

VitalSource Survey – Canada

Demographic Report

500 Currently Enrolled College Students in Each of 2 Countries: U.S. and Canada

May 2017

CONFIDENTIAL

VitalSource Survey - Canada
Wakefield Research
May 2017

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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Waited to purchase the course materials after the class started	418 84%	155 78%	263 87%	150 85%	268 83%	253 81%	165 88%	136 86%	282 83%	309 84%	356 84%	59 81%	226 84%	168 88%	140 87%	355 84%	63 83%
Avoided purchasing the course materials at all	186 37%	100 50%	86 29%	51 29%	135 42%	119 38%	67 36%	54 34%	132 39%	153 42%	167 39%	19 26%	107 40%	70 37%	72 45%	156 37%	30 39%
None of these	42 8%	17 9%	25 8%	18 10%	24 7%	34 11%	8 4%	10 6%	32 9%	24 7%	31 7%	10 14%	20 7%	12 6%	12 7%	35 8%	7 9%

ANY (NET)	458 92%	182 91%	276 92%	158 90%	300 93%	279 89%	179 96%	149 94%	309 91%	343 93%	392 93%	63 86%	250 93%	179 94%	149 93%	389 92%	69 91%

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.

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Waited to purchase the course materials after the class started	418 84%	143 80%	275 85%	281 87% E	137 77%	77 88%	341 83%	27 79%	279 86%	59 80%	52 79%	1 100% HIJKA	319 84%	99 82%
Avoided purchasing the course materials at all	186 37% NB	50 28%	136 42% B	133 41% E	53 30%	38 43%	148 36%	13 38%	113 35%	30 41%	30 45%	-	153 40% N	33 27%
None of these	42 8%	21 12%	21 7%	20 6%	22 12% D	5 6%	37 9%	4 12%	23 7%	7 9%	8 12%	-	34 9%	8 7%

ANY (NET)	458 92%	157 88%	301 93%	303 94% E	155 88%	83 94%	375 91%	30 88%	302 93%	67 91%	58 88%	1 100% HIJKA	345 91%	113 93%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
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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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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	458 100%	182 100%	276 100%	158 100%	300 100%	279 100%	179 100%	149 100%	309 100%	343 100%	392 100%	63 100%	250 100%	179 100%	149 100%	389 100%	69 100%
Very important	230 50%	100 55%	130 47%	70 44%	160 53%	141 51%	89 50%	84 56%	146 47%	179 52%	199 51%	29 46%	128 51%	93 52%	83 56%	198 51%	32 46%
Somewhat important	181 40%	66 36%	115 42%	70 44%	111 37%	110 39%	71 40%	51 34%	130 42%	135 39%	156 40%	24 38%	96 38%	71 40%	52 35%	159 41%	22 32%
Somewhat unimportant	33 7%	11 6%	22 8%	10 6%	23 8%	18 6%	15 8%	7 5%	26 8%	20 6%	28 7%	5 8%	18 7%	10 6%	13 9%	24 6%	9 13%
Very unimportant	14 3%	5 3%	9 3%	8 5%	6 2%	10 4%	4 2%	7 5%	7 2%	9 3%	9 2%	5 8%	8 3%	5 3%	1 1%	8 2%	6 9%

IMPORTANT (NET)	411 90%	166 91%	245 89%	140 89%	271 90%	251 90%	160 89%	135 91%	276 89%	314 92%	355 91%	53 84%	224 90%	164 92%	135 91%	357 92%	54 78%
UNIMPORTANT (NET)	47 10%	16 9%	31 11%	18 11%	29 10%	28 10%	19 11%	14 9%	33 11%	29 8%	37 9%	10 16%	26 10%	15 8%	14 9%	32 8%	15 22%

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	458 100%	157 100%	301 100%	303 100%	155 100%	83 100%	375 100%	30 100%	302 100%	67 100%	58 100%	1 100%	345 100%	113 100%
Very important	230 50% E	71 45%	159 53%	171 56% E	59 38%	45 54%	185 49%	13 43%	148 49%	38 57%	31 53%	-	184 53% N	46 41%
Somewhat important	181 40% D	64 41%	117 39%	98 32%	83 54% DA	31 37%	150 40%	13 43%	118 39%	25 37%	25 43%	-	126 37%	55 49% M
Somewhat unimportant	33 7%	17 11% C	16 5%	22 7%	11 7%	7 8%	26 7%	3 10%	25 8%	4 6%	-	1 100% HIJA	24 7%	9 8%
Very unimportant	14 3%	5 3%	9 3%	12 4%	2 1%	-	14 4%	1 3%	11 4%	-	2 3%	-	11 3%	3 3%

IMPORTANT (NET)	411 90%	135 86%	276 92%	269 89%	142 92%	76 92%	335 89%	26 87%	266 88%	63 94%	56 97% IA	-	310 90%	101 89%
UNIMPORTANT (NET)	47 10% K	22 14%	25 8%	34 11%	13 8%	7 8%	40 11%	4 13%	36 12% K	4 6%	2 3%	1 100% HIJKA	35 10%	12 11%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
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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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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	418 100%	155 100%	263 100%	150 100%	268 100%	253 100%	165 100%	136 100%	282 100%	309 100%	356 100%	59 100%	226 100%	168 100%	140 100%	355 100%	63 100%
I didn't initially know which course materials I would actually need	203 49% B	50 32%	153 58% BA	86 57% E	117 44%	112 44%	91 55% F	78 57% I	125 44%	148 48%	174 49%	27 46%	124 55%	78 46%	61 44%	169 48%	34 54%
I realized I needed them to succeed in the class	71 17%	30 19%	41 16%	20 13%	51 19%	38 15%	33 20%	27 20%	44 16%	55 18%	62 17%	9 15%	39 17%	29 17%	26 19%	61 17%	10 16%
I didn't know if I would drop the class	45 11%	26 17% C	19 7%	14 9%	31 12%	28 11%	17 10%	11 8%	34 12%	31 10%	37 10%	8 14%	18 8%	17 10%	17 12%	39 11%	6 10%
Prices dropped	44 11%	23 15% C	21 8%	15 10%	29 11%	33 13% G	11 7%	10 7%	34 12%	32 10%	34 10%	9 15%	22 10%	17 10%	15 11%	37 10%	7 11%
I hadn't had time to buy them before the class started	29 7%	15 10%	14 5%	6 4%	23 9%	21 8%	8 5%	5 4%	24 9% H	21 7%	23 6%	6 10%	11 5%	12 7%	9 6%	27 8%	2 3%
I was borrowing them, but had to return them	18 4%	9 6%	9 3%	6 4%	12 4%	15 6% G	3 2%	4 3%	14 5%	15 5%	18 5%	-	6 3%	10 6%	7 5%	17 5%	1 2%
Other	8 2%	2 1%	6 2%	3 2%	5 2%	6 2%	2 1%	1 1%	7 2%	7 2%	8 2%	-	6 3%	5 3%	5 4%	5 1%	3 5%

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	418 100%	143 100%	275 100%	281 100%	137 100%	77 100%	341 100%	27 100%	279 100%	59 100%	52 100%	1 100%	319 100%	99 100%
I didn't initially know which course materials I would actually need	203 49%	75 52%	128 47%	127 45%	76 55%	34 44%	169 50%	17 63%	130 47%	36 61%	20 38%	-	150 47%	53 54%
I realized I needed them to succeed in the class	71 17%	21 15%	50 18%	46 16%	25 18%	9 12%	62 18%	2 7%	50 18%	9 15%	10 19%	-	59 18%	12 12%
I didn't know if I would drop the class	45 11%	13 9%	32 12%	31 11%	14 10%	8 10%	37 11%	1 4%	31 11%	5 8%	8 15%	-	31 10%	14 14%
Prices dropped	44 11%	13 9%	31 11%	34 12%	10 7%	13 17%	31 9%	5 19%	32 11%	4 7%	3 6%	-	36 11%	8 8%
I hadn't had time to buy them before the class started	29 7%	13 9%	16 6%	22 8%	7 5%	9 12%	20 6%	1 4%	17 6%	2 3%	9 17%	-	23 7%	6 6%
I was borrowing them, but had to return them	18 4%	5 3%	13 5%	14 5%	4 3%	4 5%	14 4%	1 4%	12 4%	2 3%	2 4%	1 100%	14 4%	4 4%
Other	8 2%	3 2%	5 2%	7 2%	1 1%	-	8 2%	-	7 3%	1 2%	-	-	6 2%	2 2%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
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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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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	458 100%	182 100%	276 100%	158 100%	300 100%	279 100%	179 100%	149 100%	309 100%	343 100%	392 100%	63 100%	250 100%	179 100%	149 100%	389 100%	69 100%
Yes, more than once	118 26% QLHC	72 40% CA	46 17%	32 20%	86 29% D	78 28%	40 22%	27 18%	91 29% H	103 30% L	114 29% L	4 6%	61 24%	59 33%	42 28%	108 28% Q	10 14%
Yes, once	100 22%	46 25%	54 20%	35 22%	65 22%	56 20%	44 25%	35 23%	65 21%	79 23%	89 23%	11 17%	58 23%	40 22%	33 22%	91 23% Q	9 13%
No	240 52% B	64 35%	176 64% BA	91 58%	149 50%	145 52%	95 53%	87 58%	153 50%	161 47%	189 48%	48 76% KJA	131 52%	80 45%	74 50%	190 49%	50 72% PA

YES (NET)	218 48% QLC	118 65% CA	100 36%	67 42%	151 50%	134 48%	84 47%	62 42%	156 50%	182 53% L	203 52% L	15 24%	119 48%	99 55%	75 50%	199 51% Q	19 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
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4. Has avoiding or delaying buying course materials for a class ever negatively impacted your grades?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	458 100%	157 100%	301 100%	303 100%	155 100%	83 100%	375 100%	30 100%	302 100%	67 100%	58 100%	1 100%	345 100%	113 100%
Yes, more than once	118 26% NB	26 17%	92 31% B	82 27%	36 23%	30 36% G	88 23%	9 30%	78 26%	12 18%	19 33%	-	99 29% N	19 17%
Yes, once	100 22%	40 25%	60 20%	67 22%	33 21%	19 23%	81 22%	6 20%	66 22%	16 24%	11 19%	1 100% HIJKA	69 20%	31 27%
No	240 52%	91 58%	149 50%	154 51%	86 55%	34 41%	206 55% F	15 50%	158 52%	39 58%	28 48%	-	177 51%	63 56%

