

EVERLANE BRAND PERCEPTION

58 responses

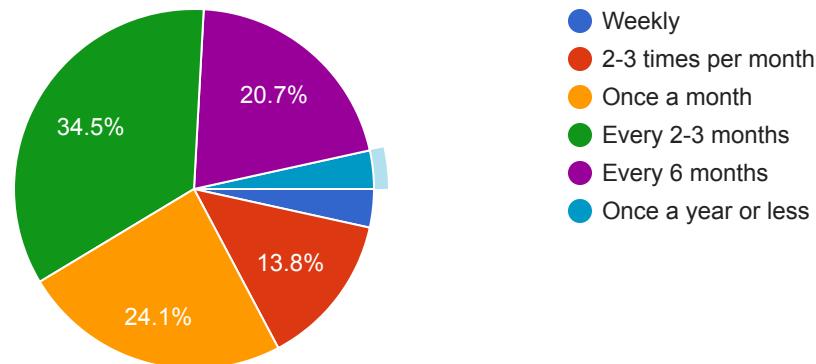
[Publish analytics](#)

General Shopping Behaviors

1. How often do you shop for clothes?

 [Copy](#)

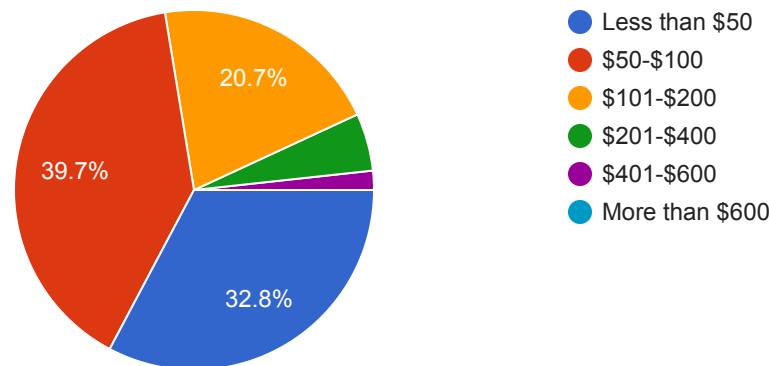
58 responses



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

 Copy

58 responses

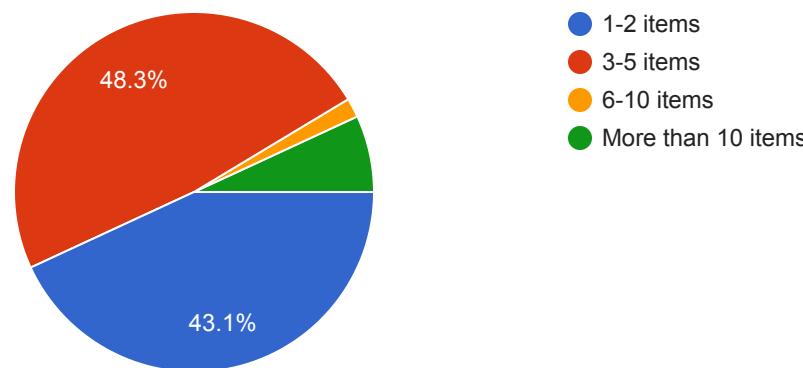


- Less than \$50
- \$50-\$100
- \$101-\$200
- \$201-\$400
- \$401-\$600
- More than \$600

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

 Copy

58 responses

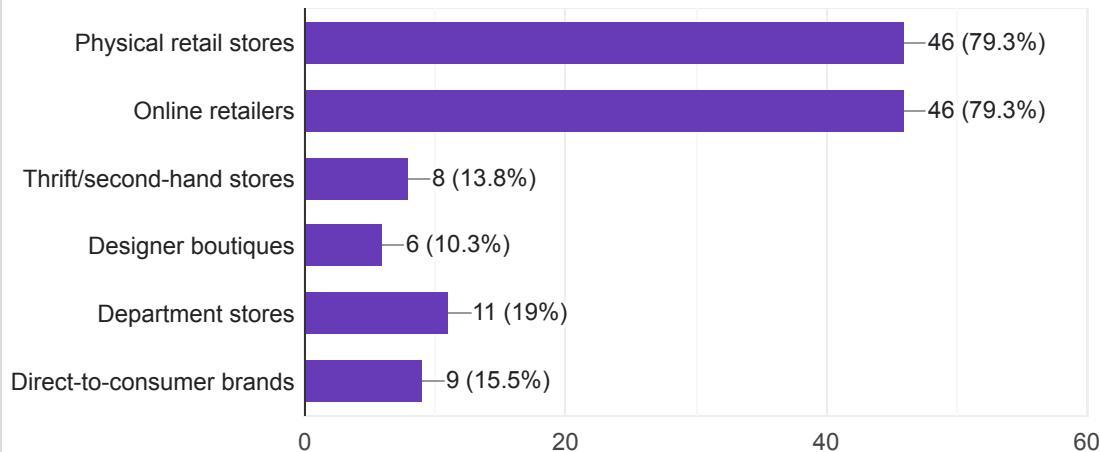


- 1-2 items
- 3-5 items
- 6-10 items
- More than 10 items

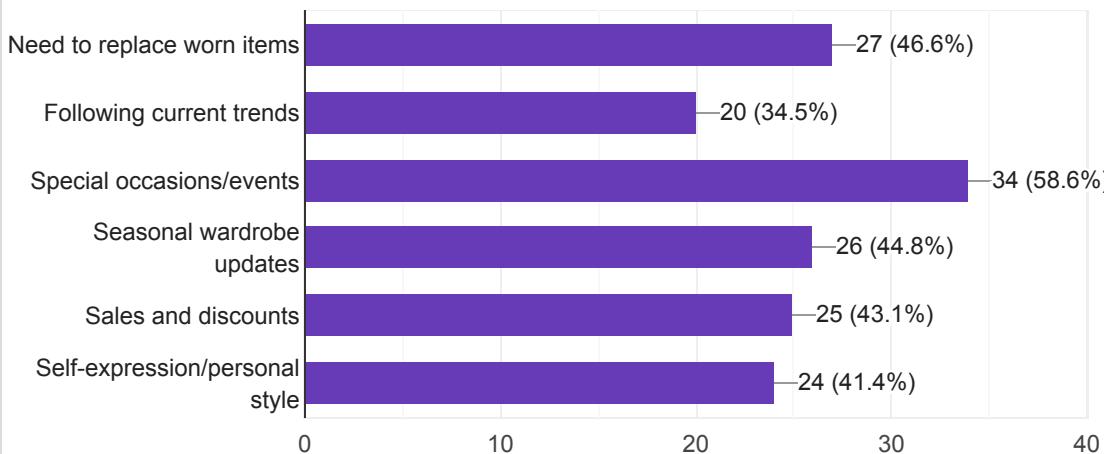


4. Where do you most frequently shop for clothes? (Select all that apply) Copy

58 responses

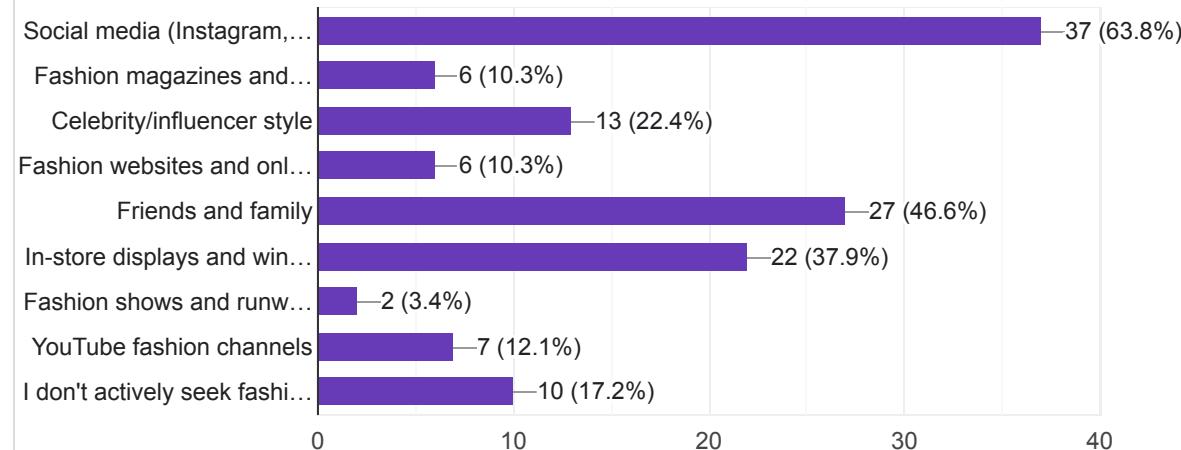
5. What primarily motivates you to purchase new clothing? (Select all that apply) Copy

58 responses



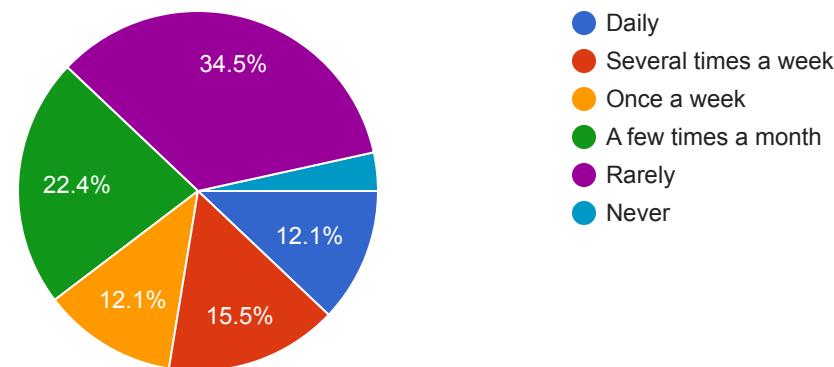
6. Where do you seek fashion inspiration and information? (Select all that apply) [Copy](#)

