



Ask Your **Target Market**.com

Survey: "Shoes and the Holiday Season" Total statistics

Order details:

Responses: 451 / 450 fulfilled

Ordered: October 07 2010

Completed: October 08 2010

DoubleChecked: No

Price: 146 credits

Target Market:

Gender: Females only

Age Range: 18 - 54 years old

Income: \$0 to \$100k

Ethnicity/Race: All

Education: All

Employment: All

Career: All

Relationship: All

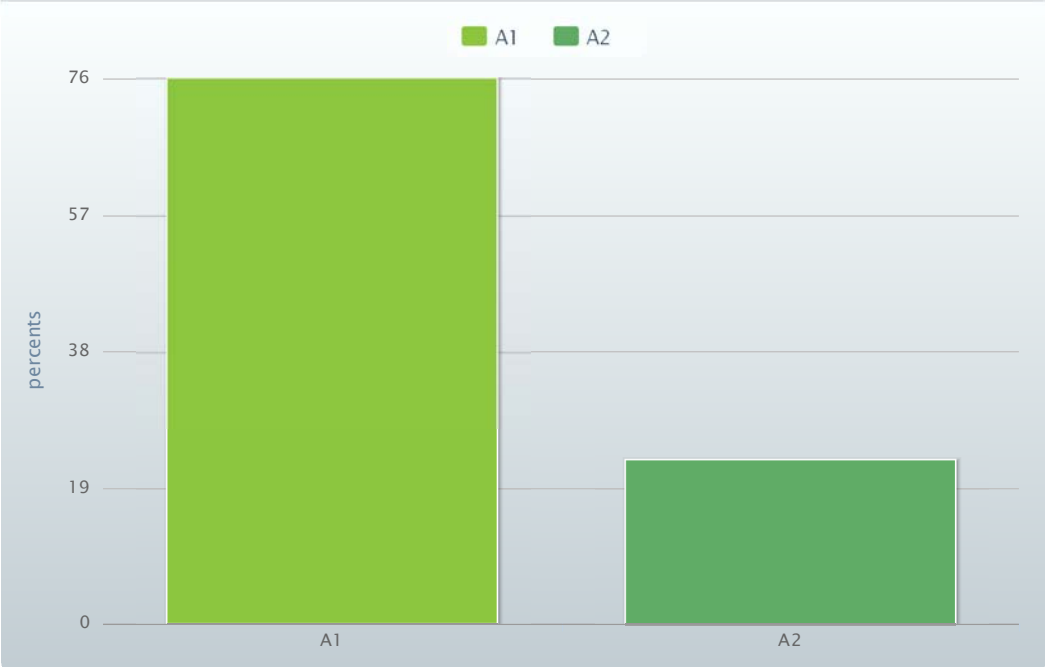
Locations: All

Thanks for your business



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Q1: Would you be happy if you were given shoes as a gift this holiday season?

