



Back to school shopping + masks
Fieldwork Dates: 14th - 18th August 2020

Conducted by YouGov
On behalf of YouGov RealTime

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email realtime.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2451 adults. Fieldwork was undertaken between 14th - 18th August 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	Gender		Generation							Region		
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South
	A	B	C	D	E	F	G	H	I	J	K	L

parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	2451	1143	1308	111	823	556	827	131	3	-	476	470	890
Base: All US Adults	2451	1191	1260	114	782	523	871	158	4	-	455	465	921
Yes, of at least one child younger than 18	20%	18%	22%	4%	31%	40%	4%	3%	-	-	18%	19%	22%
			A	*	C.F.G	C.D.F.G			**	**			
Yes, of at least one child 18 years old or older	33%	28%	37%	4%	5%	35%	55%	59%	76%	-	34%	38%	31%
			A	*		C.D	C.D.E	C.D.E	**	**		L.M	
No, I am neither a parent or guardian	45%	50%	39%	86%	55%	31%	40%	36%	-	-	45%	43%	46%
			B	D.E.F.G*	E.F.G	E			**	**			
Don't know/Prefer not to say	5%	5%	4%	6%	10%	2%	3%	2%	24%	-	6%	3%	4%
			E*	E.F.G					**	**			

AYB_q1. Do you have any children who will be in K-12 (kindergarten through 12th grade) in the fall?

Unweighted base	543	235	308	4	276	220	39	4	-	-	89	97	219
Base: All Parents of under 18s	495	215	280	4	244	208	34	4	-	-	83	88	199
Yes, I do	77%	79%	76%	42%	67%	90%	75%	74%	-	-	83%	75%	77%
				**		D.F	*	**	**	**	*	*	*
No, I don't	18%	19%	17%	-	26%	8%	24%	26%	-	-	14%	20%	17%
				**	E		E*	**	**	**	*	*	*
Don't know	5%	2%	8%	58%	7%	2%	2%	-	-	-	3%	6%	6%
			A	**	E		*	**	**	**	*	*	*

AYB_q2. Which of the following, if any, best describes your child(ren)'s school attendance in the fall semester? Please select all that apply.

Unweighted base	412	183	229	2	186	194	27	3	-	-	72	71	168
Base: All Parents of children in K-12 in the fall	381	169	212	2	164	187	25	3	-	-	69	66	153
Full-time in-person attendance at school	29%	36%	23%	23%	36%	23%	26%	-	-	-	26%	41%	26%
			B	**	E	**	**	**	**	**	*	L*	
Part-time in-person attendance at school and part-time remote learning	26%	29%	24%	77%	25%	26%	30%	-	-	-	42%	27%	17%
				**		**	**	**	**	**	L*	*	
Full-time remote learning	34%	27%	39%	-	26%	40%	35%	68%	-	-	26%	26%	43%
			A	**		D	**	**	**	**	*	*	J.K
Home-schooling	15%	15%	14%	-	16%	14%	12%	32%	-	-	13%	16%	12%
				**		**	**	**	**	**	*	*	
Don't know	7%	5%	9%	-	5%	7%	19%	-	-	-	11%	3%	9%
				**		**	**	**	**	**	*	*	

Thinking of the following back-to-school shopping categories, do you expect to spend more, about the same, or less than usual this year than in previous years? Please select one option on each row.

AYB_q3_1. Clothing, shoes, and accessories

Unweighted base	412	183	229	2	186	194	27	3	-	-	72	71	168
Base: All Parents of children in K-12 in the fall	381	169	212	2	164	187	25	3	-	-	69	66	153
More than usual	16%	17%	16%	77%	22%	10%	18%	-	-	-	15%	6%	16%
				**	E	**	**	**	**	**	*	*	
About the same	52%	60%	46%	23%	54%	50%	52%	100%	-	-	61%	62%	50%
			B	**		**	**	**	**	**	M*	M*	
Less than usual	30%	21%	36%	-	21%	38%	29%	-	-	-	25%	31%	31%
			A	**		D	**	**	**	**	*	*	
Don't know	2%	2%	2%	-	3%	2%	-	-	-	-	-	1%	3%
				**		**	**	**	**	**	*	*	

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	Gender		Generation							Region		
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South

AYB_q3_2. Traditional school supplies (e.g., notebooks, pens, bookbags)

Unweighted base	412	183	229	2	186	194	27	3	-	-	72	71	168
Base: All Parents of children in K-12 in the fall	381	169	212	2	164	187	25	3	-	-	69	66	153
More than usual	12%	14%	11%	-	21%	7%	3%	-	-	-	10%	7%	14%
				**	E		**	**	**	**	*	*	
About the same	58%	64%	54%	100%	56%	55%	85%	100%	-	-	63%	62%	56%
				**		**	**	**	**	**	*	*	
Less than usual	27%	19%	34%	-	19%	37%	12%	-	-	-	23%	29%	29%
				**	A	**	D	**	**	**	*	*	
Don't know	2%	4%	1%	-	5%	1%	-	-	-	-	4%	2%	1%
				**	E	**	**	**	**	**	*	*	

AYB_q3_3. Technology products (e.g., personal computers, headsets, software)

Unweighted base	412	183	229	2	186	194	27	3	-	-	72	71	168
Base: All Parents of children in K-12 in the fall	381	169	212	2	164	187	25	3	-	-	69	66	153
More than usual	32%	30%	34%	77%	37%	28%	32%	-	-	-	32%	26%	33%
				**	**	**	**	**	**	**	*	*	
About the same	48%	51%	46%	23%	46%	53%	25%	67%	-	-	51%	50%	50%
				**	**	**	**	**	**	**	*	*	
Less than usual	13%	14%	13%	-	11%	13%	28%	33%	-	-	8%	18%	13%
				**	**	**	**	**	**	**	*	*	
Don't know	7%	6%	7%	-	6%	7%	15%	-	-	-	9%	7%	4%
				**	**	**	**	**	**	**	*	*	

AYB_q3_4. Personal hygiene products (e.g., tissues, hand sanitizer, disinfectant wipes)

Unweighted base	412	183	229	2	186	194	27	3	-	-	72	71	168
Base: All Parents of children in K-12 in the fall	381	169	212	2	164	187	25	3	-	-	69	66	153
More than usual	44%	47%	43%	-	49%	41%	42%	67%	-	-	49%	35%	44%
				**	**	**	**	**	**	**	*	*	
About the same	44%	44%	44%	100%	41%	45%	49%	33%	-	-	43%	52%	45%
				**	**	**	**	**	**	**	*	*	
Less than usual	9%	7%	12%	-	7%	12%	9%	-	-	-	8%	12%	8%
				**	**	**	**	**	**	**	*	*	
Don't know	2%	3%	2%	-	4%	2%	-	-	-	-	-	1%	3%
				**	**	**	**	**	**	**	*	*	

AYB_q3_5. Desks/tables or other furniture

Unweighted base	412	183	229	2	186	194	27	3	-	-	72	71	168
Base: All Parents of children in K-12 in the fall	381	169	212	2	164	187	25	3	-	-	69	66	153
More than usual	20%	22%	18%	23%	29%	13%	10%	32%	-	-	11%	11%	23%
				**	E	**	**	**	**	**	*	*	
About the same	46%	49%	43%	77%	40%	53%	31%	35%	-	-	57%	50%	42%
				**	**	**	**	**	**	**	*	*	
Less than usual	25%	22%	27%	-	21%	27%	40%	-	-	-	18%	29%	25%
				**	**	**	**	**	**	**	*	*	
Don't know	10%	8%	12%	-	10%	8%	18%	33%	-	-	15%	10%	10%
				**	**	**	**	**	**	**	*	*	

AYB_q4. Thinking of the back-to-school shopping that you've done or will do for the fall semester...Do you expect to make your purchases in-store or online?

Unweighted base	412	183	229	2	186	194	27	3	-	-	72	71	168
Base: All Parents of children in K-12 in the fall	381	169	212	2	164	187	25	3	-	-	69	66	153
Mostly in-store	36%	35%	37%	-	36%	35%	46%	68%	-	-	32%	51%	35%
				**	**	**	**	**	**	**	*	LM*	

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Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



	Gender		Generation							Region		
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South
Equally in-store and online	32%	33%	100% **	38% E	26%	36% **	32% **	- **	- **	40% K*	21% *	33%
Mostly online	25%	21%	- **	20%	32% D	10% **	- **	- **	- **	22% *	19% *	25%
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	8%	- **	7%	6%	8% **	- **	- **	- **	5% *	10% *	6%

AYB_q5. Thinking of your typical expenses (i.e., housing payments and other bills) how worried, if at all, are you about being able to afford school supplies for your child(ren) this fall semester?

Unweighted base	412	183	229	2	186	194	27	3	-	-	72	71	168
Base: All Parents of children in K-12 in the fall	381	169	212	2	164	187	25	3	-	-	69	66	153
Very worried	17%	19%	15%	- **	22% E	11%	30% **	- **	- **	18% *	12% *	16%	
Somewhat worried	25%	26%	25%	- **	29%	24%	8% **	32% **	- **	27% *	21% *	23%	
Not very worried	24%	26%	23%	100% **	20%	29%	15% **	35% **	- **	26% *	32% *	23%	
Not worried at all	25%	24%	26%	- **	21%	28%	38% **	33% **	- **	24% *	24% *	28%	
Don't know	2%	0%	2%	- **	2%	2%	- **	- **	- **	- *	1% *	3%	
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	5%	8%	- **	7%	6%	8% **	- **	- **	5% *	10% *	6%	
Net: Very/somewhat worried	42%	44%	40%	- **	51% E	35%	38% **	32% **	- **	45% *	33% *	39%	
Net: Not very/not at all worried	50%	50%	50%	100% **	41%	57% D	53% **	68% **	- **	50% *	56% *	51%	

AYB_q6. To what extent do you support or oppose making masks mandatory for children attending K-12 schools in the fall?

Unweighted base	412	183	229	2	186	194	27	3	-	-	72	71	168
Base: All Parents of children in K-12 in the fall	381	169	212	2	164	187	25	3	-	-	69	66	153
Strongly support	52%	54%	50%	77% **	52%	51%	45% **	100% **	- **	42% *	46% *	56%	
Somewhat support	21%	19%	24%	- **	22%	22%	22% **	- **	- **	31% L*	28% *	17%	
Somewhat oppose	9%	8%	9%	- **	9%	7%	20% **	- **	- **	11% *	6% *	9%	
Strongly oppose	12%	15%	10%	23% **	11%	13%	13% **	- **	- **	10% *	13% *	11%	
Don't know	6%	5%	7%	- **	6%	7%	- **	- **	- **	6% *	7% *	6%	
Net: support	73%	73%	74%	77% **	74%	73%	67% **	100% **	- **	73% *	74% *	73%	
Net: oppose	21%	23%	19%	23% **	20%	20%	33% **	- **	- **	22% *	19% *	21%	

AYB_q7. You mentioned you would support making masks mandatory for children attending K-12 schools in the fall. Who do you think should be most responsible for providing children with masks?

