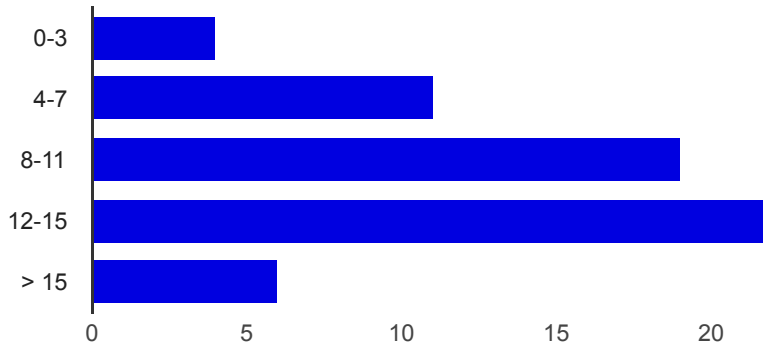


# 64 responses

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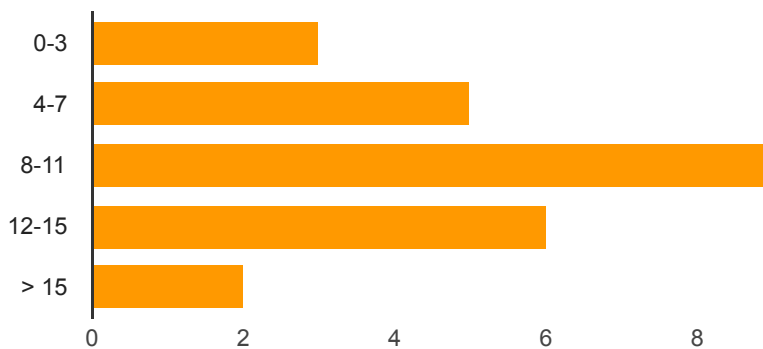
## Summary

### Child 1 [Please tell us a little about your children's age.]



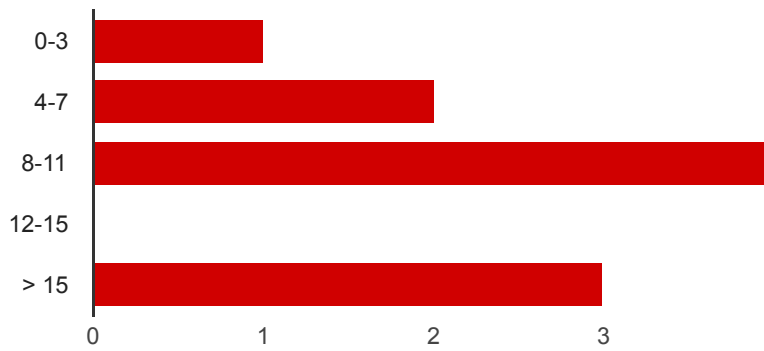
0-3	<b>4</b>	6.5%
4-7	<b>11</b>	17.7%
8-11	<b>19</b>	30.6%
12-15	<b>22</b>	35.5%
> 15	<b>6</b>	9.7%

### Child 2 [Please tell us a little about your children's age.]



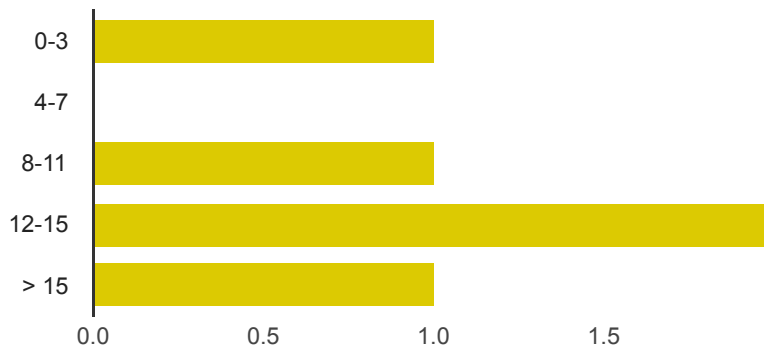
0-3	<b>3</b>	12%
4-7	<b>5</b>	20%
8-11	<b>9</b>	36%
12-15	<b>6</b>	24%
> 15	<b>2</b>	8%

