

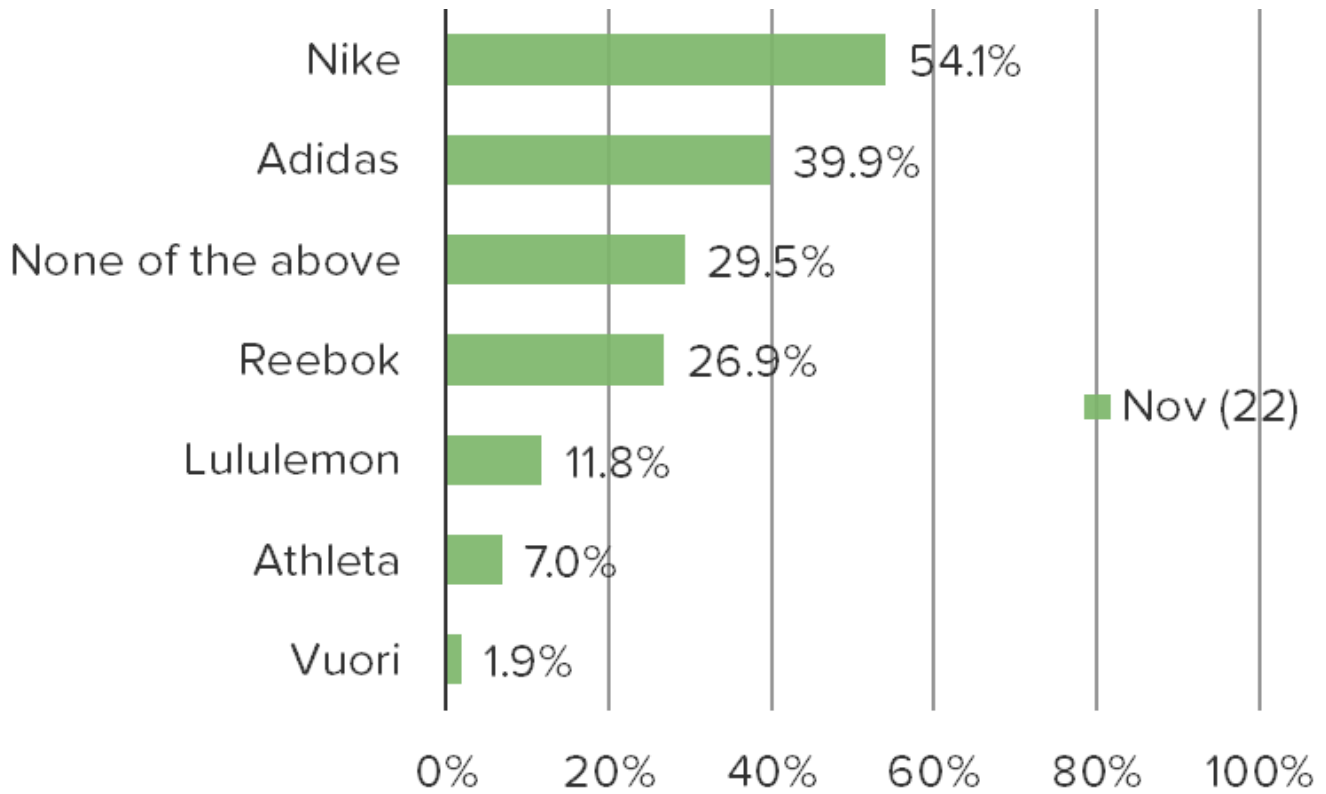
BESPOKE SURVEYS

Yeezy and Adidas Survey

1250+ Consumers, balanced to US census.

