

CHECK BREAKDOWN:**TREND CHECKS****ALLBIRDS COHORT INSIGHTS - BEHAVIORAL**

- The percentage of respondents who have purchased Allbirds has increased sequentially over time.
- Respondents who have purchased Allbirds are more likely to prefer buying sneakers online.
- Respondents who have purchased Allbirds are more likely to prefer buying footwear direct from brand websites/stores.
- Respondents who have purchased Allbirds are more likely to have bought sneakers recently and more likely to buy multiple pairs of footwear per year (relative to respondents who own footwear from other brands).
- 6.7% of people who have purchased Allbirds said they would choose Allbirds if they were buying a new pair of sneakers today. This trails a number of other brands in our survey. This doesn't mean they will not be repeat purchasers of Allbirds – it just means that 6.7% of them said they would buy Allbirds today if they were buying sneakers. Keep in mind that respondents who own Allbirds are more likely to purchase multiple pairs of sneakers per year – so perhaps Allbirds is being added to a range of options in closets as opposed to fully replacing other brands in the closet.

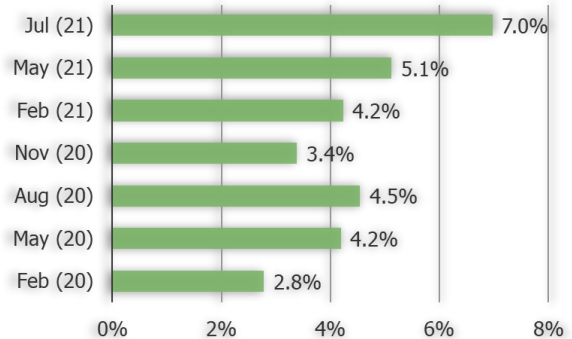
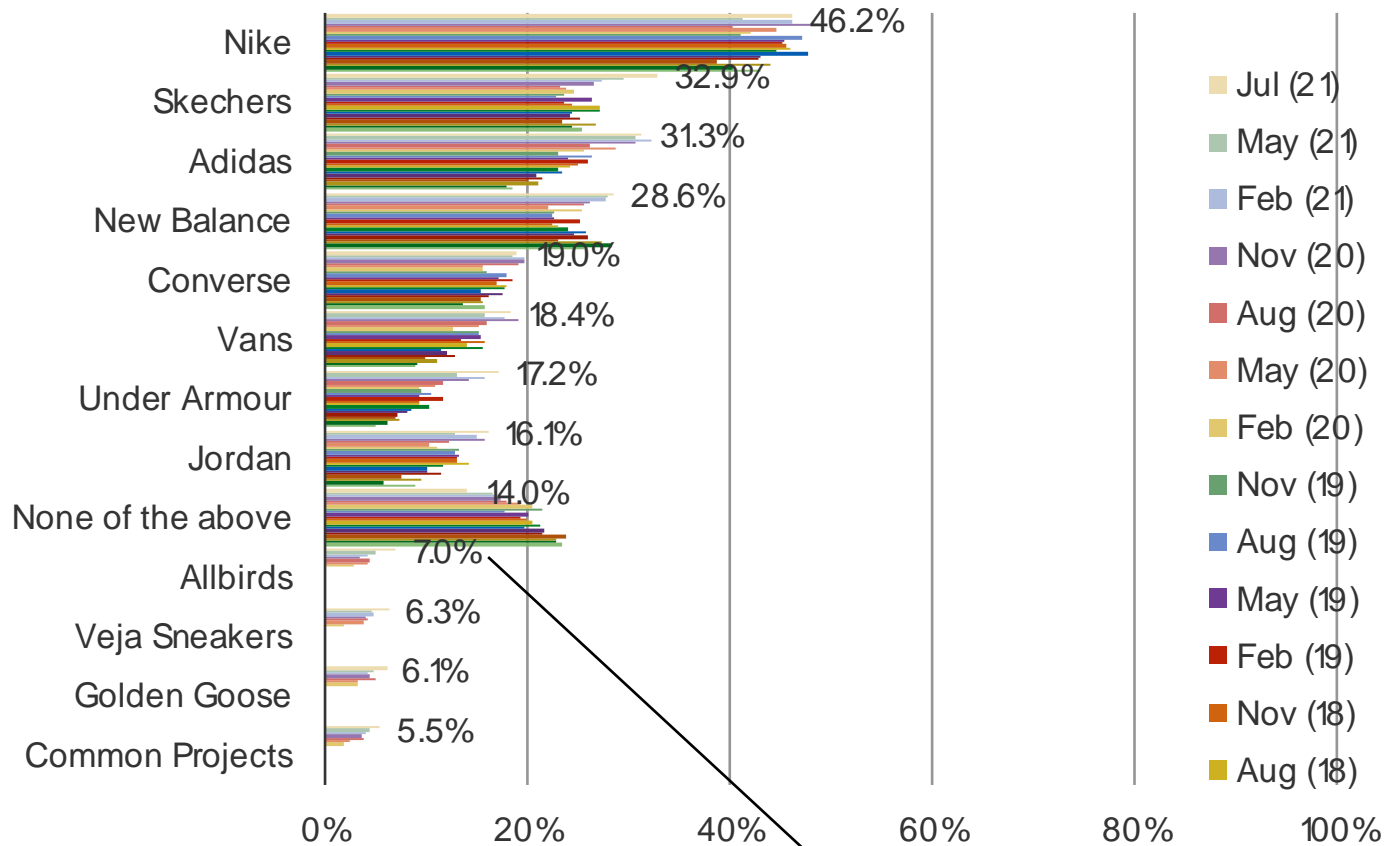
ALLBIRDS COHORT INSIGHTS – DEMOGRAPHICS

- Skew younger
- Skews male
- Skews more toward living in the Middle Atlantic (NY, NJ, PA) and South Atlantic.
- Skews higher income
- Skews more urban than rural/suburban

Allbirds

WHICH OF THE FOLLOWING BRANDS DO YOU OWN SNEAKERS FROM?

