# 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?

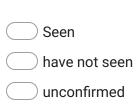
- Couple months
- Couple of Years
- One Year
- Don't remember

### 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.

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

Mark only one oval.



🔵 8 or more

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

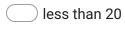
Mark only one oval.

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? \*



- 20-40
- 50-70
- 80-100
- \_\_\_\_\_ 100 or more

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

Mark only one oval.

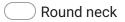
Black		
White		
Pink		
Grey		
O Purple		
Other:		

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?

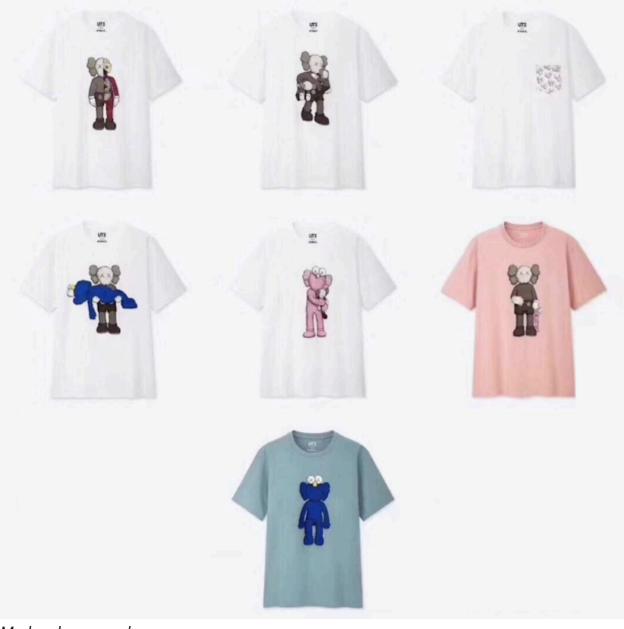


- 🕖 V-neck
- lapel

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

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

# 无标题小节

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.

C The Bronx	
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- Brooklyn
- Manhattan
- Staten Island
- Queens
- Other:
- 19. What is your current Employment Status?

- 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.

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