

EVERLANE BRAND PERCEPTION

58 responses

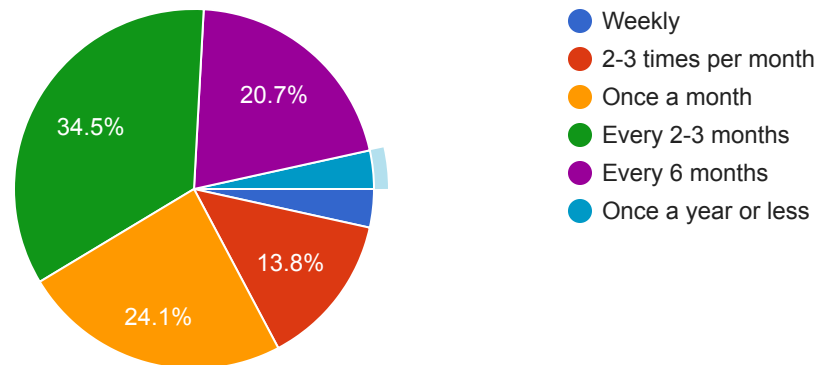
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General Shopping Behaviors

1. How often do you shop for clothes?

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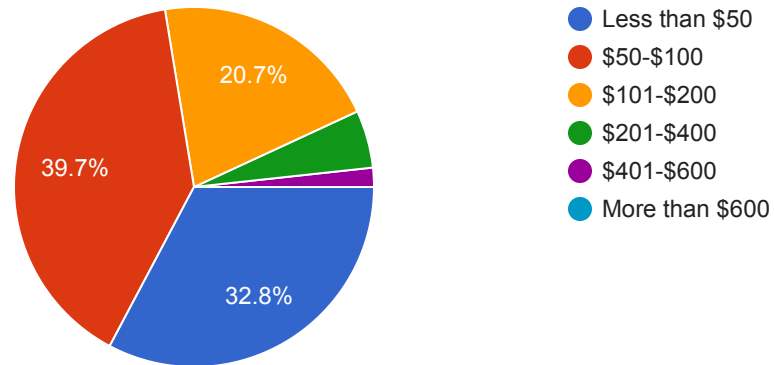
58 responses



2. On average, how much do you spend on clothing per month?

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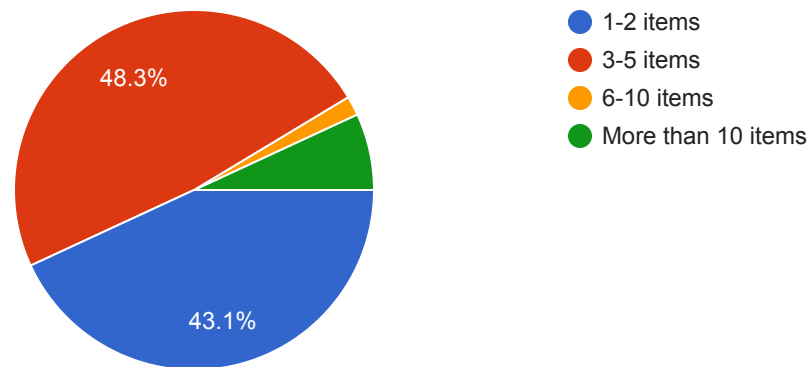
58 responses



3. How many clothing items do you typically purchase in a single shopping trip?

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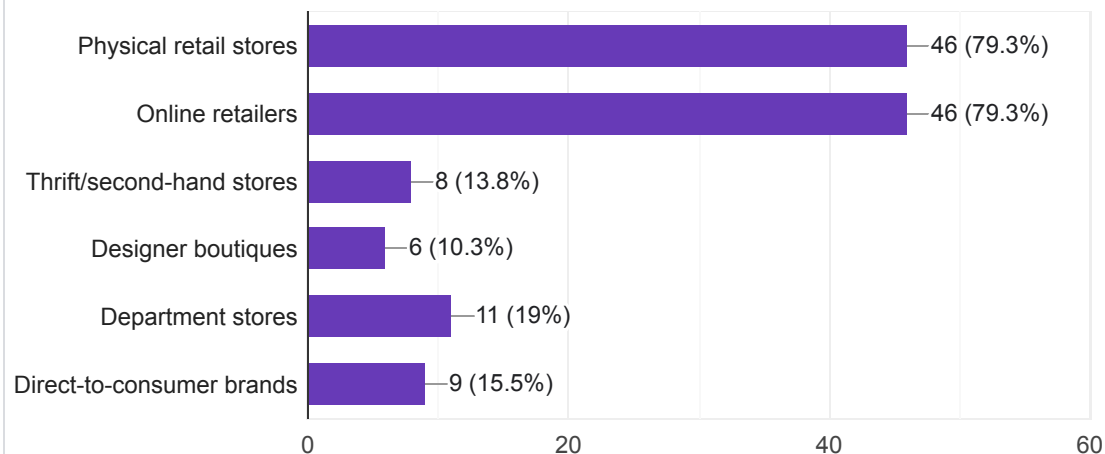
58 responses



4. Where do you most frequently shop for clothes? (Select all that apply)

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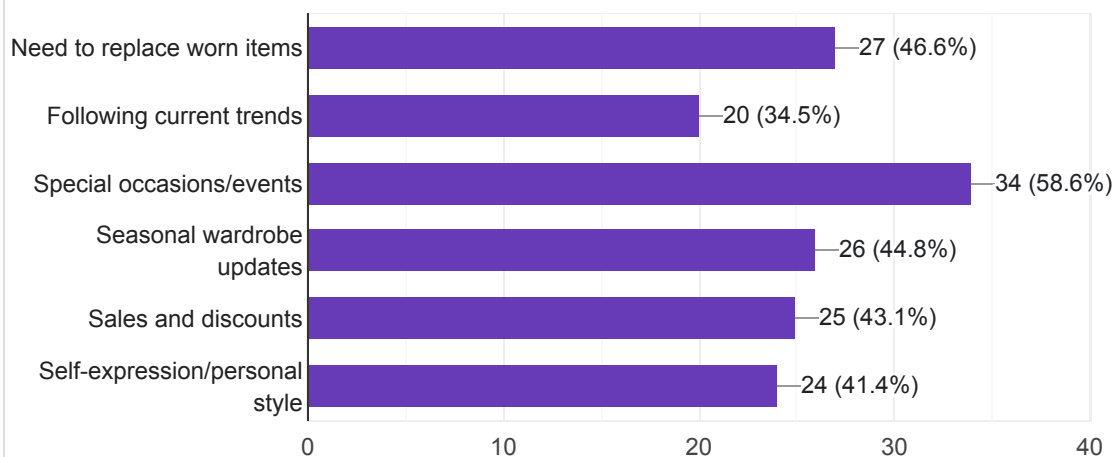
58 responses



5. What primarily motivates you to purchase new clothing? (Select all that apply)

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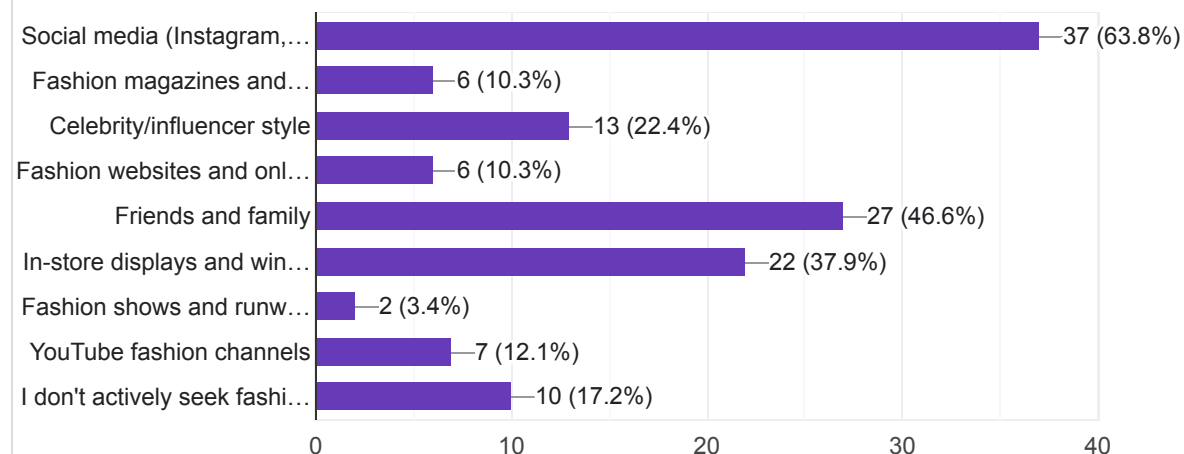
58 responses



6. Where do you seek fashion inspiration and information? (Select all that apply)

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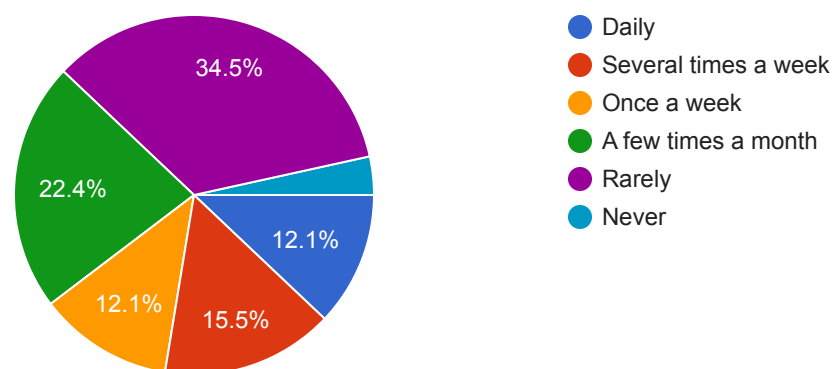
58 responses



7. How often do you use social media to discover new clothing brands or trends?

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58 responses



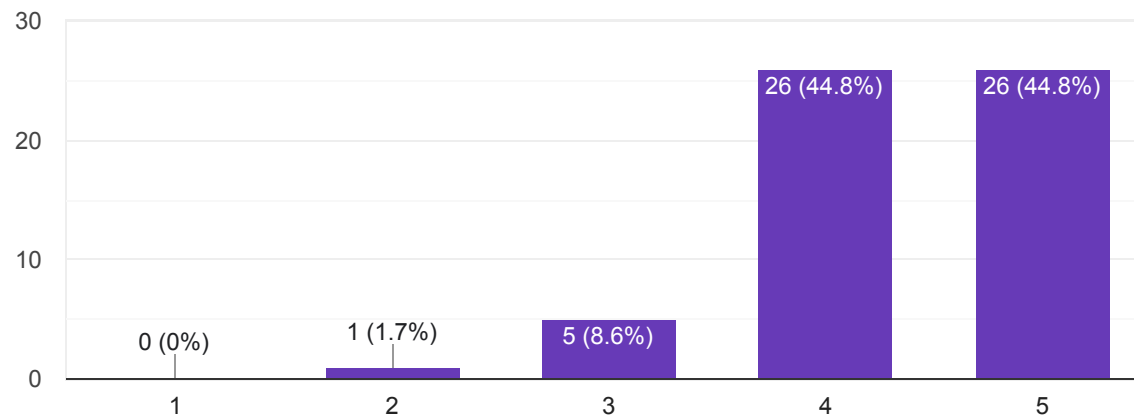
Purchase Decision Factors



1. Style

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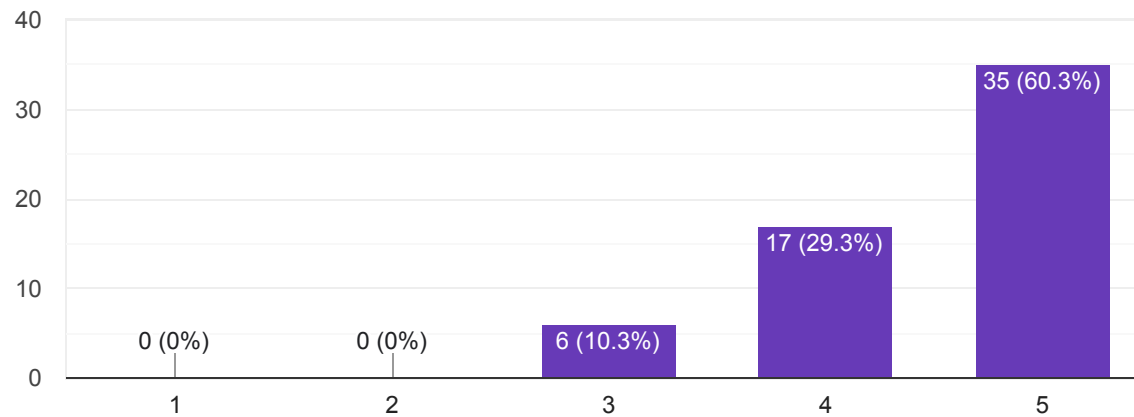
58 responses



2. Quality

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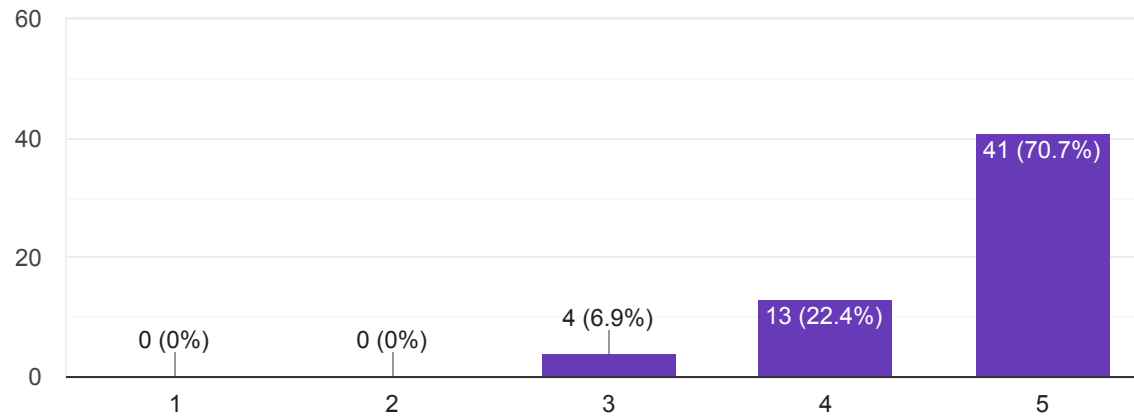
58 responses