Unweighted base	307	135	172	1	140	144	19	3	-	-	52	52	125
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Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Base: All Parents of children in K-12 in the fall who support mandatory mask wearing

Total	Gender		Generation							Region		
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South
279	123	156	1	121	137	17	3	-	-	50	49	111
Parents	56%	57%	**	57%	57%	45%	33%	-	-	51%	61%	51%
	*	*	**	*	*	**	**	**	**	*	*	*
Schools	34%	34%	100%	37%	30%	44%	67%	-	-	35%	36%	39%
	*	*	**	*	*	**	**	**	**	*	*	*
Other	3%	4%	-	3%	3%	-	-	-	-	-	2%	2%
	*	*	**	*	*	**	**	**	**	*	*	*
Don't know	7%	6%	-	3%	11%	11%	-	-	-	14%	2%	8%
	*	*	**	*	D	**	**	**	**	K*	*	*

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, AT/AU/AV/AW/A

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US_nat_int Sample: 14th - 18th August 2020



Total	Race					Education				Married	Civil Partnership	Living together, not married or civil partnership
	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad			
	M	N	O	P	Q	R	S	T	U			

parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	2451	615	1528	339	358	226	965	780	454	252	1028	34	140
Base: All US Adults	2451	610	1592	324	277	259	966	799	416	270	1024	31	128
Yes, of at least one child younger than 18	20%	20%	19%	20%	27%	18%	18%	19%	27%	22%	30%	49%	19%
					N				R.S		X.Y.Z.AA.AB.AC	**	AA.AC*
Yes, of at least one child 18 years old or older	33%	31%	38%	26%	28%	17%	34%	33%	26%	38%	45%	15%	29%
			O.P.Q	Q	Q		T	T		T	X.Y.Z.AA.AF	**	Y.AA.AF*
No, I am neither a parent or guardian	45%	43%	42%	51%	42%	56%	45%	45%	47%	39%	25%	34%	47%
			N	N.P								**	V.Z.AB*
Don't know/Prefer not to say	5%	6%	3%	5%	8%	10%	6%	5%	2%	3%	3%	2%	7%
		K		N	N	T	T					**	V*

AYB_q1. Do you have any children who will be in K-12 (kindergarten through 12th grade) in the fall?

Unweighted base	543	138	313	80	103	47	186	166	123	68	346	13	32
Base: All Parents of under 18s	495	125	308	65	74	47	172	152	112	59	308	15	24
Yes, I do	77%	75%	82%	76%	60%	72%	69%	76%	84%	89%	81%	79%	87%
			P	*	*	*		R*	R*		AA	**	**
No, I don't	18%	20%	15%	16%	29%	22%	20%	21%	14%	9%	15%	10%	13%
			*	N*	*	*	U	U	*	*		**	**
Don't know	5%	5%	3%	8%	11%	6%	11%	3%	2%	3%	3%	11%	-
			*	N*	*	*	S.T	*	*	*		**	**

AYB_q2. Which of the following, if any, best describes your child(ren)'s school attendance in the fall semester? Please select all that apply.

Unweighted base	412	101	252	60	65	35	128	125	101	58	273	9	26
Base: All Parents of children in K-12 in the fall	381	94	253	50	45	34	119	116	94	52	251	12	21
Full-time in-person attendance at school	29%	27%	30%	21%	28%	33%	27%	25%	36%	28%	30%	6%	50%
		*	*	*	*	**	*	*	*	*		**	**
Part-time in-person attendance at school and part-time remote learning	26%	28%	30%	17%	12%	29%	23%	24%	31%	26%	25%	32%	11%
		*	P	*	*	**	*	*	*	*		**	**
Full-time remote learning	34%	30%	31%	43%	35%	37%	32%	37%	27%	42%	35%	20%	36%
		*	*	*	*	**	*	*	*	*		**	**
Home-schooling	15%	19%	15%	9%	23%	9%	15%	18%	13%	9%	15%	16%	9%
		*	*	*	*	**	*	*	*	*		**	**
Don't know	7%	4%	4%	17%	10%	10%	15%	6%	2%	2%	5%	34%	9%
		*	N*	*	*	**	T.U*	*	*	*		**	**

Thinking of the following back-to-school shopping categories, do you expect to spend more, about the same, or less than usual this year than in previous years? Please select one option on each row.

AYB_q3_1. Clothing, shoes, and accessories

Unweighted base	412	101	252	60	65	35	128	125	101	58	273	9	26
Base: All Parents of children in K-12 in the fall	381	94	253	50	45	34	119	116	94	52	251	12	21
More than usual	16%	24%	15%	16%	18%	24%	14%	14%	25%	10%	16%	23%	17%
		K*	*	*	*	**	*	*	U*	*		**	**
About the same	52%	42%	52%	55%	41%	63%	53%	57%	44%	53%	54%	58%	59%
		*	*	*	*	**	*	*	*	*		**	**
Less than usual	30%	30%	31%	28%	39%	8%	28%	27%	30%	37%	29%	19%	24%
		*	*	*	*	**	*	*	*	*		**	**
Don't know	2%	4%	2%	1%	1%	5%	4%	2%	0%	-	1%	-	-
		*	*	*	*	**	*	*	*	*		**	**

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AYB_q3_2. Traditional school supplies (e.g., notebooks, pens, bookbags)

Total	Race					Education				Married	Civil Partnership	Living together, not married or civil partnership	
	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad				
Unweighted base	412	101	252	60	65	35	128	125	101	58	273	9	26
Base: All Parents of children in K-12 in the fall	381	94	253	50	45	34	119	116	94	52	251	12	21
More than usual	12%	14%	12%	9%	15%	15%	11%	13%	15%	9%	11%	6%	26%
About the same	58%	55%	57%	63%	52%	62%	58%	63%	52%	56%	60%	67%	53%
Less than usual	27%	27%	29%	25%	32%	13%	27%	21%	32%	33%	26%	28%	20%
Don't know	2%	3%	2%	2%	2%	9%	4%	2%	0%	2%	2%	-	1%

AYB_q3_3. Technology products (e.g., personal computers, headsets, software)

Unweighted base	412	101	252	60	65	35	128	125	101	58	273	9	26
Base: All Parents of children in K-12 in the fall	381	94	253	50	45	34	119	116	94	52	251	12	21
More than usual	32%	35%	32%	27%	32%	39%	24%	30%	40%	40%	32%	32%	37%
About the same	48%	42%	51%	53%	32%	41%	51%	46%	47%	49%	52%	56%	40%
Less than usual	13%	14%	12%	17%	19%	11%	15%	15%	10%	11%	11%	12%	17%
Don't know	7%	9%	5%	4%	16%	9%	10%	8%	4%	-	5%	-	6%

AYB_q3_4. Personal hygiene products (e.g., tissues, hand sanitizer, disinfectant wipes)

Unweighted base	412	101	252	60	65	35	128	125	101	58	273	9	26
Base: All Parents of children in K-12 in the fall	381	94	253	50	45	34	119	116	94	52	251	12	21
More than usual	44%	49%	44%	43%	48%	46%	44%	39%	48%	51%	43%	48%	52%
About the same	44%	36%	44%	48%	35%	44%	43%	52%	34%	46%	45%	52%	37%
Less than usual	9%	11%	9%	9%	15%	4%	8%	7%	18%	4%	10%	-	11%
Don't know	2%	5%	3%	-	1%	5%	5%	2%	0%	-	2%	-	-

AYB_q3_5. Desks/tables or other furniture

Unweighted base	412	101	252	60	65	35	128	125	101	58	273	9	26
Base: All Parents of children in K-12 in the fall	381	94	253	50	45	34	119	116	94	52	251	12	21
More than usual	20%	27%	19%	23%	17%	26%	16%	23%	16%	28%	21%	32%	21%
About the same	46%	41%	48%	36%	36%	52%	43%	41%	47%	59%	49%	41%	44%
Less than usual	25%	26%	24%	32%	34%	10%	25%	25%	33%	11%	23%	27%	25%
Don't know	10%	6%	9%	9%	13%	13%	17%	11%	5%	2%	8%	-	10%

AYB_q4. Thinking of the back-to-school shopping that you've done or will do for the fall semester...Do you expect to make your purchases in-store or online?

Unweighted base	412	101	252	60	65	35	128	125	101	58	273	9	26
Base: All Parents of children in K-12 in the fall	381	94	253	50	45	34	119	116	94	52	251	12	21
Mostly in-store	36%	31%	35%	35%	41%	37%	38%	33%	39%	33%	40%	12%	49%

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



	Total	Race					Education				Married	Civil Partnership	Living together, not married or civil partnership
		West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad			
Equally in-store and online	32%	33% *	30%	40% *	34% *	35% **	34% *	33% *	32% *	28% *	30%	30% **	18% **
Mostly online	25%	30% *	27%	19% *	18% *	23% **	20% *	26% *	22% *	38% R.T*	26%	57% **	25% **
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	6% *	7%	6% *	6% *	4% **	8% *	8% *	7% *	1% *	4%	- **	8% **

AYB_q5. Thinking of your typical expenses (i.e., housing payments and other bills) how worried, if at all, are you about being able to afford school supplies for your child(ren) this fall semester?

	Unweighted base	412	101	252	60	65	35	128	125	101	58	273	9	26
Base: All Parents of children in K-12 in the fall	381	94	253	50	45	34	119	116	94	52	251	12	21	
Very worried	17%	21% *	17%	13% *	16% O*	24% **	18% *	19% *	17% *	8% *	17%	14% **	32% **	
Somewhat worried	25%	30% *	25%	18% *	38% O*	19% **	26% *	25% *	21% *	31% *	24%	34% **	25% **	
Not very worried	24%	21% *	24%	28% *	16% *	30% **	21% *	26% *	28% *	22% *	23%	52% **	21% **	
Not worried at all	25%	23% *	26%	28% *	24% *	23% **	25% *	20% *	27% *	37% S*	30% Z	- **	14% **	
Don't know	2%	- *	1%	7% N*	- *	- **	2% *	3% *	- *	- *	1%	- **	- **	
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	6% *	7%	6% *	6% *	4% **	8% *	8% *	7% *	1% *	4%	- **	8% **	
Net: Very/somewhat worried	42%	51% K*	42%	31% *	53% O*	43% **	44% *	44% *	38% *	40% *	42%	48% **	57% **	
Net: Not very/not at all worried	50%	44% *	50%	56% *	40% *	53% **	46% *	46% *	55% *	60% *	53%	52% **	35% **	

AYB_q6. To what extent do you support or oppose making masks mandatory for children attending K-12 schools in the fall?

