

Dalton State College
Bookstore Student Survey - Fall 2011

Q1. Did you purchase course materials (textbooks, supplies, etc.) with financial aid?

Answer Options	Response Percent	Response Count
Yes	66.8%	418
No	33.2%	208
answered question:		626
skipped question:		0

Q2. Were your course materials (textbooks, supplies, etc.) available for purchase (on the shelf) on August 8?

Answer Options	Response Percent	Response Count
Yes	62.5%	390
No	37.5%	234
answered question:		624
skipped question:		2

Q3. Were your course materials (textbooks, supplies, etc.) available for purchase (on the shelf) on August 15?

Answer Options	Response Percent	Response Count
Yes	73.7%	457
No	26.3%	163
answered question:		620
skipped question:		6

Q4. Do you feel you were communicated to properly about expected arrival of late or out-of-stock course materials?

Answer Options	Response Percent	Response Count
Yes	35.1%	219
No	20.4%	127
N/A	44.6%	278
answered question:		624
skipped question:		2

Q5. Did you e-mail a question, concern or other issue to bookstore@daltonstate.edu and get a response from a Bookstore employee?

Answer Options	Response Percent	Response Count
Yes	3.7%	23
No	38.6%	241
N/A	57.7%	360
answered question:		624
skipped question:		2

Q6. Did you call 706-272-4548 (main Bookstore number) to ask a question and was able to speak to someone?

Answer Options	Response Percent	Response Count
Yes	21.3%	133
No	29.9%	187
N/A	48.8%	305
answered question:		625
skipped question:		1

Q7. Did you leave a voicemail message at 706-272-4548?

<i>Answer Options</i>	<i>Response Percent</i>	<i>Response Count</i>
Yes	1.9%	12
No - voicemail was full	16.2%	101
N/A	81.9%	512
answered question:		625
skipped question:		1

Q8. If you left a voicemail message, did you receive a call back from a Bookstore employee?

<i>Answer Options</i>	<i>Response Percent</i>	<i>Response Count</i>
Yes	33.3%	3
No	66.7%	6
answered question:		9
skipped question:		617

Q9. Please rate the following questions: 1 = Poor 2 = Fair 3 = Average 4 = Good 5 = Outstanding

	<i>Lowest 1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>Highest 5</i>	<i>N/A</i>	<i>Rating Average</i>	<i>Response Count</i>
Available/Helpful Bookstore Manager	38	29	73	140	195	77	3.89	552
Helpful, friendly bookstore staff	26	26	58	149	289	6	4.18	554
Knowledgeable bookstore staff	26	33	76	153	247	17	4.05	552
Adequate number of staff	65	57	122	136	163	8	3.51	551
Speed of service during first week of classes	106	73	120	118	92	37	3.03	546
Speed of service at other times	25	30	84	182	200	27	3.96	548
Resolution of problems	40	29	92	125	171	91	3.78	548
Responsiveness to customers and requests	32	29	76	140	232	37	4	546
Availability of used textbooks	79	82	109	108	137	29	3.28	544
Confidence that textbook will be correct edition	28	25	61	139	270	25	4.14	548
Selection of school supplies	23	26	78	139	231	51	4.06	548
Selection of apparel/insignia items	10	15	64	137	254	68	4.27	548
Selection of snack and beverages	12	8	63	150	241	73	4.27	547
Ease of locating items	18	23	86	172	236	12	4.09	547
Clean and organized	7	10	45	134	336	18	4.47	550
Convenient store hours	8	21	47	152	303	17	4.36	548
Helpful in-store signs	24	34	74	160	231	26	4.03	549
Inviting shopping atmosphere	16	19	63	155	284	13	4.25	550
Ease of textbook ordering online	23	28	39	64	124	271	3.86	549
Online merchandise availability	31	22	45	72	117	265	3.77	552
answered question:								558
skipped question:								68

Q10. Please rate: 1 = Poor 2 = Fair 3 = Average 4 = Good 5 = Outstanding

	<i>Lowest 1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>Highest 5</i>	<i>N/A</i>	<i>Rating Average</i>	<i>Response Count</i>
Overall, how do you rate the Dalton State Bookstore?	28	35	93	208	177	3	3.87	544
answered question:								544
skipped question:								82