3. Fit on my Body

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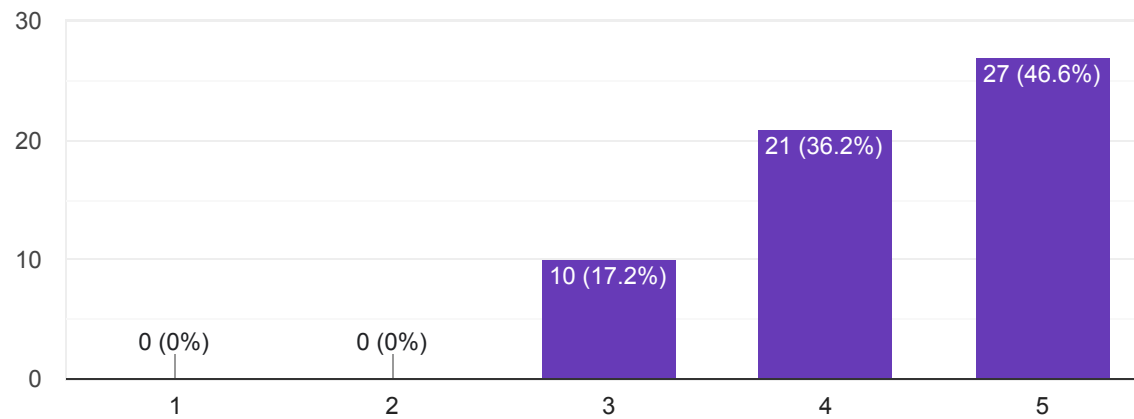
58 responses



4. Value for Price

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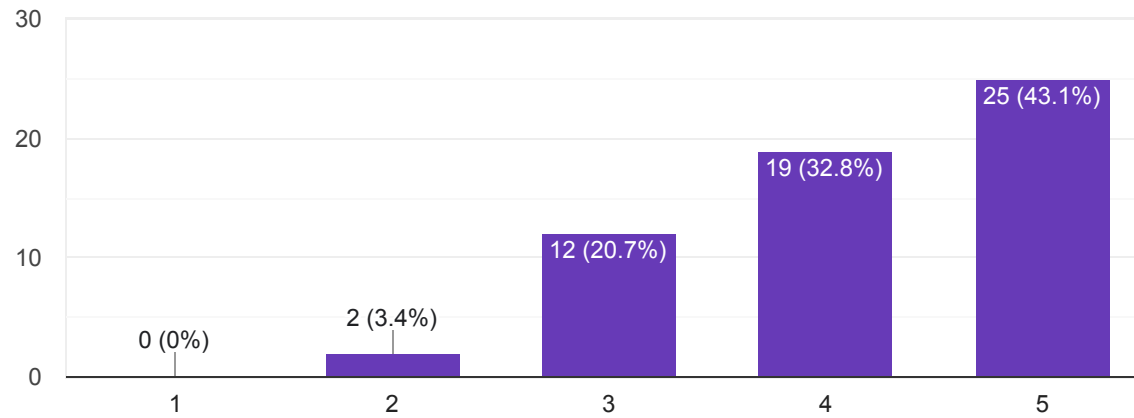
58 responses



5. Durability

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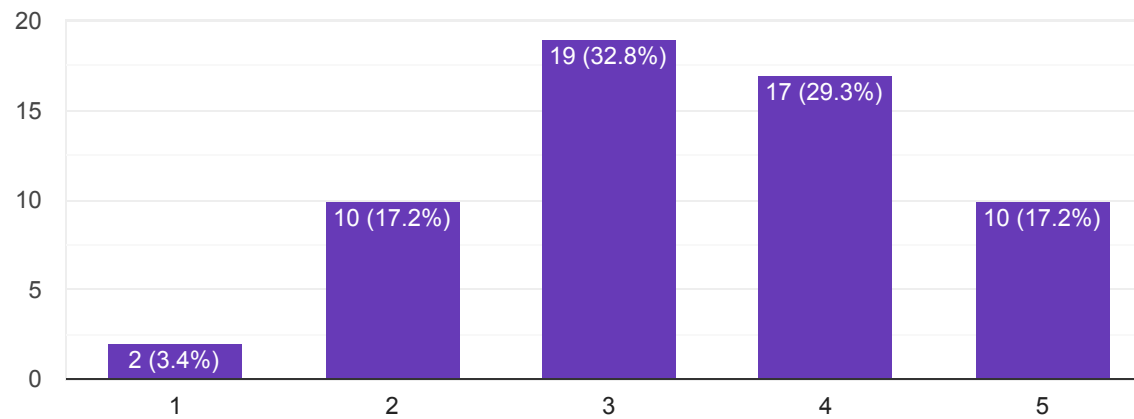
58 responses



6. Sustainability

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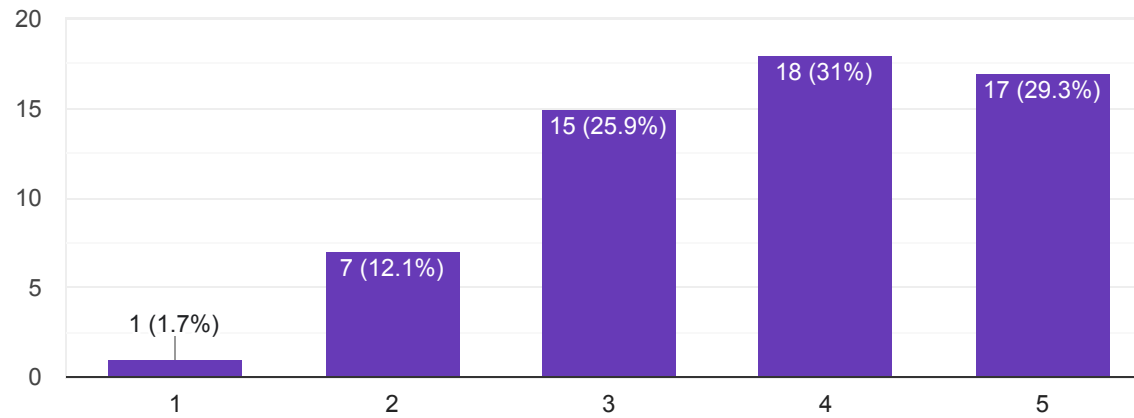
58 responses



7. Trendy/fashionable

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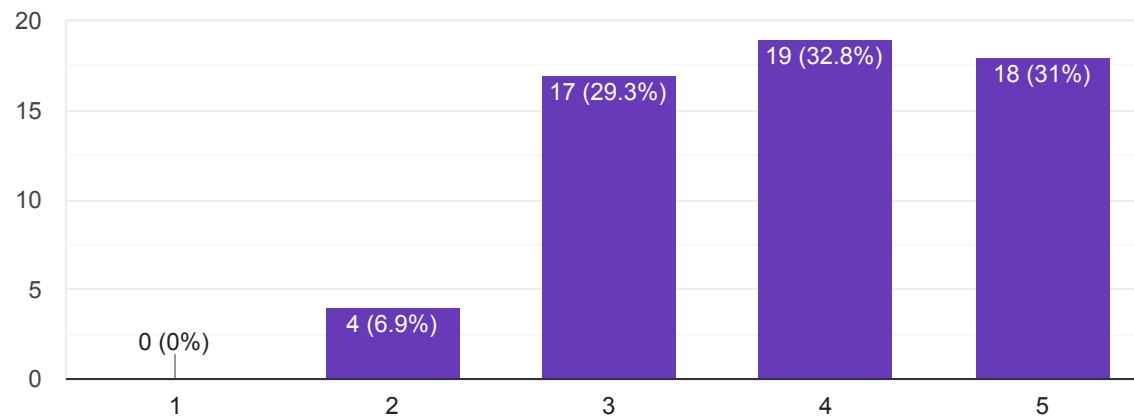
58 responses



8. Versatile/appropriate to wear daily

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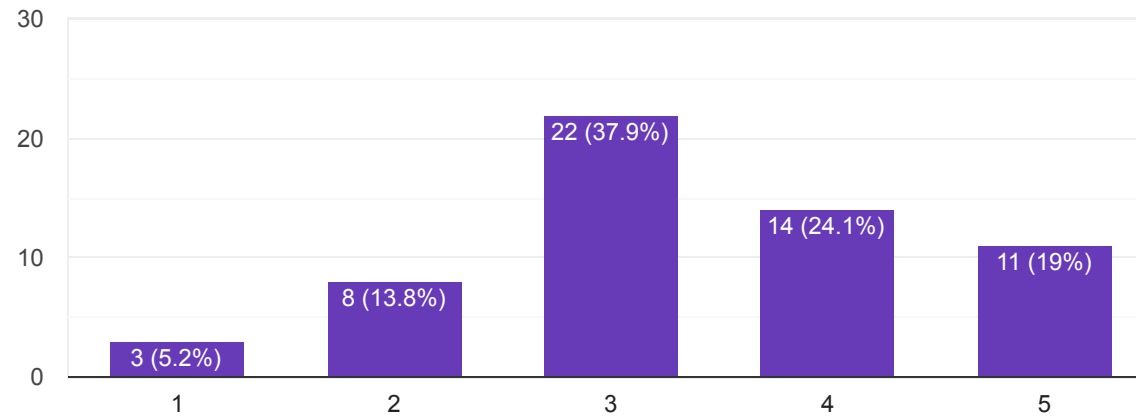
58 responses





