

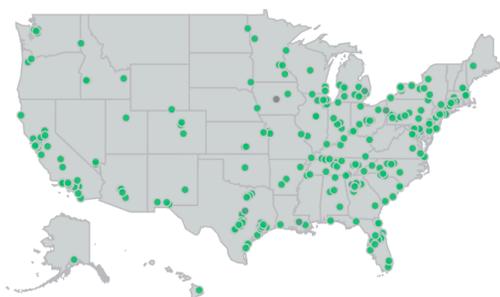
FlatWorld Textbook Cost Study

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This report examines the US higher education student opinion on textbook cost and implications on teacher evaluation and class enrollment. 334 undergraduate students from 2 and 4 year universities across the United States were surveyed from October 9–12, 2018. All respondents came from SurveyMonkey Audience, a third-party panel. The composition of the sample was balanced to the basic census. The survey was conducted anonymously online. The margin of error is +/- 5.7 percent.

Sample Composition:



About SurveyMonkey:

Founded in 1999, SurveyMonkey changed the way people gather feedback by making it easy for anyone to create their own online surveys. Today, SurveyMonkey's mission is to power curious individuals and organizations to measure, benchmark and act on the opinions that drive success. Our People Powered Data platform enables conversations at scale to deliver impactful customer, employee and market insights. The company's 750+ employees are dedicated to fueling the curiosity of over 16 million active users globally.

SurveyMonkey Audience is a panel made up of 2.5m respondents across the United States. To learn more, visit www.surveymonkey.com.

About FlatWorld

FlatWorld publishes the most affordable high-quality learning materials, including both digital and print textbooks, and a robust homework platform. FlatWorld's rapidly growing catalog features more than 135 titles, and the majority of FlatWorld's textbooks cost between \$24.95 and \$29.95 for digital access. More than 4,000 professors at universities across the US have adopted a FlatWorld textbook. To learn more, visit www.flatworld.com.



College Textbook Costs Impact Professor Ratings, Course Selection, and Loan Debt

FlatWorld's survey of more than 330 college students during the fall 2018 semester reveals how textbook prices affect everything from whether students rate professors positively or negatively, to what classes students choose to take.

- **Textbook prices affect class enrollment.** One-third of respondents reported that textbook prices have impacted their decision as to whether to take a class or not.
- **Professor ratings suffer if textbooks are too expensive.** More than 70 percent of respondents reported rating, or been asked to rate, their professors in the last 12 months. For textbooks priced between \$100 and \$200, more than half of respondents (55 percent) reported that the textbook price has a negative effect on how they rate professors. For textbooks priced above \$200, more than 70 percent of respondents reported that the textbook price has a negative effect on how they rate professors.
- **Professor ratings could benefit from cheap or free textbooks.** For textbooks that cost less than \$30, more than 50 percent of respondents reported that the textbook price has a positive effect on how they rate their professors.
- **Homework is often a hidden cost for students.** Nearly half of respondents (47 percent) reported having to pay for access to a homework system, in addition to their textbooks.
- **The amount students spend on textbooks varies greatly.** Respondents reported spending \$403 on average for textbooks during the fall 2018 semester. 24 percent of respondents paid less than \$250, 55 percent paid between \$250 and \$600, and 21 percent paid more than \$600.
- **The more expensive their textbook, the more students use loan money to pay for them.** When asked how they paid for their textbooks, 15 percent of respondents reported using student loan money. For the students surveyed who spent more than \$600 on textbooks, 25 percent reported using student loan money for payment.



Price affects enrollment and ratings.



