**Demo Survey**

Q1 What is your gender?

\_1 Male

\_2 Female

**[QUOTA]**

**Male**

**Female**

Q2 In which country do you live?

\_1 USA

\_2 Canada **[TERMINATE]**

\_3 Australia **[TERMINATE]**

\_4 United Kingdom **[TERMINATE]**

\_5 Other **[TERMINATE]**

Q3 What is your 5-digit ZIP code?

[Numeric Field for US residents only ]

Q4 In which industries or professions do you, or any member of your immediate household, work? Please select all that apply.

\_1 Advertising/Public Relations

\_2 Automotive

\_3 Beauty/Cosmetics

\_4 Education

\_5 Electronics/Computer/Software

\_6 Fashion/Clothing

\_7 Financial Services

\_8 Food/Beverages

\_9 Government/Politics

\_10 Grocery/Convenience/Department Stores

\_11 Healthcare/Pharmaceuticals

\_12 Internet/E-Commerce

\_13 Insurance

\_14 Management Consulting

\_15 Marketing/Market Research

\_16 Movie Studio

\_17 Movie Theater or Theater Chain

\_18 Music

\_19 Paper Products

\_20 Personal Care/Toiletries

\_21 Other, please specify: **(ANCHOR) [OPEN SMALL ONE LINE TEXT BOX]**

\_22 None of the above  **[Exclusive]**

**[HIDDEN PUNCH]**

**RANDOMLY ASSIGN CELL BASED ON LEAST FILL QUOTA**

**CELL**

**\_1 CELL 1**

**\_2 CELL 2**

Q6 Overall, how would you rate the webpage you just saw?

**ACROSS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Poor | Fair | Good | Very good | Excellent |

**PLEASE PROGRAM Q7 AND Q8 ON THE SAME PAGE**

**Q7**

What did you **like** about the webpage?

**[OPEN END]**

**Q8**

What, if anything, did you **dislike** about this webpage?

**[OPEN END]**

Q20. Please select all of the **women’s luxuryready to wear and outerwear brands** you have **seen or heard** of. Please include those brands you mentioned in the previous questions.

COACH

BURBERRY

LOUIS VUITTON

MAX MARA

GUCCI

None of the above

**[LOOP START]**

**PN ASK Q20 FOR THOSE SELECTED AT Q19, AND REPEAT FOR THE NUMBER OF BRANDS THEY SELECTED AT Q19 in SEPARATE SCREEN. RANDOMIZE THE QUESTION.**

Q21. Now, think about **[BRAND]**. Which of the words below would you most associate with **[BRAND]** and/or how wearing the brand would make you feel?

*Please select all that apply*

PN: INSERT BRAND BOLDED JUST ABOVE TABLE

|  |
| --- |
| 1. Superior |
| 1. Professional |
| 1. Cool |
| 1. Confident |
| 1. Smart |
| 1. Put-together |
| 1. Fashionable |
| 1. Unoriginal |
| 1. Fun |
| 1. Original |
| 1. None of the Above [EXLUSIVE AND ANCHOR] |

**[LOOP END]**

**Q9**

How would you rate each of the following videos that you watched? (Select one for each)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Poor | Fair | Good | Very good | Excellent | Not  applicable |

**DOWN:**

Nokona

Maxwell House

Martin Guitar

Lawn Chair USA

Middleton Made Knives**[SHOW TO CELL 2]**

Schutt Sports**[SHOW TO CELL 2]**

Q10 Why did you like these video(s)? (Select all that apply for each)

**ACROSS-RANDOMIZE, INSERT EPISODES “GOOD”. “VERY GOOD”, “EXCELLENT”:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Nokona | Maxwell House | Martin Guitar | Lawn Chair USA | Middleton Made Knives  **[SHOW TO CELL 2]** | Schutt Sports  **[SHOW TO CELL 2]** |

It was entertaining/fun to watch

It was creative

It held my interest from start to finish

It was high quality

It was original/different

Liked the business

Liked the owners/workers

Other (**ANCHOR)[INSERT OTHER SPECIFY TEXT BOX]**

**ASK IF CELL 2**

**Q11** Did you vote to select the 10th“Made Right Here” episode?

Yes

No

Q12 The page you just viewed had links/summaries of blog posts and articles on the bottom half of the homepage that you could click to read. Which of the following statements best describes how you feel about this content? (Select all that apply)

The links/summaries of blog posts and articles gave me a better understanding of what “Made Right Here” is all

about

I liked that I had the option to learn more about topics that are relevant to “Made Right Here”

I noticed the links/summaries of blog posts and articles but wasn’t interested in reading them

I noticed the links/summaries of blog posts and articles and clicked on some of them

I found the links/summaries of blog posts and articles distracting

I don’t recall seeing the links/summaries of blog posts and articles**[VALIDATE]**

Q13 How many people are living or staying at your current address? (Include yourself and any other adults or children who are currently living or staying at this address for at least two months)

