

VitalSource Survey

Demographic Report

An Online Survey of 500 Currently Enrolled College Students
in the US

May 2018

CONFIDENTIAL

VitalSource Survey - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Waited to purchase the course materials after the class started	398 80%	145 76%	253 82%	114 78%	284 80%	196 75%	202 85%	272 82%	126 75%	330 81%	361 80%	35 74%	294 81%	158 83%	123 81%	331 79%	67 84%
Avoided purchasing the course materials at all	186 37%	68 36%	118 38%	53 36%	133 38%	90 34%	96 41%	124 37%	62 37%	160 39%	170 38%	16 34%	149 41%	69 36%	62 41%	150 36%	36 45%
None of these	75 15%	33 17%	42 14%	27 18%	48 14%	54 21%	21 9%	44 13%	31 19%	53 13%	64 14%	9 19%	51 14%	24 13%	21 14%	67 16%	8 10%

ANY (NET)	425 85%	158 83%	267 86%	119 82%	306 86%	209 79%	216 91%	289 87%	136 81%	353 87%	385 86%	38 81%	314 86%	166 87%	131 86%	353 84%	72 90%

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 - U.S.
 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 \$50,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE										
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
Waited to purchase the course materials after the class started	398 80%	159 76%	239 82%	261 80%	137 79%	109 75%	289 82%	78 82%	158 79%	79 72%	83 86%	267 79%	131 81%
Avoided purchasing the course materials at all	186 37%	65 31%	121 41%	125 38%	61 35%	57 39%	129 36%	37 39%	67 34%	41 38%	41 42%	133 39%	53 33%
None of these	75 15%	34 16%	41 14%	48 15%	27 16%	32 22%	43 12%	13 14%	28 14%	26 24%	8 8%	59 17%	16 10%

ANY (NET)	425 85%	174 84%	251 86%	279 85%	146 84%	114 78%	311 88%	82 86%	171 86%	83 76%	89 92%	280 83%	145 90%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
 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 - U.S.
 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	425 100%	158 100%	267 100%	119 100%	306 100%	209 100%	216 100%	289 100%	136 100%	353 100%	385 100%	38 100%	314 100%	166 100%	131 100%	353 100%	72 100%
Very important	238 56%	79 50%	159 60%	62 52%	176 58%	123 59%	115 53%	173 60%	65 48%	198 56%	213 55%	23 61%	181 58%	94 57%	78 60%	196 56%	42 58%
								I									
Somewhat important	153 36%	60 38%	93 35%	51 43%	102 33%	74 35%	79 37%	97 34%	56 41%	130 37%	142 37%	11 29%	110 35%	58 35%	44 34%	128 36%	25 35%
Somewhat unimportant	24 6%	13 8%	11 4%	5 4%	19 6%	9 4%	15 7%	12 4%	12 9%	18 5%	22 6%	2 5%	16 5%	12 7%	9 7%	21 6%	3 4%
Very unimportant	10 2%	6 4%	4 1%	1 1%	9 3%	3 1%	7 3%	7 2%	3 2%	7 2%	8 2%	2 5%	7 2%	2 1%	-	8 2%	2 3%

IMPORTANT (NET)	391 92%	139 88%	252 94%	113 95%	278 91%	197 94%	194 90%	270 93%	121 89%	328 93%	355 92%	34 89%	291 93%	152 92%	122 93%	324 92%	67 93%
			B														
UNIMPORTANT (NET)	34 8%	19 12%	15 6%	6 5%	28 9%	12 6%	22 10%	19 7%	15 11%	25 7%	30 8%	4 11%	23 7%	14 8%	9 7%	29 8%	5 7%
			C														

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 - U.S.
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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		OR OTHER											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Total	425 100%	174 100%	251 100%	279 100%	146 100%	114 100%	311 100%	82 100%	171 100%	83 100%	89 100%	280 100%	145 100%
Very important	238 56%	94 54%	144 57%	166 59%	72 49%	68 60%	170 55%	39 48%	102 60%	49 59%	48 54%	162 58%	76 52%
				E									
Somewhat important	153 36%	70 40%	83 33%	98 35%	55 38%	38 33%	115 37%	35 43%	55 32%	27 33%	36 40%	97 35%	56 39%
Somewhat unimportant	24 6%	7 4%	17 7%	12 4%	12 8%	5 4%	19 6%	5 6%	9 5%	6 7%	4 4%	15 5%	9 6%
Very unimportant	10 2%	3 2%	7 3%	3 1%	7 5%	3 3%	7 2%	3 4%	5 3%	1 1%	1 1%	6 2%	4 3%
					D								

IMPORTANT (NET)	391 92%	164 94%	227 90%	264 95%	127 87%	106 93%	285 92%	74 90%	157 92%	76 92%	84 94%	259 93%	132 91%
				E									
UNIMPORTANT (NET)	34 8%	10 6%	24 10%	15 5%	19 13%	8 7%	26 8%	8 10%	14 8%	7 8%	5 6%	21 8%	13 9%
					D								

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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	398 100%	145 100%	253 100%	114 100%	284 100%	196 100%	202 100%	272 100%	126 100%	330 100%	361 100%	35 100%	294 100%	158 100%	123 100%	331 100%	67 100%
I didn't initially know which course materials I would actually need	231 58%	75 52%	156 62%	71 62%	160 56%	108 55%	123 61%	163 60%	68 54%	195 59%	209 58%	20 57%	184 63%	81 51%	73 59%	190 57%	41 61%
I realized I needed them to succeed in the class	65 16%	27 19%	38 15%	19 17%	46 16%	32 16%	33 16%	52 19%	13 10%	55 17%	59 16%	6 17%	46 16%	30 19%	23 19%	50 15%	15 22%
I hadn't had time to buy them before the class started	33 8%	13 9%	20 8%	10 9%	23 8%	21 11%	12 6%	20 7%	13 10%	23 7%	30 8%	3 9%	17 6%	13 8%	6 5%	29 9%	4 6%
Prices dropped	28 7%	11 8%	17 7%	4 4%	24 8%	13 7%	15 7%	13 5%	15 12%	24 7%	26 7%	2 6%	16 5%	13 8%	8 7%	25 8%	3 4%
I didn't know if I would drop the class	19 5%	6 4%	13 5%	7 6%	12 4%	11 6%	8 4%	9 3%	10 8%	14 4%	18 5%	1 3%	16 5%	10 6%	5 4%	15 5%	4 6%
I was borrowing them, but had to return them	11 3%	8 6%	3 1%	2 2%	9 3%	5 3%	6 3%	8 3%	3 2%	10 3%	10 3%	1 3%	7 2%	6 4%	4 3%	11 3%	-
Other	11 3%	5 3%	6 2%	1 1%	10 4%	6 3%	5 2%	7 3%	4 3%	9 3%	9 2%	2 6%	8 3%	5 3%	4 3%	11 3%	-

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 - U.S.
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 \$50,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)										
Total	398 100%	159 100%	239 100%	261 100%	137 100%	109 100%	289 100%	78 100%	158 100%	79 100%	83 100%	267 100%	131 100%
I didn't initially know which course materials I would actually need	231 58%	84 53%	147 62%	158 61%	73 53%	61 56%	170 59%	40 51%	99 63%	45 57%	47 57%	166 62%	65 50%
I realized I needed them to succeed in the class	65 16%	26 16%	39 16%	44 17%	21 15%	21 19%	44 15%	12 15%	24 15%	15 19%	14 17%	44 16%	21 16%
I hadn't had time to buy them before the class started	33 8%	15 9%	18 8%	18 7%	15 11%	8 7%	25 9%	7 9%	13 8%	8 10%	5 6%	15 6%	18 14%
Prices dropped	28 7%	13 8%	15 6%	15 6%	13 9%	7 6%	21 7%	7 9%	9 6%	6 8%	6 7%	18 7%	10 8%
I didn't know if I would drop the class	19 5%	11 7%	8 3%	13 5%	6 4%	6 6%	13 4%	8 10%	5 3%	2 3%	4 5%	10 4%	9 7%
I was borrowing them, but had to return them	11 3%	6 4%	5 2%	6 2%	5 4%	3 3%	8 3%	2 3%	6 4%	-	3 4%	8 3%	3 2%
Other	11 3%	4 3%	7 3%	7 3%	4 3%	3 3%	8 3%	2 3%	2 1%	3 4%	4 5%	6 2%	5 4%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
 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	425 100%	158 100%	267 100%	119 100%	306 100%	209 100%	216 100%	289 100%	136 100%	353 100%	385 100%	38 100%	314 100%	166 100%	131 100%	353 100%	72 100%
Yes, more than once	60 14%	29 18%	31 12%	10 8%	50 16%	33 16%	27 13%	40 14%	20 15%	51 14%	53 14%	6 16%	35 11%	29 17%	22 17%	50 14%	10 14%
					D												
Yes, once	106 25%	48 30%	58 22%	28 24%	78 25%	46 22%	60 28%	79 27%	27 20%	90 25%	97 25%	9 24%	76 24%	46 28%	38 29%	84 24%	22 31%
No	259 61%	81 51%	178 67%	81 68%	178 58%	130 62%	129 60%	170 59%	89 65%	212 60%	235 61%	23 61%	203 65%	91 55%	71 54%	219 62%	40 56%
		B		B													