58 responses



7. How often do you use social media to discover new clothing brands or trends? [Copy](#)

58 responses

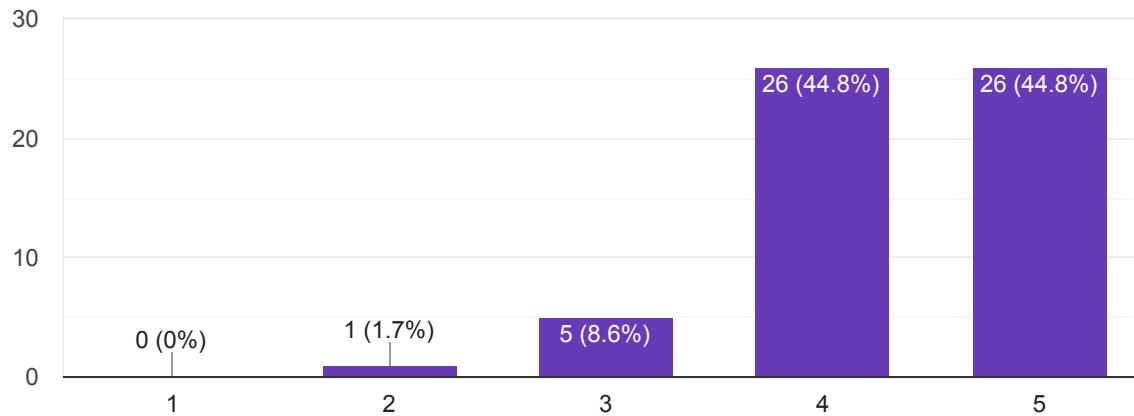


Purchase Decision Factors

 Copy

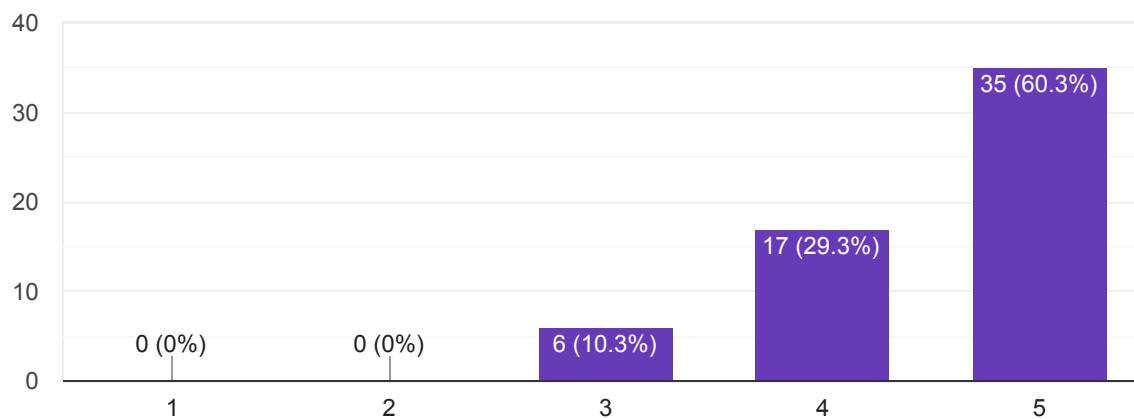
1. Style

58 responses



2. Quality

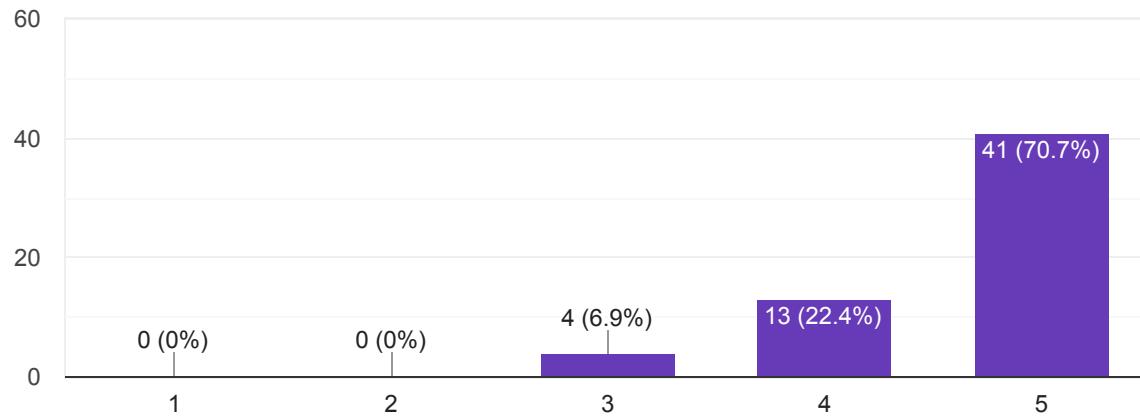
58 responses



3. Fit on my Body

 Copy

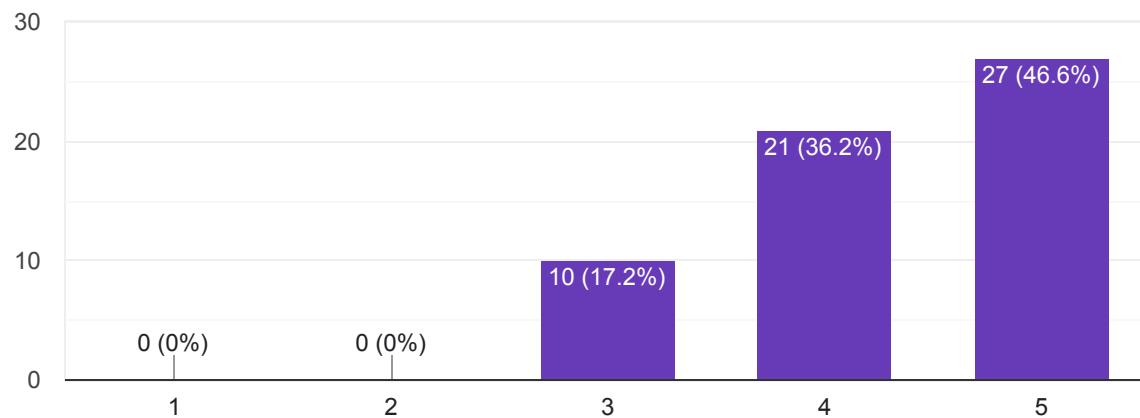
58 responses



4. Value for Price

 Copy

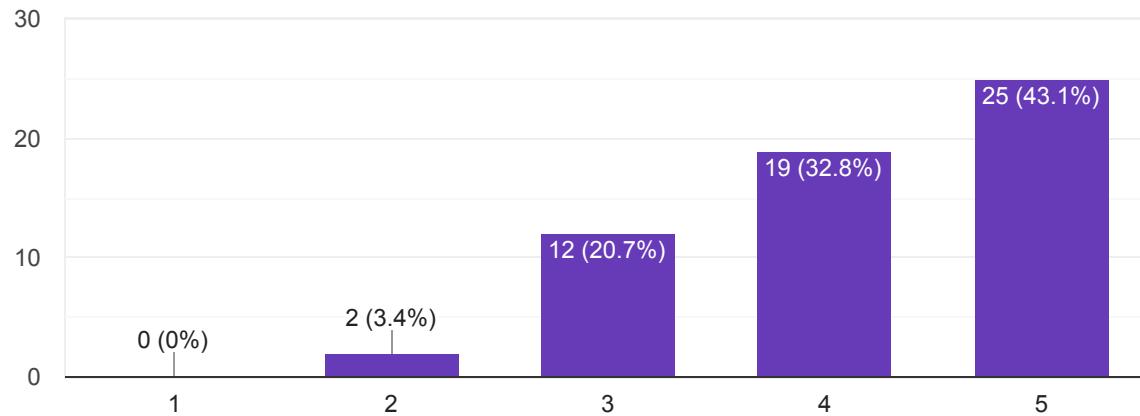
58 responses



5. Durability

 Copy

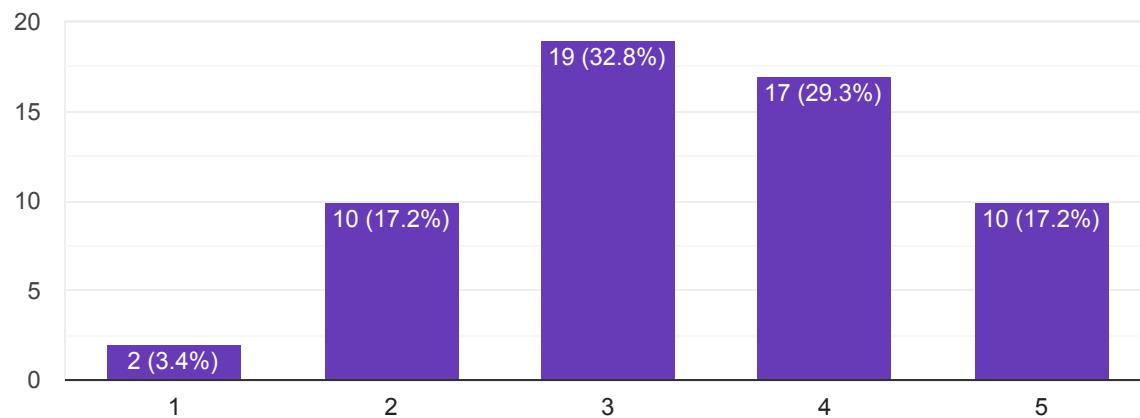
58 responses



6. Sustainability

 Copy

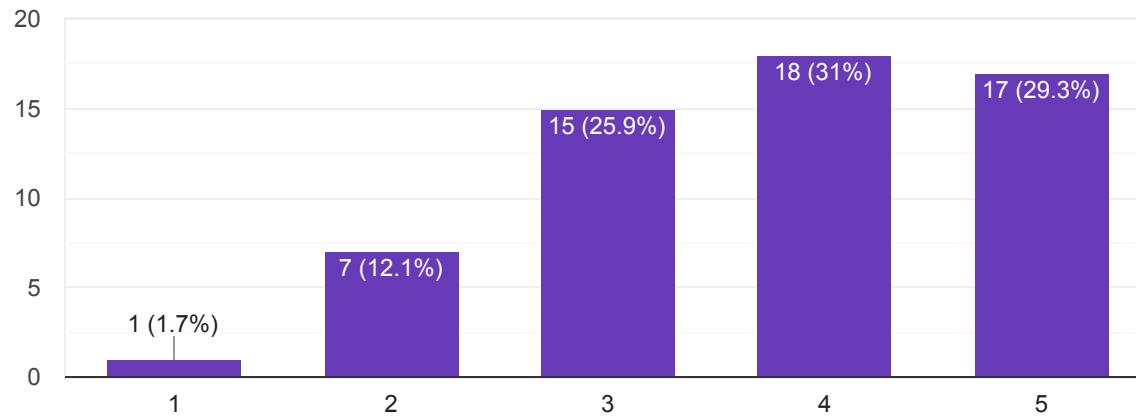
58 responses



7. Trendy/fashionable

 Copy

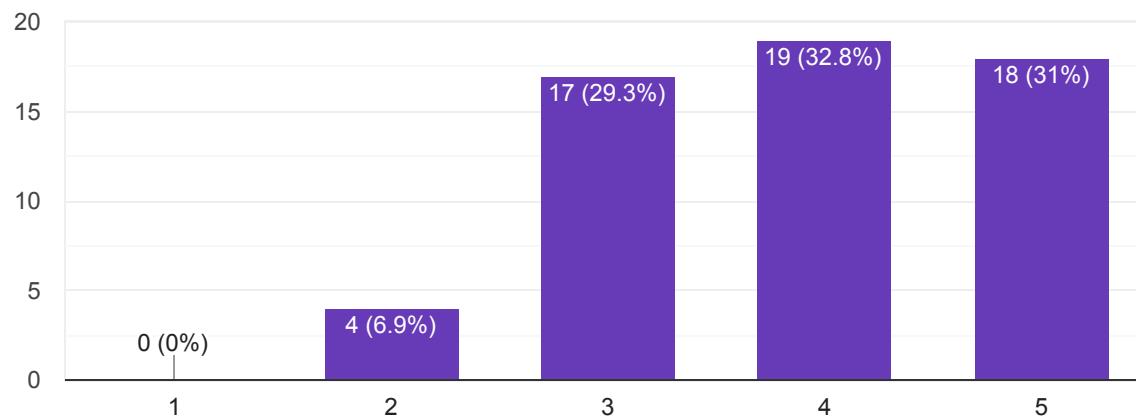
58 responses



8. Versatile/appropriate to wear daily

 Copy

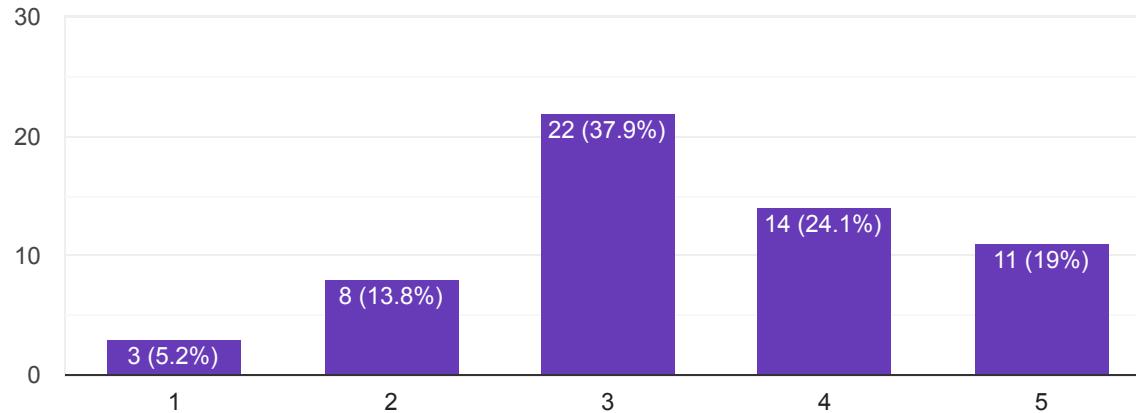
58 responses



 Copy

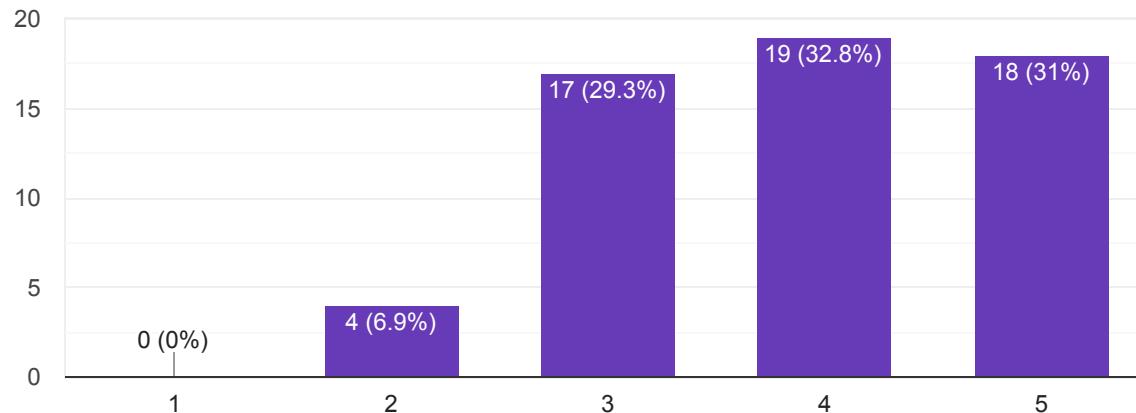
9. Brand reputation

58 responses



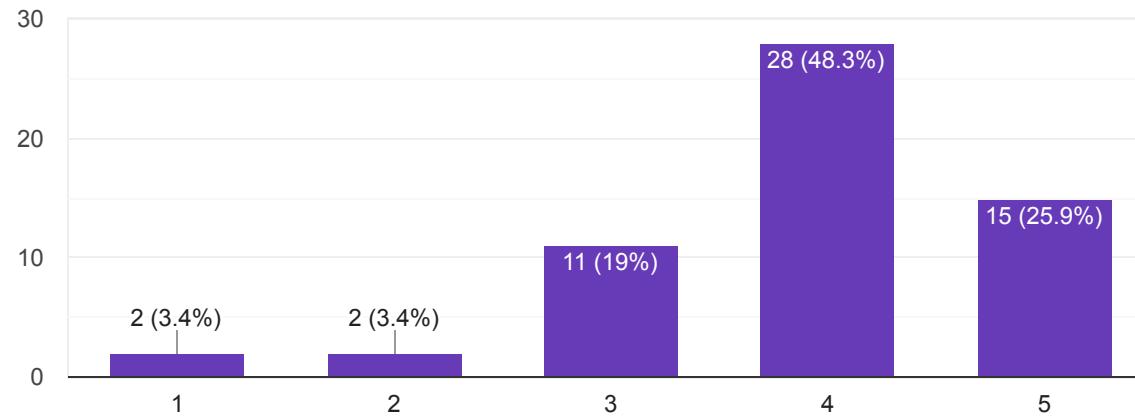
10. Ease of shopping (online/in-store experience)

