

Textbook Survey
2013SP

Prepared by:
Office of Institutional Research, Planning and Effectiveness
Tarrant County College District
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Survey Methodology

A 17-question textbook survey was administered through the online interface Cvent to all 2013SP students (N = 46,475). Out of the students surveyed, 4,967 students responded to the survey for a response rate of 11%.

Survey Highlights

- Surveyed students indicated that textbooks: (a) were helpful to their studies – 81%, (b) were less useful after course completion – 59%, (c) may or may not be used for future reference – 66% and (d) are lifelong resources – 48%. (*Table 1, p 4*)
- The majority (63%) of surveyed students bought 1-3 textbooks in 2013SP. (*Table 2, p 4*)
- Students typically buy their textbooks from the TCC bookstore (60%) and/or through an online vendor (51%). This is a 7%/ 17% increase from 2012SP. (*Table 3, p 5*)
- Almost 1/3 of surveyed students not buying required a textbook indicated that they didn't do so because of textbook cost. (*Table 4, p 5*)
- More than 1/3 of the students that bought their textbooks online purchased them through more than one online vendor. Fifty percent of students purchased through Amazon.com and 19% used Chegg.com. (*Tables 5 & 6, p 6*)
- More students purchased used textbooks (69%, +4%) and fewer students bought new textbooks (43%, -13%) in 2013SP than 2012SP. Seventeen percent of surveyed 2013SP students purchased limited ownership eBooks. The number of students renting print books increased 11% between 2012SP and 2013SP. The number of students borrowing print books doubled from 4% to 8%. (*Table 7, p 7*)
- More than half of the students surveyed (53%) pay more than \$100 per course for textbooks. (*Table 8, p 8*)
- Fifty-seven percent of surveyed students indicated that they occasionally or frequently purchase textbooks that weren't utilized in the course. (*Table 9, p 8*)
- Seventy-four percent of surveyed students were aware that eTexts are usually half the price of print textbooks. (*Table 11, p 9*)
- Seventy-one percent of surveyed students would consider purchasing an eText if it saved them money. (*Table 12, p 10*)

- Of the students that weren't interested in eTexts, the majority of them were disinterested because they like to write in or highlight their books (62%) or they find eTexts inconvenient to maneuver (24%). (*Table 13*, p 10)
- More than 25% of surveyed students currently use an eReader to access electronic/online reading material. This is a 10% increase from 2012SP. The utilization of cell phones to access electronic reading material increased 9% between 2012SP and 2013SP. (*Table 14*, p 11)
- Forty-eight percent of surveyed students read eBooks for personal enjoyment. (*Table 15*, p 11)
- Eighty-three percent of surveyed students indicated that they would either pay or would consider paying \$10 per course for open textbooks. (*Table 16*, p 12)
- Surveyed students found the following textbooks formats very important or important: (a) commercially printed – 78%, (b) online – 57%, (c) eReader – 45%, (d) mobile accessible – 45% and (e) download and self-print – 38%. (*Table 17*, p 12)
- Surveyed students indicated that the following course supplements were the most useful to them in achieving good grades: (a) practice questions – 72%, (b) PowerPoint presentations – 64% and (c) print study guides – 56%. (*Table 10*, p 9)

Table 1:

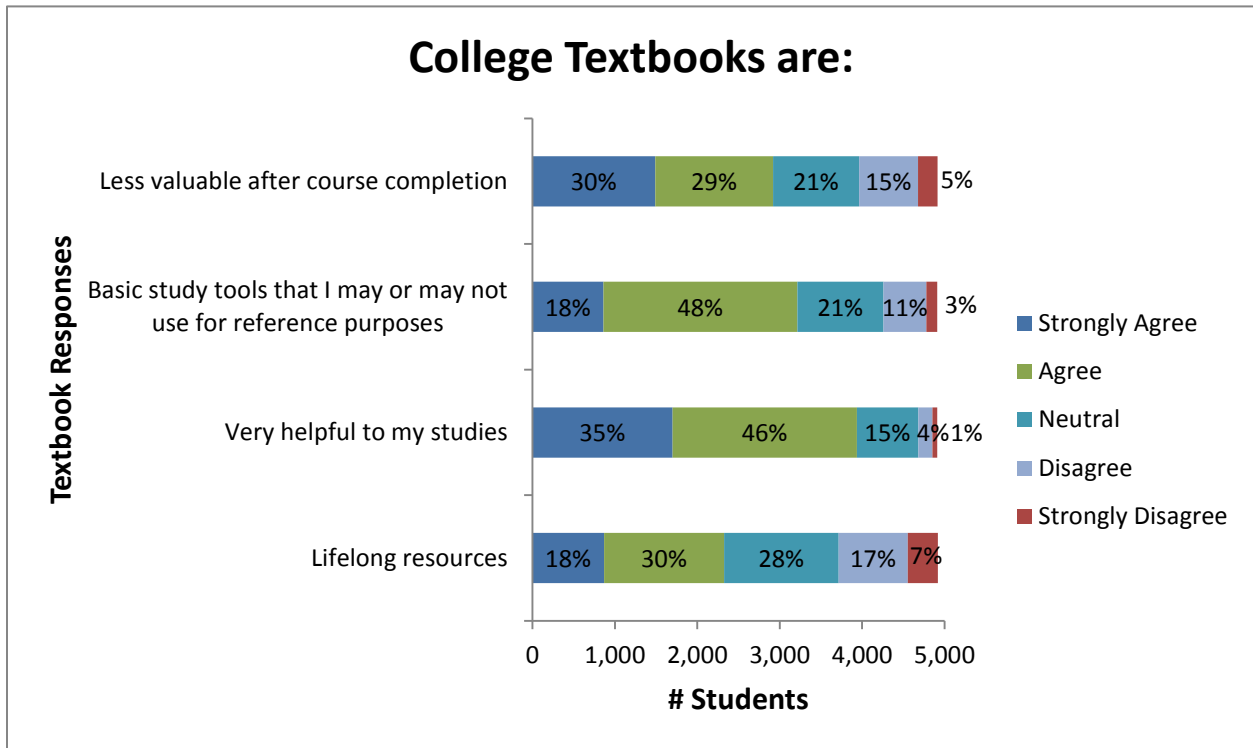


Table 2:

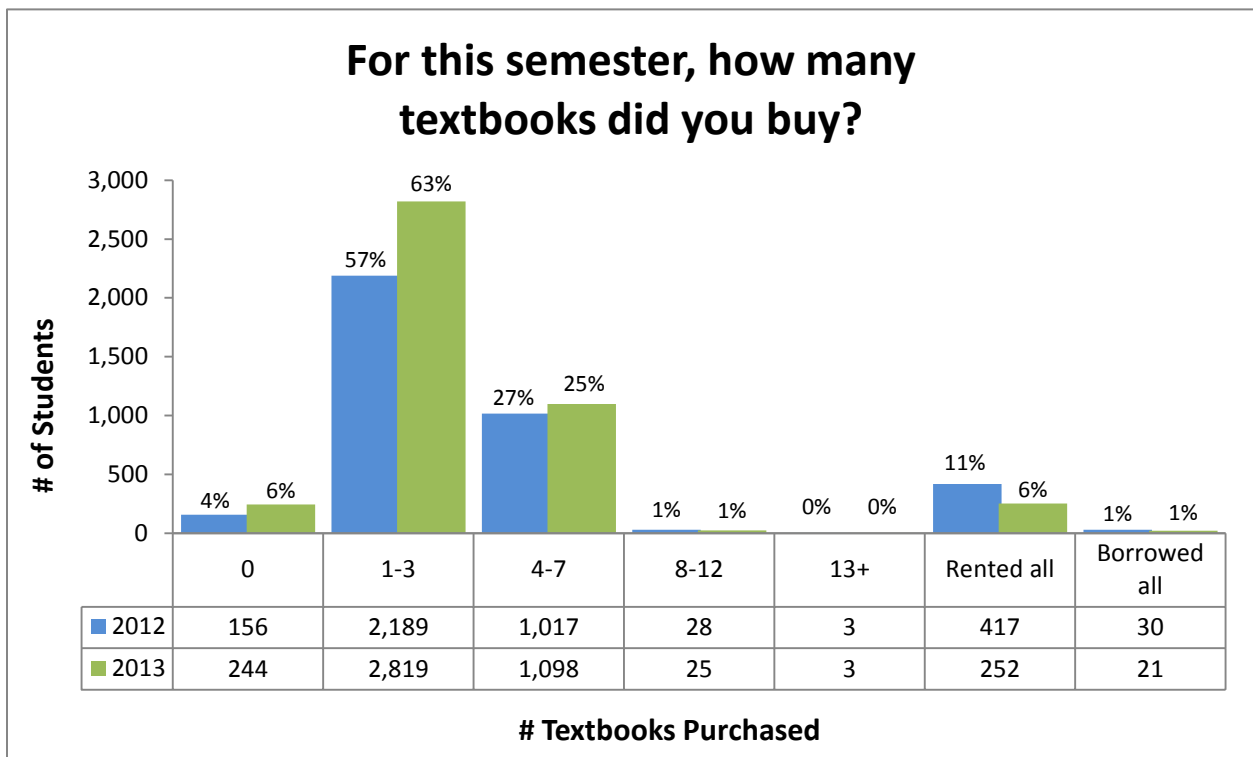


Table 3:

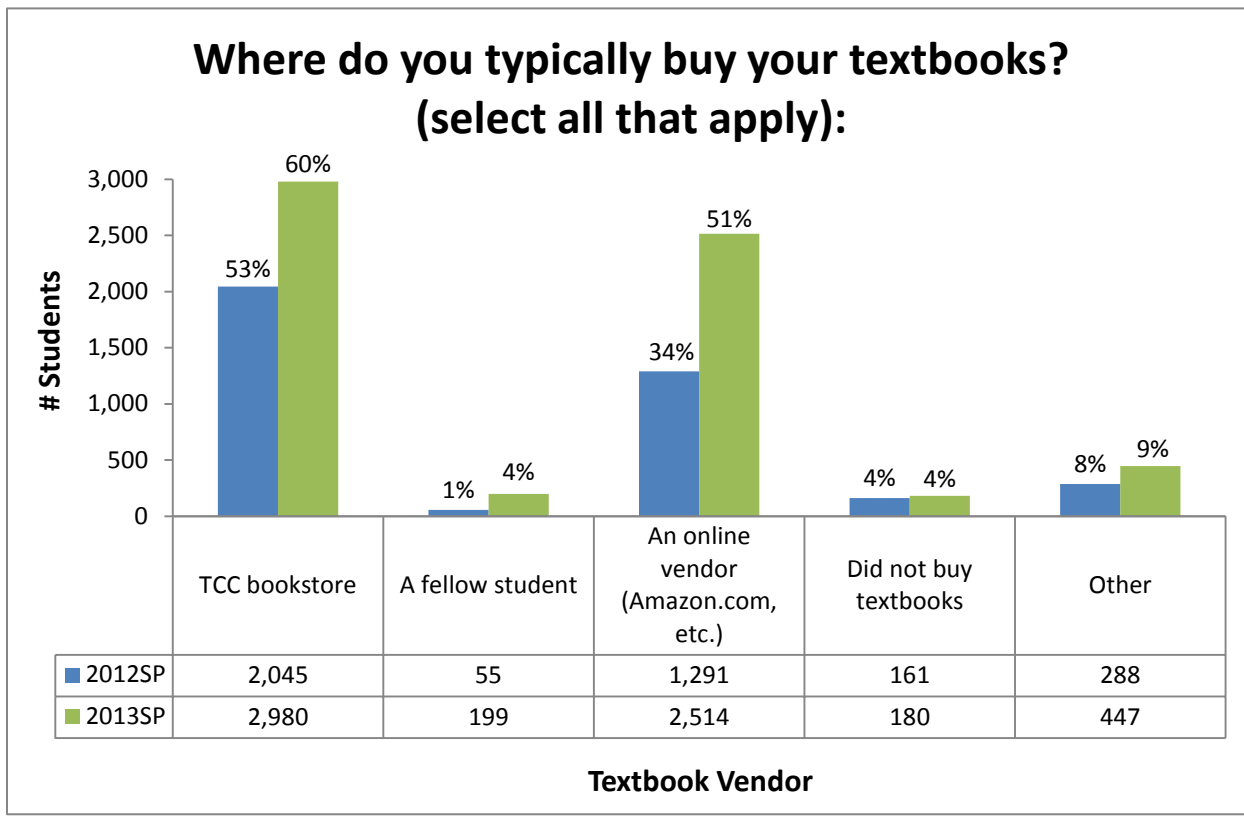


Table 4:

