# **Trinity Valley Community College**

### **Bookstore Satisfaction Survey Results**

### Fall 2017

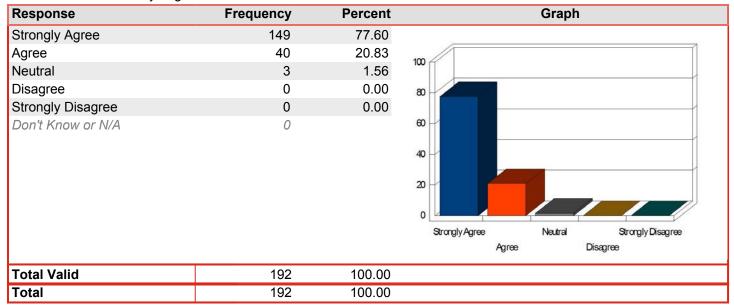
Campus: ATHENS

Student Status Mean: 1.26

Response	Frequency	Percent	Graph
Full-Time	104	74.29	
Part-Time	36	25.71	100 80 60 40 20 0 Full-Time Part-Time
Total Valid	140	100.00	
Total	140	100.00	

# AGREEMENT: I am greeted when entering the bookstore

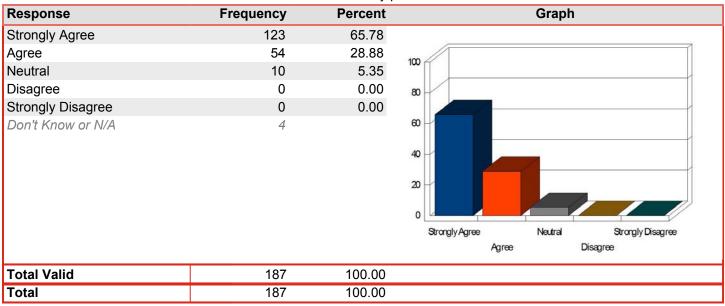
Response	Frequency	Percent	Graph
Strongly Agree	134	69.79	
Agree	54	28.13	100
Neutral	4	2.08	
Disagree	0	0.00	80
Strongly Disagree	0	0.00	
Don't Know or N/A	0		Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid	192	100.00	
Total	192	100.00	



# AGREEMENT: Bookstore staff responds to feedback to improve services

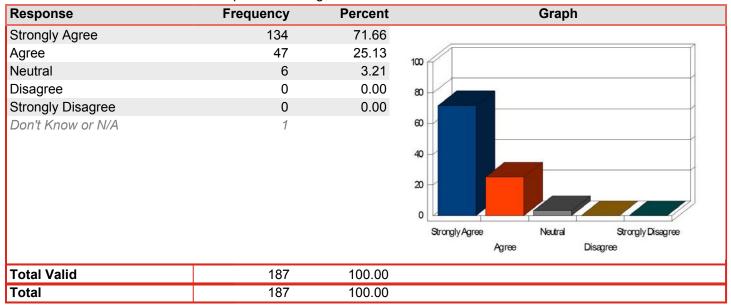
Mean: 4.58

Response	Frequency	Percent	Graph
Strongly Agree	123	66.49	
Agree	47	25.41	100
Neutral	15	8.11	
Disagree	0	0.00	80
Strongly Disagree	0	0.00	
Don't Know or N/A	5		60 40 20 Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid	185	100.00	
Total	185	100.00	



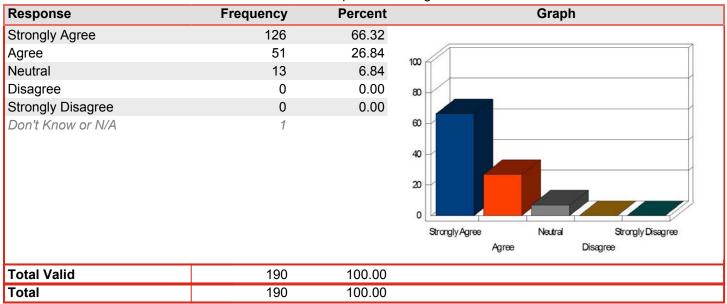
# AGREEMENT: The bookstore has attractive displays

Response	Frequency	Percent	Graph
Strongly Agree	129	67.54	
Agree	46	24.08	100
Neutral	15	7.85	100
Disagree	1	0.52	80
Strongly Disagree	0	0.00	
Don't Know or N/A	0		Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid	191	100.00	
Total	191	100.00	



### AGREEMENT: The bookstore has the course materials I need, when I need them

Response	Frequency	Percent	Graph
Strongly Agree	128	67.37	
Agree	47	24.74	
Neutral	11	5.79	100
Disagree	3	1.58	80
Strongly Disagree	1	0.53	
Don't Know or N/A	0		60 40 20 Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid	190	100.00	
Total	190	100.00	

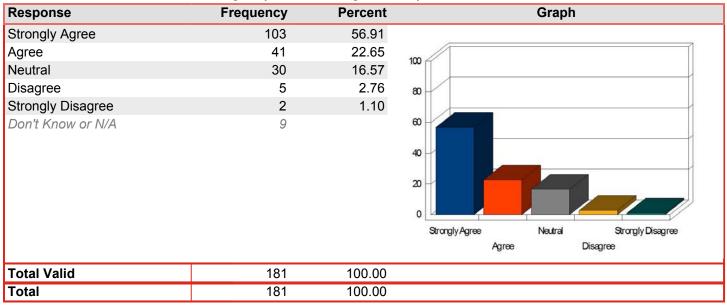


#### AGREEMENT: The bookstore has reasonable hours of operation during registration

Response	Frequency	Percent	Graph
Strongly Agree	120	65.57	N
Agree	49	26.78	100
Neutral	14	7.65	
Disagree	0	0.00	80
Strongly Disagree	0	0.00	
Don't Know or N/A	7		50 Strongly Agree Neutral Strongly Disagree
			Agree Disagree
Total Valid	102	100.00	5354
Total Valid	183	100.00	
Total	183	100.00	

AGREEMENT: The bookstore does a good job of educating us on why books cost so much





# AGREEMENT: I understand why books are expensive (publishers represent 75% of cost)

Mean: 4.34

Response	Frequency	Percent	Graph
Strongly Agree	98	53.85	
Agree	55	30.22	am /
Neutral	22	12.09	100
Disagree	6	3.30	80
Strongly Disagree	1	0.55	
Don't Know or N/A	7		Strongly Agree Neutral Strongly Disagree  Agree Disagree
Total Valid	182	100.00	
Total	182	100.00	

Response	Frequency	Percent	Graph
Very Satisfied	137	72.49	100
Satisfied	48	25.40	100
Neutral	4	2.12	, w
Dissatisfied	0	0.00	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	0		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	189	100.00	
Total	189	100.00	

Satisfaction: Friendliness of staff

Mean: 4.77

Response	Frequency	Percent	Graph
Very Satisfied	148	77.89	
Satisfied	41	21.58	100
Neutral	1	0.53	
Dissatisfied	0	0.00	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	0		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	190	100.00	
Total	190	100.00	

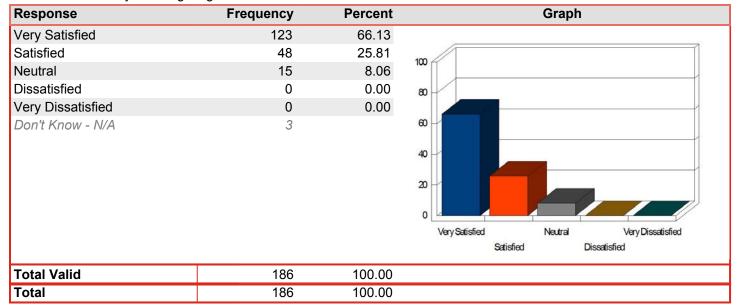
Satisfaction: Knowledge of staff

Response	Frequency	Percent	Graph
Very Satisfied	145	76.72	
Satisfied	38	20.11	100
Neutral	6	3.17	\times
Dissatisfied	0	0.00	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	1		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	189	100.00	
Total	189	100.00	

