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Executive Summary

During the spring of 2008, the University of South Carolina Aiken Bookstore and the Office of Institutional Effectiveness conducted the Faculty Satisfaction Survey. The survey was created by the National Association of College Stores (NACS). A total of 38 online surveys were submitted. All completed surveys were compiled, tabulated, and analyzed by the NACS Planning & 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 **3.91** on a scale of **1-low, to 5-high**.

Areas of Strength

	Importance	Satisfaction	Gap	Industry Gap
Timely resolution of textbook related problems	4.58	4.04	0.54	0.52
Textbooks and course materials on shelf before classes start	4.53	4.17	0.36	0.55
Communication of potential problems (e.g., out-of stock)	4.45	3.85	0.60	0.77
Knowledgeable store personnel	4.32	3.81	0.51	0.23
Store responsiveness to special orders and requests	4.23	3.76	0.47	0.05
Personnel who are warm and friendly	4.19	3.94	0.25	-0.03
Assistance with coursepacks/duplicated course materials	4.13	3.77	0.36	-0.32
Convenient store hours	4.05	4.03	0.02	0.11
Communication/clarity of store policies	4.00	4.23	-0.23	-0.21

Potential Areas for Improvement

	Importance	Satisfaction	Gap	Industry Gap
Competitively priced textbooks	4.38	2.90	1.48	0.98
Reasonable deadlines for submitting textbook orders	4.26	3.50	0.76	0.17
Availability of used textbooks	4.06	3.48	0.58	0.04
Store selection of general and reference books	3.91	3.30	0.61	0.12

NACS Faculty Satisfaction Survey Service

The NACS Faculty Satisfaction Survey Service was introduced by NACS in November 1997. The idea for the service was originated by the NACS Benchmarking and Successful Practices Committee as a tool to help bookstores keep a pulse on the needs and demands of the faculty on their campuses. The survey service supports the belief that faculty are a valued segment of the campus bookstore client base and from the recognition that faculty can play an instrumental role in shaping student and administrator perception of the campus store.

The questionnaire was first pilot tested in late April of 1997 at three campuses of different sizes.

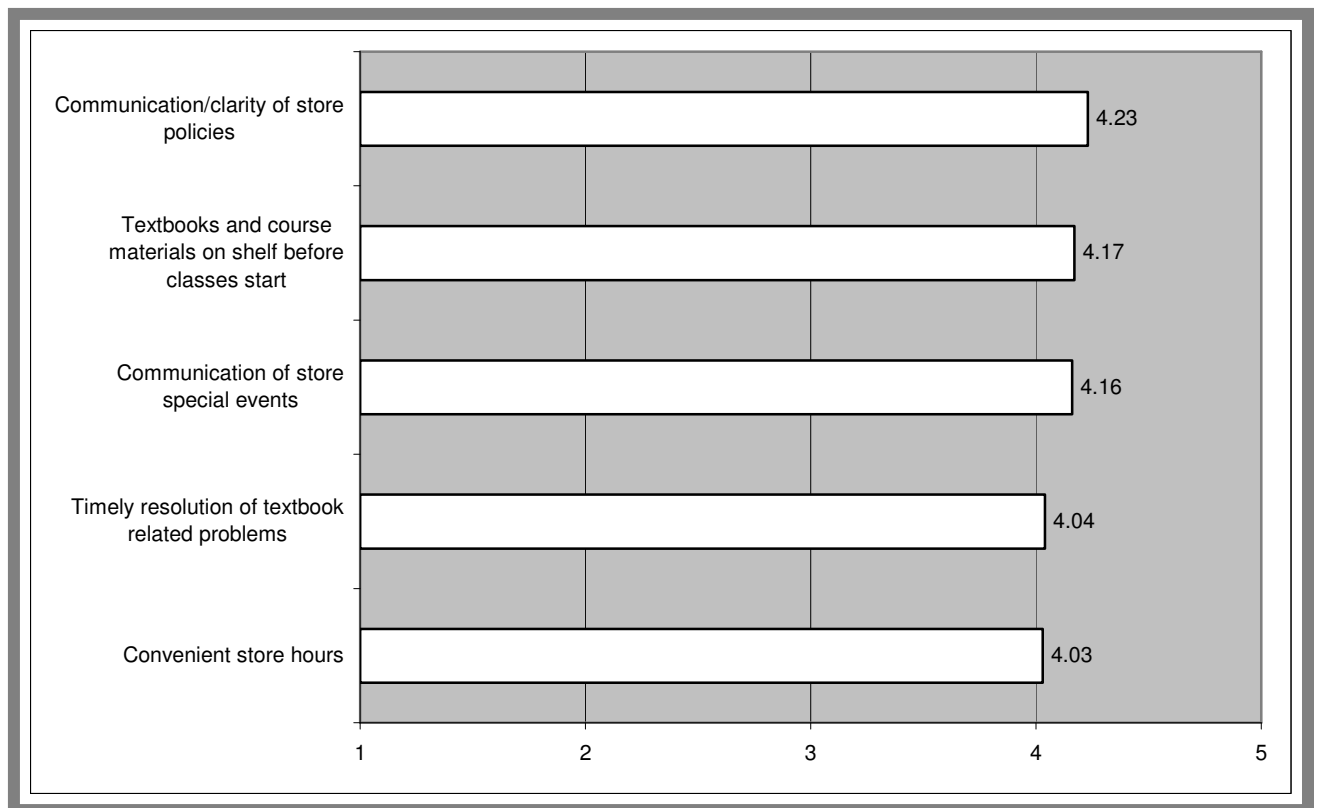
The data from campuses that have utilized this service is anonymously entered and compiled into a database and used to formulate the "Industry Averages" report. This additional publication is included in the package with this report and allows your store to compare its performance with the rest of the industry. Also included is a report entitled "Peer Recommendations." This report includes ideas and strategies for obtaining high-end marks in various areas. Participants are invited to share their successful practices information to include in future editions of the report.

Overall Satisfaction

The USC Aiken Bookstore received an overall *satisfaction rating* of **3.91** on a scale of **1-low to 5-high**. Several areas were rated 4.00 or above by faculty. For these successful performance areas, you might make notes about the actions you're currently taking that have contributed to the high satisfaction of faculty. That way, you will have some ideas for reacting to any possible future declines in faculty satisfaction.

The graph below illustrates the USC Aiken Bookstore's mean *satisfaction* ratings of 4.00 or above on a scale 1-low to 5-high:

Attributes Rated Highly on Satisfaction



According to survey results, faculty is most satisfied with the communication and clarity of store policies. Other attributes rated highly on satisfaction include: textbooks and course materials on shelf before classes start, communication of store special events, and timely resolution of textbook related problems.

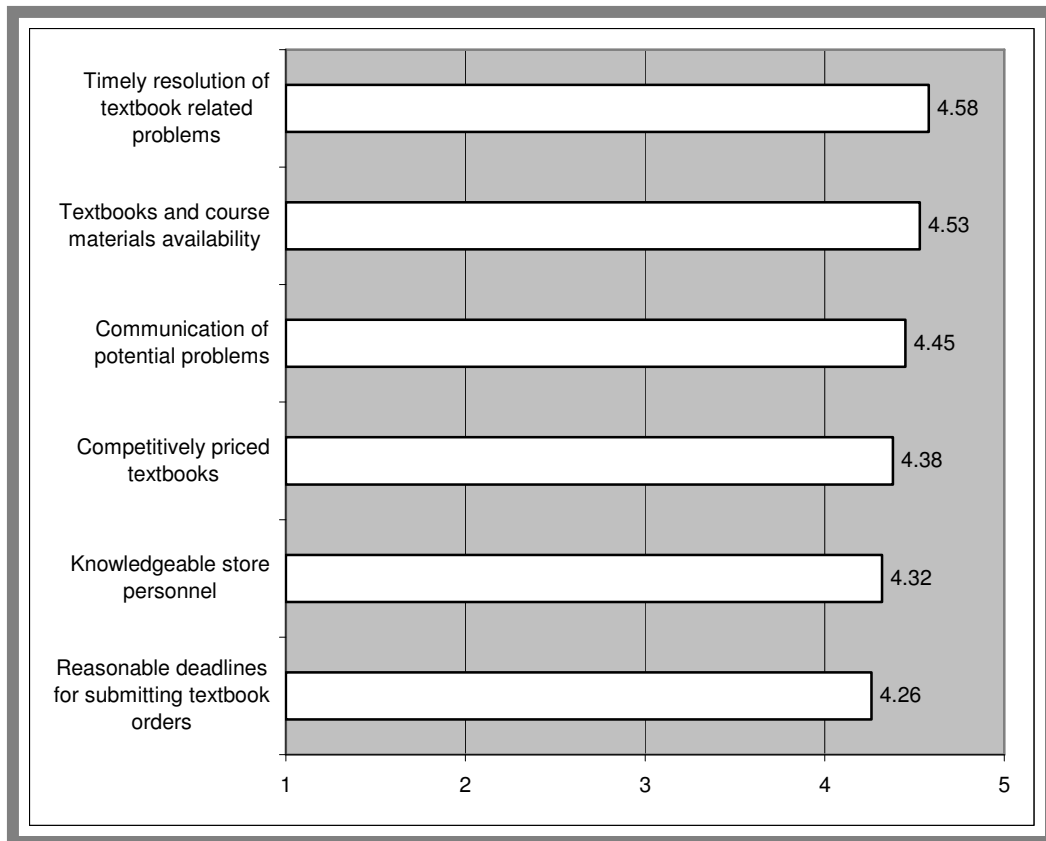
The faculty's *satisfaction* with these areas is reinforced by their individual comments to the open-ended section of the survey. Please refer to page 21 for the complete listing of faculty verbatim *satisfaction* comments.

Areas of Importance

The respondents placed high *importance* on several of the USC Aiken Bookstore's attributes. These areas are the most important to faculty and should be looked at as "high priority" by the bookstore, especially in regard to maintaining/improving faculty satisfaction.

The graph below illustrates the USC Aiken Bookstore's mean *importance* ratings of 4.25 or above on a scale 1-low to 5-high:

Attributes Rated Highly on Importance



Not surprisingly, the data shows textbook issues rank high on *importance*. According to the mean ratings, timely resolution of textbook related problems, textbooks and course materials on shelf before classes start, and communication of potential problems (e.g., out-of-stock) are the top three most important issues to faculty respondents.

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.

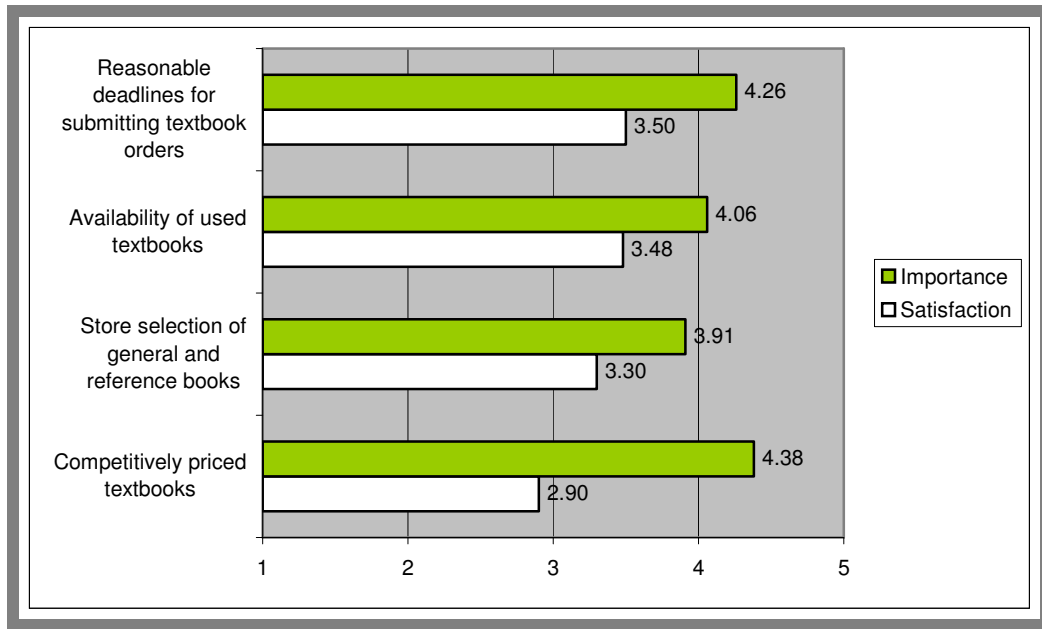
Faculty Satisfaction-Importance Matrix

Areas for Improvement

According to the *Satisfaction-Importance Matrix*, the USC Aiken Bookstore has four areas that were rated high on *importance* and low on *satisfaction*. These attributes should be considered high priority for the bookstore.

The following graph compares the high *importance* mean with the lower *satisfaction* mean.

