Social Studies Market: Grades K-12

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EMR/Simba Information has just released its latest (January 2015) study of the Social Studies instructional materials market in grades K-12, a thorough analysis of current statistics and trends, with comparisons to EMR's prior surveys conducted in 2010, 2006, and 2004.

YOUR KEY TO UNDERSTANDING TODAY'S $1 BILLION SOCIAL STUDIES MARKET

Social Studies Market, January 2015, covers the estimated $1.04 billion market for textbook and non-textbook Social Studies instructional materials and digital resources in 2014-15, a segment that has experienced 5.8% annual growth compared to EMR's prior survey conducted in 2010-11.

EMR's survey was designed to answer critical questions about Social Studies instruction in terms of preferred strategies and materials most frequently used. Areas investigated include which textbooks, supplemental materials, and publishers are used most often at different grade levels and how they are perceived by teachers, the level of discretionary funds spent on supplemental texts, workbooks, teacher resource materials, online/digital content, assessments, and other non-textbook materials and programs, and Social Studies topical areas in which educators are demanding new instructional materials.

Looking at the leading textbooks by grade level, in grades K-5 the top titles are Harcourt Social Studies/Harcourt with an 8.4% market penetration, Scott Foresman Social Studies/Scott Foresman (7.1%), Horizons: U.S. History/Harcourt (3.9%), and Social Studies Alive/Teacher's Curriculum Institute (2.6%). Similar data is contained in the report for grades 6-8 and 9-12.

According to the overall sample, “not enough digital resources” (42.6%) was the biggest problem with their textbook, followed closely by “information not up-to-date” (37.2%), and “not aligned with Common Core” (36.4%).

The respondents were asked what percentage of their Social Studies class time is spent using digital tools and/or digital content. The average digital usage figure was 29.3% of class time, which translates to nearly one and a half full school days or class periods per week.

If you have questions about the current state of the Social Studies market, and where the demand is highest for new curriculum materials, digital products and services, this report has the answers.

If you need to know which Social Studies programs, materials, and publishers are most popular, and how much is being spent, by a number of product categories and in total, you should order this report now!

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