

# VitalSource Survey

## Demographic Report

An Online Survey of 500 Currently Enrolled College Students  
in Canada

May 2018

CONFIDENTIAL

VitalSource Survey - Canada  
Wakefield Research  
May 2018

1. Which of the following, if any, have you ever done with course materials required for a class? Please select all that apply.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Waited to purchase the course materials after the class started	397 79% L	145 80%	252 79%	123 80%	274 79%	235 78%	162 82%	181 80%	216 79%	304 83%	344 82%	51 67%	263 85%	140 88%	126 84%	325 80%	72 79%
Avoided purchasing the course materials at all	161 32% L	54 30%	107 34%	48 31%	113 33%	82 27%	79 40% F	83 37% I	78 28%	126 34% L	143 34% L	17 25% L	112 36%	53 33%	55 37%	126 31%	35 39%
None of these	63 13% N	21 12%	42 13%	19 13%	44 13%	47 16% G	16 8%	23 10%	40 14%	35 10%	40 10%	20 25% KJA	29 9%	8 5%	12 8%	56 14%	7 8%
*****																	
ANY (NET)	437 87% L	160 88%	277 87%	135 87%	302 87%	255 84%	182 92% F	202 90%	235 86%	332 90% L	376 90% L	57 75%	281 91%	153 95%	139 92%	353 86%	84 92% A

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
 Wakefield Research  
 May 2018

1. Which of the following, if any, have you ever done with course materials required for a class? Please select all that apply.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		\$40,000	OR MORE											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	- 100%	357 100%	143 100%
Waited to purchase the course materials after the class started	397 79%	158 74%	239 83%	258 82%	139 76%	54 74%	343 80%	22 88%	257 79%	64 79%	55 77%	- 78%	279 78%	118 83%
Avoided purchasing the course materials at all	161 32%	61 28%	100 35%	101 32%	60 33%	25 33%	136 32%	11 44%	102 32%	24 30%	24 33%	- 32%	114 32%	47 33%
None of these	63 13%	32 15%	31 11%	38 12%	26 14%	10 14%	53 12%	1 4%	40 12%	11 14%	11 16%	- 14%	52 14%	12 8%
*****														
ANY (NET)	437 87%	181 85%	256 89%	279 88%	158 86%	63 86%	373 88%	24 96%	283 88%	70 86%	60 84%	- 86%	305 86%	131 92%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

2. How important or unimportant was cost in avoiding or delaying getting course materials for a class?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	437 100%	160 100%	277 100%	135 100%	302 100%	255 100%	182 100%	202 100%	235 100%	332 100%	376 100%	57 100%	281 100%	153 100%	139 100%	353 100%	84 100%
Very important	201 46%	63 39%	138 50%	58 43%	142 47%	117 46%	84 46%	100 49%	101 43%	155 47%	172 46%	27 47%	132 47%	71 47%	66 47%	160 45%	40 48%
			B														
Somewhat important	184 42%	78 49%	106 38%	59 44%	125 42%	113 44%	71 39%	81 40%	103 44%	143 43%	161 43%	23 39%	121 43%	70 46%	58 42%	152 43%	33 39%
			C														
Somewhat unimportant	36 8%	13 8%	23 8%	13 10%	22 7%	19 8%	16 9%	16 8%	20 9%	24 7%	30 8%	6 10%	19 7%	8 5%	10 7%	27 8%	9 11%
Very unimportant	16 4%	6 4%	10 4%	4 3%	12 4%	6 2%	10 6%	6 3%	11 5%	11 3%	13 3%	2 4%	9 3%	3 2%	5 4%	14 4%	2 2%
*****																	
IMPORTANT (NET)	385 88%	141 88%	244 88%	117 87%	268 89%	230 90%	155 86%	181 90%	204 87%	298 90%	333 89%	49 86%	254 90%	142 93%	124 89%	312 88%	73 87%
UNIMPORTANT (NET)	52 12%	18 12%	33 12%	18 13%	34 11%	26 10%	26 14%	21 10%	31 13%	34 10%	43 11%	8 14%	28 10%	11 7%	15 11%	41 12%	11 13%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

2. How important or unimportant was cost in avoiding or delaying getting course materials for a class?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	437 100%	181 100%	256 100%	279 100%	158 100%	63 100%	373 100%	24 100%	283 100%	70 100%	60 100%	-	305 100%	131 100%
Very important	201 46% E	83 46%	118 46%	143 51% E	58 36%	32 50%	169 45%	14 57%	127 45%	37 54%	22 38%	-	138 45%	63 48%
Somewhat important	184 42%	76 42%	108 42%	111 40%	74 47%	25 39%	159 43%	9 38%	117 41%	28 41%	30 50%	-	132 43%	52 40%
Somewhat unimportant	36 8%	12 6%	24 9%	15 5%	21 13% D	5 7%	31 8%	-	28 10%	3 4%	5 8%	-	26 8%	10 7%
Very unimportant	16 4%	10 6%	6 2%	10 4%	6 4%	2 3%	14 4%	1 4%	11 4%	1 2%	3 5%	-	9 3%	7 5%
*****														
IMPORTANT (NET)	385 88%	159 88%	226 88%	254 91% E	131 83%	57 90%	328 88%	23 96% I	244 86%	66 94% I	52 87%	-	270 88%	115 87%
UNIMPORTANT (NET)	52 12%	22 12%	30 12%	25 9%	27 17% D	7 10%	45 12%	1 4%	39 14% HJ	4 6%	8 13%	-	35 12%	17 13%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

3. Which of the following reasons best describes why you waited to purchase course materials until after the class started?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH			
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	397 100%	145 100%	252 100%	123 100%	274 100%	235 100%	162 100%	181 100%	216 100%	304 100%	344 100%	51 100%	263 100%	140 100%	126 100%	325 100%	72 100%
I didn't initially know which course materials I would actually need	194 49%	69 48%	125 50%	69 56%	125 46%	118 50%	77 47%	84 46%	110 51%	148 49%	168 49%	27 52%	143 54%	71 50%	67 53%	155 48%	39 55%
I realized I needed them to succeed in the class	75 19%	24 17%	51 20%	20 16%	54 20%	39 17%	35 22%	43 24%	32 15%	62 20%	68 20%	5 10%	48 18%	28 20%	25 20%	64 20%	10 15%
I didn't know if I would drop the class	41 10%	18 12%	23 9%	8 7%	33 12%	24 10%	17 10%	19 10%	22 10%	33 11%	35 10%	5 11%	24 9%	13 9%	10 8%	33 10%	8 11%
Prices dropped	37 9%	13 9%	24 9%	10 9%	26 10%	27 11%	10 6%	8 4%	29 14%	23 8%	27 8%	9 18%	18 7%	12 9%	8 6%	31 9%	6 9%
I hadn't had time to buy them before the class started	29 7%	9 6%	20 8%	7 6%	21 8%	16 7%	12 8%	15 8%	14 7%	19 6%	24 7%	5 9%	14 5%	9 7%	11 9%	24 7%	4 6%
I was borrowing them, but had to return them	12 3%	7 5%	5 2%	4 3%	8 3%	6 3%	6 4%	7 4%	5 2%	11 4%	12 4%	-	6 2%	5 4%	5 4%	11 4%	1 1%
Other	10 2%	5 3%	5 2%	4 3%	5 2%	4 2%	5 3%	6 3%	4 2%	9 3%	10 3%	-	10 4%	2 1%	1 1%	6 2%	3 4%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

3. Which of the following reasons best describes why you waited to purchase course materials until after the class started?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	397 100%	158 100%	239 100%	258 100%	139 100%	54 100%	343 100%	22 100%	257 100%	64 100%	55 100%	-	279 100%	118 100%
I didn't initially know which course materials I would actually need	194 49%	66 42%	129 54%	120 46%	75 54%	25 46%	170 49%	11 50%	137 53%	23 37%	23 41%	-	142 51%	52 44%
I realized I needed them to succeed in the class	75 19%	30 19%	45 19%	60 23%	15 11%	6 12%	68 20%	3 14%	44 17%	15 24%	12 23%	-	45 16%	30 25%
I didn't know if I would drop the class	41 10%	19 12%	22 9%	25 10%	16 12%	7 13%	34 10%	4 18%	24 10%	9 14%	3 6%	-	32 11%	9 8%
Prices dropped	37 9%	18 11%	19 8%	24 9%	13 10%	8 15%	29 8%	2 9%	22 8%	6 9%	7 13%	-	27 10%	10 8%
I hadn't had time to buy them before the class started	29 7%	15 10%	13 6%	17 7%	11 8%	3 6%	26 7%	-	17 7%	7 11%	5 9%	-	18 7%	10 9%
I was borrowing them, but had to return them	12 3%	7 5%	5 2%	6 2%	6 4%	4 7%	8 2%	1 5%	8 3%	2 3%	1 2%	-	6 2%	6 5%
Other	10 2%	4 2%	6 2%	7 3%	3 2%	1 2%	8 2%	1 4%	4 1%	2 3%	3 6%	-	7 3%	2 2%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

4. Has avoiding or delaying buying course materials for a class ever negatively impacted your grades?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	437 100%	160 100%	277 100%	135 100%	302 100%	255 100%	182 100%	202 100%	235 100%	332 100%	376 100%	57 100%	281 100%	153 100%	139 100%	353 100%	84 100%
Yes, more than once	69 16% LD	25 15%	44 16%	11 8%	58 19% D	36 14%	33 18%	34 17%	35 15%	59 18% L	65 17% L	2 4%	37 13%	31 21%	25 18%	55 16%	14 17%
Yes, once	113 26%	43 27%	71 26%	38 28%	75 25%	67 26%	46 25%	59 29%	54 23%	88 27%	101 27%	12 21%	74 26%	48 31%	42 30%	82 23%	31 37% P
No	254 58% QN	92 58%	162 58%	86 64%	169 56%	152 60%	102 56%	109 54%	146 62%	185 56%	210 56%	43 76% KJA	170 60%	73 48%	71 51%	216 61% Q	39 46%
*****																	
YES (NET)	182 42% L	67 42%	115 42%	49 36%	133 44%	103 40%	80 44%	93 46%	89 38%	147 44% L	166 44% L	14 24%	111 40%	79 52% A	67 49%	137 39%	45 54% PA

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.



