

BACKGROUND:

- ❑ We surveyed 1,200 US consumers balanced to census to collect some feedback on Athleisure brand perceptions.

FINDINGS:

❑ **Brand Perceptions / Sentiment Matters**

- ❑ Respondents who have a more favorable view of athleisure brands in our survey are more likely to be customers of that brand and are more likely to buy the brand in the future. Though this is intuitive, the data shows a connection between brand perception and purchase engagement.

❑ **Under Armour Brand Sentiment Trails Nike and Adidas, But Sentiment Toward The Brand Is Generally Positive**

❑ **Respondents View Under Armour as a Popularity Gainer (Trailing Only Adidas In This Metric)**

❑ **Unaided Fill-Ins: Nike and Adidas Viewed Differently Than Under Armour**

- ❑ Respondents are most likely to associate Nike and Adidas with footwear. In contrast, respondents are most likely to associate Under Armour with “clothing” or “athletic.”

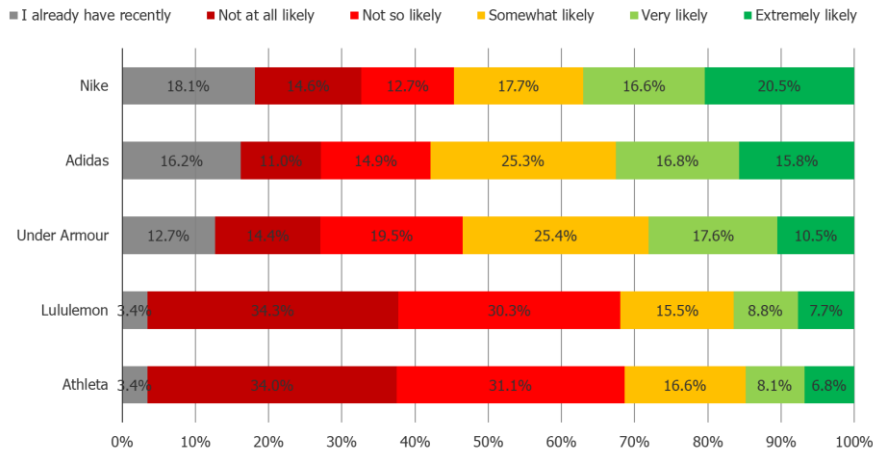


How likely are you to purchase a product from this brand?

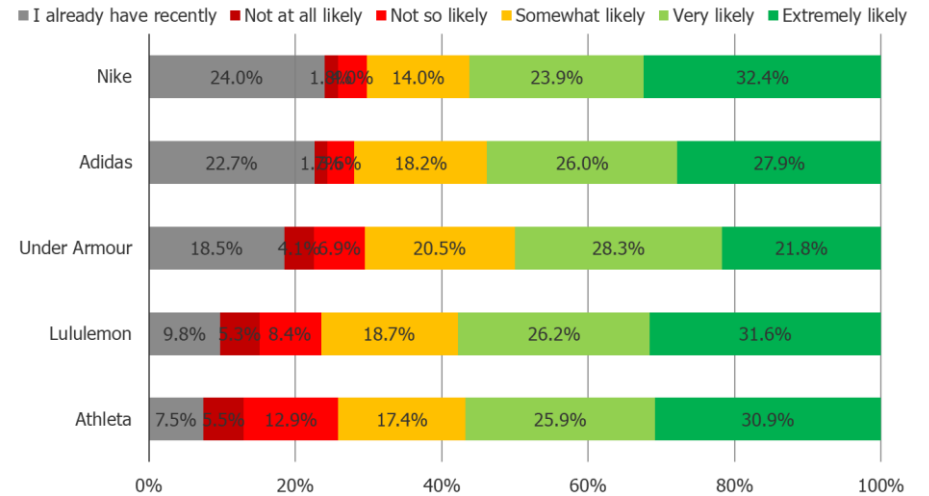
Posed to all respondents.

