

Marketing Student Publications:

**Market Research and Recommendations
for the
Volunteer Yearbook**

By Kim Campbell

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To: University Honors Program
From: Kim Campbell
Subject: Executive Summary

The following is a market research project designed to discover ways to entice more students to purchase the Volunteer Yearbook during their years at the University of Tennessee. This research project is my senior Honors project for the University Honors Program.

Upon beginning the project, I was approached by Jane Pope, the director of the Department of Student Publications at the university, with questions regarding why so few students purchase the book while attending the university. In actuality, the majority of the yearbooks that are purchased are bought by departments within the university to display for visitors. Additionally, the Department of Student Publications gets many requests each semester from alumni of the university who did not purchase a yearbook during their college years and wish to purchase a back issue.

I undertook the project to help determine which students are currently purchasing the Volunteer Yearbook, students' awareness that the university has a yearbook, the feelings of tradition that surround the yearbook in the minds of students, aspects of university life that students would like the yearbook to include, and cost issues surrounding the book.

I have researched these issues through three main methods: in-depth interviews, focus groups and surveys.

Also, through this project I have developed a proposal for advertising and publicity campaigns for the yearbook based on the results of the market research. The campaigns are designed to promote several ideas to better position the yearbook in the minds of students at the university. These include:

- The University of Tennessee has a yearbook.
- People you know purchase the Volunteer Yearbook.
- People you know are in the Volunteer Yearbook.
- The Volunteer Yearbook is a valuable tradition at the University of Tennessee.
- The Volunteer Yearbook will help you remember your college years.

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Background and History

The Volunteer Yearbook was first published at the University of Tennessee in 1987. Since that time, the yearbook has been published annually, with the exception of 1918 when university activities were interrupted by World War I. The yearbook marks one of the oldest continuous traditions at the University of Tennessee.

The Volunteer Yearbook is designed to offer a written and visual history of campus life for each school year. For the 2004-2005 school year the book was in its 108th edition.

The yearbook is entirely created by a staff of students under the supervision of the director of the Department of Student Publications, Jane Pope. Approximately 30 students are employed on the staff including editors, assistant editors, designers and writers. Additionally, the yearbook staff shares photographers with the other publications under the umbrella of the Department of Student Publications, the student newspaper, The Daily Beacon, and the literary art magazine, Phoenix. These students range from freshmen to seniors and are from a variety of academic colleges at the university.

Five main sections are included in the Volunteer Yearbook. The Academics section documents various happenings sponsored by academic colleges on campus including guest speakers, outstanding students and various types of faculty and student research. The Organizations section features every registered student organization on campus that wishes to be a part of the yearbook. The Sports section focuses on the stories of each sports team at the university and includes intramural and club sports. The Greek Life section features each sorority and fraternity on campus and tells about their yearly activities including philanthropies and competitions. Finally, the Campus Life section is devoted to all other aspects of the university including concerts, favorite hangouts, guest speakers and festivities on campus.

The Volunteer Yearbook also includes a section of advertisements, a list of graduates by academic college and an index of all names included in the book. The book is typically between 500 and 600 pages. A theme is chosen for each edition of the yearbook that encompasses the majority of the events and activities on campus in the given year. Additionally, each edition of the yearbook has a unique cover design and page layouts. However, all layouts are created around the central theme of the book for that year.

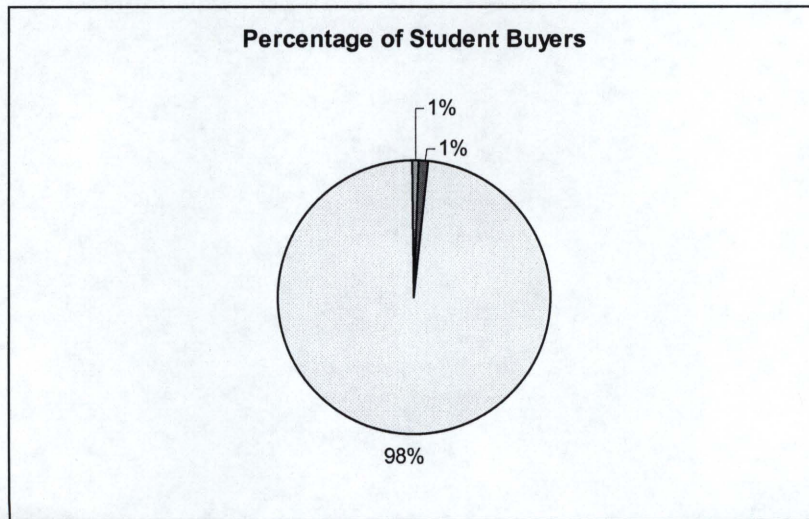
The book does not include a picture of each student at the university. This is because there are over 20,000 students, and a picture of each student would not fit in the book. Additionally, the book does not include the name of each student. It only includes the names of students who graduated in the summer, fall or spring of the school year of the book. The book costs \$52 plus \$11 shipping and handling because the books are sent to the permanent addresses of all of the students. This is because the book is not published until the fall semester of the next year to include graduation and the end of spring sports.

The Volunteer Yearbook is designed to target students of the university who have attended classes during the year of the edition. However, a second audience for the book has become departments and administrative offices on campus.

Research Rationale

There are several reasons that research was needed in the purchasing patterns for students at the University of Tennessee in regards to the Volunteer Yearbook. First, most students at the university do not purchase the yearbook. In fact, only approximately 500 yearbooks are sold per year in comparison with the approximately 26,000 students who attend the university. Additionally, many of the yearbooks that are sold are sold to departments on campus for display in their offices, rather than being sold to students, the target market for the book. Therefore, the book does not reach its intended target audience. Chart 1, located below, shows the percentage of yearbooks bought in comparison to the number of students at the university (approximately 2%), and the percentage of the yearbooks that are purchased by students (approximately 1%).

Chart 1



Another reason research was needed was that numerous alumni who did not purchase a book while attending the university contact the Department of Student Publications each semester attempting to obtain back issues of the yearbook for their years of attendance. Not only is it not cost-effective for the Department of Student Publications to store these back issues for many years until former students wish to buy them, but also the books are not always available for the desired years resulting in disappointed alums.

Countless hours and a large portion of the department's budget go into the production of the yearbook each year, yet the hard work of the students who put it together is seldom seen by many of their peers. In fact, some students at the university

seem to be unaware that the yearbook exists. Therefore, in order for these students' work to be widely viewed by more people, and for the university's money to be spent more wisely, the yearbook must be seen by more students.

Finally, past advertising campaigns have failed to increase sales of the books. The Department of Student Publications needed to discover what types of marketing would entice students to buy the yearbook, and what the current position of the yearbook was in the minds of students at the University of Tennessee, in order to determine how to sell copies of the yearbook to them.

Types of Research

Three main types of research were used in this study:

- Focus Groups
- Interviews
- Surveys

The first two types, focus groups and interviews, fall under the category of qualitative research. Qualitative research allows the researcher to probe more deeply into the thoughts and feelings of participants. Additionally, it allows for more explanation of unclear responses and can be beneficial in narrowing research parameters in future quantitative studies.

The other type of research used in this study was survey research, and this type falls under the category of quantitative research. Quantitative research is more easily analyzable than qualitative research because the respondent is given a specific set of possible answers to each question. However, quantitative research does not give the in depth information that can be gained from qualitative research. What is more, many times qualitative research must be done before quantitative research instruments can be designed. This helps the researcher determine what issues should be included in the survey and what responses are desired for each question.

Interview Design

Interviews were done as a part of this research project for several reasons. First, interviews were a way to determine which issues should be studied. Additionally, the interviews allowed for a better understanding of the ideas of students in regards to the yearbooks.

Two University of Tennessee students were interviewed in this process. The first was a male senior at the university. He planned to graduate at the end of the spring semester with a B.S. in Business Administration with a concentration in finance. The student brought forth several ideas that were used in creating the upcoming survey.

These ideas included such issues as the cost of purchasing the yearbook and including the price of the yearbook in the student fees of each student at the university. If this were done, the yearbook would be much cheaper for students to purchase, and each student would automatically be given a copy each year.

The second interviewee was a female freshman. She was at that time undecided about her major, and was in her first semester at the university. This student emphasized her lack of awareness that the yearbook existed, as well as her doubts that she would be included in the book. Both of these issues were subsequently included in the forthcoming survey.

In the interviews, both students were asked a set of open-ended questions. The interviewer was given freedom to prod for further responses to questions as deemed necessary, and to ask additional questions of topics of interest, even if this deviated from the original questions, as long as all of the original questions were asked.

Interviews were conducted in a small conference room in Hodges Library on the University of Tennessee campus. This allowed for privacy during the interviews, as well as convenience for the participating students. Additionally, water and comfortable chairs were provided for participants to make them feel at ease so that they would express their feelings more readily. Transcripts of these interviews are located in Appendix 1 of this paper on page 15.

Survey Design

Next, a survey was designed based on the data collected in the interviews. This survey was created to determine students' awareness of the Volunteer Yearbook, the value they placed on the yearbook, their opinions on the price of the yearbook, and their likelihood to purchase the yearbook. There were 117 survey respondents.

The survey contained six types of questions:

- Semantic Differential
- Likert Scale
- Ranking
- Multiple-Choice
- Yes/No
- Open-Ended

Semantic differential questions use two dichotomous statements paired together with a scale in between. Respondents are asked to mark where their feelings fall between the two statements based on the numbers in the scale. For example, if the respondent believes wholeheartedly in the statement on one side of the scale, he/she will mark the number closest to that end of the scale. If a respondents feelings fall more toward the middle of the two statements, he/she will mark a number somewhere in the middle of the

scale, rather than at either extreme. Semantic differential questions on this survey used a scale from one to seven, one being the most positive response and seven being the most negative response. Each of the two semantic differential questions were simple, general questions placed at the beginning of the survey in effort to make respondents begin to think about the yearbook. These questions included whether or not respondents had heard of the yearbook and whether or not respondents felt that the yearbook was a valuable tradition of the university. These questions were particularly effective for determining the position of the Volunteer Yearbook in the minds of students.

Likert scale questions ask respondents to mark responses in a range of strengths based on a statement. For example, respondents may be asked to mark whether they “strongly agree,” “agree,” are “neutral,” “disagree,” or “strongly disagree” with a given statement. These questions were particularly useful in determining the respondents’ feelings about the yearbook, and covered a range of topics including whether or not the cost of the yearbook should be included in student fees, whether or not students would be more likely to purchase the book if given a discount and whether or not students felt they would be included in the book.

Ranking questions ask respondents to tell which attributes are most important to them and which attributes are least important to them based on a given list. From information gathered in the interviews, the ranking question on this survey asked respondents to rank the items in terms of their importance in being included in the yearbook. Items to be ranked included sports, Greek life, organizations, academic happenings, campus life, a picture of the respondent, a picture of every student, the respondent’s name, the name of every student and a write-in category for other issues important to the respondent.

Multiple-choice questions on a survey tend to be easier to answer and keep respondents moving through the survey. Several multiple-choice questions were included in the survey measuring likelihood of purchasing the yearbook, amount willing to pay for the yearbook and number of people respondents knew who had purchased the book. Additionally, many demographic questions were in multiple-choice form, such as the respondent’s race or the academic college to which the respondent belonged.

Yes/No questions on the survey asked respondents to answer each question in one extreme or the other. This type of question was successful for simple inquiries that required little explanation. Examples of yes/no questions used on the survey included whether or not respondents had been involved in student government, a sorority or fraternity or sports while at the university.

Open-ended questions allow respondents to mention anything they felt should have been included in the survey but was not, and they allow respondents to clarify or explain in more detail any responses to survey questions. The open-ended question on this survey asked respondents, “Is there anything else you would like to say about the Volunteer Yearbook.

Surveys were administered in two ways. Each editorial staff member for the Volunteer Yearbook took five copies of the survey to administer to their peers in various academic colleges. Then, surveys were administered to two large classes at the university.

A copy of the survey used is located in Appendix 2 of this paper on page 17.

Focus Group Design

To execute the focus group a set of four students was identified. These students included: one female senior from the College of Engineering, one male junior in the College of Business Administration, one male sophomore in the College of Communication and Information and one female freshman in the College of Education, Health and Human Sciences. In using these students, both male and female students were included from each of the four classes at the university from four of the largest academic colleges at the university. Additionally, none of the students involved in the focus group had previously purchased the yearbook.

The focus group took place at 1:00 in the afternoon in a conference room in Hodges Library on the campus of the University of Tennessee. This location was quiet, private and convenient for the participants. Bottled water and cookies were available for participants during the focus group.

At the start of the session, group members were asked to relate their knowledge of the Volunteer Yearbook. They discussed what they knew and did not know about the book and its contents. This discussion included both pricing issues and advertising practices. After this, a copy of the previous year's Volunteer Yearbook was given to each student. The participants were given a few moments to look through the books, and then were asked their thoughts on the book. At this point content was discussed more thoroughly, as well as design issues and grammatical and typographical errors in the copy.

Finally, the group moved on to advertising and publicity issues surrounding the yearbook including how best to promote sales of the book to students at the university. Participants were shown proposed advertisements for the yearbook that were created based on results of the previous research, and were then asked to make changes to these advertisements. Suggestions included a more cohesive advertising campaign, the development of a new logo, updating the yearbook's website and making copies of the yearbook visible to students.

A transcript of this focus group session is located in Appendix 3 of this paper on page 20.

Research Results

For question one of the survey, the semantic differential question stating, "I have heard of the Volunteer Yearbook," and "I have not heard of the Volunteer Yearbook," the responses were re-coded to place more emphasis on the positive response, "I have heard of the Volunteer Yearbook." The question was named "HEARDOF" for analysis purposes. For this question, the responses ranged from one extreme of the scale to the other, with the average response being 4.89 with a standard deviation around this mean of 2.266. Therefore, only slightly more than half of the students felt that they knew much about the Volunteer Yearbook.

The second semantic differential question, named "TRADITIO," stated, "I believe the Volunteer Yearbook is a valuable UT tradition" and "I do not believe the Volunteer Yearbook is a valuable UT tradition," the scale of responses was again re-coded to place the higher numbers on the more positive side of the scale to give positive responses a higher score. Responses again ranged from 1 to 7, and the average of the responses was 3.79 with a standard deviation of 1.553. This indicates that the respondents typically did not consider the Volunteer Yearbook a valuable UT tradition.

The third question on the survey was designed to indicate how likely respondents were to purchase the yearbook. It was named "PURCHASE," and it stated, "I am ___ to buy the yearbook," and included possible responses of "extremely likely to purchase," "likely to purchase," "undecided about whether or not to purchase," "unlikely to purchase," and "extremely unlikely to purchase." The most positive value was coded with 5 and the most negative value was coded with 1 with the rest of the values given a number on the scale between 1 and 5. Responses ranged from 1 to 4 indicating that none of the respondents were "extremely likely to purchase" the Volunteer Yearbook. The mean of the responses was 1.97 indicating that most of the respondents were unlikely to purchase the yearbook.

The next question, "I would be willing to pay no more than ___ for a copy of the Volunteer Yearbook," listed responses of "\$65," "\$55," "\$45," "\$35," "\$25," "\$15," and "I would not be willing to pay anything for the Volunteer Yearbook." It was named "PAYAMT." Responses were coded with from the highest dollar amount at 7 to not being willing to pay for the yearbook at 1. Responses to this question ranged from 1 to 7 with a mean of 3.75 and a standard deviation of 1.629 indicating that most respondents were willing to pay between \$25 and \$35 for the yearbook.

The fifth question, the Likert scale question named "INCFEES," stated "I would prefer the cost of the yearbook was included as a small charge in my student fees on my Vol Express statement." This question had responses of "strongly agree," "agree," "neutral," "disagree," and "strongly disagree." The responses were coded with "strongly agree" designated as a 5 and strongly disagree designated as a 1. Other responses were scaled in between these two responses. The average of the responses was 2.86 indicating that most respondents did not want the cost of the yearbook included in their student fees. The standard deviation was 1.304, and responses ranged from 1 to 5.

The sixth question was the ranking question that stated, “Rank the following items based on how important it is to you that they are included in the Volunteer Yearbook. (1=most important, 10=least important)” Items to be ranked included, “Sports,” “Greek Life,” “Organizations,” “Academic happenings,” “Campus Life,” “A picture of me,” “A picture of every student,” “My name,” “Each student’s name,” and “Other.” Each response was named separately with the name “RANKIN” and the first letter or two letters of the response. For example, the “Sports” response was named “RANKINS.” Responses were re-coded so that the most important responses were given the weight of 10 and the least important responses were given the rank of 1. In each category, other than the “Other” category, responses ranged from 1 to 10. Responses in the “Other” category ranged from 1 to 5. For sports, the average ranking was 6.64 with a standard deviation of 2.926, indicating that was important to the respondents that sports are included in the yearbook. For Greek life, the average score was 4.25 with a standard deviation of 3.064 indicating that Greek life was not as important to most respondents for being included in the yearbook. The following chart gives the mean and standard deviation of the responses to the ranking question for each variable, along with whether or not that variable was important to respondents.

Chart 2

Ranking Variables			
Variable	Mean	Standard Deviation	Implication
Sports	6.64	2.926	Important Inclusion
Greek Life	4.25	3.064	Unimportant Inclusion
Organizations	6.35	2.388	Important Inclusion
Academic Happenings	5.72	2.608	Marginally Important Inclusion
Campus Life	6.78	2.546	Important Inclusion
A Picture of Me	6.28	3.156	Important Inclusion
A Picture of Every Student	6.94	2.869	Most Important Inclusion
My Name	6.66	2.761	Important Inclusion
Each Student's Name	6.65	2.73	Important Inclusion

Responses listed in the open-ended “Other” category for the ranking question included “Cultural Programs,” “Political Happenings” and “Music.”

For the next question, a Likert scale question stating, “There is a good chance I will be included in the yearbook,” the responses ranged from 1, “Strongly Disagree,” to 5 “Strongly Agree.” The average of the responses was 2.76 with a standard deviation of 1.096 indicating that most students felt they would not be included in the yearbook.

The next question, “Of my friends, ___ have purchased a copy of the Volunteer Yearbook,” was a multiple choice question. Possible responses were coded as 1-“none,” 2-“a few,” 3-“several,” 4-“many” and 5-“all.” Responses to the survey ranged from 1 to 4, with a mean response of 1.33 and standard deviation of .616 indicating that most students surveyed know few or no people who have purchased the yearbook.

For the Likert scale question, "I would be more likely to buy the yearbook if given a coupon or discount," responses given were "Strongly Agree," coded as 5, "Agree," coded as 4, "Neutral," coded as 3, "Disagree," coded as 2 and "Strongly Disagree," coded as 1. The average of responses from the surveys was 3.29 with a standard deviation of 1.175 indicating that most of the respondents would be more likely to buy the book if given a coupon or discount.

The remaining questions on the survey were demographic questions. These questions were used to determine whether or not certain groups of respondents felt the same way about the issues raised in the survey.

A Chi-Square test determined a borderline significant relationship between students who had previously participated in student government and the desire to see campus life in the yearbook. Additionally, there was a borderline significance between these students and the likelihood they felt of being included in the yearbook. The relationship between these students and respondents having no friends who purchased the yearbook was highly significant.

Similarly, a borderline significant relationship was discovered between students who participate in sororities or fraternities and the amount willing to pay for the yearbook. A significant relationship existed between these students and the desire to see the cost of the yearbook included in student fees, and the desire to see sports, organizations, a picture of every student and every student's name included in the yearbook. Not surprisingly, there was a perfectly significant relationship between participation in Greek organizations and the desire to see Greek life in the yearbook. Also, the desire to see campus life in the yearbook is highly significant as is the feeling that the student would be included in the yearbook. Additionally, there was a significance between participation in sororities and fraternities and feeling that none of one's friends bought the yearbook.

