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

**77%** I usually only shop at my favorite stores because I know they have the brands I like.
67% General Population

**75%** It is worth paying extra for quality goods.
58% General Population

**57%** I usually only shop at my favorite stores because I know what kind of service I will receive.
48% General Population

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

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:

- **100%** Graduated from College
  - 28% General Population

- **68%** Married
  - 54% General Population

- **66%** Parent or Guardian
  - 53% General Population

- **85%** Own Residence
  - 70% General Population

- **$114,800** Mean Household Income
  - $81,100 General Population

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:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Statement</th>
<th>General Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>92%</td>
<td>It is important that a company acts ethically.</td>
<td>73%</td>
</tr>
<tr>
<td>86%</td>
<td>I am willing to volunteer my time for a good cause.</td>
<td>68%</td>
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<tr>
<td>77%</td>
<td>Packaging for products should be recycled.</td>
<td>63%</td>
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<tr>
<td>76%</td>
<td>I look at the work I do as a career rather than just as a job.</td>
<td>42%</td>
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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.