



EARLY FINDINGS FROM RAND AMERICAN TEACHER PANEL: MARKET SHARE REPORT

Updated April 2019



INSTRUCTIONAL MATERIALS MARKET SHARE METHODOLOGY

Current analyses address the question, ***What percent of the instructional materials market has EdReports reviewed?***

Estimates are based on data from a RAND nationally representative survey¹ of ~15.6K teachers in 24 states, where teachers responded to the prompt, Which of the following curricula, programs, and/or instructional tools do you use regularly (i.e., once a week or more) in your classroom this school year (2017-18)?

- Response options included specific curricula titles as well as an “Other” option. Data for the other category constitute materials that are unspecified by the respondent and may represent formal, published materials, or informal teacher/district-created materials.

We report the percent of the ELA and Math market split by EdReports rating and review status, for the K–12 market as a whole and for the elementary, middle, and high grade bands separately.

For materials to be coded as *meets expectations* or *does not meet expectations*, all relevant grades needed to receive that particular rating. Materials were coded as *partially meets expectations* if there was at least one relevant grade that received a rating higher than *does not meet expectations* and at least one relevant grade received a rating less than *meets expectations*.

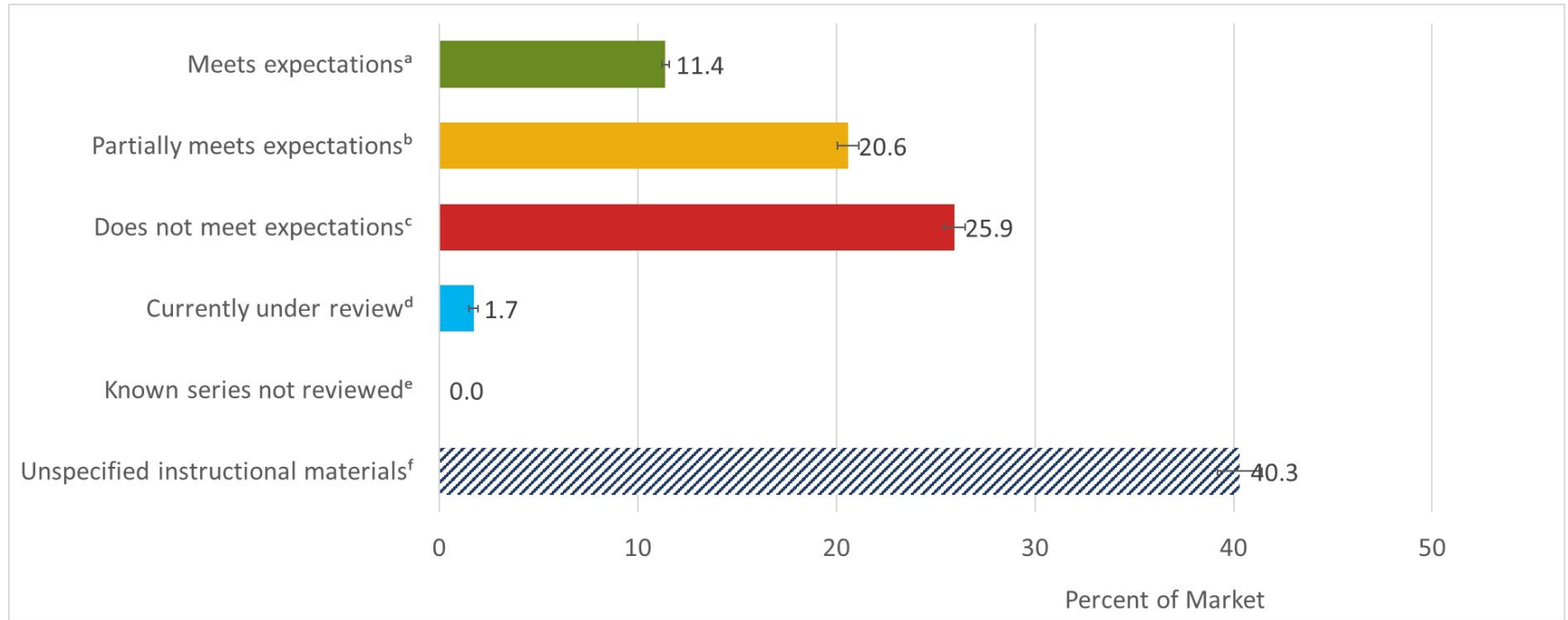
¹ The RAND Corporation, The American Educator Panels (2017-2018) Retrieved from: <https://www.rand.org/education-and-labor/projects/aep.html>

