Market Opportunities for PreK Instructional Materials 2015-2016

Description: Market Opportunities for PreK Instructional Materials 2015-2016 examines the early childhood education market and the potential for sales of instructional materials into this segment. The report focuses on children who are enrolled in Head Start, state- and locally funded public PreK classrooms, and private childcare centers. Primary attention is paid to the core market of 4-year-olds.

This newest edition drills down into the instructional materials needs of PreK educators through the results of an online survey of Head Start locations, school-based PreK and early childhood programs, and independent childcare centers conducted in partnership with MCH Strategic Data.

This new edition provides actionable data on:

- Realistic PreK market size growth patterns and projections based on comparisons with a similar survey conducted in 2013;
- Changes in demand for instructional resources;
- Changes in demand by type and size of PreK institution;
- Changes in demand for types and formats of instructional resources;
- Identifying primary sources of funding for instructional materials.

3-D examination of topics by overall change, by institution size and by geographical region

Topics Covered by This Report:

- Size and growth for instructional materials in the PreK market
- Enrollment growth patterns
- Funding changes
- Demand for types of instructional materials (e.g. supplemental, assessment, core curriculum)
- Use of digital devices and digital materials in classrooms
- Market trends and policy impacts
- Current spending outlook

Contents:

Methodology
- Table A: Percentage of Respondents by School Size, 2015 vs. 2013
- Table B: Geographic Distribution of Survey Respondents, 2015
- Table C: Percentage of 2015 Survey Respondents by Age Level Served

Executive Summary
Chapter 1: Market Size and Structure
- Introduction
- The Customer
- Enrollment Trends

State Funded Enrollment
- Head Start
- Private Preschools
- Local Programs

Characteristics of Survey Respondents
Sources of Funding
Funding Trends
Funding for Instructional Resources
Market Opportunities for PreK Instructional Materials 2015-2016
- Table 1.1: PreK Enrollments, Ages 3 and 4, by Market Segment
- Table 1.2: What is the Current Enrollment at Your School or Center?
- Table 1.3: What is the Primary Funding Source for Your School or Center
- Table 1.4: Primary School or Center Funding Source, 2014-2015 vs. 2012-2013
- Table 1.5: Primary School or Center Funding Source, 2014-2015 by Enrollment
Table 1.6: Primary School or Center Funding Source, 2014-2015 by Geographic Region
Table 1.7: Enrollment & Per-Child Spending in State-Funded PreK 2013-2014 vs. 2012-2013, by State
Table 1.8: Total Enrollment and Per-Child Spending on State-Funded PreK Programs, by School Year, 2009 through 2014
Table 1.9: Where Did the Funding for Your Instructional Materials Purchases Come From in 2014-2015?
Table 1.10: Source of Funding for Instructional Materials, 2014-2015 vs. 2012-2013
Table 1.11: Source of Funding for Instructional Materials, 2014-2015, by Enrollment
Table 1.12: Funding Source for Instructional Materials, 2014-2015, by Geographic Region
Chapter 2: Instructional Resources Used in the PreK Classroom
Introduction
Market Size and Growth
Types of Instructional Materials Used

  Percentage of Budgets Spent on Instructional Materials

Instructional Materials Formats Used in the Classroom

Sales of Instructional Materials by Format

Use of Digital Devices and Materials in PreK Classrooms

  Why Digital Devices Are Used in the Classroom
  Why Digital Devices Are Not Used in the Classroom
  Time Spent with Digital Devices and Materials
  Use of Digital Devices for Assessment
  Competitive Landscape
  Market Opportunities for PreK Instructional Materials 2015-2016
  Key Players in the PreK Instructional Materials Market

