



HANOVER  
RESEARCH

# HOMESCHOOLING MARKET SURVEY ANALYSIS

Prepared for EdChoice

March 2021

# TABLE OF CONTENTS

**3** / Introduction

**6** / Recommendations & Key Findings

**17** / Respondent Characteristics

# INTRODUCTION

# INTRODUCTION

## OVERVIEW

### KEY OBJECTIVES

- Identify perceptions and benefits of homeschooling;
- Identify primary obstacles to homeschooling;
- Assess the impact of COVID-19 pandemic's impact on perceptions of and experiences with homeschooling;
- Solicit respondents' opinions on other forms of personalized learning.

### SURVEY ADMINISTRATION & SURVEY SAMPLE

- The survey was administered online in February 2021 using the Qualtrics platform. A third-party panel vendor was leveraged for responses.
- The analysis includes a total of 1,266 respondents following data cleaning.
- Results are segmented by Homeschool group [Have Homeschooled / Are Currently Homeschooling (n=570) and Have Never Homeschooled (n=696)]; and Income bracket [Under \$50,000 (n=450), \$50,000 to \$99,999 (n=463), and \$100,000 or more (n=316)].

### RESPONDENT QUALIFICATIONS

- Must be between ages 18-90; currently reside in the United States; care for least one child in grades Pre-K through 12; and have at least considered homeschooling the child(ren) in their care.

## INTRODUCTION

# METHODOLOGY

- Sample sizes vary across questions as some questions only pertain to a subset of respondents.
- Conclusions drawn from a small sample size ( $n < 20$ ) should be interpreted with caution.
- For full aggregate, segmented, and verbatim results, please consult the accompanying data supplement.
- Statistically significant difference (95% confidence level) between groups are noted with an asterisk (\*).
- After data collection, Hanover identified and removed low-quality respondents.
- “Don’t Know or Not Applicable” responses, and equivalent, are often excluded from the figures and analysis in order to focus on respondents who did express an opinion.
- Percentages may sum up to exceed 100% for questions where respondents could select more than one answer option.
- Data labels for values less than 5% may be removed from some figures to improve legibility.
- Question text and answer options marked with † are truncated for clarity and brevity.

# RECOMMENDATIONS & KEY FINDINGS

# RECOMMENDATIONS

Results from the **homeschooling market survey** provide EdChoice and its partners with detailed insights regarding how parents perceive the benefits of and obstacles to homeschooling their children. Hanover recommends that EdChoice consider the implications for both **practice** and **further research**.

## Practice

- **EdChoice and its partners should leverage their networks and communication platforms to highlight the benefits of homeschooling.** Parents report that homeschooling their children has improved their relationship, that their children have more time for other interests, and that their children are happier and learning more. Seventy-seven percent of those who have homeschooled report a positive impact on their behavior.
- **EdChoice and its partners should also provide resources and support to mitigate the perceived obstacles.** These obstacles include concerns about their children's prospects, as well as their (parents') ability to provide instruction. They also cite a lack of time and knowledge, as well as finances. EdChoice could develop and disseminate case studies of homeschooled children's long-term outcomes (more on this below), provide introductory training and materials for parents, and offer scholarships or grants for families new to homeschooling.