YES (NET)	166 39%	77 49%	89 33%	38 32%	128 42%	79 38%	87 40%	119 41%	47 35%	141 40%	150 39%	15 39%	111 35%	75 45%	60 46%	134 38%	32 44%
		CA															

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 - U.S.
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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Total	425 100%	174 100%	251 100%	279 100%	146 100%	114 100%	311 100%	82 100%	171 100%	83 100%	89 100%	280 100%	145 100%
Yes, more than once	60 14%	30 17%	30 12%	41 15%	19 13%	19 17%	41 13%	7 9%	32 19% HK	12 14%	9 10%	33 12%	27 19%
Yes, once	106 25%	49 28%	57 23%	78 28% E	28 19%	24 21%	82 26%	23 28%	35 20%	23 28%	25 28%	62 22%	44 30%
No	259 61% M	95 55%	164 65% B	160 57%	99 68% D	71 62%	188 60%	52 63%	104 61%	48 58%	55 62%	185 66% M	74 51%

YES (NET)	166 39%	79 45% C	87 35%	119 43% E	47 32%	43 38%	123 40%	30 37%	67 39%	35 42%	34 38%	95 34%	71 49% LA

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
No	267 53%	93 49%	174 56%	87 60%	180 51%	137 52%	130 55%	171 51%	96 57%	215 53%	238 53%	28 60%	190 52%	107 56%	83 55%	214 51%	53 66% PA
Yes	142 28% Q	58 30%	84 27%	34 23%	108 31%	77 29%	65 27%	101 30%	41 25%	118 29%	130 29%	10 21%	105 29%	51 27%	41 27%	128 30% Q	14 18%
I don't know	91 18%	40 21%	51 17%	25 17%	66 19%	49 19%	42 18%	61 18%	30 18%	73 18%	81 18%	9 19%	70 19%	32 17%	28 18%	78 19%	13 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 - U.S.
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 \$50,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE										
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
No	267 53% B	91 44%	176 60% B	180 55%	87 50%	84 58%	183 52%	61 64% IJA	94 47%	55 50%	57 59%	189 56%	78 48%
Yes	142 28% H	74 36% C	68 23%	86 26%	56 32%	43 29%	99 28%	18 19%	71 36% HK	32 29%	21 22%	87 26%	55 34%
I don't know	91 18%	43 21%	48 16%	61 19%	30 17%	19 13%	72 20% F	16 17%	34 17%	22 20%	19 20%	63 19%	28 17%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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	142 100%	58 100%	84 100%	34 100%	108 100%	77 100%	65 100%	101 100%	41 100%	118 100%	130 100%	10 100%	105 100%	51 100%	41 100%	128 100%	14 100%
Yes, more than once	32 23% Q	7 12%	25 30% B	6 18%	26 24%	17 22%	15 23%	25 25%	7 17%	27 23%	29 22%	3 30%	27 26%	9 18%	7 17%	31 24% Q	1 7%
Yes, once	39 27%	22 38% C	17 20%	11 32%	28 26%	17 22%	22 34%	22 22%	17 41% H	30 25%	35 27%	4 40%	22 21%	16 31%	16 39%	36 28%	3 21%
No, never	71 50%	29 50%	42 50%	17 50%	54 50%	43 56%	28 43%	54 53%	17 41%	61 52%	66 51%	3 30%	56 53%	26 51%	18 44%	61 48%	10 71%

YES (NET)	71 50%	29 50%	42 50%	17 50%	54 50%	34 44%	37 57%	47 47%	24 59%	57 48%	64 49%	7 70%	49 47%	25 49%	23 56%	67 52%	4 29%

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 - U.S.
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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Total	142 100%	74 100%	68 100%	86 100%	56 100%	43 100%	99 100%	18 100%	71 100%	32 100%	21 100%	87 100%	55 100%
Yes, more than once	32 23%	16 22%	16 24%	22 26%	10 18%	12 28%	20 20%	4 22%	16 23%	6 19%	6 29%	21 24%	11 20%
Yes, once	39 27%	20 27%	19 28%	22 26%	17 30%	10 23%	29 29%	6 33%	18 25%	7 22%	8 38%	19 22%	20 36%
No, never	71 50%	38 51%	33 49%	42 49%	29 52%	21 49%	50 51%	8 44%	37 52%	19 59%	7 33%	47 54%	24 44%

YES (NET)	71 50%	36 49%	35 51%	44 51%	27 48%	22 51%	49 49%	10 56%	34 48%	13 41%	14 67%	40 46%	31 56%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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	142 100%	58 100%	84 100%	34 100%	108 100%	77 100%	65 100%	101 100%	41 100%	118 100%	130 100%	10 100%	105 100%	51 100%	41 100%	128 100%	14 100%
Very confident	36 25% QD	16 28%	20 24%	3 9%	33 31% D	22 29%	14 22%	29 29%	7 17%	30 25%	33 25%	3 30%	24 23%	20 39%	16 39%	35 27% Q	1 7%
Somewhat confident	59 42%	24 41%	35 42%	20 59% E	39 36%	36 47%	23 35%	37 37%	22 54%	48 41%	55 42%	3 30%	43 41%	21 41%	12 29%	53 41%	6 43%
Not very confident	34 24% N	13 22%	21 25%	10 29%	24 22%	14 18%	20 31%	26 26%	8 20%	29 25%	31 24%	2 20%	27 26%	6 12%	10 24%	30 23%	4 29%
Not at all confident	13 9%	5 9%	8 10%	1 3%	12 11%	5 6%	8 12%	9 9%	4 10%	11 9%	11 8%	2 20%	11 10%	4 8%	3 7%	10 8%	3 21%

CONFIDENT (NET)	95 67%	40 69%	55 65%	23 68%	72 67%	58 75% G	37 57%	66 65%	29 71%	78 66%	88 68%	6 60%	67 64%	41 80% A	28 68%	88 69%	7 50%
UNCONFIDENT (NET)	47 33% N	18 31%	29 35%	11 32%	36 33%	19 25%	28 43% F	35 35%	12 29%	40 34%	42 32%	4 40%	38 36%	10 20%	13 32%	40 31%	7 50%

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 - U.S.
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 \$50,000		STUDENT	OTHER	DORM	APARTMENT		NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE				OR OTHER	OR OTHER						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)		
Total	142 100%	74 100%	68 100%	86 100%	56 100%	43 100%	99 100%	18 100%	71 100%	32 100%	21 100%	87 100%	55 100%	
Very confident	36 25%	24 32% C	12 18%	24 28%	12 21%	13 30%	23 23%	5 28%	19 27%	8 25%	4 19%	20 23%	16 29%	
Somewhat confident	59 42%	32 43%	27 40%	29 34%	30 54% D	14 33%	45 45%	8 44%	32 45%	13 41%	6 29%	34 39%	25 45%	
Not very confident	34 24%	15 20%	19 28%	26 30%	8 14% E	12 28%	22 22%	2 11%	16 23%	6 19%	10 48% HIJA	22 25%	12 22%	
Not at all confident	13 9%	3 4%	10 15% B	7 8%	6 11%	4 9%	9 9%	3 17%	4 6%	5 16%	1 5%	11 13% M	2 4%	

CONFIDENT (NET)	95 67%	56 76% C	39 57%	53 62%	42 75%	27 63%	68 69%	13 72%	51 72% K	21 66%	10 48%	54 62%	41 75%	
UNCONFIDENT (NET)	47 33%	18 24%	29 43% B	33 38%	14 25%	16 37%	31 31%	5 28%	20 28%	11 34%	11 52% I	33 38%	14 25%	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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	358 100%	133 100%	225 100%	112 100%	246 100%	186 100%	172 100%	232 100%	126 100%	288 100%	319 100%	37 100%	260 100%	139 100%	111 100%	292 100%	66 100%
Very interested	122 34%	38 29%	84 37%	35 31%	87 35%	58 31%	64 37%	83 36%	39 31%	99 34%	107 34%	15 41%	83 32%	50 36%	41 37%	93 32%	29 44%
Somewhat interested	141 39%	56 42%	85 38%	45 40%	96 39%	74 40%	67 39%	93 40%	48 38%	111 39%	126 39%	14 38%	105 40%	55 40%	39 35%	121 41%	20 30%
Somewhat uninterested	53 15%	23 17%	30 13%	17 15%	36 15%	25 13%	28 16%	33 14%	20 16%	46 16%	50 16%	3 8%	42 16%	20 14%	20 18%	44 15%	9 14%
Very uninterested	42 12%	16 12%	26 12%	15 13%	27 11%	29 16%	13 8%	23 10%	19 15%	32 11%	36 11%	5 14%	30 12%	14 10%	11 10%	34 12%	8 12%

INTERESTED (NET)	263 73%	94 71%	169 75%	80 71%	183 74%	132 71%	131 76%	176 76%	87 69%	210 73%	233 73%	29 78%	188 72%	105 76%	80 72%	214 73%	49 74%
UNINTERESTED (NET)	95 27%	39 29%	56 25%	32 29%	63 26%	54 29%	41 24%	56 24%	39 31%	78 27%	86 27%	8 22%	72 28%	34 24%	31 28%	78 27%	17 26%