INSTRUCTIONAL MATERIALS MARKET SHARE BY EDREPORTS REVIEW STATUS

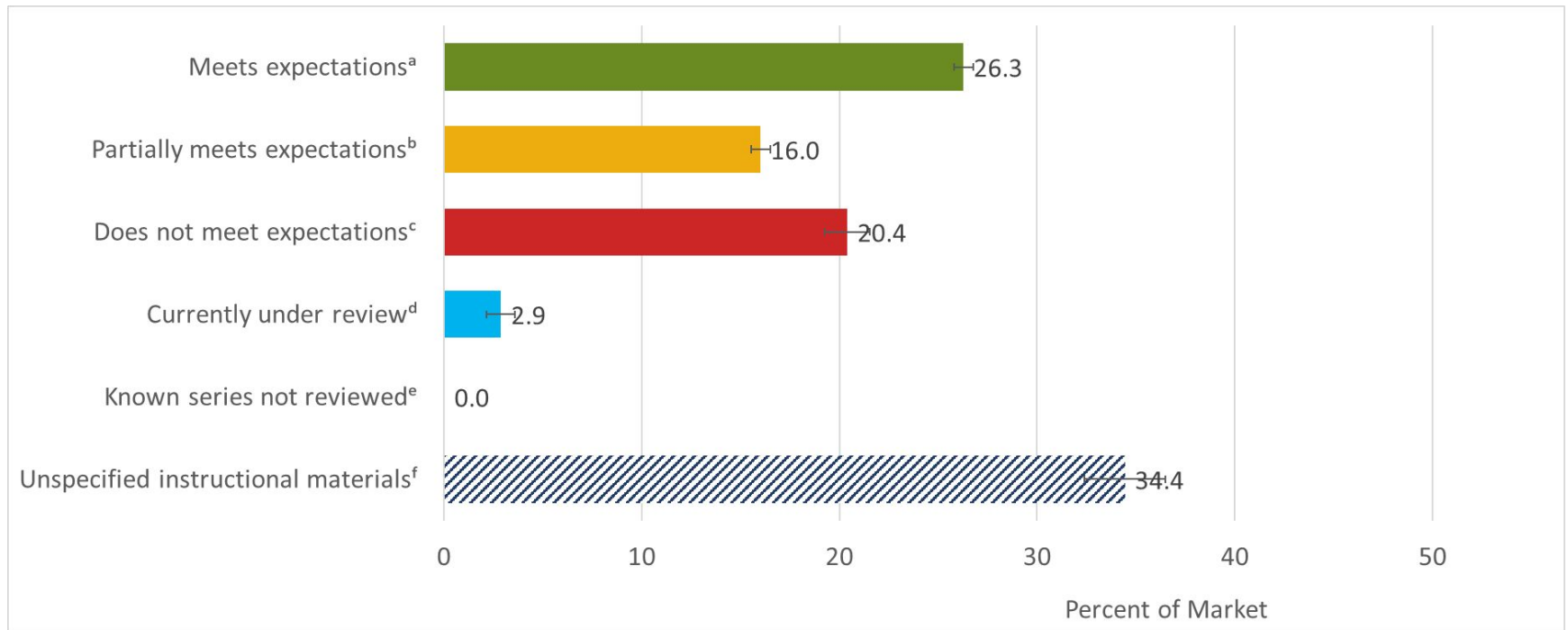
	Percent of ELA market		Percent of Math market	
	Estimate	Margin of error	Estimate	Margin of error
Materials reviewed by EdReports				
Meets expectations	14.7	0.2	22.3	0.3
Partially meets expectations	29.1	0.4	28.4	0.3
Does not meet expectations	16.6	0.5	28.4	0.3
Currently under review	1.5	0.2	1.1	0.7
<i>Subtotal</i>	61.8	0.2	80.2	0.2
Other materials				
Known series not reviewed	0.0	0.0	3.5	0.4
Unspecified materials	38.2	0.9	16.4	0.9
<i>Subtotal</i>	38.2	0.9	19.8	0.6

Note. Materials in the unspecified materials category may represent formal, published materials, or informal teacher/district-created materials.

