

# Understanding — Today's — Homeschool Families

12  
PAGE

DOWNLOADABLE  
GUIDE

INSIGHTS THAT HELP EDUCATION BRANDS  
BUILD TRUST, INSPIRE, AND GROW



A 12-page guide to homeschool families, learning journeys,  
purchasing behavior, and decision-making.



Deep Insights  
into homeschool  
families



Learning Journeys  
that shape  
decisions



Purchasing Behavior  
that drives  
results



Decision Factors  
that build  
trust



Strategies That  
connect and  
convert



# The Modern Homeschool Family

UNDERSTANDING WHO THEY ARE  
BEYOND THE MYTHS

Homeschool families are as diverse as the communities they live in. They come from every background, belief system, and lifestyle—united by one goal:

*giving their children the best education possible.*



## COMMON MYTHS vs. THE REALITY

### THE MYTH



There is one type of homeschool family.



Homeschoolers live in rural areas.



Homeschooling is mostly religious.



Homeschoolers use one curriculum.



They only shop based on price.

### THE REALITY



Millions of diverse families with different values, goals, and approaches.



They live everywhere—urban, suburban, and rural.



Families include religious, secular, and everything in between.



They use multiple resources and mix products to fit their children.



They value quality, trust, support, and long-term results.



More than *3 million* students

represent one of America's fastest-growing education markets.





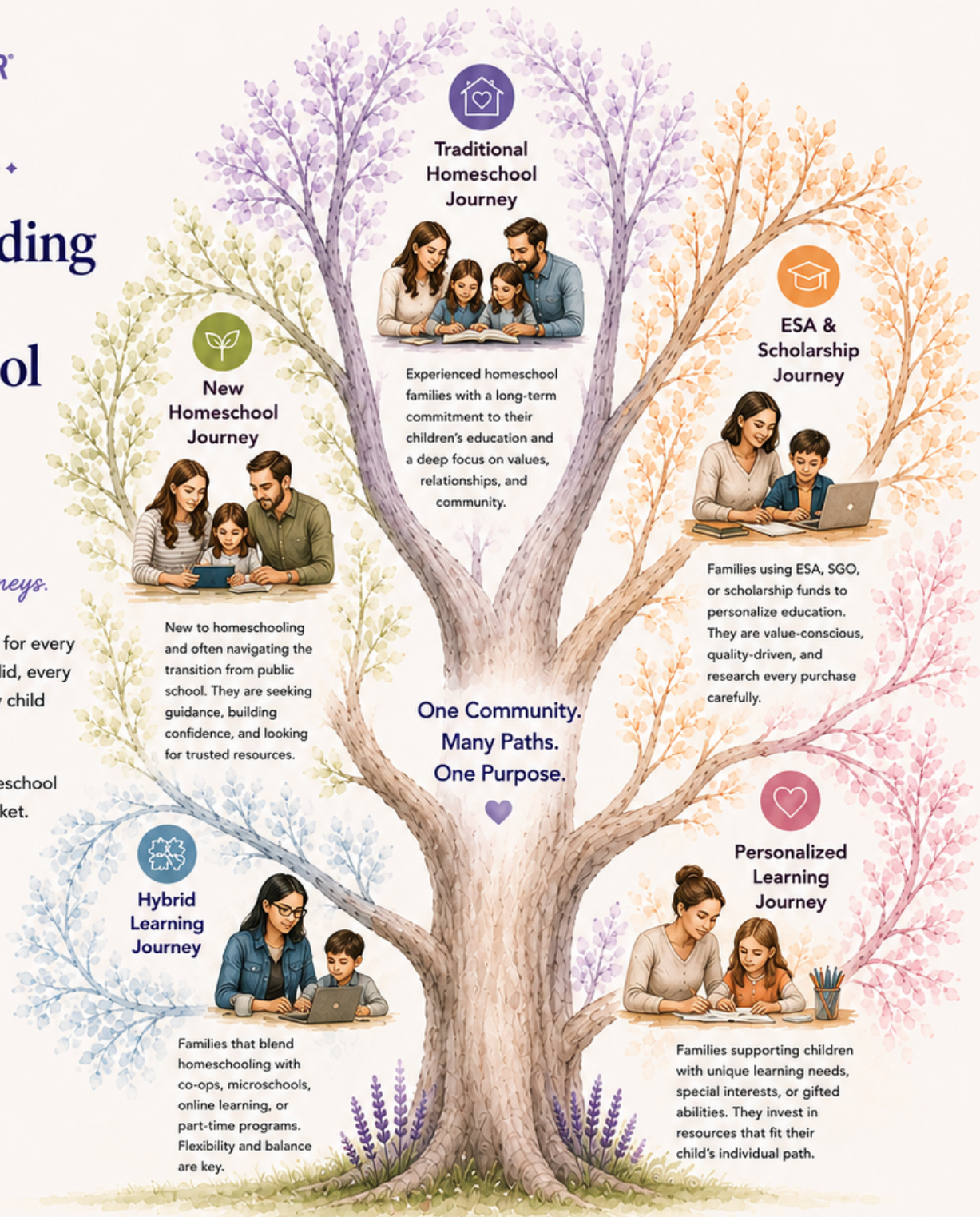
# Understanding Today's Homeschool Families

