

student survey

This survey is being conducted by the yearbook staff to determine why students do or do not purchase the yearbook. The results will help us determine if changes should be made to help the yearbook become more appealing to the student body. Thanks in advance for your help!

1. Your grade (circle one) **6** **7** **8** **9** **10** **11** **12**

2. Your gender (circle one) **male** **female**

3. Did you purchase a yearbook this year? (circle one) **yes** **no**
(If yes, continue on to question 6 below.)

4. If no, why not? (check all that apply)

- I wasn't interested
- I wasn't pictured
- I didn't know it was being sold
- The cost was too high
- My friends were not pictured
- Other (please list below):

5. If your reason above was corrected (price was lower, more photos, etc.), would you have purchased a yearbook? **yes** **no**

6. Have you purchased a yearbook in previous years? (circle one) **yes** **no**

7. What types of things would make you more likely to purchase a yearbook? (check all that apply)

- More coverage of academics
- More coverage of clubs
- Less copy/more photos
- I would buy a yearbook regardless
- Other (please list below):
- More coverage of sports
- More candid photos
- More copy/less photos
- I would not buy a yearbook regardless
