



## CHINA FEEDBACK REGARDING US BRANDS VOL 2

**Audience:** 1,000+ Consumers in China (Audience Skews Urban)

### CHECK BREAKDOWN:

#### TREND CHECKS

#### Key Takeaways:

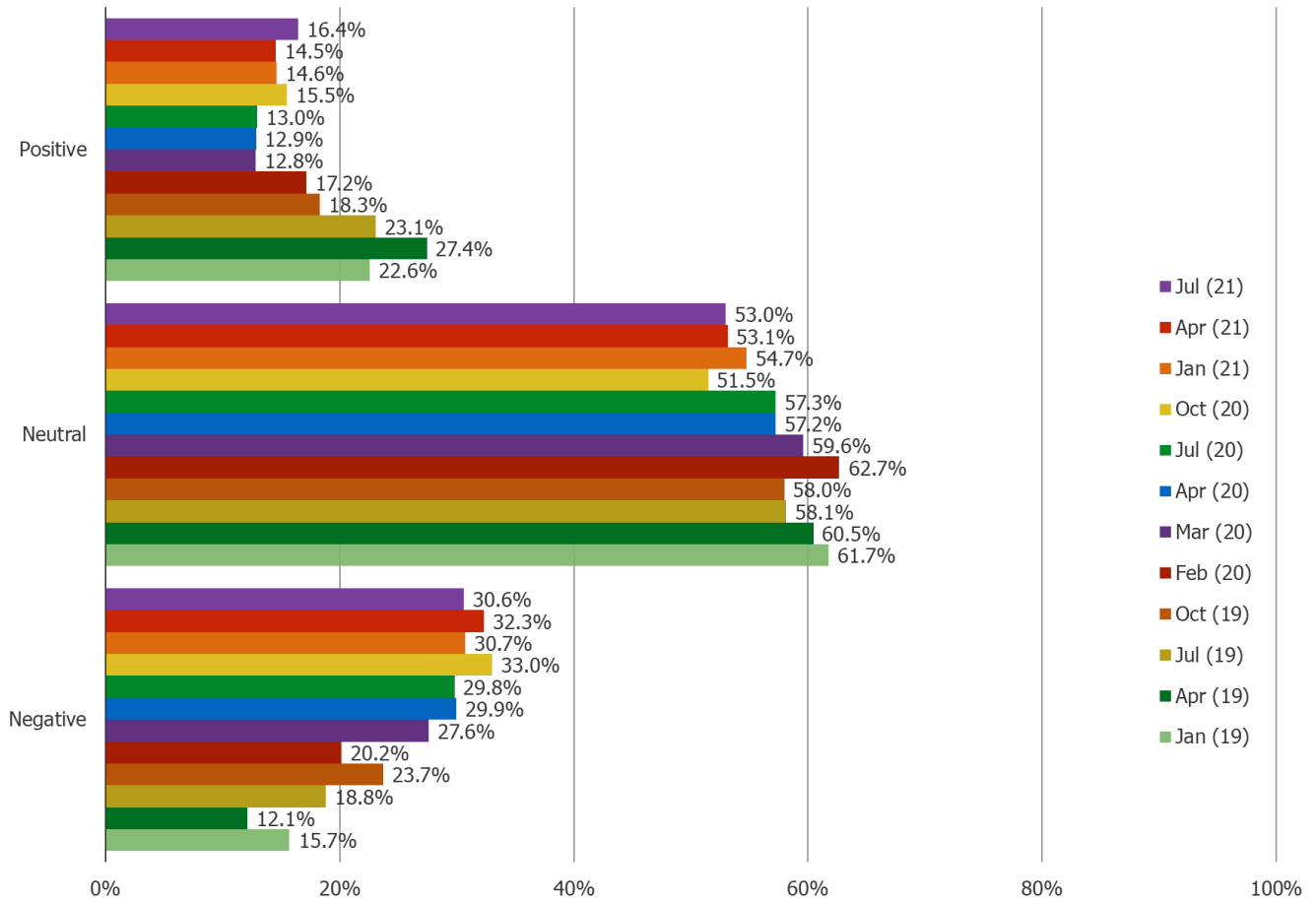
- ❑ Respondents in China remain net negative on their opinion of the relationship between the US and China. However, the feedback is improved relative to last quarter. This metric we are tracking is important for US brands because 61.4% of those with a negative view say that their view makes them less likely to buy American products as a result.
- ❑ Sentiment toward domestic Chinese athletic brands remains more favorable than sentiment toward US brands. However, the worsening of sentiment toward brands like Nike, Adidas, and Puma eased q/q. There is still a cohort that say their opinion of Nike, Adidas, and Puma has worsened – those folks primarily reference the Xinjiang Cotton incident as being the primary reason for the negativity.
- ❑ Cross-tab analysis continues to show that respondents who have a negative view toward the relationship between the US and China are more likely to harbor negative/worsening sentiments toward Nike, Adidas, and Puma.

China Feedback Regarding US Brands

LONGITUDINAL FEEDBACK | CHINA & US RELATIONS

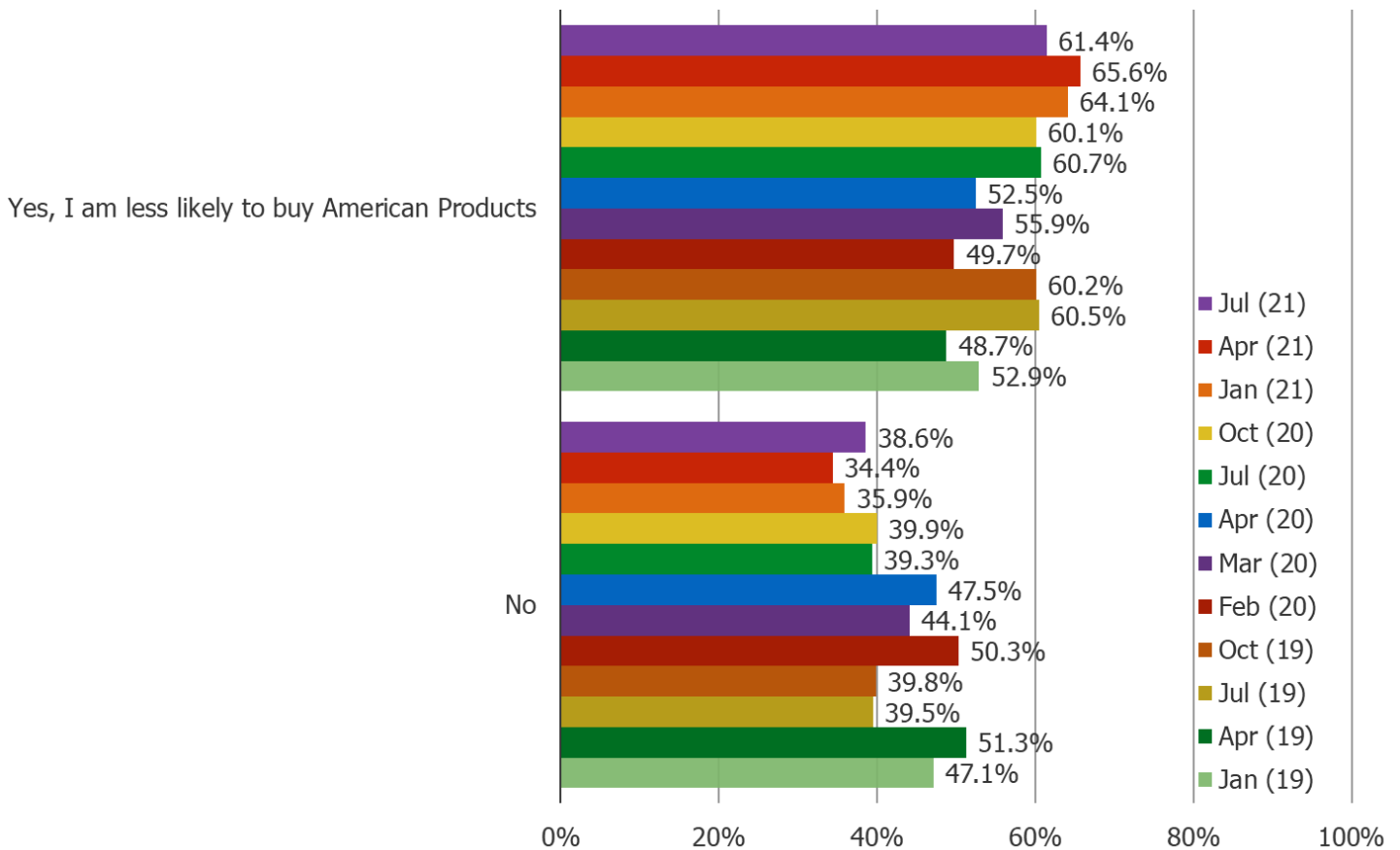
WHAT DO YOU THINK OF THE RELATIONSHIP BETWEEN CHINA AND THE US?

Posed to all respondents



BECAUSE OF YOUR VIEWS ON THE RELATIONSHIP BETWEEN CHINA AND THE US, ARE YOU LESS LIKELY TO BUY AMERICAN PRODUCTS?

