



Publisher sales 2005 to 2008 and observed correlation on 2009 attainment outcomes

Education Market Research Report

June 2010 Page I

KS2/KS4

Key findings

Level of publisher sales @ KS2

 Average sales from the contributing publishers at KS2 equates to £2,100 per school per year over 4 years

Level of publisher sales @ KS4

 Average sales from the contributing publishers at KS4 equates to £13,140 per school per year over 4 years

KS2 publisher sales and improvements in attainment

 Primary schools with higher than average publisher resource purchasing are a third more likely to record improvements in attainment than those with lower than average purchasing.

KS4 publisher sales and improvements in attainment

 Secondary schools with higher than average publisher resource purchasing are a third more likely to record improvements in attainment than those with lower than average purchasing.

KS2 attainment and publisher sales

The most relevant of the attainment indicators is the relative improvement in pupil progress from KS1 to KS2 (CVAMEA) for maintained schools. This indicator attempts to record where pupils have improved in attainment between KS1 and KS2. Schools are classified into those with no performance gains over the 4-year period (static); those with worsening results (reduction) and those recording improvements.

Table TI shows that on average 21.5% of primary schools improved pupils attainment between KSI and KS2. However, those that spent a higher than average amount on publisher resources were more likely to record an improvement (25.7% as apposed to 19.3% for low spenders). The reverse is also in evidence. Primary schools spending below average on publisher resources between 2005 and 2008 were significantly more likely to record a reduction in performance according to the DfE value-added indicator.

T1. Value- added vs. KS2 sales	Reduc- tion	Static	Improve- ment
Low (Q5512)	40.8%	39.9%	19.3%
Medium (Q4313)	38.6%	40.6%	20.9%
High (Q3572)	34.3%	40.0%	25.7%
Average	38.3%	40.1%	21.5%

KS4 attainment and publisher sales

The most relevant of the attainment indicators for secondary schools is the relative improvement in pupil progress—known as the contextual value-added measure for maintained schools. This indicator attempts to record where pupils have improved in attainment between KS3 and KS4. Schools are classified into those with no performance gains over the 4-year period (static); those with worsening results (reduction) and those recording improvements.

Table T2 shows that on average 29.8% of secondary schools improved pupils attainment between KS3 and KS4. However, those that spent a higher than average amount on publisher resources were more likely to record an improvement (35.2% as apposed to 26.6% for low spenders). The reverse is also in evidence. Secondary schools spending below average on publisher resources between 2005 and 2008 were significantly more likely to record a reduction in performance according to the indicator.

T2. Value- added vs. KS4 sales	Reduc- tion	Static	Improve- ment
Low (Q1123)	41.8%	31.6%	26.6%
Medium (Q1030)	35.0%	36.1%	28.8%
High (Q859)	32.5%	32.4%	35.2%
Average	36.8%	33.4%	29.8%

Notes on the classification of data and relevance

This part of the research project required investigating a particular set of circumstances to determine if spending on publisher resources, over a four-year period, had any correlation with either a reduction or improvement in the value-added indices for both KS2 and KS4.

The framework for undertaking this statistical investigation required classifying both the DfE attainment data and the publisher sales data into bands to create a grid of percentage values.

For the publisher sales grid the classifications are low/ medium/high sales and for the attainment grid reduction/static/improvement.

At KS2, 4-year sales from contributing publishers equated to £124.4m. With 3.9 million pupils per-pupil spending over 4-years is £31.70—or an average of £7.90 per year. At KS4, 4-year sales from contributing publishers equated to £214.6m. With 3.5 million pupils per-pupil spending over 4-years is £60.50—or an average of £15.10 per year.