

STUDENT SURVEY RESPONSES

	Spring 2004		Spring 2006		Fall 2008		Variance
The Book Marq's operating hours are convenient for me.	Strongly Agree	133 10%	130 15%	126 15%	15%	0%	
	Agree	745 58%	577 67%	546 66%	66%	-1%	
	Disagree	233 18%	95 11%	84 10%	10%	-1%	
	Strongly Disagree	71 6%	13 2%	16 2%	2%	0%	
	Don't Know	99 8%	51 6%	56 7%	7%	1%	
	Total	1281	866	828			
The Book Marq's location is convenient for me.	Strongly Agree	266 21%	272 31%	254 31%	31%	-1%	
	Agree	783 61%	488 56%	458 55%	55%	-1%	
	Disagree	181 14%	96 11%	88 11%	11%	0%	
	Strongly Disagree	44 3%	3 0%	18 2%	2%	2%	
	Don't Know	7 1%	7 1%	10 1%	1%	0%	
	Total	1281	866	828			
During my last visit to the Book Marq, I experienced helpful customer service.	Strongly Agree	161 13%	207 24%	193 23%	23%	-1%	
	Agree	783 61%	528 61%	497 60%	60%	-1%	
	Disagree	202 16%	90 10%	77 9%	9%	-1%	
	Strongly Disagree	77 6%	16 2%	17 2%	2%	0%	
	Not Applicable	58 5%	25 3%	44 5%	5%	2%	
	Total	1281	866	828			
I can easily find what I'm looking for.	Strongly Agree	172 13%	122 14%	114 14%	14%	0%	
	Agree	858 67%	605 70%	557 67%	67%	-3%	
	Disagree	188 15%	119 14%	112 14%	14%	0%	
	Strongly Disagree	44 3%	4 0%	15 2%	2%	1%	
	Don't Know	19 1%	16 2%	30 4%	4%	2%	
	Total	1281	866	828			
Store specials are clearly communicated.	Strongly Agree	19 1%	24 3%	22 3%	3%	0%	
	Agree	128 10%	217 25%	201 24%	24%	-1%	
	Disagree	545 43%	355 41%	305 37%	37%	-4%	
	Strongly Disagree	345 27%	117 14%	113 14%	14%	0%	
	Don't Know	244 19%	153 18%	187 23%	23%	5%	
	Total	1281	866	828			
The Book Marq has a good selection of general reading materials.	Strongly Agree	35 3%	25 3%	49 6%	6%	3%	
	Agree	333 26%	318 37%	282 34%	34%	-3%	
	Disagree	207 16%	194 22%	151 18%	18%	-4%	
	Strongly Disagree	106 8%	38 4%	23 3%	3%	-2%	
	Don't Know	600 47%	291 34%	323 39%	39%	5%	
	Total	1281	866	828			

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	Spring 2004		Spring 2006		Fall 2008		Variance
The Book Marq has a good selection of reference materials.	Strongly Agree	52 4%	54 6%	62 7%	1%		
	Agree	396 31%	382 44%	380 46%	2%		
	Disagree	154 12%	85 10%	67 8%	-2%		
	Strongly Disagree	38 3%	6 1%	9 1%	0%		
	Don't Know	641 50%	339 39%	310 37%	-2%		
	Total	1281	866	828			
The Book Marq has a good selection of computer software.	Strongly Agree	11 1%	14 2%	28 3%	2%		
	Agree	173 14%	212 24%	186 22%	-2%		
	Disagree	163 13%	108 12%	62 7%	-5%		
	Strongly Disagree	68 5%	20 2%	19 2%	0%		
	Don't Know	866 68%	512 59%	533 64%	5%		
	Total	1281	866	828			
The Book Marq has a good selection of school supplies.	Strongly Agree	76 6%	101 12%	87 11%	-1%		
	Agree	649 51%	496 57%	472 57%	0%		
	Disagree	270 21%	146 17%	99 12%	-5%		
	Strongly Disagree	63 5%	26 3%	15 2%	-1%		
	Don't Know	223 17%	97 11%	155 19%	8%		
	Total	1281	866	828			
How many times have you used the eFollett web site to purchase textbooks?	Zero	1068 83%	521 60%	369 45%	-16%		
	Once	136 11%	161 19%	219 26%	8%		
	Twice	47 4%	113 13%	84 10%	-3%		
	Three times	7 1%	38 4%	55 7%	2%		
	More than three times	23 2%	33 4%	101 12%	8%		
	Total	1281	866	828			
The Book Marq usually has the textbooks I need on time.	Strongly Agree	105 8%	174 20%	120 15%	-5%		
	Agree	783 61%	555 64%	550 68%	4%		
	Disagree	287 22%	110 13%	89 11%	-2%		
	Strongly Disagree	89 7%	9 1%	26 3%	2%		
	Don't Know	17 1%	18 2%	25 3%	1%		
	Total	1281	866	810			
The Book Marq usually has used textbooks if I want them.	Strongly Agree	32 2%	98 11%	64 8%	-3%		
	Agree	351 27%	429 50%	428 53%	3%		
	Disagree	487 38%	240 28%	228 28%	0%		
	Strongly Disagree	386 30%	88 10%	62 8%	-3%		
	Don't Know	25 2%	11 1%	28 3%	2%		
	Total	1281	866	810			
New textbooks at the Book Marq are competitively priced.	Strongly Agree	19 1%	32 4%	28 3%	0%		
	Agree	227 18%	269 31%	250 31%	0%		