YES (NET)	218 48%	66 42%	152 50%	149 49%	69 45%	49 59% G	169 45%	15 50%	144 48%	28 42%	30 52%	1 100% HIJKA	168 49%	50 44%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
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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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
No	286 57% B	95 48% B	191 63% B	95 54% B	191 59% B	168 54% B	118 63% F	101 64% I	185 54% I	193 53% I	231 55% I	53 73% KJA	152 56% KJA	94 49% KJA	98 61% KJA	228 54% KJA	58 76% PA
Yes	153 31% QLC	81 41% CA	72 24% CA	47 27% CA	106 33% CA	103 33% CA	50 27% CA	42 26% CA	111 33% CA	133 36% L	142 34% L	10 14% L	81 30% L	74 39% A	44 27% A	143 34% Q	10 13% Q
I don't know	61 12%	23 12%	38 13%	34 19% EA	27 8%	42 13%	19 10%	16 10%	45 13%	41 11%	50 12%	10 14%	37 14%	23 12%	19 12%	53 13%	8 11%

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
No	286 57%	103 58%	183 57%	196 61%	90 51%	48 55%	238 58%	22 65%	185 57%	44 59%	35 53%	-	214 56%	72 60%
Yes	153 31%	54 30%	99 31%	97 30%	56 32%	32 36%	121 29%	12 35%	94 29%	25 34%	22 33%	-	119 31%	34 28%
I don't know	61 12%	21 12%	40 12%	30 9%	31 18%	8 9%	53 13%	-	46 14%	5 7%	9 14%	1 100%	46 12%	15 12%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
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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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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	153 100%	81 100%	72 100%	47 100%	106 100%	103 100%	50 100%	42 100%	111 100%	133 100%	142 100%	10 100%	81 100%	74 100%	44 100%	143 100%	10 100%
Yes, more than once	62 41%	38 47%	24 33%	9 19%	53 50%	46 45%	16 32%	13 31%	49 44%	56 42%	58 41%	4 40%	34 42%	26 35%	17 39%	59 41%	3 30%
Yes, once	40 26%	24 30%	16 22%	15 32%	25 24%	24 23%	16 32%	12 29%	28 25%	36 27%	38 27%	2 20%	18 22%	22 30%	15 34%	39 27%	1 10%
No, never	51 33%	19 23%	32 44%	23 49%	28 26%	33 32%	18 36%	17 40%	34 31%	41 31%	46 32%	4 40%	29 36%	26 35%	12 27%	45 31%	6 60%

YES (NET)	102 67%	62 77%	40 56%	24 51%	78 74%	70 68%	32 64%	25 60%	77 69%	92 69%	96 68%	6 60%	52 64%	48 65%	32 73%	98 69%	4 40%

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	153 100%	54 100%	99 100%	97 100%	56 100%	32 100%	121 100%	12 100%	94 100%	25 100%	22 100%	-	119 100%	34 100%
Yes, more than once	62 41% B	11 20%	51 52% B	39 40%	23 41%	14 44%	48 40%	3 25%	41 44%	8 32%	10 45%	-	49 41%	13 38%
Yes, once	40 26%	14 26%	26 26%	27 28%	13 23%	10 31%	30 25%	4 33%	23 24%	9 36%	4 18%	-	31 26%	9 26%
No, never	51 33% C	29 54% CA	22 22%	31 32%	20 36%	8 25%	43 36%	5 42%	30 32%	8 32%	8 36%	-	39 33%	12 35%

YES (NET)	102 67% B	25 46%	77 78% BA	66 68%	36 64%	24 75%	78 64%	7 58%	64 68%	17 68%	14 64%	-	80 67%	22 65%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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	153 100%	81 100%	72 100%	47 100%	106 100%	103 100%	50 100%	42 100%	111 100%	133 100%	142 100%	10 100%	81 100%	74 100%	44 100%	143 100%	10 100%
Very confident	62 41% L	38 47% L	24 33% L	17 36% L	45 42% L	47 46% L	15 30% L	12 29% L	50 45% L	56 42% L	61 43% L	1 10% L	32 40% L	31 42% L	16 36% L	60 42% L	2 20% L
Somewhat confident	64 42%	34 42%	30 42%	18 38%	46 43%	37 36%	27 54% F	20 48%	44 40%	57 43%	60 42%	4 40%	34 42%	35 47%	18 41%	59 41%	5 50%
Not very confident	22 14%	7 9%	15 21% B	9 19% B	13 12% B	16 16% B	6 12% B	9 21% B	13 12% B	17 13% B	18 13% B	3 30% B	12 15% B	6 8% B	9 20% B	20 14% B	2 20% B
Not at all confident	5 3%	2 2%	3 4%	3 6%	2 2%	3 3%	2 4%	1 2%	4 4%	3 2%	3 2%	2 20%	3 4%	2 3%	1 2%	4 3%	1 10%

CONFIDENT (NET)	126 82% L	72 89% C	54 75% C	35 74% C	91 86% C	84 82% C	42 84% C	32 76% C	94 85% C	113 85% L	121 85% L	5 50% L	66 81% L	66 89% L	34 77% L	119 83% L	7 70% L
UNCONFIDENT (NET)	27 18%	9 11%	18 25% B	12 26% B	15 14% B	19 18% B	8 16% B	10 24% B	17 15% B	20 15% B	21 15% B	5 50% KJA	15 19% KJA	8 11% KJA	10 23% KJA	24 17% KJA	3 30% KJA

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	153 100%	54 100%	99 100%	97 100%	56 100%	32 100%	121 100%	12 100%	94 100%	25 100%	22 100%	-	119 100%	34 100%
Very confident	62 41%	17 31%	45 45%	42 43%	20 36%	16 50%	46 38%	5 42%	38 40%	12 48%	7 32%	-	50 42%	12 35%
Somewhat confident	64 42%	25 46%	39 39%	38 39%	26 46%	14 44%	50 41%	3 25%	39 41%	8 32%	14 64% HJA	-	50 42%	14 41%
Not very confident	22 14%	8 15%	14 14%	12 12%	10 18%	2 6%	20 17%	4 33% K	13 14%	4 16%	1 5%	-	16 13%	6 18%
Not at all confident	5 3%	4 7%	1 1%	5 5%	-	-	5 4%	-	4 4%	1 4%	-	-	3 3%	2 6%

CONFIDENT (NET)	126 82%	42 78%	84 85%	80 82%	46 82%	30 94% GA	96 79%	8 67%	77 82%	20 80%	21 95% HIA	-	100 84%	26 76%
UNCONFIDENT (NET)	27 18% KF	12 22%	15 15%	17 18%	10 18%	2 6%	25 21% F	4 33% K	17 18% K	5 20%	1 5%	-	19 16%	8 24%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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	347	118	229	129	218	210	137	117	230	234	281	63	189	117	117	281	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very interested	99	35	64	34	65	64	35	36	63	74	84	15	54	43	33	81	18
	29%	30%	28%	26%	30%	30%	26%	31%	27%	32%	30%	24%	29%	37%	28%	29%	27%
Somewhat interested	134	47	87	52	82	84	50	46	88	88	104	28	73	40	37	110	24
	39%	40%	38%	40%	38%	40%	36%	39%	38%	38%	37%	44%	39%	34%	32%	39%	36%
Somewhat uninterested	61	19	42	26	35	34	27	16	45	36	49	11	33	16	22	53	8
	18%	16%	18%	20%	16%	16%	20%	14%	20%	15%	17%	17%	17%	14%	19%	19%	12%
Very uninterested	53	17	36	17	36	28	25	19	34	36	44	9	29	18	25	37	16
	15%	14%	16%	13%	17%	13%	18%	16%	15%	15%	16%	14%	15%	15%	21%	13%	24%
																	P

INTERESTED (NET)	233	82	151	86	147	148	85	82	151	162	188	43	127	83	70	191	42
	67%	69%	66%	67%	67%	70%	62%	70%	66%	69%	67%	68%	67%	71%	60%	68%	64%
UNINTERESTED (NET)	114	36	78	43	71	62	52	35	79	72	93	20	62	34	47	90	24
	33%	31%	34%	33%	33%	30%	38%	30%	34%	31%	33%	32%	33%	29%	40%	32%	36%

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	347 100%	124 100%	223 100%	226 100%	121 100%	56 100%	291 100%	22 100%	231 100%	49 100%	44 100%	1 100%	260 100%	87 100%
Very interested	99 29%	34 27%	65 29%	70 31%	29 24%	16 29%	83 29%	8 36%	66 29%	15 31%	10 23%	-	74 28%	25 29%
Somewhat interested	134 39%	45 36%	89 40%	86 38%	48 40%	26 46%	108 37%	8 36%	92 40%	17 35%	17 39%	-	107 41%	27 31%
Somewhat uninterested	61 18%	25 20%	36 16%	32 14%	29 24%	8 14%	53 18%	4 18%	40 17%	9 18%	8 18%	-	39 15%	22 25%
Very uninterested	53 15%	20 16%	33 15%	38 17%	15 12%	6 11%	47 16%	2 9%	33 14%	8 16%	9 20%	1 100%	40 15%	13 15%

