

Shopping Attitude and Behavior

Thank you for participating in this study on shopping attitude and behavior. We are interested in your thoughts, perceptions, and behavior concerning shopping. Your responses will be confidential. Please answer all questions in the survey.

1) This question applies to shopping for clothes . How important are each of the following factors in your selection of a clothing store for personal shopping?					
	Very Unimportant	Unimportant	Neutral	Important	Very Important
Product selection					
Price					
Convenience					
Service					
Store atmosphere					
Location					
Store image					
Parking					
Amenities (such as gift wrapping, alterations)					

2) This question applies to where you purchase clothes. Please indicate what percent of your clothes are purchased at each of the following types of stores. The total should add to 100%.		
Discount stores	%	
Department stores	%	
Specialty stores	%	
Online	%	
Total	100%	

3) What is your age?	
18-29	
30-39	
40-49	
50-59	
60+	

4) What is your gender?	
Male	

Female	
--------	--

5) What is your race?	
African American	
Caucasian	
Hispanic	
Other	

6) What is your family income?	
\$0-24,999	
\$25,000-49,999	
\$50,000-74,999	
\$75,000-99,999	
\$100,000+	