58 responses

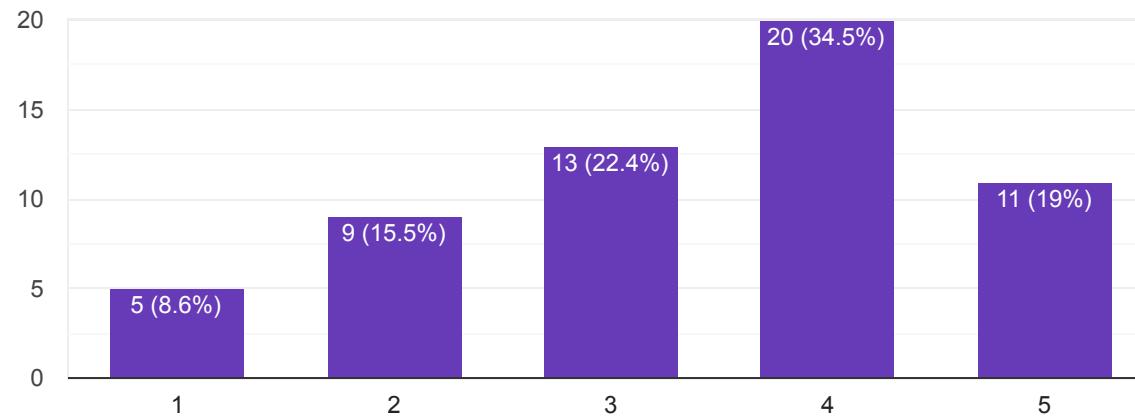
**Brand / Category Perceptions**

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

58 responses

**2. Quality** Copy

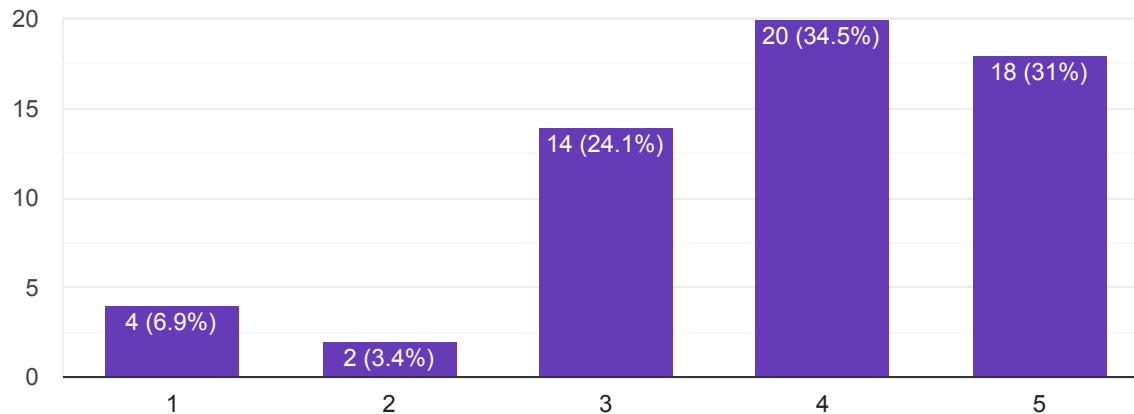
58 responses



3. Fit on my Body

 Copy

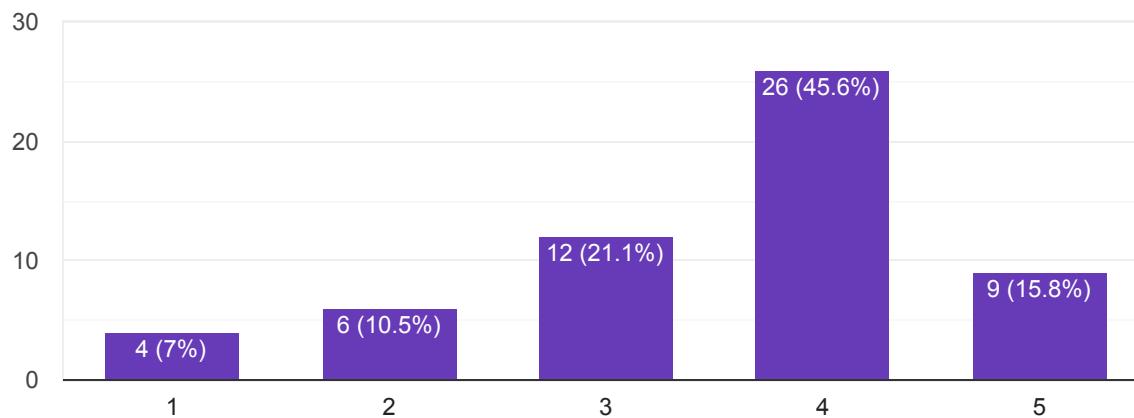
58 responses



4. Value for Price

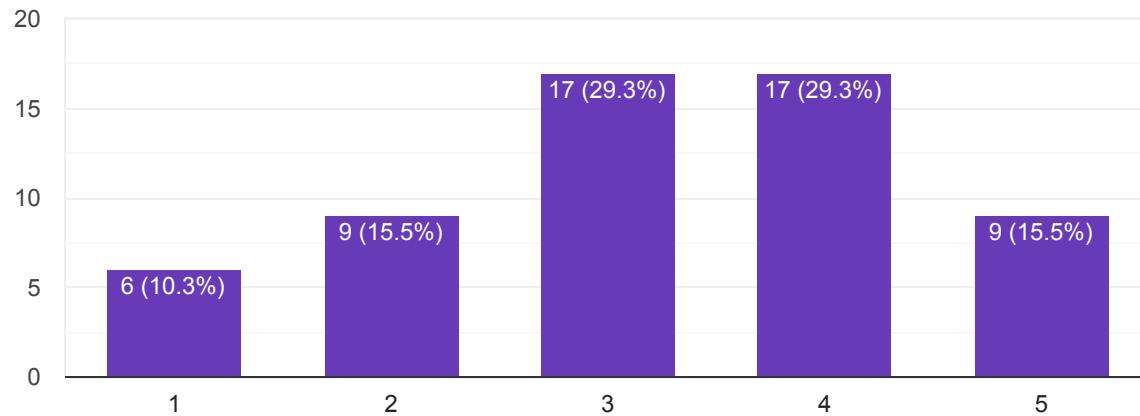
 Copy

57 responses



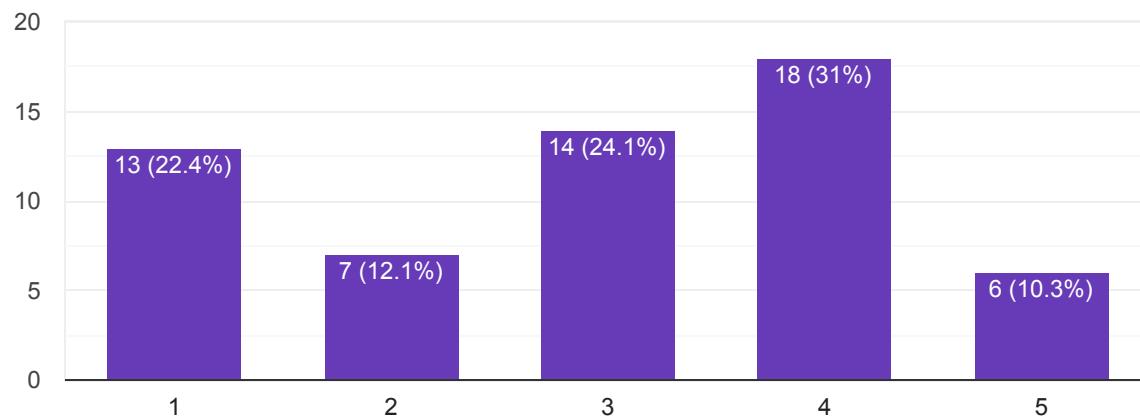
5. Durability

58 responses

 Copy

6. Sustainability

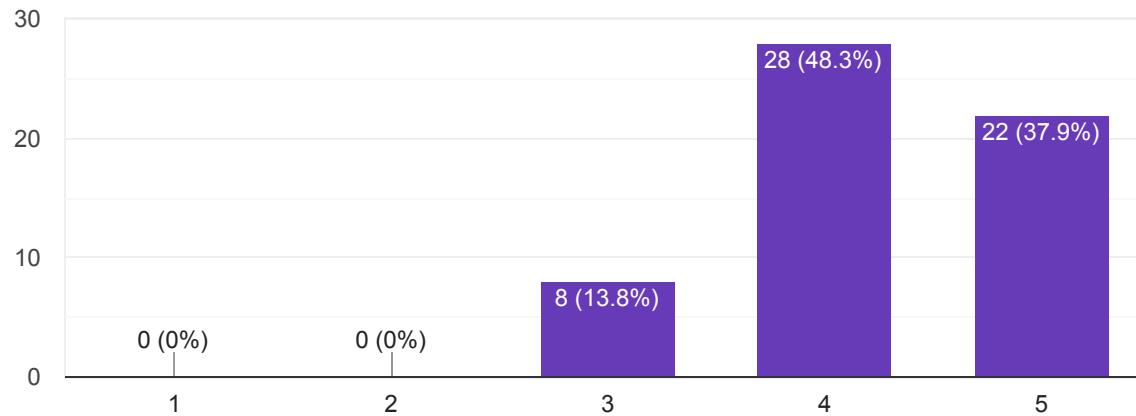
58 responses

 Copy

7. Trendy/fashionable

[Copy](#)

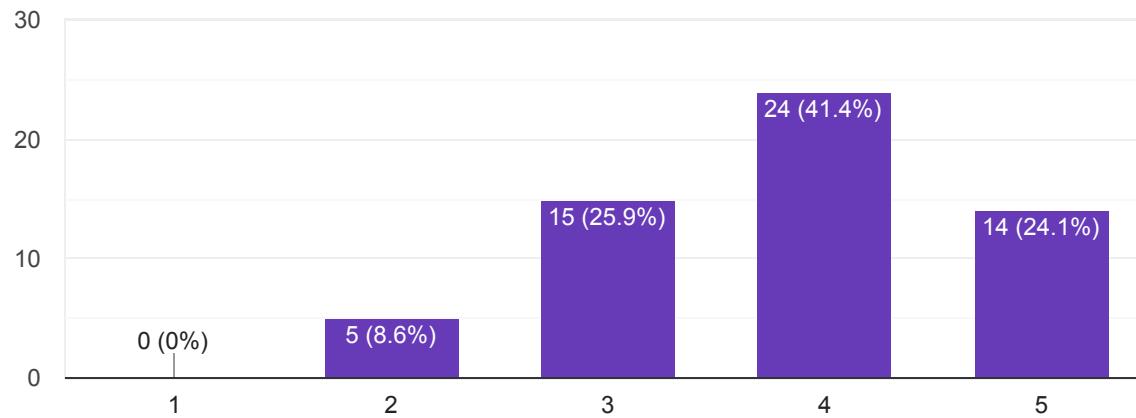
58 responses



8. Versatile/appropriate to wear daily

[Copy](#)

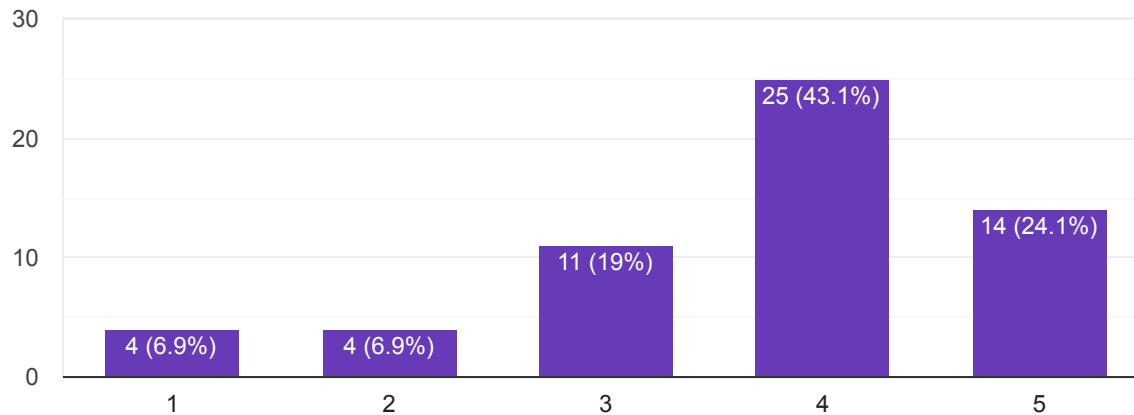
58 responses



 Copy

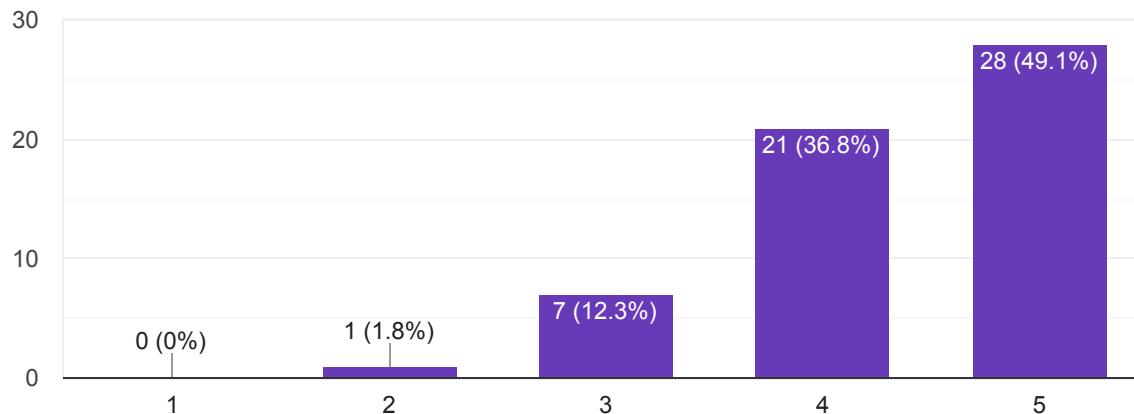
9. Brand reputation

58 responses



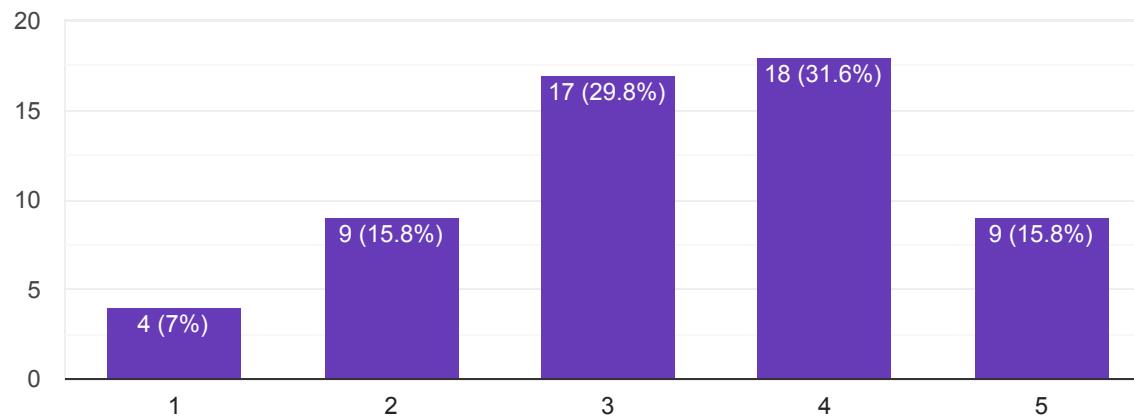
10. Ease of shopping (online/in-store experience)

