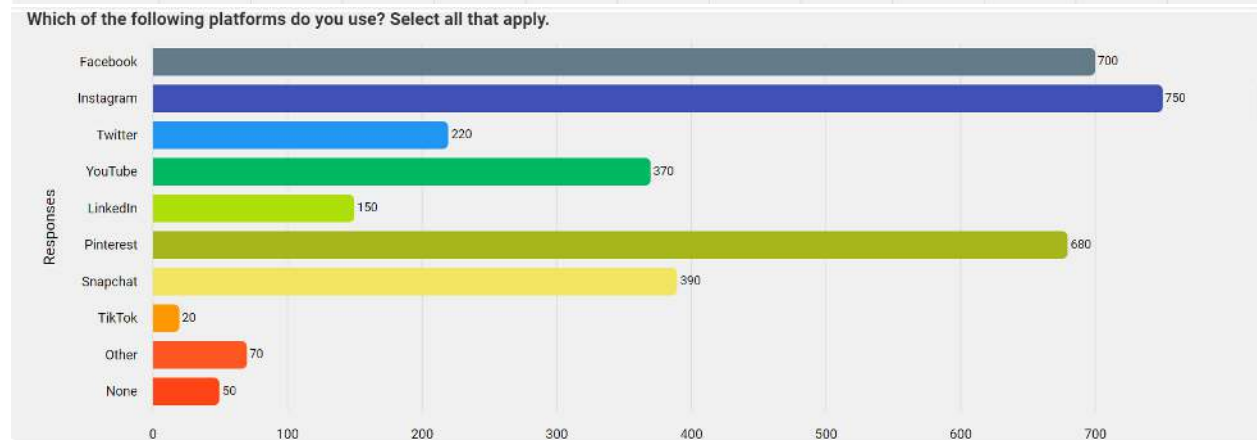
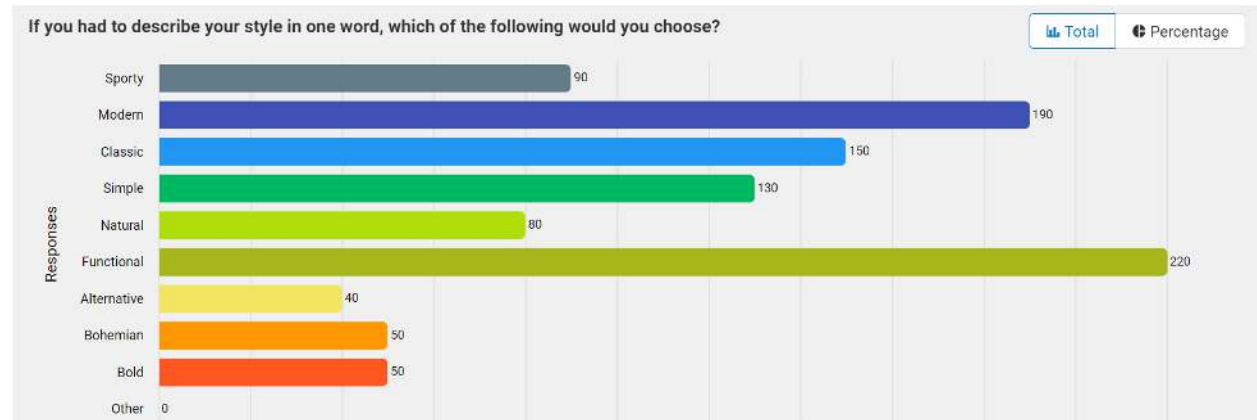
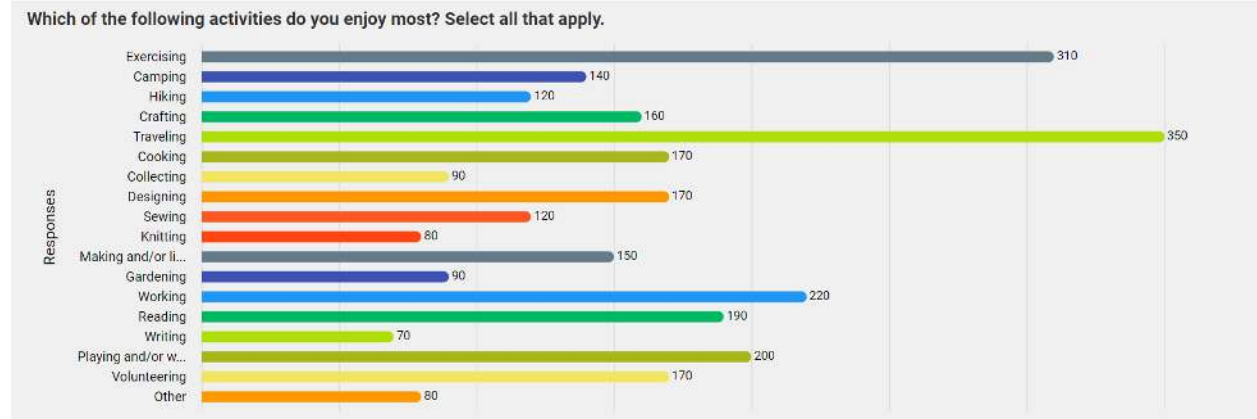


