



A Dun & Bradstreet Division

Education

K-12 • College • Library • Early Childhood

The MDR ConnectED Cloud



24/7 Access to MDR Data!

The data and tools to make all the right connections

The [MDR ConnectED Cloud](#) platform is designed to deliver enhanced features, products, and services that benefit your business with efficiency and speed. You get **fast and easy access** to MDR's tools and solutions that scale to your needs and allow all users on one account to share features, lists, and credits. Plus, it is device-friendly with desktop, tablet, and mobile access.

Get Data with ListBuilder

You have immediate access to the MDR education Data Cloud with our 24/7, self-service **ListBuilder**. Define your criteria, see real-time counts, adjust as needed, and download your list. **ListBuilder** offers:

- Robust list selection criteria
- Live counts on list or segment
- Free data refreshes twice monthly
- Alerts to newly available records
- Free search and access to MarketView Essential institution profiles

Gather Intelligence with MarketView

Education MarketView is a sales acceleration tool that provides a detailed look at U.S. K-12 districts, schools, and colleges. Gain insight into an institution's contact details, student enrollment, funding, personnel, and more. Use **MarketView** to:

- Track actual Coronavirus Aid, Relief, and Economic Security Act (CARES Act) grant dollars for each district within the Grants feature
- Prospect for new customers with institution and contact-specific intelligence at your fingertips
- Stay up-to-date in your market when you create custom alerts on changes, as they happen
- Access on mobile devices for intelligence where and when you need it
- Self-manage license assignments across your users

Easily manage campaigns with Connected Reach



Connected Reach combines the power of MDR data, our digital marketing expertise, and sophisticated campaign management in one, always accessible platform.

Create, deploy, and manage assets for your campaigns all within our easy-to-use, 24/7 access tool.

Easily and efficiently execute and report on campaigns.

- List management
- Asset management
- Content creation
- Email deployment
- Digital ads management
- Campaign reporting

New @ MDR!



Seamless MDR Data Delivery via Snowflake

Power your marketing, sales enablement,
and analytics with MDR data

MDR seamlessly delivers its data in Snowflake's data cloud platform to streamline your data management and integrations in one place. Now you can easily ingest MDR data into all of the existing sales and marketing stack integrations you have setup in your Snowflake platform.

Optimize your data management by adding MDR data to your Snowflake platform to support:

- Data collaboration and governance
- Data cleansing
- Data enrichment
- Data analytics and insights
- Data security and encryption
- Power your customer experiences

Alert your MDR Representative that you are using the Snowflake platform. They can easily deliver our data directly to your platform to give you immediate access to the most updated data.

New District Job Titles!

Our research has resulted in 35 new and 11 updated district titles related to health, facility management, safety, technology, diversity, privacy, and student learning.

New District Titles

Accounting Supervisor
Administrative Services Director
Associate Superintendent
Attendance Director
Chief Communications Officer
Chief of Human Resources
College and Career Readiness Director
Community Engagement & Relations Director
Compliance Coordinator
Database Administrator
Deputy Superintendent
Diversity, Equity and Inclusion Director
Elementary Education Director
Emergency Management Coordinator
Employee Relations & Services Director
Energy Management Director
Fine Arts Director
Information Tech/Services Director
Innovation Director
Leadership Development Director
Marketing/Communication Director
Mental Health Coordinator
Operations Director

Purchasing/Procurement Director
Recruitment Director
Restorative Practices Coordinator
Risk Management Director
Secondary Education Director
Special Projects Director
Student Support Services Director
Teaching and Learning Director
Technology Services Director
Testing Coordinator
Transition Coordinator
Wellness Coordinator

Updated District Titles

Advanced Academics Director
Business/Finance Director
Community Education Director
English Language Learning Dir
Family Engagement Coordinator
Food & Nutritional Svcs Dir
Human Resources Dir
Literacy Coordinator
Professional Lrng & Dev Dir
Student Information System Dir
Title IX Coordinator

New Coach Titles

Esports Coach
Girls Wrestling Coach

See pages 8-10 for all the details.

MDR Data Quality

Fuel your integrated marketing campaigns with quality data, and you'll drive more leads, more precise targeting, and more ROI.



Data you can trust.

The education market is in constant motion with personnel shifts, institution changes, new funding, technology advances, and program changes. To keep pace, MDR makes significant investments in data collection and market research.

We've thoughtfully built systems and processes over the past 50+ years which allow us to offer unmatched accuracy, quantity, and quality in our education data—achieving 90%+ accuracy for three years running in third-party audits—and we never rest in fine-tuning our data hygiene procedures and expanding the universe of data elements we can offer.

Our innovation efforts focus on giving you more and faster ways to access to accurate data. We're bringing speed to data so you have it fast, fresh, and frictionless:

- **Fast** – Campaign ROI depends on the freshness and accuracy of the data.
- **Fresh** – Our database is built out, validated, and kept updated on a constant, rolling basis. An industry with as much turnover as education demands it.
- **Frictionless** – Our multiple access tools let you access data as needed.

You can trust MDR to:

- Stand by the data we provide, 100% of the time, through our delivery guarantee: mdreducation.com/the-mdr-delivery-guarantee/
- Have a broad, deep database to ensure precision targeting.
- Build on quality data to give you highly targeted, cutting-edge campaigns.
- Keep up with change.
In the last school year MDR has...



Added
1.1 million
names and
removed
1.0 million



Recorded
954,351
job changes



Added
1.3 million
emails and
removed
714,977

2020-2021 School Year



A sales and marketing partnership with MDR gives you access to:

- **QUALITY** data that can't be beat.
- **COMPLETE** coverage of the entire U.S. Education Market, including PK-12, higher ed, libraries, and day care centers.
- **FRESH** data, continuously updated, to identify new opportunities.

Inside this catalog

MDR Data Quality.....	4
U.S. Education Market Snapshot.....	6
Districts.....	7
District Personnel.....	8-10
School Attribute Indexes.....	11
Federal Funding.....	12-13
Schools.....	14
Choice Schools.....	15
Building-Level Selections.....	16-19
Libraries.....	20-21
Early Childhood.....	22-23
Colleges.....	24
Canadian Schools.....	25
School Personnel.....	26
Name-Level Selections.....	27-29
Email Response Index.....	29
MDR's Universe of Teacher Names.....	30-33
MDR's Quick Guide to State Counts.....	34-37
MDR Capabilities.....	38
MDReduction.com.....	39

U.S. Education Market Snapshot



Private & Catholic Schools

Catholic Dioceses.....176

Catholic Elementary.....4,509
Teachers.....87,450
Private Elementary.....6,057
Teachers.....77,188

Catholic Middle.....80
Teachers.....1,128
Catholic Junior High.....13
Teachers.....156
Private Middle.....154
Teachers.....2,253
Private Junior High.....15
Teachers.....324

Catholic Senior High.....801
Teachers.....32,544
Private Senior High.....1,149
Teachers.....27,863

Private & Catholic (K-12).....5,369
Teachers.....130,275

Administrative Offices



Elementary Schools



Middle/Junior High Schools



Senior High Schools



Combined (K-12) Schools



50 State Departments of Education

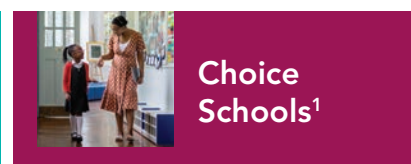
Districts.....13,564
District Administrators².....189,641
County Centers.....234
Regional Centers.....887

Public Elementary.....53,997
Teachers.....1,797,855
Public Special Ed.....1,379
Teachers.....26,177

Public Middle.....12,231
Teachers.....532,024
Public Junior High.....2,232
Teachers.....95,993

Public Senior High.....18,520
Teachers.....925,909
Public Career & Tech Ed.....1,263
Teachers.....31,946

Public Combined (K-12).....5,913
Teachers.....160,334
County.....1,344
Teachers (Included in public school counts).....15,320
State-Run.....4,462
Teachers.....103,463



Choice Schools¹

Charter Management Organizations.....354
CMO Administrators.....922

Charter Elementary.....4,132
Teachers.....97,906

Magnet Elementary.....1,239
Teachers.....44,249

Virtual Elementary.....93
Teachers.....882

STEM Elementary.....294
Teachers.....9,823

Charter Middle/Jr High.....818
Teachers.....15,293

Magnet Middle/Jr High.....310
Teachers.....14,642

Virtual Middle/Jr High.....8
Teachers.....154

STEM Middle/Jr High.....129
Teachers.....4,106

Charter Senior High.....1,805
Teachers.....33,555

Magnet Senior High.....404
Teachers.....22,919

Virtual Senior High.....210
Teachers.....2,853

STEM Senior High.....112
Teachers.....4,365

Charter Combined (K-12).....1,477
Teachers.....50,869

Magnet Combined (K-12).....117
Teachers.....5,715

Virtual Combined (K-12).....488
Teachers.....6,028

STEM Combined (K-12).....26
Teachers.....954

Additional Markets

Adult & College Institutions

Public Adult Education Schools.....403
Teachers.....4,619
Two-Year Colleges.....3,046
Administrators.....25,518
Faculty.....220,185
Four-Year Colleges.....3,560
Administrators.....61,723
Faculty.....879,253

Other Schools

BIA (Indian) Schools.....166
Principals.....227
U.S. Territory Public Schools.....1,064

Related Markets

Public Libraries.....17,658
Public Librarians.....48,756
Day Care Centers.....102,420
Directors.....97,894
Teachers.....38,286

A macro view of the structure and organization of the U.S. education market:

- ✓ Read it horizontally to find institutions by grade level.
- ✓ Read it vertically to see administrative relationships and possible purchasing influences.

Additional details:

- ✓ K-12 schools by type and grade span – page 14
- ✓ District administrators by job title – pages 8-10
- ✓ Teachers by job title – pages 30-33

¹ Charter, Magnet, and Virtual School counts are included in the Public School totals.

² Includes Administrators at State Departments, Districts, County and Regional Centers, and Catholic Dioceses.



Maximize Your Response With District-Level Connections

Key decision makers and influencers work at the district level, and they determine how school funds get distributed. Choose these key personnel based on district size and influence, job title, grade level, and district control.

Quick look

13,563	Public school districts
182,451	District administrators
9,973	Districts with Title I Schoolwide Programs
1,192	Districts with enrollments over 10,000
14,358	Superintendents
28,661	District Influencers: School Board Members
4,364	Districts with \$500,000+ College- and Career-Ready (Title I) allocation

Grade-Level/District Control Selects

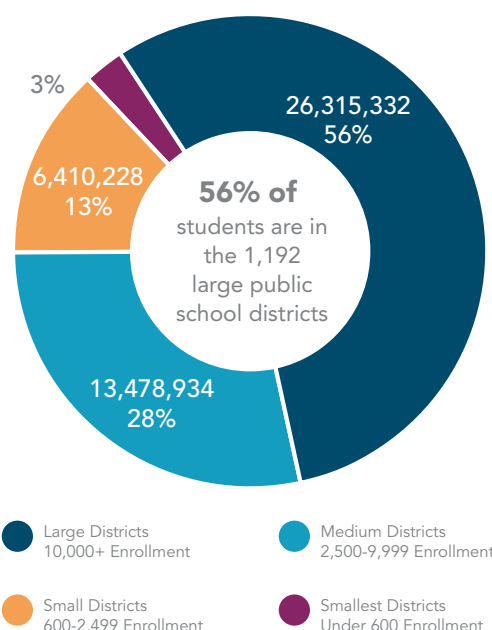
	Districts/ Admin Offices	Administrators
All	13,563	182,451
School Districts by Grade Level		
Unified (K-12) Districts	10,789	159,079
Elementary Districts	2,304	17,486
Secondary Districts	471	5,886
Administrative Office Types		
Public School Districts	13,504	182,451
Regular	12,579	143,502
Main	45	1,465
Subdistricts	267	325
Supervisory Unions	150	1,678
Districts (LEAs) Reporting to Supervisory Unions	349	347
Special Education	20	148
Career & Technical Education	141	1142
Military	13	13
Regional Centers	887	3,867
County Centers	234	1,068
Catholic Dioceses	176	706
State Departments of Education	50	1,549

Schools by District Size

Allocate your resources proportionate to each district's size and influence; consider the number of schools that report to each district. Mail multiple pieces to large districts.

District Size by Enrollment	Districts ¹	Total Schools ¹	Total Enrollment
Large—10,000+ Enrollment	1,192	40,845	26,315,332
Medium—2,500-9,999 Enrollment	2,937	25,040	13,478,934
Small—600-2,499 Enrollment	5,085	17,541	6,410,228
Smallest—Under 600 Enrollment	4,350	6,706	1,161,006

Enrollment by District Size



Reach District Administrators With Purchasing Power!

With over 140 job titles to choose from, find the district administrators best suited for your products and services. See pages 8-10.

District Personnel

More Job Titles...

School districts have experienced a myriad of changes over the last several years. A market analysis among school districts identified changes in district level job titles.

The result is 35 new and 11 updated district titles related to health, facility management, safety, technology, diversity, privacy, and student learning.



	Job Code		Total¹	District Enrollment			Email Addresses	Buyers at Districts	Educators at Home
				Under 2,500	2,500-9,999	10,000+			
	Superintendents/School Boards								
	D01	Superintendents	14,358	9,100	3,001	1,120	10,665	510	9,287
	D15	Assistant Superintendents	8,869	1,645	3,678	2,754	6,759	200	6,094
NEW!	D630	Associate Superintendent	423	30	147	246	331	8	292
NEW!	D631	Deputy Superintendent	494	45	192	257	380	10	339
	D67	School Board Presidents	13,495	9,365	2,934	933	8,170	8	9,933
	D18	Chief Academic Officer	833	247	290	279	612	25	426
NEW!	D632	Chief Communications Officer	108	2	29	77	87	—	70
	D19	Chief Financial Officer	2,508	995	893	531	1,976	36	1,498
	D97	Chief Information Officer	671	267	205	162	535	9	410
	D750	Chief Innovation Officer	128	33	33	55	90	1	69
NEW!	D615	Chief of Human Resources	198	12	64	122	153	1	133
	D751	Chief of Staff	305	59	69	153	225	3	105
	D17	Chief Operations Officer	896	264	298	310	678	5	506
	D98	Chief Technology Officer	1,310	661	385	241	1,023	19	790
	Business Personnel								
updated	D02	Business/Finance	14,766	8,504	3,592	1,927	11,525	317	10,385
	D294	Accountability	2,230	715	821	620	1,679	57	1,547
NEW	D603	Accounting Supervisor	183	22	90	71	160	1	97
NEW	D633	Administrative Services	124	33	53	38	99	—	67
NEW	D602	Attendance	293	62	112	119	232	—	131
	D03	Buildings and Grounds	12,589	6,860	3,442	2,131	9,518	34	8,889
NEW	D619	Community Engagement & Relations	367	44	132	191	311	1	206
NEW	D624	Diversity/Equity/Inclusion	472	49	181	242	370	4	207
NEW	D600	Emergency Management	86	3	14	69	72	—	32
NEW	D616	Employee Relations & Services	138	1	29	108	111	—	55
NEW	D601	Energy Management	200	9	49	142	168	—	75
updated	D04	Food & Nutritional Services	11,012	6,379	2,988	1,563	7,943	22	7,015
	D07	Health Services	4,764	2,390	1,573	732	3,638	21	2,960
updated	D68	Human Resources	7,044	1,696	2,928	2,090	5,733	38	4,675
NEW!	D628	Innovation Director	433	85	185	163	357	9	221
NEW!	D629	Marketing/Communication	142	33	42	67	126	—	64
NEW!	D621	Mental Health Coordinator	96	25	37	34	70	—	34
NEW!	D604	Operations Director	1,739	548	786	405	1,432	7	1,186
	D71	Public Information	3,273	676	1,425	1,043	2,669	13	2,175
NEW	D634	Purchasing/Procurement	588	41	176	371	508	13	307
NEW!	D618	Recruitment	40	3	4	33	36	—	24
NEW!	D617	Risk Management	226	12	49	165	200	1	115
	D91	Safety/Security	4,181	1,462	1,808	857	3,263	15	3,065
NEW!	D605	Special Projects Director	201	40	67	94	158	1	73
updated	D76	Student Information System	5,919	2,656	2,016	1,029	4,817	49	4,085
updated	D78	Title IX Coordinator	1,406	390	548	442	1,084	21	936
	D05	Transportation	9,603	5,364	2,856	1,288	7,586	29	6,914
NEW	D623	Wellness Coordinator	130	35	50	45	94	—	54

