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Morning Consult
National Tracking Poll #170803
August 03-06, 2017

Crosstabulation Results

Methodology:

This poll was conducted from August 03-06, 2017, among a national sample of 574 Parents. The interviews were conducted online and the data were weighted to approximate a target sample of Parents based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 4 percentage points.



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Crosstabulation Results by Respondent Demographics

Table BRD1_4NET: *Earlier in the survey you indicated you have children under the age of 18 living in your home. In what level of school are your children currently in? Please select all that apply. - Infant / Toddler – not currently in school*

Demographic	Selected		Not Selected		Total N
Parents	14%	(80)	86%	(495)	574
BRD1-5NET Pre-school selected	30%	(29)	70%	(69)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	19%	(50)	81%	(210)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	11%	(18)	89%	(149)	168
BRD1-8NET High school (Grades 9 – 12) selected	7%	(20)	93%	(249)	269
BRD2 Public school selected	13%	(61)	87%	(415)	476
BRD2 Private school selected	17%	(13)	83%	(62)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_5NET: *Earlier in the survey you indicated you have children under the age of 18 living in your home. In what level of school are your children currently in? Please select all that apply. - Pre-school*

Demographic	Selected		Not Selected		Total N
Parents	17%	(98)	83%	(476)	574
BRD1-5NET Pre-school selected	100%	(98)	—	(0)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	17%	(44)	83%	(216)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	7%	(12)	93%	(155)	168
BRD1-8NET High school (Grades 9 – 12) selected	4%	(11)	96%	(258)	269
BRD2 Public school selected	14%	(68)	86%	(408)	476
BRD2 Private school selected	33%	(24)	67%	(51)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_6NET: *Earlier in the survey you indicated you have children under the age of 18 living in your home. In what level of school are your children currently in? Please select all that apply. - Grade school (Grades 1 – 5)*

Demographic	Selected		Not Selected		Total N
Parents	45%	(260)	55%	(314)	574
BRD1-5NET Pre-school selected	45%	(44)	55%	(54)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	100%	(260)	—	(0)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	45%	(76)	55%	(92)	168
BRD1-8NET High school (Grades 9 – 12) selected	17%	(46)	83%	(223)	269
BRD2 Public school selected	47%	(224)	53%	(252)	476
BRD2 Private school selected	35%	(26)	65%	(49)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_7NET: *Earlier in the survey you indicated you have children under the age of 18 living in your home. In what level of school are your children currently in? Please select all that apply. - Middle school (Grades 6 – 8)*

Demographic	Selected		Not Selected		Total N
Parents	29%	(168)	71%	(407)	574
BRD1-5NET Pre-school selected	13%	(12)	87%	(86)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	29%	(76)	71%	(184)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	100%	(168)	—	(0)	168
BRD1-8NET High school (Grades 9 – 12) selected	27%	(72)	73%	(197)	269
BRD2 Public school selected	29%	(138)	71%	(339)	476
BRD2 Private school selected	33%	(24)	67%	(51)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_8NET: *Earlier in the survey you indicated you have children under the age of 18 living in your home. In what level of school are your children currently in? Please select all that apply. - High school (Grades 9 – 12)*

Demographic	Selected		Not Selected		Total N
Parents	47%	(269)	53%	(306)	574
BRD1-5NET Pre-school selected	11%	(11)	89%	(87)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	18%	(46)	82%	(214)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	43%	(72)	57%	(96)	168
BRD1-8NET High school (Grades 9 – 12) selected	100%	(269)	—	(0)	269
BRD2 Public school selected	48%	(226)	52%	(250)	476
BRD2 Private school selected	38%	(28)	62%	(47)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_9NET: *Earlier in the survey you indicated you have children under the age of 18 living in your home. In what level of school are your children currently in? Please select all that apply. - None of the above*

Demographic		Not Selected	Total N
Parents	100%	(574)	574
BRD1-5NET Pre-school selected	100%	(98)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	100%	(260)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	100%	(168)	168
BRD1-8NET High school (Grades 9 – 12) selected	100%	(269)	269
BRD2 Public school selected	100%	(476)	476
BRD2 Private school selected	100%	(75)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD2: *And, do your children attend*