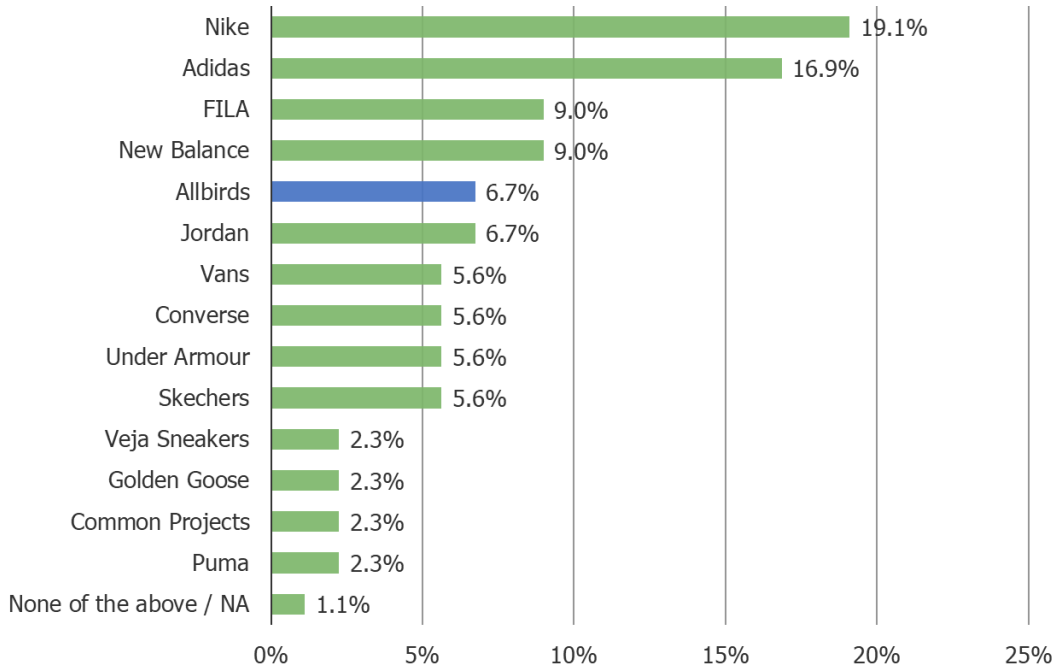
Posed to all respondents



Allbirds

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

This question was posed to respondents who have purchased Allbirds.

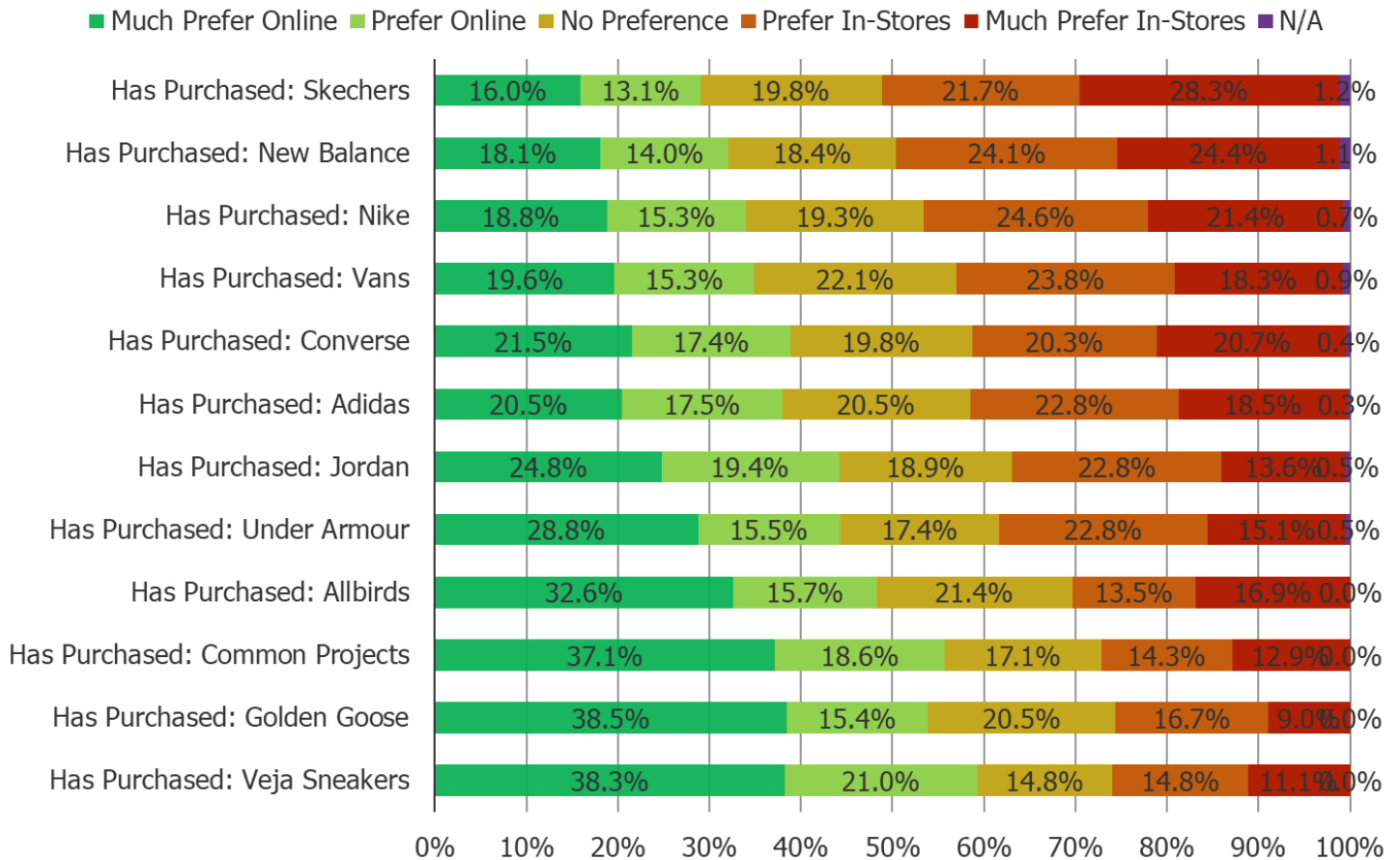


For comparison, % of respondents who have purchased each of the following brands who would choose that brand if they were buying a pair of sneakers today:

Nike	46.3%
Skechers	41.4%
New Balance	31.2%
Adidas	17.0%
Under Armour	14.2%
Jordan	14.1%
Converse	11.2%
Veja Sneakers	7.4%
→ Allbirds	6.7%
Vans	4.8%
Golden Goose	2.6%

WHERE DO YOU PREFER TO BUY SNEAKERS/FOOTWEAR?

