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SEG Measurement Announces Results of a National Study of Factors Affecting School Purchasing Decisions

Buyers of instructional materials for US schools consider high quality assessment and proven product effectiveness important when making purchasing decisions.

NEW HOPE, PA, October 03, 2011 **/24-7PressRelease/** -- SEG Measurement (www.segmeasurement.com) today announced the results of a national study of factors affecting school personnel purchasing decisions. When purchasing instructional materials, school personnel consider both high quality assessment and proof of product effectiveness to be of great importance to their purchasing decision.

One hundred and eighteen school personnel were surveyed in September 2011, by KnowledgeQuest, a division of MarketingWorks (www.marketingworks.com) to gather information about what factors influence their buying decisions. The study included buyers at both the school and district level and across a variety of purchasing roles in Elementary, Middle and High School.

School and district buyers were asked how important the quality of the assessment component included with the instructional product was to their purchasing decisions. Eighty nine percent (89%) of buyers felt that the quality of the assessment component included in the product was "very" or "extremely" important to their purchasing decision.

Buyers held similar views about evidence of product effectiveness. When asked how important the existence of research that documents the effectiveness of the product in improving student performance was to their purchasing decision, 84% of buyers felt that the existence of research that documents the effectiveness of the product in improving student performance was "very" or "extremely" important to their purchasing decision.

"These results validate what we have been communicating to educational publishers and technology providers over the past several years," said Scott Elliot, President of SEG Measurement. "High quality assessment and proof of product effectiveness are critical to selling into schools. We are pleased to have been able to assist many publishers and technology providers over the past several years address these critical areas of importance to those purchasing instructional products."

About SEG

SEG is an independent research firm providing research, evaluation, and assessment services to educational publishers, educational technology providers, assessment service providers and government agencies. SEG has been meeting the research and assessment needs of organizations since 1979. SEG Measurement is located in New Hope, Pennsylvania and can be accessed on the web at www.segmeasurement.com.

About KnowledgeQuest

KnowledgeQuest is a leading marketing research firm located in Doylestown, Pennsylvania. By applying their unique knowledge of the schools and how to navigate the often complex school district landscape, KnowledgeQuest is able to provide useful and actionable research to its clients. Knowledgequest has provided strategic marketing research services for dozens of educational publishers, assessment providers and technology providers. KnowledgeQuest is a division of MarketingWorks and can be accessed on the web at www.marketingworks.com.