

Survey Questions – FSU Alumni Focused

The Florida State University Office of Trademark Licensing wants to hear from female alumni and fans about their preferences when it comes to FSU branded apparel.

There are no right or wrong answers, we only want your honest opinion.

1. Do you prefer FSU logos or FSU lettering?

1. Logos (Seminole head, spear, helmet, etc.)
2. Verbiage Only (ex: text “FSU”, “Seminoles”, “Noles”, etc.)

2. What is your favorite FSU logo? (show examples of each logo)

- a. Seminole head
- b. FSU
- c. Spear
- d. Spearhead
- e. Interlocking FS
- f. Unconquered Statue
- g. State of Florida outline with “STATE” inside.
- h. Vintage Seminole Head

3. What verbiage do you prefer on apparel? (Please select your top 3 choices.)

- a. Florida State University
- b. Florida State
- c. FSU
- d. Seminoles
- e. Noles
- f. Unconquered
- g. Fear the Spear
- h. State
- i. DOAK
- j. Tally
- k. Other (please specify)

4. Please select your favorite application of FSU marks on the garments below. (Please only select based on the application of FSU marks/verbiage and not based on your garment preference.)

Option 1



Option 2



Option 3



5. **What colors do you prefer when wearing FSU apparel? (Drag to rank in terms of preference with 1 being your favorite and 6 being your least favorite.)**
- Garnet
 - Gold
 - White
 - Black
 - Grey
 - Fashion Colors (pink, green, teal, etc.)
6. **When attending a sporting event at FSU, my outfit is: (Please select the best option.)**
- A FSU branded item that I purchased at a retail store location.
 - A FSU branded item that I purchased through an online store (shop.seminoles.com, shopfsu.com, garnetandgold.com, etc.)
 - Apparel that is garnet and/or gold only (with no FSU marks).
 - I only accessorize with FSU branded items (and do not wear apparel with FSU logos/verbiage)
 - Other: FILL IN THE BLANK
7. **What describes your attitude towards FSU women's apparel?**
- I feel like there are endless options for me to choose from.
 - I want to wear FSU apparel but do not always find what I am looking for.
 - I don't wear FSU apparel, but would be interested in accessorizing with jewelry, scarves, bags, and other FSU items.
 - I have a hard time finding women's apparel that I like the style of.
 - I have a hard time finding women's apparel that fits me properly.
 - I prefer to purchase men's items instead of women's fit items.
 - I don't wear FSU apparel and am not interested in FSU product in general.
 - OTHER: OPEN ENDED
8. **Which of the following factor/factors most influence your decision to buy FSU apparel? Please select all that apply. (Randomize)**
- Price
 - Fit
 - Brand
 - Color
 - Quality
 - Design/Trend
9. **In a typical week, how many days do you wear FSU apparel (with logos or FSU verbiage)?**
- One day
 - 2-3 days
 - 3-4 days
 - 5+ days
 - Occasionally/Special Occasions
 - Never

10. Where/when do you wear FSU apparel and merchandise? Please select all that apply. (Randomize)

- a. To an FSU game
- b. When I'm running errands
- c. When I'm exercising
- d. When I'm sleeping
- e. When I go out to eat
- f. At any sporting event
- g. When I go out with girlfriends
- h. Other (please specify)

11. When was the last time you bought FSU apparel?

- a. Within the last week
- b. Within the last month
- c. Within the last 6 months
- d. Within the last year
- e. More than a year ago
- f. Never

12. When shopping in Tallahassee for FSU logoed merchandise, where do you shop? Please select all that apply. (Randomize)

- a. FSU Bookstore
- b. Bill's Bookstore
- c. Seminole Sportshop
- d. Garnet & Gold
- e. Trending Now
- f. Alumni Hall
- g. Barefoot Campus Outfitter
- h. Boutiques (Loli and the Bean, Sparkle by Madison, Rebels Midtown Boutique, Silver Lining Boutique, etc.)
- i. Sporting Goods Retailer (Dick's Sporting Goods, Academy)
- j. Mass Retailer (Target, Walmart, Costco)
- k. Department Store
- l. Other (please specify)

13. How do you learn about the latest FSU apparel that is in store?

- a. Word of mouth
- b. Retailer emails
- c. Retailer social media channels (Instagram, Twitter, Snapchat, Facebook)
- d. Athletics Social Media Channels
- e. Other (OPEN)

14. Please describe your favorite FSU branded apparel item that you own. Please be specific as possible (cut, color, brand, logo application, etc.) (OPEN ENDED)

15. Is there an item that you cannot find FSU branded, that you want to purchase? (OPEN ENDED)

Finally, just for clarification purposes:

16. What is your age?

- a. 18-24
- b. 25-34
- c. 35-44
- d. 45-54
- e. 55-64
- f. 65+
- g. Prefer Not to Answer

17. What is your gender?

- a. Male
- b. Female

18. What is your ethnicity?

- a. African American
- b. Asian
- c. Caucasian
- d. Hispanic
- e. Native American
- f. Other Ethnicity
- g. Pacific Islander
- h. Prefer Not to Answer

19. What is your annual household income?

- a. Less than \$25,000
- b. \$25,000 - \$34,999
- c. \$35,000 - \$49,000
- d. \$50,000 - \$74,999
- e. \$75,000 - \$99,999
- f. \$100,000 - \$149,999
- g. \$150,000 or more

20. What is your zip code?