Satisfaction: Selection of school supplies

Mean: 4.58

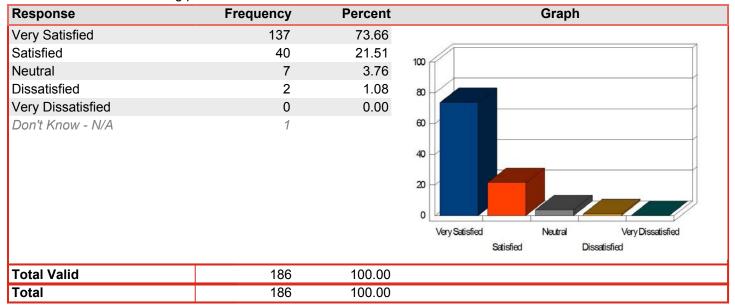
Response	Frequency	Percent	Graph
Very Satisfied	128	67.72	
Satisfied	44	23.28	100
Neutral	16	8.47	100
Dissatisfied	1	0.53	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	0		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	189	100.00	
Total	189	100.00	



Satisfaction: Variety of clothing items available for purchase

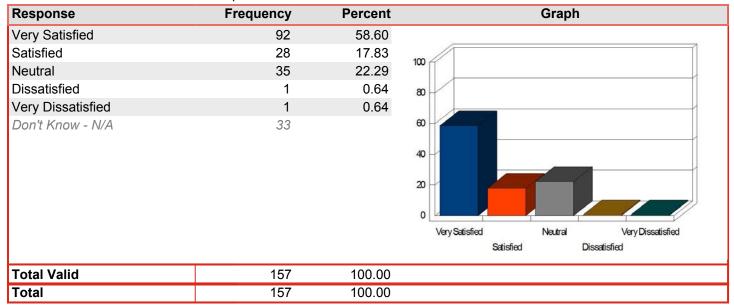
Mean: 4.52

Response	Frequency	Percent	Graph
Very Satisfied	120	64.17	
Satisfied	48	25.67	100
Neutral	16	8.56	
Dissatisfied	3	1.60	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	1		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	187	100.00	
Total	187	100.00	



Satisfaction: ONLINE textbook purchasing process

Response	Frequency	Percent	Graph
Very Satisfied	104	62.28	
Satisfied	28	16.77	4m
Neutral	31	18.56	100
Dissatisfied	4	2.40	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	23		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	167	100.00	
Total	167	100.00	



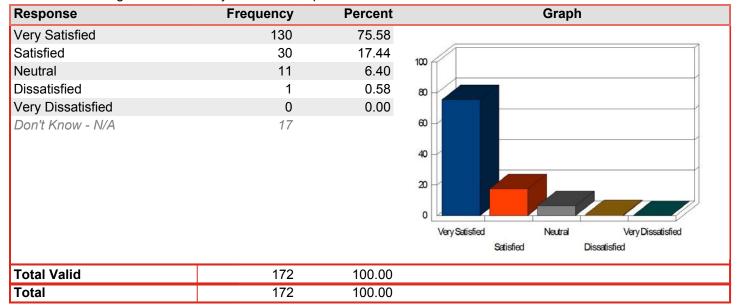
# Satisfaction: ONLINE textbook rental return policy

Response	Frequency	Percent	Graph
Very Satisfied	93	59.24	539
Satisfied	29	18.47	100
Neutral	34	21.66	
Dissatisfied	0	0.00	80
Very Dissatisfied	1	0.64	
Don't Know - N/A	32		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	157	100.00	
Total	157	100.00	

Response	Frequency	Percent	Graph
Very Satisfied	105	62.50	
Satisfied	40	23.81	100
Neutral	20	11.90	
Dissatisfied	3	1.79	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	20		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	168	100.00	
Total	168	100.00	

# Satisfaction: Bookstore textbook buy back procedures

Response	Frequency	Percent	Graph
Very Satisfied	106	62.35	
Satisfied	39	22.94	am /
Neutral	21	12.35	100
Dissatisfied	4	2.35	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	20		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	170	100.00	
Total	170	100.00	



Likely: Purchase and use E-books over traditional textbooks in the future

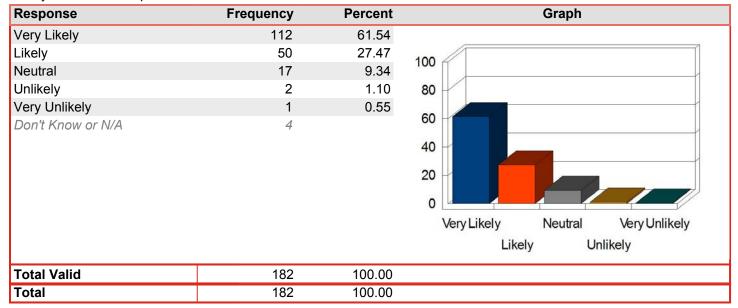
Mean: 3.94

Response	Frequency	Percent	Graph
Very Likely	70	39.11	100
Likely	50	27.93	100
Neutral	42	23.46	100
Unlikely	12	6.70	80
Very Unlikely	5	2.79	60
Don't Know or N/A	11		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid	179	100.00	
Total	179	100.00	

Response	Frequency	Percent	Graph
Very Likely	62	35.43	32
Likely	53	30.29	100
Neutral	44	25.14	100
Unlikely	12	6.86	80
Very Unlikely	4	2.29	
Don't Know or N/A	13		60 40 20 0
			Very Likely Neutral Very Unlikely
			Likely Unlikely
Total Valid	175	100.00	
Total	175	100.00	

# Likely: Rent a Textbook in the future

Response	Frequency	Percent	Graph
Very Likely	73	41.24	
Likely	53	29.94	100
Neutral	39	22.03	100
Unlikely	7	3.95	80
Very Unlikely	5	2.82	60
Don't Know or N/A	11		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid	177	100.00	
Total	177	100.00	



Likely: Purchase more clothing and merchandise if there was a better selection

Mean: 4.12

Response	Frequency	Percent	Graph
Very Likely	80	45.20	100
Likely	43	24.29	100
Neutral	50	28.25	100
Unlikely	4	2.26	80
Very Unlikely	0	0.00	60
Don't Know or N/A	10		40 20 0
			Very Likely Neutral Very Unlikely
			Likely Unlikely
Total Valid	177	100.00	
Total	177	100.00	

Likely: Purchase computers and other electronics if it were available



Response	Frequency	Percent	Graph
Very Likely	72	39.56	100
Likely	35	19.23	100
Neutral	48	26.37	100
Unlikely	15	8.24	80
Very Unlikely	12	6.59	60
Don't Know or N/A	7		40 20 Very Likely Neutral Very Unlikely
			Likely Unlikely
Total Valid	182	100.00	
Total	182	100.00	

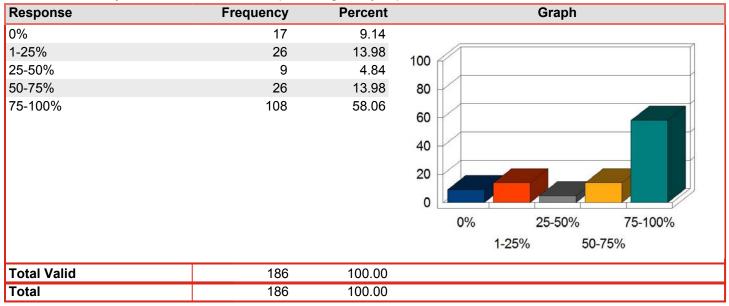
How many times through the school year do you shop at the campus bookstore for any reason?

Mean: 2.83

Response	Frequency	Percent	Graph
0	6	3.21	100
1-3	92	49.20	100
4-6	45	24.06	100
7-9	16	8.56	80
10 or more	28	14.97	
			60
			40
			20
			0
			0 4-6 10 or more
			1-3 7-9
Total Valid	187	100.00	
Total	187	100.00	

For the textbooks you needed at TVCC, what percentage did you purchase at this bookstore?





How many times have you have rented TEXTBOOKS using our online rental services?

