

BUHI SUPPLY CO:

SURVEY CREATION

Introduction:

Thank you for agreeing to participate in the luggage preference survey. This survey is sponsored by a major accessories company interested in developing a new line of luggage. Results from this survey will be used to gain an understanding of luggage usages and preferences. The survey should take no more than five minutes to complete. All answers will be kept confidential. The deadline for completing the survey is one week from today.

Brand Read and Comparison:

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Feature Ratings:

Feature	Rank					
	1 Not at all enticing	2	3	4	5 Very enticing	Unsure
Unbreakable shell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polycarbonate hard shell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aluminum alloy hard shell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TSA-approved locks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muted color palette (dark blue, grays, and tans)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modern color palette (vibrant yellow, electric blue, orange, red, black, and white)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ergonomic handle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spinner wheels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear compartments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lightweight (under 7 pounds)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antimicrobial interior fabric	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portable charging station with two USB ports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Built-in laptop table	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GPS locator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
App notification when suitcase is opened	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Open Ended Questions:

- "What other features not listed would entice you to consider a luggage brand?"
- "What does 'luggage inspired by global designs' mean to you?"

Purchase Intent and Pricing:

- How much would you expect to pay for a large, lightweight suitcase in a muted color palette?
- How much would you expect to pay for a large suitcase in a modern color palette with a polycarbonate hard shell?
- Rank your interest in purchasing various luggage products.

Demographics:

- What is your age?
- What is your gender?
- What is your ethnicity?
- What is your income before taxes?
- What is your marital status?
- How many long-range trips do you take per year?
- From which region of the United States are you?
- How much do you spend per year on business travel (both reimbursed and not reimbursed)?