

FINAL SURVEY RESULTS



Faculty SATISFACTION SURVEY SERVICE



National Association
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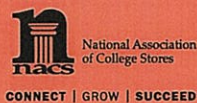
USC Aiken Bookstore

Aiken, SC
Spring 2010

WE KNOW CUSTOMER OPINIONS
ON THIS CAMPUS WILL INFLUENCE
THE FUTURE OF OUR STORE.



Faculty SATISFACTION SURVEY SERVICE



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Executive Summary

During the spring of 2010, USC Aiken Bookstore and the Office of Institutional Effectiveness conducted a Faculty Satisfaction Survey. The survey was created by the National Association of College Stores (NACS). A total of 39 online surveys were submitted. All completed surveys were compiled, tabulated, and analyzed by the NACS OnCampus Research staff.

The objective of the Faculty Satisfaction Survey was to assist the USC Aiken Bookstore in identifying and measuring factors essential to serving faculty. This included discovering bookstore strengths and pinpointing areas for improvement.

Overall Satisfaction Rating:

Overall rating of **4.13** on a scale of **1-low, to 5-high**.

Areas of Strength

	Importance	Satisfaction	Gap	Industry Gap
Textbooks and course materials on shelf before classes start	4.95	4.47	0.48	0.59
Timely resolution of textbook related-problems	4.79	4.15	0.64	0.56
Store responsiveness to special orders and requests	4.50	4.47	0.03	0.05
Knowledgeable store personnel	4.43	4.15	0.28	0.22
Personnel who are warm and friendly	4.41	4.08	0.33	-0.10
Communication/clarity of store policies (e.g., returns policy, etc.)	4.27	4.08	0.19	-0.26
Convenient store hours	4.26	4.33	-0.07	0.06
Assistance with coursepacks/duplicated course materials	4.05	4.91	-0.86	-0.31

Potential Areas for Improvement

	Importance	Satisfaction	Gap	Industry Gap
Communication of potential problems (e.g., out-of-stock)	4.81	3.76	1.05	0.83
Competitively priced textbooks	4.70	3.10	1.60	1.04
Availability of used textbooks	4.43	3.97	0.46	0.15
Reasonable deadlines for submitting textbook orders	4.39	3.67	0.72	0.22

Year-to-Year Comparison Summary

Year-to-Year Importance Ratings Comparison

	Year of Survey Results:	
	Spring 2010 50.6%, 39	Spring 2008 49.4%, 38
Importance Mean		
Textbook and course materials on shelf before classes start	4.95	4.53
Communication of potential problems (e.g., out-of-stock)	4.81	4.45
Availability of used textbooks	4.43	4.06
Timely resolution of textbook related problems	4.79	4.58
Competitively priced textbooks	4.70	4.38
Reasonable deadlines for submitting textbook orders	4.39	4.26
Assistance with coursepacks/duplicated course materials	4.05	4.13
Communication/clarity of store policies (e.g., returns policy, etc.)	4.27	4.05
Communication of store special events	3.12	3.91
Personnel who are warm and friendly to you	4.41	3.81
Store layout/organization	3.65	3.38
Knowledgeable store personnel	4.43	3.50
Store support of faculty authors	3.69	4.17
Store responsiveness to special orders and requests	4.50	3.85
Convenient store hours	4.26	3.48
Store selection of general and reference books	3.76	3.81
Store selection of office and school supplies	3.82	3.63
Store selection of software and computer products	3.15	3.76
Unique and interesting product selection	3.21	4.03

Year-to-Year Satisfaction Ratings Comparison

	Year of Survey Results:	
	Spring 2010 50.6%, 39	Spring 2008 49.4%, 38
Satisfaction Mean		
Textbook and course materials on shelf before classes start	4.47	4.00
Communication of potential problems (e.g., out-of-stock)	3.76	3.41
Availability of used textbooks	3.97	4.19
Timely resolution of textbook related problems	4.15	3.76
Competitively priced textbooks	3.10	4.32
Reasonable deadlines for submitting textbook orders	3.67	3.64
Assistance with coursepacks/duplicated course materials	4.91	4.23
Communication/clarity of store policies (e.g., returns policy, etc.)	4.08	4.04
Communication of store special events	4.56	2.90
Personnel who are warm and friendly to you	4.08	3.50
Store layout/organization	4.41	3.77
Knowledgeable store personnel	4.15	4.23
Store support of faculty authors	4.00	4.16
Store responsiveness to special orders and requests	4.47	3.94
Convenient store hours	4.33	3.71
Store selection of general and reference books	3.57	3.30
Store selection of office and school supplies	3.97	3.62
Store selection of software and computer products	3.79	3.44
Unique and interesting product selection	3.78	3.42

Overall Store Rating Comparison

	Year of Survey Results:	
	Spring 2010 50.6%, 39	Spring 2008 49.4%, 38
OVERALL STORE EVALUATION Mean	4.13	3.91

Year-to-Year Faculty Response Comparison

	Year of Survey Results:			
	Spring 2010 50.6%, 39		Spring 2008 49.4%, 38	
What is your discipline?				
Communications	5.1%	2	10.8%	4
Education	5.1%	2	5.4%	2
Health-Related	17.9%	7	13.5%	5
Humanities	38.5%	15	16.2%	6
Mathematics/Computer Sciences	2.6%	1	5.4%	2
Sciences	15.4%	6	21.6%	8
Social Sciences	5.1%	2	13.5%	5
Nursing	0.0%	0	5.4%	2
Other	10.3%	4	8.1%	3
Totals	100.0%	39	100.0%	37
What is your academic title?				
Professor	31.6%	12	23.7%	9
Assistant Professor	18.4%	7	36.8%	14
Associate Professor	18.4%	7	13.2%	5
Instructor	18.4%	7	15.8%	6
Dean	2.6%	1	2.6%	1
Chair	2.6%	1	2.6%	1
Other	7.9%	3	5.3%	2
Totals	100.0%	38	100.0%	38
How many years have you been a faculty member at the University of South Carolina Aiken?				
Median	8.00		6.00	
Minimum	2.00		0.00	
Maximum	34.00		30.00	
Are you a full-time or part-time faculty member?				
Full-time	94.7%	36	100.0%	35
Part-time	5.3%	2	0.0%	0
Totals	100.0%	38	100.0%	35
How often do you visit the USC Aiken Bookstore?				
Never	7.7%	3	5.6%	2
Once at the beginning of term	38.5%	15	27.8%	10
About once a month	38.5%	15	52.8%	19
About once a week	12.8%	5	8.3%	3
More than once a week	2.6%	1	5.6%	2
Totals	100.0%	39	100.0%	36
Personal purchases				
Mean	46.97		52.57	
Median	30.00		50.00	
Minimum	0.00		0.00	
Maximum	200.00		200.00	
Departmental purchases				
Mean	74.14		68.42	
Median	0.00		0.00	
Minimum	0.00		0.00	
Maximum	1000.00		600.00	

	Year of Survey Results:			
	Spring 2010 50.6%, 39		Spring 2008 49.4%, 38	
In the past twelve months, which of the following have you used for course instruction? (Select all that apply)				
Traditional printed course materials	100.0%	38	96.9%	31
Digital Course Materials	21.1%	8	40.6%	13
Digital Course Management	23.7%	9	34.4%	11
Other	0.0%	0	6.3%	2
Totals	*	*	*	*
In the next twelve months, which of the following do you plan to use for course instruction? (Select all that apply)				
Traditional printed course materials	100.0%	38	93.3%	28
Digital Course Materials	26.3%	10	43.3%	13
Digital Course Management	28.9%	11	50.0%	15
Other	0.0%	0	13.3%	4
Totals	*	*	*	*
What sources do you use to find information on bookstore events and sales? (Select all that apply)				
<i>The Pacer Times</i>	13.2%	5	16.2%	6
Fliers/ads in the campus mail	7.9%	3	10.8%	4
Posters/signs	15.8%	6	13.5%	5
E-mail	89.5%	34	97.3%	36
Faculty/staff newsletter	2.6%	1	8.1%	3
Bulletin boards	2.6%	1	8.1%	3
Web page	13.2%	5	2.7%	1
Other	2.6%	1	10.8%	4
Totals	*	*	*	*
If you know that the USC Aiken Bookstore normally carries a product you need, would you say...				
You would definitely purchase the item at the USC Aiken Bookstore	7.7%	3	26.3%	10
You may or may not purchase the item at the USC Aiken Bookstore	79.5%	31	68.4%	26
You probably would not purchase the item at the USC Aiken Bookstore	12.8%	5	5.3%	2
Totals	100.0%	39	100.0%	38
If you would not purchase a needed item at the bookstore, what are the reasons? (Select all that apply)				
Price	82.4%	28	63.6%	21
Location	5.9%	2	3.0%	1
Service	8.8%	3	0.0%	0
Product selection	23.5%	8	27.3%	9
More convenient to purchase elsewhere	26.5%	9	30.3%	10
Other	0.0%	0	6.1%	2
Totals	*	*	*	*

* Note: Multiple answer percentage-count totals not meaningful.

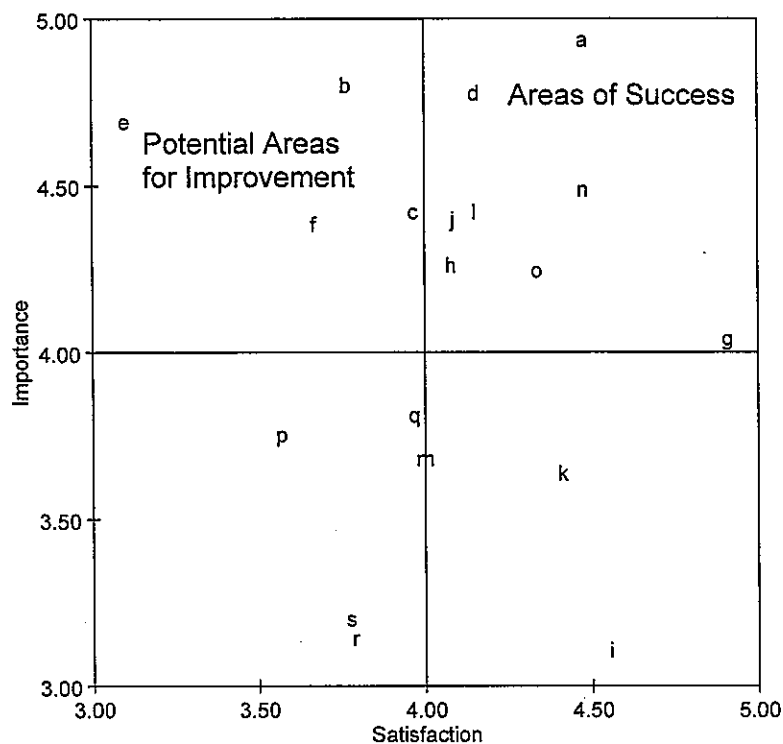
Comparison of Importance/Satisfaction Ratings (Mean Rating on Scale of 1-Low to 5-High)

The two tables below show the average importance and satisfaction ratings for each of USC Aiken Bookstore's attributes listed on the survey. Items that received relatively low satisfaction ratings and relatively high importance ratings warrant special attention and care, since they may contribute to decreased customer satisfaction.