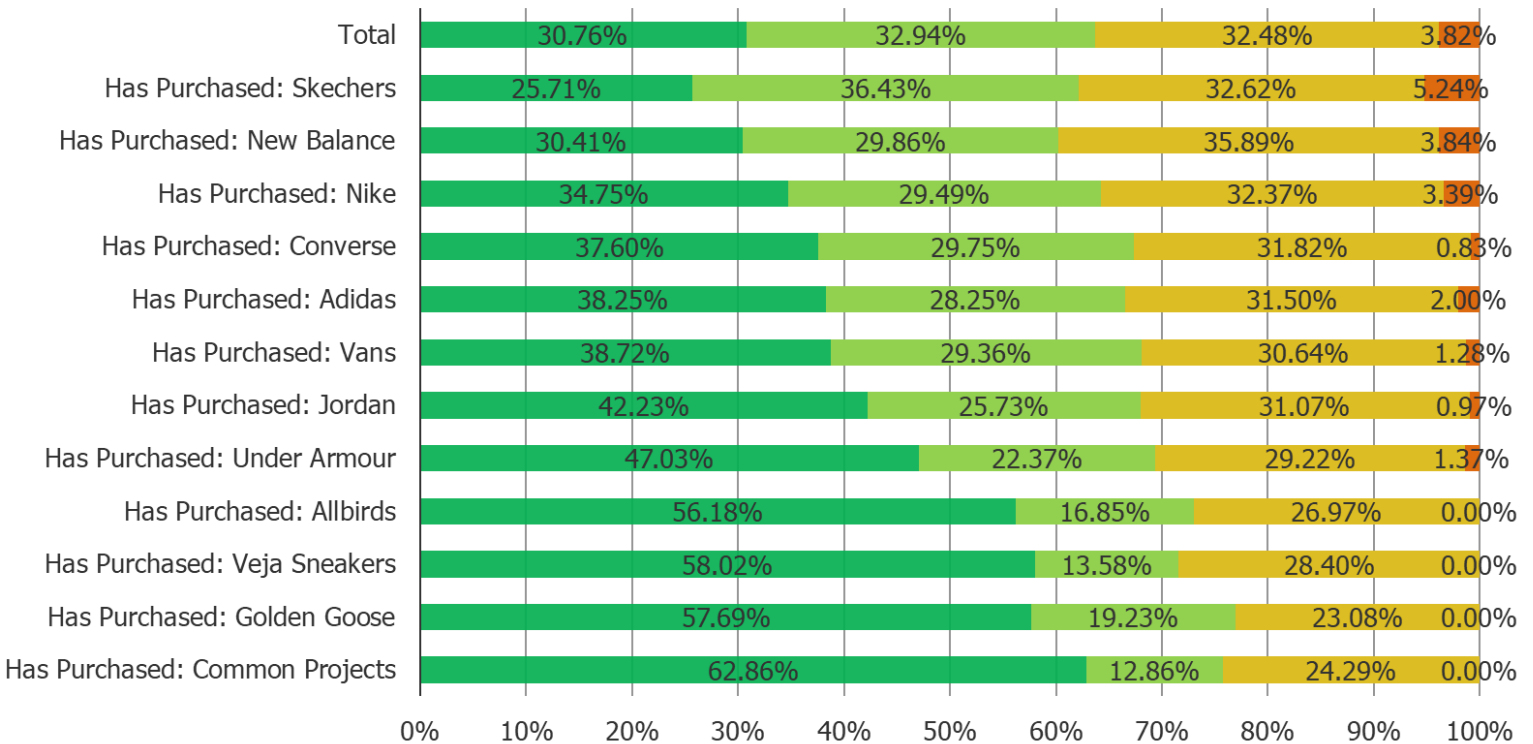
This question was posed to respondents who have purchased from each of the following.



WHERE DO YOU PREFER TO BUY SNEAKERS/FOOTWEAR?

This question was posed to respondents who have purchased from each of the following.

