

Xavier University of Louisiana
Student Satisfaction Survey Report
Bookstore Services



Prepared by
Nasrin Fatima, Ph. D.
Office of Planning and Institutional Research
March 2009

TABLE OF CONTENTS

TABLE OF CONTENTS	2
OVERALL SURVEY SUMMARY	4
INTRODUCTION	5
METHODS.....	5
INSTRUMENT	5
RESULTS	5
CONCLUSIONS	6
OVERVIEW OF THE FINDINGS.....	7
RESPONDENTS' CHARACTERISTICS	8
OVERALL SATISFACTION LEVELS.....	11
HIGHEST AND LOWEST MEANS.....	13
RECONDENTS' CHARATERISTICS.....	14
DESCRIPTIVE STATISTICS	19
MEAN, MINIMUM, AND MAXIMUM SCORES	20
OVERALL SATISFACTION LEVEL	21
BOOKSTORE FACILITIES.....	22
BOOKSTORE SERVICES.....	25
TEXTBOOKS.....	28
SELECTION OF OTHER ITEMS.....	31
CROSSTABS: GENDER.....	34
BOOKSTORE FACILITIES.....	35
BOOKSTORE SERVICES.....	37
TEXTBOOKS.....	39
SELECTION OF OTHER ITEMS.....	41
CROSSTABS: LIVING STATUS.....	43
BOOKSTORE FACILITIES.....	44
BOOKSTORE SERVICES.....	46
TEXTBOOKS.....	48
SELECTION OF OTHER ITEMS.....	50
<i>CROSSTABS: STUDENT CLASSIFICATIONS.....</i>	<i>52</i>
BOOKSTORE FACILITIES.....	53
BOOKSTORE SERVICES.....	55
TEXTBOOKS.....	57
SELECTION OF OTHER ITEMS.....	59

<i>CROSSTABS: DO YOU NORMALLY BUY YOUR TEXTBOOKS AT THE XAVIER UNIVERSITY BOOKSTORE.....</i>	61
BOOKSTORE FACILITIES.....	62
BOOKSTORE SERVICES.....	64
TEXTBOOKS.....	67
SELECTION OF OTHER ITEMS.....	69
TEXT RESPONSES.....	71
I WISH XAVIER UNIVERSITY BOOKSTORE OFFERED FOLLOWING MERCHANDISE OR SERVICES.....	72
APPENDIX A: BOOKSTORE SATISFACTION SURVEY	88

OVERALL SURVEY SUMMARY

Introduction

Xavier University bookstore is operated by Barnes & Nobles, one of the top bookseller brands in the nation. It offers a variety of products, such as, textbooks, apparel, gift items, computer products and more. In order to evaluate whether the bookstore services are meeting their objectives as well as student needs, Office of Auxiliary Services decided to conduct Student Satisfaction Survey. Accordingly, the satisfaction survey was conducted during the Spring semester of 2008-2009 academic year.

Methods

An online survey was sent to all students enrolled in Spring semester of 2009. Reminder e-mails were sent after two weeks. The survey was taken off from the web after four weeks. Out of 3111 students, 782 students responded of which 122 were males and 660 were females.

Instrument

Office of Planning and Institutional Research developed 21 items questionnaire to measure the students' satisfaction level with the bookstore services. The statements were presented on a five point Likert-type scale (5 = extremely satisfied, 1 = extremely dissatisfied). Eight questions were also included in order to receive student demographical information. Content validity was established through a review of the questionnaire by two senior administrative staff members. Reliability validity was also established. The value of Chronbach's alpha for the survey was .86 indicating high reliability of the scale.

Results

Frequency distributions were calculated on each item in order to determine the number and the percentage of the students and their satisfaction levels. Crosstabs analysis has also been done to determine the number and percentage of students and their satisfaction levels with a combination of levels of each demographic item. The results indicate that a total of 782 students participated in the survey. Among the participants 16% were male and 84% of them were female. 30% of the participants were freshmen, 20% were sophomore, 13% were junior, and 17% were senior, 2% were graduate students, 6% were P1 students, 5% were P2 students, 4% were P3 students, and 2% were P4 students. The results also indicate that 47% of the participants live on campus and 52% of the participants live off campus.

Regarding textbooks, the findings show that 91% of the participants normally buy textbooks from the university bookstore. The results also indicate that 79% of the participants buy more than 50% of the required textbooks from the bookstore while 50% of the participants buy more than 50% of the recommended/optional textbooks from the bookstore. The participants also reported that 45% of the students usually sell back their textbooks at the end of the term. In addition, the results indicate that 33% of the students usually pay for the textbooks by charging to the student bills, 44% use cash, check, or credit cards to pay for the textbooks, while 50% of the participants use X-card to pay for the textbooks. It should be noted here that these numbers do not add up to 100% since students use multiple means to pay for their textbooks.

Regarding the satisfaction levels the participants expressed their overall satisfaction with different items as follows:

- Attractive Displays = 91%
- Well organized = 96%
- Pleasant shopping atmosphere = 95%
- Helpful in-store signs = 91%
- Store website = 47%
- Courteous staff = 96%
- Knowledgeable staff = 96%
- Convenient hours = 75%
- Speed of service during first week of classes = 77%
- Speed of services at other times = 95%
- Refund/exchange policies = 64%
- Textbooks are available when classes start = 84%
- Communications about expected arrival of late or out-of-stock textbooks = 70%
- Availability of used books = 61%
- Competitively priced textbooks = 36%
- Fair prices when selling back your textbooks = 25%
- Selection of general and reference books = 75%
- Selections of school supplies (pen, pencils, papers, lab supplies, art materials) = 82%
- Selection of apparel/insignia items = 79%
- Selection of computer products = 56%
- Selection of greeting cards = 56%

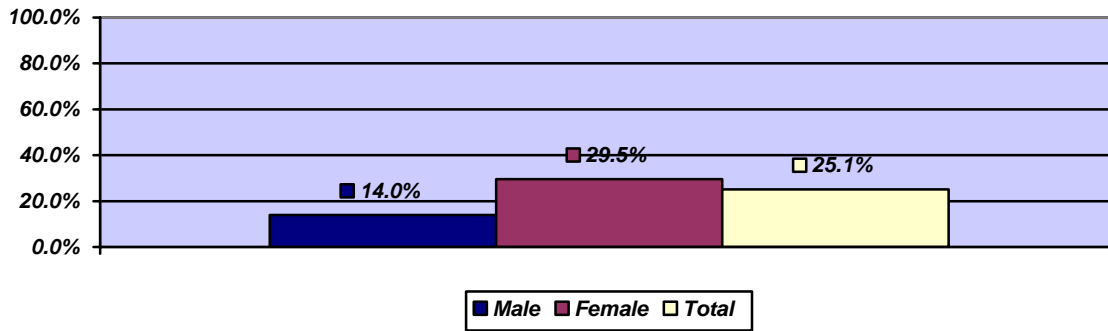
Conclusions

The findings of the surveys indicate that the students are mostly satisfied with the services offered by the bookstore. The findings also indicate that the students are least satisfied with buying price, selling back price, and the store website. It is interesting to note that more than 30% of the participants did not have any opinion regarding store website, selection of computer products, and selection of greeting cards.

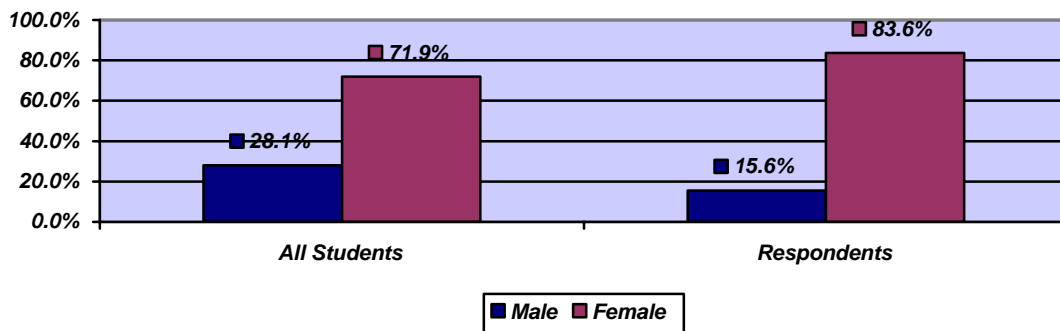
OVERVIEW OF THE FINDINGS

Respondents' Characteristics

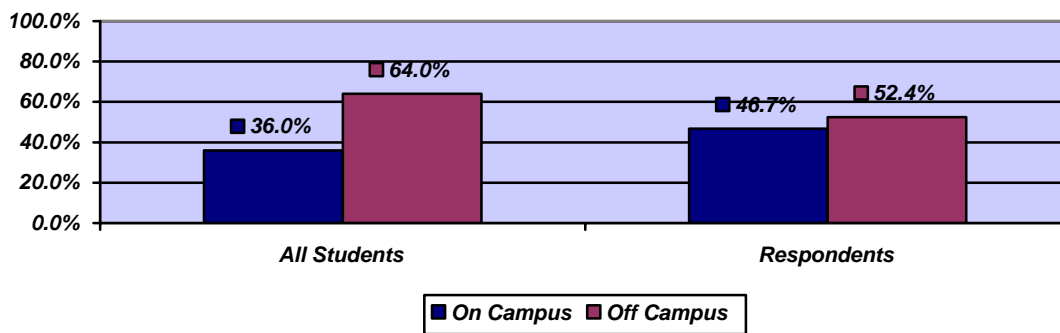
Response rate:



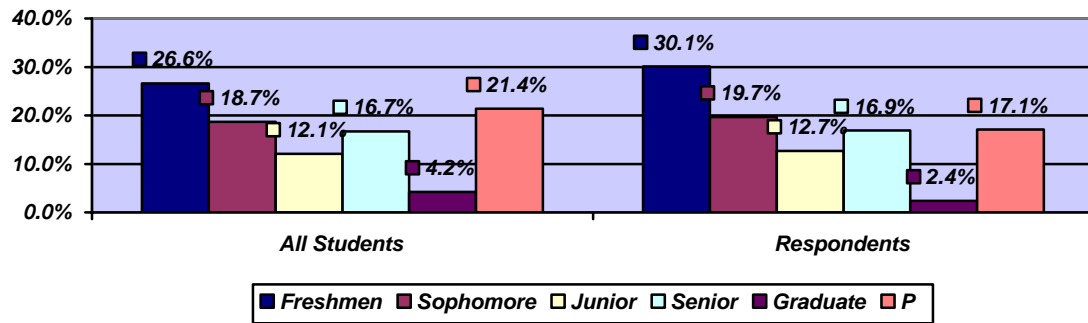
What is your gender?



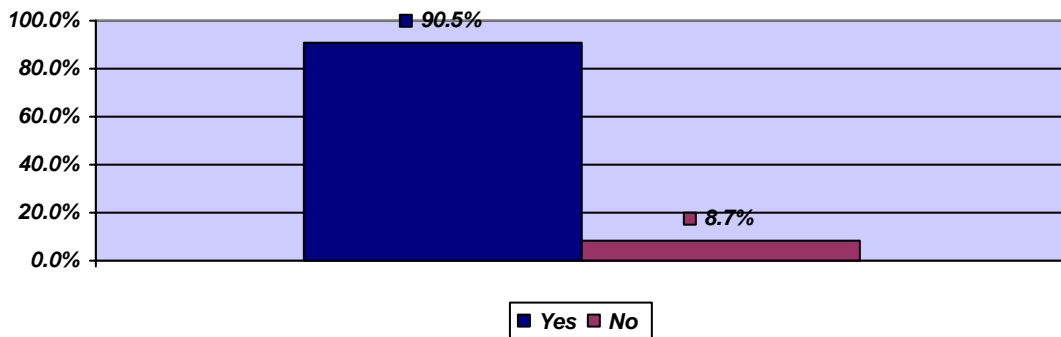
Where do you live?



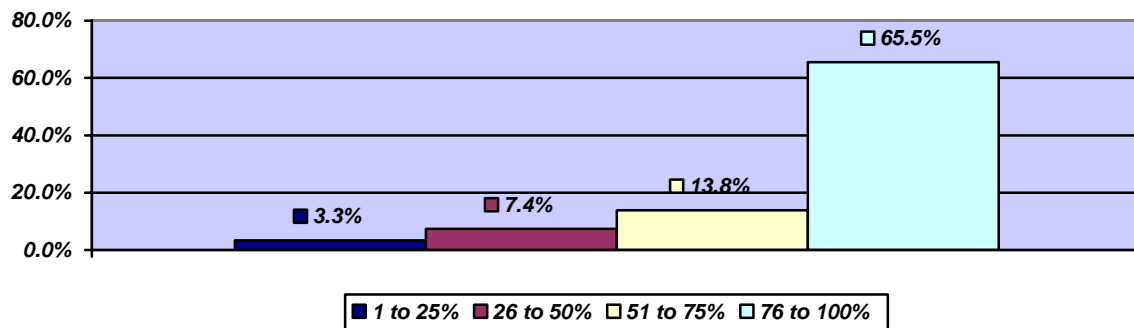
What is your student classification?



