
PRE-WAVE BTS: FIELDDED APRIL 25 – MAY 1, 2014

[WILL BE IN HIGH SCHOOL, OR COLLEGE]

T221.

[MULTI SELECT]

What new items, if any, will you get before school starts next fall? This includes items you will buy for yourself or someone else will buy for you. Select all that apply.

[RANDOMIZE]

1. Laptop/Netbook
2. Tablet
3. Smartphone
4. Cellphone (non-smartphone)
5. Clothing
6. Supplies (pens, pencils, binders etc.)
7. Headphones
8. Textbooks
9. Furniture **[COLLEGE ONLY]**
10. Gaming console **[COLLEGE ONLY]**
11. Television **[COLLEGE ONLY]**
12. DVD/Blu ray players **[COLLEGE ONLY]**
13. Appliances (Fridge, toaster, coffee maker, etc.) **[COLLEGE ONLY]**
14. Kitchen supplies (plates, utensils, pots, etc.) **[COLLEGE ONLY]**
15. Other, please specify:
16. Nothing

[OF THE ITEMS THEY WILL BE BUYING (IN YELLOW) IN T221]

T222.

[MATRIX GRID]

Below is a list of the items you said you (or someone else) will be purchasing in preparation for your next school year. How would you describe the purchase of these following items?

This purchase will be...

[COLUMN LABELS]

1. My first of this item
2. Replacing an old item
3. An additional item (I already own one or more, and this is an extra)

[ROWS: LIST OF SELECTED YELLOW ITEMS FROM T221 – RANDOMIZE]

MID-WAVE BTS: FIELDDED JULY 18 – JULY 23, 2014

[FOR HIGH SCHOOL & COLLEGE STUDENTS ONLY]

Q300:

[SINGLE-SELECT]

Around what time of year do you typically start to think about what you want to buy for the upcoming school year?

(In terms of clothing, supplies, technology, etc.)

1. Before June
2. Early June
3. Late June
4. Early July
5. Late July
6. Early August
7. Late August
8. Early September
9. Late September
10. I don't think about shopping for back to school

11. I am always thinking about shopping for back to school

Q305:

[NUMERIC ENTRY]

How much do you think you will spend on back to school shopping this year for each of the following categories? Please enter a whole dollar amount for each. Your best estimate is fine.

[RANDOMIZE]

1. Clothing
2. Accessories (backpacks, belts, etc.)
3. Footwear
4. Technology (computers, calculators, etc.)
5. School supplies (notebooks, pencils, etc.)
6. Dorm room/Housing accessories (bedspread, posters, etc.) **[COLLEGE ONLY]**

Q306:

[SLIDER 0-100]

Approximately what percentage of the money you spend on back to school items will your parents pay for each of the following?

[RANDOMIZE – ONLY SHOW CATEGORIES >0 AT Q305]

1. Clothing
2. Accessories (backpacks, belts, etc.)
3. Footwear
4. Technology (computers, calculators, etc.)
5. School supplies (notebooks, pencils, etc.)
6. Dorm room/Housing accessories (bedspread, posters, etc.) **[COLLEGE ONLY]**

Q310:

[MULTI-SELECT UP TO 2]

What stores are you most excited to shop at for your back to school clothing, shoes, and accessories? Please select the top 2 stores you are most excited about.

[RANDOMIZE]

1. Old Navy
2. Amazon
3. Sears
4. Gap
5. Target
6. Macy's
7. H&M
8. Pac Sun
9. JCPenney
10. Aeropostale
11. American Eagle
12. Hollister
13. Nordstrom
14. Walmart
15. Express
16. Marshalls
17. Zappos.com
18. Abercrombie & Fitch
19. TJ Maxx
20. Banana Republic
21. J. Crew
22. Kohl's
23. Forever 21
24. Victoria's Secret/Pink
25. Sports Authority
26. Dick's Sporting Goods
27. Other, please specify: **[ANCHOR]**
28. None of these **[ANCHOR; EXCLUSIVE]**

Q311: **[OPEN END]**
Thinking about clothing, shoes, and accessories, what is your top “must have” back to school item this year?

Q315: **[MULTI-SELECT UP TO 2]**
What stores are you most excited to shop at for your back to school technology? Please select the top 2 stores you are most excited about.

