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**The Stock Market Game™  
Teacher Survey**

**Fall 2012  
Spring 2013**

# Method

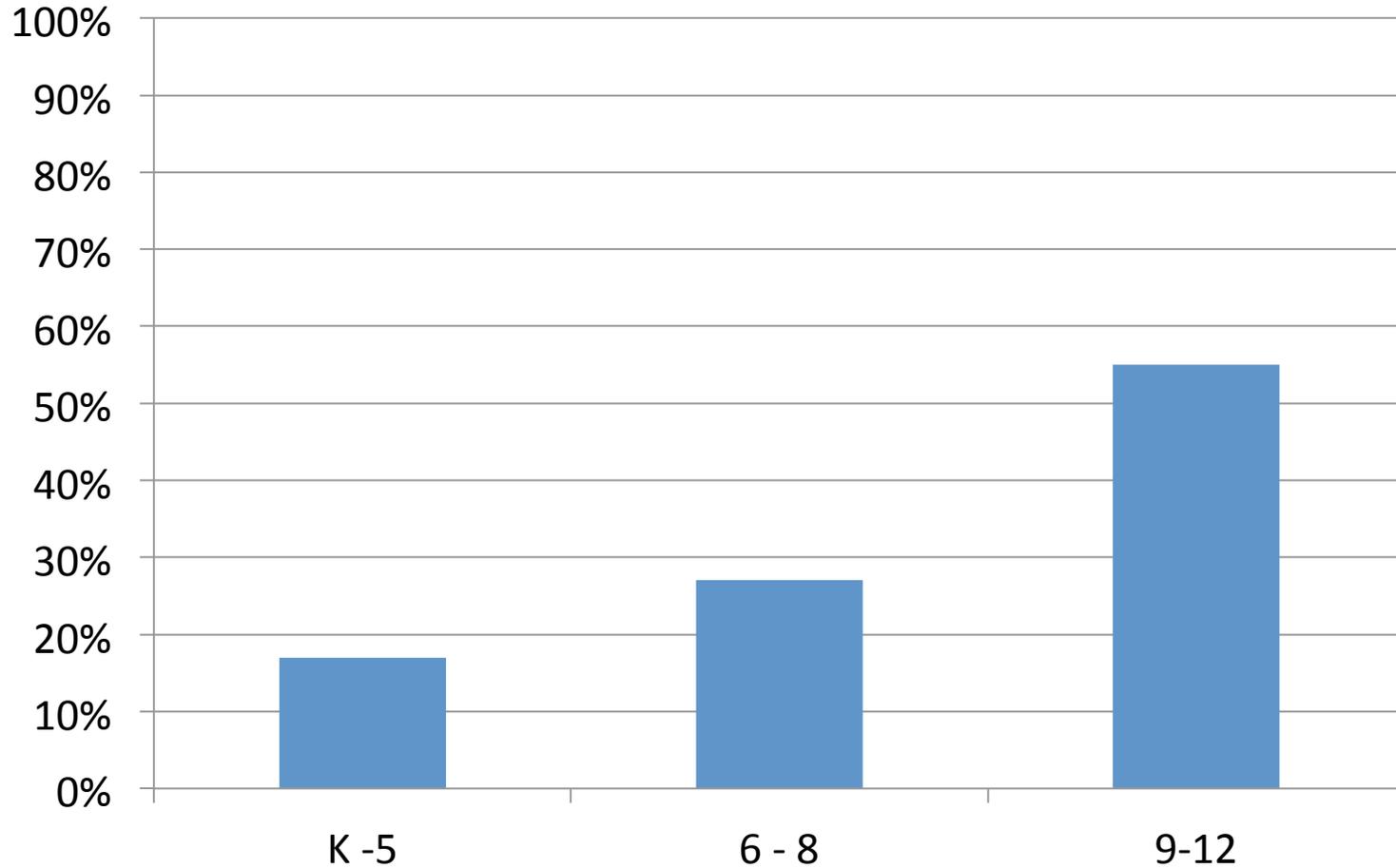
- Online Survey via email invitation to survey link
- 11,374 teachers were invited, 3,851 responded
  - 34% response rate
- Reliable, repeatable results
  - Fall 2012 and Spring 2013 results virtually identical

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# Grade Levels Results Apply