District Personnel

			District Enrollment						
Job Code			Total ¹	Under 2,500	2,500-9,999	10,000+	Email Addresses	Buyers at Districts	Educators at Home
Guidance and Testing									
	D36	K-12	3,187	1,937	758	459	2,494	29	2,014
	D37	Elementary	878	744	104	30	689	6	561
	D38	Secondary	1,396	1,179	185	32	1,136	4	907
	D69	Academic Assessment	6,964	4,003	1,846	988	5,387	208	4,534
	D88	At Risk	4,817	2,986	1,278	451	3,711	92	3,120
updated	D270	Character Education	1,497	1,189	212	91	1,190	27	963
	D93	Family Engagement	963	283	330	335	723	16	634
	D77	Psychological Assessment	1,830	744	731	283	1,338	14	1,244
NEW!	D612	Restorative Practices	18	1	6	11	15	—	2
	D752	Social Emotional Learning Director	1,613	952	454	200	1,100	24	782
	D90	Social Work	893	283	418	187	663	4	625
	D79	Student Personnel Services	5,698	2,064	2,282	1,249	4,586	49	3,733
NEW!	D620	Student Support Services	528	105	235	188	419	4	289
	D83	Substance Abuse Prevention	5,894	4,326	1,199	328	4,485	101	3,743
NEW!	D613	Transition Coordinator	232	66	94	72	153	—	72
	Guidance Unduplicated Total		26,449	13,894	7,147	3,679	20,275	462	16,613
Federal Programs									
	D11	Federal Program	11,444	7,594	2,639	898	8,534	490	7,422
	D12	Title I	3,158	2,249	588	280	2,404	134	2,019
	D296	Title II	3,958	2,360	1,311	271	2,994	185	2,703
	D13	Title V	577	326	193	49	437	21	397
NEW!	D614	Compliance Coordinator	426	51	85	290	324	2	168
updated	D57	English Language Learning	6,381	3,487	1,931	886	4,848	198	3,988
	D84	E-Rate Administrators	2,370	1,483	641	245	2,183	53	1,747
	D298	Grant Writers/Partnerships	3,572	1,929	1,174	416	2,668	146	2,436
	D271	Migrant Education	1,820	995	499	268	1,375	38	1,180
	Federal Programs Unduplicated Total		22,766	15,142	6,168	2,693	17,100	812	16,101
Technology/Media									
NEW!	D627	Database Administrator	165	20	65	80	139	—	83
	D286	Digital Learning Director	3,615	1,970	1,110	488	2,772	87	2,376
NEW!	D626	Information Tech/Services	50	31	15	4	43	—	31
	D16	Instructional Media Services	5,912	3,952	1,335	491	4,564	774	3,941
	D73	Instructional Technology	12,919	7,997	3,178	1,284	10,288	199	8,320
	D295	Network System Administrators	7,198	3,613	2,423	1,051	5,911	69	4,893
NEW!	D625	Technology Services	1,370	1,126	226	18	1,150	13	858
	D82	Video	1,303	925	285	89	1,038	225	882
	D297	Webmasters	1,406	588	506	290	1,131	16	953
	Technology/Media Unduplicated Total		21,473	12,288	5,662	2,664	17,044	961	14,771
Special and Remedial Education									
Special Ed									
	D58	K-12	10,804	5,395	3,134	1,752	8,374	92	6,256
	D59	Elementary	1,732	1,124	438	168	1,304	14	1,046
	D60	Secondary	774	430	225	118	604	9	481
Remedial Reading									
	D54	K-12	647	378	202	64	461	34	429
	D55	Elementary	84	65	14	5	66	2	45
	D56	Secondary	23	12	6	3	16	—	17
	Special/Remedial Ed Unduplicated Total		13,972	7,334	4,000	2,107	10,765	148	8,213
Curriculum									
updated	D81	Advanced Academics	2,138	701	825	535	1,612	54	1,374
	D274	Before- and After-School	1,766	945	520	288	1,291	36	1,155
NEW!	D606	College/Career Readiness	151	13	46	92	115	—	72
updated	D30	Community Education	1,478	475	532	388	1,103	10	917
	D34	Early Childhood Ed	2,810	989	960	637	2,075	38	1,758
NEW!	D610	Elementary Education	301	17	154	130	248	13	196
NEW!	D608	Leadership Development	46	2	8	36	36	2	20
updated	D280	Literacy Coordinator	1,437	646	506	251	1,099	81	916
	D92	Magnet School	203	78	51	71	156	4	137
updated	D89	Multicultural Curriculum	191	27	68	93	132	3	127
	D74	Professional Learning & Development	2,285	589	760	678	1,711	80	1,528
	D70	Research and Development	904	99	238	502	690	15	585
	D275	Response to Intervention	2,004	1,017	584	339	1,505	44	1,314
NEW!	D611	Secondary Education	288	14	150	124	236	9	174
	D285	STEM	2,386	1,147	866	324	1,789	101	1,511
	D72	Summer School	559	234	229	88	409	19	392
	D273	Teacher Mentors	1,951	1,159	580	203	1,520	68	1,330
NEW!	D609	Teaching and Learning	689	170	334	184	551	41	378
NEW!	D622	Testing Coordinator	331	153	119	59	259	8	146
Core Subject Curriculum									
Curriculum/Instruction									
	D08	K-12	8,319	3,980	2,646	1,303	6,383	493	5,126
	D09	Elementary	3,347	1,596	1,032	713	2,563	148	2,198
	D10	Secondary	2,292	915	723	645	1,785	110	1,466

District Personnel

		District Enrollment						
Job Code		Total¹	Under 2,500	2,500-9,999	10,000+	Email Addresses	Buyers at Districts	Educators at Home
English/Language Arts								
D48	K-12	519	102	234	154	395	34	335
D49	Elementary	146	14	60	69	107	9	105
D50	Secondary	179	43	57	75	145	11	120
Reading								
D51	K-12	553	265	185	85	424	37	372
D52	Elementary	131	64	30	36	98	7	85
D53	Secondary	53	11	18	24	46	4	33
Mathematics								
D45	K-12	578	94	255	180	453	18	388
D46	Elementary	164	22	69	70	131	3	119
D47	Secondary	181	35	67	75	147	3	128
Science								
D42	K-12	517	63	220	185	378	28	329
D43	Elementary	104	12	37	53	86	3	70
D44	Secondary	135	31	52	51	111	6	94
Social Studies								
D39	K-12	434	45	171	190	335	5	281
D40	Elementary	60	2	26	30	45	3	41
D41	Secondary	95	21	33	41	73	5	68
Non-Core Curriculum								
Art								
D607	Fine Arts Director	294	14	99	181	218	4	111
D20	K-12	736	87	249	376	557	13	425
D21	Elementary	38	12	9	17	29	1	23
D22	Secondary	36	12	21	3	32	2	19
Music								
D23	K-12	819	144	307	347	636	15	467
D24	Elementary	51	19	11	21	35	1	30
D25	Secondary	54	18	30	6	44	2	31
Foreign/World Languages								
D61	K-12	413	46	149	194	310	5	278
D62	Elementary	24	3	16	5	22	1	18
D63	Secondary	63	21	34	8	47	1	40
Religious Ed								
D64	K-12	39	1	22	16	28	—	25
D65	Elementary	5	4	—	1	2	—	3
D66	Secondary	2	—	1	1	2	—	2
Other								
D06	Athletic Directors	9,065	6,202	2,252	608	7,408	28	5,260
D80	Driver Ed/Safety	303	78	152	61	235	2	204
D35	Health/Phys Ed	1,776	803	606	336	1,387	14	1,088
Career & Technical Education								
D27	Career & Technical Ed	2,892	1,108	845	704	2,157	52	1,821
D26	Business Ed	160	73	66	9	130	3	110
D29	Family/Consumer Sciences	171	95	57	12	131	4	109
D75	Marketing/Distributive Ed	170	60	68	22	126	4	125
D95	Tech Prep	519	141	284	89	402	9	377
D28	Technology Ed	383	124	185	48	312	6	272
Career Ed/School-to-Work								
D31	K-12	2,558	1,422	559	462	1,937	40	1,592
D32	Elementary	27	21	4	2	21	1	17
D33	Secondary	226	142	44	38	187	1	157
Career & Technical Ed Unduplicated Total		7,260	2,871	1,687	1,077	5,608	114	3,759

District Influencers

Job Code		Total	With Email	Job Code		Total	With Email
720	Superintendent Office	2,756	2,367	729	Safety/Security Specialists	268	194
721	Board Members	28,661	20,074	732	Guidance/Testing Specialists	2,294	1,773
722	School Board Office	5,105	3,463	731	Federal Programs Specialists	801	633
723	Business Office Specialists	5,056	4,397	733	Technology/Media Specialists	5,927	4,736
724	Finance/Purchasing Specialists	8,699	7,719	734	Special/Remedial Ed Specialists	3,296	2,577
726	Buildings/Grounds Specialists	5,798	4,329	735	Curriculum Specialists	2,381	1,988
725	Food Services Specialists	3,171	2,619	736	Core Curriculum Specialists	176	133
727	Transportation Specialists	2,229	1,899	737	Elective Curriculum Specialists	476	324
730	Health Services Specialists	462	308	738	Career/Tech Curric Specialists	243	187
728	Human Resource Specialists	4,251	3,809				

School Attribute Indexes



Find the needle in the haystack

Our unique indexes help you take the guesswork out of identifying prospects and key markets for more precise marketing. Use these pre-packaged models to select K-12 prospects by their innovation ranking, enrollment growth, spending trends and connectivity—as well as their affluence levels and market power.

Quick look

19,184 Most Progressive Schools

5,420 Continuous Enrollment Growth Schools

4,697 Continuous Spending Increase Schools

23,295 Above Standard Connectivity Schools

Progressive Schools Index

Identify the most trail-blazing public schools based on a set of more than a dozen academic and technology indicators, breaking them into three levels of innovation.

	Total
Most Progressive	19,184
Very Progressive	19,182
Progressive	19,178

Enrollment Trends Index

Which districts and public schools are on a growth trajectory? Target public schools based on how their enrollment is tracking. Select from four growth trend categories.

	Districts	Schools
Continuous Growth	852	5,420
High Growth	350	1,605
Moderate Growth	184	1,214
Low Growth	911	3,135

Connectivity Index

The myriad applications schools use to support learning require optimal connectivity. MDR's proprietary index rating of WIFI speeds as compared to FCC standards will help narrow down which schools will successfully support multiple applications.

	Districts	Schools
Above Standards	10	23,295
Meeting Standards	16	9,773
Below Standards	124	18,150

Spending Trends Index

Single out districts and public schools based on their spending history. Choose from four spending trend categories.

	Districts	Schools
Continuous Increase	905	4,697
High Increase	1,409	10,271
Moderate Increase	1,415	9,311
Low Increase	1,412	9,267
No Increase	625	3,712

Market Power

Manage your budget by narrowing your marketing focus and reach the institutions with the highest percentage of spending. Target the smallest number of buildings with the largest percentage of all instructional materials dollars (AIM).

	Districts	Total Schools ¹	Elem	Middle/Jr High	Senior High
98% of Available AIM	9,460	77,955	46,807	12,547	13,954
95% of Available AIM	7,390	69,535	42,299	11,329	12,008
90% of Available AIM	5,394	59,705	36,669	9,827	9,962
75% of Available AIM	2,477	40,182	24,983	6,723	6,274

Affluence Indicator – Public Schools

Reach districts and schools based on the socio-economic status of the institution, ranging from low to high affluence.

	Districts	Total Schools ¹	Elem	Middle/Jr High	Senior High
Low	2,725	23,026	12,395	2,955	4,275
Below Average	2,632	23,061	12,834	3,005	4,070
Average	2,591	23,085	12,798	2,983	4,198
Above Average	2,695	23,100	13,150	2,908	3,998
High	2,921	23,102	13,360	2,869	3,919

¹ Includes K-12, Adult Ed, Special Ed, and Career & Technical Ed Schools.

Federal Funding

Tap In to Federal Funding Opportunities

Understanding the funding landscape will help you focus your efforts on the prospects with money to spend. Show your customers and prospects how your products and services benefit them and fit their available funding sources.



Quick look

52,103 Schools with Title I Schoolwide Programs

39,402 Schools receiving over \$2.5 million in Title I funding

31,921 Schools receiving \$100,000+ in Title II funding

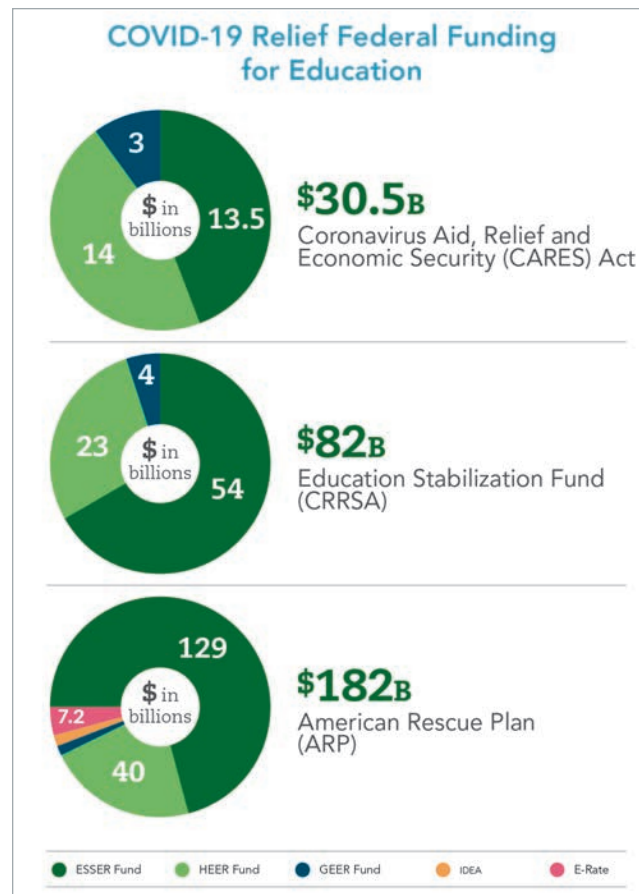
62,224 Schools receiving over \$1 million in Special Education funding

26,393 Schools receiving over \$200,000 in English Language Learner funding

CARES, CRRSA, and ARP Funding Allocations

Since March 2021, there have been three rounds of funding released related to COVID-19 relief, with significant dollars earmarked for education. MDR's MarketView reports on the funds allocated for each state, along with the district recipient lists, as reported by their state departments of education.

- Round one: Coronavirus Aid, Relief and Economic Security (CARES) Act
- Round two: Education Stabilization Fund (CRRSA)
- Round three: The American Rescue Plan (ARP)



MarketView

Track these funds, and other major federally funded education programs with MDR's Marketview. Sign up for a free trial today: MDReduction.com/free-trial-marketview/

MDR ESSA Data Selects

ESSA requires states to use their accountability systems to include indicators of student achievement in order to hold schools accountable for student performance. Schools will be identified by need of improvement in two categories:

Comprehensive Support and Improvement identifies struggling schools by:

- The lowest-performing 5% of schools participating in Title I
- Public high schools with a 4-year graduation rate at or below 67%
- Title I schools that previously received TSI support and failed to improve

Targeted Support and Improvement identifies districts and schools with certain groups of students struggling:

- Any school with one of more consistently underperforming subgroups
- Any school where one or more subgroups of students is performing at or below the performance of all students in the lowest performing schools

ESSA Selects

	Districts	Public Schools
CSI Indicator	2,004	4,536
Number of CSI Schools in District	1,573	—
Percent of CSI Schools in District	1,207	—
TSI Indicator	4,306	16,590
Number of TSI Schools in District	3,347	—
Percent of TSI Schools in District	1,567	—
Total	14,004	21,126

Funding Decision Makers

	Title I	Title II	E-Rate
Principals	173,235	108,106	8,965
Library/Media Specialists	60,049	38,005	3,068
Guidance/Student Services	234,443	146,763	12,097
Technology Coordinators	11,110	7,256	1,852
Teachers			
By Grade	1,491,434	950,349	58,593
English and Reading	324,335	209,444	15,213
Mathematics	265,364	171,884	13,293
Title I	18,697	11,674	797

Special Programs Funding

Special Education Funding

	Districts	Schools
\$1-\$249,999	3,472	7,129
\$250,000-\$499,999	1,785	5,975
\$500,000-\$1,000,000	43,150	9,422
Over \$1,000,000	4,297	62,224

English Language Learner Funding (Title III)

	Districts	Schools
\$1-\$49,999	1,817	11,547
\$50,000-\$99,999	458	5,393
\$100,000-\$200,000	378	5,371
Over \$200,000	924	26,393

College- and Career-Ready (Title I)

Title I, the largest federally funded program, supports instructional programs in economically disadvantaged schools. Target schools by dollar allocation, percentage of increase, and schoolwide status.

	Districts	Total Schools ³	Elem	Middle/Jr High	Senior High
Dollar Increase					
Under \$15,000 Increase	2,003	6,032	3,121	922	1,335
\$15,000-\$50,000 Increase	1,633	7,008	3,883	1,172	1,495
Over \$50,000 Increase	2,313	31,778	19,079	5,060	5,661
Dollar Allocation					
\$2.5 Million+	1,270	39,402	24,046	5,974	6,714
\$500,000-\$2.49 Million	3,094	24,777	14,509	4,092	4,730
\$150,000-\$499,999	3,919	15,133	7,813	2,776	3,687
Under \$150,000	5,281	10,820	5,399	1,257	2,140
Per Student Allocation					
Highest—\$275+	5,892	47,241	27,254	6,938	9,054
High—\$175-\$274	2,731	16,388	9,229	2,669	3,277
Medium—\$85-\$174	2,676	16,102	9,185	2,596	3,175
Low—Under \$85	2,218	9,992	5,856	1,644	1,691
Title I Enrollment					
1-99 Students	2,847	26,170	13,497	2,596	5,178
100-299 Students	2,685	33,676	21,533	5,425	5,349
300-499 Students	1,713	17,636	11,368	3,216	2,641
500+ Students	6,319	12,650	5,369	2,862	4,102
Title I Enrollment Percentage (Student Need Indicator)					
0%-25%	2,417	15,623	9,412	2,505	3,041
26%-50%	5,230	24,605	13,112	4,287	5,675
51%-75%	3,901	21,916	12,939	3,776	3,903
76%-100%	1,615	21,061	13,909	3,029	3,057

Title I Schoolwide Program

	Districts	Total Schools ³	Elem	Middle/Jr High	Senior High
Schoolwide Programs	9,973	52,103	33,614	7,995	7,847

Improving Teacher Quality (Title II) Funding

Identify districts and schools receiving federal support to increase teacher quality. The program focuses on improving teacher and principal quality through recruiting, increasing the number of highly qualified teachers in the classroom, and reforming certification programs for teachers and principals.

