

Clothing shopper survey

Think about the clothes you have bought for yourself in the past year. There are no wrong answers, and we do not need your name.

Store or project

Date

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

1 How often do you buy new clothes for yourself?

- ☐ Every week ☐ A few times a month ☐ About once a month ☐ Every few months
☐ Once or twice a year

2 Where did you buy most of your clothes in the past year?

- ☐ Online stores ☐ Chain stores in a mall ☐ Small boutiques ☐ Department stores
☐ Second-hand or thrift

3 What matters most when you choose a piece of clothing? Pick up to three. (tick all that apply)

- ☐ Price ☐ Fit ☐ Fabric and quality ☐ Style ☐ Comfort ☐ Brand name ☐ How it was made

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
4 I can usually find clothes in my size where I shop.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					
5 Clothes I buy usually fit the way I expected.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					
6 The clothes I buy are worth what I paid for them.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					
7 Clothes I buy keep their shape and colour after washing.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					
8 Returning or exchanging clothes that do not work out is easy.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					

9 About how much do you spend on clothes in a typical month?

- ☐ Under \$25 ☐ \$25 to \$50 ☐ \$51 to \$100 ☐ \$101 to \$200 ☐ Over \$200

10 The last time you returned clothes, what was the main reason?

- ☐ Did not fit ☐ Did not like it ☐ Ordered two sizes ☐ Not as pictured ☐ No returns

11 Where do you get ideas for what to wear? (tick all that apply)

- ☐ Friends and family ☐ Instagram or TikTok ☐ Store windows and displays ☐ Brand emails or websites
☐ Magazines or blogs ☐ I do not look for ideas

12 What one thing would make buying clothes easier for you?

Thank you. Your answers are anonymous.

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Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

After a store visit

13 What brought you into the store today?

- ☐ Something specific ☐ Just browsing ☐ Buying a gift ☐ A return or exchange ☐ Walking past

14 Did you find what you came in for?

- ☐ Yes ☐ Partly ☐ No ☐ I was only browsing

15 If you left without buying something you wanted, what stopped you?

- ☐ Not in my size ☐ Too expensive ☐ Did not like the styles ☐ The queue was too long
☐ I bought what I wanted

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
16 It was easy to find my way around the store.	1	2	3	4	5
17 Staff helped when I wanted help and gave me space when I did not.	1	2	3	4	5
18 I could get a fitting room quickly, and it was clean.	1	2	3	4	5
19 How likely are you to recommend this store to a friend?	Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely				

After an online order

20 When you are unsure of your size online, what do you usually do?

- ☐ Check the size chart ☐ Read fit reviews ☐ Order two sizes ☐ Pick my usual size ☐ Skip buying it

21 How did the clothes in your last order fit?

- ☐ Too small ☐ A little small ☐ Just right ☐ A little big ☐ Too big

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
22 The size chart helped me choose the right size.	1	2	3	4	5
23 The product photos showed how the clothes really look.	1	2	3	4	5

Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

After an online order (continued)

24 What would help you choose the right size online? (tick all that apply)

- ☐ Garment measurements ☐ The model's height and size ☐ Fit reviews from buyers
☐ A size finder quiz ☐ Photos on different body types

Testing a new design

25 Which of these designs would you be most likely to buy?

- ☐ Design A ☐ Design B ☐ Design C ☐ None of these

26 What would you expect to pay for the design you chose?

- ☐ Under \$20 ☐ \$20 to \$39 ☐ \$40 to \$59 ☐ \$60 to \$89 ☐ \$90 or more

27 Which fit would you choose for this piece?

- ☐ Slim ☐ Regular ☐ Relaxed ☐ Oversized

28 If it went on sale next month at that price, would you buy it?

- ☐ Definitely ☐ Probably ☐ Not sure ☐ Probably not ☐ Definitely not

29 What would you change about this design?

Clothing habits and fast fashion

30 About how many times do you wear a typical piece of clothing before you stop wearing it?

- ☐ Under 5 times ☐ 5 to 10 ☐ 11 to 30 ☐ 31 to 50 ☐ More than 50

31 How often do you buy clothes second - hand?

- ☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always

Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Clothing habits and fast fashion (continued)

32 How often do you buy clothes you had not planned to buy?

☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always

33 How often do you mend clothes instead of replacing them?

☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always

34 What do you do with clothes you no longer wear? (tick all that apply)

☐ Give to charity ☐ Sell them online ☐ Pass to friends or family ☐ Take to textile recycling
☐ Throw them away ☐ Keep them

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
35 I would pay more for clothes that last twice as long.	☐	☐	☐	☐	☐

About you (optional)

36 How old are you?

☐ Under 18 ☐ 18 to 24 ☐ 25 to 34 ☐ 35 to 54 ☐ 55 or older

37 Which section do you usually shop in?

☐ Women's ☐ Men's ☐ Both ☐ Mostly for my children

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