* In your experience, how would you rate the level of overall customer service you’ve received from your official bookstore in your past visit?
  + A
  + B
  + C
  + D
  + F
* If you’ve ever had a question about your course materials/order, how would you rate the speed and attentiveness of your customer service?
  + A
  + B
  + C
  + D
  + F
* If you’ve ever submitted a question, comment or complaint about your bookstore electronically (by email, social media, through our site, etc.), how would you rate the overall speed, attentiveness and helpfulness of your response?
  + A
  + B
  + C
  + D
  + F
* How would you grade the overall ease of use in finding and ordering course materials on your online bookstore?
  + A
  + B
  + C
  + D
  + F
* Over your academic career, how many times have you visited your official campus bookstore for course materials?
  + Several
  + Once or twice
  + I have not visited the store for course materials
* When ordering materials from your official bookstore, what format options do you choose/prefer? (Choose all that apply.)
  + New
  + Used
  + Rental (new or used)
  + Digital
  + Marketplace
  + Guaranteed Buyback
* When shopping for materials from your official bookstore, what format options do you WISH you could choose but are not available? (Choose all that apply.)
  + New
  + Used
  + Rental (new or used)
  + Digital
  + Marketplace
  + Guaranteed Buyback
* How many course materials did you acquire in the past two terms, either by buying or renting, from your official store?
  + 5+
  + 3-4
  + 1-2
  + I have not acquired course materials
* If you did not visit the store/acquire materials from the store, what factors made you do so? (Choose all that apply.)
  + A bad customer service experience kept me away
  + My required materials were too expensive at the official store
  + I did not think I would need my required materials for class
  + The store did not offer the options I wanted (like used, rental, digital, etc.)
  + I wasn’t aware it had the options I wanted
  + Buyback or rental returns were too complicated in previous terms
  + Other (please specify)