

Homeschooling Market Survey

Prepared for EdChoice

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Introduction

The following survey aims to collect perspectives from parents about how they make decisions about their children’s education. When reviewing the survey instrument, please note the following structural aspects of the draft:

* Question numbers (e.g., Q3) pertain to the online survey programming numbers and may be non-linear.
* *Red text* is survey programming notes that are not seen by respondents.
* *Light blue text* indicates slight wording differences between respondents (e.g., “your child” for parents of one child and “your children” for parents of two or more children).
* Questions are formatted into “Blocks” or core survey sections.
* “🔾” denotes radio buttons where the respondent can only select one answer.
* “❑” denotes a check box where the respondent can select more than one answer option.
* “\*” denotes questions that are mandatory for survey completion.

Best Practices in Survey Design

Hanover designs surveys that align with best practices in survey design. While we are sensitive to your needs and will make modifications as necessary, we strongly encourage you to maintain the following survey design standards moving forward.

* Present matrix questions (e.g., Likert scales going from strongly disagree to strongly agree) from **negative to positive**.
* **Randomize questions** when multiple options are present to decrease “order-effects,” which is common for questions of a similar structure.
* **Balance Likert scales**, for this survey, we primarily utilized three, four, and five-point scales.
* **Use “N/A” or “Don’t know”** options when the question is either not relevant or the respondent is unsure. These are often consolidated because there is not an analytical reason to separate these results. Moreover, extending the scale (i.e., separating “N/A” and “Don’t know” as two different options) may encourage respondents to select more “positive” responses due to the relative physical position of the extended scale.
* **Keep open-ended comments to a minimum.** Respondents start providing redundant answers when faced with more than two or three open-ended responses.
* **Use skip logic** to ensure that respondents only answer questions pertinent to them.
* **Avoid too many or too few questions in a single page**. You may view these aesthetic aspects of the survey once the survey has been programmed into the online platform.
* Avoid questions with the following characteristics:
  + **Avoid double-barreled questions** (e.g., asking two question at once).
  + **Avoid** **leading questions.** For example, asking “Many staff members indicate that district buildings are clean. Is your building clean?”may lead a respondent to indicate that their building is clean regardless of their objective opinion. Asking leading questionsmakes respondents susceptible to social desirability. That is, respondents might then answer questions based on the question wording and not their objective opinion.
  + **Avoid subjective language** for survey questions to ensure that all respondents will interpret the survey item the same way.

# Survey Instrument

Introduction

**Welcome!**

**Hanover Research is conducting a survey to learn more about how individuals and families make educational choices and would like to get your opinion.**

**This study is for research purposes only: all information you provide will be maintained on a confidential basis by Hanover Research and will only be used and reported in an aggregate form, so please be candid in your responses.**

**This survey will only take about 10 minutes to complete. Thank you for your participation!**

Privacy

1. **Hanover Research takes protecting your personal information seriously. We use your data for research and analysis purposes only. Please see our**[**Privacy Policy**](https://www.hanoverresearch.com/privacy-policy/)**to learn how we collect and process your data.\***

* **I consent** to having my personal data collected for this survey.
* **I do not consent** to having my personal data collected and wish to **exit the survey**. *[Disqualify and delete data]*

Screeners and Background

1. **How old are you? *Please enter a whole number.*\***

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *[Disqualify at the end of the block if under 18 or over 90]*

1. **In which country do you currently reside?\***

▼ Afghanistan ... Prefer not to respond

[Disqualify at the end of the block if “United States” is not selected]

*Display if Q3 is “United States”*

1. **In which state, district, or territory do you currently reside?\***

▼ Alabama ... Prefer not to respond

*Display if Q3 is “United States”*

1. **Please enter your zip or postal code in the space below.\***

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **How many children do you have who are in grades pre-kindergarten through 12th?\***

* None *[Disqualify immediately]*
* One
* Two
* Three
* Four
* Five or more

1. **Which [grade is your child in?/grades are your children in? *Please select all that apply.]*\***

* Pre-kindergarten
* Kindergarten
* Transitional kindergarten
* Grade 1
* Grade 2
* Grade 3
* Grade 4
* Grade 5
* Grade 6
* Grade 7
* Grade 8
* Grade 9
* Grade 10
* Grade 11
* Grade 12

*[Disqualify if the number of grades selected in Q7 exceeds the number of children in Q6]*