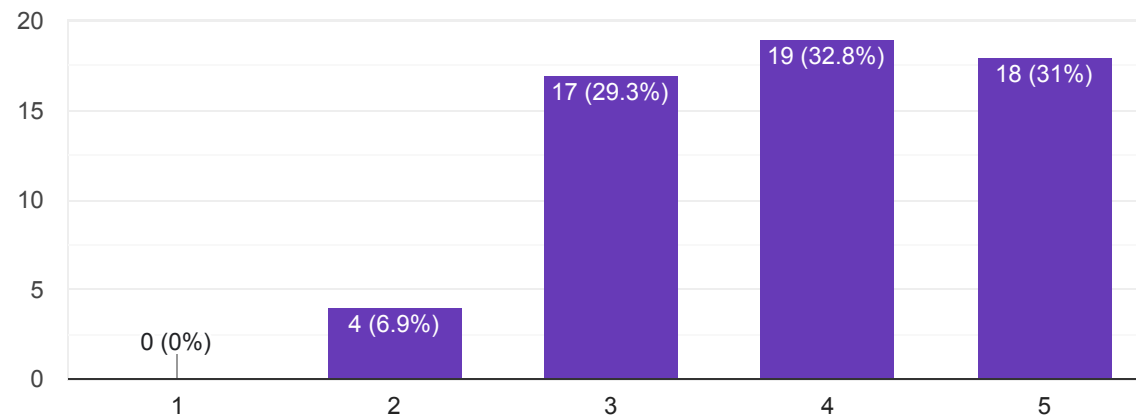
9. Brand reputation

58 responses



10. Ease of shopping (online/in-store experience)

58 responses

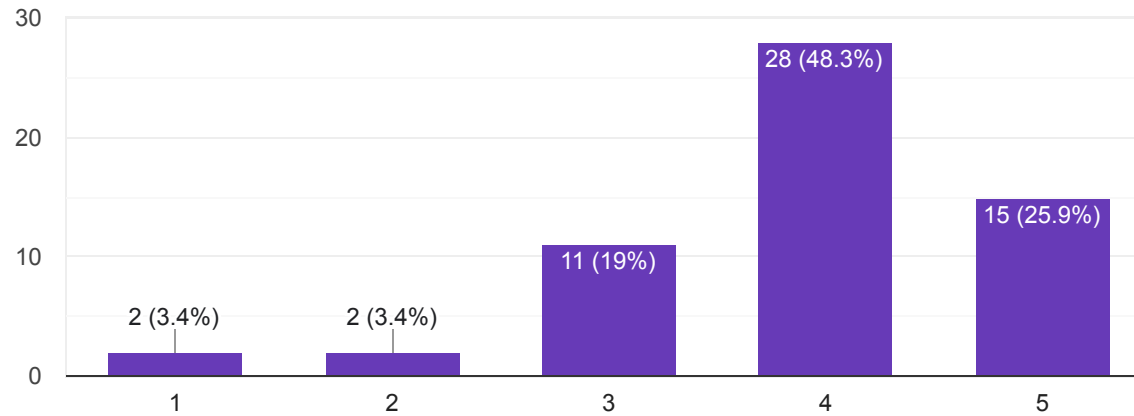


Brand / Category Perceptions

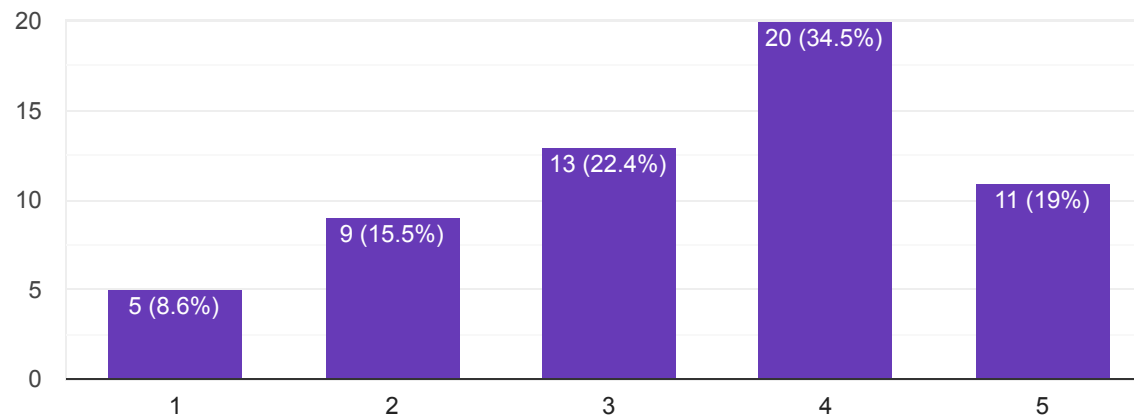


A. Fast Fashion Brands (Zara, H&M, Shein, Uniqlo, Aritzia, etc.)**1. Style** Copy

58 responses

**2. Quality** Copy

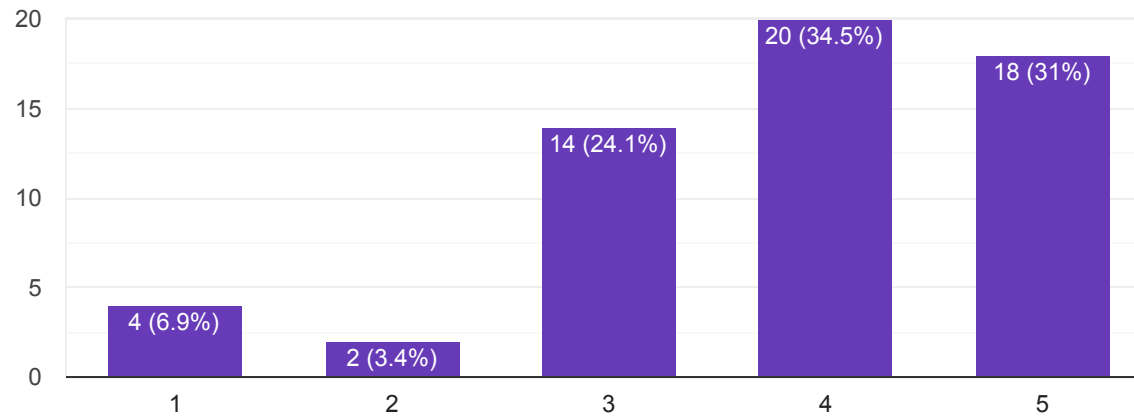
58 responses



3. Fit on my Body

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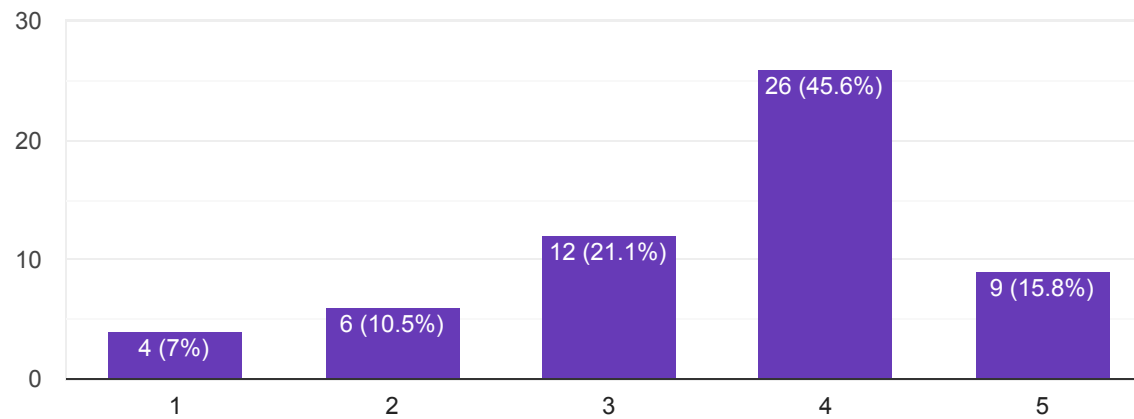
58 responses



4. Value for Price

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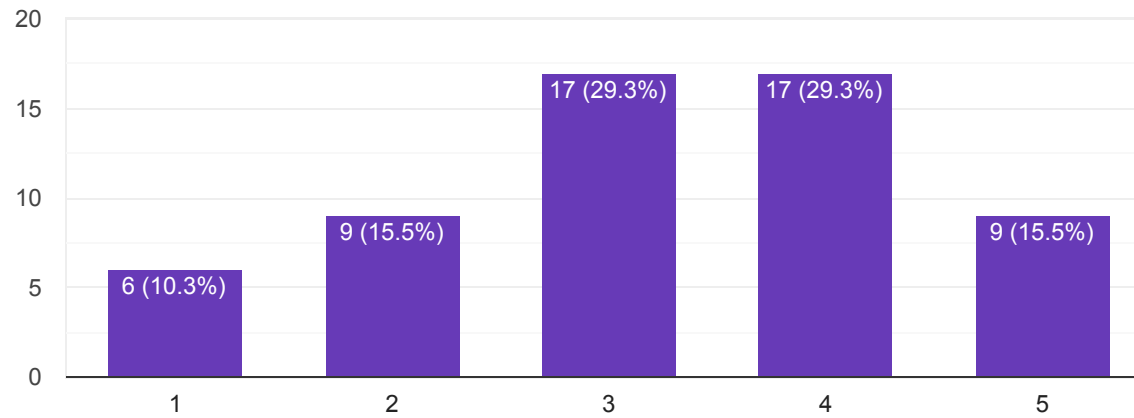
57 responses



5. Durability

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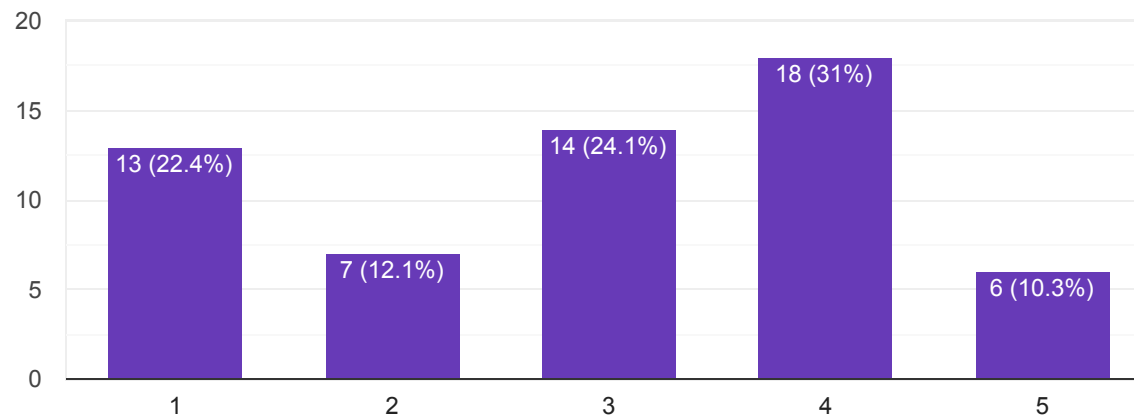
58 responses



6. Sustainability

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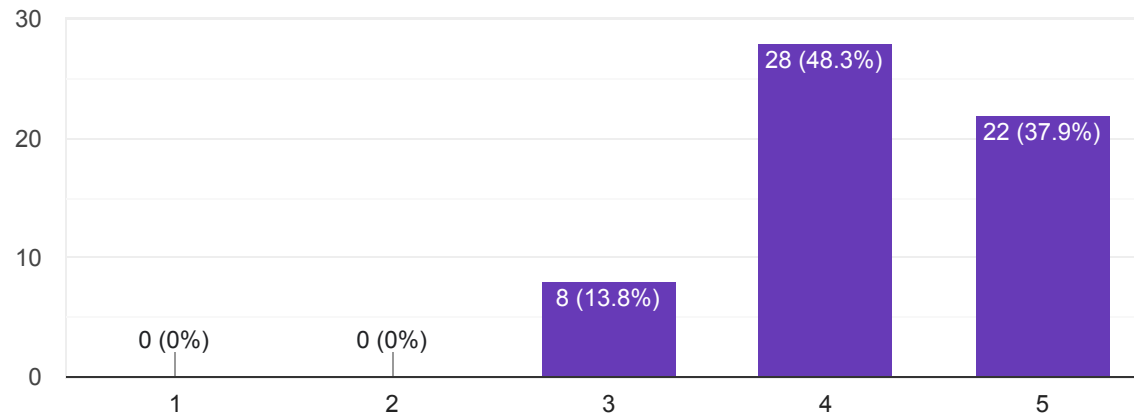
58 responses



7. Trendy/fashionable

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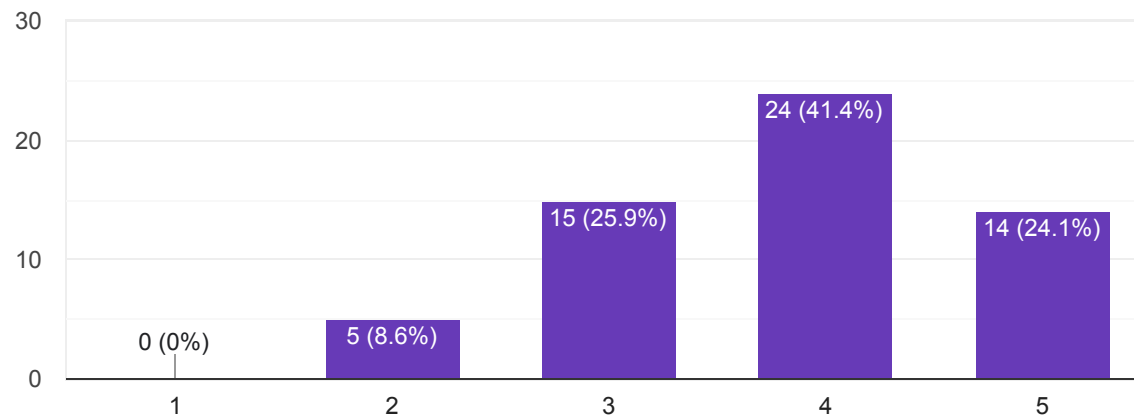
58 responses



8. Versatile/appropriate to wear daily

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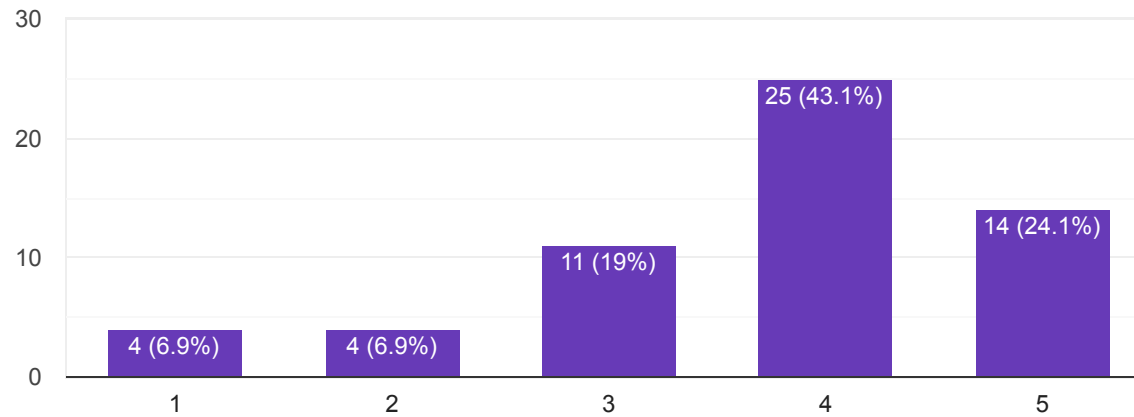
58 responses





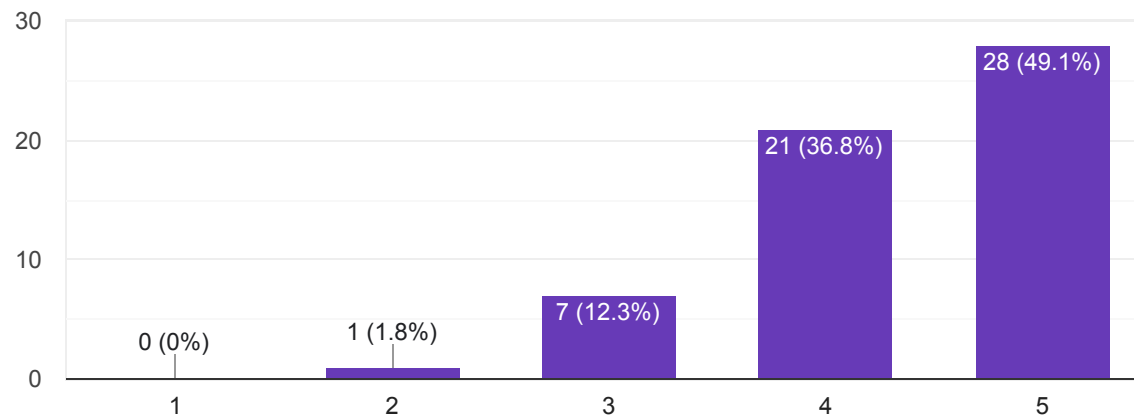
9. Brand reputation

58 responses



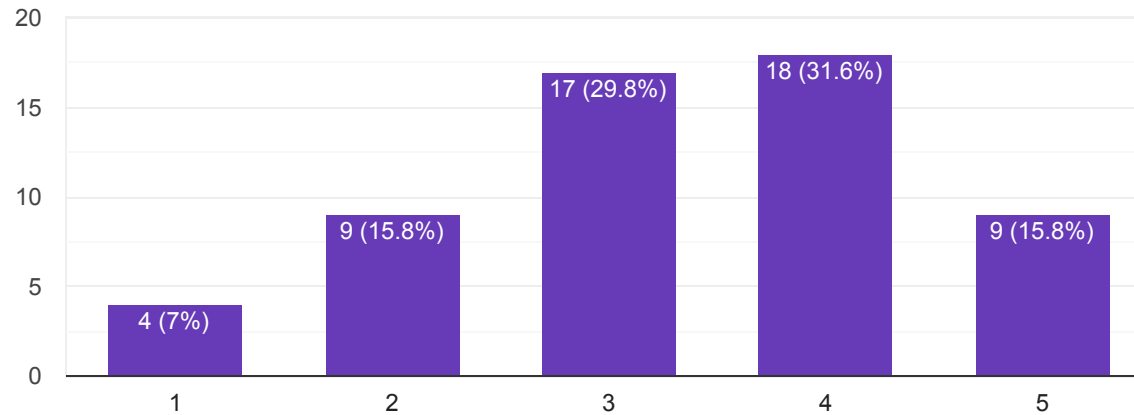
10. Ease of shopping (online/in-store experience)

