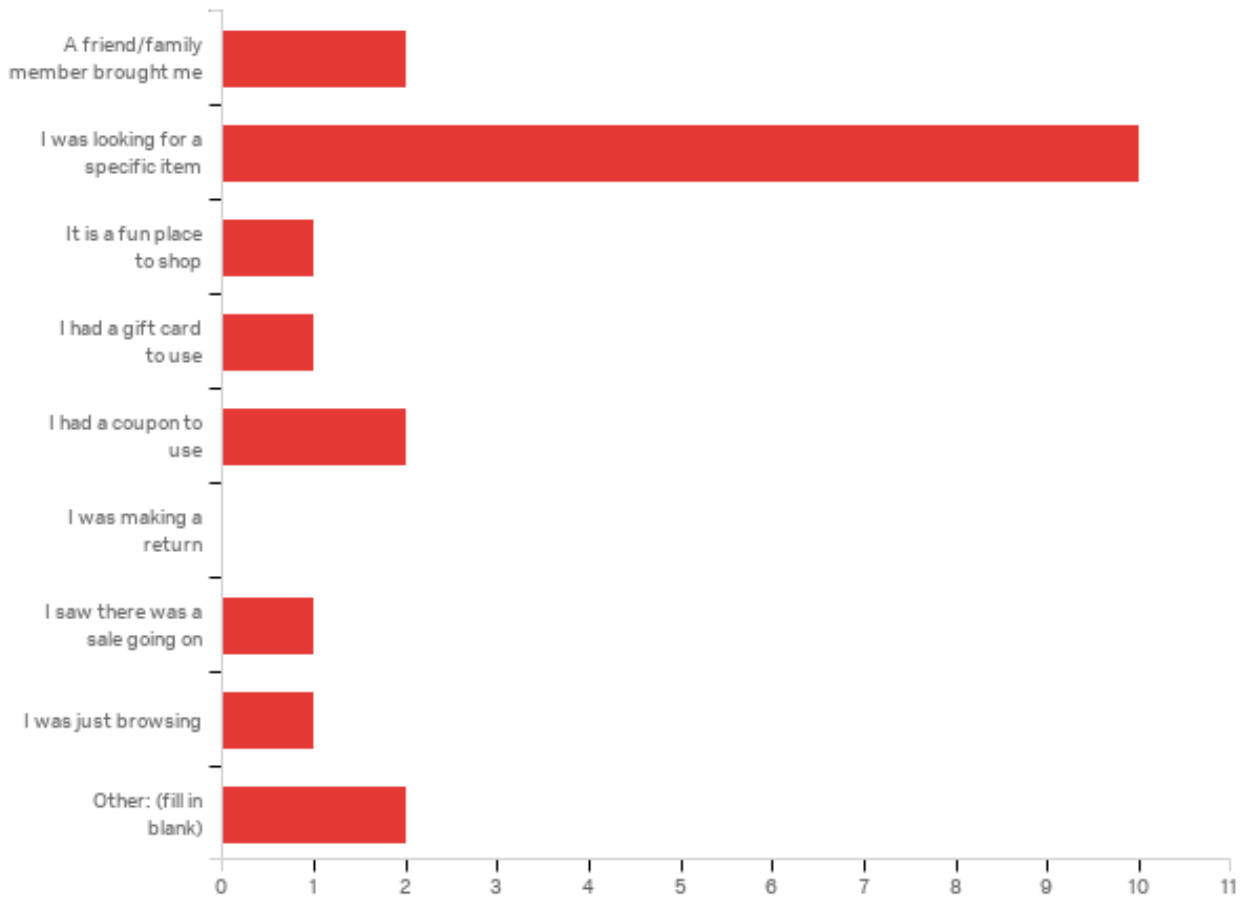


# Initial Report

Campus Store Customer Satisfaction Survey-Summer 2016

July 29th 2016, 1:54 pm CDT

## Q24 - What prompted your most recent shopping trip at our store? (check all that apply)



Answer	%	Count
A friend/family member brought me	13.33%	2
I was looking for a specific item	66.67%	10
It is a fun place to shop	6.67%	1
I had a gift card to use	6.67%	1
I had a coupon to use	13.33%	2
I was making a return	0.00%	0
I saw there was a sale going on	6.67%	1

I was just browsing	6.67%	1
Other: (fill in blank)	13.33%	2
Total	100%	15

Other: (fill in blank)

Other: (fill in blank)

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I had to purchase two textbooks for an online Belmont English Course I'm enrolled in for the full-term summer session.