VitalSource Survey - Canada  
Wakefield Research  
May 2018

4. Has avoiding or delaying buying course materials for a class ever negatively impacted your grades?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	437 100%	181 100%	256 100%	279 100%	158 100%	63 100%	373 100%	24 100%	283 100%	70 100%	60 100%	-	305 100%	131 100%
Yes, more than once	69 16%	38 21%	31 12%	37 13%	32 20%	15 24%	54 14%	4 17%	44 16%	10 14%	11 18%	-	43 14%	26 19%
		C		E										
Yes, once	113 26%	59 33%	54 21%	81 29%	32 20%	20 31%	93 25%	6 25%	78 27%	15 21%	15 25%	-	75 25%	38 29%
		C		E										
No	254 58%	84 46%	171 67%	161 58%	94 59%	28 45%	226 61%	14 58%	162 57%	45 64%	34 57%	-	187 61%	67 51%
	FB		BA				F						N	
*****														
YES (NET)	182 42%	97 54%	85 33%	118 42%	64 41%	35 55%	147 39%	10 42%	122 43%	25 36%	25 43%	-	118 39%	64 49%
	C	CA				GA								M

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

5. Does your school give you the option to include the cost of course materials as part of your tuition? Meaning, the cost is billed to your student account along with your tuition.

	GENDER			AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
No	307 61%	102 56%	205 64%	98 64%	209 60%	174 57%	133 67% F	150 67% I	157 57%	235 64%	261 63%	45 59%	212 68% A	103 64%	98 65%	248 61%	59 64%
Yes	104 21% M	42 23%	61 19%	26 17%	78 23%	69 23%	34 17%	44 19%	60 22%	74 20%	85 21%	14 18%	47 15%	33 21%	21 14%	89 22%	14 16%
I don't know	89 18%	36 20%	53 17%	30 20%	59 17%	59 20%	30 15%	32 14%	58 21% H	58 16%	70 17%	18 24%	51 16%	24 15%	31 20%	71 17%	18 20%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

5. Does your school give you the option to include the cost of course materials as part of your tuition? Meaning, the cost is billed to your student account along with your tuition.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		\$40,000	OR MORE											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	-	357 100%	143 100%
No	307 61%	129 60%	178 62%	204 64%	103 56%	42 57%	265 62%	21 84% IJA	187 58%	48 59%	51 72% I	-	216 61%	91 63%
Yes	104 21%	49 23%	55 19%	56 18%	48 26% D	20 27%	84 20%	3 11%	63 20%	24 30% H	13 19%	-	72 20%	31 22%
I don't know	89 18% KH	36 17%	53 19%	56 18%	33 18%	12 16%	78 18%	1 4%	73 22% HJK	9 11%	7 10%	-	68 19%	21 15%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
 Wakefield Research  
 May 2018

6. Have you ever opted out of paying for course materials as part of your tuition cost?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	104 100%	42 100%	61 100%	26 100%	78 100%	69 100%	34 100%	44 100%	60 100%	74 100%	85 100%	14 100%	47 100%	33 100%	21 100%	89 100%	14 100%
Yes, more than once	30 29% L	10 23%	20 33%	7 27%	23 29%	17 24%	13 38%	14 32%	16 26%	23 31% L	25 29% L	1 10%	13 28%	9 27%	4 19%	27 30%	3 19%
Yes, once	26 25%	13 30%	13 22%	5 20%	21 27%	16 23%	10 29%	14 31%	12 21%	20 26%	24 28%	2 16%	11 23%	10 29%	7 34%	18 20%	8 55% PA
No, never	48 46%	20 48%	28 46%	13 53%	35 44%	37 53% G	11 32%	16 37%	32 53%	32 43%	37 43%	10 74% KJA	23 49%	14 43%	10 48%	44 50%	4 26%
*****																	
YES (NET)	55 54% L	22 52%	33 54%	12 47%	43 56%	32 47%	23 68% F	27 63%	28 47%	42 57% L	48 57% L	4 26%	24 51%	19 57%	11 52%	45 50%	11 74%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

6. Have you ever opted out of paying for course materials as part of your tuition cost?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	104 100%	49 100%	55 100%	56 100%	48 100%	20 100%	84 100%	3 100%	63 100%	24 100%	13 100%	-	72 100%	31 100%
Yes, more than once	30 29%	15 30%	15 27%	14 24%	16 34%	7 37%	22 26%	-	18 29%	4 17%	7 54% J	-	20 27%	10 32%
Yes, once	26 25%	13 27%	13 24%	13 23%	13 27%	6 29%	20 24%	3 100% IJK	16 26%	5 20%	2 14%	-	15 21%	11 34%
No, never	48 46%	21 43%	27 49%	30 53%	19 39%	7 34%	41 49%	-	28 45%	15 64%	4 32%	-	37 52%	11 34%
*****														
YES (NET)	55 54%	28 57%	28 51%	26 47%	29 61%	13 66%	42 51%	3 100% IJK	35 55%	9 36%	9 68%	-	35 48%	21 66%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

7. How confident or unconfident are you that your school negotiates the most affordable prices possible for course materials included as part of your tuition cost?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH			
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	104 100%	42 100%	61 100%	26 100%	78 100%	69 100%	34 100%	44 100%	60 100%	74 100%	85 100%	14 100%	47 100%	33 100%	21 100%	89 100%	14 100%
Very confident	32 31%	12 29%	20 33%	5 20%	27 35%	18 25%	14 42%	14 32%	18 31%	25 33%	26 30%	5 39%	13 27%	11 33%	9 40%	29 33%	3 20%
Somewhat confident	44 43%	20 47%	24 40%	10 40%	34 44%	31 44%	14 40%	19 43%	26 43%	32 43%	37 43%	4 29%	20 43%	13 38%	8 39%	38 43%	6 42%
Not very confident	20 20%	8 18%	13 21%	7 29%	13 17%	16 23%	4 12%	8 19%	12 20%	13 18%	17 20%	3 24%	10 22%	9 26%	4 17%	17 19%	4 25%
Not at all confident	7 7%	3 6%	4 7%	3 11%	4 5%	5 7%	2 6%	3 7%	4 7%	5 6%	6 7%	1 8%	4 8%	1 3%	1 4%	5 5%	2 13%
*****																	
CONFIDENT (NET)	77 74%	32 76%	44 72%	15 60%	61 78%	48 70%	28 82%	33 75%	44 73%	56 76%	63 73%	9 68%	33 70%	24 71%	17 79%	68 76%	9 62%
UNCONFIDENT (NET)	27 26%	10 24%	17 28%	10 40%	17 22%	21 30%	6 18%	11 25%	16 27%	18 24%	23 27%	4 32%	14 30%	10 29%	4 21%	22 24%	5 38%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

7. How confident or unconfident are you that your school negotiates the most affordable prices possible for course materials included as part of your tuition cost?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)											
Total	104 100%	49 100%	55 100%	56 100%	48 100%	20 100%	84 100%	3 100%	63 100%	24 100%	13 100%	-	72 100%	31 100%
Very confident	32 31% K	14 28%	19 34%	18 31%	15 31%	6 32%	26 31%	1 31%	21 33% K	9 38%	1 8%	-	21 29%	12 37%
Somewhat confident	44 43%	25 50%	20 36%	25 45%	19 41%	11 53%	34 40%	2 69%	27 42%	10 40%	6 46%	-	30 41%	15 47%
Not very confident	20 20%	10 20%	10 19%	12 21%	9 18%	3 15%	17 21%	-	14 22%	3 13%	3 24%	-	18 25%	3 8%
Not at all confident	7 7%	1 2%	6 11%	2 3%	5 11%	-	7 8%	-	2 3%	2 9%	3 21%	-	4 6%	3 8%
*****														
CONFIDENT (NET)	77 74%	38 78%	38 70%	43 76%	34 71%	17 85%	60 71%	3 100% IJK	48 75%	19 78%	7 54%	-	50 70%	26 84%
UNCONFIDENT (NET)	27 26%	11 22%	16 30%	13 24%	14 29%	3 15%	24 29%	-	16 25%	5 22%	6 46%	-	22 30%	5 16%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

8. How interested or uninterested are you in paying for course materials as part of your tuition cost, rather than purchasing them separately?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH			
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	396 100%	138 100%	258 100%	129 100%	268 100%	233 100%	163 100%	182 100%	214 100%	293 100%	331 100%	63 100%	263 100%	127 100%	129 100%	319 100%	77 100%
Very interested	102 26%	36 26%	67 26%	34 26%	69 26%	61 26%	41 25%	43 24%	59 28%	71 24%	82 25%	20 32%	67 26%	33 26%	30 24%	84 26%	18 23%
Somewhat interested	164 41%	62 45%	102 39%	51 39%	113 42%	103 44%	61 37%	75 41%	88 41%	126 43%	138 42%	25 40%	106 41%	56 44%	55 42%	134 42%	30 39%
Somewhat uninterested	71 18%	26 19%	45 17%	24 18%	47 18%	39 17%	32 19%	33 18%	37 17%	46 16%	58 17%	13 21%	44 17%	22 18%	25 19%	56 18%	15 19%
Very uninterested	60 15%	15 11%	45 17%	21 16%	39 15%	30 13%	30 18%	30 17%	29 14%	49 17%	54 16%	5 8%	45 17%	15 12%	19 15%	45 14%	15 19%
*****																	
INTERESTED (NET)	266 67%	97 71%	169 65%	84 66%	182 68%	164 70%	102 62%	118 65%	148 69%	198 68%	220 66%	45 72%	174 66%	90 70%	85 66%	219 68%	48 62%
UNINTERESTED (NET)	130 33%	41 29%	90 35%	44 34%	86 32%	69 30%	61 38%	64 35%	67 31%	95 32%	111 34%	18 28%	89 34%	38 30%	44 34%	101 32%	29 38%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.



