



# THE NOODLE MARKETS REPORT

Powered by SmartProcure

April 2017 – Adaptive Learning Technology Resources

A recurring dive into K-12 purchasing data, exploring adoption, impacts, and trends.

## THIS EDITION'S RUN-DOWN:

For this edition, Noodle Markets and SmartProcure set out to study the landscape of **adaptive learning technology products**—interactive curricular resources which respond to student performance to deliver appropriate teaching and scaffolding. The category has gained prominence in recent years, but insights into adoption and leading players have been scarce.

What market trends exist within adaptive learning technology? Who are the market leaders? How large is the market? Which students are most likely to be exposed to adaptive learning technology? To dive in, we analyzed thousands of lines of **purchase orders** and district **demographic info**.

We found that **national spending on adaptive learning products and training tops \$41 million annually**, a three-fold increase from 2013-2016. Around 9% of that spending can be attributed to professional development and training. Larger, wealthier, urban and suburban districts appear to spend the most money overall, but **smaller, rural districts appear to invest more of their total resources**, if you consider share of spending.

## MARKET TRENDS:

Purchase data tells us there is ebb and flow in product market share, but **most companies saw overall growth**.

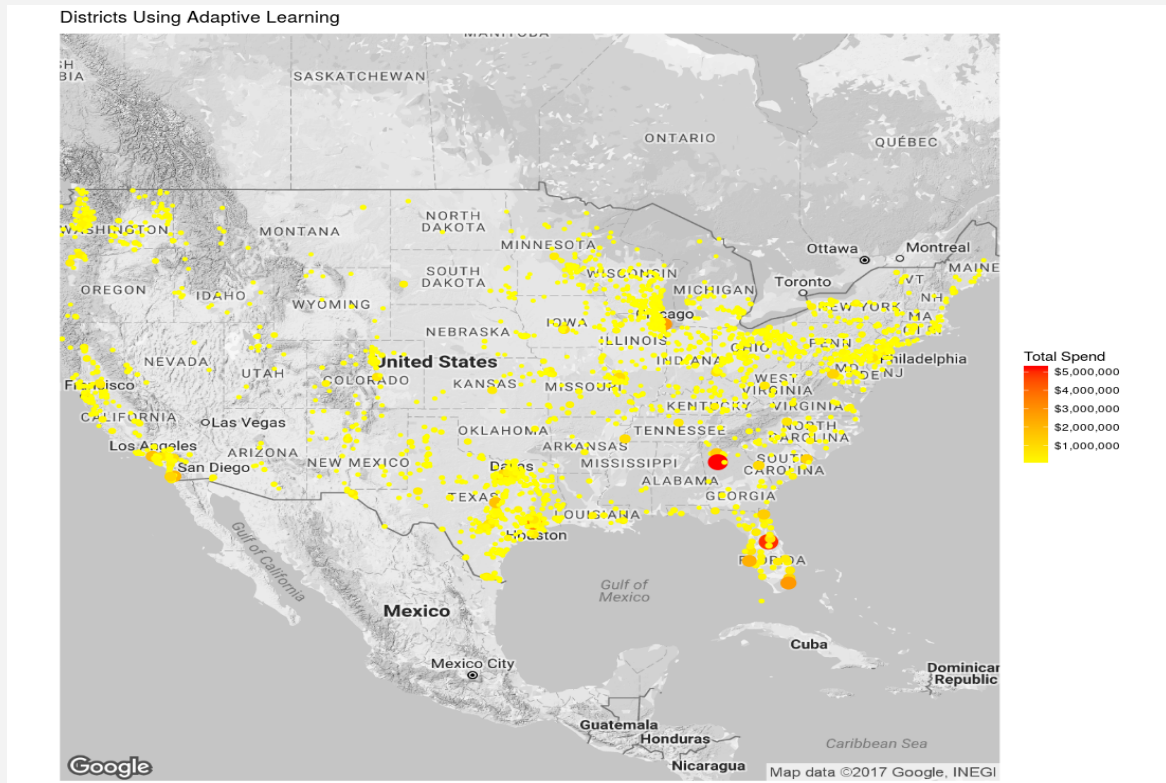
### Market Share and Spend Trend, by Product, 2013-2016

