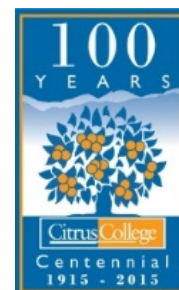




# 2014 Citrus College Bookstore Services Guest Survey Analysis

Office of Institutional Research,  
Planning and Effectiveness  
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### Introduction and Response Rates

This online survey was conducted in fall 2014 with 379 people responding. Analysis of the data was conducted in Survey Monkey and consisted of overall and as a breakdown by the type of customer. 157 respondents (47%) identified themselves as students, 109 (32%) as staff/management and 72 (21%) as faculty. 41 respondents did not indicate their type of customer but were included overall. This analysis is presented in the order in which the questions were asked with key topic in bold lettering. Appendices consist of a copy of the survey questionnaire from the web, data tables presented as overall and by type of customer (student, staff/management or faculty), and a listing of comments made.

### Owl Bookshop Facilities

- Approximately three-quarters of respondents (75%) strongly/somewhat agree that **store fixtures and facilities are attractive**. 75% of students, 80% of staff/management and 69% of faculty strongly/somewhat agree.
- Over two-thirds (70%) strongly/somewhat agree **store layout is well organized**. 71% of students, 72% of staff/management and 67% of faculty strongly/somewhat agree.
- Just under two-thirds (60%) strongly/somewhat agree that **in-store signage is helpful** to locate merchandise. 62% of students, 66% of staff/management and 63% of faculty strongly/somewhat agree.

### Owl Bookshop Personnel

- Almost three-quarters (74%) of respondents agree (strongly or somewhat) that the **number of Owl Bookshop personnel is adequate**. 71% of students, 87% of staff/management and 68% of faculty strongly/somewhat agree.
- 73% strongly/somewhat agree that **personnel are easily identifiable**. 69% of students, 85% of staff/management and 68% of faculty strongly/somewhat agree.
- Almost three quarters (74%) agree **even during the busiest times staff members are courteous**. 74% of students, 83% of staff/management and 71% of faculty strongly/somewhat agree.
- 78% strongly/somewhat agree **personnel are neat in appearance and dress**. 79% of students, 80% of staff/management and 75% of faculty strongly/somewhat agree.
- Three quarters of respondents (75%) strongly/somewhat agree that **personnel are helpful and knowledgeable**. 75% of students, 83% of staff/management and 70% of faculty strongly/somewhat agree.

### Owl Bookshop Merchandise

- Less than half of respondents (43%) strongly/somewhat agree that **textbooks were always in stock**, but over a quarter (26%) found this not applicable. Further examination by type of respondent revealed over half of the students (54%) and faculty (52%) strongly/somewhat agree to this. 62% of staff/management found this not applicable.
- Just under three quarters of respondents (74%) strongly/somewhat agree that **there is a good selection of drinks and snacks available**. 73% of students, 84% of staff/management and 68% of faculty strongly/somewhat agree.
- Just over a third (36%) of respondents strongly/somewhat agree that they **use the Owl Bookstore as a primary resource for snacks**. 35% somewhat/strongly disagree. Over a third of students responding (35%) and 43% of faculty somewhat/strongly disagree with the statement.
- Over half (56%) of survey respondents strongly/somewhat agree that **there is a good variety of imprinted items available**. 62% of students, 60% of staff/management and 47% of faculty strongly/somewhat agree.
- Almost three quarters (74%) of students responding strongly/somewhat agree that they **are able to find textbooks needed**. Over a third of all respondents (35%) found this not applicable – mainly staff/management (72%) and faculty (46%).
- Almost two-thirds of survey respondents (65%) strongly/somewhat agree that there **is a good selection of gift items available**. 59% of students, 83% of staff/management and 56% of faculty strongly/somewhat agree.

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- Over one third of all respondents (34%) somewhat/strongly disagree that **textbook prices were competitive**. Half of students responding (50%) somewhat/strongly disagree textbook prices were competitive. Almost a third (31%) of faculty responding also somewhat/strongly disagrees.
- Overall, 38% of respondents strongly/somewhat agree that **supply prices are competitive**. 37% of students responding strongly/somewhat agree that supply prices are competitive, yet 36% somewhat/strongly disagree. A third (33%) of faculty strongly/somewhat agrees while 19% somewhat/strongly disagree.

### Owl Bookshop - Operations

- Just under half of all respondents (48%) strongly/somewhat agree **at the beginning of the term the checkout process is acceptable**. Just over half of the students (53%) strongly/somewhat agree to this while 36% of staff/management and 31% of faculty thought it not applicable.
- Almost three-quarters of respondents (73%) strongly/somewhat agree that **the check out process during the term was acceptable**. Over three quarters of students responding (78%) strongly (47%)/somewhat (31%) agree to this. 73% of staff/management and 63% of faculty concurred.
- Almost nine out of ten respondents (86%) strongly (55%)/somewhat (31%) agree that **transactions at check-out are accurate**. Breakdown by student, staff/management and faculty was also around 90% (88% students, 90% staff/management and 83% faculty).
- Approximately half of respondents (49%) strongly/somewhat agree that **responsiveness to special orders and requests is satisfactory**. Student, staff/management and faculty specific responses were also around 50% (50% students, 48% staff/management and 50% faculty).
- Only 42% of respondents strongly/somewhat agree that **bookshop staff is reliable about informing me about out-of-stock textbook status**. Over half of students responding (58%) strongly/somewhat agree to this. Most staff/management (66%) and over a third of faculty (35%) selected not applicable.

### Art and Coffee Bar - Facilities

- Approximately three-quarters of respondents (76%) agree (strongly or somewhat) that **store fixtures and facilities are attractive**. Over 91% of staff/management strongly (57%)/somewhat (34%) agree to this statement. For students and faculty the percentage strongly/somewhat agreeing was around 70% (69% students, 71% faculty).
- Over two-thirds (68%) strongly or somewhat agree **store layout is well organized**. Just under two-thirds (65%) of students strongly/somewhat 11% of faculty somewhat/strongly disagreed.
- Two out of three respondents (67%) strongly or somewhat agree that **in-store signage is helpful to locate merchandise**. 63% of students, 77% of staff/management and 63% of faculty strongly/somewhat agree.

### Art and Coffee Bar - Personnel

- Almost six out of ten (59%) respondents agree (strongly or somewhat) that the **number of personnel is adequate**. 14% of students responding, 18% of staff/management and 23% of faculty somewhat/strongly disagree with this statement.
- 74% of respondent strongly (48%)/somewhat (26%) agree that **personnel are easily identifiable**. 46% of students strongly agree and 25% somewhat agree. 63% of staff/management strongly agree and 26% somewhat agree. Two-thirds of faculty (66%) responding strongly/somewhat agree.
- Almost three quarters (71%) agree **even during the busiest times staff members are courteous**. Student respondents strongly/somewhat agree 67% of the time. 85% of staff/management respondents strongly/somewhat agree. 69% of faculty strongly/somewhat agrees.
- Almost three quarters of respondents (73%) strongly/somewhat agree **personnel are neat in appearance and dress**. 70% of students responding, 84% of staff/management responding and 71% of faculty also strongly/somewhat agrees.

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- Almost two thirds of respondents (65%) strongly/somewhat agree that **personnel are helpful and knowledgeable**. 10% of students somewhat/strongly disagree that personnel are helpful and knowledgeable while 17% of faculty chose not applicable to the statement.

### Art and Coffee Bar - Merchandise

- Almost half of respondents (46%) chose not applicable to the statement that **art supplies were always in stock**, but 47% of students strongly/somewhat agreed to the statement. 73% of staff/management and 50% of faculty responding found this not applicable.
- Similar, just under half of respondents (44%) chose not applicable to the statement **there is a good selection of art supplies** but almost half (48%) of students strongly/somewhat agreed. 68% of staff/management and 49% of faculty responding chose not applicable.
- 63% of respondents strongly/somewhat agree that there is a **good selection of snacks and drinks** in the Art and Coffee bar. 59% of students, 79% of staff/management and 57% of faculty strongly/somewhat agreed to this statement.
- Almost half of respondents (46%) chose not applicable to the statement that **art supplies have competitive prices**, but 42% of students strongly/somewhat agreed to the statement. 70% of staff/management and 48% of faculty responding found this not applicable.
- Almost two out of three (65%) respondents strongly/somewhat agree to the statement they **appreciate the student art in the cabinetry at the entrance**. 59% of students, 79% of staff/management and 59% of faculty strongly/somewhat agree.
- Less than half (45%) of respondents strongly/somewhat agree that they **use the Art and Coffee Bar as a primary resource for snack needs**. Over one in five (22%) somewhat/strongly disagree to the statement. 21% of students, 13% of staff/management and 33% of faculty somewhat/strongly disagree.

### Art and Coffee Bar - Operations

- 41% of respondents strongly/somewhat agree that **at the beginning of the term the checkout process is acceptable** but fewer than one in four (23%) somewhat/strongly disagree. 17% of students, 30% of staff/management and 27% of faculty respondents somewhat/strongly disagree to this statement.
- Almost three quarter of respondents (70%) strongly/somewhat agree that the **transactions at check-out are accurate**. 68% of students, 85% of staff/management and 60% of faculty respondents strongly/somewhat agree. 20% of faculty responding selected not applicable.
- 58% of respondents strongly/somewhat agree that **responsiveness to special drink orders and requests is satisfactory**. 56% of students, 71% of staff/management and 50% of faculty respondents strongly/somewhat agree to the statement. 29% of faculty selected not applicable.
- 64% of respondents strongly/somewhat agree that **customer service is efficient**. 11% somewhat/strongly disagree. 63% of students, 70% staff/management and 58% of faculty responding strongly/somewhat agree. 17% of staff/management and 12% of faculty somewhat/strongly disagree.

### Bookstore Service – Website

- Just over one in three respondents (39%) strongly/somewhat agree that the **www.owlbookshop.com website easy to navigate**. 17% somewhat/strongly disagree. 30% chose not applicable. One in five (20%) students, 12% of staff/management and 19% of faculty respondents somewhat/strongly disagree with the statement.
- Just over one in three respondents (36%) strongly/somewhat agree that the **website offers good selection of general merchandise items**. 12% of students, 6% of staff/management and 10% of faculty respondents somewhat/strongly disagree. Around half of staff/management (51%) and of faculty respondents (48%) chose not applicable.

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- Under half of respondents (41%) strongly/somewhat agree they are **able to find the textbooks needed for my courses** but 40% also chose not applicable. Almost two thirds (63%) of students responding strongly/somewhat agree to the statement. 72% of staff/management and 50% of faculty respondents chose not applicable.
- Only one in four respondents (25%) strongly/somewhat agree the **online rental program is easy to use** but 54% found it not applicable. Just over one third (35%) of students responding strongly/somewhat agree. 34% of students, 76% of staff/management and 62% of faculty responding chose not applicable.
- Less than half (47%) of respondents strongly/somewhat agree that **direct link to course material information on the live course schedule is helpful**. 65% of students responding strongly/somewhat agree. 64% of staff/management and 48% of faculty chose not applicable.

### Bookstore Service – Vending Machines

- Half (50%) of respondents strongly/somewhat agree that **vending machines are easy to operate**. 10% somewhat/strongly disagree. 17% of students responding somewhat/strongly disagree. 12% of students, 37% of staff/management and 44% of faculty respondents chose not applicable.
- Two out of five (40%) respondents strongly/somewhat agree **vending machines offer a good selection of snacks** yet 17% somewhat/strongly disagree. 25% of students and 15% of faculty respondents somewhat/strongly disagree with the statement.
- Only slightly more than one in five (22%) respondents strongly/somewhat agrees they use vending machines as a primary source for snack needs. One third (33%) somewhat/strongly disagree with the statement. 38% of students, 28% of staff/management and 31% of faculty somewhat/strongly disagree with the statement.