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 - U.S.
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 \$50,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)										
Total	358 100%	134 100%	224 100%	241 100%	117 100%	103 100%	255 100%	77 100%	128 100%	77 100%	76 100%	252 100%	106 100%
Very interested	122 34%	46 34%	76 34%	92 38%	30 26%	36 35%	86 34%	25 32%	49 38%	23 30%	25 33%	86 34%	36 34%
Somewhat interested	141 39%	55 41%	86 38%	90 37%	51 44%	36 35%	105 41%	32 42%	49 38%	35 45%	25 33%	96 38%	45 42%
Somewhat uninterested	53 15%	17 13%	36 16%	34 14%	19 16%	15 15%	38 15%	10 13%	19 15%	13 17%	11 14%	36 14%	17 16%
Very uninterested	42 12%	16 12%	26 12%	25 10%	17 15%	16 16%	26 10%	10 13%	11 9%	6 8%	15 20%	34 13%	8 8%

INTERESTED (NET)	263 73%	101 75%	162 72%	182 76%	81 69%	72 70%	191 75%	57 74%	98 77%	58 75%	50 66%	182 72%	81 76%
UNINTERESTED (NET)	95 27%	33 25%	62 28%	59 24%	36 31%	31 30%	64 25%	20 26%	30 23%	19 25%	26 34%	70 28%	25 24%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Very likely	204 41%	79 41%	125 40%	61 42%	143 40%	99 38%	105 44%	145 44%	59 35%	175 43%	186 41%	17 36%	152 42%	93 49%	73 48%	168 40%	36 45%
Somewhat likely	229 46%	85 45%	144 47%	69 47%	160 45%	131 50%	98 41%	143 43%	86 51%	180 44%	204 45%	23 49%	168 46%	78 41%	59 39%	198 47%	31 39%
Somewhat unlikely	53 11%	24 13%	29 9%	13 9%	40 11%	26 10%	27 11%	35 11%	18 11%	41 10%	46 10%	6 13%	33 9%	17 9%	19 13%	44 10%	9 11%
Very unlikely	14 3% 0	3 2%	11 4%	3 2%	11 3%	7 3%	7 3%	10 3%	4 2%	10 2%	13 3%	1 2%	12 3%	2 1%	1 1%	10 2%	4 5%

LIKELY (NET)	433 87%	164 86%	269 87%	130 89%	303 86%	230 87%	203 86%	288 86%	145 87%	355 87%	390 87%	40 85%	320 88%	171 90%	132 87%	366 87%	67 84%
UNLIKELY (NET)	67 13%	27 14%	40 13%	16 11%	51 14%	33 13%	34 14%	45 14%	22 13%	51 13%	59 13%	7 15%	45 12%	19 10%	20 13%	54 13%	13 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 - U.S.
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 \$50,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE										
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
Very likely	204 41%	80 38%	124 42%	141 43%	63 36%	59 40%	145 41%	35 37%	84 42%	43 39%	42 43%	137 40%	67 42%
Somewhat likely	229 46%	101 49%	128 44%	151 46%	78 45%	65 45%	164 46%	43 45%	95 48%	47 43%	44 45%	154 45%	75 47%
Somewhat unlikely	53 11%	18 9%	35 12%	27 8%	26 15%	18 12%	35 10%	13 14%	16 8%	15 14%	9 9%	39 12%	14 9%
Very unlikely	14 3%	9 4%	5 2%	8 2%	6 3%	4 3%	10 3%	4 4%	4 2%	4 4%	2 2%	9 3%	5 3%

LIKELY (NET)	433 87%	181 87%	252 86%	292 89%	141 82%	124 85%	309 87%	78 82%	179 90%	90 83%	86 89%	291 86%	142 88%
UNLIKELY (NET)	67 13%	27 13%	40 14%	35 11%	32 18%	22 15%	45 13%	17 18%	20 10%	19 17%	11 11%	48 14%	19 12%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Purchased older versions	258 52% B	74 39%	184 60% BA	81 55%	177 50%	127 48%	131 55%	179 54%	79 47%	219 54%	238 53%	20 43%	204 56%	102 54%	91 60%	215 51%	43 54%
Got a job	254 51%	91 48%	163 53%	72 49%	182 51%	134 51%	120 51%	177 53%	77 46%	210 52%	233 52%	20 43%	193 53%	94 49%	83 55%	210 50%	44 55%
Shared materials with a classmate	238 48%	85 45%	153 50%	74 51%	164 46%	121 46%	117 49%	166 50%	72 43%	204 50%	219 49%	19 40%	189 52%	99 52%	91 60% A	194 46%	44 55%
Used financial aid money to pay for them	222 44% I	77 40%	145 47%	61 42%	161 45%	109 41%	113 48%	163 49%	59 35% I	187 46%	204 45%	15 32%	179 49%	91 48%	70 46%	187 45%	35 44%
Used library copies of materials	175 35%	62 32%	113 37%	44 30%	131 37%	90 34%	85 36%	110 33%	65 39%	148 36%	161 36%	14 30%	130 36%	84 44% A	64 42%	149 35%	26 33%
None of these	28 6%	17 9% C	11 4%	6 4%	22 6%	16 6%	12 5%	19 6%	9 5%	18 4%	21 5%	6 13%	18 5%	7 4%	4 3%	24 6%	4 5%

ANY (NET)	472 94%	174 91%	298 96% B	140 96%	332 94%	247 94%	225 95%	314 94%	158 95%	388 96%	428 95%	41 87%	347 95%	183 96%	148 97%	396 94%	76 95%

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 - U.S.
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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
Purchased older versions	258 52% M	94 45% M	164 56% B	173 53% B	85 49% B	77 53% B	181 51% B	59 62% I	91 46% I	54 50% I	54 56% I	199 59% MA	59 37% MA
Got a job	254 51% E	105 50% E	149 51% E	197 60% EA	57 33% EA	75 51% EA	179 51% EA	43 45% EA	98 49% EA	53 49% EA	60 62% HIA	177 52% HIA	77 48% HIA
Shared materials with a classmate	238 48%	95 46%	143 49%	159 49%	79 46%	68 47%	170 48%	46 48%	83 42%	48 44%	61 63% HIJA	171 50%	67 42%
Used financial aid money to pay for them	222 44% HEC	115 55% CA	107 37% CA	169 52% EA	53 31% EA	59 40% EA	163 46% EA	32 34% EA	97 49% H	53 49% H	40 41% H	134 40% LA	88 55% LA
Used library copies of materials	175 35%	71 34%	104 36%	119 36%	56 32%	52 36%	123 35%	44 46% IJA	58 29% IJA	34 31% IJA	39 40% IJA	119 35% IJA	56 35% IJA
None of these	28 6%	12 6%	16 5%	10 3% D	18 10% D	10 7% D	18 5% D	5 5% D	9 5% D	9 8% D	5 5% D	17 5% D	11 7% D

ANY (NET)	472 94%	196 94%	276 95%	317 97% E	155 90% E	136 93% E	336 95% E	90 95% E	190 95% E	100 92% E	92 95% E	322 95% E	150 93% E

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Ability to take quizzes on information learned during study sessions	329 66% LB	107 56%	222 72% B	99 68%	230 65%	168 64%	161 68%	223 67%	106 63%	281 69% L	308 69% L	19 40%	259 71%	146 77% A	110 72%	282 67%	47 59%
Ability to keep track of what information has been learned during study sessions	314 63%	120 63%	194 63%	92 63%	222 63%	166 63%	148 62%	221 66% I	93 56%	268 66% L	289 64% L	23 49%	251 69%	122 64%	96 63%	264 63%	50 63%
Ability to take notes and highlight content in a digital textbook	286 57% L	102 53%	184 60%	89 61%	197 56%	147 56%	139 59%	194 58%	92 55%	245 60% L	271 60% L	13 28%	229 63%	128 67% A	106 70% A	239 57%	47 59%
Ability to set study goals and track my learning progress	254 51%	91 48%	163 53%	74 51%	180 51%	134 51%	120 51%	181 54% I	73 44%	212 52%	230 51%	22 47%	195 53%	115 61% A	86 57%	209 50%	45 56%
None of these	33 7% O	18 9%	15 5%	6 4%	27 8%	15 6%	18 8%	20 6%	13 8%	20 5%	22 5%	9 19% KJA	17 5%	9 5%	4 3%	28 7%	5 6%

ANY (NET)	467 93% L	173 91%	294 95%	140 96%	327 92%	248 94%	219 92%	313 94%	154 92%	386 95% L	427 95% L	38 81%	348 95%	181 95%	148 97% A	392 93%	75 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 - U.S.
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 \$50,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)										
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
Ability to take quizzes on information learned during study sessions	329 66%	129 62%	200 68%	221 68%	108 62%	106 73%	223 63%	66 69%	123 62%	72 66%	68 70%	233 69%	96 60%
Ability to keep track of what information has been learned during study sessions	314 63%	131 63%	183 63%	210 64%	104 60%	90 62%	224 63%	58 61%	128 64%	66 61%	62 64%	213 63%	101 63%
Ability to take notes and highlight content in a digital textbook	286 57%	117 56%	169 58%	187 57%	99 57%	77 53%	209 59%	54 57%	106 53%	57 52%	69 71%	195 58%	91 57%
Ability to set study goals and track my learning progress	254 51%	114 55%	140 48%	182 56%	72 42%	75 51%	179 51%	45 47%	102 51%	52 48%	55 57%	172 51%	82 51%
None of these	33 7%	13 6%	20 7%	17 5%	16 9%	11 8%	22 6%	7 7%	14 7%	9 8%	3 3%	23 7%	10 6%

