



National Tracking Poll #180805  
August 02-06, 2018

*Crosstabulation Results*

*Methodology:*

This poll was conducted between August 2-August 6, 2018 among a national sample of 459 Parents of children. The interviews were conducted online. 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 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
	%	(N)	%	(N)	%	(N)	
Parents of children	44%	(201)	41%	(188)	15%	(70)	459
Gender: Male	45%	(94)	33%	(69)	23%	(48)	211
Gender: Female	43%	(107)	48%	(119)	9%	(22)	248
Age: 18-29	57%	(24)	38%	(16)	5%	(2)	42
Age: 30-44	43%	(115)	44%	(119)	13%	(34)	268
Age: 45-54	41%	(51)	36%	(45)	23%	(28)	124
Age: 55-64	56%	(10)	28%	(5)	17%	(3)	18
Age: 65+	14%	(1)	43%	(3)	43%	(3)	7
Generation Z: 18-21	17%	(1)	83%	(5)	—	(0)	6
Millennial: Age 22-37	45%	(76)	42%	(70)	13%	(22)	168
Generation X: Age 38-53	44%	(112)	41%	(104)	16%	(40)	256
Boomers: Age 54-72	41%	(12)	31%	(9)	28%	(8)	29
PID: Rep (no lean)	46%	(70)	39%	(59)	15%	(23)	152
PID: Dem (no lean)	52%	(72)	38%	(52)	10%	(14)	138
PID: Ind (no lean)	40%	(48)	45%	(54)	14%	(17)	119
PID/Gender: Dem Men	47%	(28)	39%	(23)	14%	(8)	59
PID/Gender: Dem Women	56%	(44)	37%	(29)	8%	(6)	79
PID/Gender: Ind Men	43%	(23)	35%	(19)	22%	(12)	54
PID/Gender: Ind Women	38%	(25)	54%	(35)	8%	(5)	65
PID/Gender: Rep Men	48%	(35)	30%	(22)	22%	(16)	73
PID/Gender: Rep Women	44%	(35)	47%	(37)	9%	(7)	79
Ideo: Liberal (1-3)	44%	(57)	45%	(58)	12%	(15)	130
Ideo: Moderate (4)	42%	(40)	38%	(36)	20%	(19)	95
Ideo: Conservative (5-7)	42%	(64)	41%	(63)	16%	(25)	152
Educ: < College	42%	(129)	46%	(140)	12%	(35)	304
Educ: Bachelors degree	46%	(39)	33%	(28)	21%	(18)	85
Educ: Post-grad	47%	(33)	29%	(20)	24%	(17)	70

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**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
	%	(N)	%	(N)	%	(N)	
Parents of children	44%	(201)	41%	(188)	15%	(70)	459
Income: Under 50k	44%	(94)	44%	(94)	11%	(24)	212
Income: 50k-100k	41%	(65)	43%	(68)	16%	(25)	158
Income: 100k+	47%	(42)	29%	(26)	24%	(21)	89
Ethnicity: White	43%	(155)	41%	(150)	16%	(58)	363
Ethnicity: Hispanic	41%	(21)	49%	(25)	10%	(5)	51
Ethnicity: Afr. Am.	49%	(27)	38%	(21)	13%	(7)	55
Ethnicity: Other	46%	(19)	41%	(17)	12%	(5)	41
Relig: Protestant	45%	(41)	34%	(31)	21%	(19)	91
Relig: Roman Catholic	49%	(40)	35%	(29)	16%	(13)	82
Relig: Something Else	31%	(16)	51%	(26)	18%	(9)	51
Relig: Jewish	62%	(5)	12%	(1)	25%	(2)	8
Relig: Evangelical	46%	(62)	40%	(54)	14%	(19)	135
Relig: Non-Evang. Catholics	46%	(49)	35%	(37)	20%	(21)	107
Relig: All Christian	46%	(111)	38%	(91)	17%	(40)	242
Relig: All Non-Christian	31%	(16)	51%	(26)	18%	(9)	51
Community: Urban	45%	(44)	41%	(40)	14%	(14)	98
Community: Suburban	46%	(97)	39%	(83)	15%	(32)	212
Community: Rural	40%	(60)	44%	(65)	16%	(24)	149
Employ: Private Sector	48%	(100)	39%	(81)	13%	(28)	209
Employ: Government	48%	(20)	33%	(14)	19%	(8)	42
Employ: Self-Employed	48%	(21)	27%	(12)	25%	(11)	44
Employ: Homemaker	42%	(28)	47%	(31)	11%	(7)	66
Employ: Student	25%	(2)	75%	(6)	—	(0)	8
Employ: Retired	23%	(3)	54%	(7)	23%	(3)	13
Employ: Unemployed	34%	(11)	50%	(16)	16%	(5)	32
Employ: Other	36%	(16)	47%	(21)	18%	(8)	45
Military HH: Yes	31%	(23)	49%	(36)	20%	(15)	74
Military HH: No	46%	(178)	39%	(152)	14%	(55)	385
RD/WT: Right Direction	47%	(100)	37%	(79)	16%	(34)	213
RD/WT: Wrong Track	41%	(101)	44%	(109)	15%	(36)	246

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**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
	%	(N)	%	(N)	%	(N)	
Parents of children	44%	(201)	41%	(188)	15%	(70)	459
Trump Job Approve	43%	(97)	41%	(93)	16%	(35)	225
Trump Job Disapprove	45%	(93)	41%	(85)	14%	(30)	208
Trump Job Strongly Approve	46%	(53)	39%	(44)	15%	(17)	114
Trump Job Somewhat Approve	40%	(44)	44%	(49)	16%	(18)	111
Trump Job Somewhat Disapprove	49%	(29)	42%	(25)	8%	(5)	59
Trump Job Strongly Disapprove	43%	(64)	40%	(60)	17%	(25)	149
#1 Issue: Economy	39%	(67)	46%	(79)	15%	(26)	172
#1 Issue: Security	59%	(46)	31%	(24)	10%	(8)	78
#1 Issue: Health Care	44%	(37)	42%	(35)	14%	(12)	84
#1 Issue: Medicare / Social Security	40%	(8)	30%	(6)	30%	(6)	20
#1 Issue: Women's Issues	44%	(7)	38%	(6)	19%	(3)	16
#1 Issue: Education	45%	(25)	45%	(25)	9%	(5)	55
#1 Issue: Energy	50%	(7)	43%	(6)	7%	(1)	14
#1 Issue: Other	20%	(4)	35%	(7)	45%	(9)	20
2016 Vote: Hillary Clinton	48%	(61)	40%	(51)	12%	(15)	127
2016 Vote: Donald Trump	46%	(85)	38%	(70)	16%	(30)	185
2016 Vote: Someone else	47%	(27)	36%	(21)	17%	(10)	58
2016 Vote: Didn't Vote	31%	(28)	52%	(46)	17%	(15)	89
Voted in 2014: Yes	45%	(137)	40%	(120)	15%	(46)	303
Voted in 2014: No	41%	(64)	44%	(68)	15%	(24)	156
2012 Vote: Barack Obama	50%	(93)	39%	(72)	11%	(21)	186
2012 Vote: Mitt Romney	44%	(55)	38%	(47)	18%	(22)	124
2012 Vote: Other	32%	(10)	42%	(13)	26%	(8)	31
2012 Vote: Didn't Vote	36%	(43)	47%	(56)	16%	(19)	118
4-Region: Northeast	46%	(34)	35%	(26)	19%	(14)	74
4-Region: Midwest	45%	(55)	40%	(48)	15%	(18)	121
4-Region: South	43%	(76)	45%	(79)	11%	(20)	175
4-Region: West	40%	(36)	39%	(35)	20%	(18)	89
Favorable of Trump	42%	(92)	41%	(89)	17%	(36)	217
Unfavorable of Trump	45%	(98)	42%	(91)	13%	(28)	217

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**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 of children	44%	(201)	41%	(188)	15%	(70)	459
Very Favorable of Trump	44%	(53)	41%	(49)	15%	(18)	120
Somewhat Favorable of Trump	40%	(39)	41%	(40)	19%	(18)	97
Somewhat Unfavorable of Trump	53%	(26)	37%	(18)	10%	(5)	49
Very Unfavorable of Trump	43%	(72)	43%	(73)	14%	(23)	168
Pre-school	58%	(50)	33%	(28)	9%	(8)	86
Grade school (Grades 1 – 5)	49%	(106)	37%	(81)	14%	(30)	217
Middle school (Grades 6 – 8)	40%	(67)	46%	(77)	14%	(23)	167
High school (Grades 9 – 12)	38%	(67)	44%	(79)	18%	(32)	178
Children attend: Public school	41%	(159)	45%	(173)	14%	(54)	386
Children attend: Private school	57%	(34)	22%	(13)	22%	(13)	60
Children attend: Both	62%	(8)	15%	(2)	23%	(3)	13

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD4:** Do you plan on going back-to-school shopping with your child(ren)?

Demographic	Yes		No		Don't know/No opinion		Total N
Parents of children	88%	(402)	9%	(42)	3%	(15)	459
Gender: Male	86%	(181)	10%	(21)	4%	(9)	211
Gender: Female	89%	(221)	8%	(21)	2%	(6)	248
Age: 18-29	88%	(37)	10%	(4)	2%	(1)	42
Age: 30-44	90%	(241)	7%	(19)	3%	(8)	268
Age: 45-54	83%	(103)	13%	(16)	4%	(5)	124
Age: 55-64	89%	(16)	6%	(1)	6%	(1)	18
Age: 65+	71%	(5)	29%	(2)	—	(0)	7
Generation Z: 18-21	100%	(6)	—	(0)	—	(0)	6
Millennial: Age 22-37	89%	(150)	8%	(14)	2%	(4)	168
Generation X: Age 38-53	87%	(222)	9%	(24)	4%	(10)	256
Boomers: Age 54-72	83%	(24)	14%	(4)	3%	(1)	29
PID: Rep (no lean)	87%	(132)	9%	(14)	4%	(6)	152
PID: Dem (no lean)	91%	(125)	7%	(10)	2%	(3)	138
PID: Ind (no lean)	88%	(105)	8%	(10)	3%	(4)	119
PID/Gender: Dem Men	88%	(52)	7%	(4)	5%	(3)	59
PID/Gender: Dem Women	92%	(73)	8%	(6)	—	(0)	79
PID/Gender: Ind Men	91%	(49)	6%	(3)	4%	(2)	54
PID/Gender: Ind Women	86%	(56)	11%	(7)	3%	(2)	65
PID/Gender: Rep Men	85%	(62)	12%	(9)	3%	(2)	73
PID/Gender: Rep Women	89%	(70)	6%	(5)	5%	(4)	79
Ideo: Liberal (1-3)	91%	(118)	8%	(10)	2%	(2)	130
Ideo: Moderate (4)	89%	(85)	5%	(5)	5%	(5)	95
Ideo: Conservative (5-7)	86%	(130)	11%	(16)	4%	(6)	152
Educ: < College	88%	(268)	9%	(27)	3%	(9)	304
Educ: Bachelors degree	88%	(75)	8%	(7)	4%	(3)	85
Educ: Post-grad	84%	(59)	11%	(8)	4%	(3)	70
Income: Under 50k	87%	(185)	8%	(17)	5%	(10)	212
Income: 50k-100k	88%	(139)	9%	(14)	3%	(5)	158
Income: 100k+	88%	(78)	12%	(11)	—	(0)	89

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**Table BRD4:** Do you plan on going back-to-school shopping with your child(ren)?

Demographic	Yes	No	Don't know/No opinion	Total N
Parents of children	88% (402)	9% (42)	3% (15)	459
Ethnicity: White	88% (318)	9% (34)	3% (11)	363
Ethnicity: Hispanic	92% (47)	4% (2)	4% (2)	51
Ethnicity: Afr. Am.	87% (48)	11% (6)	2% (1)	55
Ethnicity: Other	88% (36)	5% (2)	7% (3)	41
Relig: Protestant	84% (76)	16% (15)	— (0)	91
Relig: Roman Catholic	89% (73)	4% (3)	7% (6)	82
Relig: Something Else	76% (39)	18% (9)	6% (3)	51
Relig: Jewish	88% (7)	12% (1)	— (0)	8
Relig: Evangelical	87% (118)	10% (14)	2% (3)	135
Relig: Non-Evang. Catholics	89% (95)	7% (7)	5% (5)	107
Relig: All Christian	88% (213)	9% (21)	3% (8)	242
Relig: All Non-Christian	76% (39)	18% (9)	6% (3)	51
Community: Urban	88% (86)	6% (6)	6% (6)	98
Community: Suburban	89% (189)	9% (20)	1% (3)	212
Community: Rural	85% (127)	11% (16)	4% (6)	149
Employ: Private Sector	91% (191)	8% (16)	1% (2)	209
Employ: Government	90% (38)	5% (2)	5% (2)	42
Employ: Self-Employed	91% (40)	9% (4)	— (0)	44
Employ: Homemaker	79% (52)	14% (9)	8% (5)	66
Employ: Student	100% (8)	— (0)	— (0)	8
Employ: Retired	85% (11)	15% (2)	— (0)	13
Employ: Unemployed	75% (24)	16% (5)	9% (3)	32
Employ: Other	84% (38)	9% (4)	7% (3)	45
Military HH: Yes	85% (63)	9% (7)	5% (4)	74
Military HH: No	88% (339)	9% (35)	3% (11)	385
RD/WT: Right Direction	86% (183)	10% (22)	4% (8)	213
RD/WT: Wrong Track	89% (219)	8% (20)	3% (7)	246
Trump Job Approve	87% (196)	10% (22)	3% (7)	225
Trump Job Disapprove	88% (183)	9% (18)	3% (7)	208

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**Table BRD4:** Do you plan on going back-to-school shopping with your child(ren)?

Demographic	Yes	No	Don't know/No opinion	Total N
Parents of children	88% (402)	9% (42)	3% (15)	459
Trump Job Strongly Approve	84% (96)	12% (14)	4% (4)	114
Trump Job Somewhat Approve	90% (100)	7% (8)	3% (3)	111
Trump Job Somewhat Disapprove	85% (50)	15% (9)	— (0)	59
Trump Job Strongly Disapprove	89% (133)	6% (9)	5% (7)	149
#1 Issue: Economy	89% (153)	8% (14)	3% (5)	172
#1 Issue: Security	92% (72)	5% (4)	3% (2)	78
#1 Issue: Health Care	88% (74)	10% (8)	2% (2)	84
#1 Issue: Medicare / Social Security	90% (18)	10% (2)	— (0)	20
#1 Issue: Women's Issues	81% (13)	12% (2)	6% (1)	16
#1 Issue: Education	82% (45)	15% (8)	4% (2)	55
#1 Issue: Energy	93% (13)	7% (1)	— (0)	14
#1 Issue: Other	70% (14)	15% (3)	15% (3)	20
2016 Vote: Hillary Clinton	93% (118)	6% (8)	1% (1)	127
2016 Vote: Donald Trump	88% (162)	9% (17)	3% (6)	185
2016 Vote: Someone else	86% (50)	7% (4)	7% (4)	58
2016 Vote: Didn't Vote	81% (72)	15% (13)	4% (4)	89
Voted in 2014: Yes	89% (271)	8% (23)	3% (9)	303
Voted in 2014: No	84% (131)	12% (19)	4% (6)	156
2012 Vote: Barack Obama	92% (171)	7% (13)	1% (2)	186
2012 Vote: Mitt Romney	87% (108)	10% (12)	3% (4)	124
2012 Vote: Other	84% (26)	6% (2)	10% (3)	31
2012 Vote: Didn't Vote	82% (97)	13% (15)	5% (6)	118
4-Region: Northeast	89% (66)	8% (6)	3% (2)	74
4-Region: Midwest	88% (107)	8% (10)	3% (4)	121
4-Region: South	88% (154)	10% (18)	2% (3)	175
4-Region: West	84% (75)	9% (8)	7% (6)	89
Favorable of Trump	87% (188)	10% (21)	4% (8)	217
Unfavorable of Trump	89% (194)	9% (19)	2% (4)	217
Very Favorable of Trump	84% (101)	12% (14)	4% (5)	120
Somewhat Favorable of Trump	90% (87)	7% (7)	3% (3)	97
Somewhat Unfavorable of Trump	92% (45)	8% (4)	— (0)	49
Very Unfavorable of Trump	89% (149)	9% (15)	2% (4)	168

Continued on next page

**Table BRD4:** Do you plan on going back-to-school shopping with your child(ren)?

Demographic	Yes		No		Don't know/No opinion		Total N
Parents of children	88%	(402)	9%	(42)	3%	(15)	459
Pre-school	88%	(76)	8%	(7)	3%	(3)	86
Grade school (Grades 1 – 5)	90%	(196)	6%	(13)	4%	(8)	217
Middle school (Grades 6 – 8)	89%	(149)	8%	(13)	3%	(5)	167
High school (Grades 9 – 12)	85%	(151)	12%	(21)	3%	(6)	178
Children attend: Public school	89%	(344)	8%	(29)	3%	(13)	386
Children attend: Private school	77%	(46)	20%	(12)	3%	(2)	60
Children attend: Both	92%	(12)	8%	(1)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD5: 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 of children	4% (20)	11% (51)	14% (66)	15% (68)	15% (69)	10% (45)	8% (38)	9% (41)	9% (42)	4% (19)	459
Gender: Male	4% (9)	9% (18)	12% (26)	17% (36)	16% (34)	9% (18)	9% (20)	11% (24)	8% (17)	4% (9)	211
Gender: Female	4% (11)	13% (33)	16% (40)	13% (32)	14% (35)	11% (27)	7% (18)	7% (17)	10% (25)	4% (10)	248
Age: 18-29	5% (2)	21% (9)	14% (6)	17% (7)	17% (7)	12% (5)	— (0)	7% (3)	7% (3)	— (0)	42
Age: 30-44	6% (16)	11% (30)	12% (32)	14% (38)	14% (38)	9% (25)	9% (25)	9% (24)	11% (30)	4% (10)	268
Age: 45-54	1% (1)	8% (10)	19% (23)	16% (20)	16% (20)	11% (14)	8% (10)	7% (9)	6% (8)	7% (9)	124
Age: 55-64	— (0)	11% (2)	17% (3)	17% (3)	17% (3)	— (0)	11% (2)	22% (4)	6% (1)	— (0)	18
Age: 65+	14% (1)	— (0)	29% (2)	— (0)	14% (1)	14% (1)	14% (1)	14% (1)	— (0)	— (0)	7
Generation Z: 18-21	17% (1)	— (0)	— (0)	17% (1)	33% (2)	— (0)	— (0)	17% (1)	17% (1)	— (0)	6
Millennial: Age 22-37	5% (8)	14% (24)	12% (21)	15% (26)	12% (21)	9% (15)	8% (13)	10% (17)	11% (18)	3% (5)	168
Generation X: Age 38-53	4% (10)	9% (24)	15% (39)	15% (38)	16% (41)	11% (29)	9% (22)	7% (18)	9% (22)	5% (13)	256
Boomers: Age 54-72	3% (1)	10% (3)	21% (6)	10% (3)	17% (5)	3% (1)	10% (3)	17% (5)	3% (1)	3% (1)	29
PID: Rep (no lean)	3% (5)	11% (16)	13% (20)	14% (22)	15% (23)	9% (13)	12% (19)	10% (15)	8% (12)	5% (7)	152
PID: Dem (no lean)	4% (5)	12% (17)	10% (14)	14% (20)	17% (23)	10% (14)	7% (10)	12% (16)	11% (15)	3% (4)	138
PID: Ind (no lean)	4% (5)	12% (14)	19% (23)	16% (19)	13% (15)	11% (13)	5% (6)	7% (8)	8% (10)	5% (6)	119
PID/Gender: Dem Men	2% (1)	5% (3)	10% (6)	12% (7)	19% (11)	10% (6)	10% (6)	17% (10)	8% (5)	7% (4)	59
PID/Gender: Dem Women	5% (4)	18% (14)	10% (8)	16% (13)	15% (12)	10% (8)	5% (4)	8% (6)	13% (10)	— (0)	79
PID/Gender: Ind Men	6% (3)	9% (5)	17% (9)	24% (13)	13% (7)	9% (5)	6% (3)	7% (4)	6% (3)	4% (2)	54
PID/Gender: Ind Women	3% (2)	14% (9)	22% (14)	9% (6)	12% (8)	12% (8)	5% (3)	6% (4)	11% (7)	6% (4)	65
PID/Gender: Rep Men	3% (2)	10% (7)	8% (6)	18% (13)	16% (12)	5% (4)	14% (10)	12% (9)	10% (7)	4% (3)	73
PID/Gender: Rep Women	4% (3)	11% (9)	18% (14)	11% (9)	14% (11)	11% (9)	11% (9)	8% (6)	6% (5)	5% (4)	79
Ideo: Liberal (1-3)	3% (4)	13% (17)	15% (20)	16% (21)	16% (21)	8% (11)	8% (11)	8% (11)	8% (10)	3% (4)	130
Ideo: Moderate (4)	4% (4)	7% (7)	14% (13)	20% (19)	17% (16)	9% (9)	9% (9)	5% (5)	11% (10)	3% (3)	95
Ideo: Conservative (5-7)	5% (8)	12% (18)	15% (23)	9% (14)	12% (18)	11% (16)	11% (16)	12% (19)	9% (14)	4% (6)	152
Educ: < College	4% (12)	11% (33)	15% (46)	14% (44)	16% (49)	11% (32)	7% (20)	7% (21)	10% (31)	5% (16)	304
Educ: Bachelors degree	7% (6)	18% (15)	8% (7)	16% (14)	8% (7)	12% (10)	9% (8)	14% (12)	6% (5)	1% (1)	85
Educ: Post-grad	3% (2)	4% (3)	19% (13)	14% (10)	19% (13)	4% (3)	14% (10)	11% (8)	9% (6)	3% (2)	70
Income: Under 50k	6% (12)	14% (30)	15% (32)	14% (29)	16% (34)	11% (24)	6% (12)	7% (15)	5% (10)	7% (14)	212
Income: 50k-100k	4% (6)	11% (17)	13% (21)	16% (25)	14% (22)	9% (14)	9% (15)	11% (18)	12% (19)	1% (1)	158
Income: 100k+	2% (2)	4% (4)	15% (13)	16% (14)	15% (13)	8% (7)	12% (11)	9% (8)	15% (13)	4% (4)	89
Ethnicity: White	4% (14)	11% (41)	15% (55)	16% (57)	16% (57)	9% (33)	8% (30)	9% (31)	9% (32)	4% (13)	363
Ethnicity: Hispanic	4% (2)	10% (5)	12% (6)	8% (4)	18% (9)	8% (4)	10% (5)	10% (5)	20% (10)	2% (1)	51
Ethnicity: Afr. Am.	7% (4)	4% (2)	11% (6)	11% (6)	18% (10)	11% (6)	11% (6)	13% (7)	9% (5)	5% (3)	55
Ethnicity: Other	5% (2)	20% (8)	12% (5)	12% (5)	5% (2)	15% (6)	5% (2)	7% (3)	12% (5)	7% (3)	41
Relig: Protestant	7% (6)	11% (10)	11% (10)	18% (16)	16% (15)	8% (7)	11% (10)	10% (9)	7% (6)	2% (2)	91
Relig: Roman Catholic	— (0)	10% (8)	16% (13)	17% (14)	17% (14)	10% (8)	12% (10)	6% (5)	7% (6)	5% (4)	82
Relig: Something Else	14% (7)	4% (2)	18% (9)	14% (7)	14% (7)	12% (6)	4% (2)	6% (3)	12% (6)	4% (2)	51
Relig: Jewish	— (0)	— (0)	— (0)	— (0)	25% (2)	— (0)	25% (2)	25% (2)	12% (1)	12% (1)	8
Relig: Evangelical	4% (5)	13% (17)	15% (20)	15% (20)	12% (16)	9% (12)	13% (17)	10% (14)	9% (12)	1% (2)	135
Relig: Non-Evang. Catholics	2% (2)	10% (11)	12% (13)	21% (23)	17% (18)	9% (10)	8% (9)	7% (7)	8% (9)	5% (5)	107
Relig: All Christian	3% (7)	12% (28)	14% (33)	18% (43)	14% (34)	9% (22)	11% (26)	9% (21)	9% (21)	3% (7)	242
Relig: All Non-Christian	14% (7)	4% (2)	18% (9)	14% (7)	14% (7)	12% (6)	4% (2)	6% (3)	12% (6)	4% (2)	51

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**Table BRD5: 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 of children	4%	(20)	11%	(51)	14%	(66)	15%	(68)	15%	(69)	10%	(45)	8%	(38)	9%	(41)	9%	(42)	4%	(19)	459
Community: Urban	5%	(5)	9%	(9)	10%	(10)	16%	(16)	15%	(15)	4%	(4)	10%	(10)	11%	(11)	14%	(14)	4%	(4)	98
Community: Suburban	4%	(9)	11%	(24)	12%	(26)	17%	(37)	13%	(28)	11%	(23)	10%	(22)	9%	(19)	8%	(18)	3%	(6)	212
Community: Rural	4%	(6)	12%	(18)	20%	(30)	10%	(15)	17%	(26)	12%	(18)	4%	(6)	7%	(11)	7%	(10)	6%	(9)	149
Employ: Private Sector	1%	(3)	11%	(22)	16%	(34)	15%	(32)	14%	(30)	11%	(23)	11%	(22)	11%	(23)	7%	(14)	3%	(6)	209
Employ: Government	—	(0)	7%	(3)	24%	(10)	17%	(7)	21%	(9)	10%	(4)	5%	(2)	10%	(4)	7%	(3)	—	(0)	42
Employ: Self-Employed	7%	(3)	9%	(4)	14%	(6)	18%	(8)	11%	(5)	7%	(3)	11%	(5)	7%	(3)	14%	(6)	2%	(1)	44
Employ: Homemaker	9%	(6)	15%	(10)	9%	(6)	11%	(7)	14%	(9)	6%	(4)	5%	(3)	11%	(7)	14%	(9)	8%	(5)	66
Employ: Student	25%	(2)	—	(0)	—	(0)	12%	(1)	—	(0)	38%	(3)	—	(0)	—	(0)	25%	(2)	—	(0)	8
Employ: Retired	8%	(1)	8%	(1)	31%	(4)	15%	(2)	23%	(3)	—	(0)	—	(0)	8%	(1)	8%	(1)	—	(0)	13
Employ: Unemployed	6%	(2)	16%	(5)	9%	(3)	6%	(2)	28%	(9)	9%	(3)	6%	(2)	6%	(2)	3%	(1)	9%	(3)	32
Employ: Other	7%	(3)	13%	(6)	7%	(3)	20%	(9)	9%	(4)	11%	(5)	9%	(4)	2%	(1)	13%	(6)	9%	(4)	45
Military HH: Yes	—	(0)	5%	(4)	19%	(14)	12%	(9)	22%	(16)	11%	(8)	7%	(5)	14%	(10)	7%	(5)	4%	(3)	74
Military HH: No	5%	(20)	12%	(47)	14%	(52)	15%	(59)	14%	(53)	10%	(37)	9%	(33)	8%	(31)	10%	(37)	4%	(16)	385
RD/WT: Right Direction	5%	(11)	10%	(21)	15%	(33)	15%	(33)	14%	(30)	8%	(18)	9%	(19)	11%	(23)	8%	(17)	4%	(8)	213
RD/WT: Wrong Track	4%	(9)	12%	(30)	13%	(33)	14%	(35)	16%	(39)	11%	(27)	8%	(19)	7%	(18)	10%	(25)	4%	(11)	246
Trump Job Approve	3%	(7)	11%	(25)	17%	(38)	16%	(36)	14%	(32)	9%	(20)	11%	(24)	8%	(19)	8%	(17)	3%	(7)	225
Trump Job Disapprove	5%	(11)	12%	(26)	12%	(25)	14%	(30)	16%	(33)	10%	(21)	6%	(13)	8%	(17)	12%	(24)	4%	(8)	208
Trump Job Strongly Approve	3%	(3)	11%	(12)	14%	(16)	17%	(19)	13%	(15)	11%	(12)	10%	(11)	11%	(12)	10%	(11)	3%	(3)	114
Trump Job Somewhat Approve	4%	(4)	12%	(13)	20%	(22)	15%	(17)	15%	(17)	7%	(8)	12%	(13)	6%	(7)	5%	(6)	4%	(4)	111
Trump Job Somewhat Disapprove	3%	(2)	14%	(8)	7%	(4)	17%	(10)	15%	(9)	12%	(7)	8%	(5)	8%	(5)	12%	(7)	3%	(2)	59
Trump Job Strongly Disapprove	6%	(9)	12%	(18)	14%	(21)	13%	(20)	16%	(24)	9%	(14)	5%	(8)	8%	(12)	11%	(17)	4%	(6)	149
#1 Issue: Economy	3%	(5)	15%	(25)	11%	(19)	15%	(26)	16%	(28)	9%	(16)	11%	(19)	8%	(13)	6%	(11)	6%	(10)	172
#1 Issue: Security	4%	(3)	6%	(5)	15%	(12)	15%	(12)	18%	(14)	13%	(10)	5%	(4)	9%	(7)	13%	(10)	1%	(1)	78
#1 Issue: Health Care	4%	(3)	13%	(11)	17%	(14)	15%	(13)	14%	(12)	10%	(8)	5%	(4)	6%	(5)	12%	(10)	5%	(4)	84
#1 Issue: Medicare / Social Security	5%	(1)	5%	(1)	15%	(3)	20%	(4)	15%	(3)	10%	(2)	15%	(3)	10%	(2)	5%	(1)	—	(0)	20
#1 Issue: Women's Issues	12%	(2)	6%	(1)	19%	(3)	6%	(1)	6%	(1)	12%	(2)	6%	(1)	19%	(3)	12%	(2)	—	(0)	16
#1 Issue: Education	5%	(3)	9%	(5)	18%	(10)	20%	(11)	15%	(8)	4%	(2)	9%	(5)	5%	(3)	11%	(6)	4%	(2)	55
#1 Issue: Energy	—	(0)	14%	(2)	29%	(4)	—	(0)	7%	(1)	14%	(2)	—	(0)	29%	(4)	7%	(1)	—	(0)	14
#1 Issue: Other	15%	(3)	5%	(1)	5%	(1)	5%	(1)	10%	(2)	15%	(3)	10%	(2)	20%	(4)	5%	(1)	10%	(2)	20
2016 Vote: Hillary Clinton	3%	(4)	13%	(17)	13%	(17)	17%	(22)	13%	(17)	10%	(13)	7%	(9)	9%	(12)	9%	(11)	4%	(5)	127
2016 Vote: Donald Trump	3%	(6)	10%	(19)	14%	(25)	15%	(27)	15%	(27)	9%	(17)	11%	(21)	11%	(20)	9%	(16)	4%	(7)	185
2016 Vote: Someone else	5%	(3)	10%	(6)	19%	(11)	7%	(4)	21%	(12)	16%	(9)	5%	(3)	5%	(3)	12%	(7)	—	(0)	58
2016 Vote: Didn't Vote	8%	(7)	10%	(9)	15%	(13)	17%	(15)	15%	(13)	7%	(6)	6%	(5)	7%	(6)	9%	(8)	8%	(7)	89
Voted in 2014: Yes	2%	(7)	11%	(33)	14%	(42)	15%	(46)	17%	(50)	10%	(30)	9%	(26)	9%	(28)	10%	(31)	3%	(10)	303
Voted in 2014: No	8%	(13)	12%	(18)	15%	(24)	14%	(22)	12%	(19)	10%	(15)	8%	(12)	8%	(13)	7%	(11)	6%	(9)	156
2012 Vote: Barack Obama	3%	(6)	9%	(16)	14%	(26)	15%	(28)	21%	(39)	9%	(17)	8%	(15)	8%	(14)	11%	(20)	3%	(5)	186
2012 Vote: Mitt Romney	2%	(3)	10%	(13)	15%	(19)	15%	(19)	15%	(18)	10%	(13)	7%	(9)	12%	(15)	8%	(10)	4%	(5)	124
2012 Vote: Other	3%	(1)	10%	(3)	13%	(4)	10%	(3)	10%	(3)	16%	(5)	13%	(4)	3%	(1)	19%	(6)	3%	(1)	31
2012 Vote: Didn't Vote	8%	(10)	16%	(19)	14%	(17)	15%	(18)	8%	(9)	8%	(10)	8%	(10)	9%	(11)	5%	(6)	7%	(8)	118
4-Region: Northeast	3%	(2)	5%	(4)	9%	(7)	22%	(16)	22%	(16)	8%	(6)	12%	(9)	8%	(6)	9%	(7)	1%	(1)	74
4-Region: Midwest	4%	(5)	13%	(16)	16%	(19)	13%	(16)	16%	(19)	11%	(13)	7%	(9)	8%	(10)	9%	(11)	2%	(3)	121
4-Region: South	5%	(9)	10%	(18)	16%	(28)	12%	(21)	13%	(23)	10%	(17)	9%	(16)	10%	(18)	9%	(15)	6%	(10)	175
4-Region: West	4%	(4)	15%	(13)	13%	(12)	17%	(15)	12%	(11)	10%	(9)	4%	(4)	8%	(7)	10%	(9)	6%	(5)	89
Favorable of Trump	3%	(7)	10%	(21)	17%	(37)	16%	(34)	14%	(30)	9%	(20)	10%	(22)	11%	(23)	8%	(17)	3%	(6)	217
Unfavorable of Trump	5%	(10)	13%	(29)	12%	(27)	15%	(33)	17%	(36)	10%	(22)	6%	(14)	7%	(16)	10%	(22)	4%	(8)	217

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**Table BRD5: 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	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Parents of children	4%	(20)	11%	(51)	14%	(66)	15%	(68)	15%	(69)	10%	(45)	8%	(38)	9%	(41)	9%	(42)	4%	(19)	459
Very Favorable of Trump	3%	(4)	9%	(11)	13%	(16)	17%	(20)	12%	(14)	11%	(13)	8%	(9)	14%	(17)	11%	(13)	2%	(3)	120
Somewhat Favorable of Trump	3%	(3)	10%	(10)	22%	(21)	14%	(14)	16%	(16)	7%	(7)	13%	(13)	6%	(6)	4%	(4)	3%	(3)	97
Somewhat Unfavorable of Trump	2%	(1)	16%	(8)	8%	(4)	22%	(11)	14%	(7)	8%	(4)	10%	(5)	4%	(2)	8%	(4)	6%	(3)	49
Very Unfavorable of Trump	5%	(9)	12%	(21)	14%	(23)	13%	(22)	17%	(29)	11%	(18)	5%	(9)	8%	(14)	11%	(18)	3%	(5)	168
Pre-school	8%	(7)	15%	(13)	17%	(15)	13%	(11)	10%	(9)	6%	(5)	6%	(5)	10%	(9)	8%	(7)	6%	(5)	86
Grade school (Grades 1 - 5)	4%	(8)	11%	(24)	16%	(34)	13%	(29)	17%	(37)	8%	(17)	7%	(15)	10%	(22)	11%	(24)	3%	(7)	217
Middle school (Grades 6 - 8)	4%	(7)	10%	(16)	12%	(20)	13%	(21)	18%	(30)	10%	(16)	11%	(18)	10%	(17)	11%	(18)	2%	(4)	167
High school (Grades 9 - 12)	3%	(6)	8%	(14)	10%	(18)	14%	(25)	14%	(25)	14%	(25)	10%	(17)	10%	(18)	12%	(22)	4%	(8)	178
Children attend: Public school	3%	(13)	10%	(40)	15%	(56)	15%	(56)	16%	(61)	11%	(43)	8%	(31)	9%	(36)	9%	(36)	4%	(14)	386
Children attend: Private school	12%	(7)	17%	(10)	15%	(9)	15%	(9)	8%	(5)	3%	(2)	12%	(7)	7%	(4)	5%	(3)	7%	(4)	60
Children attend: Both	—	(0)	8%	(1)	8%	(1)	23%	(3)	23%	(3)	—	(0)	—	(0)	8%	(1)	23%	(3)	8%	(1)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD6:** 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		Total N
Parents of children	30%	(137)	14%	(63)	56%	(259)	459
Gender: Male	29%	(61)	13%	(28)	58%	(122)	211
Gender: Female	31%	(76)	14%	(35)	55%	(137)	248
Age: 18-29	43%	(18)	26%	(11)	31%	(13)	42
Age: 30-44	31%	(84)	13%	(34)	56%	(150)	268
Age: 45-54	22%	(27)	12%	(15)	66%	(82)	124
Age: 55-64	28%	(5)	11%	(2)	61%	(11)	18
Age: 65+	43%	(3)	14%	(1)	43%	(3)	7
Generation Z: 18-21	17%	(1)	50%	(3)	33%	(2)	6
Millennial: Age 22-37	41%	(69)	16%	(27)	43%	(72)	168
Generation X: Age 38-53	23%	(58)	11%	(29)	66%	(169)	256
Boomers: Age 54-72	31%	(9)	14%	(4)	55%	(16)	29
PID: Rep (no lean)	30%	(45)	14%	(22)	56%	(85)	152
PID: Dem (no lean)	36%	(49)	12%	(16)	53%	(73)	138
PID: Ind (no lean)	25%	(30)	15%	(18)	60%	(71)	119
PID/Gender: Dem Men	44%	(26)	10%	(6)	46%	(27)	59
PID/Gender: Dem Women	29%	(23)	13%	(10)	58%	(46)	79
PID/Gender: Ind Men	22%	(12)	13%	(7)	65%	(35)	54
PID/Gender: Ind Women	28%	(18)	17%	(11)	55%	(36)	65
PID/Gender: Rep Men	25%	(18)	15%	(11)	60%	(44)	73
PID/Gender: Rep Women	34%	(27)	14%	(11)	52%	(41)	79
Ideo: Liberal (1-3)	34%	(44)	13%	(17)	53%	(69)	130
Ideo: Moderate (4)	27%	(26)	17%	(16)	56%	(53)	95
Ideo: Conservative (5-7)	27%	(41)	12%	(18)	61%	(93)	152
Educ: < College	33%	(99)	13%	(41)	54%	(164)	304
Educ: Bachelors degree	27%	(23)	15%	(13)	58%	(49)	85
Educ: Post-grad	21%	(15)	13%	(9)	66%	(46)	70

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**Table BRD6:** 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		Total N
Parents of children	30%	(137)	14%	(63)	56%	(259)	459
Income: Under 50k	35%	(74)	15%	(32)	50%	(106)	212
Income: 50k-100k	28%	(44)	13%	(20)	59%	(94)	158
Income: 100k+	21%	(19)	12%	(11)	66%	(59)	89
Ethnicity: White	29%	(106)	13%	(47)	58%	(210)	363
Ethnicity: Hispanic	35%	(18)	27%	(14)	37%	(19)	51
Ethnicity: Afr. Am.	36%	(20)	11%	(6)	53%	(29)	55
Ethnicity: Other	27%	(11)	24%	(10)	49%	(20)	41
Relig: Protestant	25%	(23)	11%	(10)	64%	(58)	91
Relig: Roman Catholic	33%	(27)	6%	(5)	61%	(50)	82
Relig: Something Else	33%	(17)	20%	(10)	47%	(24)	51
Relig: Jewish	38%	(3)	38%	(3)	25%	(2)	8
Relig: Evangelical	33%	(45)	16%	(21)	51%	(69)	135
Relig: Non-Evang. Catholics	24%	(26)	6%	(6)	70%	(75)	107
Relig: All Christian	29%	(71)	11%	(27)	60%	(144)	242
Relig: All Non-Christian	33%	(17)	20%	(10)	47%	(24)	51
Community: Urban	38%	(37)	12%	(12)	50%	(49)	98
Community: Suburban	27%	(57)	14%	(30)	59%	(125)	212
Community: Rural	29%	(43)	14%	(21)	57%	(85)	149
Employ: Private Sector	32%	(66)	11%	(23)	57%	(120)	209
Employ: Government	26%	(11)	10%	(4)	64%	(27)	42
Employ: Self-Employed	20%	(9)	16%	(7)	64%	(28)	44
Employ: Homemaker	30%	(20)	18%	(12)	52%	(34)	66
Employ: Student	25%	(2)	38%	(3)	38%	(3)	8
Employ: Retired	46%	(6)	23%	(3)	31%	(4)	13
Employ: Unemployed	28%	(9)	9%	(3)	62%	(20)	32
Employ: Other	31%	(14)	18%	(8)	51%	(23)	45
Military HH: Yes	34%	(25)	23%	(17)	43%	(32)	74
Military HH: No	29%	(112)	12%	(46)	59%	(227)	385
RD/WT: Right Direction	29%	(61)	14%	(30)	57%	(122)	213
RD/WT: Wrong Track	31%	(76)	13%	(33)	56%	(137)	246

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**Table BRD6:** 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		Total N
Parents of children	30%	(137)	14%	(63)	56%	(259)	459
Trump Job Approve	29%	(65)	13%	(30)	58%	(130)	225
Trump Job Disapprove	31%	(65)	12%	(26)	56%	(117)	208
Trump Job Strongly Approve	30%	(34)	12%	(14)	58%	(66)	114
Trump Job Somewhat Approve	28%	(31)	14%	(16)	58%	(64)	111
Trump Job Somewhat Disapprove	22%	(13)	20%	(12)	58%	(34)	59
Trump Job Strongly Disapprove	35%	(52)	9%	(14)	56%	(83)	149
#1 Issue: Economy	25%	(43)	15%	(25)	60%	(104)	172
#1 Issue: Security	29%	(23)	12%	(9)	59%	(46)	78
#1 Issue: Health Care	35%	(29)	12%	(10)	54%	(45)	84
#1 Issue: Medicare / Social Security	35%	(7)	25%	(5)	40%	(8)	20
#1 Issue: Women's Issues	38%	(6)	19%	(3)	44%	(7)	16
#1 Issue: Education	29%	(16)	16%	(9)	55%	(30)	55
#1 Issue: Energy	43%	(6)	—	(0)	57%	(8)	14
#1 Issue: Other	35%	(7)	10%	(2)	55%	(11)	20
2016 Vote: Hillary Clinton	30%	(38)	10%	(13)	60%	(76)	127
2016 Vote: Donald Trump	30%	(56)	15%	(28)	55%	(101)	185
2016 Vote: Someone else	29%	(17)	16%	(9)	55%	(32)	58
2016 Vote: Didn't Vote	29%	(26)	15%	(13)	56%	(50)	89
Voted in 2014: Yes	28%	(86)	13%	(40)	58%	(177)	303
Voted in 2014: No	33%	(51)	15%	(23)	53%	(82)	156
2012 Vote: Barack Obama	34%	(63)	13%	(24)	53%	(99)	186
2012 Vote: Mitt Romney	27%	(33)	11%	(14)	62%	(77)	124
2012 Vote: Other	23%	(7)	16%	(5)	61%	(19)	31
2012 Vote: Didn't Vote	29%	(34)	17%	(20)	54%	(64)	118
4-Region: Northeast	32%	(24)	8%	(6)	59%	(44)	74
4-Region: Midwest	31%	(37)	14%	(17)	55%	(67)	121
4-Region: South	29%	(51)	16%	(28)	55%	(96)	175
4-Region: West	28%	(25)	13%	(12)	58%	(52)	89
Favorable of Trump	29%	(64)	14%	(31)	56%	(122)	217
Unfavorable of Trump	31%	(68)	12%	(27)	56%	(122)	217

Continued on next page

**Table BRD6:** 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		Total N
Parents of children	30%	(137)	14%	(63)	56%	(259)	459
Very Favorable of Trump	32%	(38)	15%	(18)	53%	(64)	120
Somewhat Favorable of Trump	27%	(26)	13%	(13)	60%	(58)	97
Somewhat Unfavorable of Trump	14%	(7)	20%	(10)	65%	(32)	49
Very Unfavorable of Trump	36%	(61)	10%	(17)	54%	(90)	168
Pre-school	52%	(45)	13%	(11)	35%	(30)	86
Grade school (Grades 1 – 5)	32%	(69)	14%	(30)	54%	(118)	217
Middle school (Grades 6 – 8)	25%	(42)	14%	(24)	60%	(101)	167
High school (Grades 9 – 12)	24%	(43)	15%	(26)	61%	(109)	178
Children attend: Public school	30%	(117)	14%	(53)	56%	(216)	386
Children attend: Private school	28%	(17)	13%	(8)	58%	(35)	60
Children attend: Both	23%	(3)	15%	(2)	62%	(8)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7:** *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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Parents of children	25%	(116)	46%	(211)	20%	(94)	1%	(5)	7%	(33)	459
Gender: Male	23%	(49)	45%	(95)	23%	(49)	2%	(4)	7%	(14)	211
Gender: Female	27%	(67)	47%	(116)	18%	(45)	—	(1)	8%	(19)	248
Age: 18-29	31%	(13)	38%	(16)	24%	(10)	2%	(1)	5%	(2)	42
Age: 30-44	28%	(76)	44%	(118)	21%	(55)	—	(1)	7%	(18)	268
Age: 45-54	19%	(23)	53%	(66)	19%	(23)	2%	(2)	8%	(10)	124
Age: 55-64	17%	(3)	33%	(6)	33%	(6)	6%	(1)	11%	(2)	18
Age: 65+	14%	(1)	71%	(5)	—	(0)	—	(0)	14%	(1)	7
Generation Z: 18-21	—	(0)	50%	(3)	33%	(2)	17%	(1)	—	(0)	6
Millennial: Age 22-37	32%	(54)	44%	(74)	18%	(30)	1%	(1)	5%	(9)	168
Generation X: Age 38-53	22%	(57)	48%	(122)	21%	(55)	1%	(2)	8%	(20)	256
Boomers: Age 54-72	17%	(5)	41%	(12)	24%	(7)	3%	(1)	14%	(4)	29
PID: Rep (no lean)	24%	(36)	45%	(69)	24%	(37)	1%	(1)	6%	(9)	152
PID: Dem (no lean)	22%	(31)	53%	(73)	17%	(24)	3%	(4)	4%	(6)	138
PID: Ind (no lean)	29%	(34)	44%	(52)	21%	(25)	—	(0)	7%	(8)	119
PID/Gender: Dem Men	17%	(10)	51%	(30)	19%	(11)	5%	(3)	8%	(5)	59
PID/Gender: Dem Women	27%	(21)	54%	(43)	16%	(13)	1%	(1)	1%	(1)	79
PID/Gender: Ind Men	28%	(15)	43%	(23)	24%	(13)	—	(0)	6%	(3)	54
PID/Gender: Ind Women	29%	(19)	45%	(29)	18%	(12)	—	(0)	8%	(5)	65
PID/Gender: Rep Men	25%	(18)	42%	(31)	27%	(20)	1%	(1)	4%	(3)	73
PID/Gender: Rep Women	23%	(18)	48%	(38)	22%	(17)	—	(0)	8%	(6)	79
Ideo: Liberal (1-3)	25%	(33)	45%	(58)	26%	(34)	1%	(1)	3%	(4)	130
Ideo: Moderate (4)	22%	(21)	51%	(48)	18%	(17)	1%	(1)	8%	(8)	95
Ideo: Conservative (5-7)	24%	(37)	48%	(73)	20%	(31)	2%	(3)	5%	(8)	152
Educ: < College	31%	(94)	48%	(145)	12%	(35)	—	(1)	10%	(29)	304
Educ: Bachelors degree	12%	(10)	48%	(41)	34%	(29)	4%	(3)	2%	(2)	85
Educ: Post-grad	17%	(12)	36%	(25)	43%	(30)	1%	(1)	3%	(2)	70

Continued on next page

**Table BRD7:** *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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Parents of children	25%	(116)	46%	(211)	20%	(94)	1%	(5)	7%	(33)	459
Income: Under 50k	33%	(69)	43%	(91)	11%	(24)	1%	(2)	12%	(26)	212
Income: 50k-100k	24%	(38)	48%	(76)	23%	(37)	1%	(2)	3%	(5)	158
Income: 100k+	10%	(9)	49%	(44)	37%	(33)	1%	(1)	2%	(2)	89
Ethnicity: White	25%	(92)	45%	(163)	21%	(77)	1%	(5)	7%	(26)	363
Ethnicity: Hispanic	20%	(10)	47%	(24)	20%	(10)	6%	(3)	8%	(4)	51
Ethnicity: Afr. Am.	29%	(16)	55%	(30)	9%	(5)	—	(0)	7%	(4)	55
Ethnicity: Other	20%	(8)	44%	(18)	29%	(12)	—	(0)	7%	(3)	41
Relig: Protestant	21%	(19)	51%	(46)	22%	(20)	1%	(1)	5%	(5)	91
Relig: Roman Catholic	24%	(20)	45%	(37)	27%	(22)	1%	(1)	2%	(2)	82
Relig: Something Else	31%	(16)	41%	(21)	16%	(8)	—	(0)	12%	(6)	51
Relig: Jewish	—	(0)	50%	(4)	38%	(3)	12%	(1)	—	(0)	8
Relig: Evangelical	27%	(37)	49%	(66)	17%	(23)	—	(0)	7%	(9)	135
Relig: Non-Evang. Catholics	23%	(25)	45%	(48)	26%	(28)	2%	(2)	4%	(4)	107
Relig: All Christian	26%	(62)	47%	(114)	21%	(51)	1%	(2)	5%	(13)	242
Relig: All Non-Christian	31%	(16)	41%	(21)	16%	(8)	—	(0)	12%	(6)	51
Community: Urban	28%	(27)	40%	(39)	18%	(18)	3%	(3)	11%	(11)	98
Community: Suburban	22%	(46)	49%	(103)	25%	(53)	1%	(2)	4%	(8)	212
Community: Rural	29%	(43)	46%	(69)	15%	(23)	—	(0)	9%	(14)	149
Employ: Private Sector	19%	(40)	52%	(109)	24%	(51)	1%	(3)	3%	(6)	209
Employ: Government	10%	(4)	60%	(25)	31%	(13)	—	(0)	—	(0)	42
Employ: Self-Employed	36%	(16)	32%	(14)	23%	(10)	5%	(2)	5%	(2)	44
Employ: Homemaker	39%	(26)	35%	(23)	15%	(10)	—	(0)	11%	(7)	66
Employ: Student	12%	(1)	62%	(5)	12%	(1)	—	(0)	12%	(1)	8
Employ: Retired	23%	(3)	54%	(7)	15%	(2)	—	(0)	8%	(1)	13
Employ: Unemployed	28%	(9)	34%	(11)	16%	(5)	—	(0)	22%	(7)	32
Employ: Other	38%	(17)	38%	(17)	4%	(2)	—	(0)	20%	(9)	45
Military HH: Yes	22%	(16)	50%	(37)	16%	(12)	4%	(3)	8%	(6)	74
Military HH: No	26%	(100)	45%	(174)	21%	(82)	1%	(2)	7%	(27)	385
RD/WT: Right Direction	22%	(47)	45%	(95)	24%	(52)	1%	(3)	8%	(16)	213
RD/WT: Wrong Track	28%	(69)	47%	(116)	17%	(42)	1%	(2)	7%	(17)	246

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**Table BRD7:** 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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Parents of children	25%	(116)	46%	(211)	20%	(94)	1%	(5)	7%	(33)	459
Trump Job Approve	25%	(57)	44%	(99)	24%	(53)	1%	(2)	6%	(14)	225
Trump Job Disapprove	24%	(49)	51%	(106)	18%	(38)	—	(1)	7%	(14)	208
Trump Job Strongly Approve	22%	(25)	46%	(52)	24%	(27)	1%	(1)	8%	(9)	114
Trump Job Somewhat Approve	29%	(32)	42%	(47)	23%	(26)	1%	(1)	5%	(5)	111
Trump Job Somewhat Disapprove	34%	(20)	42%	(25)	19%	(11)	—	(0)	5%	(3)	59
Trump Job Strongly Disapprove	19%	(29)	54%	(81)	18%	(27)	1%	(1)	7%	(11)	149
#1 Issue: Economy	27%	(46)	45%	(77)	22%	(37)	—	(0)	7%	(12)	172
#1 Issue: Security	24%	(19)	45%	(35)	26%	(20)	1%	(1)	4%	(3)	78
#1 Issue: Health Care	20%	(17)	51%	(43)	18%	(15)	1%	(1)	10%	(8)	84
#1 Issue: Medicare / Social Security	25%	(5)	65%	(13)	10%	(2)	—	(0)	—	(0)	20
#1 Issue: Women's Issues	50%	(8)	19%	(3)	6%	(1)	12%	(2)	12%	(2)	16
#1 Issue: Education	18%	(10)	47%	(26)	27%	(15)	2%	(1)	5%	(3)	55
#1 Issue: Energy	29%	(4)	50%	(7)	21%	(3)	—	(0)	—	(0)	14
#1 Issue: Other	35%	(7)	35%	(7)	5%	(1)	—	(0)	25%	(5)	20
2016 Vote: Hillary Clinton	19%	(24)	54%	(68)	20%	(26)	2%	(2)	6%	(7)	127
2016 Vote: Donald Trump	24%	(44)	45%	(83)	24%	(45)	2%	(3)	5%	(10)	185
2016 Vote: Someone else	24%	(14)	45%	(26)	21%	(12)	—	(0)	10%	(6)	58
2016 Vote: Didn't Vote	38%	(34)	38%	(34)	12%	(11)	—	(0)	11%	(10)	89
Voted in 2014: Yes	23%	(71)	47%	(143)	22%	(66)	1%	(4)	6%	(19)	303
Voted in 2014: No	29%	(45)	44%	(68)	18%	(28)	1%	(1)	9%	(14)	156
2012 Vote: Barack Obama	23%	(43)	51%	(94)	19%	(36)	2%	(4)	5%	(9)	186
2012 Vote: Mitt Romney	23%	(29)	45%	(56)	25%	(31)	1%	(1)	6%	(7)	124
2012 Vote: Other	32%	(10)	32%	(10)	23%	(7)	—	(0)	13%	(4)	31
2012 Vote: Didn't Vote	29%	(34)	43%	(51)	17%	(20)	—	(0)	11%	(13)	118
4-Region: Northeast	24%	(18)	39%	(29)	30%	(22)	1%	(1)	5%	(4)	74
4-Region: Midwest	23%	(28)	51%	(62)	21%	(26)	—	(0)	4%	(5)	121
4-Region: South	32%	(56)	45%	(79)	14%	(25)	1%	(1)	8%	(14)	175
4-Region: West	16%	(14)	46%	(41)	24%	(21)	3%	(3)	11%	(10)	89
Favorable of Trump	26%	(57)	43%	(94)	23%	(49)	1%	(3)	6%	(14)	217
Unfavorable of Trump	22%	(48)	52%	(112)	20%	(43)	1%	(2)	6%	(12)	217

Continued on next page

**Table BRD7:** *And, how do you plan to pay for your child's back-to-school items?*

<b>Demographic</b>	<b>Cash</b>		<b>Debit card</b>		<b>Credit card</b>		<b>Check</b>		<b>Don't Know / No Opinion</b>		<b>Total N</b>
Parents of children	25%	(116)	46%	(211)	20%	(94)	1%	(5)	7%	(33)	459
Very Favorable of Trump	23%	(28)	44%	(53)	22%	(27)	2%	(3)	8%	(9)	120
Somewhat Favorable of Trump	30%	(29)	42%	(41)	23%	(22)	—	(0)	5%	(5)	97
Somewhat Unfavorable of Trump	18%	(9)	49%	(24)	29%	(14)	2%	(1)	2%	(1)	49
Very Unfavorable of Trump	23%	(39)	52%	(88)	17%	(29)	1%	(1)	7%	(11)	168
Pre-school	22%	(19)	51%	(44)	19%	(16)	—	(0)	8%	(7)	86
Grade school (Grades 1 – 5)	27%	(59)	49%	(106)	18%	(38)	—	(1)	6%	(13)	217
Middle school (Grades 6 – 8)	26%	(43)	48%	(80)	17%	(28)	2%	(4)	7%	(12)	167
High school (Grades 9 – 12)	21%	(38)	49%	(88)	20%	(36)	1%	(1)	8%	(15)	178
Children attend: Public school	25%	(98)	48%	(187)	18%	(68)	1%	(3)	8%	(30)	386
Children attend: Private school	27%	(16)	33%	(20)	33%	(20)	3%	(2)	3%	(2)	60
Children attend: Both	15%	(2)	31%	(4)	46%	(6)	—	(0)	8%	(1)	13

