

**Winter 2012 Cardinal Bookstore Customer Survey:**

**Students**

During winter quarter of 2012, Skagit Valley College’s Cardinal Bookstore staff collaborated with the Office of Institutional Research to create a survey instrument designed to obtain the perceptions of bookstore operations and services held by the college’s students. The survey was available to participants in a web-based format. Four hundred seventy three (473) individuals completed the survey.

Responses were analyzed, summarized, and reported by the SVC Office of Institutional Research. The responses for each item are presented on the following pages. Note that open-ended comments have not been edited.

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| --- |
| 1. **Which one of these categories best describes you?**

**Employment Category** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Part-time Student | 122 | 25.8 | 26.0 | 26.0 |
| Full-time Student | 347 | 73.5 | 74.0 | 100.0 |
| Total | 469 | 99.4 | 100.0 |  |
| Missing | System | 3 | .6 |  |  |
| Total | 472 | 100.0 |  |  |

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

|  |
| --- |
| **Resources** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 5 | .5 | .5 | .5 |
| Email | 210 | 23.1 | 23.1 | 23.6 |
| I have never heard about bookstore events and sales | 143 | 15.7 | 15.7 | 39.3 |
| In-store signage | 108 | 11.9 | 11.9 | 51.2 |
| In-store signage, Posters/signs/bulletin boards on campus | 1 | .1 | .1 | 51.3 |
| Posters/signs/bulletin boards on campus | 147 | 16.1 | 16.1 | 67.4 |
| Social networking sites | 18 | 2.0 | 2.0 | 69.4 |
| The Cardinal newspaper | 48 | 5.3 | 5.3 | 74.6 |
| Web site | 129 | 14.2 | 14.2 | 88.8 |
| Word of mouth | 102 | 11.2 | 11.2 | 100.0 |
| Total | 911 | 100.0 | 100.0 |  |

Note: Respondents could choose more than one resource

|  |
| --- |
| 1. **How frequently do you visit Cardinal Bookstore?**

**Frequency of Visits to Cardinal Bookstore** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Only at the beginning of the quarter | 173 | 36.7 | 36.8 | 36.8 |
| About once a month | 187 | 39.6 | 39.8 | 76.6 |
| More than once a week | 25 | 5.3 | 5.3 | 81.9 |
| About once a week | 61 | 12.9 | 13.0 | 94.9 |
| Only at the end of the quarter | 11 | 2.3 | 2.3 | 97.2 |
| Never | 13 | 2.8 | 2.8 | 100.0 |
| Total | 470 | 99.6 | 100.0 |  |
| Missing | System | 2 | .4 |  |  |
| Total | 472 | 100.0 |  |  |

**4. Which Cardinal Bookstore location do you visit most often?**

|  |
| --- |
| **Bookstore Location** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Mount Vernon campus location | 377 | 79.9 | 80.4 | 80.4 |
| Whidbey Island campus location | 78 | 16.5 | 16.6 | 97.0 |
| I do not visit either location | 14 | 3.0 | 3.0 | 100.0 |
| Total | 469 | 99.4 | 100.0 |  |
| Missing | System | 3 | .6 |  |  |
| Total | 472 | 100.0 |  |  |

**5. What is your main reason for not shopping at Cardinal Bookstore more often?**

|  |
| --- |
| **Reason for not shopping at Cardinal Bookstore more often?** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Product selection | 46 | 9.7 | 9.9 | 9.9 |
| Customer service | 7 | 1.5 | 1.5 | 11.4 |
| Store policies | 1 | .2 | .2 | 11.6 |
| Location | 34 | 7.2 | 7.3 | 18.9 |
| Prices | 270 | 57.2 | 58.1 | 77.0 |
| Other | 107 | 22.7 | 23.0 | 100.0 |
| Total | 465 | 98.5 | 100.0 |  |
| Missing | System | 7 | 1.5 |  |  |
| Total | 472 | 100.0 |  |  |

If “Other,” please describe:

|  |
| --- |
| 1. Unfortunately I can get almost all of my school on amazon and save a bundle. I thi k this next quarter I will have an iPad 3 and hope to go more digital. With some of the possible deals being made with publishers we may be able to receive digital books for a third, or less, of the thick text copy. More interactivity for learning in and out of the classroom.
 |
| 1. So partially my answer is prices. Your supplies and other materials are reasonably priced but your book prices are just outrageous. This quarter i saved almost 250 by buying my books on amazon rather that the bookstore. If i had one suggestion, lower your book prices.
 |
| 1. You should start stocking tools for the marine tech students or at least be able to order them for us. You stock all sorts of stuff for the nursing program?
 |
| 1. Hours
 |
| 1. The prices is the main reason but you didn't allow me to select more than one. I think the prices are too expensive for the college gear, and the books are reasonably priced though. I just wish the prices were cheaper so I'd actually have enough money to buy some of that stuff.
 |
| 1. It's required to buy a blue book in one of my classes, and the candy bars are cheap:)
 |
| 1. I usually buy the things that i need at the beginning of the quarter, and go in and talk with someone there to make sure i am buying the right books for my classes. one trip to get it all.
 |
| 1. Times it is open
 |
| 1. After the initial visit when I purchase my books for the quarter, I only visit the bookstore if I need supplies or another book that was not on my book list.
 |
| 1. Its easier to find books when time or price is a factor somewhere else if you know where to look.
 |
| 1. I just do not need to buy things very often.
 |
| 1. Other than purchasing required books, there is not a need for any of the other merchandise. I also shop online to save. Book prices are too high in the book store.
 |
| 1. I buy from Amazon, they offer better prices and used books too.
 |
| 1. I don't often need new supplies, I usually get everything I need at the beginning of the quarter.
 |
| 1. sometimes i just dont have the time or dont need to go
 |
| 1. I buy most of my things at the begining of the quarter but when I need something I just run and grab it from the book store if I'm at the school.
 |
| 1. Good Prices, great service.I go there as often as money permits.
 |
| 1. i feel like i'm there often enough.
 |
| 1. More variety of items from school (etc, warmups, shirts, caps, backpacks, etc with logo of school and mascot). I would really enjoy purchasing these items
 |
| 1. Usually get what I need in one visit.
 |
| 1. Dont really need anything
 |
| 1. I'm an online student. I do not travel to Mount Vernon very often and when I do it is often on the weekend or the evening. I get to Mount Vernon 1-2 times a month.
 |
| 1. How on earth can a school make students on financial aid buy their books out-of-pocket? I've never heard of this being done before. It's caused huge financial trouble for me, and is the reason I probably will not be returning to SVC next quarter. I am applying for a Distance Learning program with my former school on the other side of the country.
 |
| 1. I only need to go in when its time to buy books for the new quarter.
 |
| 1. I like that the people who work in the bookstore are really nice and helpful when I am looking for something I cannot find.
 |
| 1. Your prices are a bit on the high side, only shop there when I can not find my books online
 |
| 1. I don't have a lot of money or time so it doesn't seem worth it to spend a lot of time in the bookstore
 |
| 1. the bookstore has nothing i really need
 |
| 1. I don't live in Mount Vernon. I also am on a tight buget and tend to get big ticket items at Costco and other places like that.
 |
| 1. Tried not to spend my money on unnecessary things.
 |
| 1. I live all the way on Camano Island so I dont get up that way, I take all onlie classes.
 |
| 1. I shop there when I need books and whe it's convient for small suppies, there is no reason I don't shop there
 |
| 1. Online class
 |
| 1. I only go when I need to go.
 |
| 1. Sometimes but no always the prices are a little to expencive.
 |
| 1. not needed
 |
| 1. Mostly because what they have I dont need but a few times a year, the other part is the prices. When I can get the same thing for half or more that half the price somewhere else, I am going to go for the cheaper of the two.
 |
| 1. I get low on money
 |
| 1. I purchase everything I need for the quarter at the beginning.
 |
| 1. I only shop there for my books which is only necessary once per quarter
 |
| 1. No need to shop more often.
 |
| 1. I have no reason to shop after I have bought my books at the beginning of each quarter.
 |
| 1. Would like to see a better selection of binders. Don't like the plain plastic kind. Used to sell cool hard paperboard binders. Wish you still sold those. Especially need 1 or 2 inch binders. Need higher quality blood pressure cuffs for nursing students.
 |
| 1. I always visit the cardinal bookstore because that is my schools bookstore and am very happy with it.
 |
| 1. I only have need for books
 |
| 1. I gather all I need for the quarter at once. "One-stop shopping" I think they call it.
 |
| 1. I live in Friday Harbor and have to do my ordering online.
 |
| 1. I have no reason to stop by all the time. Nothing that I need.
 |
| 1. i just get what i need for class.
 |
| 1. I only go in the book store when I need something.
 |
| 1. I am a distance learning student so I am not on campus often and live in Bellingham.
 |
| 1. the store prices are insane and the store policies is not good or very fare. also the girls that work there are very rude and slow at the cash regester
 |
| 1. The only reason was because of convenience. I have had bad luck with ordering online. The store always has the books I need. The only problem is when you check the price tag you immediately feel as if you are being raped then you add all the books together at the checkout and become aware it has turned into murder. Oh, they do have cool stuff if your going to be a nurse. which I am not.
 |
| 1. i don't need to shop there often
 |
| 1. I'm a necessity only shopper. I tend only to visit the bookstore when I have to acquire something for a course, which usually works out to be about once a month.
 |
| 1. I just by my books for my classes, i sometimes go in there to look at the clothes.
 |
| 1. This is actually unfair, but I just assume that things are more expensive in there than at a retail store. I thought about buying a notebook there once while I was buying books, but I didn't see a price/price tag anywhere. After spending over $300 on 4 books (one of which was used), I was done anyway!
 |
| 1. Whenever I need help there is always somebody there to help me. Although I've had to put in an order for my books for some classes it's convenient. Although they do not have competitive prices!
 |
| 1. Most of the time I don't need anything from there.
 |
| 1. For me personally, I would say all of the above are reasons that I don't use the cardinal book store except for customer service- and for clarification I do not mean customer satisfaction. My reason for not using the school bookstore is the following: I bought a course compass access code after being told by someone working in the bookstore, that I didn't actually need. When I found out that I did not need this $100 item, I tried to return it. I could not find my receipt. HOWEVER, the code was unopened and in cellophane. I was very upset because I really needed the $100. They told me if I found my receipt, they would let me return the book, not mentioning the 10 day return limit. I found the receipt two weeks later, tried to return it, and got yet another run around. In the end I was not able to return the code. As a result of these terrible business practices, I refuse to use the school bookstore except under dire circumstances. Thank you for asking my opinion. Even though my review is very negative, I would like to use the school bookstore, if they would make an effort to improve their polices, prices, etc, I would be happy to support my school bookstore.
 |
| 1. I just dont. I like the clothes but they seem expensive. One item that I keep checking for is a zip up sweatshirt with a hood.
 |
| 1. I don't need stuff more than once a week. If I needed stuff more often, then I would shop there more often.
 |
| 1. high prices.
 |
| 1. i just don't need to go there if I'm not buying supplies for school.
 |
| 1. I like the bookstore, use its services often and have no reason to not shop there. The employees are consistently helpful, the set-up is user friendly and the hours of operation are favorable to most class hours. I would like to see a specific line of sweatshirts/hoodies for Nursing school instead of 15 variations of "SVC"; perhaps students of other majors feel the same. Overall, I would highly recommend the bookstore to future students.
 |
| 1. I purchased a book for $179 brand new, attempted to return in excellent condition and was offered $20. !?!
 |
| 1. I am a new student from Georgia and will reside in Bow, WA just in time for spring 2012. The website looks well and I look forward to possibly spending that gift card there for some SVC swag.
 |
| 1. I get everything I need already
 |
| 1. Its hard for the cardinal bookstore to compete with Amazon.com or other online buy back book store prices.
 |
| 1. need a special orded desk
 |
| 1. I only buy the books I need for my classes so I have no other reason to shop there.
 |
| 1. I don't like the fact that you only get one week to return a book. the first week of school is really busy. two weeks would be better.
 |
| 1. have not "not". i go there when i need stuff
 |
| 1. I order online, I live on Camano Island do its easier to order online.
 |
| 1. Most of whatI need I get at the beginning or end of the quarter so I don't need to shop all quarter long.
 |
| 1. Online student
 |
| 1. It is my first quarter and I purchased everything I needed before hand besides the books. It is very convinient to have the store right there, but I dont shop unless I absolutely need something.
 |
| 1. Financail reasons
 |
| 1. Sometimes it is hard to find someone who can help me find something, especially at the end and beginning of the quarter.
 |
| 1. I'm not on campus much due to most of my classes only being offered online.
 |
| 1. Dont have the need for products sold there except at the beginning of the quarter. I go there once a month to see different SVC clothing that I buy once in awhile.
 |
| 1. I think I shop just the right amount. I have to watch my budget these days.
 |
| 1. limited income.
 |
| 1. I am only on campus for one class and usually don't stick around campus, therefore I only go to the cardinal bookstore to purchase my books for the quarter.
 |
| 1. Cheaper to find textboooks and other school supplies either online or other retailers.
 |
| 1. I'm a distant learning student and have not been to the stores however I get great customer services every time from the store personal when I order online. They call me and offer used books each time for which is awesome because this is not always an option when I order. Thank you for all that you do, it is appreciated!
 |
| 1. I just think of it as a place to buy textbooks and Skagit themed clothes, not regular books.
 |
| 1. I am an online (distant Ed) student and I am only on campus on the first day of the quarter.
 |
| 1. lack of time and money.
 |
| 1. I don't need supplies nor books everyday or everyweek.
 |
| 1. I get all of my supplies for the quater at the beginning.
 |
| 1. I get most of my books on line at amazon.com. The prices are much better that the Cardinal Book store offers.
 |
| 1. Everyone at the bookstore are vert friendly and always willing to assist you in any way. Keep up the good work!!!
 |
| 1. I don't need many things.
 |
| 1. Lack of used text books. Their more affordable
 |
| 1. I often use the bookstore for the books and nothing else. I'll be honest and say that I've never considered the bookstore for anything other than my school books and buy back option.
 |
| 1. I can buy the same book that is 100$ at the book store and buy it for 15$-40$ brand new. I also get 95% of my money back after im done with the book unlike the book store buying books back for 2-4% back and selling it back to students used for 80% and up from the new price. It is not right.
 |
| 1. The hours of the store are hard with my schedule, I will visit soon but have to run straight from class to work so I don't get a chance to visit easily.
 |
| 1. I only go there to buy my books at the beginning of every quarter. It serves no other purpose for me.
 |
| 1. Price and Location
 |
| 1. To long of lines rude ppl sometimes
 |
| 1. I attend night classes. I order my books online, then make arrangements to take off work to go pick them up at the Mount Vernon Bookstore. I usually pick up other items while there, including highlighters, zip drives, headphones, and most recently a t-shirt and sweatshirt. I appreciate that you now carry the XXL sizing. Would you consider making up some clothing items in the cardinal red color? I purchased the gray designs. I wonder why you don't list everything you sell other than text books? I bet parents would be interested in picking up banners, t-shirts, etc. to support and show their Cardinal pride. For example my daughter's university does in Oregon and I frequent that website to purchase items for myself. Check it out at: http://pacific.bncollege.com/webapp/wcs/stores/servlet/BNCBHomePage?storeId=45058&catalogId=10001&langId=-1
 |
| 1. Don't really have a reason to.
 |
| 1. All I shop for is books and supplies I need for the quarter, there's not much else I need to buy.
 |
| 1. lack of funds
 |
| 1. lol
 |
| 1. I don't need anything more than about once a month. Walmart is a little cheaper for school supplies and that matters on a student budget.
 |
| 1. I just don't go to bookstores that often anymore. They are to expensive, so I go to the library and buy used books, or check them out.
 |
| 1. I only need to get books once a quarter.
 |
| 1. just go ing there for school suplies
 |
| 1. Can get some things cheaper at other places and have limited funds.
 |
| 1. I like the bookstore very much good customer service
 |
| 1. Just need to pick up books for the quarter.
 |
| 1. No time
 |
| 1. Location, selection AND prices. Didn't have the books I needed in the shop when I visited (MIT 149) and had to order them shipped anyhow -- later discovered that they were available for considerably less elsewhere. Will look online for options first for the next classes.
 |
| 1. No need to shop more often.
 |
| 1. order all books online
 |
| 1. Just come in and get what I need.
 |
| 1. I would like to spend my money at SVC-Cardinal bookstore, it is a shame that the book prices are too expensive. So I buy my books online out of State at extremely lower prices and that is including S/H. How is it that when I want to sell my books back they want to pay me the less amount as possible?
 |
| 1. I am not in need of anything right now.
 |
| 1. just no need unless buying books.
 |
| 1. Prices are not competitive with other on line book stores.
 |
| 1. funding and my own budget
 |
| 1. I don't always have extra funds to shop, I have to make do with what I have quite a bit.
 |
| 1. Don't need anything else from the bookstore.
 |
| 1. I can find most materials needed for courses at goodwill or my home. I buy all of my books and scantrons at the Cardinal bookstore though.
 |
| 1. I like to shop online. I also dont find myself need many items from the Cardinal Bookstore because I stock up during the beginning of the quarter.
 |
| 1. not much of a shopper
 |
| 1. I can find my books at half the price online.
 |
| 1. I had to answer other because unfortunately I don't shop more at the bookstore because of all of the reasons listed.
 |