Professional Development Funding

	Districts	Total Schools ³	Elem	Middle/Jr High	Senior High
Dollar Allocation					
High—\$100,000+	2,296	31,921	19,636	5,065	5,471
Medium—\$30,000-\$99,999	3,358	14,813	7,836	2,739	3,484
Low—Under \$30,000	3,994	10,412	5,183	1,224	2,234

¹ Includes Public, Private, and Catholic Schools; Districts; Dioceses; Public Libraries; and Adult Ed, Special Ed, and Career & Technical Ed Schools.

² Includes Districts, Dioceses, State Departments, and Regional and County Centers.

³ Includes Public K-12, Adult Ed, Special Ed, and Career & Technical Ed Schools.

Schools

Building-Level Campaigns to Reach Your Right Audience

Teachers and administrators have a surprising amount of purchasing influence and power. Choose the people most likely to be interested in your products and services when you target by school type, grade ranges, and program types.

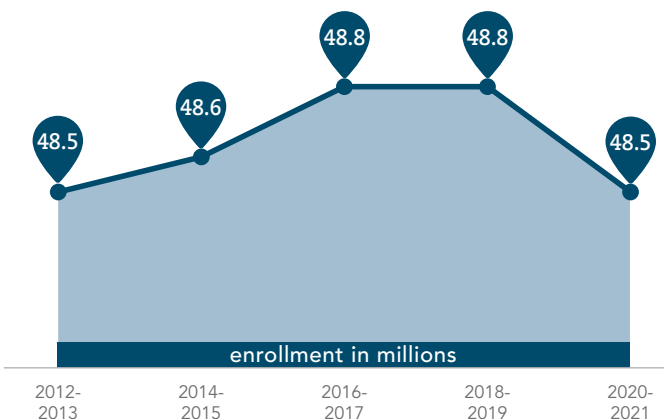


Quick look

115,420	Total schools
64,563	Elementary schools
14,725	Middle/junior high schools
20,470	Senior high schools
17,953	Career & technical education schools and programs
54,662	Schools in districts spending over \$10,200 per student

Public School Enrollment

Trends over past 10 years...



School Types

Elementary Schools

Grade Span	Total	Public	Private	Catholic
PK, K	2,231	1,861	253	117
K-3	3,972	3,656	274	42
4-6	1,416	1,410	1	5
K-4, 5	32,254	31,305	718	231
K-6	974	8,646	756	344
K-8	14,944	7,119	4,055	3,770
Total Elementary	64,563	53,997	6,057	4,509

Middle/Junior High Schools

5, 6-8	12,465	12,231	154	80
7-9	2,260	2,232	15	13
Total Middle/Junior	14,725	14,463	169	93

Senior High Schools

7-12	3,014	5,913	280	110
9-12	16,451	14,912	848	691
10-12	1,005	984	21	0
Total Senior High	20,470	18,520	1,149	801

Other Schools

K-12	11,282	5,913	5,172	197
Special Ed	2,694	1,379	1,290	25
Career & Technical Ed	1,268	1,263	5	—
Adult Ed	418	403	15	—
Total Other Schools	15,662	8,958	6,482	222

Total Schools

Total All Schools	115,420	95,938	13,857	5,625
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More Public School Choices

Not all students attend traditional public and private schools, over time additional school choices have emerged to meet their needs. They include Charter, Magnet, and Virtual schools which offer specialized learning environments for students.

Quick look

354	Charter Management Organizations
880	CMO administrators
8,388	Charter schools
195,838	Charter school teachers
540	STEM schools
19,412	STEM school teachers

Charter Management Organizations (CMOs)

A private organization or firm that manages charter schools, they can have non-profit or for-profit status. A CMO is given executive authority to run one or more schools in return for a commitment to produce measurable outcomes within a given time frame.

	Total
CMO	354
Charter Schools	8,388
Charter Schools Managed by CMO	2,933

CMO Size

	Total
Small – Manages less than 4 schools	105
Medium – Manages 4-9 Schools	136
Large – Manages 10 or more schools	113

Number of States With CMO-Managed Schools

	Total
1 State	263
2-5 States	48
6+ States	43

CMO Personnel

	Total
CEOs/Presidents	356
Business/Finance/Purchasing	233
K-12 Curriculum/Instruction	166
Instructional Technology	125

Choice Schools

	Total	Elem	Middle/ Jr High	Senior High
Charter	8,388	4,132	818	1,805
Magnet	2,070	1,239	310	404
Virtual	880	93	8	210
STEM	561	294	129	112

- **Charter** schools have been given certain freedoms from state and local requirements, regulations, and policies, allowing for more administrative independence.
- **Magnet** schools offer enriched curricula to attract students from a broad cross section of the community.
- **Virtual** schools offer courses primarily through online methods, with instruction designed to take advantage of the online medium, usually with options for synchronous or asynchronous scheduling.
- **STEM** schools focus on teaching a curriculum that supports critical thinking, complex problem solving, and driving advancements in science and technology with a focus on Science, Technology, Engineering, and Math courses.

See page 18 for Alternative, BIA, Blue Ribbon, and Green Ribbon schools.

¹ Includes K-12, Adult Ed, Special Ed, and Career & Technical Ed Schools.

Building-Level Selections

Zero In On Your Best Audience

Precisely define your ideal audience using a strategic mix of institutional and personnel variables. Create highly targeted campaigns with our 300 building-level selects, 400+ job functions, and detailed demographic selects.



Quick look

70,817 Schools opening before September 1

2,066 Year-round schools

29,126 Schools with 70%+ college-bound students

43,499 Schools with ELL programs

62,697 Schools with 11-20 students per teacher

45,216 Schools with special education enrollment of 1,000+

New Schools

	Total
Districts With New Schools	364
District Administrators in Districts With New Schools	9,985
New Public Schools	441

Size Selects

Number of Schools

Districts With	Total
1 School	2,909
2-4 Schools	5,631
5-9 Schools	2,862
10+ Schools	2,162

Number of Classrooms

	Total ¹	Elem	Middle/ Jr High	Senior High
1-14 Classrooms	12,076	7,909	732	1,770
15-29 Classrooms	29,221	22,775	2,427	2,234
30+ Classrooms	30,306	13,203	7,721	7,930

¹ Includes K-12, Adult Ed, Special Ed, and Career & Technical Ed Schools.

Number of Teachers

Schools With	Districts	Total Schools ¹	Elem	Middle/ Jr High	Senior High
1-20 Teachers	1,635	18,570	10,317	2,000	3,340
21-30 Teachers	952	18,528	13,623	2,146	2,032
31-50 Teachers	1,627	24,406	16,578	4,404	2,750
51+ Teachers	8,098	13,679	3,584	3,752	5,906

Student-to-Teacher Ratio

Schools With Students Per Teacher	Total ¹	Elem	Middle/ Jr High	Senior High
1-10	9,671	3,754	1,155	2,426
11-20	62,697	39,506	10,387	10,373
21+	5,263	2,192	937	1,727

School Calendar

Time your campaigns to begin on opening day, take advantage of unspent money at year-end, or switch up your messaging for engagement during school breaks. Plan, segment, and deploy your marketing campaigns according to district or school opening, closing, or mid-winter and spring break schedules. Select or suppress public institutions based on these dates.

	Districts	Schools
Opening Dates		
Early (Before August 16)	3,200	26,727
Middle (August 16 to August 31)	6,949	44,090
Late (After August 31)	3,415	19,315
Closing Dates		
Early (Before June 1)	7,263	44,132
Middle (June 1 to June 15)	4,264	32,558
Late (After June 15)	2,037	13,442
Districts With Year-Round Schools	652	—
Schools Open Year-Round	—	2,066
School Break Dates		
Mid-Winter	3,724	27,245
Spring Break	11,269	82,208

Enrollments

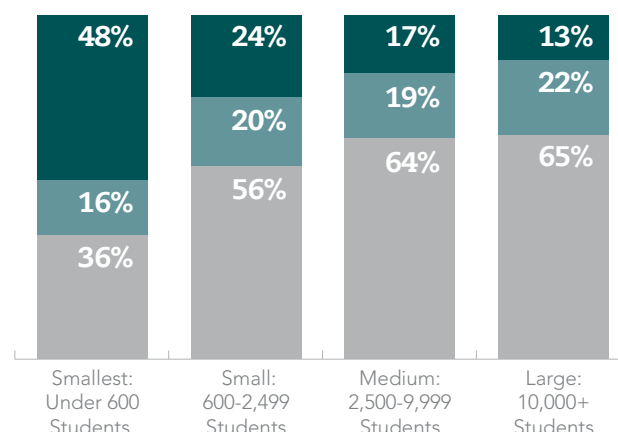
Enrollment vs. Expenditures

All Instructional Materials Per Student Expenditure	District Enrollment				
	Total	Under 600	600-2,499	2,500-9,999	10,000+
Public School Districts					
Low—Under \$300	7,074	1,555	2,851	1,891	777
Medium—\$300-\$399	2,578	725	1,039	556	258
High—\$400+	3,912	2,070	1,195	490	157
Total¹	13,346	4,279	4,974	2,906	1,187
Public Schools in Districts					
Low—Under \$300	53,236	2,427	9,599	16,116	25,094
Medium—\$300-\$399	19,611	1,146	3,742	4,727	9,996
High—\$400+	17,285	3,133	4,200	4,197	5,755
Total¹	89,688	6,670	17,465	24,989	40,564

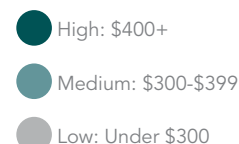
All Instructional Materials Per Student Expenditure	School Enrollment			
	Total	Under 300	300-499	500+
Elementary Schools				
Low—Under \$300	30,965	7,392	12,283	11,290
Medium—\$300-\$399	11,349	2,982	4,385	3,982
High—\$400+	9,453	3,446	3,396	2,611
Total²	51,767	13,820	20,064	17,883

All Instructional Materials Per Student Expenditure	School Enrollment			
	Total	Under 500	500-999	1,000+
Middle Schools				
Low—Under \$300	7,213	2,577	3,606	1,030
Medium—\$300-\$399	2,552	1,128	1,042	382
High—\$400+	2,122	1,087	874	161
Total²	11,887	4,792	5,522	1,573
Junior High School				
Low—Under \$300	1,310	459	681	170
Medium—\$300-\$399	502	168	260	74
High—\$400+	400	152	211	37
Total²	2,212	779	1,152	281
Senior High School				
Low—Under \$300	10,108	4,384	2,101	3,623
Medium—\$300-\$399	3,775	1,877	804	1,094
High—\$400+	3,388	1,992	605	791
Total²	17,271	8,253	3,510	5,508

Per Student AIM Expenditure by District Enrollment



Nearly one-half of the smallest districts spend the highest amount on AIM (\$400+), and 65% of large districts spend the least on AIM (under \$300).



Special Education Enrollment

	Districts	Total Schools ³	Elem	Middle/ Jr High	Senior High
Percentage					
1%-10%	1,517	9,015	5,078	1,492	1,735
11%-15%	5,454	44,585	25,751	7,198	8,506
16%-20%	4,144	24,580	14,203	3,795	4,769
21%+	1,843	8,715	4,924	1,178	1,754
Actual					
1-79 Students	3,718	5,910	2,808	360	1,128
80-299 Students	4,460	14,134	6,592	2,727	3,787
300-999 Students	3,163	21,927	13,047	3,553	4,230
1,000+ Students	1,630	45,216	27,696	7,055	7,657

English Language Learners (ELL) Enrollment

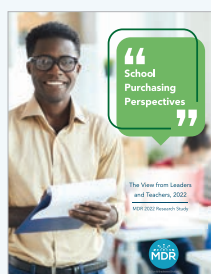
	Districts	Total Schools ³	Elem	Middle/ Jr High	Senior High
Percentage					
1%-3%	4,454	23,676	13,089	3,952	4,925
4%-15%	3,268	34,145	20,030	5,529	6,266
16%+	1,369	19,585	12,285	2,851	3,305
Actual					
1-15 Students	3,666	10,555	5,090	1,652	2,583
16-50 Students	2,032	8,312	4,350	1,448	1,874
51-200 Students	2,112	12,437	7,124	2,140	2,499
201-999 Students	1,552	17,147	10,262	2,847	3,040
1,000+ Students	1,117	34,987	21,632	5,307	5,928

See page 13 for Title I enrollments.

¹ Counts exclude unclassified districts and schools.

² Counts exclude K-12, Adult Ed, Special Ed, Career & Technical Ed, and unclassified schools.

³ Includes K-12, Adult Ed, Special Ed, and Career & Technical Ed Schools.



Insights on School Spending

Through our WeAreTeachers survey, we heard from 3,500 teachers and school leaders about who makes spending decisions, and what they expect to spend on

this year. Despite the availability of federal relief funds for another year, teachers still expect to contribute their own money to outfit their classrooms.

Learn what educators plan to spend money on in our report, [School Purchasing Perspectives: The View from Leaders & Teachers, 2022](#).

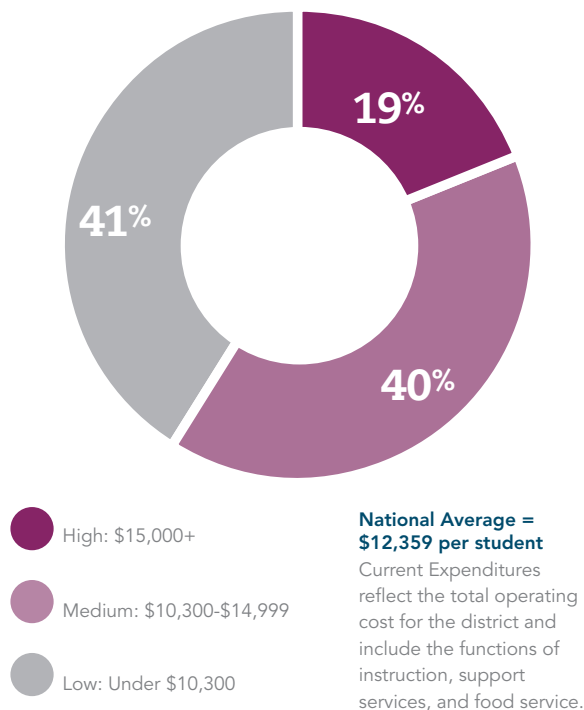
Building-Level Selections

Expenditures

Per Student Spending

	Total ³	Elem	Middle/ Jr High	Senior High
AIM Expenditures				
High—\$400+	17,285	9,453	2,522	3,388
Medium—\$300-\$399	19,611	11,349	3,054	3,775
Low—Under \$300	53,236	30,965	8,523	10,108
Current Expenditures				
High—\$15,000+	17,103	9,815	2,413	3,261
Medium—\$10,300-\$14,999	35,975	20,686	5,584	7,050
Low—Under \$10,300	37,054	21,266	6,102	6,960

Percentage of Schools by Per Student Current Expenditure Levels



Specialty Schools

	Total	Elem	Middle/ Jr High	Senior High
Alternative	4,062	130	128	2,639
BIA	166	100	8	18
Blue Ribbon	300	207	40	39
Green Ribbon	28	18	4	4

Schools by Program

Career & Technical Education

The educators and administrators in these schools are actively working with students to prepare them for postsecondary careers that may not require a traditional four-year college degree.

Schools With Career & Technical Education	Total
Secondary Schools With Career & Technical Ed ²	12,750
Career & Technical Ed Schools	1,268
Total ³	17,953

¹ Includes K-12, Adult Ed, Special Ed, and Career & Technical Ed Schools.

² Includes K-12, Junior High, and Senior High Schools.

³ Includes all school types.

⁴ Reflects schools by their district percentage.

Adult Education

Reach educators and administrators in schools with adult education programs tasked with developing, administering, and purchasing resources for these important programs.

Schools	Total
Adult Ed Schools	418
Schools With Adult Ed Classes	5,032

Bilingual Education

These schools teach core curriculum to non-English speaking students in their native language.

Public Schools	Total
Total Public Schools	54,338
Elementary Schools	31,665
Middle/Junior High Schools	8,811
Senior High Schools	10,037
Combined (K-12) Schools	2,510
Adult Ed, Special Ed, and Career & Technical Ed Schools	1,146

Schools With ELL Programs

Reach schools that teach English to non-English speaking students.

Public Schools	Total
Total Public Schools	43,499
Elementary Schools	25,428
Middle/Junior High Schools	8,285
Senior High Schools	8,156

Academic Excellence

College-Bound Students⁴

Percentage of Students	Districts	Total Schools ¹	Elem	Middle/ Jr High	Senior High
0%-49%	1,646	9,430	4,997	1,477	2,066
50%-69%	3,329	25,181	13,897	3,998	5,309
70%+	4,049	29,126	16,439	4,629	5,704
Total	9,024	63,737	35,333	10,104	13,079

Advanced Placement

AP Program Types	Schools	Teachers
Computer Science	1,876	941
English	10,434	7,332
Fine Arts	2,499	1,344
Foreign/World Languages	4,155	1,081
Mathematics	10,128	6,668
Science	9,223	6,129
Social Studies	9,077	9,951

	Total ¹	Elem	Middle/Jr High	Senior High
AP Course Teachers	33,240	—	7	30,435

Note: Additional AP job titles are available. Call for more details.

