

Textbook Survey
Spring 2012

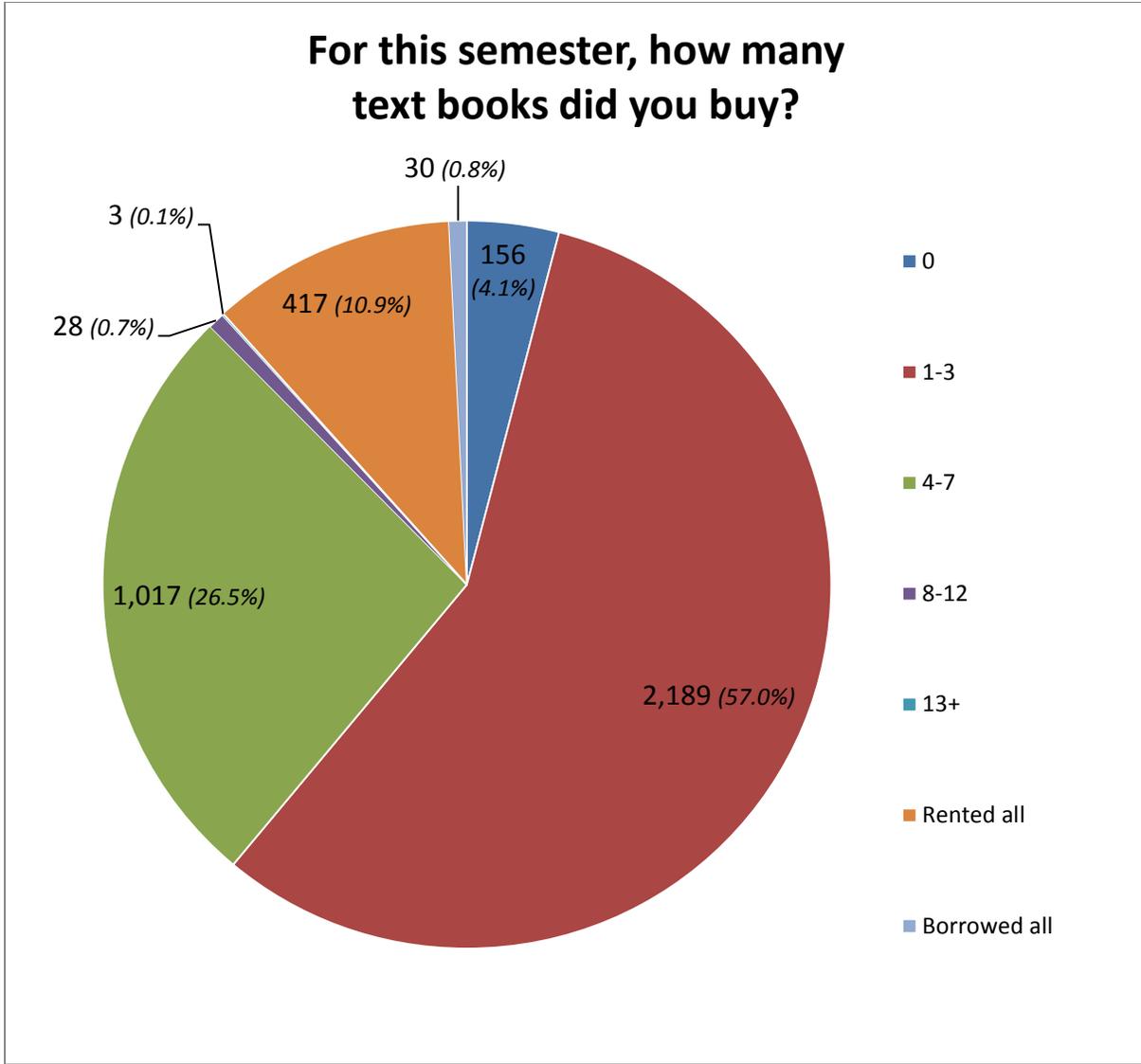
Prepared by:
Office of Institutional Research, Planning and Effectiveness
Tarrant County College District
May 2012

