**2015 Bookstore Survey Results – Students**

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| 1. **Which one of these categories best describes you?**
 |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Part-Time | 69 | 25.6 | 25.9 | 25.9 |
| Full-Time | 197 | 73.0 | 74.1 | 100.0 |
| Total | 266 | 98.5 | 100.0 |  |
| Missing | System | 4 | 1.5 |  |  |
| Total | 270 | 100.0 |  |  |

1. **What resources do you use to find information on bookstore events and sales? (Select all that apply)**

|  |  |  |
| --- | --- | --- |
|  | Frequency | Percent |
| The Cardinal newspaper | 22 | 8.1 |
| Posters/signs/bulletin boards on campus | 77 | 28.5 |
| Email | 119 | 44.1 |
| Web site | 79 | 29.3 |
| Word of mouth | 52 | 19.3 |
| In-store signage | 45 | 16.7 |
| Social networking sites | 11 | 4.1 |
| I have never heard about bookstore events and sales | 89 | 33.0 |

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| 1. **How frequently do you visit the Cardinal Bookstore?**
 |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Only at the beginning of the quarter | 112 | 41.5 | 41.8 | 41.8 |
| About once a month | 112 | 41.5 | 41.8 | 83.6 |
| More than once a week | 6 | 2.2 | 2.2 | 85.8 |
| Bout once a week | 36 | 13.3 | 13.4 | 99.3 |
| Never | 2 | .7 | .7 | 100.0 |
| Total | 268 | 99.3 | 100.0 |  |
| Missing | System | 2 | .7 |  |  |
| Total | 270 | 100.0 |  |  |

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| 1. **Which Cardinal Bookstore location do you visit most often?**
 |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Mount Vernon | 208 | 77.0 | 78.2 | 78.2 |
| Whidbey Island | 49 | 18.1 | 18.4 | 96.6 |
| Did not visit either location | 9 | 3.3 | 3.4 | 100.0 |
| Total | 266 | 98.5 | 100.0 |  |
| Missing | System | 4 | 1.5 |  |  |
| Total | 270 | 100.0 |  |  |

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| 1. **What is your main reason for not shopping at Cardinal Bookstore more often?**
 |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Product selection | 33 | 12.2 | 12.4 | 12.4 |
| Customer service | 8 | 3.0 | 3.0 | 15.4 |
| Store policies | 2 | .7 | .8 | 16.2 |
| Location | 20 | 7.4 | 7.5 | 23.7 |
| Prices | 148 | 54.8 | 55.6 | 79.3 |
| Other | 55 | 20.4 | 20.7 | 100.0 |
| Total | 266 | 98.5 | 100.0 |  |
| Missing | System | 4 | 1.5 |  |  |
| Total | 270 | 100.0 |  |  |

