

KEY TAKEAWAYS:

CONSUMERS ARE BUYING
FOOTWEAR MORE
FREQUENTLY THAN THEY
HAVE IN THE PAST.

CONSUMERS STILL PREFER
TO BUY FOOTWEAR IN-
STORES, BUT ONLINE IS
GAINING.

NEW BALANCE CONTINUES
TO LOSE SHARE IN OUR
SURVEY SERIES.

NIKE IS THE SHARE LEADER
AND HAS GAINED
SEQUENTIALLY. ADIDAS,
VANS, AND THE JORDAN
BRAND HAVE ALSO SHOWN
IMPROVEMENT.

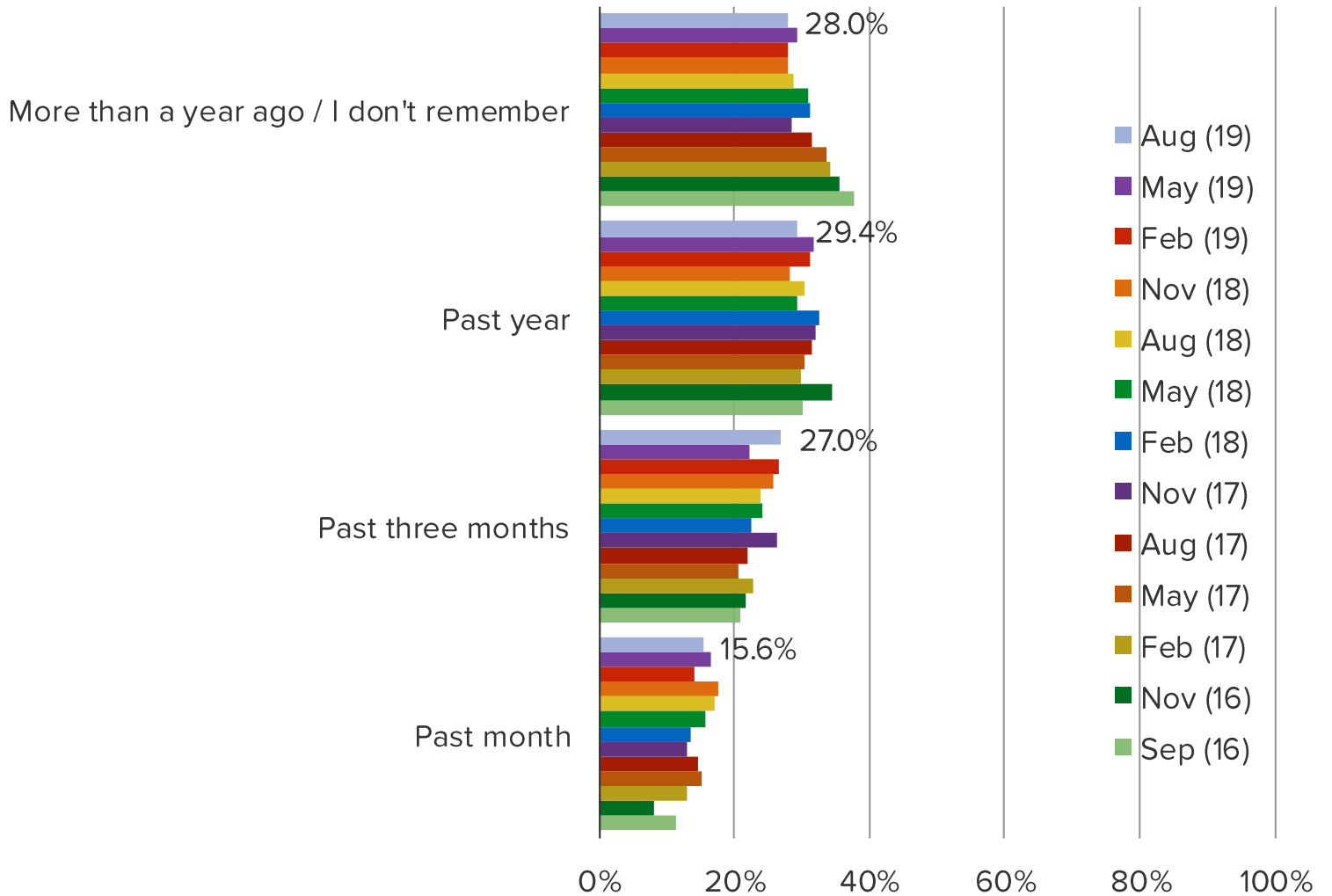
CONSUMERS ARE
INCREASINGLY LIKELY TO SEE
FOOT LOCKER AS THE
DESTINATION FOR UNIQUE
STYLES.

CONSUMER PREFERENCES
ON BUYING FOOTWEAR
FROM RETAILERS VS. DIRECT
FROM THE BRAND ARE
UNCHANGED RECENTLY.

SNEAKER BUYING TRENDS

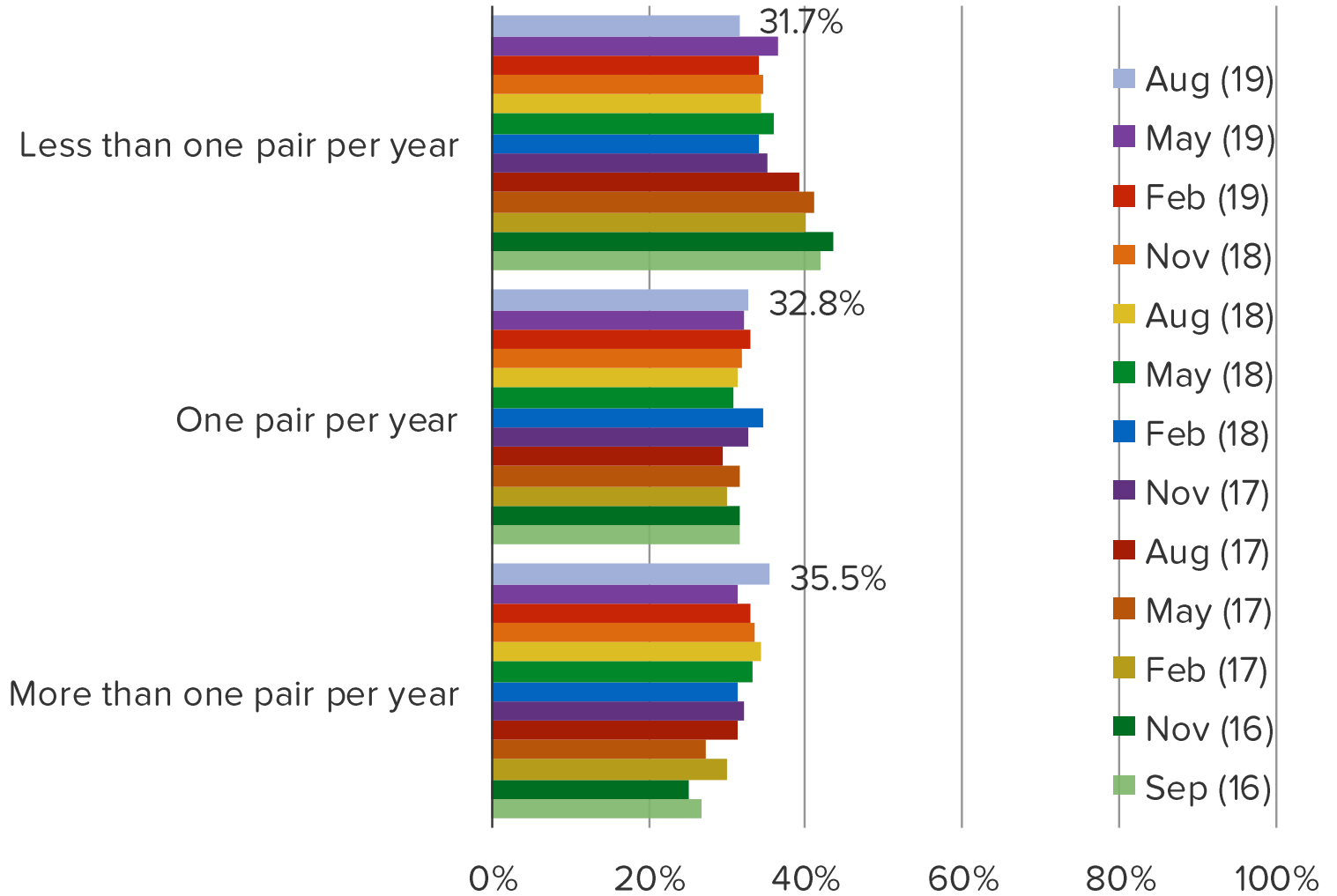
WHEN IS THE LAST TIME YOU BOUGHT A NEW PAIR OF SNEAKERS?

