



Interpretation of the surveys done by OnCampus in association with the National Association of Bookstores for UA Bookstores

Students

The demographics suggest that the sample collected is relatively representative of UA student population on characteristics of class level, and full or part time. It is slightly over representative of on-campus students. What is not known is any data on the ethnic make-up of the collected sample.

24.5% of all respondents visit the bookstore at least once a week, 31% of those are freshmen who live on campus. Two thirds of students visit the bookstore at least once a month (67.4%).

Purchasing textbooks is the number one reason all populations visit the bookstore, followed by school supplies and clothing. Although when graduate students aren't buying textbooks they are just as likely to be buying clothing as school supplies. 84% of students believe the staff of the bookstore is friendly and knowledgeable with less than 1% indicating the staff is unfriendly and unknowledgeable.

Loyalty for definitely purchasing at the bookstore is higher among faculty (24%) than students in general (11.5%). This is likely a reflection of the perception that the bookstore is higher priced (note student comment summary below) and faculty having access to more resources. Large portions of both the student and faculty respondents indicated they would consider purchasing at the bookstore though. (68.4% of faculty and 75.6% of students) In response to the question about why a student would not purchase at the bookstore the overwhelming response was price at 93.2% of all student respondents. The second most often reason indicated was that it was more convenient to purchase elsewhere (26.4% of all respondents). Interestingly on campus students where the highest to choose price as a reason for not making a purchase at 96.5% and less likely than any other group to indicate that it is more convenient to purchase somewhere else (14.7%). So while it would be easiest for this group to access the bookstore they are willing to go somewhere else to save money based on their perception of the bookstore prices

The responses from both students and faculty surveys are distributed in similar ways in response to the question about the positive effect of knowing that bookstore profits are used to support on campus activities. One third of both respondent sets indicated that this does not matter in their

choice to purchase at the bookstore. A follow up question to consider in the future is whether these folks actually do make purchases at the bookstore anyway.

Faculty respondents clearly indicated that textbooks continue to be a significant component of the course materials they require, although the tables also suggest based on overlapping number of responses that they are relying on a mix of materials with free online articles being the most used alternative to textbooks. More than 50% of the students always purchase the required texts (61.8% of the freshmen). When students are not purchasing the text they are making good use of the library (37%), sharing with classmates (58.1%) or using online resources (61.1%).

In a comparison of the two questions about the future of course materials between the faculty and students respondents the faculty are leaning toward more electronic options (on demand chapters, eBooks and free online articles) while still using new editions in paperback and used textbooks. Students overwhelmingly selected used texts as the future top choice. They about a third of respondents are interested in eBooks, on demand chapters, and rentals. Students clearly indicated a preference for textbooks that can be resold over eBooks and on demand chapters.

Most faculty (61.5%) do not use bundled materials while 56.9% of students do not use all of the bundled materials. In the future this line of questioning could be improved to understand what limits faculty find in what publishers expect and force in the purchase of the student and what faculty tell students about additional materials. If they are not integrated into the curriculum then there is no clear need for students to use them. So these responses to these questions are not complete enough.

Students believe that that the UA Bookstore carries the required course materials at least often (58.7%) and always (35.3%).

While over 50% of the faculty respondents indicated that they refer students to other sources to purchase books, and students indicate that they often to always shop for the best price (68.7%), in the past year 83.5% of student have purchased book at the UA Bookstore and 86% indicate they never buy books from outside retailers. If they have purchased from outside they have purchased from the internet (71.6%), other students (23%) and another bookstore (22.2%). The number one reason for purchasing elsewhere is price (87%). Students also indicated though that convenience mattered (33.6%) and product selection mattered (22%).

59.7% of students participate in the buyback program occasionally or never. The overall number of students who keep textbooks is about 50%, with significant differences between the level of the material with 47.5% of freshmen keeping them and 82.8% of graduate students keeping their texts.

The question of computer purchase indicates that 56% of student purchase computer before coming to UA, but there are significant differences by level here as well. 80.5% of freshmen

came to college with a computer, while only 36.8% of graduates came with their current computer.

Brand of computer choice is pretty evenly split between Dell, HP and Apple with freshmen leaning toward Apple with 38.5% currently owning. This trend does not follow currently into the distribution of ownership in the upperclassmen.

Two third to three quarter of all students are aware of the computer service center and the academic discounts offered through the bookstore.

Students are getting information about the bookstore through all of the offered suggestions with fliers or ads in campus mail being least effective for the general population. Freshmen though indicate receiving more information from the fliers/ads than through the Wildcat while upperclassmen and graduates prefer the Wildcat to fliers/ads.

On the two questions about change, students overwhelming said do not change either the return period not institute a restocking fee.

The following is a summary of the open ended responses to the question what services would you like to see from the UA bookstore in ranked order

- 1) Issues around pricing
 - a. Buyback policies for not buying
 - b. Not paying enough for buybacks
 - c. Overall too high in the bookstore
 - d. Too high for textbooks
 - e. Too high for school supplies(Students mentioned frequently they would like to see discounts)
- 2) Expanded product offerings
 - a. General books
 - b. Apparel choices including sizes
 - c. Computers and software
 - d. Textbook rentals
- 3) Positive comments about the bookstore offerings and service
- 4) Specific items to stock