Demographic	Public school		Private school		Both		Total N
Parents	83%	(476)	13%	(75)	4%	(23)	574
BRD1-5NET Pre-school selected	69%	(68)	25%	(24)	6%	(6)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	86%	(224)	10%	(26)	4%	(10)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	82%	(138)	15%	(24)	3%	(6)	168
BRD1-8NET High school (Grades 9 – 12) selected	84%	(226)	11%	(28)	5%	(14)	269
BRD2 Public school selected	100%	(476)	—	(0)	—	(0)	476
BRD2 Private school selected	—	(0)	100%	(75)	—	(0)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3: *When it comes to back-to-school shopping for you children, does it make you feel more excited or stressed?*

Demographic	Excited		Stressed		Don't Know / No Opinion		Total N
Parents	44%	(255)	43%	(249)	12%	(71)	574
BRD1-5NET Pre-school selected	57%	(56)	30%	(29)	13%	(13)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	49%	(129)	42%	(108)	9%	(23)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	41%	(69)	43%	(72)	16%	(26)	168
BRD1-8NET High school (Grades 9 – 12) selected	35%	(95)	49%	(131)	16%	(42)	269
BRD2 Public school selected	43%	(204)	46%	(221)	11%	(52)	476
BRD2 Private school selected	54%	(41)	30%	(22)	16%	(12)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD4: How much do you anticipate spending on your child's back-to-school shopping?

Demographic	\$0 - \$50	\$51 - \$100	\$101 - \$150	\$151 - \$200	\$201 - \$250	\$251 - \$300	\$301 - \$400	\$401 - \$500	More than \$500	Don't Know / No Opinion	Total N
Parents	6% (33)	11% (63)	12% (71)	15% (84)	12% (69)	11% (65)	9% (50)	9% (53)	10% (59)	5% (27)	574
BRD1-5NET Pre-school selected	9% (9)	12% (12)	16% (16)	18% (18)	15% (14)	8% (8)	3% (3)	5% (4)	8% (8)	6% (6)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	6% (16)	12% (32)	11% (30)	16% (41)	12% (30)	14% (37)	7% (19)	9% (23)	10% (27)	2% (4)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	7% (11)	10% (16)	11% (19)	12% (20)	12% (20)	11% (18)	9% (15)	11% (18)	13% (22)	5% (8)	168
BRD1-8NET High school (Grades 9 – 12) selected	3% (9)	9% (25)	10% (28)	13% (35)	13% (34)	11% (31)	11% (29)	10% (27)	12% (32)	7% (19)	269
BRD2 Public school selected	4% (20)	10% (49)	12% (58)	15% (72)	13% (60)	11% (54)	10% (45)	9% (45)	10% (47)	5% (25)	476
BRD2 Private school selected	16% (12)	15% (11)	12% (9)	13% (10)	11% (8)	11% (8)	3% (2)	7% (5)	10% (7)	2% (1)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD5: Do you plan to spend more, less, or about the same amount on your back-to-school shopping compared to last year?

Demographic	More than last year		Less than last year		About the same as last year		Don't Know / No Opinion		Total N
Parents	27%	(155)	16%	(92)	53%	(305)	4%	(23)	574
BRD1-5NET Pre-school selected	29%	(28)	17%	(16)	47%	(46)	7%	(7)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	29%	(76)	15%	(38)	55%	(143)	1%	(3)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	19%	(32)	18%	(30)	59%	(100)	3%	(5)	168
BRD1-8NET High school (Grades 9 – 12) selected	27%	(71)	17%	(47)	51%	(137)	5%	(13)	269
BRD2 Public school selected	26%	(125)	16%	(77)	54%	(255)	4%	(19)	476
BRD2 Private school selected	35%	(26)	18%	(14)	44%	(33)	3%	(2)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD6: *And, how do you plan to pay for your child's back-to-school items?*

Demographic	Cash		Debit card		Credit card		Check		Don't Know / No Opinion		Total N
Parents	30%	(170)	43%	(245)	20%	(114)	3%	(14)	5%	(30)	574
BRD1-5NET Pre-school selected	23%	(22)	47%	(46)	24%	(24)	1%	(1)	6%	(5)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	30%	(79)	47%	(122)	19%	(49)	2%	(4)	2%	(6)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	30%	(50)	42%	(71)	19%	(32)	3%	(5)	6%	(10)	168
BRD1-8NET High school (Grades 9 – 12) selected	29%	(78)	39%	(104)	22%	(58)	3%	(9)	7%	(20)	269
BRD2 Public school selected	30%	(145)	43%	(203)	19%	(91)	3%	(12)	5%	(25)	476
BRD2 Private school selected	31%	(23)	40%	(30)	24%	(18)	2%	(2)	3%	(2)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7: Do you feel like you are able to afford all the back-to-school supplies that your child needs?

