



National Tracking Poll #2107102  
July 23-26, 2021

*Crosstabulation Results*

*Methodology:*

This poll was conducted between July 23-July 26, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

# Table Index

1	<b>Table ADW1:</b> <i>Will you or your child be attending school this upcoming school year?</i> . . . . .	3
2	<b>Table ADW2:</b> <i>In the year prior to the pandemic, did you do back to school shopping mostly .</i>	6
3	<b>Table ADW3:</b> <i>During the pandemic, did you do back to school shopping mostly . . . . .</i>	9
4	<b>Table ADW4:</b> <i>For the upcoming school year, do you plan to do back to school shopping mostly</i>	12
5	<b>Table ADW5_1:</b> <i>For the upcoming school year, do you plan to buy each of the following mostly Backpack . . . . .</i>	15
6	<b>Table ADW5_2:</b> <i>For the upcoming school year, do you plan to buy each of the following mostly Clothing . . . . .</i>	18
7	<b>Table ADW5_3:</b> <i>For the upcoming school year, do you plan to buy each of the following mostly Notebooks/binders . . . . .</i>	21
8	<b>Table ADW5_4:</b> <i>For the upcoming school year, do you plan to buy each of the following mostly Pens/pencils . . . . .</i>	24
9	<b>Table ADW5_5:</b> <i>For the upcoming school year, do you plan to buy each of the following mostly Dorm room gear . . . . .</i>	27
10	<b>Table ADW5_6:</b> <i>For the upcoming school year, do you plan to buy each of the following mostly Electronics . . . . .</i>	30
11	<b>Table ADW5_7:</b> <i>For the upcoming school year, do you plan to buy each of the following mostly Lunch/food items . . . . .</i>	33
12	<b>Table ADW6:</b> <i>To what extent is the COVID-19 pandemic a factor in your decision to do back to school shopping mostly online?</i> . . . . .	36
13	<b>Summary Statistics of Survey Respondent Demographics . . . . .</b>	37

## Crosstabulation Results by Respondent Demographics

**Table ADW1:** Will you or your child be attending school this upcoming school year?

Demographic	Yes		No		Total N
Adults	32%	(695)	68%	(1505)	2200
Gender: Male	32%	(338)	68%	(724)	1062
Gender: Female	31%	(357)	69%	(781)	1138
Age: 18-34	44%	(289)	56%	(366)	655
Age: 35-44	54%	(192)	46%	(165)	358
Age: 45-64	25%	(188)	75%	(563)	751
Age: 65+	6%	(26)	94%	(411)	436
GenZers: 1997-2012	50%	(115)	50%	(114)	229
Millennials: 1981-1996	46%	(293)	54%	(342)	635
GenXers: 1965-1980	39%	(225)	61%	(351)	576
Baby Boomers: 1946-1964	8%	(57)	92%	(615)	672
PID: Dem (no lean)	36%	(312)	64%	(545)	857
PID: Ind (no lean)	27%	(178)	73%	(483)	661
PID: Rep (no lean)	30%	(205)	70%	(477)	681
PID/Gender: Dem Men	40%	(160)	60%	(245)	405
PID/Gender: Dem Women	33%	(151)	67%	(301)	452
PID/Gender: Ind Men	21%	(64)	79%	(245)	309
PID/Gender: Ind Women	32%	(114)	68%	(238)	352
PID/Gender: Rep Men	33%	(113)	67%	(234)	347
PID/Gender: Rep Women	27%	(92)	73%	(243)	334
Ideo: Liberal (1-3)	35%	(231)	65%	(427)	657
Ideo: Moderate (4)	30%	(199)	70%	(460)	659
Ideo: Conservative (5-7)	28%	(191)	72%	(495)	686
Educ: < College	29%	(445)	71%	(1068)	1512
Educ: Bachelors degree	35%	(154)	65%	(290)	444
Educ: Post-grad	40%	(96)	60%	(148)	244
Income: Under 50k	26%	(329)	74%	(923)	1251
Income: 50k-100k	36%	(229)	64%	(399)	627
Income: 100k+	43%	(137)	57%	(184)	321
Ethnicity: White	30%	(523)	70%	(1199)	1722

Continued on next page

**Table ADW1:** Will you or your child be attending school this upcoming school year?

Demographic	Yes		No		Total N
Adults	32%	(695)	68%	(1505)	2200
Ethnicity: Hispanic	41%	(144)	59%	(205)	349
Ethnicity: Black	38%	(104)	62%	(170)	274
Ethnicity: Other	33%	(68)	67%	(136)	204
All Christian	30%	(289)	70%	(679)	968
All Non-Christian	54%	(68)	46%	(58)	126
Atheist	25%	(26)	75%	(79)	105
Agnostic/Nothing in particular	27%	(154)	73%	(415)	570
Something Else	36%	(157)	64%	(275)	432
Religious Non-Protestant/Catholic	53%	(76)	47%	(69)	145
Evangelical	34%	(190)	66%	(365)	555
Non-Evangelical	30%	(241)	70%	(571)	811
Community: Urban	38%	(244)	62%	(393)	637
Community: Suburban	29%	(286)	71%	(714)	1000
Community: Rural	29%	(165)	71%	(399)	563
Employ: Private Sector	42%	(280)	58%	(388)	668
Employ: Government	44%	(57)	56%	(71)	128
Employ: Self-Employed	40%	(82)	60%	(123)	205
Employ: Homemaker	51%	(82)	49%	(80)	162
Employ: Student	68%	(50)	32%	(24)	74
Employ: Retired	7%	(39)	93%	(494)	532
Employ: Unemployed	23%	(65)	77%	(213)	279
Employ: Other	26%	(39)	74%	(113)	152
Military HH: Yes	30%	(102)	70%	(243)	345
Military HH: No	32%	(593)	68%	(1262)	1855
RD/WT: Right Direction	34%	(352)	66%	(690)	1042
RD/WT: Wrong Track	30%	(343)	70%	(815)	1158
Biden Job Approve	33%	(390)	67%	(776)	1166
Biden Job Disapprove	28%	(254)	72%	(652)	906
Biden Job Strongly Approve	33%	(207)	67%	(414)	621
Biden Job Somewhat Approve	34%	(183)	66%	(362)	545
Biden Job Somewhat Disapprove	36%	(96)	64%	(169)	265
Biden Job Strongly Disapprove	25%	(158)	75%	(483)	641

Continued on next page

**Table ADW1:** Will you or your child be attending school this upcoming school year?

Demographic	Yes		No		Total N
Adults	32%	(695)	68%	(1505)	2200
Favorable of Biden	33%	(378)	67%	(772)	1149
Unfavorable of Biden	29%	(274)	71%	(659)	932
Very Favorable of Biden	31%	(201)	69%	(446)	647
Somewhat Favorable of Biden	35%	(176)	65%	(325)	502
Somewhat Unfavorable of Biden	35%	(76)	65%	(144)	220
Very Unfavorable of Biden	28%	(197)	72%	(514)	712
#1 Issue: Economy	37%	(292)	63%	(495)	787
#1 Issue: Security	23%	(77)	77%	(250)	327
#1 Issue: Health Care	32%	(99)	68%	(214)	313
#1 Issue: Medicare / Social Security	13%	(32)	87%	(225)	257
#1 Issue: Women's Issues	40%	(50)	60%	(77)	127
#1 Issue: Education	54%	(62)	46%	(52)	114
#1 Issue: Energy	31%	(43)	69%	(98)	141
#1 Issue: Other	30%	(40)	70%	(93)	133
2020 Vote: Joe Biden	33%	(320)	67%	(656)	975
2020 Vote: Donald Trump	29%	(218)	71%	(531)	750
2020 Vote: Other	30%	(16)	70%	(37)	53
2020 Vote: Didn't Vote	34%	(141)	66%	(278)	419
2018 House Vote: Democrat	31%	(225)	69%	(511)	735
2018 House Vote: Republican	30%	(178)	70%	(425)	604
2018 House Vote: Someone else	27%	(16)	73%	(41)	56
2016 Vote: Hillary Clinton	29%	(209)	71%	(503)	712
2016 Vote: Donald Trump	29%	(195)	71%	(478)	673
2016 Vote: Other	28%	(31)	72%	(77)	108
2016 Vote: Didn't Vote	37%	(259)	63%	(446)	705
Voted in 2014: Yes	29%	(362)	71%	(881)	1243
Voted in 2014: No	35%	(332)	65%	(625)	957
4-Region: Northeast	32%	(126)	68%	(267)	394
4-Region: Midwest	32%	(148)	68%	(315)	462
4-Region: South	31%	(256)	69%	(568)	824
4-Region: West	32%	(164)	68%	(356)	520

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

**Table ADW2: In the year prior to the pandemic, did you do back to school shopping mostly**

Demographic	In-person		Online		Equally split between in-person and online		I did not do any back to school shopping prior to the pandemic		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	48%	(336)	18%	(125)	21%	(146)	13%	(87)	695
Gender: Male	48%	(162)	19%	(66)	24%	(82)	8%	(27)	338
Gender: Female	49%	(174)	17%	(59)	18%	(64)	17%	(59)	357
Age: 18-34	43%	(125)	22%	(63)	25%	(72)	10%	(29)	289
Age: 35-44	45%	(87)	16%	(30)	24%	(46)	15%	(29)	192
Age: 45-64	62%	(116)	15%	(27)	13%	(24)	11%	(20)	188
GenZers: 1997-2012	41%	(48)	23%	(27)	22%	(26)	13%	(15)	115
Millennials: 1981-1996	42%	(123)	18%	(54)	26%	(77)	13%	(38)	293
GenXers: 1965-1980	61%	(137)	17%	(39)	15%	(33)	7%	(17)	225
Baby Boomers: 1946-1964	43%	(24)	10%	(5)	19%	(11)	29%	(16)	57
PID: Dem (no lean)	43%	(134)	21%	(64)	23%	(71)	14%	(43)	312
PID: Ind (no lean)	50%	(89)	13%	(23)	21%	(37)	16%	(29)	178
PID: Rep (no lean)	56%	(114)	18%	(37)	19%	(38)	7%	(15)	205
PID/Gender: Dem Men	41%	(65)	23%	(37)	29%	(46)	8%	(12)	160
PID/Gender: Dem Women	45%	(68)	18%	(27)	17%	(25)	20%	(31)	151
PID/Gender: Ind Men	53%	(34)	12%	(8)	17%	(11)	18%	(12)	64
PID/Gender: Ind Women	48%	(55)	14%	(16)	23%	(26)	15%	(17)	114
PID/Gender: Rep Men	56%	(63)	19%	(21)	23%	(26)	3%	(4)	113
PID/Gender: Rep Women	55%	(51)	18%	(16)	14%	(13)	13%	(12)	92
Ideo: Liberal (1-3)	44%	(101)	23%	(53)	22%	(51)	11%	(25)	231
Ideo: Moderate (4)	46%	(92)	17%	(33)	23%	(46)	14%	(29)	199
Ideo: Conservative (5-7)	59%	(112)	15%	(29)	18%	(35)	8%	(15)	191
Educ: < College	51%	(225)	18%	(81)	18%	(80)	13%	(60)	445
Educ: Bachelors degree	47%	(72)	19%	(30)	26%	(39)	8%	(12)	154
Educ: Post-grad	41%	(39)	15%	(15)	29%	(28)	15%	(15)	96
Income: Under 50k	47%	(153)	18%	(59)	19%	(63)	16%	(53)	329
Income: 50k-100k	52%	(118)	16%	(36)	22%	(49)	11%	(25)	229
Income: 100k+	48%	(65)	22%	(30)	24%	(34)	6%	(9)	137
Ethnicity: White	50%	(262)	18%	(93)	21%	(109)	11%	(58)	523
Ethnicity: Hispanic	39%	(57)	18%	(27)	27%	(39)	15%	(22)	144

