

K-12 Tutoring Trend Report

Insights from 2021 Tutor.com School and District Programs

Executive Summary

K-12 schools and districts partner with Tutor.com to help their students get expert, caring support—when they need it most—so they can catch up, stay on track, and achieve their academic goals.

- ✓ 2021 brought a 105% YoY increase in 1-to-1 tutoring sessions and drop-off writing review.
- ✓ More subjects were in demand, with considerable gains in English, social studies, math, and world languages.
- ✓ Most tutoring sessions were served between the hours of 4 P.M.–12 midnight.
- ✓ In 2021, we issued 111% more early intervention alerts for K-12 institutional partners than in 2020. These helped schools and districts identify students struggling due to lack of prerequisite knowledge or an inability to master the subject matter.

FAST FACTS

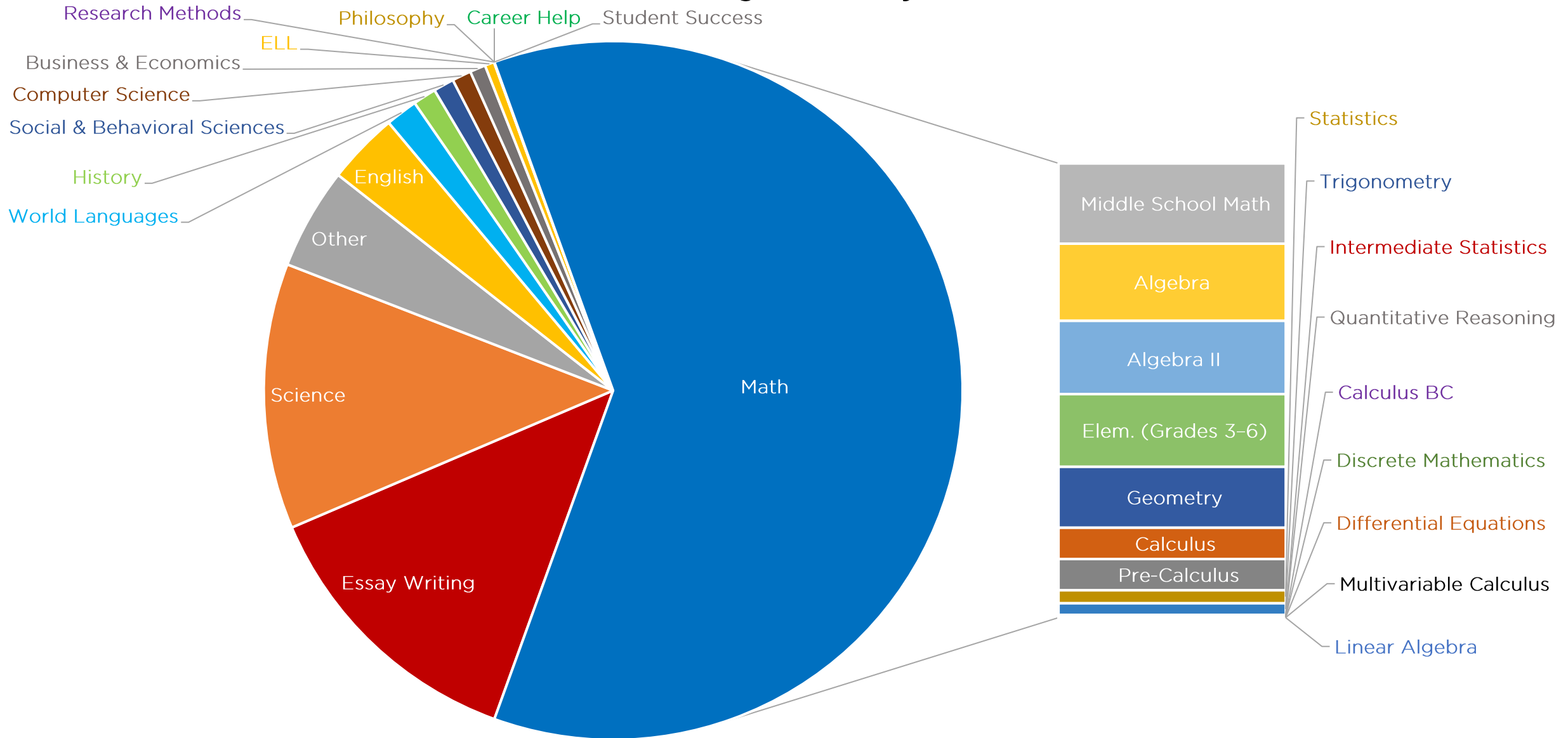
K-12 STUDENTS SERVED BY TUTOR.COM

3 million

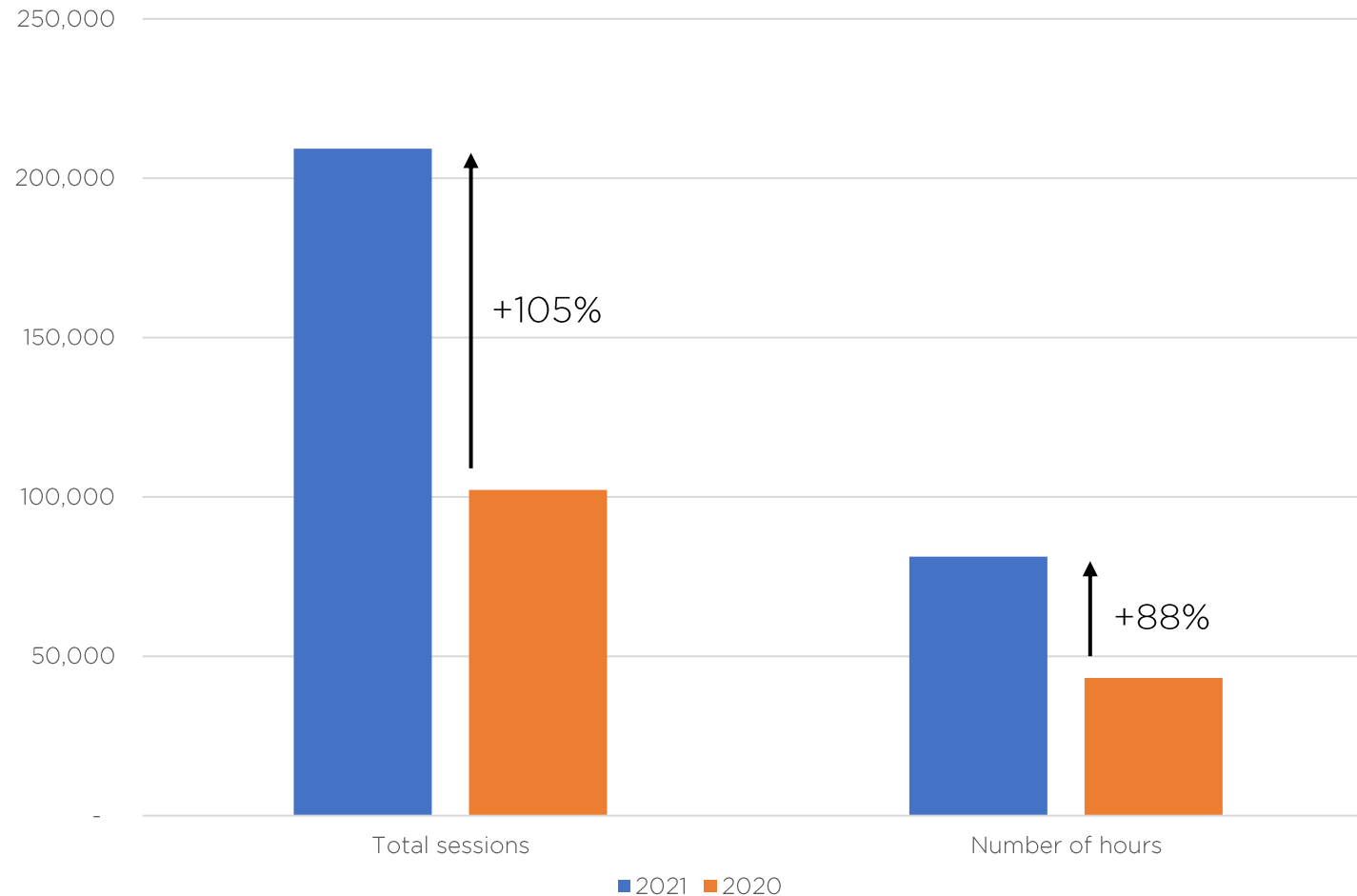
K-12 SCHOOLS & DISTRICTS USAGE 2021

Most popular topic	Essay writing
Month with greatest number of early intervention alerts	November
Average session length	23:29
Share of respondents in K-12 schools who say...	
I'm glad my school offers Tutor.com	98.10%
Tutor.com makes me more confident about my coursework	95.66%
Tutor.com helps me complete my assignments	95.99%
Tutor.com helps me improve my grades	94.84%
I'd recommend Tutor.com to a friend	95.49%
Average student rating	4.63/5

Sessions Served by Subject Area (2021)



