

Bookstore Satisfaction Survey

Description: Have not set the dates yet for the assessment - will fall within the window established. The attached survey 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%	<div><div></div></div>	Student
3	3.70%	<div><div></div></div>	Faculty
2	2.47%	<div><div></div></div>	Other (please specify)
Count	Percent		
1	50.00%	<div><div></div></div>	alumni
1	50.00%	<div><div></div></div>	staff
81 Respondents			

Q2. What is your academic status?			
Count	Percent		
14	17.28%	<div><div></div></div>	Freshman
16	19.75%	<div><div></div></div>	Sophomore
17	20.99%	<div><div></div></div>	Junior
24	29.63%	<div><div></div></div>	Senior
5	6.17%	<div><div></div></div>	Graduate student
5	6.17%	<div><div></div></div>	Not applicable
81 Respondents			

Q3. How would you rate your overall shopping experience at the campus store?			
Count	Percent		
22	27.16%	<div><div></div></div>	Excellent
39	48.15%	<div><div></div></div>	Good
19	23.46%	<div><div></div></div>	Average
1	1.23%	<div><div></div></div>	Below average
0	0.00%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
38	46.91%	<div><div></div></div>	Moderately agree
14	17.28%	<div><div></div></div>	Neither agree nor disagree
7	8.64%	<div><div></div></div>	Moderately disagree
0	0.00%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
33	40.74%	<div><div></div></div>	Moderately agree
22	27.16%	<div><div></div></div>	Neither agree nor disagree
3	3.70%	<div><div></div></div>	Moderately disagree
1	1.23%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
34	42.50%	<div><div></div></div>	Moderately agree
11	13.75%	<div><div></div></div>	Neither agree nor disagree
6	7.50%	<div><div></div></div>	Moderately disagree
0	0.00%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
34	42.50%	<div><div></div></div>	Moderately agree
13	16.25%	<div><div></div></div>	Neither agree nor disagree
7	8.75%	<div><div></div></div>	Moderately disagree
2	2.50%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
31	38.75%	<div><div></div></div>	Moderately agree
13	16.25%	<div><div></div></div>	Neither agree nor disagree
3	3.75%	<div><div></div></div>	Moderately disagree
1	1.25%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
36	45.00%	<div><div></div></div>	Moderately agree
8	10.00%	<div><div></div></div>	Neither agree nor disagree
4	5.00%	<div><div></div></div>	Moderately disagree
0	0.00%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
31	38.75%	<div><div></div></div>	Moderately agree
12	15.00%	<div><div></div></div>	Neither agree nor disagree
7	8.75%	<div><div></div></div>	Moderately disagree
1	1.25%	<div><div></div></div>	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%	<div><div></div></div>	
Count	Percent		
1	5.26%	<div><div></div></div>	
1	5.26%	<div><div></div></div>	
1	5.26%	<div><div></div></div>	a changing room
1	5.26%	<div><div></div></div>	athletic shirts like the tigers fort had, more Greek items, more parent items
1	5.26%	<div><div></div></div>	bassebal"tees
1	5.26%	<div><div></div></div>	best seller books
1	5.26%	<div><div></div></div>	better clothig options
1	5.26%	<div><div></div></div>	computer software
1	5.26%	<div><div></div></div>	condoms
1	5.26%	<div><div></div></div>	different colored tshirts
1	5.26%	<div><div></div></div>	I would like to see a bigger variety of clothes
1	5.26%	<div><div></div></div>	international phonecard
1	5.26%	<div><div></div></div>	more stuff for classes n every day
1	5.26%	<div><div></div></div>	More zip up jackets and not just hoodies
1	5.26%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
40	50.00%	<div><div></div></div>	Moderately agree
4	5.00%	<div><div></div></div>	Neither agree nor disagree
2	2.50%	<div><div></div></div>	Moderately disagree
0	0.00%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