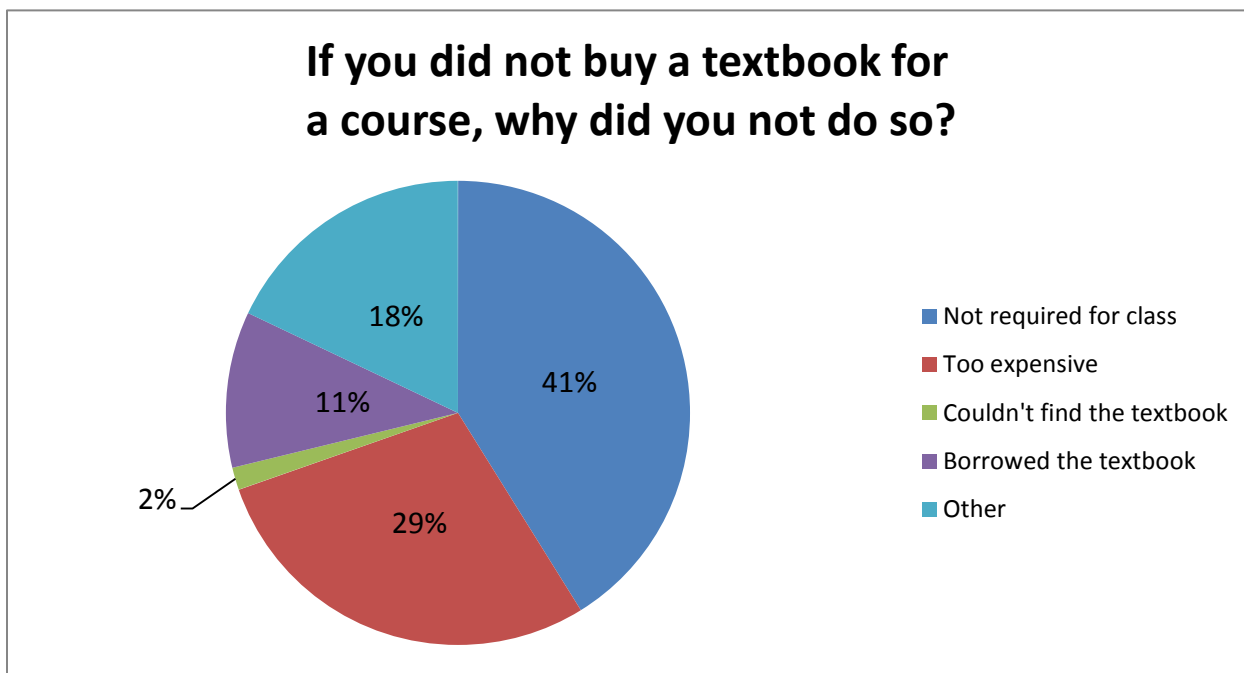


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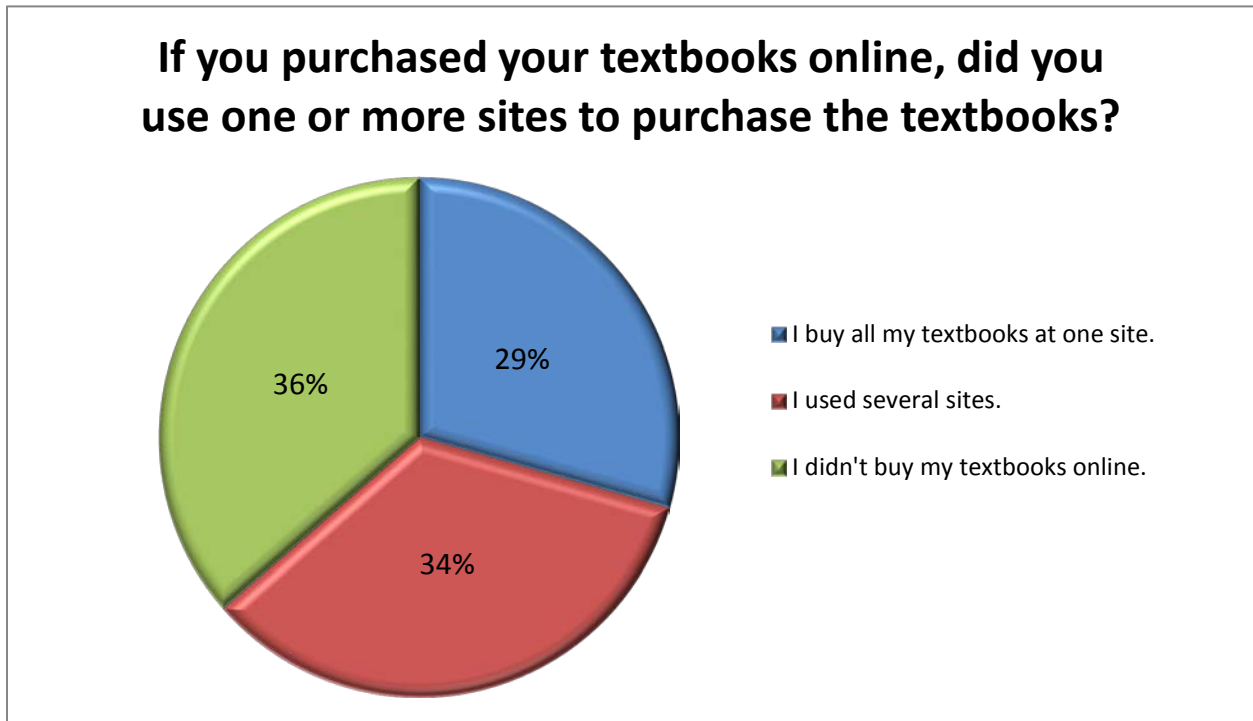