Importance Mean vs. Satisfaction Mean



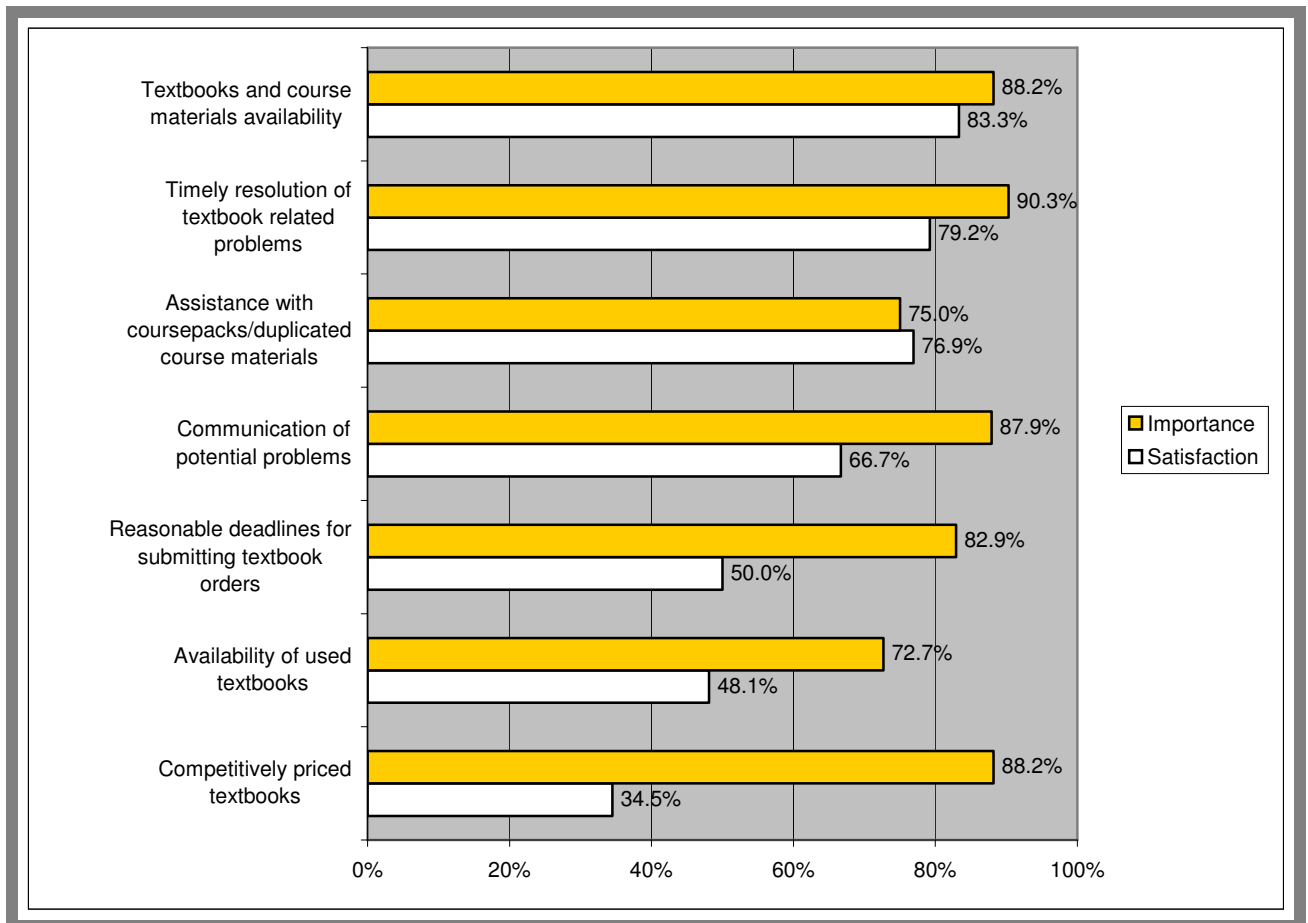
The respondents' concern with the USC Aiken Bookstore's priority areas for improvement is reflected in their individual comments to the open-ended section of the survey. Please refer to page 23 for a complete listing of faculty verbatim *improvement* comments.

Textbook Attributes

According to faculty respondents, timely resolution of textbook related problems 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

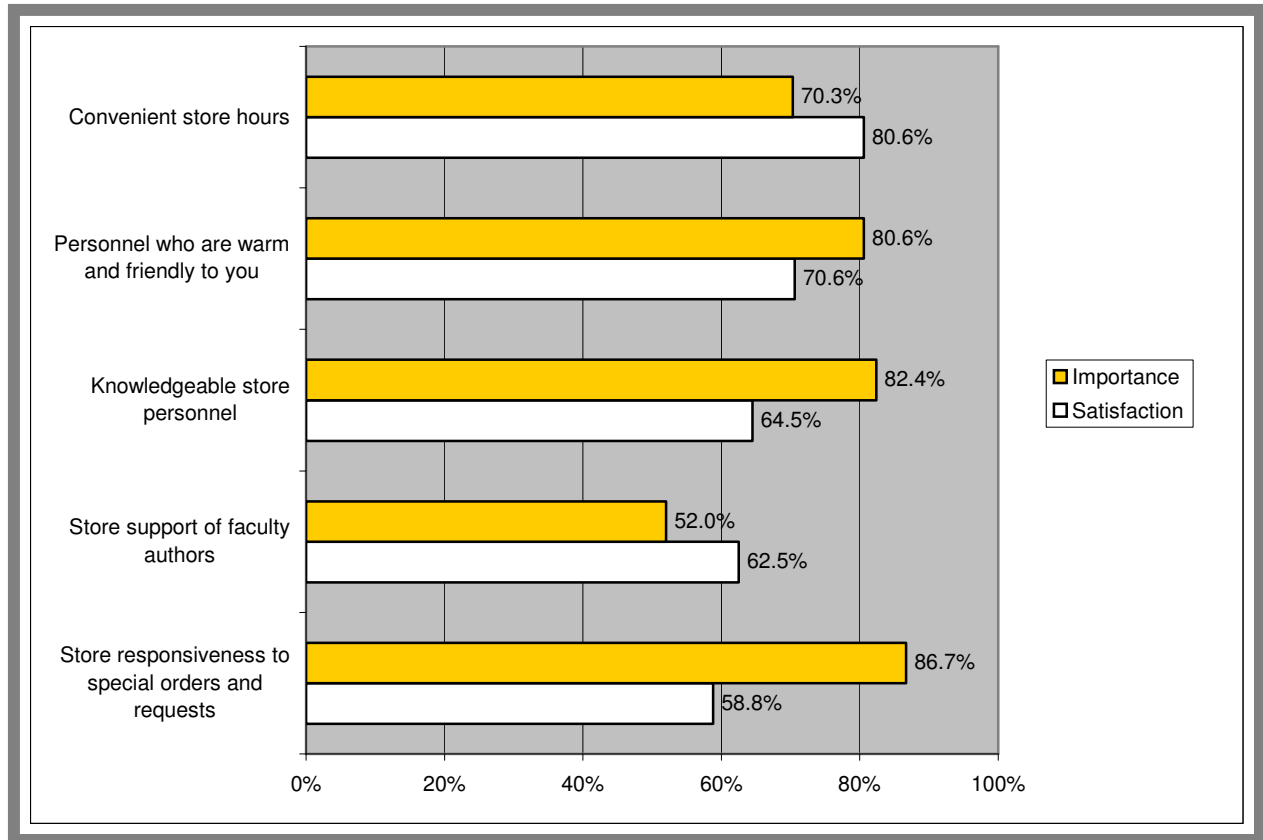


Several of the textbook attributes received a rating of 4 or 5 on satisfaction from more than 66.0% and the attribute, textbooks and course materials on shelf before classes start, received high *satisfaction* ratings from 83.3% of the faculty respondents.

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 the USC Aiken Bookstore's faculty service attributes:

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

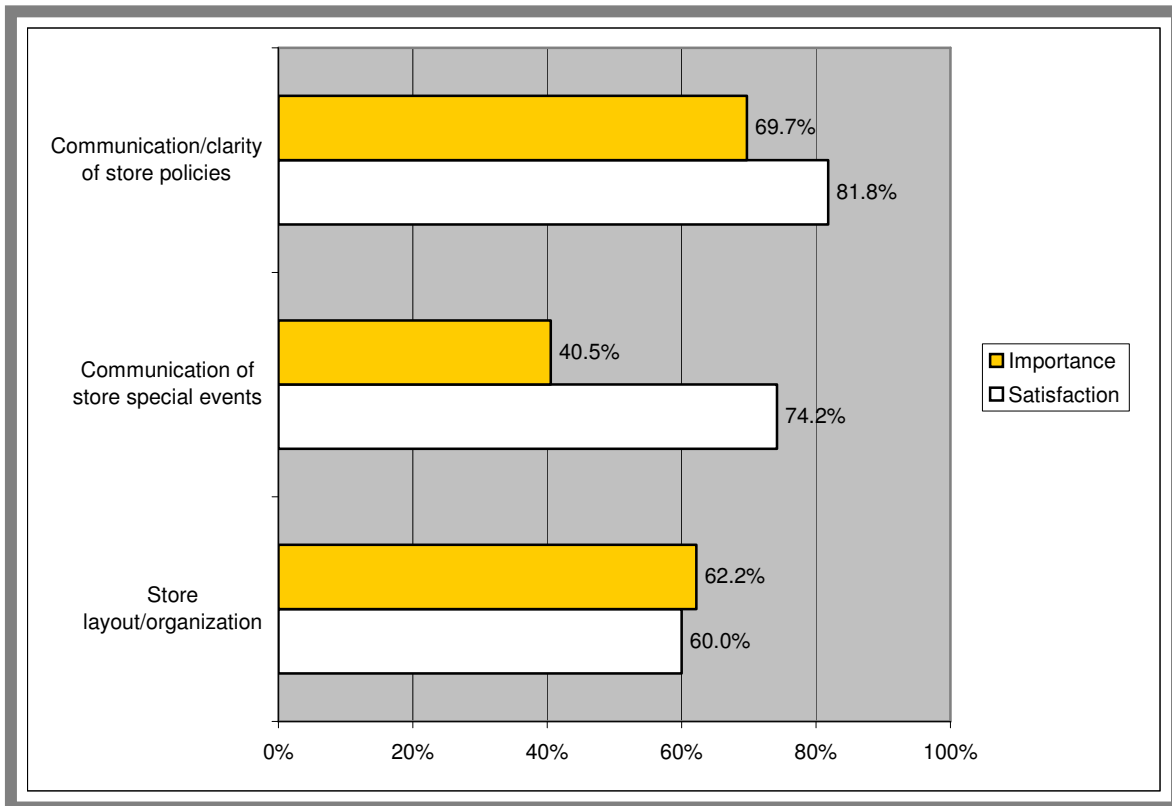


The attribute, convenient store hours, received high *satisfaction* ratings from 80.6% of faculty respondents. Other attributes rated a 4 or 5 on satisfaction by 62.5% of the respondents include: personnel who are warm and friendly to you, knowledgeable store personnel, and store support of faculty authors.

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* (1-low, to 5-high) for bookstore attributes:

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

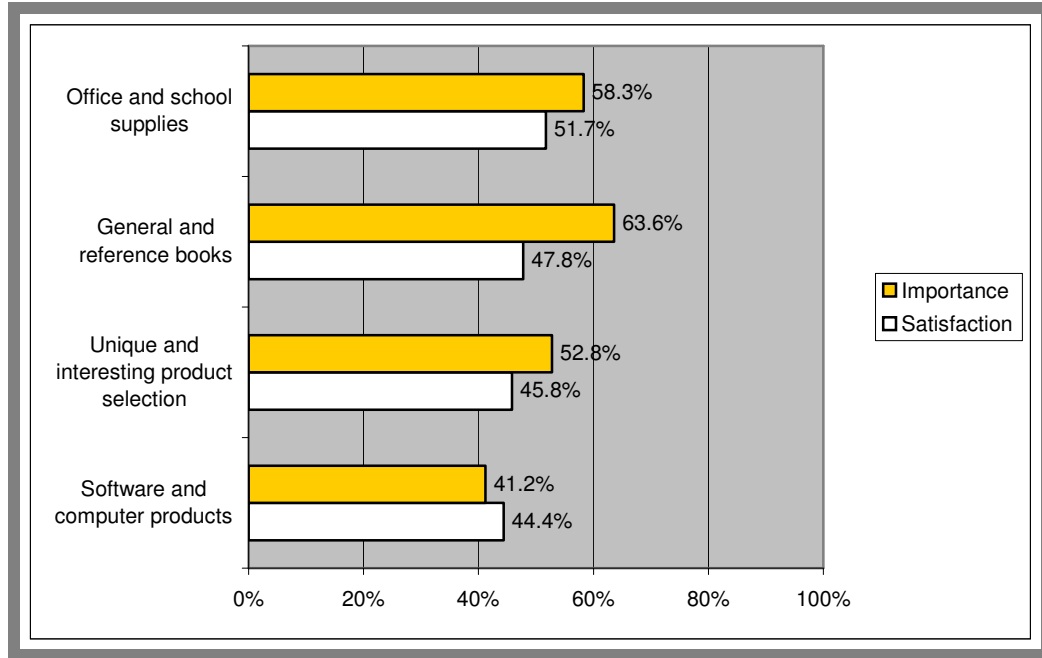


Communication/clarity of store policies received the highest *satisfaction* rating out of the bookstore attributes category with 81.8% rating it a 4 or 5. In addition, the attributes "communication of store special events" and "store layout/organization" received satisfaction ratings of 4 or 5 from 74.2% and 60.0%, 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



Office and school supplies received the highest *satisfaction* rating out of the General Product Selection category with 51.7% rating it a 4 or 5. The attributes “general and reference books” and “unique and interesting product selection” received satisfaction ratings of 4 or 5 from 47.8% and 45.8%, respectively.

