PULSE CHECK: Course Material Insights

As higher education adapts and adjusts to the conditions created by COVID-19, Barnes & Noble College continues to seek out the student voice. During the Fall 2020 term, Barnes & Noble College Insights conducted a survey to learn more about students’ course material preferences and academic preparedness in light of the year’s events. The responses will inform our efforts to deliver the academic solutions and initiatives that best serve students, faculty, administrators and the entire campus community.

The college store is still the #1 destination for course materials.

- **72%** Campus Bookstore
- **38%** Amazon
- **22%** Publisher’s Website

What’s the #1 reason students chose to shop elsewhere?

- **72%** Price
- **55%** did not have all their course materials on the first day

Most students still use printed course materials.

- **32%** Print Only
- **17%** Digital Only
- **51%** Print and Digital

Professors have influence. Students without course materials said:

- **47%** I wanted to check with professor first if materials were needed
- **40%** Order was delayed/backordered
- **24%** Professors didn’t list materials in time

Not being prepared created challenges for some students.

- **56%** It was stressful
- **31%** It was hard to keep up in class

Affordability, access and convenience keep students coming to the college store. A complete access program makes it simple for students, faculty and the institution, bundling course materials with tuition to create significant savings and ensure all students have what they need by the first day of class.

Learn more about our market leading solutions at www.bncollege.com.
For more information, reach out at request_info@bncollege.com.