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Report details for the Event - Sports and Leisure Expo 2023 21/12/2023

Sports and Leisure Expo 2023 21/12/2023 - Admin Template 21/12/2023

Market Research Survey

Question	Answer
<i>Event Name</i>	Sports and Leisure Expo 2023
<i>Date & Time</i>	02/12/2023
<i>Note</i>	Please take a few minutes to tell us about you and your preferences
<i>What is your gender?</i>	Male
<i>What is your age range?</i>	25-34
<i>What is your marital status?</i>	Single
<i>What is your annual income range?</i>	Prefer not to answer
<i>What is your employment status?</i>	Employed part-time
<i>What is the highest level of education you have completed?</i>	Secondary education
<i>Note</i>	For the next 2 questions below 1 denotes not often through to 10 extremely often

Question	Answer
<i>How often do you exercise?</i>	4
<i>How often do you use sportswear products?</i>	6
<i>When did you last buy sportswear?</i>	Between 1 and 6 months ago
<i>Which of the followings would describe your purpose to buy sportswear?</i>	Outdoor Fashion
<i>Where do you usually buy your sportswear from?</i>	Retail Shop
<i>What is your preferred design for sportswear?</i>	Bold colours and design (eg neon)
<i>Which of the followings would influence your decision to buy a certain brand?</i>	Quality
<i>Note</i>	For the preferences below 1 is least important through to 5 most important
<i>Water resistance</i>	4
<i>Cooling</i>	3
<i>Anti bacteria</i>	1
<i>Anti odour</i>	1
<i>Soft and smooth material</i>	4
<i>Elasticity</i>	3

Question	Answer
<i>Endurance</i>	5
<i>If Oracle was a person, how would you describe it?</i>	Funny, Successful, Outdoorsy, Daring
<i>If other please explain</i>	No comment
<i>Note</i>	For the question below 1 is least interested through to 10 very interested
<i>How interested are you in buying Oracle Sportswear?</i>	8
<i>What are your other interests? (Select all that apply)</i>	Arts and Entertainment, Online communities, Motorsports, Business and Industrial, Internet
<i>Note</i>	Thank you for completing this survey