A significance existed between class status and desire to see Greek life in the yearbook and likelihood of buying the yearbook if given a coupon or discount. Additionally, class status was highly significant in relationship to students' beliefs that they would be included in the yearbook.

Desire to see Greek life in the yearbook was significant in relation to age. Age was also highly significant in relationship to desire to see every student's name in the yearbook and was significant to the likelihood of purchasing a yearbook if given a coupon or discount.

Maximum price willing to pay for a yearbook was borderline significant to gender. Gender was also significant in whether or not to include Greek life and each student's name in the book. Gender was also a significant factor in whether or not respondents felt they would be included in the yearbook.

Desire to see sports in the yearbook was highly significant with the academic college of the respondents.

Race was highly significant to whether or not respondents felt that the Volunteer Yearbook was a valuable UT tradition, and was a significant factor in likelihood to purchase the yearbook. It was also borderline significant to the price respondents were willing to pay for the yearbook and with the desire to see the respondent's own name in the yearbook. Race is a significant factor in whether or not students felt that their friends had purchased the yearbook.

Conclusions

Based on the research findings, the major issues for the Volunteer Yearbook are a lack of awareness and apathy among students. This was shown in various ways throughout the study. Further, there is a common feeling among many students that they will not be included in the yearbook because the university is so large. However, there is a widespread desire to have every student's name, if not every student's picture in the yearbook. This would be a fairly easy modification to the current format of the yearbook, which includes only the names of students who graduated in the given year. The students seem to desire a wide variety of inclusions in the yearbook, most of which had close, if not equal scores with other potential inclusions.

In spite of this desire to be included in the yearbook, the studies showed that this was not directly linked to whether or not students would purchase the yearbook. Rather, additional advertising and publicity are needed to promote the yearbook to student instead of relying on the promise of inclusion to sell the yearbooks.

Recommendations

Based on the information gathered over the course of this research project, it is recommended that the Department of Student Publications develop both an advertising campaign and a publicity campaign for the Volunteer Yearbook.

Research from this project indicates that many students are unaware that the yearbook exists at the University of Tennessee, a problem that the director of the Department of Student Publications had feared. In order for students to want to purchase a copy of the yearbook, they must first know that it exists.

Additionally, a reduction in the price of the yearbook is recommended. This will be done more easily if more yearbooks are sold because economies of scale will reduce the cost.

A satisfaction survey should be sent to all of the previous year's purchasers of the Volunteer Yearbook to determine how the quality and content of the book can be

improved for future years. Customer satisfaction can go a long way toward increasing sales of the book. An example of a satisfaction survey is located in Appendix 4 on page 23.

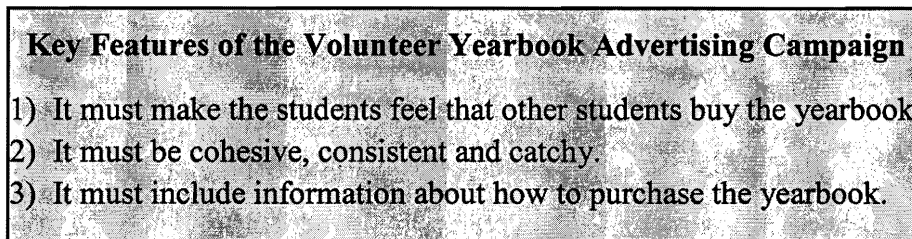
Finally, students must be able to view the yearbook, or a previous edition of the yearbook, before they will be willing to purchase a copy. This means placing copies of the yearbook in areas that are frequented by students, rather than in offices at the university that are typically only frequented by administrators.

Based on these ideas, an advertising campaign and a publicity campaign have been created for the Volunteer Yearbook.

Advertising Campaign

Based on the research, the advertising campaign for the Volunteer Yearbook must have three main attributes, shown in figure 1.

Figure 1



In order to ensure that students feel that other students buy the yearbook, it is imperative that the advertisements feature well-known students in their natural environments on campus with their copies of the Volunteer Yearbook. Proposed subjects for these advertisements include members of the student body government; athletes such as football players, cheerleaders and members of the dance team; students who are active in organizations on campus; and students who are active in Greek organizations on campus.

In effort to make the advertisements more cohesive, a solid white background was used with a cutout of the subject reading the Volunteer Yearbook, and only a small portion of the background of the photograph. Additionally, an orange border was added approximately one inch inside the edge of the canvas on each advertisement. Fonts used on each advertisement remained consistent, and each advertisement contained the same ordering information on the bottom. Bright colors were used to make the advertisements stand out against the white backdrop, and large, bold, black, humorous headlines were used on each ad to catch the reader's attention.

The advertisements are to be placed in the student newspaper, The Daily Beacon, once per week for the entire school year. This is at no cost to the Department of Student Publications. Additionally, poster-sized copies of the advertisements are to be placed on

campus bulletin boards twice per semester. The campus bulletin boards are located in classrooms and in hallways in academic buildings and dormitories.

Examples of suggested advertisements for this campaign are located in Appendix 5 of this paper on page 24.

Publicity Campaign

The goal of the publicity campaign for the Volunteer Yearbook is to increase awareness that the yearbook exists. There are several ways to do this.

First, yearbook staff members must set up tables in high-traffic areas on the University of Tennessee campus to display past editions of the yearbook, from the oldest available to the most recent copy. This will allow students to browse through the yearbooks to get a better idea of the quality of the book and its contents. Having the oldest copies of the books available will promote the idea that the Volunteer Yearbook is a valuable tradition at the university. Additionally, this will place staff members in direct contact with potential buyers, rather than relying on potential buyers to contact the yearbook staff to order a copy.

Second, yearbook staff members must sell yearbooks directly to graduating seniors. This can be done in a number of ways. The staff may set up a table at Graduation Celebration where graduating seniors go to purchase their caps and gowns and other graduation supplies. Additionally, staff members may sell yearbooks at the university-wide commencement ceremony, or at any of the college ceremonies. Finally, reminders to purchase the yearbook should be sent to the parents of each graduating senior.

Next, freshmen must be targeted. Freshmen have just started school at the University of Tennessee, and they are not yet aware that few college students purchase the yearbook, while many high school students purchase their respective yearbooks. Therefore, they are likely to be more apt to continue the tradition of buying a yearbook as they enter college as they have yet to encounter the apathy towards the yearbook experienced by their older counterparts. Freshmen may be targeted to pre-order their yearbooks at Freshmen Orientation in the summer. Additionally, reminders should be sent to their parents during the school year to encourage them to order yearbooks.

Finally, the yearbook must be made more visible. This can be done in a variety of ways. A display case may be set up in the University Center by student organizations on campus once per semester. The Volunteer Yearbook should set up a case like this each semester that will include past issues of the yearbook open to a variety of pages for students to see.

Also, the staff of the Volunteer Yearbook should participate in campus-wide competitions as a team. Examples of such competitions include Homecoming float

contests, intramural sports and All-Sing. Participation in these events would bring publicity to the yearbook, whether or not the staff team wins at the events, because all students who participate in the events and all students who attend the events would gain exposure to the idea that the university has a yearbook.

Additionally, a “History of the Volunteers” exhibit can be created for the hall of the University Center where artwork is typically displayed. This would include copies of past yearbook pages that chronicle the development of the university over time. This would be beneficial in bringing attention to the yearbook and in promoting it as a valuable tradition. It would also foster the idea that the Volunteer Yearbook is a valuable historical document. This exhibit can be displayed once per year, preferably after spring break as the year is closing and students are nearing graduation. A publicity schedule for the academic year is located in Appendix 6 of this paper on page 26.

Appendix 1: Transcript of Interviews

Researcher: I'd like to start by having you tell me what you know about the Volunteer Yearbook.

Participant: Well, I know that they're expensive, and that not many people buy them.

Researcher: Is there anything else?

Participant: I don't think I've ever actually seen one.

Researcher: You mentioned that they're expensive. How much do they cost?

Participant: I think they're like 60 or 70 bucks.

Researcher: How much do you think they should cost?

Participant: I don't know.... I mean, I guess that's not that much for a yearbook, but it's still expensive for a college student, you know? I mean, my high school yearbook was like 60 bucks, too, but my parents were buying it for me. I don't really want to ask my parents to buy my college yearbook for me. Besides, I doubt I would be in it if I did buy it.

Researcher: Why do you feel that few students buy the Volunteer Yearbook?

Participant: Well, I think a lot of students may not know much about it. I have no idea how to order one if I did want one. Plus, like I said, they're expensive. Also, I don't know what's in there, but I know I never had my picture made for it.

Researcher: Would you be more likely to buy it if your picture was definitely going to be in it?

Participant: Yeah, probably. Or at least my name or something so my kids would know that I was here that year, you know?

Researcher: That's a good point.

Participant: I mean, who wants a book full of people they don't know? The only people who are in the book are probably athletes and frat boys.

Researcher: Back to the cost issue, what would be the best way to lower the cost?

Participant: Well, you could always make a smaller yearbook, but the university is so big it might be harder to do that. I guess they would be cheaper if more people ordered them, so you could advertise them more. What about if they charged the cost in student fees?

Researcher: In student fees?

Participant: Yeah. If they did that, then all of the students would get one for free, once they had paid their fees, so you would sell a lot more and they'd be cheaper for the students.

Researcher: I hadn't thought about that. Would you be willing to pay the extra fee?

Participant: Yeah, I mean, my parents pay my fees anyway.

Researcher: Do you think the yearbook is an important tradition at UT?

Participant: Not really. I mean, it could be to some people, but hardly anyone buys them, so how could it be a tradition?

Researcher: Is there anything else you would like to add about the Volunteer Yearbook?

Participant: No, I think that's all.

Researcher: Thank you.

Researcher: I'd like to start by having you tell me what you know about the Volunteer Yearbook.

Participant: Is that UT's yearbook?

Researcher: Yes.

Participant: I didn't really know there was one here. I mean, I guess it makes sense that there would be, but I've never heard of it.

Researcher: How much would you think a yearbook for the university would cost?

Participant: I'm sure it's really expensive. I mean, my high school one was like \$70, so I bet UT's is like \$80 or more.

Researcher: Would you consider buying a copy?

Participant: Well... I doubt I'd be in there. I mean, nobody has ever taken my picture for it or anything.

Researcher: So you wouldn't buy it?

Participant: I would be a lot more likely to if my picture were in it for something. Or maybe when I graduate. I haven't really been involved in that much this year, so I don't know.

Researcher: Is there anything other than your picture being in it that might influence you to buy the Volunteer Yearbook?

Participant: Well, they should advertise or something. I don't know how to get it or where to get it or anything about it.

Researcher: Would advertisements influence you to buy it?

Participant: Maybe. Or if I could see one, that would be good.

Researcher: Where would you advertise for the yearbook?

Participant: On campus. Maybe in the Beacon. There are always people putting up flyers everywhere, you know.

Researcher: Is there anything else you would like to add about the Volunteer Yearbook?

Participant: Nope, I think that's it.

Researcher: Okay, thanks.

Appendix 2: Awareness Survey

Rate your feelings about the following statement on the scale of 1 to 7.

- | | | | |
|----|---|---------------------------------------|---|
| 1. | I have heard
of the Volunteer
Yearbook | 1-----2-----3-----4-----5-----6-----7 | I have never
heard of the
Volunteer
Yearbook |
| 2. | I believe the
Volunteer
Yearbook is a
Valuable UT
Tradition | 1-----2-----3-----4-----5-----6-----7 | I don't believe
the Volunteer
Yearbook is a
Valuable UT
Tradition |

Mark the response that most closely matches your opinion about the following statements and questions.

3. I am _____ the Volunteer Yearbook.
- a) extremely likely to purchase
 - b) likely to purchase
 - c) undecided about whether or not to purchase
 - d) unlikely to purchase
 - e) extremely unlikely to purchase
4. I would be willing to pay no more than _____ for a copy of the Volunteer Yearbook.
- a) \$65
 - b) \$55
 - c) \$45
 - d) \$35
 - e) \$25
 - f) \$15
 - g) I would not be willing to pay anything for the Volunteer Yearbook.
5. I would prefer the cost of the yearbook was included as a small charge in my student fees on my Vol Express statement.
- ____ Strongly Agree ____ Agree ____ Neutral ____ Disagree ____ Strongly Disagree
6. Rank the following items based on how important it is to you that they are included in the Volunteer Yearbook. (1=most important, 10=least important)
- ____ Sports
 - ____ Greek life
 - ____ Organizations
 - ____ Academic happenings
 - ____ Campus life
 - ____ A picture of me
 - ____ A picture of every student

____ My name
____ Each student's name
____ Other (please specify) _____

7. There is a good chance I will be included in the yearbook.
____ Strongly Agree ____ Agree ____ Neutral ____ Disagree ____ Strongly Disagree
8. Of my friends, ____ have purchased a copy of the Volunteer Yearbook.
a) none
a) a few
b) several
c) many
d) all
9. I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.
____ Strongly Agree ____ Agree ____ Neutral ____ Disagree ____ Strongly Disagree
10. Do you currently or have you ever participated in Student Government?
____ Yes
____ No
11. Are you part of a sorority or fraternity on campus?
____ Yes
____ No
12. Do you currently or have you ever participated in any sports on campus?
____ Yes
____ No
13. Is there anything else you would like to say about the Volunteer Yearbook?

Demographic Questions

14. My class status is _____.
a) Freshman
b) Sophomore
c) Junior
d) Senior
e) Graduate Student
15. My age is _____.
16. My gender is _____.
a) Male
b) Female
17. I am in the College of _____.

- a) Agricultural Sciences and Natural Resources
 - b) Architecture and Design
 - c) Arts and Sciences
 - d) Business Administration
 - e) Communication and Information
 - f) Education, Health and Human Sciences
 - g) Engineering
 - h) Law
 - i) Nursing
 - j) Social Work
 - k) Veterinary Medicine
18. I am a ____ student.
- a) full-time
 - b) part-time
19. My race is ____.
- a) White/Caucasian
 - b) Black/African-American
 - c) Asian
 - d) Hispanic
 - e) Mixed
 - f) Other (please specify) _____.

Appendix 3: Transcript of Focus Group

- Researcher: Welcome to the focus group. I would like to start by thanking all of you for volunteering to participate today. I'm really glad you're here. There is bottled water on the table for everyone, and please feel free to help yourselves to the cookies. Here are the ground rules. First, I am going to kind of give you a topic, but I want you to all discuss it openly. Feel free to move on to other topics related to the original topic. If you get too far off topic I will bring you back, but just discuss freely. Please be open and honest, and don't be afraid to state your opinion, even if it is different from the opinion of the rest of the group, okay? Let's get started. First, I would like for you to tell me what you know about the Volunteer Yearbook.
- Participant 1: Well, I know a little bit about it. It's just like a high school yearbook, but it's for the university.
- Participant 2: It's got a lot about sports in it. And sororities and fraternities.
- Participant 3: I think it has organizations, too.
- Participant 1: I don't think that many people buy them other than maybe the Greek people.
- Participant 4: I don't really know that much about it at all.
- Participant 3: Yeah, they should really advertise it more.
- Participant 2: Yeah.
- Participant 3: I mean, I've been here a while, and I've hardly heard of it either.
- Participant 1: Well, I've heard of it, but I've never bought it.
- Participant 2: Yeah, me neither. Does anyone buy it?
- Participant 1: Doubt it. I think it's kind of expensive anyway.
- Participant 3: How much does it cost?
- Participant 1: I don't know, like \$75 or something.
- Participant 3: Wow. That's way too much for college students. We're all broke!
- Participant 4: Yeah.
- Researcher: Now I'm going to give you all a copy of last year's Volunteer Yearbook. Take a few minutes to look through it if you would like to, and then I'd like for you to talk a little bit about the contents and appearance of the book.
- Participant 3: It's really big.
- Participant 4: Yeah, this is way nicer than my high school yearbook.
- Participant 3: Yeah, and there is a lot of articles in it. Like one on every page.
- Participant 1: Yeah. There's an article about everything. There's even one about my sorority.
- Participant 2: I think it's funny that they put stuff in here about when the football team loses.
- Participant 3: Well, I guess if they lost, they lost.
- Participant 4: Oops. I found a typo. Page 231. Ha.
- Participant 2: I really like the cover. It looks nice.
- Participant 3: Yeah. It would be cool if there were more color pages.
- Participant 2: Yeah, but it would probably make it cost even more than it already does.

Participant 1: True.

Participant 4: Found another typo.

Participant 1: Yeah, I found one, too.

Participant 4: If they're going to put all this writing in there they should really hire a good editor for it.

Participant 2: They could use a few better photographers for it too. Some of these pictures are really fuzzy.

Participant 3: Yeah, you're right.

Participant 1: I didn't realize they put all the sororities in there.

Participant 2: Do they put intramurals?

Participant 4: Yeah, page 177.

Participant 3: Hey, the list all the grads. That's kind of cool. At least your name will be in there if you graduate.

Participant 4: Yeah, but it would suck if they spelled it wrong or something.

Participant 1: Wonder why they picked purple for the cover instead of orange.

Participant 2: Probably because that maroon color looks a lot more nice on the cover than bright orange would. It makes it look expensive.

Participant 3: Yeah. I like the maroon.

Researcher: What do you think about the layouts on each page?

Participant 2: They're cool. I like them I guess.

Participant 1: Are they different in every section? I think they are.

Participant 4: Yeah, they are. Wonder why they do that.

Participant 3: Look, a different person designs each part of the book.

Participant 4: Oh. Well, they could still make them look the same.

Participant 1: Well, they're kind of the same and kind of different. Look, these both have these lines like this.

Researcher: Okay, some of you said you had never heard of the Volunteer Yearbook. How would you recommend we get the word out?

Participant 2: Advertise.

Participant 1: Yeah, like in the Beacon or something.

Participant 3: Yeah, or they're always putting up flyers. You could do that.

Participant 1: Or paint the rock.

Participant 4: I think it would be good if you just had yearbooks out where people could see them.

Researcher: We've been working on these advertisements. What do you think about them?

Participant 4: They're kind of busy.

Participant 3: Yeah, they kind of get lost in all that background stuff.

Participant 1: Yeah. I agree.

Researcher: Do you think a white background would be better?

Participant 1: Maybe not completely taking the whole background out, but at least have a solid color under the words so you can read them.

Participant 2: I like the catchy slogan, but I think the text about ordering is too much. If you can cut it down some, more people might read it. I wouldn't stop to read all of that.

Participant 4: Yeah, me neither.

Participant 3: Hey, that one has Carol White in it!

Participant 1: Yeah, I know that guy, too.

Participant 2: I think it is funny that you have people we know in them. I guess people really do buy it, huh?

Participant 3: Yeah, they are kind of funny, but in a good way. I like them. I like the idea behind them anyway.

Participant 4: I'd update that logo. It looks like something they've used since the 70's. I don't even think that orange is really UT orange. It looks faded.

Participant 1: Yeah, I don't like the logo either.

Researcher: Okay, thanks for that input. Now I'd like to talk to you about our methods for ordering the yearbook.

Participant 4: Yeah, now she's going to try to sell us!

Researcher: No, I just want to find out if the available methods meet your needs.

Participant 1: Well, what methods are available? I don't really even know.

Researcher: I guess that goes back to our advertising issue. Right now there is a website with online ordering. You can also print an order form and mail it in with a payment if you want to pay by check or something, or you can drop the order form off at the Student Publications office. If I can direct your attention to this laptop, this is the Volunteer Yearbook website.

Participant 1: Hmm. Kind of boring.

Participant 2: Yeah, you need some kind of splashy intro. And again with the old logo thing.

Participant 1: Yeah, that logo has to go.