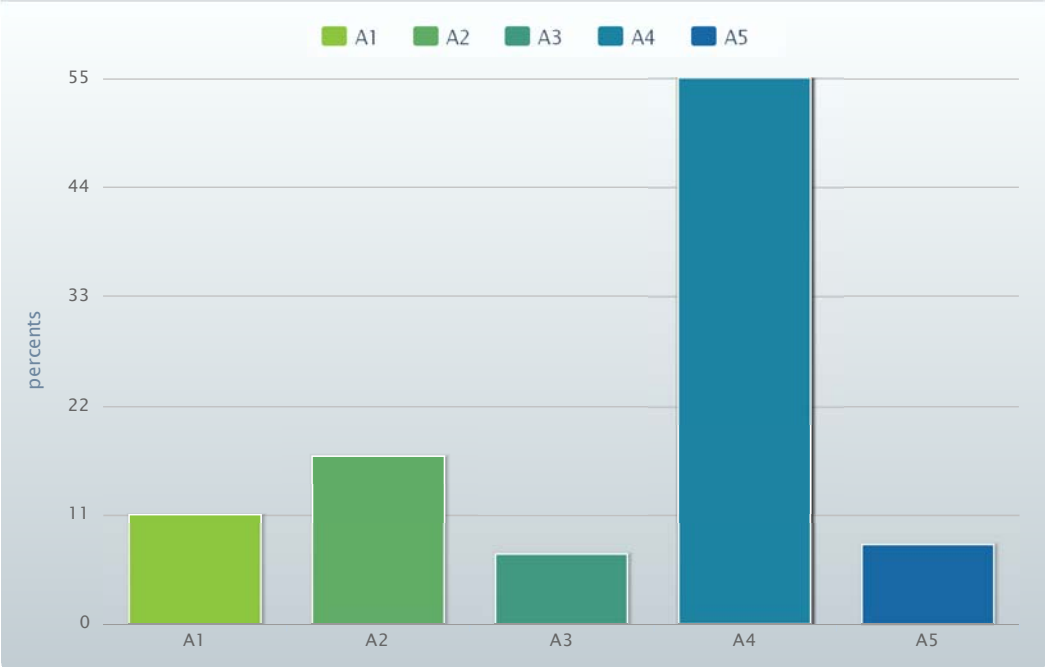


Answer	Responses (451 total)
A1: Yes	2 (page 3) 76.5% (345)
A2: No	3 (page 4) 23.5% (106)



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Q2: What style of shoes would you most like receive?



Answer	Responses (345 total)
A1: Pumps	11.6% (40)
A2: Sandals	17.7% (61)
A3: Wedges	7.2% (25)
A4: Boots	55.1% (190)
A5: Designer Heels	8.4% (29)



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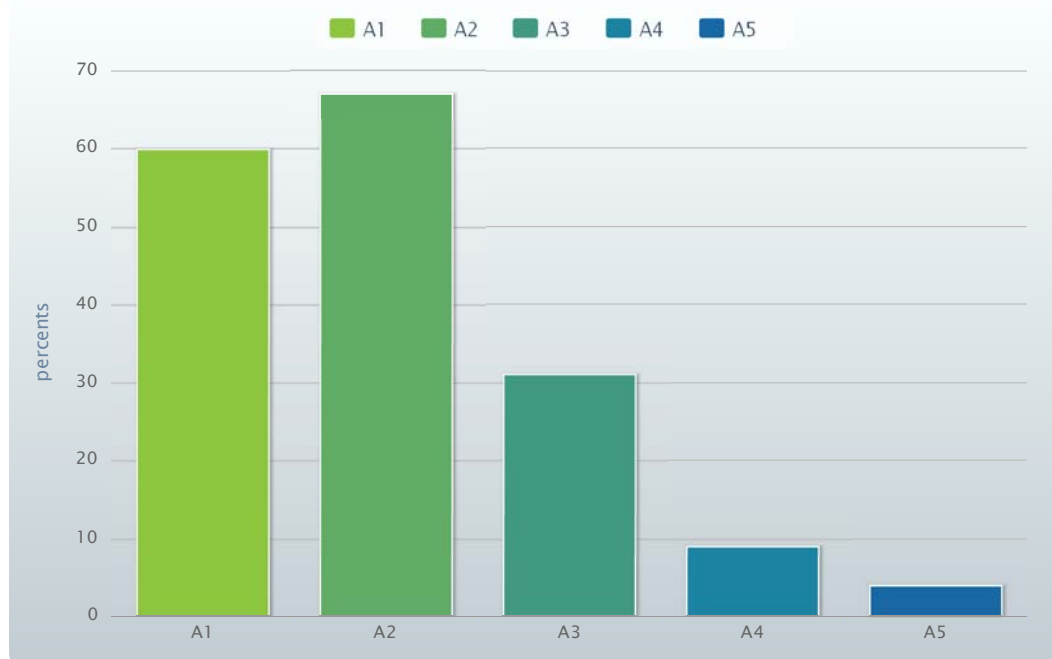


Answer	Responses (451 total)
A1: Yes	45.5% (205)
A2: No	54.5% (246)



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Q4: At which of the following locations will you shop?



