

THE CASE FOR PHYSICAL TEXTBOOKS

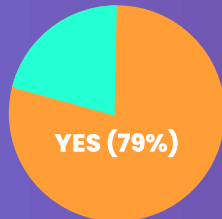


What parents want & expect from the learning materials in their children's schools

RESULTS FROM A NATIONWIDE POLL OF 1,000 PARENTS WHO HAVE CHILDREN IN GRADES K-12

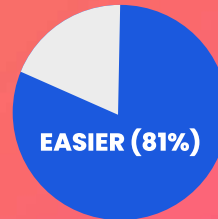
ALMOST EVERYONE WAS INVOLVED IN HELPING THEIR CHILDREN WITH SCHOOL DURING THE PANDEMIC.

During the last year, did you have to help teach a child who was learning online?



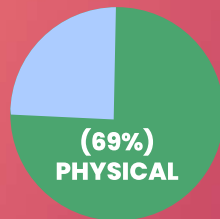
ALMOST EVERY PARENT – EVEN THOSE WHO FAVOR ONLINE BOOKS – CONCEDE PHYSICAL BOOKS HELP

If you had/have physical textbooks and/or workbooks, would that make/have made your efforts easier or harder?



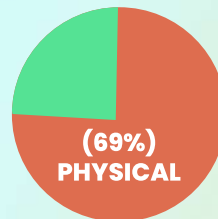
BY 2:1 PARENTS WANT THEIR TAX DOLLARS GOING TO PHYSICAL BOOKS OVER ONLINE BOOKS

As a parent, would you be more supportive of your local school district using taxpayer dollars to teach students primarily with ...?



AND WHEN FORCED TO CHOOSE, PARENTS OVERWHELMINGLY PICK PHYSICAL OVER ONLINE

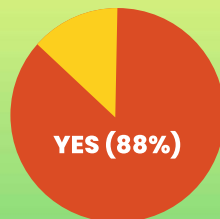
If you had to choose, which format is more likely to help students absorb and master the material?



...books/textbooks/workbooks

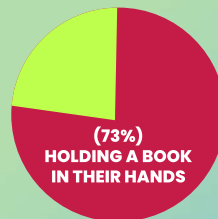
VIRTUALLY EVERY PARENT WANTS PHYSICAL BOOKS AS A PART OF STUDENT LEARNING IN SOME FORM

Should school districts ensure there are always printed materials available classroom learning, even as a compliment to digital/online textbooks?



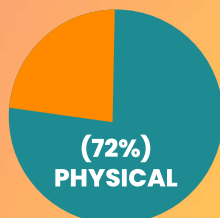
THE PHYSICAL SENSATION OF HOLDING A BOOK IS A PERSUASIVE ARGUMENT FOR PARENTS

Do you think children would be more successful in school if they primarily learned...?



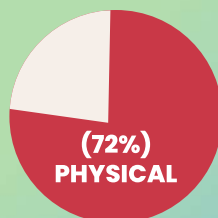
PARENTS WOULD ATTRIBUTE STUDENT SUCCESS TO PHYSICAL BOOKS OVER ONLINE ONES

What will have a more meaningful and measurable impact on a student's success in school, if they primarily learn using... books?



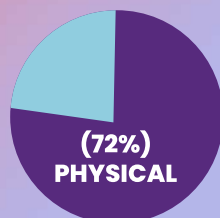
ATTENTION AND FOCUS IN THE CLASSROOM GIVE A NATURAL ADVANTAGE TO PHYSICAL BOOKS

Which method are students more likely to stay engaged, focused, and undistracted in school ... if they learn primarily using... books?



LONG-TERM RETENTION OF KNOWLEDGE GREATLY FAVORS PHYSICAL BOOKS OVER ONLINE BOOKS

Would students be more likely to retain what they learn in school years after they graduate if they learned primarily using... books?



PHYSICAL BOOKS HOLD A DECIDED EDGE WHEN IT COMES TO COMPREHENSION

How would students more likely to process, internalize, and truly understand what they learn in school if they primarily use... books?

