

March 9, 2007

UConn Survey Update – Key Findings

Awareness and Usage – Overall Increase

- *Twice* as many people indicated they have used reQuest
- About the same number of people indicated they know what reQuest is
- Number of people who indicated they have used iCONN increased from 36% to 57% - *a 58% increase*
- Number of people aware of iCONN increased slightly from 14% to 18% - *a 29% increase*
- Number of people indicating they are:
 - “very familiar” with iCONN increased from 4% to 8% - *a 100% increase*
 - “somewhat familiar” with iCONN increased from 27% to 32% - *a 19% increase*

Non-Awareness and Non-Usage – Overall Decrease

- Number of people indicating they have “not used” iCONN decreased from 64% to 39%
- Number of people indicating they are “not familiar at all” with iCONN decreased from 29% to 20%

Where Did You Hear About iCONN? Number of people indicating they heard about iCONN from:

- Word-of-mouth: increased from 4% to 22% - *a fivefold increase*
- College/university: increased from 13% to 21% - *a 62% increase*
- School they attend: increased from 8% to 14% - *a 75% increase*
- Librarian: *decreased* from 20% to 12%
- Word-of-mouth at work: increased from 1% to 7% - *a sevenfold increase*
- Received/saw information at the library: *decreased* from 9% to 5%
- Flyer/bookmark/other promotional materials: *increased* from 0 to 4%
- Radio: increased from 0 to 3% - *this stat is relevant to the WNPR ads*
- Internet (other than the iCONN website): *decreased* from 5% to 3% - *this stat is relevant to the ctnow.com ads*
- Event (fair, expo, etc.) - increased from 0 to 1% - *this stat is relevant to exhibiting at Durham Fair, etc.*
- Newspaper: *decreased* from 3% to 1% - *this stat is relevant to The Hartford Courant print ads*