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

|  |
| --- |
| **Refund/exchange policies** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 4 | .8 | .8 | .8 |
| 1 - Low satisfaction | 10 | 2.1 | 2.1 | 3.0 |
| 2 | 10 | 2.1 | 2.1 | 5.1 |
| 3 | 39 | 8.3 | 8.3 | 13.3 |
| 4 | 130 | 27.5 | 27.5 | 40.9 |
| 5 - High satisfaction | 266 | 56.4 | 56.4 | 97.2 |
| Don't know/Don't use | 13 | 2.8 | 2.8 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Speed of service during first week of class** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 7 | 1.5 | 1.5 | 1.5 |
| 1 - Low satisfaction | 9 | 1.9 | 1.9 | 3.4 |
| 2 | 11 | 2.3 | 2.3 | 5.7 |
| 3 | 54 | 11.4 | 11.4 | 17.2 |
| 4 | 151 | 32.0 | 32.0 | 49.2 |
| 5 - High satisfaction | 218 | 46.2 | 46.2 | 95.3 |
| Don't know/Don't use | 22 | 4.7 | 4.7 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Speed of service at other times** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 6 | 1.3 | 1.3 | 1.3 |
| 1 - Low satisfaction | 23 | 4.9 | 4.9 | 6.1 |
| 2 | 38 | 8.1 | 8.1 | 14.2 |
| 3 | 101 | 21.4 | 21.4 | 35.6 |
| 4 | 130 | 27.5 | 27.5 | 63.1 |
| 5 - High satisfaction | 139 | 29.4 | 29.4 | 92.6 |
| Don't know/Don't use | 35 | 7.4 | 7.4 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Responsiveness to customer requests** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 7 | 1.5 | 1.5 | 1.5 |
| 1 - Low satisfaction | 8 | 1.7 | 1.7 | 3.2 |
| 2 | 11 | 2.3 | 2.3 | 5.5 |
| 3 | 50 | 10.6 | 10.6 | 16.1 |
| 4 | 124 | 26.3 | 26.3 | 42.4 |
| 5 - High satisfaction | 239 | 50.6 | 50.6 | 93.0 |
| Don't know/Don't use | 33 | 7.0 | 7.0 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Resolution of problem** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 7 | 1.5 | 1.5 | 1.5 |
| 1 - Low satisfaction | 12 | 2.5 | 2.5 | 4.0 |
| 2 | 17 | 3.6 | 3.6 | 7.6 |
| 3 | 47 | 10.0 | 10.0 | 17.6 |
| 4 | 128 | 27.1 | 27.1 | 44.7 |
| 5 - High satisfaction | 214 | 45.3 | 45.3 | 90.0 |
| Don't know/Don't use | 47 | 10.0 | 10.0 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Knowledgeable bookstore staff** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 9 | 1.9 | 1.9 | 1.9 |
| 1 - Low satisfaction | 16 | 3.4 | 3.4 | 5.3 |
| 2 | 14 | 3.0 | 3.0 | 8.3 |
| 3 | 45 | 9.5 | 9.5 | 17.8 |
| 4 | 115 | 24.4 | 24.4 | 42.2 |
| 5 - High satisfaction | 172 | 36.4 | 36.4 | 78.6 |
| Don't know/Don't use | 101 | 21.4 | 21.4 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Helpful friendly bookstore staff** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 12 | 2.5 | 2.5 | 2.5 |
| 1 - Low satisfaction | 35 | 7.4 | 7.4 | 10.0 |
| 2 | 32 | 6.8 | 6.8 | 16.7 |
| 3 | 59 | 12.5 | 12.5 | 29.2 |
| 4 | 89 | 18.9 | 18.9 | 48.1 |
| 5 - High satisfaction | 108 | 22.9 | 22.9 | 71.0 |
| Don't know/Don't use | 137 | 29.0 | 29.0 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

**7. Please rate your SATISFACTION with Cardinal Bookstore’s performance in each of the following TEXTBOOKK and COURSE MATERIALS areas below:**

|  |
| --- |
| **Accurate and prompt listing of textbook information** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 8 | 1.7 | 1.7 | 1.7 |
| 1 - Low satisfaction | 10 | 2.1 | 2.1 | 3.8 |
| 2 | 37 | 7.8 | 7.8 | 11.7 |
| 3 | 73 | 15.5 | 15.5 | 27.1 |
| 4 | 143 | 30.3 | 30.3 | 57.4 |
| 5 - High satisfaction | 177 | 37.5 | 37.5 | 94.9 |
| Don't know/Don't use | 24 | 5.1 | 5.1 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Course materials available when classes start** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 8 | 1.7 | 1.7 | 1.7 |
| 1 - Low satisfaction | 22 | 4.7 | 4.7 | 6.4 |
| 2 | 38 | 8.1 | 8.1 | 14.4 |
| 3 | 74 | 15.7 | 15.7 | 30.1 |
| 4 | 105 | 22.2 | 22.2 | 52.3 |
| 5 - High satisfaction | 109 | 23.1 | 23.1 | 75.4 |
| Don't know/Don't use | 116 | 24.6 | 24.6 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Communication of late or out-of-stock course materials** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 9 | 1.9 | 1.9 | 1.9 |
| 1 - Low satisfaction | 87 | 18.4 | 18.4 | 20.3 |
| 2 | 78 | 16.5 | 16.5 | 36.9 |
| 3 | 99 | 21.0 | 21.0 | 57.8 |
| 4 | 85 | 18.0 | 18.0 | 75.8 |
| 5 - High satisfaction | 81 | 17.2 | 17.2 | 93.0 |
| Don't know/Don't use | 33 | 7.0 | 7.0 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Availability of used textbooks** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 9 | 1.9 | 1.9 | 1.9 |
| 1 - Low satisfaction | 19 | 4.0 | 4.0 | 5.9 |
| 2 | 21 | 4.4 | 4.4 | 10.4 |
| 3 | 52 | 11.0 | 11.0 | 21.4 |
| 4 | 108 | 22.9 | 22.9 | 44.3 |
| 5 - High satisfaction | 124 | 26.3 | 26.3 | 70.6 |
| Don't know/Don't use | 139 | 29.4 | 29.4 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Availability of digital/electronic course materials** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 10 | 2.1 | 2.1 | 2.1 |
| 1 - Low satisfaction | 8 | 1.7 | 1.7 | 3.8 |
| 2 | 14 | 3.0 | 3.0 | 6.8 |
| 3 | 60 | 12.7 | 12.7 | 19.5 |
| 4 | 127 | 26.9 | 26.9 | 46.4 |
| 5 - High satisfaction | 224 | 47.5 | 47.5 | 93.9 |
| Don't know/Don't use | 29 | 6.1 | 6.1 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Confidence that textbooks will be correct edition** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 11 | 2.3 | 2.3 | 2.3 |
| 1 - Low satisfaction | 133 | 28.2 | 28.2 | 30.5 |
| 2 | 86 | 18.2 | 18.2 | 48.7 |
| 3 | 85 | 18.0 | 18.0 | 66.7 |
| 4 | 67 | 14.2 | 14.2 | 80.9 |
| 5 - High satisfaction | 58 | 12.3 | 12.3 | 93.2 |
| Don't know/Don't use | 32 | 6.8 | 6.8 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Competitively priced course materials** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 8 | 1.7 | 1.7 | 1.7 |
| 1 - Low satisfaction | 73 | 15.5 | 15.5 | 17.2 |
| 2 | 60 | 12.7 | 12.7 | 29.9 |
| 3 | 64 | 13.6 | 13.6 | 43.4 |
| 4 | 69 | 14.6 | 14.6 | 58.1 |
| 5 - High satisfaction | 65 | 13.8 | 13.8 | 71.8 |
| Don't know/Don't use | 133 | 28.2 | 28.2 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Ability to sell back your textbooks** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 10 | 2.1 | 2.1 | 2.1 |
| 1 - Low satisfaction | 19 | 4.0 | 4.0 | 6.1 |
| 2 | 30 | 6.4 | 6.4 | 12.5 |
| 3 | 71 | 15.0 | 15.0 | 27.5 |
| 4 | 124 | 26.3 | 26.3 | 53.8 |
| 5 - High satisfaction | 184 | 39.0 | 39.0 | 92.8 |
| Don't know/Don't use | 34 | 7.2 | 7.2 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