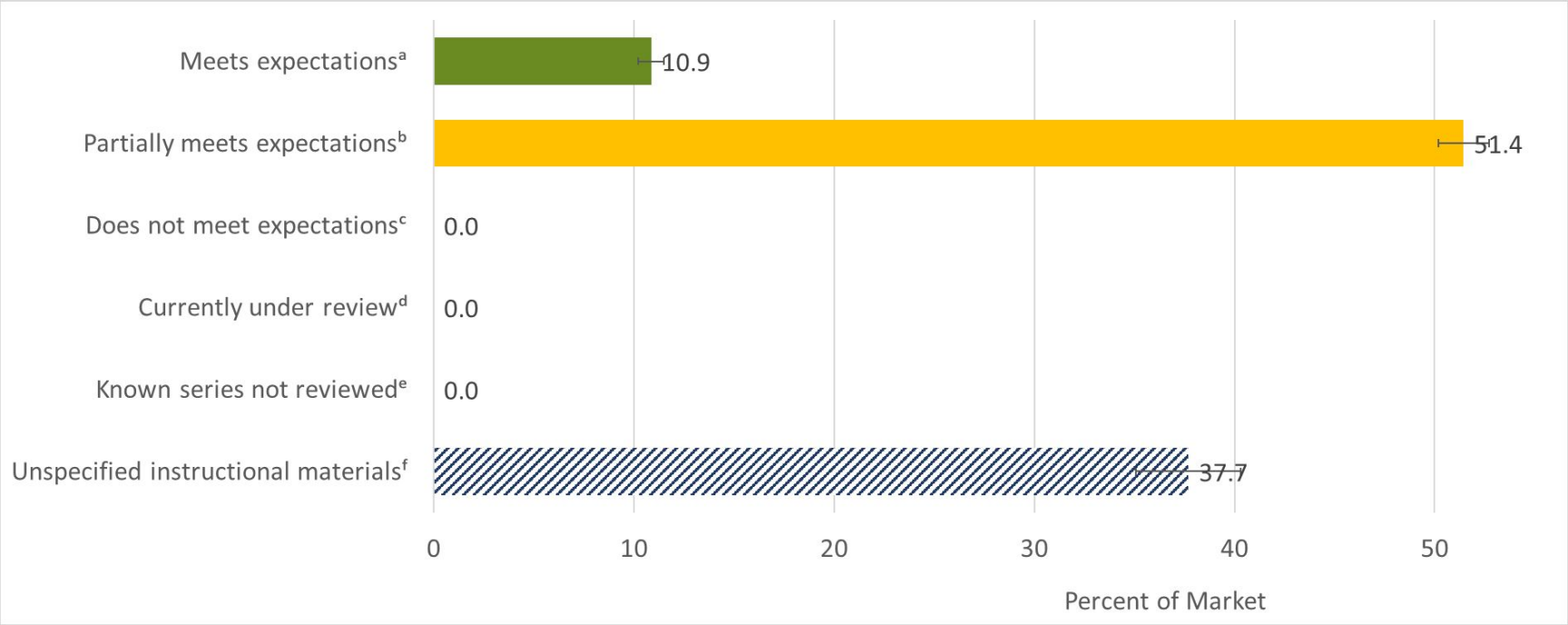
ELEMENTARY ELA MARKET SHARE



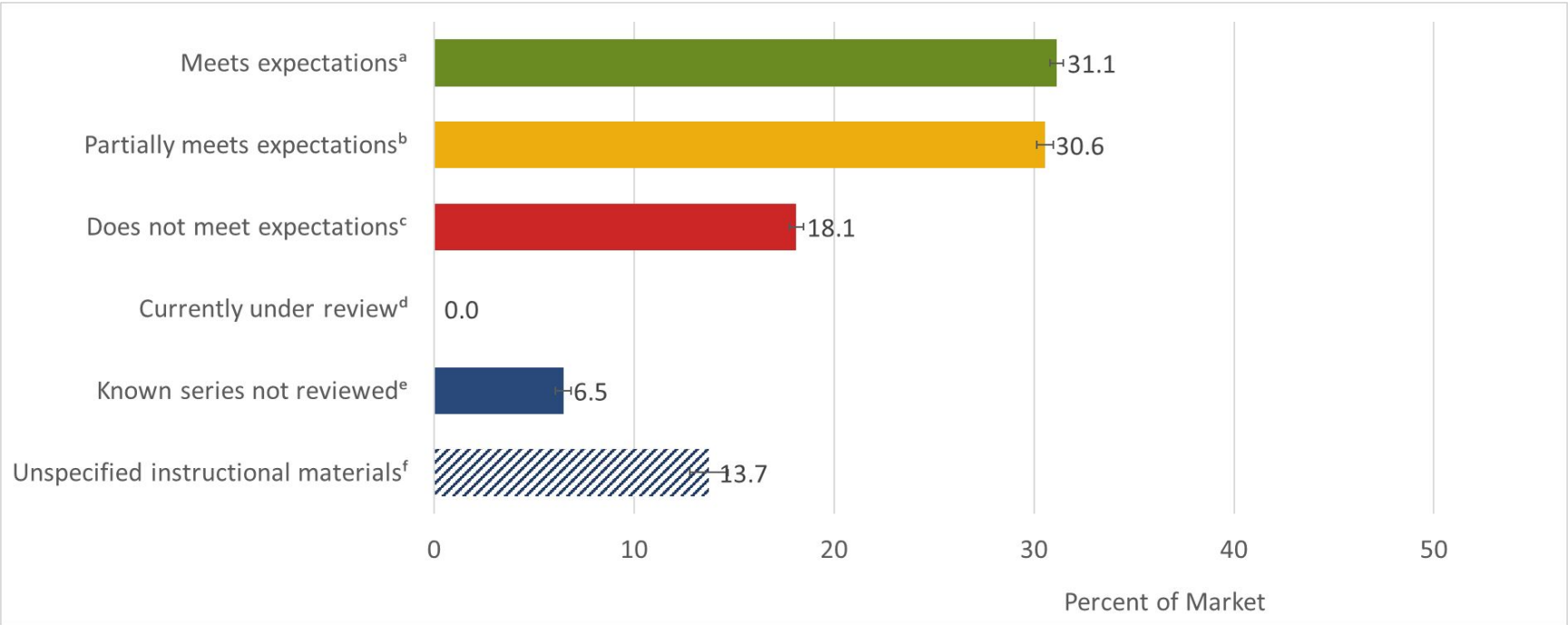
MIDDLE GRADES ELA MARKET SHARE