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# Key Satisfaction Measures

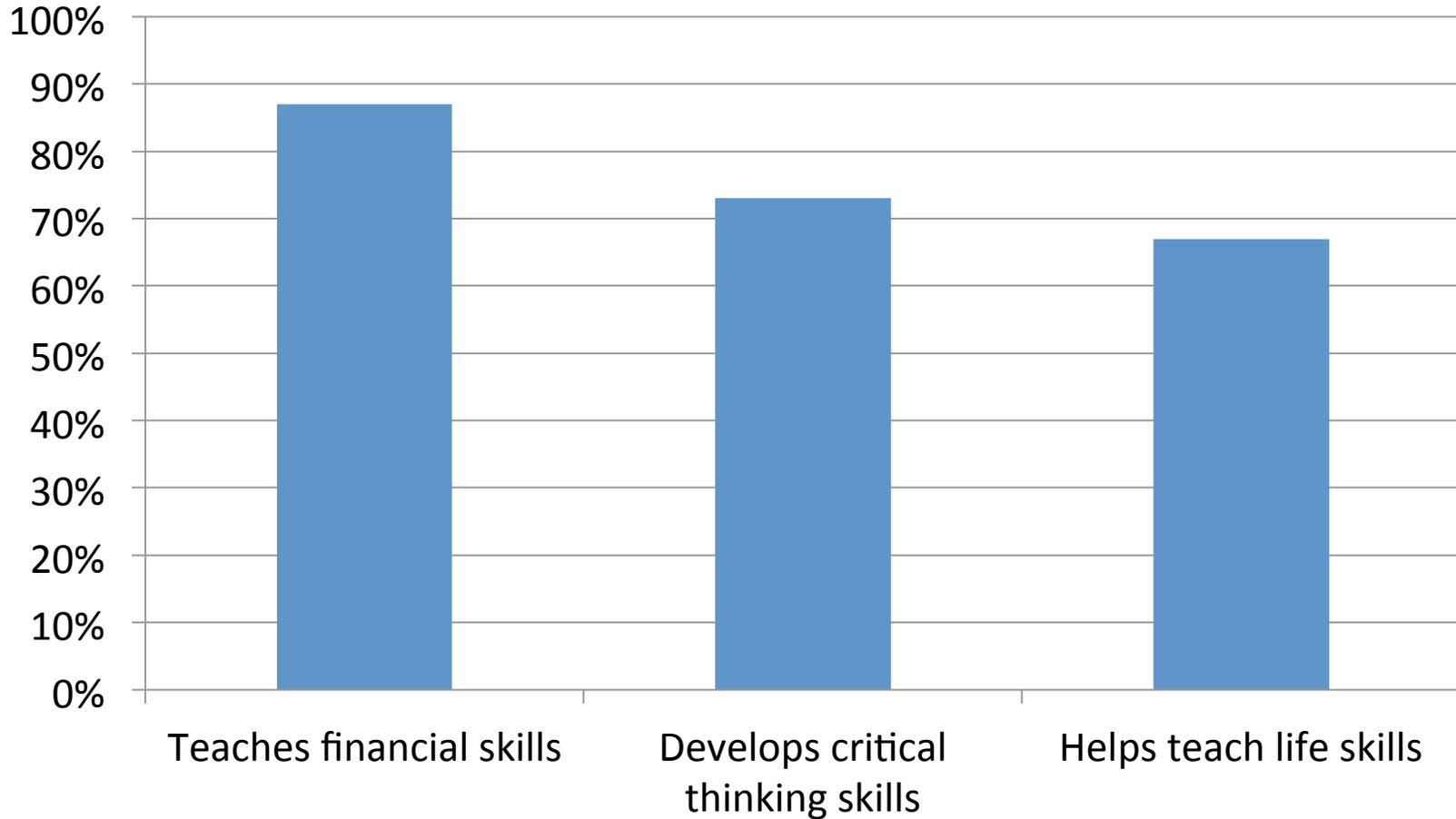
- **97%** of teachers were very/somewhat satisfied with The Stock Market Game
- **99%** would recommend The Stock Market Game to other teachers

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# Key Reasons Teachers Would Recommend to Others



# Key Satisfaction Measures

(continued)

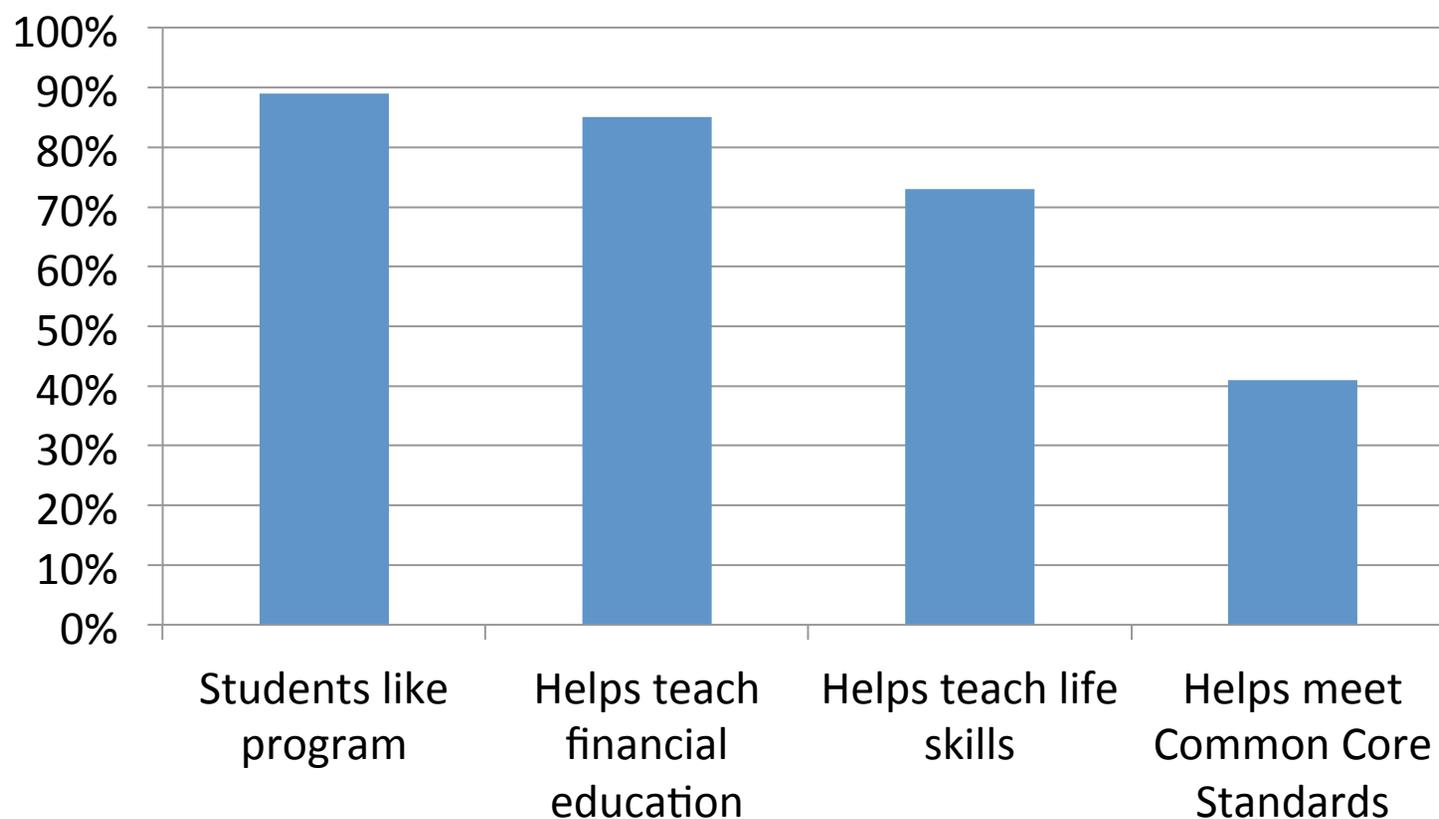
- **98%** are very or somewhat likely to participate in SMG again

