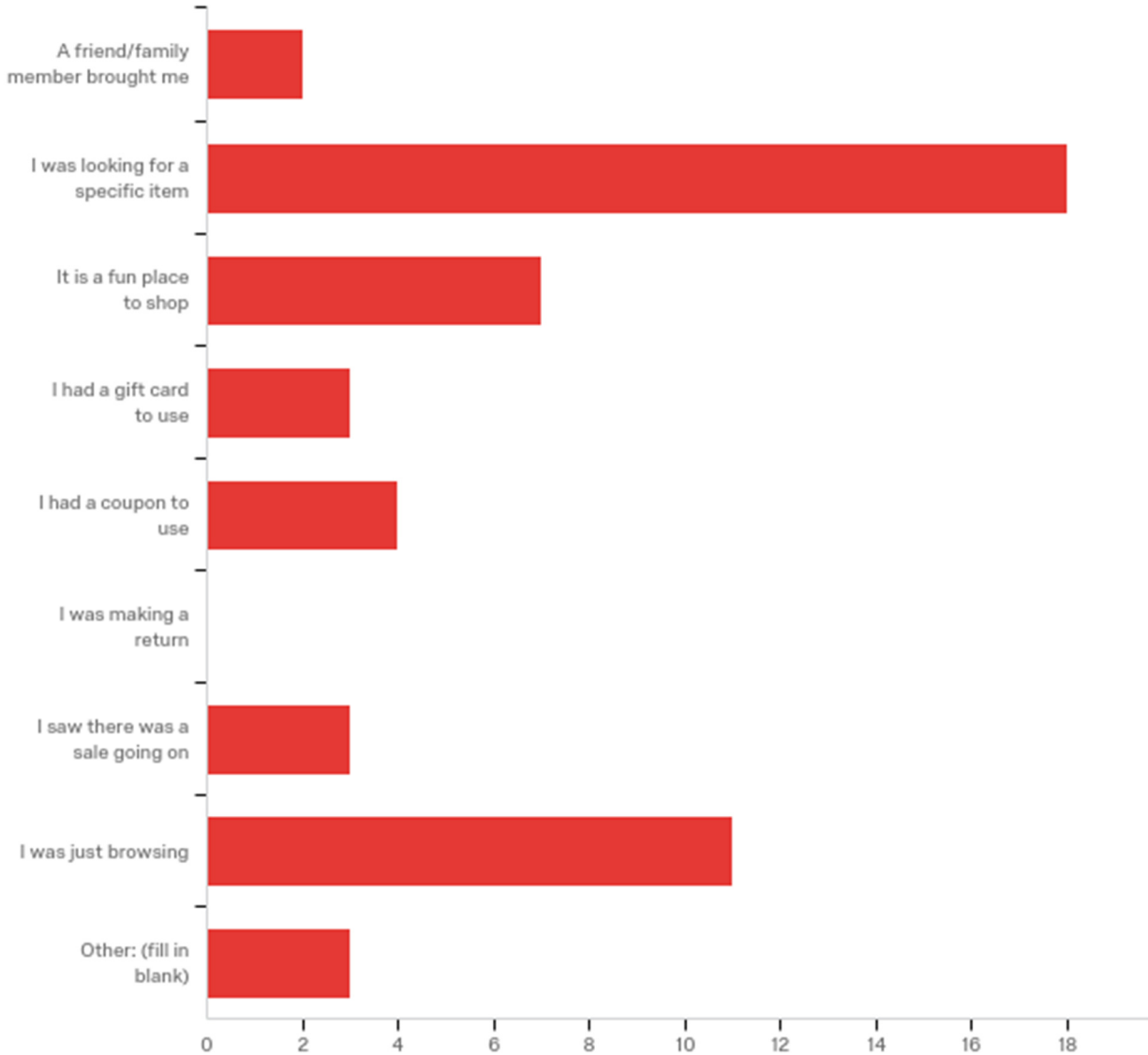


Campus Store Customer Satisfaction Survey-Spring 2017

May 23rd 2017, 3:12 pm CDT

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



#	Answer	%	Count
1	A friend/family member brought me	6.06%	2
2	I was looking for a specific item	54.55%	18
3	It is a fun place to shop	21.21%	7
4	I had a gift card to use	9.09%	3

