The Complete K-12 Report 2015

Description: COMPLETE K-12 REPORT: 2015

BROAD MARKET COVERAGE, WITH STRONG EMPHASIS ON THE SHIFT TO DIGITAL IN K-12 CLASSROOMS!


All sixteen chapters are updated, of course, with most of them 100% updated, and one of them on Tablets/Chromebooks/Mobile Devices brand new to this year's edition.

Along with this extraordinarily broad market coverage, the new report goes into great depth in one of the most pivotal areas of the market: The Shift to Digital.

TABLETS/CHROMEBOOKS/MOBILE DEVICES:

We know schools are purchasing tablets, and other mobile devices for student use. EMR thoroughly documents which brands they are buying, in what quantities and, most importantly, what they are doing with them.

The top of the trees numbers, in terms of the installed base of computing devices in K-12, are impressive at first glance. Based on EMR's present survey data, there appear to be approximately 13.2 million computing devices in K-12 schools, composed mainly of desktops (4.7 million), laptops (3.9 million), and tablets (2.3 million). However, when that number is spread across 48 million public school students in the U.S. we get a student to computer ratio of 3.6:1, a far cry from the ideal ratio of 1:1.

Having said that, the growth of the market, specifically in the tablet segment, is quite robust, certainly by normal K-12 standards. Looking at the average tablet spending figure of $54,857 cited by the district-level respondents, we get estimated 2013-14 spending of $925 million. Using an average tablet price of $476, that projects to around 1.9 million tablets purchased by K-12 schools and districts in 2013-14 alone.

When they were asked how much their school or district spending on tablets will increase in the 2014-15 school year, compared to 2013-14, the average response was an 8.6% increase.

The next obvious question is, “who is the beneficiary” of all this K-12 spending on tablets? The simple answer to that is Apple’s iPad. There were over twenty different tablet brands cited by the educators, but none more frequently than the iPad (79.7%). Microsoft Surface (10.2%), Samsung Galaxy Note (6.9%), and Google Nexus (6.3%) followed the iPad.

Chromebooks appear to have crossed the 1 million units mark, with approximately 1.2 million currently in place in K-12.

THE SHIFT TO DIGITAL:

EMR has been detecting a significant market shift in the direction of digital. So much so that we now believe the calendar year 2009 may go into the history books as the year the balance finally shifted from primarily print to primarily digital in the K-12 school market!

Among the 86 companies analyzed in EMR’s 2014 Supplemental Products Market survey, the most frequently cited product medium for delivering supplemental products was online/digital delivery (82.6%), followed by print (65.2%).
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