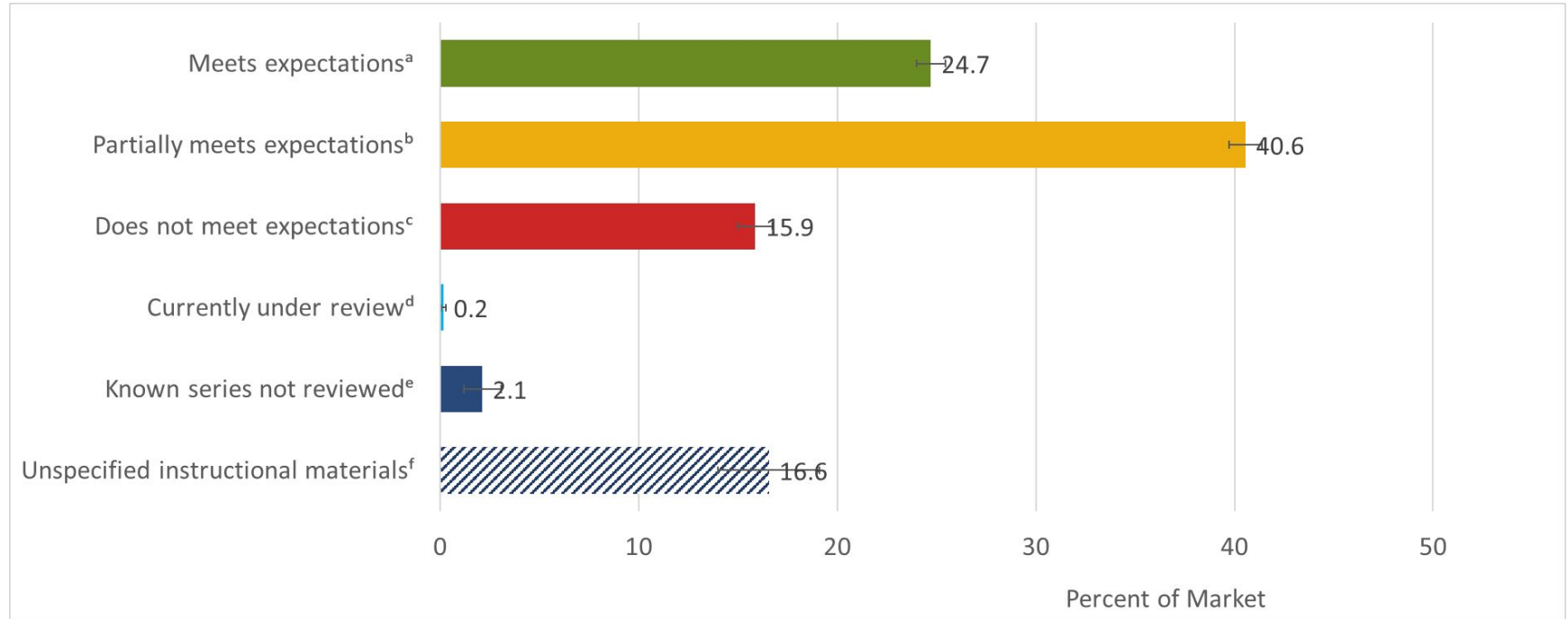
HIGH SCHOOL ELA MARKET SHARE



ELEMENTARY MATH MARKET SHARE



MIDDLE GRADES MATH MARKET SHARE



HIGH SCHOOL MATH MARKET SHARE