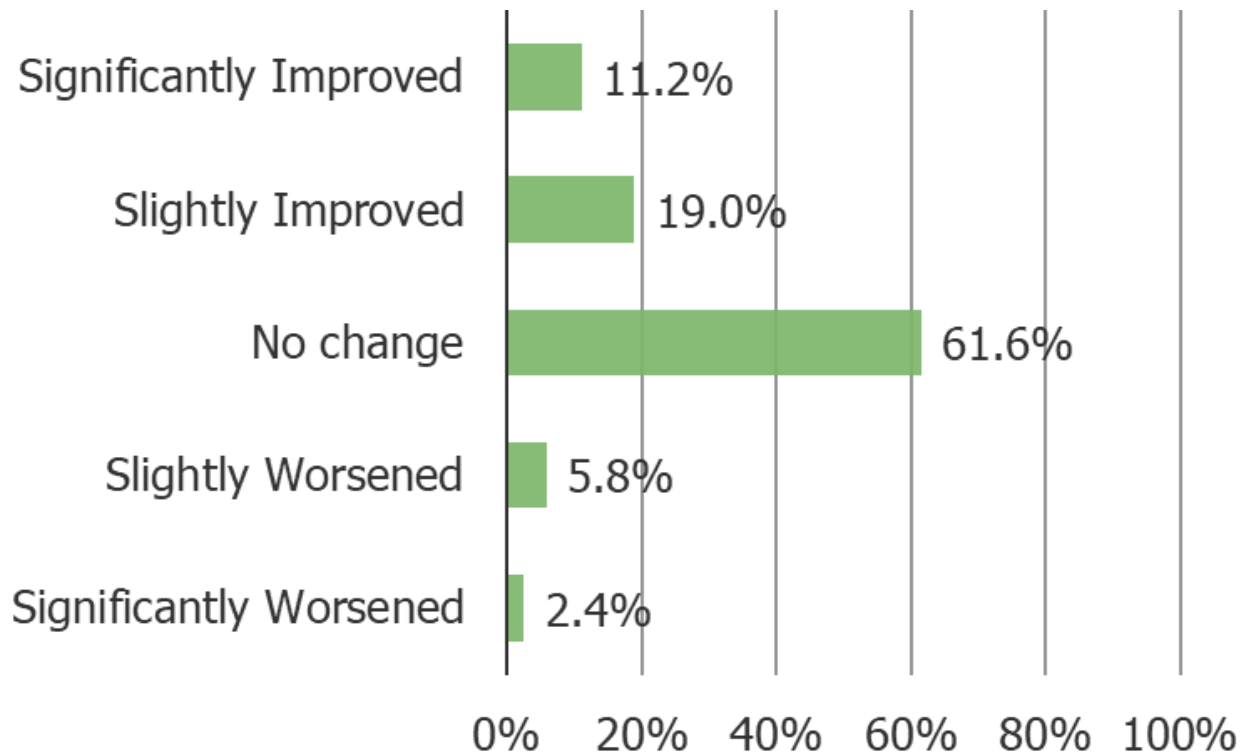
DO YOU OWN PRODUCTS FROM ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Posed to all respondents



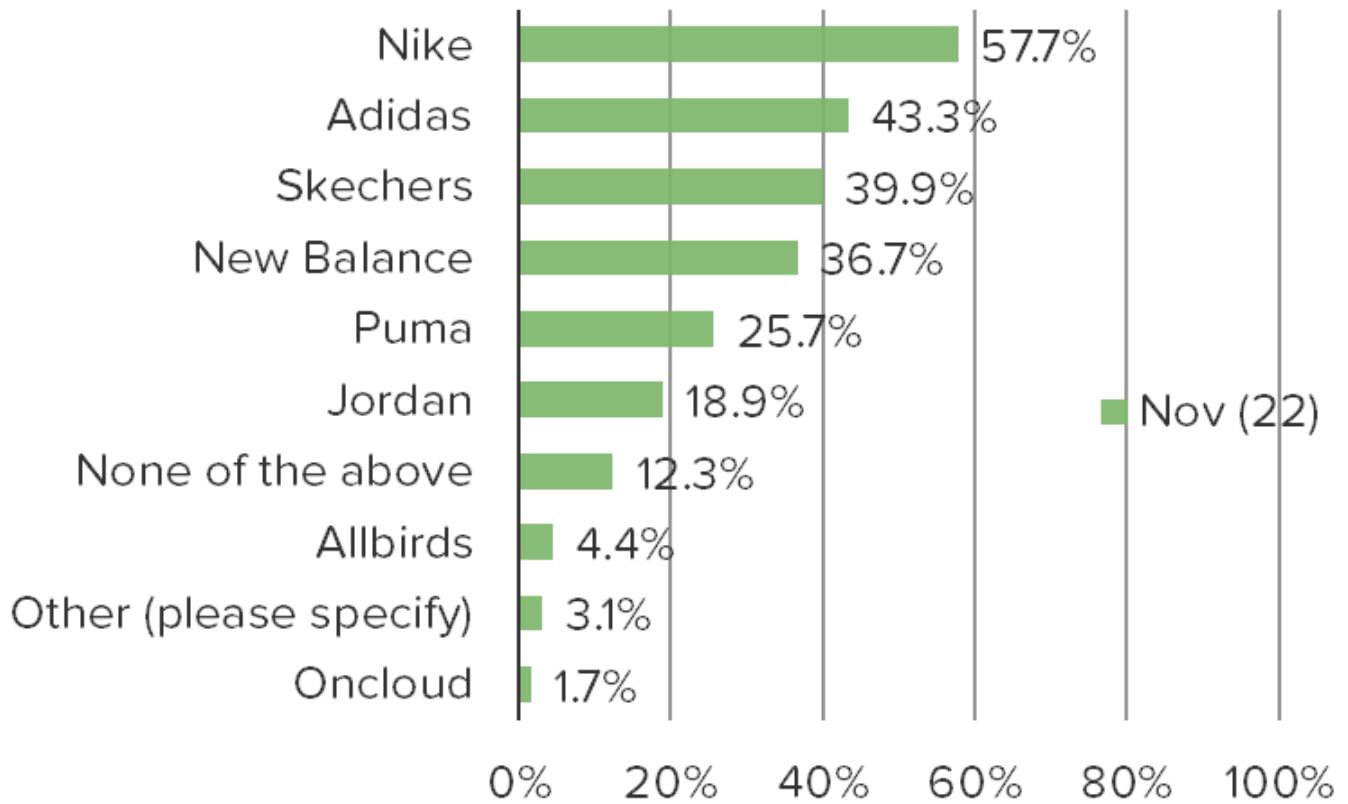
HAS YOUR OPINION OF THE ADIDAS BRAND CHANGED IN THE PAST MONTH?