Posed to respondents who said they think the relationship between China and the US is negative.



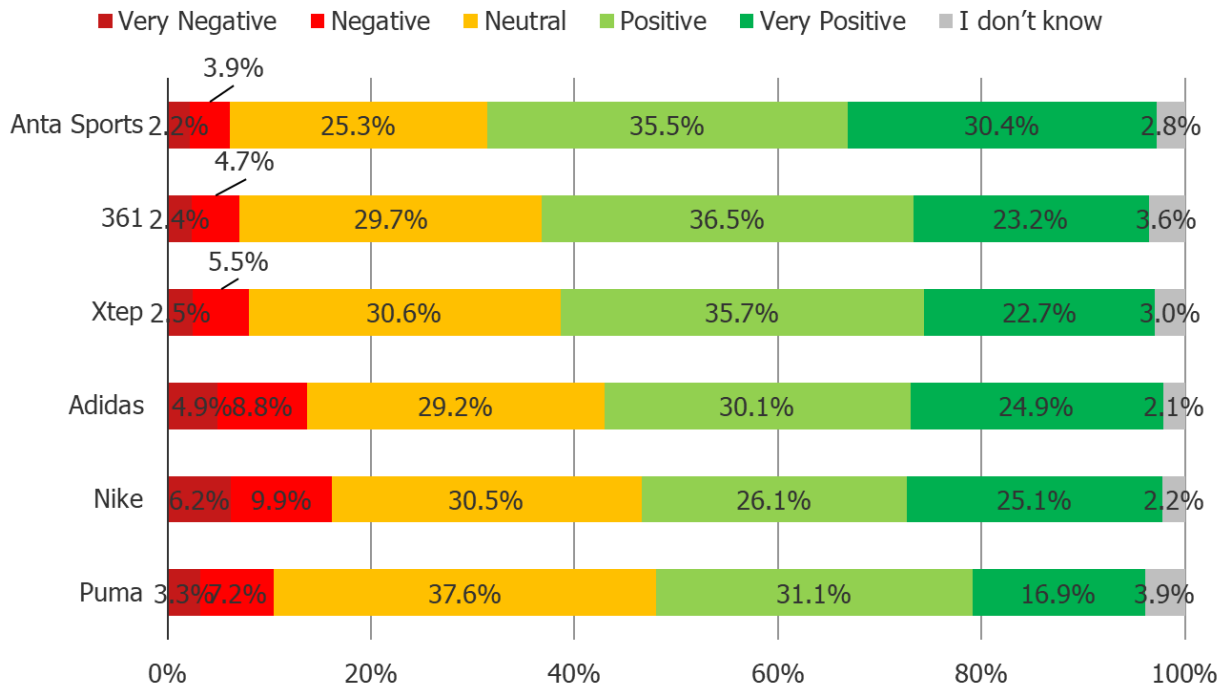
China Feedback Regarding US Brands

OPINION TOWARD BRANDS

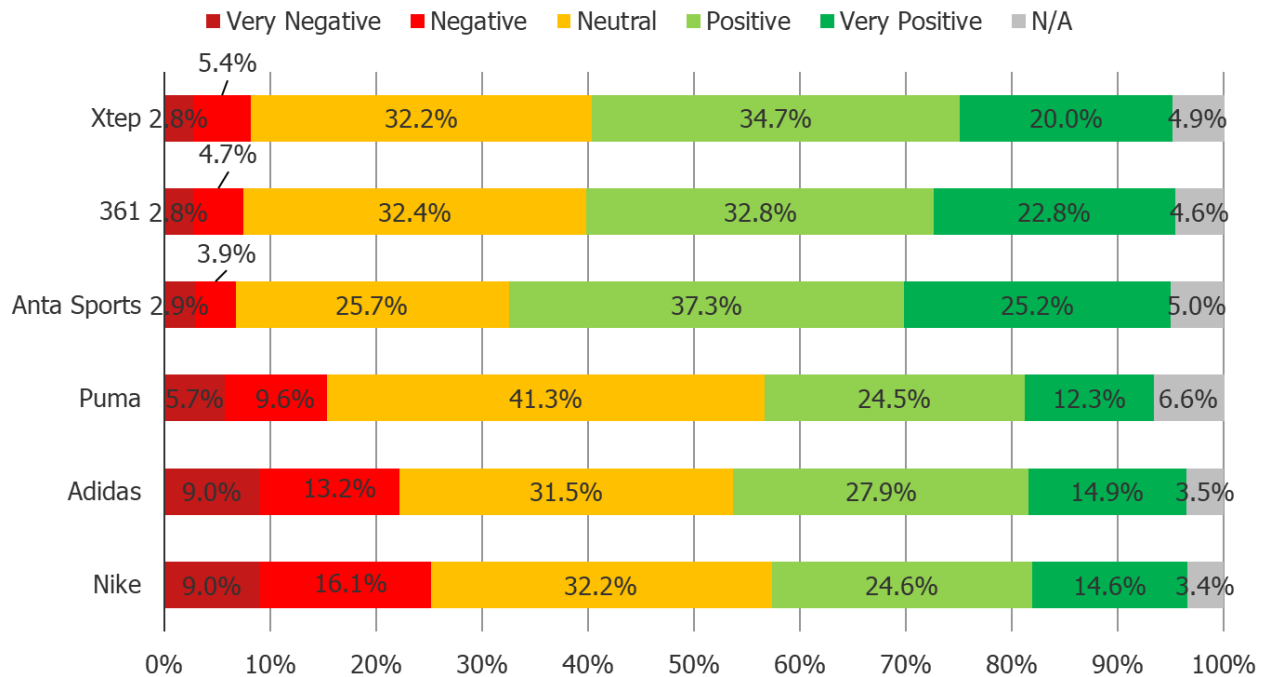
WHAT DO YOU THINK OF THE FOLLOWING BRANDS?

