

2018 Teacher Shopping Preferences and Statistics

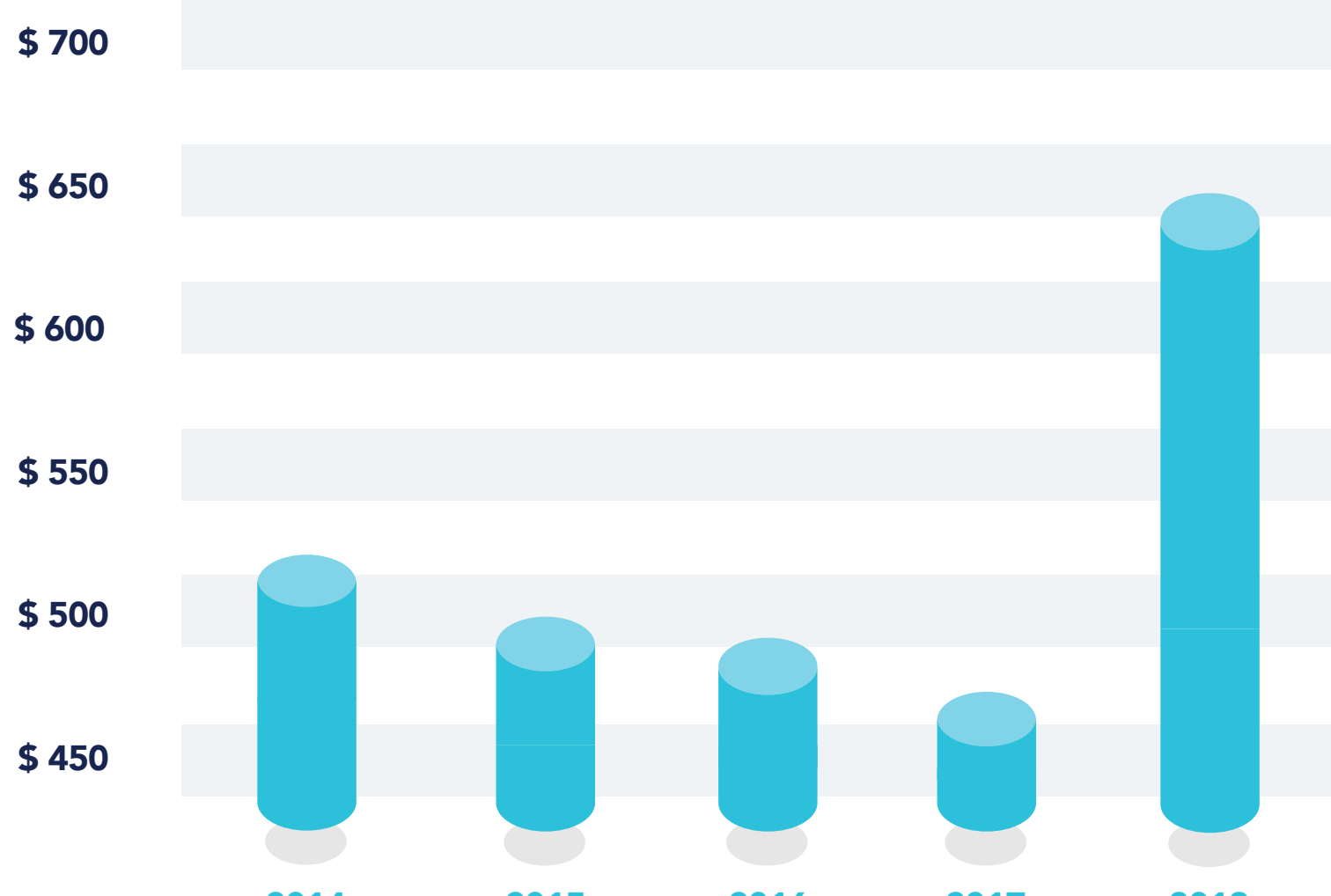
Conducted by Agile Education Marketing and SheerID

In the 5th annual survey from Agile Education Marketing and SheerID, 538 K-12 teachers from across the U.S. reveal their shopping habits and preferences for both their personal and professional needs. Here's what we found:

INCOME AND SPENDING

Teacher Out-of-Pocket Spending

On average, teachers spent \$652 of their own money on classroom supplies, instructional materials and professional development. This is up from \$468 last year — a 39% increase and the most teachers have spent since we launched the survey in 2013.



71% of teachers spent more than \$500 on their classrooms over the course of the year.



One teacher in Concord, North Carolina spent upwards of \$7,000.

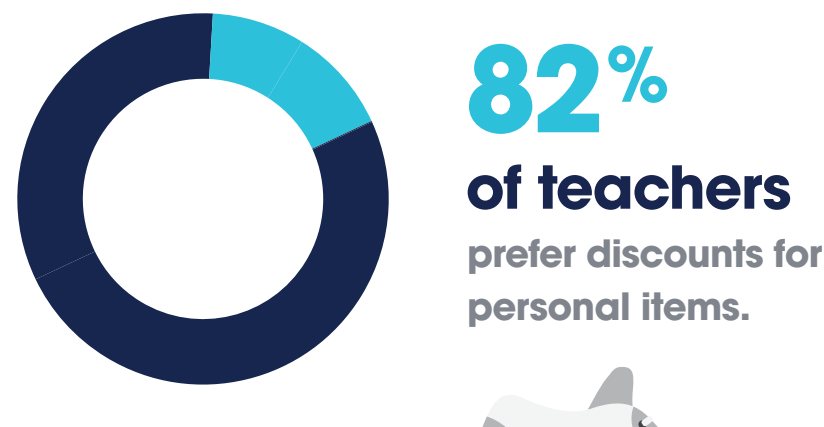
TEACHER DISCOUNT USAGE

As spending rose, teacher discount use remained high, with 88% of teachers indicating they actively search for companies that offer a teacher discount.



