

TVCC 2014 - 2019
Bookstore Satisfaction Survey Results

2014 - 2019 Bookstore Satisfaction Survey - Agreement

Level of Agreement with the following statements:	2014 - 2015 Response		2015 - 2016 Response		2016 - 2017 Response		2017 - 2018 Response		2018 - 2019 Response		2014-2019 Avg Response	
	# Responses	Response Avg	# Responses	Response Avg	# Responses	Response Avg	# Responses	Response Avg	# Responses	Response Avg	# Responses	Response Avg
I am greeted when entering the bookstore	405	4.36	318	4.43	424	4.32	487	4.44	296	4.26	1930	4.37
It is easy to get assistance at the bookstore	404	4.51	318	4.55	426	4.45	492	4.60	296	4.39	1936	4.51
Bookstore staff responds to feedback to improve services	385	4.42	304	4.44	403	4.30	461	4.49	282	4.17	1835	4.38
Bookstore staff has reasonable resolutions to my problems	396	4.46	309	4.50	411	4.34	473	4.50	291	4.28	1880	4.42
The bookstore has attractive displays	403	4.32	319	4.34	421	4.23	484	4.37	292	4.22	1919	4.30
The bookstore has helpful in-store signs	398	4.45	317	4.44	414	4.36	485	4.47	297	4.27	1911	4.41
The bookstore has the course materials I need, when I need them	399	4.34	317	4.39	417	4.21	479	4.40	294	4.15	1906	4.31
The bookstore has reasonable hours of operation during the semester	399	4.42	316	4.47	421	4.35	485	4.53	294	4.34	1915	4.43
The bookstore has reasonable hours of operation during registration	399	4.44	317	4.48	409	4.37	480	4.53	293	4.39	1898	4.45
The bookstore does a good job of educating us on why books cost so much	390	4.03	310	4.15	401	3.95	449	4.20	285	3.88	1835	4.05
I understand why books are expensive (publishers represent 75% of cost)	391	4.00	311	4.12	408	3.93	476	4.13	291	3.92	1877	4.03
	4369	4.34	3456	4.39	4555	4.26	5251	4.43	3211	4.21	20842	4.33

Scale

5 (Strongly Agree) through 1 (Strongly Disagree)

Response Counts exclude questions not answered or answered with "Not Applicable"

2014 - 2019 Bookstore Satisfaction Survey - Satisfaction

Level of Satisfaction with the following:	2014 - 2015 Response		2015 - 2016 Response		2016 - 2017 Response		2017 - 2018 Response		2018 - 2019 Response		2014-2019 Avg Response	
	# Responses	Response Avg	# Responses	Response Avg	# Responses	Response Avg	# Responses	Response Avg	# Responses	Response Avg	# Responses	Response Avg
Assistance of staff	402	4.53	315	4.58	426	4.51	493	4.59	298	4.42	1934	4.53
Friendliness of staff	403	4.62	317	4.61	428	4.57	495	4.65	298	4.44	1941	4.59
Knowledge of staff	401	4.50	315	4.57	425	4.49	491	4.59	295	4.38	1927	4.51
Selection of school supplies	396	4.38	315	4.41	420	4.31	486	4.44	291	4.28	1908	4.37
Variety of college logo items	392	4.36	310	4.46	418	4.30	483	4.44	293	4.25	1896	4.37
Variety of clothing items available for purchase	389	4.36	310	4.40	417	4.24	478	4.39	289	4.18	1883	4.32
Ease of locating products I need at the bookstore	394	4.47	310	4.52	411	4.42	481	4.48	294	4.34	1890	4.45
ONLINE textbook purchasing process	334	4.16	276	4.32	366	4.20	414	4.30	264	4.14	1654	4.23
ONLINE textbook rental process	329	4.13			351	4.14	410	4.27	251	4.10	1341	4.17
ONLINE textbook rental return policy	325	4.13			350	4.17	405	4.28	246	4.10	1326	4.18
Bookstores return policies	373	4.26	293	4.32	371	4.24	438	4.32	261	4.18	1736	4.27
Bookstore textbook buy back procedures	370	4.23	298	4.25	370	4.19	425	4.32	262	4.20	1725	4.24
Using financial aid for your bookstore purchases	361	4.49	291	4.51	377	4.43	443	4.45	271	4.35	1743	4.45
	4869	4.37	3350	4.45	5130	4.33	4954	4.40	3017	4.23	21320	4.36

Scale

5 (Very Satisfied) through 1 (Very Dissatisfied)

2014 - 2019 Bookstore Satisfaction Survey - Likely

It is Likely that I would:	2014 - 2015 Response		2015 - 2016 Response		2016 - 2017 Response		2017 - 2018 Response		2018 - 2019 Response		2014-2019 Avg Response	
	# Responses	Response Avg	# Responses	Response Avg	# Responses	Response Avg	# Responses	Response Avg	# Responses	Response Avg	# Responses	Response Avg
Purchase and use E-books over traditional textbooks in the future	378	3.61	299	3.78	404	3.68	473	3.64	285	3.81	1839	3.69
Make a future online purchase	373	3.65	301	3.90	397	3.79	470	3.85	285	3.96	1826	3.82
Rent a Textbook in the future	368	3.76	297	3.96	400	3.86	464	4.00	283	4.03	1812	3.92
Make a future purchase at the bookstore	382	4.13	298	4.44	405	4.31	481	4.52	292	4.30	1858	4.35
Purchase more clothing and merchandise if there was a better selection	383	4.21	298	3.99	397	3.89	464	3.97	292	3.99	1834	4.01
Purchase computers and other electronics if it were available	376	3.91	294	3.87	406	3.46	470	3.56	295	3.67	1841	3.68
	2260	3.88	1787	3.99	2409	3.83	2822	3.93	1732	3.96	11010	3.91

Scale
5 (Very Likely) through 1 (Very Unlikely)