Posed to all respondents

October 2021



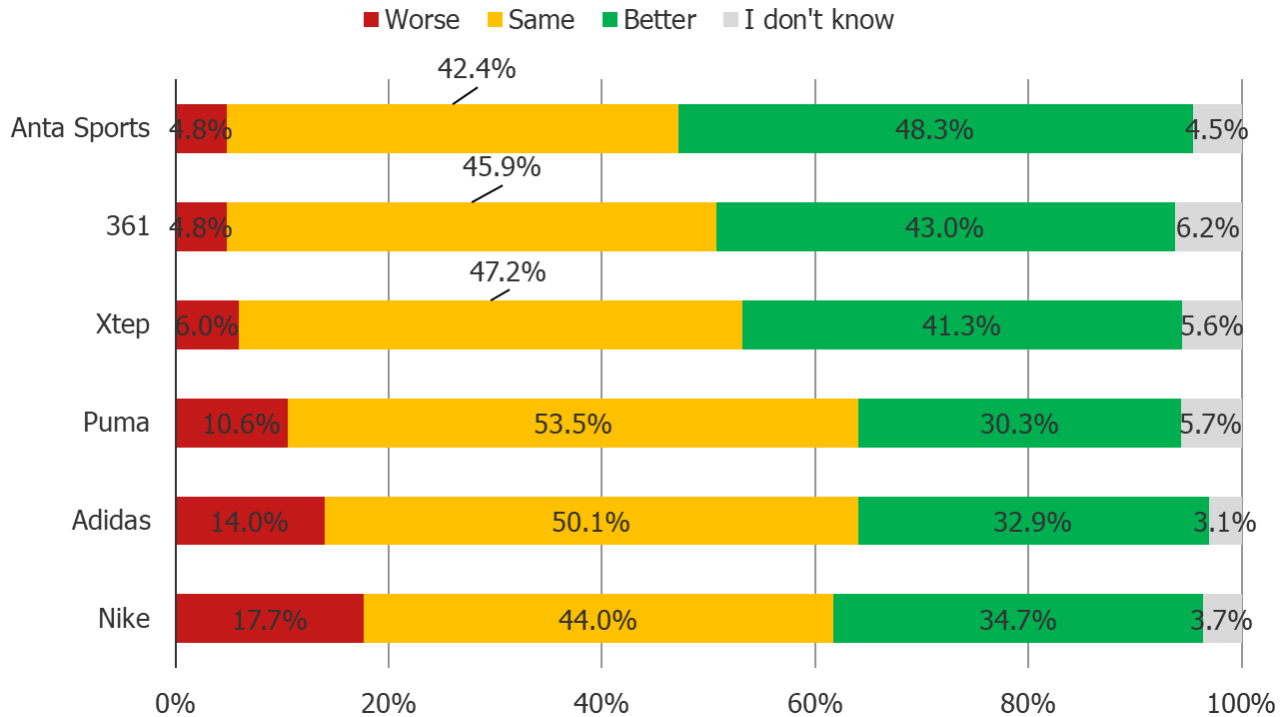
July 2021



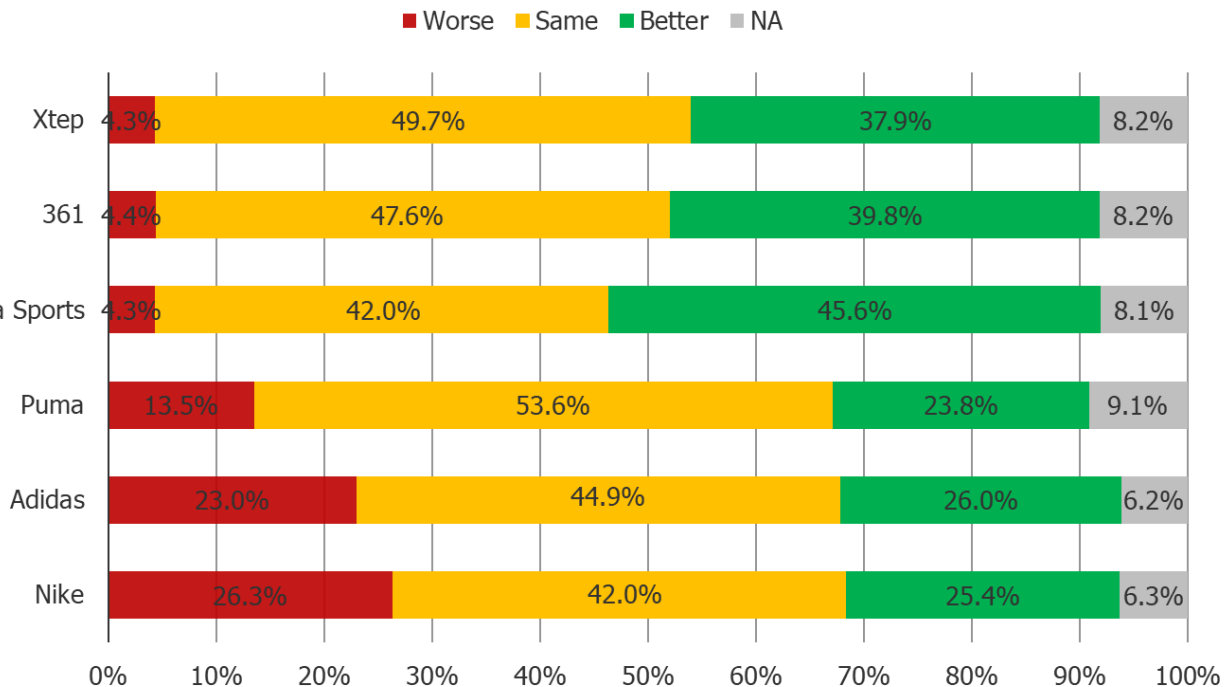
HAS YOUR OPINION OF THE FOLLOWING BEEN GETTING BETTER OR WORSE LATELY?

Posed to all respondents

October 2021



July 2021



China Feedback Regarding US Brands

VERBATIMS – WHY ARE OPINIONS IMPROVED /  
WORSE?

















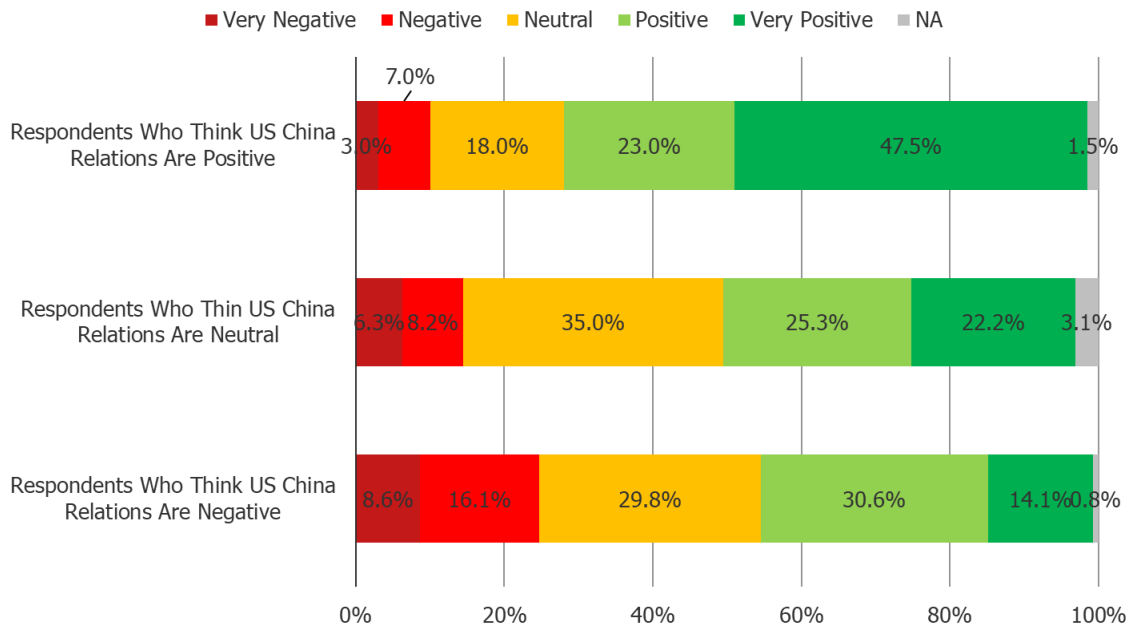
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CROSS-TAB ANALYSIS: OPINION TOWARD BRANDS  
CUT BY OPINION TOWARD CHINA & US RELATIONS

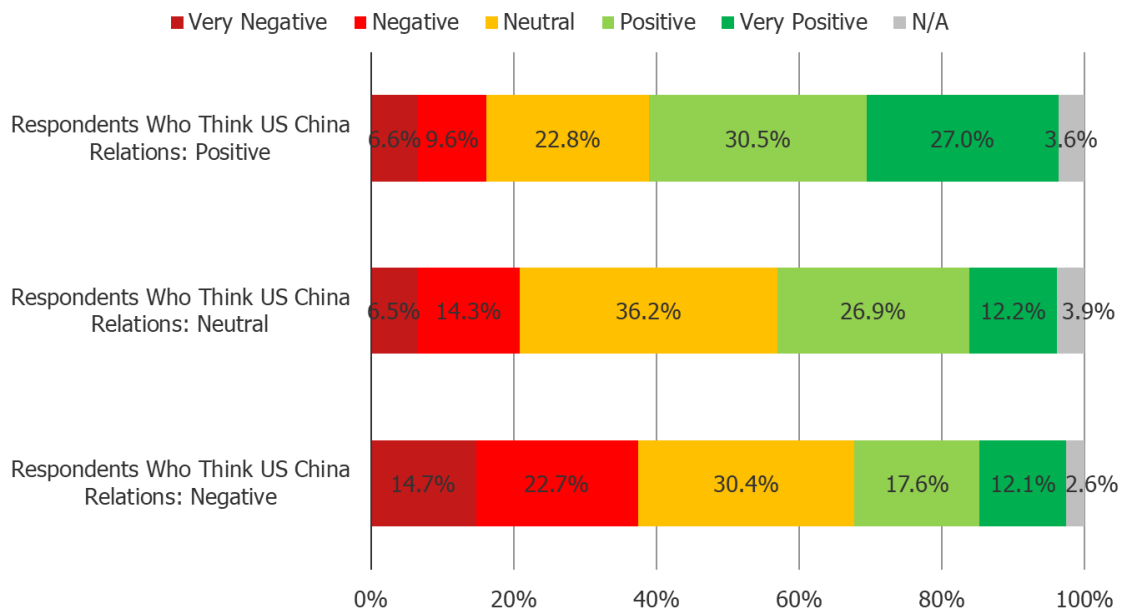
WHAT DO YOU THINK OF THE FOLLOWING BRANDS? NIKE