Survey Methodology

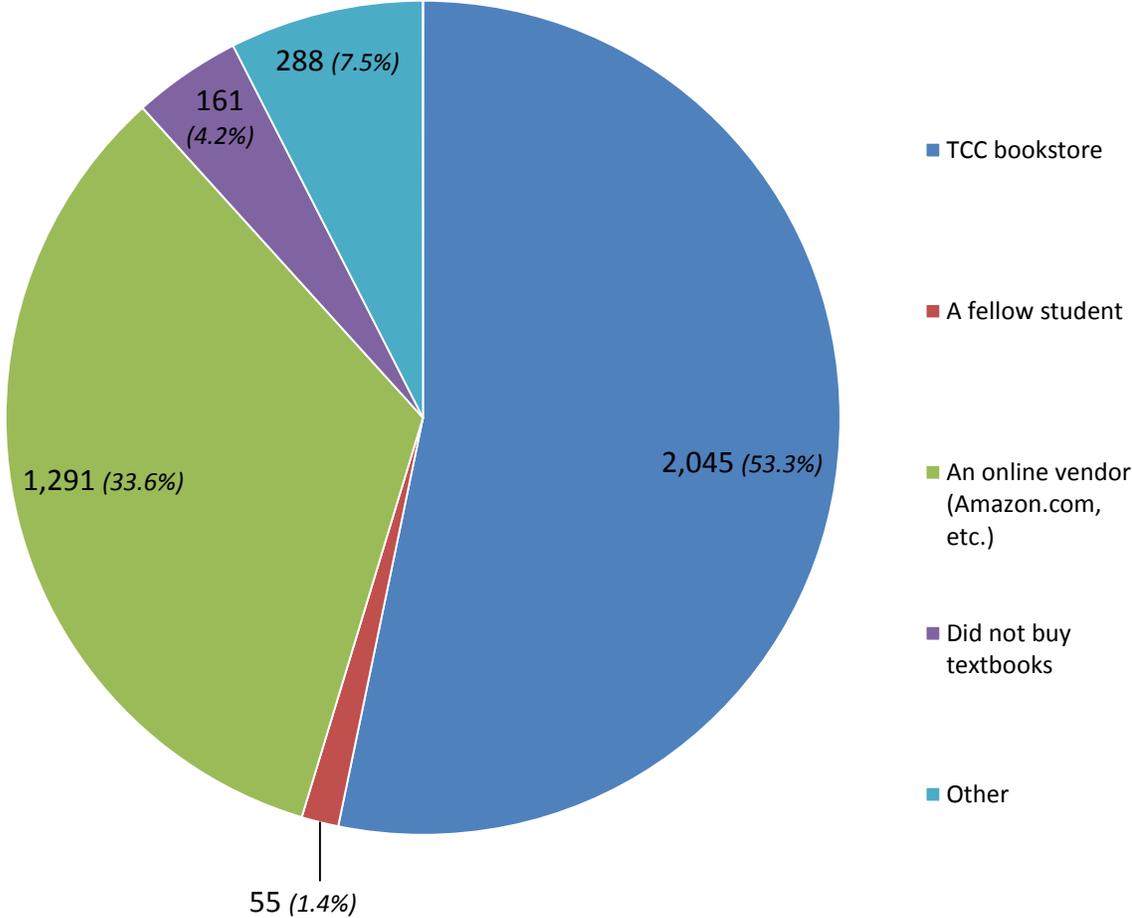
A 10-question textbook survey was administered through the online interface CVent to all spring 2012 students (N = 47,299). Out of the students surveyed, 3,840 students responded to the survey for a response rate of 8%.