Increase in Demand at K-12 Schools and Districts

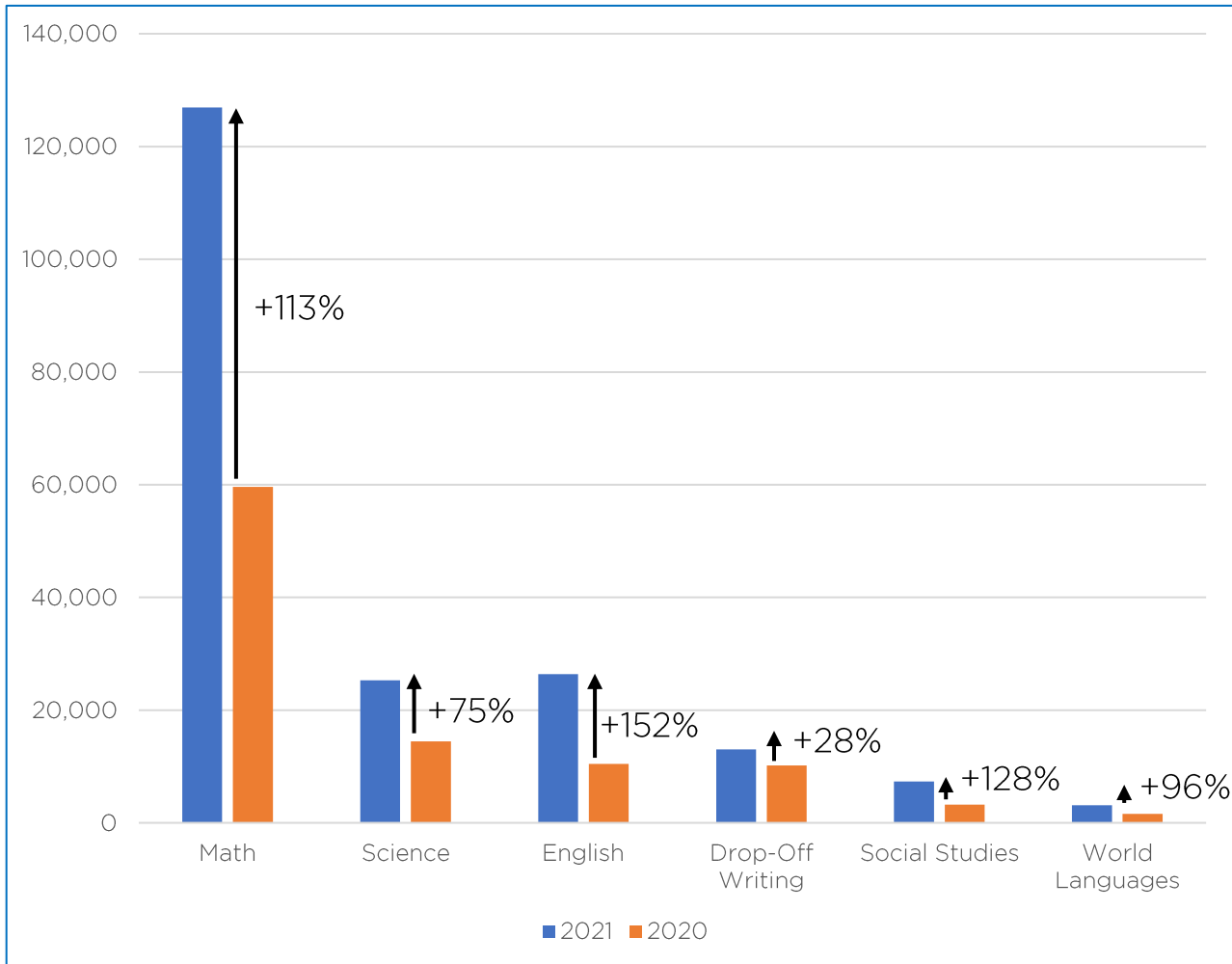


Growth in Demand Continues

From January to December 2021, there were:

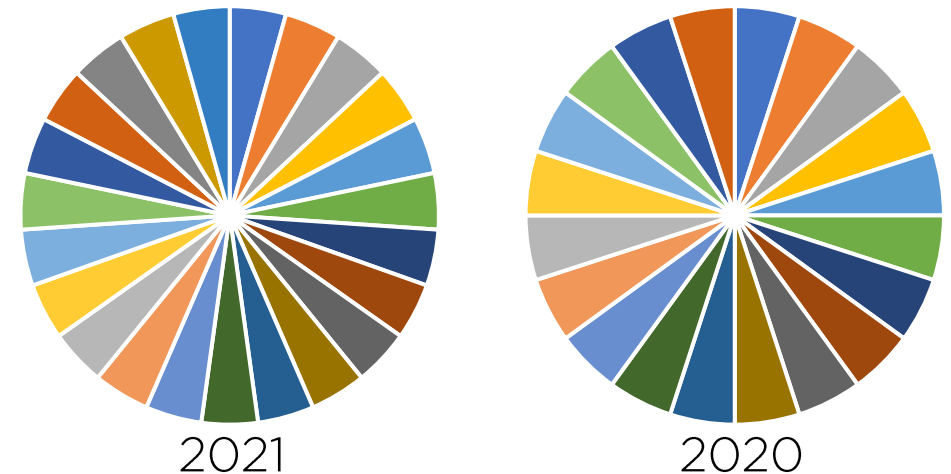
- **105%** more K-12 sessions than in 2020
- **210%** more than in the same period for 2019

Sessions by Subject (2021 vs. 2020)



- ✓ Considerable gains in English, social studies, math, and world languages, with the highest gains in social science as well as *En Español* science and social studies
- ✓ 337% increase in bilingual *En Español* sessions (available in math, science, social studies, and study skills)
- ✓ Greater need for live help rather than drop-off support

Number of core subjects accounting for total tutoring sessions increases from 2020 to 2021