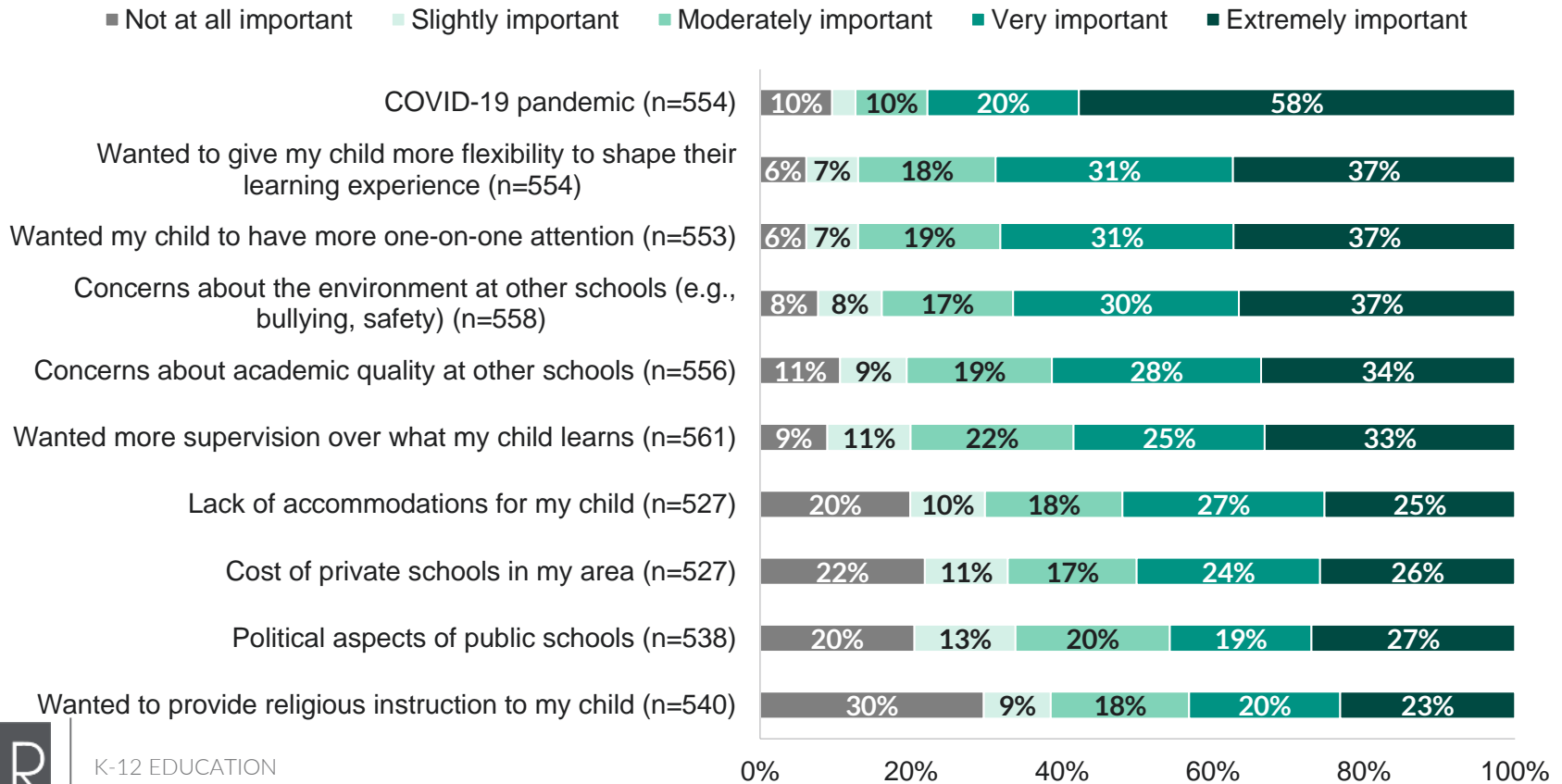
## Further Research

- **Focus Groups with survey respondents around homeschooling and personalized learning will reveal even greater detail about the perceived obstacles of both.** Hanover could also conduct in-depth interviews with homeschooling families in order to develop case studies and further market the flexibility and benefits of homeschooling, as well as assuage families' concerns about homeschooling. Hanover could also conduct additional research on the positive impacts of homeschooling, as well as build tools to support parents as they navigate some of the identified challenges.

# KEY FINDINGS: HOMESCHOOLING MOTIVATORS

For respondents who have homeschooled or are currently homeschooling their child(ren), the primary motivators are the pandemic, the flexibility to shape learning experiences, and increased one-on-one attention. Political and religious motivations are reported as relatively less important. However, half of those with annual income greater than \$100,000 rate them as very/extremely important.

## How important were the following factors in your decision to homeschool your child?



Note: Only respondents who have homeschooled/currently homeschool their child(ren) answered this question.



