

Survey Research Case:
Paper Sky Bookstores – Spokane, WA

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Table of Contents

Executive Summary	1
Survey Design.....	2
Drafts: Prenotification Letter, Cover Letter, Questionnaire.....	4
Pre-test Results.....	14
Revised Prenotification Letter, Cover Letter, Questionnaire	17
Survey Related Exercises.....	25
References.....	30

Executive Summary

Paper Sky Bookstores is a growing regional bookstore chain considering developing a new bookstore in Spokane, Washington's growing University District. The Paper Sky management team feels as though this expansion is feasible due to the new Washington State University Medical School, established Gonzaga University, and proximity to Downtown Spokane. Although each university will have their own bookstore, management believes Paper Sky will be able to cater to students as the universities are currently underserving the market. To be successful, Paper Sky will need to not only serve students, but also local citizens who are unaffiliated with, or lack access to, the universities.

To determine if Paper Sky's Spokane expansion is feasible, we have designed a research study to help management understand the local market and help mitigate risks associated with opening the store. To achieve this, we will analyze the purchasing interests and related desires of local community members, primarily non-students. We have determined a mail survey will be most time and cost efficient method for gathering the data we need. The survey will use a probability based sample purchased already by Paper Sky Books. This sample is comprised of Spokane residents who live within 12-miles of the proposed bookstore location and who fit the desired demographics targeted by our company – non-students, educated, married couples.

The following research case includes the following:

- research project design process,
- draft pre-notification letter, cover letter, and survey,
- pre-test results,
- and final pre-notification letter, cover letter, and survey.

Once the survey research case is reviewed and approved by the Paper Sky management team, we will begin executing the research project.

Research Project Design

A properly designed research project will help create a survey that is easy for participants to complete and will yield accurate results with high external validity. Below are the steps the research team at Paper Sky Books will follow to create such a survey.

Step 1 – Establish the goals of the survey: Before we begin designing our questionnaire, it is imperative that our leadership and research teams align on the goals of the research. The primary goal of this research project is to examine the feasibility of building a new bricks-and-mortar bookstore in Spokane’s growing University District. To achieve this, we will analyze the purchasing interests and related desires of local community members, primarily non-students.

Step 2 – Establish topics of questions: Based on the goals established, we have identified the following topics for questions.

- Current reading and book purchasing habits (online and in-store),
- Product preferences,
- Store amenities (espresso bar, food options, music section),
- Operating hours,
- Store location (accessibility, transportation, parking),
- Community involvement (book drives, school/community donations, discounts)
- Demographics.

Step 3 – Determine sampling method: This survey will use a probability based sample purchased already by Paper Sky Books. This sample is comprised of Spokane residents who live within 12-miles of the proposed bookstore location. Furthermore, this sample already includes residents who fit the desired demographics targeted by our company – non-students, educated, married couples. Using this sample will save our project time and money.

Step 3 – Create draft documents: There are three survey components necessary for our research project – pre-notification letter, cover letter, and questionnaire. The pre-notification letter is the first line of communication with our participants announcing they have been selected

as part of our sample. Following the pre-notification letter is the survey package which includes a cover letter explaining the survey and the survey itself. It is important to draft these communication tools before sending to participants to prevent errors and improve usability for participants.

Step 4 – Pretest and analyze draft documents: After the draft documents have been created, they will be distributed to no less than 10 participants for pretesting. During this phase of the research project we solicit feedback from participants (colleagues/other researchers) on the clarity of the communication, intuitiveness of instructions, ease of taking the survey, and general feedback. After participants complete the pretest we will analyze the results for incorporation into the next step.

Step 5 – Revise documents and survey: Based on the results of the pretest phase of the research project, the pre-notification letter, cover letter, and survey will be revised. The goal of this step is to eliminate found errors, improve instructions, enhance clarity of communication, and optimize survey usability.

Step 6 – Execute Survey: Once all documents have been revised, it is time to distribute the survey. The first wave of mailings will be the pre-notification letter announcing the survey with a clear delivery date. Two-weeks later, the cover letter and survey will be mailed to participants with a pre-stamped return envelope. As Paper Sky is in the exploratory phase of this expansion, the deadline to return the survey will be four-weeks after the initial mailing. Reminder mailings will be sent to participants two and three weeks following the first mailing.