5	I had a coupon to use	12.12%	4
6	I was making a return	0.00%	0
7	I saw there was a sale going on	9.09%	3
8	I was just browsing	33.33%	11
9	Other: (fill in blank)	9.09%	3
	Total	100%	33

Other: (fill in blank)

Other: (fill in blank)

---

My Son is a new student

---

Fan Of Belmont Basketball

---

Christmas gift

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

#	Question	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Total
1	The overall cleanliness of the store	0.00% 0	0.00% 0	4.00% 1	24.00% 6	72.00% 18	25
2	How neatly the merchandise was presented	3.45% 1	0.00% 0	3.45% 1	27.59% 8	65.52% 19	29
3	The ease of finding what you were looking for	3.23% 1	0.00% 0	6.45% 2	25.81% 8	64.52% 20	31
4	The amount of space you had to shop comfortably	0.00% 0	20.00% 5	20.00% 5	28.00% 7	32.00% 8	25
5	The availability of items you wanted	6.45% 2	3.23% 1	6.45% 2	45.16% 14	38.71% 12	31
6	The selection of merchandise	3.23% 1	0.00% 0	16.13% 5	25.81% 8	54.84% 17	31
7	The price of merchandise	12.50% 4	12.50% 4	15.63% 5	31.25% 10	28.13% 9	32

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
The overall cleanliness of the store	3.00	5.00	4.68	0.55	0.30	25	4.00%	100.00%
How neatly the merchandise was presented	1.00	5.00	4.52	0.86	0.73	29	6.90%	96.55%
The ease of finding what you were looking for	1.00	5.00	4.48	0.88	0.77	31	9.68%	96.77%
The amount of space you had to shop comfortably	2.00	5.00	3.72	1.11	1.24	25	40.00%	80.00%
The availability of items you wanted	1.00	5.00	4.06	1.08	1.16	31	16.13%	90.32%
The selection of merchandise	1.00	5.00	4.29	0.96	0.92	31	19.35%	96.77%