Demographic	Yes, it is not a problem		Yes, but it is a significant concern in my budget		No		Don't Know / No Opinion		Total N
Parents	40%	(230)	41%	(236)	15%	(86)	4%	(22)	574
BRD1-5NET Pre-school selected	40%	(39)	47%	(46)	9%	(9)	4%	(4)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	41%	(106)	45%	(117)	13%	(34)	1%	(3)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	36%	(61)	41%	(68)	18%	(29)	5%	(9)	168
BRD1-8NET High school (Grades 9 – 12) selected	39%	(104)	36%	(98)	20%	(54)	5%	(12)	269
BRD2 Public school selected	38%	(182)	42%	(200)	16%	(74)	4%	(19)	476
BRD2 Private school selected	49%	(36)	41%	(30)	9%	(7)	2%	(1)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD8: What category of back-to-school goods do you anticipate spending the most money on?

Demographic	School supplies (i.e. pens, folders, backpack, etc.)		Clothes (i.e. shirts, shoes, coats, etc.)		Electronic supplies (i.e. calculator, laptop, tablet, etc.)		Don't Know / No Opinion		Total N
Parents	17%	(97)	70%	(403)	9%	(50)	4%	(23)	574
BRD1-5NET Pre-school selected	21%	(21)	69%	(68)	7%	(7)	2%	(2)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	21%	(55)	73%	(189)	5%	(13)	1%	(3)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	18%	(30)	68%	(114)	7%	(12)	7%	(12)	168
BRD1-8NET High school (Grades 9 – 12) selected	16%	(43)	67%	(180)	12%	(32)	5%	(14)	269
BRD2 Public school selected	14%	(65)	74%	(354)	8%	(39)	4%	(20)	476
BRD2 Private school selected	34%	(26)	54%	(40)	9%	(6)	4%	(3)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD9: How important is it for you or your child for you to purchase brand name items, over generic items, when shopping for back-to-school items?

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Parents	13%	(76)	24%	(136)	35%	(200)	26%	(148)	3%	(14)	574
BRD1-5NET Pre-school selected	7%	(7)	25%	(24)	34%	(33)	31%	(30)	3%	(3)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	12%	(32)	23%	(61)	35%	(92)	28%	(73)	1%	(2)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	14%	(23)	23%	(39)	33%	(55)	27%	(45)	3%	(6)	168
BRD1-8NET High school (Grades 9 – 12) selected	16%	(43)	23%	(63)	31%	(84)	26%	(69)	4%	(10)	269
BRD2 Public school selected	12%	(57)	23%	(111)	36%	(174)	26%	(123)	3%	(13)	476
BRD2 Private school selected	21%	(16)	21%	(16)	28%	(21)	29%	(21)	1%	(1)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_4NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Walmart*

Demographic	Selected		Not Selected		Total N
Parents	63%	(361)	37%	(214)	574
BRD1-5NET Pre-school selected	58%	(57)	42%	(41)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	72%	(187)	28%	(73)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	62%	(103)	38%	(64)	168
BRD1-8NET High school (Grades 9 – 12) selected	59%	(160)	41%	(109)	269
BRD2 Public school selected	64%	(307)	36%	(170)	476
BRD2 Private school selected	58%	(43)	42%	(32)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_5NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Kmart*

Demographic	Selected		Not Selected		Total N
Parents	14%	(83)	86%	(491)	574
BRD1-5NET Pre-school selected	20%	(19)	80%	(79)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	17%	(44)	83%	(216)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	16%	(27)	84%	(141)	168
BRD1-8NET High school (Grades 9 – 12) selected	9%	(25)	91%	(243)	269
BRD2 Public school selected	16%	(74)	84%	(402)	476
BRD2 Private school selected	7%	(5)	93%	(70)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_6NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Target*

