

## Bookstore (Employees) Survey Results: Assessment Day 2013

For Likert Scale Items, Strongly Agree = 1 and Strongly Disagree = 5.  
Therefore, lower means are more positive than higher means.

Last Modified: 03/13/2013

### 1.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses	Mean
1	The bookstore has an overall customer-friendly environment	78	126	17	5	2	228	1.80
2	I can purchase what I need in the bookstore quickly and easily	54	123	30	15	2	224	2.05
3	Bookstore associates are knowledgeable	70	122	28	1	1	222	1.83
4	Bookstore associates are friendly	83	117	21	5	1	227	1.78
5	The hours of operation at the bookstore are convenient for me.	66	117	27	12	1	223	1.95

Statistic	The bookstore has 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	1.80	2.05	1.83	1.78	1.95
Variance	0.55	0.72	0.47	0.54	0.67
Standard Deviation	0.74	0.85	0.69	0.74	0.82
Total Responses	228	224	222	227	223

## 2.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses	Mean
1	I am able to find recently published books in my field of expertise at the bookstore.	28	56	54	23	13	174	2.64
2	The bookstore has a good selection of magazines.	36	75	57	13	1	182	2.27
3	It is easy to locate the books I'm looking for in the general books department.	37	93	41	14	2	187	2.20

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	2.64	2.27	2.20
Variance	1.27	0.77	0.78
Standard Deviation	1.13	0.88	0.88
Total Responses	174	182	187

### 3.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses	Mean
1	There is a good selection of apparel styles in the bookstore.	47	102	30	29	3	211	2.24
2	I can find the size(s) I need while shopping for apparel in the bookstore.	42	105	31	22	8	208	2.27
3	There is a good selection of snacks and food products in the bookstore.	46	117	28	15	1	207	2.07

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	2.24	2.27	2.07
Variance	0.99	1.05	0.69
Standard Deviation	1.00	1.02	0.83
Total Responses	211	208	207

#### 4.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses	Mean
1	I am satisfied with the efollett.com shopping experience.	29	82	37	10	5	163	2.26

Statistic	I am satisfied with the efollett.com shopping experience.
Min Value	1
Max Value	5
Mean	2.26
Variance	0.86
Standard Deviation	0.93
Total Responses	163

#### 5. Please provide additional suggestions for improving services at the MU Bookstore.

##### Text Response

All suggestions were sent to the Bookstore immediately after Assessment Day.