Participant 4: Add more graphics. And it would be cool if you could see pictures from the book.

Researcher: Actually, I believe you can right here.

Participant 4: Okay, yeah, that's cool.

Researcher: Is there anything else that anyone would like to add about the website or about the yearbook as a whole?

Participant 1: I think I'd be more likely to buy one if I could look at it ahead of time, or even if I had seen an old one.

Participant 4: Yeah.

Researcher: Okay. Is there anything else?

Researcher: Okay. Thank you all so much for your time. I really appreciate your input.

Appendix 4: Satisfaction Survey

Thank you for your recent purchase of the Volunteer Yearbook. In order to better serve you in the future, as well as our other future customers, we would appreciate it if you would take a few minutes to fill out this quick survey about the book and return it in the prepaid envelop. Additionally, you can fill out the survey online at our website, web.utk.edu/~yearbook/survey by entering the following password _____. Thank you!

Are you satisfied with your purchase of the Volunteer Yearbook? Why or why not?

Do you feel that something should have been included in the book that was not, or that something that was included should not have been?

Are you satisfied with the overall quality of the book? Why or why not?

Are you satisfied with the shipping methods and/or arrival time of the book? Why or why not?

Is there anything else you would like to add about your purchase of the Volunteer Yearbook?

Thank you again for your purchase of the Volunteer Yearbook and for taking the time to answer this survey. If we can be of assistance to you in any way, please do not hesitate to ask. We can be reached by phone at (865) 974-3231 or by email at yearbook@utk.edu.

Appendix 5: Recommended Advertisements

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Appendix 5: Recommended Advertisements

**“Wow.
This
really
boosts my
spirits!”**

Jeremy Black,
Junior in Biomedical Engineering
The University of Tennessee

Katie Hill,
Junior in Journalism and
Electronic Media
The University of Tennessee



The Volunteer Yearbook is the perfect way to remember your tenure at the University of Tennessee. For only \$56 you can own a tangible record of the events, people and traditions of our university. From Greeks to sports, academics to campus life, we've got UT covered.

Visit web.utk.edu/~yearbook to order your copy today!

**THE
VOLUNTEER
YEARBOOK**

**"Thank goodness I'm
out of that boardroom."**

*Carol White,
Senior in Food Science
and Technology;
member of the UT
Board of Trustees*



The Volunteer Yearbook is the perfect way to
remember your tenure at the University of Tennessee.
For only \$56 you can own a tangible record of the events,
people and traditions of our university.
From Greeks to sports, academics to campus life,
we've got UT covered.

Visit web.utk.edu/~yearbook to order your copy today!

**THE
VOLUNTEER
YEARBOOK**

Appendix 6: Recommended Publicity Schedule

Month	Tasks
Summer	Work at Orientation for Incoming Freshmen
August	Weekly advertisements in the Daily Beacon
September	Weekly advertisements in the Daily Beacon
	Begin making exhibit for "A History of the Volunteer"
	Designate day to man tables in Humanities Plaza and the UC Plaza for viewing old yearbooks
October	Weekly advertisements in the Daily Beacon
	Continue making exhibit for "A History of the Volunteer"
	Participate in Homecoming competitions as a staff
	Work at Graduation Celebration
	Designate day to man tables in Humanities Plaza and the UC Plaza for viewing old yearbooks
November	Weekly advertisements in the Daily Beacon
	Continue making exhibit for "A History of the Volunteer"
	Create display case in University Center
	Designate day to man tables in Humanities Plaza and the UC Plaza for viewing old yearbooks
December	Weekly advertisements in the Daily Beacon
	Continue making exhibit for "A History of the Volunteer"
	Sell yearbooks at graduation ceremonies
	Designate day to man tables in Humanities Plaza and the UC Plaza for viewing old yearbooks
January	Weekly advertisements in the Daily Beacon
	Participate in All-Sing Competition as a staff
	Complete exhibit and send to printer
February	Weekly advertisements in the Daily Beacon
	Participate in Carnicus as a staff
	Designate day to man tables in Humanities Plaza and the UC Plaza for viewing old yearbooks
March	Create display case in University Center
	Weekly advertisements in the Daily Beacon
	Designate day to man tables in Humanities Plaza and the UC Plaza for viewing old yearbooks
April	Weekly advertisements in the Daily Beacon
	Designate day to man tables in Humanities Plaza and the UC Plaza for viewing old yearbooks
	Work at Graduation Celebration
	Exhibit display "A History of the Volunteer at the UC
	Designate day to man tables in Humanities Plaza and the UC Plaza for viewing old yearbooks
May	Sell yearbooks at graduation ceremonies

Appendix 7: Data Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I have/have not heard of the Volunteer Yearbook.	117	1	7	4.89	2.266
I believe/do not believe the Volunteer Yearbook is a valuable UT tradition.	117	1	7	3.79	1.553
I am _____ the Volunteer Yearbook.	67	1	4	1.97	.921
I would be willing to pay no more than _____ for a copy of the Volunteer Yearbook.	117	1	7	3.75	1.629
I would prefer the cost of the yearbook was included as a small charge in my student fees.	117	1	5	2.68	1.304
Sports	111	1	10	6.64	2.926
Greek life	106	1	10	4.25	3.064
Organizations	111	1	10	6.35	2.388
Academic Happenings	108	1	10	5.72	2.608
Campus Life	111	1	10	6.78	2.546
A picture of me	101	1	10	6.28	3.156
A picture of every student	104	1	10	6.94	2.869
My name	101	1	10	6.66	2.761
Each student's name	104	1	10	6.65	2.730
Other	4	1	5	2.25	1.893
There is a good chance I will be included in the yearbook.	117	1	5	2.76	1.096
Of my friends, _____ have purchased a copy of the Volunteer Yearbook.	117	1	4	1.33	.616
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.	117	1	5	3.29	1.175
Do you currently or have you ever participated in Student Government?	116	0	1	.10	.306
Are you part of a sorority or fraternity on campus?	117	0	1	.27	.448
Do you currently or have you ever participated in any sports on campus?	117	0	1	.26	.439
My class status is _____.	116	1	4	3.10	.936
My age is _____.	116	18	29	21.03	1.655
My gender is _____.	115	1	2	1.57	.497
I am in the College of _____.	115	3	11	4.26	1.257
I am a _____ student.	116	1	2	1.02	.131
My race is _____.	116	1	6	1.20	.701
Valid N (listwise)	3				

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
I have/have not heard of the Volunteer Yearbook. *	117	100.0%	0	.0%	117	100.0%
Are you part of a sorority or fraternity on campus?						
I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. *	117	100.0%	0	.0%	117	100.0%
Are you part of a sorority or fraternity on campus?						
I am ____ the Volunteer Yearbook. * Are you part of a sorority or fraternity on campus?	67	57.3%	50	42.7%	117	100.0%
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook. * Are you part of a sorority or fraternity on campus?	117	100.0%	0	.0%	117	100.0%
I would prefer the cost of the yearbook was included as a small charge in my student fees. * Are you part of a sorority or fraternity on campus?	117	100.0%	0	.0%	117	100.0%
Sports * Are you part of a sorority or fraternity on campus?	111	94.9%	6	5.1%	117	100.0%
Greek life * Are you part of a sorority or fraternity on campus?	106	90.6%	11	9.4%	117	100.0%
Organizations * Are you part of a sorority or fraternity on campus?	111	94.9%	6	5.1%	117	100.0%
Academic Happenings * Are you part of a sorority or fraternity on campus?	108	92.3%	9	7.7%	117	100.0%
Campus Life * Are you part of a sorority or fraternity on campus?	111	94.9%	6	5.1%	117	100.0%
A picture of me * Are you part of a sorority or fraternity on campus?	101	86.3%	16	13.7%	117	100.0%
A picture of every student * Are you part of a sorority or fraternity on campus?	104	88.9%	13	11.1%	117	100.0%
My name * Are you part of a sorority or fraternity on campus?	101	86.3%	16	13.7%	117	100.0%
Each student's name * Are you part of a sorority or fraternity on campus?	104	88.9%	13	11.1%	117	100.0%
Other * Are you part of a sorority or fraternity on campus?	3	2.6%	114	97.4%	117	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
There is a good chance I will be included in the yearbook. * Are you part of a sorority or fraternity on campus?	117	100.0%	0	.0%	117	100.0%
Of my friends, ___ have purchased a copy of the Volunteer Yearbook. * Are you part of a sorority or fraternity on campus?	117	100.0%	0	.0%	117	100.0%
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * Are you part of a sorority or fraternity on campus?	117	100.0%	0	.0%	117	100.0%

I have/have not heard of the Volunteer Yearbook. * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
I have/have not	7	11		11
heard of the	6	14	3	17
Volunteer	5	10	2	12
Yearbook.	4	4	4	8
	3	2	2	4
	2	11	5	16
	1	33	16	49
Total		85	32	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.550 ^a	6	.145
Likelihood Ratio	12.217	6	.057
Linear-by-Linear Association	4.649	1	.031
N of Valid Cases	117		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is 1.09.

I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
I believe/do	7	9	1	10
not believe	6	11	6	17
the Volunteer	5	18	4	22
Yearbook is a	4	19	6	25
valuable UT	3	20	9	29
tradition.	2	7	3	10
	1	1	3	4
Total		85	32	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.931 ^a	6	.243
Likelihood Ratio	7.659	6	.264
Linear-by-Linear Association	2.500	1	.114
N of Valid Cases	117		

a. 5 cells (35.7%) have expected count less than 5. The minimum expected count is 1.09.

I am ____ the Volunteer Yearbook. * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
I am ____ the	extremely unlikely to purchase	18	7	25
Volunteer	unlikely to purchase	13	10	23
Yearbook.	undecided about whether or not to purchase	9	6	15
	likely to purchase	1	3	4
Total		41	26	67

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.656 ^a	3	.301
Likelihood Ratio	3.666	3	.300
Linear-by-Linear Association	2.474	1	.116
N of Valid Cases	67		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.55.

I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.

*** Are you part of a sorority or fraternity on campus?**

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.	I would not be willing to pay anything for the yearbook	15		15
	\$15	13	5	18
	\$25	8	1	9
	\$35	22	8	30
	\$45	21	11	32
	\$55	5	5	10
	\$65	1	2	3
Total		85	32	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.561 ^a	6	.051
Likelihood Ratio	16.081	6	.013
Linear-by-Linear Association	9.284	1	.002
N of Valid Cases	117		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .82.

I would prefer the cost of the yearbook was included as a small charge in my student fees. * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
I would prefer the cost of the yearbook was included as a small charge in my student fees.	strongly disagree	23	6	29
	disagree	17	7	24
	neutral	27	4	31
	agree	10	11	21
	strongly agree	8	4	12
Total		85	32	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.781 ^a	4	.029
Likelihood Ratio	10.564	4	.032
Linear-by-Linear Association	2.590	1	.108
N of Valid Cases	117		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.28.

Sports * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		
		no	yes	Total
Sports	1	4		4
	2	1	5	6
	3	11	2	13
	4	8		8
	5	7	3	10
	6	7	6	13
	7	5	1	6
	8	8	2	10
	9	6	4	10
	10	23	8	31
Total		80	31	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.467 ^a	9	.030
Likelihood Ratio	20.475	9	.015
Linear-by-Linear Association	.000	1	.990
N of Valid Cases	111		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 1.12.

Greek life * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
Greek life	1	15	3	18
	2	30	1	31
	3	5	1	6
	4	7	4	11
	5	6	2	8
	6	4	2	6
	7	1	5	6
	8	1	1	2
	9	1	5	6
	10	5	7	12
Total		75	31	106

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.654 ^a	9	.000
Likelihood Ratio	36.714	9	.000
Linear-by-Linear Association	25.456	1	.000
N of Valid Cases	106		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .58.

Organizations * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
Organizations	1	1		1
	2	3		3
	3	8	1	9
	4	12	4	16
	5	6	11	17
	6	13	3	16
	7	3	2	5
	8	14	6	20
	9	8	1	9
	10	12	3	15
Total		80	31	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.114 ^a	9	.047
Likelihood Ratio	17.238	9	.045
Linear-by-Linear Association	.119	1	.730
N of Valid Cases	111		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .28.

Academic Happenings * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
Academic Happenings	1	3		3
	2	6	5	11
	3	5	4	9
	4	10	7	17
	5	12	3	15
	6	6	4	10
	7	13	2	15
	8	3	3	6
	9	9	1	10
	10	10	2	12
Total		77	31	108

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.897 ^a	9	.219
Likelihood Ratio	13.043	9	.161
Linear-by-Linear Association	3.044	1	.081
N of Valid Cases	108		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .86.

Campus Life * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
Campus	1	2	2	4
Life	2	1	2	3
	3	5	2	7
	4	3	4	7
	5	9		9
	6	19	3	22
	7	6	7	13
	8	5	6	11
	9	10	2	12
	10	20	3	23
Total		80	31	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.393 ^a	9	.005
Likelihood Ratio	24.930	9	.003
Linear-by-Linear Association	2.572	1	.109
N of Valid Cases	111		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .84.

A picture of me * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
A	1	4	2	6
picture	2	7	3	10
of me	3	10	4	14
	4	5	1	6
	5	5	2	7
	6	4	1	5
	7	5	1	6
	8	7	5	12
	9	5	6	11
	10	19	5	24
Total		71	30	101

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.231 ^a	9	.717
Likelihood Ratio	6.059	9	.734
Linear-by-Linear Association	.034	1	.853
N of Valid Cases	101		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is 1.49.

A picture of every student * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
A picture of every student	1	4	2	6
	2	1	1	2
	3	2	8	10
	4	7	2	9
	5	4		4
	6	7	2	9
	7	9	1	10
	8	8	2	10
	9	14	4	18
	10	17	9	26
Total		73	31	104

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.777 ^a	9	.038
Likelihood Ratio	18.110	9	.034
Linear-by-Linear Association	1.852	1	.174
N of Valid Cases	104		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .60.

My name * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
My name	1	3		3
	2	3	1	4
	3	8	3	11
	4	5	5	10
	5	4	4	8
	6	6	3	9
	7	7	3	10
	8	9	1	10
	9	13	2	15
	10	13	8	21
Total		71	30	101

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.442 ^a	9	.397
Likelihood Ratio	10.672	9	.299
Linear-by-Linear Association	.095	1	.758
N of Valid Cases	101		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .89.

Each student's name * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
Each student's name	1	2		2
	2	3	8	11
	3	4	3	7
	4	4	1	5
	5	3	4	7
	6	9		9
	7	13	5	18
	8	9	3	12
	9	12	2	14
	10	15	4	19
Total		74	30	104

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.475 ^a	9	.015
Likelihood Ratio	22.137	9	.008
Linear-by-Linear Association	7.104	1	.008
N of Valid Cases	104		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .58.

Other * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?	Total
		no	
Other	1	1	1
	2	1	1
	5	1	1
Total		3	3

Chi-Square Tests

	Value
Pearson Chi-Square	. ^a
N of Valid Cases	3

a. No statistics are computed because Are you part of a sorority or fraternity on campus? is a constant.

There is a good chance I will be included in the yearbook. * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
There is a good chance I will be included in the yearbook.	strongly disagree	17	2	19
	disagree	21	3	24
	neutral	33	13	46
	agree	10	12	22
	strongly agree	4	2	6
Total		85	32	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.686 ^a	4	.008
Likelihood Ratio	13.688	4	.008
Linear-by-Linear Association	9.940	1	.002
N of Valid Cases	117		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.64.

Of my friends, ___ have purchased a copy of the Volunteer Yearbook. * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
Of my friends, ___ have purchased a copy of the Volunteer Yearbook.	none	67	19	86
	a few	16	8	24
	several	2	4	6
	many		1	1
Total		85	32	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.953 ^a	3	.030
Likelihood Ratio	8.270	3	.041
Linear-by-Linear Association	7.875	1	.005
N of Valid Cases	117		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .27.

I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * Are you part of a sorority or fraternity on campus?

Crosstab

Count

		Are you part of a sorority or fraternity on campus?		Total
		no	yes	
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.	strongly disagree	9	4	13
	disagree	14	1	15
	neutral	22	6	28
	agree	33	14	47
	strongly agree	7	7	14
Total		85	32	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.555 ^a	4	.109
Likelihood Ratio	8.139	4	.087
Linear-by-Linear Association	2.933	1	.087
N of Valid Cases	117		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 3.56.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
I have/have not heard of the Volunteer Yearbook. * Do you currently or have you ever participated in any sports on campus?	117	100.0%	0	.0%	117	100.0%
I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * Do you currently or have you ever participated in any sports on campus?	117	100.0%	0	.0%	117	100.0%
I am ____ the Volunteer Yearbook. * Do you currently or have you ever participated in any sports on campus?	67	57.3%	50	42.7%	117	100.0%
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook. * Do you currently or have you ever participated in any sports on campus?	117	100.0%	0	.0%	117	100.0%
I would prefer the cost of the yearbook was included as a small charge in my student fees. * Do you currently or have you ever participated in any sports on campus?	117	100.0%	0	.0%	117	100.0%
Sports * Do you currently or have you ever participated in any sports on campus?	111	94.9%	6	5.1%	117	100.0%
Greek life * Do you currently or have you ever participated in any sports on campus?	106	90.6%	11	9.4%	117	100.0%
Organizations * Do you currently or have you ever participated in any sports on campus?	111	94.9%	6	5.1%	117	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Academic Happenings * Do you currently or have you ever participated in any sports on campus?	108	92.3%	9	7.7%	117	100.0%
Campus Life * Do you currently or have you ever participated in any sports on campus?	111	94.9%	6	5.1%	117	100.0%
A picture of me * Do you currently or have you ever participated in any sports on campus?	101	86.3%	16	13.7%	117	100.0%
A picture of every student * Do you currently or have you ever participated in any sports on campus?	104	88.9%	13	11.1%	117	100.0%
My name * Do you currently or have you ever participated in any sports on campus?	101	86.3%	16	13.7%	117	100.0%
Each student's name * Do you currently or have you ever participated in any sports on campus?	104	88.9%	13	11.1%	117	100.0%
Other * Do you currently or have you ever participated in any sports on campus?	3	2.6%	114	97.4%	117	100.0%
There is a good chance I will be included in the yearbook. * Do you currently or have you ever participated in any sports on campus?	117	100.0%	0	.0%	117	100.0%
Of my friends, ___ have purchased a copy of the Volunteer Yearbook. * Do you currently or have you ever participated in any sports on campus?	117	100.0%	0	.0%	117	100.0%
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * Do you currently or have you ever participated in any sports on campus?	117	100.0%	0	.0%	117	100.0%

I have/have not heard of the Volunteer Yearbook. * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
I have/have not heard of the Volunteer Yearbook.	7	9	2	11
	6	12	5	17
	5	10	2	12
	4	3	5	8
	3	3	1	4
	2	13	3	16
	1	37	12	49
Total		87	30	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.089 ^a	6	.313
Likelihood Ratio	6.288	6	.392
Linear-by-Linear Association	.024	1	.876
N of Valid Cases	117		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is 1.03.

I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
I believe/do not believe the Volunteer Yearbook is a valuable UT tradition.	7	9	1	10
	6	14	3	17
	5	14	8	22
	4	17	8	25
	3	19	10	29
	2	10		10
	1	4		4
Total		87	30	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.726 ^a	6	.137
Likelihood Ratio	13.316	6	.038
Linear-by-Linear Association	.006	1	.936
N of Valid Cases	117		

a. 5 cells (35.7%) have expected count less than 5. The minimum expected count is 1.03.

