

VitalSource Survey – U.S.

Demographic Report

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

May 2017

CONFIDENTIAL

VitalSource Survey - United States
 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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
Waited to purchase the course materials after the class started	389 78%	145 73%	244 81%	110 71%	279 81% D	200 72%	189 85% FA	215 83% I	174 72%	308 78%	347 79%	40 73%	256 80%	164 77%	105 77%	313 77%	76 80%
Avoided purchasing the course materials at all	139 28%	50 25%	89 29%	41 27%	98 28%	75 27%	64 29%	73 28%	66 27%	113 29%	125 28%	13 24%	97 30%	62 29%	41 30%	96 24%	43 45% PA
None of these	77 15% G	35 18%	42 14%	33 21% E	44 13%	55 20% G	22 10%	29 11%	48 20% H	56 14%	62 14%	13 24%	42 13%	33 16%	22 16%	68 17% Q	9 9%

ANY (NET)	423 85%	163 82%	260 86%	121 79%	302 87% D	223 80%	200 90% FA	230 89% I	193 80%	337 86%	379 86%	42 76%	280 87%	179 84%	114 84%	337 83%	86 91% P

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Waited to purchase the course materials after the class started	389 78%	168 75%	221 80%	253 80%	136 75%	120 75%	269 79%	71 75%	151 84%	91 72%	76 76%	268 77%	121 79%
Avoided purchasing the course materials at all	139 28%	58 26%	81 29%	84 26%	55 30%	41 26%	98 29%	24 25%	52 29%	36 29%	27 27%	94 27%	45 29%
None of these	77 15% I	43 19% C	34 12%	48 15%	29 16%	27 17%	50 15%	18 19% I	17 9%	25 20% I	17 17%	56 16%	21 14%

ANY (NET)	423 85%	182 81%	241 88% B	270 85%	153 84%	132 83%	291 85%	77 81%	162 91% HJA	101 80%	83 83%	290 84%	133 86%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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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	423 100%	163 100%	260 100%	121 100%	302 100%	223 100%	200 100%	230 100%	193 100%	337 100%	379 100%	42 100%	280 100%	179 100%	114 100%	337 100%	86 100%
Very important	230 54%	74 45%	156 60%	53 44%	177 59%	112 50%	118 59%	136 59%	94 49%	186 55%	209 55%	20 48%	153 55%	102 57%	60 53%	183 54%	47 55%
Somewhat important	156 37%	71 44%	85 33%	56 46%	100 33%	90 40%	66 33%	74 32%	82 42%	123 36%	138 36%	18 43%	101 36%	62 35%	45 39%	126 37%	30 35%
Somewhat unimportant	27 6%	15 9%	12 5%	7 6%	20 7%	15 7%	12 6%	15 7%	12 6%	21 6%	25 7%	2 5%	21 8%	10 6%	5 4%	21 6%	6 7%
Very unimportant	10 2%	3 2%	7 3%	5 4%	5 2%	6 3%	4 2%	5 2%	5 3%	7 2%	7 2%	2 5%	5 2%	5 3%	4 4%	7 2%	3 3%

IMPORTANT (NET)	386 91%	145 89%	241 93%	109 90%	277 92%	202 91%	184 92%	210 91%	176 91%	309 92%	347 92%	38 90%	254 91%	164 92%	105 92%	309 92%	77 90%
UNIMPORTANT (NET)	37 9%	18 11%	19 7%	12 10%	25 8%	21 9%	16 8%	20 9%	17 9%	28 8%	32 8%	4 10%	26 9%	15 8%	9 8%	28 8%	9 10%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/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	\$50,000 OR	STUDENT	OTHER	DORM	APARTMENT	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	MORE				OR OTHER						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Total	423 100%	182 100%	241 100%	270 100%	153 100%	132 100%	291 100%	77 100%	162 100%	101 100%	83 100%	290 100%	133 100%
Very important	230 54%	106 58%	124 51%	159 59%	71 46%	77 58%	153 53%	39 51%	95 59%	55 54%	41 49%	155 53%	75 56%
Somewhat important	156 37%	62 34%	94 39%	90 33%	66 43%	42 32%	114 39%	30 39%	54 33%	34 34%	38 46%	106 37%	50 38%
Somewhat unimportant	27 6%	8 4%	19 8%	15 6%	12 8%	9 7%	18 6%	5 6%	9 6%	9 9%	4 5%	24 8%	3 2%
Very unimportant	10 2%	6 3%	4 2%	6 2%	4 3%	4 3%	6 2%	3 4%	4 2%	3 3%	-	5 2%	5 4%

IMPORTANT (NET)	386 91%	168 92%	218 90%	249 92%	137 90%	119 90%	267 92%	69 90%	149 92%	89 88%	79 95%	261 90%	125 94%
UNIMPORTANT (NET)	37 9%	14 8%	23 10%	21 8%	16 10%	13 10%	24 8%	8 10%	13 8%	12 12%	4 5%	29 10%	8 6%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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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	389 100%	145 100%	244 100%	110 100%	279 100%	200 100%	189 100%	215 100%	174 100%	308 100%	347 100%	40 100%	256 100%	164 100%	105 100%	313 100%	76 100%
I didn't initially know which course materials I would actually need	210 54%	71 49%	139 57%	58 53%	152 54%	105 53%	105 56%	126 59%	84 48%	172 56%	190 55%	20 50%	147 57%	91 55%	63 60%	170 54%	40 53%
I realized I needed them to succeed in the class	66 17%	25 17%	41 17%	16 15%	50 18%	34 17%	32 17%	36 17%	30 17%	55 18%	58 17%	8 20%	36 14%	29 18%	18 17%	55 18%	11 14%
Prices dropped	38 10%	15 10%	23 9%	13 12%	25 9%	21 11%	17 9%	20 9%	18 10%	28 9%	35 10%	3 8%	28 11%	17 10%	7 7%	28 9%	10 13%
I didn't know if I would drop the class	32 8%	15 10%	17 7%	12 11%	20 7%	20 10%	12 6%	13 6%	19 11%	26 8%	28 8%	3 8%	20 8%	13 8%	10 10%	27 9%	5 7%
I hadn't had time to buy them before the class started	21 5%	8 6%	13 5%	5 5%	16 6%	7 4%	14 7%	11 5%	10 6%	14 5%	18 5%	3 8%	14 5%	7 4%	4 4%	16 5%	5 7%
I was borrowing them, but had to return them	15 4%	9 6%	6 2%	2 2%	13 5%	7 4%	8 4%	7 3%	8 5%	10 3%	13 4%	1 3%	7 3%	4 2%	3 3%	13 4%	2 3%
Other	7 2%	2 1%	5 2%	4 4%	3 1%	6 3%	1 1%	2 1%	5 3%	3 1%	5 1%	2 5%	4 2%	3 2%	-	4 1%	3 4%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	389 100%	168 100%	221 100%	253 100%	136 100%	120 100%	269 100%	71 100%	151 100%	91 100%	76 100%	268 100%	121 100%
I didn't initially know which course materials I would actually need	210 54%	84 50%	126 57%	132 52%	78 57%	61 51%	149 55%	39 55%	81 54%	47 52%	43 57%	144 54%	66 55%
I realized I needed them to succeed in the class	66 17%	31 18%	35 16%	43 17%	23 17%	15 13%	51 19%	10 14%	27 18%	16 18%	13 17%	41 15%	25 21%
Prices dropped	38 10%	21 13%	17 8%	29 11%	9 7%	12 10%	26 10%	6 8%	18 12%	6 7%	8 11%	29 11%	9 7%
I didn't know if I would drop the class	32 8% J	14 8%	18 8%	22 9%	10 7%	12 10%	20 7%	9 13% J	13 9%	3 3%	7 9%	24 9%	8 7%
I hadn't had time to buy them before the class started	21 5% K	9 5%	12 5%	13 5%	8 6%	12 10% G	9 3%	2 3%	7 5%	11 12% HK	1 1%	14 5%	7 6%
I was borrowing them, but had to return them	15 4%	6 4%	9 4%	8 3%	7 5%	5 4%	10 4%	4 6%	4 3%	4 4%	3 4%	10 4%	5 4%
Other	7 2%	3 2%	4 2%	6 2%	1 1%	3 3%	4 1%	1 1%	1 1%	4 4%	1 1%	6 2%	1 1%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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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	423 100%	163 100%	260 100%	121 100%	302 100%	223 100%	200 100%	230 100%	193 100%	337 100%	379 100%	42 100%	280 100%	179 100%	114 100%	337 100%	86 100%
Yes, more than once	69 16%	38 23%	31 12%	12 10%	57 19%	34 15%	35 18%	40 17%	29 15%	62 18%	64 17%	5 12%	40 14%	37 21%	16 14%	51 15%	18 21%
					D												
Yes, once	142 34%	54 33%	88 34%	43 36%	99 33%	80 36%	62 31%	69 30%	73 38%	109 32%	130 34%	11 26%	91 33%	66 37%	40 35%	114 34%	28 33%
No	212 50%	71 44%	141 54%	66 55%	146 48%	109 49%	103 52%	121 53%	91 47%	166 49%	185 49%	26 62%	149 53%	76 42%	58 51%	172 51%	40 47%
				B									N				

YES (NET)	211 50%	92 56%	119 46%	55 45%	156 52%	114 51%	97 49%	109 47%	102 53%	171 51%	194 51%	16 38%	131 47%	103 58%	56 49%	165 49%	46 53%
		C											M				

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/PQ
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	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY	
	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	423 100%	182 100%	241 100%	270 100%	153 100%	132 100%	291 100%	77 100%	162 100%	101 100%	83 100%	290 100%	133 100%
Yes, more than once	69 16%	27 15%	42 17%	47 17%	22 14%	20 15%	49 17%	11 14%	25 15%	13 13%	20 24%	46 16%	23 17%
Yes, once	142 34%	69 38%	73 30%	93 34%	49 32%	48 36%	94 32%	30 39%	55 34%	30 30%	27 33%	88 30%	54 41%
No	212 50%	86 47%	126 52%	130 48%	82 54%	64 48%	148 51%	36 47%	82 51%	58 57%	36 43%	156 54%	56 42%

YES (NET)	211 50%	96 53%	115 48%	140 52%	71 46%	68 52%	143 49%	41 53%	80 49%	43 43%	47 57%	134 46%	77 58%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
No	218 44%	72 36%	146 48% B	66 43%	152 44%	114 41%	104 47%	127 49% I	91 38%	174 44%	192 44%	24 44%	150 47%	93 44%	66 49%	162 40%	56 59% PA
Yes	191 38% L	90 45% C	101 33%	54 35%	137 40%	110 40%	81 36%	93 36%	98 41%	157 40% L	176 40% L	14 25%	114 35%	88 42%	49 36%	164 40% Q	27 28%
I don't know	91 18%	36 18%	55 18%	34 22%	57 16%	54 19%	37 17%	39 15%	52 22%	62 16%	73 17%	17 31% KJA	58 18%	31 15%	21 15%	79 20%	12 13%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/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.

