



# OFF THE RACK VERSUS TAILORED SUITS



## Off-the-Rack versus Tailored Suits

**Good Day,**

We, the *Truly-Suited Group*, are currently conducting a City wide Survey among people who purchase suits, either Off-The-Rack or Tailored. Your responses are very important to our research and will be kept strictly confidential. We appreciate it if you answer all the questions honestly and to the best of your ability.

**Thank you.**

## Questionnaire

*For the following questions, please select only one answer unless otherwise instructed.*

**1. Do you prefer Tailored Suits or Off-The-Rack Suits? (Please choose only one)**

- Tailored Suits
- Off-The-Rack Suits
- Both

and why (Optional: \_\_\_\_\_)

**2. Do you buy Off-The Rack Suits? (Please choose only one)**

Always	Sometimes	Rarely	Never
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**3. Do you buy Tailored Suits? (Please choose only one)**

Always	Sometimes	Rarely	Never
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**4. Approximately how many suits do you currently own?**

- 1
- 2
- 3
- 4
- 5
- 6
- 7 or more

**5. Do you wear suits as your daily attire?**

Always	Sometimes	Rarely	Never
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**6. Is wearing a suit part of your job? (Please choose only one)**

Definitely Yes	Probably Yes	Probably No	Definitely No
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Do you have the financial resources to buy a suit? (Please choose only one)

Definitely Yes	Probably Yes	Probably No	Definitely No
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. While growing up, did any of your family members wear suits?

Always	Sometimes	Rarely	Never
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Are you aware that you can buy custom-made suits?

Very Aware	Mostly Aware	Somewhat Aware	Not At All Aware
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. When do you usually purchase Off-The-Rack Suits the most? (Please choose all that apply)

- Any time of the year
- Occasionally
- Only if needed (special occasions, work, etc.,)
- Other (Please Specify) \_\_\_\_\_

11. When do you usually purchase Tailored Suits the most? (Please choose all that apply)

- Any time of the year
- Occasionally
- Only if needed (special occasions, work, etc.,)
- Other (Please Specify) \_\_\_\_\_

12. For which of the following occasions do you need to wear a suit? (Please choose all that apply)

- Weddings
- School
- Events
- Daily attire
- Interview
- Job fairs
- Work
- Other (Please Specify) \_\_\_\_\_

13. When looking for a suit what do you look for the most? (Please choose all that apply)

	Always	Sometimes	Rarely	Never
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Color	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. How influential are each of the following factors when purchasing a suit? (Please respond to each factor listed below)

Factors	Very Influential	Influential	Somewhat Influential	Not Influential
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Color	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. Have you ever bought a suit whether it is an Off-The-Rack or Tailored because the price of the suit was attractive?

Definitely, Yes	Probably, Yes	Probably, No	Definitely, No
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**16. How do you shop for your suits the most whether they are Off-The-Rack or Tailored? (Please choose only one)**

- Online
- In-Store
- View products in-store and buy online
- View product online and buy in-store

**17. How much do you or would you usually pay for an Off-The-Rack Suit? (Please choose only one)**

- Less than \$100
- \$100 - \$149.99
- \$150 - \$199.99
- \$200 - \$249.99
- \$250 - \$299.99
- \$300 or more

**18. How much do you or would you usually pay for a Tailored Suit? (Please choose only one)**

- Less than \$100
- \$100 - \$149.99
- \$150 - \$199.99
- \$200 - \$249.99
- \$250 - \$299.99
- \$300 or more

**19. If prices did not play a role in whether or not you would buy an Off-The-Rack or Tailored Suit, which one would you buy? (Please choose only one)**

- Off-The-Rack Suit
- Tailored Suit

**20. Which way do you prefer to wear your suits the most?**

- Fitted
- Lose
- Other (Please Specify) \_\_\_\_\_

**21. Is the exposure of a suit whether it is an Off-The-Rack or a Tailored Suit an important factor to you when buying a suit?**

Definitely, Yes	Probably, Yes	Probably, No	Definitely, No
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**22. Is the brand of the suit whether it is an Off-The-Rack or Tailored something that you consider when purchasing a suit?**

Definitely, Yes	Probably, Yes	Probably, No	Definitely, No
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**23. Is the designer / brand name of the suit whether it is an Off-The-Rack or Tailored Suit something that you consider when purchasing a suit?**

Definitely, Yes	Probably, Yes	Probably, No	Definitely, No
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**24. If you were to attend a wedding or any special occasion, would you purchase an Off-The-Rack or a Tailored Suit? (Please choose only one)**