PRIMARY RESEARCH SURVEY

Primary research survey for Buhi Bags

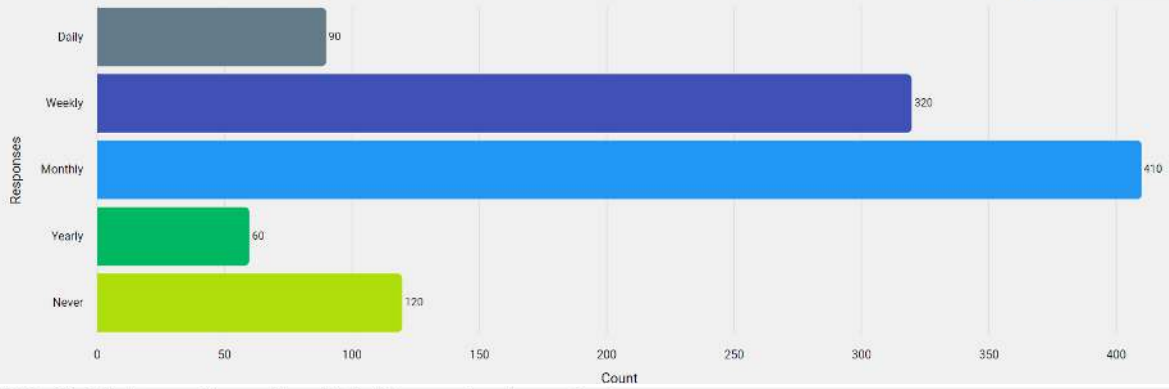
Target population: Women 30-39



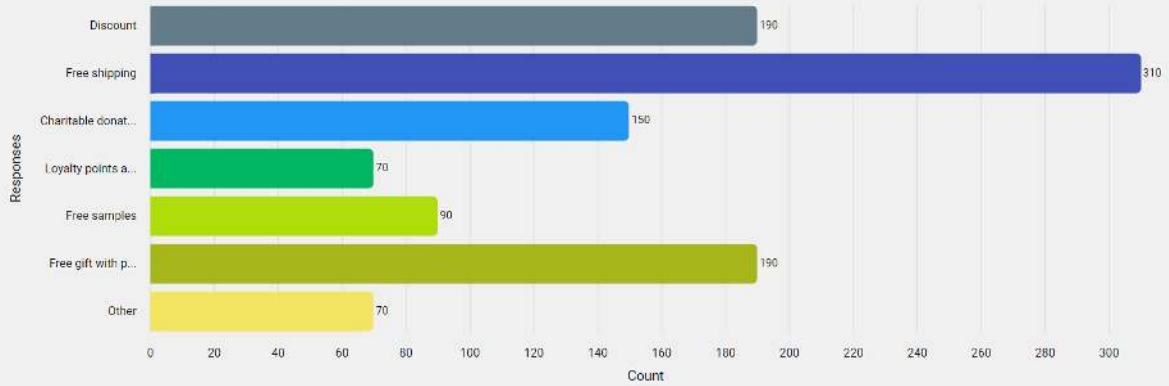
PRIMARY RESEARCH SURVEY

How often do you purchase products online?

