

Market Survey: Student Response Systems

The Scholastic Administr@tor

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Data Compiled by Tony Calega






1. Which student response system does your school/district own or use?

		Response Percent
eInstruction		45.1%
Qwizdom		5.9%
Renaissance Learning		37.3%
GTCO CalComp		2%
Turningpoint Technologies		2%
Promethean		17.6%
Wireless Computing		13.7%





2. Which student response system does your school/district **plan** to purchase?

		Response Percent
eInstruction		36%
Qwizdom		8%
Renaissance Learning		26%
GTCO CalComp		2%
Turningpoint Technologies		2%
Promethean		26%
Wireless Computing		14%

3. How do you use your student response system?

		Response Percent	Response Total
Classroom interaction		24.1%	14
Assessment in the classroom		12.1%	7
District wide assessment		1.7%	1
Combination of the above		51.7%	30
Other (please specify)		10.3%	6





4. What content do you use with your student response system?

		Response Percent
Content from the response device company		9.4%
Content from your book publisher		0%
Content developed by your district		3.8%
Content you developed		18.9%
Combination of the above		67.9%

5. How do you rate the student response system as a significant contributor to academic progress?

		Response Percent
Excellent		30.4%
Good		50%
Fair		10.7%
Poor		1.8%
No value		7.1%



6. What content do you use with your student response system?

		Response Percent
Content from the response device company		9.4%
Content from your book publisher		0%
Content developed by your district		3.8%
Content you developed		18.9%
Combination of the above		67.9%

7. What information sources MOST influence your decisions when considering a purchase of any products/services? (check all that apply)

Word of mouth		68.6%
Vendor sales rep		40.7%
Approved distributor/dealer		41.9%
Magazines/trade journals		40.7%
E-mail		9.3%
Direct mail		7%
Trade shows		43%
Webinars		5.8%
Internet search		32.6%





8. Are you personally responsible for purchasing, recommending or specifying products for your school/district?

		Response Percent
Yes		71.1%
No		28.9%

9. Which publications do you receive? (check all that apply)

		Response Percent
Scholastic Administr@tor		55.1%
T.H.E. Journal		53.9%
Eschool News		43.8%
District Administration		38.2%

10. If you could only read ONE publication, which would it be?

		Response Percent
Scholastic Administr@tor		16.3%
T.H.E. Journal		14.1%
Eschool News		9.8%
District Administration		9.8%