STUDENT SURVEY RESPONSES

	Spring 2004		Spring 2006		Fall 2008		Variance
Disagree	499	39%	349	40%	299	37%	-3%
Strongly Disagree	451	35%	154	18%	153	19%	1%
Don't Know	85	7%	62	7%	80	10%	3%
Total	1281		866		810		
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Used textbooks at the Book Marq are competitively priced.							
Strongly Agree	21	2%	39	5%	33	4%	0%
Agree	303	24%	348	40%	295	36%	-4%
Disagree	466	36%	301	35%	284	35%	0%
Strongly Disagree	369	29%	144	17%	130	16%	-1%
Don't Know	122	10%	34	4%	68	8%	4%
Total	1281		866		810		
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The last time I purchased textbooks from the Book Marq was.							
Current Spring	1023	80%	656	76%	0	0%	-76%
Previous Fall	162	13%	123	14%	642	79%	65%
Previous Summer	9	1%	11	1%	28	3%	2%
Previous Spring	36	3%	39	5%	79	10%	5%
Previous Fall	30	2%	0	0%	46	6%	6%
Don't Know	21	2%	37	4%	15	2%	-2%
Total	1281		866		810		
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I purchased all of my books from the Book Marq.							
Yes	n/a	#VALUE!	n/a	#VALUE!	252	31%	#VALUE!
No	n/a	#VALUE!	n/a	#VALUE!	558	69%	#VALUE!
Total	0		0		810		
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Choose two answers that best describe your textbook purchase for the Fall of 2008.							
Most of my books from the Book Marq	n/a	#VALUE!	n/a	#VALUE!	337	25%	#VALUE!
A few books from the Book Marq	n/a	#VALUE!	n/a	#VALUE!	352	26%	#VALUE!
None of my books from the Book Marq	n/a	#VALUE!	n/a	#VALUE!	62	5%	#VALUE!
All of my books from another store	n/a	#VALUE!	n/a	#VALUE!	33	2%	#VALUE!
Some of my books from another store	n/a	#VALUE!	n/a	#VALUE!	220	17%	#VALUE!
All of my books from another online distributor	n/a	#VALUE!	n/a	#VALUE!	52	4%	#VALUE!
Some of my books from another online distributor	n/a	#VALUE!	n/a	#VALUE!	199	15%	#VALUE!
I didn't purchase any books	n/a	#VALUE!	n/a	#VALUE!	32	2%	#VALUE!
I traded on through the MUSG web site	n/a	#VALUE!	n/a	#VALUE!	2	0%	#VALUE!
I use library reserves	n/a	#VALUE!	n/a	#VALUE!	41	3%	#VALUE!
Total	0		0		1330		