Demographic	Selected		Not Selected		Total N
Parents	50%	(287)	50%	(287)	574
BRD1-5NET Pre-school selected	55%	(54)	45%	(44)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	53%	(137)	47%	(123)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	45%	(76)	55%	(92)	168
BRD1-8NET High school (Grades 9 – 12) selected	47%	(127)	53%	(141)	269
BRD2 Public school selected	51%	(243)	49%	(234)	476
BRD2 Private school selected	46%	(35)	54%	(40)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_7NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Dollar Stores*

Demographic	Selected		Not Selected		Total N
Parents	29%	(165)	71%	(409)	574
BRD1-5NET Pre-school selected	31%	(30)	69%	(67)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	32%	(83)	68%	(177)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	29%	(49)	71%	(119)	168
BRD1-8NET High school (Grades 9 – 12) selected	26%	(71)	74%	(198)	269
BRD2 Public school selected	28%	(132)	72%	(344)	476
BRD2 Private school selected	34%	(25)	66%	(50)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_8NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Costco*

Demographic	Selected		Not Selected		Total N
Parents	13%	(75)	87%	(499)	574
BRD1-5NET Pre-school selected	12%	(12)	88%	(86)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	10%	(26)	90%	(234)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	13%	(22)	87%	(145)	168
BRD1-8NET High school (Grades 9 – 12) selected	16%	(43)	84%	(226)	269
BRD2 Public school selected	12%	(58)	88%	(418)	476
BRD2 Private school selected	18%	(13)	82%	(62)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_9NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Sam's Club*

Demographic	Selected		Not Selected		Total N
Parents	11%	(65)	89%	(509)	574
BRD1-5NET Pre-school selected	17%	(17)	83%	(81)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	9%	(23)	91%	(237)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	8%	(13)	92%	(155)	168
BRD1-8NET High school (Grades 9 – 12) selected	12%	(32)	88%	(237)	269
BRD2 Public school selected	10%	(48)	90%	(429)	476
BRD2 Private school selected	17%	(13)	83%	(62)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_10NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Amazon.com*

Demographic	Selected		Not Selected		Total N
Parents	34%	(195)	66%	(379)	574
BRD1-5NET Pre-school selected	43%	(42)	57%	(56)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	34%	(88)	66%	(171)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	33%	(56)	67%	(112)	168
BRD1-8NET High school (Grades 9 – 12) selected	31%	(83)	69%	(186)	269
BRD2 Public school selected	33%	(156)	67%	(320)	476
BRD2 Private school selected	45%	(33)	55%	(42)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_11NET: Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Office supply stores (i.e. Staples, Office Depot)

Demographic	Selected		Not Selected		Total N
Parents	27%	(154)	73%	(420)	574
BRD1-5NET Pre-school selected	23%	(22)	77%	(76)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	26%	(67)	74%	(193)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	27%	(45)	73%	(123)	168
BRD1-8NET High school (Grades 9 – 12) selected	28%	(75)	72%	(194)	269
BRD2 Public school selected	26%	(124)	74%	(353)	476
BRD2 Private school selected	30%	(23)	70%	(52)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_12NET: Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Forever 21

Demographic	Selected		Not Selected		Total N
Parents	12%	(71)	88%	(503)	574
BRD1-5NET Pre-school selected	4%	(4)	96%	(94)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	8%	(21)	92%	(239)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	9%	(15)	91%	(153)	168
BRD1-8NET High school (Grades 9 – 12) selected	19%	(52)	81%	(217)	269
BRD2 Public school selected	13%	(63)	87%	(413)	476
BRD2 Private school selected	6%	(5)	94%	(70)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_13NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - American Eagle*

Demographic	Selected		Not Selected		Total N
Parents	11%	(61)	89%	(513)	574
BRD1-5NET Pre-school selected	4%	(4)	96%	(94)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	7%	(18)	93%	(242)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	10%	(17)	90%	(151)	168
BRD1-8NET High school (Grades 9 – 12) selected	16%	(43)	84%	(225)	269
BRD2 Public school selected	12%	(55)	88%	(421)	476
BRD2 Private school selected	5%	(4)	95%	(71)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_14NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Hollister*

