



### Market Survey Questionnaire: Stitches Fabric Store

Do you do home sewing? No \_\_\_\_\_ Yes \_\_\_\_\_

If No, please answer questions to Part A. If Yes, please answer questions to Part B.

**A.** Please check reasons for not doing home sewing.

Lack of interest \_\_\_\_\_

Lack of knowledge \_\_\_\_\_

Poor availability of fabric selection \_\_\_\_\_

Other \_\_\_\_\_

**B.** Check type of sewing you do.

Children's wear \_\_\_\_\_

Ladies' wear \_\_\_\_\_

Home decorating \_\_\_\_\_

Other \_\_\_\_\_

Which patterns do you use?

McCall's \_\_\_\_\_

Simplicity \_\_\_\_\_

Kwik Sew \_\_\_\_\_

Butterick \_\_\_\_\_

Vogue \_\_\_\_\_

Check your age group:

10-18 \_\_\_\_\_ 19-29 \_\_\_\_\_ 30 & over \_\_\_\_\_

Where do you buy your material?

In town \_\_\_\_\_

Out of Town \_\_\_\_\_

How far do you live from our town?

In town \_\_\_\_\_

10-15 miles \_\_\_\_\_

Out of Town \_\_\_\_\_

Do you think our town needs a fabric shop? \_\_\_\_\_

Would you be interested in sewing classes? Yes \_\_\_\_\_ No \_\_\_\_\_

What classes would interest you?

Basic Sewing \_\_\_\_\_

Lingerie \_\_\_\_\_

T-Shirt \_\_\_\_\_

Infant wear \_\_\_\_\_

Pants \_\_\_\_\_

Men's wear \_\_\_\_\_

Tailoring \_\_\_\_\_

Other \_\_\_\_\_

Please note any suggestions or comments you might have.

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