### Buy/Rent Textbooks – Students Only (n=156)

- 35% of students responding **normally buy/rent all of their textbooks** from the Owl Bookshop.
- 33% of students responding **buy/rent some of their textbooks** from the Owl Bookshop.
- 15% of students responding **rarely buy/rent their textbooks** from the Owl Bookshop.
- 14% of students responding **do not buy/rent their textbooks** from the Owl Bookshop.

### Primary Reasons Rarely or Do Not Buy/Rent Textbooks (multiple selections possible) – Students Only (n=68)

- Over a third (36%) of students responding **use library resources**.
- Only 16% of students responding **share textbooks** with other students.
- One in five students (20%) responding **have instructors not use required textbooks**.
- 80% of students responding **find the price beyond ability to pay**.

### Which Library Resources Have You Used for Textbooks (multiple selections possible) – Students Only (n=38)

- Over two-thirds (67%) of students responding **use check-out**.
- 94% of students responding **read in library**.
- 50% of students responding **photocopy**.

## **Snacks/Drinks/Sandwiches from Owl Bookshop, Art and Coffee Bar, and/or Vending Machines**

- Only 18% of survey respondents **normally buy all of their snacks/drinks/sandwiches** from the Owl Bookshop, Art and Coffee Bar, and/or vending machines. 20% of students, 16% of staff/management and 14% of faculty responding normally buy all of their snacks/drinks/sandwiches from the Owl Bookshop, Art and Coffee Bar, and/or vending machines
- Less than half (41%) of survey respondents **buy some of their snacks/drinks/sandwiches** from the Owl Bookshop, Art and Coffee Bar, and/or vending machines. 38% of students, 54% of staff/management and 28% of faculty responding buy some of their snacks/drinks/sandwiches from the Owl Bookshop, Art and Coffee Bar, and/or vending machines
- Just under a third (30%) of survey respondents **rarely buy their snacks/drinks/sandwiches** from the Owl Bookshop, Art and Coffee Bar, and/or vending machines. 30% of students, 23% of staff/management and 39% of faculty responding rarely buy all of their snacks/drinks/sandwiches from the Owl Bookshop, Art and Coffee Bar, and/or vending machines.
- Only 12% of survey respondents **do not buy their snacks/drinks/sandwiches** from the Owl Bookshop, Art and Coffee Bar, and/or vending machines. 11% of students, 7% of staff/management and 19% of faculty responding do not buy all of their snacks/drinks/sandwiches from the Owl Bookshop, Art and Coffee Bar, and/or vending machines.

## **Primary Reasons Rarely or Do Not Buy Snacks/Drinks/Sandwiches from Owl Bookshop, Art and Coffee Bar, and/or Vending Machines (multiple selections possible)**

- Just over one in four (26%) of survey respondents to this question (89) indicate they **want a hot meal from the cafeteria**. 30% of students responding to this question, 25% of staff/management responding to this question and 18% of 26 faculty responding to this question selected this option.
- 44% of survey respondents (89) indicate they **eat at a local fast food and restaurants**. 47% of 66 students, 40% of 24 staff/management and 41% of 26 faculty responding to this question indicated eating at a local fast food or restaurant.
- Just under half (49%) of survey respondents to this question (89) indicate there is **not enough healthy alternatives**. 47% of 66 students responding to this question, 55% of 24 staff/management responding to this question and 50% of 26 faculty responding to this question selected this option.
- 11% of survey respondents (89) were **not aware these items sold at Owl Bookshop**. 17% of 66 students and 9% of 26 faculty responding selected this option (none of the staff/management chose this option).

## **In the Past Month How Many Times Have You VISITED**

- Over half of survey respondents (58%) indicated visiting **the Owl Bookshop** one to four times in the past month. 21% indicated never visiting the Owl Bookshop. 21% indicated visiting five or more times. 59% of students, 61% of staff/management and 51% of faculty respondents indicated visiting the bookshop one to four times in the past month. Less than one in four staff/management respondents (24%) and just over a third of faculty respondents (36%) indicated never visiting the bookshop in the past month.
- 40% of survey respondents indicated visiting **the Art and Coffee Bar** one to four times in the past month. A third (33%) indicated never visiting the Art and Coffee Bar. Over a quarter (26%) indicated visiting five or more times in the past month. 40% of students, 18% of staff/management and 44% of faculty indicated never visiting the bar in the past month. 35% of students, 49% of staff/management and 39% of faculty responses indicated a visit between one and four times in the past month.
- 61% of survey respondents indicated never visiting **the vending machines** in the past month. 31% indicated visiting one to four times in the past month. 7% indicated visiting five or more times. 46% of students, 78% of staff/management and 69% of faculty indicate never visiting the vending machines in the past month. 44% of students, 19% of staff/management and 24% of faculty respondents indicated visiting the vending machines one to four times in the past month.



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- Over two-thirds (69%) of survey respondents indicated not visiting **the Owl Bookshop website**. Roughly one in four respondents (24%) visited the website one to four times in the past month. 7% indicated five or more visits in the past month to the website. 63% of students, 79% of staff/management and 66% of faculty respondents indicated never visiting the website in the past month. 28% of students, 16% of staff/management and 27% of faculty indicated visiting the website one to four times in the past month.

### In the Past Month How Many Times Have You PURCHASED from

- Over half of survey respondents (51%) indicated purchasing at **the Owl Bookshop** one to four times in the past month. 32% indicated never purchasing at the Owl Bookshop. 17% indicated purchasing five or more times. 53% of students, 55% of staff/management and 40% of faculty respondents indicated purchasing at the bookshop one to four times in the past month. Less than one in four student respondents (22%), a third of staff/management respondents (33%) and just over half of faculty respondents (51%) indicated never purchasing from the bookshop in the past month.
- 36% of survey respondents indicated purchasing from **the Art and Coffee Bar** one to four times in the past month. Over one third (39%) indicated never purchasing from the Art and Coffee Bar. A quarter (25%) indicated purchasing five or more times in the past month. 45% of students, 21% of staff/management and 51% of faculty indicated never purchasing from the Art and Coffee Bar in the past month. 29% of students, 48% of staff/management and 35% of faculty responses indicated a purchase between one and four times in the past month.
- Almost two out of three (65%) of survey respondents indicated never purchasing from **the vending machines** and 29% indicated visiting one to four times in the past month. 7% indicated purchasing five or more times. 48% of students, 80% of staff/management and 76% of faculty indicate never purchasing from the vending machines in the past month. 42% of students indicated purchasing from the vending machines one to four times in the past month.
- Nine out of ten (90%) of survey respondents indicated not purchasing **the Owl Bookshop website** and 8% indicated they purchased from the website one to four times in the past month. 83% of students, 98% of staff/management and 93% of faculty respondents indicated never purchasing from the website.

### Overall Experience

- 85% of respondents strongly/somewhat agree that their **overall experience with Citrus College BOOKSTORE SERVICES has been positive**. 83% of students, 92% of staff/management and 76% of faculty strongly/somewhat agree to the statement. 62% of staff/management strongly agree.

### Survey Respondent Demographics

- When asked their **gender** almost three quarters (71%) of respondents to the survey indicated being female in gender. 25% indicated being male and 3% indicated other or declined to state. Most of the students responding were female (73%) while 25% male and 2% other. Most of the staff/management responding were female as well (83%) while 11% were male and 6% other. Faculty gender distribution was 49% female, 48% male and 3% other.
- Age** distribution of respondents consisted of 14% under 20, 26% between 20 and 29, 13% between 30 and 39, 15% between 40 and 49 and 32% 50 and older. Student age distribution consisted of 29% under 20, 54% between 20 and 29, 10% between 30 and 39, 6% between 40 and 49 and 2% 50 and older. Staff/management age distribution consisted of 3% between 20 and 29, 16% between 30 and 39, 17% between 40 and 49 and 64% 50 and older. Faculty age distribution consisted of 16% between 30 and 39, 31% between 40 and 49 and 53% 50 and older.
- Ethnicity** distribution of respondents consisted of 43% White, 36% Hispanic or Latino, 9% Asian and 9% Two or More Races, 2% African American, 1% American Indian or Alaskan Native and less than one percent Native Hawaiian or Pacific Islander. Student ethnicity distribution of respondents consisted of 25% White, 46% Hispanic or Latino, 13% Asian and 13% Two or More Races, 1% African American and 1% American Indian or Alaskan Native and less than one percent Native Hawaiian or

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Pacific Islander. Staff/management ethnicity distribution of respondents consisted of 57% White, 30% Hispanic or Latino, 4% Asian, 7% Two or More Races and 2% African American.

- 79% of respondents indicated they were **Full-Time**. 21% indicated Part-Time. Student respondents were 76% full-time, 24% part-time. Staff/management respondents were 84% full-time, 16% part-time. Faculty respondents were 76% full-time and 24% part-time.

### Additional Comments

86 respondents to the survey provided additional comments, some commenting on multiple themes. 28 comments referred to staff. 20 comments referred to stock such as books, food, college items and miscellaneous items. 17 comments referred to the checkout and long lines. 11 comments were general in nature. Nine comments referred to the layout of the facilities. Six comments referenced prices and six comments referenced the business process. Three comments referred to customer service. Two comments referred to services in general and two referred to vending machines. One comment referenced the website. In order of most common theme occurrence (in bold lettering) comments are summarized as:

- **Staff** themed comments were both positive and negative in nature. Positive staff comments contained the words great, invaluable, helpful, amazing, friendly, professional, knowledgeable and does a good/great job. Negative staff comments contained the words/phrases inefficient, not friendly, uninterested, slow, too many, need to be more friendly and welcoming, be more professional, be better/properly trained, involved in personal conversations, too much socializing, rude and inattentive and lack customer service skills.
- **Stock** comments followed four specific themes. The most common stock related comment referred to textbook prices and how high they were as well as their availability. Food comments related to how much of a positive variety there was but also the need for more variety and expansion into healthy snacks. College related items had comments relating to both the limited selection as well as the good selection of logo items and a suggestion of expansion into children's logo clothing. Miscellaneous stock related comments ranged from merchandise policies being too rigid, to additional items specifically music related being offered, to there being too many unnecessary items sold that are later sold at a discount.
- **Checkout** themed comments were primarily with inefficiency and long lines at both locations. Comments provided suggestions ranging from having more registers and cashiers and for them to pick up the pace, dedicated express checkouts and even having an additional Art and Coffee bar on campus.
- **General** comments varied greatly with most positive and appreciative. A few specific comments made were "the best. proud to be at citrus college", "I love the Owl Bookstore!!!!" and "Thank you for everything keep up the good work!!!"
- **Layout** themed comments were also both positive and negative. A few respondents commented they liked the layout of the store and found both clean and well managed. Others commented that the space was small and outdated, "kind of cluttery". Some commented that the bookstore needed renovation and expansion/space and that the current layout does not function properly. One comment specifically referenced the need for another Art and Coffee Bar on campus at the east end.
- **Prices** themed comments were primarily with things including food, supplies and merchandise in general being overpriced and expensive.
- **Process** themed comments covered areas of checkout, hours of operation and textbook ordering. A few comments related to having both registers being used at the Art and Coffee Bar during peak times. Hours of operation were suggested to be expanded to accommodate the cafeteria closing early. One comment related to a "bad experience" at the bookstore when ordering a textbook.
- **Customer Service** themed comments occurred three times. One respondent commented that customer service was "atrocious", while another said the customer service skills of employees were lacking. Conversely a third respondent commented "Key personnel deserve a high rating on multiple areas of customer service."
- In general, **Service** themed comments were positive with one comment saying "the service is positive" and another comment being "For the bookstore the service is good"



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- There were two comments regarding **Vending Machines** with both referring to the machines being sold out of various products or “they hardly are in operation”.
- The **website** was referenced once in the comments. “The website is awful.” Then additional specific aspects of the website were referenced – hard to see links, have to navigate to bottom of page and an unappealing front page.

