

THE DIGITAL COLLEGE EXPERIENCE

TODAY'S COLLEGE STUDENTS ARE PART OF A DIGITAL GENERATION -- ONE THAT INTEGRATES THE NEWEST DIGITAL TECHNOLOGY INTO EVERY ASPECT OF LIFE. THE WAY THAT STUDENTS PURCHASE TEXTBOOKS IS CHANGING: MORE THAN EVER BEFORE STUDENTS ARE USING DIGITAL TO NOT ONLY PURCHASE TEXTBOOKS BUT TO ALSO HEAVILY RESEARCH BEFOREHAND, ALL DRIVEN BY A DESIRE FOR THE LOWEST PRICE AND HIGHEST CONVENIENCE. THE TEXTBOOK MARKET AS WE KNOW IT IS EVOLVING -- ADJUSTING TO CHANGING PREFERENCES TOWARDS E-BOOKS AND ONLINE SHOPPING.

TODAY'S COLLEGE STUDENT



45% OF COLLEGE STUDENTS PAY FOR ALL OF THEIR COLLEGE COSTS (TUITION, RENT, BOOKS)

19% SHARE COSTS WITH THEIR FAMILY

3% SHARE COSTS WITH THEIR EMPLOYERS

7 HOURS

THE AMOUNT OF TIME MOST STUDENTS SPEND RESEARCHING BACK-TO-SCHOOL PURCHASES



GOING DIGITAL:

STUDENTS ARE PURCHASING MORE FROM **ONLINE SOURCES** THAN THEIR SCHOOL'S BOOKSTORE



1 OUT OF 2

COLLEGE STUDENTS HAVE CHOSEN NOT TO PURCHASE AN ASSIGNED TEXTBOOK

74% OWN SMARTPHONES



42% OF STUDENTS OWN A TABLET OR E-READER



30% ARE PLANNING ON PURCHASING A TABLET IN THE NEXT 12 MONTHS



E-TEXTBOOKS ON THE RISE

61%

OF STUDENTS STILL HAVE NEVER PURCHASED AN E-TEXTBOOK

But...

7 OUT OF 10

COLLEGE STUDENTS PLAN ON PURCHASING AN E-TEXTBOOK IN THE NEXT YEAR.



DIGITAL DOMINATES STUDY HABITS

86%

OF STUDENTS SUPPLEMENT COURSE CONTENT WITH DIGITAL CONTENT THEY FOUND THEMSELVES

PERFORMING AN **ONLINE SEARCH** AND **WATCHING ONLINE VIDEOS** ARE THE TWO MOST POPULAR WAYS TO SUPPLEMENT CLASSROOM LEARNING.



47%

SHARE DIGITAL MATERIALS ONCE A WEEK OR MORE