Product	Market Share	Trend	Top Districts
ALEKS	◆◆◆	↑	Fulton County (Atlanta, GA); Horry 01 (Conway, SC); Hazelwood (Florissant, MO)
DreamBox	◆◆	↓	Loudoun Co Pblc Schs (Ashburn, VA); Houston Isd (Houston, TX); Rapid City Area School District 51-4 (Rapid City, SD)
i-Ready	◆◆◆	↑	Orange (Orlando, FL); Dade (Miami, FL); Sarasota (Sarasota, FL)
Istation	◆◆◆	↑	Houston Isd (Houston, TX); Fort Worth Isd (Fort Worth, TX); Shelby County (Memphis, TN)
LearnBop	◆	↑	North Chicago Sd 187 (North Chicago, IL); San Benito High (Hollister, CA); Belvidere Cusd 100 (Belvidere, IL)
Mathspace	◆	↑	Lyons Twp Hsd 204 (La Grange, IL); Virtual Community School Of Ohio (Reynoldsburg, OH); Reynoldsburg City (Reynoldsburg, OH)
Redbird	◆◆	↑	Fulton County (Atlanta, GA); Philadelphia City Sd (Philadelphia, PA); Perris Union High (Perris, CA)
ScootPad	◆◆	↑	Los Angeles Unified (Los Angeles, CA); Kildeer Countryside Ccsd 96 (Buffalo Grove, IL); Nordonia Hills City (Northfield, OH)
ST Math	◆◆◆	↑	Cajon Valley Union (El Cajon, CA); Killeen Isd (Killeen, TX); Los Angeles Unified (Los Angeles, CA)
Success Maker	◆◆	↓	Muskogee (Muskogee, OK); Conestoga Valley Sd (Lancaster, PA); Forney Isd (Forney, TX)
Think Through Math	◆◆	↑	City Of Chicago Sd 299 (Chicago, IL); Comal Isd (New Braunfels, TX); Philadelphia City Sd (Philadelphia, PA)
Waggle	◆◆	↑	Blue Springs R-Iv (Blue Springs, MO); Clay (Green Cove Springs, FL); Jersey City Public Schools (Jersey City, NJ)

## DISTRICT ADOPTER DEMOGRAPHIC INSIGHTS:

Although purchasing on adaptive learning spans the country, there are some demographic differences between all school districts and those in our sample. **Districts using adaptive learning appear to be larger than districts on average in the US**, with the median district size using adaptive learning is 3,200 students and the median US district size is about 1,150 students.

### Nationwide Total Spending on K-12 Adaptive Learning, 2013-2016



### Urbanicity of Districts Using Adaptive Learning

Urbanicity	Adaptive Learning	All Districts
distant rural area	10%	23%
distant town	11%	9%
fringe rural area	11%	12%
fringe town	6%	4%
large city	6%	2%
large suburb	29%	19%
mid-size city	4%	2%
mid-size suburb	4%	3%
remote rural area	4%	18%
remote town	6%	6%
small city	7%	3%
small suburb	3%	2%

We find that districts in less wealthy areas (lower median household income and higher poverty rate) spend a larger share of instructional expenditures on adaptive learning products.

**Share of Spending by % Poverty Rate**

Pct Poverty	Share	Max Share
Less than 25%	0.13%	0.37%
25% to 50%	0.18%	0.50%
Over 50%	0.31%	0.71%

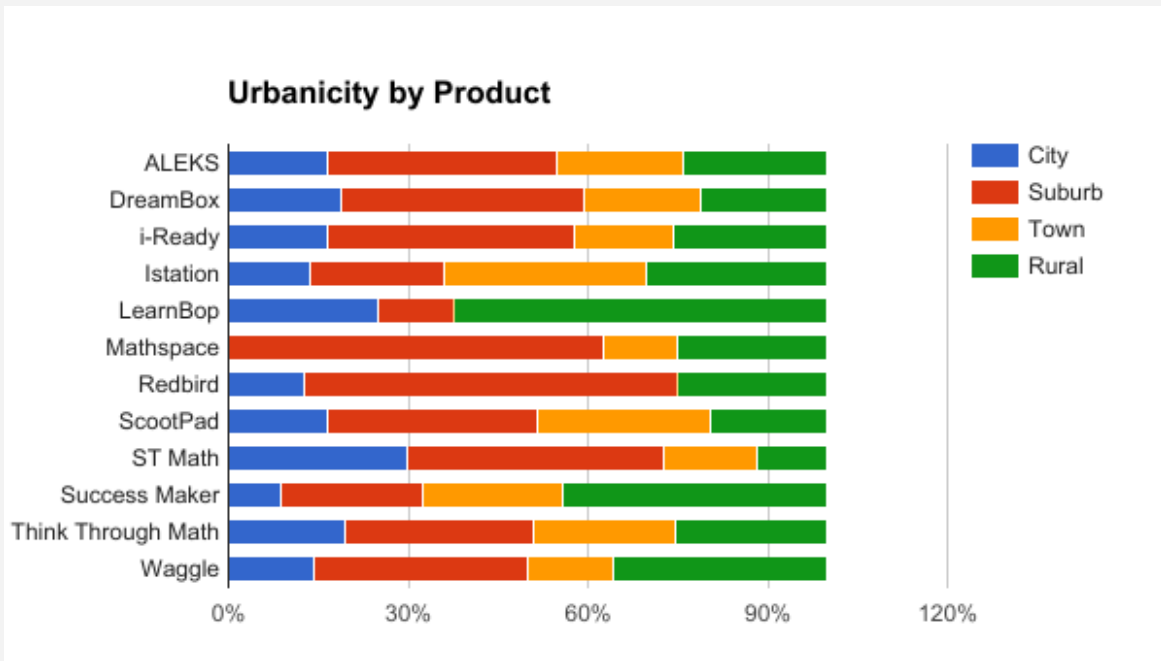
**Share of Spending by Median Household Income**