Continued on next page

**Table ADW2:** *In the year prior to the pandemic, did you do back to school shopping mostly*

Demographic	In-person		Online		Equally split between in-person and online		I did not do any back to school shopping prior to the pandemic		Total N
Adults	48%	(336)	18%	(125)	21%	(146)	13%	(87)	695
Ethnicity: Black	40%	(42)	19%	(19)	23%	(24)	18%	(19)	104
Ethnicity: Other	49%	(33)	18%	(12)	19%	(13)	14%	(9)	68
All Christian	49%	(140)	19%	(54)	23%	(68)	9%	(26)	289
All Non-Christian	36%	(25)	26%	(18)	23%	(16)	15%	(10)	68
Agnostic/Nothing in particular	46%	(70)	20%	(31)	19%	(29)	16%	(25)	154
Something Else	55%	(87)	12%	(19)	19%	(30)	14%	(22)	157
Religious Non-Protestant/Catholic	38%	(29)	24%	(19)	22%	(16)	16%	(12)	76
Evangelical	51%	(96)	15%	(29)	24%	(46)	10%	(18)	190
Non-Evangelical	51%	(124)	17%	(42)	19%	(47)	12%	(28)	241
Community: Urban	42%	(102)	21%	(52)	25%	(61)	12%	(28)	244
Community: Suburban	53%	(151)	15%	(44)	20%	(56)	12%	(35)	286
Community: Rural	51%	(83)	18%	(29)	18%	(29)	14%	(24)	165
Employ: Private Sector	51%	(144)	16%	(44)	25%	(69)	8%	(23)	280
Employ: Government	50%	(29)	28%	(16)	17%	(10)	5%	(3)	57
Employ: Self-Employed	47%	(39)	23%	(19)	24%	(20)	5%	(5)	82
Employ: Homemaker	59%	(48)	13%	(10)	12%	(10)	17%	(14)	82
Employ: Student	34%	(17)	31%	(15)	20%	(10)	15%	(7)	50
Employ: Unemployed	32%	(21)	20%	(13)	16%	(10)	33%	(21)	65
Military HH: Yes	48%	(49)	19%	(19)	23%	(24)	9%	(10)	102
Military HH: No	48%	(287)	18%	(106)	21%	(122)	13%	(77)	593
RD/WT: Right Direction	44%	(154)	18%	(62)	26%	(91)	13%	(45)	352
RD/WT: Wrong Track	53%	(183)	18%	(63)	16%	(56)	12%	(42)	343
Biden Job Approve	41%	(160)	20%	(80)	24%	(93)	14%	(56)	390
Biden Job Disapprove	62%	(156)	13%	(33)	16%	(41)	9%	(23)	254
Biden Job Strongly Approve	41%	(85)	21%	(44)	25%	(53)	12%	(25)	207
Biden Job Somewhat Approve	41%	(75)	19%	(35)	22%	(41)	17%	(32)	183
Biden Job Somewhat Disapprove	56%	(54)	14%	(13)	20%	(19)	11%	(10)	96
Biden Job Strongly Disapprove	65%	(102)	13%	(20)	14%	(22)	8%	(13)	158

Continued on next page

**Table ADW2:** *In the year prior to the pandemic, did you do back to school shopping mostly*

Demographic	In-person		Online		Equally split between in-person and online		I did not do any back to school shopping prior to the pandemic		Total N
Adults	48%	(336)	18%	(125)	21%	(146)	13%	(87)	695
Favorable of Biden	43%	(161)	18%	(68)	23%	(88)	16%	(60)	378
Unfavorable of Biden	58%	(160)	16%	(45)	17%	(48)	8%	(22)	274
Very Favorable of Biden	40%	(80)	23%	(45)	25%	(51)	13%	(25)	201
Somewhat Favorable of Biden	46%	(82)	13%	(23)	21%	(37)	20%	(35)	176
Somewhat Unfavorable of Biden	55%	(42)	16%	(12)	22%	(17)	7%	(5)	76
Very Unfavorable of Biden	59%	(117)	17%	(33)	16%	(31)	8%	(16)	197
#1 Issue: Economy	52%	(151)	16%	(47)	22%	(64)	10%	(29)	292
#1 Issue: Security	58%	(45)	18%	(14)	16%	(13)	7%	(6)	77
#1 Issue: Health Care	44%	(44)	26%	(26)	25%	(24)	5%	(5)	99
#1 Issue: Women's Issues	35%	(18)	21%	(11)	16%	(8)	28%	(14)	50
#1 Issue: Education	43%	(27)	24%	(15)	17%	(11)	16%	(10)	62
2020 Vote: Joe Biden	43%	(137)	20%	(63)	23%	(72)	15%	(47)	320
2020 Vote: Donald Trump	55%	(120)	19%	(42)	16%	(35)	10%	(21)	218
2020 Vote: Didn't Vote	50%	(70)	13%	(18)	25%	(36)	12%	(17)	141
2018 House Vote: Democrat	44%	(100)	18%	(40)	24%	(54)	14%	(31)	225
2018 House Vote: Republican	55%	(99)	15%	(28)	20%	(36)	9%	(16)	178
2016 Vote: Hillary Clinton	41%	(86)	16%	(34)	28%	(58)	15%	(31)	209
2016 Vote: Donald Trump	53%	(103)	19%	(37)	20%	(39)	8%	(16)	195
2016 Vote: Didn't Vote	49%	(127)	20%	(52)	18%	(47)	13%	(34)	259
Voted in 2014: Yes	48%	(172)	17%	(61)	24%	(88)	11%	(41)	362
Voted in 2014: No	49%	(164)	19%	(64)	18%	(58)	14%	(46)	332
4-Region: Northeast	37%	(47)	25%	(32)	24%	(31)	13%	(17)	126
4-Region: Midwest	58%	(86)	15%	(22)	17%	(25)	10%	(14)	148
4-Region: South	53%	(135)	12%	(31)	25%	(63)	11%	(27)	256
4-Region: West	41%	(68)	24%	(40)	17%	(28)	17%	(29)	164

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

**Table ADW3: During the pandemic, did you do back to school shopping mostly**

Demographic	In-person		Online		Equally split between in-person and online		I did not do any back to school shopping during the pandemic		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	33%	(233)	29%	(199)	20%	(141)	18%	(122)	695
Gender: Male	35%	(118)	33%	(111)	21%	(71)	11%	(37)	338
Gender: Female	32%	(115)	24%	(87)	20%	(70)	24%	(85)	357
Age: 18-34	33%	(96)	30%	(86)	23%	(68)	14%	(40)	289
Age: 35-44	31%	(59)	26%	(50)	21%	(41)	22%	(42)	192
Age: 45-64	40%	(76)	29%	(54)	15%	(28)	16%	(30)	188
GenZers: 1997-2012	37%	(43)	27%	(31)	18%	(21)	18%	(21)	115
Millennials: 1981-1996	32%	(92)	29%	(85)	25%	(72)	15%	(43)	293
GenXers: 1965-1980	35%	(78)	30%	(68)	17%	(39)	18%	(40)	225
Baby Boomers: 1946-1964	33%	(18)	22%	(12)	15%	(8)	31%	(18)	57
PID: Dem (no lean)	25%	(79)	37%	(114)	21%	(66)	17%	(53)	312
PID: Ind (no lean)	33%	(58)	24%	(43)	17%	(31)	26%	(46)	178
PID: Rep (no lean)	47%	(95)	20%	(42)	22%	(44)	12%	(24)	205
PID/Gender: Dem Men	27%	(43)	42%	(68)	22%	(35)	9%	(15)	160
PID/Gender: Dem Women	24%	(36)	30%	(46)	21%	(31)	25%	(38)	151
PID/Gender: Ind Men	36%	(23)	22%	(14)	15%	(10)	27%	(17)	64
PID/Gender: Ind Women	31%	(35)	25%	(29)	19%	(21)	25%	(28)	114
PID/Gender: Rep Men	46%	(52)	26%	(29)	24%	(27)	4%	(5)	113
PID/Gender: Rep Women	47%	(43)	13%	(12)	19%	(17)	21%	(19)	92
Ideo: Liberal (1-3)	28%	(64)	39%	(90)	20%	(45)	14%	(32)	231
Ideo: Moderate (4)	30%	(59)	26%	(51)	20%	(41)	24%	(48)	199
Ideo: Conservative (5-7)	44%	(83)	23%	(45)	19%	(37)	14%	(26)	191
Educ: < College	38%	(169)	25%	(113)	19%	(86)	17%	(77)	445
Educ: Bachelors degree	28%	(43)	31%	(47)	23%	(36)	18%	(27)	154
Educ: Post-grad	22%	(21)	40%	(39)	20%	(19)	18%	(18)	96
Income: Under 50k	35%	(116)	24%	(79)	20%	(65)	21%	(68)	329
Income: 50k-100k	34%	(77)	28%	(64)	21%	(47)	18%	(41)	229
Income: 100k+	29%	(40)	41%	(56)	21%	(28)	9%	(13)	137
Ethnicity: White	36%	(186)	28%	(148)	21%	(109)	15%	(80)	523
Ethnicity: Hispanic	31%	(45)	23%	(33)	27%	(39)	19%	(27)	144

Continued on next page

**Table ADW3:** During the pandemic, did you do back to school shopping mostly

Demographic	In-person		Online		Equally split between in-person and online		I did not do any back to school shopping during the pandemic		Total N
Adults	33%	(233)	29%	(199)	20%	(141)	18%	(122)	695
Ethnicity: Black	26%	(27)	26%	(27)	19%	(19)	29%	(31)	104
Ethnicity: Other	29%	(19)	35%	(24)	20%	(13)	17%	(11)	68
All Christian	33%	(96)	34%	(99)	21%	(61)	11%	(33)	289
All Non-Christian	16%	(11)	43%	(29)	26%	(18)	15%	(10)	68
Agnostic/Nothing in particular	31%	(48)	26%	(39)	23%	(35)	21%	(32)	154
Something Else	43%	(68)	16%	(25)	14%	(21)	28%	(44)	157
Religious Non-Protestant/Catholic	16%	(12)	42%	(32)	26%	(20)	16%	(12)	76
Evangelical	42%	(79)	27%	(51)	15%	(29)	16%	(31)	190
Non-Evangelical	34%	(81)	29%	(69)	20%	(47)	18%	(44)	241
Community: Urban	30%	(74)	31%	(75)	21%	(52)	18%	(43)	244
Community: Suburban	34%	(98)	28%	(79)	19%	(54)	19%	(55)	286
Community: Rural	37%	(60)	27%	(45)	21%	(35)	15%	(25)	165
Employ: Private Sector	35%	(99)	30%	(83)	23%	(63)	12%	(34)	280
Employ: Government	28%	(16)	30%	(17)	28%	(16)	13%	(8)	57
Employ: Self-Employed	34%	(28)	38%	(31)	19%	(15)	9%	(7)	82
Employ: Homemaker	41%	(34)	18%	(14)	14%	(12)	27%	(22)	82
Employ: Student	21%	(11)	44%	(22)	13%	(6)	22%	(11)	50
Employ: Unemployed	18%	(12)	23%	(15)	22%	(14)	38%	(24)	65
Military HH: Yes	29%	(29)	34%	(35)	21%	(22)	15%	(16)	102
Military HH: No	34%	(203)	28%	(164)	20%	(119)	18%	(107)	593
RD/WT: Right Direction	28%	(98)	32%	(114)	23%	(81)	17%	(58)	352
RD/WT: Wrong Track	39%	(134)	25%	(85)	17%	(60)	19%	(64)	343
Biden Job Approve	27%	(104)	35%	(138)	21%	(80)	17%	(67)	390
Biden Job Disapprove	46%	(117)	20%	(50)	19%	(49)	15%	(39)	254
Biden Job Strongly Approve	26%	(54)	40%	(83)	22%	(45)	12%	(25)	207
Biden Job Somewhat Approve	28%	(51)	30%	(55)	19%	(35)	23%	(42)	183
Biden Job Somewhat Disapprove	35%	(34)	25%	(24)	25%	(24)	14%	(14)	96
Biden Job Strongly Disapprove	53%	(83)	16%	(26)	16%	(24)	16%	(25)	158

Continued on next page

**Table ADW3:** During the pandemic, did you do back to school shopping mostly

Demographic	In-person		Online		Equally split between in-person and online		I did not do any back to school shopping during the pandemic		Total N
Adults	33%	(233)	29%	(199)	20%	(141)	18%	(122)	695
Favorable of Biden	26%	(98)	34%	(128)	22%	(82)	18%	(70)	378
Unfavorable of Biden	45%	(123)	21%	(58)	19%	(51)	15%	(42)	274
Very Favorable of Biden	22%	(44)	41%	(82)	22%	(44)	15%	(31)	201
Somewhat Favorable of Biden	30%	(53)	26%	(46)	22%	(38)	22%	(39)	176
Somewhat Unfavorable of Biden	31%	(24)	25%	(19)	24%	(19)	19%	(14)	76
Very Unfavorable of Biden	50%	(99)	19%	(38)	16%	(32)	14%	(28)	197
#1 Issue: Economy	33%	(95)	27%	(79)	26%	(75)	15%	(43)	292
#1 Issue: Security	47%	(36)	31%	(24)	14%	(11)	8%	(6)	77
#1 Issue: Health Care	31%	(31)	33%	(32)	21%	(21)	15%	(15)	99
#1 Issue: Women's Issues	24%	(12)	26%	(13)	12%	(6)	38%	(19)	50
#1 Issue: Education	24%	(15)	42%	(26)	15%	(9)	20%	(12)	62
2020 Vote: Joe Biden	25%	(80)	35%	(112)	20%	(64)	20%	(63)	320
2020 Vote: Donald Trump	44%	(95)	25%	(55)	18%	(40)	13%	(28)	218
2020 Vote: Didn't Vote	38%	(53)	19%	(26)	25%	(35)	19%	(27)	141
2018 House Vote: Democrat	23%	(51)	36%	(82)	22%	(49)	19%	(43)	225
2018 House Vote: Republican	44%	(78)	23%	(42)	20%	(36)	12%	(22)	178
2016 Vote: Hillary Clinton	20%	(42)	36%	(75)	24%	(51)	20%	(41)	209
2016 Vote: Donald Trump	41%	(80)	28%	(55)	19%	(37)	11%	(22)	195
2016 Vote: Didn't Vote	36%	(94)	25%	(63)	20%	(51)	20%	(51)	259
Voted in 2014: Yes	33%	(120)	30%	(108)	20%	(74)	17%	(61)	362
Voted in 2014: No	34%	(113)	27%	(91)	20%	(68)	18%	(61)	332
4-Region: Northeast	20%	(25)	39%	(50)	23%	(29)	18%	(23)	126
4-Region: Midwest	46%	(68)	22%	(32)	18%	(26)	15%	(21)	148
4-Region: South	35%	(89)	27%	(68)	24%	(62)	14%	(37)	256
4-Region: West	31%	(51)	29%	(48)	15%	(25)	25%	(41)	164