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD8:** 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 of children	44%	(204)	37%	(169)	16%	(72)	3%	(14)	459
Gender: Male	55%	(116)	31%	(65)	11%	(24)	3%	(6)	211
Gender: Female	35%	(88)	42%	(104)	19%	(48)	3%	(8)	248
Age: 18-29	43%	(18)	43%	(18)	12%	(5)	2%	(1)	42
Age: 30-44	46%	(122)	35%	(94)	17%	(45)	3%	(7)	268
Age: 45-54	40%	(50)	40%	(49)	16%	(20)	4%	(5)	124
Age: 55-64	56%	(10)	33%	(6)	6%	(1)	6%	(1)	18
Age: 65+	57%	(4)	29%	(2)	14%	(1)	—	(0)	7
Generation Z: 18-21	83%	(5)	17%	(1)	—	(0)	—	(0)	6
Millennial: Age 22-37	42%	(71)	43%	(72)	12%	(21)	2%	(4)	168
Generation X: Age 38-53	44%	(113)	34%	(86)	19%	(49)	3%	(8)	256
Boomers: Age 54-72	52%	(15)	34%	(10)	7%	(2)	7%	(2)	29
PID: Rep (no lean)	51%	(77)	33%	(50)	14%	(22)	2%	(3)	152
PID: Dem (no lean)	45%	(62)	38%	(52)	14%	(20)	3%	(4)	138
PID: Ind (no lean)	39%	(47)	43%	(51)	14%	(17)	3%	(4)	119
PID/Gender: Dem Men	51%	(30)	31%	(18)	14%	(8)	5%	(3)	59
PID/Gender: Dem Women	41%	(32)	43%	(34)	15%	(12)	1%	(1)	79
PID/Gender: Ind Men	56%	(30)	33%	(18)	9%	(5)	2%	(1)	54
PID/Gender: Ind Women	26%	(17)	51%	(33)	18%	(12)	5%	(3)	65
PID/Gender: Rep Men	60%	(44)	29%	(21)	10%	(7)	1%	(1)	73
PID/Gender: Rep Women	42%	(33)	37%	(29)	19%	(15)	3%	(2)	79
Ideo: Liberal (1-3)	42%	(54)	45%	(59)	12%	(15)	2%	(2)	130
Ideo: Moderate (4)	48%	(46)	34%	(32)	15%	(14)	3%	(3)	95
Ideo: Conservative (5-7)	49%	(75)	33%	(50)	16%	(24)	2%	(3)	152
Educ: < College	35%	(105)	42%	(127)	20%	(61)	4%	(11)	304
Educ: Bachelors degree	68%	(58)	27%	(23)	4%	(3)	1%	(1)	85
Educ: Post-grad	59%	(41)	27%	(19)	11%	(8)	3%	(2)	70

Continued on next page



**Table BRD8:** 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
	%	(N)	%	(N)	%	(N)	%	(N)	
Parents of children	44%	(204)	37%	(169)	16%	(72)	3%	(14)	459
Income: Under 50k	28%	(59)	43%	(91)	25%	(52)	5%	(10)	212
Income: 50k-100k	54%	(85)	38%	(60)	7%	(11)	1%	(2)	158
Income: 100k+	67%	(60)	20%	(18)	10%	(9)	2%	(2)	89
Ethnicity: White	45%	(163)	37%	(135)	15%	(56)	2%	(9)	363
Ethnicity: Hispanic	53%	(27)	29%	(15)	14%	(7)	4%	(2)	51
Ethnicity: Afr. Am.	38%	(21)	35%	(19)	24%	(13)	4%	(2)	55
Ethnicity: Other	49%	(20)	37%	(15)	7%	(3)	7%	(3)	41
Relig: Protestant	44%	(40)	41%	(37)	12%	(11)	3%	(3)	91
Relig: Roman Catholic	51%	(42)	30%	(25)	16%	(13)	2%	(2)	82
Relig: Something Else	33%	(17)	41%	(21)	22%	(11)	4%	(2)	51
Relig: Jewish	100%	(8)	—	(0)	—	(0)	—	(0)	8
Relig: Evangelical	41%	(55)	41%	(55)	15%	(20)	4%	(5)	135
Relig: Non-Evang. Catholics	50%	(54)	34%	(36)	15%	(16)	1%	(1)	107
Relig: All Christian	45%	(109)	38%	(91)	15%	(36)	2%	(6)	242
Relig: All Non-Christian	33%	(17)	41%	(21)	22%	(11)	4%	(2)	51
Community: Urban	46%	(45)	34%	(33)	15%	(15)	5%	(5)	98
Community: Suburban	49%	(104)	36%	(76)	14%	(29)	1%	(3)	212
Community: Rural	37%	(55)	40%	(60)	19%	(28)	4%	(6)	149
Employ: Private Sector	51%	(106)	38%	(79)	11%	(22)	1%	(2)	209
Employ: Government	48%	(20)	40%	(17)	5%	(2)	7%	(3)	42
Employ: Self-Employed	52%	(23)	27%	(12)	18%	(8)	2%	(1)	44
Employ: Homemaker	39%	(26)	36%	(24)	20%	(13)	5%	(3)	66
Employ: Student	50%	(4)	50%	(4)	—	(0)	—	(0)	8
Employ: Retired	38%	(5)	46%	(6)	15%	(2)	—	(0)	13
Employ: Unemployed	9%	(3)	47%	(15)	38%	(12)	6%	(2)	32
Employ: Other	38%	(17)	27%	(12)	29%	(13)	7%	(3)	45
Military HH: Yes	42%	(31)	41%	(30)	15%	(11)	3%	(2)	74
Military HH: No	45%	(173)	36%	(139)	16%	(61)	3%	(12)	385

Continued on next page

**Table BRD8:** 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
	%	(N)	%	(N)	%	(N)	%	(N)	
Parents of children	44%	(204)	37%	(169)	16%	(72)	3%	(14)	459
RD/WT: Right Direction	47%	(101)	36%	(76)	13%	(27)	4%	(9)	213
RD/WT: Wrong Track	42%	(103)	38%	(93)	18%	(45)	2%	(5)	246
Trump Job Approve	48%	(107)	36%	(81)	15%	(33)	2%	(4)	225
Trump Job Disapprove	43%	(89)	38%	(80)	15%	(31)	4%	(8)	208
Trump Job Strongly Approve	46%	(52)	35%	(40)	16%	(18)	4%	(4)	114
Trump Job Somewhat Approve	50%	(55)	37%	(41)	14%	(15)	—	(0)	111
Trump Job Somewhat Disapprove	39%	(23)	41%	(24)	15%	(9)	5%	(3)	59
Trump Job Strongly Disapprove	44%	(66)	38%	(56)	15%	(22)	3%	(5)	149
#1 Issue: Economy	45%	(77)	39%	(67)	15%	(25)	2%	(3)	172
#1 Issue: Security	58%	(45)	23%	(18)	18%	(14)	1%	(1)	78
#1 Issue: Health Care	33%	(28)	45%	(38)	17%	(14)	5%	(4)	84
#1 Issue: Medicare / Social Security	50%	(10)	40%	(8)	10%	(2)	—	(0)	20
#1 Issue: Women's Issues	38%	(6)	44%	(7)	12%	(2)	6%	(1)	16
#1 Issue: Education	44%	(24)	35%	(19)	18%	(10)	4%	(2)	55
#1 Issue: Energy	57%	(8)	36%	(5)	7%	(1)	—	(0)	14
#1 Issue: Other	30%	(6)	35%	(7)	20%	(4)	15%	(3)	20
2016 Vote: Hillary Clinton	47%	(60)	37%	(47)	13%	(16)	3%	(4)	127
2016 Vote: Donald Trump	50%	(92)	35%	(65)	12%	(23)	3%	(5)	185
2016 Vote: Someone else	50%	(29)	34%	(20)	12%	(7)	3%	(2)	58
2016 Vote: Didn't Vote	26%	(23)	42%	(37)	29%	(26)	3%	(3)	89
Voted in 2014: Yes	49%	(149)	34%	(103)	15%	(45)	2%	(6)	303
Voted in 2014: No	35%	(55)	42%	(66)	17%	(27)	5%	(8)	156
2012 Vote: Barack Obama	43%	(80)	39%	(72)	16%	(29)	3%	(5)	186
2012 Vote: Mitt Romney	57%	(71)	31%	(38)	10%	(12)	2%	(3)	124
2012 Vote: Other	42%	(13)	48%	(15)	6%	(2)	3%	(1)	31
2012 Vote: Didn't Vote	34%	(40)	37%	(44)	25%	(29)	4%	(5)	118

Continued on next page

**Table BRD8:** 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 of children	44%	(204)	37%	(169)	16%	(72)	3%	(14)	459
4-Region: Northeast	42%	(31)	43%	(32)	9%	(7)	5%	(4)	74
4-Region: Midwest	40%	(49)	36%	(43)	21%	(25)	3%	(4)	121
4-Region: South	43%	(76)	39%	(69)	15%	(26)	2%	(4)	175
4-Region: West	54%	(48)	28%	(25)	16%	(14)	2%	(2)	89
Favorable of Trump	47%	(101)	37%	(81)	14%	(31)	2%	(4)	217
Unfavorable of Trump	43%	(94)	38%	(83)	16%	(34)	3%	(6)	217
Very Favorable of Trump	46%	(55)	35%	(42)	16%	(19)	3%	(4)	120
Somewhat Favorable of Trump	47%	(46)	40%	(39)	12%	(12)	—	(0)	97
Somewhat Unfavorable of Trump	55%	(27)	31%	(15)	14%	(7)	—	(0)	49
Very Unfavorable of Trump	40%	(67)	40%	(68)	16%	(27)	4%	(6)	168
Pre-school	48%	(41)	37%	(32)	13%	(11)	2%	(2)	86
Grade school (Grades 1 – 5)	44%	(95)	35%	(77)	18%	(40)	2%	(5)	217
Middle school (Grades 6 – 8)	39%	(65)	44%	(74)	15%	(25)	2%	(3)	167
High school (Grades 9 – 12)	43%	(77)	34%	(61)	19%	(33)	4%	(7)	178
Children attend: Public school	41%	(159)	40%	(154)	16%	(61)	3%	(12)	386
Children attend: Private school	62%	(37)	18%	(11)	17%	(10)	3%	(2)	60
Children attend: Both	62%	(8)	31%	(4)	8%	(1)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD9:** Thinking back to your own back-to-school shopping growing up, would you say back-to-school shopping for your child is more expensive, less expensive, or about as expensive as it was when you were going to school?

Demographic	More expensive		Less expensive		No more or less expensive		Don't know/No opinion		Total N
Parents of children	79%	(364)	9%	(42)	7%	(34)	4%	(19)	459
Gender: Male	76%	(160)	13%	(27)	7%	(15)	4%	(9)	211
Gender: Female	82%	(204)	6%	(15)	8%	(19)	4%	(10)	248
Age: 18-29	55%	(23)	29%	(12)	7%	(3)	10%	(4)	42
Age: 30-44	82%	(219)	7%	(20)	7%	(18)	4%	(11)	268
Age: 45-54	82%	(102)	6%	(8)	9%	(11)	2%	(3)	124
Age: 55-64	83%	(15)	6%	(1)	11%	(2)	—	(0)	18
Age: 65+	71%	(5)	14%	(1)	—	(0)	14%	(1)	7
Generation Z: 18-21	67%	(4)	17%	(1)	—	(0)	17%	(1)	6
Millennial: Age 22-37	73%	(123)	13%	(22)	8%	(14)	5%	(9)	168
Generation X: Age 38-53	84%	(215)	6%	(16)	7%	(17)	3%	(8)	256
Boomers: Age 54-72	76%	(22)	10%	(3)	10%	(3)	3%	(1)	29
PID: Rep (no lean)	77%	(117)	11%	(17)	9%	(13)	3%	(5)	152
PID: Dem (no lean)	82%	(113)	9%	(12)	7%	(10)	2%	(3)	138
PID: Ind (no lean)	79%	(94)	6%	(7)	7%	(8)	8%	(10)	119
PID/Gender: Dem Men	81%	(48)	8%	(5)	8%	(5)	2%	(1)	59
PID/Gender: Dem Women	82%	(65)	9%	(7)	6%	(5)	3%	(2)	79
PID/Gender: Ind Men	70%	(38)	9%	(5)	7%	(4)	13%	(7)	54
PID/Gender: Ind Women	86%	(56)	3%	(2)	6%	(4)	5%	(3)	65
PID/Gender: Rep Men	74%	(54)	19%	(14)	7%	(5)	—	(0)	73
PID/Gender: Rep Women	80%	(63)	4%	(3)	10%	(8)	6%	(5)	79
Ideo: Liberal (1-3)	83%	(108)	11%	(14)	4%	(5)	2%	(3)	130
Ideo: Moderate (4)	73%	(69)	9%	(9)	12%	(11)	6%	(6)	95
Ideo: Conservative (5-7)	81%	(123)	7%	(11)	8%	(12)	4%	(6)	152
Educ: < College	78%	(238)	10%	(30)	8%	(23)	4%	(13)	304
Educ: Bachelors degree	81%	(69)	9%	(8)	7%	(6)	2%	(2)	85
Educ: Post-grad	81%	(57)	6%	(4)	7%	(5)	6%	(4)	70

Continued on next page

**Table BRD9:** Thinking back to your own back-to-school shopping growing up, would you say back-to-school shopping for your child is more expensive, less expensive, or about as expensive as it was when you were going to school?

Demographic	More expensive		Less expensive		No more or less expensive		Don't know/No opinion		Total N
Parents of children	79%	(364)	9%	(42)	7%	(34)	4%	(19)	459
Income: Under 50k	76%	(162)	11%	(24)	8%	(18)	4%	(8)	212
Income: 50k-100k	81%	(128)	8%	(13)	6%	(9)	5%	(8)	158
Income: 100k+	83%	(74)	6%	(5)	8%	(7)	3%	(3)	89
Ethnicity: White	82%	(297)	7%	(26)	7%	(26)	4%	(14)	363
Ethnicity: Hispanic	73%	(37)	18%	(9)	8%	(4)	2%	(1)	51
Ethnicity: Afr. Am.	71%	(39)	16%	(9)	9%	(5)	4%	(2)	55
Ethnicity: Other	68%	(28)	17%	(7)	7%	(3)	7%	(3)	41
Relig: Protestant	78%	(71)	4%	(4)	14%	(13)	3%	(3)	91
Relig: Roman Catholic	77%	(63)	15%	(12)	7%	(6)	1%	(1)	82
Relig: Something Else	86%	(44)	8%	(4)	—	(0)	6%	(3)	51
Relig: Jewish	88%	(7)	12%	(1)	—	(0)	—	(0)	8
Relig: Evangelical	74%	(100)	13%	(18)	8%	(11)	4%	(6)	135
Relig: Non-Evang. Catholics	80%	(86)	9%	(10)	10%	(11)	—	(0)	107
Relig: All Christian	77%	(186)	12%	(28)	9%	(22)	2%	(6)	242
Relig: All Non-Christian	86%	(44)	8%	(4)	—	(0)	6%	(3)	51
Community: Urban	73%	(72)	14%	(14)	6%	(6)	6%	(6)	98
Community: Suburban	83%	(175)	7%	(15)	7%	(15)	3%	(7)	212
Community: Rural	79%	(117)	9%	(13)	9%	(13)	4%	(6)	149
Employ: Private Sector	79%	(166)	8%	(17)	9%	(18)	4%	(8)	209
Employ: Government	81%	(34)	7%	(3)	7%	(3)	5%	(2)	42
Employ: Self-Employed	84%	(37)	7%	(3)	7%	(3)	2%	(1)	44
Employ: Homemaker	74%	(49)	12%	(8)	6%	(4)	8%	(5)	66
Employ: Student	75%	(6)	12%	(1)	—	(0)	12%	(1)	8
Employ: Retired	77%	(10)	15%	(2)	—	(0)	8%	(1)	13
Employ: Unemployed	84%	(27)	6%	(2)	6%	(2)	3%	(1)	32
Employ: Other	78%	(35)	13%	(6)	9%	(4)	—	(0)	45
Military HH: Yes	81%	(60)	8%	(6)	11%	(8)	—	(0)	74
Military HH: No	79%	(304)	9%	(36)	7%	(26)	5%	(19)	385
RD/WT: Right Direction	77%	(165)	10%	(22)	8%	(18)	4%	(8)	213
RD/WT: Wrong Track	81%	(199)	8%	(20)	7%	(16)	4%	(11)	246

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**Table BRD9:** Thinking back to your own back-to-school shopping growing up, would you say back-to-school shopping for your child is more expensive, less expensive, or about as expensive as it was when you were going to school?

Demographic	More expensive		Less expensive		No more or less expensive		Don't know/No opinion		Total N
Parents of children	79%	(364)	9%	(42)	7%	(34)	4%	(19)	459
Trump Job Approve	78%	(176)	10%	(22)	9%	(21)	3%	(6)	225
Trump Job Disapprove	80%	(166)	9%	(18)	5%	(11)	6%	(13)	208
Trump Job Strongly Approve	81%	(92)	6%	(7)	9%	(10)	4%	(5)	114
Trump Job Somewhat Approve	76%	(84)	14%	(15)	10%	(11)	1%	(1)	111
Trump Job Somewhat Disapprove	71%	(42)	12%	(7)	8%	(5)	8%	(5)	59
Trump Job Strongly Disapprove	83%	(124)	7%	(11)	4%	(6)	5%	(8)	149
#1 Issue: Economy	83%	(143)	8%	(13)	6%	(10)	3%	(6)	172
#1 Issue: Security	76%	(59)	8%	(6)	12%	(9)	5%	(4)	78
#1 Issue: Health Care	77%	(65)	11%	(9)	7%	(6)	5%	(4)	84
#1 Issue: Medicare / Social Security	80%	(16)	20%	(4)	—	(0)	—	(0)	20
#1 Issue: Women's Issues	81%	(13)	6%	(1)	6%	(1)	6%	(1)	16
#1 Issue: Education	73%	(40)	9%	(5)	15%	(8)	4%	(2)	55
#1 Issue: Energy	86%	(12)	14%	(2)	—	(0)	—	(0)	14
#1 Issue: Other	80%	(16)	10%	(2)	—	(0)	10%	(2)	20
2016 Vote: Hillary Clinton	85%	(108)	8%	(10)	6%	(8)	1%	(1)	127
2016 Vote: Donald Trump	75%	(139)	11%	(20)	10%	(19)	4%	(7)	185
2016 Vote: Someone else	76%	(44)	12%	(7)	2%	(1)	10%	(6)	58
2016 Vote: Didn't Vote	82%	(73)	6%	(5)	7%	(6)	6%	(5)	89
Voted in 2014: Yes	83%	(250)	8%	(24)	7%	(20)	3%	(9)	303
Voted in 2014: No	73%	(114)	12%	(18)	9%	(14)	6%	(10)	156
2012 Vote: Barack Obama	81%	(151)	9%	(16)	8%	(14)	3%	(5)	186
2012 Vote: Mitt Romney	81%	(101)	8%	(10)	6%	(8)	4%	(5)	124
2012 Vote: Other	81%	(25)	6%	(2)	13%	(4)	—	(0)	31
2012 Vote: Didn't Vote	74%	(87)	12%	(14)	7%	(8)	8%	(9)	118
4-Region: Northeast	74%	(55)	18%	(13)	4%	(3)	4%	(3)	74
4-Region: Midwest	83%	(100)	3%	(4)	8%	(10)	6%	(7)	121
4-Region: South	78%	(137)	9%	(16)	10%	(17)	3%	(5)	175
4-Region: West	81%	(72)	10%	(9)	4%	(4)	4%	(4)	89
Favorable of Trump	82%	(177)	8%	(18)	8%	(17)	2%	(5)	217
Unfavorable of Trump	78%	(170)	10%	(21)	7%	(15)	5%	(11)	217

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**Table BRD9:** Thinking back to your own back-to-school shopping growing up, would you say back-to-school shopping for your child is more expensive, less expensive, or about as expensive as it was when you were going to school?

Demographic	More expensive		Less expensive		No more or less expensive		Don't know/No opinion		Total N
Parents of children	79%	(364)	9%	(42)	7%	(34)	4%	(19)	459
Very Favorable of Trump	82%	(98)	7%	(8)	8%	(9)	4%	(5)	120
Somewhat Favorable of Trump	81%	(79)	10%	(10)	8%	(8)	—	(0)	97
Somewhat Unfavorable of Trump	69%	(34)	8%	(4)	18%	(9)	4%	(2)	49
Very Unfavorable of Trump	81%	(136)	10%	(17)	4%	(6)	5%	(9)	168
Pre-school	79%	(68)	8%	(7)	5%	(4)	8%	(7)	86
Grade school (Grades 1 – 5)	78%	(169)	10%	(21)	9%	(20)	3%	(7)	217
Middle school (Grades 6 – 8)	81%	(135)	10%	(17)	7%	(11)	2%	(4)	167
High school (Grades 9 – 12)	83%	(148)	6%	(10)	7%	(13)	4%	(7)	178
Children attend: Public school	80%	(310)	9%	(34)	7%	(26)	4%	(16)	386
Children attend: Private school	68%	(41)	13%	(8)	13%	(8)	5%	(3)	60
Children attend: Both	100%	(13)	—	(0)	—	(0)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10\_1NET:** Which of the following items do you plan to purchase? Please select all that apply. - School supplies (i.e. pens, folders, backpack, etc.)

Demographic	Selected	Not Selected	Total N
Parents of children	93% (426)	7% (33)	459
Gender: Male	91% (192)	9% (19)	211
Gender: Female	94% (234)	6% (14)	248
Age: 18-29	98% (41)	2% (1)	42
Age: 30-44	92% (247)	8% (21)	268
Age: 45-54	94% (116)	6% (8)	124
Age: 55-64	89% (16)	11% (2)	18
Age: 65+	86% (6)	14% (1)	7
Generation Z: 18-21	100% (6)	— (0)	6
Millennial: Age 22-37	91% (153)	9% (15)	168
Generation X: Age 38-53	95% (242)	5% (14)	256
Boomers: Age 54-72	86% (25)	14% (4)	29
PID: Rep (no lean)	91% (139)	9% (13)	152
PID: Dem (no lean)	96% (132)	4% (6)	138
PID: Ind (no lean)	92% (109)	8% (10)	119
PID/Gender: Dem Men	95% (56)	5% (3)	59
PID/Gender: Dem Women	96% (76)	4% (3)	79
PID/Gender: Ind Men	87% (47)	13% (7)	54
PID/Gender: Ind Women	95% (62)	5% (3)	65
PID/Gender: Rep Men	90% (66)	10% (7)	73
PID/Gender: Rep Women	92% (73)	8% (6)	79
Ideo: Liberal (1-3)	92% (119)	8% (11)	130
Ideo: Moderate (4)	93% (88)	7% (7)	95
Ideo: Conservative (5-7)	93% (142)	7% (10)	152
Educ: < College	93% (284)	7% (20)	304
Educ: Bachelors degree	93% (79)	7% (6)	85
Educ: Post-grad	90% (63)	10% (7)	70

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**Table BRD10\_INET:** Which of the following items do you plan to purchase? Please select all that apply. - School supplies (i.e. pens, folders, backpack, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	93%	(426)	7%	(33)	459
Income: Under 50k	91%	(193)	9%	(19)	212
Income: 50k-100k	94%	(149)	6%	(9)	158
Income: 100k+	94%	(84)	6%	(5)	89
Ethnicity: White	93%	(339)	7%	(24)	363
Ethnicity: Hispanic	90%	(46)	10%	(5)	51
Ethnicity: Afr. Am.	93%	(51)	7%	(4)	55
Ethnicity: Other	88%	(36)	12%	(5)	41
Relig: Protestant	93%	(85)	7%	(6)	91
Relig: Roman Catholic	93%	(76)	7%	(6)	82
Relig: Something Else	92%	(47)	8%	(4)	51
Relig: Jewish	100%	(8)	—	(0)	8
Relig: Evangelical	93%	(126)	7%	(9)	135
Relig: Non-Evang. Catholics	92%	(98)	8%	(9)	107
Relig: All Christian	93%	(224)	7%	(18)	242
Relig: All Non-Christian	92%	(47)	8%	(4)	51
Community: Urban	91%	(89)	9%	(9)	98
Community: Suburban	94%	(199)	6%	(13)	212
Community: Rural	93%	(138)	7%	(11)	149
Employ: Private Sector	98%	(204)	2%	(5)	209
Employ: Government	95%	(40)	5%	(2)	42
Employ: Self-Employed	86%	(38)	14%	(6)	44
Employ: Homemaker	86%	(57)	14%	(9)	66
Employ: Student	100%	(8)	—	(0)	8
Employ: Retired	85%	(11)	15%	(2)	13
Employ: Unemployed	88%	(28)	12%	(4)	32
Employ: Other	89%	(40)	11%	(5)	45
Military HH: Yes	88%	(65)	12%	(9)	74
Military HH: No	94%	(361)	6%	(24)	385
RD/WT: Right Direction	90%	(191)	10%	(22)	213
RD/WT: Wrong Track	96%	(235)	4%	(11)	246

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**Table BRD10\_1NET:** Which of the following items do you plan to purchase? Please select all that apply. - School supplies (i.e. pens, folders, backpack, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	93%	(426)	7%	(33)	459
Trump Job Approve	91%	(205)	9%	(20)	225
Trump Job Disapprove	95%	(198)	5%	(10)	208
Trump Job Strongly Approve	88%	(100)	12%	(14)	114
Trump Job Somewhat Approve	95%	(105)	5%	(6)	111
Trump Job Somewhat Disapprove	95%	(56)	5%	(3)	59
Trump Job Strongly Disapprove	95%	(142)	5%	(7)	149
#1 Issue: Economy	94%	(162)	6%	(10)	172
#1 Issue: Security	96%	(75)	4%	(3)	78
#1 Issue: Health Care	95%	(80)	5%	(4)	84
#1 Issue: Medicare / Social Security	90%	(18)	10%	(2)	20
#1 Issue: Women's Issues	75%	(12)	25%	(4)	16
#1 Issue: Education	91%	(50)	9%	(5)	55
#1 Issue: Energy	93%	(13)	7%	(1)	14
#1 Issue: Other	80%	(16)	20%	(4)	20
2016 Vote: Hillary Clinton	95%	(121)	5%	(6)	127
2016 Vote: Donald Trump	91%	(169)	9%	(16)	185
2016 Vote: Someone else	95%	(55)	5%	(3)	58
2016 Vote: Didn't Vote	91%	(81)	9%	(8)	89
Voted in 2014: Yes	94%	(284)	6%	(19)	303
Voted in 2014: No	91%	(142)	9%	(14)	156
2012 Vote: Barack Obama	95%	(177)	5%	(9)	186
2012 Vote: Mitt Romney	90%	(112)	10%	(12)	124
2012 Vote: Other	97%	(30)	3%	(1)	31
2012 Vote: Didn't Vote	91%	(107)	9%	(11)	118
4-Region: Northeast	93%	(69)	7%	(5)	74
4-Region: Midwest	92%	(111)	8%	(10)	121
4-Region: South	94%	(165)	6%	(10)	175
4-Region: West	91%	(81)	9%	(8)	89
Favorable of Trump	91%	(197)	9%	(20)	217
Unfavorable of Trump	95%	(206)	5%	(11)	217

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**Table BRD10\_1NET:** Which of the following items do you plan to purchase? Please select all that apply. - School supplies (i.e. pens, folders, backpack, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	93%	(426)	7%	(33)	459
Very Favorable of Trump	88%	(106)	12%	(14)	120
Somewhat Favorable of Trump	94%	(91)	6%	(6)	97
Somewhat Unfavorable of Trump	96%	(47)	4%	(2)	49
Very Unfavorable of Trump	95%	(159)	5%	(9)	168
Pre-school	90%	(77)	10%	(9)	86
Grade school (Grades 1 – 5)	92%	(199)	8%	(18)	217
Middle school (Grades 6 – 8)	96%	(161)	4%	(6)	167
High school (Grades 9 – 12)	94%	(168)	6%	(10)	178
Children attend: Public school	95%	(366)	5%	(20)	386
Children attend: Private school	78%	(47)	22%	(13)	60
Children attend: Both	100%	(13)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10\_2NET:** Which of the following items do you plan to purchase? Please select all that apply. - Clothes (i.e. shirts, shoes, coats, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	90%	(412)	10%	(47)	459
Gender: Male	90%	(189)	10%	(22)	211
Gender: Female	90%	(223)	10%	(25)	248
Age: 18-29	93%	(39)	7%	(3)	42
Age: 30-44	91%	(245)	9%	(23)	268
Age: 45-54	85%	(105)	15%	(19)	124
Age: 55-64	94%	(17)	6%	(1)	18
Age: 65+	86%	(6)	14%	(1)	7
Generation Z: 18-21	100%	(6)	—	(0)	6
Millennial: Age 22-37	91%	(153)	9%	(15)	168
Generation X: Age 38-53	89%	(227)	11%	(29)	256
Boomers: Age 54-72	90%	(26)	10%	(3)	29
PID: Rep (no lean)	88%	(133)	12%	(19)	152
PID: Dem (no lean)	91%	(125)	9%	(13)	138
PID: Ind (no lean)	91%	(108)	9%	(11)	119
PID/Gender: Dem Men	92%	(54)	8%	(5)	59
PID/Gender: Dem Women	90%	(71)	10%	(8)	79
PID/Gender: Ind Men	89%	(48)	11%	(6)	54
PID/Gender: Ind Women	92%	(60)	8%	(5)	65
PID/Gender: Rep Men	86%	(63)	14%	(10)	73
PID/Gender: Rep Women	89%	(70)	11%	(9)	79
Ideo: Liberal (1-3)	89%	(116)	11%	(14)	130
Ideo: Moderate (4)	89%	(85)	11%	(10)	95
Ideo: Conservative (5-7)	88%	(133)	12%	(19)	152
Educ: < College	92%	(280)	8%	(24)	304
Educ: Bachelors degree	85%	(72)	15%	(13)	85
Educ: Post-grad	86%	(60)	14%	(10)	70
Income: Under 50k	90%	(191)	10%	(21)	212
Income: 50k-100k	92%	(145)	8%	(13)	158
Income: 100k+	85%	(76)	15%	(13)	89

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**Table BRD10\_2NET: Which of the following items do you plan to purchase? Please select all that apply. - Clothes (i.e. shirts, shoes, coats, etc.)**

Demographic	Selected		Not Selected		Total N
Parents of children	90%	(412)	10%	(47)	459
Ethnicity: White	90%	(326)	10%	(37)	363
Ethnicity: Hispanic	86%	(44)	14%	(7)	51
Ethnicity: Afr. Am.	91%	(50)	9%	(5)	55
Ethnicity: Other	88%	(36)	12%	(5)	41
Relig: Protestant	88%	(80)	12%	(11)	91
Relig: Roman Catholic	89%	(73)	11%	(9)	82
Relig: Something Else	94%	(48)	6%	(3)	51
Relig: Jewish	100%	(8)	—	(0)	8
Relig: Evangelical	93%	(125)	7%	(10)	135
Relig: Non-Evang. Catholics	85%	(91)	15%	(16)	107
Relig: All Christian	89%	(216)	11%	(26)	242
Relig: All Non-Christian	94%	(48)	6%	(3)	51
Community: Urban	89%	(87)	11%	(11)	98
Community: Suburban	90%	(190)	10%	(22)	212
Community: Rural	91%	(135)	9%	(14)	149
Employ: Private Sector	93%	(194)	7%	(15)	209
Employ: Government	88%	(37)	12%	(5)	42
Employ: Self-Employed	86%	(38)	14%	(6)	44
Employ: Homemaker	83%	(55)	17%	(11)	66
Employ: Student	88%	(7)	12%	(1)	8
Employ: Retired	85%	(11)	15%	(2)	13
Employ: Unemployed	91%	(29)	9%	(3)	32
Employ: Other	91%	(41)	9%	(4)	45
Military HH: Yes	88%	(65)	12%	(9)	74
Military HH: No	90%	(347)	10%	(38)	385
RD/WT: Right Direction	85%	(182)	15%	(31)	213
RD/WT: Wrong Track	93%	(230)	7%	(16)	246
Trump Job Approve	88%	(199)	12%	(26)	225
Trump Job Disapprove	92%	(191)	8%	(17)	208

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**Table BRD10\_2NET: Which of the following items do you plan to purchase? Please select all that apply. - Clothes (i.e. shirts, shoes, coats, etc.)**

Demographic	Selected		Not Selected		Total N
Parents of children	90%	(412)	10%	(47)	459
Trump Job Strongly Approve	87%	(99)	13%	(15)	114
Trump Job Somewhat Approve	90%	(100)	10%	(11)	111
Trump Job Somewhat Disapprove	90%	(53)	10%	(6)	59
Trump Job Strongly Disapprove	93%	(138)	7%	(11)	149
#1 Issue: Economy	91%	(157)	9%	(15)	172
#1 Issue: Security	92%	(72)	8%	(6)	78
#1 Issue: Health Care	96%	(81)	4%	(3)	84
#1 Issue: Medicare / Social Security	95%	(19)	5%	(1)	20
#1 Issue: Women's Issues	75%	(12)	25%	(4)	16
#1 Issue: Education	78%	(43)	22%	(12)	55
#1 Issue: Energy	86%	(12)	14%	(2)	14
#1 Issue: Other	80%	(16)	20%	(4)	20
2016 Vote: Hillary Clinton	93%	(118)	7%	(9)	127
2016 Vote: Donald Trump	89%	(164)	11%	(21)	185
2016 Vote: Someone else	88%	(51)	12%	(7)	58
2016 Vote: Didn't Vote	89%	(79)	11%	(10)	89
Voted in 2014: Yes	90%	(274)	10%	(29)	303
Voted in 2014: No	88%	(138)	12%	(18)	156
2012 Vote: Barack Obama	92%	(171)	8%	(15)	186
2012 Vote: Mitt Romney	87%	(108)	13%	(16)	124
2012 Vote: Other	90%	(28)	10%	(3)	31
2012 Vote: Didn't Vote	89%	(105)	11%	(13)	118
4-Region: Northeast	95%	(70)	5%	(4)	74
4-Region: Midwest	88%	(107)	12%	(14)	121
4-Region: South	92%	(161)	8%	(14)	175
4-Region: West	83%	(74)	17%	(15)	89
Favorable of Trump	88%	(192)	12%	(25)	217
Unfavorable of Trump	91%	(198)	9%	(19)	217
Very Favorable of Trump	87%	(104)	13%	(16)	120
Somewhat Favorable of Trump	91%	(88)	9%	(9)	97
Somewhat Unfavorable of Trump	96%	(47)	4%	(2)	49
Very Unfavorable of Trump	90%	(151)	10%	(17)	168

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**Table BRD10\_2NET:** Which of the following items do you plan to purchase? Please select all that apply. - Clothes (i.e. shirts, shoes, coats, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	90%	(412)	10%	(47)	459
Pre-school	92%	(79)	8%	(7)	86
Grade school (Grades 1 – 5)	91%	(198)	9%	(19)	217
Middle school (Grades 6 – 8)	89%	(149)	11%	(18)	167
High school (Grades 9 – 12)	89%	(158)	11%	(20)	178
Children attend: Public school	91%	(352)	9%	(34)	386
Children attend: Private school	78%	(47)	22%	(13)	60
Children attend: Both	100%	(13)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10\_3NET:** Which of the following items do you plan to purchase? Please select all that apply. - Electronic supplies (i.e. calculator, laptop, tablet, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	35%	(161)	65%	(298)	459
Gender: Male	39%	(82)	61%	(129)	211
Gender: Female	32%	(79)	68%	(169)	248
Age: 18-29	31%	(13)	69%	(29)	42
Age: 30-44	40%	(106)	60%	(162)	268
Age: 45-54	28%	(35)	72%	(89)	124
Age: 55-64	33%	(6)	67%	(12)	18
Age: 65+	14%	(1)	86%	(6)	7
Generation Z: 18-21	67%	(4)	33%	(2)	6
Millennial: Age 22-37	36%	(60)	64%	(108)	168
Generation X: Age 38-53	35%	(89)	65%	(167)	256
Boomers: Age 54-72	28%	(8)	72%	(21)	29
PID: Rep (no lean)	34%	(51)	66%	(101)	152
PID: Dem (no lean)	41%	(56)	59%	(82)	138
PID: Ind (no lean)	29%	(35)	71%	(84)	119
PID/Gender: Dem Men	47%	(28)	53%	(31)	59
PID/Gender: Dem Women	35%	(28)	65%	(51)	79
PID/Gender: Ind Men	33%	(18)	67%	(36)	54
PID/Gender: Ind Women	26%	(17)	74%	(48)	65
PID/Gender: Rep Men	37%	(27)	63%	(46)	73
PID/Gender: Rep Women	30%	(24)	70%	(55)	79
Ideo: Liberal (1-3)	35%	(46)	65%	(84)	130
Ideo: Moderate (4)	41%	(39)	59%	(56)	95
Ideo: Conservative (5-7)	32%	(49)	68%	(103)	152
Educ: < College	35%	(107)	65%	(197)	304
Educ: Bachelors degree	33%	(28)	67%	(57)	85
Educ: Post-grad	37%	(26)	63%	(44)	70

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**Table BRD10\_3NET:** Which of the following items do you plan to purchase? Please select all that apply. - Electronic supplies (i.e. calculator, laptop, tablet, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	35%	(161)	65%	(298)	459
Income: Under 50k	33%	(70)	67%	(142)	212
Income: 50k-100k	35%	(55)	65%	(103)	158
Income: 100k+	40%	(36)	60%	(53)	89
Ethnicity: White	35%	(126)	65%	(237)	363
Ethnicity: Hispanic	43%	(22)	57%	(29)	51
Ethnicity: Afr. Am.	29%	(16)	71%	(39)	55
Ethnicity: Other	46%	(19)	54%	(22)	41
Relig: Protestant	22%	(20)	78%	(71)	91
Relig: Roman Catholic	40%	(33)	60%	(49)	82
Relig: Something Else	37%	(19)	63%	(32)	51
Relig: Jewish	62%	(5)	38%	(3)	8
Relig: Evangelical	35%	(47)	65%	(88)	135
Relig: Non-Evang. Catholics	30%	(32)	70%	(75)	107
Relig: All Christian	33%	(79)	67%	(163)	242
Relig: All Non-Christian	37%	(19)	63%	(32)	51
Community: Urban	41%	(40)	59%	(58)	98
Community: Suburban	34%	(73)	66%	(139)	212
Community: Rural	32%	(48)	68%	(101)	149
Employ: Private Sector	36%	(76)	64%	(133)	209
Employ: Government	48%	(20)	52%	(22)	42
Employ: Self-Employed	34%	(15)	66%	(29)	44
Employ: Homemaker	38%	(25)	62%	(41)	66
Employ: Student	25%	(2)	75%	(6)	8
Employ: Retired	38%	(5)	62%	(8)	13
Employ: Unemployed	22%	(7)	78%	(25)	32
Employ: Other	24%	(11)	76%	(34)	45
Military HH: Yes	45%	(33)	55%	(41)	74
Military HH: No	33%	(128)	67%	(257)	385
RD/WT: Right Direction	35%	(74)	65%	(139)	213
RD/WT: Wrong Track	35%	(87)	65%	(159)	246

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**Table BRD10\_3NET:** Which of the following items do you plan to purchase? Please select all that apply. - Electronic supplies (i.e. calculator, laptop, tablet, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	35%	(161)	65%	(298)	459
Trump Job Approve	32%	(72)	68%	(153)	225
Trump Job Disapprove	38%	(78)	62%	(130)	208
Trump Job Strongly Approve	29%	(33)	71%	(81)	114
Trump Job Somewhat Approve	35%	(39)	65%	(72)	111
Trump Job Somewhat Disapprove	32%	(19)	68%	(40)	59
Trump Job Strongly Disapprove	40%	(59)	60%	(90)	149
#1 Issue: Economy	33%	(57)	67%	(115)	172
#1 Issue: Security	36%	(28)	64%	(50)	78
#1 Issue: Health Care	36%	(30)	64%	(54)	84
#1 Issue: Medicare / Social Security	30%	(6)	70%	(14)	20
#1 Issue: Women's Issues	31%	(5)	69%	(11)	16
#1 Issue: Education	40%	(22)	60%	(33)	55
#1 Issue: Energy	50%	(7)	50%	(7)	14
#1 Issue: Other	30%	(6)	70%	(14)	20
2016 Vote: Hillary Clinton	35%	(44)	65%	(83)	127
2016 Vote: Donald Trump	35%	(65)	65%	(120)	185
2016 Vote: Someone else	43%	(25)	57%	(33)	58
2016 Vote: Didn't Vote	30%	(27)	70%	(62)	89
Voted in 2014: Yes	39%	(118)	61%	(185)	303
Voted in 2014: No	28%	(43)	72%	(113)	156
2012 Vote: Barack Obama	38%	(71)	62%	(115)	186
2012 Vote: Mitt Romney	33%	(41)	67%	(83)	124
2012 Vote: Other	42%	(13)	58%	(18)	31
2012 Vote: Didn't Vote	31%	(36)	69%	(82)	118
4-Region: Northeast	36%	(27)	64%	(47)	74
4-Region: Midwest	39%	(47)	61%	(74)	121
4-Region: South	31%	(54)	69%	(121)	175
4-Region: West	37%	(33)	63%	(56)	89
Favorable of Trump	33%	(71)	67%	(146)	217
Unfavorable of Trump	36%	(79)	64%	(138)	217

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**Table BRD10\_3NET:** Which of the following items do you plan to purchase? Please select all that apply. - Electronic supplies (i.e. calculator, laptop, tablet, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	35%	(161)	65%	(298)	459
Very Favorable of Trump	32%	(39)	68%	(81)	120
Somewhat Favorable of Trump	33%	(32)	67%	(65)	97
Somewhat Unfavorable of Trump	35%	(17)	65%	(32)	49
Very Unfavorable of Trump	37%	(62)	63%	(106)	168
Pre-school	23%	(20)	77%	(66)	86
Grade school (Grades 1 – 5)	35%	(77)	65%	(140)	217
Middle school (Grades 6 – 8)	43%	(72)	57%	(95)	167
High school (Grades 9 – 12)	44%	(79)	56%	(99)	178
Children attend: Public school	35%	(134)	65%	(252)	386
Children attend: Private school	35%	(21)	65%	(39)	60
Children attend: Both	46%	(6)	54%	(7)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10\_4NET:** Which of the following items do you plan to purchase? Please select all that apply. - Books (i.e. chapter books, textbooks)

Demographic	Selected		Not Selected		Total N
Parents of children	32%	(145)	68%	(314)	459
Gender: Male	36%	(76)	64%	(135)	211
Gender: Female	28%	(69)	72%	(179)	248
Age: 18-29	21%	(9)	79%	(33)	42
Age: 30-44	34%	(91)	66%	(177)	268
Age: 45-54	33%	(41)	67%	(83)	124
Age: 55-64	17%	(3)	83%	(15)	18
Age: 65+	14%	(1)	86%	(6)	7
Generation Z: 18-21	33%	(2)	67%	(4)	6
Millennial: Age 22-37	35%	(59)	65%	(109)	168
Generation X: Age 38-53	30%	(78)	70%	(178)	256
Boomers: Age 54-72	21%	(6)	79%	(23)	29
PID: Rep (no lean)	30%	(46)	70%	(106)	152
PID: Dem (no lean)	31%	(43)	69%	(95)	138
PID: Ind (no lean)	33%	(39)	67%	(80)	119
PID/Gender: Dem Men	36%	(21)	64%	(38)	59
PID/Gender: Dem Women	28%	(22)	72%	(57)	79
PID/Gender: Ind Men	41%	(22)	59%	(32)	54
PID/Gender: Ind Women	26%	(17)	74%	(48)	65
PID/Gender: Rep Men	30%	(22)	70%	(51)	73
PID/Gender: Rep Women	30%	(24)	70%	(55)	79
Ideo: Liberal (1-3)	30%	(39)	70%	(91)	130
Ideo: Moderate (4)	39%	(37)	61%	(58)	95
Ideo: Conservative (5-7)	30%	(45)	70%	(107)	152
Educ: < College	23%	(71)	77%	(233)	304
Educ: Bachelors degree	42%	(36)	58%	(49)	85
Educ: Post-grad	54%	(38)	46%	(32)	70
Income: Under 50k	23%	(49)	77%	(163)	212
Income: 50k-100k	36%	(57)	64%	(101)	158
Income: 100k+	44%	(39)	56%	(50)	89

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**Table BRD10\_4NET:** Which of the following items do you plan to purchase? Please select all that apply. - Books (i.e. chapter books, textbooks)

Demographic	Selected		Not Selected		Total N
Parents of children	32%	(145)	68%	(314)	459
Ethnicity: White	31%	(112)	69%	(251)	363
Ethnicity: Hispanic	35%	(18)	65%	(33)	51
Ethnicity: Afr. Am.	27%	(15)	73%	(40)	55
Ethnicity: Other	44%	(18)	56%	(23)	41
Relig: Protestant	29%	(26)	71%	(65)	91
Relig: Roman Catholic	34%	(28)	66%	(54)	82
Relig: Something Else	25%	(13)	75%	(38)	51
Relig: Jewish	75%	(6)	25%	(2)	8
Relig: Evangelical	33%	(45)	67%	(90)	135
Relig: Non-Evang. Catholics	31%	(33)	69%	(74)	107
Relig: All Christian	32%	(78)	68%	(164)	242
Relig: All Non-Christian	25%	(13)	75%	(38)	51
Community: Urban	33%	(32)	67%	(66)	98
Community: Suburban	34%	(73)	66%	(139)	212
Community: Rural	27%	(40)	73%	(109)	149
Employ: Private Sector	31%	(64)	69%	(145)	209
Employ: Government	45%	(19)	55%	(23)	42
Employ: Self-Employed	45%	(20)	55%	(24)	44
Employ: Homemaker	35%	(23)	65%	(43)	66
Employ: Student	12%	(1)	88%	(7)	8
Employ: Retired	15%	(2)	85%	(11)	13
Employ: Unemployed	16%	(5)	84%	(27)	32
Employ: Other	24%	(11)	76%	(34)	45
Military HH: Yes	26%	(19)	74%	(55)	74
Military HH: No	33%	(126)	67%	(259)	385
RD/WT: Right Direction	34%	(73)	66%	(140)	213
RD/WT: Wrong Track	29%	(72)	71%	(174)	246
Trump Job Approve	32%	(71)	68%	(154)	225
Trump Job Disapprove	32%	(67)	68%	(141)	208

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**Table BRD10\_4NET: Which of the following items do you plan to purchase? Please select all that apply. - Books (i.e. chapter books, textbooks)**

Demographic	Selected		Not Selected		Total N
Parents of children	32%	(145)	68%	(314)	459
Trump Job Strongly Approve	33%	(38)	67%	(76)	114
Trump Job Somewhat Approve	30%	(33)	70%	(78)	111
Trump Job Somewhat Disapprove	41%	(24)	59%	(35)	59
Trump Job Strongly Disapprove	29%	(43)	71%	(106)	149
#1 Issue: Economy	31%	(53)	69%	(119)	172
#1 Issue: Security	32%	(25)	68%	(53)	78
#1 Issue: Health Care	30%	(25)	70%	(59)	84
#1 Issue: Medicare / Social Security	20%	(4)	80%	(16)	20
#1 Issue: Women's Issues	56%	(9)	44%	(7)	16
#1 Issue: Education	36%	(20)	64%	(35)	55
#1 Issue: Energy	21%	(3)	79%	(11)	14
#1 Issue: Other	30%	(6)	70%	(14)	20
2016 Vote: Hillary Clinton	33%	(42)	67%	(85)	127
2016 Vote: Donald Trump	36%	(66)	64%	(119)	185
2016 Vote: Someone else	31%	(18)	69%	(40)	58
2016 Vote: Didn't Vote	21%	(19)	79%	(70)	89
Voted in 2014: Yes	34%	(103)	66%	(200)	303
Voted in 2014: No	27%	(42)	73%	(114)	156
2012 Vote: Barack Obama	31%	(58)	69%	(128)	186
2012 Vote: Mitt Romney	38%	(47)	62%	(77)	124
2012 Vote: Other	29%	(9)	71%	(22)	31
2012 Vote: Didn't Vote	26%	(31)	74%	(87)	118
4-Region: Northeast	28%	(21)	72%	(53)	74
4-Region: Midwest	31%	(38)	69%	(83)	121
4-Region: South	33%	(57)	67%	(118)	175
4-Region: West	33%	(29)	67%	(60)	89
Favorable of Trump	32%	(69)	68%	(148)	217
Unfavorable of Trump	31%	(67)	69%	(150)	217
Very Favorable of Trump	33%	(40)	67%	(80)	120
Somewhat Favorable of Trump	30%	(29)	70%	(68)	97
Somewhat Unfavorable of Trump	39%	(19)	61%	(30)	49
Very Unfavorable of Trump	29%	(48)	71%	(120)	168

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**Table BRD10\_4NET:** Which of the following items do you plan to purchase? Please select all that apply. - Books (i.e. chapter books, textbooks)

Demographic	Selected		Not Selected		Total N
Parents of children	32%	(145)	68%	(314)	459
Pre-school	27%	(23)	73%	(63)	86
Grade school (Grades 1 – 5)	31%	(67)	69%	(150)	217
Middle school (Grades 6 – 8)	31%	(51)	69%	(116)	167
High school (Grades 9 – 12)	37%	(66)	63%	(112)	178
Children attend: Public school	28%	(107)	72%	(279)	386
Children attend: Private school	53%	(32)	47%	(28)	60
Children attend: Both	46%	(6)	54%	(7)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10\_5NET: Which of the following items do you plan to purchase? Please select all that apply. - None of the above**

Demographic	Selected		Not Selected		Total N
Parents of children	3%	(13)	97%	(446)	459
Gender: Male	4%	(8)	96%	(203)	211
Gender: Female	2%	(5)	98%	(243)	248
Age: 18-29	2%	(1)	98%	(41)	42
Age: 30-44	3%	(8)	97%	(260)	268
Age: 45-54	3%	(4)	97%	(120)	124
Age: 55-64	—	(0)	100%	(18)	18
Age: 65+	—	(0)	100%	(7)	7
Generation Z: 18-21	—	(0)	100%	(6)	6
Millennial: Age 22-37	4%	(6)	96%	(162)	168
Generation X: Age 38-53	3%	(7)	97%	(249)	256
Boomers: Age 54-72	—	(0)	100%	(29)	29
PID: Rep (no lean)	4%	(6)	96%	(146)	152
PID: Dem (no lean)	—	(0)	100%	(138)	138
PID: Ind (no lean)	3%	(4)	97%	(115)	119
PID/Gender: Dem Men	—	(0)	100%	(59)	59
PID/Gender: Dem Women	—	(0)	100%	(79)	79
PID/Gender: Ind Men	4%	(2)	96%	(52)	54
PID/Gender: Ind Women	3%	(2)	97%	(63)	65
PID/Gender: Rep Men	7%	(5)	93%	(68)	73
PID/Gender: Rep Women	1%	(1)	99%	(78)	79
Ideo: Liberal (1-3)	3%	(4)	97%	(126)	130
Ideo: Moderate (4)	—	(0)	100%	(95)	95
Ideo: Conservative (5-7)	4%	(6)	96%	(146)	152
Educ: < College	3%	(10)	97%	(294)	304
Educ: Bachelors degree	2%	(2)	98%	(83)	85
Educ: Post-grad	1%	(1)	99%	(69)	70
Income: Under 50k	4%	(9)	96%	(203)	212
Income: 50k-100k	1%	(2)	99%	(156)	158
Income: 100k+	2%	(2)	98%	(87)	89

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**Table BRD10\_5NET:** Which of the following items do you plan to purchase? Please select all that apply. - None of the above

Demographic	Selected		Not Selected		Total N
Parents of children	3%	(13)	97%	(446)	459
Ethnicity: White	2%	(9)	98%	(354)	363
Ethnicity: Hispanic	—	(0)	100%	(51)	51
Ethnicity: Afr. Am.	2%	(1)	98%	(54)	55
Ethnicity: Other	7%	(3)	93%	(38)	41
Relig: Protestant	4%	(4)	96%	(87)	91
Relig: Roman Catholic	1%	(1)	99%	(81)	82
Relig: Something Else	2%	(1)	98%	(50)	51
Relig: Jewish	—	(0)	100%	(8)	8
Relig: Evangelical	3%	(4)	97%	(131)	135
Relig: Non-Evang. Catholics	3%	(3)	97%	(104)	107
Relig: All Christian	3%	(7)	97%	(235)	242
Relig: All Non-Christian	2%	(1)	98%	(50)	51
Community: Urban	3%	(3)	97%	(95)	98
Community: Suburban	3%	(6)	97%	(206)	212
Community: Rural	3%	(4)	97%	(145)	149
Employ: Private Sector	1%	(2)	99%	(207)	209
Employ: Government	—	(0)	100%	(42)	42
Employ: Self-Employed	5%	(2)	95%	(42)	44
Employ: Homemaker	6%	(4)	94%	(62)	66
Employ: Student	—	(0)	100%	(8)	8
Employ: Retired	—	(0)	100%	(13)	13
Employ: Unemployed	6%	(2)	94%	(30)	32
Employ: Other	7%	(3)	93%	(42)	45
Military HH: Yes	3%	(2)	97%	(72)	74
Military HH: No	3%	(11)	97%	(374)	385
RD/WT: Right Direction	4%	(9)	96%	(204)	213
RD/WT: Wrong Track	2%	(4)	98%	(242)	246
Trump Job Approve	4%	(8)	96%	(217)	225
Trump Job Disapprove	1%	(3)	99%	(205)	208

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**Table BRD10\_5NET: Which of the following items do you plan to purchase? Please select all that apply. - None of the above**

Demographic	Selected		Not Selected		Total N
Parents of children	3%	(13)	97%	(446)	459
Trump Job Strongly Approve	5%	(6)	95%	(108)	114
Trump Job Somewhat Approve	2%	(2)	98%	(109)	111
Trump Job Somewhat Disapprove	2%	(1)	98%	(58)	59
Trump Job Strongly Disapprove	1%	(2)	99%	(147)	149
#1 Issue: Economy	3%	(5)	97%	(167)	172
#1 Issue: Security	—	(0)	100%	(78)	78
#1 Issue: Health Care	—	(0)	100%	(84)	84
#1 Issue: Medicare / Social Security	5%	(1)	95%	(19)	20
#1 Issue: Women's Issues	—	(0)	100%	(16)	16
#1 Issue: Education	5%	(3)	95%	(52)	55
#1 Issue: Energy	—	(0)	100%	(14)	14
#1 Issue: Other	20%	(4)	80%	(16)	20
2016 Vote: Hillary Clinton	—	(0)	100%	(127)	127
2016 Vote: Donald Trump	3%	(6)	97%	(179)	185
2016 Vote: Someone else	3%	(2)	97%	(56)	58
2016 Vote: Didn't Vote	6%	(5)	94%	(84)	89
Voted in 2014: Yes	1%	(4)	99%	(299)	303
Voted in 2014: No	6%	(9)	94%	(147)	156
2012 Vote: Barack Obama	—	(0)	100%	(186)	186
2012 Vote: Mitt Romney	3%	(4)	97%	(120)	124
2012 Vote: Other	3%	(1)	97%	(30)	31
2012 Vote: Didn't Vote	7%	(8)	93%	(110)	118
4-Region: Northeast	1%	(1)	99%	(73)	74
4-Region: Midwest	3%	(4)	97%	(117)	121
4-Region: South	2%	(4)	98%	(171)	175
4-Region: West	4%	(4)	96%	(85)	89
Favorable of Trump	3%	(7)	97%	(210)	217
Unfavorable of Trump	2%	(4)	98%	(213)	217
Very Favorable of Trump	4%	(5)	96%	(115)	120
Somewhat Favorable of Trump	2%	(2)	98%	(95)	97
Somewhat Unfavorable of Trump	—	(0)	100%	(49)	49
Very Unfavorable of Trump	2%	(4)	98%	(164)	168

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**Table BRD10\_5NET:** Which of the following items do you plan to purchase? Please select all that apply. - None of the above