Posed to all respondents

October 2021



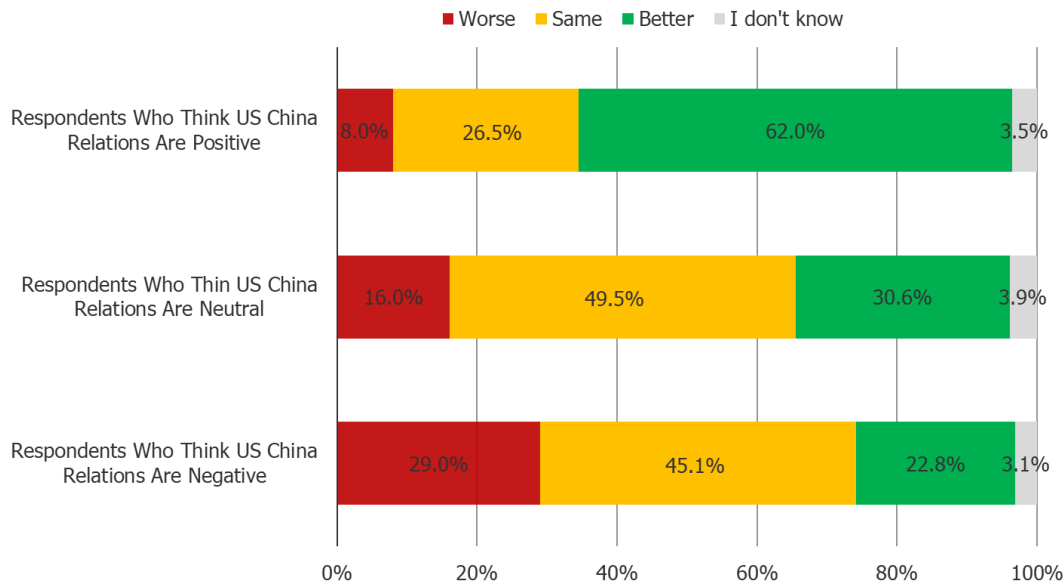
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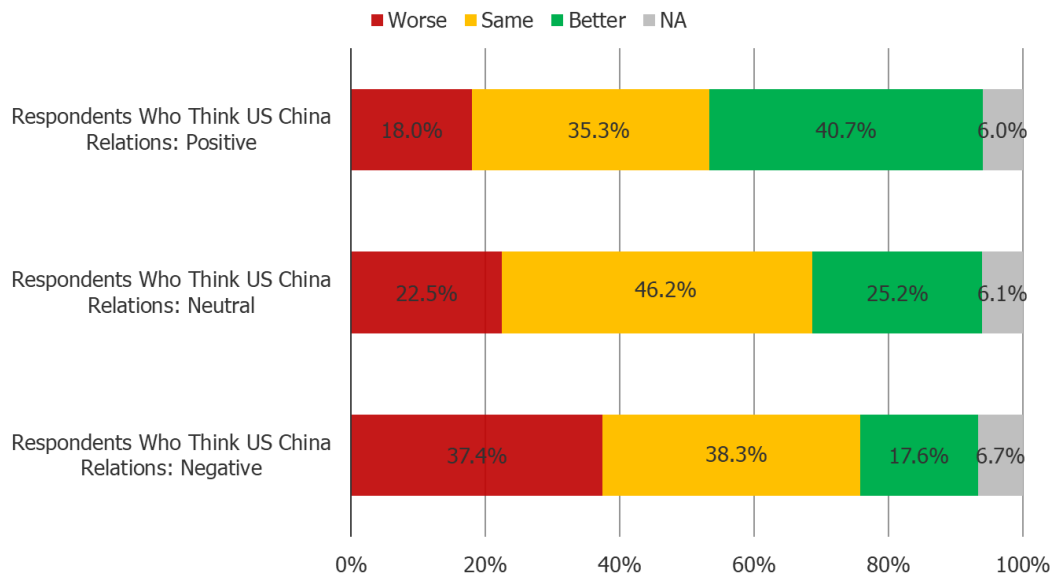


HAS YOUR OPINION OF THE FOLLOWING GOTTEN BETTER OR WORSE RECENTLY? **NIKE**

Posed to all respondents  
October 2021



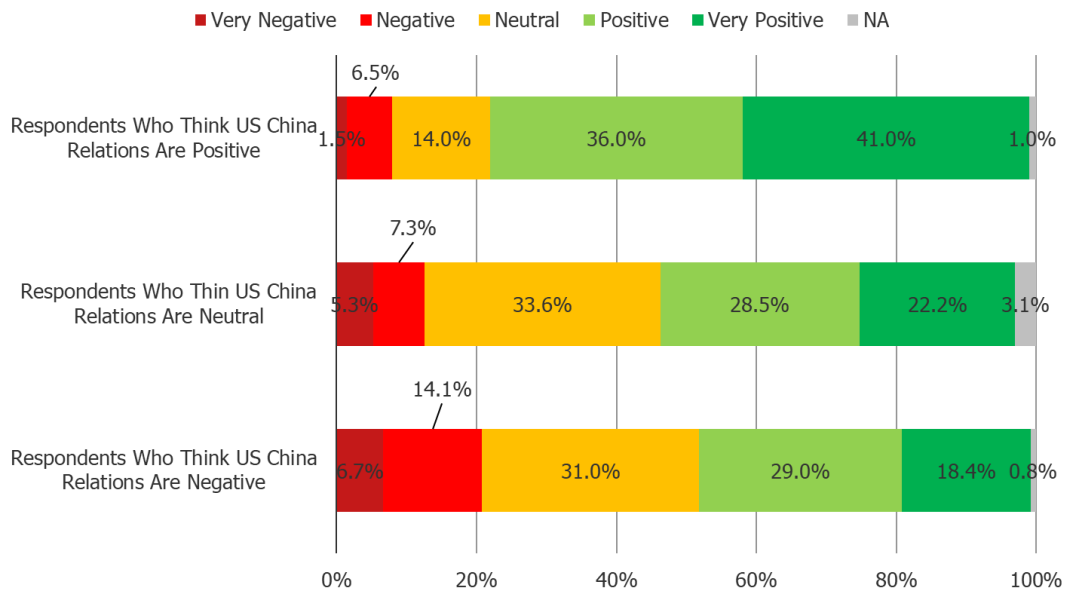
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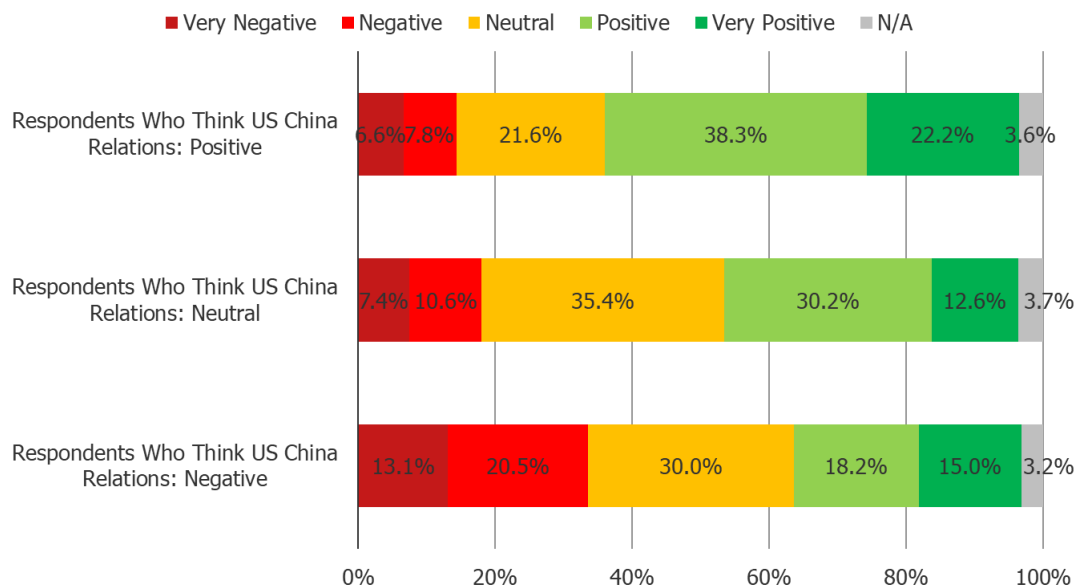
WHAT DO YOU THINK OF THE FOLLOWING BRANDS? **ADIDAS**

Posed to all respondents

October 2021



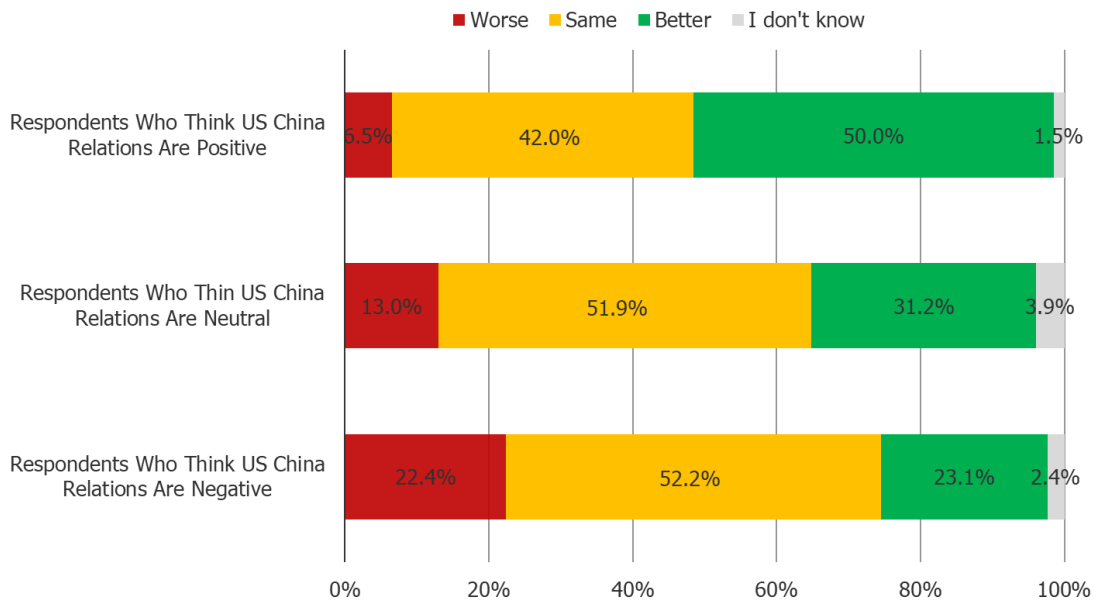
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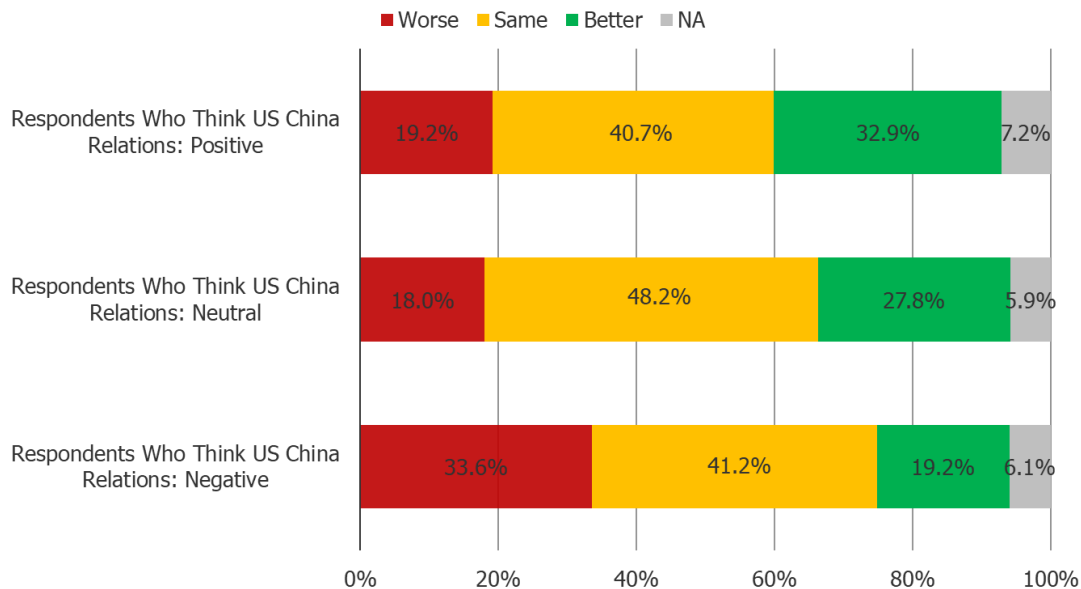
HAS YOUR OPINION OF THE FOLLOWING GOTTEN BETTER OR WORSE RECENTLY? **ADIDAS**