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

**Table ADW4:** For the upcoming school year, do you plan to do back to school shopping mostly

Demographic	In-person		Online		Equally split between in-person and online		I won't do any back to school shopping this year		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	47%	(325)	17%	(118)	28%	(197)	8%	(55)	695
Gender: Male	43%	(146)	21%	(71)	29%	(97)	7%	(24)	338
Gender: Female	50%	(179)	13%	(47)	28%	(100)	9%	(31)	357
Age: 18-34	43%	(123)	22%	(64)	28%	(82)	7%	(20)	289
Age: 35-44	48%	(91)	13%	(25)	33%	(64)	6%	(12)	192
Age: 45-64	56%	(106)	12%	(23)	23%	(44)	8%	(15)	188
GenZers: 1997-2012	43%	(49)	17%	(19)	31%	(36)	9%	(11)	115
Millennials: 1981-1996	45%	(131)	19%	(56)	30%	(87)	6%	(18)	293
GenXers: 1965-1980	53%	(120)	15%	(34)	26%	(59)	5%	(12)	225
Baby Boomers: 1946-1964	40%	(23)	15%	(8)	22%	(12)	24%	(13)	57
PID: Dem (no lean)	38%	(119)	21%	(65)	32%	(99)	9%	(29)	312
PID: Ind (no lean)	48%	(86)	14%	(25)	28%	(51)	9%	(16)	178
PID: Rep (no lean)	58%	(120)	13%	(27)	23%	(47)	5%	(11)	205
PID/Gender: Dem Men	36%	(57)	26%	(41)	31%	(49)	8%	(12)	160
PID/Gender: Dem Women	41%	(62)	15%	(23)	33%	(50)	11%	(17)	151
PID/Gender: Ind Men	45%	(29)	15%	(9)	28%	(18)	12%	(8)	64
PID/Gender: Ind Women	50%	(57)	14%	(16)	29%	(33)	7%	(8)	114
PID/Gender: Rep Men	53%	(60)	18%	(20)	26%	(30)	4%	(4)	113
PID/Gender: Rep Women	66%	(60)	8%	(7)	19%	(17)	7%	(7)	92
Ideo: Liberal (1-3)	39%	(90)	22%	(50)	30%	(69)	9%	(21)	231
Ideo: Moderate (4)	46%	(91)	17%	(34)	29%	(58)	8%	(15)	199
Ideo: Conservative (5-7)	57%	(109)	13%	(25)	22%	(42)	8%	(15)	191
Educ: < College	51%	(225)	14%	(63)	27%	(122)	8%	(35)	445
Educ: Bachelors degree	42%	(64)	19%	(30)	31%	(47)	8%	(13)	154
Educ: Post-grad	38%	(36)	25%	(25)	29%	(28)	8%	(8)	96
Income: Under 50k	45%	(149)	15%	(49)	30%	(97)	10%	(33)	329
Income: 50k-100k	50%	(114)	19%	(42)	25%	(56)	7%	(16)	229
Income: 100k+	45%	(61)	19%	(26)	32%	(44)	4%	(6)	137
Ethnicity: White	51%	(264)	18%	(93)	26%	(134)	6%	(32)	523
Ethnicity: Hispanic	38%	(55)	16%	(24)	36%	(52)	10%	(14)	144
Ethnicity: Black	34%	(35)	13%	(13)	40%	(41)	14%	(15)	104

Continued on next page

**Table ADW4:** For the upcoming school year, do you plan to do back to school shopping mostly

Demographic	In-person		Online		Equally split between in-person and online		I won't do any back to school shopping this year		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	47%	(325)	17%	(118)	28%	(197)	8%	(55)	695
Ethnicity: Other	38%	(26)	16%	(11)	32%	(22)	13%	(9)	68
All Christian	46%	(133)	17%	(50)	30%	(86)	7%	(20)	289
All Non-Christian	30%	(21)	36%	(24)	28%	(19)	5%	(4)	68
Agnostic/Nothing in particular	42%	(65)	16%	(25)	31%	(47)	11%	(17)	154
Something Else	56%	(88)	9%	(15)	25%	(39)	10%	(15)	157
Religious Non-Protestant/Catholic	30%	(23)	34%	(26)	28%	(21)	7%	(5)	76
Evangelical	52%	(99)	16%	(30)	27%	(51)	6%	(11)	190
Non-Evangelical	49%	(118)	14%	(33)	28%	(67)	9%	(22)	241
Community: Urban	39%	(95)	23%	(57)	30%	(73)	8%	(19)	244
Community: Suburban	54%	(154)	12%	(35)	26%	(74)	8%	(23)	286
Community: Rural	46%	(76)	16%	(26)	30%	(50)	8%	(14)	165
Employ: Private Sector	48%	(135)	17%	(48)	30%	(85)	4%	(11)	280
Employ: Government	41%	(24)	27%	(15)	26%	(15)	5%	(3)	57
Employ: Self-Employed	43%	(36)	24%	(20)	29%	(24)	4%	(3)	82
Employ: Homemaker	73%	(60)	6%	(5)	18%	(15)	3%	(3)	82
Employ: Student	33%	(16)	15%	(7)	37%	(18)	16%	(8)	50
Employ: Unemployed	28%	(18)	18%	(11)	34%	(22)	20%	(13)	65
Military HH: Yes	48%	(49)	18%	(18)	29%	(29)	6%	(6)	102
Military HH: No	47%	(276)	17%	(99)	28%	(167)	8%	(50)	593
RD/WT: Right Direction	41%	(145)	22%	(78)	30%	(106)	7%	(23)	352
RD/WT: Wrong Track	53%	(180)	11%	(39)	27%	(91)	9%	(32)	343
Biden Job Approve	37%	(146)	21%	(81)	35%	(135)	7%	(28)	390
Biden Job Disapprove	64%	(164)	11%	(28)	16%	(42)	8%	(21)	254
Biden Job Strongly Approve	34%	(70)	25%	(51)	35%	(72)	6%	(13)	207
Biden Job Somewhat Approve	42%	(76)	16%	(29)	34%	(62)	8%	(15)	183
Biden Job Somewhat Disapprove	63%	(60)	14%	(13)	16%	(15)	8%	(8)	96
Biden Job Strongly Disapprove	66%	(103)	9%	(14)	17%	(27)	8%	(13)	158
Favorable of Biden	39%	(147)	20%	(76)	34%	(129)	7%	(26)	378
Unfavorable of Biden	61%	(166)	11%	(31)	19%	(53)	9%	(24)	274

Continued on next page

**Table ADW4:** For the upcoming school year, do you plan to do back to school shopping mostly

Demographic	In-person		Online		Equally split between in-person and online		I won't do any back to school shopping this year		Total N
Adults	47%	(325)	17%	(118)	28%	(197)	8%	(55)	695
Very Favorable of Biden	33%	(67)	27%	(55)	33%	(66)	6%	(13)	201
Somewhat Favorable of Biden	45%	(80)	12%	(21)	35%	(62)	8%	(14)	176
Somewhat Unfavorable of Biden	50%	(38)	16%	(12)	23%	(18)	10%	(8)	76
Very Unfavorable of Biden	65%	(128)	9%	(19)	18%	(35)	8%	(16)	197
#1 Issue: Economy	44%	(128)	16%	(47)	32%	(94)	8%	(23)	292
#1 Issue: Security	67%	(51)	13%	(10)	15%	(11)	5%	(4)	77
#1 Issue: Health Care	48%	(47)	22%	(22)	25%	(25)	5%	(5)	99
#1 Issue: Women's Issues	50%	(25)	11%	(6)	20%	(10)	18%	(9)	50
#1 Issue: Education	37%	(23)	27%	(17)	28%	(17)	8%	(5)	62
2020 Vote: Joe Biden	37%	(118)	21%	(68)	33%	(105)	9%	(28)	320
2020 Vote: Donald Trump	60%	(130)	13%	(29)	21%	(45)	7%	(14)	218
2020 Vote: Didn't Vote	49%	(69)	12%	(17)	31%	(44)	8%	(11)	141
2018 House Vote: Democrat	38%	(85)	19%	(42)	35%	(78)	9%	(21)	225
2018 House Vote: Republican	61%	(109)	13%	(23)	21%	(38)	5%	(9)	178
2016 Vote: Hillary Clinton	33%	(69)	19%	(39)	38%	(79)	10%	(22)	209
2016 Vote: Donald Trump	57%	(112)	14%	(27)	23%	(45)	6%	(11)	195
2016 Vote: Didn't Vote	48%	(124)	18%	(48)	27%	(69)	7%	(18)	259
Voted in 2014: Yes	48%	(174)	16%	(57)	29%	(105)	7%	(26)	362
Voted in 2014: No	45%	(150)	18%	(61)	28%	(92)	9%	(30)	332
4-Region: Northeast	43%	(54)	17%	(21)	28%	(35)	13%	(16)	126
4-Region: Midwest	54%	(79)	17%	(25)	20%	(30)	10%	(14)	148
4-Region: South	45%	(116)	15%	(39)	35%	(89)	5%	(12)	256
4-Region: West	46%	(76)	19%	(32)	26%	(43)	8%	(13)	164

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

**Table ADW5\_1:** For the upcoming school year, do you plan to buy each of the following mostly  
Backpack

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	48%	(332)	22%	(151)	13%	(89)	18%	(123)	695
Gender: Male	49%	(164)	24%	(79)	16%	(54)	12%	(40)	338
Gender: Female	47%	(167)	20%	(71)	10%	(35)	23%	(83)	357
Age: 18-34	44%	(129)	26%	(75)	13%	(39)	16%	(47)	289
Age: 35-44	49%	(95)	23%	(43)	16%	(30)	12%	(23)	192
Age: 45-64	52%	(97)	15%	(29)	10%	(20)	23%	(43)	188
GenZers: 1997-2012	40%	(46)	22%	(25)	10%	(12)	27%	(31)	115
Millennials: 1981-1996	49%	(142)	25%	(74)	17%	(49)	9%	(27)	293
GenXers: 1965-1980	48%	(109)	20%	(46)	12%	(27)	20%	(44)	225
Baby Boomers: 1946-1964	54%	(30)	9%	(5)	2%	(1)	35%	(20)	57
PID: Dem (no lean)	41%	(128)	28%	(88)	14%	(44)	17%	(52)	312
PID: Ind (no lean)	46%	(83)	20%	(35)	12%	(21)	22%	(40)	178
PID: Rep (no lean)	59%	(121)	14%	(28)	12%	(24)	15%	(31)	205
PID/Gender: Dem Men	40%	(64)	33%	(53)	17%	(28)	10%	(16)	160
PID/Gender: Dem Women	42%	(64)	23%	(35)	11%	(16)	24%	(36)	151
PID/Gender: Ind Men	47%	(30)	22%	(14)	16%	(10)	15%	(10)	64
PID/Gender: Ind Women	46%	(53)	18%	(21)	9%	(10)	27%	(30)	114
PID/Gender: Rep Men	62%	(70)	11%	(13)	14%	(16)	12%	(14)	113
PID/Gender: Rep Women	55%	(50)	17%	(15)	9%	(8)	19%	(17)	92
Ideo: Liberal (1-3)	39%	(90)	30%	(69)	14%	(33)	17%	(39)	231
Ideo: Moderate (4)	51%	(101)	17%	(34)	15%	(30)	17%	(34)	199
Ideo: Conservative (5-7)	53%	(101)	16%	(31)	10%	(19)	21%	(39)	191
Educ: < College	53%	(236)	20%	(88)	11%	(49)	16%	(73)	445
Educ: Bachelors degree	40%	(61)	22%	(34)	17%	(26)	21%	(33)	154
Educ: Post-grad	36%	(35)	30%	(29)	15%	(14)	19%	(18)	96
Income: Under 50k	53%	(175)	18%	(61)	11%	(37)	17%	(56)	329
Income: 50k-100k	46%	(104)	21%	(47)	16%	(36)	18%	(41)	229
Income: 100k+	38%	(52)	31%	(43)	12%	(16)	19%	(26)	137
Ethnicity: White	49%	(256)	22%	(118)	12%	(61)	17%	(88)	523
Ethnicity: Hispanic	39%	(57)	27%	(38)	21%	(30)	13%	(19)	144

