Tier III Awareness, Familiarity, and Use Survey

UCTV

		Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Were you aware that there is a student TV station on campus?	Yes	85.81%	79.36%	61.16%	63.87%	52.82%	77.38%
On what channel can you find the station?	Channel 14	28.70%	30.76%	25.31%	24.17%		24.14%
What is the name of the student television station on campus?	WHUS	6.41%	9.39%	1.65%	2.39%	2.07%	7.96%
	CTTV	0.87%	0.87%	2.20%	2.02%	1.99%	1.57%
	UCTV	90.92%	88.87%	94.70%	94.18%	94.52%	88.79%
	UC-SPAN	1.79%	0.87%	1.44%	1.41%	1.42%	1.68%
During the average week, how much time do you spend watching the student television station?	0 hours	94.57%	95.22%	95.12%	92.78%	92.67%	92.32%
	1 hour	4.35%	3.95%	4.06%	5.20%	5.90%	6.22%
	2 hours	0.65%	0.52%	0.34%	1.53%	0.78%	1.12%
	3 hours	0.16%	0.13%	0.28%	0.37%	0.36%	0.17%
	4 or more hours	0.27%	0.17%	0.21%	0.12%	0.28%	0.17%
How do you prefer to watch the student television station?	Online	4.89%	4.82%	38.03%	50.00%	52.43%	53.68%
	On the television	8.48%	7.39%	46.48%	24.14%	34.95%	22.06%
	No preference	6.63%	6.04%	15.49%	25.86%	12.62%	24.26%
	I do not watch the student television station	80.00%	81.75%	N/A	N/A	N/A	N/A
To what extent do you feel that the organization has actively sought your input and opinion about their operation?	Completely	2.90%	2.24%	3.19%	3.53%	3.94%	6.72%
	Considerably	7.35%	6.19%	6.50%	6.85%	6.23%	9.44%
	Moderately	18.36%	14.21%	14.19%	12.70%	12.05%	16.11%
	Not very much	23.16%	21.72%	19.77%	21.71%	19.45%	19.85%
	Not at all	39.10%	44.39%	44.91%	44.75%	47.29%	34.65%
	Not applicable	9.12%	11.26%	11.44%	10.47%	11.05%	13.24%
	Positive	28.61%	22.64%	23.88%	23.08%	100.01%	32.27%
	Negative	62.26%	66.11%	64.68%	66.46%	66.74%	54.50%
To what extent do you feel that the organization has been responsive to your opinions and input?	Completely	2.73%	1.84%	2.88%	3.52%	4.19%	6.42%
	Considerably	5.27%	4.79%	5.11%	5.86%	6.31%	8.47%
	Moderately	13.74%	11.30%	13.18%	11.51%	12.13%	14.99%
	Not very much	10.01%	9.26%	9.17%	8.38%	8.55%	8.37%
	Not at all	13.27%	13.77%	14.40%	11.82%	13.39%	10.66%
	Not applicable	54.98%	59.04%	55.26%	58.91%	55.43%	51.09%
	Positive	21.74%	17.93%	21.17%	20.89%	100.00%	29.88%
	Negative	23.28%	23.03%	23.57%	20.20%	21.94%	19.03%
To what extent do you feel that the organization has worked in the best interest of the student body?	Completely	N/A	N/A	N/A	14.60%	13.55%	14.01%
	Considerably	N/A	N/A	N/A	22.96%	23.97%	25.64%
	Moderately	N/A	N/A	N/A	29.67%	30.29%	29.73%
	Not very much	N/A	N/A	N/A	16.34%	15.21%	15.28%
	Not at all	N/A	N/A	N/A	7.39%	6.52%	5.74%
	Not applicable	N/A	N/A	N/A	9.04%	10.47%	9.59%
	Positive	N/A	N/A	N/A	67.23%	100.01%	69.38%
	Negative	N/A	N/A	N/A	23.73%	21.73%	21.02%

Context/Updates	
Spring 2017	The question, "During the average week, how much time do you spend watching the student television station?" changed to "During the average week, how much time do you spend watching content reated by the student television station?"