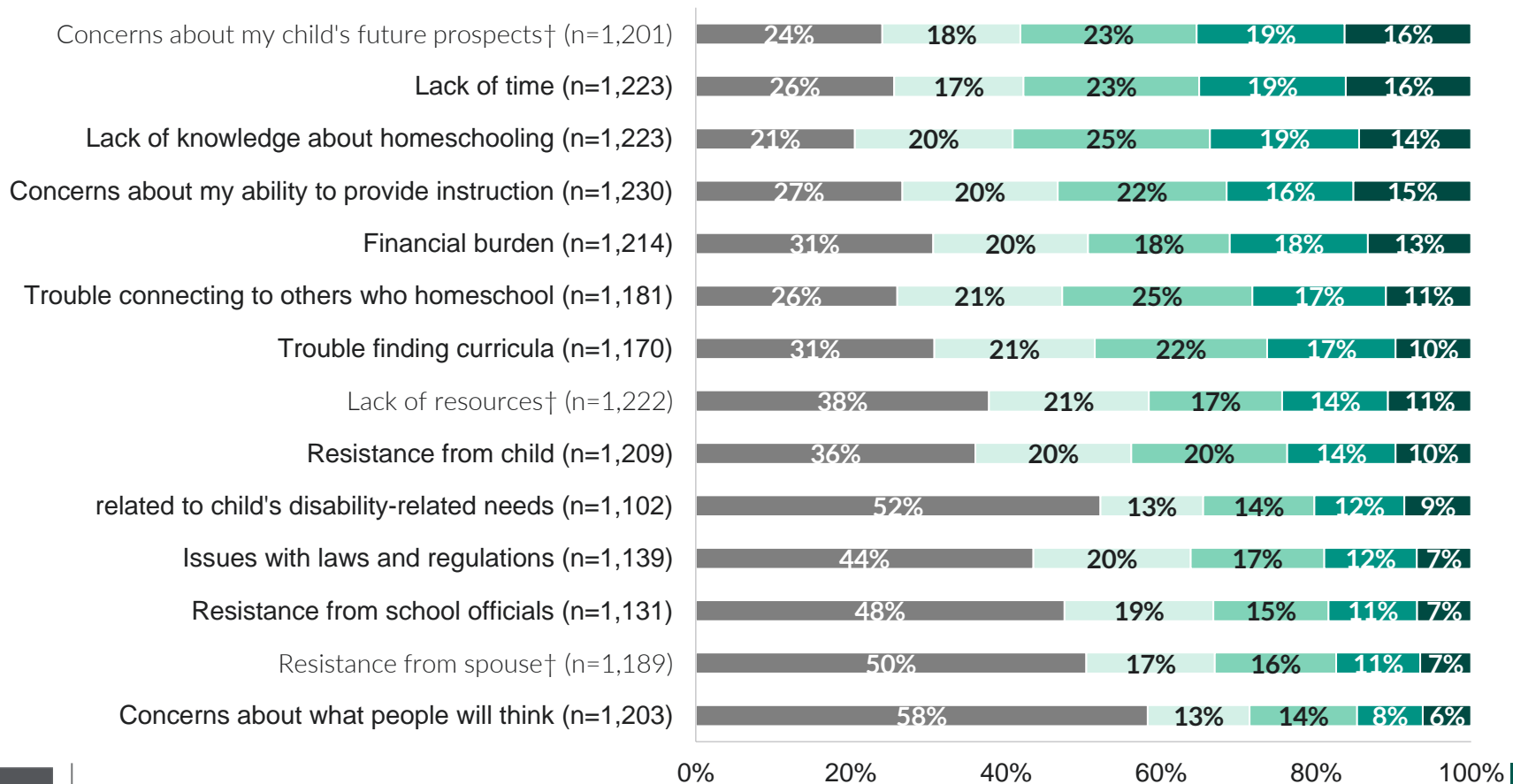


# KEY FINDINGS: HOMESCHOOLING OBSTACLES

According to respondents, the primary obstacles to homeschooling include concerns about future prospects and the ability to provide instruction, lack of time and knowledge, and finances.

## How problematic have the following obstacles to homeschooling your child been?

■ Not at all problematic ■ Slightly problematic ■ Moderately problematic ■ Very problematic ■ Extremely problematic



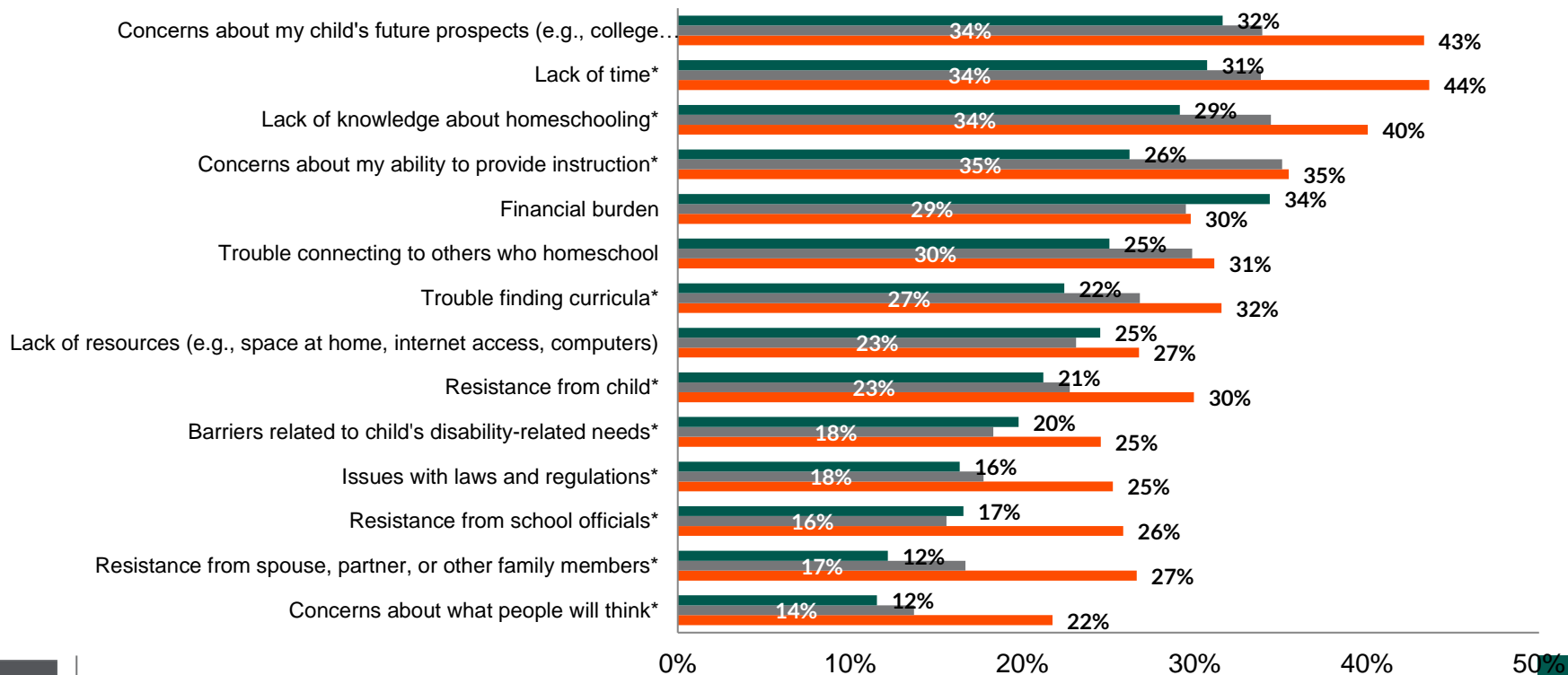
# KEY FINDINGS: OBSTACLES BY INCOME

**Respondents from different income groups report different obstacles to homeschooling.** Lower income respondents report the financial burden as the most problematic obstacle, while the highest income respondents actually report more problematic obstacles than the other groups.