NOT ONE AUDIENCE.

*Many Different Journeys.*

Homeschooling looks different for every family—but every journey is valid, every choice is intentional, and every child is at the heart of it.

Here are the five primary homeschool journeys we see in today's market.



## WHAT THEY VALUE MOST

|                       |                           |                    |                     |                     |
|-----------------------|---------------------------|--------------------|---------------------|---------------------|
| Trust & relationships | Guidance                  | Funding access     | Flexibility         | Personalization     |
| Proven curriculum     | Reviews & recommendations | Approved vendors   | Mix & match options | Individual progress |
| Community connection  | Simplicity                | Quality & outcomes | Convenience         | Specialized support |



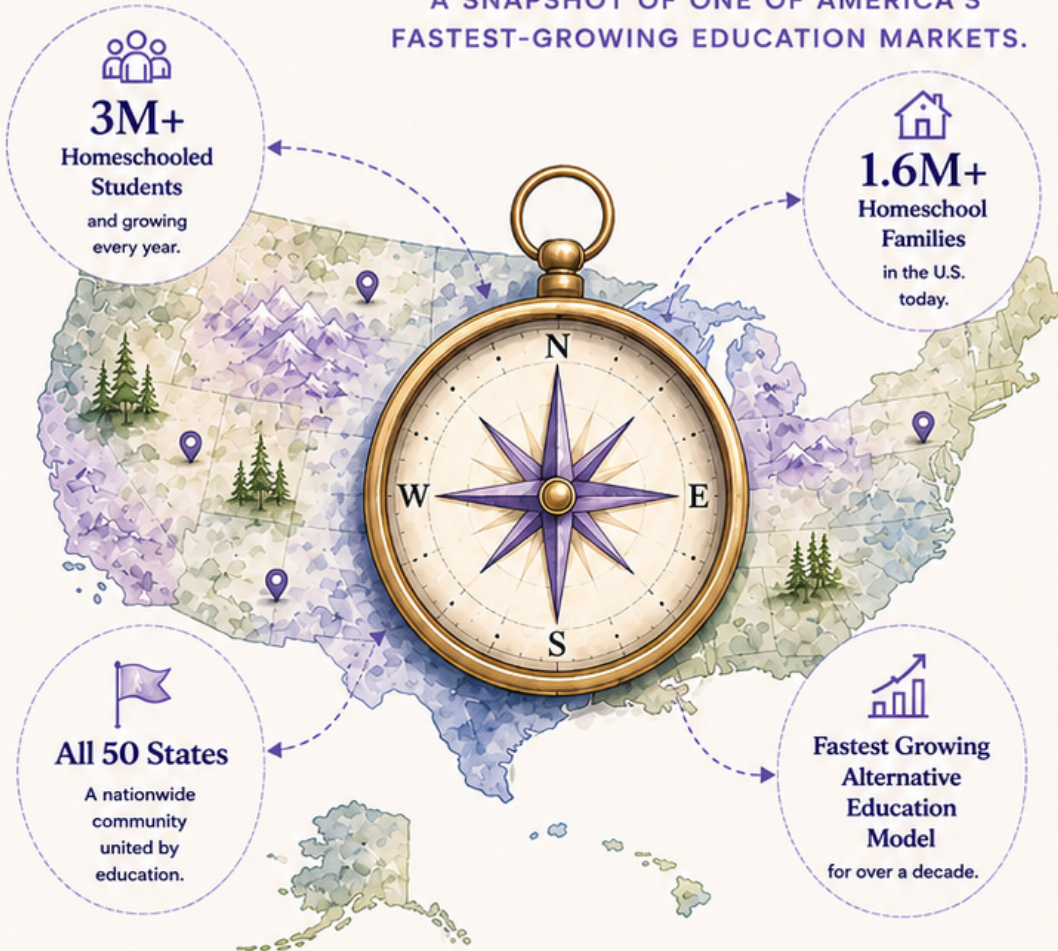
The homeschool market isn't one audience to reach.  
*It's thousands of unique educational journeys*  
connected by one common goal—helping every child learn  
in the way that serves them best.