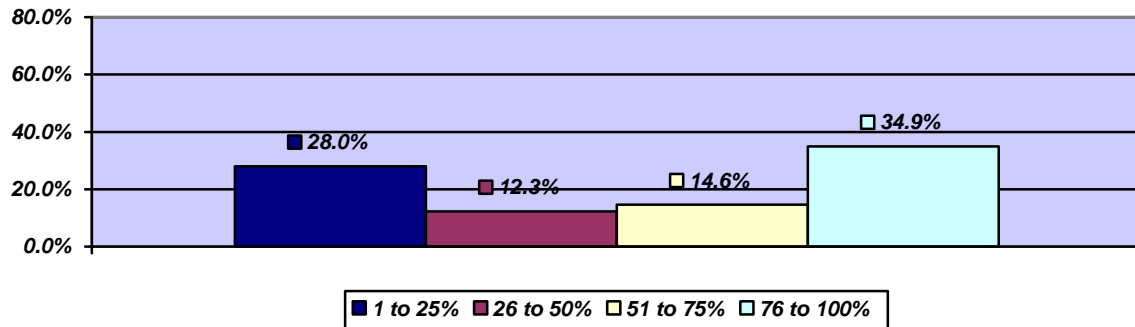
Do you normally buy your textbooks at the Xavier University bookstore?



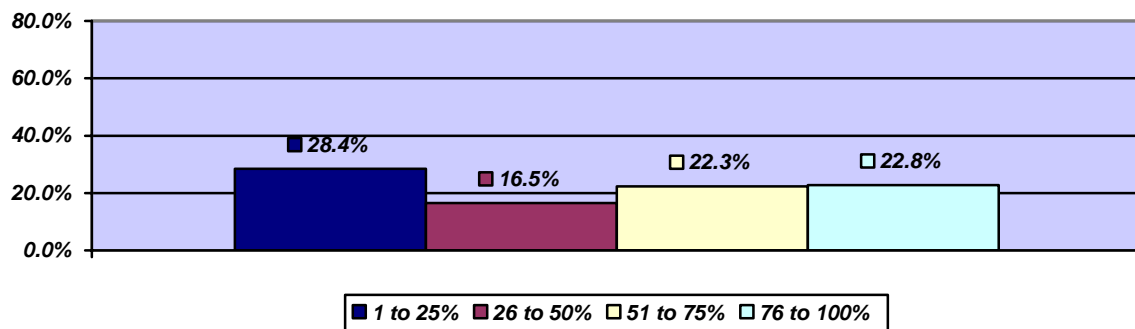
What portion of required textbooks for your courses do you usually buy?



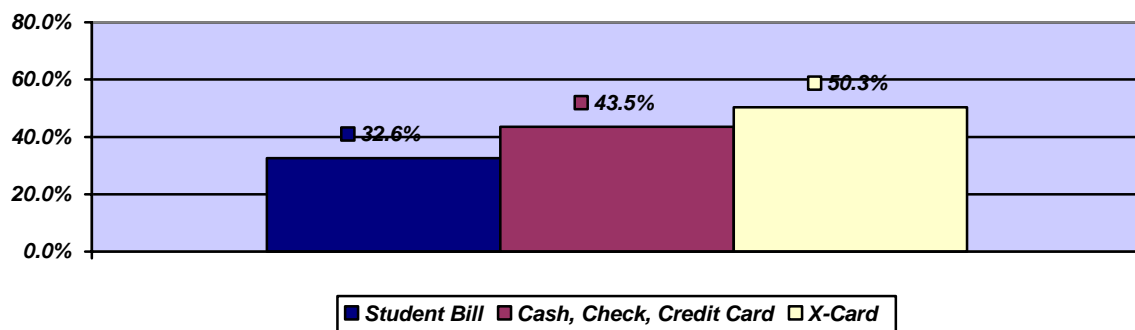
What portion of recommended/optional textbooks for your courses do you usually buy?



Usually, at the end of the term, what portion of your textbooks do you usually sell back to the Xavier University bookstore?

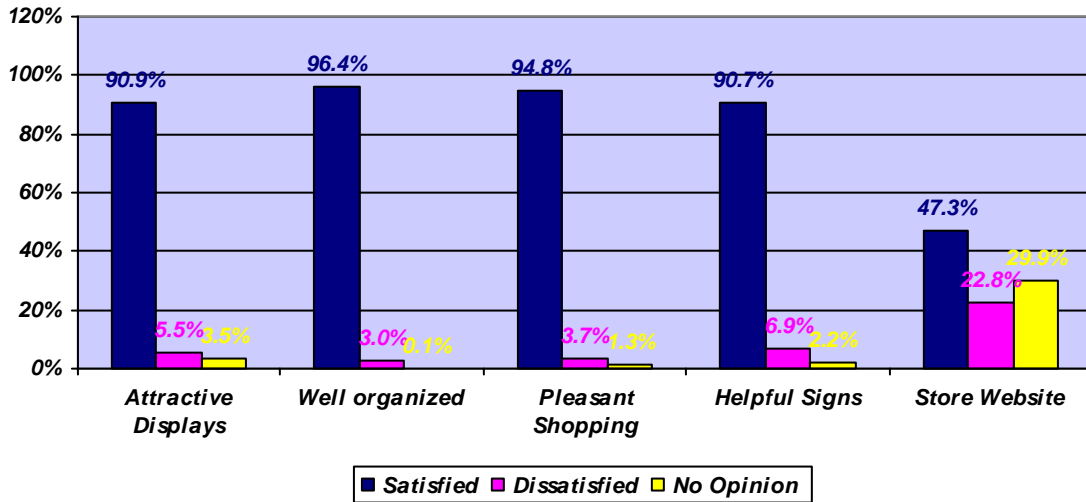


How do you pay for your textbooks?