Posed to all respondents who own Adidas products.



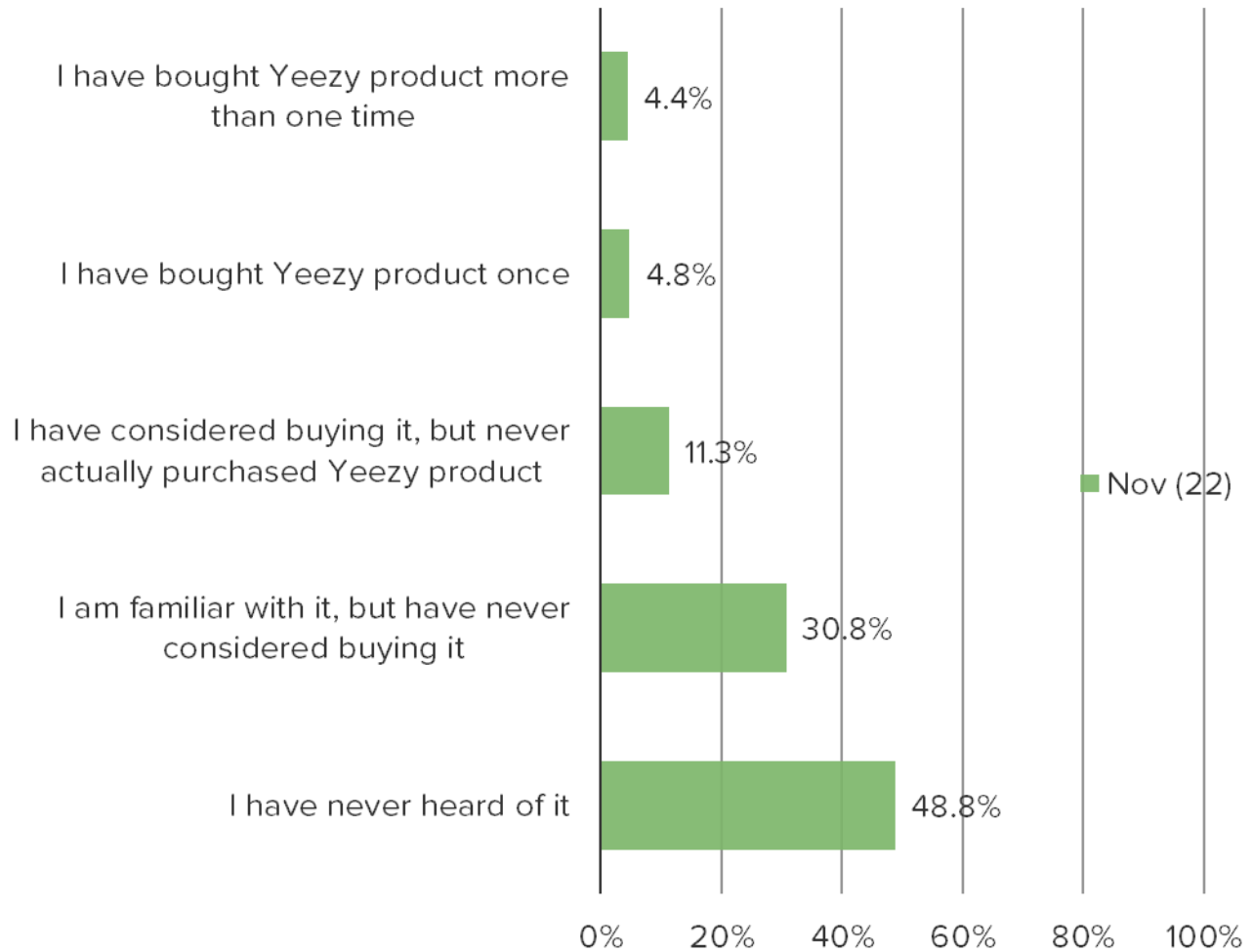
HAVE YOU EVER OWNED FOOTWEAR FROM THE FOLLOWING BRANDS?