**Other reasons for not shopping at the Bookstore:**

1. as a student I cant afford to shop
2. Books are very expensive, and the return policy is bad. The bookstore has gone to shrink wrapping books and if you open the shrink wrap you cannot return the book. This was a problem for me when on the second day of Winter quarter financial aid informed me that I had to drop the class I was in or lose financial aid funding. I had opened the shrink wrap at the top of the book but had not taken it out of the wrapping yet. I was not allowed to return the book ($92.00). This is a bad policy, you could see that the book was not used. The shrink wrap was not from the manufacturer it was done by the bookstore. This also happened another time. One of the books that I had purchased for the class turned out to be optional. It was listed as a required text. I had poked a whole in the shrink wrap on the top of the book to open it when I was informed that unless I was going on into the Nursing Program the text was optional. I didn't open the book, did not take it out of the wrapping, but was told that because I had broken the wrapping I could not return the book ($120.00) but that I could sell the book back at the end of the quarter, which I was given $11.00 at book buy back for.
3. Cardinal bookstore should be non profit. If I can get it on Amazon for 28% cheaper, You're doing it wrong.
4. don't need anything
5. Don't need to shop.
6. Don't usually need anything from there besides books.
7. Errors about listing books for classes. And sometimes it states no book listed. Frustrating. Especial as one quarter I purchased the book listed and it was wrong! Almost every classmate had the wrong book.
8. Great staff and service - Always helpful! (this is from instructor LaFollette). Book store staff are the greatest!!!!
9. Have already gotten all my books and supplies I need for my current classes.
10. I am not in need of any supplies, or I am too busy.
11. I am unfamiliar with the inventory available.
12. I am VERY unsatisfied with the customer service at the Skagit Valley College Mount Vernon bookstore. There is a staff member who is a manager and is extremely condescending. When returning books or asking questions regarding textbook rentals, she was very rude on multiple occasions. For that reason, I try to do as much shopping elsewhere as possible. She makes me AVOID going to that store. All the cashiers direct questions to her, but she treats students as if they are stupid and worthless. For reference, she is a middle-aged woman with blonde medium-short hair. She should not be employed there.
13. I can buy notebooks and other supplies for class at Walmart, Kmart, or Office Max/Office Depot.
14. I can find the products offered at the bookstore for literally half the price elsewhere. The only thing I purchase there are scantrons. The hours are also terrible.
15. I did purchase/rent through your store. I'm upset that I purchased MyMathLab and while at school set it up. The company offered it f o r 95.00 compared to the 127 that u charged. Least I could have given them option to wait and purchase it from the MyMathLab company.
16. I do my classes online.
17. I do not need alot of stuff.
18. I do not need much from the bookstore after quarter has started.
19. I don't have money to buy the things I need. So if I get a grant I buy the supplies that I need for that quarter.
20. I don't need anything from there
21. I don't need anything other than my supplies.
22. I don't need to shop every day.
23. I don't need very many supplies.
24. I don't really need anything.
25. I generally do not need anything at the bookstore because I stock up on supplies at the start of the quarter.
26. I get all the books and supplies I need at the beginning of the quarter. No need to shop much more.
27. I get everything I need the first time.
28. I get my supplies and books paid for and I have to use the cardinal bookstore to purchase them.
29. I go when I need stuff. I think Cardinal Bookstore's prices are fair.
30. I have my learning supplies set up before class starts.
31. I just don't have a need to. I only use the bookstore for buying my books each quarter.
32. I live in Bellingham and I don't have a car. So I only get down there about once per quarter.
33. I need to get my books before the week of school.
34. I only go at the beginning of the quarter to buy my books and school supplies, I don't go back because I don't really need anything else.
35. I only go there when I need something.
36. I use it for the books I need, not many other reasons to shop there.
37. I usually end up buying the book at the bookstore, if I can't find it anywhere else.
38. I will shop at the cardinal bookstore if I am unable to find the required text for the class cheaper elsewhere. Due to the fact that college books can cost just as much as the classed I resort to finding alternative way to acquirer my textbooks in order t save money.
39. If I would like to visit there when I'm at school and if I need anything.
40. If they are out of an item then I order it online through Amazon usually.
41. I'm currenlty doing mainly online classes, but that will change in the fall so I might shop there more frequently for supplies.
42. I'm not on campus. I take a online class.
43. It is nothing to do with the book store itself, but lack of extra time.
44. just don't need anything other than books at the beginning of the quarter.
45. Just when I need supplies that are available, no ink is available so I go to office max
46. No need to.
47. not attending every day yet
48. Not enough knowledge from staff and the prices are incredibly expensive.
49. Not needing any more products until new quarter.
50. not needing anything
51. Not needing things.
52. On a limited budget, only buy what I need when I need it.
53. Once I get the needed books, I don't need anything else.
54. Please note: I don't buy my books at Cardinal bookstore - just supplies/sundries. Cardinal Bookstore cannot compete with prices of other online sellers, particularly for science texts.
55. Ron Paul Revolution
56. Ron Paul revolution
57. Since I mainly take my classes online, I do not have a reason to be up in Mt. Vernon. It is too much of a hassle trying to find the time to go to tge bookstore.
58. Store hours are horrible
59. The book store never carries enough books in stock for what I need for class. For example- I had to get my English book off Amazon because it was going to take a week to get it into the book store. I lost points for not having the book for 2 days in class. Also- the prices of used books are above new book off the internet. Why spend more money, when you can save. And book buy back? You are ripping everyone off. I bought a book new for $180, the school bought it back for $25 and turn around and sold as use for $140.
60. the books I need for my classes are always out.
61. The hours that they keep do not 'match-up' with my schedule. Everytime I go in it seems like they are never open.
62. The place is too expensive,$ 2.25 for a G-2 pen is very expensive for a student. I could buy those pens online for $10 and comes with 15 pens. Probably make the products more affordable to students. :)
63. the WI bookstore is rarely open when I am on campus. I recently went in for a specific pen (erasable), but they were out of black or blue ink. I went back a week later and they still didn't have any in stock. I also needed to purchase blue scrubs for class and they own had male sizes and no matching pants (only black not blue).
64. they're never open.
65. Typically I only require text books for my classes.

**6. Please rate your SATISFACTION with Cardinal Bookstore’s performance in each of the SERVICE areas below:**

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| --- |
| **Refund/exchange policies** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 9 | 3.3 | 3.3 | 3.3 |
| 1-Low satisfaction | 9 | 3.3 | 3.3 | 6.7 |
| 2 | 17 | 6.3 | 6.3 | 13.0 |
| 3 | 28 | 10.4 | 10.4 | 23.4 |
| 4 | 76 | 28.1 | 28.3 | 51.7 |
| 5-High satisfaction | 130 | 48.1 | 48.3 | 100.0 |
| Total | 269 | 99.6 | 100.0 |  |
| Missing | System | 1 | .4 |  |  |
| Total | 270 | 100.0 |  |  |

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| --- |
| **Speed of service during first week of class** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 15 | 5.6 | 5.6 | 5.6 |
| 1-Low satisfaction | 8 | 3.0 | 3.0 | 8.6 |
| 2 | 14 | 5.2 | 5.2 | 13.9 |
| 3 | 46 | 17.0 | 17.2 | 31.1 |
| 4 | 81 | 30.0 | 30.3 | 61.4 |
| 5-High satisfaction | 103 | 38.1 | 38.6 | 100.0 |
| Total | 267 | 98.9 | 100.0 |  |
| Missing | System | 3 | 1.1 |  |  |
| Total | 270 | 100.0 |  |  |

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| --- |
| **Speed of service at other times** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 23 | 8.5 | 8.6 | 8.6 |
| 1-Low satisfaction | 26 | 9.6 | 9.7 | 18.3 |
| 2 | 23 | 8.5 | 8.6 | 26.9 |
| 3 | 48 | 17.8 | 17.9 | 44.8 |
| 4 | 79 | 29.3 | 29.5 | 74.3 |
| 5-High satisfaction | 69 | 25.6 | 25.7 | 100.0 |
| Total | 268 | 99.3 | 100.0 |  |
| Missing | System | 2 | .7 |  |  |
| Total | 270 | 100.0 |  |  |

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| --- |
| **Responsiveness to customer requests** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 22 | 8.1 | 8.2 | 8.2 |
| 1-Low satisfaction | 6 | 2.2 | 2.2 | 10.5 |
| 2 | 13 | 4.8 | 4.9 | 15.4 |
| 3 | 31 | 11.5 | 11.6 | 27.0 |
| 4 | 78 | 28.9 | 29.2 | 56.2 |
| 5-High satisfaction | 117 | 43.3 | 43.8 | 100.0 |
| Total | 267 | 98.9 | 100.0 |  |
| Missing | System | 3 | 1.1 |  |  |
| Total | 270 | 100.0 |  |  |