Posed to all respondents

October 2021



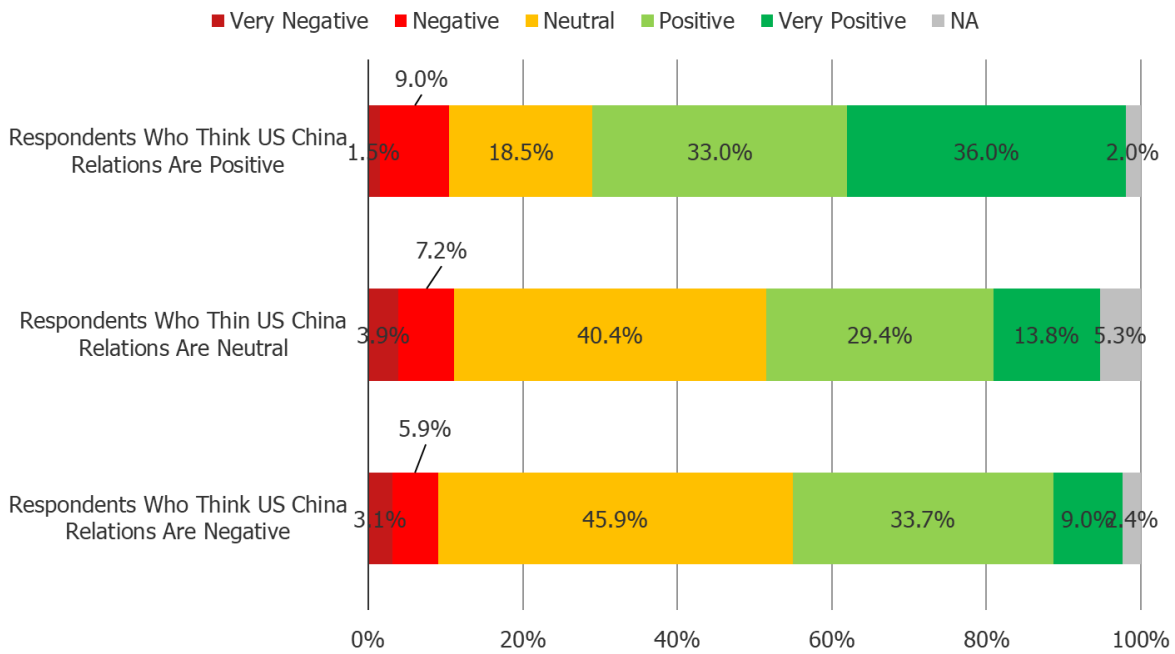
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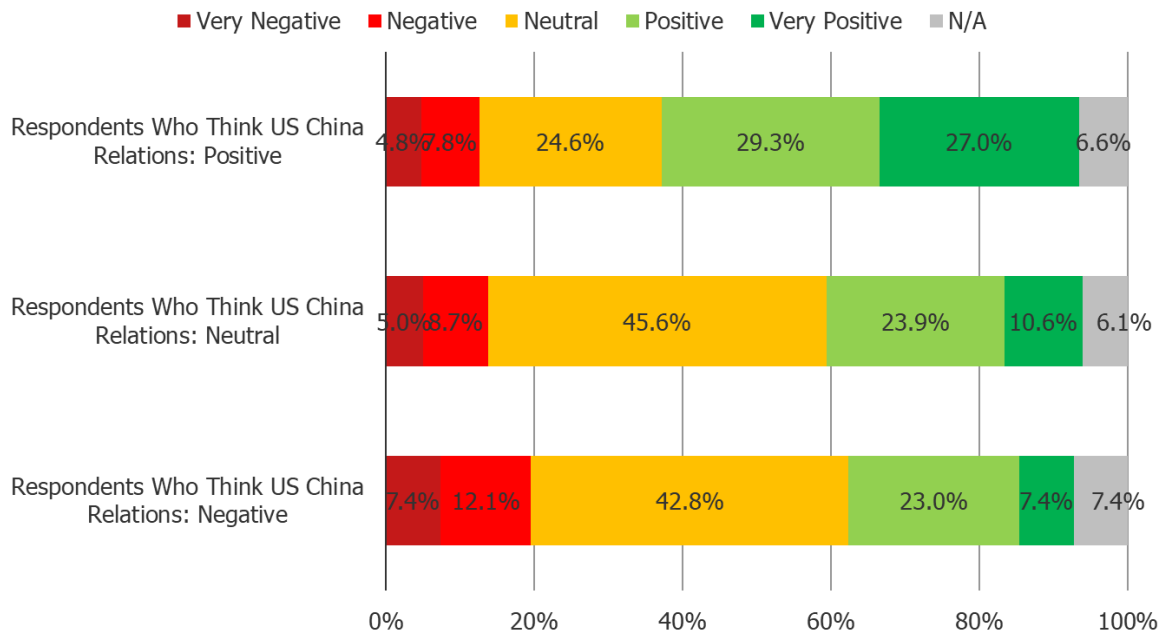
WHAT DO YOU THINK OF THE FOLLOWING BRANDS? **PUMA**