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	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
No	218 44%	96 43%	122 44%	141 44%	77 42%	71 45%	147 43%	46 48%	79 44%	55 44%	38 38%	159 46%	59 38%
Yes	191 38%	85 38%	106 39%	122 38%	69 38%	63 40%	128 38%	27 28%	76 42%	48 38%	40 40%	123 36%	68 44%
I don't know	91 18%	44 20%	47 17%	55 17%	36 20%	25 16%	66 19%	22 23%	24 13%	23 18%	22 22%	64 18%	27 18%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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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	191 100%	90 100%	101 100%	54 100%	137 100%	110 100%	81 100%	93 100%	98 100%	157 100%	176 100%	14 100%	114 100%	88 100%	49 100%	164 100%	27 100%
Yes, more than once	40 21%	18 20%	22 22%	7 13%	33 24%	18 16%	22 27%	20 22%	20 20%	38 24%	40 23%	-	24 21%	26 30%	12 24%	32 20%	8 30%
Yes, once	61 32%	28 31%	33 33%	18 33%	43 31%	34 31%	27 33%	31 33%	30 31%	47 30%	59 34%	2 14%	37 32%	26 30%	15 31%	52 32%	9 33%
No, never	90 47%	44 49%	46 46%	29 54%	61 45%	58 53%	32 40%	42 45%	48 49%	72 46%	77 44%	12 86%	53 46%	36 41%	22 45%	80 49%	10 37%

YES (NET)	101 53%	46 51%	55 54%	25 46%	76 55%	52 47%	49 60%	51 55%	50 51%	85 54%	99 56%	2 14%	61 54%	52 59%	27 55%	84 51%	17 63%
	L									L	L						

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/PQ
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	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	191 100%	85 100%	106 100%	122 100%	69 100%	63 100%	128 100%	27 100%	76 100%	48 100%	40 100%	123 100%	68 100%
Yes, more than once	40 21%	17 20%	23 22%	24 20%	16 23%	13 21%	27 21%	7 26%	17 22%	9 19%	7 18%	22 18%	18 26%
Yes, once	61 32%	24 28%	37 35%	35 29%	26 38%	23 37%	38 30%	11 41%	27 36%	10 21%	13 33%	39 32%	22 32%
No, never	90 47%	44 52%	46 43%	63 52%	27 39%	27 43%	63 49%	9 33%	32 42%	29 60%	20 50%	62 50%	28 41%

YES (NET)	101 53%	41 48%	60 57%	59 48%	42 61%	36 57%	65 51%	18 67%	44 58%	19 40%	20 50%	61 50%	40 59%

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

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	191 100%	90 100%	101 100%	54 100%	137 100%	110 100%	81 100%	93 100%	98 100%	157 100%	176 100%	14 100%	114 100%	88 100%	49 100%	164 100%	27 100%
Very confident	44 23%	27 30% C	17 17%	14 26%	30 22%	29 26%	15 19%	18 19%	26 27%	38 24%	43 24%	- 100%	26 23%	28 32%	12 24%	41 25% Q	3 11%
Somewhat confident	93 49%	37 41%	56 55% B	27 50%	66 48%	55 50%	38 47%	48 52%	45 46%	78 50%	87 49%	6 43%	54 47%	39 44%	22 45%	82 50%	11 41%
Not very confident	43 23%	22 24%	21 21%	13 24%	30 22%	22 20%	21 26%	21 23%	22 22%	32 20%	36 20%	7 50% KJA	27 24%	16 18%	11 22%	35 21%	8 30%
Not at all confident	11 6%	4 4%	7 7%	- 8%	11 8%	4 4%	7 9%	6 6%	5 5%	9 6%	10 6%	1 7%	7 6%	5 6%	4 8%	6 4%	5 19%

CONFIDENT (NET)	137 72% L	64 71%	73 72%	41 76%	96 70%	84 76%	53 65%	66 71%	71 72%	116 74% L	130 74% L	6 43%	80 70%	67 76%	34 69%	123 75% Q	14 52%
UNCONFIDENT (NET)	54 28%	26 29%	28 28%	13 24%	41 30%	26 24%	28 35%	27 29%	27 28%	41 26%	46 26%	8 57% KJA	34 30%	21 24%	15 31%	41 25%	13 48% P

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/PQ
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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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	191 100%	85 100%	106 100%	122 100%	69 100%	63 100%	128 100%	27 100%	76 100%	48 100%	40 100%	123 100%	68 100%
Very confident	44 23%	23 27%	21 20%	28 23%	16 23%	11 17%	33 26%	7 26%	14 18%	12 25%	11 28%	29 24%	15 22%
Somewhat confident	93 49%	41 48%	52 49%	64 52%	29 42%	31 49%	62 48%	11 41%	44 58%	22 46%	16 40%	56 46%	37 54%
Not very confident	43 23%	18 21%	25 24%	23 19%	20 29%	20 32%	23 18%	8 30%	16 21%	9 19%	10 25%	30 24%	13 19%
Not at all confident	11 6%	3 4%	8 8%	7 6%	4 6%	1 2%	10 8%	1 4%	2 3%	5 10%	3 8%	8 7%	3 4%

CONFIDENT (NET)	137 72%	64 75%	73 69%	92 75%	45 65%	42 67%	95 74%	18 67%	58 76%	34 71%	27 68%	85 69%	52 76%
UNCONFIDENT (NET)	54 28%	21 25%	33 31%	30 25%	24 35%	21 33%	33 26%	9 33%	18 24%	14 29%	13 33%	38 31%	16 24%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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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	309 100%	108 100%	201 100%	100 100%	209 100%	168 100%	141 100%	166 100%	143 100%	236 100%	265 100%	41 100%	208 100%	124 100%	87 100%	241 100%	68 100%
Very interested	108 35%	36 33%	72 36%	36 36%	72 34%	54 32%	54 38%	69 42%	39 27%	88 37%	96 36%	12 29%	75 36%	54 44%	30 34%	80 33%	28 41%
Somewhat interested	133 43%	53 49%	80 40%	48 48%	85 41%	78 46%	55 39%	66 40%	67 47%	94 40%	109 41%	23 56%	86 41%	46 37%	37 43%	108 45%	25 37%
Somewhat uninterested	42 14%	12 11%	30 15%	10 10%	32 15%	21 13%	21 15%	22 13%	20 14%	33 14%	38 14%	4 10%	30 14%	18 15%	13 15%	32 13%	10 15%
Very uninterested	26 8%	7 6%	19 9%	6 6%	20 10%	15 9%	11 8%	9 5%	17 12%	21 9%	22 8%	2 5%	17 8%	6 5%	7 8%	21 9%	5 7%

INTERESTED (NET)	241 78%	89 82%	152 76%	84 84%	157 75%	132 79%	109 77%	135 81%	106 74%	182 77%	205 77%	35 85%	161 77%	100 81%	67 77%	188 78%	53 78%
UNINTERESTED (NET)	68 22%	19 18%	49 24%	16 16%	52 25%	36 21%	32 23%	31 19%	37 26%	54 23%	60 23%	6 15%	47 23%	24 19%	20 23%	53 22%	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/MNO/PQ
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	309 100%	140 100%	169 100%	196 100%	113 100%	96 100%	213 100%	68 100%	103 100%	78 100%	60 100%	223 100%	86 100%
Very interested	108 35% H	49 35%	59 35%	71 36%	37 33%	41 43%	67 31%	16 24%	45 44% H	27 35%	20 33%	75 34%	33 38%
Somewhat interested	133 43%	57 41%	76 45%	78 40%	55 49%	37 39%	96 45%	35 51% I	34 33%	38 49% I	26 43%	103 46%	30 35%
Somewhat uninterested	42 14%	20 14%	22 13%	28 14%	14 12%	11 11%	31 15%	12 18%	13 13%	8 10%	9 15%	27 12%	15 17%
Very uninterested	26 8%	14 10%	12 7%	19 10%	7 6%	7 7%	19 9%	5 7%	11 11%	5 6%	5 8%	18 8%	8 9%