# The Homeschool Market at a Glance

A SNAPSHOT OF ONE OF AMERICA'S  
FASTEST-GROWING EDUCATION MARKETS.



DIVERSE. DEDICATED. GROWING.  
*One mission—education that fits.*

## WHY GROWTH MATTERS



### More Families

More parents are choosing  
homeschooling for the  
freedom, flexibility, and  
focus on what matters most—  
their children.



### More Choice

Families are purchasing  
across more categories  
than ever before—curriculum,  
classes, resources, technology,  
and experiences.



### More Opportunity

Education companies have  
more ways than ever to  
connect, serve, and make  
a lasting impact.

## HOW THE COMMUNITY IS GROWING



Homeschooling is no longer a niche.

*It is one of the most influential movements  
shaping the future of education.*



# No Two Learning Journeys Look Alike

Homeschool families don't buy one curriculum.  
They build personalized learning libraries.



Every homeschool family builds a learning journey  
as unique as the child.



**Curriculum**  
Build knowledge  
and skills.



**Music**  
Inspire creativity  
and expression.



**STEM**  
Encourage curiosity  
and discovery.



**Art**  
Develop imagination  
and confidence.



**Outdoor Learning**  
Connect with nature  
and the world.



# Where Homeschool Families Discover New Products

Discovery doesn't happen in one place.  
It happens across a connected ecosystem.

## Families Rarely Buy Immediately

One exposure isn't enough.

Recognition builds familiarity.

Trust builds confidence.

Confidence creates purchases.

Happy families recommend to others—starting the cycle again.



## The Most Trusted Discovery Sources

- 01 Friends & Family Recommendations
- 02 Reviews from Other Parents
- 03 Curriculum Communities & Facebook Groups
- 04 Helpful Emails & Newsletters
- 05 Video Content & Demos
- 06 Google Search & Research
- 07 Programmatic Retargeting Ads Reminders that bring solutions back to mind
- 08 Meta (Facebook & Instagram) Ads Relevant ads seen in the feeds they already trust
- 09 Education Marketplaces & Directories

## Discovery Happens Everywhere

Homeschool families move seamlessly between channels. The strongest brands show up consistently with helpful, relevant messaging.



Homeschool families don't discover brands through one channel.  
*They discover them through repeated, trusted moments across many channels.*



# The Homeschool Discovery Journey

From first awareness to lifelong advocate.

## Every Step Builds Trust

Homeschool families rarely buy the first time. They need time, value, and repeated positive experiences.

 **Awareness**  
creates interest.

 **Familiarity**  
creates trust.

 **Trust**  
creates confidence.

 **Confidence**  
creates purchases.

 **Happy families**  
create advocates.



## THE VISIBILITY ENGINE

Omnichannel visibility keeps your brand present, trusted, and top of mind.



## Omnichannel Visibility Works

-  Reaches families where they are.
-  Builds familiarity over time.
-  Creates trust through relevance.
-  Drives confident purchasing decisions.
-  Generates loyal customers and advocates.