School Programs

Schools With	Total ¹	Elem	Middle/ Jr High	Senior High
Alternative Programs	4,062	130	128	3,715
AP Programs	15,312	326	421	12,278
ESL Programs	43,499	25,428	8,285	8,156
Library Media Centers	79,254	47,598	12,084	13,861
Magnet Programs	2,110	1,036	372	634

Schools With	Districts	Total Schools ¹	Elem	Middle/ Jr High	Senior High
Before- and After-School Programs	4,660	31,642	26,232	1,479	916
Gifted and Talented Programs	7,798	34,706	21,789	6,144	5,001
International Baccalaureate	870	1,600	521	270	729

Neighborhood Selects

Household Income

Identify institutions by the median household income in the surrounding neighborhood.

	Districts	Total Schools ¹	Elem	Middle/ Jr High	Senior High
Under \$35,000	906	5,260	2,658	560	1,003
\$35,000-\$39,999	357	3,328	1,783	409	641
\$40,000-\$49,999	2,051	14,838	7,928	1,863	2,837
\$50,000-\$69,999	5,985	38,335	20,709	4,808	7,195
\$70,000+	5,612	53,659	31,485	7,085	8,794

Lifestyle_{NE} Indicator

Target by the demographics and lifestyle of a school's neighborhood with New Evolution (NE) segmentation from Claritas, Inc.

	Districts	Total Schools ¹	Elem	Middle/ Jr High	Senior High
Urban	722	19,654	11,897	2,046	3,528
Urban Uptown	233	10,226	3,167	556	776
Midtown Mix	180	4,388	2,472	409	894
Urban Cores	309	10,226	6,258	1,081	1,858
Suburban	1,823	24,743	14,808	3,175	3,618
Elite Suburbs	326	4,003	2,412	535	576
The Affluentials	647	9,565	5,841	1,226	1,373
Middle Burbs	395	5,534	3,279	711	791
Inner Suburbs	455	5,641	3,276	703	878
Second City	1,398	21,025	12,322	2,648	3,304
Second City Society	228	5,381	3,254	739	861
City Centers	697	8,315	4,818	997	1,272
Micro-City Blues	473	7,329	4,250	912	1,171
Town and Country	10,968	49,998	25,536	6,856	10,020
Landed Gentry	1,131	7,791	4,411	1,224	1,341
Country Comfort	2,896	11,682	6,121	1,525	2,287
Middle America	3,520	15,027	7,572	2,071	3,124
Rustic Living	3,421	15,498	7,432	2,036	3,268

Poverty-Level Indicator

	Districts	Total Schools ¹	Elem	Middle/ Jr High	Senior High
High Income— Under 6% Poverty	1,797	10,947	6,702	1,984	1,944
Medium-High Income— 6%-15% Poverty	6,358	39,812	22,847	6,399	7,726
Medium-Low Income— 16%-30% Poverty	4,397	33,674	19,142	5,000	6,615
Low Income— Over 30% Poverty	482	3,291	1,839	448	653

Student Need Indicator (Free Lunch)

The percentage of the public school's enrollment qualifying for the free and reduced-price lunch program. The lower the percentage, the better the economic situation.

	Districts	Total Schools ¹	Elem	Middle/ Jr High	Senior High
Very Low—Under 11%	610	4,731	3,151	713	691
Low—11%-20%	1,113	6,918	4,069	1,145	1,433
Moderate—21%-30%	1,538	8,281	4,527	1,376	1,919
High—31%-50%	4,386	20,240	10,755	3,548	4,659
Very High—51%+	5,917	42,977	26,848	6,805	6,960

Geographic Selects

Metro Status

Classification	Districts	Total Schools ¹	Elem	Middle/ Jr High	Senior High
Urban	1,280	34,587	20,509	3,947	5,745
Suburban	3,343	37,417	22,180	5,082	5,910
Rural	6,610	22,796	11,180	2,868	4,822
Town	2,774	14,422	7,406	2,126	3,025

NCES Locale Codes: For districts and public schools, choose from 12 "urban-centric" Locale Codes, as assigned by NCES. Call us for counts.

TV Viewing Area (Designated Market Area)

	Districts	Total Schools ¹	Elem	Middle/ Jr High	Senior High
1. New York (501)	728	6,992	3,959	886	1,274
2. Los Angeles (803)	219	5,383	3,261	615	984
3. Chicago (602)	467	3,340	2,191	390	494



Classroom Technology

SIS – Student Information Systems

By Brand	Districts	Total Schools	Elem	Middle/ Jr High	Senior High
Aeries	445	5,468	3,218	782	1,149
Chalkable	214	1,883	1,025	304	374
Edupoint	380	4,605	2,849	754	759
Illuminate Education	329	5,269	3,179	803	987
Infinite Campus	1,613	13,777	7,965	2,158	2,607
PowerSchool	3,630	29,377	16,946	4,579	5,657
Skyward	1,495	11,133	6,455	1,874	2,085
Tyler	366	2,795	1,602	432	537
Other	5,430	38,447	22,042	6,015	7,344

LMS – Learning Management Systems

By Brand	Districts	Total Schools	Elem	Middle/ Jr High	Senior High
Blackboard Learn	729	7,604	4,514	1,132	1,450
Canvas	1,047	13,923	8,258	2,282	2,488
Connect	176	1,499	918	237	257
Edmodo	312	3,186	1,875	504	571
Google Classroom	3,879	27,348	15,904	4,337	5,181
Moodle	387	3,064	1,734	494	595
Odysseyware	353	1,783	923	267	382
Pearson SuccessNet	256	2,227	1,352	360	369
Schoology	924	10,074	5,924	1,599	1,844
Skyward	798	5,323	5,924	920	1,022
Other	4,657	29,079	16,761	4,426	5,556

BYOD – Bring Your Own Device Programs

	Districts	Total Schools	Elem	Middle/ Jr High	Senior High
With BYOD	3,517	17,013	8,103	3,138	4,442

1:1 Programs

	Districts	Total Schools	Elem	Middle/ Jr High	Senior High
With 1:1	9,191	41,269	21,687	7,314	9,089

¹ Includes K-12, Adult Ed, Special Ed, and Career & Technical Ed Schools.

Libraries

Libraries Have Purchasing Power

Public and school libraries and librarians have budgets to spend. Reach key decision makers and your best prospects with detailed information on public, private, and college libraries.



Quick look

9,069 Public libraries

33,469 Public librarians

71,746 K-12 library/media specialists

3,573 College libraries

16,937 College librarians

Public Library Universe

	Libraries	Librarians by Name	Library Buyers
Main Public Libraries	9,069	33,462	5,706
Library Systems	352	1,892	138
System Cooperatives	161	607	27
State Libraries	49	815	25
Total Main Libraries	9,631	36,776	5,896
Branch Libraries	8,027	11,980	1,077
Grand Total	17,658	48,756	6,973

Public Library Personnel

Librarians by Name	Total	Main Libraries	Branch Libraries
Total Librarians	48,756	36,776	11,980
Library Directors	9,465	9,465	—
Assistant Directors	2,700	2,700	—
Branch Heads	7,506	—	7,506
Acquisitions Librarians	704	650	54
Adult Services Librarians	2,098	1,793	305
Audiovisual Librarians	221	207	14
Book/Materials Selections	353	309	44
Bookmobile Coordinators	1,061	959	102
Chief Marketing Officers	332	310	22
Children's Librarians	5,146	4,164	982
Circulation Librarians	4,117	3,533	584
Classification/Catalog Librarians	1,300	1,239	61
Genealogy Librarians	536	478	58
Interlibrary Loan Librarians	2,028	1,846	182
Literacy Coordinators	460	408	52
Periodical Librarians	306	272	34
Reference Librarians	2,743	2,293	450
Systems/Automation Librarians	1,108	1011	97
Technical Services Librarians	1,787	1,676	111
Technology Managers	1,208	1,139	69
Young Adult Librarians	3,023	2,575	458
Unclassified	4,744	3,402	1,342

Library Buyers

	Librarians/ Media Specialists	Buyers
All Schools	102,757	21,162
Public Libraries	48,756	6,973

Public Library Selects

Number of Branches

	None	1	2-4	5-9	10+
Main Libraries	8,133	427	544	323	204
Branches	—	427	1,492	2,103	4,005

Book Budget

	\$1-\$4,999	\$5,000- \$19,999	\$20,000- \$100,000	Over \$100,000
Total	2,026	3,254	4,473	7,646
Main Libraries	1,984	3,031	3,066	1,405
Branch Libraries	42	223	1,457	6,241

Affluence Indicator – Public Libraries

	Below Low	Average	Average	Above Average	High
Libraries	3,532	3,532	3,532	3,531	3,531

Purchasing Authority

	Mains & Branches	Mains Only
Libraries	1,807	477

Public Library Neighborhood Selects

Lifestyle_{NE} Indicator

With New Evolution (NE) segmentation from Claritas, Inc., target public libraries by the demographics and lifestyle found in the neighborhood in which the library is located.

	Libraries
Urban	1,833
Suburban	2,387
Second City	1,932
Town and Country	11,506

Household Income

The median household income of the area in which a library is located can greatly influence the types of services and resources the library provides. Target by an exact income level or by any range of income.

	Mains & Branches	Mains Only
Under \$35,000	868	400
\$35,000-\$39,999	532	224
\$40,000-\$49,999	2,526	1,256
\$50,000-\$69,999	6,688	4,090
\$70,000+	7,044	3,661

Key Decision Makers in K-12 School Library Market

	Total ¹	Elementary	Middle/Jr High	Senior High	Buyers at School ²
Library/Media Specialists	71,746	40,841	10,809	14,601	18,205
English Teachers	301,604	53,185	89,051	128,154	5,423
Literacy Coordinators	497	289	75	80	29
Multimedia Coordinators	1,955	101	251	1,257	42
PTA/PTO Presidents	33,399	26,996	3,443	2,146	225
Reading Teachers	67,143	31,751	22,043	8,924	2,287
Remedial Reading Teachers	28,644	21,916	3,538	1,570	1,226
Resource Teachers	77,627	44,856	13,442	14,887	1,181
School Store Managers	1,883	445	185	892	72
Special Ed Teachers	290,818	125,981	52,735	78,731	2,530
Teachers/Gifted Students	48,132	26,938	9,714	9,026	1,034
Technology Champions	9,598	5,201	1,826	1,964	1,113
Technology Coordinators	17,420	8,780	1,471	3,887	561
Title I Teachers	20,644	16,582	1,643	1,190	647

College Libraries

Library Type	Total Colleges	Senior Colleges	Junior Colleges	Library Directors
Main Libraries	3,573	2,055	1,518	3,646
Department Libraries ³	1,227	1,203	24	1,188
Allied Health	48	45	3	46
Architecture	49	49	—	40
Art	47	46	1	46
Education	50	50	—	33
Engineering	42	41	1	38
Fine Arts	46	46	—	43
Music	141	140	1	126
Science	64	64	—	49
Law Libraries	206	206	—	246
Medical Libraries	156	156	—	191

College Library Selects

	Total	Main Libraries	Dept Libraries	Librarians by Name
Libraries by Total Budget				
Low (\$1-\$9,999)	36	25	11	47
Medium (\$10,000-\$99,999)	365	311	54	617
High (\$100,000+)	2,151	1,828	323	9,799
Libraries by Book Budget				
Low (\$1-\$9,999)	312	243	69	464
Medium (\$10,000-\$99,999)	1,601	1,395	206	4,430
High (\$100,000+)	973	757	216	6,432
Libraries by Collection Size				
Low (1-9,999)	397	307	90	502
Medium (10,000-99,999)	2,040	1,597	443	4,823
High (100,000+)	1,758	1,286	472	10,180

College Librarians

Code	Library Personnel	Total College Librarians	Senior College Librarians	Junior College Librarians
	College Librarians	16,937	13,527	3,410
	Library Directors – LIBR1	4,892	3,457	1,435
41101	Library Director	3,276	1,985	1,291
41103	Director/Head Librarian (Special/Dept)	663	640	23
41104	Assistant Library Director	714	592	122
41106	Law Library Director	175	175	-
41105	Medical Library Director	117	115	2
	Librarians by Function – LIBR2	11,732	9,606	2,126
41151	Acquisitions Librarian	823	672	151
41154	Archivist	732	688	44
41110	Audiovisual/Media Director	350	259	91
41157	Cataloging Librarian	988	823	165
41152	Circulation/Access Librarian	1,688	1,355	333
41109	Collection Development Director	1,049	935	114
41158	Digital Librarian	734	660	74
41159	Distance Learning Librarian	170	128	42
41160	Evening/Weekend Librarian	44	35	9
41155	Government Documents Librarian	299	285	14
41153	Interlibrary Loan Librarian	902	735	167
41112	Learning Resources Center Director	131	62	69
41107	Reference/Public Service Librarian	3,944	3,071	873
41108	Serials/Publications Librarian	658	542	116
41156	Systems/Automation Librarian	717	595	122
41111	Technical Service Librarian	1,405	1,046	359

¹ Total counts include Buyers at School.

² Educators who have purchased through direct mail.

³ Includes business, history, math, religion, and other department libraries.

Early Childhood

Make Early Learning a Priority

Early childhood education initiatives remain a priority in the Every Student Succeeds Act (ESSA). Reach this important audience with our Day Care, Children's Librarians, and Elementary School Teachers information.



Quick look

102,520	Day care centers
97,894	Day care directors
41,895	Day care centers with over 80 children
10,434	Day care centers with \$400-\$799 average tuition
10,850	Head Start centers
265,980	Pre-K to Grade 3 teachers

Day Care Centers and Personnel

Day Care Types

	Centers	Directors	Pre-K/K Teachers
All Day Care Centers	102,520	97,894	32,286
Church/Synagogue Centers	8,557	10,988	11,362
College/University Based	610	816	1,306
Employer (Corporate) Sponsored	225	313	98
Family Day Residences (With 10+ Children)	1,017	1,135	130
Federal Based	158	181	41
Head Start Centers	10,850	7,498	361
Hospital Centers	215	263	66
Military Based	32	40	5
Montessori Centers	3,148	3,327	2,604
Salvation Army	106	98	4
YMCA/YWCA Centers	3,478	3,256	243
Independent Centers	16,369	21,014	10,320
Unclassified	50,809	39,156	10,385

Day Care Center Buyers

	Buyers
All Day Care Centers	781
All Day Care Chains	22

Expand Your Marketing Reach

When selling to the early childhood market, be sure to consider these other selections:

- Children's Librarians, page 20
- Canadian Elementary Schools, page 25
- Elementary School Teachers, pages 30-33



Day Care Center Selects

	Centers	Directors	Pre-K/K Teachers	Buyers
Age Range				
Under 2 Years	25,704	33,178	12,604	231
2-4 Years	43,294	52,197	27,144	510
5-6 Years	42,469	51,005	25,728	488
7+ Years	25,495	32,321	11,742	223
Capacity				
80+ (Largest)	41,895	46,070	22,770	478
40-79	31,482	28,966	12,014	201
1-39 (Smallest)	24,858	20,109	3,414	95
Unclassified	4,284	2,748	88	7
Total	102,519	97,893	38,286	781
Metro Area				
Urban Areas	36,587	34,793	13,976	220
Suburban Areas	36,501	36,356	16,113	352
Rural/Nonmetro Areas	11,517	9,975	2,481	65
Town	10,970	9,953	2,850	85
TV Viewing Area (Designated Market Area)				
1. New York (501)	7,600	7,441	2,486	82
2. Los Angeles (803)	3,529	3,814	1,641	27
3. Chicago (602)	2,484	1,804	1,247	14
				Centers
Lifestyle _{NE} Indicator				
Urban	20,014			
Suburban	26,353			
Second City	21,004			
Town and Country	35,149			
Household Income				
Under \$35,000	5,204			
\$35,000-\$39,999	3,143			
\$40,000-\$49,999	12,900			
\$50,000-\$69,999	30,362			
\$70,000+	50,911			
Affluence Indicator - Day Care Centers				
Low	20,504			
Below Average	20,505			
Average	20,504			
Above Average	20,503			
High	20,504			
Average Tuition				
\$1-\$399	6,692			
\$400-\$799	10,434			
\$800+	3,976			
Daycare Funding				
Receives Federal Funding	5,110			
Receives State Funding	8,277			
Receives Federal AND State Funding	3,558			
Programs Offered				
Offers Preschool	50,427			
Offers Kindergarten	35,985			
Bilingual Education	42,832			
Instructional Programs	30,836			
Religious Affiliation				
Baptist	1,079			
Catholic	471			
Christian	1,210			
Episcopal	225			
Jewish	327			
Lutheran	1,071			
Methodist	1,210			
Presbyterian	552			
Protestant	858			
Not Classified	95,517			

Head Start Programs

	Total
Head Start Centers	10,850
Directors by Name at Head Start Centers	7,498
Teachers at Head Start Centers	361
Head Start Programs in Public Schools	2,111
Head Start Teachers in Public Schools	4,027

Schools With Pre-K/K

Schools With	Pre-K/K Schools	Principals	Teachers
Pre-K to Grade 3	101,425	71,133	265,980
Pre-Kindergarten	54,148	38,351	176,930
Kindergarten	94,329	65,912	257,827

District and School Personnel by Name

Administrators by Name

	Total
Principals in Schools With Pre-K	40,305
Principals in Schools With Kindergarten	65,912
Early Childhood District Supervisors (D34)	2,810
Elementary Curriculum/Instruction Supervisors (D09)	3,346

Teachers by Name

	Total Names	Buyers
Pre-Kindergarten	88,354	1,052
Kindergarten	186,492	5,181
Pre-First Grade	1,579	50
Grade 1	182,936	6,843
Grade 2	180,527	7,367
Grade 3	178,915	7,494
Lead Pre-Kindergarten	3,019	46
Lead Kindergarten	2,022	57
Lead First Grade	1,938	78
Lead Second Grade	1,474	72
Lead Third Grade	1,465	69
Ungraded Primary	35	0
Head Start	4,094	20
Child Development	4,006	30
Early Childhood Special Needs	16,200	146
Teachers in Pre-K/K, K-3 Schools	141,401	3,588
Art	2,448	19
Music	102	1
Physical Ed	3,835	9
Special Ed	9,177	98

College Faculty

Code/Course	Total College Faculty	Senior College Faculty	Junior College Faculty
ED6015/Early Childhood Education	3,047	1,754	1,293
ED6005/Student Teaching	406	307	99
ED6020/Kindergarten	64	64	—
ED6030/Creativity/Play Education	406	188	218
ED8060/Early Childhood Education of the Exceptional Child	248	173	75

Colleges

Reach College Decision Makers by Subject

The college market offers profitable opportunities for the total campus—from the bookstore to food service. Reach decision makers in this thriving market with selects that allow you to focus your efforts on your best prospects.