Posed to all respondents



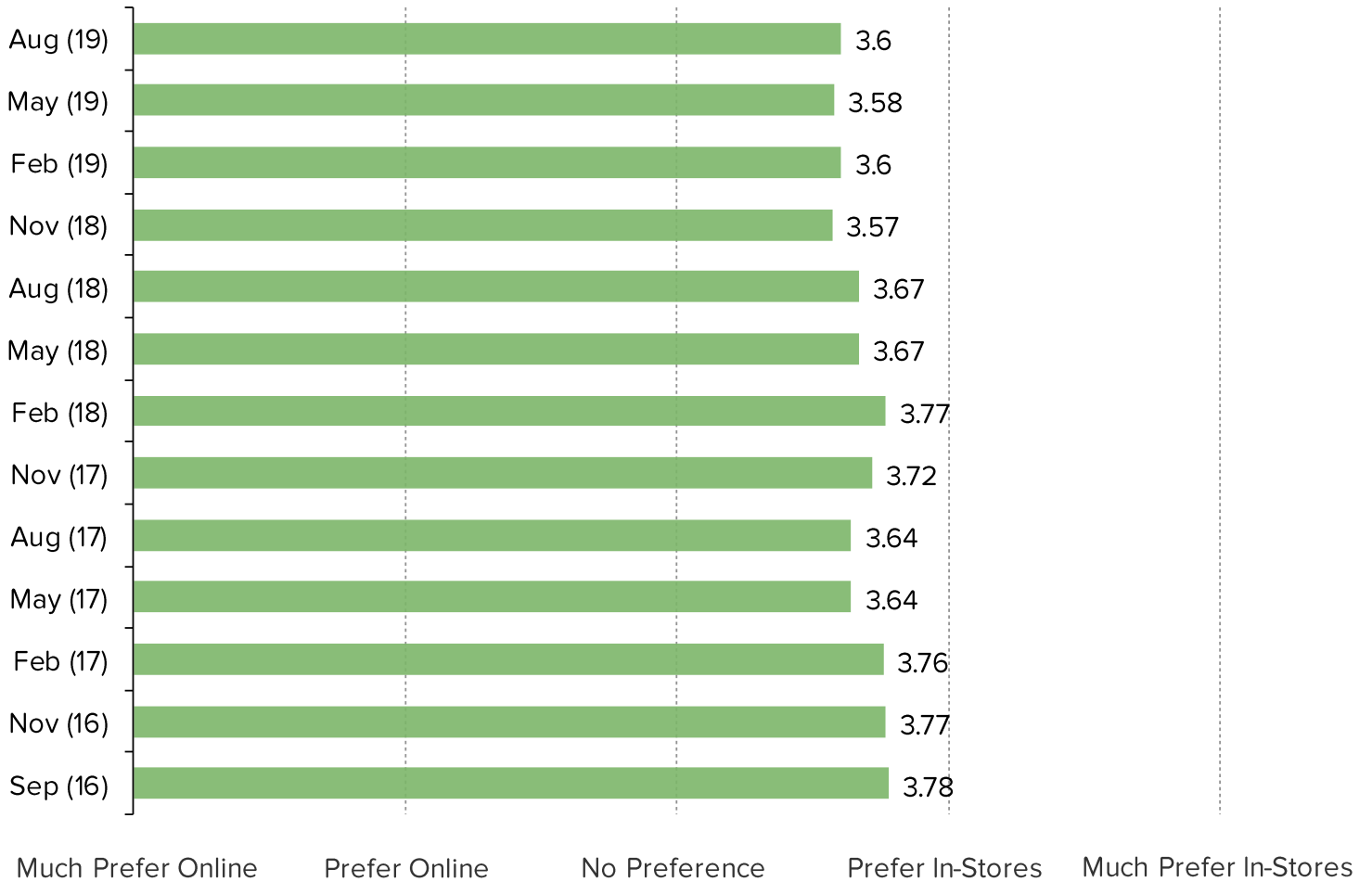
HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

Posed to all respondents



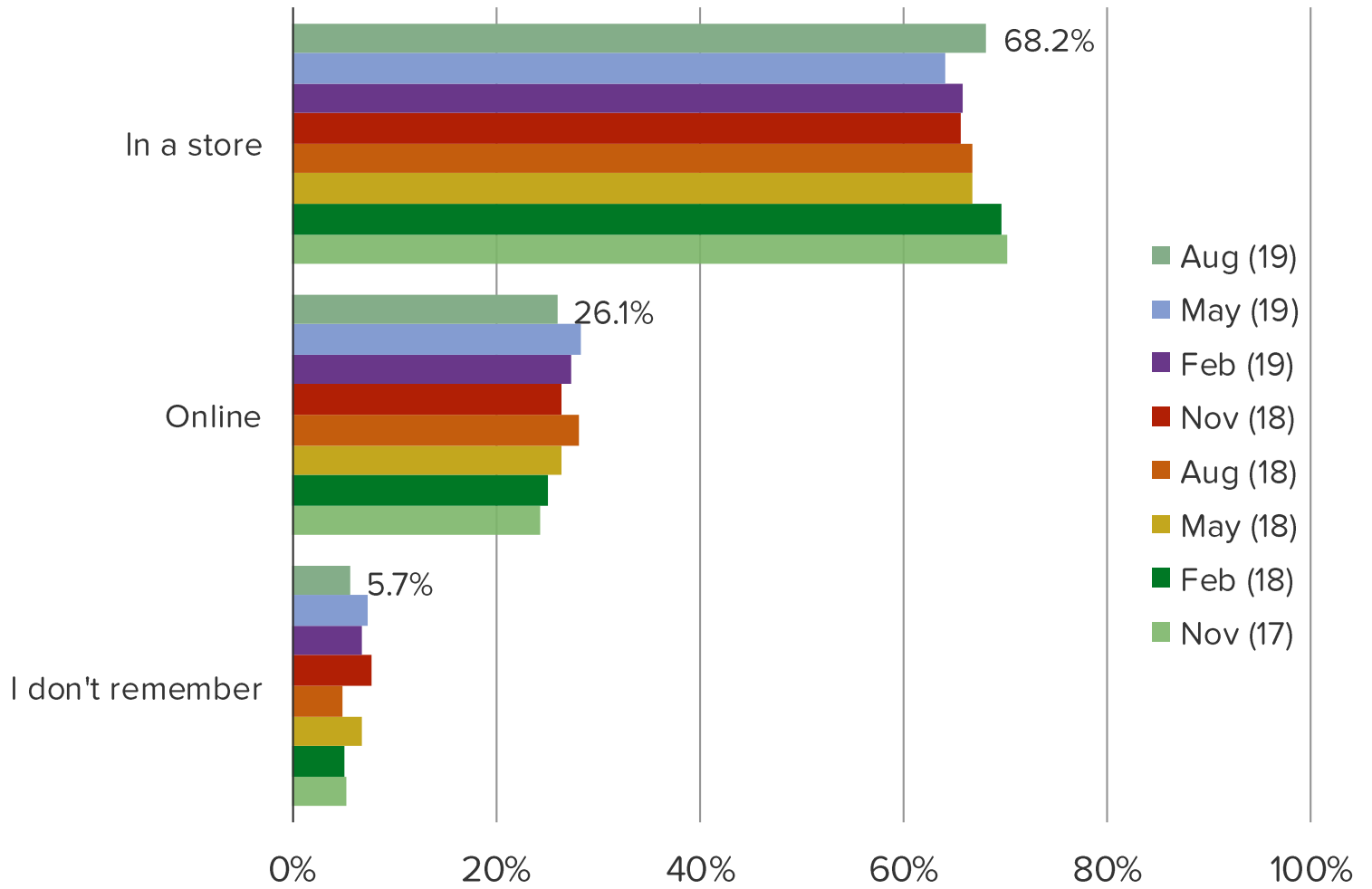
WHERE DO YOU PREFER TO BUY SNEAKERS?

