|  |  |  |  |
| --- | --- | --- | --- |
| Name |  | Date |  |
| City |  | Group Time |  |

**Gifts for Children (Parents and Legal Guardians)**

Please think about children ages 7-12 when answering the following questions.

## Q1. Who do you buy gifts for, at least once a year?

(Please select as many as apply)

|  |  |
| --- | --- |
| **My own children** | **□** |
| **Other children in my family** | **□** |
| **My friends’ children** | **□** |
| **My children’s friends** | **□** |
| **Other** *Please Specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* | **□** |
| **None of the above** | ⭘ |

## Q2. For what occasions do you typically buy children’s gifts?

(Please select as many as apply)

|  |  |
| --- | --- |
| **Birthdays** | **□** |
| **Holidays** *Please specify: ­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* | **□** |
| **Other** *Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* | **□** |

## Q3. How much would you typically spend on a gift for a child?

|  |  |  |
| --- | --- | --- |
| (Please select one response per column) | **For children in my family** | **For children not in my family** |
| **$10 or less** | ⭘ | ⭘ |
| **$11-$25** | ⭘ | ⭘ |
| **$26-$40** | ⭘ | ⭘ |
| **More than $40** | ⭘ | ⭘ |

## Q4a. How do you prefer to shop for gifts for children?

|  |  |
| --- | --- |
| **In person, in a store** | **Online** |
| ⭘ | ⭘ |

## Q4b. What stores and/or websites do you most commonly go to for purchasing gifts for children?

CONTINUE 🡪

|  |
| --- |
|  |

## Q5. What is the *most important* thing you look for in selecting a gift for a child?

(Please select one)

|  |  |
| --- | --- |
| **Educational value** | ⭘ |
| **Looks fun/Will make child happy** | ⭘ |
| **Reflects child’s interests** | ⭘ |
| **Good quality** | ⭘ |
| **Other** *Please specify­­­: ­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* | ⭘ |

**Q6. How often do you use the following social media platforms?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Never** | **Once a week** | **2-5 times a week** | **Every day** |
| **Twitter** | ⭘ | ⭘ | ⭘ | ⭘ |
| **Facebook** | ⭘ | ⭘ | ⭘ | ⭘ |
| **Instagram** | ⭘ | ⭘ | ⭘ | ⭘ |
| **LinkedIn** | ⭘ | ⭘ | ⭘ | ⭘ |
| **Pinterest** | ⭘ | ⭘ | ⭘ | ⭘ |
| **Snapchat** | ⭘ | ⭘ | ⭘ | ⭘ |
| **Google Plus+** | ⭘ | ⭘ | ⭘ | ⭘ |
| **Tumblr** | ⭘ | ⭘ | ⭘ | ⭘ |
| **Reddit** | ⭘ | ⭘ | ⭘ | ⭘ |
| **Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | ⭘ | ⭘ | ⭘ | ⭘ |
| **Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |  |  |  |

## Q7. What are the 5 apps or websites or apps that you use *most often*? Indicate how often you use each.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Less than once a week** | **Once a week** | **2-5 times a week** | **Every day** |
| **1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | ⭘ | ⭘ | ⭘ | ⭘ |
| **2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | ⭘ | ⭘ | ⭘ | ⭘ |
| **3. ­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | ⭘ | ⭘ | ⭘ | ⭘ |
| **4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | ⭘ | ⭘ | ⭘ | ⭘ |
| **5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | ⭘ | ⭘ | ⭘ | ⭘ |

## Q8a. Overall, how easy do you find shopping for children’s gifts?

(Please select one)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Extremely Easy** | **Somewhat Easy** | | **Neither easy nor challenging** | | **Somewhat Challenging** | | **Extremely Challenging** | |
| ⭘ | | ⭘ | | ⭘ | | ⭘ | | ⭘ |

## Q8b. Please explain why you chose your response in Q8a.

|  |
| --- |
|  |