## How problematic have the following obstacles to homeschooling your child been?

*%Very problematic + Extremely problematic*

■ Under \$50,000 (n=379-427)   ■ \$50,000 to \$99,999 (n=415-456)   ■ \$100,000 or more (n=281-314)



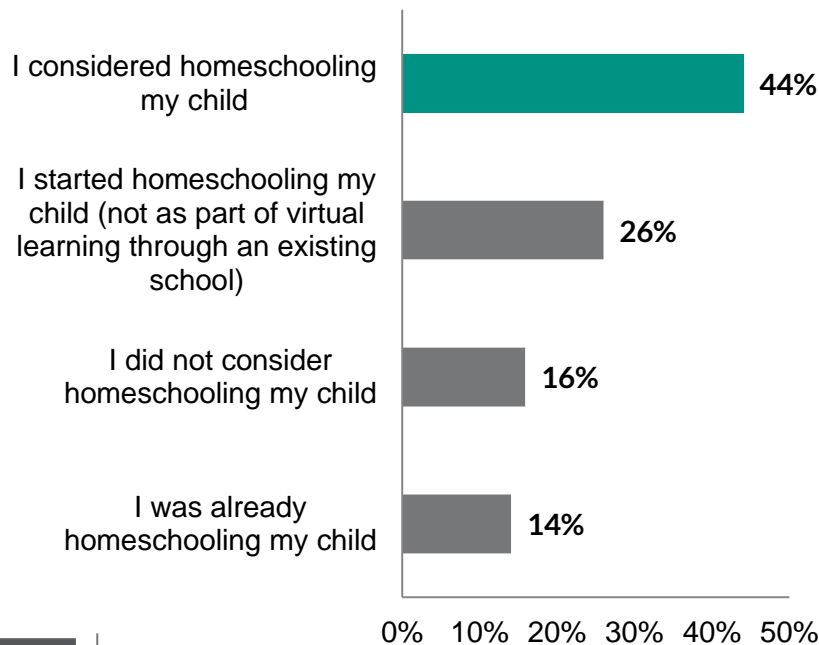
Note: An asterisk (\*) indicates a statistically significant difference between groups.

# KEY FINDINGS: COVID-19 IMPACT

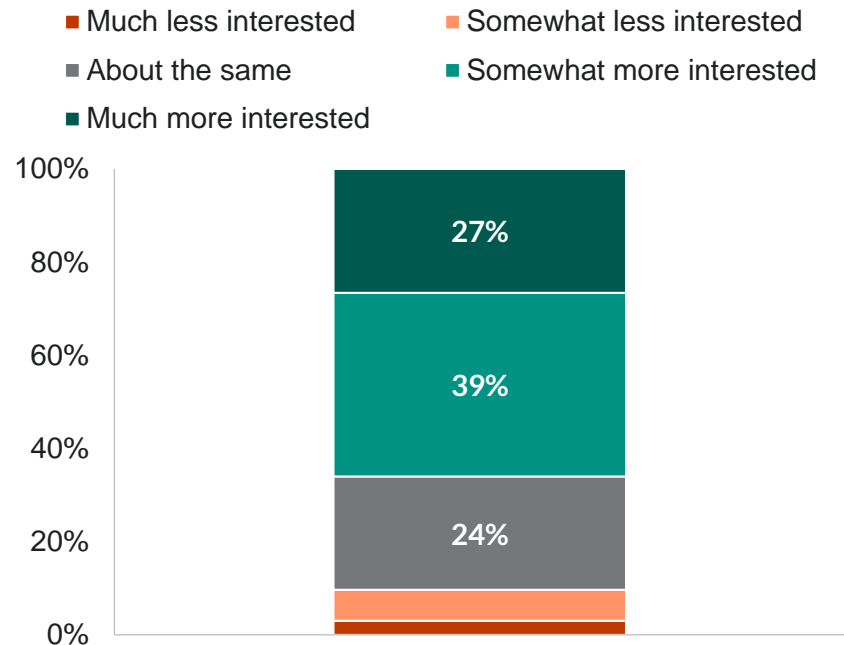
## Respondents are more interested in homeschooling as a result of the COVID-19 pandemic.

- Forty-four percent of all respondents considered homeschooling their child during the pandemic, while an additional 40% of all respondents either started homeschooling during the pandemic or are already homeschooling.
- For those who are already homeschooling, 31% report that the pandemic *positively* affected their homeschooling experience, while 50% report that their experience remained the same.

### During the COVID-19 pandemic, what experience did you have with homeschooling? (n=1,266)



### How did the COVID-19 pandemic affect your interest in homeschooling? (n=1,088)



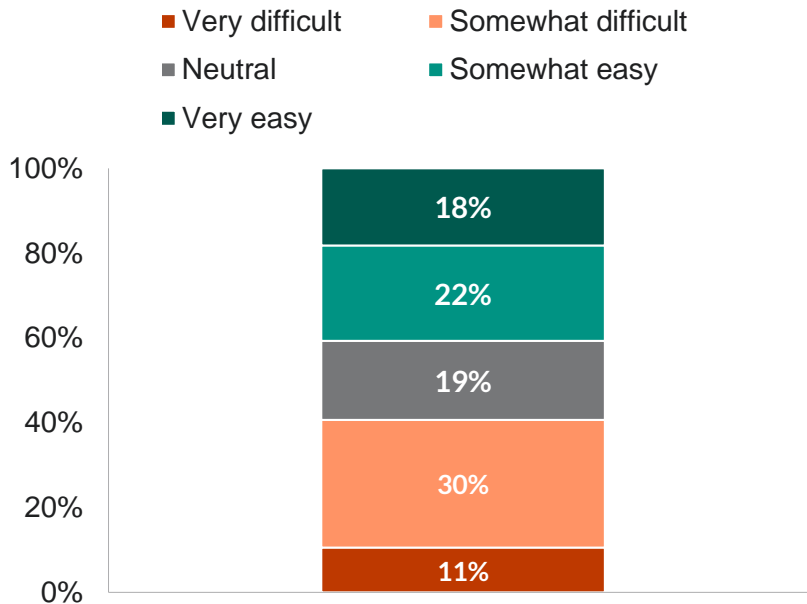
Note: Only respondents who started homeschooling, considered or did not consider homeschooling answer the question on the right.