57 responses

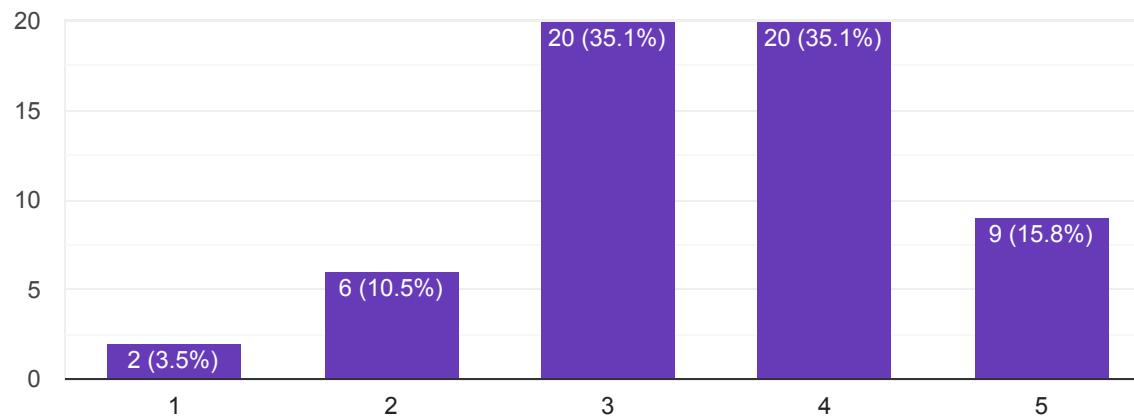


B. Streetwear Brands (BAPE, Supreme, Brain Dead, Stussy, etc.)**1. Style**

57 responses

 Copy**2. Quality**

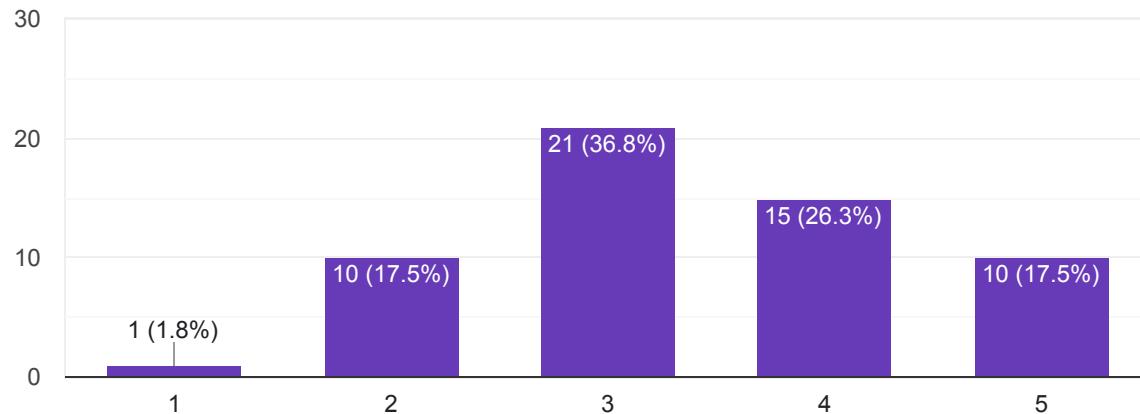
57 responses

 Copy

3. Fit on my Body

 Copy

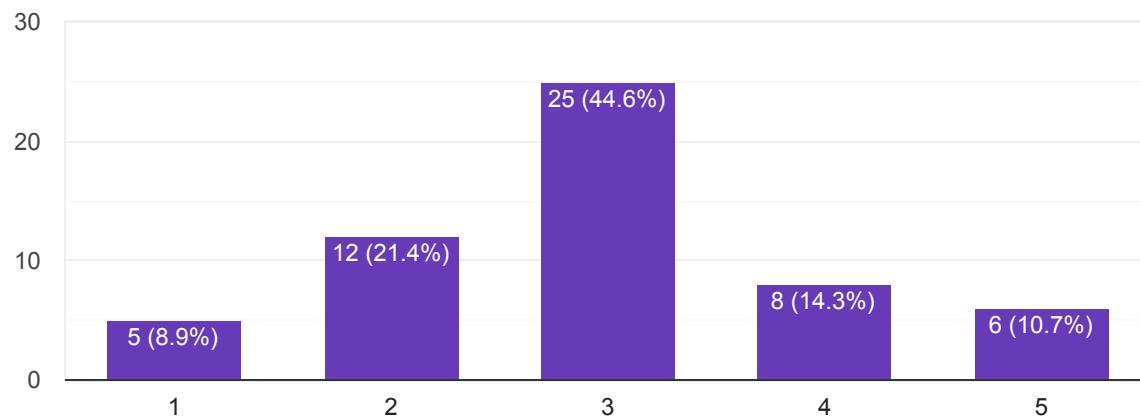
57 responses



4. Value for Price

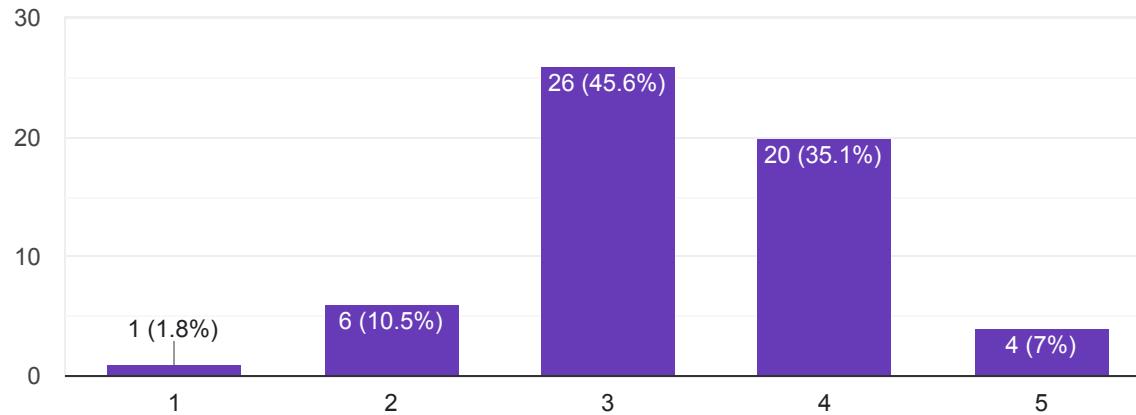
 Copy

56 responses



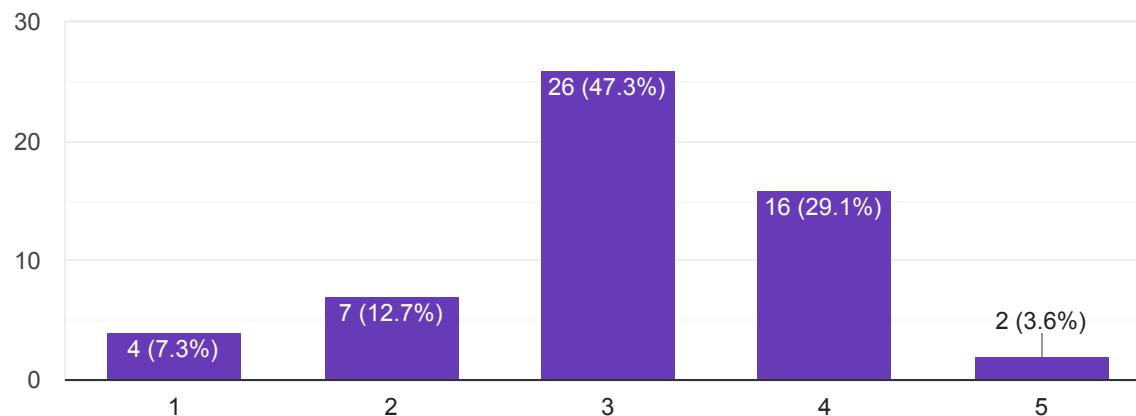
5. Durability

57 responses

 Copy

6. Sustainability

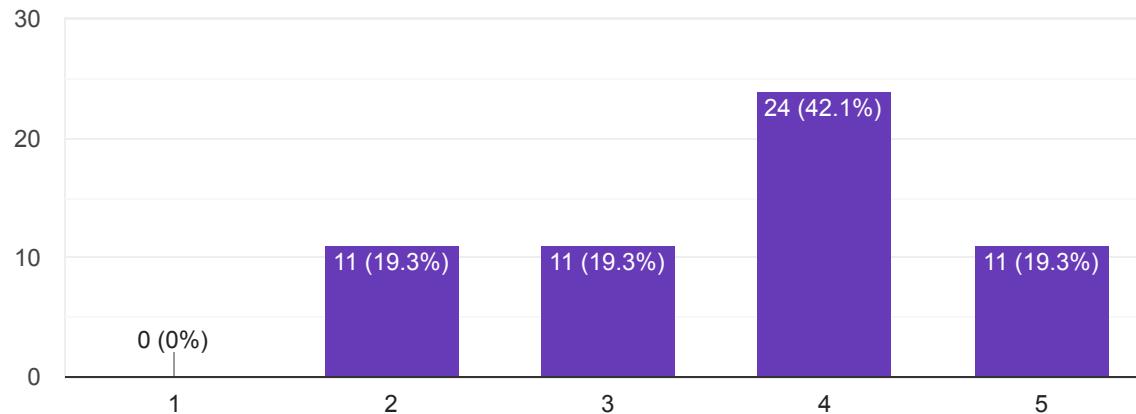
55 responses

 Copy

7. Trendy/fashionable

 Copy

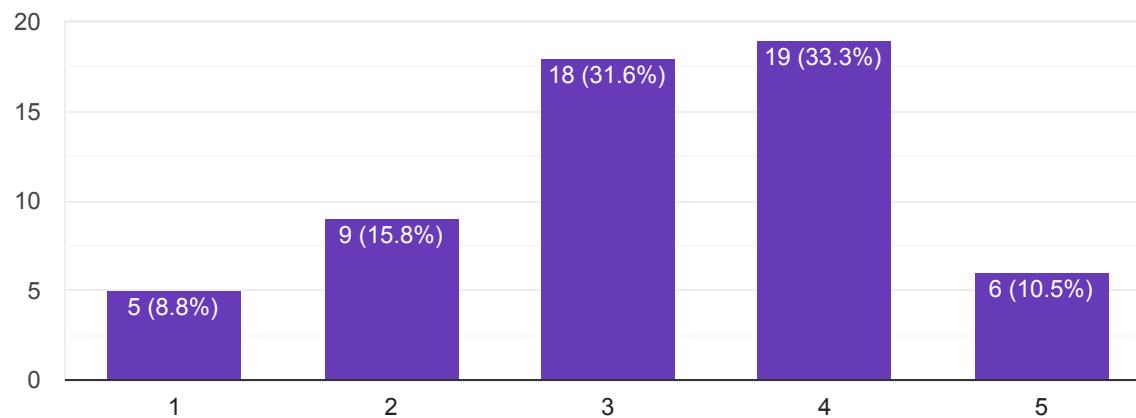
57 responses



8. Versatile/appropriate to wear daily

 Copy

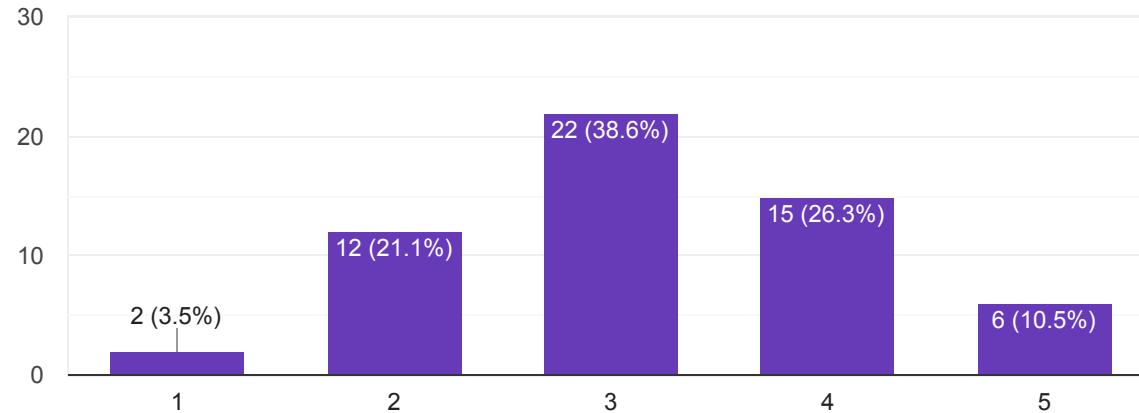
57 responses



 Copy

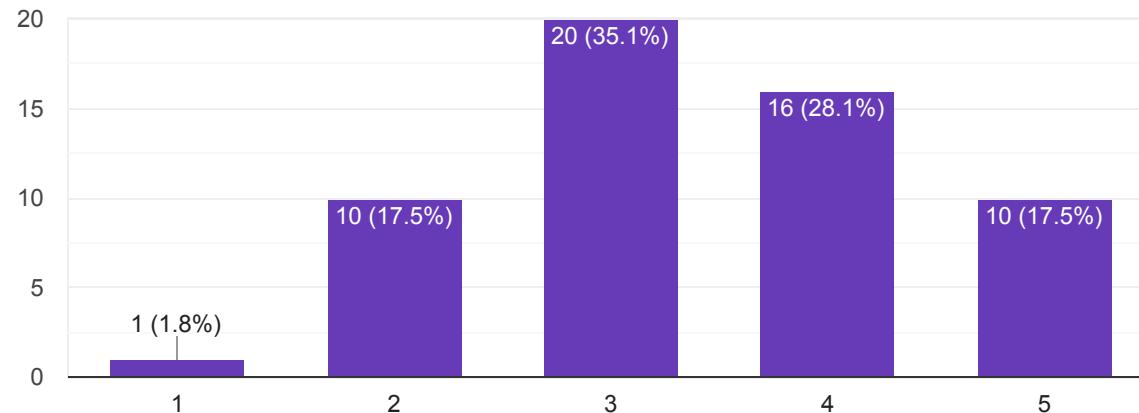
9. Brand reputation

57 responses



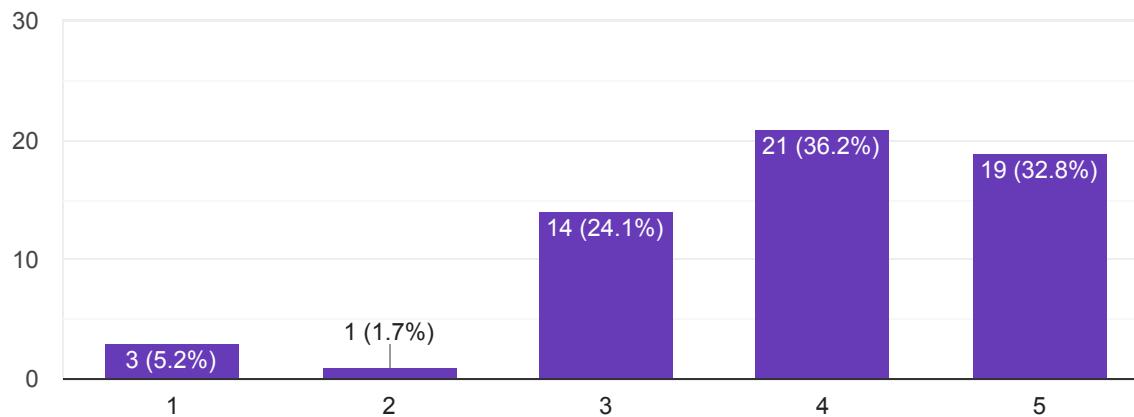
10. Ease of shopping (online/in-store experience)

