

SCHOOL SUPPLIES  
N=1,000 AGES 13-17

S

AUGUST 9-14, 2016  
850338

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Demo2

What is your age? [Enter a number. Programming note: Range is 5-99]

IF 13-17 YEARS OF AGE, CONTINUE.  
ALL OTHERS TERMINATE

On another subject . . .

S1 How much do you think your parents/guardians will pay for your back to school supplies? **[Select one answer]**

- 01 Less than \$50
- 02 \$50 to \$99
- 03 \$100 to \$249
- 04 \$250 to \$499
- 05 \$500 to \$749
- 06 \$750 to \$999
- 07 \$1000 or more
- 08 Don't Know/Unsure

S2 Have your parents/guardians ever faced financial problems paying for school supplies? **[Select one answer]**

- 01 Yes
- 02 No
- 03 Don't Know/Unsure

S3 On Halloween, is the candy from wealthy neighborhoods better, worse, or the same as candy from less wealthy neighborhoods? **[Select one answer]**

- 01 Better
- 02 Worse
- 03 The same
- 04 Don't Know/Unsure

S4 How much, on average, do you spend on your Halloween costume? **[Select one answer]**

- 01 Under \$10
- 02 \$10-\$19
- 03 \$20-\$29
- 04 \$30-\$39
- 05 \$40-\$49
- 06 \$50-\$74
- 07 \$75-\$99
- 08 \$100 or more
- 09 Don't Know/Unsure

S5 In your opinion, who is the greatest entrepreneur (business founder) alive today? **[Select one answer. Randomize 01-09]**

- 01 Mark Zuckerberg
- 02 Mark Cuban
- 03 Donald Trump
- 04 Oprah Winfrey
- 05 Beyonce
- 06 Bill Gates
- 07 Daymond John
- 08 Barbara Corcoran
- 09 Taylor Swift
- 10 None of these
- 11 Don't know/Unsure