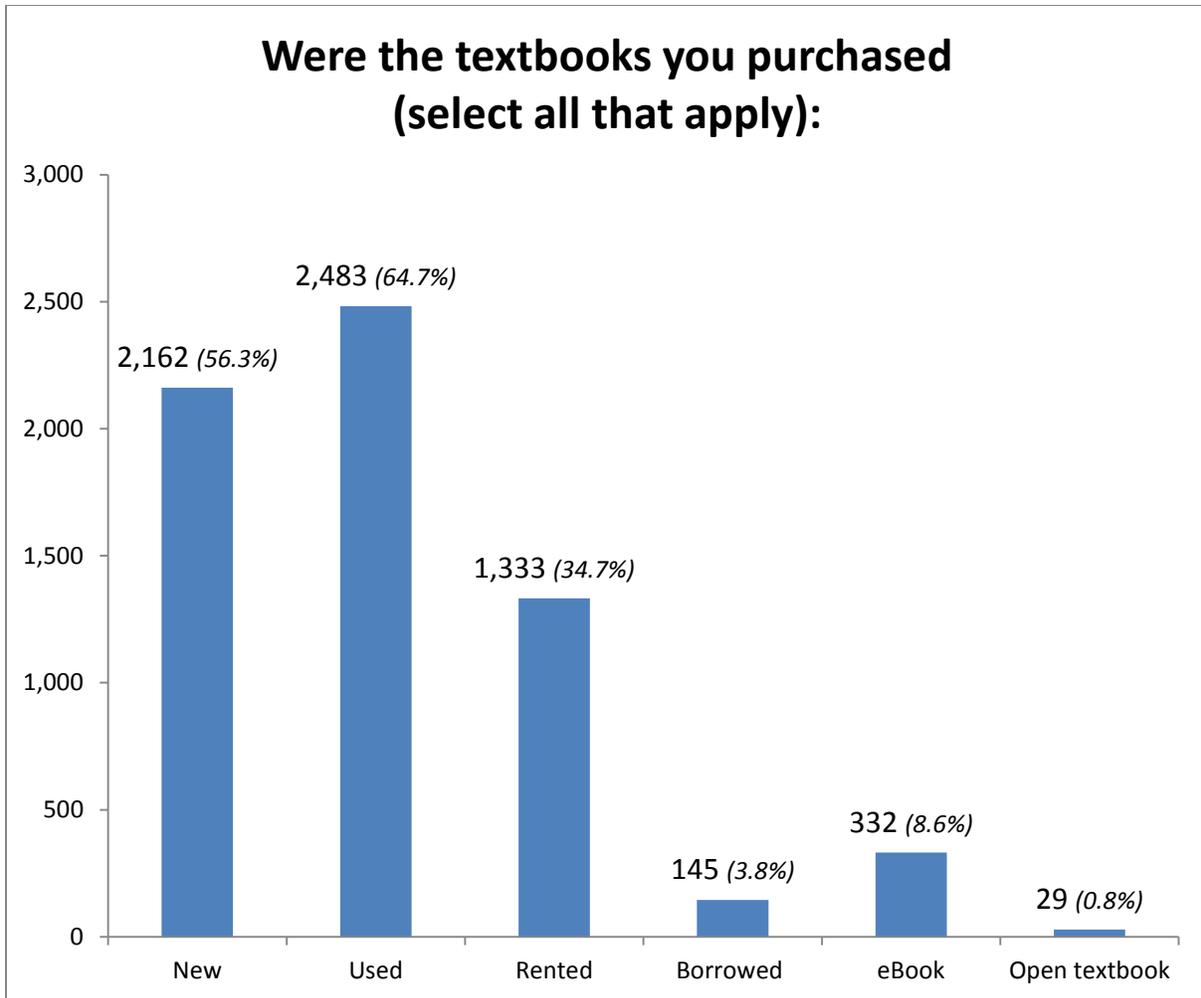
Survey Highlights

- The majority (57%) of surveyed students buy 1-3 textbooks per spring semester.
- Students typically buy their textbooks from the TCC bookstore (53%) or through an online vendor like Amazon.com (34%).
- While the majority of students purchase used textbooks (65%), a large number of students (56%) also buy new textbooks.
- Students (53%) tend to pay more than \$100 per course for textbooks.
- Fifty-three percent of surveyed students were taking less than 4 courses in spring 2012.
- Twenty-four percent of surveyed students indicated that cost was a factor when they didn't buy textbooks.
- The majority of students surveyed either rented textbooks (51%) or bought used or new textbooks online from a source other than the campus bookstore (55%) to reduce textbook costs.
- Forty-four percent of surveyed students would purchase an electronic textbook if it saved them money.
- Less than 17% of surveyed students currently use an eReader to access electronic/online reading material.
- Fifty-seven percent of surveyed students noted interest in using electronic textbooks.
- Of students that weren't interested in electronic texts, the majority of them were disinterested because they like to write in or highlight their books (35%) or they find electronic texts inconvenient to maneuver (24%).