Step 7 – Analyze and communicate results: The final step in our research project will be reviewing and analyzing survey responses. Data will be collected and communicated to the senior leadership team.

Drafts: Pre-notification Letter, Cover Letter, and Questionnaire

Draft Pre-notification Letter

July 3, 2017

Paper Sky Bookstores
2200 Western Ave, Suite 500
Seattle, WA 98121

Dear Spokane Community Member,

You're invited to participate in a research study about the development of a new Paper Sky Bookstore. In two-weeks you will receive a survey that will help us measure community opinions and sentiments around building our next store in Spokane's growing University District!

The survey will take approximately 10-minutes to complete, and your individual responses will be kept confidential and anonymous. When you receive the survey, please complete the form and return via US mail with the included addressed and pre-stamped envelope. As an expression of our gratitude for completing our survey, we will provide you with a \$25 Paper Sky Bookstore gift card that can be used online or in-store.

Thank you in advance for your time and consideration. We look forward to receiving your results.

Thanks,

Bill Michie
Director, Marketing and Communications
Paper Sky Bookstores

Draft Cover Letter

July 17, 2017

Paper Sky Bookstores
2200 Western Ave, Suite 500
Seattle, WA 98121

Dear Participant,

Two-weeks ago we sent you a letter inviting you to participate in a research study about the development of a new Paper Sky Bookstore in Spokane's growing University District. The purpose of the attached survey is to measure community opinions and sentiments around building our next store as well as the expectations you have for a new community member.

The survey will take about 10 to 15 minutes to complete, and your individual responses will be kept confidential and anonymous. Please complete the form and return via US mail with the included addressed and pre-stamped envelope. As an expression of our gratitude for completing our survey, we will provide you with a \$25 Paper Sky Bookstore gift card that can be used online or in-store.

If you have any questions about the survey, please feel free to contact the Paper Sky Bookstore marketing team at (206) 229-9300 or via email at spokanesurvey@papersky.com.

Thank you for sharing your thoughts and opinions with us. We look forward to receiving your results.

Thanks,

Bill Michie
Director, Marketing and Communications
Paper Sky Bookstores

Draft Paper Sky Bookstores Spokane Feasibility Survey

Thank you for taking part in Paper Sky Bookstore's research study about the development of a new store in Spokane's University District. The survey contains 32 questions and should take approximately 10-minutes to complete. Please follow the instructions preceding each section and answer to the best of your ability.

This section will provide information about your reading habits. Please check one answer per question.

Q1: I enjoy reading:

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q2: I only read for pleasure:

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q3: I only read for school or work:

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q4: I prefer to read physical (hardcover/paperback) books:

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q5: I prefer to read with an eReader (Kindle, iPad, Nook):

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

The following questions will provide Paper Sky with a better understanding of your purchasing history. For the questions below, please check one answer per question.

Q6: I prefer to shop for books in a bricks-and-mortar store:

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q7: I prefer to shop for books online:

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q8: I prefer to shop for books in a small specialty bookstore:

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q9: How much do you spend on books per year?

- \$0 to \$24.99
- \$25 to \$49.99
- \$50 to \$74.99
- \$75 to \$99.99
- \$100+

Q10: How many books have you purchased in the past year?

- None
- 1-3
- 4-6
- 7-10
- 11+
- Don't remember

Q11: How many purchases have you made at a physical bookstore in the last year?

- None
- 1-3
- 4-6
- 7-10
- 11+
- Don't remember

Q12: How many purchases have you made at an online bookstore in the last year?

- None
- 1-3
- 4-6
- 7-10
- 11+
- Don't remember

Q13: What is your most important consideration when shopping at a book store?

- Product selection
- Competitive prices
- Convenience
- Promotions
- Ease of use
- Location

Q14: For whom do you primarily shop for?

- Yourself
- Family members
- Friends
- Business
- Other: _____

The following questions are designed to provide Paper Sky Bookstores with a better understanding of your product preferences. For each of the questions below, please select all that apply to you.

Q15: What type of materials do you prefer to read? Check all that apply.

- Paperback
- Hardcover
- Periodicals
- Magazines
- Comics
- Audiobooks
- Graphic Novels

Q16: I prefer to shop at a book store that offers used books.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q17: What are your favorite non-fiction genres? Check all that apply.

- Biography/autobiography
- Essay
- History
- Journalism
- Narrative
- Reference
- Religion
- Science
- Self-help
- Trade publications
- Textbooks

Q18: What are your favorite fiction genres? Check all that apply.