57 responses

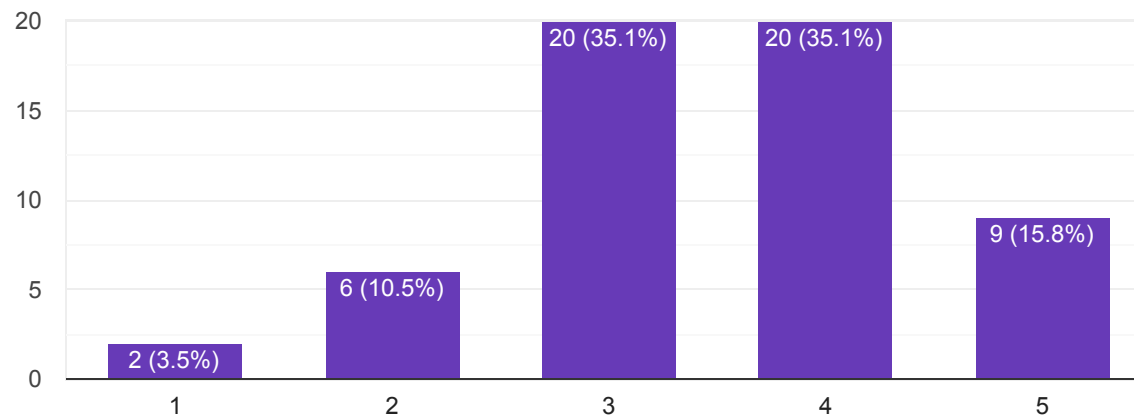


B. Streetwear Brands (BAPE, Supreme, Brain Dead, Stussy, etc.)**1. Style** Copy

57 responses

**2. Quality** Copy

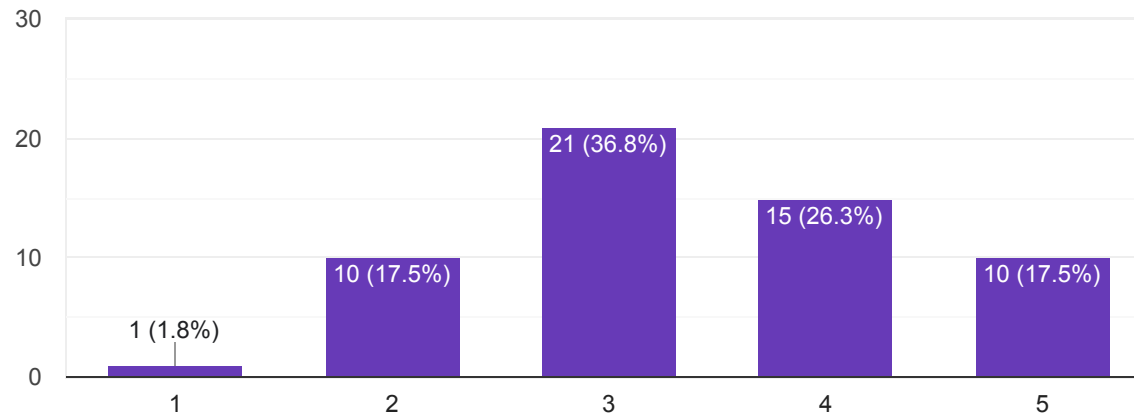
57 responses



3. Fit on my Body

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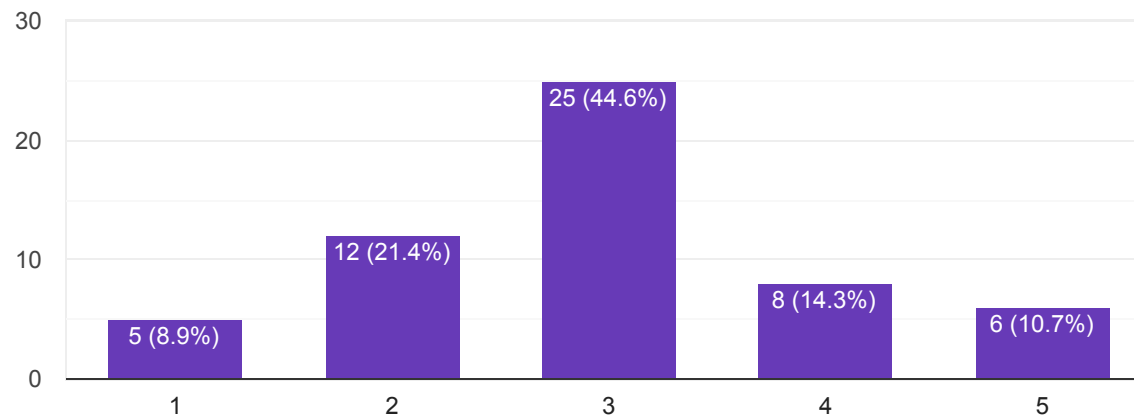
57 responses



4. Value for Price

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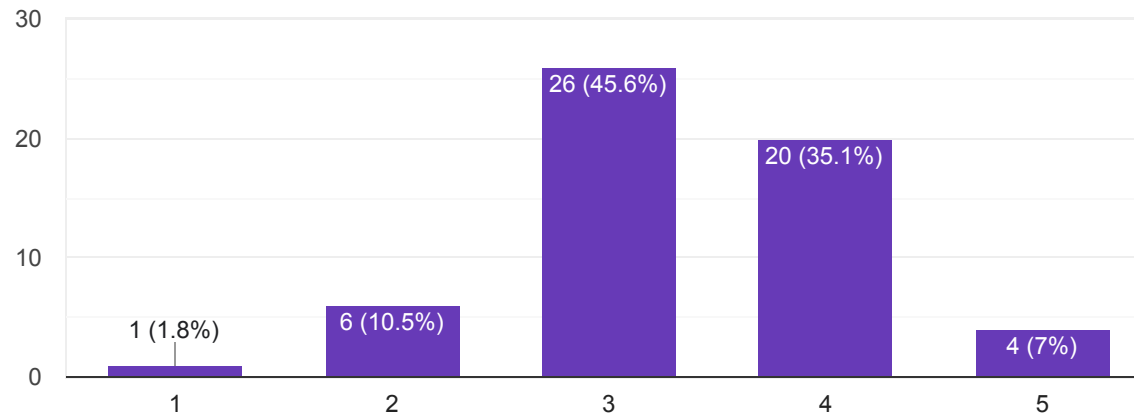
56 responses



5. Durability

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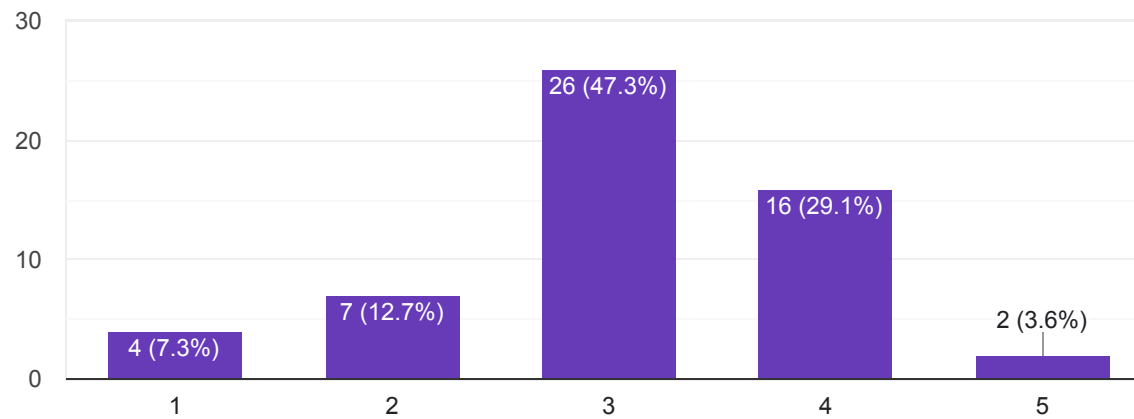
57 responses



6. Sustainability

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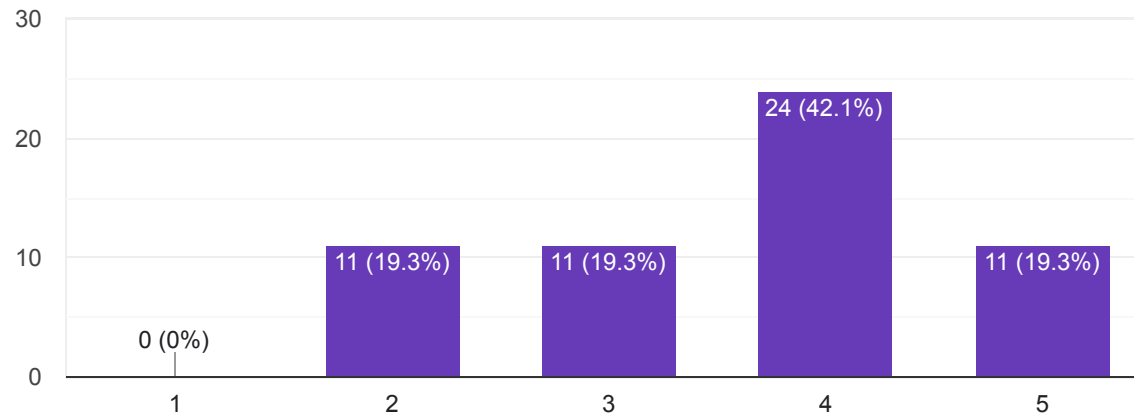
55 responses



7. Trendy/fashionable

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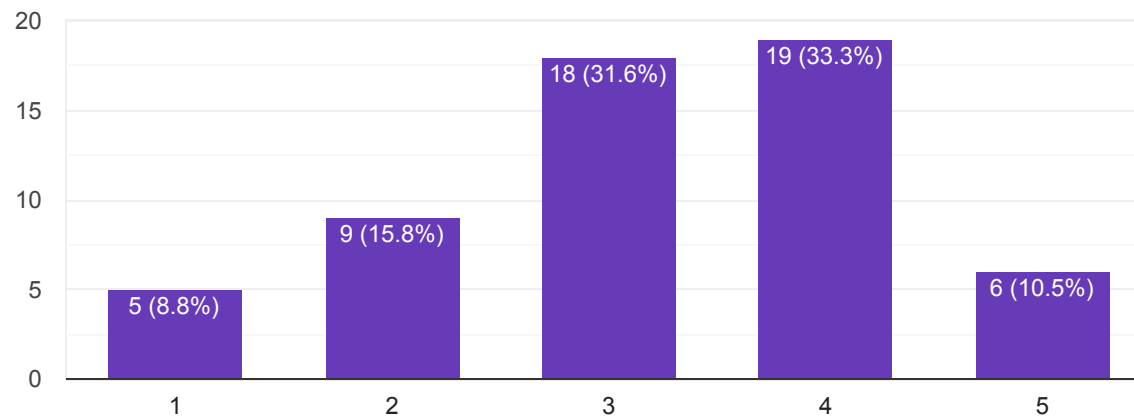
57 responses



8. Versatile/appropriate to wear daily

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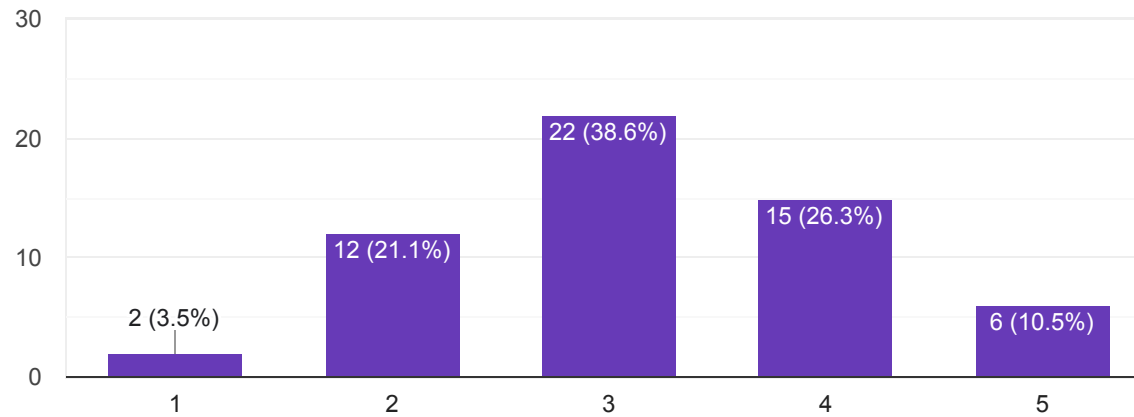
57 responses