INTERESTED (NET)	241 78%	106 76%	135 80%	149 76%	92 81%	78 81%	163 77%	51 75%	79 77%	65 83%	46 77%	178 80%	63 73%
UNINTERESTED (NET)	68 22%	34 24%	34 20%	47 24%	21 19%	18 19%	50 23%	17 25%	24 23%	13 17%	14 23%	45 20%	23 27%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
Very likely	215 43% LIB	63 32%	152 50% BA	55 36%	160 46% D	103 37%	112 50% F	132 51% IA	83 34%	178 45% L	197 45% L	16 29%	153 48%	99 47%	66 49%	169 42%	46 48%
Somewhat likely	223 45%	105 53% CA	118 39%	75 49%	148 43%	134 48%	89 40%	103 40%	120 50% H	175 45%	198 45%	25 45%	139 43%	91 43%	55 40%	186 46%	37 39%
Somewhat unlikely	50 10%	24 12%	26 9%	20 13%	30 9%	32 12%	18 8%	18 7%	32 13% H	33 8%	38 9%	12 22% KJA	25 8%	20 9%	12 9%	41 10%	9 9%
Very unlikely	12 2%	6 3%	6 2%	4 3%	8 2%	9 3%	3 1%	6 2%	6 2%	7 2%	8 2%	2 4%	5 2%	2 1%	3 2%	9 2%	3 3%

LIKELY (NET)	438 88% L	168 85%	270 89%	130 84%	308 89%	237 85%	201 91%	235 91% I	203 84%	353 90% L	395 90% L	41 75%	292 91%	190 90%	121 89%	355 88%	83 87%
UNLIKELY (NET)	62 12%	30 15%	32 11%	24 16%	38 11%	41 15%	21 9%	24 9%	38 16% H	40 10%	46 10%	14 25% KJA	30 9%	22 10%	15 11%	50 12%	12 13%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/PQ
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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May 2017

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY	
	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Very likely	215 43%	93 41%	122 44%	148 47% E	67 37%	74 47%	141 41%	39 41%	80 45%	53 42%	43 43%	141 41%	74 48%
Somewhat likely	223 45%	102 45%	121 44%	135 42%	88 48%	67 42%	156 46%	40 42%	77 43%	55 44%	51 51%	157 45%	66 43%
Somewhat unlikely	50 10% K	23 10%	27 10%	30 9%	20 11%	15 9%	35 10%	13 14% K	19 11% K	14 11% K	4 4%	39 11%	11 7%
Very unlikely	12 2%	7 3%	5 2%	5 2%	7 4%	3 2%	9 3%	3 3%	3 2%	4 3%	2 2%	9 3%	3 2%

LIKELY (NET)	438 88%	195 87%	243 88%	283 89%	155 85%	141 89%	297 87%	79 83%	157 88%	108 86%	94 94% HJA	298 86%	140 91%
UNLIKELY (NET)	62 12% K	30 13%	32 12%	35 11%	27 15%	18 11%	44 13%	16 17% K	22 12%	18 14% K	6 6%	48 14%	14 9%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
Purchased older versions	271 54%	93 47%	178 59%	78 51%	193 56%	136 49%	135 61%	154 59%	117 49%	224 57%	245 56%	25 45%	189 59%	129 61%	85 63%	216 53%	55 58%
Shared materials with a classmate	248 50%	96 48%	152 50%	74 48%	174 50%	135 49%	113 51%	139 54%	109 45%	214 54%	228 52%	20 36%	176 55%	119 56%	87 64%	197 49%	51 54%
Got a job	246 49%	91 46%	155 51%	76 49%	170 49%	129 46%	117 53%	133 51%	113 47%	198 50%	219 50%	27 49%	164 51%	113 53%	84 62%	191 47%	55 58%
Used financial aid money to pay for them	238 48%	75 38%	163 54%	66 43%	172 50%	122 44%	116 52%	137 53%	101 42%	197 50%	211 48%	25 45%	168 52%	103 49%	68 50%	190 47%	48 51%
Used library copies of materials	198 40%	68 34%	130 43%	54 35%	144 42%	102 37%	96 43%	121 47%	77 32%	168 43%	187 42%	11 20%	151 47%	93 44%	71 52%	164 40%	34 36%
None of these	13 3%	5 3%	8 3%	6 4%	7 2%	9 3%	4 2%	2 1%	11 5%	8 2%	8 2%	3 5%	6 2%	2 1%	2 1%	9 2%	4 4%

ANY (NET)	487 97%	193 97%	294 97%	148 96%	339 98%	269 97%	218 98%	257 99%	230 95%	385 98%	433 98%	52 95%	316 98%	210 99%	134 99%	396 98%	91 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/MNO/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	\$50,000 OR	STUDENT	OTHER	DORM	APARTMENT	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		\$50,000	MORE				OR OTHER						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Purchased older versions	271 54%	113 50%	158 57%	176 55%	95 52%	88 55%	183 54%	57 60%	94 53%	69 55%	51 51%	188 54%	83 54%
Shared materials with a classmate	248 50%	100 44%	148 54%	159 50%	89 49%	81 51%	167 49%	44 46%	83 46%	68 54%	53 53%	176 51%	72 47%
Got a job	246 49%	113 50%	133 48%	183 58%	63 35%	84 53%	162 48%	49 52%	87 49%	58 46%	52 52%	168 49%	78 51%
Used financial aid money to pay for them	238 48%	125 56%	113 41%	168 53%	70 38%	61 38%	177 52%	38 40%	97 54%	53 42%	50 50%	157 45%	81 53%
Used library copies of materials	198 40%	85 38%	113 41%	126 40%	72 40%	70 44%	128 38%	44 46%	63 35%	52 41%	39 39%	135 39%	63 41%
None of these	13 3%	5 2%	8 3%	4 1%	9 5%	4 3%	9 3%	3 3%	5 3%	4 3%	1 1%	9 3%	4 3%

ANY (NET)	487 97%	220 98%	267 97%	314 99%	173 95%	155 97%	332 97%	92 97%	174 97%	122 97%	99 99%	337 97%	150 97%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
Ability to keep track of what information has been learned during study sessions	302 60%	115 58%	187 62%	87 56%	215 62%	164 59%	138 62%	169 65%	133 55%	251 64%	271 61%	30 55%	221 69%	145 68%	92 68%	245 60%	57 60%
Ability to take notes and highlight content in a digital textbook	298 60%	104 53%	194 64%	80 52%	218 63%	165 59%	133 60%	163 63%	135 56%	245 62%	272 62%	25 45%	209 65%	143 67%	89 65%	246 61%	52 55%
Ability to take quizzes on information learned during study sessions	298 60%	85 43%	213 71%	90 58%	208 60%	159 57%	139 63%	183 71%	115 48%	255 65%	272 62%	26 47%	214 66%	144 68%	90 66%	247 61%	51 54%
Ability to set study goals and track my learning progress	242 48%	80 40%	162 54%	69 45%	173 50%	126 45%	116 52%	147 57%	95 39%	211 54%	223 51%	19 35%	177 55%	122 58%	78 57%	193 48%	49 52%
None of these	25 5%	14 7%	11 4%	13 8%	12 3%	19 7%	6 3%	7 3%	18 7%	10 3%	13 3%	9 16%	8 2%	6 3%	4 3%	19 5%	6 6%

ANY (NET)	475 95%	184 93%	291 96%	141 92%	334 97%	259 93%	216 97%	252 97%	223 93%	383 97%	428 97%	46 84%	314 98%	206 97%	132 97%	386 95%	89 94%

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

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY	
	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Ability to keep track of what information has been learned during study sessions	302 60%	134 60%	168 61%	204 64% E	98 54%	97 61%	205 60%	57 60%	101 56%	77 61%	67 67%	212 61%	90 58%
Ability to take notes and highlight content in a digital textbook	298 60%	141 63%	157 57%	191 60%	107 59%	92 58%	206 60%	56 59%	105 59%	74 59%	63 63%	205 59%	93 60%
Ability to take quizzes on information learned during study sessions	298 60%	135 60%	163 59%	189 59%	109 60%	91 57%	207 61%	54 57%	99 55%	79 63%	66 66%	205 59%	93 60%
Ability to set study goals and track my learning progress	242 48%	109 48%	133 48%	157 49%	85 47%	72 45%	170 50%	47 49%	95 53%	54 43%	46 46%	164 47%	78 51%
None of these	25 5%	11 5%	14 5%	13 4%	12 7%	12 8%	13 4%	3 3%	11 6%	8 6%	3 3%	18 5%	7 5%

ANY (NET)	475 95%	214 95%	261 95%	305 96%	170 93%	147 92%	328 96%	92 97%	168 94%	118 94%	97 97%	328 95%	147 95%

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

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Wakefield Research
May 2017

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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%	
Agree strongly	209 42%	74 37%	135 45%	60 39%	149 43%	117 42%	92 41%	109 42%	100 41%	170 43%	187 42%	21 38%	139 43%	110 52% MA	59 43%	168 41%	41 43%	
Agree somewhat	231 46%	93 47%	138 46%	71 46%	160 46%	129 46%	102 46%	129 50%	102 42%	181 46%	206 47%	24 44%	148 46%	86 41%	65 48%	196 48%	35 37%	
Disagree somewhat	46 9%	25 13% C	21 7%	19 12%	27 8%	25 9%	21 9%	16 6%	30 12% H	35 9%	40 9%	6 11%	28 9%	13 6%	8 6%	31 8%	15 16% P	
Disagree strongly	14 3%	6 3%	8 3%	4 3%	10 3%	7 3%	7 3%	5 2%	9 4%	7 2%	8 2%	4 7%	7 2%	3 1%	4 3%	10 2%	4 4%	

AGREE (NET)	440 88%	167 84%	273 90%	131 85%	309 89%	246 88%	194 87%	238 92% I	202 84%	351 89%	393 89%	45 82%	287 89%	196 92%	124 91%	364 90% Q	76 80%	
DISAGREE (NET)	60 12%	31 16%	29 10%	23 15%	37 11%	32 12%	28 13%	21 8%	39 16% H	42 11%	48 11%	10 18%	35 11%	16 8%	12 9%	41 10%	19 20% P	