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## Appendix 1 Survey Questionnaire

**2014 Citrus College Bookstore Services Guest Survey**

We value your input!

The bookstore is conducting a program review and we would like to hear from you. We are emailing this survey to students, faculty and staff to help us better serve you. Upon completion of this survey you will be led to a 20% coupon, good at the Owl Bookshop or the Art & Coffee Bar.

Thank you!

**2014 Citrus College Bookstore Services Guest Survey**

Please indicate the extent to which you agree with each of the the followin...

**1. OWL BOOKSHOP Facilities**

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A
Store fixtures and physical facilities are attractive and visually appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store layout is well organized.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store signs are helpful to locate merchandise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**2. OWL BOOKSHOP Personnel**

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A
There are adequate number of personnel to assist me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The OWL BOOKSHOP has easily identifiable personnel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff members are courteous even during busiest times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personnel are neat in their appearance and dress.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personnel are helpful and knowledgeable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**3. OWL BOOKSHOP Merchandise**

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A
Textbooks for courses are always in-stock.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a good selection of drinks and snacks available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use the Owl Bookshop as my primary resource for snack needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a good variety of imprinted items available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
While in the bookstore, I am able to find the textbooks needed for my courses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a good selection of gift items available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Textbook prices are competitive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supply prices are competitive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**4. OWL BOOKSHOP Operations**

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A
At the beginning of the term, the check-out process is acceptable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
During the remainder of the term, the check-out process is fast.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The transactions at check-out are accurate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness to special orders and requests is satisfactory.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bookshop staff are reliable about informing me of out-of-stock textbook status.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Please indicate the extent to which you agree with each of the the followin...

**5. ART & COFFEE BAR Facilities**

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A
Store fixtures and physical facilities are attractive and visually appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store layout is well organized.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store signs are helpful to locate merchandise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. ART & COFFEE BAR Personnel**

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A
There are adequate number of personnel to assist me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ART & COFFEE BAR has easily identifiable personnel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personnel are courteous, even during busiest times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personnel are neat in their appearance and dress.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personnel are helpful and knowledgeable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**7. ART & COFFEE BAR Merchandise**

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A
Art supplies are always in-stock.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a good selection of art supplies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a good selection of snacks and drinks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art supplies have competitive prices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I appreciate the student art in the cabinetry at the entrance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use the ART & COFFEE BAR as my primary resource for snack needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 2014 Citrus College Bookstore Services Guest Survey Analysis

### 2014 Citrus College Bookstore Services Guest Survey

#### 8. ART & COFFEE BAR Operations

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A
At the beginning of the term, the check-out process is acceptable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
During the remainder of the term, the check-out process is fast.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The transactions at check-out are accurate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness to special drink orders and requests is satisfactory.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer service is efficient.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 2014 Citrus College Bookstore Services Guest Survey

Please indicate the extent to which you agree with each of the the followin...

#### 9. Bookstore Service WEBSITE

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A
The www.owlbookshop.com website is easy to navigate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The website offers a good selection of general merchandise items.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to find the textbooks needed for my courses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The online rental program is easy to use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a direct link to course material information on the live course schedule is helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### 10. Bookstore Service VENDING MACHINES

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A
Vending machines are easy to operate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vending machines offer a good selection of snacks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use vending machines as my primary source for snack needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 2014 Citrus College Bookstore Services Guest Survey

#### 11. Which of the following is most applicable to you?

- ☐ I normally buy/rent all of my textbooks from the Owl Bookshop.  
☐ I buy/rent some of my textbooks from the Owl Bookshop.  
☐ I rarely buy/rent my textbooks from the Owl Bookshop.  
☐ I do not buy/rent my textbooks from the Owl Bookshop.  
☐ Not applicable

### 2014 Citrus College Bookstore Services Guest Survey

#### 12. What are the primary reasons that you rarely or do not buy/rent textbooks from the Owl Bookshop? (Check all that apply)

- ☐ I use library resources.  
☐ I share my textbooks with other students.  
☐ My instructor does not use the required textbooks.  
☐ Price is beyond my ability to pay.

Other (please specify)

## 2014 Citrus College Bookstore Services Guest Survey Analysis

### 2014 Citrus College Bookstore Services Guest Survey

#### 13. Which library resources have you used for textbooks? (Check all that apply)

- ☐ Check-out
- ☐ Read in library
- ☐ Photocopy

### 2014 Citrus College Bookstore Services Guest Survey

#### 14. Which of the following is most applicable to you?

- ☐ I normally buy all of my snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines.
- ☐ I buy some of my snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines.
- ☐ I rarely buy my snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines.
- ☐ I do not buy my snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines.

### 2014 Citrus College Bookstore Services Guest Survey

#### 15. What are the primary reasons that you rarely or do not buy snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines? (Check all that apply)

- ☐ I want a hot meal from the cafeteria.
- ☐ I eat at local fast food and restaurants.
- ☐ There are not enough healthy alternatives.
- ☐ I was not aware that these items were sold at the Owl Bookshop.

Other (please specify)

### 2014 Citrus College Bookstore Services Guest Survey

#### 16. In the past month, how many times have you VISITED:

	None	1 to 4	5 to 10	11 to 20	Daily
The OWL BOOKSHOP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ART & COFFEE BAR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VENDING MACHINES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Owl Bookshop WEBSITE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### 17. In the past month, how many times have you PURCHASED from:

	None	1 to 4	5 to 10	11 to 20	Daily
The OWL BOOKSHOP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ART & COFFEE BAR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VENDING MACHINES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Owl Bookshop WEBSITE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 2014 Citrus College Bookstore Services Guest Survey Analysis

**2014 Citrus College Bookstore Services Guest Survey**

**18. Overall Experience**

Strongly Agree   Somewhat Agree   Neither Agree nor Disagree   Somewhat Disagree   Strongly Disagree   N/A

My overall experience with Citrus College BOOKSTORE SERVICES has been positive.

**19. Additional Comments**

**2014 Citrus College Bookstore Services Guest Survey**

**Tell us about you**

**20. Gender**

☐ Male  
☐ Female  
☐ Other/Decline to State

**21. Age**

☐ Under 20  
☐ 20-29  
☐ 30-39  
☐ 40-49  
☐ 50 and over

**22. Ethnicity**

☐ African American  
☐ American Indian or Alaskan Native  
☐ Asian  
☐ Hispanic or Latino  
☐ Native Hawaiian or Pacific Islander  
☐ White  
☐ Two or More Races  
Other (please specify)

**23. Customer Type**

☐ Student  
☐ Staff/Management  
☐ Faculty

**24. Status**

☐ Full-Time  
☐ Part-Time

**2014 Citrus College Bookstore Services Guest Survey**

Thank you for completing the survey. Please click "Done" below to submit your responses and you will be re-directed to the 20% coupon!

## Appendix 2a Overall Data Tables (source: Survey Monkey)

## Q1 OWL BOOKSHOP Facilities (Answered: 379 Skipped: 1)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Store fixtures and physical facilities are attractive and visually appealing.	32.45% 123	42.74% 162	11.08% 42	8.97% 34	1.32% 5	3.43% 13	379
The store layout is well organized.	31.22% 118	38.36% 145	8.47% 32	14.02% 53	5.29% 20	2.65% 10	378
In-store signs are helpful to locate merchandise.	27.32% 103	33.16% 125	15.92% 60	15.12% 57	4.77% 18	3.71% 14	377

## Q2 OWL BOOKSHOP Personnel (Answered: 379 Skipped: 1)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
There are adequate number of personnel to assist me.	35.88% 136	38.52% 146	8.71% 33	10.82% 41	2.90% 11	3.17% 12	379
The OWL BOOKSHOP has easily identifiable personnel.	39.26% 148	33.42% 126	12.20% 46	8.75% 33	2.39% 9	3.98% 15	377
Staff members are courteous even during busiest times.	42.55% 160	31.91% 120	11.17% 42	5.59% 21	3.46% 13	5.32% 20	376
Personnel are neat in their appearance and dress.	44.97% 170	32.80% 124	12.43% 47	4.50% 17	1.59% 6	3.70% 14	378
Personnel are helpful and knowledgeable.	42.18% 159	33.16% 125	13.26% 50	5.04% 19	3.18% 12	3.18% 12	377

## Q3 OWL BOOKSHOP Merchandise (Answered: 380 Skipped: 0)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Textbooks for courses are always in-stock.	18.52% 70	24.60% 93	13.49% 51	11.90% 45	5.03% 19	26.46% 100	378
There is a good selection of drinks and snacks available.	40.48% 153	33.86% 128	10.32% 39	7.94% 30	2.65% 10	4.76% 18	378
I use the Owl Bookshop as my primary resource for snack needs.	20.05% 76	16.36% 62	17.41% 66	13.46% 51	21.64% 82	11.08% 42	379
There is a good variety of imprinted items available.	26.46% 100	29.10% 110	24.07% 91	3.70% 14	2.12% 8	14.55% 55	378
While in the bookstore, I am able to find the textbooks needed for my courses.	22.81% 86	26.53% 100	8.49% 32	6.10% 23	1.33% 5	34.75% 131	377
There is a good selection of gift items available.	31.64% 118	33.78% 126	20.64% 77	3.75% 14	1.34% 5	8.85% 33	373
Textbook prices are competitive.	10.82% 41	13.98% 53	15.30% 58	14.25% 54	19.26% 73	26.39% 100	379
Supply prices are competitive.	14.25% 54	23.48% 89	21.64% 82	15.83% 60	11.87% 45	12.93% 49	379

## Q4 OWL BOOKSHOP Operations (Answered: 380 Skipped: 0)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
At the beginning of the term, the check-out process is acceptable.	18.52% 70	29.89% 113	11.38% 43	12.70% 48	8.73% 33	18.78% 71	378
During the remainder of the term, the check-out process is fast.	38.52% 146	34.83% 132	10.03% 38	4.75% 18	3.17% 12	8.71% 33	379
The transactions at check-out are accurate.	55.17% 208	31.03% 117	5.84% 22	1.33% 5	0.53% 2	6.10% 23	377
Responsiveness to special orders and requests is satisfactory.	28.95% 110	20.53% 78	17.89% 68	2.37% 9	1.58% 6	28.68% 109	380
Bookshop staff are reliable about informing me	23.48% 90	18.21% 69	16.36% 62	4.75% 18	4.49% 17	32.72% 125	380



## 2014 Citrus College Bookstore Services Guest Survey Analysis

of out-of-stock textbook status.	89	69	62	18	17	124	379
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### Q5 ART & COFFEE BAR Facilities (Answered: 349 Skipped: 31)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Store fixtures and physical facilities are attractive and visually appealing.	43.27% 151	32.38% 113	9.74% 34	2.87% 10	1.43% 5	10.32% 36	349
The store layout is well organized.	39.66% 138	28.74% 100	13.22% 46	6.03% 21	2.30% 8	10.06% 35	348
In-store signs are helpful to locate merchandise.	37.93% 132	28.74% 100	16.38% 57	4.31% 15	1.72% 6	10.92% 38	348

### Q6 ART & COFFEE BAR Personnel (Answered: 350 Skipped: 30)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
There are adequate number of personnel to assist me.	32.57% 114	26.57% 93	12.29% 43	11.43% 40	5.14% 18	12.00% 42	350
The ART & COFFEE BAR has easily identifiable personnel.	48.29% 169	26.00% 91	9.71% 34	3.71% 13	0.57% 2	11.71% 41	350
Personnel are courteous, even during busiest times.	45.56% 159	25.79% 90	11.17% 39	2.29% 8	2.87% 10	12.32% 43	349
Personnel are neat in their appearance and dress.	45.85% 160	27.22% 95	10.32% 36	4.01% 14	0.86% 3	11.75% 41	349
Personnel are helpful and knowledgeable.	41.79% 145	23.34% 81	14.41% 50	5.19% 18	2.31% 8	12.97% 45	347