INTERESTED (NET)	233 67%	79 64%	154 69%	156 69%	77 64%	42 75%	191 66%	16 73%	158 68%	32 65%	27 61%	-	181 70%	52 60%
UNINTERESTED (NET)	114 33%	45 36%	69 31%	70 31%	44 36%	14 25%	100 34%	6 27%	73 32%	17 35%	17 39%	1 100%	79 30%	35 40%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Very likely	201 40%	88 44%	113 38%	78 44%	123 38%	135 43%	66 35%	58 36%	143 42%	153 42%	175 41%	25 34%	114 42%	81 42%	67 42%	175 41%	26 34%
Somewhat likely	220 44%	83 42%	137 46%	67 38%	153 47%	136 43%	84 45%	80 50%	140 41%	167 46%	189 45%	29 40%	116 43%	90 47%	73 45%	187 44%	33 43%
Somewhat unlikely	67 13% N	24 12%	43 14%	25 14%	42 13%	34 11%	33 18% F	18 11%	49 14%	39 11%	51 12%	15 21% J	35 13%	16 8%	20 12%	51 12%	16 21%
Very unlikely	12 2%	4 2%	8 3%	6 3%	6 2%	8 3%	4 2%	3 2%	9 3%	8 2%	8 2%	4 5%	5 2%	4 2%	1 1%	11 3%	1 1%

LIKELY (NET)	421 84%	171 86%	250 83%	145 82%	276 85%	271 87%	150 80%	138 87%	283 83%	320 87% L	364 86% L	54 74%	230 85%	171 90%	140 87%	362 85%	59 78%
UNLIKELY (NET)	79 16%	28 14%	51 17%	31 18%	48 15%	42 13%	37 20%	21 13%	58 17%	47 13%	59 14%	19 26% KJ	40 15%	20 10%	21 13%	62 15%	17 22%

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Very likely	201 40%	67 38%	134 42%	141 44% E	60 34%	40 45%	161 39%	18 53%	132 41%	28 38%	23 35%	-	149 39%	52 43%
Somewhat likely	220 44%	82 46%	138 43%	137 42%	83 47%	34 39%	186 45%	12 35%	138 42%	33 45%	37 56% HI	-	174 46%	46 38%
Somewhat unlikely	67 13%	24 13%	43 13%	39 12%	28 16%	13 15%	54 13%	3 9%	49 15% K	9 12%	5 8%	1 100% HIJKA	47 12%	20 17%
Very unlikely	12 2%	5 3%	7 2%	6 2%	6 3%	1 1%	11 3%	1 3%	6 2%	4 5%	1 2%	-	9 2%	3 2%

LIKELY (NET)	421 84%	149 84%	272 84%	278 86%	143 81%	74 84%	347 84%	30 88%	270 83%	61 82%	60 91%	-	323 85%	98 81%
UNLIKELY (NET)	79 16%	29 16%	50 16%	45 14%	34 19%	14 16%	65 16%	4 12%	55 17%	13 18%	6 9%	1 100% HIJKA	56 15%	23 19%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
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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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Purchased older versions	247 49%	77 39%	170 56%	83 47%	164 51%	151 48%	96 51%	89 56%	158 46%	188 51%	208 49%	38 52%	150 56%	90 47%	94 58%	205 48%	42 55%
		B	B					I							A		
Got a job	241 48%	94 47%	147 49%	84 48%	157 48%	153 49%	88 47%	73 46%	168 49%	181 49%	213 50%	28 38%	140 52%	104 54%	82 51%	211 50%	30 39%
Shared materials with a classmate	219 44%	79 40%	140 47%	81 46%	138 43%	132 42%	87 47%	74 47%	145 43%	173 47%	193 46%	26 36%	136 50%	97 51%	91 57%	184 43%	35 46%
															A		
Used financial aid money to pay for them	183 37%	61 31%	122 41%	61 35%	122 38%	111 35%	72 39%	58 36%	125 37%	142 39%	159 38%	21 29%	110 41%	78 41%	64 40%	156 37%	27 36%
			B														
Used library copies of materials	179 36%	67 34%	112 37%	59 34%	120 37%	113 36%	66 35%	48 30%	131 38%	141 38%	156 37%	22 30%	108 40%	75 39%	64 40%	159 38%	20 26%
															Q		
None of these	19 4%	8 4%	11 4%	4 2%	15 5%	12 4%	7 4%	6 4%	13 4%	11 3%	12 3%	6 8%	8 3%	4 2%	5 3%	14 3%	5 7%

ANY (NET)	481 96%	191 96%	290 96%	172 98%	309 95%	301 96%	180 96%	153 96%	328 96%	356 97%	411 97%	67 92%	262 97%	187 98%	156 97%	410 97%	71 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
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May 2017

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Purchased older versions	247 49%	87 49%	160 50%	166 51%	81 46%	43 49%	204 50%	21 62%	151 46%	42 57%	33 50%	-	182 48%	65 54%
Got a job	241 48%	88 49%	153 48%	177 55%	64 36%	41 47%	200 49%	20 59%	153 47%	36 49%	32 48%	-	185 49%	56 46%
Shared materials with a classmate	219 44%	71 40%	148 46%	138 43%	81 46%	46 52%	173 42%	16 47%	139 43%	35 47%	29 44%	-	165 44%	54 45%
Used financial aid money to pay for them	183 37%	77 43%	106 33%	137 42%	46 26%	38 43%	145 35%	16 47%	113 35%	27 36%	27 41%	-	143 38%	40 33%
Used library copies of materials	179 36%	70 39%	109 34%	114 35%	65 37%	41 47%	138 33%	15 44%	109 34%	29 39%	25 38%	1 100%	130 34%	49 40%
None of these	19 4%	5 3%	14 4%	11 3%	8 5%	-	19 5%	3 9%	14 4%	1 1%	1 2%	-	16 4%	3 2%

ANY (NET)	481 96%	173 97%	308 96%	312 97%	169 95%	88 100%	393 95%	31 91%	311 96%	73 99%	65 98%	1 100%	363 96%	118 98%
						GA						IA		

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

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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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Ability to take quizzes on information learned during study sessions	322 64% B	111 56%	211 70% B	111 63%	211 65%	203 65%	119 64%	111 70%	211 62%	240 65%	280 66%	40 55%	195 72% A	122 64%	110 68%	276 65%	46 61%
Ability to take notes and highlight content in a digital textbook	282 56% B	93 47%	189 63% B	96 55%	186 57%	174 56%	108 58%	91 57%	191 56%	222 60%	243 57%	38 52%	165 61%	108 57%	98 61%	239 56%	43 57%
Ability to keep track of what information has been learned during study sessions	280 56%	99 50%	181 60% B	102 58%	178 55%	182 58%	98 52%	94 59%	186 55%	213 58%	235 56%	44 60%	163 60%	114 60%	91 57%	236 56%	44 58%
Ability to set study goals and track my learning progress	256 51%	91 46%	165 55% B	87 49%	169 52%	163 52%	93 50%	86 54%	170 50%	200 54%	224 53%	31 42%	158 59%	117 61% A	80 50%	217 51%	39 51%
None of these	20 4%	9 5%	11 4%	8 5%	12 4%	10 3%	10 5%	6 4%	14 4%	10 3%	12 3%	6 8%	10 4%	6 3%	6 4%	13 3%	7 9%

ANY (NET)	480 96%	190 95%	290 96%	168 95%	312 96%	303 97%	177 95%	153 96%	327 96%	357 97%	411 97%	67 92%	260 96%	185 97%	155 96%	411 97%	69 91%

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.

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Ability to take quizzes on information learned during study sessions	322 64%	114 64%	208 65%	220 68%	102 58%	57 65%	265 64%	24 71%	194 60%	52 70%	51 77%	1 100%	241 64%	81 67%
Ability to take notes and highlight content in a digital textbook	282 56%	104 58%	178 55%	187 58%	95 54%	54 61%	228 55%	26 76%	181 56%	36 49%	39 59%	-	212 56%	70 58%
Ability to keep track of what information has been learned during study sessions	280 56%	92 52%	188 58%	183 57%	97 55%	43 49%	237 58%	23 68%	178 55%	42 57%	37 56%	-	205 54%	75 62%
Ability to set study goals and track my learning progress	256 51%	99 56%	157 49%	175 54%	81 46%	50 57%	206 50%	19 56%	167 51%	36 49%	34 52%	-	192 51%	64 53%
None of these	20 4%	8 4%	12 4%	11 3%	9 5%	1 1%	19 5%	-	16 5%	2 3%	2 3%	-	16 4%	4 3%

ANY (NET)	480 96%	170 96%	310 96%	312 97%	168 95%	87 99%	393 95%	34 100%	309 95%	72 97%	64 97%	1 100%	363 96%	117 97%

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

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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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Agree strongly	224 45% L	94 47%	130 43%	78 44%	146 45%	146 47%	78 42%	74 47%	150 44%	180 49% L	200 47% L	23 32%	120 44%	107 56% A	82 51%	194 46%	30 39%
Agree somewhat	214 43%	78 39%	136 45%	77 44%	137 42%	128 41%	86 46%	68 43%	146 43%	152 41%	176 42%	38 52%	120 44%	70 37%	58 36%	186 44%	28 37%
Disagree somewhat	49 10%	19 10%	30 10%	17 10%	32 10%	31 10%	18 10%	13 8%	36 11%	29 8%	39 9%	9 12%	24 9%	11 6%	19 12%	40 9%	9 12%
Disagree strongly	13 3%	8 4%	5 2%	4 2%	9 3%	8 3%	5 3%	4 3%	9 3%	6 2%	8 2%	3 4%	6 2%	3 2%	2 1%	4 1%	9 12% PA

AGREE (NET)	438 88% Q	172 86%	266 88%	155 88%	283 87%	274 88%	164 88%	142 89%	296 87%	332 90%	376 89%	61 84%	240 89%	177 93% A	140 87%	380 90% Q	58 76%
DISAGREE (NET)	62 12% N	27 14%	35 12%	21 12%	41 13%	39 12%	23 12%	17 11%	45 13%	35 10%	47 11%	12 16%	30 11%	14 7%	21 13%	44 10%	18 24% PA

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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12. How strongly do you agree or disagree with the following statement - I would get better grades studying with tools I can interact with, rather than traditional textbooks. For example, e-textbooks that include quizzes on what I read.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Agree strongly	224 45%	72 40%	152 47%	141 44%	83 47%	47 53%	177 43%	15 44%	138 42%	36 49%	35 53%	-	179 47%	45 37%
													N	
Agree somewhat	214 43%	74 42%	140 43%	136 42%	78 44%	31 35%	183 44%	14 41%	145 45%	29 39%	26 39%	-	156 41%	58 48%
Disagree somewhat	49 10%	25 14%	24 7%	34 11%	15 8%	9 10%	40 10%	5 15%	32 10%	7 9%	4 6%	1 100%	34 9%	15 12%
		C										HIJKA		
Disagree strongly	13 3%	7 4%	6 2%	12 4%	1 1%	1 1%	12 3%	-	10 3%	2 3%	1 2%	-	10 3%	3 2%
	E			E										