The price of  
merchandise

1.00

5.00

3.50

1.35

1.81

32

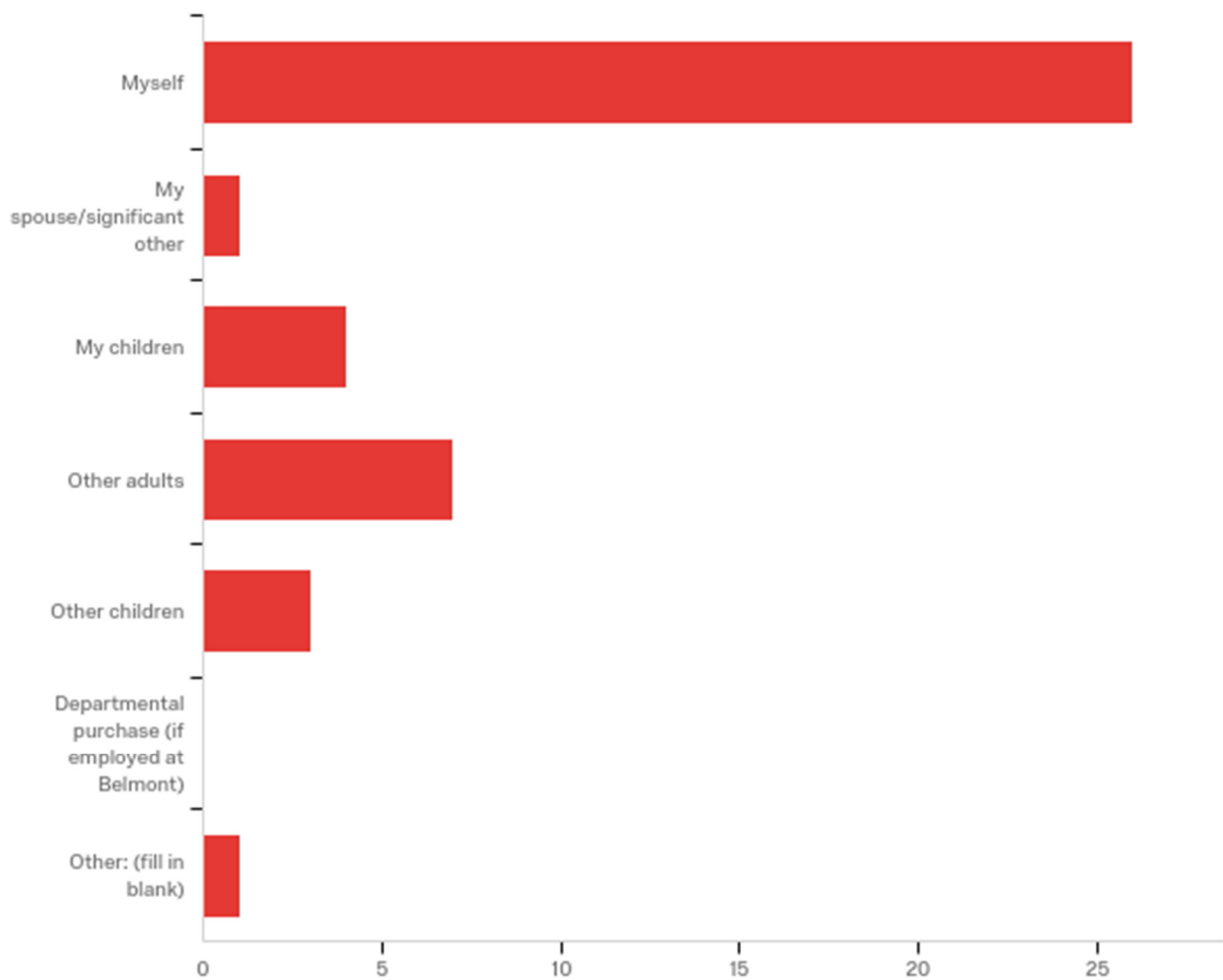
40.63%

75.00%

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

#	Answer	%	Count
1	Women's apparel	75.00%	24
2	Men's apparel	53.13%	17
3	Children's apparel	3.13%	1
4	Gifts	31.25%	10
5	Textbooks/Course materials	28.13%	9
6	School/Office supplies	28.13%	9
7	Technology/Computer accessories	6.25%	2
8	Food/Beverage	0.00%	0
9	Health/Beauty	3.13%	1
	Total	100%	32

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



#	Answer	%	Count
1	Myself	81.25%	26
2	My spouse/significant other	3.13%	1
3	My children	12.50%	4
4	Other adults	21.88%	7
5	Other children	9.38%	3
6	Departmental purchase (if employed at Belmont)	0.00%	0
7	Other: (fill in blank)	3.13%	1
	Total	100%	32

Other: (fill in blank)

Other: (fill in blank)

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My brother

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

#	Question	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Total
1	The availability of associates	0.00%	0	7.14%	2	67.86%	28
2	The helpfulness of associates	0.00%	0	7.14%	2	67.86%	28
3	The friendliness of the associate who rang up your purchase	0.00%	0	0.00%	0	68.00%	25

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
The availability of associates	3.00	5.00	4.61	0.62	0.38	28	7.14%	100.00%
The helpfulness of associates	3.00	5.00	4.61	0.62	0.38	28	7.14%	100.00%
The friendliness of the associate who rang up your purchase	4.00	5.00	4.68	0.47	0.22	25	0.00%	100.00%



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

#	Answer	%	Count
1	Yes	21.88%	7
2	No	6.25%	2
3	Didn't notice	71.88%	23
	Total	100%	32

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	2.50	0.83	0.69	32	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.