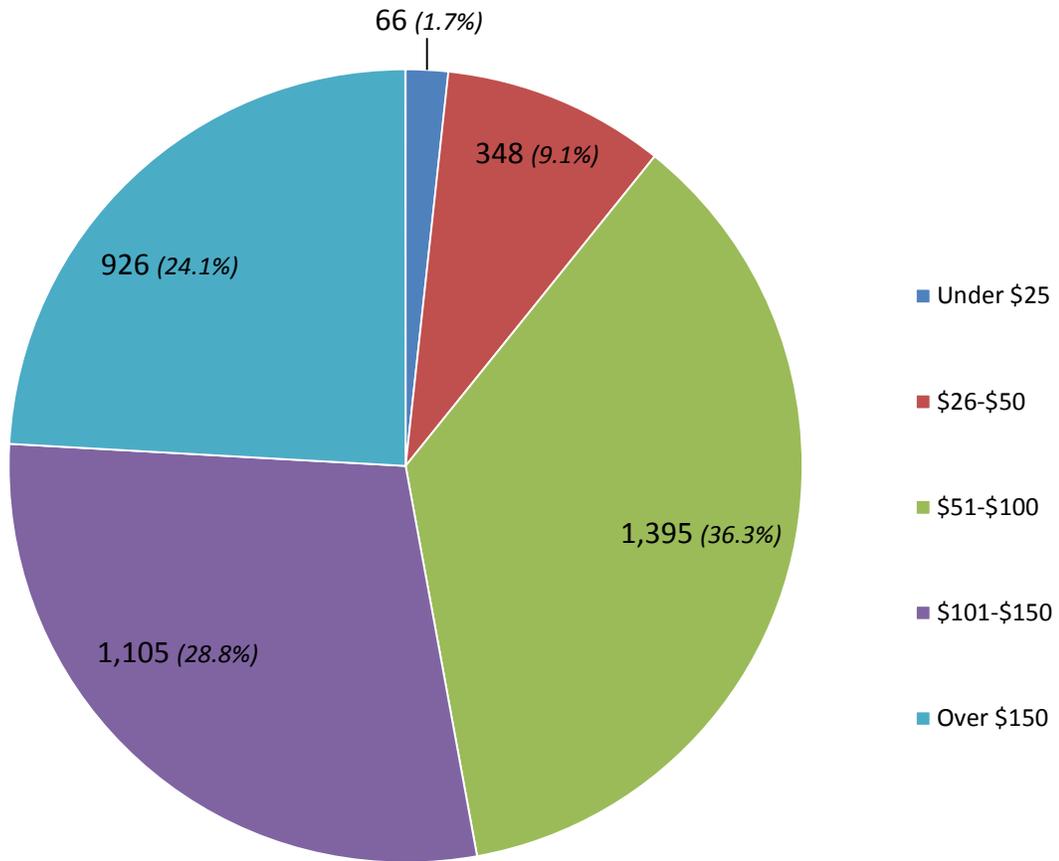


Where do you typically buy your textbooks?