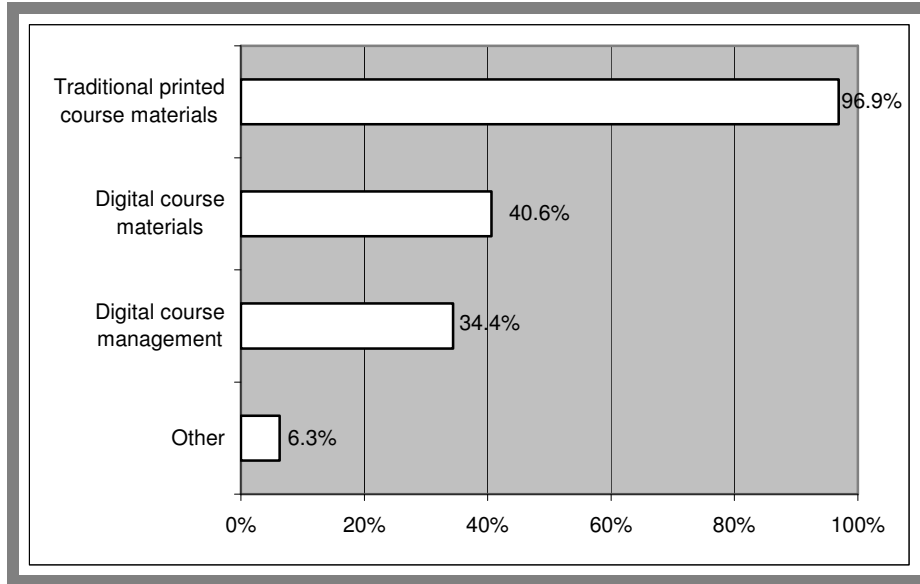
Faculty’s Use of Course Materials

Faculty respondents continue to rely on traditional course materials for classroom instruction. In fact, 96.9% used these materials in the past twelve months, and 93.3% 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, 75.0% of the faculty members surveyed used the materials in the past and 93.3% plan to use them in the future.

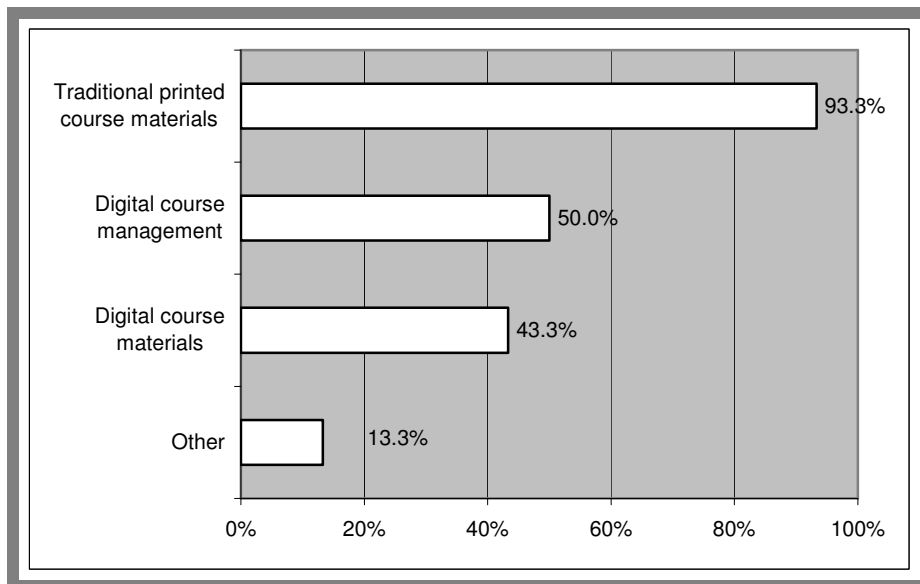
Despite the increased percentage of faculty members using digital materials, the use of traditional materials remains relatively unchanged—which may indicate that faculty members are planning to use these digital aids in addition, not opposed to, traditional textbooks to further enhance the educational 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

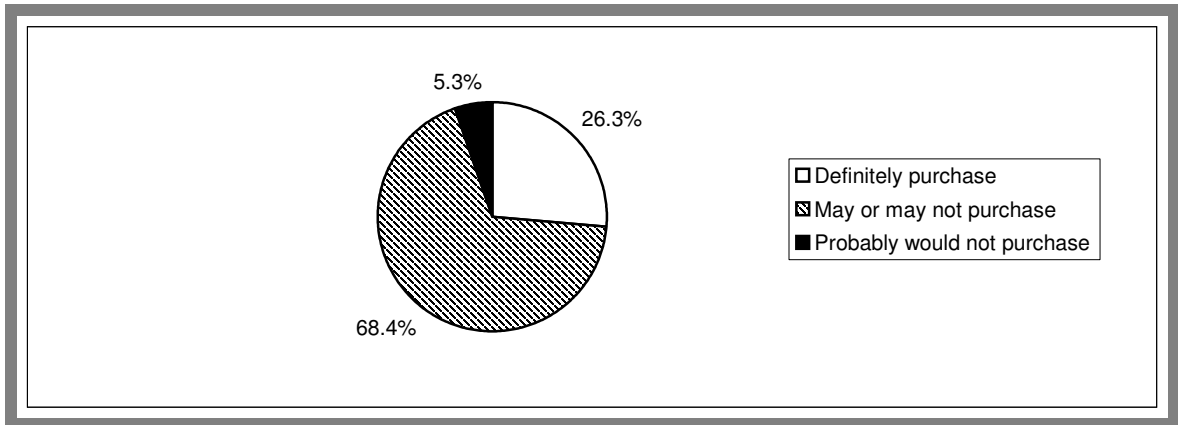


Faculty Purchasing Activities

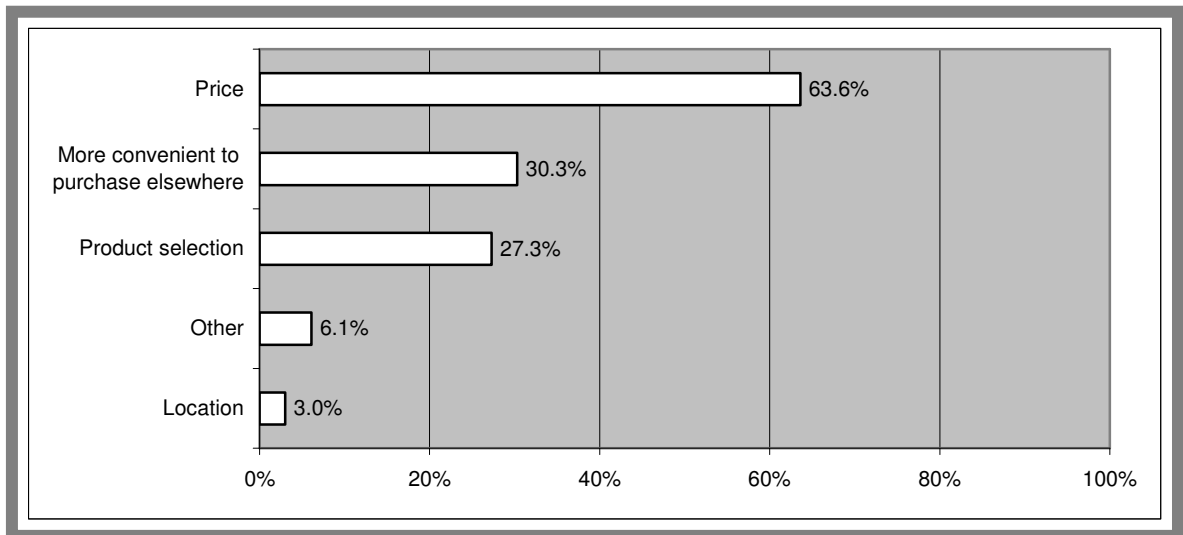
Respondents were asked about their purchasing habits regarding products the USC Aiken Bookstore normally carries. While 68.4% of the respondents are *neutral* about whether they would purchase a needed item at the bookstore, 26.3% would *definitely* purchase the item at the bookstore, and 5.3% would *probably* 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 63.6% of the respondents. Another 30.3% feel it is more convenient to purchase an item elsewhere and 27.3% had chosen product selection as a reason for not shopping at the USC Aiken Bookstore. The store's location was selected by 3.0% of respondents.

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



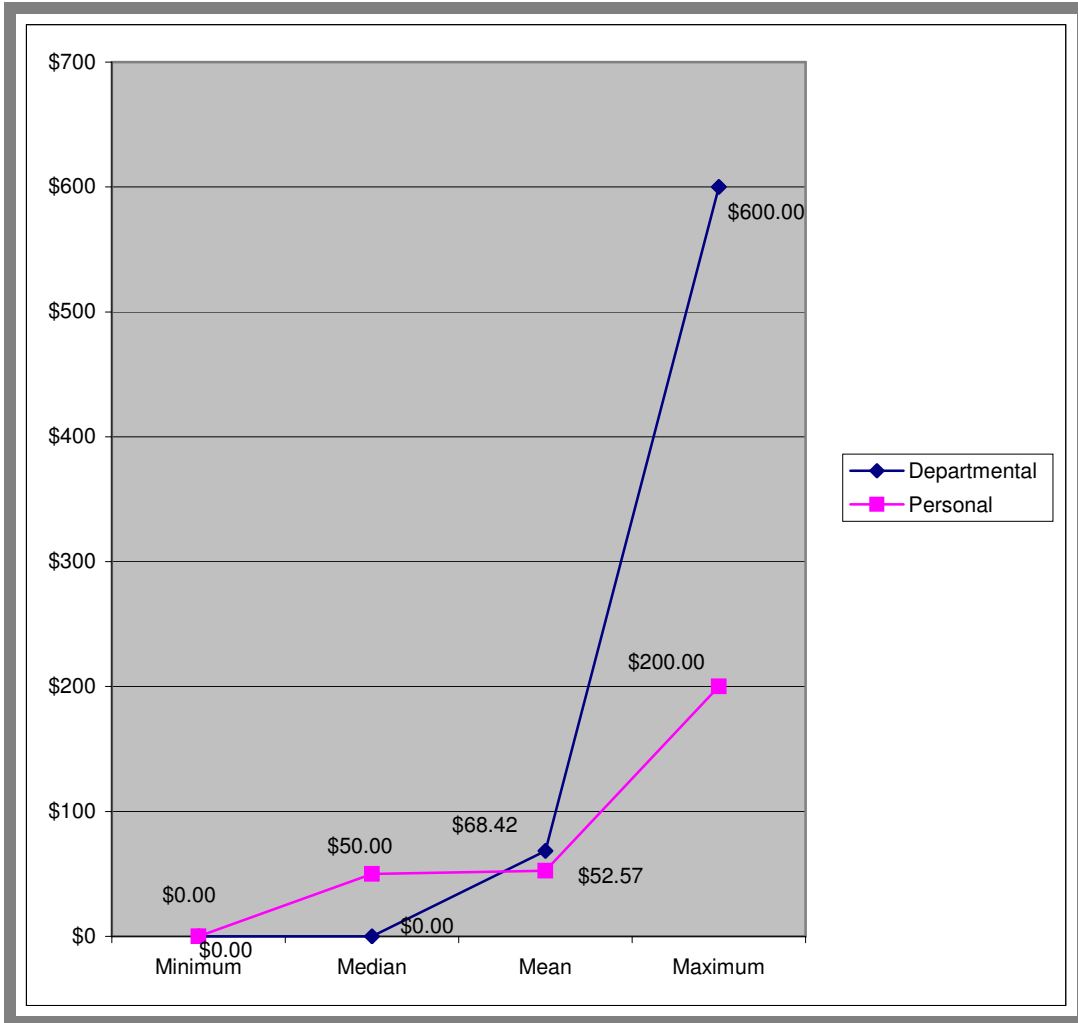
Reasons Why Faculty Would Not Purchase an Item



*Multiple answers can total over 100%

The faculty respondents spent \$52.57 (mean) for *personal purchases* during the past twelve months and \$68.42 (mean) on *departmental purchases*.