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

|  |
| --- |
| **Useful store website** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 10 | 2.1 | 2.1 | 2.1 |
| 1 - Low satisfaction | 15 | 3.2 | 3.2 | 5.3 |
| 2 | 20 | 4.2 | 4.2 | 9.5 |
| 3 | 55 | 11.7 | 11.7 | 21.2 |
| 4 | 119 | 25.2 | 25.2 | 46.4 |
| 5 - High satisfaction | 154 | 32.6 | 32.6 | 79.0 |
| Don't know/Don't use | 99 | 21.0 | 21.0 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Ease of textbook ordering online** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 8 | 1.7 | 1.7 | 1.7 |
| 1 - Low satisfaction | 14 | 3.0 | 3.0 | 4.7 |
| 2 | 21 | 4.4 | 4.4 | 9.1 |
| 3 | 45 | 9.5 | 9.5 | 18.6 |
| 4 | 77 | 16.3 | 16.3 | 35.0 |
| 5 - High satisfaction | 125 | 26.5 | 26.5 | 61.4 |
| Don't know/Don't use | 182 | 38.6 | 38.6 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Sufficient store information (contacts, hours, location, etc.)** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 10 | 2.1 | 2.1 | 2.1 |
| 1 - Low satisfaction | 14 | 3.0 | 3.0 | 5.1 |
| 2 | 16 | 3.4 | 3.4 | 8.5 |
| 3 | 59 | 12.5 | 12.5 | 21.0 |
| 4 | 108 | 22.9 | 22.9 | 43.9 |
| 5 - High satisfaction | 177 | 37.5 | 37.5 | 81.4 |
| Don't know/Don't use | 88 | 18.6 | 18.6 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Ease of web site navigation** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 11 | 2.3 | 2.3 | 2.3 |
| 1 - Low satisfaction | 22 | 4.7 | 4.7 | 7.0 |
| 2 | 29 | 6.1 | 6.1 | 13.1 |
| 3 | 74 | 15.7 | 15.7 | 28.8 |
| 4 | 110 | 23.3 | 23.3 | 52.1 |
| 5 - High satisfaction | 133 | 28.2 | 28.2 | 80.3 |
| Don't know/Don't use | 93 | 19.7 | 19.7 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Convenient link to online textbook rental program** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 10 | 2.1 | 2.1 | 2.1 |
| 1 - Low satisfaction | 20 | 4.2 | 4.2 | 6.4 |
| 2 | 21 | 4.4 | 4.4 | 10.8 |
| 3 | 37 | 7.8 | 7.8 | 18.6 |
| 4 | 58 | 12.3 | 12.3 | 30.9 |
| 5 - High satisfaction | 118 | 25.0 | 25.0 | 55.9 |
| Don't know/Don't use | 208 | 44.1 | 44.1 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

|  |
| --- |
| **Ease of renting textbooks online** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 12 | 2.5 | 2.5 | 2.5 |
| 1 - Low satisfaction | 20 | 4.2 | 4.2 | 6.8 |
| 2 | 22 | 4.7 | 4.7 | 11.4 |
| 3 | 39 | 8.3 | 8.3 | 19.7 |
| 4 | 46 | 9.7 | 9.7 | 29.4 |
| 5 - High satisfaction | 89 | 18.9 | 18.9 | 48.3 |
| Don't know/Don't use | 244 | 51.7 | 51.7 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |

