

Florida State Women's Apparel Survey – Female Student Focused

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

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

As a thank you for taking the time to share your feedback, at the end of the survey you will receive a 20% off single use coupon code to use at either Garnet & Gold or Trending Now.

Go Noles!

1. Are you currently a female student at Florida State?

1. Yes
2. No

2. Do you prefer FSU logos or FSU lettering?

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

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

1. Seminole head
2. Spear or Spearhead
3. Interlocking FS
4. Unconquered Statue
5. State of Florida outline with "STATE" inside.
6. Vintage Seminole Head
7. I prefer words instead of logos.

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

1. Florida State University
2. Florida State
3. FSU
4. Seminoles
5. Noles
6. Unconquered
7. Fear the Spear
8. State
9. State Ball
10. DOAK
11. Tally
12. Other (please specify)

5. **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



6. **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.)

1. Garnet
2. Gold
3. White
4. Black
5. Grey
6. Fashion Colors (pink, green, teal, etc.)

7. **My go-to gameday outfit is:**

1. A FSU branded item that I purchased at a local store
2. A FSU branded item that I purchased, but then cut/customize it.
3. Apparel that is garnet and/or gold only (with no FSU marks).
4. Other: FILL IN THE BLANK

8. **What describes your attitude towards FSU women's apparel?**

1. I feel like there are endless options for me to choose from.
2. I want to wear FSU apparel but do not always find what I am looking for.
3. I don't wear FSU apparel, but would be interested in accessorizing with jewelry, scarves, bags, and other FSU items.
4. I have a hard time finding women's apparel that I like the style of.
5. I have a hard time finding women's apparel that fits me properly.
6. I prefer to purchase men's items instead of women's fit items.
7. I don't wear FSU apparel and am not interested in FSU product in general.
8. OTHER: OPEN ENDED

- 9. Which of the following factor/factors most influence your decision to buy FSU apparel? Please select all that apply. (Randomize)**
1. Price
 2. Fit
 3. Brand
 4. Color
 5. Quality
 6. Design/Trend
- 10. In a typical week, how many days do you wear FSU apparel (with logos or FSU verbiage)?**
- a. One day
 - b. 2-3 days
 - c. 3-4 days
 - d. 5+ days
 - e. Occasionally/Special Occasions
 - f. Never
- 11. 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 go over to a friend's house to hang out
 - d. When I'm exercising
 - e. When I'm sleeping
 - f. When I go out to eat
 - g. At any sporting event
 - h. In class
 - i. When I go out for a night on the town
 - j. Other (please specify)
- 12. When was the last time you bought FSU apparel?**
1. Within the last week
 2. Within the last month
 3. Within the last 6 months
 4. Within the last year
 5. More than a year ago
 6. Never
- 13. 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)

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

1. Word of mouth
2. Retailer emails
3. Retailer social media channels (Instagram, Twitter, Snapchat, Facebook)
4. Athletics Social Media Channels
5. Other (OPEN)

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

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

The next set of questions are about your apparel purchasing behaviors in general, and are not specific to FSU branded merchandise.

MATRIX TABLE – Strongly Agree to Strongly Disagree

- I am an impulse buyer...(Strongly Agree – Strongly Disagree)
- I buy something based on the price (Strongly Agree – Strongly Disagree)
- I shop for coordinated outfits (Strongly Agree – Strongly Disagree)
- I plan my outfits out in advance (Strongly Agree – Strongly Disagree)

1. What is your favorite clothing brand?

2. Do you prefer to shop/browse online or in store?

- a. In-Store
- b. Online

3. Do you prefer to purchase the majority of your clothing online or in store?

- a. In-Store
- b. Online

4. Would you consider yourself a trend setter or a trend follower?

- a. Trend Setter
- b. Trend Follower

5. Where do you find your outfit inspiration?

- a. Social Media
- b. Influencers
- c. Blogs
- d. Friends
- e. Retailer Websites
- f. Other

6. Please rank the following factors in order of importance to your in-store shopping experience. (1 is the most important and 6 is the least important.)

- a. promo/sales
- b. ease of returns
- c. selection of items
- d. customer service
- e. aesthetic of store

- f. trying on product

7. How do you normally wear your shirts?

- a. Slim Cut
- b. True-to-Fit
- c. Oversized

8. What is your preferred social media channel? (Rank in terms of frequency of use.)

- a. Instagram
- b. Twitter
- c. Snapchat
- d. Facebook