

Evidence of Impact Market Research Report 2024

A summary of the research undertaken asking customers how important it is to have evidence of impact when making purchasing decisions



EVIDENCE OF IMPACT HOW IMPORTANT IS IT?



In September 2024, for the third year running, we undertook market research via OUP's UK and International Educational Research Forum to get a better understanding of how important it is for our customers to have evidence of impact when purchasing an educational resource (print or digital).



2 polls



1 survey



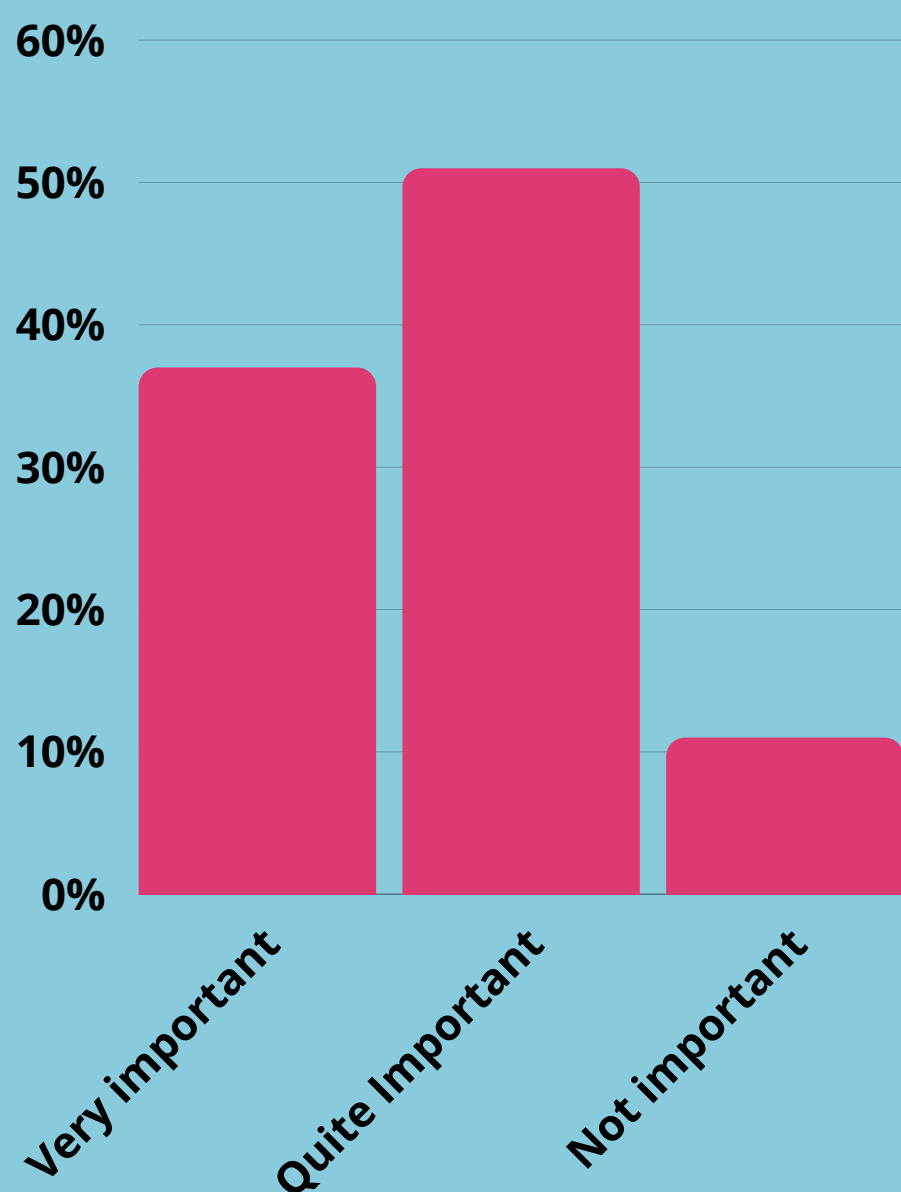
1 forum question

Here are some key findings from this year's research.