Posed to all respondents



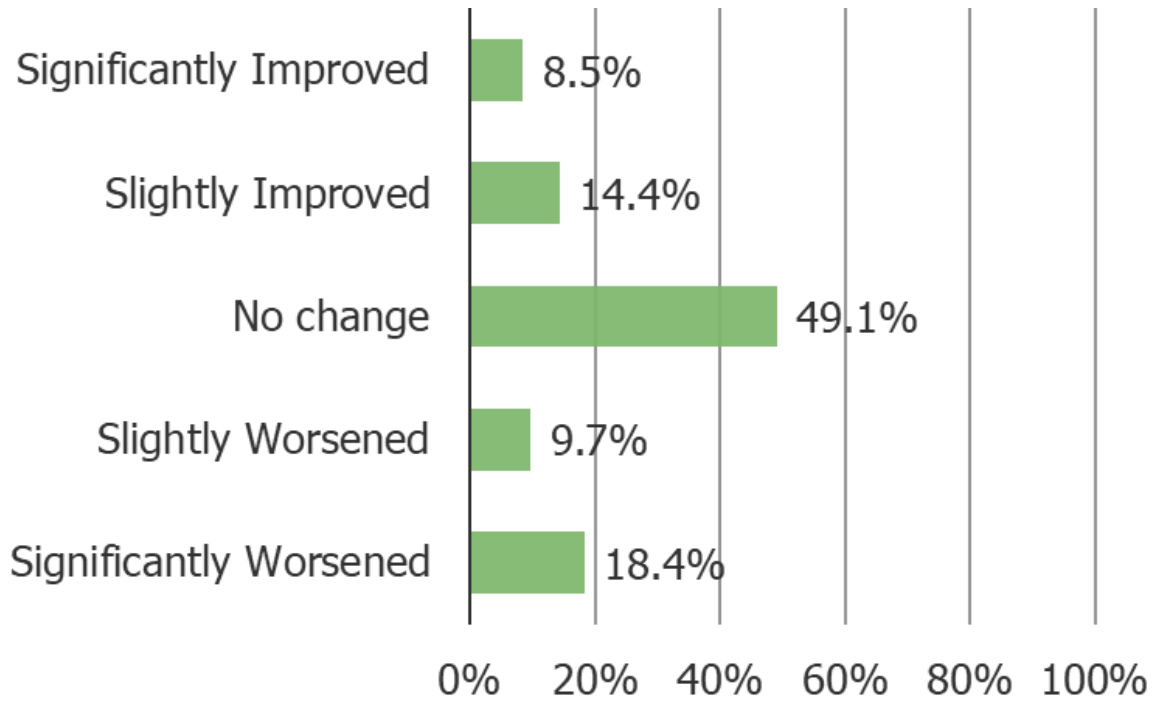
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH THE YEEZY BRAND?

Posed to all respondents



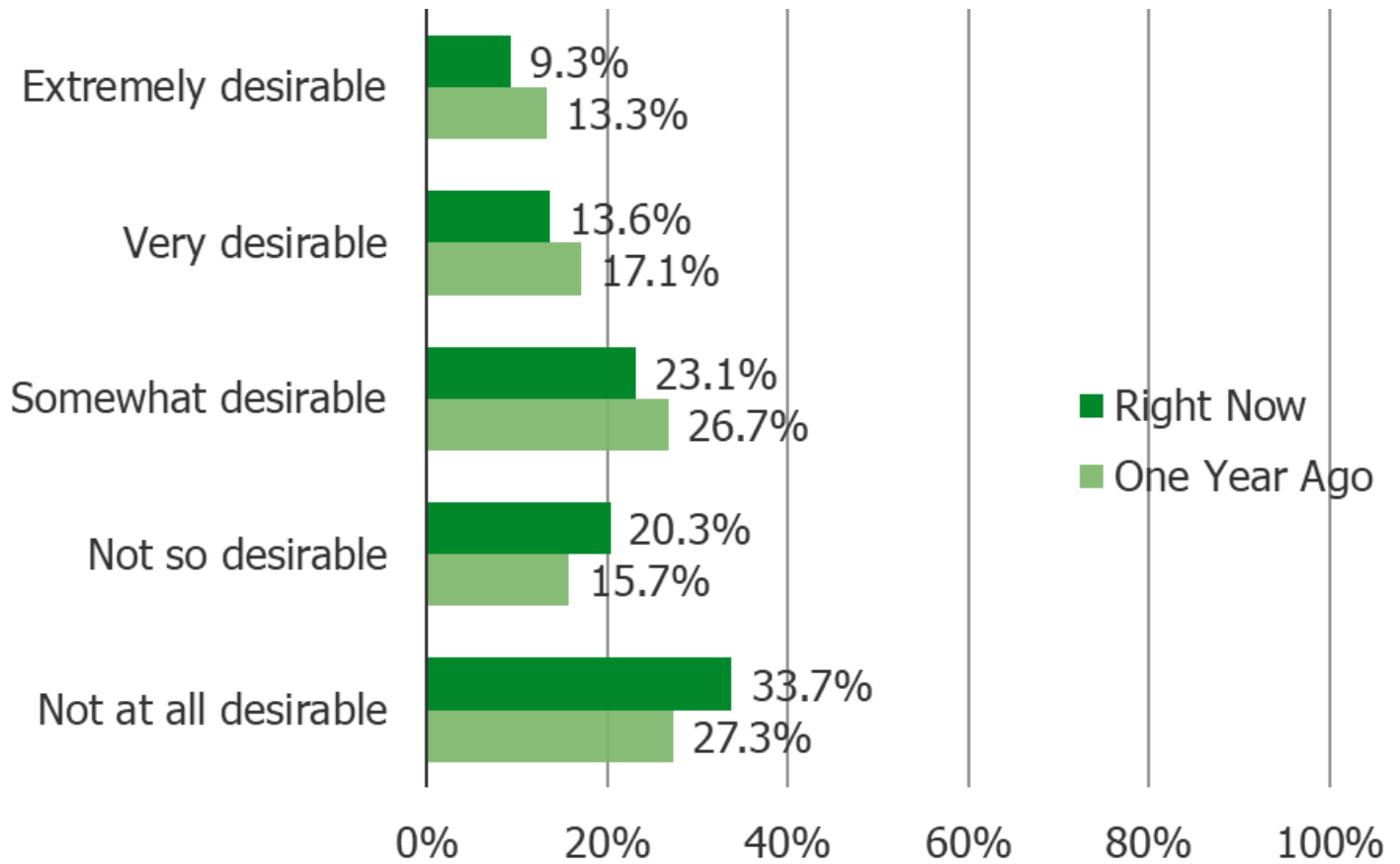
HAS YOUR OPINION OF THE YEEZY BRAND / COLLECTION CHANGED IN THE PAST MONTH?