VitalSource Survey - Canada  
Wakefield Research  
May 2018

8. How interested or uninterested are you in paying for course materials as part of your tuition cost, rather than purchasing them separately?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)											
Total	396 100%	165 100%	232 100%	260 100%	136 100%	53 100%	343 100%	22 100%	260 100%	57 100%	58 100%	-	285 100%	112 100%
Very interested	102 26%	51 31%	52 22%	70 27%	33 24%	20 37%	83 24%	5 23%	76 29% J	10 17%	11 19%	-	76 27%	26 24%
Somewhat interested	164 41%	65 39%	99 43%	110 42%	54 40%	23 43%	141 41%	7 31%	100 39%	27 48%	29 51%	-	116 41%	48 43%
Somewhat uninterested	71 18% F	26 16%	45 19%	43 17%	27 20%	5 9%	66 19% F	3 14%	47 18%	12 21%	9 15%	-	53 18%	18 16%
Very uninterested	60 15%	23 14%	36 16%	37 14%	22 17%	6 11%	54 16%	7 31%	36 14%	8 14%	9 15%	-	40 14%	19 17%
*****														
INTERESTED (NET)	266 67%	115 70%	151 65%	180 69%	86 63%	42 80% GA	224 65%	12 55%	177 68%	37 65%	40 70%	-	192 67%	74 67%
UNINTERESTED (NET)	130 33% F	49 30%	81 35%	81 31%	50 37%	11 20%	119 35% F	10 45%	83 32%	20 35%	18 30%	-	93 33%	37 33%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

9. How likely or unlikely would you be to choose to access and review course materials before deciding to purchase them? For example, while you are deciding whether to keep or drop the class.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH			
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Very likely	181 36%	61 33%	120 38%	64 41%	117 34%	114 38%	67 34%	81 36%	100 36%	140 38%	156 37%	25 33%	120 39%	70 44%	68 45%	146 36%	35 38%
Somewhat likely	242 48%	88 49%	153 48%	72 47%	170 49%	141 47%	100 51%	108 48%	133 49%	171 46%	199 48%	38 50%	144 46%	68 42%	66 44%	201 49%	41 45%
Somewhat unlikely	61 12% O	29 16%	33 10%	17 11%	45 13%	38 13%	23 12%	26 12%	35 13%	44 12%	49 12%	11 15%	36 12%	21 13%	10 6%	50 12%	12 13%
Very unlikely	16 3% N	3 2%	13 4%	2 1%	14 4% D	10 3%	6 3%	10 4%	6 2%	13 4%	13 3%	2 3%	9 3%	1 1%	7 5%	12 3%	4 5%
*****																	
LIKELY (NET)	423 85%	149 82%	274 86%	136 88%	287 83%	255 84%	168 85%	189 84%	233 85%	311 85%	354 85%	64 83%	264 85%	138 86%	134 89%	347 85%	75 82%
UNLIKELY (NET)	77 15%	32 18%	46 14%	18 12%	59 17%	48 16%	30 15%	36 16%	41 15%	57 15%	62 15%	13 17%	46 15%	23 14%	16 11%	61 15%	16 18%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

9. How likely or unlikely would you be to choose to access and review course materials before deciding to purchase them? For example, while you are deciding whether to keep or drop the class.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)											
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	-	357 100%	143 100%
Very likely	181 36%	80 38%	101 35%	120 38%	61 33%	29 39%	152 36%	10 40%	115 36%	28 34%	28 39%	-	124 35%	57 40%
Somewhat likely	242 48%	98 46%	143 50%	148 47%	94 51%	39 53%	203 48%	13 52%	160 49%	39 48%	30 42%	-	176 49%	66 46%
Somewhat unlikely	61 12%	28 13%	33 12%	39 12%	22 12%	6 8%	55 13%	1 4%	38 12%	12 15%	10 14%	-	47 13%	14 10%
Very unlikely	16 3%	7 3%	9 3%	9 3%	7 4%	-	16 4%	1 4%	10 3%	2 2%	3 4%	-	10 3%	6 4%
*****														
LIKELY (NET)	423 85%	179 84%	244 85%	268 85%	155 84%	67 92% GA	355 83%	23 92%	275 85%	67 82%	58 81%	-	300 84%	123 86%
UNLIKELY (NET)	77 15% F	35 16%	43 15%	49 15%	29 16%	6 8%	71 17% F	2 8%	48 15%	14 18%	13 19%	-	57 16%	20 14%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
 Wakefield Research  
 May 2018

10. Which of the following, if any, have you ever done to help pay for course materials? Please select all that apply.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Purchased older versions	262 52% B	78 43% B	184 58% B	91 59% E	171 49% E	145 48% F	117 59% F	128 57% F	134 49% F	198 54% F	225 54% F	38 49% F	183 59% F	88 55% F	82 54% F	205 50% F	57 62% P
Got a job	232 46%	80 44%	152 48%	75 49%	157 45%	140 46%	92 47%	105 47%	127 46%	173 47%	194 47%	37 48%	145 47%	86 54%	75 50%	188 46%	44 48%
Shared materials with a classmate	219 44% L	86 48% L	133 42% L	73 47% L	146 42% L	124 41% L	95 48% L	111 49% L	108 39% L	178 48% L	195 47% L	23 31% L	154 50% L	86 53% A	77 51% A	171 42% A	47 52% A
Used financial aid money to pay for them	185 37%	56 31% B	129 40% B	56 36% B	129 37% B	120 40% B	65 33% B	96 43% I	89 32% I	137 37% I	155 37% I	28 37% I	127 41% A	74 46% A	66 44% A	145 35% A	40 44% A
Used library copies of materials	145 29%	51 28%	94 29%	42 27%	103 30%	69 23%	76 38% FA	67 29% FA	78 28% FA	114 31% FA	125 30% FA	20 26% FA	99 32% FA	59 37% FA	54 36% FA	111 27% FA	34 37% FA
None of these	34 7% OD	10 6% OD	23 7% OD	4 3% OD	30 9% D	23 8% D	11 6% D	11 5% D	23 8% D	22 6% D	24 6% D	6 8% D	18 6% D	5 3% D	3 2% D	28 7% D	6 6% D
*****																	
ANY (NET)	466 93%	170 94%	296 93%	150 97% EA	316 91% EA	279 92% EA	187 94% EA	214 95% EA	252 92% EA	346 94% EA	393 94% EA	71 92% EA	292 94% EA	155 97% EA	147 98% A	381 93% A	85 94% A

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

10. Which of the following, if any, have you ever done to help pay for course materials? Please select all that apply.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	-	357 100%	143 100%
Purchased older versions	262 52%	105 49%	157 55%	170 54%	92 50%	38 52%	224 53%	15 60%	162 50%	38 47%	47 67%	-	184 51%	78 55%
											IJA			
Got a job	232 46% E	99 47%	133 46%	166 53% E	66 36%	32 44%	200 47%	11 44%	142 44%	41 50%	39 55%	-	158 44%	74 52%
Shared materials with a classmate	219 44%	89 42%	130 45%	143 45%	76 41%	35 48%	184 43%	15 60%	132 41%	35 43%	37 52%	-	153 43%	66 46%
Used financial aid money to pay for them	185 37% KE	94 44% C	91 32%	141 45% EA	43 24%	27 36%	158 37%	11 44%	123 38% K	34 42% K	17 23%	-	130 37%	54 38%
Used library copies of materials	145 29%	58 27%	87 30%	102 32% E	42 23%	23 31%	122 29%	12 48% J	92 28%	17 20%	24 34%	-	98 27%	47 33%
None of these	34 7% D	11 5%	23 8%	12 4%	22 12% DA	4 6%	30 7%	1 4%	23 7%	5 7%	4 6%	-	27 8%	7 5%
*****														
ANY (NET)	466 93% E	203 95%	263 92%	305 96% EA	161 88%	69 94%	397 93%	24 96%	300 93%	76 93%	67 94%	-	330 92%	136 95%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
 Wakefield Research  
 May 2018

11. Which of the following digital enhancements, if any, do you think would improve your learning experience? Please select all that apply.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH			
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Ability to take quizzes on information learned during study sessions	309 62%	102 56%	207 65%	99 64%	210 61%	182 60%	127 64%	148 66%	161 58%	239 65%	266 64%	42 55%	209 67%	110 69%	103 68%	246 60%	62 68%
Ability to keep track of what information has been learned during study sessions	295 59%	114 63%	181 57%	97 63%	198 57%	180 59%	115 58%	132 58%	164 60%	224 61%	251 60%	45 58%	202 65%	113 71% A	95 63%	238 58%	57 62%
Ability to take notes and highlight content in a digital textbook	282 56%	96 53%	185 58%	82 53%	199 58%	173 57%	109 55%	137 61%	144 53%	216 59% L	245 59% L	35 46%	190 61%	102 63%	99 66% A	228 56%	53 58%
Ability to set study goals and track my learning progress	235 47%	75 41%	161 50%	82 53%	153 44%	153 51%	82 42%	107 48%	128 47%	181 49%	201 48%	33 43%	163 53%	94 58% A	86 57% A	182 45%	53 58% P
None of these	29 6% OND	7 4%	23 7%	4 2%	26 7% D	17 6%	13 6%	9 4%	20 7%	12 3%	16 4%	11 14% KJ	12 4%	4 2%	3 2%	24 6%	5 6%
*****																	
ANY (NET)	471 94%	174 96%	297 93%	150 98% EA	320 93%	286 94%	185 94%	217 96%	254 93%	355 97% L	401 96% L	66 86%	298 96%	157 98% A	147 98% A	385 94%	86 94%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

11. Which of the following digital enhancements, if any, do you think would improve your learning experience? Please select all that apply.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	- 100%	357 100%	143 100%
Ability to take quizzes on information learned during study sessions	309 62%	121 57%	188 66%	196 62%	113 61%	46 63%	263 62%	17 68%	193 60%	52 64%	47 66%	- 61%	218 61%	91 64%
Ability to keep track of what information has been learned during study sessions	295 59%	122 57%	173 60%	194 61%	102 55%	43 58%	253 59%	18 72%	184 57%	48 59%	46 64%	- 58%	207 58%	88 62%
Ability to take notes and highlight content in a digital textbook	282 56%	132 62%	150 52%	189 60%	93 51%	35 48%	246 58%	13 51%	180 56%	50 62%	39 54%	- 55%	196 55%	85 59%
Ability to set study goals and track my learning progress	235 47%	102 48%	133 46%	149 47%	86 47%	37 50%	198 46%	13 51%	144 44%	41 51%	38 53%	- 44%	158 44%	77 54%
None of these	29 6%	11 5%	18 6%	21 7%	8 4%	3 4%	27 6%	2 8%	18 6%	4 5%	5 7%	- 6%	21 6%	8 6%
*****														
ANY (NET)	471 94%	202 95%	269 94%	295 93%	176 96%	71 96%	400 94%	23 92%	305 94%	77 95%	66 93%	- 94%	336 94%	135 94%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

12. How strongly do you agree or disagree with the following statement - I would get better grades studying with tools I can interact with, rather than traditional textbooks. For example, e-textbooks that include quizzes on what I read.