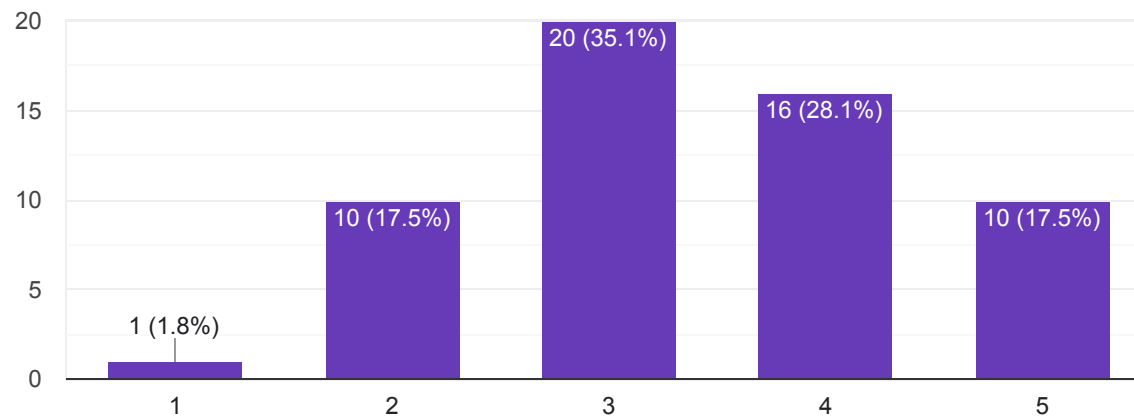
9. Brand reputation

57 responses



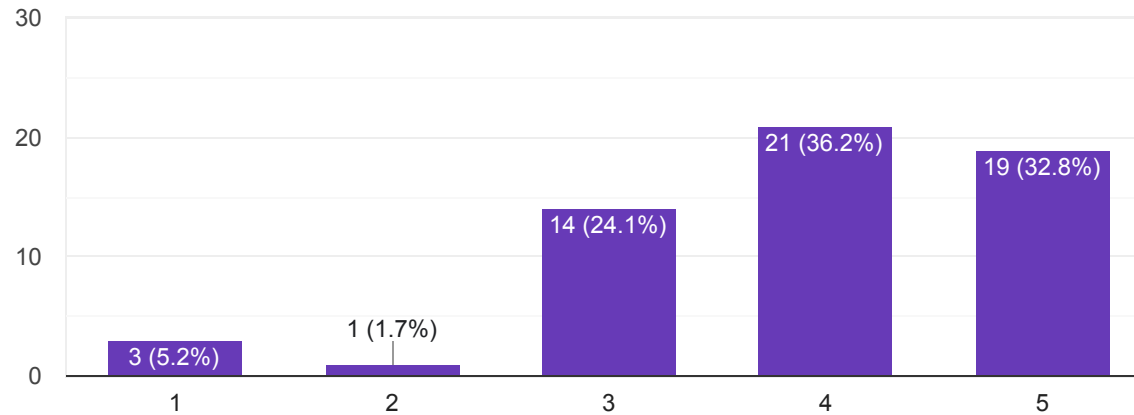
10. Ease of shopping (online/in-store experience)

57 responses

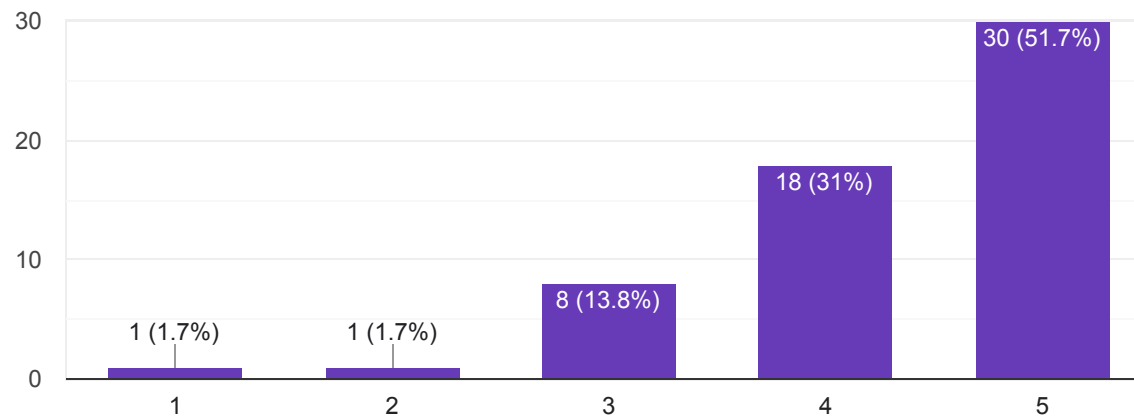


C. Luxury Brands (Louis Vuitton, Sunspel, The Row, Jil Sander, Loro Piana, etc.)**1. Style** Copy

58 responses

**2. Quality** Copy

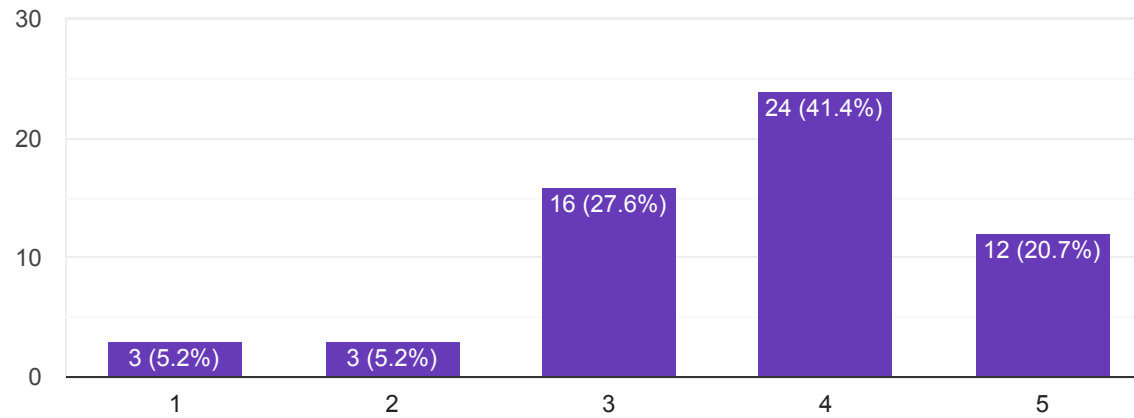
58 responses



3. Fit on my Body

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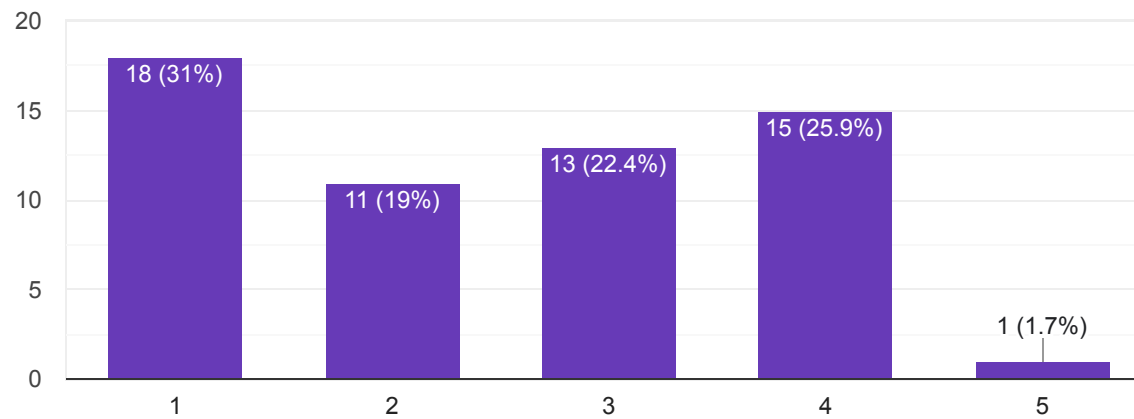
58 responses



4. Value for Price

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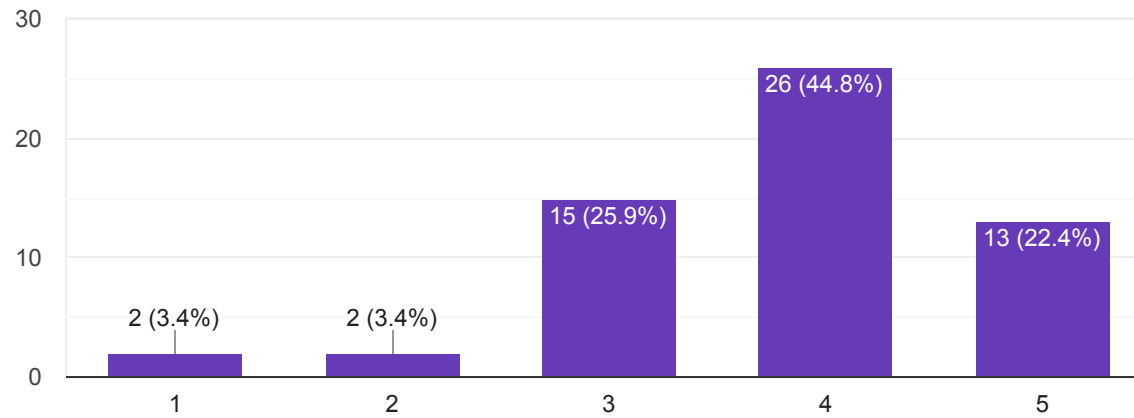
58 responses



5. Durability

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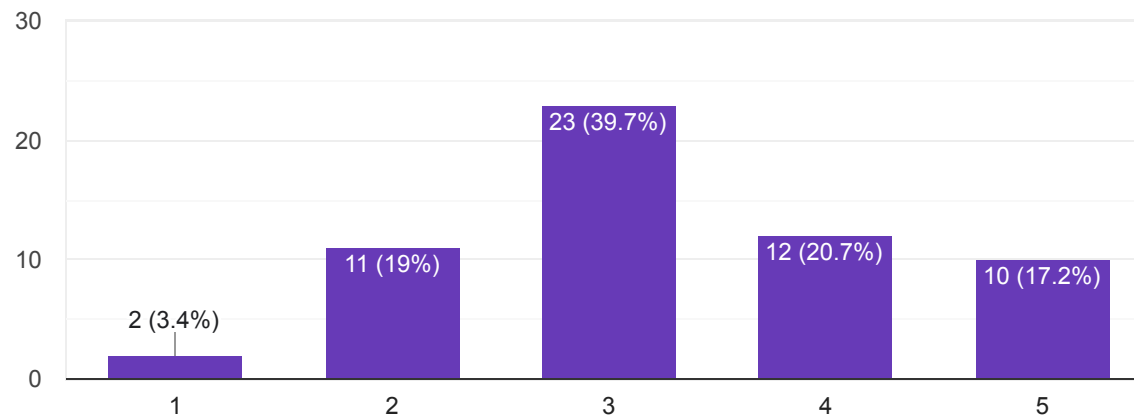
58 responses



6. Sustainability

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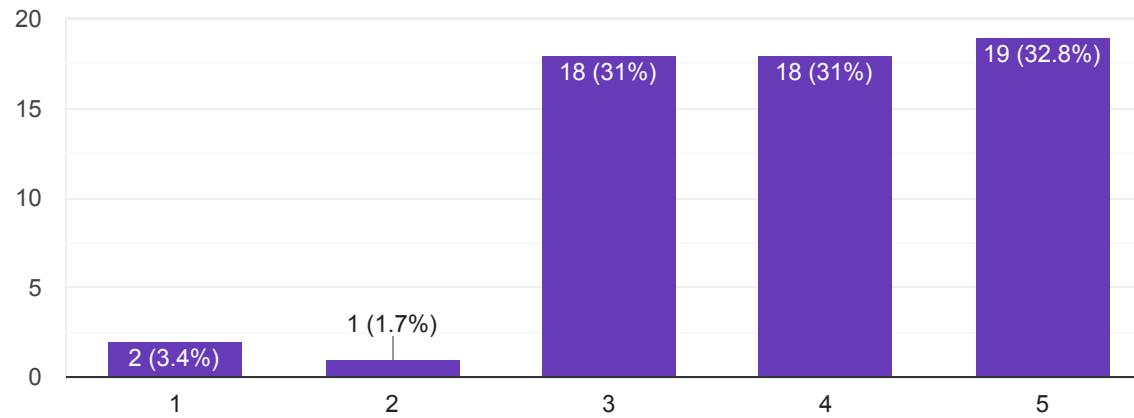
58 responses



7. Trendy/fashionable

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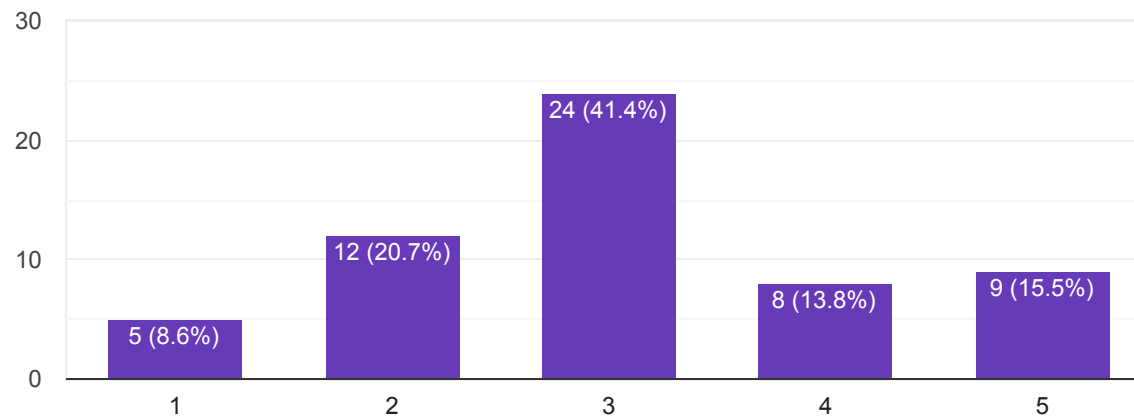
58 responses



8. Versatile/appropriate to wear daily

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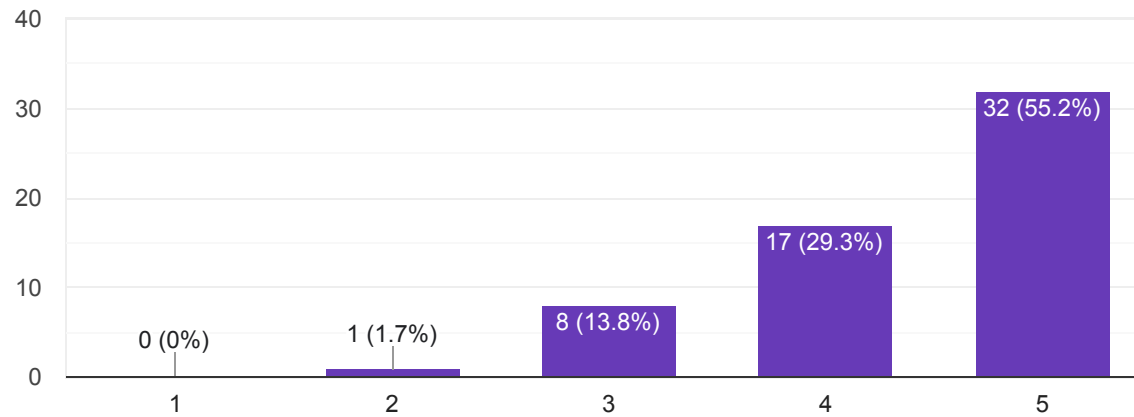
58 responses





