

Finding Awesome Things!

Teaser

We want to know how you find the things that you want! What are those things? How did you learn about them? How did you decide to buy them? And where did you buy?

Selected scouts would complete two short missions for \$25. Each mission will include taking photos of purchases you have made, plus a video.

Questions

1. Number

Think about the awesome things you've bought in the last month. Maybe some amazing snack chips, maybe a motorcycle! Could be tango lessons, software, or a scarf. How many purchases do you think you've made in the last month? (Don't count purchases in restaurants, cafe, or bars.)

2. Multiple Choice MULTIPLE SELECT

How many of the following ways have you shopped in the past month:

- In a physical store
- On a computer
- On my phone
- On a tablet
- Other (Tap to Type)

3. Open Ended UNLIMITED

In the past few months, have you typically preferred to shop online or at a physical store? In a few sentences, tell us why.

4. Multiple Choice SINGLE SELECT

When thinking about your personal approach to shopping, which of the following best describes you?

- I enjoy shopping as an activity – it's fun to look around and see what you can find.
- I'm goal-oriented and shop when there's something I'm specifically looking for – I like to know what I'm setting out to get.
- To me, shopping is a sport – I love looking for awesome deals and finding the best items that other people may not know about.
- I believe every purchase is an investment - I like to really take my time when shopping and evaluate the options before taking the plunge.

5. Multiple Choice SINGLE SELECT

In the last month, about how often did you browse or make purchases in a physical store?

- Every day
- A few times a week
- About once a week
- A few times a month
- A few times a year
- Less than a few times a year

6. Multiple Choice SINGLE SELECT

In the last month, about how often did you browse or make purchases online (phone, computer, tablet, etc.)?

- Every day
- A few times a week
- About once a week
- A few times a month
- A few times a year
- Less than a few times a year

7. Multiple Choice SINGLE SELECT

In the past month, how often did you browse or make purchases online using your smartphone?

- Once a week or more
- Once or twice a month
- A couple times a year
- On rare occasions
- Never

8. Multiple Choice [SINGLE SELECT](#)

In the last month, how often did you browse or make purchases online with your laptop or desktop?

- Once a week or more
- Once or twice a month
- A couple times a year
- On rare occasions
- Never

9. Multiple Choice [MULTIPLE SELECT](#)

In the past couple of weeks, in which of the following ways have you used technology for shopping-related activities?

- I rarely or never use technology for shopping related activities
- To use store apps
- To use coupon/deal apps
- To make purchases online
- To make/manage/capture shopping lists
- To compare prices
- To take photos of things I want to buy
- To get alerts for deals/discounts/promos
- To look for ideas of things I want to buy
- To communicate with others about things I'm shopping for

10. Multiple Choice [MULTIPLE SELECT](#)

in the past month, in which of these physical stores have you shopped?

- Big box stores (Target, Walmart, Bed Bath, etc.)
- Small boutique stores
- Chain stores (Forever 21, etc.)
- Specialty retailers (e.g. Toys R Us, Bath & Body, Works, Gap, Jcrew, etc.)
- Department stores (Macy's, Neiman's, Nordstrom, etc.)
- Electronic goods retailers (Best Buy, etc.)
- Discount Retailers (Dollar Tree, Party City, etc.)
- Local, independent stores
- Grocery stores (Aldi, Whole Foods, etc.)
- Home improvement stores (Home Depot, Lowe's, etc.)
- Other (Tap to Type)

11. Media [PICTURE](#)

Please take a take a photo of something you've purchased -- any object that you purchased at any time. Could be a box of your favorite cookies, or it might be a cool pair of boots. Whatever you like!

12. Media [VIDEO 60](#)

Almost there! We'd like you to record a selfie video to tell us all about the object you just photographed. Some things you might tell us about: What is it? What's it for? Where do you keep it? Where did you buy it from? Why does it appeal to you? Did you shop for it a long time? Would you recommend it to a friend?

13. Multiple Choice [MULTIPLE SELECT](#)

Which of the following social media do you use regularly?

- Facebook
- Twitter
- LinkedIn
- Tumblr
- YouTube
- Pinterest

- Google+
- Instagram
- SnapChat
- None
- Other (Tap to Type)

14. Multiple Choice [MULTIPLE SELECT](#)

Which of the following activities do you do on your phone every day, or nearly every day? (check all that apply)?

- social media
- texting
- taking pics
- emailing
- playing games
- web browsing
- talking
- none
- Other (Tap to Type)

15. Multiple Choice [SINGLE SELECT](#)

When it comes to common household products, which of the following statements best describes you:

- I'm primarily responsible for shopping
- I share responsibility for shopping
- Someone else is primarily responsible for shopping

16. Ethnicity

Which category best represents your ethnic or racial background?

17. Household Income

What is your annual household income?

18. Household Composition

Which of the following best describes your living situation?

19. Employment Status

Are you...

20. Education

What is the highest level of education that you've completed?