**9. What do you appreciate most about Cardinal Bookstore?**

|  |
| --- |
| 1. Friendly & helpful
 |
| 1. The staff is very helpful and friendly.
 |
| 1. Kind customer care when I have visited. Knowledgable staff.
 |
| 1. That they always have what i need even if I'm coming in two minutes before my class starts to buy something in a pinch.
 |
| 1. It's convenient, each new quarter is stressful and the bookstore helps ease some of the stress.
 |
| 1. The girls at whidbey are very courteous and helpful.
 |
| 1. I looks great when you walk in. The service is very good.
 |
| 1. cheerful and helpful people
 |
| 1. I enjoy the friendly and helpful staff.
 |
| 1. I like the fact that you carry college gear. Even though you're a bookstore, I'm glad that you have the sweatshirts, stickers, etc.
 |
| 1. It has been handy to pick up emergency office supplies.
 |
| 1. location
 |
| 1. convienence
 |
| 1. You keep the prices of the small stuff low
 |
| 1. It's organized, nice staff, and candy bars are cheap:)
 |
| 1. Friendly, helpful, and knowledgable staff.
 |
| 1. Always open when I have needed them.. especially when classes are not in cession
 |
| 1. Having books no matter what time of year
 |
| 1. convience
 |
| 1. Availability & friendliness of employees.
 |
| 1. Katyja, not sure how to spell her name.
 |
| 1. At least I don't have to got to the Mt. Vernon campus
 |
| 1. The convenience. It's close to home. I don't have to wait for the books to come in the mail. I can look at the used books before I buy them.
 |
| 1. Its coveinent.
 |
| 1. The helpful staff and ease of location.
 |
| 1. The staff that work their are nice and very helpful . The bookstore is welll organized.
 |
| 1. Have books needed cannot find online
 |
| 1. Helpful staff
 |
| 1. Location and availability of materials
 |
| 1. I really like the service. The workers there are very polite and engaging. They never hesitate to ask if anyone needs help and are willing to have a nice conversation if they're not too busy.
 |
| 1. It's availability to carry all the supplies that we need all at one location.
 |
| 1. My account somehow got someone else's name on it. I received emails that I ordered a book which I didn't it was the person it New York that did. I cancelled my account so that my credit card wouldn't be charged for her purchases. I will not use this service in the future. The rental company couldn't explain how this happen or guarantee that account was safe.
 |
| 1. all staff explain questions clearly
 |
| 1. nothing
 |
| 1. Genuine staff :)
 |
| 1. Staff has always been very helpfull. Also I like the availability of supplies (pens, paper, etc.) and that they are reasonably priced.
 |
| 1. That they have friendly staff and never just ignore you their always there to help.
 |
| 1. on campus convenience
 |
| 1. That it is so easy.
 |
| 1. the helpful and friendly staff
 |
| 1. It provides accurate information about what textbooks I need to purchase, including the ISBN# for each one.
 |
| 1. Convienence
 |
| 1. The location is very central and easy to get to.
 |
| 1. The convenient location and so far, they always have what I need, new.
 |
| 1. The friendly and helpful staff. It is an extremely pleasant experience each time I go to the bookstore. My only negative comments are about the website. Each quarter after registration I have to let my funding source know how much my textbooks are going to cost. Each time I have trouble locating this information. I think the navigation of the bookstore website could be much more intuitive and user friendly. I also know the bookstore adjusts their hours at the end of each quarter, during the break and the beginning of the quarter. More than once this information has not been current. In fact, clear through the end of Fall quarter, the break and the beginning of Winter quarter this year the hours were still posted for the end of Summer quarter last year. I mentioned it to staff after placing phone calls to find out when the bookstore would be open. Since I do not live in Mount Vernon and I'm an online student and travel to Mount Vernon and the "valley" only 1-2 times per month, it is imperative to have current information. It holds true for the remainder of the website. Four weeks into the quarter the home page of the SVC website is still welcoming the start of the quarter...the website needs to be more current. I'm sure you could employ a lot of MIT students to help out.
 |
| 1. Close location
 |
| 1. I get the right books even it they cost more.
 |
| 1. The good customer service and follow up when a book I need comes in.
 |
| 1. I like how it has a variety of things that are useful, other then just textbooks.
 |
| 1. I primarily use the cardinal rental section. I love the ease I can rent books for the quarter and how less expensive they are. I hate buying books. They keep getting higher and higher in their prices. I love renting a book for $30 a quarter. Thanks for being so helpful!
 |
| 1. close to home, has the books for my class's
 |
| 1. Its Close
 |
| 1. its convenient
 |
| 1. Helpful Staff.
 |
| 1. Close. Supplies are varied and functional.
 |
| 1. Being able to speak to a knowledgable person.
 |
| 1. Staff
 |
| 1. they have the books that I need and have lots of neat little things and very friendly!
 |
| 1. The knowledge of program texts and their location. The helpful ness of the staff to help students locate supplies.
 |
| 1. How things are organized, what is there is easy to find.
 |
| 1. Location. Location. Location.
 |
| 1. Flexibility of going online or store. But I wished during weekdays (during class hours daytime) the store is always open.
 |
| 1. I appreciate that it is open before my class so I can pick up materials like scan-tron cards and blue books the day of a test. I also feel that the staff is very friendly and helpful whenever I've required their services.
 |
| 1. Willingness to get material needed
 |
| 1. How they have everything you need for classes.
 |
| 1. The staff are polite and knowledgable about store item selection and prices.
 |
| 1. I appreciate the friendly staff, and the convenience of its location.
 |
| 1. you can sell back your textbooks
 |
| 1. the friendly staff that are always there to help you out with your needs.
 |
| 1. There is always a good selection of student supplies.
 |
| 1. Convience
 |
| 1. customer servise
 |
| 1. Variety of supplies
 |
| 1. The location
 |
| 1. I like being able to see the textbooks required for my classes before buying them. I also greatly appreciate having a source on campus from which to purchase all required items for class.
 |
| 1. how friendly the staff is and helpful
 |
| 1. It's on campus so you can get things quickly when you're in a rush and the materials are all there for all of your classes.
 |
| 1. The friendliness of the staff.
 |
| 1. how helpful everyone is when you walk into the bookstore. they are friendly.
 |
| 1. Everything you need is there
 |
| 1. That the staff offers their help with out having to ask.
 |
| 1. It is clean
 |
| 1. They have the books and materials I need to start the quarter. Also, no matter how busy they are, the people are always friendly.
 |
| 1. Store well organized and convenient. Helpful staff.
 |
| 1. Friendly staff, quick service.
 |
| 1. The friendliness of the staff.
 |
| 1. That is right there with the college
 |
| 1. The books I need are always in stock, even if there aren't any used textbooks left.
 |
| 1. Great hours. Nice to have for quick items like pens or papers. Good selection of supplemental nursing books.
 |
| 1. the staff very helpful and knowledge about my classes
 |
| 1. It's right on campus
 |
| 1. The staff are awesome and knowledgeable.
 |
| 1. The selection and quantity of material.
 |
| 1. Helpful staff and fast problem resolution
 |
| 1. Location
 |
| 1. Convenience, relevant products, friendly and helpful staff
 |
| 1. the convenience of getting supplies when i need them!
 |
| 1. Friendly atmosphere
 |
| 1. Friendly staff and helpful...
 |
| 1. The staff is extremely friendly. They know exactly where to find your books, and they help you research the correct material.
 |
| 1. I appreciate when the staff are friendly and talk to you.
 |
| 1. How friendly and helpful the staff is.
 |
| 1. The friendly workers and ability to help the customers.
 |
| 1. Convient Whidbey Island location.
 |
| 1. problem solving is good
 |
| 1. All the great things it has to offer, though I know that you guys don't put the price sometimes books can be expensive and once in while no buy backs ;(
 |
| 1. I've always been able to find the right book, when I can't get a used copy off the internet.
 |
| 1. It had almost everything I need.
 |
| 1. convenient
 |
| 1. I know that whatever textbook I need I can always find it there.
 |
| 1. I don't have to go far for books or anything i need for class.
 |
| 1. Helpful and friendly staff
 |
| 1. Nothing
 |
| 1. when ever I need help I know I will get it. Katia is very nice and helpful.
 |
| 1. Convenient for class supplies, don't have to worry about going to any other stores. I can just pick stuff up at the college. I like that a lot.
 |
| 1. I mostly appreciate that it is on campus for last second needs.
 |
| 1. They're always willing to help you!
 |
| 1. Reliability of textbooks and supplies, friendly staff
 |
| 1. The ability to be able to find textbooks
 |
| 1. Clean, well organized, and frienly staff
 |
| 1. that they had my books cause im a last minute kinda gal so ordering them online would take to long anyways
 |
| 1. Convenience and often the quality of the product.
 |
| 1. Convenience
 |
| 1. It's a good place to see what books are required for courses. On rare occasions, certain materials may even be sold at a lower price than elsewhere.
 |
| 1. every thing u need is there or if u forget anything u can get it.
 |
| 1. Staff is knowledgeable and helpful.
 |
| 1. The helpful staff.
 |
| 1. I appreciate the friendly and helpful staff.
 |
| 1. The friendly staff.
 |
| 1. The staff is over-the-top! Friend, efficient, and helpful.
 |
| 1. convenience.
 |
| 1. Close and convenient.
 |
| 1. i guess that its there when i have to use it.
 |
| 1. It's location.
 |
| 1. I appreciate how friendly and knowledgable the staff is. Every time I come in to the store and they ask if I need help, and most of the time I do, and their very willing to help out and answer all my questions.
 |
| 1. generally has most of the school products i need
 |
| 1. its simple to use and staff is friendly
 |
| 1. It is at the campus. And has everything available when we need it.
 |
| 1. I like having everything right there for me, when I need it. So I don't have to run everywhere looking for what I need for my classes.
 |
| 1. General store organization and navigability are good, and in the event that I need something for a class, The bookstore reliably carries what I need.
 |
| 1. Have what I need when I need it.
 |
| 1. Friendly service and convenience.
 |
| 1. Friendly service.
 |
| 1. That i find my books on time and used books on sale
 |
| 1. The fact that it is there on campus. If you need something right away and don't have much time to stop elsewhere before or after classes, you can always go to the campus bookstore.
 |
| 1. That they buy books back but most of the time with buy back is way to cheap and can get better deals with Amazon.
 |
| 1. I appreciate the helpful services that I get at the Cardinal Bookstore :)
 |
| 1. It always has what I need.
 |
| 1. Avalibility of products
 |
| 1. everything
 |
| 1. they provide all the things you need for classes
 |
| 1. convenience when I need something while on campus
 |
| 1. On line ability to figure out what books I need for the classes I am in.
 |
| 1. The Staff
 |
| 1. The friendliness of the staff.
 |
| 1. That I don't have to wait for syllabi in order to find my textbook since they are on the website and in the bookstore. Also they are very helpful about finding books you need for you class.
 |
| 1. The staff has everything organized and is always ready and willing to help me.
 |
| 1. The water resistant notebooks and pens. I used to buy them for work but sometimes it was a hassel cause i live by the Whidbey campus and they don't have them. I guess it's because Whidbey doesn't have course but they are usefull for anyone who works outside.
 |
| 1. Speed. Worker immidiately respond our request. At least, they are trying to do so.
 |
| 1. Everytime I have bought my textbooks online through the Cardinal Bookstore I have been able to come and pick them up without waiting in the huge line that piles up in the first week of school. That's really nice :)
 |
| 1. Staff, availability of non-educational items along with the education related stock: i.e. clothing/gifts
 |
| 1. the alsome sales
 |
| 1. I always know I will be getting the books I need and the correct editions.
 |
| 1. I appreciate how they carry little items such as scantrons that are difficult to find at other retail stores for a reasonable price.
 |
| 1. Helpful, friendly, and knowledgeable employees.
 |
| 1. Really like the staff, the flash card selection and the snacks!! And they are open when I need to run in really quick to grab pencil lead or whatever.
 |
| 1. The hours are pretty good.
 |
| 1. They are friendly and willing to help when needed.
 |
| 1. Always having the books I need on hand.
 |
| 1. I appreciate the hard work of the employees. If I have a question they either have the answer or will find the answer for me. The head of the bookstore, Kim, has gone over and beyond helping me with books and refunds. I am very thankful.
 |
| 1. I know I can get everything I need for my classed there.
 |
| 1. used book section
 |
| 1. Convenience and location.
 |
| 1. I appreciate being able to look up what textbooks your classes require automatically right after registration. I prefer going through to register online and clicking on Cardinal Bookstore because required texts queue up automatically instead of having to enter class information.
 |
| 1. Ability to see class text requirements
 |
| 1. The staff is very friendly and helpful. I also like the clearance tablee
 |
| 1. location, and costumer service..
 |
| 1. Organized and easy to find textbooks
 |
| 1. I like having a convenient place to buy last minute supplies.
 |
| 1. That we have one on campus will essential items on hand.
 |
| 1. Usually cheaper art supplies for the art classes
 |
| 1. its good for those last minuet needs so nice to have it
 |
| 1. the availability of required books, the customer service that is top notched.
 |
| 1. I mostly appreciate the availability of school supplies that it provides right on campus. For example, zip drives, writing utensils, recorders, notebooks, and even snacks. I use the bookstore as a resource for these things quite frequently.
 |
| 1. Easy to navigate
 |
| 1. availability of supplies when its an emergency!
 |
| 1. freindly
 |
| 1. I can go from registration to the bookstore online and it has a list of the materials I need ready for me.
 |
| 1. The fact that I can find out what books I need for all my classes and then look for them elsewhere
 |
| 1. That it is on Campus
 |
| 1. Its a nice, one stop, shop!
 |
| 1. Its' convience, selection, and speed of delivery.
 |
| 1. conveniece
 |
| 1. Thats it's on campus and the people are nice.
 |
| 1. The convienience, the friendly staff, and availability of books and other materials.
 |
| 1. They generally have the books I need for classes
 |
| 1. It is there when I need it and employees are friendly.
 |
| 1. Easy access, and friendly staff. I don't think I have attempted to buy a book that wasn't available, which is great.
 |
| 1. The organization on the shelves
 |
| 1. Location and availability
 |
| 1. That they are convenient when you need something quickly.
 |
| 1. The store layout. Friendlyness of staff
 |
| 1. The customer service rep with the long auburn hair and glasses, she is always friendly, helpful and makes me feel welcome in the store.
 |
| 1. Ease of finding what I need quickly
 |
| 1. Used books
 |
| 1. Everytime I walk in there is someone to greet me and help me out.
 |
| 1. The staff's freindlyness and knowledge.
 |
| 1. Convenient location
 |
| 1. The people that work in the bookstore are great.
 |
| 1. The staff is friendly and helpful. I find it very easy to find my course materials.
 |
| 1. That there is one.
 |
| 1. How its easy to figure out what I need and wonderful to look at all the displays.
 |
| 1. It is convenient.
 |
| 1. each time I have come to the bookstore the staff was very friendly and ready to help me.
 |
| 1. The friendly service and the location.
 |
| 1. That you are there!
 |
| 1. I think that teh cardinal bookstore is a very convinent store here on campus the people are friendly, things are easy to find and things are reasonably priced.
 |
| 1. They are speedy when I order online, and I don't have to wait in the long line!! :)
 |
| 1. The staff are very helpful and friendly, willing to find resolution if there's issues with textbook availability.
 |
| 1. Friendly help
 |
| 1. Listed above
 |
| 1. their comunication with instructors.
 |
| 1. It's easy to find textbooks which I'm looking for.
 |
| 1. That I can find out what textbooks I need by looking online.
 |
| 1. Having used books to buy.
 |
| 1. that they rent out books for a lower price.
 |
| 1. It is easy to access and find books what I want.
 |
| 1. Friendliness.
 |
| 1. nice people
 |
| 1. That they buy books back even if they aren't bought at the store.
 |
| 1. It is a good place to find which textbooks are required.
 |
| 1. Books are available at a cheap prize for rent.
 |
| 1. Easy Navigation
 |
| 1. They people that help you get the right books you need for class.
 |
| 1. I can usually get all my books from one location. I don't have to buy them online, then at the book store, and then rent another.
 |
| 1. I like the organization, I know where to find what I'm looking for.
 |
| 1. The ease of access on campus.
 |
| 1. Friendly, knowledgeable staff. Clean, orderly store.
 |
| 1. Friendly, knowledgeable staff.
 |
| 1. Kind people and good customer service.
 |
| 1. convenience
 |
| 1. more used textbooks, lower prices
 |
| 1. The knowledgeable and friendly staff
 |
| 1. The staff. They are friendly and helpful.
 |
| 1. Um, I appreciate the employees helpfulness
 |
| 1. I use the bookstores on line site to help find the books that are required for the classes I am taking and then I use that information to shop amazon.com.
 |
| 1. The friendly and nice people
 |
| 1. Book renting
 |
| 1. the costumer service
 |
| 1. I like the selection of supplies and books.
 |
| 1. The books have always been good for class
 |
| 1. That they have the books I need.
 |
| 1. The location!
 |
| 1. Staff
 |
| 1. Friendly staff.
 |
| 1. I can buy a pen when i need it for a good price.
 |
| 1. The staff knows where things are so they can quickly direct you to the correct book you need.
 |
| 1. I appreciate the staff at the Cardinal Bookstore.
 |
| 1. They have a really nice staff.
 |
| 1. Location
 |
| 1. Rent. It saves me a lot of money.
 |
| 1. The convenience of it.
 |
| 1. I like how I can find all the books I need for a course right there
 |
| 1. Nice people that work there.
 |
| 1. I appreciate the convenience of the store, and the helpful staff.
 |
| 1. helpful, friendly service and they really help you out to getting everything you need at the beginning of the quarters.
 |
| 1. Nothing very expensive books are not cool can get the same brand new books online way cheaper just easier to go there
 |
| 1. Everyone is very helpful. They have returned my calls on the same day, found me better prices on books available, and exchanged merchandise without any issues. I appreciate the smiles and courteous customer assistance.
 |
| 1. Helpful staff, easy to locate text books.
 |
| 1. That it's easily found.
 |
| 1. The ease of obtaining basic school supplies, pencils, notebooks and the like.
 |
| 1. Staff is friendly.
 |
| 1. location near coffee shop and common area, plus on-line access to orderint texts.
 |
| 1. Fairly priced supplies (excluding textbooks)
 |
| 1. customer service
 |
| 1. Nice stuff, accurate text
 |
| 1. Location
 |
| 1. how friendly the employees are
 |
| 1. Customer Service
 |
| 1. Nice staff.
 |
| 1. the convenience of being able to get all my class materials textbooks in one place. and that there are used textbooks and rental programs available
 |
| 1. lol
 |
| 1. Friendly staff and ability of used textbooks
 |
| 1. the employees, love their friendliness and knowledge
 |
| 1. Excellent
 |