ANY (NET)	467 93%	195 94%	272 93%	310 95%	157 91%	135 92%	332 94%	88 93%	185 93%	100 92%	94 97%	316 93%	151 94%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Agree strongly	218 44%	87 46%	131 42%	54 37%	164 46%	107 41%	111 47%	157 47%	61 37%	189 47%	200 45%	16 34%	159 44%	97 51%	80 53%	182 43%	36 45%
								I									
Agree somewhat	210 42%	80 42%	130 42%	69 47%	141 40%	114 43%	96 41%	131 39%	79 47%	168 41%	188 42%	22 47%	156 43%	72 38%	56 37%	181 43%	29 36%
Disagree somewhat	59 12%	19 10%	40 13%	20 14%	39 11%	34 13%	25 11%	36 11%	23 14%	40 10%	49 11%	9 19%	41 11%	18 9%	14 9%	49 12%	10 13%
Disagree strongly	13 3%	5 3%	8 3%	3 2%	10 3%	8 3%	5 2%	9 3%	4 2%	9 2%	12 3%	-	9 2%	3 2%	2 1%	8 2%	5 6%

AGREE (NET)	428 86%	167 87%	261 84%	123 84%	305 86%	221 84%	207 87%	288 86%	140 84%	357 88%	388 86%	38 81%	315 86%	169 89%	136 89%	363 86%	65 81%
DISAGREE (NET)	72 14%	24 13%	48 16%	23 16%	49 14%	42 16%	30 13%	45 14%	27 16%	49 12%	61 14%	9 19%	50 14%	21 11%	16 11%	57 14%	15 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 - U.S.
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 \$50,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE										
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
Agree strongly	218 44%	93 45%	125 43%	155 47% E	63 36%	62 42%	156 44%	41 43%	89 45%	45 41%	43 44%	151 45%	67 42%
Agree somewhat	210 42%	92 44%	118 40%	127 39%	83 48% D	59 40%	151 43%	44 46%	83 42%	42 39%	41 42%	136 40%	74 46%
Disagree somewhat	59 12%	18 9%	41 14%	38 12%	21 12%	21 14%	38 11%	10 11%	20 10%	18 17%	11 11%	43 13%	16 10%
Disagree strongly	13 3%	5 2%	8 3%	7 2%	6 3%	4 3%	9 3%	- 4%	7 4%	4 4%	2 2%	9 3%	4 2%

AGREE (NET)	428 86%	185 89%	243 83%	282 86%	146 84%	121 83%	307 87%	85 89%	172 86%	87 80%	84 87%	287 85%	141 88%
DISAGREE (NET)	72 14%	23 11%	49 17%	45 14%	27 16%	25 17%	47 13%	10 11%	27 14%	22 20%	13 13%	52 15%	20 12%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Agree strongly	187 37%	75 39%	112 36%	43 29%	144 41% D	96 37%	91 38%	132 40%	55 33%	161 40%	170 38%	15 32%	140 38%	66 35%	59 39%	150 36%	37 46%
Agree somewhat	205 41%	78 41%	127 41%	61 42%	144 41%	103 39%	102 43%	131 39%	74 44%	166 41%	189 42%	16 34%	152 42%	82 43%	70 46%	180 43% Q	25 31%
Disagree somewhat	91 18%	30 16%	61 20%	36 25%	55 16% E	53 20%	38 16%	57 17%	34 20%	66 16%	75 17%	14 30%	60 16%	35 18%	21 14%	80 19%	11 14%
Disagree strongly	17 3%	8 4%	9 3%	6 4%	11 3%	11 4%	6 3%	13 4%	4 2%	13 3%	15 3%	2 4%	13 4%	7 4%	2 1%	10 2%	7 9% P

AGREE (NET)	392 78%	153 80%	239 77%	104 71%	288 81% D	199 76%	193 81%	263 79%	129 77%	327 81% L	359 80%	31 66%	292 80%	148 78%	129 85%	330 79%	62 78%
DISAGREE (NET)	108 22%	38 20%	70 23%	42 29%	66 19% E	64 24%	44 19%	70 21%	38 23%	79 19%	90 20%	16 34% J	73 20%	42 22%	23 15%	90 21%	18 23%

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 - U.S.
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 \$50,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)										
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
Agree strongly	187 37% E	79 38%	108 37%	139 43% E	48 28%	61 42%	126 36%	35 37%	68 34%	46 42%	38 39%	132 39%	55 34%
Agree somewhat	205 41%	89 43%	116 40%	125 38%	80 46%	53 36%	152 43%	37 39%	90 45%	41 38%	37 38%	136 40%	69 43%
Disagree somewhat	91 18%	32 15%	59 20%	55 17%	36 21%	28 19%	63 18%	20 21%	31 16%	21 19%	19 20%	61 18%	30 19%
Disagree strongly	17 3% J	8 4%	9 3%	8 2%	9 5%	4 3%	13 4%	3 3%	10 5%	1 1%	3 3%	10 3%	7 4%

AGREE (NET)	392 78%	168 81%	224 77%	264 81%	128 74%	114 78%	278 79%	72 76%	158 79%	87 80%	75 77%	268 79%	124 77%
DISAGREE (NET)	108 22%	40 19%	68 23%	63 19%	45 26%	32 22%	76 21%	23 24%	41 21%	22 20%	22 23%	71 21%	37 23%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Yes, more than one	130 26% L	38 20%	92 30% B	39 27%	91 26%	68 26%	62 26%	86 26%	44 26%	110 27% L	122 27% L	7 15%	95 26%	58 31%	50 33%	102 24%	28 35%
Yes, one	134 27% Q	60 31%	74 24%	42 29%	92 26%	71 27%	63 27%	84 25%	50 30%	108 27%	122 27%	11 23%	91 25%	56 29%	40 26%	120 29% Q	14 18%
No, none	236 47%	93 49%	143 46%	65 45%	171 48%	124 47%	112 47%	163 49%	73 44%	188 46%	205 46%	29 62% KJ	179 49%	76 40%	62 41%	198 47%	38 48%

YES (NET)	264 53%	98 51%	166 54%	81 55%	183 52%	139 53%	125 53%	170 51%	94 56%	218 54% L	244 54% L	18 38%	186 51%	114 60%	90 59%	222 53%	42 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 - U.S.
 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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
Yes, more than one	130 26%	65 31% C	65 22%	94 29% E	36 21%	43 29%	87 25%	25 26%	48 24%	27 25%	30 31%	89 26%	41 25%
Yes, one	134 27%	59 28%	75 26%	89 27%	45 26%	35 24%	99 28%	27 28%	53 27%	25 23%	29 30%	89 26%	45 28%
No, none	236 47%	84 40%	152 52% B	144 44%	92 53%	68 47%	168 47%	43 45%	98 49%	57 52%	38 39%	161 47%	75 47%

YES (NET)	264 53%	124 60% C	140 48%	183 56%	81 47%	78 53%	186 53%	52 55%	101 51%	52 48%	59 61%	178 53%	86 53%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
 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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Agree strongly	144 29% D	60 31%	84 27%	29 20%	115 32% D	67 25%	77 32%	105 32% I	39 23%	115 28%	127 28%	15 32%	103 28%	61 32%	49 32%	122 29%	22 28%
Agree somewhat	196 39% L	74 39%	122 39%	65 45%	131 37%	111 42%	85 36%	123 37%	73 44%	164 40% L	183 41% L	12 26%	142 39%	76 40%	60 39%	163 39%	33 41%
Disagree somewhat	123 25%	43 23%	80 26%	41 28%	82 23%	65 25%	58 24%	81 24%	42 25%	97 24%	107 24%	16 34%	91 25%	42 22%	36 24%	107 25%	16 20%
Disagree strongly	37 7%	14 7%	23 7%	11 8%	26 7%	20 8%	17 7%	24 7%	13 8%	30 7%	32 7%	4 9%	29 8%	11 6%	7 5%	28 7%	9 11%

AGREE (NET)	340 68%	134 70%	206 67%	94 64%	246 69%	178 68%	162 68%	228 68%	112 67%	279 69%	310 69%	27 57%	245 67%	137 72%	109 72%	285 68%	55 69%
DISAGREE (NET)	160 32%	57 30%	103 33%	52 36%	108 31%	85 32%	75 32%	105 32%	55 33%	127 31%	139 31%	20 43%	120 33%	53 28%	43 28%	135 32%	25 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 - U.S.
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 \$50,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE	
		\$50,000	OR MORE											(A)
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%	
Agree strongly	144 29% E	74 36% C	70 24%	110 34% E	34 20%	43 29%	101 29%	19 20%	66 33% H	30 28%	29 30%	89 26%	55 34%	
Agree somewhat	196 39%	82 39%	114 39%	125 38%	71 41%	49 34%	147 42%	39 41%	70 35%	45 41%	42 43%	124 37%	72 45%	
Disagree somewhat	123 25%	41 20%	82 28% B	76 23%	47 27%	40 27%	83 23%	30 32%	47 24%	26 24%	20 21%	94 28% M	29 18%	
Disagree strongly	37 7% M	11 5%	26 9%	16 5%	21 12% D	14 10%	23 6%	7 7%	16 8%	8 7%	6 6%	32 9% M	5 3%	

