Bookstore Satisfaction Survey

Description: Have not set the dates yet for the assessment - will fall within the window established. The attached surevy has data - please ignore. Please make suggestions if the survey is too long to keep users attention on the ipods.
Date Created: 2/17/2010 9:50:32 AM
Date Range: 3/1/2010 12:00:00 AM - 4/30/2010 11:59:00 PM
Total Respondents: 81

Q1. Which best describes your role on campus?

Count	Percent	
76	93.83%	Student
3	3.70%	Faculty
2	2.47%	Other (please specify)

Count	Percent	
1	50.00%	alumni
1	50.00%	staff

81 Respondents

Q2. What is your academic status?

Count	Percent	
14	17.28%	Freshman
16	19.75%	Sophomore
17	20.99%	Junior
24	29.63%	Senior
5	6.17%	Graduate student
5	6.17%	Not applicable

81 Respondents

Q3. How would you rate your overall shopping experience at the campus store?

Count	Percent	
22	27.16%	Excellent
39	48.15%	Good
19	23.46%	Average
1	1.23%	Below average
0	0.00%	Poor

81 Respondents

Q4. Please indicate your level of agreement with the following statement: - The overall shopping experience I receive in the campus bookstore is preferable to the experience I receive shopping at other retailers.

Count	Percent	
22	27.16%	Strongly agree
38	46.91%	Moderately agree
14	17.28%	Neither agree nor disagree
7	8.64%	Moderately disagree
0	0.00%	Strongly disagree

81 Respondents

Q5. Please indicate your level of agreement with the following statement: - The campus bookstore responds to feedback to improve services.

Count	Percent	
22	27.16%	Strongly agree
33	40.74%	Moderately agree
22	27.16%	Neither agree nor disagree
3	3.70%	Moderately disagree
1	1.23%	Strongly disagree
81	Respondents	

Q6. Please indicate your level of agreement with the following statement: - I believe that the campus bookstore places a high value on me as a customer.

Count	Percent	
29	36.25%	Strongly agree
34	42.50%	Moderately agree
11	13.75%	Neither agree nor disagree
6	7.50%	Moderately disagree
0	0.00%	Strongly disagree
80	Respondents	

Q7. Please indicate your level of agreement with the following statement: - Store policies (regarding returns, buyback, financial aid purchases, etc.) are customer-friendly.

Count	Percent	
24	30.00%	Strongly agree
34	42.50%	Moderately agree
13	16.25%	Neither agree nor disagree
7	8.75%	Moderately disagree
2	2.50%	Strongly disagree
80	Respondents	

Q8. Please indicate your level of agreement with the following statement: - I believe that the campus bookstore is committed to providing high quality products and services.

Count	Percent	
32	40.00%	Strongly agree
31	38.75%	Moderately agree
13	16.25%	Neither agree nor disagree
3	3.75%	Moderately disagree
1	1.25%	Strongly disagree
80	Respondents	

Q9. Please indicate your level of agreement with the following statement: - The campus bookstore contributes to my education by offering products and services that supplement my learning.

Count	Percent	
32	40.00%	Strongly agree
36	45.00%	Moderately agree
8	10.00%	Neither agree nor disagree
4	5.00%	Moderately disagree
0	0.00%	Strongly disagree
80	Respondents	

Q10. Please indicate your level of agreement with the following statement: - The non-textbook products (e.g., clothing, supplies) I need are always available at my campus bookstore.

Count	Percent	
29	36.25%	Strongly agree
31	38.75%	Moderately agree
12	15.00%	Neither agree nor disagree
7	8.75%	Moderately disagree
1	1.25%	Strongly disagree
80	Respondents	

Q11. What additional products and services would you like to see in the bookstore that are not there now?

Count	Percent
19	100.00%

Count	Percent	
1	5.26%	
1	5.26%	
1	5.26%	a changing room
1	5.26%	athletic shirts like the tigers fort had, more Greek items, more parent items
1	5.26%	bassebal"tees
1	5.26%	best seller books
1	5.26%	better clothig options
1	5.26%	computer software
1	5.26%	condoms
1	5.26%	different colored tshirts
1	5.26%	I would like to see a bigger variety of clothes
1	5.26%	international phonecard
1	5.26%	more stuff for classes n every day
1	5.26%	More zip up jackets and not just hoodies
1	5.26%	shoes

19 Respondents

Q12. Please indicate your level of agreement with the following statement: - The campus bookstore employees are informed, knowledgeable, and well-trained.

