

		United States	United Kingdom	Germany	The Netherlands	Denmark
		2164 respondents	1913 respondents	3511 respondents	1145 respondents	1211 respondents
Do you always buy the required textbooks?	Yes:	23.4%	16.7%	6%	30.3%	41.4%
	No:	76.6%	83.3%	94%	69.7%	58.6%
What do you prefer?	Paper:	42.2%	59%	64.6%	70%	73.2%
	Digital:	57.8%	41%	35.4%	30%	26.8%
Why do you prefer paper? (top 3)		1. Easier to read (51.9%)	1. Easier to read (56.6%)	1. Easier to read (62.3%)	1. Easier to read (66.7%)	1. Easier to read (66.2%)
		2. Easier to make notes (22.2%)	2. Easier to make notes (17.4%)	2. Easier to make notes (27.5%)	2. Easier to make notes (29%)	2. Easier to make notes (17.8%)
		3. Other (7.4%)	3. Easier to find the right page (13%)		3. Other (2.9%)	3. Other (7.9%)
Why do you prefer digital? (top 3)		1. Easier to carry (43.3%)	1. Easier to carry (62.5%)	1. Easier to find the right page (41.3%)	1. Easier to carry (38.7%)	1. Easier to carry (50.9%)
		2. Easier to read (24.3%)	2. Easier to find the right page (18.8%)	2. Easier to carry (30.7%)	2. Easier to find the right page (22.6%)	2. Easier to find the right page (21.1%)
		3. Price (16.3%)	3. Price (12.5%)	3. Price (10.7%)	3. Price (19.6%)	3. Price (14.1%)