Tier III Awareness, Familiarity, and Use Survey

Nutmeg Yearbook

		Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Were you aware that students produce a yearbook on campus?	Yes	64.99%	68.10%	58.99%	62.98%	59.77%	54.63%
What is the name of the organization that produces a yearbook on campus?	UConn Yearbook	14.27%	16.26%	14.64%	22.60%	19.03%	13.51%
	Connecticut Traditions	4.43%	3.39%	2.78%	2.89%	2.59%	1.81%
	Nutmeg Publishing	73.08%	71.86%	73.79%	64.19%	68.87%	78.32%
	Alumni Association	8.22%	8.50%	8.78%	10.32%	9.51%	6.36%
Were you aware that you will receive a yearbook when you graduate, at no additional charge?	Yes	52.57%	52.84%	58.49%	54.82%	47.28%	47.45%
Were you aware that you can have your senior picture taken for free to appear in the yearbook?	Yes	60.70%	57.50%	61.27%	56.89%	51.55%	52.55%
To what extent do you feel that the organization has actively sought your input and opinion about their operation?	Completely	3.67%	3.71%	4.32%	4.46%	4.32%	6.76%
	Considerably	6.46%	8.06%	7.68%	7.46%	7.12%	9.10%
	Moderately	12.44%	13.61%	14.23%	12.30%	11.92%	13.58%
	Not very much	17.12%	18.00%	16.76%	17.79%	17.96%	18.39%
	Not at all	49.47%	45.95%	45.04%	47.58%	47.52%	38.39%
	Not applicable	10.84%	10.66%	11.61%	10.42%	11.16%	13.77%
	Positive	22.57%	25.38%	26.23%	24.22%	23.36%	29.44%
	Negative	66.59%	63.95%	61.80%	65.37%	65.48%	56.78%
To what extent do you feel that the organization has been responsive to your opinions and input?	Completely	3.44%	3.31%	3.10%	4.16%	4.59%	6.18%
	Considerably	5.21%	5.71%	6.63%	6.63%	6.29%	8.61%
	Moderately	12.74%	11.66%	12.88%	10.49%	11.65%	13.77%
	Not very much	8.29%	8.10%	7.64%	7.16%	7.79%	7.93%
	Not at all	14.22%	12.81%	13.53%	12.53%	13.92%	10.80%
	Not applicable	56.10%	58.40%	56.22%	59.02%	55.76%	52.70%
	Positive	21.39%	20.68%	22.61%	21.28%	100.00%	28.56%
	Negative	22.51%	20.91%	21.17%	19.69%	21.71%	18.73%
To what extent do you believe the organization works in the best interest of the student body?	Completely	N/A	N/A	N/A	22.96%	22.59%	21.12%
	Considerably	N/A	N/A	N/A	21.61%	24.20%	24.48%
	Moderately	N/A	N/A	N/A	23.72%	24.09%	24.23%
	Not very much	N/A	N/A	N/A	15.67%	12.59%	13.58%
	Not at all	N/A	N/A	N/A	6.40%	5.94%	6.57%
	Not applicable	N/A	N/A	N/A	9.65%	10.59%	10.02%
	Positive	N/A	N/A	N/A	68.29%	100.00%	69.83%
	Negative	N/A	N/A	N/A	22.07%	18.53%	20.15%

Context/Updates	
Spring 2018	The "Nutmeg Yearbook" option for "What is the name of the organization that produces a yearbook on campus?" changed to "Nutmeg Publishing" to reflect the organization's name change.