# KEY FINDINGS: STARTING HOMESCHOOLING

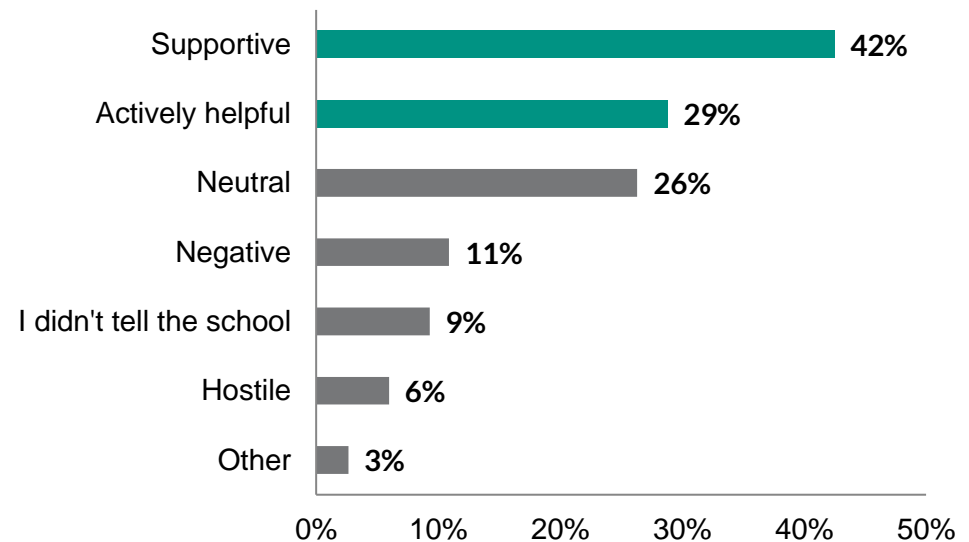
For those who have homeschooled/currently homeschool their child(ren), they started homeschooling with mixed levels of difficulty.

- While 40% of these respondents say it was Somewhat or Very *easy* to start homeschooling, 41% say it was Somewhat or Very *difficult* to start homeschooling.
- Generally, schools are Supportive or Actively helpful to respondents who were going to start homeschooling. Far fewer respondents report negative (11%) or hostile (6%) reactions from their school.

## How difficult or easy was it to start homeschooling your child? (n=570)



## When you told your child's school you were going to start homeschooling, how would you describe the school's response? Please select all that apply. (n=570)

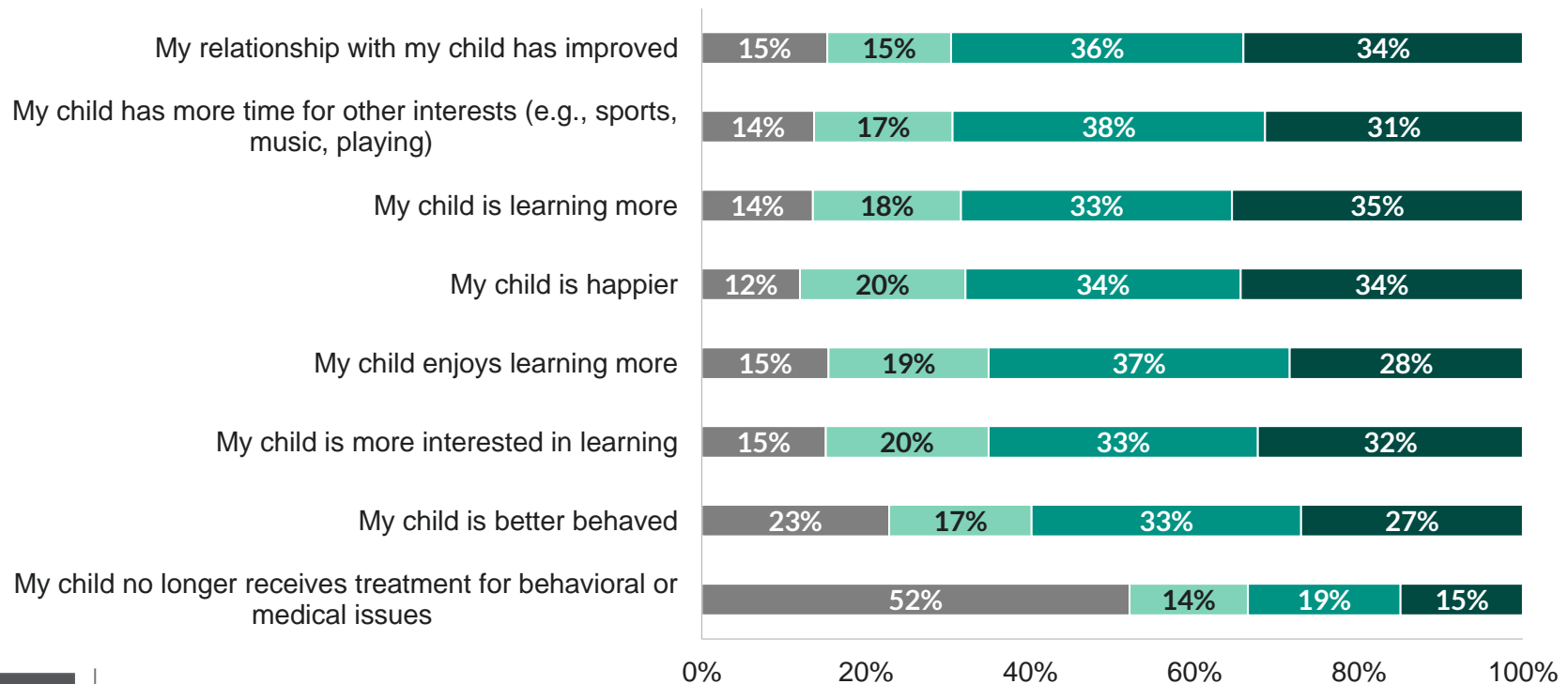


# KEY FINDINGS: HOMESCHOOLING BENEFITS

**Respondents affirm a wide range of homeschooling benefits.** Particularly, respondents who have homeschooled/currently homeschool their child(ren) report improved relationships with them. Furthermore, they report that their child has more time for other interests, and that their child is learning more.