Posed to all respondents



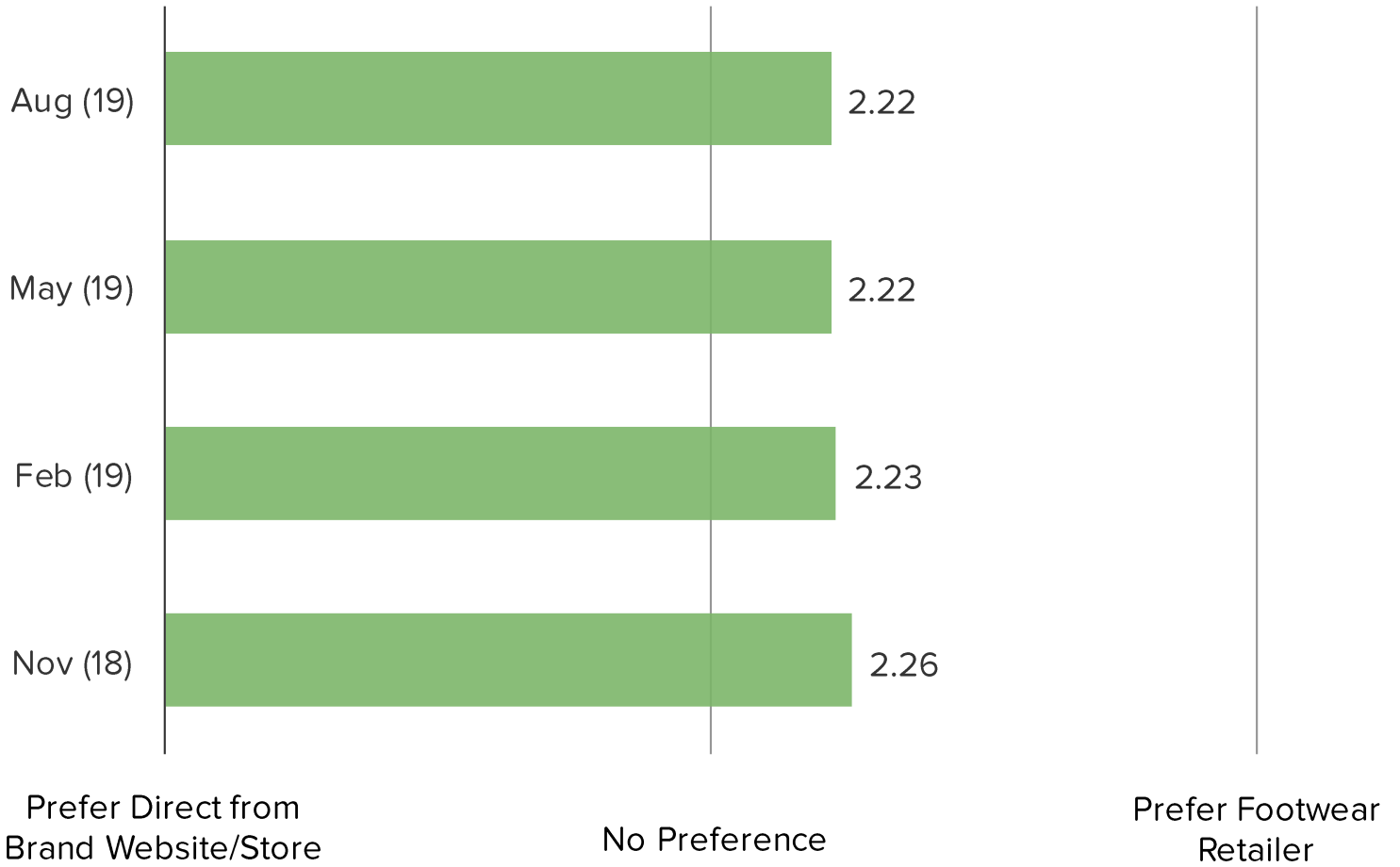
THINKING OF THE LAST TIME YOU BOUGHT A PAIR OF SNEAKERS, DID YOU BUY THEM ONLINE OR IN A STORE?

Posed to all respondents



WHERE DO YOU PREFER TO BUY SNEAKERS?

