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 Pub & Marketing.

**Data based on 2006 survey conducted by Readex Research.
Who Reads PL

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