## What beneficial effects, if any, have you experienced from homeschooling your child? (n=570)

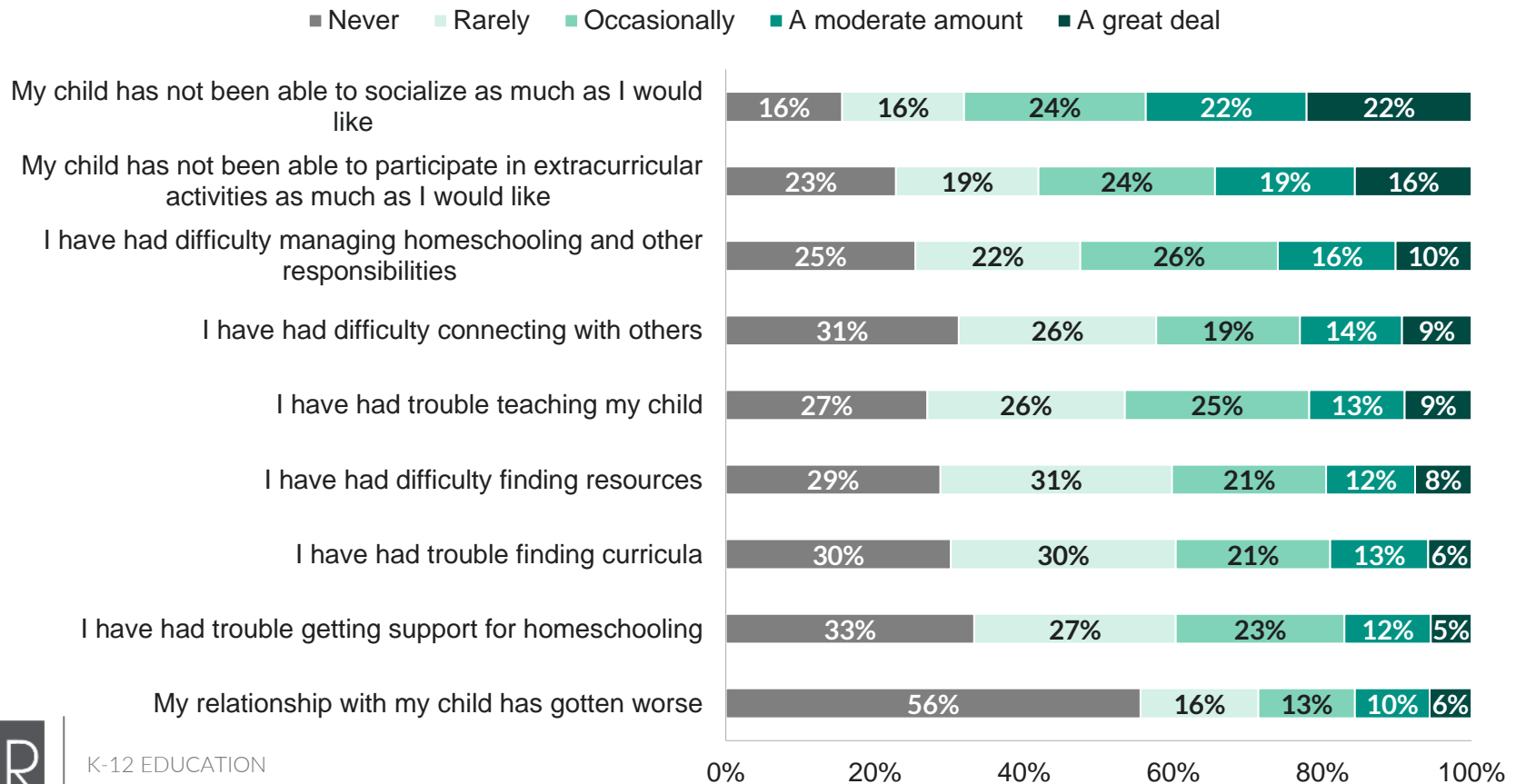
■ No effect ■ Minor effect ■ Moderate effect ■ Major effect



# KEY FINDINGS: HOMESCHOOLING CHALLENGES

For respondents who have homeschooled/currently homeschool their child(ren), they report frequent challenges in child socialization, participation in extracurricular activities, managing other responsibilities, and connecting with others. Conversely, those respondents do not report frequent challenges in finding resources, curricula, or otherwise getting support for homeschooling.