Answer	Responses (205 total)
A1: Independent retail shoe store	60.5% (124)
A2: Local outlet of a chain shoe store (DSW, Famous Footwear, etc.)	67.3% (138)
A3: Online shoe retailer (www.Zappos.com, www.Shoebuy.com, etc.)	31.7% (65)
A4: Online auction site (www.ebay.com, www.IfTheShoeDoesntFit.com, etc.)	9.3% (19)
A5: Online classifieds (www.craigslist.com, www.oodle.com, etc)	4.9% (10)



Ask Your **Target Market**.com

Survey: "Shoes and the Holiday Season" **Age statistics**

Order details:

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Price: 146 credits

Target Market:

Gender: Females only

Age Range: 18 - 54 years old

Income: \$0 to \$100k

Ethnicity/Race: All

Education: All

Employment: All

Career: All

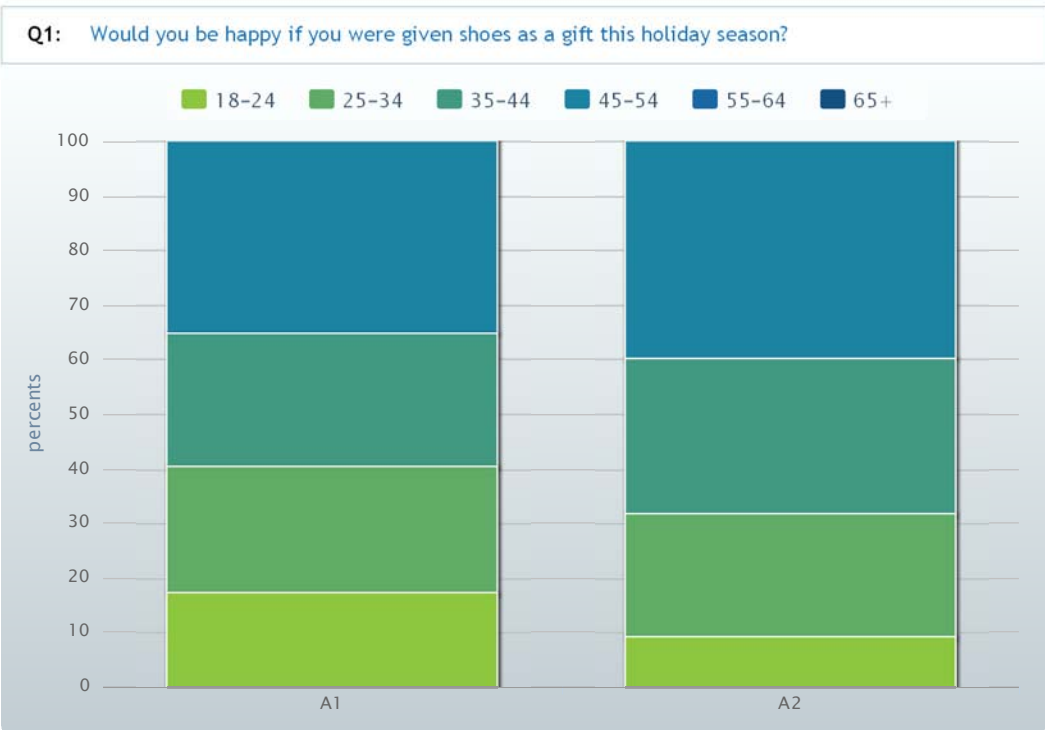
Relationship: All

Locations: All

Thanks for your business



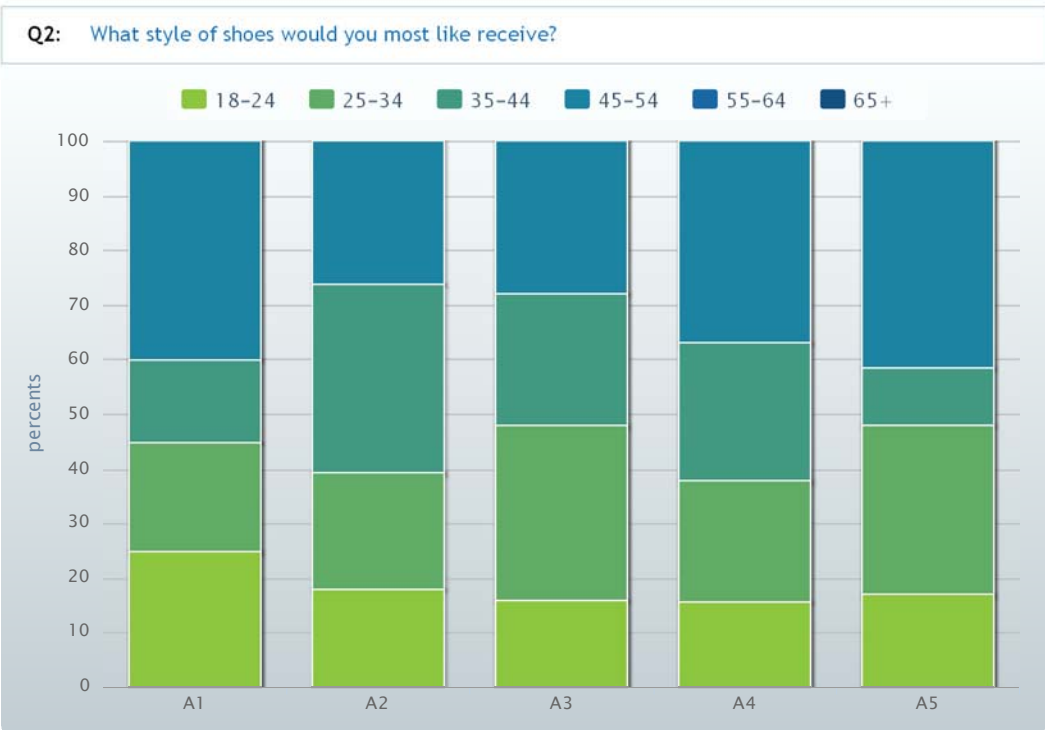
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 Price: 146 credits



Answer		Responses (451 total)	
A1: Yes		2 (page 3)	76.5% (345)
Age	Resp.	%	
18-24	60	17.4	
25-34	80	23.2	
35-44	84	24.3	
45-54	121	35.1	
55-64	0	0.0	
65+	0	0.0	
A2: No		3 (page 4)	23.5% (106)
Age	Resp.	%	
18-24	10	9.4	
25-34	24	22.6	
35-44	30	28.3	
45-54	42	39.6	
55-64	0	0.0	
65+	0	0.0	



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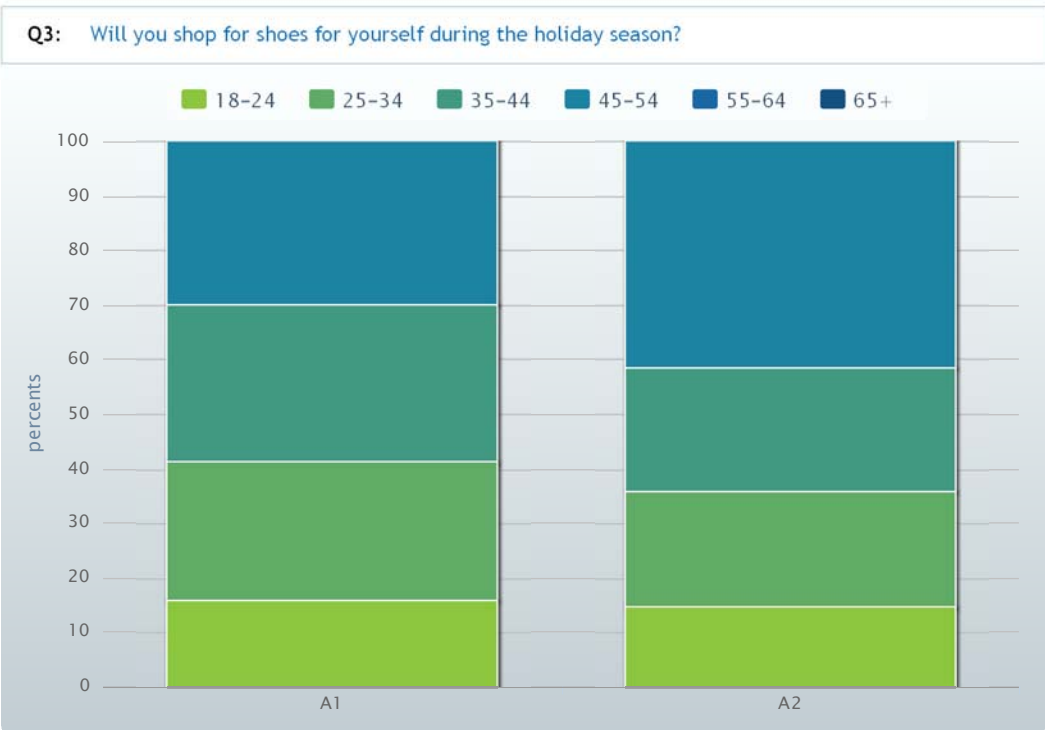