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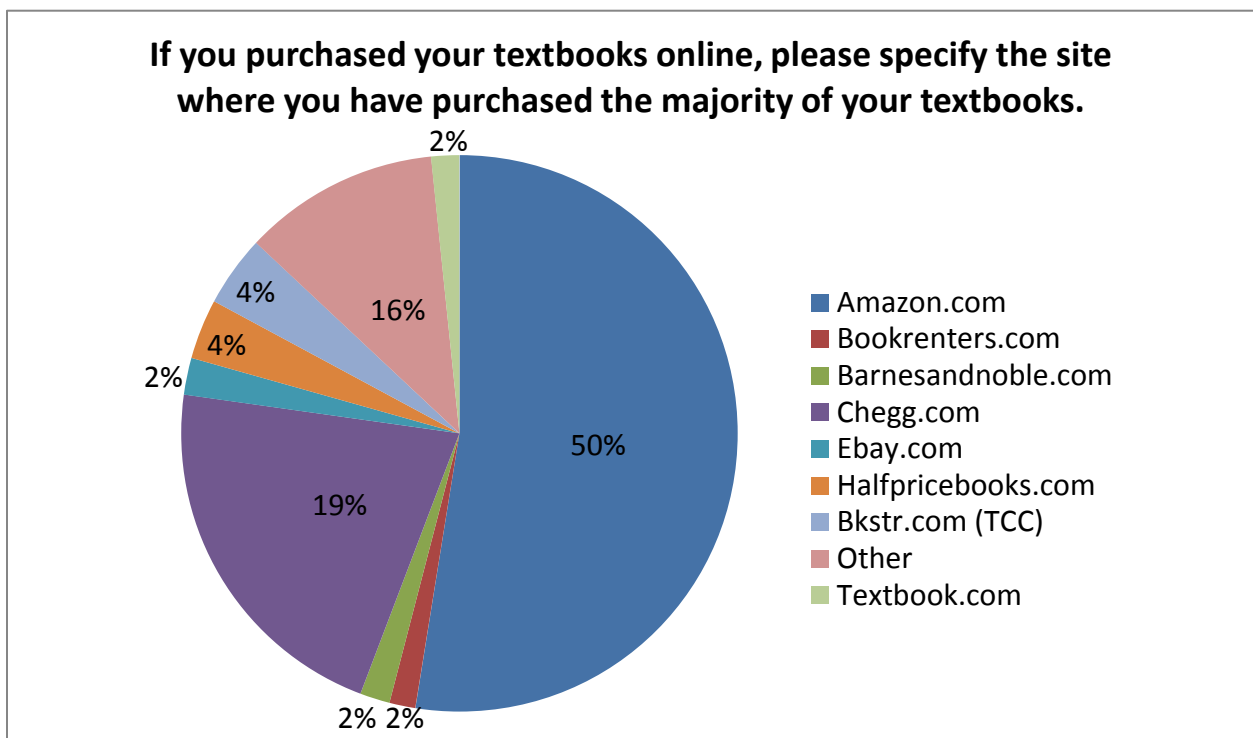
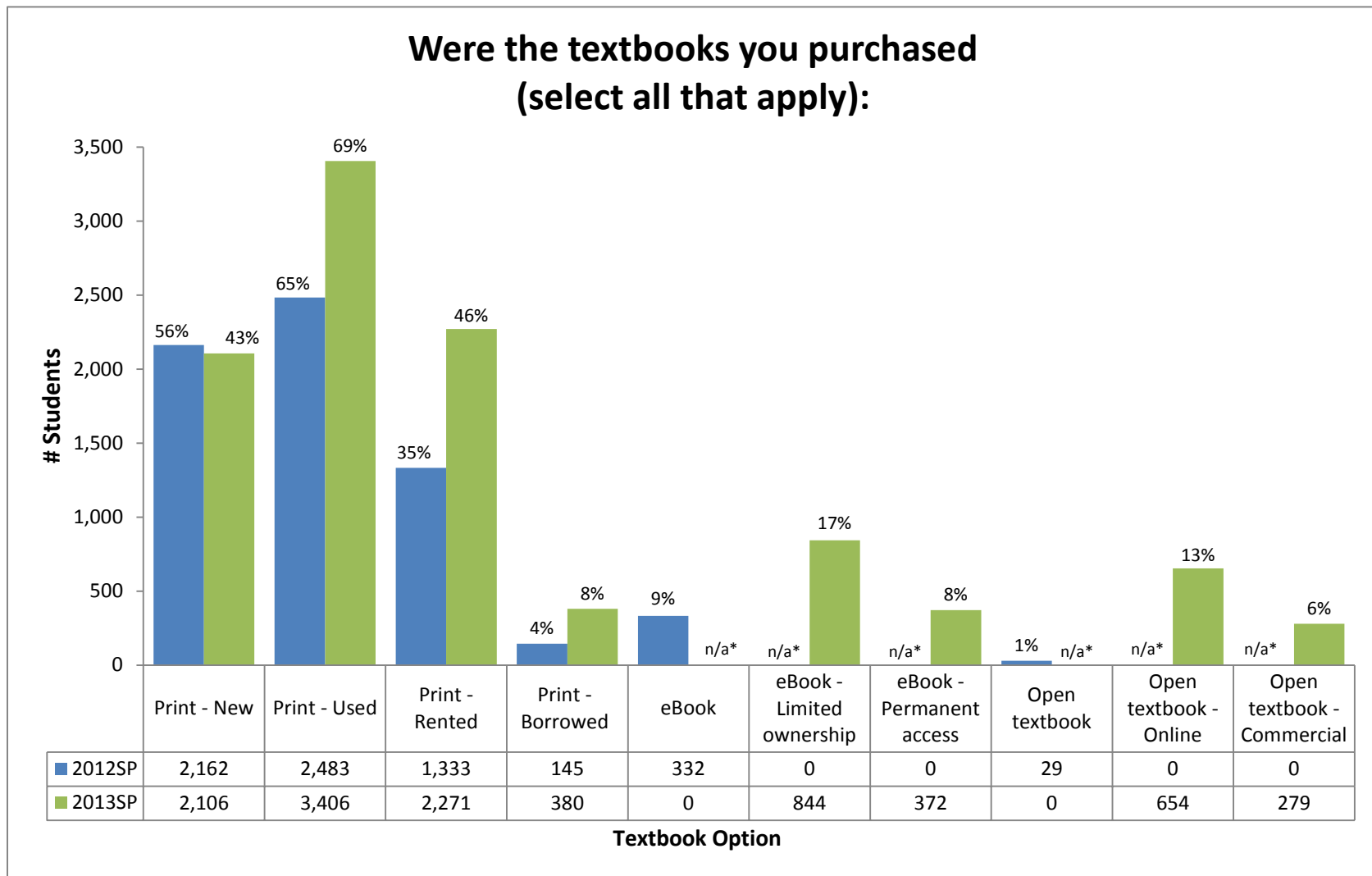


Table 7:



* Some course categories were expanded for the 2013SP survey.

