

Supplementary Tabulations

Zogby International Survey of College and University Faculty August 2006

“Zogby International conducted online interviews of 502 college/tech/graduate professors. Panelists who have agreed to participate in Zogby polls online were invited to participate in the survey. The online poll ran from 8/29/06 through 8/30/06. The margin of error is +/- 4.5 percentage points. Margins of error are higher in sub-groups.”

At the request of instructional media + magic, inc., additional tabulations were requested to support research on faculty use of supplementary materials for unprepared students; the Association of American Publishers obtained these tabulations from Zogby International. The primary focus is the responses of those faculty who had unprepared students as compared to those who had students prepared for college-level teaching and learning.

The survey was originally reported in “Survey of College Instructors Regarding the Use of Supplemental Materials in the Classroom” submitted by: **Zogby International**, John Zogby, President and CEO, John Bruce, Vice President and Systems Administrator, and Rebecca Wittman, Vice President and Managing Editor. Rebecca Wittman, Writer and Christian Peck, Writer contributed. The report was published September 5, 2006.

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February 13, 2007

instructional media + magic, inc.
Washington DC, USA

Zogby Interactive Survey of College Professors 8/29/06 thru 8/30/06 MOE +/- 4.5 percentage points

1. Overall, would you say that students currently entering your college or university as freshmen ... college study?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very prepared	13	2.7	13	6.3			1	100.0	9	100.0												
Somewhat prepared	195	40.1	195	93.8							21	100.0	149	100.0								
Somewhat unprepared	206	42.4			206	74.1								43	100.0	141	100.0					
Very unprepared	72	14.8			72	25.9												25	100.0	37	100.0	
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

2. Has the level of preparedness of entering freshmen gotten better, gotten worse, or stayed about the same over the past four years?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Gotten better	46	9.5	43	20.7	3	1.1			3	33.3	2	9.5	30	20.1					1	4.0		
Gotten worse	224	46.1	52	25.0	172	61.9	1	100.0			7	33.3	37	24.8	22	51.2	82	58.2	20	80.0	29	78.4
Stayed the same	188	38.7	96	46.2	92	33.1			6	66.7	12	57.1	66	44.3	19	44.2	51	36.2	4	16.0	8	21.6
Not sure	28	5.8	17	8.2	11	4.0							16	10.7	2	4.7	8	5.7				
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

Zogby Interactive Survey of College Professors 8/29/06 thru 8/30/06 MOE +/- 4.5 percentage points

4. Which of the following types of supplemental materials, if any, do you require for your students in any of your courses?

	Total		College Type - Preparedness																Freshmen 'Preparedness'			
			2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un		Prepared		Unprepared	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Study guide	173	44.5	1	100.0	4	50.0	10	50.0	55	40.7	10	24.4	64	49.6	15	65.2	14	43.8	77	40.7	119	46.3
Solutions manual	30	7.7					2	10.0	7	5.2	2	4.9	13	10.1	4	17.4	2	6.3	11	5.8	27	10.5
Online quizzes	75	19.3	1	100.0	2	25.0	7	35.0	19	14.1	11	26.8	25	19.4	4	17.4	6	18.8	35	18.5	53	20.6
Online homework systems	123	31.6	1	100.0	4	50.0	5	25.0	44	32.6	14	34.1	44	34.1	4	17.4	7	21.9	61	32.3	77	30.0
Other	143	36.8			3	37.5	2	10.0	52	38.5	19	46.3	43	33.3	8	34.8	16	50.0	66	34.9	98	38.1
Not sure	41	10.5			3	37.5	5	25.0	18	13.3	3	7.3	10	7.8	1	4.3	1	3.1	33	17.5	25	9.7
Total	389	100.0	1	100.0	8	100.0	20	100.0	135	100.0	41	100.0	129	100.0	23	100.0	32	100.0	189	100.0	257	100.0

6. Textbook

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Require	395	81.3	161	77.4	234	84.2	1	100.0	7	77.8	16	76.2	123	82.6	39	90.7	120	85.1	23	92.0	33	89.2
Recommend	46	9.5	24	11.5	22	7.9					3	14.3	12	8.1	3	7.0	11	7.8	2	8.0	2	5.4
Neither	38	7.8	19	9.1	19	6.8			1	11.1	2	9.5	14	9.4	1	2.3	9	6.4			2	5.4
Not sure	7	1.4	4	1.9	3	1.1			1	11.1							1	.7				
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

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7. Supplemental materials, including print and online materials