### Q7 ART & COFFEE BAR Merchandise (Answered: 348 Skipped: 32)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Art supplies are always in-stock.	19.02% 66	14.70% 51	17.58% 61	2.02% 7	0.58% 2	46.11% 160	347
There is a good selection of art supplies.	20.93% 72	14.83% 51	17.44% 60	2.33% 8	0.29% 1	44.19% 152	344
There is a good selection of snacks and drinks.	34.68% 120	28.61% 99	12.72% 44	6.07% 21	2.31% 8	15.61% 54	346
Art supplies have competitive prices.	15.79% 54	14.33% 49	18.42% 63	2.34% 8	3.51% 12	45.61% 156	342
I appreciate the student art in the cabinetry at the entrance.	48.55% 168	16.18% 56	14.45% 50	1.16% 4	0.87% 3	18.79% 65	346
I use the ART & COFFEE BAR as my primary resource for snack needs.	27.75% 96	17.05% 59	18.21% 63	10.12% 35	11.56% 40	15.32% 53	346

### Q8 ART & COFFEE BAR Operations (Answered: 351 Skipped: 29)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
At the beginning of the term, the check-out process is acceptable.	20.51% 72	20.80% 73	15.38% 54	11.11% 39	11.40% 40	20.80% 73	351
During the remainder of the term, the check-out process is fast.	25.36% 89	26.21% 92	13.68% 48	12.82% 45	7.41% 26	14.53% 51	351
The transactions at check-out are accurate.	47.29% 166	23.08% 81	12.82% 45	1.99% 7	0.57% 2	14.25% 50	351
Responsiveness to special drink orders and requests is satisfactory.	36.10% 126	22.35% 78	13.47% 47	5.16% 18	2.58% 9	20.34% 71	349
Customer service is efficient.	37.36% 130	26.15% 91	12.64% 44	5.75% 20	5.17% 18	12.93% 45	348

## 2014 Citrus College Bookstore Services Guest Survey Analysis

### Q9 Bookstore Service WEBSITE (Answered: 339 Skipped: 41)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
The www.owlbookshop.com website is easy to navigate.	18.58% 63	20.06% 68	14.16% 48	9.44% 32	7.37% 25	30.38% 103	339
The website offers a good selection of general merchandise items.	18.93% 64	16.86% 57	19.82% 67	7.10% 24	2.66% 9	34.62% 117	338
I am able to find the textbooks needed for my courses.	23.51% 79	17.86% 60	12.80% 43	4.76% 16	1.49% 5	39.58% 133	336
The online rental program is easy to use.	13.10% 44	11.61% 39	16.67% 56	2.98% 10	2.08% 7	53.57% 180	336
Having a direct link to course material information on the live course schedule is helpful.	32.54% 110	14.79% 50	12.43% 42	0.59% 2	0.89% 3	38.76% 131	338

### Q10 Bookstore Service VENDING MACHINES (Answered: 336 Skipped: 44)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Vending machines are easy to operate.	26.27% 88	23.28% 78	12.84% 43	5.97% 20	4.48% 15	27.16% 91	335
Vending machines offer a good selection of snacks.	20.30% 68	19.70% 66	15.82% 53	10.45% 35	6.57% 22	27.16% 91	335
I use vending machines as my primary source for snack needs.	10.15% 34	11.64% 39	18.51% 62	11.94% 40	21.19% 71	26.57% 89	335

### Q11 Which of the following is most applicable to you? (Answered: 338 Skipped: 42)

Answer Choices	Responses	
I normally buy/rent all of my textbooks from the Owl Bookshop.	18.05%	61
I buy/rent some of my textbooks from the Owl Bookshop.	16.86%	57
I rarely buy/rent my textbooks from the Owl Bookshop.	8.58%	29
Not applicable	0.00%	0
I do not buy/rent my textbooks from the Owl Bookshop.	11.24%	38
Not applicable	45.27%	153
<b>Total</b>	<b>338</b>	

### Q12 What are the primary reasons that you rarely or do not buy/rent textbooks from the Owl Bookshop? (Check all that apply) (Answered: 74 Skipped: 306)

Answer Choices	Responses	
I use library resources.	40.54%	30
I share my textbooks with other students.	10.81%	8
My instructor does not use the required textbooks.	14.86%	11
Price is beyond my ability to pay.	71.62%	53
<b>Total Respondents: 74</b>		

### Q13 Which library resources have you used for textbooks? (Check all that apply) (Answered: 68 Skipped: 312)

Answer Choices	Responses	
Check-out	45.59%	31
Read in library	70.59%	48
Photocopy	41.18%	28
<b>Total Respondents: 68</b>		

## 2014 Citrus College Bookstore Services Guest Survey Analysis

### Q14 Which of the following is most applicable to you? (Answered: 335 Skipped: 45)

Answer Choices	Responses
Not Applicable	0.00% 0
I normally buy all of my snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines.	17.61% 59
I buy some of my snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines.	41.19% 138
I rarely buy my snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines.	29.55% 99
I do not buy my snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines.	11.64% 39
Not applicable	0.00% 0
<b>Total</b>	<b>335</b>

### Q15 What are the primary reasons that you rarely or do not buy snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines?

(Check all that apply) (Answered: 89 Skipped: 291)

Answer Choices	Responses
I want a hot meal from the cafeteria.	25.84% 23
I eat at local fast food and restaurants.	43.82% 39
There are not enough healthy alternatives.	49.44% 44
I was not aware that these items were sold at the Owl Bookshop.	11.24% 10
<b>Total Respondents: 89</b>	

### Q16 In the past month, how many times have you VISITED: (Answered: 339 Skipped: 41)

	None	1 to 4	5 to 10	11 to 20	Daily	Total
The OWL BOOKSHOP	21.60% 73	57.69% 195	12.13% 41	3.55% 12	5.03% 17	338
The ART & COFFEE BAR	33.33% 111	40.24% 134	12.31% 41	6.61% 22	7.51% 25	333
VENDING MACHINES	61.38% 205	31.44% 105	5.69% 19	0.60% 2	0.90% 3	334
The Owl Bookshop WEBSITE	68.88% 228	23.87% 79	4.53% 15	1.81% 6	0.91% 3	331

### Q17 In the past month, how many times have you PURCHASED from: (Answered: 339 Skipped: 41)

	None	1 to 4	5 to 10	11 to 20	Daily	Total
The OWL BOOKSHOP	31.95% 108	50.59% 171	11.24% 38	3.25% 11	2.96% 10	338
The ART & COFFEE BAR	38.62% 129	36.23% 121	13.77% 46	5.69% 19	5.69% 19	334
VENDING MACHINES	64.48% 216	28.66% 96	4.48% 15	1.49% 5	0.90% 3	335
The Owl Bookshop WEBSITE	90.06% 299	7.53% 25	0.90% 3	0.60% 2	0.90% 3	332

### Q18 Overall Experience (Answered: 337 Skipped: 43)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
My overall experience with Citrus College BOOKSTORE SERVICES has been positive.	44.81% 151	39.76% 134	7.12% 24	4.75% 16	1.78% 6	1.78% 6	337

### Q19 Additional Comments (Answered: 86 Skipped: 294)

See Appendix 3

## 2014 Citrus College Bookstore Services Guest Survey Analysis

### Q20 Gender (Answered: 335 Skipped: 45)

Answer Choices	Responses	
Male	25.37%	85
Female	71.34%	239
Other/Decline to State	3.28%	11
<b>Total</b>	<b>335</b>	

### Q21 Age (Answered: 333 Skipped: 47)

Answer Choices	Responses	
Under 20	13.51%	45
20-29	26.13%	87
30-39	13.21%	44
40-49	14.71%	49
50 and over	32.43%	108
<b>Total</b>	<b>333</b>	

### Q22 Ethnicity (Answered: 320 Skipped: 60)

Answer Choices	Responses	
African American	1.56%	5
American Indian or Alaskan Native	0.94%	3
Asian	9.38%	30
Hispanic or Latino	36.25%	116
Native Hawaiian or Pacific Islander	0.31%	1
White	42.50%	136
Two or More Races	9.06%	29
<b>Total</b>	<b>320</b>	

### Q23 Customer Type (Answered: 338 Skipped: 42)

Answer Choices	Responses	
Student	46.45%	157
Staff/Management	32.25%	109
Faculty	21.30%	72
<b>Total</b>	<b>338</b>	

### Q24 Status (Answered: 331 Skipped: 49)

Answer Choices	Responses	
Full-Time	78.55%	260
Part-Time	21.45%	71
<b>Total</b>	<b>331</b>	

## Appendix 2b Data Tables by Customer Type (Student, Staff/Management, and Faculty) (source: Survey Monkey)

### Q1 OWL BOOKSHOP Facilities (Answered: 337 Skipped: 1)

Store fixtures and physical facilities are attractive and visually appealing.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	35.26%	39.74%	13.46%	10.26%	1.28%	0.00%	156
	55	62	21	16	2	0	
Q23: Staff/Management	32.11%	47.71%	7.34%	9.17%	0.00%	3.67%	109
	35	52	8	10	0	4	
Q23: Faculty	27.78%	41.67%	12.50%	9.72%	1.39%	6.94%	72
	20	30	9	7	1	5	
The store layout is well organized.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	34.84%	36.13%	9.68%	11.61%	7.74%	0.00%	155
	54	56	15	18	12	0	
Q23: Staff/Management	28.44%	44.04%	5.50%	15.60%	3.67%	2.75%	109
	31	48	6	17	4	3	
Q23: Faculty	29.17%	37.50%	6.94%	16.67%	4.17%	5.56%	72
	21	27	5	12	3	4	
In-store signs are helpful to locate merchandise.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	30.32%	31.61%	14.19%	16.13%	7.74%	0.00%	155
	47	49	22	25	12	0	
Q23: Staff/Management	25.00%	40.74%	13.89%	12.96%	2.78%	4.63%	108
	27	44	15	14	3	5	
Q23: Faculty	31.94%	30.56%	15.28%	12.50%	2.78%	6.94%	72
	23	22	11	9	2	5	

### Q2 OWL BOOKSHOP Personnel Answered: 337 Skipped: 1

There are adequate number of personnel to assist me.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	32.69%	37.82%	12.82%	11.54%	5.13%	0.00%	156
	51	59	20	18	8	0	
Q23: Staff/Management	46.79%	40.37%	2.75%	6.42%	0.92%	2.75%	109
	51	44	3	7	1	3	
Q23: Faculty	26.39%	41.67%	4.17%	16.67%	2.78%	8.33%	72
	19	30	3	12	2	6	
The OWL BOOKSHOP has easily identifiable personnel.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	36.13%	32.90%	15.48%	11.61%	3.23%	0.65%	155
	56	51	24	18	5	1	
Q23: Staff/Management	46.30%	38.89%	7.41%	2.78%	0.93%	3.70%	108
	50	42	8	3	1	4	
Q23: Faculty	36.11%	31.94%	9.72%	9.72%	2.78%	9.72%	72
	26	23	7	7	2	7	

## 2014 Citrus College Bookstore Services Guest Survey Analysis

Staff members are courteous even during busiest times.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	38.71% 60	34.84% 54	12.26% 19	6.45% 10	5.81% 9	1.94% 3	155
Q23: Staff/Management	48.62% 53	33.94% 37	7.34% 8	3.67% 4	0.92% 1	5.50% 6	109
Q23: Faculty	38.57% 27	32.86% 23	10.00% 7	7.14% 5	1.43% 1	10.00% 7	70
Personnel are neat in their appearance and dress.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	46.15% 72	32.69% 51	12.18% 19	5.13% 8	3.21% 5	0.64% 1	156
Q23: Staff/Management	45.87% 50	33.94% 37	11.93% 13	4.59% 5	0.00% 0	3.67% 4	109
Q23: Faculty	40.85% 29	33.80% 24	12.68% 9	4.23% 3	1.41% 1	7.04% 5	71
Personnel are helpful and knowledgeable.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	42.58% 66	32.26% 50	13.55% 21	7.74% 12	3.87% 6	0.00% 0	155
Q23: Staff/Management	42.20% 46	40.37% 44	11.01% 12	2.75% 3	0.92% 1	2.75% 3	109
Q23: Faculty	38.03% 27	32.39% 23	14.08% 10	2.82% 2	5.63% 4	7.04% 5	71

