

# Key Findings from “Total Economic Impact™ of Apple Devices for K–12 Education”

Apple is a smart investment for education leaders and their learning communities. This is demonstrated by the findings of an independent study commissioned by Apple and conducted by Forrester, a third-party research organization.

Residual value retained after 4 years\*



**20%**  
iPad



**25%**  
MacBook Air

Life cycle extended

**+18.5  
months**

when moving to Apple products\*

**+30%**

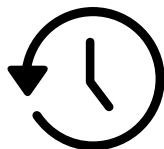
academic time recaptured  
with Apple\*



increase in  
IT operational  
efficiency\*

**1.5 hours**

time saved by teachers  
per week



**~3**

full-time employees' time reallocated



[Download the Forrester study >](#)

\*The Total Economic Impact™ Of Apple Devices For K-12 Education, a commissioned study conducted by Forrester Consulting on behalf of Apple in January 2023, which uses a composite organization of about 10,000 students to represent education institutions in the United States of similar size and with similar resources. TM and © 2023 Apple Inc. All rights reserved.