---

Kacey Abitz

---

Cassidy Best

---

Emily

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

#	Answer	%	Count
1	Yes	9.38%	3
2	No	90.63%	29
	Total	100%	32

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Did you shop for textbooks today?	1.00	2.00	1.91	0.29	0.08	32	100.00%	100.00%

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

#	Answer	%	Count
1	Yes	66.67%	2
2	No	33.33%	1
	Total	100%	3

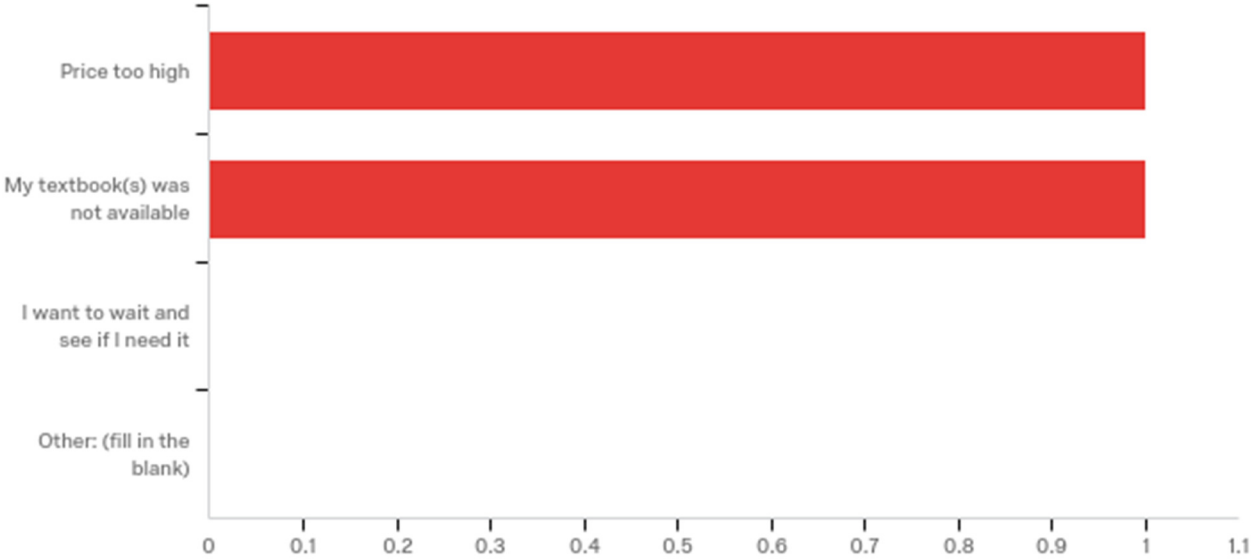
Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Did you make a textbook purchase?	1.00	2.00	1.33	0.47	0.22	3	100.00%	100.00%

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

#	Question	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Total
1	The price of your textbook purchase	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	2
2	The availability of the format you preferred (rental, e-book, used, new)	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	2

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
The price of your textbook purchase	2.00	3.00	2.50	0.50	0.25	2	100.00%	50.00%
The availability of the format you preferred (rental, e-book, used, new)	3.00	5.00	4.00	1.00	1.00	2	50.00%	100.00%

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



#	Answer	%	Count
1	Price too high	100.00%	1
2	My textbook(s) was not available	100.00%	1
3	I want to wait and see if I need it	0.00%	0
4	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
1	Printed book	100.00%	2	0.00%	0	0.00%	0	2
2	E-books (digital format)	0.00%	0	50.00%	1	50.00%	1	2
3	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
1	New	0.00%	0	50.00%	1	50.00%	1	2
2	Used	100.00%	2	0.00%	0	0.00%	0	2
3	Rented books	0.00%	0	50.00%	1	50.00%	1	2

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
New	2.00	3.00	2.50	0.50	0.25	2	100.00%	100.00%
Used	1.00	1.00	1.00	0.00	0.00	2	100.00%	100.00%
Rented books	2.00	3.00	2.50	0.50	0.25	2	100.00%	100.00%



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

#	Answer	%	Count
1	Yes	84.38%	27
2	No	15.63%	5
	Total	100%	32

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	1.16	0.36	0.13	32	100.00%	100.00%

