Textbook Costs and Opportunity Lost: What price-driven decisions are costing students

Research has shown a positive correlation between access to course materials and completion rates and grades.¹⁻⁵ And yet, one survey of more than 22,000 college students found, as many as 64% of students opt out of buying required course materials for the first day of class. As the survey uncovered, the decisions students make in light of the price of textbooks may cost them opportunity in the long run.⁶

Improving Access, Affordability, and Achievement with Digital Delivery

Shifting to digital delivery of course materials can help students avoid these opportunity costs by providing digital, day-one access to required course materials to every student at a more affordable price. Learn more at PearsonEd.com/digital-delivery.