Importance of 24/7 Support

Sessions Served by Day/Hour

Hours (ET)	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
0:00	0.25%	0.50%	0.73%	0.79%	0.82%	0.83%	0.43%	4.34%
1:00	0.18%	0.32%	0.47%	0.49%	0.58%	0.57%	0.31%	2.92%
2:00	0.13%	0.23%	0.28%	0.32%	0.35%	0.36%	0.20%	1.87%
3:00	0.06%	0.11%	0.13%	0.14%	0.16%	0.16%	0.10%	0.87%
4:00	0.06%	0.09%	0.09%	0.10%	0.12%	0.15%	0.07%	0.68%
5:00	0.03%	0.05%	0.07%	0.08%	0.09%	0.08%	0.05%	0.46%
6:00	0.02%	0.06%	0.05%	0.07%	0.09%	0.08%	0.05%	0.43%
7:00	0.02%	0.05%	0.10%	0.11%	0.12%	0.12%	0.06%	0.58%
8:00	0.04%	0.19%	0.23%	0.28%	0.32%	0.29%	0.10%	1.46%
9:00	0.09%	0.33%	0.40%	0.55%	0.50%	0.41%	0.13%	2.41%
10:00	0.13%	0.40%	0.53%	0.67%	0.59%	0.55%	0.17%	3.04%
11:00	0.19%	0.60%	0.70%	0.82%	0.75%	0.74%	0.21%	4.02%
12:00	0.26%	0.71%	0.95%	1.01%	0.89%	0.90%	0.28%	5.01%
13:00	0.31%	0.92%	0.95%	1.14%	0.98%	1.00%	0.33%	5.63%
14:00	0.43%	0.98%	1.10%	1.25%	1.18%	1.05%	0.37%	6.36%
15:00	0.42%	0.97%	1.06%	1.15%	1.06%	0.98%	0.38%	6.02%
16:00	0.49%	0.99%	1.14%	1.24%	1.16%	0.93%	0.40%	6.34%
17:00	0.51%	1.05%	1.28%	1.36%	1.27%	1.02%	0.40%	6.88%
18:00	0.53%	1.09%	1.30%	1.33%	1.21%	0.92%	0.42%	6.80%
19:00	0.59%	1.22%	1.35%	1.42%	1.35%	0.88%	0.42%	7.22%
20:00	0.65%	1.25%	1.36%	1.41%	1.34%	0.81%	0.42%	7.23%
21:00	0.68%	1.20%	1.34%	1.34%	1.30%	0.78%	0.40%	7.05%
22:00	0.66%	1.18%	1.24%	1.32%	1.22%	0.67%	0.40%	6.69%
23:00	0.55%	1.00%	1.11%	1.04%	1.08%	0.62%	0.31%	5.71%
Grand Total	7.28%	15.47%	17.99%	19.45%	18.54%	14.87%	6.41%	100%

In 2021, 46% of K-12 tutoring sessions were served between 4 P.M.–12 midnight, Monday–Friday.

In many schools and districts, school-day usage is rising and accounts for the majority of 1-to-1 sessions.

8 P.M. was the most popular time for students to seek help. **Wednesday at 7 P.M.** was the moment with the greatest need.

