

2010 Bookstore Assessment Day Survey Results (Students)

Last Modified: 04/15/2010

1. “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	310	510	62	54	10	946	1.88
2	I can purchase what I need in the bookstore quickly and easily	254	523	85	72	12	946	2.01
3	Bookstore associates are knowledgeable	253	523	115	47	8	946	1.98
4	Bookstore associates are friendly	266	471	133	60	16	946	2.04
5	The hours of operation at the bookstore are convenient for me.	203	443	150	136	10	942	2.26

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	5
Mean	1.88	2.01	1.98	2.04	2.26
Variance	0.70	0.78	0.66	0.83	0.98
Standard Deviation	0.84	0.88	0.81	0.91	0.99
Total Responses	946	946	946	946	942

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.	161	452	137	160	23	933	2.39
2	I am satisfied with the availability of used textbooks in the bookstore.	147	374	151	199	55	926	2.61

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	2.39	2.61
Variance	1.08	1.34
Standard Deviation	1.04	1.16
Total Responses	933	926

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.	113	355	367	76	16	927	2.49
2	The bookstore has a good selection of magazines.	135	284	462	42	4	927	2.46
3	It is easy to locate the books I'm looking for in the general books department.	176	438	248	55	8	925	2.22

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	2.49	2.46	2.22
Variance	0.76	0.66	0.73
Standard Deviation	0.87	0.81	0.85
Total Responses	927	927	925

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.	178	496	195	52	8	929	2.16
2	I can find the size(s) I need while shopping for apparel in the bookstore.	187	433	218	75	16	929	2.25
3	There is a good selection of snacks and food products in the bookstore.	168	425	280	41	10	924	2.24

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	2.16	2.25	2.24
Variance	0.68	0.85	0.70
Standard Deviation	0.82	0.92	0.84
Total Responses	929	929	924

5.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	I am satisfied with the efollett.com shopping experience.	126	268	468	40	16	918	2.51
2	The booknow® program (ability to purchase your books while registering for classes online) adds value to my overall experience as a bookstore customer.	116	192	552	31	18	909	2.61

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	2.51	2.61
Variance	0.72	0.68
Standard Deviation	0.85	0.83
Total Responses	918	909

6. Gender

Value	Total
M	281
F	667

7. Race

Value	Total
Asian/Pacific Islander	23
White	841
African American	32
Hispanic	12
American Indian/Alaskan Native	3
International Students	2
[No Value]	35

8. Class

Value	Total
GR	193
SR	333
JR	155
FR	120
SO	147