Mean: 1.39

Response	Frequency	Percent	Graph
0	140	75.27	
1-3	27	14.52	100
4-6	14	7.53	
7-9	3	1.61	80
10 or more	2	1.08	
			60
			40
			20
			0
			0 4-6 10 or more
			1-3 7-9
Total Valid	186	100.00	
Total	186	100.00	

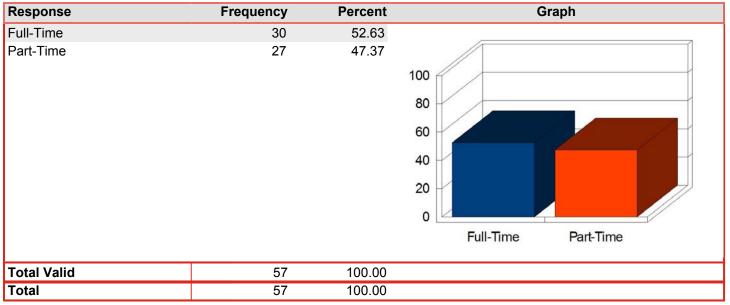
# **Trinity Valley Community College**

#### **Bookstore Satisfaction Survey Results**

#### Fall 2017

Campus: HSC

Student Status Mean: 1.47



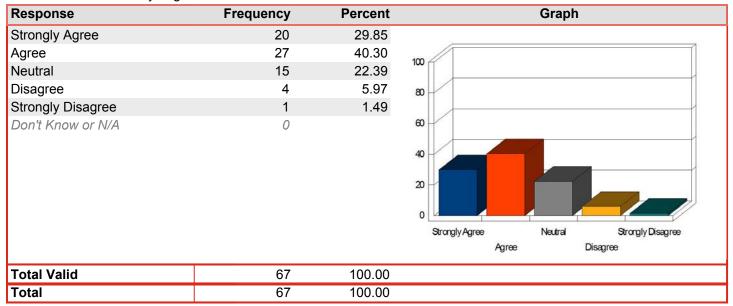
#### AGREEMENT: I am greeted when entering the bookstore

Response Frequency Percent Graph 19 Strongly Agree 28.36 Agree 18 26.87 100 20 Neutral 29.85 Disagree 7 10.45 80 Strongly Disagree 3 4.48 60 Don't Know or N/A 0 40 20 0 Strongly Agree Neutral Strongly Disagree Agree Disagree **Total Valid** 67 100.00

100.00

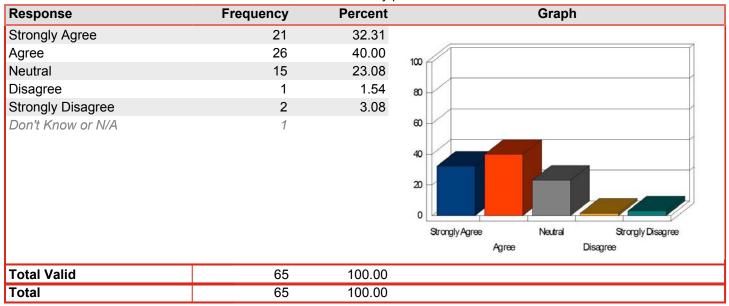
67

Total



# AGREEMENT: Bookstore staff responds to feedback to improve services

Response	Frequency	Percent	Graph
Strongly Agree	17	26.98	539
Agree	16	25.40	100
Neutral	26	41.27	
Disagree	3	4.76	80
Strongly Disagree	1	1.59	
Don't Know or N/A	4		Strangly Agree Neutral Strangly Disagree Agree Disagree
Total Valid	63	100.00	
Total	63	100.00	



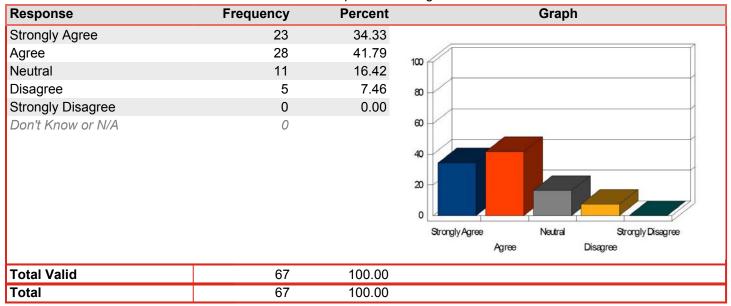
# AGREEMENT: The bookstore has attractive displays

Response	Frequency	Percent	Graph
Strongly Agree	18	26.87	
Agree	21	31.34	100
Neutral	24	35.82	,
Disagree	2	2.99	80
Strongly Disagree	2	2.99	
Don't Know or N/A	0		60 40 20
			Strongly Agree Neutral Strongly Disagree
			Agree Disagree
Total Valid	67	100.00	
Total	67	100.00	

Response	Frequency	Percent	Graph
Strongly Agree	19	28.79	
Agree	20	30.30	100
Neutral	25	37.88	
Disagree	2	3.03	80
Strongly Disagree	0	0.00	
Don't Know or N/A	1		Strongly Agree Neutral Strongly Disagree  Agree Disagree
Total Valid	66	100.00	
Total	66	100.00	

# AGREEMENT: The bookstore has the course materials I need, when I need them

Response	Frequency	Percent	Graph
Strongly Agree	18	27.27	
Agree	27	40.91	100
Neutral	17	25.76	
Disagree	2	3.03	80
Strongly Disagree	2	3.03	
Don't Know or N/A	1		Strongly Agree Neutral Strongly Disagree  Agree Disagree
Total Valid	66	100.00	
Total	66	100.00	



### AGREEMENT: The bookstore has reasonable hours of operation during registration

Response	Frequency	Percent	Graph
Strongly Agree	21	32.31	100
Agree	31	47.69	am /
Neutral	12	18.46	100
Disagree	1	1.54	80
Strongly Disagree	0	0.00	
Don't Know or N/A	2		Strongly Agree Neutral Strongly Disagree  Agree Disagree
Total Valid	65	100.00	
Total	65	100.00	

AGREEMENT: The bookstore does a good job of educating us on why books cost so much



Response	Frequency	Percent	Graph
Strongly Agree	9	14.52	I N
Agree	13	20.97	100
Neutral	23	37.10	
Disagree	8	12.90	80
Strongly Disagree	9	14.52	
Don't Know or N/A	5		Strongly Agree Neutral Strongly Disagree  Agree Disagree
Total Valid	62	100.00	
Total	62	100.00	

# AGREEMENT: I understand why books are expensive (publishers represent 75% of cost)

Mean: 3.31

Response	Frequency	Percent	Graph
Strongly Agree	11	17.19	
Agree	18	28.13	100
Neutral	22	34.38	
Disagree	6	9.38	80
Strongly Disagree	7	10.94	
Don't Know or N/A	3		60 40 20
			Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid	64	100.00	
Total	64	100.00	

Satisfaction: Assistance of staff

Response	Frequency	Percent	Graph
Very Satisfied	30	44.78	
Satisfied	31	46.27	100
Neutral	4	5.97	
Dissatisfied	2	2.99	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	0		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	67	100.00	
Total	67	100.00	

Satisfaction: Friendliness of staff

Response	Frequency	Percent	Graph
Very Satisfied	35	52.24	100
Satisfied	23	34.33	4m
Neutral	8	11.94	100
Dissatisfied	1	1.49	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	0		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	67	100.00	
Total	67	100.00	

Satisfaction: Knowledge of staff

Response	Frequency	Percent	Graph
Very Satisfied	31	46.27	
Satisfied	27	40.30	-m
Neutral	5	7.46	100
Dissatisfied	4	5.97	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	0		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	67	100.00	
Total	67	100.00	

Satisfaction: Selection of school supplies

Response	Frequency	Percent	Graph
Very Satisfied	20	30.30	N
Satisfied	22	33.33	100
Neutral	21	31.82	
Dissatisfied	3	4.55	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	1		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	66	100.00	
Total	66	100.00	

# Satisfaction: Variety of college logo items

#### Mean: 3.83

Response	Frequency	Percent	Graph
Very Satisfied	18	27.27	18
Satisfied	25	37.88	100
Neutral	18	27.27	
Dissatisfied	4	6.06	80
Very Dissatisfied	1	1.52	
Don't Know - N/A	1		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	66	100.00	
Total	66	100.00	

# Satisfaction: Variety of clothing items available for purchase

Mean: 3.75

Response	Frequency	Percent	Graph
Very Satisfied	16	24.62	
Satisfied	22	33.85	100
Neutral	23	35.38	
Dissatisfied	3	4.62	80
Very Dissatisfied	1	1.54	
Don't Know - N/A	2		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	65	100.00	
Total	65	100.00	

Response	Frequency	Percent	Graph
Very Satisfied	20	30.77	
Satisfied	31	47.69	100
Neutral	13	20.00	
Dissatisfied	1	1.54	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	1		60 40 20 Very Satisfied Neutral Very Dissatisfied Dissatisfied
Total Valid	65	100.00	
Total	65	100.00	

Satisfaction: ONLINE textbook purchasing process

Response	Frequency	Percent	Graph
Very Satisfied	16	31.37	
Satisfied	17	33.33	100
Neutral	17	33.33	
Dissatisfied	1	1.96	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	16		40 20 Very Satisfied Neutral Very Dissatisfied
Total Valid		100.00	Satisfied Dissatisfied
Total Valid	51	100.00	
Total	51	100.00	

