

*It's simple:*

# Resource-constrained parents care about choosing the right school for their kids.



**Families**  
Empowered

Families Empowered serves **90,000+** families in Austin, Houston, and San Antonio

**89%**

are families of color

**81%**

have a household income of <\$50,000



**94%**

rated strong academics as a primary concern while searching for schools



**29%**

of parents applied to schools up to 30 miles from their home

Even selective parents aren't maximizing their kids' chances of attending a school of choice

**40%**

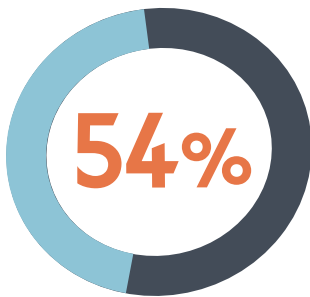
of parents felt that they had few or no good school options for their kids

**76%**

of parents who complete an application to a magnet or charter school only apply to one school

Sources: Families Empowered Baseline Survey, 2019 (N=1,097) & Apply Houston Year 2 Applicant Data, 2019 (N=9,926) Analysis by Mary Abbe Barnes, Graduate Researcher at University of Texas

Families Empowered provides the tools & support that families need to access more of their options and choose a school that works for their kids.



of families applied to A & B rated schools from lower-rated schools through Families Empowered's common application

**67%**

of parents said that they got *most or all* of their knowledge about school options from Families Empowered



**58%**

said that Families Empowered gave them information about schools *they would not otherwise have discovered*



Sources: Families Empowered follow-up survey for subset of 2019 baseline survey (N=107), Families Empowered Baseline Survey, 2019 (N=1,097), Apply Houston Year 2 Applicant Data, 2019 (N=9,926) Analysis by Mary Abbe Barnes, Graduate Researcher at University of Texas