Simba Information's PreK-12 Digital Market Survey Report 2015

Schools in 2015 are seeking out instructional materials that can engage students and build their critical thinking and collaboration skills. Even as the Common Core State Standards have come under attack, educators and parents do, for the most part, want rigorous programs that are aligned to standards and can prepare students to live and work in the 21st century world.

A number of factors, including public policy and the increased availability of classroom technology, have encouraged schools to change the ways they have been instructing students. An increasing portion of instructional materials are digital, although print-based products continue to have a large installed base and daily use in most schools.

Seeing these trends, Simba Information partnered with MCH Strategic Data on an Internet survey of teachers to better understand schools’ use of digital instructional materials, specifically core digital programs, online courses, supplemental software, video, games and apps. An initial survey and report were issued in 2014.

PreK-12 Digital Market Survey Report 2015 is the new report about the ongoing digital integration in schools based on a 2015 survey, but including comparative data from the 2014 survey and report.

Over 90% of teachers responding to the April 2015 survey from Simba Information and MCH Strategic Data said they use digital resources for student instruction in their classrooms, but the survey found a range of answers on how teachers find and use those resources.

Beyond the broad participation number, the report provides up-to-date information about:

- How frequently digital materials are being used
- For what purposes teachers are using digital resources in class
- Where teachers turn to acquire digital materials
- Penetration of specific programs, by title
- How digital materials are being delivered to students
- Barriers holding back wider use of digital materials

This report is valuable to providers of digital resources currently in the market or considering entering. Investment and M&A professionals looking to understand areas of potential growth and where opportunities exist for new solutions also will find information they can use.

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