Posed to all respondents

October 2021



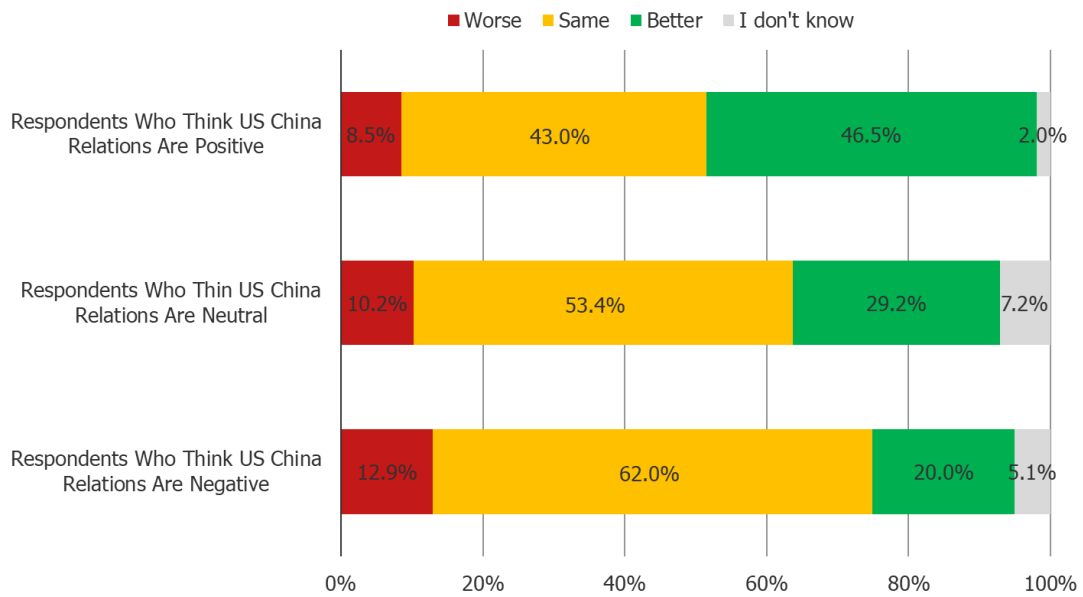
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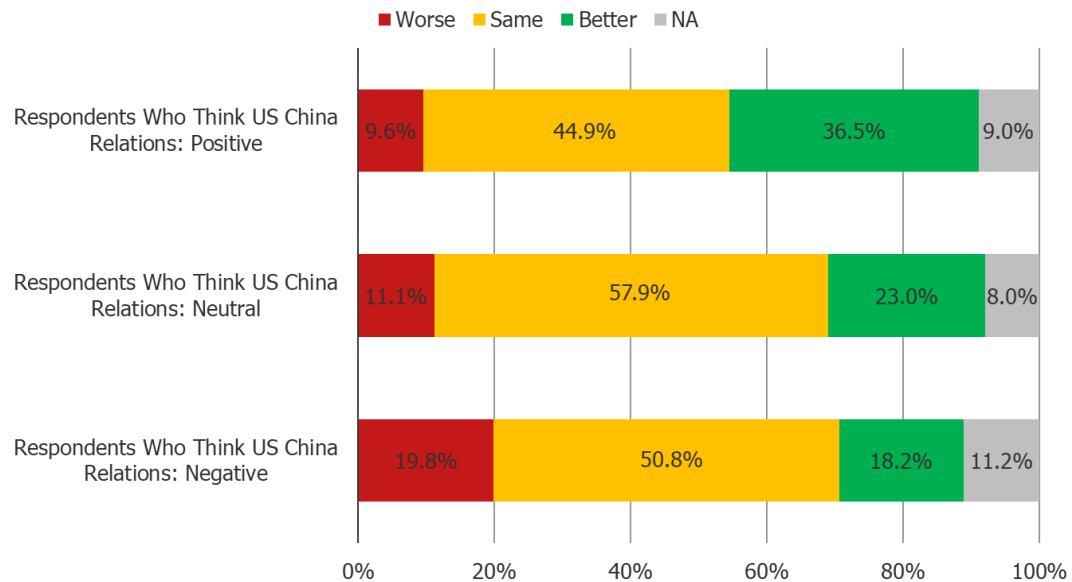
HAS YOUR OPINION OF THE FOLLOWING GOTTEN BETTER OR WORSE RECENTLY? **PUMA**

Posed to all respondents

October 2021



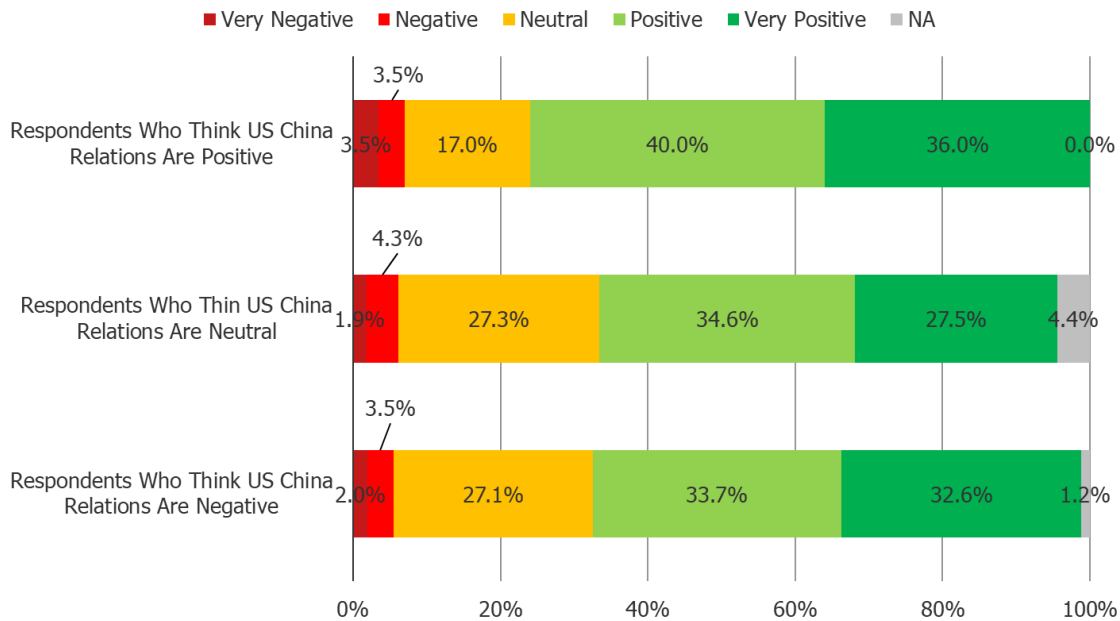
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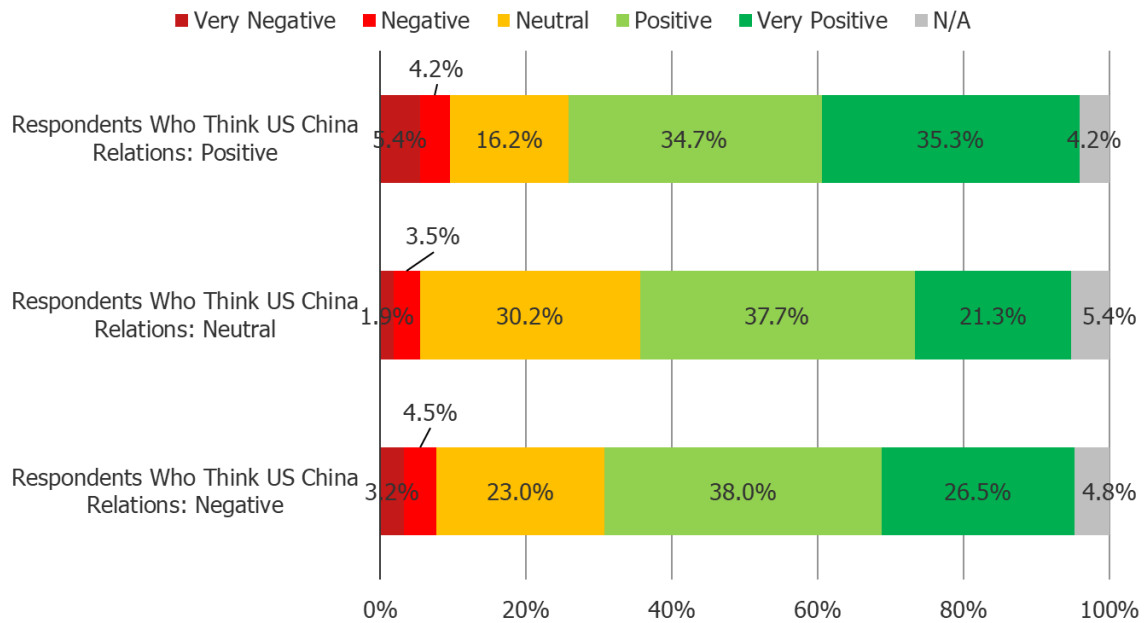
WHAT DO YOU THINK OF THE FOLLOWING BRANDS? **ANTA SPORTS**