I am ____ the Volunteer Yearbook. * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
I am ____ the Volunteer Yearbook.	extremely unlikely to purchase	18	7	25
	unlikely to purchase	19	4	23
	undecided about whether or not to purchase	11	4	15
	likely to purchase	2	2	4
Total		50	17	67

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.159 ^a	3	.540
Likelihood Ratio	2.053	3	.561
Linear-by-Linear Association	.211	1	.646
N of Valid Cases	67		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.01.

I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook. * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
I would be willing to pay no more than _____ for a copy of the Volunteer Yearbook.	I would not be willing to pay anything for the yearbook	12	3	15
	\$15	13	5	18
	\$25	7	2	9
	\$35	21	9	30
	\$45	25	7	32
	\$55	7	3	10
	\$65	2	1	3
Total		87	30	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.078 ^a	6	.982
Likelihood Ratio	1.083	6	.982
Linear-by-Linear Association	.100	1	.752
N of Valid Cases	117		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .77.

I would prefer the cost of the yearbook was included as a small charge in my student fees. * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
I would prefer the cost of the yearbook was included as a small charge in my student fees.	strongly disagree	21	8	29
	disagree	20	4	24
	neutral	22	9	31
	agree	14	7	21
	strongly agree	10	2	12
Total		87	30	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.417 ^a	4	.660
Likelihood Ratio	2.521	4	.641
Linear-by-Linear Association	.006	1	.937
N of Valid Cases	117		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.08.

Sports * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
Sports	1	3	1	4
	2	4	2	6
	3	11	2	13
	4	7	1	8
	5	7	3	10
	6	9	4	13
	7	6		6
	8	8	2	10
	9	7	3	10
	10	20	11	31
Total		82	29	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.734 ^a	9	.766
Likelihood Ratio	7.368	9	.599
Linear-by-Linear Association	1.139	1	.286
N of Valid Cases	111		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 1.05.

Greek life * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
Greek life	1	11	7	18
	2	23	8	31
	3	3	3	6
	4	8	3	11
	5	6	2	8
	6	6		6
	7	4	2	6
	8	2		2
	9	6		6
	10	10	2	12
Total		79	27	106

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.100 ^a	9	.428
Likelihood Ratio	12.183	9	.203
Linear-by-Linear Association	3.752	1	.053
N of Valid Cases	106		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .51.

Organizations * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
Organizations	1	1		1
	2	1	2	3
	3	6	3	9
	4	14	2	16
	5	11	6	17
	6	11	5	16
	7	3	2	5
	8	17	3	20
	9	7	2	9
	10	11	4	15
Total		82	29	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.503 ^a	9	.585
Likelihood Ratio	7.658	9	.569
Linear-by-Linear Association	.423	1	.515
N of Valid Cases	111		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .26.

Academic Happenings * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
Academic Happenings	1	3		3
	2	9	2	11
	3	6	3	9
	4	9	8	17
	5	15		15
	6	7	3	10
	7	11	4	15
	8	5	1	6
	9	6	4	10
	10	9	3	12
Total		80	28	108

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.249 ^a	9	.200
Likelihood Ratio	16.238	9	.062
Linear-by-Linear Association	.162	1	.687
N of Valid Cases	108		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .78.

Campus Life * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
Campus Life	1	1	3	4
	2	2	1	3
	3	4	3	7
	4	4	3	7
	5	7	2	9
	6	19	3	22
	7	10	3	13
	8	8	3	11
	9	9	3	12
	10	18	5	23
Total		82	29	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.218 ^a	9	.417
Likelihood Ratio	8.494	9	.485
Linear-by-Linear Association	3.095	1	.079
N of Valid Cases	111		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .78.

A picture of me * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
A picture of me	1	3	3	6
	2	9	1	10
	3	11	3	14
	4	4	2	6
	5	6	1	7
	6	4	1	5
	7	5	1	6
	8	8	4	12
	9	7	4	11
	10	16	8	24
Total		73	28	101

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.546 ^a	9	.784
Likelihood Ratio	5.836	9	.756
Linear-by-Linear Association	.743	1	.389
N of Valid Cases	101		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is 1.39.

A picture of every student * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
A picture of every student	1	4	2	6
	2	2		2
	3	7	3	10
	4	7	2	9
	5	4		4
	6	8	1	9
	7	8	2	10
	8	8	2	10
	9	13	5	18
	10	15	11	26
Total		76	28	104

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.250 ^a	9	.611
Likelihood Ratio	8.777	9	.458
Linear-by-Linear Association	1.448	1	.229
N of Valid Cases	104		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .54.

My name * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
My name	1	1	2	3
	2	3	1	4
	3	10	1	11
	4	9	1	10
	5	7	1	8
	6	6	3	9
	7	8	2	10
	8	7	3	10
	9	12	3	15
	10	11	10	21
Total		74	27	101

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.964 ^a	9	.215
Likelihood Ratio	11.969	9	.215
Linear-by-Linear Association	2.416	1	.120
N of Valid Cases	101		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .80.

Each student's name * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
Each student's name	1	1	1	2
	2	10	1	11
	3	7		7
	4	4	1	5
	5	5	2	7
	6	6	3	9
	7	13	5	18
	8	8	4	12
	9	10	4	14
	10	13	6	19
Total		77	27	104

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.788 ^a	9	.761
Likelihood Ratio	7.803	9	.554
Linear-by-Linear Association	2.259	1	.133
N of Valid Cases	104		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .52.

Other * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

	Do you currently or have you ever participated in any sports on campus?		Total
	no	yes	
Other 1	1		1
2		1	1
5	1		1
Total	2	1	3

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.000 ^a	2	.223
Likelihood Ratio	3.819	2	.148
Linear-by-Linear Association	.154	1	.695
N of Valid Cases	3		

a. 6 cells (100.0%) have expected count less than 5. The minimum expected count is .33.

There is a good chance I will be included in the yearbook. * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
There is a good chance I will be included in the yearbook.	strongly disagree	15	4	19
	disagree	21	3	24
	neutral	31	15	46
	agree	16	6	22
	strongly agree	4	2	6
Total		87	30	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.772 ^a	4	.438
Likelihood Ratio	4.061	4	.398
Linear-by-Linear Association	1.425	1	.233
N of Valid Cases	117		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.54.

Of my friends, ___ have purchased a copy of the Volunteer Yearbook. * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
Of my friends, ___ have purchased a copy of the Volunteer Yearbook.	none	62	24	86
	a few	20	4	24
	several	5	1	6
	many		1	1
Total		87	30	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.399 ^a	3	.221
Likelihood Ratio	4.339	3	.227
Linear-by-Linear Association	.118	1	.731
N of Valid Cases	117		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .26.

I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * Do you currently or have you ever participated in any sports on campus?

Crosstab

Count

		Do you currently or have you ever participated in any sports on campus?		Total
		no	yes	
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.	strongly disagree	8	5	13
	disagree	10	5	15
	neutral	19	9	28
	agree	38	9	47
	strongly agree	12	2	14
Total		87	30	117

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.193 ^a	4	.381
Likelihood Ratio	4.235	4	.375
Linear-by-Linear Association	3.731	1	.053
N of Valid Cases	117		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 3.33.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
I have/have not heard of the Volunteer Yearbook. * My class status is ____.	116	99.1%	1	.9%	117	100.0%
I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * My class status is ____.	116	99.1%	1	.9%	117	100.0%
I am ____ the Volunteer Yearbook. * My class status is ____.	66	56.4%	51	43.6%	117	100.0%
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook. * My class status is ____.	116	99.1%	1	.9%	117	100.0%
I would prefer the cost of the yearbook was included as a small charge in my student fees. * My class status is ____.	116	99.1%	1	.9%	117	100.0%
Sports * My class status is ____.	110	94.0%	7	6.0%	117	100.0%
Greek life * My class status is ____.	105	89.7%	12	10.3%	117	100.0%
Organizations * My class status is ____.	110	94.0%	7	6.0%	117	100.0%
Academic Happenings * My class status is ____.	107	91.5%	10	8.5%	117	100.0%
Campus Life * My class status is ____.	110	94.0%	7	6.0%	117	100.0%
A picture of me * My class status is ____.	100	85.5%	17	14.5%	117	100.0%
A picture of every student * My class status is ____.	103	88.0%	14	12.0%	117	100.0%
My name * My class status is ____.	100	85.5%	17	14.5%	117	100.0%
Each student's name * My class status is ____.	103	88.0%	14	12.0%	117	100.0%
Other * My class status is ____.	3	2.6%	114	97.4%	117	100.0%
There is a good chance I will be included in the yearbook. * My class status is ____.	116	99.1%	1	.9%	117	100.0%
Of my friends, ____ have purchased a copy of the Volunteer Yearbook. * My class status is ____.	116	99.1%	1	.9%	117	100.0%
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * My class status is ____.	116	99.1%	1	.9%	117	100.0%

I have/have not heard of the Volunteer Yearbook. * My class status is ____.

Crosstab

Count

		My class status is				Total
		freshman	sophomore	junior	senior	
I have/have not	7	2		6	3	11
heard of the	6	1	3	6	7	17
Volunteer	5	1	2	4	5	12
Yearbook.	4	1		2	5	8
	3			2	2	4
	2	2	1	6	7	16
	1	4	6	21	17	48
Total		11	12	47	46	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.416 ^a	18	.949
Likelihood Ratio	11.730	18	.861
Linear-by-Linear Association	.013	1	.911
N of Valid Cases	116		

a. 22 cells (78.6%) have expected count less than 5. The minimum expected count is .38.

I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * My class status is ____.

Crosstab

Count

		My class status is				Total
		freshman	sophomore	junior	senior	
I believe/do	7	1		4	4	9
not believe	6		2	5	10	17
the Volunteer	5	3	2	5	12	22
Yearbook is a	4	3	4	14	4	25
valuable UT	3	3	3	15	8	29
tradition.	2	1	1	4	4	10
	1				4	4
Total		11	12	47	46	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.188 ^a	18	.224
Likelihood Ratio	26.847	18	.082
Linear-by-Linear Association	.483	1	.487
N of Valid Cases	116		

a. 20 cells (71.4%) have expected count less than 5. The minimum expected count is .38.

I am ____ the Volunteer Yearbook. * My class status is ____.

Crosstab

Count

		My class status is ____.		Total
		junior	senior	
I am ____ the Volunteer Yearbook.	extremely unlikely to purchase	9	15	24
	unlikely to purchase	15	8	23
	undecided about whether or not to purchase	10	5	15
	likely to purchase	2	2	4
Total		36	30	66

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.791 ^a	3	.188
Likelihood Ratio	4.833	3	.184
Linear-by-Linear Association	2.222	1	.136
N of Valid Cases	66		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.82.

I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.
My class status is ____.

Crosstab

Count

		My class status is ____.				Total
		freshman	sophomore	junior	senior	
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.	I would not be willing to pay anything for the yearbook		2	3	10	15
	\$15	2	1	8	7	18
	\$25	2	2	3	2	9
	\$35	1	4	13	12	30
	\$45	4	2	15	11	32
	\$55	2		4	3	9
	\$65		1	1	1	3
Total		11	12	47	46	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.330 ^a	18	.501
Likelihood Ratio	18.768	18	.406
Linear-by-Linear Association	1.791	1	.181
N of Valid Cases	116		

a. 20 cells (71.4%) have expected count less than 5. The minimum expected count is .28.

I would prefer the cost of the yerabook was included as a small charge in my student fees. * My class status is ____.

Crosstab

Count

		My class status is .				Total
		freshman	sophomore	junior	senior	
I would prefer the cost of the yerabook was included as a small charge in my student fees.	strongly disagree	2	2	11	13	28
	disagree	1	3	11	9	24
	neutral	7	3	10	11	31
	agree	1	3	11	6	21
	strongly agree		1	4	7	12
Total		11	12	47	46	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.654 ^a	12	.395
Likelihood Ratio	12.430	12	.412
Linear-by-Linear Association	.011	1	.916
N of Valid Cases	116		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 1.14.

Sports * My class status is ____.

Crosstab

Count

		My class status is ____.				Total
		freshman	sophomore	junior	senior	
Sports	1		1	1	2	4
	2			2	3	5
	3	2	1	5	5	13
	4	1	4		3	8
	5	1	1	7	1	10
	6		2	5	6	13
	7			4	2	6
	8	1	2	2	5	10
	9			5	5	10
	10	6	1	13	11	31
Total		11	12	44	43	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.787 ^a	27	.120
Likelihood Ratio	39.872	27	.053
Linear-by-Linear Association	.021	1	.886
N of Valid Cases	110		

a. 34 cells (85.0%) have expected count less than 5. The minimum expected count is .40.

Greek life * My class status is ____.

Crosstab

Count

		My class status is ____.				Total
		freshman	sophomore	junior	senior	
Greek life	1			5	12	17
	2	8	7	9	7	31
	3	1	2	2	1	6
	4		2	8	1	11
	5		1	3	4	8
	6			3	3	6
	7			2	4	6
	8			1	1	2
	9			3	3	6
	10	1		7	4	12
Total		10	12	43	40	105

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.939 ^a	27	.021
Likelihood Ratio	50.265	27	.004
Linear-by-Linear Association	2.778	1	.096
N of Valid Cases	105		

a. 36 cells (90.0%) have expected count less than 5. The minimum expected count is .19.

Organizations * My class status is ____.

Crosstab

Count

	My class status is ____.				Total
	freshman	sophomore	junior	senior	
Organizations 1			1		1
2	1		2		3
3	2	2	2	3	9
4	3	1	6	6	16
5		3	3	11	17
6	1	2	7	5	15
7	1		3	1	5
8	1	3	8	8	20
9		1	5	3	9
10	2		7	6	15
Total	11	12	44	43	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.176 ^a	27	.621
Likelihood Ratio	29.342	27	.344
Linear-by-Linear Association	1.271	1	.260
N of Valid Cases	110		

a. 30 cells (75.0%) have expected count less than 5. The minimum expected count is .10.

Academic Happenings * My class status is ____.

Crosstab

Count

		My class status is ____.				Total
		freshman	sophomore	junior	senior	
Academic	1	1		1	1	3
Happenings	2		3	3	5	11
	3	1	2	2	4	9
	4	2	1	8	6	17
	5	3	2	8	2	15
	6			5	5	10
	7	1	2	3	9	15
	8	1	1	3	1	6
	9			5	4	9
	10	2	1	5	4	12
Total		11	12	43	41	107

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.062 ^a	27	.627
Likelihood Ratio	28.872	27	.367
Linear-by-Linear Association	.226	1	.634
N of Valid Cases	107		

a. 34 cells (85.0%) have expected count less than 5. The minimum expected count is .31.

Campus Life * My class status is ____.

Crosstab

Count

		My class status is ____.				Total
		freshman	sophomore	junior	senior	
Campus	1			2	2	4
Life	2			2	1	3
	3	1		1	4	6
	4		2	3	2	7
	5	1	3	1	4	9
	6	4	4	8	6	22
	7	1	1	8	3	13
	8			6	5	11
	9	2	1	5	4	12
	10	1	1	8	13	23
Total		10	12	44	44	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.734 ^a	27	.425
Likelihood Ratio	30.659	27	.285
Linear-by-Linear Association	.545	1	.460
N of Valid Cases	110		

a. 34 cells (85.0%) have expected count less than 5. The minimum expected count is .27.

A picture of me * My class status is ____.

Crosstab

Count

		My class status is ____.				Total
		freshman	sophomore	junior	senior	
A	1			2	4	6
picture	2			7	3	10
of me	3	1	1	8	4	14
	4	1		3	2	6
	5	2	2	2	1	7
	6			1	4	5
	7	1	1	3	1	6
	8	1	1	5	4	11
	9	1	1	4	5	11
	10	2	4	6	12	24
Total		9	10	41	40	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.506 ^a	27	.602
Likelihood Ratio	26.763	27	.477
Linear-by-Linear Association	.146	1	.703
N of Valid Cases	100		

a. 36 cells (90.0%) have expected count less than 5. The minimum expected count is .45.

A picture of every student * My class status is ____.

Crosstab

Count

		My class status is ____.				Total
		freshman	sophomore	junior	senior	
A picture of every student	1			3	3	6
	2			1	1	2
	3			4	6	10
	4	1	1	4	2	8
	5				4	4
	6	2	1	4	2	9
	7	2	4	3	1	10
	8	2	1	3	4	10
	9	1	2	8	7	18
	10	1	3	11	11	26
Total		9	12	41	41	103

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.216 ^a	27	.400
Likelihood Ratio	30.384	27	.297
Linear-by-Linear Association	.913	1	.339
N of Valid Cases	103		

a. 36 cells (90.0%) have expected count less than 5. The minimum expected count is .17.

My name * My class status is ____.

Crosstab

Count

		My class status is ____.				Total
		freshman	sophomore	junior	senior	
My name	1				3	3
	2			4		4
	3		1	6	4	11
	4	1	1	3	5	10
	5	1		5	2	8
	6		1	5	3	9
	7	2		4	3	9
	8	1	3	2	4	10
	9	3	3	3	6	15
	10	2	1	8	10	21
Total		10	10	40	40	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.389 ^a	27	.342
Likelihood Ratio	33.481	27	.182
Linear-by-Linear Association	1.032	1	.310
N of Valid Cases	100		

a. 36 cells (90.0%) have expected count less than 5. The minimum expected count is .30.

Each student's name * My class status is ____.

Crosstab

Count

		My class status is ____.				Total
		freshman	sophomore	junior	senior	
Each student's name	1				2	2
	2			5	6	11
	3	1	1	4	1	7
	4			2	3	5
	5	1		3	2	6
	6	2	1	3	3	9
	7	1	4	5	8	18
	8	1	1	8	2	12
	9	2	4	4	4	14
	10	2	1	6	10	19
Total		10	12	40	41	103

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.638 ^a	27	.539
Likelihood Ratio	29.065	27	.358
Linear-by-Linear Association	1.484	1	.223
N of Valid Cases	103		

a. 34 cells (85.0%) have expected count less than 5. The minimum expected count is .19.

Other * My class status is ____.

Crosstab

Count

		My class status is ____.			Total
		sophomore	junior	senior	
Other	1		1		1
	2			1	1
	5	1			1
Total		1	1	1	3

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.000 ^a	4	.199
Likelihood Ratio	6.592	4	.159
Linear-by-Linear Association	1.038	1	.308
N of Valid Cases	3		

a. 9 cells (100.0%) have expected count less than 5. The minimum expected count is .33.

There is a good chance I will be included in the yearbook. * My class status is ____.

Crosstab

Count

		My class status is .				Total
		freshman	sophomore	junior	senior	
There is a good chance I will be included in the yearbook.	strongly disagree			4	14	18
	disagree	5	6	9	4	24
	neutral	5	3	18	20	46
	agree	1	2	12	7	22
	strongly agree		1	4	1	6
Total		11	12	47	46	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.704 ^a	12	.004
Likelihood Ratio	30.483	12	.002
Linear-by-Linear Association	.891	1	.345
N of Valid Cases	116		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .57.

Of my friends, ____ have purchased a copy of the Volunteer Yearbook. * My class status is ____.

Crosstab

Count

		My class status is .				Total
		freshman	sophomore	junior	senior	
Of my friends, ____ have purchased a copy of the Volunteer Yearbook.	none	10	9	32	34	85
	a few	1	3	13	7	24
	several			2	4	6
	many				1	1
Total		11	12	47	46	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.131 ^a	9	.623
Likelihood Ratio	8.582	9	.477
Linear-by-Linear Association	2.090	1	.148
N of Valid Cases	116		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .09.

I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * My class status is ____.

