

# K-12 ANNUAL TEACHER SPENDING SURVEY

CONDUCTED BY THE HARRIS POLL ON BEHALF OF AGILE EDUCATION MARKETING AND SHEERID

**77%** of teachers stressed they are coming off the most difficult year of teaching they've ever experienced.

## TEACHERS AS PROFESSIONALS

**40%** of teachers feel they **AREN'T PREPARED** for the upcoming school year 2021-22.

**79%** of teachers believe **LEARNING LOSS** was caused by the pandemic.

## CLASSROOM BUDGET | TEACHER OOP SPENDING

Classroom supplies, instructional resources, & professional development

Teacher out of pocket spending rose from an average of \$250 in 2020 to \$386 in 2021.

**35%** of teachers had an inadequate school budget for their needs.

**40%** of teachers spent more this year compared to years past.

**45%** of those who did not teach in person last school year had an inadequate school budget.

**74%** of teachers who have some involvement in technology purchases felt their school's budget adequately provided for their needs.

## PROFESSIONAL SUPPORT, ESPECIALLY FROM PEERS, VALUABLE IN NAVIGATING THE PANDEMIC

As K-12 teachers coped with the pandemic's impact on education in the past year, support was abundant from some and lacking from others. \*Respondents could select multiple responses.

**90%** PROFESSIONAL

85% support from teachers  
58% support from school admin  
28% support from district admin

**54%** of K-5 teachers felt support from parents.

**80%** COMMUNITY

73% support from family/friends  
39% support from parents  
15% support from local community

**76%** TECHNOLOGY

72% support from technology software  
58% support from local community hardware

## CONSUMERS: HOW A BRAND CAN BE TEACHER FRIENDLY... AND WHY IT MATTERS!

In the next 12 months, most teachers are planning to make some large purchase decisions.

Teachers plan to remodel a room in their home in the next 12 months.

**30%** OF THOSE WHO DID **IN PERSON TEACHING**  
**35%** OF THOSE WHO **DIDN'T TEACH IN PERSON**

Teachers plan to buy new furniture for their home in the next 12 months.

**28%** OF THOSE WHO DID **IN PERSON TEACHING**  
**37%** OF THOSE WHO **DIDN'T TEACH IN PERSON**

Teachers plan to buy new electronics.

**23%** OF THOSE WHO DID **IN PERSON TEACHING**  
**19%** OF THOSE WHO **DIDN'T TEACH IN PERSON**

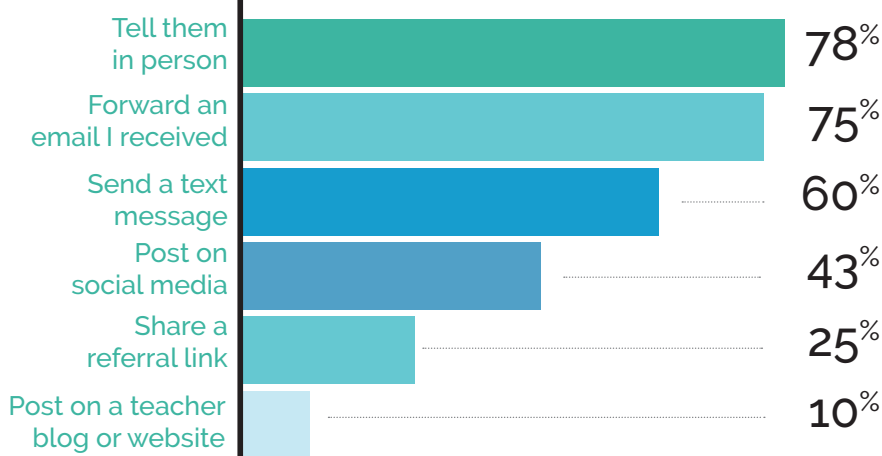
Most teachers say they know a brand is teacher-friendly when it provides solutions for the unique challenges that teachers face