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

#	Answer	%	Count
1	Yes	81.48%	22
2	No	18.52%	5
	Total	100%	27

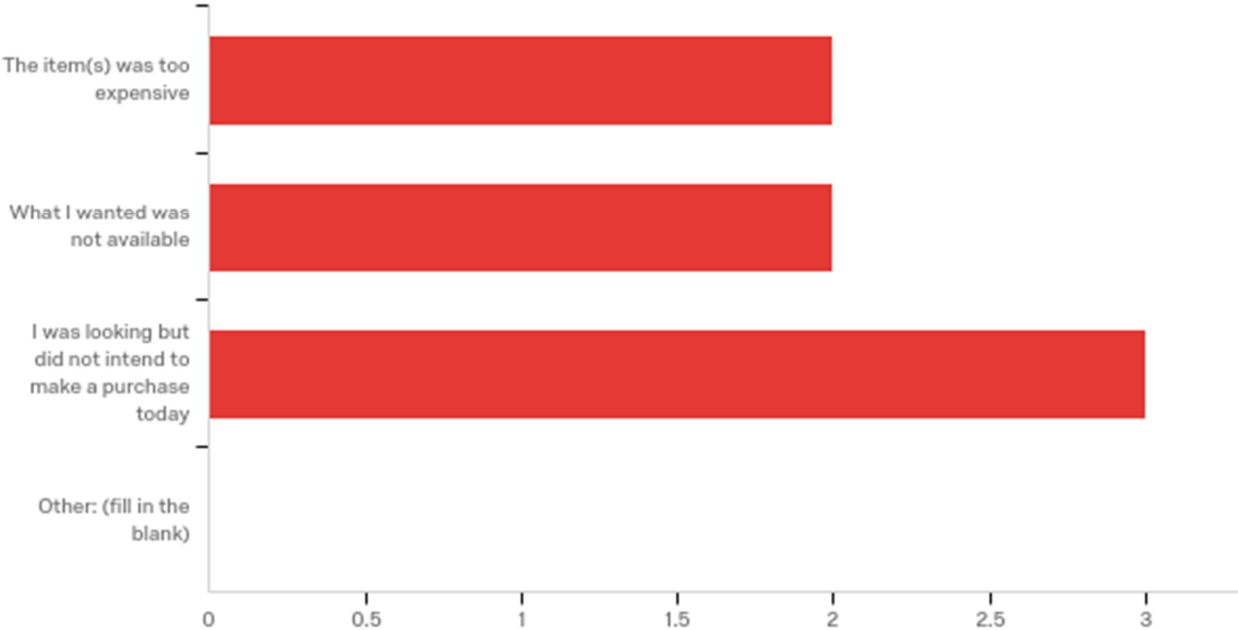
Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Did you make a purchase? (not including textbook purchases)	1.00	2.00	1.19	0.39	0.15	27	100.00%	100.00%

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

#	Question	Highly Dissatisfied		Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Highly Satisfied		Total
1	The price of your item	4.55%	1	13.64%	3	4.55%	1	36.36%	8	40.91%	9	22
2	The availability of the item you were looking for	4.55%	1	4.55%	1	4.55%	1	27.27%	6	59.09%	13	22
3	The selection of items to choose from	4.55%	1	4.55%	1	9.09%	2	22.73%	5	59.09%	13	22

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
The price of your item	1.00	5.00	3.95	1.19	1.41	22	22.73%	81.82%
The availability of the item you were looking for	1.00	5.00	4.32	1.06	1.13	22	13.64%	90.91%
The selection of items to choose from	1.00	5.00	4.27	1.09	1.20	22	18.18%	90.91%

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



#	Answer	%	Count
1	The item(s) was too expensive	40.00%	2
2	What I wanted was not available	40.00%	2
3	I was looking but did not intend to make a purchase today	60.00%	3
4	Other: (fill in the blank)	0.00%	0
	Total	100%	5

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
1	Very Dissatisfied	0.00%	0
2	Dissatisfied	3.13%	1
3	Neutral	6.25%	2
4	Satisfied	50.00%	16
5	Very Satisfied	40.63%	13
	Total	100%	32

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 recent visit?	2.00	5.00	4.28	0.72	0.51	32	9.38%	96.88%