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| **Resolution of problems** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 28 | 10.4 | 10.5 | 10.5 |
| 1-Low satisfaction | 15 | 5.6 | 5.6 | 16.1 |
| 2 | 14 | 5.2 | 5.2 | 21.3 |
| 3 | 36 | 13.3 | 13.5 | 34.8 |
| 4 | 67 | 24.8 | 25.1 | 59.9 |
| 5-High satisfaction | 107 | 39.6 | 40.1 | 100.0 |
| Total | 267 | 98.9 | 100.0 |  |
| Missing | System | 3 | 1.1 |  |  |
| Total | 270 | 100.0 |  |  |

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| --- |
| **Helpful, friendly bookstore staff** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 51 | 18.9 | 19.2 | 19.2 |
| 1-Low satisfaction | 15 | 5.6 | 5.7 | 24.9 |
| 2 | 11 | 4.1 | 4.2 | 29.1 |
| 3 | 40 | 14.8 | 15.1 | 44.2 |
| 4 | 68 | 25.2 | 25.7 | 69.8 |
| 5-High satisfaction | 80 | 29.6 | 30.2 | 100.0 |
| Total | 265 | 98.1 | 100.0 |  |
| Missing | System | 5 | 1.9 |  |  |
| Total | 270 | 100.0 |  |  |

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| **Knowledgeable bookstore staff** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 76 | 28.1 | 28.5 | 28.5 |
| 1-Low satisfaction | 27 | 10.0 | 10.1 | 38.6 |
| 2 | 18 | 6.7 | 6.7 | 45.3 |
| 3 | 34 | 12.6 | 12.7 | 58.1 |
| 4 | 44 | 16.3 | 16.5 | 74.5 |
| 5-High satisfaction | 68 | 25.2 | 25.5 | 100.0 |
| Total | 267 | 98.9 | 100.0 |  |
| Missing | System | 3 | 1.1 |  |  |
| Total | 270 | 100.0 |  |  |

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| **Accurate and prompt listing of textbook information** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 20 | 7.4 | 7.5 | 7.5 |
| 1-Low satisfaction | 16 | 5.9 | 6.0 | 13.5 |
| 2 | 21 | 7.8 | 7.9 | 21.4 |
| 3 | 50 | 18.5 | 18.8 | 40.2 |
| 4 | 79 | 29.3 | 29.7 | 69.9 |
| 5-High satisfaction | 80 | 29.6 | 30.1 | 100.0 |
| Total | 266 | 98.5 | 100.0 |  |
| Missing | System | 4 | 1.5 |  |  |
| Total | 270 | 100.0 |  |  |

1. **Please rate your SATISFACTION with Cardinal Bookstore’s performance in each of the following TEXTBOOK AND COURSE MATERIALS areas below:**

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| --- |
| **Course materials available when classes start** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 53 | 19.6 | 20.0 | 20.0 |
| 1-Low satisfaction | 25 | 9.3 | 9.4 | 29.4 |
| 2 | 25 | 9.3 | 9.4 | 38.9 |
| 3 | 55 | 20.4 | 20.8 | 59.6 |
| 4 | 59 | 21.9 | 22.3 | 81.9 |
| 5-High satisfaction | 48 | 17.8 | 18.1 | 100.0 |
| Total | 265 | 98.1 | 100.0 |  |
| Missing | System | 5 | 1.9 |  |  |
| Total | 270 | 100.0 |  |  |

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| **Communication of late or out-of-stock course materials** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 28 | 10.4 | 10.6 | 10.6 |
| 1-Low satisfaction | 34 | 12.6 | 12.9 | 23.5 |
| 2 | 33 | 12.2 | 12.5 | 36.0 |
| 3 | 57 | 21.1 | 21.6 | 57.6 |
| 4 | 56 | 20.7 | 21.2 | 78.8 |
| 5-High satisfaction | 56 | 20.7 | 21.2 | 100.0 |
| Total | 264 | 97.8 | 100.0 |  |
| Missing | System | 6 | 2.2 |  |  |
| Total | 270 | 100.0 |  |  |

|  |
| --- |
| **Availably of use textbooks** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 66 | 24.4 | 25.0 | 25.0 |
| 1-Low satisfaction | 12 | 4.4 | 4.5 | 29.5 |
| 2 | 14 | 5.2 | 5.3 | 34.8 |
| 3 | 46 | 17.0 | 17.4 | 52.3 |
| 4 | 58 | 21.5 | 22.0 | 74.2 |
| 5-High satisfaction | 68 | 25.2 | 25.8 | 100.0 |
| Total | 264 | 97.8 | 100.0 |  |
| Missing | System | 6 | 2.2 |  |  |
| Total | 270 | 100.0 |  |  |

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| --- |
| **Availability of digital/electronic course materials** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 16 | 5.9 | 6.1 | 6.1 |
| 1-Low satisfaction | 9 | 3.3 | 3.4 | 9.5 |
| 2 | 18 | 6.7 | 6.8 | 16.3 |
| 3 | 38 | 14.1 | 14.4 | 30.8 |
| 4 | 72 | 26.7 | 27.4 | 58.2 |
| 5-High satisfaction | 110 | 40.7 | 41.8 | 100.0 |
| Total | 263 | 97.4 | 100.0 |  |
| Missing | System | 7 | 2.6 |  |  |
| Total | 270 | 100.0 |  |  |

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| **Confidence that textbooks will be the correct edition** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 18 | 6.7 | 6.9 | 6.9 |
| 1-Low satisfaction | 76 | 28.1 | 29.0 | 35.9 |
| 2 | 34 | 12.6 | 13.0 | 48.9 |
| 3 | 51 | 18.9 | 19.5 | 68.3 |
| 4 | 50 | 18.5 | 19.1 | 87.4 |
| 5-High satisfaction | 33 | 12.2 | 12.6 | 100.0 |
| Total | 262 | 97.0 | 100.0 |  |
| Missing | System | 8 | 3.0 |  |  |
| Total | 270 | 100.0 |  |  |