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

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY	
	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Agree strongly	209 42%	101 45%	108 39%	139 44%	70 38%	65 41%	144 42%	34 36%	82 46%	55 44%	38 38%	143 41%	66 43%
Agree somewhat	231 46%	100 44%	131 48%	144 45%	87 48%	70 44%	161 47%	50 53%	76 42%	53 42%	52 52%	156 45%	75 49%
Disagree somewhat	46 9%	16 7%	30 11%	27 8%	19 10%	17 11%	29 9%	9 9%	12 7%	17 13%	8 8%	35 10%	11 7%
Disagree strongly	14 3%	8 4%	6 2%	8 3%	6 3%	7 4%	7 2%	2 2%	9 5%	1 1%	2 2%	12 3%	2 1%

AGREE (NET)	440 88%	201 89%	239 87%	283 89%	157 86%	135 85%	305 89%	84 88%	158 88%	108 86%	90 90%	299 86%	141 92%
DISAGREE (NET)	60 12%	24 11%	36 13%	35 11%	25 14%	24 15%	36 11%	11 12%	21 12%	18 14%	10 10%	47 14%	13 8%

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

VitalSource Survey - United States
 Wakefield Research
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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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
Agree strongly	182 36% B	56 28%	126 42% B	48 31%	134 39%	101 36%	81 36%	99 38%	83 34%	147 37%	160 36%	22 40%	119 37%	85 40%	49 36%	147 36%	35 37%
Agree somewhat	210 42% L	89 45%	121 40%	69 45%	141 41%	117 42%	93 42%	105 41%	105 44%	171 44% L	192 44% L	16 29%	137 43%	89 42%	58 43%	172 42%	38 40%
Disagree somewhat	86 17%	41 21%	45 15%	31 20%	55 16%	50 18%	36 16%	46 18%	40 17%	59 15%	71 16%	15 27%	54 17%	28 13%	21 15%	70 17%	16 17%
Disagree strongly	22 4%	12 6%	10 3%	6 4%	16 5%	10 4%	12 5%	9 3%	13 5%	16 4%	18 4%	2 4%	12 4%	10 5%	8 6%	16 4%	6 6%

AGREE (NET)	392 78%	145 73%	247 82% B	117 76%	275 79%	218 78%	174 78%	204 79%	188 78%	318 81%	352 80%	38 69%	256 80%	174 82%	107 79%	319 79%	73 77%
DISAGREE (NET)	108 22%	53 27% C	55 18%	37 24%	71 21%	60 22%	48 22%	55 21%	53 22%	75 19%	89 20%	17 31%	66 20%	38 18%	29 21%	86 21%	22 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/MNO/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 - United States
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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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Agree strongly	182 36%	97 43% C	85 31%	126 40% E	56 31%	50 31%	132 39%	28 29%	67 37%	47 37%	40 40%	122 35%	60 39%
Agree somewhat	210 42%	86 38%	124 45%	136 43%	74 41%	75 47%	135 40%	44 46%	75 42%	48 38%	43 43%	148 43%	62 40%
Disagree somewhat	86 17%	32 14%	54 20%	44 14%	42 23% D	29 18%	57 17%	19 20%	27 15%	26 21%	14 14%	62 18%	24 16%
Disagree strongly	22 4%	10 4%	12 4%	12 4%	10 5%	5 3%	17 5%	4 4%	10 6%	5 4%	3 3%	14 4%	8 5%

AGREE (NET)	392 78%	183 81%	209 76%	262 82% E	130 71%	125 79%	267 78%	72 76%	142 79%	95 75%	83 83%	270 78%	122 79%
DISAGREE (NET)	108 22%	42 19%	66 24%	56 18%	52 29% D	34 21%	74 22%	23 24%	37 21%	31 25%	17 17%	76 22%	32 21%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
Yes, more than one	139 28%	49 25%	90 30%	43 28%	96 28%	83 30%	56 25%	72 28%	67 28%	115 29%	126 29%	13 24%	97 30%	64 30%	39 29%	110 27%	29 31%
Yes, one	147 29%	61 31%	86 28%	46 30%	101 29%	82 29%	65 29%	79 31%	68 28%	119 30%	138 31%	8 15%	97 30%	66 31%	41 30%	110 27%	37 39%
No, none	214 43%	88 44%	126 42%	65 42%	149 43%	113 41%	101 45%	108 42%	106 44%	159 40%	177 40%	34 62%	128 40%	82 39%	56 41%	185 46%	29 31%

YES (NET)	286 57%	110 56%	176 58%	89 58%	197 57%	165 59%	121 55%	151 58%	135 56%	234 60%	264 60%	21 38%	194 60%	130 61%	80 59%	220 54%	66 69%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/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 - United States
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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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Yes, more than one	139 28%	70 31%	69 25%	87 27%	52 29%	37 23%	102 30%	34 36% J	51 28%	26 21%	28 28%	84 24%	55 36% L
Yes, one	147 29%	57 25%	90 33%	95 30%	52 29%	52 33%	95 28%	26 27%	60 34%	34 27%	27 27%	98 28%	49 32%
No, none	214 43% M	98 44%	116 42%	136 43%	78 43%	70 44%	144 42%	35 37%	68 38%	66 52% HI	45 45%	164 47% M	50 32%

YES (NET)	286 57%	127 56%	159 58%	182 57%	104 57%	89 56%	197 58%	60 63% J	111 62% J	60 48%	55 55%	182 53%	104 68% LA

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

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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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
1-4 years	52 10%	19 10%	33 11%	14 9%	38 11%	32 12%	20 9%	35 14%	17 7%	44 11%	48 11%	4 7%	34 11%	25 12%	14 10%	44 11%	8 8%
5-9 years	74 15%	27 14%	47 16%	21 14%	53 15%	44 16%	30 14%	44 17%	30 12%	62 16%	67 15%	7 13%	48 15%	33 16%	22 16%	61 15%	13 14%
10-19 years	110 22%	36 18%	74 25%	30 19%	80 23%	52 19%	58 26%	68 26%	42 17%	90 23%	103 23%	7 13%	75 23%	51 24%	35 26%	85 21%	25 26%
20-80 years	45 9%	13 7%	32 11%	13 8%	32 9%	24 9%	21 9%	29 11%	16 7%	37 9%	41 9%	4 7%	35 11%	19 9%	18 13%	34 8%	11 12%
I will never pay back my student loans	37 7%	16 8%	21 7%	10 6%	27 8%	20 7%	17 8%	12 5%	25 10%	27 7%	33 7%	4 7%	21 7%	13 6%	8 6%	26 6%	11 12%
I have no student loans	182 36%	87 44%	95 31%	66 43%	116 34%	106 38%	76 34%	71 27%	111 46%	133 34%	149 34%	29 53%	109 34%	71 33%	39 29%	155 38%	27 28%

20 YEARS OR MORE (NET)	82 16%	29 15%	53 18%	23 15%	59 17%	44 16%	38 17%	41 16%	41 17%	64 16%	74 17%	8 15%	56 17%	32 15%	26 19%	60 15%	22 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/MNO/PQ
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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(Continued)

VitalSource Survey - United States
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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	198	302	154	346	278	222	259	241	393	441	55	322	212	136	405	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE	10.86	9.51	11.55	10.77	10.90	10.28	11.55	10.85	10.88	10.45	10.60	13.95	10.89	10.59	11.66	10.57	12.02

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
1-4 years	52 10%	18 8%	34 12%	39 12%	13 7%	19 12%	33 10%	10 11%	20 11%	8 6%	14 14%	35 10%	17 11%
5-9 years	74 15%	37 16%	37 13%	51 16%	23 13%	28 18%	46 13%	17 18%	24 13%	18 14%	15 15%	50 14%	24 16%
10-19 years	110 22%	50 22%	60 22%	73 23%	37 20%	37 23%	73 21%	25 26%	33 18%	30 24%	22 22%	83 24%	27 18%
20-80 years	45 9%	21 9%	24 9%	33 10%	12 7%	16 10%	29 9%	5 5%	17 9%	16 13%	7 7%	33 10%	12 8%
I will never pay back my student loans	37 7%	20 9%	17 6%	27 8%	10 5%	12 8%	25 7%	4 4%	17 9%	9 7%	7 7%	25 7%	12 8%
I have no student loans	182 36%	79 35%	103 37%	95 30%	87 48%	47 30%	135 40%	34 36%	68 38%	45 36%	35 35%	120 35%	62 40%
					DA		F			H			

20 YEARS OR MORE (NET)	82 16%	41 18%	41 15%	60 19%	22 12%	28 18%	54 16%	9 9%	34 19%	25 20%	14 14%	58 17%	24 16%
	H			E					H	H			

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

(Continued)

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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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500	225	275	318	182	159	341	95	179	126	100	346	154
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE	10.86 K	11.52	10.33	11.04	10.45	10.39	11.12	9.40	10.93	13.61 HK	8.78	10.93	10.69

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

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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	318 100%	111 100%	207 100%	88 100%	230 100%	172 100%	146 100%	188 100%	130 100%	260 100%	292 100%	26 100%	213 100%	141 100%	97 100%	250 100%	68 100%
Agree strongly	113 36%	34 31%	79 38%	28 32%	85 37%	64 37%	49 34%	68 36%	45 35%	97 37%	104 36%	9 35%	74 35%	65 46% MA	33 34%	91 36%	22 32%
Agree somewhat	152 48%	60 54%	92 44%	45 51%	107 47%	86 50%	66 45%	82 44%	70 54%	120 46%	140 48%	12 46%	101 47%	61 43%	51 53%	114 46%	38 56%
Disagree somewhat	44 14%	14 13%	30 14%	12 14%	32 14%	20 12%	24 16%	31 16%	13 10%	35 13%	40 14%	4 15%	31 15%	14 10%	12 12%	37 15%	7 10%
Disagree strongly	9 3%	3 3%	6 3%	3 3%	6 3%	2 1%	7 5%	7 4%	2 2%	8 3%	8 3%	1 4%	7 3%	1 1%	1 1%	8 3%	1 1%