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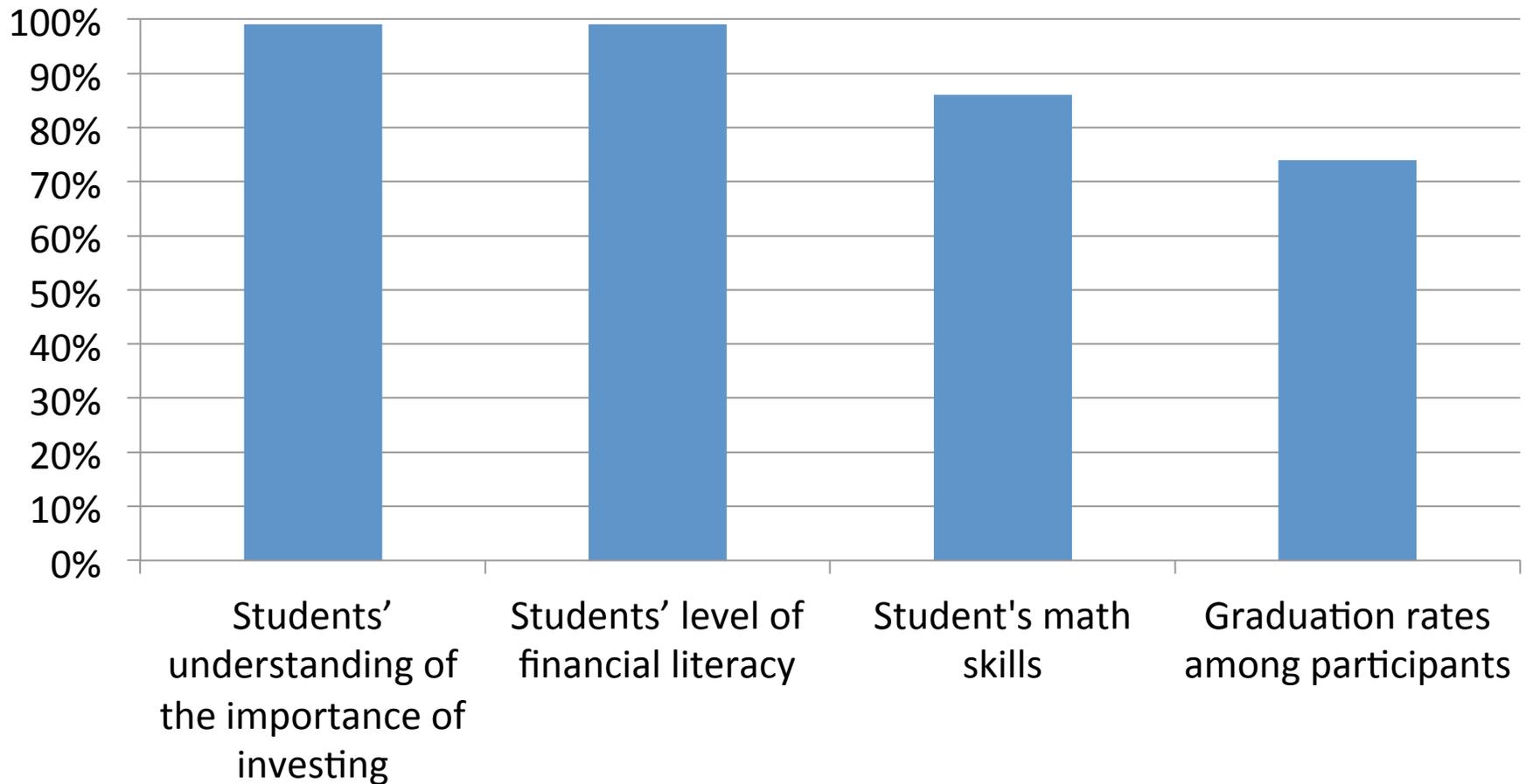