Crosstab

Count

		My class status is .				Total
		freshman	sophomore	junior	senior	
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.	strongly disagree			4	9	13
	disagree	1	1	5	8	15
	neutral	1	5	8	13	27
	agree	8	6	24	9	47
	strongly agree	1		6	7	14
Total		11	12	47	46	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.229 ^a	12	.035
Likelihood Ratio	26.252	12	.010
Linear-by-Linear Association	6.214	1	.013
N of Valid Cases	116		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is 1.23.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
I have/have not heard of the Volunteer Yearbook. * My age is ____.	116	99.1%	1	.9%	117	100.0%
I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * My age is ____.	116	99.1%	1	.9%	117	100.0%
I am ____ the Volunteer Yearbook. * My age is ____.	66	56.4%	51	43.6%	117	100.0%
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook. * My age is ____.	116	99.1%	1	.9%	117	100.0%
I would prefer the cost of the yearbook was included as a small charge in my student fees. * My age is ____.	116	99.1%	1	.9%	117	100.0%
Sports * My age is ____.	110	94.0%	7	6.0%	117	100.0%
Greek life * My age is ____.	105	89.7%	12	10.3%	117	100.0%
Organizations * My age is ____.	110	94.0%	7	6.0%	117	100.0%
Academic Happenings * My age is ____.	107	91.5%	10	8.5%	117	100.0%
Campus Life * My age is ____.	110	94.0%	7	6.0%	117	100.0%
A picture of me * My age is ____.	100	85.5%	17	14.5%	117	100.0%
A picture of every student * My age is ____.	103	88.0%	14	12.0%	117	100.0%
My name * My age is ____.	100	85.5%	17	14.5%	117	100.0%
Each student's name * My age is ____.	103	88.0%	14	12.0%	117	100.0%
Other * My age is ____.	3	2.6%	114	97.4%	117	100.0%
There is a good chance I will be included in the yearbook. * My age is ____.	116	99.1%	1	.9%	117	100.0%
Of my friends, ____ have purchased a copy of the Volunteer Yearbook. * My age is ____.	116	99.1%	1	.9%	117	100.0%
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * My age is ____.	116	99.1%	1	.9%	117	100.0%

I have/have not heard of the Volunteer Yearbook. * My age is ____.

Crosstab

Count

		My age is ____.					
		18	19	20	21	22	23
I have/have not	7	1	1	1	4	3	1
heard of the	6	1	1	5	5	3	
Volunteer	5		2	3	2	3	
Yearbook.	4	1		2	1	3	1
	3			2		1	
	2	1	2	1	8	1	2
	1	3	4	10	15	13	1
Total		7	10	24	35	27	5

Crosstab

Count

		My age is ____.			Total
		24	25	29	
I have/have not	7				11
heard of the	6	1	1		17
Volunteer	5	1	1		12
Yearbook.	4				8
	3	1			4
	2	1			16
	1	1		1	48
Total		5	2	1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.166 ^a	48	.871
Likelihood Ratio	39.549	48	.802
Linear-by-Linear Association	.008	1	.928
N of Valid Cases	116		

a. 59 cells (93.7%) have expected count less than 5. The minimum expected count is .03.

I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * My age is ____.

Crosstab

Count

		My age is .						
		18	19	20	21	22	23	24
I believe/do	7		1		3	3	1	1
not believe	6		1	5	3	5	1	
the Volunteer	5	3	1	2	7	6	1	2
Yearbook is a	4	3	1	7	10	2	2	
valuable UT	3		6	7	9	5		1
tradition.	2	1		3	2	3		1
	1				1	3		
Total		7	10	24	35	27	5	5

Crosstab

Count

		My age is .		Total
		25	29	
I believe/do	7			9
not believe	6	2		17
the Volunteer	5			22
Yearbook is a	4			25
valuable UT	3		1	29
tradition.	2			10
	1			4
Total		2	1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	54.702 ^a	48	.235
Likelihood Ratio	57.891	48	.155
Linear-by-Linear Association	1.086	1	.297
N of Valid Cases	116		

a. 54 cells (85.7%) have expected count less than 5. The minimum expected count is .03.

I am ____ the Volunteer Yearbook. * My age is ____.

Crosstab

Count

		My age is .				
		20	21	22	23	24
I am ____ the	extremely unlikely to purchase	2	8	7	2	2
Volunteer	unlikely to purchase	7	12	3	1	
Yearbook.	undecided about whether or not to purchase	3	3	7	1	1
	likely to purchase	1	1	1		1
Total		13	24	18	4	4

Crosstab

Count

		My age is		Total
		25	29	
I am ____ the Volunteer Yearbook.	extremely unlikely to purchase	2	1	24
	unlikely to purchase			23
	undecided about whether or not to purchase			15
	likely to purchase			4
Total		2	1	66

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.474 ^a	18	.363
Likelihood Ratio	21.184	18	.270
Linear-by-Linear Association	1.821	1	.177
N of Valid Cases	66		

a. 23 cells (82.1%) have expected count less than 5. The minimum expected count is .06.

I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.

*** My age is ____.**

Crosstab

Count

		My age is				
		18	19	20	21	22
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.	I would not be willing to pay anything for the yearbook		2	1	2	5
	\$15	1	1	1	9	5
	\$25	2		4	2	1
	\$35	1	3	9	5	7
	\$45	2	3	6	13	6
	\$55	1	1	2	4	1
	\$65			1		2
Total		7	10	24	35	27

Crosstab

Count

		My age is .				Total
		23	24	25	29	
I would be willing to pay no more than _____ for a copy of the Volunteer Yearbook.	I would not be willing to pay anything for the yearbook	1	1	2	1	15
	\$15		1			18
	\$25					9
	\$35	3	2			30
	\$45	1	1			32
	\$55					9
	\$65					3
Total		5	5	2	1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	54.126 ^a	48	.252
Likelihood Ratio	49.541	48	.412
Linear-by-Linear Association	6.463	1	.011
N of Valid Cases	116		

a. 56 cells (88.9%) have expected count less than 5. The minimum expected count is .03.

I would prefer the cost of the yearbook was included as a small charge in my student fees. * My age is ____.

Crosstab

Count

		My age is .				
		18	19	20	21	22
I would prefer the cost of the yearbook was included as a small charge in my student fees.	strongly disagree	1	3	3	10	6
	disagree	1	2	5	10	4
	neutral	4	3	7	7	7
	agree	1	2	7	5	4
	strongly agree			2	3	6
Total		7	10	24	35	27

Crosstab

Count

		My age is				Total
		23	24	25	29	
I would prefer the cost of the yerabook was included as a small charge in my student fees.	strongly disagree	2	3			28
	disagree	1		1		24
	neutral	2	1			31
	agree		1		1	21
	strongly agree			1		12
Total		5	5	2	1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.997 ^a	32	.517
Likelihood Ratio	31.974	32	.468
Linear-by-Linear Association	.065	1	.798
N of Valid Cases	116		

a. 36 cells (80.0%) have expected count less than 5. The minimum expected count is .10.

Sports * My age is ____.

Crosstab

Count

		My age is						
		18	19	20	21	22	23	24
Sports	1		1		1	1		1
	2				2	3		
	3	2	1		7	1	2	
	4		2	3		1		2
	5		1	3	3	2	1	
	6		1	4	5	3		
	7			1	3	2		
	8	1	1	2	1	4		
	9			2	5	1	1	1
	10	4	3	7	8	6	1	1
Total		7	10	22	35	24	5	5

Crosstab

Count

		My age is .		Total
		25	29	
Sports	1			4
	2			5
	3			13
	4			8
	5			10
	6			13
	7			6
	8	1		10
	9			10
	10		1	31
Total		1	1	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	69.596 ^a	72	.558
Likelihood Ratio	70.612	72	.524
Linear-by-Linear Association	.155	1	.693
N of Valid Cases	110		

a. 87 cells (96.7%) have expected count less than 5. The minimum expected count is .04.

➤ Greek life * My age is ____.

Crosstab

Count

		My age is .						
		18	19	20	21	22	23	24
Greek life	1			3	1	7	4	2
	2	6	6	5	10	4		
	3		2	1	2	1		
	4		1	4	4	2		
	5			2	4	2		
	6			2	3	1		
	7			1	1	4		
	8				2			
	9			1	3	1		
	10		1	2	5	2		1
Total	6	10	21	35	24	4	3	

Crosstab

Count

		My age is .		Total
		25	29	
Greek	1			17
life	2			31
	3			6
	4			11
	5			8
	6			6
	7			6
	8			2
	9	1		6
	10		1	12
Total		1	1	105

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	100.332 ^a	72	.015
Likelihood Ratio	81.658	72	.204
Linear-by-Linear Association	3.653	1	.056
N of Valid Cases	105		

a. 86 cells (95.6%) have expected count less than 5. The minimum expected count is .02.

Organizations * My age is ____.

Crosstab

Count

		My age is .						
		18	19	20	21	22	23	24
Organizations	1				1			
	2		1	1	1			
	3	1	2	2	1	2		1
	4	3		3	7	2	1	
	5		1	2	5	9		
	6	1	2	2	3	2	2	2
	7	1		2	1			1
	8		2	5	8	5		
	9		1	2	4	2		
	10	1	1	3	4	2	2	1
Total		7	10	22	35	24	5	5

Crosstab

Count

		My age is .		Total
		25	29	
Organizations	1			1
	2			3
	3			9
	4			16
	5			17
	6	1		15
	7			5
	8			20
	9			9
	10		1	15
Total		1	1	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.281 ^a	72	.730
Likelihood Ratio	63.301	72	.758
Linear-by-Linear Association	1.835	1	.176
N of Valid Cases	110		

a. 87 cells (96.7%) have expected count less than 5. The minimum expected count is .01.

Academic Happenings * My age is ____.

Crosstab

Count

		My age is .						
		18	19	20	21	22	23	24
Academic Happenings	1		1		1			1
	2		2	1	5	2		1
	3	1	1	2	2	3		
	4	1	2	3	6	5		
	5	3		6	5		1	
	6			1	4	3	1	
	7		2	1	7	2	2	1
	8	1	1	2	1	1		
	9			3		5		1
	10	1	1	3	3	2		1
Total		7	10	22	34	23	4	5

Crosstab

Count

		My age is .		Total
		25	29	
Academic	1			3
Happenings	2			11
	3			9
	4			17
	5			15
	6	1		10
	7			15
	8			6
	9			9
	10		1	12
Total		1	1	107

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	74.145 ^a	72	.408
Likelihood Ratio	74.607	72	.394
Linear-by-Linear Association	1.575	1	.209
N of Valid Cases	107		

a. 89 cells (98.9%) have expected count less than 5. The minimum expected count is .03.

Campus Life * My age is ____.

Crosstab

Count

		My age is .						
		18	19	20	21	22	23	24
Campus Life	1				2	2		
	2				2	1		
	3	1			3	1		1
	4		2		3	2		
	5	1	2	1	1	2	1	1
	6	2	3	6	6	4		1
	7	1		5	5	1	1	
	8			5	3	2	1	
	9	1	1	3	3	2	1	
	10		2	2	7	8	1	2
Total		6	10	22	35	25	5	5

Crosstab

Count

		My age is .		Total
		25	29	
Campus	1			4
Life	2			3
	3			6
	4			7
	5			9
	6			22
	7			13
	8			11
	9	1		12
	10		1	23
Total		1	1	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57.184 ^a	72	.899
Likelihood Ratio	61.729	72	.801
Linear-by-Linear Association	1.440	1	.230
N of Valid Cases	110		

a. 86 cells (95.6%) have expected count less than 5. The minimum expected count is .03.

picture of me * My age is ____.

Crosstab

Count

		My age is .					
		18	19	20	21	22	24
A	1				3	1	1
picture	2			4	5	1	
of me	3		1	4	5	4	
	4	1		3	1		1
	5	1	3		2	1	
	6				2	3	
	7	1	1		3	1	
	8		2	2	4	2	1
	9	1	1	1	3	3	1
	10	2	1	4	6	7	1
Total		6	9	18	34	23	3

Crosstab

Count

		My age is .		Total
		25	29	
A picture of me	1		1	6
	2			10
	3			14
	4			6
	5			7
	6			5
	7			6
	8			11
	9	1		11
	10			24
Total		1	1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	79.222 ^a	72	.262
Likelihood Ratio	69.132	72	.574
Linear-by-Linear Association	.019	1	.891
N of Valid Cases	100		

a. 88 cells (97.8%) have expected count less than 5. The minimum expected count is .05.

picture of every student * My age is ____.

Crosstab

Count

		My age is .					
		18	19	20	21	22	24
A picture of every student	1			1	3	1	
	2				1	1	
	3			3	2	5	
	4	1	1	1	4		1
	5				2	2	
	6	1	2	2	2	1	1
	7	1	3	3	2		1
	8	2		2	3	2	1
	9	1	1	3	7	4	1
	10		2	5	8	8	1
Total		6	9	20	34	24	3

Crosstab

Count

		My age is		Total
		25	29	
A picture of every student	1		1	6
	2			2
	3			10
	4			8
	5			4
	6			9
	7			10
	8			10
	9	1		18
	10			26
Total		1	1	103

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	65.003 ^a	72	.708
Likelihood Ratio	60.009	72	.842
Linear-by-Linear Association	.508	1	.476
N of Valid Cases	103		

a. 86 cells (95.6%) have expected count less than 5. The minimum expected count is .02.

My name * My age is ____.

Crosstab

Count

		My age is						
		18	19	20	21	22	23	24
My name	1					1		1
	2			2	1	1		
	3		1	2	7	1		
	4		1	2	4	3		
	5	1		2	4		1	
	6		1	2	3	3		
	7	1	1	2	2	3		
	8	1	2	1	3	3		
	9	3	1	2	4	2	1	1
	10	1	2	3	5	6	3	1
Total		7	9	18	33	23	5	3

Crosstab

Count

		My age is .		Total
		25	29	
My name	1		1	3
	2			4
	3			11
	4			10
	5			8
	6			9
	7			9
	8			10
	9	1		15
	10			21
Total		1	1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	82.378 ^a	72	.189
Likelihood Ratio	56.411	72	.912
Linear-by-Linear Association	.779	1	.377
N of Valid Cases	100		

a. 89 cells (98.9%) have expected count less than 5. The minimum expected count is .03.

Each student's name * My age is ____.

Crosstab

Count

		My age is .					
		18	19	20	21	22	24
Each student's name	1					1	
	2			3	3	5	
	3	1	1	1	3	1	
	4				2	1	1
	5		1	1	3	1	
	6	2		3	3	1	
	7	1	2	4	6	4	1
	8	1		3	5	2	1
	9		4	4	2	3	
	10	2	1	1	6	4	2
Total		7	9	20	33	23	4

Crosstab

Count

		My age is ____		Total
		25	29	
Each student's name	1		1	2
	2			11
	3			7
	4			5
	5			6
	6			9
	7			18
	8			12
	9	1		14
	10			19
Total		1	1	103

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	106.296 ^a	72	.005
Likelihood Ratio	65.933	72	.679
Linear-by-Linear Association	.833	1	.361
N of Valid Cases	103		

a. 88 cells (97.8%) have expected count less than 5. The minimum expected count is .02.

Other * My age is ____.

Crosstab

Count

		My age is ____			Total
		19	21	22	
Other	1		1		1
	2			1	1
	5	1			1
Total		1	1	1	3

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.000 ^a	4	.199
Likelihood Ratio	6.592	4	.159
Linear-by-Linear Association	1.407	1	.236
N of Valid Cases	3		

a. 9 cells (100.0%) have expected count less than 5. The minimum expected count is .33.

There is a good chance I will be included in the yearbook. * My age is ____.

Crosstab

Count

		My age is .					
		18	19	20	21	22	23
There is a good chance I will be included in the yearbook.	strongly disagree			2	5	5	2
	disagree	4	6	5	5	4	
	neutral	2	3	11	12	11	3
	agree	1	1	5	10	5	
	strongly agree			1	3	2	
Total		7	10	24	35	27	5

Crosstab

Count

		My age is .			Total
		24	25	29	
There is a good chance I will be included in the yearbook.	strongly disagree	2	1	1	18
	disagree				24
	neutral	3	1		46
	agree				22
	strongly agree				6
Total		5	2	1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.222 ^a	32	.178
Likelihood Ratio	40.514	32	.144
Linear-by-Linear Association	2.003	1	.157
N of Valid Cases	116		

a. 37 cells (82.2%) have expected count less than 5. The minimum expected count is .05.

Of my friends, ____ have purchased a copy of the Volunteer Yearbook. * My age is ____.

Crosstab

Count

		My age is .					
		18	19	20	21	22	23
Of my friends, ____ have purchased a copy of the Volunteer Yearbook.	none	7	7	18	25	19	4
	a few		3	5	9	4	1
	several			1	1	3	
	many					1	
Total		7	10	24	35	27	5

Crosstab

Count

		My age is			Total
		24	25	29	
Of my friends, ___ have purchased a copy of the Volunteer Yearbook.	none	3	1	1	85
	a few	1	1		24
	several	1			6
	many				1
Total		5	2	1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.900 ^a	24	.949
Likelihood Ratio	14.854	24	.925
Linear-by-Linear Association	1.629	1	.202
N of Valid Cases	116		

a. 29 cells (80.6%) have expected count less than 5. The minimum expected count is .01.

I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * My age is ___.

Crosstab

Count

		My age is				
		18	19	20	21	22
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.	strongly disagree			1	3	5
	disagree	1		4	3	3
	neutral		5	2	9	8
	agree	6	4	15	15	6
	strongly agree		1	2	5	5
Total		7	10	24	35	27

Crosstab

Count

		My age is				Total
		23	24	25	29	
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.	strongly disagree	2	1	1		13
	disagree	1	1	1	1	15
	neutral	2	1			27
	agree		1			47
	strongly agree		1			14
Total		5	5	2	1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.601 ^a	32	.046
Likelihood Ratio	49.198	32	.027
Linear-by-Linear Association	10.514	1	.001
N of Valid Cases	116		

a. 39 cells (86.7%) have expected count less than 5. The minimum expected count is .11.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
I have/have not heard of the Volunteer Yearbook. * My gender is ____.	115	98.3%	2	1.7%	117	100.0%
I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * My gender is ____.	115	98.3%	2	1.7%	117	100.0%
I am ____ the Volunteer Yearbook. * My gender is ____.	66	56.4%	51	43.6%	117	100.0%
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook. * My gender is ____.	115	98.3%	2	1.7%	117	100.0%
I would prefer the cost of the yearbook was included as a small charge in my student fees. * My gender is ____.	115	98.3%	2	1.7%	117	100.0%
Sports * My gender is ____.	109	93.2%	8	6.8%	117	100.0%
Greek life * My gender is ____.	104	88.9%	13	11.1%	117	100.0%
Organizations * My gender is ____.	109	93.2%	8	6.8%	117	100.0%
Academic Happenings * My gender is ____.	106	90.6%	11	9.4%	117	100.0%
Campus Life * My gender is ____.	109	93.2%	8	6.8%	117	100.0%
A picture of me * My gender is ____.	99	84.6%	18	15.4%	117	100.0%
A picture of every student * My gender is ____.	102	87.2%	15	12.8%	117	100.0%
My name * My gender is ____.	99	84.6%	18	15.4%	117	100.0%
Each student's name * My gender is ____.	102	87.2%	15	12.8%	117	100.0%
Other * My gender is ____.	3	2.6%	114	97.4%	117	100.0%
There is a good chance I will be included in the yearbook. * My gender is ____.	115	98.3%	2	1.7%	117	100.0%
Of my friends, ____ have purchased a copy of the Volunteer Yearbook. * My gender is ____.	115	98.3%	2	1.7%	117	100.0%
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * My gender is ____.	115	98.3%	2	1.7%	117	100.0%

I have/have not heard of the Volunteer Yearbook. * My gender is ____.