- Classics
- Crime/detective
- Fables
- Fantasy
- Folklore
- Historical
- Horror
- Humor
- Magic
- Mystery
- Mythology
- Romance
- Science fiction
- Short story
- Suspense
- Western

Q19: Which of the following items would you be interested in purchasing from a book store? Check all that apply

- Academic supplies
- Artwork
- Branded Gifts
- University branded merchandise
- Music and videos
- Specialty publisher items
- Guest lecturer or conference transcripts
- Games
- Men's clothing
- Women's clothing

The following questions will help us determine what is most important in terms of amenities to Spokane residents. Unless specified otherwise, please select only one answer.

Q20: When choosing a book store, how important are the following?

A. Staff is knowledgeable

- Very important
- Important
- Somewhat important
- Not important

B. Store and staff are an active member of the community

- Very important
- Important
- Somewhat important
- Not important

C. Has an in-store café or eatery

- Very important
- Important
- Somewhat important
- Not important

D. Has comfortable lounge areas for reading

- Very important
- Important
- Somewhat important
- Not important

E. The store has a wide variety of products

- Very important
- Important
- Somewhat important
- Not important

F. Competitive pricing

- Very important
- Important
- Somewhat important
- Not important

G. Convenient parking

- Very important
- Important
- Somewhat important
- Not important

H. Access to transit

- Very important
- Important
- Somewhat important
- Not important

I. Open late (until 10pm)

- Very important
- Important
- Somewhat important
- Not important

Q21: What is important to you when choosing a book store? Please rate the following, from 1 to 6, in order of importance.

- _____ Customer service
- _____ In-store café
- _____ Lounge/reading areas
- _____ Price
- _____ Parking
- _____ Product selection

The following questions are designed to gauge Paper Sky Bookstores brand awareness. Please select one answer for the following questions.

Q22: Before taking this survey, had you heard of Paper Sky Bookstores before?

- Yes
- No
- Not sure

Q23: If so, have you shopped at Paper Sky Bookstores before?

- Yes
- No
- Not sure

Q24: If a Paper Sky book store was located near you, would you visit?

- Yes
- No
- Not sure

Q25: How beneficial is the idea of a new Paper Sky book store in Spokane's University District?

- Very beneficial
- Beneficial
- Somewhat beneficial
- Not beneficial

The following questions are designed to provide Paper Sky Bookstores with a better understanding of the greater Spokane community. We assure you that all information received will remain confidential.

Q26: Which gender identity do you most identify:

- Male
- Female
- Transgender male
- Transgender female
- Gender variant/nonconforming
- Other: _____
- Prefer not to answer

Q27: What is your age?

- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65+

Q28: What is your ethnicity? Choose one.

- Asian or Pacific Islander
- Black or African American
- Hispanic or Latino
- Native American
- White
- Other

Q29: What is your marital status? Choose one.

- Single, never married
- Married
- Divorced
- Widowed
- Separated

Q30: What is your household income? Choose one.

- Less than \$20,000
- \$20,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$114,999
- \$115,000+

Q31: What is the highest level of education have you completed? If you are currently a student, please select the most recent level completed. Choose one.

- Less than high school diploma
- High school diploma or equivalent (GED)
- Some college, no degree
- Associates degree (e.g. AA, AS)
- Bachelor's degree (e.g. BA, BS)
- Master's degree (e.g. MA, MBA, Med)
- Professional degree (e.g. MD, DDS, DVM)
- Doctorate (e.g. PhD, EdD)

Q32: What is your current employment status? Choose one.

- Employed full-time (40 hours or more per week)
- Employed part-time (up to 39 hours per week)
- Self-employed
- Unemployed and looking for work
- Unemployed and not looking for work
- Student
- Retired
- Homemaker
- Unable to work

Pre-test Results

We presented our draft pre-notification letter, cover letter, and survey to 10 individuals and solicited their feedback. Of the 10 participants, 7 responded with substantial feedback. Overall, the average time to complete the survey took roughly 10 minutes. Participants also thought the instructions were clear and intuitive and the questions were appropriate. Specific feedback for the pre-notification letter, cover letter and survey questions are below.

Pre-notification letter:

- Include a corporate brand to make it appear more professional.
- People want to help and appreciate being asked. Feedback was to open the letter with the phrase “We need your help”, to come off less threatening.
- Move the incentive to a separate paragraph and bold it.
- Add a sentence in the letter to help explain why they should do the survey.