# Key Reasons Teachers are Likely to Participate Again



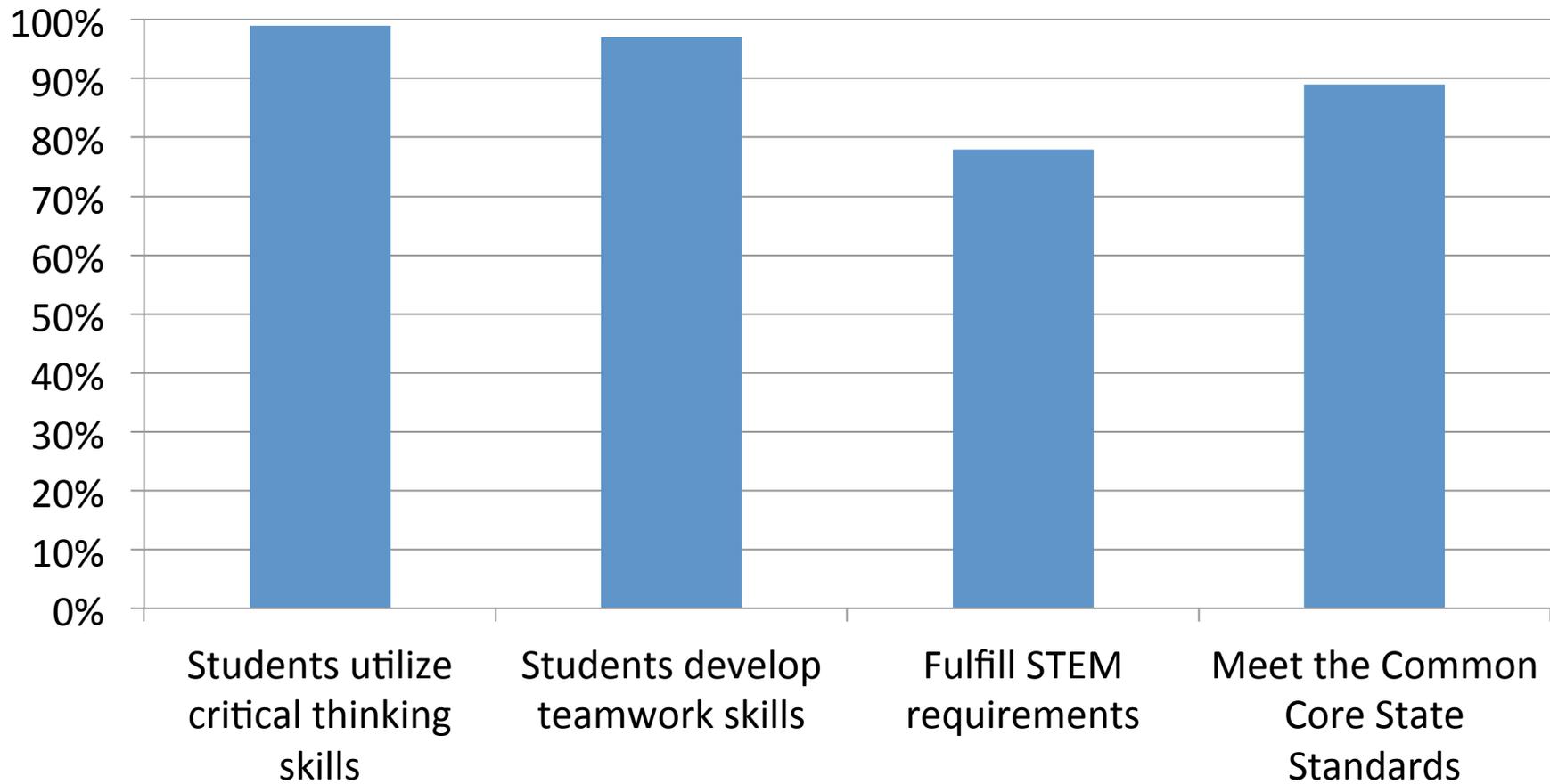
# SMG Improves

(greatly/somewhat)