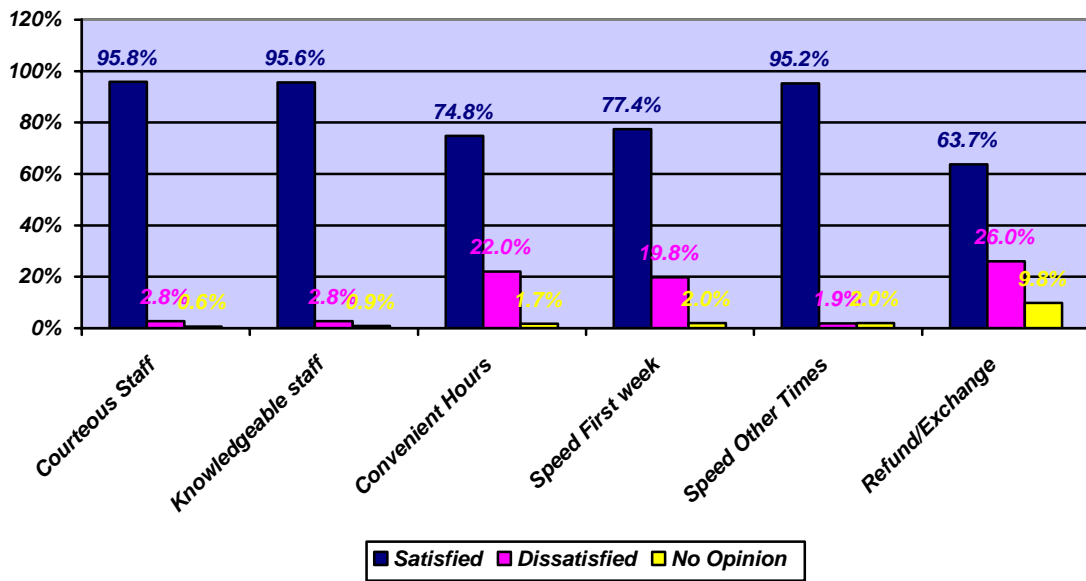


Overall Satisfaction Levels

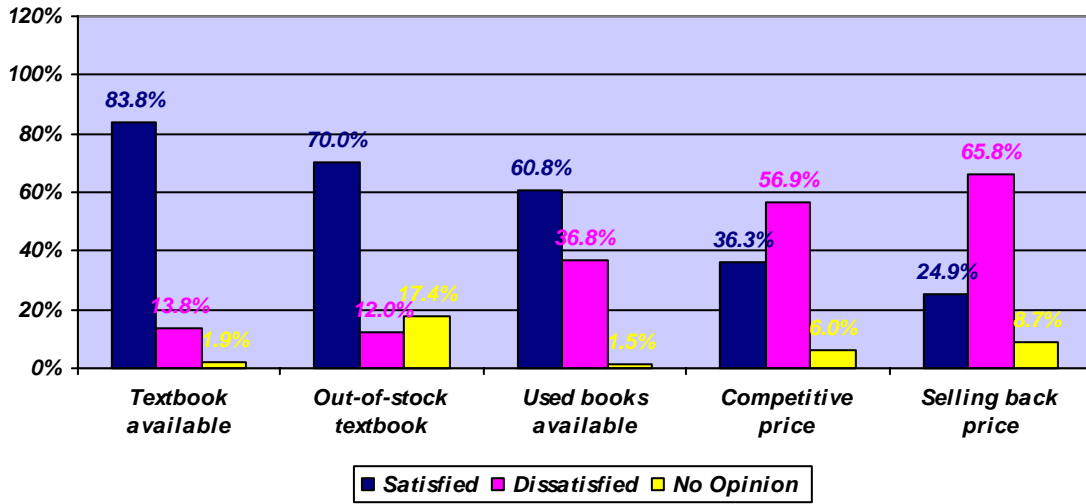
Bookstore Facilities



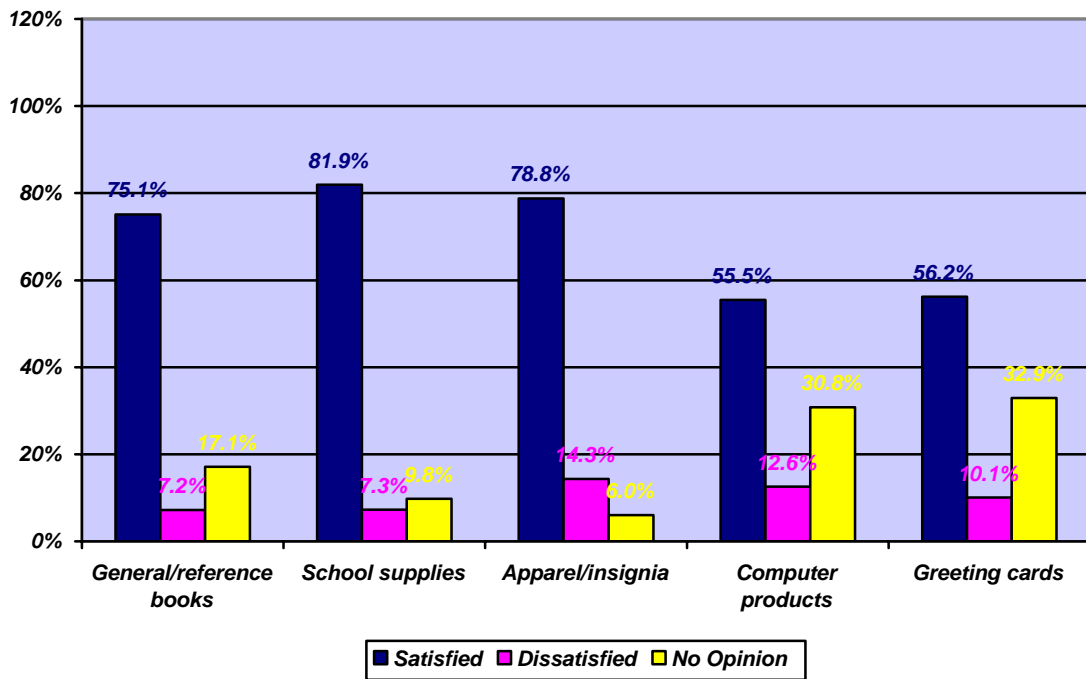
Bookstore Services



Textbooks

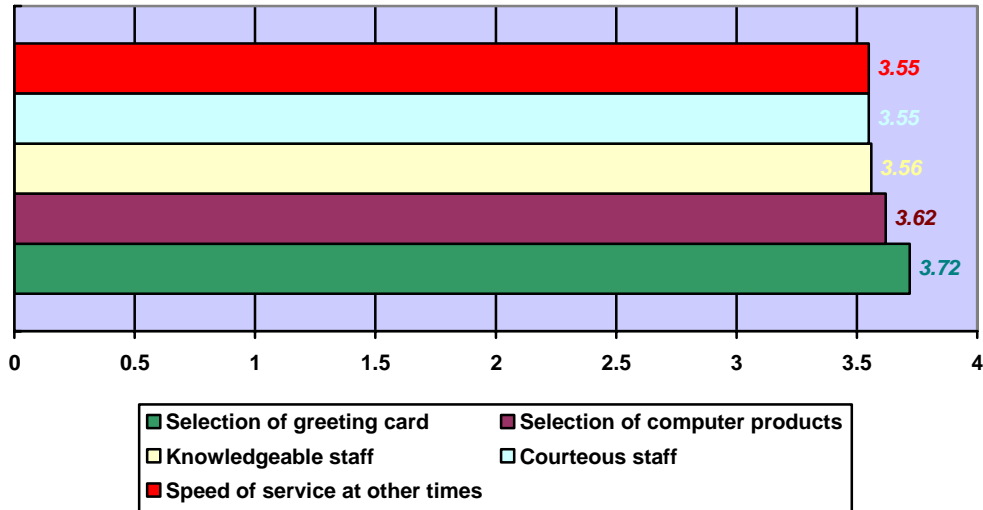


Selections of Other Items

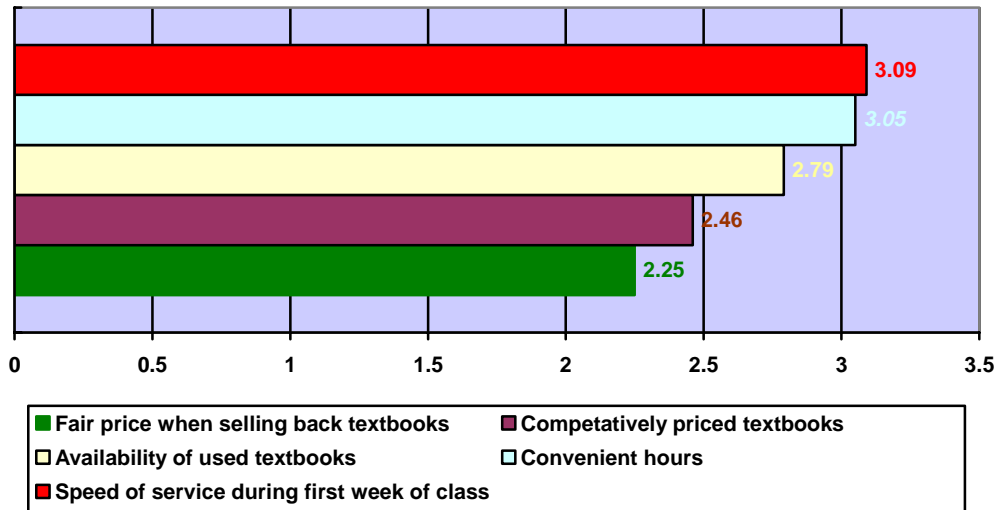


Highest and Lowest Means

Top Five Highest Mean Scores



Bottom Five Lowest Mean Scores



REPONDENTS' CHARATERISTICS

Response rate:

	Population	Respondents	Response Rate
Valid Male	873	122	14.0%
Female	2238	660	29.5%
Total	3111	782	25.1%

Please indicate your gender:

	Frequency	Percent	Valid Percent
Valid Male	122	15.6	15.7
Female	654	83.6	84.3
Total	776	99.2	100.0
Missing System	6	.8	
Total	782	100.0	

I live:

	Frequency	Percent	Valid Percent
Valid On-Campus	365	46.7	47.1
Off-Campus	410	52.4	52.9
Total	775	99.1	100.0
Missing System	7	.9	
Total	782	100.0	

What is your student classification?

	Frequency	Percent	Valid Percent
Valid Freshman	235	30.1	30.4
Sophomore	154	19.7	19.9
Junior	99	12.7	12.8
Senior	132	16.9	17.1
Graduate Student	19	2.4	2.5
P1	46	5.9	6.0
P2	40	5.1	5.2
P3	30	3.8	3.9
P4	18	2.3	2.3
Total	773	98.8	100.0
Missing System	9	1.2	
Total	782	100.0	

Do you normally buy your textbooks at the Xavier University bookstore?

		Frequency	Percent	Valid Percent
Valid	Yes	708	90.5	91.2
	No	68	8.7	8.8
	Total	776	99.2	100.0
Missing	System	6	.8	
Total		782	100.0	

What portion of required textbooks for your courses do you usually buy?

		Frequency	Percent	Valid Percent
Valid	1 to 25%	26	3.3	3.7
	26 to 50%	58	7.4	8.2
	51 to 75%	108	13.8	15.3
	76 to 100%	512	65.5	72.7
	Total	704	90.0	100.0
Missing	System	78	10.0	
Total		782	100.0	

What portion of recommended/optional textbooks for your courses do you usually buy?

		Frequency	Percent	Valid Percent
Valid	1 to 25%	219	28.0	31.2
	26 to 50%	96	12.3	13.7
	51 to 75%	114	14.6	16.2
	76 to 100%	273	34.9	38.9
	Total	702	89.8	100.0
Missing	System	80	10.2	
Total		782	100.0	

Usually, at the end of the term, what portion of your textbooks do you sell back to the Xavier University bookstore?

		Frequency	Percent	Valid Percent
Valid	1 to 25%	222	28.4	31.6
	26 to 50%	129	16.5	18.3
	51 to 75%	174	22.3	24.8
	76 to 100%	178	22.8	25.3
	Total	703	89.9	100.0
Missing	System	79	10.1	
Total		782	100.0	

How do you pay for your textbooks? (Check all that apply) - Charge to Student Bill

		Frequency	Percent	Valid Percent
Valid	Charge to Student Bill	255	32.6	100.0
Missing	System	527	67.4	
Total		782	100.0	

How do you pay for your textbooks? (Check all that apply) - Cash, Check, or Credit Card

		Frequency	Percent	Valid Percent
Valid	Cash, Check, or Credit Card	340	43.5	100.0
Missing	System	442	56.5	
Total		782	100.0	

How do you pay for your textbooks? (Check all that apply) - X-Card

		Frequency	Percent	Valid Percent
Valid	X-Card	393	50.3	100.0
Missing	System	389	49.7	
Total		782	100.0	

DESCRIPTIVE STATISTICS

Mean, Minimum, and Maximum Scores

	N	Minimum	Maximum	Mean	Std. Deviation
Attractive Displays	781	1	5	3.26	.649
Well organized	779	1	5	3.49	.596
Pleasant shopping atmosphere	780	1	5	3.47	.641
Helpful in-store signs	780	1	5	3.40	.692
Store website	782	1	5	3.46	1.255
Courteous staff	776	1	5	3.55	.594
Knowledgeable staff	776	1	5	3.56	.593
Convenient hours	770	1	5	3.05	.801
Speed of service during first week of classes	777	1	5	3.09	.831
Speed of services at other times	775	1	5	3.55	.595
Refund/exchange policies	778	1	5	3.09	1.054
Textbooks are available when classes start	778	1	5	3.24	.732
Communications about expected arrival of late or out-of-stock textbooks	777	1	5	3.47	.940
Availability of used books	775	1	5	2.79	.946
Competitively priced textbooks	776	1	5	2.46	1.083
Fair prices when selling back your textbooks	778	1	5	2.25	1.239
Selection of general and reference books	777	1	5	3.44	.888
Selections of school supplies (pen, pencils, papers, lab supplies, art materials)	775	1	5	3.39	.795
Selection of apparel/insignia items	775	1	5	3.25	.842
Selection of computer products	774	1	5	3.62	1.092
Selection of greeting cards	775	1	5	3.72	1.069

OVERALL SATISFACTION LEVEL

Bookstore Facilities

Attractive Displays

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	10	1.3%	1.3%
	Dissatisfied	33	4.2%	4.4%
	Satisfied	512	65.5%	67.9%
	Extremely Satisfied	199	25.4%	26.4%
	Total Opinion	754	96.4%	100.0%
	No Opinion	27	3.5%	
	Total	781	99.9%	
Missing	System	1	.1%	
TOTAL		782	100.0%	

Overall Satisfied = 90.9%
 Overall Dissatisfied = 5.5%
 No Opinion = 3.5%

Well Organized

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	8	1.0%	1.0%
	Dissatisfied	16	2.0%	2.1%
	Satisfied	340	43.5%	43.7%
	Extremely Satisfied	414	52.9%	53.2%
	Total Opinion	778	99.4%	100.0%
	No Opinion	1	.1%	
	Total	779	99.6%	
Missing	System	3	.4%	
TOTAL		782	100.0%	

Overall Satisfied = 96.4%
 Overall Dissatisfied = 3.0%
 No Opinion = .1%

Pleasant Shopping Atmosphere

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	12	1.5%	1.6%
	Dissatisfied	17	2.2%	2.2%
	Satisfied	355	45.4%	46.1%
	Extremely Satisfied	386	49.4%	50.1%
	Total Opinion	770	98.5%	100.0%
	No Opinion	10	1.3%	
	Total	780	99.7%	
Missing	System	2	.3%	
TOTAL		782	100.0%	

Overall Satisfied = 94.8%
 Overall Dissatisfied = 3.7%
 No Opinion = 1.3%

Helpful In-Store Signs

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	11	1.4%	1.4%
	Dissatisfied	43	5.5%	5.6%
	Satisfied	366	46.8%	48.0%
	Extremely Satisfied	343	43.9%	45.0%
	Total Opinion	763	97.6%	
	No Opinion	17	2.2%	
	Total	780	99.7%	
Missing	System	2	.3%	
TOTAL		782	100.0%	

Overall Satisfied = 90.7%
 Overall Dissatisfied = 6.9%
 No Opinion = 2.2%

Store Website

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	53	6.8%	9.7%
	Dissatisfied	125	16.0%	22.8%
	Satisfied	249	31.8%	45.4%
	Extremely Satisfied	121	15.5%	22.1%
	Total Opinion	548	70.1%	100.0%
	No Opinion	234	29.9%	
TOTAL		782	100.0%	

Overall Satisfied = 47.3%

Overall Dissatisfied = 22.8%

No Opinion = 29.9%

Bookstore Services

Courteous Staff

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	7	.9%	.9%
	Dissatisfied	15	1.9%	1.9%
	Satisfied	301	38.5%	39.0%
	Extremely Satisfied	448	57.3%	58.1%
	Total Opinion	771	98.6%	100.0%
	No Opinion	5	.6%	
	Total	776	99.2%	
Missing	System	6	.8%	
TOTAL		782	100.0%	

Overall Satisfied = 95.8%

Overall Dissatisfied = 2.8%

No Opinion = .6%

Knowledgeable Staff

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	6	.8%	.8%
	Dissatisfied	16	2.0%	2.1%
	Satisfied	296	37.9%	38.5%
	Extremely Satisfied	451	57.7%	58.6%
	Total Opinion	769	98.4%	100.0%
	No Opinion	7	.9%	
	Total	776	99.2%	
Missing	System	6	.8%	
TOTAL		782	100.0%	

Overall Satisfied = 95.6%

Overall Dissatisfied = 2.8%

No Opinion = .9%

Convenient Hours

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	21	2.7%	2.8%
	Dissatisfied	151	19.3%	19.9%
	Satisfied	377	48.2%	49.8%
	Extremely Satisfied	208	26.6%	27.5%
	Total Opinion	757	96.8%	100.0%
	No Opinion	13	1.7%	
	Total	770	98.5%	
Missing	System	12	1.5%	
TOTAL		782	100.0%	

Overall Satisfied = 74.8%

Overall Dissatisfied = 22.0%

No Opinion = 1.7%

Speed of Service during First Week of Classes

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	33	4.2%	4.3%
	Dissatisfied	122	15.6%	16.0%
	Satisfied	382	48.8%	50.2%
	Extremely Satisfied	224	28.6%	29.4%
	Total Opinion	761	97.2%	100.0%
	No Opinion	16	2.0%	
	Total	777	99.4%	
Missing	System	5	.6%	
TOTAL		782	100.0%	

Overall Satisfied = 77.4%

Overall Dissatisfied = 19.8%

No Opinion = 2.0%

Speed of Services at Other Times

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	5	.6%	.7%
	Dissatisfied	10	1.3%	1.3%
	Satisfied	332	42.5%	43.7%
	Extremely Satisfied	412	52.7%	54.3%
	Total Opinion	759	97.1%	100.0%
	No Opinion	16	2.0%	
	Total	775	99.1%	
Missing	System	7	.9%	
TOTAL		782	100.0%	

Overall Satisfied = 95.2%

Overall Dissatisfied = 1.9%

No Opinion = 2.0%

Refund/Exchange Policies

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	60	7.7%	8.6%
	Dissatisfied	143	18.3%	20.4%
	Satisfied	319	40.8%	45.5%
	Extremely Satisfied	179	22.9%	25.5%
	Total Opinion	701	89.7%	100.0%
	No Opinion	77	9.8%	
	Total	778	99.5%	
Missing	System	4	.5%	
TOTAL		782	100.0%	