AGREE (NET)	265 83%	94 85%	171 83%	73 83%	192 83%	150 87% G	115 79%	150 80%	115 88% H	217 83%	244 84%	21 81%	175 82%	126 89%	84 87%	205 82%	60 88%
DISAGREE (NET)	53 17%	17 15%	36 17%	15 17%	38 17%	22 13%	31 21% F	38 20% I	15 12%	43 17%	48 16%	5 19%	38 18%	15 11%	13 13%	45 18%	8 12%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/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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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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Total	318 100%	146 100%	172 100%	223 100%	95 100%	112 100%	206 100%	61 100%	111 100%	81 100%	65 100%	226 100%	92 100%
Agree strongly	113 36%	62 42% C	51 30%	87 39% E	26 27%	42 38%	71 34%	19 31%	41 37%	23 28%	30 46% J	73 32%	40 43%
Agree somewhat	152 48%	69 47%	83 48%	103 46%	49 52%	53 47%	99 48%	30 49%	55 50%	44 54% K	23 35%	106 47%	46 50%
Disagree somewhat	44 14% M	12 8%	32 19% B	28 13%	16 17%	13 12%	31 15%	11 18%	10 9%	11 14%	12 18%	40 18% M	4 4%
Disagree strongly	9 3%	3 2%	6 3%	5 2%	4 4%	4 4%	5 2%	1 2%	5 5%	3 4%	-	7 3%	2 2%

AGREE (NET)	265 83%	131 90% C	134 78%	190 85%	75 79%	95 85%	170 83%	49 80%	96 86%	67 83%	53 82%	179 79%	86 93% LA
DISAGREE (NET)	53 17% M	15 10%	38 22% B	33 15%	20 21%	17 15%	36 17%	12 20%	15 14%	14 17%	12 18%	47 21% M	6 7%

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

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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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
Completely satisfied	117 23%	53 27%	64 21%	36 23%	81 23%	70 25%	47 21%	64 25%	53 22%	90 23%	102 23%	15 27%	71 22%	56 26%	28 21%	117 29%	-
Somewhat satisfied	288 58%	102 52%	186 62%	87 56%	201 58%	156 56%	132 59%	152 59%	136 56%	234 60%	257 58%	30 55%	190 59%	110 52%	76 56%	288 71%	-
Not very satisfied	86 17%	38 19%	48 16%	30 19%	56 16%	47 17%	39 18%	41 16%	45 19%	65 17%	77 17%	9 16%	57 18%	43 20%	28 21%	-	86 91%
Not at all satisfied	9 2%	5 3%	4 1%	1 1%	8 2%	5 2%	4 2%	2 1%	7 3%	4 1%	5 1%	1 2%	4 1%	3 1%	4 3%	-	9 9%

SATISFIED (NET)	405 81%	155 78%	250 83%	123 80%	282 82%	226 81%	179 81%	216 83%	189 78%	324 82%	359 81%	45 82%	261 81%	166 78%	104 76%	405 100%	-
DISSATISFIED (NET)	95 19%	43 22%	52 17%	31 20%	64 18%	52 19%	43 19%	43 17%	52 22%	69 18%	82 19%	10 18%	61 19%	46 22%	32 24%	-	95 100%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/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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17. How satisfied or dissatisfied are you with the technology used in your classes currently? Meaning, the devices used and how they are used.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY	
	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Completely satisfied	117 23%	56 25%	61 22%	74 23%	43 24%	27 17%	90 26% F	17 18%	46 26%	35 28%	19 19%	77 22%	40 26%
Somewhat satisfied	288 58%	130 58%	158 57%	179 56%	109 60%	100 63%	188 55%	56 59%	99 55%	66 52%	67 67% J	200 58%	88 57%
Not very satisfied	86 17%	32 14%	54 20%	60 19%	26 14%	29 18%	57 17%	20 21%	31 17%	22 17%	13 13%	63 18%	23 15%
Not at all satisfied	9 2%	7 3%	2 1%	5 2%	4 2%	3 2%	6 2%	2 2%	3 2%	3 2%	1 1%	6 2%	3 2%

SATISFIED (NET)	405 81%	186 83%	219 80%	253 80%	152 84%	127 80%	278 82%	73 77%	145 81%	101 80%	86 86%	277 80%	128 83%
DISSATISFIED (NET)	95 19%	39 17%	56 20%	65 20%	30 16%	32 20%	63 18%	22 23%	34 19%	25 20%	14 14%	69 20%	26 17%

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

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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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
Agree strongly	118 24%	46 23%	72 24%	37 24%	81 23%	70 25%	48 22%	68 26%	50 21%	99 25%	108 24%	10 18%	75 23%	69 33% MA	35 26%	90 22%	28 29%
Agree somewhat	242 48%	102 52%	140 46%	70 45%	172 50%	132 47%	110 50%	111 43%	131 54% H	191 49%	217 49%	24 44%	158 49%	100 47%	71 52%	200 49%	42 44%
Disagree somewhat	123 25%	44 22%	79 26%	40 26%	83 24%	64 23%	59 27%	73 28%	50 21%	95 24%	107 24%	16 29%	83 26% N	39 18%	27 20%	101 25%	22 23%
Disagree strongly	17 3%	6 3%	11 4%	7 5%	10 3%	12 4%	5 2%	7 3%	10 4%	8 2%	9 2%	5 9%	6 2%	4 2%	3 2%	14 3%	3 3%

AGREE (NET)	360 72%	148 75%	212 70%	107 69%	253 73%	202 73%	158 71%	179 69%	181 75%	290 74%	325 74%	34 62%	233 72%	169 80% MA	106 78%	290 72%	70 74%
DISAGREE (NET)	140 28% N	50 25%	90 30%	47 31%	93 27%	76 27%	64 29%	80 31%	60 25%	103 26%	116 26%	21 38%	89 28% N	43 20%	30 22%	115 28%	25 26%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/PQ
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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VitalSource Survey - United States
Wakefield Research
May 2017

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY	
	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Agree strongly	118 24%	58 26%	60 22%	81 25%	37 20%	41 26%	77 23%	17 18%	46 26%	29 23%	26 26%	69 20%	49 32% L
Agree somewhat	242 48%	109 48%	133 48%	147 46%	95 52%	67 42%	175 51%	52 55%	91 51%	57 45%	42 42%	169 49%	73 47%
Disagree somewhat	123 25% M	53 24%	70 25%	80 25%	43 24%	46 29%	77 23%	22 23%	37 21%	37 29%	27 27%	98 28% M	25 16%
Disagree strongly	17 3%	5 2%	12 4%	10 3%	7 4%	5 3%	12 4%	4 4%	5 3%	3 2%	5 5%	10 3%	7 5%

AGREE (NET)	360 72%	167 74%	193 70%	228 72%	132 73%	108 68%	252 74%	69 73%	137 77%	86 68%	68 68%	238 69%	122 79% L
DISAGREE (NET)	140 28%	58 26%	82 30%	90 28%	50 27%	51 32%	89 26%	26 27%	42 23%	40 32%	32 32%	108 31% M	32 21%

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

VitalSource Survey - United States
Wakefield Research
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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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
1-2 classes	122 24% B	35 18% B	87 29% B	39 25% B	83 24% B	67 24% B	55 25% B	122 47% A	- 0% A	98 25% A	110 25% A	12 22% A	84 26% A	62 29% A	34 25% A	97 24% A	25 26% A
3-4 classes	80 16% LD	25 13% LD	55 18% LD	14 9% LD	66 19% D	38 14% D	42 19% D	80 31% A	- 0% A	74 19% L	77 17% L	3 5% L	57 18% L	43 20% L	27 20% L	68 17% L	12 13% L
5 classes or more	57 11% LFD	14 7% LFD	43 14% B	4 3% B	53 15% D	14 5% D	43 19% FA	57 22% A	- 0% A	53 13% L	55 12% L	2 4% L	41 13% L	26 12% L	20 15% L	51 13% Q	6 6% Q
I've never taken an online class in college	241 48% NGC	124 63% CA	117 39% CA	97 63% EA	144 42% EA	159 57% GA	82 37% GA	- 100% A	241 100% A	168 43% A	199 45% A	38 69% KJA	140 43% KJA	81 38% KJA	55 40% KJA	189 47% KJA	52 55% KJA

ANY (NET)	259 52% LFD	74 37% LFD	185 61% BA	57 37% BA	202 58% D	119 43% D	140 63% FA	259 100% A	- 0% A	225 57% L	242 55% L	17 31% L	182 57% L	131 62% A	81 60% A	216 53% A	43 45% A
AVERAGE (INCLUDING 0)	1.74 LIFDB	1.18 LIFDB	2.12 B	0.90 B	2.12 DA	1.15 DA	2.49 FA	3.37 IA	0.00 IA	2.02 L	1.90 L	0.65 L	1.97 L	1.97 L	2.14 L	1.82 L	1.41 L

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/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.

(Continued)

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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	198	302	154	346	278	222	259	241	393	441	55	322	212	136	405	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE (EXCLUDING 0)	3.37	3.15	3.45	2.42	3.63	2.69	3.94	3.37	-	3.53	3.45	2.12	3.48	3.18	3.59	3.42	3.12
	LFD				D		F			L	L						

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/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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19. Approximately how many of your college classes, if any, have you taken online? Meaning, a class for which coursework is entirely online. Your best guess is fine.

