

JAACK's Makeup

Questionnaire



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We are currently conducting an important survey among people like you who enjoy wearing makeup and using makeup products. The responses you give are very important, greatly appreciated and will be kept strictly confidential.

1) In a typical week, how often do you wear makeup?

Everyday

5 to 6 days a week

3 to 4 days a week

1 to 2 days a week

Less than 1 day a week

2) How often do you buy makeup?

Once a week or more

Once every 2 to 3 weeks

Once a month

Once every 2 to 3 months

Once every 4 to 6 months

Once every 7 months or less

3) What makes you choose drugstore makeup over high end makeup? (Please choose all that apply)

Price

d) Popularity of the brand

Quality

e) Other (Please Specify)_____

Longevity

4) What makes you choose high end makeup over drugstore makeup? (Please choose all that apply)

Price

d) Popularity of the brand

Quality

e) Other (Please Specify)_____

Longevity

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5) Which of these makeup brands do you buy/use from the drugstore? (Please choose all that apply)

Maybelline

Revlon

L'Oreal

Elf

Other (Please Specify)_____

6) Which of these high-end brands do you buy/use from department stores? (Please choose all that apply)

Nars

Mac

Urban Decay

YSL

Other(Please Specify)_____

7) Do you have any specific makeup products that you must buy/have at all times?

Yes

No

7a) If yes, Please specify what products and why?

8) How important are each of the following factors when choosing a makeup brand?

(Please respond to each of the factors listed below)

Factors	Very Important	Important	Somewhat Important	Not Important
Price	{}	{}	{}	{}
Packaging	{}	{}	{}	{}
Longevity	{}	{}	{}	{}
Quality	{}	{}	{}	{}
Popularity	{}	{}	{}	{}
Reputation	{}	{}	{}	{}

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9) Would you recommend your most preferred makeup brand to a friend ?

Definitely Yes Probably Yes Probably No Definitely No

If no, please explain why not and what can be improved.

10) On average, about how much do you usually spend on makeup a month?

- a) Under \$20.00 e) \$50.00 - \$59.99 i) \$90.00- \$99.99
b)\$20.00 -\$29.99 f) \$60.00 - \$69.99 j) \$100 or more
c)\$30.00 -\$39.99 g) \$70.00 - \$79.99
d)\$40.00 -\$49.99 h) \$80.00 - \$89.99

11) How do you usually purchase your makeup products the most? (Please choose only one)

- a) In store
b) Online
c) Other (Please Specify) _____

12) How do you feel about the following statements ? (Please respond to each statement listed below).

Statements	Strongly Agree	Agree	Disagree	Strongly Disagree
Makeup makes me feel confident	{}	{}	{}	{}
Makeup is a daily necessity	{}	{}	{}	{}
I can go days without makeup	{}	{}	{}	{}
Makeup is a form of art for me	{}	{}	{}	{}

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15) At what time of the day do you use makeup the most?(Please choose only one)

Morning (6am-11:59am)

Afternoon (noon-5:59pm)

Evening (6pm-8:59pm)

Night (9pm-5:59am)

16) About how long have you been wearing makeup?

a) Less than 1 year

b) 1 to 2 years

c) 3 to 4 years

d) 5 or more years

You are almost done with the questionnaire, we thank you for your time. The following questions are personal questions that will be used for statistical purposes only. Your answers will be held strictly confidential.

17) What is your Gender?

a)Female

b)Male

18) What is your age group?

under 15 e) 31 - 35

16 - 20 f) 36 - 40

21 - 25 g) 41 and older

26 - 30

19) What is your Ethnic Background?

a)African American

b)Latino

c)Caucasian

d)Asian

e)Other (Please Specify)_____

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20) Where do you currently live?

Brooklyn

Bronx

Queens

Manhattan

Staten Island

Long Island

Other (Please Specify) _____

21) What is the highest level of education that you have completed?

a)Some High School or less

b)High School diploma

c)Some College

d)College Graduate

e)Some Graduate School

f) Completed Graduate School

22) What is your current Employment Status? (Please choose all that apply)

a)Employment full-time

b)Employment part-time

c)Full-time student

d)Part-time student

e)Self employed

f)Unemployed

g)Retired

23) What is your annual income?

- a) Under \$15,000
- b) \$15,000-\$19,999
- c) \$20,000-\$24,999
- d) \$25,000-\$29,999
- e) \$30,000-\$34,999
- f) \$35,000-\$39,999
- g) \$40,000-\$44,999
- h) \$45,000-\$49,999
- i) \$50,000 or more

24) What is your current Marital Status?

- a) Single
- b) Married
- c) Widowed
- d) Divorced
- e) Separated

Please feel free to use the space provided below for any additional comments about this very exciting topic.

Your participation has been greatly appreciated THANK YOU!