AGREE (NET)	438 88%	146 82%	292 91%	277 86%	161 91%	78 89%	360 87%	29 85%	283 87%	65 88%	61 92%	-	335 88%	103 85%
			B											
DISAGREE (NET)	62 12%	32 18%	30 9%	46 14%	16 9%	10 11%	52 13%	5 15%	42 13%	9 12%	5 8%	1 100%	44 12%	18 15%
		C										HIJKA		

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

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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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Agree strongly	175 35%	77 39%	98 33%	59 34%	116 36%	120 38% G	55 29%	57 36%	118 35%	136 37%	153 36%	22 30%	90 33%	79 41%	57 35%	150 35%	25 33%
Agree somewhat	205 41%	82 41%	123 41%	73 41%	132 41%	127 41%	78 42%	60 38%	145 43%	151 41%	175 41%	29 40%	119 44%	75 39%	60 37%	173 41%	32 42%
Disagree somewhat	98 20%	32 16%	66 22%	35 20%	63 19%	52 17%	46 25% F	36 23%	62 18%	65 18%	79 19%	17 23%	48 18%	31 16%	34 21%	80 19%	18 24%
Disagree strongly	22 4%	8 4%	14 5%	9 5%	13 4%	14 4%	8 4%	6 4%	16 5%	15 4%	16 4%	5 7%	13 5%	6 3%	10 6%	21 5%	1 1% Q

AGREE (NET)	380 76%	159 80%	221 73%	132 75%	248 77%	247 79%	133 71%	117 74%	263 77%	287 78%	328 78%	51 70%	209 77%	154 81%	117 73%	323 76%	57 75%
DISAGREE (NET)	120 24%	40 20%	80 27%	44 25%	76 23%	66 21%	54 29%	42 26%	78 23%	80 22%	95 22%	22 30%	61 23%	37 19%	44 27%	101 24%	19 25%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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VitalSource Survey - Canada
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May 2017

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Agree strongly	175 35%	60 34%	115 36%	124 38%	51 29%	33 38%	142 34%	16 47%	106 33%	24 32%	29 44%	-	135 36%	40 33%
Agree somewhat	205 41%	66 37%	139 43%	120 37%	85 48%	40 45%	165 40%	12 35%	139 43%	27 36%	26 39%	1 100%	154 41%	51 42%
Disagree somewhat	98 20%	42 24%	56 17%	65 20%	33 19%	12 14%	86 21%	6 18%	64 20%	18 24%	10 15%	-	77 20%	21 17%
Disagree strongly	22 4%	10 6%	12 4%	14 4%	8 5%	3 3%	19 5%	-	16 5%	5 7%	1 2%	-	13 3%	9 7%

AGREE (NET)	380 76%	126 71%	254 79%	244 76%	136 77%	73 83%	307 75%	28 82%	245 75%	51 69%	55 83%	1 100%	289 76%	91 75%
DISAGREE (NET)	120 24%	52 29%	68 21%	79 24%	41 23%	15 17%	105 25%	6 18%	80 25%	23 31%	11 17%	-	90 24%	30 25%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Yes, more than one	109 22%	58 29%	51 17%	30 17%	79 24%	75 24%	34 18%	28 18%	81 24%	95 26%	103 24%	6 8%	56 21%	45 24%	35 22%	98 23%	11 14%
		L			D					L	L						
Yes, one	119 24%	54 27%	65 22%	44 25%	75 23%	80 26%	39 21%	29 18%	90 26%	85 23%	104 25%	15 21%	60 22%	58 30%	41 25%	99 23%	20 26%
No, none	272 54%	87 44%	185 61%	102 58%	170 52%	158 50%	114 61%	102 64%	170 50%	187 51%	216 51%	52 71%	154 57%	88 46%	85 53%	227 54%	45 59%
		NB			BA				IA								KJA

YES (NET)	228 46%	112 56%	116 39%	74 42%	154 48%	155 50%	73 39%	57 36%	171 50%	180 49%	207 49%	21 29%	116 43%	103 54%	76 47%	197 46%	31 41%
		LHC			CA				G								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.
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VitalSource Survey - Canada
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May 2017

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Yes, more than one	109 22%	32 18%	77 24%	77 24%	32 18%	32 36% GA	77 19%	12 35%	66 20%	13 18%	17 26%	1 100% HIJKA	87 23%	22 18%
Yes, one	119 24%	49 28%	70 22%	81 25%	38 21%	27 31%	92 22%	7 21%	74 23%	17 23%	21 32%	-	86 23%	33 27%
No, none	272 54% F	97 54%	175 54%	165 51%	107 60% D	29 33%	243 59% F	15 44%	185 57% K	44 59% K	28 42%	-	206 54%	66 55%

YES (NET)	228 46%	81 46%	147 46%	158 49% E	70 40%	59 67% GA	169 41%	19 56%	140 43%	30 41%	38 58% IJ	1 100% HIJKA	173 46%	55 45%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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15. Approximately how long do you believe it will take for you to pay back all your student loans? Please give your answer in years. 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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
1-4 years	69 14%	23 12%	46 15%	30 17%	39 12%	40 13%	29 16%	29 18%	40 12%	48 13%	55 13%	12 16%	31 11%	27 14%	17 11%	58 14%	11 14%
5-9 years	59 12%	23 12%	36 12%	15 9%	44 14%	37 12%	22 12%	22 14%	37 11%	45 12%	48 11%	11 15%	39 14%	27 14%	22 14%	50 12%	9 12%
10-19 years	61 12% B	13 7%	48 16% B	21 12%	40 12%	39 12%	22 12%	28 18% I	33 10%	40 11%	52 12%	8 11%	37 14%	24 13%	20 12%	50 12%	11 14%
20-80 years	23 5% B	3 2%	20 7% B	7 4%	16 5%	12 4%	11 6%	14 9% I	9 3%	20 5%	21 5%	2 3%	13 5%	12 6%	5 3%	18 4%	5 7%
I will never pay back my student loans	88 18% LHGC	58 29% CA	30 10%	28 16%	60 19%	68 22% G	20 11%	6 4%	82 24% HA	77 21% L	83 20% L	5 7%	39 14%	37 19%	32 20%	80 19% Q	8 11%
I have no student loans	200 40%	79 40%	121 40%	75 43%	125 39%	117 37%	83 44%	60 38%	140 41%	137 37%	164 39%	35 48%	111 41%	64 34%	65 40%	168 40%	32 42%

20 YEARS OR MORE (NET)	111 22% LHC	61 31% CA	50 17%	35 20%	76 23%	80 26% G	31 17%	20 13%	91 27% H	97 26% L	104 25% L	7 10%	52 19%	49 26%	37 23%	98 23%	13 17%

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.
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15. Approximately how long do you believe it will take for you to pay back all your student loans? Please give your answer in years. 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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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	199	301	176	324	313	187	159	341	367	423	73	270	191	161	424	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE	8.44	6.74	9.14	8.11	8.61	8.26	8.71	9.31	7.76	8.72	8.73	7.21	8.68	9.08	8.22	8.30	9.11
			B														

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.

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15. Approximately how long do you believe it will take for you to pay back all your student loans? Please give your answer in years. Your best guess is fine.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
1-4 years	69 14%	25 14%	44 14%	45 14%	24 14%	14 16%	55 13%	3 9%	51 16% K	10 14%	5 8%	- 100%	52 14%	17 14%
5-9 years	59 12%	24 13%	35 11%	46 14% E	13 7% E	7 8%	52 13%	6 18%	42 13%	5 7%	6 9%	- 100%	37 10% HIJKA	22 18% M
10-19 years	61 12%	33 19% C	28 9%	47 15% E	14 8% E	8 9%	53 13%	7 21%	41 13%	8 11%	5 8%	- 100%	45 12%	16 13%
20-80 years	23 5%	10 6%	13 4%	17 5%	6 3%	6 7%	17 4%	2 6%	12 4%	4 5%	4 6%	1 100% HIJKA	19 5%	4 3%
I will never pay back my student loans	88 18% NB	18 10%	70 22% B	67 21% E	21 12%	22 25%	66 16%	9 26%	48 15%	10 14%	21 32% IJA	- 100%	80 21% N	8 7%
I have no student loans	200 40% HD	68 38%	132 41%	101 31%	99 56% DA	31 35%	169 41%	7 21%	131 40% H	37 50% H	25 38%	- 100%	146 39%	54 45%

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

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15. Approximately how long do you believe it will take for you to pay back all your student loans? Please give your answer in years. Your best guess is fine.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500	178	322	323	177	88	412	34	325	74	66	1	379	121
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
20 YEARS OR MORE (NET)	111	28	83	84	27	28	83	11	60	14	25	1	99	12
	22%	16%	26%	26%	15%	32%	20%	32%	18%	19%	38%	100%	26%	10%
	NE		B	E		G					IJA	HIJKA	N	
AVERAGE	8.44	9.13	7.91	8.70	7.72	8.66	8.40	9.17	7.86	8.89	10.60	24.00	8.76	7.59
												HIA		

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

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16. How strongly do you agree or disagree with the following statement - I will have to prioritize finding a high-paying job over finding my "dream job" after I graduate in order to pay off my student loan debt.