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Friend's daughter newly enrolled

### Q3 - Please rate your satisfaction with....

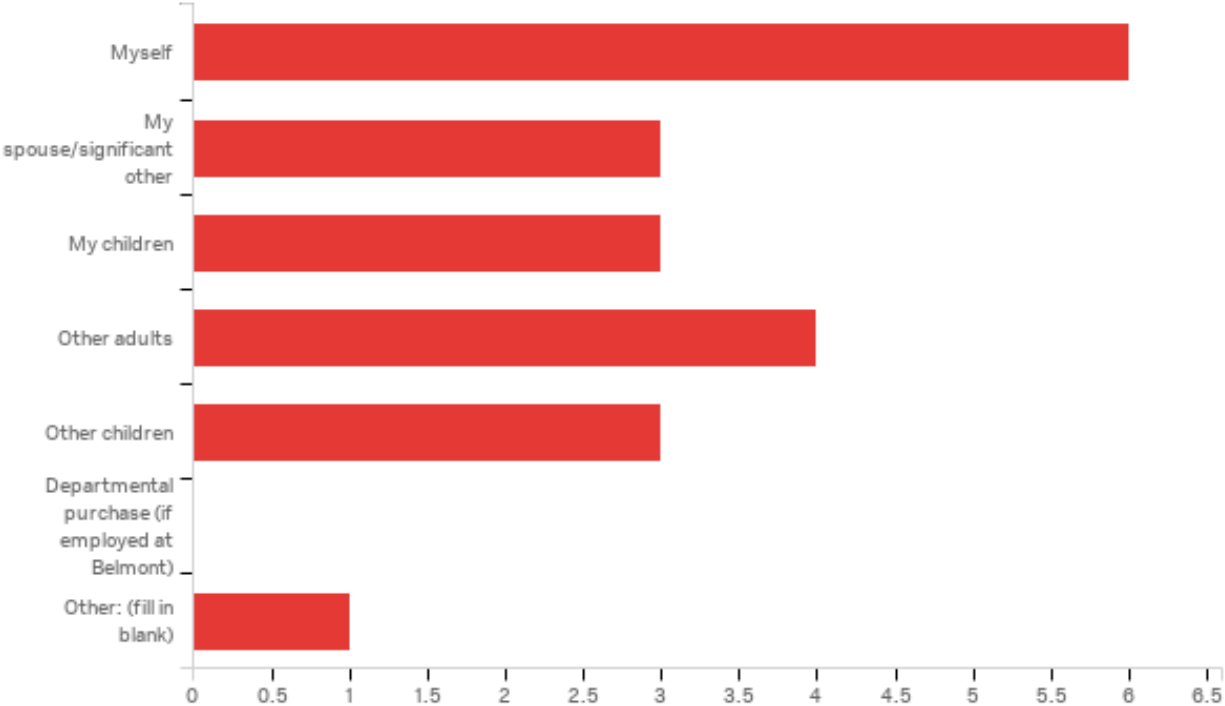
Question	Highly Dissatisfied		Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Highly Satisfied		Total
The overall cleanliness of the store	0.00%	0	0.00%	0	0.00%	0	12.50%	1	87.50%	7	8
How neatly the merchandise was presented	0.00%	0	0.00%	0	0.00%	0	25.00%	2	75.00%	6	8
The ease of finding what you were looking for	0.00%	0	0.00%	0	9.09%	1	18.18%	2	72.73%	8	11
The amount of space you had to shop comfortably	0.00%	0	0.00%	0	0.00%	0	37.50%	3	62.50%	5	8
The availability of items you wanted	0.00%	0	14.29%	2	7.14%	1	28.57%	4	50.00%	7	14
The selection of merchandise	0.00%	0	15.38%	2	7.69%	1	30.77%	4	46.15%	6	13
The price of merchandise	0.00%	0	0.00%	0	21.43%	3	28.57%	4	50.00%	7	14