27	33.75%	<div><div></div></div>	Moderately agree
5	6.25%	<div><div></div></div>	Neither agree nor disagree
1	1.25%	<div><div></div></div>	Moderately disagree
1	1.25%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
37	46.25%	<div><div></div></div>	Moderately agree
5	6.25%	<div><div></div></div>	Neither agree nor disagree
1	1.25%	<div><div></div></div>	Moderately disagree
0	0.00%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
31	38.75%	<div><div></div></div>	Moderately agree
11	13.75%	<div><div></div></div>	Neither agree nor disagree
2	2.50%	<div><div></div></div>	Moderately disagree
0	0.00%	<div><div></div></div>	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%	<div><div></div></div>	The store should open earlier on weekdays.
26	32.50%	<div><div></div></div>	The store should add or extend weekend hours.
49	61.25%	<div><div></div></div>	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%	<div><div></div></div>	Prices
16	20.00%	<div><div></div></div>	Convenient location
7	8.75%	<div><div></div></div>	Friendly service
6	7.50%	<div><div></div></div>	Quality of the products
2	2.50%	<div><div></div></div>	Favorable return policies
0	0.00%	<div><div></div></div>	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%	<div><div></div></div>	0 times
8	10.00%	<div><div></div></div>	Once
32	40.00%	<div><div></div></div>	2 - 3 times
16	20.00%	<div><div></div></div>	4 - 5 times
8	10.00%	<div><div></div></div>	6 - 7 times
13	16.25%	<div><div></div></div>	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%	<div><div></div></div>	
Count	Percent		
1	2.13%	<div><div></div></div>	593
1	2.13%	<div><div></div></div>	22
1	2.13%	<div><div></div></div>	20
1	2.13%	<div><div></div></div>	12
3	6.38%	<div><div></div></div>	10
1	2.13%	<div><div></div></div>	9
2	4.26%	<div><div></div></div>	8
1	2.13%	<div><div></div></div>	7
6	12.77%	<div><div></div></div>	6
10	21.28%	<div><div></div></div>	5
5	10.64%	<div><div></div></div>	4
6	12.77%	<div><div></div></div>	3
5	10.64%	<div><div></div></div>	2
1	2.13%	<div><div></div></div>	1
3	6.38%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
39	48.75%	<div><div></div></div>	Moderately agree
7	8.75%	<div><div></div></div>	Neither agree nor disagree
6	7.50%	<div><div></div></div>	Moderately disagree
1	1.25%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
38	47.50%	<div><div></div></div>	Moderately agree
12	15.00%	<div><div></div></div>	Neither agree nor disagree
7	8.75%	<div><div></div></div>	Moderately disagree
1	1.25%	<div><div></div></div>	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%	<div><div></div></div>	Strongly agree
31	39.24%	<div><div></div></div>	Moderately agree
12	15.19%	<div><div></div></div>	Neither agree nor disagree
1	1.27%	<div><div></div></div>	Moderately disagree
0	0.00%	<div><div></div></div>	Strongly disagree
79	Respondents		

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

Count	Percent		
14	100.00%	<div><div></div></div>	
Count	Percent		
1	7.14%	<div><div></div></div>	appreciate the friendly
1	7.14%	<div><div></div></div>	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%	<div><div></div></div>	expensive
1	7.14%	<div><div></div></div>	fghp
1	7.14%	<div><div></div></div>	good
1	7.14%	<div><div></div></div>	I think the staffs are very nice!
1	7.14%	<div><div></div></div>	i wish the books cost less. I haven't bought a book in two semesters because of the cost
1	7.14%	<div><div></div></div>	keep up the good work
1	7.14%	<div><div></div></div>	none
1	7.14%	<div><div></div></div>	none
1	7.14%	<div><div></div></div>	nonrp
1	7.14%	<div><div></div></div>	Pricing is high.
1	7.14%	<div><div></div></div>	we should be able to buy our books with our tiger card and at a lower cost
14	Respondents		