Answer		Responses (345 total)
A1: Pumps		11.6% (40)
Age	Resp.	%
18-24	10	25.0
25-34	8	20.0
35-44	6	15.0
45-54	16	40.0
55-64	0	0.0
65+	0	0.0
A2: Sandals		17.7% (61)
Age	Resp.	%
18-24	11	18.0
25-34	13	21.3
35-44	21	34.4
45-54	16	26.2
55-64	0	0.0
65+	0	0.0
A3: Wedges		7.2% (25)
Age	Resp.	%
18-24	4	16.0
25-34	8	32.0
35-44	6	24.0
45-54	7	28.0
55-64	0	0.0
65+	0	0.0
A4: Boots		55.1% (190)
Age	Resp.	%
18-24	30	15.8
25-34	42	22.1
35-44	48	25.3
45-54	70	36.8

Age	Resp.	%
55-64	0	0.0
65+	0	0.0
A5: Designer Heels		8.4% (29)
Age	Resp.	%
18-24	5	17.2
25-34	9	31.0
35-44	3	10.3
45-54	12	41.4
55-64	0	0.0
65+	0	0.0



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Answer		Responses (451 total)	
A1: Yes		45.5% (205)	
Age	Resp.	%	
18-24	33	16.1	
25-34	52	25.4	
35-44	59	28.8	
45-54	61	29.8	
55-64	0	0.0	
65+	0	0.0	
A2: No		54.5% (246)	
		EXIT	
Age	Resp.	%	
18-24	37	15.0	
25-34	52	21.1	
35-44	55	22.4	
45-54	102	41.5	
55-64	0	0.0	
65+	0	0.0	



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Answer		Responses (205 total)
A1: Independent retail shoe store		60.5% (124)
Age	Resp.	%
18-24	20	16.1
25-34	37	29.8
35-44	33	26.6
45-54	34	27.4
55-64	0	0.0
65+	0	0.0
A2: Local outlet of a chain shoe store (DSW, Famous Footwear, etc.)		67.3% (138)
Age	Resp.	%
18-24	25	18.1
25-34	38	27.5
35-44	42	30.4
45-54	33	23.9
55-64	0	0.0
65+	0	0.0
A3: Online shoe retailer (www.Zappos.com, www.Shoebuy.com, etc.)		31.7% (65)
Age	Resp.	%
18-24	14	21.5
25-34	15	23.1
35-44	17	26.2
45-54	19	29.2
55-64	0	0.0
65+	0	0.0
A4: Online auction site (www.ebay.com, www.IfTheShoeDoesntFit.com, etc.)		9.3% (19)
Age	Resp.	%
18-24	4	21.1
25-34	3	15.8
35-44	7	36.8
45-54	5	26.3

Age	Resp.	%
55-64	0	0.0
65+	0	0.0
A5: Online classifieds (www.craigslist.com, www.oodle.com, etc)		4.9% (10)
Age	Resp.	%
18-24	4	40.0
25-34	2	20.0
35-44	2	20.0
45-54	2	20.0
55-64	0	0.0
65+	0	0.0



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Survey: "Shoes and the Holiday Season" **Income statistics**