Continued on next page

**Table ADW5\_1:** For the upcoming school year, do you plan to buy each of the following mostly Backpack

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	48%	(332)	22%	(151)	13%	(89)	18%	(123)	695
Ethnicity: Black	42%	(44)	20%	(21)	14%	(15)	23%	(24)	104
Ethnicity: Other	47%	(32)	18%	(12)	19%	(13)	16%	(11)	68
All Christian	44%	(126)	22%	(63)	17%	(49)	18%	(51)	289
All Non-Christian	45%	(30)	37%	(26)	12%	(8)	6%	(4)	68
Agnostic/Nothing in particular	49%	(76)	18%	(27)	13%	(20)	20%	(32)	154
Something Else	54%	(86)	16%	(25)	8%	(12)	22%	(34)	157
Religious Non-Protestant/Catholic	42%	(32)	35%	(27)	13%	(10)	10%	(8)	76
Evangelical	53%	(100)	21%	(41)	10%	(18)	16%	(31)	190
Non-Evangelical	45%	(107)	19%	(46)	15%	(36)	21%	(51)	241
Community: Urban	44%	(108)	29%	(71)	15%	(36)	12%	(29)	244
Community: Suburban	52%	(148)	15%	(43)	13%	(37)	20%	(58)	286
Community: Rural	46%	(76)	22%	(37)	10%	(16)	22%	(36)	165
Employ: Private Sector	42%	(118)	25%	(69)	19%	(52)	15%	(41)	280
Employ: Government	54%	(31)	22%	(12)	11%	(6)	13%	(8)	57
Employ: Self-Employed	42%	(35)	33%	(27)	18%	(15)	7%	(6)	82
Employ: Homemaker	67%	(55)	18%	(15)	4%	(3)	12%	(10)	82
Employ: Student	32%	(16)	17%	(8)	5%	(2)	46%	(23)	50
Employ: Unemployed	58%	(38)	17%	(11)	8%	(5)	16%	(10)	65
Military HH: Yes	52%	(53)	24%	(24)	13%	(13)	11%	(11)	102
Military HH: No	47%	(278)	21%	(127)	13%	(76)	19%	(112)	593
RD/WT: Right Direction	46%	(161)	23%	(81)	17%	(60)	14%	(50)	352
RD/WT: Wrong Track	50%	(170)	20%	(70)	9%	(29)	21%	(73)	343
Biden Job Approve	45%	(174)	25%	(99)	15%	(60)	14%	(56)	390
Biden Job Disapprove	53%	(135)	17%	(42)	8%	(20)	22%	(57)	254
Biden Job Strongly Approve	47%	(97)	26%	(54)	17%	(35)	10%	(21)	207
Biden Job Somewhat Approve	42%	(77)	24%	(45)	14%	(25)	20%	(36)	183
Biden Job Somewhat Disapprove	44%	(42)	26%	(25)	9%	(9)	21%	(20)	96
Biden Job Strongly Disapprove	59%	(93)	11%	(17)	7%	(12)	23%	(37)	158

Continued on next page

**Table ADW5\_1:** For the upcoming school year, do you plan to buy each of the following mostly Backpack

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	48%	(332)	22%	(151)	13%	(89)	18%	(123)	695
Favorable of Biden	46%	(175)	25%	(95)	14%	(54)	14%	(55)	378
Unfavorable of Biden	51%	(141)	18%	(50)	8%	(22)	22%	(61)	274
Very Favorable of Biden	43%	(88)	29%	(59)	15%	(29)	13%	(26)	201
Somewhat Favorable of Biden	49%	(87)	20%	(36)	14%	(25)	16%	(29)	176
Somewhat Unfavorable of Biden	41%	(32)	33%	(25)	6%	(4)	20%	(15)	76
Very Unfavorable of Biden	55%	(109)	13%	(25)	9%	(18)	23%	(45)	197
#1 Issue: Economy	48%	(140)	24%	(71)	14%	(39)	14%	(42)	292
#1 Issue: Security	47%	(36)	24%	(19)	16%	(12)	13%	(10)	77
#1 Issue: Health Care	46%	(45)	19%	(19)	11%	(11)	24%	(23)	99
#1 Issue: Women's Issues	43%	(22)	15%	(8)	7%	(3)	35%	(18)	50
#1 Issue: Education	41%	(25)	30%	(18)	10%	(6)	19%	(12)	62
2020 Vote: Joe Biden	39%	(125)	29%	(91)	15%	(49)	17%	(54)	320
2020 Vote: Donald Trump	56%	(121)	13%	(28)	13%	(29)	18%	(40)	218
2020 Vote: Didn't Vote	56%	(78)	21%	(30)	7%	(10)	16%	(22)	141
2018 House Vote: Democrat	39%	(87)	28%	(62)	17%	(39)	16%	(37)	225
2018 House Vote: Republican	57%	(101)	16%	(29)	11%	(19)	17%	(29)	178
2016 Vote: Hillary Clinton	37%	(78)	27%	(56)	18%	(37)	18%	(38)	209
2016 Vote: Donald Trump	55%	(107)	16%	(31)	14%	(27)	15%	(29)	195
2016 Vote: Didn't Vote	51%	(131)	23%	(58)	9%	(24)	18%	(46)	259
Voted in 2014: Yes	48%	(174)	22%	(78)	14%	(49)	17%	(60)	362
Voted in 2014: No	47%	(157)	22%	(72)	12%	(40)	19%	(63)	332
4-Region: Northeast	42%	(53)	30%	(37)	12%	(15)	17%	(21)	126
4-Region: Midwest	52%	(77)	14%	(21)	12%	(18)	21%	(31)	148
4-Region: South	48%	(123)	24%	(62)	12%	(30)	16%	(42)	256
4-Region: West	48%	(79)	18%	(30)	16%	(26)	17%	(29)	164

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

**Table ADW5\_2: For the upcoming school year, do you plan to buy each of the following mostly Clothing**

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	47%	(327)	22%	(150)	25%	(170)	7%	(47)	695
Gender: Male	45%	(153)	23%	(78)	26%	(87)	6%	(19)	338
Gender: Female	49%	(174)	20%	(71)	23%	(84)	8%	(28)	357
Age: 18-34	42%	(122)	27%	(78)	25%	(72)	6%	(17)	289
Age: 35-44	45%	(86)	20%	(39)	29%	(55)	6%	(12)	192
Age: 45-64	57%	(108)	15%	(29)	21%	(39)	7%	(12)	188
GenZers: 1997-2012	35%	(40)	30%	(34)	24%	(28)	12%	(14)	115
Millennials: 1981-1996	45%	(131)	23%	(69)	27%	(80)	4%	(12)	293
GenXers: 1965-1980	53%	(119)	18%	(40)	24%	(53)	6%	(13)	225
Baby Boomers: 1946-1964	58%	(33)	12%	(7)	15%	(9)	15%	(8)	57
PID: Dem (no lean)	41%	(128)	25%	(77)	27%	(85)	7%	(21)	312
PID: Ind (no lean)	48%	(85)	23%	(42)	21%	(37)	8%	(15)	178
PID: Rep (no lean)	56%	(114)	15%	(31)	24%	(48)	6%	(12)	205
PID/Gender: Dem Men	41%	(66)	27%	(43)	27%	(44)	5%	(8)	160
PID/Gender: Dem Women	41%	(63)	23%	(35)	27%	(41)	9%	(13)	151
PID/Gender: Ind Men	44%	(28)	30%	(19)	21%	(14)	5%	(3)	64
PID/Gender: Ind Women	50%	(57)	20%	(23)	21%	(23)	10%	(11)	114
PID/Gender: Rep Men	52%	(59)	15%	(17)	26%	(29)	7%	(8)	113
PID/Gender: Rep Women	60%	(55)	15%	(14)	21%	(19)	4%	(3)	92
Ideo: Liberal (1-3)	40%	(91)	27%	(63)	26%	(60)	7%	(16)	231
Ideo: Moderate (4)	49%	(97)	20%	(40)	25%	(49)	6%	(13)	199
Ideo: Conservative (5-7)	52%	(99)	15%	(30)	26%	(50)	7%	(13)	191
Educ: < College	51%	(226)	19%	(84)	23%	(100)	8%	(35)	445
Educ: Bachelors degree	43%	(66)	25%	(39)	27%	(41)	5%	(7)	154
Educ: Post-grad	37%	(36)	28%	(27)	30%	(29)	5%	(5)	96
Income: Under 50k	49%	(161)	20%	(67)	22%	(71)	9%	(29)	329
Income: 50k-100k	50%	(113)	17%	(39)	27%	(62)	6%	(14)	229
Income: 100k+	39%	(53)	32%	(44)	27%	(37)	3%	(4)	137
Ethnicity: White	51%	(264)	21%	(112)	22%	(115)	6%	(31)	523
Ethnicity: Hispanic	41%	(59)	24%	(34)	30%	(43)	6%	(8)	144

Continued on next page

**Table ADW5\_2:** For the upcoming school year, do you plan to buy each of the following mostly  
 Clothing

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	47%	(327)	22%	(150)	25%	(170)	7%	(47)	695
Ethnicity: Black	33%	(34)	25%	(26)	31%	(32)	11%	(12)	104
Ethnicity: Other	43%	(29)	17%	(11)	34%	(23)	7%	(5)	68
All Christian	50%	(144)	19%	(54)	27%	(79)	4%	(12)	289
All Non-Christian	38%	(26)	45%	(31)	16%	(11)	1%	(1)	68
Agnostic/Nothing in particular	40%	(61)	21%	(32)	26%	(40)	14%	(21)	154
Something Else	56%	(88)	14%	(22)	21%	(33)	9%	(13)	157
Religious Non-Protestant/Catholic	36%	(28)	43%	(33)	17%	(13)	3%	(2)	76
Evangelical	53%	(100)	21%	(40)	22%	(42)	4%	(8)	190
Non-Evangelical	53%	(129)	14%	(34)	26%	(62)	7%	(16)	241
Community: Urban	40%	(99)	32%	(78)	24%	(58)	4%	(9)	244
Community: Suburban	51%	(145)	14%	(40)	28%	(81)	7%	(20)	286
Community: Rural	51%	(84)	20%	(32)	19%	(31)	11%	(18)	165
Employ: Private Sector	42%	(119)	23%	(64)	32%	(89)	3%	(9)	280
Employ: Government	59%	(34)	18%	(10)	20%	(11)	4%	(2)	57
Employ: Self-Employed	48%	(39)	30%	(24)	23%	(19)	—	(0)	82
Employ: Homemaker	65%	(54)	18%	(14)	14%	(11)	3%	(3)	82
Employ: Student	29%	(14)	26%	(13)	20%	(10)	25%	(12)	50
Employ: Unemployed	40%	(26)	20%	(13)	25%	(16)	15%	(10)	65
Military HH: Yes	50%	(51)	20%	(20)	26%	(26)	4%	(4)	102
Military HH: No	47%	(277)	22%	(129)	24%	(144)	7%	(43)	593
RD/WT: Right Direction	46%	(161)	24%	(83)	26%	(92)	4%	(15)	352
RD/WT: Wrong Track	49%	(166)	19%	(66)	23%	(78)	9%	(32)	343
Biden Job Approve	42%	(163)	25%	(96)	27%	(106)	6%	(24)	390
Biden Job Disapprove	57%	(144)	16%	(42)	20%	(51)	7%	(17)	254
Biden Job Strongly Approve	41%	(85)	28%	(59)	27%	(56)	4%	(7)	207
Biden Job Somewhat Approve	43%	(78)	21%	(38)	28%	(50)	9%	(16)	183
Biden Job Somewhat Disapprove	48%	(46)	25%	(24)	23%	(22)	3%	(3)	96
Biden Job Strongly Disapprove	62%	(98)	11%	(17)	18%	(28)	9%	(14)	158

