

VitalSource Survey

QuickRead Report

May 2017

METHODOLOGY

An online survey of 1,000 currently enrolled college students in the US (500) and Canada (500)

QUESTIONS

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

Response	US	Canada
Waited to purchase the course materials after the class started	78%*	84%
Avoided purchasing the course materials at all	28%	37%
None of these	15%	8%
QuickFacts[±]		
Have delayed or avoided purchasing course materials (net)	85%	92%

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

(Asked among those who have delayed or avoided purchasing course materials)

Response	US	Canada
Very important	54%	50%
Somewhat important	37%	40%
Somewhat unimportant	6%	7%
Very unimportant	2%	3%
QuickFacts		
Important (net)	91%	90%
Unimportant (net)	9%	10%

* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

[±] Data under "QuickFacts" were derived from the responses, not included as response options that were read during fielding. We include QuickFacts in instances where we feel they will be helpful.



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

(Asked among those who have delayed purchasing course materials)

Response	US	Canada
I didn't initially know which course materials I would actually need	54%	49%
I realized I needed them to succeed in the class	17%	17%
Prices dropped	10%	11%
I didn't know if I would drop the class	8%	11%
I hadn't had time to buy them before the class started	5%	7%
I was borrowing them, but had to return them	4%	4%
Other	2%	2%

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

(Asked among those who have delayed or avoided purchasing course materials)

Response	US	Canada
Yes, more than once	16%	26%
Yes, once	34%	22%
No	50%	52%
QuickFacts		
Yes (net)	50%	48%

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.

Response	US	Canada
Yes	38%	31%
No	44%	57%
I don't know	18%	12%



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

(Asked among those who have the option to include course material costs in their tuition)

Response	US	Canada
Yes, more than once	21%	41%
Yes, once	32%	26%
No	47%	33%
QuickFacts		
Yes (net)	53%	67%

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?

(Asked among those who have the option to include course material costs in their tuition)

Response	US	Canada
Very confident	23%	41%
Somewhat confident	49%	42%
Not very confident	23%	14%
Not at all confident	6%	3%
QuickFacts		
Confident (net)	72%	82%
Not confident (net)	28%	18%

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

(Asked among those who do not have the option to include course material costs in their tuition)

Response	US	Canada
Very interested	35%	29%
Somewhat interested	43%	39%
Somewhat uninterested	14%	18%
Very uninterested	8%	15%
QuickFacts		
Interested (net)	78%	67%
Uninterested (net)	22%	33%



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?

Response	US	Canada
Very likely	43%	40%
Somewhat likely	45%	44%
Somewhat unlikely	10%	13%
Very unlikely	2%	2%
QuickFacts		
Likely (net)	88%	84%
Unlikely (net)	12%	16%

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

Response	US	Canada
Purchased older versions	54%	49%
Shared materials with a classmate	50%	44%
Got a job	49%	48%
Used financial aid money to pay for them	48%	37%
Used library copies of materials	40%	36%
None of these	3%	4%
QuickFacts		
Any (net)	97%	96%

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

Response	US	Canada
Ability to keep track of what information has been learned during study sessions	60%	56%
Ability to take notes and highlight content in a digital textbook	60%	56%
Ability to take quizzes on information learned during study sessions	60%	64%
Ability to set study goals and track my learning progress	48%	51%
None of these	5%	4%
QuickFacts		
Any (net)	95%	96%



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.

Response	US	Canada
Agree strongly	42%	45%
Agree somewhat	46%	43%
Disagree somewhat	9%	10%
Disagree strongly	3%	3%
QuickFacts		
Agree (net)	88%	88%
Disagree (net)	12%	12%

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.

Response	US	Canada
Agree strongly	36%	35%
Agree somewhat	42%	41%
Disagree somewhat	17%	20%
Disagree strongly	4%	4%
QuickFacts		
Agree (net)	78%	76%
Disagree (net)	22%	24%

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

Response	US	Canada
Yes, more than one	28%	22%
Yes, one	29%	24%
No, none	43%	54%
QuickFacts		
Yes (net)	57%	46%



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.