AGREE (NET)	340 68%	156 75% C	184 63%	235 72% E	105 61%	92 63%	248 70%	58 61%	136 68%	75 69%	71 73%	213 63%	127 79% LA	
DISAGREE (NET)	160 32% M	52 25%	108 37% B	92 28%	68 39% D	54 37%	106 30%	37 39%	63 32%	34 31%	26 27%	126 37% M	34 21%	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
1 source	54 11% N	25 13%	29 9%	15 10%	39 11%	34 13%	20 8%	33 10%	21 13%	37 9%	42 9%	11 23% KJA	36 10%	11 6%	10 7%	49 12%	5 6%
2 sources	97 19% N	35 18%	62 20%	27 18%	70 20%	54 21%	43 18%	67 20%	30 18%	75 18%	83 18%	12 26%	69 19%	25 13%	23 15%	84 20%	13 16%
3 sources	164 33%	70 37%	94 30%	56 38%	108 31%	78 30%	86 36%	107 32%	57 34%	135 33%	151 34%	13 28%	123 34%	64 34%	49 32%	139 33%	25 31%
More than 3 sources	185 37% L	61 32%	124 40%	48 33%	137 39%	97 37%	88 37%	126 38%	59 35%	159 39% L	173 39% L	11 23%	137 38%	90 47% A	70 46% A	148 35%	37 46%

AVERAGE	3.55 L	3.34	3.68	3.46	3.58	3.44	3.66	3.56	3.52	3.62 L	3.63 L	2.72	3.57	3.98 A	3.94	3.46	4.00

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 - U.S.
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 \$50,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE										
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
1 source	54 11%	25 12%	29 10%	28 9%	26 15%	16 11%	38 11%	7 7%	25 13%	13 12%	9 9%	38 11%	16 10%
					D								
2 sources	97 19% F	51 25% C	46 16%	63 19%	34 20%	15 10%	82 23% F	18 19%	35 18%	27 25%	17 18%	64 19%	33 20%
3 sources	164 33%	55 26%	109 37% B	105 32%	59 34%	53 36%	111 31%	33 35%	68 34%	31 28%	32 33%	119 35%	45 28%
More than 3 sources	185 37%	77 37%	108 37%	131 40% E	54 31%	62 42%	123 35%	37 39%	71 36%	38 35%	39 40%	118 35%	67 42%

AVERAGE	3.55	3.50	3.58	3.64	3.36	3.69	3.49	3.59	3.64	3.28	3.61	3.39	3.88 L

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Completely satisfied	99 20%	44 23%	55 18%	22 15%	77 22%	52 20%	47 20%	66 20%	33 20%	83 20%	88 20%	9 19%	72 20%	40 21%	26 17%	99 24%	-
Somewhat satisfied	321 64%	113 59%	208 67%	98 67%	223 63%	170 65%	151 64%	211 63%	110 66%	260 64%	291 65%	30 64%	236 65%	121 64%	98 64%	321 76% A	-
Not very satisfied	69 14%	29 15%	40 13%	24 16%	45 13%	36 14%	33 14%	49 15%	20 12%	56 14%	62 14%	6 13%	53 15%	25 13%	22 14%	-	69 86% A
Not at all satisfied	11 2%	5 3%	6 2%	2 1%	9 3%	5 2%	6 3%	7 2%	4 2%	7 2%	8 2%	2 4%	4 1%	4 2%	6 4%	-	11 14% A

SATISFIED (NET)	420 84%	157 82%	263 85%	120 82%	300 85%	222 84%	198 84%	277 83%	143 86%	343 84%	379 84%	39 83%	308 84%	161 85%	124 82%	420 100% A	-
DISSATISFIED (NET)	80 16%	34 18%	46 15%	26 18%	54 15%	41 16%	39 16%	56 17%	24 14%	63 16%	70 16%	8 17%	57 16%	29 15%	28 18%	-	80 100% 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 - U.S.
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 \$50,000		STUDENT	OTHER	DORM	APARTMENT		NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE				OR OTHER							
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)		
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%	
Completely satisfied	99 20%	45 22%	54 18%	63 19%	36 21%	33 23%	66 19%	18 19%	48 24%	18 17%	15 15%	58 17%	41 25% L	
Somewhat satisfied	321 64%	140 67%	181 62%	209 64%	112 65%	93 64%	228 64%	62 65%	127 64%	73 67%	59 61%	223 66%	98 61%	
Not very satisfied	69 14%	19 9%	50 17%	48 15%	21 12%	20 14%	49 14%	12 13%	22 11%	14 13%	21 22%	49 14%	20 12%	
Not at all satisfied	11 2%	4 2%	7 2%	7 2%	4 2%	-	11 3%	3 3%	2 1%	4 4%	2 2%	9 3%	2 1%	

SATISFIED (NET)	420 84%	185 89%	235 80%	272 83%	148 86%	126 86%	294 83%	80 84%	175 88%	91 83%	74 76%	281 83%	139 86%	
DISSATISFIED (NET)	80 16%	23 11%	57 20%	55 17%	25 14%	20 14%	60 17%	15 16%	24 12%	18 17%	23 24%	58 17%	22 14%	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Agree strongly	110 22%	50 26%	60 19%	24 16%	86 24% D	61 23%	49 21%	77 23%	33 20%	91 22%	101 22%	9 19%	81 22%	50 26%	40 26%	92 22%	18 23%
Agree somewhat	224 45%	79 41%	145 47%	72 49%	152 43%	121 46%	103 43%	142 43%	82 49%	186 46%	208 46%	16 34%	165 45%	92 48%	73 48%	184 44%	40 50%
Disagree somewhat	145 29%	54 28%	91 29%	45 31%	100 28%	71 27%	74 31%	99 30%	46 28%	113 28%	124 28%	19 40%	106 29%	45 24%	36 24%	127 30%	18 23%
Disagree strongly	21 4% N	8 4%	13 4%	5 3%	16 5%	10 4%	11 5%	15 5%	6 4%	16 4%	16 4%	3 6%	13 4%	3 2%	3 2%	17 4%	4 5%

AGREE (NET)	334 67%	129 68%	205 66%	96 66%	238 67%	182 69%	152 64%	219 66%	115 69%	277 68% L	309 69% L	25 53%	246 67%	142 75% A	113 74%	276 66%	58 73%
DISAGREE (NET)	166 33% N	62 32%	104 34%	50 34%	116 33%	81 31%	85 36%	114 34%	52 31%	129 32%	140 31%	22 47% KJ	119 33%	48 25%	39 26%	144 34%	22 28%

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 - U.S.
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 \$50,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)										
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
Agree strongly	110 22%	49 24%	61 21%	80 24%	30 17%	35 24%	75 21%	23 24%	42 21%	22 20%	23 24%	73 22%	37 23%
Agree somewhat	224 45%	102 49%	122 42%	149 46%	75 43%	63 43%	161 45%	46 48%	93 47%	41 38%	44 45%	145 43%	79 49%
Disagree somewhat	145 29%	51 25%	94 32%	87 27%	58 34%	43 29%	102 29%	23 24%	54 27%	40 37%	28 29%	104 31%	41 25%
Disagree strongly	21 4%	6 3%	15 5%	11 3%	10 6%	5 3%	16 5%	3 3%	10 5%	6 6%	2 2%	17 5%	4 2%

AGREE (NET)	334 67%	151 73%	183 63%	229 70%	105 61%	98 67%	236 67%	69 73%	135 68%	63 58%	67 69%	218 64%	116 72%
		C		E				J					
DISAGREE (NET)	166 33%	57 27%	109 37%	98 30%	68 39%	48 33%	118 33%	26 27%	64 32%	46 42%	30 31%	121 36%	45 28%
			B	D				H					

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
1-2 classes	156 31%	56 29%	100 32%	50 34%	106 30%	87 33%	69 29%	156 47% A	-	127 31%	135 30%	21 45%	115 32%	50 26%	42 28%	126 30%	30 38%
3-4 classes	92 18% FD	29 15%	63 20%	12 8%	80 23% D	34 13%	58 24% F	92 28% A	-	79 19%	87 19%	5 11%	73 20%	37 19%	34 22%	77 18%	15 19%
5 classes or more	85 17% D	27 14%	58 19%	9 6%	76 21% D	32 12%	53 22% F	85 26% A	-	76 19% L	80 18% L	4 9%	63 17%	46 24% A	34 22%	74 18%	11 14%
I've never taken an online class in college	167 33% GE	79 41% C	88 28%	75 51% EA	92 26%	110 42% GA	57 24%	-	167 100% A	124 31%	147 33%	17 36%	114 31%	57 30%	42 28%	143 34%	24 30%

ANY (NET)	333 67% FD	112 59%	221 72% B	71 49%	262 74% DA	153 58%	180 76% FA	333 100% A	-	282 69%	302 67%	30 64%	251 69%	133 70%	110 72%	277 66%	56 70%
AVERAGE (INCLUDING 0)	2.70 LID	2.64	2.73	1.27	3.28 D	2.29	3.14 F	4.05 IA	0.00	2.77 L	2.76 L	1.64	2.64	3.24	3.02	2.67	2.81
AVERAGE (EXCLUDING 0)	4.05 LD	4.51	3.81	2.62	4.44 D	3.94	4.14	4.05	-	3.99 L	4.10 L	2.57	3.84	4.63	4.17	4.05	4.02