Overall Satisfied = 63.7%

Overall Dissatisfied = 26.0%

No Opinion = 9.8%

Textbooks

Textbooks are Available When Classes Start

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	7	.9%	.9%
	Dissatisfied	101	12.9%	13.2%
	Satisfied	383	49.0%	50.2%
	Extremely Satisfied	272	34.8%	35.6%
	Total Opinion	763	97.6%	100.0%
	No Opinion	15	1.9%	
	Total	778	99.5%	
Missing	System	4	.5%	
TOTAL		782	100.0%	

Overall Satisfied = 83.8%
 Overall Dissatisfied = 13.8%
 No Opinion = 1.9%

Communications about Expected Arrival of Late or Out-of-Stock Textbooks

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	8	1.0%	1.2%
	Dissatisfied	86	11.0%	13.4%
	Satisfied	350	44.8%	54.6%
	Extremely Satisfied	197	25.2%	30.7%
	Total Opinion	641	82.0%	100.0%
	No Opinion	136	17.4%	
	Total	777	99.4%	
Missing	System	5	.6%	
TOTAL		782	100.0%	

Overall Satisfied = 70.0%
 Overall Dissatisfied = 12.0%
 No Opinion = 17.4%

Availability of Used Books

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	72	9.2%	9.4%
	Dissatisfied	216	27.6%	28.3%
	Satisfied	301	38.5%	39.4%
	Extremely Satisfied	174	22.3%	22.8%
	Total Opinion	763	97.6%	100.0%
	No Opinion	12	1.5%	
	Total	775	99.1%	
Missing	System	7	.9%	
TOTAL		782	100.0%	

Overall Satisfied = 60.8%

Overall Dissatisfied = 36.8%

No Opinion = 1.5%

Competitively Priced Textbooks

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	144	18.4%	19.8%
	Dissatisfied	301	38.5%	41.3%
	Satisfied	211	27.0%	28.9%
	Extremely Satisfied	73	9.3%	10.0%
	Total Opinion	729	93.2%	100.0%
	No Opinion	47	6.0%	
	Total	776	99.2%	
Missing	System	6	.8%	
TOTAL		782	100.0%	

Overall Satisfied = 36.3

Overall Dissatisfied = 56.9%

No Opinion = 6.0%

Fair Prices when Selling Back Your Textbooks

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	260	33.2%	36.6%
	Dissatisfied	255	32.6%	35.9%
	Satisfied	136	17.4%	19.2%
	Extremely Satisfied	59	7.5%	8.3%
	Total Opinion	710	90.7%	100.0%
	No Opinion	68	8.7%	
	Total	778	99.5%	
Missing	System	4	.5%	
TOTAL		782	100.0%	

Overall Satisfied = 24.9%

Overall Dissatisfied = 65.8%

No Opinion = 8.7%

Selection of Other Items

Selection of General and Reference Books

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	10	1.3%	1.6%
	Dissatisfied	46	5.9%	7.2%
	Satisfied	444	56.8%	69.1%
	Extremely Satisfied	143	18.3%	22.2%
	Total Opinion	643	82.3%	100.0%
	No Opinion	134	17.1%	
	Total	777	99.4%	
Missing	System	5	.6%	
TOTAL		782	100.0%	

Overall Satisfied = 75.1%
 Overall Dissatisfied = 7.2%
 No Opinion = 17.1%

Selections of School Supplies (Pen, Pencils, Papers, Lab Supplies, Art Materials)

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	9	1.2%	1.3%
	Dissatisfied	48	6.1%	6.9%
	Satisfied	425	54.3%	60.9%
	Extremely Satisfied	216	27.6%	30.9%
	Total Opinion	698	89.2%	100.0%
	No Opinion	77	9.8%	
	Total	775	99.1%	
Missing	System	7	.9%	
TOTAL		782	100.0%	

Overall Satisfied = 81.9%
 Overall Dissatisfied = 7.3%
 No Opinion = 9.8%

Selection of Apparel/Insignia Items

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	21	2.7%	2.9%
	Dissatisfied	91	11.6%	12.5%
	Satisfied	380	48.6%	52.2%
	Extremely Satisfied	236	30.2%	32.4%
	Total Opinion	728	93.1%	100.0%
	No Opinion	47	6.0%	
	Total	775	99.1%	
Missing	System	7	.9%	
TOTAL		782	100.0%	

Overall Satisfied = 78.8%

Overall Dissatisfied = 14.3 %

No Opinion = 6.0%

Selection of Computer Products

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	15	1.9%	2.8%
	Dissatisfied	84	10.7%	15.8%
	Satisfied	321	41.0%	60.2%
	Extremely Satisfied	113	14.5%	21.2%
	Total Opinion	533	68.1%	100.0%
	No Opinion	241	30.8%	
	Total	774	99.0%	
Missing	System	8	1.0%	
TOTAL		782	100.0%	

Overall Satisfied = 55.5%

Overall Dissatisfied = 12.6%

No Opinion = 30.8%

Selection of Greeting Cards

		Frequency	% Within Total	% Within Opinion
Opinions	Extremely Dissatisfied	14	1.8%	2.7%
	Dissatisfied	65	8.3%	12.5%
	Satisfied	304	38.9%	58.7%
	Extremely Satisfied	135	17.3%	26.1%
	Total Opinion	518	66.3%	100.0%
	No Opinion	257	32.9%	
	Total	775	99.1%	
Missing	System	7	.9%	
TOTAL		782	100.0%	

Overall Satisfied = 56.2%

Overall Dissatisfied = 10.1%

No Opinion = 32.9%

CROSSTABS: GENDER

Bookstore Facilities

Attractive Displays* Please indicate your gender

	Male = 122	Female = 653	Total = 775
Extremely Dissatisfied	.8%	1.2%	1.2%
Dissatisfied	9.8%	3.1%	4.1%
Satisfied	68.0%	65.1%	65.5%
Extremely Satisfied	18.0%	27.1%	25.7%
No Opinion	3.3%	3.5%	3.5%
Total	100.0%	100.0%	100.0%

Well Organized* Please indicate your gender

	Male = 122	Female = 651	Total = 773
Extremely Dissatisfied	.8%	.9%	.9%
Dissatisfied	4.9%	1.5%	2.1%
Satisfied	43.4%	43.3%	43.3%
Extremely Satisfied	50.0%	54.2%	53.6%
No Opinion	.8%	0.0%	.1%
Total	100.0%	100.0%	100.0%

Pleasant Shopping Atmosphere* Please indicate your gender

	Male= 121	Female = 653	Total = 774
Extremely Dissatisfied	.8%	1.5%	1.4%
Dissatisfied	4.1%	1.8%	2.2%
Satisfied	46.3%	45.2%	45.3%
Extremely Satisfied	47.9%	50.2%	49.9%
No Opinion	.8%	1.2%	1.2%
Total	100.0%	100.0%	100.0%

Helpful In-Store Signs* Please indicate your gender

	Male = 122	Female = 652	Total = 774
Extremely Dissatisfied	1.6%	1.2%	1.3%
Dissatisfied	6.6%	5.4%	5.6%
Satisfied	48.4%	46.3%	46.6%
Extremely Satisfied	39.3%	45.2%	44.3%
No Opinion	4.1%	1.8%	2.2%
Total	100.0%	100.0%	100.0%

Store Website* Please indicate your gender

	Male = 122	Female = 654	Total = 776
Extremely Dissatisfied	9.8%	6.0%	6.6%
Dissatisfied	16.4%	16.1%	16.1%
Satisfied	26.2%	32.6%	31.6%
Extremely Satisfied	10.7%	16.5%	15.6%
No Opinion	36.9%	28.9%	30.2%
Total	100.0%	100.0%	100.0%

Bookstore Services

Courteous Staff* Please indicate your gender

	Male = 121	Female = 652	Total = 773
Extremely Dissatisfied		1.1%	.9%
Dissatisfied	3.3%	1.7%	1.9%
Satisfied	34.7%	39.4%	38.7%
Extremely Satisfied	61.2%	57.2%	57.8%
No Opinion	.8%	.6%	.6%
Total	100.0%	100.0%	100.0%

Knowledgeable Staff* Please indicate your gender

	Male = 121	Female = 652	Total = 773
Extremely Dissatisfied		.9%	.8%
Dissatisfied	3.3%	1.8%	2.1%
Satisfied	33.9%	38.8%	38.0%
Extremely Satisfied	61.2%	57.7%	58.2%
No Opinion	1.7%	.8%	.9%
Total	100.0%	100.0%	100.0%

Convenient Hours* Please indicate your gender

	Male = 117	Female = 650	Total = 767
Extremely Dissatisfied	4.3%	2.5%	2.7%
Dissatisfied	23.1%	19.1%	19.7%
Satisfied	51.3%	48.3%	48.8%
Extremely Satisfied	21.4%	28.2%	27.1%
No Opinion	0.0%	2.0%	1.7%
Total	100.0%	100.0%	100.0%

Speed of Service during First Week of Classes* Please indicate your gender

	Male = 122	Female = 652	Total = 774
Extremely Dissatisfied	5.7%	4.0%	4.3%
Dissatisfied	14.8%	16.0%	15.8%
Satisfied	53.3%	48.2%	49.0%
Extremely Satisfied	24.6%	29.8%	28.9%
No Opinion	1.6%	2.1%	2.1%
Total	100.0%	100.0%	100.0%

Speed of Services at Other Times* Please indicate your gender

	Male = 121	Female = 651	Total = 772
Extremely Dissatisfied	0.0%	.8%	.6%
Dissatisfied	1.7%	1.2%	1.3%
Satisfied	43.8%	42.4%	42.6%
Extremely Satisfied	52.9%	53.5%	53.4%
No Opinion	1.7%	2.2%	2.1%
Total	100.0%	100.0%	100.0%

Refund/Exchange Policies* Please indicate your gender

	Male = 122	Female = 653	Total = 775
Extremely Dissatisfied	6.6%	8.0%	7.7%
Dissatisfied	21.3%	17.8%	18.3%
Satisfied	36.1%	42.0%	41.0%
Extremely Satisfied	20.5%	23.4%	23.0%
No Opinion	15.6%	8.9%	9.9%
Total	100.0%	100.0%	100.0%

Textbooks

Textbooks are Available when Classes Start* Please indicate your gender

	Male = 122	Female = 653	Total = 775
Extremely Dissatisfied	0.0%	1.1%	.9%
Dissatisfied	14.8%	12.7%	13.0%
Satisfied	50.8%	48.7%	49.0%
Extremely Satisfied	30.3%	36.0%	35.1%
No Opinion	4.1%	1.5%	1.9%
Total	100.0%	100.0%	100.0%

Communications about Expected Arrival of Late or Out-of-Stock Textbooks* Please indicate your gender

	Male = 122	Female = 652	Total = 774
Extremely Dissatisfied	.8%	1.1%	1.0%
Dissatisfied	14.8%	10.4%	11.1%
Satisfied	44.3%	44.9%	44.8%
Extremely Satisfied	24.6%	25.6%	25.5%
No Opinion	15.6%	17.9%	17.6%
Total	100.0%	100.0%	100.0%

Availability of Used Books* Please indicate your gender

	Male = 122	Female = 650	Total = 772
Extremely Dissatisfied	9.8%	9.2%	9.3%
Dissatisfied	27.9%	27.8%	27.8%
Satisfied	39.3%	38.6%	38.7%
Extremely Satisfied	21.3%	22.8%	22.5%
No Opinion	1.6%	1.5%	1.6%
Total	100.0%	100.0%	100.0%

Competitively Priced Textbooks* Please indicate your gender

	Male = 122	Female = 651	Total = 773
Extremely Dissatisfied	23.8%	17.5%	18.5%
Dissatisfied	36.9%	39.3%	38.9%
Satisfied	24.6%	27.6%	27.2%
Extremely Satisfied	8.2%	9.7%	9.4%
No Opinion	6.6%	5.8%	6.0%
Total	100.0%	100.0%	100.0%

Fair Prices when Selling Back Your Textbooks* Please indicate your gender

	Male = 122	Female = 653	Total = 775
Extremely Dissatisfied	40.2%	32.2%	33.4%
Dissatisfied	23.8%	34.5%	32.8%
Satisfied	18.0%	17.3%	17.4%
Extremely Satisfied	8.2%	7.5%	7.6%
No Opinion	9.8%	8.6%	8.8%
Total	100.0%	100.0%	100.0%

Selection of Other Items

Selection of General and Reference Books* Please indicate your gender

	Male = 122	Female = 654	Total =776
Extremely Dissatisfied	1.6%	1.2%	1.3%
Dissatisfied	4.9%	6.1%	5.9%
Satisfied	61.5%	56.3%	57.1%
Extremely Satisfied	17.2%	18.7%	18.4%
No Opinion	14.8%	17.7%	17.3%
Total	100.0%	100.0%	100.0%

