



Connect Customer Survey Results

McGraw Hill Asia Connect Customer Survey collects responses from instructors who have adopted Connect in their courses. Instructors from Hong Kong, Malaysia, the Philippines, Singapore, Taiwan, Thailand participated in this survey conducted in December 2021. They teach various courses in Business, Science, Maths, Engineering, and Humanities, and their students are from levels ranging from freshman to post-graduate.

Instructor experience with **Connect**

91%
satisfied

48%
extremely satisfied

81%
feel
supported at
every step

81%
agree there
is a diversity
of assignment
types within
Connect

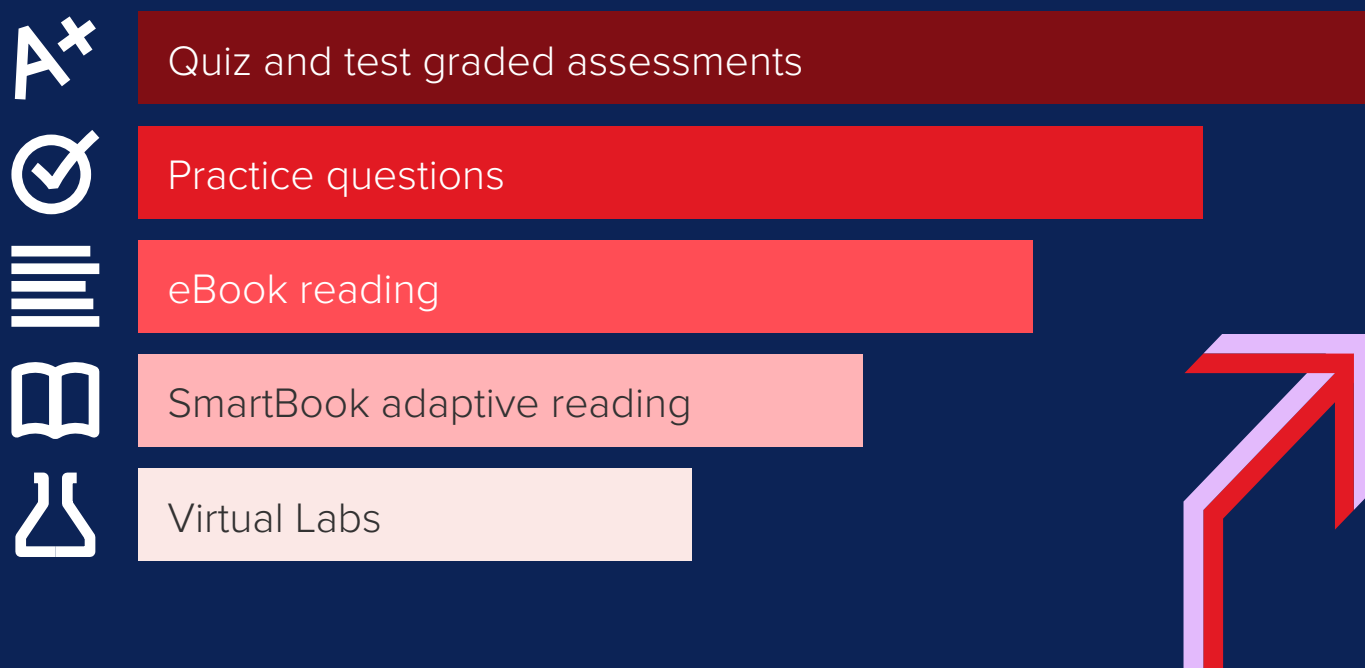
83%
believe that
Connect
helps their
students
achieve
a stronger
grasp of
key terms &
concepts

80%
believe that
Connect
improves
students'
mastery of
study skills

Top 5 reasons why instructors wish to continue using Connect

- 1 Connect provides a **good value** to me and students
- 2 My colleagues and/or teaching team are **familiar with it**
- 3 Instructor resources are **high quality** and **up-to-date**
- 4 Connect is **intuitive** and **easy to use**
- 5 Connect offers **superior adaptive learning tools** and **analytics**

Top 5 Instructor Favourites: Most used assignment types from Connect



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