Posed to all respondents who are at least familiar with the Yeezy brand.



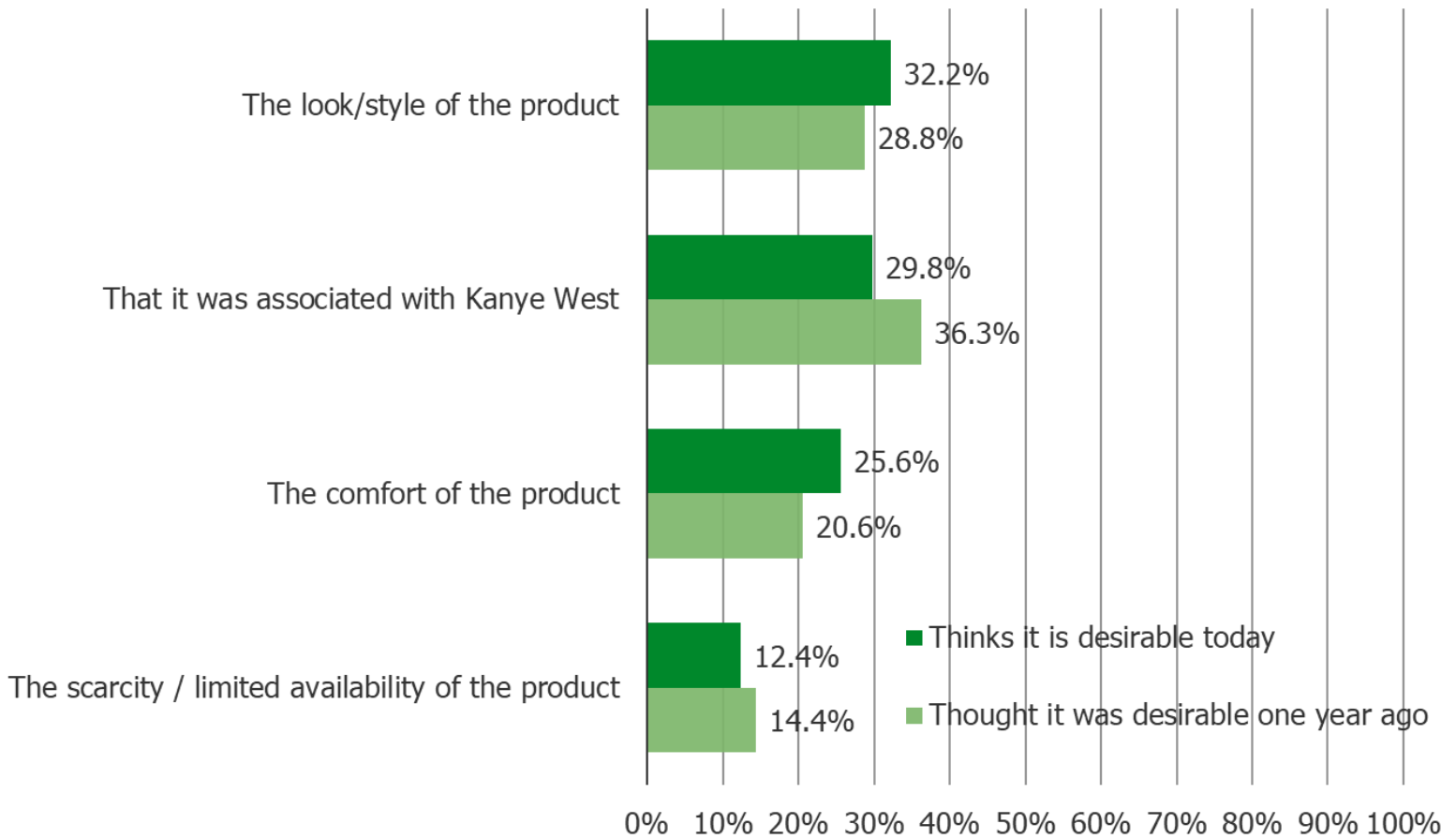
IN YOUR OPINION, HOW DESIRABLE IS/WAS YEEZY PRODUCT TO GET

Posed to all respondents who are at least familiar with the Yeezy brand.