College Universe

	Total Colleges	Faculty	Deans/Admin	Dept Chairs
Senior Colleges ¹	3,560	879,253	61,723	35,774
Junior/Community/Technical Colleges ²	2,098	220,185	23,351	9,444
Total²	5,658	1,099,438	85,074	45,218
Career and Trade Schools	968	—	2,167	—

College Faculty

Discipline	Total Faculty	Senior Faculty	Junior Faculty	Deans	Dept Chairs	Total Email
Agriculture and Animal Science	18,473	15,154	3,319	99	816	14,583
Allied Health	47,034	33,650	13,384	550	2,356	33,581
Business	81,160	67,169	13,991	984	3,563	61,748
Communications	44,001	33,636	10,365	183	1,586	34,446
Computer Science	42,602	31,268	11,334	130	1,383	32,653
Dental Science	6,186	6,162	24	52	507	3,331
Education	61,848	54,866	6,982	659	2,276	46,807
Engineering	45,201	41,544	3,657	393	1,826	35,155
English Language and Literature	67,964	45,868	22,096	53	61	52,925
Fine and Applied Arts	110,559	89,977	20,582	268	4,080	86,226
Foreign Languages and Literature	29,966	25,658	4,308	21	1,527	22,637
General Studies	31,867	22,669	9,198	69	1,432	23,262
Interdisciplinary Studies	47,203	44,416	2,787	—	—	36,731
Law	20,398	19,068	1,330	214	241	15,024
Library Science	1,702	1,377	325	35	60	1,233
Mathematics	53,094	33,434	19,660	522	1,999	41,605
Medicine	128,222	128,222	—	179	2,903	71,386
Military Science	3,911	3,855	56	—	368	2,423
Natural and Physical Sciences	111,913	86,119	25,794	73	4,700	88,017
Nursing	38,793	27,258	11,535	586	1,094	29,459
Physical Education	35,537	27,089	8,448	81	1,158	28,066
Social Sciences	180,314	146,996	33,318	310	8,013	137,393
Vocational Education	59,766	29,643	30,123	—	3,176	45,897

Faculty Teaching College-Level K-12 Education Courses

Subject	Elementary	Middle/ Jr High	Secondary	General	Subject	Elementary	Middle/ Jr High	Secondary	General
Art	358	17	106	84	Physical Education	324	12	130	473
English/Language Arts	265	59	251	938	Reading	266	64	119	1496
Foreign Languages	17	5	29	159	Remedial Reading	48	—	15	372
Health/Sex Education	101	—	19	203	Science	526	59	254	360
Mathematics	697	105	224	535	Social Studies	414	60	157	345
Music	208	15	111	386					

¹ Senior colleges represent four-year degree and graduate institutions. ² Junior colleges contain one-, two-, and three-year degree institutions.



Education Opportunities Up North

The Canadian school system presents a real opportunity for U.S. companies. Reach and engage Canadian educators by focusing on the provinces, languages, and decision makers aligned to the products and services you offer.

Quick look

15,339 Schools

9,737 English-speaking schools

21,454 Principals

Canadian Schools

	Total ¹	Elem	Middle/ Jr High	Senior High	Combined (K-12)
Schools by Province					
Alberta	2,010	870	3	347	785
British Columbia	1,760	1,183	6	329	230
Manitoba	814	420	2	120	258
New Brunswick	315	228	—	41	45
Newfoundland	268	97	1	58	112
Northwest Territories	50	15	—	7	28
Nova Scotia	402	244	4	75	78
Nunavut	42	18	—	8	16
Ontario	5,464	4,078	54	927	298
Prince Edward Island	65	33	—	18	14
Quebec	3,374	2,257	22	482	217
Saskatchewan	744	353	—	98	289
Yukon Territory	31	12	—	6	13
Schools by Language Spoken					
English	9,737	5,985	44	1,501	2,042
French	3,630	2,478	20	532	239
English and French	1,972	1,345	28	483	102

Canadian School Personnel

Principal Group Totals

Principals	Total	English/ Bilingual	French
Elementary	13,063	10,572	2,491
Middle/Junior High	149	122	27
Senior High	4,963	4,245	718
Combined (K-12)	2,902	2,680	222
Adult Ed, Special Ed, Career & Technical Ed	377	142	235
Total	21,454	17,761	3,693

Canadian School Boards

	Total
All Canadian School Boards/Districts	373
Canadian Superintendents by Name	431

School Board Administrators

	Total
Directors of Education	43
Superintendents	431
Assistant Superintendents	94
Curriculum/Instruction K-12	6
Data Processing/Computer Services	4
Education Technology	7
Guidance/Student Services	1
Human Resources	36
Physical Plant/Buildings and Grounds	2
Psychologists	1
Secretaries/Treasurers	8
Transportation	1

¹ Includes Adult Ed, Special Ed, and Career & Technical Ed Schools.

School Personnel

Target School Personnel With Precision

The K-12 market includes a variety of specialized market niches from special education to adult education and athletics to tech prep. MDR covers it all so you can reach those who directly influence budgets and purchasing.



Quick look

5,705,891	K-12 personnel
189,641	District administrators
213,705	Principals
1,113,086	Teachers new to their schools
48,881	Teachers new to the profession
351,522	K-12 coaches

Personnel in New Schools

	Total ¹	Elem	Middle/ Jr High	Senior High
Principals in New Schools	598	276	101	98
Teachers in New Schools	5,229	2,769	1,171	980

Adult Education Personnel

	Total
Adult Ed District Supervisors	1,346
Teachers in Adult Ed Schools	5,083

Career & Technical Education Personnel

	Total ²	Sec Schools With Voc Ed ³	Career & Tech Ed Schools
Principal Group	48,790	36,415	1,628
Career&Tech Ed Dept Chairs	1,438	1,260	132
Business/Office Ed Dept Chairs	1,003	964	19
Computer Personnel	29,298	21,194	1,416
Family/Consumer Sci Dept Chairs	554	506	16
Technology Ed/Trade Dept Chairs	1,213	1,015	116

¹ Includes K-12, Adult Ed, Special Ed, and Career & Technical Ed Schools.

² Includes all school types.

³ Includes K-12, Junior High, and Senior High Schools.

Coaches

District-Level Personnel

	Total
Athletic Directors	9,068
Physical Ed/Health Supervisors	1,777

School-Level Personnel

	Total	Boy's Team	Girl's Team
Athletic Directors	18,328	17,286	17,147
Athletic Directors – Jr High	12,484	—	—
Athletic Trainers	9,249	—	—
Badminton Coaches	551	221	514
Baseball Coaches	20,854	—	—
Basketball Coaches	59,183	30,980	29,945
Booster Club Presidents	3,000	—	—
Bowling Coaches	3,904	2,990	2,951
Cheerleading Coaches	21,093	—	—
Crew Coaches	276	276	—
Cross-Country Coaches	25,281	20,680	20,500
Dance/Pom Pom Coaches	4,204	—	—
Drill Team Coaches	2,276	—	—
NEW! Esports Coaches	971	—	—
Fencing Coaches	194	194	—
Field Hockey Coaches	2,563	—	—
Football Coaches	26,082	—	—
Golf Coaches	19,551	15,028	11,843
Gymnastics Coaches	1,445	136	1,379
Ice Hockey Coaches	2,251	1,640	643
Lacrosse Coaches	7,139	3,722	3,485
Rifle Coaches	545	—	—
Rugby Coaches	236	186	78
Skiing Coaches	820	732	589
Soccer Coaches	29,339	16,418	15,661
Softball Coaches	20,661	206	20,610
Strength & Conditioning Coaches	5,589	—	—
Swimming Coaches	10,088	8,073	8,318
Tennis Coaches	16,604	11,744	12,104
Track Coaches	37,468	25,720	25,564
Volleyball Coaches	28,457	2,530	26,782
Water Polo Coaches	1,460	976	955
Wrestling Coaches	17,420	14,526	NEW! 2,894

Name-Level Selections



Make Strong Connections When You Know Your Audience

When you combine an educator's institution and professional profile with these powerful name-level selects, you get even more opportunities to increase relevant and highly personalized connectivity with educators.

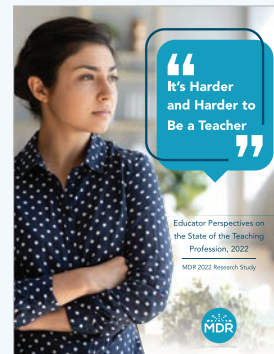
Quick look

655,667	Teachers with master's degree
1,885,366	Teacher households with children
1,102,164	Teachers with travel interest
2,805,405	Teacher homeowners

Get to know teachers as individuals

- **Contact Information** – Choose school or home address, email address, and home phone numbers.
- **Occupational** – Refine your campaign segments by an educator's professional profile—highest degree level, experience level, and number of years at a school.
- **Demographics** – Define your ideal prospect by characteristics, such as:
 - age
 - children in the household
 - interests, such as travel and charitable contributions.
- **Financial** – Use financial information, such as household income, home ownership, and Lifestyle^{NE} Indicator, to gauge buying potential.
- **Buying Behaviors** – MDR's tried-and-true buyer selects are ideal choices to boost response.

Understand How Teachers Feel



Our WeAreTeachers survey tapped into our exclusive connection to teachers and school leaders to understand current educator sentiment and needs. We heard from 3,500 teachers and school leaders from across the country about how they feel about teaching. And they didn't hold back from sharing their perspectives:

"I feel like it is my calling to teach the next generation."

"I am expected to do too much with very little support from administration."

Through probing questions and direct quotes from teachers in this report, *Educator Perspectives on the State of the Teaching Profession*, can give you insights into teacher sentiment you won't get anywhere else.

Download for free today! <https://mdreducation.com/reports/educator-perspectives-2022/>



What's in a name?

MDR's name-level selects offer deeper insight into the overall picture of an educator—where to reach them, their demographic profile, and buying behaviors.

This selectivity can help you develop highly personalized, relevant campaigns based on the personal traits, and behaviors of educators. Knowing an educator as an individual opens up countless possibilities to tailor your messaging and optimize marketing channels.

Contact Information

Reach customers and prospects at their school or home address depending on your product, message, and time of year.

At School

Personnel by Institution Type	School Address	With Email	Buyers
K-12	5,544,677	4,560,647	107,900
Elementary	2,706,523	2,209,510	74,869
Middle/Jr High	880,105	735,419	12,083
Senior High	1,433,358	1,214,821	13,945
College Faculty	1,197,835	873,051	136
2-Year College	246,313	189,618	41
4-Year College	951,522	683,433	95
Day Care	134,067	37,783	781
Public Library	48,756	23,298	6,973

At Home

Personnel by Institution Type	Home Address	Home Phone	With Email	Buyers
K-12	3,700,642	107,182	781,466	94,381
Elementary	1,763,131	52,268	374,532	65,323
Middle/Jr High	566,400	15,998	121,453	10,159
Senior High	942,148	26,494	197,563	11,239
College Faculty	657,230	15,642	107,995	92
2-Year College	132,047	3,312	25,957	27
4-Year College	525,183	12,330	82,038	65
Day Care	96,729	3,088	21,238	634
Public Library	31,996	817	6,489	5,133

See pages 30-33, MDR's Universe of Teacher Names, for teachers by job title.

Occupational

Teaching-related attributes can define various segments of your universe for educational product campaigns.

Highest Degree Level

	Total ¹	Elem	Middle/Jr High	Senior High
Bachelor's	705,146	364,754	127,438	174,769
Master's	655,667	311,711	122,339	191,939
Doctorate	17,326	5,624	3,205	7,334

Years of Teacher Experience

	Total ¹	Elem	Middle/Jr High	Senior High
New to the Profession	48,881	23,578	9,153	11,417
New to Their Schools	1,113,086	565,609	182,669	253,705
New to Their Jobs	84,334	60,786	14,195	3,218

Years at a School

	Total ¹	Elem	Middle/Jr High	Senior High
New on Board (First Year)	1,554,453	810,700	253,643	347,651
Pace Setters (2-4 Years)	1,530,529	793,336	243,261	347,174
In the Know (5-10 Years)	945,782	474,854	144,566	236,854
Tried and True (Over 10 Years)	919,015	430,215	144,629	271,566

Demographics

Gain deeper insight about your customer and prospect characteristics.

Age

Range	Total ¹	Elem	Middle/Jr High	Senior High
18-34	679,917	337,610	108,218	174,971
35-44	864,366	427,209	137,125	225,378
45-54	966,361	472,697	154,717	252,466
55-64	652,699	320,383	99,938	168,656
65+	156,858	73,879	23,218	42,455

Presence of Children

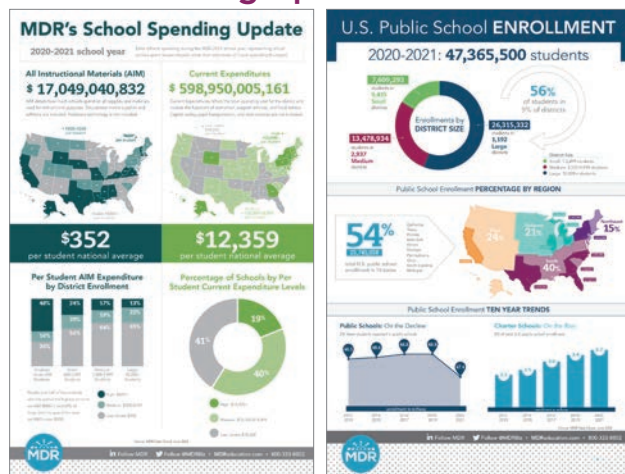
	Total ¹	Elem	Middle/Jr High	Senior High
Households				
With Children	1,885,366	950,286	298,640	475,657

Interests

	Total ¹	Elem	Middle/Jr High	Senior High
Charitable Contributors	696,505	335,947	110,242	181,383
Travelers	1,102,164	535,459	173,245	288,453

¹ Includes K-12, Adult Ed, Special Ed, and Career & Technical Ed Schools.

Get MDR Infographics



Click on each image to access infographics or visit mdreducation.com/reports/

Buying Behaviors

Confirmed buyers are proven to boost response rates. See pages 30-33 for Buyers at School by job title.

	School Buyers	Buyers With Email	At-Home Buyers	At-Home Buyers With Email
Direct Mail Buyers	107,864	95,189	92,509	21,169
Multibuyers	3,381	3,043	2,991	737
Recency of Purchase				
Past 6-Month Buyers	377	326	338	81
Past 12-Month Buyers	12,834	11,501	11,947	2,864

Financial

Financial data is a strong indicator of purchasing potential.

Household Income

Identify educators by the median household income of their surrounding home neighborhood.

	Total ¹	Elem	Middle/ Jr High	Senior High
Under \$15,000	124,613	62,183	118,992	31,030
\$15,000-\$24,999	118,862	60,345	18,375	28,571
\$25,000-\$34,999	145,931	72,679	22,769	36,435
\$35,000-\$49,999	279,240	137,941	43,523	70,451
\$50,000-\$74,999	616,684	297,655	96,934	161,018
\$75,000-\$99,999	634,365	307,134	99,905	167,036
\$100,000-\$149,999	892,295	435,284	143,230	237,581
\$150,000+	785,543	387,695	121,856	208,678

Lifestyle_{NE} Indicator

Target by the demographics and lifestyle of the educator's home neighborhood with New Evolution (NE) segmentation from Claritas, Inc.

	Total ¹	Elem	Middle/ Jr High	Senior High
Urban	523,404	269,145	67,666	137,036
Suburban	1,024,333	506,511	167,573	268,164
Second City	591,720	11,005	96,984	151,544
Town and Country	1,462,973	690,175	234,177	385,404

Home Ownership

	Total ¹	Elem	Middle/ Jr High	Senior High
Owns Home	2,805,405	1,371,977	442,458	738,616

See MDR's Universe of Teacher Names for more personnel by grade, subject, or job title.

pages 30-33

MDR Exclusive Email Response Index

Target those who are more likely to respond using MDR's powerful selections. Email Response Index (ERI) is a proprietary statistical module that "scores" email addresses to predict the email response probability.

Quick look

47,244 High ERI District Administrators

20,181 High ERI Principals

1,045,409 High ERI Teachers

Email Response Index (ERI) – Reach the Most Likely Responders

Make the connection with likely responders using the powerful knowledge gained from millions of emails deployed annually with the richest institutional data available.