88% of Teachers Search for Discounts

Teachers Prefer Online Over In-Store Discounts



The Most Attractive Offers

90% of teachers found free shipping most appealing.



87% of teachers preferred a discount on a single product.

80% of teachers preferred an everyday discount.

WHERE TEACHERS SHOP

Top Seven Retailers

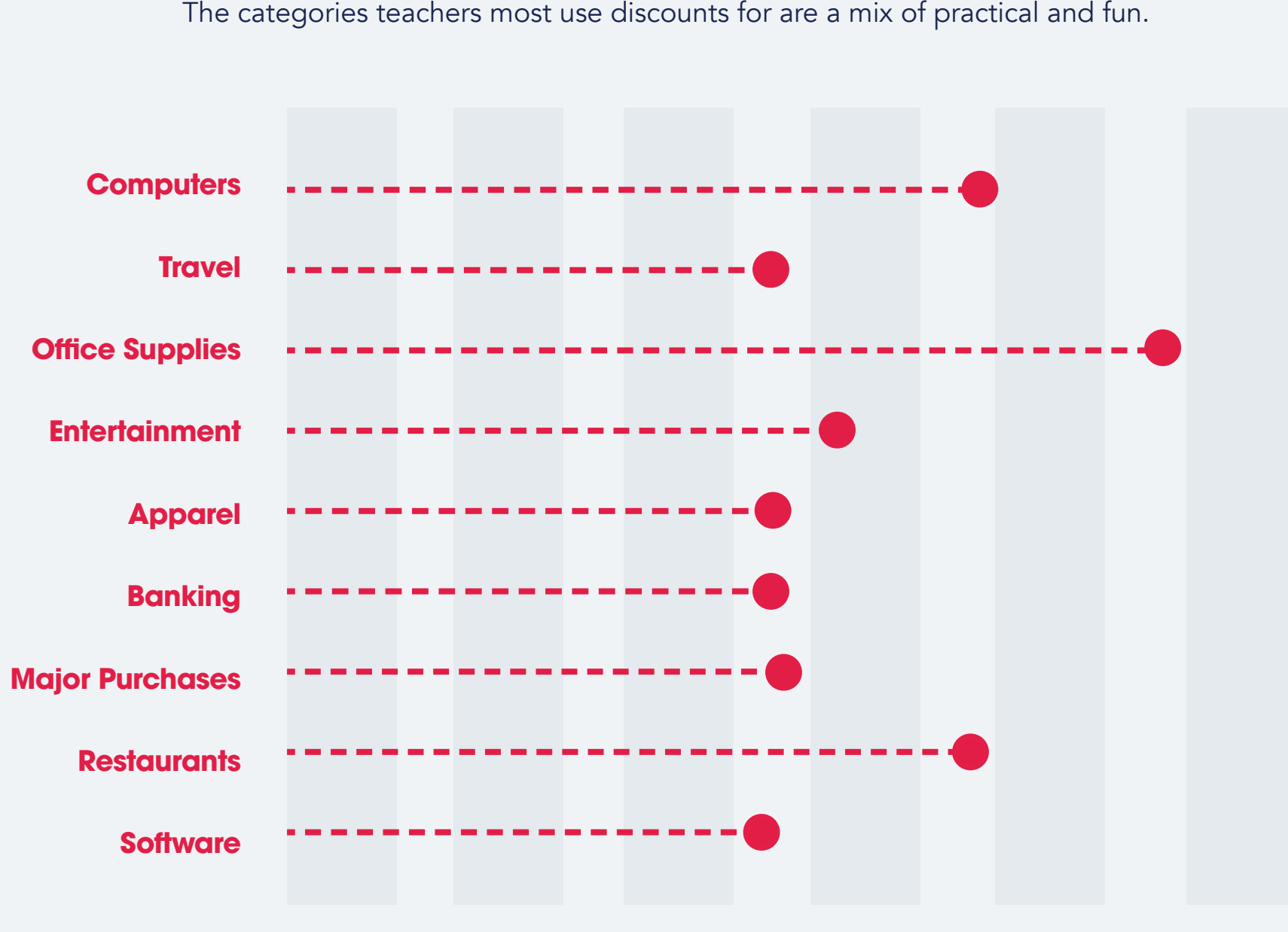
The brands that teachers shop at the most have one thing in common – a teacher discount program.

- 2017**
- 01 Office Depot
 - 02 Lakeshore
 - 03 Staples
 - 04 Amazon
 - 05 Michaels
 - 06 JOANN Fabric
 - 07 Teachers Pay Teachers

- 2018**
- 01 Amazon
 - 02 Michaels
 - 03 Barnes and Noble
 - 04 Staples
 - 05 Office Depot
 - 06 Office Max
 - 07 JOANN Fabric

Top Shopping Categories

The categories teachers most use discounts for are a mix of practical and fun.



How Teachers Find Out About Deals

Teachers rely most on personal recommendations to learn about discounts, but brands shouldn't despair. Teachers also commonly use their work email address and a company's website to learn about special offers.



LOYALTY AND REFERRALS

When shopping for personal items, teachers are more loyal to retailers who offer teacher discounts.

84% of teachers recommend to friends, family and other educators those retailers that offer teacher discounts.



83% of teachers said they'd choose a retailer that offered a teacher discount over one that didn't.