- Off-The-Rack Suit
- Tailored Suit

**25. If the wedding or that occasion was your own, would you give the same answer? (Please choose only one)**

- Definitely Yes
- Probably Yes
- Probably No
- Definitely No

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

**26. What is your Age? (Please choose only one)**

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 or older

**27. What is your Ethnic Background? (Please choose only one)**

- African-American
- Caucasian
- Hispanic/Latino
- Asian
- Pacific Islander
- Native American
- Other (Please Specify) \_\_\_\_\_

**28. What is your current Marital Status? (Please choose only one)**

- Single
- Married
- Divorced
- Separated
- Widowed

**29. Do you have any children? (Please choose only one)**

- Yes
- No

**If Yes, how many?**

- 1
- 2
- 3
- 4
- 5 or more

**30. What is your current Employment Status? (Please choose only one)**

- Full-Time
- Part-Time
- Self-Employed
- Unemployed
- Student
- Retired
- Others \_\_\_\_\_



**31. If employed, What is your current Occupation Status? (Please choose only one)**

- Professional
- Executive
- Managerial
- Administrative
- Sales
- Laborer
- Technical
- Secretarial
- Clerical
- Other (Please Specify)\_\_\_\_\_

**32. What is your total Annual Income? (Please choose only one)**

- Under \$10,000
- \$10,000 - \$14,999
- \$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

**33. Where do you currently Reside? (Please choose all that apply)**

- Manhattan
- Queens
- Brooklyn
- Bronx
- Staten Island
- Long Island
- Other (Please Specify)\_\_\_\_\_

Thank you for your participation. The following space is provided for any additional comments on our exciting research topic.

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**Thank you for your time! We are truly appreciated!**

**After gathering all the information from our questionnaires, and completing our data analysis, “Fashion Forward Marketing, LLC” was able to break down our target population into specific categories that provided us with clear, intelligible information about our respondent’s demographics. The results were reported as follows: 46% of**

**respondents were between the ages of twenty-five and thirty-four. 26% of respondents were between the ages of thirty-five and forty-four years old. 8% of respondents were between the ages of eighteen and twenty-four; and 8% of respondents were between the ages of forty-five and fifty-four. 6% of**

respondents were between the ages of fifty-five and sixty-four; and 6% of respondents reported to be older than sixty-five years old. The majority of respondents were female. 43% of respondents were male; while 57% of respondents were female. The majority of respondents were employed.

28% were employed Full-Time; while 26% reported to be employed Part-Time, and 24% of respondents reported to be Self-Employed. Only 8% of respondents reported to be Unemployed. 12% of respondents were also students. 6% of students were Full-Time students; and 6% of students were Part-Time students.

Most respondents were of African-American or Caucasian descent. 40% were Caucasian; and 22% of respondents were African-American. 18% of respondents chose "Other", while 10% of respondents reported to be of Hispanic/Latin descent. The majority of respondents were either single or married. 34% of respondents reported being married; while 24% of respondents reported to be single. Widowed respondents followed, making up 20% of respondents. 12% of respondents reported to be separated; while 10% of respondents reported to be divorced. Most respondents were High School and/or College graduates. College graduates made up 30% of respondents; while High School graduates made up 24% of respondents. 18% of respondents reported that they had

**completed Graduate School; while 12% of respondents reported completing some amount of college, 10% of respondents reported completing some amount of High School or less, and 6% of respondents reported completing some amount of Graduate School.**

**A great number of our employed respondents were employed with either Sales, or Labor related occupations. 36% of respondents had Sales related occupations; while 26% of respondents had Labor related occupations. 8% of respondents had Technical occupations; 8% of respondents reported to have Clerical occupations; and 8% of respondents held Managerial occupations. 6% of respondents reported to have Professional occupations; and lastly, 2% of respondents reported to have Administrative occupations.**

**Lastly, most respondents' income levels fell somewhere between the lower-middle and upper-middle class. 28% of respondents reported earning an income between \$30,000 and \$39,000; while 20% of respondents reported earning between \$80,000 and \$89,000. 14% of respondents reported earning \$60,000 and \$69,000; and 14% of respondents also reported earning between \$70,000 and \$79,000. 10% of respondents earned between \$40,000 - \$49,000; while 8% of respondents reported earning between \$20,000 and \$29,000; and finally, only 2% of respondents reported earning less than \$20,000. We utilized Non-Probability Sampling, and the Non-Probability Sampling technique: Convenience Sampling, to choose the respondents that would be utilized to complete our questionnaire due to restrictions from COVID-19.**