	Unweighted base	412	101	252	60	65	35	128	125	101	58	273	9	26
Base: All Parents of children in K-12 in the fall	381	94	253	50	45	34	119	116	94	52	251	12	21	
Strongly support	52%	55% *	50%	63% *	52% *	48% **	46% *	47% *	57% *	66% R.S*	53%	48% **	52% **	
Somewhat support	21%	18% *	22%	14% *	32% *	11% **	20% *	19% *	26% *	19% *	24%	- **	26% **	
Somewhat oppose	9%	7% *	9%	6% *	5% *	14% **	7% *	13% *	5% *	9% *	8%	17% **	10% **	
Strongly oppose	12%	14% *	12%	14% *	8% *	19% **	16% *	14% *	10% *	6% *	11%	34% **	5% **	
Don't know	6%	5% *	7%	3% *	3% *	7% **	10% T.U*	7% *	2% *	- *	4%	- **	7% **	
Net: support	73%	74% *	73%	77% *	84% *	59% **	67% *	67% *	83% R.S*	85% R.S*	77% AA	48% **	78% **	
Net: oppose	21%	22% *	21%	20% *	13% *	33% **	23% *	26% *	15% *	15% *	19%	52% **	15% **	

AYB_q7. You mentioned you would support making masks mandatory for children attending K-12 schools in the fall. Who do you think should be most responsible for providing children with masks?

	Unweighted base	307	78	184	50	52	21	89	85	83	50	208	7	20
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YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Base: All Parents of children in K-12 in the fall who support mandatory mask wearing

Total	Race					Education				Marriage/Partnership		
	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership
279	69	183	38	37	20	79	77	78	45	192	6	16
Parents	56%	63%	57%	54%	44%	44%	44%	72%	67%	60%	75%	33%
	*	*	*	*	**	*	*	R.S*	R.S*	**	**	**
Schools	34%	25%	31%	38%	41%	44%	41%	25%	21%	32%	25%	58%
	*	*	*	*	**	T.U*	U*	*	*	**	**	**
Other	3%	5%	3%	2%	3%	2%	2%	2%	4%	3%	-	5%
	*	*	*	*	**	*	*	*	*	**	**	**
Don't know	7%	6%	9%	4%	2%	4%	10%	12%	-	8%	6%	-
	*	*	*	*	**	T*	T*	*	T*	**	**	**

Cell Contents (ColK, AY/AZ/BA/BB/BC/BD/BE/BF, BG/BH/BI/BJ, BK/BL/BM/BN/BO/BP/BQ, BR/BS/BT, BU/BV/BW/BX/BY, BZ/CA/CB/CC, Minimum Base: 30 (**), Small Base: 100 (*))

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	Marital Status								Parent or guardian of any children			
	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian
	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ

parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	2451	88	1290	726	223	115	34	14	49	543	789	1263	1092
Base: All US Adults	2451	89	1272	702	241	130	34	14	58	495	804	1236	1096
Yes, of at least one child younger than 18	20%	10%	28%	11%	10%	9%	44%	8%	17%	100%	8%	40%	-
		*	X.Y.AA.AB.AC			*	**	**	*	AH.AI.AJ.AK	AJ.AK	AH.AJ.AK	-
Yes, of at least one child 18 years old or older	33%	13%	41%	9%	58%	49%	35%	9%	10%	13%	100%	65%	-
		*	X.Y.AA.AF		V.X.Y.Z.AA.AF	X.Y.AA.AF*	**	**	*	AJ.AK	AG.AJ.AK	AG.AJ.AK	-
No, I am neither a parent or guardian	45%	71%	31%	78%	30%	39%	24%	71%	33%	-	-	-	100%
		V.X.Z.AB.AC.AF*	V	V.X.Z.AB.AC.AF		V*	**	**	*	-	-	-	AG.AH.AI.AK
Don't know/Prefer not to say	5%	6%	3%	4%	4%	7%	5%	12%	41%	-	-	-	-
		*	V			V*	**	**	V.X.Y.Z.AA.AB.AC*	-	-	-	-

AYB_q1. Do you have any children who will be in K-12 (kindergarten through 12th grade) in the fall?

Unweighted base	543	11	402	80	27	12	14	2	6	543	69	543	-
Base: All Parents of under 18s	495	9	357	76	25	11	15	1	10	495	62	495	-
Yes, I do	77%	66%	81%	60%	85%	73%	66%	42%	60%	77%	78%	77%	-
		**	AA	*	**	**	**	**	**	*	*	**	**
No, I don't	18%	11%	15%	30%	11%	27%	34%	-	10%	18%	21%	18%	-
		**	V.Z*	**	**	**	**	**	**	*	*	**	**
Don't know	5%	23%	4%	10%	3%	-	-	58%	30%	5%	1%	5%	-
		**	V	V*	**	**	**	**	**	*	*	**	**

AYB_q2. Which of the following, if any, best describes your child(ren)'s school attendance in the fall semester? Please select all that apply.

Unweighted base	412	7	315	51	23	8	11	1	3	412	55	412	-
Base: All Parents of children in K-12 in the fall	381	6	290	46	21	8	10	0	6	381	49	381	-
Full-time in-person attendance at school	29%	29%	30%	33%	24%	-	-	-	19%	29%	19%	29%	-
		**	*	*	**	**	**	**	**	*	*	**	**
Part-time in-person attendance at school and part-time remote learning	26%	56%	25%	28%	25%	35%	51%	-	-	26%	29%	26%	-
		**	*	*	**	**	**	**	**	*	*	**	**
Full-time remote learning	34%	21%	34%	30%	25%	76%	49%	-	-	34%	44%	34%	-
		**	*	*	**	**	**	**	**	*	*	**	**
Home-schooling	15%	10%	15%	12%	12%	11%	-	100%	64%	15%	14%	15%	-
		**	*	*	**	**	**	**	**	*	*	**	**
Don't know	7%	-	7%	7%	15%	-	-	-	16%	7%	9%	7%	-
		**	*	*	**	**	**	**	**	*	*	**	**

Thinking of the following back-to-school shopping categories, do you expect to spend more, about the same, or less than usual this year than in previous years? Please select one option on each row.

AYB_q3_1. Clothing, shoes, and accessories

Unweighted base	412	7	315	51	23	8	11	1	3	412	55	412	-
Base: All Parents of children in K-12 in the fall	381	6	290	46	21	8	10	0	6	381	49	381	-
More than usual	16%	23%	17%	15%	21%	-	7%	100%	19%	16%	7%	16%	-
		**	*	*	**	**	**	**	**	AH	*	AH	**
About the same	52%	51%	54%	43%	45%	62%	26%	-	81%	52%	54%	52%	-
		**	*	*	**	**	**	**	**	*	*	**	**
Less than usual	30%	26%	28%	35%	34%	38%	54%	-	-	30%	39%	30%	-
		**	*	*	**	**	**	**	**	*	*	**	**
Don't know	2%	-	1%	7%	-	-	13%	-	-	2%	-	2%	-
		**	V.Z*	**	**	**	**	**	**	*	*	**	**

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	Marital Status								Parent or guardian of any children			
	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian

AYB_q3_2. Traditional school supplies (e.g., notebooks, pens, bookbags)

Unweighted base	412	7	315	51	23	8	11	1	3	412	55	412	-
Base: All Parents of children in K-12 in the fall	381	6	290	46	21	8	10	0	6	381	49	381	-
More than usual	12%	10%	12%	14%	19%	-	-	100%	19%	12%	4%	12%	-
	**	**	**	*	**	**	**	**	**	AH	*	AH	**
About the same	58%	40%	60%	42%	63%	73%	50%	-	81%	58%	58%	58%	-
	**	**	AA	*	**	**	**	**	**	*	*	*	**
Less than usual	27%	51%	26%	37%	19%	27%	37%	-	-	27%	36%	27%	-
	**	**	**	*	**	**	**	**	**	*	*	*	**
Don't know	2%	-	2%	7%	-	-	13%	-	-	2%	2%	2%	-
	**	**	**	*	**	**	**	**	**	*	*	*	**

AYB_q3_3. Technology products (e.g., personal computers, headsets, software)

Unweighted base	412	7	315	51	23	8	11	1	3	412	55	412	-
Base: All Parents of children in K-12 in the fall	381	6	290	46	21	8	10	0	6	381	49	381	-
More than usual	32%	15%	32%	38%	30%	40%	12%	100%	19%	32%	21%	32%	-
	**	**	**	*	**	**	**	**	**	*	*	*	**
About the same	48%	40%	51%	27%	39%	49%	58%	-	81%	48%	59%	48%	-
	**	**	AA	*	**	**	**	**	**	*	*	*	**
Less than usual	13%	21%	12%	24%	21%	-	17%	-	-	13%	10%	13%	-
	**	**	**	V*	**	**	**	**	**	*	*	*	**
Don't know	7%	24%	5%	11%	9%	11%	13%	-	-	7%	10%	7%	-
	**	**	**	*	**	**	**	**	**	*	*	*	**

AYB_q3_4. Personal hygiene products (e.g., tissues, hand sanitizer, disinfectant wipes)

Unweighted base	412	7	315	51	23	8	11	1	3	412	55	412	-
Base: All Parents of children in K-12 in the fall	381	6	290	46	21	8	10	0	6	381	49	381	-
More than usual	44%	49%	44%	49%	27%	52%	42%	100%	84%	44%	36%	44%	-
	**	**	**	*	**	**	**	**	**	*	*	*	**
About the same	44%	51%	45%	36%	60%	48%	28%	-	16%	44%	44%	44%	-
	**	**	**	*	**	**	**	**	**	*	*	*	**
Less than usual	9%	-	10%	8%	12%	-	17%	-	-	9%	19%	9%	-
	**	**	**	*	**	**	**	**	**	AG, AI*	*	*	**
Don't know	2%	-	2%	7%	-	-	13%	-	-	2%	1%	2%	-
	**	**	**	Z*	**	**	**	**	**	*	*	*	**

AYB_q3_5. Desks/tables or other furniture

Unweighted base	412	7	315	51	23	8	11	1	3	412	55	412	-
Base: All Parents of children in K-12 in the fall	381	6	290	46	21	8	10	0	6	381	49	381	-
More than usual	20%	23%	21%	20%	10%	26%	-	100%	-	20%	8%	20%	-
	**	**	**	*	**	**	**	**	**	AH	*	AH	**
About the same	46%	15%	47%	28%	49%	27%	58%	-	100%	46%	52%	46%	-
	**	**	AA	*	**	**	**	**	**	*	*	*	**
Less than usual	25%	37%	24%	34%	32%	23%	17%	-	-	25%	24%	25%	-
	**	**	**	*	**	**	**	**	**	*	*	*	**
Don't know	10%	24%	8%	18%	9%	24%	25%	-	-	10%	17%	10%	-
	**	**	**	*	**	**	**	**	**	*	*	*	**

AYB_q4. Thinking of the back-to-school shopping that you've done or will do for the fall semester...Do you expect to make your purchases in-store or online?

