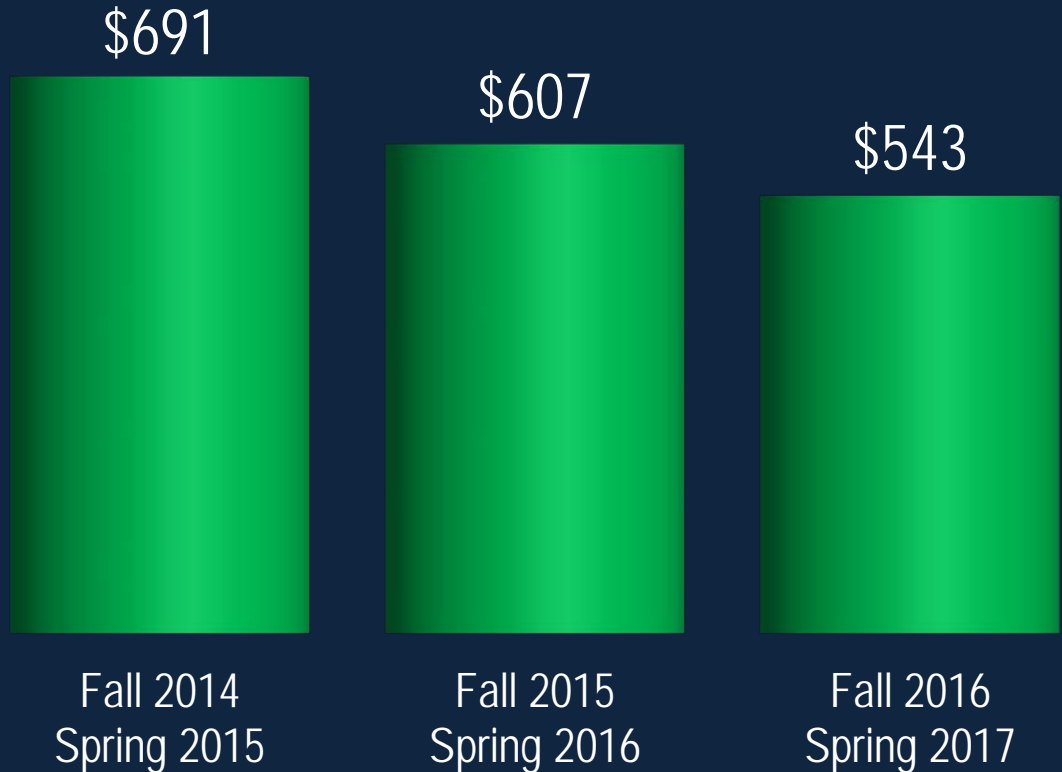


SPENDING FOR TEXTBOOKS

- ✓ During the 2016-2017 academic year, students spent an average for \$543 for textbooks, down 11% compared to last year and down 21% compared to two years ago