*Display to parents of two or more children*

1. **As you have several children in grades pre-kindergarten through 12th, we would like you to answer this survey for your child whose birthday is earliest in the calendar year, regardless of if this child is older or younger.**

**For instance, if you have one child born on January 2nd and another born on September 18th, we would like you to answer for the child born on January 2nd.**

**Which grade is this child in?\***

* *Display grades selected in Q7*
* None of the above *[Disqualify at the end of the block]*

1. **Which of these best describes your relationship with homeschooling?\***

***Homeschooling is defined here as when a child is taught by a parent, guardian, or caregiver in his or her own home. It is distinct from distance or remote learning, which is remote learning where the child is not present at school but is still being taught through communication with the school/teacher.***

* I have homeschooled my child in the past
* I am currently homeschooling my child
* I have considered homeschooling my child
* I have not yet considered homeschooling my child, but I might be open to it
* I would never homeschool my child *[Disqualify]*

Homeschooling Decisions

*Display if respondent has not homeschooled their child and is not currently homeschooling their child in Q9*

1. **If money and logistics were no obstacle to homeschooling, how likely would you be to homeschool your child?\***

* Not at all likely
* Slightly likely
* Moderately likely
* Very likely
* Extremely likely

Display if respondent has homeschooled or is currently homeschooling their child in Q9

1. **How important were the following factors in your decision to homeschool your child?\***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Not at all important | Slightly important | Moderately important | Very important | Extremely important | *Not sure or N/A* |
| Concerns about academic quality at other schools |  |  |  |  |  |  |
| Concerns about the environment at other schools (e.g., bullying, safety) |  |  |  |  |  |  |
| Lack of accommodations for my child |  |  |  |  |  |  |
| Wanted more supervision over what my child learns |  |  |  |  |  |  |
| Wanted my child to have more one-on-one attention |  |  |  |  |  |  |
| Wanted to provide religious instruction to my child |  |  |  |  |  |  |
| Wanted to give my child more flexibility to shape their learning experience |  |  |  |  |  |  |
| Cost of private schools in my area |  |  |  |  |  |  |
| Political aspects of public schools |  |  |  |  |  |  |
| COVID-19 pandemic |  |  |  |  |  |  |

*Rows randomized to reduce order effects*

1. **How problematic have the following obstacles to homeschooling your child been?\***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Not at all problematic | Slightly problematic | Moderately problematic | Very problematic | Extremely problematic | *Not sure or N/A* |
| Issues with laws and regulations |  |  |  |  |  |  |
| Trouble finding curricula |  |  |  |  |  |  |
| Lack of resources (e.g., space at home, internet access, computers) |  |  |  |  |  |  |
| Lack of time |  |  |  |  |  |  |
| Lack of knowledge about homeschooling |  |  |  |  |  |  |
| Trouble connecting to others who homeschool |  |  |  |  |  |  |
| Concerns about what people will think |  |  |  |  |  |  |
| Financial burden |  |  |  |  |  |  |
| Barriers related to child's disability-related needs |  |  |  |  |  |  |
| Resistance from school officials |  |  |  |  |  |  |
| Concerns about my child’s future prospects (e.g., college admission) |  |  |  |  |  |  |
| Resistance from child |  |  |  |  |  |  |
| Resistance from spouse, partner, or other family members |  |  |  |  |  |  |
| Concerns about my ability to provide instruction |  |  |  |  |  |  |

*Rows randomized to reduce order effects*

COVID-19 and Homeschooling

1. **During the COVID-19 pandemic, what experience did you have with homeschooling?\***

* I was already homeschooling my child
* I started homeschooling my child (not as part of virtual learning through an existing school)
* I considered homeschooling my child
* I did not consider homeschooling my child

Display if Q13 is ”I started homeschooling my child,” “I considered homeschooling my child,” or “I did not consider homeschooling my child”

1. **How did the COVID-19 pandemic affect your interest in homeschooling?\***

* Much less interested
* Somewhat less interested
* About the same
* Somewhat more interested
* Much more interested

Display if Q14 is “Much less interested” or “Somewhat less interested”

1. **Why did your experiences during the COVID-19 pandemic make you less interested in homeschooling?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Display if Q14 is “Somewhat more interested” or “Much more interested”

1. **Why did your experiences during the COVID-19 pandemic make you more interested in homeschooling?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Display if Q13 is “I was already homeschooling my child”

1. **How did the COVID-19 pandemic affect your homeschooling experience?**

* Very negatively
* Somewhat negatively
* Stayed the same
* Somewhat positively
* Very positively