	GENDER			AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Agree strongly	196 39%	73 40%	123 39%	69 45%	127 37%	131 43% G	65 33%	90 40%	106 39%	143 39%	165 40%	31 41%	128 41%	67 42%	60 40%	156 38%	40 44%
Agree somewhat	227 45%	75 42%	152 48%	60 39%	167 48%	128 42%	100 50%	104 46%	123 45%	172 47%	191 46%	31 40%	144 46%	73 46%	66 44%	193 47%	34 37%
Disagree somewhat	66 13%	30 17%	36 11%	21 14%	45 13%	39 13%	28 14%	28 12%	38 14%	42 11%	52 12%	15 19%	31 10%	18 11%	18 12%	53 13%	13 15%
Disagree strongly	11 2%	2 1%	9 3%	4 3%	6 2%	6 2%	5 2%	4 2%	7 3%	10 3%	10 2%	-	8 2%	2 1%	5 3%	7 2%	4 4%
*****																	
AGREE (NET)	423 85%	148 82%	275 86%	129 84%	294 85%	258 85%	165 84%	194 86%	229 83%	315 86%	355 85%	62 81%	271 88%	140 87%	127 84%	349 85%	74 82%
DISAGREE (NET)	77 15%	33 18%	44 14%	25 16%	52 15%	44 15%	33 16%	31 14%	45 17%	52 14%	61 15%	15 19%	39 12%	20 13%	24 16%	60 15%	17 18%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.



VitalSource Survey - Canada  
Wakefield Research  
May 2018

12. How strongly do you agree or disagree with the following statement - I would get better grades studying with tools I can interact with, rather than traditional textbooks. For example, e-textbooks that include quizzes on what I read.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	- 100%	357 100%	143 100%
Agree strongly	196 39%	87 41%	109 38%	132 42%	65 35%	22 30%	174 41%	11 44%	123 38%	36 45%	26 37%	- 40%	142 40%	54 38%
Agree somewhat	227 45%	100 47%	127 44%	143 45%	85 46%	40 54%	187 44%	10 40%	152 47%	35 44%	30 42%	- 44%	159 44%	68 48%
Disagree somewhat	66 13%	24 11%	42 15%	36 12%	30 16%	11 15%	55 13%	3 12%	43 13%	7 9%	13 18%	- 14%	50 14%	17 12%
Disagree strongly	11 2%	2 1%	9 3%	6 2%	5 3%	1 1%	10 2%	1 4%	5 2%	2 3%	2 3%	- 2%	6 2%	4 3%
*****														
AGREE (NET)	423 85%	187 88%	236 82%	274 87%	149 81%	61 84%	362 85%	21 84%	275 85%	72 88%	56 79%	- 84%	301 84%	122 85%
DISAGREE (NET)	77 15%	26 12%	51 18%	42 13%	35 19%	12 16%	65 15%	4 16%	48 15%	9 12%	15 21%	- 16%	56 16%	21 15%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

13. How strongly do you agree or disagree with the following statement - within the next 10 years, fewer students will complete or enroll in college because it's too expensive.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH			
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Agree strongly	143 29%	40 22%	103 32% B	48 31%	95 28%	98 32% G	46 23%	66 29%	77 28%	109 30%	119 29%	24 31%	95 31%	52 33%	47 31%	112 27%	31 34%
Agree somewhat	209 42%	76 42%	133 42%	62 40%	147 43%	127 42%	82 41%	98 43%	111 41%	153 42%	171 41%	36 46%	132 43%	60 37%	60 40%	172 42%	37 41%
Disagree somewhat	112 22%	44 24%	68 21%	33 21%	79 23%	59 20%	53 27%	51 23%	62 22%	79 21%	98 24%	12 15%	62 20%	37 23%	29 20%	95 23%	18 19%
Disagree strongly	35 7%	21 11% C	14 5%	11 7%	24 7%	18 6%	17 9%	11 5%	25 9%	27 7%	28 7%	6 8%	20 7%	11 7%	14 9%	30 7%	6 6%
*****																	
AGREE (NET)	352 70%	116 64%	237 74% B	110 71%	243 70%	225 74% G	127 64%	164 73%	188 69%	262 71%	290 70%	59 77%	228 73%	112 70%	107 71%	284 70%	68 75%
DISAGREE (NET)	148 30%	65 36% C	83 26%	44 29%	103 30%	77 26%	70 36% F	61 27%	86 31%	105 29%	127 30%	18 23%	82 27%	48 30%	43 29%	124 30%	23 25%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

13. How strongly do you agree or disagree with the following statement - within the next 10 years, fewer students will complete or enroll in college because it's too expensive.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	- 100%	357 100%	143 100%
Agree strongly	143 29%	61 29%	82 29%	88 28%	55 30%	25 35%	118 28%	7 27%	83 26%	27 33%	27 38%	- 28%	99 28%	44 31%
Agree somewhat	209 42%	102 48% C	107 37%	142 45%	67 37%	29 40%	180 42%	14 56%	135 42%	32 40%	28 40%	- 42%	149 42%	60 42%
Disagree somewhat	112 22%	42 20%	71 25%	66 21%	47 25%	18 25%	94 22%	4 16%	77 24%	19 23%	12 17%	- 24%	84 24%	28 20%
Disagree strongly	35 7% F	8 4%	27 9% B	20 6%	15 8%	1 1%	34 8% F	- 8%	28 9%	3 4%	4 5%	- 7%	24 7%	11 8%
*****														
AGREE (NET)	352 70%	163 77% C	189 66%	230 73%	122 67%	54 74%	298 70%	21 84% I	217 67%	59 73%	55 77%	- 70%	248 70%	104 73%
DISAGREE (NET)	148 30%	50 23%	98 34% B	86 27%	61 33%	19 26%	129 30%	4 16%	106 33% H	22 27%	16 23%	- 30%	109 30%	39 27%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

14. After being accepted, did you decide not to attend any colleges because the cost was too high?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Yes, more than one	73 15% L	29 16%	44 14%	19 13%	54 16%	46 15%	28 14%	28 12%	46 17%	62 17% L	65 15% L	6 7%	42 14%	28 17%	27 18%	59 15%	14 16%
Yes, one	108 22%	33 18%	75 23%	34 22%	74 21%	66 22%	41 21%	52 23%	56 20%	81 22%	94 22%	13 16%	60 19%	45 28%	38 25%	80 20%	27 30% P
No, none	319 64%	118 66%	201 63%	101 66%	218 63%	190 63%	129 65%	146 65%	173 63%	224 61%	259 62%	58 76% KJA	207 67%	88 55%	86 57%	269 66% Q	50 54%
*****																	
YES (NET)	181 36% L	62 34%	119 37%	53 34%	128 37%	112 37%	69 35%	80 35%	102 37%	143 39% L	158 38% L	18 24%	102 33%	72 45%	65 43%	139 34%	42 46% P

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

14. After being accepted, did you decide not to attend any colleges because the cost was too high?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	-	357 100%	143 100%
Yes, more than one	73 15%	34 16%	40 14%	45 14%	29 16%	16 21%	58 14%	4 16%	47 14%	8 10%	15 21%	-	45 13%	29 20%
														M
Yes, one	108 22%	52 25%	55 19%	73 23%	35 19%	20 28%	87 20%	6 23%	65 20%	18 23%	19 26%	-	73 20%	35 24%
No, none	319 64%	127 60%	192 67%	199 63%	120 65%	37 51%	282 66%	15 61%	212 66%	55 67%	37 53%	-	239 67%	80 56%
														N
*****														
YES (NET)	181 36%	86 40%	95 33%	117 37%	64 35%	36 49%	145 34%	10 39%	111 34%	26 33%	34 47%	-	118 33%	63 44%
														M

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

15. How strongly do you agree or disagree with the following statement - I would make better grades if I had access to all my course materials before the first day of class.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH			
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Agree strongly	139 28%	50 27%	89 28%	43 28%	96 28%	90 30%	49 25%	67 30%	72 26%	106 29%	123 30%	16 21%	93 30%	50 31%	43 28%	114 28%	25 28%
Agree somewhat	204 41%	71 39%	133 42%	54 35%	150 43%	111 37%	93 47%	81 36%	123 45%	146 40%	166 40%	33 43%	115 37%	59 37%	58 38%	166 41%	38 42%
Disagree somewhat	120 24%	48 26%	72 23%	40 26%	80 23%	74 24%	47 24%	60 26%	61 22%	88 24%	98 24%	21 27%	81 26%	37 23%	40 27%	95 23%	25 27%
Disagree strongly	37 7%	12 7%	25 8%	17 11%	20 6%	28 9%	9 5%	18 8%	19 7%	28 7%	29 7%	7 9%	21 7%	15 9%	10 6%	34 8%	3 4%
*****																	
AGREE (NET)	343 69%	121 67%	222 70%	97 63%	246 71%	201 66%	142 72%	148 66%	195 71%	252 69%	289 69%	49 64%	208 67%	108 67%	100 67%	280 68%	63 69%
DISAGREE (NET)	157 31%	60 33%	97 30%	58 37%	100 29%	102 34%	56 28%	78 34%	79 29%	115 31%	128 31%	28 36%	102 33%	52 33%	50 33%	129 32%	28 31%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

15. How strongly do you agree or disagree with the following statement - I would make better grades if I had access to all my course materials before the first day of class.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)											
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	-	357 100%	143 100%
Agree strongly	139 28%	68 32%	71 25%	94 30%	45 24%	28 38% G	111 26%	7 28%	82 25%	29 36%	21 29%	-	98 27%	41 29%
Agree somewhat	204 41%	95 44%	109 38%	128 40%	76 42%	31 42%	173 41%	11 45%	132 41%	33 41%	28 39%	-	144 40%	60 42%
Disagree somewhat	120 24% F	43 20%	77 27%	75 24%	46 25%	11 15%	110 26% F	4 16%	80 25%	17 21%	19 27%	-	88 25%	32 22%
Disagree strongly	37 7% JB	8 4%	29 10% B	20 6%	17 9%	4 6%	33 8%	3 11%	29 9% J	2 2%	3 4%	-	26 7%	11 8%
*****														
AGREE (NET)	343 69%	163 76% CA	180 63%	222 70%	121 66%	58 80% GA	284 67%	18 73%	214 66%	62 77% I	49 69%	-	242 68%	100 70%
DISAGREE (NET)	157 31% FB	51 24%	106 37% B	95 30%	62 34%	15 20%	142 33% F	7 27%	109 34% J	19 23%	22 31%	-	115 32%	43 30%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
 Wakefield Research  
 May 2018

16. Approximately how many sources do you typically consult when shopping for course materials for a particular class?  
 Please consider all the stores, websites, and other people you ask for pricing information, availability, etc. Your  
 best guess is fine.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
1 source	76 15% QND	30 17%	46 15%	13 8%	63 18% D	51 17%	25 13%	35 16%	41 15%	50 14%	56 14%	17 22%	42 13%	13 8%	18 12%	69 17% Q	7 8%
2 sources	100 20%	40 22%	61 19%	32 21%	68 20%	56 19%	44 23%	47 21%	53 19%	74 20%	84 20%	16 21%	62 20%	24 15%	27 18%	82 20%	18 20%
3 sources	145 29%	49 27%	96 30%	52 34%	93 27%	87 29%	58 29%	58 26%	87 32%	111 30%	125 30%	20 26%	97 31%	55 35%	45 30%	115 28%	30 33%
More than 3 sources	178 36%	62 34%	116 36%	57 37%	121 35%	108 36%	71 36%	85 38%	93 34%	132 36%	151 36%	23 30%	109 35%	68 42%	61 40%	142 35%	36 39%
*****																	
AVERAGE	3.43	3.43	3.43	3.68	3.32	3.49	3.34	3.53	3.35	3.44	3.49	3.01	3.45	3.83	3.48	3.41	3.53

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Base sizes under 100 are directional findings only.