Brand sentiment matters. Respondents who have more favorable opinions of each brand are more likely to have purchased it recently, and are more likely to purchase in the future.

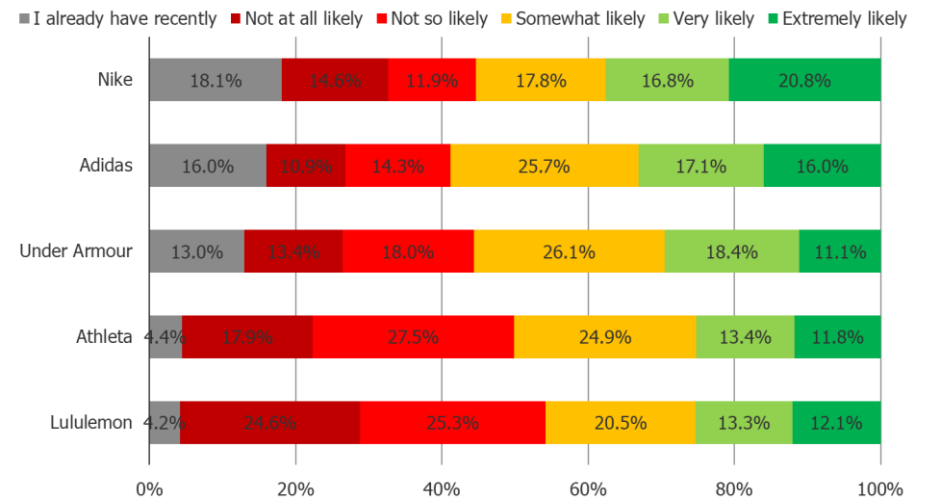
All Respondents



Respondents Who View Each Favorably or Extremely Favorably



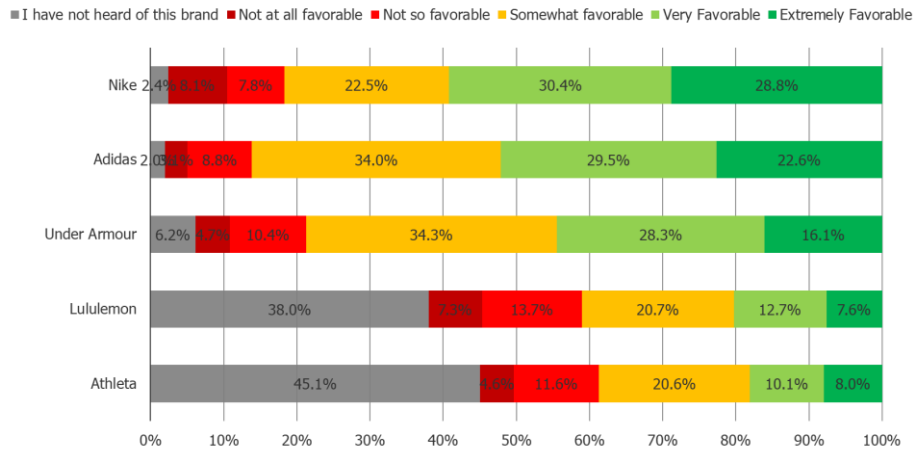
Respondents Are Aware of Each Brand



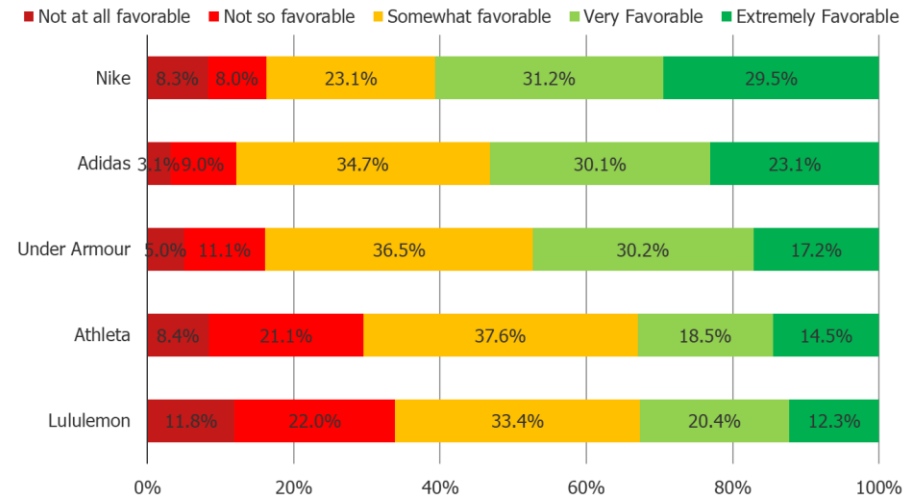
Overall, what are your perceptions of the following brands?

Posed to all respondents and to respondents who are aware of each brand.