Selections of School Supplies (pen, pencils, papers, lab supplies, art materials)* Please indicate your gender

	Male = 122	Female = 652	Total = 774
Extremely Dissatisfied	.8%	1.2%	1.2%
Dissatisfied	6.6%	6.1%	6.2%
Satisfied	54.9%	54.8%	54.8%
Extremely Satisfied	28.7%	27.8%	27.9%
No Opinion	9.0%	10.1%	9.9%
Total	100.0%	100.0%	100.0%

Selection of Apparel/Insignia Items* Please indicate your gender

	Male = 121	Female = 653	Total = 774
Extremely Dissatisfied	1.7%	2.9%	2.7%
Dissatisfied	9.1%	12.3%	11.8%
Satisfied	52.1%	48.4%	49.0%
Extremely Satisfied	26.4%	31.2%	30.5%
No Opinion	10.7%	5.2%	6.1%
Total	100.0%	100.0%	100.0%

Selection of Computer Products* Please indicate your gender

	Male = 121	Female = 652	Total = 773
Extremely Dissatisfied	2.5%	1.8%	1.9%
Dissatisfied	15.7%	10.0%	10.9%
Satisfied	45.5%	40.6%	41.4%
Extremely Satisfied	14.9%	14.6%	14.6%
No Opinion	21.5%	33.0%	31.2%
Total	100.0%	100.0%	100.0%

Selection of Greeting Cards* Please indicate your gender

	Male = 122	Female = 652	Total = 774
Extremely Dissatisfied	1.6%	1.8%	1.8%
Dissatisfied	10.7%	8.0%	8.4%
Satisfied	41.8%	38.7%	39.1%
Extremely Satisfied	13.1%	18.3%	17.4%
No Opinion	32.8%	33.3%	33.2%
Total	100.0%	100.0%	100.0%

CROSSTABS: LIVING STATUS

Bookstore Facilities

Attractive Displays* I live

	On-Campus = 364	Off-Campus = 410	Total = 774
Extremely Dissatisfied	1.1%	1.2%	1.2%
Dissatisfied	4.1%	4.1%	4.1%
Satisfied	62.9%	67.8%	65.5%
Extremely Satisfied	27.7%	23.9%	25.7%
No Opinion	4.1%	2.9%	3.5%
Total	100.0%	100.0%	100.0%

Well Organized* I live

	On-Campus = 364	Off-Campus = 408	Total = 772
Extremely Dissatisfied	.8%	1.0%	.9%
Dissatisfied	1.1%	2.9%	2.1%
Satisfied	41.5%	45.1%	43.4%
Extremely Satisfied	56.3%	51.0%	53.5%
No Opinion	.3%	0.0%	.1%
Total	100.0%	100.0%	100.0%

Pleasant Shopping Atmosphere* I live

	On-Campus = 364	Off-Campus = 409	Total = 773
Extremely Dissatisfied	.8%	2.0%	1.4%
Dissatisfied	1.4%	2.9%	2.2%
Satisfied	44.5%	46.2%	45.4%
Extremely Satisfied	52.5%	47.4%	49.8%
No Opinion	.8%	1.5%	1.2%
Total	100.0%	100.0%	100.0%

Helpful In-Store Signs* I live

	On-Campus = 365	Off-Campus = 408	Total = 773
Extremely Dissatisfied	1.6%	1.0%	1.3%
Dissatisfied	6.0%	5.1%	5.6%
Satisfied	44.4%	48.5%	46.6%
Extremely Satisfied	45.8%	43.1%	44.4%
No Opinion	2.2%	2.2%	2.2%
Total	100.0%	100.0%	100.0%

Store Website* I live

	On-Campus = 365	Off-Campus = 410	Total = 775
Extremely Dissatisfied	6.8%	6.3%	6.6%
Dissatisfied	17.3%	15.1%	16.1%
Satisfied	31.0%	32.2%	31.6%
Extremely Satisfied	14.5%	16.6%	15.6%
No Opinion	30.4%	29.8%	30.1%
Total	100.0%	100.0%	100.0%

Bookstore Services

Courteous Staff* I live

	On-Campus = 363	Off-Campus = 409	Total = 772
Extremely Dissatisfied	.8%	1.0%	.9%
Dissatisfied	1.4%	2.4%	1.9%
Satisfied	38.0%	39.4%	38.7%
Extremely Satisfied	59.0%	56.7%	57.8%
No Opinion	.8%	.5%	.6%
Total	100.0%	100.0%	100.0%

Knowledgeable Staff* I live

	On-Campus = 363	Off-Campus = 409	Total = 772
Extremely Dissatisfied	.8%	.7%	.8%
Dissatisfied	1.1%	2.9%	2.1%
Satisfied	36.6%	39.6%	38.2%
Extremely Satisfied	60.3%	56.0%	58.0%
No Opinion	1.1%	.7%	.9%
Total	100.0%	100.0%	100.0%

Convenient Hours* I live

	On-Campus = 361	Off-Campus = 405	Total = 773
Extremely Dissatisfied	3.3%	2.2%	2.7%
Dissatisfied	21.3%	18.0%	19.6%
Satisfied	48.2%	49.4%	48.8%
Extremely Satisfied	25.5%	28.6%	27.2%
No Opinion	1.7%	1.7%	1.7%
Total	100.0%	100.0%	100.0%

Speed of Service during First Week of Classes* I live

	On-Campus = 364	Off-Campus = 409	Total = 773
Extremely Dissatisfied	5.2%	3.4%	4.3%
Dissatisfied	12.6%	18.3%	15.7%
Satisfied	48.4%	49.6%	49.0%
Extremely Satisfied	31.9%	26.4%	29.0%
No Opinion	1.9%	2.2%	2.1%
Total	100.0%	100.0%	100.0%

Speed of Services at Other Times* I live

	On-Campus = 363	Off-Campus = 408	Total = 771
Extremely Dissatisfied	.6%	.7%	.6%
Dissatisfied	.8%	1.7%	1.3%
Satisfied	39.1%	45.8%	42.7%
Extremely Satisfied	57.0%	50.0%	53.3%
No Opinion	2.5%	1.7%	2.1%
Total	100.0%	100.0%	100.0%

Refund/Exchange Policies* I live

	On-Campus = 364	Off-Campus = 410	Total = 774
Extremely Dissatisfied	8.5%	7.1%	7.8%
Dissatisfied	17.3%	19.3%	18.3%
Satisfied	38.7%	42.9%	41.0%
Extremely Satisfied	27.7%	18.8%	23.0%
No Opinion	7.7%	12.0%	9.9%
Total	100.0%	100.0%	100.0%

Textbooks

Textbooks are Available When Classes Start* I live

	On-Campus = 365	Off-Campus = 409	Total = 774
Extremely Dissatisfied	.5%	1.2%	.9%
Dissatisfied	12.9%	13.0%	12.9%
Satisfied	45.5%	52.3%	49.1%
Extremely Satisfied	39.5%	31.3%	35.1%
No Opinion	1.6%	2.2%	1.9%
Total	100.0%	100.0%	100.0%

Communications about Expected Arrival of Late or Out-of-Stock Textbooks* I live

	On-Campus = 364	Off-Campus = 409	Total = 773
Extremely Dissatisfied	1.4%	.7%	1.0%
Dissatisfied	10.2%	12.0%	11.1%
Satisfied	42.6%	46.7%	44.8%
Extremely Satisfied	27.2%	24.0%	25.5%
No Opinion	18.7%	16.6%	17.6%
Total	100.0%	100.0%	100.0%

Availability of Used Books* I live

	On-Campus = 363	Off-Campus = 408	Total = 771
Extremely Dissatisfied	7.7%	10.5%	9.2%
Dissatisfied	25.1%	30.4%	27.9%
Satisfied	42.4%	35.5%	38.8%
Extremely Satisfied	24.0%	21.3%	22.6%
No Opinion	.8%	2.2%	1.6%
Total	100.0%	100.0%	100.0%

Competitively Priced Textbooks* I live

	On-Campus = 364	Off-Campus = 408	Total = 772
Extremely Dissatisfied	19.5%	17.6%	18.5%
Dissatisfied	39.0%	38.7%	38.9%
Satisfied	26.9%	27.5%	27.2%
Extremely Satisfied	8.8%	10.0%	9.5%
No Opinion	5.8%	6.1%	6.0%
Total	100.0%	100.0%	100.0%

Fair Prices When Selling Back Your Textbooks* I live

	On-Campus = 365	Off-Campus = 409	Total = 774
Extremely Dissatisfied	36.2%	31.1%	33.5%
Dissatisfied	34.5%	31.1%	32.7%
Satisfied	16.4%	18.3%	17.4%
Extremely Satisfied	7.9%	7.3%	7.6%
No Opinion	4.9%	12.2%	8.8%
Total	100.0%	100.0%	100.0%

Selection of Other Items

Selection of General and Reference Books* I live

	On-Campus = 365	Off-Campus = 410	Total = 775
Extremely Dissatisfied	1.4%	1.2%	1.3%
Dissatisfied	6.0%	5.9%	5.9%
Satisfied	55.9%	58.0%	57.0%
Extremely Satisfied	20.8%	16.3%	18.5%
No Opinion	15.9%	18.5%	17.3%
Total	100.0%	100.0%	100.0%

Selections of School Supplies (pen, pencils, papers, lab supplies, art materials)* I live

	On-Campus = 365	Off-Campus = 408	Total = 773
Extremely Dissatisfied	1.1%	1.2%	1.2%
Dissatisfied	6.6%	5.9%	6.2%
Satisfied	52.3%	56.9%	54.7%
Extremely Satisfied	32.6%	23.8%	27.9%
No Opinion	7.4%	12.3%	10.0%
Total	100.0%	100.0%	100.0%

Selection of Apparel/Insignia Items* I live

	On-Campus = 365	Off-Campus = 408	Total = 773
Extremely Dissatisfied	1.9%	3.4%	2.7%
Dissatisfied	12.9%	10.8%	11.8%
Satisfied	48.5%	49.5%	49.0%
Extremely Satisfied	31.8%	29.2%	30.4%
No Opinion	4.9%	7.1%	6.1%
Total	100.0%	100.0%	100.0%

Selection of Computer Products* I live

	On-Campus = 364	Off-Campus = 409	Total = 773
Extremely Dissatisfied	1.4%	2.2%	1.8%
Dissatisfied	14.8%	7.4%	10.9%
Satisfied	39.0%	43.6%	41.5%
Extremely Satisfied	18.1%	11.5%	14.6%
No Opinion	26.6%	35.3%	31.2%
Total	100.0%	100.0%	100.0%

Selection of Greeting Cards* I live

	On-Campus = 364	Off-Campus = 409	Total = 773
Extremely Dissatisfied	2.5%	1.2%	1.8%
Dissatisfied	10.2%	6.8%	8.4%
Satisfied	36.8%	41.1%	39.1%
Extremely Satisfied	21.2%	14.2%	17.5%
No Opinion	29.4%	36.7%	33.2%
Total	100.0%	100.0%	100.0%

CROSSTABS: STUDENT CLASSIFICATIONS

Bookstore Facilities

Attractive Displays* what is your student classification?

	Freshman = 234	Sophomore = 154	Junior = 99	Senior = 132	*Other = 153	Total = 772
Extremely Dissatisfied	.4%	2.6%	1.0%	.8%	1.0%	1.2%
Dissatisfied	3.0%	5.2%	8.1%	2.3%	4.0%	4.0%
Satisfied	64.5%	63.6%	58.6%	72.7%	64.4%	65.7%
Extremely Satisfied	27.8%	26.0%	26.3%	19.7%	30.1%	25.6%
No Opinion	4.3%	2.6%	6.1%	4.5%	.5%	3.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Well Organized* what is your student classification?

	Freshman = 234	Sophomore = 154	Junior = 96	Senior = 132	*Other = 152	Total = 770
Extremely Dissatisfied	.4%	1.9%	1.0%	1.5%	0.0%	.9%
Dissatisfied	1.3%	1.9%	2.0%	3.0%	2.4%	2.1%
Satisfied	36.8%	37.0%	43.9%	47.7%	54.2%	43.2%
Extremely Satisfied	61.5%	58.4%	53.1%	47.7%	43.4%	53.6%
No Opinion	0.0%	.6%	0.0%	0.0%	0.0%	.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Pleasant Shopping Atmosphere* what is your student classification?

