

## Survey Investigation on Kimono Targeting Kimono Enthusiasts

Note: This survey was originally conducted in Japanese.

We aim to investigate the perceptions of kimono enthusiasts regarding kimono. The estimated completion time for this survey is approximately 10 minutes. Please read the following instructions carefully and respond to the questions accordingly:

- Participation in this survey is voluntary. You are free to decide whether or not to answer the questions.
- If there are any questions you do not wish to answer, please skip them and proceed to the next question.
- There will be no disadvantage if you choose not to respond or discontinue your participation in the survey.
- The survey will be conducted anonymously, and the data will be used solely for research purposes. Responses will be processed statistically, and no personally identifiable information will be disclosed or published.
- Responses will be securely protected from processing to storage and handling.
- Your participation in this survey implies your consent to cooperate with the research.
- Following your responses, the research implementer will provide an oral explanation of the research's objectives. Based on this explanation, you have the option to retract your consent to participate in the study and decline to provide your response data.

◆ Age: ( \_\_\_\_\_ ) years

◆ Gender: ( Male / Female / Prefer not to answer )

◆ Duration of their experience as a kimono enthusiast: ( \_\_\_\_\_ ) years

How many years have you been interested in or wearing kimono?

This study is conducted with utmost care to ensure that respondents are not disadvantaged in any way. Respondents have the right to withdraw their participation in the survey at any time without facing adverse consequences, even after initially consenting to participate. If you have any questions or concerns regarding the content of the study, please feel free to contact the research implementer.

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■ We would like to inquire about your experience with wearing kimono. (Multiple answers allowed)

- Never worn
- Summer festival
- Shichi-go-san
- Coming Age ceremony
- Graduation ceremony
- New Year
- Wedding
- Tea party
- Extracurricular activities
- Funeral
- Everyday wear

■ We would like to inquire about the difficulties you may encounter when wearing a kimono. What challenges do you think arise when wearing a kimono? If you have never worn one, please provide your thoughts based on imagination. (Multiple answers allowed)

- Difficult to move
- Difficult to walk
- Too Tight
- Become disheveled
- Inconvenience in using the restroom
- Hard to breathe
- Exhausted from keeping the kimono clean
- Heavy
- Hot
- Cold

■ We would like to inquire about your perceptions of kimono and Western clothing respectively.

(1) Regarding your perceptions of **kimono**, please review the pairs of adjectives below and mark **the number** that you feel is most applicable with a circle (○).

Formal ← 0 1 2 3 4 5 6 7 8 9 10 → Casual

Expensive ← 0 1 2 3 4 5 6 7 8 9 10 → Affordable

Tight ← 0 1 2 3 4 5 6 7 8 9 10 → Loose

Difficult to move ← 0 1 2 3 4 5 6 7 8 9 10 → Easy to move

Easy to become disheveled ← 0 1 2 3 4 5 6 7 8 9 10 → Hard to become disheveled

Heavy ← 0 1 2 3 4 5 6 7 8 9 10 → Light

Hard to wear ← 0 1 2 3 4 5 6 7 8 9 10 → Easy to wear

Conspicuous ← 0 1 2 3 4 5 6 7 8 9 10 → Not conspicuous

Traditional ← 0 1 2 3 4 5 6 7 8 9 10 → Modern

Easy to wear in line with fashion ← 0 1 2 3 4 5 6 7 8 9 10 → Difficult to wear in line with fashion

Fashionable ← 0 1 2 3 4 5 6 7 8 9 10 → Not Fashionable

(2) Regarding your perceptions of **western-style clothes**, please review the pairs of adjectives below and mark **the number** that you feel is most applicable with a circle (○).

Formal ← 0 1 2 3 4 5 6 7 8 9 10 → Casual

Expensive ← 0 1 2 3 4 5 6 7 8 9 10 → Affordable

Tight ← 0 1 2 3 4 5 6 7 8 9 10 → Loose

Difficult to move ← 0 1 2 3 4 5 6 7 8 9 10 → Easy to move

Easy to become disheveled ← 0 1 2 3 4 5 6 7 8 9 10 → Hard to become disheveled

Heavy ← 0 1 2 3 4 5 6 7 8 9 10 → Light

Hard to wear ← 0 1 2 3 4 5 6 7 8 9 10 → Easy to wear

Conspicuous ← 0 1 2 3 4 5 6 7 8 9 10 → Not conspicuous

Traditional ← 0 1 2 3 4 5 6 7 8 9 10 → Modern

Easy to wear in line with fashion ← 0 1 2 3 4 5 6 7 8 9 10 → Difficult to wear in line with fashion

Fashionable ← 0 1 2 3 4 5 6 7 8 9 10 → Not Fashionable

■ We would like to inquire about your perceptions of kimono. Please select one of the following options for each item, ranging from "1 (not at all applicable)" to "7 (strongly applicable)."