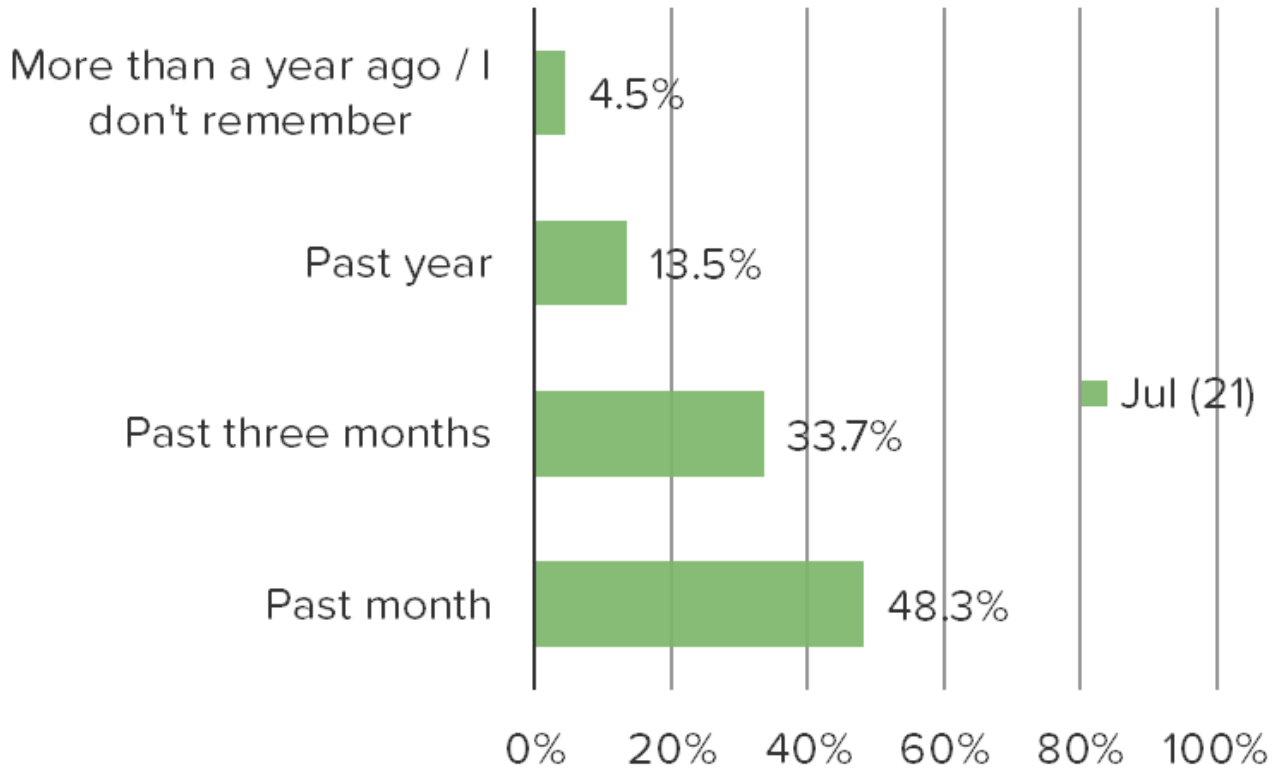
- Prefer Direct From Brand Website/Store (Eg, from Nike, Adidas, etc, directly)
- No Preference
- Prefer Footwear Retailers (Eg, from Foot Locker, Amazon, etc)
- N/A



Allbirds

HAS PURCHASED ALLBIRDS: WHEN IS THE LAST TIME THAT YOU PURCHASED A NEW PAIR OF SNEAKERS?

This question was posed to respondents who have purchased Allbirds.



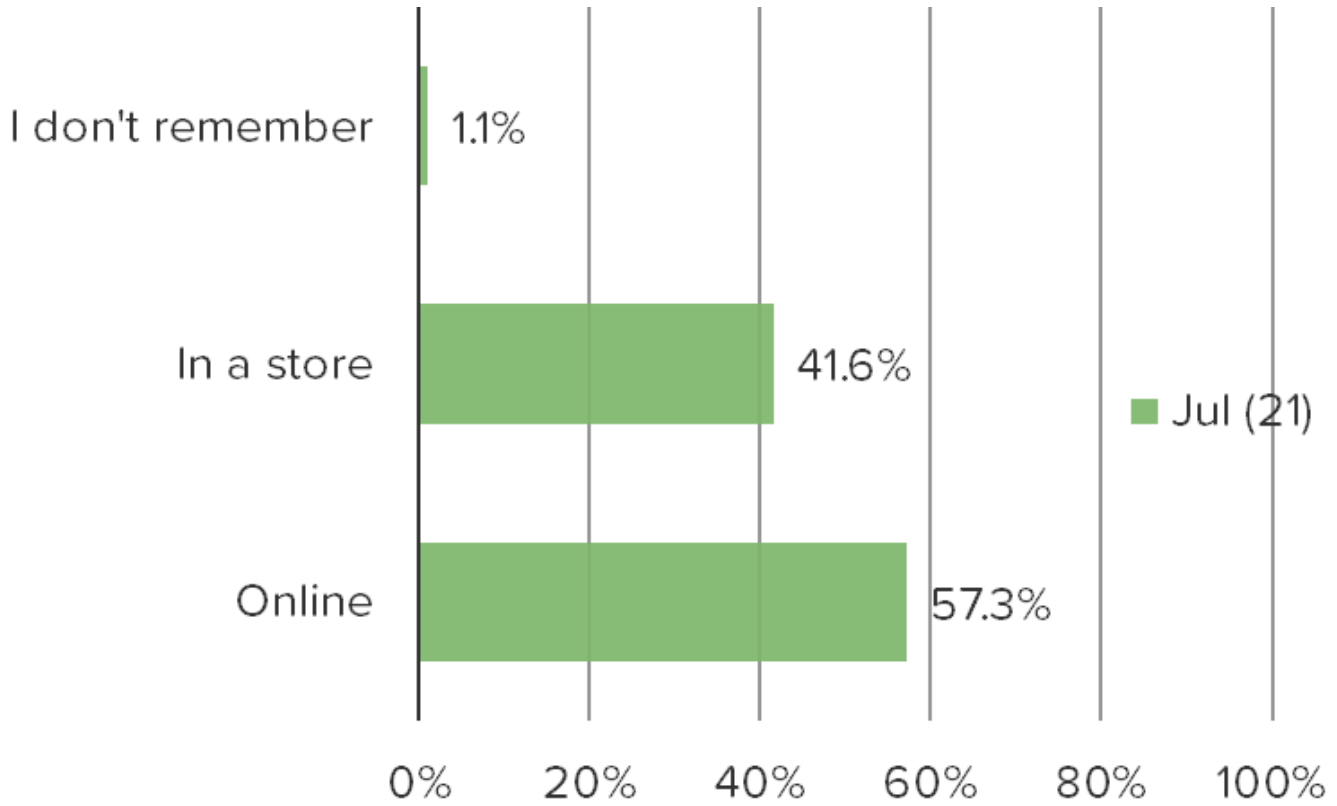
Cross-Tab Comparisons: Respondents Who Have Purchased From Each of the Following

Last Time Purchasing Sneakers	Allbirds	Nike	Adidas	Under Armour	Skechers	Converse	Vans	New Balance	Jordan
Past month	48.3%	28.8%	33.3%	37.9%	19.8%	30.6%	32.3%	25.8%	41.3%
Past three months	33.7%	28.6%	32.8%	33.8%	27.9%	35.5%	33.2%	26.9%	34.5%
Past year	13.5%	29.0%	24.0%	21.9%	31.9%	23.1%	25.1%	28.2%	18.9%
More than a year ago / I don't remember	4.5%	13.6%	10.0%	6.4%	20.5%	10.7%	9.4%	19.2%	5.3%

Allbirds

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

This question was posed to respondents who have purchased Allbirds.