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| --- |
| **Competitively priced course materials** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 79 | 29.3 | 30.0 | 30.0 |
| 1-Low satisfaction | 55 | 20.4 | 20.9 | 51.0 |
| 2 | 26 | 9.6 | 9.9 | 60.8 |
| 3 | 31 | 11.5 | 11.8 | 72.6 |
| 4 | 34 | 12.6 | 12.9 | 85.6 |
| 5-High satisfaction | 38 | 14.1 | 14.4 | 100.0 |
| Total | 263 | 97.4 | 100.0 |  |
| Missing | System | 7 | 2.6 |  |  |
| Total | 270 | 100.0 |  |  |

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| --- |
| **Ability to sell back your textbooks** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 27 | 10.0 | 10.3 | 10.3 |
| 1-Low satisfaction | 15 | 5.6 | 5.7 | 16.0 |
| 2 | 19 | 7.0 | 7.3 | 23.3 |
| 3 | 52 | 19.3 | 19.8 | 43.1 |
| 4 | 65 | 24.1 | 24.8 | 67.9 |
| 5-High satisfaction | 84 | 31.1 | 32.1 | 100.0 |
| Total | 262 | 97.0 | 100.0 |  |
| Missing | System | 8 | 3.0 |  |  |
| Total | 270 | 100.0 |  |  |

**8. Please rate your SATISFACTION with Cardinal Bookstore’s WEBSITE attributes below:**

|  |
| --- |
| **Useful store website** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 52 | 19.3 | 19.5 | 19.5 |
| 1-Low satisfaction | 14 | 5.2 | 5.2 | 24.7 |
| 2 | 12 | 4.4 | 4.5 | 29.2 |
| 3 | 43 | 15.9 | 16.1 | 45.3 |
| 4 | 64 | 23.7 | 24.0 | 69.3 |
| 5-High satisfaction | 82 | 30.4 | 30.7 | 100.0 |
| Total | 267 | 98.9 | 100.0 |  |
| Missing | System | 3 | 1.1 |  |  |
| Total | 270 | 100.0 |  |  |

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| --- |
| **Ease of textbook ordering online** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 94 | 34.8 | 35.3 | 35.3 |
| 1-Low satisfaction | 12 | 4.4 | 4.5 | 39.8 |
| 2 | 12 | 4.4 | 4.5 | 44.4 |
| 3 | 23 | 8.5 | 8.6 | 53.0 |
| 4 | 49 | 18.1 | 18.4 | 71.4 |
| 5-High satisfaction | 76 | 28.1 | 28.6 | 100.0 |
| Total | 266 | 98.5 | 100.0 |  |
| Missing | System | 4 | 1.5 |  |  |
| Total | 270 | 100.0 |  |  |

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| --- |
| **Sufficient store information (contacts, hours, location, etc.)** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 40 | 14.8 | 15.0 | 15.0 |
| 1-Low satisfaction | 12 | 4.4 | 4.5 | 19.5 |
| 2 | 9 | 3.3 | 3.4 | 22.8 |
| 3 | 43 | 15.9 | 16.1 | 39.0 |
| 4 | 54 | 20.0 | 20.2 | 59.2 |
| 5-High satisfaction | 109 | 40.4 | 40.8 | 100.0 |
| Total | 267 | 98.9 | 100.0 |  |
| Missing | System | 3 | 1.1 |  |  |
| Total | 270 | 100.0 |  |  |

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| --- |
| **Ease of website navigation** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 50 | 18.5 | 19.1 | 19.1 |
| 1-Low satisfaction | 15 | 5.6 | 5.7 | 24.8 |
| 2 | 17 | 6.3 | 6.5 | 31.3 |
| 3 | 48 | 17.8 | 18.3 | 49.6 |
| 4 | 56 | 20.7 | 21.4 | 71.0 |
| 5-High satisfaction | 76 | 28.1 | 29.0 | 100.0 |
| Total | 262 | 97.0 | 100.0 |  |
| Missing | System | 8 | 3.0 |  |  |
| Total | 270 | 100.0 |  |  |

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| --- |
| **Convenient link to online textbook rental program** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 108 | 40.0 | 40.8 | 40.8 |
| 1-Low satisfaction | 16 | 5.9 | 6.0 | 46.8 |
| 2 | 9 | 3.3 | 3.4 | 50.2 |
| 3 | 26 | 9.6 | 9.8 | 60.0 |
| 4 | 41 | 15.2 | 15.5 | 75.5 |
| 5-High satisfaction | 65 | 24.1 | 24.5 | 100.0 |
| Total | 265 | 98.1 | 100.0 |  |
| Missing | System | 5 | 1.9 |  |  |
| Total | 270 | 100.0 |  |  |

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| --- |
| **Ease of renting textbooks online** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 124 | 45.9 | 46.8 | 46.8 |
| 1-Low satisfaction | 11 | 4.1 | 4.2 | 50.9 |
| 2 | 9 | 3.3 | 3.4 | 54.3 |
| 3 | 17 | 6.3 | 6.4 | 60.8 |
| 4 | 42 | 15.6 | 15.8 | 76.6 |
| 5-High satisfaction | 62 | 23.0 | 23.4 | 100.0 |
| Total | 265 | 98.1 | 100.0 |  |
| Missing | System | 5 | 1.9 |  |  |
| Total | 270 | 100.0 |  |  |