Continued on next page

**Table ADW5\_2:** For the upcoming school year, do you plan to buy each of the following mostly  
Clothing

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	47%	(327)	22%	(150)	25%	(170)	7%	(47)	695
Favorable of Biden	43%	(164)	24%	(91)	27%	(102)	5%	(21)	378
Unfavorable of Biden	53%	(146)	18%	(50)	21%	(56)	8%	(21)	274
Very Favorable of Biden	40%	(81)	30%	(60)	26%	(53)	4%	(8)	201
Somewhat Favorable of Biden	47%	(83)	18%	(31)	28%	(49)	7%	(13)	176
Somewhat Unfavorable of Biden	39%	(30)	33%	(25)	22%	(17)	5%	(4)	76
Very Unfavorable of Biden	59%	(116)	13%	(25)	20%	(39)	8%	(17)	197
#1 Issue: Economy	48%	(141)	20%	(59)	26%	(76)	5%	(15)	292
#1 Issue: Security	60%	(46)	14%	(11)	22%	(17)	4%	(3)	77
#1 Issue: Health Care	39%	(38)	31%	(31)	23%	(22)	7%	(7)	99
#1 Issue: Women's Issues	43%	(22)	15%	(7)	22%	(11)	20%	(10)	50
#1 Issue: Education	38%	(23)	28%	(17)	31%	(19)	3%	(2)	62
2020 Vote: Joe Biden	40%	(129)	26%	(82)	27%	(85)	7%	(24)	320
2020 Vote: Donald Trump	56%	(123)	14%	(31)	22%	(49)	7%	(15)	218
2020 Vote: Didn't Vote	49%	(69)	23%	(33)	23%	(33)	5%	(7)	141
2018 House Vote: Democrat	40%	(89)	23%	(51)	31%	(71)	6%	(14)	225
2018 House Vote: Republican	56%	(100)	18%	(32)	20%	(36)	6%	(11)	178
2016 Vote: Hillary Clinton	40%	(84)	23%	(48)	30%	(62)	7%	(15)	209
2016 Vote: Donald Trump	53%	(103)	17%	(33)	23%	(45)	7%	(13)	195
2016 Vote: Didn't Vote	47%	(122)	24%	(63)	22%	(58)	6%	(16)	259
Voted in 2014: Yes	48%	(172)	21%	(76)	25%	(91)	6%	(23)	362
Voted in 2014: No	47%	(155)	22%	(74)	24%	(79)	7%	(24)	332
4-Region: Northeast	47%	(59)	26%	(33)	23%	(29)	5%	(6)	126
4-Region: Midwest	52%	(76)	18%	(26)	22%	(33)	8%	(12)	148
4-Region: South	51%	(132)	19%	(49)	24%	(63)	5%	(13)	256
4-Region: West	37%	(61)	25%	(42)	28%	(46)	9%	(15)	164

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

**Table ADW5\_3:** For the upcoming school year, do you plan to buy each of the following mostly  
 Notebooks/binders

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	58%	(402)	17%	(118)	16%	(108)	10%	(67)	695
Gender: Male	52%	(176)	24%	(82)	16%	(54)	8%	(26)	338
Gender: Female	63%	(226)	10%	(36)	15%	(54)	11%	(41)	357
Age: 18-34	51%	(148)	22%	(62)	16%	(45)	12%	(34)	289
Age: 35-44	57%	(110)	18%	(35)	21%	(39)	4%	(8)	192
Age: 45-64	69%	(129)	10%	(20)	11%	(21)	10%	(18)	188
GenZers: 1997-2012	51%	(59)	16%	(19)	16%	(18)	17%	(19)	115
Millennials: 1981-1996	52%	(153)	22%	(64)	19%	(56)	6%	(19)	293
GenXers: 1965-1980	66%	(149)	15%	(33)	13%	(28)	7%	(15)	225
Baby Boomers: 1946-1964	65%	(37)	4%	(2)	8%	(5)	23%	(13)	57
PID: Dem (no lean)	48%	(150)	25%	(77)	17%	(52)	11%	(33)	312
PID: Ind (no lean)	64%	(113)	9%	(16)	17%	(31)	10%	(17)	178
PID: Rep (no lean)	67%	(138)	12%	(25)	12%	(25)	8%	(16)	205
PID/Gender: Dem Men	41%	(66)	35%	(57)	17%	(27)	7%	(11)	160
PID/Gender: Dem Women	56%	(84)	13%	(20)	16%	(25)	15%	(22)	151
PID/Gender: Ind Men	57%	(37)	13%	(8)	19%	(12)	11%	(7)	64
PID/Gender: Ind Women	67%	(77)	7%	(8)	17%	(19)	9%	(10)	114
PID/Gender: Rep Men	65%	(73)	15%	(17)	13%	(15)	7%	(8)	113
PID/Gender: Rep Women	70%	(65)	9%	(8)	11%	(10)	9%	(9)	92
Ideo: Liberal (1-3)	46%	(105)	26%	(60)	18%	(40)	11%	(24)	231
Ideo: Moderate (4)	62%	(123)	11%	(22)	18%	(37)	8%	(17)	199
Ideo: Conservative (5-7)	64%	(121)	16%	(31)	11%	(20)	9%	(18)	191
Educ: < College	63%	(280)	13%	(58)	15%	(65)	9%	(42)	445
Educ: Bachelors degree	49%	(75)	22%	(34)	19%	(30)	10%	(15)	154
Educ: Post-grad	49%	(47)	28%	(27)	14%	(13)	10%	(10)	96
Income: Under 50k	60%	(197)	12%	(39)	18%	(58)	10%	(34)	329
Income: 50k-100k	60%	(137)	16%	(38)	14%	(31)	10%	(22)	229
Income: 100k+	49%	(67)	30%	(41)	13%	(18)	7%	(10)	137
Ethnicity: White	61%	(320)	17%	(88)	13%	(70)	9%	(45)	523
Ethnicity: Hispanic	51%	(73)	21%	(30)	22%	(31)	6%	(9)	144

Continued on next page

**Table ADW5\_3:** For the upcoming school year, do you plan to buy each of the following mostly  
Notebooks/binders

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	58%	(402)	17%	(118)	16%	(108)	10%	(67)	695
Ethnicity: Black	46%	(48)	17%	(18)	20%	(21)	17%	(18)	104
Ethnicity: Other	50%	(34)	18%	(12)	25%	(17)	6%	(4)	68
All Christian	55%	(159)	18%	(52)	19%	(54)	8%	(24)	289
All Non-Christian	43%	(30)	35%	(24)	17%	(12)	4%	(3)	68
Agnostic/Nothing in particular	56%	(86)	17%	(26)	15%	(23)	12%	(19)	154
Something Else	68%	(107)	7%	(11)	11%	(17)	14%	(21)	157
Religious Non-Protestant/Catholic	47%	(36)	32%	(24)	17%	(13)	4%	(3)	76
Evangelical	59%	(111)	19%	(37)	13%	(24)	9%	(18)	190
Non-Evangelical	62%	(148)	11%	(26)	17%	(41)	11%	(25)	241
Community: Urban	48%	(118)	29%	(71)	15%	(37)	7%	(18)	244
Community: Suburban	65%	(184)	8%	(24)	16%	(46)	11%	(32)	286
Community: Rural	60%	(99)	14%	(23)	15%	(25)	11%	(18)	165
Employ: Private Sector	55%	(154)	19%	(52)	20%	(56)	6%	(17)	280
Employ: Government	58%	(33)	21%	(12)	10%	(6)	10%	(5)	57
Employ: Self-Employed	51%	(42)	29%	(24)	15%	(12)	5%	(4)	82
Employ: Homemaker	76%	(62)	11%	(9)	8%	(6)	6%	(5)	82
Employ: Student	52%	(26)	10%	(5)	10%	(5)	28%	(14)	50
Employ: Unemployed	56%	(36)	19%	(12)	18%	(12)	7%	(5)	65
Military HH: Yes	65%	(66)	15%	(16)	14%	(14)	6%	(6)	102
Military HH: No	57%	(336)	17%	(103)	16%	(94)	10%	(60)	593
RD/WT: Right Direction	52%	(184)	22%	(78)	18%	(62)	8%	(27)	352
RD/WT: Wrong Track	63%	(217)	12%	(40)	13%	(46)	12%	(40)	343
Biden Job Approve	51%	(201)	21%	(80)	19%	(73)	9%	(36)	390
Biden Job Disapprove	68%	(172)	14%	(35)	9%	(24)	9%	(23)	254
Biden Job Strongly Approve	47%	(97)	27%	(56)	19%	(39)	7%	(15)	207
Biden Job Somewhat Approve	57%	(104)	13%	(25)	18%	(34)	11%	(21)	183
Biden Job Somewhat Disapprove	60%	(57)	21%	(21)	11%	(11)	8%	(8)	96
Biden Job Strongly Disapprove	73%	(115)	9%	(14)	8%	(13)	10%	(16)	158

Continued on next page

**Table ADW5\_3:** For the upcoming school year, do you plan to buy each of the following mostly Notebooks/binders

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	58%	(402)	17%	(118)	16%	(108)	10%	(67)	695
Favorable of Biden	55%	(208)	20%	(76)	17%	(65)	8%	(29)	378
Unfavorable of Biden	64%	(175)	15%	(41)	10%	(28)	11%	(30)	274
Very Favorable of Biden	49%	(98)	28%	(56)	16%	(33)	7%	(14)	201
Somewhat Favorable of Biden	62%	(110)	11%	(20)	18%	(32)	9%	(15)	176
Somewhat Unfavorable of Biden	53%	(40)	19%	(14)	13%	(10)	15%	(11)	76
Very Unfavorable of Biden	68%	(135)	13%	(26)	9%	(18)	9%	(19)	197
#1 Issue: Economy	60%	(174)	17%	(51)	16%	(45)	7%	(21)	292
#1 Issue: Security	60%	(46)	16%	(12)	18%	(13)	6%	(5)	77
#1 Issue: Health Care	51%	(50)	23%	(22)	15%	(15)	11%	(11)	99
#1 Issue: Women's Issues	53%	(27)	14%	(7)	13%	(6)	20%	(10)	50
#1 Issue: Education	52%	(32)	18%	(11)	16%	(10)	14%	(9)	62
2020 Vote: Joe Biden	50%	(160)	24%	(77)	16%	(52)	10%	(31)	320
2020 Vote: Donald Trump	67%	(146)	12%	(27)	12%	(27)	8%	(18)	218
2020 Vote: Didn't Vote	62%	(87)	10%	(14)	20%	(28)	9%	(13)	141
2018 House Vote: Democrat	51%	(114)	20%	(45)	21%	(47)	9%	(20)	225
2018 House Vote: Republican	68%	(122)	13%	(23)	9%	(16)	10%	(18)	178
2016 Vote: Hillary Clinton	46%	(95)	21%	(44)	22%	(45)	12%	(25)	209
2016 Vote: Donald Trump	65%	(128)	15%	(29)	13%	(24)	7%	(14)	195
2016 Vote: Didn't Vote	61%	(158)	16%	(41)	14%	(35)	10%	(25)	259
Voted in 2014: Yes	59%	(213)	17%	(61)	16%	(57)	9%	(32)	362
Voted in 2014: No	57%	(189)	17%	(58)	15%	(51)	10%	(35)	332
4-Region: Northeast	51%	(64)	23%	(29)	18%	(23)	8%	(10)	126
4-Region: Midwest	58%	(86)	14%	(20)	13%	(20)	15%	(22)	148
4-Region: South	60%	(155)	15%	(39)	17%	(43)	8%	(20)	256
4-Region: West	59%	(97)	18%	(30)	13%	(22)	9%	(15)	164

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

**Table ADW5\_4:** For the upcoming school year, do you plan to buy each of the following mostly Pens/pencils

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	59%	(413)	19%	(134)	14%	(95)	8%	(54)	695
Gender: Male	55%	(185)	23%	(77)	18%	(59)	5%	(17)	338
Gender: Female	64%	(227)	16%	(57)	10%	(35)	10%	(37)	357
Age: 18-34	55%	(159)	23%	(67)	13%	(39)	9%	(25)	289
Age: 35-44	59%	(114)	21%	(40)	17%	(32)	3%	(6)	192
Age: 45-64	67%	(126)	13%	(24)	12%	(22)	9%	(17)	188
GenZers: 1997-2012	55%	(63)	23%	(26)	10%	(11)	13%	(15)	115
Millennials: 1981-1996	56%	(163)	22%	(66)	18%	(52)	4%	(12)	293
GenXers: 1965-1980	64%	(145)	17%	(38)	12%	(27)	7%	(16)	225
Baby Boomers: 1946-1964	68%	(39)	6%	(3)	8%	(4)	18%	(10)	57
PID: Dem (no lean)	50%	(155)	27%	(84)	16%	(51)	7%	(22)	312
PID: Ind (no lean)	65%	(115)	14%	(25)	12%	(21)	10%	(17)	178
PID: Rep (no lean)	70%	(143)	12%	(25)	11%	(23)	7%	(14)	205
PID/Gender: Dem Men	43%	(69)	31%	(50)	23%	(36)	3%	(5)	160
PID/Gender: Dem Women	57%	(86)	22%	(34)	10%	(15)	11%	(17)	151
PID/Gender: Ind Men	62%	(40)	14%	(9)	15%	(10)	9%	(6)	64
PID/Gender: Ind Women	66%	(75)	14%	(16)	10%	(11)	10%	(12)	114
PID/Gender: Rep Men	68%	(77)	15%	(17)	12%	(13)	5%	(6)	113
PID/Gender: Rep Women	72%	(66)	8%	(7)	11%	(10)	9%	(8)	92
Ideo: Liberal (1-3)	45%	(105)	31%	(71)	16%	(37)	8%	(18)	231
Ideo: Moderate (4)	65%	(129)	13%	(25)	16%	(32)	7%	(13)	199
Ideo: Conservative (5-7)	66%	(127)	16%	(30)	10%	(18)	8%	(16)	191
Educ: < College	65%	(290)	16%	(72)	12%	(52)	7%	(31)	445
Educ: Bachelors degree	48%	(74)	23%	(35)	19%	(29)	10%	(15)	154
Educ: Post-grad	50%	(48)	28%	(27)	14%	(13)	8%	(8)	96
Income: Under 50k	63%	(206)	16%	(54)	13%	(43)	8%	(26)	329
Income: 50k-100k	58%	(133)	17%	(40)	15%	(34)	9%	(21)	229
Income: 100k+	53%	(73)	29%	(40)	13%	(17)	5%	(7)	137
Ethnicity: White	63%	(328)	19%	(100)	12%	(60)	7%	(34)	523
Ethnicity: Hispanic	55%	(79)	24%	(34)	17%	(24)	5%	(7)	144