VitalSource Survey - Canada  
Wakefield Research  
May 2018

16. Approximately how many sources do you typically consult when shopping for course materials for a particular class?  
Please consider all the stores, websites, and other people you ask for pricing information, availability, etc. Your  
best guess is fine.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		\$40,000	OR MORE											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	-	357 100%	143 100%
1 source	76 15%	34 16%	42 15%	43 13%	34 18%	10 13%	67 16%	4 16%	50 15%	14 17%	8 12%	-	61 17%	15 11%
2 sources	100 20%	38 18%	62 22%	60 19%	41 22%	14 19%	86 20%	3 12%	70 22%	15 18%	13 18%	-	68 19%	33 23%
3 sources	145 29%	53 25%	92 32%	100 31%	46 25%	23 31%	122 29%	7 28%	97 30%	19 23%	23 32%	-	108 30%	37 26%
More than 3 sources	178 36%	88 41%	90 31%	114 36%	64 35%	27 36%	152 36%	11 43%	107 33%	33 41%	27 38%	-	120 34%	58 41%
*****														
AVERAGE	3.43	3.62	3.29	3.43	3.43	3.72	3.38	3.21	3.35	3.66	3.62	-	3.30	3.75

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

17. How satisfied or dissatisfied are you with the technology used in your classes currently? Meaning, the devices used and how they are used.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH			
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Completely satisfied	99 20%	50 28% CA	49 15%	28 18%	71 21%	55 18%	45 23%	43 19%	56 20%	68 18%	74 18%	25 33% KJA	48 16%	26 16%	25 16%	99 24%	-
Somewhat satisfied	310 62%	99 55%	210 66% B	89 58%	220 64%	190 63%	119 60%	140 62%	169 62%	232 63%	262 63%	43 56%	201 65%	101 63%	91 60%	310 76% A	-
Not very satisfied	81 16%	28 16%	53 17%	32 21%	49 14%	50 17%	31 16%	39 17%	42 15%	60 16%	73 18% L	7 9%	55 18%	31 19%	34 23%	-	81 89% A
Not at all satisfied	10 2%	3 2%	7 2%	5 3%	5 2%	7 2%	3 1%	3 1%	7 3%	7 2%	8 2%	1 1%	6 2%	2 1%	1 *% A	-	10 11% A
*****																	
SATISFIED (NET)	409 82%	149 83%	259 81%	117 76%	292 84% D	245 81%	164 83%	183 81%	225 82%	300 82%	336 81%	69 89% K	249 80%	127 79%	115 77%	409 100% A	-
DISSATISFIED (NET)	91 18%	32 17%	60 19%	37 24% E	54 16%	58 19%	34 17%	42 19%	49 18%	67 18%	81 19% L	8 11%	61 20%	33 21%	35 23%	-	91 100% A

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

17. How satisfied or dissatisfied are you with the technology used in your classes currently? Meaning, the devices used and how they are used.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	- 100%	357 100%	143 100%
Completely satisfied	99 20%	36 17%	63 22%	64 20%	35 19%	17 23%	82 19%	5 20%	66 20%	14 18%	14 19%	- 19%	67 19%	32 23%
Somewhat satisfied	310 62%	134 63%	176 61%	188 59%	122 66%	42 58%	267 63%	16 64%	202 62%	51 62%	41 58%	- 64%	229 64%	81 56%
Not very satisfied	81 16%	40 19%	42 15%	57 18%	24 13%	12 16%	69 16%	3 12%	50 16%	15 18%	13 18%	- 16%	57 16%	24 17%
Not at all satisfied	10 2%	3 2%	7 2%	8 2%	3 1%	2 3%	8 2%	1 4%	5 2%	1 1%	3 4%	- 1%	4 1%	6 4%
*****														
SATISFIED (NET)	409 82%	170 80%	239 83%	252 80%	157 86%	60 81%	349 82%	21 84%	268 83%	65 80%	55 78%	- 83%	296 83%	113 79%
DISSATISFIED (NET)	91 18%	43 20%	48 17%	65 20%	27 14%	14 19%	78 18%	4 16%	55 17%	16 20%	16 22%	- 17%	61 17%	30 21%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

18. How strongly do you agree or disagree with the following statement - I could get better grades if my professors used more tech in the classroom. For example, tablets or cloud-based presentation programs.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH			
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Agree strongly	104 21%	45 25%	60 19%	30 19%	75 22%	69 23%	35 18%	53 23%	52 19%	80 22%	89 21%	16 20%	65 21%	39 24%	33 22%	85 21%	19 21%
Agree somewhat	233 47%	82 45%	151 47%	82 53%	150 43%	142 47%	91 46%	105 46%	128 47%	170 46%	196 47%	34 45%	150 48%	78 48%	72 48%	189 46%	44 48%
Disagree somewhat	130 26%	42 23%	88 28%	36 24%	93 27%	73 24%	57 29%	57 25%	73 26%	98 27%	109 26%	18 24%	80 26%	33 21%	38 25%	106 26%	24 26%
Disagree strongly	34 7%	13 7%	21 7%	6 4%	28 8%	19 6%	15 7%	11 5%	22 8%	19 5%	23 5%	9 11%	16 5%	11 7%	8 5%	28 7%	5 6%
*****																	
AGREE (NET)	337 67%	127 70%	210 66%	112 73%	225 65%	211 70%	126 64%	157 70%	180 65%	250 68%	285 68%	50 65%	214 69%	116 73%	105 70%	274 67%	63 69%
DISAGREE (NET)	163 33%	54 30%	109 34%	42 27%	121 35%	91 30%	72 36%	68 30%	95 35%	117 32%	132 32%	27 35%	96 31%	44 27%	46 30%	134 33%	29 31%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

18. How strongly do you agree or disagree with the following statement - I could get better grades if my professors used more tech in the classroom. For example, tablets or cloud-based presentation programs.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	- 100%	357 100%	143 100%
Agree strongly	104 21%	48 23%	56 20%	67 21%	37 20%	14 19%	90 21%	8 32%	67 21%	16 20%	13 18%	- 19%	69 19%	35 25%
Agree somewhat	233 47%	106 50%	127 44%	152 48%	81 44%	40 55%	192 45%	9 37%	146 45%	45 55%	32 45%	- 48%	172 48%	61 43%
Disagree somewhat	130 26%	47 22%	82 29%	74 23%	56 30%	13 18%	116 27%	8 31%	86 27%	15 19%	20 28%	- 25%	89 25%	41 28%
Disagree strongly	34 7%	12 6%	21 7%	23 7%	10 6%	6 8%	28 6%	- 7%	23 7%	5 6%	6 8%	- 8%	27 8%	6 4%
*****														
AGREE (NET)	337 67%	154 72% C	183 64%	219 69%	117 64%	54 74%	283 66%	17 69%	214 66%	61 75%	45 63%	- 67%	241 67%	96 67%
DISAGREE (NET)	163 33%	59 28%	104 36% B	97 31%	66 36%	19 26%	144 34%	8 31%	109 34%	20 25%	26 37%	- 33%	116 33%	47 33%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

19. Approximately how many of your college classes, if any, have you taken online? Meaning, a class for which coursework is entirely online. Your best guess is fine.

	GENDER			AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
1-2 classes	117 23% B	28 16%	89 28% B	33 22%	84 24%	75 25%	42 21%	117 52% A	-	95 26% L	106 25% L	11 15%	82 26%	42 26%	37 25%	89 22%	28 31%
3-4 classes	68 14% D	16 9%	52 16% B	11 7%	57 16% D	28 9%	40 20% FA	68 30% A	-	56 15%	60 14%	8 11%	45 15%	28 17%	20 13%	59 14%	9 10%
5 classes or more	41 8% D	13 7%	27 9%	2 1%	39 11% D	18 6%	23 11% F	41 18% A	-	31 8%	36 9%	5 7%	30 10%	14 9%	12 8%	35 9%	5 6%
I've never taken an online class in college	274 55% C	123 68% CA	151 47%	108 70% EA	166 48%	182 60% G	92 47%	-	274 100% A	186 51%	216 52%	52 68% KJA	153 49%	77 48%	81 54%	225 55%	49 54%
*****																	
ANY (NET)	226 45% LDB	58 32%	168 53% BA	46 30%	180 52% D	120 40%	105 53% F	226 100% A	-	182 49% L	201 48% L	25 32%	157 51%	84 52%	69 46%	183 45%	42 46%
AVERAGE (INCLUDING 0)	1.40 ID	1.13	1.55	0.60	1.76 D	1.09	1.88 F	3.11 IA	0.00	1.57 L	1.51 L	0.93	1.67	1.61	1.61	1.47	1.11
AVERAGE (EXCLUDING 0)	3.11 QD	3.55	2.95	2.02	3.39 D	2.73	3.54	3.11	-	3.18	3.13	2.91	3.29	3.08	3.50	3.27 Q	2.39

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

19. Approximately how many of your college classes, if any, have you taken online? Meaning, a class for which coursework is entirely online. Your best guess is fine.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)											
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	- 100%	357 100%	143 100%
1-2 classes	117 23%	49 23%	68 24%	74 23%	43 24%	17 23%	100 24%	4 16%	69 21%	23 28%	22 31%	-	83 23%	35 24%
3-4 classes	68 14%	32 15%	36 12%	46 15%	21 12%	18 25% GA	50 12%	4 15%	47 14%	11 14%	6 9%	-	45 13%	23 16%
5 classes or more	41 8% K	11 5%	29 10% B	31 10% E	9 5%	-	41 10%	1 3%	30 9% K	8 10%	2 3%	-	31 9%	9 7%
I've never taken an online class in college	274 55%	120 56%	154 54%	165 52%	110 60%	38 52%	236 55%	16 65%	178 55%	39 48%	41 58%	-	198 56%	76 53%
*****														
ANY (NET)	226 45%	93 44%	133 46%	152 48%	74 40%	35 48%	191 45%	9 35%	145 45%	42 52%	30 42%	-	159 44%	67 47%
AVERAGE (INCLUDING 0)	1.40	1.19	1.56	1.58	1.10	1.16	1.44	0.86	1.38	1.91	1.11	-	1.26	1.74
AVERAGE (EXCLUDING 0)	3.11 F	2.72	3.38	3.29	2.72	2.43	3.23 F	2.49	3.08	3.66	2.63	-	2.85	3.72

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

20. In which of the following did you get better grades - online courses or in-person courses?

	GENDER			AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH	
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	226 100%	58 100%	168 100%	46 100%	180 100%	120 100%	105 100%	226 100%	-	182 100%	201 100%	25 100%	157 100%	84 100%	69 100%	183 100%	42 100%
In-person courses	125 55%	31 53%	94 56%	25 55%	100 55%	70 58%	55 52%	125 55%	-	95 52%	110 55%	15 61%	80 51%	49 59%	37 54%	103 56%	22 51%
Online courses	101 45%	27 47%	74 44%	21 45%	80 45%	50 42%	50 48%	101 45%	-	87 48%	91 45%	9 39%	76 49%	35 41%	32 46%	80 44%	21 49%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.