Table 8:

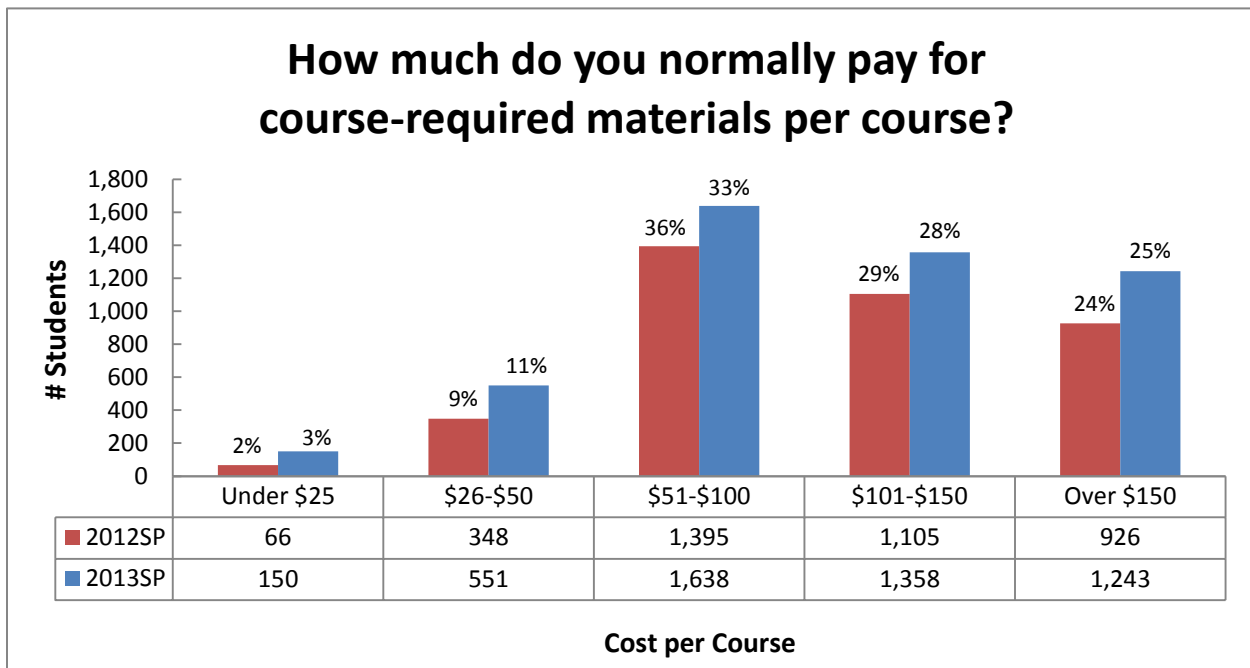


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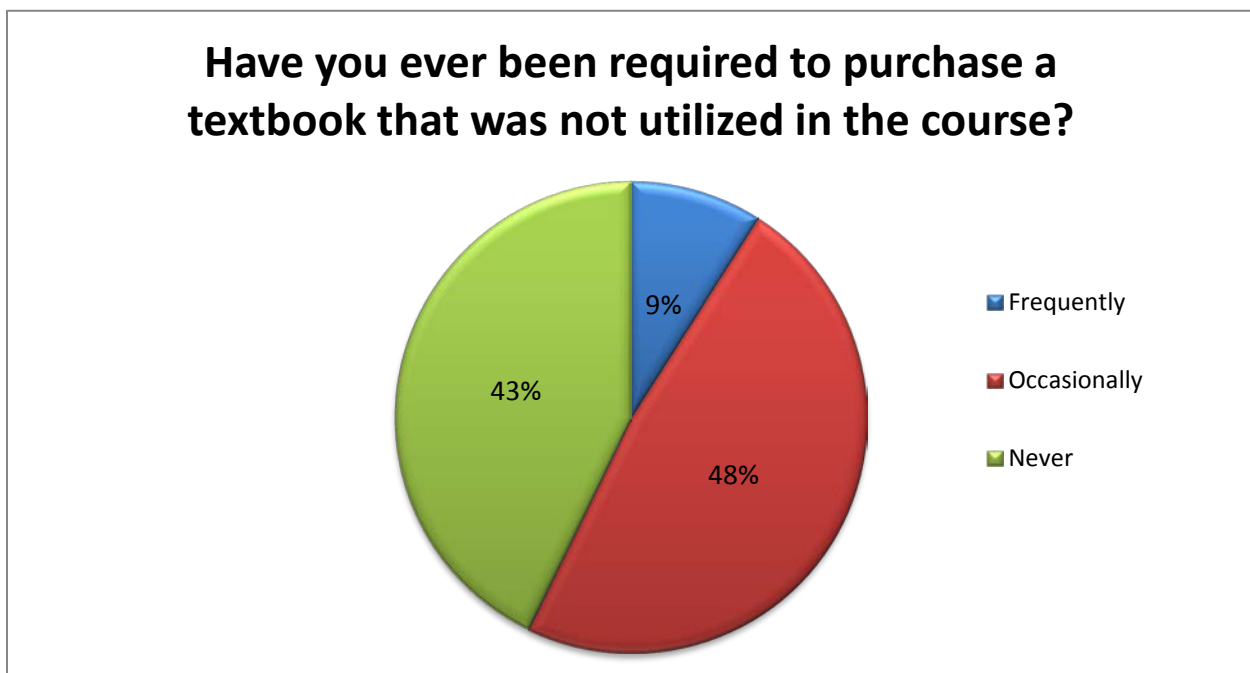