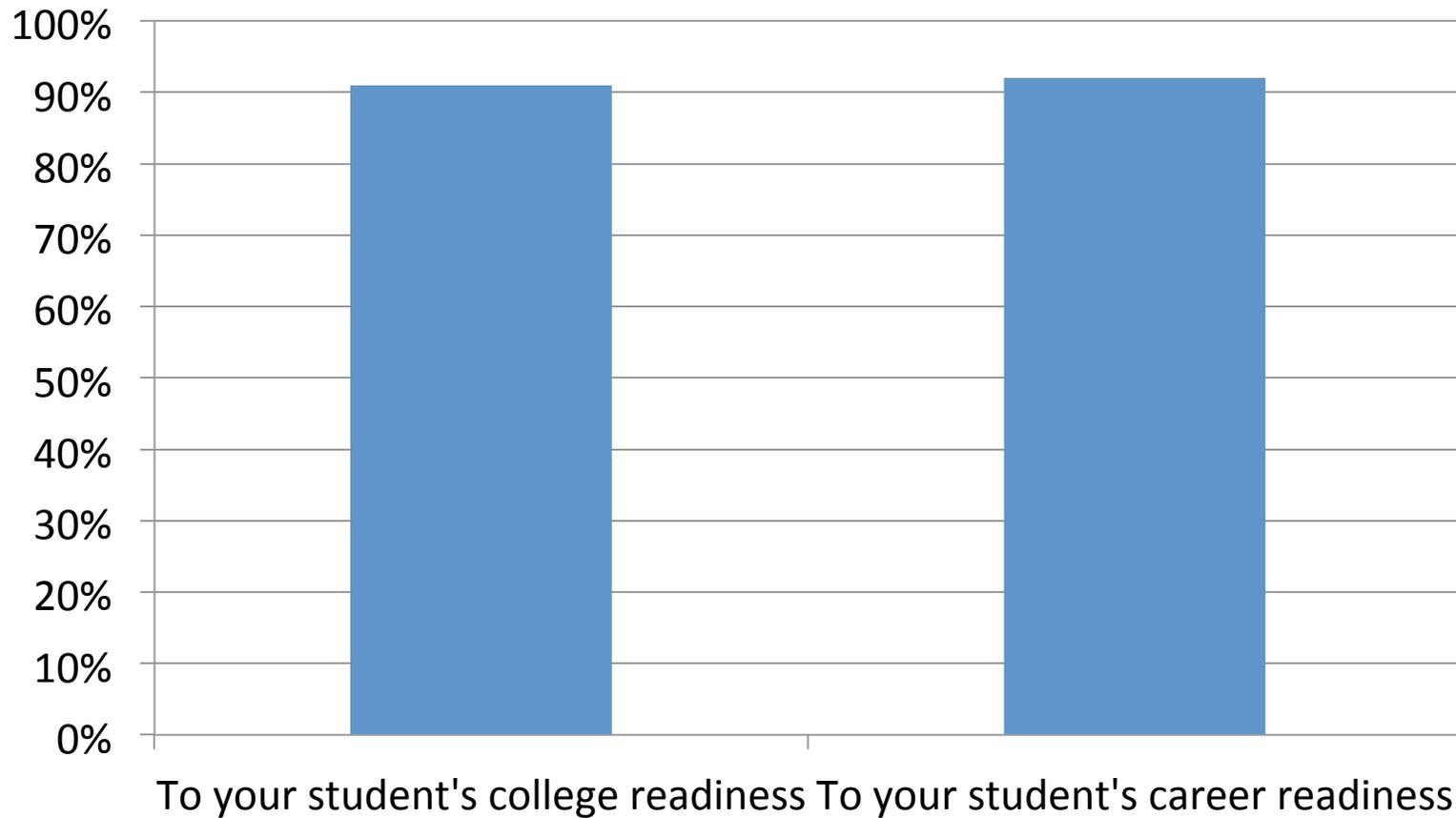
# SMG Helps

(greatly/somewhat)



# SMG Contributes

(greatly/somewhat)



# SMG Increases

(strongly/somewhat agree)

Students' motivation in the classroom **89%**

Students' participation in the classroom **89%**

Teachers' understanding of the stock market **91%**

Students' ability to apply basic skills to life decisions **93%**

Confidence and self-esteem through challenging classroom competition **88%**

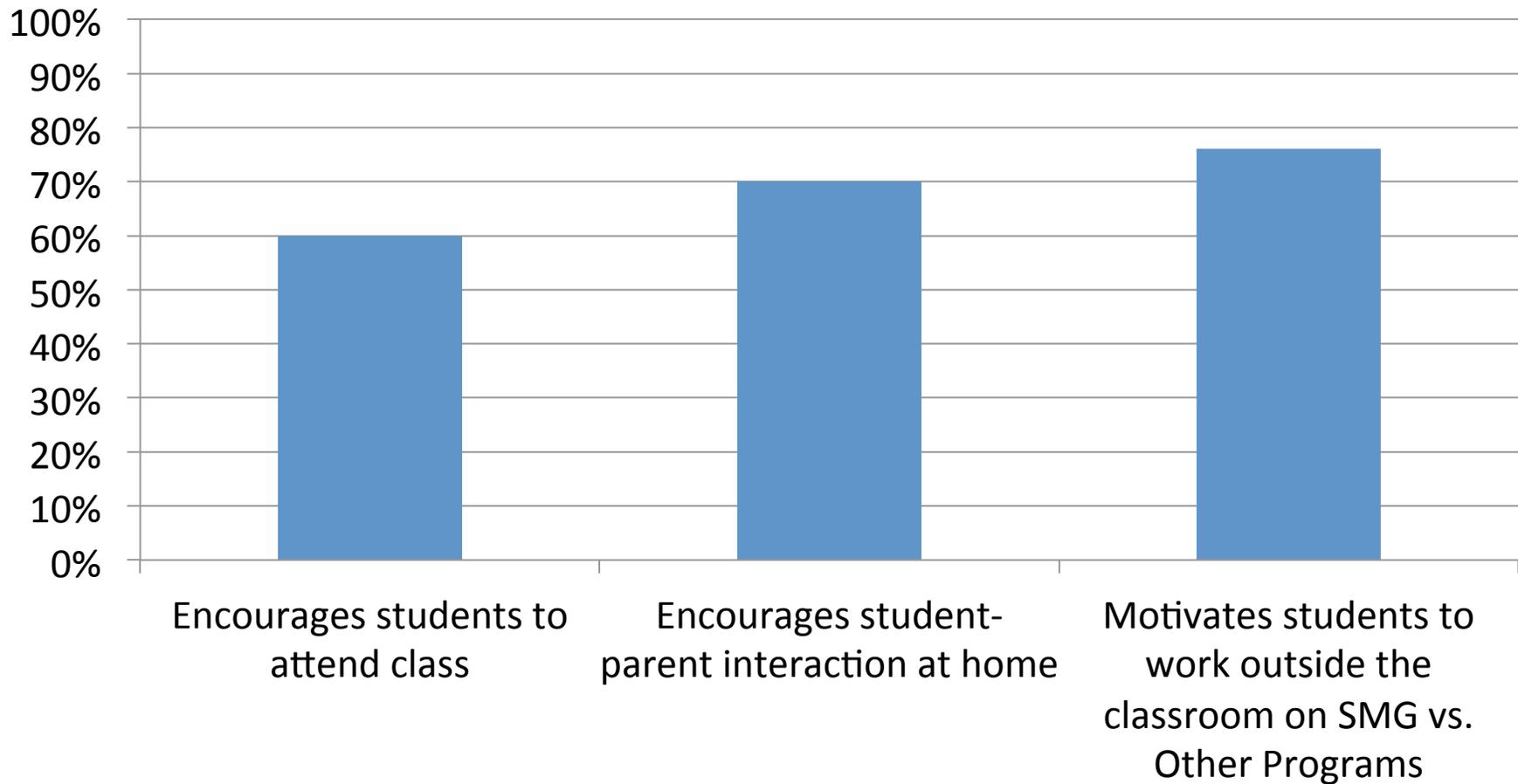
Students' ability to apply economic reasoning to life decisions **94%**

