Elementary Reading Market: Teaching Methods, Traditional and Digital Materials Used and Needed, and Market Size

Description:

In order to provide objective, research-based information on current trends in the elementary Reading market segment, EMR designed a detailed market survey, and then mailed it [in October 2013] to 22,000 Classroom teachers (grades K-5/6), Reading teachers (grades K-8/9), English/Language Arts teachers (K-8/9), and district Curriculum Supervisors.

Issues to be investigated in the course of this study included the following:

- Current trends in the elementary Reading market segment, in terms of preferred instructional strategies, and materials most frequently used.
- Which textbooks and other core and supplemental materials are used most often at different grade levels, and how they are perceived by teachers.
- Progress towards implementation of the new Common Core standards and related assessments.
- Market gaps which exist for Common Core aligned curriculum materials in the English/Language Arts areas of literature, informational text, phonics & word recognition, fluency, writing, speaking & listening, and language.
- Resources, decision makers, spending plans, and selection criteria related to Response to Intervention (RTI).
- Percent of class time spent using digital tools and/or digital content.
- Reading-related web sites used or recommended for student use and/or for teacher resources.
- The level of discretionary funds spent on trade books, workbooks, software, and other nontextbook materials.
- The 2013-14 school year total market size for elementary Reading instructional materials.

All results were analyzed by job title, grade level, and geographic region, and comparisons were made to the results of previous EMR studies of the elementary Reading segment (two years ago in Winter 2012), four years ago in Winter 2010, six and a half years ago in Spring 2007 and, when relevant, nine years ago in Fall 2004, and eleven years ago in Fall 2002) to pinpoint the most profitable strategies for Reading product developers/marketers to consider pursuing as they prepare new Reading programs for upcoming adoptions.

Contents:

- ELEMENTARY READING MARKET
- TABLE OF CONTENTS
- TITLE PAGE
- TABLE OF CONTENTS
- EXECUTIVE SUMMARY
- INTRODUCTION
- METHOD
- ANALYSIS OF RESULTS
- Response Rates And Demographics Of Survey Sample
- The Current Role Of The Core/Basal Reading Textbook
- Age Of Currently Adopted Programs
- Satisfaction With Currently Adopted Reading Programs
- Trends In Core Reading Series Usage
- Reading Textbooks Currently Adopted
- Suggested Improvements To Currently Adopted Reading Programs
- Alternatives To The Core Reading Series
- Curriculum Materials Needed To Address The Common Core Objectives
- Reading Assessment Practices
- Reported Progress Implementing The New Common Core Standards And Assessments
Leading Common Core Providers: Curriculum Materials And Professional Development
Leveling Systems
Response To Intervention (RTI)
The Shift To Digital In The Reading Market Segment
Most Popular Reading-Related Web Sites For Student And Teacher Use
Expenditures For Reading Instructional Materials/Market Size
Adoption And Open Territory States: Comparison Of Reading Program Patterns
SUMMARY AND CONCLUSIONS
APPENDIX: DATA TABLES

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3579388/
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/](http://www.researchandmarkets.com/contact/)

---

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

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Elementary Reading Market: Teaching Methods, Traditional and Digital Materials Used and Needed, and Market Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3579388/">http://www.researchandmarkets.com/reports/3579388/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCBR3SGE</td>
</tr>
</tbody>
</table>

---

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

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 1600</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 3200</td>
<td></td>
</tr>
</tbody>
</table>

---

**Contact Information**
Please enter all the information below in **BLOCK CAPITALS**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 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