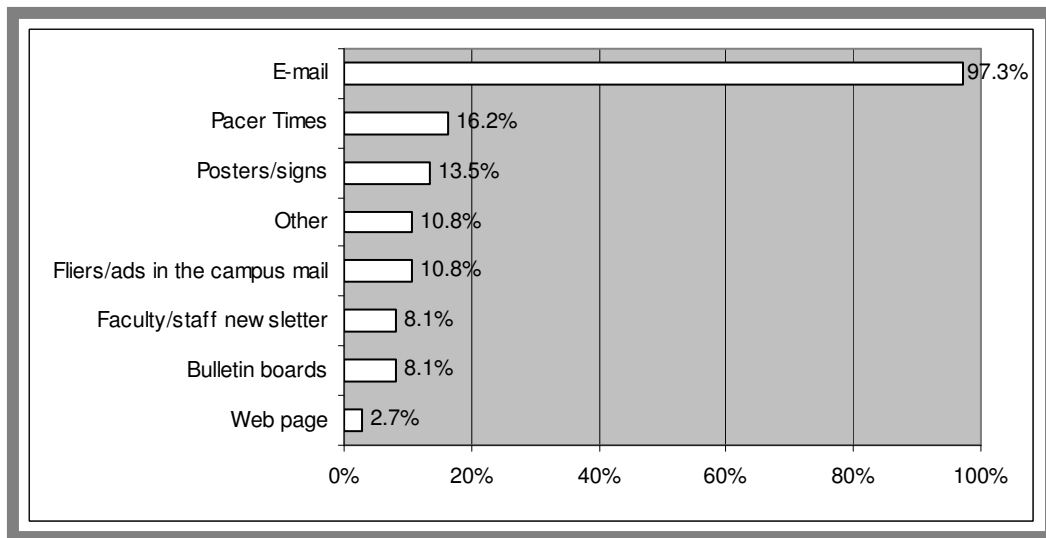
Amount Spent on Personal and Departmental Purchases During Last 12 Months



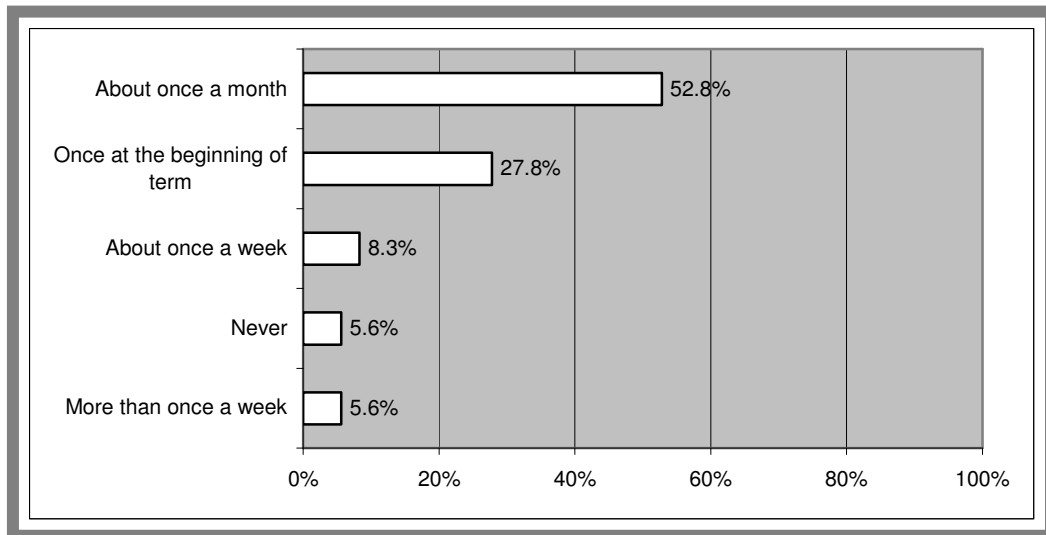
Popular Sources of Information on Sales & Events

The most important source of finding out about the USC Aiken Bookstore events and sales is e-mail, selected by 97.3% of the respondents. In addition, 16.2% selected the Pacer Times, while 13.5% rely on posters/signs and 10.8% fliers/ads in the campus mail to stay up-to-date on store sales and events. Other sources selected by respondents include: the faculty/staff newsletter as well as bulletin boards (8.1%) and the store's web page (2.7%).

Sources Used to Find Information on Sales & Events



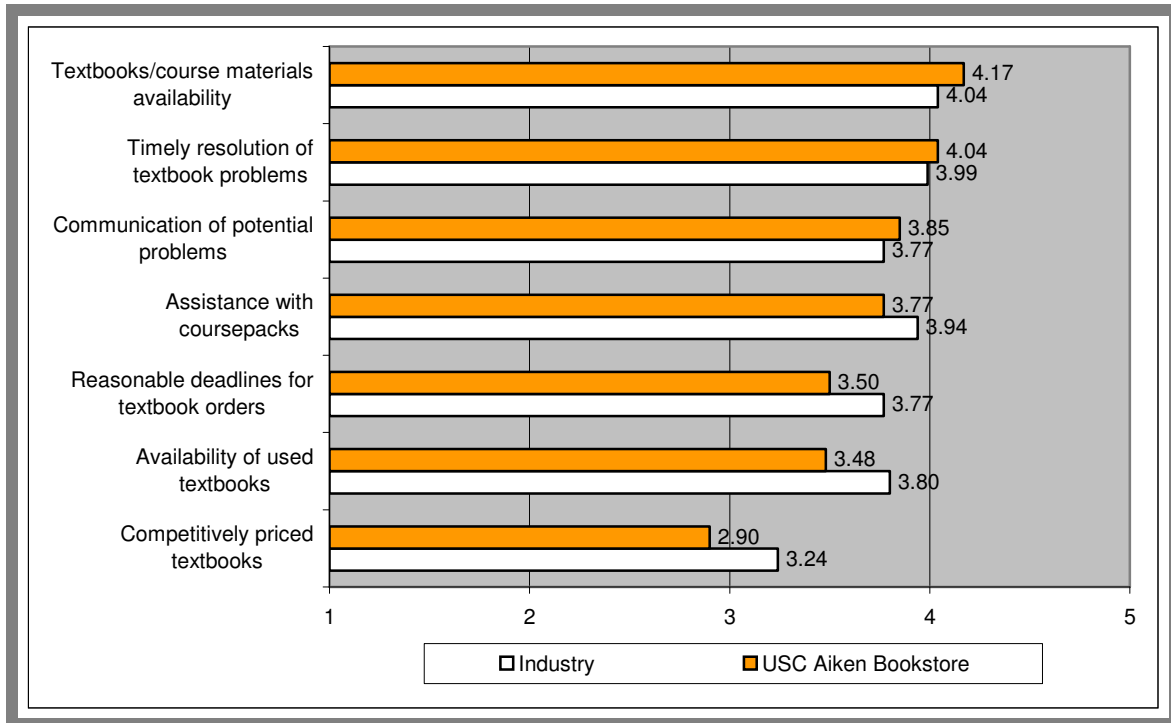
Frequency of Bookstore Visits



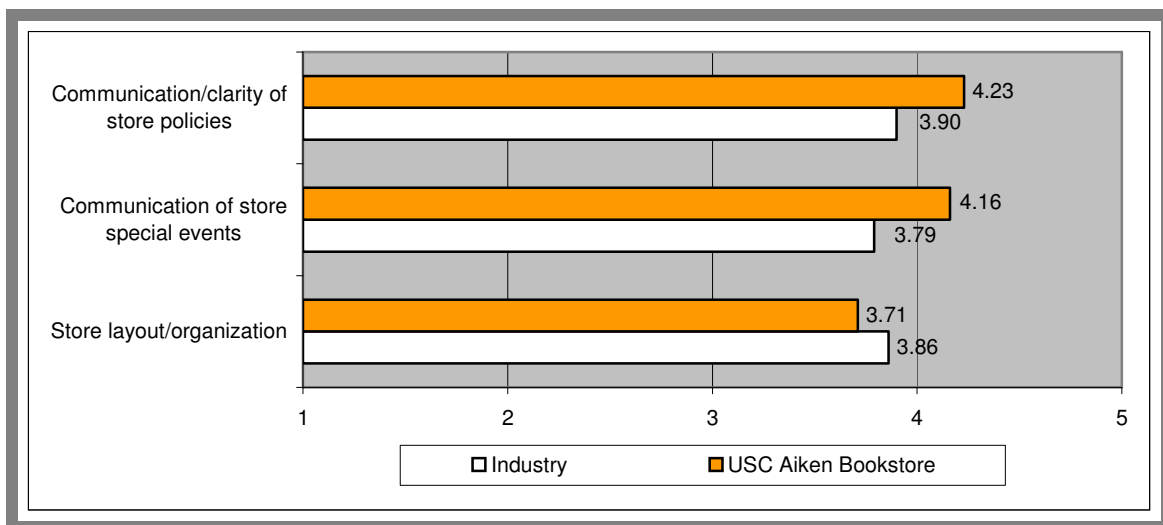
Industry Averages Comparison

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.

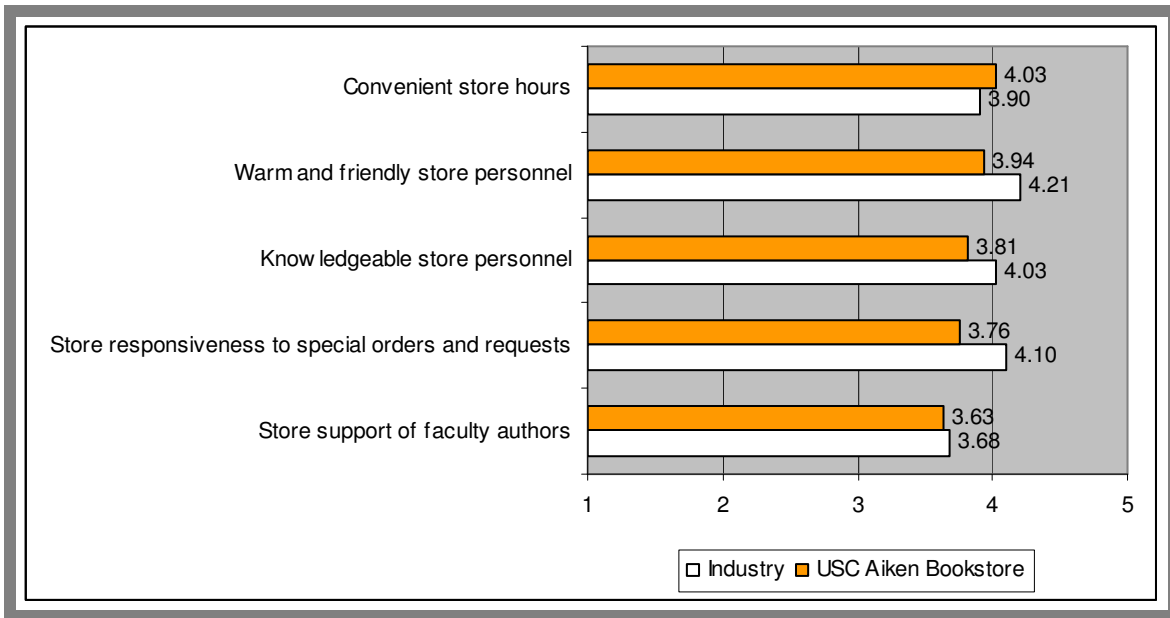
Comparison Satisfaction Ratings for Textbooks



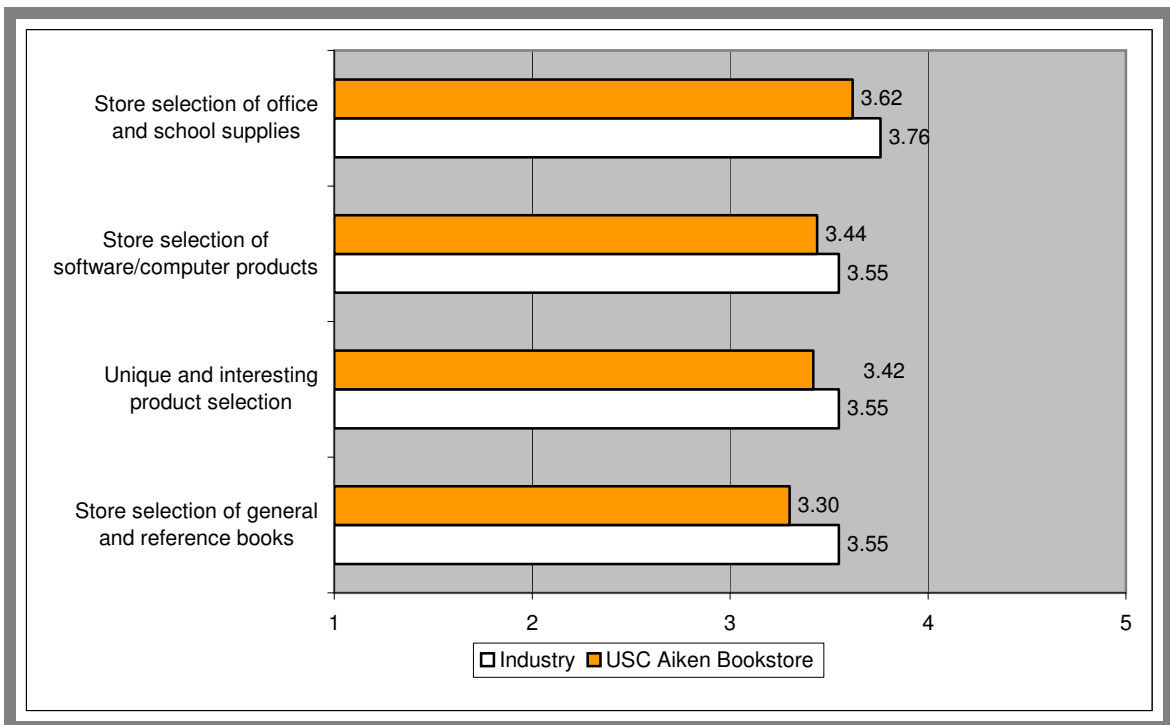
Comparison Satisfaction Ratings for Bookstore Attributes



