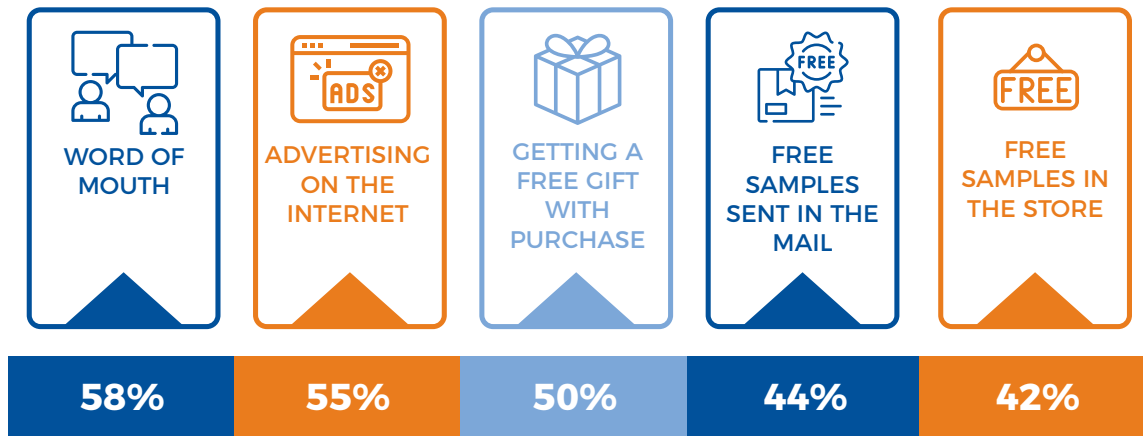


Follett Survey participants included students that ranged from **Freshman to Senior+, Graduate, and Non-Degree students** with the majority indicating a **full-time student status**.

## STUDENT COMMUNICATION PREFERENCE

Students utilize a wide range of channels to learn about products and services.

WHICH OF THESE DESCRIBES HOW YOU LIKE TO GET INFORMATION ABOUT PRODUCTS + SERVICES?



**COMPELLING CONTENT**  
DRIVES FAVORABLE RESULTS

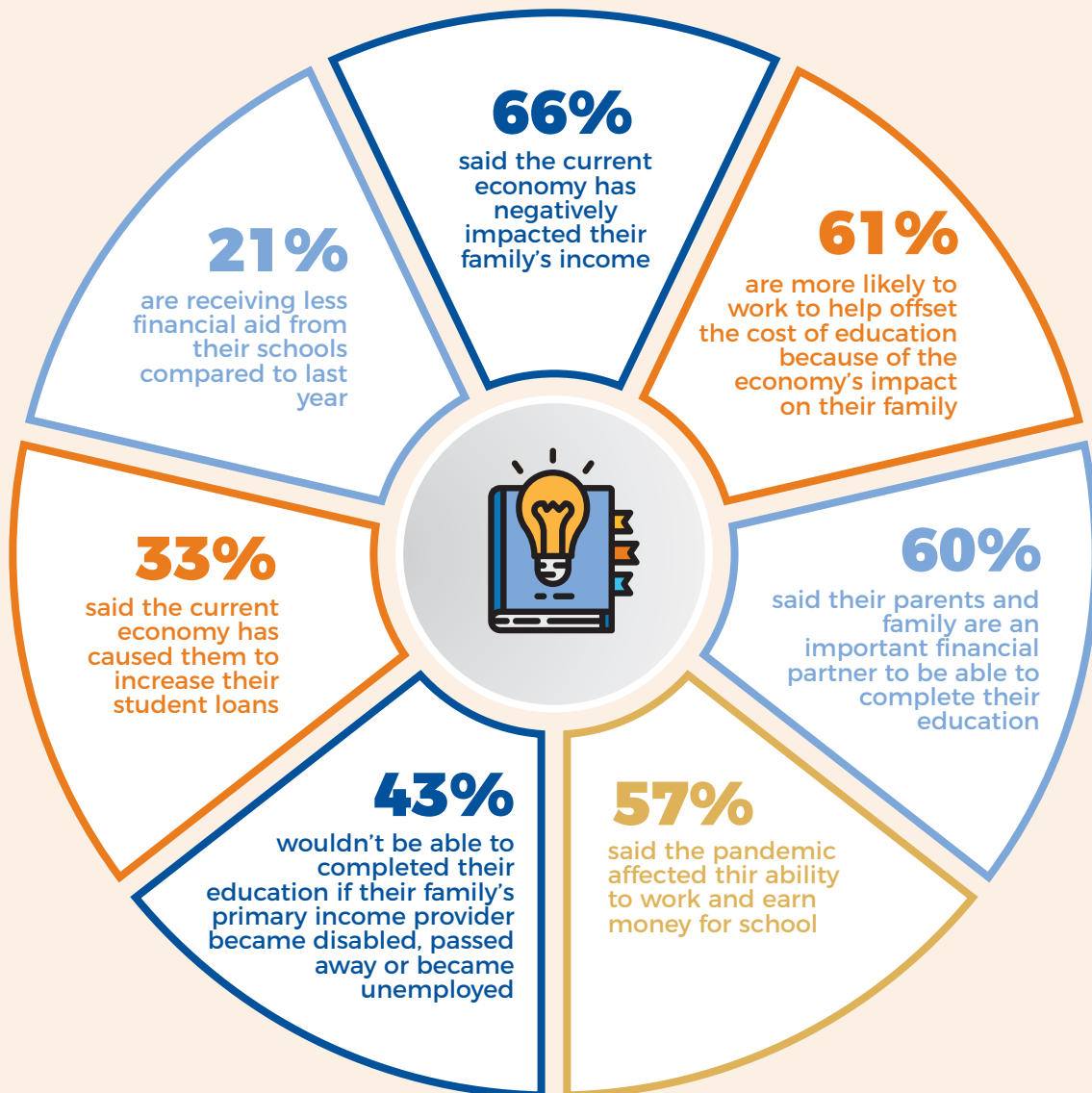
**77%**  
FIND CAMPUS STORE EMAILS  
**USEFUL**