Polls

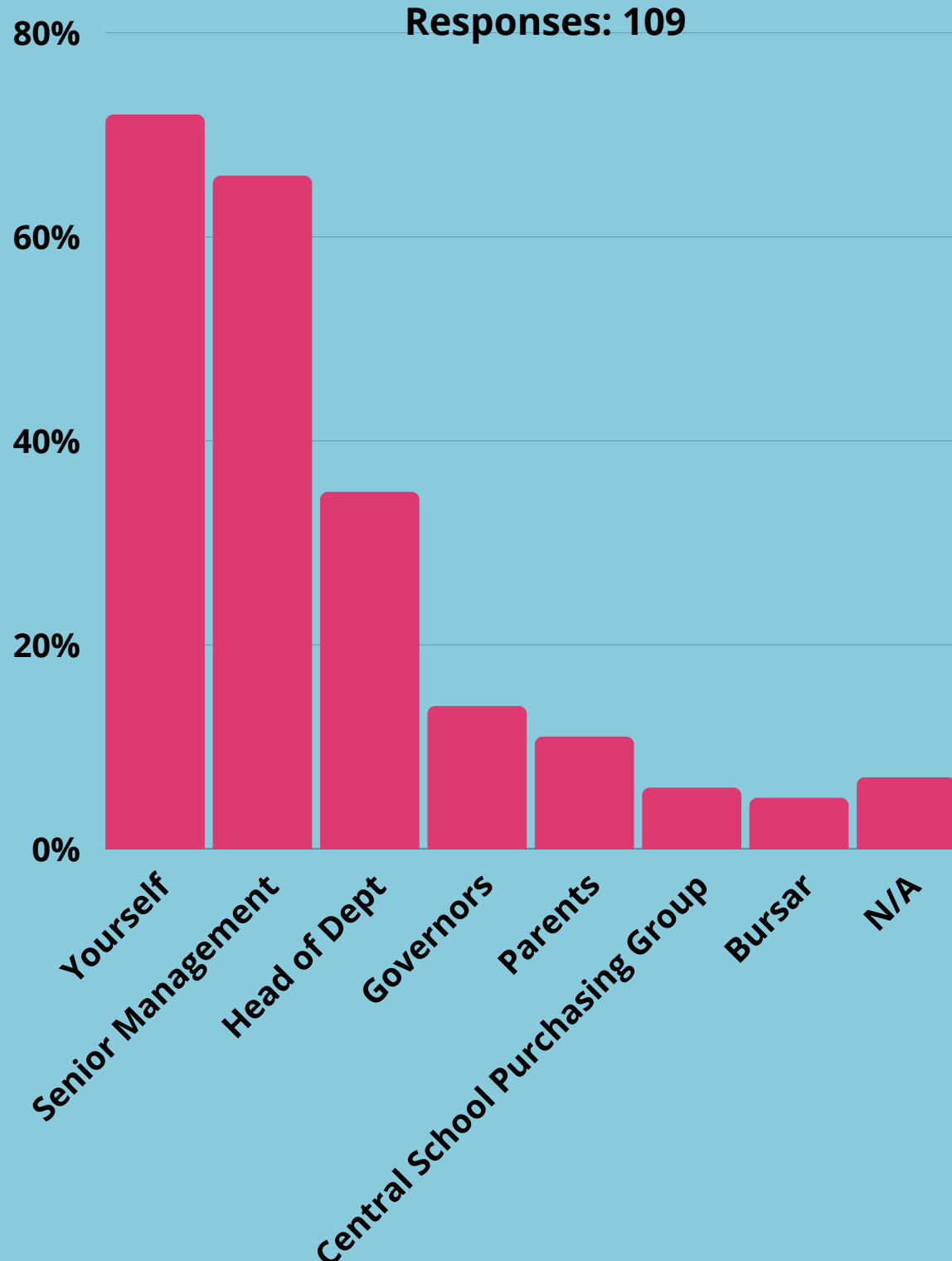
Poll 1: How important is it for you to have evidence about the impact of an educational resource (print or digital) before making a purchase?

Responses: 101



Poll 2: Who asks for/needs that evidence? (tick all that apply)

Responses: 109



Survey

352 respondents

We asked multiple choice and open-ended questions to understand:

- How important evidence of impact is for customers when making a purchasing decision of an educational resource (print or digital)?
- Why they need it and for what level of spend?
- What sort of evidence of impact do teachers look for?
- How much influence does the evidence have on their final decision to purchase resources?

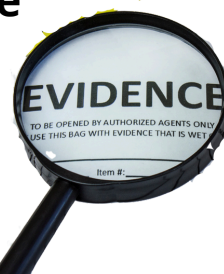


Our survey showed that educators need evidence of impact for:

- **senior management - 64%**
- **themselves - 43%**
- **heads of department - 37%**

We continue to see an increase in senior management asking for evidence year on year.

91% of educators responded that **evidence of impact is either 'very influential' or 'quite influential'** when reaching their final decision on whether to purchase a resource.

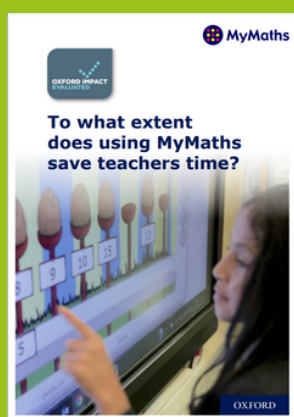


Educators say that evidence of impact is needed :

- **to determine if it provides value for money - 45%**
- **to help with deciding between different products - 39%**
- **to see how well it delivers against certain outcomes - 37%**

To find evidence of impact, educators mainly use:

