

About Our Subscribers

Demographics

Female	96.5%
Married	75.0%
Age 26 or under	8.1%
26-35	23.3%
36-45	25.0%
46-55	32.2%
56+	11.4%

They have been **teaching for an average of 13.8 years**.
37.9% have an **annual household income over \$80,000**.

Education

Bachelor's Degree	44.7%
Master's Degree	45.7%
Sixth-Year Certificate	3.3%
Doctoral Degree	1.1%
Attending College	5.2%

Grade Levels They Teach

PreK-8	82.2%
Multiage	13.8%
Other	4.0%

Who Are They?

Classroom teachers/specialists	81.1%
Principals/administrators	4.3%
Students/student teachers	3.5%
Other	11.1%

28.6% participate in site-based committees
24.0% are mentor teachers
20.6% are team/lead teachers

Readership

75% save copies of <i>Teaching K-8</i> for:	
less than 1 year	32.6%
1-2 years	39.8%
3-4 years	11.7%
5+ years	15.9%

Our duplication with other educational magazines is low:

<i>Mailbox</i>	23.6%
<i>Instructor</i>	11.5%
<i>Teacher's Helper</i>	6.7%
<i>The Reading Teacher</i>	3.9%
<i>Educational Leadership</i>	2.6%
<i>NEA Today</i>	2.2%

Professional Development

In the past 12 months...
69.3% have attended education conventions
65.4% have attended seminars/workshops
10.6% have taken online courses
(Adds to more than 100% because of multiple activities.)

Organizations to Which They Belong

International Reading Association (IRA)	16.5%
Association for Supervision & Curriculum Development (ASCD)	9.1%
National Association for the Education of Young Children (NAEYC)	7.8%
National Council for Teachers of Mathematics (NCTM)	5.0%
National Science Teachers Association (NSTA)	2.8%
National Middle School Association (NMSA)	2.2%

Spending Habits

Our readers spend an average of **\$546 per year in personal funds** to purchase classroom materials.

Where they purchase educational products:

Super Store (Wal-mart, Target, etc.)	81.6%
School Supply Store	66.0%
Catalogs	65.2%
Office Supply Store	62.6%
Online	36.6%
Other	11.2%

(Adds to more than 100% because of multiple answers.)

During the past 12 months – after seeing an advertisement in *Teaching K-8* – **46.5% have taken action** by visiting an advertiser's website, using the reader service form or calling an advertiser for more information.

When purchasing or inquiring about a product or service advertised in *Teaching K-8*,

33.1%	go to advertiser's website
28.9%	call toll-free number
26.8%	buy at teacher store
11.2%	order from catalog

The statistics in this report were obtained from a survey of 1,000 *Teaching K-8* subscribers conducted in June 2004 by Teacher Research Group. Subscribers were selected on an nth name basis from the circulation list. A \$1 incentive was included. There were eight post office and late returns so, the net effective panel was 992. By the close of tabulation on July 1, 2004, 462 returns had been received for a 46.57% response.