

QUESTIONS

RESPONSES 79

Section 1 of 3



Fashion Survey Questions

Hello, our names are Marissa Armstrong and Diana Gomez and we are 4th year Japanese Language & Culture majors at California State University of Monterey Bay. We are conducting a survey for our Capstone project regarding Japanese and American fashion, and we would appreciate it if you could please answer these questions with complete honesty. All submissions will remain confidential and will only be used for our Capstone.

As a preface, Merriam-Webster dictionary defines "trendsetters" as being "someone who starts a new fashion, style, etc., or helps to make it popular." In other words, they are individuals whose personal style represents what is not currently mainstream but will be eventually.

1. What is your gender? (For equal representation purposes) *

- Male
- Female
- Other...

2. How old are you? (For equal representation purposes) *

- 17-20
- 21-24
- 25-28
- Other...

3. What year of college are you in? *



- 2nd year
- 3rd year
- 4th year
- Other...

4. What is your current work status? *

- Full time (more than or equal to 35hrs/week)
- Part time (less than or equal to 34hrs/week)
- Not working
- Other...

5. How would you characterize the city in which you live? *

- Urban (high population density)
- Suburban (residential area)
- Rural (sparsely populated)
- Other...

After section 1 [Continue to next section](#)

Section 2 of 3



How do Japanese and American university students use their style to represent their identity?



6. At what age did you begin to develop your own style (e.g. deciding what type of clothing/brands you like)? *

- 8-11 (elementary school)
- 12-15 (middle school)
- 15-18 (high school)
- 18-21 (college or other)
- 21-24 (college or other)
- Other...

7. About how much do you estimate that you spend on clothing in a year? *

- \$0-300
- \$301-600
- \$601-900
- \$901-1200
- \$1201-1500
- \$1500+

8. Which of the following words most closely represents your clothing taste? (choose ONE) *

- Stylish
- Comfortable
- Sporty
- Conservative



- Glamorous
- Smart
- Chic
- Sophisticated
- Minimalist
- Baggy
- Fitted
- Vintage
- Street-fashion
- Other...

9. What image do you want to project with your clothing for these occasions? *

Row 1. Work

Column 1. Confident

Row 2. Date

Column 2. Friendly

Row 3. School club activity

Column 3. Outgoing

Row 4. Family dinner

Column 4. Creative

Row 5. School/classes

Column 5. Feminine

Row 6. Hanging out with friends

Column 6. Masculine

Column 7. Comfortable

Column 8. None of these

10. How significant are brands and labels to your own personal identity (e.g. Nike, Forever 21, H&M, etc.)? *