Use ERI to:

- Narrow down a large prospecting universe
- Get the best possible response for a pilot campaign
- Drive high response rates for your most critical campaigns

	High ERI	Medium-High ERI	Medium ERI	Medium-Low ERI	Low ERI
Institutions by ERI					
Districts	2,648	2,649	2,649	2,649	2,652
Schools	19,586	19,600	19,588	19,594	19,587
Personnel by ERI					
District Administrators	47,244	38,400	35,627	33,220	27,880
Principals	20,181	20,371	20,331	20,152	20,060
Assistant Principals	29,027	20,068	15,909	14,079	10,535
Librarians/Media Specialists	16,435	14,503	12,963	12,701	12,068
Guidance/Student Services	77,129	57,307	46,843	43,384	35,170
Teachers	1,045,409	832,814	690,801	639,812	545,878
Grade Level Teachers	378,854	362,382	321,743	298,543	260,769

ERI is available for all job titles.

Flexible Data Purchase Options

We know everyone consumes data differently. That's why we are flexible and will accommodate your needs. You can purchase the entire database, list-by-list as needed, or anything in between. Call us today to discuss our data purchase options or go to the MDR Connected Cloud to start building now.

¹ Includes K-12, Adult Ed, Special Ed, and Career & Technical Ed Schools.

MDR's Universe of Teacher Names

Job Description	Total ¹	Elementary	Middle/ Jr High	Senior High	Combined (K-12)	Email Addresses	New Teachers 2021-2022 School Year ²	Buyers at School	Educators at Home
Principals									
Principal Group Total	213,705	101,817	33,943	51,596	19,109	168,572	31,811	6,623	139,725
Principals	112,470	63,938	14,731	20,411	9,107	86,340	13,091	5,275	76,287
Assistant Principals	94,556	36,845	19,210	31,371	5,250	77,348	17,936	995	59,348
Elementary Principals	2,422	523	—	—	1,839	1,992	286	218	1,626
Middle/Jr High Principals	2,042	522	2	88	1,383	1,622	265	88	1,367
Secondary Principals	2,215	1	1	93	2,064	1,803	289	73	1,500
Teachers by Grade									
Grade Teacher Group Total	1,874,718	1,241,949	266,043	94,751	106,380	1,432,095	304,520	48,098	1,116,955
Pre-Kindergarten	88,354	78,857	165	447	7,754	70,621	13,212	1,052	59,538
Kindergarten	186,492	175,934	123	119	9,974	158,791	24,579	5,181	130,310
Pre-First Grade	1,579	1,517	—	—	61	1,326	77	50	1,181
Grade 1	182,936	173,576	14	6	9,098	156,490	24,402	6,843	126,893
Grade 2	180,527	171,235	10	4	9,014	153,019	23,287	7,367	126,366
Grade 3	178,915	169,641	5	5	8,981	151,568	24,541	7,494	123,504
Grade 4	171,755	160,887	1,279	3	9,200	144,611	23,800	7,152	118,026
Grade 5	170,623	150,699	9,884	7	9,648	143,455	23,967	6,872	117,095
Grade 6	140,507	54,743	73,360	10	12,031	117,689	17,345	3,647	98,021
Grade 7	126,457	23,073	87,554	4,478	10,967	106,853	15,185	2,300	87,977
Grade 8	119,968	21,664	82,135	5,197	10,616	101,736	13,687	2,019	84,260
Grade 9	13,423	173	903	9,966	2,222	11,717	679	188	10,213
Grade 10	9,906	—	—	7,986	1,772	8,665	450	132	7,614
Grade 11	8,545	—	—	6,826	1,534	7,405	345	100	6,667
Grade 12	7,551	—	—	5,757	1,606	6,539	303	95	5,866
Lead Pre-K	3,019	2,336	—	18	633	2,248	433	46	2,025
Lead Kindergarten	2,022	1,742	1	—	271	1,639	121	57	1,489
Lead Grade 1	1,938	1,577	—	—	356	1,641	112	78	1,458
Lead Grade 2	1,474	1,268	—	—	199	1,227	93	72	1,114
Lead Grade 3	1,465	1,309	—	—	146	1,245	72	69	1,132
Lead Grade 4	1,325	1,171	8	—	137	1,113	57	71	1,003
Lead Grade 5	1,148	991	45	—	110	971	55	69	898
Lead Grade 6	475	213	218	—	42	400	17	11	378
Ungraded Primary	35	25	—	—	10	7	2	—	25
Ungraded Elementary	138,142	137,472	69	—	587	104,639	59,239	1,171	58,143
Ungraded Intermediate	42,173	195	41,852	41	78	32,905	18,763	169	16,685
Ungraded Secondary	85,850	28	2	63,655	22,139	65,163	36,783	258	35,450
Head Teachers	845	675	12	24	120	659	42	30	633
Head Start Teachers	4,094	3,905	8	43	98	3,018	307	20	2,892
Team Leaders	3,175	840	1,720	333	233	2,866	133	73	2,474
Art									
Art Group Total	108,963	42,440	15,591	31,026	10,333	84,303	11,958	458	67,222
Art Dept Chairs	3,551	353	287	2,259	617	3,147	101	13	2,749
Art	97,870	42,260	15,360	29,164	9,769	81,945	11,616	442	65,231
Art History/Appreciation	1,395	37	38	1,059	243	1,188	63	9	1,051
Craft	3,349	90	264	2,690	282	3,022	144	15	2,546
Photography	2,798	98	265	1,881	495	2,318	255	10	1,997
AP Art ³	598	—	1	871	98	845	49	4	726
Computer Science									
Computer Science Group Total	131,649	47,321	21,577	28,705	10,371	85,668	9,895	3,092	73,201
Computer Science Dept Chairs	770	1	19	493	232	652	13	7	595
Computer Science	32,490	9,691	5,525	12,402	3,978	26,142	3,873	590	21,045
Computer Applications	6,577	496	1,845	3,218	876	5,223	513	58	4,564
Computer Lab Supervisors	5,612	4,483	365	450	276	4,090	337	154	4,090
Computer Literacy	30,294	18,198	9,229	1,324	1,353	24,421	2,407	784	20,327
Computer Math	159	12	14	109	21	128	3	1	126
Computer Programming	2,310	178	305	1,384	266	1,883	164	25	1,659
Computer Technicians	15,168	6,362	2,534	4,499	1,205	11,816	1,389	91	9,383
Desktop Publishing	558	—	44	367	111	456	36	7	404
Internet/Web Site	1,766	126	156	1,168	205	1,422	88	9	1,269
Multimedia	1,955	101	251	1,257	214	1,555	139	29	1,410
Networking	626	—	15	379	45	521	59	2	446
Technology Champions	9,598	5,201	1,826	1,964	438	5,983	—	1,113	7,201
Technology Coordinators	17,420	8,780	1,471	3,887	2,730	12,909	1,197	561	11,351
Webmaster	6,346	3,013	836	1,594	716	4,284	128	784	4,430
AP Computer Science ³	941	—	657	1,232	565	778	111	4	659
English & Reading									
English & Reading Group Total	481,945	100,344	100,428	135,967	33,217	320,090	51,479	8,360	255,141
English Dept Chairs	9,707	555	1,145	6,375	1,514	8,622	339	247	7,512
English/Language Arts	301,604	53,185	89,051	128,154	27,999	258,999	40,861	5,423	206,045
Reading	67,143	31,751	22,043	8,924	3,890	56,493	7,961	2,287	47,807
American Literature	2,924	15	12	2,538	330	2,591	78	41	2,368
Business English	694	5	9	558	110	518	45	5	500
Creative Writing	4,871	319	485	3,360	637	4,214	241	66	3,751

¹ Total counts include New Teachers; Buyers at School; and Adult Ed, Special Ed, and Career & Technical Ed teachers.

² Includes teachers added since 7/1/21. ³Advanced Placement Teachers available by specific job function.

MDR's Universe of Teacher Names

Job Description	Total ¹	Elementary	Middle/ Jr High	Senior High	Combined (K-12)	Email Addresses	New Teachers 2021-2022 School Year ²	Buyers at School	Educators at Home
Humanities	8,201	1,330	1,951	2,980	1,877	7,004	1,010	151	5,529
Journalism	5,076	60	524	3,773	686	4,525	279	73	3,866
Literacy Coordinators	497	289	75	80	44	420	53	42	338
Literature	17,693	1,725	2,295	11,265	2,233	15,563	872	368	13,630
Reading Recovery	1,679	1,642	1	—	27	1,474	146	69	1,225
Reading/Literacy Coaches	7,234	5,471	893	570	224	6,169	1,267	474	4,549
Remedial Reading	28,644	21,916	3,538	1,570	1,146	23,523	2,948	1,226	20,859
Speech/Debate	6,372	2	709	4,544	1,110	5,503	410	73	4,868
Spelling	979	755	67	41	110	826	30	47	787
Writing/Composition	18,627	3,280	2,237	11,080	1,801	16,155	942	372	14,368
AP English ³	7,332	—	5	6,649	678	6,453	273	3,192	5,784
Fine Arts									
Fine Arts Group Total	60,311	12,306	10,058	27,153	6,910	46,738	5,865	362	37,622
Fine Arts Dept Chairs	3,681	276	292	2,331	752	3,250	126	22	2,748
Fine Arts	27,381	7,158	4,097	13,483	2,412	22,516	2,761	169	17,940
Dance	7,124	1,781	1,229	3,125	888	5,733	857	30	4,711
Drama	22,125	3,371	4,708	10,316	3,548	18,211	2,240	160	14,720
Foreign/World Languages									
Foreign/World Languages Group Total	125,707	23,805	19,285	59,494	15,351	98,971	15,055	528	74,059
Foreign/World Languages Dept Chairs	4,957	222	351	3,592	769	4,444	136	33	3,685
Foreign/World Languages	21,966	3,008	2,861	13,718	2,245	18,564	4,172	75	12,410
Chinese	3,618	1,261	518	1,216	613	2,956	478	10	1,981
French	12,608	1,354	2,565	6,932	1,725	10,964	1,234	60	8,125
German	2,993	214	555	1,926	295	2,606	322	5	1,874
Italian	1,108	127	235	679	59	969	73	5	790
Japanese	746	109	83	467	82	634	70	7	451
Latin	3,673	513	310	1,559	1,278	3,015	435	17	2,393
Middle Eastern/Arabic	712	274	26	112	299	481	46	3	409
Russian	200	75	18	86	21	165	13	2	135
Sign Language	1,848	174	92	1,227	245	1,531	284	6	1,129
Spanish	71,278	16,828	12,565	32,646	8,793	58,880	8,036	340	45,837
AP Foreign/World Languages ³	1,081	—	—	961	120	911	72	4	791
Guidance/Student Services									
Guidance Services Group Total	291,118	102,572	46,864	93,952	21,732	223,327	41,445	944	172,630
Guidance Dept Chairs	6,006	383	709	3,792	957	5,348	580	16	4,319
Guidance Counselors	144,712	48,353	26,020	55,881	11,399	122,726	24,457	427	93,433
Admissions Directors	4,946	1,638	83	1,269	1,736	3,929	658	50	3,316
Career Center Technicians	6,098	223	573	4,384	405	4,851	613	26	4,087
Conflict Management Instructors	2,124	898	479	583	110	1,705	132	19	1,464
Counselors/Career & Technical Ed	2,060	—	121	1,472	210	1,552	66	6	1,447
Counselors/College Placement	7,805	109	329	5,075	2,139	6,269	867	28	5,193
Counselors/Testing	3,845	921	481	1,876	438	2,966	271	40	2,632
Dean of Students	20,585	5,241	3,805	7,732	3,389	16,529	2,339	179	13,519
Dropout Prevention Coordinators	1,822	312	290	970	216	1,376	87	14	1,253
In-School Suspension Directors	8,723	1,477	2,752	3,942	439	6,773	735	32	6,226
Parental Involvement Coordinators	10,176	6,576	1,247	1,581	608	7,430	800	56	7,016
School Psychologists	37,776	21,676	5,893	7,595	1,489	30,049	5,475	49	21,608
Social Workers	33,101	16,752	5,548	7,934	1,417	27,022	5,833	63	19,829
Substance Abuse Awareness Coordinators	1,339	219	195	731	146	947	88	4	870
Librarian & Media									
Librarian/Media Group Total	102,757	58,643	15,872	20,369	7,063	81,589	9,249	21,162	72,141
Library/Media Specialist	71,746	40,841	10,809	14,061	5,370	56,619	6,744	18,205	49,641
Library Aides	31,011	17,802	5,063	6,308	1,693	24,970	2,505	2,957	22,500
Mathematics									
Mathematics Group Total	378,021	66,430	86,013	123,952	29,557	266,307	40,400	3,398	215,184
Mathematics Dept Chairs	9,339	743	1,233	5,800	1,481	8,269	275	81	7,322
Mathematics	228,894	52,159	73,800	77,497	22,496	195,950	33,761	2,656	154,899
Math Coaches	5,554	3,375	1,012	840	287	4,625	915	125	3,559
Pre-Algebra	6,381	434	3,450	1,557	924	5,673	251	54	5,010
Algebra	50,334	1,183	7,875	35,994	4,842	44,413	2,725	233	39,178
Advanced Algebra	1,100	—	81	893	115	1,011	6	3	937
Pre-Calculus	10,809	9	41	9,256	1,430	9,614	336	39	8,667
Calculus	9,462	—	1	8,162	1,241	8,502	224	41	7,654
Applied Math	773	9	50	540	161	691	23	2	601
Business/Consumer Math	1,650	5	23	1,199	370	1,419	86	12	1,270
General Math	1,720	167	700	511	319	1,412	159	17	1,244
Geometry	24,393	183	1,461	19,834	2,684	21,548	1,251	88	18,978
Remedial Math	17,428	9,651	4,185	2,604	848	15,125	1,927	330	12,734
Statistics	5,659	8	41	5,046	521	5,076	191	27	4,484
Trigonometry	4,525	4	26	3,916	534	4,126	86	15	3,709
AP Mathematics ³	6,668	—	—	6,125	543	5,952	181	26	5,393
Music									
Music Group Total	154,725	64,830	26,546	28,745	10,850	110,613	19,059	413	77,192
Music Dept Chairs	4,766	886	892	2,303	670	4,128	128	16	3,484
Music	13,461	1,674	3,497	5,418	2,549	10,818	2,779	36	7,388

¹ Total counts include New Teachers; Buyers at School; and Adult Ed, Special Ed, and Career & Technical Ed teachers.

² Includes teachers added since 7/1/21. ³Advanced Placement Teachers available by specific job function.

