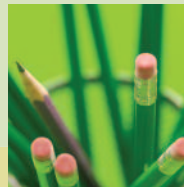


Educator Buying Trends:

A National Survey – 2010

How Teachers Make Buying Decisions



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Educator Buying Trends: A National Survey – 2010

Table of Contents

Table of Contents	1
Introduction	2
Highlights	3
Methodology and Respondents	5
Grades Taught	6
Subject Areas Taught	7
Years of Experience	8
School-Funded Classroom Budgets	8
Budgets by Grade Level	9
Budget Timing	11
Purchasing Process	12
Teacher Out-of-Pocket Spending	13
Average Personal Spending on Classroom Materials	14
Materials Purchased by Teachers	15
Classroom Materials Purchased With Classroom Budgets	15
Classroom Materials Purchased With Personal Funds	17
A Comparison of Purchases From Classroom Budgets and Personal Funds	19
Professional Development	20
Marketing Channels	24
Preferred Sources for Product Information	24
Teacher Use of Company Websites	28
Teacher Use of Social and Professional Networking Sites	29
Direct Mail and Email Preferences	30
Preferred Sources for Ordering	31
Decision-Making Process for Purchases	32
Influences on Purchasing Decisions About Instructional Materials	32
Locus of Decision Making	33
American Reinvestment and Recovery Act Stimulus Spending	34
Conclusions	35
Appendix	36
Survey Instrument Used for Educator Buying Trends: A National Survey – 2010	36

Introduction

Educator Buying Trends: A National Survey 2010 provides detailed information about what, how, and when teachers purchase various types of education-related products. Based on results from a national survey of public school teachers across the U.S., this report describes the types of materials teachers purchase and provides information about teachers' interactions with various marketing channels and their preferences about seeking out and/or receiving product information. Specific data about the amount of teacher spending, both with classroom budgets provided by their schools and their personal funds, is included. Additional topics cover budget timing, how and where teachers make their purchases, and influences on decisions about instructional materials.

This is the third survey and report about educator buying patterns conducted by Market Data Retrieval (MDR). Information from those earlier (2002 and 2007) reports is combined with the current data to provide trend data where appropriate. While many of the questions are similar across the three surveys, the 2010 survey has been updated to reflect the current environment. For example, questions about teacher use of social and professional networking websites have been included. Another new question relates to education-related spending of stimulus funds from the American Reinvestment and Recovery Act (ARRA).

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