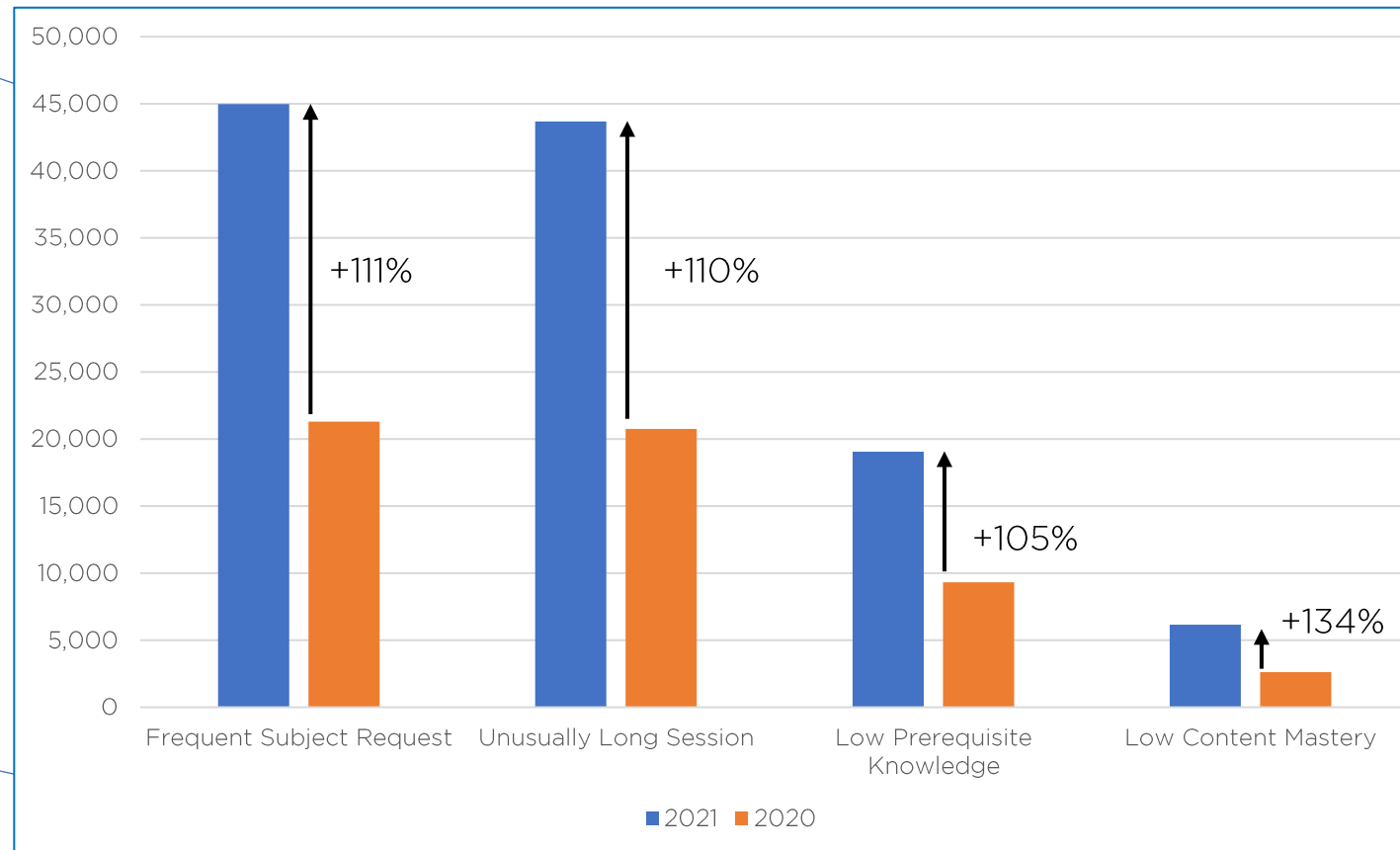
That's one day earlier and two hours later than in 2020, when Thursday at 5 P.M. was the most popular time. This may be attributable to resumption of after-school extracurriculars.

Early Intervention Alerts at K-12 Schools and Districts

Our **Predictive Insights Data Analysis** provides **early, actionable data** to **accelerate the intervention timeline** and **improve student success**.

We scale the 1-to-1 **human connection**, even when in-person class is distanced, shortened, or paused.

In 2021, early intervention alerts helped schools provide **just-in-time support** to help students improve their grades and stay on track.



Low prerequisite knowledge



When the tutor assessed your student lacked prerequisite knowledge in the session's topic.

Low Content Mastery



When the tutor assessed your student lacked demonstrated content mastery by session's end.

Unusually Long Session



When a student spends 50% longer than the average student in the same content area.