Importance Mean	
Textbook and course materials on shelf before classes start	4.95
Communication of potential problems (e.g., out-of-stock)	4.81
Availability of used textbooks	4.43
Timely resolution of textbook related problems	4.79
Competitively priced textbooks	4.70
Reasonable deadlines for submitting textbook orders	4.39
Assistance with coursepacks/duplicated course materials	4.05
Communication/clarity of store policies (e.g., returns policy, etc.)	4.27
Communication of store special events	3.12
Personnel who are warm and friendly to you	4.41
Store layout/organization	3.65
Knowledgeable store personnel	4.43
Store support of faculty authors	3.69
Store responsiveness to special orders and requests	4.50
Convenient store hours	4.26
Store selection of general and reference books	3.76
Store selection of office and school supplies	3.82
Store selection of software and computer products	3.15
Unique and interesting product selection	3.21

Satisfaction Mean	
Textbook and course materials on shelf before classes start	4.47
Communication of potential problems (e.g., out-of-stock)	3.76
Availability of used textbooks	3.97
Timely resolution of textbook related problems	4.15
Competitively priced textbooks	3.10
Reasonable deadlines for submitting textbook orders	3.67
Assistance with coursepacks/duplicated course materials	4.91
Communication/clarity of store policies (e.g., returns policy, etc.)	4.08
Communication of store special events	4.56
Personnel who are warm and friendly to you	4.08
Store layout/organization	4.41
Knowledgeable store personnel	4.15
Store support of faculty authors	4.00
Store responsiveness to special orders and requests	4.47
Convenient store hours	4.33
Store selection of general and reference books	3.57
Store selection of office and school supplies	3.97
Store selection of software and computer products	3.79
Unique and interesting product selection	3.78

Faculty Satisfaction-Importance Matrix



Mean

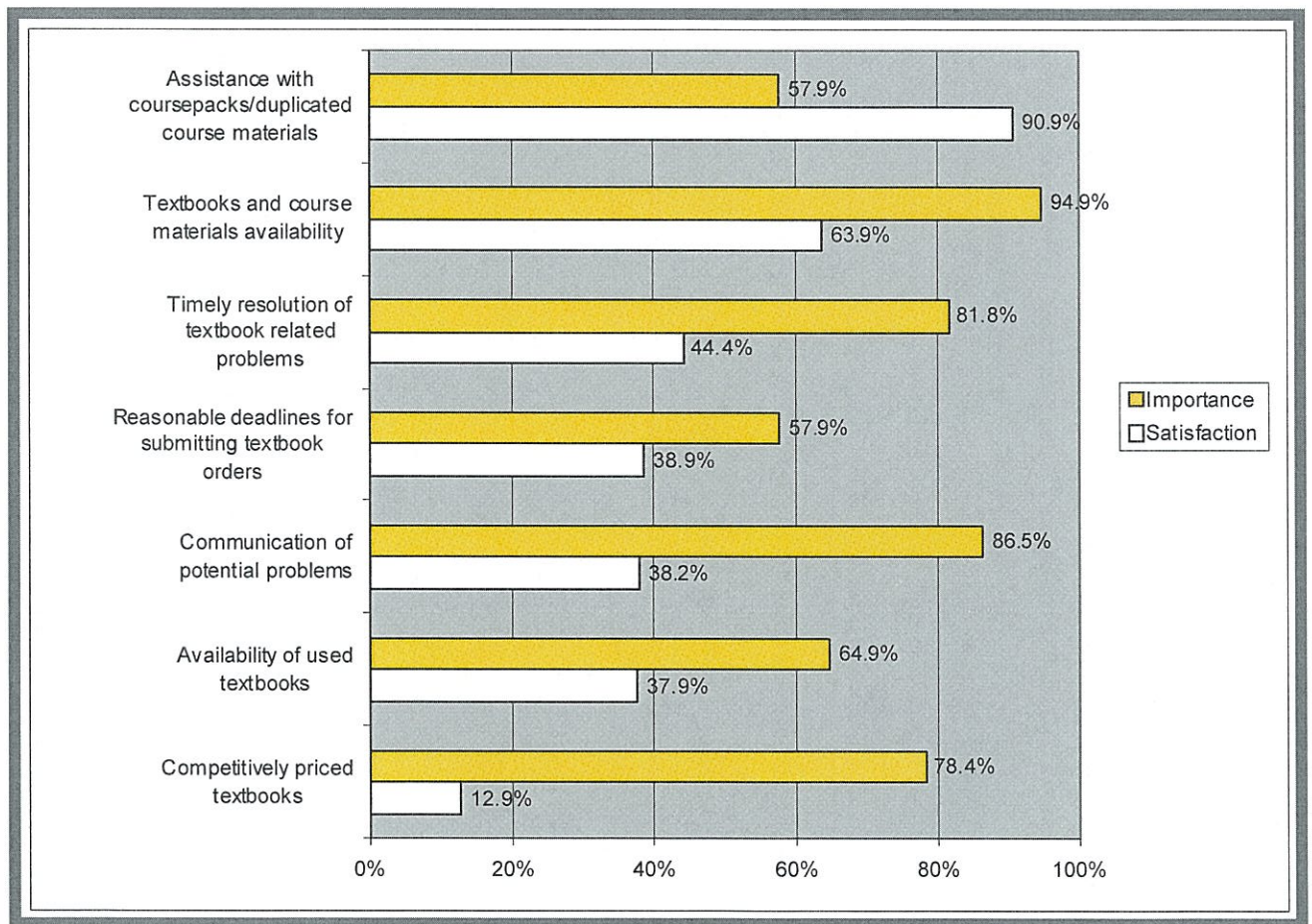
- a - Textbook and course materials on shelf before classes start
- b - Communication of potential problems (e.g., out-of-stock)
- c - Availability of used textbooks
- d - Timely resolution of textbook related problems
- e - Competitively priced textbooks
- f - Reasonable deadlines for submitting textbook orders
- g - Assistance with coursepacks/duplicated course materials
- h - Communication/clarity of store policies (e.g., returns policy, etc.)
- i - Communication of store special events
- j - Personnel who are warm and friendly to you
- k - Store layout/organization
- l - Knowledgeable store personnel
- m - Store support of faculty authors
- n - Store responsiveness to special orders and requests
- o - Convenient store hours
- p - Store selection of general and reference books
- q - Store selection of office and school supplies
- r - Store selection of software and computer products
- s - Unique and interesting product selection

Textbook Attributes

According to faculty respondents, textbook and course materials on shelf before classes start is the most important attribute of the bookstore.

The graph below compares the percentage of faculty rating either a 4 or 5 on *satisfaction* with the percentage of those rating a 4 or 5 on *importance* (1-low, to 5-high) for all textbook attributes:

Percentage of Faculty Rating a 4 or 5 on Satisfaction/Importance for Textbooks

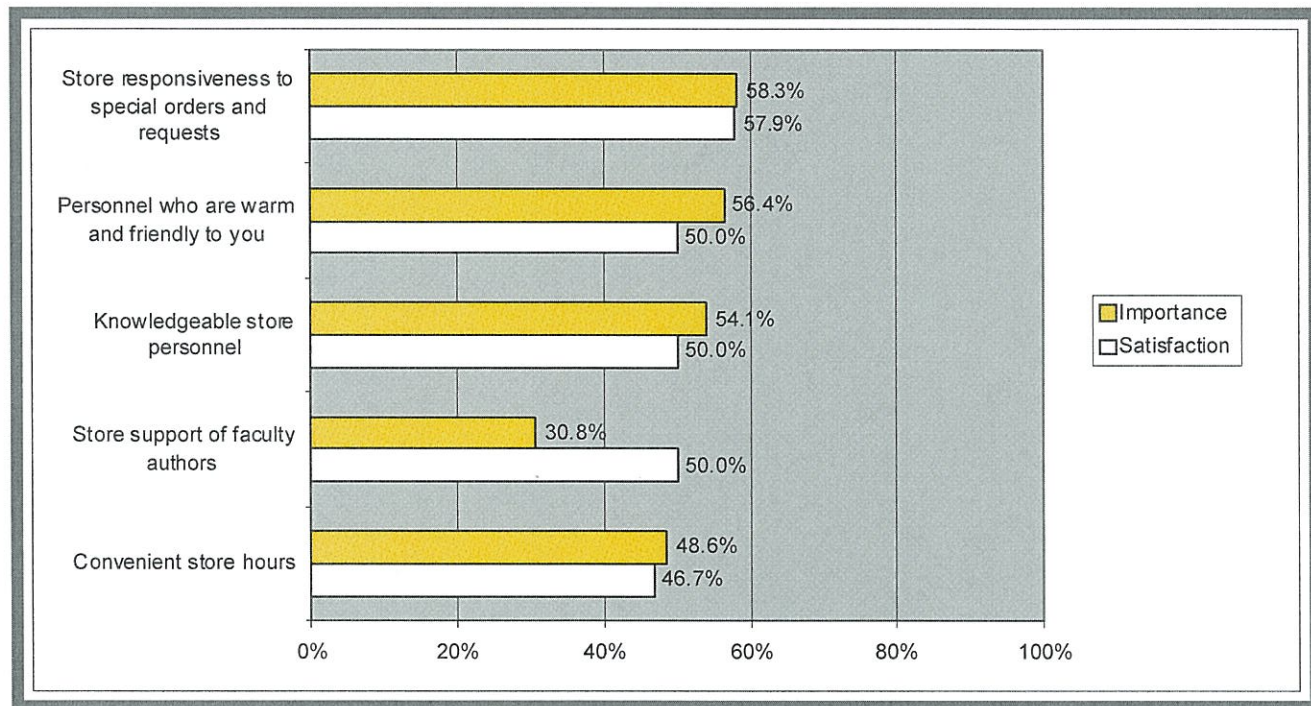


Several of the textbook attributes received a rating of 4 or 5 on satisfaction from more than 38.0% and the attribute, assistance with coursepacks/duplicated course materials, received high *satisfaction* ratings from 90.9% of the faculty respondents.

Service Attributes

The following graph compares the percentage of faculty rating either a 4 or 5 on *satisfaction* with the percentage rating a 4 or 5 on *importance* (1-low, to 5-high) for USC Aiken Bookstore's faculty service attributes:

Percentage of Faculty rating a 4 or 5 on Satisfaction/Importance for Service

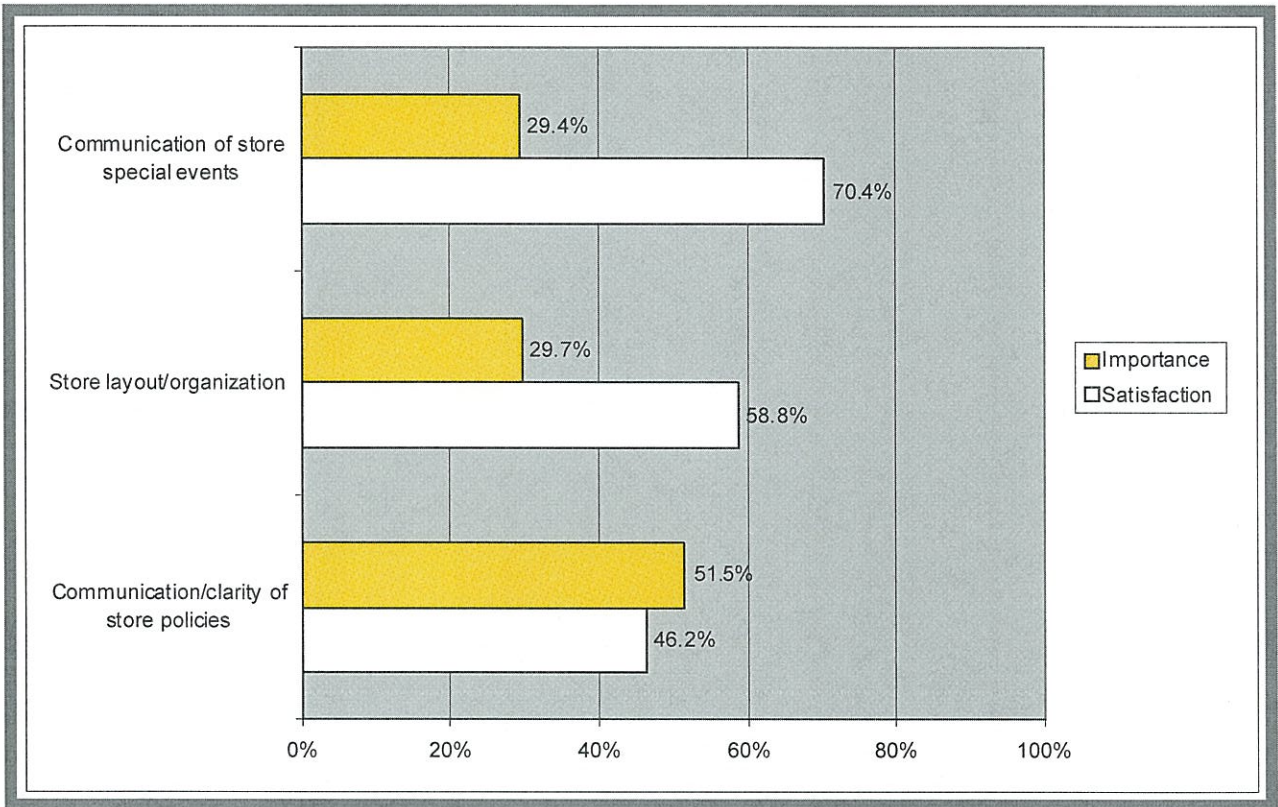


The attribute, store responsiveness to special orders and requests, received high *satisfaction* ratings from 57.9% of faculty respondents. Other attributes rated a 4 or 5 on satisfaction by 50.0% of the respondents include: personnel who are warm and friendly, knowledgeable store personnel, and store support of faculty authors.

Bookstore Attributes

The graph below compares the percentage of faculty rating either a 4 or 5 on *satisfaction* with the percentage rating a 4 or 5 on *importance* (l-low, to 5-high) for bookstore attributes:

Percentage of Faculty Rating a 4 or 5 on Satisfaction/Importance for Store Attributes

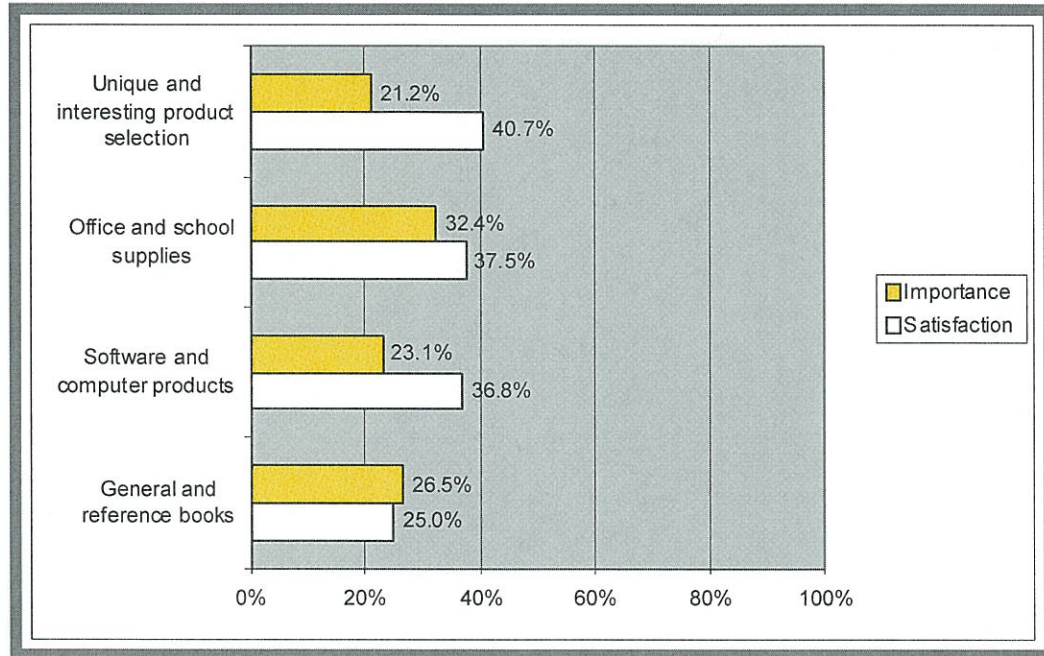


Communication of store special events received the highest *satisfaction* rating out of the bookstore attributes category with 70.4% rating it a 4 or 5. In addition, the attributes "store layout/organization" and "communication/clarity of store policies" received satisfaction ratings of 4 or 5 from 58.8% and 46.2%, respectively.

General Product Selection

The graph below compares the percentage of faculty rating either a 4 or 5 on *satisfaction* with the percentage rating a 4 or 5 on *importance* (1-low, to 5-high) for product selection attributes:

Percentage of Faculty Rating a 4 or 5 on Satisfaction/Importance for Product Selection



Unique and interesting product selection received the highest *satisfaction* rating out of the General Product Selection category with 40.7% rating it a 4 or 5. The attributes "office and school supplies" and "software and computer products" received satisfaction ratings of 4 or 5 from 37.5% and 36.8%, respectively.

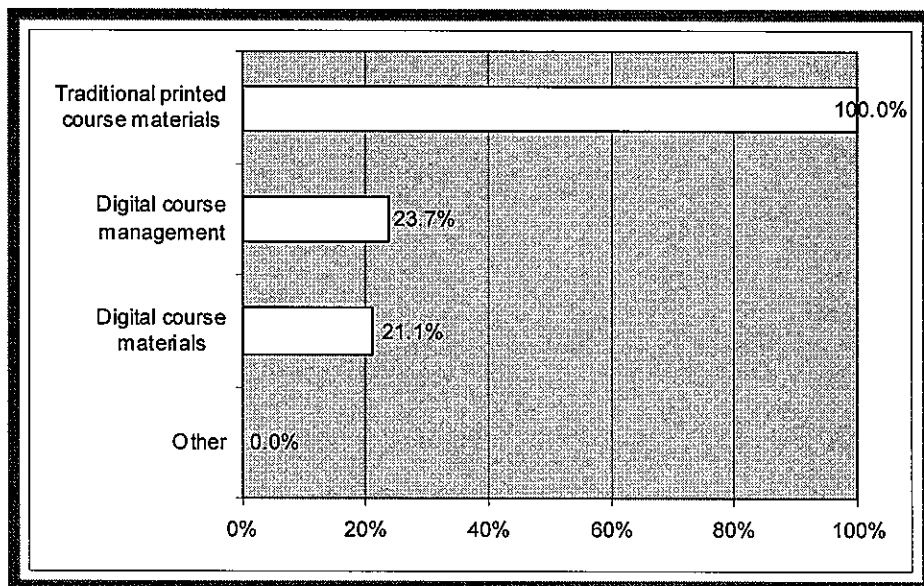
Faculty's Use of Course Materials

Faculty respondents continue to rely on traditional course materials for classroom instruction. In fact, 100% used these materials in the past twelve months, as well as plan to use them in the next twelve months. When comparing the use of digital materials in the past 12 months with the planned use in the next 12 months, 44.8% of the faculty members surveyed used the materials in the past and 55.2% plan to use them in the future.

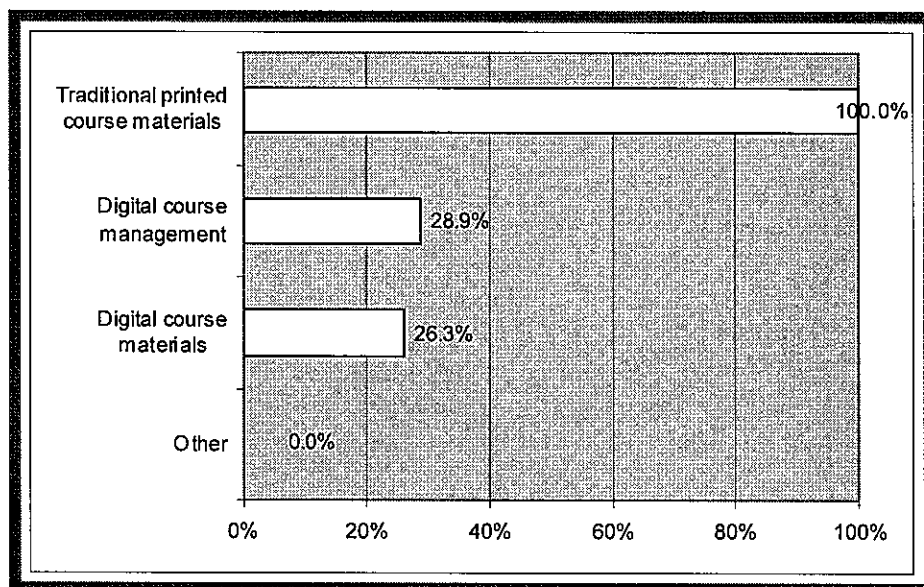
There appears to be an increased percentage of faculty members using digital materials, and the use of traditional materials remains relatively high—which may indicate that faculty members are planning to use these digital aids in addition, not opposed to, traditional textbooks to further enhance the educational experience.

The following graphs illustrate the faculty's use of course materials for the past and next 12 months:

