

Pay Perception Survey Shows American Public Think Teachers Are Significantly Underpaid and Overworked

Twinkl Launches Back to School ‘#ClearTheList’ Campaign to Help Ease Burden on Educators



Tallahassee, Florida, July 29th 2024 – A [new survey](#), conducted by educational publisher Twinkl, has revealed that nine in 10 Americans (89%) believe teachers are underpaid. Additionally, 63% don't think they earn what would be deemed a living wage.

Beyond pay discrepancies, 83% of Americans feel teachers work too many hours for the amount they earn, with respondents suggesting teachers should work 41 hours a week - a stark contrast to the real national average figure of 52 hours.

Jude Schroeder, U.S. Country Manager at Twinkl, and a former teacher, said: "We believe in the importance of valuing our educators, both in terms of fair compensation and manageable workloads. The findings from our survey highlight a crucial issue: teachers consistently work longer hours and earn less than what is perceived as fair by the general American public."

The full survey results, which collected the opinion of over 2,400 people, [can be explored here](#). The data includes regional breakdowns across all US states, revealing Florida is where the biggest gap is between expected pay and teachers' reality, as well as highlighting generational divides when it comes to views on pay and working hours.

Helping Those Who Teach

This back to school season, Twinkl is helping relieve the financial and time burden on educators. Beginning July 28th, US teachers will be able to take advantage of a free, month-long Twinkl

subscription, giving them access to a library of over one million resources and materials - helping them save both funds and time spent planning for the new school year.

During this back to school period (July 28th - Sept 7th), teachers using the free promotion, or those with an existing subscription, will collect points (known as TwinklStars) for every resource they download - with additional points on offer when using our 'Ari' AI tools, or for referring friends and colleagues. The 'My TwinklStars Tracker' will show a daily leaderboard of educators nationwide that have racked up the highest scores.

At the end of every day during the campaign, Twinkl will 'clear the list' of ten users at the top of the 'My TwinklStars' leaderboard - meaning up to 400 educators will have their back to school supplies wish lists funded before the fall semester begins! There is also a bumper prize on offer for the participants with the five highest TwinklStars scores across the whole campaign - worth up to \$1,000 a person!

Schroeder adds: "Twinkl recognizes the immense dedication and effort that educators put into their jobs, particularly during the back to school period. This is why we've made it our mission to provide the resources, support, and AI tools to help teachers balance workloads and save money - allowing them to focus more on teaching the next generation, and less on administrative tasks."

Teachers wishing to get involved with Twinkl's Back to School campaign can find out [more information here](#).

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About Twinkl

Twinkl was founded in 2010 in Sheffield by husband and wife Jonathan and Susie Seaton with a mission 'to help those who teach'. The company provides high quality online learning materials and services, which are all teacher-created and checked.

Twinkl offers over one million resources via its website, with new content added daily - ranging from classroom content and assessments, to AI tools, augmented reality games and much more. Twinkl is used and trusted by schools and educators in over 200 countries and regions, including primary and secondary school teachers, nursery workers and parents.

About Twinkl's Pay Perception Survey

To determine how and where people's perceptions of what teachers earn are furthest from the truth, Twinkl surveyed 2,400 Americans from 43 states and asked how much they think teachers should earn in a year. These figures were then compared to each state's average annual salary from the [National Center for Education Statistics](#) (NCES).

Twinkl also asked respondents how many hours they think teachers should work per week, and compared that to averages from the NCES. The survey ran over three weeks in May 2024. The NCES data used for comparisons is from the most recent years available for each data point.