Comparison Satisfaction Ratings for Bookstore Services



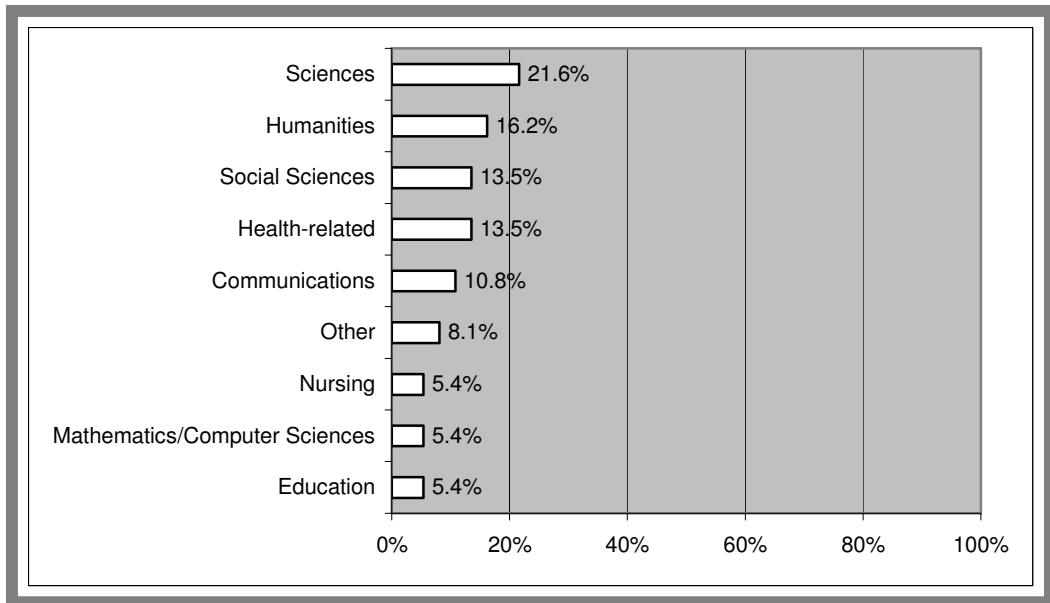
Comparison Satisfaction Ratings for Selection of Products



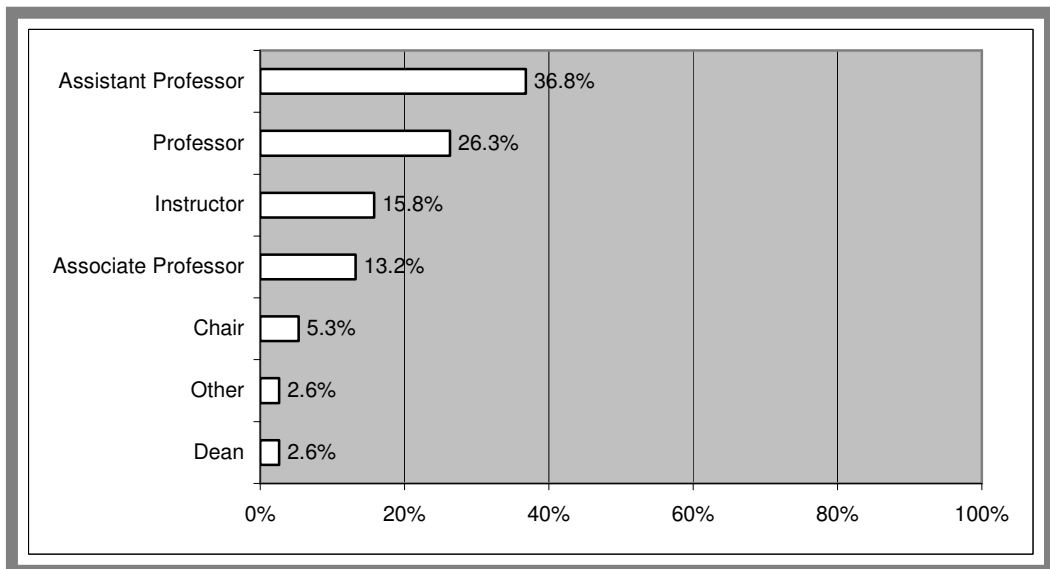
Respondent Demographics

Respondents hail from a wide range of disciplines—including Sciences, Humanities, and Education. Approximately 26.0% describe themselves as Professors and 100% 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 low of less than one year to an impressive 30 years, with a median of 6 years.

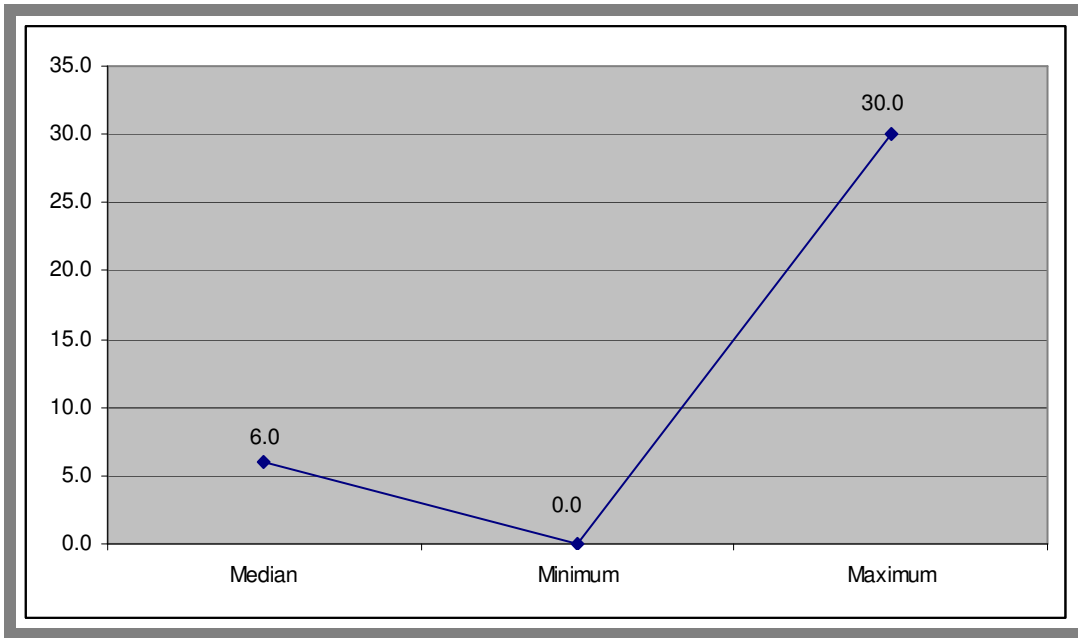
What Is Your Discipline?



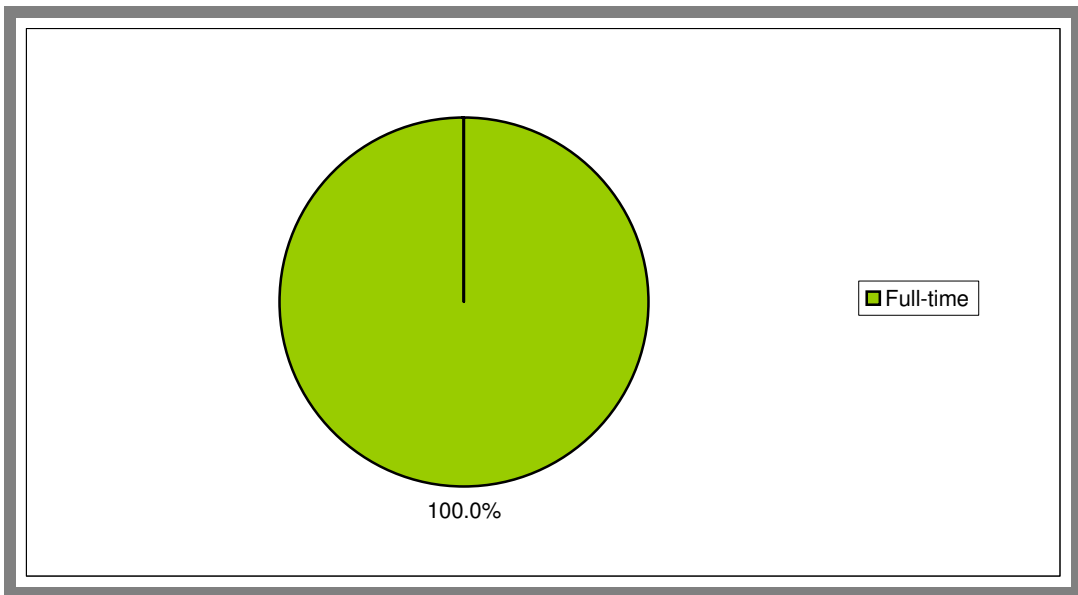
What Is Your Academic Title?



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.

Convenience:

- Convenience for students.
- Convenience.
- Convenient.
- It is right on campus! Convenient!

Customer Service/Staff:

- Friendly employees.
- Heidi and staff.
- I enjoy working with the staff.
- Really top-notch personnel who are knowledgeable and helpful.
- Service to students and faculty.
- Service.
- Staff.
- The friendly personal service from the staff.
- The helpfulness of the staff. They work really hard to meet our needs.
- The personnel are friendly and helpful.
- The willingness of the staff and management to work with me with I need a later deadline or have some problem or unique need. That is probably an advantage of a smaller operation like ours.

Discounts/Sales:

- 20% faculty discount!
- The 20% discount given to faculty is especially appreciated!
- The annual sale.
- The employee discount.

Product Selection/Variety:

- Good selection of materials.
- I like the variety of special items and USCA logo products.

General Praise:

- Availability of books needed for classes.
- Good hours.
- Having items that I can tell my students to find there in adequate quantities.

Miscellaneous:

- Fair pricing for students.
- Purchase of university specific items such as shirts, mugs, etc.
- USCA-logo items.

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.

Apparel:

- Carry more nice looking USCA-logo casual wear.
- More selections in clothing.

Prices (General):

- Carry books at lower prices - too expensive for students to afford.
- Do everything you can about book prices.

General Praise:

- I look forward to seeing your new quarters and what you have done with it, so no comment yet.
- I'm satisfied.

Miscellaneous:

- Alert me if required course materials are not available (students should not be the ones to tell faculty that required materials are not available as requested).
- Because I have an established residence in the area, most of my purchases are done through my home setting.
- Expand philosophy holdings.
- Expand...which you are doing.
- Generally unprofessional behavior and high level of irritation toward faculty.
- Handle used book sales "in house" rather than use a jobber. Hopefully the prices for used books would go down appreciably if this happened.
- Have a Beyond Question remote swap.
- Have a selection of stimulating and timely books.
- I recognize the limits of space and consumer demand, but ours is really not what I consider a college bookstore. To be that, there would be a much wider selection of books, not textbooks, and of supplies. Since we have never had that, I've developed a pattern of using other sources, and that is not likely to change.
- Sell nice greeting cards.
- Sell top selling paperbacks.
- Stop carrying USC and non-USCA merchandise. We are the USCA campus! Just carry our logo materials. We are not a USC clone.

Additional Comments/Suggestions

Respondents were asked **to provide any additional comments or suggestions.**
The faculty responses are listed below.

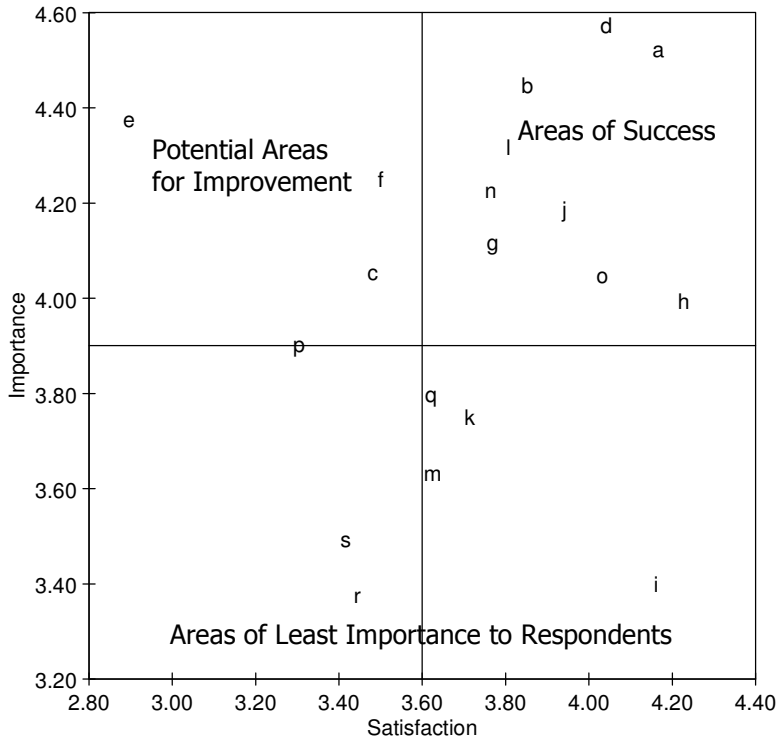
- Generally, just keep up the good work you do for the campus community.
- Good services.
- Is it absolutely necessary to close early on Friday afternoon?
- Like the Vera Bradley purses, please continue to carry.
- One student reported to me that there was a problem with the access code that came with her textbook, and that the bookstore was not helpful (or not able to help). By itself, this is meaningless, but if this is part of a series of complaints from students in various courses, then it needs to be looked into.
- Some limited offering of regular newspapers and/or magazines, though I wouldn't expect you to do this at a financial loss. (Maybe just try it and see what happens.)
- Thanks.