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
The overall cleanliness of the store	4.00	5.00	4.88	0.33	0.11	8	0.00%	100.00%
How neatly the merchandise was presented	4.00	5.00	4.75	0.43	0.19	8	0.00%	100.00%
The ease of finding what you were looking for	3.00	5.00	4.64	0.64	0.41	11	9.09%	100.00%
The amount of space you had to shop comfortably	4.00	5.00	4.63	0.48	0.23	8	0.00%	100.00%
The availability of items you wanted	2.00	5.00	4.14	1.06	1.12	14	21.43%	85.71%
The selection of merchandise	2.00	5.00	4.08	1.07	1.15	13	23.08%	84.62%
The price of merchandise	3.00	5.00	4.29	0.80	0.63	14	21.43%	100.00%

**Q20 - Which areas did you visit, or browse, during your trip? (check all that apply)**

Answer	%	Count
Women's apparel	57.14%	8
Men's apparel	50.00%	7
Children's apparel	7.14%	1
Gifts	42.86%	6
Textbooks/Course materials	21.43%	3
School/Office supplies	14.29%	2
Technology/Computer accessories	0.00%	0
Food/Beverage	0.00%	0
Health/Beauty	0.00%	0
Total	100%	14

**Q26 - Who were you shopping for during your most recent visit to our store? (check all that apply)**



Answer	%	Count
Myself	40.00%	6
My spouse/significant other	20.00%	3
My children	20.00%	3
Other adults	26.67%	4
Other children	20.00%	3
Departmental purchase (if employed at Belmont)	0.00%	0
Other: (fill in blank)	6.67%	1
Total	100%	15

Other: (fill in blank)

Other: (fill in blank)

Shopped Online for myself-Textbooks



**Q5 - Please rate your satisfaction with...**

Question	Highly Dissatisfied		Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Highly Satisfied		Total
The availability of associates	0.00%	0	0.00%	0	16.67%	1	33.33%	2	50.00%	3	6
The helpfulness of associates	0.00%	0	0.00%	0	16.67%	1	33.33%	2	50.00%	3	6
The friendliness of the associate who rang up your purchase	0.00%	0	0.00%	0	16.67%	1	33.33%	2	50.00%	3	6

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
The availability of associates	3.00	5.00	4.33	0.75	0.56	6	16.67%	100.00%
The helpfulness of associates	3.00	5.00	4.33	0.75	0.56	6	16.67%	100.00%
The friendliness of the associate who rang up your purchase	3.00	5.00	4.33	0.75	0.56	6	16.67%	100.00%

**Q6 - Was the cashier (or person helping you) wearing a name tag?**

Answer	%	Count
Yes	38.46%	5
No	7.69%	1
Didn't notice	53.85%	7
Total	100%	13

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Was the cashier (or person helping you) wearing a name tag?	1.00	3.00	2.15	0.95	0.90	13	100.00%	100.00%



**Q31 - If you remember the associate's name that helped you, please enter it here.**

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

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online purchase

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Emilee i believe

### Q7 - Did you shop for textbooks today?

Answer	%	Count
Yes	13.33%	2
No	86.67%	13
Total	100%	15

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Did you shop for textbooks today?	1.00	2.00	1.87	0.34	0.12	15	100.00%	100.00%