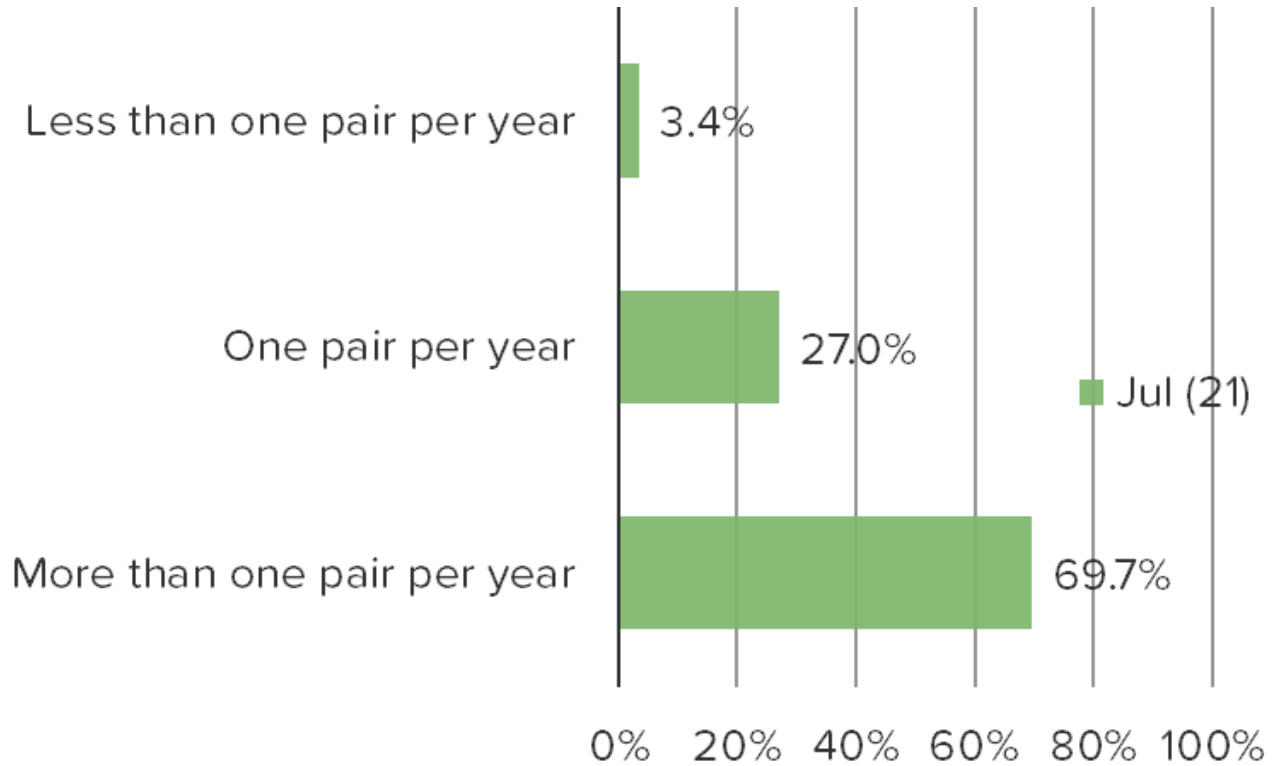
Cross-Tab Comparisons: Respondents Who Have Purchased From Each of the Following

Last Time Buying Sneakers	Allbirds	Nike	Adidas	Under Armour	Skechers	Converse	Vans	New Balance	Jordan
Online	57.3%	40.5%	44.5%	47.5%	37.6%	40.1%	43.0%	40.3%	47.1%
In a store	41.6%	57.3%	54.5%	51.6%	59.1%	56.6%	54.9%	57.8%	51.0%
I don't remember	1.1%	2.2%	1.0%	0.9%	3.3%	3.3%	2.1%	1.9%	1.9%

Allbirds

HAS PURCHASED ALLBIRDS: AROUND HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

This question was posed to respondents who have purchased Allbirds.