VitalSource Survey - Canada  
Wakefield Research  
May 2018

20. In which of the following did you get better grades - online courses or in-person courses?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	226 100%	93 100%	133 100%	152 100%	74 100%	35 100%	191 100%	9 100%	145 100%	42 100%	30 100%	-	159 100%	67 100%
In-person courses	125 55%	54 58%	71 54%	82 54%	43 58%	24 70%	100 53%	7 76%	81 56%	17 41%	20 67%	-	82 52%	43 64%
Online courses	101 45%	39 42%	61 46%	70 46%	31 42%	11 30%	90 47%	2 24%	64 44%	25 59%	10 33%	-	77 48%	24 36%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

21. In your opinion, which of the following is the greatest benefit of digital textbooks over physical textbooks?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
They are more interactive	134 27%	48 26%	86 27%	38 24%	96 28%	74 24%	60 30%	64 28%	70 25%	100 27%	116 28%	18 23%	85 27%	50 31%	37 25%	116 28%	18 19%
They are more affordable	121 24% L	44 24%	77 24%	45 29%	75 22%	70 23%	51 26%	55 24%	65 24%	103 28% L	109 26% L	10 14%	87 28%	38 24%	51 34% A	95 23%	26 28%
They are more convenient	117 23% L	43 24%	74 23%	31 20%	86 25%	69 23%	48 24%	65 29% I	52 19%	98 27% L	106 25% L	11 14%	74 24%	49 31%	41 27%	98 24%	19 20%
They make lessons easier to remember and understand	55 11%	23 13%	32 10%	18 11%	37 11%	35 11%	20 10%	23 10%	33 12%	40 11%	48 12%	7 9%	34 11%	15 9%	13 9%	41 10%	14 15%
Other	11 2% H	5 3%	6 2%	4 3%	7 2%	7 2%	4 2%	1 1%	9 3% H	8 2%	11 3%	-	10 3%	2 1%	2 1%	5 1%	6 6% P
I've never used an interactive textbook	63 13% ONMKJHG	19 11%	44 14%	19 12%	44 13%	48 16% G	15 7%	17 8%	46 17% H	18 5%	26 6%	31 41% KJA	21 7%	6 4%	6 4%	53 13%	10 11%
*****																	
EVER USED (NET)	437 87% L	161 89%	276 86%	136 88%	302 87%	255 84%	183 93% FA	208 92% IA	229 83%	349 95% LA	391 94% LA	46 59%	289 93% A	154 96% A	144 96% A	356 87%	82 89%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

21. In your opinion, which of the following is the greatest benefit of digital textbooks over physical textbooks?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	-	357 100%	143 100%
They are more interactive	134 27% N	58 27%	76 26%	77 24%	57 31%	16 22%	118 28%	9 35%	83 26%	24 30%	18 25%	-	107 30% N	27 19%
They are more affordable	121 24%	48 22%	73 25%	81 26%	39 21%	19 26%	102 24%	4 16%	84 26%	17 21%	16 22%	-	81 23%	39 27%
They are more convenient	117 23%	47 22%	70 24%	80 25%	37 20%	14 19%	103 24%	6 25%	76 23%	16 20%	19 26%	-	70 20%	47 33% MA
They make lessons easier to remember and understand	55 11%	25 12%	30 10%	33 10%	22 12%	9 12%	46 11%	5 20%	30 9%	11 14%	9 12%	-	39 11%	16 11%
Other	11 2%	4 2%	7 2%	6 2%	4 2%	2 3%	9 2%	-	10 3%	-	1 1%	-	10 3% N	1 1%
I've never used an interactive textbook	63 13% H	32 15%	31 11%	39 12%	24 13%	14 19%	49 11%	1 4%	41 13% H	12 15%	9 13%	-	50 14%	13 9%
*****														
EVER USED (NET)	437 87%	182 85%	256 89%	277 88%	160 87%	59 81%	378 89%	24 96%	282 87%	69 85%	62 87%	-	307 86%	130 91%
IA														

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

22. How significant or insignificant would the cost savings need to be for you to permanently switch to using all digital course materials rather than print ones? For example, using only online textbooks instead of physical books.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Very significant	191 38%	66 36%	125 39%	50 33%	141 41%	118 39%	73 37%	88 39%	103 38%	151 41%	164 39%	27 35%	128 41%	62 38%	56 37%	159 39%	32 35%
Somewhat significant	239 48%	85 47%	154 48%	81 52%	158 46%	146 48%	93 47%	107 48%	132 48%	170 46%	197 47%	40 52%	142 46%	81 51%	79 52%	197 48%	43 47%
Somewhat insignificant	50 10%	22 12%	28 9%	19 12%	31 9%	28 9%	22 11%	22 10%	28 10%	33 9%	42 10%	7 10%	29 9%	14 9%	11 7%	39 9%	11 12%
Very insignificant	20 4%	8 5%	12 4%	4 3%	16 5%	11 4%	9 5%	9 4%	11 4%	13 3%	14 3%	3 3%	11 4%	3 2%	5 3%	15 4%	6 6%
*****																	
SIGNIFICANT (NET)	430 86%	151 83%	279 87%	131 85%	299 86%	263 87%	166 84%	195 86%	235 86%	321 87%	361 87%	67 87%	270 87%	143 89%	135 90%	355 87%	75 82%
INSIGNIFICANT (NET)	70 14%	30 17%	40 13%	23 15%	47 14%	39 13%	31 16%	31 14%	40 14%	46 13%	56 13%	10 13%	40 13%	17 11%	16 10%	53 13%	17 18%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

22. How significant or insignificant would the cost savings need to be for you to permanently switch to using all digital course materials rather than print ones? For example, using only online textbooks instead of physical books.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	-	357 100%	143 100%
Very significant	191 38%	83 39%	108 38%	129 41%	62 34%	33 45%	158 37%	10 40%	123 38%	29 35%	29 41%	-	138 39%	53 37%
Somewhat significant	239 48%	104 49%	135 47%	147 46%	93 50%	28 38%	212 50%	13 52%	154 48%	38 47%	34 48%	-	169 47%	70 49%
Somewhat insignificant	50 10%	17 8%	32 11%	29 9%	21 11%	9 12%	41 10%	2 8%	32 10%	9 12%	6 8%	-	35 10%	15 11%
Very insignificant	20 4%	9 4%	11 4%	12 4%	8 4%	4 6%	16 4%	-	13 4%	5 7%	2 3%	-	16 4%	5 3%
*****														
SIGNIFICANT (NET)	430 86%	186 87%	243 85%	275 87%	155 84%	60 82%	370 87%	23 92%	278 86%	66 82%	63 89%	-	307 86%	123 86%
INSIGNIFICANT (NET)	70 14%	27 13%	43 15%	41 13%	29 16%	13 18%	57 13%	2 8%	45 14%	15 18%	8 11%	-	50 14%	20 14%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

23. During an average school day, what's the longest you'll go without using some form of digital technology during waking hours? For the purposes of this question "digital technology" refers to items such as mobile devices, e-readers, tablets and laptops. Please give your answer in minutes. Your best guess is fine.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Less than a minute	139 28% H	53 29%	86 27%	45 29%	94 27%	85 28%	54 27%	42 19%	97 35% HA	97 26%	111 27%	21 28%	78 25%	37 23%	34 23%	111 27%	28 30%
1-10 minutes	112 22%	44 24%	69 21%	26 17%	86 25% D	66 22%	46 23%	65 29% I	47 17%	88 24%	100 24%	12 16%	63 20%	38 23%	32 21%	96 23%	17 18%
11-30 minutes	64 13%	28 16%	36 11%	20 13%	45 13%	45 15%	19 10%	28 12%	36 13%	50 14%	56 13%	8 11%	47 15%	24 15%	16 11%	52 13%	12 14%
31-60 minutes	80 16%	23 13%	57 18%	28 18%	52 15%	48 16%	32 16%	45 20% I	35 13%	64 18%	69 17%	11 14%	61 20%	26 16%	27 18%	63 15%	17 19%
61-120 minutes	59 12%	15 8%	45 14% B	17 11%	42 12%	31 10%	29 15%	28 12%	31 11%	36 10%	44 11%	16 20% KJ	31 10%	21 13%	21 14%	54 13% Q	6 6%
More than 2 hours	45 9%	18 10%	27 8%	18 12%	27 8%	27 9%	17 9%	18 8%	27 10%	32 9%	36 9%	9 11%	29 9%	14 9%	19 13%	33 8%	12 13%
*****																	
AVERAGE	48.71	44.14	51.30	53.60	46.54	46.95	51.42	51.38	46.52	46.85	47.11	61.50	51.46	47.74	61.35	48.16	51.19

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

23. During an average school day, what's the longest you'll go without using some form of digital technology during waking hours? For the purposes of this question "digital technology" refers to items such as mobile devices, e-readers, tablets and laptops. Please give your answer in minutes. Your best guess is fine.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
10 MINUTES OR LESS (NET)	252 50%	97 54%	155 48%	71 46%	180 52%	152 50%	100 51%	107 47%	145 53%	185 50%	212 51%	34 44%	141 45%	75 47%	67 44%	207 51%	44 49%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