**9. Please rate your overall satisfaction with Cardinal Bookstore’s online textbook rental program.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 132 | 48.9 | 49.4 | 49.4 |
| 1-Low satisfaction | 7 | 2.6 | 2.6 | 52.1 |
| 2 | 12 | 4.4 | 4.5 | 56.6 |
| 3 | 28 | 10.4 | 10.5 | 67.0 |
| 4 | 43 | 15.9 | 16.1 | 83.1 |
| 5-High satisfaction | 45 | 16.7 | 16.9 | 100.0 |
| Total | 267 | 98.9 | 100.0 |  |
| Missing | System | 3 | 1.1 |  |  |
| Total | 270 | 100.0 |  |  |

**10. What do you appreciate most about the Cardinal Bookstore?**

1. All bookstore employees that I have interacted with have always been very friendly and helpful.
2. All of the staff, they have all been very helpful. If someone doesn't know the answer, they go get someone that can help.
3. Always have my course material.
4. At least the material is available.
5. Availability of resources
6. Being able to rent the books online.
7. Being able to see the class book required before the quarter starts
8. Being able to see what book I need and look through it.
9. Bookstore Staff!
10. Cardinal bookstore worker are all so nice an helpful.
11. Close by and they have the books you need.
12. Close to where I live.
13. Convenience
14. convenience
15. convenience
16. convenience
17. Convenience
18. convenience
19. Convenience of location and the availability to purchase necessary items quickly.
20. Convenient when you need something.
21. convienance
22. Convienience
23. Convinence
24. customer service
25. Early accessibility of information about required materials for courses. Bookstore is helpful in early web posting of which books are needed based on instructor requirements for the course.
26. Ease of availability
27. Ease of getting materials needed for classes.
28. Easy to access location
29. easy to find books
30. Employees
31. Even when there was a long line at the beginning of the quarter to get books, it went quickly, which was very nice!
32. Everyone is nice
33. Everyone is very friendly and eager to assist.
34. Everyone's always really nice.
35. Fast service
36. fax service available on campus
37. Friendliness
38. Friendly Helpful people
39. Friendly staff
40. Friendly staff
41. Friendly staff
42. Friendly staff
43. Friendly staff
44. Friendly staff
45. friendly staff, clean store, and seems organized
46. Friendly staff.
47. Friendly staff.
48. Friendly staff.
49. friendly workers
50. Gail is amazingly wonderful with customer service! Each time I have there she is always smiling and do helpful!
51. Good layout, easy to find books, helpful staff.
52. Great customer service and handle my problem, or question fast.
53. great staff always cheerful
54. Great, helpful service. Has pretty much everything I've needed.
55. Has lots of useful tools inside to help
56. Has what I need
57. Have everything I need from headphones to food.
58. Having a wide range of items and supplies for courses.
59. Having correct products available.
60. Having the snacks and the odds and ends that are nice like headphones, clipboards, etc.
61. Helpful and knowleadgable staff.
62. Helpful customer service.
63. Helpful staff
64. Helpful staff. Fast and effective customer service.
65. Helpfulness
66. How convenient it is to get my books and supplies.
67. How nice the staff is.
68. I appreciate good customer service. When I have needed to use the bookstore, the employees have always seemed willing to help. I usually purchase my books online, but I will go to a 'business' with good service over one with lower prices any day.
69. I appreciate knowing that, when I need to go get a binder or anything school related that they have it for a decent price whenever I need it.
70. I appreciate that the workers will come out of the offices and help you personally
71. I appreciate that they have everything I need that's required for my classes.
72. I appreciate that you always have enough books they don't sell out.
73. I appreciate the friendly service at the front desk. I have always found the front desk people helpful.
74. I appreciate the information on the website and the availability to order the books. I have done this a couple times. I also was very satisfied with the staff. The friendliness and knowledge.
75. I appreciate the people always willing to help you find the correct books every quarter
76. I appreciate the people who work in the Cardinal bookstore; they are really nice, patient, and friendly.
77. I appreciate the school spirit the bookstore has
78. I appreciate the service and commitment to finding out information and the awesome help of your staff.
79. I appreciate the staff's helpfulness.
80. I appreciate to have used book because I could save my money instead of buying new textbook.
81. I can find out the books I need for my quarter in five minutes! That part of getting ready for my quarter is not a hassle.
82. I can get all my books I need for the quarter.
83. I can order online
84. I don't
85. I don't shop there except at beginning of quarter.
86. I enjoy coming in and looking at all the items that are stocked.
87. I enjoy looking at the bookstore's prices compared to Amazon.com or Barnes and Noble. Never fails to make me laugh. I then proceed to order from Amazon.com or Barnes and Noble. I expect to be able to afford a mid-range Ferrari or Lamborghini with the money I've saved.
88. I enjoy the friendly staff.
89. I like how much product Cardinal Bookstore has. Also, I like how inexpensive it is to rent textbooks.
90. I like that I can resell my textbook to the store
91. I like that I, as an out-of-towner, can order my books and have them promptly shipped or that I can pick them up in store with minimal hassle.
92. I like the art stuff in supply and also the snacks you can buy.
93. I like the fact that when I can't find my books or supplies for my classes anywhere else. At least I can find them at the book store
94. I like the rental program that is now available to students.
95. I love that I can order my books online and get a call when they are ready to be picked up.
96. I LOVE that i can rent my textbooks, i get them at a much better price that way
97. I love that they carry the "extra" supplies for the nursing program as well as study tools such as the med flash cards. Thanks!
98. I love when they clear out winter gear. The stuff is usually really well priced and there is almost always a broad selection of gear. The staff is also always great.
99. I think one of the cashiers is cute but thats not enough to pull me into the store for some overpriced school supplies