Count	Percent	
34	42.50%	Strongly agree
40	50.00%	Moderately agree
4	5.00%	Neither agree nor disagree
2	2.50%	Moderately disagree
0	0.00%	Strongly disagree
80	Respondents	

Q13. Please indicate your level of agreement with the following statement: - Employees at the campus bookstore are friendly and courteous.

Count	Percent	
46	57.50%	Strongly agree
27	33.75%	Moderately agree
5	6.25%	Neither agree nor disagree
1	1.25%	Moderately disagree
1	1.25%	Strongly disagree
80	Respondents	

Q14. Please indicate your level of agreement with the following statement: - The campus bookstore uses technology to enhance customer service (e.g., integration with campus systems, online ordering).

Count	Percent	
37	46.25%	Strongly agree
37	46.25%	Moderately agree
5	6.25%	Neither agree nor disagree
1	1.25%	Moderately disagree
0	0.00%	Strongly disagree
80	Respondents	

Q15. Please indicate your level of agreement with the following statement: - It is easy to shop at my campus bookstore (i.e., find the products I need, get the assistance I need).

Count	Percent	
36	45.00%	Strongly agree
31	38.75%	Moderately agree
11	13.75%	Neither agree nor disagree
2	2.50%	Moderately disagree
0	0.00%	Strongly disagree
80	Respondents	

Q16. If you were to change the bookstore's hours of operation, which of the following would you choose?

Count	Percent	
5	6.25%	The store should open earlier on weekdays.
26	32.50%	The store should add or extend weekend hours.
49	61.25%	I would not change the hours.
80	Respondents	

Q17. When shopping at the campus bookstore, what is the most important thing to you?

Count	Percent	
49	61.25%	Prices
16	20.00%	Convenient location
7	8.75%	Friendly service
6	7.50%	Quality of the products
2	2.50%	Favorable return policies
0	0.00%	Other (please specify)

Count	Percent
80	Respondents

Q18. How many times throughout the school year do you attend the campus store for any reason?		
Count	Percent	
3	3.75%	0 times
8	10.00%	Once
32	40.00%	2 - 3 times
16	20.00%	4 - 5 times
8	10.00%	6 - 7 times
13	16.25%	8 or more times
80	Respondents	

Q19. How many class textbooks do you purchase from the campus store? (Please enter numeric text only)		
Count	Percent	
47	100.00%	
Count	Percent	
1	2.13%	593
1	2.13%	22
1	2.13%	20
1	2.13%	12
3	6.38%	10
1	2.13%	9
2	4.26%	8
1	2.13%	7
6	12.77%	6
10	21.28%	5
5	10.64%	4
6	12.77%	3
5	10.64%	2
1	2.13%	1
3	6.38%	0
47	Respondents	

Q20. Please indicate your level of agreement with the following statement: - The campus store has the course materials I need, when I need them.		
Count	Percent	
27	33.75%	Strongly agree
39	48.75%	Moderately agree
7	8.75%	Neither agree nor disagree
6	7.50%	Moderately disagree
1	1.25%	Strongly disagree
80	Respondents	

Q21. Please indicate your level of agreement with the following statement: - The campus store has a good selection of used textbooks.		
Count	Percent	
22	27.50%	Strongly agree
38	47.50%	Moderately agree
12	15.00%	Neither agree nor disagree
7	8.75%	Moderately disagree
1	1.25%	Strongly disagree
80	Respondents	

Q22. Please indicate your level of agreement with the following statement: - The campus store has a good selection of new textbooks.		
Count	Percent	
35	44.30%	Strongly agree
31	39.24%	Moderately agree
12	15.19%	Neither agree nor disagree
1	1.27%	Moderately disagree
0	0.00%	Strongly disagree
79	Respondents	

Q23. What other comments do you have about the campus bookstore?

Count	Percent
14	100.00%

Count	Percent	
1	7.14%	appreciate the friendly
1	7.14%	buy back is somewhat not worth it and I don't believe student books are ever not worth at least something even in store credit
1	7.14%	expensive
1	7.14%	fghp
1	7.14%	good
1	7.14%	I think the staffs are very nice!
1	7.14%	i wish the books cost less. I haven't bought a book in two semesters because of the cost
1	7.14%	keep up the good work
1	7.14%	none
1	7.14%	none
1	7.14%	nonrp
1	7.14%	Pricing is high.
1	7.14%	we should be able to buy our books with our tiger card and at a lower cost

14 Respondents