		Not at all applicable	Not very applicable	Slightly applicable	Neither agree nor disagree	Somewhat applicable	Applicable	Strongly applicable
1	I believe it's more important to wear a kimono neatly than to focus solely on the kimono itself.	1	2	3	4	5	6	7
2	I enjoy having a kimono custom-made at a kimono shop.	1	2	3	4	5	6	7
3	I know people and shops where I can easily consult about kimonos.	1	2	3	4	5	6	7
4	I think it would be nice to have kimonos in colors and patterns that can be worn with a sense of western-style clothes.	1	2	3	4	5	6	7
5	I think knowledge about kimonos can be acquired through books and kimono dressing classes.	1	2	3	4	5	6	7
6	I want to wear kimono as casual wear in my daily life.	1	2	3	4	5	6	7
7	As long as the pattern and design are good, I don't mind if the dyeing is done by a printer.	1	2	3	4	5	6	7
8	I think the rules of kimono should be followed.	1	2	3	4	5	6	7
9	I believe knowledge about kimonos is acquired through repeated wearing, even if mistakes are made along the way.	1	2	3	4	5	6	7
10	I like kimonos with abstract patterns.	1	2	3	4	5	6	7
11	I think kimonos should be made of natural materials such as silk, cotton, or hemp.	1	2	3	4	5	6	7
12	Kimono is a traditional culture that should be preserved.	1	2	3	4	5	6	7
13	I think kimonos look good in modern living spaces.	1	2	3	4	5	6	7
14	Kimonos are meant to be formal attire for outings.	1	2	3	4	5	6	7
15	Wearing a kimono turns my mood on.	1	2	3	4	5	6	7
16	I think it would be nice to have kimonos with three-dimensional cutting like western-style clothes.	1	2	3	4	5	6	7
17	I would like to purchase a kimono made with carefully selected threads and manufacturing methods even if it is expensive.	1	2	3	4	5	6	7
18	Kimono is home wear (ordinary wear).	1	2	3	4	5	6	7
19	Kimono is also clothing, so I have to be able to put it on myself.	1	2	3	4	5	6	7

		Not at all applicable	Not very applicable	Slightly applicable	Neither agree nor disagree	Somewhat applicable	Applicable	Strongly applicable
20	I want to wear a kimono as formal attire for special events.	1	2	3	4	5	6	7
21	I think highly of the rationality of kimonos made from a single piece of fabric.	1	2	3	4	5	6	7
22	I am fascinated by the fact that kimono is a handicraft that takes a lot of time and effort.	1	2	3	4	5	6	7
23	I would prefer to be able to purchase kimonos, including antiques and synthetics, at affordable prices.	1	2	3	4	5	6	7
24	I am attracted to “stylish (粋な)” kimono like Edo-Komon.	1	2	3	4	5	6	7
25	Since kimono dressing can be difficult, it would be good to have more easy-to-wear options such as two-piece kimonos or pre-tied obi.	1	2	3	4	5	6	7
26	I think coordinating kimono is more fun than western-style clothes.	1	2	3	4	5	6	7
27	I don't know anyone or shops I can easily talk to about kimono.	1	2	3	4	5	6	7
28	I am attracted to “graceful (はんなりとした)” kimonos like Kyoto-Yuzen.	1	2	3	4	5	6	7
29	I think kimonos look good in traditional living spaces.	1	2	3	4	5	6	7
30	I think coordinating western-style clothes is more fun than kimono.	1	2	3	4	5	6	7
31	Wearing a kimono turns my mood off.	1	2	3	4	5	6	7
32	I am attracted to innovative colors and patterns that are not found in western style clothes.	1	2	3	4	5	6	7
33	I believe the design and beauty of the kimono itself are more important than the way of wearing it.	1	2	3	4	5	6	7
34	I think it's acceptable for kimono made of synthetic fibers to become mainstream.	1	2	3	4	5	6	7
35	I enjoy searching for second-hand clothing at antique shops or recycle shops.	1	2	3	4	5	6	7
36	Kimono is a fashion for enjoying style.	1	2	3	4	5	6	7
37	I think it's okay to wear a kimono as I like.	1	2	3	4	5	6	7
38	I like kimonos with traditional patterns.	1	2	3	4	5	6	7

Thank you for your cooperation.