Course Materials Used in the Past 12 Months



Course Materials Planned to Use in the Next 12 Months

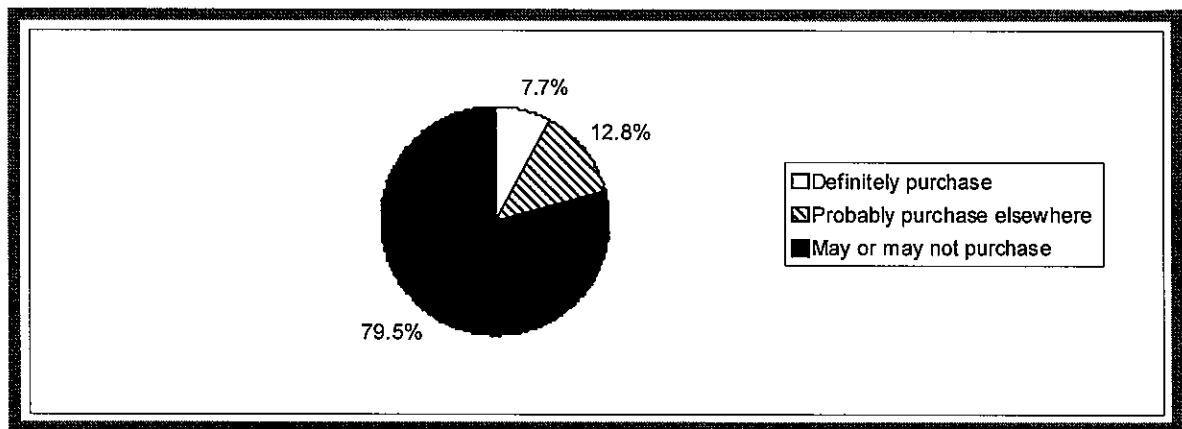


Faculty Purchasing Activities

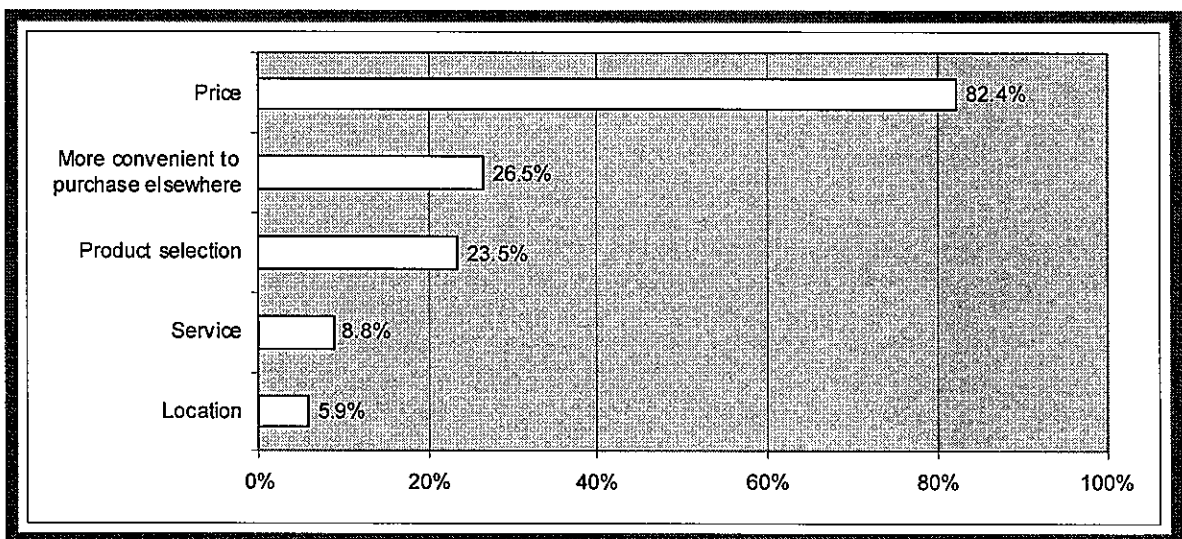
Respondents were asked about their purchasing habits regarding products the USC Aiken Bookstore normally carries. While 79.5% of the respondents are *neutral* about whether they would purchase a needed item at the bookstore, 7.7% would *definitely* purchase the item at the bookstore. Approximately 13.0% would likely purchase the item elsewhere.

When asked to indicate the factors that might prevent them from purchasing a needed item at the USC Aiken Bookstore, the most common response was price, selected by 82.4% of the respondents. Another 26.5% feel it is more convenient to purchase an item elsewhere and 23.5% had chosen product selection as a reason for not purchasing at the USC Aiken Bookstore. Additional factors include: service (8.8%) and location (5.9%).

Percentage of Faculty that *Would or Would Not* Purchase an Item



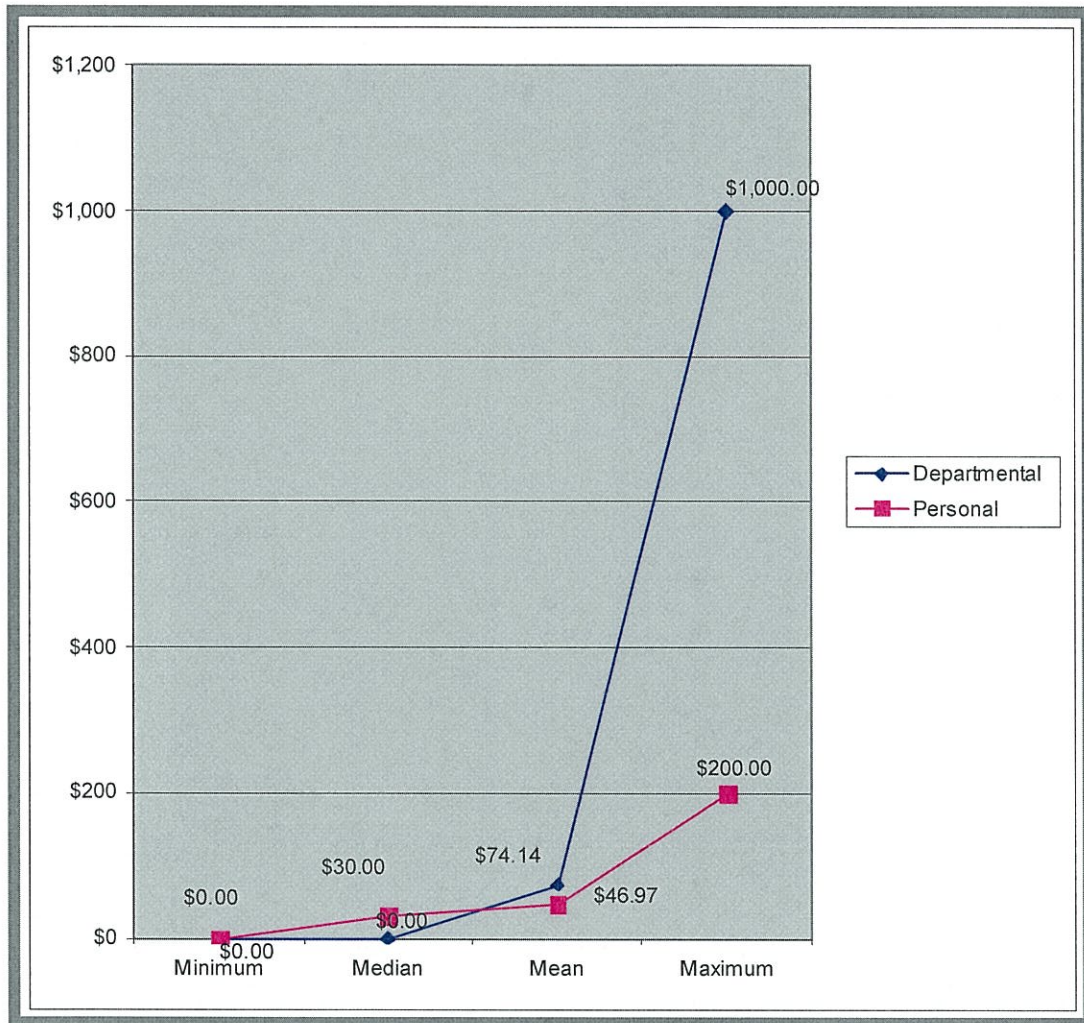
Reasons Why Faculty Would Not Purchase an Item



*Multiple answers can total over 100%

The faculty respondents spent \$46.97 (mean) for *personal purchases* during the past twelve months and \$74.14 (mean) on *departmental purchases*.

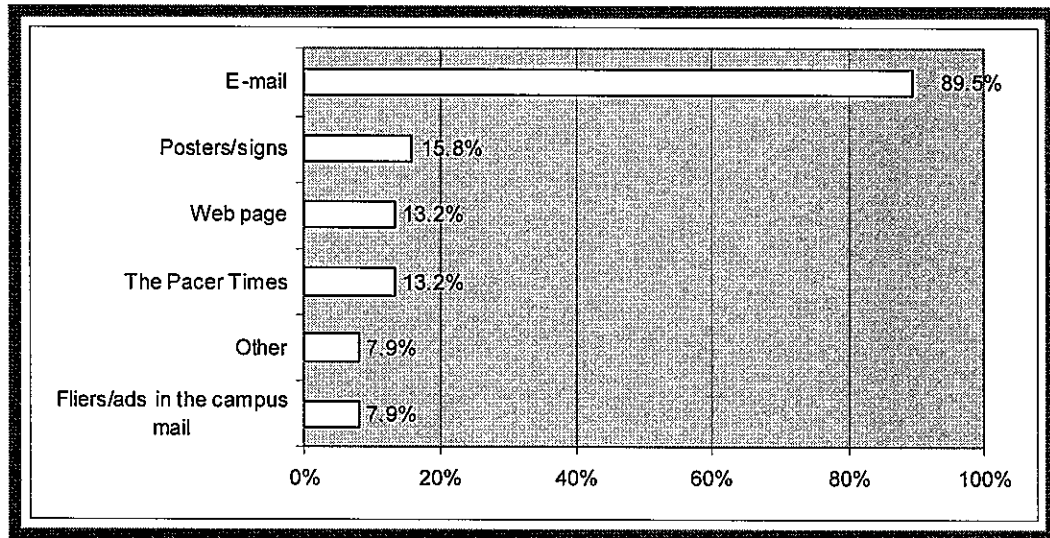
Amount Spent on Personal and Departmental Purchases During Last 12 Months



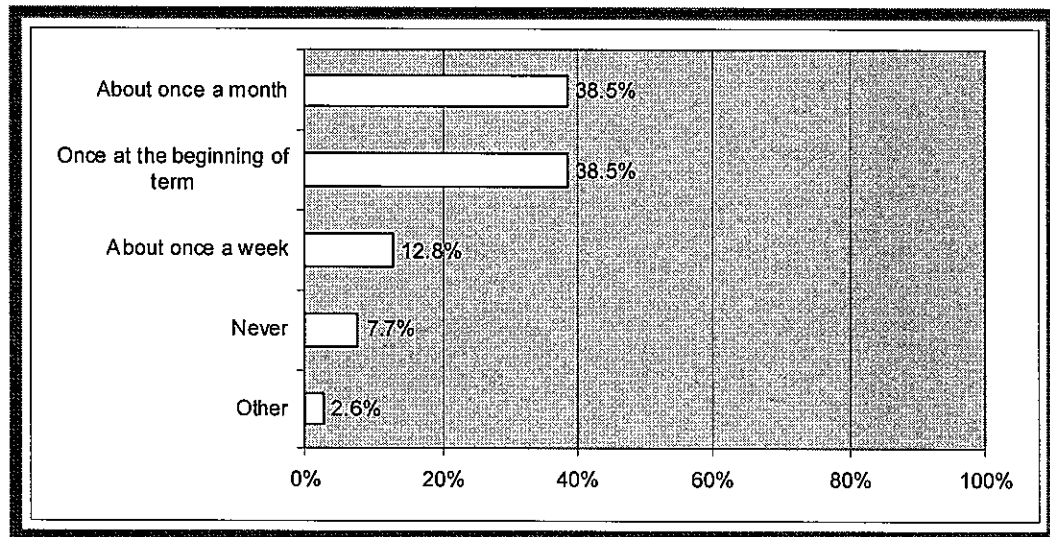
Popular Sources of Information on Sales & Events

The most important source of finding out about USC Aiken Bookstore events and sales is e-mail, selected by 89.5% of the respondents. In addition, 15.8% refer to posters and signs, while 13.2% look to the bookstore's web page and *The Pacer Times*. Respondents also cited fliers and ads in the campus mail (7.9%) to stay up-to-date on store sales and events.