**Q8 - Did you make a textbook purchase?**

Answer	%	Count
Yes	50.00%	1
No	50.00%	1
Total	100%	2

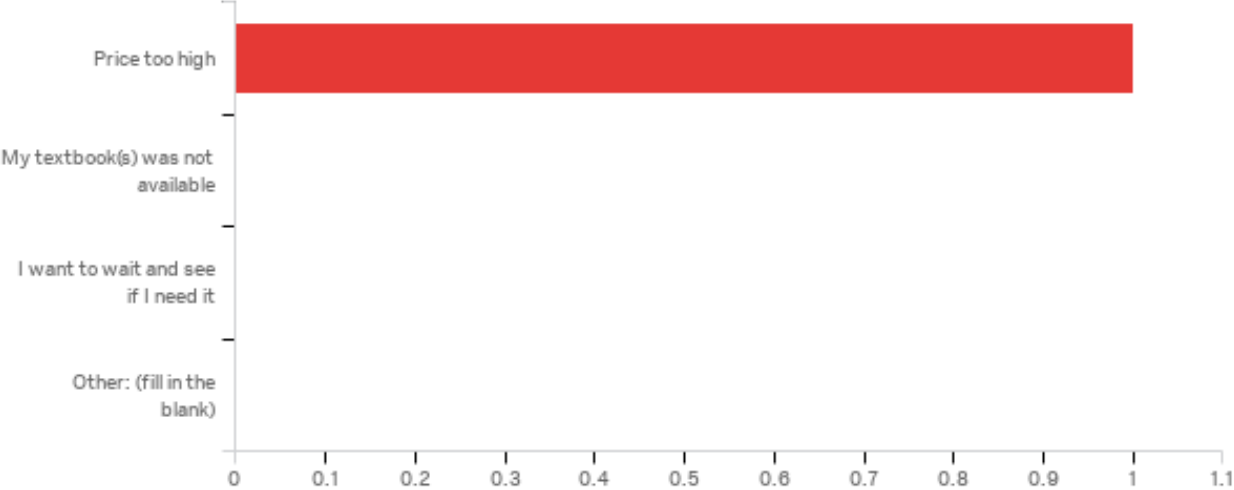
Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Did you make a textbook purchase?	1.00	2.00	1.50	0.50	0.25	2	100.00%	100.00%

**Q9 - Please rate your satisfaction...**

Question	Highly Dissatisfied		Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Highly Satisfied		Total
The price of your textbook purchase	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.00%	1	1
The availability of the format you preferred (rental, e-book, used, new)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.00%	1	1

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
The price of your textbook purchase	5.00	5.00	5.00	0.00	0.00	1	0.00%	100.00%
The availability of the format you preferred (rental, e-book, used, new)	5.00	5.00	5.00	0.00	0.00	1	0.00%	100.00%

**Q10 - What was your reason for not purchasing a textbook(s)? Check all that apply.**



Answer	%	Count
Price too high	100.00%	1
My textbook(s) was not available	0.00%	0
I want to wait and see if I need it	0.00%	0
Other: (fill in the blank)	0.00%	0
Total	100%	1

Other: (fill in the blank)

Other: (fill in the blank)

**Q11 - 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)**

Question	1		2		3		Total
Printed book	100.00%	2	0.00%	0	0.00%	0	2
E-books (digital format)	0.00%	0	50.00%	1	50.00%	1	2
E-book/print combination	0.00%	0	50.00%	1	50.00%	1	2

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Printed book	1.00	1.00	1.00	0.00	0.00	2	100.00%	100.00%
E-books (digital format)	2.00	3.00	2.50	0.50	0.25	2	100.00%	100.00%
E-book/print combination	2.00	3.00	2.50	0.50	0.25	2	100.00%	100.00%

**Q32 - When purchasing printed course materials (textbooks), which type do you prefer?**

Question	1		2		3		Total
New	50.00%	1	50.00%	1	0.00%	0	2
Used	50.00%	1	50.00%	1	0.00%	0	2
Rented books	0.00%	0	0.00%	0	100.00%	2	2

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
New	1.00	2.00	1.50	0.50	0.25	2	100.00%	100.00%
Used	1.00	2.00	1.50	0.50	0.25	2	100.00%	100.00%
Rented books	3.00	3.00	3.00	0.00	0.00	2	100.00%	100.00%

**Q12 - Did you shop for merchandise today? (anything other than textbook purchases)**

Answer	%	Count
Yes	80.00%	12
No	20.00%	3
Total	100%	15

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Did you shop for merchandise today? (anything other than textbook purchases...	1.00	2.00	1.20	0.40	0.16	15	100.00%	100.00%



**Q13 - Did you make a purchase? (not including textbook purchases)**

Answer	%	Count
Yes	100.00%	12
No	0.00%	0
Total	100%	12

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Did you make a purchase? (not including textbook purchases)	1.00	1.00	1.00	0.00	0.00	12	100.00%	100.00%

