

MKT 1214 Research Foundation

We (Uniku) asked some questions to allocate among our peers in order to conduct research on our target market to advance our findings. Your response is very important to our research and will be kept strictly confidential and used for academic purposes only. Thank you for your time and honesty, and thank you for your participation!

* Indicates required question

1. Have you ever heard of Uniqlo? *

Mark only one oval.

- Know very well
- General know
- Don't know

2. How long have you known about Uniqlo?

Mark only one oval.

- Couple months
- Couple of Years
- One Year
- Don't remember

3. Where do you usually buy clothes? *

Check all that apply.

- Forever 21
- Macy's
- Uniqlo
- Gap
- America Eagle
- Calvin Klein
- Other: _____

4. Have you seen Uniqlo promotional advertisements? *

Mark only one oval.

- Seen
- have not seen
- unconfirmed

5. How many clothes do you buy in a quarter? *

Mark only one oval.

- 0-3
- 4-6
- 6-8
- 8 or more

6. The number of Uniqlo brand clothes you currently own ?

Mark only one oval.

- 0 pieces
- 1 to 2 pieces
- 3 to 4 pieces
- 5 pieces or more

7. How often do you buy cloth from Uniqlo?

Mark only one oval.

- Once a month
- Twice a month
- One year
- Almost never
- Other

8. How much do you spend on clothing purchases each quarter? *

Mark only one oval.

- less than 20
- 20-40
- 50-70
- 80-100
- 100 or more

9. What color clothes do you usually like to buy? *

Mark only one oval.

- Black
- White
- Pink
- Grey
- Purple
- Other: _____

10. Your evaluation of the Uniqlo clothes you currently own

Check all that apply.

- High price
- Reasonable price
- Good quality
- Average quality
- low quality
- Not satisfied with the style
- Basically satisfied with the style
- Other: _____

11. Do you like the neckline style of clothes?

Mark only one oval.

- Round neck
- V-neck
- lapel

12. When buying clothes, which promotion do you prefer ?

Mark only one oval.

- Discount
- give presents
- Redeem
- Buy one get one free
- Limited time buying
- Other: _____

13. How high are your expectations for Uniqlo x KAWS?



Mark only one oval.

- Very much looking forward to
- General expectation
- Not expecting

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Thank you for taking the time to answer the previous questions. The following questions are of a personal nature and will be used for statistical purposes only. The information provided here will be held strictly confidential.

14. What is your Gender?

Mark only one oval.

- Male
- Female
- Prefer not to say

15. What is your age?

Mark only one oval.

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and older

16. What is your Ethnic Background?

Mark only one oval.

- American Indian or Alaska Native
- Asian
- Black/African American
- Hispanic/Latino
- Native Hawaiian or Pacific Islander
- White
- Other: _____

17. What is your current Marital Status?

Mark only one oval.

- Single
- Married
- Divorced
- Widowed
- Separated

18. Where do you currently Reside?

Mark only one oval.

- The Bronx
- Brooklyn
- Manhattan
- Staten Island
- Queens
- Other: _____

19. What is your current Employment Status?

Mark only one oval.

- Employed Part-Time
- Employed Full Time
- Part-Time Students
- Full-Time Students
- Self Employed
- Unemployed
- Retired

20. What is the highest level of education that you have achieved?

Mark only one oval.

- Some High School
- High School Diploma
- Some College
- Associate's Degree
- Bachelor's Degree
- Master's Degree
- Doctorate/P.H.D. or Higher

21. What is your average Annual Income?

Mark only one oval.

- Under \$15,000
- \$15,000 - \$19,999
- \$20,000 - \$24,999
- \$25,000 - \$29,999
- \$30,000 - \$34,999
- \$35,000 - \$39,999
- \$40,000 - \$44,999
- \$45,000 - \$49,999
- \$50,000 or more

22. Thank you for your participation in our questionnaire! If you have any comments or concerns about this exciting topic, please use the space provided below.

Google Forms