

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	11%
2	I was looking for a specific item	14	74%
3	It is a fun place to shop	1	5%
4	I had a gift card to use	1	5%
5	I had a coupon to use	3	16%
6	I was making a return	0	0%
7	I saw there was a sale going on	0	0%
8	I was just browsing	2	11%
9	Other: (fill in blank)	2	11%

Other: (fill in blank)

shopped online

I knew that I would receive the correct books if I ordered from the school bookstore.

Statistic	Value
Min Value	1
Max Value	9
Total Responses	19

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	5	11	16	4.69
2	How neatly the merchandise was presented	0	0	0	6	9	15	4.60
3	The ease of finding what you were looking for	0	0	0	5	11	16	4.69
4	The amount of space you had to shop comfortably	0	1	3	6	5	15	4.00
5	The availability of items you wanted	0	1	0	8	9	18	4.39
6	The selection of merchandise	0	0	1	8	10	19	4.47
7	The price of merchandise	0	3	5	6	4	18	3.61

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	4	4	2	2	3	2
Max Value	5	5	5	5	5	5	5
Mean	4.69	4.60	4.69	4.00	4.39	4.47	3.61
Variance	0.23	0.26	0.23	0.86	0.60	0.37	1.08
Standard Deviation	0.48	0.51	0.48	0.93	0.78	0.61	1.04
Total Responses	16	15	16	15	18	19	18

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

#	Answer	Response	%
1	Women's apparel	12	67%
2	Men's apparel	9	50%
3	Children's apparel	0	0%
4	Gifts	7	39%
5	Textbooks/Course materials	10	56%
6	School/Office supplies	6	33%
7	Technology/Computer accessories	1	6%
8	Food/Beverage	2	11%
9	Health/Beauty	0	0%

Statistic	Value
Min Value	1
Max Value	8
Total Responses	18

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

#	Answer		Response	%
1	Myself		13	68%
2	My spouse/significant other		1	5%
3	My children		6	32%
4	Other adults		4	21%
5	Other children		2	11%
6	Departmental purchase (if employed at Belmont)		0	0%
7	Other: (fill in blank)		1	5%

Other: (fill in blank)

A gift for a friend

Statistic	Value
Min Value	1
Max Value	7
Total Responses	19

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	0	0	0	7	8	15	4.53
2	The helpfulness of associates	0	0	1	6	8	15	4.47
3	The friendliness of the associate who rang up your purchase	0	1	0	4	9	14	4.50

Statistic	The availability of associates	The helpfulness of associates	The friendliness of the associate who rang up your purchase
Min Value	4	3	2
Max Value	5	5	5
Mean	4.53	4.47	4.50
Variance	0.27	0.41	0.73
Standard Deviation	0.52	0.64	0.85
Total Responses	15	15	14

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

#	Answer	Response	%
1	Yes	7	41%
2	No	0	0%
3	Didn't notice	10	59%
	Total	17	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	2.18
Variance	1.03
Standard Deviation	1.01
Total Responses	17

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

Text Response

Statistic	Value
Total Responses	0

8. Did you shop for textbooks today?

#	Answer	Response	%
1	Yes	8	44%
2	No	10	56%
	Total	18	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.56
Variance	0.26
Standard Deviation	0.51
Total Responses	18

9. Did you make a textbook purchase?

#	Answer	Response	%
1	Yes	7	88%
2	No	1	13%
	Total	8	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.13
Variance	0.13
Standard Deviation	0.35
Total Responses	8

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	0	3	2	1	0	6	2.67
2	The availability of the format you preferred (rental, e-book, used, new)	0	0	0	5	2	7	4.29

Statistic	The price of your textbook purchase	The availability of the format you preferred (rental, e-book, used, new)
Min Value	2	4
Max Value	4	5
Mean	2.67	4.29
Variance	0.67	0.24
Standard Deviation	0.82	0.49
Total Responses	6	7

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

#	Answer	Response	%
1	Price too high	1	100%
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	1
Max Value	1
Total Responses	1

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	7	0	0	7
2	E-books (digital format)	0	2	5	7
3	E-book/print combination	0	5	2	7
	Total	7	7	7	-

Statistic	Printed book	E-books (digital format)	E-book/print combination
Min Value	1	2	2
Max Value	1	3	3
Mean	1.00	2.71	2.29
Variance	0.00	0.24	0.24
Standard Deviation	0.00	0.49	0.49
Total Responses	7	7	7

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

#	Answer				Total Responses
1	New	1	4	1	6
2	Used	5	0	1	6
3	Rented books	0	2	4	6
	Total	6	6	6	-

Statistic	New	Used	Rented books
Min Value	1	1	2
Max Value	3	3	3
Mean	2.00	1.33	2.67
Variance	0.40	0.67	0.27
Standard Deviation	0.63	0.82	0.52
Total Responses	6	6	6