Cover letter:

- Include a corporate brand to make it appear more professional.
- Add a sentence in the letter to help explain why they should do the survey.
- Cover letter 1 states 10 mins for survey, cover letter 2 states 10-15 mins for survey, survey itself states 10 mins to complete. Keep it consistent and show minimum time required since people value their time. 10 mins is more than enough time to complete this survey.
- Not a fan of the phrase “As an expression of our gratitude...” on both cover letters. The expression comes across formal and old fashion whereas the bookstore appears to want to be entrenched in a university community which is full of young people by default.

Survey:

- General: Eight pages (or 4 double-sided) looks intimidating to me, and feels like it will take much longer to complete than it does. Consider revising layout.
- General: If questions are posed as "only" or "always", I think they should be yes/no answer options. Those types of questions imply a black & white response is due, so I feel unsure about my selection if my answer falls somewhere in the gray area.

- General: demographics, you only have the option of "prefer not to answer" for one question, but respondents may prefer not to answer other personal questions as well.
- General: Are the demographic questions voluntary or involuntary? Usually, most surveys allow people to opt out of demographic questions.
- Q2/3: These are binary questions. Maybe this is: I read for school or work "very often, often, occasionally, never".
- Q6/7: Similar. Maybe one combined question about preference, and another per type about frequency. (Personally, I want good options for both)
- Q. 8. - What type of specialty bookstore? Vs. Costco or Target, or a true specialty store? If you Google "specialty bookstore", you get niche stores, like science fiction or children's. You need to clarify what you mean here. Maybe you should use "physical bookstore", like you do in Q. 11.
- Q9: An exponential scale seems appropriate. Like 0-50, 50-200, 200-700, 700+.
- Q11/12: How many books, not how many purchases?
- Q13 answers could use some clarification, i.e. what's the difference between convenience vs location.
- Q. 14 – Business is different than friends or family. Should this be something like "I generally shop for: __ business, __ Pleasure, __ Both. Alternate Q.14A could read " I usually shop for: __ myself, __ family, __ friends, __ all of the above.
- Q. 15. - you can combine Periodicals/Magazines, and Graphic Novels/Comics or shorten and move to Q, 18 since they are generally fiction. Studies have shown that people don't particularly like long lists to choose from.
- Q. 16. – What about "new and used" as an alternative, or separate by writing questions as "I prefer to shop at a book store that offers: __ new books, __ used books, __ both new and used".
- Q16 question and answer format does not fall in line with the instructions for that section.
- Q16: I like used books but it can be another store. Maybe clarify: Our concept may include used books in addition to new ones. Are you interested in used books?
- Q17/18: Classics vs. new authors? Best sellers vs. local authors?
- Q. 17 – same comment as #4, combine where you can. But also, should you add "computers" "cookbooks", "sports", "travel" and "how-to"? What are narrative books? Journalism? Essay?
- Q17 should have a general business category
- Q. 18 – way too long, in my opinion, so you could combine Science fiction/Fantasy/Fables, Folklore/Mythology, and Crime/Detective/Mystery or Suspense/Mystery. This will allow you to add Kids/Teens, an important group.
- Q. 19. – Guest lecturer or conference transcripts? Do you need this, or should you add and Other section and allow someone who is interested to add their own thoughts.

- I am fine with Q.20, but again you could reduce this length by making this a 5-point scale.
- Q20: Might separate coffee shop from eatery -- different type of situation. For hours maybe a sliding scale.
- Q20 and Q21 are essentially the same questions. You can eliminate one of them.
- Q21 could use clarification regarding scale "with 1 being most important and 6 being least important"
- Q27: What about 17-year-olds who will be your first customers?
- Q28: Include "prefer not to answer". "White, non-Hispanic" is a common category. This raises another question: foreign languages as a survey question? "I would buy books in a non-English language: Mandarin, Japanese, Korean, Spanish, French, Other ----"
- Q29: How about number of kids? Maybe cohabitation also.
- Q28 should the option of "white" say "white or Caucasian" since you've specified "black or AA"?
- Q28 you may want to change White to a more general term for white
- Q29 should include an option for "partnered"
- Q. 31 is longer list than most I have seen which generally reduce by combining Bachelors, Masters and Doctorate to Graduated college. I would not add other category (e.g. Professional) unless you think it would be useful in the store decision.