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Price: 146 credits

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Gender: Females only

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Ethnicity/Race: All

Education: All

Employment: All

Career: All

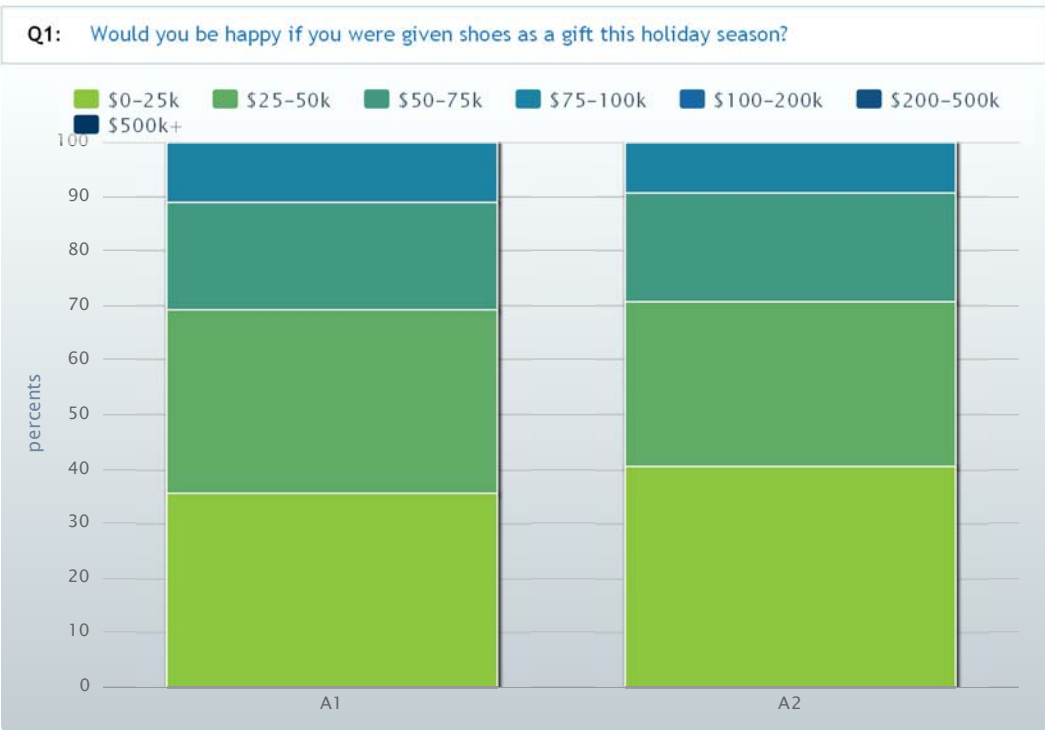
Relationship: All

Locations: All

Thanks for your business



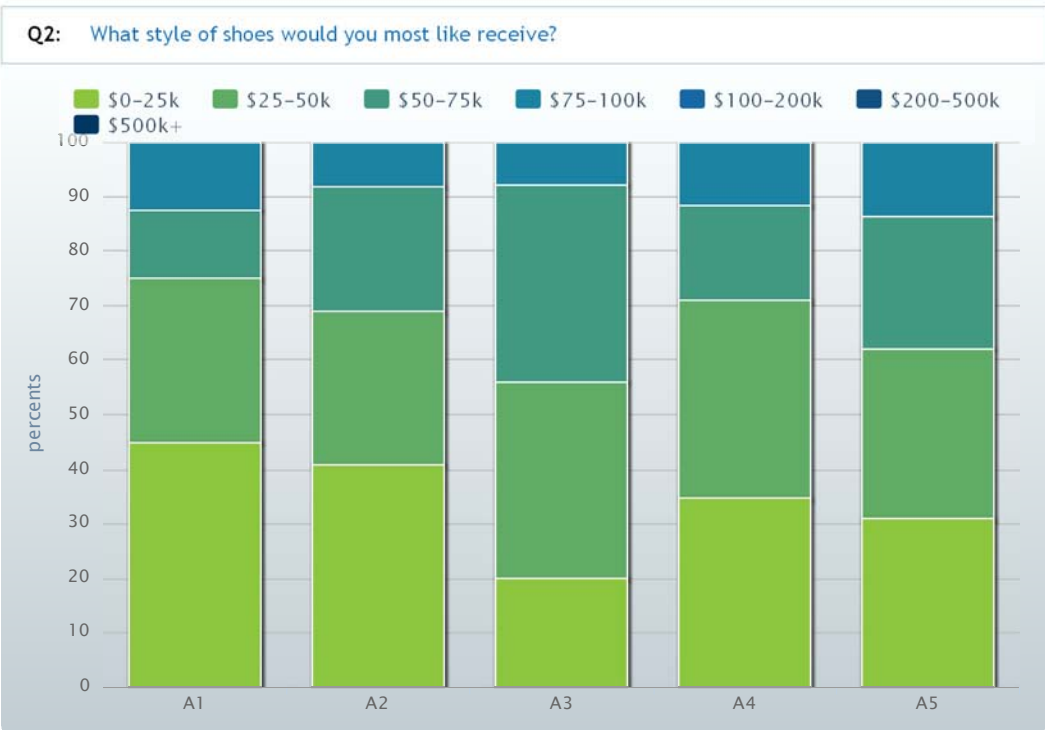
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Answer	Responses (451 total)	
A1: Yes	2 (page 3)	76.5% (345)
Income	Resp.	%
\$0 - \$25,000	123	35.7
\$25,000 - \$50,000	116	33.6
\$50,000 - \$75,000	68	19.7
\$75,000 - \$100,000	38	11.0
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0
A2: No	3 (page 4)	23.5% (106)
Income	Resp.	%
\$0 - \$25,000	43	40.6
\$25,000 - \$50,000	32	30.2
\$50,000 - \$75,000	21	19.8
\$75,000 - \$100,000	10	9.4
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0



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Answer		Responses (345 total)