Continued on next page

**Table ADW5\_4:** For the upcoming school year, do you plan to buy each of the following mostly Pens/pencils

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	59%	(413)	19%	(134)	14%	(95)	8%	(54)	695
Ethnicity: Black	46%	(48)	18%	(19)	21%	(22)	15%	(15)	104
Ethnicity: Other	54%	(37)	22%	(15)	18%	(12)	6%	(4)	68
All Christian	57%	(166)	19%	(55)	18%	(51)	6%	(17)	289
All Non-Christian	41%	(28)	36%	(24)	20%	(14)	3%	(2)	68
Agnostic/Nothing in particular	57%	(89)	23%	(35)	11%	(16)	9%	(15)	154
Something Else	70%	(110)	9%	(14)	9%	(14)	12%	(20)	157
Religious Non-Protestant/Catholic	42%	(32)	34%	(26)	20%	(16)	4%	(3)	76
Evangelical	63%	(120)	18%	(34)	12%	(22)	7%	(14)	190
Non-Evangelical	62%	(150)	12%	(29)	16%	(39)	9%	(23)	241
Community: Urban	52%	(126)	29%	(71)	14%	(35)	5%	(13)	244
Community: Suburban	65%	(185)	12%	(33)	15%	(43)	9%	(25)	286
Community: Rural	61%	(101)	18%	(30)	10%	(17)	10%	(16)	165
Employ: Private Sector	56%	(157)	20%	(57)	18%	(51)	5%	(15)	280
Employ: Government	62%	(35)	21%	(12)	10%	(6)	8%	(4)	57
Employ: Self-Employed	50%	(41)	29%	(24)	16%	(13)	5%	(4)	82
Employ: Homemaker	75%	(62)	13%	(11)	5%	(4)	7%	(5)	82
Employ: Student	54%	(27)	17%	(8)	5%	(2)	24%	(12)	50
Employ: Unemployed	65%	(42)	12%	(8)	16%	(10)	7%	(5)	65
Military HH: Yes	63%	(64)	21%	(21)	11%	(11)	6%	(6)	102
Military HH: No	59%	(349)	19%	(112)	14%	(84)	8%	(48)	593
RD/WT: Right Direction	55%	(194)	23%	(80)	17%	(61)	5%	(17)	352
RD/WT: Wrong Track	64%	(218)	16%	(53)	10%	(34)	11%	(37)	343
Biden Job Approve	52%	(204)	24%	(95)	17%	(66)	6%	(24)	390
Biden Job Disapprove	71%	(181)	12%	(32)	8%	(20)	8%	(21)	254
Biden Job Strongly Approve	50%	(103)	28%	(58)	19%	(39)	4%	(7)	207
Biden Job Somewhat Approve	55%	(101)	21%	(38)	15%	(27)	9%	(17)	183
Biden Job Somewhat Disapprove	66%	(63)	16%	(16)	10%	(9)	8%	(8)	96
Biden Job Strongly Disapprove	75%	(118)	10%	(16)	7%	(11)	8%	(13)	158

Continued on next page

**Table ADW5\_4:** For the upcoming school year, do you plan to buy each of the following mostly Pens/pencils

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	59%	(413)	19%	(134)	14%	(95)	8%	(54)	695
Favorable of Biden	56%	(211)	21%	(81)	16%	(62)	6%	(24)	378
Unfavorable of Biden	67%	(182)	17%	(47)	8%	(21)	9%	(24)	274
Very Favorable of Biden	50%	(100)	28%	(57)	16%	(32)	6%	(12)	201
Somewhat Favorable of Biden	63%	(110)	14%	(24)	17%	(30)	7%	(12)	176
Somewhat Unfavorable of Biden	57%	(44)	30%	(23)	6%	(5)	7%	(5)	76
Very Unfavorable of Biden	70%	(139)	12%	(24)	8%	(16)	9%	(18)	197
#1 Issue: Economy	61%	(177)	19%	(55)	15%	(43)	6%	(17)	292
#1 Issue: Security	60%	(46)	16%	(13)	20%	(15)	4%	(3)	77
#1 Issue: Health Care	55%	(54)	21%	(21)	16%	(16)	8%	(8)	99
#1 Issue: Women's Issues	53%	(27)	24%	(12)	3%	(2)	20%	(10)	50
#1 Issue: Education	58%	(36)	22%	(14)	11%	(7)	10%	(6)	62
2020 Vote: Joe Biden	51%	(162)	27%	(85)	15%	(49)	7%	(24)	320
2020 Vote: Donald Trump	69%	(151)	11%	(24)	12%	(25)	8%	(18)	218
2020 Vote: Didn't Vote	64%	(90)	16%	(23)	12%	(17)	8%	(11)	141
2018 House Vote: Democrat	50%	(113)	24%	(54)	18%	(41)	7%	(17)	225
2018 House Vote: Republican	70%	(124)	14%	(25)	8%	(14)	8%	(15)	178
2016 Vote: Hillary Clinton	47%	(98)	24%	(50)	19%	(40)	10%	(20)	209
2016 Vote: Donald Trump	65%	(127)	17%	(33)	12%	(23)	7%	(13)	195
2016 Vote: Didn't Vote	64%	(166)	18%	(47)	11%	(28)	7%	(17)	259
Voted in 2014: Yes	58%	(210)	20%	(72)	14%	(52)	8%	(28)	362
Voted in 2014: No	61%	(203)	19%	(62)	13%	(42)	8%	(25)	332
4-Region: Northeast	52%	(66)	27%	(35)	12%	(16)	8%	(10)	126
4-Region: Midwest	61%	(91)	15%	(23)	13%	(20)	10%	(15)	148
4-Region: South	62%	(159)	17%	(43)	14%	(37)	7%	(17)	256
4-Region: West	59%	(97)	20%	(33)	14%	(22)	8%	(13)	164

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

**Table ADW5\_5:** For the upcoming school year, do you plan to buy each of the following mostly  
 Dorm room gear

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	24%	(169)	15%	(102)	9%	(63)	52%	(361)	695
Gender: Male	33%	(112)	20%	(66)	9%	(32)	38%	(127)	338
Gender: Female	16%	(57)	10%	(36)	9%	(31)	65%	(234)	357
Age: 18-34	26%	(75)	23%	(66)	10%	(30)	41%	(118)	289
Age: 35-44	23%	(44)	9%	(17)	10%	(19)	58%	(112)	192
Age: 45-64	25%	(46)	9%	(17)	7%	(14)	59%	(111)	188
GenZers: 1997-2012	27%	(31)	21%	(24)	12%	(13)	41%	(47)	115
Millennials: 1981-1996	26%	(77)	20%	(57)	10%	(29)	44%	(130)	293
GenXers: 1965-1980	20%	(46)	9%	(20)	9%	(19)	62%	(141)	225
Baby Boomers: 1946-1964	26%	(15)	2%	(1)	2%	(1)	70%	(40)	57
PID: Dem (no lean)	24%	(75)	21%	(64)	9%	(28)	46%	(144)	312
PID: Ind (no lean)	20%	(35)	11%	(20)	10%	(18)	59%	(105)	178
PID: Rep (no lean)	29%	(59)	9%	(18)	8%	(16)	54%	(111)	205
PID/Gender: Dem Men	32%	(52)	28%	(45)	11%	(17)	29%	(47)	160
PID/Gender: Dem Women	15%	(23)	13%	(20)	7%	(11)	64%	(97)	151
PID/Gender: Ind Men	28%	(18)	17%	(11)	7%	(4)	49%	(31)	64
PID/Gender: Ind Women	15%	(18)	8%	(9)	12%	(14)	65%	(73)	114
PID/Gender: Rep Men	38%	(43)	10%	(11)	10%	(11)	43%	(48)	113
PID/Gender: Rep Women	17%	(16)	8%	(7)	6%	(6)	69%	(63)	92
Ideo: Liberal (1-3)	25%	(57)	21%	(48)	11%	(26)	43%	(99)	231
Ideo: Moderate (4)	26%	(51)	15%	(30)	8%	(16)	51%	(102)	199
Ideo: Conservative (5-7)	24%	(45)	11%	(22)	8%	(16)	57%	(109)	191
Educ: < College	26%	(115)	11%	(47)	7%	(31)	56%	(251)	445
Educ: Bachelors degree	23%	(36)	19%	(29)	15%	(22)	43%	(67)	154
Educ: Post-grad	19%	(18)	28%	(27)	9%	(9)	44%	(43)	96
Income: Under 50k	26%	(84)	11%	(36)	8%	(25)	56%	(184)	329
Income: 50k-100k	23%	(54)	15%	(35)	11%	(24)	51%	(116)	229
Income: 100k+	23%	(32)	22%	(31)	10%	(14)	45%	(61)	137
Ethnicity: White	25%	(131)	15%	(76)	8%	(40)	53%	(275)	523
Ethnicity: Hispanic	25%	(36)	16%	(24)	11%	(16)	48%	(69)	144

Continued on next page

**Table ADW5\_5:** For the upcoming school year, do you plan to buy each of the following mostly  
Dorm room gear

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	24%	(169)	15%	(102)	9%	(63)	52%	(361)	695
Ethnicity: Black	17%	(18)	16%	(17)	12%	(13)	55%	(57)	104
Ethnicity: Other	30%	(21)	14%	(9)	14%	(10)	42%	(28)	68
All Christian	28%	(80)	13%	(39)	12%	(35)	47%	(135)	289
All Non-Christian	32%	(22)	39%	(26)	9%	(6)	20%	(14)	68
Agnostic/Nothing in particular	19%	(29)	13%	(20)	7%	(11)	61%	(93)	154
Something Else	19%	(30)	8%	(13)	6%	(9)	67%	(106)	157
Religious Non-Protestant/Catholic	30%	(23)	35%	(26)	8%	(6)	27%	(20)	76
Evangelical	26%	(49)	15%	(29)	9%	(18)	50%	(94)	190
Non-Evangelical	24%	(58)	9%	(21)	9%	(22)	58%	(139)	241
Community: Urban	23%	(56)	24%	(58)	11%	(26)	43%	(105)	244
Community: Suburban	27%	(77)	9%	(26)	11%	(31)	53%	(151)	286
Community: Rural	22%	(36)	11%	(18)	4%	(7)	63%	(104)	165
Employ: Private Sector	29%	(81)	11%	(30)	14%	(40)	46%	(129)	280
Employ: Government	22%	(12)	19%	(11)	8%	(4)	52%	(29)	57
Employ: Self-Employed	29%	(24)	37%	(31)	6%	(5)	28%	(23)	82
Employ: Homemaker	20%	(16)	11%	(9)	1%	(1)	68%	(56)	82
Employ: Student	10%	(5)	15%	(8)	9%	(4)	67%	(33)	50
Employ: Unemployed	24%	(15)	18%	(12)	9%	(6)	49%	(32)	65
Military HH: Yes	23%	(24)	20%	(20)	8%	(8)	49%	(50)	102
Military HH: No	25%	(146)	14%	(82)	9%	(55)	52%	(310)	593
RD/WT: Right Direction	26%	(93)	19%	(68)	11%	(39)	43%	(152)	352
RD/WT: Wrong Track	22%	(77)	10%	(34)	7%	(23)	61%	(209)	343
Biden Job Approve	27%	(105)	20%	(78)	10%	(37)	44%	(170)	390
Biden Job Disapprove	24%	(62)	8%	(19)	9%	(22)	59%	(151)	254
Biden Job Strongly Approve	30%	(61)	23%	(48)	9%	(18)	39%	(81)	207
Biden Job Somewhat Approve	24%	(43)	16%	(30)	11%	(20)	49%	(89)	183
Biden Job Somewhat Disapprove	21%	(20)	15%	(14)	13%	(12)	52%	(50)	96
Biden Job Strongly Disapprove	27%	(42)	3%	(5)	6%	(10)	64%	(101)	158

