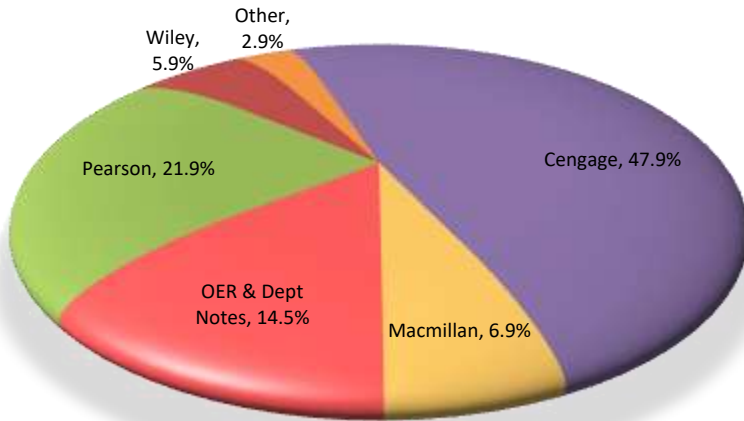
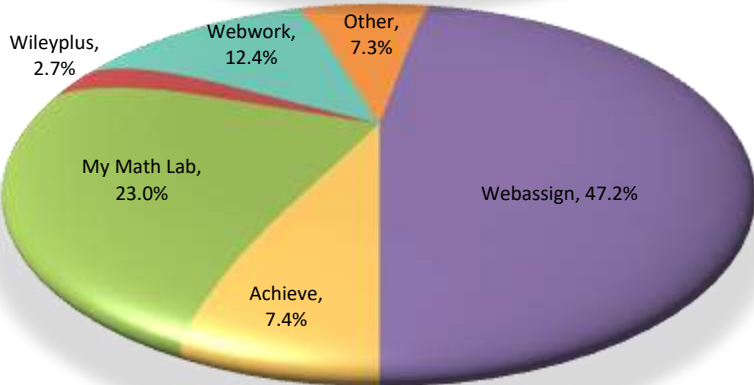


Market Brief: Calculus

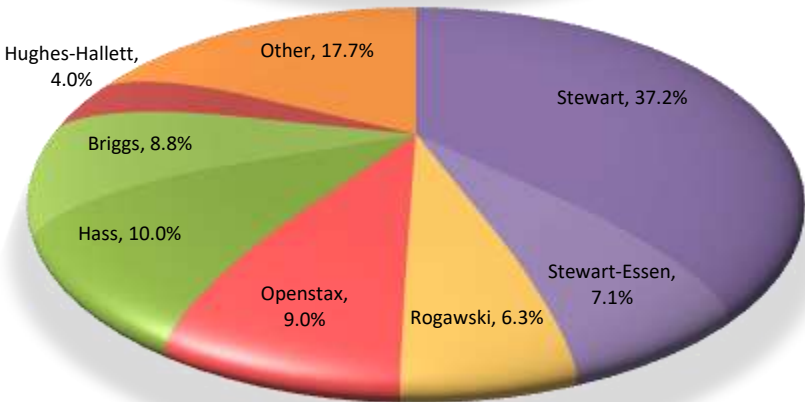
Dataset: Fall 2022 + Spring 2023



	<u>Publisher</u>	<u>Enroll</u>	<u>%</u>
1	Cengage	522,700	47.9%
2	Pearson	238,500	21.9%
3	OER & Dept Notes	158,200	14.5%
4	Macmillan	75,500	6.9%
5	Wiley	64,300	5.9%



	<u>Technology</u>	<u>Enroll</u>	<u>%</u>
1	Cengage, Webassign	409,800	47.2%
2	Pearson, My Math Lab	199,500	23.0%
3	MAA, Webwork	107,500	12.4%
4	Macmillan, Achieve	64,300	7.4%
5	Wiley, Wileyplus	23,000	2.7%



	<u>Title</u>	<u>Enroll</u>	<u>%</u>
1	Stewart 9e, '21 (Cengage)	405,800	37.2%
2	Hass 15e, '23 (Pearson)	108,800	10.0%
3	Openstax, (Openstax)	98,400	9.0%
4	Briggs 3e, '19 (Pearson)	96,300	8.8%
5	Stewart-Essen 2e, '13 (Cengage)	77,100	7.1%
6	Rogawski 4e, '19 (Macmillan)	68,900	6.3%
7	Hughes-Hallett 8e, '21 (Wiley)	43,200	4.0%

Key Data Points

Current Market Size	1.09M
Market Growth/Decline	→ 0%
Average Course Size	199
Leading Publisher	Cengage
Market Leading Text	Stewart 9e, '21 (Cengage)
Technology Penetration	80%
Leading Technology	WebAssign (Cengage)