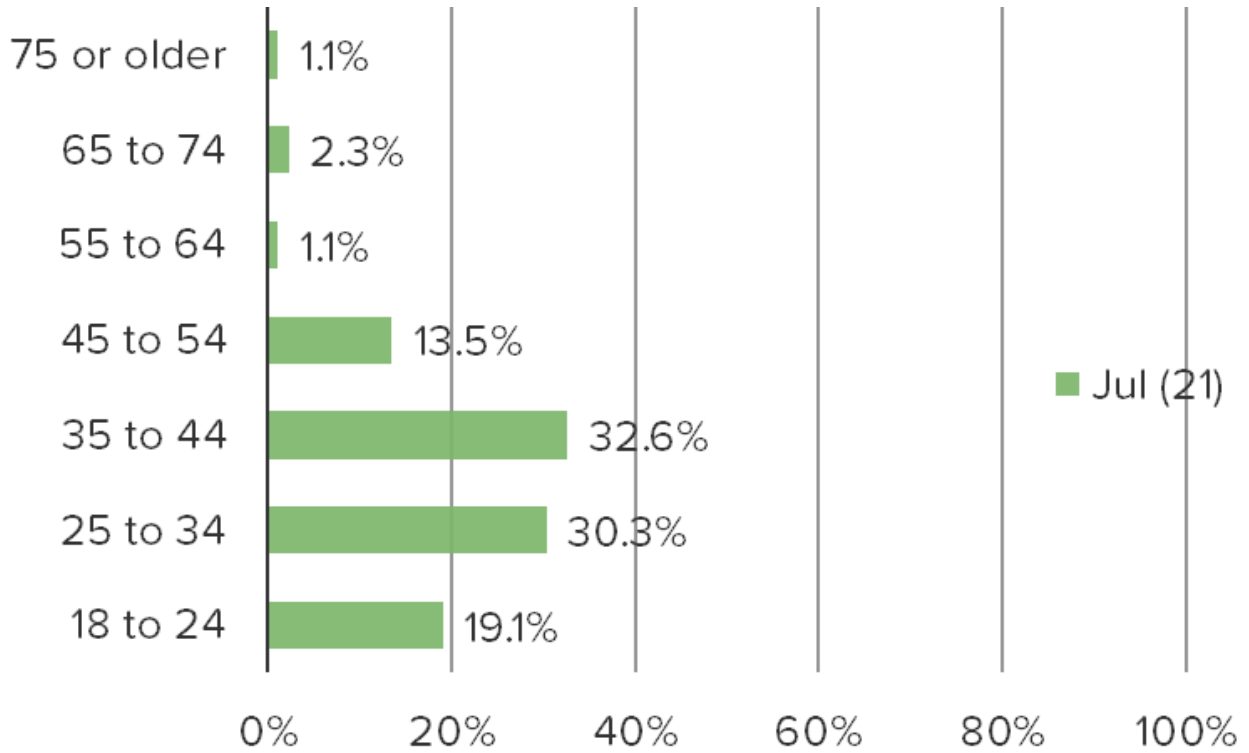
Cross-Tab Comparisons: Respondents Who Have Purchased From Each of the Following

How Often Do You Buy New Sneakers	Allbirds	Nike	Adidas	Under Armour	Skechers	Converse	Vans	New Balance	Jordan
More than one pair per year	69.7%	50.7%	57.3%	63.5%	41.9%	52.9%	52.8%	44.7%	61.2%
One pair per year	27.0%	31.7%	30.0%	26.9%	31.4%	33.5%	34.5%	31.0%	31.1%
Less than one pair per year	3.4%	17.6%	12.8%	9.6%	26.7%	13.6%	12.8%	24.4%	7.8%

Allbirds

HAS PURCHASED ALLBIRDS: WHAT IS YOUR AGE?

This question was posed to respondents who have purchased Allbirds.



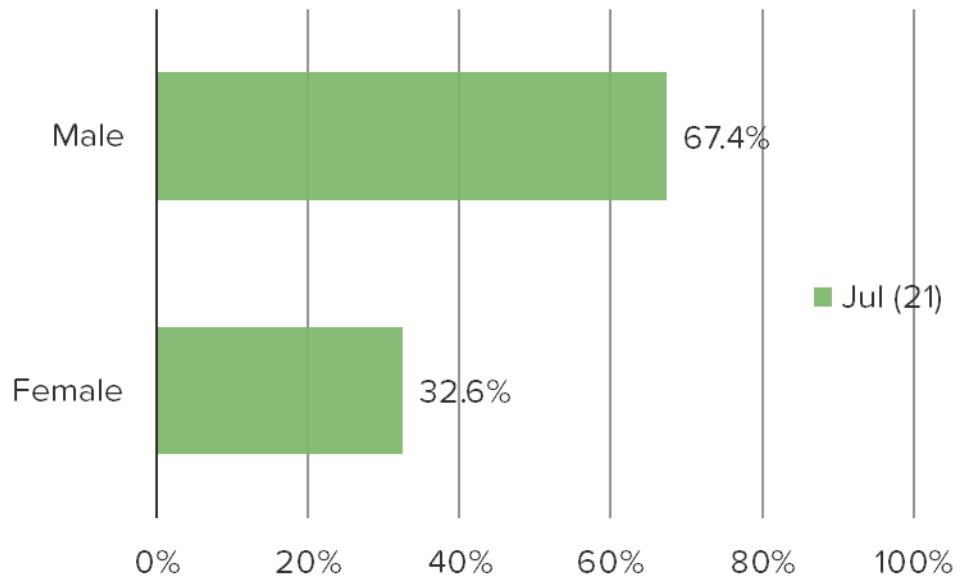
Cross-Tab Comparisons: Respondents Who Have Purchased From Each of the Following

Age	Allbirds	Nike	Adidas	Under Armour	Skechers	Converse	Vans	New Balance	Jordan
18 to 24	19.1%	19.5%	21.0%	21.5%	8.6%	19.0%	28.5%	9.6%	29.1%
25 to 34	30.3%	18.3%	24.0%	27.4%	12.6%	26.9%	23.8%	16.2%	26.2%
35 to 44	32.6%	21.9%	21.8%	28.3%	16.9%	21.1%	21.7%	19.7%	22.8%
45 to 54	13.5%	18.5%	14.3%	14.6%	19.1%	17.4%	16.2%	17.8%	16.0%
55 to 64	1.1%	10.5%	9.0%	3.7%	15.7%	8.3%	6.4%	11.2%	4.4%
65 to 74	2.3%	7.3%	6.3%	3.2%	16.4%	4.1%	3.4%	15.1%	1.5%
75 or older	1.1%	4.1%	3.8%	1.4%	10.7%	3.3%	0.0%	10.4%	0.0%

Allbirds

HAS PURCHASED ALLBIRDS: WHAT IS YOUR GENDER?

This question was posed to respondents who have purchased Allbirds.



