



# Overview

## 2022 HOMESCHOOL MARKET Survey Report

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*The* Old Schoolhouse<sup>®</sup>  
The Trade Magazine for Homeschool Families

# 2022 HOMESCHOOL MARKET Survey Report Overview

This detailed study **unveils the buying preferences and demographic makeup** of homeschooling families in the post-pandemic market and highlights critical changes over the past 12 months. Preferences of the homeschooling family are presented so vendors can visually see how to effectively target their marketing efforts to the homeschooling community. Highlights include consumer advertising preferences, changes in curriculum-buying patterns, and consumer product-feature preferences in 2022.

**Gain insight into what families look for** in their curriculum choices, find out which features drive sales to your product, and learn who you should target, specifically, with your advertising. Learn how to **effectively target your organization's marketing efforts** and discover optimum product and service pricing to address the majority of homeschooling families.

## MAIN OBJECTIVES

*To determine the following aspects of homeschool family demographics and preferences:*

- Size and makeup of the average homeschool family
- Changes in homeschool family demographics
- Average extracurricular expenditures
- Faith-based versus secular preferences in material choices
- Spending habits for curriculum, co-ops, and private tutors
- Trending social media platforms used by homeschooling parents
- Popular teaching methods used within the homeschooling community
- Advertising methods that effectively reach homeschooling parents
- Importance of Common Core and Next Generation Science Standards compliance
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- What a homeschooling family looks like
- Importance of product cost
- Range of parental involvement throughout the average homeschool day
- Number of parents who plan to homeschool through high school
- Digital and print preferences among homeschooling families
- Preferences of child-led versus parent-led educational programs
- Venues that influence purchasing decisions in 2022
- Top homeschooling curriculum outlets in 2022

## HIGHLIGHTS

In the past year, this survey found a shift in **purchasing habits** that opens new opportunities for vendors in planning promotions throughout the year.

Discover if this is a twice-yearly event or whether the bulk of purchasing occurs on an as-needed basis.





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How Much Do Respondents Spend on Average per Child Each Year for Co-ops, Tutorials, and/or Private Tutors?

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Can vendors **gain market share** by creating materials that parents can reuse with multiple children? Will expanding your product line or co-marketing products with other vendors who offer complementary products increase sales? In the past year, this survey uncovered a measurable shift in the number of brands/companies that homeschooling parents purchase from. Find out how much of the market your product or service can reach based on pricing, choice of specific sales channel partners (including Amazon and ChristianBook.com), and packaging features.



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## The Old Schoolhouse® Offers Access to Homeschooled Families



**Nearly 50%** of homeschooling parents surveyed look to *The Old Schoolhouse® Magazine* for advice or information about homeschool curriculum choices.

**Over 55%** of surveyed homeschooling parents turn to homeschool blogs for information and advice that helps them choose a homeschool curriculum.

### PRODUCT REVIEW

This is a wonderful resource for homeschooling families.  
— Carol P.  
(for SchoolhouseTeachers.com)

**Over 97%** of surveyed homeschooling parents read product reviews.

**98%** of respondents refer to product reviews for curriculum-purchasing decisions.

*Product reviews are the primary path companies use when implementing blog channels to market products.*



**Increasing international audience**



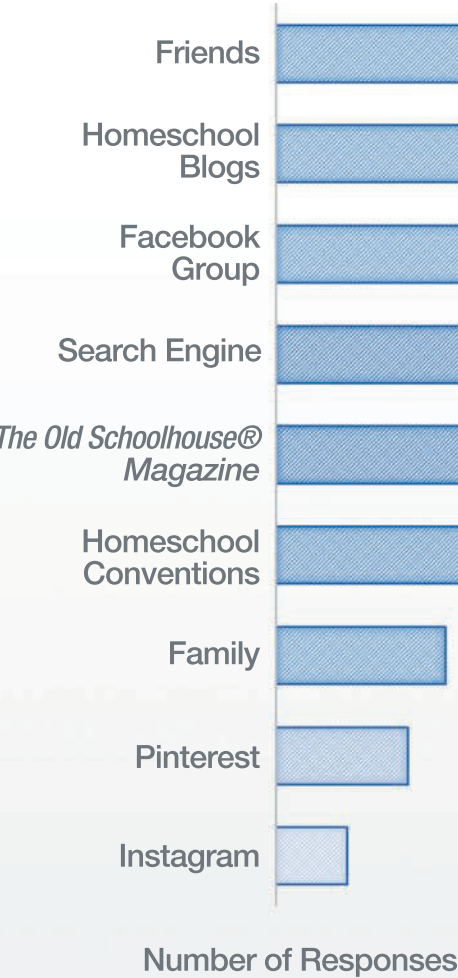
**Over 65%** will attend **four-year universities**. Find ways to reach homeschoolers.