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Require	261	53.7	115	55.3	146	52.5	1	100.0	7	77.8	5	23.8	86	57.7	20	46.5	83	58.9	16	64.0	19	51.4
Recommend	161	33.1	60	28.8	101	36.3			1	11.1	13	61.9	38	25.5	19	44.2	39	27.7	8	32.0	17	45.9
Neither	56	11.5	29	13.9	27	9.7			1	11.1	2	9.5	25	16.8	4	9.3	17	12.1	1	4.0	1	2.7
Not sure	8	1.6	4	1.9	4	1.4					1	4.8					2	1.4				
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

8. Do you ... that supplemental course materials, such as study guides, online homework and tutorial systems, help retain students, who might otherwise fail to complete your larges

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	96	19.8	50	24.0	46	16.5	1	100.0	3	33.3	7	33.3	31	20.8	8	18.6	20	14.2	7	28.0	5	13.5
Somewhat agree	225	46.3	85	40.9	140	50.4			3	33.3	11	52.4	59	39.6	16	37.2	77	54.6	10	40.0	18	48.6
Somewhat disagree	84	17.3	33	15.9	51	18.3			1	11.1	2	9.5	27	18.1	14	32.6	22	15.6	6	24.0	7	18.9
Strongly disagree	25	5.1	7	3.4	18	6.5							7	4.7	2	4.7	11	7.8	1	4.0	3	8.1
Not sure	56	11.5	33	15.9	23	8.3			2	22.2	1	4.8	25	16.8	3	7.0	11	7.8	1	4.0	4	10.8
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

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9. Do you... that supplemental course materials available for your courses, including online and digital supplements, clearly enhance most students_ learning?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	150	30.9	77	37.0	73	26.3			4	44.4	7	33.3	53	35.6	11	25.6	37	26.2	9	36.0	6	16.2
Somewhat agree	230	47.3	96	46.2	134	48.2	1	100.0	4	44.4	12	57.1	70	47.0	24	55.8	68	48.2	9	36.0	19	51.4
Somewhat disagree	59	12.1	18	8.7	41	14.7					2	9.5	15	10.1	5	11.6	21	14.9	3	12.0	8	21.6
Strongly disagree	12	2.5	1	.5	11	4.0								3	7.0	4	2.8	2	8.0	1	2.7	
Not sure	35	7.2	16	7.7	19	6.8			1	11.1			11	7.4			11	7.8	2	8.0	3	8.1
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

10. Do you... that your less-prepared students would do significantly better in your introductory courses if they spent more time reading the textbook?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	311	64.0	126	60.6	185	66.5	1	100.0	7	77.8	12	57.1	101	67.8	29	67.4	92	65.2	19	76.0	28	75.7
Somewhat agree	130	26.7	60	28.8	70	25.2			2	22.2	9	42.9	35	23.5	12	27.9	38	27.0	5	20.0	8	21.6
Somewhat disagree	19	3.9	9	4.3	10	3.6							5	3.4	1	2.3	3	2.1	1	4.0	1	2.7
Strongly disagree	7	1.4	3	1.4	4	1.4							3	2.0	1	2.3	3	2.1				
Not sure	19	3.9	10	4.8	9	3.2							5	3.4			5	3.5				
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

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11. Do you... that your less-prepared students would do significantly better in your introductory courses if they spent more time using supplementary materials such as study guides

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	193	39.7	76	36.5	117	42.1	1	100.0	2	22.2	12	57.1	52	34.9	19	44.2	58	41.1	13	52.0	14	37.8
Somewhat agree	197	40.5	99	47.6	98	35.3			6	66.7	7	33.3	72	48.3	12	27.9	53	37.6	8	32.0	15	40.5
Somewhat disagree	48	9.9	18	8.7	30	10.8					2	9.5	14	9.4	8	18.6	11	7.8	4	16.0	3	8.1
Strongly disagree	7	1.4	1	.5	6	2.2							1	.7			4	2.8			2	5.4
Not sure	41	8.4	14	6.7	27	9.7			1	11.1			10	6.7	4	9.3	15	10.6			3	8.1
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

12. Do you... that most students would be more successful in their course work if you required supplemental materials?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	94	19.3	40	19.2	54	19.4	1	100.0	3	33.3	5	23.8	24	16.1	7	16.3	26	18.4	8	32.0	5	13.5
Somewhat agree	182	37.4	82	39.4	100	36.0			4	44.4	7	33.3	57	38.3	16	37.2	49	34.8	8	32.0	16	43.2
Somewhat disagree	111	22.8	50	24.0	61	21.9					4	19.0	42	28.2	11	25.6	29	20.6	4	16.0	12	32.4
Strongly disagree	32	6.6	7	3.4	25	9.0			1	11.1	1	4.8	5	3.4	6	14.0	12	8.5	1	4.0	3	8.1
Not sure	67	13.8	29	13.9	38	13.7			1	11.1	4	19.0	21	14.1	3	7.0	25	17.7	4	16.0	1	2.7
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