All Respondents

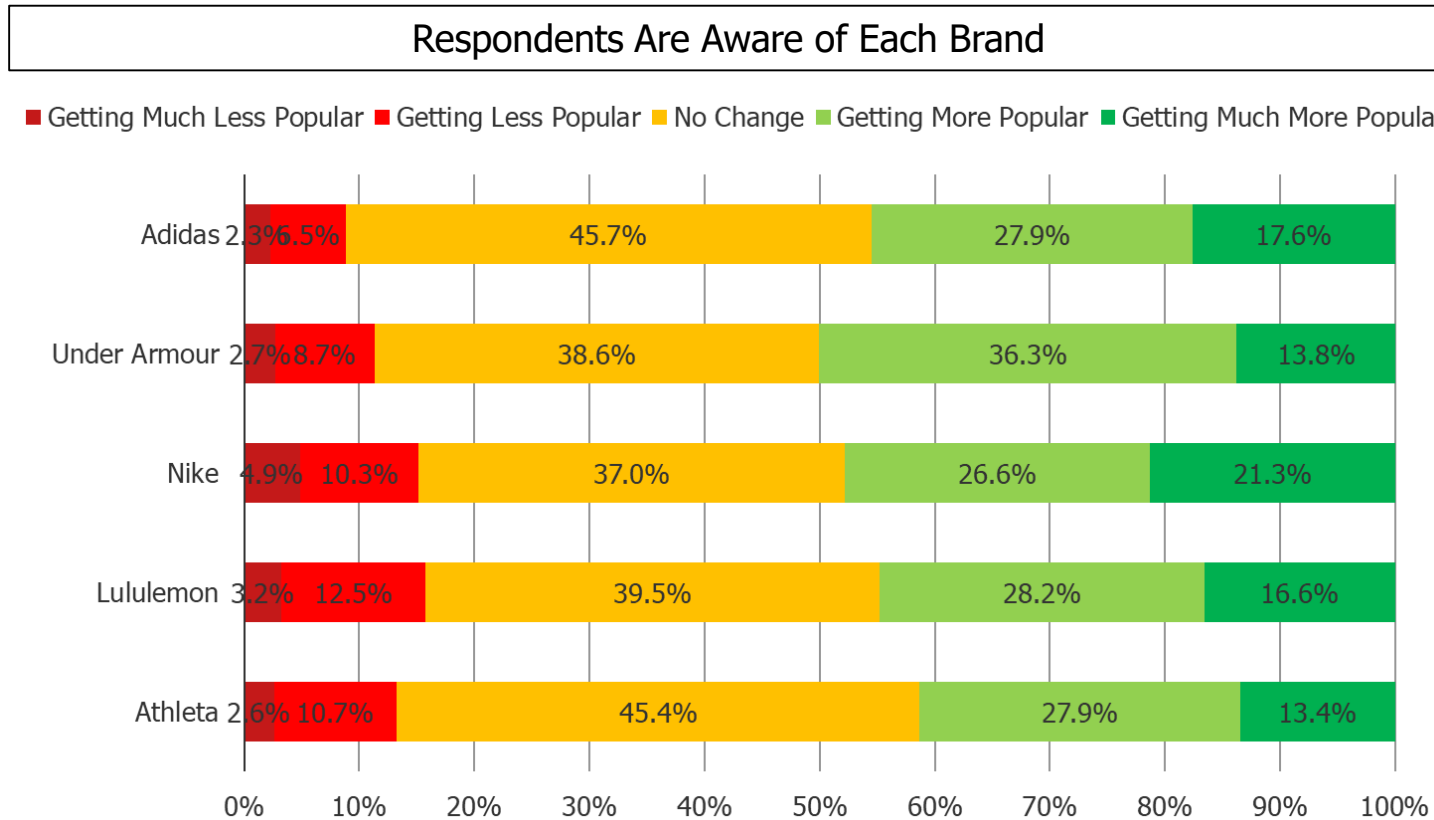


Respondents Are Aware of Each Brand



In your opinion, are the following gaining or losing popularity?

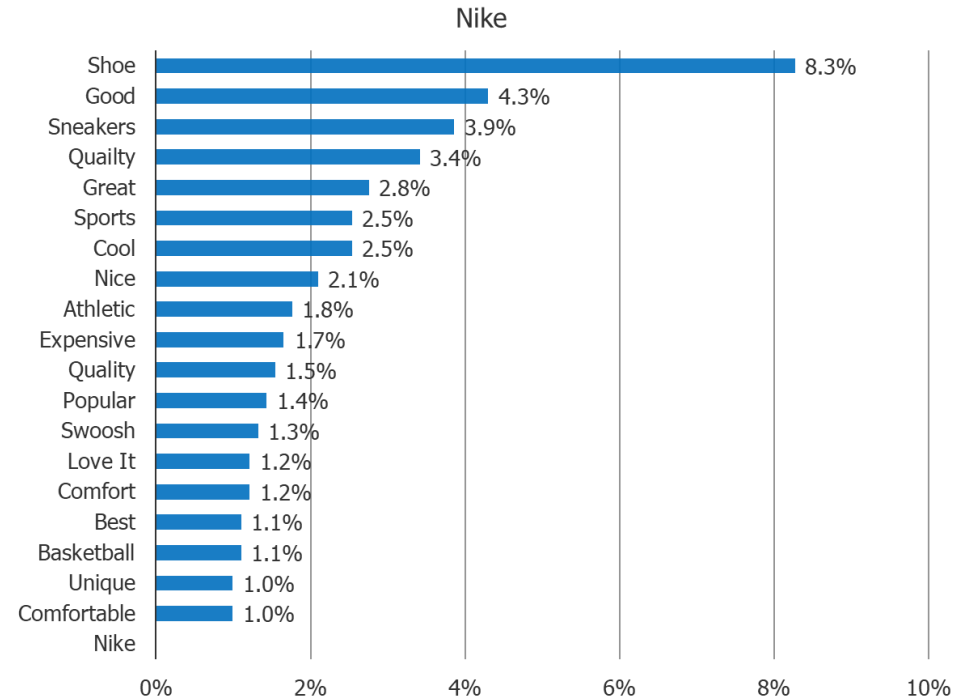
Posed to respondents who are aware of each brand.



When you think of this brand, what first comes to mind? (Fill-In)

Posed to all respondents (responses shown of those who offered an opinion)

