

# Newsworthy Trends

## Parents', Pupils' Opinions

(NAPSA)—When it comes to school supplies, parents and their children have some very definite ideas. According to a recent survey by Directions Research:

- Themed school supplies are pretty popular. In fact, 22 percent of high school students want cartoon character-themed supplies. Pop singer-themed supplies are most popular among 43 percent of middle school students.

- Factors that parents consider when deciding where to buy supplies include “lowest prices” (28 percent) and knowing that a store has exactly what’s needed (18 percent).



**Getting what your kids need for school can be simple at a full-service store.**

- What parents don’t like are out-of-stock items (35 percent), crowded aisles (23 percent), long checkout lines (18 percent), having to search for products (15 percent), and having to put up with impatient children (8 percent).

- That’s what makes Walgreens so appealing for back-to-school preparation. Walgreens has convenient locations, great deals on an assortment of items and provides access to flu shots and immunizations, which are covered by many insurance plans, without scheduling an appointment. Some locations have Healthcare Clinics that offer physicals and immunizations, too.

### Learn More

You can see all that’s available at [www.walgreens.com](http://www.walgreens.com).