Science/Stem Market, Grades 3-12

Description: Science/Stem Market, Grades 3-12

EMR/Simba Information has just released its latest (June 2015) study of the Science/STEM instructional materials market in grades 3-12, a thorough analysis of current statistics and trends, with comparisons to EMR's prior surveys conducted in 2012, 2009, and 2005.

YOUR KEY TO FINDING OPPORTUNITIES IN TODAY'S $1.1 BILLION SCIENCE MARKET


EMR's survey was designed to answer critical questions about Science 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 the progress of NGSS and STEM at different grade levels and within each of the five regions of the country.

EMR's survey data indicates that the market share owned by the core Science textbook is slipping. There has been a 10-point decline in textbook usage compared to EMR's 2012 survey results, most of which is coming from grades 9-12.

It appears that NGSS and STEM are making very slow progress. Looking at the numbers, 16.1% of all survey respondents have fully implemented NGSS, at least at some grade levels, but the majority (73.2%) are still in the early planning or early implementation stage, or have not addressed NGSS at all.

On the STEM side, the majority (50.9%) have achieved some degree of implementation, while 44.3% are still far from implementation. However, that represents a significant improvement compared to EMR's 2012 survey findings.

The shift to digital continues to gain momentum. The survey data shows that 45.4% of the Science classrooms are now “high digital”, with another 25.7% “medium digital”. That leaves just 28.8% at the “low digital” level.

Science expenditures and market size seem to be in a holding pattern dating back to 2009. The market size for non-textbook Science instructional materials, in grades 3-12, is approximately $669 million in the 2014-15 school year. That is a very modest increase compared with EMR's 2011-12 school year survey estimate of $660 million.

Factoring in an estimated $400 million for grades 3-12 Science textbooks brings the 2014-15 market total to around $1.069 billion for all Science instructional materials, a negligible three-year gain in the segment compared to EMR's survey estimate of $1.068 billion in 2011-12.

If you have questions about the current state of the Science/STEM market, and where the demand is highest for new curriculum materials, digital products and services, and/or NGSS- and STEM-related professional development, this report has the answers.

If you need to know which Science textbooks, hands-on programs, web sites, 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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