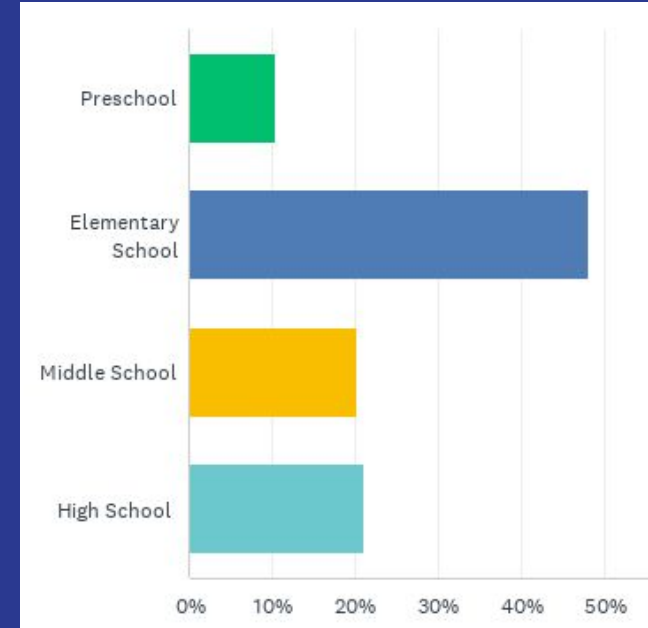


550 parents in the US and Canada rated their reasons for sending their kids to private school in August-September 2022:

- Day-to-Day Experience (parents rated 14 reasons)
- Life Preparation (parents rated 11 reasons)

The next four pages show the scores and the relative rank of these 25 factors. The results remain essentially the same when they are filtered by school level and by region of North America. We think these insights are actionable as school administrators seek to attract and retain students in a post-Covid era.



550 parents answered this question in August-September 2022:

What aspects of your child's day-to-day experience were important in deciding to send (or continuing to send) your child to private school?

Day to Day Experience	4=moderately important	5=extremely important
1. Caring of the teachers	15.7%	80.5%
2. Competence / Knowledge of the teachers	24.1%	69.9%
3. High standards	25.1%	65.5%
4. School's stated educational or cultural mission	25.4%	62.4%
5. Competence / accessibility of the administrators	31.0%	56.6%
6. Ability to tailor program to individual needs of my child	29.6%	52.8%
7. School's COVID 19 / pandemic response	26.3%	44.0%
8. Autonomy from political / educational trends	22.4%	43.4%



550 parents answered this question in August-September 2022:

What aspects of your child's day-to-day experience were important in deciding to send (or continuing to send) your child to private school?

Day to Day Experience	4=moderately important	5=extremely important
9. Quality of the other students	35.3%	38.8%
10. Degree of rules students are expected to follow	33.3%	34.1%
11. Degree to which school provides a multicultural experience	33.5%	28.4%
12. Degree to which school fosters engagement in external community	40.8%	22.0%
13. School's non-athletic extracurricular activities	36.4%	15.4%
14. School's athletic program	19.9%	4.8%



550 parents answered this question in August-September 2022:

What aspects of your child's **preparation for life** were important in deciding to send (or continuing to send) your child to private school?

Life Preparation	4=moderately important	5=extremely important
1. Helping students develop character*	21.8%	73.0%
2. Teaching kids to work with others	31.6%	59.3%
3. Fostering "out of the box" thinking	33.1%	53.5%
4. Promoting focus and discipline	31.4%	48.6%
5. Practical life skills	36.1%	48.2%
6. Preparation to get into a good college	30.6%	36.5%
7. Education in arts and humanities	37.0%	32.4%
8. Education in STEM	39.4%	32.4%



550 parents answered this question in August-September 2022:

What aspects of your child's **preparation for life** were important in deciding to send (or continuing to send) your child to private school?

Life Preparation	4=moderately important	5=extremely important
9. Fostering a spiritual life	16.7%	31.8%
10. Ability to get college scholarships	27.5%	17.5%
11. Preparation to succeed at athletics	9.4%	4.6%

**Note: We were interested in whether “Helping students develop character” ranked most first in the “Life preparation” section because many respondents were also interested in religious education. But when we analyzed the data only for respondents for whom “Fostering a spiritual life” was unimportant, 63% still ranked character as an “extremely important” reason they were sending their kids to private school—i.e., it remained the #1 reason.*