23. During an average school day, what's the longest you'll go without using some form of digital technology during waking hours? For the purposes of this question "digital technology" refers to items such as mobile devices, e-readers, tablets and laptops. Please give your answer in minutes. Your best guess is fine.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		\$40,000	OR MORE											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	-	357 100%	143 100%
Less than a minute	139 28%	69 33%	70 24%	79 25%	60 33%	21 28%	118 28%	6 24%	100 31%	18 22%	16 22%	-	87 24%	53 37% MA
1-10 minutes	112 22%	50 24%	62 22%	77 24%	35 19%	19 26%	94 22%	5 19%	71 22%	22 27%	15 21%	-	80 22%	32 23%
11-30 minutes	64 13%	24 11%	40 14%	45 14%	19 10%	10 14%	54 13%	4 17%	42 13%	11 14%	7 10%	-	50 14%	15 10%
31-60 minutes	80 16%	34 16%	46 16%	48 15%	32 18%	11 15%	69 16%	4 16%	50 16%	15 19%	10 14%	-	65 18%	15 10% N
61-120 minutes	59 12%	17 8%	42 15%	34 11%	26 14%	8 10%	52 12%	2 7%	37 12%	8 10%	12 18%	-	42 12%	17 12%
More than 2 hours	45 9%	18 8%	27 9%	33 11%	11 6%	5 7%	40 9%	4 16%	23 7%	7 9%	11 16%	-	33 9%	11 8%
*****														
AVERAGE	48.71	45.18	51.34	51.45	44.00	42.07	49.86	55.24	44.64	43.42	70.98 I	-	51.81	40.98

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.



VitalSource Survey - Canada  
Wakefield Research  
May 2018

23. During an average school day, what's the longest you'll go without using some form of digital technology during waking hours? For the purposes of this question "digital technology" refers to items such as mobile devices, e-readers, tablets and laptops. Please give your answer in minutes. Your best guess is fine.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		\$40,000	OR MORE											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	-	357 100%	143 100%
10 MINUTES OR LESS (NET)	252 50%	120 56%	132 46%	156 49%	95 52%	39 54%	212 50%	11 43%	171 53%	40 49%	30 43%	-	167 47%	85 59%
		C												MA

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

24. Which of the following, if any, do you own?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Smartphone	450 90%	154 85%	296 93% B	144 93%	306 89%	273 90%	177 89%	213 94% IA	237 86%	337 92%	376 90%	74 96% KA	297 96% A	147 92%	135 90%	368 90%	82 90%
Laptop	441 88%	152 84%	288 90%	138 89%	303 88%	266 88%	175 88%	205 91%	236 86%	329 90%	370 89%	71 92%	284 92%	143 89%	136 91%	361 88%	80 88%
iPad/tablet	207 41%	72 40%	135 42%	65 42%	143 41%	126 42%	81 41%	96 42%	111 41%	168 46% L	184 44% L	24 31%	141 45%	77 48%	67 45%	166 41%	41 45%
eReader like a Kindle or Nook	76 15%	23 13%	53 17%	22 14%	54 16%	43 14%	33 17%	41 18%	35 13%	62 17% L	69 17% L	7 9%	48 15%	35 22%	26 17%	61 15%	15 17%
None of these	6 1%	-	6 2%	1 1%	6 2%	4 1%	2 1%	-	6 2%	-	-	-	-	-	-	5 1%	2 2%
*****																	
ANY (NET)	494 99%	181 100% CA	313 98%	153 99%	340 98%	298 99%	195 99%	226 100% IA	268 98%	367 100% A	417 100% A	77 100% A	310 100% A	160 100% A	150 100% A	404 99%	89 98%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
 Wakefield Research  
 May 2018

24. Which of the following, if any, do you own?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	-	357 100%	143 100%
Smartphone	450 90% E	186 87%	264 92%	297 94% EA	153 83%	60 81%	390 91% F	24 96%	291 90%	74 91%	61 86%	-	325 91%	125 87%
Laptop	441 88%	182 85%	258 90%	286 90%	155 84%	62 84%	379 89%	22 89%	283 88%	72 89%	63 89%	-	319 89%	122 85%
iPad/tablet	207 41%	83 39%	124 43%	130 41%	77 42%	30 41%	177 42%	14 57% J	138 43%	27 33%	28 40%	-	153 43%	54 38%
eReader like a Kindle or Nook	76 15% N	26 12%	50 17%	46 14%	30 17%	11 15%	65 15%	4 16%	49 15%	11 14%	12 17%	-	64 18% N	12 8%
None of these	6 1%	2 1%	4 1%	1 *% D	6 3%	2 3%	4 1%	-	5 1%	-	2 3%	-	5 1%	2 1%
*****														
ANY (NET)	494 99%	211 99%	283 99%	315 100% E	178 97%	71 97%	422 99%	25 100% IA	318 99%	81 100% IA	69 97%	-	352 99%	141 99%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

25. Have you ever used your device to read an eTextbook or a digital textbook?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	494 100%	181 100%	313 100%	153 100%	340 100%	298 100%	195 100%	226 100%	268 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	404 100%	89 100%
Yes, many times	185 38%	73 40%	113 36%	49 32%	136 40%	113 38%	73 37%	99 44%	87 32%	185 51%	185 45%	-	150 48%	81 51%	77 52%	155 38%	31 34%
								I		A	A		A	A	A		
Yes, a few times	182 37%	62 34%	119 38%	58 38%	124 36%	102 34%	80 41%	83 37%	99 37%	182 49%	182 44%	-	131 42%	67 42%	62 41%	145 36%	37 41%
										A	A						
Yes, once	50 10%	17 9%	33 11%	21 13%	29 9%	31 10%	19 10%	19 9%	30 11%	-	50 12%	-	29 9%	12 8%	11 7%	36 9%	14 15%
No, never	77 16%	29 16%	47 15%	25 17%	51 15%	53 18%	24 12%	25 11%	52 19%	-	-	77 100%	-	-	-	69 17%	8 9%
									H			A				Q	
*****																	
YES (NET)	417 84%	151 84%	265 85%	128 83%	289 85%	246 82%	171 88%	201 89%	216 81%	367 100%	417 100%	-	310 100%	160 100%	150 100%	336 83%	81 91%
									I	A	A		A	A	A		P

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

25. Have you ever used your device to read an eTextbook or a digital textbook?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	494 100%	211 100%	283 100%	315 100%	178 100%	71 100%	422 100%	25 100%	318 100%	81 100%	69 100%	-	352 100%	141 100%
Yes, many times	185 38%	74 35%	112 39%	121 38%	65 36%	30 42%	155 37%	10 40%	125 39%	29 36%	22 31%	-	120 34%	65 46%
														M
Yes, a few times	182 37%	78 37%	104 37%	107 34%	75 42%	26 37%	156 37%	7 29%	116 37%	28 34%	31 44%	-	133 38%	49 35%
Yes, once	50 10%	30 14%	19 7%	30 9%	20 11%	7 10%	43 10%	6 23%	31 10%	8 10%	5 7%	-	39 11%	11 8%
			C											
No, never	77 16%	29 14%	48 17%	58 18%	19 11%	8 11%	69 16%	2 8%	46 15%	16 20%	12 17%	-	60 17%	16 12%
				E										
*****														
YES (NET)	417 84%	182 86%	235 83%	258 82%	159 89%	63 89%	353 84%	23 92%	272 85%	65 80%	57 83%	-	292 83%	125 88%
						D								

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

26. Which of the following platforms have you used to read an eTextbook or a digital textbook? Please select all that apply.

	GENDER			AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	417 100%	151 100%	265 100%	128 100%	289 100%	246 100%	171 100%	201 100%	216 100%	367 100%	417 100%	-	310 100%	160 100%	150 100%	336 100%	81 100%
Online, using a web browser	310 74%	106 70%	204 77%	100 78%	210 73%	187 76%	123 72%	157 78%	153 71%	281 76%	310 74%	-	310 100% A	104 65%	93 62%	249 74%	61 75%
Online, using an app downloaded onto a device	160 39%	55 36%	106 40%	51 40%	110 38%	96 39%	64 38%	84 42%	77 36%	148 40%	160 39%	-	104 34%	160 100% A	73 49% A	127 38%	33 41%
Offline, using an app downloaded onto a device	150 36%	54 36%	96 36%	47 37%	103 36%	93 38%	57 33%	69 34%	81 38%	139 38%	150 36%	-	93 30%	73 46% A	150 100% A	115 34%	35 43%
Other	8 2%	1 1%	7 3%	2 2%	6 2%	3 1%	6 3%	4 2%	5 2%	7 2%	8 2%	-	4 1%	-	1 1%	6 2%	3 3%
*****																	
ONLINE (NET)	366 88% O	129 85%	238 90%	114 89%	253 87%	217 88%	149 87%	182 91%	184 85%	328 89%	366 88%	-	310 100% A	160 100% A	104 69%	296 88%	70 86%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

26. Which of the following platforms have you used to read an eTextbook or a digital textbook? Please select all that apply.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)											
Total	417 100%	182 100%	235 100%	258 100%	159 100%	63 100%	353 100%	23 100%	272 100%	65 100%	57 100%	-	292 100%	125 100%
Online, using a web browser	310 74% N	135 74%	175 75%	200 78% E	109 69%	46 73%	264 75%	16 70%	204 75%	46 71%	44 77%	-	229 78% N	81 65%
Online, using an app downloaded onto a device	160 39%	78 43%	83 35%	107 42%	53 33%	28 45%	132 37%	8 34%	101 37%	28 44%	24 42%	-	106 36%	55 44%
Offline, using an app downloaded onto a device	150 36%	68 37%	82 35%	103 40% E	48 30%	19 31%	131 37%	9 38%	95 35%	24 36%	22 39%	-	90 31%	60 48% MA
Other	8 2%	4 2%	5 2%	6 2%	2 1%	2 3%	7 2%	1 4%	4 2%	2 3%	1 2%	-	4 1%	4 3%
*****														
ONLINE (NET)	366 88%	164 90%	203 86%	231 90%	135 85%	58 91%	309 87%	18 79%	241 89%	56 87%	51 90%	-	264 90% N	103 82%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

27. In which of the following ways do you primarily read eTextbooks or digital textbooks?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	104 100%	32 100%	71 100%	34 100%	69 100%	67 100%	37 100%	51 100%	53 100%	103 100%	104 100%	-	93 100%	73 100%	104 100%	79 100%	25 100%
Online	37 36%	11 34%	26 36%	14 41%	23 33%	26 38%	11 30%	23 44%	14 27%	37 36%	37 36%	-	34 36%	26 35%	37 36%	29 37%	8 31%
Offline	30 29%	9 28%	21 29%	7 21%	22 32%	14 21%	16 42%	13 25%	17 33%	29 28%	30 29%	-	26 27%	16 22%	30 29%	25 32%	5 20%
Online and offline equally	37 36%	12 38%	25 35%	13 38%	24 35%	27 40%	10 27%	16 31%	21 40%	37 36%	37 36%	-	34 36%	31 42%	37 36%	25 31%	12 49%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.