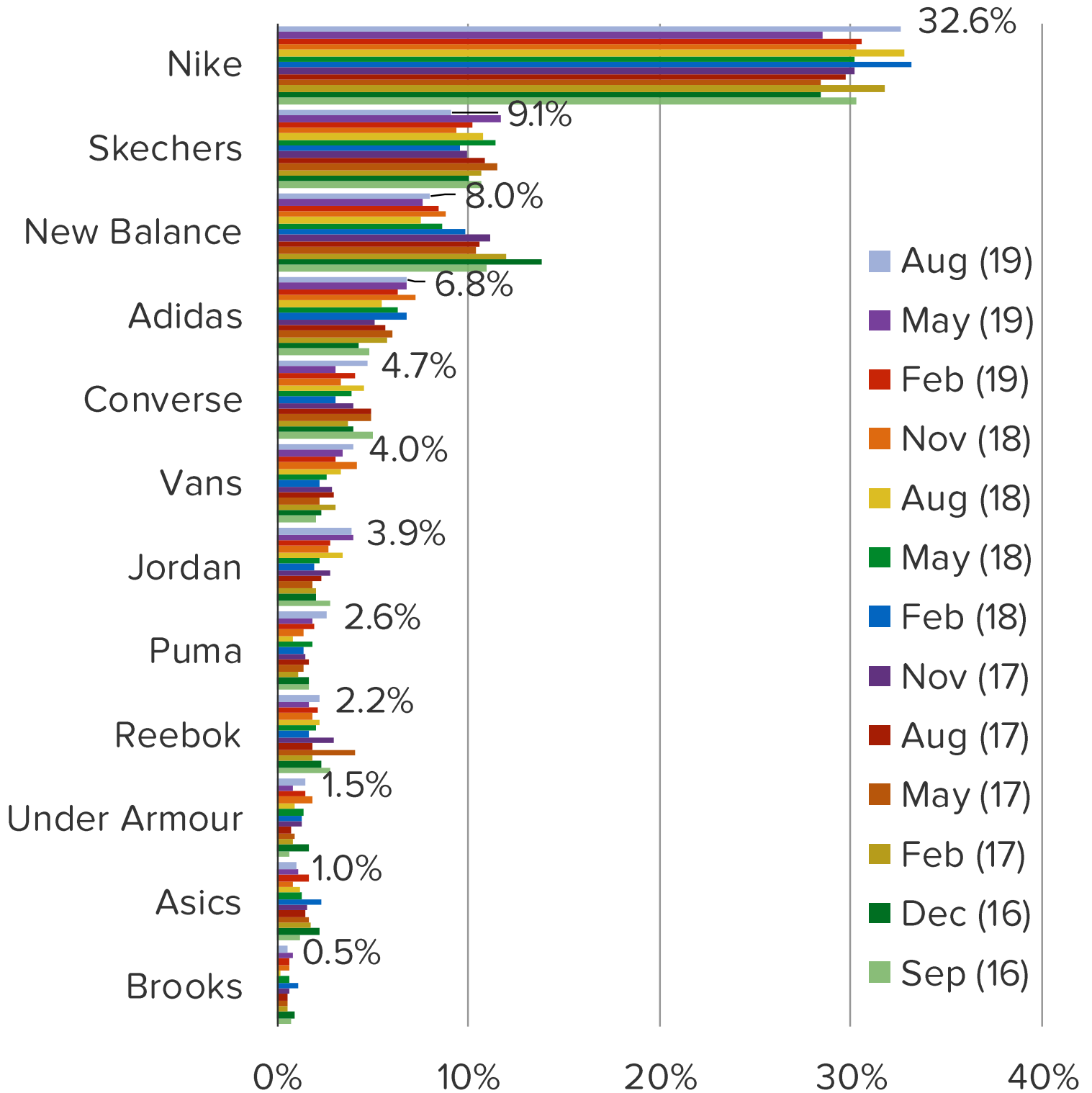
Posed to all respondents



SNEAKER BRANDS

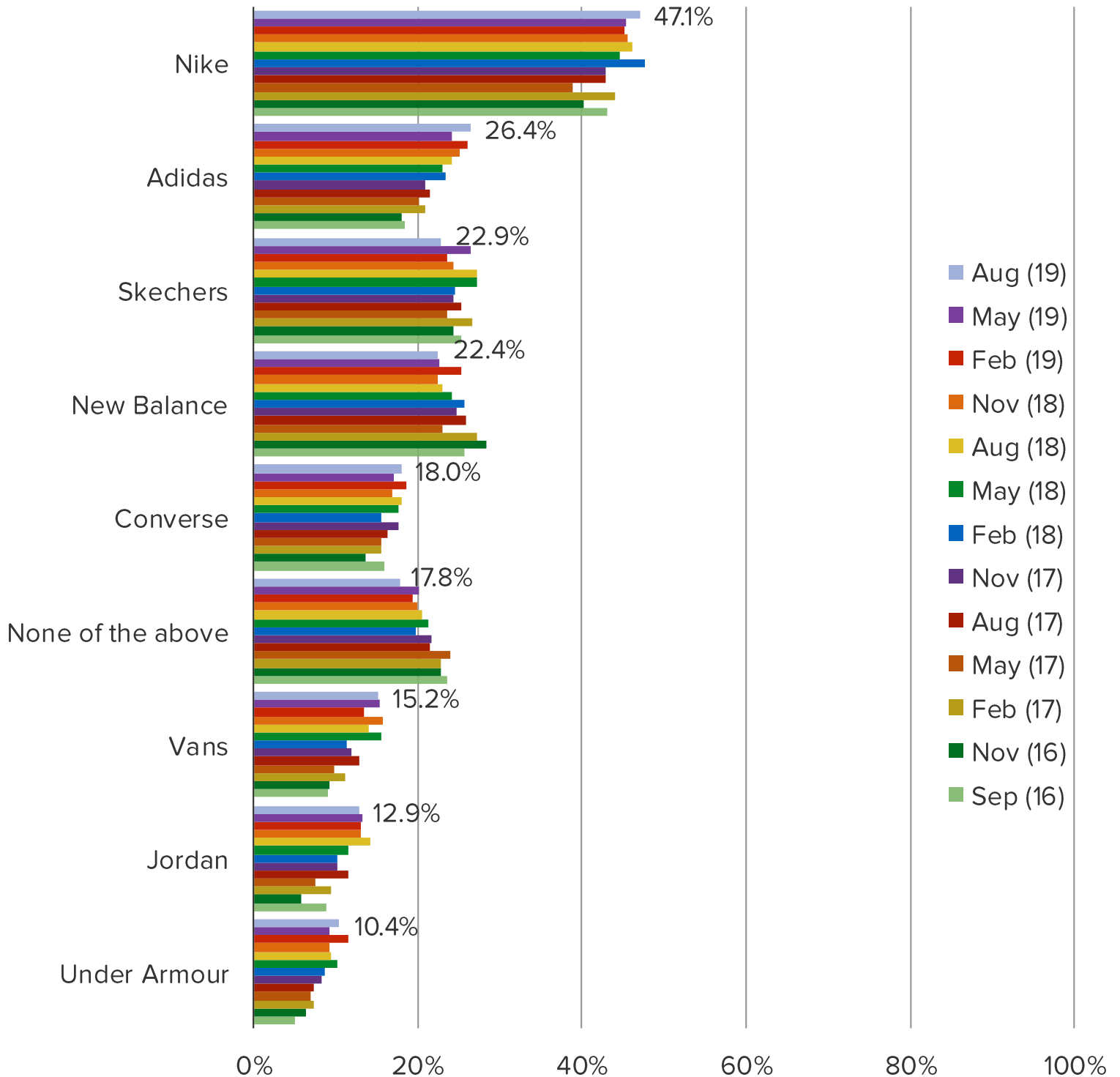
FAVORITE SNEAKER/FOOTWEAR BRAND

Fill-in question posed to all respondents



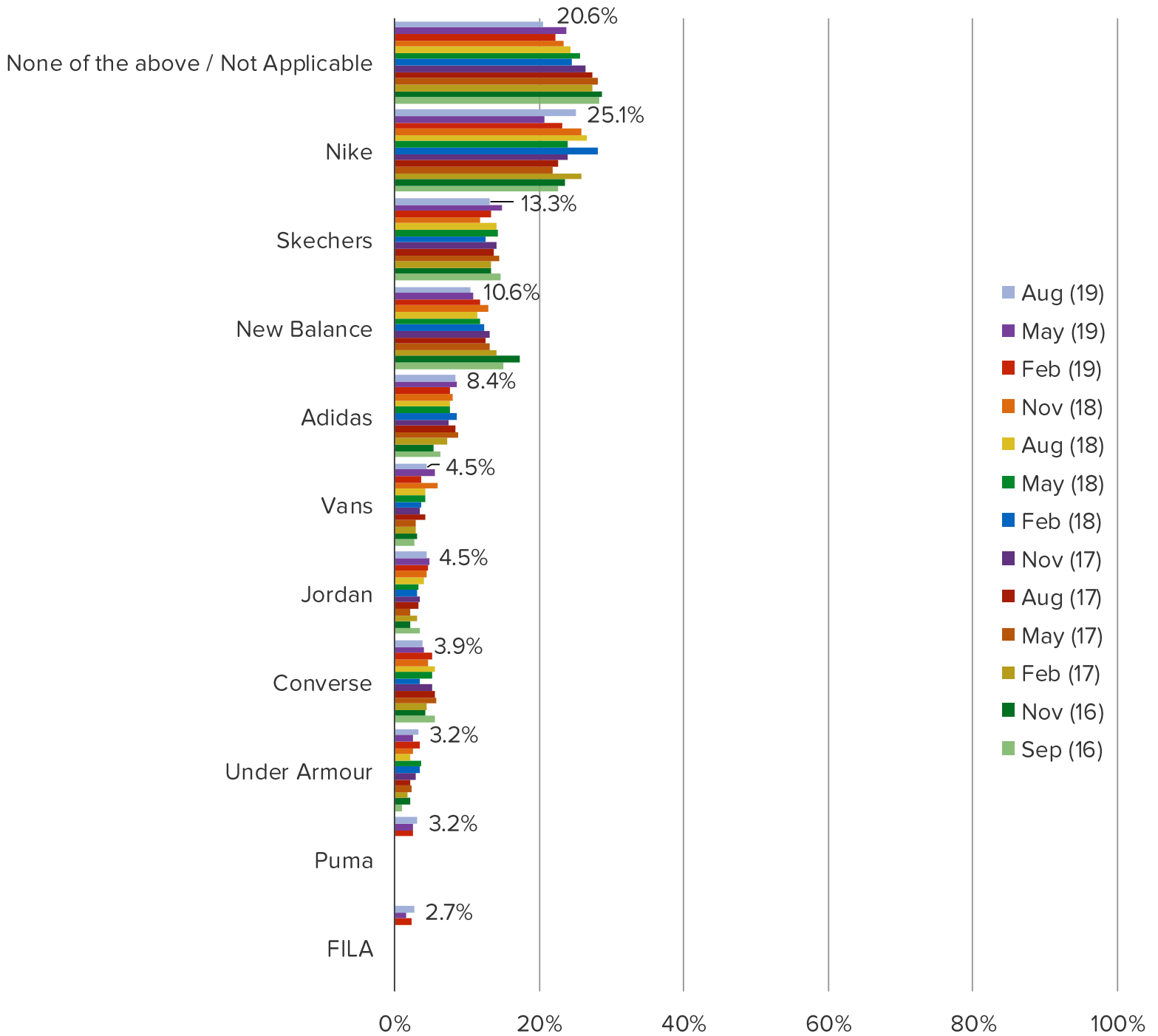
WHICH OF THE FOLLOWING BRANDS DO YOU OWN SNEAKERS FROM?

