

## EXECUTIVE SUMMARY

- Families rely heavily on their family and community when exploring educational options. Seventy-six percent of parents reported they initially heard about the school their child currently attends through their own social network, including a friend or relative (50%), their house of worship (14%), and other scholarship families (12%).

<https://www.stepupforstudents.org/newsroom/basic-program-facts>

- Parents place a high value on their child's character development. When asked to list the top three factors that influenced their decision to have their child attend their chosen school, the only factors to be selected by a majority of scholarship parents were religious environment/ instruction (66%) and morals/character/values instruction (52%). These two highly influential factors were followed by a safe environment (36%), academic reputation (34%), and small classes (31%). The least important factor was standardized test scores, which only 4 percent of parents listed as one of their top three factors.

- Switching school types with a scholarship appears to have a positive effect on parental efforts to support their child's education. Among respondents whose child was previously enrolled in a public district or charter school before using a scholarship to enroll in a private school, most parents reported engaging in a variety of education-related activities more often than before switching schools, including: communicating with teachers (77%), participating in school activities (72%), volunteering or doing community service (63%), reading to their child (57%), using an online educational resource like Khan Academy (56%), and working on math homework with their child (52%).