**76%**  
FIND CAMPUS STORE EMAILS  
**RELEVANT**

**64%**  
FIND CAMPUS STORE EMAILS  
**ENGAGING**

# EFFECTS OF THE PANDEMIC ON HIGHER EDUCATION

The pandemic has affected students' ability to afford securing a higher education.



**49%** RELY MORE ON REQUIRED MATERIALS since the pandemic



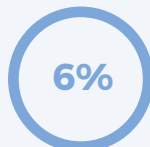
**41%** have switched to more digital since the pandemic



**79% OF STUDENTS** BELIEVE THEY WILL GRADUATE WHEN THEY ORIGINALLY PLANNED



**NO** but within 1 year



**NO** later than 1 year after

Of the **21%** that said they won't graduate when they originally planned, **47%** of students agreed that their delayed graduation is due to the effects of the pandemic.

# SHIFTS IN COURSE MATERIAL PREFERENCES

Students are highly engaged in researching, assessing and purchasing their course materials.

IF THE CHOICE WERE ENTIRELY UP TO YOU, WHAT WOULD BE YOUR PREFERRED COURSE MATERIAL FORMAT WHEN TAKING A CLASS?



**50%**

PRINTED COURSE MATERIALS



**11%**

DIGITAL COURSE MATERIALS



**39%**

DEPENDS ON THE CLASS



Students are **researching the cost** of materials prior to purchase

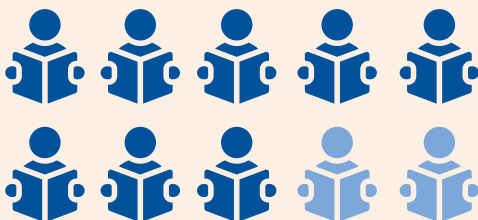


**29%**

OF STUDENTS **NEVER CONSIDER THE BUYBACK VALUE** WHEN PURCHASING A NEW BOOK

**36%**

**ALWAYS COMPARE THE COST** OF RENTING



**82%**

OF STUDENTS **SOMETIMES TO ALWAYS COMPARE PRICES** AT LOCAL BOOKSTORES **BEFORE BUYING OR RENTING**



**96%**

OF STUDENTS **KNOW WHAT TEXTBOOKS ARE REQUIRED** BEFORE THE FIRST DAY

**60%**

**WAIT UNTIL AFTER THE CLASS STARTS** BEFORE BUYING OR RENTING TEXTBOOKS



**OVER 62%**

SAID THEIR ABILITY TO COMPLETE HOMEWORK AND READING ASSIGNMENTS WAS **IMPACTED DUE TO LACK OF COURSE MATERIALS.**

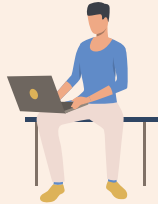


THE MAJORITY OF STUDENTS USED A **MIX OF PRINT AND DIGITAL COURSE MATERIALS**



**75%** PREFER **INSTANT ACCESS** FROM DIGITAL

**73%** FIND IT **MORE CONVENIENT** THAN PRINT



**44%**  
OF STUDENTS ARE MORE OPEN TO  
**DIGITAL BOOKS IN THE FUTURE**

## STUDENT OPINIONS ABOUT INCLUSIVE ACCESS PROGRAMS

Overall, students found inclusive access programs to be favorable.