### Child 3 [Please tell us a little about your children's age.]



0-3	<b>1</b>	10%
4-7	<b>2</b>	20%
8-11	<b>4</b>	40%
12-15	<b>0</b>	0%
> 15	<b>3</b>	30%

#### Child 4 [Please tell us a little about your children's age.]



0-3	<b>1</b>	20%
4-7	<b>0</b>	0%
8-11	<b>1</b>	20%
12-15	<b>2</b>	40%
> 15	<b>1</b>	20%

#### Child 1 [Please tell us a little about your children's gender.]



Male	<b>33</b>	53.2%
Female	<b>29</b>	46.8%

**Child 2 [Please tell us a little about your children's gender.]**



Male **10** 40%  
Female **15** 60%

**Child 3 [Please tell us a little about your children's gender.]**



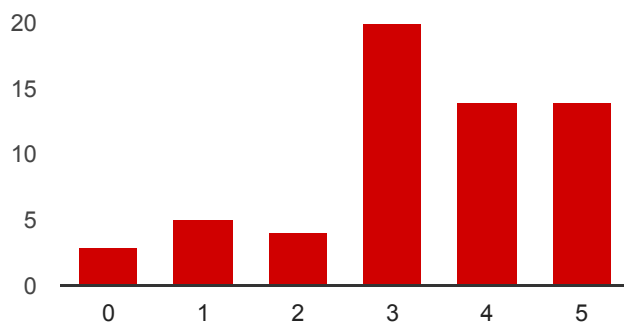
Male **2** 20%  
Female **8** 80%

**Child 4 [Please tell us a little about your children's gender.]**



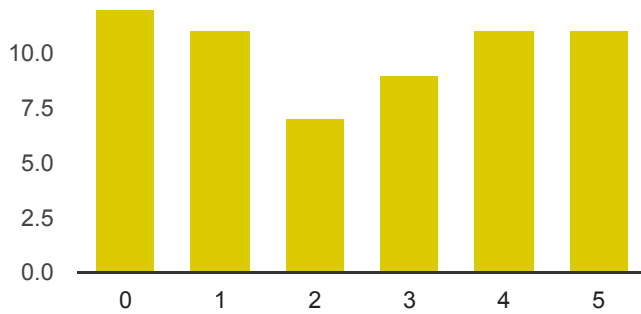
Male **2** 40%  
Female **3** 60%

**How often do you take any of your children shopping with you?**



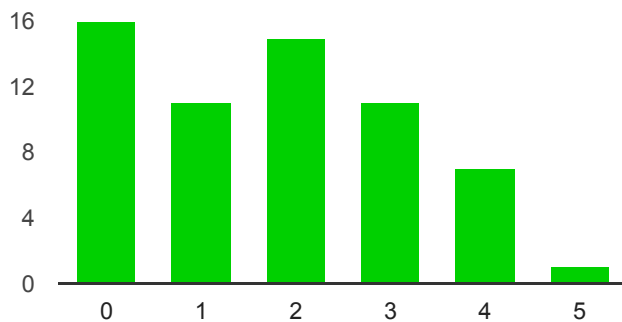
Virtually never : 0	<b>3</b>	5%
1	<b>5</b>	8.3%
2	<b>4</b>	6.7%
3	<b>20</b>	33.3%
4	<b>14</b>	23.3%
Virtually all of the time: 5	<b>14</b>	23.3%

**When you take your children shopping with you, how often do they pick up items and put them in your basket on their own (without you asking them to)?**



Virtually never : 0	<b>12</b>	19.7%
1	<b>11</b>	18%
2	<b>7</b>	11.5%
3	<b>9</b>	14.8%
4	<b>11</b>	18%
Virtually all of the time: 5	<b>11</b>	18%