STUDENT SURVEY RESPONSES

	Spring 2004		Spring 2006		Fall 2008		Variance
The amount I receive when I sell books back to the Book Marq is competitive.	Strongly Agree	19 1%	31 4%	20 2%	-1%		
	Agree	112 9%	148 17%	107 13%	-4%		
	Disagree	323 25%	244 28%	194 24%	-4%		
	Strongly Disagree	582 45%	245 28%	206 26%	-3%		
	Don't Know	33 3%	198 23%	32 4%	-19%		
	Never sold books back to the Book Marq	212 17%	0 0%	248 31%	31%		
	Total	1281	866	807			
The last time I sold books back to the Book Marq was.	Previous Fall	721 56%	469 54%	0 0%	-54%		
	Previous Summer	23 2%	24 3%	38 5%	2%		
	Previous Spring	150 12%	94 11%	271 34%	23%		
	Previous Fall	79 6%	0 0%	96 12%	12%		
	Don't Know	308 24%	279 32%	402 50%	18%		
	Total	1281	866	807			
Indicate the percent of your Fall 2008 textbook purchase you spent at the following sources.	Book Marq	n/a #VALUE!	n/a #VALUE!	52.91 41%	#VALUE!		
	Sweeney's	n/a #VALUE!	n/a #VALUE!	29.49 23%	#VALUE!		
	Pick A Prof	n/a #VALUE!	n/a #VALUE!	0.15 0%	#VALUE!		
	On Line Retailer	n/a #VALUE!	n/a #VALUE!	38.09 30%	#VALUE!		
	Other	n/a #VALUE!	n/a #VALUE!	7.03 6%	#VALUE!		
	Total	0	0	127.67			
I generally purchase general reading materials from the Book Marq.	Daily	0 0%	4 0%	1 0%	0%		
	Once per week	1 0%	4 0%	9 1%	1%		
	Once per month	18 1%	11 1%	11 1%	0%		
	Once at the beginning of the term	179 14%	154 18%	104 13%	-5%		
	Never	1083 85%	693 80%	661 84%	4%		
	Total	1281	866	786			
General reading materials at the Book Marq are competitively priced.	Strongly Agree	13 1%	7 1%	5 1%	0%		
	Agree	127 10%	160 18%	115 15%	-4%		
	Disagree	112 9%	63 7%	50 6%	-1%		
	Strongly Disagree	70 5%	34 4%	30 4%	0%		
	Don't Know	959 75%	602 70%	586 75%	5%		
	Total	1281	866	786			
I generally purchase reference materials from the Book Marq.	Daily	0 0%	2 0%	2 0%	0%		
	Once per week	1 0%	5 1%	8 1%	0%		
	Once per month	18 1%	8 1%	11 1%	0%		
	Once at the beginning of the term	250 20%	216 25%	166 21%	-4%		
	Total	269	231	187			

STUDENT SURVEY RESPONSES

	Spring 2004		Spring 2006		Fall 2008		Variance
	Never	1010 79%	635 73%	599 76%	786	3%	
	Total	1279	866	786			
Reference materials at the Book Marq are competitively priced.	Strongly Agree	3 0%	12 1%	8 1%	0%		
	Agree	138 11%	146 17%	116 15%	-2%		
	Disagree	109 9%	72 8%	60 8%	-1%		
	Strongly Disagree	82 6%	24 3%	26 3%	1%		
	Don't Know	947 74%	612 71%	576 73%	3%		
	Total	1279	866	786			
I generally purchase computer software from the Book Marq.	Daily	0 0%	2 0%	3 0%	0%		
	Once per week	0 0%	6 1%	2 0%	0%		
	Once per month	0 0%	4 0%	5 1%	0%		
	Once at the beginning of the term	94 7%	75 9%	44 6%	-3%		
	Never	1185 93%	779 90%	732 93%	3%		
	Total	1279	866	786			
Computer software at the Book Marq are competitively priced.	Strongly Agree	9 1%	9 1%	7 1%	0%		
	Agree	64 5%	79 9%	60 8%	-1%		
	Disagree	62 5%	44 5%	39 5%	0%		
	Strongly Disagree	97 8%	32 4%	23 3%	-1%		
	Don't Know	1047 82%	702 81%	657 84%	3%		
	Total	1279	866	786			
I generally purchase school supplies from the Book Marq.	Daily	0 0%	2 0%	0 0%	0%		
	Once per week	7 1%	8 1%	10 1%	0%		
	Once per month	91 7%	71 8%	28 4%	-5%		
	Once at the beginning of the term	513 40%	388 45%	297 38%	-7%		
	Never	668 52%	397 46%	451 57%	12%		
	Total	1279	866	786			
School supplies at the Book Marq are competitively priced.	Strongly Agree	10 1%	20 2%	17 2%	0%		
	Agree	265 21%	255 29%	192 24%	-5%		
	Disagree	336 26%	202 23%	145 18%	-5%		
	Strongly Disagree	219 17%	100 12%	100 13%	1%		
	Don't Know	449 35%	289 33%	332 42%	9%		
	Total	1279	866	786			
These factors are most important to me when using a campus book store. MOST IMPORTANT	Operating hours	17 1%	25 3%	20 3%	0%		
	Location	7 1%	33 4%	35 4%	1%		
	Textbooks on shelf before class starts	96 8%	80 9%	72 9%	0%		