[RANDOMIZE]

1. Best Buy
2. Apple
3. Dell
4. Acer
5. Microsoft
6. Target
7. Walmart
8. Staples
9. Office Max
10. Amazon
11. Costco
12. BJ's
13. Sam's Club
14. Other, please specify: **[ANCHOR]**
15. None of these **[ANCHOR; EXCLUSIVE]**

Q316: **[OPEN END]**
What is your top “must have” back to school technology item this year?

Q320: **[MULTI-SELECT UP TO 2]**
What stores are you most excited to shop at for your back to school supplies (notebooks, pencils, etc.)? Please select the top 2 stores you are most excited about.

[RANDOMIZE]

1. Walmart
2. Target
3. Staples
4. Office Max
5. Amazon
6. Costco
7. BJ's
8. Sam's Club
9. Office Depot
10. Amazon
11. Other, please specify: **[ANCHOR]**
12. None of these **[ANCHOR; EXCLUSIVE]**

Q325: **[COLLEGE STUDENTS ONLY]** **[MULTI-SELECT UP TO 2]**
What stores are you most excited to shop at for your back to school dorm/housing accessories? Please select the top 2 stores you are most excited about.

[RANDOMIZE]

1. Crate & Barrel
2. Container Store
3. Pottery Barn
4. Macy's
5. JCPenney
6. Bed Bath & Beyond
7. Target
8. Walmart

9. Staples
10. Office Max
11. Amazon
12. Costco
13. BJ's
14. Sam's Club
15. Other **[ANCHOR]**
16. None of these **[ANCHOR; EXCLUSIVE]**

Q330:

[SLIDER 0-100]

What percent of your back to school shopping do you plan to do online and in-store?

[RANDOMIZE-RESPONSES SHOULD SUM TO 100]

1. Online
2. In-store

MID-WAVE BTS: FIELDDED AUGUST 1 – AUGUST 7, 2014

[FOR HIGH SCHOOL & COLLEGE STUDENTS ONLY]

Q105:

[MULTI-SELECT]

It's summertime, but we want you to think about going back to school for a moment. Which of the following adjectives describe how you feel about going back to school this fall? Please, select all that apply.

[RANDOMIZE]

1. Anxious
2. Scared
3. Nervous
4. Excited
5. Happy
6. Sad
7. Stressed
8. Relieved
9. Other: Please specify
10. I don't feel anything

Q110:

[SINGLE-SELECT]

And what is the best part about going back to school?

1. Seeing friends
2. Getting new clothes
3. Getting new technology (e.g., laptop, cell phone, etc.)
4. New classes
5. Something else (Please, specify)

Q115:

[SINGLE-SELECT]

Have you started to do any back to school shopping for the upcoming school year?

1. Yes, I've already finished
2. Yes, I've already done most of it
3. Yes, I've done around half of it
4. Yes, I've done less than half of it
5. No, I haven't started yet
6. No, I don't plan on doing any back to school shopping this year

Q119:

[SINGLE-SELECT]

How would you characterize your role for back to school shopping when it comes to deciding what stores you will shop at?

1. I am the primary decision maker on where to shop
2. I share the decision making with someone else
3. Someone else makes most or all of the decisions on where to shop

Q120: **[SINGLE-SELECT]**

How would you characterize your role for back to school shopping when it comes to deciding what you want to purchase?

1. I am the primary decision maker for my back to school purchases
2. I share the decision making with someone else
3. Someone else makes most or all of the decisions on back to school purchases

Q121: **[SINGLE-SELECT]**

How would you characterize your role for back to school shopping when it comes to paying for the items you want to purchase?

1. I pay for most or all of the items
2. I share the payment for the items
3. Someone else pays for most or all of the items

****[IF Q115=6, Q120=3, AND Q121=3, SKIP SECTION]****

Q125: **[OPEN END]**

Thinking about where you have done your back to school shopping, what is one store (online or offline) that comes to mind first?

[Q115=1-4]

Q130: **[MULTI-SELECT]**

Generally what types of stores have you already shopped at (whether or not you made a purchase) for back to school shopping?