Posed to all respondents

October 2021



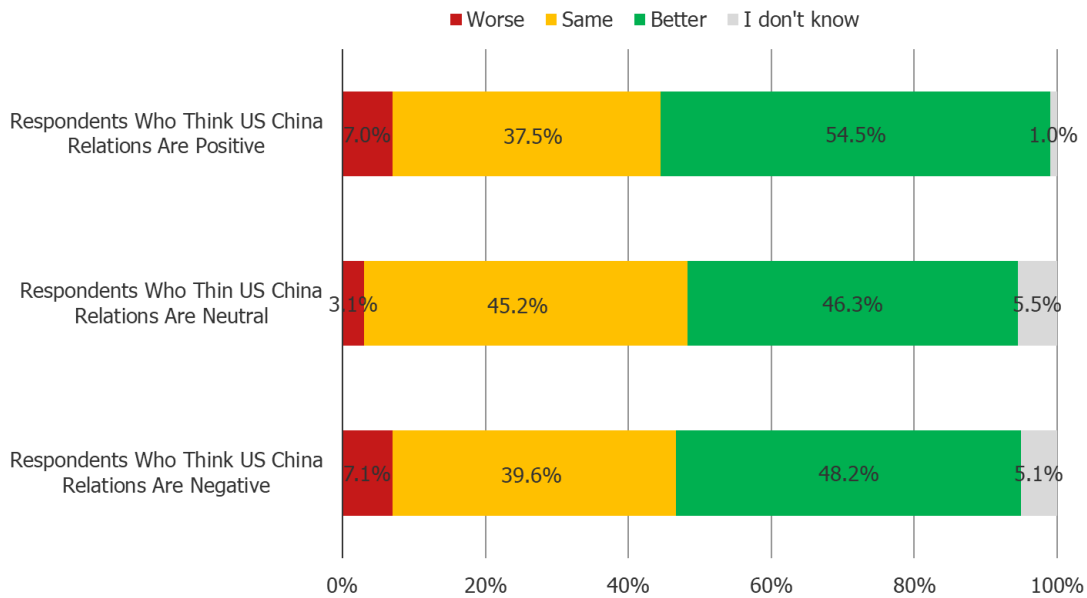
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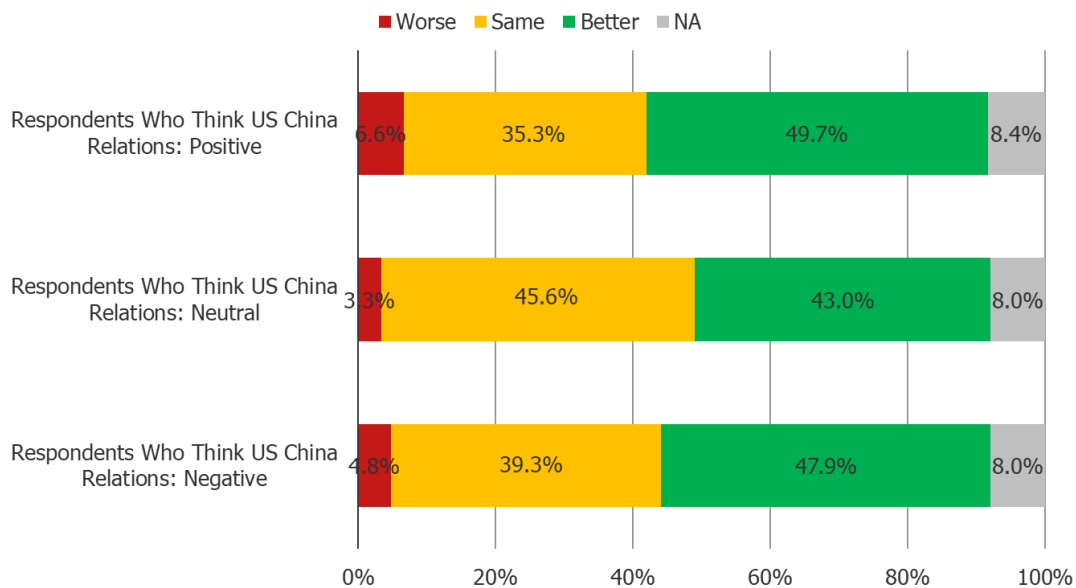
HAS YOUR OPINION OF THE FOLLOWING GOTTEN BETTER OR WORSE RECENTLY? **ANTA SPORTS**

Posed to all respondents

October 2021



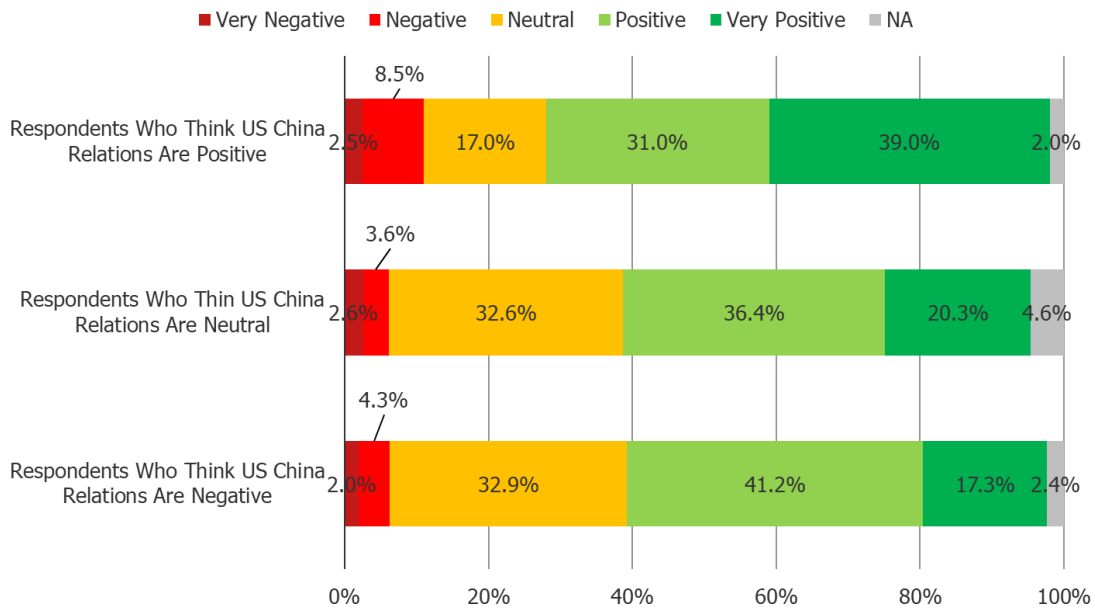
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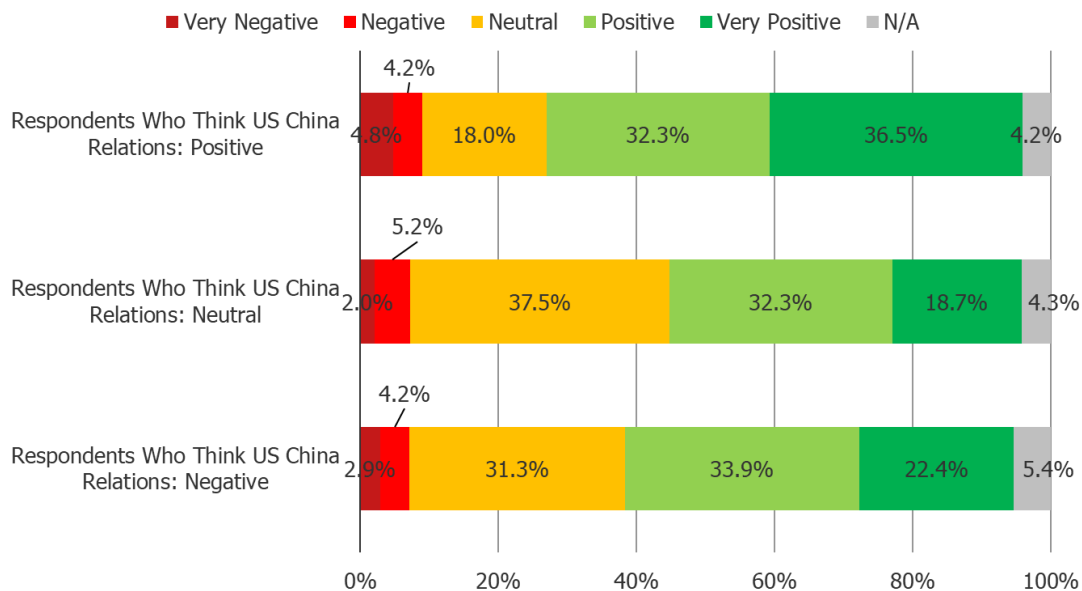
WHAT DO YOU THINK OF THE FOLLOWING BRANDS? 361

Posed to all respondents

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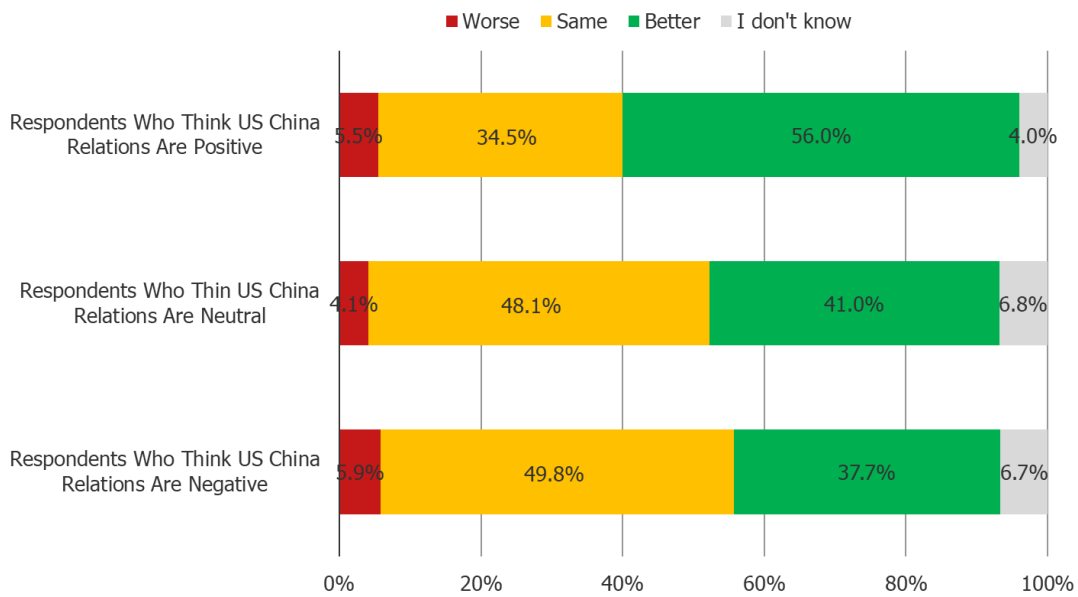
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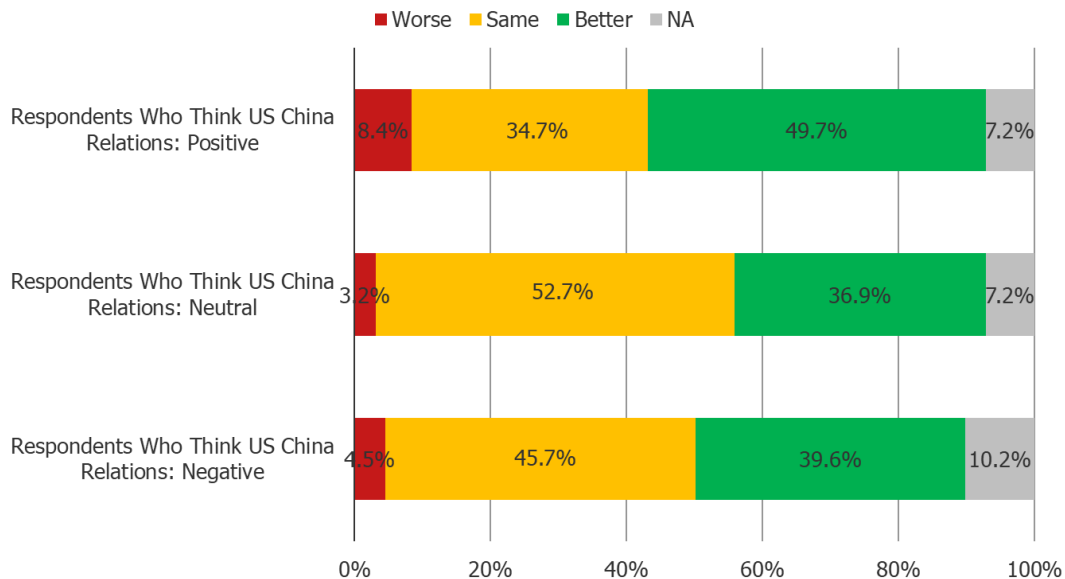