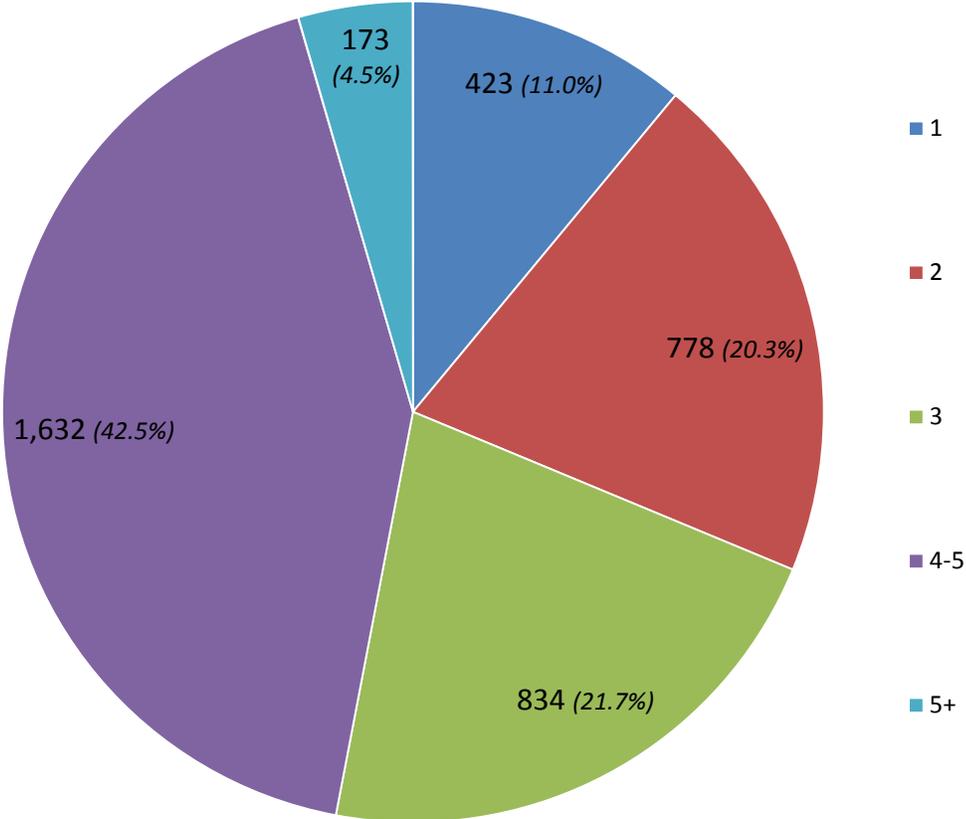




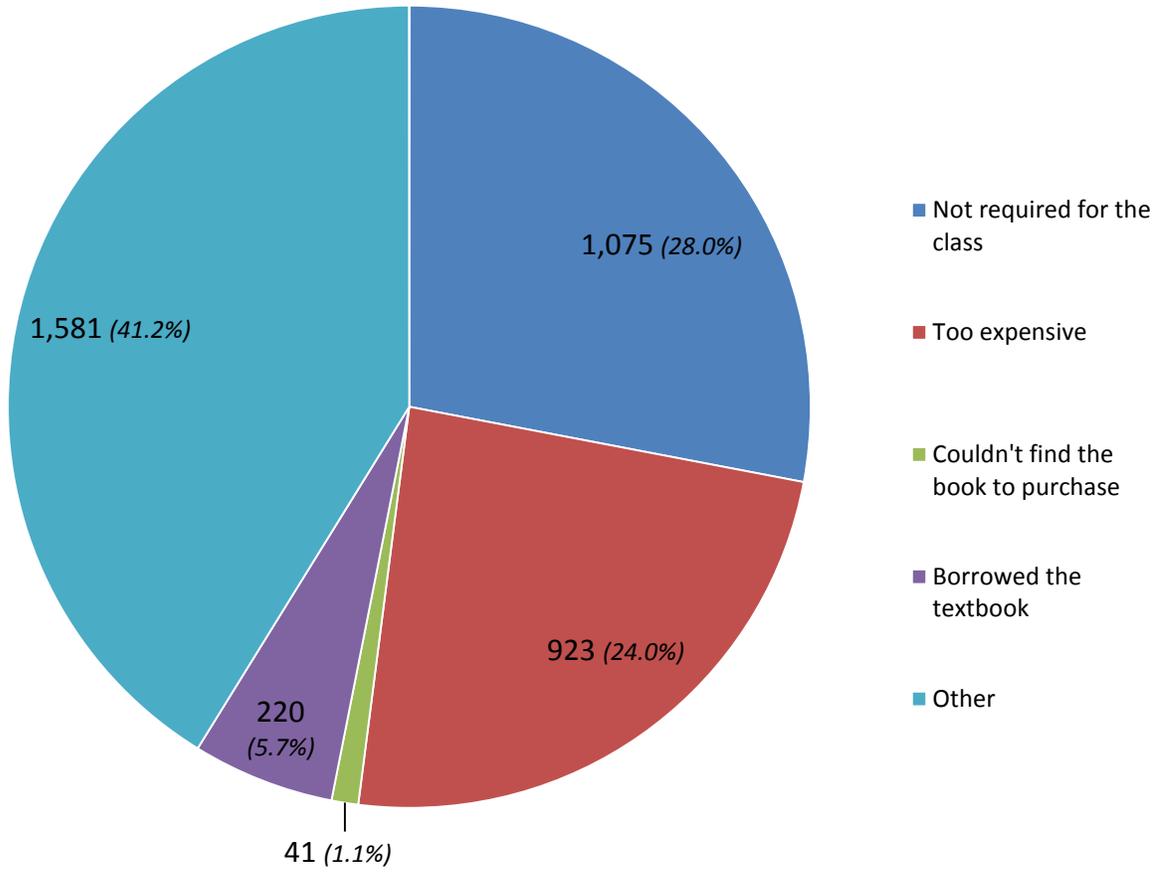
How much do you normally pay for your textbooks per course?