### Q3 OWL BOOKSHOP Merchandise

Answered: 338 Skipped: 0

Textbooks for courses are always in-stock.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	26.92% 42	26.92% 42	15.38% 24	16.03% 25	10.26% 16	4.49% 7	156
Q23: Staff/Management	9.17% 10	16.51% 18	8.26% 9	3.67% 4	0.00% 0	62.39% 68	109
Q23: Faculty	15.49% 11	36.62% 26	12.68% 9	9.86% 7	2.82% 2	22.54% 16	71
There is a good selection of drinks and snacks available.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	41.40% 65	31.85% 50	12.74% 20	10.19% 16	2.55% 4	1.27% 2	157
Q23: Staff/Management	44.86% 48	39.25% 42	4.67% 5	5.61% 6	0.93% 1	4.67% 5	107
Q23: Faculty	36.11% 26	31.94% 23	8.33% 6	8.33% 6	4.17% 3	11.11% 8	72
I use the Owl Bookshop as my primary resource for snack needs.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	22.93% 36	17.83% 28	19.75% 31	14.65% 23	20.38% 32	4.46% 7	157
Q23: Staff/Management	19.27% 21	20.18% 22	16.51% 18	10.09% 11	18.35% 20	15.60% 17	109



## 2014 Citrus College Bookstore Services Guest Survey Analysis

Q23: Faculty	13.89%	9.72%	16.67%	16.67%	26.39%	16.67%	
	10	7	12	12	19	12	72
There is a good variety of imprinted items available.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	25.64%	35.90%	25.64%	4.49%	1.92%	6.41%	
	40	56	40	7	3	10	156
Q23: Staff/Management	35.78%	23.85%	15.60%	0.92%	0.00%	23.85%	
	39	26	17	1	0	26	109
Q23: Faculty	19.44%	27.78%	29.17%	5.56%	2.78%	15.28%	
	14	20	21	4	2	11	72
While in the bookstore, I am able to find the textbooks needed for my courses.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	35.26%	38.46%	7.69%	9.62%	3.21%	5.77%	
	55	60	12	15	5	9	156
Q23: Staff/Management	8.26%	9.17%	10.09%	0.92%	0.00%	71.56%	
	9	10	11	1	0	78	109
Q23: Faculty	18.57%	25.71%	7.14%	2.86%	0.00%	45.71%	
	13	18	5	2	0	32	70
There is a good selection of gift items available.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	31.37%	27.45%	25.49%	5.88%	1.96%	7.84%	
	48	42	39	9	3	12	153
Q23: Staff/Management	41.28%	42.20%	10.09%	0.00%	0.00%	6.42%	
	45	46	11	0	0	7	109
Q23: Faculty	19.72%	36.62%	26.76%	5.63%	2.82%	8.45%	
	14	26	19	4	2	6	71
Textbook prices are competitive.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	18.47%	14.65%	14.01%	15.92%	33.76%	3.18%	
	29	23	22	25	53	5	157
Q23: Staff/Management	2.75%	11.93%	11.93%	6.42%	4.59%	62.39%	
	3	13	13	7	5	68	109
Q23: Faculty	5.63%	18.31%	23.94%	21.13%	9.86%	21.13%	
	4	13	17	15	7	15	71
Supply prices are competitive.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	16.67%	19.87%	23.72%	15.38%	20.51%	3.85%	
	26	31	37	24	32	6	156
Q23: Staff/Management	12.84%	31.19%	14.68%	16.51%	2.75%	22.02%	
	14	34	16	18	3	24	109
Q23: Faculty	11.11%	22.22%	31.94%	13.89%	5.56%	15.28%	
	8	16	23	10	4	11	72

### Q4 OWL BOOKSHOP Operations

Answered: 338 Skipped: 0

At the beginning of the term, the check-out process is acceptable.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	21.15%	32.05%	13.46%	15.38%	14.10%	3.85%	
	33	50	21	24	22	6	156

## 2014 Citrus College Bookstore Services Guest Survey Analysis

Q23:	16.51%	27.52%	6.42%	10.09%	3.67%	35.78%	
Staff/Management	18	30	7	11	4	39	109
Q23: Faculty	18.06%	23.61%	13.89%	6.94%	6.94%	30.56%	
	13	17	10	5	5	22	72
During the remainder of the term, the check-out process is fast.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	46.79%	31.41%	11.54%	3.21%	4.49%	2.56%	
	73	49	18	5	7	4	156
Q23: Staff/Management	38.53%	34.86%	5.50%	4.59%	2.75%	13.76%	
	42	38	6	5	3	15	109
Q23: Faculty	25.00%	37.50%	11.11%	8.33%	2.78%	15.28%	
	18	27	8	6	2	11	72
The transactions at check-out are accurate.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	58.97%	28.85%	7.05%	1.92%	0.64%	2.56%	
	92	45	11	3	1	4	156
Q23: Staff/Management	59.81%	29.91%	0.93%	1.87%	0.93%	6.54%	
	64	32	1	2	1	7	107
Q23: Faculty	45.83%	37.50%	5.56%	0.00%	0.00%	11.11%	
	33	27	4	0	0	8	72
Responsiveness to special orders and requests is satisfactory.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	25.48%	24.84%	24.20%	3.18%	3.82%	18.47%	
	40	39	38	5	6	29	157
Q23: Staff/Management	33.94%	13.76%	9.17%	0.00%	0.00%	43.12%	
	37	15	10	0	0	47	109
Q23: Faculty	27.78%	22.22%	15.28%	2.78%	0.00%	31.94%	
	20	16	11	2	0	23	72
Bookshop staff are reliable about informing me of out-of-stock textbook status.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	32.69%	25.00%	21.15%	5.77%	7.05%	8.33%	
	51	39	33	9	11	13	156
Q23: Staff/Management	11.93%	9.17%	12.84%	0.00%	0.00%	66.06%	
	13	10	14	0	0	72	109
Q23: Faculty	22.22%	15.28%	11.11%	8.33%	8.33%	34.72%	
	16	11	8	6	6	25	72

## Q5 ART & COFFEE BAR Facilities

Answered: 333 Skipped: 5

Store fixtures and physical facilities are attractive and visually appealing.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	38.71%	30.32%	13.55%	4.52%	1.94%	10.97%	
	60	47	21	7	3	17	155
Q23: Staff/Management	56.48%	34.26%	4.63%	0.93%	0.93%	2.78%	
	61	37	5	1	1	3	108
Q23: Faculty	37.14%	34.29%	8.57%	2.86%	1.43%	15.71%	
	26	24	6	2	1	11	70

## 2014 Citrus College Bookstore Services Guest Survey Analysis

The store layout is well organized.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	41.94%	22.58%	18.06%	3.87%	2.58%	10.97%	
	65	35	28	6	4	17	155
Q23: Staff/Management	44.86%	37.38%	5.61%	8.41%	1.87%	1.87%	
	48	40	6	9	2	2	107
Q23: Faculty	30.00%	28.57%	14.29%	8.57%	2.86%	15.71%	
	21	20	10	6	2	11	70
In-store signs are helpful to locate merchandise.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	39.35%	23.87%	19.35%	3.87%	1.94%	11.61%	
	61	37	30	6	3	18	155
Q23: Staff/Management	40.19%	36.45%	13.08%	5.61%	0.93%	3.74%	
	43	39	14	6	1	4	107
Q23: Faculty	31.43%	31.43%	14.29%	4.29%	2.86%	15.71%	
	22	22	10	3	2	11	70

### Q6 ART & COFFEE BAR Personnel

Answered: 334 Skipped: 4

There are adequate number of personnel to assist me.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	34.62%	24.36%	13.46%	10.90%	3.21%	13.46%	
	54	38	21	17	5	21	156
Q23: Staff/Management	36.11%	34.26%	7.41%	10.19%	7.41%	4.63%	
	39	37	8	11	8	5	108
Q23: Faculty	25.71%	24.29%	12.86%	15.71%	7.14%	14.29%	
	18	17	9	11	5	10	70
The ART & COFFEE BAR has easily identifiable personnel.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	45.51%	25.00%	12.18%	3.85%	0.64%	12.82%	
	71	39	19	6	1	20	156
Q23: Staff/Management	62.96%	25.93%	4.63%	0.93%	0.93%	4.63%	
	68	28	5	1	1	5	108
Q23: Faculty	35.71%	30.00%	11.43%	8.57%	0.00%	14.29%	
	25	21	8	6	0	10	70
Personnel are courteous, even during busiest times.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	44.52%	21.94%	12.26%	3.87%	3.87%	13.55%	
	69	34	19	6	6	21	155
Q23: Staff/Management	53.70%	31.48%	6.48%	0.93%	1.85%	5.56%	
	58	34	7	1	2	6	108
Q23: Faculty	41.43%	27.14%	14.29%	0.00%	2.86%	14.29%	
	29	19	10	0	2	10	70
Personnel are neat in their appearance and dress.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	45.51%	23.72%	11.54%	5.77%	0.64%	12.82%	
	71	37	18	9	1	20	156
Q23: Staff/Management	56.07%	28.04%	7.48%	1.87%	1.87%	4.67%	
	60	30	8	2	2	5	107

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Q23: Faculty	34.29%	37.14%	11.43%	2.86%	0.00%	14.29%	
	24	26	8	2	0	10	70
<b>Personnel are helpful and knowledgeable.</b>							
	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>N/A</b>	<b>Total</b>
Q23: Student	41.56%	20.13%	14.94%	6.49%	3.25%	13.64%	
	64	31	23	10	5	21	154
Q23: Staff/Management	49.53%	27.10%	11.21%	5.61%	0.93%	5.61%	
	53	29	12	6	1	6	107
Q23: Faculty	37.14%	22.86%	18.57%	1.43%	2.86%	17.14%	
	26	16	13	1	2	12	70

### Q7 ART & COFFEE BAR Merchandise

Answered: 332 Skipped: 6

<b>Art supplies are always in-stock.</b>							
	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>N/A</b>	<b>Total</b>
Q23: Student	28.85%	18.59%	21.79%	3.21%	1.28%	26.28%	
	45	29	34	5	2	41	156
Q23: Staff/Management	10.28%	8.41%	8.41%	0.00%	0.00%	72.90%	
	11	9	9	0	0	78	107
Q23: Faculty	10.29%	16.18%	20.59%	2.94%	0.00%	50.00%	
	7	11	14	2	0	34	68
<b>There is a good selection of art supplies.</b>							
	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>N/A</b>	<b>Total</b>
Q23: Student	29.03%	19.35%	21.29%	3.87%	0.65%	25.81%	
	45	30	33	6	1	40	155
Q23: Staff/Management	14.29%	8.57%	7.62%	1.90%	0.00%	67.62%	
	15	9	8	2	0	71	105
Q23: Faculty	11.76%	16.18%	23.53%	0.00%	0.00%	48.53%	
	8	11	16	0	0	33	68
<b>There is a good selection of snacks and drinks.</b>							
	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>N/A</b>	<b>Total</b>
Q23: Student	35.71%	23.38%	15.58%	5.19%	3.90%	16.23%	
	55	36	24	8	6	25	154
Q23: Staff/Management	42.99%	35.51%	4.67%	6.54%	0.93%	9.35%	
	46	38	5	7	1	10	107
Q23: Faculty	21.74%	34.78%	15.94%	7.25%	1.45%	18.84%	
	15	24	11	5	1	13	69
<b>Art supplies have competitive prices.</b>							
	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>N/A</b>	<b>Total</b>
Q23: Student	21.43%	20.13%	22.73%	1.95%	5.19%	28.57%	
	33	31	35	3	8	44	154
Q23: Staff/Management	10.38%	6.60%	9.43%	2.83%	0.94%	69.81%	
	11	7	10	3	1	74	106
Q23: Faculty	10.61%	13.64%	22.73%	1.52%	3.03%	48.48%	
	7	9	15	1	2	32	66
<b>I appreciate the student art in the cabinetry at the entrance.</b>							
	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>N/A</b>	<b>Total</b>
Q23: Student	44.52%	14.84%	16.77%	1.94%	1.94%	20.00%	
	69	23	26	3	3	31	155