|  |
| --- |
| 1. That the book I needed was there in used form
 |
| 1. What I appreciate is when I go into the bookstore and looking for my books, even within the first week, for the most part - there's always someone or two willing to help find books in a fast maner but not in a stressful way.
 |
| 1. Customer Sevice
 |
| 1. They have books for certain classes that you can't find anywhere else.
 |
| 1. Selling art supplies and pencils
 |
| 1. I love the web site navigation. Very easy to use!
 |
| 1. everything
 |
| 1. The people who work there are really friendly.
 |
| 1. The store usually has whatever school related item I need.
 |
| 1. customer service
 |
| 1. easy to rent books, good prices
 |
| 1. Convienient location.
 |
| 1. Has mostly everything need for all classes.
 |
| 1. convenience
 |
| 1. How close it is
 |
| 1. The friendly staff and the organization makes things easy to find
 |
| 1. I dunno; it was pretty useless for me when I stopped in the one time. The one person working there was absolutely clueless about what I needed, and pretty much decided I wasn't her problem and could figure it out myself.
 |
| 1. Great customer service!
 |
| 1. it is easy to use!
 |
| 1. Fast and efficient service
 |
| 1. friendly staff
 |
| 1. Clean, neat, organized, ease of finding materials.
 |
| 1. They can answer questions that i have
 |
| 1. Bookstore staff friendly and helpful.
 |
| 1. The friendly courteous staff, that treats people as though they are important.
 |
| 1. Has what I have needed
 |
| 1. That they are friendly & helpful
 |
| 1. Location
 |
| 1. I like the brick and mortar store where I can physically look at the book.
 |
| 1. The staff are very nice and helpful and it's my first quarter of school and they've been so helpful. Also the cleanliness of the bookstore and very easy to find things i need.
 |
| 1. I appreciate that it has a wide variety of colors and sizes of simple storage options whether it be for pencils or for paper.
 |
| 1. They usually have everything I need at the time and the friendly staff.
 |
| 1. Having what the textbooks I need, when I need them.
 |
| 1. The textbook required can be found easily and accurately in the book store.
 |
| 1. They have a very friendly staff that is always available when needed.
 |
| 1. They cordinate well with the admissions, location of bookstore.
 |
| 1. service
 |
| 1. The helpful staff.
 |
| 1. Convenience
 |
| 1. Convenience
 |
| 1. Convenience
 |
| 1. The staff is friendly and helpful. There are always staff members nearby and willing to answer questions. The bookstore has a plentiful supply of most materials I would use.
 |
| 1. n/a
 |
| 1. Its very convieniant
 |
| 1. How easy it is to buy/rent books and products.
 |
| 1. Their online website, but it needs more links.
 |
| 1. Large Selection of Products
 |
| 1. friendly helpful staff, organized textbooks and easy to find
 |
| 1. Very friendly staff.
 |
| 1. the friendly and helpful staff
 |
| 1. Having lab materials available.
 |
| 1. Convenance
 |
| 1. the selection and friendlyness
 |
| 1. The Rental Program online
 |