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 - U.S.
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 \$50,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)										
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
1-2 classes	156 31%	56 27%	100 34%	103 31%	53 31%	51 35%	105 30%	27 28%	68 34%	34 31%	27 28%	115 34%	41 25%
3-4 classes	92 18% HF	44 21%	48 16%	62 19%	30 17%	12 8%	80 23% F	10 11%	43 22% H	23 21% H	16 16%	68 20%	24 15%
5 classes or more	85 17% HF	48 23% C	37 13%	64 20% E	21 12%	14 10%	71 20% F	7 7%	39 20% H	17 16%	22 23% H	48 14%	37 23% L
I've never taken an online class in college	167 33% I	60 29%	107 37%	98 30%	69 40% D	69 47% GA	98 28%	51 54% IJK	49 25%	35 32%	32 33%	108 32%	59 37%

ANY (NET)	333 67% HF	148 71%	185 63%	229 70% E	104 60%	77 53%	256 72% F	44 46%	150 75% HA	74 68% H	65 67% H	231 68%	102 63%
AVERAGE (INCLUDING 0)	2.70 F	3.47 C	2.14	2.74	2.61	1.69	3.11 F	1.75	3.03 HJ	2.15	3.57 H	2.35	3.42
AVERAGE (EXCLUDING 0)	4.05 J	4.88 C	3.38	3.91	4.35	3.21	4.30	3.77	4.01	3.16	5.32 J	3.45	5.39 L

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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	333 100%	112 100%	221 100%	71 100%	262 100%	153 100%	180 100%	333 100%	-	282 100%	302 100%	30 100%	251 100%	133 100%	110 100%	277 100%	56 100%
Online courses	174 52% D	52 46%	122 55%	28 39%	146 56% D	80 52%	94 52%	174 52%	-	152 54%	160 53%	13 43%	131 52%	72 54%	65 59%	143 52%	31 55%
In-person courses	159 48%	60 54%	99 45%	43 61% EA	116 44%	73 48%	86 48%	159 48%	-	130 46%	142 47%	17 57%	120 48%	61 46%	45 41%	134 48%	25 45%

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 - U.S.
 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 \$50,000		STUDENT	OTHER	DORM	APARTMENT		NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE				OR OTHER	OR OTHER						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)		
Total	333 100%	148 100%	185 100%	229 100%	104 100%	77 100%	256 100%	44 100%	150 100%	74 100%	65 100%	231 100%	102 100%	
Online courses	174 52%	84 57%	90 49%	118 52%	56 54%	37 48%	137 54%	20 45%	81 54%	32 43%	41 63%	113 49%	61 60%	
In-person courses	159 48%	64 43%	95 51%	111 48%	48 46%	40 52%	119 46%	24 55%	69 46%	42 57%	24 37%	118 51%	41 40%	

J

K

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
 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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
They are more convenient	152 30%	54 28%	98 32%	41 28%	111 31%	84 32%	68 29%	101 30%	51 31%	131 32%	143 32%	9 19%	121 33%	71 37%	40 26%	128 30%	24 30%
They are more affordable	142 28%	53 28%	89 29%	45 31%	97 27%	69 26%	73 31%	97 29%	45 27%	118 29%	132 29%	9 19%	103 28%	47 25%	51 34%	122 29%	20 25%
They are more interactive	108 22%	35 18%	73 24%	38 26%	70 20%	61 23%	47 20%	75 23%	33 20%	92 23%	99 22%	9 19%	81 22%	43 23%	39 26%	88 21%	20 25%
They make lessons easier to remember and understand	47 9%	31 16%	16 5%	11 8%	36 10%	21 8%	26 11%	30 9%	17 10%	42 10%	44 10%	2 4%	33 9%	22 12%	16 11%	40 10%	7 9%
Other	3 1%	1 1%	2 1%	1 1%	2 1%	2 1%	1 *	1 *	2 1%	2 *	2 *	1 2%	2 1%	-	1 1%	2 *	1 1%
I've never used an interactive textbook	48 10%	17 9%	31 10%	10 7%	38 11%	26 10%	22 9%	29 9%	19 11%	21 5%	29 6%	17 36%	25 7%	7 4%	5 3%	40 10%	8 10%

EVER USED (NET)	452 90%	174 91%	278 90%	136 93%	316 89%	237 90%	215 91%	304 91%	148 89%	385 95%	420 94%	30 64%	340 93%	183 96%	147 97%	380 90%	72 90%

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 - U.S.
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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		OR OTHER	OR OTHER										
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
They are more convenient	152 30%	66 32%	86 29%	98 30%	54 31%	39 27%	113 32%	32 34%	62 31%	30 28%	28 29%	95 28%	57 35%
They are more affordable	142 28%	61 29%	81 28%	97 30%	45 26%	42 29%	100 28%	20 21%	58 29%	35 32%	29 30%	104 31%	38 24%
They are more interactive	108 22%	33 16%	75 26%	70 21%	38 22%	33 23%	75 21%	20 21%	45 23%	22 20%	21 22%	80 24%	28 17%
They make lessons easier to remember and understand	47 9%	25 12%	22 8%	31 9%	16 9%	18 12%	29 8%	12 13%	16 8%	9 8%	10 10%	28 8%	19 12%
Other	3 1%	2 1%	1 *	2 1%	1 1%	-	3 1%	-	1 1%	2 2%	-	1 *	2 1%
I've never used an interactive textbook	48 10%	21 10%	27 9%	29 9%	19 11%	14 10%	34 10%	11 12%	17 9%	11 10%	9 9%	31 9%	17 11%

EVER USED (NET)	452 90%	187 90%	265 91%	298 91%	154 89%	132 90%	320 90%	84 88%	182 91%	98 90%	88 91%	308 91%	144 89%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Very significant	204 41%	65 34%	139 45% B	57 39%	147 42%	110 42%	94 40%	142 43%	62 37%	166 41%	184 41%	19 40%	154 42%	85 45%	61 40%	166 40%	38 48%
Somewhat significant	233 47%	94 49%	139 45%	75 51%	158 45%	113 43%	120 51%	153 46%	80 48%	191 47%	209 47%	22 47%	170 47%	88 46%	70 46%	201 48%	32 40%
Somewhat insignificant	51 10%	26 14%	25 8%	12 8%	39 11%	31 12%	20 8%	32 10%	19 11%	38 9%	45 10%	6 13%	32 9%	13 7%	19 13%	43 10%	8 10%
Very insignificant	12 2%	6 3%	6 2%	2 1%	10 3%	9 3%	3 1%	6 2%	6 4%	11 3%	11 2%	-	9 2%	4 2%	2 1%	10 2%	2 3%

SIGNIFICANT (NET)	437 87%	159 83%	278 90% B	132 90%	305 86%	223 85%	214 90%	295 89%	142 85%	357 88%	393 88%	41 87%	324 89%	173 91%	131 86%	367 87%	70 88%
INSIGNIFICANT (NET)	63 13%	32 17% C	31 10%	14 10%	49 14%	40 15%	23 10%	38 11%	25 15%	49 12%	56 12%	6 13%	41 11%	17 9%	21 14%	53 13%	10 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 - U.S.
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 \$50,000		STUDENT	OTHER	DORM	APARTMENT		NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE				OR OTHER							
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)		
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%	
Very significant	204 41%	82 39%	122 42%	128 39%	76 44%	63 43%	141 40%	35 37%	80 40%	49 45%	40 41%	136 40%	68 42%	
Somewhat significant	233 47%	103 50%	130 45%	161 49%	72 42%	68 47%	165 47%	48 51%	96 48%	45 41%	44 45%	160 47%	73 45%	
Somewhat insignificant	51 10%	21 10%	30 10%	31 9%	20 12%	12 8%	39 11%	10 11%	20 10%	10 9%	11 11%	35 10%	16 10%	
Very insignificant	12 2%	2 1%	10 3%	7 2%	5 3%	3 2%	9 3%	2 2%	3 2%	5 5%	2 2%	8 2%	4 2%	

SIGNIFICANT (NET)	437 87%	185 89%	252 86%	289 88%	148 86%	131 90%	306 86%	83 87%	176 88%	94 86%	84 87%	296 87%	141 88%	
INSIGNIFICANT (NET)	63 13%	23 11%	40 14%	38 12%	25 14%	15 10%	48 14%	12 13%	23 12%	15 14%	13 13%	43 13%	20 12%	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Less than a minute	113 23% D	45 24%	68 22%	22 15%	91 26% D	60 23%	53 22%	59 18%	54 32% HA	84 21%	101 22%	8 17%	69 19%	50 26%	28 18%	94 22%	19 24%
1-10 minutes	151 30%	59 31%	92 30%	40 27%	111 31%	72 27%	79 33%	104 31%	47 28%	123 30%	134 30%	17 36%	106 29%	53 28%	52 34%	128 30%	23 29%
11-30 minutes	50 10%	16 8%	34 11%	19 13%	31 9%	27 10%	23 10%	40 12%	10 6% I	42 10%	45 10%	5 11%	39 11%	20 11%	14 9%	42 10%	8 10%
31-60 minutes	78 16%	26 14%	52 17%	23 16%	55 16%	46 17%	32 14%	55 17%	23 14%	63 16%	72 16%	6 13%	65 18%	30 16%	23 15%	64 15%	14 18%
61-120 minutes	73 15%	33 17%	40 13%	28 19%	45 13%	39 15%	34 14%	52 16%	21 13%	64 16%	65 14%	8 17%	56 15%	28 15%	26 17%	63 15%	10 13%
More than 2 hours	35 7%	12 6%	23 7%	14 10%	21 6%	19 7%	16 7%	23 7%	12 7%	30 7%	32 7%	3 6%	30 8%	9 5%	9 6%	29 7%	6 8%