Median HH Income	Share	Max Share
Less than \$30k	0.21%	0.68%
\$30k to \$60k	0.16%	0.45%
More than \$60k	0.10%	0.29%

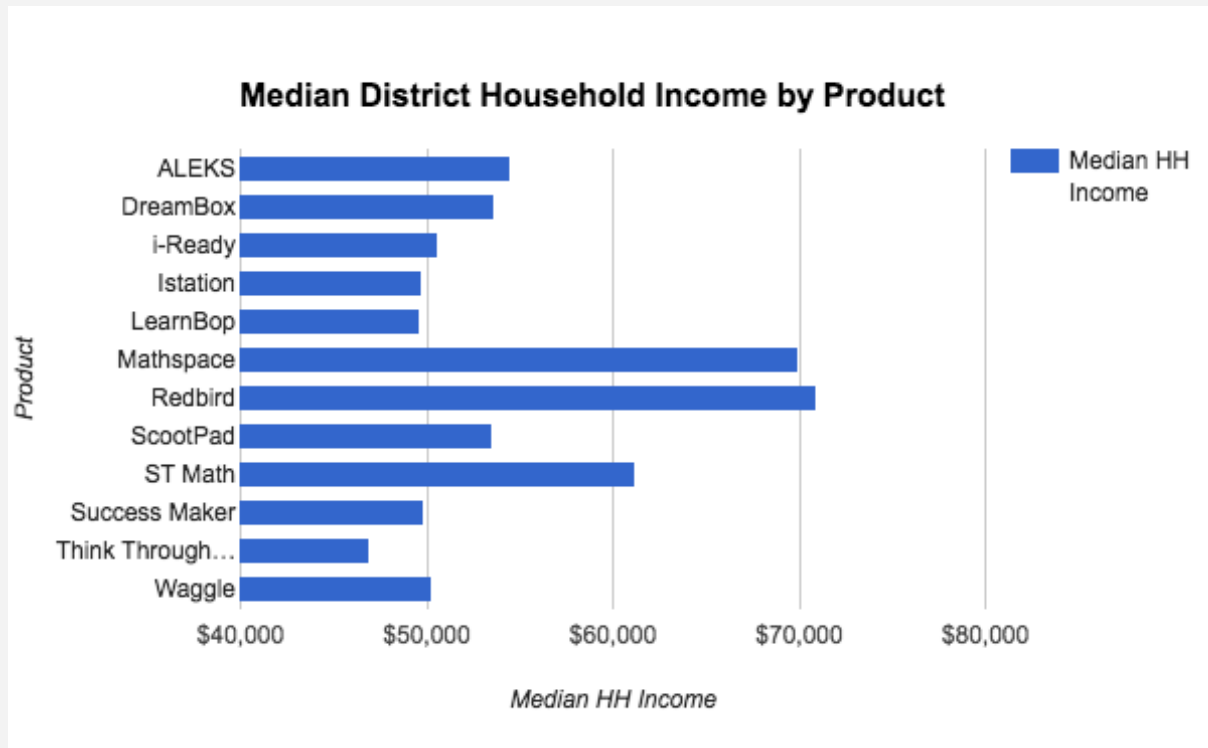
**PRODUCT PREFERENCES BY DISTRICT TYPE:**

Districts of different types show varying preferences for products. For instance, LearnBop appears to be most heavily adopted by rural districts, while Mathspace appears to be adopted more by suburban districts. Higher income districts seem to favor Mathspace and Redbird.

**Urbanicity by Product**



**FIGURE 11: Median District Household Income by Product**



**CLOSING:**



Adaptive learning technology investment has risen and will likely continue to raise, as districts seek tailor-made solutions to address student needs. But district adoption of adaptive learning technology products is uneven, seemingly mitigated by urbanicity, median household income, and poverty rates, among other factors. As educators seek curricular options at competitive prices, it is worth examining trends in surrounding districts.