57 responses

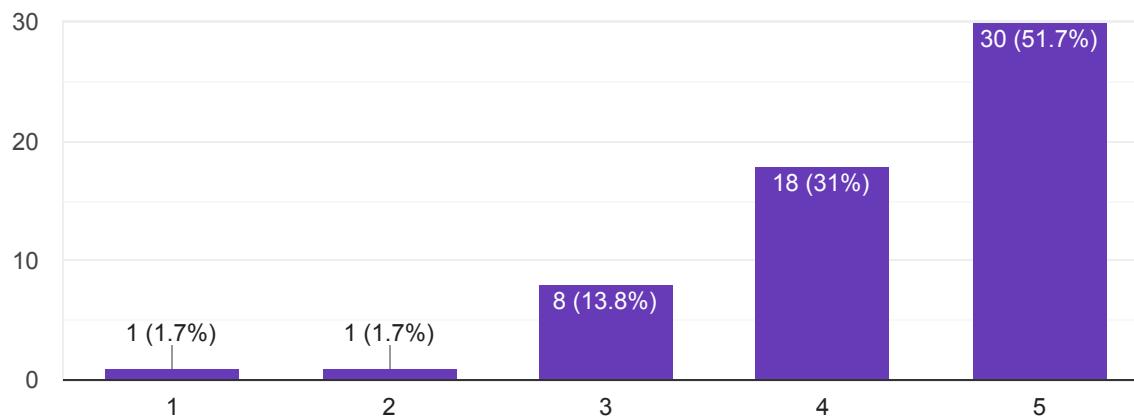


C. Luxury Brands (Louis Vuitton, Sunspel, The Row, Jil Sander, Loro Piana, etc.)**1. Style** Copy

58 responses

**2. Quality** Copy

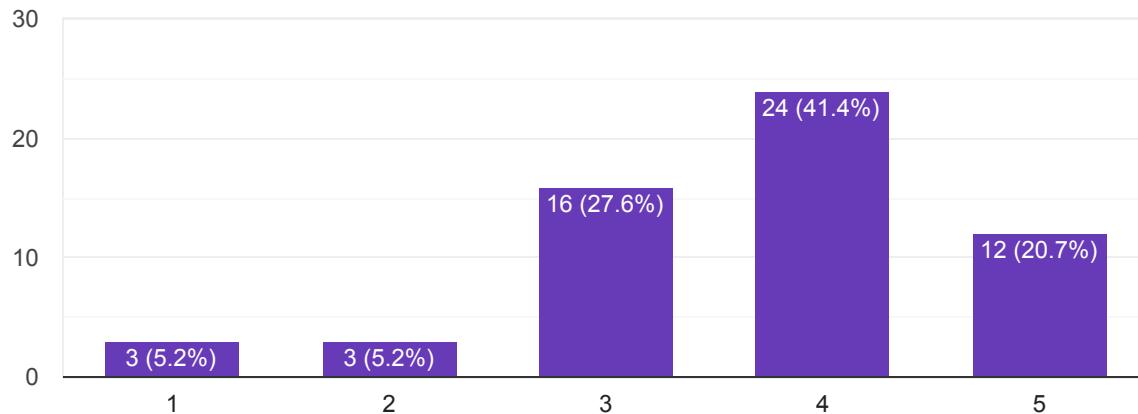
58 responses



3. Fit on my Body

[Copy](#)

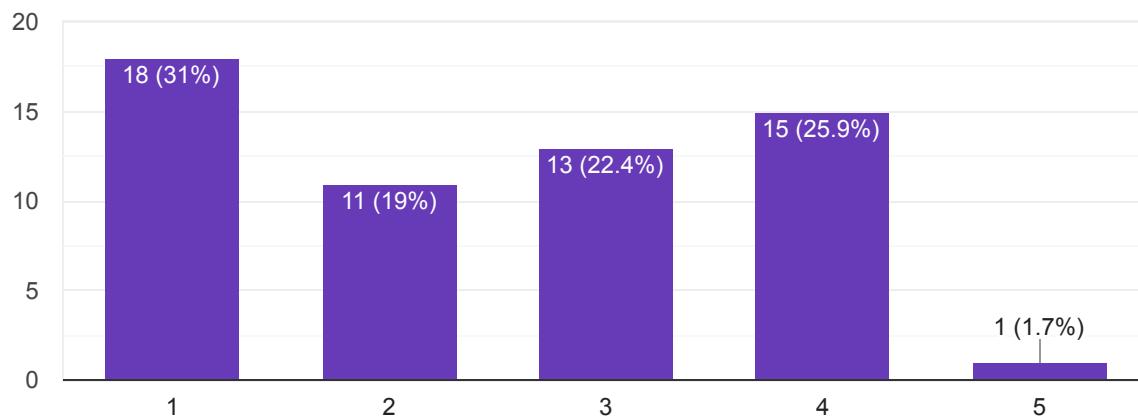
58 responses



4. Value for Price

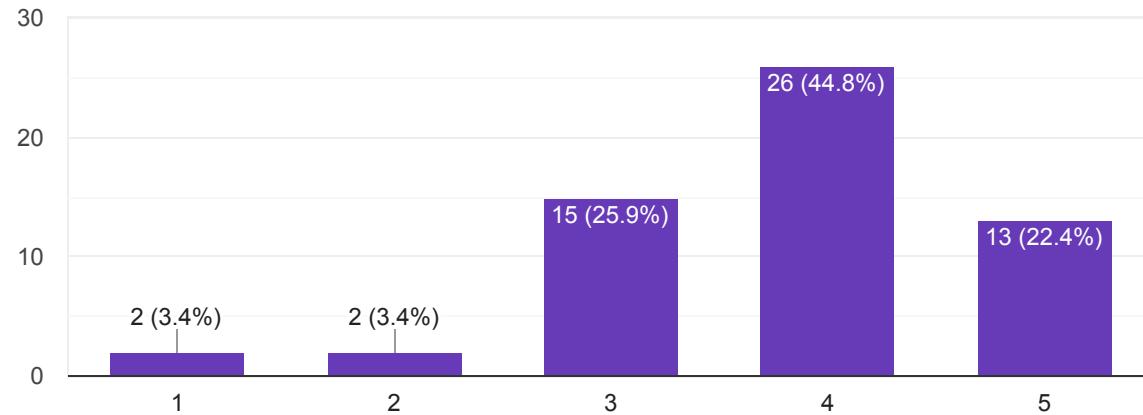
[Copy](#)