### Satisfaction: ONLINE textbook rental process

#### Mean: 3.88

Response	Frequency	Percent	Graph
Very Satisfied	15	30.00	I N
Satisfied	17	34.00	100
Neutral	16	32.00	
Dissatisfied	1	2.00	80
Very Dissatisfied	1	2.00	
Don't Know - N/A			Very Satisfied  Neutral Very Dissatisfied  Satisfied Dissatisfied
Total Valid	50	100.00	
Total	50	100.00	

# Satisfaction: ONLINE textbook rental return policy

Mean: 3.92

Response	Frequency	Percent	Graph
Very Satisfied	15	30.00	
Satisfied	16	32.00	100
Neutral	19	38.00	
Dissatisfied	0	0.00	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	16		40 20 Very Satisfied Neutral Very Dissatisfied
			Satisfied Dissatisfied
Total Valid	50	100.00	
Total	50	100.00	

### Satisfaction: Bookstores return policies

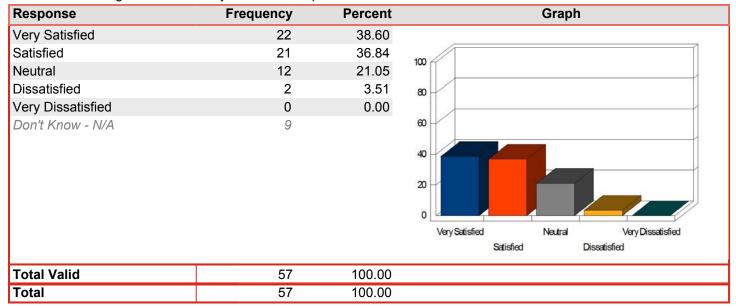
#### Mean: 3.85

Response	Frequency	Percent	Graph
Very Satisfied	15	27.27	I N
Satisfied	18	32.73	100
Neutral	21	38.18	
Dissatisfied	1	1.82	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	12		Very Satisfied  Neutral Very Dissatisfied  Satisfied  Dissatisfied
Total Valid	55	100.00	
Total	55	100.00	

# Satisfaction: Bookstore textbook buy back procedures

Mean: 3.72

Response	Frequency	Percent	Graph
Very Satisfied	12	22.64	
Satisfied	19	35.85	100
Neutral	17	32.08	W [ ]
Dissatisfied	5	9.43	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	14		60 40 20
			Very Satisfied Neutral Very Dissatisfied
			Satisfied Dissatisfied
Total Valid	53	100.00	
Total	53	100.00	



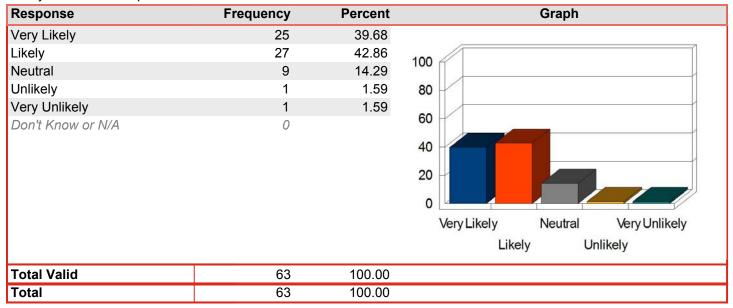
Likely: Purchase and use E-books over traditional textbooks in the future

Response	Frequency	Percent	Graph
Very Likely	20	30.30	1 60
Likely	13	19.70	100
Neutral	23	34.85	100
Unlikely	6	9.09	80
Very Unlikely	4	6.06	60
Don't Know or N/A	1		40 20 0
			Very Likely Neutral Very Unlikely
			Likely Unlikely
Total Valid	66	100.00	
Total	66	100.00	

Response	Frequency	Percent	Graph
Very Likely	17	26.56	100
Likely	22	34.38	100
Neutral	18	28.13	100
Unlikely	6	9.38	80
Very Unlikely	1	1.56	20
Don't Know or N/A	2		60 40 20
			0
			Very Likely Neutral Very Unlikely
			Likely Unlikely
Total Valid	64	100.00	
Total	64	100.00	

# Likely: Rent a Textbook in the future

Response	Frequency	Percent	Graph
Very Likely	10	15.63	
Likely	22	34.38	100
Neutral	21	32.81	100
Unlikely	9	14.06	80
Very Unlikely	2	3.13	•
Don't Know or N/A	3		60 40 20 0
			Very Likely Neutral Very Unlikely
			Likely Unlikely
Total Valid	64	100.00	
Total	64	100.00	

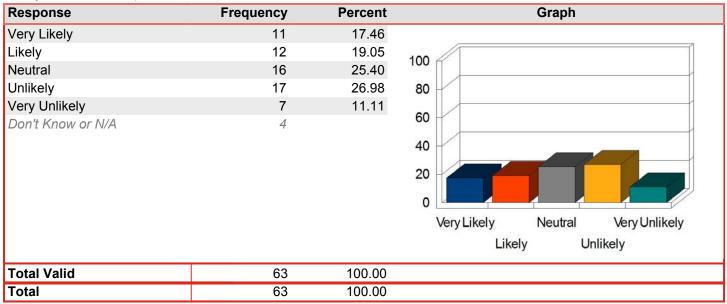


Likely: Purchase more clothing and merchandise if there was a better selection

Response	Frequency	Percent	Graph
Very Likely	16	25.40	
Likely	22	34.92	100
Neutral	19	30.16	100
Unlikely	5	7.94	80
Very Unlikely	1	1.59	
Don't Know or N/A	4		60
			40
			20
			Very Likely Neutral Very Unlikely
			Likely Unlikely
Total Valid	63	100.00	
Total	63	100.00	

Likely: Purchase computers and other electronics if it were available

Mean: 3.05



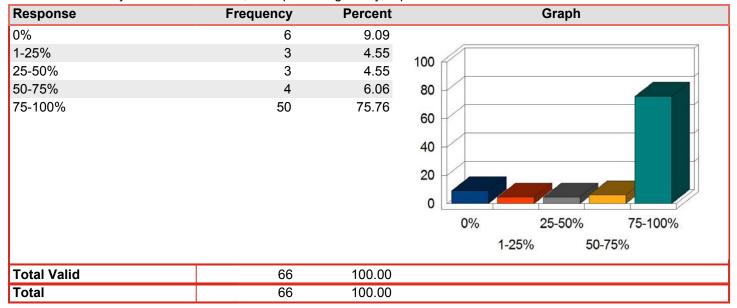
How many times through the school year do you shop at the campus bookstore for any reason?

Mean: 2.54

Response	Frequency	Percent	Graph
0	3	4.48	
1-3	45	67.16	100
4-6	8	11.94	100
7-9	2	2.99	80
10 or more	9	13.43	
			60
			40
			20
			20
			0
			0 4-6 10 or more
			1-3 7-9
Total Valid	67	100.00	
Total	67	100.00	

For the textbooks you needed at TVCC, what percentage did you purchase at this bookstore?

Mean: 4.35



# How many times have you have rented TEXTBOOKS using our online rental services?

Mean: 1.25

Response	Frequency	Percent	Graph
0	53	79.10	
1-3	13	19.40	100
4-6	0	0.00	100
7-9	0	0.00	80
10 or more	1	1.49	
			60
			40
			20
			0
			0 4-6 10 or more
			1-3 7-9
Total Valid	67	100.00	
Total	67	100.00	

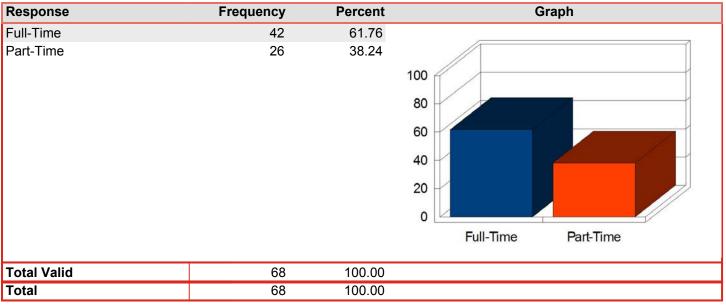
# **Trinity Valley Community College**

# **Bookstore Satisfaction Survey Results**

#### Fall 2017

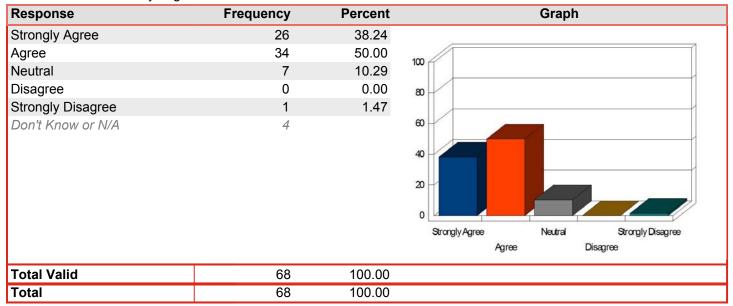
Campus: PALESTINE

Student Status Mean: 1.38



### AGREEMENT: I am greeted when entering the bookstore

Response	Frequency	Percent	Graph
Strongly Agree	22	32.35	
Agree	37	54.41	100
Neutral	7	10.29	
Disagree	1	1.47	80
Strongly Disagree	1	1.47	
Don't Know or N/A	4		Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid	68	100.00	
Total	68	100.00	