**How frequently do the following challenges affect you while homeschooling your child? (n=570)**

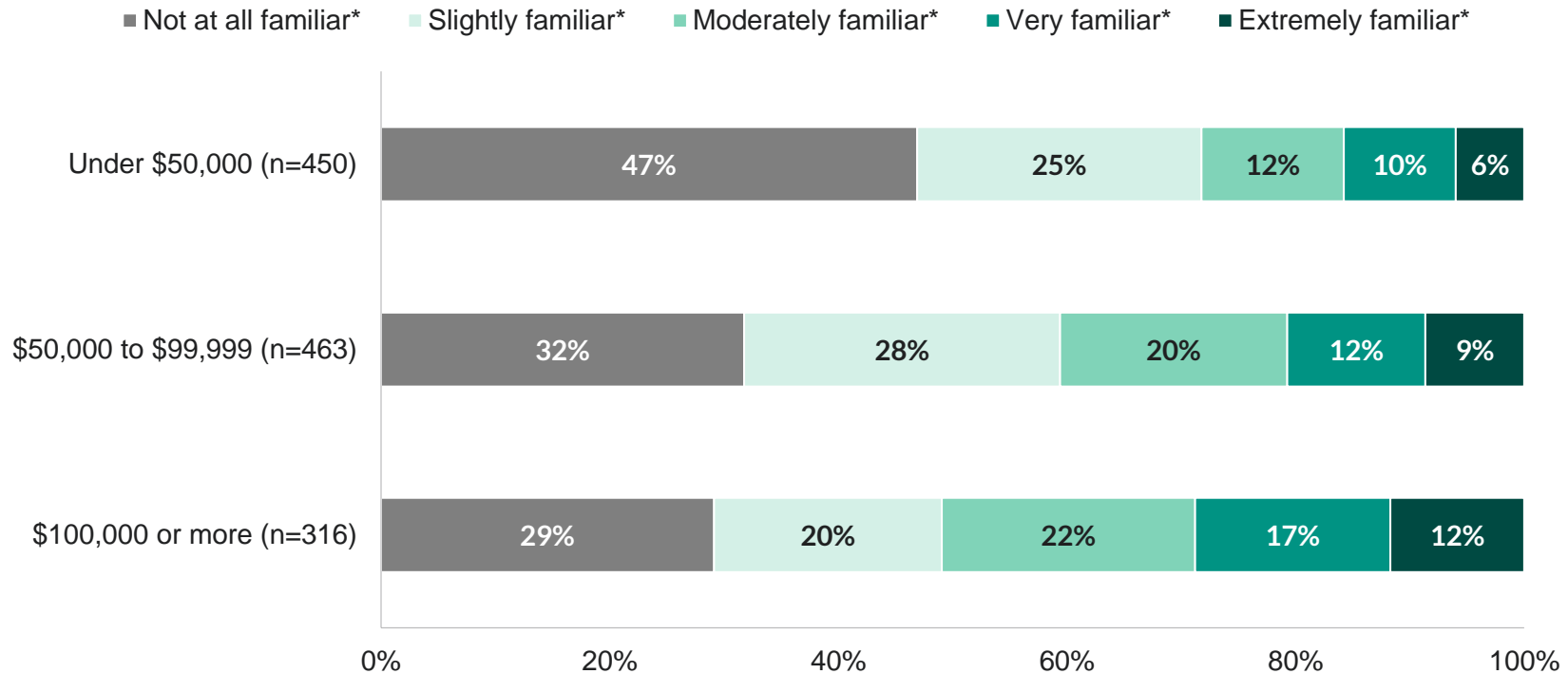


# KEY FINDINGS: HYBRID HOMESCHOOLING

**Respondents with larger annual income are more likely to be familiar with hybrid homeschooling.**

- Further, 60% (n=157) of those who are very/extremely familiar perceive it favorably.
- Alternatively, for those who are less familiar with hybrid homeschooling, once they are presented with the definition of the term, only 24% (n=245) view it favorably.

## How familiar are you with "hybrid homeschooling?"



# KEY FINDINGS: RETHINKING EDUCATION

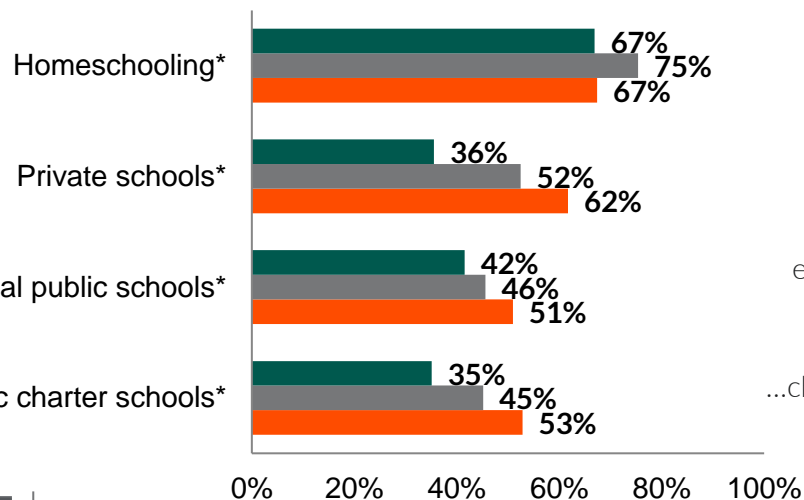
Respondents with less than \$50,000 annual income generally perceive homeschooling more positively than other forms of education given their experiences during the pandemic.

- Additionally, 80% of respondents agree that as a nation, we should explore different education models.
- Fifty-eight percent of respondents support programs that help people pay for private school tuition and other education services such as government-funded school vouchers.