Copy of Questionnaire

Appendix
USC Aiken Bookstore
Summary Statistics

Importance	
Mean	
Textbooks and course materials on shelf before classes start	4.53
Communication of potential problems (e.g., out-of-stock)	4.45
Availability of used textbooks	4.06
Timely resolution of textbook related problems	4.58
Competitively priced textbooks	4.38
Reasonable deadlines for submitting textbook orders	4.26
Assistance with coursepacks/duplicated course materials	4.13
Communication/clarity of store policies (e.g., returns policy, etc.)	4.00
Communication of store special events	3.41
Personnel who are warm and friendly to you	4.19
Store layout/organization	3.76
Knowledgeable store personnel	4.32
Store support of faculty authors	3.64
Store responsiveness to special orders and requests	4.23
Convenient store hours	4.05
Store selection of general and reference books	3.91
Store selection of office and school supplies	3.81
Store selection of software and computer products	3.38
Unique and interesting product selection	3.50

Satisfaction	
Mean	
Textbooks and course materials on shelf before classes start	4.17
Communication of potential problems (e.g., out-of-stock)	3.85
Availability of used textbooks	3.48
Timely resolution of textbook related problems	4.04
Competitively priced textbooks	2.90
Reasonable deadlines for submitting textbook orders	3.50
Assistance with coursepacks/duplicated course materials	3.77
Communication/clarity of store policies (e.g., returns policy, etc.)	4.23
Communication of store special events	4.16
Personnel who are warm and friendly to you	3.94
Store layout/organization	3.71
Knowledgeable store personnel	3.81
Store support of faculty authors	3.63
Store responsiveness to special orders and requests	3.76
Convenient store hours	4.03
Store selection of general and reference books	3.30
Store selection of office and school supplies	3.62
Store selection of software and computer products	3.44
Unique and interesting product selection	3.42



Mean

- a - Textbooks and course materials on shelf before classes start
- c - Availability of used textbooks
- e - Competitively priced textbooks
- g - Assistance with coursepacks/duplicated course materials
- i - Communication of store special events
- k - Store layout/organization
- m - Store support of faculty authors
- o - Convenient store hours
- q - Store selection of office and school supplies
- s - Unique and interesting product selection

- b - Communication of potential problems (e.g., out-of-stock)
- d - Timely resolution of textbook related problems
- f - Reasonable deadlines for submitting textbook orders
- h - Communication/clarity of store policies (e.g., returns policy, etc.)
- j - Personnel who are warm and friendly to you
- l - Knowledgeable store personnel
- n - Store responsiveness to special orders and requests
- p - Store selection of general and reference books
- r - Store selection of software and computer products

Importance Ratings

	Overall	Academic Title		Years on Campus				Full-time/part-time
	38	Professor 25.6%, 10	Other 74.4%, 29	Below 2 8.6%, 3	2 to 5 34.3%, 12	5 to 15 17.1%, 6	Above 15 40.0%, 14	Full-time 100.0%, 35
Textbooks and course materials on shelf before classes start								
Rated 1	11.8% 4	22.2% 2	11.5% 3	0.0% 0	0.0% 0	33.3% 2	18.2% 2	12.9% 4
Rated 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 5	88.2% 30	77.8% 7	88.5% 23	100.0% 3	100.0% 12	66.7% 4	81.8% 9	87.1% 27
Totals	100.0% 34	100.0% 9	100.0% 26	100.0% 3	100.0% 12	100.0% 6	100.0% 11	100.0% 31
Mean	4.53	4.11	4.54	5.00	5.00	3.67	4.27	4.48
Communication of potential problems (e.g., out-of-stock)								
Rated 1	12.1% 4	25.0% 2	11.5% 3	0.0% 0	0.0% 0	33.3% 2	18.2% 2	13.3% 4
Rated 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 4	6.1% 2	12.5% 1	3.8% 1	0.0% 0	9.1% 1	0.0% 0	0.0% 0	6.7% 2
Rated 5	81.8% 27	62.5% 5	84.6% 22	100.0% 3	90.9% 10	66.7% 4	81.8% 9	80.0% 24
Totals	100.0% 33	100.0% 8	100.0% 26	100.0% 3	100.0% 11	100.0% 6	100.0% 11	100.0% 30
Mean	4.45	3.88	4.50	5.00	4.91	3.67	4.27	4.40
Availability of used textbooks								
Rated 1	9.1% 3	22.2% 2	8.0% 2	33.3% 1	0.0% 0	0.0% 0	20.0% 2	6.7% 2
Rated 2	3.0% 1	0.0% 0	4.0% 1	0.0% 0	0.0% 0	16.7% 1	0.0% 0	3.3% 1
Rated 3	15.2% 5	11.1% 1	16.0% 4	33.3% 1	0.0% 0	33.3% 2	10.0% 1	16.7% 5
Rated 4	18.2% 6	11.1% 1	20.0% 5	33.3% 1	25.0% 3	0.0% 0	20.0% 2	20.0% 6
Rated 5	54.5% 18	55.6% 5	52.0% 13	0.0% 0	75.0% 9	50.0% 3	50.0% 5	53.3% 16
Totals	100.0% 33	100.0% 9	100.0% 25	100.0% 3	100.0% 12	100.0% 6	100.0% 10	100.0% 30
Mean	4.06	3.78	4.04	2.67	4.75	3.83	3.80	4.10
Timely resolution of textbook related problems								
Rated 1	9.7% 3	28.6% 2	8.0% 2	0.0% 0	0.0% 0	20.0% 1	18.2% 2	10.7% 3
Rated 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 4	3.2% 1	14.3% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	9.1% 1	3.6% 1
Rated 5	87.1% 27	57.1% 4	92.0% 23	100.0% 3	100.0% 11	80.0% 4	72.7% 8	85.7% 24
Totals	100.0% 31	100.0% 7	100.0% 25	100.0% 3	100.0% 11	100.0% 5	100.0% 11	100.0% 28
Mean	4.58	3.71	4.68	5.00	5.00	4.20	4.18	4.54

	Overall 38	Academic Title		Years on Campus				Full-time/part-time
		Professor 25.6%, 10	Other 74.4%, 29	Below 2 8.6%, 3	2 to 5 34.3%, 12	5 to 15 17.1%, 6	Above 15 40.0%, 14	Full-time 100.0%, 35
Rated 2	16.2% 6	11.1% 1	17.2% 5	0.0% 0	25.0% 3	16.7% 1	15.4% 2	14.7% 5
Rated 3	40.5% 15	33.3% 3	44.8% 13	66.7% 2	41.7% 5	33.3% 2	38.5% 5	38.2% 13
Rated 4	18.9% 7	33.3% 3	13.8% 4	0.0% 0	8.3% 1	16.7% 1	30.8% 4	20.6% 7
Rated 5	21.6% 8	11.1% 1	24.1% 7	33.3% 1	25.0% 3	33.3% 2	15.4% 2	23.5% 8
Totals	100.0% 37	100.0% 9	100.0% 29	100.0% 3	100.0% 12	100.0% 6	100.0% 13	100.0% 34
Mean	3.41	3.22	3.45	3.67	3.33	3.67	3.46	3.47
Personnel who are warm and friendly to you								
Rated 1	8.3% 3	11.1% 1	7.1% 2	0.0% 0	0.0% 0	33.3% 2	7.7% 1	9.1% 3
Rated 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 3	11.1% 4	11.1% 1	14.3% 4	0.0% 0	27.3% 3	0.0% 0	7.7% 1	12.1% 4
Rated 4	25.0% 9	44.4% 4	17.9% 5	33.3% 1	27.3% 3	0.0% 0	23.1% 3	24.2% 8
Rated 5	55.6% 20	33.3% 3	60.7% 17	66.7% 2	45.5% 5	66.7% 4	61.5% 8	54.5% 18
Totals	100.0% 36	100.0% 9	100.0% 28	100.0% 3	100.0% 11	100.0% 6	100.0% 13	100.0% 33
Mean	4.19	3.89	4.25	4.67	4.18	3.67	4.31	4.15
Store layout/organization								
Rated 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 2	2.7% 1	11.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.9% 1
Rated 3	35.1% 13	55.6% 5	31.0% 9	0.0% 0	41.7% 5	33.3% 2	46.2% 6	35.3% 12
Rated 4	45.9% 17	33.3% 3	48.3% 14	100.0% 3	33.3% 4	50.0% 3	38.5% 5	44.1% 15
Rated 5	16.2% 6	0.0% 0	20.7% 6	0.0% 0	25.0% 3	16.7% 1	15.4% 2	17.6% 6
Totals	100.0% 37	100.0% 9	100.0% 29	100.0% 3	100.0% 12	100.0% 6	100.0% 13	100.0% 34
Mean	3.76	3.22	3.90	4.00	3.83	3.83	3.69	3.76
Knowledgeable store personnel								
Rated 1	5.9% 2	12.5% 1	3.7% 1	0.0% 0	0.0% 0	16.7% 1	8.3% 1	6.3% 2
Rated 2	2.9% 1	0.0% 0	3.7% 1	0.0% 0	0.0% 0	16.7% 1	0.0% 0	3.1% 1
Rated 3	8.8% 3	25.0% 2	7.4% 2	0.0% 0	9.1% 1	0.0% 0	8.3% 1	6.3% 2
Rated 4	17.6% 6	0.0% 0	22.2% 6	0.0% 0	27.3% 3	0.0% 0	16.7% 2	18.8% 6
Rated 5	64.7% 22	62.5% 5	63.0% 17	100.0% 2	63.6% 7	66.7% 4	66.7% 8	65.6% 21
Totals	100.0% 34	100.0% 8	100.0% 27	100.0% 2	100.0% 11	100.0% 6	100.0% 12	100.0% 32
Mean	4.32	4.00	4.37	5.00	4.55	3.83	4.33	4.34
Store support of faculty authors								
Rated 1	8.0% 2	14.3% 1	5.3% 1	0.0% 0	0.0% 0	0.0% 0	12.5% 1	4.5% 1
Rated 2	4.0% 1	14.3% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	12.5% 1	4.5% 1
Rated 3	36.0% 9	28.6% 2	42.1% 8	100.0% 2	18.2% 2	66.7% 2	37.5% 3	36.4% 8
Rated 4	20.0% 5	14.3% 1	21.1% 4	0.0% 0	27.3% 3	33.3% 1	12.5% 1	22.7% 5
Rated 5	32.0% 8	28.6% 2	31.6% 6	0.0% 0	54.5% 6	0.0% 0	25.0% 2	31.8% 7
Totals	100.0% 25	100.0% 7	100.0% 19	100.0% 2	100.0% 11	100.0% 3	100.0% 8	100.0% 22

	Overall 38	Academic Title		Years on Campus				Full-time/part-time Full-time 100.0%, 35
		Professor 25.6%, 10	Other 74.4%, 29	Below 2 8.6%, 3	2 to 5 34.3%, 12	5 to 15 17.1%, 6	Above 15 40.0%, 14	
Mean	3.64	3.29	3.74	3.00	4.36	3.33	3.25	3.73
Store responsiveness to special orders and requests								
Rated 1	3.3% 1	14.3% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	10.0% 1	3.7% 1
Rated 2	3.3% 1	0.0% 0	4.2% 1	0.0% 0	0.0% 0	20.0% 1	0.0% 0	3.7% 1
Rated 3	6.7% 2	14.3% 1	8.3% 2	0.0% 0	0.0% 0	20.0% 1	10.0% 1	7.4% 2
Rated 4	40.0% 12	42.9% 3	37.5% 9	100.0% 2	36.4% 4	20.0% 1	50.0% 5	33.3% 9
Rated 5	46.7% 14	28.6% 2	50.0% 12	0.0% 0	63.6% 7	40.0% 2	30.0% 3	51.9% 14
Totals	100.0% 30	100.0% 7	100.0% 24	100.0% 2	100.0% 11	100.0% 5	100.0% 10	100.0% 27
Mean	4.23	3.71	4.33	4.00	4.64	3.80	3.90	4.26
Convenient store hours								
Rated 1	2.7% 1	0.0% 0	3.4% 1	0.0% 0	0.0% 0	16.7% 1	0.0% 0	2.9% 1
Rated 2	5.4% 2	11.1% 1	3.4% 1	0.0% 0	0.0% 0	16.7% 1	7.7% 1	5.9% 2
Rated 3	21.6% 8	44.4% 4	17.2% 5	0.0% 0	25.0% 3	0.0% 0	23.1% 3	23.5% 8
Rated 4	24.3% 9	22.2% 2	24.1% 7	100.0% 3	16.7% 2	16.7% 1	23.1% 3	23.5% 8
Rated 5	45.9% 17	22.2% 2	51.7% 15	0.0% 0	58.3% 7	50.0% 3	46.2% 6	44.1% 15
Totals	100.0% 37	100.0% 9	100.0% 29	100.0% 3	100.0% 12	100.0% 6	100.0% 13	100.0% 34
Mean	4.05	3.56	4.17	4.00	4.33	3.67	4.08	4.00
Store selection of general and reference books								
Rated 1	3.0% 1	12.5% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	3.3% 1
Rated 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 3	33.3% 11	62.5% 5	26.9% 7	0.0% 0	40.0% 4	33.3% 2	33.3% 4	36.7% 11
Rated 4	30.3% 10	12.5% 1	34.6% 9	50.0% 1	10.0% 1	33.3% 2	41.7% 5	26.7% 8
Rated 5	33.3% 11	12.5% 1	38.5% 10	50.0% 1	50.0% 5	33.3% 2	25.0% 3	33.3% 10
Totals	100.0% 33	100.0% 8	100.0% 26	100.0% 2	100.0% 10	100.0% 6	100.0% 12	100.0% 30
Mean	3.91	3.13	4.12	4.50	4.10	4.00	3.92	3.87
Store selection of office and school supplies								
Rated 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 3	41.7% 15	55.6% 5	39.3% 11	50.0% 1	25.0% 3	33.3% 2	53.8% 7	45.5% 15
Rated 4	36.1% 13	33.3% 3	35.7% 10	0.0% 0	41.7% 5	33.3% 2	38.5% 5	33.3% 11
Rated 5	22.2% 8	11.1% 1	25.0% 7	50.0% 1	33.3% 4	33.3% 2	7.7% 1	21.2% 7
Totals	100.0% 36	100.0% 9	100.0% 28	100.0% 2	100.0% 12	100.0% 6	100.0% 13	100.0% 33
Mean	3.81	3.56	3.86	4.00	4.08	4.00	3.54	3.76
Store selection of software and computer products								
Rated 1	11.8% 4	25.0% 2	7.4% 2	0.0% 0	0.0% 0	0.0% 0	25.0% 3	9.7% 3