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# SMG Encourages/Motivates



# STEM Impact

- What impact, if any, do STEM requirements have on your ability to use SMG in the classroom?
  - **40% say encourages use** (vs. no effect or discourages use)

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# Common Core State Standards Impact

- What impact, if any, do CCSS have on your ability to use SMG in the classroom?
  - **53% say encourages use** (vs. no effect or discourages use)

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# Meeting Common Core Standards/STEM Requirements

- **20%** use SMG to fulfill STEM requirements
  - An additional **17%** plan to do so in the future
- **44%** of participants use SMG to meet Common Core Standards
  - An additional **18%** plan to do so in the future

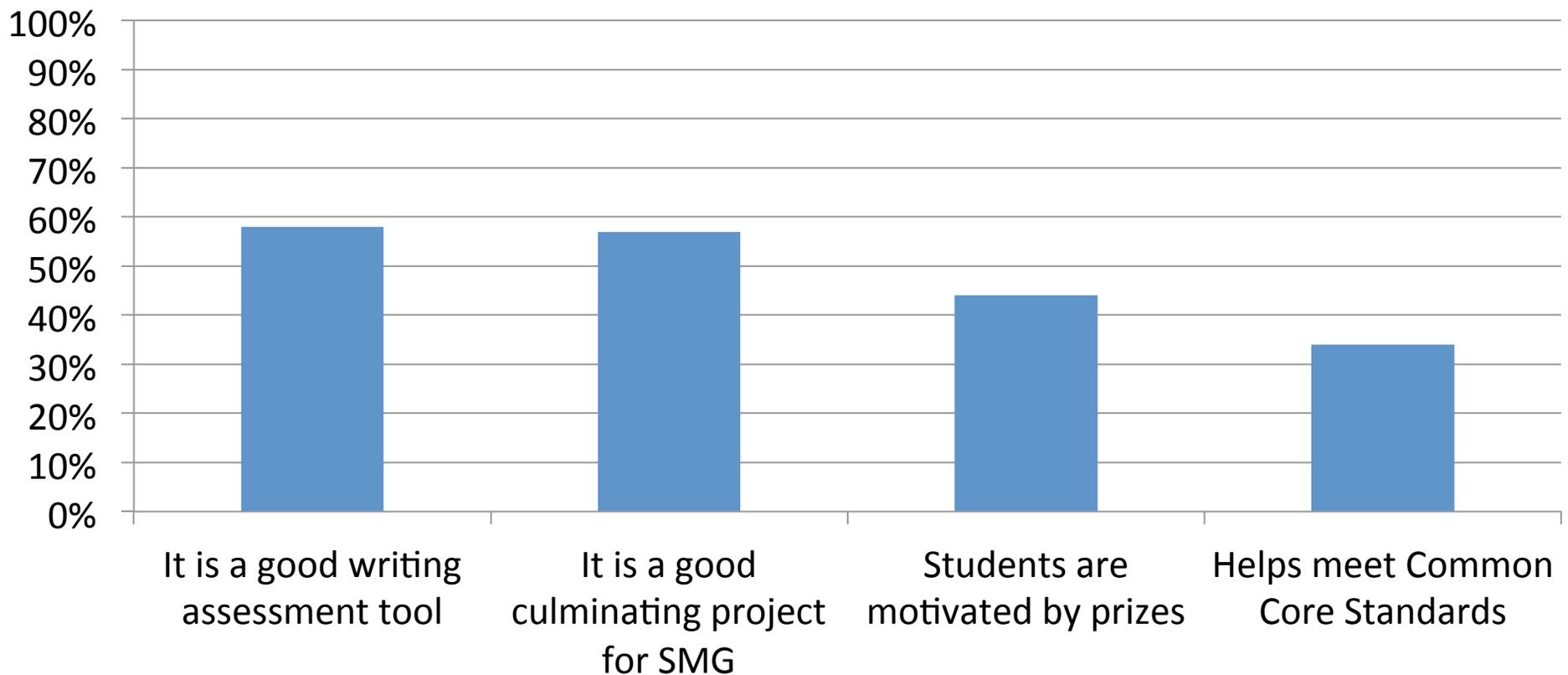
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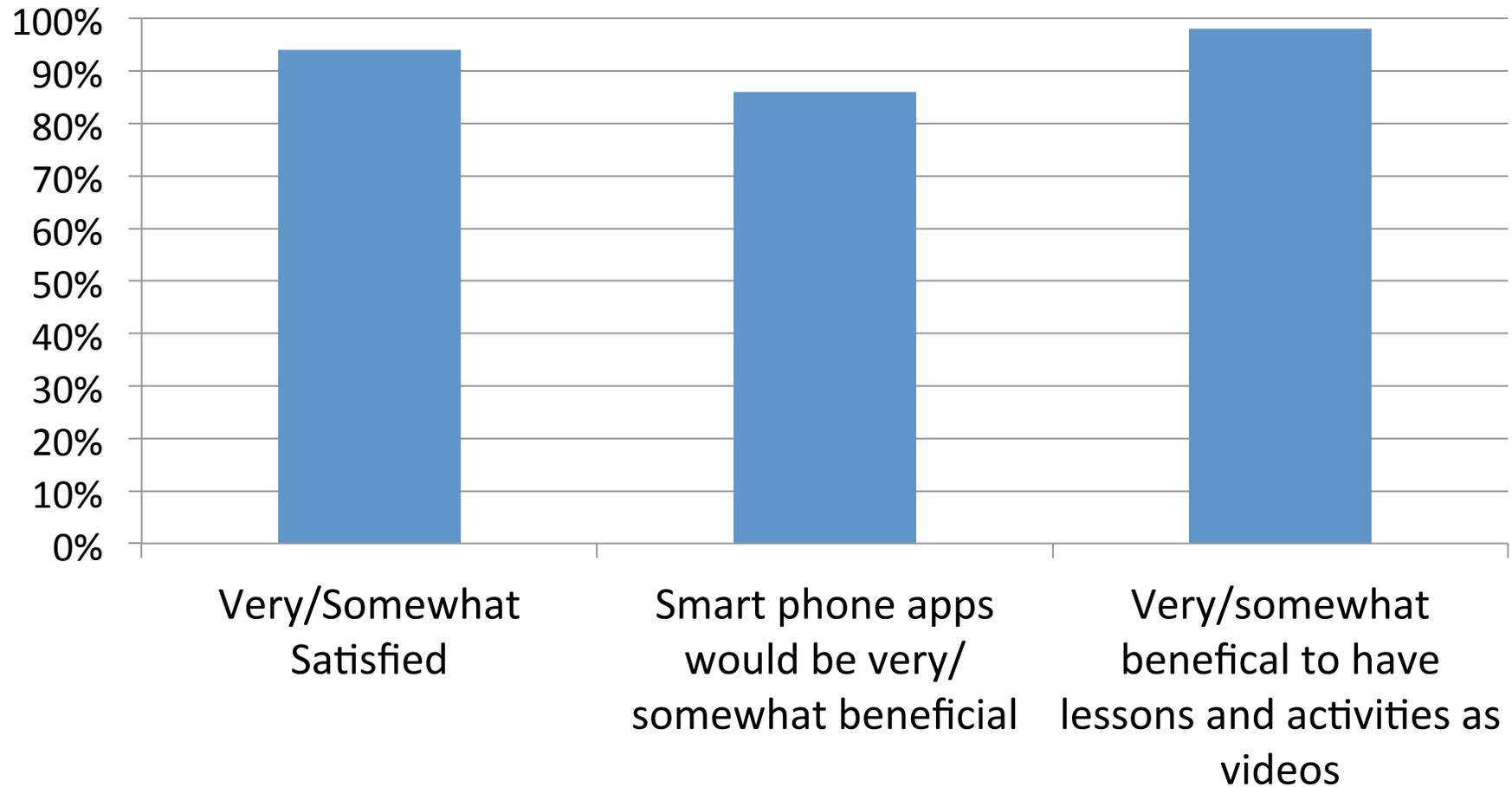