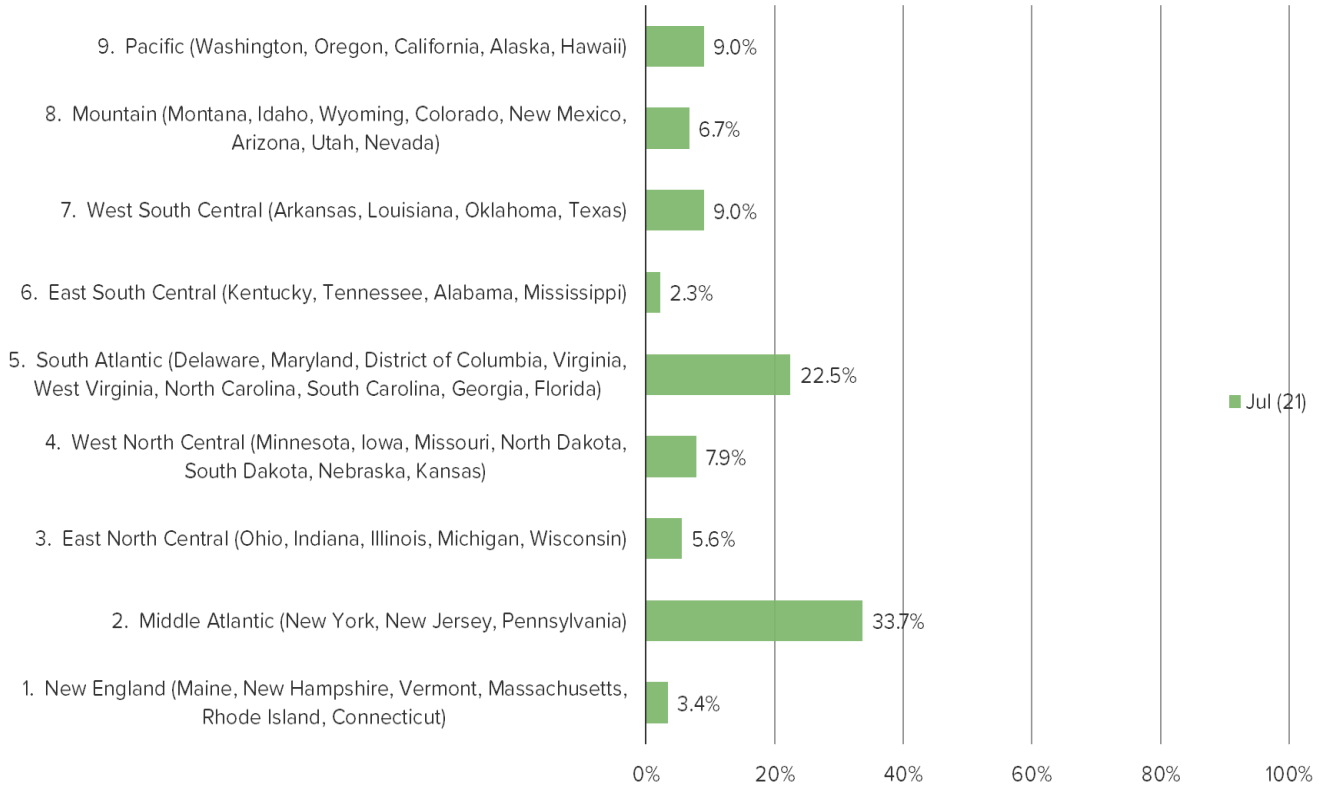
Cross-Tab Comparisons: Respondents Who Have Purchased From Each of the Following

Gender	Allbirds	Nike	Adidas	Under Armour	Skechers	Converse	Vans	New Balance	Jordan
Female	32.6%	45.8%	45.0%	37.4%	58.6%	47.5%	53.6%	48.8%	38.4%
Male	67.4%	54.2%	55.0%	62.6%	41.4%	52.5%	46.4%	51.2%	61.7%

Allbirds

HAS PURCHASED ALLBIRDS: IN WHICH REGION OF THE UNITED STATES DO YOU LIVE?

This question was posed to respondents who have purchased Allbirds.



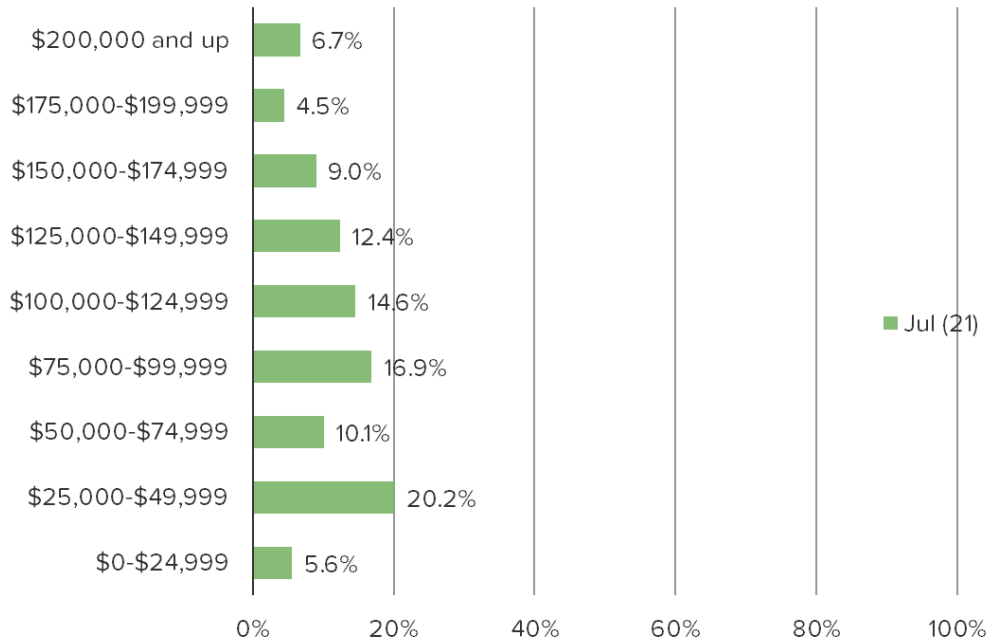
Cross-Tab Comparisons: Respondents Who Have Purchased From Each of the Following

