

1. What prompted your most recent shopping trip at our store? (check all that apply)

#	Answer	Response	%
1	A friend/family member brought me	2	6%
2	I was looking for a specific item	22	71%
3	It is a fun place to shop	2	6%
4	I had a gift card to use	2	6%
5	I had a coupon to use	5	16%
6	I was making a return	1	3%
7	I saw there was a sale going on	2	6%
8	I was just browsing	2	6%
9	Other: (fill in blank)	5	16%

Other: (fill in blank)

My professor mentioned it was the best place to purchase textbooks. I also knew by using the bookstore that I would receive the correct textbooks.

I needed text books

I got accepted to Belmont!

textbooks

Picking up an item that I ordered

Statistic	Value
Min Value	1
Max Value	9
Total Responses	31

2. Please rate your satisfaction with....

#	Question	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Total Responses	Mean
1	The overall cleanliness of the store	0	0	0	10	12	22	4.55
2	How neatly the merchandise was presented	0	1	0	10	13	24	4.46
3	The ease of finding what you were looking for	0	0	3	9	15	27	4.44
4	The amount of space you had to shop comfortably	1	3	2	9	6	21	3.76
5	The availability of items you wanted	1	2	1	12	12	28	4.14
6	The selection of merchandise	0	1	1	14	13	29	4.34
7	The price of merchandise	1	1	6	15	7	30	3.87

Statistic	The overall cleanliness of the store	How neatly the merchandise was presented	The ease of finding what you were looking for	The amount of space you had to shop comfortably	The availability of items you wanted	The selection of merchandise	The price of merchandise
Min Value	4	2	3	1	1	2	1
Max Value	5	5	5	5	5	5	5
Mean	4.55	4.46	4.44	3.76	4.14	4.34	3.87
Variance	0.26	0.52	0.49	1.39	1.09	0.52	0.88
Standard Deviation	0.51	0.72	0.70	1.18	1.04	0.72	0.94
Total Responses	22	24	27	21	28	29	30

3. Which areas did you visit, or browse, during your trip? (check all that apply)

#	Answer	Response	%
1	Women's apparel	15	48%
2	Men's apparel	15	48%
3	Children's apparel	1	3%
4	Gifts	9	29%
5	Textbooks/Course materials	18	58%
6	School/Office supplies	7	23%
7	Technology/Computer accessories	1	3%
8	Food/Beverage	3	10%
9	Health/Beauty	1	3%

Statistic	Value
Min Value	1
Max Value	9
Total Responses	31

4. Who were you shopping for during your most recent visit to our store? (check all that apply)

#	Answer	Response	%
1	Myself	26	84%
2	My spouse/significant other	1	3%
3	My children	6	19%
4	Other adults	2	6%
5	Other children	2	6%
6	Departmental purchase (if employed at Belmont)	1	3%
7	Other: (fill in blank)	1	3%

Other: (fill in blank)

Statistic	Value
Min Value	1
Max Value	7
Total Responses	31

5. Please rate your satisfaction with...

#	Question	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Total Responses	Mean
1	The availability of associates	1	0	0	9	11	21	4.38
2	The helpfulness of associates	1	0	0	5	16	22	4.59
3	The friendliness of the associate who rang up your purchase	0	0	0	3	19	22	4.86

Statistic	The availability of associates	The helpfulness of associates	The friendliness of the associate who rang up your purchase
Min Value	1	1	4
Max Value	5	5	5
Mean	4.38	4.59	4.86
Variance	0.85	0.82	0.12
Standard Deviation	0.92	0.91	0.35
Total Responses	21	22	22

6. Was the cashier (or person helping you) wearing a name tag?

#	Answer	Response	%
1	Yes	11	37%
2	No	1	3%
3	Didn't notice	18	60%
	Total	30	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	2.23
Variance	0.94
Standard Deviation	0.97
Total Responses	30

7. If you remember the associate's name that helped you, please enter it here.

Text Response
NOPE
Jordan

Statistic	Value
Total Responses	2

8. Did you shop for textbooks today?

#	Answer	Response	%
1	Yes	15	50%
2	No	15	50%
	Total	30	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.50
Variance	0.26
Standard Deviation	0.51
Total Responses	30

9. Did you make a textbook purchase?

#	Answer	Response	%
1	Yes	15	100%
2	No	0	0%
	Total	15	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	15

10. Please rate your satisfaction...

#	Question	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Total Responses	Mean
1	The price of your textbook purchase	2	4	4	2	3	15	3.00
2	The availability of the format you preferred (rental, e-book, used, new)	1	0	3	6	5	15	3.93