Continued on next page

**Table ADW5\_5:** For the upcoming school year, do you plan to buy each of the following mostly  
Dorm room gear

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	24%	(169)	15%	(102)	9%	(63)	52%	(361)	695
Favorable of Biden	25%	(95)	19%	(71)	10%	(37)	46%	(174)	378
Unfavorable of Biden	25%	(69)	9%	(24)	7%	(20)	58%	(160)	274
Very Favorable of Biden	28%	(56)	25%	(50)	9%	(18)	39%	(78)	201
Somewhat Favorable of Biden	22%	(39)	12%	(22)	11%	(19)	55%	(97)	176
Somewhat Unfavorable of Biden	23%	(17)	16%	(12)	8%	(6)	53%	(41)	76
Very Unfavorable of Biden	26%	(52)	6%	(12)	7%	(14)	60%	(119)	197
#1 Issue: Economy	25%	(74)	11%	(31)	10%	(29)	54%	(158)	292
#1 Issue: Security	28%	(22)	13%	(10)	8%	(6)	51%	(39)	77
#1 Issue: Health Care	19%	(19)	24%	(24)	9%	(9)	47%	(47)	99
#1 Issue: Women's Issues	9%	(5)	14%	(7)	13%	(6)	64%	(32)	50
#1 Issue: Education	17%	(11)	26%	(16)	7%	(4)	50%	(31)	62
2020 Vote: Joe Biden	24%	(77)	21%	(68)	11%	(34)	44%	(142)	320
2020 Vote: Donald Trump	27%	(58)	6%	(13)	8%	(18)	59%	(129)	218
2020 Vote: Didn't Vote	23%	(32)	13%	(18)	8%	(11)	56%	(80)	141
2018 House Vote: Democrat	22%	(50)	19%	(42)	13%	(29)	46%	(104)	225
2018 House Vote: Republican	30%	(54)	8%	(14)	6%	(11)	56%	(99)	178
2016 Vote: Hillary Clinton	24%	(50)	18%	(38)	11%	(23)	47%	(98)	209
2016 Vote: Donald Trump	29%	(56)	8%	(16)	10%	(19)	54%	(104)	195
2016 Vote: Didn't Vote	23%	(60)	17%	(44)	7%	(19)	53%	(136)	259
Voted in 2014: Yes	25%	(92)	14%	(51)	9%	(34)	51%	(185)	362
Voted in 2014: No	23%	(77)	15%	(51)	9%	(28)	53%	(176)	332
4-Region: Northeast	26%	(33)	20%	(26)	9%	(12)	44%	(56)	126
4-Region: Midwest	28%	(41)	10%	(15)	9%	(13)	53%	(78)	148
4-Region: South	25%	(63)	11%	(28)	9%	(22)	56%	(143)	256
4-Region: West	20%	(32)	20%	(33)	10%	(16)	50%	(83)	164

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

**Table ADW5\_6:** For the upcoming school year, do you plan to buy each of the following mostly  
Electronics

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(261)	24%	(164)	18%	(123)	21%	(147)	695
Gender: Male	40%	(135)	27%	(90)	21%	(70)	13%	(43)	338
Gender: Female	35%	(126)	21%	(73)	15%	(53)	29%	(104)	357
Age: 18-34	38%	(110)	26%	(76)	18%	(52)	18%	(52)	289
Age: 35-44	34%	(65)	27%	(52)	22%	(42)	18%	(34)	192
Age: 45-64	41%	(77)	17%	(33)	14%	(27)	27%	(51)	188
GenZers: 1997-2012	35%	(41)	28%	(33)	17%	(20)	19%	(22)	115
Millennials: 1981-1996	38%	(110)	27%	(78)	22%	(63)	14%	(41)	293
GenXers: 1965-1980	36%	(82)	21%	(48)	15%	(33)	28%	(63)	225
Baby Boomers: 1946-1964	45%	(25)	9%	(5)	12%	(7)	34%	(19)	57
PID: Dem (no lean)	30%	(95)	32%	(101)	16%	(51)	21%	(65)	312
PID: Ind (no lean)	34%	(61)	21%	(37)	19%	(34)	26%	(46)	178
PID: Rep (no lean)	51%	(105)	12%	(25)	18%	(38)	18%	(37)	205
PID/Gender: Dem Men	32%	(52)	36%	(58)	20%	(32)	12%	(19)	160
PID/Gender: Dem Women	28%	(43)	29%	(44)	13%	(19)	30%	(46)	151
PID/Gender: Ind Men	37%	(24)	31%	(20)	20%	(13)	13%	(8)	64
PID/Gender: Ind Women	33%	(38)	15%	(18)	19%	(21)	33%	(37)	114
PID/Gender: Rep Men	52%	(59)	11%	(13)	23%	(26)	14%	(15)	113
PID/Gender: Rep Women	51%	(46)	13%	(12)	13%	(12)	23%	(21)	92
Ideo: Liberal (1-3)	30%	(69)	38%	(88)	15%	(35)	17%	(39)	231
Ideo: Moderate (4)	35%	(70)	20%	(39)	20%	(39)	25%	(51)	199
Ideo: Conservative (5-7)	45%	(86)	13%	(25)	21%	(40)	21%	(40)	191
Educ: < College	41%	(183)	20%	(87)	17%	(78)	22%	(97)	445
Educ: Bachelors degree	34%	(53)	27%	(42)	16%	(24)	22%	(34)	154
Educ: Post-grad	27%	(26)	36%	(35)	21%	(20)	16%	(16)	96
Income: Under 50k	38%	(124)	23%	(76)	15%	(49)	24%	(80)	329
Income: 50k-100k	39%	(90)	20%	(46)	20%	(46)	21%	(47)	229
Income: 100k+	34%	(47)	31%	(43)	20%	(28)	14%	(20)	137
Ethnicity: White	40%	(208)	22%	(117)	16%	(84)	22%	(114)	523
Ethnicity: Hispanic	36%	(51)	26%	(37)	24%	(35)	14%	(21)	144

Continued on next page

**Table ADW5\_6:** For the upcoming school year, do you plan to buy each of the following mostly  
Electronics

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(261)	24%	(164)	18%	(123)	21%	(147)	695
Ethnicity: Black	27%	(28)	32%	(34)	16%	(17)	24%	(25)	104
Ethnicity: Other	36%	(25)	20%	(13)	31%	(21)	13%	(9)	68
All Christian	40%	(117)	23%	(66)	20%	(59)	17%	(48)	289
All Non-Christian	32%	(22)	46%	(31)	15%	(10)	7%	(5)	68
Agnostic/Nothing in particular	32%	(49)	23%	(36)	18%	(28)	27%	(41)	154
Something Else	41%	(65)	16%	(25)	15%	(23)	29%	(45)	157
Religious Non-Protestant/Catholic	34%	(26)	41%	(31)	15%	(11)	11%	(8)	76
Evangelical	47%	(90)	25%	(47)	13%	(25)	15%	(29)	190
Non-Evangelical	37%	(88)	16%	(38)	22%	(54)	25%	(61)	241
Community: Urban	30%	(74)	34%	(84)	18%	(44)	17%	(42)	244
Community: Suburban	43%	(124)	16%	(45)	20%	(56)	21%	(60)	286
Community: Rural	38%	(63)	21%	(35)	13%	(22)	27%	(45)	165
Employ: Private Sector	35%	(98)	25%	(71)	21%	(58)	19%	(54)	280
Employ: Government	37%	(21)	28%	(16)	13%	(7)	23%	(13)	57
Employ: Self-Employed	40%	(33)	34%	(28)	23%	(19)	3%	(2)	82
Employ: Homemaker	43%	(35)	19%	(16)	10%	(8)	28%	(23)	82
Employ: Student	20%	(10)	26%	(13)	16%	(8)	38%	(19)	50
Employ: Unemployed	40%	(26)	22%	(14)	18%	(11)	21%	(13)	65
Military HH: Yes	38%	(39)	27%	(28)	22%	(23)	12%	(12)	102
Military HH: No	37%	(222)	23%	(136)	17%	(100)	23%	(135)	593
RD/WT: Right Direction	35%	(123)	28%	(99)	20%	(69)	17%	(60)	352
RD/WT: Wrong Track	40%	(138)	19%	(65)	16%	(53)	25%	(87)	343
Biden Job Approve	31%	(121)	30%	(117)	20%	(77)	19%	(74)	390
Biden Job Disapprove	47%	(120)	15%	(37)	14%	(37)	24%	(60)	254
Biden Job Strongly Approve	31%	(63)	36%	(75)	18%	(37)	15%	(32)	207
Biden Job Somewhat Approve	32%	(58)	23%	(42)	22%	(40)	23%	(42)	183
Biden Job Somewhat Disapprove	40%	(39)	21%	(20)	17%	(16)	22%	(22)	96
Biden Job Strongly Disapprove	52%	(81)	11%	(17)	13%	(21)	24%	(38)	158

Continued on next page

**Table ADW5\_6:** For the upcoming school year, do you plan to buy each of the following mostly  
Electronics

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(261)	24%	(164)	18%	(123)	21%	(147)	695
Favorable of Biden	32%	(123)	29%	(110)	18%	(69)	20%	(76)	378
Unfavorable of Biden	44%	(120)	17%	(46)	16%	(44)	23%	(64)	274
Very Favorable of Biden	32%	(64)	35%	(71)	18%	(36)	15%	(31)	201
Somewhat Favorable of Biden	33%	(59)	22%	(39)	19%	(33)	25%	(45)	176
Somewhat Unfavorable of Biden	34%	(26)	31%	(24)	14%	(10)	21%	(16)	76
Very Unfavorable of Biden	48%	(94)	11%	(23)	17%	(33)	24%	(48)	197
#1 Issue: Economy	38%	(112)	22%	(64)	18%	(54)	21%	(62)	292
#1 Issue: Security	43%	(33)	12%	(9)	29%	(22)	16%	(12)	77
#1 Issue: Health Care	35%	(35)	25%	(25)	17%	(17)	23%	(22)	99
#1 Issue: Women's Issues	29%	(15)	21%	(11)	17%	(8)	32%	(16)	50
#1 Issue: Education	25%	(15)	36%	(22)	12%	(7)	28%	(17)	62
2020 Vote: Joe Biden	31%	(100)	32%	(102)	17%	(53)	20%	(64)	320
2020 Vote: Donald Trump	48%	(104)	12%	(27)	17%	(37)	23%	(50)	218
2020 Vote: Didn't Vote	36%	(51)	23%	(32)	20%	(28)	21%	(30)	141
2018 House Vote: Democrat	31%	(70)	32%	(72)	19%	(43)	18%	(40)	225
2018 House Vote: Republican	49%	(87)	14%	(26)	16%	(29)	21%	(37)	178
2016 Vote: Hillary Clinton	29%	(61)	34%	(72)	17%	(36)	20%	(41)	209
2016 Vote: Donald Trump	48%	(94)	14%	(28)	19%	(36)	19%	(37)	195
2016 Vote: Didn't Vote	37%	(96)	23%	(60)	18%	(45)	22%	(57)	259
Voted in 2014: Yes	38%	(138)	26%	(94)	16%	(59)	20%	(71)	362
Voted in 2014: No	37%	(123)	21%	(70)	19%	(64)	23%	(76)	332
4-Region: Northeast	34%	(43)	27%	(34)	21%	(27)	18%	(22)	126
4-Region: Midwest	42%	(62)	19%	(28)	15%	(23)	23%	(35)	148
4-Region: South	41%	(104)	23%	(58)	15%	(40)	21%	(54)	256
4-Region: West	31%	(51)	26%	(43)	20%	(34)	22%	(36)	164

