

Campus Store Survey Results

The raw data has been condensed and approximated as necessary for ease of comparison as well to provide a general sense and perspective of the result across the respective respondent groups.

A total of 505 surveys were completed

235 students – 146 Senior School, 89 Middle School

183 parents – 75 Senior, 60 Middle, 25 Montessori, 23 Junior

50 Faculty and 37 Staff

43% of surveyed students and 15% of staff members visit the store at least once per week. 20% of parents visit the store once or twice a month while over 70% of parents noted they rarely visit the store.

Store Programs and Services

Over 90% of all respondents were satisfied with overall Campus Store programs and services. 76% of students, 74% of staff members and 35% of parents noted a good to excellent level of satisfaction. 60% of students, 53% of staff and 45% of parents deemed program and services to be very important.

Approximately 85% of all respondents were satisfied with the location of the store. Only 17% of respondents deemed the location of the store to be very important.

Approximately 89% of all respondents were satisfied with store hours. 57% of students, 69% of staff members and 65% of parents noted a good to excellent level of satisfaction. Over 40% of all respondents deemed the store hours to be very important.

Approximately 89% of all respondents were satisfied with the helpful, courteous nature of the store staff. 85% of students, 80% of staff members and 83% of parents noted a good to excellent level of satisfaction. 70% of all respondents deemed helpful, courteous staff to be very important.

Approximately 94% of all respondents were satisfied with the level of knowledge of the store staff. 80% of students, 88% of staff members and 85% of parents noted a good to excellent level of satisfaction. Over 60% of all respondents deemed knowledgeable staff to be very important.

Approximately 94% of all respondents were satisfied with the accuracy and efficiency of the check-out counter. Over 80% of all respondents noted a good to excellent level of satisfaction. Over 60% of all respondents deemed the check-out counter to be very important.

Approximately 92% of all respondents were satisfied with the appearance and presentation of the store. 76% of students, 75% of staff members and 69% of parents

noted a good to excellent level of satisfaction. 44% of student, 45% of staff members and 25% of parents deemed the store appearance and presentation to be very important.

Approximately 85% of all respondents consider the store to have a welcoming atmosphere. Over 65% of all respondents noted a good to excellent level of satisfaction. Over 45% of all respondents deemed the atmosphere in the store to be very important.

Of those respondents that replied, approximately 80% of students, 62% of parents and 68% of staff members were satisfied with promotions and communications about the store. At the same time, only 20% of students, 20% of parents and 18% of staff members deemed promotions and communications to be very important.

Store Products

Over 88% of all respondents were satisfied with overall Campus Store products. 67% of students, 73% of staff members and 25% of parents noted a good to excellent level of satisfaction. 55% of students, 40% of staff and 45% of parents deemed program and services to be very important.

Approximately 85% of student and parent respondents were satisfied with uniform quality. 61% of student and 56% of parent noted a good to excellent level of satisfaction. 60% of students and 76% of parents were satisfied with uniform costs. Over 80% of student and parent respondents were satisfied with the availability of uniform items. Although a low number of respondents, staff members noted a general satisfaction with uniform quality, cost and availability.

Over 90% of student and parent respondents were satisfied with the quality of house and general HSC clothing. Over 58% of students and parents noted a good to excellent level of satisfaction. 60% of students and 81% of parents were satisfied with the clothing costs. Over 80% of student and parent respondents were satisfied with the availability and variety of clothing items. Staff members that provided a response noted a greater than 90% satisfaction with the quality, cost, availability and variety of clothing items.

Over 85% of student and staff respondents were satisfied with the quality, availability and variety of school and office supplies. Parents that provided a response noted a greater than 90% satisfaction with the quality, availability and variety of school and office supplies.

The following products presented with notably lower participation rates or were not proposed to specifically to each of the respective respondent groups. To that end, we have tried to make relative sense of the data for those that submitted a response.

Over 95% of parents that responded were satisfied with the availability and return policy of new books and guides. Approximately 17% noted sensitivity to the cost of new books

and guides. Over 90% of parents that responded were satisfied with the value of used books and guides. Approximately 13% noted sensitivity to the cost of used books.

Approximately 80% of parents noted some interest in online ordering through the campus store. Approximately 76% were interested in ordering uniforms, 70% textbooks, 45% non-uniform items, 35% office supplies and 24% gifts.

Students, parents and staff members were generally satisfied with the quality, availability and variety of HSC gifts and miscellaneous items. Students did note a slight sensitivity to cost.

Students, parents and staff members were generally satisfied with the variety and availability of food items. Parents noted their satisfaction with the availability of healthy choices.

Approximately half of parents and almost all staff members have made a personal purchase.

Clothing was the most popular type of purchase followed by office supplies for both parents and staff members.

Observations from the Comments

The responses were generally favourable across all the survey elements. Promotions and communications, although respectively deemed a less important element, were identified as an area for improvement. Parent respondents noted a need to provide communication regarding the used text book programs.

Comments regarding the location and qualities of the store space (small, cluttered appearance) were noted within each respondent group yet did not present as a significant concern with the collective data. Some parents recommended a need to enhance the signage, displays and general set-up within the store.

Respondents were satisfied with store hours while some parents noted an interest in expanding morning service hours.

Students noted a sensitivity to general costs which was evident within the data.

Parents and students were generally satisfied with uniform quality although parent comments reflected more sensitivity toward specific uniform qualities such as fit, sizes and choice of garment material (cotton vs. polycotton blends). A few parents did note an interest in a used clothing area.