Jeans Survey

1. How often do you go shopping for clothes?
       [ ] less than once per month
       [ ] one to three times per month
       [ ] once per week
       [ ] more than once per week

2. When you do go shopping for clothes, how many hours do you normally spend shopping?
       [ ] less than 1 hour   [ ] 1-2 hours   [ ] 3-4 hours   [ ] 5 or more hours

3. Where do you normally shop for clothes? (Check all that apply)
       [ ] Specialty store
       [ ] Online
       [ ] Local boutique
       [ ] Discount store
       [ ] Department store

4. On your last shopping trip for clothes, how much did you spend on clothes?
       [ ] Less than $100
       [ ] $100-199
       [ ] $200-299
       [ ] $300 or more

5. How many pairs of jeans do your currently own? _____

6. Considering the number of jeans you own, how many do you never or seldom wear? _____

7. How often do you purchase new jeans?
       [ ] less than once a year
       [ ] about once a year
       [ ] 2-3 times per year
       [ ] 4 or more times per year

8. What was the primary or major reason for your last jean purchase? (Check only one)
       [ ] current jeans worn out
       [ ] keep up with current fashions
       [ ] current jeans did not fit
       [ ] wanted something new
       [ ] had money to spend
       [ ] jeans were on sale or promotion
       [ ] impulse buy, saw the jeans, liked them
       [ ] friend or relative suggestion or encouragement

9. Listed below are various criteria in purchasing jeans. Please allocate 100 points among the criteria based on the relative importance of each in your purchase decision. The more points you assign to a criteria, the more important it is in the purchase decision. The lower the number of points you assign, the less important it is. For instance, a criterion that is twice as important as another should have twice as many points. It is okay to assign a zero to a criterion. The total number of points should add to 100.

_____ Price
_____ Promotion/sale
_____ Quality
_____ Brand name
_____ Style
100   Total

10. Please indicate the level of importance for each of the following in deciding which **brand of jeans** to purchase.

Advertising ……………………………………….. Very unimportant ____|____|____|____|____|____|____ Very important
Retail store where shopping ………………… Very unimportant ____|____|____|____|____|____|____ Very important
Opinion of friends or relatives ……………… Very unimportant ____|____|____|____|____|____|____ Very important
Online reviews or comments ………………... Very unimportant ____|____|____|____|____|____|____ Very important
Current fashion trend…………………………… Very unimportant ____|____|____|____|____|____|____ Very important

Please provide the following demographic information about yourself.

11. Your gender is   [ ] Female   [ ] Male

12. Your age is   [ ] 16 to 24   [ ] 25-39   [ ] 40-54   [ ] 55 or older

13. Your annual household income is
        [} Less than $30,000
        [ ] $30,000-49,999
        [ ] $50,000- 79,999
        [ ] $80,000 or more