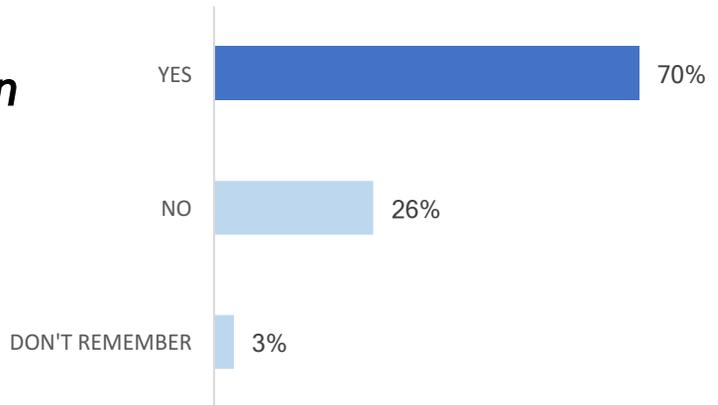
NO / NOT SURE
(67%)



YES
(33%)

Q. Has your decision to take a class ever been impacted by the price of the assigned text textbook?

Q. Have you rated, or been asked to rate, your professors in the last 12 months?



Q. Does the price of a textbook influence how you rate your professors?

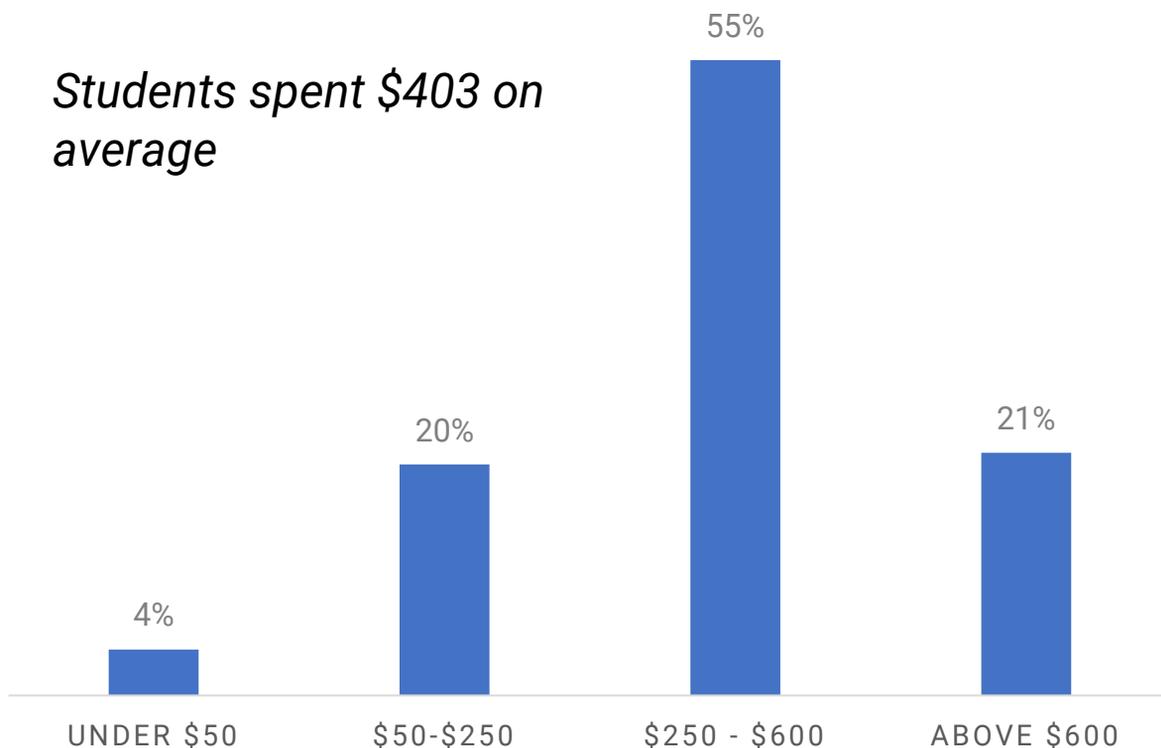
TEXTBOOK PRICE	POSITIVE	NEGATIVE	NO EFFECT
<\$30	51%	5%	44%
\$31 - \$60	25%	11%	64%
\$61 - \$100	9%	31%	60%
\$101 - \$200	5%	56%	40%
\$201 - \$300	4%	71%	26%
>\$300	5%	70%	25%