	Overall 38	Academic Title		Years on Campus				Full-time/part-time Full-time 100.0%, 35
		Professor 25.6%, 10	Other 74.4%, 29	Below 2 8.6%, 3	2 to 5 34.3%, 12	5 to 15 17.1%, 6	Above 15 40.0%, 14	
Rated 2	2.9% 1	0.0% 0	3.7% 1	0.0% 0	9.1% 1	0.0% 0	0.0% 0	3.2% 1
Rated 3	44.1% 15	50.0% 4	44.4% 12	50.0% 1	45.5% 5	16.7% 1	50.0% 6	45.2% 14
Rated 4	17.6% 6	12.5% 1	18.5% 5	0.0% 0	18.2% 2	50.0% 3	8.3% 1	19.4% 6
Rated 5	23.5% 8	12.5% 1	25.9% 7	50.0% 1	27.3% 3	33.3% 2	16.7% 2	22.6% 7
Totals	100.0% 34	100.0% 8	100.0% 27	100.0% 2	100.0% 11	100.0% 6	100.0% 12	100.0% 31
Mean	3.38	2.88	3.52	4.00	3.64	4.17	2.92	3.42
Unique and interesting product selection								
Rated 1	8.3% 3	11.1% 1	7.1% 2	0.0% 0	0.0% 0	0.0% 0	15.4% 2	6.1% 2
Rated 2	8.3% 3	0.0% 0	10.7% 3	0.0% 0	8.3% 1	33.3% 2	0.0% 0	9.1% 3
Rated 3	30.6% 11	22.2% 2	35.7% 10	0.0% 0	25.0% 3	33.3% 2	38.5% 5	33.3% 11
Rated 4	30.6% 11	55.6% 5	21.4% 6	0.0% 0	41.7% 5	16.7% 1	30.8% 4	30.3% 10
Rated 5	22.2% 8	11.1% 1	25.0% 7	100.0% 2	25.0% 3	16.7% 1	15.4% 2	21.2% 7
Totals	100.0% 36	100.0% 9	100.0% 28	100.0% 2	100.0% 12	100.0% 6	100.0% 13	100.0% 33
Mean	3.50	3.56	3.46	5.00	3.83	3.17	3.31	3.52

Satisfaction Ratings

	Overall 38	Academic Title		Years on Campus				Full-time/part-time Full-time 100.0%, 35
		Professor 25.6%, 10	Other 74.4%, 29	Below 2 8.6%, 3	2 to 5 34.3%, 12	5 to 15 17.1%, 6	Above 15 40.0%, 14	
Textbooks and course materials on shelf before classes start								
Rated 1	6.7% 2	12.5% 1	8.7% 2	0.0% 0	0.0% 0	20.0% 1	9.1% 1	7.1% 2
Rated 2	3.3% 1	12.5% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	9.1% 1	3.6% 1
Rated 3	6.7% 2	0.0% 0	8.7% 2	0.0% 0	20.0% 2	0.0% 0	0.0% 0	7.1% 2
Rated 4	33.3% 10	37.5% 3	30.4% 7	0.0% 0	30.0% 3	20.0% 1	45.5% 5	32.1% 9
Rated 5	50.0% 15	37.5% 3	52.2% 12	100.0% 2	50.0% 5	60.0% 3	36.4% 4	50.0% 14
Totals	100.0% 30	100.0% 8	100.0% 23	100.0% 2	100.0% 10	100.0% 5	100.0% 11	100.0% 28
Mean	4.17	3.75	4.17	5.00	4.30	4.00	3.91	4.14
Communication of potential problems (e.g., out-of-stock)								
Rated 1	11.1% 3	14.3% 1	14.3% 3	0.0% 0	0.0% 0	33.3% 2	10.0% 1	12.0% 3
Rated 2	7.4% 2	14.3% 1	4.8% 1	0.0% 0	0.0% 0	0.0% 0	20.0% 2	8.0% 2
Rated 3	14.8% 4	14.3% 1	14.3% 3	0.0% 0	14.3% 1	0.0% 0	30.0% 3	16.0% 4

	Overall 38	Academic Title		Years on Campus				Full-time/part-time
		Professor 25.6%, 10	Other 74.4%, 29	Below 2 8.6%, 3	2 to 5 34.3%, 12	5 to 15 17.1%, 6	Above 15 40.0%, 14	Full-time 100.0%, 35
Rated 4	18.5% 5	28.6% 2	14.3% 3	0.0% 0	14.3% 1	16.7% 1	20.0% 2	16.0% 4
Rated 5	48.1% 13	28.6% 2	52.4% 11	100.0% 2	71.4% 5	50.0% 3	20.0% 2	48.0% 12
Totals	100.0% 27	100.0% 7	100.0% 21	100.0% 2	100.0% 7	100.0% 6	100.0% 10	100.0% 25
Mean	3.85	3.43	3.86	5.00	4.57	3.50	3.20	3.80
Availability of used textbooks								
Rated 1	14.8% 4	25.0% 2	15.0% 3	0.0% 0	0.0% 0	20.0% 1	33.3% 3	16.0% 4
Rated 2	3.7% 1	12.5% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	11.1% 1	4.0% 1
Rated 3	33.3% 9	25.0% 2	35.0% 7	100.0% 1	30.0% 3	40.0% 2	22.2% 2	32.0% 8
Rated 4	14.8% 4	12.5% 1	15.0% 3	0.0% 0	30.0% 3	0.0% 0	11.1% 1	12.0% 3
Rated 5	33.3% 9	25.0% 2	35.0% 7	0.0% 0	40.0% 4	40.0% 2	22.2% 2	36.0% 9
Totals	100.0% 27	100.0% 8	100.0% 20	100.0% 1	100.0% 10	100.0% 5	100.0% 9	100.0% 25
Mean	3.48	3.00	3.55	3.00	4.10	3.40	2.78	3.48
Timely resolution of textbook related problems								
Rated 1	8.3% 2	33.3% 2	5.3% 1	0.0% 0	0.0% 0	0.0% 0	20.0% 2	9.5% 2
Rated 2	8.3% 2	0.0% 0	10.5% 2	0.0% 0	12.5% 1	0.0% 0	10.0% 1	4.8% 1
Rated 3	4.2% 1	0.0% 0	5.3% 1	0.0% 0	0.0% 0	0.0% 0	10.0% 1	4.8% 1
Rated 4	29.2% 7	16.7% 1	31.6% 6	0.0% 0	37.5% 3	33.3% 1	30.0% 3	28.6% 6
Rated 5	50.0% 12	50.0% 3	47.4% 9	100.0% 2	50.0% 4	66.7% 2	30.0% 3	52.4% 11
Totals	100.0% 24	100.0% 6	100.0% 19	100.0% 2	100.0% 8	100.0% 3	100.0% 10	100.0% 21
Mean	4.04	3.50	4.05	5.00	4.25	4.67	3.40	4.10
Competitively priced textbooks								
Rated 1	13.8% 4	11.1% 1	14.3% 3	0.0% 0	11.1% 1	0.0% 0	18.2% 2	7.7% 2
Rated 2	20.7% 6	11.1% 1	28.6% 6	0.0% 0	11.1% 1	40.0% 2	27.3% 3	23.1% 6
Rated 3	31.0% 9	44.4% 4	23.8% 5	0.0% 0	33.3% 3	20.0% 1	45.5% 5	34.6% 9
Rated 4	31.0% 9	33.3% 3	28.6% 6	50.0% 1	44.4% 4	40.0% 2	9.1% 1	34.6% 9
Rated 5	3.4% 1	0.0% 0	4.8% 1	50.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Totals	100.0% 29	100.0% 9	100.0% 21	100.0% 2	100.0% 9	100.0% 5	100.0% 11	100.0% 26
Mean	2.90	3.00	2.81	4.50	3.11	3.00	2.45	2.96
Reasonable deadlines for submitting textbook orders								
Rated 1	15.6% 5	11.1% 1	20.8% 5	0.0% 0	9.1% 1	16.7% 1	25.0% 3	10.0% 3
Rated 2	3.1% 1	0.0% 0	4.2% 1	0.0% 0	9.1% 1	0.0% 0	0.0% 0	3.3% 1
Rated 3	31.3% 10	33.3% 3	29.2% 7	0.0% 0	27.3% 3	16.7% 1	41.7% 5	33.3% 10
Rated 4	15.6% 5	33.3% 3	8.3% 2	100.0% 1	18.2% 2	16.7% 1	8.3% 1	16.7% 5
Rated 5	34.4% 11	22.2% 2	37.5% 9	0.0% 0	36.4% 4	50.0% 3	25.0% 3	36.7% 11
Totals	100.0% 32	100.0% 9	100.0% 24	100.0% 1	100.0% 11	100.0% 6	100.0% 12	100.0% 30
Mean	3.50	3.56	3.38	4.00	3.64	3.83	3.08	3.67

	Overall 38	Academic Title		Years on Campus				Full-time/part-time
		Professor 25.6%, 10	Other 74.4%, 29	Below 2 8.6%, 3	2 to 5 34.3%, 12	5 to 15 17.1%, 6	Above 15 40.0%, 14	Full-time 100.0%, 35
Assistance with coursepacks/duplicated course materials								
Rated 1	23.1% 3	25.0% 1	30.0% 3	0	20.0% 1	50.0% 1	20.0% 1	16.7% 2
Rated 2	0.0% 0	0.0% 0	0.0% 0	0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 3	0.0% 0	0.0% 0	0.0% 0	0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 4	30.8% 4	50.0% 2	20.0% 2	0	60.0% 3	0.0% 0	20.0% 1	33.3% 4
Rated 5	46.2% 6	25.0% 1	50.0% 5	0	20.0% 1	50.0% 1	60.0% 3	50.0% 6
Totals	100.0% 13	100.0% 4	100.0% 10	% 0	100.0% 5	100.0% 2	100.0% 5	100.0% 12
Mean	3.77	3.50	3.60	-	3.60	3.00	4.00	4.00
Communication/clarity of store policies (e.g., returns policy, etc.)								
Rated 1	9.1% 2	0.0% 0	11.8% 2	0.0% 0	0.0% 0	33.3% 2	0.0% 0	9.5% 2
Rated 2	4.5% 1	20.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	16.7% 1	4.8% 1
Rated 3	4.5% 1	20.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.8% 1
Rated 4	18.2% 4	0.0% 0	23.5% 4	50.0% 1	40.0% 2	16.7% 1	0.0% 0	19.0% 4
Rated 5	63.6% 14	60.0% 3	64.7% 11	50.0% 1	60.0% 3	50.0% 3	83.3% 5	61.9% 13
Totals	100.0% 22	100.0% 5	100.0% 17	100.0% 2	100.0% 5	100.0% 6	100.0% 6	100.0% 21
Mean	4.23	4.00	4.29	4.50	4.60	3.50	4.50	4.19
Communication of store special events								
Rated 1	9.7% 3	14.3% 1	8.3% 2	0.0% 0	0.0% 0	33.3% 2	0.0% 0	10.3% 3
Rated 2	3.2% 1	0.0% 0	4.2% 1	0.0% 0	0.0% 0	16.7% 1	0.0% 0	3.4% 1
Rated 3	12.9% 4	28.6% 2	8.3% 2	0.0% 0	25.0% 2	0.0% 0	18.2% 2	13.8% 4
Rated 4	9.7% 3	0.0% 0	12.5% 3	33.3% 1	0.0% 0	16.7% 1	9.1% 1	10.3% 3
Rated 5	64.5% 20	57.1% 4	66.7% 16	66.7% 2	75.0% 6	33.3% 2	72.7% 8	62.1% 18
Totals	100.0% 31	100.0% 7	100.0% 24	100.0% 3	100.0% 8	100.0% 6	100.0% 11	100.0% 29
Mean	4.16	3.86	4.25	4.67	4.50	3.00	4.55	4.10
Personnel who are warm and friendly to you								
Rated 1	11.8% 4	25.0% 2	11.1% 3	0.0% 0	10.0% 1	16.7% 1	16.7% 2	9.7% 3
Rated 2	8.8% 3	12.5% 1	7.4% 2	0.0% 0	10.0% 1	16.7% 1	0.0% 0	9.7% 3
Rated 3	8.8% 3	25.0% 2	3.7% 1	0.0% 0	0.0% 0	0.0% 0	25.0% 3	9.7% 3
Rated 4	14.7% 5	12.5% 1	14.8% 4	0.0% 0	30.0% 3	0.0% 0	16.7% 2	12.9% 4
Rated 5	55.9% 19	25.0% 2	63.0% 17	100.0% 3	50.0% 5	66.7% 4	41.7% 5	58.1% 18
Totals	100.0% 34	100.0% 8	100.0% 27	100.0% 3	100.0% 10	100.0% 6	100.0% 12	100.0% 31
Mean	3.94	3.00	4.11	5.00	4.00	3.83	3.67	4.00
Store layout/organization								
Rated 1	11.4% 4	12.5% 1	10.7% 3	0.0% 0	9.1% 1	33.3% 2	8.3% 1	12.5% 4

