**PCHS Video Yearbook Survey**

**format1** 1) Which format would you prefer for the video yearbook?
   1 (a) DVD
   2 (b) VHS

**willpay2** 2) How much would you be willing to pay for a video yearbook?
   1 (a) $10-12
   2 (b) $13-15
   3 (c) $16-18
   4 (d) $19-21

**classco3** 3) Would you want the video yearbook to cover?
   1 (a) Your particular class (i.e. Senior, Junior, Sophomore, Freshmen)
   2 (b) Primarily Seniors and Juniors
   3 (c) Primarily Sophomores and Freshmen
   4 (d) Entire Student Body

4) How important to you are the following school events and activities to be included in the video yearbook? Respond on a scale of 1-5, 5 having the most importance and 1 having no importance.

<table>
<thead>
<tr>
<th>Event</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>prom4 Senior/Junior Prom</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>winter4 Winter Ball</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>homecom4 Homecoming</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>sports4 Sports</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>clubs4 Clubs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>assemb4 Assemblies/Hang Outs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>inclass4 In-Class (academics)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>schac4 School Achievements</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

5) Are there any other school events or activities that you would like to see included in the video yearbook that are NOT listed above?
   1 (a) No, all the events and activities I want to see are listed above.
   2 (b) Yes, ____________________________

What Event or Activity?

6) Would you want the video yearbook to cover “Out-of-School” events in addition to in school events?
   1 (a) Yes
   2 (b) No (skip to question #8)

7) If yes, what types of events would you like to see covered? (List types below)
   1 - yes      9 - none ____________________________

8) How long do you think the video yearbook should be?
   1 (a) Under an hour
   2 (b) 1-2 Hours
   3 (c) Over 2 hours
9) How many DVD or VHS movies does your family purchase in a typical month?

1 (a) None
2 (b) 1-2
3 (c) 3-4
4 (d) 5-6
5 (e) 7 or more

10) If a “Friendship Section,” similar to the “Friendship Pages” in the printed yearbook, were offered in the video yearbook, would you and your friends be interested in purchasing a 40-60 second segment? (Rate your willingness to purchase on a scale of 1-5, 5 being the most willing and 1 being the least willing to purchase) (Circle your response)

<table>
<thead>
<tr>
<th>Will Not Purchase</th>
<th>Unlikely to Purchase</th>
<th>Unsure</th>
<th>Most Likely to Purchase</th>
<th>Will Definitely Purchase</th>
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1 to 3 = 1
4 to 5 = 2

11) Would you want a video yearbook if your parents paid for it as an option with your student fees?

1 (a) Yes
2 (b) No
3 (c) Unsure

12) If the majority of the content you wanted were included in the video yearbook, would you purchase it for a reasonable price? (Rate your willingness to purchase on a scale of 1-5, 5 being the most willing and 1 being the least willing to purchase) (Circle your response)

<table>
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1 to 3 = 1
4 to 5 = 2

13) Do you participate in any school based clubs?

1 (a) Yes
2 (b) No (skip to question #15)

14) If yes, how many school based clubs do you participate in?

1 (a) 1
2 (b) 2
3 (c) 3 or more

15) Do you participate in any school sports?

1 (a) Yes
2 (b) No (skip to question #17)

16) If yes, how many school sports do you participate in?

1 (a) 1
2 (b) 2
3 (c) 3 or more

17) Do you participate in the school band?

1 (a) Yes
2 (b) No (skip to question #19)

18) If yes, which school band(s) do you participate in?

1 (a) Concert band
2 (b) Marching band
3 (c) Both marching and concert band

19) Do you belong to any form of student government?

1 (a) Yes
2 (b) No

20) What is your gender?

1 (a) Male
2 (b) Female

21) What is your current class standing?

1 (a) Senior
2 (b) Junior
3 (c) Sophomore
4 (d) Freshman

1 to 2 = 1
3-4 = 2