[RANDOMIZE]

1. Office supply store (e.g., Staples, Office Depot, Office Max)
2. Online (e.g., Amazon.com, eBay.com, buy.com)
3. Specialty Store (e.g., Foever21, Abercrombie, Gap, etc.)
4. Mass merchandise retailer (e.g., Target, Wal-Mart, K-Mart)
5. Department Store (e.g., Kohl's, JCPenney, Macy's)
6. Local independent store
7. Membership only store (e.g. Costco, Sam's Club)
8. None of these **[EXCLUSIVE] [ANCHOR]**

[Q115=1-5]

Q135: **[MULTI-SELECT]**

Generally what types of stores do you plan to shop at for back to school shopping?

[RANDOMIZE]

1. Office supply store (e.g., Staples, Office Depot, Office Max)
2. Online (e.g., Amazon.com, eBay.com, buy.com)
3. Specialty Store (e.g., Foever21, Abercrombie, Gap, etc.)
4. Mass merchandise retailer (e.g., Target, Wal-Mart, K-Mart)
5. Department Store (e.g., Kohl's, JCPenney, Macy's)
6. Local independent store
7. Membership only store (e.g. Costco, Sam's Club)
8. None of these **[EXCLUSIVE] [ANCHOR]**

Q140:

[OPEN END \$]

Generally how much do you think you will spend on each of the following categories for the upcoming school year? Please round to the nearest whole number, and enter 0 if no purchase is expected.

[RANDOMIZE]

1. Furniture (e.g., couch, tables, chairs)
2. Electronics
3. Appliances
4. School supplies
5. Room essentials
6. Decorative items
7. Kitchen essentials
8. Clothing, shoes & accessories
9. Other **[ANCHOR]**

Q145:

[MULTI-SELECT]

Which of the following items do you plan to purchase/have you already purchased for the upcoming school year?

[RANDOMIZE]

1. Laptop computer
2. Desktop computer
3. Cellphone (non-smart phone)
4. Smartphone
5. A new wireless phone plan
6. Electronic reading device (Amazon Kindle, Barnes and Nobel Nook, etc.)
7. Tablet (e.g., iPad, Microsoft Surface, etc.)
8. Headphones
9. MP3 player
10. Digital camera (not on phone)
11. Printer
12. Video game console
13. Hand-held gaming device
14. Television
15. Camcorder/video recorder (not on phone)
16. Computer accessories (e.g., mouse, keyboard, etc.)
17. USB memory stick
18. External hard drive
19. Wireless router
20. None of these **[EXCLUSIVE] [ACHOR]**

Q150:

[MULTI-SELECT]

Once again, looking at this new list of items, which of the following do you plan to purchase/have you already purchased for the upcoming school year?

[RANDOMIZE]

1. Pens
2. Pencils
3. Pads of paper/spiral notebooks
4. Calculator (not on phone)
5. Highlighters
6. Binders/ 3-ring binders
7. Notebook paper/loose-leaf paper
8. Markers, crayons, or other art supplies
9. Tape
10. Glue/Glue-sticks
11. Paper clips or binder clips

12. Stapler/Staples
13. Scissors
14. Ruler or other measuring utensils
15. Folders
16. Schedule/Organizer (paper)
17. Schedule or organizer (digital)
18. None of these **[EXCLUSIVE]**

Q165: **[SINGLE SELECT]**

Who do you go shopping with most often when shopping for back to school items?

1. I mostly shop alone
2. I mostly shop with my parent/other family members
3. I mostly shop with friends

You're doing great! Next we want to talk a little about your wardrobe.

Q155: **[SINGLE-SELECT]**

Does your school have school uniforms that dictate what you wear to school?

1. Yes, and what we wear can only be purchased from the school or a selected store
2. Yes, but we can wear clothing we purchase from any store we choose
3. No we don't have a school uniform

Q160: **[MULTI-SELECT]**

Which of the following wardrobe items will you buy for the upcoming school year? Please select all that apply.

[RANDOMIZE]

1. Jeans
2. Pants (not including jeans)
3. Hoodies/sweaters
4. T-shirts
5. Tops (not including t-shirts, hoodies, or sweaters)
6. Underwear & sleepwear
7. Athletic wear (sweats, track suits, athletic shorts, etc.)
8. Outerwear (Jackets, coats, etc.)
9. Athletic shoes/ sneakers
10. Dress shoes
11. Heels/wedges
12. Flats
13. Boots
14. Sandals/flip-flops
15. Handbags
16. Jewelry/watches
17. Other accessories (e.g., belts, scarves, hats, etc.)
18. None of these **[ANCHOR] [EXCLUSIVE]**

Q170: **[MULTI-SELECT]**

When shopping for clothing for the new school year, have you ever done any of the following to get feedback from friends/family? Select all that apply.