Crosstab

Count

		My gender is .		Total
		male	female	
I have/have not	7	6	5	11
heard of the	6	10	7	17
Volunteer	5	7	5	12
Yearbook.	4	2	5	7
	3	1	3	4
	2	7	9	16
	1	16	32	48
Total		49	66	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.451 ^a	6	.375
Likelihood Ratio	6.498	6	.370
Linear-by-Linear Association	4.304	1	.038
N of Valid Cases	115		

a. 5 cells (35.7%) have expected count less than 5. The minimum expected count is 1.70.

I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * My gender is ____.

Crosstab

Count

		My gender is .		Total
		male	female	
I believe/do	7	3	6	9
not believe	6	7	10	17
the Volunteer	5	11	11	22
Yearbook is a	4	12	13	25
valuable UT	3	11	17	28
tradition.	2	4	6	10
	1	1	3	4
Total		49	66	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.781 ^a	6	.939
Likelihood Ratio	1.814	6	.936
Linear-by-Linear Association	.073	1	.788
N of Valid Cases	115		

a. 4 cells (28.6%) have expected count less than 5. The minimum expected count is 1.70.

I am ____ the Volunteer Yearbook. * My gender is ____.

Crosstab

Count

		My gender is ____.		Total
		male	female	
I am ____ the Volunteer Yearbook.	extremely unlikely to purchase	11	13	24
	unlikely to purchase	9	14	23
	undecided about whether or not to purchase	9	6	15
	likely to purchase	2	2	4
Total		31	35	66

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.617 ^a	3	.656
Likelihood Ratio	1.624	3	.654
Linear-by-Linear Association	.439	1	.508
N of Valid Cases	66		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.88.

I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.
My gender is ____.

Crosstab

Count

		My gender is ____.		Total
		male	female	
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.	I would not be willing to pay anything for the yearbook	10	5	15
	\$15	5	13	18
	\$25	2	7	9
	\$35	15	15	30
	\$45	11	20	31
	\$55	3	6	9
	\$65	3		3
Total		49	66	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.370 ^a	6	.054
Likelihood Ratio	13.631	6	.034
Linear-by-Linear Association	.075	1	.784
N of Valid Cases	115		

a. 4 cells (28.6%) have expected count less than 5. The minimum expected count is 1.28.

I would prefer the cost of the yerabook was included as a small charge in my student fees. * My gender is ____.

Crosstab

Count

		My gender is		Total
		male	female	
I would prefer the cost of the yerabook was included as a small charge in my student fees.	strongly disagree	12	16	28
	disagree	9	15	24
	neutral	12	18	30
	agree	8	13	21
	strongly agree	8	4	12
Total		49	66	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.356 ^a	4	.500
Likelihood Ratio	3.336	4	.503
Linear-by-Linear Association	.729	1	.393
N of Valid Cases	115		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.11.

Sports * My gender is ____.

Crosstab

Count

		My gender is .		Total
		male	female	
Sports	1	2	2	4
	2	2	3	5
	3	7	6	13
	4	2	6	8
	5	5	5	10
	6	6	7	13
	7	1	5	6
	8	5	5	10
	9	5	5	10
	10	12	18	30
Total		47	62	109

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.237 ^a	9	.895
Likelihood Ratio	4.497	9	.876
Linear-by-Linear Association	.095	1	.758
N of Valid Cases	109		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is 1.72.

Greek life * My gender is ____.

Crosstab

Count

		My gender is .		Total
		male	female	
Greek life	1	13	4	17
	2	14	17	31
	3		6	6
	4	6	5	11
	5	3	5	8
	6	2	4	6
	7	1	4	5
	8		2	2
	9	1	5	6
	10	4	8	12
Total		44	60	104

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.079 ^a	9	.034
Likelihood Ratio	21.400	9	.011
Linear-by-Linear Association	6.379	1	.012
N of Valid Cases	104		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .85.

Organizations * My gender is ____.

Crosstab

Count

		My gender is ____.		Total
		male	female	
Organizations	1		1	1
	2	1	2	3
	3	4	5	9
	4	8	7	15
	5	9	8	17
	6	8	7	15
	7	3	2	5
	8	5	15	20
	9	2	7	9
	10	7	8	15
Total		47	62	109

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.764 ^a	9	.558
Likelihood Ratio	8.401	9	.494
Linear-by-Linear Association	.886	1	.346
N of Valid Cases	109		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .43.

Academic Happenings * My gender is ____.

Crosstab

Count

		My gender is .		Total
		male	female	
Academic	1		3	3
Happenings	2	4	6	10
	3	3	6	9
	4	6	11	17
	5	7	8	15
	6	4	6	10
	7	6	9	15
	8	2	4	6
	9	6	3	9
	10	8	4	12
Total		46	60	106

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.232 ^a	9	.511
Likelihood Ratio	9.351	9	.406
Linear-by-Linear Association	4.687	1	.030
N of Valid Cases	106		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 1.30.

Campus Life * My gender is ____.

Crosstab

Count

		My gender is .		Total
		male	female	
Campus	1	1	2	3
Life	2	3		3
	3	5	1	6
	4	3	4	7
	5	4	5	9
	6	7	15	22
	7	4	9	13
	8	5	6	11
	9	6	6	12
	10	9	14	23
Total		47	62	109

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.397 ^a	9	.319
Likelihood Ratio	11.731	9	.229
Linear-by-Linear Association	1.362	1	.243
N of Valid Cases	109		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is 1.29.

A picture of me * My gender is ____.

Crosstab

Count

		My gender is ____.		Total
		male	female	
A	1	3	3	6
picture	2	3	7	10
of me	3	8	6	14
	4	2	4	6
	5		7	7
	6	2	3	5
	7	2	4	6
	8	6	5	11
	9	4	6	10
	10	13	11	24
Total		43	56	99

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.534 ^a	9	.390
Likelihood Ratio	12.146	9	.205
Linear-by-Linear Association	.692	1	.406
N of Valid Cases	99		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is 2.17.

A picture of every student * My gender is ____.

Crosstab

Count

		My gender is ____.		Total
		male	female	
A picture of every student	1	3	3	6
	2	1	1	2
	3	2	7	9
	4	2	6	8
	5	1	3	4
	6	2	7	9
	7	5	5	10
	8	4	6	10
	9	9	9	18
	10	16	10	26
Total		45	57	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.054 ^a	9	.432
Likelihood Ratio	9.408	9	.400
Linear-by-Linear Association	3.980	1	.046
N of Valid Cases	102		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .88.

My name * My gender is ____.

Crosstab

Count

		My gender is ____.		Total
		male	female	
My name	1	3		3
	2	3	1	4
	3	1	10	11
	4	4	6	10
	5	3	5	8
	6	3	5	8
	7	4	5	9
	8	3	7	10
	9	7	8	15
	10	12	9	21
Total		43	56	99

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.496 ^a	9	.141
Likelihood Ratio	15.708	9	.073
Linear-by-Linear Association	.461	1	.497
N of Valid Cases	99		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 1.30.

Each student's name * My gender is ____.

Crosstab

Count

		My gender is ____.		Total
		male	female	
Each student's name	1	2		2
	2		11	11
	3	2	5	7
	4	2	3	5
	5	1	4	5
	6	3	6	9
	7	10	8	18
	8	7	5	12
	9	7	7	14
	10	11	8	19
Total		45	57	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.140 ^a	9	.047
Likelihood Ratio	22.117	9	.009
Linear-by-Linear Association	7.262	1	.007
N of Valid Cases	102		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .88.

Other * My gender is ____.

Crosstab

Count

		My gender is ____.		Total
		male	female	
Other	1		1	1
	2	1		1
	5	1		1
Total		2	1	3

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.000 ^a	2	.223
Likelihood Ratio	3.819	2	.148
Linear-by-Linear Association	.962	1	.327
N of Valid Cases	3		

a. 6 cells (100.0%) have expected count less than 5. The minimum expected count is .33.

There is a good chance I will be included in the yearbook. * My gender is ____.

Crosstab

Count

		My gender is ____.		Total
		male	female	
There is a good chance I will be included in the yearbook.	strongly disagree	10	8	18
	disagree	9	15	24
	neutral	25	21	46
	agree	3	18	21
	strongly agree	2	4	6
Total		49	66	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.182 ^a	4	.025
Likelihood Ratio	12.132	4	.016
Linear-by-Linear Association	3.316	1	.069
N of Valid Cases	115		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.56.

Of my friends, ____ have purchased a copy of the Volunteer Yearbook. * My gender is ____.

Crosstab

Count

		My gender is ____.		Total
		male	female	
Of my friends, ____ have purchased a copy of the Volunteer Yearbook.	none	38	47	85
	a few	8	16	24
	several	3	3	6
Total		49	66	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.131 ^a	2	.568
Likelihood Ratio	1.151	2	.562
Linear-by-Linear Association	.198	1	.656
N of Valid Cases	115		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.56.

I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * My gender is ____.

Crosstab

Count

		My gender is		Total
		male	female	
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.	strongly disagree	6	7	13
	disagree	10	5	15
	neutral	13	13	26
	agree	15	32	47
	strongly agree	5	9	14
Total		49	66	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.668 ^a	4	.155
Likelihood Ratio	6.703	4	.152
Linear-by-Linear Association	3.344	1	.067
N of Valid Cases	115		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.54.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
I have/have not heard of the Volunteer Yearbook. * I am in the College of ____.	115	98.3%	2	1.7%	117	100.0%
I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * I am in the College of ____.	115	98.3%	2	1.7%	117	100.0%
I am ____ the Volunteer Yearbook. * I am in the College of ____.	66	56.4%	51	43.6%	117	100.0%
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook. * I am in the College of ____.	115	98.3%	2	1.7%	117	100.0%
I would prefer the cost of the yearbook was included as a small charge in my student fees. * I am in the College of ____.	115	98.3%	2	1.7%	117	100.0%
Sports * I am in the College of ____.	109	93.2%	8	6.8%	117	100.0%
Greek life * I am in the College of ____.	104	88.9%	13	11.1%	117	100.0%
Organizations * I am in the College of ____.	109	93.2%	8	6.8%	117	100.0%
Academic Happenings * I am in the College of ____.	106	90.6%	11	9.4%	117	100.0%
Campus Life * I am in the College of ____.	109	93.2%	8	6.8%	117	100.0%
A picture of me * I am in the College of ____.	100	85.5%	17	14.5%	117	100.0%
A picture of every student * I am in the College of ____.	102	87.2%	15	12.8%	117	100.0%
My name * I am in the College of ____.	100	85.5%	17	14.5%	117	100.0%
Each student's name * I am in the College of ____.	102	87.2%	15	12.8%	117	100.0%
Other * I am in the College of ____.	3	2.6%	114	97.4%	117	100.0%
There is a good chance I will be included in the yearbook. * I am in the College of ____.	115	98.3%	2	1.7%	117	100.0%
Of my friends, ____ have purchased a copy of the Volunteer Yearbook. * I am in the College of ____.	115	98.3%	2	1.7%	117	100.0%
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * I am in the College of ____.	115	98.3%	2	1.7%	117	100.0%

have/have not heard of the Volunteer Yearbook. * I am in the College of ____.

Crosstab

Count

		I am in the College of _____					
		arts and sciences	business administration	communication and information	education, health and human sciences	engineering	nursing
I have/have not heard of the Volunteer Yearbook.	7	1	8	1		1	
	6	3	10	1		1	1
	5	1	6	2	1	1	
	4	5	3				
	3		4				
	2	3	11	2			
	1	8	28	6	4	1	1
Total		21	70	12	5	4	2

Crosstab

Count

		I am in the	Total
		veterinary medicine	
I have/have not heard of the Volunteer Yearbook.	7		11
	6	1	17
	5		11
	4		8
	3		4
	2		16
	1		48
Total		1	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.789 ^a	36	.669
Likelihood Ratio	31.072	36	.702
Linear-by-Linear Association	.821	1	.365
N of Valid Cases	115		

a. 42 cells (85.7%) have expected count less than 5. The minimum expected count is .03.

I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * I am in the College of ____.

Crosstab

Count

		I am in the College of _____.					
		arts and sciences	business administration	communication and information	education, health and human sciences	engineering	nursing
I believe/do	7	1	8				
not believe	6	1	13	2		1	
the Volunteer	5	4	15	1		1	
Yearbook is a	4	8	10	3	3	1	
valuable UT	3	5	16	3	2	1	2
tradition.	2	2	4	3			
	1		4				
Total		21	70	12	5	4	2

Crosstab

Count

		I am in the	Total
		veterinary medicine	
I believe/do	7		9
not believe	6		17
the Volunteer	5	1	22
Yearbook is a	4		25
valuable UT	3		29
tradition.	2		9
	1		4
Total		1	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.917 ^a	36	.520
Likelihood Ratio	36.377	36	.451
Linear-by-Linear Association	.301	1	.584
N of Valid Cases	115		

a. 42 cells (85.7%) have expected count less than 5. The minimum expected count is .03.

I am _____ the Volunteer Yearbook. * I am in the College of _____.

Crosstab

Count

		I am in the College of _____.	
		business administration	Total
I am _____ the Volunteer Yearbook.	extremely unlikely to purchase	24	24
	unlikely to purchase	23	23
	undecided about whether or not to purchase	15	15
	likely to purchase	4	4
Total		66	66

Chi-Square Tests

	Value
Pearson Chi-Square	. ^a
N of Valid Cases	66

a. No statistics are computed because I am in the College of _____. is a constant.

I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.
*** I am in the College of ____.**

Crosstab

Count

		I am in the College of _____.				
		arts and sciences	business administration	communication and information	education, health and human sciences	engineering
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.	I would not be willing to pay anything for the yearbook	1	11	1		1
	\$15	3	14			1
	\$25	4	3	1	1	
	\$35	5	21	2	1	
	\$45	4	16	7	2	2
	\$55	4	3	1	1	
	\$65		2			
Total		21	70	12	5	4

Crosstab

Count

		I am in the College of ____		Total
		nursing	veterinary medicine	
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.	I would not be willing to pay anything for the yearbook		1	15
	\$15			18
	\$25			9
	\$35	1		30
	\$45	1		32
	\$55			9
	\$65			2
Total		2	1	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.843 ^a	36	.476
Likelihood Ratio	36.747	36	.434
Linear-by-Linear Association	.037	1	.848
N of Valid Cases	115		

a. 41 cells (83.7%) have expected count less than 5. The minimum expected count is .02.

I would prefer the cost of the yerabook was included as a small charge in my student fees. * I am in the College of ____.

Crosstab

Count

		I am in the College of ____				
		arts and sciences	business administration	communication and information	education, health and human sciences	engineering
I would prefer the cost of the yerabook was included as a small charge in my student fees.	strongly disagree	2	22	2		
	disagree	6	15	2		1
	neutral	9	14	3	4	
	agree	3	11	3	1	2
	strongly agree	1	8	2		1
Total		21	70	12	5	4

Crosstab

Count

		I am in the College of ____		Total
		nursing	veterinary medicine	
I would prefer the cost of the yerabook was included as a small charge in my student fees.	strongly disagree	1	1	28
	disagree			24
	neutral			30
	agree	1		21
	strongly agree			12
Total		2	1	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.820 ^a	24	.227
Likelihood Ratio	31.296	24	.145
Linear-by-Linear Association	.166	1	.684
N of Valid Cases	115		

a. 28 cells (80.0%) have expected count less than 5. The minimum expected count is .10.

Sports * I am in the College of ____.

Crosstab

Count

		I am in the College of ____					
		arts and sciences	business administration	communication and information	education, health and human sciences	engineering	nursing
Sports	1		3				
	2	1	4				
	3	4	4	3			2
	4	1	2	2	2	1	
	5	2	7		1		
	6	1	9	1	1	1	
	7		4	2			
	8	1	7	1			
	9		8	2			
	10	11	17	1	1	1	
Total		21	65	12	5	3	2

Crosstab

Count

		I am in the	Total
		veterinary medicine	
Sports	1	1	4
	2		5
	3		13
	4		8
	5		10
	6		13
	7		6
	8		9
	9		10
	10		31
Total		1	109

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	83.569 ^a	54	.006
Likelihood Ratio	60.525	54	.252
Linear-by-Linear Association	7.396	1	.007
N of Valid Cases	109		

a. 63 cells (90.0%) have expected count less than 5. The minimum expected count is .04.

Greek life * I am in the College of ____.

Crosstab

Count

		I am in the College of ____.					
		arts and sciences	business administration	communication and information	education, health and human sciences	engineering	nursing
Greek life	1		17				
	2	11	9	4	3	1	2
	3	3	1	1	1		
	4	1	8	1			
	5		4	3		1	
	6	1	4	1			
	7	1	5				
	8		2				
	9		5	1			
	10	1	9	1	1		
Total		18	64	12	5	2	2

Crosstab

Count

		I am in the	
		veterinary medicine	Total
Greek	1		17
life	2	1	31
	3		6
	4		10
	5		8
	6		6
	7		6
	8		2
	9		6
	10		12
Total		1	104

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57.715 ^a	54	.340
Likelihood Ratio	63.626	54	.174
Linear-by-Linear Association	.430	1	.512
N of Valid Cases	104		

a. 65 cells (92.9%) have expected count less than 5. The minimum expected count is .02.

Organizations * I am in the College of ____.

Crosstab

Count

		I am in the College of ____.					
		arts and sciences	business administra tion	communicati on and information	education, health and human sciences	engineering	nursing
Organizations	1		1				
	2	1	1		1		
	3	2	5		1		
	4	5	7	3			1
	5	3	10	2	1		
	6	1	11	2			1
	7	1	4				
	8	4	9	4	1	2	
	9	1	8				
	10	3	9	1	1	1	
Total		21	65	12	5	3	2

Crosstab

Count

		I am in the	Total
		veterinary medicine	
Organizations	1	1	1
	2		3
	3		9
	4		16
	5		16
	6		15
	7		5
	8		20
	9		9
	10		15
Total		1	109

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.579 ^a	54	.816
Likelihood Ratio	40.278	54	.917
Linear-by-Linear Association	.321	1	.571
N of Valid Cases	109		

a. 63 cells (90.0%) have expected count less than 5. The minimum expected count is .01.

Academic Happenings * I am in the College of ____.

Crosstab

Count

		I am in the College of ____.					
		arts and sciences	business administration	communication and information	education, health and human sciences	engineering	nursing
Academic Happenings	1	3	2	2	1	1	1
	2		6				
	3		5		1		
	4		11		1		
	5		8				
	6		6		2		
	7		8		3	2	
	8		4				
	9		7				
	10		8			1	
Total		20	65	11	4	3	2

Crosstab

Count

		I am in the	
		veterinary medicine	Total
Academic	1		3
Happenings	2		11
	3		9
	4		17
	5		14
	6		10
	7		15
	8	1	6
	9		9
	10		12
Total		1	106

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.747 ^a	54	.523
Likelihood Ratio	41.656	54	.890
Linear-by-Linear Association	.002	1	.966
N of Valid Cases	106		

a. 62 cells (88.6%) have expected count less than 5. The minimum expected count is .03.

Campus Life * I am in the College of ____.

Crosstab

Count

		I am in the College of ____.					
		arts and sciences	business administra tion	communicati on and information	education, health and human sciences	engineering	nursing
Campus	1	1	3				
Life	2		3				
	3		5	1			
	4	3	2	1			
	5	2	3	3			1
	6	6	9	2	3	1	1
	7	3	9				
	8		11				
	9	3	8			1	
	10	3	13	5	2		
Total		21	66	12	5	2	2

Crosstab

Count

		I am in the	
		veterinary medicine	Total
Campus	1		4
Life	2		3
	3		6
	4	1	7
	5		9
	6		22
	7		12
	8		11
	9		12
	10		23
Total		1	109

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	61.326 ^a	54	.230
Likelihood Ratio	58.207	54	.323
Linear-by-Linear Association	.149	1	.700
N of Valid Cases	109		

a. 64 cells (91.4%) have expected count less than 5. The minimum expected count is .03.