Unweighted base	412	7	315	51	23	8	11	1	3	412	55	412	-
Base: All Parents of children in K-12 in the fall	381	6	290	46	21	8	10	0	6	381	49	381	-
Mostly in-store	36%	14%	39%	30%	36%	28%	24%	100%	-	36%	38%	36%	-
	**	**	**	*	**	**	**	**	**	*	*	*	**

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	Marital Status								Parent or guardian of any children				
	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	
Equally in-store and online	32%	75% **	30%	46% *	29% **	33% **	19% **	- **	84% **	32%	27% *	32%	- **
Mostly online	25%	11% **	27%	14% *	25% **	26% **	17% **	- **	- **	25%	28% *	25%	- **
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	- **	4%	9% *	10% **	13% **	39% **	- **	16% **	7%	7% *	7%	- **

AYB_q5. Thinking of your typical expenses (i.e., housing payments and other bills) how worried, if at all, are you about being able to afford school supplies for your child(ren) this fall semester?

	Unweighted base	7	315	51	23	8	11	1	3	412	55	412	-
Base: All Parents of children in K-12 in the fall	381	6	290	46	21	8	10	0	6	381	49	381	-
Very worried	17%	38% **	19%	15% *	3% **	27% **	- **	- **	- **	17%	16% *	17%	- **
Somewhat worried	25%	21% **	25%	28% *	40% **	- **	10% **	- **	19% **	25%	15% *	25%	- **
Not very worried	24%	26% **	24%	18% *	19% **	50% **	44% **	- **	64% **	24%	21% *	24%	- **
Not worried at all	25%	5% **	27%	23% *	23% **	11% **	7% **	100% **	- **	25%	36% *	25%	- **
Don't know	2%	10% **	1%	7% V,Z*	- **	- **	- **	- **	- **	2%	5% *	2%	- **
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	- **	4%	9% *	10% **	13% **	39% **	- **	16% **	7%	7% *	7%	- **
Net: Very/somewhat worried	42%	59% **	43%	43% *	49% **	27% **	10% **	- **	19% **	42%	31% *	42%	- **
Net: Not very/not at all worried	50%	32% **	51%	41% *	41% **	60% **	51% **	100% **	64% **	50%	58% *	50%	- **

AYB_q6. To what extent do you support or oppose making masks mandatory for children attending K-12 schools in the fall?

	Unweighted base	7	315	51	23	8	11	1	3	412	55	412	-
Base: All Parents of children in K-12 in the fall	381	6	290	46	21	8	10	0	6	381	49	381	-
Strongly support	52%	40% **	52%	44% *	47% **	65% **	56% **	100% **	84% **	52%	42% *	52%	- **
Somewhat support	21%	15% **	23%	13% *	21% **	11% **	31% **	- **	16% **	21%	20% *	21%	- **
Somewhat oppose	9%	- **	8%	12% *	13% **	- **	13% **	- **	- **	9%	13% *	9%	- **
Strongly oppose	12%	45% **	13%	17% *	11% **	- **	- **	- **	- **	12%	5% *	12%	- **
Don't know	6%	- **	4%	14% V,Z*	7% **	24% **	- **	- **	- **	6%	19% AG, AI*	6%	- **
Net: support	73%	55% **	75% AA	57% *	69% **	76% **	87% **	100% **	100% **	73%	63% *	73%	- **
Net: oppose	21%	45% **	21% V	29% *	24% **	- **	13% **	- **	- **	21%	18% *	21%	- **

AYB_q7. You mentioned you would support making masks mandatory for children attending K-12 schools in the fall. Who do you think should be most responsible for providing children with masks?

Unweighted base	307	5	240	31	16	6	10	1	3	307	35	307	-
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YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Base: All Parents of children in K-12 in the fall who support mandatory mask wearing

Total	Marital Status								Parent or guardian of any children				
	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	
279	3	218	26	15	6	8	0	6	279	30	279	-	
Parents	56%	35% **	58%	52% **	62% **	66% **	36% **	- **	- **	56%	57% **	56% **	- **
Schools	34%	66% **	34%	41% **	26% **	34% **	54% **	- **	19% **	34%	32% **	34% **	- **
Other	3%	- **	3%	- **	- **	- **	- **	- **	16% **	3%	3% **	3% **	- **
Don't know	7%	- **	5%	7% **	13% **	- **	10% **	100% **	64% **	7%	8% **	7% **	- **

Cell Contents (Col)

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	Income					Type of Area Lived in				Political Party		
	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural	Other	Democrat	Republican	Independent
	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV

parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	2451	96	917	635	550	349	763	1217	458	13	874	591	678
Base: All US Adults	2451	119	968	583	518	382	753	1217	468	13	788	607	693
Yes, of at least one child younger than 18	20%	-	17%	23%	31%	10%	25%	18%	19%	24%	22%	20%	18%
		*	AO	AL.AO	AL.AM.AO		AQ.AR			**			
Yes, of at least one child 18 years old or older	33%	-	27%	37%	40%	31%	24%	35%	42%	25%	34%	42%	31%
		*		AL	AL.AO			AP	AP.AQ	**	AW.AX	AT.AV.AW.AX	AW.AX
No, I am neither a parent or guardian	45%	-	53%	42%	32%	46%	48%	46%	36%	30%	45%	36%	51%
		*	AM.AN	AN		AN	AR	AR		**	AU		AU.AX
Don't know/Prefer not to say	5%	100%	6%	1%	1%	14%	5%	4%	6%	21%	2%	4%	3%
		AG.AH.AIAJ*	AM.AN			AL.AM.AN				**		AT	

AYB_q1. Do you have any children who will be in K-12 (kindergarten through 12th grade) in the fall?

Unweighted base	543	-	174	158	182	29	205	244	92	2	205	134	134
Base: All Parents of under 18s	495	-	165	133	160	37	186	219	88	3	172	120	125
Yes, I do	77%	-	69%	78%	86%	73%	81%	76%	70%	100%	79%	83%	76%
		**		AL		**			*	**	AX	AX	AX*
No, I don't	18%	-	23%	19%	12%	13%	15%	20%	19%	-	20%	15%	17%
		**	AN			**			*	**			*
Don't know	5%	-	8%	3%	2%	14%	4%	4%	10%	-	1%	1%	7%
		**	AN			**			AQ*	**			AT.AU*

AYB_q2. Which of the following, if any, best describes your child(ren)'s school attendance in the fall semester? Please select all that apply.

Unweighted base	412	-	120	120	152	20	162	184	64	2	157	112	101
Base: All Parents of children in K-12 in the fall	381	-	114	104	137	27	150	167	62	3	136	100	95
Full-time in-person attendance at school	29%	-	28%	24%	34%	23%	29%	25%	40%	-	29%	37%	23%
		**	*	*	*	**			AQ*	**		*	*
Part-time in-person attendance at school and part-time remote learning	26%	-	25%	25%	31%	8%	26%	29%	18%	-	24%	32%	25%
		**	*	*	*	**			*	**		*	*
Full-time remote learning	34%	-	33%	29%	35%	47%	36%	35%	21%	70%	43%	22%	35%
		**	*	*	*	**	AR		*	**	AU	*	*
Home-schooling	15%	-	16%	17%	12%	14%	17%	13%	13%	-	8%	16%	19%
		**	*	*	*	**			*	**		*	AT*
Don't know	7%	-	11%	11%	0%	8%	6%	6%	13%	30%	6%	3%	11%
		**	AN*	AN*		**			*	**		*	AU*

Thinking of the following back-to-school shopping categories, do you expect to spend more, about the same, or less than usual this year than in previous years? Please select one option on each row.

AYB_q3_1. Clothing, shoes, and accessories

Unweighted base	412	-	120	120	152	20	162	184	64	2	157	112	101
Base: All Parents of children in K-12 in the fall	381	-	114	104	137	27	150	167	62	3	136	100	95
More than usual	16%	-	19%	12%	18%	13%	22%	9%	19%	100%	16%	21%	9%
		**	*	*	*	**	AQ		*	**		AV*	*
About the same	52%	-	45%	58%	51%	67%	50%	53%	56%	-	50%	54%	54%
		**	*	*	*	**			*	**		*	*
Less than usual	30%	-	33%	28%	31%	13%	28%	33%	24%	-	33%	24%	33%
		**	*	*	*	**			*	**		*	*
Don't know	2%	-	3%	2%	1%	7%	-	5%	1%	-	0%	1%	5%
		**	*	*	*	**		AP	*	**		*	AT*

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	Income					Type of Area Lived in				Political Party		
	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural	Other	Democrat	Republican	Independent

AYB_q3_2. Traditional school supplies (e.g., notebooks, pens, bookbags)

Unweighted base	412	-	120	120	152	20	162	184	64	2	157	112	101
Base: All Parents of children in K-12 in the fall	381	-	114	104	137	27	150	167	62	3	136	100	95
More than usual	12%	-	15%	11%	13%	4%	16%	7%	15%	100%	10%	14%	9%
		**	*	*	*	**	AQ		*	**	*	*	*
About the same	58%	-	51%	63%	58%	69%	60%	57%	59%	-	58%	63%	52%
		**	*	*	*	**			*	**	*	*	*
Less than usual	27%	-	30%	25%	27%	27%	24%	31%	24%	-	29%	21%	34%
		**	*	*	*	**			*	**	*	*	*
Don't know	2%	-	4%	2%	2%	-	-	5%	2%	-	2%	2%	5%
		**	*	*	*	**		AP	*	**	*	*	*

AYB_q3_3. Technology products (e.g., personal computers, headsets, software)

Unweighted base	412	-	120	120	152	20	162	184	64	2	157	112	101
Base: All Parents of children in K-12 in the fall	381	-	114	104	137	27	150	167	62	3	136	100	95
More than usual	32%	-	37%	17%	42%	20%	40%	25%	29%	100%	33%	34%	32%
		**	AM*	*	AM	**	AQ		*	**	*	*	*
About the same	48%	-	36%	64%	45%	55%	44%	51%	54%	-	51%	53%	43%
		**	*	ALAN*	*	**			*	**	*	*	*
Less than usual	13%	-	21%	13%	8%	10%	15%	14%	10%	-	10%	10%	15%
		**	AN*	*	*	**			*	**	*	*	*
Don't know	7%	-	6%	7%	5%	15%	1%	11%	8%	-	6%	3%	11%
		**	*	*	*	**		AP	AP*	**	*	*	*