58 responses



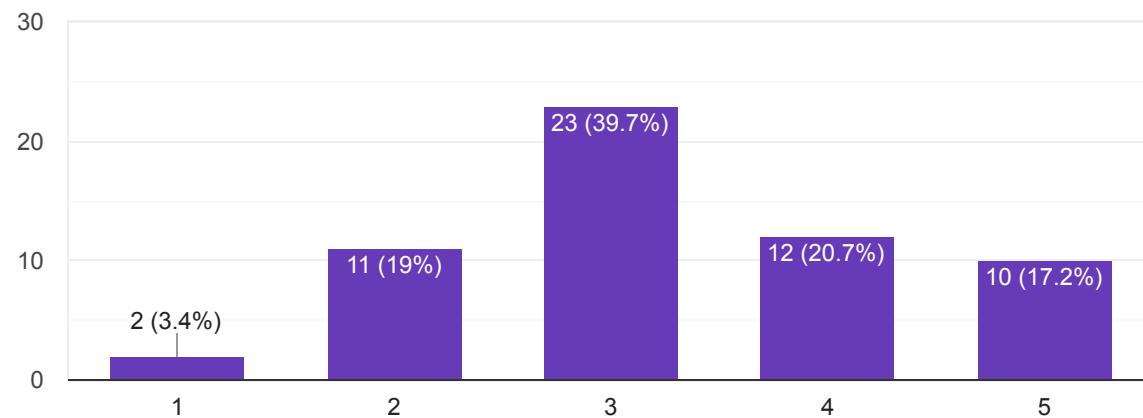
5. Durability

58 responses

 Copy

6. Sustainability

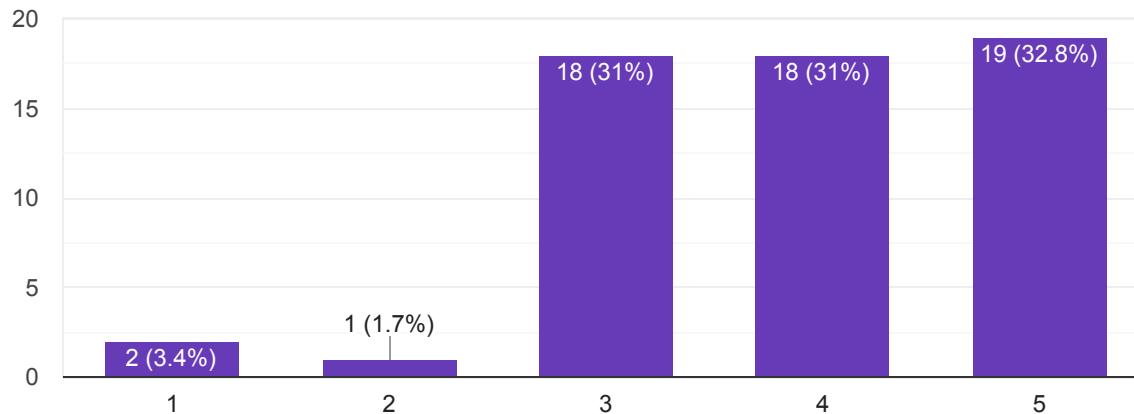
58 responses

 Copy

7. Trendy/fashionable

 Copy

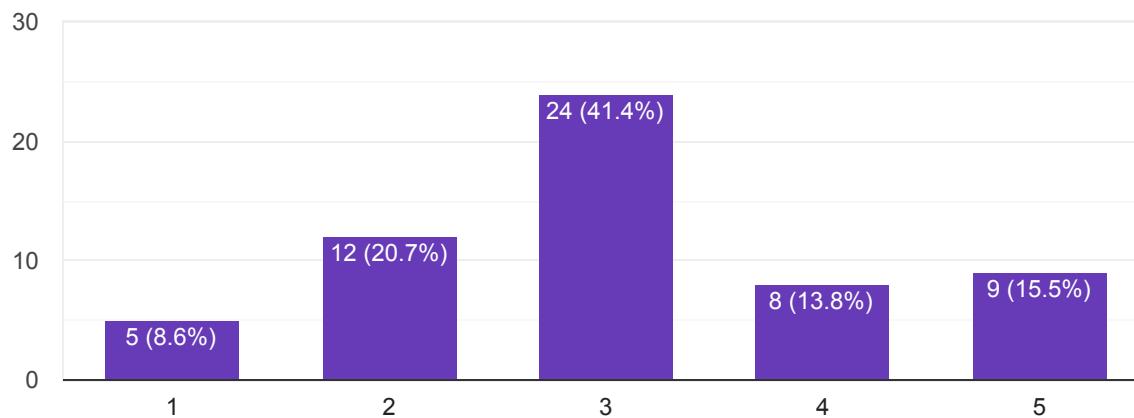
58 responses



8. Versatile/appropriate to wear daily

 Copy

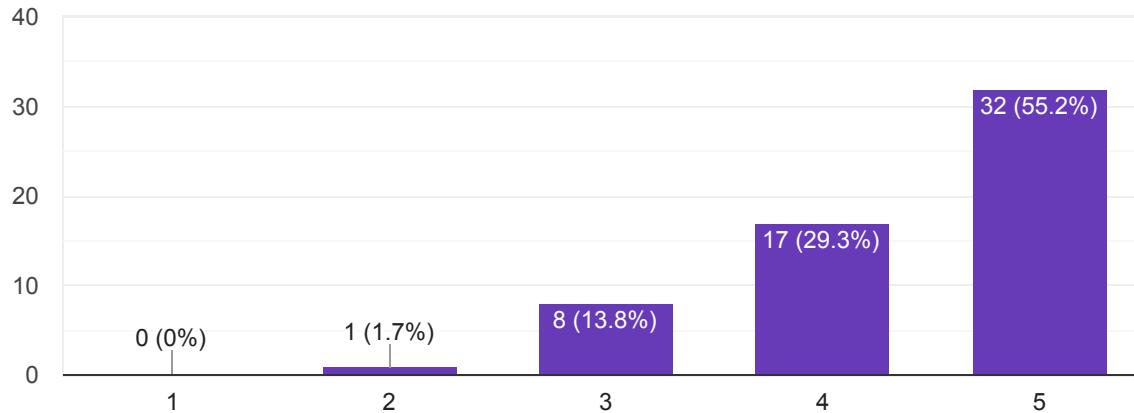
58 responses



 Copy

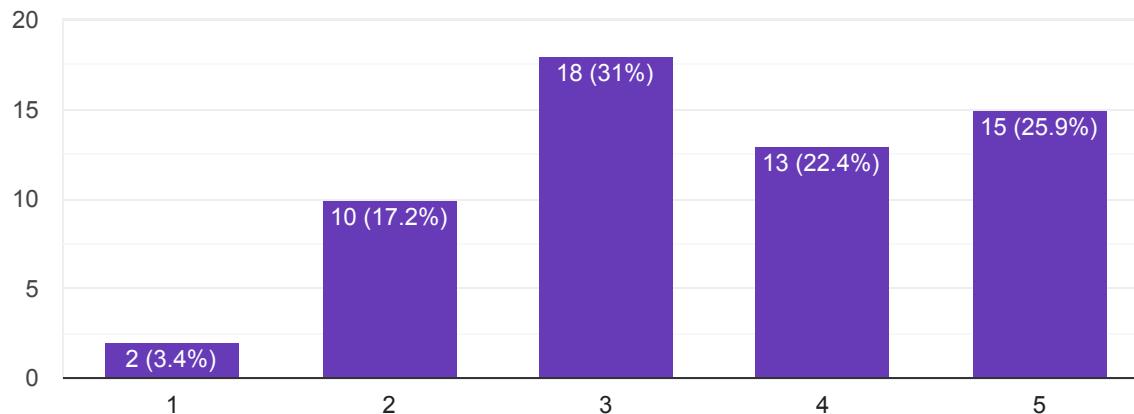
9. Brand reputation

58 responses



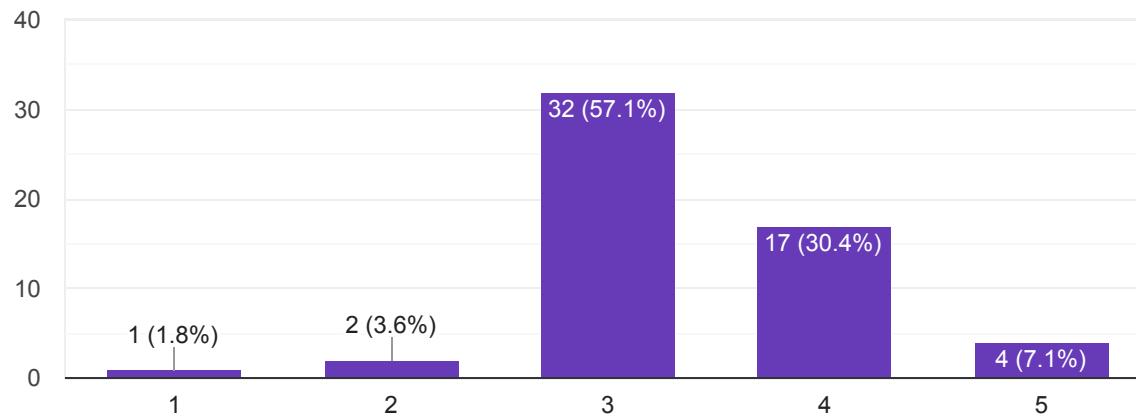
10. Ease of shopping (online/in-store experience)

