

## 2010 Assessment Day Bookstore Survey (Faculty/Staff) Results

Last Modified: 04/14/2010

**1. On all Lickert Scales, “Strongly Agree” = 1 and “Strongly Disagree” = 5, so lower means are more positive than higher means.**

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	The bookstore is an overall customer-friendly environment	112	159	24	6	1	302	1.76
2	I can purchase what I need in the bookstore quickly and easily	71	172	40	15	3	301	2.03
3	Bookstore associates are knowledgeable	86	156	46	12	1	301	1.96
4	Bookstore associates are friendly	112	159	21	6	2	300	1.76
5	The hours of operation at the bookstore are convenient for me.	84	168	36	11	0	299	1.91

Statistic	The bookstore is an overall customer-friendly environment	I can purchase what I need in the bookstore quickly and easily	Bookstore associates are knowledgeable	Bookstore associates are friendly	The hours of operation at the bookstore are convenient for me.
Min Value	1	1	1	1	1
Max Value	5	5	5	5	4
Mean	1.76	2.03	1.96	1.76	1.91
Variance	0.50	0.66	0.63	0.53	0.54
Standard Deviation	0.71	0.81	0.79	0.73	0.74
Total Responses	302	301	301	300	299

## 2.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	The textbooks I need for my classes are available at the bookstore when I need them.	27	99	124	26	10	286	2.63
2	I am satisfied with the availability of used textbooks in the bookstore.	25	84	148	22	7	286	2.66

Statistic	The textbooks I need for my classes are available at the bookstore when I need them.	I am satisfied with the availability of used textbooks in the bookstore.
Min Value	1	1
Max Value	5	5
Mean	2.63	2.66
Variance	0.82	0.70
Standard Deviation	0.90	0.84
Total Responses	286	286

### 3.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	I am able to find recently published books in my field of expertise at the bookstore.	21	83	136	32	14	286	2.77
2	The bookstore has a good selection of magazines.	33	119	123	14	2	291	2.43
3	It is easy to locate the books I'm looking for in the general books department.	41	135	100	12	2	290	2.31

Statistic	I am able to find recently published books in my field of expertise at the bookstore.	The bookstore has a good selection of magazines.	It is easy to locate the books I'm looking for in the general books department.
Min Value	1	1	1
Max Value	5	5	5
Mean	2.77	2.43	2.31
Variance	0.84	0.61	0.62
Standard Deviation	0.92	0.78	0.79
Total Responses	286	291	290

#### 4.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	There is a good selection of apparel styles in the bookstore.	46	159	52	30	5	292	2.28
2	I can find the size(s) I need while shopping for apparel in the bookstore.	45	156	52	31	8	292	2.32
3	There is a good selection of snacks and food products in the bookstore.	45	137	93	14	1	290	2.27

Statistic	There is a good selection of apparel styles in the bookstore.	I can find the size(s) I need while shopping for apparel in the bookstore.	There is a good selection of snacks and food products in the bookstore.
Min Value	1	1	1
Max Value	5	5	5
Mean	2.28	2.32	2.27
Variance	0.83	0.91	0.63
Standard Deviation	0.91	0.95	0.79
Total Responses	292	292	290

## 5.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	I am satisfied with the efollett.com shopping experience.	28	103	136	17	4	288	2.53
2	The booknow® program (ability to purchase your books while registering for classes online) adds value to my overall experience as a bookstore customer.	27	45	202	1	7	282	2.70

Statistic	I am satisfied with the efollett.com shopping experience.	The booknow® program (ability to purchase your books while registering for classes online) adds value to my overall experience as a bookstore customer.
Min Value	1	1
Max Value	5	5
Mean	2.53	2.70
Variance	0.65	0.56
Standard Deviation	0.80	0.75
Total Responses	288	282