AYB_q3_4. Personal hygiene products (e.g., tissues, hand sanitizer, disinfectant wipes)

Unweighted base	412	-	120	120	152	20	162	184	64	2	157	112	101
Base: All Parents of children in K-12 in the fall	381	-	114	104	137	27	150	167	62	3	136	100	95
More than usual	44%	-	55%	32%	46%	42%	51%	38%	43%	100%	48%	46%	41%
		**	AM*	*	AM	**	AQ		*	**	*	*	*
About the same	44%	-	34%	56%	42%	46%	41%	46%	48%	-	39%	46%	43%
		**	*	ALAN*	*	**			*	**	*	*	*
Less than usual	9%	-	8%	10%	12%	4%	9%	11%	8%	-	12%	6%	11%
		**	*	*	*	**			*	**	*	*	*
Don't know	2%	-	3%	3%	1%	7%	-	5%	1%	-	1%	2%	4%
		**	*	*	*	**		AP	*	**	*	*	*

AYB_q3_5. Desks/tables or other furniture

Unweighted base	412	-	120	120	152	20	162	184	64	2	157	112	101
Base: All Parents of children in K-12 in the fall	381	-	114	104	137	27	150	167	62	3	136	100	95
More than usual	20%	-	24%	13%	22%	15%	27%	14%	15%	100%	15%	20%	18%
		**	*	*	*	**	AQ		*	**	*	*	*
About the same	46%	-	32%	55%	47%	56%	42%	50%	46%	-	45%	49%	48%
		**	*	AL*	AL	**			*	**	*	*	*
Less than usual	25%	-	31%	22%	24%	16%	29%	22%	24%	-	32%	23%	18%
		**	*	*	*	**			*	**	AV	*	*
Don't know	10%	-	14%	10%	7%	13%	3%	14%	15%	-	8%	8%	16%
		**	*	*	*	**		AP	AP*	**	*	*	*

AYB_q4. Thinking of the back-to-school shopping that you've done or will do for the fall semester...Do you expect to make your purchases in-store or online?

Unweighted base	412	-	120	120	152	20	162	184	64	2	157	112	101
Base: All Parents of children in K-12 in the fall	381	-	114	104	137	27	150	167	62	3	136	100	95
Mostly in-store	36%	-	37%	37%	38%	24%	35%	32%	53%	-	36%	39%	36%
		**	*	*	*	**			AP,AQ*	**	*	*	*

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	Income					Type of Area Lived in				Political Party		
	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural	Other	Democrat	Republican	Independent
Equally in-store and online	32%	-	35%	32%	30%	31%	34%	30%	30%	32%	37%	26%
Mostly online	25%	-	19%	24%	28%	27%	25%	16%	70%	30%	16%	28%
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	-	9%	8%	4%	6%	9%	2%	-	2%	8%	10%

AYB_q5. Thinking of your typical expenses (i.e., housing payments and other bills) how worried, if at all, are you about being able to afford school supplies for your child(ren) this fall semester?

Unweighted base	412	-	120	120	152	20	162	184	64	2	157	112	101
Base: All Parents of children in K-12 in the fall	381	-	114	104	137	27	150	167	62	3	136	100	95
Very worried	17%	-	26%	9%	19%	-	25%	9%	14%	100%	16%	19%	14%
Somewhat worried	25%	-	27%	28%	20%	32%	29%	21%	29%	-	29%	24%	20%
Not very worried	24%	-	18%	30%	27%	16%	22%	27%	24%	-	24%	22%	30%
Not worried at all	25%	-	16%	25%	30%	42%	18%	32%	27%	-	27%	27%	23%
Don't know	2%	-	3%	-	1%	6%	0%	2%	4%	-	1%	-	2%
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	-	9%	8%	4%	4%	6%	9%	2%	-	2%	8%	10%
Net: Very/somewhat worried	42%	-	53%	37%	39%	32%	53%	30%	43%	100%	45%	43%	34%
Net: Not very/not at all worried	50%	-	35%	55%	57%	58%	40%	59%	52%	-	52%	49%	54%

AYB_q6. To what extent do you support or oppose making masks mandatory for children attending K-12 schools in the fall?

Unweighted base	412	-	120	120	152	20	162	184	64	2	157	112	101
Base: All Parents of children in K-12 in the fall	381	-	114	104	137	27	150	167	62	3	136	100	95
Strongly support	52%	-	48%	49%	56%	60%	61%	46%	46%	30%	70%	37%	47%
Somewhat support	21%	-	20%	17%	26%	22%	20%	22%	25%	-	21%	28%	20%
Somewhat oppose	9%	-	8%	11%	8%	4%	8%	10%	8%	-	5%	16%	7%
Strongly oppose	12%	-	14%	19%	8%	4%	7%	15%	15%	70%	3%	16%	15%
Don't know	6%	-	11%	5%	2%	10%	4%	8%	6%	-	2%	3%	10%
Net: support	73%	-	68%	66%	82%	82%	81%	67%	71%	30%	90%	65%	68%
Net: oppose	21%	-	21%	30%	16%	8%	15%	25%	23%	70%	8%	32%	23%

AYB_q7. You mentioned you would support making masks mandatory for children attending K-12 schools in the fall. Who do you think should be most responsible for providing children with masks?

Unweighted base	307	-	87	81	123	16	131	132	43	1	138	72	73
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YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Base: All Parents of children in K-12 in the fall who support mandatory mask wearing

Total	Income					Type of Area Lived in				Political Party		
	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural	Other	Democrat	Republican	Independent
279	-	77	68	112	22	122	113	44	1	123	65	64
Parents	56%	51%	45%	67%	50%	60%	55%	47%	-	53%	61%	62%
	**	*	*	AL-AM	**	*	*	*	**	*	*	*
Schools	34%	42%	43%	27%	20%	30%	33%	52%	-	40%	34%	23%
	**	*	AN*	*	**	*	*	AP*	**	AV	*	*
Other	3%	1%	4%	2%	4%	4%	2%	-	-	2%	1%	5%
	**	*	*	*	**	*	*	*	**	*	*	*
Don't know	7%	7%	8%	4%	26%	6%	10%	1%	100%	5%	3%	10%
	**	*	*	*	**	*	*	*	**	*	*	*

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YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	Political Viewpoint										2012 Presid	
	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney
	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG	BH

parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	2451	107	201	309	406	730	429	280	297	715	709	1034	556
Base: All US Adults	2451	108	255	263	400	660	472	302	354	663	774	902	559
Yes, of at least one child younger than 18	20%	21%	22%	28%	20%	20%	18%	16%	21%	23%	18%	23%	20%
		*		AZ,BA,BB,BC,BE,BF						AZ,BC,BF			
Yes, of at least one child 18 years old or older	33%	18%	19%	18%	33%	32%	40%	50%	20%	27%	44%	36%	48%
		*			AY,BD,BE	AY,BD	AY,BA,BD,BE	AZ,BA,BB,BD,BE,BF		AY	AY,AZ,BA,BB,BD,B	BJ	BG,BJ
No, I am neither a parent or guardian	45%	53%	41%	54%	49%	47%	41%	32%	45%	51%	38%	41%	33%
		AU*		BB,BC,BF	BC,BF	BC,BF	BC		BC	BB,BC,BF	BC	BH	
Don't know/Prefer not to say	5%	10%	18%	3%	1%	4%	2%	3%	17%	2%	3%	3%	3%
		AT,AV*	AT,AU,AV	AZ,BE		AZ,BE		AZ	AZ,BA,BB,BC,BE	AZ	AZ		

AYB_q1. Do you have any children who will be in K-12 (kindergarten through 12th grade) in the fall?

Unweighted base	543	22	48	80	83	170	92	50	68	163	142	248	117
Base: All Parents of under 18s	495	23	56	73	79	134	87	49	74	152	136	204	109
Yes, I do	77%	82%	57%	85%	78%	77%	85%	79%	57%	81%	83%	77%	85%
		**	*	BD*	BD*	BD	BD*	BD*	*	BD	BD	BJ*	
No, I don't	18%	18%	17%	15%	19%	18%	11%	16%	27%	17%	13%	20%	13%
		**	*	*	*	*	*	*	BB,BF*	*	*	*	*
Don't know	5%	-	26%	1%	3%	5%	4%	4%	16%	2%	4%	4%	2%
		**	AT,AU,AV*	*	*	*	*	*	Y,AZ,BA,BB,BE,BF*				*

AYB_q2. Which of the following, if any, best describes your child(ren)'s school attendance in the fall semester? Please select all that apply.

Unweighted base	412	17	25	65	59	134	77	40	37	124	117	186	98
Base: All Parents of children in K-12 in the fall	381	18	32	62	61	103	74	39	42	123	113	156	93
Full-time in-person attendance at school	29%	16%	26%	23%	20%	28%	37%	40%	27%	21%	38%	31%	29%
		**	**	*	*		BE*	BE*	**	*	AZ,BE*		*
Part-time in-person attendance at school and part-time remote learning	26%	52%	2%	23%	31%	27%	28%	26%	17%	27%	27%	29%	38%
		**	**	*	*		*	*	**	*	*	BJ	BJ*
Full-time remote learning	34%	8%	40%	41%	44%	37%	19%	29%	31%	42%	22%	40%	26%
		**	**	BB,BF*	BB,BF*	BB,BF	*	*	**	BB,BF*	*	BH	*
Home-schooling	15%	27%	16%	11%	10%	12%	23%	17%	16%	10%	21%	11%	12%
		**	**	*	*		BA,BE*	*	**	*	BE*	*	*
Don't know	7%	-	17%	13%	5%	6%	4%	-	15%	9%	3%	4%	2%
		**	**	BC,BF*	*	*	*	*	**	*	*	*	*

Thinking of the following back-to-school shopping categories, do you expect to spend more, about the same, or less than usual this year than in previous years? Please select one option on each row.