Feedback from our pre-test participants has been reviewed and incorporated, as warranted, into our final documents following this page.

Revised: Pre-notification Letter, Cover Letter, and Questionnaire

Pre-notification Letter



July 3, 2017

Paper Sky Bookstores

2200 Western Ave, Suite 500

Seattle, WA 98121

Dear Spokane Community Member,

Paper Sky Bookstores is considering moving to your neighborhood! Like anyone would do before a big move, we need to do our research first. We're asking for your help. You're invited to participate in a research study that will help us measure community opinions and sentiments about building our next store in Spokane's growing University District!

In two-weeks you will receive a survey that will take approximately 10-minutes to complete. When you receive the survey, please complete the form and return via US mail with the included addressed and pre-stamped envelope. We respect your privacy, so rest assured, your responses will be kept confidential and anonymous

We know you're busy and we value your time and opinions. As a thank you for completing our survey, we will send you a \$25 Paper Sky Bookstore gift card that can be used online or in-store.

Thank you in advance for your time and consideration. We look forward to receiving your results.

Bill Michie

Director, Marketing and Communications

Paper Sky Bookstores

Cover Letter

July 17, 2017

Paper Sky Bookstores
2200 Western Ave, Suite 500
Seattle, WA 98121

Dear Survey Participant,

We hope you're as excited about our move to Spokane as we are! Two-weeks ago, we sent you a letter inviting you to participate in a research study about the development of a new Paper Sky Bookstore in Spokane's University District. The purpose of the attached survey is to measure community opinions and sentiments about building our next store, as well as the expectations you have for a new community member. From genres to products, your feedback will help us understand what Spokane residents are looking for in a book store.

The survey will take approximately 10-minutes to complete, and your individual responses will be kept confidential and anonymous. Please complete the form and return via US mail with the included addressed and pre-stamped envelope. To say thanks for completing our survey, we will provide you with a \$25 Paper Sky Bookstore gift card that can be used online or in-store.

If you have any questions about the survey, please feel free to contact the Paper Sky Bookstore marketing team at (206) 229-9300 or via email at spokanesurvey@papersky.com.

Thank you for sharing your thoughts and opinions with us. We look forward to receiving your results.

Bill Michie
Director, Marketing and Communications
Paper Sky Bookstores

Paper Sky Bookstores Spokane Feasibility Survey

Thank you for taking part in Paper Sky Bookstore's research study about the development of a new store in Spokane's University District. The survey contains 31 questions and should take approximately 10-minutes to complete. Please follow the instructions preceding each section and answer to the best of your ability.

This section will provide information about your reading habits. Please choose whether you agree or disagree.

Q1: I enjoy reading:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Q2: I only read for pleasure:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Q3: I only read for school or work:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Q4: I prefer to read physical (hardcover/paperback) books:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Q5: I prefer to read with an eReader (Kindle, iPad, Nook):

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

The following questions will provide Paper Sky with a better understanding of your purchasing preferences and history.

Q6: I prefer to shop for books in a bricks-and-mortar store:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Q7: I prefer to shop for books online:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Q8: I prefer to shop for books in a small specialty book store (locally owned, specialty topic).

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Q9: How much do you spend on books per year?

- \$0 to \$24.99
- \$25 to \$49.99
- \$50 to \$74.99
- \$75 to \$99.99
- \$100+

Q10: How many books have you purchased in the past year?

- None
- 1-3
- 4-6
- 7-10
- 11+
- Don't remember

Q11: How many purchases have you made at a physical bookstore in the last year?

- None
- 1-3
- 4-6
- 7-10
- 11+
- Don't remember

Q12: How many purchases have you made at an online bookstore in the last year?

- None
- 1-3
- 4-6
- 7-10
- 11+
- Don't remember

Q13: Check all that apply. I usually shop for:

- Yourself
- Family members
- Friends
- Business
- Other: _____

The following questions are designed to provide Paper Sky Bookstores with a better understanding of your product preferences. Unless otherwise directed, please select all that apply to you.

Q14: What type of materials do you prefer to read? Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Paperback | <input type="checkbox"/> Comics/Graphic Novels |
| <input type="checkbox"/> Hardcover | <input type="checkbox"/> Audiobooks |
| <input type="checkbox"/> Periodicals/ Magazines | |

Q15: Our concept may include used books in addition to new one. Are you interested in used books?