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13. Do you... that supplemental materials can save students time by helping them learn course material more efficiently?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	97	20.0	44	21.2	53	19.1			3	33.3	6	28.6	27	18.1	11	25.6	19	13.5	9	36.0	4	10.8
Somewhat agree	219	45.1	100	48.1	119	42.8	1	100.0	1	11.1	12	57.1	73	49.0	17	39.5	71	50.4	8	32.0	12	32.4
Somewhat disagree	101	20.8	41	19.7	60	21.6			4	44.4	2	9.5	32	21.5	9	20.9	25	17.7	4	16.0	14	37.8
Strongly disagree	25	5.1	7	3.4	18	6.5			1	11.1	1	4.8	5	3.4	4	9.3	10	7.1	1	4.0	3	8.1
Not sure	44	9.1	16	7.7	28	10.1							12	8.1	2	4.7	16	11.3	3	12.0	4	10.8
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

14. Which of the following is the most important benefit of supplemental materials?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Helps instructors be more effective teachers	52	10.7	26	12.5	26	9.4			2	22.2	1	4.8	20	13.4	2	4.7	16	11.3	4	16.0	3	8.1
Enables students to learn more efficiently/save time	92	18.9	41	19.7	51	18.3	1	100.0	2	22.2	4	19.0	26	17.4	5	11.6	27	19.1	3	12.0	5	13.5
Helps less-prepared students complete courses	73	15.0	29	13.9	44	15.8					9	42.9	19	12.8	8	18.6	19	13.5	3	12.0	9	24.3
Helps students be successful in introductory courses	42	8.6	17	8.2	25	9.0					1	4.8	13	8.7	2	4.7	16	11.3	3	12.0	2	5.4
Enhances usefulness of the assigned textbook	173	35.6	75	36.1	98	35.3			3	33.3	6	28.6	57	38.3	22	51.2	42	29.8	10	40.0	13	35.1
Not sure	54	11.1	20	9.6	34	12.2			2	22.2			14	9.4	4	9.3	21	14.9	2	8.0	5	13.5
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

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141. Which one is the second most important benefit of supplemental materials?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Helps instructors be more effective teachers	76	17.6	30	16.0	46	18.9	1	100.0			3	14.3	20	14.8	7	17.9	26	21.8	4	17.4	4	12.5
Enables students to learn more efficiently/save time	76	17.6	30	16.0	46	18.9					3	14.3	24	17.8	6	15.4	18	15.1	6	26.1	8	25.0
Helps less-prepared students complete courses	98	22.7	44	23.4	54	22.2			5	71.4	4	19.0	30	22.2	11	28.2	25	21.0	6	26.1	5	15.6
Helps students be successful in introductory courses	65	15.1	33	17.6	32	13.2			1	14.3	5	23.8	22	16.3	6	15.4	15	12.6	2	8.7	5	15.6
Enhances usefulness of the assigned textbook	83	19.3	39	20.7	44	18.1			1	14.3	4	19.0	29	21.5	6	15.4	24	20.2	4	17.4	6	18.8
Not sure	33	7.7	12	6.4	21	8.6					2	9.5	10	7.4	3	7.7	11	9.2	1	4.3	4	12.5
Total	431	100.0	188	100.0	243	100.0	1	100.0	7	100.0	21	100.0	135	100.0	39	100.0	119	100.0	23	100.0	32	100.0

142. Which one is the third most important benefit of supplemental materials?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Helps instructors be more effective teachers	87	21.8	36	20.5	51	22.9			2	28.6	4	21.1	26	20.8	8	22.2	24	22.0	6	27.3	6	21.4
Enables students to learn more efficiently/save time	65	16.3	34	19.3	31	13.9			1	14.3	2	10.5	26	20.8	6	16.7	16	14.7	2	9.1	5	17.9
Helps less-prepared students complete courses	74	18.5	38	21.6	36	16.1	1	100.0			3	15.8	26	20.8	6	16.7	15	13.8	5	22.7	3	10.7
Helps students be successful in introductory courses	70	17.5	28	15.9	42	18.8					7	36.8	19	15.2	9	25.0	28	25.7	1	4.5	2	7.1
Enhances usefulness of the assigned textbook	63	15.8	23	13.1	40	17.9			1	14.3	3	15.8	16	12.8	3	8.3	20	18.3	4	18.2	6	21.4
Not sure	40	10.0	17	9.7	23	10.3							12	9.6	4	11.1	6	5.5	4	18.2	6	21.4
Total	399	100.0	176	100.0	223	100.0	1	100.0	7	100.0	19	100.0	125	100.0	36	100.0	109	100.0	22	100.0	28	100.0

