

STUDENT SURVEY RESPONSES

The Book Marq's operating hours are convenient for me.

	Spring 2004		Spring 2006	
Strongly Agree	133	10%	130	15%
Agree	745	58%	577	67%
Disagree	233	18%	95	11%
Strongly Disagree	71	6%	13	2%
Don't Know	99	8%	51	6%
Total	1281		866	

The Book Marq's location is convenient for me.

Strongly Agree	266	21%	272	31%
Agree	783	61%	488	56%
Disagree	181	14%	96	11%
Strongly Disagree	44	3%	3	0%
Don't Know	7	1%	7	1%
Total	1281		866	

During my last visit to the Book Marq, I experienced helpful customer service.

Strongly Agree	161	13%	207	24%
Agree	783	61%	528	61%
Disagree	202	16%	90	10%
Strongly Disagree	77	6%	16	2%
Not Applicable	58	5%	25	3%
Total	1281		866	

I can easily find what I'm looking for.

Strongly Agree	172	13%	122	14%
Agree	858	67%	605	70%
Disagree	188	15%	119	14%
Strongly Disagree	44	3%	4	0%
Don't Know	19	1%	16	2%
Total	1281		866	

STUDENT SURVEY RESPONSES

Store specials are clearly communicated.

	Spring 2004		Spring 2006	
Strongly Agree	19	1%	24	3%
Agree	128	10%	217	25%
Disagree	545	43%	355	41%
Strongly Disagree	345	27%	117	14%
Don't Know	244	19%	153	18%
Total	1281		866	

The Book Marq has a good selection of general reading materials.

Strongly Agree	35	3%	25	3%
Agree	333	26%	318	37%
Disagree	207	16%	194	22%
Strongly Disagree	106	8%	38	4%
Don't Know	600	47%	291	34%
Total	1281		866	

The Book Marq has a good selection of reference materials.

Strongly Agree	52	4%	54	6%
Agree	396	31%	382	44%
Disagree	154	12%	85	10%
Strongly Disagree	38	3%	6	1%
Don't Know	641	50%	339	39%
Total	1281		866	

The Book Marq has a good selection of computer software.

Strongly Agree	11	1%	14	2%
Agree	173	14%	212	24%
Disagree	163	13%	108	12%
Strongly Disagree	68	5%	20	2%
Don't Know	866	68%	512	59%
Total	1281		866	

The Book Marq has a good selection of school supplies.

Strongly Agree	76	6%	101	12%
Agree	649	51%	496	57%
Disagree	270	21%	146	17%
Strongly Disagree	63	5%	26	3%
Don't Know	223	17%	97	11%

STUDENT SURVEY RESPONSES

	Spring 2004		Spring 2006	
	Total	1281		866
How many times have you used the eFollett web site to purchase textbooks?	Zero	1068	83%	521
	Once	136	11%	161
	Twice	47	4%	113
	Three times	7	1%	38
	More than three times	23	2%	33
	Total	1281		866
The Book Marq usually has the textbooks I need on time.	Strongly Agree	105	8%	174
	Agree	783	61%	555
	Disagree	287	22%	110
	Strongly Disagree	89	7%	9
	Don't Know	17	1%	18
	Total	1281		866
The Book Marq usually has used textbooks if I want them.	Strongly Agree	32	2%	98
	Agree	351	27%	429
	Disagree	487	38%	240
	Strongly Disagree	386	30%	88
	Don't Know	25	2%	11
	Total	1281		866
New textbooks at the Book Marq are competitively priced.	Strongly Agree	19	1%	32
	Agree	227	18%	269
	Disagree	499	39%	349
	Strongly Disagree	451	35%	154
	Don't Know	85	7%	62
	Total	1281		866

STUDENT SURVEY RESPONSES

Used textbooks at the Book Marq are competitively priced.

	Spring 2004		Spring 2006	
Strongly Agree	21	2%	39	5%
Agree	303	24%	348	40%
Disagree	466	36%	301	35%
Strongly Disagree	369	29%	144	17%
Don't Know	122	10%	34	4%
Total	1281		866	

The last time I purchased textbooks from the Book Marq was.

Current Spring	1023	80%	656	76%
Previous Fall	162	13%	123	14%
Previous Summer	9	1%	11	1%
Previous Spring	36	3%	39	5%
Previous Fall	30	2%	0	0%
Don't Know	21	2%	37	4%
Total	1281		866	

The amount I receive when I sell books back to the Book Marq is competitive.

Strongly Agree	19	1%	31	4%
Agree	112	9%	148	17%
Disagree	323	25%	244	28%
Strongly Disagree	582	45%	245	28%
Don't Know	33	3%	198	23%
Never sold books back to the Book Marq	212	17%	0	0%
Total	1281		866	

The last time I sold books back to the Book Marq was.

Previous Fall	721	56%	469	54%
Previous Summer	23	2%	24	3%
Previous Spring	150	12%	94	11%
Previous Fall	79	6%	0	0%
Don't Know	308	24%	279	32%
Total	1281		866	

STUDENT SURVEY RESPONSES

I generally purchase general reading materials from the Book Marq.

	Spring 2004		Spring 2006	
Daily	0	0%	4	0%
Once per week	1	0%	4	0%
Once per month	18	1%	11	1%
Once at the beginning of the term	179	14%	154	18%
Never	1083	85%	693	80%
Total	1281		866	

General reading materials at the Book Marq are competitively priced.

Strongly Agree	13	1%	7	1%
Agree	127	10%	160	18%
Disagree	112	9%	63	7%
Strongly Disagree	70	5%	34	4%
Don't Know	959	75%	602	70%
Total	1281		866	

I generally purchase reference materials from the Book Marq.