Demographic	Selected		Not Selected		Total N
Parents of children	3%	(13)	97%	(446)	459
Pre-school	5%	(4)	95%	(82)	86
Grade school (Grades 1 – 5)	3%	(6)	97%	(211)	217
Middle school (Grades 6 – 8)	1%	(2)	99%	(165)	167
High school (Grades 9 – 12)	2%	(4)	98%	(174)	178
Children attend: Public school	2%	(9)	98%	(377)	386
Children attend: Private school	7%	(4)	93%	(56)	60
Children attend: Both	—	(0)	100%	(13)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11\_1NET:** Do you plan to purchase any of the following items online? Please select all that apply. - School supplies (i.e. pens, folders, backpack, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	32%	(148)	68%	(311)	459
Gender: Male	34%	(72)	66%	(139)	211
Gender: Female	31%	(76)	69%	(172)	248
Age: 18-29	43%	(18)	57%	(24)	42
Age: 30-44	32%	(86)	68%	(182)	268
Age: 45-54	30%	(37)	70%	(87)	124
Age: 55-64	28%	(5)	72%	(13)	18
Age: 65+	29%	(2)	71%	(5)	7
Generation Z: 18-21	50%	(3)	50%	(3)	6
Millennial: Age 22-37	32%	(54)	68%	(114)	168
Generation X: Age 38-53	32%	(82)	68%	(174)	256
Boomers: Age 54-72	31%	(9)	69%	(20)	29
PID: Rep (no lean)	33%	(50)	67%	(102)	152
PID: Dem (no lean)	33%	(46)	67%	(92)	138
PID: Ind (no lean)	30%	(36)	70%	(83)	119
PID/Gender: Dem Men	34%	(20)	66%	(39)	59
PID/Gender: Dem Women	33%	(26)	67%	(53)	79
PID/Gender: Ind Men	31%	(17)	69%	(37)	54
PID/Gender: Ind Women	29%	(19)	71%	(46)	65
PID/Gender: Rep Men	37%	(27)	63%	(46)	73
PID/Gender: Rep Women	29%	(23)	71%	(56)	79
Ideo: Liberal (1-3)	37%	(48)	63%	(82)	130
Ideo: Moderate (4)	33%	(31)	67%	(64)	95
Ideo: Conservative (5-7)	31%	(47)	69%	(105)	152
Educ: < College	26%	(79)	74%	(225)	304
Educ: Bachelors degree	39%	(33)	61%	(52)	85
Educ: Post-grad	51%	(36)	49%	(34)	70

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**Table BRD11\_INET:** Do you plan to purchase any of the following items online? Please select all that apply. - School supplies (i.e. pens, folders, backpack, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	32%	(148)	68%	(311)	459
Income: Under 50k	31%	(65)	69%	(147)	212
Income: 50k-100k	26%	(41)	74%	(117)	158
Income: 100k+	47%	(42)	53%	(47)	89
Ethnicity: White	33%	(121)	67%	(242)	363
Ethnicity: Hispanic	31%	(16)	69%	(35)	51
Ethnicity: Afr. Am.	25%	(14)	75%	(41)	55
Ethnicity: Other	32%	(13)	68%	(28)	41
Relig: Protestant	26%	(24)	74%	(67)	91
Relig: Roman Catholic	43%	(35)	57%	(47)	82
Relig: Something Else	16%	(8)	84%	(43)	51
Relig: Jewish	50%	(4)	50%	(4)	8
Relig: Evangelical	34%	(46)	66%	(89)	135
Relig: Non-Evang. Catholics	33%	(35)	67%	(72)	107
Relig: All Christian	33%	(81)	67%	(161)	242
Relig: All Non-Christian	16%	(8)	84%	(43)	51
Community: Urban	35%	(34)	65%	(64)	98
Community: Suburban	35%	(75)	65%	(137)	212
Community: Rural	26%	(39)	74%	(110)	149
Employ: Private Sector	35%	(74)	65%	(135)	209
Employ: Government	52%	(22)	48%	(20)	42
Employ: Self-Employed	39%	(17)	61%	(27)	44
Employ: Homemaker	17%	(11)	83%	(55)	66
Employ: Student	38%	(3)	62%	(5)	8
Employ: Retired	15%	(2)	85%	(11)	13
Employ: Unemployed	25%	(8)	75%	(24)	32
Employ: Other	24%	(11)	76%	(34)	45
Military HH: Yes	34%	(25)	66%	(49)	74
Military HH: No	32%	(123)	68%	(262)	385
RD/WT: Right Direction	32%	(69)	68%	(144)	213
RD/WT: Wrong Track	32%	(79)	68%	(167)	246

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**Table BRD11\_1NET:** Do you plan to purchase any of the following items online? Please select all that apply. - School supplies (i.e. pens, folders, backpack, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	32%	(148)	68%	(311)	459
Trump Job Approve	33%	(75)	67%	(150)	225
Trump Job Disapprove	33%	(68)	67%	(140)	208
Trump Job Strongly Approve	32%	(37)	68%	(77)	114
Trump Job Somewhat Approve	34%	(38)	66%	(73)	111
Trump Job Somewhat Disapprove	31%	(18)	69%	(41)	59
Trump Job Strongly Disapprove	34%	(50)	66%	(99)	149
#1 Issue: Economy	24%	(41)	76%	(131)	172
#1 Issue: Security	46%	(36)	54%	(42)	78
#1 Issue: Health Care	31%	(26)	69%	(58)	84
#1 Issue: Medicare / Social Security	20%	(4)	80%	(16)	20
#1 Issue: Women's Issues	25%	(4)	75%	(12)	16
#1 Issue: Education	45%	(25)	55%	(30)	55
#1 Issue: Energy	43%	(6)	57%	(8)	14
#1 Issue: Other	30%	(6)	70%	(14)	20
2016 Vote: Hillary Clinton	34%	(43)	66%	(84)	127
2016 Vote: Donald Trump	32%	(60)	68%	(125)	185
2016 Vote: Someone else	43%	(25)	57%	(33)	58
2016 Vote: Didn't Vote	22%	(20)	78%	(69)	89
Voted in 2014: Yes	35%	(105)	65%	(198)	303
Voted in 2014: No	28%	(43)	72%	(113)	156
2012 Vote: Barack Obama	31%	(58)	69%	(128)	186
2012 Vote: Mitt Romney	39%	(48)	61%	(76)	124
2012 Vote: Other	39%	(12)	61%	(19)	31
2012 Vote: Didn't Vote	25%	(30)	75%	(88)	118
4-Region: Northeast	46%	(34)	54%	(40)	74
4-Region: Midwest	25%	(30)	75%	(91)	121
4-Region: South	30%	(53)	70%	(122)	175
4-Region: West	35%	(31)	65%	(58)	89
Favorable of Trump	34%	(73)	66%	(144)	217
Unfavorable of Trump	33%	(71)	67%	(146)	217

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**Table BRD11\_1NET:** Do you plan to purchase any of the following items online? Please select all that apply. - School supplies (i.e. pens, folders, backpack, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	32%	(148)	68%	(311)	459
Very Favorable of Trump	36%	(43)	64%	(77)	120
Somewhat Favorable of Trump	31%	(30)	69%	(67)	97
Somewhat Unfavorable of Trump	33%	(16)	67%	(33)	49
Very Unfavorable of Trump	33%	(55)	67%	(113)	168
Pre-school	34%	(29)	66%	(57)	86
Grade school (Grades 1 – 5)	30%	(66)	70%	(151)	217
Middle school (Grades 6 – 8)	35%	(58)	65%	(109)	167
High school (Grades 9 – 12)	31%	(56)	69%	(122)	178
Children attend: Public school	30%	(114)	70%	(272)	386
Children attend: Private school	47%	(28)	53%	(32)	60
Children attend: Both	46%	(6)	54%	(7)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11\_2NET:** Do you plan to purchase any of the following items online? Please select all that apply. - Clothes (i.e. shirts, shoes, coats, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	39%	(181)	61%	(278)	459
Gender: Male	34%	(72)	66%	(139)	211
Gender: Female	44%	(109)	56%	(139)	248
Age: 18-29	38%	(16)	62%	(26)	42
Age: 30-44	41%	(110)	59%	(158)	268
Age: 45-54	40%	(49)	60%	(75)	124
Age: 55-64	22%	(4)	78%	(14)	18
Age: 65+	29%	(2)	71%	(5)	7
Generation Z: 18-21	33%	(2)	67%	(4)	6
Millennial: Age 22-37	40%	(68)	60%	(100)	168
Generation X: Age 38-53	40%	(103)	60%	(153)	256
Boomers: Age 54-72	28%	(8)	72%	(21)	29
PID: Rep (no lean)	39%	(59)	61%	(93)	152
PID: Dem (no lean)	44%	(61)	56%	(77)	138
PID: Ind (no lean)	37%	(44)	63%	(75)	119
PID/Gender: Dem Men	37%	(22)	63%	(37)	59
PID/Gender: Dem Women	49%	(39)	51%	(40)	79
PID/Gender: Ind Men	26%	(14)	74%	(40)	54
PID/Gender: Ind Women	46%	(30)	54%	(35)	65
PID/Gender: Rep Men	36%	(26)	64%	(47)	73
PID/Gender: Rep Women	42%	(33)	58%	(46)	79
Ideo: Liberal (1-3)	50%	(65)	50%	(65)	130
Ideo: Moderate (4)	35%	(33)	65%	(62)	95
Ideo: Conservative (5-7)	36%	(55)	64%	(97)	152
Educ: < College	37%	(113)	63%	(191)	304
Educ: Bachelors degree	42%	(36)	58%	(49)	85
Educ: Post-grad	46%	(32)	54%	(38)	70
Income: Under 50k	39%	(82)	61%	(130)	212
Income: 50k-100k	39%	(61)	61%	(97)	158
Income: 100k+	43%	(38)	57%	(51)	89

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**Table BRD11\_2NET:** Do you plan to purchase any of the following items online? Please select all that apply. - Clothes (i.e. shirts, shoes, coats, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	39%	(181)	61%	(278)	459
Ethnicity: White	39%	(141)	61%	(222)	363
Ethnicity: Hispanic	43%	(22)	57%	(29)	51
Ethnicity: Afr. Am.	38%	(21)	62%	(34)	55
Ethnicity: Other	46%	(19)	54%	(22)	41
Relig: Protestant	40%	(36)	60%	(55)	91
Relig: Roman Catholic	40%	(33)	60%	(49)	82
Relig: Something Else	41%	(21)	59%	(30)	51
Relig: Jewish	50%	(4)	50%	(4)	8
Relig: Evangelical	42%	(57)	58%	(78)	135
Relig: Non-Evang. Catholics	37%	(40)	63%	(67)	107
Relig: All Christian	40%	(97)	60%	(145)	242
Relig: All Non-Christian	41%	(21)	59%	(30)	51
Community: Urban	46%	(45)	54%	(53)	98
Community: Suburban	38%	(81)	62%	(131)	212
Community: Rural	37%	(55)	63%	(94)	149
Employ: Private Sector	44%	(93)	56%	(116)	209
Employ: Government	33%	(14)	67%	(28)	42
Employ: Self-Employed	39%	(17)	61%	(27)	44
Employ: Homemaker	35%	(23)	65%	(43)	66
Employ: Student	62%	(5)	38%	(3)	8
Employ: Retired	15%	(2)	85%	(11)	13
Employ: Unemployed	34%	(11)	66%	(21)	32
Employ: Other	36%	(16)	64%	(29)	45
Military HH: Yes	34%	(25)	66%	(49)	74
Military HH: No	41%	(156)	59%	(229)	385
RD/WT: Right Direction	36%	(77)	64%	(136)	213
RD/WT: Wrong Track	42%	(104)	58%	(142)	246
Trump Job Approve	38%	(85)	62%	(140)	225
Trump Job Disapprove	44%	(92)	56%	(116)	208

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**Table BRD11\_2NET: Do you plan to purchase any of the following items online? Please select all that apply. - Clothes (i.e. shirts, shoes, coats, etc.)**

Demographic	Selected		Not Selected		Total N
Parents of children	39%	(181)	61%	(278)	459
Trump Job Strongly Approve	41%	(47)	59%	(67)	114
Trump Job Somewhat Approve	34%	(38)	66%	(73)	111
Trump Job Somewhat Disapprove	39%	(23)	61%	(36)	59
Trump Job Strongly Disapprove	46%	(69)	54%	(80)	149
#1 Issue: Economy	40%	(69)	60%	(103)	172
#1 Issue: Security	45%	(35)	55%	(43)	78
#1 Issue: Health Care	37%	(31)	63%	(53)	84
#1 Issue: Medicare / Social Security	25%	(5)	75%	(15)	20
#1 Issue: Women's Issues	25%	(4)	75%	(12)	16
#1 Issue: Education	44%	(24)	56%	(31)	55
#1 Issue: Energy	43%	(6)	57%	(8)	14
#1 Issue: Other	35%	(7)	65%	(13)	20
2016 Vote: Hillary Clinton	47%	(60)	53%	(67)	127
2016 Vote: Donald Trump	38%	(71)	62%	(114)	185
2016 Vote: Someone else	41%	(24)	59%	(34)	58
2016 Vote: Didn't Vote	29%	(26)	71%	(63)	89
Voted in 2014: Yes	42%	(128)	58%	(175)	303
Voted in 2014: No	34%	(53)	66%	(103)	156
2012 Vote: Barack Obama	45%	(84)	55%	(102)	186
2012 Vote: Mitt Romney	40%	(50)	60%	(74)	124
2012 Vote: Other	35%	(11)	65%	(20)	31
2012 Vote: Didn't Vote	31%	(36)	69%	(82)	118
4-Region: Northeast	45%	(33)	55%	(41)	74
4-Region: Midwest	38%	(46)	62%	(75)	121
4-Region: South	36%	(63)	64%	(112)	175
4-Region: West	44%	(39)	56%	(50)	89
Favorable of Trump	38%	(83)	62%	(134)	217
Unfavorable of Trump	43%	(94)	57%	(123)	217
Very Favorable of Trump	43%	(52)	57%	(68)	120
Somewhat Favorable of Trump	32%	(31)	68%	(66)	97
Somewhat Unfavorable of Trump	37%	(18)	63%	(31)	49
Very Unfavorable of Trump	45%	(76)	55%	(92)	168

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**Table BRD11\_2NET:** Do you plan to purchase any of the following items online? Please select all that apply. - Clothes (i.e. shirts, shoes, coats, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	39%	(181)	61%	(278)	459
Pre-school	45%	(39)	55%	(47)	86
Grade school (Grades 1 – 5)	38%	(83)	62%	(134)	217
Middle school (Grades 6 – 8)	35%	(59)	65%	(108)	167
High school (Grades 9 – 12)	41%	(73)	59%	(105)	178
Children attend: Public school	41%	(157)	59%	(229)	386
Children attend: Private school	27%	(16)	73%	(44)	60
Children attend: Both	62%	(8)	38%	(5)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11\_3NET:** Do you plan to purchase any of the following items online? Please select all that apply. - Electronic supplies (i.e. calculator, laptop, tablet, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	19%	(89)	81%	(370)	459
Gender: Male	26%	(54)	74%	(157)	211
Gender: Female	14%	(35)	86%	(213)	248
Age: 18-29	17%	(7)	83%	(35)	42
Age: 30-44	22%	(60)	78%	(208)	268
Age: 45-54	18%	(22)	82%	(102)	124
Age: 55-64	—	(0)	100%	(18)	18
Age: 65+	—	(0)	100%	(7)	7
Generation Z: 18-21	50%	(3)	50%	(3)	6
Millennial: Age 22-37	20%	(33)	80%	(135)	168
Generation X: Age 38-53	20%	(52)	80%	(204)	256
Boomers: Age 54-72	3%	(1)	97%	(28)	29
PID: Rep (no lean)	20%	(30)	80%	(122)	152
PID: Dem (no lean)	22%	(31)	78%	(107)	138
PID: Ind (no lean)	14%	(17)	86%	(102)	119
PID/Gender: Dem Men	29%	(17)	71%	(42)	59
PID/Gender: Dem Women	18%	(14)	82%	(65)	79
PID/Gender: Ind Men	19%	(10)	81%	(44)	54
PID/Gender: Ind Women	11%	(7)	89%	(58)	65
PID/Gender: Rep Men	30%	(22)	70%	(51)	73
PID/Gender: Rep Women	10%	(8)	90%	(71)	79
Ideo: Liberal (1-3)	22%	(28)	78%	(102)	130
Ideo: Moderate (4)	21%	(20)	79%	(75)	95
Ideo: Conservative (5-7)	20%	(31)	80%	(121)	152
Educ: < College	13%	(41)	87%	(263)	304
Educ: Bachelors degree	22%	(19)	78%	(66)	85
Educ: Post-grad	41%	(29)	59%	(41)	70

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**Table BRD11\_3NET:** Do you plan to purchase any of the following items online? Please select all that apply. - Electronic supplies (i.e. calculator, laptop, tablet, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	19%	(89)	81%	(370)	459
Income: Under 50k	15%	(31)	85%	(181)	212
Income: 50k-100k	18%	(29)	82%	(129)	158
Income: 100k+	33%	(29)	67%	(60)	89
Ethnicity: White	18%	(64)	82%	(299)	363
Ethnicity: Hispanic	27%	(14)	73%	(37)	51
Ethnicity: Afr. Am.	22%	(12)	78%	(43)	55
Ethnicity: Other	32%	(13)	68%	(28)	41
Relig: Protestant	10%	(9)	90%	(82)	91
Relig: Roman Catholic	21%	(17)	79%	(65)	82
Relig: Something Else	10%	(5)	90%	(46)	51
Relig: Jewish	62%	(5)	38%	(3)	8
Relig: Evangelical	19%	(26)	81%	(109)	135
Relig: Non-Evang. Catholics	13%	(14)	87%	(93)	107
Relig: All Christian	17%	(40)	83%	(202)	242
Relig: All Non-Christian	10%	(5)	90%	(46)	51
Community: Urban	30%	(29)	70%	(69)	98
Community: Suburban	18%	(39)	82%	(173)	212
Community: Rural	14%	(21)	86%	(128)	149
Employ: Private Sector	22%	(46)	78%	(163)	209
Employ: Government	26%	(11)	74%	(31)	42
Employ: Self-Employed	25%	(11)	75%	(33)	44
Employ: Homemaker	17%	(11)	83%	(55)	66
Employ: Student	38%	(3)	62%	(5)	8
Employ: Retired	15%	(2)	85%	(11)	13
Employ: Unemployed	6%	(2)	94%	(30)	32
Employ: Other	7%	(3)	93%	(42)	45
Military HH: Yes	27%	(20)	73%	(54)	74
Military HH: No	18%	(69)	82%	(316)	385
RD/WT: Right Direction	20%	(42)	80%	(171)	213
RD/WT: Wrong Track	19%	(47)	81%	(199)	246

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**Table BRD11\_3NET:** Do you plan to purchase any of the following items online? Please select all that apply. - Electronic supplies (i.e. calculator, laptop, tablet, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	19%	(89)	81%	(370)	459
Trump Job Approve	20%	(46)	80%	(179)	225
Trump Job Disapprove	19%	(39)	81%	(169)	208
Trump Job Strongly Approve	19%	(22)	81%	(92)	114
Trump Job Somewhat Approve	22%	(24)	78%	(87)	111
Trump Job Somewhat Disapprove	15%	(9)	85%	(50)	59
Trump Job Strongly Disapprove	20%	(30)	80%	(119)	149
#1 Issue: Economy	19%	(33)	81%	(139)	172
#1 Issue: Security	21%	(16)	79%	(62)	78
#1 Issue: Health Care	17%	(14)	83%	(70)	84
#1 Issue: Medicare / Social Security	10%	(2)	90%	(18)	20
#1 Issue: Women's Issues	—	(0)	100%	(16)	16
#1 Issue: Education	33%	(18)	67%	(37)	55
#1 Issue: Energy	14%	(2)	86%	(12)	14
#1 Issue: Other	20%	(4)	80%	(16)	20
2016 Vote: Hillary Clinton	20%	(26)	80%	(101)	127
2016 Vote: Donald Trump	21%	(39)	79%	(146)	185
2016 Vote: Someone else	21%	(12)	79%	(46)	58
2016 Vote: Didn't Vote	13%	(12)	87%	(77)	89
Voted in 2014: Yes	24%	(72)	76%	(231)	303
Voted in 2014: No	11%	(17)	89%	(139)	156
2012 Vote: Barack Obama	24%	(45)	76%	(141)	186
2012 Vote: Mitt Romney	20%	(25)	80%	(99)	124
2012 Vote: Other	29%	(9)	71%	(22)	31
2012 Vote: Didn't Vote	8%	(10)	92%	(108)	118
4-Region: Northeast	22%	(16)	78%	(58)	74
4-Region: Midwest	15%	(18)	85%	(103)	121
4-Region: South	18%	(31)	82%	(144)	175
4-Region: West	27%	(24)	73%	(65)	89
Favorable of Trump	19%	(42)	81%	(175)	217
Unfavorable of Trump	20%	(43)	80%	(174)	217

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**Table BRD11\_3NET:** Do you plan to purchase any of the following items online? Please select all that apply. - Electronic supplies (i.e. calculator, laptop, tablet, etc.)

Demographic	Selected		Not Selected		Total N
Parents of children	19%	(89)	81%	(370)	459
Very Favorable of Trump	20%	(24)	80%	(96)	120
Somewhat Favorable of Trump	19%	(18)	81%	(79)	97
Somewhat Unfavorable of Trump	22%	(11)	78%	(38)	49
Very Unfavorable of Trump	19%	(32)	81%	(136)	168
Pre-school	19%	(16)	81%	(70)	86
Grade school (Grades 1 – 5)	18%	(38)	82%	(179)	217
Middle school (Grades 6 – 8)	23%	(39)	77%	(128)	167
High school (Grades 9 – 12)	23%	(41)	77%	(137)	178
Children attend: Public school	17%	(67)	83%	(319)	386
Children attend: Private school	32%	(19)	68%	(41)	60
Children attend: Both	23%	(3)	77%	(10)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11\_4NET:** Do you plan to purchase any of the following items online? Please select all that apply. - Books (i.e. chapter books, textbooks)

Demographic	Selected		Not Selected		Total N
Parents of children	16%	(73)	84%	(386)	459
Gender: Male	19%	(40)	81%	(171)	211
Gender: Female	13%	(33)	87%	(215)	248
Age: 18-29	12%	(5)	88%	(37)	42
Age: 30-44	19%	(50)	81%	(218)	268
Age: 45-54	11%	(14)	89%	(110)	124
Age: 55-64	22%	(4)	78%	(14)	18
Age: 65+	—	(0)	100%	(7)	7
Generation Z: 18-21	33%	(2)	67%	(4)	6
Millennial: Age 22-37	16%	(27)	84%	(141)	168
Generation X: Age 38-53	16%	(40)	84%	(216)	256
Boomers: Age 54-72	14%	(4)	86%	(25)	29
PID: Rep (no lean)	14%	(22)	86%	(130)	152
PID: Dem (no lean)	17%	(23)	83%	(115)	138
PID: Ind (no lean)	18%	(21)	82%	(98)	119
PID/Gender: Dem Men	15%	(9)	85%	(50)	59
PID/Gender: Dem Women	18%	(14)	82%	(65)	79
PID/Gender: Ind Men	19%	(10)	81%	(44)	54
PID/Gender: Ind Women	17%	(11)	83%	(54)	65
PID/Gender: Rep Men	23%	(17)	77%	(56)	73
PID/Gender: Rep Women	6%	(5)	94%	(74)	79
Ideo: Liberal (1-3)	19%	(25)	81%	(105)	130
Ideo: Moderate (4)	17%	(16)	83%	(79)	95
Ideo: Conservative (5-7)	16%	(24)	84%	(128)	152
Educ: < College	11%	(32)	89%	(272)	304
Educ: Bachelors degree	21%	(18)	79%	(67)	85
Educ: Post-grad	33%	(23)	67%	(47)	70
Income: Under 50k	11%	(23)	89%	(189)	212
Income: 50k-100k	18%	(29)	82%	(129)	158
Income: 100k+	24%	(21)	76%	(68)	89

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**Table BRD11\_4NET:** Do you plan to purchase any of the following items online? Please select all that apply. - Books (i.e. chapter books, textbooks)

Demographic	Selected		Not Selected		Total N
Parents of children	16%	(73)	84%	(386)	459
Ethnicity: White	15%	(55)	85%	(308)	363
Ethnicity: Hispanic	22%	(11)	78%	(40)	51
Ethnicity: Afr. Am.	16%	(9)	84%	(46)	55
Ethnicity: Other	22%	(9)	78%	(32)	41
Relig: Protestant	18%	(16)	82%	(75)	91
Relig: Roman Catholic	20%	(16)	80%	(66)	82
Relig: Something Else	14%	(7)	86%	(44)	51
Relig: Jewish	25%	(2)	75%	(6)	8
Relig: Evangelical	20%	(27)	80%	(108)	135
Relig: Non-Evang. Catholics	11%	(12)	89%	(95)	107
Relig: All Christian	16%	(39)	84%	(203)	242
Relig: All Non-Christian	14%	(7)	86%	(44)	51
Community: Urban	20%	(20)	80%	(78)	98
Community: Suburban	15%	(32)	85%	(180)	212
Community: Rural	14%	(21)	86%	(128)	149
Employ: Private Sector	15%	(31)	85%	(178)	209
Employ: Government	19%	(8)	81%	(34)	42
Employ: Self-Employed	34%	(15)	66%	(29)	44
Employ: Homemaker	17%	(11)	83%	(55)	66
Employ: Student	25%	(2)	75%	(6)	8
Employ: Retired	—	(0)	100%	(13)	13
Employ: Unemployed	9%	(3)	91%	(29)	32
Employ: Other	7%	(3)	93%	(42)	45
Military HH: Yes	19%	(14)	81%	(60)	74
Military HH: No	15%	(59)	85%	(326)	385
RD/WT: Right Direction	17%	(37)	83%	(176)	213
RD/WT: Wrong Track	15%	(36)	85%	(210)	246
Trump Job Approve	16%	(35)	84%	(190)	225
Trump Job Disapprove	16%	(33)	84%	(175)	208

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**Table BRD11\_4NET:** Do you plan to purchase any of the following items online? Please select all that apply. - Books (i.e. chapter books, textbooks)

Demographic	Selected		Not Selected		Total N
Parents of children	16%	(73)	84%	(386)	459
Trump Job Strongly Approve	20%	(23)	80%	(91)	114
Trump Job Somewhat Approve	11%	(12)	89%	(99)	111
Trump Job Somewhat Disapprove	19%	(11)	81%	(48)	59
Trump Job Strongly Disapprove	15%	(22)	85%	(127)	149
#1 Issue: Economy	16%	(28)	84%	(144)	172
#1 Issue: Security	19%	(15)	81%	(63)	78
#1 Issue: Health Care	10%	(8)	90%	(76)	84
#1 Issue: Medicare / Social Security	15%	(3)	85%	(17)	20
#1 Issue: Women's Issues	25%	(4)	75%	(12)	16
#1 Issue: Education	22%	(12)	78%	(43)	55
#1 Issue: Energy	—	(0)	100%	(14)	14
#1 Issue: Other	15%	(3)	85%	(17)	20
2016 Vote: Hillary Clinton	20%	(25)	80%	(102)	127
2016 Vote: Donald Trump	17%	(31)	83%	(154)	185
2016 Vote: Someone else	19%	(11)	81%	(47)	58
2016 Vote: Didn't Vote	7%	(6)	93%	(83)	89
Voted in 2014: Yes	18%	(54)	82%	(249)	303
Voted in 2014: No	12%	(19)	88%	(137)	156
2012 Vote: Barack Obama	18%	(33)	82%	(153)	186
2012 Vote: Mitt Romney	18%	(22)	82%	(102)	124
2012 Vote: Other	13%	(4)	87%	(27)	31
2012 Vote: Didn't Vote	12%	(14)	88%	(104)	118
4-Region: Northeast	22%	(16)	78%	(58)	74
4-Region: Midwest	10%	(12)	90%	(109)	121
4-Region: South	15%	(27)	85%	(148)	175
4-Region: West	20%	(18)	80%	(71)	89
Favorable of Trump	17%	(37)	83%	(180)	217
Unfavorable of Trump	15%	(32)	85%	(185)	217
Very Favorable of Trump	20%	(24)	80%	(96)	120
Somewhat Favorable of Trump	13%	(13)	87%	(84)	97
Somewhat Unfavorable of Trump	14%	(7)	86%	(42)	49
Very Unfavorable of Trump	15%	(25)	85%	(143)	168

Continued on next page

**Table BRD11\_4NET:** Do you plan to purchase any of the following items online? Please select all that apply. - Books (i.e. chapter books, textbooks)

Demographic	Selected		Not Selected		Total N
Parents of children	16%	(73)	84%	(386)	459
Pre-school	9%	(8)	91%	(78)	86
Grade school (Grades 1 – 5)	14%	(30)	86%	(187)	217
Middle school (Grades 6 – 8)	14%	(23)	86%	(144)	167
High school (Grades 9 – 12)	19%	(33)	81%	(145)	178
Children attend: Public school	13%	(52)	87%	(334)	386
Children attend: Private school	30%	(18)	70%	(42)	60
Children attend: Both	23%	(3)	77%	(10)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11\_5NET:** Do you plan to purchase any of the following items online? Please select all that apply. - None of the above

Demographic	Selected		Not Selected		Total N
Parents of children	41%	(189)	59%	(270)	459
Gender: Male	42%	(89)	58%	(122)	211
Gender: Female	40%	(100)	60%	(148)	248
Age: 18-29	40%	(17)	60%	(25)	42
Age: 30-44	40%	(106)	60%	(162)	268
Age: 45-54	42%	(52)	58%	(72)	124
Age: 55-64	56%	(10)	44%	(8)	18
Age: 65+	57%	(4)	43%	(3)	7
Generation Z: 18-21	17%	(1)	83%	(5)	6
Millennial: Age 22-37	43%	(72)	57%	(96)	168
Generation X: Age 38-53	39%	(101)	61%	(155)	256
Boomers: Age 54-72	52%	(15)	48%	(14)	29
PID: Rep (no lean)	41%	(63)	59%	(89)	152
PID: Dem (no lean)	36%	(49)	64%	(89)	138
PID: Ind (no lean)	43%	(51)	57%	(68)	119
PID/Gender: Dem Men	36%	(21)	64%	(38)	59
PID/Gender: Dem Women	35%	(28)	65%	(51)	79
PID/Gender: Ind Men	44%	(24)	56%	(30)	54
PID/Gender: Ind Women	42%	(27)	58%	(38)	65
PID/Gender: Rep Men	42%	(31)	58%	(42)	73
PID/Gender: Rep Women	41%	(32)	59%	(47)	79
Ideo: Liberal (1-3)	35%	(45)	65%	(85)	130
Ideo: Moderate (4)	41%	(39)	59%	(56)	95
Ideo: Conservative (5-7)	39%	(60)	61%	(92)	152
Educ: < College	50%	(151)	50%	(153)	304
Educ: Bachelors degree	29%	(25)	71%	(60)	85
Educ: Post-grad	19%	(13)	81%	(57)	70
Income: Under 50k	47%	(100)	53%	(112)	212
Income: 50k-100k	41%	(64)	59%	(94)	158
Income: 100k+	28%	(25)	72%	(64)	89

Continued on next page

**Table BRD11\_5NET: Do you plan to purchase any of the following items online? Please select all that apply. - None of the above**

Demographic	Selected		Not Selected		Total N
Parents of children	41%	(189)	59%	(270)	459
Ethnicity: White	42%	(151)	58%	(212)	363
Ethnicity: Hispanic	27%	(14)	73%	(37)	51
Ethnicity: Afr. Am.	45%	(25)	55%	(30)	55
Ethnicity: Other	32%	(13)	68%	(28)	41
Relig: Protestant	40%	(36)	60%	(55)	91
Relig: Roman Catholic	39%	(32)	61%	(50)	82
Relig: Something Else	55%	(28)	45%	(23)	51
Relig: Jewish	12%	(1)	88%	(7)	8
Relig: Evangelical	41%	(55)	59%	(80)	135
Relig: Non-Evang. Catholics	41%	(44)	59%	(63)	107
Relig: All Christian	41%	(99)	59%	(143)	242
Relig: All Non-Christian	55%	(28)	45%	(23)	51
Community: Urban	36%	(35)	64%	(63)	98
Community: Suburban	39%	(83)	61%	(129)	212
Community: Rural	48%	(71)	52%	(78)	149
Employ: Private Sector	33%	(70)	67%	(139)	209
Employ: Government	31%	(13)	69%	(29)	42
Employ: Self-Employed	39%	(17)	61%	(27)	44
Employ: Homemaker	53%	(35)	47%	(31)	66
Employ: Student	25%	(2)	75%	(6)	8
Employ: Retired	62%	(8)	38%	(5)	13
Employ: Unemployed	53%	(17)	47%	(15)	32
Employ: Other	60%	(27)	40%	(18)	45
Military HH: Yes	43%	(32)	57%	(42)	74
Military HH: No	41%	(157)	59%	(228)	385
RD/WT: Right Direction	43%	(91)	57%	(122)	213
RD/WT: Wrong Track	40%	(98)	60%	(148)	246
Trump Job Approve	40%	(91)	60%	(134)	225
Trump Job Disapprove	39%	(81)	61%	(127)	208

Continued on next page

**Table BRD11\_5NET:** Do you plan to purchase any of the following items online? Please select all that apply. - None of the above

Demographic	Selected		Not Selected		Total N
Parents of children	41%	(189)	59%	(270)	459
Trump Job Strongly Approve	41%	(47)	59%	(67)	114
Trump Job Somewhat Approve	40%	(44)	60%	(67)	111
Trump Job Somewhat Disapprove	44%	(26)	56%	(33)	59
Trump Job Strongly Disapprove	37%	(55)	63%	(94)	149
#1 Issue: Economy	42%	(72)	58%	(100)	172
#1 Issue: Security	33%	(26)	67%	(52)	78
#1 Issue: Health Care	48%	(40)	52%	(44)	84
#1 Issue: Medicare / Social Security	55%	(11)	45%	(9)	20
#1 Issue: Women's Issues	44%	(7)	56%	(9)	16
#1 Issue: Education	33%	(18)	67%	(37)	55
#1 Issue: Energy	29%	(4)	71%	(10)	14
#1 Issue: Other	55%	(11)	45%	(9)	20
2016 Vote: Hillary Clinton	36%	(46)	64%	(81)	127
2016 Vote: Donald Trump	40%	(74)	60%	(111)	185
2016 Vote: Someone else	33%	(19)	67%	(39)	58
2016 Vote: Didn't Vote	56%	(50)	44%	(39)	89
Voted in 2014: Yes	37%	(112)	63%	(191)	303
Voted in 2014: No	49%	(77)	51%	(79)	156
2012 Vote: Barack Obama	36%	(67)	64%	(119)	186
2012 Vote: Mitt Romney	37%	(46)	63%	(78)	124
2012 Vote: Other	39%	(12)	61%	(19)	31
2012 Vote: Didn't Vote	54%	(64)	46%	(54)	118
4-Region: Northeast	32%	(24)	68%	(50)	74
4-Region: Midwest	45%	(54)	55%	(67)	121
4-Region: South	45%	(79)	55%	(96)	175
4-Region: West	36%	(32)	64%	(57)	89
Favorable of Trump	42%	(91)	58%	(126)	217
Unfavorable of Trump	36%	(78)	64%	(139)	217
Very Favorable of Trump	37%	(44)	63%	(76)	120
Somewhat Favorable of Trump	48%	(47)	52%	(50)	97
Somewhat Unfavorable of Trump	31%	(15)	69%	(34)	49
Very Unfavorable of Trump	38%	(63)	62%	(105)	168

Continued on next page

**Table BRD11\_5NET:** Do you plan to purchase any of the following items online? Please select all that apply. - None of the above

<b>Demographic</b>	<b>Selected</b>		<b>Not Selected</b>		<b>Total N</b>
Parents of children	41%	(189)	59%	(270)	459
Pre-school	35%	(30)	65%	(56)	86
Grade school (Grades 1 – 5)	45%	(97)	55%	(120)	217
Middle school (Grades 6 – 8)	41%	(68)	59%	(99)	167
High school (Grades 9 – 12)	38%	(67)	62%	(111)	178
Children attend: Public school	44%	(170)	56%	(216)	386
Children attend: Private school	27%	(16)	73%	(44)	60
Children attend: Both	23%	(3)	77%	(10)	13

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD12: 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.)		Books (i.e. chapter books, textbooks)		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Parents of children	11%	(51)	73%	(333)	10%	(44)	3%	(12)	4%	(19)	459
Gender: Male	10%	(22)	66%	(140)	15%	(31)	4%	(8)	5%	(10)	211
Gender: Female	12%	(29)	78%	(193)	5%	(13)	2%	(4)	4%	(9)	248
Age: 18-29	14%	(6)	71%	(30)	10%	(4)	—	(0)	5%	(2)	42
Age: 30-44	11%	(29)	73%	(195)	9%	(25)	2%	(6)	5%	(13)	268
Age: 45-54	11%	(14)	70%	(87)	12%	(15)	3%	(4)	3%	(4)	124
Age: 55-64	6%	(1)	83%	(15)	—	(0)	11%	(2)	—	(0)	18
Age: 65+	14%	(1)	86%	(6)	—	(0)	—	(0)	—	(0)	7
Generation Z: 18-21	—	(0)	50%	(3)	33%	(2)	—	(0)	17%	(1)	6
Millennial: Age 22-37	9%	(15)	77%	(129)	8%	(13)	1%	(2)	5%	(9)	168
Generation X: Age 38-53	13%	(33)	70%	(179)	11%	(28)	3%	(7)	4%	(9)	256
Boomers: Age 54-72	10%	(3)	76%	(22)	3%	(1)	10%	(3)	—	(0)	29
PID: Rep (no lean)	8%	(12)	73%	(111)	11%	(16)	3%	(5)	5%	(8)	152
PID: Dem (no lean)	14%	(19)	72%	(100)	10%	(14)	1%	(2)	2%	(3)	138
PID: Ind (no lean)	13%	(15)	73%	(87)	8%	(9)	3%	(4)	3%	(4)	119
PID/Gender: Dem Men	15%	(9)	64%	(38)	15%	(9)	3%	(2)	2%	(1)	59
PID/Gender: Dem Women	13%	(10)	78%	(62)	6%	(5)	—	(0)	3%	(2)	79
PID/Gender: Ind Men	11%	(6)	67%	(36)	13%	(7)	4%	(2)	6%	(3)	54
PID/Gender: Ind Women	14%	(9)	78%	(51)	3%	(2)	3%	(2)	2%	(1)	65
PID/Gender: Rep Men	8%	(6)	64%	(47)	16%	(12)	4%	(3)	7%	(5)	73
PID/Gender: Rep Women	8%	(6)	81%	(64)	5%	(4)	3%	(2)	4%	(3)	79
Ideo: Liberal (1-3)	14%	(18)	74%	(96)	6%	(8)	1%	(1)	5%	(7)	130
Ideo: Moderate (4)	12%	(11)	66%	(63)	17%	(16)	3%	(3)	2%	(2)	95
Ideo: Conservative (5-7)	11%	(17)	68%	(104)	12%	(18)	5%	(7)	4%	(6)	152

Continued on next page



**Table BRD12:** *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.)		Books (i.e. chapter books, textbooks)		Don't Know / No Opinion		Total N
Parents of children	11%	(51)	73%	(333)	10%	(44)	3%	(12)	4%	(19)	459
Educ: < College	10%	(30)	77%	(235)	7%	(21)	2%	(5)	4%	(13)	304
Educ: Bachelors degree	12%	(10)	67%	(57)	12%	(10)	5%	(4)	5%	(4)	85
Educ: Post-grad	16%	(11)	59%	(41)	19%	(13)	4%	(3)	3%	(2)	70
Income: Under 50k	11%	(24)	75%	(158)	6%	(12)	2%	(4)	7%	(14)	212
Income: 50k-100k	12%	(19)	72%	(113)	12%	(19)	3%	(5)	1%	(2)	158
Income: 100k+	9%	(8)	70%	(62)	15%	(13)	3%	(3)	3%	(3)	89
Ethnicity: White	11%	(39)	73%	(266)	9%	(34)	3%	(11)	4%	(13)	363
Ethnicity: Hispanic	24%	(12)	57%	(29)	14%	(7)	4%	(2)	2%	(1)	51
Ethnicity: Afr. Am.	9%	(5)	80%	(44)	7%	(4)	—	(0)	4%	(2)	55
Ethnicity: Other	17%	(7)	56%	(23)	15%	(6)	2%	(1)	10%	(4)	41
Relig: Protestant	11%	(10)	73%	(66)	8%	(7)	5%	(5)	3%	(3)	91
Relig: Roman Catholic	11%	(9)	68%	(56)	15%	(12)	4%	(3)	2%	(2)	82
Relig: Something Else	8%	(4)	78%	(40)	10%	(5)	—	(0)	4%	(2)	51
Relig: Jewish	12%	(1)	50%	(4)	25%	(2)	12%	(1)	—	(0)	8
Relig: Evangelical	10%	(14)	73%	(98)	10%	(14)	4%	(5)	3%	(4)	135
Relig: Non-Evang. Catholics	12%	(13)	72%	(77)	9%	(10)	4%	(4)	3%	(3)	107
Relig: All Christian	11%	(27)	72%	(175)	10%	(24)	4%	(9)	3%	(7)	242
Relig: All Non-Christian	8%	(4)	78%	(40)	10%	(5)	—	(0)	4%	(2)	51
Community: Urban	13%	(13)	62%	(61)	12%	(12)	4%	(4)	8%	(8)	98
Community: Suburban	8%	(17)	75%	(159)	10%	(22)	2%	(5)	4%	(9)	212
Community: Rural	14%	(21)	76%	(113)	7%	(10)	2%	(3)	1%	(2)	149

Continued on next page

**Table BRD12:** 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.)		Books (i.e. chapter books, textbooks)		Don't Know / No Opinion		Total N
Parents of children	11%	(51)	73%	(333)	10%	(44)	3%	(12)	4%	(19)	459
Employ: Private Sector	7%	(14)	77%	(160)	12%	(25)	2%	(4)	3%	(6)	209
Employ: Government	19%	(8)	69%	(29)	10%	(4)	—	(0)	2%	(1)	42
Employ: Self-Employed	11%	(5)	64%	(28)	11%	(5)	9%	(4)	5%	(2)	44
Employ: Homemaker	20%	(13)	59%	(39)	9%	(6)	5%	(3)	8%	(5)	66
Employ: Student	12%	(1)	88%	(7)	—	(0)	—	(0)	—	(0)	8
Employ: Retired	15%	(2)	77%	(10)	8%	(1)	—	(0)	—	(0)	13
Employ: Unemployed	12%	(4)	78%	(25)	3%	(1)	—	(0)	6%	(2)	32
Employ: Other	9%	(4)	78%	(35)	4%	(2)	2%	(1)	7%	(3)	45
Military HH: Yes	14%	(10)	66%	(49)	14%	(10)	3%	(2)	4%	(3)	74
Military HH: No	11%	(41)	74%	(284)	9%	(34)	3%	(10)	4%	(16)	385
RD/WT: Right Direction	11%	(23)	70%	(150)	10%	(21)	4%	(9)	5%	(10)	213
RD/WT: Wrong Track	11%	(28)	74%	(183)	9%	(23)	1%	(3)	4%	(9)	246
Trump Job Approve	11%	(24)	72%	(162)	11%	(24)	3%	(7)	4%	(8)	225
Trump Job Disapprove	12%	(25)	74%	(153)	9%	(18)	2%	(4)	4%	(8)	208
Trump Job Strongly Approve	10%	(11)	72%	(82)	12%	(14)	2%	(2)	4%	(5)	114
Trump Job Somewhat Approve	12%	(13)	72%	(80)	9%	(10)	5%	(5)	3%	(3)	111
Trump Job Somewhat Disapprove	10%	(6)	76%	(45)	7%	(4)	2%	(1)	5%	(3)	59
Trump Job Strongly Disapprove	13%	(19)	72%	(108)	9%	(14)	2%	(3)	3%	(5)	149
#1 Issue: Economy	13%	(22)	74%	(128)	6%	(11)	2%	(3)	5%	(8)	172
#1 Issue: Security	12%	(9)	69%	(54)	14%	(11)	4%	(3)	1%	(1)	78
#1 Issue: Health Care	7%	(6)	87%	(73)	2%	(2)	2%	(2)	1%	(1)	84
#1 Issue: Medicare / Social Security	5%	(1)	75%	(15)	10%	(2)	—	(0)	10%	(2)	20
#1 Issue: Women's Issues	12%	(2)	62%	(10)	6%	(1)	19%	(3)	—	(0)	16
#1 Issue: Education	16%	(9)	56%	(31)	24%	(13)	2%	(1)	2%	(1)	55
#1 Issue: Energy	7%	(1)	79%	(11)	14%	(2)	—	(0)	—	(0)	14
#1 Issue: Other	5%	(1)	55%	(11)	10%	(2)	—	(0)	30%	(6)	20

Continued on next page

**Table BRD12:** 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.)		Books (i.e. chapter books, textbooks)		Don't Know / No Opinion		Total N
Parents of children	11%	(51)	73%	(333)	10%	(44)	3%	(12)	4%	(19)	459
2016 Vote: Hillary Clinton	14%	(18)	75%	(95)	9%	(11)	1%	(1)	2%	(2)	127
2016 Vote: Donald Trump	12%	(23)	67%	(124)	12%	(22)	4%	(8)	4%	(8)	185
2016 Vote: Someone else	3%	(2)	76%	(44)	12%	(7)	3%	(2)	5%	(3)	58
2016 Vote: Didn't Vote	9%	(8)	79%	(70)	4%	(4)	1%	(1)	7%	(6)	89
Voted in 2014: Yes	11%	(34)	71%	(215)	12%	(35)	3%	(10)	3%	(9)	303
Voted in 2014: No	11%	(17)	76%	(118)	6%	(9)	1%	(2)	6%	(10)	156
2012 Vote: Barack Obama	11%	(21)	76%	(141)	9%	(17)	2%	(3)	2%	(4)	186
2012 Vote: Mitt Romney	10%	(12)	67%	(83)	14%	(17)	5%	(6)	5%	(6)	124
2012 Vote: Other	10%	(3)	71%	(22)	10%	(3)	6%	(2)	3%	(1)	31
2012 Vote: Didn't Vote	13%	(15)	74%	(87)	6%	(7)	1%	(1)	7%	(8)	118
4-Region: Northeast	5%	(4)	81%	(60)	5%	(4)	3%	(2)	5%	(4)	74
4-Region: Midwest	16%	(19)	69%	(83)	8%	(10)	3%	(4)	4%	(5)	121
4-Region: South	10%	(18)	75%	(131)	10%	(18)	2%	(3)	3%	(5)	175
4-Region: West	11%	(10)	66%	(59)	13%	(12)	3%	(3)	6%	(5)	89
Favorable of Trump	9%	(20)	72%	(157)	10%	(21)	5%	(11)	4%	(8)	217
Unfavorable of Trump	13%	(29)	74%	(160)	9%	(20)	—	(0)	4%	(8)	217
Very Favorable of Trump	11%	(13)	71%	(85)	10%	(12)	3%	(4)	5%	(6)	120
Somewhat Favorable of Trump	7%	(7)	74%	(72)	9%	(9)	7%	(7)	2%	(2)	97
Somewhat Unfavorable of Trump	10%	(5)	78%	(38)	8%	(4)	—	(0)	4%	(2)	49
Very Unfavorable of Trump	14%	(24)	73%	(122)	10%	(16)	—	(0)	4%	(6)	168
Pre-school	6%	(5)	79%	(68)	9%	(8)	1%	(1)	5%	(4)	86
Grade school (Grades 1 – 5)	12%	(27)	73%	(158)	8%	(17)	3%	(6)	4%	(9)	217
Middle school (Grades 6 – 8)	10%	(17)	74%	(124)	11%	(19)	2%	(3)	2%	(4)	167
High school (Grades 9 – 12)	12%	(22)	70%	(125)	11%	(19)	3%	(6)	3%	(6)	178
Children attend: Public school	11%	(43)	76%	(292)	8%	(31)	1%	(5)	4%	(15)	386
Children attend: Private school	10%	(6)	53%	(32)	20%	(12)	10%	(6)	7%	(4)	60
Children attend: Both	15%	(2)	69%	(9)	8%	(1)	8%	(1)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD13:** 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 of children	13%	(58)	26%	(120)	37%	(170)	22%	(103)	2%	(8)	459
Gender: Male	14%	(30)	28%	(59)	37%	(78)	19%	(40)	2%	(4)	211
Gender: Female	11%	(28)	25%	(61)	37%	(92)	25%	(63)	2%	(4)	248
Age: 18-29	10%	(4)	43%	(18)	36%	(15)	10%	(4)	2%	(1)	42
Age: 30-44	12%	(33)	25%	(67)	38%	(101)	23%	(62)	2%	(5)	268
Age: 45-54	14%	(17)	23%	(29)	35%	(43)	27%	(34)	1%	(1)	124
Age: 55-64	22%	(4)	28%	(5)	33%	(6)	11%	(2)	6%	(1)	18
Age: 65+	—	(0)	14%	(1)	71%	(5)	14%	(1)	—	(0)	7
Generation Z: 18-21	33%	(2)	17%	(1)	17%	(1)	17%	(1)	17%	(1)	6
Millennial: Age 22-37	12%	(20)	30%	(50)	34%	(57)	23%	(38)	2%	(3)	168
Generation X: Age 38-53	12%	(32)	25%	(63)	38%	(98)	23%	(60)	1%	(3)	256
Boomers: Age 54-72	14%	(4)	21%	(6)	48%	(14)	14%	(4)	3%	(1)	29
PID: Rep (no lean)	13%	(20)	32%	(49)	34%	(51)	18%	(27)	3%	(5)	152
PID: Dem (no lean)	12%	(17)	27%	(37)	39%	(54)	21%	(29)	1%	(1)	138
PID: Ind (no lean)	15%	(18)	18%	(22)	43%	(51)	23%	(27)	1%	(1)	119
PID/Gender: Dem Men	15%	(9)	34%	(20)	36%	(21)	14%	(8)	2%	(1)	59
PID/Gender: Dem Women	10%	(8)	22%	(17)	42%	(33)	27%	(21)	—	(0)	79
PID/Gender: Ind Men	17%	(9)	15%	(8)	44%	(24)	22%	(12)	2%	(1)	54
PID/Gender: Ind Women	14%	(9)	22%	(14)	42%	(27)	23%	(15)	—	(0)	65
PID/Gender: Rep Men	14%	(10)	37%	(27)	34%	(25)	12%	(9)	3%	(2)	73
PID/Gender: Rep Women	13%	(10)	28%	(22)	33%	(26)	23%	(18)	4%	(3)	79
Ideo: Liberal (1-3)	15%	(20)	28%	(37)	32%	(41)	23%	(30)	2%	(2)	130
Ideo: Moderate (4)	15%	(14)	23%	(22)	40%	(38)	21%	(20)	1%	(1)	95
Ideo: Conservative (5-7)	12%	(19)	26%	(40)	39%	(59)	21%	(32)	1%	(2)	152
Educ: < College	12%	(38)	26%	(80)	35%	(105)	24%	(74)	2%	(7)	304
Educ: Bachelors degree	11%	(9)	21%	(18)	45%	(38)	24%	(20)	—	(0)	85
Educ: Post-grad	16%	(11)	31%	(22)	39%	(27)	13%	(9)	1%	(1)	70

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**Table BRD13:** 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 of children	13%	(58)	26%	(120)	37%	(170)	22%	(103)	2%	(8)	459
Income: Under 50k	11%	(24)	25%	(52)	36%	(77)	25%	(54)	2%	(5)	212
Income: 50k-100k	15%	(23)	25%	(39)	39%	(61)	22%	(34)	1%	(1)	158
Income: 100k+	12%	(11)	33%	(29)	36%	(32)	17%	(15)	2%	(2)	89
Ethnicity: White	13%	(49)	27%	(99)	36%	(132)	22%	(80)	1%	(3)	363
Ethnicity: Hispanic	22%	(11)	27%	(14)	29%	(15)	20%	(10)	2%	(1)	51
Ethnicity: Afr. Am.	9%	(5)	20%	(11)	44%	(24)	24%	(13)	4%	(2)	55
Ethnicity: Other	10%	(4)	24%	(10)	34%	(14)	24%	(10)	7%	(3)	41
Relig: Protestant	12%	(11)	29%	(26)	36%	(33)	21%	(19)	2%	(2)	91
Relig: Roman Catholic	15%	(12)	29%	(24)	38%	(31)	16%	(13)	2%	(2)	82
Relig: Something Else	8%	(4)	22%	(11)	43%	(22)	27%	(14)	—	(0)	51
Relig: Jewish	38%	(3)	25%	(2)	12%	(1)	25%	(2)	—	(0)	8
Relig: Evangelical	16%	(22)	20%	(27)	39%	(52)	22%	(30)	3%	(4)	135
Relig: Non-Evang. Catholics	12%	(13)	30%	(32)	41%	(44)	16%	(17)	1%	(1)	107
Relig: All Christian	14%	(35)	24%	(59)	40%	(96)	19%	(47)	2%	(5)	242
Relig: All Non-Christian	8%	(4)	22%	(11)	43%	(22)	27%	(14)	—	(0)	51
Community: Urban	16%	(16)	24%	(24)	38%	(37)	18%	(18)	3%	(3)	98
Community: Suburban	10%	(22)	30%	(64)	37%	(78)	22%	(46)	1%	(2)	212
Community: Rural	13%	(20)	21%	(32)	37%	(55)	26%	(39)	2%	(3)	149
Employ: Private Sector	13%	(27)	30%	(62)	37%	(77)	20%	(42)	—	(1)	209
Employ: Government	10%	(4)	26%	(11)	40%	(17)	21%	(9)	2%	(1)	42
Employ: Self-Employed	18%	(8)	11%	(5)	43%	(19)	25%	(11)	2%	(1)	44
Employ: Homemaker	17%	(11)	32%	(21)	26%	(17)	23%	(15)	3%	(2)	66
Employ: Student	—	(0)	25%	(2)	50%	(4)	12%	(1)	12%	(1)	8
Employ: Retired	8%	(1)	23%	(3)	46%	(6)	23%	(3)	—	(0)	13
Employ: Unemployed	12%	(4)	22%	(7)	38%	(12)	25%	(8)	3%	(1)	32
Employ: Other	7%	(3)	20%	(9)	40%	(18)	31%	(14)	2%	(1)	45
Military HH: Yes	16%	(12)	18%	(13)	32%	(24)	30%	(22)	4%	(3)	74
Military HH: No	12%	(46)	28%	(107)	38%	(146)	21%	(81)	1%	(5)	385
RD/WT: Right Direction	15%	(33)	27%	(57)	36%	(77)	19%	(40)	3%	(6)	213
RD/WT: Wrong Track	10%	(25)	26%	(63)	38%	(93)	26%	(63)	1%	(2)	246

Continued on next page

**Table BRD13:** 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 of children	13%	(58)	26%	(120)	37%	(170)	22%	(103)	2%	(8)	459
Trump Job Approve	12%	(26)	29%	(65)	39%	(88)	19%	(42)	2%	(4)	225
Trump Job Disapprove	13%	(27)	25%	(51)	38%	(79)	24%	(49)	1%	(2)	208
Trump Job Strongly Approve	15%	(17)	33%	(38)	32%	(36)	18%	(20)	3%	(3)	114
Trump Job Somewhat Approve	8%	(9)	24%	(27)	47%	(52)	20%	(22)	1%	(1)	111
Trump Job Somewhat Disapprove	17%	(10)	31%	(18)	36%	(21)	15%	(9)	2%	(1)	59
Trump Job Strongly Disapprove	11%	(17)	22%	(33)	39%	(58)	27%	(40)	1%	(1)	149
#1 Issue: Economy	12%	(20)	27%	(47)	37%	(63)	23%	(40)	1%	(2)	172
#1 Issue: Security	19%	(15)	21%	(16)	41%	(32)	17%	(13)	3%	(2)	78
#1 Issue: Health Care	4%	(3)	35%	(29)	35%	(29)	27%	(23)	—	(0)	84
#1 Issue: Medicare / Social Security	15%	(3)	20%	(4)	45%	(9)	20%	(4)	—	(0)	20
#1 Issue: Women's Issues	31%	(5)	12%	(2)	44%	(7)	12%	(2)	—	(0)	16
#1 Issue: Education	13%	(7)	25%	(14)	35%	(19)	24%	(13)	4%	(2)	55
#1 Issue: Energy	21%	(3)	36%	(5)	36%	(5)	7%	(1)	—	(0)	14
#1 Issue: Other	10%	(2)	15%	(3)	30%	(6)	35%	(7)	10%	(2)	20
2016 Vote: Hillary Clinton	14%	(18)	20%	(25)	43%	(54)	23%	(29)	1%	(1)	127
2016 Vote: Donald Trump	14%	(25)	29%	(53)	35%	(65)	20%	(37)	3%	(5)	185
2016 Vote: Someone else	10%	(6)	24%	(14)	34%	(20)	29%	(17)	2%	(1)	58
2016 Vote: Didn't Vote	10%	(9)	31%	(28)	35%	(31)	22%	(20)	1%	(1)	89
Voted in 2014: Yes	14%	(42)	25%	(76)	38%	(115)	22%	(66)	1%	(4)	303
Voted in 2014: No	10%	(16)	28%	(44)	35%	(55)	24%	(37)	3%	(4)	156
2012 Vote: Barack Obama	12%	(22)	24%	(45)	41%	(76)	23%	(42)	1%	(1)	186
2012 Vote: Mitt Romney	13%	(16)	27%	(34)	37%	(46)	20%	(25)	2%	(3)	124
2012 Vote: Other	19%	(6)	19%	(6)	42%	(13)	19%	(6)	—	(0)	31
2012 Vote: Didn't Vote	12%	(14)	30%	(35)	30%	(35)	25%	(30)	3%	(4)	118
4-Region: Northeast	18%	(13)	26%	(19)	38%	(28)	16%	(12)	3%	(2)	74
4-Region: Midwest	9%	(11)	30%	(36)	43%	(52)	17%	(21)	1%	(1)	121
4-Region: South	11%	(20)	28%	(49)	35%	(62)	23%	(41)	2%	(3)	175
4-Region: West	16%	(14)	18%	(16)	31%	(28)	33%	(29)	2%	(2)	89
Favorable of Trump	13%	(29)	28%	(61)	38%	(83)	18%	(40)	2%	(4)	217
Unfavorable of Trump	12%	(27)	25%	(55)	38%	(83)	23%	(50)	1%	(2)	217

Continued on next page

**Table BRD13:** 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 of children	13%	(58)	26%	(120)	37%	(170)	22%	(103)	2%	(8)	459
Very Favorable of Trump	19%	(23)	31%	(37)	31%	(37)	17%	(20)	2%	(3)	120
Somewhat Favorable of Trump	6%	(6)	25%	(24)	47%	(46)	21%	(20)	1%	(1)	97
Somewhat Unfavorable of Trump	14%	(7)	31%	(15)	35%	(17)	20%	(10)	—	(0)	49
Very Unfavorable of Trump	12%	(20)	24%	(40)	39%	(66)	24%	(40)	1%	(2)	168
Pre-school	6%	(5)	22%	(19)	43%	(37)	26%	(22)	3%	(3)	86
Grade school (Grades 1 – 5)	10%	(22)	28%	(61)	36%	(79)	24%	(51)	2%	(4)	217
Middle school (Grades 6 – 8)	13%	(22)	29%	(48)	34%	(56)	23%	(39)	1%	(2)	167
High school (Grades 9 – 12)	16%	(28)	28%	(49)	35%	(62)	20%	(35)	2%	(4)	178
Children attend: Public school	12%	(46)	26%	(99)	39%	(149)	22%	(85)	2%	(7)	386
Children attend: Private school	18%	(11)	32%	(19)	23%	(14)	25%	(15)	2%	(1)	60
Children attend: Both	8%	(1)	15%	(2)	54%	(7)	23%	(3)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14:** How many stores do you plan to shop at for back-to-school items?