Posed to all respondents



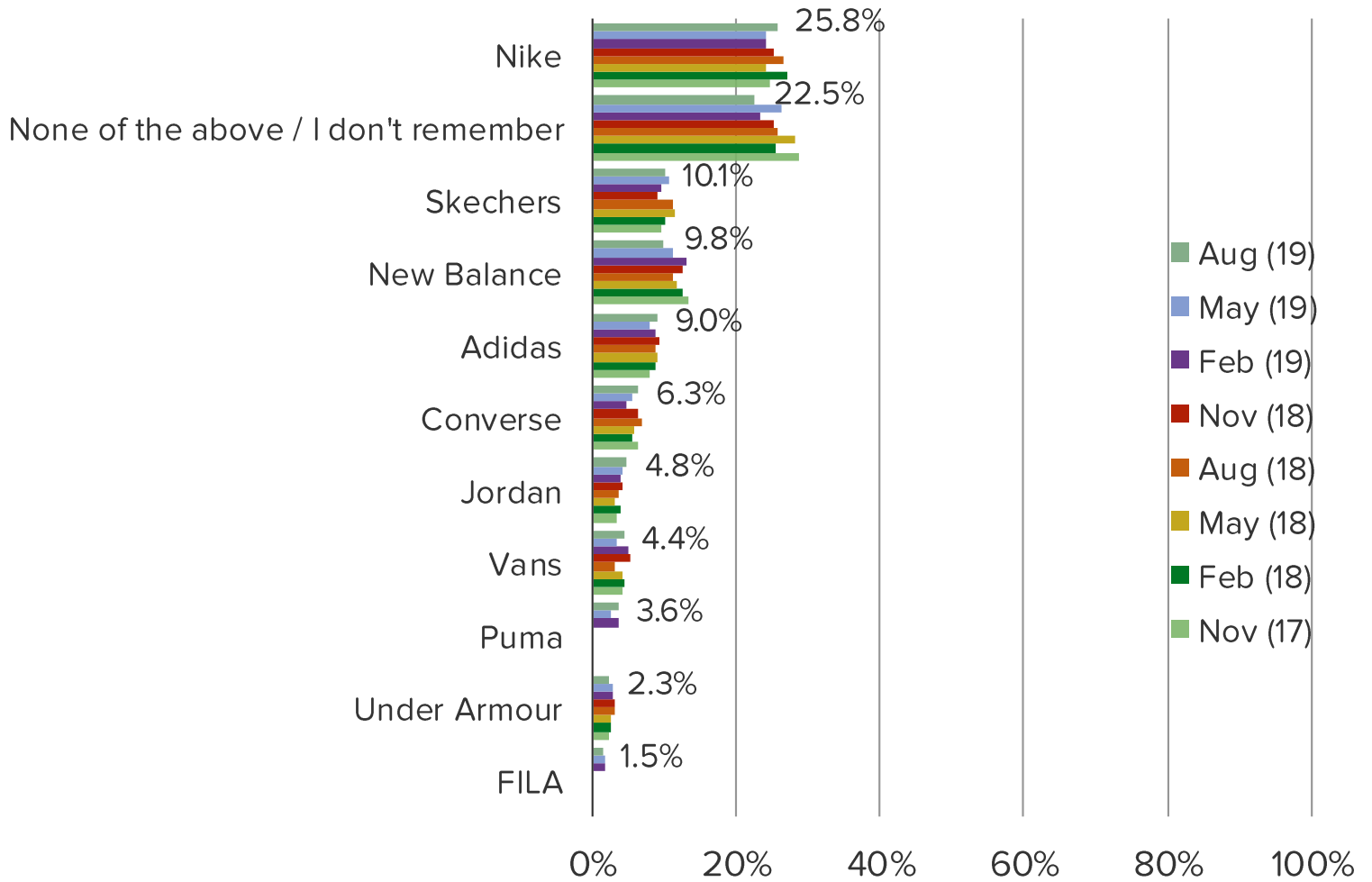
WHAT WAS THE BRAND OF SNEAKERS THAT YOU MOST RECENTLY PURCHASED?

Posed to all respondents



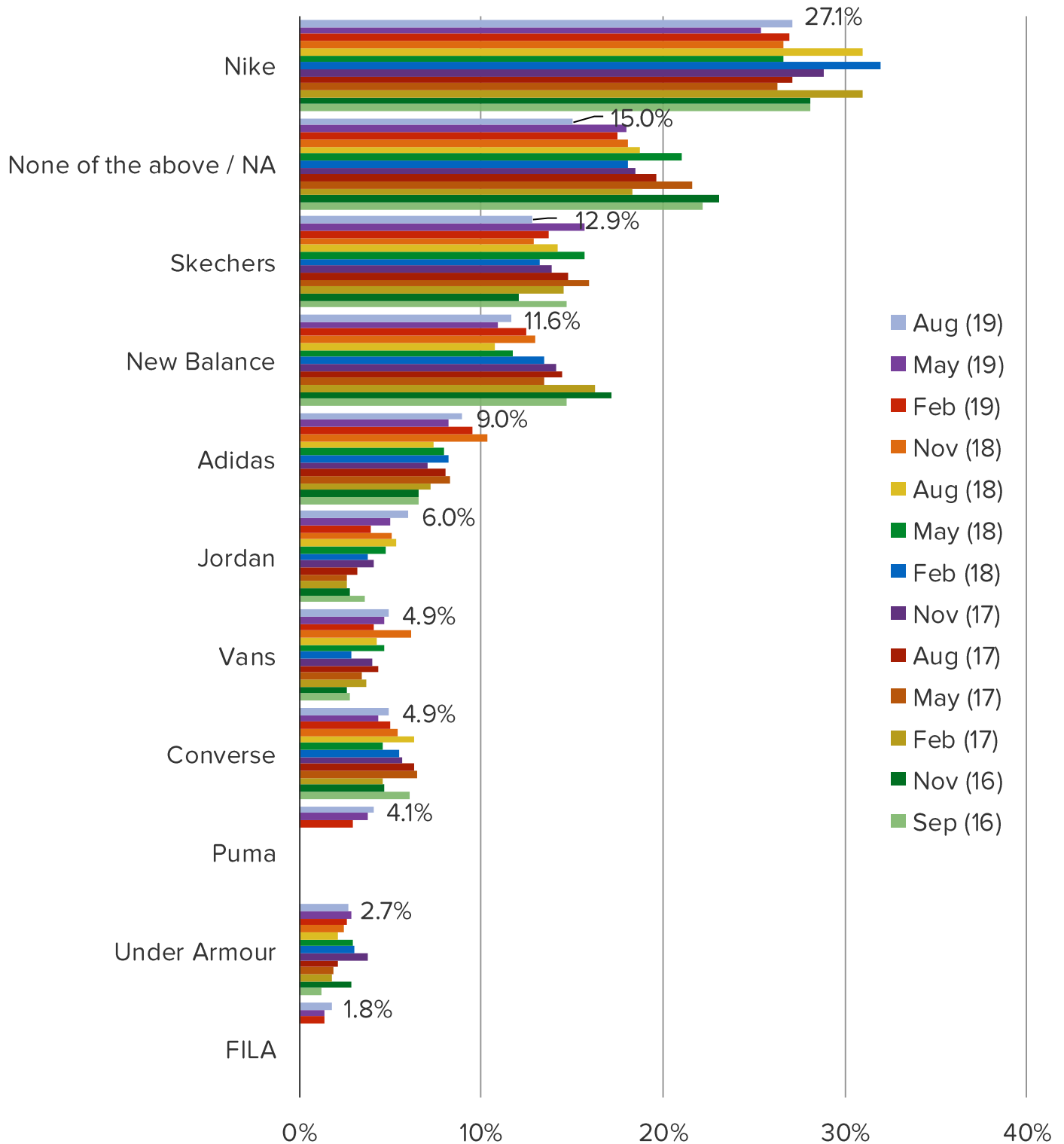
WHAT BRAND DID YOU WEAR BEFORE YOUR MOST RECENTLY PURCHASED SNEAKERS BRAND?