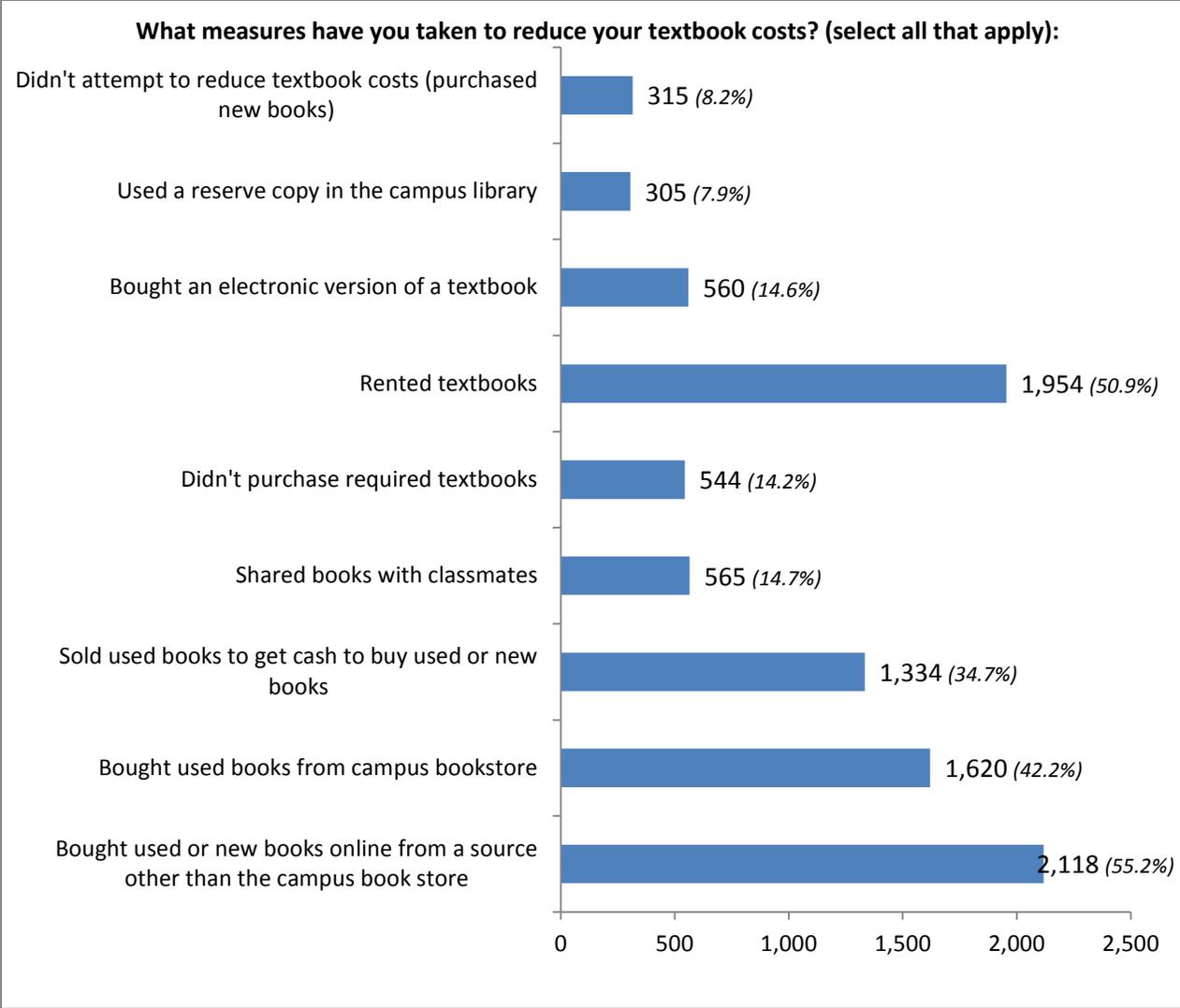


How many courses did you take this semester?

