

## Bookstore (Students) 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     | 77             | 118   | 22                         | 18       | 5                 | 240             | 1.98 |
| 2 | I can purchase what I need in the bookstore quickly and easily | 71             | 113   | 26                         | 20       | 9                 | 239             | 2.09 |
| 3 | Bookstore associates are knowledgeable                         | 72             | 116   | 30                         | 13       | 6                 | 237             | 2.01 |
| 4 | Bookstore associates are friendly                              | 71             | 102   | 39                         | 20       | 8                 | 240             | 2.13 |
| 5 | The hours of operation at the bookstore are convenient for me. | 71             | 105   | 30                         | 27       | 7                 | 240             | 2.14 |

| 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               | 1.98   | 2.09   | 2.01                                   | 2.13                              | 2.14   |
| Variance           | 0.90   | 1.08   | 0.88                                   | 1.08                              | 1.12   |
| Standard Deviation | 0.95   | 1.04   | 0.94                                   | 1.04                              | 1.06   |
| Total Responses    | 240  | 239  | 237                                    | 240                               | 240  |

## 2.

| # | Question   | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly Disagree | Total Responses | Mean |
|---|--|----------------|-------|----------------------------|----------|-------------------|-----------------|------|
| 1 | The textbooks I need for my classes are available at the bookstore when I need them. | 47             | 116   | 25                         | 38       | 10                | 236             | 2.36 |
| 2 | I am satisfied with the availability of used textbooks in the bookstore.             | 55             | 95    | 30                         | 36       | 17                | 233             | 2.42 |

| 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               | 2.36   | 2.42   |
| Variance           | 1.21   | 1.47   |
| Standard Deviation | 1.10   | 1.21   |
| Total Responses    | 236  | 233  |

### 3.

| # | 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. | 47             | 89    | 50                         | 13       | 5                 | 204             | 2.22 |
| 2 | The bookstore has a good selection of magazines.                                      | 42             | 63    | 54                         | 8        | 5                 | 172             | 2.25 |
| 3 | It is easy to locate the books I'm looking for in the general books' department.      | 48             | 113   | 31                         | 11       | 6                 | 209             | 2.11 |

| 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               | 2.22  | 2.25   | 2.11   |
| Variance           | 0.91  | 0.95   | 0.84   |
| Standard Deviation | 0.95  | 0.97   | 0.92   |
| Total Responses    | 204   | 172  | 209  |

#### 4.

| # | 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.              | 71             | 115   | 20                         | 13       | 8                 | 227             | 2.00 |
| 2 | I can find the size(s) I need while shopping for apparel in the bookstore. | 65             | 116   | 21                         | 11       | 12                | 225             | 2.06 |
| 3 | There is a good selection of snacks and food products in the bookstore.    | 62             | 106   | 38                         | 4        | 2                 | 212             | 1.95 |

| 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               | 2.00  | 2.06   | 1.95  |
| Variance           | 0.95  | 1.06   | 0.63  |
| Standard Deviation | 0.98  | 1.03   | 0.80  |
| Total Responses    | 227   | 225  | 212   |

## 5.

| # | Question  | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly Disagree | Total Responses | Mean |
|---|---|----------------|-------|----------------------------|----------|-------------------|-----------------|------|
| 1 | I am satisfied with the efollett.com shopping experience.   | 46             | 85    | 27                         | 6        | 11                | 175             | 2.15 |
| 2 | The booknow® program (ability to purchase your books while registering for classes online) adds value to my overall experience as a bookstore customer. | 33             | 63    | 30                         | 4        | 5                 | 135             | 2.15 |

| 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               | 2.15  | 2.15  |
| Variance           | 1.10  | 0.90  |
| Standard Deviation | 1.05  | 0.95  |
| Total Responses    | 175   | 135   |

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

### Text Response

All suggestions were sent directly to the bookstore immediately after Assessment Day.