

## What PL Readers Buy

# Purchasing Power and Buying Habits

Whether enhancing the facility or the instructional program, principals and assistant principals have a great deal of discretion in determining the products and services from which the school can derive the greatest benefit. The following overview reveals NASSP members' purchasing habits and power.

### What do NASSP members purchase?\*

Professional development programs . . . . .	86.6%
Awards, certificates, recognition services . . . . .	81.8%
Curriculum programs . . . . .	77.5%
Textbooks . . . . .	70.9%
School safety programs and equipment . . . . .	67.5%
Furniture . . . . .	65.9%
Audiovisual equipment . . . . .	64.5%
Reference books . . . . .	64.3%
Technology and computer hardware . . . . .	61.6%
Character education programs . . . . .	59.3%
Fundraising programs . . . . .	59.3%
Test preparation programs . . . . .	58.9%
Yearbooks . . . . .	58.9%
Physical plant/Facilities equipment and supplies . . . . .	55.5%
School photography . . . . .	54.5%
Career and guidance programs . . . . .	53.0%
Stationery products . . . . .	53.0%
Signage . . . . .	52.5%
Vending machines . . . . .	48.0%
School reform programs . . . . .	47.0%
Business machines . . . . .	44.5%
Uniforms/Caps and gowns . . . . .	39.1%
Customized supplies and clothing . . . . .	38.9%
Distance learning programs . . . . .	37.3%

### What actions have NASSP members taken upon seeing ads?\*

Visited advertiser's Web site . . . . .	42%
Discussed ad with others . . . . .	37%
Passed ad along to others . . . . .	36%
Filed ad for future reference . . . . .	30%
Contacted advertiser . . . . .	20%
Purchased/ordered a product or service . . . . .	19%

### Principals' annual budgets\*

Less than \$1 million . . . . .	29%
\$1 million-\$1.9 million . . . . .	15%
\$2 million-\$2.9 million . . . . .	13%
\$3 million-\$3.9 million . . . . .	12%
\$4 million-\$4.9 million . . . . .	6%
\$5 million or more . . . . .	25%

### Readers who have met with vendors or have directed their faculty members to meet with vendors:

78%\*\*

\*Data based on 2005 survey conducted by Stratton Pubs & Marketing.

\*\*Data based on 2006 survey conducted by Readex Research.

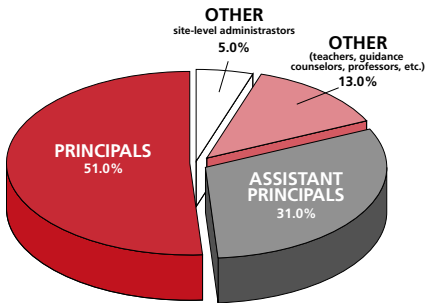
Who Reads PL

# Principal Leadership Readership

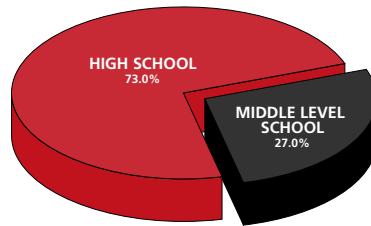
*Principal Leadership* is the monthly magazine of the National Association of Secondary School Principals, the preeminent professional organization for administrators in middle level and high schools.

## Who reads *Principal Leadership*?

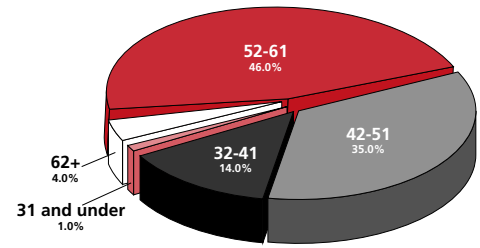
Positions held by NASSP's 30,000 members



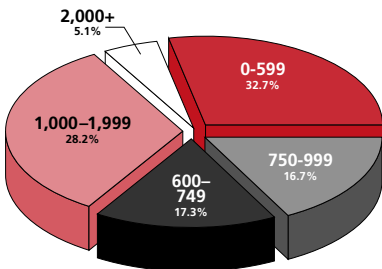
Type of Institution



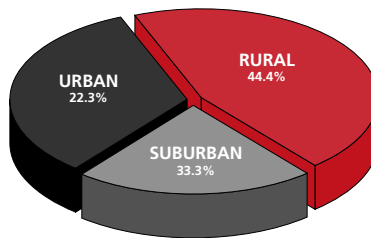
Age of NASSP members



Enrollment of members' schools



Communities in which members' schools are located



Number of schools in members' districts