### Q14 - Please rate your satisfaction with...

Question	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Total
The price of your item	0.00% 0	0.00% 0	8.33% 1	50.00% 6	41.67% 5	12
The availability of the item you were looking for	0.00% 0	8.33% 1	0.00% 0	50.00% 6	41.67% 5	12
The selection of items to choose from	0.00% 0	8.33% 1	16.67% 2	25.00% 3	50.00% 6	12

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
The price of your item	3.00	5.00	4.33	0.62	0.39	12	8.33%	100.00%
The availability of the item you were looking for	2.00	5.00	4.25	0.83	0.69	12	8.33%	91.67%
The selection of items to choose from	2.00	5.00	4.17	0.99	0.97	12	25.00%	91.67%

**Q15 - What was your reason for not making a purchase? (check all that apply)**

The item(s) was too expensive

What I wanted was not available

I was looking but did not intend to make a purchase today

Other: (fill in the blank)

Answer	%	Count
The item(s) was too expensive	0.00%	0
What I wanted was not available	0.00%	0
I was looking but did not intend to make a purchase today	0.00%	0
Other: (fill in the blank)	0.00%	0
Total	100%	0

Other: (fill in the blank)

Other: (fill in the blank)

**Q34 - How satisfied were you with your overall shopping experience on your most recent visit?**

Answer	%	Count
Very Dissatisfied	0.00%	0
Dissatisfied	0.00%	0
Neutral	14.29%	2
Satisfied	28.57%	4
Very Satisfied	57.14%	8
Total	100%	14

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
How satisfied were you with your overall shopping experience on your most r...	3.00	5.00	4.43	0.73	0.53	14	14.29%	100.00%

**Q35 - How likely are you to shop in our store again in the next 3 months?**

Answer	%	Count
Very Unlikely	0.00%	0
Unlikely	0.00%	0
Undecided	14.29%	2
Likely	35.71%	5
Very Likely	50.00%	7
Total	100%	14

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
How likely are you to shop in our store again in the next 3 months?	3.00	5.00	4.36	0.72	0.52	14	14.29%	100.00%

**Q33 - On a scale from 0-10, how likely are you to recommend our store to a friend or colleague? - Group**

Answer	%	Count
0	0.00%	0
1	0.00%	0
2	0.00%	0
3	0.00%	0
4	0.00%	0
5	7.14%	1
6	7.14%	1
7	14.29%	2
8	14.29%	2
9	7.14%	1
10	50.00%	7
Total	100%	14

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
On a scale from 0-10, how likely are you to recommend our store to a friend...	5.00	10.00	8.57	1.68	2.82	14	0.00%	71.43%

**Q21 - Are you a member of the Belmont Bonus Rewards Club?**

Answer	%	Count
Yes	33.33%	5
No	66.67%	10
Total	100%	15

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Are you a member of the Belmont Bonus Rewards Club?	1.00	2.00	1.67	0.47	0.22	15	100.00%	100.00%

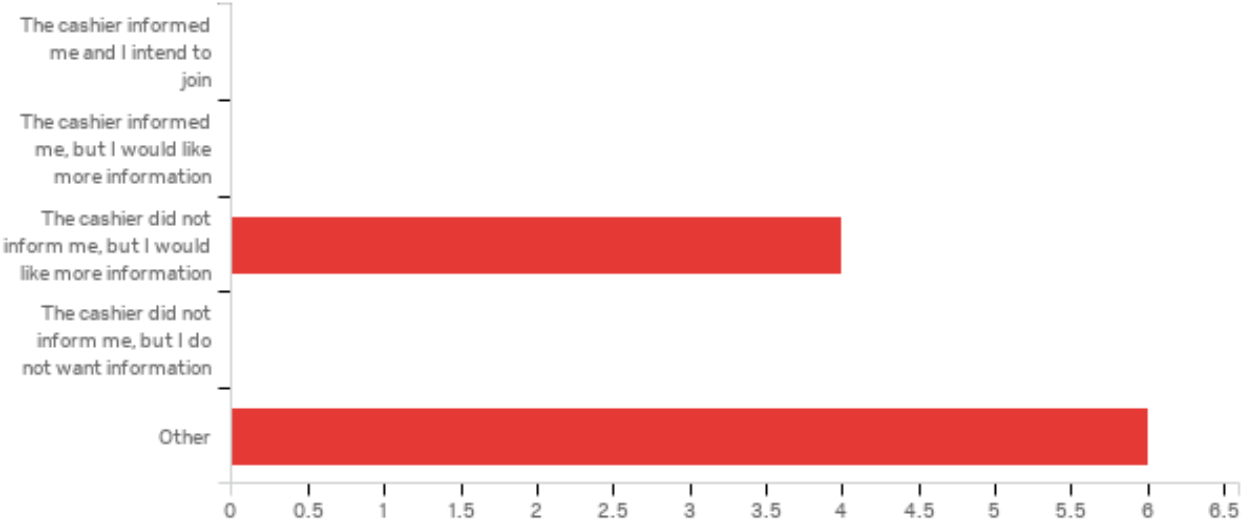
**Q36 - Please rate your satisfaction with the Belmont Bonus Rewards Club.**

