



**Cost of Tutoring**  
Detailed Report

(Oct. 2014 - Jan. 2016)

## Detailed Report for Tutoring Prices 2015-2016

### *What's all this fuss about Cost of Tutoring?*

It was a topic of discussion for a while at Student-Tutor that we wanted to write an article on the cost of tutoring. We know that we're not the only tutoring option out there, and we're also not the only type. We were able to passively categorize companies into Tutoring Marketplaces, Team Tutoring, Tutoring Agencies, and Freelance Tutors. Within these types of companies, there are different services offered such as classes, online tutoring, in-person and in-home tutoring, telephonic tutoring, and tutoring centers (in-person, but centralized in one location).

#### Duration

We began research for this article in **October of 2015**. The article was published in **January of 2016**. Therefore, **approximately 4 months** of research went into this report.

### The Research Process

To begin, we compiled a list of tutoring companies. We started with the "big-name" tutoring companies, such as Sylvan Learning and Kumon, and then we dug deeper to find companies that were less known -- Like A to Z Tutoring. We sorted companies based on their Google Pagerank.

**Some companies were eliminated from the list.** Companies with a Google Pagerank of 1 or less, and companies that were identified as possible scams through analysis of customer reviews.

The final, curated list was the following companies:

- |                         |                              |
|-------------------------|------------------------------|
| 1. Wyzant               | 18. Inspire In Home Tutoring |
| 2. Craigslist Tutors    | 19. 36 By Design             |
| 3. Frog Tutoring        | 20. Morris Tutoring          |
| 4. Thumbtack            | 21. Sylvan Learning          |
| 5. Revolution Prep      | 22. Kumon                    |
| 6. Tutor Bungalow       | 23. Tutor Tutor              |
| 7. University Tutor     | 24. Eduboard                 |
| 8. Varsity Tutors       | 25. Mind Launch              |
| 9. Princeton Review     | 26. Tuta Point               |
| 10. Kaplan Test Prep    | 27. The A List               |
| 11. Test Masters        | 28. IvyWise                  |
| 12. Tutor.com           | 29. Student-Tutor            |
| 13. Chegg               | 30. Mathnasium               |
| 14. Growing Stars       |                              |
| 15. Prep Scholar Tutors |                              |
| 16. Veritas Prep        |                              |
| 17. A to Z Tutoring     |                              |

**We analyzed 30 tutoring companies total.**

## Detailed Report for Tutoring Prices 2015-2016

### The Research Process (Continued)

#### 5 Star Ratings

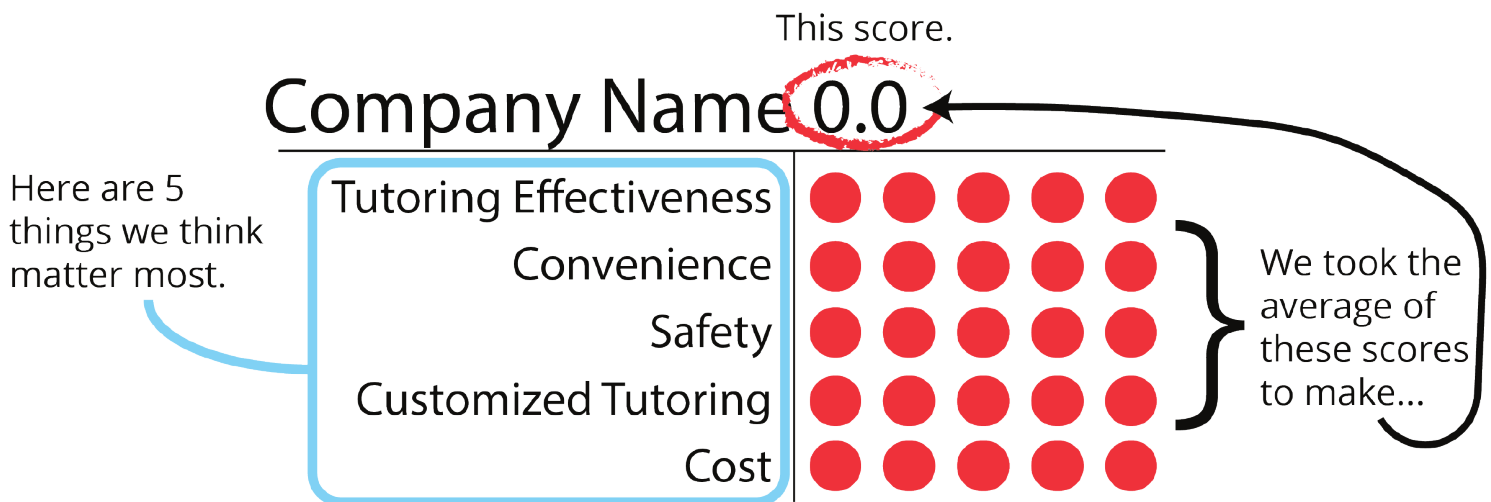
We understand that **price is not the only factor involved in tutoring**. When you pay for a service, there is a level of service that you are paying for. More than just the average hourly price of each tutoring company, we wanted to rank companies based on their overall tutoring worth.

