

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 organisation.

Residual value retained after 4 years*



20%
iPad



25%
MacBook Air

Life cycle extended

**+18.5
months**

when moving to Apple products*

+30%

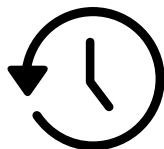
academic time recaptured
with Apple*



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 organisation 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.