

# KFF | The Washington Post

The Washington Post-KFF partnership combines survey research and reporting to better inform the public. This Washington Post-KFF Survey of Parents is the 37th in the series and focuses on the health decisions and attitudes of parents in the U.S. today.

This *Washington Post-KFF Survey of Parents* was conducted July 18 to August 4, 2025, among 2,716 U.S. parents and guardians of children under 18 years old living in their household via the probability-based Ipsos KnowledgePanel®. Results have a margin of sampling error of plus or minus 2 percentage points for the full sample, including design effects due to weighting. Error margins are larger for subgroups; the error margin is plus or minus 9 points for the results among the sample of 136 Florida parents. Sampling error is not the only cause of differences in polls.

Survey design, management and analysis were provided by The Washington Post and KFF. Sampling, fieldwork and data processing were provided by Ipsos Public Affairs.

See full methodological details at the end of this document.

Notes for reading the topline:

- Percentages may not always add up to 100 percent due to rounding.
- Values less than 0.5 percent but more than 0 are indicated by an asterisk (\*).
- Questions are presented in the order asked; question numbers may not be sequential.
- Phrases surrounded by parentheticals within questions indicate clauses that were randomly rotated for respondents.
- "Skip" shows the share of respondents who skipped the question.

The next few questions are about your children in your household for whom you are a parent or guardian.

Questions 1-16 held for future release.

17. In general, do you think public schools (**should require** measles and polio vaccines for students, allowing for some health and religious exceptions), or do you think public schools (**should not require** measles and polio vaccines for any students)? [Rotate responses 1-2/2-1]

	Public schools <b>should require</b> vaccines for measles and polio, with some exceptions	Public schools <b>should not require</b> measles and polio vaccines for any students	Skip
8/4/25	81	18	1
8/4/25 Florida	82	17	1

Questions 18-End held for future release.

\*\*\* END \*\*\*

## METHODOLOGICAL DETAILS

The *Washington Post*/KFF Survey Project is a partnership dating back to 1995 that combines survey research and reporting to better inform the public. The Survey of Parents, the 37th in this series, was designed and analyzed by public opinion researchers at KFF and The Washington Post. The survey was designed to reach a representative sample of parents or legal guardians of children under the age of 18 in the U.S. The survey was conducted July 18 – August 4, 2025, online among a nationally representative sample of 2,716 parents using the Ipsos KnowledgePanel in English ( $n=2519$ ) and in Spanish ( $n=197$ ). KnowledgePanel is a nationally representative probability-based panel where panel members are recruited randomly through invitations mailed to respondents randomly sampled from an Address-Based Sample (ABS) provided by Marketing Systems Groups (MSG) through the U.S. Postal Service's Computerized Delivery Sequence (CDS). Invitations were sent to panel members by email followed by up to two reminder emails.

All completes were reviewed to ensure respondents were giving the survey adequate attention. Three cases were removed from the data that failed internal quality checks. Most KnowledgePanel respondents received a financial incentive equaling about \$1 for their participation in this survey with some harder-to-reach groups receiving about \$5 for their participation.

The survey also includes an oversample of parents of children 5 years old and younger ( $n=1,092$ ) in order to reach a higher rate of responses from parents who are currently making decisions around their child's vaccines. The full sample was weighted to match the sample's demographics to the national U.S. parent population using data from the Census Bureau's 2023 American Community Survey. Weighting parameters included gender, age, education, race/ethnicity, region, metro status, and language proficiency within the Hispanic sample. The sample was also weighted to the total parent population on political party identification using the 2025 KFF Benchmarking Survey. The weight takes into account differences in the probability of selection, including adjustment for the sample design, within household probability of selection, and the design of the panel-recruitment procedure.

The margin of sampling error including the design effect for the total sample is plus or minus 2 percentage points and plus or minus 3 percentage points for the parents of children under the age of 6. The Florida sample has a margin of sampling error of plus or minus 9 percentage points. For results based on other subgroups, the margin of sampling error may be higher. Sample sizes and margins of sampling error for other subgroups are available on request. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other public opinion poll. KFF and The Washington Post are charter members of the Transparency Initiative of the American Association for Public Opinion Research.

Contact [polls@washpost.com](mailto:polls@washpost.com) for further information.