[RANDOMIZE]

1. Sent a Snapchat
2. Sent a picture message
3. Sent a text message
4. Sent a Tweet
5. Posted to Facebook
6. Posted to Instagram

7. Posted on Vine
8. Other: Please Specify **[ANCHOR]**
9. I've never done any of these **[ANCHOR; EXCLUSIVE]**

Q175: **[MULTI-SELECT]**

What housewares, furniture, or appliances do you plan on purchasing for the upcoming school year? Please select all that apply.

[RANDOMIZE]

1. Laundry items
2. Storage and organization products
3. Cookware
4. Tableware
5. Bedding
6. Lamps
7. Decorative items
8. Refrigerator
9. Microwave
10. Coffee maker
11. Bed
12. Futon/Couch
13. Chair(s)
14. Desk(s)
15. Bathroom accessories
16. Other furniture: Specify **[ANCHOR]**
17. Other appliances: Specify **[ANCHOR]**
18. Other housewares: Specify **[ANCHOR]**
19. None of these **[ANCHOR] [EXCLUSIVE]**

Q180: **[SINLGE SELECT]**

Thinking about your back to school shopping, where have you done/ will you do most of your shopping?

1. Entirely online
2. Mostly online
3. Equally online and in-store
4. Mostly in-store
5. Entirely in-store

Q185: **[MULTI-SELECT]**

When doing back to school shopping, which of the following factors are important when considering where you will go to shop? Please select all that apply.

[RANDOMIZE]

1. Socially responsible retailer
2. Store location and convenience
3. Sales, coupons, and discounts
4. Programs relating to a cause I believe in
5. Customer service
6. Styles/selection offered
7. Payment methods accepted (credit, cash, EBT, etc.)
8. Places my parents tell me to go/ take me to
9. Prices
10. Return policies
11. Places my friends go
12. Store environment
13. Variety of products offered (one-stop shopping)

14. Layaway options
15. Other, please specify **[ANCHOR]**
16. Nothing is important to me when deciding where to shop **[EXCLUSIVE] [ANCHOR]**

Q186: **[SINGLE SELECT]**

Do you think you or your parents are more interested in promotions for back to school? (e.g., Sales, discounts, coupons, etc.)

1. I am more interested in promotions
2. My parents are more interested in promotions

Q190: **[MULTI-SELECT]**

Which of the following are the best ways to learn about back to school shopping deals and info? (Please choose only 3 responses)

[RANDOMIZE]

1. Magazine ads
2. Salespeople at the store
3. Retailer's website
4. Word of mouth (friends, family)
5. Facebook pages
6. Radio promotions
7. Text alerts
8. Facebook ads
9. In-store displays
10. Coupons and flyers in the mail
11. Group discount applications or sites (e.g., Groupon, Shopkick, etc.)
12. Mobile apps
13. E-mail alerts
14. Newspaper ads
15. TV
16. Twitter
17. Instagram
18. Vine
19. Pinterest
20. Other (please specify) **[ANCHOR]**

Q195: **[MULTI-SELECT]**

Which of the following do you expect to use during your back to school shopping this year?

[RANDOMIZE]

1. Mobile device
2. QR codes
3. A social network (Facebook, Twitter, Instagram etc.)
4. Coupons/ online coupon codes
5. Coupons in a retail store
6. Group discount applications or sites (e.g., Groupon, Shopkick, etc.)
7. None of these **[EXCLUSIVE] [ANCHOR]**

Q196: **[SINGLE SELECT]**

Have you received shopping deals or info from any companies in the past month specifically addressing back to school shopping or promotions?