Posed to all respondents



IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

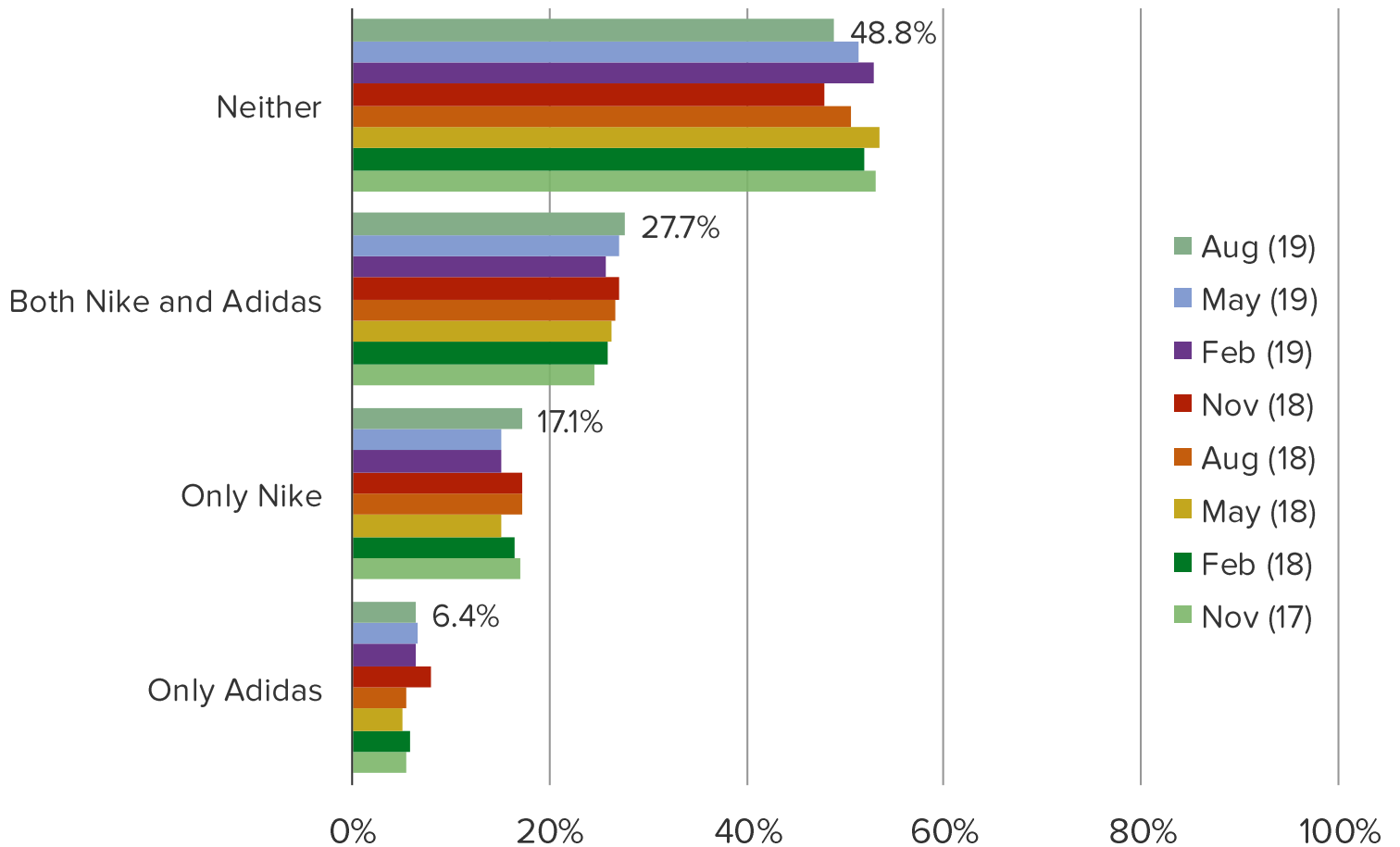
Posed to all respondents



NIKE VS ADIDAS

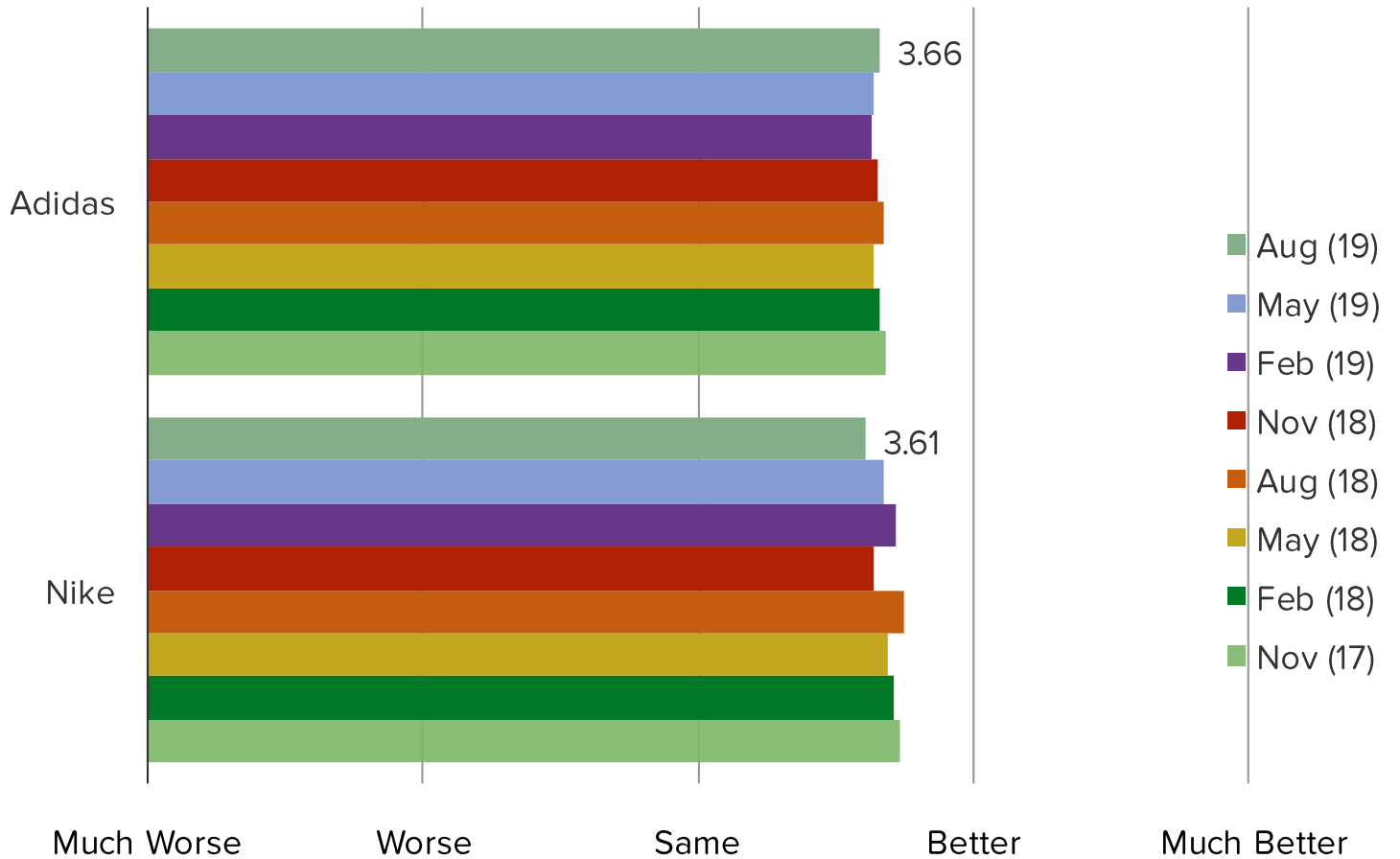
HAVE YOU BROWSED THE CURRENT SNEAKER OFFERINGS OF NIKE OR ADIDAS RECENTLY OR ARE YOU FAMILIAR WITH WHAT THEIR CURRENT STYLES LOOK LIKE?