Sources Used to Find Information on Sales & Events



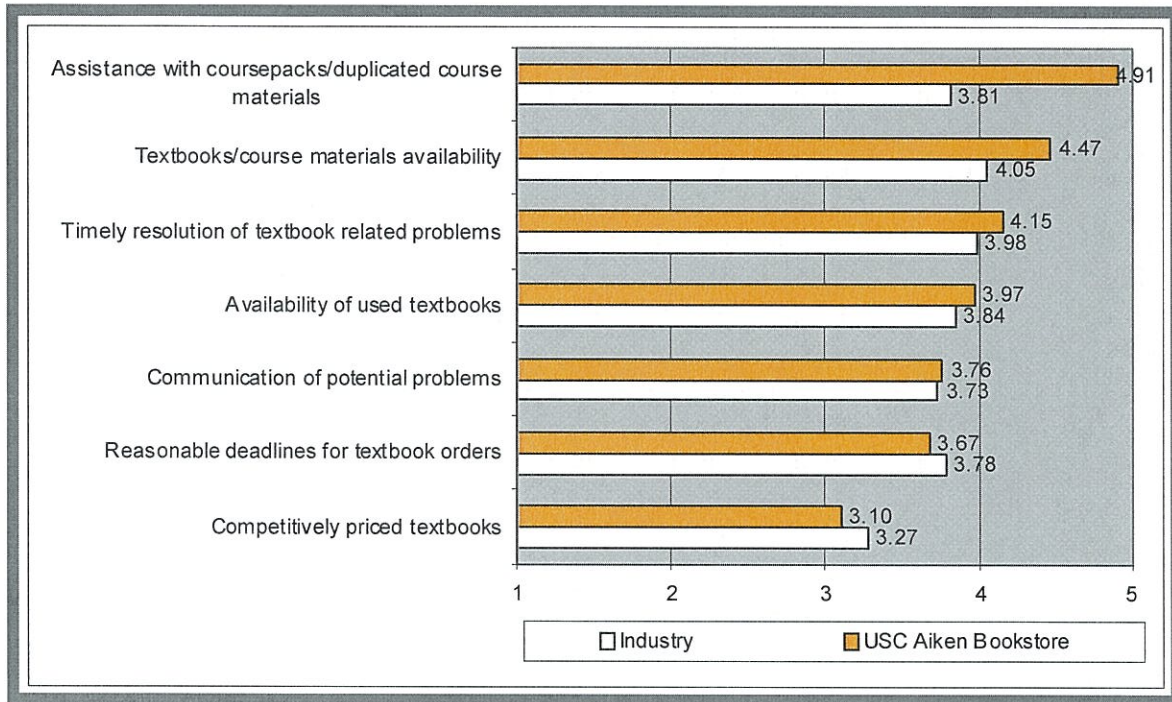
Frequency of Bookstore Visits



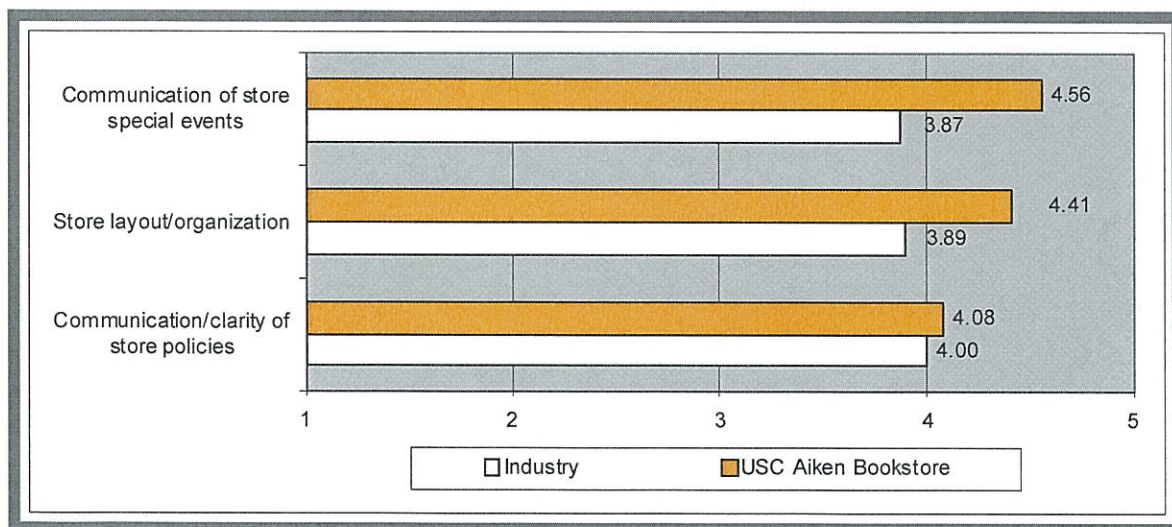
Industry Averages Comparison

The next section separates the *satisfaction* means by topic and compares them with NACS Industry Averages. The Industry Averages are compiled by entering the data from all bookstores that have used this service in the past. The comparison with the industry averages will give you a visual representation of how your store matches up with other bookstores around the nation.

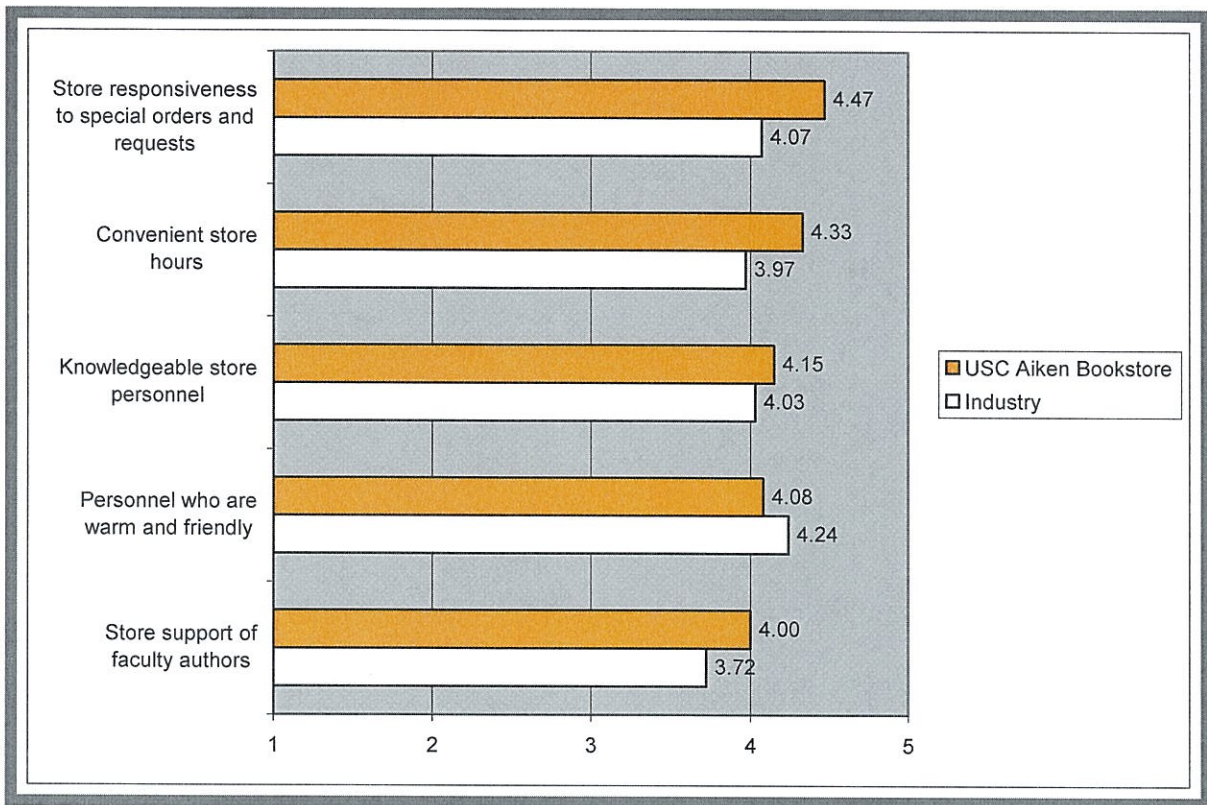
Comparison Satisfaction Ratings for Textbooks



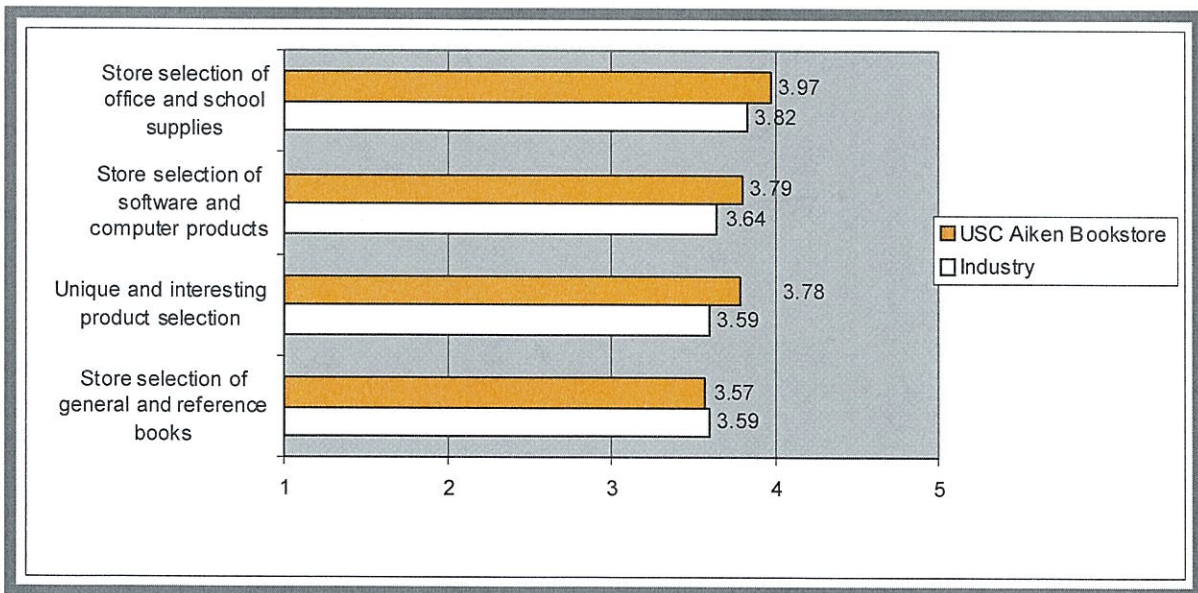
Comparison Satisfaction Ratings for Bookstore Attributes



Comparison Satisfaction Ratings for Bookstore Services



Comparison Satisfaction Ratings for Selection of Products



Faculty Survey: Industry Averages 2009

Faculty Industry Averages 2009

	Importance	Satisfaction	GAP
Textbook availability	4.64	4.05	0.59
Communication of potential problems	4.56	3.73	0.83
Availability of used books	3.99	3.84	0.15
Timely resolution of text problems	4.54	3.98	0.56
Competitively priced textbooks	4.31	3.27	1.04
Reasonable deadlines for orders	4.00	3.78	0.22
Assistance with coursepacks/duplicated course materials	3.50	3.81	-0.31
Communication/clarity of store policies	3.74	4.00	-0.26
Communication of store events	3.15	3.87	-0.72
Store personnel are warm & friendly	4.14	4.24	-0.10
Comfortable store environment (Layout / Organization)	3.58	3.89	-0.31
Knowledgeable store personnel	4.25	4.03	0.22
Store support of faculty authors	3.43	3.72	-0.29
Store responsiveness to special orders	4.12	4.07	0.05
Convenient store hours	4.03	3.97	0.06
Selection of general/reference books	3.61	3.59	0.02
Selection of office & school supplies	3.68	3.82	-0.14
Selection of software/computer products	3.37	3.64	-0.27
Unique & interesting products	3.22	3.59	-0.37
OVERALL EVALUATION			3.91

Faculty Survey: Industry Averages 2009

1. What is your discipline?

Business-related	10.8%
Communications	4.5%
Education	12.0%
Engineering	5.4%
Health-related	8.4%
Humanities	21.4%
Mathematics/Computer Sciences	5.9%
Sciences	12.3%
Social Sciences	16.8%
Vocational/Technical	4.2%
Other	10.4%