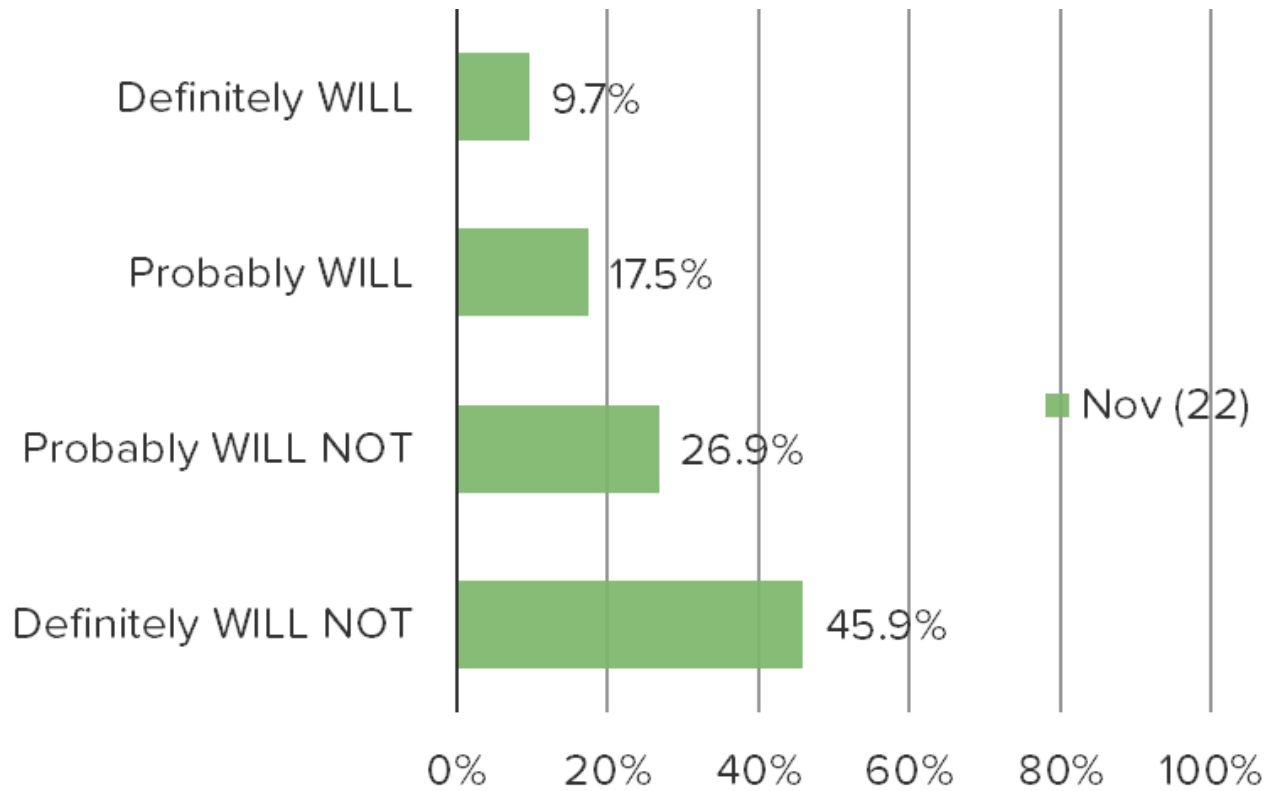
IN YOUR VIEW, WHAT HAS MADE THE YEEZY BRAND MOST DESIRABLE?

Posed to all respondents who said Yeezy’s were desirable a year ago and respondents who said they are desirable now.



GOING FORWARD, WOULD YOU PURCHASE PRODUCTS ASSOCIATED WITH KANYE WEST IN THE FUTURE?

Posed to all respondents



WILL NOT PURCHASE PRODUCTS ASSOCIATED WITH KANYE IN THE FUTURE – WHY NOT?

Posed to respondents who said they won't buy products associated with Kanye in the future.

Antisemitism

Antisemitism

Antisemitism

Bad person

Because hates Jews

Because he is dangerously racist.

Because I don't like him

because i have no idea who or what that is

Because of his anti-semitism.

because of what he has done

Can't afford

cant afford it

Celebrities are annoying and already rich

Deplorable has his money go away.

