PCHS Video Yearbook Survey

Thank you for completing our marketing research questionnaire. The results of this survey will be used to help “PCHS Vision Productions” (advance photography class) develop a video yearbook that will fulfill your needs and wants.

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

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

3) Would you want the video yearbook to cover?
   (a) Your particular class (i.e. Senior, Junior, Sophomore, Freshmen)
   (b) Primarily Seniors and Juniors
   (c) Primarily Sophomores and Freshmen
   (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>No Importance</th>
<th>Little Importance</th>
<th>Neutral</th>
<th>Somewhat Important</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior/Junior Prom</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Winter Ball</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Homecoming</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Sports</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Clubs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Assemblies/Hang Outs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>In-Class (academics)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>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?
   (a) No, all the events and activities I want to see are listed above.
   (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?
   (a) Yes    (b) No (skip to question #8)

7) If yes, what types of events would you like to see covered? (List types below)

   __________________________________________

8) How long do you think the video yearbook should be?
   (a) Under an hour
   (b) 1-2 Hours
   (c) Over 2 hours

Continue on Back
9) How many DVD or VHS movies does your family purchase in a typical month? 
   (a) None  (d) 5-6 
   (b) 1-2   (e) 7 or more 
   (c) 3-4 

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) 
    Will Not Purchase  Unlikely to Purchase  Unsure Most likely to Purchase Will Definitely Purchase 
    1  2  3  4  5 

11) Would you want a video yearbook if your parents paid for it as an option with your student fees? 
    (a) Yes  (b) No  (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) 
    Will Not Purchase  Unlikely to Purchase  Unsure Most likely to Purchase Will Definitely Purchase 
    1  2  3  4  5 

13) Do you participate in any school based clubs? 
    (a) Yes  (b) No (skip to question #15) 

14) If yes, how many school based clubs do you participate in? 
    (a) 1  (b) 2  (c) 3 or more 

15) Do you participate in any school sports? 
    (a) Yes  (b) No (skip to question #17) 

16) If yes, how many school sports do you participate in? 
    (a) 1  (b) 2  (c) 3 or more 

17) Do you participate in the school band? 
    (a) Yes  (b) No (skip to question #19) 

18) If yes, which school band(s) do you participate in? 
    (a) Concert band 
    (b) Marching band 
    (c) Both marching and concert band 

19) Do you belong to any form of student government? 
    (a) Yes  (b) No 

20) What is your gender? 
    (a) Male  (b) Female 

21) What is your current class standing? 
    (a) Senior  (c) Sophomore 
    (b) Junior  (d) Freshman 

Thank you for taking the time to fill out our survey!