Daily	0	0%	2	0%
Once per week	1	0%	5	1%
Once per month	18	1%	8	1%
Once at the beginning of the term	250	20%	216	25%
Never	1010	79%	635	73%
Total	1279		866	

Reference materials at the Book Marq are competitively priced.

Strongly Agree	3	0%	12	1%
Agree	138	11%	146	17%
Disagree	109	9%	72	8%
Strongly Disagree	82	6%	24	3%
Don't Know	947	74%	612	71%
Total	1279		866	

STUDENT SURVEY RESPONSES

	Spring 2004		Spring 2006		
I generally purchase computer software from the Book Marq.	Daily	0	0%	2	0%
	Once per week	0	0%	6	1%
	Once per month	0	0%	4	0%
	Once at the beginning of the term	94	7%	75	9%
	Never	1185	93%	779	90%
	Total	1279		866	
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Computer software at the Book Marq are competitively priced.	Strongly Agree	9	1%	9	1%
	Agree	64	5%	79	9%
	Disagree	62	5%	44	5%
	Strongly Disagree	97	8%	32	4%
	Don't Know	1047	82%	702	81%
	Total	1279		866	
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I generally purchase school supplies from the Book Marq.	Daily	0	0%	2	0%
	Once per week	7	1%	8	1%
	Once per month	91	7%	71	8%
	Once at the beginning of the term	513	40%	388	45%
	Never	668	52%	397	46%
	Total	1279		866	
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School supplies at the Book Marq are competitively priced.	Strongly Agree	10	1%	20	2%
	Agree	265	21%	255	29%
	Disagree	336	26%	202	23%
	Strongly Disagree	219	17%	100	12%
	Don't Know	449	35%	289	33%
	Total	1279		866	

STUDENT SURVEY RESPONSES

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

	Spring 2004		Spring 2006	
Operating hours	17	1%	25	3%
Location	7	1%	33	4%
Textbooks on shelf before class starts	96	8%	80	9%
Availability of new textbooks	11	1%	11	1%
Availability of used textbooks	162	13%	112	13%
Lowest possible price	850	66%	514	59%
"Buy Back" value	93	7%	52	6%
Helpful Customer Service	16	1%	7	1%
Speed of service	5	0%	7	1%
Flexible Return Policy	10	1%	6	1%
On-line purchasing option	12	1%	12	1%
Availability of Reference materials	0	0%	2	0%
Availability of Computer software	0	0%	1	0%
Availability of School supplies	0	0%	2	0%
Total	1279		864	

STUDENT SURVEY RESPONSES

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

	Spring 2004		Spring 2006	
Operating hours	38	3%	33	4%
Location	22	2%	26	3%
Textbooks on shelf before class starts	103	8%	82	10%
Availability of new textbooks	27	2%	14	2%
Availability of used textbooks	457	36%	242	28%
Lowest possible price	192	15%	131	15%
"Buy Back" value	332	26%	233	27%
Helpful Customer Service	25	2%	18	2%
Speed of service	19	1%	14	2%
Flexible Return Policy	43	3%	53	6%
On-line purchasing option	21	2%	10	1%
Availability of Reference materials	0	0%	1	0%
Availability of Computer software	0	0%	4	0%
Availability of School supplies	0	0%	2	0%
Total	1279		863	

STUDENT SURVEY RESPONSES

These factors are most important to me when using a campus book store. 3RD MOST IMPORTANT

	Spring 2004		Spring 2006	
Operating hours	48	4%	54	6%
Location	42	3%	56	7%
Textbooks on shelf before class starts	205	16%	100	12%
Availability of new textbooks	45	4%	27	3%
Availability of used textbooks	278	22%	161	19%
Lowest possible price	100	8%	48	6%
"Buy Back" value	295	23%	174	20%
Helpful Customer Service	50	4%	57	7%
Speed of service	38	3%	24	3%
Flexible Return Policy	155	12%	103	12%
On-line purchasing option	23	2%	33	4%
Availability of general reading materials	0	0%	3	0%
Availability of Reference materials	0	0%	4	0%
Availability of Computer software	0	0%	2	0%
Availability of School supplies	0	0%	12	1%
Total	1279		858	

STUDENT SURVEY RESPONSES

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

	Spring 2004		Spring 2006	
Operating hours	112	9%	70	8%
Location	74	6%	75	9%
Textbooks on shelf before class starts	218	17%	124	15%
Availability of new textbooks	64	5%	32	4%
Availability of used textbooks	134	10%	65	8%
Lowest possible price	66	5%	41	5%
"Buy Back" value	134	10%	110	13%
Helpful Customer Service	88	7%	80	9%
Speed of service	83	6%	48	6%
Flexible Return Policy	251	20%	117	14%
On-line purchasing option	55	4%	53	6%
Availability of general reading materials	0	0%	1	0%
Availability of Reference materials	0	0%	4	0%
Availability of Computer software	0	0%	1	0%
Availability of School supplies	0	0%	24	3%
Total	1279		845	

STUDENT SURVEY RESPONSES

	Spring 2004		Spring 2006	
What area are you in?				
Arts & Sciences	392	31%	271	31%
Business	247	19%	172	20%
Communication	133	10%	101	12%
Engineering	143	11%	110	13%
Health Sciences	154	12%	110	13%
Nursing	78	6%	66	8%
Professional Studies	15	1%	5	1%
Dentistry	8	1%	3	0%
Education	40	3%	28	3%
Law	69	5%	0	0%
Total	1279		866	
What is your academic status?				
First year	290	23%	206	24%
Second year	275	22%	192	22%
Third year	238	19%	185	21%
Fourth year	237	19%	191	22%
Graduate	191	15%	86	10%
Professional Studies	33	3%	4	0%
Other	15	1%	2	0%
Total	1279		866	

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