100. If I need a pencil, lead, eraser or scantron I don't have to go out of my way.
101. It has a wide variety of stuff
102. It is convenient, usually has what I need in terms of supplies and required books, materials.
103. It is there for students who will not/cannot order books online.
104. it's close and has what I need when I need it
105. Its convenient location.
106. Its layout and friendly staff
107. It's on campus and easy to find
108. It's on campus and sells general supplies besides books.
109. It's there in case your books don't mail quickly enough.
110. Knowing I'll always find what I need there
111. Knowing it is available when I need it. Knowing I can go in and look around or go online and browse.
112. Locality.
113. Location
114. Location
115. Location is convenient.
116. Location on campus
117. manager was very helpful
118. Most of the staff are willing knowledge and helpful.
119. n/a
120. New student. I have yet to visit the bookstore.
121. no comment.
122. none
123. On campus.
124. Online Rentals.
125. Open through out the day
126. Organized well. Fun stuff to look at aside from class needs.
127. People are usually friendly.
128. Presentation. Everything is placed in an organized and presentable manner.
129. Prices
130. Quick shipping speed.
131. rentals
132. Rentals.
133. Ron
134. sales and other staff
135. Sales on school merchandise
136. scantrons
137. service
138. So far they have usually had my books in stock.
139. Some of the employees respect their rights as a worker.
140. Staff
141. staff
142. staff being friendly
143. Staff is helpful and friendly
144. supplies for class
145. textbooks
146. That everyone is very friendly
147. That it has pretty good hours and stocks the basics of what I need, especially small items in a pinch, like pencils, binder clips etc.
148. that it has school supplies year round making them easier to get if you run out or need to grab some before class
149. That there is one located on the Whidbey Campus.
150. That they have an online program that allows me to know which book I need and the ability to order it without going to the actual store.
151. that they have the supplies you need for your classes
152. That they sell other things besides books.
153. That they send the correct books.
154. That they're convienently on campus if I happen to need something, e.g., paper, pencils, notebook paper.
155. That when we do finally get a hold of someone in person, questions can be answered.
156. the ability to lookup my textbook requirements online.
157. The availability of the books needed for the selected courses.
158. the candy
159. The Cardinal Bookstore typically has the books required for the quarter.
160. The caring and friendliness of the staff.
161. The cashier staff
162. The convenience to buy simple materials like highlighters and note cards without having to go to a store. All the Skagit apparel is cool too.
163. The convince of having the store in the center of the school and the veriaty of there stock.
164. The customer service was excellent.
165. The extended hours at the beginning of the quarter and the friendly customer service.
166. The friendly staff
167. The friendly staff.
168. The gal who orders the books and helps gather them is priceless. Don't lose her. However, some of the student helper leave something to be desired. On phone, not paying attention
169. The help and resources.
170. THe help, the merchandise and the friendly atmosphere
171. The helpful staff when you go in and need help looking for a textbook.
172. The hours.
173. The laughingly high prices that I chuckle at while I browse amazon for textbooks at competitive rates
174. the layout of the store
175. The location
176. The location, hours, and ease of use.
177. The low priced snacks and awesome pen selection!
178. The managers and student workers
179. The online store is a great resource.
180. The organization of course material; ease of identifying course material.
181. The people were extremely helpful and kind.
182. The people working are very knowledgeable.
183. The people working there are very helpful and friendly.
184. The products it has
185. The quick service and polite attitudes of the staff.
186. The rental program and ease of ordering.
187. the rental site
188. the snacks
189. The speed at which you receive textbooks after you order them.
190. The staff at Whibey is very kind, friendly and helpful.
191. The staff is awesome and very helpful. Thank you so very much for all your help!!!!
192. The staff is friendly and helpful.
193. the staff is friendly.
194. The staff is very friendly and helpful!
195. The staff within the WIC bookstore are great. They ask questions about what you are getting to make sure you are purchasing the correct materials. ie. I purchased a pair of goggles, and I was asked which course I was buying them for because there are different types for different courses.
196. The staff, they are always more than eager to help.
197. The staff's abillity to remain curteous, while providing quick and informed responses to students questions.
198. The store always has just what i need to help me through the quarter.
199. The variety of products available at a decent price.
200. The variety of supplies available.
201. The website helps me look up the books I will need for each class
202. The wide selection and friendly staff.
203. They are nice and always ask if you need help. Also they have sales on school supplies
204. They have all the books I need, so I don't have to look elsewhere.
205. They have always had the books I needed.
206. They have anything you could need for your classes.
207. They have most if not all necessary textbooks.
208. They ordered a retailing book for me. Price is a concern. It was around $336.00 , my concern is do I keep the book as the buy back is less than half according to staff at the bookstore. My have to keep the book or sell it to another college student.
209. They sell textbooks.
210. This is my first quarter, the staff swept in and found my books for me within minutes. For the one text book they didn't have, the staff gave me a list of places to find it.
211. Variety of things that it carries so that I do not need to always go off campus when I need something.
212. Well organized and easy to find books
213. When correct it lists the books needed
214. WHEN they DO have the textbooks needed to start the quarters.
215. Your friendly staff. They are very helpful.
216. YThe staff.