VitalSource Survey - Canada  
Wakefield Research  
May 2018

27. In which of the following ways do you primarily read eTextbooks or digital textbooks?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)											
Total	104 100%	52 100%	52 100%	78 100%	26 100%	15 100%	89 100%	5 100%	67 100%	15 100%	17 100%	-	65 100%	39 100%
Online	37 36%	18 35%	19 36%	22 28%	15 59% DA	7 45%	30 34%	1 16%	27 39%	5 32%	5 29%	-	25 38%	12 31%
Offline	30 29%	13 24%	17 33%	23 30%	7 26%	4 28%	26 29%	3 63%	20 29%	3 21%	4 24%	-	16 24%	14 36%
Online and offline equally	37 36% E	21 40%	16 31%	33 42% E	4 16%	4 27%	33 37%	1 21%	21 31%	7 47%	8 47%	-	24 37%	13 33%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
 Wakefield Research  
 May 2018

28. Given the option, which of the following platforms would you prefer to use to read an eTextbook or a digital textbook?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Using an app downloaded onto a device	221 44%	77 43%	144 45%	72 47%	149 43%	137 45%	85 43%	105 47%	116 42%	170 46%	190 46%	31 41%	129 42%	97 61% A	85 57% A	176 43%	45 50%
Using a web browser	191 38% QO	73 40%	118 37%	57 37%	135 39%	113 37%	79 40%	96 43%	95 35%	149 41%	164 39%	26 34%	134 43%	52 32%	44 30%	169 41% Q	22 24%
No preference	88 18% NH	31 17%	57 18%	26 17%	62 18%	53 18%	34 17%	25 11%	63 23% H	48 13%	63 15%	19 25% J	47 15%	11 7%	20 14%	64 16%	24 26% P

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

28. Given the option, which of the following platforms would you prefer to use to read an eTextbook or a digital textbook?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		\$40,000	OR MORE											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	- 100%	357 100%	143 100%
Using an app downloaded onto a device	221 44%	97 46%	124 43%	145 46%	76 42%	34 47%	187 44%	9 36%	140 43%	44 55%	28 39%	-	153 43%	68 48%
Using a web browser	191 38%	76 36%	115 40%	117 37%	74 40%	28 38%	164 38%	10 41%	124 39%	27 33%	30 42%	-	141 39%	50 35%
No preference	88 18%	39 18%	48 17%	54 17%	33 18%	11 15%	76 18%	6 24%	59 18%	10 12%	13 19%	-	63 18%	24 17%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

29. How strongly do you agree or disagree with the following statement - digital textbooks are not worth the money if they can't be viewed offline. Meaning, without an Internet connection.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH			
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
Agree strongly	267 53%	98 54%	168 53%	81 53%	186 54%	156 52%	110 56%	132 59%	134 49%	203 55%	227 54%	40 52%	174 56%	83 51%	91 61%	220 54%	47 51%
								I									
Agree somewhat	182 36%	60 33%	122 38%	61 39%	121 35%	113 38%	69 35%	75 33%	107 39%	129 35%	148 35%	30 39%	106 34%	58 36%	45 30%	152 37%	30 32%
Disagree somewhat	39 8%	18 10%	21 7%	11 7%	29 8%	23 8%	16 8%	14 6%	25 9%	29 8%	34 8%	5 6%	28 9%	15 10%	10 6%	28 7%	11 12%
Disagree strongly	12 2%	4 2%	8 3%	2 1%	10 3%	10 3%	2 1%	4 2%	8 3%	6 2%	8 2%	2 2%	2 1%	5 3%	4 3%	8 2%	4 4%
	M																
*****																	
AGREE (NET)	449 90%	159 88%	290 91%	142 92%	307 89%	270 89%	179 91%	208 92%	241 88%	332 91%	374 90%	70 91%	280 90%	140 87%	137 91%	373 91%	76 84%
DISAGREE (NET)	51 10%	22 12%	29 9%	12 8%	39 11%	33 11%	18 9%	18 8%	33 12%	35 9%	42 10%	7 9%	30 10%	20 13%	14 9%	36 9%	15 16%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

29. How strongly do you agree or disagree with the following statement - digital textbooks are not worth the money if they can't be viewed offline. Meaning, without an Internet connection.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)											
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	-	357 100%	143 100%
Agree strongly	267 53%	109 51%	158 55%	174 55%	93 51%	40 54%	227 53%	16 63%	169 52%	49 61%	33 46%	-	180 50%	87 61%
Agree somewhat	182 36%	78 37%	104 36%	109 35%	73 40%	26 36%	156 37%	6 25%	122 38%	23 29%	30 42%	-	135 38%	47 33%
Disagree somewhat	39 8% N	19 9%	20 7%	24 8%	15 8%	6 8%	33 8%	3 12%	24 7%	6 8%	6 9%	-	34 9% N	5 4%
Disagree strongly	12 2%	8 4%	4 2%	9 3%	3 2%	1 2%	11 3%	-	8 2%	2 3%	2 3%	-	8 2%	4 3%
*****														
AGREE (NET)	449 90%	187 88%	262 91%	283 90%	165 90%	66 90%	383 90%	22 88%	291 90%	73 90%	63 88%	-	315 88%	133 93%
DISAGREE (NET)	51 10%	26 12%	25 9%	33 10%	18 10%	7 10%	44 10%	3 12%	32 10%	8 10%	8 12%	-	42 12%	10 7%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

30. How often, if ever, do your professors recommend that you purchase the e-text versions of the textbooks and other course materials?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH			
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
All the time	48 10%	19 11%	29 9%	12 8%	36 10%	28 9%	20 10%	23 10%	25 9%	42 11%	45 11%	4 5%	30 10%	20 13%	14 10%	43 10%	5 6%
Some of the time	216 43%	82 45%	135 42%	69 45%	148 43%	126 42%	90 46%	113 50%	103 38%	172 47%	191 46%	24 31%	142 46%	72 45%	66 44%	186 46%	30 33%
Hardly ever	179 36%	62 34%	117 37%	57 37%	122 35%	112 37%	67 34%	66 29%	113 41%	125 34%	147 35%	31 41%	110 35%	56 35%	62 41%	136 33%	42 47%
Never	57 11%	18 10%	39 12%	16 11%	40 12%	37 12%	20 10%	23 10%	33 12%	29 8%	34 8%	18 23%	27 9%	13 8%	8 5%	43 11%	14 15%
*****																	
FREQUENTLY (NET)	265 53%	101 56%	164 51%	81 52%	184 53%	154 51%	111 56%	136 60%	129 47%	214 58%	236 57%	28 36%	173 56%	92 57%	80 53%	229 56%	35 39%
INFREQUENTLY (NET)	235 47%	80 44%	156 49%	73 48%	162 47%	149 49%	87 44%	90 40%	146 53%	154 42%	181 43%	49 64%	137 44%	69 43%	70 47%	179 44%	56 61%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
 Wakefield Research  
 May 2018

30. How often, if ever, do your professors recommend that you purchase the e-text versions of the textbooks and other course materials?

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER		E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH			
	TOTAL	MALE	FEMALE	18-19	20+	UNDERCLASSMEN	UPPERCLASSMEN	YES	NO	YES, FREQUENTLY	YES, TOTAL	NO	ONLINE, WEB	ONLINE, APP	OFFLINE, APP	SATISFIED	DISSATISFIED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	500 100%	181 100%	319 100%	154 100%	346 100%	303 100%	197 100%	226 100%	274 100%	367 100%	417 100%	77 100%	310 100%	160 100%	150 100%	409 100%	91 100%
EVER (NET)	443 89%	163 90%	280 88%	138 89%	306 88%	266 88%	177 90%	202 90%	241 88%	338 92%	382 92%	59 77%	283 91%	147 92%	142 95%	366 89%	78 85%
		L								L	L				A		

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Base sizes under 100 are directional findings only.

VitalSource Survey - Canada  
Wakefield Research  
May 2018

30. How often, if ever, do your professors recommend that you purchase the e-text versions of the textbooks and other course materials?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	213 100%	287 100%	316 100%	184 100%	73 100%	427 100%	25 100%	323 100%	81 100%	71 100%	- 100%	357 100%	143 100%
All the time	48 10%	20 9%	28 10%	29 9%	20 11%	13 18% G	35 8%	5 20%	26 8%	11 13%	7 9%	-	29 8%	19 13%
Some of the time	216 43%	93 43%	124 43%	135 43%	81 44%	30 42%	186 44%	11 44%	138 43%	40 49%	28 39%	-	142 40%	74 52% M
Hardly ever	179 36% J	78 37%	101 35%	114 36%	65 36%	20 28%	159 37%	8 32%	123 38% J	20 25%	28 40% J	-	137 38% N	42 29%
Never	57 11% N	22 10%	34 12%	39 12%	18 10%	9 13%	47 11%	1 4%	37 11%	11 13%	8 11%	-	48 13% N	8 6%
*****														
FREQUENTLY (NET)	265 53%	113 53%	152 53%	164 52%	101 55%	44 59%	221 52%	16 64%	163 51%	50 62%	35 49%	-	171 48%	93 65% MA
INFREQUENTLY (NET)	235 47% N	101 47%	135 47%	152 48%	83 45%	30 41%	206 48%	9 36%	160 49%	31 38%	36 51%	-	186 52% N	50 35%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Base sizes under 100 are directional findings only.



VitalSource Survey - Canada  
 Wakefield Research  
 May 2018

30. How often, if ever, do your professors recommend that you purchase the e-text versions of the textbooks and other course materials?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
		\$40,000	OR MORE											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
Total	500	213	287	316	184	73	427	25	323	81	71	-	357	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%
EVER (NET)	443	191	253	278	166	64	379	24	286	70	63	-	309	135
	89%	90%	88%	88%	90%	87%	89%	96%	89%	87%	89%		87%	94% MA

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Base sizes under 100 are directional findings only.

**Methodological Notes:**

The VitalSource Survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 500 currently enrolled college students in Canada, between May 18 and May 25, 2018, using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.