

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)

<b>My own children</b>	<input type="checkbox"/>
<b>Other children in my family</b>	<input type="checkbox"/>
<b>My friends' children</b>	<input type="checkbox"/>
<b>My children's friends</b>	<input type="checkbox"/>
<b>Other</b> <i>Please Specify:</i> _____	<input type="checkbox"/>
<b>None of the above</b>	<input type="radio"/>

**Q2. For what occasions do you typically buy children's gifts?**

(Please select as many as apply)

<b>Birthdays</b>	<input type="checkbox"/>
<b>Holidays</b> <i>Please specify:</i> _____	<input type="checkbox"/>
<b>Other</b> <i>Please specify:</i> _____	<input type="checkbox"/>

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

(Please select one response per column)

	<b>For children in my family</b>	<b>For children not in my family</b>
<b>\$10 or less</b>	<input type="radio"/>	<input type="radio"/>
<b>\$11-\$25</b>	<input type="radio"/>	<input type="radio"/>
<b>\$26-\$40</b>	<input type="radio"/>	<input type="radio"/>
<b>More than \$40</b>	<input type="radio"/>	<input type="radio"/>

**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	<input type="radio"/>
Looks fun/Will make child happy	<input type="radio"/>
Reflects child's interests	<input type="radio"/>
Good quality	<input type="radio"/>
Other Please specify: _____	<input type="radio"/>

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

	Never	Once a week	2-5 times a week	Every day
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google Plus+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tumblr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reddit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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. _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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.**