	GENDER		AGE		YEAR IN SCHOOL		ONLINE COURSES		E-BOOK USER			E-BOOK PLATFORM USED			SATISFIED WITH CURRENT TECH		
	TOTAL	MALE	FEMALE	18-19	20+	UNDER-CLASSMEN	UPPER-CLASSMEN	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	300 100%	120 100%	180 100%	101 100%	199 100%	196 100%	104 100%	99 100%	201 100%	230 100%	259 100%	38 100%	159 100%	127 100%	96 100%	256 100%	44 100%
Agree strongly	136 45%	63 53% C	73 41%	43 43%	93 47%	89 45%	47 45%	39 39%	97 48%	114 50%	121 47%	14 37%	68 43%	63 50%	40 42%	116 45%	20 45%
Agree somewhat	125 42%	46 38%	79 44%	43 43%	82 41%	80 41%	45 43%	45 45%	80 40%	90 39%	106 41%	18 47%	69 43%	48 38%	39 41%	111 43%	14 32%
Disagree somewhat	32 11%	8 7%	24 13%	12 12%	20 10%	23 12%	9 9%	13 13%	19 9%	22 10%	27 10%	5 13%	18 11%	14 11%	14 15%	24 9%	8 18%
Disagree strongly	7 2%	3 3%	4 2%	3 3%	4 2%	4 2%	3 3%	2 2%	5 2%	4 2%	5 2%	1 3%	4 3%	2 2%	3 3%	5 2%	2 5%

AGREE (NET)	261 87%	109 91%	152 84%	86 85%	175 88%	169 86%	92 88%	84 85%	177 88%	204 89%	227 88%	32 84%	137 86%	111 87%	79 82%	227 89%	34 77%
DISAGREE (NET)	39 13%	11 9%	28 16%	15 15%	24 12%	27 14%	12 12%	15 15%	24 12%	26 11%	32 12%	6 16%	22 14%	16 13%	17 18%	29 11%	10 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
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16. How strongly do you agree or disagree with the following statement - I will have to prioritize finding a high-paying job over finding my "dream job" after I graduate in order to pay off my student loan debt.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	300 100%	110 100%	190 100%	222 100%	78 100%	57 100%	243 100%	27 100%	194 100%	37 100%	41 100%	1 100%	233 100%	67 100%
Agree strongly	136 45%	40 36%	96 51% B	99 45%	37 47%	27 47%	109 45%	11 41%	86 44%	19 51%	20 49%	-	111 48%	25 37%
Agree somewhat	125 42%	47 43%	78 41%	95 43%	30 38%	26 46%	99 41%	13 48%	80 41%	12 32%	20 49%	-	91 39%	34 51%
Disagree somewhat	32 11% K	20 18% C	12 6%	23 10%	9 12%	3 5%	29 12%	2 7%	24 12% K	5 14%	1 2%	-	25 11%	7 10%
Disagree strongly	7 2%	3 3%	4 2%	5 2%	2 3%	1 2%	6 2%	1 4%	4 2%	1 3%	-	1 100% HIJA	6 3%	1 1%

AGREE (NET)	261 87%	87 79%	174 92% B	194 87%	67 86%	53 93%	208 86%	24 89%	166 86%	31 84%	40 98% IJA	-	202 87%	59 88%
DISAGREE (NET)	39 13% K	23 21% C	16 8%	28 13%	11 14%	4 7%	35 14%	3 11%	28 14% K	6 16% K	1 2%	1 100% HIJKA	31 13%	8 12%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Completely satisfied	123 25% L	60 30% C	63 21%	39 22%	84 26%	81 26%	42 22%	33 21%	90 26%	106 29% L	113 27% L	10 14%	64 24%	54 28%	41 25%	123 29%	-
Somewhat satisfied	301 60%	112 56%	189 63%	111 63%	190 59%	187 60%	114 61%	99 62%	202 59%	216 59%	251 59%	49 67%	168 62%	108 57%	93 58%	301 71% A	-
Not very satisfied	69 14%	25 13%	44 15%	21 12%	48 15%	40 13%	29 16%	26 16%	43 13%	44 12%	55 13%	12 16%	36 13%	28 15%	24 15%	-	69 91% A
Not at all satisfied	7 1%	2 1%	5 2%	5 3%	2 1%	5 2%	2 1%	1 1%	6 2%	1 *%	4 1%	2 3%	2 1%	1 1%	3 2%	-	7 9% A

SATISFIED (NET)	424 85%	172 86%	252 84%	150 85%	274 85%	268 86%	156 83%	132 83%	292 86%	322 88%	364 86%	59 81%	232 86%	162 85%	134 83%	424 100% A	-
DISSATISFIED (NET)	76 15%	27 14%	49 16%	26 15%	50 15%	45 14%	31 17%	27 17%	49 14%	45 12%	59 14%	14 19%	38 14%	29 15%	27 17%	-	76 100% 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
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17. How satisfied or dissatisfied are you with the technology used in your classes currently? Meaning, the devices used and how they are used.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Completely satisfied	123 25%	48 27%	75 23%	80 25%	43 24%	22 25%	101 25%	9 26%	76 23%	20 27%	18 27%	-	96 25%	27 22%
Somewhat satisfied	301 60%	99 56%	202 63%	189 59%	112 63%	58 66%	243 59%	20 59%	197 61%	43 58%	41 62%	-	222 59%	79 65%
Not very satisfied	69 14%	24 13%	45 14%	50 15%	19 11%	6 7%	63 15%	5 15%	46 14%	10 14%	7 11%	1 100%	55 15%	14 12%
	F						F					HIJKA		
Not at all satisfied	7 1%	7 4%	-	4 1%	3 2%	2 2%	5 1%	-	6 2%	1 1%	-	-	6 2%	1 1%

SATISFIED (NET)	424 85%	147 83%	277 86%	269 83%	155 88%	80 91%	344 83%	29 85%	273 84%	63 85%	59 89%	-	318 84%	106 88%
						G								
DISSATISFIED (NET)	76 15%	31 17%	45 14%	54 17%	22 12%	8 9%	68 17%	5 15%	52 16%	11 15%	7 11%	1 100%	61 16%	15 12%
							F					HIJKA		

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
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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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Agree strongly	133 27% L	66 33% C	67 22%	42 24%	91 28%	86 27%	47 25%	40 25%	93 27%	112 31% L	124 29% L	9 12%	70 26%	67 35% A	40 25%	115 27%	18 24%
Agree somewhat	217 43%	83 42%	134 45%	80 45%	137 42%	132 42%	85 45%	75 47%	142 42%	169 46%	186 44%	30 41%	125 46%	84 44%	72 45%	186 44%	31 41%
Disagree somewhat	134 27% N	44 22%	90 30% B	44 25%	90 28%	81 26%	53 28%	42 26%	92 27%	80 22%	103 24%	29 40% KJA	70 26%	37 19%	44 27%	111 26%	23 30%
Disagree strongly	16 3%	6 3%	10 3%	10 6% E	6 2%	14 4% G	2 1%	2 1%	14 4% H	6 2%	10 2%	5 7%	5 2%	3 2%	5 3%	12 3%	4 5%

AGREE (NET)	350 70% L	149 75% C	201 67%	122 69%	228 70%	218 70%	132 71%	115 72%	235 69%	281 77% LA	310 73% L	39 53%	195 72%	151 79% A	112 70%	301 71%	49 64%
DISAGREE (NET)	150 30% NJ	50 25%	100 33% B	54 31%	96 30%	95 30%	55 29%	44 28%	106 31%	86 23%	113 27%	34 47% KJA	75 28%	40 21%	49 30%	123 29%	27 36%

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
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	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Agree strongly	133 27%	39 22%	94 29%	83 26%	50 28%	29 33%	104 25%	9 26%	82 25%	24 32%	18 27%	-	107 28%	26 21%
Agree somewhat	217 43%	74 42%	143 44%	142 44%	75 42%	40 45%	177 43%	16 47%	139 43%	32 43%	30 45%	-	158 42%	59 49%
Disagree somewhat	134 27%	52 29%	82 25%	89 28%	45 25%	17 19%	117 28%	8 24%	91 28%	16 22%	18 27%	1 100% HIJKA	102 27%	32 26%
Disagree strongly	16 3% C	13 7% C	3 1%	9 3%	7 4%	2 2%	14 3%	1 3%	13 4%	2 3%	-	-	12 3%	4 3%

AGREE (NET)	350 70%	113 63%	237 74% B	225 70%	125 71%	69 78% G	281 68%	25 74%	221 68%	56 76%	48 73%	-	265 70%	85 70%
DISAGREE (NET)	150 30%	65 37% C	85 26%	98 30%	52 29%	19 22%	131 32% F	9 26%	104 32%	18 24%	18 27%	1 100% HIJKA	114 30%	36 30%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
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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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
1-2 classes	92 18%	29 15%	63 21%	30 17%	62 19%	54 17%	38 20%	92 58% A	-	74 20%	82 19%	10 14%	60 22%	32 17%	29 18%	74 17%	18 24%
3-4 classes	32 6% LD	10 5%	22 7%	4 2%	28 9% D	13 4%	19 10% F	32 20% A	-	25 7% L	31 7% L	1 1%	26 10%	16 8%	10 6%	27 6%	5 7%
5 classes or more	35 7% FD	10 5%	25 8%	4 2%	31 10% D	11 4%	24 13% FA	35 22% A	-	26 7%	29 7%	6 8%	20 7%	16 8%	10 6%	31 7%	4 5%
I've never taken an online class in college	341 68% MG	150 75% C	191 63%	138 78% EA	203 63%	235 75% GA	106 57%	- 100% A	341 100% A	242 66%	281 66%	56 77%	164 61%	127 66%	112 70%	292 69%	49 64%

ANY (NET)	159 32% FD	49 25%	110 37% B	38 22%	121 37% D	78 25%	81 43% FA	159 100% A	-	125 34%	142 34%	17 23%	106 39% A	64 34%	49 30%	132 31%	27 36%
AVERAGE (INCLUDING 0)	1.11 I	0.98	1.20	0.69	1.34	0.83	1.59 F	3.50 IA	0.00	1.20	1.16	0.90	1.39	1.22	0.84	1.13	1.03

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
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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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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	199	301	176	324	313	187	159	341	367	423	73	270	191	161	424	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE (EXCLUDING 0)	3.50	3.98	3.29	3.21	3.60	3.32	3.68	3.50	-	3.53	3.46	3.88	3.55	3.64	2.76	3.63	2.89

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
1-2 classes	92 18%	31 17%	61 19%	62 19%	30 17%	12 14%	80 19%	5 15%	59 18%	15 20%	13 20%	-	70 18%	22 18%
3-4 classes	32 6% KF	9 5%	23 7%	21 7%	11 6%	1 1%	31 8% F	3 9%	21 6% K	7 9% K	1 2%	-	24 6%	8 7%
5 classes or more	35 7%	13 7%	22 7%	25 8%	10 6%	6 7%	29 7%	4 12%	20 6%	6 8%	4 6%	1 100% HIJKA	26 7%	9 7%
I've never taken an online class in college	341 68%	125 70%	216 67%	215 67%	126 71%	69 78% GA	272 66%	22 65%	225 69%	46 62%	48 73%	-	259 68%	82 68%

ANY (NET)	159 32% F	53 30%	106 33%	108 33%	51 29%	19 22%	140 34% F	12 35%	100 31%	28 38%	18 27%	1 100% HIJKA	120 32%	39 32%
AVERAGE (INCLUDING 0)	1.11 KF	0.97	1.20	1.22	0.92	0.61	1.22 F	1.32	1.16	1.16	0.65	5.00 K	1.05	1.31

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
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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.