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

#	Answer	%	Count
1	Very Unlikely	0.00%	0
2	Unlikely	6.25%	2
3	Undecided	12.50%	4
4	Likely	40.63%	13
5	Very Likely	40.63%	13
	Total	100%	32

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?	2.00	5.00	4.16	0.87	0.76	32	18.75%	93.75%

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

#	Answer	%	Count
0	0	0.00%	0
1	1	0.00%	0
2	2	0.00%	0
3	3	3.13%	1
4	4	3.13%	1
5	5	0.00%	0
6	6	9.38%	3
7	7	15.63%	5
8	8	18.75%	6
9	9	9.38%	3
10	10	40.63%	13
	Total	100%	32

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 or colleague?	3.00	10.00	8.28	1.86	3.45	32	0.00%	68.75%

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

#	Answer	%	Count
1	Yes	46.88%	15
2	No	53.13%	17
	Total	100%	32

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	1.53	0.50	0.25	32	100.00%	100.00%

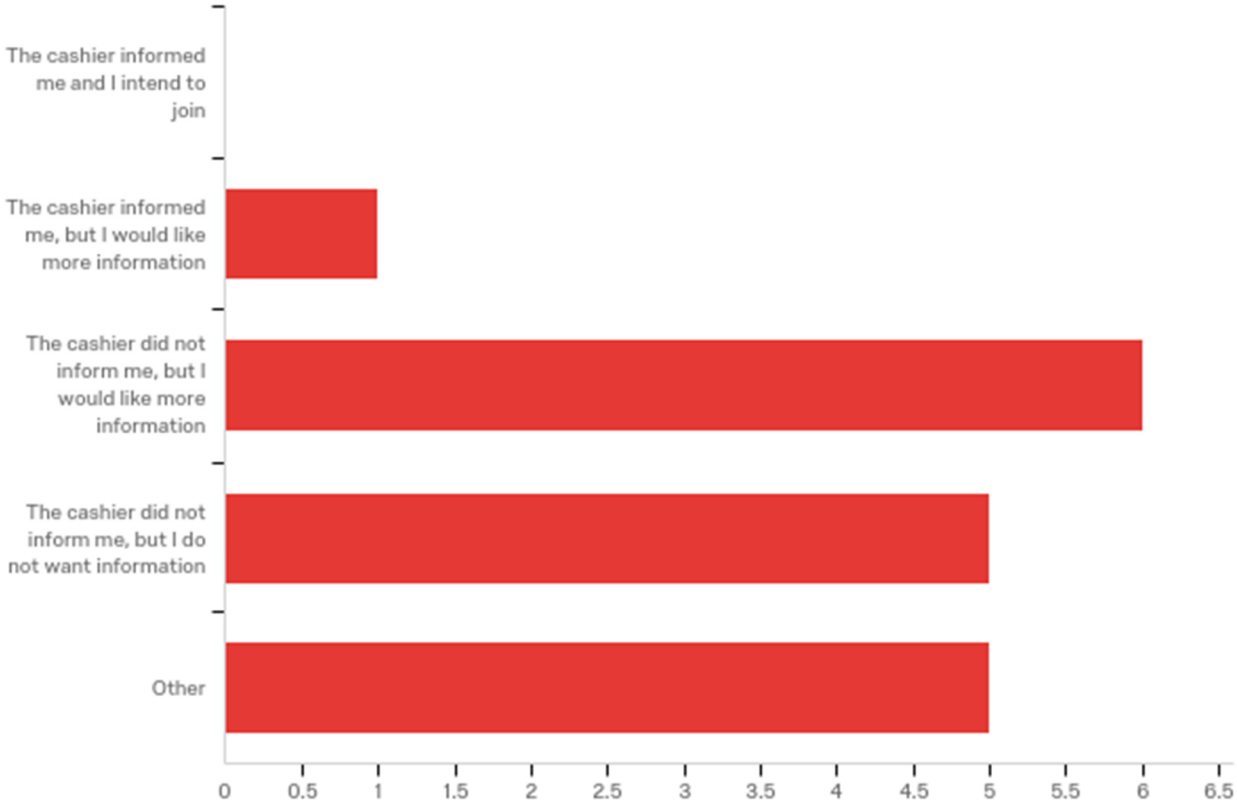


**Q36 - Please rate your satisfaction with the Belmont Bonus Rewards Club.**

#	Answer	%	Count
1	Very Dissatisfied	0.00%	0
2	Dissatisfied	6.67%	1
3	Neutral	20.00%	3
4	Satisfied	46.67%	7
5	Very Satisfied	26.67%	4
	Total	100%	15