Demographic	Selected		Not Selected		Total N
Parents	6%	(32)	94%	(542)	574
BRD1-5NET Pre-school selected	5%	(4)	95%	(94)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	4%	(10)	96%	(250)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	4%	(6)	96%	(161)	168
BRD1-8NET High school (Grades 9 – 12) selected	9%	(23)	91%	(245)	269
BRD2 Public school selected	6%	(27)	94%	(449)	476
BRD2 Private school selected	5%	(4)	95%	(71)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_15NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Urban Outfitters*

Demographic	Selected		Not Selected		Total N
Parents	4%	(24)	96%	(550)	574
BRD1-5NET Pre-school selected	2%	(2)	98%	(96)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	3%	(8)	97%	(252)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	3%	(5)	97%	(162)	168
BRD1-8NET High school (Grades 9 – 12) selected	7%	(18)	93%	(250)	269
BRD2 Public school selected	4%	(20)	96%	(456)	476
BRD2 Private school selected	5%	(4)	95%	(71)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_16NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - PacSun*

Demographic	Selected		Not Selected		Total N
Parents	4%	(24)	96%	(550)	574
BRD1-5NET Pre-school selected	2%	(2)	98%	(96)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	4%	(9)	96%	(251)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	3%	(5)	97%	(162)	168
BRD1-8NET High school (Grades 9 – 12) selected	6%	(15)	94%	(253)	269
BRD2 Public school selected	4%	(21)	96%	(456)	476
BRD2 Private school selected	3%	(2)	97%	(73)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_17NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Aèropostale*

Demographic	Selected		Not Selected		Total N
Parents	9%	(49)	91%	(525)	574
BRD1-5NET Pre-school selected	6%	(6)	94%	(92)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	7%	(18)	93%	(242)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	7%	(13)	93%	(155)	168
BRD1-8NET High school (Grades 9 – 12) selected	12%	(32)	88%	(236)	269
BRD2 Public school selected	9%	(43)	91%	(433)	476
BRD2 Private school selected	6%	(4)	94%	(71)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_18NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Topshop*

Demographic	Selected		Not Selected		Total N
Parents	3%	(16)	97%	(559)	574
BRD1-5NET Pre-school selected	2%	(2)	98%	(96)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	2%	(6)	98%	(253)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	—	(1)	100%	(167)	168
BRD1-8NET High school (Grades 9 – 12) selected	3%	(8)	97%	(260)	269
BRD2 Public school selected	2%	(12)	98%	(464)	476
BRD2 Private school selected	4%	(3)	96%	(72)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_19NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - T.J. Maxx*

Demographic	Selected		Not Selected		Total N
Parents	19%	(111)	81%	(463)	574
BRD1-5NET Pre-school selected	17%	(17)	83%	(81)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	19%	(49)	81%	(211)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	21%	(36)	79%	(132)	168
BRD1-8NET High school (Grades 9 – 12) selected	18%	(49)	82%	(219)	269
BRD2 Public school selected	20%	(96)	80%	(381)	476
BRD2 Private school selected	15%	(11)	85%	(64)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_20NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Marshall's*

Demographic	Selected		Not Selected		Total N
Parents	17%	(100)	83%	(474)	574
BRD1-5NET Pre-school selected	18%	(17)	82%	(81)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	17%	(44)	83%	(216)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	17%	(28)	83%	(139)	168
BRD1-8NET High school (Grades 9 – 12) selected	17%	(45)	83%	(224)	269
BRD2 Public school selected	18%	(84)	82%	(393)	476
BRD2 Private school selected	18%	(13)	82%	(62)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_21NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Abercrombie & Fitch*

Demographic	Selected		Not Selected		Total N
Parents	5%	(27)	95%	(547)	574
BRD1-5NET Pre-school selected	8%	(7)	92%	(91)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	3%	(7)	97%	(253)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	5%	(8)	95%	(160)	168
BRD1-8NET High school (Grades 9 – 12) selected	6%	(15)	94%	(253)	269
BRD2 Public school selected	5%	(21)	95%	(455)	476
BRD2 Private school selected	4%	(3)	96%	(72)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_22NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Old Navy*