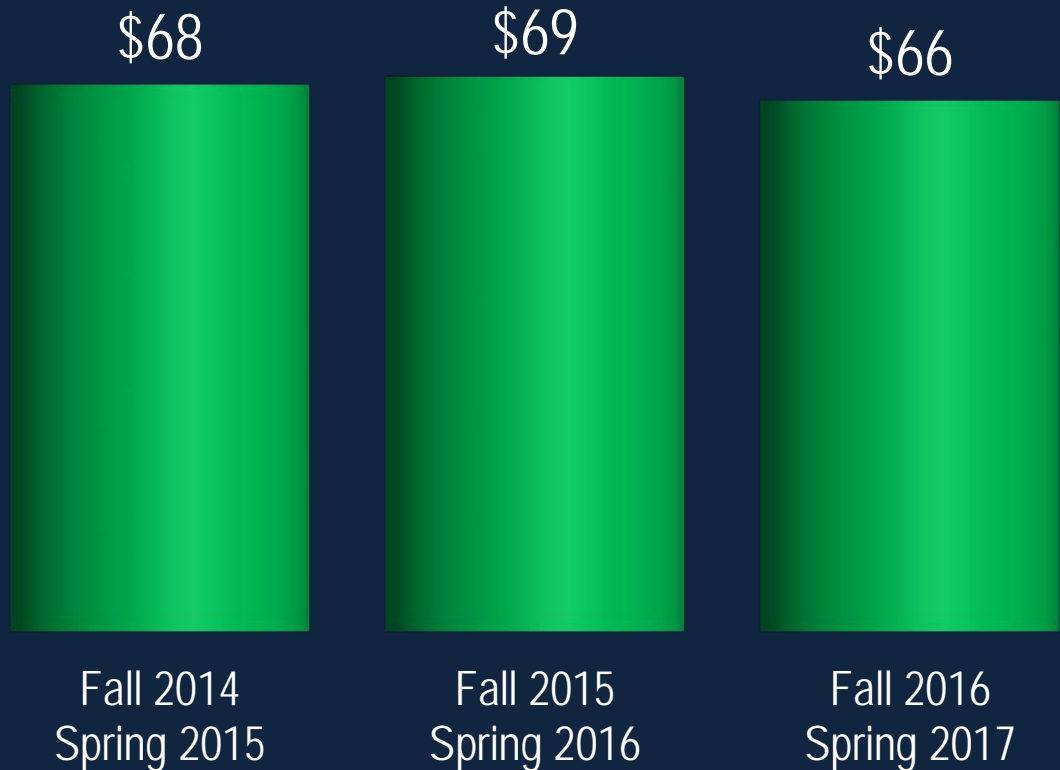
SPENDING FOR TEXTBOOKS

✓ Compared to 10 years ago, students spent 19% less for textbooks



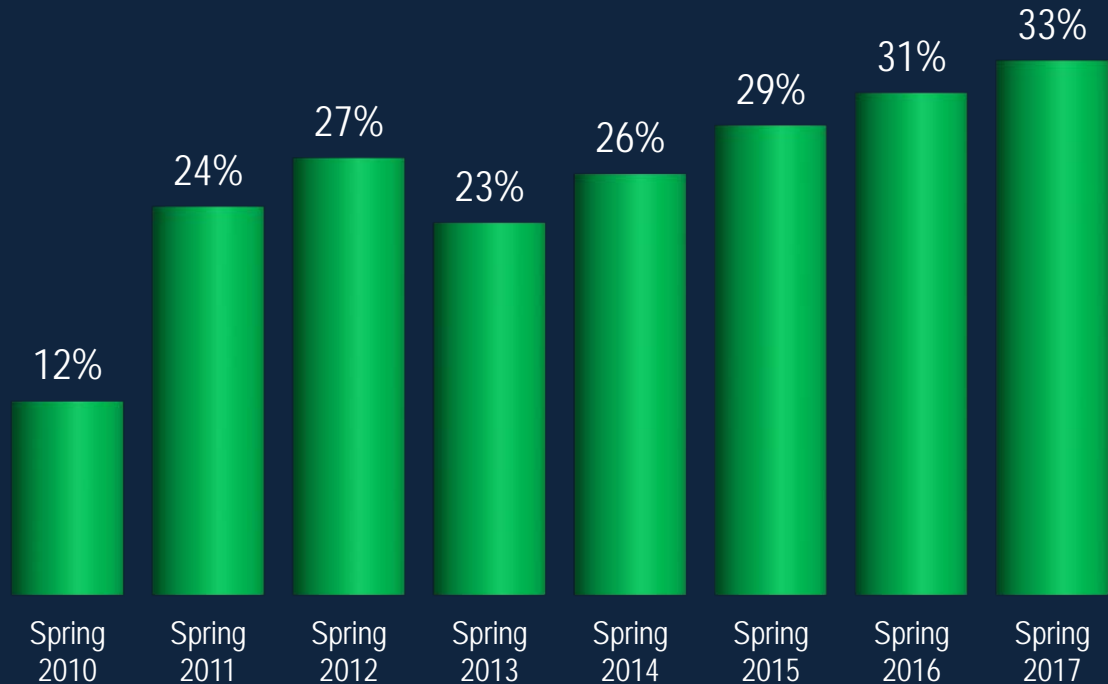
COST PER UNIT (ALL FORMATS)

- ✓ The cost per textbook students acquire has remained relatively constant due to the impact of renting as an alternative to purchasing and eTextbooks as an alternative to print

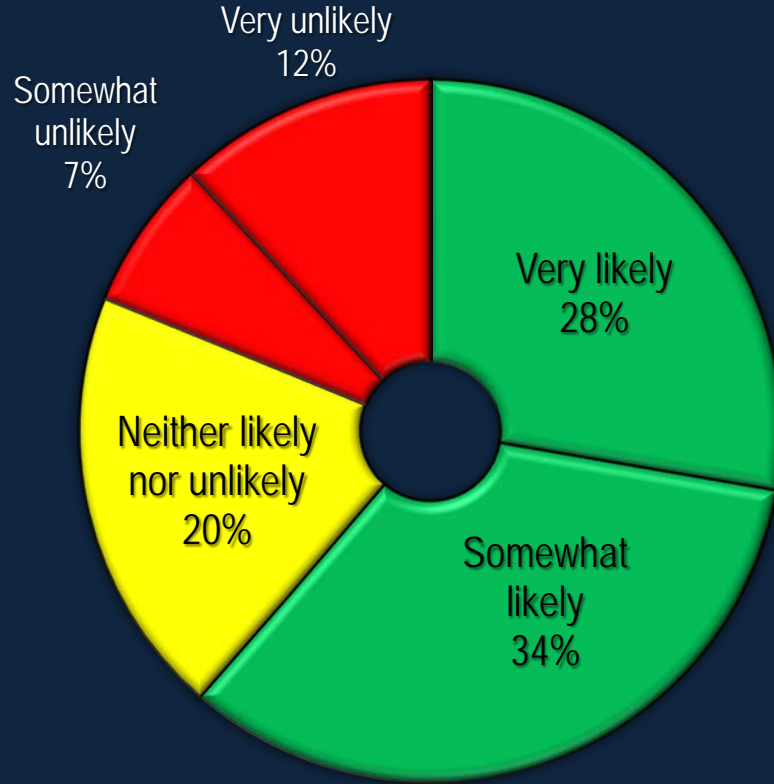


TEXTBOOK RENTERS

- ✓ Compared to 7 years ago, the share of students renting 1 or more textbooks has increased nearly three fold from 12% to 33% this past Spring



✓ 62% are at least "Somewhat likely" to pay for discounted eTextbooks when tuition & course fees are paid



MONTHLY DISCRETIONARY SPENDING, ("BEER & PIZZA MONEY")

- ✓ Upperclassmen report somewhat higher levels of monthly discretionary spending than younger students