It's not about being everywhere.

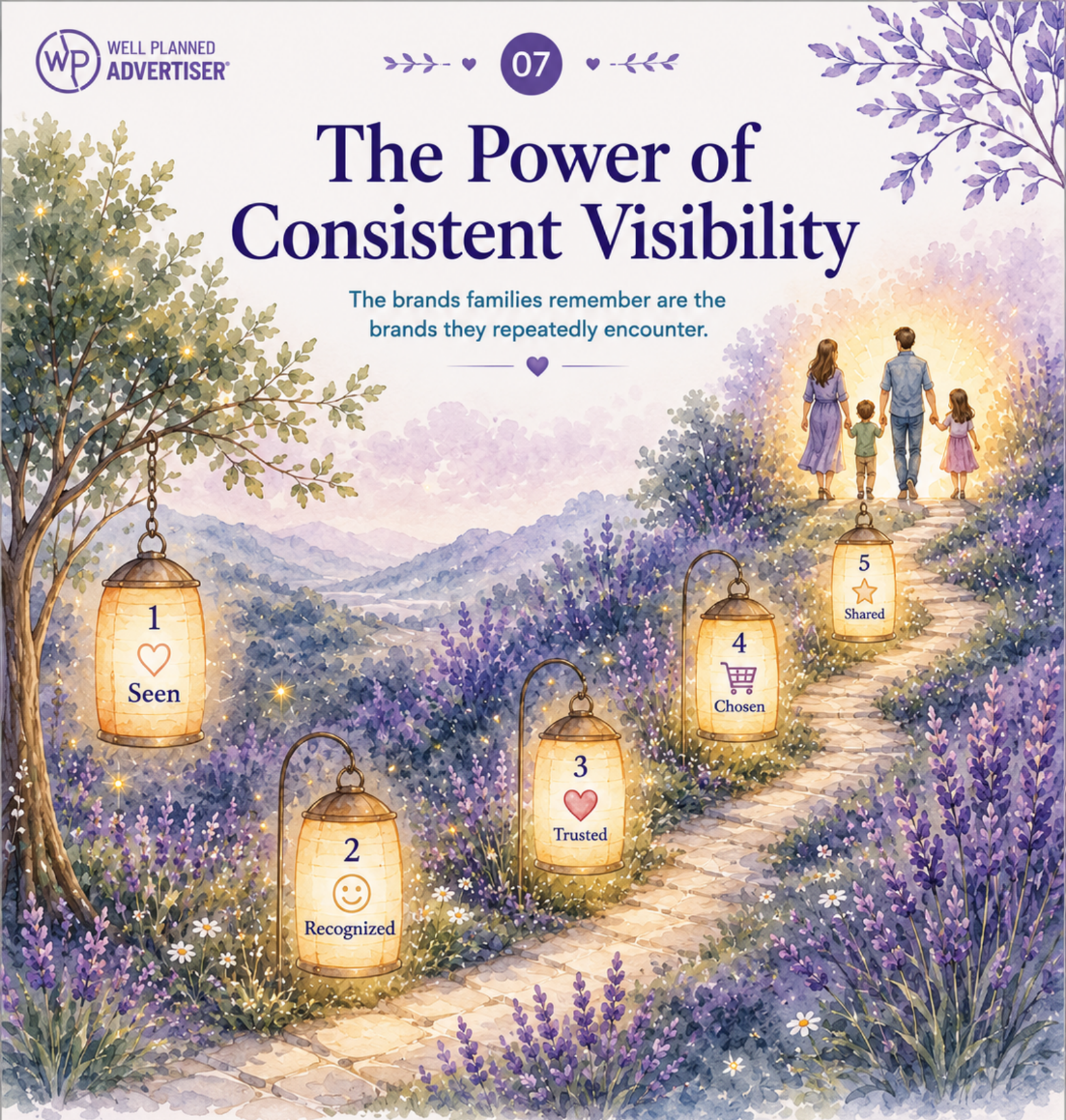
*It's about being seen, trusted, and chosen.*

At the right time, in the right way, on the right channels.