	Freshman = 235	Sophomore = 154	Junior = 99	Senior = 131	*Other = 152	Total = 771
Extremely Dissatisfied	.9%	3.2%	2.0%	1.5%	0.0%	1.4%
Dissatisfied	.9%	1.9%	3.0%	3.8%	3.2%	2.2%
Satisfied	40.0%	44.8%	41.4%	48.1%	50.1%	45.3%
Extremely Satisfied	56.2%	50.0%	53.5%	45.0%	45.2%	49.9%
No Opinion	2.1%	0.0%	0.0%	1.5%	1.5%	1.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

***Other = Graduate + P1 + P2 + P3 + P4**

Helpful In-Store Signs* what is your student classification?

	Freshman = 234	Sophomore = 154	Junior = 99	Senior = 131	*Other = 153	Total = 771
Extremely Dissatisfied	.4%	3.2%	1.0%	.8%	.9%	1.3%
Dissatisfied	5.1%	4.5%	5.1%	6.1%	6.8%	5.6%
Satisfied	39.7%	42.2%	49.5%	52.7%	54.7%	46.7%
Extremely Satisfied	52.6%	48.1%	44.4%	37.4%	34.8%	44.4%
No Opinion	2.1%	1.9%	0.0%	3.1%	2.7%	2.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

***Other = Graduate + P1 + P2 + P3 + P4**

Store Website* what is your student classification?

	Freshman = 235	Sophomore = 154	Junior = 99	Senior = 132	*Other = 153	Total = 773
Extremely Dissatisfied	4.7%	5.2%	12.1%	7.6%	6.2%	6.6%
Dissatisfied	12.8%	14.3%	14.1%	28.0%	13.1%	15.9%
Satisfied	35.3%	33.8%	25.3%	29.5%	27.8%	31.8%
Extremely Satisfied	14.5%	18.2%	20.2%	11.4%	16.6%	15.7%
No Opinion	32.8%	28.6%	28.3%	23.5%	36.3%	30.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

***Other = Graduate + P1 + P2 + P3 + P4**

Bookstore Services

Courteous Staff* what is your student classification?

	Freshman = 233	Sophomore = 154	Junior = 99	Senior = 131	*Other = 153	Total = 770
Extremely Dissatisfied	.9%	1.3%	1.0%	.8%	.5%	.9%
Dissatisfied	1.3%	1.9%	1.0%	3.8%	1.7%	1.9%
Satisfied	31.3%	34.4%	39.4%	46.6%	45.4%	38.6%
Extremely Satisfied	66.1%	61.0%	58.6%	48.1%	52.0%	57.9%
No Opinion	.4%	1.3%	0.0%	.8%	.4%	.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Knowledgeable Staff* what is your student classification?

	Freshman = 235	Sophomore = 152	Junior = 99	Senior = 131	*Other = 153	Total = 770
Extremely Dissatisfied	.4%	1.3%	1.0%	.8%	.5%	.8%
Dissatisfied	1.7%	2.0%	0.0%	1.5%	4.0%	1.9%
Satisfied	33.2%	33.6%	39.4%	44.3%	41.8%	38.1%
Extremely Satisfied	63.8%	61.8%	59.6%	52.7%	52.7%	58.3%
No Opinion	.9%	1.3%	0.0%	.8%	.9%	.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Convenient Hours* what is your student classification?

	Freshman = 231	Sophomore = 153	Junior = 97	Senior = 130	*Other = 153	Total = 764
Extremely Dissatisfied	2.2%	3.9%	2.1%	1.5%	3.9%	2.7%
Dissatisfied	16.9%	15.0%	22.7%	26.2%	24.6%	19.6%
Satisfied	51.9%	45.8%	43.3%	46.9%	48.5%	48.8%
Extremely Satisfied	28.1%	34.0%	28.9%	22.3%	22.0%	27.1%
No Opinion	.9%	1.3%	3.1%	3.1%	1.0%	1.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Speed of Service during First Week of Classes* What is your student classification?

	Freshman = 235	Sophomore = 154	Junior = 99	Senior = 131	*Other = 152	Total = 771
Extremely Dissatisfied	3.4%	5.2%	5.1%	6.9%	1.7%	4.3%
Dissatisfied	10.6%	15.6%	21.2%	22.1%	14.8%	15.7%
Satisfied	47.7%	44.2%	48.5%	53.4%	50.3%	49.0%
Extremely Satisfied	36.6%	34.4%	24.2%	15.3%	27.3%	28.9%
No Opinion	1.7%	.6%	1.0%	2.3%	5.9%	2.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Speed of Services at Other Times* what is your student classification?

	Freshman = 234	Sophomore = 153	Junior = 99	Senior = 131	*Other = 152	Total = 769
Extremely Dissatisfied	0.0%	2.0%	1.0%	.8%	0.0%	.7%
Dissatisfied	0.0%	.7%	2.0%	2.3%	2.7%	1.3%
Satisfied	39.3%	41.2%	39.4%	44.3%	49.7%	42.5%
Extremely Satisfied	58.5%	55.6%	55.6%	49.6%	45.7%	53.4%
No Opinion	2.1%	.7%	2.0%	3.1%	1.9%	2.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Refund/Exchange Policies* what is your student classification?

	Freshman = 235	Sophomore = 154	Junior = 99	Senior = 131	*Other = 153	Total = 772
Extremely Dissatisfied	5.5%	11.7%	9.1%	10.7%	3.7%	7.8%
Dissatisfied	16.6%	14.9%	19.2%	26.7%	15.5%	18.4%
Satisfied	37.4%	38.3%	40.4%	38.9%	51.4%	41.1%
Extremely Satisfied	26.8%	28.6%	25.3%	15.3%	17.5%	22.9%
No Opinion	13.6%	6.5%	6.1%	8.4%	12.0%	9.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Textbooks

Textbooks are Available When Classes Start* what is your student classification?

	Freshman = 235	Sophomore = 153	Junior = 99	Senior = 131	*Other = 153	Total = 772
Extremely Dissatisfied	0.0%	1.3%	2.0%	2.3%	0.0%	.9%
Dissatisfied	6.4%	14.9%	18.2%	20.6%	12.0%	13.0%
Satisfied	50.6%	46.8%	46.5%	48.1%	51.0%	49.1%
Extremely Satisfied	41.3%	36.4%	32.3%	26.0%	32.9%	35.1%
No Opinion	1.7%	.6%	1.0%	3.1%	4.2%	1.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Communications about Expected Arrival of Late or Out-of-Stock Textbooks* what is your student classification?

	Freshman = 235	Sophomore = 154	Junior = 99	Senior = 130	*Other = 153	Total = 771
Extremely Dissatisfied	1.3%	1.9%	0.0%	1.5%	0.0%	1.0%
Dissatisfied	6.8%	11.0%	9.1%	20.8%	10.5%	11.0%
Satisfied	43.0%	40.9%	48.5%	46.2%	47.9%	44.9%
Extremely Satisfied	31.5%	29.2%	28.3%	17.7%	17.0%	25.4%
No Opinion	17.4%	16.9%	14.1%	13.8%	24.6%	17.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Availability of Used Books* what is your student classification?

	Freshman = 234	Sophomore = 154	Junior = 99	Senior = 130	*Other = 152	Total = 769
Extremely Dissatisfied	3.4%	11.0%	14.1%	10.0%	10.5%	9.2%
Dissatisfied	19.2%	25.3%	24.2%	40.8%	38.8%	28.0%
Satisfied	42.3%	37.0%	41.4%	36.2%	34.1%	38.9%
Extremely Satisfied	34.2%	26.0%	20.2%	10.8%	12.9%	22.5%
No Opinion	.9%	.6%		2.3%	3.7%	1.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Competitively Priced Textbooks* what is your student classification?

	Freshman = 234	Sophomore = 153	Junior = 99	Senior = 131	*Other = 153	Total = 770
Extremely Dissatisfied	15.0%	23.5%	21.2%	20.6%	14.4%	18.7%
Dissatisfied	35.5%	35.3%	36.4%	45.0%	41.9%	38.8%
Satisfied	29.1%	24.8%	30.3%	25.2%	26.3%	27.1%
Extremely Satisfied	12.8%	9.2%	8.1%	6.1%	10.0%	9.4%
No Opinion	7.7%	7.2%	4.0%	3.1%	7.3%	6.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Fair Prices When Selling Back Your Textbooks* what is your student classification?

	Freshman = 235	Sophomore = 154	Junior = 99	Senior = 131	*Other = 153	Total = 772
Extremely Dissatisfied	29.4%	39.0%	33.3%	43.5%	22.9%	33.7%
Dissatisfied	30.2%	33.1%	34.3%	35.1%	32.8%	32.8%
Satisfied	17.9%	16.9%	21.2%	16.0%	16.3%	17.2%
Extremely Satisfied	10.6%	7.1%	8.1%	3.1%	8.7%	7.5%
No Opinion	11.9%	3.9%	3.0%	2.3%	19.2%	8.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Selection of Other Items

Selection of General and Reference Books* what is your student classification?

	Freshman = 235	Sophomore = 154	Junior = 99	Senior = 132	*Other = 153	Total = 773
Extremely Dissatisfied	0.0%	3.2%	1.0%	2.3%	.4%	1.3%
Dissatisfied	1.7%	4.5%	8.1%	8.3%	10.1%	6.0%
Satisfied	59.1%	57.8%	57.6%	60.6%	47.9%	56.9%
Extremely Satisfied	24.7%	21.4%	17.2%	10.6%	16.2%	18.5%
No Opinion	14.5%	13.0%	16.2%	18.2%	25.4%	17.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Selections of School Supplies (pen, pencils, papers, lab supplies, art materials)* what is your student classification?

	Freshman = 235	Sophomore = 153	Junior = 99	Senior = 132	*Other = 153	Total = 771
Extremely Dissatisfied	0.0%	3.9%	2.0%	0.0%	.4%	1.2%
Dissatisfied	3.4%	6.5%	8.1%	7.6%	7.0%	6.2%
Satisfied	49.4%	52.9%	46.5%	68.9%	56.4%	54.6%
Extremely Satisfied	40.0%	25.5%	31.3%	16.7%	22.0%	28.0%
No Opinion	7.2%	11.1%	12.1%	6.8%	14.1%	10.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Selection of Apparel/Insignia Items* what is your student classification?

	Freshman = 235	Sophomore = 154	Junior = 99	Senior = 132	*Other = 152	Total = 772
Extremely Dissatisfied	.9%	1.9%	3.0%	3.8%	4.1%	2.7%
Dissatisfied	9.8%	9.1%	11.1%	13.6%	14.8%	11.8%
Satisfied	43.8%	50.0%	46.5%	55.3%	53.7%	49.0%
Extremely Satisfied	36.6%	33.8%	31.3%	24.2%	24.5%	30.4%
No Opinion	8.9%	5.2%	8.1%	3.0%	2.9%	6.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Selection of Computer Products* what is your student classification?

	Freshman = 235	Sophomore = 153	Junior = 98	Senior = 131	*Other = 153	Total = 770
Extremely Dissatisfied	.4%	2.6%	2.0%	3.1%	2.1%	1.9%
Dissatisfied	8.1%	13.1%	12.2%	12.2%	10.5%	10.8%
Satisfied	46.0%	41.2%	37.8%	43.5%	35.1%	41.4%
Extremely Satisfied	20.9%	19.0%	16.3%	4.6%	10.7%	14.7%
No Opinion	24.7%	24.2%	31.6%	36.6%	41.5%	31.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

Selection of Greeting Cards* what is your student classification?