- Yes No

Q16: What are your favorite non-fiction genres? Check all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Biography/autobiography | <input type="checkbox"/> Science |
| <input type="checkbox"/> Business | <input type="checkbox"/> Self-help |
| <input type="checkbox"/> Cooking | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Computers | <input type="checkbox"/> Textbooks |
| <input type="checkbox"/> History | <input type="checkbox"/> Trade publications |
| <input type="checkbox"/> Reference | <input type="checkbox"/> Travel |
| <input type="checkbox"/> Religion | |

Q17: What are your favorite fiction genres? Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Classics | <input type="checkbox"/> Kids/Teen |
| <input type="checkbox"/> Crime/Detective/Mystery | <input type="checkbox"/> Magic |
| <input type="checkbox"/> Fables/Fantasy | <input type="checkbox"/> Romance |
| <input type="checkbox"/> Fantasy | <input type="checkbox"/> Science fiction |
| <input type="checkbox"/> Folklore/ Mythology | <input type="checkbox"/> Short story |
| <input type="checkbox"/> Historical | <input type="checkbox"/> Suspense/Thriller |
| <input type="checkbox"/> Horror | <input type="checkbox"/> Western |

Q18: Which of the following items would you be interested in purchasing from a book store?
Check all that apply

- Academic supplies
- Artwork
- Branded Gifts
- University branded merchandise
- Music and videos
- Specialty publisher items
- Games
- Men's clothing
- Women's clothing
- Other: _____

The following questions will help us determine what is most important in terms of amenities to Spokane residents. Unless specified otherwise, please select only one answer.

Q19: When choosing a book store, how important are the following?

	Very Important	Important	Moderately Important	Slightly Important	Not Important
Knowledgeable staff	5	4	3	2	1
Store and staff are an active member of the community	5	4	3	2	1
Has an in-store café	5	4	3	2	1
Has comfortable lounge areas for reading	5	4	3	2	1
Has a wide variety of products	5	4	3	2	1
Competitive pricing	5	4	3	2	1
Convenient parking	5	4	3	2	1
Access to transit	5	4	3	2	1
Open late (until 10pm)	5	4	3	2	1
Offers in-store events/activities	5	4	3	2	1

Q20: What is most important to you when choosing a book store? Please rate the following, from 1 to 6, in order of importance, with 1 being most important and 6 being the least.

- _____ Customer service
- _____ In-store café
- _____ Lounge/reading areas
- _____ Price
- _____ Parking
- _____ Product selection

The following questions are designed to gauge Paper Sky Bookstores brand awareness. Please select one answer for the following questions.

Q21: Before taking this survey, had you heard of Paper Sky Bookstores before?

- Yes
- No
- Not sure

Q22: If so, have you shopped at Paper Sky Bookstores before?

- Yes
- No
- Not sure

Q23: If a Paper Sky book store was located near you, would you visit?

- Yes
- No
- Not sure

Q24: How beneficial is the idea of a new Paper Sky book store in Spokane's University District?

- Very beneficial
- Beneficial
- Somewhat beneficial
- Not beneficial

The following questions are designed to provide Paper Sky Bookstores with a better understanding of the greater Spokane community. We assure you that all information received will remain confidential.

Q25: Which gender identity do you most identify:

- Male
- Female
- Transgender male
- Transgender female
- Gender variant/nonconforming
- Other: _____
- Prefer not to answer

Q26: What is your age?

- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65+
- Prefer not to answer

Q27: What is your ethnicity? Choose one.

- Asian or Pacific Islander
- Black or African American
- Hispanic or Latino
- Native American
- White, Caucasian
- Other
- Prefer not to answer

Q28: What is your marital status? Choose one.

- Single, never married
- Married
- Partnered
- Divorced
- Widowed
- Separated
- Prefer not to answer

Q29: What is your household income? Choose one.

- Less than \$20,000
- \$20,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$114,999
- \$115,000+
- Prefer not to answer

Q30: What is the highest level of education have you completed? If you are currently a student, please select the most recent level completed. Choose one.

- Less than high school diploma
- High school diploma or equivalent (GED)
- Some college, no degree
- Associates degree (e.g. AA, AS)
- Bachelor's degree (e.g. BA, BS)
- Master's degree (e.g. MA, MBA, Med)
- Professional degree (e.g. MD, DDS, DVM)
- Doctorate (e.g. PhD, EdD)
- Prefer not to answer

Q31: What is your current employment status? Choose one.

