Today’s Teachers: School Supply Purchasing Dynamics & Behaviors

Sample Report Insights

April 2015
Funds Used For Purchasing School Supplies

Among teachers purchasing school supplies this year, nearly all (91 percent) used some of their own money to finance the necessary purchases. Four out of ten (38 percent) used personal funds only.

Types of Funds Used to Purchase School Supplies So Far
Percent Among Current Year Purchasers
(n = 897)

- **Personal Funds**: 91%
- **School Funds**: 61%
- **Other**: 4%

P1. Thinking about the current 2014-2015 school year, what type of funds did you use to purchase school supplies? Please think only of monetary funds used for purchasing supplies. Do not include any non-monetary sources such as product donations.

Source: The NPD Group Inc. / Today's Teachers: School Supply Purchasing Dynamics & Behaviors
School Supply Categories Purchased

Writing, general supplies, and paper items – consumables in the classroom – are purchased by almost all teachers. Electronics are only half as likely to be purchased as these common items.

P6. Which of the following school supply items have you purchased so far this school year for use in your classroom? This could be supplies for yourself or for your students.

Source: The NPD Group Inc. / Today’s Teachers: School Supply Purchasing Dynamics & Behaviors
School Supply Lists

School supply lists are popular, with about three-quarters of teachers telling us that either they or their schools/school districts provide parents with a list of supplies needed for the classroom.

L1. For the grade level you currently teach, did you or your school provide parents and/or students with a list of supplies needed for your classroom?

Percent Among Current Teachers
(n = 987)

List of Supplies Provided by School/Teacher

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>73%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Source: The NPD Group Inc. / Today's Teachers: School Supply Purchasing Dynamics & Behaviors
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Know the classroom products teachers prefer, so you can make better product development and marketing decisions

With teachers’ personal spend on school supplies changing every year, understanding the products they buy, purchase motivators, and what they choose to include on school supplies lists is critical to your success. Now you can also explore where and how teachers source ideas for curriculum development, how influential supply packs have become in the classroom, and the impact of teachers’ spending on their personal finances.

The NPD Group’s new report, *Today’s Teachers: School Supply Purchasing Dynamics & Behaviors*, delivers new insights about teachers who purchase school supplies. It equips office supplies manufacturers and retailers with details about the teacher shopping demographic and what’s important to teachers when they shop for themselves and their classrooms.

For more information, contact your NPD account representative, call The NPD Group at 866-444-1411, or email contactnpd@npd.com.
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