2. What is your academic title?

Professor	24.7%
Assistant Professor	21.3%
Associate Professor	19.0%
Instructor	15.1%
Lecturer	17.1%
Dean	1.8%
Chair	4.8%
Other	10.3%

3. How long have you been a faculty member on this campus?

Number of Years (Mean)	10.2
------------------------	------

4. Are you a full-time or part-time faculty member?

Full-time	77.0%
Part-time	23.0%

5. How often do you visit this bookstore?

Never	6.3%
Only at beginning/end of term	27.5%
About once a month	52.0%
About once a week	11.9%
More than once a week	4.5%
Daily	1.8%

6. Approximately how much did you spend at this bookstore during the past 12 months?

Personal Purchases:

Mean	\$183.00
Median	\$75.00

Departmental Purchases:

Mean	\$293.93
Median	\$59.79

7. In the Past 12 Months, which have you used for course instruction?

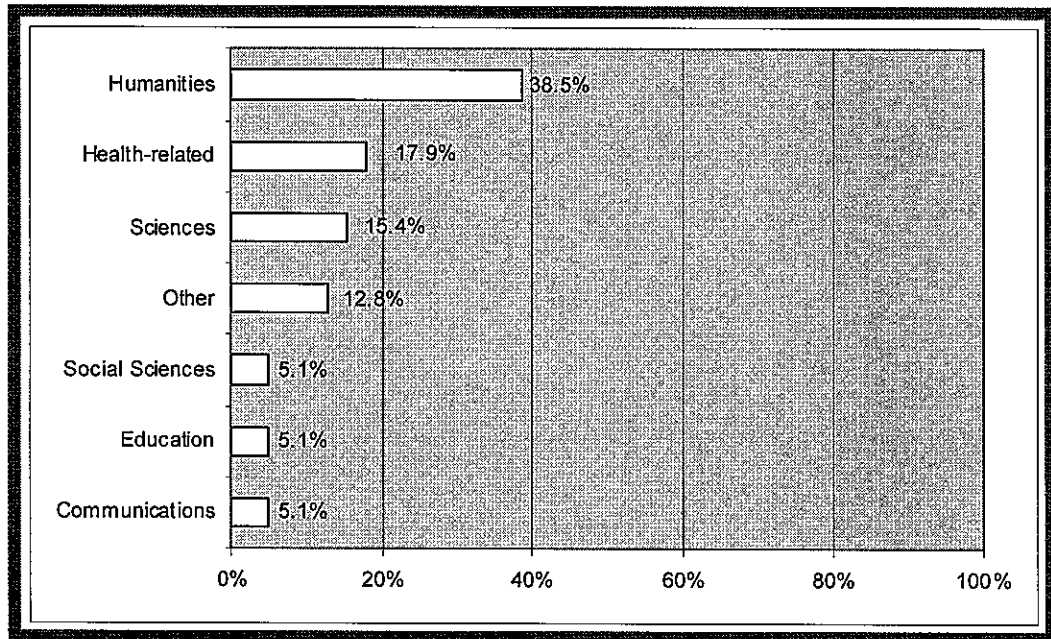
Traditional printed course materials (textbooks, coursepacks, etc.)	96.4%
Digital course materials (publisher websites, digital content producers, etc.)	30.5%
Digital course management (Blackboard, WebCT, etc.)	49.3%
Others	9.2%

8. In the Next 12 Months, which of the following do you plan to use for course instruction?	
Traditional printed course materials (textbooks, coursepacks, etc.)	94.6%
Digital course materials (publisher websites, digital content producers, etc.)	35.7%
Digital course management (Blackboard, WebCT, etc.)	51.8%
Others	10.0%
9. What sources do you use to find information on bookstore events and sales?	
Campus Newspaper	21.5%
E-mail	68.1%
Fliers/ads in the campus mail	31.9%
Faculty/staff newsletter	20.6%
Bulletin boards	6.5%
Campus radio	2.5%
Web page	14.0%
Posters/signs	20.6%
Other	8.0%
10. If the campus store normally carries a product you need, would you say...	
You would definitely purchase it at this bookstore	19.8%
You may or may not purchase it at this bookstore	72.3%
You probably would not purchase it at this bookstore	8.8%
11. If you would not purchase a needed item, what are the reasons?	
Price	70.3%
Parking	12.1%
Location	9.1%
Service	4.0%
Product selection	22.0%
More convenient elsewhere	34.5%
Other	8.5%

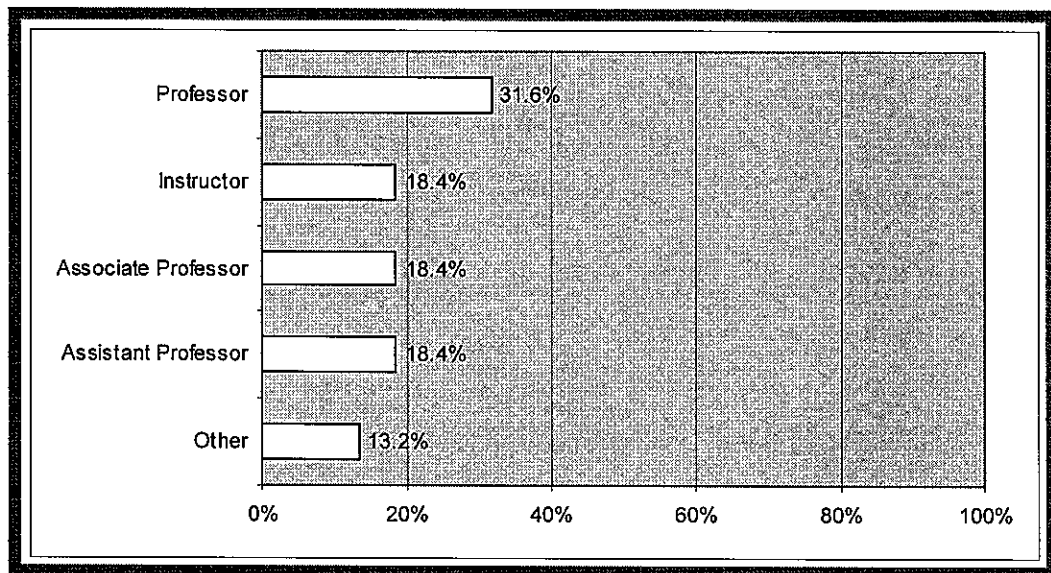
Respondent Demographics

Respondents hail from a wide range of disciplines—including Sciences, Humanities, and Education. Approximately 32.0% describe themselves as Professors and 94.7% are full-time faculty members on campus. Respondents were also asked to report the length of time that they have been faculty members. The responses ranged from a minimum of two years to an impressive 34 years, with a median of 8 years.

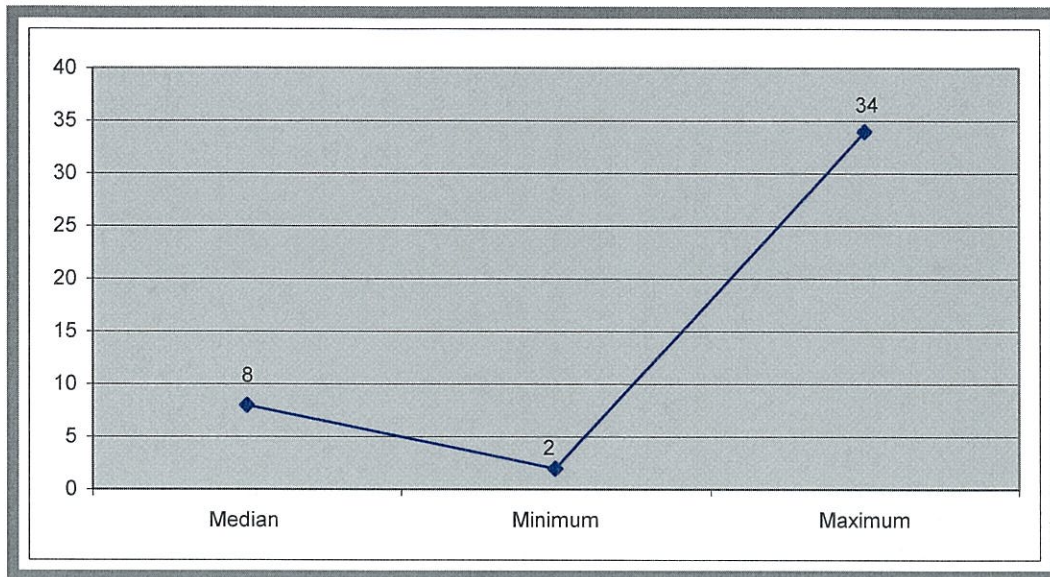
What Is Your Discipline?



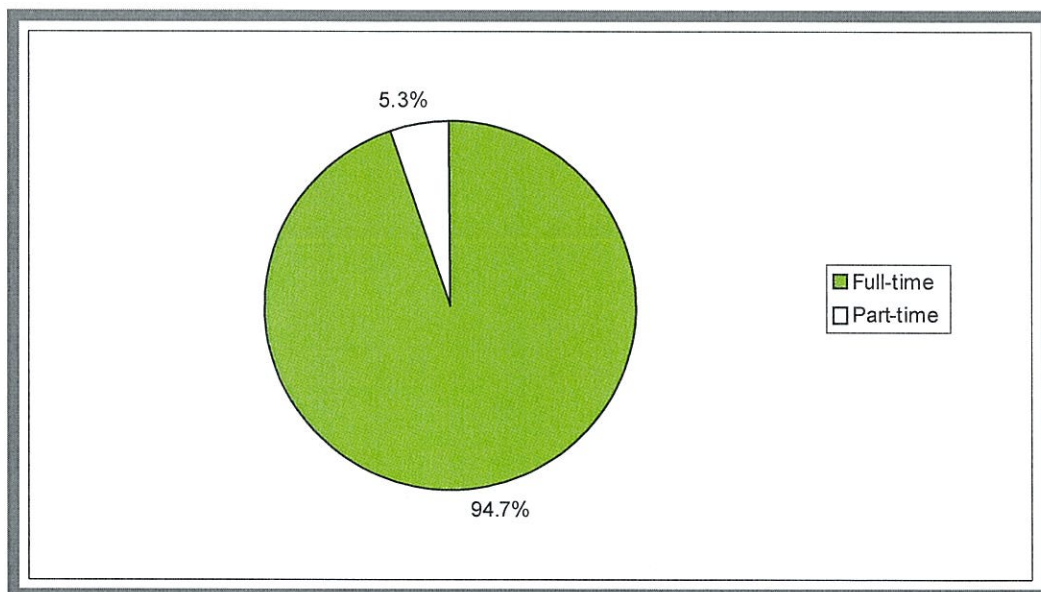
What Is Your Academic Title?



How Many Years Have You Been a Faculty Member?



Are You a Full-time or Part-time Faculty Member?



Verbatim Satisfaction Comments

Respondents were asked, **what they value most about the USC Aiken Bookstore.** The faculty responses are listed below. The comments are categorized by subject area.

Availability:

- Availability of used books.
- Availability of Vera Bradley purses.
- Availability to students.

Convenience:

- Convenience. (7)
- Convenient location.
- Convenient.

Customer Service/Staff:

- Fast, friendly service.
- Felicia.
- Friendly service.
- Helpful staff.
- Helpfulness of personnel.
- Staff is friendly and always helpful.
- The people are friendly.

Product Selection/Variety:

- Good selection.
- The variety is good with a snack corner, USCA logo items, and plenty of school supplies.

