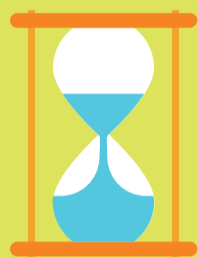


COST LEADING STUDENTS TO SKIP TEXTBOOKS

STUDENT SUCCESS SUFFERS



85%

OF STUDENTS DELAY OR AVOID PURCHASING COURSE MATERIALS.



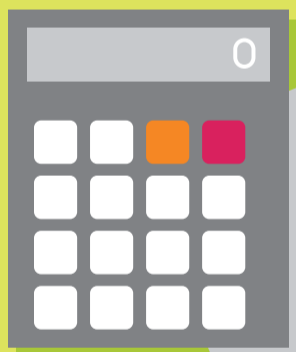
54%

OF STUDENTS WHO DELAYED OR AVOIDED PURCHASES BECAUSE THEY DIDN'T KNOW WHAT TO BUY.



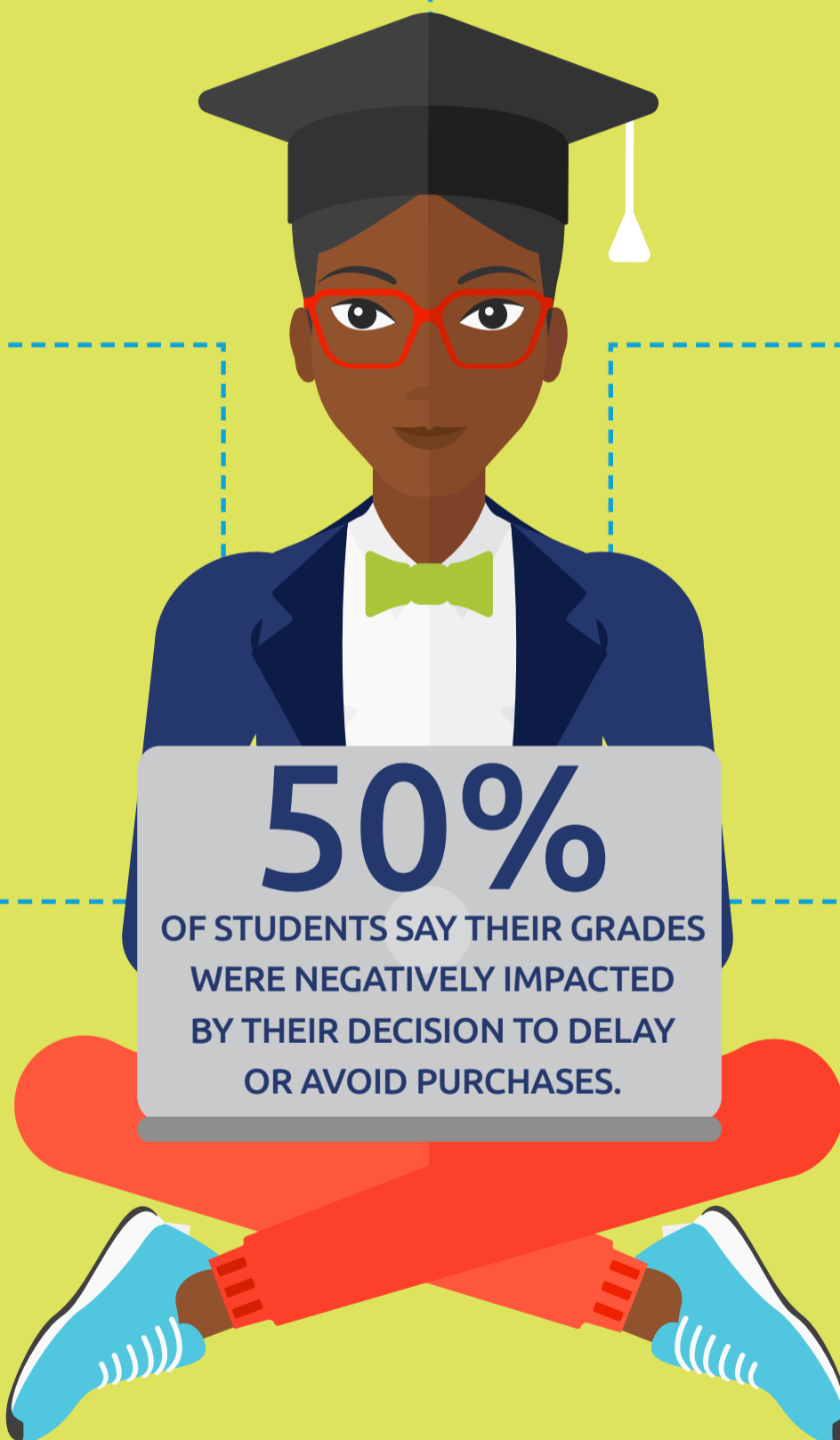
90+%

OF STUDENTS BELIEVE DIGITAL HAVE BENEFITS OVER PHYSICAL.



91%

OF STUDENTS CITE COST AS THE REASON FOR DELAYING OR AVOIDING.



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.