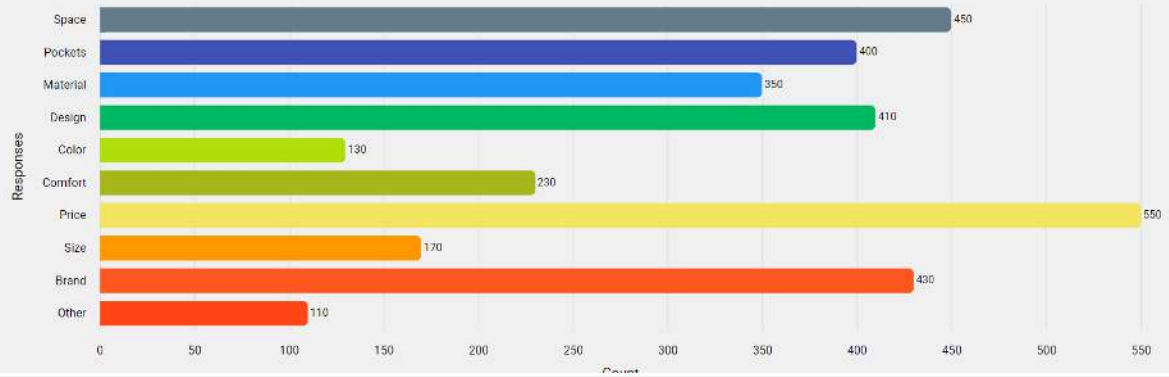
Total Percentage



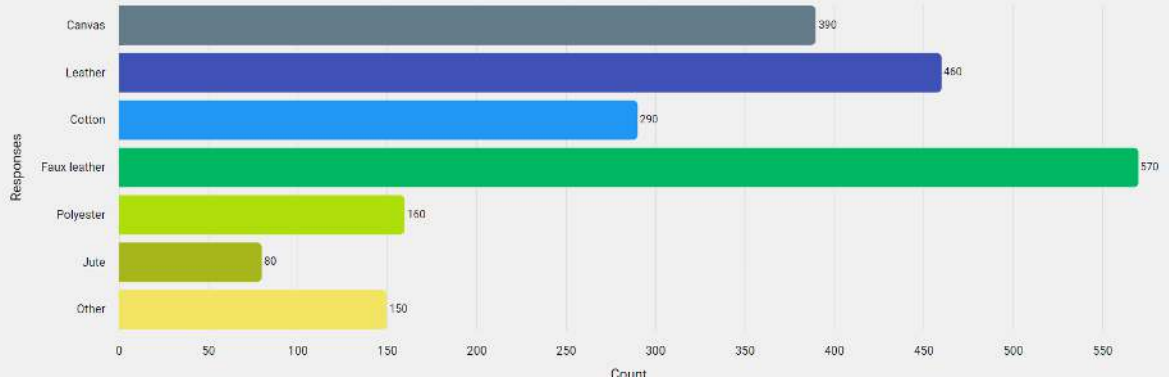
Which of the following promotions would most likely influence you to make a purchase?



Which of the following do you consider most when purchasing a tote bag? Select all that apply.