	Overall 38	Academic Title		Years on Campus				Full-time/part-time	
		Professor 25.6%, 10	Other 74.4%, 29	Below 2 8.6%, 3	2 to 5 34.3%, 12	5 to 15 17.1%, 6	Above 15 40.0%, 14	Full-time 100.0%, 35	
Rated 2	2.9% 1	0.0% 0	3.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	3.1% 1	
Rated 3	25.7% 9	50.0% 4	21.4% 6	0.0% 0	18.2% 2	0.0% 0	41.7% 5	21.9% 7	
Rated 4	22.9% 8	25.0% 2	21.4% 6	33.3% 1	18.2% 2	50.0% 3	16.7% 2	25.0% 8	
Rated 5	37.1% 13	12.5% 1	42.9% 12	66.7% 2	54.5% 6	16.7% 1	33.3% 4	37.5% 12	
Totals	100.0% 35	100.0% 8	100.0% 28	100.0% 3	100.0% 11	100.0% 6	100.0% 12	100.0% 32	
Mean	3.71	3.25	3.82	4.67	4.09	3.17	3.67	3.72	
Knowledgeable store personnel									
Rated 1	6.5% 2	14.3% 1	4.0% 1	0.0% 0	0.0% 0	16.7% 1	8.3% 1	6.9% 2	
Rated 2	12.9% 4	14.3% 1	16.0% 4	0.0% 0	25.0% 2	16.7% 1	8.3% 1	13.8% 4	
Rated 3	16.1% 5	28.6% 2	12.0% 3	0.0% 0	12.5% 1	0.0% 0	25.0% 3	13.8% 4	
Rated 4	22.6% 7	28.6% 2	20.0% 5	0.0% 0	12.5% 1	33.3% 2	33.3% 4	24.1% 7	
Rated 5	41.9% 13	14.3% 1	48.0% 12	100.0% 2	50.0% 4	33.3% 2	25.0% 3	41.4% 12	
Totals	100.0% 31	100.0% 7	100.0% 25	100.0% 2	100.0% 8	100.0% 6	100.0% 12	100.0% 29	
Mean	3.81	3.14	3.92	5.00	3.88	3.50	3.58	3.79	
Store support of faculty authors									
Rated 1	25.0% 2	100.0% 2	0.0% 0	0.0% 0	25.0% 1	0.0% 0	50.0% 1	28.6% 2	
Rated 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	
Rated 3	12.5% 1	0.0% 0	16.7% 1	0.0% 0	0.0% 0	100.0% 1	0.0% 0	14.3% 1	
Rated 4	12.5% 1	0.0% 0	16.7% 1	0.0% 0	25.0% 1	0.0% 0	0.0% 0	14.3% 1	
Rated 5	50.0% 4	0.0% 0	66.7% 4	100.0% 1	50.0% 2	0.0% 0	50.0% 1	42.9% 3	
Totals	100.0% 8	100.0% 2	100.0% 6	100.0% 1	100.0% 4	100.0% 1	100.0% 2	100.0% 7	
Mean	3.63	1.00	4.50	5.00	3.75	3.00	3.00	3.43	
Store responsiveness to special orders and requests									
Rated 1	11.8% 2	20.0% 1	7.7% 1	0.0% 0	0.0% 0	33.3% 1	14.3% 1	12.5% 2	
Rated 2	11.8% 2	20.0% 1	7.7% 1	0.0% 0	25.0% 1	0.0% 0	14.3% 1	12.5% 2	
Rated 3	17.6% 3	40.0% 2	15.4% 2	0.0% 0	25.0% 1	0.0% 0	28.6% 2	18.8% 3	
Rated 4	5.9% 1	0.0% 0	7.7% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	6.3% 1	
Rated 5	52.9% 9	20.0% 1	61.5% 8	100.0% 1	50.0% 2	66.7% 2	42.9% 3	50.0% 8	
Totals	100.0% 17	100.0% 5	100.0% 13	100.0% 1	100.0% 4	100.0% 3	100.0% 7	100.0% 16	
Mean	3.76	2.80	4.08	5.00	3.75	3.67	3.43	3.69	
Convenient store hours									
Rated 1	12.9% 4	12.5% 1	12.5% 3	0.0% 0	0.0% 0	33.3% 2	16.7% 2	10.3% 3	
Rated 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	
Rated 3	6.5% 2	25.0% 2	4.2% 1	0.0% 0	0.0% 0	0.0% 0	8.3% 1	6.9% 2	
Rated 4	32.3% 10	37.5% 3	29.2% 7	66.7% 2	28.6% 2	16.7% 1	33.3% 4	34.5% 10	
Rated 5	48.4% 15	25.0% 2	54.2% 13	33.3% 1	71.4% 5	50.0% 3	41.7% 5	48.3% 14	
Totals	100.0% 31	100.0% 8	100.0% 24	100.0% 3	100.0% 7	100.0% 6	100.0% 12	100.0% 29	

	Overall 38	Academic Title		Years on Campus				Full-time/part-time
		Professor 25.6%, 10	Other 74.4%, 29	Below 2 8.6%, 3	2 to 5 34.3%, 12	5 to 15 17.1%, 6	Above 15 40.0%, 14	Full-time 100.0%, 35
Mean	4.03	3.63	4.13	4.33	4.71	3.50	3.83	4.10
Store selection of general and reference books								
Rated 1	13.0% 3	0.0% 0	15.8% 3	0.0% 0	0.0% 0	33.3% 2	12.5% 1	13.6% 3
Rated 2	13.0% 3	25.0% 1	10.5% 2	0.0% 0	20.0% 1	0.0% 0	12.5% 1	13.6% 3
Rated 3	26.1% 6	50.0% 2	21.1% 4	0.0% 0	40.0% 2	16.7% 1	25.0% 2	27.3% 6
Rated 4	26.1% 6	25.0% 1	26.3% 5	100.0% 2	0.0% 0	16.7% 1	37.5% 3	22.7% 5
Rated 5	21.7% 5	0.0% 0	26.3% 5	0.0% 0	40.0% 2	33.3% 2	12.5% 1	22.7% 5
Totals	100.0% 23	100.0% 4	100.0% 19	100.0% 2	100.0% 5	100.0% 6	100.0% 8	100.0% 22
Mean	3.30	3.00	3.37	4.00	3.60	3.17	3.25	3.27
Store selection of office and school supplies								
Rated 1	6.9% 2	12.5% 1	4.5% 1	0.0% 0	0.0% 0	16.7% 1	9.1% 1	7.1% 2
Rated 2	10.3% 3	25.0% 2	9.1% 2	0.0% 0	14.3% 1	16.7% 1	9.1% 1	10.7% 3
Rated 3	31.0% 9	37.5% 3	27.3% 6	50.0% 1	14.3% 1	33.3% 2	27.3% 3	28.6% 8
Rated 4	17.2% 5	12.5% 1	18.2% 4	50.0% 1	14.3% 1	0.0% 0	18.2% 2	17.9% 5
Rated 5	34.5% 10	12.5% 1	40.9% 9	0.0% 0	57.1% 4	33.3% 2	36.4% 4	35.7% 10
Totals	100.0% 29	100.0% 8	100.0% 22	100.0% 2	100.0% 7	100.0% 6	100.0% 11	100.0% 28
Mean	3.62	2.88	3.82	3.50	4.14	3.17	3.64	3.64
Store selection of software and computer products								
Rated 1	11.1% 2	0.0% 0	13.3% 2	0.0% 0	20.0% 1	20.0% 1	0.0% 0	11.8% 2
Rated 2	16.7% 3	33.3% 1	13.3% 2	100.0% 1	20.0% 1	0.0% 0	16.7% 1	11.8% 2
Rated 3	27.8% 5	33.3% 1	26.7% 4	0.0% 0	20.0% 1	40.0% 2	16.7% 1	29.4% 5
Rated 4	5.6% 1	33.3% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	16.7% 1	5.9% 1
Rated 5	38.9% 7	0.0% 0	46.7% 7	0.0% 0	40.0% 2	40.0% 2	50.0% 3	41.2% 7
Totals	100.0% 18	100.0% 3	100.0% 15	100.0% 1	100.0% 5	100.0% 5	100.0% 6	100.0% 17
Mean	3.44	3.00	3.53	2.00	3.20	3.40	4.00	3.53
Unique and interesting product selection								
Rated 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Rated 2	29.2% 7	33.3% 2	27.8% 5	50.0% 1	16.7% 1	33.3% 2	28.6% 2	26.1% 6
Rated 3	25.0% 6	50.0% 3	16.7% 3	0.0% 0	33.3% 2	16.7% 1	28.6% 2	26.1% 6
Rated 4	20.8% 5	16.7% 1	22.2% 4	0.0% 0	16.7% 1	16.7% 1	28.6% 2	21.7% 5
Rated 5	25.0% 6	0.0% 0	33.3% 6	50.0% 1	33.3% 2	33.3% 2	14.3% 1	26.1% 6
Totals	100.0% 24	100.0% 6	100.0% 18	100.0% 2	100.0% 6	100.0% 6	100.0% 7	100.0% 23
Mean	3.42	2.83	3.61	3.50	3.67	3.50	3.29	3.48

	Overall 38	Academic Title		Years on Campus				Full-time/part-time
		Professor 25.6%, 10	Other 74.4%, 29	Below 2 8.6%, 3	2 to 5 34.3%, 12	5 to 15 17.1%, 6	Above 15 40.0%, 14	Full-time 100.0%, 35
In the next 12 months, which of the following do you plan to use for course instruction?								
Traditional printed course materials	93.3% 28	100.0% 9	90.9% 20	100.0% 2	100.0% 11	80.0% 4	90.9% 10	92.9% 26
Digital course materials	43.3% 13	44.4% 4	45.5% 10	100.0% 2	36.4% 4	60.0% 3	36.4% 4	42.9% 12
Digital course management	50.0% 15	33.3% 3	59.1% 13	100.0% 2	45.5% 5	80.0% 4	36.4% 4	46.4% 13
Other	13.3% 4	0.0% 0	18.2% 4	50.0% 1	0.0% 0	20.0% 1	18.2% 2	14.3% 4
Totals	* *	* *	* *	* *	* *	* *	* *	* *
What sources do you use to find information on USC Aiken Bookstore events and sales?								
The Pacer Times	16.2% 6	20.0% 2	14.3% 4	0.0% 0	9.1% 1	0.0% 0	28.6% 4	17.6% 6
Fliers/ads in the campus mail	10.8% 4	10.0% 1	10.7% 3	33.3% 1	9.1% 1	0.0% 0	14.3% 2	11.8% 4
Campus radio	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Posters/signs	13.5% 5	10.0% 1	14.3% 4	33.3% 1	9.1% 1	0.0% 0	14.3% 2	14.7% 5
E-mail	97.3% 36	100.0% 10	96.4% 27	66.7% 2	100.0% 11	100.0% 6	100.0% 14	97.1% 33
Faculty/staff newsletter	8.1% 3	10.0% 1	7.1% 2	0.0% 0	0.0% 0	16.7% 1	14.3% 2	8.8% 3
Bulletin boards	8.1% 3	10.0% 1	7.1% 2	0.0% 0	0.0% 0	0.0% 0	14.3% 2	8.8% 3
Web page	2.7% 1	0.0% 0	3.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.9% 1
Other	10.8% 4	10.0% 1	10.7% 3	33.3% 1	0.0% 0	16.7% 1	14.3% 2	11.8% 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	26.3% 10	10.0% 1	31.0% 9	66.7% 2	8.3% 1	16.7% 1	35.7% 5	25.7% 9
you may or may not purchase the item at the USC Aiken Bookstore	68.4% 26	70.0% 7	69.0% 20	33.3% 1	91.7% 11	83.3% 5	57.1% 8	68.6% 24
you probably would not purchase the item at the USC Aiken Bookstore	5.3% 2	20.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	7.1% 1	5.7% 2
Totals	100.0% 38	100.0% 10	100.0% 29	100.0% 3	100.0% 12	100.0% 6	100.0% 14	100.0% 35
If you would not purchase a needed item at the USC Aiken Bookstore, what are the reasons?								
Price	63.6% 21	66.7% 6	60.0% 15	100.0% 1	45.5% 5	83.3% 5	66.7% 8	60.0% 18
Parking	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Location	3.0% 1	0.0% 0	4.0% 1	0.0% 0	0.0% 0	0.0% 0	8.3% 1	3.3% 1
Service	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Product selection	27.3% 9	22.2% 2	28.0% 7	0.0% 0	27.3% 3	33.3% 2	25.0% 3	26.7% 8

	Overall	Academic Title		Years on Campus				Full-time/part-time
	38	Professor 25.6%, 10	Other 74.4%, 29	Below 2 8.6%, 3	2 to 5 34.3%, 12	5 to 15 17.1%, 6	Above 15 40.0%, 14	Full-time 100.0%, 35
More convenient to purchase elsewhere	30.3% 10	33.3% 3	32.0% 8	0.0% 0	27.3% 3	33.3% 2	33.3% 4	33.3% 10
Other	6.1% 2	0.0% 0	8.0% 2	0.0% 0	0.0% 0	16.7% 1	0.0% 0	6.7% 2
Totals	* *	* *	* *	* *	* *	* *	* *	* *

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