



# EDUCATORS ARE CONSUMERS

## Affluent, ethical, and brand-loyal



**Did you know** that educators are at the head of the class as consumers? In their demographics, values, spending habits, and interests, educators are a better audience than the general population for consumer-focused brands. And as consumers, **educators influence friends and their communities**, providing advice on products and services and sharing their opinions on social media.

### Educators Are Loyal Consumers

Teachers, by profession, are committed to knowledge, facts, and long-term rewards. This makes them savvy shoppers who do the research and value quality. They also have a high affinity for their profession and an above average response to affinity marketing:

**79%** I enjoy owning **good quality** things.

63% General Population

**75%** It is worth **paying extra** for quality goods.

58% General Population

**77%** I usually only shop at my favorite stores because I know they have the **brands I like**.

67% General Population

**57%** I usually only shop at my favorite stores because I know what kind of **service I will receive**.

48% General Population

### Educators are Affluent and Secure

On just about every demographic metric, educators are better educated, more financially stable, and more family-oriented than their neighbors:



Graduated from College  
28% General Population



Married  
54% General Population



Parent or Guardian  
53% General Population



Own Residence  
70% General Population



Mean Household Income  
\$81,100 General Population

**Brands in the know** build brand loyalty with educators by focusing on product quality and service.

**Brands in the know** recognize that educators are ideal consumers.

## Educators Live with Purpose

Education is a calling and a passion. The people drawn to this profession live, and spend, in alignment with their strong values:

**92%** It is important that a company **acts ethically**.

73% General Population

**86%** I am willing to volunteer my time for a **good cause**.

68% General Population

**77%** Packaging for products should be **recycled**.

63% General Population

**76%** I look at the work I do as a **career** rather than just as a job.

42% General Population

**Brands in the know** appeal to educators by emphasizing ethically produced products and corporate social responsibility.

## Educators Have Varied Interests

While you wouldn't be shocked to learn that educators are highly-educated, big readers, and frequent patrons of the arts, they might not be the first audience you think of for:

- **Travel** – During summers off educators hit the road, the beach, and take 2+ vacations per year.
- **Health and Fitness** – Concerned about being healthy, educators are likely to be physically active.
- **Shopping Online** – Educators report they are doing more shopping online than before.

**Brands in the know** mine educator online behavior to reveal interests.

## Educators Are Attractive Consumers You Can Reach

There are more than **seven million educators** in the United States. This mature, predominantly female segment is responsible for most of the purchase decisions in a household.

**Now that you know, take action:** This audience is uniquely accessible through MDR's data, and our phenomenal educator engagement through the **WeAreTeachers** brand. We can help your brand plug into the Educator Economy.



**TO LEARN MORE:** Call your MDR Representative at 866-257-9511 or email us at [MDRinfo@dnb.com](mailto:MDRinfo@dnb.com)