Statistic	The price of your textbook purchase	The availability of the format you preferred (rental, e-book, used, new)
Min Value	1	1
Max Value	5	5
Mean	3.00	3.93
Variance	1.86	1.21
Standard Deviation	1.36	1.10
Total Responses	15	15

11. What was your reason for not purchasing a textbook(s)? Check all that apply.

#	Answer	Response	%
1	Price too high	0	0%
2	My textbook(s) was not available	0	0%
3	I want to wait and see if I need it	0	0%
4	Other: (fill in the blank)	0	0%

Other: (fill in the blank)

Statistic	Value
Min Value	-
Max Value	-
Total Responses	0

12. What format of textbooks do you prefer? Please rank in order of preference. (drag and drop the numbers to the right to indicate your order of preference)

#	Answer				Total Responses
1	Printed book	8	3	0	11
2	E-books (digital format)	1	1	9	11
3	E-book/print combination	2	7	2	11
	Total	11	11	11	-

Statistic	Printed book	E-books (digital format)	E-book/print combination
Min Value	1	1	1
Max Value	2	3	3
Mean	1.27	2.73	2.00
Variance	0.22	0.42	0.40
Standard Deviation	0.47	0.65	0.63
Total Responses	11	11	11

13. When purchasing printed course materials (textbooks), which type do you prefer?

#	Answer				Total Responses
1	New	1	5	4	10
2	Used	6	3	1	10
3	Rented books	3	2	5	10
	Total	10	10	10	-

Statistic	New	Used	Rented books
Min Value	1	1	1
Max Value	3	3	3
Mean	2.30	1.50	2.20
Variance	0.46	0.50	0.84
Standard Deviation	0.67	0.71	0.92
Total Responses	10	10	10

14. Did you shop for merchandise today? (anything other than textbook purchases)

#	Answer	Response	%
1	Yes	16	53%
2	No	14	47%
	Total	30	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.47
Variance	0.26
Standard Deviation	0.51
Total Responses	30

15. Did you make a purchase? (not including textbook purchases)

#	Answer	Response	%
1	Yes	15	94%
2	No	1	6%
	Total	16	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.06
Variance	0.06
Standard Deviation	0.25
Total Responses	16

16. Please rate your satisfaction with...

#	Question	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Total Responses	Mean
1	The price of your item	0	1	2	8	4	15	4.00
2	The availability of the item you were looking for	1	0	0	7	5	13	4.15
3	The selection of items to choose from	0	1	1	6	5	13	4.15

Statistic	The price of your item	The availability of the item you were looking for	The selection of items to choose from
Min Value	2	1	2
Max Value	5	5	5
Mean	4.00	4.15	4.15
Variance	0.71	1.14	0.81
Standard Deviation	0.85	1.07	0.90
Total Responses	15	13	13

17. What was your reason for not making a purchase? (check all that apply)

#	Answer	Response	%
1	The item(s) was too expensive	0	0%
2	What I wanted was not available	0	0%
3	I was looking but did not intend to make a purchase today	1	100%
4	Other: (fill in the blank)	0	0%

Other: (fill in the blank)

Statistic	Value
Min Value	3
Max Value	3
Total Responses	1

18. How satisfied were you with your overall shopping experience on your most recent visit?

#	Answer	Response	%
1	Very Dissatisfied	0	0%
2	Dissatisfied	2	7%
3	Neutral	2	7%
4	Satisfied	16	53%
5	Very Satisfied	10	33%
	Total	30	100%

Statistic	Value
Min Value	2
Max Value	5
Mean	4.13
Variance	0.67
Standard Deviation	0.82
Total Responses	30

19. How likely are you to shop in our store again in the next 3 months?

#	Answer	Response	%
1	Very Unlikely	0	0%
2	Unlikely	2	7%
3	Undecided	2	7%
4	Likely	11	37%
5	Very Likely	15	50%
	Total	30	100%

Statistic	Value
Min Value	2
Max Value	5
Mean	4.30
Variance	0.77
Standard Deviation	0.88
Total Responses	30

20. On a scale from 0-10, how likely are you to recommend our store to a friend or colleague?

#	Answer	Response	%
0	0	0	0%
1	1	0	0%
2	2	1	3%
3	3	0	0%
4	4	0	0%
5	5	3	10%
6	6	2	7%
7	7	8	27%
8	8	6	20%
9	9	4	13%
10	10	6	20%
	Total	30	100%

Statistic	Value
Min Value	2
Max Value	10
Mean	7.63
Variance	3.55
Standard Deviation	1.88
Total Responses	30