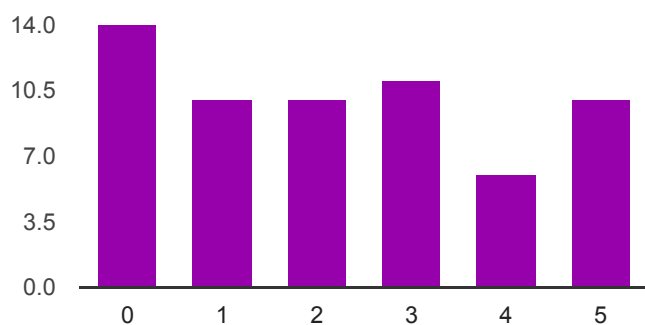
**When your child has placed an item in your basket without you asking them to, how often do you buy the item?**



Virtually never : 0	<b>16</b>	26.2%
1	<b>11</b>	18%

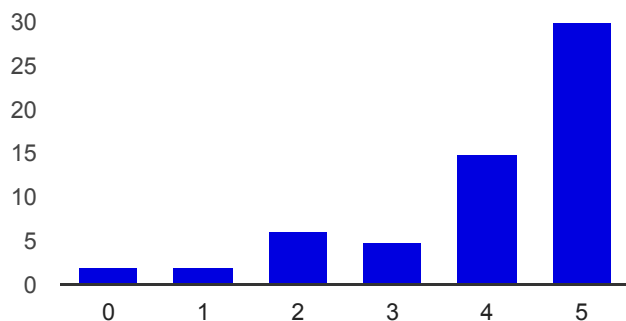
	2	15	24.6%
	3	11	18%
	4	7	11.5%
Virtually all of the time:	5	1	1.6%

**When your child has placed an item in your basket without you asking them to, how often does that item have a character on it your child recognizes (like a cartoon figure)?**



Virtually never :	0	14	23%
	1	10	16.4%
	2	10	16.4%
	3	11	18%
	4	6	9.8%
Virtually all of the time:	5	10	16.4%

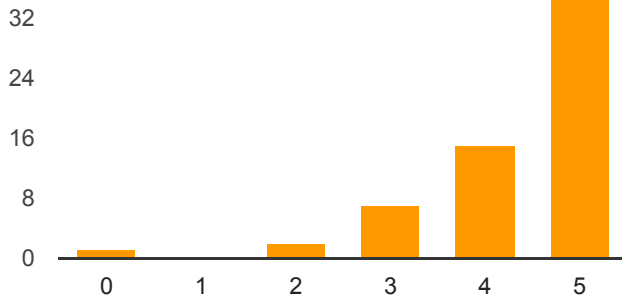
**Now that I've watched the video, I think my kids need to learn more about how advertising affects them.**



Strongly disagree:	0	2	3.3%
	1	2	3.3%
	2	6	10%

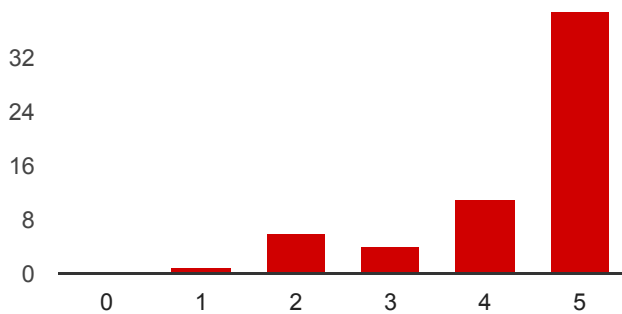
	3	<b>5</b>	8.3%
	4	<b>15</b>	25%
Strongly agree:	5	<b>30</b>	50%

