



VICTORINOX

1. Which of these types of trip have you done in the last 2 years? and how often?  
(Please circle all relevant answers and write on the corresponding line how often)

How Often  
(eg. Write in number of such trips)  
Done in  
Last 2 Years

	1	2	3	4	5	6	7	8	9	10	11	12
<b>Business</b>												
Short haul flight eg. Europe for 1-3 night trip	1											
Short haul flight eg. Europe for 4-7 night trip		2										
Short haul flight eg. Europe for more than a week			3									
Long haul flight eg. USA/Asia for 1-3 night trip				4								
Long haul flight eg. USA/Asia for 4-7 night trip					5							
Long haul flight eg. USA/Asia for a trip more than 7 nights						6						
<b>Pleasure/Holiday</b>												
Short haul flight eg. Europe for 1-3 night trip							7					
Short haul flight eg. Europe for 4-7 night trip								8				
Short haul flight eg. Europe for more than a week									9			
Long haul flight eg. USA/Asia for 1-3 night trip										10		
Long haul flight eg. USA/Asia for 4-7 night trip											11	
Long haul flight eg. USA/Asia for a trip more than 7 nights												12

2. Which of these luggage brands shown below have you heard of? Please circle as many as apply  
Which have you considered buying? (eg. Excluding this purchase) Please circle as many as apply  
Which have you bought previously? (eg. Excluding this purchase) Please circle as many as apply

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
<b>Heard of</b>																		
<b>Considered Buying</b>																		
<b>Have bought previously</b>																		
Antler	1																	
Brics		2																
Briggs & Riley			3															
Delsey				4														
Eagle Creek					5													
Hartmann						6												
Kipling							7											
Longchamp								8										
Mandarina Duck									9									
Osprey										10								
Porsche Design											11							
Rimowa												12						
Samsonite													13					
Samsonite Black Label														14				
Travelpro															15			
Turni																16		
Victorinox																	17	
Wenger																		18
Other (please write in)																		

3. When purchasing luggage, please rate each of the following elements in terms of importance to you?

	<u>Very Important</u>	<u>Quite Important</u>	<u>Not Very Important</u>	<u>Not at all Important</u>
Quality of product	1	2	3	4
Quality of retailer service	1	2	3	4
Weight	1	2	3	4
What it's made from	1	2	3	4
Styling details	1	2	3	4
Organisational space	1	2	3	4
Guarantees/warranties	1	2	3	4
A brand I know	1	2	3	4
Price	1	2	3	4

4. What type of luggage do you own (please include your recent Victorinox purchase) and please write in below the brand for each piece you own?

Briefcase	1	_____
Laptop Bag	2	_____
Large Suitcase	3	_____
Small/carry on Suitcase	4	_____
Suit holder/suit carrier	5	_____
Rucksack/Backpack	6	_____
Other (please write in)	7	_____

5. Is it important that all your luggage is the same brand?

Yes, very important	1	_____
Yes, quite important	2	_____
No, not important	3	_____

6. You have recently bought a piece of Victorinox luggage, from which range did you buy?

Tourbach	1	_____
Mobilizer NXT	2	_____
Architecture	3	_____
Werks Traveler	4	_____
Standard Traveler	5	_____
University	6	_____
Don't know	7	_____

7. Why did you choose Victorinox? Write in your reasons below

8. How could Victorinox improve their luggage? Write in your ideas below

9. Where did you buy it?

Shop/store at the airport	1	On-line Retailer	4
Department Store	2	Other (please write in)	5
Independent Store	3		

10. What are your hobbies/interests (Circle as many as apply)

Music	1	Food	7
Film	2	Travel	8
Art	3	Sports	9
DIY	4	Motoring	10
Crafts	5	Reading	11
Gardening	6	Other (please state)	12

11. Age group

Under 25	1	56-69	4
25-39	2	70+	5
40-55	3		

12. Gender

Male	1	Female	2
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13. Nationality

14. Job Title

15. Salary Band

Under £25K	1	£75-£99,999	4
£25-£49,999	2	£100K+	5
£50-£74,999	3	Prefer not to answer	6

16. What is the highest level of education you completed?

School until 16	1	Degree	3
School until 18	2	Further degree (eg. MBA/PND)	4

WHY GIVE US YOUR CONTACT DETAILS?

In the next few months, we would like to conduct further research

- Would you be willing to take part in further research to help Victorinox make better luggage
  - Yes 1
  - No 2 (We promise not to re-contact you if you say no)
- So we can send you your thank you gift for completing this questionnaire

Contact details:

These details will be used by Victorinox for market research purposes only, and not to re-contact you regarding sales, promotions or new product information.

Name \_\_\_\_\_

Address \_\_\_\_\_

E-mail \_\_\_\_\_ Tel No: \_\_\_\_\_

Your details will be treated with the strictest confidence in accordance with the Data Protection Act 1998.

Victorinox Travel Gear Ltd, 163 Parker Drive, Leicester, LE4 0JP Tel +44 (0) 116 234 4604 www.victorinox-travelgear.com