A picture of me * I am in the College of ____.

Crosstab

Count

		I am in the College of ____.					
		arts and sciences	business administra tion	communicati on and information	education, health and human sciences	engineering	nursing
A	1		6				
picture	2		8	2			
of me	3	2	10	1		1	
	4	1	5				
	5	2	2	1	2		
	6		5				
	7	1	2	2			1
	8	2	7	1	1		
	9	2	7	1			
	10	7	12	3	1		1
Total		17	64	11	4	1	2

Crosstab

Count

		I am in the	Total
		veterinary medicine	
A picture of me	1		6
	2		10
	3		14
	4		6
	5		7
	6		5
	7		6
	8		11
	9	1	11
	10		24
Total		1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	54.337 ^a	54	.462
Likelihood Ratio	45.835	54	.778
Linear-by-Linear Association	.202	1	.653
N of Valid Cases	100		

a. 65 cells (92.9%) have expected count less than 5. The minimum expected count is .05.

A picture of every student * I am in the College of ____.

Crosstab

Count

		I am in the College of .					
		arts and sciences	business administra tion	communicati on and information	education, health and human sciences	engineering	nursing
A picture of every student	1		6				
	2		2				
	3	1	7	2			
	4	1	5	1	1		
	5		3	1			
	6	2	6				
	7	5	4		1		
	8	4	4	1			1
	9	3	8	5	1		1
	10	1	20	1	1	2	
Total		17	65	11	4	2	2

Crosstab

Count

		I am in the	
		veterinary medicine	Total
A picture of every student	1		6
	2		2
	3		10
	4		8
	5		4
	6	1	9
	7		10
	8		10
	9		18
	10		25
Total		1	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57.484 ^a	54	.347
Likelihood Ratio	52.941	54	.515
Linear-by-Linear Association	.637	1	.425
N of Valid Cases	102		

a. 63 cells (90.0%) have expected count less than 5. The minimum expected count is .02.

My name * I am in the College of ____.

Crosstab

Count

		I am in the College of ____.					
		arts and sciences	business administration	communication and information	education, health and human sciences	engineering	nursing
My name	1		3				
	2		4				
	3		8	2	1		
	4	2	6	1		1	
	5	1	7				
	6	2	6	1			
	7	1	6	1	1		
	8	2	2	4	1		1
	9	7	6	1			1
	10	2	15	1	1	1	
Total		17	63	11	4	2	2

Crosstab

Count

		I am in the	Total
		veterinary medicine	
My name	1		3
	2		4
	3		11
	4		10
	5		8
	6		9
	7		9
	8		10
	9		15
	10	1	21
Total		1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.014 ^a	54	.629
Likelihood Ratio	49.669	54	.642
Linear-by-Linear Association	.730	1	.393
N of Valid Cases	100		

a. 62 cells (88.6%) have expected count less than 5. The minimum expected count is .03.

Each student's name * I am in the College of ____.

Crosstab

Count

		I am in the College of ____.					
		arts and sciences	business administration	communication and information	education, health and human sciences	engineering	nursing
Each student's name	1		2				
	2		8	3			
	3	2	5				
	4		5				
	5	2	3			1	
	6	2	5	2			
	7	5	7	3	1		1
	8	3	9				
	9		8	1	3	1	
	10	4	11	2		1	1
Total		18	63	11	4	3	2

Crosstab

Count

		I am in the	Total
		veterinary medicine	
Each student's name	1		2
	2		11
	3		7
	4		5
	5		6
	6		9
	7	1	18
	8		12
	9		13
	10		19
Total		1	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.842 ^a	54	.597
Likelihood Ratio	53.165	54	.507
Linear-by-Linear Association	1.025	1	.311
N of Valid Cases	102		

a. 64 cells (91.4%) have expected count less than 5. The minimum expected count is .02.

Other * I am in the College of ____.

Crosstab

Count

		I am in the College of ____		Total
		business administra tion	veterinary medicine	
Other	1	1		1
	2	1		1
	5		1	1
Total		2	1	3

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.000 ^a	2	.223
Likelihood Ratio	3.819	2	.148
Linear-by-Linear Association	1.885	1	.170
N of Valid Cases	3		

a. 6 cells (100.0%) have expected count less than 5. The minimum expected count is .33.

There is a good chance I will be included in the yearbook. * I am in the College of ____.

Crosstab

Count

		I am in the College of				
		arts and sciences	business administration	communication and information	education, health and human sciences	engineering
There is a good chance I will be included in the yearbook.	strongly disagree	1	15	1		1
	disagree	7	10	3	1	2
	neutral	8	28	5	2	1
	agree	4	13	2	2	
	strongly agree	1	4	1		
Total		21	70	12	5	4

Crosstab

Count

		I am in the College of ____		
		nursing	veterinary medicine	Total
There is a good chance I will be included in the yearbook.	strongly disagree			18
	disagree		1	24
	neutral	1		45
	agree	1		22
	strongly agree			6
Total		2	1	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.858 ^a	24	.810
Likelihood Ratio	19.430	24	.729
Linear-by-Linear Association	.048	1	.826
N of Valid Cases	115		

a. 30 cells (85.7%) have expected count less than 5. The minimum expected count is .05.

Of my friends, ____ have purchased a copy of the Volunteer Yearbook. * I am in the College of ____.

Crosstab

Count

		I am in the College of .				
		arts and sciences	business administration	communication and information	education, health and human sciences	engineering
Of my friends, ____ have purchased a copy of the Volunteer Yearbook.	none	17	52	8	1	4
	a few	2	15	2	4	
	several	1	3	2		
	many	1				
Total		21	70	12	5	4

Crosstab

Count

		I am in the College of ____		
		nursing	veterinary medicine	Total
Of my friends, ____ have purchased a copy of the Volunteer Yearbook.	none	1	1	84
	a few	1		24
	several			6
	many			1
Total		2	1	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.713 ^a	18	.202
Likelihood Ratio	19.516	18	.361
Linear-by-Linear Association	.048	1	.826
N of Valid Cases	115		

a. 24 cells (85.7%) have expected count less than 5. The minimum expected count is .01.

I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * I am in the College of ____.

Crosstab

Count

		I am in the College of ____.				
		arts and sciences	business administration	communication and information	education, health and human sciences	engineering
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.	strongly disagree	2	11			
	disagree	5	7	1		2
	neutral	4	16	4	2	
	agree	7	27	5	3	2
	strongly agree	3	9	2		
Total		21	70	12	5	4

Crosstab

Count

		I am in the College of ____		Total
		nursing	veterinary medicine	
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.	strongly disagree			13
	disagree			15
	neutral		1	27
	agree	2		46
	strongly agree			14
Total		2	1	115

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.784 ^a	24	.592
Likelihood Ratio	24.722	24	.421
Linear-by-Linear Association	.515	1	.473
N of Valid Cases	115		

a. 29 cells (82.9%) have expected count less than 5. The minimum expected count is .11.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
I have/have not heard of the Volunteer Yearbook. * I am a ____ student.	116	99.1%	1	.9%	117	100.0%
I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * I am a ____ student.	116	99.1%	1	.9%	117	100.0%
I am ____ the Volunteer Yearbook. * I am a ____ student.	66	56.4%	51	43.6%	117	100.0%
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook. * I am a ____ student.	116	99.1%	1	.9%	117	100.0%
I would prefer the cost of the yearbook was included as a small charge in my student fees. * I am a ____ student.	116	99.1%	1	.9%	117	100.0%
Sports * I am a ____ student.	110	94.0%	7	6.0%	117	100.0%
Greek life * I am a ____ student.	105	89.7%	12	10.3%	117	100.0%
Organizations * I am a ____ student.	110	94.0%	7	6.0%	117	100.0%
Academic Happenings * I am a ____ student.	107	91.5%	10	8.5%	117	100.0%
Campus Life * I am a ____ student.	110	94.0%	7	6.0%	117	100.0%
A picture of me * I am a ____ student.	100	85.5%	17	14.5%	117	100.0%
A picture of every student * I am a ____ student.	103	88.0%	14	12.0%	117	100.0%
My name * I am a ____ student.	100	85.5%	17	14.5%	117	100.0%
Each student's name * I am a ____ student.	103	88.0%	14	12.0%	117	100.0%
Other * I am a ____ student.	3	2.6%	114	97.4%	117	100.0%
There is a good chance I will be included in the yearbook. * I am a ____ student.	116	99.1%	1	.9%	117	100.0%
Of my friends, ____ have purchased a copy of the Volunteer Yearbook. * I am a ____ student.	116	99.1%	1	.9%	117	100.0%
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * I am a ____ student.	116	99.1%	1	.9%	117	100.0%

I have/have not heard of the Volunteer Yearbook. * I am a ____ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
I have/have not	7	11		11
heard of the	6	17		17
Volunteer	5	11	1	12
Yearbook.	4	7	1	8
	3	4		4
	2	16		16
	1	48		48
Total		114	2	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.260 ^a	6	.114
Likelihood Ratio	7.295	6	.294
Linear-by-Linear Association	.744	1	.388
N of Valid Cases	116		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .07.

I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * I am a ___ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
I believe/do	7	9		9
not believe	6	17		17
the Volunteer	5	21	1	22
Yearbook is a	4	24	1	25
valuable UT	3	29		29
tradition.	2	10		10
	1	4		4
Total		114	2	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.008 ^a	6	.808
Likelihood Ratio	3.674	6	.721
Linear-by-Linear Association	.083	1	.773
N of Valid Cases	116		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .07.

I am ____ the Volunteer Yearbook. * I am a ____ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
I am ____ the Volunteer Yearbook.	extremely unlikely to purchase	24		24
	unlikely to purchase	23		23
	undecided about whether or not to purchase	14	1	15
	likely to purchase	4		4
Total		65	1	66

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.452 ^a	3	.327
Likelihood Ratio	3.016	3	.389
Linear-by-Linear Association	1.237	1	.266
N of Valid Cases	66		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .06.

I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.
I am a ____ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.	I would not be willing to pay anything for the yearbook	15		15
	\$15	18		18
	\$25	9		9
	\$35	28	2	30
	\$45	32		32
	\$55	9		9
	\$65	3		3
Total		114	2	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.834 ^a	6	.442
Likelihood Ratio	5.511	6	.480
Linear-by-Linear Association	.055	1	.814
N of Valid Cases	116		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .05.

I would prefer the cost of the yerabook was included as a small charge in my student fees. * I am a ___ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
I would prefer the cost of the yerabook was included as a small charge in my student fees.	strongly disagree	27	1	28
	disagree	24		24
	neutral	30	1	31
	agree	21		21
	strongly agree	12		12
Total		114	2	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.976 ^a	4	.740
Likelihood Ratio	2.743	4	.602
Linear-by-Linear Association	.587	1	.444
N of Valid Cases	116		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .21.

Sports * I am a ___ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
Sports	1	4		4
	2	5		5
	3	13		13
	4	7	1	8
	5	10		10
	6	13		13
	7	6		6
	8	10		10
	9	10		10
	10	30	1	31
Total		108	2	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.772 ^a	9	.661
Likelihood Ratio	5.129	9	.823
Linear-by-Linear Association	.024	1	.876
N of Valid Cases	110		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .07.

Greek life * I am a ___ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
Greek life	1	16	1	17
	2	31		31
	3	6		6
	4	11		11
	5	8		8
	6	6		6
	7	6		6
	8	2		2
	9	6		6
	10	12		12
Total		104	1	105

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.226 ^a	9	.814
Likelihood Ratio	3.692	9	.930
Linear-by-Linear Association	1.156	1	.282
N of Valid Cases	105		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .02.

Organizations * I am a ____ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
Organizations	1	1		1
	2	3		3
	3	8	1	9
	4	16		16
	5	17		17
	6	15		15
	7	5		5
	8	20		20
	9	9		9
	10	14	1	15
Total		108	2	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.922 ^a	9	.542
Likelihood Ratio	6.366	9	.703
Linear-by-Linear Association	.007	1	.931
N of Valid Cases	110		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .02.

Academic Happenings * I am a ____ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
Academic Happenings	1	3		3
	2	10	1	11
	3	9		9
	4	17		17
	5	15		15
	6	10		10
	7	15		15
	8	6		6
	9	9		9
	10	12		12
Total		106	1	107

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.810 ^a	9	.455
Likelihood Ratio	4.634	9	.865
Linear-by-Linear Association	2.034	1	.154
N of Valid Cases	107		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .03.

 Campus Life * I am a ____ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
Campus Life	1	4		4
	2	3		3
	3	6		6
	4	7		7
	5	8	1	9
	6	22		22
	7	13		13
	8	11		11
	9	12		12
	10	22	1	23
Total		108	2	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.623 ^a	9	.676
Likelihood Ratio	5.487	9	.790
Linear-by-Linear Association	.148	1	.701
N of Valid Cases	110		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .05.

A picture of me * I am a ____ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
A picture of me	1	6		6
	2	10		10
	3	14		14
	4	6		6
	5	7		7
	6	5		5
	7	6		6
	8	10	1	11
	9	11		11
	10	23	1	24
Total		98	2	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.723 ^a	9	.858
Likelihood Ratio	4.592	9	.868
Linear-by-Linear Association	1.527	1	.217
N of Valid Cases	100		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .10.

A picture of every student * I am a ____ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
A picture of every student	1	6		6
	2	2		2
	3	10		10
	4	8		8
	5	4		4
	6	8	1	9
	7	10		10
	8	10		10
	9	18		18
	10	25	1	26
Total		101	2	103

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.816 ^a	9	.758
Likelihood Ratio	4.971	9	.837
Linear-by-Linear Association	.263	1	.608
N of Valid Cases	103		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .04.

My name * I am a ___ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
My name	1	3		3
	2	4		4
	3	11		11
	4	10		10
	5	8		8
	6	9		9
	7	9		9
	8	10		10
	9	14	1	15
	10	20	1	21
Total		98	2	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.790 ^a	9	.925
Likelihood Ratio	4.219	9	.896
Linear-by-Linear Association	2.137	1	.144
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .06.

Each student's name * I am a ___ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
Each student's name	1	2		2
	2	11		11
	3	7		7
	4	5		5
	5	6		6
	6	9		9
	7	17	1	18
	8	12		12
	9	14		14
	10	18	1	19
Total		101	2	103

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.642 ^a	9	.933
Likelihood Ratio	4.168	9	.900
Linear-by-Linear Association	.911	1	.340
N of Valid Cases	103		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .04.

Other * I am a ___ student.

Crosstab

Count

		I am a ___ student.	Total
		full-time	
Other	1	1	1
	2	1	1
	5	1	1
Total		3	3

Chi-Square Tests

	Value
Pearson Chi-Square	. ^a
N of Valid Cases	3

a. No statistics are computed because I am a ____ student. is a constant.

There is a good chance I will be included in the yearbook. * I am a ____ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
There is a good chance I will be included in the yearbook.	strongly disagree	18		18
	disagree	24		24
	neutral	44	2	46
	agree	22		22
	strongly agree	6		6
Total		114	2	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.097 ^a	4	.542
Likelihood Ratio	3.753	4	.440
Linear-by-Linear Association	.086	1	.769
N of Valid Cases	116		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .10.

Of my friends, ____ have purchased a copy of the Volunteer Yearbook. * I am a ____ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
Of my friends, ____ have purchased a copy of the Volunteer Yearbook.	none	84	1	85
	a few	23	1	24
	several	6		6
	many	1		1
Total		114	2	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.118 ^a	3	.773
Likelihood Ratio	1.020	3	.796
Linear-by-Linear Association	.143	1	.705
N of Valid Cases	116		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .02.

I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * I am a ___ student.

Crosstab

Count

		I am a student.		Total
		full-time	part-time	
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.	strongly disagree	13		13
	disagree	15		15
	neutral	26	1	27
	agree	47		47
	strongly agree	13	1	14
Total		114	2	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.366 ^a	4	.359
Likelihood Ratio	4.448	4	.349
Linear-by-Linear Association	.731	1	.393
N of Valid Cases	116		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .22.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
I have/have not heard of the Volunteer Yearbook. * My race is ____.	116	99.1%	1	.9%	117	100.0%
I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * My race is ____.	116	99.1%	1	.9%	117	100.0%
I am ____ the Volunteer Yearbook. * My race is ____.	66	56.4%	51	43.6%	117	100.0%
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook. * My race is ____.	116	99.1%	1	.9%	117	100.0%
I would prefer the cost of the yearbook was included as a small charge in my student fees. * My race is ____.	116	99.1%	1	.9%	117	100.0%
Sports * My race is ____.	110	94.0%	7	6.0%	117	100.0%
Greek life * My race is ____.	105	89.7%	12	10.3%	117	100.0%
Organizations * My race is ____.	110	94.0%	7	6.0%	117	100.0%
Academic Happenings * My race is ____.	107	91.5%	10	8.5%	117	100.0%
Campus Life * My race is ____.	110	94.0%	7	6.0%	117	100.0%
A picture of me * My race is ____.	100	85.5%	17	14.5%	117	100.0%
A picture of every student * My race is ____.	103	88.0%	14	12.0%	117	100.0%
My name * My race is ____.	100	85.5%	17	14.5%	117	100.0%
Each student's name * My race is ____.	103	88.0%	14	12.0%	117	100.0%
Other * My race is ____.	3	2.6%	114	97.4%	117	100.0%
There is a good chance I will be included in the yearbook. * My race is ____.	116	99.1%	1	.9%	117	100.0%
Of my friends, ____ have purchased a copy of the Volunteer Yearbook. * My race is ____.	116	99.1%	1	.9%	117	100.0%
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * My race is ____.	116	99.1%	1	.9%	117	100.0%

I have/have not heard of the Volunteer Yearbook. * My race is ____.

Crosstab

Count

		My race is .					Total
		white/caucasian	black/african-american	asian	hispanic	other	
I have/have not heard of the Volunteer Yearbook.	7	9		1	1		11
	6	16	1				17
	5	12					12
	4	7	1				8
	3	2	1	1			4
	2	13	2	1			16
	1	45	1		1	1	48
Total		104	6	3	2	1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.298 ^a	24	.291
Likelihood Ratio	22.481	24	.551
Linear-by-Linear Association	.003	1	.954
N of Valid Cases	116		

a. 29 cells (82.9%) have expected count less than 5. The minimum expected count is .03.

I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * My race is ____.

Crosstab

Count

		My race is .					Total
		white/caucasian	black/african-american	asian	hispanic	other	
I believe/do not believe the Volunteer Yearbook is a valuable UT tradition.	7	8		1			9
	6	16	1				17
	5	20			2		22
	4	23	2				25
	3	26	2	1			29
	2	8	1	1			10
	1	3				1	4
Total		104	6	3	2	1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.130 ^a	24	.004
Likelihood Ratio	24.318	24	.444
Linear-by-Linear Association	1.769	1	.184
N of Valid Cases	116		

a. 29 cells (82.9%) have expected count less than 5. The minimum expected count is .03.

I am ____ the Volunteer Yearbook. * My race is ____.

Crosstab

Count

		My race is .			
		white/cauc asian	black/african -american	asian	hispanic
I am ____ the Volunteer Yearbook.	extremely unlikely to purchase	20		2	2
	unlikely to purchase	22		1	
	undecided about whether or not to purchase	14			
	likely to purchase	3	1		
Total		59	1	3	2

Crosstab

Count

		My race is	Total
		other	
I am ____ the Volunteer Yearbook.	extremely unlikely to purchase		24
	unlikely to purchase		23
	undecided about whether or not to purchase	1	15
	likely to purchase		4
Total		1	66

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.341 ^a	12	.018
Likelihood Ratio	15.275	12	.227
Linear-by-Linear Association	.172	1	.678
N of Valid Cases	66		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .06.

