DESIGNER RESEARCH SURVEY

1) What clothing item(s) do you buy most often? Rank each from 1 [least often] to 5 [most often]

Shoes	_____	T-shirts	_____	Denim pants	_____
Dresses	_____	Blouses	_____	Jackets	_____
Knit shirts	_____	Suits	_____	Dress shirts	_____

2) Is there any clothing you buy often that is not listed in question 1? What?

_____

3) What things cause you to buy the clothing you choose most often? (Check all that apply)

Color	_____	Popularity/Style	_____
Comfort	_____	Brand name	_____
Size	_____	Parent approval	_____
Cost	_____	Fit	_____
Comfort	_____	Protection	_____

4) What things <u>don't you</u> consider when buying clothing? (Check all that apply)

Color	_____	Popularity/Style	_____
Comfort	_____	Brand name	_____
Size	_____	Parent approval	_____
Cost	_____	Fit	_____
Comfort	_____	Protection	_____

5) List the highest price you would be willing to pay for the clothes you choose most often?

<u>Clothing Description</u>   <u>Your Highest Price</u>

_____   _____

_____   _____

_____   _____

6) Conduct <u>Your Own Research Survey</u> by interviewing 10 students or a 3 sales people in clothing stores. (Possible questions are listed on the next page.) Tally your responses to identify similarities.

STUDENT INTERVIEW

1.   What is the type of clothing you buy most often?

2.   What do you look for when buying _____?

3.   Why do you buy _____?

4.   If you could design your own _____.how would it be different from what it is now?

5.   What price would you be willing to pay for _____

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SALES PERSON INTERVIEW

1.   What is the most popular clothing item in this department?

2.   Why do you think people buy it?

3.   Is there something that would make it more appealing to customers (marketable)?

4.   What is the lowest price it has sold for?

5.   Do you think how you display it has anything to do with how popular it is? Why or Why not?