TOTAL	FAMILY HOUSEHOLD INCOME		PAYS FOR BOOKS		HOME		REGION					ETHNICITY		
	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
Total	500	178	322	323	177	88	412	34	325	74	66	1	379	121
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE (EXCLUDING 0)	3.50	3.25	3.63	3.66	3.18	2.84	3.59	3.75	3.78	3.07	2.39	5.00	3.33	4.05

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

VitalSource Survey - Canada
Wakefield Research
May 2017

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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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	159 100%	49 100%	110 100%	38 100%	121 100%	78 100%	81 100%	159 100%	-	125 100%	142 100%	17 100%	106 100%	64 100%	49 100%	132 100%	27 100%
In-person courses	92 58%	29 59%	63 57%	21 55%	71 59%	50 64%	42 52%	92 58%	-	70 56%	84 59%	8 47%	62 58%	33 52%	30 61%	70 53%	22 81% PA
Online courses	67 42% Q	20 41%	47 43%	17 45%	50 41%	28 36%	39 48%	67 42%	-	55 44%	58 41%	9 53%	44 42%	31 48%	19 39%	62 47%	5 19% Q

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

VitalSource Survey - Canada
Wakefield Research
May 2017

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	159 100%	53 100%	106 100%	108 100%	51 100%	19 100%	140 100%	12 100%	100 100%	28 100%	18 100%	1 100%	120 100%	39 100%
In-person courses	92 58%	31 58%	61 58%	61 56%	31 61%	11 58%	81 58%	5 42%	59 59%	18 64%	9 50%	1 100% HIJKA	68 57%	24 62%
Online courses	67 42%	22 42%	45 42%	47 44%	20 39%	8 42%	59 42%	7 58%	41 41%	10 36%	9 50%	-	52 43%	15 38%

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

VitalSource Survey - Canada
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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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
They are more interactive	139 28% Q	49 25%	90 30%	44 25%	95 29%	95 30%	44 24%	53 33%	86 25%	105 29%	122 29%	17 23%	86 32%	57 30%	40 25%	128 30% Q	11 14%
They are more convenient	129 26% Q	57 29%	72 24%	46 26%	83 26%	82 26%	47 25%	31 19%	98 29% H	108 29% L	115 27%	14 19%	76 28%	50 26%	47 29%	117 28% Q	12 16%
They are more affordable	121 24%	46 23%	75 25%	45 26%	76 23%	58 19%	63 34% FA	48 30% I	73 21%	88 24%	102 24%	16 22%	60 22%	48 25%	43 27%	96 23%	25 33%
They make lessons easier to remember and understand	61 12%	27 14%	34 11%	23 13%	38 12%	44 14%	17 9%	15 9%	46 13%	45 12%	54 13%	7 10%	30 11%	21 11%	17 11%	47 11%	14 18%
Other	6 1%	-	6 2%	2 1%	4 1%	4 1%	2 1%	4 3%	2 1%	5 1%	5 1%	1 1%	3 1%	4 2%	2 1%	4 1%	2 3%
I've never used an interactive textbook	44 9% J	20 10%	24 8%	16 9%	28 9%	30 10%	14 7%	8 5%	36 11% H	16 4%	25 6%	18 25% KJA	15 6%	11 6%	12 7%	32 8%	12 16%

EVER USED (NET)	456 91% L	179 90%	277 92%	160 91%	296 91%	283 90%	173 93%	151 95% I	305 89%	351 96% LA	398 94% L	55 75%	255 94%	180 94%	149 93%	392 92%	64 84%

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

VitalSource Survey - Canada
 Wakefield Research
 May 2017

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
They are more interactive	139 28%	47 26%	92 29%	85 26%	54 31%	26 30%	113 27%	9 26%	87 27%	25 34%	18 27%	-	110 29%	29 24%
They are more convenient	129 26%	46 26%	83 26%	77 24%	52 29%	24 27%	105 25%	9 26%	86 26%	16 22%	18 27%	-	87 23%	42 35% M
They are more affordable	121 24% E	45 25%	76 24%	93 29% E	28 16%	20 23%	101 25%	12 35%	72 22%	19 26%	17 26%	1 100% HIJKA	95 25%	26 21%
They make lessons easier to remember and understand	61 12% H	17 10%	44 14%	35 11%	26 15%	14 16%	47 11%	1 3%	42 13% H	9 12%	9 14% H	-	47 12%	14 12%
Other	6 1%	1 1%	5 2%	3 1%	3 2%	-	6 1%	-	5 2%	-	1 2%	-	6 2%	-
I've never used an interactive textbook	44 9%	22 12%	22 7%	30 9%	14 8%	4 5%	40 10%	3 9%	33 10%	5 7%	3 5%	-	34 9%	10 8%

EVER USED (NET)	456 91%	156 88%	300 93%	293 91%	163 92%	84 95%	372 90%	31 91%	292 90%	69 93%	63 95%	1 100% IJA	345 91%	111 92%

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

VitalSource Survey - Canada
Wakefield Research
May 2017

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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Very significant	230 46% L	100 50%	130 43%	72 41%	158 49%	142 45%	88 47%	76 48%	154 45%	187 51% L	204 48% L	24 33%	123 46%	99 52%	89 55% A	193 46%	37 49%
Somewhat significant	206 41%	70 35%	136 45%	76 43%	130 40%	128 41%	78 42%	70 44%	136 40%	148 40%	173 41%	32 44%	119 44%	76 40%	54 34%	181 43%	25 33%
Somewhat insignificant	52 10%	23 12%	29 10%	23 13%	29 9%	35 11%	17 9%	11 7%	41 12%	30 8%	39 9%	13 18% J	23 9%	13 7%	16 10%	43 10%	9 12%
Very insignificant	12 2% J	6 3%	6 2%	5 3%	7 2%	8 3%	4 2%	2 1%	10 3%	2 1%	7 2%	4 5%	5 2%	3 2%	2 1%	7 2%	5 7%

SIGNIFICANT (NET)	436 87% L	170 85%	266 88%	148 84%	288 89%	270 86%	166 89%	146 92% I	290 85%	335 91% L	377 89% L	56 77%	242 90%	175 92%	143 89%	374 88%	62 82%
INSIGNIFICANT (NET)	64 13%	29 15%	35 12%	28 16%	36 11%	43 14%	21 11%	13 8%	51 15% H	32 9%	46 11%	17 23% KJA	28 10%	16 8%	18 11%	50 12%	14 18%

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

VitalSource Survey - Canada
Wakefield Research
May 2017

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Very significant	230 46%	69 39%	161 50% B	154 48%	76 43%	43 49%	187 45%	18 53%	142 44%	38 51%	32 48%	-	178 47%	52 43%
Somewhat significant	206 41%	83 47%	123 38%	135 42%	71 40%	35 40%	171 42%	13 38%	137 42%	29 39%	27 41%	-	157 41%	49 40%
Somewhat insignificant	52 10%	20 11%	32 10%	27 8%	25 14%	9 10%	43 10%	2 6%	38 12%	5 7%	6 9%	1 100% HIJKA	33 9%	19 16%
Very insignificant	12 2%	6 3%	6 2%	7 2%	5 3%	1 1%	11 3%	1 3%	8 2%	2 3%	1 2%	-	11 3%	1 1%

SIGNIFICANT (NET)	436 87%	152 85%	284 88%	289 89%	147 83%	78 89%	358 87%	31 91%	279 86%	67 91%	59 89%	-	335 88%	101 83%
INSIGNIFICANT (NET)	64 13%	26 15%	38 12%	34 11%	30 17%	10 11%	54 13%	3 9%	46 14%	7 9%	7 11%	1 100% HIJKA	44 12%	20 17%

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

VitalSource Survey - Canada
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May 2017

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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Less than a minute	198 40% QHG	98 49% CA	100 33%	67 38%	131 40%	145 46% G	53 28%	33 21%	165 48% HA	155 42% L	176 42% L	21 29%	95 35%	91 48%	72 45%	178 42% Q	20 26%
1-10 minutes	107 21% I	41 21%	66 22%	40 23%	67 21%	59 19%	48 26%	53 33% IA	54 16%	76 21%	90 21%	16 22%	64 24%	36 19%	35 22%	86 20%	21 28%
11-30 minutes	63 13%	24 12%	39 13%	26 15%	37 11%	37 12%	26 14%	20 13%	43 13%	47 13%	49 12%	13 18%	31 11%	20 10%	21 13%	50 12%	13 17%
31-60 minutes	54 11%	19 10%	35 12%	14 8%	40 12%	31 10%	23 12%	23 14%	31 9%	41 11%	47 11%	7 10%	35 13%	22 12%	18 11%	45 11%	9 12%
61-120 minutes	43 9%	10 5%	33 11% B	17 10%	26 8%	24 8%	19 10%	14 9%	29 9%	27 7%	32 8%	11 15%	26 10%	10 5%	8 5%	36 8%	7 9%
More than 2 hours	35 7% B	7 4%	28 9% B	12 7%	23 7%	17 5%	18 10%	16 10%	19 6%	21 6%	29 7%	5 7%	19 7%	12 6%	7 4%	29 7%	6 8%