Demographic	Selected		Not Selected		Total N
Parents	31%	(176)	69%	(399)	574
BRD1-5NET Pre-school selected	32%	(31)	68%	(67)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	29%	(76)	71%	(184)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	31%	(53)	69%	(115)	168
BRD1-8NET High school (Grades 9 – 12) selected	30%	(80)	70%	(189)	269
BRD2 Public school selected	32%	(150)	68%	(326)	476
BRD2 Private school selected	25%	(19)	75%	(56)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_23NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Gap*

Demographic	Selected		Not Selected		Total N
Parents	11%	(66)	89%	(509)	574
BRD1-5NET Pre-school selected	15%	(14)	85%	(84)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	12%	(31)	88%	(229)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	9%	(15)	91%	(153)	168
BRD1-8NET High school (Grades 9 – 12) selected	9%	(25)	91%	(244)	269
BRD2 Public school selected	11%	(53)	89%	(423)	476
BRD2 Private school selected	13%	(10)	87%	(65)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_24NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Hot Topic*

Demographic	Selected		Not Selected		Total N
Parents	7%	(41)	93%	(533)	574
BRD1-5NET Pre-school selected	7%	(7)	93%	(91)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	6%	(16)	94%	(244)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	7%	(12)	93%	(155)	168
BRD1-8NET High school (Grades 9 – 12) selected	10%	(26)	90%	(242)	269
BRD2 Public school selected	7%	(35)	93%	(441)	476
BRD2 Private school selected	6%	(4)	94%	(71)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_25NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Kohl's*

Demographic	Selected		Not Selected		Total N
Parents	33%	(190)	67%	(384)	574
BRD1-5NET Pre-school selected	31%	(30)	69%	(67)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	32%	(84)	68%	(176)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	30%	(51)	70%	(117)	168
BRD1-8NET High school (Grades 9 – 12) selected	34%	(92)	66%	(177)	269
BRD2 Public school selected	36%	(171)	64%	(305)	476
BRD2 Private school selected	17%	(13)	83%	(62)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_26NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Other (please specify):*
 [SPECIFY]

Demographic	Selected		Not Selected		Total N
Parents	6%	(36)	94%	(538)	574
BRD1-5NET Pre-school selected	8%	(8)	92%	(90)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	7%	(18)	93%	(242)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	6%	(10)	94%	(158)	168
BRD1-8NET High school (Grades 9 – 12) selected	5%	(13)	95%	(256)	269
BRD2 Public school selected	6%	(29)	94%	(448)	476
BRD2 Private school selected	7%	(5)	93%	(70)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_27NET: *Where do you anticipate shopping for back-to-school items for your child? Please select all that apply. - Don't Know / No Opinion*

Demographic	Selected		Not Selected		Total N
Parents	6%	(32)	94%	(542)	574
BRD1-5NET Pre-school selected	5%	(5)	95%	(93)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	4%	(12)	96%	(248)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	9%	(15)	91%	(152)	168
BRD1-8NET High school (Grades 9 – 12) selected	6%	(15)	94%	(253)	269
BRD2 Public school selected	5%	(25)	95%	(451)	476
BRD2 Private school selected	4%	(3)	96%	(72)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11: And, where do you anticipate spending the most money for back-to-school items for your child?

Demographic	Walmart	Kmart	Target	Dollar Stores	Costco	Sam's Club	Amazon.com	Office supply stores (i.e. Staples, Office Depot)	Forever 21	American Eagle	Hollister	U C t
Parents	35% (199)	1% (4)	12% (70)	2% (9)	2% (12)	1% (5)	5% (28)	4% (22)	2% (10)	3% (15)	1% (7)	
BRD1-5NET Pre-school selected	41% (40)	— (0)	15% (14)	2% (2)	1% (1)	2% (2)	4% (4)	1% (1)	— (0)	— (0)	— (0)	
BRD1-6NET Grade school (Grades 1 – 5) selected	41% (106)	1% (3)	14% (37)	1% (3)	2% (4)	1% (2)	5% (14)	2% (6)	— (1)	2% (4)	1% (2)	
BRD1-7NET Middle school (Grades 6 – 8) selected	32% (53)	— (1)	13% (22)	1% (2)	1% (2)	1% (1)	6% (10)	4% (7)	1% (2)	3% (5)	1% (1)	
BRD1-8NET High school (Grades 9 – 12) selected	31% (84)	1% (2)	11% (30)	2% (5)	3% (9)	1% (1)	4% (10)	5% (15)	3% (7)	3% (9)	2% (5)	
BRD2 Public school selected	34% (161)	— (2)	12% (56)	2% (9)	2% (10)	1% (3)	5% (22)	4% (18)	2% (10)	3% (13)	1% (7)	
BRD2 Private school selected	42% (32)	3% (2)	17% (13)	1% (1)	2% (2)	2% (2)	5% (4)	4% (3)	— (0)	1% (1)	— (0)	