# The Power of Consistent Visibility

The brands families remember are the brands they repeatedly encounter.



The most successful education brands aren't always the loudest.  
*They're the ones families encounter again and again until trust feels familiar.*



Recognition



Familiarity



Trust



Purchase



Advocacy



# What Homeschool Families Value Most

Every purchase is really  
a decision about a child's future.

Trust



Can I trust  
this company?

Quality



Will this truly  
help my child?

Fit



Is this right for  
MY learner?

Growth



Will this support  
where we're going?

Community



Do families like  
mine recommend it?

The right choice  
looks different  
for every family.

Learning  
with  
Purpose

MORE FEATURES

MORE CONTENT

MORE WORKSHEETS

MORE OPTIONS

TRUST

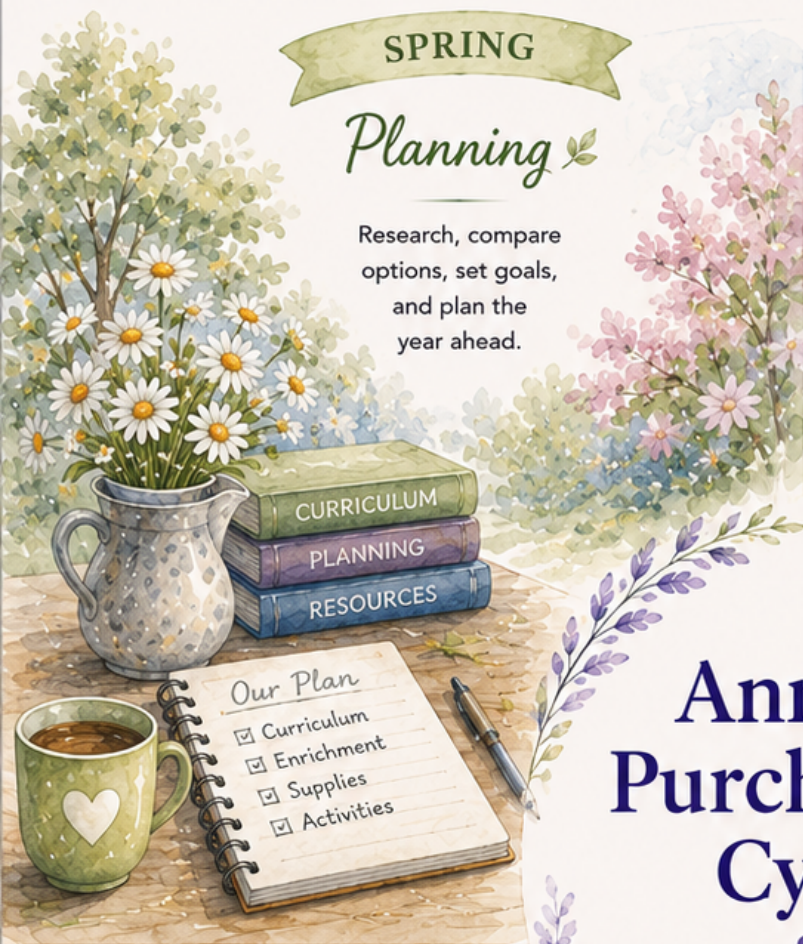
Homeschool families rarely buy  
the product with the most features.  
*They choose the one that feels most  
aligned with their child's needs.*