AVERAGE	45.21	46.74	44.26	56.39	40.59 E	47.18	43.01	48.00	39.65	47.02	45.32	47.98	49.95	40.66	46.16	44.32	49.88

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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
10 MINUTES OR LESS (NET)	264 53% D	104 54%	160 52%	62 42%	202 57% D	132 50%	132 56%	163 49%	101 60% H	207 51%	235 52%	25 53%	175 48%	103 54%	80 53%	222 53%	42 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 - U.S.
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 \$50,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE										
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
Less than a minute	113 23% LC	66 32% CA	47 16%	74 23%	39 23%	23 16%	90 25% F	16 17%	47 24%	30 28%	20 21%	57 17%	56 35% LA
1-10 minutes	151 30%	57 27%	94 32%	95 29%	56 32%	48 33%	103 29%	30 32%	62 31%	32 29%	27 28%	103 30%	48 30%
11-30 minutes	50 10%	20 10%	30 10%	38 12%	12 7%	17 12%	33 9%	6 6%	24 12%	9 8%	11 11%	40 12% M	10 6%
31-60 minutes	78 16%	31 15%	47 16%	53 16%	25 14%	22 15%	56 16%	18 19%	29 15%	15 14%	16 16%	55 16%	23 14%
61-120 minutes	73 15% M	20 10%	53 18% B	45 14%	28 16%	26 18%	47 13%	20 21% I	22 11%	16 15%	15 15%	59 17% M	14 9%
More than 2 hours	35 7%	14 7%	21 7%	22 7%	13 8%	10 7%	25 7%	5 5%	15 8%	7 6%	8 8%	25 7%	10 6%

AVERAGE	45.21	39.93	48.97	45.61	44.45	46.41	44.71	50.75	39.09	46.91	50.41	49.66 M	35.83

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
 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 \$50,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE										
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
10 MINUTES OR LESS (NET)	264 53%	123 59%	141 48%	169 52%	95 55%	71 49%	193 55%	46 48%	109 55%	62 57%	47 48%	160 47%	104 65%
		C											LA

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
 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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Smartphone	466 93% I	170 89%	296 96% B	137 94%	329 93%	241 92%	225 95%	322 97% IA	144 86%	383 94%	420 94%	46 98%	350 96%	180 95%	145 95%	393 94%	73 91%
Laptop	460 92%	169 88%	291 94% B	139 95%	321 91%	240 91%	220 93%	308 92%	152 91%	382 94%	419 93%	41 87%	347 95%	177 93%	143 94%	386 92%	74 93%
iPad/tablet	226 45% I	88 46%	138 45%	55 38%	171 48% D	112 43%	114 48%	166 50% I	60 36%	191 47%	207 46%	19 40%	165 45%	102 54% A	81 53%	194 46%	32 40%
eReader like a Kindle or Nook	94 19%	33 17%	61 20%	29 20%	65 18%	57 22%	37 16%	68 20% I	26 16%	84 21% L	89 20%	5 11%	67 18%	44 23%	42 28% A	84 20%	10 13%
None of these	4 1%	3 2%	1 *%	-	4 1%	2 1%	2 1%	1 *%	3 2%	-	-	-	-	-	-	2 *%	2 3%

ANY (NET)	496 99%	188 98%	308 100%	146 100% EA	350 99%	261 99%	235 99%	332 100%	164 98%	406 100% A	449 100% A	47 100% A	365 100% A	190 100% A	152 100% A	418 100%	78 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 - U.S.
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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
Smartphone	466 93%	186 89%	280 96%	312 95%	154 89%	139 95%	327 92%	88 93%	188 94%	100 92%	90 93%	322 95%	144 89%
			B	E								M	
Laptop	460 92%	181 87%	279 96%	301 92%	159 92%	138 95%	322 91%	88 93%	179 90%	102 94%	91 94%	322 95%	138 86%
	M		BA									M	
iPad/tablet	226 45%	92 44%	134 46%	150 46%	76 44%	63 43%	163 46%	43 45%	90 45%	43 39%	50 52%	155 46%	71 44%
eReader like a Kindle or Nook	94 19%	36 17%	58 20%	57 17%	37 21%	34 23%	60 17%	27 28%	34 17%	16 15%	17 18%	71 21%	23 14%
								IJ					
None of these	4 1%	3 1%	1 *%	2 1%	2 1%	2 1%	2 1%	-	1 1%	2 2%	1 1%	2 1%	2 1%

ANY (NET)	496 99%	205 99%	291 100%	325 99%	171 99%	144 99%	352 99%	95 100%	198 99%	107 98%	96 99%	337 99%	159 99%
								A					

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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	496 100%	188 100%	308 100%	146 100%	350 100%	261 100%	235 100%	332 100%	164 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	418 100%	78 100%
Yes, many times	229 46%	93 49%	136 44%	60 41%	169 48%	120 46%	109 46%	163 49%	66 40%	229 56%	229 51%	-	194 53%	111 58%	91 60%	197 47%	32 41%
Yes, a few times	177 36%	63 34%	114 37%	52 36%	125 36%	89 34%	88 37%	119 36%	58 35%	177 44%	177 39%	-	143 39%	63 33%	53 35%	146 35%	31 40%
Yes, once	43 9%	17 9%	26 8%	17 12%	26 7%	24 9%	19 8%	20 6%	23 14%	-	43 10%	-	28 8%	16 8%	8 5%	36 9%	7 9%
No, never	47 9%	15 8%	32 10%	17 12%	30 9%	28 11%	19 8%	30 9%	17 10%	-	-	47 100%	-	-	-	39 9%	8 10%

YES (NET)	449 91%	173 92%	276 90%	129 88%	320 91%	233 89%	216 92%	302 91%	147 90%	406 100%	449 100%	-	365 100%	190 100%	152 100%	379 91%	70 90%

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 - U.S.
 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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Total	496 100%	205 100%	291 100%	325 100%	171 100%	144 100%	352 100%	95 100%	198 100%	107 100%	96 100%	337 100%	159 100%
Yes, many times	229 46% E	99 48%	130 45%	167 51% E	62 36%	58 40%	171 49%	40 42%	87 44%	49 46%	53 55%	150 45%	79 50%
Yes, a few times	177 36%	71 35%	106 36%	101 31%	76 44% DA	61 42%	116 33%	35 37%	72 36%	41 38%	29 30%	129 38%	48 30%
Yes, once	43 9%	22 11%	21 7%	27 8%	16 9%	10 7%	33 9%	9 9%	17 9%	11 10%	6 6%	28 8%	15 9%
No, never	47 9%	13 6%	34 12% B	30 9%	17 10%	15 10%	32 9%	11 12%	22 11%	6 6%	8 8%	30 9%	17 11%

YES (NET)	449 91%	192 94% C	257 88%	295 91%	154 90%	129 90%	320 91%	84 88%	176 89%	101 94%	88 92%	307 91%	142 89%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
 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 - U.S.
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	449 100%	173 100%	276 100%	129 100%	320 100%	233 100%	216 100%	302 100%	147 100%	406 100%	449 100%	-	365 100%	190 100%	152 100%	379 100%	70 100%
Online, using a web browser	365 81% N	145 84%	220 80%	103 80%	262 82%	192 82%	173 80%	251 83%	114 78%	337 83%	365 81%	-	365 100% A	134 71%	115 76%	308 81%	57 81%
Online, using an app downloaded onto a device	190 42%	70 40%	120 43%	54 42%	136 43%	90 39%	100 46%	133 44%	57 39%	174 43%	190 42%	-	134 37%	190 100% A	87 57% A	161 42%	29 41%
Offline, using an app downloaded onto a device	152 34%	64 37%	88 32%	37 29%	115 36%	67 29%	85 39% F	110 36%	42 29%	144 35%	152 34%	-	115 32%	87 46% A	152 100% A	124 33%	28 40%
Other	9 2%	3 2%	6 2%	2 2%	7 2%	5 2%	4 2%	2 1%	7 5% H	7 2%	9 2%	-	3 1%	2 1%	2 1%	8 2%	1 1%

ONLINE (NET)	421 94% O	163 94%	258 93%	118 91%	303 95%	215 92%	206 95%	286 95%	135 92%	383 94%	421 94%	-	365 100% A	190 100% A	128 84%	356 94%	65 93%

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 - U.S.
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 \$50,000		STUDENT	OTHER	DORM	APARTMENT		NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE				OR OTHER	OR OTHER						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)		
Total	449 100%	192 100%	257 100%	295 100%	154 100%	129 100%	320 100%	84 100%	176 100%	101 100%	88 100%	307 100%	142 100%	
Online, using a web browser	365 81%	158 82%	207 81%	246 83%	119 77%	113 88% G	252 79%	65 77%	147 84%	78 77%	75 85%	255 83%	110 77%	
Online, using an app downloaded onto a device	190 42%	84 44%	106 41%	123 42%	67 44%	54 42%	136 43%	38 45%	74 42%	36 36%	42 48%	119 39%	71 50% L	
Offline, using an app downloaded onto a device	152 34% J	72 38%	80 31%	106 36%	46 30%	38 29%	114 36%	29 35%	57 32%	22 22%	44 50% HIJA	105 34%	47 33%	
Other	9 2%	5 3%	4 2%	7 2%	2 1%	-	9 3%	2 2%	1 1%	3 3%	3 3%	6 2%	3 2%	

