

2020 TEACHER SPENDING SURVEY

THE GUIDE FOR EFFECTIVELY ENGAGING TODAY'S TEACHER



The impact of 99% of schools building closures and what the coming year means for teachers.

This survey took a deep dive into understanding what it means to be a teacher and how these findings are impacted by the school closures.

Care about the CARES Act?
School leaders are facing new challenges and are relying on input from teachers & all staff.
Learn more:
https://youtu.be/UCjC7zb5T_o

These findings reinforce the value for vendors of finding ways to honor and reward teachers for their service as teachers.

Offering teacher discounts has great promise for vendors seeking to gain a market advantage.

For most teachers, being an educator is a very important aspect of their lives.

This tendency was the greatest among elementary school teachers.

Large and high Title 1 districts were the most likely to rate several aspects of life unrelated to teaching as highly important.

86.5%
of teachers have a strong tendency to spend their own money to support teaching needs.

TEACHER SPENDING

The survey shows a fairly even divide between teachers who feel their school budget is adequate and teachers who don't.

Elementary school teachers are the greatest market potential.

Pre-pandemic school closures spend

\$250

After schools closing spend

\$1-100

If schools open in Fall 2020:
Vendors of classroom supplies, student rewards, instructional resources, and reading materials for students will find strong opportunities for sales directly to teachers, most of whom make purchases regularly throughout the school year

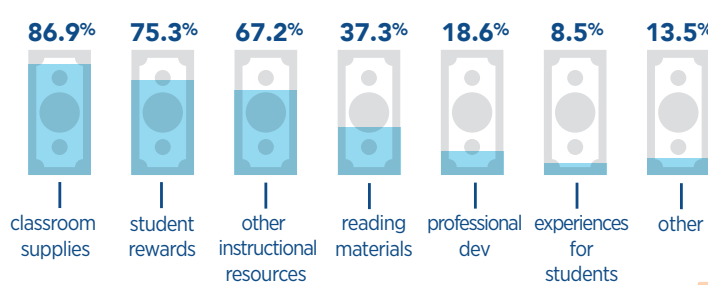
If school buildings are closed:
Teaching must take place at a distance, the market for home technology, other home office equipment, expanded internet access, and printing supplies might continue to grow

These segments feel their budget is inadequate and spend their personal funds:

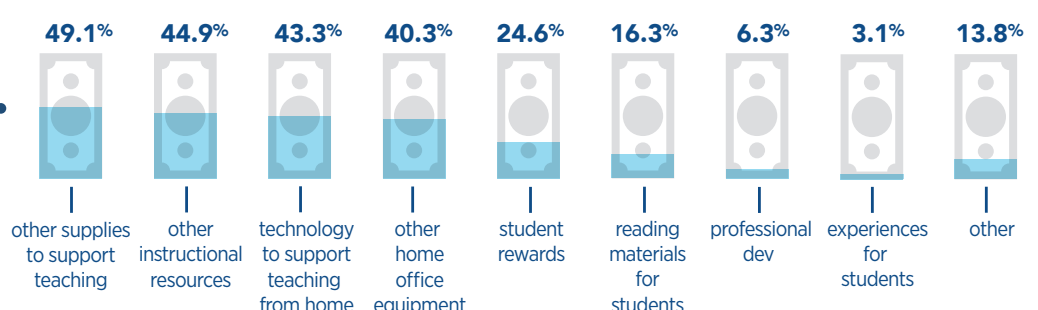
Teachers in urban areas, High Title I districts and Large districts with 10,000 or more students spend more than

\$250

What teachers spent personal funds on to support their teaching **BEFORE SCHOOL CLOSED**



What teachers spent personal funds on to support their teaching **SINCE SCHOOL CLOSED**



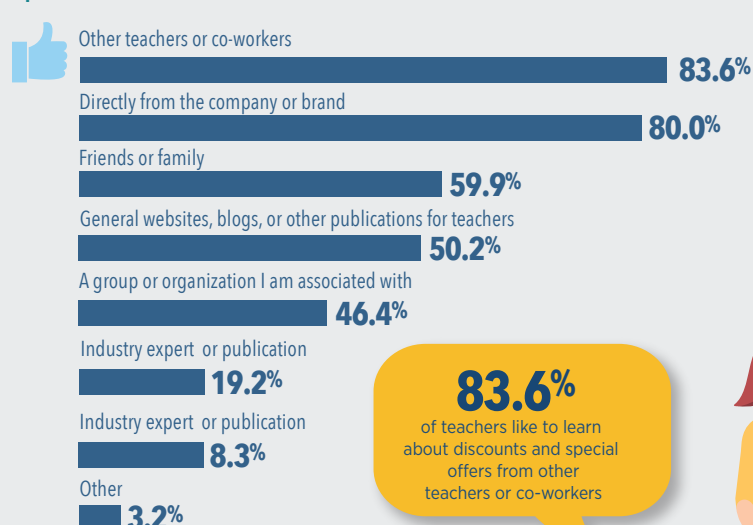
A large majority of teachers have used discounts for professional and personal value

Vendors will want a marketing strategy of email, social media, their brand's website, online ads, and direct mail.

All teachers tended to respond positively to teacher discounts with elementary school teachers exhibiting the most responses.

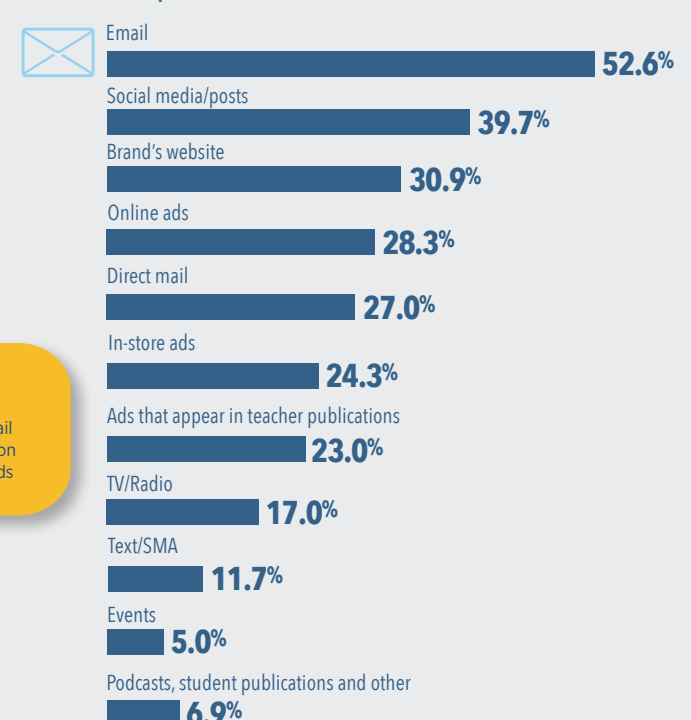
- Teacher discounts tend to generate positive word-of-mouth for vendors
- Most teachers like to hear about discounts directly from the vendor and from other teachers and co-workers
- Several tested promotions were found to be attractive, including 20% off an individual purchase, free perks, buy one, get one free and 10% off

How teachers like to learn about discounts and special offers



83.6%
of teachers like to learn about discounts and special offers from other teachers or co-workers

Preferred methods of direct communication from companies/brands



52.6%
of teachers prefer email for direct communication from companies/brands