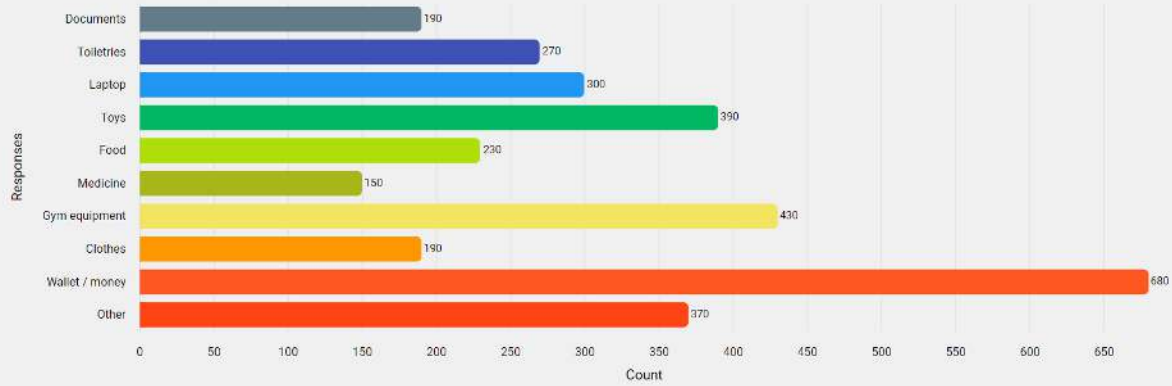


Which of the following materials would you most likely select when purchasing a tote bag? Select all that apply.

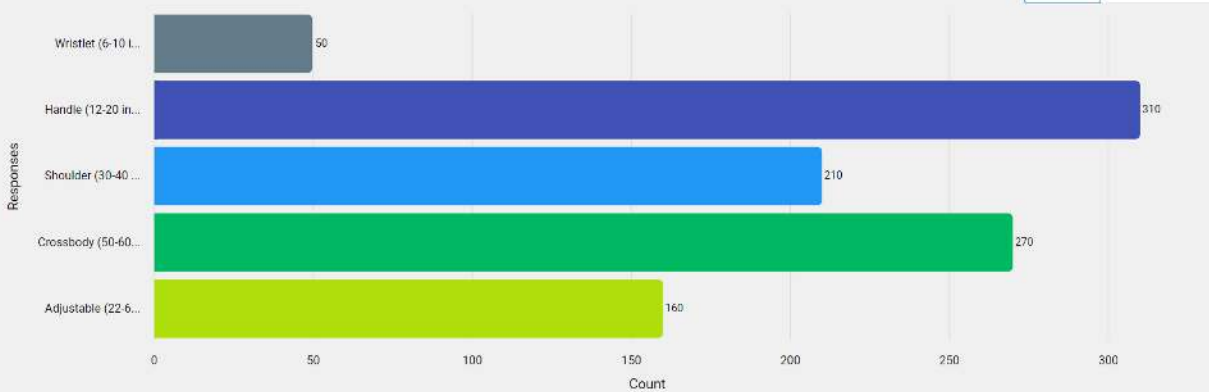


PRIMARY RESEARCH SURVEY

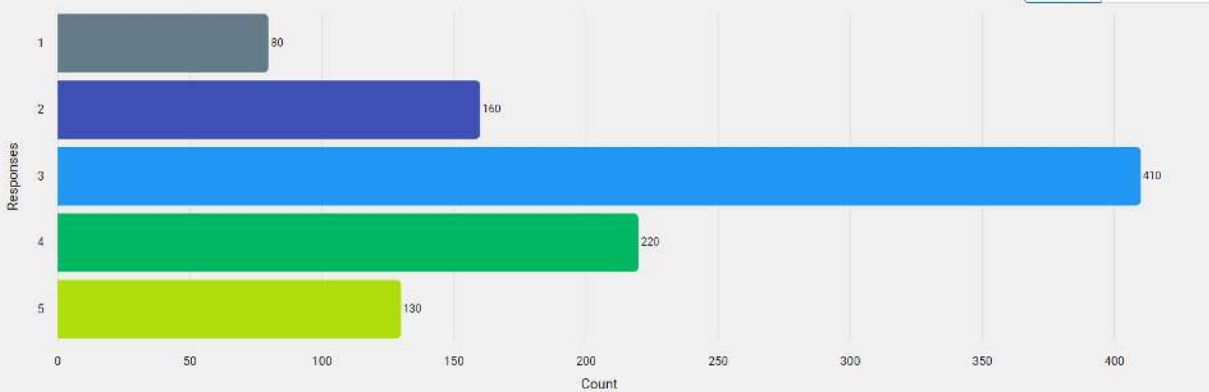
What are you most likely to carry in a tote bag? Select all that apply.



Which of the following types of straps do you prefer on a handbag?



On a scale of one to five, how organized do you keep your handbag? (One being very unorganized; five being very organized)



Which of the following types of closures do you prefer on a handbag?