Answer	%	Count
Very Dissatisfied	0.00%	0
Dissatisfied	0.00%	0
Neutral	20.00%	1
Satisfied	20.00%	1
Very Satisfied	60.00%	3
Total	100%	5

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Please rate your satisfaction with the Belmont Bonus Rewards Club.	3.00	5.00	4.40	0.80	0.64	5	20.00%	100.00%



**Q23 - Why have you not joined the Belmont Bonus Rewards Club? Please select the best answer.**



Answer	%	Count
The cashier informed me and I intend to join	0.00%	0
The cashier informed me, but I would like more information	0.00%	0
The cashier did not inform me, but I would like more information	40.00%	4
The cashier did not inform me, but I do not want information	0.00%	0
Other	60.00%	6
Total	100%	10

**Other**

- Other

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- Notified upon checking out online.

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- ordered online

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- I shopped online :)

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- I was shopping online.

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- Shopped online and wasn't prompted

**Q1 - What would you like to see us carry in the store? (brands, merchandise categories, etc)**

What would you like to see us carry in the store? (brands, merchandise cat...

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Na

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more variety of crewneck sweatshirts

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BIC WHITE OUT PENS (The Roller Ribbon kind, not the FLUID kind), Bigger selection of Women's Nike and League Apparel in size XL (I feel like the store runs out of this size entirely too quickly, leaving only XS-M. This should indicate that size XL is the most popular, thus you should INCREASE your orders.), More CUTE Belmont Tower 3-Ring Binders and Spiral Notebooks in FUN Colors (HOT PINK, PURPLE, NEON GREEN, BRIGHT TURQUOISE)...Those would SELL like HOTCAKES!

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More cups and supplies for Belmont and showing the music side of Belmont.

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Southern Tide, Wall Decals, Picture Frames

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Possibly more pens and pencils that say Belmont???

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More things for grad parties - banners or posters, paper products, etc

## Q2 - How could we make your experience easier or better?

How could we make your experience easier or better?

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Na

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nothing

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OFFERING MORE OF THE ABOVE MERCHANDISE ONLINE, ESPECIALLY THE BELMONT 3-RING BINDERS AND SPIRAL NOTEBOOKS! AND, OBTAINING IN THE HOT NEON, BRIGHT COLORS! ALL SCHOOL SUPPLIES SHOULD BE EASILY OBTAINABLE FROM YOUR ONLINE WEBSITE: ALL PENS, MARKERS, EVERYTHING...

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Nothing everything was great!

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I shopped online. The site is easy to navigate and easy to use

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Just more merchandise....