58 responses

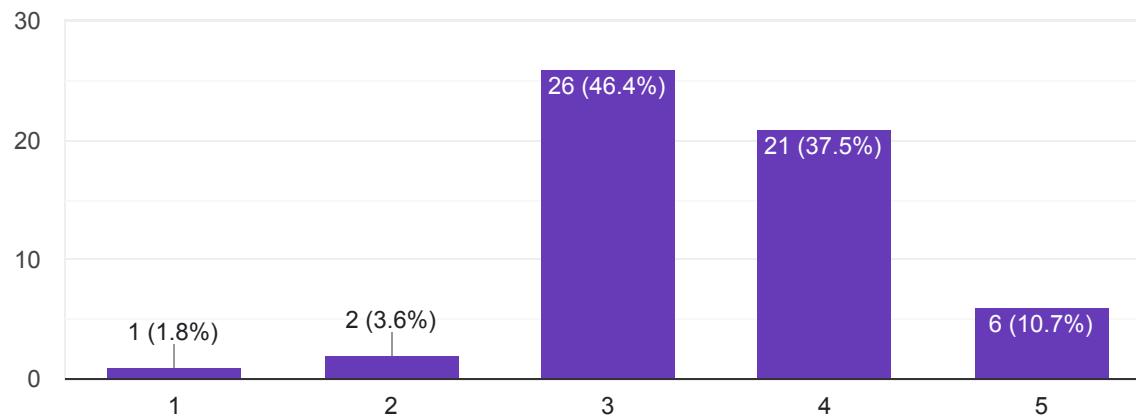


D. Everlane**1. Style**

56 responses

 Copy**2. Quality**

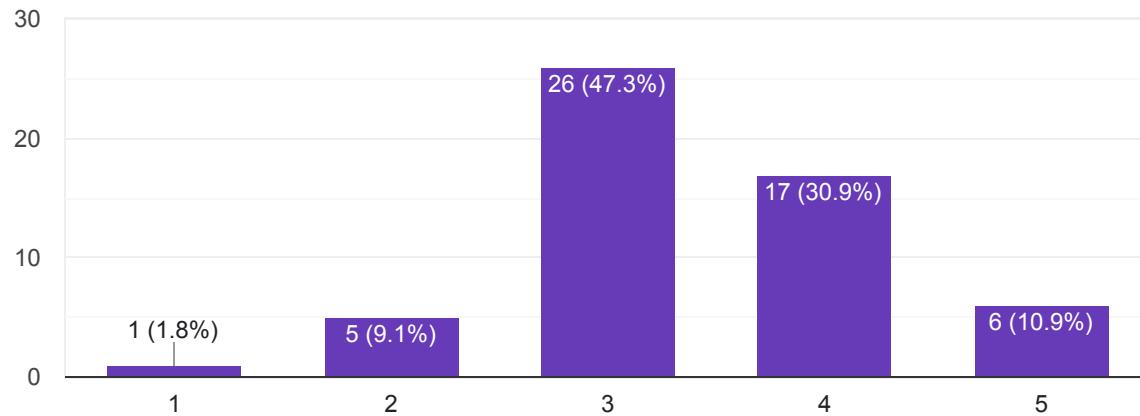
56 responses

 Copy

3. Fit on my Body

 Copy

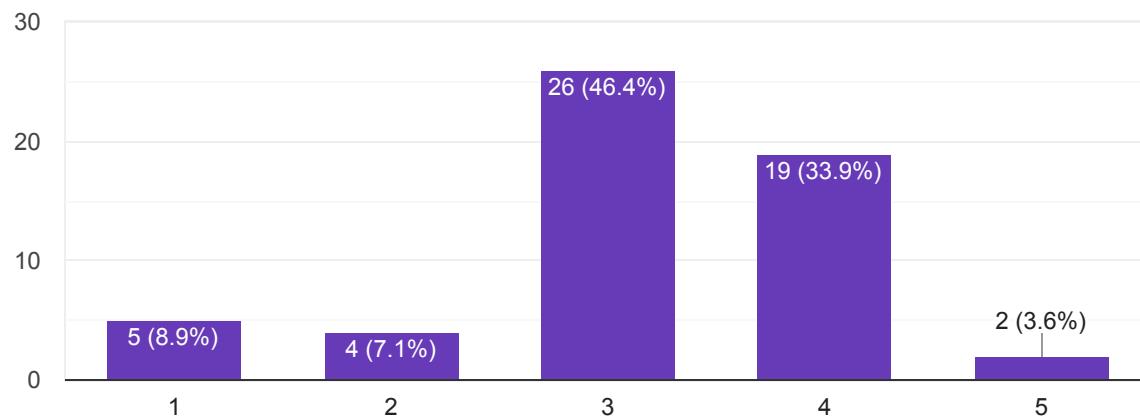
55 responses



4. Value for Price

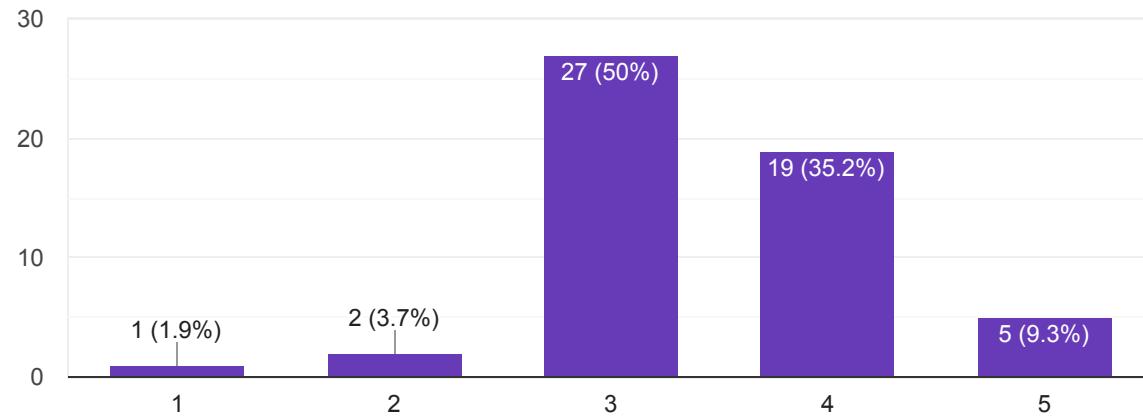
 Copy

56 responses



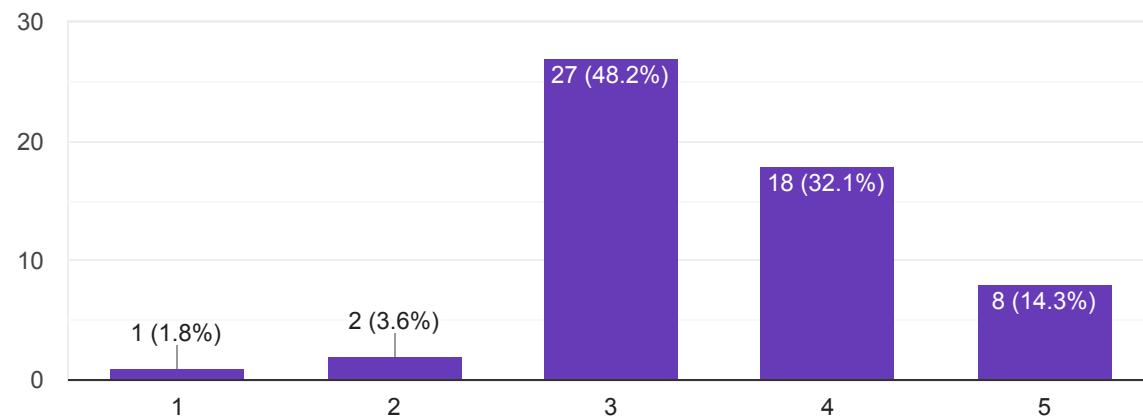
5. Durability

54 responses

 Copy

6. Sustainability

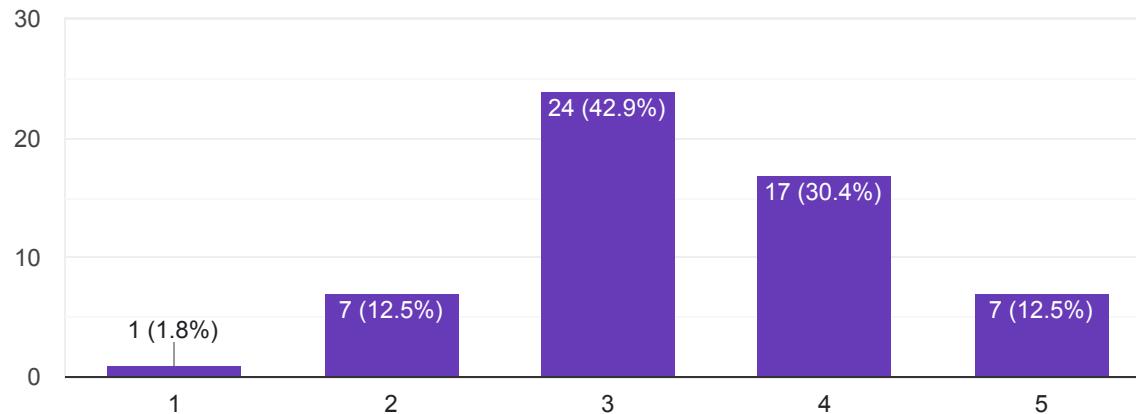
56 responses

 Copy

7. Trendy/fashionable

 Copy

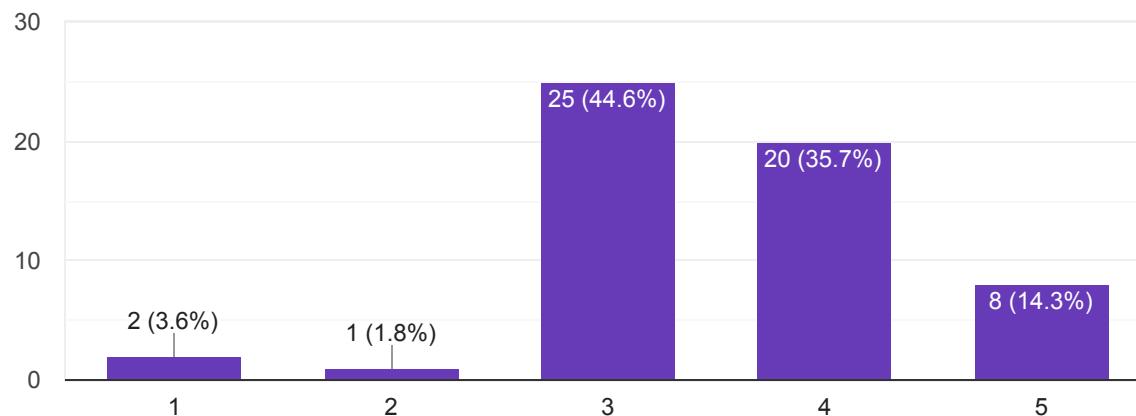
56 responses



8. Versatile/appropriate to wear daily

 Copy

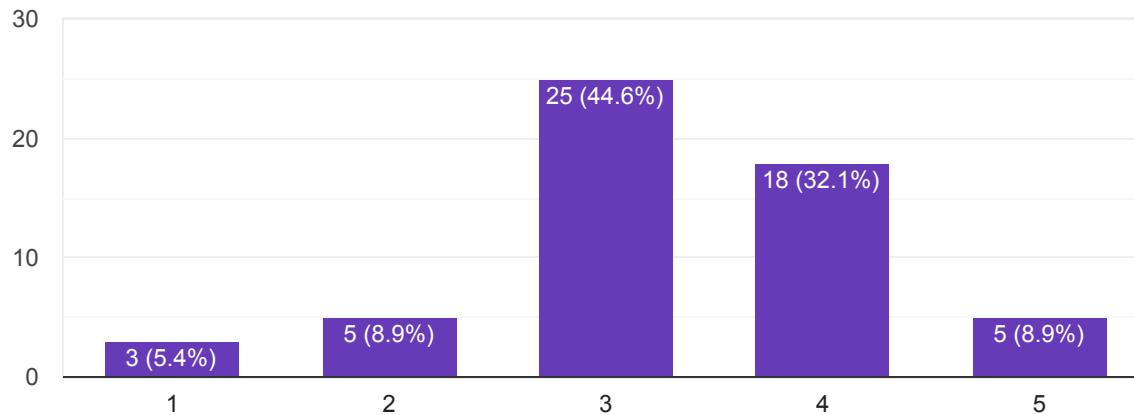
56 responses



 Copy

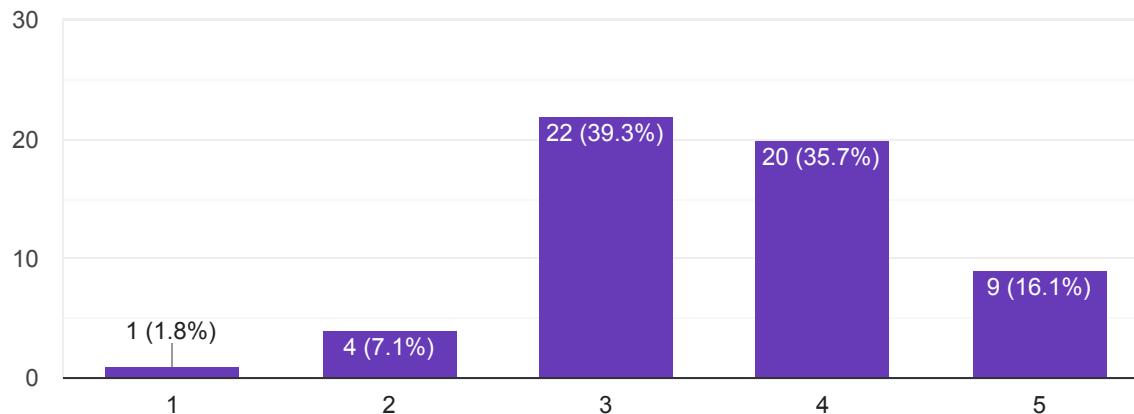
9. Brand reputation

56 responses



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

56 responses



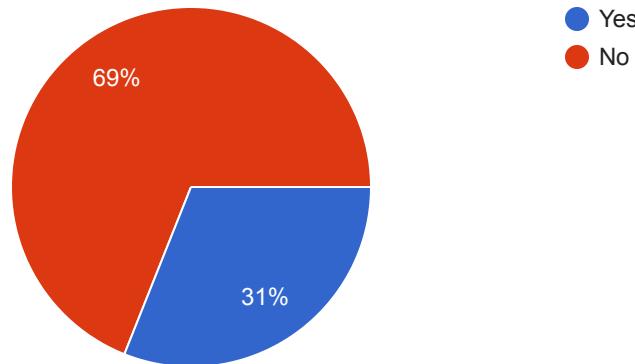
Section 4: Everlane-Specific Questions



 Copy

1. Are you familiar with the brand Everlane?

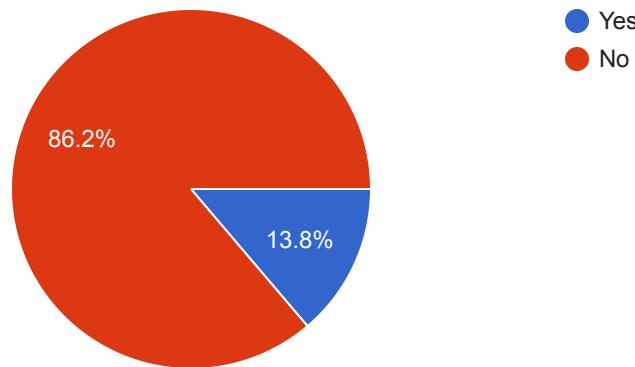
58 responses



- Yes
- No

2. Have you ever purchased from Everlane?

58 responses



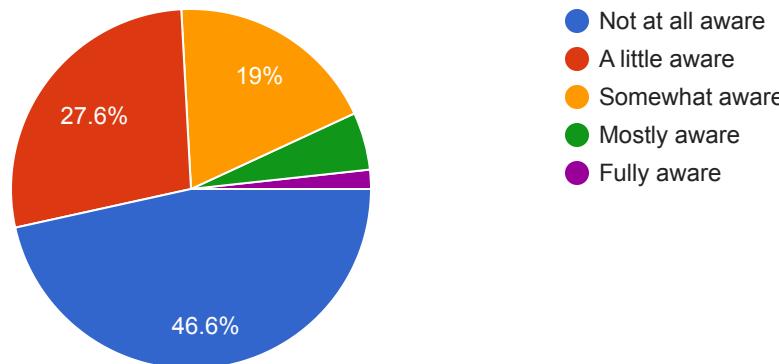
- Yes
- No



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

 Copy

58 responses

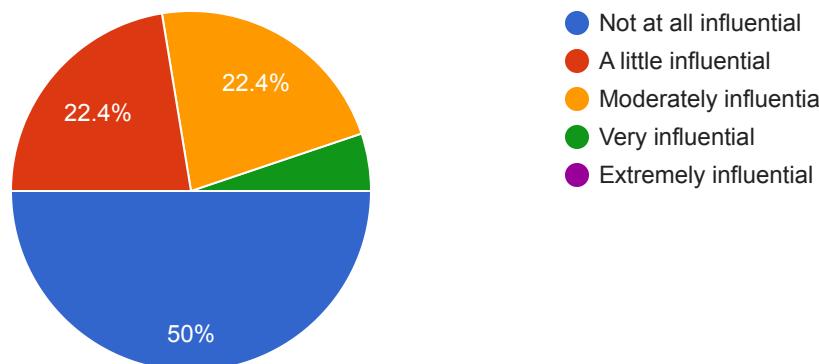


- Not at all aware
- A little aware
- Somewhat aware
- Mostly aware
- Fully aware

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

 Copy

58 responses



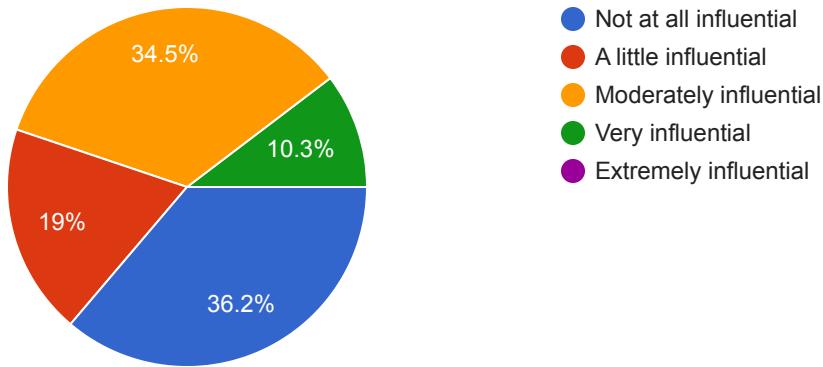
- Not at all influential
- A little influential
- Moderately influential
- Very influential
- Extremely influential



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

[!\[\]\(986082884a323475ef59af56b5554821_img.jpg\) Copy](#)

58 responses

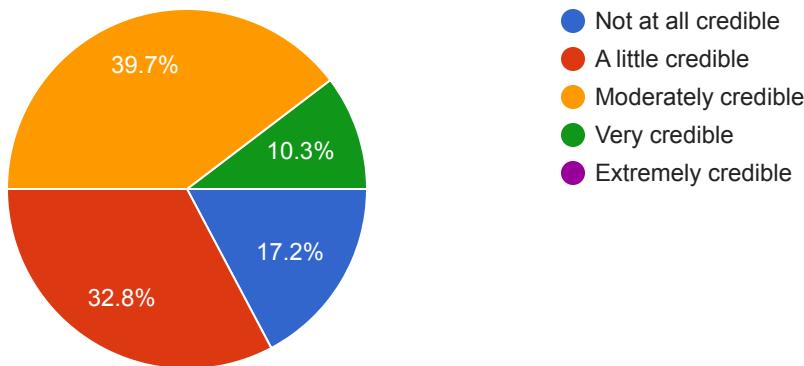


- Not at all influential
- A little influential
- Moderately influential
- Very influential
- Extremely influential

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

[!\[\]\(67337fe6bf23598d4c837f80569dc56b_img.jpg\) Copy](#)

58 responses



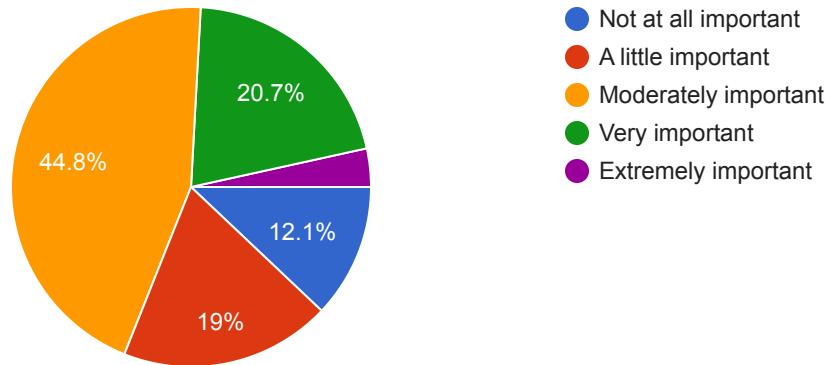
- Not at all credible
- A little credible
- Moderately credible
- Very credible
- Extremely credible



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

 Copy

58 responses

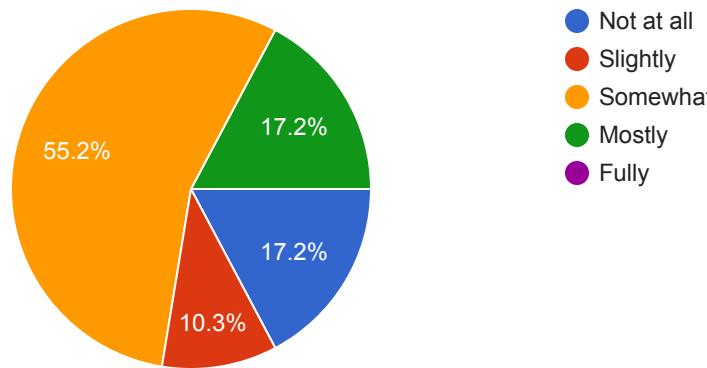


- Not at all important
- A little important
- Moderately important
- Very important
- Extremely important

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

 Copy

58 responses



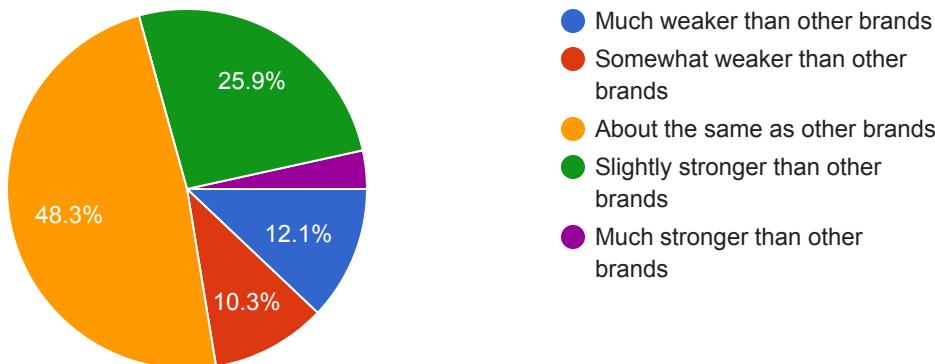
- Not at all
- Slightly
- Somewhat
- Mostly
- Fully



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

 Copy

58 responses

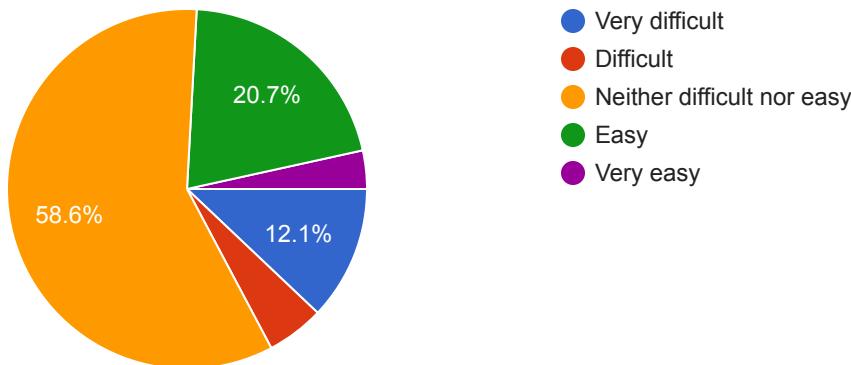


- Much weaker than other brands
- Somewhat weaker than other brands
- About the same as other brands
- Slightly stronger than other brands
- Much stronger than other brands