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD12: Which clothing store does your child most prefer to shop at?

Demographic	Forever 21	American Eagle	Hollister	Urban Outfit- ters	PacSun	Aeropostale	Topshop	T.J. Maxx	Marshall's	Abercrombie & Fitch	Old Navy
Parents	5% (28)	3% (18)	3% (15)	1% (8)	2% (13)	2% (14)	1% (5)	5% (27)	4% (23)	2% (10)	16% (94)
BRD1-5NET Pre-school selected	4% (4)	2% (2)	3% (3)	2% (2)	2% (2)	1% (1)	— (0)	4% (4)	2% (2)	1% (1)	19% (18)
BRD1-6NET Grade school (Grades 1 – 5) selected	3% (8)	1% (2)	2% (5)	2% (4)	2% (5)	2% (4)	2% (4)	4% (10)	5% (14)	— (1)	20% (51)
BRD1-7NET Middle school (Grades 6 – 8) selected	6% (10)	4% (7)	2% (3)	1% (2)	2% (3)	4% (6)	— (0)	4% (6)	6% (10)	2% (3)	14% (23)
BRD1-8NET High school (Grades 9 – 12) selected	7% (19)	4% (12)	3% (8)	1% (2)	3% (8)	4% (10)	— (1)	6% (16)	4% (11)	3% (8)	11% (31)
BRD2 Public school selected	5% (23)	3% (14)	3% (12)	1% (5)	2% (9)	3% (12)	1% (3)	5% (25)	4% (20)	2% (10)	16% (78)
BRD2 Private school selected	3% (2)	4% (3)	3% (3)	4% (3)	3% (2)	2% (2)	3% (2)	2% (2)	3% (2)	— (0)	16% (12)

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD13: *Do you tend to shop for back-to-school items more*

Demographic	Online		In-store		Equally from online and in-store		Don't Know / No Opinion		Total N
Parents	11%	(64)	66%	(380)	19%	(110)	4%	(21)	574
BRD1-5NET Pre-school selected	11%	(11)	59%	(57)	28%	(27)	3%	(3)	98
BRD1-6NET Grade school (Grades 1 – 5) selected	10%	(25)	67%	(174)	22%	(58)	1%	(3)	260
BRD1-7NET Middle school (Grades 6 – 8) selected	11%	(19)	63%	(106)	20%	(34)	5%	(8)	168
BRD1-8NET High school (Grades 9 – 12) selected	10%	(26)	71%	(190)	15%	(39)	5%	(13)	269
BRD2 Public school selected	10%	(46)	69%	(328)	18%	(84)	4%	(19)	476
BRD2 Private school selected	16%	(12)	59%	(45)	24%	(18)	1%	(1)	75

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

```
## Error in if (nchar(names(xdat)[i]) >= 81) colhead <- paste0(colhead, "\\multicolumn{2}{>{\centeri  
: missing value where TRUE/FALSE needed
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Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Parents	574	100%
DEM_BRD1_5NET	BRD1-5NET Pre-school selected	98	17%
DEM_BRD1_6NET	BRD1-6NET Grade school (Grades 1 – 5) selected	260	45%
DEM_BRD1_7NET	BRD1-7NET Middle school (Grades 6 – 8) selected	168	29%
DEM_BRD1_8NET	BRD1-8NET High school (Grades 9 – 12) selected	269	47%
DEM_BRD2_PUBLIC	BRD2 Public school selected	476	83%
DEM_BRD2_PRIVATE	BRD2 Private school selected	75	13%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