Display if Q13 is “I was already homeschooling my child” or “I started homeschooling my child”

1. **How likely are you to continue homeschooling next school year in the following circumstances?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at all likely | Slightly likely | Moderately likely | Very likely | Extremely likely |
| Schools are fully back to in-classroom learning |  |  |  |  |  |
| Schools are fully remote learning |  |  |  |  |  |
| Schools are a combination of remote and in-classroom learning |  |  |  |  |  |

*Rows randomized to reduce order effects*

Display if Q13 is “I considered homeschooling my child” or “I did not consider homeschooling a child”

1. **How likely are you to start homeschooling next school year in the following circumstances?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at all likely | Slightly likely | Moderately likely | Very likely | Extremely likely |
| Schools are fully back to in-classroom learning |  |  |  |  |  |
| Schools are fully remote learning |  |  |  |  |  |
| Schools are a combination of remote and in-classroom learning |  |  |  |  |  |

*Rows randomized to reduce order effects*

Experiences with Homeschooling

Display questions in this section if respondent has homeschooled or is currently homeschooling their child in Q9

Display this question if Q9 is “I have homeschooled my child in the past”

1. **You indicated you had homeschooled your child in the past. Which of the following is the primary reason you are no longer homeschooling your child?\***

* My child is no longer school-aged
* My family only intended to homeschool temporarily
* My family did not want to continue homeschooling because of negative experiences
* My family wanted to continue homeschooling but was unable to do so
* Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*

Items randomized (except “Other”) to reduce order effects

1. **Which of the following best describes how you have homeschooled your child?\***

* Just my family
* With 1-2 other families
* With 3-4 other families
* With 5-10 other families
* With more than 10 other families

1. **How difficult or easy was it to start homeschooling your child?\***

* Very difficult
* Somewhat difficult
* Neutral
* Somewhat easy
* Very easy

1. **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.*\***

* Hostile
* Negative
* Neutral
* Supportive
* Actively helpful
* Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*
* I didn’t tell the school

Items randomized (except “Other” and “I didn’t tell the school”) to reduce order effects

1. **How difficult or easy has it been to find homeschooling resources?\***

* Very difficult
* Somewhat difficult
* Neutral
* Somewhat easy
* Very easy

1. **What curricula or other resources have you used while homeschooling your child?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Benefits and Challenges of Homeschooling

Display questions in this section if respondent has homeschooled or is homeschooling a child in Q9

1. **What beneficial effects, if any, have you experienced from homeschooling your child?\***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | No effect | Minor effect | Moderate effect | Major effect |
| My child is more interested in learning |  |  |  |  |
| My child enjoys learning more |  |  |  |  |
| My child is learning more |  |  |  |  |
| My relationship with my child has improved |  |  |  |  |
| My child no longer receives treatment for behavioral or medical issues” |  |  |  |  |
| My child has more time for other interests (e.g., sports, music, playing) |  |  |  |  |
| My child is better behaved |  |  |  |  |
| My child is happier |  |  |  |  |

*Rows randomized to reduce order effects*

1. **How frequently do the following challenges affect you while homeschooling your child?\***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Never | Rarely | Occasionally | A moderate amount | A great deal |
| I have had difficulty managing homeschooling and other responsibilities |  |  |  |  |  |
| I have had difficulty finding resources |  |  |  |  |  |
| My relationship with my child has gotten worse |  |  |  |  |  |
| I have had trouble finding curricula |  |  |  |  |  |
| I have had trouble teaching my child |  |  |  |  |  |
| My child has not been able to socialize as much as I would like |  |  |  |  |  |
| I have had trouble getting support for homeschooling |  |  |  |  |  |
| I have had difficulty connecting with others |  |  |  |  |  |
| My child has not been able to participate in extracurricular activities as much as I would like |  |  |  |  |  |

*Rows randomized to reduce order effects*

Hybrid Homeschooling

1. **How familiar are you with “hybrid homeschooling?”\***

* Not at all familiar
* Slightly familiar
* Moderately familiar
* Very familiar
* Extremely familiar

*Display if Q28 is “Very” to “Extremely familiar”*

1. **How favorable are you to hybrid homeschooling?\***

* Not at all favorable
* Slightly favorable
* Moderately favorable
* Very favorable
* Extremely favorable

*Display if Q28 is “Not at all” to “Moderately familiar”*

1. **Hybrid homeschooling is an educational model where children are homeschooled for part of the week and attend a traditional school for the other part of the week. Given that definition, how favorable are you to the idea?\***