# Primary Reasons for InvestWrite Participation

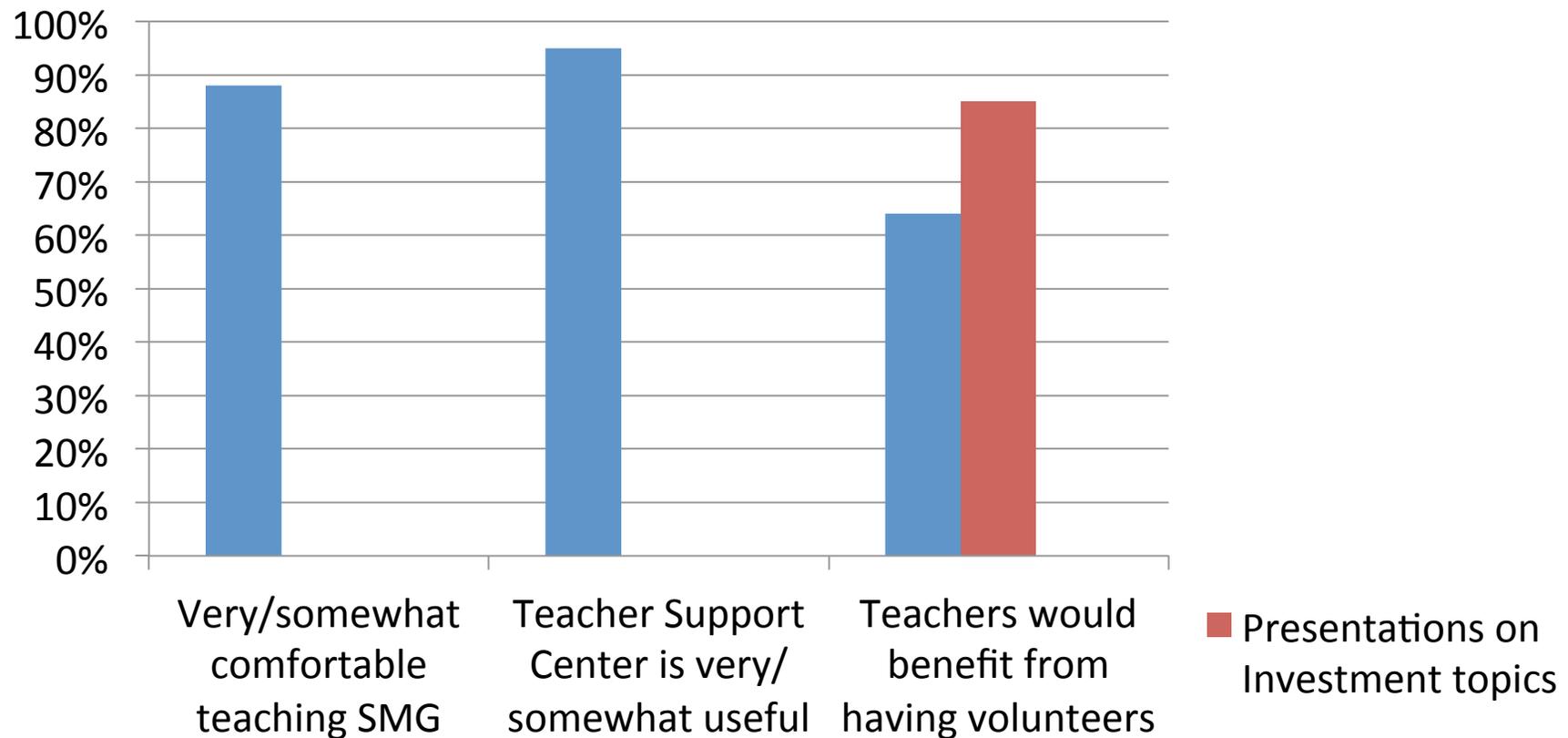
- Participation among 14% of teachers' students