AVERAGE	38.41 OB	23.39	48.34 B	35.08	40.22	33.04	47.40 F	47.05	34.38	34.44	36.47	49.03	40.89	30.91	26.43	37.73	42.18

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

VitalSource Survey - Canada
 Wakefield Research
 May 2017

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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
10 MINUTES OR LESS (NET)	305 61%	139 70%	166 55%	107 61%	198 61%	204 65%	101 54%	86 54%	219 64%	231 63%	266 63%	37 51%	159 59%	127 66%	107 66%	264 62%	41 54%
		CA				G			H								

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

VitalSource Survey - Canada
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May 2017

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN	\$40,000	STUDENT	OTHER	DORM	APARTMENT	ATLANTIC	CENTRAL	PRAIRIE	WEST COAST	NORTH	WHITE	NON-WHITE
		\$40,000	OR MORE				OR OTHER	REGION	CANADA	PRONVINCES				
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Less than a minute	198 40%	67 38%	131 41%	125 39%	73 41%	51 58% GA	147 36%	11 32%	127 39%	29 39%	31 47%	-	151 40%	47 39%
1-10 minutes	107 21%	44 25%	63 20%	62 19%	45 25%	12 14%	95 23% F	5 15%	74 23%	14 19%	13 20%	1 100% HIJKA	72 19%	35 29% M
11-30 minutes	63 13% J	20 11%	43 13%	41 13%	22 12%	10 11%	53 13%	5 15%	46 14% J	4 5%	8 12%	-	49 13%	14 12%
31-60 minutes	54 11%	19 11%	35 11%	40 12%	14 8%	8 9%	46 11%	5 15%	28 9%	14 19% I	7 11%	-	39 10%	15 12%
61-120 minutes	43 9% N	10 6%	33 10%	27 8%	16 9%	4 5%	39 9%	5 15%	26 8%	9 12%	3 5%	-	41 11% N	2 2%
More than 2 hours	35 7%	18 10%	17 5%	28 9% E	7 4%	3 3%	32 8%	3 9%	24 7%	4 5%	4 6%	-	27 7%	8 7%

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

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
AVERAGE	38.41 FE	46.78	33.78	44.78 E	26.79	23.19	41.66 F	50.22	37.33	48.40	26.98	2.00	38.92	36.81
10 MINUTES OR LESS (NET)	305 61%	111 62%	194 60%	187 58%	118 67%	63 72% GA	242 59%	16 47%	201 62%	43 58%	44 67%	1 100% HIJKA	223 59%	82 68%

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

VitalSource Survey - Canada
Wakefield Research
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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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Smartphone	441 88%	172 86%	269 89%	153 87%	288 89%	265 85%	176 94% FA	152 96% IA	289 85%	328 89%	376 89%	65 89%	253 94% A	173 91%	146 91%	378 89%	63 83%
Laptop	429 86% B	157 79%	272 90% BA	151 86%	278 86%	261 83%	168 90% F	148 93% IA	281 82%	321 87%	364 86%	65 89%	246 91% A	162 85%	143 89%	366 86%	63 83%
iPad/tablet	246 49%	106 53%	140 47%	80 45%	166 51%	157 50%	89 48%	79 50%	167 49%	198 54% L	216 51%	30 41%	137 51%	102 53%	84 52%	207 49%	39 51%
eReader like a Kindle or Nook	86 17%	35 18%	51 17%	31 18%	55 17%	56 18%	30 16%	28 18%	58 17%	68 19%	75 18%	11 15%	50 19%	36 19%	30 19%	72 17%	14 18%
None of these	4 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	-	4 1%	-	-	-	-	-	-	1 *%	3 4%

ANY (NET)	496 99%	197 99%	299 99%	174 99%	322 99%	311 99%	185 99%	159 100% IA	337 99%	367 100% A	423 100% A	73 100% A	270 100% A	191 100% A	161 100% A	423 100%	73 96%

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.

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Smartphone	441 88%	151 85%	290 90%	289 89%	152 86%	78 89%	363 88%	27 79%	297 91% K	64 86%	53 80%	-	330 87%	111 92%
Laptop	429 86%	150 84%	279 87%	282 87%	147 83%	75 85%	354 86%	27 79%	282 87%	65 88%	54 82%	1 100% HIJKA	327 86%	102 84%
iPad/tablet	246 49% B	68 38%	178 55% B	162 50%	84 47%	47 53%	199 48%	17 50%	155 48%	38 51%	35 53%	1 100% HIJKA	192 51%	54 45%
eReader like a Kindle or Nook	86 17%	28 16%	58 18%	54 17%	32 18%	19 22%	67 16%	8 24%	54 17%	14 19%	10 15%	-	70 18%	16 13%
None of these	4 1%	4 2%	-	3 1%	1 1%	-	4 1%	-	3 1%	1 1%	-	-	3 1%	1 1%

ANY (NET)	496 99%	174 98%	322 100% BA	320 99%	176 99%	88 100% GA	408 99%	34 100% A	322 99%	73 99%	66 100% A	1 100% A	376 99%	120 99%

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

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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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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%	197 100%	299 100%	174 100%	322 100%	311 100%	185 100%	159 100%	337 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	423 100%	73 100%
Yes, many times	214 43%	93 47%	121 40%	76 44%	138 43%	140 45%	74 40%	80 50%	134 40%	214 58%	214 51%	-	145 54%	109 57%	91 57%	189 45%	25 34%
								I		A	A		A	A	A		
Yes, a few times	153 31%	61 31%	92 31%	47 27%	106 33%	92 30%	61 33%	45 28%	108 32%	153 42%	153 36%	-	96 36%	65 34%	49 30%	133 31%	20 27%
Yes, once	56 11%	17 9%	39 13%	27 16%	29 9%	36 12%	20 11%	17 11%	39 12%	-	56 13%	-	29 11%	17 9%	21 13%	42 10%	14 19%
				E													
No, never	73 15%	26 13%	47 16%	24 14%	49 15%	43 14%	30 16%	17 11%	56 17%	-	-	73 100%	-	-	-	59 14%	14 19%
												A					

YES (NET)	423 85%	171 87%	252 84%	150 86%	273 85%	268 86%	155 84%	142 89%	281 83%	367 100%	423 100%	-	270 100%	191 100%	161 100%	364 86%	59 81%
										A	A		A	A	A		

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

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	496 100%	174 100%	322 100%	320 100%	176 100%	88 100%	408 100%	34 100%	322 100%	73 100%	66 100%	1 100%	376 100%	120 100%
Yes, many times	214 43%	78 45%	136 42%	144 45%	70 40%	40 45%	174 43%	11 32%	145 45%	31 42%	27 41%	-	153 41%	61 51%
Yes, a few times	153 31% B	38 22%	115 36% B	94 29%	59 34%	29 33%	124 30%	11 32%	92 29%	24 33%	26 39%	-	121 32%	32 27%
Yes, once	56 11%	23 13%	33 10%	36 11%	20 11%	13 15%	43 11%	4 12%	37 11%	7 10%	7 11%	1 100% HIJKA	43 11%	13 11%
No, never	73 15% F	35 20% C	38 12%	46 14%	27 15%	6 7%	67 16% F	8 24%	48 15%	11 15%	6 9%	-	59 16%	14 12%

YES (NET)	423 85%	139 80%	284 88% B	274 86%	149 85%	82 93% GA	341 84%	26 76%	274 85%	62 85%	60 91%	1 100% HIJKA	317 84%	106 88%

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

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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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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	423 100%	171 100%	252 100%	150 100%	273 100%	268 100%	155 100%	142 100%	281 100%	367 100%	423 100%	-	270 100%	191 100%	161 100%	364 100%	59 100%	
Online, using a web browser	270 64% ONB	94 55%	176 70% B	101 67%	169 62%	176 66%	94 61%	106 75% IA	164 58%	241 66%	270 64%	-	270 100% A	104 54%	82 51%	232 64%	38 64%	
Online, using an app downloaded onto a device	191 45%	79 46%	112 44%	74 49%	117 43%	123 46%	68 44%	64 45%	127 45%	174 47%	191 45%	-	104 39%	191 100% A	73 45%	162 45%	29 49%	
Offline, using an app downloaded onto a device	161 38% M	75 44% C	86 34%	51 34%	110 40%	106 40%	55 35%	49 35%	112 40%	140 38%	161 38%	-	82 30%	73 38%	161 100% A	134 37%	27 46%	
Other	11 3% O	4 2%	7 3%	5 3%	6 2%	6 2%	5 3%	5 4%	6 2%	8 2%	11 3%	-	3 1%	3 2%	1 1%	10 3%	1 2%	

ONLINE (NET)	357 84% O	137 80%	220 87%	133 89%	224 82%	230 86%	127 82%	127 89%	230 82%	318 87%	357 84%	-	270 100% A	191 100% A	101 63%	309 85%	48 81%	

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

VitalSource Survey - Canada
Wakefield Research
May 2017

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	423 100%	139 100%	284 100%	274 100%	149 100%	82 100%	341 100%	26 100%	274 100%	62 100%	60 100%	1 100%	317 100%	106 100%
Online, using a web browser	270 64%	87 63%	183 64%	176 64%	94 63%	54 66%	216 63%	19 73%	166 61%	44 71%	40 67%	1 100% HIJKA	194 61%	76 72% M
Online, using an app downloaded onto a device	191 45%	69 50%	122 43%	131 48%	60 40%	32 39%	159 47%	11 42%	130 47%	28 45%	22 37%	-	146 46%	45 42%
Offline, using an app downloaded onto a device	161 38% H	57 41%	104 37%	107 39%	54 36%	28 34%	133 39%	5 19%	107 39% H	25 40% H	24 40% H	-	116 37%	45 42%
Other	11 3%	3 2%	8 3%	8 3%	3 2%	-	11 3%	-	8 3%	1 2%	2 3%	-	8 3%	3 3%

ONLINE (NET)	357 84%	113 81%	244 86%	233 85%	124 83%	69 84%	288 84%	24 92%	226 82%	54 87%	52 87%	1 100% IJKA	265 84%	92 87%

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

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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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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	101 100%	44 100%	57 100%	37 100%	64 100%	71 100%	30 100%	37 100%	64 100%	96 100%	101 100%	-	82 100%	73 100%	101 100%	85 100%	16 100%
Offline	35 35%	16 36%	19 33%	12 32%	23 36%	23 32%	12 40%	12 32%	23 36%	34 35%	35 35%	-	24 29%	27 37%	35 35%	28 33%	7 44%
Online	30 30%	16 36%	14 25%	11 30%	19 30%	22 31%	8 27%	9 24%	21 33%	29 30%	30 30%	-	26 32%	21 29%	30 30%	26 31%	4 25%
Online and offline equally	36 36%	12 27%	24 42%	14 38%	22 34%	26 37%	10 33%	16 43%	20 31%	33 34%	36 36%	-	32 39%	25 34%	36 36%	31 36%	5 31%

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

VitalSource Survey - Canada
 Wakefield Research
 May 2017

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	101 100%	34 100%	67 100%	70 100%	31 100%	15 100%	86 100%	3 100%	64 100%	17 100%	17 100%	-	69 100%	32 100%
Offline	35 35% J	8 24%	27 40%	26 37%	9 29%	5 33%	30 35%	1 33%	24 38% J	2 12%	8 47% J	-	26 38%	9 28%
Online	30 30%	10 29%	20 30%	22 31%	8 26%	6 40%	24 28%	1 33%	20 31%	5 29%	4 24%	-	22 32%	8 25%
Online and offline equally	36 36%	16 47%	20 30%	22 31%	14 45%	4 27%	32 37%	1 33%	20 31%	10 59% I	5 29%	-	21 30%	15 47%

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

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May 2017

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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Using an app downloaded onto a device	225 45%	79 40%	146 49%	80 45%	145 45%	143 46%	82 44%	72 45%	153 45%	173 47%	198 47%	26 36%	102 38%	111 58% A	95 59% A	191 45%	34 45%
Using a web browser	202 40%	98 49%	104 35%	71 40%	131 40%	127 41%	75 40%	61 38%	141 41%	155 42%	176 42%	25 34%	129 48% A	62 32%	46 29%	179 42% Q	23 30%
No preference	73 15%	22 11%	51 17%	25 14%	48 15%	43 14%	30 16%	26 16%	47 14%	39 11%	49 12%	22 30% KJA	39 14%	18 9%	20 12%	54 13%	19 25% PA

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

VitalSource Survey - Canada
Wakefield Research
May 2017

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Using an app downloaded onto a device	225 45%	81 46%	144 45%	154 48%	71 40%	33 38%	192 47%	10 29%	155 48%	32 43%	28 42%	-	173 46%	52 43%
Using a web browser	202 40%	65 37%	137 43%	129 40%	73 41%	47 53%	155 38%	17 50%	125 38%	30 41%	29 44%	1 100%	152 40%	50 41%
No preference	73 15%	32 18%	41 13%	40 12%	33 19%	8 9%	65 16%	7 21%	45 14%	12 16%	9 14%	-	54 14%	19 16%

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

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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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
Agree strongly	270 54%	114 57%	156 52%	89 51%	181 56%	167 53%	103 55%	85 53%	185 54%	209 57%	232 55%	36 49%	143 53%	105 55%	92 57%	231 54%	39 51%
Agree somewhat	181 36%	69 35%	112 37%	68 39%	113 35%	115 37%	66 35%	62 39%	119 35%	123 34%	150 35%	30 41%	99 37%	69 36%	48 30%	155 37%	26 34%
Disagree somewhat	37 7%	11 6%	26 9%	13 7%	24 7%	25 8%	12 6%	9 6%	28 8%	27 7%	33 8%	4 5%	22 8%	12 6%	18 11%	27 6%	10 13%
Disagree strongly	12 2%	5 3%	7 2%	6 3%	6 2%	6 2%	6 3%	3 2%	9 3%	8 2%	8 2%	3 4%	6 2%	5 3%	3 2%	11 3%	1 1%

AGREE (NET)	451 90%	183 92%	268 89%	157 89%	294 91%	282 90%	169 90%	147 92%	304 89%	332 90%	382 90%	66 90%	242 90%	174 91%	140 87%	386 91%	65 86%
DISAGREE (NET)	49 10%	16 8%	33 11%	19 11%	30 9%	31 10%	18 10%	12 8%	37 11%	35 10%	41 10%	7 10%	28 10%	17 9%	21 13%	38 9%	11 14%

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.

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
Agree strongly	270 54%	90 51%	180 56%	188 58% E	82 46%	50 57%	220 53%	20 59%	162 50%	43 58%	44 67% IA	1 100% HIJKA	208 55%	62 51%
Agree somewhat	181 36% K	64 36%	117 36%	105 33%	76 43% D	33 38%	148 36%	9 26%	136 42% JK	20 27%	16 24%	-	136 36%	45 37%
Disagree somewhat	37 7%	17 10%	20 6%	23 7%	14 8%	5 6%	32 8%	4 12%	21 6%	7 9%	5 8%	-	27 7%	10 8%
Disagree strongly	12 2%	7 4%	5 2%	7 2%	5 3%	-	12 3%	1 3%	6 2%	4 5%	1 2%	-	8 2%	4 3%

AGREE (NET)	451 90%	154 87%	297 92%	293 91%	158 89%	83 94%	368 89%	29 85%	298 92%	63 85%	60 91%	1 100% HIJKA	344 91%	107 88%
DISAGREE (NET)	49 10%	24 13%	25 8%	30 9%	19 11%	5 6%	44 11%	5 15%	27 8%	11 15%	6 9%	-	35 9%	14 12%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BC/DE/FG/HIJKL/MN
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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VitalSource Survey - Canada
Wakefield Research
May 2017

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+	UNDER-CLASSMEN	UPPER-CLASSMEN	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%	199 100%	301 100%	176 100%	324 100%	313 100%	187 100%	159 100%	341 100%	367 100%	423 100%	73 100%	270 100%	191 100%	161 100%	424 100%	76 100%
All the time	92 18% QLC	57 29% CA	35 12%	27 15%	65 20%	59 19%	33 18%	28 18%	64 19%	86 23% L	91 22% L	1 1%	48 18%	45 24%	27 17%	87 21% Q	5 7%
Some of the time	203 41% QL	83 42%	120 40%	72 41%	131 40%	129 41%	74 40%	70 44%	133 39%	156 43% L	180 43% L	21 29%	119 44%	87 46%	68 42%	184 43% Q	19 25%
Hardly ever	139 28% B	34 17%	105 35% BA	54 31%	85 26%	85 27%	54 29%	44 28%	95 28%	95 26%	113 27%	26 36%	78 29%	46 24%	52 32%	106 25%	33 43% PA
Never	66 13% NJ	25 13%	41 14%	23 13%	43 13%	40 13%	26 14%	17 11%	49 14%	30 8%	39 9%	25 34% KJA	25 9%	13 7%	14 9%	47 11%	19 25% PA

FREQUENTLY (NET)	295 59% QLC	140 70% CA	155 51%	99 56%	196 60%	188 60%	107 57%	98 62%	197 58%	242 66% LA	271 64% L	22 30%	167 62%	132 69% A	95 59% Q	271 64% Q	24 32%
INFREQUENTLY (NET)	205 41% NJB	59 30%	146 49% BA	77 44%	128 40%	125 40%	80 43%	61 38%	144 42%	125 34%	152 36%	51 70% KJA	103 38%	59 31%	66 41%	153 36%	52 68% PA

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/PQ
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Wakefield Research
May 2017

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+	UNDER- CLASSMEN	UPPER- CLASSMEN	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	199	301	176	324	313	187	159	341	367	423	73	270	191	161	424	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
EVER (NET)	434	174	260	153	281	273	161	142	292	337	384	48	245	178	147	377	57
	87%	87%	86%	87%	87%	87%	86%	89%	86%	92%	91%	66%	91%	93%	91%	89%	75%
	QL									LA	L			A		Q	

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.
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VitalSource Survey - Canada
Wakefield Research
May 2017

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION					ETHNICITY	
	TOTAL	LESS THAN \$40,000	\$40,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	ATLANTIC REGION	CENTRAL CANADA	PRAIRIE PROVINCES	WEST COAST	NORTH	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total	500 100%	178 100%	322 100%	323 100%	177 100%	88 100%	412 100%	34 100%	325 100%	74 100%	66 100%	1 100%	379 100%	121 100%
All the time	92 18%	26 15%	66 20%	57 18%	35 20%	25 28% G	67 16%	4 12%	56 17%	17 23%	14 21%	1 100% HIJKA	71 19%	21 17%
Some of the time	203 41%	63 35%	140 43%	135 42%	68 38%	42 48%	161 39%	13 38%	131 40%	30 41%	29 44%	-	152 40%	51 42%
Hardly ever	139 28% F	59 33%	80 25%	89 28%	50 28%	15 17%	124 30% F	10 29%	92 28%	21 28%	16 24%	-	105 28%	34 28%
Never	66 13% F	30 17%	36 11%	42 13%	24 14%	6 7%	60 15% F	7 21%	46 14%	6 8%	7 11%	-	51 13%	15 12%

FREQUENTLY (NET)	295 59% B	89 50%	206 64% B	192 59%	103 58%	67 76% GA	228 55%	17 50%	187 58%	47 64%	43 65%	1 100% HIJKA	223 59%	72 60%
INFREQUENTLY (NET)	205 41% F	89 50% CA	116 36%	131 41%	74 42%	21 24%	184 45% F	17 50%	138 42%	27 36%	23 35%	-	156 41%	49 40%
EVER (NET)	434 87%	148 83%	286 89%	281 87%	153 86%	82 93% GA	352 85%	27 79%	279 86%	68 92%	59 89%	1 100% HIJKA	328 87%	106 88%

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

Methodological Notes:

The VitalSource Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 500 currently enrolled college students in the US, and 500 currently enrolled college students in Canada between May 8 and May 17, 2017, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of Americans currently enrolled in college.

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 in each country from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.