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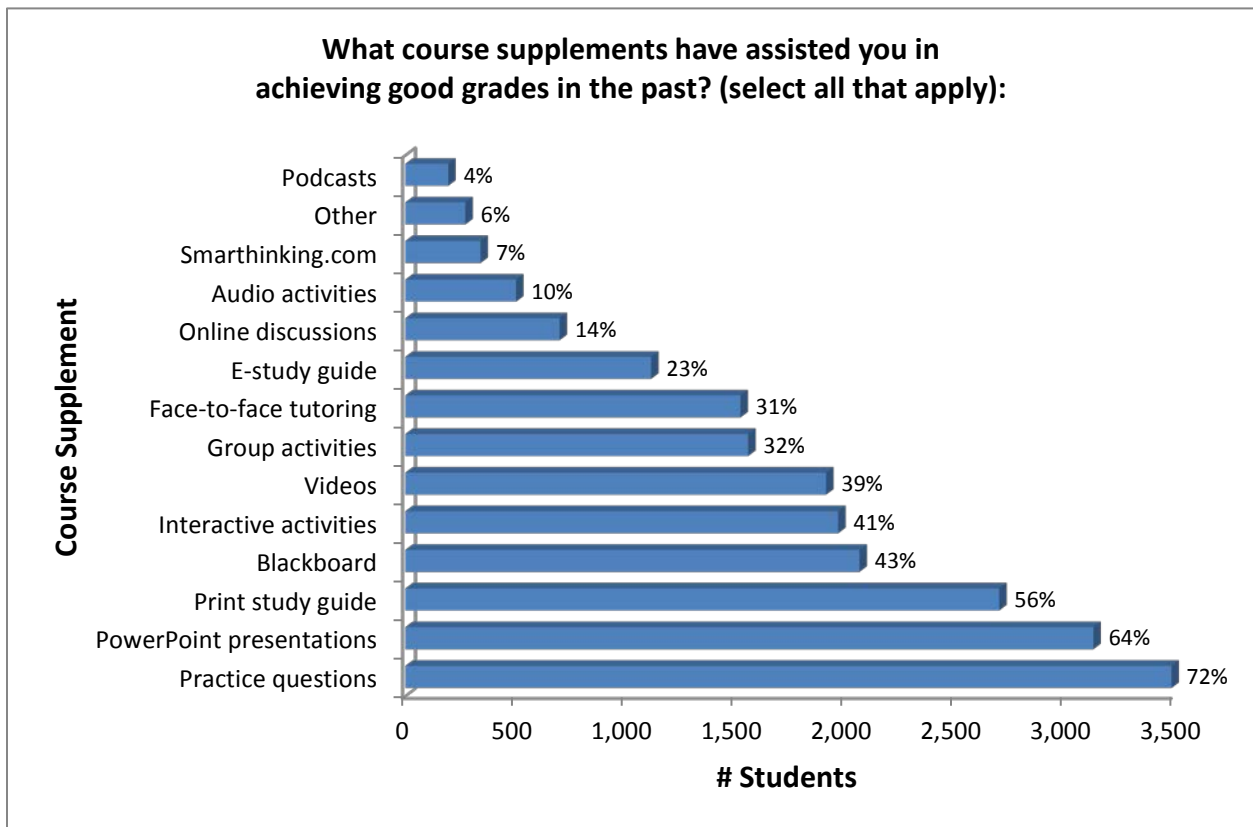


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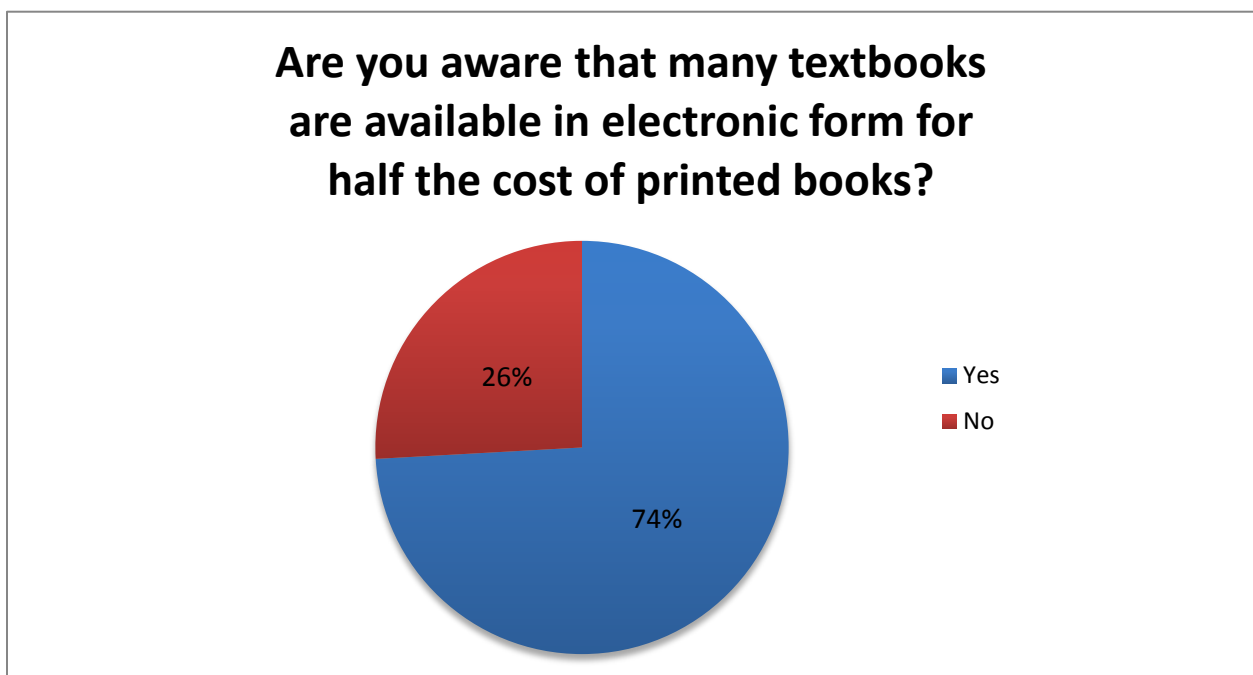