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY	
	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
1-2 classes	122 24%	50 22%	72 26%	83 26%	39 21%	36 23%	86 25%	19 20%	56 31% HK	27 21%	20 20%	82 24%	40 26%
3-4 classes	80 16% H	36 16%	44 16%	50 16%	30 16%	18 11%	62 18% F	7 7%	31 17% H	24 19% H	18 18% H	60 17%	20 13%
5 classes or more	57 11% F	22 10%	35 13%	37 12%	20 11%	6 4%	51 15% F	9 9%	20 11%	13 10%	15 15%	40 12%	17 11%
I've never taken an online class in college	241 48%	117 52%	124 45%	148 47%	93 51%	99 62% GA	142 42%	60 63% IJK	72 40%	62 49%	47 47%	164 47%	77 50%

ANY (NET)	259 52% HF	108 48%	151 55%	170 53%	89 49%	60 38%	199 58% F	35 37%	107 60% H	64 51% H	53 53% H	182 53%	77 50%
AVERAGE (INCLUDING 0)	1.74 F	1.60	1.86	1.80	1.65	0.96	2.11 F	1.28	1.88 H	1.67	2.02	1.79	1.65

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

(Continued)

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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 \$50,000	\$50,000 OR MORE		STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Total	500	225	275	318	182	159	341	95	179	126	100	346	154
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE (EXCLUDING 0)	3.37	3.33	3.39	3.36	3.37	2.53	3.62	3.49	3.15	3.30	3.81	3.40	3.30
	F						F						

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

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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	259 100%	74 100%	185 100%	57 100%	202 100%	119 100%	140 100%	259 100%	-	225 100%	242 100%	17 100%	182 100%	131 100%	81 100%	216 100%	43 100%
In-person courses	160 62%	50 68%	110 59%	34 60%	126 62%	68 57%	92 66%	160 62%	-	138 61%	149 62%	11 65%	107 59%	84 64%	48 59%	136 63%	24 56%
Online courses	99 38%	24 32%	75 41%	23 40%	76 38%	51 43%	48 34%	99 38%	-	87 39%	93 38%	6 35%	75 41%	47 36%	33 41%	80 37%	19 44%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/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 - United States
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20. In which of the following did you get better grades - online courses or in-person courses?

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY	
	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	259 100%	108 100%	151 100%	170 100%	89 100%	60 100%	199 100%	35 100%	107 100%	64 100%	53 100%	182 100%	77 100%
In-person courses	160 62%	70 65%	90 60%	103 61%	57 64%	35 58%	125 63%	21 60%	63 59%	38 59%	38 72%	117 64%	43 56%
Online courses	99 38%	38 35%	61 40%	67 39%	32 36%	25 42%	74 37%	14 40%	44 41%	26 41%	15 28%	65 36%	34 44%

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

VitalSource Survey - United States
Wakefield Research
May 2017

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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
They are more interactive	148 30% L	47 24%	101 33% B	46 30%	102 29%	74 27%	74 33%	90 35% I	58 24%	130 33% L	140 32% L	8 15%	106 33%	67 32%	49 36%	116 29%	32 34%
They are more convenient	144 29% L	62 31%	82 27%	41 27%	103 30%	87 31%	57 26%	74 29%	70 29%	121 31% L	137 31% L	5 9%	100 31%	58 27%	51 38% N	125 31% Q	19 20%
They are more affordable	108 22%	45 23%	63 21%	39 25%	69 20%	60 22%	48 22%	59 23%	49 20%	87 22%	97 22%	10 18%	69 21%	52 25%	24 18%	83 20%	25 26%
They make lessons easier to remember and understand	57 11%	23 12%	34 11%	17 11%	40 12%	38 14%	19 9%	22 8%	35 15% H	42 11%	51 12%	6 11%	36 11%	27 13%	10 7%	48 12%	9 9%
Other	2 *% ONMKJ	1 1%	1 *%	1 1%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	2 *%	-	2 1%	2 1%	-	1 *%	1 1%
I've never used an interactive textbook	41 8% ONMKJ	20 10%	21 7%	10 6%	31 9%	18 6%	23 10%	13 5%	28 12% H	12 3%	14 3%	26 47% KJA	9 3%	6 3%	2 1%	32 8%	9 9%

EVER USED (NET)	459 92% L	178 90%	281 93%	144 94%	315 91%	260 94%	199 90%	246 95% I	213 88%	381 97% LA	427 97% LA	29 53%	313 97% A	206 97% A	134 99% A	373 92%	86 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/MNO/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 - United States
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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
They are more interactive	148 30%	68 30%	80 29%	89 28%	59 32%	38 24%	110 32% F	26 27%	50 28%	43 34%	29 29%	106 31%	42 27%
They are more convenient	144 29%	65 29%	79 29%	96 30%	48 26%	44 28%	100 29%	30 32%	51 28%	30 24%	33 33%	97 28%	47 31%
They are more affordable	108 22%	41 18%	67 24%	67 21%	41 23%	44 28% G	64 19%	21 22%	41 23%	28 22%	18 18%	75 22%	33 21%
They make lessons easier to remember and understand	57 11%	28 12%	29 11%	40 13%	17 9%	19 12%	38 11%	7 7%	25 14%	14 11%	11 11%	35 10%	22 14%
Other	2 *%	1 *%	1 *%	2 1%	-	-	2 1%	-	-	1 1%	1 1%	1 *%	1 1%
I've never used an interactive textbook	41 8%	22 10%	19 7%	24 8%	17 9%	14 9%	27 8%	11 12%	12 7%	10 8%	8 8%	32 9%	9 6%

EVER USED (NET)	459 92%	203 90%	256 93%	294 92%	165 91%	145 91%	314 92%	84 88%	167 93%	116 92%	92 92%	314 91%	145 94%

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

VitalSource Survey - United States
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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
Very significant	188 38%	69 35%	119 39%	50 32%	138 40%	95 34%	93 42%	109 42%	79 33%	160 41%	167 38%	20 36%	129 40%	90 42%	54 40%	152 38%	36 38%
Somewhat significant	249 50%	104 53%	145 48%	81 53%	168 49%	151 54%	98 44%	127 49%	122 51%	194 49%	225 51%	24 44%	159 49%	101 48%	71 52%	205 51%	44 46%
Somewhat insignificant	53 11%	22 11%	31 10%	18 12%	35 10%	28 10%	25 11%	18 7%	35 15%	36 9%	44 10%	7 13%	31 10%	20 9%	10 7%	39 10%	14 15%
Very insignificant	10 2%	3 2%	7 2%	5 3%	5 1%	4 1%	6 3%	5 2%	5 2%	3 1%	5 1%	4 7%	3 1%	1 *	1 1%	9 2%	1 1%

SIGNIFICANT (NET)	437 87%	173 87%	264 87%	131 85%	306 88%	246 88%	191 86%	236 91%	201 83%	354 90%	392 89%	44 80%	288 89%	191 90%	125 92%	357 88%	80 84%
INSIGNIFICANT (NET)	63 13%	25 13%	38 13%	23 15%	40 12%	32 12%	31 14%	23 9%	40 17%	39 10%	49 11%	11 20%	34 11%	21 10%	11 8%	48 12%	15 16%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/PQ
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VitalSource Survey - United States
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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Very significant	188 38%	86 38%	102 37%	131 41% E	57 31%	62 39%	126 37%	36 38%	73 41%	39 31%	40 40%	127 37%	61 40%
Somewhat significant	249 50%	113 50%	136 49%	155 49%	94 52%	78 49%	171 50%	45 47%	84 47%	68 54%	52 52%	177 51%	72 47%
Somewhat insignificant	53 11%	22 10%	31 11%	28 9%	25 14%	17 11%	36 11%	12 13%	17 9%	18 14% K	6 6%	36 10%	17 11%
Very insignificant	10 2%	4 2%	6 2%	4 1%	6 3%	2 1%	8 2%	2 2%	5 3%	1 1%	2 2%	6 2%	4 3%

SIGNIFICANT (NET)	437 87%	199 88%	238 87%	286 90% E	151 83%	140 88%	297 87%	81 85%	157 88%	107 85%	92 92%	304 88%	133 86%
INSIGNIFICANT (NET)	63 13%	26 12%	37 13%	32 10%	31 17% D	19 12%	44 13%	14 15%	22 12%	19 15%	8 8%	42 12%	21 14%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
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VitalSource Survey - United States
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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
Less than a minute	186 37% H	80 40%	106 35%	62 40%	124 36%	106 38%	80 36%	66 25%	120 50% HA	134 34%	158 36%	24 44%	101 31%	74 35%	42 31%	149 37%	37 39%
1-10 minutes	109 22% I	38 19%	71 24%	33 21%	76 22%	55 20%	54 24%	78 30% IA	31 13%	93 24% L	102 23% L	7 13%	78 24%	56 26%	34 25%	87 21%	22 23%
11-30 minutes	66 13%	29 15%	37 12%	19 12%	47 14%	40 14%	26 12%	41 16%	25 10%	55 14%	61 14%	5 9%	45 14%	23 11%	15 11%	54 13%	12 13%
31-60 minutes	70 14%	28 14%	42 14%	16 10%	54 16%	37 13%	33 15%	45 17% I	25 10%	59 15%	59 13%	11 20%	46 14%	33 16%	22 16%	56 14%	14 15%
61-120 minutes	47 9%	15 8%	32 11%	15 10%	32 9%	26 9%	21 9%	22 8%	25 10%	38 10%	43 10%	4 7%	38 12%	19 9%	16 12%	39 10%	8 8%
More than 2 hours	22 4%	8 4%	14 5%	9 6%	13 4%	14 5%	8 4%	7 3%	15 6%	14 4%	18 4%	4 7%	14 4%	7 3%	7 5%	20 5%	2 2%

AVERAGE	33.96	31.16	35.79	36.25	32.94	35.62	31.87	32.54	35.48	33.09	33.32	41.51	36.41	31.80	38.98	35.78	26.21

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/PQ
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(Continued)

VitalSource Survey - United States
 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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
10 MINUTES OR LESS (NET)	295 59%	118 60%	177 59%	95 62%	200 58%	161 58%	134 60%	144 56%	151 63%	227 58%	260 59%	31 56%	179 56%	130 61%	76 56%	236 58%	59 62%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/PQ
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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VitalSource Survey - United States
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.