Purchasing Patterns
Table 2.1: Total Sales of PreK Instructional Materials, By Market Segment, 2014-2015, vs. 2013-2014
Table 2.2: What Instructional Materials Do You Use in the Classroom?
Table 2.3: Instructional Materials Used in the Classroom, 2014-2015 vs. 2012-2013
Table 2.4: Instructional Materials Used by Enrollment Level 2014-2015
Table 2.5: What Percentage of Your School’s or Center’s Total Budget Went toward Instructional Materials in 2014-2015?
Table 2.6: Estimated Share of Budget Spent on Instructional Materials 2014-2015 vs. 2012-2013
Table 2.7: What Formats of Instructional Materials Do Students Use During the Day?
Table 2.8: Format of Instructional Materials Used, 2014-2015 vs. 2012-2013
Table 2.9: Format of Instructional Materials Used by Enrollment, 2014-2015
Table 2.10: Total Sales of PreK Instructional Materials, by Type of Material 2013-2014 vs. 2014-2015
Table 2.11: If Children Use Digital Materials in the Classroom, Which Devices Do They Use?
Table 2.12: Digital Devices Used in the Classroom, 2014-2015 vs. 2012-2013
Table 2.13: Digital Devices used in the Classroom, 2014/20145, by Enrollment level
Table 2.14: Digital Devices Used in the Classroom by Geographic Region, 2014-2015
Table 2.15: Why Digital Materials are Used in the Classroom
Table 2.16: Why Digital Materials are Not Used in the Classroom
Table 2.17: Time Spent on Digital Deices Each Day
Table 2.18: Do Teachers Use a Digital Device in the Classroom for Assessment?
Table 2.19: Teachers Use of Digital Devices for Assessment, 2014-2015 vs. 2012-2013
Table 2.20: Where Were the Instructional Materials Acquired for 2014-2015?
Market Opportunities for PreK Instructional Materials 2015-2016
Table 2.21: Where Instructional Materials Were Acquired, 2014-2015 vs. 2012-2013
Table 2.22: Where Instructional Materials Were Acquired by Enrollment Level, 2014-2015
Table 2.23: Most-Cited Commercial and Non-Profit PreK Materials Used, 2014-2015
Chapter 3: Trends and Policies in the PreK Market
Introduction
PreK Policies at the Federal, State and Local Levels
Federal Developments
State Developments
Local Developments
Influence of K-12 Curriculum Standards
Subject Areas of Importance in PreK
Influence of Consumer Trends in IM Choices

Table 3.1: Total State PreK Appropriations, 2014-2015 vs. 2013-2014
Table 3.2: How Do You Rank the Following Topics When It Comes to Current Instructional Materials Needs?

Chapter 4: Conclusions and Outlook

Introduction

Spending Outlook

Outlook for Digital Resource Use

Sales Forecast for 2015-2016

Table 4.1: Do You Expect Your Budget for Instructional Materials To Rise or Fall in the 2015/2016 School Year, Compared to 2014/2015?
Table 4.2: Comparison of Growth Expectations, 2015 Survey vs. 2013 Survey
Table 4.3: How Do You Expect Your Use of Digital Resources to Change in 2015-2016 from 2014-2015?
Table 4.4: Expected Change in Digital Resource Use in 2015-2016 Compared to 2014-2015, by Enrollment Level

Market Opportunities for PreK Instructional Materials 2015-2016

Table 4.5: Expected Change in Digital Resource Use in 2015-2016 Compared to 2014-2015, by Geographic Region
Table 4.7: PreK Instructional Materials Sales by Instructional Type, 2015-2016P vs. 2014-2015

Appendix

Ordering: 

Order Online - http://www.researchandmarkets.com/reports/3443300/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Market Opportunities for PreK Instructional Materials 2015-2016
Web Address: http://www.researchandmarkets.com/reports/3443300/
Office Code: SCH32OHC

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 2800</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 16800</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ________________________________ Last Name: ________________________________
Email Address: * ____________________________________________
Job Title: ____________________________________________
Organisation: ____________________________________________
Address: ____________________________________________
City: ____________________________________________
Postal / Zip Code: ____________________________________________
Country: ____________________________________________
Phone Number: ____________________________________________
Fax Number: ____________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:
Marketing Code:  

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:  
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World