Do not buy items associated with celebrities

Do not know that

do not need

do not purchase celebrity branded items/

Don't think the quality is good

Don't buy high priced shoes

Don't care too much for Kanye West

Don't feel a positive connection to him

Don't follow them so don't know whats what

dont know

Don't know what products he sponsors

dont like the products

dont nlike him

Dude's anti-semitic af

He blew it.

he is an antisemite

HE IS AN IDIOT

He is an idiot

he is racist

He's a complete jerk and don't like what he represents. I may inadvertently purchase something associated with him but not intentionally

He's overrated

he's a jerk

His fascist views

His recent recent antisemetistic rant

WILL NOT PURCHASE PRODUCTS ASSOCIATED WITH KANYE IN THE FUTURE – WHY NOT? - CONTINUED

Posed to respondents who said they won't buy products associated with Kanye in the future.

His stuff is ugly and overpriced and he's an idiot

I am not a fan of his music.

I am not a fan, so I don't understand what he did

I do not like the style of the products.

I do not purchase Celebrity Name Brands.

I don't like his style

I don't buy designers name brand items

I don't care about name brands

I don't find it functional for my personal needs.

i dont know

I don't know

I don't know the brand

I don't know.

I don't like his attitude.

I don't like his styles or his views.

I have favorite brands I already purchase from

I have never and will never

I have never liked him

I have no idea what products are associated with Kanye West or even know who he is.

I just don't like Kanye West

Kanye is a disgusting human

Kanye spreads hate.

Kanye West is a confused person

Never heard of

Never liked his attitude through the years a better than attitude

No a fan

None of it looks good. And Kanye is not a great person to have in charge of it.

Not familiar with

Not my type of products

Racist and liar

Racist comments

They're probably very expensive.

Tight budget

too controversial

We have little need for his line.

West is a NUT!!!

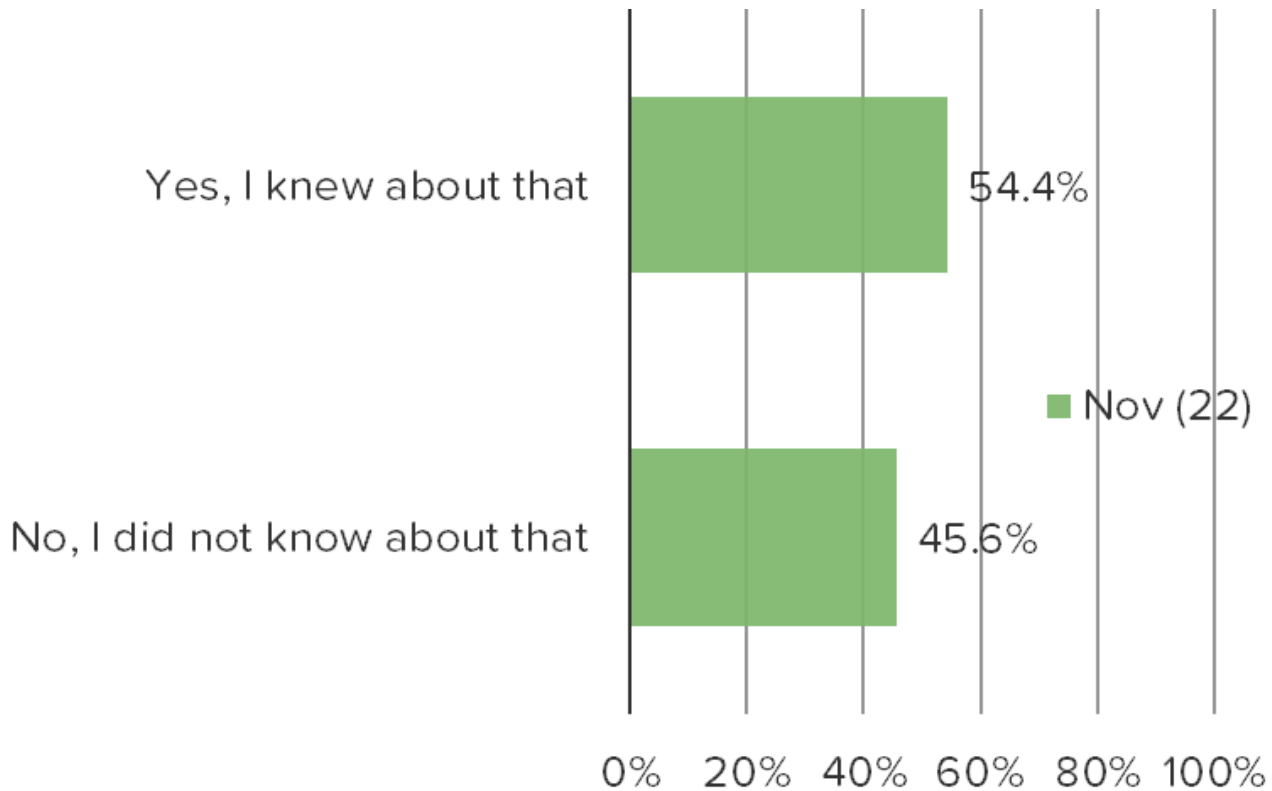
Who is he?

