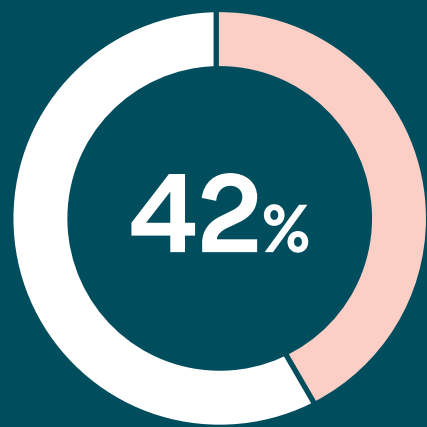


# Back-to-school study 2023

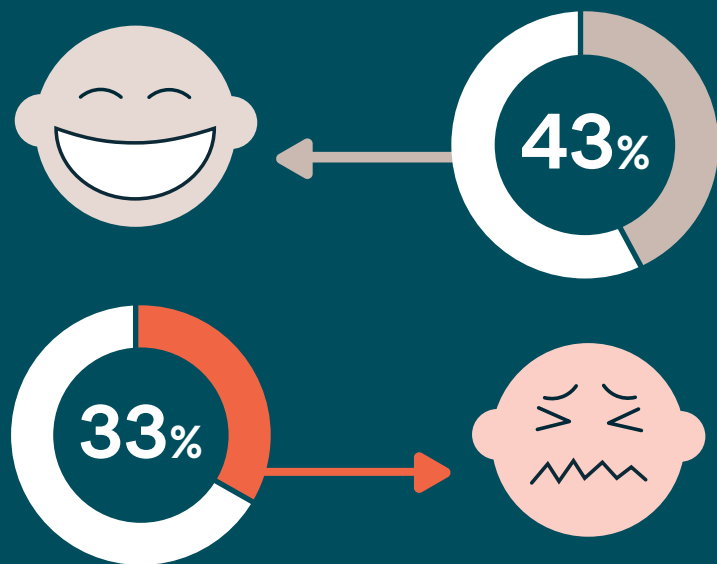
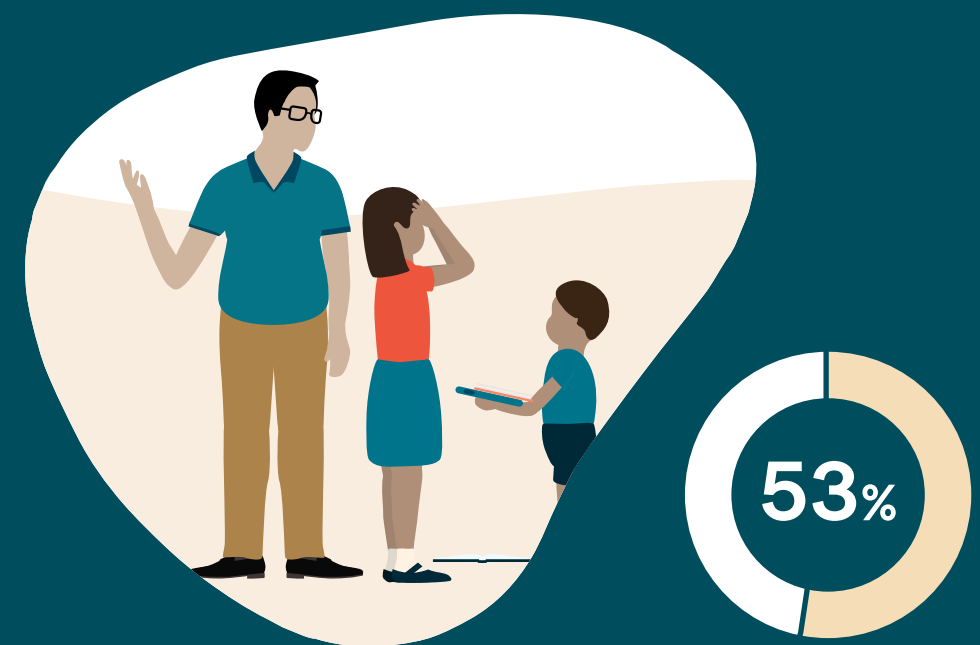
By Understood.org

As children around the country return to school in coming months, new research from Understood.org highlights how enthusiasm for the back-to-school season differs significantly between parents.



42% of parents of children under 18 have at least one child who is neurodivergent, has learning and thinking differences, and/or has been diagnosed with ADHD, dyslexia, or dyscalculia.

53% of parents of children under 18 say the back-to-school season is the most stressful time of the year.