ONLINE (NET)	421 94%	179 93%	242 94%	279 95%	142 92%	125 97% G	296 93%	77 92%	166 94%	96 95%	82 93%	287 93%	134 94%	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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	128 100%	55 100%	73 100%	27 100%	101 100%	51 100%	77 100%	95 100%	33 100%	123 100%	128 100%	-	115 100%	87 100%	128 100%	104 100%	24 100%
Online	47 37%	18 33%	29 40%	10 37%	37 37%	20 39%	27 35%	39 41%	8 24%	46 37%	47 37%	-	44 38%	32 37%	47 37%	39 38%	8 33%
Offline	32 25%	16 29%	16 22%	5 19%	27 27%	11 22%	21 27%	24 25%	8 24%	30 24%	32 25%	-	28 24%	16 18%	32 25%	24 23%	8 33%
Online and offline equally	49 38%	21 38%	28 38%	12 44%	37 37%	20 39%	29 38%	32 34%	17 52%	47 38%	49 38%	-	43 37%	39 45%	49 38%	41 39%	8 33%

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 - U.S.
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 \$50,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER		NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)				(C)	(D)						
Total	128 100%	61 100%	67 100%	93 100%	35 100%	34 100%	94 100%	24 100%	47 100%	19 100%	38 100%	88 100%	40 100%	
Online	47 37%	22 36%	25 37%	38 41%	9 26%	11 32%	36 38%	9 38%	15 32%	6 32%	17 45%	31 35%	16 40%	
Offline	32 25%	13 21%	19 28%	23 25%	9 26%	9 26%	23 24%	6 25%	12 26%	4 21%	10 26%	22 25%	10 25%	
Online and offline equally	49 38%	26 43%	23 34%	32 34%	17 49%	14 41%	35 37%	9 38%	20 43%	9 47%	11 29%	35 40%	14 35%	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Using an app downloaded onto a device	218 44%	80 42%	138 45%	74 51% E	144 41%	120 46%	98 41%	148 44%	70 42%	182 45%	201 45%	16 34%	156 43%	99 52% A	89 59% A	178 42%	40 50%
Using a web browser	203 41% O	82 43%	121 39%	51 35%	152 43%	99 38%	104 44%	141 42%	62 37%	166 41%	182 41%	20 43%	150 41%	68 36%	39 26%	175 42%	28 35%
No preference	79 16%	29 15%	50 16%	21 14%	58 16%	44 17%	35 15%	44 13%	35 21% H	58 14%	66 15%	11 23%	59 16%	23 12%	24 16%	67 16%	12 15%

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 - U.S.
 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 \$50,000		STUDENT	OTHER	DORM	APARTMENT		NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE				OR OTHER	OR OTHER						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)		
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%	
Using an app downloaded onto a device	218 44%	91 44%	127 43%	153 47% E	65 38%	56 38%	162 46%	39 41%	92 46%	41 38%	46 47%	142 42%	76 47%	
Using a web browser	203 41%	88 42%	115 39%	131 40%	72 42%	61 42%	142 40%	36 38%	81 41%	48 44%	38 39%	142 42%	61 38%	
No preference	79 16%	29 14%	50 17%	43 13%	36 21%	29 20%	50 14%	20 21%	26 13%	20 18%	13 13%	55 16%	24 15%	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
 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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
Agree strongly	243 49%	96 50%	147 48%	70 48%	173 49%	126 48%	117 49%	168 50%	75 45%	190 47%	211 47%	32 68% KJA	168 46%	95 50%	84 55%	202 48%	41 51%
Agree somewhat	197 39% QL	74 39%	123 40%	59 40%	138 39%	111 42%	86 36%	127 38%	70 42%	169 42% L	188 42% L	8 17%	153 42%	70 37%	53 35%	175 42% Q	22 28%
Disagree somewhat	47 9%	16 8%	31 10%	15 10%	32 9%	20 8%	27 11%	27 8%	20 12%	39 10%	40 9%	5 11%	35 10%	20 11%	12 8%	36 9%	11 14%
Disagree strongly	13 3%	5 3%	8 3%	2 1%	11 3%	6 2%	7 3%	11 3%	2 1%	8 2%	10 2%	2 4%	9 2%	5 3%	3 2%	7 2%	6 8%

AGREE (NET)	440 88%	170 89%	270 87%	129 88%	311 88%	237 90%	203 86%	295 89%	145 87%	359 88%	399 89%	40 85%	321 88%	165 87%	137 90%	377 90% Q	63 79%
DISAGREE (NET)	60 12%	21 11%	39 13%	17 12%	43 12%	26 10%	34 14%	38 11%	22 13%	47 12%	50 11%	7 15%	44 12%	25 13%	15 10%	43 10%	17 21% 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 - U.S.
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 \$50,000		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE										
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%
Agree strongly	243 49%	104 50%	139 48%	164 50%	79 46%	69 47%	174 49%	46 48%	102 51%	51 47%	44 45%	165 49%	78 48%
Agree somewhat	197 39%	86 41%	111 38%	128 39%	69 40%	56 38%	141 40%	40 42%	77 39%	39 36%	41 42%	131 39%	66 41%
Disagree somewhat	47 9%	15 7%	32 11%	26 8%	21 12%	18 12%	29 8%	8 8%	14 7%	18 17%	7 7%	33 10%	14 9%
Disagree strongly	13 3%	3 1%	10 3%	9 3%	4 2%	3 2%	10 3%	1 1%	6 3%	1 1%	5 5%	10 3%	3 2%

AGREE (NET)	440 88%	190 91%	250 86%	292 89%	148 86%	125 86%	315 89%	86 91%	179 90%	90 83%	85 88%	296 87%	144 89%
DISAGREE (NET)	60 12%	18 9%	42 14%	35 11%	25 14%	21 14%	39 11%	9 9%	20 10%	19 17%	12 12%	43 13%	17 11%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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 - U.S.
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%	191 100%	309 100%	146 100%	354 100%	263 100%	237 100%	333 100%	167 100%	406 100%	449 100%	47 100%	365 100%	190 100%	152 100%	420 100%	80 100%
All the time	63 13%	31 16%	32 10%	14 10%	49 14%	36 14%	27 11%	41 12%	22 13%	56 14%	60 13%	3 6%	46 13%	32 17%	22 14%	57 14%	6 8%
Some of the time	237 47% L	88 46%	149 48%	71 49%	166 47%	116 44%	121 51%	168 50%	69 41%	209 51% L	223 50% L	12 26%	180 49%	101 53%	70 46%	206 49%	31 39%
Hardly ever	161 32%	61 32%	100 32%	49 34%	112 32%	86 33%	75 32%	101 30%	60 36%	117 29%	138 31%	23 49% KJA	119 33%	49 26%	53 35%	128 30%	33 41%
Never	39 8%	11 6%	28 9%	12 8%	27 8%	25 10%	14 6%	23 7%	16 10%	24 6%	28 6%	9 19% KJ	20 5%	8 4%	7 5%	29 7%	10 13%

FREQUENTLY (NET)	300 60% QL	119 62%	181 59%	85 58%	215 61%	152 58%	148 62%	209 63%	91 54%	265 65% L	283 63% L	15 32%	226 62%	133 70% A	92 61%	263 63% Q	37 46%
INFREQUENTLY (NET)	200 40% N	72 38%	128 41%	61 42%	139 39%	111 42%	89 38%	124 37%	76 46%	141 35%	166 37%	32 68% KJA	139 38%	57 30%	60 39%	157 37%	43 54% PA
EVER (NET)	461 92%	180 94%	281 91%	134 92%	327 92%	238 90%	223 94%	310 93%	151 90%	382 94% L	421 94% L	38 81%	345 95%	182 96%	145 95%	391 93%	70 88%

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 - U.S.
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 \$50,000		STUDENT	OTHER	DORM	APARTMENT		NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	OR MORE				OR OTHER	OR OTHER						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)		
Total	500 100%	208 100%	292 100%	327 100%	173 100%	146 100%	354 100%	95 100%	199 100%	109 100%	97 100%	339 100%	161 100%	
All the time	63 13%	29 14%	34 12%	37 11%	26 15%	22 15%	41 12%	12 13%	27 14%	10 9%	14 14%	39 12%	24 15%	
Some of the time	237 47%	99 48%	138 47%	151 46%	86 50%	63 43%	174 49%	43 45%	95 48%	56 51%	43 44%	159 47%	78 48%	
Hardly ever	161 32%	63 30%	98 34%	116 35%	45 26%	49 34%	112 32%	31 33%	66 33%	31 28%	33 34%	111 33%	50 31%	
Never	39 8%	17 8%	22 8%	23 7%	16 9%	12 8%	27 8%	9 9%	11 6%	12 11%	7 7%	30 9%	9 6%	

FREQUENTLY (NET)	300 60%	128 62%	172 59%	188 57%	112 65%	85 58%	215 61%	55 58%	122 61%	66 61%	57 59%	198 58%	102 63%	
INFREQUENTLY (NET)	200 40%	80 38%	120 41%	139 43%	61 35%	61 42%	139 39%	40 42%	77 39%	43 39%	40 41%	141 42%	59 37%	
EVER (NET)	461 92%	191 92%	270 92%	304 93%	157 91%	134 92%	327 92%	86 91%	188 94%	97 89%	90 93%	309 91%	152 94%	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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) among 500 currently enrolled college students in the US, 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.