MDR's Universe of Teacher Names

Job Description	Total ¹	Elementary	Middle/ Jr High	Senior High	Combined (K-12)	Email Addresses	New Teachers 2021-2022 School Year ²	Buyers at School	Educators at Home
Band Directors	29,532	5,854	10,341	10,728	2,577	25,303	3,897	41	17,982
Choral Directors	23,239	5,137	7,395	8,148	2,486	19,895	2,997	87	14,562
General Music	61,861	51,610	4,192	2,608	3,183	51,615	8,370	263	36,128
Instrumental Music	11,912	3,665	2,679	4,162	1,371	10,023	1,493	24	7,072
Music Theory/Appreciation	1,911	87	199	1,322	282	1,548	226	5	1,270
Orchestra Directors	8,043	1,984	3,261	2,317	474	6,983	1,013	11	4,486
AP Music ³	374	—	—	346	28	327	32	—	275
Physical Education/Health									
Physical Ed Group Total	248,192	73,149	42,476	60,658	16,476	164,307	20,930	609	133,188
Physical Ed Dept Chairs	5,441	754	868	3,069	697	4,915	131	16	4,270
Physical Ed	158,013	61,139	34,472	47,595	12,999	135,494	17,829	304	108,440
Adaptive Physical Ed	7,449	3,116	1,329	2,043	395	5,795	371	13	5,097
Health	77,289	19,898	18,723	30,790	6,400	64,622	6,489	377	53,746
Total Coaches	351,522	5,045	59,218	230,846	54,299	285,805	30,444	1,586	232,705
Science									
Science Group Total	309,225	46,060	69,995	113,055	25,893	221,515	32,175	8,740	178,936
Science Dept Chairs	8,669	493	1,131	5,605	1,362	7,699	229	378	6,819
Science	175,406	43,408	59,477	53,225	17,479	149,274	26,261	5,066	116,989
Science Coaches	1,510	625	342	415	112	1,317	153	55	1,061
Astronomy	1,801	25	157	1,447	152	1,601	109	60	1,382
Biology	35,162	228	1,306	29,178	3,783	30,850	2,470	2,330	26,145
Chemistry	23,622	63	392	19,948	2,915	20,713	1,589	816	17,837
Earth Science	10,841	283	2,438	6,808	1,204	9,551	567	405	8,364
Environmental Science	8,546	183	370	6,859	992	7,440	573	461	6,403
General Science	4,515	368	2,339	1,329	415	4,037	201	133	3,515
Human Anatomy/Physiology	6,208	30	55	5,102	928	5,456	379	1,555	4,692
Life Science	6,711	961	3,391	1,490	776	5,457	184	301	5,333
Physical Science	10,910	783	2,649	6,025	1,348	9,366	570	439	8,329
Physics	15,324	13	354	12,541	2,215	13,425	1,001	392	11,555
AP Science ³	6,129	—	1	5,596	533	5,440	280	299	4,763
Social Studies/Social Sciences									
Social Studies Group Total	339,389	48,394	69,133	117,296	30,155	229,343	31,397	2,864	188,963
Social Studies Dept Chairs	7,898	263	1,052	5,480	1,041	7,130	166	59	6,383
Social Studies	146,276	36,550	48,231	49,914	9,855	125,077	20,608	1,991	100,439
Civics/Government	20,528	414	1,744	15,563	2,491	17,948	1,217	89	15,770
Current Events	1,604	47	140	1,166	218	1,467	109	6	1,215
Economics	10,704	69	287	8,882	1,348	9,378	718	27	8,107
Geography	14,648	556	2,660	9,499	1,796	12,657	1,001	79	11,087
History	37,113	2,532	8,592	17,192	8,302	32,359	3,240	264	26,932
Law	1,545	12	82	1,247	115	1,346	85	6	1,205
Minorities	1,164	115	84	833	110	967	166	6	784
Philosophy	627	2	2	406	213	526	50	1	423
Political Science Teacher	1,112	—	5	1,011	94	994	26	7	873
Psychology	6,918	—	27	6,001	826	6,219	365	44	5,305
Religion	20,359	7,630	308	6,049	6,352	15,941	2,558	274	13,367
Sociology/Anthropology	3,597	2	23	3,127	427	3,232	202	13	2,777
State/Local History	6,148	764	3,392	1,347	593	5,119	460	65	4,635
U.S. History	32,945	913	6,501	21,861	3,351	28,958	1,867	145	25,509
World History/Culture	26,202	736	3,443	19,362	2,401	23,067	1,561	116	20,185
AP Social Studies ³	9,951	—	1	9,217	732	8,851	438	42	7,906
Special Education/Special Needs									
Special Ed Group Total	744,127	392,148	113,740	140,994	30,042	596,892	107,913	6,747	470,788
Special Ed Dept Chairs	10,122	3,172	1,595	3,956	999	8,474	1,305	85	6,668
Teachers/Special Ed	290,818	125,981	52,735	78,731	13,387	245,081	51,659	2,530	188,432
Teachers/Emotionally Challenged	15,871	8,467	2,725	2,978	602	13,830	2,607	106	10,454
Teachers/Gifted Student	48,132	26,938	9,714	9,026	2,244	38,051	3,219	1,034	33,639
Teachers/Learning Differences	16,668	8,795	3,080	3,823	647	14,796	1,920	197	11,927
Teachers/Intellectually Challenged	7,678	3,238	1,488	2,253	197	6,956	854	74	5,587
Teachers/Physically Challenged	1,215	692	150	223	35	1,036	124	10	871
Teachers/Severely Challenged	2,418	904	369	654	32	2,216	251	15	1,767
Title I	20,644	16,582	1,643	1,190	1,169	16,023	1,774	647	14,571
Title I Math	3,131	2,259	424	233	211	2,489	147	84	2,312
Title I Reading	7,595	6,468	508	229	376	6,168	288	383	5,681
Autism Specialists	9,465	6,077	1,294	1,381	161	8,579	1,488	68	6,303
Early Childhood Special Needs	16,200	13,892	282	378	707	13,768	1,956	146	11,252
Hearing Specialists	4,682	2,417	610	809	148	3,908	905	38	2,784
Life Skills	8,038	2,185	1,796	3,191	586	6,929	930	73	5,621
Occupational Therapists	18,084	13,588	1,441	1,026	547	14,029	2,653	21	10,177
Physical Therapists	8,336	6,012	674	572	240	6,093	1,087	6	4,691
Resource	77,627	44,956	13,442	14,887	3,749	67,527	8,781	1,181	54,996
Special Needs Aides	105,287	63,943	16,460	17,249	3,226	89,802	16,831	154	73,162
Speech/Language Pathologists	70,355	50,807	7,992	6,375	2,273	57,621	10,367	253	73,428
Visually Impaired Specialists	1,761	718	247	363	46	1,401	471	9	901

¹ Total counts include New Teachers; Buyers at School; and Adult Ed, Special Ed, and Career & Technical Ed teachers.

² Includes teachers added since 7/1/21. ³Advanced Placement Teachers available by specific job function.

MDR's Universe of Teacher Names

Job Description	Total ¹	Elementary	Middle/ Jr High	Senior High	Combined (K-12)	Email Addresses	New Teachers 2021-2022 School Year ²	Buyers at School	Educators at Home
Career & Technical Education									
Career & Technical Ed Group Total	229,613	16,149	26,986	100,528	15,988	151,523	20,699	1,758	122,309
Career & Technical Ed Dept Chairs	2,160	70	97	1,632	132	575	204	26	1,545
Career & Technical Ed	18,468	1,019	2,401	10,307	653	1,862	3,774	154	11,419
Career Education	5,678	37	1,804	2,894	449	4,695	544	45	3,981
Criminal Justice Teacher	2,292	63	92	1,545	149	1,911	354	20	1,526
Health Occupations	10,050	418	473	6,041	398	8,710	1,373	237	6,755
Marketing/Distributive Ed	8,519	269	398	6,431	827	7,228	707	30	6,179
Business/Office Ed Dept Chairs	1,666	—	82	1,427	127	1,471	37	9	1,317
Business/Office Ed	33,466	1,029	4,272	23,810	3,297	28,666	3,310	172	23,363
Accounting	3,837	85	40	2,938	682	3,255	155	22	2,909
Business Law	1,278	—	14	1,104	143	1,105	68	6	961
Keyboarding/Typing	6,147	1,443	2,409	1,367	878	4,585	263	92	4,388
Personal Finance	2,640	201	422	4,779	1,052	2,009	500	28	4,819
Word Processing	614	34	100	343	123	481	16	7	473
Family/Consumer Sciences Dept Chairs	899	32	92	681	56	760	18	11	671
Family/Consumer Sciences	23,107	1,049	5,758	13,624	2,072	19,266	2,188	176	15,772
Child Development	4,006	—	61	3,140	524	3,363	237	30	2,925
Consumer Economics	180	—	21	115	43	140	6	1	135
Culinary Arts	6,243	14	490	4,120	492	5,321	546	25	4,365
Food/Nutrition	5,424	868	696	3,174	597	4,372	451	38	3,894
Technology Ed/Trade Dept Chairs	4,532	1,506	364	1,681	690	3,819	291	75	2,940
Technology Ed/Trade	28,516	7,049	4,861	11,899	3,038	23,174	2,396	404	19,482
Agriculture Ed	12,540	436	1,527	8,223	1,667	10,899	1,824	137	7,796
Auto Mechanics/Repair	3,841	—	10	1,968	104	3,411	36	3	2,881
Cloth/Textiles	748	—	87	528	106	644	46	4	551
Commercial Art	192	—	3	123	32	156	27	—	123
Construction Trades	4,697	6	110	2,600	286	4,129	440	12	3,492
Co-Op/Work Experience	2,379	1	34	1,724	182	2,022	314	10	1,595
Cosmetology	1,695	12	22	645	21	1,493	152	1	1,246
Drafting	2,452	3	198	1,712	202	2,188	99	18	1,883
Electronics	1,551	1	276	796	162	1,336	95	18	1,161
Engineering	9,326	657	1,853	5,197	903	8,039	853	158	6,658
Graphic Arts	4,391	19	501	2,793	510	3,755	408	18	3,111
Horticulture	1,483	166	80	885	165	1,204	191	16	976
Manufacture/Processing	1,637	6	162	992	95	1,453	139	6	1,215
Media Communications	3,976	206	661	2,449	385	3,403	375	55	2,838
Metalwork	806	—	36	531	67	737	39	4	615
Welding	2,057	5	20	1,184	134	1,813	211	2	1,463
Woodworking	2,100	125	290	1,349	250	1,830	103	9	1,570
Other Teaching Staff									
Other Teaching Staff Total	212,860	131,335	39,030	60,163	13,928	196,257	22,985	4,148	168,817
At Risk/Alternative	27,298	3,770	5,815	14,284	3,328	20,860	1,727	261	18,894
Basic Skills	4,492	1	—	1,306	173	3,460	610	14	2,952
Bilingual Ed	44,822	36,978	3,316	3,550	697	35,812	4,315	566	30,694
Driver Ed	6,191	89	171	5,109	721	4,958	231	10	4,555
ELL	76,756	45,320	12,317	15,357	2,381	62,307	7,817	1,068	51,665
Hospital/Homebound	1,280	366	155	425	156	864	53	5	859
STEM	17,503	5,980	5,009	4,622	1,572	13,837	1,394	551	11,946
Study Skills	8,798	663	2,906	4,238	889	6,390	249	117	6,552
Teacher Mentors	22,153	12,966	3,506	3,846	1,582	16,634	742	831	14,898
Other Key Personnel									
Other Key Personnel Total	829,371	451,991	114,020	162,107	59,758	629,030	136,986	10,348	521,390
Before/After School Coordinator	14,097	10,981	802	516	1,657	8,811	1,327	113	9,538
Cafeteria Managers	46,991	28,113	6,894	8,183	3,339	36,506	5,073	59	32,458
Community Service Coordinator	3,567	965	385	1,516	568	2,617	230	36	2,388
Curriculum Coordinators	15,039	6,867	1,913	3,696	2,026	10,784	1,120	527	9,394
Custodial Personnel	149,487	83,506	24,218	29,545	9,312	117,813	27,856	89	96,959
Nurses	69,156	39,460	10,170	13,054	4,358	56,555	12,198	123	43,323
Paraprofessional/Instruction Aide	262,193	174,048	33,477	36,114	16,799	213,249	59,146	761	163,495
PTA/PTO Presidents	33,399	26,966	3,443	2,146	723	14,839	2,782	225	21,968
Response to Intervention Specialists	46,162	30,431	6,849	6,847	2,094	37,701	6,071	888	31,725
ROTC Instructors	7,831	118	358	6,988	229	6,786	922	5	5,400
School Newspaper Advisor	2,515	74	356	1,762	316	1,891	42	41	1,878
School Resource Officer	23,255	6,844	4,915	9,459	1,461	10,030	3,951	17	14,544
School Secretary/Administrative Asst	121,844	65,249	18,089	25,146	10,307	101,077	18,258	7,660	85,182
School Store Managers	1,883	445	185	892	320	1,412	88	72	1,429
Staff Development Specialist	6,691	3,107	705	1,630	1,027	5,038	428	131	4,592
Student Activity Coordinators	8,885	1,544	1,390	4,751	1,098	7,179	425	88	6,064
Test Preparation Teacher	5,610	679	530	3,351	942	4,324	497	94	3,816
Yearbook Advisors	14,333	838	3,114	7,563	2,727	10,866	420	302	10,456
Social Emotional Learning Teacher	1,208	711	189	200	100	938	151	6	509

¹ Total counts include New Teachers; Buyers at School; and Adult Ed, Special Ed, and Career & Technical Ed teachers.

² Includes teachers added since 7/1/21. ³ Advanced Placement Teachers available by specific job function.

MDR'S Quick Guide to State Counts

States	ZIP	Districts ¹		School Buildings									
				Public Schools					Private & Catholic Schools				Total ²
		Districts/ Admin Offices	District Administrators	Elementary	Middle/ Jr High	Senior High	Combined (K-12)	Total ²	Elementary	Secondary ³	Combined (K-12)	Total ²	All Schools
• Alabama	350-369	152	2,160	725	242	294	131	1,459	91	19	168	300	1,759
Alaska	995-999	58	652	173	37	67	207	490	22	2	16	40	530
Arizona	850-865	229	3,070	1,253	211	426	115	2,030	140	26	47	236	2,266
Arkansas	716-728	253	3,650	575	192	270	53	1,109	44	10	61	119	1,228
• California	900-966	1,055	13,197	6,167	1,410	2,161	472	10,537	1,365	263	382	2,123	12,660
Colorado	800-816	203	2,882	1,078	267	343	177	1,885	132	33	61	241	2,126
Connecticut	060-069	175	2,493	644	172	195	22	1,085	114	57	37	266	1,351
Delaware	197-199	24	348	131	34	31	21	236	31	10	21	66	302
District of Columbia	200-205	13	57	157	32	38	8	249	27	14	16	63	312
• Florida	320-349	137	2,138	2,228	574	583	303	3,889	582	66	508	1,223	5,112
• Georgia	300-319	235	4,035	1,371	466	471	128	2,488	176	36	274	519	3,007
Hawaii	967-968	23	95	186	40	41	26	304	66	12	34	116	420
• Idaho	832-838	120	1,468	400	105	169	69	754	44	5	29	79	833
Illinois	600-629	1,029	10,101	2,456	596	718	102	3,976	633	111	152	991	4,967
• Indiana	460-479	349	4,557	1,132	292	388	81	1,961	288	47	110	454	2,415
Iowa	500-528	341	4,245	674	205	278	101	1,271	141	25	40	211	1,482
Kansas	660-679	337	3,603	740	207	306	80	1,365	134	15	49	205	1,570
• Kentucky	400-427	191	2,972	768	212	287	78	1,447	134	29	95	267	1,714
• Louisiana	700-714	78	1,364	785	202	257	149	1,419	196	40	118	362	1,781
Maine	039-049	206	1,728	357	79	118	22	606	36	24	38	122	728
Maryland	206-219	33	1,017	900	225	220	29	1,431	203	51	136	435	1,866
Massachusetts	010-027	367	4,563	1,137	303	330	53	1,900	241	91	67	488	2,388
Michigan	480-499	603	6,756	1,788	447	761	246	3,401	405	79	144	632	4,033
Minnesota	550-567	380	4,957	898	200	371	228	1,756	288	47	66	408	2,164
• Mississippi	386-397	141	2,166	480	161	213	86	1,032	52	13	102	173	1,205
Missouri	630-658	535	6,608	1,245	329	431	160	2,291	294	56	101	474	2,765
Montana	590-599	385	2,328	368	67	113	72	627	41	13	18	74	701
Nebraska	680-693	265	2,937	458	98	161	122	853	142	21	25	193	1,046
• Nevada	889-898	29	338	422	97	110	41	679	45	6	20	73	752
New Hampshire	030-038	270	1,338	295	74	84	22	487	47	28	25	126	613
New Jersey	070-089	614	7,489	1,662	394	401	28	2,607	286	88	104	581	3,188
• New Mexico	870-884	102	1,368	474	135	187	47	854	59	6	43	110	964
New York	100-149	769	10,347	2,639	793	1,062	291	5,006	705	223	304	1,388	6,394
• North Carolina	270-289	151	2,792	1,550	485	545	171	2,792	155	31	243	453	3,245
North Dakota	580-588	243	1,815	183	30	70	101	398	37	7	10	57	455
Ohio	430-458	763	9,831	1,882	554	780	141	3,570	441	82	158	704	4,274
• Oklahoma	730-749	537	5,323	934	270	411	118	1,788	69	9	55	137	1,925
• Oregon	970-979	220	2,387	746	198	273	98	1,333	141	24	66	242	1,575
Pennsylvania	150-196	560	7,500	1,721	445	630	145	3,042	521	128	258	1,000	4,042
Rhode Island	028-029	41	528	184	55	54	5	311	44	13	13	89	400
• South Carolina	290-299	99	1,936	731	238	233	76	1,348	95	8	142	257	1,605
South Dakota	570-577	164	1,585	259	64	90	92	515	45	7	18	75	590
• Tennessee	370-385	154	2,542	1,048	343	345	89	1,871	137	23	164	356	2,227
• Texas	750-799	1,082	18,208	5,004	1,525	1,621	654	8,889	504	88	362	987	9,876
• Utah	840-847	47	905	653	156	178	37	1,057	41	18	20	91	1,148
Vermont	050-059	125	722	212	25	41	19	312	37	23	14	86	398
• Virginia	220-246	152	2,834	1,196	343	363	44	2,034	240	44	185	511	2,545
Washington	980-994	308	4,301	1,200	359	408	127	2,121	272	48	108	439	2,560
• West Virginia	247-268	65	922	412	110	108	28	692	35	6	49	91	783
Wisconsin	530-549	442	5,646	1,122	320	407	178	2,040	534	86	86	721	2,761
Wyoming	820-831	56	684	193	45	78	20	340	14	1	7	28	368
• Adoption State Total		5,096	73,612	27,226	7,564	9,197	2,900	48,323	4,449	781	3,135	8,808	57,131
Open Territory Total		9,814	113,876	26,770	6,899	9,323	3,013	47,614	6,117	1,431	2,234	10,674	58,288
Grand Total		14,910	187,488	53,996	14,463	18,520	5,913	95,937	10,566	2,212	5,369	19,482	115,419

¹ Includes Districts, Dioceses, Regional Centers, County Centers, and State Departments of Education. ² Adult Ed, Special Ed, and Career & Technical Ed Schools are also included.

³ Middle Schools are also included.