**Q27 - Please indicate your gender.**

Answer	%	Count
Male	12.50%	2
Female	87.50%	14
Total	100%	16

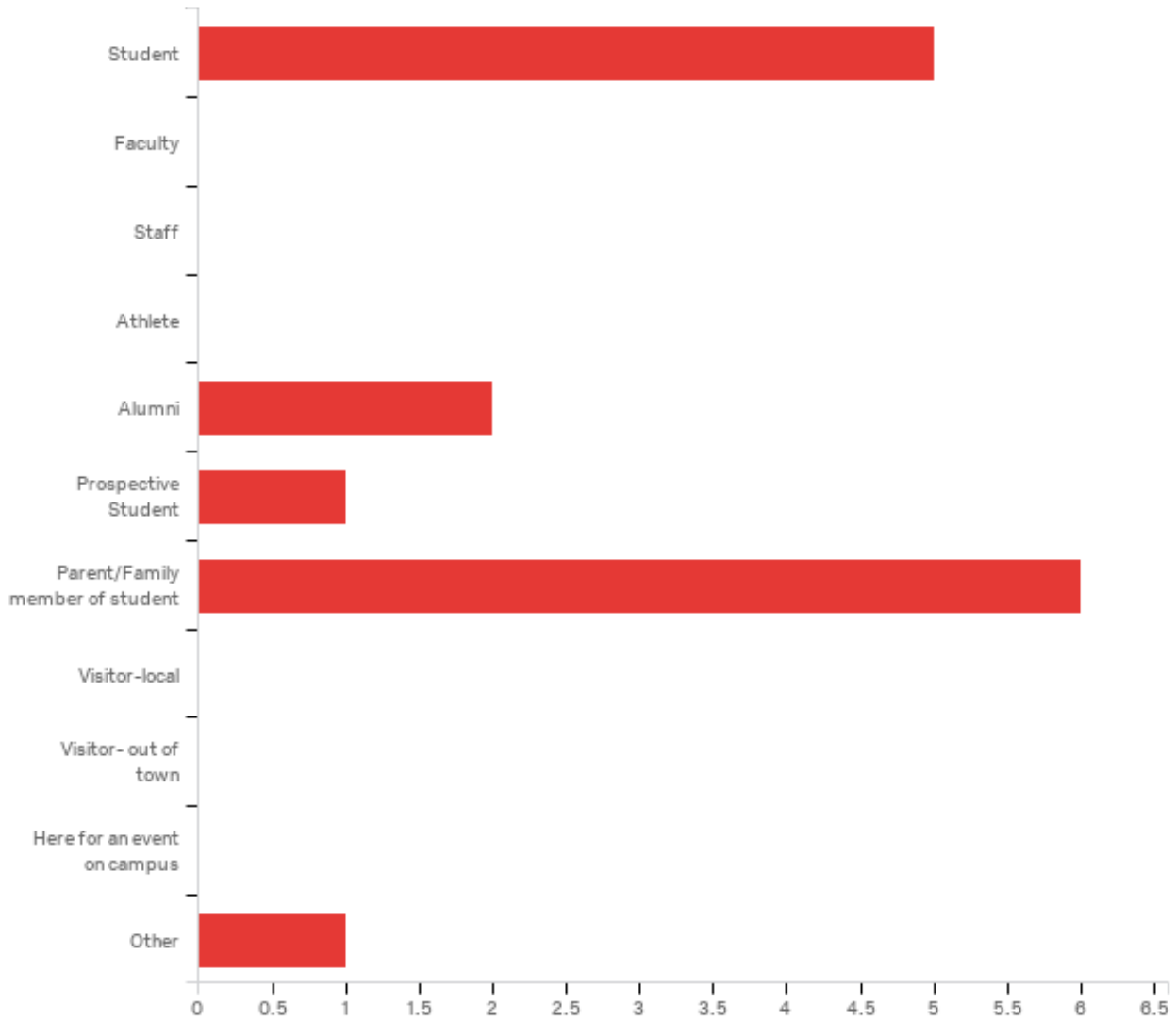
Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Please indicate your gender.	1.00	2.00	1.88	0.33	0.11	16	100.00%	100.00%

**Q28 - Please indicate your age group.**

Answer	%	Count
Under 25	37.50%	6
25-34	6.25%	1
35-44	18.75%	3
45-54	18.75%	3
55-64	12.50%	2
65 and older	6.25%	1
Total	100%	16

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Please indicate your age group.	1.00	6.00	2.81	1.67	2.78	16	62.50%	37.50%

**Q29 - Please indicate your affiliation with Belmont (check all that apply)**



Answer	%	Count
Student	33.33%	5
Faculty	0.00%	0
Staff	0.00%	0
Athlete	0.00%	0
Alumni	13.33%	2
Prospective Student	6.67%	1
Parent/Family member of student	40.00%	6
Visitor-local	0.00%	0

Visitor- out of town	0.00%	0
Here for an event on campus	0.00%	0
Other	6.67%	1
Total	100%	15

Other

Other