Posed to all respondents



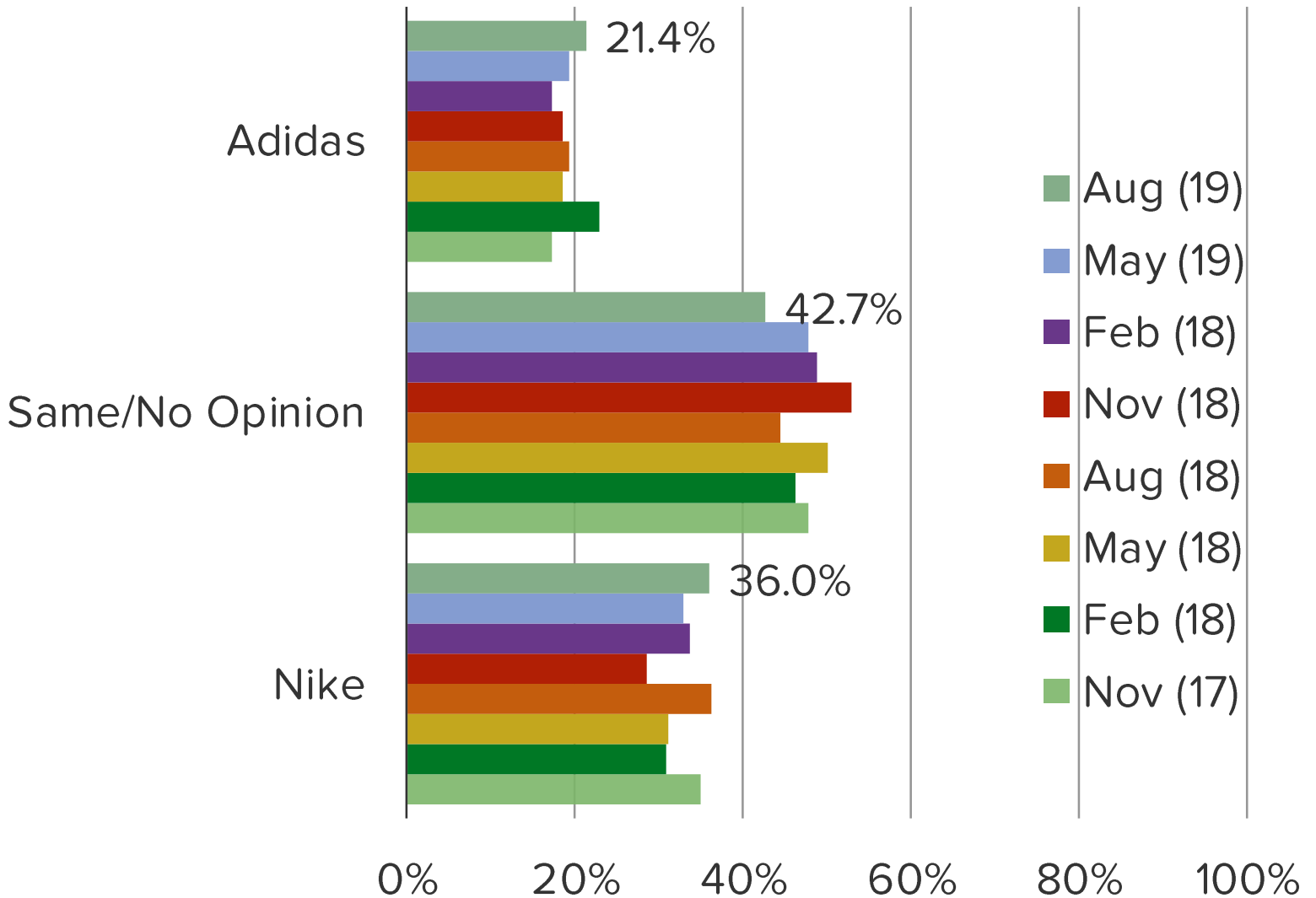
ARE THE STYLES IN THEIR CURRENT LINEUP BETTER OR WORSE COMPARED TO A YEAR AGO?

Posed to respondents who are familiar with current offerings of BOTH Adidas and Nike.



WHO HAS THE BETTER STYLES/DESIGNS RIGHT NOW?

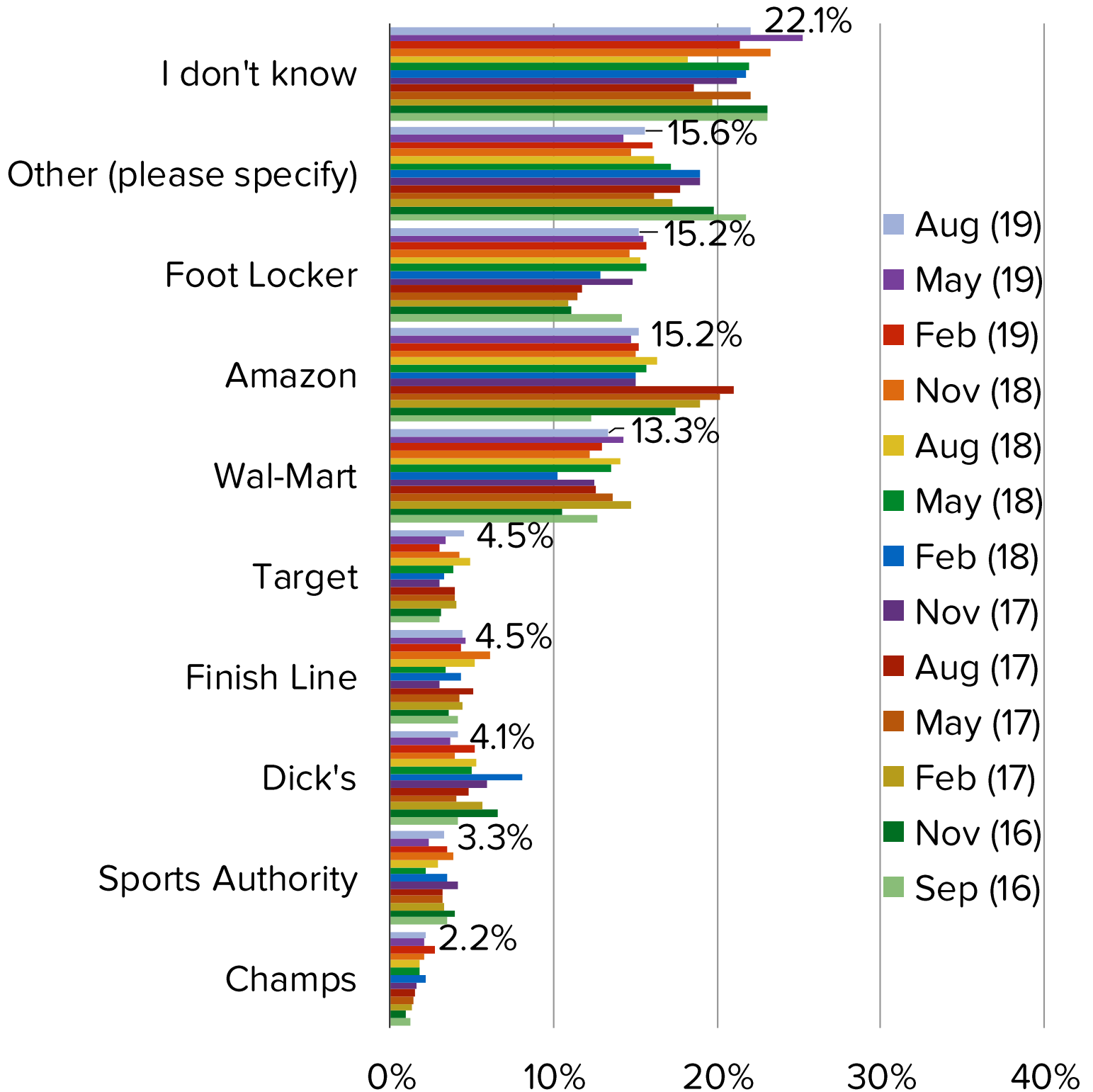
Posed to respondents who are familiar with current offerings of BOTH Adidas and Nike.