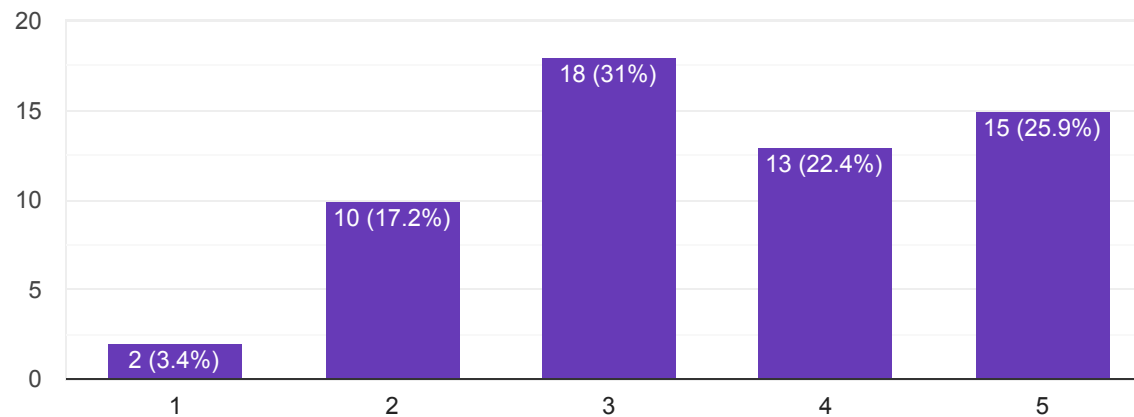
9. Brand reputation

58 responses



10. Ease of shopping (online/in-store experience)

58 responses

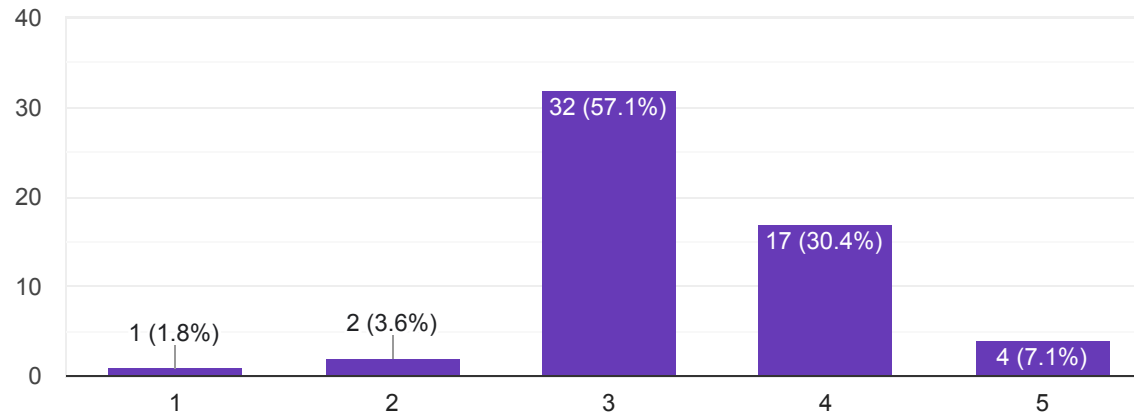


D. Everlane

1. Style

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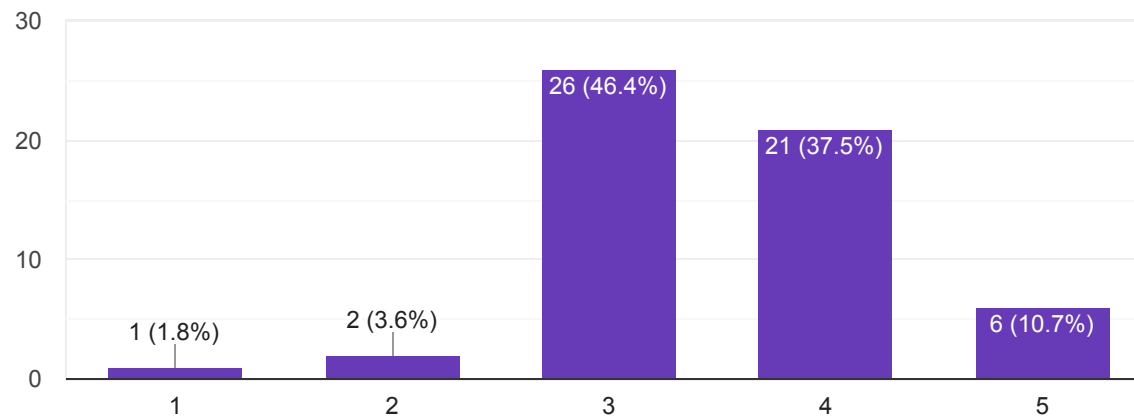
56 responses



2. Quality

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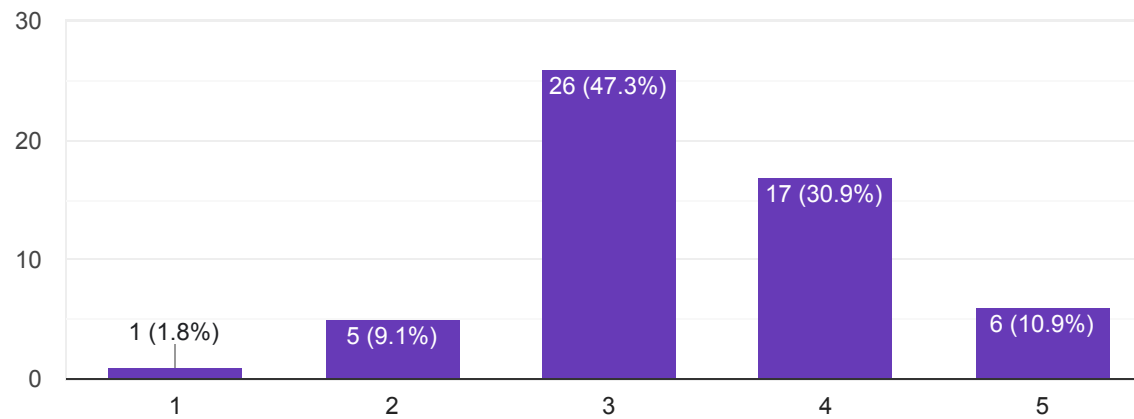
56 responses



3. Fit on my Body

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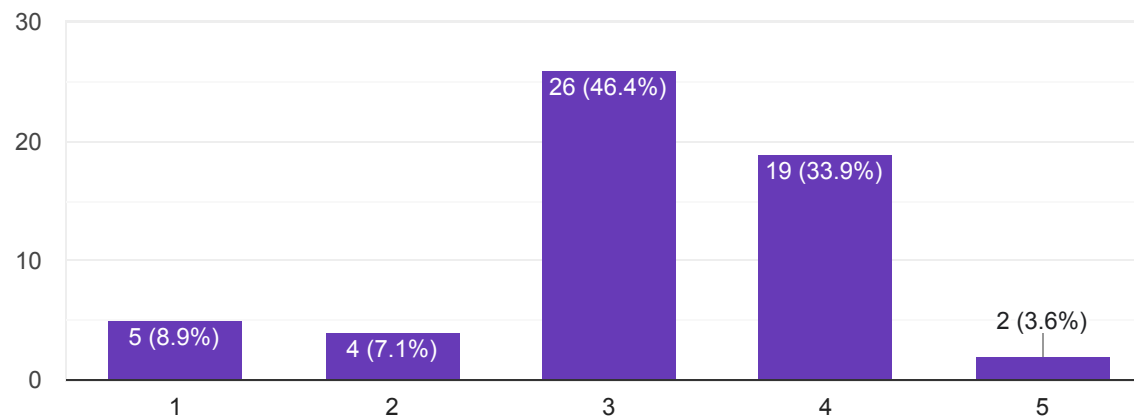
55 responses



4. Value for Price

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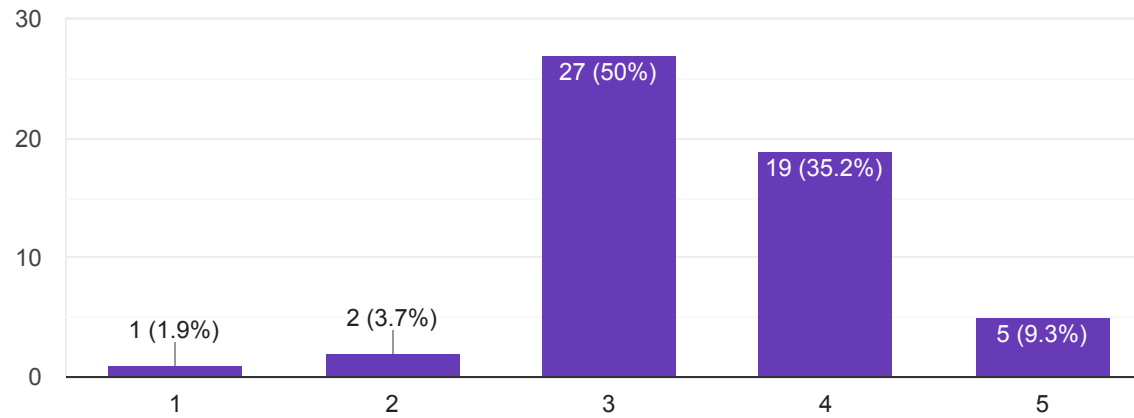
56 responses



5. Durability

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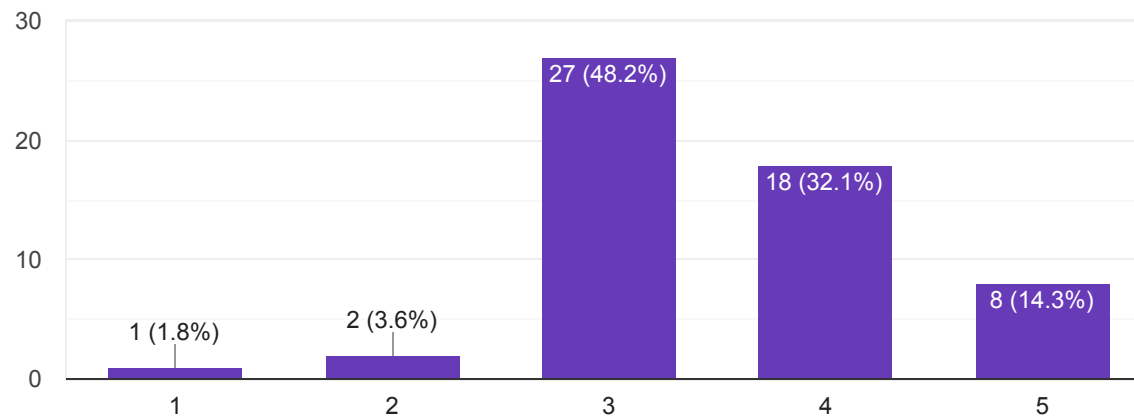
54 responses



6. Sustainability

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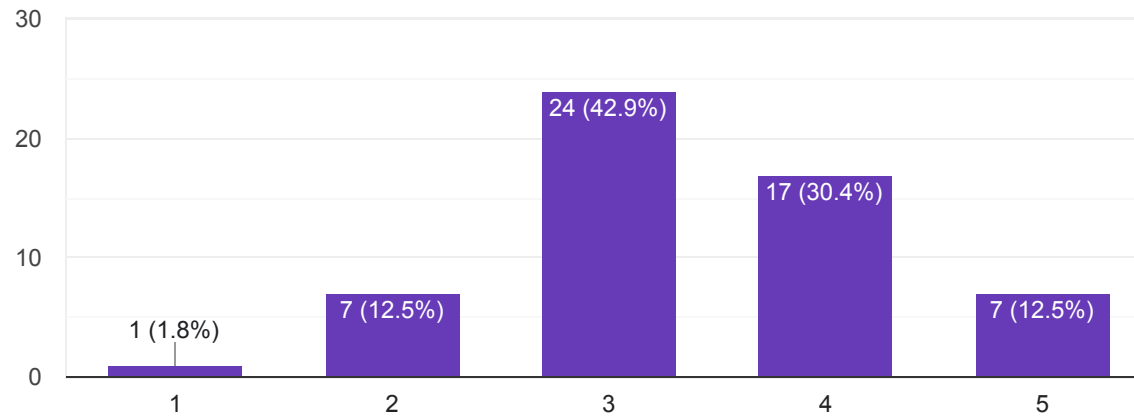
56 responses



7. Trendy/fashionable

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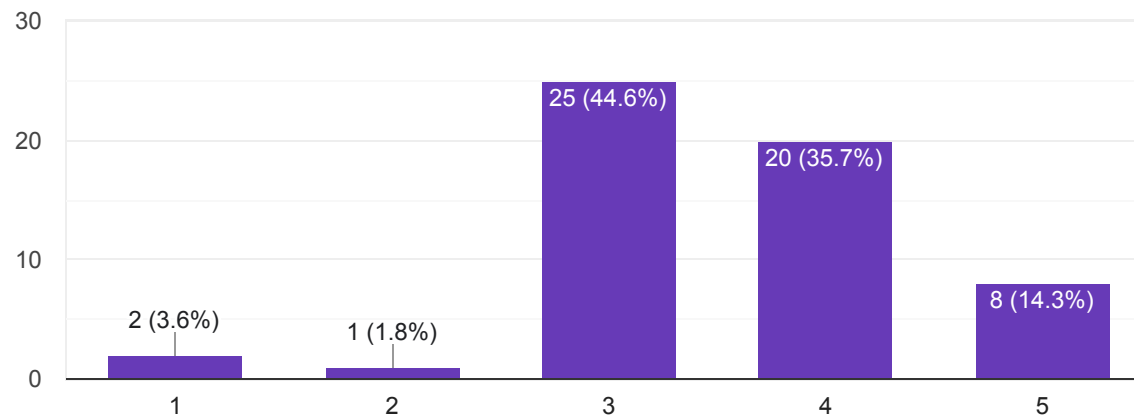
56 responses



