



This ABC News/Ipsos poll was conducted among 1,213 U.S. parents of children under 18, July 28-30, 2026, via the probability-based Ipsos KnowledgePanel®. Results have a margin of sampling error of plus or minus 3.1 percentage points for the full sample, including design effects due to weighting. Sampling error is not the only cause of differences in polls. Sampling, fieldwork and data processing were provided by Ipsos Public Affairs.

See full methodological details at the end of this document.

In the tables below, asterisks in data columns indicate <0.5 percent. "Skipped" shows the share of respondents who skipped the question in online administration. Phrases surrounded by parentheses within questions indicate clauses that were randomly rotated for respondents.

1. Are you the parent of a child under the age of 18 who will be entering grades K-12 for the upcoming 2026-27 school year?

	Yes	No
7/30/26	100	

For the next few questions, we'll ask about experiences with K-12 school. If you have more than one child entering grades K-12 please think about the one who had the most recent birthday.

2. Thinking of your child who had the most recent birthday, what type of school will they be attending in the 2026-27 school year?

	Elementary school	Middle school	High school
7/30/26	42	22	36

3. Thinking about that same child, what type of school will they be attending in the 2026-27 school year?

	Public school, including magnet or charter	Private school	Home school
7/30/26	85	8	7

4. Thinking about just that one child, how much do you expect to spend on back-to-school shopping this year for that child in each of the following categories? Please provide your best estimates rounded to the whole dollar. If you are not spending in that category, please put 0.

7/30/26 - Summary table among U.S. parents

	Mean amount
a. Clothing and shoes	\$275
b. Technology, including tablets, laptops and calculators	102
c. School supplies, including backpacks and lunchboxes	118
d. Items for after-school activities, including sports	337

e. Books	52
<u>Total</u>	<u>\$885</u>

5. Compared to your usual back-to-school shopping, this year do you expect to spend:

	More money on back-to- -school shopping	Less money on back-to- -school shopping	About the same amount of money on back-to- -school shopping	This is the first year I have back- to-school shopped	Skipped
7/30/26	40	13	46	1	*

(More and less randomized)

6. (AMONG THOSE WHO HAVE BACK-TO-SCHOOL-SHOPPED BEFORE) Generally, are prices for the things you normally buy when back-to-school shopping (more expensive), (less expensive) or about the same price as they were last year?

	More expensive	Less expensive	About the same	Skipped
7/30/26	68	2	30	*

(More and less randomized)

PARTY ID. In politics today, do you consider yourself a...

	Republican	Democrat	Independent	Something else
7/30/26	29	24	31	13

*** END ***

METHODOLOGICAL DETAILS

This poll includes a random sample of 1,213 U.S. parents. Interviews were conducted in English and Spanish.

The questionnaire was administered with the exact questions in the exact order as they appear in this document. Demographic questions are not shown. If a question was asked of a reduced base of the sample, a parenthetical preceding the question identifies the group asked. Phrases surrounded by parentheticals within questions indicate clauses that were randomly rotated for respondents.

Ipsos conducted sampling, interviewing and tabulation for the survey using the KnowledgePanel, a nationwide survey panel designed to be representative of the U.S. adult population. KnowledgePanel members are recruited through probability sampling methods using address-based sampling. Panel members who do not have internet access are provided with a tablet and internet service. KnowledgePanel members receive a per survey incentive, usually the equivalent of \$1 (though for some it is \$2) in points that can be redeemed for cash or prizes.

In this poll, invitations were sent to 2,469 panelists, resulting in 1,213 completed interviews.

Ipsos used probability-proportional-to-size sampling to draw a national sample of adults using the KnowledgePanel matching U.S. population benchmarks. This survey uses statistical weighting procedures to account for deviations in the survey sample from known population characteristics, which helps correct for differential survey participation and random variation in samples.

The following table shows unweighted, weighted and benchmark values for weighting variables:

	Unweighted	Weighted	Benchmark
Age by sex	%	%	%
18-29, Male	1.2	1.5	1.5
18-29, Female	3.6	3.7	3.8
30-39, Male	9.7	12.7	12.7
30-39, Female	19.9	20.9	20.8
40-49, Male	22.8	19.7	19.7
40-49, Female	26.2	23.6	23.6
50+, Male	9.4	10.4	10.4
50+, Female	7.2	7.4	7.4
Race/ethnicity			
White/Non-Hispanic	56.3	54.1	54.1
Black/Non-Hispanic	12.0	11.7	11.7
Other or 2+ Races/Non-Hispanic	11.5	11.1	11.1
Hispanic	20.1	23.1	23.1
Education			
Less than HS	7.6	8.3	8.3
HS graduate or equivalent	21.6	24.5	24.5
Some college	21.8	24.9	24.9
Bachelor's degree	27.7	24.5	24.5
Master's or above	21.3	17.9	17.9
Region by metro status			
Northeast, metro	13.4	14.9	15.1
Northeast, non-metro	1.3	1.2	0.9
Midwest, metro	18.3	15.5	16.4
Midwest, non-metro	5.1	4.9	4.0
South, metro	32.5	35.1	34.5
South, non-metro	4.6	4.6	5.2
West, metro	22.6	22.0	21.4
West, non-metro	2.1	1.8	2.4
Household income			
Under \$25,000	9.1	5.3	5.3
\$25,000-\$49,999	13.1	10.8	10.8
\$50,000-\$74,999	11.0	12.1	12.1
\$75,000-\$99,999	12.0	11.7	11.7
\$100,000-\$149,999	19.5	20.1	20.1
\$150,000 and over	35.2	40.0	40.0
Language dominance			
Not Hispanic	79.9	76.9	76.9
Hispanic - English dominant	5.8	7.0	5.5
Hispanic - Bilingual	10.9	12.3	12.3
Hispanic - Spanish dominant	3.5	3.8	5.3

2024 presidential vote			
Donald Trump	32.2	29.6	29.6
Kamala Harris	25.2	22.7	22.7
Another candidate	1.3	1.1	1.1
Did not vote/Refused	41.2	46.5	46.5
Party identification			
Democrat	26.3	24.0	24.0
Ind/Other - lean Democrat	17.0	18.9	18.9
Refused to lean	7.7	10.7	10.7
Ind/Other - lean Republican	15.4	17.2	17.2
Republican	33.6	29.2	29.2

Sources:

- Census Bureau Current Population Survey 2025 March Supplement (age by sex, race/ethnicity, education, region by metro status, household income)
- Census Bureau 2024 American Community Survey (language dominance)

Political party identification benchmarks and 2024 vote choice benchmarks are from KnowledgePanel estimates based on all panelists belonging to the target population of parents of students enrolled in grades K-12 during the 2026-2027 school year.

All error margins have been adjusted to account for the survey's design effect, which is 1.2 for this survey. The design effect is a factor representing the survey's deviation from a simple random sample and takes into account decreases in precision due to sample design and weighting procedures.

ABC News and Ipsos are charter members of AAPOR's Transparency Initiative, which recognizes organizations that disclose key methodological details on the research they produce.