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Q23:	65.42%	14.02%	7.48%	0.00%	0.00%	13.08%	
Staff/Management	70	15	8	0	0	14	107
Q23: Faculty	36.76%	22.06%	19.12%	1.47%	0.00%	20.59%	
	25	15	13	1	0	14	68
<b>I use the ART &amp; COFFEE BAR as my primary resource for snack needs.</b>							
	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>N/A</b>	<b>Total</b>
Q23: Student	25.81%	18.06%	20.00%	9.03%	12.26%	14.84%	
	40	28	31	14	19	23	155
Q23: Staff/Management	38.68%	21.70%	14.15%	8.49%	4.72%	12.26%	
	41	23	15	9	5	13	106
Q23: Faculty	18.84%	11.59%	18.84%	14.49%	18.84%	17.39%	
	13	8	13	10	13	12	69

### Q8 ART & COFFEE BAR Operations

Answered: 335 Skipped: 3

<b>At the beginning of the term, the check-out process is acceptable.</b>							
	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>N/A</b>	<b>Total</b>
Q23: Student	30.57%	17.20%	17.83%	10.19%	7.01%	17.20%	
	48	27	28	16	11	27	157
Q23: Staff/Management	11.11%	31.48%	9.26%	12.04%	17.59%	18.52%	
	12	34	10	13	19	20	108
Q23: Faculty	14.29%	12.86%	15.71%	12.86%	14.29%	30.00%	
	10	9	11	9	10	21	70
<b>During the remainder of the term, the check-out process is fast.</b>							
	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>N/A</b>	<b>Total</b>
Q23: Student	31.85%	21.02%	15.29%	10.83%	5.10%	15.92%	
	50	33	24	17	8	25	157
Q23: Staff/Management	24.07%	34.26%	10.19%	12.96%	11.11%	7.41%	
	26	37	11	14	12	8	108
Q23: Faculty	14.29%	27.14%	12.86%	18.57%	8.57%	18.57%	
	10	19	9	13	6	13	70
<b>The transactions at check-out are accurate.</b>							
	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>N/A</b>	<b>Total</b>
Q23: Student	44.59%	23.57%	11.46%	3.82%	1.27%	15.29%	
	70	37	18	6	2	24	157
Q23: Staff/Management	57.41%	27.78%	8.33%	0.00%	0.00%	6.48%	
	62	30	9	0	0	7	108
Q23: Faculty	42.86%	17.14%	18.57%	1.43%	0.00%	20.00%	
	30	12	13	1	0	14	70
<b>Responsiveness to special drink orders and requests is satisfactory.</b>							
	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>N/A</b>	<b>Total</b>
Q23: Student	35.90%	20.51%	13.46%	7.69%	3.85%	18.59%	
	56	32	21	12	6	29	156
Q23: Staff/Management	42.06%	28.97%	9.35%	0.93%	2.80%	15.89%	
	45	31	10	1	3	17	107
Q23: Faculty	31.43%	18.57%	14.29%	7.14%	0.00%	28.57%	
	22	13	10	5	0	20	70

## 2014 Citrus College Bookstore Services Guest Survey Analysis

Customer service is efficient.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	41.03% 64	21.79% 34	14.10% 22	3.21% 5	4.49% 7	15.38% 24	156
Q23: Staff/Management	44.44% 48	25.93% 28	9.26% 10	9.26% 10	7.41% 8	3.70% 4	108
Q23: Faculty	23.19% 16	34.78% 24	11.59% 8	7.25% 5	4.35% 3	18.84% 13	69

### Q9 Bookstore Service WEBSITE

Answered: 336 Skipped: 2

The www.owlbookshop.com website is easy to navigate.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	25.48% 40	24.84% 39	17.20% 27	10.83% 17	8.92% 14	12.74% 20	157
Q23: Staff/Management	15.60% 17	15.60% 17	8.26% 9	7.34% 8	4.59% 5	48.62% 53	109
Q23: Faculty	7.14% 5	17.14% 12	17.14% 12	10.00% 7	8.57% 6	40.00% 28	70

The website offers a good selection of general merchandise items.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	28.66% 45	17.83% 28	24.20% 38	8.28% 13	3.82% 6	17.20% 27	157
Q23: Staff/Management	13.76% 15	16.51% 18	12.84% 14	5.50% 6	0.92% 1	50.46% 55	109
Q23: Faculty	4.35% 3	15.94% 11	21.74% 15	7.25% 5	2.90% 2	47.83% 33	69

I am able to find the textbooks needed for my courses.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	34.62% 54	28.21% 44	16.03% 25	6.41% 10	2.56% 4	12.18% 19	156
Q23: Staff/Management	14.68% 16	3.67% 4	7.34% 8	2.75% 3	0.00% 0	71.56% 78	109
Q23: Faculty	11.76% 8	17.65% 12	14.71% 10	4.41% 3	1.47% 1	50.00% 34	68

The online rental program is easy to use.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	17.31% 27	17.31% 27	23.08% 36	5.13% 8	3.21% 5	33.97% 53	156
Q23: Staff/Management	8.26% 9	4.59% 5	9.17% 10	1.83% 2	0.00% 0	76.15% 83	109
Q23: Faculty	10.29% 7	10.29% 7	14.71% 10	0.00% 0	2.94% 2	61.76% 42	68

Having a direct link to course material information on the live course schedule is helpful.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	45.22% 71	19.75% 31	15.29% 24	1.27% 2	1.27% 2	17.20% 27	157
Q23: Staff/Management	21.10% 23	7.34% 8	7.34% 8	0.00% 0	0.00% 0	64.22% 70	109



## 2014 Citrus College Bookstore Services Guest Survey Analysis

Q23: Faculty	21.74%	15.94%	14.49%	0.00%	1.45%	46.38%	
	15	11	10	0	1	32	69

### Q10 Bookstore Service VENDING MACHINES

Answered: 333 Skipped: 5

Vending machines are easy to operate.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	30.77%	23.08%	16.67%	10.26%	7.05%	12.18%	
	48	36	26	16	11	19	156
Q23: Staff/Management	27.78%	26.85%	4.63%	0.93%	2.78%	37.04%	
	30	29	5	1	3	40	108
Q23: Faculty	14.71%	17.65%	17.65%	4.41%	1.47%	44.12%	
	10	12	12	3	1	30	68
Vending machines offer a good selection of snacks.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	24.84%	17.83%	20.38%	14.65%	10.19%	12.10%	
	39	28	32	23	16	19	157
Q23: Staff/Management	20.37%	25.93%	8.33%	4.63%	2.78%	37.96%	
	22	28	9	5	3	41	108
Q23: Faculty	10.45%	13.43%	17.91%	10.45%	4.48%	43.28%	
	7	9	12	7	3	29	67
I use vending machines as my primary source for snack needs.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	15.29%	12.74%	19.11%	15.92%	22.29%	14.65%	
	24	20	30	25	35	23	157
Q23: Staff/Management	5.56%	12.04%	17.59%	7.41%	20.37%	37.04%	
	6	13	19	8	22	40	108
Q23: Faculty	5.97%	7.46%	19.40%	10.45%	20.90%	35.82%	
	4	5	13	7	14	24	67

### Q11 Which of the following is most applicable to you?

Answered: 335 Skipped: 3

	I normally buy/rent all of my textbooks from the Owl Bookshop.	I buy/rent some of my textbooks from the Owl Bookshop.	I rarely buy/rent my textbooks from the Owl Bookshop.	Not applicable	I do not buy/rent my textbooks from the Owl Bookshop.	Not applicable	Total
Q23: Student	35.26%	32.69%	15.38%	0.00%	13.46%	3.21%	
	55	51	24	0	21	5	156
Q23: Staff/Management	3.70%	4.63%	1.85%	0.00%	9.26%	80.56%	
	4	5	2	0	10	87	108
Q23: Faculty	2.82%	1.41%	2.82%	0.00%	9.86%	83.10%	
	2	1	2	0	7	59	71
<b>Total Respondents</b>	61	57	28	0	38	151	335

### Q12 What are the primary reasons that you rarely or do not buy/rent textbooks from the Owl Bookshop? (Check all that apply)

Answered: 73 Skipped: 265

	I use library resources.	I share my textbooks with other students.	My instructor does not use the required textbooks.	Price is beyond my ability to pay.	Total
Q23: Student	35.56%	15.56%	20.00%	80.00%	
	16	7	9	36	68
Q23: Staff/Management	57.14%	7.14%	14.29%	57.14%	
	8	1	2	8	19

## 2014 Citrus College Bookstore Services Guest Survey Analysis

Q23: Faculty	35.71% 5	0.00% 0	0.00% 0	64.29% 9	14
<b>Total Respondents</b>	29	8	11	53	73
<b>Other (please specify)</b>					<b>Total</b>
Q23: Student				17	17
Q23: Staff/Management				64	64
Q23: Faculty				38	38

### Q13 Which library resources have you used for textbooks? (Check all that apply)

Answered: 67 Skipped: 271

	Check-out	Read in library	Photocopy	Total
Q23: Student	66.67% 12	94.44% 17	50.00% 9	38
Q23: Staff/Management	33.33% 9	55.56% 15	48.15% 13	37
Q23: Faculty	40.91% 9	72.73% 16	27.27% 6	31
<b>Total Respondents</b>	30	48	28	67

### Q14 Which of the following is most applicable to you?

Answered: 334 Skipped: 4

	I normally buy all of my snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines.	I buy some of my snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines.	I rarely buy my snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines.	I do not buy my snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines.	Not applicable	Total
Q23: Student	20.38% 32	38.22% 60	29.94% 47	11.46% 18	0.00% 0	157
Q23: Staff/Management	15.74% 17	53.70% 58	23.15% 25	7.41% 8	0.00% 0	108
Q23: Faculty	14.49% 10	27.54% 19	39.13% 27	18.84% 13	0.00% 0	69
<b>Total Respondents</b>	59	137	99	39	0	334

### Q15 What are the primary reasons that you rarely or do not buy snacks/drinks/sandwiches from the Owl Bookshop, Art & Coffee Bar, and/or vending machines? (Check all that apply)

Answered: 89 Skipped: 249

	I want a hot meal from the cafeteria.	I eat at local fast food and restaurants.	There are not enough healthy alternatives.	I was not aware that these items were sold at the Owl Bookshop.	Total
Q23: Student	29.79% 14	46.81% 22	46.81% 22	17.02% 8	66
Q23: Staff/Management	25.00% 5	40.00% 8	55.00% 11	0.00% 0	24
Q23: Faculty	18.18% 4	40.91% 9	50.00% 11	9.09% 2	26
<b>Total Respondents</b>	23	39	44	10	89
<b>Other (please specify)</b>					<b>Total</b>
Q23: Student				28	28
Q23: Staff/Management				15	15
Q23: Faculty				19	19