# AGREEMENT: Bookstore staff responds to feedback to improve services

Response	Frequency	Percent	Graph
Strongly Agree	19	30.16	
Agree	28	44.44	100
Neutral	14	22.22	W [ ]
Disagree	2	3.17	80
Strongly Disagree	0	0.00	
Don't Know or N/A	9		Strongly Agree Neutral Strongly Disagree  Agree Disagree
Total Valid	63	100.00	
Total	63	100.00	

Response	Frequency	Percent	Graph
Strongly Agree	19	29.69	
Agree	33	51.56	100
Neutral	9	14.06	
Disagree	3	4.69	80
Strongly Disagree	0	0.00	
Don't Know or N/A	7		Strongly Agree Neutral Strongly Disagree  Agree Disagree
Total Valid	64	100.00	
Total	64	100.00	

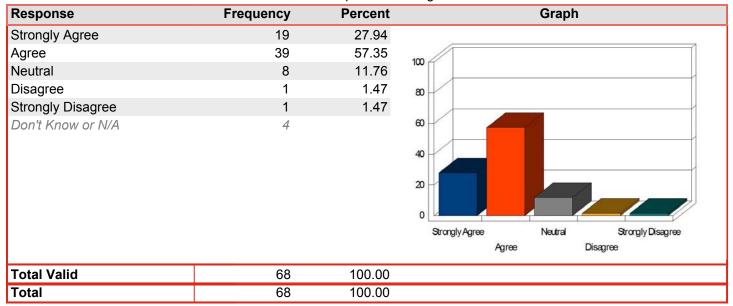
# AGREEMENT: The bookstore has attractive displays

Response	Frequency	Percent	Graph
Strongly Agree	14	20.90	
Agree	36	53.73	100
Neutral	15	22.39	
Disagree	2	2.99	80
Strongly Disagree	0	0.00	
Don't Know or N/A	5		60 40 20
			Strongly Agree Neutral Strongly Disagree
			Agree Disagree
Total Valid	67	100.00	
Total	67	100.00	

Response	Frequency	Percent	Graph
Strongly Agree	14	20.90	
Agree	46	68.66	100
Neutral	7	10.45	
Disagree	0	0.00	80
Strongly Disagree	0	0.00	
Don't Know or N/A	5		Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid	67	100.00	
Total	67	100.00	

## AGREEMENT: The bookstore has the course materials I need, when I need them

Response	Frequency	Percent	Graph
Strongly Agree	14	20.90	
Agree	33	49.25	100
Neutral	6	8.96	
Disagree	11	16.42	80
Strongly Disagree	3	4.48	
Don't Know or N/A	4		Strongly Agree Neutral Strongly Disagree  Agree Disagree
Total Valid	67	100.00	
Total	67	100.00	

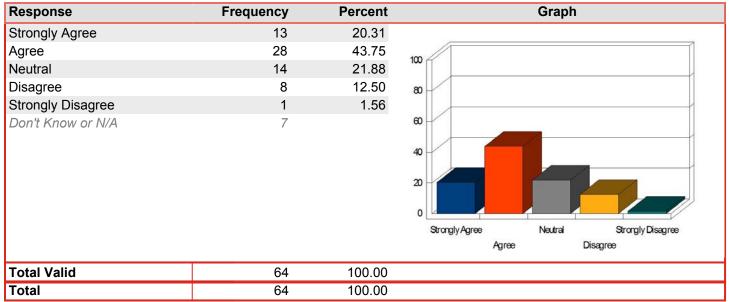


#### AGREEMENT: The bookstore has reasonable hours of operation during registration

Response	Frequency	Percent	Graph
Strongly Agree	18	27.69	
Agree	41	63.08	100
Neutral	6	9.23	ιω [
Disagree	0	0.00	80
Strongly Disagree	0	0.00	
Don't Know or N/A	6		Strongly Agree Neutral Strongly Disagree Agree Disagree
<b>-</b> (1)(1)	25	100.00	
Total Valid	65	100.00	
Total	65	100.00	

AGREEMENT: The bookstore does a good job of educating us on why books cost so much





#### AGREEMENT: I understand why books are expensive (publishers represent 75% of cost)

Mean: 3.48

Response	Frequency	Percent	Graph
Strongly Agree	9	13.85	
Agree	30	46.15	100
Neutral	14	21.54	
Disagree	7	10.77	80
Strongly Disagree	5	7.69	
Don't Know or N/A	7		Strongly Agree Neutral Strongly Disagree  Agree Disagree
Total Valid	65	100.00	
Total	65	100.00	

Satisfaction: Assistance of staff

Mean: 4.17

Response	Frequency	Percent	Graph
Very Satisfied	23	32.39	
Satisfied	42	59.15	100
Neutral	3	4.23	100
Dissatisfied	1	1.41	80
Very Dissatisfied	2	2.82	
Don't Know - N/A	1		60 40 20 Very Satisfied Neutral Very Dissatisfied Dissatisfied
Total Valid	71	100.00	
Total	71	100.00	

Satisfaction: Friendliness of staff

Mean: 4.30

Response	Frequency	Percent	Graph
Very Satisfied	29	40.85	100
Satisfied	35	49.30	100
Neutral	6	8.45	
Dissatisfied	1	1.41	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	1		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	71	100.00	
Total	71	100.00	

Satisfaction: Knowledge of staff

Response	Frequency	Percent	Graph
Very Satisfied	22	31.43	
Satisfied	35	50.00	100
Neutral	11	15.71	
Dissatisfied	1	1.43	80
Very Dissatisfied	1	1.43	
Don't Know - N/A	2		Very Satisfied  Neutral  Very Dissatisfied  Satisfied  Dissatisfied
Total Valid	70	100.00	
Total	70	100.00	

Satisfaction: Selection of school supplies

Response	Frequency	Percent	Graph
Very Satisfied	14	19.72	
Satisfied	43	60.56	100
Neutral	12	16.90	
Dissatisfied	1	1.41	80
Very Dissatisfied	1	1.41	
Don't Know - N/A	1		Very Satisfied  Neutral  Very Dissatisfied  Satisfied  Dissatisfied
Total Valid	71	100.00	
Total	71	100.00	

## Satisfaction: Variety of college logo items

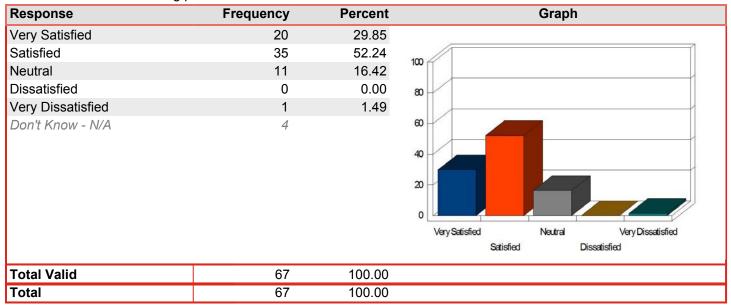
#### Mean: 3.96

Response	Frequency	Percent	Graph
Very Satisfied	15	21.74	
Satisfied	38	55.07	100
Neutral	15	21.74	
Dissatisfied	0	0.00	80
Very Dissatisfied	1	1.45	
Don't Know - N/A	3		60 40 20 Very Satisfied Neutral Very Dissatisfied Dissatisfied
Total Valid	69	100.00	
Total	69	100.00	

# Satisfaction: Variety of clothing items available for purchase

Mean: 3.84

Response	Frequency	Percent	Graph
Very Satisfied	16	23.19	
Satisfied	33	47.83	100
Neutral	14	20.29	
Dissatisfied	5	7.25	80
Very Dissatisfied	1	1.45	
Don't Know - N/A	3		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	69	100.00	
Total	69	100.00	