General Praise:

- Aesthetically-pleasing layout of store.
- Dependability.
- I appreciate the bookstore selling stamps.
- I enjoy the 20% faculty discount!
- Its presence.
- Its service to students and campus community.
- It's there when I want it, and the staff does a very good job handling my textbook orders.
- Sensitivity to student needs.
- The appearance and selection reminds me of a bookstore at a larger university.
- The appearance is very clean and very attractive.

Miscellaneous:

- Every university campus needs a good bookstore to serve its students. While I do not personally utilize the services of the bookstore other than ordering textbooks, I see it as a valuable part of our campus.

Miscellaneous: (Continued)

- I strongly believe the bookstore should be part of the university structure. I wish it behaved more like it was. It appears to support outside interests (e. g. ring companies and robe companies during Grad Finale) than the university and its students.)
- Needs to have materials for students.
- They sometimes have enough books for a given class available for that class...sometimes. And sometimes there are a few used copies available, but not often.
- USCA merchandise.

Verbatim Improvement Comments

Respondents were asked **what the USC Aiken Bookstore could do to better meet their needs.** The faculty responses are listed below. The comments are categorized by subject area.

Communication:

- Be friendlier in both personal and written communications (pleasantness is a virtue).
- Communicate better when books are out of stock.
- Respond to faculty requests.

Store Hours:

- Have better hours.
- Longer hours.

Online Web Site:

- Better web page, allow online ordering of clothing and materials.
- Do online sales and deliver.
- The online faculty adoption site often does not work during weekends and breaks, which is when I have time to place my orders.

Price:

- Compete with nursing uniform prices for students.
- Lower costs for students.
- Lower prices. (2)
- Reduce prices for students.

Product Selection/Variety:

- Carry a selection of fine cheeses.
- Carry more books and office products and fewer souvenir items. The last I checked the University of South Carolina was in Columbia. Let its bookstore carry its items. Be a bookstore.
- Purchase better selection of items.
- Wider range of USCA logo merchandise!

Textbook Pricing:

- Cheaper textbooks for students.
- Lower prices on textbooks.

General Praise:

- At the moment, nothing.
- I am satisfied at the present time.
- Nothing really.
- Nothing. (2)
- You do a great job.

Miscellaneous:

- Ask students and faculty what they might like to see carried in the bookstore, e.g., fewer shot glasses, and more useful office supplies and reference materials.
- Consider better organization and ease of use of course adoption forms, bookstore webpage and physical bookstore. Don't make demands of faculty or students when the bookstore is unable/unwilling to reciprocate even minor requests from faculty and students.
- Have books - on time.
- I would prefer our merchandise truly be USCA merchandise, which is to say, not shirts that say "Carolina."
- I'd rather see more books and less clothing offered for sale.
- NA.

Copy of Questionnaire



Please take a few minutes to give your views on the products and services of the **USC Aiken Bookstore**. Your opinions will help us improve our faculty services.

Start



Completed 

Please tell us for each of the following **how important** it is to you and if you had experience with the area, please tell us **how satisfied** you are with it.

Textbooks

	Importance					Satisfaction					
	Low		High			Low		High			
	1	2	3	4	5	1	2	3	4	5	N/A
Textbook and course materials on shelf before classes start	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication of potential problems (e.g., out-of-stock)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of used textbooks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timely resolution of textbook related problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitively priced textbooks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reasonable deadlines for submitting textbook orders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assistance with coursepacks/duplicated course materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Store Operations

	Importance					Satisfaction					
	Low		High			Low		High			
	1	2	3	4	5	1	2	3	4	5	N/A
Communication/clarity of store policies (e.g., returns policy, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication of store special events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personnel who are warm and friendly to you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store layout/organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledgeable store personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store support of faculty authors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store responsiveness to special orders and requests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient store hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**Products**

	Importance					Satisfaction					
	Low		High			Low		High			
	1	2	3	4	5	1	2	3	4	5	N/A
Store selection of general and reference books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store selection of office and school supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store selection of software and computer products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unique and interesting product selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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OVERALL STORE EVALUATION

☐ 1 Low ☐ 2 ☐ 3 ☐ 4 ☐ 5 High

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Information About You

What is your discipline?

- | | |
|--|---|
| <input type="radio"/> Business-Related | <input type="radio"/> Humanities |
| <input type="radio"/> Communications | <input type="radio"/> Mathematics/Computer Sciences |
| <input type="radio"/> Education | <input type="radio"/> Sciences |
| <input type="radio"/> Engineering | <input type="radio"/> Social Sciences |
| <input type="radio"/> Health-Related | <input type="radio"/> Vocation/Technical |

☐ Other: _____

What is your academic title?

- | | | | |
|---|---|--------------------------------|-----------------------------|
| <input type="radio"/> Professor | <input type="radio"/> Associate Professor | <input type="radio"/> Lecturer | <input type="radio"/> Chair |
| <input type="radio"/> Assistant Professor | <input type="radio"/> Instructor | <input type="radio"/> Dean | |

☐ Other: _____

How many years have you been a faculty member at the University of South Carolina Aiken?

Are you a full-time or part-time faculty member?

- ☐ Full-time ☐ Part-time

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How often do you visit the USC Aiken Bookstore?

- ☐ Never ☐ About once a month ☐ More than once a week
☐ Once at the beginning of term ☐ About once a week ☐ Daily

Approximately how much did you spend at the USC Aiken Bookstore during the past twelve months?

Personal purchases _____

Departmental purchases _____

In the past twelve months, which of the following have you used for course instruction? (*Select all that apply*)

- ☐ Traditional printed course materials (textbooks, coursepacks, etc.)
☐ Digital Course Materials (publisher web sites, digital content producers, etc.)
☐ Digital Course Management (Blackboard, WebCT, etc.)
☐ Other:

In the next twelve months, which of the following do you plan to use for course instruction? (*Select all that apply*)

- ☐ Traditional printed course materials (textbooks, coursepacks, etc.)
☐ Digital Course Materials (publisher web sites, digital content producers, etc.)
☐ Digital Course Management (Blackboard, WebCT, etc.)
☐ Other:

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What sources do you use to find information on bookstore events and sales? *(Select all that apply)*

- | | | |
|--|---|--|
| <input type="checkbox"/> <i>The Pacer Times</i> | <input type="checkbox"/> Posters/signs | <input type="checkbox"/> Bulletin boards |
| <input type="checkbox"/> Fliers/ads in the campus mail | <input type="checkbox"/> E-mail | <input type="checkbox"/> Web page |
| <input type="checkbox"/> Campus radio | <input type="checkbox"/> Faculty/staff newsletter | |
| <input type="checkbox"/> Other: _____ | | |

If you know that the USC Aiken Bookstore normally carries a product you need, would you say...

- ☐ You would definitely purchase the item at the USC Aiken Bookstore
- ☐ You may or may not purchase the item at the USC Aiken Bookstore
- ☐ You probably would not purchase the item at the USC Aiken Bookstore

If you would not purchase a needed item at the bookstore, what are the reasons? *(Select all that apply)*

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Price | <input type="checkbox"/> Service |
| <input type="checkbox"/> Parking | <input type="checkbox"/> Product selection |
| <input type="checkbox"/> Location | <input type="checkbox"/> More convenient to purchase elsewhere |
| <input type="checkbox"/> Other: _____ | |

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Additional Comments

What do you value about the USC Aiken Bookstore?

What could the USC Aiken Bookstore do to better meet your needs?

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[Submit](#)



Appendix
USC Aiken Bookstore
Summary Statistics

Importance Ratings

	Overall	Are you a full-time or part-time faculty member?		What is your academic title?					
		Full-time	Part-time	Professor	Assistant Professor	Associate Professor	Instructor	Other	
	39.0	94.7%, 36.0	5.3%, 2.0	31.6%, 12.0	18.4%, 7.0	18.4%, 7.0	18.4%, 7.0	13.2%, 5.0	
Importance Mean									
Textbook and course materials on shelf before classes start	4.95	4.94	5.00	4.92	5.00	4.86	5.00	5.00	5.00
Communication of potential problems (e.g., out-of-stock)	4.81	4.83	5.00	4.60	4.86	5.00	5.00	4.80	4.80
Availability of used textbooks	4.43	4.43	5.00	5.00	4.00	4.17	4.43	4.00	4.00
Timely resolution of textbook related problems	4.79	4.81	5.00	4.88	4.83	4.71	5.00	4.60	4.60
Competitively priced textbooks	4.70	4.71	4.00	4.82	4.83	4.57	4.71	4.40	4.40
Reasonable deadlines for submitting textbook orders	4.39	4.42	4.00	4.67	4.14	4.29	4.71	3.75	3.75
Assistance with coursepacks/duplicated course materials	4.05	4.12	3.00	4.20	4.67	3.50	4.00	4.00	4.00
Communication/clarity of store policies (e.g., returns policy, etc.)	4.27	4.26	4.00	4.38	3.83	4.29	4.83	4.20	4.20
Communication of store special events	3.12	3.06	-	3.00	3.00	3.14	3.14	4.33	4.33
Personnel who are warm and friendly to you	4.41	4.36	5.00	4.50	3.71	4.43	4.71	4.80	4.80
Store layout/organization	3.65	3.69	3.00	4.09	3.43	3.43	3.50	3.60	3.60
Knowledgeable store personnel	4.43	4.47	4.00	4.60	4.14	4.29	4.86	4.20	4.20
Store support of faculty authors	3.69	3.75	3.00	3.80	4.50	2.67	3.25	4.00	4.00
Store responsiveness to special orders and requests	4.50	4.55	4.00	4.67	4.00	4.80	4.60	4.25	4.25
Convenient store hours	4.26	4.30	3.00	4.50	4.00	4.00	4.67	4.20	4.20
Store selection of general and reference books	3.76	3.74	4.00	4.00	3.83	3.17	4.00	3.60	3.60
Store selection of office and school supplies	3.82	3.81	3.00	4.20	3.86	3.50	3.40	3.80	3.80
Store selection of software and computer products	3.15	3.08	-	3.11	2.50	3.60	2.75	3.67	3.67
Unique and interesting product selection	3.21	3.16	4.00	3.55	2.33	3.00	3.67	3.00	3.00

Satisfaction Ratings

	Overall	Are you a full-time or part-time faculty member?		What is your academic title?					
		Full-time	Part-time	Professor	Assistant Professor	Associate Professor	Instructor	Other	
	39.0	94.7%, 36.0	5.3%, 2.0	31.6%, 12.0	18.4%, 7.0	18.4%, 7.0	18.4%, 7.0	13.2%, 5.0	
Satisfaction Mean									
Textbook and course materials on shelf before classes start	4.47	4.50	4.00	4.73	4.50	4.43	4.57	4.00	
Communication of potential problems (e.g., out-of-stock)	3.76	3.71	4.00	3.90	4.00	3.67	3.86	3.40	
Availability of used textbooks	3.97	4.04	2.00	4.33	4.00	3.60	4.00	3.33	
Timely resolution of textbook related problems	4.15	4.20	2.00	4.50	4.00	4.40	4.50	3.80	
Competitively priced textbooks	3.10	3.03	4.00	2.67	3.75	3.00	3.33	3.60	
Reasonable deadlines for submitting textbook orders	3.67	3.71	3.00	3.73	4.29	3.50	3.86	3.00	
Assistance with coursepacks/duplicated course materials	4.91	4.91	-	5.00	4.67	5.00	5.00	5.00	
Communication/clarity of store policies (e.g., returns policy, etc.)	4.08	4.08	3.00	4.60	4.00	3.20	4.80	4.00	
Communication of store special events	4.56	4.54	-	4.57	4.20	4.75	4.57	4.67	
Personnel who are warm and friendly to you	4.08	4.12	3.00	4.36	4.17	3.50	4.57	3.80	
Store layout/organization	4.41	4.52	2.50	4.40	4.33	4.50	4.83	4.20	
Knowledgeable store personnel	4.15	4.19	3.00	4.11	4.00	4.17	4.71	4.00	
Store support of faculty authors	4.00	4.13	2.00	3.67	4.33	5.00	4.67	4.00	
Store responsiveness to special orders and requests	4.47	4.47	4.00	4.67	4.25	4.50	4.50	4.50	
Convenient store hours	4.33	4.36	4.00	4.14	4.67	4.50	4.20	4.40	
Store selection of general and reference books	3.57	3.64	2.50	3.71	3.60	3.60	4.00	3.40	
Store selection of office and school supplies	3.97	4.03	3.00	3.78	4.14	3.80	5.00	3.80	
Store selection of software and computer products	3.79	3.78	-	3.80	3.50	3.75	5.00	4.33	
Unique and interesting product selection	3.78	3.88	1.00	3.63	4.20	4.00	4.20	3.50	