Region	Allbirds	Nike	Adidas	Under Armour	Skechers	Converse	Vans	New Balance	Jordan
1. New England	3.4%	3.6%	2.5%	2.7%	4.3%	2.5%	1.7%	4.9%	1.0%
2. Middle Atlantic	33.7%	17.8%	19.3%	21.5%	13.8%	17.4%	17.0%	17.3%	21.4%
3. East North Central	5.6%	14.8%	13.3%	12.3%	17.9%	16.1%	13.6%	11.5%	11.2%
4. West North Central	7.9%	5.4%	6.3%	7.8%	7.1%	5.0%	8.1%	6.9%	5.3%
5. South Atlantic	22.5%	22.0%	21.3%	21.5%	24.8%	23.6%	25.1%	24.1%	24.8%
6. East South Central	2.3%	7.8%	8.8%	6.4%	6.4%	6.6%	5.1%	8.2%	9.2%
7. West South Central	9.0%	10.9%	11.5%	10.5%	9.3%	10.7%	11.9%	10.1%	10.2%
8. Mountain	6.7%	6.4%	5.5%	5.0%	5.0%	5.0%	6.4%	6.9%	7.8%
9. Pacific	9.0%	11.4%	11.8%	12.3%	11.4%	13.2%	11.1%	10.1%	9.2%

Allbirds

HAS PURCHASED ALLBIRDS: WHAT IS YOUR APPROXIMATE AVERAGE HOUSEHOLD INCOME?

This question was posed to respondents who have purchased Allbirds.



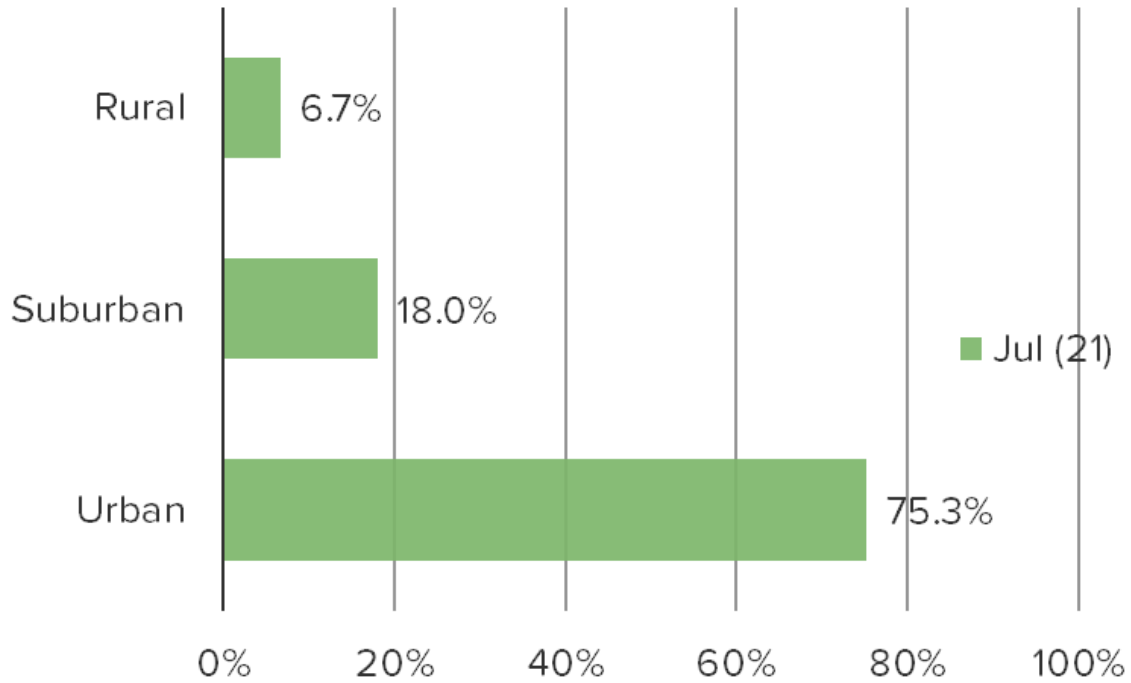
Cross-Tab Comparisons: Respondents Who Have Purchased From Each of the Following

Income	Allbirds	Nike	Adidas	Under Armour	Skechers	Converse	Vans	New Balance	Jordan
\$0-\$24,999	5.6%	20.5%	17.3%	11.9%	19.8%	15.3%	17.5%	20.0%	22.3%
\$25,000-\$49,999	20.2%	24.9%	24.8%	20.1%	31.4%	27.7%	24.3%	26.9%	21.4%
\$50,000-\$74,999	10.1%	17.5%	15.8%	16.9%	18.3%	16.5%	16.6%	17.8%	16.5%
\$75,000-\$99,999	16.9%	12.7%	14.0%	16.4%	13.3%	16.5%	17.0%	14.5%	11.2%
\$100,000-\$124,999	14.6%	9.7%	11.3%	12.8%	7.4%	9.9%	11.1%	8.2%	10.2%
\$125,000-\$149,999	12.4%	6.1%	7.3%	9.6%	3.6%	5.8%	6.4%	5.8%	7.3%
\$150,000-\$174,999	9.0%	4.1%	5.5%	6.4%	2.9%	4.6%	4.3%	2.5%	5.3%
\$175,000-\$199,999	4.5%	2.2%	2.3%	3.2%	1.0%	1.7%	1.3%	2.5%	2.9%
\$200,000 and up	6.7%	2.4%	2.0%	2.7%	2.4%	2.1%	1.7%	1.9%	2.9%

Allbirds

HAS PURCHASED ALLBIRDS: WHICH OF THE FOLLOWING BEST DESCRIBES THE AREA YOU LIVE IN?

This question was posed to respondents who have purchased Allbirds.



Cross-Tab Comparisons: Respondents Who Have Purchased From Each of the Following

Area	Allbirds	Nike	Adidas	Under Armour	Skechers	Converse	Vans	New Balance	Jordan
Urban	75.3%	46.3%	51.5%	59.8%	34.8%	51.7%	48.5%	41.9%	59.2%
Suburban	18.0%	35.3%	31.5%	26.9%	44.1%	30.6%	34.9%	37.3%	28.2%
Rural	6.7%	18.5%	17.0%	13.2%	21.2%	17.8%	16.6%	20.8%	12.6%