Demographic	1		2		3		4 or more		Don't know/No opinion		Total N
Parents of children	8%	(37)	28%	(128)	26%	(118)	26%	(121)	12%	(55)	459
Gender: Male	6%	(13)	27%	(58)	30%	(64)	24%	(50)	12%	(26)	211
Gender: Female	10%	(24)	28%	(70)	22%	(54)	29%	(71)	12%	(29)	248
Age: 18-29	12%	(5)	36%	(15)	26%	(11)	24%	(10)	2%	(1)	42
Age: 30-44	7%	(20)	29%	(77)	23%	(62)	29%	(79)	11%	(30)	268
Age: 45-54	6%	(8)	27%	(33)	30%	(37)	21%	(26)	16%	(20)	124
Age: 55-64	17%	(3)	11%	(2)	33%	(6)	22%	(4)	17%	(3)	18
Age: 65+	14%	(1)	14%	(1)	29%	(2)	29%	(2)	14%	(1)	7
Generation Z: 18-21	17%	(1)	33%	(2)	17%	(1)	17%	(1)	17%	(1)	6
Millennial: Age 22-37	7%	(12)	32%	(53)	27%	(45)	28%	(47)	7%	(11)	168
Generation X: Age 38-53	8%	(20)	27%	(69)	25%	(63)	26%	(66)	15%	(38)	256
Boomers: Age 54-72	14%	(4)	14%	(4)	31%	(9)	24%	(7)	17%	(5)	29
PID: Rep (no lean)	5%	(7)	32%	(48)	18%	(28)	32%	(48)	14%	(21)	152
PID: Dem (no lean)	12%	(17)	22%	(30)	32%	(44)	24%	(33)	10%	(14)	138
PID: Ind (no lean)	6%	(7)	31%	(37)	28%	(33)	25%	(30)	10%	(12)	119
PID/Gender: Dem Men	10%	(6)	17%	(10)	42%	(25)	19%	(11)	12%	(7)	59
PID/Gender: Dem Women	14%	(11)	25%	(20)	24%	(19)	28%	(22)	9%	(7)	79
PID/Gender: Ind Men	2%	(1)	33%	(18)	30%	(16)	24%	(13)	11%	(6)	54
PID/Gender: Ind Women	9%	(6)	29%	(19)	26%	(17)	26%	(17)	9%	(6)	65
PID/Gender: Rep Men	4%	(3)	32%	(23)	21%	(15)	32%	(23)	12%	(9)	73
PID/Gender: Rep Women	5%	(4)	32%	(25)	16%	(13)	32%	(25)	15%	(12)	79
Ideo: Liberal (1-3)	12%	(15)	26%	(34)	32%	(42)	22%	(28)	8%	(11)	130
Ideo: Moderate (4)	4%	(4)	36%	(34)	22%	(21)	26%	(25)	12%	(11)	95
Ideo: Conservative (5-7)	5%	(7)	28%	(43)	26%	(39)	30%	(46)	11%	(17)	152
Educ: < College	8%	(24)	28%	(85)	25%	(76)	27%	(82)	12%	(37)	304
Educ: Bachelors degree	7%	(6)	27%	(23)	25%	(21)	27%	(23)	14%	(12)	85
Educ: Post-grad	10%	(7)	29%	(20)	30%	(21)	23%	(16)	9%	(6)	70

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**Table BRD14:** How many stores do you plan to shop at for back-to-school items?

Demographic	1		2		3		4 or more		Don't know/No opinion		Total N
Parents of children	8%	(37)	28%	(128)	26%	(118)	26%	(121)	12%	(55)	459
Income: Under 50k	8%	(16)	29%	(62)	24%	(50)	25%	(52)	15%	(32)	212
Income: 50k-100k	8%	(13)	27%	(43)	28%	(44)	29%	(46)	8%	(12)	158
Income: 100k+	9%	(8)	26%	(23)	27%	(24)	26%	(23)	12%	(11)	89
Ethnicity: White	7%	(27)	29%	(104)	24%	(88)	29%	(105)	11%	(39)	363
Ethnicity: Hispanic	10%	(5)	24%	(12)	33%	(17)	27%	(14)	6%	(3)	51
Ethnicity: Afr. Am.	9%	(5)	16%	(9)	35%	(19)	20%	(11)	20%	(11)	55
Ethnicity: Other	12%	(5)	37%	(15)	27%	(11)	12%	(5)	12%	(5)	41
Relig: Protestant	8%	(7)	27%	(25)	23%	(21)	27%	(25)	14%	(13)	91
Relig: Roman Catholic	7%	(6)	27%	(22)	29%	(24)	28%	(23)	9%	(7)	82
Relig: Something Else	10%	(5)	29%	(15)	20%	(10)	24%	(12)	18%	(9)	51
Relig: Jewish	—	(0)	12%	(1)	25%	(2)	50%	(4)	12%	(1)	8
Relig: Evangelical	4%	(6)	34%	(46)	23%	(31)	28%	(38)	10%	(14)	135
Relig: Non-Evang. Catholics	8%	(9)	21%	(23)	31%	(33)	26%	(28)	13%	(14)	107
Relig: All Christian	6%	(15)	29%	(69)	26%	(64)	27%	(66)	12%	(28)	242
Relig: All Non-Christian	10%	(5)	29%	(15)	20%	(10)	24%	(12)	18%	(9)	51
Community: Urban	10%	(10)	16%	(16)	32%	(31)	29%	(28)	13%	(13)	98
Community: Suburban	8%	(16)	31%	(66)	24%	(51)	25%	(54)	12%	(25)	212
Community: Rural	7%	(11)	31%	(46)	24%	(36)	26%	(39)	11%	(17)	149
Employ: Private Sector	6%	(13)	26%	(54)	32%	(66)	25%	(53)	11%	(23)	209
Employ: Government	10%	(4)	36%	(15)	31%	(13)	21%	(9)	2%	(1)	42
Employ: Self-Employed	2%	(1)	32%	(14)	25%	(11)	23%	(10)	18%	(8)	44
Employ: Homemaker	12%	(8)	23%	(15)	14%	(9)	33%	(22)	18%	(12)	66
Employ: Student	12%	(1)	50%	(4)	12%	(1)	12%	(1)	12%	(1)	8
Employ: Retired	8%	(1)	31%	(4)	38%	(5)	15%	(2)	8%	(1)	13
Employ: Unemployed	9%	(3)	31%	(10)	19%	(6)	28%	(9)	12%	(4)	32
Employ: Other	13%	(6)	27%	(12)	16%	(7)	33%	(15)	11%	(5)	45
Military HH: Yes	14%	(10)	28%	(21)	20%	(15)	27%	(20)	11%	(8)	74
Military HH: No	7%	(27)	28%	(107)	27%	(103)	26%	(101)	12%	(47)	385
RD/WT: Right Direction	5%	(11)	31%	(65)	24%	(52)	27%	(58)	13%	(27)	213
RD/WT: Wrong Track	11%	(26)	26%	(63)	27%	(66)	26%	(63)	11%	(28)	246

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**Table BRD14:** How many stores do you plan to shop at for back-to-school items?

Demographic	1		2		3		4 or more		Don't know/No opinion		Total N
Parents of children	8%	(37)	28%	(128)	26%	(118)	26%	(121)	12%	(55)	459
Trump Job Approve	6%	(13)	31%	(70)	24%	(54)	28%	(63)	11%	(25)	225
Trump Job Disapprove	11%	(22)	26%	(54)	28%	(59)	25%	(53)	10%	(20)	208
Trump Job Strongly Approve	3%	(3)	39%	(44)	17%	(19)	27%	(31)	15%	(17)	114
Trump Job Somewhat Approve	9%	(10)	23%	(26)	32%	(35)	29%	(32)	7%	(8)	111
Trump Job Somewhat Disapprove	8%	(5)	32%	(19)	22%	(13)	31%	(18)	7%	(4)	59
Trump Job Strongly Disapprove	11%	(17)	23%	(35)	31%	(46)	23%	(35)	11%	(16)	149
#1 Issue: Economy	7%	(12)	27%	(46)	29%	(50)	27%	(46)	10%	(18)	172
#1 Issue: Security	5%	(4)	28%	(22)	32%	(25)	28%	(22)	6%	(5)	78
#1 Issue: Health Care	10%	(8)	27%	(23)	25%	(21)	25%	(21)	13%	(11)	84
#1 Issue: Medicare / Social Security	5%	(1)	40%	(8)	20%	(4)	20%	(4)	15%	(3)	20
#1 Issue: Women's Issues	6%	(1)	31%	(5)	31%	(5)	6%	(1)	25%	(4)	16
#1 Issue: Education	11%	(6)	33%	(18)	16%	(9)	29%	(16)	11%	(6)	55
#1 Issue: Energy	14%	(2)	29%	(4)	7%	(1)	50%	(7)	—	(0)	14
#1 Issue: Other	15%	(3)	10%	(2)	15%	(3)	20%	(4)	40%	(8)	20
2016 Vote: Hillary Clinton	14%	(18)	23%	(29)	34%	(43)	19%	(24)	10%	(13)	127
2016 Vote: Donald Trump	4%	(8)	30%	(55)	22%	(41)	33%	(61)	11%	(20)	185
2016 Vote: Someone else	3%	(2)	29%	(17)	21%	(12)	28%	(16)	19%	(11)	58
2016 Vote: Didn't Vote	10%	(9)	30%	(27)	25%	(22)	22%	(20)	12%	(11)	89
Voted in 2014: Yes	8%	(23)	27%	(82)	28%	(85)	26%	(80)	11%	(33)	303
Voted in 2014: No	9%	(14)	29%	(46)	21%	(33)	26%	(41)	14%	(22)	156
2012 Vote: Barack Obama	11%	(21)	24%	(44)	32%	(59)	23%	(43)	10%	(19)	186
2012 Vote: Mitt Romney	2%	(3)	31%	(39)	23%	(29)	29%	(36)	14%	(17)	124
2012 Vote: Other	3%	(1)	26%	(8)	23%	(7)	32%	(10)	16%	(5)	31
2012 Vote: Didn't Vote	10%	(12)	31%	(37)	19%	(23)	27%	(32)	12%	(14)	118
4-Region: Northeast	5%	(4)	19%	(14)	32%	(24)	31%	(23)	12%	(9)	74
4-Region: Midwest	6%	(7)	29%	(35)	26%	(32)	28%	(34)	11%	(13)	121
4-Region: South	10%	(17)	31%	(54)	21%	(36)	27%	(48)	11%	(20)	175
4-Region: West	10%	(9)	28%	(25)	29%	(26)	18%	(16)	15%	(13)	89
Favorable of Trump	6%	(12)	31%	(67)	24%	(52)	29%	(62)	11%	(24)	217
Unfavorable of Trump	11%	(23)	26%	(56)	29%	(63)	24%	(53)	10%	(22)	217

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**Table BRD14:** How many stores do you plan to shop at for back-to-school items?

Demographic	1		2		3		4 or more		Don't know/No opinion		Total N
Parents of children	8%	(37)	28%	(128)	26%	(118)	26%	(121)	12%	(55)	459
Very Favorable of Trump	2%	(3)	34%	(41)	18%	(21)	32%	(38)	14%	(17)	120
Somewhat Favorable of Trump	9%	(9)	27%	(26)	32%	(31)	25%	(24)	7%	(7)	97
Somewhat Unfavorable of Trump	6%	(3)	27%	(13)	22%	(11)	35%	(17)	10%	(5)	49
Very Unfavorable of Trump	12%	(20)	26%	(43)	31%	(52)	21%	(36)	10%	(17)	168
Pre-school	3%	(3)	35%	(30)	26%	(22)	26%	(22)	10%	(9)	86
Grade school (Grades 1 – 5)	10%	(21)	29%	(62)	26%	(57)	26%	(57)	9%	(20)	217
Middle school (Grades 6 – 8)	7%	(12)	26%	(43)	28%	(46)	30%	(50)	10%	(16)	167
High school (Grades 9 – 12)	8%	(14)	21%	(38)	26%	(47)	30%	(54)	14%	(25)	178
Children attend: Public school	9%	(33)	28%	(108)	26%	(101)	27%	(103)	11%	(41)	386
Children attend: Private school	7%	(4)	32%	(19)	22%	(13)	22%	(13)	18%	(11)	60
Children attend: Both	—	(0)	8%	(1)	31%	(4)	38%	(5)	23%	(3)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD15\_1:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
*It is convenient*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	54%	(249)	37%	(169)	5%	(23)	2%	(8)	2%	(10)	459
Gender: Male	48%	(102)	40%	(84)	8%	(16)	1%	(3)	3%	(6)	211
Gender: Female	59%	(147)	34%	(85)	3%	(7)	2%	(5)	2%	(4)	248
Age: 18-29	45%	(19)	40%	(17)	7%	(3)	5%	(2)	2%	(1)	42
Age: 30-44	59%	(158)	32%	(87)	5%	(13)	1%	(4)	2%	(6)	268
Age: 45-54	47%	(58)	44%	(55)	5%	(6)	2%	(2)	2%	(3)	124
Age: 55-64	50%	(9)	44%	(8)	6%	(1)	—	(0)	—	(0)	18
Age: 65+	71%	(5)	29%	(2)	—	(0)	—	(0)	—	(0)	7
Generation Z: 18-21	33%	(2)	50%	(3)	—	(0)	—	(0)	17%	(1)	6
Millennial: Age 22-37	58%	(98)	32%	(53)	5%	(9)	3%	(5)	2%	(3)	168
Generation X: Age 38-53	52%	(133)	39%	(101)	5%	(13)	1%	(3)	2%	(6)	256
Boomers: Age 54-72	55%	(16)	41%	(12)	3%	(1)	—	(0)	—	(0)	29
PID: Rep (no lean)	57%	(87)	33%	(50)	7%	(10)	1%	(1)	3%	(4)	152
PID: Dem (no lean)	56%	(77)	36%	(50)	4%	(6)	1%	(2)	2%	(3)	138
PID: Ind (no lean)	49%	(58)	41%	(49)	4%	(5)	4%	(5)	2%	(2)	119
PID/Gender: Dem Men	49%	(29)	36%	(21)	10%	(6)	2%	(1)	3%	(2)	59
PID/Gender: Dem Women	61%	(48)	37%	(29)	—	(0)	1%	(1)	1%	(1)	79
PID/Gender: Ind Men	41%	(22)	48%	(26)	4%	(2)	4%	(2)	4%	(2)	54
PID/Gender: Ind Women	55%	(36)	35%	(23)	5%	(3)	5%	(3)	—	(0)	65
PID/Gender: Rep Men	49%	(36)	37%	(27)	11%	(8)	—	(0)	3%	(2)	73
PID/Gender: Rep Women	65%	(51)	29%	(23)	3%	(2)	1%	(1)	3%	(2)	79
Ideo: Liberal (1-3)	52%	(67)	34%	(44)	8%	(11)	4%	(5)	2%	(3)	130
Ideo: Moderate (4)	52%	(49)	41%	(39)	3%	(3)	1%	(1)	3%	(3)	95
Ideo: Conservative (5-7)	61%	(92)	34%	(51)	5%	(7)	—	(0)	1%	(2)	152
Educ: < College	56%	(170)	35%	(107)	4%	(12)	2%	(7)	3%	(8)	304
Educ: Bachelors degree	54%	(46)	42%	(36)	2%	(2)	—	(0)	1%	(1)	85
Educ: Post-grad	47%	(33)	37%	(26)	13%	(9)	1%	(1)	1%	(1)	70

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**Table BRD15\_1:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
It is convenient

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	54% (249)	37% (169)	5% (23)	2% (8)	2% (10)	459
Income: Under 50k	55% (117)	34% (73)	5% (11)	2% (5)	3% (6)	212
Income: 50k-100k	54% (85)	40% (63)	4% (7)	1% (1)	1% (2)	158
Income: 100k+	53% (47)	37% (33)	6% (5)	2% (2)	2% (2)	89
Ethnicity: White	53% (194)	38% (138)	5% (17)	2% (7)	2% (7)	363
Ethnicity: Hispanic	57% (29)	27% (14)	10% (5)	2% (1)	4% (2)	51
Ethnicity: Afr. Am.	53% (29)	38% (21)	7% (4)	— (0)	2% (1)	55
Ethnicity: Other	63% (26)	24% (10)	5% (2)	2% (1)	5% (2)	41
Relig: Protestant	44% (40)	49% (45)	3% (3)	3% (3)	— (0)	91
Relig: Roman Catholic	54% (44)	38% (31)	4% (3)	4% (3)	1% (1)	82
Relig: Something Else	71% (36)	22% (11)	4% (2)	2% (1)	2% (1)	51
Relig: Jewish	50% (4)	38% (3)	12% (1)	— (0)	— (0)	8
Relig: Evangelical	52% (70)	41% (56)	3% (4)	2% (3)	1% (2)	135
Relig: Non-Evang. Catholics	50% (53)	43% (46)	4% (4)	3% (3)	1% (1)	107
Relig: All Christian	51% (123)	42% (102)	3% (8)	2% (6)	1% (3)	242
Relig: All Non-Christian	71% (36)	22% (11)	4% (2)	2% (1)	2% (1)	51
Community: Urban	56% (55)	34% (33)	5% (5)	1% (1)	4% (4)	98
Community: Suburban	54% (115)	40% (84)	3% (7)	1% (2)	2% (4)	212
Community: Rural	53% (79)	35% (52)	7% (11)	3% (5)	1% (2)	149
Employ: Private Sector	53% (110)	42% (87)	5% (10)	— (1)	— (1)	209
Employ: Government	43% (18)	45% (19)	5% (2)	5% (2)	2% (1)	42
Employ: Self-Employed	57% (25)	25% (11)	9% (4)	2% (1)	7% (3)	44
Employ: Homemaker	56% (37)	30% (20)	5% (3)	3% (2)	6% (4)	66
Employ: Student	25% (2)	62% (5)	12% (1)	— (0)	— (0)	8
Employ: Retired	38% (5)	38% (5)	15% (2)	8% (1)	— (0)	13
Employ: Unemployed	56% (18)	38% (12)	3% (1)	— (0)	3% (1)	32
Employ: Other	76% (34)	22% (10)	— (0)	2% (1)	— (0)	45
Military HH: Yes	49% (36)	38% (28)	8% (6)	5% (4)	— (0)	74
Military HH: No	55% (213)	37% (141)	4% (17)	1% (4)	3% (10)	385
RD/WT: Right Direction	52% (110)	37% (78)	7% (15)	2% (5)	2% (5)	213
RD/WT: Wrong Track	57% (139)	37% (91)	3% (8)	1% (3)	2% (5)	246

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**Table BRD15\_1:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?

*It is convenient*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	54% (249)	37% (169)	5% (23)	2% (8)	2% (10)	459
Trump Job Approve	57% (128)	34% (76)	7% (15)	2% (4)	1% (2)	225
Trump Job Disapprove	52% (109)	40% (83)	4% (8)	1% (3)	2% (5)	208
Trump Job Strongly Approve	66% (75)	24% (27)	6% (7)	3% (3)	2% (2)	114
Trump Job Somewhat Approve	48% (53)	44% (49)	7% (8)	1% (1)	— (0)	111
Trump Job Somewhat Disapprove	54% (32)	37% (22)	3% (2)	3% (2)	2% (1)	59
Trump Job Strongly Disapprove	52% (77)	41% (61)	4% (6)	1% (1)	3% (4)	149
#1 Issue: Economy	55% (94)	38% (66)	5% (8)	1% (2)	1% (2)	172
#1 Issue: Security	60% (47)	31% (24)	6% (5)	1% (1)	1% (1)	78
#1 Issue: Health Care	52% (44)	43% (36)	4% (3)	1% (1)	— (0)	84
#1 Issue: Medicare / Social Security	70% (14)	25% (5)	5% (1)	— (0)	— (0)	20
#1 Issue: Women's Issues	50% (8)	31% (5)	12% (2)	— (0)	6% (1)	16
#1 Issue: Education	44% (24)	44% (24)	4% (2)	5% (3)	4% (2)	55
#1 Issue: Energy	50% (7)	36% (5)	— (0)	7% (1)	7% (1)	14
#1 Issue: Other	55% (11)	20% (4)	10% (2)	— (0)	15% (3)	20
2016 Vote: Hillary Clinton	53% (67)	40% (51)	5% (6)	2% (2)	1% (1)	127
2016 Vote: Donald Trump	58% (108)	34% (63)	4% (8)	2% (3)	2% (3)	185
2016 Vote: Someone else	60% (35)	28% (16)	5% (3)	3% (2)	3% (2)	58
2016 Vote: Didn't Vote	44% (39)	44% (39)	7% (6)	1% (1)	4% (4)	89
Voted in 2014: Yes	58% (175)	34% (104)	6% (17)	1% (3)	1% (4)	303
Voted in 2014: No	47% (74)	42% (65)	4% (6)	3% (5)	4% (6)	156
2012 Vote: Barack Obama	55% (103)	35% (65)	6% (12)	3% (5)	1% (1)	186
2012 Vote: Mitt Romney	57% (71)	35% (43)	4% (5)	2% (2)	2% (3)	124
2012 Vote: Other	65% (20)	35% (11)	— (0)	— (0)	— (0)	31
2012 Vote: Didn't Vote	47% (55)	42% (50)	5% (6)	1% (1)	5% (6)	118
4-Region: Northeast	58% (43)	34% (25)	4% (3)	3% (2)	1% (1)	74
4-Region: Midwest	55% (66)	36% (44)	6% (7)	2% (2)	2% (2)	121
4-Region: South	57% (99)	38% (66)	4% (7)	1% (1)	1% (2)	175
4-Region: West	46% (41)	38% (34)	7% (6)	3% (3)	6% (5)	89
Favorable of Trump	57% (123)	35% (75)	6% (14)	1% (3)	1% (2)	217
Unfavorable of Trump	53% (115)	40% (87)	4% (9)	1% (3)	1% (3)	217

Continued on next page

**Table BRD15\_1:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
It is convenient

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	54%	(249)	37%	(169)	5%	(23)	2%	(8)	2%	(10)	459
Very Favorable of Trump	62%	(75)	28%	(33)	6%	(7)	2%	(3)	2%	(2)	120
Somewhat Favorable of Trump	49%	(48)	43%	(42)	7%	(7)	—	(0)	—	(0)	97
Somewhat Unfavorable of Trump	43%	(21)	53%	(26)	2%	(1)	2%	(1)	—	(0)	49
Very Unfavorable of Trump	56%	(94)	36%	(61)	5%	(8)	1%	(2)	2%	(3)	168
Pre-school	45%	(39)	42%	(36)	7%	(6)	3%	(3)	2%	(2)	86
Grade school (Grades 1 – 5)	59%	(127)	31%	(68)	7%	(15)	2%	(4)	1%	(3)	217
Middle school (Grades 6 – 8)	54%	(90)	38%	(64)	4%	(7)	1%	(2)	2%	(4)	167
High school (Grades 9 – 12)	47%	(83)	44%	(79)	4%	(7)	1%	(2)	4%	(7)	178
Children attend: Public school	55%	(213)	37%	(141)	5%	(18)	2%	(6)	2%	(8)	386
Children attend: Private school	47%	(28)	40%	(24)	7%	(4)	3%	(2)	3%	(2)	60
Children attend: Both	62%	(8)	31%	(4)	8%	(1)	—	(0)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD15\_2:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
*The experience is enjoyable*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	38%	(173)	40%	(185)	15%	(71)	3%	(16)	3%	(14)	459
Gender: Male	33%	(69)	44%	(93)	17%	(35)	4%	(8)	3%	(6)	211
Gender: Female	42%	(104)	37%	(92)	15%	(36)	3%	(8)	3%	(8)	248
Age: 18-29	36%	(15)	43%	(18)	17%	(7)	—	(0)	5%	(2)	42
Age: 30-44	40%	(106)	40%	(107)	15%	(39)	3%	(9)	3%	(7)	268
Age: 45-54	35%	(44)	40%	(49)	18%	(22)	4%	(5)	3%	(4)	124
Age: 55-64	28%	(5)	50%	(9)	11%	(2)	6%	(1)	6%	(1)	18
Age: 65+	43%	(3)	29%	(2)	14%	(1)	14%	(1)	—	(0)	7
Generation Z: 18-21	33%	(2)	33%	(2)	17%	(1)	—	(0)	17%	(1)	6
Millennial: Age 22-37	37%	(62)	42%	(70)	17%	(28)	2%	(3)	3%	(5)	168
Generation X: Age 38-53	39%	(99)	39%	(101)	15%	(38)	4%	(11)	3%	(7)	256
Boomers: Age 54-72	34%	(10)	41%	(12)	14%	(4)	7%	(2)	3%	(1)	29
PID: Rep (no lean)	43%	(65)	38%	(57)	16%	(25)	1%	(2)	2%	(3)	152
PID: Dem (no lean)	40%	(55)	44%	(61)	9%	(13)	4%	(5)	3%	(4)	138
PID: Ind (no lean)	29%	(35)	40%	(48)	20%	(24)	6%	(7)	4%	(5)	119
PID/Gender: Dem Men	34%	(20)	49%	(29)	8%	(5)	3%	(2)	5%	(3)	59
PID/Gender: Dem Women	44%	(35)	41%	(32)	10%	(8)	4%	(3)	1%	(1)	79
PID/Gender: Ind Men	24%	(13)	43%	(23)	22%	(12)	7%	(4)	4%	(2)	54
PID/Gender: Ind Women	34%	(22)	38%	(25)	18%	(12)	5%	(3)	5%	(3)	65
PID/Gender: Rep Men	36%	(26)	44%	(32)	18%	(13)	1%	(1)	1%	(1)	73
PID/Gender: Rep Women	49%	(39)	32%	(25)	15%	(12)	1%	(1)	3%	(2)	79
Ideo: Liberal (1-3)	37%	(48)	44%	(57)	15%	(19)	2%	(2)	3%	(4)	130
Ideo: Moderate (4)	38%	(36)	38%	(36)	16%	(15)	4%	(4)	4%	(4)	95
Ideo: Conservative (5-7)	36%	(55)	41%	(62)	18%	(27)	4%	(6)	1%	(2)	152
Educ: < College	39%	(119)	38%	(114)	15%	(47)	4%	(11)	4%	(13)	304
Educ: Bachelors degree	42%	(36)	40%	(34)	14%	(12)	4%	(3)	—	(0)	85
Educ: Post-grad	26%	(18)	53%	(37)	17%	(12)	3%	(2)	1%	(1)	70

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**Table BRD15\_2:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
The experience is enjoyable

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	38% (173)	40% (185)	15% (71)	3% (16)	3% (14)	459
Income: Under 50k	40% (85)	37% (78)	16% (34)	2% (5)	5% (10)	212
Income: 50k-100k	37% (58)	45% (71)	13% (21)	3% (4)	3% (4)	158
Income: 100k+	34% (30)	40% (36)	18% (16)	8% (7)	— (0)	89
Ethnicity: White	38% (138)	41% (148)	16% (58)	3% (12)	2% (7)	363
Ethnicity: Hispanic	41% (21)	33% (17)	20% (10)	2% (1)	4% (2)	51
Ethnicity: Afr. Am.	31% (17)	44% (24)	16% (9)	7% (4)	2% (1)	55
Ethnicity: Other	44% (18)	32% (13)	10% (4)	— (0)	15% (6)	41
Relig: Protestant	36% (33)	38% (35)	19% (17)	3% (3)	3% (3)	91
Relig: Roman Catholic	40% (33)	38% (31)	17% (14)	4% (3)	1% (1)	82
Relig: Something Else	45% (23)	31% (16)	16% (8)	2% (1)	6% (3)	51
Relig: Jewish	38% (3)	38% (3)	25% (2)	— (0)	— (0)	8
Relig: Evangelical	39% (52)	41% (56)	14% (19)	4% (5)	2% (3)	135
Relig: Non-Evang. Catholics	36% (38)	37% (40)	22% (24)	3% (3)	2% (2)	107
Relig: All Christian	37% (90)	40% (96)	18% (43)	3% (8)	2% (5)	242
Relig: All Non-Christian	45% (23)	31% (16)	16% (8)	2% (1)	6% (3)	51
Community: Urban	38% (37)	40% (39)	16% (16)	4% (4)	2% (2)	98
Community: Suburban	37% (78)	42% (90)	14% (29)	4% (8)	3% (7)	212
Community: Rural	39% (58)	38% (56)	17% (26)	3% (4)	3% (5)	149
Employ: Private Sector	37% (78)	43% (90)	15% (31)	2% (5)	2% (5)	209
Employ: Government	21% (9)	55% (23)	19% (8)	5% (2)	— (0)	42
Employ: Self-Employed	27% (12)	32% (14)	30% (13)	9% (4)	2% (1)	44
Employ: Homemaker	45% (30)	33% (22)	9% (6)	3% (2)	9% (6)	66
Employ: Student	38% (3)	38% (3)	25% (2)	— (0)	— (0)	8
Employ: Retired	23% (3)	46% (6)	23% (3)	8% (1)	— (0)	13
Employ: Unemployed	50% (16)	31% (10)	12% (4)	3% (1)	3% (1)	32
Employ: Other	49% (22)	38% (17)	9% (4)	2% (1)	2% (1)	45
Military HH: Yes	34% (25)	43% (32)	18% (13)	4% (3)	1% (1)	74
Military HH: No	38% (148)	40% (153)	15% (58)	3% (13)	3% (13)	385
RD/WT: Right Direction	38% (82)	39% (84)	17% (37)	2% (5)	2% (5)	213
RD/WT: Wrong Track	37% (91)	41% (101)	14% (34)	4% (11)	4% (9)	246

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**Table BRD15\_2:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
*The experience is enjoyable*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	38%	(173)	40%	(185)	15%	(71)	3%	(16)	3%	(14)	459
Trump Job Approve	41%	(93)	38%	(85)	17%	(39)	2%	(5)	1%	(3)	225
Trump Job Disapprove	34%	(70)	44%	(91)	15%	(32)	4%	(8)	3%	(7)	208
Trump Job Strongly Approve	42%	(48)	32%	(37)	20%	(23)	3%	(3)	3%	(3)	114
Trump Job Somewhat Approve	41%	(45)	43%	(48)	14%	(16)	2%	(2)	—	(0)	111
Trump Job Somewhat Disapprove	32%	(19)	47%	(28)	14%	(8)	3%	(2)	3%	(2)	59
Trump Job Strongly Disapprove	34%	(51)	42%	(63)	16%	(24)	4%	(6)	3%	(5)	149
#1 Issue: Economy	37%	(63)	44%	(76)	15%	(26)	2%	(4)	2%	(3)	172
#1 Issue: Security	51%	(40)	23%	(18)	24%	(19)	1%	(1)	—	(0)	78
#1 Issue: Health Care	36%	(30)	38%	(32)	15%	(13)	7%	(6)	4%	(3)	84
#1 Issue: Medicare / Social Security	40%	(8)	35%	(7)	15%	(3)	5%	(1)	5%	(1)	20
#1 Issue: Women's Issues	44%	(7)	38%	(6)	12%	(2)	—	(0)	6%	(1)	16
#1 Issue: Education	24%	(13)	55%	(30)	11%	(6)	5%	(3)	5%	(3)	55
#1 Issue: Energy	29%	(4)	57%	(8)	14%	(2)	—	(0)	—	(0)	14
#1 Issue: Other	40%	(8)	40%	(8)	—	(0)	5%	(1)	15%	(3)	20
2016 Vote: Hillary Clinton	39%	(50)	43%	(54)	13%	(16)	4%	(5)	2%	(2)	127
2016 Vote: Donald Trump	42%	(77)	37%	(69)	17%	(32)	2%	(3)	2%	(4)	185
2016 Vote: Someone else	33%	(19)	45%	(26)	14%	(8)	5%	(3)	3%	(2)	58
2016 Vote: Didn't Vote	30%	(27)	40%	(36)	17%	(15)	6%	(5)	7%	(6)	89
Voted in 2014: Yes	39%	(117)	42%	(126)	15%	(46)	3%	(10)	1%	(4)	303
Voted in 2014: No	36%	(56)	38%	(59)	16%	(25)	4%	(6)	6%	(10)	156
2012 Vote: Barack Obama	38%	(71)	41%	(76)	16%	(29)	4%	(7)	2%	(3)	186
2012 Vote: Mitt Romney	39%	(48)	42%	(52)	16%	(20)	2%	(3)	1%	(1)	124
2012 Vote: Other	45%	(14)	32%	(10)	16%	(5)	6%	(2)	—	(0)	31
2012 Vote: Didn't Vote	34%	(40)	40%	(47)	14%	(17)	3%	(4)	8%	(10)	118
4-Region: Northeast	45%	(33)	43%	(32)	11%	(8)	—	(0)	1%	(1)	74
4-Region: Midwest	40%	(48)	39%	(47)	16%	(19)	5%	(6)	1%	(1)	121
4-Region: South	37%	(64)	41%	(71)	16%	(28)	3%	(6)	3%	(6)	175
4-Region: West	31%	(28)	39%	(35)	18%	(16)	4%	(4)	7%	(6)	89
Favorable of Trump	41%	(88)	40%	(86)	16%	(35)	2%	(5)	1%	(3)	217
Unfavorable of Trump	36%	(79)	42%	(91)	16%	(34)	3%	(7)	3%	(6)	217

Continued on next page

**Table BRD15\_2:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
 The experience is enjoyable

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	38%	(173)	40%	(185)	15%	(71)	3%	(16)	3%	(14)	459
Very Favorable of Trump	43%	(52)	35%	(42)	18%	(22)	2%	(2)	2%	(2)	120
Somewhat Favorable of Trump	37%	(36)	45%	(44)	13%	(13)	3%	(3)	1%	(1)	97
Somewhat Unfavorable of Trump	39%	(19)	43%	(21)	14%	(7)	2%	(1)	2%	(1)	49
Very Unfavorable of Trump	36%	(60)	42%	(70)	16%	(27)	4%	(6)	3%	(5)	168
Pre-school	36%	(31)	45%	(39)	13%	(11)	2%	(2)	3%	(3)	86
Grade school (Grades 1 – 5)	43%	(93)	36%	(79)	16%	(35)	3%	(7)	1%	(3)	217
Middle school (Grades 6 – 8)	37%	(61)	39%	(65)	16%	(26)	5%	(8)	4%	(7)	167
High school (Grades 9 – 12)	33%	(58)	43%	(77)	17%	(30)	3%	(6)	4%	(7)	178
Children attend: Public school	37%	(142)	41%	(158)	16%	(62)	3%	(13)	3%	(11)	386
Children attend: Private school	40%	(24)	37%	(22)	13%	(8)	5%	(3)	5%	(3)	60
Children attend: Both	54%	(7)	38%	(5)	8%	(1)	—	(0)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD15\_3:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
*It is inexpensive*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	52%	(240)	37%	(168)	7%	(32)	2%	(10)	2%	(9)	459
Gender: Male	45%	(95)	41%	(87)	9%	(20)	2%	(5)	2%	(4)	211
Gender: Female	58%	(145)	33%	(81)	5%	(12)	2%	(5)	2%	(5)	248
Age: 18-29	48%	(20)	31%	(13)	17%	(7)	5%	(2)	—	(0)	42
Age: 30-44	55%	(147)	35%	(94)	7%	(19)	1%	(3)	2%	(5)	268
Age: 45-54	50%	(62)	38%	(47)	5%	(6)	4%	(5)	3%	(4)	124
Age: 55-64	39%	(7)	61%	(11)	—	(0)	—	(0)	—	(0)	18
Age: 65+	57%	(4)	43%	(3)	—	(0)	—	(0)	—	(0)	7
Generation Z: 18-21	17%	(1)	33%	(2)	50%	(3)	—	(0)	—	(0)	6
Millennial: Age 22-37	55%	(93)	33%	(56)	8%	(13)	2%	(4)	1%	(2)	168
Generation X: Age 38-53	52%	(133)	37%	(95)	6%	(16)	2%	(6)	2%	(6)	256
Boomers: Age 54-72	45%	(13)	52%	(15)	—	(0)	—	(0)	3%	(1)	29
PID: Rep (no lean)	51%	(78)	38%	(57)	7%	(10)	3%	(4)	2%	(3)	152
PID: Dem (no lean)	49%	(67)	39%	(54)	7%	(10)	4%	(5)	1%	(2)	138
PID: Ind (no lean)	56%	(67)	34%	(41)	7%	(8)	1%	(1)	2%	(2)	119
PID/Gender: Dem Men	42%	(25)	39%	(23)	10%	(6)	7%	(4)	2%	(1)	59
PID/Gender: Dem Women	53%	(42)	39%	(31)	5%	(4)	1%	(1)	1%	(1)	79
PID/Gender: Ind Men	48%	(26)	41%	(22)	9%	(5)	—	(0)	2%	(1)	54
PID/Gender: Ind Women	63%	(41)	29%	(19)	5%	(3)	2%	(1)	2%	(1)	65
PID/Gender: Rep Men	41%	(30)	45%	(33)	11%	(8)	1%	(1)	1%	(1)	73
PID/Gender: Rep Women	61%	(48)	30%	(24)	3%	(2)	4%	(3)	3%	(2)	79
Ideo: Liberal (1-3)	46%	(60)	38%	(50)	10%	(13)	4%	(5)	2%	(2)	130
Ideo: Moderate (4)	52%	(49)	37%	(35)	8%	(8)	1%	(1)	2%	(2)	95
Ideo: Conservative (5-7)	58%	(88)	34%	(52)	5%	(8)	1%	(2)	1%	(2)	152
Educ: < College	59%	(179)	30%	(91)	6%	(17)	3%	(9)	3%	(8)	304
Educ: Bachelors degree	42%	(36)	49%	(42)	8%	(7)	—	(0)	—	(0)	85
Educ: Post-grad	36%	(25)	50%	(35)	11%	(8)	1%	(1)	1%	(1)	70

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**Table BRD15\_3:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
It is inexpensive

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	52% (240)	37% (168)	7% (32)	2% (10)	2% (9)	459
Income: Under 50k	60% (127)	29% (61)	6% (12)	2% (5)	3% (7)	212
Income: 50k-100k	53% (84)	35% (56)	8% (13)	3% (4)	1% (1)	158
Income: 100k+	33% (29)	57% (51)	8% (7)	1% (1)	1% (1)	89
Ethnicity: White	54% (195)	36% (129)	7% (26)	2% (8)	1% (5)	363
Ethnicity: Hispanic	51% (26)	27% (14)	18% (9)	2% (1)	2% (1)	51
Ethnicity: Afr. Am.	49% (27)	42% (23)	4% (2)	4% (2)	2% (1)	55
Ethnicity: Other	44% (18)	39% (16)	10% (4)	— (0)	7% (3)	41
Relig: Protestant	46% (42)	44% (40)	5% (5)	3% (3)	1% (1)	91
Relig: Roman Catholic	51% (42)	37% (30)	7% (6)	4% (3)	1% (1)	82
Relig: Something Else	67% (34)	31% (16)	— (0)	— (0)	2% (1)	51
Relig: Jewish	25% (2)	75% (6)	— (0)	— (0)	— (0)	8
Relig: Evangelical	59% (79)	33% (44)	5% (7)	3% (4)	1% (1)	135
Relig: Non-Evang. Catholics	47% (50)	43% (46)	7% (7)	2% (2)	2% (2)	107
Relig: All Christian	53% (129)	37% (90)	6% (14)	2% (6)	1% (3)	242
Relig: All Non-Christian	67% (34)	31% (16)	— (0)	— (0)	2% (1)	51
Community: Urban	54% (53)	34% (33)	5% (5)	4% (4)	3% (3)	98
Community: Suburban	49% (104)	42% (89)	7% (14)	1% (2)	1% (3)	212
Community: Rural	56% (83)	31% (46)	9% (13)	3% (4)	2% (3)	149
Employ: Private Sector	50% (105)	37% (78)	9% (19)	2% (4)	1% (3)	209
Employ: Government	55% (23)	38% (16)	5% (2)	2% (1)	— (0)	42
Employ: Self-Employed	43% (19)	50% (22)	5% (2)	— (0)	2% (1)	44
Employ: Homemaker	47% (31)	33% (22)	8% (5)	6% (4)	6% (4)	66
Employ: Student	38% (3)	50% (4)	12% (1)	— (0)	— (0)	8
Employ: Retired	38% (5)	46% (6)	15% (2)	— (0)	— (0)	13
Employ: Unemployed	59% (19)	38% (12)	— (0)	— (0)	3% (1)	32
Employ: Other	78% (35)	18% (8)	2% (1)	2% (1)	— (0)	45
Military HH: Yes	54% (40)	31% (23)	12% (9)	3% (2)	— (0)	74
Military HH: No	52% (200)	38% (145)	6% (23)	2% (8)	2% (9)	385
RD/WT: Right Direction	52% (110)	36% (76)	8% (16)	3% (7)	2% (4)	213
RD/WT: Wrong Track	53% (130)	37% (92)	7% (16)	1% (3)	2% (5)	246

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**Table BRD15\_3:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
It is inexpensive

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	52% (240)	37% (168)	7% (32)	2% (10)	2% (9)	459
Trump Job Approve	53% (120)	36% (80)	8% (19)	2% (4)	1% (2)	225
Trump Job Disapprove	49% (102)	40% (84)	6% (12)	3% (6)	2% (4)	208
Trump Job Strongly Approve	52% (59)	34% (39)	11% (12)	3% (3)	1% (1)	114
Trump Job Somewhat Approve	55% (61)	37% (41)	6% (7)	1% (1)	1% (1)	111
Trump Job Somewhat Disapprove	49% (29)	41% (24)	7% (4)	3% (2)	— (0)	59
Trump Job Strongly Disapprove	49% (73)	40% (60)	5% (8)	3% (4)	3% (4)	149
#1 Issue: Economy	51% (88)	40% (69)	7% (12)	1% (2)	1% (1)	172
#1 Issue: Security	53% (41)	32% (25)	9% (7)	5% (4)	1% (1)	78
#1 Issue: Health Care	51% (43)	38% (32)	7% (6)	2% (2)	1% (1)	84
#1 Issue: Medicare / Social Security	60% (12)	35% (7)	— (0)	5% (1)	— (0)	20
#1 Issue: Women's Issues	50% (8)	38% (6)	6% (1)	— (0)	6% (1)	16
#1 Issue: Education	53% (29)	38% (21)	5% (3)	— (0)	4% (2)	55
#1 Issue: Energy	50% (7)	29% (4)	14% (2)	7% (1)	— (0)	14
#1 Issue: Other	60% (12)	20% (4)	5% (1)	— (0)	15% (3)	20
2016 Vote: Hillary Clinton	47% (60)	43% (54)	7% (9)	2% (2)	2% (2)	127
2016 Vote: Donald Trump	55% (101)	35% (65)	6% (12)	3% (5)	1% (2)	185
2016 Vote: Someone else	50% (29)	38% (22)	7% (4)	2% (1)	3% (2)	58
2016 Vote: Didn't Vote	56% (50)	30% (27)	8% (7)	2% (2)	3% (3)	89
Voted in 2014: Yes	51% (154)	38% (116)	7% (22)	2% (7)	1% (4)	303
Voted in 2014: No	55% (86)	33% (52)	6% (10)	2% (3)	3% (5)	156
2012 Vote: Barack Obama	47% (88)	41% (77)	8% (15)	2% (4)	1% (2)	186
2012 Vote: Mitt Romney	51% (63)	39% (48)	6% (8)	3% (4)	1% (1)	124
2012 Vote: Other	58% (18)	29% (9)	10% (3)	— (0)	3% (1)	31
2012 Vote: Didn't Vote	60% (71)	29% (34)	5% (6)	2% (2)	4% (5)	118
4-Region: Northeast	55% (41)	38% (28)	1% (1)	3% (2)	3% (2)	74
4-Region: Midwest	54% (65)	36% (43)	7% (9)	2% (2)	2% (2)	121
4-Region: South	51% (89)	38% (66)	7% (13)	2% (4)	2% (3)	175
4-Region: West	51% (45)	35% (31)	10% (9)	2% (2)	2% (2)	89
Favorable of Trump	53% (115)	36% (78)	7% (16)	3% (6)	1% (2)	217
Unfavorable of Trump	52% (113)	38% (82)	7% (16)	1% (3)	1% (3)	217

Continued on next page

**Table BRD15\_3:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
It is inexpensive

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	52% (240)	37% (168)	7% (32)	2% (10)	2% (9)	459
Very Favorable of Trump	54% (65)	33% (40)	8% (10)	3% (4)	1% (1)	120
Somewhat Favorable of Trump	52% (50)	39% (38)	6% (6)	2% (2)	1% (1)	97
Somewhat Unfavorable of Trump	61% (30)	31% (15)	8% (4)	— (0)	— (0)	49
Very Unfavorable of Trump	49% (83)	40% (67)	7% (12)	2% (3)	2% (3)	168
Pre-school	49% (42)	34% (29)	12% (10)	2% (2)	3% (3)	86
Grade school (Grades 1 – 5)	55% (119)	34% (73)	6% (14)	3% (7)	2% (4)	217
Middle school (Grades 6 – 8)	52% (87)	40% (66)	4% (6)	2% (4)	2% (4)	167
High school (Grades 9 – 12)	48% (86)	40% (72)	8% (14)	1% (2)	2% (4)	178
Children attend: Public school	53% (206)	36% (138)	7% (27)	2% (8)	2% (7)	386
Children attend: Private school	48% (29)	37% (22)	8% (5)	3% (2)	3% (2)	60
Children attend: Both	38% (5)	62% (8)	— (0)	— (0)	— (0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD15\_4:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
Their goods are high quality

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	54%	(246)	37%	(172)	5%	(24)	2%	(7)	2%	(10)	459
Gender: Male	55%	(116)	36%	(75)	5%	(11)	1%	(3)	3%	(6)	211
Gender: Female	52%	(130)	39%	(97)	5%	(13)	2%	(4)	2%	(4)	248
Age: 18-29	45%	(19)	48%	(20)	5%	(2)	2%	(1)	—	(0)	42
Age: 30-44	56%	(149)	36%	(96)	4%	(12)	2%	(5)	2%	(6)	268
Age: 45-54	51%	(63)	38%	(47)	7%	(9)	1%	(1)	3%	(4)	124
Age: 55-64	61%	(11)	39%	(7)	—	(0)	—	(0)	—	(0)	18
Age: 65+	57%	(4)	29%	(2)	14%	(1)	—	(0)	—	(0)	7
Generation Z: 18-21	33%	(2)	67%	(4)	—	(0)	—	(0)	—	(0)	6
Millennial: Age 22-37	54%	(90)	39%	(66)	4%	(7)	1%	(2)	2%	(3)	168
Generation X: Age 38-53	53%	(136)	36%	(92)	6%	(16)	2%	(5)	3%	(7)	256
Boomers: Age 54-72	62%	(18)	34%	(10)	3%	(1)	—	(0)	—	(0)	29
PID: Rep (no lean)	55%	(83)	39%	(59)	3%	(4)	1%	(1)	3%	(5)	152
PID: Dem (no lean)	58%	(80)	35%	(48)	4%	(6)	1%	(2)	1%	(2)	138
PID: Ind (no lean)	48%	(57)	39%	(47)	10%	(12)	2%	(2)	1%	(1)	119
PID/Gender: Dem Men	63%	(37)	31%	(18)	2%	(1)	2%	(1)	3%	(2)	59
PID/Gender: Dem Women	54%	(43)	38%	(30)	6%	(5)	1%	(1)	—	(0)	79
PID/Gender: Ind Men	48%	(26)	35%	(19)	13%	(7)	2%	(1)	2%	(1)	54
PID/Gender: Ind Women	48%	(31)	43%	(28)	8%	(5)	2%	(1)	—	(0)	65
PID/Gender: Rep Men	52%	(38)	41%	(30)	3%	(2)	—	(0)	4%	(3)	73
PID/Gender: Rep Women	57%	(45)	37%	(29)	3%	(2)	1%	(1)	3%	(2)	79
Ideo: Liberal (1-3)	55%	(72)	33%	(43)	8%	(10)	2%	(2)	2%	(3)	130
Ideo: Moderate (4)	58%	(55)	32%	(30)	6%	(6)	2%	(2)	2%	(2)	95
Ideo: Conservative (5-7)	55%	(83)	41%	(62)	2%	(3)	1%	(2)	1%	(2)	152
Educ: < College	53%	(162)	37%	(112)	6%	(17)	2%	(6)	2%	(7)	304
Educ: Bachelors degree	58%	(49)	38%	(32)	5%	(4)	—	(0)	—	(0)	85
Educ: Post-grad	50%	(35)	40%	(28)	4%	(3)	1%	(1)	4%	(3)	70

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**Table BRD15\_4:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
 Their goods are high quality

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	54% (246)	37% (172)	5% (24)	2% (7)	2% (10)	459
Income: Under 50k	53% (112)	38% (80)	5% (11)	2% (4)	2% (5)	212
Income: 50k-100k	54% (86)	39% (62)	4% (7)	1% (1)	1% (2)	158
Income: 100k+	54% (48)	34% (30)	7% (6)	2% (2)	3% (3)	89
Ethnicity: White	55% (198)	37% (134)	5% (19)	2% (6)	2% (6)	363
Ethnicity: Hispanic	53% (27)	39% (20)	2% (1)	4% (2)	2% (1)	51
Ethnicity: Afr. Am.	49% (27)	40% (22)	7% (4)	— (0)	4% (2)	55
Ethnicity: Other	51% (21)	39% (16)	2% (1)	2% (1)	5% (2)	41
Relig: Protestant	58% (53)	36% (33)	4% (4)	— (0)	1% (1)	91
Relig: Roman Catholic	52% (43)	34% (28)	11% (9)	1% (1)	1% (1)	82
Relig: Something Else	61% (31)	31% (16)	4% (2)	2% (1)	2% (1)	51
Relig: Jewish	75% (6)	25% (2)	— (0)	— (0)	— (0)	8
Relig: Evangelical	53% (71)	41% (55)	4% (6)	1% (1)	1% (2)	135
Relig: Non-Evang. Catholics	52% (56)	36% (39)	9% (10)	— (0)	2% (2)	107
Relig: All Christian	52% (127)	39% (94)	7% (16)	— (1)	2% (4)	242
Relig: All Non-Christian	61% (31)	31% (16)	4% (2)	2% (1)	2% (1)	51
Community: Urban	53% (52)	42% (41)	1% (1)	1% (1)	3% (3)	98
Community: Suburban	57% (120)	34% (73)	6% (12)	1% (3)	2% (4)	212
Community: Rural	50% (74)	39% (58)	7% (11)	2% (3)	2% (3)	149
Employ: Private Sector	55% (115)	40% (84)	4% (8)	— (1)	— (1)	209
Employ: Government	43% (18)	48% (20)	10% (4)	— (0)	— (0)	42
Employ: Self-Employed	48% (21)	34% (15)	9% (4)	5% (2)	5% (2)	44
Employ: Homemaker	53% (35)	33% (22)	5% (3)	3% (2)	6% (4)	66
Employ: Student	50% (4)	38% (3)	— (0)	12% (1)	— (0)	8
Employ: Retired	38% (5)	38% (5)	23% (3)	— (0)	— (0)	13
Employ: Unemployed	56% (18)	38% (12)	3% (1)	— (0)	3% (1)	32
Employ: Other	67% (30)	24% (11)	2% (1)	2% (1)	4% (2)	45
Military HH: Yes	47% (35)	42% (31)	8% (6)	1% (1)	1% (1)	74
Military HH: No	55% (211)	37% (141)	5% (18)	2% (6)	2% (9)	385
RD/WT: Right Direction	54% (116)	36% (76)	5% (11)	1% (3)	3% (7)	213
RD/WT: Wrong Track	53% (130)	39% (96)	5% (13)	2% (4)	1% (3)	246

Continued on next page

**Table BRD15\_4:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
Their goods are high quality

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	54% (246)	37% (172)	5% (24)	2% (7)	2% (10)	459
Trump Job Approve	54% (122)	38% (86)	5% (11)	1% (3)	1% (3)	225
Trump Job Disapprove	55% (114)	37% (77)	5% (11)	1% (3)	1% (3)	208
Trump Job Strongly Approve	60% (68)	32% (36)	4% (5)	2% (2)	3% (3)	114
Trump Job Somewhat Approve	49% (54)	45% (50)	5% (6)	1% (1)	— (0)	111
Trump Job Somewhat Disapprove	58% (34)	39% (23)	3% (2)	— (0)	— (0)	59
Trump Job Strongly Disapprove	54% (80)	36% (54)	6% (9)	2% (3)	2% (3)	149
#1 Issue: Economy	57% (98)	37% (63)	5% (8)	1% (1)	1% (2)	172
#1 Issue: Security	67% (52)	31% (24)	1% (1)	1% (1)	— (0)	78
#1 Issue: Health Care	49% (41)	42% (35)	5% (4)	4% (3)	1% (1)	84
#1 Issue: Medicare / Social Security	50% (10)	35% (7)	10% (2)	— (0)	5% (1)	20
#1 Issue: Women's Issues	56% (9)	38% (6)	— (0)	— (0)	6% (1)	16
#1 Issue: Education	44% (24)	42% (23)	9% (5)	2% (1)	4% (2)	55
#1 Issue: Energy	29% (4)	57% (8)	14% (2)	— (0)	— (0)	14
#1 Issue: Other	40% (8)	30% (6)	10% (2)	5% (1)	15% (3)	20
2016 Vote: Hillary Clinton	56% (71)	38% (48)	4% (5)	2% (2)	1% (1)	127
2016 Vote: Donald Trump	56% (104)	37% (68)	4% (7)	1% (2)	2% (4)	185
2016 Vote: Someone else	57% (33)	36% (21)	5% (3)	— (0)	2% (1)	58
2016 Vote: Didn't Vote	43% (38)	39% (35)	10% (9)	3% (3)	4% (4)	89
Voted in 2014: Yes	56% (170)	39% (117)	3% (10)	1% (3)	1% (3)	303
Voted in 2014: No	49% (76)	35% (55)	9% (14)	3% (4)	4% (7)	156
2012 Vote: Barack Obama	57% (106)	35% (66)	5% (10)	2% (3)	1% (1)	186
2012 Vote: Mitt Romney	57% (71)	39% (48)	2% (3)	— (0)	2% (2)	124
2012 Vote: Other	48% (15)	45% (14)	6% (2)	— (0)	— (0)	31
2012 Vote: Didn't Vote	46% (54)	37% (44)	8% (9)	3% (4)	6% (7)	118
4-Region: Northeast	51% (38)	43% (32)	1% (1)	1% (1)	3% (2)	74
4-Region: Midwest	56% (68)	36% (44)	6% (7)	1% (1)	1% (1)	121
4-Region: South	59% (103)	33% (58)	5% (9)	2% (3)	1% (2)	175
4-Region: West	42% (37)	43% (38)	8% (7)	2% (2)	6% (5)	89
Favorable of Trump	55% (120)	38% (82)	4% (9)	1% (3)	1% (3)	217
Unfavorable of Trump	53% (116)	39% (84)	6% (13)	1% (2)	1% (2)	217