AYB_q3_1. Clothing, shoes, and accessories

Unweighted base	412	17	25	65	59	134	77	40	37	124	117	186	98
Base: All Parents of children in K-12 in the fall	381	18	32	62	61	103	74	39	42	123	113	156	93
More than usual	16%	15%	24%	21%	17%	10%	19%	30%	5%	19%	23%	19%	18%
		**	**	*	*		*	BA*	**	*	BA*	*	*
About the same	52%	50%	49%	46%	45%	53%	60%	44%	62%	46%	54%	45%	57%
		**	**	*	*		*	*	**	*	*	*	*
Less than usual	30%	34%	21%	29%	34%	36%	21%	23%	28%	31%	22%	35%	24%
		**	**	*	*	BB,BF	*	*	**	*	*	*	*
Don't know	2%	-	6%	4%	3%	1%	-	3%	4%	4%	1%	-	1%
		**	**	*	*	*	*	*	**	*	*	*	*

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	Political Viewpoint										2012 Presid	
	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney

AYB_q3_2. Traditional school supplies (e.g., notebooks, pens, bookbags)

Unweighted base	412	17	25	65	59	134	77	40	37	124	117	186	98
Base: All Parents of children in K-12 in the fall	381	18	32	62	61	103	74	39	42	123	113	156	93
More than usual	12%	6%	30%	13%	11%	10%	11%	30%	7%	12%	18%	16%	12%
	**	**	**	*	*	*	*	AZ.BA.BB.BE.BF*	**	*	BB*	*	*
About the same	58%	68%	53%	59%	45%	54%	67%	52%	73%	52%	62%	52%	61%
	**	**	**	*	*	*	AZ*	*	**	*	*	*	*
Less than usual	27%	26%	16%	23%	39%	35%	21%	17%	16%	31%	20%	31%	26%
	**	**	**	*	BF*	BF	*	*	**	*	*	*	*
Don't know	2%	-	-	4%	5%	1%	-	1%	4%	5%	0%	1%	0%
	**	**	*	*	*	*	*	*	**	*	*	*	*

AYB_q3_3. Technology products (e.g., personal computers, headsets, software)

Unweighted base	412	17	25	65	59	134	77	40	37	124	117	186	98
Base: All Parents of children in K-12 in the fall	381	18	32	62	61	103	74	39	42	123	113	156	93
More than usual	32%	23%	29%	30%	34%	35%	28%	43%	23%	32%	33%	37%	32%
	**	**	**	*	*	*	*	*	**	*	*	*	*
About the same	48%	43%	44%	51%	45%	45%	51%	42%	57%	48%	48%	46%	50%
	**	**	**	*	*	*	*	*	**	*	*	*	*
Less than usual	13%	35%	18%	11%	19%	15%	13%	8%	10%	15%	11%	12%	15%
	**	**	**	*	*	*	*	*	**	*	*	*	*
Don't know	7%	-	9%	8%	3%	5%	9%	6%	10%	5%	8%	5%	4%
	**	**	**	*	*	*	*	*	**	*	*	*	*

AYB_q3_4. Personal hygiene products (e.g., tissues, hand sanitizer, disinfectant wipes)

Unweighted base	412	17	25	65	59	134	77	40	37	124	117	186	98
Base: All Parents of children in K-12 in the fall	381	18	32	62	61	103	74	39	42	123	113	156	93
More than usual	44%	40%	38%	37%	48%	53%	40%	55%	28%	42%	45%	50%	47%
	**	**	**	*	*	*	*	*	**	*	*	BJ	*
About the same	44%	60%	48%	44%	44%	40%	48%	38%	50%	44%	44%	39%	47%
	**	**	**	*	*	*	*	*	**	*	*	*	*
Less than usual	9%	-	8%	15%	4%	6%	11%	5%	18%	10%	9%	10%	4%
	**	**	**	*	*	*	*	*	**	*	*	*	*
Don't know	2%	-	6%	4%	5%	-	1%	3%	4%	4%	2%	1%	1%
	**	**	**	BA*	*	*	*	*	**	BA*	*	*	*

AYB_q3_5. Desks/tables or other furniture

Unweighted base	412	17	25	65	59	134	77	40	37	124	117	186	98
Base: All Parents of children in K-12 in the fall	381	18	32	62	61	103	74	39	42	123	113	156	93
More than usual	20%	22%	40%	18%	19%	19%	18%	38%	11%	19%	25%	24%	23%
	**	**	**	*	*	*	*	AY.BA.BB.BE*	**	*	BB*	BJ	*
About the same	46%	40%	34%	41%	50%	47%	44%	45%	45%	45%	45%	45%	45%
	**	**	**	*	*	*	*	*	**	*	*	*	*
Less than usual	25%	32%	16%	28%	27%	23%	27%	13%	29%	28%	22%	27%	23%
	**	**	**	*	*	*	*	*	**	*	*	*	*
Don't know	10%	6%	10%	13%	3%	12%	10%	4%	15%	8%	8%	5%	9%
	**	**	**	*	*	*	*	*	**	*	*	*	*

AYB_q4. Thinking of the back-to-school shopping that you've done or will do for the fall semester...Do you expect to make your purchases in-store or online?

Unweighted base	412	17	25	65	59	134	77	40	37	124	117	186	98
Base: All Parents of children in K-12 in the fall	381	18	32	62	61	103	74	39	42	123	113	156	93
Mostly in-store	36%	21%	40%	29%	30%	32%	48%	48%	36%	29%	48%	35%	41%
	**	**	**	*	*	*	AY.BA.BE*	*	**	*	AY.AZ.BA.BE*	*	*

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



	Total	Political Viewpoint									2012 Presid		
		Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney
Equally in-store and online	32%	47% **	30% **	33% *	36% *	32%	30% *	21% *	41% **	35% *	27% *	32%	34% *
Mostly online	25%	19% **	25% **	29% *	29% *	32% BB.BF	15% *	26% *	11% **	29% BB*	19% *	29%	22% *
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	14% **	5% **	9% *	5% *	4%	7% *	5% *	12% **	7% *	6% *	4%	3% *

AYB_q5. Thinking of your typical expenses (i.e., housing payments and other bills) how worried, if at all, are you about being able to afford school supplies for your child(ren) this fall semester?

Unweighted base	412	17	25	65	59	134	77	40	37	124	117	186	98
Base: All Parents of children in K-12 in the fall	381	18	32	62	61	103	74	39	42	123	113	156	93
Very worried	17%	6% **	31% **	21% BA*	16% *	7% *	16% *	38% AZ.BA.BB.BE.BF*	17% **	19% BA*	23% BA.BB*	21%	18% *
Somewhat worried	25%	26% **	27% **	22% *	35% BB.BC.BF*	35% BB.BC.BF	16% *	12% *	20% **	28% BF*	15% *	30%	21% *
Not very worried	24%	14% **	20% **	30% AZ.BE*	9% *	29% AZ	34% AZ.BC.BE.BF*	14% *	21% **	20% AZ*	27% AZ.BC*	22%	26% *
Not worried at all	25%	40% **	12% **	19% *	34% *	23% *	27% *	30% *	21% **	27% *	28% *	22%	30% *
Don't know	2%	- **	5% **	- *	- *	1% *	- *	1% *	9% **	- *	1% *	1%	2% *
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	14% **	5% **	9% *	5% *	4% *	7% *	5% *	12% **	7% *	6% *	4%	3% *
Net: Very/somewhat worried	42%	32% **	57% **	42% *	51% BB*	43% *	32% *	50% *	37% **	47% *	38% *	52% BJ	39% *
Net: Not very/not at all worried	50%	54% **	32% **	49% *	44% *	52% *	61% *	44% *	42% **	46% *	55% *	44%	56% *

AYB_q6. To what extent do you support or oppose making masks mandatory for children attending K-12 schools in the fall?

Unweighted base	412	17	25	65	59	134	77	40	37	124	117	186	98
Base: All Parents of children in K-12 in the fall	381	18	32	62	61	103	74	39	42	123	113	156	93
Strongly support	52%	34% **	46% **	64% BB.BC.BF*	64% BB.BC.BF*	62% BB.BC.BF	31% *	37% *	42% **	64% BB.BC.BF*	33% *	67% BH.BJ	35% *
Somewhat support	21%	8% **	14% **	13% *	24% *	22% *	31% AY*	16% *	17% **	18% *	26% *	19% *	20% *
Somewhat oppose	9%	8% **	6% **	2% *	4% *	8% *	15% AY.BE*	15% AY.BE*	10% **	3% *	15% AY.BE*	6% *	17% BG.BJ*
Strongly oppose	12%	43% **	13% **	14% *	8% *	6% *	18% BA*	32% AZ.BA.BE*	4% **	11% *	4% AZ.BA.BE*	4%	23% BG*
Don't know	6%	8% **	20% **	7% *	- *	2% *	6% *	- *	28% **	3% AZ*	4% *	4%	5% *
Net: support	73%	42% **	60% **	77% BC.BF*	88% BB.BC.BF*	84% BB.BC.BF	62% *	53% *	59% **	82% BB.BC.BF*	59% *	86% BH.BJ	55% *
Net: oppose	21%	51% **	20% **	16% *	12% *	14% *	32% AZ.BA.BE*	47% AY.AZ.BA.BE*	13% **	14% *	37% AY.AZ.BA.BE*	11%	40% BG.BJ*

AYB_q7. You mentioned you would support making masks mandatory for children attending K-12 schools in the fall. Who do you think should be most responsible for providing children with masks?

Unweighted base	307	9	15	54	53	109	49	20	22	107	69	160	56
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YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



	Total	Political Viewpoint									2012 Presid		
		Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney
	279	8	19	47	54	87	46	20	25	101	66	134	51
Parents	56%	66% **	29% **	57% *	63% *	54% *	62% *	40% **	44% **	60% *	55% *	59% *	64% *
Schools	34%	22% **	45% **	35% *	27% *	33% *	35% *	56% **	33% **	31% *	42% *	37% *	33% *
Other	3%	- **	- **	- *	3% *	5% *	2% *	- **	- **	2% *	1% *	1% *	4% *
Don't know	7%	12% **	26% **	8% *	7% *	7% *	1% *	4% **	23% **	7% *	2% *	3% *	- *

Base: All Parents of children in K-12 in the fall who support mandatory mask wearing

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YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	ential Vote		2016 Presidential Vote							Voting Registration		
	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know
	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT

parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	2451	62	799	754	642	64	47	10	36	898	2056	309	86
Base: All US Adults	2451	49	941	674	634	33	24	5	21	1059	1642	645	164
Yes, of at least one child younger than 18	20%	18%	18%	20%	20%	35%	10%	49%	3%	20%	20%	20%	18%
	*	*	*	*	*	BK.BL.BN.BQ*	*	**	**	*	*	*	*
Yes, of at least one child 18 years old or older	33%	37%	21%	40%	48%	17%	13%	-	37%	20%	40%	19%	18%
	BJ*	BJ*	BM.BN.BQ	BM.BN.BQ	BK.BM.BN.BQ	*	*	**	**	*	BS.BT	BS.BT	*
No, I am neither a parent or guardian	45%	41%	56%	42%	31%	44%	75%	51%	57%	53%	40%	56%	45%
	*	BG.BH.BI	BL	BL	BL*	BK.BL.BM.BQ*	BK.BL.BM.BQ*	**	**	BK.BL	BR	BR	*
Don't know/Prefer not to say	5%	4%	8%	0%	3%	6%	4%	-	6%	9%	2%	7%	22%
	*	BG.BH	BK	BK*	BK*	BK*	**	**	BK.BL	BR	BR	BR.BS*	BR.BS*

AYB_q1. Do you have any children who will be in K-12 (kindergarten through 12th grade) in the fall?