States	ZIP	School Enrollments								
		Public School Enrollment				Private & Catholic School Enrollments			Total Enrollments ⁴	% U.S. Enrollments
		Elementary	Middle/ Jr High	Senior High	Total ⁴	Elementary	Secondary ³	Total		
• Alabama	350-369	376,584	132,493	197,258	708,108	63,737	5,309	70,666	778,774	1.5%
Alaska	995-999	91,175	13,711	25,973	131,748	4,334	465	4,799	136,547	0.3%
Arizona	850-865	459,245	115,650	285,092	861,268	38,803	7,888	48,494	909,762	1.8%
Arkansas	716-728	231,490	93,724	134,020	459,234	22,560	2,130	25,083	484,317	0.9%
• California	900-966	3,190,124	1,008,231	1,816,748	6,026,402	403,587	96,510	516,698	6,543,100	12.6%
Colorado	800-816	477,672	144,133	248,264	871,457	35,580	8,338	45,583	917,040	1.8%
Connecticut	060-069	235,042	90,635	135,825	462,765	32,685	20,440	57,727	520,492	1.0%
Delaware	197-199	65,407	26,782	30,976	131,796	13,447	3,920	17,902	149,698	0.3%
District of Columbia	200-205	61,513	11,999	16,261	89,827	11,591	4,090	16,957	106,784	0.2%
• Florida	320-349	1,428,108	485,852	779,884	2,718,772	279,083	28,434	315,595	3,034,367	5.8%
• Georgia	300-319	814,071	387,974	518,101	1,722,567	120,763	8,697	133,821	1,856,388	3.6%
Hawaii	967-968	89,951	27,883	44,569	162,465	32,024	1,849	34,910	197,375	0.4%
• Idaho	832-838	135,964	57,047	84,074	277,371	11,574	1,177	12,781	290,152	0.6%
Illinois	600-629	966,418	314,796	589,148	1,878,545	171,644	45,875	228,296	2,106,841	4.1%
• Indiana	460-479	495,578	179,544	305,330	981,878	84,422	17,235	102,675	1,084,553	2.1%
Iowa	500-528	268,014	98,152	142,162	508,969	33,613	6,852	42,345	551,314	1.1%
Kansas	660-679	250,084	89,234	144,221	484,090	30,825	6,163	37,435	521,525	1.0%
• Kentucky	400-427	350,764	133,295	199,527	685,241	50,690	11,068	63,445	748,686	1.4%
• Louisiana	700-714	394,432	99,670	177,387	672,532	109,378	23,427	134,322	806,854	1.6%
Maine	039-049	69,984	30,919	48,707	149,679	9,246	4,558	14,948	164,627	0.3%
Maryland	206-219	439,507	181,059	256,493	887,099	94,458	16,843	115,775	1,002,874	1.9%
Massachusetts	010-027	420,917	166,208	242,880	868,402	69,089	29,423	108,441	976,843	1.9%
Michigan	480-499	651,119	247,113	404,454	1,308,218	96,221	23,672	123,509	1,431,727	2.8%
Minnesota	550-567	435,415	146,105	233,388	819,032	64,321	12,103	78,041	897,073	1.7%
• Mississippi	386-397	234,129	83,481	127,725	445,566	42,304	3,468	46,467	492,033	0.9%
Missouri	630-658	442,636	163,679	256,187	868,043	77,302	18,739	99,103	967,146	1.9%
Montana	590-599	80,137	24,938	43,177	148,460	6,290	1,137	8,347	156,807	0.3%
Nebraska	680-693	178,719	53,829	91,861	324,736	28,016	6,572	35,095	359,831	0.7%
• Nevada	889-898	205,843	94,104	129,992	433,316	17,356	2,719	20,209	453,525	0.9%
New Hampshire	030-038	78,617	33,104	48,300	160,404	10,083	9,915	22,994	183,398	0.4%
New Jersey	070-089	644,572	231,944	376,411	1,281,793	113,321	34,755	157,482	1,439,275	2.8%
• New Mexico	870-884	154,295	57,747	90,788	303,969	15,727	2,477	18,262	322,231	0.6%
New York	100-149	1,256,559	426,345	709,146	2,435,958	296,542	76,124	397,954	2,833,912	5.5%
• North Carolina	270-289	654,062	309,623	434,596	1,401,884	97,133	5,793	105,697	1,507,581	2.9%
North Dakota	580-588	69,933	17,498	27,735	115,587	6,815	666	7,852	123,439	0.2%
Ohio	430-458	781,777	283,581	466,824	1,563,834	146,641	37,801	188,819	1,752,653	3.4%
• Oklahoma	730-749	352,899	111,666	163,385	628,884	29,097	2,738	32,771	661,655	1.3%
• Oregon	970-979	282,003	104,638	165,621	552,392	33,932	6,468	41,421	593,813	1.1%
Pennsylvania	150-196	827,503	282,159	499,106	1,614,288	163,990	47,431	222,795	1,837,083	3.5%
Rhode Island	028-029	55,346	31,154	38,672	126,012	15,636	2,661	19,790	145,802	0.3%
• South Carolina	290-299	376,200	158,569	213,394	750,057	51,512	2,416	55,679	805,736	1.6%
South Dakota	570-577	82,315	24,311	33,127	139,813	8,885	1,299	11,444	151,257	0.3%
• Tennessee	370-385	521,829	204,412	278,570	1,006,104	80,270	7,314	89,632	1,095,736	2.1%
• Texas	750-799	2,526,708	1,040,696	1,500,369	5,074,590	212,695	24,287	241,687	5,316,277	10.2%
• Utah	840-847	287,351	130,842	160,402	580,664	12,366	2,913	17,033	597,697	1.2%
Vermont	050-059	50,554	7,454	20,867	79,275	5,351	4,531	10,634	89,909	0.2%
• Virginia	220-246	595,682	265,757	399,502	1,262,162	86,979	11,353	101,787	1,363,949	2.6%
Washington	980-994	516,980	222,062	315,586	1,055,330	68,735	10,810	81,803	1,137,133	2.2%
• West Virginia	247-268	125,372	52,251	75,193	253,124	11,042	943	12,005	265,129	0.5%
Wisconsin	530-549	417,636	145,380	235,380	799,144	97,109	18,543	119,585	918,729	1.8%
Wyoming	820-831	46,797	17,805	28,044	92,646	1,723	29	2,812	95,458	0.2%
• Adoption State Total		13,501,998	5,097,892	7,817,846	26,485,583	1,813,647	264,746	2,132,653	28,618,236	55.2%
Open Territory Total		10,743,034	3,763,346	6,172,856	20,879,917	1,806,880	465,622	2,386,754	23,266,671	44.8%
Grand Total		24,245,032	8,861,238	13,990,702	47,365,500	3,620,527	730,368	4,519,407	51,884,907	100.0%

³ Middle Schools are also included. ⁴ Counts represent enrollments for the 2021-2022 school year, and do not include state and county schools.

MDR'S Quick Guide to State Counts

States	ZIP	Public School	Teacher Names							
		Expenditures ⁵ \$	Public School Teachers				Private & Catholic School Teachers			Total Teachers ⁶
			Elementary	Middle/ Jr High	Senior High	Combined (K-12)	Elementary	Secondary ³	Combined (K-12)	All Schools
• Alabama	350-369	313,087,104	25,465	8,046	12,656	3,513	1,104	342	3,781	55,835
Alaska	995-999	55,161,102	4,060	1,052	1,733	2,093	169	31	154	9,389
Arizona	850-865	186,973,689	35,117	6,791	16,403	2,512	2,026	713	1,007	65,158
Arkansas	716-728	140,878,752	17,971	7,660	10,774	1,528	543	199	1,176	40,009
• California	900-966	3,260,826,192	156,769	48,202	87,056	6,608	21,066	8,706	8,603	341,607
Colorado	800-816	280,368,924	31,599	9,578	14,426	4,857	2,156	887	1,340	65,287
Connecticut	060-069	140,718,585	24,056	9,330	13,081	903	2,121	2,462	1,551	55,776
Delaware	197-199	32,346,219	5,215	1,834	2,108	849	492	363	706	12,522
District of Columbia	200-205	18,121,821	4,642	1,000	1,152	518	765	464	650	9,466
• Florida	320-349	526,805,358	102,142	29,713	41,084	9,405	8,594	1,870	10,651	209,483
• Georgia	300-319	442,768,356	66,651	27,791	34,228	3,947	2,413	843	7,781	145,089
Hawaii	967-968	23,999,999	6,374	1,927	3,191	668	806	223	1,745	14,972
• Idaho	832-838	78,061,479	9,104	3,595	5,369	1,742	480	142	584	21,127
Illinois	600-629	603,254,969	77,045	24,843	42,013	2,093	10,286	3,139	2,701	164,314
• Indiana	460-479	152,490,077	34,994	11,826	19,116	2,231	5,014	1,481	1,693	77,734
Iowa	500-528	121,690,435	20,748	7,838	10,729	3,290	2,289	626	643	46,364
Kansas	660-679	145,587,473	19,118	7,039	10,587	1,405	2,047	485	973	41,985
• Kentucky	400-427	279,288,163	23,907	8,466	11,964	1,254	2,321	860	1,721	51,295
• Louisiana	700-714	285,059,886	27,117	7,266	12,505	4,734	4,187	1,794	2,815	60,912
Maine	039-049	56,758,715	10,103	3,351	4,842	629	419	593	673	21,226
Maryland	206-219	309,425,754	35,997	13,687	17,083	905	3,913	1,570	4,719	80,500
Massachusetts	010-027	650,209,224	44,679	16,727	22,796	3,008	4,975	3,770	2,581	103,317
Michigan	480-499	280,408,137	42,411	14,430	21,909	4,505	5,780	2,017	2,376	95,730
Minnesota	550-567	161,785,976	33,124	10,336	16,249	7,446	4,055	1,071	1,757	75,098
• Mississippi	386-397	208,989,831	17,329	6,631	10,169	2,389	702	318	2,681	40,896
Missouri	630-658	376,701,894	38,403	13,466	19,429	4,537	4,412	1,782	2,020	86,207
Montana	590-599	47,270,469	5,331	1,869	3,350	1,244	265	191	289	12,611
Nebraska	680-693	280,321,217	12,284	4,322	6,944	3,819	1,921	616	648	30,829
• Nevada	889-898	83,774,646	14,935	4,405	6,015	1,487	596	174	715	28,653
New Hampshire	030-038	50,216,021	8,740	3,288	4,445	752	568	1,364	335	19,809
New Jersey	070-089	409,593,936	67,170	22,917	33,953	1,170	5,543	2,994	3,038	141,940
• New Mexico	870-884	74,471,074	11,527	3,809	5,961	964	629	148	647	23,784
New York	100-149	1,025,349,910	106,673	40,441	59,569	13,749	10,727	4,954	8,439	254,573
• North Carolina	270-289	142,270,077	54,489	20,895	27,355	5,614	2,438	726	6,531	119,055
North Dakota	580-588	38,146,020	4,321	1,452	2,307	2,678	360	86	298	11,672
Ohio	430-458	331,355,748	58,706	21,039	31,985	4,940	8,738	3,174	3,891	136,987
• Oklahoma	730-749	232,416,695	24,959	8,768	12,156	2,969	1,004	227	1,619	52,632
• Oregon	970-979	181,999,866	16,863	6,160	9,437	1,461	1,782	460	1,350	37,750
Pennsylvania	150-196	587,905,834	59,500	21,562	35,290	5,050	8,503	3,510	5,393	142,413
Rhode Island	028-029	42,459,315	5,632	2,839	3,404	176	736	282	650	14,150
• South Carolina	290-299	281,653,397	29,539	11,303	13,961	1,851	1,109	211	3,707	63,042
South Dakota	570-577	31,987,617	5,280	1,981	2,493	2,231	476	162	361	13,090
• Tennessee	370-385	196,602,770	35,074	12,499	17,444	2,058	2,310	645	4,972	75,729
• Texas	750-799	2,332,352,710	199,913	77,013	105,017	19,960	8,258	2,174	10,536	425,512
• Utah	840-847	226,849,291	20,013	6,689	8,776	1,419	499	242	448	38,999
Vermont	050-059	35,056,351	5,670	952	2,324	663	351	569	154	11,021
• Virginia	220-246	720,293,335	51,438	20,350	28,827	983	3,623	1,438	4,801	113,272
Washington	980-994	222,578,955	36,676	12,995	17,201	1,959	3,837	1,145	2,362	76,671
• West Virginia	247-268	108,294,523	10,237	3,862	4,970	508	478	101	513	21,311
Wisconsin	530-549	192,853,073	33,712	12,568	17,547	4,593	6,594	1,898	1,412	78,599
Wyoming	820-831	41,199,868	4,557	1,486	2,380	419	121	19	52	9,086
• Adoption State Total		10,128,354,830	932,465	327,289	474,066	75,097	68,607	22,902	76,149	2,003,717
Open Territory Total		6,920,686,002	864,914	300,600	451,697	85,189	95,994	41,359	54,094	1,940,771
Grand Total		17,049,040,832	1,797,379	627,889	925,763	160,286	164,601	64,261	130,243	3,944,488

⁵ Public school expenditures, All Instructional Materials for 2020-2021 school year.

⁶ Adult Ed, Special Ed, and Career & Technical Ed Teachers are also included.

States	ZIP	Colleges				Public Libraries/Librarians				Day Care Centers		
		Junior 2-Year	Senior 4-Year	Total	College Faculty	Mains	Branches	Total	Public Librarians	Buildings	Directors	Preschool Teachers
• Alabama	350-369	59	56	115	15,997	218	85	303	640	1,633	1,737	461
Alaska	995-999	9	14	23	2,159	88	9	97	179	387	338	52
Arizona	850-865	52	49	101	18,657	107	121	228	412	1,692	1,046	581
Arkansas	716-728	30	31	61	9,860	77	159	236	450	1,616	1,657	396
• California	900-966	201	381	582	131,023	200	986	1,186	2,021	9,259	9,954	4,299
Colorado	800-816	45	48	93	20,740	123	160	283	630	2,158	1,698	1,059
Connecticut	060-069	15	44	59	19,310	197	49	246	1,188	1,202	1,152	827
Delaware	197-199	4	12	16	3,745	8	29	37	101	410	325	169
District of Columbia	200-205	—	32	32	10,780	1	27	28	55	291	319	126
• Florida	320-349	69	219	288	40,981	151	432	583	1,243	6,382	6,464	2,159
• Georgia	300-319	76	109	185	29,913	68	395	463	815	1,642	2,049	971
Hawaii	967-968	8	14	22	4,776	2	49	51	60	350	232	142
• Idaho	832-838	6	19	25	7,138	111	43	154	358	467	471	102
Illinois	600-629	75	153	228	43,218	634	162	796	2,716	3,053	2,314	1,585
• Indiana	460-479	36	86	122	30,666	241	195	436	1,422	1,980	1,686	676
Iowa	500-528	43	45	88	14,488	546	27	573	1,326	1,254	1,034	395
Kansas	660-679	35	40	75	14,568	335	48	383	963	413	369	216
• Kentucky	400-427	59	49	108	16,989	125	90	215	814	1,541	1,267	450
• Louisiana	700-714	62	46	108	14,450	68	301	369	761	1,342	1,452	273
Maine	039-049	12	26	38	5,160	254	5	259	631	797	799	200
Maryland	206-219	25	57	82	28,478	30	182	212	447	2,080	1,394	896
Massachusetts	010-027	32	121	153	45,242	379	92	471	2,211	2,530	2,226	2,024
Michigan	480-499	50	91	141	30,537	402	271	673	1,873	2,922	1,842	1,084
Minnesota	550-567	50	70	120	23,261	147	236	383	687	1,674	1,371	815
• Mississippi	386-397	32	28	60	10,373	55	208	263	549	1,349	1,459	133
Missouri	630-658	41	88	129	24,761	163	239	402	758	2,228	2,140	720
Montana	590-599	15	13	28	4,766	91	39	130	288	114	106	140
Nebraska	680-693	22	32	54	10,372	274	22	296	567	992	654	303
• Nevada	889-898	9	23	32	5,324	27	66	93	151	446	488	131
New Hampshire	030-038	9	26	35	7,172	229	8	237	756	696	616	325
New Jersey	070-089	35	64	99	30,869	298	156	454	1,665	3,424	3,289	1,253
• New Mexico	870-884	25	22	47	7,060	87	24	111	264	619	385	178
New York	100-149	81	257	338	112,472	782	327	1,109	3,138	6,320	6,420	1,753
• North Carolina	270-289	94	96	190	39,845	105	329	434	1,088	4,329	4,596	1,441
North Dakota	580-588	8	20	28	4,364	78	14	92	188	465	214	53
Ohio	430-458	63	139	202	48,385	259	485	744	2,038	4,338	4,582	1,716
• Oklahoma	730-749	30	43	73	12,001	127	130	257	556	1,445	1,363	204
• Oregon	970-979	29	38	67	12,587	137	98	235	532	916	746	439
Pennsylvania	150-196	75	197	272	58,401	469	212	681	1,755	5,051	3,346	1,627
Rhode Island	028-029	4	14	18	7,652	52	23	75	273	391	355	117
• South Carolina	290-299	40	52	92	14,746	44	166	210	391	1,375	1,576	666
South Dakota	570-577	4	24	28	4,525	125	19	144	248	351	218	78
• Tennessee	370-385	40	85	125	22,431	197	102	299	645	2,306	2,430	731
• Texas	750-799	162	161	323	83,586	584	326	910	1,991	9,230	10,181	2,670
• Utah	840-847	16	31	47	16,094	61	61	122	306	587	532	164
Vermont	050-059	11	24	35	4,364	179	3	182	474	394	330	182
• Virginia	220-246	57	115	172	27,728	97	295	392	806	3,089	3,383	1,589
Washington	980-994	42	58	100	18,782	67	301	368	616	2,008	2,154	786
• West Virginia	247-268	26	33	59	6,951	99	82	181	357	471	445	93
Wisconsin	530-549	62	63	125	17,825	408	80	488	1,287	2,194	2,399	779
Wyoming	820-831	12	2	14	2,171	25	59	84	225	317	291	57
• Adoption State Total		1,128	1,692	2,820	545,883	2,802	4,414	7,216	15,710	50,408	52,664	17,830
Open Territory Total		969	1,868	2,837	651,860	6,829	3,613	10,442	28,205	52,112	45,230	20,456
Grand Total		2,097	3,560	5,657	1,197,743	9,631	8,027	17,658	43,915	102,520	97,894	38,286

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