Continued on next page

**Table BRD15\_4:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
 Their goods are high quality

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	54% (246)	37% (172)	5% (24)	2% (7)	2% (10)	459
Very Favorable of Trump	62% (74)	31% (37)	2% (3)	2% (3)	2% (3)	120
Somewhat Favorable of Trump	47% (46)	46% (45)	6% (6)	— (0)	— (0)	97
Somewhat Unfavorable of Trump	53% (26)	45% (22)	2% (1)	— (0)	— (0)	49
Very Unfavorable of Trump	54% (90)	37% (62)	7% (12)	1% (2)	1% (2)	168
Pre-school	49% (42)	41% (35)	6% (5)	1% (1)	3% (3)	86
Grade school (Grades 1 – 5)	57% (124)	35% (77)	4% (9)	1% (2)	2% (5)	217
Middle school (Grades 6 – 8)	54% (90)	37% (62)	5% (8)	3% (5)	1% (2)	167
High school (Grades 9 – 12)	50% (89)	40% (72)	4% (8)	2% (4)	3% (5)	178
Children attend: Public school	53% (206)	37% (144)	6% (22)	2% (6)	2% (8)	386
Children attend: Private school	55% (33)	37% (22)	3% (2)	2% (1)	3% (2)	60
Children attend: Both	54% (7)	46% (6)	— (0)	— (0)	— (0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD15\_5:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
They have a lot of brand names

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	21%	(95)	27%	(125)	35%	(159)	15%	(69)	2%	(11)	459
Gender: Male	21%	(44)	32%	(67)	32%	(68)	12%	(26)	3%	(6)	211
Gender: Female	21%	(51)	23%	(58)	37%	(91)	17%	(43)	2%	(5)	248
Age: 18-29	10%	(4)	38%	(16)	31%	(13)	17%	(7)	5%	(2)	42
Age: 30-44	22%	(59)	27%	(72)	34%	(92)	15%	(40)	2%	(5)	268
Age: 45-54	19%	(24)	25%	(31)	36%	(45)	17%	(21)	2%	(3)	124
Age: 55-64	33%	(6)	22%	(4)	33%	(6)	6%	(1)	6%	(1)	18
Age: 65+	29%	(2)	29%	(2)	43%	(3)	—	(0)	—	(0)	7
Generation Z: 18-21	33%	(2)	17%	(1)	17%	(1)	—	(0)	33%	(2)	6
Millennial: Age 22-37	20%	(33)	29%	(49)	34%	(57)	15%	(26)	2%	(3)	168
Generation X: Age 38-53	20%	(51)	27%	(68)	35%	(90)	16%	(42)	2%	(5)	256
Boomers: Age 54-72	31%	(9)	24%	(7)	38%	(11)	3%	(1)	3%	(1)	29
PID: Rep (no lean)	21%	(32)	33%	(50)	32%	(49)	12%	(18)	2%	(3)	152
PID: Dem (no lean)	24%	(33)	28%	(39)	31%	(43)	15%	(21)	1%	(2)	138
PID: Ind (no lean)	20%	(24)	23%	(27)	38%	(45)	16%	(19)	3%	(4)	119
PID/Gender: Dem Men	24%	(14)	39%	(23)	25%	(15)	8%	(5)	3%	(2)	59
PID/Gender: Dem Women	24%	(19)	20%	(16)	35%	(28)	20%	(16)	—	(0)	79
PID/Gender: Ind Men	20%	(11)	28%	(15)	28%	(15)	19%	(10)	6%	(3)	54
PID/Gender: Ind Women	20%	(13)	18%	(12)	46%	(30)	14%	(9)	2%	(1)	65
PID/Gender: Rep Men	22%	(16)	36%	(26)	36%	(26)	5%	(4)	1%	(1)	73
PID/Gender: Rep Women	20%	(16)	30%	(24)	29%	(23)	18%	(14)	3%	(2)	79
Ideo: Liberal (1-3)	25%	(32)	26%	(34)	32%	(42)	15%	(19)	2%	(3)	130
Ideo: Moderate (4)	22%	(21)	25%	(24)	34%	(32)	16%	(15)	3%	(3)	95
Ideo: Conservative (5-7)	21%	(32)	29%	(44)	36%	(54)	14%	(21)	1%	(1)	152
Educ: < College	21%	(65)	26%	(79)	34%	(104)	15%	(47)	3%	(9)	304
Educ: Bachelors degree	18%	(15)	26%	(22)	39%	(33)	18%	(15)	—	(0)	85
Educ: Post-grad	21%	(15)	34%	(24)	31%	(22)	10%	(7)	3%	(2)	70

Continued on next page

**Table BRD15\_5:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
 They have a lot of brand names

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	21%	(95)	27%	(125)	35%	(159)	15%	(69)	2%	(11)	459
Income: Under 50k	17%	(37)	26%	(55)	35%	(75)	18%	(38)	3%	(7)	212
Income: 50k-100k	23%	(37)	27%	(42)	32%	(51)	16%	(25)	2%	(3)	158
Income: 100k+	24%	(21)	31%	(28)	37%	(33)	7%	(6)	1%	(1)	89
Ethnicity: White	20%	(73)	27%	(98)	36%	(131)	15%	(54)	2%	(7)	363
Ethnicity: Hispanic	29%	(15)	20%	(10)	29%	(15)	18%	(9)	4%	(2)	51
Ethnicity: Afr. Am.	18%	(10)	36%	(20)	29%	(16)	15%	(8)	2%	(1)	55
Ethnicity: Other	29%	(12)	17%	(7)	29%	(12)	17%	(7)	7%	(3)	41
Relig: Protestant	15%	(14)	33%	(30)	36%	(33)	13%	(12)	2%	(2)	91
Relig: Roman Catholic	24%	(20)	34%	(28)	27%	(22)	13%	(11)	1%	(1)	82
Relig: Something Else	14%	(7)	20%	(10)	39%	(20)	24%	(12)	4%	(2)	51
Relig: Jewish	38%	(3)	25%	(2)	25%	(2)	12%	(1)	—	(0)	8
Relig: Evangelical	21%	(29)	29%	(39)	33%	(45)	16%	(21)	1%	(1)	135
Relig: Non-Evang. Catholics	18%	(19)	34%	(36)	36%	(38)	10%	(11)	3%	(3)	107
Relig: All Christian	20%	(48)	31%	(75)	34%	(83)	13%	(32)	2%	(4)	242
Relig: All Non-Christian	14%	(7)	20%	(10)	39%	(20)	24%	(12)	4%	(2)	51
Community: Urban	22%	(22)	32%	(31)	32%	(31)	12%	(12)	2%	(2)	98
Community: Suburban	20%	(42)	27%	(58)	36%	(76)	14%	(30)	3%	(6)	212
Community: Rural	21%	(31)	24%	(36)	35%	(52)	18%	(27)	2%	(3)	149
Employ: Private Sector	20%	(42)	31%	(65)	33%	(68)	14%	(30)	2%	(4)	209
Employ: Government	19%	(8)	26%	(11)	38%	(16)	17%	(7)	—	(0)	42
Employ: Self-Employed	25%	(11)	11%	(5)	45%	(20)	16%	(7)	2%	(1)	44
Employ: Homemaker	21%	(14)	23%	(15)	36%	(24)	15%	(10)	5%	(3)	66
Employ: Student	12%	(1)	12%	(1)	38%	(3)	25%	(2)	12%	(1)	8
Employ: Retired	15%	(2)	38%	(5)	31%	(4)	15%	(2)	—	(0)	13
Employ: Unemployed	22%	(7)	31%	(10)	31%	(10)	12%	(4)	3%	(1)	32
Employ: Other	22%	(10)	29%	(13)	31%	(14)	16%	(7)	2%	(1)	45
Military HH: Yes	28%	(21)	15%	(11)	35%	(26)	19%	(14)	3%	(2)	74
Military HH: No	19%	(74)	30%	(114)	35%	(133)	14%	(55)	2%	(9)	385
RD/WT: Right Direction	21%	(45)	31%	(65)	35%	(75)	11%	(23)	2%	(5)	213
RD/WT: Wrong Track	20%	(50)	24%	(60)	34%	(84)	19%	(46)	2%	(6)	246

Continued on next page

**Table BRD15\_5:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
They have a lot of brand names

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	21%	(95)	27%	(125)	35%	(159)	15%	(69)	2%	(11)	459
Trump Job Approve	20%	(44)	32%	(72)	34%	(77)	13%	(30)	1%	(2)	225
Trump Job Disapprove	22%	(46)	24%	(49)	36%	(74)	16%	(34)	2%	(5)	208
Trump Job Strongly Approve	24%	(27)	37%	(42)	25%	(29)	12%	(14)	2%	(2)	114
Trump Job Somewhat Approve	15%	(17)	27%	(30)	43%	(48)	14%	(16)	—	(0)	111
Trump Job Somewhat Disapprove	24%	(14)	25%	(15)	37%	(22)	12%	(7)	2%	(1)	59
Trump Job Strongly Disapprove	21%	(32)	23%	(34)	35%	(52)	18%	(27)	3%	(4)	149
#1 Issue: Economy	24%	(41)	27%	(46)	34%	(58)	15%	(26)	1%	(1)	172
#1 Issue: Security	35%	(27)	21%	(16)	29%	(23)	14%	(11)	1%	(1)	78
#1 Issue: Health Care	10%	(8)	38%	(32)	36%	(30)	14%	(12)	2%	(2)	84
#1 Issue: Medicare / Social Security	15%	(3)	20%	(4)	45%	(9)	20%	(4)	—	(0)	20
#1 Issue: Women's Issues	31%	(5)	19%	(3)	31%	(5)	12%	(2)	6%	(1)	16
#1 Issue: Education	11%	(6)	29%	(16)	38%	(21)	16%	(9)	5%	(3)	55
#1 Issue: Energy	14%	(2)	21%	(3)	50%	(7)	14%	(2)	—	(0)	14
#1 Issue: Other	15%	(3)	25%	(5)	30%	(6)	15%	(3)	15%	(3)	20
2016 Vote: Hillary Clinton	20%	(25)	28%	(36)	35%	(45)	16%	(20)	1%	(1)	127
2016 Vote: Donald Trump	22%	(41)	29%	(54)	32%	(59)	15%	(28)	2%	(3)	185
2016 Vote: Someone else	21%	(12)	22%	(13)	41%	(24)	12%	(7)	3%	(2)	58
2016 Vote: Didn't Vote	19%	(17)	25%	(22)	35%	(31)	16%	(14)	6%	(5)	89
Voted in 2014: Yes	24%	(73)	27%	(81)	35%	(105)	14%	(41)	1%	(3)	303
Voted in 2014: No	14%	(22)	28%	(44)	35%	(54)	18%	(28)	5%	(8)	156
2012 Vote: Barack Obama	24%	(44)	24%	(44)	38%	(70)	14%	(26)	1%	(2)	186
2012 Vote: Mitt Romney	19%	(23)	38%	(47)	28%	(35)	15%	(18)	1%	(1)	124
2012 Vote: Other	32%	(10)	13%	(4)	42%	(13)	13%	(4)	—	(0)	31
2012 Vote: Didn't Vote	15%	(18)	25%	(30)	35%	(41)	18%	(21)	7%	(8)	118
4-Region: Northeast	27%	(20)	19%	(14)	39%	(29)	14%	(10)	1%	(1)	74
4-Region: Midwest	22%	(27)	28%	(34)	35%	(42)	13%	(16)	2%	(2)	121
4-Region: South	20%	(35)	36%	(63)	27%	(48)	15%	(26)	2%	(3)	175
4-Region: West	15%	(13)	16%	(14)	45%	(40)	19%	(17)	6%	(5)	89
Favorable of Trump	22%	(47)	32%	(70)	33%	(72)	12%	(26)	1%	(2)	217
Unfavorable of Trump	20%	(44)	23%	(50)	38%	(82)	18%	(38)	1%	(3)	217

Continued on next page

**Table BRD15\_5:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
 They have a lot of brand names

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	21%	(95)	27%	(125)	35%	(159)	15%	(69)	2%	(11)	459
Very Favorable of Trump	28%	(33)	33%	(40)	25%	(30)	12%	(15)	2%	(2)	120
Somewhat Favorable of Trump	14%	(14)	31%	(30)	43%	(42)	11%	(11)	—	(0)	97
Somewhat Unfavorable of Trump	20%	(10)	18%	(9)	43%	(21)	18%	(9)	—	(0)	49
Very Unfavorable of Trump	20%	(34)	24%	(41)	36%	(61)	17%	(29)	2%	(3)	168
Pre-school	10%	(9)	28%	(24)	45%	(39)	14%	(12)	2%	(2)	86
Grade school (Grades 1 – 5)	20%	(44)	25%	(54)	35%	(76)	18%	(40)	1%	(3)	217
Middle school (Grades 6 – 8)	23%	(38)	24%	(40)	34%	(57)	16%	(27)	3%	(5)	167
High school (Grades 9 – 12)	21%	(37)	27%	(48)	37%	(66)	11%	(20)	4%	(7)	178
Children attend: Public school	21%	(81)	25%	(98)	36%	(140)	15%	(58)	2%	(9)	386
Children attend: Private school	23%	(14)	35%	(21)	22%	(13)	17%	(10)	3%	(2)	60
Children attend: Both	—	(0)	46%	(6)	46%	(6)	8%	(1)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD15\_6:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
*Shopping there is fast/efficient*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	47%	(214)	42%	(191)	7%	(34)	2%	(10)	2%	(10)	459
Gender: Male	45%	(95)	43%	(90)	7%	(15)	3%	(6)	2%	(5)	211
Gender: Female	48%	(119)	41%	(101)	8%	(19)	2%	(4)	2%	(5)	248
Age: 18-29	43%	(18)	43%	(18)	5%	(2)	7%	(3)	2%	(1)	42
Age: 30-44	49%	(132)	39%	(105)	8%	(22)	1%	(2)	3%	(7)	268
Age: 45-54	43%	(53)	45%	(56)	6%	(8)	4%	(5)	2%	(2)	124
Age: 55-64	50%	(9)	44%	(8)	6%	(1)	—	(0)	—	(0)	18
Age: 65+	29%	(2)	57%	(4)	14%	(1)	—	(0)	—	(0)	7
Generation Z: 18-21	33%	(2)	33%	(2)	—	(0)	17%	(1)	17%	(1)	6
Millennial: Age 22-37	51%	(86)	39%	(65)	7%	(11)	2%	(3)	2%	(3)	168
Generation X: Age 38-53	44%	(113)	43%	(110)	8%	(21)	2%	(6)	2%	(6)	256
Boomers: Age 54-72	45%	(13)	48%	(14)	7%	(2)	—	(0)	—	(0)	29
PID: Rep (no lean)	49%	(74)	41%	(62)	6%	(9)	3%	(4)	2%	(3)	152
PID: Dem (no lean)	51%	(70)	38%	(52)	9%	(12)	1%	(2)	1%	(2)	138
PID: Ind (no lean)	45%	(53)	42%	(50)	9%	(11)	2%	(2)	3%	(3)	119
PID/Gender: Dem Men	64%	(38)	24%	(14)	7%	(4)	3%	(2)	2%	(1)	59
PID/Gender: Dem Women	41%	(32)	48%	(38)	10%	(8)	—	(0)	1%	(1)	79
PID/Gender: Ind Men	33%	(18)	46%	(25)	13%	(7)	2%	(1)	6%	(3)	54
PID/Gender: Ind Women	54%	(35)	38%	(25)	6%	(4)	2%	(1)	—	(0)	65
PID/Gender: Rep Men	42%	(31)	49%	(36)	4%	(3)	3%	(2)	1%	(1)	73
PID/Gender: Rep Women	54%	(43)	33%	(26)	8%	(6)	3%	(2)	3%	(2)	79
Ideo: Liberal (1-3)	48%	(62)	38%	(50)	8%	(11)	3%	(4)	2%	(3)	130
Ideo: Moderate (4)	41%	(39)	42%	(40)	12%	(11)	2%	(2)	3%	(3)	95
Ideo: Conservative (5-7)	49%	(75)	45%	(68)	3%	(5)	1%	(2)	1%	(2)	152
Educ: < College	47%	(143)	39%	(119)	9%	(26)	2%	(7)	3%	(9)	304
Educ: Bachelors degree	49%	(42)	42%	(36)	6%	(5)	2%	(2)	—	(0)	85
Educ: Post-grad	41%	(29)	51%	(36)	4%	(3)	1%	(1)	1%	(1)	70

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**Table BRD15\_6:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
*Shopping there is fast/efficient*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	47% (214)	42% (191)	7% (34)	2% (10)	2% (10)	459
Income: Under 50k	50% (106)	34% (73)	9% (20)	3% (6)	3% (7)	212
Income: 50k-100k	48% (76)	42% (67)	6% (10)	2% (3)	1% (2)	158
Income: 100k+	36% (32)	57% (51)	4% (4)	1% (1)	1% (1)	89
Ethnicity: White	46% (167)	44% (158)	7% (24)	2% (9)	1% (5)	363
Ethnicity: Hispanic	55% (28)	31% (16)	4% (2)	6% (3)	4% (2)	51
Ethnicity: Afr. Am.	47% (26)	33% (18)	18% (10)	— (0)	2% (1)	55
Ethnicity: Other	51% (21)	37% (15)	— (0)	2% (1)	10% (4)	41
Relig: Protestant	44% (40)	47% (43)	7% (6)	2% (2)	— (0)	91
Relig: Roman Catholic	45% (37)	41% (34)	9% (7)	4% (3)	1% (1)	82
Relig: Something Else	53% (27)	37% (19)	6% (3)	— (0)	4% (2)	51
Relig: Jewish	50% (4)	50% (4)	— (0)	— (0)	— (0)	8
Relig: Evangelical	44% (59)	41% (56)	11% (15)	3% (4)	1% (1)	135
Relig: Non-Evang. Catholics	43% (46)	48% (51)	7% (8)	1% (1)	1% (1)	107
Relig: All Christian	43% (105)	44% (107)	10% (23)	2% (5)	1% (2)	242
Relig: All Non-Christian	53% (27)	37% (19)	6% (3)	— (0)	4% (2)	51
Community: Urban	53% (52)	37% (36)	6% (6)	2% (2)	2% (2)	98
Community: Suburban	45% (96)	44% (93)	6% (13)	2% (4)	3% (6)	212
Community: Rural	44% (66)	42% (62)	10% (15)	3% (4)	1% (2)	149
Employ: Private Sector	47% (98)	44% (91)	7% (14)	2% (4)	1% (2)	209
Employ: Government	31% (13)	60% (25)	5% (2)	5% (2)	— (0)	42
Employ: Self-Employed	43% (19)	39% (17)	11% (5)	2% (1)	5% (2)	44
Employ: Homemaker	47% (31)	38% (25)	9% (6)	— (0)	6% (4)	66
Employ: Student	38% (3)	12% (1)	25% (2)	25% (2)	— (0)	8
Employ: Retired	15% (2)	62% (8)	23% (3)	— (0)	— (0)	13
Employ: Unemployed	56% (18)	38% (12)	3% (1)	— (0)	3% (1)	32
Employ: Other	67% (30)	27% (12)	2% (1)	2% (1)	2% (1)	45
Military HH: Yes	42% (31)	47% (35)	5% (4)	4% (3)	1% (1)	74
Military HH: No	48% (183)	41% (156)	8% (30)	2% (7)	2% (9)	385
RD/WT: Right Direction	47% (101)	43% (91)	6% (13)	1% (3)	2% (5)	213
RD/WT: Wrong Track	46% (113)	41% (100)	9% (21)	3% (7)	2% (5)	246

Continued on next page

**Table BRD15\_6:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
*Shopping there is fast/efficient*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	47% (214)	42% (191)	7% (34)	2% (10)	2% (10)	459
Trump Job Approve	46% (104)	45% (101)	6% (13)	2% (5)	1% (2)	225
Trump Job Disapprove	47% (97)	39% (82)	10% (21)	2% (4)	2% (4)	208
Trump Job Strongly Approve	55% (63)	33% (38)	9% (10)	1% (1)	2% (2)	114
Trump Job Somewhat Approve	37% (41)	57% (63)	3% (3)	4% (4)	— (0)	111
Trump Job Somewhat Disapprove	46% (27)	42% (25)	12% (7)	— (0)	— (0)	59
Trump Job Strongly Disapprove	47% (70)	38% (57)	9% (14)	3% (4)	3% (4)	149
#1 Issue: Economy	49% (84)	40% (69)	8% (13)	2% (4)	1% (2)	172
#1 Issue: Security	49% (38)	44% (34)	6% (5)	1% (1)	— (0)	78
#1 Issue: Health Care	43% (36)	50% (42)	2% (2)	4% (3)	1% (1)	84
#1 Issue: Medicare / Social Security	40% (8)	40% (8)	20% (4)	— (0)	— (0)	20
#1 Issue: Women's Issues	44% (7)	31% (5)	19% (3)	— (0)	6% (1)	16
#1 Issue: Education	45% (25)	42% (23)	9% (5)	— (0)	4% (2)	55
#1 Issue: Energy	36% (5)	50% (7)	7% (1)	7% (1)	— (0)	14
#1 Issue: Other	55% (11)	15% (3)	5% (1)	5% (1)	20% (4)	20
2016 Vote: Hillary Clinton	50% (64)	39% (49)	9% (11)	2% (2)	1% (1)	127
2016 Vote: Donald Trump	49% (90)	43% (80)	5% (10)	2% (3)	1% (2)	185
2016 Vote: Someone else	45% (26)	38% (22)	12% (7)	2% (1)	3% (2)	58
2016 Vote: Didn't Vote	38% (34)	45% (40)	7% (6)	4% (4)	6% (5)	89
Voted in 2014: Yes	47% (141)	43% (131)	7% (22)	2% (6)	1% (3)	303
Voted in 2014: No	47% (73)	38% (60)	8% (12)	3% (4)	4% (7)	156
2012 Vote: Barack Obama	46% (85)	40% (75)	11% (20)	2% (4)	1% (2)	186
2012 Vote: Mitt Romney	49% (61)	42% (52)	6% (7)	2% (3)	1% (1)	124
2012 Vote: Other	42% (13)	55% (17)	3% (1)	— (0)	— (0)	31
2012 Vote: Didn't Vote	47% (55)	40% (47)	5% (6)	3% (3)	6% (7)	118
4-Region: Northeast	47% (35)	41% (30)	9% (7)	1% (1)	1% (1)	74
4-Region: Midwest	45% (55)	44% (53)	7% (9)	2% (2)	2% (2)	121
4-Region: South	47% (82)	42% (74)	7% (13)	1% (2)	2% (4)	175
4-Region: West	47% (42)	38% (34)	6% (5)	6% (5)	3% (3)	89
Favorable of Trump	48% (104)	43% (94)	6% (13)	2% (4)	1% (2)	217
Unfavorable of Trump	47% (101)	41% (88)	10% (21)	2% (4)	1% (3)	217

Continued on next page

**Table BRD15\_6:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
 Shopping there is fast/efficient

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	47%	(214)	42%	(191)	7%	(34)	2%	(10)	2%	(10)	459
Very Favorable of Trump	54%	(65)	36%	(43)	7%	(8)	2%	(2)	2%	(2)	120
Somewhat Favorable of Trump	40%	(39)	53%	(51)	5%	(5)	2%	(2)	—	(0)	97
Somewhat Unfavorable of Trump	45%	(22)	45%	(22)	10%	(5)	—	(0)	—	(0)	49
Very Unfavorable of Trump	47%	(79)	39%	(66)	10%	(16)	2%	(4)	2%	(3)	168
Pre-school	44%	(38)	45%	(39)	6%	(5)	2%	(2)	2%	(2)	86
Grade school (Grades 1 – 5)	53%	(116)	36%	(79)	6%	(14)	2%	(5)	1%	(3)	217
Middle school (Grades 6 – 8)	45%	(75)	40%	(67)	10%	(16)	2%	(4)	3%	(5)	167
High school (Grades 9 – 12)	40%	(71)	48%	(86)	7%	(12)	2%	(4)	3%	(5)	178
Children attend: Public school	47%	(181)	42%	(162)	7%	(27)	2%	(9)	2%	(7)	386
Children attend: Private school	47%	(28)	37%	(22)	10%	(6)	2%	(1)	5%	(3)	60
Children attend: Both	38%	(5)	54%	(7)	8%	(1)	—	(0)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD15\_7:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
My child/children like the store

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	35%	(161)	31%	(143)	21%	(98)	11%	(49)	2%	(8)	459
Gender: Male	31%	(66)	35%	(73)	23%	(49)	9%	(20)	1%	(3)	211
Gender: Female	38%	(95)	28%	(70)	20%	(49)	12%	(29)	2%	(5)	248
Age: 18-29	12%	(5)	50%	(21)	26%	(11)	12%	(5)	—	(0)	42
Age: 30-44	39%	(104)	31%	(82)	19%	(51)	10%	(26)	2%	(5)	268
Age: 45-54	34%	(42)	25%	(31)	27%	(33)	12%	(15)	2%	(3)	124
Age: 55-64	39%	(7)	39%	(7)	11%	(2)	11%	(2)	—	(0)	18
Age: 65+	43%	(3)	29%	(2)	14%	(1)	14%	(1)	—	(0)	7
Generation Z: 18-21	17%	(1)	33%	(2)	—	(0)	50%	(3)	—	(0)	6
Millennial: Age 22-37	36%	(60)	38%	(64)	18%	(30)	7%	(12)	1%	(2)	168
Generation X: Age 38-53	35%	(90)	26%	(67)	25%	(63)	12%	(31)	2%	(5)	256
Boomers: Age 54-72	34%	(10)	34%	(10)	17%	(5)	10%	(3)	3%	(1)	29
PID: Rep (no lean)	41%	(62)	22%	(33)	28%	(42)	8%	(12)	2%	(3)	152
PID: Dem (no lean)	36%	(50)	37%	(51)	16%	(22)	9%	(13)	1%	(2)	138
PID: Ind (no lean)	30%	(36)	34%	(41)	19%	(23)	14%	(17)	2%	(2)	119
PID/Gender: Dem Men	34%	(20)	41%	(24)	15%	(9)	8%	(5)	2%	(1)	59
PID/Gender: Dem Women	38%	(30)	34%	(27)	16%	(13)	10%	(8)	1%	(1)	79
PID/Gender: Ind Men	28%	(15)	31%	(17)	22%	(12)	17%	(9)	2%	(1)	54
PID/Gender: Ind Women	32%	(21)	37%	(24)	17%	(11)	12%	(8)	2%	(1)	65
PID/Gender: Rep Men	36%	(26)	29%	(21)	32%	(23)	3%	(2)	1%	(1)	73
PID/Gender: Rep Women	46%	(36)	15%	(12)	24%	(19)	13%	(10)	3%	(2)	79
Ideo: Liberal (1-3)	38%	(49)	33%	(43)	20%	(26)	8%	(10)	2%	(2)	130
Ideo: Moderate (4)	34%	(32)	27%	(26)	22%	(21)	15%	(14)	2%	(2)	95
Ideo: Conservative (5-7)	36%	(54)	27%	(41)	24%	(37)	12%	(19)	1%	(1)	152
Educ: < College	34%	(104)	32%	(98)	20%	(61)	11%	(34)	2%	(7)	304
Educ: Bachelors degree	38%	(32)	29%	(25)	22%	(19)	11%	(9)	—	(0)	85
Educ: Post-grad	36%	(25)	29%	(20)	26%	(18)	9%	(6)	1%	(1)	70

Continued on next page

**Table BRD15\_7:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
*My child/children like the store*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	35%	(161)	31%	(143)	21%	(98)	11%	(49)	2%	(8)	459
Income: Under 50k	31%	(65)	33%	(71)	22%	(46)	11%	(24)	3%	(6)	212
Income: 50k-100k	38%	(60)	27%	(42)	23%	(37)	11%	(18)	1%	(1)	158
Income: 100k+	40%	(36)	34%	(30)	17%	(15)	8%	(7)	1%	(1)	89
Ethnicity: White	36%	(130)	30%	(109)	22%	(81)	11%	(39)	1%	(4)	363
Ethnicity: Hispanic	37%	(19)	31%	(16)	14%	(7)	16%	(8)	2%	(1)	51
Ethnicity: Afr. Am.	24%	(13)	40%	(22)	22%	(12)	13%	(7)	2%	(1)	55
Ethnicity: Other	44%	(18)	29%	(12)	12%	(5)	7%	(3)	7%	(3)	41
Relig: Protestant	35%	(32)	24%	(22)	25%	(23)	15%	(14)	—	(0)	91
Relig: Roman Catholic	45%	(37)	35%	(29)	11%	(9)	7%	(6)	1%	(1)	82
Relig: Something Else	24%	(12)	35%	(18)	25%	(13)	14%	(7)	2%	(1)	51
Relig: Jewish	38%	(3)	12%	(1)	38%	(3)	12%	(1)	—	(0)	8
Relig: Evangelical	36%	(49)	27%	(37)	24%	(33)	11%	(15)	1%	(1)	135
Relig: Non-Evang. Catholics	41%	(44)	33%	(35)	17%	(18)	8%	(9)	1%	(1)	107
Relig: All Christian	38%	(93)	30%	(72)	21%	(51)	10%	(24)	1%	(2)	242
Relig: All Non-Christian	24%	(12)	35%	(18)	25%	(13)	14%	(7)	2%	(1)	51
Community: Urban	29%	(28)	37%	(36)	23%	(23)	9%	(9)	2%	(2)	98
Community: Suburban	39%	(82)	31%	(65)	21%	(44)	8%	(18)	1%	(3)	212
Community: Rural	34%	(51)	28%	(42)	21%	(31)	15%	(22)	2%	(3)	149
Employ: Private Sector	35%	(74)	31%	(65)	22%	(46)	11%	(22)	1%	(2)	209
Employ: Government	21%	(9)	38%	(16)	26%	(11)	14%	(6)	—	(0)	42
Employ: Self-Employed	36%	(16)	20%	(9)	34%	(15)	7%	(3)	2%	(1)	44
Employ: Homemaker	38%	(25)	30%	(20)	14%	(9)	12%	(8)	6%	(4)	66
Employ: Student	12%	(1)	50%	(4)	25%	(2)	12%	(1)	—	(0)	8
Employ: Retired	31%	(4)	23%	(3)	23%	(3)	23%	(3)	—	(0)	13
Employ: Unemployed	38%	(12)	34%	(11)	19%	(6)	6%	(2)	3%	(1)	32
Employ: Other	44%	(20)	33%	(15)	13%	(6)	9%	(4)	—	(0)	45
Military HH: Yes	35%	(26)	28%	(21)	16%	(12)	20%	(15)	—	(0)	74
Military HH: No	35%	(135)	32%	(122)	22%	(86)	9%	(34)	2%	(8)	385
RD/WT: Right Direction	39%	(84)	26%	(56)	23%	(48)	10%	(21)	2%	(4)	213
RD/WT: Wrong Track	31%	(77)	35%	(87)	20%	(50)	11%	(28)	2%	(4)	246

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**Table BRD15\_7: When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
My child/children like the store**

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	35%	(161)	31%	(143)	21%	(98)	11%	(49)	2%	(8)	459
Trump Job Approve	38%	(86)	27%	(60)	24%	(55)	10%	(23)	—	(1)	225
Trump Job Disapprove	32%	(67)	36%	(74)	20%	(41)	11%	(22)	2%	(4)	208
Trump Job Strongly Approve	45%	(51)	20%	(23)	25%	(28)	10%	(11)	1%	(1)	114
Trump Job Somewhat Approve	32%	(35)	33%	(37)	24%	(27)	11%	(12)	—	(0)	111
Trump Job Somewhat Disapprove	39%	(23)	39%	(23)	17%	(10)	5%	(3)	—	(0)	59
Trump Job Strongly Disapprove	30%	(44)	34%	(51)	21%	(31)	13%	(19)	3%	(4)	149
#1 Issue: Economy	38%	(66)	31%	(53)	22%	(38)	8%	(14)	1%	(1)	172
#1 Issue: Security	44%	(34)	19%	(15)	29%	(23)	8%	(6)	—	(0)	78
#1 Issue: Health Care	31%	(26)	38%	(32)	14%	(12)	15%	(13)	1%	(1)	84
#1 Issue: Medicare / Social Security	30%	(6)	30%	(6)	35%	(7)	5%	(1)	—	(0)	20
#1 Issue: Women's Issues	44%	(7)	25%	(4)	19%	(3)	6%	(1)	6%	(1)	16
#1 Issue: Education	20%	(11)	42%	(23)	20%	(11)	15%	(8)	4%	(2)	55
#1 Issue: Energy	36%	(5)	29%	(4)	14%	(2)	21%	(3)	—	(0)	14
#1 Issue: Other	30%	(6)	30%	(6)	10%	(2)	15%	(3)	15%	(3)	20
2016 Vote: Hillary Clinton	31%	(40)	37%	(47)	19%	(24)	11%	(14)	2%	(2)	127
2016 Vote: Donald Trump	43%	(80)	24%	(44)	23%	(43)	9%	(16)	1%	(2)	185
2016 Vote: Someone else	33%	(19)	38%	(22)	14%	(8)	14%	(8)	2%	(1)	58
2016 Vote: Didn't Vote	25%	(22)	34%	(30)	26%	(23)	12%	(11)	3%	(3)	89
Voted in 2014: Yes	38%	(115)	29%	(87)	22%	(66)	11%	(32)	1%	(3)	303
Voted in 2014: No	29%	(46)	36%	(56)	21%	(32)	11%	(17)	3%	(5)	156
2012 Vote: Barack Obama	34%	(63)	34%	(63)	19%	(36)	12%	(22)	1%	(2)	186
2012 Vote: Mitt Romney	44%	(55)	23%	(29)	26%	(32)	6%	(7)	1%	(1)	124
2012 Vote: Other	29%	(9)	48%	(15)	10%	(3)	13%	(4)	—	(0)	31
2012 Vote: Didn't Vote	29%	(34)	31%	(36)	23%	(27)	14%	(16)	4%	(5)	118
4-Region: Northeast	42%	(31)	39%	(29)	16%	(12)	1%	(1)	1%	(1)	74
4-Region: Midwest	33%	(40)	34%	(41)	22%	(27)	9%	(11)	2%	(2)	121
4-Region: South	36%	(63)	28%	(49)	21%	(37)	13%	(23)	2%	(3)	175
4-Region: West	30%	(27)	27%	(24)	25%	(22)	16%	(14)	2%	(2)	89
Favorable of Trump	40%	(87)	27%	(59)	22%	(48)	10%	(22)	—	(1)	217
Unfavorable of Trump	31%	(68)	35%	(76)	22%	(47)	11%	(23)	1%	(3)	217

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**Table BRD15\_7:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
 My child/children like the store

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	35%	(161)	31%	(143)	21%	(98)	11%	(49)	2%	(8)	459
Very Favorable of Trump	45%	(54)	20%	(24)	24%	(29)	10%	(12)	1%	(1)	120
Somewhat Favorable of Trump	34%	(33)	36%	(35)	20%	(19)	10%	(10)	—	(0)	97
Somewhat Unfavorable of Trump	33%	(16)	33%	(16)	27%	(13)	8%	(4)	—	(0)	49
Very Unfavorable of Trump	31%	(52)	36%	(60)	20%	(34)	11%	(19)	2%	(3)	168
Pre-school	33%	(28)	31%	(27)	24%	(21)	8%	(7)	3%	(3)	86
Grade school (Grades 1 – 5)	33%	(71)	30%	(65)	24%	(52)	12%	(26)	1%	(3)	217
Middle school (Grades 6 – 8)	31%	(51)	34%	(56)	25%	(41)	10%	(16)	2%	(3)	167
High school (Grades 9 – 12)	38%	(67)	29%	(51)	19%	(34)	12%	(22)	2%	(4)	178
Children attend: Public school	35%	(137)	32%	(124)	20%	(79)	10%	(40)	2%	(6)	386
Children attend: Private school	30%	(18)	28%	(17)	25%	(15)	13%	(8)	3%	(2)	60
Children attend: Both	46%	(6)	15%	(2)	31%	(4)	8%	(1)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD15\_8:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
They have everything I need

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	58%	(268)	33%	(153)	5%	(22)	2%	(7)	2%	(9)	459
Gender: Male	54%	(113)	36%	(77)	6%	(12)	2%	(4)	2%	(5)	211
Gender: Female	62%	(155)	31%	(76)	4%	(10)	1%	(3)	2%	(4)	248
Age: 18-29	52%	(22)	38%	(16)	2%	(1)	5%	(2)	2%	(1)	42
Age: 30-44	60%	(161)	31%	(83)	6%	(17)	1%	(3)	1%	(4)	268
Age: 45-54	56%	(69)	36%	(45)	3%	(4)	2%	(2)	3%	(4)	124
Age: 55-64	61%	(11)	39%	(7)	—	(0)	—	(0)	—	(0)	18
Age: 65+	71%	(5)	29%	(2)	—	(0)	—	(0)	—	(0)	7
Generation Z: 18-21	50%	(3)	33%	(2)	—	(0)	—	(0)	17%	(1)	6
Millennial: Age 22-37	58%	(98)	36%	(60)	4%	(6)	1%	(2)	1%	(2)	168
Generation X: Age 38-53	58%	(148)	32%	(82)	6%	(16)	2%	(5)	2%	(5)	256
Boomers: Age 54-72	66%	(19)	31%	(9)	—	(0)	—	(0)	3%	(1)	29
PID: Rep (no lean)	61%	(92)	28%	(42)	8%	(12)	1%	(2)	3%	(4)	152
PID: Dem (no lean)	62%	(85)	33%	(46)	2%	(3)	1%	(2)	1%	(2)	138
PID: Ind (no lean)	55%	(66)	37%	(44)	4%	(5)	2%	(2)	2%	(2)	119
PID/Gender: Dem Men	58%	(34)	36%	(21)	2%	(1)	2%	(1)	3%	(2)	59
PID/Gender: Dem Women	65%	(51)	32%	(25)	3%	(2)	1%	(1)	—	(0)	79
PID/Gender: Ind Men	48%	(26)	39%	(21)	9%	(5)	2%	(1)	2%	(1)	54
PID/Gender: Ind Women	62%	(40)	35%	(23)	—	(0)	2%	(1)	2%	(1)	65
PID/Gender: Rep Men	55%	(40)	34%	(25)	7%	(5)	1%	(1)	3%	(2)	73
PID/Gender: Rep Women	66%	(52)	22%	(17)	9%	(7)	1%	(1)	3%	(2)	79
Ideo: Liberal (1-3)	58%	(76)	35%	(46)	2%	(3)	2%	(3)	2%	(2)	130
Ideo: Moderate (4)	54%	(51)	36%	(34)	7%	(7)	1%	(1)	2%	(2)	95
Ideo: Conservative (5-7)	62%	(94)	31%	(47)	5%	(8)	1%	(1)	1%	(2)	152
Educ: < College	62%	(190)	28%	(85)	5%	(15)	2%	(7)	2%	(7)	304
Educ: Bachelors degree	53%	(45)	40%	(34)	6%	(5)	—	(0)	1%	(1)	85
Educ: Post-grad	47%	(33)	49%	(34)	3%	(2)	—	(0)	1%	(1)	70

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**Table BRD15\_8:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
 They have everything I need

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	58% (268)	33% (153)	5% (22)	2% (7)	2% (9)	459
Income: Under 50k	62% (131)	28% (59)	5% (10)	3% (6)	3% (6)	212
Income: 50k-100k	60% (95)	35% (55)	4% (6)	— (0)	1% (2)	158
Income: 100k+	47% (42)	44% (39)	7% (6)	1% (1)	1% (1)	89
Ethnicity: White	60% (216)	31% (114)	6% (22)	2% (6)	1% (5)	363
Ethnicity: Hispanic	65% (33)	29% (15)	— (0)	2% (1)	4% (2)	51
Ethnicity: Afr. Am.	56% (31)	42% (23)	— (0)	— (0)	2% (1)	55
Ethnicity: Other	51% (21)	39% (16)	— (0)	2% (1)	7% (3)	41
Relig: Protestant	54% (49)	37% (34)	8% (7)	1% (1)	— (0)	91
Relig: Roman Catholic	65% (53)	27% (22)	5% (4)	2% (2)	1% (1)	82
Relig: Something Else	69% (35)	25% (13)	4% (2)	— (0)	2% (1)	51
Relig: Jewish	62% (5)	25% (2)	12% (1)	— (0)	— (0)	8
Relig: Evangelical	60% (81)	32% (43)	5% (7)	2% (3)	1% (1)	135
Relig: Non-Evang. Catholics	60% (64)	32% (34)	7% (8)	— (0)	1% (1)	107
Relig: All Christian	60% (145)	32% (77)	6% (15)	1% (3)	1% (2)	242
Relig: All Non-Christian	69% (35)	25% (13)	4% (2)	— (0)	2% (1)	51
Community: Urban	59% (58)	37% (36)	— (0)	1% (1)	3% (3)	98
Community: Suburban	60% (127)	32% (67)	5% (11)	2% (4)	1% (3)	212
Community: Rural	56% (83)	34% (50)	7% (11)	1% (2)	2% (3)	149
Employ: Private Sector	59% (123)	34% (72)	5% (11)	— (1)	1% (2)	209
Employ: Government	43% (18)	48% (20)	5% (2)	2% (1)	2% (1)	42
Employ: Self-Employed	64% (28)	18% (8)	9% (4)	5% (2)	5% (2)	44
Employ: Homemaker	53% (35)	33% (22)	6% (4)	3% (2)	5% (3)	66
Employ: Student	50% (4)	50% (4)	— (0)	— (0)	— (0)	8
Employ: Retired	38% (5)	54% (7)	8% (1)	— (0)	— (0)	13
Employ: Unemployed	69% (22)	28% (9)	— (0)	— (0)	3% (1)	32
Employ: Other	73% (33)	24% (11)	— (0)	2% (1)	— (0)	45
Military HH: Yes	51% (38)	39% (29)	7% (5)	3% (2)	— (0)	74
Military HH: No	60% (230)	32% (124)	4% (17)	1% (5)	2% (9)	385
RD/WT: Right Direction	59% (126)	32% (68)	6% (12)	1% (2)	2% (5)	213
RD/WT: Wrong Track	58% (142)	35% (85)	4% (10)	2% (5)	2% (4)	246

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**Table BRD15\_8:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
They have everything I need

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	58% (268)	33% (153)	5% (22)	2% (7)	2% (9)	459
Trump Job Approve	59% (132)	31% (70)	8% (17)	2% (4)	1% (2)	225
Trump Job Disapprove	58% (121)	37% (77)	2% (4)	1% (2)	2% (4)	208
Trump Job Strongly Approve	64% (73)	25% (28)	8% (9)	2% (2)	2% (2)	114
Trump Job Somewhat Approve	53% (59)	38% (42)	7% (8)	2% (2)	— (0)	111
Trump Job Somewhat Disapprove	58% (34)	41% (24)	2% (1)	— (0)	— (0)	59
Trump Job Strongly Disapprove	58% (87)	36% (53)	2% (3)	1% (2)	3% (4)	149
#1 Issue: Economy	58% (99)	33% (56)	8% (13)	1% (2)	1% (2)	172
#1 Issue: Security	74% (58)	24% (19)	1% (1)	— (0)	— (0)	78
#1 Issue: Health Care	46% (39)	48% (40)	2% (2)	2% (2)	1% (1)	84
#1 Issue: Medicare / Social Security	65% (13)	30% (6)	5% (1)	— (0)	— (0)	20
#1 Issue: Women's Issues	62% (10)	25% (4)	6% (1)	— (0)	6% (1)	16
#1 Issue: Education	56% (31)	35% (19)	4% (2)	4% (2)	2% (1)	55
#1 Issue: Energy	57% (8)	36% (5)	— (0)	— (0)	7% (1)	14
#1 Issue: Other	50% (10)	20% (4)	10% (2)	5% (1)	15% (3)	20
2016 Vote: Hillary Clinton	57% (73)	38% (48)	2% (3)	2% (2)	1% (1)	127
2016 Vote: Donald Trump	59% (109)	31% (57)	8% (14)	1% (2)	2% (3)	185
2016 Vote: Someone else	60% (35)	36% (21)	2% (1)	— (0)	2% (1)	58
2016 Vote: Didn't Vote	57% (51)	30% (27)	4% (4)	3% (3)	4% (4)	89
Voted in 2014: Yes	58% (177)	35% (105)	5% (15)	1% (3)	1% (3)	303
Voted in 2014: No	58% (91)	31% (48)	4% (7)	3% (4)	4% (6)	156
2012 Vote: Barack Obama	56% (105)	38% (71)	4% (7)	1% (2)	1% (1)	186
2012 Vote: Mitt Romney	60% (74)	31% (39)	6% (8)	1% (1)	2% (2)	124
2012 Vote: Other	58% (18)	32% (10)	10% (3)	— (0)	— (0)	31
2012 Vote: Didn't Vote	60% (71)	28% (33)	3% (4)	3% (4)	5% (6)	118
4-Region: Northeast	59% (44)	31% (23)	7% (5)	1% (1)	1% (1)	74
4-Region: Midwest	57% (69)	36% (43)	5% (6)	2% (2)	1% (1)	121
4-Region: South	62% (108)	30% (53)	5% (9)	1% (2)	2% (3)	175
4-Region: West	53% (47)	38% (34)	2% (2)	2% (2)	4% (4)	89
Favorable of Trump	60% (131)	31% (67)	6% (14)	1% (3)	1% (2)	217
Unfavorable of Trump	57% (124)	37% (80)	4% (8)	1% (2)	1% (3)	217

Continued on next page

**Table BRD15\_8:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
 They have everything I need

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	58% (268)	33% (153)	5% (22)	2% (7)	2% (9)	459
Very Favorable of Trump	63% (76)	28% (33)	6% (7)	2% (2)	2% (2)	120
Somewhat Favorable of Trump	57% (55)	35% (34)	7% (7)	1% (1)	— (0)	97
Somewhat Unfavorable of Trump	47% (23)	47% (23)	6% (3)	— (0)	— (0)	49
Very Unfavorable of Trump	60% (101)	34% (57)	3% (5)	1% (2)	2% (3)	168
Pre-school	51% (44)	38% (33)	6% (5)	1% (1)	3% (3)	86
Grade school (Grades 1 – 5)	64% (138)	29% (62)	5% (11)	1% (3)	1% (3)	217
Middle school (Grades 6 – 8)	61% (102)	32% (53)	4% (6)	2% (4)	1% (2)	167
High school (Grades 9 – 12)	53% (94)	38% (67)	6% (10)	1% (2)	3% (5)	178
Children attend: Public school	58% (224)	35% (134)	4% (17)	1% (4)	2% (7)	386
Children attend: Private school	62% (37)	27% (16)	3% (2)	5% (3)	3% (2)	60
Children attend: Both	54% (7)	23% (3)	23% (3)	— (0)	— (0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD15\_9:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
They have reliable customer service

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	41%	(186)	41%	(189)	13%	(59)	3%	(16)	2%	(9)	459
Gender: Male	37%	(78)	44%	(92)	13%	(27)	5%	(11)	1%	(3)	211
Gender: Female	44%	(108)	39%	(97)	13%	(32)	2%	(5)	2%	(6)	248
Age: 18-29	45%	(19)	36%	(15)	14%	(6)	5%	(2)	—	(0)	42
Age: 30-44	41%	(111)	40%	(107)	13%	(34)	4%	(10)	2%	(6)	268
Age: 45-54	38%	(47)	44%	(55)	13%	(16)	2%	(3)	2%	(3)	124
Age: 55-64	39%	(7)	50%	(9)	6%	(1)	6%	(1)	—	(0)	18
Age: 65+	29%	(2)	43%	(3)	29%	(2)	—	(0)	—	(0)	7
Generation Z: 18-21	33%	(2)	17%	(1)	33%	(2)	17%	(1)	—	(0)	6
Millennial: Age 22-37	48%	(80)	38%	(64)	10%	(16)	3%	(5)	2%	(3)	168
Generation X: Age 38-53	36%	(92)	43%	(111)	15%	(38)	4%	(9)	2%	(6)	256
Boomers: Age 54-72	41%	(12)	45%	(13)	10%	(3)	3%	(1)	—	(0)	29
PID: Rep (no lean)	36%	(54)	47%	(72)	13%	(20)	2%	(3)	2%	(3)	152
PID: Dem (no lean)	44%	(61)	41%	(56)	12%	(17)	1%	(2)	1%	(2)	138
PID: Ind (no lean)	40%	(48)	39%	(46)	13%	(16)	7%	(8)	1%	(1)	119
PID/Gender: Dem Men	32%	(19)	51%	(30)	12%	(7)	3%	(2)	2%	(1)	59
PID/Gender: Dem Women	53%	(42)	33%	(26)	13%	(10)	—	(0)	1%	(1)	79
PID/Gender: Ind Men	37%	(20)	37%	(20)	13%	(7)	11%	(6)	2%	(1)	54
PID/Gender: Ind Women	43%	(28)	40%	(26)	14%	(9)	3%	(2)	—	(0)	65
PID/Gender: Rep Men	36%	(26)	51%	(37)	12%	(9)	—	(0)	1%	(1)	73
PID/Gender: Rep Women	35%	(28)	44%	(35)	14%	(11)	4%	(3)	3%	(2)	79
Ideo: Liberal (1-3)	41%	(53)	35%	(46)	18%	(24)	4%	(5)	2%	(2)	130
Ideo: Moderate (4)	37%	(35)	47%	(45)	8%	(8)	4%	(4)	3%	(3)	95
Ideo: Conservative (5-7)	41%	(62)	45%	(69)	11%	(16)	3%	(4)	1%	(1)	152
Educ: < College	42%	(129)	40%	(121)	12%	(36)	4%	(11)	2%	(7)	304
Educ: Bachelors degree	42%	(36)	41%	(35)	14%	(12)	2%	(2)	—	(0)	85
Educ: Post-grad	30%	(21)	47%	(33)	16%	(11)	4%	(3)	3%	(2)	70

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**Table BRD15\_9:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
 They have reliable customer service

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	41% (186)	41% (189)	13% (59)	3% (16)	2% (9)	459
Income: Under 50k	46% (98)	38% (80)	10% (21)	4% (8)	2% (5)	212
Income: 50k-100k	37% (58)	44% (69)	14% (22)	4% (7)	1% (2)	158
Income: 100k+	34% (30)	45% (40)	18% (16)	1% (1)	2% (2)	89
Ethnicity: White	39% (142)	42% (151)	14% (50)	4% (15)	1% (5)	363
Ethnicity: Hispanic	61% (31)	25% (13)	6% (3)	6% (3)	2% (1)	51
Ethnicity: Afr. Am.	38% (21)	51% (28)	7% (4)	2% (1)	2% (1)	55
Ethnicity: Other	56% (23)	24% (10)	12% (5)	— (0)	7% (3)	41
Relig: Protestant	32% (29)	48% (44)	16% (15)	2% (2)	1% (1)	91
Relig: Roman Catholic	41% (34)	43% (35)	11% (9)	4% (3)	1% (1)	82
Relig: Something Else	45% (23)	35% (18)	12% (6)	4% (2)	4% (2)	51
Relig: Jewish	38% (3)	38% (3)	25% (2)	— (0)	— (0)	8
Relig: Evangelical	40% (54)	45% (61)	13% (17)	1% (2)	1% (1)	135
Relig: Non-Evang. Catholics	34% (36)	50% (53)	12% (13)	3% (3)	2% (2)	107
Relig: All Christian	37% (90)	47% (114)	12% (30)	2% (5)	1% (3)	242
Relig: All Non-Christian	45% (23)	35% (18)	12% (6)	4% (2)	4% (2)	51
Community: Urban	39% (38)	43% (42)	12% (12)	4% (4)	2% (2)	98
Community: Suburban	40% (84)	42% (88)	15% (31)	2% (5)	2% (4)	212
Community: Rural	43% (64)	40% (59)	11% (16)	5% (7)	2% (3)	149
Employ: Private Sector	37% (78)	45% (95)	14% (30)	2% (5)	— (1)	209
Employ: Government	26% (11)	55% (23)	14% (6)	5% (2)	— (0)	42
Employ: Self-Employed	43% (19)	34% (15)	16% (7)	5% (2)	2% (1)	44
Employ: Homemaker	38% (25)	35% (23)	17% (11)	5% (3)	6% (4)	66
Employ: Student	62% (5)	25% (2)	12% (1)	— (0)	— (0)	8
Employ: Retired	31% (4)	46% (6)	15% (2)	8% (1)	— (0)	13
Employ: Unemployed	53% (17)	34% (11)	6% (2)	3% (1)	3% (1)	32
Employ: Other	60% (27)	31% (14)	— (0)	4% (2)	4% (2)	45
Military HH: Yes	43% (32)	41% (30)	9% (7)	5% (4)	1% (1)	74
Military HH: No	40% (154)	41% (159)	14% (52)	3% (12)	2% (8)	385
RD/WT: Right Direction	37% (79)	47% (100)	11% (24)	3% (6)	2% (4)	213
RD/WT: Wrong Track	43% (107)	36% (89)	14% (35)	4% (10)	2% (5)	246

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**Table BRD15\_9:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
They have reliable customer service

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Parents of children	41% (186)	41% (189)	13% (59)	3% (16)	2% (9)	459
Trump Job Approve	38% (85)	48% (107)	12% (27)	2% (5)	— (1)	225
Trump Job Disapprove	44% (91)	37% (76)	14% (30)	4% (8)	1% (3)	208
Trump Job Strongly Approve	47% (54)	35% (40)	13% (15)	4% (4)	1% (1)	114
Trump Job Somewhat Approve	28% (31)	60% (67)	11% (12)	1% (1)	— (0)	111
Trump Job Somewhat Disapprove	53% (31)	34% (20)	12% (7)	2% (1)	— (0)	59
Trump Job Strongly Disapprove	40% (60)	38% (56)	15% (23)	5% (7)	2% (3)	149
#1 Issue: Economy	42% (72)	45% (77)	12% (20)	1% (1)	1% (2)	172
#1 Issue: Security	50% (39)	32% (25)	13% (10)	5% (4)	— (0)	78
#1 Issue: Health Care	36% (30)	44% (37)	12% (10)	8% (7)	— (0)	84
#1 Issue: Medicare / Social Security	50% (10)	45% (9)	5% (1)	— (0)	— (0)	20
#1 Issue: Women's Issues	38% (6)	19% (3)	38% (6)	— (0)	6% (1)	16
#1 Issue: Education	24% (13)	53% (29)	15% (8)	4% (2)	5% (3)	55
#1 Issue: Energy	50% (7)	29% (4)	21% (3)	— (0)	— (0)	14
#1 Issue: Other	45% (9)	25% (5)	5% (1)	10% (2)	15% (3)	20
2016 Vote: Hillary Clinton	44% (56)	41% (52)	11% (14)	3% (4)	1% (1)	127
2016 Vote: Donald Trump	40% (74)	46% (86)	10% (19)	2% (4)	1% (2)	185
2016 Vote: Someone else	43% (25)	38% (22)	12% (7)	5% (3)	2% (1)	58
2016 Vote: Didn't Vote	35% (31)	33% (29)	21% (19)	6% (5)	6% (5)	89
Voted in 2014: Yes	39% (119)	47% (143)	11% (34)	2% (5)	1% (2)	303
Voted in 2014: No	43% (67)	29% (46)	16% (25)	7% (11)	4% (7)	156
2012 Vote: Barack Obama	41% (77)	42% (79)	13% (24)	3% (5)	1% (1)	186
2012 Vote: Mitt Romney	39% (48)	48% (59)	12% (15)	1% (1)	1% (1)	124
2012 Vote: Other	45% (14)	45% (14)	3% (1)	6% (2)	— (0)	31
2012 Vote: Didn't Vote	40% (47)	31% (37)	16% (19)	7% (8)	6% (7)	118
4-Region: Northeast	43% (32)	41% (30)	14% (10)	1% (1)	1% (1)	74
4-Region: Midwest	40% (49)	36% (44)	19% (23)	2% (3)	2% (2)	121
4-Region: South	41% (72)	45% (79)	9% (15)	3% (6)	2% (3)	175
4-Region: West	37% (33)	40% (36)	12% (11)	7% (6)	3% (3)	89
Favorable of Trump	39% (84)	47% (101)	11% (24)	3% (7)	— (1)	217
Unfavorable of Trump	43% (94)	37% (81)	15% (33)	3% (7)	1% (2)	217