- Employed full-time (40 hours or more per week)
- Employed part-time (up to 39 hours per week)
- Self-employed
- Unemployed and looking for work
- Unemployed and not looking for work
- Student
- Retired
- Homemaker
- Unable to work
- Prefer not to answer

End of survey – Thank you!

To redeem your \$25 Paper Sky gift card, please fill out the address information below. This information will not be included as part of our survey and your responses will remain confidential.

Name: _____

Address: _____

Survey Related Exercises

A. *Select five closed-ended questions from your survey and change the response scales.*

Q1: I enjoy reading:

- Agree
- Disagree
- Not sure

Q2: I only read for pleasure:

- Agree
- Disagree
- Not sure

Q3: I only read for school or work:

- Agree
- Disagree
- Not sure

Q4: I prefer to read physical (hardcover/paperback) books:

- Agree
- Disagree
- Not sure

Q5: I prefer to read with an eReader (Kindle, iPad, Nook):

- Agree
- Disagree
- Not sure

B. *Select five different closed-ended questions from your survey and rewrite the question (as closely as possible) changing the levels of measurement.*

Q1: I enjoy reading books:

- Often
- Sometimes
- Never

Q3: I only read for school or work:

- True
- False

Q6: I shop for books in a bricks-and-mortar store:

- Often
- Sometimes
- Never

Q19: When choosing a book store, which of the following are important?

Select all that apply.

Staff is knowledgeable	<input type="checkbox"/>
Store and staff are an active member of the community	<input type="checkbox"/>
Has an in-store café	<input type="checkbox"/>
Has comfortable lounge areas for reading	<input type="checkbox"/>
Has a wide variety of products	<input type="checkbox"/>
Competitive pricing	<input type="checkbox"/>
Convenient parking	<input type="checkbox"/>
Access to transit	<input type="checkbox"/>
Open late (until 10pm)	<input type="checkbox"/>
Offers in-store events/activities	<input type="checkbox"/>

Q24: A new Paper Sky book store in Spokane's University District would be beneficial to me.

- Agree
 Disagree
 Not sure

C. Complete the following calculations. Calculate the size of a probability-based sample (that is, the final sample or number of completed interviews) necessary to produce a survey with a 95% confidence level and a +/- 4% confidence interval. Calculate the sample size necessary to produce a survey with a 95% confidence level and a +/- 2% confidence interval. Calculate the size of a sample necessary to produce a survey with a 99% confidence level and a +/- 3% confidence interval.

Equation 1

$$n = \left(\frac{cl}{ci}\right)^2 (v)(1-v)$$

$$n = \left(\frac{1.96}{.04}\right)^2 (.5)(1-.5)$$

$$n = (49)^2 (.5)(1-.5)$$

$$n = (2401)(.25)$$

$$\mathbf{n = 600}$$

Equation 2

$$n = \left(\frac{cl}{ci}\right)^2 (v)(1-v)$$

$$n = \left(\frac{1.96}{.02}\right)^2 (.5)(1-.5)$$

$$n = (98)^2 (.5)(1-.5)$$

$$n = (9604)(.25)$$

$$\mathbf{n = 2401}$$

Equation 3

$$n = \left(\frac{cl}{ci}\right)^2 (v)(1-v)$$

$$n = \left(\frac{2.58}{.03}\right)^2 (.5)(1-.5)$$

$$n = (86)^2 (.5)(1-.5)$$

$$n = (7396)(.25)$$

$$\mathbf{n = 1849}$$

D. Even though you have not completed your survey, calculate the confidence of interval or margin of error for the following number of completed interviews (use the 95% confidence level): 425 completed interviews, 517 completed interviews and 652 completed interviews.