1. Yes
2. No
3. Not sure

[IF Q196=1]

Q197:

[MULTI-SELECT]

Which of the following ways have stores used to inform you about back to school shopping deals and info? (Please select all that apply)

[RANDOMIZE]

1. Magazine ads
2. Salespeople at the store
3. Retailer's website
4. Word of mouth (friends, family)
5. Facebook pages
6. Radio promotions
7. Text alerts
8. Facebook ads
9. In-store displays
10. Coupons and flyers in the mail
11. Group discount applications or sites (e.g., Groupon, Shopkick, etc.)
12. Mobile apps
13. E-mail alerts
14. Newspaper ads
15. TV
16. Twitter
17. Instagram
18. Vine
19. Pinterest
20. Other (please specify) [ANCHOR]

POST-WAVE BTS: TO BE FIELDDED OCTOBER 1, 2014

[FOR HIGH SCHOOL & COLLEGE STUDENTS ONLY]

Q100:

[SINGLE SELECT]

Have classes at your school begun for the new school year?

1. Yes
2. No [SKIP SECTION]

Q105:

[MULTI-SELECT]

Which of the following adjectives describe how you felt about going back to school this fall? Please, select all that apply.

[RANDOMIZE]

1. Anxious
2. Scared
3. Nervous
4. Excited
5. Happy
6. Sad
7. Stressed
8. Relieved
9. Other: Please specify
10. I don't feel anything

Q110:

[SINGLE-SELECT]

And what was the best part about going back to school?

1. Seeing friends
2. Getting new clothes
3. Getting new technology (e.g., laptop, cell phone, etc.)

4. New classes
5. Something else (Please, specify)

Q115:

[SINGLE-SELECT]

Have you done any back to school shopping for the upcoming school year?

1. Yes, I've already finished
2. Yes, I've already done most of it
3. Yes, I've done around half of it **[SKIP SECTION]**
4. Yes, I've done less than half of it **[SKIP SECTION]**
5. No, I haven't started yet **[SKIP SECTION]**
6. No, I don't plan on doing any back to school shopping this year **[SKIP SECTION]**

Q119:

[SINGLE-SELECT]

How would you characterize your role for back to school shopping when it came to deciding what stores you shopped at?

1. I was the primary decision maker on where to shop
2. I shared the decision making with someone else
3. Someone else made most or all of the decisions on where to shop

Q120:

[SINGLE-SELECT]

How would you characterize your role for back to school shopping when it came to deciding what you purchased?

1. I was the primary decision maker for my back to school purchases
2. I shared the decision making with someone else
3. Someone else made most or all of the decisions on back to school purchases

Q121:

[SINGLE-SELECT]

How would you characterize your role for back to school shopping when it came to paying for the items you purchased?

1. I paid for most or all of the items
2. I shared the payment for the items
3. Someone else paid for most or all of the items

Q125:

[OPEN END]

Thinking about where you have done your back to school shopping, what is one store (online or offline) that comes to mind first?

Q130:

[MULTI-SELECT]

Generally what types of stores did you shop at (whether or not you made a purchase) for back to school shopping?

[RANDOMIZE]

1. Office supply store (e.g., Staples, Office Depot, Office Max)
2. Online (e.g., Amazon.com, eBay.com, buy.com)
3. Specialty Store (e.g., Forever21, Abercrombie, Gap, etc.)
4. Mass merchandise retailer (e.g., Target, Wal-Mart, K-Mart)
5. Department Store (e.g., Kohl's, JCPenney, Macy's)
6. Local independent store
7. Membership only store (e.g. Costco, Sam's Club)
8. None of these **[EXCLUSIVE] [ANCHOR]**

Q140:

[OPEN END \$]

Generally how much did you spend on each of the following categories for the upcoming school year? Please round to the nearest whole number, and enter 0 if no purchase was made.

[RANDOMIZE]

1. Furniture (e.g., couch, tables, chairs)
2. Electronics
3. Appliances
4. School supplies
5. Room essentials
6. Decorative items
7. Kitchen essentials
8. Clothing, shoes & accessories
9. Other **[ANCHOR]**

Q145:

[MULTI-SELECT]

Which of the following items did you purchase for the upcoming school year?