**65%** offer teacher discounts **53%** support causes tied to education

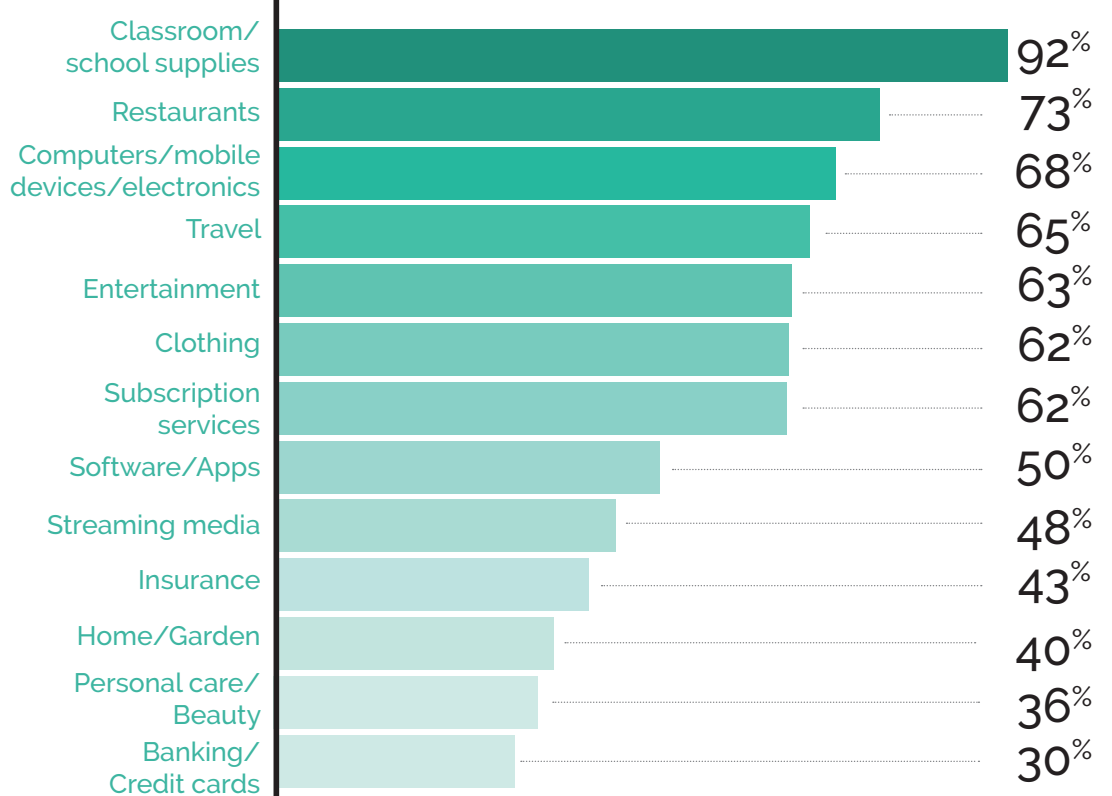
## DISCOUNTS: TEACHERS' LIKE TO SHARE

**62%** find free perks most appealing - like free shipping

98% of teachers would share a discount with their peers.



Products and services teachers would use a discount on.



Media Contact:  
Stacy Skelly  
The Reis Group  
sskelly@thereisgroup.com  
703-477-6938



Media Contact:  
Matt Tatham  
SheerID  
matt.tatham@sheerid.com  
917-446-7227

This 2021 Survey Methodology was conducted online by the Harris Poll on behalf of Agile Education Marketing and SheerID from June 16 to August 2, 2021 among 924 K-12 teachers. A random sample of teachers were invited to participate by email from Agile's database of K-12 teachers as well as through social media. Results are not weighted and are therefore only representative of the individuals who completed the survey. 2020 Survey Methodology: More than 50,000 K-12 teachers included in the Agile education market database were invited by email to take the survey. 1,616 classroom teachers responded to at least one substantive question by May 20, when the survey closed. The margin of error for results from the entire group of respondents was approximately ±2.4% at the 95% confidence level.