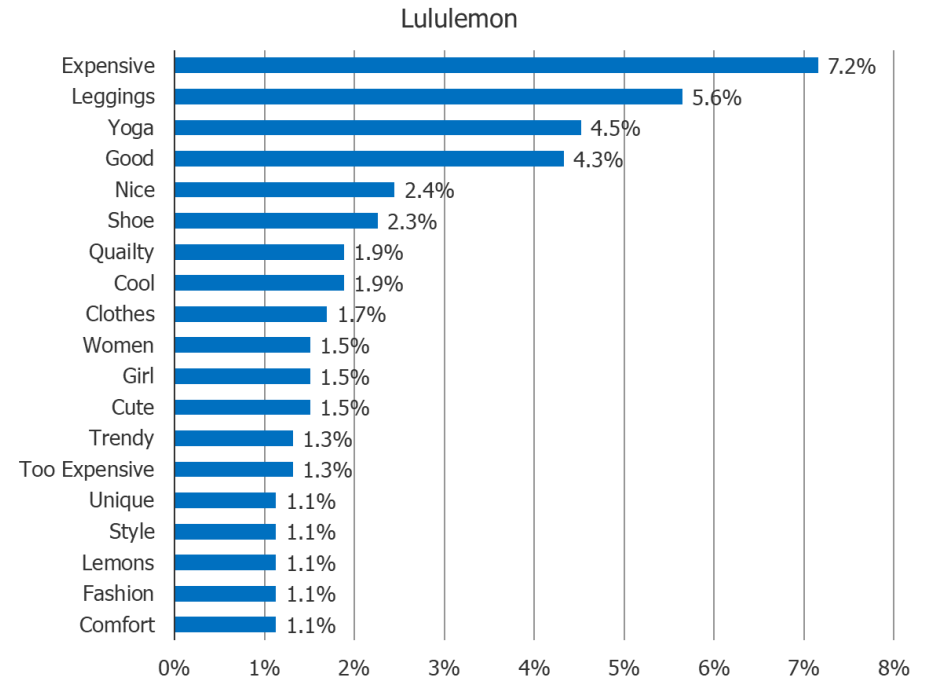
Nike



When you think of this brand, what first comes to mind? (Fill-In)

Posed to all respondents (responses shown of those who offered an opinion)

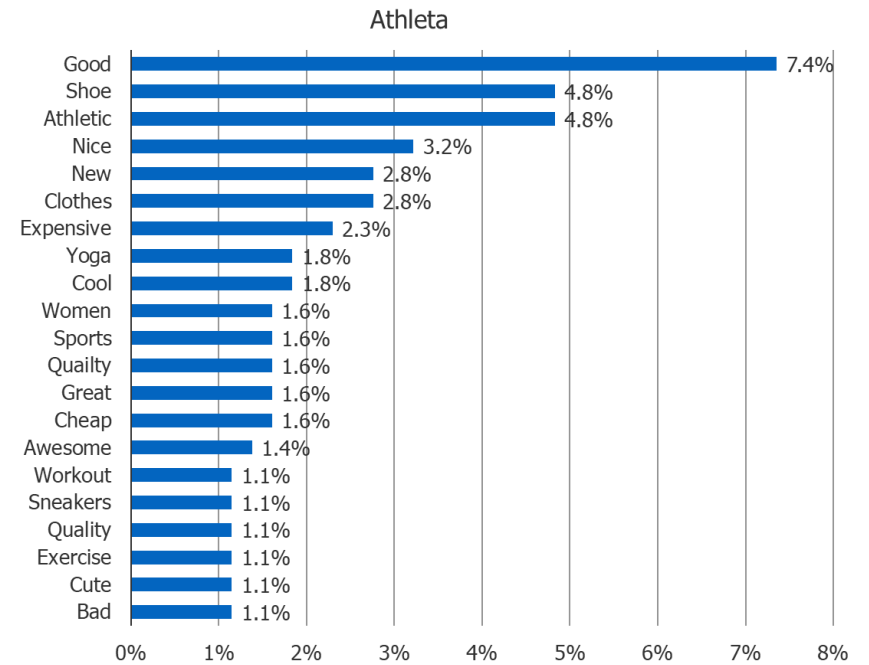
Lululemon



When you think of this brand, what first comes to mind? (Fill-In)

Posed to all respondents (responses shown of those who offered an opinion)

Athleta



When you think of this brand, what first comes to mind? (Fill-In)

Posed to all respondents (responses shown of those who offered an opinion)

Adidas

