

# 2018

**SIIA REPORT**  
Education Technology



## U.S. ED TECH MARKET SURVEYS

SAMPLE

# 2018 U.S. Education Technology Market: PreK-12

Prepared by  
**John Richards, Ph.D. and  
Leslie Stebbins, M.Ed.**

**Consulting Services for Education**  
(CS4Ed)

**cs4ed**  
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Association

# Survey Form



**PK-12 Market Survey - 2018-2013 SCHOOL YEAR**

**Contact Information**

Principal Contact		Alternate Contact	
First Name			
Last Name			
Phone number			
Email address			

**Section 1: Digital Instructional Content**

**Please list the dollar value of your PreK-12 sales for Digital Instructional Content in the following areas (mouse over blue terms for clarification), i.e. for \$1 million in sales enter \$1,000,000:**

	PreK	Elementary School (K-5)	Middle School (6-8)	High School (9-12)	Total Sales (Only include if the rest of the row is blank).
Reading / Language Arts / Literacy / English / Literature					
Arithmetic / Mathematics					
Science					
Social Studies / History					
Other Content Areas					

**Section 2: Digital Instructional Support**

**Please list the dollar value of your PreK-12 sales for Digital Instructional Support in the following categories (mouse over blue terms for clarification) i.e. for \$1 million in sales enter \$1,000,000:**

	Mean	Response total
Testing and Assessment		
Professional Development		
Instructional Management / LMS		
Productivity Tools		
K-12 Extensions		

# Survey Form

**Section 3: Platforms/Digital Administrative Tools**

Please list the dollar value of your PreK-12 sales for Platforms/Digital Administrative in the following categories (mouse over blue terms for clarification), i.e. for \$1 million in sales enter \$1,000,000:

Central Office Administrative Tools					Response
Data and IT Management Tools					
Class Scheduling					
Content Management/Digital Repositories					
IT Consulting					

**Section 4: Special Categories**

Please list the dollar value of your digital sales in each of the following Special Categories, i.e. for \$1 million in sales enter \$1,000,000. In cases where these figures overlap with previous figures (e.g. math or reading content), please indicate the amount previously recorded in the second column to insure we do not double count:

	Total Sales (PreK-12)	Amount of "Total Sales" Included in Sections 1-3.
ELL / English Language Learners		
Special Education		
AP		
Online Courses		
Instructional Improvement Systems		

**Section 5: Total Education Revenue**

What is your approximate total PreK-12 education revenue in the US (including sales of print, digital, and services)?

	Response percent	Response total
Pre Revenue		
Under \$5 million		
Between \$5 million and \$25 million		
Between \$25 million and \$50 million		
Between \$50 million and \$100 million		
Over \$100 million		