	Freshman = 235	Sophomore = 153	Junior = 99	Senior = 132	*Other = 153	Total = 771
Extremely Dissatisfied	1.7%	2.6%	1.0%	2.3%	.9%	1.8%
Dissatisfied	5.1%	7.8%	10.2%	12.9%	8.5%	8.2%
Satisfied	40.9%	40.5%	38.8%	40.9%	33.3%	39.2%
Extremely Satisfied	22.1%	23.5%	18.4%	9.1%	14.6%	17.5%
No Opinion	30.2%	25.5%	31.6%	34.8%	42.7%	33.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Other = Graduate + P1 + P2 + P3 + P4*

*CROSSTABS: DO YOU NORMALLY BUY
YOUR TEXTBOOKS AT THE XAVIER
UNIVERSITY BOOKSTORE*

Bookstore Facilities

Attractive Displays* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 707	No = 68	Total = 775
Extremely Dissatisfied	1.3%	0.0%	1.2%
Dissatisfied	4.1%	4.4%	4.1%
Satisfied	65.2%	70.6%	65.7%
Extremely Satisfied	26.0%	20.6%	25.5%
No Opinion	3.4%	4.4%	3.5%
Total	100.0%	100.0%	100.0%

Well Organized* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 705	No = 68	Total = 773
Extremely Dissatisfied	1.0%	0.0%	.9%
Dissatisfied	1.8%	4.4%	2.1%
Satisfied	42.6%	52.9%	43.5%
Extremely Satisfied	54.5%	42.6%	53.4%
No Opinion	.1%	0.0%	.1%
Total	100.0%	100.0%	100.0%

Pleasant Shopping Atmosphere* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 706	No = 68	Total = 774
Extremely Dissatisfied	1.4%	1.5%	1.4%
Dissatisfied	1.8%	5.9%	2.2%
Satisfied	45.0%	50.0%	45.5%
Extremely Satisfied	50.7%	39.7%	49.7%
No Opinion	1.0%	2.9%	1.2%
Total	100.0%	100.0%	100.0%

Helpful In-Store Signs* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 706	No = 68	Total = 774
Extremely Dissatisfied	1.4%	0.0%	1.3%
Dissatisfied	5.7%	4.4%	5.6%
Satisfied	44.9%	66.2%	46.8%
Extremely Satisfied	45.6%	29.4%	44.2%
No Opinion	2.4%	0.0%	2.2%
Total	100.0%	100.0%	100.0%

Store Website* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 708	No = 68	Total = 776
Extremely Dissatisfied	6.5%	7.4%	6.6%
Dissatisfied	15.5%	22.1%	16.1%
Satisfied	31.2%	36.8%	31.7%
Extremely Satisfied	15.8%	13.2%	15.6%
No Opinion	30.9%	20.6%	30.0%
Total	100.0%	100.0%	100.0%

Bookstore Services

Courteous Staff* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 705	No = 68	Total = 773
Extremely Dissatisfied	1.0%	0.0%	.9%
Dissatisfied	1.7%	4.4%	1.9%
Satisfied	38.4%	42.6%	38.8%
Extremely Satisfied	58.2%	52.9%	57.7%
No Opinion	.7%	0.0%	.6%
Total	100.0%	100.0%	100.0%

Knowledgeable Staff* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 705	No = 68	Total = 773
Extremely Dissatisfied	.9%	0.0%	.8%
Dissatisfied	1.8%	4.4%	2.1%
Satisfied	37.9%	41.2%	38.2%
Extremely Satisfied	58.6%	52.9%	58.1%
No Opinion	.9%	1.5%	.9%
Total	100.0%	100.0%	100.0%

Convenient Hours* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 701	No = 66	Total = 767
Extremely Dissatisfied	2.7%	3.0%	2.7%
Dissatisfied	19.0%	27.3%	19.7%
Satisfied	48.2%	56.1%	48.9%
Extremely Satisfied	28.4%	12.1%	27.0%
No Opinion	1.7%	1.5%	1.7%
Total	100.0%	100.0%	100.0%

Speed of Service during First Week of Classes* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 707	No = 67	Total = 774
Extremely Dissatisfied	4.2%	4.5%	4.3%
Dissatisfied	14.6%	28.4%	15.8%
Satisfied	49.5%	44.8%	49.1%
Extremely Satisfied	30.0%	16.4%	28.8%
No Opinion	1.7%	6.0%	2.1%
Total	100.0%	100.0%	100.0%

Speed of Services at Other Times* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 704	No = 68	Total = 772
Extremely Dissatisfied	.6%	1.5%	.6%
Dissatisfied	1.1%	2.9%	1.3%
Satisfied	41.3%	57.4%	42.7%
Extremely Satisfied	54.8%	36.8%	53.2%
No Opinion	2.1%	1.5%	2.1%
Total	100.0%	100.0%	100.0%

Refund/Exchange Policies* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 707	No = 68	Total = 775
Extremely Dissatisfied	7.8%	7.4%	7.7%
Dissatisfied	18.0%	22.1%	18.3%
Satisfied	40.6%	47.1%	41.2%
Extremely Satisfied	24.0%	10.3%	22.8%
No Opinion	9.6%	13.2%	9.9%
Total	100.0%	100.0%	100.0%

Textbooks

Textbooks are Available When Classes Start* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 707	No = 68	Total = 775
Extremely Dissatisfied	.8%	1.5%	.9%
Dissatisfied	13.0%	13.2%	13.0%
Satisfied	48.7%	54.4%	49.2%
Extremely Satisfied	36.2%	22.1%	35.0%
No Opinion	1.3%	8.8%	1.9%
Total	100.0%	100.0%	100.0%

Communications about Expected Arrival of Late or Out-of-Stock Textbooks* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 706	No = 68	Total = 774
Extremely Dissatisfied	1.1%	0.0%	1.0%
Dissatisfied	10.6%	16.2%	11.1%
Satisfied	45.2%	42.6%	45.0%
Extremely Satisfied	26.8%	11.8%	25.5%
No Opinion	16.3%	29.4%	17.4%
Total	100.0%	100.0%	100.0%

Availability of Used Books* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 704	No = 68	Total = 772
Extremely Dissatisfied	9.7%	5.9%	9.3%
Dissatisfied	26.3%	44.1%	27.8%
Satisfied	39.3%	33.8%	38.9%
Extremely Satisfied	23.7%	8.8%	22.4%
No Opinion	1.0%	7.4%	1.6%
Total	100.0%	100.0%	100.0%

Competitively Priced Textbooks* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 705	No = 68	Total = 773
Extremely Dissatisfied	18.3%	22.1%	18.6%
Dissatisfied	38.3%	45.6%	38.9%
Satisfied	27.4%	25.0%	27.2%
Extremely Satisfied	10.1%	2.9%	9.4%
No Opinion	6.0%	4.4%	5.8%
Total	100.0%	100.0%	100.0%

Fair Prices When Selling Back Your Textbooks* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 707	No = 68	Total = 775
Extremely Dissatisfied	33.8%	30.9%	33.5%
Dissatisfied	33.0%	30.9%	32.8%
Satisfied	17.7%	14.7%	17.4%
Extremely Satisfied	8.1%	2.9%	7.6%
No Opinion	7.5%	20.6%	8.6%
Total	100.0%	100.0%	100.0%

Selection of Other Items

Selection of General and Reference Books* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 708	No = 68	Total = 778
Extremely Dissatisfied	1.4%	0.0%	1.3%
Dissatisfied	5.5%	10.3%	5.9%
Satisfied	57.2%	57.4%	57.2%
Extremely Satisfied	19.5%	5.9%	18.3%
No Opinion	16.4%	26.5%	17.3%
Total	100.0%	100.0%	100.0%

Selections of School Supplies (pen, pencils, papers, lab supplies, art materials)* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 706	No = 68	Total = 774
Extremely Dissatisfied	1.0%	2.9%	1.2%
Dissatisfied	6.2%	5.9%	6.2%
Satisfied	54.7%	57.4%	54.9%
Extremely Satisfied	28.9%	16.2%	27.8%
No Opinion	9.2%	17.6%	9.9%
Total	100.0%	100.0%	100.0%

Selection of Apparel/Insignia Items* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 707	No = 68	Total = 773
Extremely Dissatisfied	2.7%	3.0%	2.7%
Dissatisfied	11.7%	11.9%	11.8%
Satisfied	48.4%	56.7%	49.1%
Extremely Satisfied	31.7%	16.4%	30.4%
No Opinion	5.5%	11.9%	6.1%
Total	100.0%	100.0%	100.0%

Selection of Computer Products* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 705	No = 68	Total = 773
Extremely Dissatisfied	1.7%	4.4%	1.9%
Dissatisfied	10.9%	10.3%	10.9%
Satisfied	42.3%	33.8%	41.5%
Extremely Satisfied	15.5%	4.4%	14.5%
No Opinion	29.6%	47.1%	31.2%
Total	100.0%	100.0%	100.0%

Selection of Greeting Cards* Do you normally buy your textbooks at the Xavier University bookstore?

	Yes = 706	No = 68	Total = 774
Extremely Dissatisfied	2.0%	0.0%	1.8%
Dissatisfied	8.5%	7.4%	8.4%
Satisfied	39.0%	42.6%	39.3%
Extremely Satisfied	18.7%	2.9%	17.3%
No Opinion	31.9%	47.1%	33.2%
Total	100.0%	100.0%	100.0%

Text Responses

*I wish Xavier University Bookstore Offered Following
Merchandise or Services*

More Clothing

More sweat pants

Variety of school product at a good price

IPOD, CDS

Gum

Brown XU Hoodies

More merchandise for the College of Pharmacy

I wish they had reasonable sale prices.

Greater selection of novels by various authors

More shirts for parents (Xavier mom and Xavier dad)

Complete online shopping, online reservations for books, and online purchase of full B&N stock from bn.com to be shipped to XU within a day or two. I would like the bookstore to function as a full B&N outlet with a side business of Xavier items

More Used Books, discounted Xavier shirts, mugs, etc.

Allow students to put regular books i.e. dictionaries on x-card.

Arabic books and dictionaries

More hoodies and t-shirts in different colors

A more variety of magazines such as the GQ Magazine!

Colored pencils and markers, as well as gum

I would like the option of being able to rent textbooks.

Xavier Holiday gifts. Ex: Valentines hearts with XU on them. Black and gold Teddy Bears.

Listings of the books available online

Greek items

Baby items

School spirit things like thunder sticks

Student designed shirts

I wish the bookstore offered a wider selection of Xavier paraphernalia at more reasonable prices.

More apparel at a cheaper price. The apparel they have is very nice but sometimes too expensive. As college students, paying 50 dollars for a hoodie to represent the school is ridiculous.

Sweatshirts that were actual school colors. Also it is wonderful that we have an abundance of supplies and extra stuff but the prices are a bit steep.

More used textbooks.

More pharmacy merchandise, especially car tags for license plate covers. (If this is already sold at the bookstore, I apologize, my mistake)

Pharmacy related study books for the national board exam would be good to sell.
White coats for pharmacy students.

Hot foods in after hours such as after dinner ends

I wish the reading books would be more affordable.

More food items

A larger quantity of school embalmed clothing (e.g. sweatshirts, t-shirts). There are usually not many Smalls available when I go to buy something.

Business card printing

More used books

Well they do offer it, but I wish that they will stay on top of the new book releases

Cold and Flu Medicine

More variety of apparel

A listing of all the prices for book to buy back

There should be a sheet that students can

Review in order to find out if certain textbooks are refundable at the end of each semester.

Copies

More mom and dad apparel

Larger selection of used books

Bigger shirts and things

Pricing needs to be cheaper

Phone cards

More purple Xavier paraphernalia

More apparel

More school clothing and more Greek clothing and accessories

Cheaper Xavier sweatshirts

I would a pair of Xavier flip flops

Lower the prices of books and offer higher prices for buy back, I can buy my used books for less than half of the price you offer them. Also, when I sell back my books online, I have almost no net loss.

Better prices.

Larger sizes in apparel (3XL), shirts for grandparents

More appeal

More Computer Software for Pharmacy Education

More alumni clothing and better clothing option

They offer everything I need

Xavier bookstore should have an automatic booklist: a machine(s) that prints out your entire booklist when you swipe your Xavier id. This machine makes life extremely easy and convenient for teachers and students. The list also automatically updates when cheaper Xavier clothes

Bigger room, cheaper price for book, higher price for sale book

More Paraphernalia

Everything seems good to me.

I wish Xavier bookstore will lower the prices in everything in the store is so high.

More Xavier sweatshirts

I wish there were multiple locations to sell books back around campus during the buyback week.

Pharmacy blankets, attire, etc.

More Xavier apparel at cheaper prices

Additional resource books, such as exam preparatory books (NAPLEX, MCAT, LSAT, etc.), beginner's books (Ex. Books for Dummies) for real estate, money marketing, finance, etc. and professional advancement books.

I wish the apparel was not so expensive. I still do not have any Xavier apparel, simply because I do not feel as though a hoodie with "Xavier" across the front should be \$50.

Magazines

Rent out computers to students

There was more Xavier apparel

I wish we had a wider selection of school paraphernalia and offered computer products such as windows inside of the store.

More variety of school apparel

More Pharmacy School apparel

Clearance items

More used books. More Xavier insignia

A wider range of apparel is bigger sizes. There are some nice colorful sweat shirts, pants, shorts, etc but they don't have a wide range of large sizes.

Greek Clothing

Clothing or younger children and babies
Xavier University beach towel!

Buy book then sent home billing

Electric pencil sharpeners

I just think that a wider variety of XULA clothing including shirts, sweatshirts, etc. Sometimes there are not a variety of sizes (my size is always out).

Open an hour earlier because if someone needs something for an 8:00 class the bookstore isn't open

Hot food options.

Reduced price school gear, sweats, hoodies, etc

I wish the bookstore would open on the weekends even if for only a few hours.
Being able to charge books for classes after the date that is allowed to charge books

Food

Xavier Sweatshirts

It would be nice if Xavier offered an avenue for graduating students could hook up with incoming freshman and sell their slightly used mini-fridges and maybe televisions.
More and various sweatshirt

A coffee cafe

A wider selection of "Xavier" apparel

Xavier Paraphernalia in much more variety and at a more affordable price. Not just t-shirts and hoodies

More books other than textbooks that I can enjoy

More variety (colors) in apparel

The cash exchange should be 75%

Cheaper school supplies

Basic personal need items

Online access codes

More variety in apparel in the store

Making the bookstore more like a coffee shop would be nice.