I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.
* My race is ____.

Crosstab

Count

		My race is			
		white/cauc asian	black/african -american	asian	hispanic
I would be willing to pay no more than _____ for a copy of the Volunteer Yearbook.	I would not be willing to pay anything for the yearbook	13		1	1
	\$15	16		1	
	\$25	9			
	\$35	28	1	1	
	\$45	30	2		
	\$55	5	3		1
	\$65	3			
Total		104	6	3	2

Crosstab

Count

		My race is	
		other	Total
I would be willing to pay no more than _____ for a copy of the Volunteer Yearbook.	I would not be willing to pay anything for the yearbook		15
	\$15	1	18
	\$25		9
	\$35		30
	\$45		32
	\$55		9
	\$65		3
Total		1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.597 ^a	24	.075
Likelihood Ratio	26.756	24	.316
Linear-by-Linear Association	.528	1	.468
N of Valid Cases	116		

a. 29 cells (82.9%) have expected count less than 5. The minimum expected count is .03.

I would prefer the cost of the yerabook was included as a small charge in my student fees. * My race is ____.

Crosstab

Count

		My race is ____.			
		white/caucasian	black/african-american	asian	hispanic
I would prefer the cost of the yearbook was included as a small charge in my student fees.	strongly disagree	24		2	2
	disagree	22	1		
	neutral	29	2		
	agree	17	3	1	
	strongly agree	12			
Total		104	6	3	2

Crosstab

Count

		My race is	Total
		other	
I would prefer the cost of the yearbook was included as a small charge in my student fees.	strongly disagree		28
	disagree	1	24
	neutral		31
	agree		21
	strongly agree		12
Total		1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.502 ^a	16	.198
Likelihood Ratio	21.101	16	.175
Linear-by-Linear Association	2.072	1	.150
N of Valid Cases	116		

a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .10.

Sports * My race is ____.

Crosstab

Count

		My race is ____.				Total
		white/cauc asian	black/african -american	asian	hispanic	
Sports	1	4				4
	2	5				5
	3	11	1		1	13
	4	7	1			8
	5	10				10
	6	10	2	1		13
	7	5	1			6
	8	9		1		10
	9	9		1		10
	10	29	1		1	31
Total		99	6	3	2	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.727 ^a	27	.880
Likelihood Ratio	19.565	27	.849
Linear-by-Linear Association	.002	1	.965
N of Valid Cases	110		

a. 32 cells (80.0%) have expected count less than 5. The minimum expected count is .07.

Greek life * My race is ____.

Crosstab

Count

		My race is ____.				Total
		white/cauc asian	black/african -american	asian	hispanic	
Greek life	1	16		1		17
	2	28	1	1	1	31
	3	5			1	6
	4	11				11
	5	5	3			8
	6	5	1			6
	7	4	1	1		6
	8	2				2
	9	6				6
	10	12				12
Total		94	6	3	2	105

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.027 ^a	27	.115
Likelihood Ratio	26.607	27	.485
Linear-by-Linear Association	.464	1	.496
N of Valid Cases	105		

a. 31 cells (77.5%) have expected count less than 5. The minimum expected count is .04.

Organizations * My race is ____.

Crosstab

Count

		My race is ____.				Total
		white/caucasian	black/african-american	asian	hispanic	
Organizations	1	1				1
	2	3				3
	3	8		1		9
	4	13	2		1	16
	5	15	2			17
	6	15				15
	7	4	1			5
	8	19	1			20
	9	8		1		9
	10	13		1	1	15
Total		99	6	3	2	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.662 ^a	27	.802
Likelihood Ratio	21.774	27	.749
Linear-by-Linear Association	.112	1	.738
N of Valid Cases	110		

a. 33 cells (82.5%) have expected count less than 5. The minimum expected count is .02.

Academic Happenings * My race is ____.

Crosstab

Count

		My race is .				Total
		white/cauc asian	black/african -american	asian	hispanic	
Academic	1	3				3
Happenings	2	8	2	1		11
	3	8		1		9
	4	15	2			17
	5	14			1	15
	6	9	1			10
	7	13	1		1	15
	8	6				6
	9	9				9
	10	11		1		12
Total		96	6	3	2	107

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.578 ^a	27	.806
Likelihood Ratio	22.175	27	.728
Linear-by-Linear Association	.588	1	.443
N of Valid Cases	107		

a. 31 cells (77.5%) have expected count less than 5. The minimum expected count is .06.

Campus Life * My race is ____.

Crosstab

Count

		My race is .					Total
		white/cauc asian	black/african -american	asian	hispanic	other	
Campus	1	2	1	1			4
Life	2	3					3
	3	5	1				6
	4	6	1				7
	5	9					9
	6	20	1		1		22
	7	12		1			13
	8	10	1				11
	9	11		1			12
	10	20	1		1	1	23
Total		98	6	3	2	1	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.197 ^a	36	.855
Likelihood Ratio	23.904	36	.939
Linear-by-Linear Association	.143	1	.705
N of Valid Cases	110		

a. 42 cells (84.0%) have expected count less than 5. The minimum expected count is .03.

A picture of me * My race is ____.

Crosstab

Count

		My race is				Total
		white/caucasian	black/african-american	asian	hispanic	
A picture of me	1	4		1	1	6
	2	10				10
	3	12	2			14
	4	5		1		6
	5	6		1		7
	6	5				5
	7	6				6
	8	11				11
	9	10	1			11
	10	21	2		1	24
Total		90	5	3	2	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.964 ^a	27	.413
Likelihood Ratio	23.961	27	.632
Linear-by-Linear Association	1.053	1	.305
N of Valid Cases	100		

a. 31 cells (77.5%) have expected count less than 5. The minimum expected count is .10.

A picture of every student * My race is ____.

Crosstab

Count

		My race is .				Total
		white/cauc asian	black/african -american	asian	hispanic	
A picture of every student	1	4		1	1	6
	2	2				2
	3	9	1			10
	4	8				8
	5	4				4
	6	8		1		9
	7	10				10
	8	8	1	1		10
	9	15	2		1	18
	10	24	2			26
Total		92	6	3	2	103

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.151 ^a	27	.622
Likelihood Ratio	21.767	27	.749
Linear-by-Linear Association	1.005	1	.316
N of Valid Cases	103		

a. 32 cells (80.0%) have expected count less than 5. The minimum expected count is .04.

My name * My race is ____.

Crosstab

Count

		My race is .				Total
		white/cauc asian	black/african -american	asian	hispanic	
My name	1	2		1		3
	2	3	1			4
	3	11				11
	4	9		1		10
	5	7		1		8
	6	8	1			9
	7	9				9
	8	7	2		1	10
	9	14	1			15
	10	21				21
Total		91	5	3	1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.349 ^a	27	.089
Likelihood Ratio	26.861	27	.471
Linear-by-Linear Association	1.425	1	.233
N of Valid Cases	100		

a. 32 cells (80.0%) have expected count less than 5. The minimum expected count is .03.

Each student's name * My race is ____.

Crosstab

Count

		My race is ____.				Total
		white/caucasian	black/african-american	asian	hispanic	
Each student's name	1	1		1		2
	2	9	1	1		11
	3	6		1		7
	4	5				5
	5	5	1			6
	6	9				9
	7	15	2		1	18
	8	12				12
	9	11	2		1	14
	10	19				19
Total		92	6	3	2	103

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.151 ^a	27	.135
Likelihood Ratio	26.348	27	.499
Linear-by-Linear Association	1.800	1	.180
N of Valid Cases	103		

a. 32 cells (80.0%) have expected count less than 5. The minimum expected count is .04.

Other * My race is ____.

Crosstab

Count

		My race is ____.		Total
		white/caucasian	asian	
Other	1		1	1
	2	1		1
	5	1		1
Total		2	1	3

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.000 ^a	2	.223
Likelihood Ratio	3.819	2	.148
Linear-by-Linear Association	.962	1	.327
N of Valid Cases	3		

a. 6 cells (100.0%) have expected count less than 5. The minimum expected count is .33.

There is a good chance I will be included in the yearbook. * My race is ____.

Crosstab

Count

		My race is ____.					Total
		white/caucasian	black/african-american	asian	hispanic	other	
There is a good chance I will be included in the yearbook.	strongly disagree	16		1	1		18
	disagree	23	1				24
	neutral	41	3	1		1	46
	agree	19	2	1			22
	strongly agree	5			1		6
Total		104	6	3	2	1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.418 ^a	16	.424
Likelihood Ratio	14.408	16	.568
Linear-by-Linear Association	.258	1	.611
N of Valid Cases	116		

a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .05.

Of my friends, ____ have purchased a copy of the Volunteer Yearbook. * My race is ____.

Crosstab

Count

		My race is ____.					Total
		white/caucasian	black/african-american	asian	hispanic	other	
Of my friends, ____ have purchased a copy of the Volunteer Yearbook.	none	76	3	3	2	1	85
	a few	23	1				24
	several	5	1				6
	many		1				1
Total		104	6	3	2	1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.622 ^a	12	.031
Likelihood Ratio	11.190	12	.513
Linear-by-Linear Association	.139	1	.709
N of Valid Cases	116		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .01.

I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * My race is ____.

Crosstab

Count

		My race is			
		white/caucasian	black/african-american	asian	hispanic
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.	strongly disagree	8	2	1	1
	disagree	14	1		
	neutral	23	2	1	1
	agree	45	1	1	
	strongly agree	14			
Total		104	6	3	2

Crosstab

Count

		My race is	
		other	Total
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.	strongly disagree	1	13
	disagree		15
	neutral		27
	agree		47
	strongly agree		14
Total		1	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.866 ^a	16	.184
Likelihood Ratio	17.657	16	.344
Linear-by-Linear Association	10.518	1	.001
N of Valid Cases	116		

a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .11.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
I have/have not heard of the Volunteer Yearbook. * Do you currently or have you ever participated in Student Government?	116	99.1%	1	.9%	117	100.0%
I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * Do you currently or have you ever participated in Student Government?	116	99.1%	1	.9%	117	100.0%
I am _____ the Volunteer Yearbook. * Do you currently or have you ever participated in Student Government?	66	56.4%	51	43.6%	117	100.0%
I would be willing to pay no more than _____ for a copy of the Volunteer Yearbook. * Do you currently or have you ever participated in Student Government?	116	99.1%	1	.9%	117	100.0%
I would prefer the cost of the yearbook was included as a small charge in my student fees. * Do you currently or have you ever participated in Student Government?	116	99.1%	1	.9%	117	100.0%
Sports * Do you currently or have you ever participated in Student Government?	111	94.9%	6	5.1%	117	100.0%
Greek life * Do you currently or have you ever participated in Student Government?	106	90.6%	11	9.4%	117	100.0%
Organizations * Do you currently or have you ever participated in Student Government?	111	94.9%	6	5.1%	117	100.0%
Academic Happenings * Do you currently or have you ever participated in Student Government?	108	92.3%	9	7.7%	117	100.0%
Campus Life * Do you currently or have you ever participated in Student Government?	111	94.9%	6	5.1%	117	100.0%
A picture of me * Do you currently or have you ever participated in Student Government?	101	86.3%	16	13.7%	117	100.0%
A picture of every student * Do you currently or have you ever participated in Student Government?	104	88.9%	13	11.1%	117	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
My name * Do you currently or have you ever participated in Student Government?	101	86.3%	16	13.7%	117	100.0%
Each student's name * Do you currently or have you ever participated in Student Government?	104	88.9%	13	11.1%	117	100.0%
Other * Do you currently or have you ever participated in Student Government?	3	2.6%	114	97.4%	117	100.0%
There is a good chance I will be included in the yearbook. * Do you currently or have you ever participated in Student Government?	116	99.1%	1	.9%	117	100.0%
Of my friends, ___ have purchased a copy of the Volunteer Yearbook. * Do you currently or have you ever participated in Student Government?	116	99.1%	1	.9%	117	100.0%
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * Do you currently or have you ever participated in Student Government?	116	99.1%	1	.9%	117	100.0%

I have/have not heard of the Volunteer Yearbook. * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
I have/have not	7	11		11
heard of the	6	16	1	17
Volunteer	5	11	1	12
Yearbook.	4	6	1	7
	3	4		4
	2	16		16
	1	40	9	49
Total		104	12	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.512 ^a	6	.276
Likelihood Ratio	10.192	6	.117
Linear-by-Linear Association	3.151	1	.076
N of Valid Cases	116		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is .41.

I believe/do not believe the Volunteer Yearbook is a valuable UT tradition. * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
I believe/do	7	9	1	10
not believe	6	14	2	16
the Volunteer	5	21	1	22
Yearbook is a	4	22	3	25
valuable UT	3	24	5	29
tradition.	2	10		10
	1	4		4
Total		104	12	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.056 ^a	6	.669
Likelihood Ratio	5.459	6	.486
Linear-by-Linear Association	.015	1	.903
N of Valid Cases	116		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .41.

I am ____ the Volunteer Yearbook. * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
I am ____ the Volunteer Yearbook.	extremely unlikely to purchase	21	4	25
	unlikely to purchase	19	4	23
	undecided about whether or not to purchase	13	1	14
	likely to purchase	3	1	4
Total		56	10	66

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.104 ^a	3	.776
Likelihood Ratio	1.203	3	.752
Linear-by-Linear Association	.042	1	.838
N of Valid Cases	66		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .61.

I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.

*** Do you currently or have you ever participated in Student Government?**

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
I would be willing to pay no more than ____ for a copy of the Volunteer Yearbook.	I would not be willing to pay anything for the yearbook	15		15
	\$15	16	2	18
	\$25	8	1	9
	\$35	26	3	29
	\$45	28	4	32
	\$55	8	2	10
	\$65	3		3
Total		104	12	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.259 ^a	6	.776
Likelihood Ratio	4.913	6	.555
Linear-by-Linear Association	1.250	1	.263
N of Valid Cases	116		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .31.

I would prefer the cost of the yerabook was included as a small charge in my student fees. * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
I would prefer the cost of the yerabook was included as a small charge in my student fees.	strongly disagree	25	3	28
	disagree	22	2	24
	neutral	27	4	31
	agree	18	3	21
	strongly agree	12		12
Total		104	12	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.064 ^a	4	.724
Likelihood Ratio	3.259	4	.515
Linear-by-Linear Association	.105	1	.746
N of Valid Cases	116		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.24.

Sports * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
Sports	1	3	1	4
	2	4	2	6
	3	12	1	13
	4	8		8
	5	10		10
	6	12	1	13
	7	6		6
	8	9	1	10
	9	7	3	10
	10	28	3	31
Total		99	12	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.030 ^a	9	.274
Likelihood Ratio	11.374	9	.251
Linear-by-Linear Association	.005	1	.944
N of Valid Cases	111		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .43.

Greek life * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
Greek life	1	15	3	18
	2	30	1	31
	3	6		6
	4	8	3	11
	5	7	1	8
	6	6		6
	7	5	1	6
	8	2		2
	9	6		6
	10	9	3	12
Total		94	12	106

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.296 ^a	9	.327
Likelihood Ratio	11.994	9	.214
Linear-by-Linear Association	.650	1	.420
N of Valid Cases	106		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .23.

Organizations * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
Organizations	1	1		1
	2	3		3
	3	9		9
	4	13	3	16
	5	17		17
	6	15	1	16
	7	4	1	5
	8	18	2	20
	9	7	2	9
	10	12	3	15
Total		99	12	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.008 ^a	9	.533
Likelihood Ratio	10.566	9	.307
Linear-by-Linear Association	2.678	1	.102
N of Valid Cases	111		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .11.

Academic Happenings * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
Academic Happenings	1	3		3
	2	9	2	11
	3	9		9
	4	16	1	17
	5	13	2	15
	6	10		10
	7	14	1	15
	8	5	1	6
	9	8	2	10
	10	9	3	12
Total		96	12	108

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.484 ^a	9	.587
Likelihood Ratio	9.271	9	.413
Linear-by-Linear Association	2.097	1	.148
N of Valid Cases	108		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .33.

Campus Life * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
Campus Life	1	2	2	4
	2	3		3
	3	6	1	7
	4	7		7
	5	9		9
	6	21	1	22
	7	12	1	13
	8	8	3	11
	9	12		12
	10	19	4	23
Total		99	12	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.368 ^a	9	.081
Likelihood Ratio	15.426	9	.080
Linear-by-Linear Association	.005	1	.943
N of Valid Cases	111		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .32.

A picture of me * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
A picture of me	1	6		6
	2	8	2	10
	3	13	1	14
	4	5	1	6
	5	7		7
	6	4	1	5
	7	6		6
	8	10	2	12
	9	8	3	11
	10	22	2	24
Total		89	12	101

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.978 ^a	9	.639
Likelihood Ratio	8.543	9	.480
Linear-by-Linear Association	.207	1	.649
N of Valid Cases	101		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .59.

A picture of every student * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
A picture of every student	1	6		6
	2	2		2
	3	8	2	10
	4	6	3	9
	5	4		4
	6	8	1	9
	7	10		10
	8	10		10
	9	17	1	18
	10	21	5	26
Total		92	12	104

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.204 ^a	9	.262
Likelihood Ratio	13.461	9	.143
Linear-by-Linear Association	.001	1	.974
N of Valid Cases	104		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .23.

My name * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
My name	1	3		3
	2	4		4
	3	10	1	11
	4	9	1	10
	5	7	1	8
	6	6	3	9
	7	8	2	10
	8	10		10
	9	15		15
	10	17	4	21
Total		89	12	101

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.049 ^a	9	.347
Likelihood Ratio	12.492	9	.187
Linear-by-Linear Association	.202	1	.653
N of Valid Cases	101		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .36.

Each student's name * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
Each student's name	1	2		2
	2	10	1	11
	3	6	1	7
	4	5		5
	5	4	3	7
	6	7	2	9
	7	17	1	18
	8	12		12
	9	14		14
	10	16	3	19
Total		93	11	104

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.059 ^a	9	.120
Likelihood Ratio	14.379	9	.109
Linear-by-Linear Association	.240	1	.624
N of Valid Cases	104		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .21.

Other * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?	
		no	Total
Other	1	1	1
	2	1	1
	5	1	1
Total		3	3

Chi-Square Tests

	Value
Pearson Chi-Square	. ^a
N of Valid Cases	3

a. No statistics are computed because Do you currently or have you ever participated in Student Government? is a constant.

There is a good chance I will be included in the yearbook. * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		
		no	yes	Total
There is a good chance I will be included in the yearbook.	strongly disagree	18	1	19
	disagree	22	1	23
	neutral	43	3	46
	agree	17	5	22
	strongly agree	4	2	6
Total		104	12	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.202 ^a	4	.056
Likelihood Ratio	7.699	4	.103
Linear-by-Linear Association	5.958	1	.015
N of Valid Cases	116		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .62.

Of my friends, ___ have purchased a copy of the Volunteer Yearbook. * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
Of my friends, ___ have purchased a copy of the Volunteer Yearbook.	none	80	5	85
	a few	18	6	24
	several	6		6
	many		1	1
Total		104	12	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.742 ^a	3	.001
Likelihood Ratio	12.138	3	.007
Linear-by-Linear Association	6.005	1	.014
N of Valid Cases	116		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .10.

I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon. * Do you currently or have you ever participated in Student Government?

Crosstab

Count

		Do you currently or have you ever participated in Student Government?		Total
		no	yes	
I would be more likely to buy the Volunteer Yearbook if I were given a discount or coupon.	strongly disagree	12	1	13
	disagree	15		15
	neutral	25	3	28
	agree	40	6	46
	strongly agree	12	2	14
Total		104	12	116

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.429 ^a	4	.657
Likelihood Ratio	3.936	4	.415
Linear-by-Linear Association	1.409	1	.235
N of Valid Cases	116		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.34.