

Tier III Awareness, Familiarity, and Use Survey

WHUS

		Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Were you aware that there is a student radio station on campus?	Yes	74.72%	81.99%	87.77%	83.01%	79.30%	67.98%
Where can you find the station on the radio dial?	91.7 FM	29.41%	32.00%	30.16%	40.03%		34.00%
What is the name of the student radio station on campus?	WUCR	5.53%	4.97%	4.28%	4.88%	5.43%	5.40%
	WUCT	18.29%	16.39%	12.53%	14.07%	15.71%	16.69%
	WNPR	2.15%	1.96%	2.33%	1.82%	2.64%	2.03%
	WHUS	74.02%	76.68%	80.86%	79.23%	76.22%	75.88%
During the average day, how much time do you spend listening to the radio in general?	0 hours	67.41%	71.57%	52.32%	56.07%	63.17%	69.66%
	1-2 hours	27.06%	23.96%	41.18%	37.51%	28.75%	24.75%
	3-4 hours	3.92%	3.29%	4.39%	4.60%	6.04%	3.97%
	5-6 hours	0.85%	0.68%	1.18%	0.82%	1.20%	0.48%
	6+ hours	0.77%	0.50%	0.92%	1%	0.84%	1%
During the average week, how much time do you spend accessing content created by to the student radio station?*	0 hours	87.32%	86.22%	85.74%	75.41%	70.62%	75.55%
	1 hour	7.46%	9.22%	9.33%			
	2 hours	2.92%	2.15%	3.11%	15.85%	20.34%	15.28%
	3 hours	1.31%	1.41%	0.91%	5.74%	4.80%	4.37%
	4 or more hours	1.00%	1.00%	0.91%	3.01%	4.24%	4.80%
How do you prefer to listen to the student radio station?	On the radio	15.37%	14.74%	41.46%	38.96%	87.43%	45.41%
	Online	8.61%	10.31%	40.85%	41.42%	73.13%	32.31%
	On the myUConn app	N/A	1.51%	5.49%	5.72%	20.59%	4.37%
	No preference	5.69%	4.79%	9.45%	8.99%	18.90%	5.68%
	On Facebook/Twitter	N/A	N/A	2.74%	4.90%	36.78%	3.49%
	I do not listen to the student radio station	70.33%	68.64%	N/A	N/A		N/A
	On iTunes						2.62%
On Spotify						5.24%	
On Instagram						0.87%	
Have you ever been to a student radio station event?	Yes	19.55%	17.83%	19.43%	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	2.25%	2.95%	4.76%	4.99%	4.36%	6.67%
	Considerably	6.04%	8.06%	10.21%	7.51%	7.65%	9.98%
	Moderately	16.77%	16.33%	18.55%	15.32%	13.69%	16.30%
	Not very much	22.10%	20.24%	19.12%	22.35%	19.30%	19.76%
	Not at all	42.42%	41.60%	37.15%	39.93%	44.16%	33.33%
	Not applicable	10.43%	10.82%	10.21%	9.90%	10.85%	13.97%
	Positive	25.06%	27.34%	33.52%	27.82%	100.01%	32.95%
Negative	64.52%	61.84%	56.27%	62.28%	63.46%	53.09%	
To what extent do you feel that the organization has been responsive to your opinions and input?	Completely	5.04%	2.63%	4.02%	4.71%	5.03%	5.99%
	Considerably	11.85%	5.47%	7.42%	6.46%	6.77%	9.10%
	Moderately	18.96%	12.46%	14.36%	11.48%	12.37%	14.01%
	Not very much	8.00%	8.42%	8.77%	8.99%	8.19%	8.32%
	Not at all	10.72%	12.61%	12.09%	10.56%	13.42%	11.63%
	Not applicable	45.44%	58.40%	53.34%	57.79%	54.22%	50.95%
	Positive	35.85%	20.56%	25.80%	22.65%	100.00%	29.10%
Negative	18.72%	21.03%	20.86%	19.55%	21.61%	19.95%	
To what extent do you believe the organization works in the best interest of the student body?	Completely	N/A	N/A	N/A	17.94%	16.41%	16.40%
	Considerably	N/A	N/A	N/A	23.31%	24.53%	24.67%
	Moderately	N/A	N/A	N/A	29.30%	28.66%	26.67%
	Not very much	N/A	N/A	N/A	15.23%	15.30%	14.55%
	Not at all	N/A	N/A	N/A	6.19%	5.91%	7.69%
	Not applicable	N/A	N/A	N/A	7.96%	9.20%	10.02%
	Positive	N/A	N/A	N/A	70.55%	100.01%	67.74%
Negative	N/A	N/A	N/A	21.42%	21.21%	22.24%	

Context/Updates	
Spring 2016	The question, "How much time do you spend accessing content created by the student radio station" was changed from "How much time do you spend listening to the student radio station?" and the responses changed from "0 hours" and "1 hour" to "1 hour or less"
Spring 2017	The question, "How do you prefer to listen to the student radio station?" changed to "How do you prefer to access content created by the student radio station?"
Spring 2018	The options for "How do you prefer to access content created by the student radio station?" were expanded to include "On iTunes, On Spotify, and On Instagram"
Spring 2017	The question, "How do you prefer to listen to the student radio station?" changed to "Where can students access content created by the student radio station? (Check all that apply)"