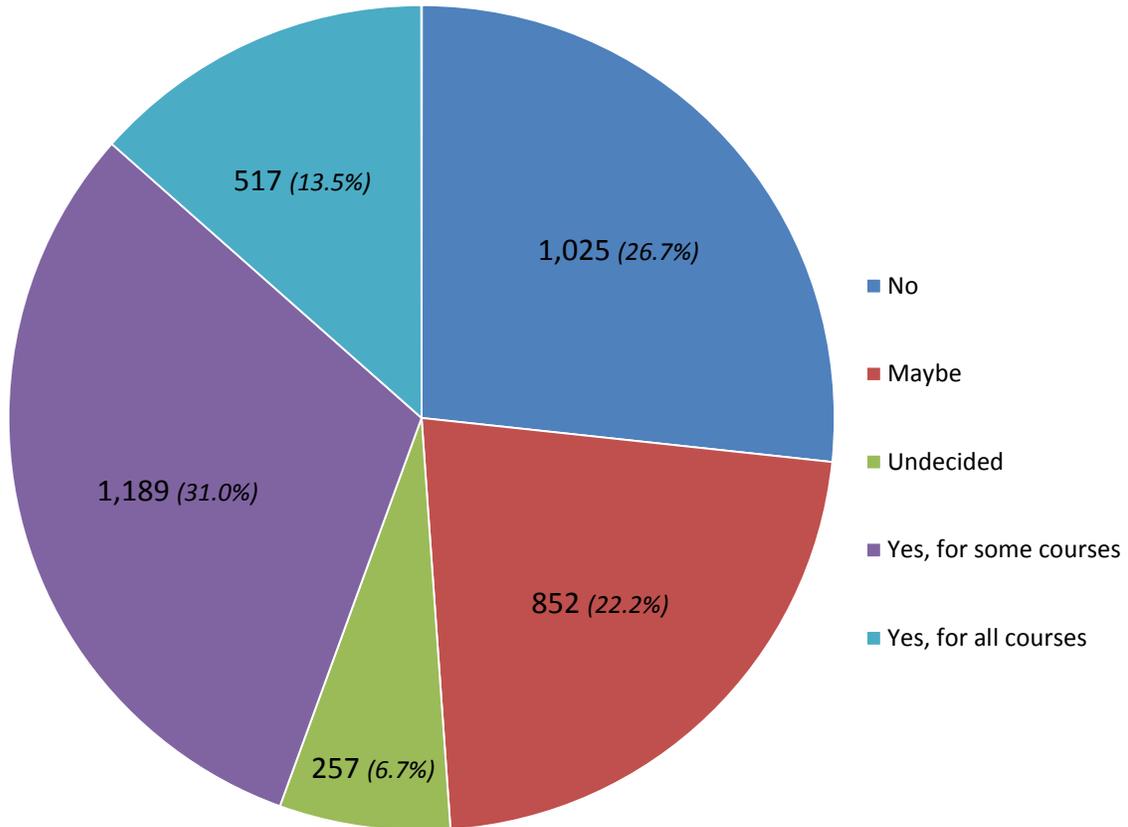


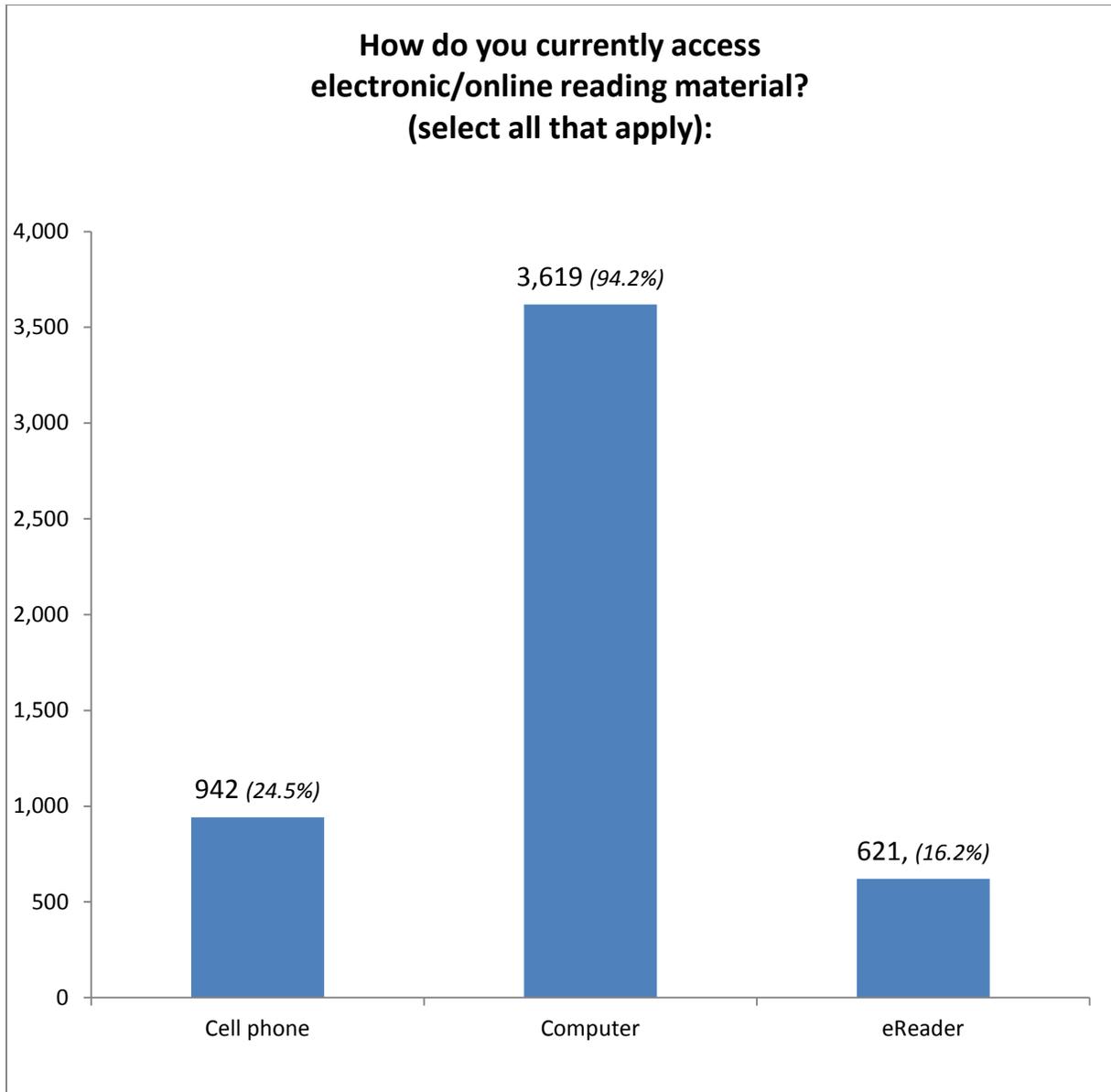
If you did not buy a textbook for a course, why did you not do so?