Possibly have a wider selection of male oriented Greeting and Birthday cards...

I wish you could order more apparel off of the website

Xavier University bookstore offers everything a college student needs to be successful in their college career.

Greek apparel

More cash back for books based on quality of the book when returned. Also less expensive items with the university's name and logo

Tape recorders

Cheaper clothes

Books for "Dummies" on various subjects

I wish we can get more money back when we sell our books back to the store. We pay \$60 or 70 dollars for a book and only get 15 dollars back, while the book store re-sales it for about 50 dollars. I'll never sale my book back...if that's all they can give

More staff paper for music classes. Music reference materials

More used books.

Greek merchandise

Baby Xavier gear

Microsoft office programs

It would helpful if they were open on the weekends for at least the first month of school later than 2 p.m. They could also improve by not implementing a deadline as to when students can receive a full refund. Some teacher's books are not available until

Hot coffee and chewing gum

I larger variety of school apparel: more colors and styles and more school merchandise such as bumper stickers.

Different Xavier paraphernalia

More choices in stationery materials and more snacks

More colorful apparel, more apparel period at a good rate.

More reference books.

XAVIER UNIVERSITY COLLEGE OF PHARMACY ITEMS

More food for the student to eat. For example like Sushi roll like Loyola or Tulane.

Everything is good.

More coffee beverages. Those Godiva drinks don't cut it - too sweet!

Better return policies with books

More Xavier apparel

Letting students use their x card to buy books for much longer. Having books in stock based better on enrollment, there never seems to be enough books.

I think the bookstore has everything i need in order to survive college.

Cheaper books

Decent prices

A wider variety of apparel

More selection books outside of the required ones for class. Also more paraphernalia
Coupons

Better prices when selling books back, better school t-shirts and sweatshirts

More college-related items like art supplies, books of other interests. Basically XU bookstore needs to be one-stop shop for all my academic and entertainment (academic games, recreational book (a book on African American in 1920 New Orleans for example)

Computer ink

More Xavier merchandise for males and not any sweats

Book at end of year refund/ return for longer period than just exam week

Pharmacy coffee mugs

I think that Xavier needs to expand the bookstore to meet the needs of the growing students

Everything is fine but they are expensive

More mailing supplies for students that want to mail items but are not able to go out and purchase mailing materials from another store

Gum

A wider variety of school supplies, i.e. (backpacks, pens pencils), and more products with the university seal/ name on them

Umbrellas

More Xavier Appeal

More colorful clothing and school paraphernalia

More used books

Music-related merchandise. Manuscript paper, valve oil/ slide oil for wind players...perhaps we could do some kind of music department survey and see what people need, because some of us can't get to a music store, so maybe the bookstore would be closer.

Banners, not the flag kind, the rectangular ones. Track Jackets

I wish we could charge books to our account all year long. We have to pay that back anyways so I don't understand why we can't.

Real throw blankets and not only those sweater blankets

More attractive prices, greater selection of used books.

Chewing Gum

Flex notebooks, better book bags

Better Jackets and shirts.

It would be nice if the bookstore could function as a liaison between people who are trying to sell a textbook that the bookstore wouldn't buy back and other students willing to purchase it.

More apparels that fit my size because I am petite: Small. And more apparels for the college of pharmacy students.

A different/better variety of Xavier paraphernalia

Larger variety of art supplies

More apparel

More snack food options and better prices when selling back your textbooks
They usually have everything that I need

University paraphernalia in larger sizes...XXL, XXXL, 4x1, etc

More general reading books

Better sell-back prices

Family Paraphernalia....such as Xavier Mom, Dad, SISTER etc.

A better variety of sweatshirts in the bookstore

Better inform the public about deadlines

More space to sit and possibly study.

Bigger sizes for the clothing

Cheaper binders, and send an e-mail with the list of all the books needed for each class a week before we return to school or a list on the web-site. Cheaper sweatshirts!!!!!!

Music and coffee mugs

Renting books, instead of buying them

More of a variety of clothes and other apparel

Renting Textbooks

More College of Pharmacy apparel and memorabilia

Hats

Sweatpants with Xavier down the side

More items for family members such as t-shirts and hoodies

There is nothing that I couldn't find that I wanted in the bookstore.

I think the bookstore is doing an excellent job

Perhaps some published research of faculty, staff, and students....we work really hard and are very committed and I believe we should celebrate and share what each of us has labored in doing...

Takena S. Reese

More used text books at lower prices.

More used books and new books at reasonable prices.

Various colored apparel year round

Chewing gum

Book rental

Xavier sweatshirts in the traditional (white, gold, black) colors year-round

Better food more variety of food and snacks like Loyola University's stores

Xavier phones.

A FULL selection of CUTE colored hoodies

Carol's daughter products

Cool Xavier key chains

Parents and grandparents merchandise ex. mugs, bumper stickers, and t-shirts

A better selection of African American books

Smaller sizes in the sweats

More clothing items at a decent price and a wider selection of books besides textbooks for classes. Also, we need more help guides or study material that will help us when our normal textbooks cannot.

Electronics

Book for enjoyment

More clothing

More variety of clothing, cheaper food and medicine

Rentable books

Cheaper priced items

Items and sizes of XULA hoodies are sold online that are not in the bookstore.

Medicine

Lower your prices

Manuscript paper for Music Majors that doesn't fall apart after the first use

I wish that Xavier offered a better refund policy. After about two weeks of classes books are not able to be returned. Loyola offered two days after the first week of classes.

More insignia apparel

More paraphernalia

The only thing that I really need in order to stay focused is chewing gum!

More school supplies with the school's name

Hallmark Cards

Rented Books

Xavier socks and beanies

Greek Paraphernalia!!!

More apparel in ALL sizes all the time.

Better priced books

Drug cards for pharmacy students

Plus size clothing

More college of pharmacy clothing

More apparel and items that has Xavier on them

I wish you could purchase apparel with your X card

G2 pens, the multi-pack

The 3 display poster boards

They have pretty much everything....it just need to be a bit cheaper)

Different types of jacket.

Greek merchandise

More affordable school supplies, better discounts on sweatshirts, and please, please have enough books in the store before classes begin so that students do not have to wait a week or so for more books to get in.

T-shirts and hoodies in a wider variety of colors

Computer software

Have more clothing in larger sizes, and the clothing not be so expensive

I wish they stayed open later, i wish they had better prices on Xavier apparel, I wish they sold socks, and t-shirts and other little things like Neosporin, and salt, and ketchup...

More College of Pharmacy shirts. I would like to see colors other than green.

A large variety of school supplies

More types of pens and pencils.

A wider variety of magazines and snacks!!

I would like to see more Xavier paraphernalia. The selection is very slim compared to other universities. I would like to see small t-shirts/sweatshirts for like infants and toddlers for those students who have kids or nieces/nephews.

Cheap prices on food, snacks, and more clothing options

Lower Prices on Items.

More affordable pricings for EVERYTHING...PLEASE...

A broader selection of leisure reading novels

More e-books, more vegetarian foods
3 hole punchers

More variety in hoodies

More family paraphernalia

In the grocery area, the book store can offer a variety of food selections.

Cheaper books

Computer products like Mouses including wireless mouse. The bookstore also charges a lot for products beyond cost price, the prices of the bookstore products should be checked.

More XULA designed hoodie or clothing

I wish Xavier had more selection of apparel for their school of pharmacy.

More Hours

Better prices for selling books back

Food market (like a mini grocery)

Year round purchasing of books that will be billed directly to student accounts, instead of having to purchase the book out of pocket

Children's apparel, computer software

Bigger Sizes for my parents

Coupons

Larger variety of school apparel

Lending books

Graphing calculator

Layaway

School supplies

Car stickers for parents, especially moms

Better prices of the textbooks

More clothing or other merchandise for family members, like Xavier mom t-shirts, shirts for babies, etc

Used books of literature and the environments for English

Hats!

Blankets!

Snack bar /cafe

I wish the bookstore carried a better selection of binders and less expensive selection of spiral notebooks and loose leaf paper

Longer hours, better exchange rate for returned books, better refund policy, more books that are not school/class related.

Bagels

Scientific calculator, more used books and variety of pencils.

Children's apparel

Sibling apparel

Larger sizes

More used textbooks

A better selection and variety of Xavier Paraphernalia

Rent books

Gum, belts

Better prices when you sell books back!

Food

More apparel

More clothes with our school logos, social and professional fraternity's and sorority's, at more affordable prices

More variety in school clothing

The bookstore website should contain images along with the desired books.

A variety of college of Pharmacy apparel including children sizes, as well as full zippered sweat shirts and fleeces.

Offer more used books

Clearance Priced Apparel

Everything is fine

Copy and Fax services. Cheaper school clothes

Xavier backpacks and messenger bags, fitted polo's, bigger car decals, different kinds of books by African Americans, and a larger sitting area.

Chewing gum

Gum

Cheaper textbooks or gave us some apparel with the purchase of textbooks

I believe they offer almost everything needed.

More clothing

Poster Boards

A greater variety of office/school supplies (i.e. more trendy binders, planners, notebooks, messenger bags/laptop bags)

Computer Software at student discounted rates like other schools, larger range of sizes in various items

Best seller books

Sell textbooks at normal market price. Offer to match textbook prices if cheaper one found.

Extend refund policy for 2 weeks after purchase. Allow the students to sell book to Xavier for at least 60% of original purchase price. Allow students to set up an

College of Pharmacy apparel

More fiction novels and included a Starbucks

Condoms

More used books.

Variety of snacks

More Xavier parent apparel

More Personal Items (Hair Products and Hygiene Products)

Greek apparel

More used books

T-shirts in standard colors, not all the extravagant colors

Offer items at a student friendly price

Greek organization merchandise

More used books would be nice and increase the staff during the first week of classes.

More variety of Xavier apparel

More college of pharmacy apparel, larger sizes to choose from, lower prices on merchandise, and better t-shirt designs other than just logo

XU head/sweat bands

Poetry books, music, cheaper prices


APPENDIX A: Bookstore Satisfaction Survey



Bookstore Customer Satisfaction Survey for Students

Next

■□□□□□□□

 inquisite



We would like to find out what you are looking for in a campus bookstore. Please take a few minutes to tell us what you think about us. Your opinion will help us improve our customer services and product offerings.

Bookstore Facilities	Extremely Dissatisfied	Dissatisfied	Satisfied	Extremely Satisfied	No Opinion
Attractive Displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well organized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasant shopping atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpful in-store signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

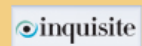
■ ■ ■ ■ ■ ■ ■ ■ ■ ■

inquisite



Services	Extremely Dissatisfied	Dissatisfied	Satisfied	Extremely Satisfied	No Opinion
Courteous staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledgeable staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of service during first week of classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of services at other times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Refund/exchange policies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next





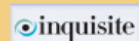
Textbooks	Extremely Dissatisfied	Dissatisfied	Satisfied	Extremely Satisfied	No Opinion
Textbooks are available when classes start	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communications about expected arrival of late or out-of-stock textbooks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of used books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitively priced textbooks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair prices when selling back your textbooks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Next](#)



Other Items	Extremely Dissatisfied	Dissatisfied	Satisfied	Extremely Satisfied	No Opinion
Selection of general and reference books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selections of school supplies (pen, pencils, papers, lab supplies, art materials)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selection of apparel/insignia items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selection of computer products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selection of greeting cards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next





I wish Xavier University bookstore offered the following merchandise or services (please list):

Do you normally buy your textbooks at the Xavier University bookstore?

☒ Yes ☐ No

If "Yes" is selected, these appear

	1 to 25%	26 to 50%	51 to 75%	76 to 100%
What portion of required textbooks for your courses do you usually buy?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What portion of recommended/optional textbooks for your courses do you usually buy?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usually, at the end of the term, what portion of your textbooks do you sell back to the Xavier University bookstore?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do you pay for your textbooks?
(Check all that apply)

- ☐ Charge to Student Bill
☐ Cash, Check, or Credit Card
☐ X-Card
☐ Other (please specify)

Next

inquisite



Please indicate your gender:

☐ Male ☐ Female

I live:

☐ On-Campus ☐ Off-Campus

What is the department or division of your major?

What is your student classification?

- Art
- Biology
- Business
- Chemistry
- Communications
- Computer Science
- Education (Undergraduate)
- Education (Graduate)
- English
- History
- Languages
- Mathematics
- Music
- Pharmacy
- Philosophy
- Physics
- Political Science
- Psychology
- Sociology
- Theology

- Freshman
- Sophomore
- Junior
- Senior
- Graduate Student
- P1
- P2
- P3
- P4

Next

inquisite



Thank You
for taking this survey!




from the
Office of Auxiliary & Support Services

Please hit the **FINISH** button below.

Finish



 inquisite