Unweighted base	543	10	168	160	141	23	6	5	1	207	447	78	18
Base: All Parents of under 18s	495	9	174	136	129	12	3	2	1	214	335	130	30
Yes, I do	77%	82%	72%	82%	85%	84%	69%	84%	100%	69%	81%	70%	65%
	**	**	**	BQ	BQ	**	**	**	**	*	*	*	**
No, I don't	18%	-	19%	16%	13%	16%	19%	-	-	22%	17%	20%	17%
	**	**	**	**	**	**	**	**	**	BL	*	*	**
Don't know	5%	18%	8%	2%	2%	-	12%	16%	-	9%	2%	10%	18%
	**	BH	BH	**	**	**	**	**	**	BK.BL	BR*	BR*	**

AYB_q2. Which of the following, if any, best describes your child(ren)'s school attendance in the fall semester? Please select all that apply.

Unweighted base	412	9	119	125	119	19	4	4	1	140	350	52	10
Base: All Parents of children in K-12 in the fall	381	7	125	111	110	10	2	2	1	147	270	92	20
Full-time in-person attendance at school	29%	59%	23%	26%	32%	23%	-	58%	-	29%	28%	28%	44%
	**	**	*	*	*	**	**	**	**	*	*	*	**
Part-time in-person attendance at school and part-time remote learning	26%	14%	14%	23%	36%	38%	33%	-	-	20%	28%	16%	39%
	**	*	*	BK.BQ	BK.BQ	**	**	**	**	*	*	*	**
Full-time remote learning	34%	-	33%	49%	25%	32%	67%	-	-	29%	37%	27%	21%
	**	*	BL.BQ	BL.BQ	**	**	**	**	**	*	*	*	**
Home-schooling	15%	35%	19%	9%	16%	27%	-	42%	100%	16%	16%	15%	-
	**	*	*	**	**	**	**	**	**	*	*	*	**
Don't know	7%	-	14%	5%	3%	5%	-	-	-	11%	4%	17%	7%
	**	BG.BH*	BG.BH*	**	**	**	**	**	**	BL*	BR*	BR*	**

Thinking of the following back-to-school shopping categories, do you expect to spend more, about the same, or less than usual this year than in previous years? Please select one option on each row.

AYB_q3_1. Clothing, shoes, and accessories

Unweighted base	412	9	119	125	119	19	4	4	1	140	350	52	10
Base: All Parents of children in K-12 in the fall	381	7	125	111	110	10	2	2	1	147	270	92	20
More than usual	16%	-	12%	18%	15%	5%	33%	36%	-	16%	16%	20%	6%
	**	*	*	*	*	**	**	**	**	*	*	*	**
About the same	52%	69%	56%	48%	60%	32%	13%	64%	100%	50%	53%	55%	31%
	**	**	*	*	*	**	**	**	**	*	*	*	**
Less than usual	30%	21%	27%	34%	24%	62%	54%	-	-	29%	31%	20%	57%
	**	**	*	*	*	**	**	**	**	*	*	*	**
Don't know	2%	10%	5%	-	1%	-	-	-	-	5%	1%	5%	6%
	**	BG*	BG*	**	**	**	**	**	**	BK*	BR*	BR*	**

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	ential Vote		2016 Presidential Vote								Voting Registration		
	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know	

AYB_q3_2. Traditional school supplies (e.g., notebooks, pens, bookbags)

Unweighted base	412	9	119	125	119	19	4	4	1	140	350	52	10
Base: All Parents of children in K-12 in the fall	381	7	125	111	110	10	2	2	1	147	270	92	20
More than usual	12%	-	9%	9%	15%	5%	-	22%	-	13%	14%	10%	-
About the same	58%	76%	62%	50%	62%	55%	33%	78%	100%	61%	55%	67%	58%
Less than usual	27%	15%	24%	39%	21%	37%	67%	-	-	23%	29%	20%	35%
Don't know	2%	10%	5%	2%	2%	3%	-	-	-	3%	2%	3%	6%

AYB_q3_3. Technology products (e.g., personal computers, headsets, software)

Unweighted base	412	9	119	125	119	19	4	4	1	140	350	52	10
Base: All Parents of children in K-12 in the fall	381	7	125	111	110	10	2	2	1	147	270	92	20
More than usual	32%	20%	27%	36%	32%	39%	13%	22%	-	30%	33%	30%	33%
About the same	48%	63%	49%	53%	49%	48%	33%	78%	100%	43%	51%	47%	14%
Less than usual	13%	7%	14%	7%	13%	13%	54%	-	-	18%	11%	12%	46%
Don't know	7%	10%	10%	4%	6%	-	-	-	-	10%	5%	12%	6%

AYB_q3_4. Personal hygiene products (e.g., tissues, hand sanitizer, disinfectant wipes)

Unweighted base	412	9	119	125	119	19	4	4	1	140	350	52	10
Base: All Parents of children in K-12 in the fall	381	7	125	111	110	10	2	2	1	147	270	92	20
More than usual	44%	50%	35%	53%	44%	38%	33%	32%	-	39%	47%	38%	46%
About the same	44%	50%	46%	36%	48%	46%	67%	68%	100%	45%	45%	47%	14%
Less than usual	9%	-	13%	10%	7%	16%	-	-	-	11%	7%	10%	33%
Don't know	2%	-	6%	1%	0%	-	-	-	-	5%	1%	5%	6%

AYB_q3_5. Desks/tables or other furniture

Unweighted base	412	9	119	125	119	19	4	4	1	140	350	52	10
Base: All Parents of children in K-12 in the fall	381	7	125	111	110	10	2	2	1	147	270	92	20
More than usual	20%	13%	13%	22%	20%	14%	20%	-	-	19%	21%	17%	12%
About the same	46%	56%	46%	45%	49%	59%	13%	90%	100%	42%	48%	47%	8%
Less than usual	25%	21%	24%	26%	21%	18%	67%	10%	-	27%	22%	25%	68%
Don't know	10%	10%	17%	8%	10%	9%	-	-	-	12%	9%	12%	12%

AYB_q4. Thinking of the back-to-school shopping that you've done or will do for the fall semester...Do you expect to make your purchases in-store or online?

Unweighted base	412	9	119	125	119	19	4	4	1	140	350	52	10
Base: All Parents of children in K-12 in the fall	381	7	125	111	110	10	2	2	1	147	270	92	20
Mostly in-store	36%	25%	34%	35%	41%	8%	33%	90%	-	35%	36%	34%	44%

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	ential Vote		2016 Presidential Vote							Voting Registration			
	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know	
Equally in-store and online	32%	47% **	31% *	30%	37%	38% **	33% **	10% **	- **	31% *	32%	31% *	42% **
Mostly online	25%	28% **	21% *	32% BL	17%	48% **	33% **	- **	100% **	24% *	26%	25% *	7% **
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	- **	13% BGBH*	3%	5%	6% **	- **	- **	- **	11% BK*	5%	10% *	6% **

AYB_q5. Thinking of your typical expenses (i.e., housing payments and other bills) how worried, if at all, are you about being able to afford school supplies for your child(ren) this fall semester?

Unweighted base	412	9	119	125	119	19	4	4	1	140	350	52	10
Base: All Parents of children in K-12 in the fall	381	7	125	111	110	10	2	2	1	147	270	92	20
Very worried	17%	- **	11% *	18%	20%	- **	- **	10% **	- **	15% *	17%	16% *	18% **
Somewhat worried	25%	- **	23% *	26%	20%	19% **	33% **	- **	- **	29% *	23%	24% *	56% **
Not very worried	24%	26% **	27% *	23%	23%	29% **	33% **	58% **	100% **	25% *	24%	30% *	- **
Not worried at all	25%	64% **	23% *	29%	31% BQ	46% **	33% **	32% **	- **	18% *	29%	18% *	12% **
Don't know	2%	10% **	2% *	1%	1%	- **	- **	- **	- **	3% *	1%	2% *	8% **
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	- **	13% BGBH*	3%	5%	6% **	- **	- **	- **	11% BK*	5%	10% *	6% **
Net: Very/somewhat worried	42%	- **	34% *	45%	40%	19% **	33% **	10% **	- **	44% *	40%	40% *	73% **
Net: Not very/not at all worried	50%	90% **	50% *	52%	54%	76% **	67% **	90% **	100% **	43% *	53%	49% *	12% **

AYB_q6. To what extent do you support or oppose making masks mandatory for children attending K-12 schools in the fall?

Unweighted base	412	9	119	125	119	19	4	4	1	140	350	52	10
Base: All Parents of children in K-12 in the fall	381	7	125	111	110	10	2	2	1	147	270	92	20
Strongly support	52%	55% **	46% *	76% BLBQ	36%	56% **	100% **	- **	- **	45% *	55%	44% *	50% **
Somewhat support	21%	10% **	26% *	16%	25%	14% **	- **	58% **	- **	23% *	21%	28% *	- **
Somewhat oppose	9%	7% **	5% *	2% BK	15%	16% **	- **	- **	- **	8% *	10%	5% *	6% **
Strongly oppose	12%	29% **	13% BG*	3% BK	20%	5% **	- **	10% **	- **	15% BK*	11%	12% *	28% **
Don't know	6%	- **	10% *	3%	4%	9% **	- **	32% **	100% **	9% *	4%	11% BR*	15% **
Net: support	73%	65% **	71% BH*	92% BLBQ	61%	70% **	100% **	58% **	- **	68% *	75%	72% *	50% **
Net: oppose	21%	36% **	19% *	5% BK	35%	21% **	- **	10% **	- **	23% BK*	21%	17% *	35% **

AYB_q7. You mentioned you would support making masks mandatory for children attending K-12 schools in the fall. Who do you think should be most responsible for providing children with masks?