Response	US	Canada
1-4 years	10%	14%
5-9 years	15%	12%
10-19 years	22%	12%
20-80 years	9%	5%
I will never pay back my student loans	7%	18%
I have no student loans	36%	40%
QuickFacts		
20 years or more (net)	16%	22%
Average (years)	11	8

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.

(Asked among those who have student loans)

Response	US	Canada
Agree strongly	36%	45%
Agree somewhat	48%	42%
Disagree somewhat	14%	11%
Disagree strongly	3%	2%
QuickFacts		
Agree (net)	83%	87%
Disagree (net)	17%	13%

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

Response	US	Canada
Completely satisfied	23%	25%
Somewhat satisfied	58%	60%
Not very satisfied	17%	14%
Not at all satisfied	2%	1%
QuickFacts		
Satisfied (net)	81%	85%
Dissatisfied (net)	19%	15%



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.

Response	US	Canada
Agree strongly	24%	27%
Agree somewhat	48%	43%
Disagree somewhat	25%	27%
Disagree strongly	3%	3%
QuickFacts		
Agree (net)	72%	70%
Disagree (net)	28%	30%

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

Response	US	Canada
1-2 classes	24%	18%
3-4 classes	16%	6%
5 classes or more	11%	7%
I've never taken an online class in college	48%	68%
QuickFacts		
Any (net)	52%	32%
Average (classes)	2	1

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

(Asked among those who have taken an online class in college)

Response	US	Canada
In-person courses	62%	58%
Online courses	38%	42%



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

Response	US	Canada
They are more interactive	30%	28%
They are more convenient	29%	26%
They are more affordable	22%	24%
They make lessons easier to remember and understand	11%	12%
Other	0%	1%
I've never used an interactive textbook	8%	9%
QuickFacts		
Ever used (net)	92%	91%

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.

Response	US	Canada
Very significant	38%	46%
Somewhat significant	50%	41%
Somewhat insignificant	11%	10%
Very insignificant	2%	2%
QuickFacts		
Significant (net)	87%	87%
Insignificant (net)	13%	13%

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.

Response	US	Canada
Less than a minute	37%	40%
1-10 minutes	22%	21%
11-30 minutes	13%	13%
31-60 minutes	14%	11%
61-120 minutes	9%	9%
More than 2 hours	4%	7%
QuickFacts		
Average (minutes)	34	38
10 minutes or less (net)	59%	61%



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

Response	US	Canada
Smartphone	91%	88%
Laptop	87%	86%
iPad/tablet	53%	49%
eReader like a Kindle or Nook	22%	17%
None of these	1%	1%
QuickFacts		
Any (net)	99%	99%

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

(Asked among those who own a digital device)

Response	US	Canada
Yes, many times	40%	43%
Yes, a few times	39%	31%
Yes, once	10%	11%
No, never	11%	15%
QuickFacts		
Yes (net)	89%	85%

26. Which of the following platforms have you used to read an eTextbook or a digital textbook?

(Asked among those who have used their device to read an eTextbook or a digital textbook)

Response	US	Canada
Online, using a web browser	73%	64%
Online, using an app downloaded onto a device	48%	45%
Offline, using an app downloaded onto a device	31%	38%
Other	2%	3%
QuickFacts		
Online (net)	91%	84%

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

(Asked among those who have read an eTextbook or a digital textbook both online and offline)

Response	US	Canada
Online	40%	30%
Offline	22%	35%
Online and offline equally	38%	36%



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

Response	US	Canada
Using an app downloaded onto a device	52%	45%
Using a web browser	35%	40%
No preference	13%	15%

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.

Response	US	Canada
Agree strongly	51%	54%
Agree somewhat	38%	36%
Disagree somewhat	9%	7%
Disagree strongly	3%	2%
QuickFacts		
Agree (net)	88%	90%
Disagree (net)	12%	10%

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

Response	US	Canada
All the time	15%	18%
Some of the time	49%	41%
Hardly ever	30%	28%
Never	7%	13%
QuickFacts		
Frequently (net)	64%	59%
Infrequently (net)	36%	41%
Ever (net)	93%	87%

**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.