Equation 1

$$e \text{ or } ci = cl \sqrt{\frac{(v)(1-v)}{n}} (100)$$

$$e \text{ or } ci = 1.96 \sqrt{\frac{(.5)(1-.5)}{425}} (100)$$

$$e \text{ or } ci = 1.96 \sqrt{\frac{(.25)}{425}} (100)$$

$$e \text{ or } ci = 1.96 \sqrt{.0005882} (100)$$

$$e \text{ or } ci = 1.96(.0242528)(100)$$

$$\mathbf{e \text{ or } ci = 4.75\%}$$

Equation 2

$$e \text{ or } ci = cl \sqrt{\frac{(v)(1-v)}{n}} (100)$$

$$e \text{ or } ci = 1.96 \sqrt{\frac{(.5)(1-.5)}{517}} (100)$$

$$e \text{ or } ci = 1.96 \sqrt{\frac{(.25)}{517}} (100)$$

$$e \text{ or } ci = 1.96 \sqrt{.0004835} (100)$$

$$e \text{ or } ci = 1.96(.0219886)(100)$$

$$\mathbf{e \text{ or } ci = 4.3\%}$$

Equation 3

$$e \text{ or } ci = cl \sqrt{\frac{(v)(1-v)}{n}} (100)$$

$$e \text{ or } ci = 1.96 \sqrt{\frac{(.5)(1-.5)}{652}} (100)$$

$$e \text{ or } ci = 1.96 \sqrt{\frac{(.25)}{652}} (100)$$

$$e \text{ or } ci = 1.96 \sqrt{.0003834} (100)$$

$$e \text{ or } ci = 1.96(.0195806)(100)$$

$$\mathbf{e \text{ or } ci = 3.84\%}$$

E. What potential issues will your research method raise in terms of internal and external validity, reliability, accuracy? What are the limitations of your research project?

External validity refers to the validity of the survey beyond the study: its generalizability, both to the population, and across contexts (Wiersma, 2). Our survey used a probability-based sample of Spokane residents who live within 12-miles of the new store location and is comprised of participants who fit the store's target demographic. The use of a probability based sample should yield results that are high in generalizability with consumers in that target demographic. However, it should be noted that the research will not be generalizable to those outside the sample's target demographic.

Internal validity, for surveys, refers to the rigor of measurement: that the concepts one sets out to measure, are actually measured (Wiersma, 2). The biggest issue here is that of predictive validity – can we predict an individual's ability to shop at our new store? Since our survey was

constructed to provide anonymity, we cannot track their future shopping habits, thus we cannot produce predictive validity. Without predictive validity, all our survey can provide is a good-faith forecast of shopping habits. I do believe the survey's content validity is strong as the questions accurately represent the attitudes we are trying to measure. As Fink suggests, it would be prudent to have an expert review the questionnaire before distribution.

I believe the survey created is reliable, meaning that if given to the same participant more than once, the same results would be measured. However, this is an issue worth acknowledging. The survey created was only pre-tested by 10 volunteers and we did not complete a test-retest experiment. This lack of testing could cast doubt on the reliability of our survey and thus the data we collect.

The most pressing issue concerning accuracy lays in the number of completed surveys and ensuring our sample size is big enough. For example, in the calculations completed earlier, to produce a survey with a 95% confidence level and a +/- 4% confidence interval, we need 600 completed surveys. To produce a survey with a 95% confidence level and a +/- 2% confidence interval, we need 2401 completed surveys. If mail surveys produce a 50% return on average, our sample sizes should be 1200 and 4802 respectively. Samples this size are attainable, but it this issue should be addressed early in the design phased of the research project.

There are several limitations of the research project designed. First, regular mail surveys typically take longer to complete. While this isn't a concern to the client, the quickness of responses is out of our control once the surveys are mailed. If Paper Sky must speed up their decision to purchase land or pay architects, the survey will be of no use to them and the costs associated with the survey lost.

Second, inaccurate responses from participants may introduce error into the results. Inaccurate response can be caused by confusing questions, rushing through a survey, or simply not accurately remembering information, like the number of times they purchased something at a book store for example. These inaccurate responses increase the amount of time spent processing, coding, and sharing the results of the survey.

Finally, mail surveys lack control on the environment and people taking the survey. When conducting a focus group, for example, the researchers can control the environment and dutifully document who said what. They can even dig into responses for more context. With mail surveys, that is lost. We cannot tell if the person filling out the survey had a bad day and reacted negatively or if they had a good day and reacted positively. In fact, we cannot even tell if the person we mailed the survey to is even the person filling out the form. This lack of control can create errors with data or worse, inaccurate and ungeneralizable results.

As Fink notes, the benefits of survey research outweigh the drawbacks and is useful for exploratory research. In the case of Paper Sky Bookstore's expansion to Spokane's University District, the survey is the optimal way to gauge public opinions and values at a low cost.

References

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