[RANDOMIZE]

1. Laptop computer
2. Desktop computer
3. Cellphone (non-smart phone)
4. Smartphone
5. A new wireless phone plan
6. Electronic reading device (Amazon Kindle, Barnes and Nobel Nook, etc.)
7. Tablet (e.g., iPad, Microsoft Surface, etc.)
8. Headphones
9. MP3 player
10. Digital camera (not on phone)
11. Printer
12. Video game console
13. Hand-held gaming device
14. Television
15. Camcorder/video recorder (not on phone)
16. Computer accessories (e.g., mouse, keyboard, etc.)
17. USB memory stick
18. External hard drive
19. Wireless router
20. None of these **[EXCLUSIVE] [ANCHOR]**

Q150:

[MULTI-SELECT]

Once again, looking at this new list of items, which of the following did you purchase for the upcoming school year?

[RANDOMIZE]

1. Pens
2. Pencils
3. Pads of paper/spiral notebooks
4. Calculator (not on phone)
5. Highlighters
6. Binders/ 3-ring binders
7. Notebook paper/loose-leaf paper
8. Markers, crayons, or other art supplies
9. Tape
10. Glue/Glue-sticks
11. Paper clips or binder clips
12. Stapler/Staples
13. Scissors
14. Ruler or other measuring utensils

15. Folders
16. Schedule/Organizer (paper)
17. Schedule or organizer (digital)
18. None of these **[EXCLUSIVE]**

Q165: **[SINGLE SELECT]**

Who did you go shopping with most often when shopping for back to school items?

1. I mostly shopped alone
2. I mostly shopped with my parent/other family members
3. I mostly shopped with friends

You're doing great! Next we want to talk a little about your wardrobe.

Q160: **[MULTI-SELECT]**

Which of the following wardrobe items did you buy for the upcoming school year? Please select all that apply.

[RANDOMIZE]

1. Jeans
2. Pants (not including jeans)
3. Hoodies/sweaters
4. T-shirts
5. Tops (not including t-shirts, hoodies, or sweaters)
6. Underwear & sleepwear
7. Athletic wear (sweats, track suits, athletic shorts, etc.)
8. Outerwear (Jackets, coats, etc.)
9. Athletic shoes/ sneakers
10. Dress shoes
11. Heels/wedges
12. Flats
13. Boots
14. Sandals/flip-flops
15. Handbags
16. Jewelry/watches
17. Other accessories (e.g., belts, scarves, hats, etc.)
18. None of these **[ANCHOR] [EXCLUSIVE]**

Q170: **[MULTI-SELECT]**

When shopping for clothing for the new school year, have you ever done any of the following to get feedback from friends/family? Select all that apply.

[RANDOMIZE]

1. Sent a Snapchat
2. Sent a picture message
3. Sent a text message
4. Sent a Tweet
5. Posted to Facebook
6. Posted to Instagram
7. Posted on Vine
8. Other: Please Specify **[ANCHOR]**
9. I've never done any of these **[ANCHOR; EXCLUSIVE]**

Q175: **[MULTI-SELECT]**

What housewares, furniture, or appliances did you purchase for the upcoming school year? Please select all that apply.

[RANDOMIZE]

1. Laundry items

2. Storage and organization products
3. Cookware
4. Tableware
5. Bedding
6. Lamps
7. Decorative items
8. Refrigerator
9. Microwave
10. Coffee maker
11. Bed
12. Futon/Couch
13. Chair(s)
14. Desk(s)
15. Bathroom accessories
16. Other furniture: Specify **[ANCHOR]**
17. Other appliances: Specify **[ANCHOR]**
18. Other housewares: Specify **[ANCHOR]**
19. None of these **[ANCHOR] [EXCLUSIVE]**

Q180: **[SINLGE SELECT]**

Thinking about your back to school shopping, where did you do most of your shopping?

1. Entirely online
2. Mostly online
3. Equally online and in-store
4. Mostly in-store
5. Entirely in-store

Q185: **[MULTI-SELECT]**

When doing back to school shopping, which of the following factors were important when considering where you went to shop? Please select all that apply.

