

Secrets of the School Supply List

A Brand Marketer's Guide to School Spending

Education marketers know teachers—and parents—spend a lot of their own money on school-related products and services. Recent MDR research found buying decisions and purchases for these products isn't limited to a distinct "back-to-school season." From budgeting plans and product recommendations to instructional materials and school supplies, **classroom teachers are spending their school budgets and out-of-pocket funds all year long.**

Instructional Materials Spend

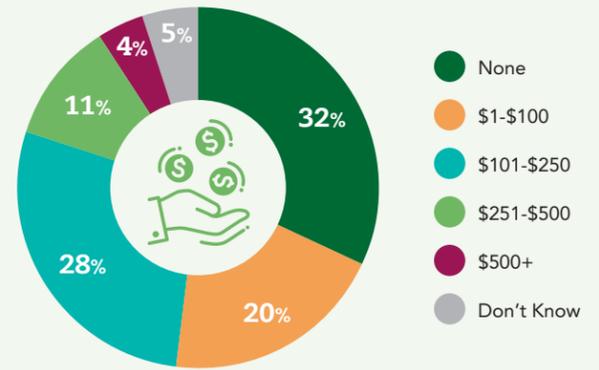
\$13,031,181,706

All Instructional Materials (AIM): 2017-2018

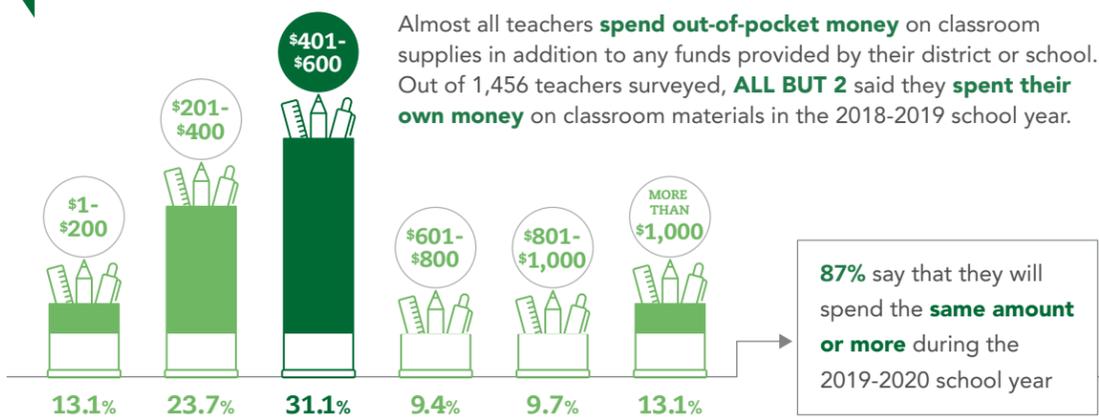
\$268
per student
national
average

Classroom Budget

59% of teachers are given a classroom supply budget of up to \$500. However, 32% are given **no budget**.



Teachers' Out-of-Pocket Spending



86% of Teachers Have Credit Cards



Top 3 Credit Cards Teachers Use

School Supply Purchases

School supply lists can serve as a guide for the products teachers and parents are buying, including the specific brands and the stores where they shop.

WHAT supplies?

73%

Teachers are **brand loyal** and often request specific brands.

The most commonly suggested brands of instructional items like pencils, erasers, dry erase markers, copy paper, notebooks, and glue sticks are **Crayola, Play-Doh, Elmer's, Fiskars, Expo, and USA Gold.**



Beyond instructional materials, items include things like cleaning supplies, personal care products, and organizational/decorative products



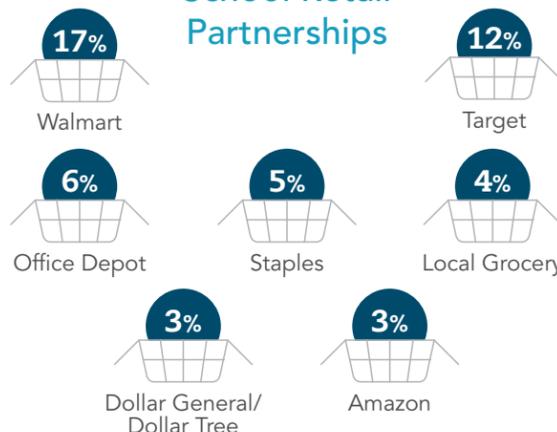
18 Average number of items teachers request

WHERE are supplies purchased?

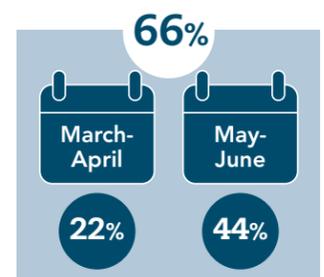
Top 5 Teacher Preferred Retailers



School Retail Partnerships



WHEN are decisions made?



Back-to-school planning starts long before August AND school purchasing continues throughout the school year

WHEN are supplies purchased?

School supply purchases are made **throughout the entire year**, not only at the beginning of the school year. Teachers make purchases to:

- Replenish supplies as they run out
- Buy new **seasonal** items or **holiday-themed** decorations
- Integrate **fresh ideas** into their **lessons year-round**

Sources: MDR's An Inside Look at School Supply Lists, 2019; WeAreTeachers Personal Spending on Classroom Materials, Sept 2019; MDR database 2019

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