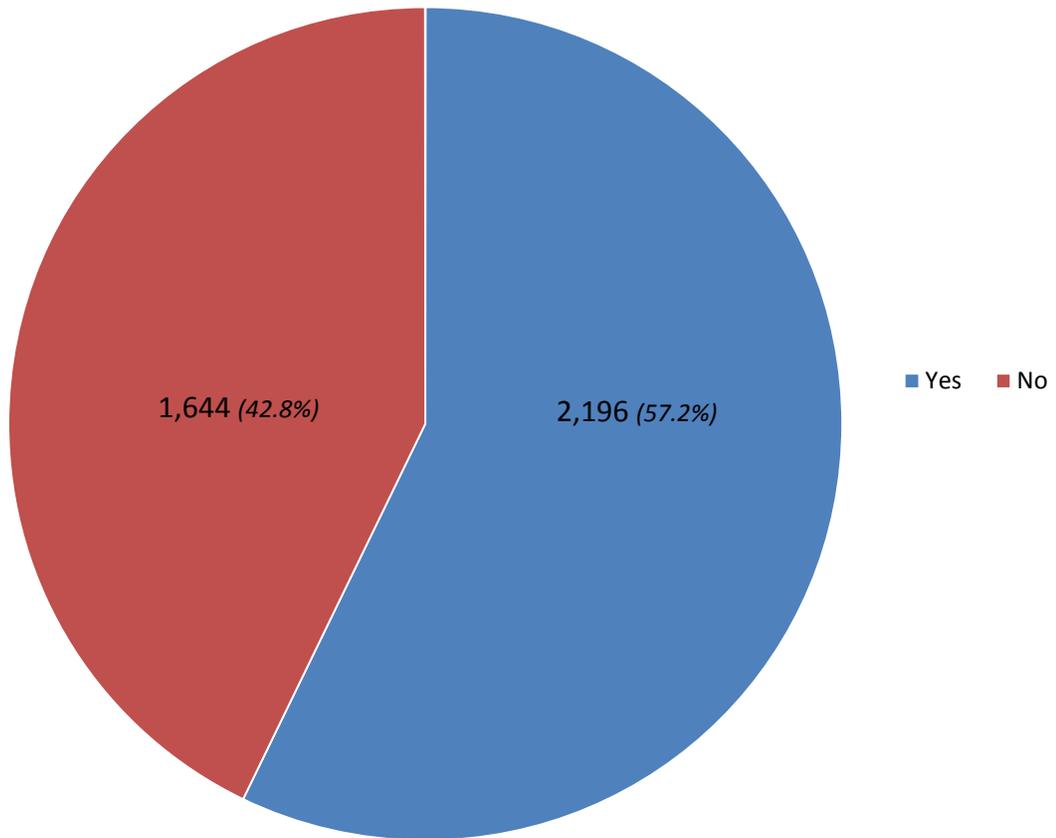


Would you purchase an electronic version of a textbook rather than a printed version if it saved you money?





Are you interested in using electronic textbooks?



**If no, what reasons best explain why you are not interested in the use of digital textbooks?
(select all that apply):**