STUDENT SURVEY RESPONSES

	Spring 2004		Spring 2006		Fall 2008		Variance
Availability of new textbooks	11	1%	11	1%	19	2%	1%
Availability of used textbooks	162	13%	112	13%	101	13%	0%
Lowest possible price	850	66%	514	59%	459	59%	-1%
"Buy Back" value	93	7%	52	6%	37	5%	-1%
Helpful Customer Service	16	1%	7	1%	6	1%	0%
Speed of service	5	0%	7	1%	6	1%	0%
Flexible Return Policy	10	1%	6	1%	9	1%	0%
On-line purchasing option	12	1%	12	1%	12	2%	0%
Available of general reading materials	0	0%	0	0%	1	0%	0%
Availability of Reference materials	0	0%	2	0%	2	0%	0%
Availability of Computer software	0	0%	1	0%	2	0%	0%
Availavility of School supplies	0	0%	2	0%	1	0%	0%
Total	1279		864		782		
Operating hours	38	3%	33	4%	43	6%	2%
Location	22	2%	26	3%	32	4%	1%
Textbooks on shelf before class starts	103	8%	82	10%	77	10%	0%
Availability of new textbooks	27	2%	14	2%	27	3%	2%
Availability of used textbooks	457	36%	242	28%	210	27%	-1%
Lowest possible price	192	15%	131	15%	109	14%	-1%
"Buy Back" value	332	26%	233	27%	173	22%	-5%
Helpful Customer Service	25	2%	18	2%	11	1%	-1%
Speed of service	19	1%	14	2%	12	2%	0%
Flexible Return Policy	43	3%	53	6%	43	6%	-1%
On-line purchasing option	21	2%	10	1%	32	4%	3%
Available of general reading materials	0	0%	0	0%	1	0%	0%
Availability of Reference materials	0	0%	1	0%	3	0%	0%
Availability of Computer software	0	0%	4	0%	0	0%	0%
Availavility of School supplies	0	0%	2	0%	4	1%	0%
Total	1279		863		777		
Operating hours	48	4%	54	6%	42	5%	-1%

These factors are most important to me when using a campus book store. 2ND MOST IMPORTANT

These factors are most important to me when using a

STUDENT SURVEY RESPONSES

campus book store. 3RD MOST IMPORTANT

	Spring 2004		Spring 2006		Fall 2008		Variance
Location	42	3%	56	7%	60	8%	1%
Textbooks on shelf before class starts	205	16%	100	12%	90	12%	0%
Availability of new textbooks	45	4%	27	3%	36	5%	2%
Availability of used textbooks	278	22%	161	19%	143	19%	0%
Lowest possible price	100	8%	48	6%	56	7%	2%
"Buy Back" value	295	23%	174	20%	139	18%	-2%
Helpful Customer Service	50	4%	57	7%	27	4%	-3%
Speed of service	38	3%	24	3%	24	3%	0%
Flexible Return Policy	155	12%	103	12%	89	12%	0%
On-line purchasing option	23	2%	33	4%	41	5%	1%
Availability of general reading materials	0	0%	3	0%	0	0%	0%
Availability of Reference materials	0	0%	4	0%	5	1%	0%
Availability of Computer software	0	0%	2	0%	2	0%	0%
Availability of School supplies	0	0%	12	1%	13	2%	0%
Total	1279		858		767		

These factors are most important to me when using a campus book store. 4TH MOST IMPORTANT

Operating hours	112	9%	70	8%	55	7%	-1%
Location	74	6%	75	9%	74	10%	1%
Textbooks on shelf before class starts	218	17%	124	15%	86	12%	-3%
Availability of new textbooks	64	5%	32	4%	27	4%	0%
Availability of used textbooks	134	10%	65	8%	68	9%	1%
Lowest possible price	66	5%	41	5%	27	4%	-1%
"Buy Back" value	134	10%	110	13%	96	13%	0%
Helpful Customer Service	88	7%	80	9%	85	11%	2%
Speed of service	83	6%	48	6%	38	5%	-1%
Flexible Return Policy	251	20%	117	14%	114	15%	1%
On-line purchasing option	55	4%	53	6%	47	6%	0%
Availability of general reading materials	0	0%	1	0%	4	1%	0%
Availability of Reference materials	0	0%	4	0%	5	1%	0%
Availability of Computer software	0	0%	1	0%	1	0%	0%
Availability of School supplies	0	0%	24	3%	18	2%	0%
Total	1279		845		745		

STUDENT SURVEY RESPONSES

	Spring 2004		Spring 2006		Fall 2008		Variance
What area are you in?							
Arts & Sciences	392	31%	271	31%	202	26%	-6%
Business	247	19%	172	20%	133	17%	-3%
Communication	133	10%	101	12%	80	10%	-1%
Education	40	3%	28	3%	33	4%	1%
Engineering	143	11%	110	13%	92	12%	-1%
Health Sciences	154	12%	110	13%	105	13%	1%
Professional Studies	15	1%	5	1%	25	3%	3%
Nursing	78	6%	66	8%	53	7%	-1%
Dentistry	8	1%	3	0%	10	1%	1%
Law	69	8%	0	0%	51	7%	7%
Total	1279		866		784		
What is your academic status?							
First year	290	23%	206	24%	158	20%	-4%
Second year	275	22%	192	22%	149	19%	-3%
Third year	238	19%	185	21%	150	19%	-2%
Fourth year	237	19%	191	22%	149	19%	-3%
Graduate	191	15%	86	10%	146	18%	8%
Professional Studies	33	3%	4	0%	22	3%	2%
Other	15	1%	2	0%	20	3%	2%
Total	1279		866		794		