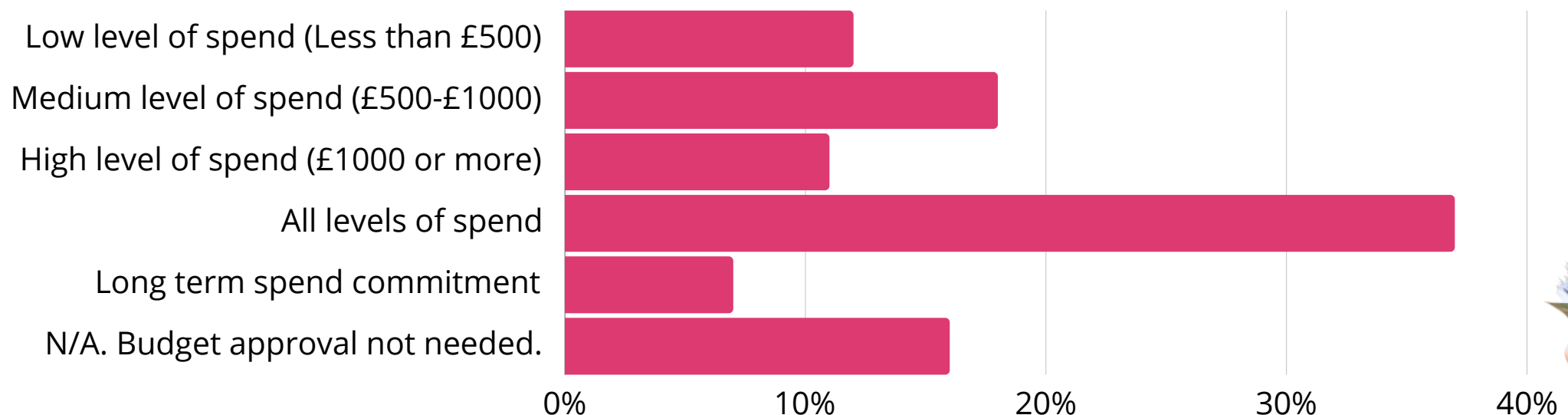
- **Other schools (59%)**
- **Third Party Research Groups' (46%)**
- **Experts/key influencers (44%)**
- **Publishers/Suppliers' (35%) .**



49% of educators found **'efficacy/impact studies'** to be the most credible forms of evidence, up from last year, followed by case studies (30%) and reviews (28%).



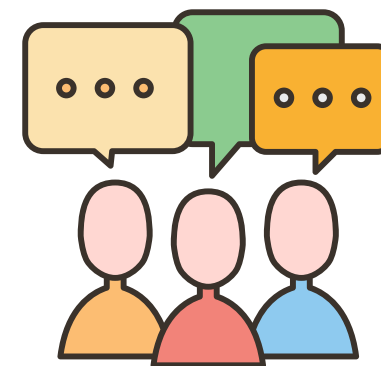
We asked customers for what level of spend evidence of impact is required to obtain budget approval:



Forum

On the forum, there was much discussion about the importance of having evidence of impact when making purchasing decisions.

From the 169 responses, it is clear that evidence of impact is critical in supporting educators when making a significant investment decision.



Forum questions:

- What kind of evidence of impact does your school look for when purchasing an educational resource (e.g. research, case study, testimonials etc)
- How does this evidence get used? (e.g. for budget approval, comparison)



*This evidence is used to support budget approvals and ensure that **new investments** will be effective, contributing to improved student outcomes and the overall learning experience at the school"*



*When schools don't have a lot of money you need to know what you are about to purchase **is fit for purpose and worth the spend"***



The evidence of impact is important and needs to be in place. Evidence of impact is essential when trying to get funding and budget approval from SLT"



Oxford Impact

Choosing the most impactful resources can be difficult, and as our research shows, with increasing demands on time and budget, it has become ever-more important to invest in the right ones

In response to this global growing demand for evidence of impact, OUP has developed a rigorous process for evaluating how our products and services support teaching and learning.

At the heart of Oxford Impact is the Oxford Impact Framework; a rigorous process for evaluating impact developed with the National Foundation for Educational Research (NFER), and supported by Oxford University Department of Education, giving you reassurance around the integrity and consistency of how we evaluate and report on impact.



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"With unprecedented changes in Education and the world around us, we have seen an accelerated demand for evidence of what works and makes a real difference to teaching and learning. Oxford Impact has enabled us to work with thousands of educators across the globe to evaluate how Oxford products and services support teachers and have a positive impact on learning."

Fathima Dada, Managing Director, Education



Making the right choice

Carrying out impact studies provides us with the opportunity to build deeper relationships with educators as we gain greater insights into how OUP's educational products and services are used to achieve the best teaching and learning outcomes.

By sharing that evidence with you, we can:

- make it easier for you to select the educational resources that have the greatest impact
- give you confidence that OUP's products and services meet the high-quality standards that you expect.

To find out more visit

www.oup.com/oxfordimpact