A1: Pumps		11.6% (40)
Income	Resp.	%
\$0 - \$25,000	18	45.0
\$25,000 - \$50,000	12	30.0
\$50,000 - \$75,000	5	12.5
\$75,000 - \$100,000	5	12.5
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0
A2: Sandals		17.7% (61)
Income	Resp.	%
\$0 - \$25,000	25	41.0
\$25,000 - \$50,000	17	27.9
\$50,000 - \$75,000	14	23.0
\$75,000 - \$100,000	5	8.2
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0
A3: Wedges		7.2% (25)
Income	Resp.	%
\$0 - \$25,000	5	20.0
\$25,000 - \$50,000	9	36.0
\$50,000 - \$75,000	9	36.0
\$75,000 - \$100,000	2	8.0
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0
A4: Boots		55.1% (190)
Income	Resp.	%
\$0 - \$25,000	66	34.7

Income	Resp.	%
\$25,000 - \$50,000	69	36.3
\$50,000 - \$75,000	33	17.4
\$75,000 - \$100,000	22	11.6
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0
A5: Designer Heels		8.4% (29)
Income	Resp.	%
\$0 - \$25,000	9	31.0
\$25,000 - \$50,000	9	31.0
\$50,000 - \$75,000	7	24.1
\$75,000 - \$100,000	4	13.8
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0