## 2014 Citrus College Bookstore Services Guest Survey Analysis

**Q16 In the past month, how many times have you VISITED:** Answered: 338 Skipped: 0

The OWL BOOKSHOP						
	None	1 to 4	5 to 10	11 to 20	Daily	Total
Q23: Student	13.46%	58.97%	15.38%	4.49%	7.69%	
	21	92	24	7	12	156
Q23: Staff/Management	23.85%	60.55%	11.01%	1.83%	2.75%	
	26	66	12	2	3	109
Q23: Faculty	36.11%	51.39%	6.94%	4.17%	1.39%	
	26	37	5	3	1	72
The ART & COFFEE BAR						
	None	1 to 4	5 to 10	11 to 20	Daily	Total
Q23: Student	39.61%	35.06%	11.69%	4.55%	9.09%	
	61	54	18	7	14	154
Q23: Staff/Management	17.76%	48.60%	15.89%	10.28%	7.48%	
	19	52	17	11	8	107
Q23: Faculty	43.66%	39.44%	8.45%	5.63%	2.82%	
	31	28	6	4	2	71
VENDING MACHINES						
	None	1 to 4	5 to 10	11 to 20	Daily	Total
Q23: Student	45.75%	43.79%	8.50%	0.65%	1.31%	
	70	67	13	1	2	153
Q23: Staff/Management	77.98%	19.27%	1.83%	0.00%	0.92%	
	85	21	2	0	1	109
Q23: Faculty	69.01%	23.94%	5.63%	1.41%	0.00%	
	49	17	4	1	0	71
The Owl Bookshop WEBSITE						
	None	1 to 4	5 to 10	11 to 20	Daily	Total
Q23: Student	63.40%	28.10%	6.54%	0.65%	1.31%	
	97	43	10	1	2	153
Q23: Staff/Management	79.44%	15.89%	1.87%	2.80%	0.00%	
	85	17	2	3	0	107
Q23: Faculty	65.71%	27.14%	2.86%	2.86%	1.43%	
	46	19	2	2	1	70

**Q17 In the past month, how many times have you PURCHASED from:** Answered: 338 Skipped: 0

The OWL BOOKSHOP						
	None	1 to 4	5 to 10	11 to 20	Daily	Total
Q23: Student	22.44%	52.56%	14.10%	5.13%	5.77%	
	35	82	22	8	9	156
Q23: Staff/Management	33.03%	55.05%	11.01%	0.92%	0.00%	
	36	60	12	1	0	109
Q23: Faculty	51.39%	40.28%	5.56%	2.78%	0.00%	
	37	29	4	2	0	72
The ART & COFFEE BAR						
	None	1 to 4	5 to 10	11 to 20	Daily	Total
Q23: Student	45.45%	28.57%	14.29%	4.55%	7.14%	
	70	44	22	7	11	154
Q23: Staff/Management	21.30%	48.15%	17.59%	7.41%	5.56%	
	23	52	19	8	6	108
Q23: Faculty	50.70%	35.21%	7.04%	5.63%	1.41%	
	36	25	5	4	1	71

## 2014 Citrus College Bookstore Services Guest Survey Analysis

VENDING MACHINES						
	None	1 to 4	5 to 10	11 to 20	Daily	Total
Q23: Student	48.05%	42.21%	5.84%	2.60%	1.30%	
	74	65	9	4	2	154
Q23: Staff/Management	79.82%	16.51%	2.75%	0.00%	0.92%	
	87	18	3	0	1	109
Q23: Faculty	76.06%	18.31%	4.23%	1.41%	0.00%	
	54	13	3	1	0	71
The Owl Bookshop WEBSITE						
	None	1 to 4	5 to 10	11 to 20	Daily	Total
Q23: Student	83.12%	12.34%	1.95%	1.30%	1.30%	
	128	19	3	2	2	154
Q23: Staff/Management	98.11%	1.89%	0.00%	0.00%	0.00%	
	104	2	0	0	0	106
Q23: Faculty	92.96%	5.63%	0.00%	0.00%	1.41%	
	66	4	0	0	1	71

### Q18 Overall Experience Answered: 337 Skipped: 1

My overall experience with Citrus College BOOKSTORE SERVICES has been positive.							
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	N/A	Total
Q23: Student	38.22%	45.22%	7.64%	5.10%	3.18%	0.64%	
	60	71	12	8	5	1	157
Q23: Staff/Management	62.04%	29.63%	4.63%	2.78%	0.00%	0.93%	
	67	32	5	3	0	1	108
Q23: Faculty	33.33%	43.06%	9.72%	6.94%	1.39%	5.56%	
	24	31	7	5	1	4	72

### Q19 Additional Comments Answered: 86 Skipped: 252

	Additional Comments	Total
Q23: Student	100.00%	
	37	37
Q23: Staff/Management	100.00%	
	37	37
Q23: Faculty	100.00%	
	12	12
<b>Total Respondents</b>	86	86

### Q20 Gender Answered: 335 Skipped: 3

	Male	Female	Other/Decline to State	Total
Q23: Student	24.84%	73.25%	1.91%	
	39	115	3	157
Q23: Staff/Management	11.21%	83.18%	5.61%	
	12	89	6	107
Q23: Faculty	47.89%	49.30%	2.82%	
	34	35	2	71
<b>Total Respondents</b>	85	239	11	335

## 2014 Citrus College Bookstore Services Guest Survey Analysis

### Q21 Age

Answered: 333 Skipped: 5

	Under 20	20-29	30-39	40-49	50 and over	Total
Q23: Student	28.66% 45	53.50% 84	10.19% 16	5.73% 9	1.91% 3	157
Q23: Staff/Management	0.00% 0	2.83% 3	16.04% 17	16.98% 18	64.15% 68	106
Q23: Faculty	0.00% 0	0.00% 0	15.71% 11	31.43% 22	52.86% 37	70
<b>Total Respondents</b>	45	87	44	49	108	333

### Q22 Ethnicity

Answered: 320 Skipped: 18

	African American	American Indian or Alaskan Native	Asian	Hispanic or Latino	Native Hawaiian or Pacific Islander	White	Two or More Races	Total
Q23: Student	1.32% 2	1.32% 2	12.58% 19	46.36% 70	0.66% 1	25.17% 38	12.58% 19	151
Q23: Staff/Management	1.96% 2	0.00% 0	3.92% 4	30.39% 31	0.00% 0	56.86% 58	6.86% 7	102
Q23: Faculty	1.49% 1	1.49% 1	10.45% 7	22.39% 15	0.00% 0	59.70% 40	4.48% 3	67
<b>Total Respondents</b>	5	3	30	116	1	136	29	320
Other (please specify)								<b>Total</b>
Q23: Student							3	3
Q23: Staff/Management							3	3
Q23: Faculty							1	1

### Q23 Customer Type

Answered: 338 Skipped: 0

	Student	Staff/Management	Faculty	Total
Q23: Student	100.00% 157	0.00% 0	0.00% 0	157
Q23: Staff/Management	0.00% 0	100.00% 109	0.00% 0	109
Q23: Faculty	0.00% 0	0.00% 0	100.00% 72	72
<b>Total Respondents</b>	157	109	72	338

### Q24 Status

Answered: 331 Skipped: 7

	Full-Time	Part-Time	Total
Q23: Student	75.64% 118	24.36% 38	156
Q23: Staff/Management	84.47% 87	15.53% 16	103
Q23: Faculty	76.39% 55	23.61% 17	72
<b>Total Respondents</b>	260	71	331

## Appendix 3 Additional Comments

Note the following list of comments have been edited only to the degree of correcting misspelled words and assigning a theme. Reference to specific identifying names has also been crossed out (XXXXX). Note also respondent comment may have multiple themes.

Theme	Response
Checkout	I often want a simple coffee in the bookstore and the line is so long I often cannot get it. Yet, I do purchase it often enough, at least 3 times a week to observe the ineffective use of the staff. Many times 2 or 3 are standing and talking and distracting the 2 or 3 who are hustling. There is such ineffective use of the staff in the art coffee shop.
Checkout	Employees should be allowed to check out without having to wait in a LONG line.
Checkout	When I was a student here, the checkout lines took a long time. I suggest more registers and cashiers.
Stock, Staff	Selection on Citrus College items are very limited, store is not very welcoming, staff not friendly or welcoming- sorry!!
Layout	Space is to small and outdated
Checkout	I would suggest to improve the checkout line layout. Maybe having one line for non-coffee purchases only. The line can be long during busy periods.
Layout	The bookstore needs some renovation. It seems pretty old and crowded. I think the student association should put a little money into making the shopping experience a little better.
Checkout	The coffee bar is so crowded that sometimes I go there for a coffee and just leave because the line is usually out the door. Also, sometimes, I just want to pick up a bottle of soda or a snack, but I have to wait in the line that goes out the door, so, again, I leave without buying something. You should have a register just for non-Starbucks items like the bottled drinks, packaged snacks, and the art supplies.
Staff	The staff is great! They make visiting the book store and art and coffee bar very enjoyable.
Staff	XXXXX is THE greatest! Her help and assistance have been invaluable! Our department quite often has special requests or orders and she is really on the ball in not only getting us the best price yet also very timely deliveries!
Checkout	Please come up with a way to purchase drinks online and then create a express pick up line at the coffee shop. So many people just walk away when they see the line wrapped around the shop. You could be making much more money by either opening another register for "drinks only" or start an "express drink" service. People can't wait 15-20 minutes to get their drinks. They either have class or work to get back to. There has to be a better way to make the buying experience more efficient.
Staff	Everyone seems like they want to be helpful.
Layout	I enjoy the seasonal gifts, cards, snacks & drinks. The bookstore has been in transition and I've noticed that there has been an effort to increase visual appeal and to really look at how to increase and facilitate flow. Much of the current changes show an eye for buying the perfect items for our college environment, they offer current up to date merchandise and trendy snacks (healthier options as well). I feel that the flow has lot to do with needing more space, while our college population has increased the bookstore remains the same size, it would be nice see what it would look like with more square footage.
Checkout, Staff	The Owl Coffee shop could use an additional register especially during peak periods and when busloads of students come visit the campus. Some student workers appear to be uninterested in their job, slow and not moving quickly when the line is long and to the door. They don't seem motivated. Possibly at peak periods open a separate line for snacks & supplies so the line moves a little faster.
General	Very positive!!
Process	The SS Café should stay open until 4:30 pm on Friday's!!!
Prices	It's very convenient, but the cost is at times over priced when there are other local alternatives available around the area.
Expansion, Checkout	We need another Art & Coffee Bar on Campus for the influx of buses that visit and FLS students, high school students and the large groups that come and want coffee OR more check-out cashiers to move the process along at a quicker pace. The long lines make me change my mind about getting a coffee 50-75% of the time. I know that other staff is the same way, we turn around and do not order coffee because the line is from the cashier to the door the majority of the time we want coffee or tea. It's very popular and a great asset, it just needs to be able to handle more staff, students at one time and get them out the door quicker. Thank you. Love the Coffee Bar!!!!
Staff	What an amazing team!
Stock	I've only been there a few times each year. Usually once to twice to buy books and/or testing supplies (Scantrons etc.). I do stop in on occasion for the monthly special but more often than not, the store is out of whatever the special is or it hasn't come in yet, so, I walk away empty handed and typically don't try again for that month or any others.
Checkout	needs faster cashiers at art coffee bar line is always long