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Please rate your satisfaction with the Belmont Bonus Rewards Club.	2.00	5.00	3.93	0.85	0.73	15	26.67%	93.33%

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



#	Answer	%	Count
1	The cashier informed me and I intend to join	0.00%	0
2	The cashier informed me, but I would like more information	5.88%	1
3	The cashier did not inform me, but I would like more information	35.29%	6
4	The cashier did not inform me, but I do not want information	29.41%	5
5	Other	29.41%	5
	Total	100%	17

Other

Other

no idea if member or not?

did not want to join

---

Not interested

**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...

---

More sweatpants and socks

---

More fun and unique merch!

---

Sorority clothes

---

I am a big fan of the different types of t-shirts and athletic gear!

---

worn cotton/vintage-y looking belmont tshirts

---

Sweatpants without the cuffs at the end. Plain grey long sleeves in that fraternity style.

---

n/a

---

More selection of shirts

---

The woolie pullovers

---

more stickers

---

Everything is great! Can't think of anything

---

Swell bottles would be an awesome addition!

---

Fine as is.

---

more food/beverage items

---

I would like to see Comfort Colors t-shirts as well as Comfort Colors sweatshirts

---

Seems fine

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

How could we make your experience easier or better?

---

Everything was pretty easy

---

More space since there is a lot of merchandise

---

Nothing it's great!

---

Lower prices/more sales

---

Maybe separate the women's and mens sections better!

---

everything is pretty satisfying!

---

n/a

---

More space to look around would be nice

---

N/A

---

My only complaint is that there isn't much room to shop, but no one can help that! I know there is a new facility being built. The workers are always super helpful, friendly, and kind.

---

no recommendations.