Satisfaction: ONLINE textbook purchasing process

Response	Frequency	Percent	Graph
Very Satisfied	16	27.59	
Satisfied	27	46.55	100
Neutral	11	18.97	
Dissatisfied	1	1.72	80
Very Dissatisfied	3	5.17	
Don't Know - N/A	14		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	58	100.00	
Total	58	100.00	

#### Satisfaction: ONLINE textbook rental process

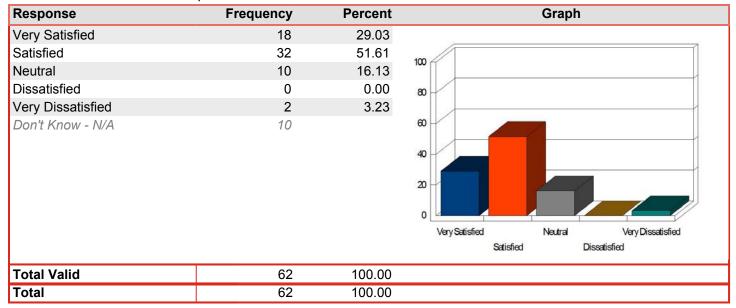
#### Mean: 3.95

Response	Frequency	Percent	Graph
Very Satisfied	15	26.79	I N
Satisfied	27	48.21	100
Neutral	12	21.43	
Dissatisfied	0	0.00	80
Very Dissatisfied	2	3.57	
Don't Know - N/A	16		Very Satisfied  Neutral Very Dissatisfied  Satisfied  Dissatisfied
Total Valid	56	100.00	
Total	56	100.00	

# Satisfaction: ONLINE textbook rental return policy

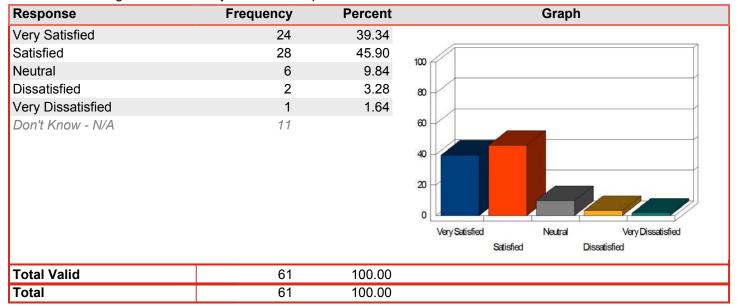
Mean: 3.89

Response	Frequency	Percent	Graph
Very Satisfied	14	25.00	
Satisfied	28	50.00	4m
Neutral	11	19.64	100
Dissatisfied	0	0.00	80
Very Dissatisfied	3	5.36	
Don't Know - N/A	16		Very Satisfied  Neutral  Very Dissatisfied  Satisfied  Dissatisfied
Total Valid	56	100.00	
Total	56	100.00	



Satisfaction: Bookstore textbook buy back procedures

Response	Frequency	Percent	Graph
Very Satisfied	16	26.67	
Satisfied	32	53.33	100
Neutral	10	16.67	
Dissatisfied	1	1.67	80
Very Dissatisfied	1	1.67	
Don't Know - N/A	10		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	60	100.00	
Total	60	100.00	



Likely: Purchase and use E-books over traditional textbooks in the future

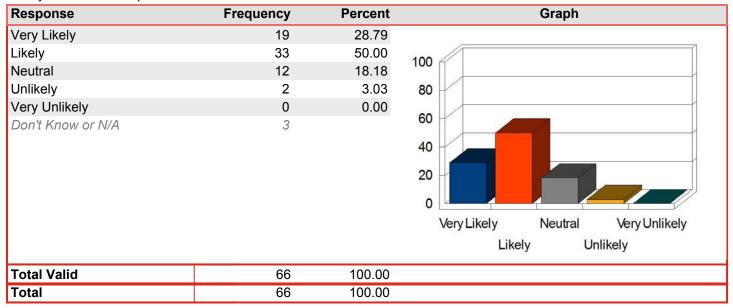
Mean: 3.30

Response	Frequency	Percent	Graph
Very Likely	5	7.58	1.00
Likely	30	45.45	100
Neutral	14	21.21	100
Unlikely	14	21.21	80
Very Unlikely	3	4.55	60
Don't Know or N/A	6		40 20 Very Likely Neutral Very Unlikely
			Likely Unlikely
Total Valid	66	100.00	
Total	66	100.00	

Response	Frequency	Percent	Graph
Very Likely	7	10.77	
Likely	36	55.38	100
Neutral	12	18.46	100
Unlikely	9	13.85	80
Very Unlikely	1	1.54	
Don't Know or N/A	5		60
			40
			20
			Very Likely Neutral Very Unlikely
			Likely Unlikely
Total Valid	65	100.00	
Total	65	100.00	

# Likely: Rent a Textbook in the future

Response	Frequency	Percent	Graph
Very Likely	14	20.59	
Likely	33	48.53	100
Neutral	9	13.24	100
Unlikely	10	14.71	80
Very Unlikely	2	2.94	60
Don't Know or N/A	4		20 Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid	68	100.00	
Total	68	100.00	

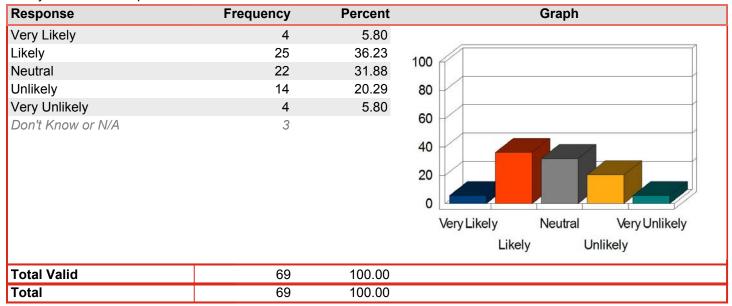


Likely: Purchase more clothing and merchandise if there was a better selection

Response	Frequency	Percent	Graph
Very Likely	9	13.24	
Likely	33	48.53	100
Neutral	15	22.06	100
Unlikely	8	11.76	80
Very Unlikely	3	4.41	
Don't Know or N/A	3		60 40 20
			Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid	68	100.00	
Total	68	100.00	

Likely: Purchase computers and other electronics if it were available

Mean: 3.16

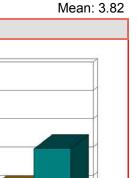


How many times through the school year do you shop at the campus bookstore for any reason?

Mean: 2.11

Response	Frequency	Percent	Graph
0	10	13.89	
1-3	47	65.28	100
4-6	12	16.67	100
7-9	3	4.17	80
10 or more	0	0.00	
			60
			40
			20
			0 4-6 10 or more
			1-3 7-9
Total Valid	72	100.00	
Total	72	100.00	

For the textbooks you needed at TVCC, what percentage did you purchase at this bookstore?



Response	Frequency	Percent	Graph
0%	6	8.33	
1-25%	13	18.06	100
25-50%	4	5.56	100
50-75%	14	19.44	80
75-100%	35	48.61	60 40
			20 0% 25-50% 75-100%
			1-25% 50-75%
Total Valid	72	100.00	
Total	72	100.00	

## How many times have you have rented TEXTBOOKS using our online rental services?

Mean: 1.21

Response	Frequency	Percent	Graph
0	60	83.33	
1-3	10	13.89	100
4-6	1	1.39	100
7-9	1	1.39	80
10 or more	0	0.00	60 40 20
			0 4-6 10 or more 1-3 7-9
Total Valid	72	100.00	
Total	72	100.00	