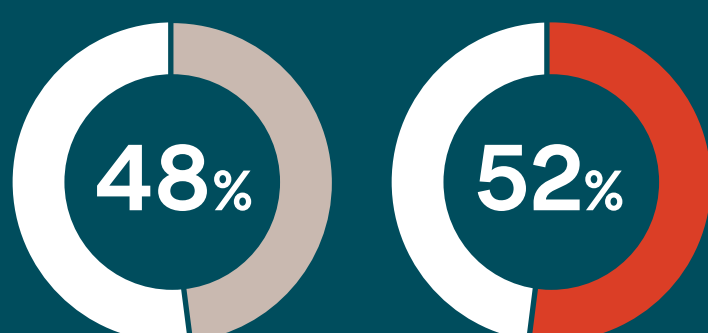
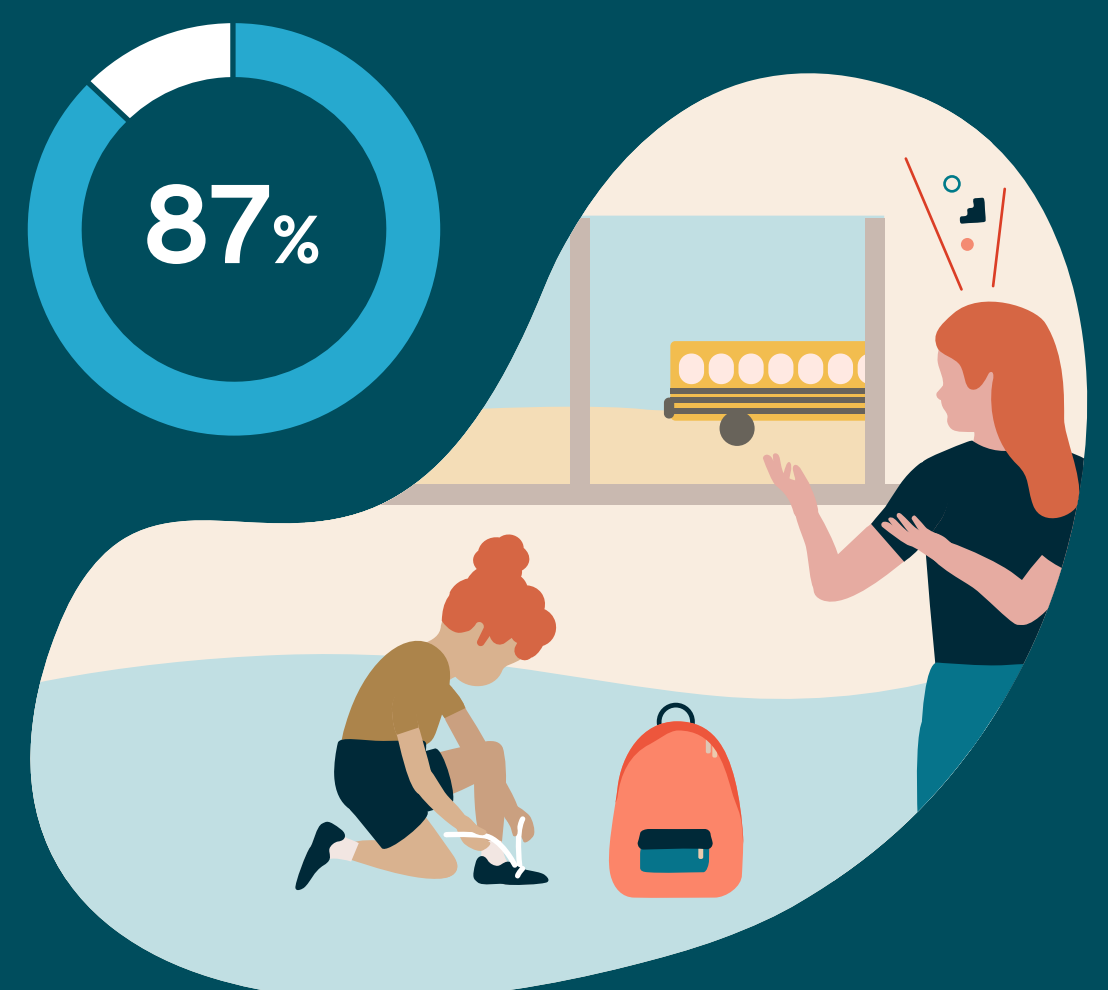


43% of parents of children under 18 describe themselves as excited about the back-to-school season, but 33% say they are stressed.

- Parents are more likely to say they feel stressed, unprepared, scared, and/or lonely if they have at least one child who learns and thinks differently.

87% of parents of children under 18 report that something about the back-to-school season causes them stress or anxiety.

- Parents whose children learn and think differently are more likely to say they're stressed or anxious about back-to-school season for any reason.
- 23% of parents whose children learn and think differently say they're stressed or anxious about managing their child's IEP.



48% of parents of children under 18 agree that the stigma around neurodivergence is stronger than ever, while 52% disagree.

Conducted in June 2023 via The Harris Poll, Understood.org's Back-to-School Study surveyed 2,061 U.S. adults ages 18 and older, among whom 563 were parents of children under 18. Respondents were weighted to be nationally representative.