8. Versatile/appropriate to wear daily

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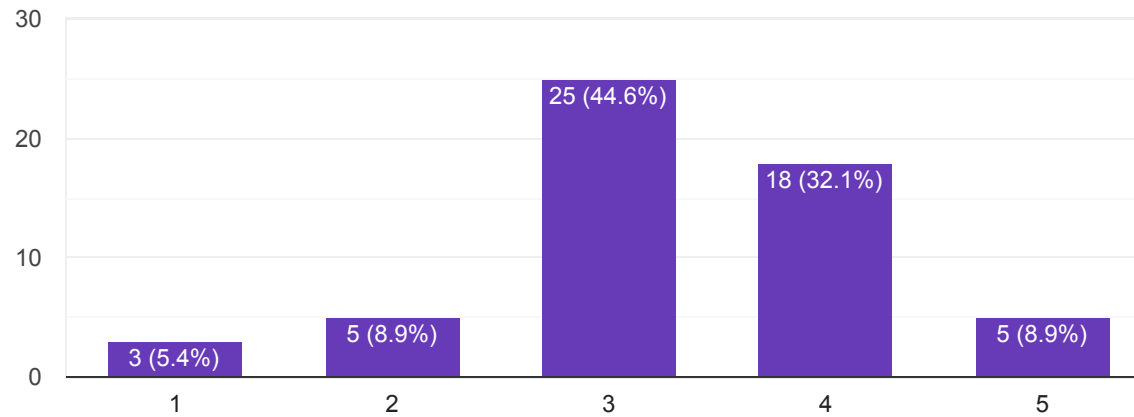
56 responses





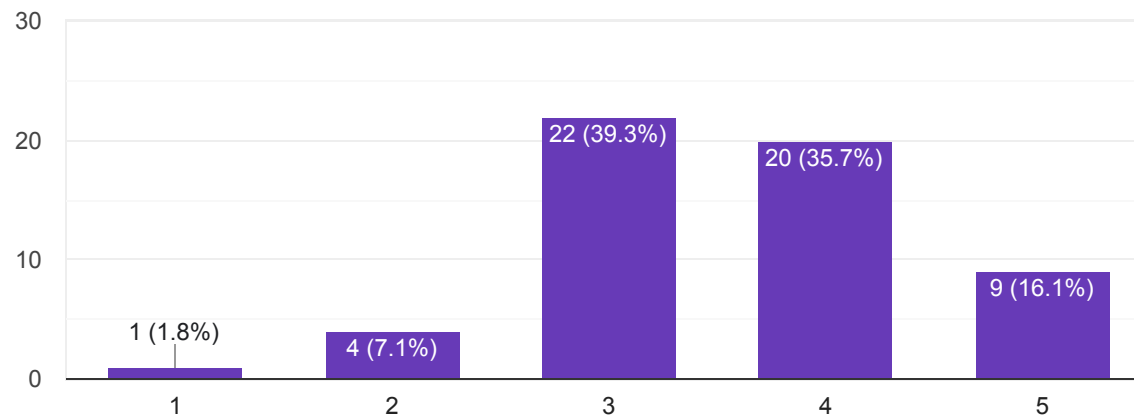
9. Brand reputation

56 responses



10. Ease of shopping (online/in-store experience)

56 responses

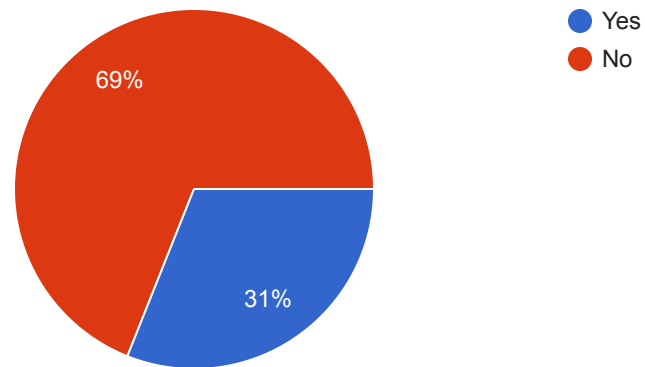


Section 4: Everlane-Specific Questions



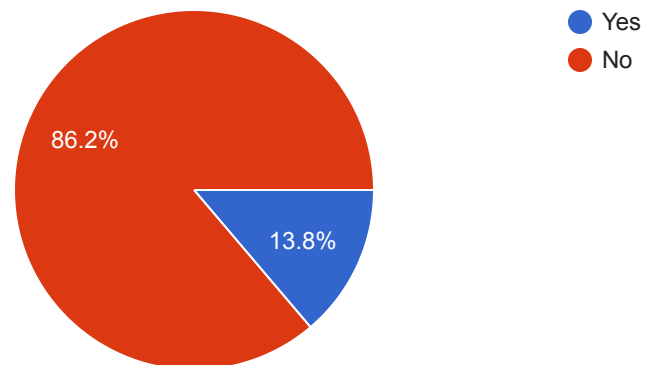
1. Are you familiar with the brand Everlane?

58 responses



2. Have you ever purchased from Everlane?

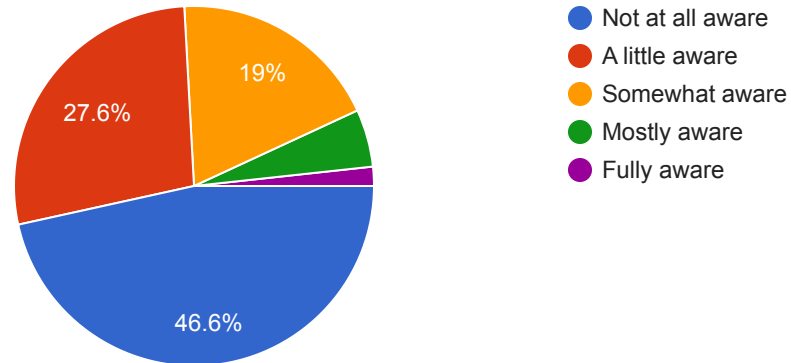
58 responses



3. How aware are you of Everlane's sustainability or transparency initiatives (e.g., recycled materials, ethical factories)?



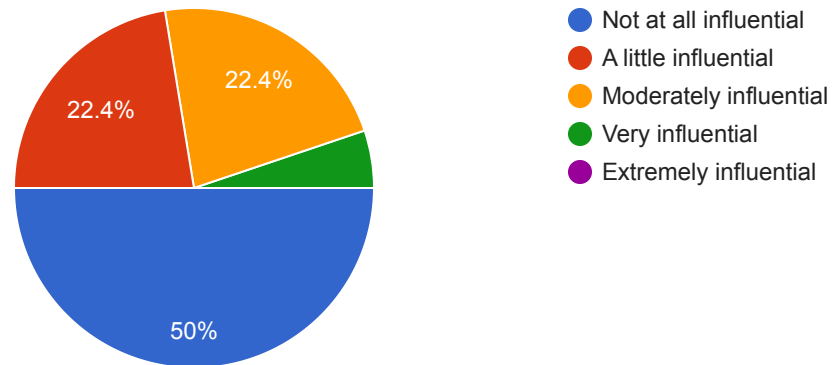
58 responses



4. In the past, how much have Everlane's sustainability claims influenced your likelihood of purchasing from them?



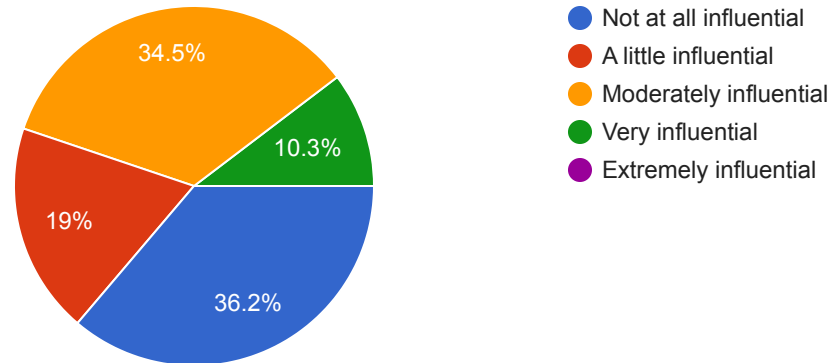
58 responses



5. How much will Everlane's sustainability claims influence your likelihood of purchasing from them in the future?

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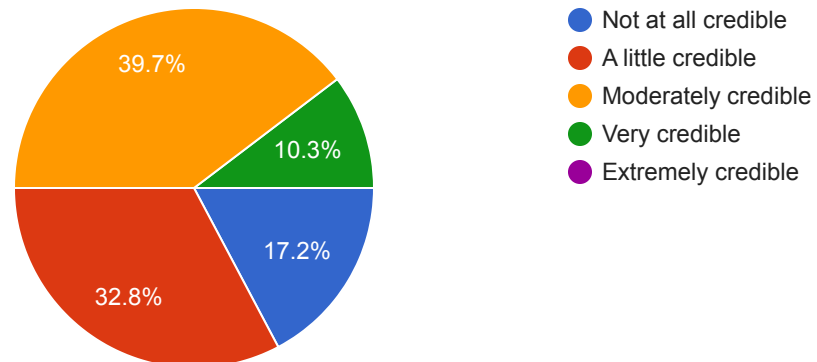
58 responses



6. How credible do you find Everlane's sustainability and ethical manufacturing messaging?

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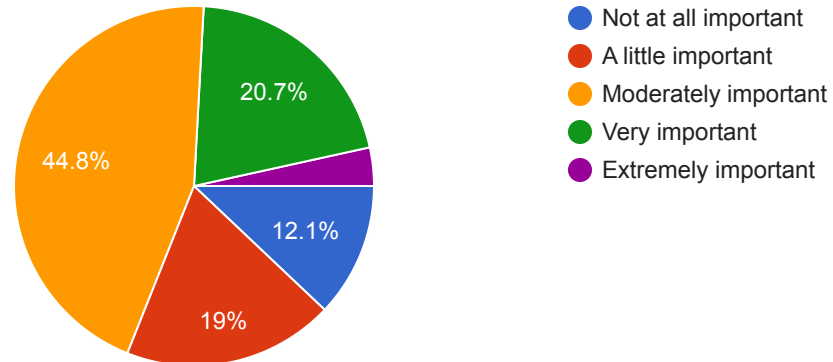
58 responses



7. How important are sustainability and ethical practices to you when choosing a clothing brand?

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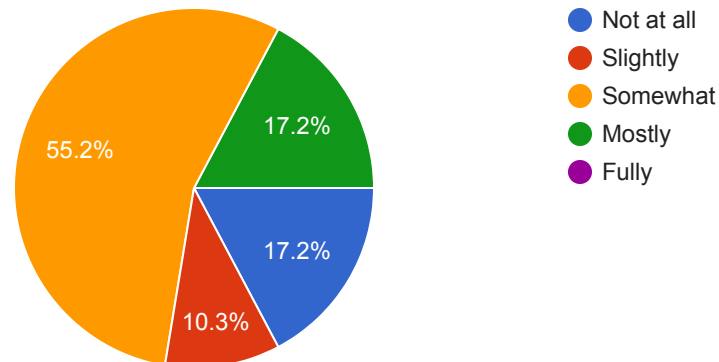
58 responses



8. How well does Everlane's actual performance match its stated environmental goals?

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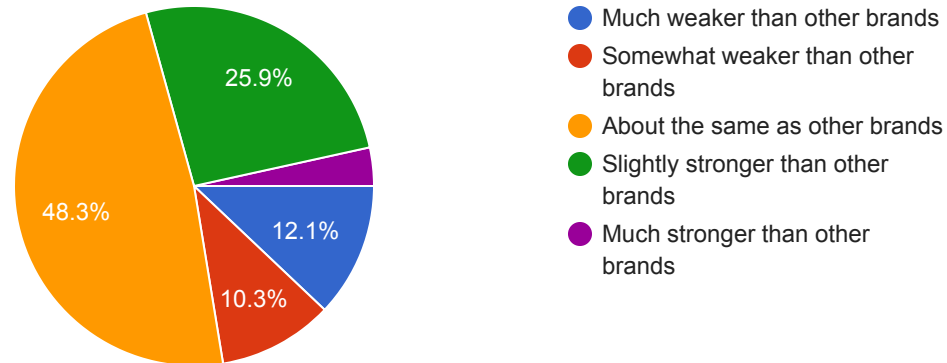
58 responses