## SPRING

### Planning

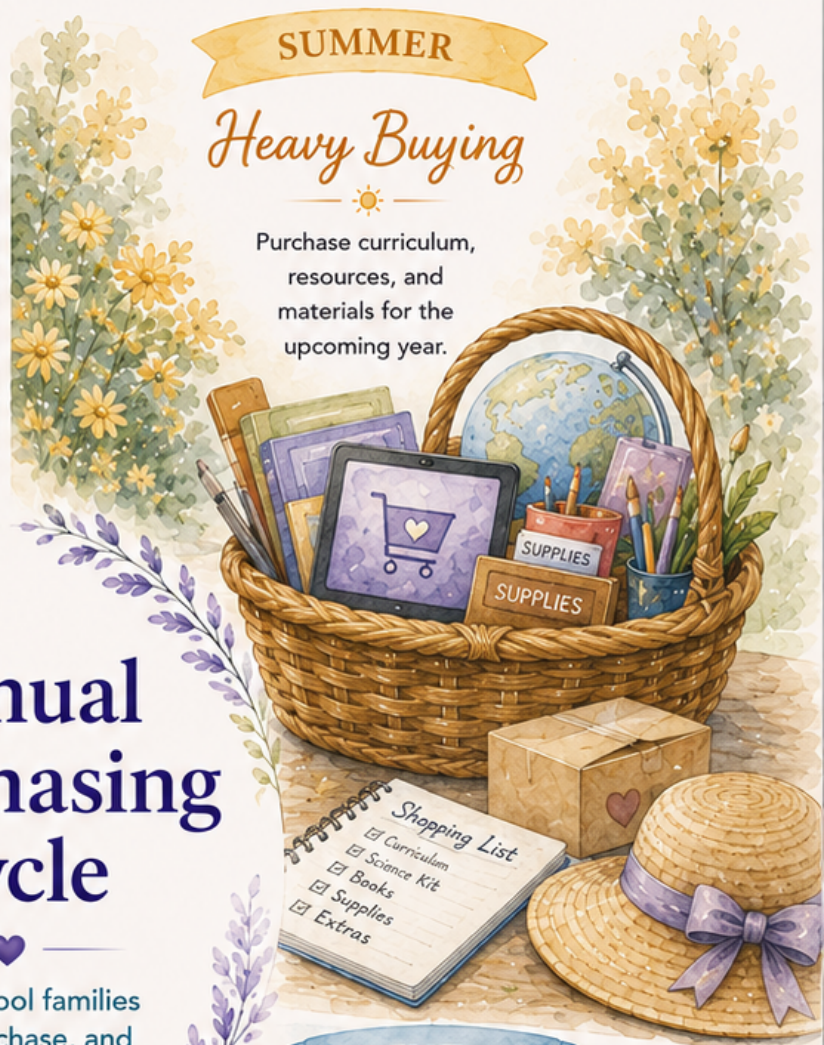
Research, compare options, set goals, and plan the year ahead.



## SUMMER

### Heavy Buying

Purchase curriculum, resources, and materials for the upcoming year.



# Annual Purchasing Cycle

Homeschool families plan, purchase, and prepare all year long.

## FALL

### Implementation

Put plans into action, start learning, and establish routines.



## WINTER

### Supplement Purchases

Add enrichment, extra resources, and new interests as needed.



Every season has a purpose.  
Every purchase supports their journey.



# What Builds Trust



Consistency



Authenticity



Expertise



Community



Transparency



Testimonials



Families trust the brands that  
*continue showing up*  
long before they're ready to buy.





# Common Purchasing Mistakes Brands Make



✗ Talk Like Schools

✗ Talk Like Teachers

✗ Ignore Parents

✗ Sell Features Instead of Outcomes

✗ Use Corporate Messaging

✗ Advertise Only During Back-to-School

✗ No Follow-Up

✗ Ignore Email

THE WRONG PATH

Leads Away from Families



THE RIGHT PATH

Leads to Trust, Relationships & Real Impact



♥ Speak to Parents

♥ Solve Real Problems

♥ Educate First

♥ Stay Connected

♥ Build Relationships

♥ Show Up Year-Round

Every marketing decision either  
*moves you closer to homeschool families...*  
or farther away.



# Key Takeaways

When you understand the family,  
everything else becomes easier.

1 Who Homeschool Families Are

2 Different Learning Journeys

3 The Market Landscape

5 Where Families Discover

7 Visibility Creates Recognition

8 What Families Value Most

9 The Annual Purchasing Cycle

10 What Builds Trust

11 The Path You Choose



1 Homeschool families are researchers.



2 Trust beats frequency.



3 Education is emotional.



4 Community matters.



5 Relationships create repeat customers.



Built by homeschoolers.



Designed for education brands.



Every resource. Every lesson. Every relationship. Every child.  
*Together, we're growing the future of education.*