	FAMILY HOUSEHOLD INCOME		PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Less than a minute	186 37%	101 45%	85 31%	112 35%	74 41%	58 36%	128 38%	32 34%	77 43%	41 33%	36 36%	122 35%	64 42%
			C										
1-10 minutes	109 22%	35 16%	74 27%	74 23%	35 19%	39 25%	70 21%	22 23%	44 25%	16 13%	27 27%	72 21%	37 24%
			B					J	J		J		
11-30 minutes	66 13%	29 13%	37 13%	38 12%	28 15%	20 13%	46 13%	12 13%	22 12%	21 17%	11 11%	45 13%	21 14%
31-60 minutes	70 14%	33 15%	37 13%	55 17%	15 8%	20 13%	50 15%	15 16%	17 9%	26 21%	12 12%	56 16%	14 9%
			E	E						I		M	
61-120 minutes	47 9%	20 9%	27 10%	28 9%	19 10%	14 9%	33 10%	10 11%	14 8%	15 12%	8 8%	34 10%	13 8%
More than 2 hours	22 4%	7 3%	15 5%	11 3%	11 6%	8 5%	14 4%	4 4%	5 3%	7 6%	6 6%	17 5%	5 3%

AVERAGE	33.96	30.78	36.56	31.98	37.41	33.59	34.13	33.15	26.32	44.55	35.05	36.86	27.45
										I			

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/BC/DE/FG/HIJK/LM
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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(Continued)

VitalSource Survey - United States
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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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
10 MINUTES OR LESS (NET)	295 59% J	136 60%	159 58%	186 58%	109 60%	97 61%	198 58%	54 57%	121 68% JA	57 45%	63 63% J	194 56%	101 66% L

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

VitalSource Survey - United States
Wakefield Research
May 2017

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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
Smartphone	457 91%	175 88%	282 93%	141 92%	316 91%	253 91%	204 92%	243 94%	214 89%	369 94%	405 92%	52 95%	307 A 95%	200 94%	126 93%	375 93%	82 86%
Laptop	436 87%	159 80%	277 92%	133 86%	303 88%	234 84%	202 91%	243 94%	193 80%	352 90%	388 88%	48 87%	297 92%	190 90%	124 91%	359 89%	77 81%
iPad/tablet	265 53%	101 51%	164 54%	75 49%	190 55%	143 51%	122 55%	148 57%	117 49%	215 55%	240 54%	25 45%	178 55%	126 59%	79 58%	214 53%	51 54%
eReader like a Kindle or Nook	112 22%	31 16%	81 27%	35 23%	77 22%	57 21%	55 25%	68 26%	44 18%	92 23%	107 24%	5 9%	84 26%	63 30%	47 35%	87 21%	25 26%
None of these	4 1%	3 2%	1 *	1 1%	3 1%	3 1%	1 *	-	4 2%	-	-	-	-	-	-	1 *	3 3%

ANY (NET)	496 99%	195 98%	301 100%	153 99%	343 99%	275 99%	221 100%	259 100%	237 98%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	404 100%	92 97%

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

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

	FAMILY HOUSEHOLD INCOME		PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Smartphone	457 91%	201 89%	256 93%	294 92%	163 90%	150 94%	307 90%	89 94%	161 90%	116 92%	91 91%	313 90%	144 94%
Laptop	436 87%	190 84%	246 89%	283 89%	153 84%	140 88%	296 87%	83 87%	160 89%	110 87%	83 83%	305 88%	131 85%
iPad/tablet	265 53%	112 50%	153 56%	165 52%	100 55%	74 47%	191 56%	49 52%	107 60%	58 46%	51 51%	179 52%	86 56%
eReader like a Kindle or Nook	112 22%	43 19%	69 25%	79 25%	33 18%	35 22%	77 23%	24 25%	44 25%	25 20%	19 19%	79 23%	33 21%
None of these	4 1%	3 1%	1 *	3 1%	1 1%	-	4 1%	1 1%	1 1%	1 1%	1 1%	2 1%	2 1%

ANY (NET)	496 99%	222 99%	274 100%	315 99%	181 99%	159 100%	337 99%	94 99%	178 99%	125 99%	99 99%	344 99%	152 99%

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

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%	195 100%	301 100%	153 100%	343 100%	275 100%	221 100%	259 100%	237 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	404 100%	92 100%
Yes, many times	200 40%	74 38%	126 42%	55 36%	145 42%	101 37%	99 45%	125 48%	75 32%	200 51%	200 45%	-	151 47%	119 56%	79 58%	162 40%	38 41%
										I A				MA MA			
Yes, a few times	193 39%	70 36%	123 41%	58 38%	135 39%	112 41%	81 37%	100 39%	93 39%	193 49%	193 44%	-	140 43%	82 39%	46 34%	162 40%	31 34%
										A			O				
Yes, once	48 10%	25 13%	23 8%	23 15%	25 7%	34 12%	14 6%	17 7%	31 13%	-	48 11%	-	31 10%	11 5%	11 8%	35 9%	13 14%
													N				
No, never	55 11%	26 13%	29 10%	17 11%	38 11%	28 10%	27 12%	17 7%	38 16%	-	-	55 100%	-	-	-	45 11%	10 11%
												A					

YES (NET)	441 89%	169 87%	272 90%	136 89%	305 89%	247 90%	194 88%	242 93%	199 84%	393 100%	441 100%	-	322 100%	212 100%	136 100%	359 89%	82 89%
										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/MNO/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 - United States
 Wakefield Research
 May 2017

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

	FAMILY HOUSEHOLD INCOME		PAYS FOR BOOKS		HOME		REGION				ETHNICITY		
	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	496 100%	222 100%	274 100%	315 100%	181 100%	159 100%	337 100%	94 100%	178 100%	125 100%	99 100%	344 100%	152 100%
Yes, many times	200 40%	86 39%	114 42%	131 42%	69 38%	57 36%	143 42%	31 33%	79 44%	49 39%	41 41%	140 41%	60 39%
Yes, a few times	193 39%	84 38%	109 40%	124 39%	69 38%	60 38%	133 39%	36 38%	68 38%	44 35%	45 45%	129 38%	64 42%
Yes, once	48 10%	21 9%	27 10%	27 9%	21 12%	22 14%	26 8%	13 14%	17 10%	12 10%	6 6%	34 10%	14 9%
No, never	55 11%	31 14%	24 9%	33 10%	22 12%	20 13%	35 10%	14 15%	14 8%	20 16%	7 7%	41 12%	14 9%

YES (NET)	441 89%	191 86%	250 91%	282 90%	159 88%	139 87%	302 90%	80 85%	164 92%	105 84%	92 93%	303 88%	138 91%

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

VitalSource Survey - United States
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.

	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	441 100%	169 100%	272 100%	136 100%	305 100%	247 100%	194 100%	242 100%	199 100%	393 100%	441 100%	-	322 100%	212 100%	136 100%	359 100%	82 100%
Online, using a web browser	322 73% N	117 69%	205 75%	107 79%	215 70%	186 75%	136 70%	182 75%	140 70%	291 74%	322 73%	-	322 100% NOA	132 62%	89 65%	261 73%	61 74%
Online, using an app downloaded onto a device	212 48%	83 49%	129 47%	60 44%	152 50%	118 48%	94 48%	131 54% I	81 41%	201 51%	212 48%	-	132 41%	212 100% MOA	73 54% M	166 46%	46 56%
Offline, using an app downloaded onto a device	136 31% F	43 25%	93 34% B	34 25%	102 33%	57 23%	79 41% FA	81 33%	55 28%	125 32%	136 31%	-	89 28%	73 34%	136 100% MNA	104 29%	32 39%
Other	8 2%	6 4%	2 1%	4 3%	4 1%	6 2%	2 1%	3 1%	5 3%	4 1%	8 2%	-	3 1%	-	-	7 2%	1 1%

ONLINE (NET)	402 91% O	152 90%	250 92%	129 95% E	273 90%	232 94% G	170 88%	225 93%	177 89%	364 93%	402 91%	-	322 100% OA	212 100% OA	102 75%	327 91%	75 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/MNO/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 - United States
 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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	441 100%	191 100%	250 100%	282 100%	159 100%	139 100%	302 100%	80 100%	164 100%	105 100%	92 100%	303 100%	138 100%
Online, using a web browser	322 73%	135 71%	187 75%	208 74%	114 72%	105 76%	217 72%	61 76%	117 71%	80 76%	64 70%	226 75%	96 70%
Online, using an app downloaded onto a device	212 48%	87 46%	125 50%	141 50%	71 45%	57 41%	155 51%	32 40%	86 52%	47 45%	47 51%	145 48%	67 49%
Offline, using an app downloaded onto a device	136 31%	60 31%	76 30%	88 31%	48 30%	32 23%	104 34%	28 35%	51 31%	31 30%	26 28%	89 29%	47 34%
Other	8 2%	5 3%	3 1%	2 1%	6 4%	4 3%	4 1%	1 1%	4 2%	3 3%	-	5 2%	3 2%