**Now that I've watched the video, I think my kids need to learn to not impulse buy.**



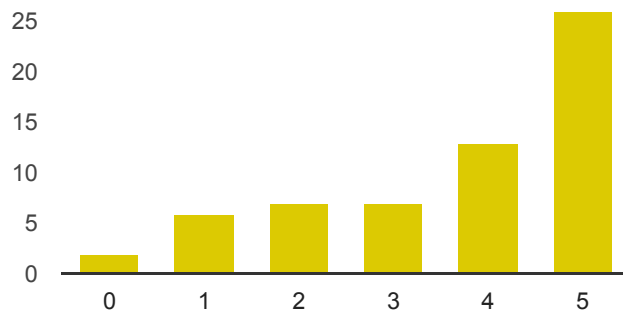
Strongly disagree:	0	<b>1</b>	1.7%
	1	<b>0</b>	0%
	2	<b>2</b>	3.3%
	3	<b>7</b>	11.7%
	4	<b>15</b>	25%
Strongly agree:	5	<b>35</b>	58.3%

**Now that I've watched the video, I think my kids need to learn more about how to manage money.**



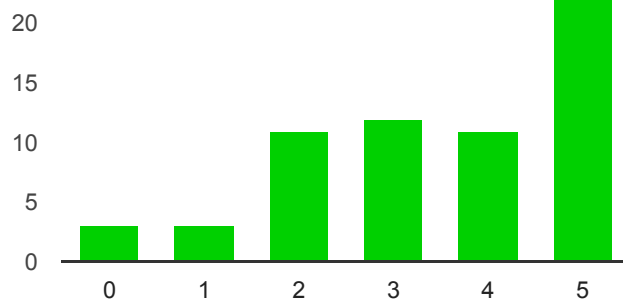
Strongly disagree:	0	<b>0</b>	0%
	1	<b>1</b>	1.6%
	2	<b>6</b>	9.8%
	3	<b>4</b>	6.6%
	4	<b>11</b>	18%
Strongly agree:	5	<b>39</b>	63.9%

**Now that I've watched the video, I'll be more likely to get my kids to help me prepare a shopping list before I go shopping.**



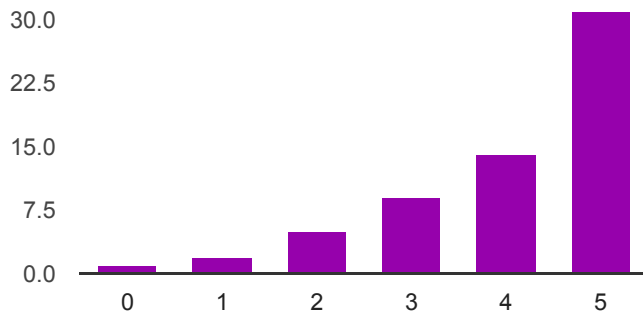
Strongly disagree: 0	<b>2</b>	3.3%
1	<b>6</b>	9.8%
2	<b>7</b>	11.5%
3	<b>7</b>	11.5%
4	<b>13</b>	21.3%
Strongly agree: 5	<b>26</b>	42.6%

**I would like to receive weekly video tips like this one that are designed to help my children be smarter about money.**



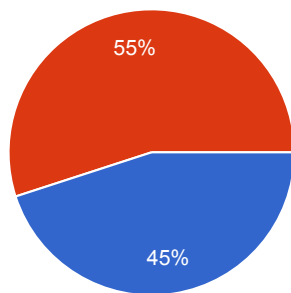
Strongly disagree: 0	<b>3</b>	4.8%
1	<b>3</b>	4.8%
2	<b>11</b>	17.7%
3	<b>12</b>	19.4%
4	<b>11</b>	17.7%
Strongly agree: 5	<b>22</b>	35.5%

**Videos like this will be useful to my friends who have young children.**



Strongly disagree: 0	<b>1</b>	1.6%
	<b>2</b>	3.2%
	<b>5</b>	8.1%
	<b>9</b>	14.5%
	<b>14</b>	22.6%
Strongly agree: 5	<b>31</b>	50%

**I would like to be a member of the test group for this project.**



Yes	<b>27</b>	45%
No	<b>33</b>	55%

**That's it... Thank you!**

**Number of daily responses**