Continued on next page

**Table BRD15\_9:** When deciding which store(s) to go shopping at for back-to-school items, how important are each of the following factors?  
 They have reliable customer service

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	41%	(186)	41%	(189)	13%	(59)	3%	(16)	2%	(9)	459
Very Favorable of Trump	48%	(58)	36%	(43)	11%	(13)	4%	(5)	1%	(1)	120
Somewhat Favorable of Trump	27%	(26)	60%	(58)	11%	(11)	2%	(2)	—	(0)	97
Somewhat Unfavorable of Trump	45%	(22)	39%	(19)	14%	(7)	2%	(1)	—	(0)	49
Very Unfavorable of Trump	43%	(72)	37%	(62)	15%	(26)	4%	(6)	1%	(2)	168
Pre-school	34%	(29)	44%	(38)	16%	(14)	3%	(3)	2%	(2)	86
Grade school (Grades 1 – 5)	43%	(94)	39%	(85)	12%	(26)	4%	(9)	1%	(3)	217
Middle school (Grades 6 – 8)	39%	(65)	43%	(72)	12%	(20)	4%	(6)	2%	(4)	167
High school (Grades 9 – 12)	39%	(69)	44%	(79)	12%	(22)	2%	(3)	3%	(5)	178
Children attend: Public school	41%	(157)	42%	(163)	12%	(47)	3%	(12)	2%	(7)	386
Children attend: Private school	40%	(24)	37%	(22)	13%	(8)	7%	(4)	3%	(2)	60
Children attend: Both	38%	(5)	31%	(4)	31%	(4)	—	(0)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD16:** 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
	%	(N)	%	(N)	%	(N)	%	(N)	
Parents of children	7%	(32)	71%	(327)	19%	(86)	3%	(14)	459
Gender: Male	9%	(19)	72%	(151)	16%	(34)	3%	(7)	211
Gender: Female	5%	(13)	71%	(176)	21%	(52)	3%	(7)	248
Age: 18-29	2%	(1)	81%	(34)	17%	(7)	—	(0)	42
Age: 30-44	9%	(25)	69%	(186)	18%	(49)	3%	(8)	268
Age: 45-54	2%	(3)	73%	(90)	21%	(26)	4%	(5)	124
Age: 55-64	11%	(2)	61%	(11)	22%	(4)	6%	(1)	18
Age: 65+	14%	(1)	86%	(6)	—	(0)	—	(0)	7
Generation Z: 18-21	—	(0)	100%	(6)	—	(0)	—	(0)	6
Millennial: Age 22-37	8%	(14)	71%	(120)	17%	(29)	3%	(5)	168
Generation X: Age 38-53	6%	(15)	71%	(181)	20%	(52)	3%	(8)	256
Boomers: Age 54-72	10%	(3)	69%	(20)	17%	(5)	3%	(1)	29
PID: Rep (no lean)	7%	(10)	71%	(108)	20%	(30)	3%	(4)	152
PID: Dem (no lean)	7%	(10)	70%	(97)	21%	(29)	1%	(2)	138
PID: Ind (no lean)	7%	(8)	74%	(88)	15%	(18)	4%	(5)	119
PID/Gender: Dem Men	8%	(5)	73%	(43)	15%	(9)	3%	(2)	59
PID/Gender: Dem Women	6%	(5)	68%	(54)	25%	(20)	—	(0)	79
PID/Gender: Ind Men	4%	(2)	76%	(41)	17%	(9)	4%	(2)	54
PID/Gender: Ind Women	9%	(6)	72%	(47)	14%	(9)	5%	(3)	65
PID/Gender: Rep Men	11%	(8)	67%	(49)	19%	(14)	3%	(2)	73
PID/Gender: Rep Women	3%	(2)	75%	(59)	20%	(16)	3%	(2)	79
Ideo: Liberal (1-3)	11%	(14)	65%	(84)	23%	(30)	2%	(2)	130
Ideo: Moderate (4)	7%	(7)	74%	(70)	17%	(16)	2%	(2)	95
Ideo: Conservative (5-7)	3%	(4)	74%	(112)	21%	(32)	3%	(4)	152
Educ: < College	6%	(18)	74%	(226)	16%	(50)	3%	(10)	304
Educ: Bachelors degree	6%	(5)	79%	(67)	15%	(13)	—	(0)	85
Educ: Post-grad	13%	(9)	49%	(34)	33%	(23)	6%	(4)	70

Continued on next page



**Table BRD16:** 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
	%	(N)	%	(N)	%	(N)	%	(N)	
Parents of children	7%	(32)	71%	(327)	19%	(86)	3%	(14)	459
Income: Under 50k	6%	(12)	74%	(156)	17%	(35)	4%	(9)	212
Income: 50k-100k	5%	(8)	73%	(115)	20%	(32)	2%	(3)	158
Income: 100k+	13%	(12)	63%	(56)	21%	(19)	2%	(2)	89
Ethnicity: White	7%	(27)	71%	(258)	19%	(68)	3%	(10)	363
Ethnicity: Hispanic	4%	(2)	65%	(33)	29%	(15)	2%	(1)	51
Ethnicity: Afr. Am.	7%	(4)	73%	(40)	16%	(9)	4%	(2)	55
Ethnicity: Other	2%	(1)	71%	(29)	22%	(9)	5%	(2)	41
Relig: Protestant	1%	(1)	77%	(70)	20%	(18)	2%	(2)	91
Relig: Roman Catholic	4%	(3)	68%	(56)	24%	(20)	4%	(3)	82
Relig: Something Else	4%	(2)	82%	(42)	12%	(6)	2%	(1)	51
Relig: Jewish	12%	(1)	38%	(3)	50%	(4)	—	(0)	8
Relig: Evangelical	8%	(11)	77%	(104)	14%	(19)	1%	(1)	135
Relig: Non-Evang. Catholics	3%	(3)	68%	(73)	24%	(26)	5%	(5)	107
Relig: All Christian	6%	(14)	73%	(177)	19%	(45)	2%	(6)	242
Relig: All Non-Christian	4%	(2)	82%	(42)	12%	(6)	2%	(1)	51
Community: Urban	4%	(4)	68%	(67)	23%	(23)	4%	(4)	98
Community: Suburban	7%	(14)	70%	(148)	21%	(44)	3%	(6)	212
Community: Rural	9%	(14)	75%	(112)	13%	(19)	3%	(4)	149
Employ: Private Sector	7%	(15)	72%	(150)	20%	(41)	1%	(3)	209
Employ: Government	2%	(1)	69%	(29)	26%	(11)	2%	(1)	42
Employ: Self-Employed	14%	(6)	59%	(26)	20%	(9)	7%	(3)	44
Employ: Homemaker	6%	(4)	70%	(46)	18%	(12)	6%	(4)	66
Employ: Student	—	(0)	75%	(6)	25%	(2)	—	(0)	8
Employ: Retired	15%	(2)	77%	(10)	8%	(1)	—	(0)	13
Employ: Unemployed	3%	(1)	75%	(24)	16%	(5)	6%	(2)	32
Employ: Other	7%	(3)	80%	(36)	11%	(5)	2%	(1)	45
Military HH: Yes	9%	(7)	66%	(49)	22%	(16)	3%	(2)	74
Military HH: No	6%	(25)	72%	(278)	18%	(70)	3%	(12)	385
RD/WT: Right Direction	7%	(15)	73%	(155)	16%	(35)	4%	(8)	213
RD/WT: Wrong Track	7%	(17)	70%	(172)	21%	(51)	2%	(6)	246

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**Table BRD16:** 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
	%	(N)	%	(N)	%	(N)	%	(N)	
Parents of children	7%	(32)	71%	(327)	19%	(86)	3%	(14)	459
Trump Job Approve	7%	(16)	72%	(163)	18%	(41)	2%	(5)	225
Trump Job Disapprove	7%	(15)	71%	(147)	21%	(43)	1%	(3)	208
Trump Job Strongly Approve	10%	(11)	70%	(80)	18%	(20)	3%	(3)	114
Trump Job Somewhat Approve	5%	(5)	75%	(83)	19%	(21)	2%	(2)	111
Trump Job Somewhat Disapprove	2%	(1)	75%	(44)	24%	(14)	—	(0)	59
Trump Job Strongly Disapprove	9%	(14)	69%	(103)	19%	(29)	2%	(3)	149
#1 Issue: Economy	5%	(8)	74%	(127)	19%	(33)	2%	(4)	172
#1 Issue: Security	3%	(2)	71%	(55)	27%	(21)	—	(0)	78
#1 Issue: Health Care	5%	(4)	79%	(66)	15%	(13)	1%	(1)	84
#1 Issue: Medicare / Social Security	15%	(3)	70%	(14)	15%	(3)	—	(0)	20
#1 Issue: Women's Issues	19%	(3)	62%	(10)	12%	(2)	6%	(1)	16
#1 Issue: Education	15%	(8)	62%	(34)	20%	(11)	4%	(2)	55
#1 Issue: Energy	7%	(1)	86%	(12)	7%	(1)	—	(0)	14
#1 Issue: Other	15%	(3)	45%	(9)	10%	(2)	30%	(6)	20
2016 Vote: Hillary Clinton	6%	(8)	72%	(91)	21%	(27)	1%	(1)	127
2016 Vote: Donald Trump	7%	(13)	73%	(135)	18%	(34)	2%	(3)	185
2016 Vote: Someone else	12%	(7)	57%	(33)	26%	(15)	5%	(3)	58
2016 Vote: Didn't Vote	4%	(4)	76%	(68)	11%	(10)	8%	(7)	89
Voted in 2014: Yes	8%	(25)	70%	(211)	21%	(63)	1%	(4)	303
Voted in 2014: No	4%	(7)	74%	(116)	15%	(23)	6%	(10)	156
2012 Vote: Barack Obama	9%	(17)	69%	(129)	21%	(39)	1%	(1)	186
2012 Vote: Mitt Romney	5%	(6)	71%	(88)	23%	(28)	2%	(2)	124
2012 Vote: Other	10%	(3)	58%	(18)	26%	(8)	6%	(2)	31
2012 Vote: Didn't Vote	5%	(6)	78%	(92)	9%	(11)	8%	(9)	118
4-Region: Northeast	14%	(10)	61%	(45)	24%	(18)	1%	(1)	74
4-Region: Midwest	7%	(8)	72%	(87)	19%	(23)	2%	(3)	121
4-Region: South	3%	(5)	79%	(138)	16%	(28)	2%	(4)	175
4-Region: West	10%	(9)	64%	(57)	19%	(17)	7%	(6)	89
Favorable of Trump	7%	(16)	72%	(156)	18%	(39)	3%	(6)	217
Unfavorable of Trump	7%	(16)	71%	(155)	20%	(44)	1%	(2)	217

Continued on next page

**Table BRD16:** 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
	%	(N)	%	(N)	%	(N)	%	(N)	
Parents of children	7%	(32)	71%	(327)	19%	(86)	3%	(14)	459
Very Favorable of Trump	9%	(11)	68%	(81)	21%	(25)	2%	(3)	120
Somewhat Favorable of Trump	5%	(5)	77%	(75)	14%	(14)	3%	(3)	97
Somewhat Unfavorable of Trump	4%	(2)	78%	(38)	18%	(9)	—	(0)	49
Very Unfavorable of Trump	8%	(14)	70%	(117)	21%	(35)	1%	(2)	168
Pre-school	12%	(10)	59%	(51)	24%	(21)	5%	(4)	86
Grade school (Grades 1 – 5)	6%	(14)	75%	(162)	18%	(38)	1%	(3)	217
Middle school (Grades 6 – 8)	6%	(10)	73%	(122)	19%	(32)	2%	(3)	167
High school (Grades 9 – 12)	4%	(7)	71%	(127)	20%	(36)	4%	(8)	178
Children attend: Public school	6%	(22)	75%	(288)	17%	(65)	3%	(11)	386
Children attend: Private school	13%	(8)	58%	(35)	23%	(14)	5%	(3)	60
Children attend: Both	15%	(2)	31%	(4)	54%	(7)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD17: When back-to-school shopping, how important is it that you purchase items that were made in the United States?**

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	26%	(118)	36%	(166)	25%	(113)	7%	(33)	6%	(29)	459
Gender: Male	27%	(58)	36%	(77)	26%	(55)	5%	(11)	5%	(10)	211
Gender: Female	24%	(60)	36%	(89)	23%	(58)	9%	(22)	8%	(19)	248
Age: 18-29	26%	(11)	19%	(8)	26%	(11)	19%	(8)	10%	(4)	42
Age: 30-44	23%	(61)	40%	(106)	24%	(63)	8%	(21)	6%	(17)	268
Age: 45-54	27%	(34)	37%	(46)	27%	(34)	2%	(3)	6%	(7)	124
Age: 55-64	44%	(8)	28%	(5)	17%	(3)	6%	(1)	6%	(1)	18
Age: 65+	57%	(4)	14%	(1)	29%	(2)	—	(0)	—	(0)	7
Generation Z: 18-21	33%	(2)	17%	(1)	17%	(1)	33%	(2)	—	(0)	6
Millennial: Age 22-37	24%	(41)	36%	(61)	22%	(37)	11%	(19)	6%	(10)	168
Generation X: Age 38-53	25%	(63)	37%	(95)	27%	(69)	4%	(11)	7%	(18)	256
Boomers: Age 54-72	41%	(12)	31%	(9)	21%	(6)	3%	(1)	3%	(1)	29
PID: Rep (no lean)	31%	(47)	39%	(60)	20%	(30)	5%	(7)	5%	(8)	152
PID: Dem (no lean)	22%	(30)	33%	(46)	29%	(40)	10%	(14)	6%	(8)	138
PID: Ind (no lean)	25%	(30)	39%	(46)	25%	(30)	7%	(8)	4%	(5)	119
PID/Gender: Dem Men	25%	(15)	34%	(20)	27%	(16)	7%	(4)	7%	(4)	59
PID/Gender: Dem Women	19%	(15)	33%	(26)	30%	(24)	13%	(10)	5%	(4)	79
PID/Gender: Ind Men	22%	(12)	37%	(20)	30%	(16)	7%	(4)	4%	(2)	54
PID/Gender: Ind Women	28%	(18)	40%	(26)	22%	(14)	6%	(4)	5%	(3)	65
PID/Gender: Rep Men	33%	(24)	38%	(28)	22%	(16)	3%	(2)	4%	(3)	73
PID/Gender: Rep Women	29%	(23)	41%	(32)	18%	(14)	6%	(5)	6%	(5)	79
Ideo: Liberal (1-3)	28%	(37)	32%	(42)	26%	(34)	8%	(11)	5%	(6)	130
Ideo: Moderate (4)	23%	(22)	40%	(38)	22%	(21)	6%	(6)	8%	(8)	95
Ideo: Conservative (5-7)	26%	(40)	42%	(64)	25%	(38)	4%	(6)	3%	(4)	152
Educ: < College	27%	(83)	35%	(105)	23%	(69)	9%	(26)	7%	(21)	304
Educ: Bachelors degree	22%	(19)	36%	(31)	32%	(27)	6%	(5)	4%	(3)	85
Educ: Post-grad	23%	(16)	43%	(30)	24%	(17)	3%	(2)	7%	(5)	70

Continued on next page

**Table BRD17:** When back-to-school shopping, how important is it that you purchase items that were made in the United States?

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	26%	(118)	36%	(166)	25%	(113)	7%	(33)	6%	(29)	459
Income: Under 50k	25%	(52)	30%	(63)	25%	(54)	10%	(22)	10%	(21)	212
Income: 50k-100k	28%	(44)	44%	(70)	19%	(30)	5%	(8)	4%	(6)	158
Income: 100k+	25%	(22)	37%	(33)	33%	(29)	3%	(3)	2%	(2)	89
Ethnicity: White	27%	(98)	38%	(137)	23%	(82)	6%	(22)	7%	(24)	363
Ethnicity: Hispanic	22%	(11)	33%	(17)	27%	(14)	12%	(6)	6%	(3)	51
Ethnicity: Afr. Am.	22%	(12)	22%	(12)	42%	(23)	13%	(7)	2%	(1)	55
Ethnicity: Other	20%	(8)	41%	(17)	20%	(8)	10%	(4)	10%	(4)	41
Relig: Protestant	21%	(19)	43%	(39)	27%	(25)	3%	(3)	5%	(5)	91
Relig: Roman Catholic	28%	(23)	44%	(36)	20%	(16)	4%	(3)	5%	(4)	82
Relig: Something Else	14%	(7)	41%	(21)	20%	(10)	18%	(9)	8%	(4)	51
Relig: Jewish	38%	(3)	25%	(2)	38%	(3)	—	(0)	—	(0)	8
Relig: Evangelical	34%	(46)	29%	(39)	27%	(37)	4%	(6)	5%	(7)	135
Relig: Non-Evang. Catholics	23%	(25)	50%	(53)	20%	(21)	4%	(4)	4%	(4)	107
Relig: All Christian	29%	(71)	38%	(92)	24%	(58)	4%	(10)	5%	(11)	242
Relig: All Non-Christian	14%	(7)	41%	(21)	20%	(10)	18%	(9)	8%	(4)	51
Community: Urban	27%	(26)	38%	(37)	23%	(23)	8%	(8)	4%	(4)	98
Community: Suburban	25%	(53)	36%	(76)	26%	(55)	8%	(16)	6%	(12)	212
Community: Rural	26%	(39)	36%	(53)	23%	(35)	6%	(9)	9%	(13)	149
Employ: Private Sector	19%	(40)	43%	(90)	26%	(54)	6%	(13)	6%	(12)	209
Employ: Government	14%	(6)	40%	(17)	33%	(14)	7%	(3)	5%	(2)	42
Employ: Self-Employed	36%	(16)	32%	(14)	18%	(8)	7%	(3)	7%	(3)	44
Employ: Homemaker	39%	(26)	27%	(18)	20%	(13)	8%	(5)	6%	(4)	66
Employ: Student	38%	(3)	—	(0)	38%	(3)	25%	(2)	—	(0)	8
Employ: Retired	46%	(6)	23%	(3)	23%	(3)	—	(0)	8%	(1)	13
Employ: Unemployed	28%	(9)	25%	(8)	34%	(11)	6%	(2)	6%	(2)	32
Employ: Other	27%	(12)	36%	(16)	16%	(7)	11%	(5)	11%	(5)	45
Military HH: Yes	34%	(25)	42%	(31)	12%	(9)	5%	(4)	7%	(5)	74
Military HH: No	24%	(93)	35%	(135)	27%	(104)	8%	(29)	6%	(24)	385
RD/WT: Right Direction	32%	(68)	39%	(83)	21%	(45)	2%	(4)	6%	(13)	213
RD/WT: Wrong Track	20%	(50)	34%	(83)	28%	(68)	12%	(29)	7%	(16)	246

Continued on next page

**Table BRD17:** When back-to-school shopping, how important is it that you purchase items that were made in the United States?

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	26%	(118)	36%	(166)	25%	(113)	7%	(33)	6%	(29)	459
Trump Job Approve	32%	(71)	41%	(93)	20%	(46)	2%	(5)	4%	(10)	225
Trump Job Disapprove	19%	(40)	32%	(66)	31%	(64)	13%	(27)	5%	(11)	208
Trump Job Strongly Approve	43%	(49)	33%	(38)	13%	(15)	4%	(4)	7%	(8)	114
Trump Job Somewhat Approve	20%	(22)	50%	(55)	28%	(31)	1%	(1)	2%	(2)	111
Trump Job Somewhat Disapprove	19%	(11)	29%	(17)	32%	(19)	15%	(9)	5%	(3)	59
Trump Job Strongly Disapprove	19%	(29)	33%	(49)	30%	(45)	12%	(18)	5%	(8)	149
#1 Issue: Economy	22%	(37)	34%	(59)	31%	(53)	8%	(14)	5%	(9)	172
#1 Issue: Security	36%	(28)	35%	(27)	18%	(14)	8%	(6)	4%	(3)	78
#1 Issue: Health Care	27%	(23)	37%	(31)	24%	(20)	6%	(5)	6%	(5)	84
#1 Issue: Medicare / Social Security	40%	(8)	35%	(7)	20%	(4)	5%	(1)	—	(0)	20
#1 Issue: Women's Issues	19%	(3)	44%	(7)	12%	(2)	12%	(2)	12%	(2)	16
#1 Issue: Education	27%	(15)	33%	(18)	27%	(15)	7%	(4)	5%	(3)	55
#1 Issue: Energy	7%	(1)	64%	(9)	14%	(2)	7%	(1)	7%	(1)	14
#1 Issue: Other	15%	(3)	40%	(8)	15%	(3)	—	(0)	30%	(6)	20
2016 Vote: Hillary Clinton	24%	(31)	33%	(42)	29%	(37)	10%	(13)	3%	(4)	127
2016 Vote: Donald Trump	31%	(58)	41%	(76)	19%	(35)	3%	(6)	5%	(10)	185
2016 Vote: Someone else	22%	(13)	41%	(24)	26%	(15)	7%	(4)	3%	(2)	58
2016 Vote: Didn't Vote	18%	(16)	27%	(24)	29%	(26)	11%	(10)	15%	(13)	89
Voted in 2014: Yes	26%	(79)	41%	(123)	23%	(69)	6%	(19)	4%	(13)	303
Voted in 2014: No	25%	(39)	28%	(43)	28%	(44)	9%	(14)	10%	(16)	156
2012 Vote: Barack Obama	24%	(44)	34%	(64)	30%	(56)	8%	(15)	4%	(7)	186
2012 Vote: Mitt Romney	27%	(33)	48%	(60)	17%	(21)	5%	(6)	3%	(4)	124
2012 Vote: Other	42%	(13)	35%	(11)	19%	(6)	3%	(1)	—	(0)	31
2012 Vote: Didn't Vote	24%	(28)	26%	(31)	25%	(30)	9%	(11)	15%	(18)	118
4-Region: Northeast	24%	(18)	43%	(32)	23%	(17)	5%	(4)	4%	(3)	74
4-Region: Midwest	25%	(30)	36%	(44)	27%	(33)	6%	(7)	6%	(7)	121
4-Region: South	26%	(45)	35%	(61)	24%	(42)	8%	(14)	7%	(13)	175
4-Region: West	28%	(25)	33%	(29)	24%	(21)	9%	(8)	7%	(6)	89
Favorable of Trump	32%	(70)	40%	(86)	21%	(45)	3%	(7)	4%	(9)	217
Unfavorable of Trump	19%	(42)	35%	(75)	29%	(64)	11%	(24)	6%	(12)	217

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**Table BRD17:** When back-to-school shopping, how important is it that you purchase items that were made in the United States?

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Parents of children	26%	(118)	36%	(166)	25%	(113)	7%	(33)	6%	(29)	459
Very Favorable of Trump	43%	(52)	31%	(37)	18%	(21)	3%	(4)	5%	(6)	120
Somewhat Favorable of Trump	19%	(18)	51%	(49)	25%	(24)	3%	(3)	3%	(3)	97
Somewhat Unfavorable of Trump	14%	(7)	35%	(17)	37%	(18)	8%	(4)	6%	(3)	49
Very Unfavorable of Trump	21%	(35)	35%	(58)	27%	(46)	12%	(20)	5%	(9)	168
Pre-school	17%	(15)	33%	(28)	31%	(27)	9%	(8)	9%	(8)	86
Grade school (Grades 1 – 5)	27%	(58)	36%	(79)	24%	(52)	6%	(14)	6%	(14)	217
Middle school (Grades 6 – 8)	22%	(37)	37%	(61)	26%	(44)	8%	(14)	7%	(11)	167
High school (Grades 9 – 12)	25%	(45)	40%	(71)	24%	(42)	5%	(9)	6%	(11)	178
Children attend: Public school	27%	(103)	36%	(139)	24%	(93)	6%	(25)	7%	(26)	386
Children attend: Private school	22%	(13)	37%	(22)	25%	(15)	12%	(7)	5%	(3)	60
Children attend: Both	15%	(2)	38%	(5)	38%	(5)	8%	(1)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD18\_1: Does your child use the following for school-related purposes?**  
*Smartphone*

Demographic	Yes, often		Yes, rarely		No, never		Don't know/No opinion		Total N
Parents of children	32%	(149)	20%	(91)	42%	(194)	5%	(25)	459
Gender: Male	29%	(62)	21%	(44)	43%	(90)	7%	(15)	211
Gender: Female	35%	(87)	19%	(47)	42%	(104)	4%	(10)	248
Age: 18-29	36%	(15)	21%	(9)	43%	(18)	—	(0)	42
Age: 30-44	31%	(83)	19%	(52)	43%	(116)	6%	(17)	268
Age: 45-54	35%	(43)	21%	(26)	38%	(47)	6%	(8)	124
Age: 55-64	22%	(4)	22%	(4)	56%	(10)	—	(0)	18
Age: 65+	57%	(4)	—	(0)	43%	(3)	—	(0)	7
Generation Z: 18-21	83%	(5)	17%	(1)	—	(0)	—	(0)	6
Millennial: Age 22-37	27%	(46)	21%	(36)	46%	(77)	5%	(9)	168
Generation X: Age 38-53	35%	(90)	19%	(49)	40%	(103)	5%	(14)	256
Boomers: Age 54-72	28%	(8)	17%	(5)	48%	(14)	7%	(2)	29
PID: Rep (no lean)	37%	(56)	22%	(34)	36%	(54)	5%	(8)	152
PID: Dem (no lean)	37%	(51)	19%	(26)	40%	(55)	4%	(6)	138
PID: Ind (no lean)	25%	(30)	16%	(19)	52%	(62)	7%	(8)	119
PID/Gender: Dem Men	27%	(16)	20%	(12)	46%	(27)	7%	(4)	59
PID/Gender: Dem Women	44%	(35)	18%	(14)	35%	(28)	3%	(2)	79
PID/Gender: Ind Men	22%	(12)	19%	(10)	50%	(27)	9%	(5)	54
PID/Gender: Ind Women	28%	(18)	14%	(9)	54%	(35)	5%	(3)	65
PID/Gender: Rep Men	38%	(28)	26%	(19)	30%	(22)	5%	(4)	73
PID/Gender: Rep Women	35%	(28)	19%	(15)	41%	(32)	5%	(4)	79
Ideo: Liberal (1-3)	32%	(42)	17%	(22)	43%	(56)	8%	(10)	130
Ideo: Moderate (4)	35%	(33)	18%	(17)	44%	(42)	3%	(3)	95
Ideo: Conservative (5-7)	34%	(51)	22%	(34)	39%	(60)	5%	(7)	152
Educ: < College	32%	(96)	18%	(55)	44%	(135)	6%	(18)	304
Educ: Bachelors degree	36%	(31)	20%	(17)	41%	(35)	2%	(2)	85
Educ: Post-grad	31%	(22)	27%	(19)	34%	(24)	7%	(5)	70

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**Table BRD18\_1: Does your child use the following for school-related purposes?***Smartphone*

Demographic	Yes, often		Yes, rarely		No, never		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Parents of children	32%	(149)	20%	(91)	42%	(194)	5%	(25)	459
Income: Under 50k	32%	(67)	18%	(39)	42%	(88)	8%	(18)	212
Income: 50k-100k	30%	(48)	18%	(28)	48%	(76)	4%	(6)	158
Income: 100k+	38%	(34)	27%	(24)	34%	(30)	1%	(1)	89
Ethnicity: White	31%	(113)	21%	(75)	43%	(156)	5%	(19)	363
Ethnicity: Hispanic	45%	(23)	12%	(6)	35%	(18)	8%	(4)	51
Ethnicity: Afr. Am.	29%	(16)	16%	(9)	47%	(26)	7%	(4)	55
Ethnicity: Other	49%	(20)	17%	(7)	29%	(12)	5%	(2)	41
Relig: Protestant	35%	(32)	20%	(18)	43%	(39)	2%	(2)	91
Relig: Roman Catholic	35%	(29)	15%	(12)	43%	(35)	7%	(6)	82
Relig: Something Else	35%	(18)	20%	(10)	39%	(20)	6%	(3)	51
Relig: Jewish	25%	(2)	50%	(4)	12%	(1)	12%	(1)	8
Relig: Evangelical	38%	(51)	19%	(26)	39%	(53)	4%	(5)	135
Relig: Non-Evang. Catholics	32%	(34)	16%	(17)	47%	(50)	6%	(6)	107
Relig: All Christian	35%	(85)	18%	(43)	43%	(103)	5%	(11)	242
Relig: All Non-Christian	35%	(18)	20%	(10)	39%	(20)	6%	(3)	51
Community: Urban	38%	(37)	22%	(22)	34%	(33)	6%	(6)	98
Community: Suburban	34%	(73)	20%	(42)	41%	(87)	5%	(10)	212
Community: Rural	26%	(39)	18%	(27)	50%	(74)	6%	(9)	149
Employ: Private Sector	29%	(61)	23%	(48)	44%	(93)	3%	(7)	209
Employ: Government	36%	(15)	24%	(10)	33%	(14)	7%	(3)	42
Employ: Self-Employed	52%	(23)	14%	(6)	32%	(14)	2%	(1)	44
Employ: Homemaker	36%	(24)	18%	(12)	36%	(24)	9%	(6)	66
Employ: Student	38%	(3)	25%	(2)	38%	(3)	—	(0)	8
Employ: Retired	31%	(4)	—	(0)	54%	(7)	15%	(2)	13
Employ: Unemployed	28%	(9)	19%	(6)	47%	(15)	6%	(2)	32
Employ: Other	22%	(10)	16%	(7)	53%	(24)	9%	(4)	45
Military HH: Yes	35%	(26)	11%	(8)	47%	(35)	7%	(5)	74
Military HH: No	32%	(123)	22%	(83)	41%	(159)	5%	(20)	385
RD/WT: Right Direction	36%	(76)	19%	(41)	38%	(82)	7%	(14)	213
RD/WT: Wrong Track	30%	(73)	20%	(50)	46%	(112)	4%	(11)	246

Continued on next page

**Table BRD18\_1: Does your child use the following for school-related purposes?**

Smartphone

Demographic	Yes, often		Yes, rarely		No, never		Don't know/No opinion		Total N
Parents of children	32%	(149)	20%	(91)	42%	(194)	5%	(25)	459
Trump Job Approve	33%	(74)	20%	(44)	43%	(96)	5%	(11)	225
Trump Job Disapprove	31%	(65)	21%	(44)	43%	(89)	5%	(10)	208
Trump Job Strongly Approve	37%	(42)	17%	(19)	39%	(45)	7%	(8)	114
Trump Job Somewhat Approve	29%	(32)	23%	(25)	46%	(51)	3%	(3)	111
Trump Job Somewhat Disapprove	34%	(20)	27%	(16)	37%	(22)	2%	(1)	59
Trump Job Strongly Disapprove	30%	(45)	19%	(28)	45%	(67)	6%	(9)	149
#1 Issue: Economy	33%	(56)	20%	(34)	42%	(73)	5%	(9)	172
#1 Issue: Security	32%	(25)	15%	(12)	46%	(36)	6%	(5)	78
#1 Issue: Health Care	25%	(21)	30%	(25)	39%	(33)	6%	(5)	84
#1 Issue: Medicare / Social Security	35%	(7)	15%	(3)	50%	(10)	—	(0)	20
#1 Issue: Women's Issues	38%	(6)	12%	(2)	38%	(6)	12%	(2)	16
#1 Issue: Education	38%	(21)	18%	(10)	38%	(21)	5%	(3)	55
#1 Issue: Energy	43%	(6)	14%	(2)	43%	(6)	—	(0)	14
#1 Issue: Other	35%	(7)	15%	(3)	45%	(9)	5%	(1)	20
2016 Vote: Hillary Clinton	35%	(45)	20%	(25)	40%	(51)	5%	(6)	127
2016 Vote: Donald Trump	38%	(71)	17%	(31)	40%	(74)	5%	(9)	185
2016 Vote: Someone else	26%	(15)	17%	(10)	53%	(31)	3%	(2)	58
2016 Vote: Didn't Vote	20%	(18)	28%	(25)	43%	(38)	9%	(8)	89
Voted in 2014: Yes	33%	(101)	21%	(63)	41%	(125)	5%	(14)	303
Voted in 2014: No	31%	(48)	18%	(28)	44%	(69)	7%	(11)	156
2012 Vote: Barack Obama	34%	(64)	20%	(38)	41%	(76)	4%	(8)	186
2012 Vote: Mitt Romney	34%	(42)	20%	(25)	39%	(48)	7%	(9)	124
2012 Vote: Other	32%	(10)	13%	(4)	48%	(15)	6%	(2)	31
2012 Vote: Didn't Vote	28%	(33)	20%	(24)	47%	(55)	5%	(6)	118
4-Region: Northeast	27%	(20)	19%	(14)	47%	(35)	7%	(5)	74
4-Region: Midwest	25%	(30)	22%	(27)	46%	(56)	7%	(8)	121
4-Region: South	36%	(63)	17%	(30)	42%	(74)	5%	(8)	175
4-Region: West	40%	(36)	22%	(20)	33%	(29)	4%	(4)	89
Favorable of Trump	32%	(69)	22%	(48)	41%	(88)	6%	(12)	217
Unfavorable of Trump	33%	(72)	18%	(40)	45%	(97)	4%	(8)	217

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**Table BRD18\_1:** Does your child use the following for school-related purposes?*Smartphone*

Demographic	Yes, often		Yes, rarely		No, never		Don't know/No opinion		Total N
Parents of children	32%	(149)	20%	(91)	42%	(194)	5%	(25)	459
Very Favorable of Trump	38%	(46)	19%	(23)	37%	(44)	6%	(7)	120
Somewhat Favorable of Trump	24%	(23)	26%	(25)	45%	(44)	5%	(5)	97
Somewhat Unfavorable of Trump	39%	(19)	22%	(11)	37%	(18)	2%	(1)	49
Very Unfavorable of Trump	32%	(53)	17%	(29)	47%	(79)	4%	(7)	168
Pre-school	16%	(14)	24%	(21)	55%	(47)	5%	(4)	86
Grade school (Grades 1 – 5)	24%	(51)	19%	(42)	52%	(112)	6%	(12)	217
Middle school (Grades 6 – 8)	34%	(57)	26%	(43)	37%	(62)	3%	(5)	167
High school (Grades 9 – 12)	51%	(90)	21%	(37)	25%	(44)	4%	(7)	178
Children attend: Public school	33%	(129)	19%	(74)	43%	(165)	5%	(18)	386
Children attend: Private school	27%	(16)	23%	(14)	43%	(26)	7%	(4)	60
Children attend: Both	31%	(4)	23%	(3)	23%	(3)	23%	(3)	13

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD18\_2: Does your child use the following for school-related purposes?**

Laptop

Demographic	Yes, often		Yes, rarely		No, never		Don't know/No opinion		Total N
Parents of children	43%	(196)	24%	(109)	28%	(130)	5%	(24)	459
Gender: Male	41%	(87)	27%	(56)	26%	(55)	6%	(13)	211
Gender: Female	44%	(109)	21%	(53)	30%	(75)	4%	(11)	248
Age: 18-29	21%	(9)	26%	(11)	52%	(22)	—	(0)	42
Age: 30-44	42%	(113)	22%	(60)	30%	(80)	6%	(15)	268
Age: 45-54	52%	(64)	23%	(29)	18%	(22)	7%	(9)	124
Age: 55-64	33%	(6)	39%	(7)	28%	(5)	—	(0)	18
Age: 65+	57%	(4)	29%	(2)	14%	(1)	—	(0)	7
Generation Z: 18-21	50%	(3)	17%	(1)	33%	(2)	—	(0)	6
Millennial: Age 22-37	32%	(54)	26%	(43)	39%	(65)	4%	(6)	168
Generation X: Age 38-53	50%	(128)	21%	(54)	22%	(57)	7%	(17)	256
Boomers: Age 54-72	38%	(11)	38%	(11)	21%	(6)	3%	(1)	29
PID: Rep (no lean)	47%	(71)	21%	(32)	27%	(41)	5%	(8)	152
PID: Dem (no lean)	44%	(61)	22%	(30)	28%	(39)	6%	(8)	138
PID: Ind (no lean)	39%	(47)	29%	(35)	28%	(33)	3%	(4)	119
PID/Gender: Dem Men	36%	(21)	25%	(15)	32%	(19)	7%	(4)	59
PID/Gender: Dem Women	51%	(40)	19%	(15)	25%	(20)	5%	(4)	79
PID/Gender: Ind Men	31%	(17)	37%	(20)	28%	(15)	4%	(2)	54
PID/Gender: Ind Women	46%	(30)	23%	(15)	28%	(18)	3%	(2)	65
PID/Gender: Rep Men	58%	(42)	21%	(15)	16%	(12)	5%	(4)	73
PID/Gender: Rep Women	37%	(29)	22%	(17)	37%	(29)	5%	(4)	79
Ideo: Liberal (1-3)	44%	(57)	21%	(27)	30%	(39)	5%	(7)	130
Ideo: Moderate (4)	40%	(38)	28%	(27)	27%	(26)	4%	(4)	95
Ideo: Conservative (5-7)	48%	(73)	24%	(36)	24%	(37)	4%	(6)	152
Educ: < College	39%	(118)	24%	(74)	31%	(95)	6%	(17)	304
Educ: Bachelors degree	51%	(43)	18%	(15)	28%	(24)	4%	(3)	85
Educ: Post-grad	50%	(35)	29%	(20)	16%	(11)	6%	(4)	70

Continued on next page

**Table BRD18\_2: Does your child use the following for school-related purposes?**  
*Laptop*

Demographic	Yes, often		Yes, rarely		No, never		Don't know/No opinion		Total N
Parents of children	43%	(196)	24%	(109)	28%	(130)	5%	(24)	459
Income: Under 50k	36%	(76)	27%	(57)	29%	(62)	8%	(17)	212
Income: 50k-100k	46%	(73)	22%	(34)	29%	(46)	3%	(5)	158
Income: 100k+	53%	(47)	20%	(18)	25%	(22)	2%	(2)	89
Ethnicity: White	44%	(158)	21%	(76)	31%	(111)	5%	(18)	363
Ethnicity: Hispanic	45%	(23)	25%	(13)	24%	(12)	6%	(3)	51
Ethnicity: Afr. Am.	38%	(21)	31%	(17)	25%	(14)	5%	(3)	55
Ethnicity: Other	41%	(17)	39%	(16)	12%	(5)	7%	(3)	41
Relig: Protestant	47%	(43)	21%	(19)	30%	(27)	2%	(2)	91
Relig: Roman Catholic	44%	(36)	22%	(18)	27%	(22)	7%	(6)	82
Relig: Something Else	31%	(16)	27%	(14)	39%	(20)	2%	(1)	51
Relig: Jewish	75%	(6)	12%	(1)	—	(0)	12%	(1)	8
Relig: Evangelical	51%	(69)	21%	(29)	23%	(31)	4%	(6)	135
Relig: Non-Evang. Catholics	40%	(43)	21%	(22)	34%	(36)	6%	(6)	107
Relig: All Christian	46%	(112)	21%	(51)	28%	(67)	5%	(12)	242
Relig: All Non-Christian	31%	(16)	27%	(14)	39%	(20)	2%	(1)	51
Community: Urban	44%	(43)	28%	(27)	24%	(24)	4%	(4)	98
Community: Suburban	42%	(90)	19%	(41)	33%	(69)	6%	(12)	212
Community: Rural	42%	(63)	28%	(41)	25%	(37)	5%	(8)	149
Employ: Private Sector	47%	(99)	22%	(46)	27%	(57)	3%	(7)	209
Employ: Government	48%	(20)	26%	(11)	21%	(9)	5%	(2)	42
Employ: Self-Employed	45%	(20)	30%	(13)	18%	(8)	7%	(3)	44
Employ: Homemaker	38%	(25)	23%	(15)	32%	(21)	8%	(5)	66
Employ: Student	50%	(4)	25%	(2)	25%	(2)	—	(0)	8
Employ: Retired	31%	(4)	46%	(6)	15%	(2)	8%	(1)	13
Employ: Unemployed	31%	(10)	19%	(6)	44%	(14)	6%	(2)	32
Employ: Other	31%	(14)	22%	(10)	38%	(17)	9%	(4)	45
Military HH: Yes	46%	(34)	19%	(14)	32%	(24)	3%	(2)	74
Military HH: No	42%	(162)	25%	(95)	28%	(106)	6%	(22)	385
RD/WT: Right Direction	44%	(93)	25%	(53)	26%	(56)	5%	(11)	213
RD/WT: Wrong Track	42%	(103)	23%	(56)	30%	(74)	5%	(13)	246

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**Table BRD18\_2: Does your child use the following for school-related purposes?**

Laptop

Demographic	Yes, often		Yes, rarely		No, never		Don't know/No opinion		Total N
Parents of children	43%	(196)	24%	(109)	28%	(130)	5%	(24)	459
Trump Job Approve	41%	(93)	27%	(60)	28%	(63)	4%	(9)	225
Trump Job Disapprove	44%	(92)	21%	(43)	30%	(62)	5%	(11)	208
Trump Job Strongly Approve	46%	(52)	21%	(24)	27%	(31)	6%	(7)	114
Trump Job Somewhat Approve	37%	(41)	32%	(36)	29%	(32)	2%	(2)	111
Trump Job Somewhat Disapprove	44%	(26)	15%	(9)	37%	(22)	3%	(2)	59
Trump Job Strongly Disapprove	44%	(66)	23%	(34)	27%	(40)	6%	(9)	149
#1 Issue: Economy	39%	(67)	24%	(41)	32%	(55)	5%	(9)	172
#1 Issue: Security	47%	(37)	18%	(14)	29%	(23)	5%	(4)	78
#1 Issue: Health Care	44%	(37)	29%	(24)	21%	(18)	6%	(5)	84
#1 Issue: Medicare / Social Security	30%	(6)	35%	(7)	35%	(7)	—	(0)	20
#1 Issue: Women's Issues	38%	(6)	19%	(3)	38%	(6)	6%	(1)	16
#1 Issue: Education	47%	(26)	31%	(17)	15%	(8)	7%	(4)	55
#1 Issue: Energy	64%	(9)	—	(0)	36%	(5)	—	(0)	14
#1 Issue: Other	40%	(8)	15%	(3)	40%	(8)	5%	(1)	20
2016 Vote: Hillary Clinton	46%	(58)	20%	(26)	28%	(35)	6%	(8)	127
2016 Vote: Donald Trump	48%	(88)	25%	(46)	24%	(45)	3%	(6)	185
2016 Vote: Someone else	41%	(24)	28%	(16)	28%	(16)	3%	(2)	58
2016 Vote: Didn't Vote	29%	(26)	24%	(21)	38%	(34)	9%	(8)	89
Voted in 2014: Yes	47%	(143)	24%	(74)	24%	(74)	4%	(12)	303
Voted in 2014: No	34%	(53)	22%	(35)	36%	(56)	8%	(12)	156
2012 Vote: Barack Obama	46%	(86)	24%	(44)	26%	(49)	4%	(7)	186
2012 Vote: Mitt Romney	46%	(57)	26%	(32)	23%	(28)	6%	(7)	124
2012 Vote: Other	42%	(13)	29%	(9)	26%	(8)	3%	(1)	31
2012 Vote: Didn't Vote	34%	(40)	20%	(24)	38%	(45)	8%	(9)	118
4-Region: Northeast	38%	(28)	28%	(21)	26%	(19)	8%	(6)	74
4-Region: Midwest	34%	(41)	29%	(35)	31%	(38)	6%	(7)	121
4-Region: South	46%	(81)	19%	(33)	30%	(52)	5%	(9)	175
4-Region: West	52%	(46)	22%	(20)	24%	(21)	2%	(2)	89
Favorable of Trump	45%	(97)	25%	(55)	25%	(54)	5%	(11)	217
Unfavorable of Trump	43%	(93)	23%	(49)	31%	(68)	3%	(7)	217

Continued on next page

**Table BRD18\_2: Does your child use the following for school-related purposes?**  
*Laptop*

Demographic	Yes, often		Yes, rarely		No, never		Don't know/No opinion		Total N
Parents of children	43%	(196)	24%	(109)	28%	(130)	5%	(24)	459
Very Favorable of Trump	50%	(60)	20%	(24)	25%	(30)	5%	(6)	120
Somewhat Favorable of Trump	38%	(37)	32%	(31)	25%	(24)	5%	(5)	97
Somewhat Unfavorable of Trump	39%	(19)	29%	(14)	33%	(16)	—	(0)	49
Very Unfavorable of Trump	44%	(74)	21%	(35)	31%	(52)	4%	(7)	168
Pre-school	28%	(24)	23%	(20)	42%	(36)	7%	(6)	86
Grade school (Grades 1 – 5)	35%	(75)	26%	(56)	35%	(75)	5%	(11)	217
Middle school (Grades 6 – 8)	51%	(85)	26%	(43)	20%	(33)	4%	(6)	167
High school (Grades 9 – 12)	62%	(111)	20%	(36)	15%	(26)	3%	(5)	178
Children attend: Public school	43%	(165)	23%	(90)	29%	(113)	5%	(18)	386
Children attend: Private school	38%	(23)	28%	(17)	27%	(16)	7%	(4)	60
Children attend: Both	62%	(8)	15%	(2)	8%	(1)	15%	(2)	13

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD18\_3: Does your child use the following for school-related purposes?**  
Tablet

Demographic	Yes, often		Yes, rarely		No, never		Don't know/No opinion		Total N
Parents of children	34%	(156)	26%	(120)	35%	(159)	5%	(24)	459
Gender: Male	36%	(76)	27%	(58)	29%	(62)	7%	(15)	211
Gender: Female	32%	(80)	25%	(62)	39%	(97)	4%	(9)	248
Age: 18-29	21%	(9)	38%	(16)	40%	(17)	—	(0)	42
Age: 30-44	35%	(95)	25%	(68)	34%	(91)	5%	(14)	268
Age: 45-54	35%	(43)	24%	(30)	33%	(41)	8%	(10)	124
Age: 55-64	44%	(8)	17%	(3)	39%	(7)	—	(0)	18
Age: 65+	14%	(1)	43%	(3)	43%	(3)	—	(0)	7
Generation Z: 18-21	67%	(4)	17%	(1)	17%	(1)	—	(0)	6
Millennial: Age 22-37	30%	(51)	29%	(49)	38%	(63)	3%	(5)	168
Generation X: Age 38-53	36%	(91)	25%	(64)	33%	(84)	7%	(17)	256
Boomers: Age 54-72	34%	(10)	21%	(6)	38%	(11)	7%	(2)	29
PID: Rep (no lean)	33%	(50)	19%	(29)	43%	(66)	5%	(7)	152
PID: Dem (no lean)	38%	(53)	28%	(38)	29%	(40)	5%	(7)	138
PID: Ind (no lean)	30%	(36)	34%	(41)	30%	(36)	5%	(6)	119
PID/Gender: Dem Men	44%	(26)	31%	(18)	19%	(11)	7%	(4)	59
PID/Gender: Dem Women	34%	(27)	25%	(20)	37%	(29)	4%	(3)	79
PID/Gender: Ind Men	35%	(19)	31%	(17)	26%	(14)	7%	(4)	54
PID/Gender: Ind Women	26%	(17)	37%	(24)	34%	(22)	3%	(2)	65
PID/Gender: Rep Men	33%	(24)	21%	(15)	41%	(30)	5%	(4)	73
PID/Gender: Rep Women	33%	(26)	18%	(14)	46%	(36)	4%	(3)	79
Ideo: Liberal (1-3)	35%	(45)	28%	(37)	32%	(41)	5%	(7)	130
Ideo: Moderate (4)	28%	(27)	33%	(31)	34%	(32)	5%	(5)	95
Ideo: Conservative (5-7)	34%	(52)	20%	(30)	41%	(63)	5%	(7)	152
Educ: < College	31%	(94)	28%	(84)	35%	(106)	7%	(20)	304
Educ: Bachelors degree	42%	(36)	21%	(18)	35%	(30)	1%	(1)	85
Educ: Post-grad	37%	(26)	26%	(18)	33%	(23)	4%	(3)	70

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**Table BRD18\_3: Does your child use the following for school-related purposes?**  
 Tablet

Demographic	Yes, often		Yes, rarely		No, never		Don't know/No opinion		Total N
Parents of children	34%	(156)	26%	(120)	35%	(159)	5%	(24)	459
Income: Under 50k	33%	(70)	25%	(54)	33%	(71)	8%	(17)	212
Income: 50k-100k	32%	(51)	28%	(45)	35%	(56)	4%	(6)	158
Income: 100k+	39%	(35)	24%	(21)	36%	(32)	1%	(1)	89
Ethnicity: White	33%	(120)	25%	(90)	37%	(135)	5%	(18)	363
Ethnicity: Hispanic	47%	(24)	22%	(11)	25%	(13)	6%	(3)	51
Ethnicity: Afr. Am.	35%	(19)	24%	(13)	35%	(19)	7%	(4)	55
Ethnicity: Other	41%	(17)	41%	(17)	12%	(5)	5%	(2)	41
Relig: Protestant	21%	(19)	27%	(25)	49%	(45)	2%	(2)	91
Relig: Roman Catholic	48%	(39)	16%	(13)	30%	(25)	6%	(5)	82
Relig: Something Else	29%	(15)	31%	(16)	35%	(18)	4%	(2)	51
Relig: Jewish	88%	(7)	—	(0)	12%	(1)	—	(0)	8
Relig: Evangelical	34%	(46)	30%	(41)	30%	(40)	6%	(8)	135
Relig: Non-Evang. Catholics	34%	(36)	19%	(20)	44%	(47)	4%	(4)	107
Relig: All Christian	34%	(82)	25%	(61)	36%	(87)	5%	(12)	242
Relig: All Non-Christian	29%	(15)	31%	(16)	35%	(18)	4%	(2)	51
Community: Urban	43%	(42)	22%	(22)	30%	(29)	5%	(5)	98
Community: Suburban	31%	(66)	27%	(57)	37%	(79)	5%	(10)	212
Community: Rural	32%	(48)	28%	(41)	34%	(51)	6%	(9)	149
Employ: Private Sector	34%	(71)	25%	(53)	37%	(77)	4%	(8)	209
Employ: Government	40%	(17)	29%	(12)	26%	(11)	5%	(2)	42
Employ: Self-Employed	45%	(20)	18%	(8)	32%	(14)	5%	(2)	44
Employ: Homemaker	35%	(23)	24%	(16)	35%	(23)	6%	(4)	66
Employ: Student	25%	(2)	38%	(3)	38%	(3)	—	(0)	8
Employ: Retired	23%	(3)	46%	(6)	23%	(3)	8%	(1)	13
Employ: Unemployed	19%	(6)	31%	(10)	44%	(14)	6%	(2)	32
Employ: Other	31%	(14)	27%	(12)	31%	(14)	11%	(5)	45
Military HH: Yes	31%	(23)	28%	(21)	36%	(27)	4%	(3)	74
Military HH: No	35%	(133)	26%	(99)	34%	(132)	5%	(21)	385
RD/WT: Right Direction	35%	(75)	22%	(46)	39%	(83)	4%	(9)	213
RD/WT: Wrong Track	33%	(81)	30%	(74)	31%	(76)	6%	(15)	246

Continued on next page

**Table BRD18\_3: Does your child use the following for school-related purposes?**

Tablet

Demographic	Yes, often		Yes, rarely		No, never		Don't know/No opinion		Total N
Parents of children	34%	(156)	26%	(120)	35%	(159)	5%	(24)	459
Trump Job Approve	32%	(73)	23%	(51)	40%	(91)	4%	(10)	225
Trump Job Disapprove	34%	(71)	31%	(65)	30%	(63)	4%	(9)	208
Trump Job Strongly Approve	36%	(41)	16%	(18)	45%	(51)	4%	(4)	114
Trump Job Somewhat Approve	29%	(32)	30%	(33)	36%	(40)	5%	(6)	111
Trump Job Somewhat Disapprove	29%	(17)	34%	(20)	34%	(20)	3%	(2)	59
Trump Job Strongly Disapprove	36%	(54)	30%	(45)	29%	(43)	5%	(7)	149
#1 Issue: Economy	30%	(52)	27%	(46)	38%	(66)	5%	(8)	172
#1 Issue: Security	35%	(27)	22%	(17)	38%	(30)	5%	(4)	78
#1 Issue: Health Care	35%	(29)	35%	(29)	24%	(20)	7%	(6)	84
#1 Issue: Medicare / Social Security	50%	(10)	20%	(4)	30%	(6)	—	(0)	20
#1 Issue: Women's Issues	19%	(3)	12%	(2)	56%	(9)	12%	(2)	16
#1 Issue: Education	42%	(23)	22%	(12)	31%	(17)	5%	(3)	55
#1 Issue: Energy	36%	(5)	36%	(5)	29%	(4)	—	(0)	14
#1 Issue: Other	35%	(7)	25%	(5)	35%	(7)	5%	(1)	20
2016 Vote: Hillary Clinton	35%	(45)	28%	(35)	31%	(40)	6%	(7)	127
2016 Vote: Donald Trump	35%	(65)	24%	(44)	38%	(70)	3%	(6)	185
2016 Vote: Someone else	31%	(18)	33%	(19)	31%	(18)	5%	(3)	58
2016 Vote: Didn't Vote	31%	(28)	25%	(22)	35%	(31)	9%	(8)	89
Voted in 2014: Yes	36%	(110)	25%	(76)	35%	(105)	4%	(12)	303
Voted in 2014: No	29%	(46)	28%	(44)	35%	(54)	8%	(12)	156
2012 Vote: Barack Obama	37%	(68)	27%	(51)	32%	(59)	4%	(8)	186
2012 Vote: Mitt Romney	33%	(41)	23%	(28)	40%	(49)	5%	(6)	124
2012 Vote: Other	39%	(12)	26%	(8)	32%	(10)	3%	(1)	31
2012 Vote: Didn't Vote	30%	(35)	28%	(33)	35%	(41)	8%	(9)	118
4-Region: Northeast	32%	(24)	24%	(18)	35%	(26)	8%	(6)	74
4-Region: Midwest	34%	(41)	26%	(32)	33%	(40)	7%	(8)	121
4-Region: South	35%	(61)	26%	(46)	35%	(62)	3%	(6)	175
4-Region: West	34%	(30)	27%	(24)	35%	(31)	4%	(4)	89
Favorable of Trump	36%	(79)	22%	(48)	37%	(80)	5%	(10)	217
Unfavorable of Trump	31%	(68)	31%	(68)	34%	(73)	4%	(8)	217

Continued on next page

**Table BRD18\_3:** Does your child use the following for school-related purposes?

Tablet

Demographic	Yes, often		Yes, rarely		No, never		Don't know/No opinion		Total N
Parents of children	34%	(156)	26%	(120)	35%	(159)	5%	(24)	459
Very Favorable of Trump	39%	(47)	18%	(21)	40%	(48)	3%	(4)	120
Somewhat Favorable of Trump	33%	(32)	28%	(27)	33%	(32)	6%	(6)	97
Somewhat Unfavorable of Trump	29%	(14)	35%	(17)	35%	(17)	2%	(1)	49
Very Unfavorable of Trump	32%	(54)	30%	(51)	33%	(56)	4%	(7)	168
Pre-school	27%	(23)	27%	(23)	41%	(35)	6%	(5)	86
Grade school (Grades 1 – 5)	34%	(73)	30%	(66)	31%	(68)	5%	(10)	217
Middle school (Grades 6 – 8)	41%	(68)	25%	(42)	29%	(49)	5%	(8)	167
High school (Grades 9 – 12)	36%	(64)	22%	(39)	38%	(67)	4%	(8)	178
Children attend: Public school	33%	(129)	28%	(108)	34%	(133)	4%	(16)	386
Children attend: Private school	40%	(24)	17%	(10)	37%	(22)	7%	(4)	60
Children attend: Both	23%	(3)	15%	(2)	31%	(4)	31%	(4)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD19: How safe do you feel sending your child back to school?**