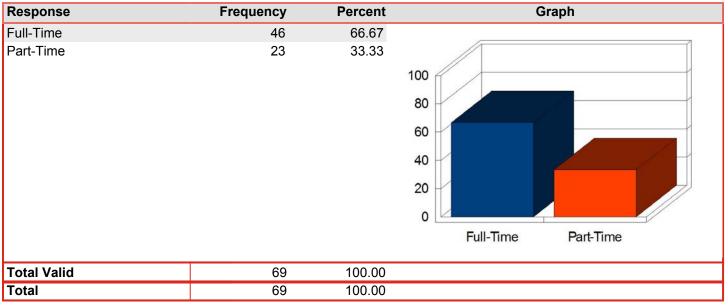
# **Trinity Valley Community College**

# **Bookstore Satisfaction Survey Results**

#### Fall 2017

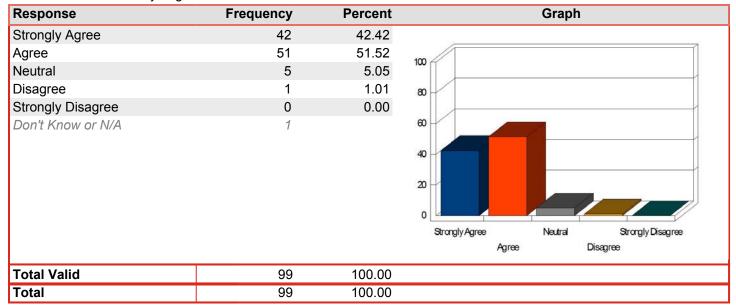
Campus: TERRELL

Student Status Mean: 1.33



#### AGREEMENT: I am greeted when entering the bookstore

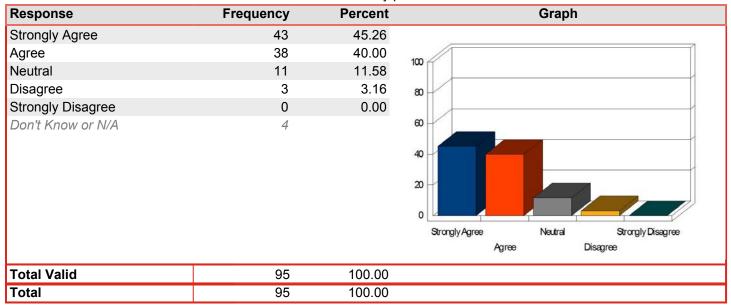
Response	Frequency	Percent	Graph
Strongly Agree	40	41.24	100
Agree	42	43.30	100
Neutral	11	11.34	
Disagree	4	4.12	80
Strongly Disagree	0	0.00	
Don't Know or N/A	2		Strongly Agree Neutral Strongly Disagree  Agree Disagree
Total Valid	97	100.00	
Total	97	100.00	



## AGREEMENT: Bookstore staff responds to feedback to improve services

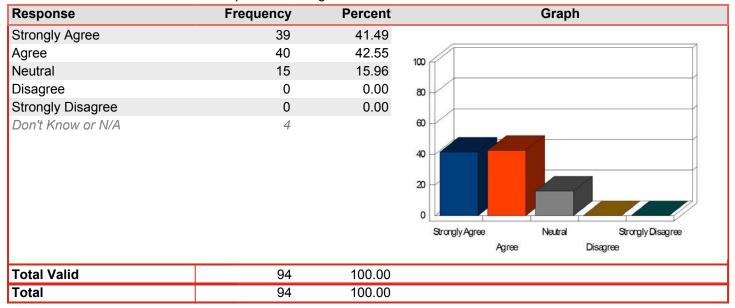
Mean: 4.32

Response	Frequency	Percent	Graph
Strongly Agree	41	44.57	
Agree	40	43.48	100
Neutral	10	10.87	
Disagree	1	1.09	80
Strongly Disagree	0	0.00	
Don't Know or N/A	6		Strongly Agree Neutral Strongly Disagree  Agree Disagree
Total Valid	92	100.00	
Total	92	100.00	



## AGREEMENT: The bookstore has attractive displays

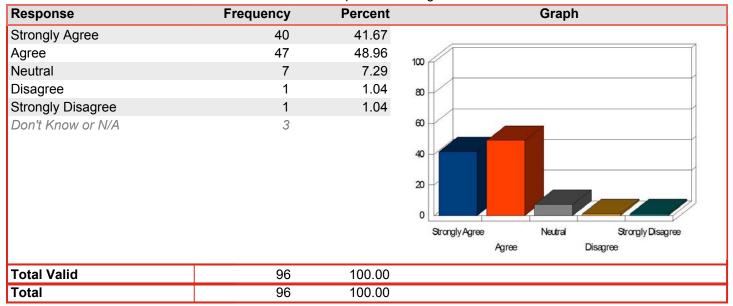
Response	Frequency	Percent	Graph
Strongly Agree	33	34.38	
Agree	37	38.54	100
Neutral	25	26.04	
Disagree	1	1.04	80
Strongly Disagree	0	0.00	
Don't Know or N/A	3		60 40 20 Strongly Agree Neutral Strongly Disagree
			Agree Disagree
Total Valid	96	100.00	
Total	96	100.00	



#### AGREEMENT: The bookstore has the course materials I need, when I need them

Mean: 4.11

Response	Frequency	Percent	Graph
Strongly Agree	36	38.30	182
Agree	38	40.43	100
Neutral	15	15.96	
Disagree	4	4.26	80
Strongly Disagree	1	1.06	
Don't Know or N/A	4		40 20 Strongly Agree Neutral Strongly Disagree
			Agree Disagree
Total Valid	94	100.00	
Total	94	100.00	



#### AGREEMENT: The bookstore has reasonable hours of operation during registration

Response	Frequency	Percent	Graph
Strongly Agree	42	43.75	
Agree	41	42.71	4m
Neutral	12	12.50	100
Disagree	1	1.04	80
Strongly Disagree	0	0.00	
Don't Know or N/A	3		60 40 20 Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid	96	100.00	
Total	96	100.00	

AGREEMENT: The bookstore does a good job of educating us on why books cost so much



Response	Frequency	Percent	Graph
Strongly Agree	36	38.30	100
Agree	32	34.04	100
Neutral	18	19.15	
Disagree	7	7.45	80
Strongly Disagree	1	1.06	
Don't Know or N/A	5		Strongly Agree Neutral Strongly Disagree  Agree Disagree
Total Valid	94	100.00	
Total	94	100.00	

# AGREEMENT: I understand why books are expensive (publishers represent 75% of cost)

Mean: 3.90

Response	Frequency	Percent	Graph
Strongly Agree	33	34.02	
Agree	30	30.93	100
Neutral	25	25.77	, w
Disagree	9	9.28	80
Strongly Disagree	0	0.00	
Don't Know or N/A	2		60 40 20 Strongly Agree Neutral Strongly Disagree
			Agree Disagree
Total Valid	97	100.00	
Total	97	100.00	

#### Satisfaction: Assistance of staff

#### Mean: 4.52

Response	Frequency	Percent	Graph
Very Satisfied	56	56.57	1.00
Satisfied	39	39.39	100
Neutral	3	3.03	
Dissatisfied	1	1.01	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	1		Very Satisfied  Neutral  Very Dissatisfied  Satisfied  Dissatisfied
Total Valid	99	100.00	
Total	99	100.00	

## Satisfaction: Friendliness of staff

Mean: 4.49

Response	Frequency	Percent	Graph
Very Satisfied	57	57.00	
Satisfied	37	37.00	ım /
Neutral	4	4.00	100
Dissatisfied	2	2.00	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	0		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	100	100.00	
Total	100	100.00	

Satisfaction: Knowledge of staff

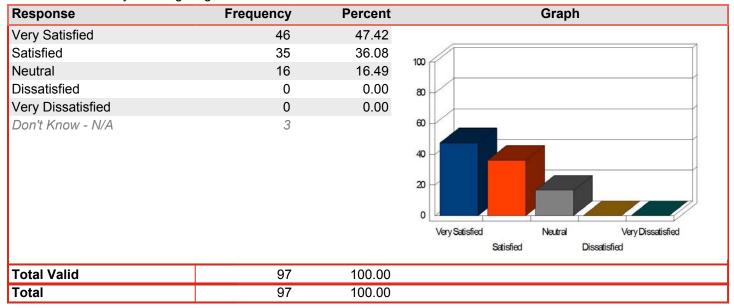
Mean: 4.44

Response	Frequency	Percent	Graph
Very Satisfied	52	52.53	I No.
Satisfied	40	40.40	100
Neutral	6	6.06	
Dissatisfied	1	1.01	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	0		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	99	100.00	
Total	99	100.00	

Satisfaction: Selection of school supplies

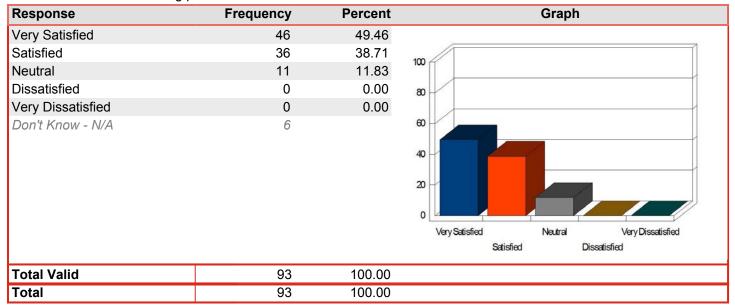
Mean: 4.32

Response	Frequency	Percent	Graph
Very Satisfied	44	46.81	
Satisfied	37	39.36	100
Neutral	12	12.77	
Dissatisfied	1	1.06	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	6		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	94	100.00	
Total	94	100.00	