[RANDOMIZE]

1. Socially responsible retailer
2. Store location and convenience
3. Sales, coupons, and discounts
4. Programs relating to a cause I believe in
5. Customer service
6. Styles/selection offered
7. Payment methods accepted (credit, cash, EBT, etc.)
8. Places my parents tell me to go/ take me to
9. Prices
10. Return policies
11. Places my friends go
12. Store environment
13. Variety of products offered (one-stop shopping)
14. Layaway options
15. Other, please specify **[ANCHOR]**
16. Nothing is important to me when deciding where to shop **[EXCLUSIVE] [ANCHOR]**

Q190: **[MULTI-SELECT]**

Which of the following were the best ways to learn about back to school shopping deals and info this year? (Please choose only 3 responses)

[RANDOMIZE]

1. Magazine ads
2. Salespeople at the store
3. Retailer's website

4. Word of mouth (friends, family)
5. Facebook pages
6. Radio promotions
7. Text alerts
8. Facebook ads
9. In-store displays
10. Coupons and flyers in the mail
11. Group discount applications or sites (e.g., Groupon, Shopkick, etc.)
12. Mobile apps
13. E-mail alerts
14. Newspaper ads
15. TV
16. Twitter
17. Instagram
18. Vine
19. Pinterest
20. Other (please specify) **[ANCHOR]**

Q195: **[MULTI-SELECT]**

Which of the following did you use during your back to school shopping this year?

[RANDOMIZE]

1. Mobile device
2. QR codes
3. A social network (Facebook, Twitter, Instagram etc.)
4. Coupons/ online coupon codes
5. Coupons in a retail store
6. Group discount applications or sites (e.g., Groupon, Shopkick, etc.)
7. None of these **[EXCLUSIVE] [ANCHOR]**

Q196: **[SINGLE SELECT]**

Did you receive shopping deals or info from any companies specifically addressing back to school shopping or promotions this year?

1. Yes
2. No
3. Not sure

[IF Q196=1]

Q197: **[MULTI-SELECT]**

Which of the following ways have stores used to inform you about back to school shopping deals and info? (Please select all that apply)

[RANDOMIZE]

1. Magazine ads
2. Salespeople at the store
3. Retailer's website
4. Word of mouth (friends, family)
5. Facebook pages
6. Radio promotions
7. Text alerts
8. Facebook ads
9. In-store displays
10. Coupons and flyers in the mail
11. Group discount applications or sites (e.g., Groupon, Shopkick, etc.)
12. Mobile apps
13. E-mail alerts
14. Newspaper ads
15. TV

16. Twitter
17. Instagram
18. Vine
19. Pinterest
20. Other, please specify: **[ANCHOR]**

Q198: **[SINGLE-SELECT]**

Overall, would you say you were satisfied with what you bought while back to school shopping?

1. Yes
2. No

Q199: **[OPEN END]**

What do you think stores (online and offline) could do to make back to school shopping easier for you next year?

Q200: **[MULTI-SELECT]**

To wrap up this section of the survey, we have something fun for you to do! We want you to know what you bring to school with you everyday. Quickly grab your backpack or school bag, open it up, and tell us what you have inside! Just check off whatever you have from the list and fill in whatever you don't see in the "other" categories provided. Also include anything else you bring with you that you may not necessarily keep in your bag.

[RANDOMIZE BY SECTION]

School Supplies

1. Pens
2. Pencils
3. Pads of paper/spiral notebooks
4. Calculator (not on phone)
5. Highlighters
6. Binders/ 3-ring binders
7. Notebook paper/loose-leaf paper
8. Markers, crayons, or other art supplies
9. Tape
10. Glue/Glue-sticks
11. Paper clips or binder clips
12. Stapler/Staples
13. Scissors
14. Ruler or other measuring utensils
15. Folders
16. Schedule/Organizer (paper)
17. Schedule or organizer (digital)
18. Book
19. Magazine
20. Textbook(s)

Tech

21. Laptop
22. Laptop charger
23. Tablet
24. Tablet charger
25. Smartphone
26. Smartphone charger
27. E-reader
28. E-reader charger
29. MP3 player
30. MP3 player charger
31. Gaming device
32. Gaming device charger

33. Headphones

Other Items

34. Keys

35. Water bottle (disposable)

36. Water bottle (non-disposable)

37. Lunch box

38. Food/snacks

39. Gum/mints

40. Glasses

41. Lip balm

42. Change of clothes

43. Deodorant

44. Body-Spray/Cologne/Perfume

45. Hand sanitizer

46. Tissues

47. Make-up

48. Extra shoes

49. Medicine/over the counter drugs

50. Batteries

51. Feminine products

52. Money

53. Other, please specify

54. Other, please specify

55. Other, please specify

56. Other, please specify

57. Other, please specify