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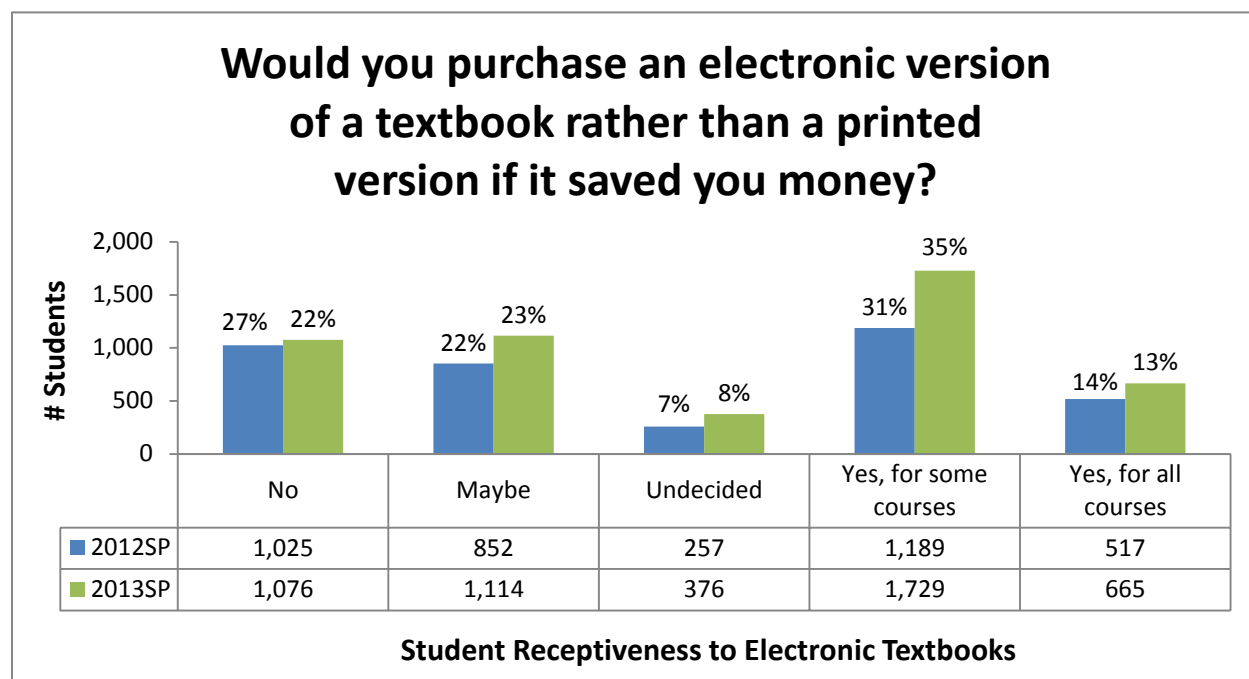


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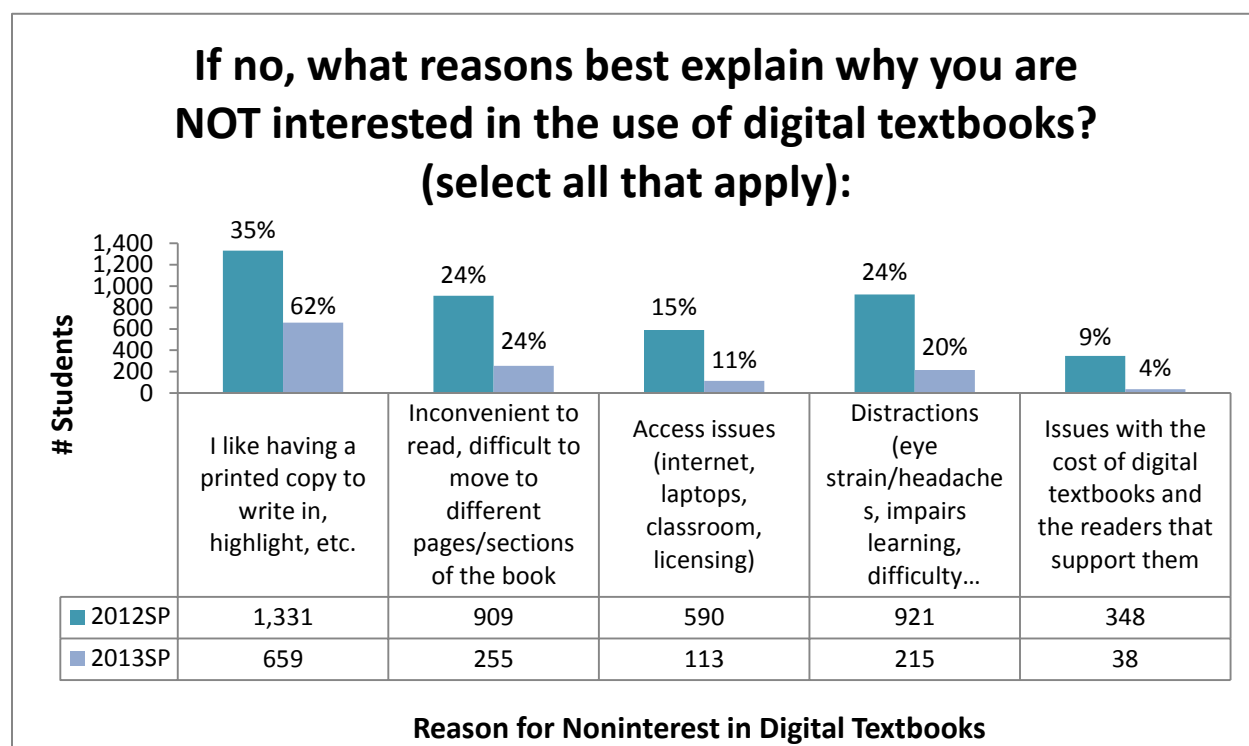


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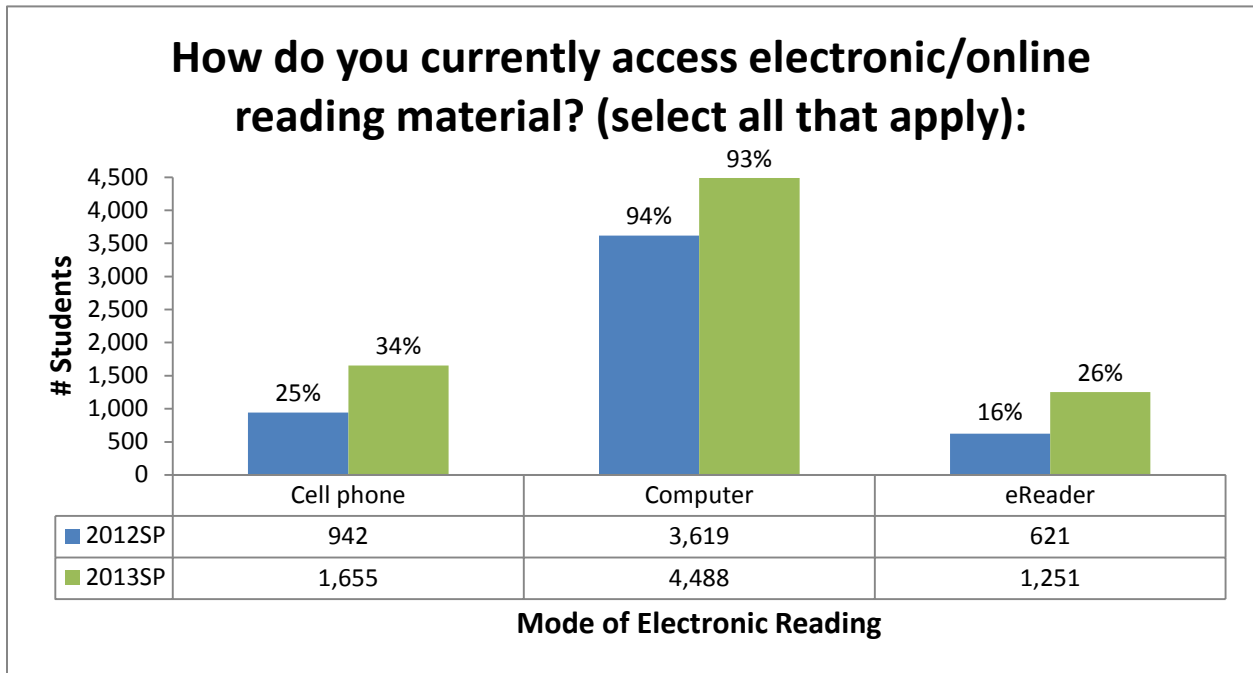