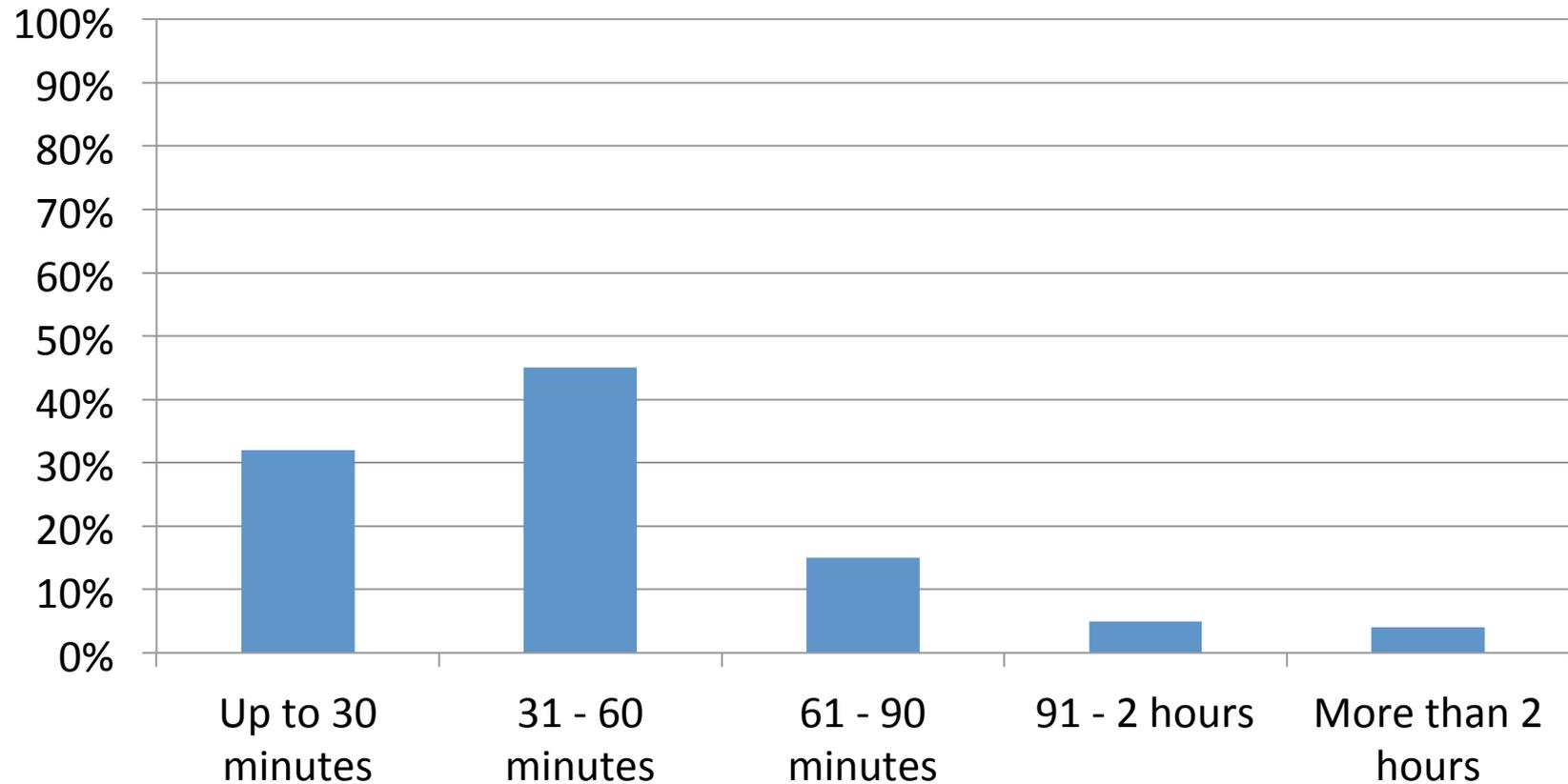
# SMG Technology



# Teacher Support and Level of Comfort



# Weekly Time Spent on SMG



# Student Motivators



# Decision Influencers

- **42%** learned about SMG **from another teacher**
- **28%** of teachers said **school principal** was very/somewhat influential
- Other influencers:
  - Instructional Supervisor **22%**
  - District Personnel **14%**
  - Parents **11%**
- **97%** say the **school administration is very/somewhat supportive of SMG**

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