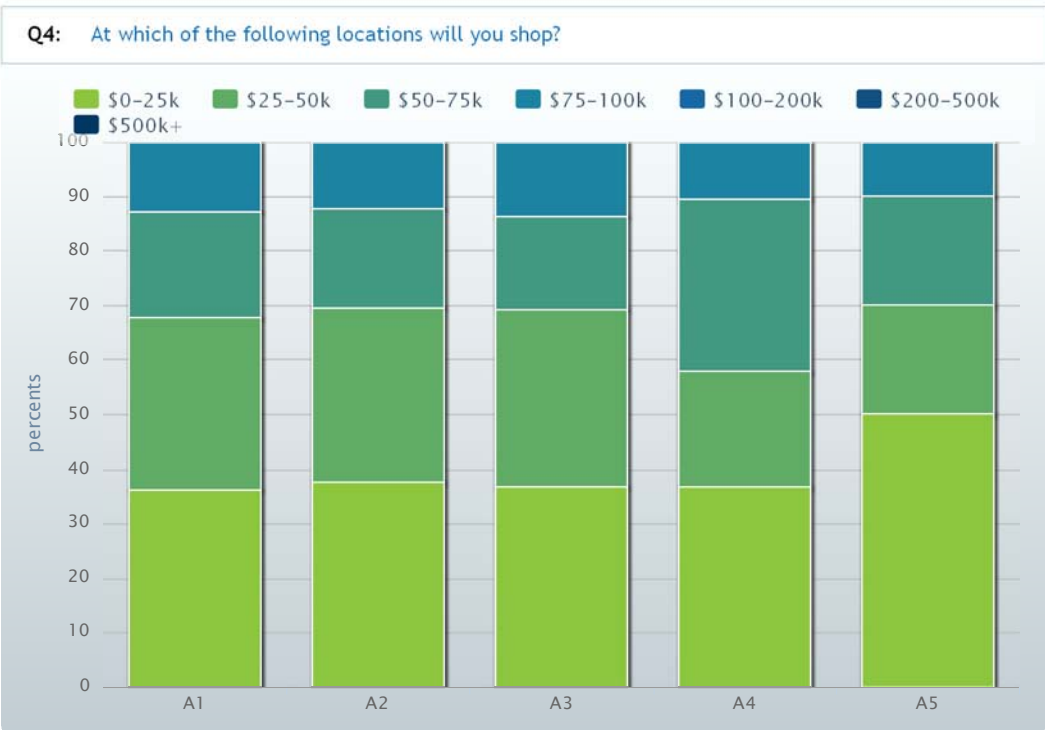


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Answer		Responses (451 total)
A1: Yes		45.5% (205)
Income	Resp.	%
\$0 - \$25,000	73	35.6
\$25,000 - \$50,000	70	34.1
\$50,000 - \$75,000	38	18.5
\$75,000 - \$100,000	24	11.7
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0
A2: No		54.5% (246)
		EXIT
Income	Resp.	%
\$0 - \$25,000	93	37.8
\$25,000 - \$50,000	78	31.7
\$50,000 - \$75,000	51	20.7
\$75,000 - \$100,000	24	9.8
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0

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Answer	Responses (205 total)	
A1: Independent retail shoe store	60.5% (124)	
Income	Resp.	%
\$0 - \$25,000	45	36.3
\$25,000 - \$50,000	39	31.5
\$50,000 - \$75,000	24	19.4
\$75,000 - \$100,000	16	12.9
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0
A2: Local outlet of a chain shoe store (DSW, Famous Footwear, etc.)	67.3% (138)	
Income	Resp.	%
\$0 - \$25,000	52	37.7
\$25,000 - \$50,000	44	31.9
\$50,000 - \$75,000	25	18.1
\$75,000 - \$100,000	17	12.3
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0
A3: Online shoe retailer (www.Zappos.com, www.Shoebuy.com, etc.)	31.7% (65)	
Income	Resp.	%
\$0 - \$25,000	24	36.9
\$25,000 - \$50,000	21	32.3
\$50,000 - \$75,000	11	16.9
\$75,000 - \$100,000	9	13.8
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0
A4: Online auction site (www.ebay.com, www.IfTheShoeDoesntFit.com, etc.)	9.3% (19)	
Income	Resp.	%
\$0 - \$25,000	7	36.8

Income	Resp.	%
\$25,000 - \$50,000	4	21.1
\$50,000 - \$75,000	6	31.6
\$75,000 - \$100,000	2	10.5
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0
A5: Online classifieds (www.craigslist.com, www.oodle.com, etc)		4.9% (10)
Income	Resp.	%
\$0 - \$25,000	5	50.0
\$25,000 - \$50,000	2	20.0
\$50,000 - \$75,000	2	20.0
\$75,000 - \$100,000	1	10.0
\$100,000 - \$200,000	0	0.0
\$200,000 - \$500,000	0	0.0
>\$500,000	0	0.0