Unweighted base	307	5	86	116	72	13	4	2	-	100	264	38	5
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YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Base: All Parents of children in K-12 in the fall who support mandatory mask wearing

Total	ential Vote		2016 Presidential Vote							Voting Registration			
	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know	
279	5	89	102	67	7	2	1	-	100	204	66	10	
Parents	56%	20%	49%	61%	60%	78%	46%	100%	-	45%	57%	46%	89%
	**	*	BQ	*	**	**	**	**	**	*	*	*	**
Schools	34%	38%	31%	30%	36%	15%	54%	-	39%	35%	36%	11%	
	**	*	*	*	**	**	**	**	*	*	*	**	
Other	3%	21%	3%	4%	1%	-	-	-	2%	3%	1%	-	
	**	*	*	*	**	**	**	**	*	*	*	**	
Don't know	7%	20%	17%	5%	3%	7%	-	-	13%	5%	17%	-	
	**	BG.BH*	*	*	**	**	**	**	BL*	*	BR*	**	

Cell Contents (Col)

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	School attendance					Online vs. in-store shopping			
	Full-time in-person attendance at school	Part-time in-person attendance at school and part-time remote learning	Full-time remote learning	Home-schooling	Don't know	Mostly in-store	Equally in-store and online	Mostly online	not applicable - won't be doing any back to school shopping
	BU	BV	BW	BX	BY	BZ	CA	CB	CC

parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	2451	115	105	147	65	23	147	139	100	26
Base: All US Adults	2451	109	99	128	56	26	138	123	95	25
Yes, of at least one child younger than 18	20%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, of at least one child 18 years old or older	33%	9%	14%	17%	12%	17%	13%	11%	15%	13%
No, I am neither a parent or guardian	45%	-	-	-	-	-	-	-	-	-
Don't know/Prefer not to say	5%	-	-	-	-	-	-	-	-	-

AYB_q1. Do you have any children who will be in K-12 (kindergarten through 12th grade) in the fall?

Unweighted base	543	115	105	147	65	23	147	139	100	26
Base: All Parents of under 18s	495	109	99	128	56	26	138	123	95	25
Yes, I do	77%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No, I don't	18%	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-

AYB_q2. Which of the following, if any, best describes your child(ren)'s school attendance in the fall semester? Please select all that apply.

Unweighted base	412	115	105	147	65	23	147	139	100	26
Base: All Parents of children in K-12 in the fall	381	109	99	128	56	26	138	123	95	25
Full-time in-person attendance at school	29%	100%	14%	5%	-	-	46%	23%	13%	22%
Part-time in-person attendance at school and part-time remote learning	26%	12%	100%	6%	6%	-	22%	35%	25%	8%
Full-time remote learning	34%	6%	8%	100%	16%	-	26%	27%	52%	38%
Home-schooling	15%	-	4%	7%	100%	-	12%	17%	13%	26%
Don't know	7%	-	-	-	-	100%	5%	8%	7%	6%

Thinking of the following back-to-school shopping categories, do you expect to spend more, about the same, or less than usual this year than in previous years? Please select one option on each row.

AYB_q3_1. Clothing, shoes, and accessories

Unweighted base	412	115	105	147	65	23	147	139	100	26
Base: All Parents of children in K-12 in the fall	381	109	99	128	56	26	138	123	95	25
More than usual	16%	23%	19%	10%	13%	13%	19%	21%	11%	-
About the same	52%	57%	54%	41%	52%	65%	56%	53%	47%	42%
Less than usual	30%	17%	27%	46%	35%	22%	25%	24%	40%	42%
Don't know	2%	4%	0%	3%	-	-	1%	1%	2%	16%

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Total	School attendance					Online vs. in-store shopping				
	Full-time in-person attendance at school	Part-time in-person attendance at school and part-time remote learning	Full-time remote learning	Home-schooling	Don't know	Mostly in-store	Equally in-store and online	Mostly online	Not applicable - won't be doing any back to school shopping	

AYB_q3_2. Traditional school supplies (e.g., notebooks, pens, bookbags)

Unweighted base	412	115	105	147	65	23	147	139	100	26
Base: All Parents of children in K-12 in the fall	381	109	99	128	56	26	138	123	95	25
More than usual	12%	20% BW*	11% *	6%	15% *	7% **	15%	11%	13% *	- **
About the same	58%	63% BW*	62% BW*	48%	59% *	77% **	63% CB	63% CB	47% *	47% **
Less than usual	27%	13% *	26% BU*	44% BU.BV.BX	26% *	16% **	21%	24%	37% BZ*	37% **
Don't know	2%	4% *	2% *	2%	1% *	- **	1%	2%	2% *	16% **

AYB_q3_3. Technology products (e.g., personal computers, headsets, software)

Unweighted base	412	115	105	147	65	23	147	139	100	26
Base: All Parents of children in K-12 in the fall	381	109	99	128	56	26	138	123	95	25
More than usual	32%	33% *	37% *	32%	31% *	24% **	31%	36%	38% *	- **
About the same	48%	45% *	45% *	48%	46% *	53% **	45%	49%	50% *	56% **
Less than usual	13%	13% *	12% *	15%	15% *	19% **	17%	11%	8% *	22% **
Don't know	7%	9% *	5% *	5%	8% *	4% **	8%	4%	4% *	22% **

AYB_q3_4. Personal hygiene products (e.g., tissues, hand sanitizer, disinfectant wipes)

Unweighted base	412	115	105	147	65	23	147	139	100	26
Base: All Parents of children in K-12 in the fall	381	109	99	128	56	26	138	123	95	25
More than usual	44%	51% *	49% *	39%	45% *	27% **	44%	51%	49% *	- **
About the same	44%	36% *	45% *	44%	45% *	68% **	44%	44%	39% *	57% **
Less than usual	9%	10% *	5% *	13%	8% *	5% **	12% CA	4%	10% *	25% **
Don't know	2%	3% *	0% *	4%	1% *	- **	1%	1%	2% *	18% **

AYB_q3_5. Desks/tables or other furniture

Unweighted base	412	115	105	147	65	23	147	139	100	26
Base: All Parents of children in K-12 in the fall	381	109	99	128	56	26	138	123	95	25
More than usual	20%	24% *	16% *	21%	24% *	7% **	19%	20%	24% *	- **
About the same	46%	43% *	56% *	43%	40% *	37% **	48%	43%	46% *	44% **
Less than usual	25%	23% *	19% *	29%	28% *	35% **	22%	29%	22% *	32% **
Don't know	10%	11% *	9% *	8%	7% *	21% **	11%	8%	7% *	24% **

AYB_q4. Thinking of the back-to-school shopping that you've done or will do for the fall semester...Do you expect to make your purchases in-store or online?

Unweighted base	412	115	105	147	65	23	147	139	100	26
Base: All Parents of children in K-12 in the fall	381	109	99	128	56	26	138	123	95	25
Mostly in-store	36%	58% BV.BW.BX*	31% *	28%	29% *	29% **	100% CA.CB	-	-	-

YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



	Total	School attendance					Online vs. in-store shopping			
		Full-time in-person attendance at school	Part-time in-person attendance at school and part-time remote learning	Full-time remote learning	Home-schooling	Don't know	Mostly in-store	Equally in-store and online	Mostly online	Not applicable - I won't be doing any back to school shopping
Equally in-store and online	32%	26% *	43% BU.BW*	26%	37% *	39% **	-	100% BZ.CB	- *	- **
Mostly online	25%	11% *	24% BU*	38% BU.BV.BX	22% *	26% **	-	-	100% BZ.CA*	- **
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	5% *	2% *	7%	11% BV*	6% **	-	-	-	100% **

AYB_q5. Thinking of your typical expenses (i.e., housing payments and other bills) how worried, if at all, are you about being able to afford school supplies for your child(ren) this fall semester?

Unweighted base	412	115	105	147	65	23	147	139	100	26
Base: All Parents of children in K-12 in the fall	381	109	99	128	56	26	138	123	95	25
Very worried	17%	24% *	18% *	16%	13% *	24% **	19%	13%	23% *	- **
Somewhat worried	25%	28% *	28% *	23%	20% *	22% **	27%	30%	24% *	- **
Not very worried	24%	20% *	30% *	19%	28% *	31% **	23%	30%	25% *	- **
Not worried at all	25%	22% *	22% *	31%	25% *	17% **	29%	24%	28% *	- **
Don't know	2%	1% *	- *	4%	2% *	- **	1%	4%	- *	- **
Not applicable - I won't be doing any back to school shopping for the fall semester	7%	5% *	2% *	7%	11% BV*	6% **	-	-	-	100% **
Net: Very/somewhat worried	42%	52% BX*	46% *	39%	33% *	46% **	46%	42%	47% *	- **
Net: Not very/not at all worried	50%	42% *	52% *	50%	53% *	48% **	53%	54%	53% *	- **

AYB_q6. To what extent do you support or oppose making masks mandatory for children attending K-12 schools in the fall?

Unweighted base	412	115	105	147	65	23	147	139	100	26
Base: All Parents of children in K-12 in the fall	381	109	99	128	56	26	138	123	95	25
Strongly support	52%	49% *	46% *	63% BU.BV	50% *	33% **	54%	47%	58% *	39% **
Somewhat support	21%	30% BW.BX*	29% BW.BX*	14%	8% *	24% **	22%	25%	19% *	9% **
Somewhat oppose	9%	11% *	12% *	7%	7% *	4% **	10%	8%	6% *	12% **
Strongly oppose	12%	8% *	11% *	9%	27% BU.BV.BW*	19% **	11%	12%	12% *	17% **
Don't know	6%	3% *	2% *	7%	8% *	20% **	3%	7%	5% *	23% **
Net: support	73%	79% BX*	75% BX*	77% BX	58% *	56% **	76%	73%	77% *	48% **
Net: oppose	21%	19% *	23% *	16%	33% BW*	24% **	21%	21%	19% *	28% **

AYB_q7. You mentioned you would support making masks mandatory for children attending K-12 schools in the fall. Who do you think should be most responsible for providing children with masks?

Unweighted base	307	87	82	116	38	15	110	104	80	13
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YouGov RealTime
Back to school shopping_masks

US_nat_int Sample: 14th - 18th August 2020



Base: All Parents of children in K-12 in the fall who support mandatory mask wearing

Total	School attendance					Online vs. in-store shopping				
	Full-time in-person attendance at school	Part-time in-person attendance at school and part-time remote learning	Full-time remote learning	Home-schooling	Don't know	Mostly in-store	Equally in-store and online	Mostly online	Not applicable - won't be doing any back to school shopping	
279	86	75	99	32	15	105	90	73	12	
Parents	56%	56%	58%	56%	49%	48%	58%	57%	55%	31%
Schools	34%	37%	38%	33%	34%	28%	37%	35%	30%	31%
Other	3%	3%	-	3%	-	11%	1%	1%	5%	16%
Don't know	7%	4%	4%	8%	17%	4%	7%	10%	22%	22%

Cell Contents (Col)