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

**Table ADW5\_7: For the upcoming school year, do you plan to buy each of the following mostly  
 Lunch/food items**

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	58%	(404)	15%	(101)	16%	(110)	11%	(79)	695
Gender: Male	57%	(193)	18%	(62)	16%	(54)	8%	(28)	338
Gender: Female	59%	(210)	11%	(39)	16%	(56)	14%	(51)	357
Age: 18-34	54%	(156)	19%	(55)	17%	(48)	10%	(29)	289
Age: 35-44	55%	(105)	16%	(32)	22%	(43)	6%	(12)	192
Age: 45-64	69%	(130)	7%	(12)	8%	(15)	16%	(30)	188
GenZers: 1997-2012	55%	(63)	15%	(18)	17%	(20)	13%	(15)	115
Millennials: 1981-1996	52%	(153)	20%	(59)	20%	(58)	8%	(23)	293
GenXers: 1965-1980	66%	(149)	10%	(22)	12%	(28)	12%	(27)	225
Baby Boomers: 1946-1964	65%	(37)	6%	(3)	7%	(4)	23%	(13)	57
PID: Dem (no lean)	50%	(157)	19%	(60)	19%	(58)	12%	(36)	312
PID: Ind (no lean)	60%	(108)	13%	(24)	14%	(25)	12%	(22)	178
PID: Rep (no lean)	68%	(139)	8%	(17)	14%	(28)	10%	(21)	205
PID/Gender: Dem Men	47%	(75)	29%	(46)	17%	(27)	7%	(12)	160
PID/Gender: Dem Women	54%	(82)	10%	(14)	20%	(31)	16%	(24)	151
PID/Gender: Ind Men	64%	(41)	11%	(7)	16%	(10)	8%	(5)	64
PID/Gender: Ind Women	58%	(66)	15%	(17)	12%	(14)	15%	(17)	114
PID/Gender: Rep Men	68%	(77)	8%	(9)	14%	(16)	10%	(11)	113
PID/Gender: Rep Women	67%	(62)	9%	(8)	13%	(12)	11%	(10)	92
Ideo: Liberal (1-3)	49%	(112)	22%	(51)	19%	(43)	10%	(24)	231
Ideo: Moderate (4)	59%	(117)	13%	(26)	16%	(32)	12%	(25)	199
Ideo: Conservative (5-7)	68%	(129)	7%	(14)	14%	(27)	11%	(21)	191
Educ: < College	63%	(278)	11%	(49)	14%	(63)	12%	(55)	445
Educ: Bachelors degree	49%	(75)	23%	(36)	18%	(27)	10%	(16)	154
Educ: Post-grad	53%	(51)	17%	(17)	21%	(20)	10%	(9)	96
Income: Under 50k	58%	(189)	11%	(36)	17%	(54)	15%	(49)	329
Income: 50k-100k	60%	(138)	15%	(35)	15%	(35)	9%	(20)	229
Income: 100k+	56%	(77)	22%	(30)	15%	(20)	7%	(10)	137
Ethnicity: White	61%	(319)	15%	(77)	14%	(72)	10%	(55)	523
Ethnicity: Hispanic	50%	(73)	21%	(30)	20%	(29)	8%	(12)	144

Continued on next page

**Table ADW5\_7:** For the upcoming school year, do you plan to buy each of the following mostly  
Lunch/food items

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	58%	(404)	15%	(101)	16%	(110)	11%	(79)	695
Ethnicity: Black	46%	(48)	11%	(12)	23%	(24)	19%	(20)	104
Ethnicity: Other	55%	(37)	18%	(12)	21%	(14)	6%	(4)	68
All Christian	55%	(158)	14%	(40)	21%	(62)	10%	(29)	289
All Non-Christian	56%	(38)	29%	(20)	9%	(6)	6%	(4)	68
Agnostic/Nothing in particular	58%	(90)	16%	(25)	12%	(19)	13%	(21)	154
Something Else	64%	(101)	7%	(12)	12%	(19)	16%	(26)	157
Religious Non-Protestant/Catholic	58%	(44)	26%	(20)	8%	(6)	8%	(6)	76
Evangelical	61%	(116)	14%	(27)	14%	(27)	10%	(20)	190
Non-Evangelical	56%	(135)	10%	(25)	20%	(49)	13%	(32)	241
Community: Urban	45%	(110)	26%	(63)	19%	(47)	10%	(24)	244
Community: Suburban	66%	(190)	7%	(20)	15%	(43)	11%	(33)	286
Community: Rural	63%	(104)	11%	(18)	12%	(20)	13%	(22)	165
Employ: Private Sector	57%	(159)	13%	(37)	21%	(59)	9%	(26)	280
Employ: Government	60%	(34)	17%	(9)	20%	(12)	3%	(2)	57
Employ: Self-Employed	55%	(45)	24%	(20)	15%	(13)	5%	(4)	82
Employ: Homemaker	74%	(61)	11%	(9)	4%	(3)	10%	(8)	82
Employ: Student	55%	(27)	9%	(5)	12%	(6)	24%	(12)	50
Employ: Unemployed	46%	(30)	18%	(12)	18%	(12)	18%	(12)	65
Military HH: Yes	69%	(70)	9%	(9)	17%	(17)	5%	(5)	102
Military HH: No	56%	(333)	16%	(92)	16%	(93)	12%	(74)	593
RD/WT: Right Direction	54%	(191)	19%	(66)	19%	(67)	8%	(28)	352
RD/WT: Wrong Track	62%	(213)	10%	(35)	13%	(43)	15%	(51)	343
Biden Job Approve	53%	(207)	17%	(68)	20%	(77)	10%	(37)	390
Biden Job Disapprove	68%	(172)	10%	(26)	9%	(24)	13%	(32)	254
Biden Job Strongly Approve	49%	(102)	22%	(45)	21%	(44)	7%	(15)	207
Biden Job Somewhat Approve	57%	(105)	13%	(23)	18%	(33)	12%	(22)	183
Biden Job Somewhat Disapprove	64%	(62)	14%	(13)	14%	(13)	8%	(8)	96
Biden Job Strongly Disapprove	70%	(111)	8%	(12)	7%	(11)	15%	(24)	158

Continued on next page

**Table ADW5\_7:** For the upcoming school year, do you plan to buy each of the following mostly  
Lunch/food items

Demographic	In-person		Online		Equally split between in-person and online		I won't buy this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	58%	(404)	15%	(101)	16%	(110)	11%	(79)	695
Favorable of Biden	58%	(220)	15%	(57)	17%	(65)	9%	(36)	378
Unfavorable of Biden	62%	(169)	13%	(36)	13%	(37)	12%	(32)	274
Very Favorable of Biden	52%	(104)	22%	(43)	19%	(38)	8%	(15)	201
Somewhat Favorable of Biden	65%	(115)	8%	(14)	15%	(27)	11%	(20)	176
Somewhat Unfavorable of Biden	53%	(41)	18%	(14)	20%	(15)	9%	(7)	76
Very Unfavorable of Biden	65%	(128)	11%	(22)	11%	(22)	13%	(25)	197
#1 Issue: Economy	59%	(172)	15%	(42)	17%	(50)	9%	(27)	292
#1 Issue: Security	63%	(48)	9%	(7)	20%	(15)	8%	(6)	77
#1 Issue: Health Care	53%	(52)	20%	(20)	13%	(13)	14%	(14)	99
#1 Issue: Women's Issues	46%	(23)	19%	(9)	11%	(5)	25%	(12)	50
#1 Issue: Education	56%	(34)	16%	(10)	19%	(12)	10%	(6)	62
2020 Vote: Joe Biden	51%	(162)	19%	(62)	18%	(58)	12%	(37)	320
2020 Vote: Donald Trump	69%	(150)	8%	(17)	13%	(29)	10%	(22)	218
2020 Vote: Didn't Vote	59%	(83)	13%	(18)	16%	(22)	12%	(18)	141
2018 House Vote: Democrat	53%	(119)	14%	(31)	21%	(48)	12%	(26)	225
2018 House Vote: Republican	65%	(116)	12%	(21)	12%	(21)	12%	(21)	178
2016 Vote: Hillary Clinton	50%	(105)	16%	(33)	21%	(43)	13%	(28)	209
2016 Vote: Donald Trump	64%	(125)	10%	(19)	16%	(31)	11%	(21)	195
2016 Vote: Didn't Vote	58%	(150)	18%	(47)	14%	(35)	10%	(26)	259
Voted in 2014: Yes	60%	(216)	12%	(43)	15%	(54)	13%	(48)	362
Voted in 2014: No	56%	(188)	17%	(58)	17%	(56)	9%	(31)	332
4-Region: Northeast	55%	(69)	17%	(21)	21%	(27)	7%	(9)	126
4-Region: Midwest	64%	(95)	15%	(22)	9%	(13)	12%	(18)	148
4-Region: South	61%	(157)	12%	(30)	17%	(44)	10%	(24)	256
4-Region: West	50%	(83)	17%	(28)	16%	(26)	17%	(28)	164

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

**Table ADW6:** To what extent is the COVID-19 pandemic a factor in your decision to do back to school shopping mostly online?

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	56%	(66)	29%	(34)	16%	(18)	118
Gender: Male	62%	(43)	25%	(18)	13%	(9)	71
Age: 18-34	55%	(35)	33%	(21)	12%	(7)	64
Millennials: 1981-1996	58%	(33)	33%	(18)	9%	(5)	56
PID: Dem (no lean)	62%	(40)	29%	(19)	9%	(6)	65
Ideo: Liberal (1-3)	61%	(31)	28%	(14)	11%	(5)	50
Educ: < College	50%	(32)	32%	(20)	18%	(12)	63
Ethnicity: White	54%	(50)	32%	(30)	14%	(13)	93
All Christian	48%	(24)	32%	(16)	20%	(10)	50
Community: Urban	69%	(39)	24%	(14)	7%	(4)	57
Military HH: No	55%	(55)	31%	(30)	14%	(14)	99
RD/WT: Right Direction	60%	(47)	29%	(23)	11%	(9)	78
Biden Job Approve	61%	(50)	29%	(24)	9%	(8)	81
Biden Job Strongly Approve	65%	(33)	28%	(14)	7%	(4)	51
Favorable of Biden	64%	(49)	28%	(21)	8%	(6)	76
Very Favorable of Biden	73%	(40)	20%	(11)	7%	(4)	55
2020 Vote: Joe Biden	64%	(44)	24%	(17)	11%	(8)	68
Voted in 2014: Yes	51%	(29)	29%	(17)	20%	(11)	57
Voted in 2014: No	60%	(36)	28%	(17)	12%	(7)	61

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	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	229	10%
	Millennials: 1981-1996	635	29%
	GenXers: 1965-1980	576	26%
	Baby Boomers: 1946-1964	672	31%
	N	2111	
xpid3	PID: Dem (no lean)	857	39%
	PID: Ind (no lean)	661	30%
	PID: Rep (no lean)	681	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	405	18%
	PID/Gender: Dem Women	452	21%
	PID/Gender: Ind Men	309	14%
	PID/Gender: Ind Women	352	16%
	PID/Gender: Rep Men	347	16%
	PID/Gender: Rep Women	334	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	657	30%
	Ideo: Moderate (4)	659	30%
	Ideo: Conservative (5-7)	686	31%
	N	2002	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1251	57%
	Income: 50k-100k	627	29%
	Income: 100k+	321	15%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	968	44%
	All Non-Christian	126	6%
	Atheist	105	5%
	Agnostic/Nothing in particular	570	26%
	Something Else	432	20%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	145	7%
xdemEvang	Evangelical	555	25%
	Non-Evangelical	811	37%
	N	1366	
xdemUsr	Community: Urban	637	29%
	Community: Suburban	1000	45%
	Community: Rural	563	26%
	N	2200	
xdemEmploy	Employ: Private Sector	668	30%
	Employ: Government	128	6%
	Employ: Self-Employed	205	9%
	Employ: Homemaker	162	7%
	Employ: Student	74	3%
	Employ: Retired	532	24%
	Employ: Unemployed	279	13%
	Employ: Other	152	7%
	N	2200	
xdemMilHH1	Military HH: Yes	345	16%
	Military HH: No	1855	84%
	N	2200	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1042	47%
	RD/WT: Wrong Track	1158	53%
	N	2200	
xdemBidenApprove	Biden Job Approve	1166	53%
	Biden Job Disapprove	906	41%
	N	2072	
xdemBidenApprove2	Biden Job Strongly Approve	621	28%
	Biden Job Somewhat Approve	545	25%
	Biden Job Somewhat Disapprove	265	12%
	Biden Job Strongly Disapprove	641	29%
	N	2072	
xdemBidenFav	Favorable of Biden	1149	52%
	Unfavorable of Biden	932	42%
	N	2082	
xdemBidenFavFull	Very Favorable of Biden	647	29%
	Somewhat Favorable of Biden	502	23%
	Somewhat Unfavorable of Biden	220	10%
	Very Unfavorable of Biden	712	32%
	N	2082	
xnr3	#1 Issue: Economy	787	36%
	#1 Issue: Security	327	15%
	#1 Issue: Health Care	313	14%
	#1 Issue: Medicare / Social Security	257	12%
	#1 Issue: Women's Issues	127	6%
	#1 Issue: Education	114	5%
	#1 Issue: Energy	141	6%
	#1 Issue: Other	133	6%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	975	44%
	2020 Vote: Donald Trump	750	34%
	2020 Vote: Other	53	2%
	2020 Vote: Didn't Vote	419	19%
	N	2197	
xsubVote18O	2018 House Vote: Democrat	735	33%
	2018 House Vote: Republican	604	27%
	2018 House Vote: Someone else	56	3%
	N	1396	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	712	32%
	2016 Vote: Donald Trump	673	31%
	2016 Vote: Other	108	5%
	2016 Vote: Didn't Vote	705	32%
	<i>N</i>	2197	
xsubVote14O	Voted in 2014: Yes	1243	56%
	Voted in 2014: No	957	44%
	<i>N</i>	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	<i>N</i>	2200	

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

 **MORNING CONSULT**