FOOTWEAR RETAILERS

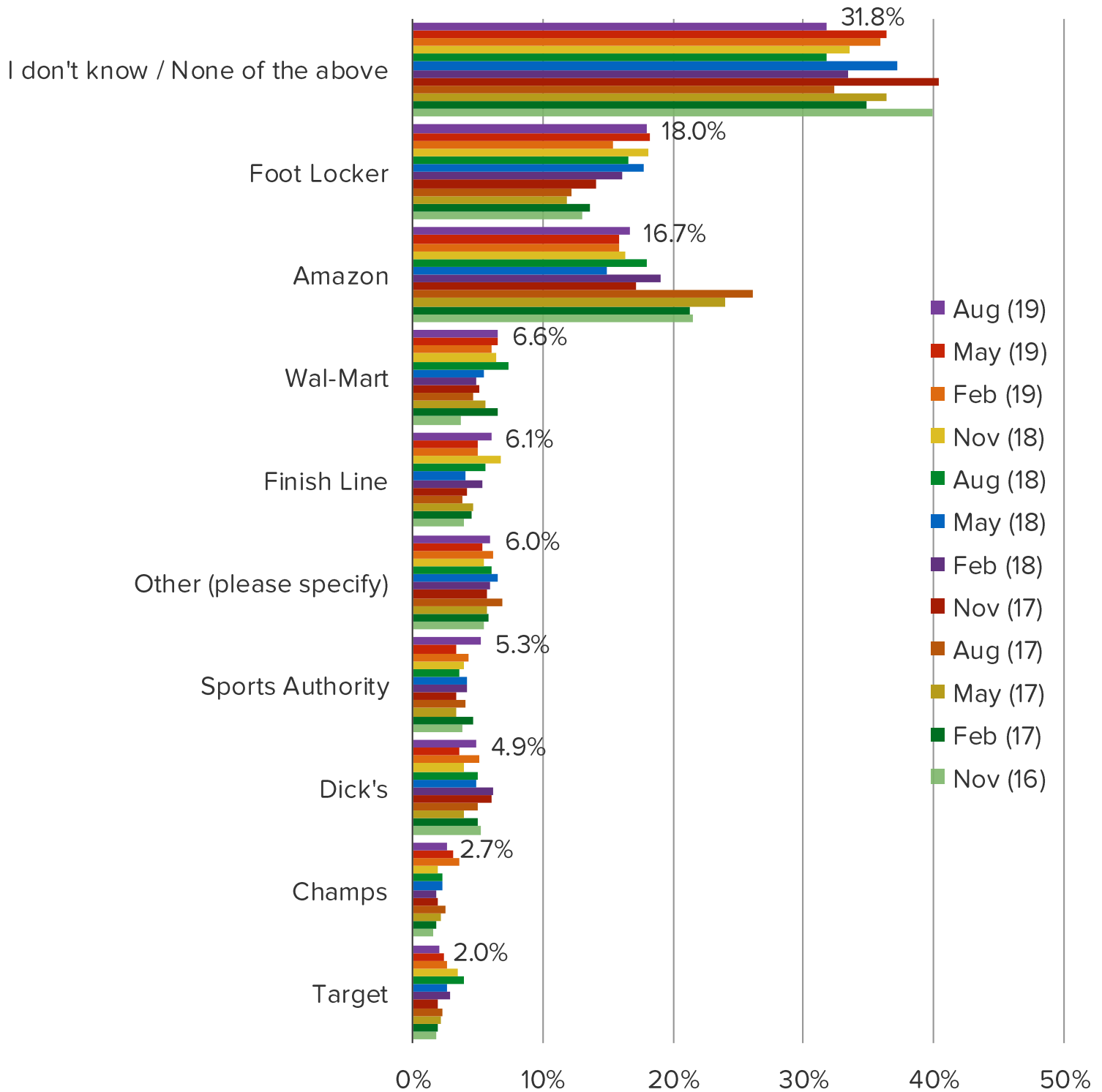
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

Posed to all respondents



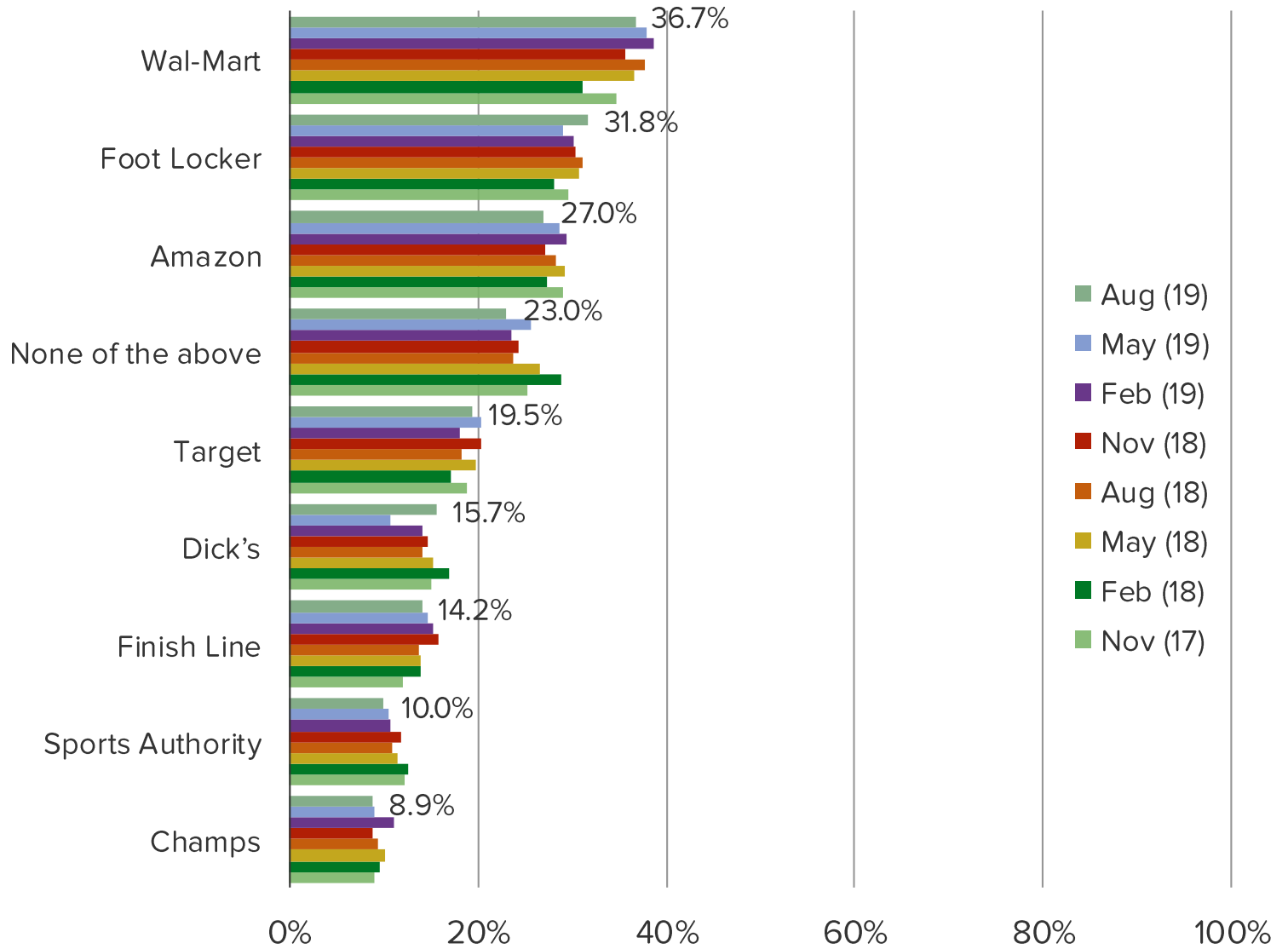
WHICH RETAILER HAS THE MOST SNEAKERS THAT YOU CAN'T FIND ELSEWHERE?

Posed to all respondents



HAVE YOU EVER PURCHASED SNEAKERS FROM ANY OF THE FOLLOWING STORES OR WEBSITES?

Posed to all respondents



THINKING ABOUT THE LAST TIME YOU BOUGHT A PAIR OF SNEAKERS, WHERE DID YOU GET THEM FROM?

Posed to all respondents