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143. Which one is the fourth most important benefit of supplemental materials?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Helps instructors be more effective teachers	68	18.9	36	22.6	32	16.0			1	25.0	4	21.1	23	20.4	9	28.1	13	12.6	3	16.7	3	13.6
Enables students to learn more efficiently/save time	70	19.5	28	17.6	42	21.0					4	21.1	20	17.7	7	21.9	24	23.3	3	16.7	4	18.2
Helps less-prepared students complete courses	69	19.2	30	18.9	39	19.5			1	25.0	2	10.5	23	20.4	5	15.6	25	24.3	3	16.7	3	13.6
Helps students be successful in introductory courses	84	23.4	36	22.6	48	24.0	1	100.0	1	25.0	4	21.1	28	24.8	7	21.9	21	20.4	6	33.3	7	31.8
Enhances usefulness of the assigned textbook	33	9.2	14	8.8	19	9.5					4	21.1	7	6.2	1	3.1	9	8.7	2	11.1	2	9.1
Not sure	35	9.7	15	9.4	20	10.0			1	25.0	1	5.3	12	10.6	3	9.4	11	10.7	1	5.6	3	13.6
Total	359	100.0	159	100.0	200	100.0	1	100.0	4	100.0	19	100.0	113	100.0	32	100.0	103	100.0	18	100.0	22	100.0

15. Regarding the price of textbooks and supplemental materials, which of the following best reflects your opinion?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
The cost is reasonable	172	35.4	75	36.1	97	34.9	1	100.0	5	55.6	6	28.6	51	34.2	17	39.5	46	32.6	10	40.0	13	35.1
The cost is too high	141	29.0	55	26.4	86	30.9			2	22.2	8	38.1	39	26.2	14	32.6	41	29.1	8	32.0	11	29.7
Not sure	28	5.8	14	6.7	14	5.0					1	4.8	9	6.0			11	7.8			1	2.7
Other specify	145	29.8	64	30.8	81	29.1			2	22.2	6	28.6	50	33.6	12	27.9	43	30.5	7	28.0	12	32.4
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

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16. How often do you adopt bundles consisting of a textbook and supplemental materials?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Always	37	7.7	10	4.9	27	9.8	1	100.0	1	11.1			7	4.7	3	7.0	16	11.3	3	12.5	3	8.1
Most of the time	106	22.0	39	18.9	67	24.4			1	11.1	7	33.3	25	16.8	18	41.9	25	17.7	6	25.0	11	29.7
Half the time	64	13.3	21	10.2	43	15.6			1	11.1	4	19.0	11	7.4	9	20.9	20	14.2	5	20.8	4	10.8
Infrequently / Rarely	163	33.9	83	40.3	80	29.1			2	22.2	7	33.3	69	46.3	6	14.0	52	36.9	7	29.2	9	24.3
Never	88	18.3	44	21.4	44	16.0			4	44.4	2	9.5	31	20.8	5	11.6	23	16.3	3	12.5	8	21.6
Not sure	23	4.8	9	4.4	14	5.1					1	4.8	6	4.0	2	4.7	5	3.5			2	5.4
Total	481	100.0	206	100.0	275	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	24	100.0	37	100.0

17. Do you ...that price is important to you when you choose which textbook to adopt?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	121	24.9	48	23.1	73	26.3	1	100.0	1	11.1	4	19.0	35	23.5	13	30.2	35	24.8	10	40.0	10	27.0
Somewhat agree	236	48.6	109	52.4	127	45.7			4	44.4	12	57.1	81	54.4	17	39.5	71	50.4	11	44.0	16	43.2
Somewhat disagree	69	14.2	28	13.5	41	14.7					2	9.5	22	14.8	7	16.3	15	10.6	3	12.0	8	21.6
Strongly disagree	43	8.8	16	7.7	27	9.7			4	44.4	1	4.8	8	5.4	4	9.3	18	12.8	1	4.0	2	5.4
Not sure	17	3.5	7	3.4	10	3.6					2	9.5	3	2.0	2	4.7	2	1.4			1	2.7
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