Demographic	Very safe		Somewhat safe		Not too safe		Not at all safe		Don't know/No opinion		Total N
Parents of children	46%	(210)	42%	(192)	7%	(33)	2%	(11)	3%	(13)	459
Gender: Male	55%	(117)	35%	(74)	6%	(13)	1%	(2)	2%	(5)	211
Gender: Female	38%	(93)	48%	(118)	8%	(20)	4%	(9)	3%	(8)	248
Age: 18-29	40%	(17)	45%	(19)	10%	(4)	5%	(2)	—	(0)	42
Age: 30-44	45%	(121)	41%	(110)	8%	(22)	2%	(6)	3%	(9)	268
Age: 45-54	48%	(60)	41%	(51)	5%	(6)	2%	(3)	3%	(4)	124
Age: 55-64	50%	(9)	50%	(9)	—	(0)	—	(0)	—	(0)	18
Age: 65+	43%	(3)	43%	(3)	14%	(1)	—	(0)	—	(0)	7
Generation Z: 18-21	50%	(3)	33%	(2)	17%	(1)	—	(0)	—	(0)	6
Millennial: Age 22-37	42%	(70)	46%	(77)	8%	(13)	3%	(5)	2%	(3)	168
Generation X: Age 38-53	47%	(121)	39%	(101)	7%	(18)	2%	(6)	4%	(10)	256
Boomers: Age 54-72	55%	(16)	41%	(12)	3%	(1)	—	(0)	—	(0)	29
PID: Rep (no lean)	50%	(76)	39%	(59)	7%	(11)	1%	(2)	3%	(4)	152
PID: Dem (no lean)	41%	(56)	44%	(61)	9%	(13)	4%	(5)	2%	(3)	138
PID: Ind (no lean)	47%	(56)	42%	(50)	6%	(7)	2%	(2)	3%	(4)	119
PID/Gender: Dem Men	46%	(27)	37%	(22)	10%	(6)	3%	(2)	3%	(2)	59
PID/Gender: Dem Women	37%	(29)	49%	(39)	9%	(7)	4%	(3)	1%	(1)	79
PID/Gender: Ind Men	56%	(30)	37%	(20)	4%	(2)	—	(0)	4%	(2)	54
PID/Gender: Ind Women	40%	(26)	46%	(30)	8%	(5)	3%	(2)	3%	(2)	65
PID/Gender: Rep Men	63%	(46)	30%	(22)	7%	(5)	—	(0)	—	(0)	73
PID/Gender: Rep Women	38%	(30)	47%	(37)	8%	(6)	3%	(2)	5%	(4)	79
Ideo: Liberal (1-3)	42%	(54)	44%	(57)	9%	(12)	2%	(3)	3%	(4)	130
Ideo: Moderate (4)	38%	(36)	52%	(49)	4%	(4)	4%	(4)	2%	(2)	95
Ideo: Conservative (5-7)	51%	(78)	37%	(56)	7%	(11)	1%	(2)	3%	(5)	152
Educ: < College	45%	(136)	41%	(125)	8%	(25)	3%	(9)	3%	(9)	304
Educ: Bachelors degree	47%	(40)	45%	(38)	5%	(4)	—	(0)	4%	(3)	85
Educ: Post-grad	49%	(34)	41%	(29)	6%	(4)	3%	(2)	1%	(1)	70

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**Table BRD19: How safe do you feel sending your child back to school?**

Demographic	Very safe		Somewhat safe		Not too safe		Not at all safe		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Parents of children	46%	(210)	42%	(192)	7%	(33)	2%	(11)	3%	(13)	459
Income: Under 50k	44%	(93)	40%	(84)	9%	(20)	4%	(8)	3%	(7)	212
Income: 50k-100k	51%	(80)	42%	(66)	4%	(7)	1%	(1)	3%	(4)	158
Income: 100k+	42%	(37)	47%	(42)	7%	(6)	2%	(2)	2%	(2)	89
Ethnicity: White	46%	(166)	43%	(155)	8%	(28)	2%	(6)	2%	(8)	363
Ethnicity: Hispanic	45%	(23)	43%	(22)	8%	(4)	2%	(1)	2%	(1)	51
Ethnicity: Afr. Am.	44%	(24)	45%	(25)	5%	(3)	4%	(2)	2%	(1)	55
Ethnicity: Other	49%	(20)	29%	(12)	5%	(2)	7%	(3)	10%	(4)	41
Relig: Protestant	41%	(37)	49%	(45)	7%	(6)	1%	(1)	2%	(2)	91
Relig: Roman Catholic	50%	(41)	38%	(31)	7%	(6)	2%	(2)	2%	(2)	82
Relig: Something Else	41%	(21)	39%	(20)	12%	(6)	4%	(2)	4%	(2)	51
Relig: Jewish	75%	(6)	12%	(1)	12%	(1)	—	(0)	—	(0)	8
Relig: Evangelical	46%	(62)	44%	(59)	7%	(10)	2%	(3)	1%	(1)	135
Relig: Non-Evang. Catholics	45%	(48)	45%	(48)	7%	(7)	1%	(1)	3%	(3)	107
Relig: All Christian	45%	(110)	44%	(107)	7%	(17)	2%	(4)	2%	(4)	242
Relig: All Non-Christian	41%	(21)	39%	(20)	12%	(6)	4%	(2)	4%	(2)	51
Community: Urban	47%	(46)	41%	(40)	7%	(7)	3%	(3)	2%	(2)	98
Community: Suburban	45%	(96)	46%	(97)	5%	(11)	1%	(2)	3%	(6)	212
Community: Rural	46%	(68)	37%	(55)	10%	(15)	4%	(6)	3%	(5)	149
Employ: Private Sector	50%	(105)	42%	(88)	6%	(13)	—	(1)	1%	(2)	209
Employ: Government	40%	(17)	52%	(22)	5%	(2)	—	(0)	2%	(1)	42
Employ: Self-Employed	59%	(26)	34%	(15)	2%	(1)	2%	(1)	2%	(1)	44
Employ: Homemaker	32%	(21)	36%	(24)	12%	(8)	9%	(6)	11%	(7)	66
Employ: Student	50%	(4)	25%	(2)	—	(0)	25%	(2)	—	(0)	8
Employ: Retired	46%	(6)	46%	(6)	8%	(1)	—	(0)	—	(0)	13
Employ: Unemployed	44%	(14)	44%	(14)	3%	(1)	3%	(1)	6%	(2)	32
Employ: Other	38%	(17)	47%	(21)	16%	(7)	—	(0)	—	(0)	45
Military HH: Yes	47%	(35)	43%	(32)	7%	(5)	—	(0)	3%	(2)	74
Military HH: No	45%	(175)	42%	(160)	7%	(28)	3%	(11)	3%	(11)	385
RD/WT: Right Direction	51%	(108)	38%	(81)	7%	(15)	1%	(2)	3%	(7)	213
RD/WT: Wrong Track	41%	(102)	45%	(111)	7%	(18)	4%	(9)	2%	(6)	246

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**Table BRD19: How safe do you feel sending your child back to school?**

Demographic	Very safe		Somewhat safe		Not too safe		Not at all safe		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Parents of children	46%	(210)	42%	(192)	7%	(33)	2%	(11)	3%	(13)	459
Trump Job Approve	50%	(113)	38%	(86)	7%	(16)	3%	(6)	2%	(4)	225
Trump Job Disapprove	41%	(86)	46%	(95)	8%	(16)	2%	(4)	3%	(7)	208
Trump Job Strongly Approve	57%	(65)	29%	(33)	8%	(9)	4%	(4)	3%	(3)	114
Trump Job Somewhat Approve	43%	(48)	48%	(53)	6%	(7)	2%	(2)	1%	(1)	111
Trump Job Somewhat Disapprove	47%	(28)	42%	(25)	8%	(5)	2%	(1)	—	(0)	59
Trump Job Strongly Disapprove	39%	(58)	47%	(70)	7%	(11)	2%	(3)	5%	(7)	149
#1 Issue: Economy	49%	(84)	42%	(72)	5%	(9)	3%	(5)	1%	(2)	172
#1 Issue: Security	55%	(43)	38%	(30)	3%	(2)	1%	(1)	3%	(2)	78
#1 Issue: Health Care	42%	(35)	46%	(39)	8%	(7)	2%	(2)	1%	(1)	84
#1 Issue: Medicare / Social Security	40%	(8)	45%	(9)	10%	(2)	5%	(1)	—	(0)	20
#1 Issue: Women's Issues	31%	(5)	31%	(5)	25%	(4)	—	(0)	12%	(2)	16
#1 Issue: Education	42%	(23)	44%	(24)	9%	(5)	2%	(1)	4%	(2)	55
#1 Issue: Energy	57%	(8)	36%	(5)	7%	(1)	—	(0)	—	(0)	14
#1 Issue: Other	20%	(4)	40%	(8)	15%	(3)	5%	(1)	20%	(4)	20
2016 Vote: Hillary Clinton	43%	(54)	47%	(60)	6%	(8)	2%	(3)	2%	(2)	127
2016 Vote: Donald Trump	52%	(97)	37%	(68)	7%	(13)	2%	(4)	2%	(3)	185
2016 Vote: Someone else	45%	(26)	40%	(23)	10%	(6)	—	(0)	5%	(3)	58
2016 Vote: Didn't Vote	37%	(33)	46%	(41)	7%	(6)	4%	(4)	6%	(5)	89
Voted in 2014: Yes	49%	(148)	40%	(122)	8%	(23)	2%	(5)	2%	(5)	303
Voted in 2014: No	40%	(62)	45%	(70)	6%	(10)	4%	(6)	5%	(8)	156
2012 Vote: Barack Obama	42%	(79)	45%	(83)	7%	(13)	3%	(6)	3%	(5)	186
2012 Vote: Mitt Romney	52%	(64)	40%	(49)	7%	(9)	1%	(1)	1%	(1)	124
2012 Vote: Other	58%	(18)	35%	(11)	6%	(2)	—	(0)	—	(0)	31
2012 Vote: Didn't Vote	42%	(49)	42%	(49)	8%	(9)	3%	(4)	6%	(7)	118
4-Region: Northeast	47%	(35)	39%	(29)	7%	(5)	3%	(2)	4%	(3)	74
4-Region: Midwest	44%	(53)	43%	(52)	8%	(10)	2%	(2)	3%	(4)	121
4-Region: South	41%	(71)	49%	(85)	7%	(13)	2%	(3)	2%	(3)	175
4-Region: West	57%	(51)	29%	(26)	6%	(5)	4%	(4)	3%	(3)	89
Favorable of Trump	51%	(111)	38%	(83)	7%	(15)	1%	(3)	2%	(5)	217
Unfavorable of Trump	41%	(89)	46%	(99)	8%	(17)	3%	(7)	2%	(5)	217

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**Table BRD19:** *How safe do you feel sending your child back to school?*

Demographic	Very safe		Somewhat safe		Not too safe		Not at all safe		Don't know/No opinion		Total N
Parents of children	46%	(210)	42%	(192)	7%	(33)	2%	(11)	3%	(13)	459
Very Favorable of Trump	57%	(68)	31%	(37)	8%	(10)	2%	(2)	2%	(3)	120
Somewhat Favorable of Trump	44%	(43)	47%	(46)	5%	(5)	1%	(1)	2%	(2)	97
Somewhat Unfavorable of Trump	49%	(24)	49%	(24)	—	(0)	2%	(1)	—	(0)	49
Very Unfavorable of Trump	39%	(65)	45%	(75)	10%	(17)	4%	(6)	3%	(5)	168
Pre-school	40%	(34)	45%	(39)	6%	(5)	7%	(6)	2%	(2)	86
Grade school (Grades 1 – 5)	46%	(100)	38%	(83)	9%	(20)	3%	(6)	4%	(8)	217
Middle school (Grades 6 – 8)	49%	(81)	39%	(65)	9%	(15)	1%	(1)	3%	(5)	167
High school (Grades 9 – 12)	46%	(81)	44%	(79)	6%	(10)	2%	(4)	2%	(4)	178
Children attend: Public school	43%	(167)	45%	(173)	8%	(29)	3%	(10)	2%	(7)	386
Children attend: Private school	58%	(35)	25%	(15)	5%	(3)	2%	(1)	10%	(6)	60
Children attend: Both	62%	(8)	31%	(4)	8%	(1)	—	(0)	—	(0)	13

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD20:** Do you feel more or less safe sending your child to school this year than you did last year?

Demographic	Much more safe		Somewhat more safe		Somewhat less safe		Much less safe		Don't know/No opinion		Total N
Parents of children	12%	(55)	33%	(150)	24%	(111)	7%	(30)	25%	(113)	459
Gender: Male	15%	(32)	36%	(77)	18%	(39)	5%	(10)	25%	(53)	211
Gender: Female	9%	(23)	29%	(73)	29%	(72)	8%	(20)	24%	(60)	248
Age: 18-29	5%	(2)	29%	(12)	29%	(12)	10%	(4)	29%	(12)	42
Age: 30-44	12%	(33)	31%	(84)	23%	(62)	7%	(18)	26%	(71)	268
Age: 45-54	11%	(14)	37%	(46)	23%	(28)	6%	(8)	23%	(28)	124
Age: 55-64	22%	(4)	33%	(6)	33%	(6)	—	(0)	11%	(2)	18
Age: 65+	29%	(2)	29%	(2)	43%	(3)	—	(0)	—	(0)	7
Generation Z: 18-21	17%	(1)	17%	(1)	—	(0)	33%	(2)	33%	(2)	6
Millennial: Age 22-37	11%	(18)	33%	(56)	24%	(40)	4%	(7)	28%	(47)	168
Generation X: Age 38-53	11%	(29)	33%	(84)	24%	(62)	8%	(21)	23%	(60)	256
Boomers: Age 54-72	24%	(7)	31%	(9)	31%	(9)	—	(0)	14%	(4)	29
PID: Rep (no lean)	17%	(26)	32%	(48)	24%	(37)	5%	(7)	22%	(34)	152
PID: Dem (no lean)	9%	(12)	33%	(46)	32%	(44)	8%	(11)	18%	(25)	138
PID: Ind (no lean)	9%	(11)	37%	(44)	21%	(25)	6%	(7)	27%	(32)	119
PID/Gender: Dem Men	12%	(7)	42%	(25)	24%	(14)	10%	(6)	12%	(7)	59
PID/Gender: Dem Women	6%	(5)	27%	(21)	38%	(30)	6%	(5)	23%	(18)	79
PID/Gender: Ind Men	9%	(5)	41%	(22)	13%	(7)	4%	(2)	33%	(18)	54
PID/Gender: Ind Women	9%	(6)	34%	(22)	28%	(18)	8%	(5)	22%	(14)	65
PID/Gender: Rep Men	21%	(15)	32%	(23)	23%	(17)	1%	(1)	23%	(17)	73
PID/Gender: Rep Women	14%	(11)	32%	(25)	25%	(20)	8%	(6)	22%	(17)	79
Ideo: Liberal (1-3)	14%	(18)	33%	(43)	24%	(31)	7%	(9)	22%	(29)	130
Ideo: Moderate (4)	3%	(3)	39%	(37)	27%	(26)	7%	(7)	23%	(22)	95
Ideo: Conservative (5-7)	18%	(27)	29%	(44)	25%	(38)	6%	(9)	22%	(34)	152
Educ: < College	12%	(37)	31%	(94)	23%	(70)	8%	(25)	26%	(78)	304
Educ: Bachelors degree	9%	(8)	34%	(29)	28%	(24)	4%	(3)	25%	(21)	85
Educ: Post-grad	14%	(10)	39%	(27)	24%	(17)	3%	(2)	20%	(14)	70

Continued on next page



**Table BRD20:** Do you feel more or less safe sending your child to school this year than you did last year?

Demographic	Much more safe		Somewhat more safe		Somewhat less safe		Much less safe		Don't know/No opinion		Total N
Parents of children	12%	(55)	33%	(150)	24%	(111)	7%	(30)	25%	(113)	459
Income: Under 50k	10%	(22)	32%	(67)	22%	(47)	10%	(21)	26%	(55)	212
Income: 50k-100k	13%	(21)	32%	(51)	25%	(40)	3%	(5)	26%	(41)	158
Income: 100k+	13%	(12)	36%	(32)	27%	(24)	4%	(4)	19%	(17)	89
Ethnicity: White	13%	(46)	31%	(113)	25%	(89)	6%	(22)	26%	(93)	363
Ethnicity: Hispanic	24%	(12)	31%	(16)	24%	(12)	8%	(4)	14%	(7)	51
Ethnicity: Afr. Am.	7%	(4)	44%	(24)	18%	(10)	9%	(5)	22%	(12)	55
Ethnicity: Other	12%	(5)	32%	(13)	29%	(12)	7%	(3)	20%	(8)	41
Relig: Protestant	7%	(6)	32%	(29)	33%	(30)	1%	(1)	27%	(25)	91
Relig: Roman Catholic	13%	(11)	38%	(31)	26%	(21)	10%	(8)	13%	(11)	82
Relig: Something Else	20%	(10)	24%	(12)	24%	(12)	8%	(4)	25%	(13)	51
Relig: Jewish	25%	(2)	12%	(1)	25%	(2)	12%	(1)	25%	(2)	8
Relig: Evangelical	13%	(18)	35%	(47)	25%	(34)	6%	(8)	21%	(28)	135
Relig: Non-Evang. Catholics	7%	(8)	36%	(39)	29%	(31)	5%	(5)	22%	(24)	107
Relig: All Christian	11%	(26)	36%	(86)	27%	(65)	5%	(13)	21%	(52)	242
Relig: All Non-Christian	20%	(10)	24%	(12)	24%	(12)	8%	(4)	25%	(13)	51
Community: Urban	11%	(11)	35%	(34)	19%	(19)	9%	(9)	26%	(25)	98
Community: Suburban	11%	(24)	33%	(69)	28%	(59)	3%	(7)	25%	(53)	212
Community: Rural	13%	(20)	32%	(47)	22%	(33)	9%	(14)	23%	(35)	149
Employ: Private Sector	11%	(24)	34%	(71)	26%	(55)	5%	(11)	23%	(48)	209
Employ: Government	10%	(4)	40%	(17)	21%	(9)	7%	(3)	21%	(9)	42
Employ: Self-Employed	20%	(9)	36%	(16)	11%	(5)	2%	(1)	30%	(13)	44
Employ: Homemaker	9%	(6)	26%	(17)	26%	(17)	14%	(9)	26%	(17)	66
Employ: Student	25%	(2)	—	(0)	38%	(3)	12%	(1)	25%	(2)	8
Employ: Retired	31%	(4)	15%	(2)	46%	(6)	—	(0)	8%	(1)	13
Employ: Unemployed	9%	(3)	28%	(9)	22%	(7)	6%	(2)	34%	(11)	32
Employ: Other	7%	(3)	40%	(18)	20%	(9)	7%	(3)	27%	(12)	45
Military HH: Yes	22%	(16)	31%	(23)	20%	(15)	1%	(1)	26%	(19)	74
Military HH: No	10%	(39)	33%	(127)	25%	(96)	8%	(29)	24%	(94)	385
RD/WT: Right Direction	17%	(36)	36%	(77)	21%	(44)	4%	(9)	22%	(47)	213
RD/WT: Wrong Track	8%	(19)	30%	(73)	27%	(67)	9%	(21)	27%	(66)	246

Continued on next page

**Table BRD20:** Do you feel more or less safe sending your child to school this year than you did last year?

Demographic	Much more safe		Somewhat more safe		Somewhat less safe		Much less safe		Don't know/No opinion		Total N
Parents of children	12%	(55)	33%	(150)	24%	(111)	7%	(30)	25%	(113)	459
Trump Job Approve	16%	(36)	36%	(82)	23%	(52)	5%	(11)	20%	(44)	225
Trump Job Disapprove	8%	(16)	30%	(62)	27%	(56)	7%	(15)	28%	(59)	208
Trump Job Strongly Approve	25%	(29)	28%	(32)	22%	(25)	5%	(6)	19%	(22)	114
Trump Job Somewhat Approve	6%	(7)	45%	(50)	24%	(27)	5%	(5)	20%	(22)	111
Trump Job Somewhat Disapprove	10%	(6)	29%	(17)	24%	(14)	3%	(2)	34%	(20)	59
Trump Job Strongly Disapprove	7%	(10)	30%	(45)	28%	(42)	9%	(13)	26%	(39)	149
#1 Issue: Economy	8%	(14)	35%	(60)	24%	(41)	6%	(10)	27%	(47)	172
#1 Issue: Security	22%	(17)	36%	(28)	18%	(14)	6%	(5)	18%	(14)	78
#1 Issue: Health Care	8%	(7)	32%	(27)	24%	(20)	8%	(7)	27%	(23)	84
#1 Issue: Medicare / Social Security	15%	(3)	25%	(5)	35%	(7)	5%	(1)	20%	(4)	20
#1 Issue: Women's Issues	19%	(3)	31%	(5)	25%	(4)	6%	(1)	19%	(3)	16
#1 Issue: Education	15%	(8)	29%	(16)	27%	(15)	7%	(4)	22%	(12)	55
#1 Issue: Energy	7%	(1)	43%	(6)	36%	(5)	—	(0)	14%	(2)	14
#1 Issue: Other	10%	(2)	15%	(3)	25%	(5)	10%	(2)	40%	(8)	20
2016 Vote: Hillary Clinton	9%	(11)	35%	(45)	28%	(35)	7%	(9)	21%	(27)	127
2016 Vote: Donald Trump	17%	(32)	34%	(63)	22%	(40)	4%	(8)	23%	(42)	185
2016 Vote: Someone else	10%	(6)	31%	(18)	21%	(12)	9%	(5)	29%	(17)	58
2016 Vote: Didn't Vote	7%	(6)	27%	(24)	27%	(24)	9%	(8)	30%	(27)	89
Voted in 2014: Yes	15%	(46)	34%	(104)	22%	(67)	6%	(19)	22%	(67)	303
Voted in 2014: No	6%	(9)	29%	(46)	28%	(44)	7%	(11)	29%	(46)	156
2012 Vote: Barack Obama	10%	(19)	32%	(59)	28%	(53)	7%	(13)	23%	(42)	186
2012 Vote: Mitt Romney	19%	(23)	31%	(39)	24%	(30)	3%	(4)	23%	(28)	124
2012 Vote: Other	6%	(2)	52%	(16)	6%	(2)	10%	(3)	26%	(8)	31
2012 Vote: Didn't Vote	9%	(11)	31%	(36)	22%	(26)	8%	(10)	30%	(35)	118
4-Region: Northeast	15%	(11)	26%	(19)	30%	(22)	3%	(2)	27%	(20)	74
4-Region: Midwest	12%	(15)	37%	(45)	21%	(25)	6%	(7)	24%	(29)	121
4-Region: South	10%	(18)	34%	(59)	27%	(48)	8%	(14)	21%	(36)	175
4-Region: West	12%	(11)	30%	(27)	18%	(16)	8%	(7)	31%	(28)	89
Favorable of Trump	16%	(35)	37%	(80)	22%	(47)	5%	(10)	21%	(45)	217
Unfavorable of Trump	9%	(19)	28%	(61)	29%	(62)	8%	(18)	26%	(57)	217

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**Table BRD20:** Do you feel more or less safe sending your child to school this year than you did last year?

Demographic	Much more safe		Somewhat more safe		Somewhat less safe		Much less safe		Don't know/No opinion		Total N
Parents of children	12%	(55)	33%	(150)	24%	(111)	7%	(30)	25%	(113)	459
Very Favorable of Trump	26%	(31)	28%	(34)	22%	(26)	5%	(6)	19%	(23)	120
Somewhat Favorable of Trump	4%	(4)	47%	(46)	22%	(21)	4%	(4)	23%	(22)	97
Somewhat Unfavorable of Trump	10%	(5)	24%	(12)	24%	(12)	6%	(3)	35%	(17)	49
Very Unfavorable of Trump	8%	(14)	29%	(49)	30%	(50)	9%	(15)	24%	(40)	168
Pre-school	8%	(7)	24%	(21)	27%	(23)	3%	(3)	37%	(32)	86
Grade school (Grades 1 – 5)	14%	(31)	34%	(73)	24%	(52)	7%	(16)	21%	(45)	217
Middle school (Grades 6 – 8)	11%	(18)	32%	(53)	26%	(43)	9%	(15)	23%	(38)	167
High school (Grades 9 – 12)	12%	(21)	32%	(57)	29%	(52)	6%	(10)	21%	(38)	178
Children attend: Public school	11%	(43)	32%	(125)	26%	(102)	6%	(24)	24%	(92)	386
Children attend: Private school	17%	(10)	33%	(20)	10%	(6)	8%	(5)	32%	(19)	60
Children attend: Both	15%	(2)	38%	(5)	23%	(3)	8%	(1)	15%	(2)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD21\_1:** *Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?*

*Arming teachers at the school*

Demographic	More safe		Less safe		No more or less safe		Total N
Parents of children	32%	(147)	43%	(199)	25%	(113)	459
Gender: Male	36%	(75)	44%	(92)	21%	(44)	211
Gender: Female	29%	(72)	43%	(107)	28%	(69)	248
Age: 18-29	31%	(13)	50%	(21)	19%	(8)	42
Age: 30-44	31%	(82)	45%	(121)	24%	(65)	268
Age: 45-54	34%	(42)	40%	(49)	27%	(33)	124
Age: 55-64	44%	(8)	28%	(5)	28%	(5)	18
Age: 65+	29%	(2)	43%	(3)	29%	(2)	7
Generation Z: 18-21	33%	(2)	67%	(4)	—	(0)	6
Millennial: Age 22-37	27%	(45)	51%	(85)	23%	(38)	168
Generation X: Age 38-53	35%	(89)	39%	(100)	26%	(67)	256
Boomers: Age 54-72	38%	(11)	34%	(10)	28%	(8)	29
PID: Rep (no lean)	52%	(79)	24%	(37)	24%	(36)	152
PID: Dem (no lean)	15%	(21)	62%	(85)	23%	(32)	138
PID: Ind (no lean)	29%	(34)	44%	(52)	28%	(33)	119
PID/Gender: Dem Men	15%	(9)	63%	(37)	22%	(13)	59
PID/Gender: Dem Women	15%	(12)	61%	(48)	24%	(19)	79
PID/Gender: Ind Men	31%	(17)	46%	(25)	22%	(12)	54
PID/Gender: Ind Women	26%	(17)	42%	(27)	32%	(21)	65
PID/Gender: Rep Men	58%	(42)	23%	(17)	19%	(14)	73
PID/Gender: Rep Women	47%	(37)	25%	(20)	28%	(22)	79
Ideo: Liberal (1-3)	23%	(30)	57%	(74)	20%	(26)	130
Ideo: Moderate (4)	23%	(22)	48%	(46)	28%	(27)	95
Ideo: Conservative (5-7)	45%	(68)	31%	(47)	24%	(37)	152
Educ: < College	36%	(108)	39%	(118)	26%	(78)	304
Educ: Bachelors degree	27%	(23)	56%	(48)	16%	(14)	85
Educ: Post-grad	23%	(16)	47%	(33)	30%	(21)	70

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**Table BRD21\_1:** *Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?*

*Arming teachers at the school*

Demographic	More safe		Less safe		No more or less safe		Total N
Parents of children	32%	(147)	43%	(199)	25%	(113)	459
Income: Under 50k	31%	(66)	42%	(88)	27%	(58)	212
Income: 50k-100k	34%	(53)	44%	(70)	22%	(35)	158
Income: 100k+	31%	(28)	46%	(41)	22%	(20)	89
Ethnicity: White	36%	(132)	40%	(147)	23%	(84)	363
Ethnicity: Hispanic	20%	(10)	51%	(26)	29%	(15)	51
Ethnicity: Afr. Am.	13%	(7)	55%	(30)	33%	(18)	55
Ethnicity: Other	20%	(8)	54%	(22)	27%	(11)	41
Relig: Protestant	26%	(24)	42%	(38)	32%	(29)	91
Relig: Roman Catholic	30%	(25)	41%	(34)	28%	(23)	82
Relig: Something Else	22%	(11)	45%	(23)	33%	(17)	51
Relig: Jewish	62%	(5)	25%	(2)	12%	(1)	8
Relig: Evangelical	37%	(50)	39%	(52)	24%	(33)	135
Relig: Non-Evang. Catholics	29%	(31)	42%	(45)	29%	(31)	107
Relig: All Christian	33%	(81)	40%	(97)	26%	(64)	242
Relig: All Non-Christian	22%	(11)	45%	(23)	33%	(17)	51
Community: Urban	23%	(23)	46%	(45)	31%	(30)	98
Community: Suburban	33%	(71)	44%	(94)	22%	(47)	212
Community: Rural	36%	(53)	40%	(60)	24%	(36)	149
Employ: Private Sector	28%	(58)	47%	(99)	25%	(52)	209
Employ: Government	29%	(12)	50%	(21)	21%	(9)	42
Employ: Self-Employed	50%	(22)	25%	(11)	25%	(11)	44
Employ: Homemaker	38%	(25)	33%	(22)	29%	(19)	66
Employ: Student	25%	(2)	62%	(5)	12%	(1)	8
Employ: Retired	38%	(5)	46%	(6)	15%	(2)	13
Employ: Unemployed	31%	(10)	38%	(12)	31%	(10)	32
Employ: Other	29%	(13)	51%	(23)	20%	(9)	45
Military HH: Yes	43%	(32)	36%	(27)	20%	(15)	74
Military HH: No	30%	(115)	45%	(172)	25%	(98)	385
RD/WT: Right Direction	48%	(102)	31%	(65)	22%	(46)	213
RD/WT: Wrong Track	18%	(45)	54%	(134)	27%	(67)	246

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**Table BRD21\_1:** *Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?*

*Arming teachers at the school*

Demographic	More safe		Less safe		No more or less safe		Total N
Parents of children	32%	(147)	43%	(199)	25%	(113)	459
Trump Job Approve	47%	(106)	30%	(67)	23%	(52)	225
Trump Job Disapprove	15%	(31)	59%	(123)	26%	(54)	208
Trump Job Strongly Approve	59%	(67)	21%	(24)	20%	(23)	114
Trump Job Somewhat Approve	35%	(39)	39%	(43)	26%	(29)	111
Trump Job Somewhat Disapprove	20%	(12)	53%	(31)	27%	(16)	59
Trump Job Strongly Disapprove	13%	(19)	62%	(92)	26%	(38)	149
#1 Issue: Economy	31%	(54)	46%	(79)	23%	(39)	172
#1 Issue: Security	38%	(30)	36%	(28)	26%	(20)	78
#1 Issue: Health Care	23%	(19)	57%	(48)	20%	(17)	84
#1 Issue: Medicare / Social Security	35%	(7)	30%	(6)	35%	(7)	20
#1 Issue: Women's Issues	44%	(7)	31%	(5)	25%	(4)	16
#1 Issue: Education	31%	(17)	42%	(23)	27%	(15)	55
#1 Issue: Energy	29%	(4)	50%	(7)	21%	(3)	14
#1 Issue: Other	45%	(9)	15%	(3)	40%	(8)	20
2016 Vote: Hillary Clinton	9%	(11)	67%	(85)	24%	(31)	127
2016 Vote: Donald Trump	53%	(98)	25%	(47)	22%	(40)	185
2016 Vote: Someone else	24%	(14)	48%	(28)	28%	(16)	58
2016 Vote: Didn't Vote	27%	(24)	44%	(39)	29%	(26)	89
Voted in 2014: Yes	35%	(105)	43%	(131)	22%	(67)	303
Voted in 2014: No	27%	(42)	44%	(68)	29%	(46)	156
2012 Vote: Barack Obama	18%	(33)	60%	(111)	23%	(42)	186
2012 Vote: Mitt Romney	52%	(64)	27%	(33)	22%	(27)	124
2012 Vote: Other	35%	(11)	35%	(11)	29%	(9)	31
2012 Vote: Didn't Vote	33%	(39)	37%	(44)	30%	(35)	118
4-Region: Northeast	20%	(15)	53%	(39)	27%	(20)	74
4-Region: Midwest	36%	(43)	41%	(50)	23%	(28)	121
4-Region: South	31%	(55)	43%	(75)	26%	(45)	175
4-Region: West	38%	(34)	39%	(35)	22%	(20)	89
Favorable of Trump	50%	(109)	28%	(60)	22%	(48)	217
Unfavorable of Trump	15%	(32)	60%	(130)	25%	(55)	217

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**Table BRD21\_1:** *Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?**Arming teachers at the school*

<b>Demographic</b>	<b>More safe</b>		<b>Less safe</b>		<b>No more or less safe</b>		<b>Total N</b>
Parents of children	32%	(147)	43%	(199)	25%	(113)	459
Very Favorable of Trump	58%	(70)	21%	(25)	21%	(25)	120
Somewhat Favorable of Trump	40%	(39)	36%	(35)	24%	(23)	97
Somewhat Unfavorable of Trump	16%	(8)	53%	(26)	31%	(15)	49
Very Unfavorable of Trump	14%	(24)	62%	(104)	24%	(40)	168
Pre-school	31%	(27)	41%	(35)	28%	(24)	86
Grade school (Grades 1 – 5)	30%	(65)	44%	(95)	26%	(57)	217
Middle school (Grades 6 – 8)	30%	(50)	44%	(74)	26%	(43)	167
High school (Grades 9 – 12)	34%	(61)	42%	(75)	24%	(42)	178
Children attend: Public school	32%	(124)	45%	(173)	23%	(89)	386
Children attend: Private school	32%	(19)	33%	(20)	35%	(21)	60
Children attend: Both	31%	(4)	46%	(6)	23%	(3)	13

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD21\_2:** *Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?*

*Hiring armed security guards at the school*

Demographic	More safe		Less safe		No more or less safe		Total N
Parents of children	72%	(332)	11%	(52)	16%	(75)	459
Gender: Male	74%	(157)	11%	(23)	15%	(31)	211
Gender: Female	71%	(175)	12%	(29)	18%	(44)	248
Age: 18-29	67%	(28)	17%	(7)	17%	(7)	42
Age: 30-44	74%	(198)	12%	(32)	14%	(38)	268
Age: 45-54	71%	(88)	10%	(12)	19%	(24)	124
Age: 55-64	72%	(13)	6%	(1)	22%	(4)	18
Age: 65+	71%	(5)	—	(0)	29%	(2)	7
Generation Z: 18-21	50%	(3)	17%	(1)	33%	(2)	6
Millennial: Age 22-37	70%	(118)	15%	(25)	15%	(25)	168
Generation X: Age 38-53	74%	(190)	10%	(25)	16%	(41)	256
Boomers: Age 54-72	72%	(21)	3%	(1)	24%	(7)	29
PID: Rep (no lean)	82%	(125)	5%	(8)	12%	(19)	152
PID: Dem (no lean)	67%	(93)	16%	(22)	17%	(23)	138
PID: Ind (no lean)	71%	(85)	12%	(14)	17%	(20)	119
PID/Gender: Dem Men	69%	(41)	17%	(10)	14%	(8)	59
PID/Gender: Dem Women	66%	(52)	15%	(12)	19%	(15)	79
PID/Gender: Ind Men	72%	(39)	7%	(4)	20%	(11)	54
PID/Gender: Ind Women	71%	(46)	15%	(10)	14%	(9)	65
PID/Gender: Rep Men	86%	(63)	4%	(3)	10%	(7)	73
PID/Gender: Rep Women	78%	(62)	6%	(5)	15%	(12)	79
Ideo: Liberal (1-3)	69%	(90)	16%	(21)	15%	(19)	130
Ideo: Moderate (4)	69%	(66)	12%	(11)	19%	(18)	95
Ideo: Conservative (5-7)	80%	(122)	6%	(9)	14%	(21)	152
Educ: < College	73%	(221)	10%	(31)	17%	(52)	304
Educ: Bachelors degree	72%	(61)	13%	(11)	15%	(13)	85
Educ: Post-grad	71%	(50)	14%	(10)	14%	(10)	70

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**Table BRD21\_2:** *Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?*

*Hiring armed security guards at the school*

Demographic	More safe		Less safe		No more or less safe		Total N
Parents of children	72%	(332)	11%	(52)	16%	(75)	459
Income: Under 50k	68%	(144)	11%	(24)	21%	(44)	212
Income: 50k-100k	78%	(124)	11%	(17)	11%	(17)	158
Income: 100k+	72%	(64)	12%	(11)	16%	(14)	89
Ethnicity: White	73%	(264)	11%	(40)	16%	(59)	363
Ethnicity: Hispanic	75%	(38)	8%	(4)	18%	(9)	51
Ethnicity: Afr. Am.	71%	(39)	15%	(8)	15%	(8)	55
Ethnicity: Other	71%	(29)	10%	(4)	20%	(8)	41
Relig: Protestant	82%	(75)	8%	(7)	10%	(9)	91
Relig: Roman Catholic	74%	(61)	9%	(7)	17%	(14)	82
Relig: Something Else	59%	(30)	16%	(8)	25%	(13)	51
Relig: Jewish	88%	(7)	—	(0)	12%	(1)	8
Relig: Evangelical	82%	(111)	7%	(10)	10%	(14)	135
Relig: Non-Evang. Catholics	74%	(79)	10%	(11)	16%	(17)	107
Relig: All Christian	79%	(190)	9%	(21)	13%	(31)	242
Relig: All Non-Christian	59%	(30)	16%	(8)	25%	(13)	51
Community: Urban	67%	(66)	11%	(11)	21%	(21)	98
Community: Suburban	75%	(159)	11%	(23)	14%	(30)	212
Community: Rural	72%	(107)	12%	(18)	16%	(24)	149
Employ: Private Sector	73%	(152)	13%	(27)	14%	(30)	209
Employ: Government	79%	(33)	7%	(3)	14%	(6)	42
Employ: Self-Employed	75%	(33)	14%	(6)	11%	(5)	44
Employ: Homemaker	67%	(44)	8%	(5)	26%	(17)	66
Employ: Student	25%	(2)	38%	(3)	38%	(3)	8
Employ: Retired	69%	(9)	—	(0)	31%	(4)	13
Employ: Unemployed	84%	(27)	6%	(2)	9%	(3)	32
Employ: Other	71%	(32)	13%	(6)	16%	(7)	45
Military HH: Yes	85%	(63)	1%	(1)	14%	(10)	74
Military HH: No	70%	(269)	13%	(51)	17%	(65)	385
RD/WT: Right Direction	80%	(171)	8%	(16)	12%	(26)	213
RD/WT: Wrong Track	65%	(161)	15%	(36)	20%	(49)	246

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**Table BRD21\_2:** Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?

*Hiring armed security guards at the school*

Demographic	More safe		Less safe		No more or less safe		Total N
Parents of children	72%	(332)	11%	(52)	16%	(75)	459
Trump Job Approve	80%	(181)	8%	(18)	12%	(26)	225
Trump Job Disapprove	64%	(134)	16%	(33)	20%	(41)	208
Trump Job Strongly Approve	83%	(95)	4%	(5)	12%	(14)	114
Trump Job Somewhat Approve	77%	(86)	12%	(13)	11%	(12)	111
Trump Job Somewhat Disapprove	75%	(44)	12%	(7)	14%	(8)	59
Trump Job Strongly Disapprove	60%	(90)	17%	(26)	22%	(33)	149
#1 Issue: Economy	74%	(128)	9%	(16)	16%	(28)	172
#1 Issue: Security	82%	(64)	8%	(6)	10%	(8)	78
#1 Issue: Health Care	74%	(62)	11%	(9)	15%	(13)	84
#1 Issue: Medicare / Social Security	65%	(13)	5%	(1)	30%	(6)	20
#1 Issue: Women's Issues	62%	(10)	19%	(3)	19%	(3)	16
#1 Issue: Education	62%	(34)	24%	(13)	15%	(8)	55
#1 Issue: Energy	71%	(10)	7%	(1)	21%	(3)	14
#1 Issue: Other	55%	(11)	15%	(3)	30%	(6)	20
2016 Vote: Hillary Clinton	66%	(84)	17%	(21)	17%	(22)	127
2016 Vote: Donald Trump	84%	(156)	4%	(8)	11%	(21)	185
2016 Vote: Someone else	59%	(34)	21%	(12)	21%	(12)	58
2016 Vote: Didn't Vote	65%	(58)	12%	(11)	22%	(20)	89
Voted in 2014: Yes	72%	(217)	13%	(38)	16%	(48)	303
Voted in 2014: No	74%	(115)	9%	(14)	17%	(27)	156
2012 Vote: Barack Obama	67%	(125)	17%	(31)	16%	(30)	186
2012 Vote: Mitt Romney	80%	(99)	6%	(8)	14%	(17)	124
2012 Vote: Other	71%	(22)	6%	(2)	23%	(7)	31
2012 Vote: Didn't Vote	73%	(86)	9%	(11)	18%	(21)	118
4-Region: Northeast	66%	(49)	14%	(10)	20%	(15)	74
4-Region: Midwest	70%	(85)	10%	(12)	20%	(24)	121
4-Region: South	79%	(139)	11%	(19)	10%	(17)	175
4-Region: West	66%	(59)	12%	(11)	21%	(19)	89
Favorable of Trump	83%	(180)	7%	(15)	10%	(22)	217
Unfavorable of Trump	64%	(139)	15%	(33)	21%	(45)	217

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**Table BRD21\_2:** Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?

*Hiring armed security guards at the school*

Demographic	More safe		Less safe		No more or less safe		Total N
Parents of children	72%	(332)	11%	(52)	16%	(75)	459
Very Favorable of Trump	87%	(104)	3%	(4)	10%	(12)	120
Somewhat Favorable of Trump	78%	(76)	11%	(11)	10%	(10)	97
Somewhat Unfavorable of Trump	71%	(35)	8%	(4)	20%	(10)	49
Very Unfavorable of Trump	62%	(104)	17%	(29)	21%	(35)	168
Pre-school	73%	(63)	10%	(9)	16%	(14)	86
Grade school (Grades 1 – 5)	72%	(156)	11%	(24)	17%	(37)	217
Middle school (Grades 6 – 8)	67%	(112)	12%	(20)	21%	(35)	167
High school (Grades 9 – 12)	75%	(133)	10%	(17)	16%	(28)	178
Children attend: Public school	73%	(280)	12%	(45)	16%	(61)	386
Children attend: Private school	67%	(40)	12%	(7)	22%	(13)	60
Children attend: Both	92%	(12)	—	(0)	8%	(1)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD21\_3:** *Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?*

*Adding metal detectors to school entrances*

Demographic	More safe		Less safe		No more or less safe		Total N
Parents of children	72%	(330)	5%	(25)	23%	(104)	459
Gender: Male	69%	(146)	6%	(13)	25%	(52)	211
Gender: Female	74%	(184)	5%	(12)	21%	(52)	248
Age: 18-29	71%	(30)	12%	(5)	17%	(7)	42
Age: 30-44	71%	(191)	6%	(15)	23%	(62)	268
Age: 45-54	74%	(92)	4%	(5)	22%	(27)	124
Age: 55-64	67%	(12)	—	(0)	33%	(6)	18
Age: 65+	71%	(5)	—	(0)	29%	(2)	7
Generation Z: 18-21	50%	(3)	17%	(1)	33%	(2)	6
Millennial: Age 22-37	70%	(118)	8%	(14)	21%	(36)	168
Generation X: Age 38-53	75%	(191)	4%	(9)	22%	(56)	256
Boomers: Age 54-72	62%	(18)	3%	(1)	34%	(10)	29
PID: Rep (no lean)	77%	(117)	3%	(5)	20%	(30)	152
PID: Dem (no lean)	72%	(100)	6%	(8)	22%	(30)	138
PID: Ind (no lean)	69%	(82)	6%	(7)	25%	(30)	119
PID/Gender: Dem Men	64%	(38)	7%	(4)	29%	(17)	59
PID/Gender: Dem Women	78%	(62)	5%	(4)	16%	(13)	79
PID/Gender: Ind Men	67%	(36)	9%	(5)	24%	(13)	54
PID/Gender: Ind Women	71%	(46)	3%	(2)	26%	(17)	65
PID/Gender: Rep Men	78%	(57)	1%	(1)	21%	(15)	73
PID/Gender: Rep Women	76%	(60)	5%	(4)	19%	(15)	79
Ideo: Liberal (1-3)	73%	(95)	8%	(11)	18%	(24)	130
Ideo: Moderate (4)	69%	(66)	6%	(6)	24%	(23)	95
Ideo: Conservative (5-7)	72%	(110)	3%	(5)	24%	(37)	152
Educ: < College	75%	(227)	4%	(13)	21%	(64)	304
Educ: Bachelors degree	69%	(59)	6%	(5)	25%	(21)	85
Educ: Post-grad	63%	(44)	10%	(7)	27%	(19)	70

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**Table BRD21\_3:** *Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?*

*Adding metal detectors to school entrances*

<b>Demographic</b>	<b>More safe</b>		<b>Less safe</b>		<b>No more or less safe</b>		<b>Total N</b>
Parents of children	72%	(330)	5%	(25)	23%	(104)	459
Income: Under 50k	74%	(157)	3%	(7)	23%	(48)	212
Income: 50k-100k	71%	(112)	6%	(10)	23%	(36)	158
Income: 100k+	69%	(61)	9%	(8)	22%	(20)	89
Ethnicity: White	72%	(263)	4%	(16)	23%	(84)	363
Ethnicity: Hispanic	71%	(36)	8%	(4)	22%	(11)	51
Ethnicity: Afr. Am.	71%	(39)	9%	(5)	20%	(11)	55
Ethnicity: Other	68%	(28)	10%	(4)	22%	(9)	41
Relig: Protestant	75%	(68)	3%	(3)	22%	(20)	91
Relig: Roman Catholic	78%	(64)	9%	(7)	13%	(11)	82
Relig: Something Else	63%	(32)	2%	(1)	35%	(18)	51
Relig: Jewish	62%	(5)	—	(0)	38%	(3)	8
Relig: Evangelical	78%	(105)	6%	(8)	16%	(22)	135
Relig: Non-Evang. Catholics	77%	(82)	7%	(8)	16%	(17)	107
Relig: All Christian	77%	(187)	7%	(16)	16%	(39)	242
Relig: All Non-Christian	63%	(32)	2%	(1)	35%	(18)	51
Community: Urban	68%	(67)	9%	(9)	22%	(22)	98
Community: Suburban	71%	(150)	5%	(10)	25%	(52)	212
Community: Rural	76%	(113)	4%	(6)	20%	(30)	149
Employ: Private Sector	72%	(151)	5%	(11)	22%	(47)	209
Employ: Government	79%	(33)	10%	(4)	12%	(5)	42
Employ: Self-Employed	68%	(30)	2%	(1)	30%	(13)	44
Employ: Homemaker	73%	(48)	6%	(4)	21%	(14)	66
Employ: Student	38%	(3)	25%	(2)	38%	(3)	8
Employ: Retired	69%	(9)	15%	(2)	15%	(2)	13
Employ: Unemployed	75%	(24)	—	(0)	25%	(8)	32
Employ: Other	71%	(32)	2%	(1)	27%	(12)	45
Military HH: Yes	80%	(59)	5%	(4)	15%	(11)	74
Military HH: No	70%	(271)	5%	(21)	24%	(93)	385
RD/WT: Right Direction	75%	(159)	6%	(13)	19%	(41)	213
RD/WT: Wrong Track	70%	(171)	5%	(12)	26%	(63)	246

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**Table BRD21\_3:** *Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?*

*Adding metal detectors to school entrances*

Demographic	More safe		Less safe		No more or less safe		Total N
Parents of children	72%	(330)	5%	(25)	23%	(104)	459
Trump Job Approve	72%	(163)	6%	(13)	22%	(49)	225
Trump Job Disapprove	70%	(146)	6%	(12)	24%	(50)	208
Trump Job Strongly Approve	78%	(89)	2%	(2)	20%	(23)	114
Trump Job Somewhat Approve	67%	(74)	10%	(11)	23%	(26)	111
Trump Job Somewhat Disapprove	68%	(40)	5%	(3)	27%	(16)	59
Trump Job Strongly Disapprove	71%	(106)	6%	(9)	23%	(34)	149
#1 Issue: Economy	72%	(123)	6%	(11)	22%	(38)	172
#1 Issue: Security	77%	(60)	4%	(3)	19%	(15)	78
#1 Issue: Health Care	74%	(62)	8%	(7)	18%	(15)	84
#1 Issue: Medicare / Social Security	60%	(12)	—	(0)	40%	(8)	20
#1 Issue: Women's Issues	69%	(11)	6%	(1)	25%	(4)	16
#1 Issue: Education	69%	(38)	5%	(3)	25%	(14)	55
#1 Issue: Energy	71%	(10)	—	(0)	29%	(4)	14
#1 Issue: Other	70%	(14)	—	(0)	30%	(6)	20
2016 Vote: Hillary Clinton	71%	(90)	7%	(9)	22%	(28)	127
2016 Vote: Donald Trump	77%	(143)	3%	(6)	19%	(36)	185
2016 Vote: Someone else	64%	(37)	3%	(2)	33%	(19)	58
2016 Vote: Didn't Vote	67%	(60)	9%	(8)	24%	(21)	89
Voted in 2014: Yes	73%	(221)	5%	(16)	22%	(66)	303
Voted in 2014: No	70%	(109)	6%	(9)	24%	(38)	156
2012 Vote: Barack Obama	74%	(137)	6%	(11)	20%	(38)	186
2012 Vote: Mitt Romney	75%	(93)	4%	(5)	21%	(26)	124
2012 Vote: Other	58%	(18)	3%	(1)	39%	(12)	31
2012 Vote: Didn't Vote	69%	(82)	7%	(8)	24%	(28)	118
4-Region: Northeast	68%	(50)	7%	(5)	26%	(19)	74
4-Region: Midwest	74%	(89)	7%	(8)	20%	(24)	121
4-Region: South	78%	(137)	4%	(7)	18%	(31)	175
4-Region: West	61%	(54)	6%	(5)	34%	(30)	89
Favorable of Trump	76%	(164)	4%	(8)	21%	(45)	217
Unfavorable of Trump	70%	(152)	6%	(14)	24%	(51)	217

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**Table BRD21\_3:** *Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?**Adding metal detectors to school entrances*

<b>Demographic</b>	<b>More safe</b>		<b>Less safe</b>		<b>No more or less safe</b>		<b>Total N</b>
Parents of children	72%	(330)	5%	(25)	23%	(104)	459
Very Favorable of Trump	78%	(94)	2%	(3)	19%	(23)	120
Somewhat Favorable of Trump	72%	(70)	5%	(5)	23%	(22)	97
Somewhat Unfavorable of Trump	69%	(34)	8%	(4)	22%	(11)	49
Very Unfavorable of Trump	70%	(118)	6%	(10)	24%	(40)	168
Pre-school	74%	(64)	6%	(5)	20%	(17)	86
Grade school (Grades 1 – 5)	69%	(149)	7%	(16)	24%	(52)	217
Middle school (Grades 6 – 8)	72%	(121)	5%	(9)	22%	(37)	167
High school (Grades 9 – 12)	70%	(125)	3%	(5)	27%	(48)	178
Children attend: Public school	73%	(280)	5%	(18)	23%	(88)	386
Children attend: Private school	65%	(39)	12%	(7)	23%	(14)	60
Children attend: Both	85%	(11)	—	(0)	15%	(2)	13

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD21\_4:** *Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?*

*Adding security cameras in the hallways*

Demographic	More safe		Less safe		No more or less safe		Total N
Parents of children	81%	(374)	2%	(10)	16%	(75)	459
Gender: Male	81%	(170)	3%	(7)	16%	(34)	211
Gender: Female	82%	(204)	1%	(3)	17%	(41)	248
Age: 18-29	88%	(37)	7%	(3)	5%	(2)	42
Age: 30-44	79%	(213)	3%	(7)	18%	(48)	268
Age: 45-54	85%	(105)	—	(0)	15%	(19)	124
Age: 55-64	72%	(13)	—	(0)	28%	(5)	18
Age: 65+	86%	(6)	—	(0)	14%	(1)	7
Generation Z: 18-21	100%	(6)	—	(0)	—	(0)	6
Millennial: Age 22-37	82%	(137)	5%	(8)	14%	(23)	168
Generation X: Age 38-53	81%	(208)	1%	(2)	18%	(46)	256
Boomers: Age 54-72	79%	(23)	—	(0)	21%	(6)	29
PID: Rep (no lean)	83%	(126)	3%	(4)	14%	(22)	152
PID: Dem (no lean)	84%	(116)	1%	(2)	14%	(20)	138
PID: Ind (no lean)	80%	(95)	3%	(3)	18%	(21)	119
PID/Gender: Dem Men	83%	(49)	2%	(1)	15%	(9)	59
PID/Gender: Dem Women	85%	(67)	1%	(1)	14%	(11)	79
PID/Gender: Ind Men	76%	(41)	4%	(2)	20%	(11)	54
PID/Gender: Ind Women	83%	(54)	2%	(1)	15%	(10)	65
PID/Gender: Rep Men	81%	(59)	5%	(4)	14%	(10)	73
PID/Gender: Rep Women	85%	(67)	—	(0)	15%	(12)	79
Ideo: Liberal (1-3)	83%	(108)	3%	(4)	14%	(18)	130
Ideo: Moderate (4)	75%	(71)	3%	(3)	22%	(21)	95
Ideo: Conservative (5-7)	82%	(125)	2%	(3)	16%	(24)	152
Educ: < College	83%	(253)	1%	(4)	15%	(47)	304
Educ: Bachelors degree	85%	(72)	1%	(1)	14%	(12)	85
Educ: Post-grad	70%	(49)	7%	(5)	23%	(16)	70

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**Table BRD21\_4:** Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?

*Adding security cameras in the hallways*

Demographic	More safe		Less safe		No more or less safe		Total N
Parents of children	81%	(374)	2%	(10)	16%	(75)	459
Income: Under 50k	83%	(175)	2%	(5)	15%	(32)	212
Income: 50k-100k	84%	(132)	2%	(3)	15%	(23)	158
Income: 100k+	75%	(67)	2%	(2)	22%	(20)	89
Ethnicity: White	82%	(297)	1%	(5)	17%	(61)	363
Ethnicity: Hispanic	84%	(43)	10%	(5)	6%	(3)	51
Ethnicity: Afr. Am.	78%	(43)	2%	(1)	20%	(11)	55
Ethnicity: Other	83%	(34)	10%	(4)	7%	(3)	41
Relig: Protestant	85%	(77)	1%	(1)	14%	(13)	91
Relig: Roman Catholic	88%	(72)	4%	(3)	9%	(7)	82
Relig: Something Else	84%	(43)	—	(0)	16%	(8)	51
Relig: Jewish	75%	(6)	—	(0)	25%	(2)	8
Relig: Evangelical	81%	(110)	3%	(4)	16%	(21)	135
Relig: Non-Evang. Catholics	88%	(94)	1%	(1)	11%	(12)	107
Relig: All Christian	84%	(204)	2%	(5)	14%	(33)	242
Relig: All Non-Christian	84%	(43)	—	(0)	16%	(8)	51
Community: Urban	82%	(80)	2%	(2)	16%	(16)	98
Community: Suburban	82%	(174)	1%	(2)	17%	(36)	212
Community: Rural	81%	(120)	4%	(6)	15%	(23)	149
Employ: Private Sector	83%	(174)	2%	(4)	15%	(31)	209
Employ: Government	86%	(36)	2%	(1)	12%	(5)	42
Employ: Self-Employed	80%	(35)	2%	(1)	18%	(8)	44
Employ: Homemaker	73%	(48)	3%	(2)	24%	(16)	66
Employ: Student	62%	(5)	12%	(1)	25%	(2)	8
Employ: Retired	69%	(9)	8%	(1)	23%	(3)	13
Employ: Unemployed	91%	(29)	—	(0)	9%	(3)	32
Employ: Other	84%	(38)	—	(0)	16%	(7)	45
Military HH: Yes	82%	(61)	5%	(4)	12%	(9)	74
Military HH: No	81%	(313)	2%	(6)	17%	(66)	385
RD/WT: Right Direction	84%	(179)	3%	(7)	13%	(27)	213
RD/WT: Wrong Track	79%	(195)	1%	(3)	20%	(48)	246

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**Table BRD21\_4:** Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?