21. Are you a member of the Belmont Bonus Rewards Club?

#	Answer	Response	%
1	Yes	15	50%
2	No	15	50%
	Total	30	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.50
Variance	0.26
Standard Deviation	0.51
Total Responses	30

22. Please rate your satisfaction with the Belmont Bonus Rewards Club.

#	Answer	Response	%
1	Very Dissatisfied	1	7%
2	Dissatisfied	1	7%
3	Neutral	5	33%
4	Satisfied	6	40%
5	Very Satisfied	2	13%
	Total	15	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.47
Variance	1.12
Standard Deviation	1.06
Total Responses	15

23. Why have you not joined the Belmont Bonus Rewards Club? Please select the best answer.

#	Answer	Response	%
1	The cashier informed me and I intend to join	0	0%
2	The cashier informed me, but I would like more information	3	21%
3	The cashier did not inform me, but I would like more information	1	7%
4	The cashier did not inform me, but I do not want information	3	21%
5	Other	7	50%
	Total	14	100%

Other

not interested

I just haven't joined. I do not know much about it.

I shopped on Belmont Bookstore website, and I have not seen the information for BBRC.
did not want to

Statistic	Value
Min Value	2
Max Value	5
Mean	4.00
Variance	1.54
Standard Deviation	1.24
Total Responses	14

24. What would you like to see us carry in the store? (brands, merchandise categories, etc)

Text Response
Vera Bradley ID wallets
made in USA products
N/A
Leggings
More athletic shorts
More cloth and gifts, book rental service and postal service.
More notebooks
More reasonably priced, high quality t-shirts (i.e. Comfort Colors, but reasonable priced)
new t shirt designs
More Alumni items. MBA Items. Diploma frames.
More ladies apparel: polo shirts, yoga pants, scarves, jewelry More bags/totes (perhaps reusable bags?)
More variations of sizes in zip up jackets
merchandize from Belmont bands and artists
More selection of Plastic Dividers versus Paper ones only. Also, MORE NIKE FOR WOMEN:)

Statistic	Value
Total Responses	14

25. How could we make your experience easier or better?

Text Response
It has been satisfactory
Nothing-you do a great job.
N/A
Sales
When ordering textbooks online, would like to have a rating system for used textbooks, so can I can make a more informed purchase decision.
My experience was only online. I originally purchased 3 shirts to give as gifts. At the time of the order, one shirt was in stock. However, when I received my package, only two shirts were there and the third shirt had been discontinued. If I had known the shirt was not available, then I would have selected another one. Now I have to wait to give the shirts as gifts.
I think if the bookstore account can sync with MyBelmont account would be more easier for me to use. Maybe can add a navigation of belmont bookstore website in MyBelmont Home page.
I did not appreciate that I was not made aware of the fact that a textbook that I needed was not in stock until I picked up my order, only to be infuriated by the fact that I could have ordered the book from another retailer had I known that it was unavailable.
cheaper textbooks
keep doing what youre doing
faster checkout
Make the store larger it is so small and cramped
I actually placed my order online, but had to call & speak w/Jordan today b/c my coupon I had been mailed had expired & my gift card wasn't showing up. She immediately took care of both & mailed me a receipt showing me the amount I was charged after all discounts! She is AWESOME! I have NEVER had ANY PROBLEMS W/ANY OF THE ASSOCIATES working in the bookstore! They do an OUTSTANDING JOB of going above & BEYOND in customer service! I FLAT REFUSE to even buy my textbooks anywhere else! They're GREAT!

Statistic	Value
Total Responses	13

26. Please indicate your gender.

#	Answer	Response	%
1	Male	6	20%
2	Female	24	80%
	Total	30	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.80
Variance	0.17
Standard Deviation	0.41
Total Responses	30

27. Please indicate your age group.

#	Answer	Response	%
1	Under 25	17	57%
2	25-34	5	17%
3	35-44	2	7%
4	45-54	4	13%
5	55-64	2	7%
6	65 and older	0	0%
	Total	30	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	1.97
Variance	1.83
Standard Deviation	1.35
Total Responses	30

28. Please indicate your affiliation with Belmont (check all that apply)

#	Answer	Response	%
1	Student	21	68%
2	Faculty	1	3%
3	Staff	1	3%
4	Athlete	0	0%
5	Alumni	2	6%
6	Prospective Student	3	10%
7	Parent/Family member of student	4	13%
8	Visitor-local	0	0%
9	Visitor- out of town	0	0%
10	Here for an event on campus	0	0%
11	Other	1	3%

Other

friend of future student

Statistic	Value
Min Value	1
Max Value	11
Total Responses	31