Overall Store Evaluation

	Overall	Are you a full-time or part-time faculty member?		What is your academic title?					
		Full-time	Part-time	Professor	Assistant Professor	Associate Professor	Instructor	Other	
	39	94.7%, 36	5.3%, 2	31.6%, 12	18.4%, 7	18.4%, 7	18.4%, 7	13.2%, 5	
OVERALL STORE EVALUATION Mean	4.13	4.20	3.00	4.18	4.50	3.60	4.57	4.00	

Faculty Responses

	Overall	Are you a full-time or part-time faculty member?		What is your academic title?					
		Full-time	Part-time	Professor	Assistant Professor	Associate Professor	Instructor	Other	
What is your discipline?	39	94.7%, 36	5.3%, 2	31.6%, 12	18.4%, 7	18.4%, 7	18.4%, 7	13.2%, 5	
Communications	5.1% 2	5.6% 2	0.0% 0	16.7% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	
Education	5.1% 2	5.6% 2	0.0% 0	0.0% 0	0.0% 0	14.3% 1	0.0% 0	20.0% 1	
Health-Related	17.9% 7	19.4% 7	0.0% 0	16.7% 2	28.6% 2	14.3% 1	14.3% 1	20.0% 1	
Humanities	38.5% 15	38.9% 14	50.0% 1	8.3% 1	42.9% 3	42.9% 3	71.4% 5	40.0% 2	
Sciences	15.4% 6	16.7% 6	0.0% 0	25.0% 3	14.3% 1	14.3% 1	14.3% 1	0.0% 0	
Social Sciences	5.1% 2	5.6% 2	0.0% 0	16.7% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	
Other	12.8% 5	8.3% 3	50.0% 1	16.7% 2	14.3% 1	14.3% 1	0.0% 0	20.0% 1	
Totals	100.0% 39	100.0% 36	100.0% 2	100.0% 12	100.0% 7	100.0% 7	100.0% 7	100.0% 5	
What is your academic title?									
Professor	31.6% 12	31.4% 11	50.0% 1	100.0% 12	0.0% 0	0.0% 0	0.0% 0	0.0% 0	
Assistant Professor	18.4% 7	20.0% 7	0.0% 0	0.0% 0	100.0% 7	0.0% 0	0.0% 0	0.0% 0	
Associate Professor	18.4% 7	20.0% 7	0.0% 0	0.0% 0	0.0% 0	100.0% 7	0.0% 0	0.0% 0	
Instructor	18.4% 7	20.0% 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 7	0.0% 0	
Other	13.2% 5	8.6% 3	50.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 5	
Totals	100.0% 38	100.0% 35	100.0% 2	100.0% 12	100.0% 7	100.0% 7	100.0% 7	100.0% 5	
How many years have you been a faculty member at the University of South Carolina Aiken?									
Median	8.00	13.00	2.50	20.00	4.00	8.00	17.00	12.50	
Minimum	2.00	2.00	2.00	3.00	2.00	6.00	2.00	2.00	

	Overall	Are you a full-time or part-time faculty member?		What is your academic title?						
		Full-time	Part-time	Professor	Assistant Professor	Associate Professor	Instructor	Other		
Maximum	39	94.7%, 36	5.3%, 2	31.6%, 12	18.4%, 7	18.4%, 7	18.4%, 7	13.2%, 5		
	34.00	34.00	3.00	31.00	5.00	30.00	28.00	34.00		
Are you a full-time or part-time faculty member?										
Full-time	94.7% 36	100.0% 36	0.0% 0	91.7% 11	100.0% 7	100.0% 7	100.0% 7	75.0% 3		
Part-time	5.3% 2	0.0% 0	100.0% 2	8.3% 1	0.0% 0	0.0% 0	0.0% 0	25.0% 1		
Totals	100.0% 38	100.0% 36	100.0% 2	100.0% 12	100.0% 7	100.0% 7	100.0% 7	100.0% 4		
How often do you visit the USC Aiken Bookstore?										
Never	7.7% 3	8.3% 3	0.0% 0	0.0% 0	14.3% 1	14.3% 1	14.3% 1	0.0% 0		
Once at the beginning of term	38.5% 15	38.9% 14	50.0% 1	16.7% 2	28.6% 2	71.4% 5	42.9% 3	60.0% 3		
About once a month	38.5% 15	38.9% 14	50.0% 1	58.3% 7	57.1% 4	14.3% 1	42.9% 3	0.0% 0		
About once a week	12.8% 5	11.1% 4	0.0% 0	16.7% 2	0.0% 0	0.0% 0	0.0% 0	40.0% 2		
Other	2.6% 1	2.8% 1	0.0% 0	8.3% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0		
Totals	100.0% 39	100.0% 36	100.0% 2	100.0% 12	100.0% 7	100.0% 7	100.0% 7	100.0% 5		
Personal purchases										
Mean	46.97	47.90	0.00	64.09	40.83	30.71	55.00	27.50		
Median	30.00	30.00	0.00	50.00	27.50	1.00	75.00	22.50		
Minimum	0.00	0.00	0.00	0.00	5.00	0.00	0.00	0.00		
Maximum	200.00	200.00	0.00	200.00	100.00	200.00	100.00	65.00		
Departmental purchases										
Mean	74.14	13.46	400.00	112.22	0.00	0.00	4.00	373.33		
Median	0.00	0.00	400.00	0.00	0.00	0.00	0.00	120.00		
Minimum	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Maximum	1000.00	200.00	800.00	800.00	0.00	0.00	20.00	1000.00		
In the past twelve months, which of the following have you used for course instruction? (Select all that apply)										
Traditional printed course materials (textbooks, coursepacks, etc.)	100.0% 38	100.0% 36	100.0% 2	100.0% 12	100.0% 7	100.0% 7	100.0% 7	100.0% 4		
Digital Course Materials (publisher web sites, digital content producers, etc.)	21.1% 8	19.4% 7	50.0% 1	16.7% 2	14.3% 1	42.9% 3	0.0% 0	25.0% 1		
Digital Course Management (Blackboard, WebCT, etc.)	23.7% 9	22.2% 8	50.0% 1	25.0% 3	0.0% 0	28.6% 2	0.0% 0	75.0% 3		
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0		
Totals	100.0% 38	100.0% 36	100.0% 2	100.0% 12	100.0% 7	100.0% 7	100.0% 7	100.0% 4		

Overall	Are you a full-time or part-time faculty member?		What is your academic title?					
	Full-time	Part-time	Professor	Assistant Professor	Associate Professor	Instructor	Other	
39	94.7%, 36	5.3%, 2	31.6%, 12	18.4%, 7	18.4%, 7	18.4%, 7	13.2%, 5	
In the next twelve months, which of the following do you plan to use for course instruction? (Select all that apply) Traditional printed course materials (textbooks, coursepacks, etc.) Digital Course Materials (publisher web sites, digital content producers, etc.) Digital Course Management (Blackboard, WebCT, etc.) Other Totals	100.0% 38	100.0% 36	100.0% 12	100.0% 7	100.0% 7	100.0% 7	100.0% 4	
	26.3% 10	25.0% 9	25.0% 3	14.3% 1	57.1% 4	0.0% 0	25.0% 1	
	28.9% 11	27.8% 10	25.0% 3	14.3% 1	42.9% 3	0.0% 0	75.0% 3	
	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	
	*	*	*	*	*	*	*	
	Totals							
What sources do you use to find information on bookstore events and sales? (Select all that apply) <i>The Pacer Times</i> Fliers/ads in the campus mail Posters/signs E-mail Web page Other Totals	13.2% 5	13.9% 5	16.7% 2	0.0% 0	0.0% 0	42.9% 3	0.0% 0	
	7.9% 3	8.3% 3	8.3% 1	0.0% 0	0.0% 0	28.6% 2	0.0% 0	
	15.8% 6	16.7% 6	8.3% 1	28.6% 2	0.0% 0	42.9% 3	0.0% 0	
	89.5% 34	88.9% 32	91.7% 11	85.7% 6	85.7% 6	85.7% 6	100.0% 4	
	13.2% 5	13.9% 5	8.3% 1	14.3% 1	14.3% 1	28.6% 2	0.0% 0	
	7.9% 3	8.3% 3	16.7% 2	14.3% 1	0.0% 0	0.0% 0	0.0% 0	
If you know that the USC Aiken Bookstore normally carries a product you need, would you say... You would definitely purchase the item at the USC Aiken Bookstore You may or may not purchase the item at the USC Aiken Bookstore You probably would not purchase the item at the USC Aiken Bookstore Totals	7.7% 3	5.6% 2	8.3% 1	14.3% 1	0.0% 0	14.3% 1	0.0% 0	
	79.5% 31	83.3% 30	91.7% 11	85.7% 6	71.4% 5	71.4% 5	80.0% 4	
	12.8% 5	11.1% 4	0.0% 0	0.0% 0	28.6% 2	14.3% 1	20.0% 1	
	100.0% 39	100.0% 36	100.0% 12	100.0% 7	100.0% 7	100.0% 7	100.0% 5	
	Totals							
If you would not purchase a needed item at the bookstore, what are the reasons? (Select all that apply) Price Location	82.4% 28	81.3% 26	80.0% 8	40.0% 2	100.0% 7	100.0% 6	80.0% 4	
	5.9% 2	6.3% 2	0.0% 0	20.0% 1	0.0% 0	16.7% 1	0.0% 0	

	Overall	Are you a full-time or part-time faculty member?		What is your academic title?					
		Full-time	Part-time	Professor	Assistant Professor	Associate Professor	Instructor	Other	
Service	39	94.7%, 36	5.3%, 2	31.6%, 12	18.4%, 7	18.4%, 7	18.4%, 7	13.2%, 5	
Product selection	8.8% 3	6.3% 2	100.0% 1	10.0% 1	0.0% 0	0.0% 0	0.0% 0	20.0% 1	
More convenient to purchase elsewhere	23.5% 8	21.9% 7	100.0% 1	30.0% 3	0.0% 0	0.0% 0	33.3% 2	40.0% 2	
Other	26.5% 9	28.1% 9	0.0% 0	10.0% 1	40.0% 2	14.3% 1	50.0% 3	40.0% 2	
Totals	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	
	* *	* *	* *	* *	* *	* *	* *	* *	

* Note: Multiple answer percentage-count totals not meaningful.