9. Compared to other clothing brands, how strong do you feel Everlane's sustainability efforts are?



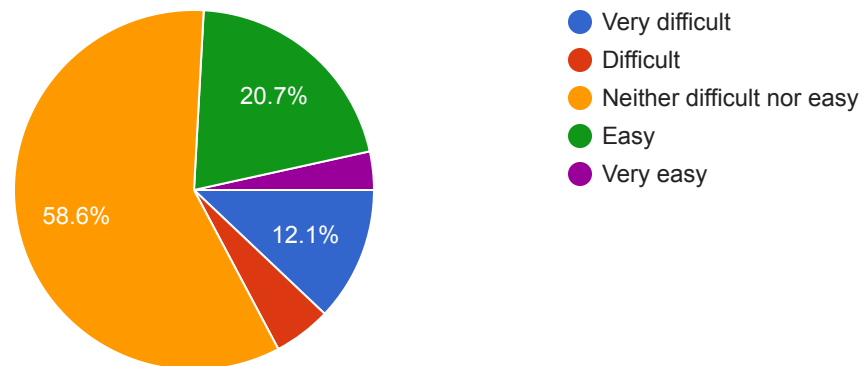
58 responses



10. How easy is it to find and purchase Everlane products (online or in stores)?



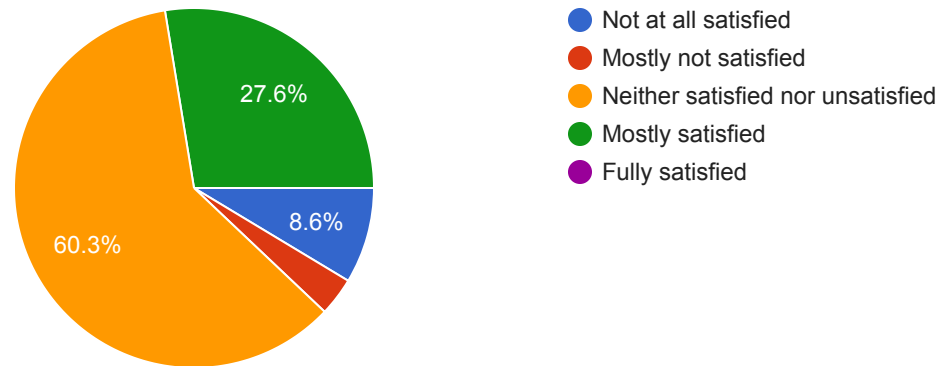
58 responses



11. How satisfied are you with Everlane's online shopping experience?

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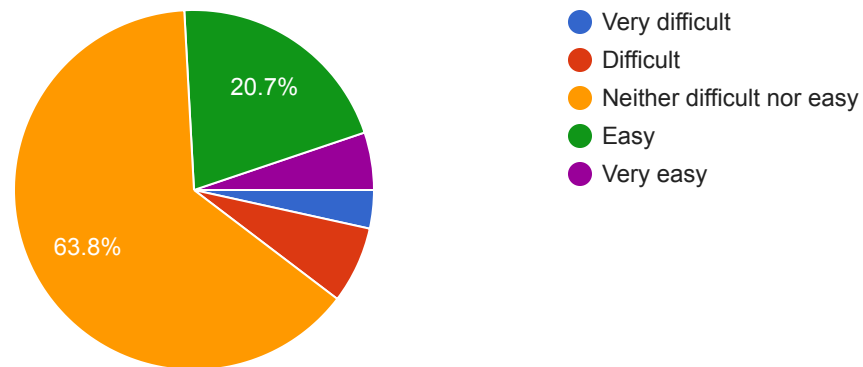
58 responses



12. How easy is it to return or exchange Everlane items?

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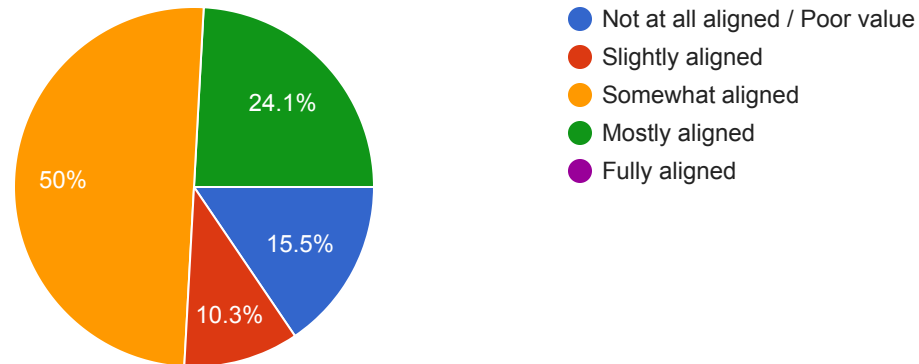
58 responses





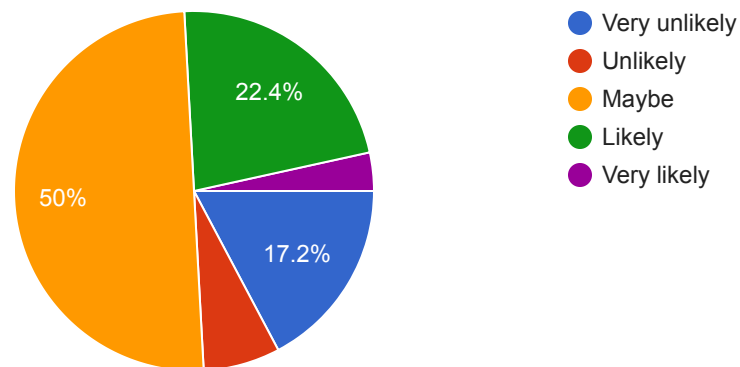
13. How well does Everlane's pricing align with the quality offered?

58 responses



14. How likely are you to recommend Everlane to a friend or family member?

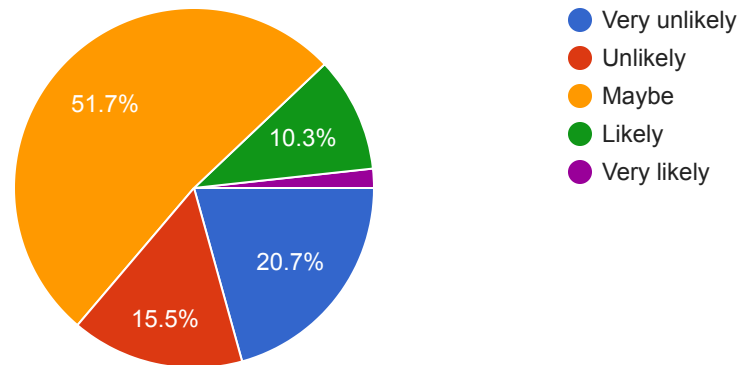
58 responses



15. How likely are you purchase Everlane in the next 6 months?

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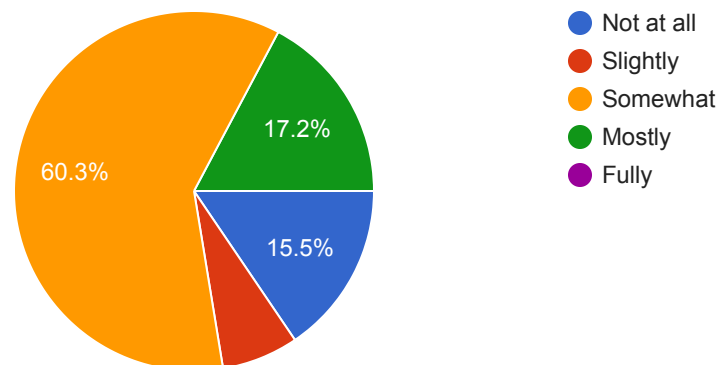
58 responses



16. How satisfied are you with the brand Everlane as a whole?

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58 responses



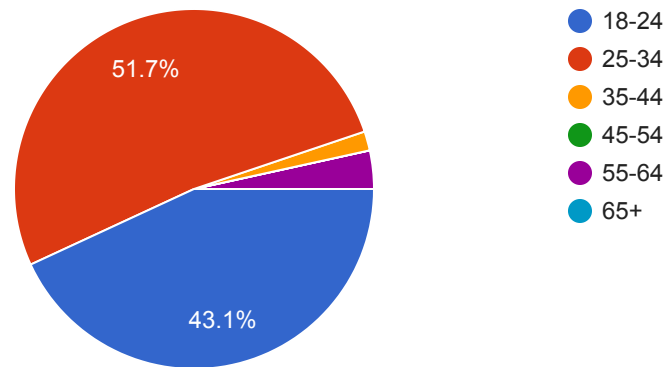
Section 5: Demographics





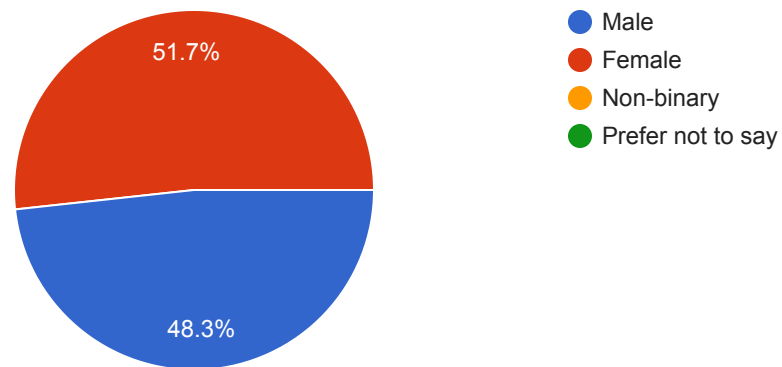
1. Age range:

58 responses



2. Gender identity:

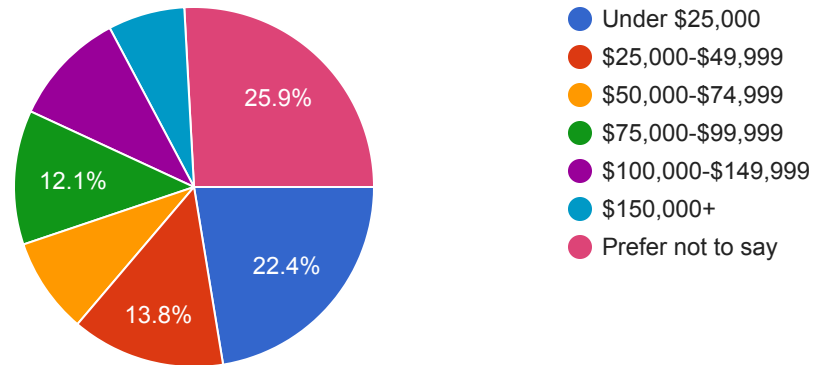
58 responses



3. Annual household income:

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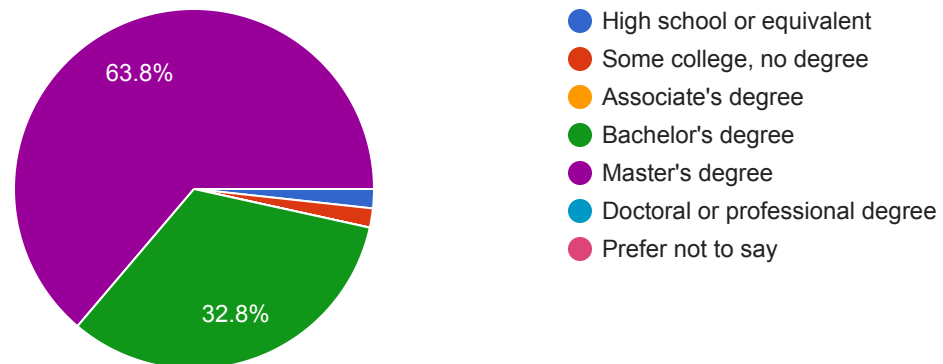
58 responses



4. Education level:

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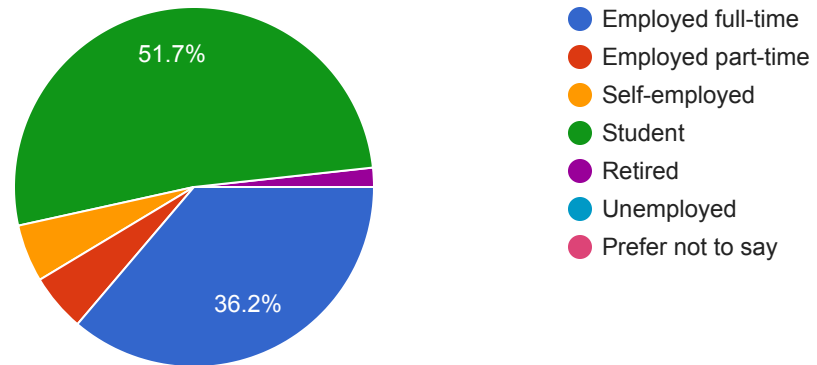
58 responses



5. Employment status:



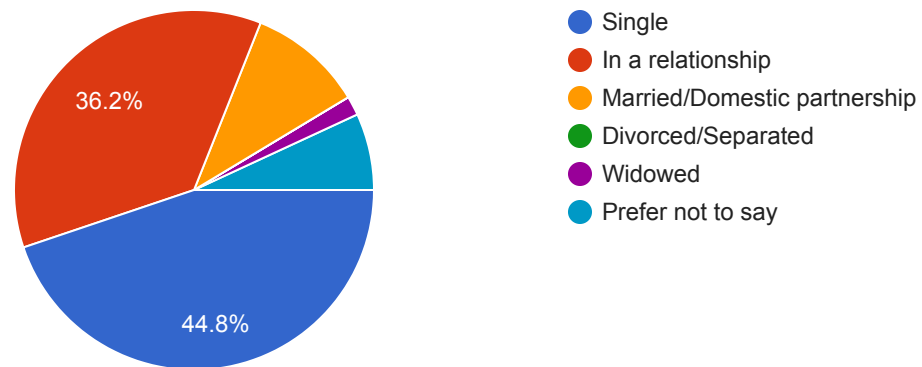
58 responses



6. Relationship status:



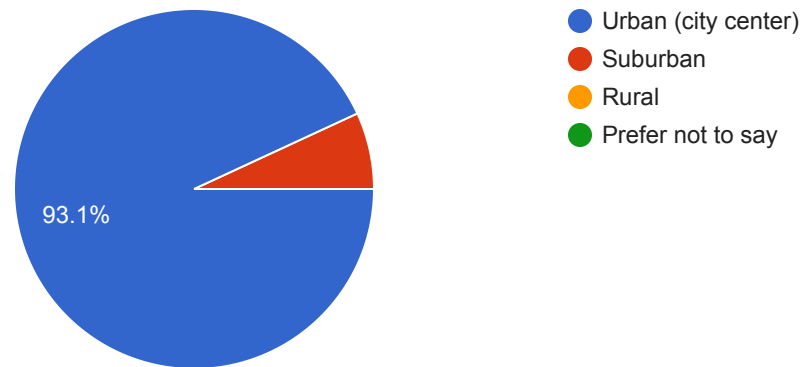
58 responses



7. Geographic location:



58 responses



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