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18. When choosing which textbook to adopt, do you assign more importance to price, more importance to the effectiveness of the learning tool, or are they equally important to you?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Price is more important	18	3.7	8	3.8	10	3.6					1	4.8	5	3.4			3	2.1	2	8.0	3	8.1
Effectiveness as learning tool is more important	345	71.0	148	71.2	197	70.9	1	100.0	8	88.9	11	52.4	110	73.8	29	67.4	106	75.2	14	56.0	26	70.3
Both are equally important	111	22.8	48	23.1	63	22.7			1	11.1	9	42.9	31	20.8	13	30.2	31	22.0	9	36.0	8	21.6
Not sure	12	2.5	4	1.9	8	2.9							3	2.0	1	2.3	1	.7				
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

19. New editions of textbooks are generally published every three or four years. Based on your experience, have you found that the timing for the release of new editions is about right, too frequent, or not frequent enough?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
About right	171	35.2	82	39.4	89	32.0	1	100.0	1	11.1	9	42.9	58	38.9	20	46.5	43	30.5	7	28.0	13	35.1
Too frequent	226	46.5	95	45.7	131	47.1			6	66.7	10	47.6	70	47.0	18	41.9	70	49.6	11	44.0	20	54.1
Not frequent enough	44	9.1	8	3.8	36	12.9			1	11.1			6	4.0	3	7.0	19	13.5	4	16.0	1	2.7
Not sure	45	9.3	23	11.1	22	7.9			1	11.1	2	9.5	15	10.1	2	4.7	9	6.4	3	12.0	3	8.1
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

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20. Please indicate on a scale if you ... with the following statement. When considering books for adoption, I generally prefer those with the most recent copyright date?

	Total		Freshmen 'Preparedness'				College Type - Preparedness															
			Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	78	16.0	33	15.9	45	16.2	1	100.0	1	11.1	6	28.6	21	14.1	4	9.3	25	17.7	7	28.0	5	13.5
Agree	178	36.6	78	37.5	100	36.0			2	22.2	7	33.3	59	39.6	19	44.2	47	33.3	9	36.0	15	40.5
Neutral	147	30.2	66	31.7	81	29.1			5	55.6	5	23.8	47	31.5	13	30.2	44	31.2	6	24.0	9	24.3
Disagree	63	13.0	24	11.5	39	14.0			1	11.1	1	4.8	19	12.8	5	11.6	20	14.2	2	8.0	7	18.9
Strongly disagree	9	1.9	4	1.9	5	1.8					2	9.5	1	.7	2	4.7	2	1.4	1	4.0		
Not sure	11	2.3	3	1.4	8	2.9							2	1.3			3	2.1			1	2.7
Total	486	100.0	208	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0

21. Do you teach at a 2-year or a 4-year college or university?

	Total		College Type - Preparedness														Freshmen 'Preparedness'					
			2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un		Prepared		Unprepared	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
2-year	90	21.1	1	100.0			21	100.0			43	100.0			25	100.0			22	11.0	68	25.3
4-year	336	78.9			9	100.0			149	100.0			141	100.0			37	100.0	158	79.0	178	66.2
Grad/Tech																			20	10.0	23	8.6
Total	426	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0	200	100.0	269	100.0

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22. Would you describe the majority of your students as fairly affluent, average, just getting by, or poor?

	Total		Freshmen 'Preparedness'				~~~~~ College Type - Preparedness ~~~~~															
	f	%	Prepared		Unprepared		2yr Very		4yr Very		2yr Smwt		4yr Smwt		2 yr Smwt Un		4 yr Smwt Un		2yr Very Un		4yr Very Un	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Fairly affluent	98	20.3	65	31.9	33	11.9			7	77.8	3	14.3	45	30.2	1	2.3	22	15.6	2	8.0	4	10.8
Average	266	55.2	112	54.9	154	55.4			2	22.2	12	57.1	88	59.1	22	51.2	84	59.6	9	36.0	25	67.6
Just getting by	95	19.7	22	10.8	73	26.3					4	19.0	15	10.1	16	37.2	32	22.7	13	52.0	6	16.2
Poor	13	2.7	3	1.5	10	3.6	1	100.0			2	9.5			4	9.3	1	.7	1	4.0	1	2.7
Not sure	10	2.1	2	1.0	8	2.9							1	.7			2	1.4			1	2.7
Total	482	100.0	204	100.0	278	100.0	1	100.0	9	100.0	21	100.0	149	100.0	43	100.0	141	100.0	25	100.0	37	100.0