*Adding security cameras in the hallways*

Demographic	More safe		Less safe		No more or less safe		Total N
Parents of children	81%	(374)	2%	(10)	16%	(75)	459
Trump Job Approve	81%	(183)	4%	(9)	15%	(33)	225
Trump Job Disapprove	82%	(170)	—	(1)	18%	(37)	208
Trump Job Strongly Approve	85%	(97)	3%	(3)	12%	(14)	114
Trump Job Somewhat Approve	77%	(86)	5%	(6)	17%	(19)	111
Trump Job Somewhat Disapprove	85%	(50)	—	(0)	15%	(9)	59
Trump Job Strongly Disapprove	81%	(120)	1%	(1)	19%	(28)	149
#1 Issue: Economy	84%	(144)	1%	(2)	15%	(26)	172
#1 Issue: Security	86%	(67)	4%	(3)	10%	(8)	78
#1 Issue: Health Care	83%	(70)	1%	(1)	15%	(13)	84
#1 Issue: Medicare / Social Security	65%	(13)	—	(0)	35%	(7)	20
#1 Issue: Women's Issues	75%	(12)	6%	(1)	19%	(3)	16
#1 Issue: Education	75%	(41)	5%	(3)	20%	(11)	55
#1 Issue: Energy	79%	(11)	—	(0)	21%	(3)	14
#1 Issue: Other	80%	(16)	—	(0)	20%	(4)	20
2016 Vote: Hillary Clinton	83%	(105)	1%	(1)	17%	(21)	127
2016 Vote: Donald Trump	85%	(157)	3%	(6)	12%	(22)	185
2016 Vote: Someone else	74%	(43)	2%	(1)	24%	(14)	58
2016 Vote: Didn't Vote	78%	(69)	2%	(2)	20%	(18)	89
Voted in 2014: Yes	82%	(248)	2%	(6)	16%	(49)	303
Voted in 2014: No	81%	(126)	3%	(4)	17%	(26)	156
2012 Vote: Barack Obama	84%	(156)	2%	(4)	14%	(26)	186
2012 Vote: Mitt Romney	82%	(102)	2%	(2)	16%	(20)	124
2012 Vote: Other	71%	(22)	—	(0)	29%	(9)	31
2012 Vote: Didn't Vote	80%	(94)	3%	(4)	17%	(20)	118
4-Region: Northeast	76%	(56)	3%	(2)	22%	(16)	74
4-Region: Midwest	79%	(96)	2%	(3)	18%	(22)	121
4-Region: South	89%	(156)	1%	(1)	10%	(18)	175
4-Region: West	74%	(66)	4%	(4)	21%	(19)	89
Favorable of Trump	84%	(183)	2%	(5)	13%	(29)	217
Unfavorable of Trump	80%	(173)	2%	(5)	18%	(39)	217

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**Table BRD21\_4:** Would each of the following policies make you feel more or less safe about sending your child to school, or would it make no difference either way?*Adding security cameras in the hallways*

Demographic	More safe		Less safe		No more or less safe		Total N
Parents of children	81%	(374)	2%	(10)	16%	(75)	459
Very Favorable of Trump	84%	(101)	3%	(4)	12%	(15)	120
Somewhat Favorable of Trump	85%	(82)	1%	(1)	14%	(14)	97
Somewhat Unfavorable of Trump	80%	(39)	2%	(1)	18%	(9)	49
Very Unfavorable of Trump	80%	(134)	2%	(4)	18%	(30)	168
Pre-school	76%	(65)	5%	(4)	20%	(17)	86
Grade school (Grades 1 – 5)	80%	(173)	2%	(5)	18%	(39)	217
Middle school (Grades 6 – 8)	80%	(134)	1%	(1)	19%	(32)	167
High school (Grades 9 – 12)	78%	(139)	2%	(3)	20%	(36)	178
Children attend: Public school	83%	(320)	2%	(6)	16%	(60)	386
Children attend: Private school	70%	(42)	7%	(4)	23%	(14)	60
Children attend: Both	92%	(12)	—	(0)	8%	(1)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD22\_1: How willing would you be to pay higher property taxes in order to fund each of the following?  
Arming teachers at the school**

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	19%	(85)	18%	(82)	25%	(115)	39%	(177)	459
Gender: Male	18%	(38)	19%	(40)	24%	(50)	39%	(83)	211
Gender: Female	19%	(47)	17%	(42)	26%	(65)	38%	(94)	248
Age: 18-29	21%	(9)	17%	(7)	26%	(11)	36%	(15)	42
Age: 30-44	18%	(49)	21%	(57)	25%	(68)	35%	(94)	268
Age: 45-54	16%	(20)	13%	(16)	23%	(29)	48%	(59)	124
Age: 55-64	33%	(6)	11%	(2)	17%	(3)	39%	(7)	18
Age: 65+	14%	(1)	—	(0)	57%	(4)	29%	(2)	7
Generation Z: 18-21	33%	(2)	17%	(1)	17%	(1)	33%	(2)	6
Millennial: Age 22-37	15%	(26)	23%	(39)	24%	(40)	38%	(63)	168
Generation X: Age 38-53	20%	(50)	15%	(39)	26%	(66)	39%	(101)	256
Boomers: Age 54-72	24%	(7)	10%	(3)	28%	(8)	38%	(11)	29
PID: Rep (no lean)	32%	(48)	24%	(36)	24%	(37)	20%	(31)	152
PID: Dem (no lean)	8%	(11)	12%	(16)	28%	(38)	53%	(73)	138
PID: Ind (no lean)	18%	(22)	15%	(18)	25%	(30)	41%	(49)	119
PID/Gender: Dem Men	7%	(4)	12%	(7)	25%	(15)	56%	(33)	59
PID/Gender: Dem Women	9%	(7)	11%	(9)	29%	(23)	51%	(40)	79
PID/Gender: Ind Men	17%	(9)	13%	(7)	26%	(14)	44%	(24)	54
PID/Gender: Ind Women	20%	(13)	17%	(11)	25%	(16)	38%	(25)	65
PID/Gender: Rep Men	32%	(23)	26%	(19)	22%	(16)	21%	(15)	73
PID/Gender: Rep Women	32%	(25)	22%	(17)	27%	(21)	20%	(16)	79
Ideo: Liberal (1-3)	14%	(18)	15%	(19)	24%	(31)	48%	(62)	130
Ideo: Moderate (4)	17%	(16)	18%	(17)	22%	(21)	43%	(41)	95
Ideo: Conservative (5-7)	25%	(38)	19%	(29)	26%	(39)	30%	(46)	152
Educ: < College	20%	(60)	18%	(55)	25%	(77)	37%	(112)	304
Educ: Bachelors degree	16%	(14)	16%	(14)	31%	(26)	36%	(31)	85
Educ: Post-grad	16%	(11)	19%	(13)	17%	(12)	49%	(34)	70

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**Table BRD22\_1: How willing would you be to pay higher property taxes in order to fund each of the following?  
 Arming teachers at the school**

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	19%	(85)	18%	(82)	25%	(115)	39%	(177)	459
Income: Under 50k	17%	(37)	19%	(40)	30%	(63)	34%	(72)	212
Income: 50k-100k	22%	(34)	15%	(23)	23%	(36)	41%	(65)	158
Income: 100k+	16%	(14)	21%	(19)	18%	(16)	45%	(40)	89
Ethnicity: White	20%	(73)	18%	(67)	25%	(89)	37%	(134)	363
Ethnicity: Hispanic	14%	(7)	18%	(9)	27%	(14)	41%	(21)	51
Ethnicity: Afr. Am.	11%	(6)	16%	(9)	29%	(16)	44%	(24)	55
Ethnicity: Other	15%	(6)	15%	(6)	24%	(10)	46%	(19)	41
Relig: Protestant	13%	(12)	16%	(15)	30%	(27)	41%	(37)	91
Relig: Roman Catholic	20%	(16)	23%	(19)	16%	(13)	41%	(34)	82
Relig: Something Else	10%	(5)	14%	(7)	31%	(16)	45%	(23)	51
Relig: Jewish	50%	(4)	—	(0)	25%	(2)	25%	(2)	8
Relig: Evangelical	24%	(33)	19%	(26)	32%	(43)	24%	(33)	135
Relig: Non-Evang. Catholics	15%	(16)	21%	(23)	18%	(19)	46%	(49)	107
Relig: All Christian	20%	(49)	20%	(49)	26%	(62)	34%	(82)	242
Relig: All Non-Christian	10%	(5)	14%	(7)	31%	(16)	45%	(23)	51
Community: Urban	17%	(17)	18%	(18)	22%	(22)	42%	(41)	98
Community: Suburban	18%	(38)	20%	(42)	24%	(50)	39%	(82)	212
Community: Rural	20%	(30)	15%	(22)	29%	(43)	36%	(54)	149
Employ: Private Sector	13%	(27)	16%	(34)	26%	(55)	44%	(93)	209
Employ: Government	19%	(8)	26%	(11)	14%	(6)	40%	(17)	42
Employ: Self-Employed	36%	(16)	16%	(7)	25%	(11)	23%	(10)	44
Employ: Homemaker	29%	(19)	17%	(11)	26%	(17)	29%	(19)	66
Employ: Student	25%	(2)	—	(0)	12%	(1)	62%	(5)	8
Employ: Retired	15%	(2)	8%	(1)	31%	(4)	46%	(6)	13
Employ: Unemployed	16%	(5)	22%	(7)	34%	(11)	28%	(9)	32
Employ: Other	13%	(6)	24%	(11)	22%	(10)	40%	(18)	45
Military HH: Yes	28%	(21)	19%	(14)	15%	(11)	38%	(28)	74
Military HH: No	17%	(64)	18%	(68)	27%	(104)	39%	(149)	385
RD/WT: Right Direction	29%	(61)	23%	(50)	25%	(54)	23%	(48)	213
RD/WT: Wrong Track	10%	(24)	13%	(32)	25%	(61)	52%	(129)	246

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**Table BRD22\_1: How willing would you be to pay higher property taxes in order to fund each of the following?  
Arming teachers at the school**

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	19%	(85)	18%	(82)	25%	(115)	39%	(177)	459
Trump Job Approve	28%	(62)	21%	(48)	28%	(64)	23%	(51)	225
Trump Job Disapprove	9%	(19)	14%	(29)	21%	(44)	56%	(116)	208
Trump Job Strongly Approve	39%	(45)	22%	(25)	20%	(23)	18%	(21)	114
Trump Job Somewhat Approve	15%	(17)	21%	(23)	37%	(41)	27%	(30)	111
Trump Job Somewhat Disapprove	7%	(4)	25%	(15)	19%	(11)	49%	(29)	59
Trump Job Strongly Disapprove	10%	(15)	9%	(14)	22%	(33)	58%	(87)	149
#1 Issue: Economy	20%	(34)	15%	(26)	27%	(47)	38%	(65)	172
#1 Issue: Security	27%	(21)	19%	(15)	17%	(13)	37%	(29)	78
#1 Issue: Health Care	10%	(8)	19%	(16)	27%	(23)	44%	(37)	84
#1 Issue: Medicare / Social Security	15%	(3)	25%	(5)	30%	(6)	30%	(6)	20
#1 Issue: Women's Issues	31%	(5)	31%	(5)	12%	(2)	25%	(4)	16
#1 Issue: Education	16%	(9)	15%	(8)	27%	(15)	42%	(23)	55
#1 Issue: Energy	—	(0)	29%	(4)	29%	(4)	43%	(6)	14
#1 Issue: Other	25%	(5)	15%	(3)	25%	(5)	35%	(7)	20
2016 Vote: Hillary Clinton	7%	(9)	9%	(12)	23%	(29)	61%	(77)	127
2016 Vote: Donald Trump	31%	(58)	24%	(44)	24%	(44)	21%	(39)	185
2016 Vote: Someone else	12%	(7)	19%	(11)	24%	(14)	45%	(26)	58
2016 Vote: Didn't Vote	12%	(11)	17%	(15)	31%	(28)	39%	(35)	89
Voted in 2014: Yes	21%	(64)	19%	(57)	22%	(67)	38%	(115)	303
Voted in 2014: No	13%	(21)	16%	(25)	31%	(48)	40%	(62)	156
2012 Vote: Barack Obama	12%	(22)	14%	(26)	26%	(48)	48%	(90)	186
2012 Vote: Mitt Romney	31%	(39)	23%	(29)	23%	(29)	22%	(27)	124
2012 Vote: Other	16%	(5)	23%	(7)	23%	(7)	39%	(12)	31
2012 Vote: Didn't Vote	16%	(19)	17%	(20)	26%	(31)	41%	(48)	118
4-Region: Northeast	11%	(8)	14%	(10)	30%	(22)	46%	(34)	74
4-Region: Midwest	21%	(26)	17%	(21)	18%	(22)	43%	(52)	121
4-Region: South	17%	(29)	20%	(35)	31%	(55)	32%	(56)	175
4-Region: West	25%	(22)	18%	(16)	18%	(16)	39%	(35)	89
Favorable of Trump	30%	(65)	21%	(46)	27%	(59)	22%	(47)	217
Unfavorable of Trump	8%	(17)	15%	(33)	23%	(49)	54%	(118)	217

Continued on next page

**Table BRD22\_1:** How willing would you be to pay higher property taxes in order to fund each of the following?  
 Arming teachers at the school

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	19%	(85)	18%	(82)	25%	(115)	39%	(177)	459
Very Favorable of Trump	40%	(48)	23%	(28)	19%	(23)	18%	(21)	120
Somewhat Favorable of Trump	18%	(17)	19%	(18)	37%	(36)	27%	(26)	97
Somewhat Unfavorable of Trump	2%	(1)	24%	(12)	35%	(17)	39%	(19)	49
Very Unfavorable of Trump	10%	(16)	12%	(21)	19%	(32)	59%	(99)	168
Pre-school	12%	(10)	22%	(19)	27%	(23)	40%	(34)	86
Grade school (Grades 1 – 5)	22%	(48)	19%	(41)	20%	(43)	39%	(85)	217
Middle school (Grades 6 – 8)	13%	(22)	19%	(31)	29%	(49)	39%	(65)	167
High school (Grades 9 – 12)	19%	(33)	20%	(35)	24%	(42)	38%	(68)	178
Children attend: Public school	18%	(68)	18%	(70)	26%	(101)	38%	(147)	386
Children attend: Private school	23%	(14)	17%	(10)	20%	(12)	40%	(24)	60
Children attend: Both	23%	(3)	15%	(2)	15%	(2)	46%	(6)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD22\_2:** How willing would you be to pay higher property taxes in order to fund each of the following?  
*Hiring armed security guards at the school*

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	37%	(168)	35%	(160)	15%	(69)	14%	(62)	459
Gender: Male	36%	(76)	32%	(67)	17%	(35)	16%	(33)	211
Gender: Female	37%	(92)	38%	(93)	14%	(34)	12%	(29)	248
Age: 18-29	43%	(18)	38%	(16)	12%	(5)	7%	(3)	42
Age: 30-44	38%	(103)	37%	(99)	12%	(32)	13%	(34)	268
Age: 45-54	32%	(40)	31%	(39)	21%	(26)	15%	(19)	124
Age: 55-64	33%	(6)	22%	(4)	22%	(4)	22%	(4)	18
Age: 65+	14%	(1)	29%	(2)	29%	(2)	29%	(2)	7
Generation Z: 18-21	67%	(4)	—	(0)	17%	(1)	17%	(1)	6
Millennial: Age 22-37	39%	(65)	37%	(62)	14%	(23)	11%	(18)	168
Generation X: Age 38-53	36%	(91)	36%	(91)	15%	(38)	14%	(36)	256
Boomers: Age 54-72	28%	(8)	24%	(7)	24%	(7)	24%	(7)	29
PID: Rep (no lean)	44%	(67)	34%	(52)	13%	(20)	9%	(13)	152
PID: Dem (no lean)	32%	(44)	34%	(47)	19%	(26)	15%	(21)	138
PID: Ind (no lean)	35%	(42)	35%	(42)	13%	(16)	16%	(19)	119
PID/Gender: Dem Men	25%	(15)	37%	(22)	20%	(12)	17%	(10)	59
PID/Gender: Dem Women	37%	(29)	32%	(25)	18%	(14)	14%	(11)	79
PID/Gender: Ind Men	37%	(20)	30%	(16)	13%	(7)	20%	(11)	54
PID/Gender: Ind Women	34%	(22)	40%	(26)	14%	(9)	12%	(8)	65
PID/Gender: Rep Men	47%	(34)	30%	(22)	16%	(12)	7%	(5)	73
PID/Gender: Rep Women	42%	(33)	38%	(30)	10%	(8)	10%	(8)	79
Ideo: Liberal (1-3)	35%	(46)	35%	(45)	16%	(21)	14%	(18)	130
Ideo: Moderate (4)	33%	(31)	37%	(35)	15%	(14)	16%	(15)	95
Ideo: Conservative (5-7)	41%	(62)	32%	(49)	15%	(23)	12%	(18)	152
Educ: < College	37%	(112)	34%	(104)	15%	(46)	14%	(42)	304
Educ: Bachelors degree	34%	(29)	38%	(32)	20%	(17)	8%	(7)	85
Educ: Post-grad	39%	(27)	34%	(24)	9%	(6)	19%	(13)	70

Continued on next page



**Table BRD22\_2: How willing would you be to pay higher property taxes in order to fund each of the following?**  
 Hiring armed security guards at the school

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	37%	(168)	35%	(160)	15%	(69)	14%	(62)	459
Income: Under 50k	34%	(72)	33%	(71)	17%	(35)	16%	(34)	212
Income: 50k-100k	40%	(63)	37%	(58)	11%	(18)	12%	(19)	158
Income: 100k+	37%	(33)	35%	(31)	18%	(16)	10%	(9)	89
Ethnicity: White	36%	(132)	34%	(125)	15%	(54)	14%	(52)	363
Ethnicity: Hispanic	49%	(25)	33%	(17)	8%	(4)	10%	(5)	51
Ethnicity: Afr. Am.	36%	(20)	38%	(21)	15%	(8)	11%	(6)	55
Ethnicity: Other	39%	(16)	34%	(14)	17%	(7)	10%	(4)	41
Relig: Protestant	37%	(34)	35%	(32)	15%	(14)	12%	(11)	91
Relig: Roman Catholic	41%	(34)	27%	(22)	16%	(13)	16%	(13)	82
Relig: Something Else	27%	(14)	37%	(19)	14%	(7)	22%	(11)	51
Relig: Jewish	62%	(5)	12%	(1)	25%	(2)	—	(0)	8
Relig: Evangelical	41%	(56)	33%	(45)	13%	(18)	12%	(16)	135
Relig: Non-Evang. Catholics	39%	(42)	30%	(32)	17%	(18)	14%	(15)	107
Relig: All Christian	40%	(98)	32%	(77)	15%	(36)	13%	(31)	242
Relig: All Non-Christian	27%	(14)	37%	(19)	14%	(7)	22%	(11)	51
Community: Urban	36%	(35)	34%	(33)	10%	(10)	20%	(20)	98
Community: Suburban	38%	(80)	35%	(74)	18%	(39)	9%	(19)	212
Community: Rural	36%	(53)	36%	(53)	13%	(20)	15%	(23)	149
Employ: Private Sector	34%	(72)	37%	(77)	17%	(36)	11%	(24)	209
Employ: Government	40%	(17)	40%	(17)	12%	(5)	7%	(3)	42
Employ: Self-Employed	43%	(19)	32%	(14)	11%	(5)	14%	(6)	44
Employ: Homemaker	38%	(25)	27%	(18)	15%	(10)	20%	(13)	66
Employ: Student	12%	(1)	38%	(3)	12%	(1)	38%	(3)	8
Employ: Retired	23%	(3)	31%	(4)	15%	(2)	31%	(4)	13
Employ: Unemployed	41%	(13)	38%	(12)	12%	(4)	9%	(3)	32
Employ: Other	40%	(18)	33%	(15)	13%	(6)	13%	(6)	45
Military HH: Yes	41%	(30)	35%	(26)	9%	(7)	15%	(11)	74
Military HH: No	36%	(138)	35%	(134)	16%	(62)	13%	(51)	385
RD/WT: Right Direction	42%	(90)	34%	(72)	12%	(26)	12%	(25)	213
RD/WT: Wrong Track	32%	(78)	36%	(88)	17%	(43)	15%	(37)	246

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**Table BRD22\_2: How willing would you be to pay higher property taxes in order to fund each of the following?  
Hiring armed security guards at the school**

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	37%	(168)	35%	(160)	15%	(69)	14%	(62)	459
Trump Job Approve	42%	(95)	33%	(74)	13%	(30)	12%	(26)	225
Trump Job Disapprove	31%	(65)	37%	(76)	17%	(35)	15%	(32)	208
Trump Job Strongly Approve	54%	(61)	26%	(30)	12%	(14)	8%	(9)	114
Trump Job Somewhat Approve	31%	(34)	40%	(44)	14%	(16)	15%	(17)	111
Trump Job Somewhat Disapprove	29%	(17)	51%	(30)	8%	(5)	12%	(7)	59
Trump Job Strongly Disapprove	32%	(48)	31%	(46)	20%	(30)	17%	(25)	149
#1 Issue: Economy	35%	(60)	41%	(70)	15%	(25)	10%	(17)	172
#1 Issue: Security	51%	(40)	26%	(20)	13%	(10)	10%	(8)	78
#1 Issue: Health Care	36%	(30)	30%	(25)	18%	(15)	17%	(14)	84
#1 Issue: Medicare / Social Security	40%	(8)	20%	(4)	15%	(3)	25%	(5)	20
#1 Issue: Women's Issues	44%	(7)	38%	(6)	6%	(1)	12%	(2)	16
#1 Issue: Education	27%	(15)	42%	(23)	18%	(10)	13%	(7)	55
#1 Issue: Energy	21%	(3)	50%	(7)	21%	(3)	7%	(1)	14
#1 Issue: Other	25%	(5)	25%	(5)	10%	(2)	40%	(8)	20
2016 Vote: Hillary Clinton	33%	(42)	31%	(39)	20%	(25)	17%	(21)	127
2016 Vote: Donald Trump	45%	(84)	34%	(63)	12%	(22)	9%	(16)	185
2016 Vote: Someone else	26%	(15)	40%	(23)	14%	(8)	21%	(12)	58
2016 Vote: Didn't Vote	30%	(27)	39%	(35)	16%	(14)	15%	(13)	89
Voted in 2014: Yes	37%	(113)	33%	(100)	17%	(50)	13%	(40)	303
Voted in 2014: No	35%	(55)	38%	(60)	12%	(19)	14%	(22)	156
2012 Vote: Barack Obama	32%	(60)	35%	(66)	17%	(31)	16%	(29)	186
2012 Vote: Mitt Romney	40%	(50)	34%	(42)	16%	(20)	10%	(12)	124
2012 Vote: Other	32%	(10)	39%	(12)	13%	(4)	16%	(5)	31
2012 Vote: Didn't Vote	41%	(48)	34%	(40)	12%	(14)	14%	(16)	118
4-Region: Northeast	31%	(23)	30%	(22)	22%	(16)	18%	(13)	74
4-Region: Midwest	36%	(44)	36%	(43)	15%	(18)	13%	(16)	121
4-Region: South	42%	(73)	36%	(63)	11%	(20)	11%	(19)	175
4-Region: West	31%	(28)	36%	(32)	17%	(15)	16%	(14)	89
Favorable of Trump	45%	(97)	33%	(71)	12%	(25)	11%	(24)	217
Unfavorable of Trump	31%	(68)	37%	(80)	18%	(39)	14%	(30)	217

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**Table BRD22\_2: How willing would you be to pay higher property taxes in order to fund each of the following?**  
*Hiring armed security guards at the school*

<b>Demographic</b>	<b>Very willing</b>		<b>Somewhat willing</b>		<b>Not too willing</b>		<b>Not at all willing</b>		<b>Total N</b>
Parents of children	37%	(168)	35%	(160)	15%	(69)	14%	(62)	459
Very Favorable of Trump	54%	(65)	30%	(36)	9%	(11)	7%	(8)	120
Somewhat Favorable of Trump	33%	(32)	36%	(35)	14%	(14)	16%	(16)	97
Somewhat Unfavorable of Trump	29%	(14)	47%	(23)	14%	(7)	10%	(5)	49
Very Unfavorable of Trump	32%	(54)	34%	(57)	19%	(32)	15%	(25)	168
Pre-school	35%	(30)	36%	(31)	12%	(10)	17%	(15)	86
Grade school (Grades 1 – 5)	39%	(84)	35%	(75)	13%	(28)	14%	(30)	217
Middle school (Grades 6 – 8)	27%	(45)	40%	(66)	21%	(35)	13%	(21)	167
High school (Grades 9 – 12)	34%	(61)	35%	(63)	17%	(30)	13%	(24)	178
Children attend: Public school	36%	(139)	36%	(140)	15%	(58)	13%	(49)	386
Children attend: Private school	38%	(23)	25%	(15)	17%	(10)	20%	(12)	60
Children attend: Both	46%	(6)	38%	(5)	8%	(1)	8%	(1)	13

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD22\_3: How willing would you be to pay higher property taxes in order to fund each of the following?**  
*Adding metal detectors to school entrances*

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	40%	(183)	32%	(149)	17%	(76)	11%	(51)	459
Gender: Male	36%	(76)	32%	(67)	18%	(38)	14%	(30)	211
Gender: Female	43%	(107)	33%	(82)	15%	(38)	8%	(21)	248
Age: 18-29	45%	(19)	26%	(11)	21%	(9)	7%	(3)	42
Age: 30-44	41%	(109)	33%	(89)	16%	(44)	10%	(26)	268
Age: 45-54	37%	(46)	33%	(41)	15%	(19)	15%	(18)	124
Age: 55-64	44%	(8)	22%	(4)	11%	(2)	22%	(4)	18
Age: 65+	14%	(1)	57%	(4)	29%	(2)	—	(0)	7
Generation Z: 18-21	33%	(2)	—	(0)	33%	(2)	33%	(2)	6
Millennial: Age 22-37	41%	(69)	32%	(54)	18%	(30)	9%	(15)	168
Generation X: Age 38-53	40%	(102)	34%	(86)	15%	(39)	11%	(29)	256
Boomers: Age 54-72	34%	(10)	31%	(9)	17%	(5)	17%	(5)	29
PID: Rep (no lean)	43%	(66)	34%	(51)	16%	(24)	7%	(11)	152
PID: Dem (no lean)	38%	(53)	36%	(49)	15%	(21)	11%	(15)	138
PID: Ind (no lean)	42%	(50)	26%	(31)	18%	(22)	13%	(16)	119
PID/Gender: Dem Men	34%	(20)	36%	(21)	14%	(8)	17%	(10)	59
PID/Gender: Dem Women	42%	(33)	35%	(28)	16%	(13)	6%	(5)	79
PID/Gender: Ind Men	31%	(17)	31%	(17)	20%	(11)	17%	(9)	54
PID/Gender: Ind Women	51%	(33)	22%	(14)	17%	(11)	11%	(7)	65
PID/Gender: Rep Men	44%	(32)	29%	(21)	19%	(14)	8%	(6)	73
PID/Gender: Rep Women	43%	(34)	38%	(30)	13%	(10)	6%	(5)	79
Ideo: Liberal (1-3)	44%	(57)	27%	(35)	19%	(25)	10%	(13)	130
Ideo: Moderate (4)	40%	(38)	33%	(31)	15%	(14)	13%	(12)	95
Ideo: Conservative (5-7)	38%	(58)	34%	(51)	16%	(25)	12%	(18)	152
Educ: < College	43%	(132)	30%	(92)	16%	(48)	11%	(32)	304
Educ: Bachelors degree	33%	(28)	38%	(32)	20%	(17)	9%	(8)	85
Educ: Post-grad	33%	(23)	36%	(25)	16%	(11)	16%	(11)	70

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**Table BRD22\_3: How willing would you be to pay higher property taxes in order to fund each of the following?**  
*Adding metal detectors to school entrances*

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	40%	(183)	32%	(149)	17%	(76)	11%	(51)	459
Income: Under 50k	38%	(81)	33%	(71)	17%	(35)	12%	(25)	212
Income: 50k-100k	46%	(72)	27%	(43)	16%	(25)	11%	(18)	158
Income: 100k+	34%	(30)	39%	(35)	18%	(16)	9%	(8)	89
Ethnicity: White	41%	(150)	31%	(112)	17%	(61)	11%	(40)	363
Ethnicity: Hispanic	45%	(23)	27%	(14)	14%	(7)	14%	(7)	51
Ethnicity: Afr. Am.	36%	(20)	36%	(20)	16%	(9)	11%	(6)	55
Ethnicity: Other	32%	(13)	41%	(17)	15%	(6)	12%	(5)	41
Relig: Protestant	36%	(33)	36%	(33)	15%	(14)	12%	(11)	91
Relig: Roman Catholic	51%	(42)	30%	(25)	11%	(9)	7%	(6)	82
Relig: Something Else	31%	(16)	37%	(19)	14%	(7)	18%	(9)	51
Relig: Jewish	38%	(3)	25%	(2)	25%	(2)	12%	(1)	8
Relig: Evangelical	42%	(57)	38%	(51)	14%	(19)	6%	(8)	135
Relig: Non-Evang. Catholics	47%	(50)	29%	(31)	14%	(15)	10%	(11)	107
Relig: All Christian	44%	(107)	34%	(82)	14%	(34)	8%	(19)	242
Relig: All Non-Christian	31%	(16)	37%	(19)	14%	(7)	18%	(9)	51
Community: Urban	40%	(39)	32%	(31)	15%	(15)	13%	(13)	98
Community: Suburban	36%	(76)	34%	(72)	18%	(39)	12%	(25)	212
Community: Rural	46%	(68)	31%	(46)	15%	(22)	9%	(13)	149
Employ: Private Sector	36%	(76)	36%	(75)	18%	(37)	10%	(21)	209
Employ: Government	40%	(17)	38%	(16)	12%	(5)	10%	(4)	42
Employ: Self-Employed	45%	(20)	25%	(11)	20%	(9)	9%	(4)	44
Employ: Homemaker	48%	(32)	23%	(15)	14%	(9)	15%	(10)	66
Employ: Student	38%	(3)	12%	(1)	25%	(2)	25%	(2)	8
Employ: Retired	38%	(5)	31%	(4)	15%	(2)	15%	(2)	13
Employ: Unemployed	31%	(10)	41%	(13)	16%	(5)	12%	(4)	32
Employ: Other	44%	(20)	31%	(14)	16%	(7)	9%	(4)	45
Military HH: Yes	50%	(37)	26%	(19)	12%	(9)	12%	(9)	74
Military HH: No	38%	(146)	34%	(130)	17%	(67)	11%	(42)	385
RD/WT: Right Direction	44%	(94)	31%	(66)	16%	(35)	8%	(18)	213
RD/WT: Wrong Track	36%	(89)	34%	(83)	17%	(41)	13%	(33)	246

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**Table BRD22\_3: How willing would you be to pay higher property taxes in order to fund each of the following?**  
*Adding metal detectors to school entrances*

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	40%	(183)	32%	(149)	17%	(76)	11%	(51)	459
Trump Job Approve	43%	(96)	32%	(73)	16%	(35)	9%	(21)	225
Trump Job Disapprove	38%	(80)	32%	(66)	18%	(37)	12%	(25)	208
Trump Job Strongly Approve	53%	(60)	28%	(32)	11%	(13)	8%	(9)	114
Trump Job Somewhat Approve	32%	(36)	37%	(41)	20%	(22)	11%	(12)	111
Trump Job Somewhat Disapprove	37%	(22)	37%	(22)	17%	(10)	8%	(5)	59
Trump Job Strongly Disapprove	39%	(58)	30%	(44)	18%	(27)	13%	(20)	149
#1 Issue: Economy	39%	(67)	36%	(62)	16%	(27)	9%	(16)	172
#1 Issue: Security	54%	(42)	19%	(15)	17%	(13)	10%	(8)	78
#1 Issue: Health Care	37%	(31)	37%	(31)	15%	(13)	11%	(9)	84
#1 Issue: Medicare / Social Security	30%	(6)	30%	(6)	25%	(5)	15%	(3)	20
#1 Issue: Women's Issues	44%	(7)	31%	(5)	12%	(2)	12%	(2)	16
#1 Issue: Education	38%	(21)	33%	(18)	22%	(12)	7%	(4)	55
#1 Issue: Energy	21%	(3)	43%	(6)	21%	(3)	14%	(2)	14
#1 Issue: Other	30%	(6)	30%	(6)	5%	(1)	35%	(7)	20
2016 Vote: Hillary Clinton	39%	(49)	33%	(42)	16%	(20)	13%	(16)	127
2016 Vote: Donald Trump	45%	(84)	34%	(63)	15%	(27)	6%	(11)	185
2016 Vote: Someone else	36%	(21)	24%	(14)	24%	(14)	16%	(9)	58
2016 Vote: Didn't Vote	33%	(29)	34%	(30)	17%	(15)	17%	(15)	89
Voted in 2014: Yes	43%	(130)	30%	(91)	17%	(52)	10%	(30)	303
Voted in 2014: No	34%	(53)	37%	(58)	15%	(24)	13%	(21)	156
2012 Vote: Barack Obama	45%	(84)	28%	(53)	17%	(32)	9%	(17)	186
2012 Vote: Mitt Romney	43%	(53)	31%	(38)	19%	(24)	7%	(9)	124
2012 Vote: Other	26%	(8)	35%	(11)	16%	(5)	23%	(7)	31
2012 Vote: Didn't Vote	32%	(38)	40%	(47)	13%	(15)	15%	(18)	118
4-Region: Northeast	38%	(28)	30%	(22)	20%	(15)	12%	(9)	74
4-Region: Midwest	40%	(49)	34%	(41)	13%	(16)	12%	(15)	121
4-Region: South	44%	(77)	33%	(57)	15%	(27)	8%	(14)	175
4-Region: West	33%	(29)	33%	(29)	20%	(18)	15%	(13)	89
Favorable of Trump	46%	(99)	30%	(65)	15%	(33)	9%	(20)	217
Unfavorable of Trump	36%	(79)	35%	(75)	18%	(40)	11%	(23)	217

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**Table BRD22\_3: How willing would you be to pay higher property taxes in order to fund each of the following?**  
 Adding metal detectors to school entrances

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	40%	(183)	32%	(149)	17%	(76)	11%	(51)	459
Very Favorable of Trump	52%	(62)	28%	(34)	11%	(13)	9%	(11)	120
Somewhat Favorable of Trump	38%	(37)	32%	(31)	21%	(20)	9%	(9)	97
Somewhat Unfavorable of Trump	27%	(13)	41%	(20)	27%	(13)	6%	(3)	49
Very Unfavorable of Trump	39%	(66)	33%	(55)	16%	(27)	12%	(20)	168
Pre-school	47%	(40)	28%	(24)	17%	(15)	8%	(7)	86
Grade school (Grades 1 – 5)	41%	(89)	31%	(68)	17%	(36)	11%	(24)	217
Middle school (Grades 6 – 8)	37%	(61)	34%	(57)	19%	(31)	11%	(18)	167
High school (Grades 9 – 12)	40%	(72)	33%	(58)	15%	(27)	12%	(21)	178
Children attend: Public school	40%	(155)	32%	(125)	17%	(65)	11%	(41)	386
Children attend: Private school	33%	(20)	33%	(20)	18%	(11)	15%	(9)	60
Children attend: Both	62%	(8)	31%	(4)	—	(0)	8%	(1)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD22\_4: How willing would you be to pay higher property taxes in order to fund each of the following?**  
Adding security cameras in the hallways

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	45%	(207)	37%	(171)	10%	(45)	8%	(36)	459
Gender: Male	37%	(79)	41%	(87)	12%	(26)	9%	(19)	211
Gender: Female	52%	(128)	34%	(84)	8%	(19)	7%	(17)	248
Age: 18-29	60%	(25)	26%	(11)	14%	(6)	—	(0)	42
Age: 30-44	45%	(121)	38%	(101)	11%	(30)	6%	(16)	268
Age: 45-54	40%	(50)	41%	(51)	6%	(7)	13%	(16)	124
Age: 55-64	50%	(9)	22%	(4)	11%	(2)	17%	(3)	18
Age: 65+	29%	(2)	57%	(4)	—	(0)	14%	(1)	7
Generation Z: 18-21	83%	(5)	17%	(1)	—	(0)	—	(0)	6
Millennial: Age 22-37	47%	(79)	36%	(61)	12%	(21)	4%	(7)	168
Generation X: Age 38-53	43%	(110)	39%	(99)	9%	(22)	10%	(25)	256
Boomers: Age 54-72	45%	(13)	34%	(10)	7%	(2)	14%	(4)	29
PID: Rep (no lean)	49%	(75)	33%	(50)	11%	(16)	7%	(11)	152
PID: Dem (no lean)	49%	(67)	39%	(54)	7%	(9)	6%	(8)	138
PID: Ind (no lean)	40%	(48)	39%	(46)	12%	(14)	9%	(11)	119
PID/Gender: Dem Men	37%	(22)	47%	(28)	7%	(4)	8%	(5)	59
PID/Gender: Dem Women	57%	(45)	33%	(26)	6%	(5)	4%	(3)	79
PID/Gender: Ind Men	30%	(16)	44%	(24)	15%	(8)	11%	(6)	54
PID/Gender: Ind Women	49%	(32)	34%	(22)	9%	(6)	8%	(5)	65
PID/Gender: Rep Men	45%	(33)	36%	(26)	14%	(10)	5%	(4)	73
PID/Gender: Rep Women	53%	(42)	30%	(24)	8%	(6)	9%	(7)	79
Ideo: Liberal (1-3)	52%	(67)	34%	(44)	10%	(13)	5%	(6)	130
Ideo: Moderate (4)	37%	(35)	42%	(40)	12%	(11)	9%	(9)	95
Ideo: Conservative (5-7)	47%	(71)	34%	(51)	11%	(16)	9%	(14)	152
Educ: < College	48%	(146)	35%	(106)	9%	(28)	8%	(24)	304
Educ: Bachelors degree	41%	(35)	44%	(37)	11%	(9)	5%	(4)	85
Educ: Post-grad	37%	(26)	40%	(28)	11%	(8)	11%	(8)	70

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**Table BRD22\_4: How willing would you be to pay higher property taxes in order to fund each of the following?**  
 Adding security cameras in the hallways

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	45%	(207)	37%	(171)	10%	(45)	8%	(36)	459
Income: Under 50k	46%	(98)	36%	(77)	9%	(19)	8%	(18)	212
Income: 50k-100k	49%	(77)	34%	(53)	11%	(18)	6%	(10)	158
Income: 100k+	36%	(32)	46%	(41)	9%	(8)	9%	(8)	89
Ethnicity: White	45%	(165)	36%	(130)	10%	(37)	9%	(31)	363
Ethnicity: Hispanic	61%	(31)	25%	(13)	8%	(4)	6%	(3)	51
Ethnicity: Afr. Am.	45%	(25)	42%	(23)	7%	(4)	5%	(3)	55
Ethnicity: Other	41%	(17)	44%	(18)	10%	(4)	5%	(2)	41
Relig: Protestant	36%	(33)	44%	(40)	10%	(9)	10%	(9)	91
Relig: Roman Catholic	62%	(51)	27%	(22)	6%	(5)	5%	(4)	82
Relig: Something Else	37%	(19)	41%	(21)	6%	(3)	16%	(8)	51
Relig: Jewish	62%	(5)	38%	(3)	—	(0)	—	(0)	8
Relig: Evangelical	48%	(65)	40%	(54)	8%	(11)	4%	(5)	135
Relig: Non-Evang. Catholics	53%	(57)	31%	(33)	7%	(8)	8%	(9)	107
Relig: All Christian	50%	(122)	36%	(87)	8%	(19)	6%	(14)	242
Relig: All Non-Christian	37%	(19)	41%	(21)	6%	(3)	16%	(8)	51
Community: Urban	46%	(45)	42%	(41)	7%	(7)	5%	(5)	98
Community: Suburban	41%	(86)	40%	(85)	11%	(24)	8%	(17)	212
Community: Rural	51%	(76)	30%	(45)	9%	(14)	9%	(14)	149
Employ: Private Sector	42%	(87)	42%	(88)	10%	(21)	6%	(13)	209
Employ: Government	52%	(22)	33%	(14)	10%	(4)	5%	(2)	42
Employ: Self-Employed	45%	(20)	34%	(15)	14%	(6)	7%	(3)	44
Employ: Homemaker	45%	(30)	33%	(22)	9%	(6)	12%	(8)	66
Employ: Student	62%	(5)	12%	(1)	25%	(2)	—	(0)	8
Employ: Retired	46%	(6)	31%	(4)	8%	(1)	15%	(2)	13
Employ: Unemployed	41%	(13)	41%	(13)	6%	(2)	12%	(4)	32
Employ: Other	53%	(24)	31%	(14)	7%	(3)	9%	(4)	45
Military HH: Yes	51%	(38)	27%	(20)	9%	(7)	12%	(9)	74
Military HH: No	44%	(169)	39%	(151)	10%	(38)	7%	(27)	385
RD/WT: Right Direction	46%	(99)	36%	(77)	10%	(21)	8%	(16)	213
RD/WT: Wrong Track	44%	(108)	38%	(94)	10%	(24)	8%	(20)	246

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**Table BRD22\_4: How willing would you be to pay higher property taxes in order to fund each of the following?**  
Adding security cameras in the hallways

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	45%	(207)	37%	(171)	10%	(45)	8%	(36)	459
Trump Job Approve	45%	(102)	35%	(79)	11%	(25)	8%	(19)	225
Trump Job Disapprove	46%	(96)	39%	(81)	9%	(18)	6%	(13)	208
Trump Job Strongly Approve	55%	(63)	29%	(33)	8%	(9)	8%	(9)	114
Trump Job Somewhat Approve	35%	(39)	41%	(46)	14%	(16)	9%	(10)	111
Trump Job Somewhat Disapprove	44%	(26)	42%	(25)	10%	(6)	3%	(2)	59
Trump Job Strongly Disapprove	47%	(70)	38%	(56)	8%	(12)	7%	(11)	149
#1 Issue: Economy	45%	(77)	38%	(66)	11%	(19)	6%	(10)	172
#1 Issue: Security	60%	(47)	24%	(19)	6%	(5)	9%	(7)	78
#1 Issue: Health Care	37%	(31)	49%	(41)	8%	(7)	6%	(5)	84
#1 Issue: Medicare / Social Security	35%	(7)	35%	(7)	15%	(3)	15%	(3)	20
#1 Issue: Women's Issues	44%	(7)	44%	(7)	—	(0)	12%	(2)	16
#1 Issue: Education	47%	(26)	35%	(19)	13%	(7)	5%	(3)	55
#1 Issue: Energy	36%	(5)	50%	(7)	14%	(2)	—	(0)	14
#1 Issue: Other	35%	(7)	25%	(5)	10%	(2)	30%	(6)	20
2016 Vote: Hillary Clinton	46%	(59)	41%	(52)	6%	(8)	6%	(8)	127
2016 Vote: Donald Trump	46%	(86)	38%	(70)	11%	(20)	5%	(9)	185
2016 Vote: Someone else	40%	(23)	38%	(22)	10%	(6)	12%	(7)	58
2016 Vote: Didn't Vote	44%	(39)	30%	(27)	12%	(11)	13%	(12)	89
Voted in 2014: Yes	50%	(150)	34%	(103)	10%	(30)	7%	(20)	303
Voted in 2014: No	37%	(57)	44%	(68)	10%	(15)	10%	(16)	156
2012 Vote: Barack Obama	48%	(89)	38%	(70)	9%	(16)	6%	(11)	186
2012 Vote: Mitt Romney	49%	(61)	33%	(41)	13%	(16)	5%	(6)	124
2012 Vote: Other	29%	(9)	39%	(12)	13%	(4)	19%	(6)	31
2012 Vote: Didn't Vote	41%	(48)	41%	(48)	8%	(9)	11%	(13)	118
4-Region: Northeast	41%	(30)	35%	(26)	16%	(12)	8%	(6)	74
4-Region: Midwest	49%	(59)	38%	(46)	5%	(6)	8%	(10)	121
4-Region: South	47%	(82)	37%	(65)	9%	(16)	7%	(12)	175
4-Region: West	40%	(36)	38%	(34)	12%	(11)	9%	(8)	89
Favorable of Trump	47%	(102)	34%	(74)	10%	(22)	9%	(19)	217
Unfavorable of Trump	45%	(98)	39%	(85)	10%	(22)	6%	(12)	217

Continued on next page

**Table BRD22\_4:** How willing would you be to pay higher property taxes in order to fund each of the following?  
 Adding security cameras in the hallways

Demographic	Very willing		Somewhat willing		Not too willing		Not at all willing		Total N
Parents of children	45%	(207)	37%	(171)	10%	(45)	8%	(36)	459
Very Favorable of Trump	54%	(65)	28%	(34)	8%	(10)	9%	(11)	120
Somewhat Favorable of Trump	38%	(37)	41%	(40)	12%	(12)	8%	(8)	97
Somewhat Unfavorable of Trump	35%	(17)	51%	(25)	12%	(6)	2%	(1)	49
Very Unfavorable of Trump	48%	(81)	36%	(60)	10%	(16)	7%	(11)	168
Pre-school	44%	(38)	33%	(28)	17%	(15)	6%	(5)	86
Grade school (Grades 1 – 5)	47%	(101)	35%	(77)	10%	(21)	8%	(18)	217
Middle school (Grades 6 – 8)	43%	(71)	42%	(70)	9%	(15)	7%	(11)	167
High school (Grades 9 – 12)	43%	(76)	40%	(72)	8%	(14)	9%	(16)	178
Children attend: Public school	45%	(173)	39%	(149)	9%	(36)	7%	(28)	386
Children attend: Private school	42%	(25)	30%	(18)	15%	(9)	13%	(8)	60
Children attend: Both	69%	(9)	31%	(4)	—	(0)	—	(0)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD23:** Which of the following comes closest to your view, even if neither is exactly right?

Demographic	The best way to protect my child from a school shooter is to arm school guards and teachers, who can then protect the students.		The best way to protect my child from a school shooter is to pass gun control laws that limit a potential shooters access to a gun.		Total N
Parents of children	56%	(257)	44%	(202)	459
Gender: Male	62%	(130)	38%	(81)	211
Gender: Female	51%	(127)	49%	(121)	248
Age: 18-29	50%	(21)	50%	(21)	42
Age: 30-44	59%	(157)	41%	(111)	268
Age: 45-54	54%	(67)	46%	(57)	124
Age: 55-64	44%	(8)	56%	(10)	18
Age: 65+	57%	(4)	43%	(3)	7
Generation Z: 18-21	50%	(3)	50%	(3)	6
Millennial: Age 22-37	58%	(97)	42%	(71)	168
Generation X: Age 38-53	55%	(142)	45%	(114)	256
Boomers: Age 54-72	52%	(15)	48%	(14)	29
PID: Rep (no lean)	80%	(122)	20%	(30)	152
PID: Dem (no lean)	25%	(35)	75%	(103)	138
PID: Ind (no lean)	57%	(68)	43%	(51)	119
PID/Gender: Dem Men	34%	(20)	66%	(39)	59
PID/Gender: Dem Women	19%	(15)	81%	(64)	79
PID/Gender: Ind Men	57%	(31)	43%	(23)	54
PID/Gender: Ind Women	57%	(37)	43%	(28)	65
PID/Gender: Rep Men	85%	(62)	15%	(11)	73
PID/Gender: Rep Women	76%	(60)	24%	(19)	79
Ideo: Liberal (1-3)	36%	(47)	64%	(83)	130
Ideo: Moderate (4)	47%	(45)	53%	(50)	95
Ideo: Conservative (5-7)	75%	(114)	25%	(38)	152
Educ: < College	58%	(177)	42%	(127)	304
Educ: Bachelors degree	47%	(40)	53%	(45)	85
Educ: Post-grad	57%	(40)	43%	(30)	70

Continued on next page

**Table BRD23:** Which of the following comes closest to your view, even if neither is exactly right?

Demographic	The best way to protect my child from a school shooter is to arm school guards and teachers, who can then protect the students.		The best way to protect my child from a school shooter is to pass gun control laws that limit a potential shooters access to a gun.		Total N
Parents of children	56%	(257)	44%	(202)	459
Income: Under 50k	55%	(116)	45%	(96)	212
Income: 50k-100k	60%	(95)	40%	(63)	158
Income: 100k+	52%	(46)	48%	(43)	89
Ethnicity: White	61%	(222)	39%	(141)	363
Ethnicity: Hispanic	49%	(25)	51%	(26)	51
Ethnicity: Afr. Am.	29%	(16)	71%	(39)	55
Ethnicity: Other	46%	(19)	54%	(22)	41
Relig: Protestant	64%	(58)	36%	(33)	91
Relig: Roman Catholic	49%	(40)	51%	(42)	82
Relig: Something Else	47%	(24)	53%	(27)	51
Relig: Jewish	75%	(6)	25%	(2)	8
Relig: Evangelical	63%	(85)	37%	(50)	135
Relig: Non-Evang. Catholics	49%	(52)	51%	(55)	107
Relig: All Christian	57%	(137)	43%	(105)	242
Relig: All Non-Christian	47%	(24)	53%	(27)	51
Community: Urban	46%	(45)	54%	(53)	98
Community: Suburban	57%	(120)	43%	(92)	212
Community: Rural	62%	(92)	38%	(57)	149
Employ: Private Sector	51%	(106)	49%	(103)	209
Employ: Government	60%	(25)	40%	(17)	42
Employ: Self-Employed	73%	(32)	27%	(12)	44
Employ: Homemaker	61%	(40)	39%	(26)	66
Employ: Student	25%	(2)	75%	(6)	8
Employ: Retired	54%	(7)	46%	(6)	13
Employ: Unemployed	59%	(19)	41%	(13)	32
Employ: Other	58%	(26)	42%	(19)	45
Military HH: Yes	62%	(46)	38%	(28)	74
Military HH: No	55%	(211)	45%	(174)	385

Continued on next page

**Table BRD23:** Which of the following comes closest to your view, even if neither is exactly right?

Demographic	The best way to protect my child from a school shooter is to arm school guards and teachers, who can then protect the students.		The best way to protect my child from a school shooter is to pass gun control laws that limit a potential shooters access to a gun.		Total N
Parents of children	56%	(257)	44%	(202)	459
RD/WT: Right Direction	78%	(166)	22%	(47)	213
RD/WT: Wrong Track	37%	(91)	63%	(155)	246
Trump Job Approve	79%	(178)	21%	(47)	225
Trump Job Disapprove	31%	(65)	69%	(143)	208
Trump Job Strongly Approve	87%	(99)	13%	(15)	114
Trump Job Somewhat Approve	71%	(79)	29%	(32)	111
Trump Job Somewhat Disapprove	47%	(28)	53%	(31)	59
Trump Job Strongly Disapprove	25%	(37)	75%	(112)	149
#1 Issue: Economy	59%	(102)	41%	(70)	172
#1 Issue: Security	67%	(52)	33%	(26)	78
#1 Issue: Health Care	51%	(43)	49%	(41)	84
#1 Issue: Medicare / Social Security	55%	(11)	45%	(9)	20
#1 Issue: Women's Issues	50%	(8)	50%	(8)	16
#1 Issue: Education	49%	(27)	51%	(28)	55
#1 Issue: Energy	36%	(5)	64%	(9)	14
#1 Issue: Other	45%	(9)	55%	(11)	20
2016 Vote: Hillary Clinton	23%	(29)	77%	(98)	127
2016 Vote: Donald Trump	80%	(148)	20%	(37)	185
2016 Vote: Someone else	53%	(31)	47%	(27)	58
2016 Vote: Didn't Vote	55%	(49)	45%	(40)	89
Voted in 2014: Yes	55%	(166)	45%	(137)	303
Voted in 2014: No	58%	(91)	42%	(65)	156
2012 Vote: Barack Obama	34%	(63)	66%	(123)	186
2012 Vote: Mitt Romney	77%	(96)	23%	(28)	124
2012 Vote: Other	71%	(22)	29%	(9)	31
2012 Vote: Didn't Vote	64%	(76)	36%	(42)	118

Continued on next page

**Table BRD23:** Which of the following comes closest to your view, even if neither is exactly right?

Demographic	The best way to protect my child from a school shooter is to arm school guards and teachers, who can then protect the students.		The best way to protect my child from a school shooter is to pass gun control laws that limit a potential shooters access to a gun.		Total N
Parents of children	56%	(257)	44%	(202)	459
4-Region: Northeast	50%	(37)	50%	(37)	74
4-Region: Midwest	54%	(65)	46%	(56)	121
4-Region: South	59%	(104)	41%	(71)	175
4-Region: West	57%	(51)	43%	(38)	89
Favorable of Trump	82%	(177)	18%	(40)	217
Unfavorable of Trump	33%	(71)	67%	(146)	217
Very Favorable of Trump	88%	(106)	12%	(14)	120
Somewhat Favorable of Trump	73%	(71)	27%	(26)	97
Somewhat Unfavorable of Trump	43%	(21)	57%	(28)	49
Very Unfavorable of Trump	30%	(50)	70%	(118)	168
Pre-school	50%	(43)	50%	(43)	86
Grade school (Grades 1 – 5)	58%	(125)	42%	(92)	217
Middle school (Grades 6 – 8)	54%	(90)	46%	(77)	167
High school (Grades 9 – 12)	59%	(105)	41%	(73)	178
Children attend: Public school	56%	(215)	44%	(171)	386
Children attend: Private school	60%	(36)	40%	(24)	60
Children attend: Both	46%	(6)	54%	(7)	13

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Parents of children	459	100%
xdemGender	Gender: Male	211	46%
	Gender: Female	248	54%
	N	459	
age5	Age: 18-29	42	9%
	Age: 30-44	268	58%
	Age: 45-54	124	27%
	Age: 55-64	18	4%
	Age: 65+	7	2%
	N	459	
demAgeGeneration	Generation Z: 18-21	6	1%
	Millennial: Age 22-37	168	37%
	Generation X: Age 38-53	256	56%
	Boomers: Age 54-72	29	6%
	N	459	
xpid3	PID: Rep (no lean)	152	33%
	PID: Dem (no lean)	138	30%
	PID: Ind (no lean)	119	26%
	N	409	
xpidGender	PID/Gender: Dem Men	59	13%
	PID/Gender: Dem Women	79	17%
	PID/Gender: Ind Men	54	12%
	PID/Gender: Ind Women	65	14%
	PID/Gender: Rep Men	73	16%
	PID/Gender: Rep Women	79	17%
	N	409	
xdemIdeo3	Ideo: Liberal (1-3)	130	28%
	Ideo: Moderate (4)	95	21%
	Ideo: Conservative (5-7)	152	33%
	N	377	
xeduc3	Educ: < College	304	66%
	Educ: Bachelors degree	85	19%
	Educ: Post-grad	70	15%
	N	459	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	212	46%
	Income: 50k-100k	158	34%
	Income: 100k+	89	19%
	N	459	
xdemWhite	Ethnicity: White	363	79%
xdemHispBin	Ethnicity: Hispanic	51	11%
demBlackBin	Ethnicity: Afr. Am.	55	12%
demRaceOther	Ethnicity: Other	41	9%
xrelNet	Relig: Protestant	91	20%
	Relig: Roman Catholic	82	18%
	Relig: Something Else	51	11%
	N	224	
xreligion1	Relig: Jewish	8	2%
xreligion2	Relig: Evangelical	135	29%
	Relig: Non-Evang. Catholics	107	23%
	N	242	
xreligion3	Relig: All Christian	242	53%
	Relig: All Non-Christian	51	11%
	N	293	
xdemUsr	Community: Urban	98	21%
	Community: Suburban	212	46%
	Community: Rural	149	32%
	N	459	
xdemEmploy	Employ: Private Sector	209	46%
	Employ: Government	42	9%
	Employ: Self-Employed	44	10%
	Employ: Homemaker	66	14%
	Employ: Student	8	2%
	Employ: Retired	13	3%
	Employ: Unemployed	32	7%
	Employ: Other	45	10%
	N	459	
xdemMilHH1	Military HH: Yes	74	16%
	Military HH: No	385	84%
	N	459	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	213	46%
	RD/WT: Wrong Track	246	54%
	N	459	
Trump_Approve	Trump Job Approve	225	49%
	Trump Job Disapprove	208	45%
	N	433	
Trump_Approve2	Trump Job Strongly Approve	114	25%
	Trump Job Somewhat Approve	111	24%
	Trump Job Somewhat Disapprove	59	13%
	Trump Job Strongly Disapprove	149	32%
	N	433	
xnr3	#1 Issue: Economy	172	37%
	#1 Issue: Security	78	17%
	#1 Issue: Health Care	84	18%
	#1 Issue: Medicare / Social Security	20	4%
	#1 Issue: Women's Issues	16	3%
	#1 Issue: Education	55	12%
	#1 Issue: Energy	14	3%
	#1 Issue: Other	20	4%
	N	459	
xsubVote16O	2016 Vote: Hillary Clinton	127	28%
	2016 Vote: Donald Trump	185	40%
	2016 Vote: Someone else	58	13%
	2016 Vote: Didn't Vote	89	19%
	N	459	
xsubVote14O	Voted in 2014: Yes	303	66%
	Voted in 2014: No	156	34%
	N	459	
xsubVote12O	2012 Vote: Barack Obama	186	41%
	2012 Vote: Mitt Romney	124	27%
	2012 Vote: Other	31	7%
	2012 Vote: Didn't Vote	118	26%
	N	459	
xreg4	4-Region: Northeast	74	16%
	4-Region: Midwest	121	26%
	4-Region: South	175	38%
	4-Region: West	89	19%
	N	459	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	217	47%
	Unfavorable of Trump	217	47%
	N	434	
Trump_Fav_FULL	Very Favorable of Trump	120	26%
	Somewhat Favorable of Trump	97	21%
	Somewhat Unfavorable of Trump	49	11%
	Very Unfavorable of Trump	168	37%
	N	434	
BRD1_2NET_DEMC	Pre-school	86	19%
BRD1_3NET_DEMO	Grade school (Grades 1 – 5)	217	47%
BRD1_4NET_DEMC	Middle school (Grades 6 – 8)	167	36%
BRD1_5NET_DEMO	High school (Grades 9 – 12)	178	39%
BRD2_DEMO	Children attend: Public school	386	84%
	Children attend: Private school	60	13%
	Children attend: Both	13	3%
	N	459	

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