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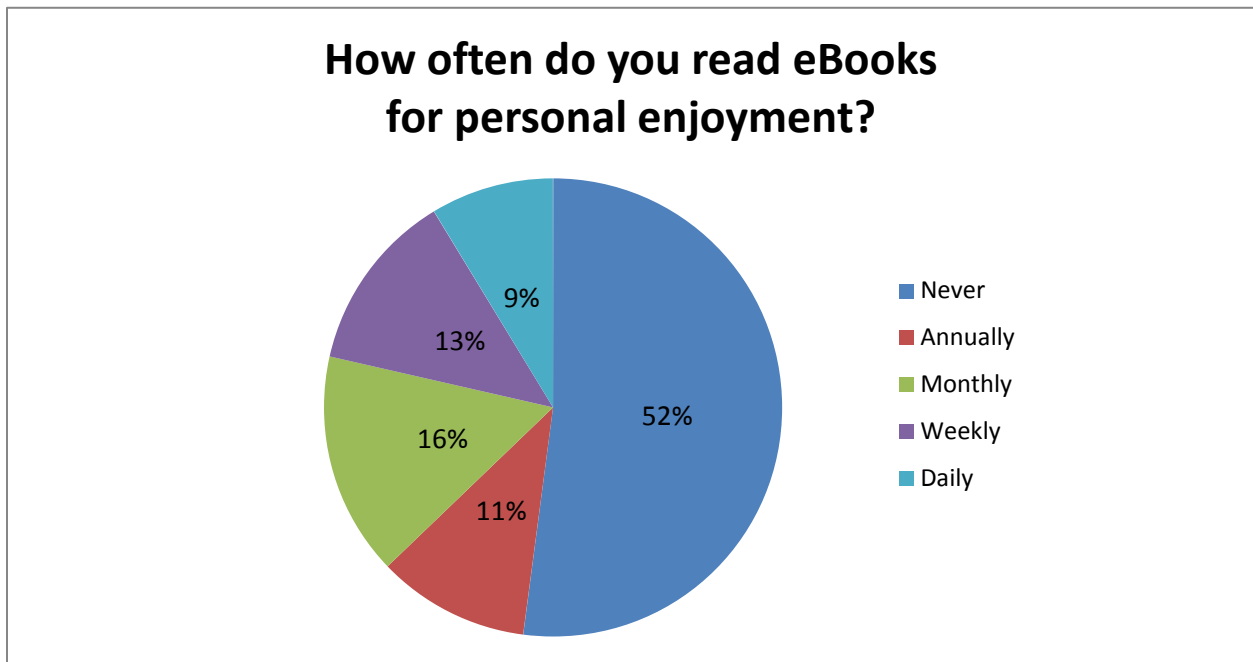


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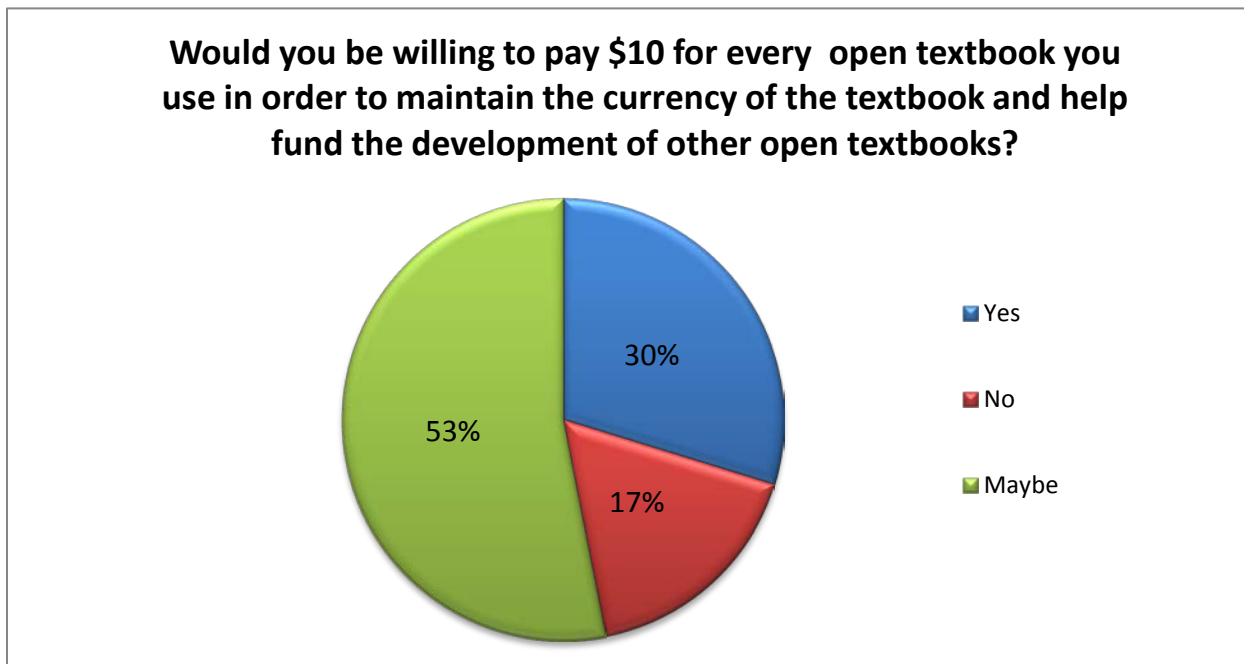


Table 17:

