

SURVEY SAYS

Even though it's true that your student readers have **THE** most important opinions about your yearbook, you often forget or even intentionally don't ask them what they think. This year, decide that you will change that and survey your readers after your yearbook comes out to find out how they like (or don't like) it.

One warning: you will need a thick skin. Teenagers (as you surely know) can be pretty frank with their opinions. Take it all with a grain of salt but use what you learn to improve your yearbook for the people who actually matter—your buyers.

At right is a sample survey you can use as a starting point for your own. Run off a bunch and place them in random copies of your yearbooks before you give them out. Then offer a reward (entry into a raffle, a free can of pop, a free yearbook plastic cover, etc.) to get them back. Then read them and assimilate what they say.



• YEARBOOK SURVEY •



Dear Reader,

The staff of the 2013 [*Your Book Name*] would like to know your reactions to the 2013 yearbook so that we may continue to publish a yearbook that you will enjoy and that does a good job of recording life here at Jostens High School as it really was. Please answer the questions below and return this survey to the yearbook room before June XX. All those who turn it in before that date will receive a free 8-page autograph section.

What grade are you in? (*please circle one*) 9 10 11 12

Are you? (*please circle one*) Male Female

Did you buy a yearbook this year? (*please circle one*) Yes No

If you did not buy a yearbook this year, why not? _____

If you bought a yearbook this year, how many times are you pictured in it? _____

What was the first thing you looked at in the yearbook when you got it? _____

Was it easy for you to locate people and groups that you were looking for in the yearbook? Yes No

What did you think about: Too much Not enough Just right

The amount of writing _____ _____ _____

The number of photos _____ _____ _____

The amount of artwork _____ _____ _____

The number of color pages _____ _____ _____

What did you think about the captions used to identify the photos? (*please circle one*)

Easy to follow and interesting to read Easy to follow but didn't tell me anything new

Confusing Boring

What do you think of the yearbook price this year? (*please circle one*) Expensive A good value

On the back of this sheet, please answer the following questions:

What did you like most about the yearbook? What did you like least? Would you be interested in being on the yearbook staff? If you could change one thing about the yearbook, what would it be?