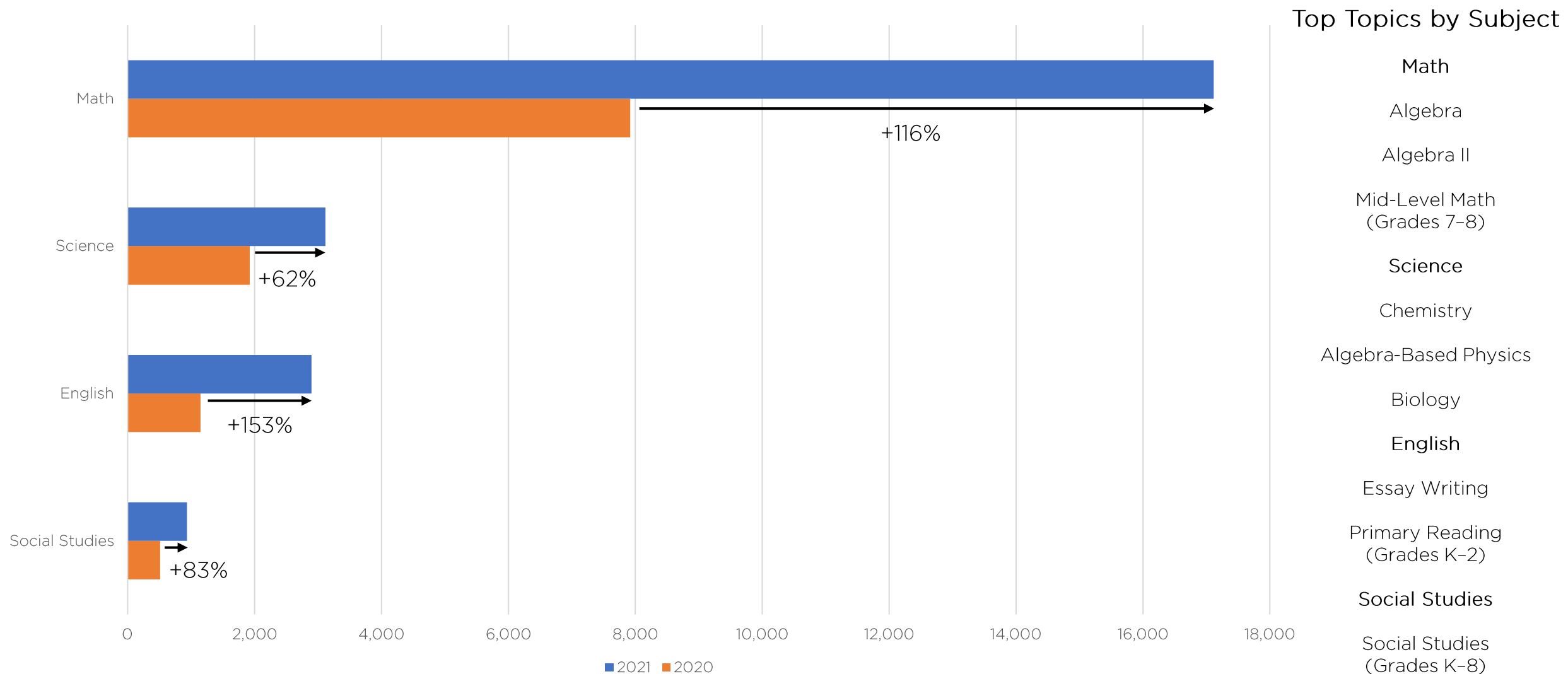
Frequent Subject Request



When the student connects for tutoring help 4+ times in a 7 day period.