HAS YOUR OPINION OF THE FOLLOWING GOTTEN BETTER OR WORSE RECENTLY? 361

Posed to all respondents  
October 2021



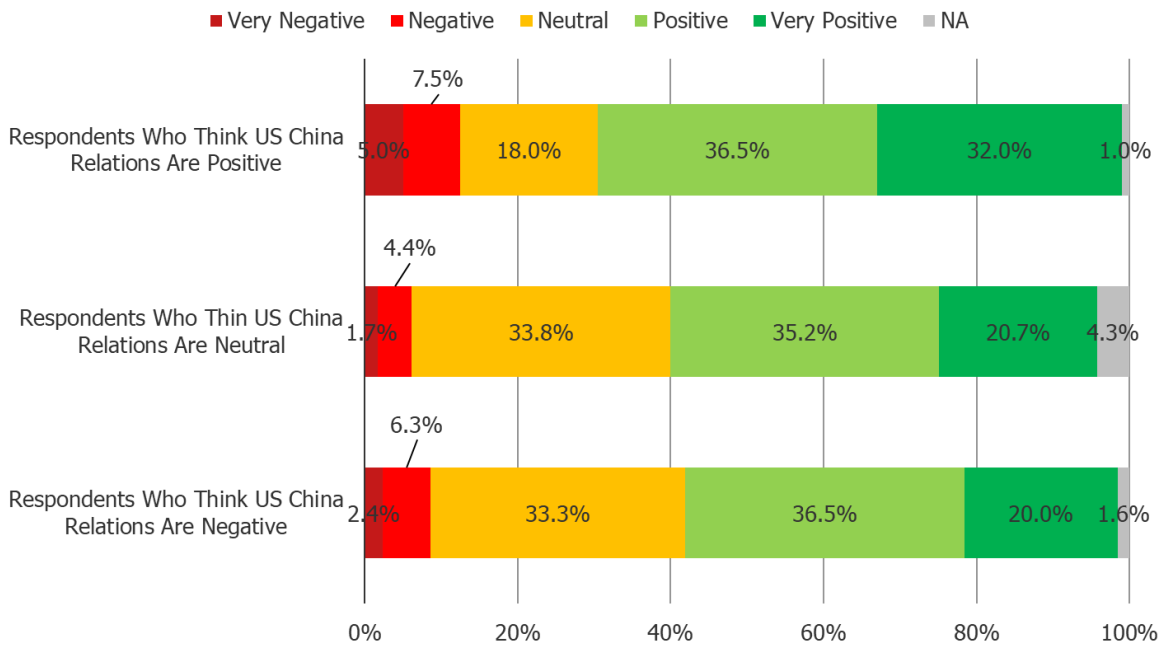
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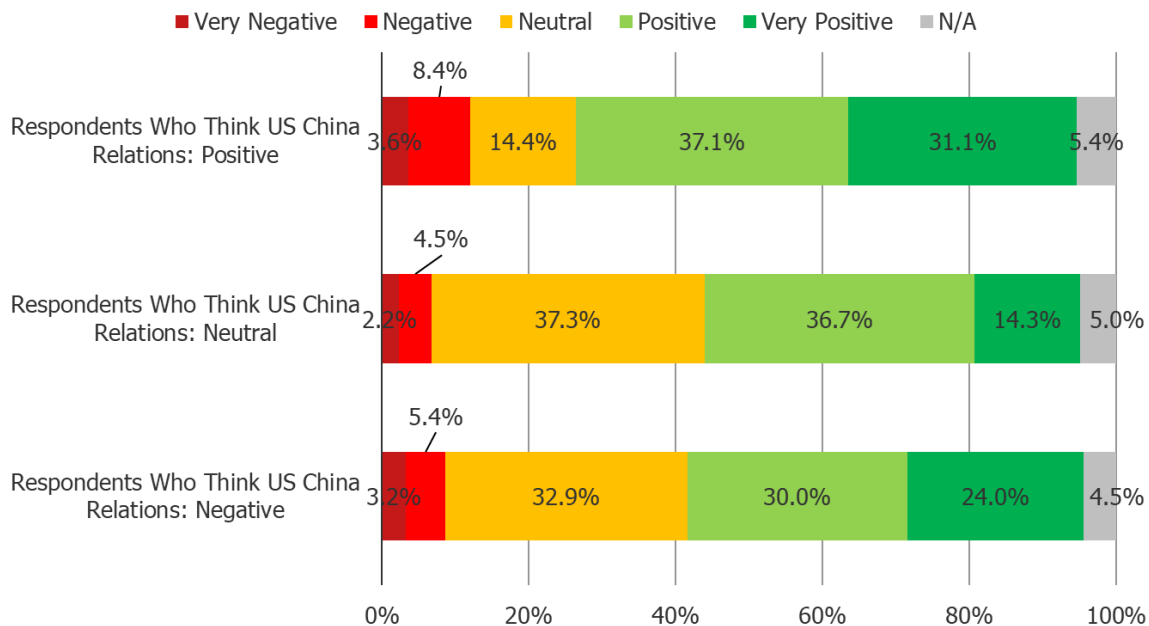
WHAT DO YOU THINK OF THE FOLLOWING BRANDS? XTEP

Posed to all respondents

October 2021



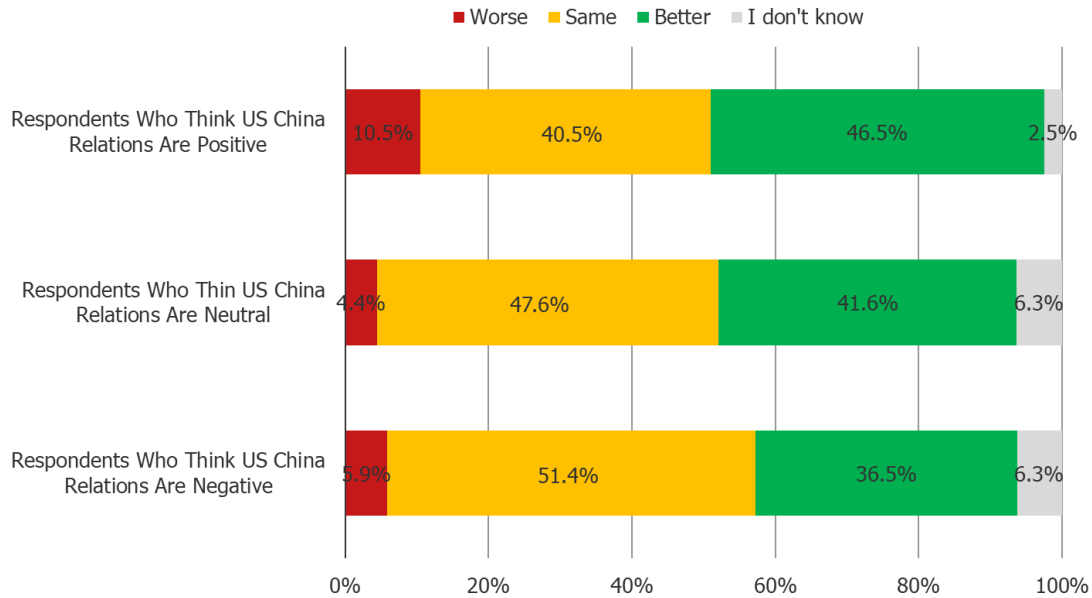
July 2021



HAS YOUR OPINION OF THE FOLLOWING GOTTEN BETTER OR WORSE RECENTLY? XTEP

Posed to all respondents

October 2021



July 2021