ONLINE (NET)	402 91%	168 88%	234 94%	261 93%	141 89%	126 91%	276 91%	72 90%	151 92%	94 90%	85 92%	274 90%	128 93%

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

VitalSource Survey - United States
Wakefield Research
May 2017

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	102 100%	29 100%	73 100%	28 100%	74 100%	45 100%	57 100%	67 100%	35 100%	99 100%	102 100%	-	89 100%	73 100%	102 100%	76 100%	26 100%
Online	41 40%	12 41%	29 40%	17 61% EA	24 32%	21 47%	20 35%	28 42%	13 37%	40 40%	41 40%	-	35 39%	32 44%	41 40%	30 39%	11 42%
Offline	22 22%	7 24%	15 21%	3 11%	19 26%	6 13%	16 28%	17 25%	5 14%	21 21%	22 22%	-	18 20%	15 21%	22 22%	17 22%	5 19%
Online and offline equally	39 38%	10 34%	29 40%	8 29%	31 42%	18 40%	21 37%	22 33%	17 49%	38 38%	39 38%	-	36 40%	26 36%	39 38%	29 38%	10 38%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/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 - United States
 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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	102 100%	41 100%	61 100%	68 100%	34 100%	21 100%	81 100%	20 100%	40 100%	23 100%	19 100%	64 100%	38 100%
Online	41 40% K	14 34%	27 44%	27 40%	14 41%	11 52%	30 37%	10 50% K	18 45% K	10 43% K	3 16%	26 41%	15 39%
Offline	22 22%	9 22%	13 21%	15 22%	7 21%	3 14%	19 23%	2 10%	12 30% H	6 26%	2 11%	13 20%	9 24%
Online and offline equally	39 38%	18 44%	21 34%	26 38%	13 38%	7 33%	32 40%	8 40%	10 25%	7 30%	14 74% HIJA	25 39%	14 37%

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

VitalSource Survey - United States
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?

	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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
Using an app downloaded onto a device	261 52% ID	98 49%	163 54%	66 43%	195 56% D	136 49%	125 56%	156 60%	105 44%	214 54%	236 54%	25 45%	160 50%	128 60% MA	90 66% MA	215 53%	46 48%
Using a web browser	175 35% O	76 38%	99 33%	64 42%	111 32% E	102 37%	73 33%	77 30%	98 41% H	136 35%	157 36%	16 29%	126 39% O	67 32% O	29 21%	140 35%	35 37%
No preference	64 13% N	24 12%	40 13%	24 16%	40 12%	40 14%	24 11%	26 10%	38 16%	43 11%	48 11%	14 25% KJA	36 11%	17 8%	17 13%	50 12%	14 15%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/BC/DE/FG/HI/JL/KL/MNO/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 - United States
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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Using an app downloaded onto a device	261 52%	117 52%	144 52%	173 54%	88 48%	75 47%	186 55%	44 46%	93 52%	70 56%	54 54%	179 52%	82 53%
Using a web browser	175 35%	76 34%	99 36%	108 34%	67 37%	59 37%	116 34%	41 43%	56 31%	39 31%	39 39%	131 38%	44 29%
No preference	64 13% K	32 14%	32 12%	37 12%	27 15%	25 16%	39 11%	10 11%	30 17% K	17 13%	7 7%	36 10%	28 18% L

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

VitalSource Survey - United States
 Wakefield Research
 May 2017

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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
Agree strongly	253 51%	96 48%	157 52%	66 43%	187 54%	125 45%	128 58%	139 54%	114 47%	203 52%	224 51%	28 51%	164 51%	114 54%	77 57%	212 52%	41 43%
Agree somewhat	188 38%	79 40%	109 36%	72 47%	116 34%	121 44%	67 30%	93 36%	95 39%	144 37%	165 37%	22 40%	121 38%	70 33%	44 32%	152 38%	36 38%
Disagree somewhat	44 9%	16 8%	28 9%	13 8%	31 9%	24 9%	20 9%	21 8%	23 10%	37 9%	41 9%	3 5%	29 9%	22 10%	14 10%	34 8%	10 11%
Disagree strongly	15 3%	7 4%	8 3%	3 2%	12 3%	8 3%	7 3%	6 2%	9 4%	9 2%	11 2%	2 4%	8 2%	6 3%	1 1%	7 2%	8 8%

AGREE (NET)	441 88%	175 88%	266 88%	138 90%	303 88%	246 88%	195 88%	232 90%	209 87%	347 88%	389 88%	50 91%	285 89%	184 87%	121 89%	364 90%	77 81%
DISAGREE (NET)	59 12%	23 12%	36 12%	16 10%	43 12%	32 12%	27 12%	27 10%	32 13%	46 12%	52 12%	5 9%	37 11%	28 13%	15 11%	41 10%	18 19%

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

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

	FAMILY HOUSEHOLD INCOME			PAYS FOR BOOKS		HOME		REGION				ETHNICITY	
	TOTAL	LESS THAN \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
Agree strongly	253 51%	111 49%	142 52%	170 53%	83 46%	80 50%	173 51%	51 54%	88 49%	62 49%	52 52%	170 49%	83 54%
Agree somewhat	188 38%	89 40%	99 36%	121 38%	67 37%	63 40%	125 37%	33 35%	65 36%	49 39%	41 41%	136 39%	52 34%
Disagree somewhat	44 9% K	19 8%	25 9%	18 6%	26 14% D	11 7%	33 10%	8 8%	19 11% K	13 10%	4 4%	31 9%	13 8%
Disagree strongly	15 3%	6 3%	9 3%	9 3%	6 3%	5 3%	10 3%	3 3%	7 4%	2 2%	3 3%	9 3%	6 4%

AGREE (NET)	441 88%	200 89%	241 88%	291 92% E	150 82%	143 90%	298 87%	84 88%	153 85%	111 88%	93 93% I	306 88%	135 88%
DISAGREE (NET)	59 12%	25 11%	34 12%	27 8%	32 18% D	16 10%	43 13%	11 12%	26 15% K	15 12%	7 7%	40 12%	19 12%

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

VitalSource Survey - United States
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%	198 100%	302 100%	154 100%	346 100%	278 100%	222 100%	259 100%	241 100%	393 100%	441 100%	55 100%	322 100%	212 100%	136 100%	405 100%	95 100%
All the time	76 15% L	36 18%	40 13%	23 15%	53 15%	41 15%	35 16%	37 14%	39 16%	69 18% L	75 17% L	1 2%	49 15%	43 20%	19 14%	66 16%	10 11%
Some of the time	243 49%	99 50%	144 48%	76 49%	167 48%	142 51%	101 45%	126 49%	117 49%	192 49%	218 49%	23 42%	163 51%	102 48%	62 46%	201 50%	42 44%
Hardly ever	148 30%	50 25%	98 32%	41 27%	107 31%	71 26%	77 35% F	82 32%	66 27%	115 29%	130 29%	17 31%	97 30%	59 28%	50 37%	112 28%	36 38%
Never	33 7%	13 7%	20 7%	14 9%	19 5%	24 9% G	9 4%	14 5%	19 8%	17 4%	18 4%	14 25% KJA	13 4%	8 4%	5 4%	26 6%	7 7%

FREQUENTLY (NET)	319 64% L	135 68%	184 61%	99 64%	220 64%	183 66%	136 61%	163 63%	156 65%	261 66% L	293 66% L	24 44%	212 66%	145 68%	81 60%	267 66% Q	52 55%
INFREQUENTLY (NET)	181 36%	63 32%	118 39%	55 36%	126 36%	95 34%	86 39%	96 37%	85 35%	132 34%	148 34%	31 56% KJA	110 34%	67 32%	55 40%	138 34%	43 45% P
EVER (NET)	467 93% L	185 93%	282 93%	140 91%	327 95%	254 91%	213 96% F	245 95%	222 92%	376 96% L	423 96% L	41 75%	309 96%	204 96%	131 96%	379 94%	88 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/MNO/PQ
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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VitalSource Survey - United States
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 \$50,000	\$50,000 OR MORE	STUDENT	OTHER	DORM	APARTMENT OR OTHER	NORTHEAST	SOUTH	MIDWEST	WEST	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	500 100%	225 100%	275 100%	318 100%	182 100%	159 100%	341 100%	95 100%	179 100%	126 100%	100 100%	346 100%	154 100%
All the time	76 15%	36 16%	40 15%	48 15%	28 15%	25 16%	51 15%	14 15%	26 15%	15 12%	21 21%	53 15%	23 15%
Some of the time	243 49%	120 53%	123 45%	156 49%	87 48%	74 47%	169 50%	54 57%	86 48%	59 47%	44 44%	165 48%	78 51%
Hardly ever	148 30%	54 24%	94 34%	94 30%	54 30%	45 28%	103 30%	21 22%	57 32%	41 33%	29 29%	104 30%	44 29%
Never	33 7%	15 7%	18 7%	20 6%	13 7%	15 9%	18 5%	6 6%	10 6%	11 9%	6 6%	24 7%	9 6%

FREQUENTLY (NET)	319 64%	156 69%	163 59%	204 64%	115 63%	99 62%	220 65%	68 72%	112 63%	74 59%	65 65%	218 63%	101 66%
INFREQUENTLY (NET)	181 36%	69 31%	112 41%	114 36%	67 37%	60 38%	121 35%	27 28%	67 37%	52 41%	35 35%	128 37%	53 34%
EVER (NET)	467 93%	210 93%	257 93%	298 94%	169 93%	144 91%	323 95%	89 94%	169 94%	115 91%	94 94%	322 93%	145 94%

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

Methodological Notes:

The VitalSource Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 500 currently enrolled college students in the US, 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.