## 2014 Citrus College Bookstore Services Guest Survey Analysis

Theme	Response
Stock, Staff	My only comments are that there are too many unnecessary items sold that are later sold at a discount and the bookstore tends to be way overstaffed. Each time I have frequented the bookstore, too many workers were standing around talking to each other. I suggest staff cross training so that one employee can do multiple things. If an employee goes on vacation, for example, someone should be able to cover their position rather than have work come to a standstill. I am going to guess there is a likelihood of high overtime costs.
Stock	My interaction with the Bookstore is rare. I have gone in there maybe 5 times in 15 years. The Art & Coffee Bar is closer and more apt to entice me, when I remember it exists, and it's open. I like the quick grab food options, with microwavable selections. I'm not a fan on Starbucks coffee, but I do like the tea. (Is this even helpful for you?)
Stock	There needs to be more healthy snack and beverage items in stock, vegetarian, low fat, low sodium. The beverages would be nice to have smoothies, all natural juices, low on sugar and fructose corn syrup.
Prices	LOWER PRICES!!!
General	N/A
Staff, Website	Staff at front counter check-outs really could be more friendly and welcoming -- not just standing around waiting for a customer, then not even saying hello or thank you. They could be more professional in the attitude and appearance, more aware of what's going on. The website is awful. It is very very hard to even see the link to start looking for textbooks and then you have to go all the way to the bottom of the page. The front page is very unappealing.
Staff	students need to be better trained on clean issues like touching money, then the lids and cups. BAD
Staff	Personnel are helpful.
Staff	Everyone does a great job at the Owl Bookstore. Thank you for all you do.
Staff	Sorry that so many of my comments were negative. I'm pretty sure that the bookstore does well given the budget restrictions and pool of personnel it has to hire from. If it's any consolation, people are quite friendly and generally helpful, although one may expend some effort in tracking them down.
Staff	The staff Aprons are professional and make it easy to spot one of the hard working Bookstore employees. I think a novel idea for Spring 2015 is to have an on-site embroiderer to personalize department attire, gift items, right there in a corner area. This innovative service would increase sales of both clothing and gift items. It would be a huge benefit to staff, alumni and students alike, as one-stop shopping saves valuable time and the gift items would be unique to Citrus. Alumni and Friends organization is growing, as are the 18 student clubs currently on campus, so should our merchandising and promotional department. We could even involve the Business Club, the most pro-active Club on campus with XXXXX, longtime Instructor and Business Club advisor!
Checkout	The art coffee bar needs additional registers and more cashiers. There maybe should be a specific line for Starbucks orders and another line for all other items. It takes a long time to just buy a bag of chips.
Staff	Staff is friendly and helpful. I can usually locate what I need and if not, an order/request arrives promptly!
Stock	There was only one time that I tried to purchase a book that wasn't in stock and unfortunately the clerk didn't have the correct info on when it would be in supply. I missed buying the book and it resulted in me dropping the course, which was not a good situation.
Checkout	When you have a line of 10 people waiting to buy something, and three employees at the register area, it is common for only one to process sales, while the other two either inefficiently work on something else, or engage in conversation. Frankly, I avoid the bookstore for anything I can purchase elsewhere on campus, especially snacks and beverages.
Prices	I really love the Owl Book Shop but textbook prices there are ridiculously high. The main thing I go in there for are Scantrons, blue books and an occasional snack.
Process	Dumb survey; the bookstore and coffee shop are convenient for food & snacks when the owl cafeteria is closed; but the owl cafeteria needs more hours; that is where people get real filling food and healthier snacks.
Stock	Bookstore should sell children's Citrus logo clothing. I'd buy lots!
General	Nicer than the Coffee & Art shop.
Staff	Staff needs to be more courteous.
Checkout	The lines at the bookstore are ridiculous at the beginning of the semester. i rarely go into the coffee shop but try to an there is ALWAYS a line.
Customer Service, Prices, Staff	There needs to be a complete restructure from the customer's standpoint. Customer service is atrocious, items are overpriced and personnel are not properly trained. I use these services only when I don't have time to leave campus.
General	I am probably not the ideal person to complete this survey as I am an employee who rarely eats snacks or buys drinks.

## 2014 Citrus College Bookstore Services Guest Survey Analysis

Theme	Response
Process	I've only had one bad experience in the Bookstore that was this past semester on the first Tuesday. I went in to buy my virtual child; the staff informed me that it was in the book we had to buy for the class. I knew this wasn't true because I had bought the book and our professor informed us it was something we had to purchase extra. So they checked on it, and then informed me that they would order some. We also had the option to purchase them online, which I was holding off on since I have EOP & S. They said to come in the end of the week to check, I went Friday and they still had not received them. So I went back in on the following Tuesday, they still had not received them. Then they said again that it comes with the book, so I explained everything again. They then checked with someone in the back and they said it has been ordered however, it has not come in yet. I called the following week to check on it this is when I was informed that you can only purchase the access code online!
Layout	I like the new layout of the store. However, when I need to run in and grab a certain item it's difficult to squeeze through the line to make sure it's there before getting back in line to purchase it.
Prices, Stock	Book prices are too high!. I usually purchase used textbooks from other students or Amazon. I often have trouble locating staff to answer questions about store merchandise. Merchandise policies are too rigid. I recently had to keep a shirt that didn't fit me. It went to Goodwill. It would be nice if you included more women's sizes in shirts and sweatshirts. I'd like to rep my school but can't find anything that fits a curvy frame. When the store is not busy staff are usually friendly.
Checkout	The coffee/art bar check-out is very inefficient. If I want to just buy chips, I have to wait in the long line of people ordering coffee. The lines are sometimes very long, so I don't even bother buying anything. There should be a cash register for fast purchases.
Stock	need more variety of sandwiches and snacks.
Checkout	The long, long lines at Starbucks need to be addressed. Long lines at the main bookstore are also often a problem. I'd like to see more cashiers working when it's busy and I don't like the cash only register.
Stock, Prices	For question 18, the service is positive just that the choices and prices are not suitable
General	Thanks!
General	N/A
Stock – books	As a teacher, I don't use these services much. My main issue is having my books available to students at the beginning of the semester and not having to wait for an order.
Layout	It seems kind of cluttery
Process, Staff	Both the bookstore and the Coffee Bar are clean and well managed. They offer enough snacks in a wide variety of choices. The Coffee Bar does a good job of making Starbucks drinks. Everyone is doing a good job.
Customer Service, Services	As an employee of the college, I comment the bookstore team. Key personnel deserve a high rating on multiple areas of customer service. Additionally, with the expansion into beverage, snack, refreshment areas they have become instrumental in their ability to help by augmenting the support needed to make Citrus College activities a success. The support services the bookstore provides are well-integrated into the campus community; I can't imagine fulfilling many of my assignments without their involvement.
Staff, Checkout	The bookstore is well staffed and well run, however, the coffee shop is not. Additional staff and cashiers are needed to service the amount of customers that patronize it on a regular basis. It is understandable that coffee and specialty drinks take time to be made and the staff works as fast as they can however, when you want to purchase art supplies only, standing in line for more than 15 minutes seems ridiculous. A possibility may be opening a cashier in the art area to service those wanting to buy art supplies and non-drink items.
Checkout	The main change that needs to be made is that the lines are often very long and the wait is especially lengthy. The coffee and art bar staff need to pick up the pace. I will mention however, that staff there is very friendly and it is always clean.
Staff	Very pleasant students. XXXXX is FANTASTIC!
Process	Would like to see both registers being used when its peak time or busy at the Owl Art & Coffee bar. Sometimes I see five people in there working when it's so busy and only 1 at the register 1 or 2 making coffee and 2 in the back.
Staff, Stock	Staff is always friendly and courteous. Good selection of logo items. I appreciate the ability to purchase cards and gifts for various occasions. Not sure if this topic is included in the survey, but orders for balloons, flowers and coffee for events are filled and delivered cheerfully, efficiently and reliably. Thanks!!
Staff	The personnel at the Art and Coffee bar sometimes are involved in personal conversations that I have to wait until they complete their statement before getting my order completed.
Staff	Sometimes the wait at the coffee shop takes too long. I sometimes observe the staff not working up-to-speed either because they're spending time engaging in small-talk with customers or they're just moving too slowly (in spite of the fact that there is a line of people waiting to be assisted). However, the staff has always been very friendly - which I appreciate.
Stock	As a music major, I'd love to see guitar picks, and strings (acoustic, electric, bass, etc.). I had a performance a week or so ago and while tuning, one of my strings snapped! You guys could've saved me man. Other than that it's cool. Picks and strings!
Vending Machines	The vending machines have often been sold out of various products at once and have heard that they've given expired products before, which makes me hesitant. However, I would say that I am satisfied overall.

## 2014 Citrus College Bookstore Services Guest Survey Analysis

Theme	Response
Process	I truly love our bookstore; it is extremely helpful and well stocked. However I find it very frustrating that once the cafeteria is closed (at 2pm!!) there is nowhere to get fresh fruit or vegetables on campus - I love snacks but 2pm until a 7pm class is a long time with nothing healthy to eat. Also for those of us with night classes (I take 2 a semester) it is very frustrating not having access to any food on break. After 8pm we have discovered that the card readers for the vending machines are down. Those of us with 3-hour evening classes only have 10-15min break to eat, not enough time to leave and without change we are starving - please do what you can to fix this, some of us come straight from work to school. I myself leave work at 6:30pm to barely make it to class on time at 7 I don't have time to stop for food - I usually don't eat until after my 3hr class if I cannot find anything on campus. That means eating lunch at work at 12-1pm and nothing until I leave class at 10:15pm - that's 9.5 hours without any food - please do what you can about this, we are very hungry! Healthy food would be great, but honestly we would settle for anything!!! Thank you, XXXXXXXX.
General	Thank you for everything keep up the good work!!!
General	I think you guys need to think about students
Stock	Don't like that they don't have the edition available that the teacher requested. They then make you buy the newer edition and then at the end of the semester they won't buy the book back.
Stock, Prices	There have been two occasions where the books I need are not available. The prices of food and supplies are extremely high.
Layout, Staff	The layout of the bookstore does not function properly; snacks and supplies are not divided in an efficient way. Also, bookstore workers need to be trained to work faster at the registers. Many of them are extremely slow, especially in the beginning of the term. They should wear Citrus College T-shirts to distinguish them as student workers. They also need to regularly check the store for expired items-- I have paid for expired snacks before. The students working helping people find their textbooks were not always helpful. There is WAY TOO MUCH SOCIALIZING between all members of the student workers. I've seen guys in the back standing around talking instead of helping people. Overall, my experience at the bookstore is not bad, but I wouldn't say it is very good either.
General	None
Checkout, Staff	The bookstore should have 2 cashiers open who do accept cash. Normally there is one person who does cash and another person who does debit/credit transactions. Personal staff is very friendly and knowledgeable.
Prices	It would be great to have a reduction in book prices or discounts available for the more expensive books.
Staff	Majority of the staff is rude and inattentive
Stock	the best . proud to be at citrus college
Stock	Some of the used textbooks I have purchased have been in very very bad condition. The used books should be realistically examined; some were not in what I would consider sellable condition. Otherwise, every other interaction with the bookstore have been largely positive.
Stock, Customer Service, Staff	The merchandise in general is overpriced, the music is too loud and awful for a diverse clientele, the customer service skills of the employees are lacking, and knowledge about the location of merchandise could be better. I spent eight years in retail sales and I get the impression that no one affiliated with the bookstore has any real world experience. If the bookstore was not located on campus, it would have gone out of business many years ago.
Layout	I think the art coffee shop should be moved around a little because there are so many people in there all the time and it's hard to walk around.
General	I love the Owl Bookstore!!!!
Stock	The food was not good it had bacteria.
Checkout	Please add a register for the Art and Coffee. .holy moly the lines are too long. Often times I go there starving between classes and see the line and I know I won't be out of there in time, so I leave. You need one line for Starbucks and one line for snacks/everything else.
Layout	Need to add another coffee bar on the east end of campus.
Service, Staff, Vending Machines	For the bookstore the service is good, the personnel are friendly and helpful, however they need to be more knowledgeable with the merchandise they have. I tried to purchase a computer from the store and no one could help me with the computer's qualities. Needless to say, I bought it somewhere else. I really enjoy using the bookstore itself for my snacks. I do not like using the vending machines because they hardly are in operation, or at least the ones I have attempted to use. They either have nothing in them or they simply do not work. I think that as students, we would really appreciate it if these were fixed because it is an inconvenience to walk from the TC building to the bookstore to buy a drink because the machines in our vicinity are inoperable.
Checkout	Enjoy the Owl Art & Coffee Bar, but it does get very busy with lines, especially in the mornings.