We came up with a 5-point system based on averages to produce individual rankings for each company.

It was possible for companies to generate 5 points from the following categories:

1. Tutoring Effectiveness
2. Convenience
3. Safety
4. Customized Tutoring
5. Cost

*How do you fairly rank 20+ tutoring companies?*



## Detailed Report for Tutoring Prices 2015-2016

### The Research Process (Continued)

#### 5 Star Ratings

These 5 categories were then broken into **more detailed categories**.

**Each category has a possibility of 5 stars.**

1. Quality of tutoring

- o One-on-one tutoring is their speciality = .71
- o Tutors have teaching credentials = .71
- o Tutors have gone through a company-issued training = .71
- o Tutors are personable/specific to one child = .71
- o The organization is involved in holding the tutor accountable = .71
- o The organization provides an assessment or personal evaluation of student's skills and direction = .71
- o Overall online reviews are on average 4 stars or higher (Yelp, Facebook, Google) = .71

2. Convenience

- o In-home tutoring is available = 1.6
- o Tutoring times are flexible = 1.6
- o Online tutoring is available = 1.6

3. Safety

- o The tutor was background checked = 2.5
- o There are customer reviews for the tutor or company = 2.5

4. Customization

- o Students can have homework help = 1.25
- o There is Academic and test prep tutoring = 1.25
- o The organization has progress evaluations of tutor and student = 1.25
- o Company has their own curriculum (programs they have developed) = 1.25

5. Cost

0 - 31	5
31 - 50	4
51 - 70	3
71 - 90	2
90 - 100+	1



Prices were based on hourly rates. Later in this report, we will show how these were calculated.

**All sub-category points were constructed as Yes or No. Either the point was earned, or it wasn't.**

## Detailed Report for Tutoring Prices 2015-2016

### Calculating the average hourly rate

This is where our research proved to be a little more complicated. Several tutoring companies offer packages of hours and minutes.

Here was our standard formula:


$$\text{Cost/No. of Hours} = \text{Average Hourly Cost}$$

$$\text{Cost/No. of Hours} + \text{Additional Fees/No. of Hours} = \text{Average Hourly Cost}$$






Prices for each company were determined in a number of fashions:


- Telephone conversations with sales representatives
- Prices provided on company websites
- Email correspondence from sales representatives
- Online research

### Breakdown of Company Infographics

 scores with .5 - .9 recieved this notation.

## Company Name 0.0

Tutoring Effectiveness	
Convenience	
Safety	
Customized Tutoring	
Cost	

 A safety rating of 0 means tutors have not recieved background checks and have no customer reviews [or] reviews that can not be verified.

