


Fashion MKT Research Firm

We, the Fashion MKT Research Firm are currently conducting an important Citywide survey among shoppers in the New York City Marketplace. Your responses to the questions in this survey are essential to us and will be kept strictly confidential. We appreciate your time and honesty and thank you for your participation.

Please continue to the next page 

1. How do you shop most of the time? (Please Choose Only One)

- In-Store
- Online
- View products In-store and buy Online
- View products Online and buy In-store

2. In an average week, how often do you shop Online?

- Everyday
- 5 to 6 days a week
- 3 to 4 days a week
- 1 to 2 days a week
- Less than one day a week

3. How comfortable do you feel shopping Online? (Please check only one box)


Very Comfortable	Comfortable	Somewhat Comfortable	Not comfortable at all
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. In an average month, how often do you shop In-store?

- Once a week
- Once every two weeks
- Once every three weeks
- Once a month or less

5. How comfortable do you feel shopping In-store? (Please check only one box)

Very Comfortable	Comfortable	Somewhat Comfortable	Not comfortable at all
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please continue to the next page 

6. How do you prefer to shop the most for each of the following items? (Please choose only one shopping method for each item listed below)


Items	In-store	Online
Clothing		
Shoes and handbags		
Cosmetics		
Electronic devices		
Groceries		
Medicine		
Cleaning supplies		
Furniture		

7. Do you enjoy shopping In-store?

- A. Definitely Yes
- B. Probably Yes
- C. Probably No
- D. Definitely No

8. Which of the following motivates you the most to buy In-store?

- A. TV Ads
- B. Magazine Ads
- C. Billboards
- D. Social Media
- E. Friends/ Family recommendations
- F. Other (Please Specify)

Please continue to the next page 

9. Do you enjoy shopping Online?


- A. All of the time
- B. Most of the time
- C. Some of the time
- D. None of the time

10. Which of the following influences you the most to shop Online? (Please Choose Only One)

- A. TV Ads
 - B. Magazine Ads
 - C. Billboards
 - D. Social Media
 - E. Friends/ Family recommendations
 - F. Other (Please Specify)
-


11. How important are each of the following factors to you, when you shop? (Please respond with a check mark to each factor listed below)

Factors	Very Important	Important	Somewhat important	Not important at all
Sales and Discounts				
Quality Products				
Exchange Policy				
Fast Service				
Convenience				
Product Variety				
Customer Service				
Testing/Trying on Merchandise				
Return Policy				

Please continue to the next page 

12. How do you feel about each statement below? (Please respond with a check mark to each statement listed)

Statements	Strongly Agree	Agree	Disagree	Strongly Disagree
Online shopping is more convenient than In-store shopping.				
In-store shopping offers better customer service than Online shopping.				
Online shopping provides a faster checkout service than In-store shopping.				
Online shopping helps you save more money.				
In-store shopping allows you to physically view and test the quality of products, better than Online shopping.				
Online stores have more product variety than retail stores.				
Retail stores have better exchange policies than Online stores.				
Online stores have better return policies than retail stores.				

Please continue to the next page 

13. In your opinion, what is the **BEST** way to shop based on each factor listed below?
(Please check only one factor for each store listed)

Factors	In-store	Online
Customer Service		
Quality Products		
Return Policy		
Sales and Discounts		
Product Variety		
Exchange Policy		
Fast Service		
Convenience		
Testing/Trying on Merchandise		


The following are personal questions for statistical purposes only. Your answers to these questions will be kept strictly confidential.

14. What is your Age?

- A. Under 18
- B. 18-24
- C. 25-34
- D. 34-44
- E. 45 or older

15. What is your Gender?

- A. Male
- B. Female

Please continue to the next page 

16. What is your Ethnic Background? (Please Choose Only One)

- A. African American
 - B. Hispanic
 - C. Asian
 - D. Caucasian
 - E. Other (Please Specify)
-

17. Where do you currently reside?


- A. Bronx
 - B. Manhattan
 - C. Brooklyn
 - D. Queens
 - E. Staten Island
 - F. Other (Please Specify)
-

18. What is your current Marital Status? (Please Choose Only One)

- A. Single
- B. Married
- C. Divorced
- D. Widowed
- E. Separated

19. What is the highest level of education that you have completed?

- A. Some High School
- B. High School Graduate
- C. Some College
- D. College Graduate
- E. Some Graduate School
- F. Graduate School

Please continue to the next page 

20. What is your present Employment Status? (Please Choose All That Apply)


- A. Employed Full Time
- B. Employed Part Time
- C. Full Time Student
- D. Part Time Student
- E. Unemployed
- F. Self Employed
- G. Retired

21. How many people live in your household?

- A. 1
- B. 2
- C. 3
- D. 4
- E. 5 or more

22. What is your Annual Household 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

Please turn to the last page 

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

You have completed the survey! Your cooperation is greatly appreciated.

Thank You.