* Not at all favorable
* Slightly favorable
* Moderately favorable
* Very favorable
* Extremely favorable

Opinions about Homeschooling and Education/Rethinking Education

1. **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…**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Strongly agree |
| …rethink how we approach education. |  |  |  |  |  |
| …change how we fund education. |  |  |  |  |  |
| …try new ways of providing education (e.g., learning pods at home, private schools). |  |  |  |  |  |

*Rows randomized to reduce order effects*

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very negative | Somewhat negative | Neutral | Somewhat positive | Very positive |
| Private schools |  |  |  |  |  |
| Traditional public schools |  |  |  |  |  |
| Homeschooling |  |  |  |  |  |
| Public charter schools |  |  |  |  |  |

*Rows randomized to reduce order effects*

1. **How would you rate your support for programs that help people pay for private school tuition and other education services, such as government-funded school vouchers?\***

* Strongly oppose
* Slightly oppose
* Neutral
* Slightly support
* Strongly support

1. **How has the COVID-19 pandemic affected your thoughts about schooling?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Focus Group

1. **Would you be interested in participating in a focus group to talk more about your family's educational choices?\***

* Yes
* No

Display this question if Q35 is “Yes”

1. **Please provide your first name, last name, a valid email address, and phone number that we can use to contact you for the focus group.**

***Your contact information will not be tied to your survey responses in any way; we will only use it to reach you to schedule a focus group meeting if you are selected for participation.***

First name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Last name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Demographics

1. **What year were you born? *Please enter a four-digit number (e.g., 1999).\****

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *[Disqualify if discrepancy with age entered in Q2]*

1. **What is your zip or postal code? *Please enter it below.*\***

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *[Disqualify if discrepancy with zip entered in Q5]*

1. **Which of the following best describes your community?\***

* Urban
* Suburban
* Small town
* Rural
* *Prefer not to respond*

1. **With which of the following gender identities do you most identity?\***

* Female
* Male
* Non-binary/Gender non-conforming
* Not listed/Prefer to self-describe (specify, if desired): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* *Prefer not to respond*

1. **With which of the following categories do you identify? *Please select all that apply.*\***

* American Indian or Alaskan Native
* Asian
* Black or African-American
* Hispanic or Latin(o/a/x)
* Middle Eastern or North African
* Native Hawaiian or Pacific Islander
* White
* Not listed/Prefer to self-describe (specify, if desired): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* *Prefer not to respond*

1. **What is your household's annual income?\***

* Under $25,000
* $25,000 to $49,999
* $50,000 to $74,999
* $75,000 to $99,999
* $100,000 to $149,999
* $150,000 to $199,999
* $200,000 or more
* *Not sure*
* *Prefer not to respond*

1. **Do you identify with any of the following religions? *Please select all that apply.*\***

* Atheist/Agnostic
* Buddhist
* Christian (including Catholic and Protestant sects)
* Hindu
* Jewish
* Muslim
* Not listed (specify, if desired):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* *Prefer not to respond*

1. **Which of the following best describes your political affiliation?\***

* Strongly to the left/liberal
* Slightly to the left/liberal
* In the middle
* Slightly to the right/conservative
* Strongly to the right/conservative
* *Prefer not to respond*

# About Hanover Research

Hanover Research provides high-quality, custom research and analytics through a cost-effective model that helps clients make informed decisions, identify and seize opportunities, and heighten their effectiveness

Our solutions

#### ACADEMIC SOLUTIONS

* + - * College & Career Readiness:

Support on-time student graduation and prepare all students for post-secondary education and careers.

* + - * Program Evaluation:

Measure program impact to support informed, evidence-based investments in resources that maximize student outcomes and manage costs.

* + - * Safe & Supportive Environments:

Create an environment that supports the academic, cultural, and social-emotional needs of students, parents, and staff through a comprehensive annual assessment of climate and culture.

#### ADMINISTRATIVE SOLUTIONS

* + - * Family and Community Engagement:

Expand and strengthen family and community relationships and identify community partnerships that support student success.

* + - * Talent Recruitment, Retention & Development:

Attract and retain the best staff through an enhanced understanding of the teacher experience and staff professional development needs.

* + - * Operations Improvement:

Proactively address changes in demographics, enrollment levels, and community expectations in your budgeting decisions.

LEADERSHIP SOLUTION

Build a high-performing administration that is the first choice for students, parents, and staff.

Our benefits