Teaching styles of homeschooling parents shifted dramatically in the past year. **Discover when families purchase curriculum.**



ONLINE AND OFFLINE RESOURCES USED BY SURVEY RESPONDENTS TO GATHER INFORMATION ABOUT HOMESCHOOL CURRICULUM CHOICES



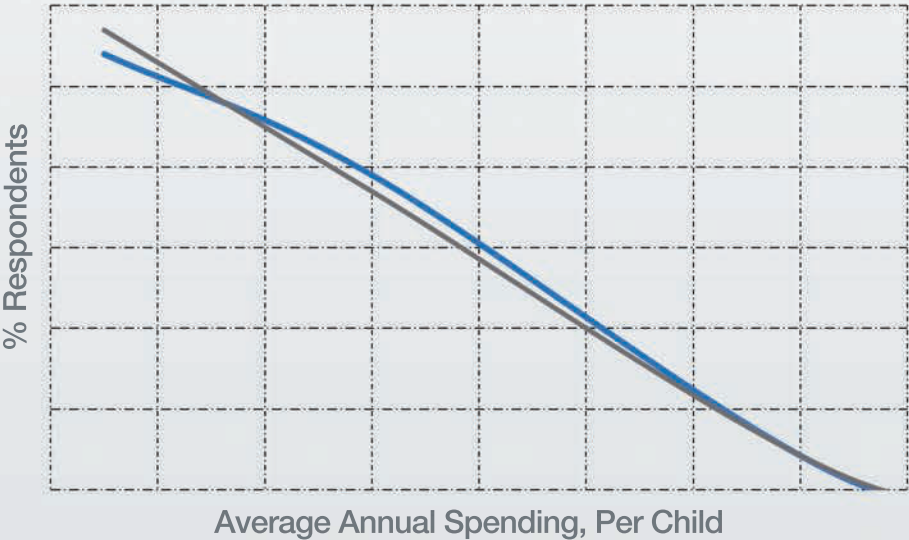
While **social media** is viewed as a low-cost method to reach and engage a potentially unlimited market, homeschooling parents use different social media platforms for different purposes.

Find out which social media platforms vendors can use to influence a homeschool purchase.



AVERAGE ANNUAL MATH CURRICULUM BUDGET PER HOMESCHOOLED CHILD, 2022 VS. 2021

— 2022  
— 2021



Nearly 50% of respondents have children with learning disabilities.

Discover opportunities and learn which types are most common.



# 2022 HOMESCHOOL MARKET Survey Report Overview



## 2022 Homeschool Market Survey Report brought to you by The Old Schoolhouse®

**Number of pages:** 150 pages

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This report is the second annual edition of the first comprehensive study of homeschooling families since the COVID-19 pandemic. The methodology and analysis are designed to serve the needs of any business that sells products or services in the home education market. Usefulness is not limited to large companies or curriculum vendors.

Discover what families in 2022 look for in their curriculum choices. Find out which features can drive sales of your product and learn who you should target, specifically, with your advertising. Learn the preferences of homeschooling families and be able to effectively target your marketing efforts in the post-pandemic era of homeschooling.

**To purchase a physical copy of the report, contact your TOS sales representative or visit The Old Schoolhouse® Media Kit ([Homeschool.Market](https://Homeschool.Market)).**

The Old Schoolhouse® ([TheOldSchoolhouse.com](https://TheOldSchoolhouse.com)) is a privately held corporation that publishes the industry-leading homeschool education print magazine, *The Old Schoolhouse® Magazine*, as well as hundreds of books and planning support tools for homeschooling families. SchoolhouseTeachers.com, a division of The Old Schoolhouse®, supports over 9,000 member families with more than 400 courses for preschool through high school, as well as educational videos, World Book Online, transcripts, report cards, planning tools, and record-keeping. Established in 2001, The Old Schoolhouse® is focused on providing high-quality, encouraging, affordable solutions for homeschooling families.