**10. What one service would you like to see added to Cardinal Bookstore?**

|  |
| --- |
| 1. Not sure yet. We'll see how digital needs will be met in the future?
 |
| 1. Theres not really a service I think that should be added I personally believe that the bookstore just needs to change their other policies.
 |
| 1. N/A
 |
| 1. Have the ability to order tools for the Marine Tech program students on a as needed bases, you don't have to stock a bunch, just have the ability to order them. I can then bill it directly to my VA account and everyone wins and this would cut out a bunch of paper work on my end.
 |
| 1. Not sure.
 |
| 1. Online text book site is user friendly
 |
| 1. I think it has everything necessary. Maybe a catalogue of what books they have and where. It does become difficult when you need to wait for staff to show you to a location.
 |
| 1. I don't know; it all seems quite efficient.
 |
| 1. You need to bring in more really inexpensive textbooks off of e-bay etc...If I can save hundreds of dollars buying my books online used, so could you, and pass that savings on to the student after maintaining a profit margin. Many students are less savvy and confident to buy online, but we are all broke.
 |
| 1. buy back all used texts
 |
| 1. more used books
 |
| 1. Don't have a preference.
 |
| 1. Copy Service
 |
| 1. Lower prices, but I understand the concept of making money. Maybe open longer hours in the evening for the night classes.
 |
| 1. Rental books in store
 |
| 1. No idea
 |
| 1. Broader hours for returning books at end of quarter.
 |
| 1. More of the individual computer programs and not just the bundles, that are over priced by at least $200.
 |
| 1. I cannot think of anything it desperately needs.
 |
| 1. Everything seems well.
 |
| 1. Text book payment plan
 |
| 1. More food and snacks.
 |
| 1. I would like to see ebooks added to the Cardinal Bookstore.
 |
| 1. self check out
 |
| 1. a staff member helping students find the textbooks they need faster
 |
| 1. book renting
 |
| 1. It would be nice if the textbook rental program were an on site deal instead of having to order the books and wait. If that were the case, I would definately opt to rent books from the bookstore.
 |
| 1. Nothing I can think of at this time.
 |
| 1. n/a
 |
| 1. A rental kiosk right in the book store.
 |
| 1. wider selection of office supplies
 |
| 1. More options for selling back books
 |
| 1. More school logo items
 |
| 1. Earlier buy back options for books on classes that are only 1/2 quarter. ie. Wellness for Life. We didn't even use this book, even tho it was required. Teacher told us that a newer addition is coming out soon and to sell them asap or we'd be stuck with a $70 book that we'd never use. Lame!
 |
| 1. My funding allows me to purchase books and supplies from the bookstore. I could have used a wall size calendar, however, they weren't offered for 2012. I have bought a few things, however, typical "office" supply type stuff is less expensive at Costco or Fred Meyer.
 |
| 1. Billing to financial aid.
 |
| 1. I think it already has all the services I could want.
 |
| 1. I would like to see the prices on text books come down and more books cheaper on line.
 |
| 1. ?
 |
| 1. none..... N/A
 |
| 1. Not sure...they've had everything I wanted/needed so far.
 |
| 1. Don't know.
 |
| 1. Not sure at this moment.
 |
| 1. Better buy backs
 |
| 1. need more of the used textbooks, because all they seem to ever have is the new ones and they are way overpriced for students that can't afford much and barely get by.
 |
| 1. Ability to pay rental fee's at the bookstore. For those students who do not have credit cards.
 |
| 1. Can not think of one.
 |
| 1. Not a new service, but a much better web component for seeing what books each course requires. I've had it misdirect me to buy the wrong book more than once.
 |
| 1. extend hours to be open till 7pm all the time.
 |
| 1. I would like the customer service to improve. They are not very friendly.
 |
| 1. Nothing I can think of.
 |
| 1. Book store rental instead of website rental.
 |
| 1. More visible and accessible information about renting/selling used textbooks.
 |
| 1. more text book buy-backs & better money for them
 |
| 1. \_\_
 |
| 1. not sure
 |
| 1. More science/lab materials
 |
| 1. N/A
 |
| 1. computer or electoronic devices
 |
| 1. Able to print out a list of books you need with the current prices
 |
| 1. I think it is fine the way it is
 |
| 1. None that I can think of.
 |
| 1. I can't think of any additions that the Cardinal Bookstore needs.
 |
| 1. ability to return books everyday the bookstore is open. It sucks for us to get like 2-3 days out of a quarter to return used books to make a few extra bucks. I usually am so busy with college homework i forget the days we can return them till its passed then go ah i missed it damn gotta wait again over and over sucks. And to add to it i gotta drive 60 miles each way to do this limited return time doesn't really help me. also and this really is a must is more checkout people during first day and first week of class, i for one don't wanna sit 4 hrs in the dang bookstore just to buy my books then drive 60 miles home and then get online to start my first week of school work. It exhausts me and with my physical disabilities standing 4 hrs is much like standing 25 hrs it hurts way to badly. Or open a line for those with disabilities that if the school gives you some sort of new bookstore card that basicilly means the school confirmed your disabled and can jump into the diability checkout lane. Something to help disabled people is a needed thing at this school definately needs to be improved on here.
 |
| 1. More used book selections.
 |
| 1. more notice on out of stock books
 |
| 1. Price match
 |
| 1. iPod chargers
 |
| 1. More money for book buy back.
 |
| 1. More used textbooks
 |
| 1. I would like to see students get better discounts.
 |
| 1. Better customer service with people that are not rude and nasty to you
 |
| 1. More used textbooks.
 |
| 1. Maybe sell SVC mugs and mouse pads? Maybe SVC postcards.
 |
| 1. nothing
 |
| 1. I am satisfied with what they have.
 |
| 1. N/A.
 |
| 1. Rental on site
 |
| 1. None
 |
| 1. Better return policy, e.g., one month returns rather than just two weeks
 |
| 1. don't know
 |
| 1. More check - outs
 |
| 1. you should put more people in there during the first week of the quarter
 |
| 1. copy,print,bind,resume help
 |
| 1. Possibly a soda/water cooler. You could buy snacks and beverage in one stop. The cafe only takes cash. The bookstore takes debit cards.
 |
| 1. N/A
 |
| 1. Faster check out on first few days of quarters.
 |
| 1. Renting books in-store!!
 |
| 1. fax service
 |
| 1. Everything is good! but maybe offers help out the students.
 |
| 1. More used books available.
 |
| 1. Prices are kind of high.
 |
| 1. rent textbooks in bookstore
 |
| 1. I dont know
 |
| 1. Don't know, seems ok
 |
| 1. Self checked-out
 |
| 1. Unknown
 |
| 1. nothing I can think of
 |
| 1. Bigger selection of "Big" sizes for SVC clothing... at least have one or two of the bigger sizes... (specifically 2x and 3x clothing... we're not all a size 5... just sayin'...)
 |
| 1. More competitive pricing. The prices in cardinal bookstore are much higher than market prices.
 |
| 1. Being able to have someone in the store help you purchase/rent the books online!
 |
| 1. Cheaper school supplies
 |
| 1. N/A
 |
| 1. More availability to sell back your textbooks at a reasonable price.
 |
| 1. a place to try on clothing.
 |
| 1. Unable to think of anything at this time.
 |
| 1. Used books at an actually USED PRICE.
 |
| 1. I cannot think of anything at this time.
 |
| 1. Make sure everyone knows they can purchase Microsoft Office...(I spent over $500 online because nobody told me).
 |
| 1. better selection of clothing for women
 |
| 1. Not sure?
 |
| 1. better policies and lower prices
 |
| 1. I'm not sure - I don't use Cardinal Bookstore very often.
 |
| 1. I can't think of anything that the cardinal bookstore doesn't have.
 |
| 1. more of a variety when it comes to school supplies
 |
| 1. i don't need them to offer any other services
 |
| 1. None.
 |
| 1. Return textbooks that were ordered online through the Bookstore program via the bookstore.
 |
| 1. I have no advice on this topic, presently.
 |
| 1. Nothing comes to mind.
 |
| 1. Cheaper Books
 |
| 1. I have not been in it enough to answer this accurately.
 |
| 1. I would like to see LOWER prices on supply.
 |
| 1. I would like to see volunteers be able to work there. And also more student employment.
 |
| 1. I don't use it much, so I wouldn't know what I'd like to see added.
 |
| 1. more food choices
 |
| 1. i would like to see more selection svc products and clothes.
 |
| 1. more clothing for nursing and more used books
 |
| 1. can't think of anything
 |
| 1. Compared prices
 |
| 1. fax machine available for student use.
 |
| 1. A posting board for students to share textbooks would be nice for new students. This is how things work once you know people and no longer are forced to go bankrupt over your education.
 |
| 1. More sweatshirts.
 |
| 1. The used text books' amount. More people could sell their used text.
 |
| 1. It is frustrating that the cheaper, "used" books are usually gone by the time financial aid students recieve their book money. Financial Aid students are most in need of them; a "book tab" for financial aid students would be helpful. Required materials only and must be paid the second week of the quarter.
 |
| 1. not sure
 |
| 1. Display the total cost (including sales tax) on the text identification placard.
 |
| 1. I can't think of anything, they fulfill all my needs for stuff and books.
 |
| 1. Buyback books more often. I can't usually get in there to do it when it happens.
 |
| 1. It would be great if the textbooks/materials could reduced in price. Most of my textbooks can be purchased for much less through Barnes and Noble.
 |
| 1. lower book prices!
 |
| 1. large used book section
 |
| 1. Book donation service. Specifically, I would like to donate my books to students less fortunate than myself. If there was a central location to make this easier that would be great.
 |
| 1. Lower prices. I can go to walmart or another department store and pay half the price. Which, is most definatley worth the trip.
 |
| 1. Low price service.. LOL
 |
| 1. None
 |
| 1. Continued excellence.
 |
| 1. I don't think it needs extra services, but they have a tendency to rip off students with way over priced books and not enough used books available. I know they're out to get money, but they should at least let students know of other alternative websites like Amazon and eBay that sell textbooks for way cheaper than the bookstore does.
 |