**11. What one service would like to see added to the Cardinal Bookstore?**

1. a few more personal supplies such as inexpensive "readers" and girl hygene items.
2. A photocopier, purchasing of stamps and a mail drop box for students use.
3. additional open hours for students
4. An ice cream machine with swirl cones.
5. Because the students often find more affordable prices from the internet, students are usually do not have the books available to them the first week of class. I would like to see a possibly price match within reason instituted.
6. Being able to ship packages was nice to have at one time.
7. Better ability to provide more explanation of choices where there are multiple options for text or materials.
8. Better prices; I would love to encourage students to shop at the bookstore but the prices are just prohibitive. Their budget it tight; it feels almost unethical for me to not make them aware of ways in which they can spend significantly less money on the same books / supplies.
9. Can't answer this one .... I only teach one class that has a required textbook. I have not any problem with the requisition of that book.
10. Cheaper textbooks. The markup seems greater than at other colleges.
11. children's clothing - would love to buy a Cardinal shirt for my daughter!
12. clone Kim Hall :)
13. Cold drink freezer.
14. Copying
15. Discount for employees (non sale items)
16. e books
17. Easier/faster way to check on textbook titles
18. Expanded inventory/variety at WIC
19. Fresh hot vegan burritos! (Just kidding.)
20. Gift items at WIC.
21. Having attended a four-year institution I liked that they sent out information to everyone via email and on their website regarding sales that were taking place that had images, size info, and price. The emails looked very professional and I was always tempted to buy! It may be difficult to achieve with a limited budget, but that bookstore also carried general reading materials, not just textbooks. I know we (SVC) do carry some, but it would be nice if it could be expanded.
22. Higher end quality gifts representing the College.
23. I am pretty happy with the way things are.
24. I can't think of any
25. I don't have any suggestions.
26. I have found some aspects of the website to be a little unintuitive at times. That could probably be improved.
27. I like the the way it is.
28. I liked those high-quality zippered SVC vests you sold a few years back.
29. I think it would be good to post bookstore hours on WIC in a few other locations that students may see without having to go all the way to the bookstore to find it is closed.
30. I think it would be great to have a computer so that students can look up their books and do some of the work and gain experience how to navigate the bookstore. And another service to be added is additional hours.
31. I wish that the bookstore could get old editions for our students and sell them at cheap prices. My students can use older editions, but I quit listing the options with the bookstore because when the bookstore got some to sell they were too expensive. Most of the old books go for about $5 with $4 shipping if ordered online. When the bookstore sells these old editions they are MUCH more.... like 10 times that amount. I just direct students to the internet.
32. I would like to be able to order textbooks for my class online instead of through email. It would be nice to have access to a database of past adoptions.
33. I would like to see a return of more gift items such as locally made crafts ( such as jewelry) .
34. I would like to see more products besides textbooks, such as Cardinal sourvenirs, fun items, snacks, more office supplies, more greeting cards. I see bookstores at lots of community colleges as I travel and wish we had more products.
35. I would like to see the cardinal mascot used more. I don't think there needs to be an event for the cardinal to step out of its home.
36. I would LOVE to have at least one sample of the sweatshirts and clothing items that they have in MV so people could look and order them to have them sent over. I like the zip up hoodie type of jackets with a little SVC logo on the front and either nothing on the back or a bigger picture on the back. I think there is one in MV right now like that. Larger latte cup/mug types would be nice too instead of just the small/regular sized cups.
37. ice cream bars
38. If bookstore could offer drinks - cans, specialty waters?? Flavored waters??? just for convenience.
39. I've received student feedback that the bookstore is of course packed the first couple days of class. While it's likely the bookstore already offers extra staff and extended hours at those times, that would be a high recommendation. Also, as a staff member I don't notice many sales/event notifications, which might be nice to advise students about.
40. larger sizes!! and specials/discounts for employees
41. Later hours of operation. Students come in at 4:30 and find it closed. Maybe 10am to 6pm Monday through Thursday.
42. Longer hours.
43. Mailing services.
44. Management that is not condescending toward students
45. More "Teamwear" for staff offered at a discount.
46. More apparel
47. More apparel for staff to wear (mostly sweatshirts and tees)- women's cut shirts, polo shirts, light jacket, etc
48. more art supplies
49. More books for pleasure
50. More foods available, like a convienence store. Balloons for birthdays.
51. More healthy snack options
52. More information on e-books for various disciplines
53. More rentals or competitive pricing - I feel bad to send students to amazon to buy books
54. more sale books
55. More sale days
56. more sales
57. More store hours
58. More used books/rentals
59. my suggestions are more product related (see above).
60. People who answer the phone when you call the bookstore. Every time I call the bookstore NO ONE answers the phone - either main phone or office phone. Poor customer service there, especially when, as a staff person, we're busy too and we're trying to help students. Someone should ALWAYS answer the phone. Also PRICES are exorbitantly high and the selection of materials isn't really all that great.
61. Perhaps more healthy food options for when Student Grounds is not open.
62. Possibly in store rentals and the implementation of Verba on the bookstore website.
63. Price comparison from other online retailers
64. SOFTWARE
65. The bookstore could not handle this, but bring back a little retail store to campus. Students and employees would benefit having it available. Have it also house a mini post office where we can ship envelopes, packages, boxes USPS.
66. The sale of other books.
67. When I use an older edition of a text for a class (to save money for the students), Amazon is able to sell the book for a few dollars. The bookstore's supplier charges hundreds of dollars. Is there another supplier that could be used? I realize that competing with Amazon is out of the question, but there is such a large difference.
68. WIC rarely open. Open more hours throughout the quarter, especially evenings.
69. Zipped up hoodies!!!

|  |
| --- |
| **12. OVERALL STORE EVALUATION** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Don't know/Don't use | 8 | 3.0 | 3.0 | 3.0 |
| 1-Low satisfaction | 12 | 4.4 | 4.5 | 7.5 |
| 2 | 13 | 4.8 | 4.9 | 12.4 |
| 3 | 64 | 23.7 | 24.0 | 36.3 |
| 4 | 98 | 36.3 | 36.7 | 73.0 |
| 5-High satisfaction | 72 | 26.7 | 27.0 | 100.0 |
| Total | 267 | 98.9 | 100.0 |  |
| Missing | System | 3 | 1.1 |  |  |
| Total | 270 | 100.0 |  |  |