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

 Copy

58 responses



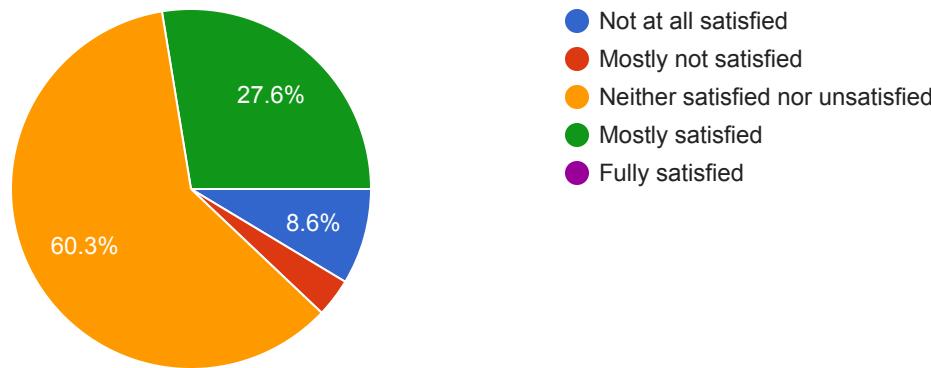
- Very difficult
- Difficult
- Neither difficult nor easy
- Easy
- Very easy



 Copy

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

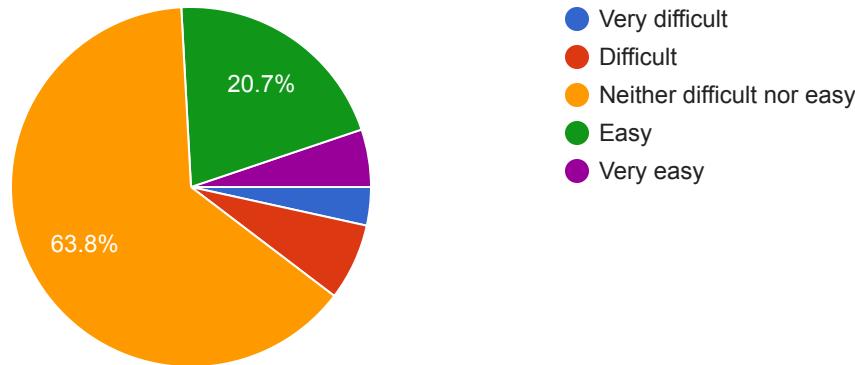
58 responses



- Not at all satisfied
- Mostly not satisfied
- Neither satisfied nor unsatisfied
- Mostly satisfied
- Fully satisfied

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

58 responses



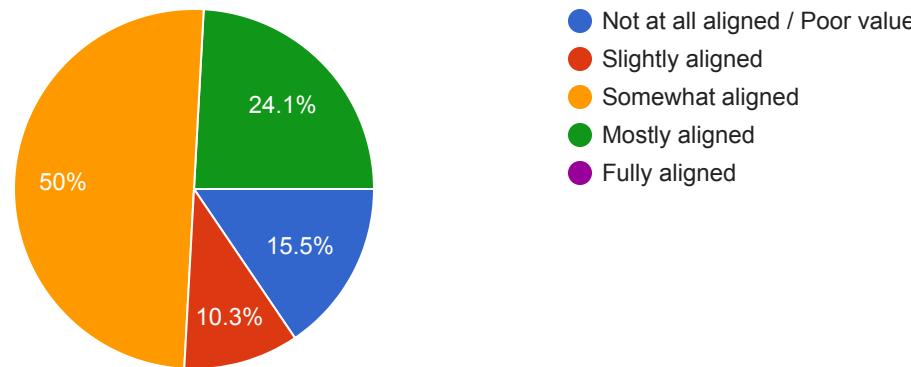
- Very difficult
- Difficult
- Neither difficult nor easy
- Easy
- Very easy



 Copy

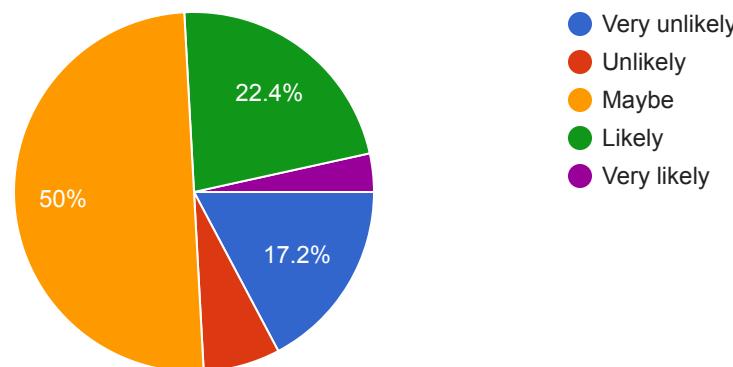
13. How well does Everlane's pricing align with the quality offered?

58 responses

 Copy

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

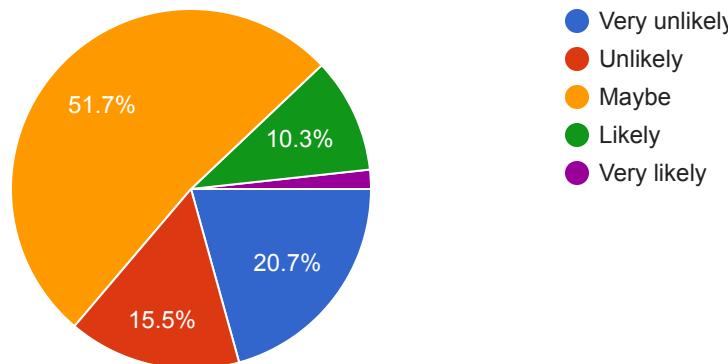
58 responses



 Copy

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

58 responses

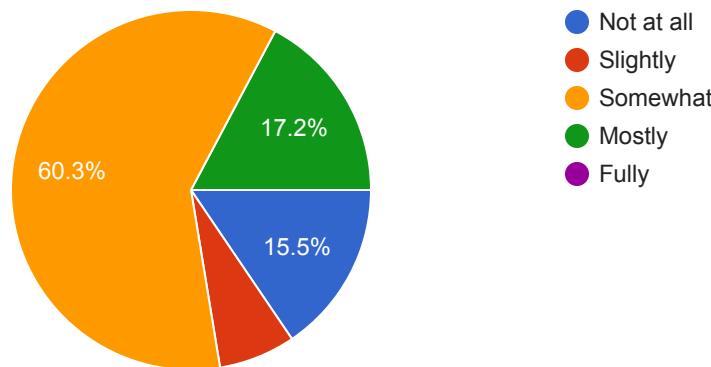


- Very unlikely
- Unlikely
- Maybe
- Likely
- Very likely

 Copy

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

58 responses



- Not at all
- Slightly
- Somewhat
- Mostly
- Fully

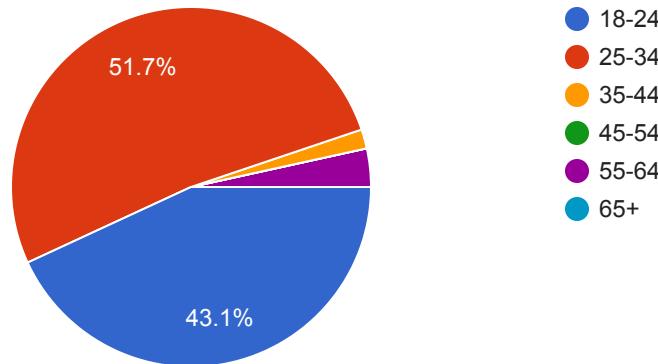
Section 5: Demographics



 Copy

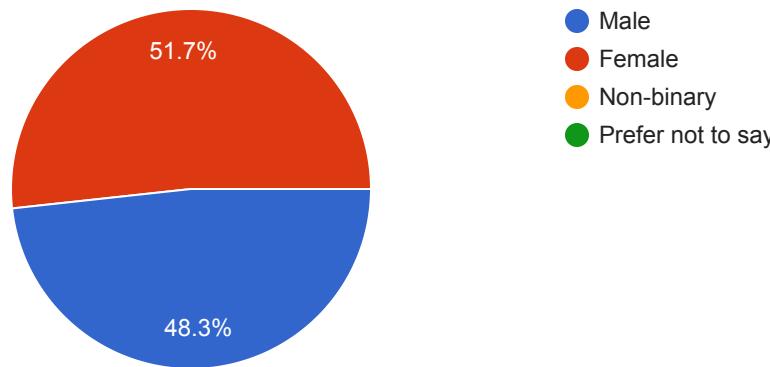
1. Age range:

58 responses



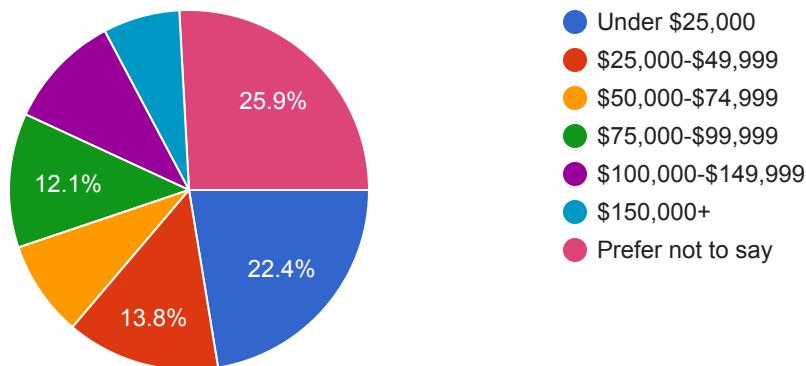
2. Gender identity:

58 responses



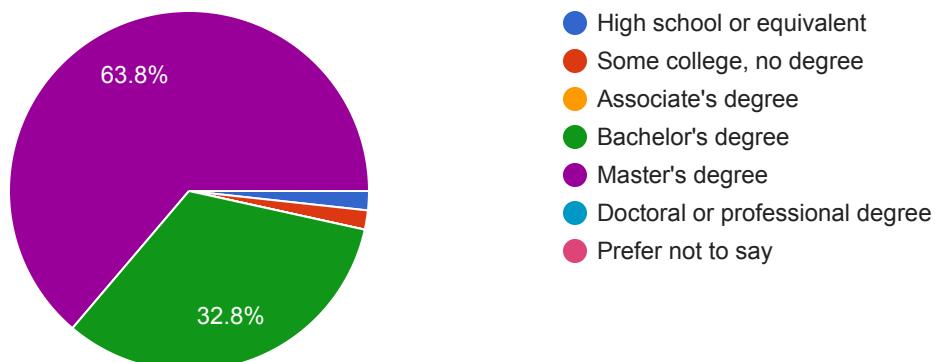
3. Annual household income:

58 responses

 Copy

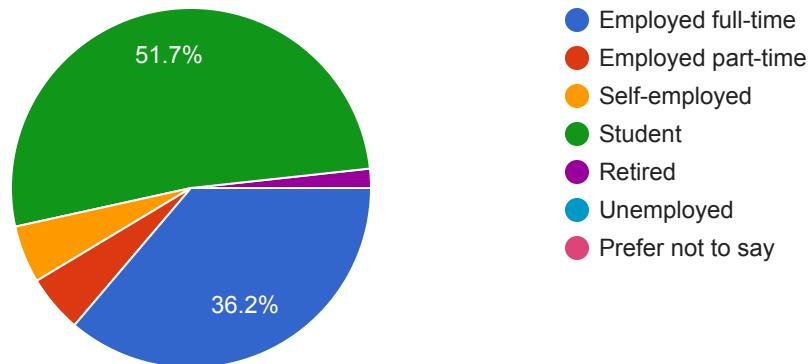
4. Education level:

58 responses

 Copy

5. Employment status:

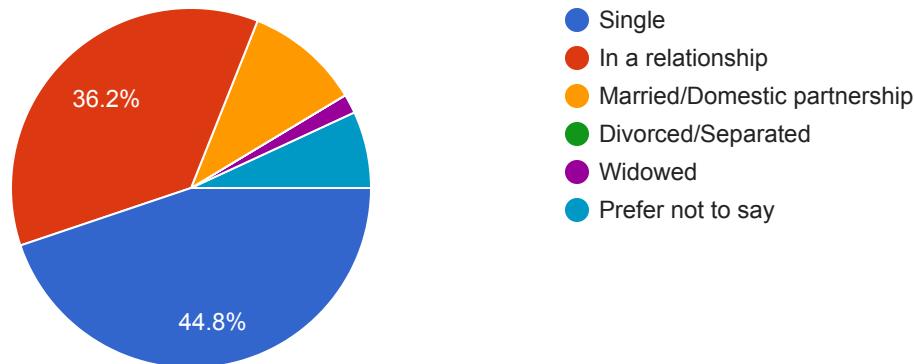
58 responses

 Copy

- Employed full-time
- Employed part-time
- Self-employed
- Student
- Retired
- Unemployed
- Prefer not to say

6. Relationship status:

58 responses

 Copy

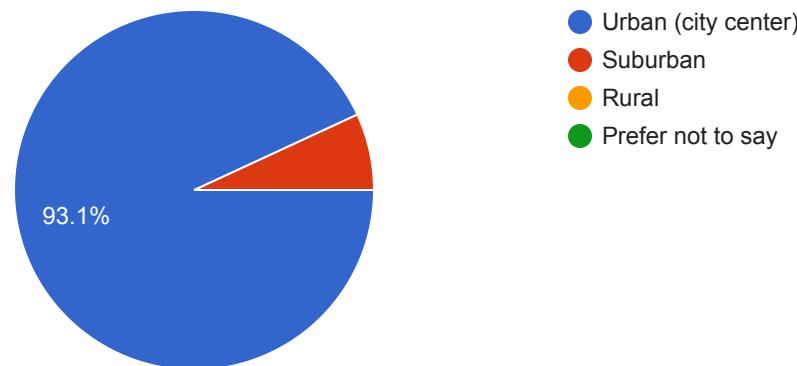
- Single
- In a relationship
- Married/Domestic partnership
- Divorced/Separated
- Widowed
- Prefer not to say



 Copy

7. Geographic location:

58 responses



- Urban (city center)
- Suburban
- Rural
- Prefer not to say

This content is neither created nor endorsed by Google. - [Contact form owner](#) - [Terms of Service](#) - [Privacy Policy](#)

Does this form look suspicious? [Report](#)

Google Forms