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

#	Answer	Response	%
1	Yes	10	56%
2	No	8	44%
	Total	18	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.44
Variance	0.26
Standard Deviation	0.51
Total Responses	18

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

#	Answer	Response	%
1	Yes	10	100%
2	No	0	0%
	Total	10	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	10

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	0	7	2	10	4.00
2	The availability of the item you were looking for	0	0	1	5	4	10	4.30
3	The selection of items to choose from	0	0	0	6	4	10	4.40

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	3	4
Max Value	5	5	5
Mean	4.00	4.30	4.40
Variance	0.67	0.46	0.27
Standard Deviation	0.82	0.67	0.52
Total Responses	10	10	10

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	0	0%
4	Other: (fill in the blank)	0	0%

Other: (fill in the blank)

Statistic	Value
Min Value	-
Max Value	-
Total Responses	0

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

#	Answer	Response	%
1	Very Dissatisfied	0	0%
2	Dissatisfied	0	0%
3	Neutral	1	6%
4	Satisfied	11	61%
5	Very Satisfied	6	33%
	Total	18	100%

Statistic	Value
Min Value	3
Max Value	5
Mean	4.28
Variance	0.33
Standard Deviation	0.57
Total Responses	18

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	0	0%
3	Undecided	0	0%
4	Likely	11	61%
5	Very Likely	7	39%
	Total	18	100%

Statistic	Value
Min Value	4
Max Value	5
Mean	4.39
Variance	0.25
Standard Deviation	0.50
Total Responses	18

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	0	0%
3	3	0	0%
4	4	0	0%
5	5	2	11%
6	6	2	11%
7	7	2	11%
8	8	2	11%
9	9	4	22%
10	10	6	33%
	Total	18	100%

Statistic	Value
Min Value	5
Max Value	10
Mean	8.22
Variance	3.24
Standard Deviation	1.80
Total Responses	18

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

#	Answer	Response	%
1	Yes	11	61%
2	No	7	39%
	Total	18	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.39
Variance	0.25
Standard Deviation	0.50
Total Responses	18

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

#	Answer	Response	%
1	Very Dissatisfied	0	0%
2	Dissatisfied	0	0%
3	Neutral	4	36%
4	Satisfied	6	55%
5	Very Satisfied	1	9%
	Total	11	100%

Statistic	Value
Min Value	3
Max Value	5
Mean	3.73
Variance	0.42
Standard Deviation	0.65
Total Responses	11

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	1	14%
2	The cashier informed me, but I would like more information	1	14%
3	The cashier did not inform me, but I would like more information	2	29%
4	The cashier did not inform me, but I do not want information	2	29%
5	Other	1	14%
	Total	7	100%

Other

shop online -

Statistic	Value
Min Value	1
Max Value	5
Mean	3.14
Variance	1.81
Standard Deviation	1.35
Total Responses	7

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

Text Response
nothing comes to mind
I would love to see the bookstore carry more variety in the types of apparel. T-shirts and hoodies are great, but the addition of some Belmont cardigans or some (less expensive) forms of Belmont outerwear would be appealing.
I am satisfied by what is carried
More cheap supplies for dorms.
Nothing comes to mind
More variety in sizes
housewares with Belmont on them
Comfort colors

Statistic	Value
Total Responses	8

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

Text Response
roomier space to shop, especially in clothing area
The associates typically are sufficiently helpful; however, the kindness factor tends to be ignored.
I can't think of anything
Make the prices lower for students!!! And maybe let us use our BUids for all purchases
More space to shop!
more sales:)

Statistic	Value
Total Responses	6

26. Please indicate your gender.

#	Answer	Response	%
1	Male	5	28%
2	Female	13	72%
	Total	18	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.72
Variance	0.21
Standard Deviation	0.46
Total Responses	18

27. Please indicate your age group.

#	Answer	Response	%
1	Under 25	10	56%
2	25-34	2	11%
3	35-44	2	11%
4	45-54	2	11%
5	55-64	2	11%
6	65 and older	0	0%
	Total	18	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.11
Variance	2.22
Standard Deviation	1.49
Total Responses	18

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

#	Answer	Response	%
1	Student	12	67%
2	Faculty	0	0%
3	Staff	0	0%
4	Athlete	0	0%
5	Alumni	0	0%
6	Prospective Student	1	6%
7	Parent/Family member of student	6	33%
8	Visitor-local	0	0%
9	Visitor- out of town	0	0%
10	Here for an event on campus	0	0%
11	Other	0	0%

Other

Statistic	Value
Min Value	1
Max Value	7
Total Responses	18