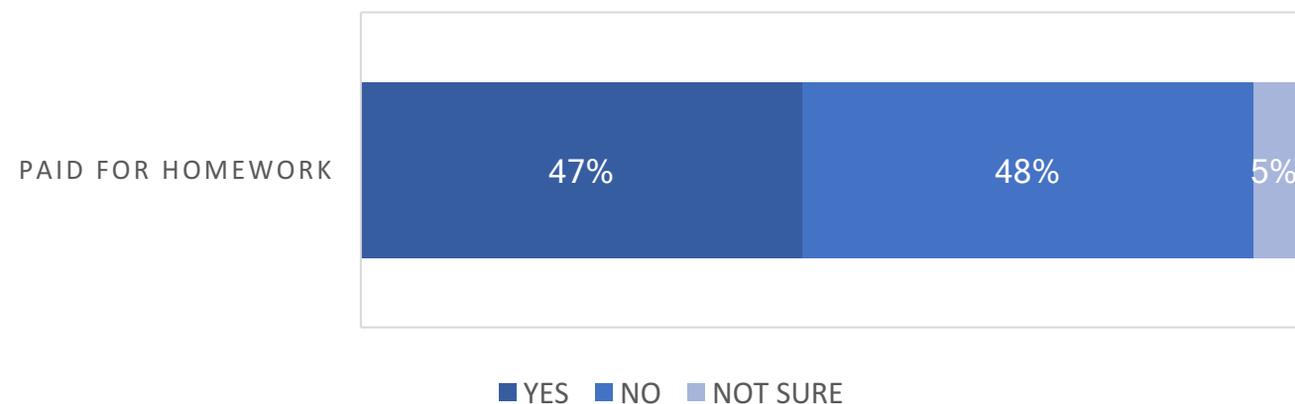
Cost varies.

Q. How much did you spend on college course materials for the fall 2018 semester?

Students spent \$403 on average

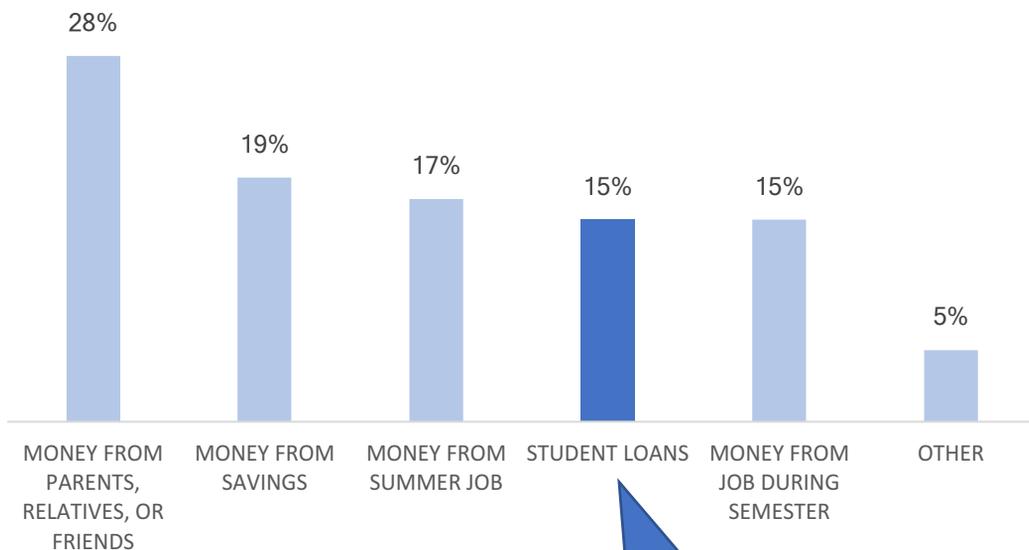


Q. Did you have to pay for a homework system in addition to your textbooks?



When prices are high, more students rely on loans.

Q. Which of the following did you rely on to pay your college textbook bill? Please select all that apply.



This increases to **1 out of every 4 students** when they have to spend over \$600 on textbooks

