

My name is _____. I am conducting a marketing research project. This study deals with the clothing shopping behavior of college students. Would you please help me by answering a few questions? Your answers will be confidential and used only in combination with the responses of other people. **Please answer the following questions in terms of shopping for clothes.**

1) On the average, how often do you go shopping for clothes?

- 4 Once a week
- 3 Two or three times a month
- 2 Once a month
- 1 Less than once a month

2) How much money do you spend on average per shopping trip?

- 1 Less than \$25
- 2 \$25-\$49
- 3 \$50-\$74
- 4 \$75-\$99
- 5 \$100+

3) Please rank the following retail stores in terms of the most desirable to least desirable for you to purchase clothes using the scale of 1=most desirable, 2=second most desirable, 3=third most desirable, 4=fourth most desirable, and 5=least desirable.

- _____ Buckle
- _____ Dillard's
- _____ J.C. Penney Record numbers 1 to 5
- _____ Target
- _____ Wal-Mart

4) When you think of your past clothes purchases, what percentage of your clothes did you purchase at each of the following stores? (The total percentage should add to 100%)

- _____ Buckle
- _____ Dillard's
- _____ J.C. Penney Record percent value
- _____ Target
- _____ Wal-Mart
- _____ Other stores

Please provide the following demographic information about yourself.

5) Your gender is: 1 Female 2 Male

6) Your class status is: 1 Freshman 2 Sophomore 3 Junior 4 Senior 5 Graduate

7) Your age is: 1 Younger than 18 2 18-19 3 20-22 4 23-25 5 26-29 6 30 +

8) What is your personal annual income (include money received from jobs, grants, scholarships, financial aid, gifts, and parental support. If married, do NOT include your spouse's income.):

- 1 Less than \$10,000
- 2 \$10,000 – 19,999
- 3 \$20,000-29,999
- 4 \$30,000 – 39,999
- 5 \$40,000 or more.

Thank you very much for your time and cooperation.