**13. In what format do you take most of your classes?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid |  | 5 | 1.9 | 1.9 | 1.9 |
| A mix of online and on ground | 128 | 47.4 | 47.4 | 49.3 |
| On ground | 110 | 40.7 | 40.7 | 90.0 |
| Online | 27 | 10.0 | 10.0 | 100.0 |
| Total | 270 | 100.0 | 100.0 |  |

|  |
| --- |
| **14. When do you typically purchase your course materials?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid |  | 3 | 1.1 | 1.1 | 1.1 |
| After going to class once or twice | 14 | 5.2 | 5.2 | 6.3 |
| As soon as I know what’s required | 199 | 73.7 | 73.7 | 80.0 |
| Immediately before classes start | 54 | 20.0 | 20.0 | 100.0 |
| Total | 270 | 100.0 | 100.0 |  |

**15. What are the main reasons you sold your textbooks to a place other than the Cardinal Bookstore? (Select all that apply)**

|  |  |  |
| --- | --- | --- |
|   | Frequency | Percent |
| I didn’t sell them back I kept my textbooks | 159 | 58.9 |
| Location of bookstore | 4 | 1.5 |
| Bookstore hours of operation | 14 | 5.2 |
| The bookstore would not buy my book | 42 | 15.6 |
| The bookstore did not offer me enough money | 83 | 30.7 |
| It takes too long to sell my books back at the bookstore | 11 | 4.1 |
| Other | 29 | 10.7 |

**Other Reasons:**

1. Better price outside of bookstore.
2. Buy back time is too limited, and what you get for the books is too low. You can sell a book back for $15.00 and the bookstore sells it used for $85.00.
3. Buy from other sources for their prices, never bought a textbook from store
4. Find cheaper elsewhere via Social Media or coursesmart.com
5. First quarter student. Keeping one book, returning the other that was rented from you online.
6. Haven't sold back my books yet. I will keep two and sell two back this quarter or next.
7. I get offered less than half online places do, if I go through the book store.
8. I have only sold one book back during book buyback, but generally I hold on to all my books so I can refer back to them.
9. I haven't sold any.
10. I missed the hours and as a result missed selling the textbooks. I wish there was more variety.
11. I often get much more money online. For example, one quarter I went to sell books back to the bookstore, I was offered roughly $30 give or take. I went online and ran them on a site that compares costs of buying new/used/rental and book buy back (extremely valuable and convenient) and many places were offering at least double what the bookstore did, and I ended up getting $117.00 back and the company, as its customary, pays for shipping. I had to wait 3-5 business days to get $, but considering the option of $30 or $117 it was worth it. This continues to be my experience. It is not always such a significant difference, but I usually get at least twice as much going online.
12. I purchase many of my books used from other students or online, because the price is lower.
13. I rent most of my books, and other online stores offer lower prices on most books.
14. I rent my textbooks to keep cost down.
15. I sold them back to the Cardinal bookstore, but was Very unsatisfied with what I received back after paying over $100 each for Used books in the first place!
16. I sometimes buy my books from another store.
17. I tend to try to sell to other students. They get the books for cheaper and I get a bigger refund.
18. I tried to sell them back but they wouldn't take them at the time.
19. I use bookbyte, print the return label, and give it to my wife to take to mail :)
20. It's not worth it to me to sell my textbooks back on pennies on the dollar, and then be without that overpriced reference wieghing down my bookshelf for any point in my life that I'll need to reflect back on my underwater basket weaving textbook.
21. I've only rented books.
22. I've rented most of my books from online websites other than the book store.
23. not open long enough.
24. not to that point yet
25. Occasionally I give them to a family member that needs the same book.
26. Offered me little for my book that were new and wrapped and would not take some of them
27. one im keeping and the other i rented and mymathlab i dont know what to do with that but i may need it again. i dont know yet.
28. Ron Paul
29. Said that the buy back time was already past. Never saw or heard when the buy back times were to begin with.
30. The Bookstore is a racket when buying books. It is a tragedy
31. There is only a specific time that book buyback is available and I'm usually working and cannot make it.
32. They would not buy my books back.
33. This is my first quarter and I haven't experienced this yet.
34. Unreasonable buy back prices!

**16. In the past 12 months, where have you sold your textbooks? (Select all that apply).**

|  |  |  |
| --- | --- | --- |
|  | Frequency | Percent |
| I keep my books | 171 | 63.3 |
| Cardinal Bookstore | 26 | 9.6 |
| Another bookstore | 4 | 1.5 |
| SVC online student exchange | 13 | 4.8 |
| Amazon or other online used bookseller | 63 | 23.3 |
| Other students | 61 | 22.6 |
| Other | 25 | 9.3 |

**Other Reasons:**

1. Cheg
2. Craigslist
3. ecampus.com
4. Gave books to thrift store
5. Haven't had the experience yet.
6. I donate my books to the Allied Health Club so they can loan them out to students that need them.
7. I have kept some and now rent others from Amazon.
8. I have sold son back to the book store and some to other students.
9. I have some textbooks because I missed the buy back last quarter. I'll probably sell it at the end of this quarter.
10. I hustle my neighbors into buying anything at an "irresistable" price, a better price than what the bookstore could offer me guaranteed.
11. I rather keep them, selling them is not efficient and the buy back prices are very low for what they are resold.
12. I rent my books, and the few I have bought i have kept.
13. I started renting my textbooks when I can. It keeps my book cost down.
14. I still have them, not because i want them but because i live in Friday Harbor.
15. im first quarter full time student
16. I've only rented books.
17. my algebra book sold it to a friend
18. not bought any yet to sell
19. online social media
20. Rented my books, had to return.
21. Ron Paul
22. See 15
23. Social Media. Donated to SVC students.
24. This is my first quarter and I haven't experienced this yet.
25. This new place called Ebay. It's cool, might be big one day. Holy crap, I get entered in for a chance to win a $20 gift certificate?? Score! With that I could have paid for 58.29% of the tax on my last sale with the bookstore! I'm saved from financial ruin!