2017 Wakefield Study

Cost Leading Students to Skip Textbooks

Student Success Suffers

- 85% of students delay or avoid purchasing course materials.
- 54% of students who delayed or avoided purchases because they didn’t know what to buy.
- 91% of students cite cost as the reason for delaying or avoiding.
- 90+% of students believe digital have benefits over physical.
- 50% of students say their grades were negatively impacted by their decision to delay or avoid purchases.
- 88% of college students believe they would get better grades with interactive content vs print.

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