---

very well organized already

---

Make survey about on line shopping

**Q27 - Please indicate your gender.**

#	Answer	%	Count
1	Male	23.33%	7
2	Female	76.67%	23
	Total	100%	30

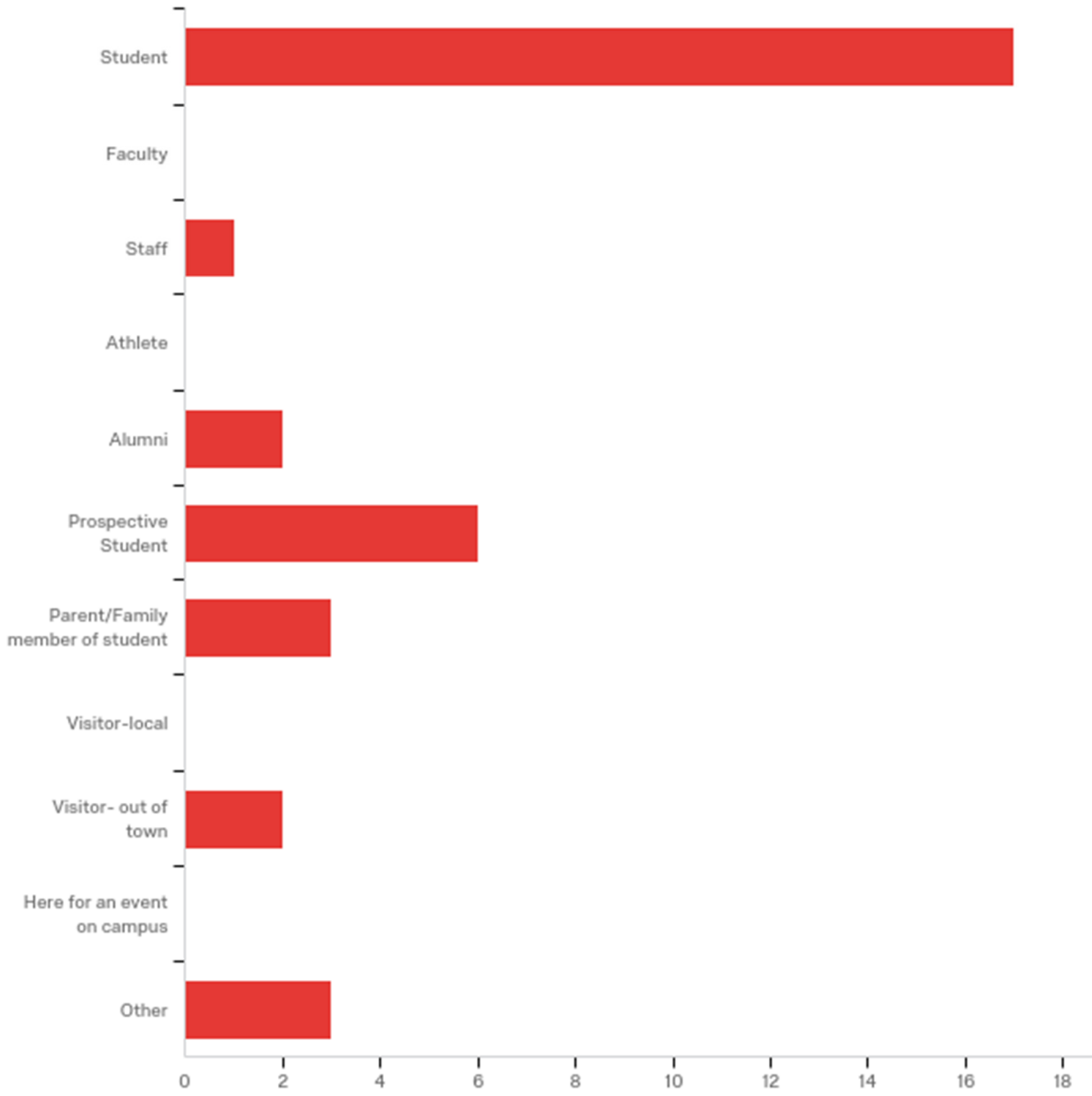
Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Please indicate your gender.	1.00	2.00	1.77	0.42	0.18	30	100.00%	100.00%

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

#	Answer	%	Count
1	Under 25	70.00%	21
2	25-34	10.00%	3
3	35-44	3.33%	1
4	45-54	13.33%	4
5	55-64	0.00%	0
6	65 and older	3.33%	1
	Total	100%	30

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Please indicate your age group.	1.00	6.00	1.73	1.31	1.73	30	83.33%	16.67%

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



#	Answer	%	Count
1	Student	56.67%	17
2	Faculty	0.00%	0
3	Staff	3.33%	1
4	Athlete	0.00%	0
5	Alumni	6.67%	2



6	Prospective Student	20.00%	6
7	Parent/Family member of student	10.00%	3
8	Visitor-local	0.00%	0
9	Visitor- out of town	6.67%	2
10	Here for an event on campus	0.00%	0
11	Other	10.00%	3
	Total	100%	30

## Other

Other

---

Husband of Alumna

**Q37 - Please indicate your current standing.**

#	Answer	%	Count
1	Freshman	25.00%	4
2	Sophomore	37.50%	6
3	Junior	18.75%	3
4	Senior	12.50%	2
5	Graduate Student	6.25%	1
	Total	100%	16

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Please indicate your current standing.	1.00	5.00	2.38	1.17	1.36	16	81.25%	37.50%

**Q30 - If you would like to be entered in our raffle, please provide your name and email address. A winner is selected in the fall and spring semesters. Winners will receive a \$50.00 gift card to the Belmont University Campus Store. You will not be contacted for any answers/comments in this survey. You will only be contacted if you are a winner! Any questions or concerns that you would like addressed should be emailed to [bookstore@belmont.edu](mailto:bookstore@belmont.edu)**

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