|  |
| --- |
| 1. N/A
 |
| 1. I think it would be extremely helpful if pictures of the textbooks were included when searching for a course textbook on the bookstore website.
 |
| 1. Clothing
 |
| 1. specail orded desk for outside suppies like printer ink
 |
| 1. Better emial notifications of buyback times and dates. I never know when that is going on.
 |
| 1. better return policy
 |
| 1. Cheaper prices would probably make me use the bookstore more often, other than that I don't have anything.
 |
| 1. More advertisement on the Cardinal Store Sales posted around campus.
 |
| 1. Online text book hold list
 |
| 1. Nothing should be added.
 |
| 1. Don't have any ideas.
 |
| 1. greeting card selection
 |
| 1. EBook orders
 |
| 1. more competitive pricing on books. Started getting most of my stuff online from Amazon when I discovered how much less it cost me.
 |
| 1. Ideally renting books through the actual bookstore, and returning them to the bookstore rather than having to wait for them to be shipped to you, and packaing them for return.
 |
| 1. Larger (Plus size) clothing
 |
| 1. Lower prices
 |
| 1. not sure
 |
| 1. Better trained associates and better lables on shelves at the begining of the quarter. Last quarter there were 2 books on the shelf for my Accounting class and 3 were listed as being behind he counter. The untrained associate got everything for me at a huge cost when it ended up that I only needed 2 total. Unfortunatly, only one item was returnable. I was out almost $300.
 |
| 1. I think we should start using electronic or online textbooks.
 |
| 1. Nothing. It has everything required for classroom material.
 |
| 1. Can think of any.
 |
| 1. Can't think of one
 |
| 1. More software so students can make sure to have the ones needed since so much is done onling and having a home PC is very criticle.
 |
| 1. nothing added, but would like to see better text pricing.
 |
| 1. More Discounts and Sales would be nice.
 |
| 1. Not Sure.
 |
| 1. Ability to rent books in/from the physical book store. And of course to return them instead of having to take them to FEDEX.
 |
| 1. Take away having to pay fro scantrons at Scottsdale Community College we took scantron tests weekly and didnt have to pay one time for them.
 |
| 1. I don't know...
 |
| 1. Better prices for book buyback.
 |
| 1. More gift items
 |
| 1. listed above
 |
| 1. Better comparative prices most of the time I can find it cheaper online
 |
| 1. Cashiers that are not so sluggish and not movtiated with their job. I really don't need to know what you did over the weekend or what you are cooking for dinner. I just want to be waited on and leave the bookstore.
 |
| 1. payment plans for book, a finance system if you will.
 |
| 1. I couldn't think about one. Sorry!
 |
| 1. A way to get rid of books that they won't buy back. I feel like what books they will take changes every quarter!
 |
| 1. On Web site: give an image(photo) of what the book looks like in side; for instance, images of assignment pages or diagrams in the book and what the book is about.
 |
| 1. n/a
 |
| 1. At the beginning of the quarter, I have ever waited the text book for 2weeks. So it is necessary to speed service.
 |
| 1. I don't know.
 |
| 1. Nothing. I think it's good how it is for the size of the campus.
 |
| 1. Discounts in purchases or coupons (for example if you buy more than $50 worth of materials).
 |
| 1. N/A
 |
| 1. Cheaper Prices
 |
| 1. More people helping you, when classes just have started.
 |
| 1. More used books. It's frustrating to have to buy a $200 dollar book that I might not even need a lot for the class. Renting in store would be nice as well too.
 |
| 1. It would be nice to have more used books, most of the time I have to buy new because the used aren't available and it can be REALLY expensive.
 |
| 1. None.
 |
| 1. N/a
 |
| 1. more training of your part time staff - it's really frustrating to have to come back 3 times because they sold you the wrong thing or didn't get what you asked them for. They also seemed to not remember how to use the registers or computers Please offer more plus sized clothing!!!
 |
| 1. don't know
 |
| 1. The one where the textbooks instructors requested are the textbooks that get ordered.
 |
| 1. None at the moment
 |
| 1. Maybe a little more variety of student software at academic prices
 |
| 1. Electronic books sent on thumb drives or disc for download.
 |
| 1. raffles
 |
| 1. Nothing at this time.
 |
| 1. They do everything I expect of a college bookstore
 |
| 1. More people to work the floor at the beginning of the quarter. I have been helped only once by someone and there are not enough people to work the registers either.
 |
| 1. I am not familiar with the student exchange and maybe more information in a public forum/website about it.
 |
| 1. N/A
 |
| 1. Can't think of any right now.
 |
| 1. Better down to earth book prices and better money back rates for book buy backs.
 |
| 1. A book exchange between the students to get the best price.
 |
| 1. I dont know another service they could provide
 |
| 1. More used books.
 |
| 1. Textbook sharing, where students could bring their old books in & leave them in the store so other students could take them if they wanted them. I realize that it might mean a decrease in sales for that particular book, but it would reduce waste and would bring business to the store since people would just have to keep checking to see what's there.
 |
| 1. n/a
 |
| 1. Prices not be so expensive.
 |
| 1. Lower prices, some sort of south Whidbey center location.
 |
| 1. I would like to see more supplise.
 |
| 1. N/A
 |
| 1. More cashiers at beginning of quarters
 |
| 1. List all items you offer for sale in the Bookstore on you website to include merchandise such as clothing and other Cardinal Pride items.
 |
| 1. None
 |
| 1. There is nothing that I can think of.
 |
| 1. The one negative experience I have had with the bookstore was attempting to rent textbooks, they were invariably either more expensive than third party retailers or out of stock. Otherwise the bookstore has been perfectly suitable to caring for my college needs.
 |
| 1. I want to see more products.
 |
| 1. student discounts
 |
| 1. I barely go to book store, so I don't have idea
 |
| 1. on site book rentals
 |
| 1. Rent books
 |
| 1. lower text book costs.
 |
| 1. lol
 |
| 1. nothing
 |
| 1. not a thing
 |
| 1. Customer Service
 |
| 1. That when the doors open, the cashiers are ready. I stood for ten minutes in line, waiting to get checked out the second time I was there. Thought I'd be out quickly, but cash registers were not even open.
 |
| 1. I dont know if it would be a service or not, but its something that is already a service. I had tried the renting last quarter and it didn't go well at all. There's actually 2 different websites that almost look the same but they are actually different. It was so hard to remember which one to use because both websites aren't linked. So when I return the books, it was hard to remember which I used, then trying to figure out how to return them. It was quite the hassel.
 |
| 1. N/A
 |
| 1. Listing Amazon prices next to store price, or other competitive sellers.
 |
| 1. None
 |
| 1. nothing really great just how they are
 |
| 1. To have a compare price guide for other places.
 |
| 1. Better buyback/pricing.
 |
| 1. nothing
 |
| 1. Not sure.
 |
| 1. Don't know
 |
| 1. more beverage options and healthy snacks added
 |
| 1. None
 |
| 1. ?
 |
| 1. Be nice to have the books I used in stock, but maybe there's not enough space to stock everything.
 |
| 1. more used books.
 |
| 1. More selections for spesific class
 |
| 1. more used books and better prices for new books.
 |
| 1. More used books!
 |
| 1. not sure
 |
| 1. LOWER PRICES
 |
| 1. Don't know
 |
| 1. none i can think of
 |
| 1. Drinks
 |
| 1. I would like to see a shift to e book format.
 |
| 1. Not sure i think its perfect already
 |
| 1. I would like to see more text books that may not be used anymore available to buy for a good price, I am going to school for human services and there are alot of knowledgable older books that I could refrence to given my funds.
 |
| 1. Better advertising of sales and events.
 |
| 1. None
 |
| 1. selling bottles beverages when vending machines break down which are quite often at our campus.
 |
| 1. Hair salon. (can't think of anything)
 |
| 1. I wish I could sell back more of my textbooks. I have a whole stack building up in my room of books I can't sell back.
 |
| 1. I can't think of anything.
 |
| 1. n/a
 |
| 1. More used books
 |
| 1. More used book availability.
 |
| 1. Longer Store Hours
 |
| 1. the phone #'s on the website. I have tried to call but there wasn't enough information to know that you may not get a live person answering the phone even during open hours.
 |
| 1. allot more used books, and a book rental program in the mount vernon store location
 |
| 1. popcorn lol
 |
| 1. to be able to trade in your book anytime not just the 1 week
 |

**11. OVERALL STORE EVALUATION**

|  |
| --- |
| **Overall store evaluation** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Missing System | 9 | 1.9 | 1.9 | 1.9 |
| Low satisfaction | 18 | 3.8 | 3.8 | 5.7 |
| 2 | 18 | 3.8 | 3.8 | 9.5 |
| 3 | 81 | 17.2 | 17.2 | 26.7 |
| 4 | 200 | 42.4 | 42.4 | 69.1 |
| High satisfaction | 136 | 28.8 | 28.8 | 97.9 |
| Don't know/Don't use | 10 | 2.1 | 2.1 | 100.0 |
| Total | 472 | 100.0 | 100.0 |  |