**Given what you've seen and experienced during the COVID-19 pandemic, how would you rate each of the following?**

*% Somewhat positive + Very positive*

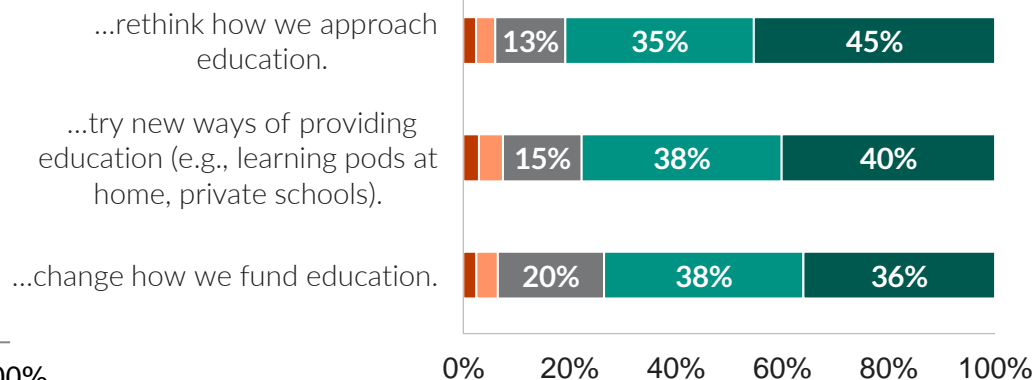
■ Under \$50,000 (n=450)   ■ \$50,000 to \$99,999 (n=463)  
 ■ \$100,000 or more (n=316)



**How much do you disagree or agree with each of the following statements?**

**As a nation, we should take the opportunity provided by the COVID-19 pandemic to...**  
 (n=1,266)

■ Strongly disagree   ■ Somewhat disagree  
 ■ Neither agree nor disagree   ■ Somewhat agree  
 ■ Strongly agree





# **SURVEY PROFILE AND RESPONDENT CHARACTERISTICS**

# SURVEY PROFILE (1/2)

<b>Dates</b>	<b>February 4 to 21, 2021</b>
<b>Survey Data Collection &amp; Quality Control</b>	Hanover Research
<b>Survey Sponsor</b>	EdChoice
<b>Population</b>	Parents who have either homeschooled or are open to the possibility
<b>Sampling Frame</b>	Sample generated by national third-party survey panel vendor
<b>Sampling Method</b>	Outreach conducted by national third-party survey panel vendor
<b>Mode</b>	Online Survey
<b>Language</b>	English

# SURVEY PROFILE (2/2)

<b>Sample Size</b>	Total, N = 1,266 (Have Homeschooled, n=570; Have Never Homeschooled, n=696)
<b>Oversampling?</b>	None
<b>Quotas?</b>	None
<b>Weighting?</b>	None
<b>Margin of Error (adjusted for weighting)</b>	n/a
<b>Participation Rate</b>	n/a
<b>Project Contact</b>	Paul DiPerna, <a href="mailto:paul@edchoice.org">paul@edchoice.org</a>

# RESPONDENT CHARACTERISTICS

## Gender Identity (n=1,266)

Female	64%
Male	35%
Non-binary/Gender non-conforming	<1%
Not listed/Prefer to self-describe	<1%
Prefer not to respond	<1%

## Race/Ethnicity (n=1,266)

White	75%
Hispanic or Latin(o/a/x)	13%
Black or African-American	10%
Asian	6%
American Indian or Alaskan Native	2%
Native Hawaiian or Pacific Islander	<1%
Middle Eastern or North African	<1%
Not listed/Prefer to self-describe	1%
Prefer not to respond	1%

## Age (n=1,266)

19 - 24	3%
25 - 34	27%
35 - 44	43%
45 - 54	20%
55+	8%

## Urbanicity (n=1,266)

Suburban	41%
Urban	28%
Rural	20%
Small town	11%
Prefer not to respond	%1

## Annual Household Income (n=1,266)

Under \$25,000	14%
\$25,000 to \$49,999	21%
\$50,000 to \$74,999	21%
\$75,000 to \$99,999	16%
\$100,000 to \$149,999	16%
\$150,000 to \$199,999	5%
\$200,000 or more	4%
Not sure	<1%
Prefer not to respond	3%

## Religious Affiliation (n=1,266)

Christian (including Catholic and Protestant sects)	68%
Atheist/Agnostic	10%
Muslim	2%
Hindu	1%
Jewish	1%
Buddhist	1%
Not listed	7%
Prefer not to respond	10%

## Political Affiliation (n=1,266)

Strongly to the left/liberal	10%
Slightly to the left/liberal	14%
In the middle	39%
Slightly to the right/conservative	16%
Strongly to the right/conservative	15%
Prefer not to respond	5%

# RESPONDENT CHARACTERISTICS

## Homeschooling Experience (n=1,266)

I have homeschooled my child in the past	17%
I am currently homeschooling my child	28%
I have considered homeschooling my child	27%
I have not yet considered homeschooling my child, but I might be open to it	27%

## State of Residence (n=1,266)

Alabama	2%	Michigan	4%
Alaska	0%	Minnesota	2%
Arizona	2%	Mississippi	1%
Arkansas	2%	Missouri	3%
California	7%	Montana	0%
Colorado	2%	Nebraska	1%
District of Columbia	1%	Nevada	1%
Delaware	0%	New Mexico	0%
Florida	7%	New York	6%
Georgia	4%	North Carolina	5%
Hawaii	0%	North Dakota	0%
Idaho	1%	Ohio	5%
Illinois	4%	Oklahoma	3%
Indiana	2%	Oregon	1%
Iowa	1%	Pennsylvania	5%
Kansas	1%	South Carolina	3%
Kentucky	2%	Tennessee	3%
Louisiana	1%	Texas	9%
Maryland	2%	Utah	2%
		Virginia	4%
		Washington	2%
		West Virginia	1%
		Wisconsin	2%
		Wyoming	0%



Thank you.

## CONTACT

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