

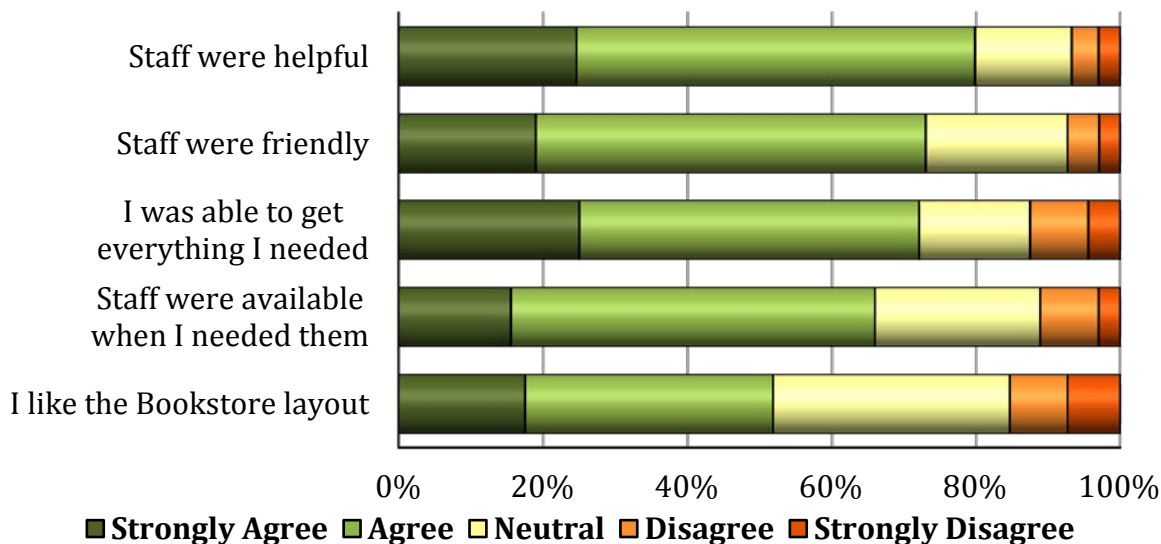
The Langara College Student Survey was conducted during the period of October 12 to 23, 2011. The email invitations were sent to a sample of 3,000 randomly selected students. Questions specific to the Langara Bookstore were given to 1,000 of those students. Of these, 257 completed the survey (a 26% response rate). Caution is recommended in making generalizations from these survey findings in view of the low response rate.

Highlights

- 93% of respondents had visited the Bookstore in person.
- 5% had *only* used the Online Bookstore, and had never used the bookstore on Langara Campus.
- 88% liked the current Bookstore hours. Among those that disagreed, the most common requests were for 8:00 opening and/or 6:00-7:00 closing, particularly early in the term.
- 53% of respondents said they would take the option of paying \$5 for on Campus pick-up of their online orders, as opposed to \$12 for shipping.

Of those who had used the Bookstore in person, most agreed that Bookstore staff were helpful and friendly, but only half liked the store layout.

Figure 1: User Ratings of Langara Bookstore Staff and Facility



Students were then asked to rate the Online MyCampus Bookstore and some of the new services it offers.

Table 1: Knowledge & Use of Online MyCampus Bookstore Services

	Knew About It	Had Used It
Online MyCampus Bookstore	70.6%	24.5%
Authorized online Apple Campus store	31.0%	1.9%
A free online used book classified section for students	25.6%	6.5%

Figure 2: User Ratings of Online MyCampus Bookstore Services