Satisfaction: Variety of clothing items available for purchase

Response	Frequency	Percent	Graph
Very Satisfied	45	46.88	
Satisfied	37	38.54	4m
Neutral	14	14.58	100
Dissatisfied	0	0.00	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	4		60 40 20 Very Satisfied Neutral Very Dissatisfied Dissatisfied
Total Valid	96	100.00	
Total	96	100.00	



Satisfaction: ONLINE textbook purchasing process

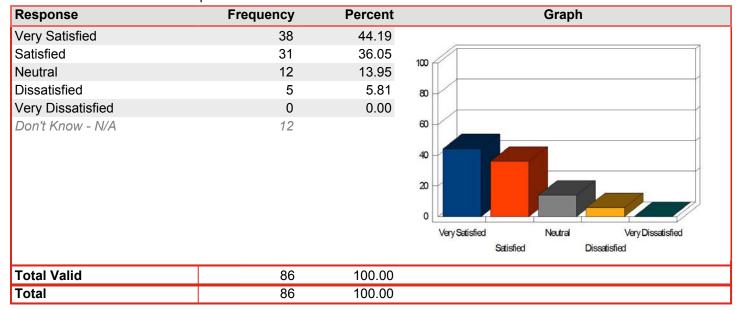
Response	Frequency	Percent	Graph
Very Satisfied	42	46.67	
Satisfied	24	26.67	100
Neutral	24	26.67	
Dissatisfied	0	0.00	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	9		60 40 20
			Very Satisfied Neutral Very Dissatisfied
			Satisfied Dissatisfied
Total Valid	90	100.00	
Total	90	100.00	

Response	Frequency	Percent	Graph
Very Satisfied	40	45.45	
Satisfied	24	27.27	100
Neutral	24	27.27	
Dissatisfied	0	0.00	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	10		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	88	100.00	
Total	88	100.00	

# Satisfaction: ONLINE textbook rental return policy

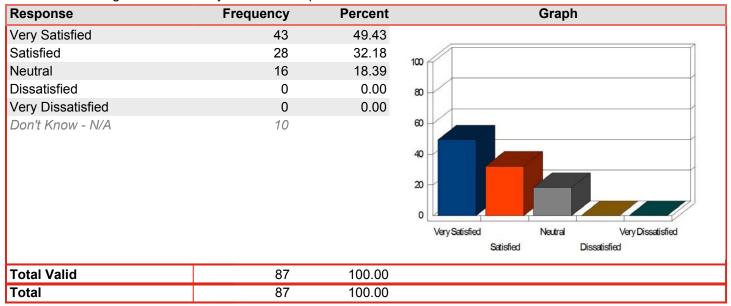
Mean: 4.15

Response	Frequency	Percent	Graph
Very Satisfied	38	43.68	
Satisfied	25	28.74	100
Neutral	23	26.44	
Dissatisfied	1	1.15	80
Very Dissatisfied	0	0.00	
Don't Know - N/A	11		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	87	100.00	
Total	87	100.00	



Satisfaction: Bookstore textbook buy back procedures

Response	Frequency	Percent	Graph
Very Satisfied	36	41.38	
Satisfied	29	33.33	100
Neutral	17	19.54	
Dissatisfied	4	4.60	80
Very Dissatisfied	1	1.15	
Don't Know - N/A	11		60 40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid	87	100.00	
Total	87	100.00	



Likely: Purchase and use E-books over traditional textbooks in the future

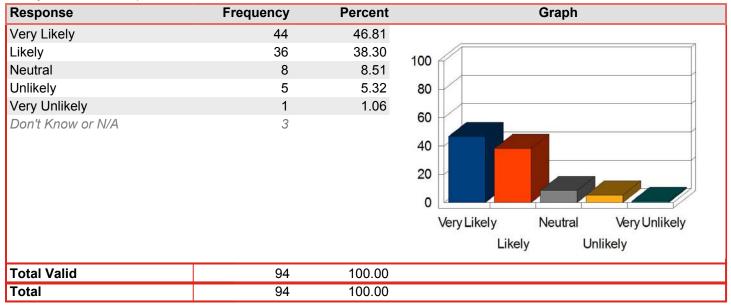
Mean: 3.49

Response	Frequency	Percent	Graph
Very Likely	30	32.26	100
Likely	19	20.43	100
Neutral	18	19.35	100
Unlikely	19	20.43	80
Very Unlikely	7	7.53	60
Don't Know or N/A	7		40 20 0
			Very Likely Neutral Very Unlikely
			Likely Unlikely
Total Valid	93	100.00	
Total	93	100.00	

Response	Frequency	Percent	Graph
Very Likely	34	36.56	
Likely	22	23.66	100
Neutral	21	22.58	100
Unlikely	13	13.98	80
Very Unlikely	3	3.23	
Don't Know or N/A	5		60 40 20 Very Likely Neutral Very Unlikely
			Likely Unlikely
Total Valid	93	100.00	
Total	93	100.00	

# Likely: Rent a Textbook in the future

Response	Frequency	Percent	Graph
Very Likely	33	36.26	1.00
Likely	29	31.87	100
Neutral	21	23.08	100
Unlikely	5	5.49	80
Very Unlikely	3	3.30	
Don't Know or N/A	7		60 40 20 0
			Very Likely Neutral Very Unlikely
			Likely Unlikely
Total Valid	91	100.00	
Total	91	100.00	

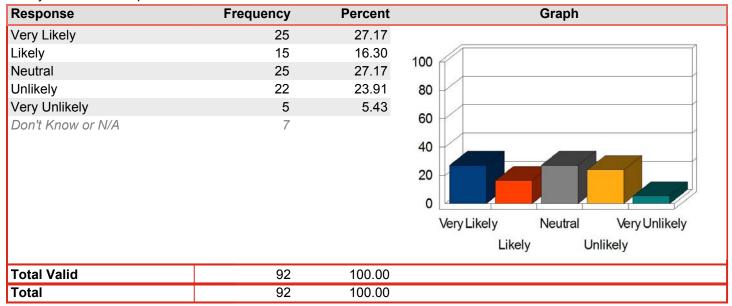


Likely: Purchase more clothing and merchandise if there was a better selection

Response	Frequency	Percent	Graph
Very Likely	32	35.96	
Likely	22	24.72	100
Neutral	22	24.72	100
Unlikely	10	11.24	80
Very Unlikely	3	3.37	60
Don't Know or N/A	10		20 Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid	89	100.00	
Total	89	100.00	

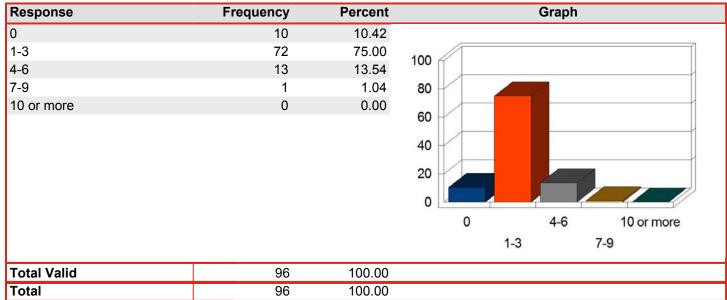
Likely: Purchase computers and other electronics if it were available

Mean: 3.36



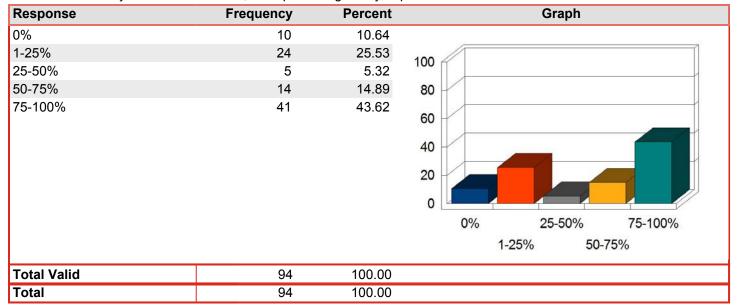
How many times through the school year do you shop at the campus bookstore for any reason?

Mean: 2.05



For the textbooks you needed at TVCC, what percentage did you purchase at this bookstore?





# How many times have you have rented TEXTBOOKS using our online rental services?

Mean: 1.25

Response	Frequency	Percent	Graph
0	77	82.80	190
1-3	11	11.83	100
4-6	3	3.23	100
7-9	2	2.15	80
10 or more	0	0.00	
			60
			40
			20
			0
			0 4-6 10 or more
			1-3 7-9
Total Valid	93	100.00	
Total	93	100.00	