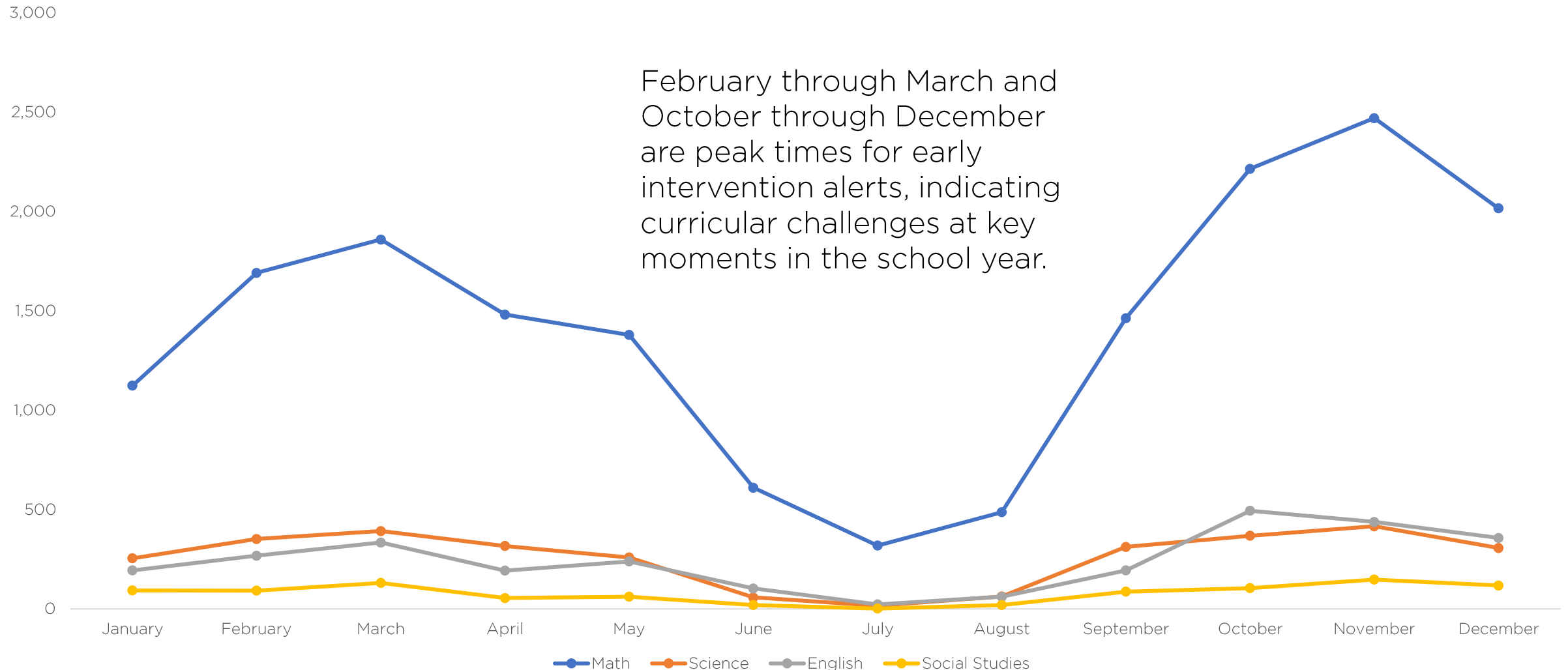
Early Intervention Alerts by Subject (2021 vs. 2020)

For Lack of Prerequisite Knowledge and Content Mastery



Just-in-Time Support

Subjects With the Most Prerequisite Knowledge and Content Mastery Alerts, by Month (2021)



Curricular Challenges in Math

Areas With the Most Prerequisite Knowledge and Content Mastery Alerts, by Month (2021)

Subject	January	February	March	April	May	June	July	August	September	October	November	December
Algebra	Linear Equations				Quadratic Equations, Inequalities, and Functions	Linear Equations						
Algebra II	Polynomial, Rational Expressions, Equations and Functions	Radical, Exponential, and Logarithmic Equations and Functions	Polynomial, Rational Expressions, Equations and Functions			Patterns and Functions	Quadratic Equations, Inequalities, and Functions	Polynomial, Rational Expressions, Equations and Functions	Linear Functions, Equations, and Inequalities	Quadratic Equations, Inequalities, and Functions	Polynomial, Rational Expressions, Equations and Functions	Polynomial, Rational Expressions, Equations and Functions & Quadratic Equations, Inequalities, and Functions
Mid-Level Math (Grades 7-8)	Algebra, Patterns and Relationships					Numbers	Numbers & Other	Algebra, Patterns and Relationships	Numbers			