**[Drop Down List]**

1

2

3

4

5

6

7

8

9

10

11

12+

Q14 Below is the list of brands which you’ve purchased **handbags** from. For each brand, please tell us how many **handbags** you purchased and how much you spent on **handbags** during the past year. If purchased overseas, please use the exchange rate at the time of purchase. Please include **handbags** you have purchased for yourself or as a gift**.**

|  |  |  |
| --- | --- | --- |
| BRAND | NUMBER OF BAGS PURCHASED HEADER | TOTAL SPENT HEADER |
| [BRAND1 FROM Q9] | (OPEN NUMERIC)  MIN=1, MAX=10 | (OPEN NUMERIC)  ALLOW RANGE: 1-99,999 |
| [BRAND2 FROM Q9] | (OPEN NUMERIC)  MIN=1, MAX=10 | (OPEN NUMERIC)  ALLOW RANGE: 1-99,999 |
| [ETC] | (OPEN NUMERIC)  MIN=1, MAX=10 | (OPEN NUMERIC)  ALLOW RANGE: 1-99,999 |

**TOAL RUNNING RUNNING**

Q15. Thinking about your favorite handbag, please select **up to five** attributes you value most in this handbag.Among those attributes selected, please select the top attribute you value most in this handbag.

TOP:

Attributes

Main (Choose 1)

SIDE

High Quality

Durable

Versatile

Comfortable

Practical

Good Value

Affordable

On-Trend

Well-Designed

Unique

Q16 Please indicate the likelihood that you will purchase a **women’s HANDBAG or ACCESSORY** from this **brand** in the **next 12 months** in **your home country**.

**SIDE (both side)**

Gucci

Kumkang

DAKS

Lovcat

Longchamp

Louis Vuitton

Louis Quatorze

Michael Kors

Metrocity

**SIDE:**

Definitely Will

Probably Will

Might or Might Not

Probably Will Not

Definitely Will Not

Example of format Q26L:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Definitely Will | Probably Will | Might or Might Not | Probably Will Not | Definitely Will Not |  |
| Gucci |  |  |  |  |  | Gucci |
| Kumkang |  |  |  |  |  | Kumkang |
| DAKS |  |  |  |  |  | DAKS |
| Lovcat |  |  |  |  |  | Lovcat |
| Longchamp |  |  |  |  |  | Longchamp |

Q17. When considering a women's **HANDBAG** purchase, which of the follow channels have you visited or shopped at within the last 12 months and how frequently have you visited these channels?Even if you haven’t made a purchase, but if you visited the channel with intention of browsing or purchasing handbags, please count that visit in.

**CHANNEL LIST:**

Free-standing Brand Store

Department Store e.g. Shinsegae, Lotte, Hyundai

Mart e.g. Home Plus, Lotte Mart, New Core

Outlet Store e.g. Yeoju Premium Outlets, Paju Premium Outlets

Travel or Duty Free

Overseas store (e.g. brand store, department store, factory outlet)

**SHOW DROPDOWN TO THE RIGHT FOR EACH CHANNEL:**

Once a week or more often

Once a month or more often

Every other month or more often

2-5 times a year

Once a year

Never visited

Example Q16 format:

|  |  |
| --- | --- |
| CHANNEL  HEADER | VISIT FREQUENCY IN 12 MONTHS  HEADER |
| Free-standing Brand Store | Drop Down |
| Department Store e.g. Shinsegae, Lotte, Hyundai | Drop Down |
| Mart e.g. Home Plus, Lotte Mart, New Core | Drop Down |

Q22 How would you rate each of the following videos that you watched? (Select one for each)

**SCALES IN DOWN SIDE (ROWS)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Poor | Fair | Good | Very good | Excellent |  |

**CATEGORIES AS BANNER (TOP)**

Stern Pinball

Imogene + Willie

Cause and Effect

Nokona

Maxwell House

Martin Guitar

Lawn Chair USA

Middleton Made Knives

Example of format Q22:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Stern Pinball | Imogene + Willie | Cause and Effect | Nokona |
| Poor |  |  |  |  |
| Fair |  |  |  |  |
| Good |  |  |  |  |
| Very Good |  |  |  |  |
| Excellent |  |  |  |  |

Q18 How would you rate each of the following videos that you watched? (Select one for each)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Poor | Fair | Good | Very good | Excellent | WWhy you that? |

**DOWN:**

Stern Pinball

Imogene + Willie

Cause and Effect

Nokona

Maxwell House

Example of format Q17:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Poor | Fair | Good | Very good | Excellent | Why you that? |
| Stern Pinball |  |  |  |  |  | TEXT BOX |
| Imogene + Willie |  |  |  |  |  | TEXT BOX |
| Cause and Effect |  |  |  |  |  | TEXT BOX |
| ETC., |  |  |  |  |  | TEXT BOX |

Q19 How would you rate each of the following videos that you watched? (Select one for each)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Poor | Fair | Good | Very good | Excellent | WWhy you that? |

**DOWN:**

Stern Pinball

Imogene + Willie

Cause and Effect

Nokona

Maxwell House

Example of format Q18:

|  |  |  |
| --- | --- | --- |
|  | Rate | Why you that? |
| Stern Pinball | Drop down | TEXT BOX |
| Imogene + Willie | Drop down | TEXT BOX |
| Cause and Effect | Drop down | TEXT BOX |
| ETC., | Drop down | TEXT BOX |