## Detailed Report for Tutoring Prices 2015-2016

	Tutoring Effectiveness							TOTAL	Convenience			TOTAL	Safety		TOTAL	Customized Tutoring					TOTAL	Cost	Grand Total
	Specialty 1-on-1 private tutoring	Teaching Credentials	Company issued training	Same tutor weekly	Organization involvement	Assessment or personal eval	Reviews average 4 or higher	Tutor Effectiveness Score 1-5	In-home tutoring	Flexible times	Online Tutoring	Convenience Score	Background checked	Customer Reviews	Safety Score	Homework help	Academic & Test Prep	Progress evaluations	Company developed curriculum	Customization Score	Cost Score		
Wyzant	1	1	1	1	0	0	0	2.9	1	1	1	5.0	1	1	5	1	1	0	0	2.5	4	3.9	
Craigslist Tutors	0	1	0	1	0	0	0	1.4	1	1	0	3.3	0	0	0	1	1	0	0	2.5	4	2.3	
Frog Tutoring	1	0	1	1	0	0	0	2.1	1	1	0	3.3	1	1	5	1	1	0	0	2.5	4	3.4	
Thumbtack	0	1	0	1	0	0	0	1.4	1	1	0	3.3	1	1	5	1	1	0	0	2.5	4	3.3	
Revolution Prep	1	1	1	1	1	1	0	4.3	0	1	1	3.3	1	1	5	1	1	1	1	5	1	3.7	
Tutor Bungalow	1	0	0	1	0	0	0	1.4	1	1	0	3.3	0	1	2.5	1	1	0	0	2.5	4	2.8	
Club Z Tutoring	1	1	1	1	0	1	1	4.3	1	1	0	3.3	1	1	5	1	1	0	0	2.5	3	3.6	
University Tutor	1	0	0	1	0	0	0	1.4	1	1	1	5.0	0	1	2.5	1	1	0	0	2.5	4	3.1	
Varsity Tutors	1	1	1	1	0	1	0	3.6	1	1	1	5.0	1	1	5	1	1	0	1	3.75	3	4.1	
Princeton Review	1	1	0	1	0	1	0	2.9	1	1	1	5.0	1	1	5	1	1	0	1	3.75	1	3.5	
Kaplan Test Prep	1	1	1	1	0	0	0	2.9	1	1	1	5.0	1	1	5	0	0	1	1	2.5	4	3.9	
Test Masters	1	1	0	1	0	0	0	2.1	1	1	1	5.0	0	1	2.5	0	0	0	1	1.25	1	2.4	
Tutor.com	1	1	0	1	0	0	0	2.1	0	1	1	3.3	0	0	0	1	1	0	0	2.5	3	2.2	
Chegg	1	1	0	1	0	0	0	2.1	0	1	1	3.3	0	1	2.5	1	1	0	1	3.75	5	3.3	
Growing Stars	1	1	1	1	1	1	0	4.3	0	1	1	3.3	0	1	2.5	0	1	1	1	3.75	5	3.8	
Prep Scholar Tutors	1	1	1	1	1	1	1	5.0	0	1	1	3.3	1	1	5	0	1	1	1	3.75	3	4.0	
Veritas Prep	1	1	1	1	0	1	1	4.3	1	1	1	5.0	1	1	5	0	1	0	1	2.5	1	3.6	
A to Z Tutoring	1	1	1	1	1	1	1	5.0	1	1	0	3.3	1	1	5	1	0	1	1	3.75	3	4.0	
Inspire In Home Tutoring	1	1	1	1	1	1	0	4.3	1	1	0	3.3	1	1	5	1	1	0	1	3.75	4	4.1	
36 By Design	1	0	0	1	1	1	1	3.6	0	1	1	3.3	0	1	2.5	0	0	1	1	2.5	3	3.0	
Morris Tutoring	1	1	0	1	1	1	0	3.6	1	0	0	1.7	1	1	5	1	1	1	1	5	3	3.6	
Sylvan Learning	1	1	0	1	0	1	1	3.6	0	0	0	0.0	1	1	5	1	1	0	1	3.75	4	3.3	
Kumon	0	0	1	0	1	1	1	2.9	0	1	0	1.7	1	1	5	1	1	1	1	5	1	3.1	
Tutor Tutor	1	0	0	1	1	1	0	2.9	1	1	0	3.3	0	1	2.5	1	1	0	0	2.5	4	3.0	
Eduboard	1	1	0	1	0	0	0	2.1	0	1	1	3.3	0	1	2.5	1	1	0	0	2.5	4	2.9	
Mind Launch	1	1	1	1	1	0	0	3.6	0	1	1	3.3	1	1	5	1	1	0	1	3.75	1	3.3	
Tuta Point	1	1	1	0	1	0	0	2.9	0	1	1	3.3	1	1	5	1	1	0	0	2.5	4	3.5	
The A List	1	1	1	1	1	1	0	4.3	1	0	0	1.7	1	1	5	1	1	0	0	2.5	1	2.9	
IvyWise	1	0	0	1	0	0	1	2.1	1	1	1	5.0	1	1	5	1	1	0	0	2.5	5	3.9	
Student-Tutor	1	0	1	1	1	1	1	4.3	1	1	1	5.0	1	1	5	1	1	1	1	5	3	4.5	
Mathnasium	1	1	1	1	0	1	1	4.3	0	0	0	0.0	1	1	5	1	1	0	1	3.75	3	3.2	

## Detailed Report for Tutoring Prices 2015-2016

### Final Thoughts

In conclusion, the team at Student-Tutor would like to make it very clear that we did not at any time during this research process intend to deconstruct the public image of another tutoring company. We simply wanted to provide students, parents, and the world with the most up-to-date and helpful information we could on the cost of academic and test prep tutoring!

As always, we strive to spark bright futures in the lives of others.

Happy learning!