WHY MAKE A RICH MAN RICHER AT MY EXPENSE

Wore a white lives matter shirt.

BEFORE TAKING THIS SURVEY, DID YOU KNOW THAT ADIDAS RECENTLY ENDED ITS PARTNERSHIP WITH KANYE WEST FOLLOWING A SERIES OF REMARKS HE MADE ON SOCIAL MEDIA AND IN INTERVIEWS ON A VARIETY OF CONTROVERSIAL TOPICS?

Posed to all respondents

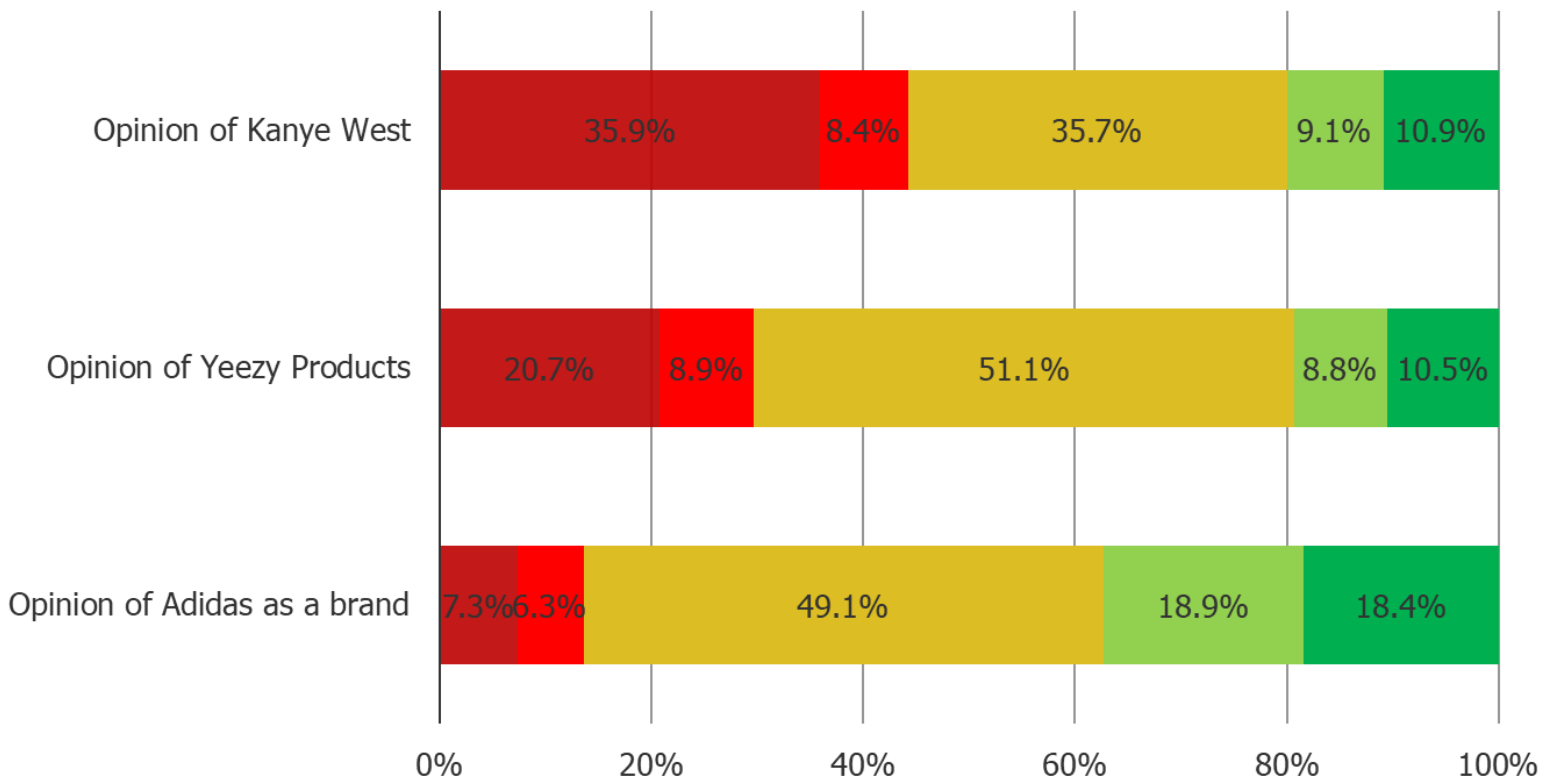


Note: 70.2% of Yeezy product owners knew about the split before taking the survey.

DID YOUR OPINION OF THE FOLLOWING CHANGE BECAUSE OF KANYE WEST AND ADIDAS SPLITTING?

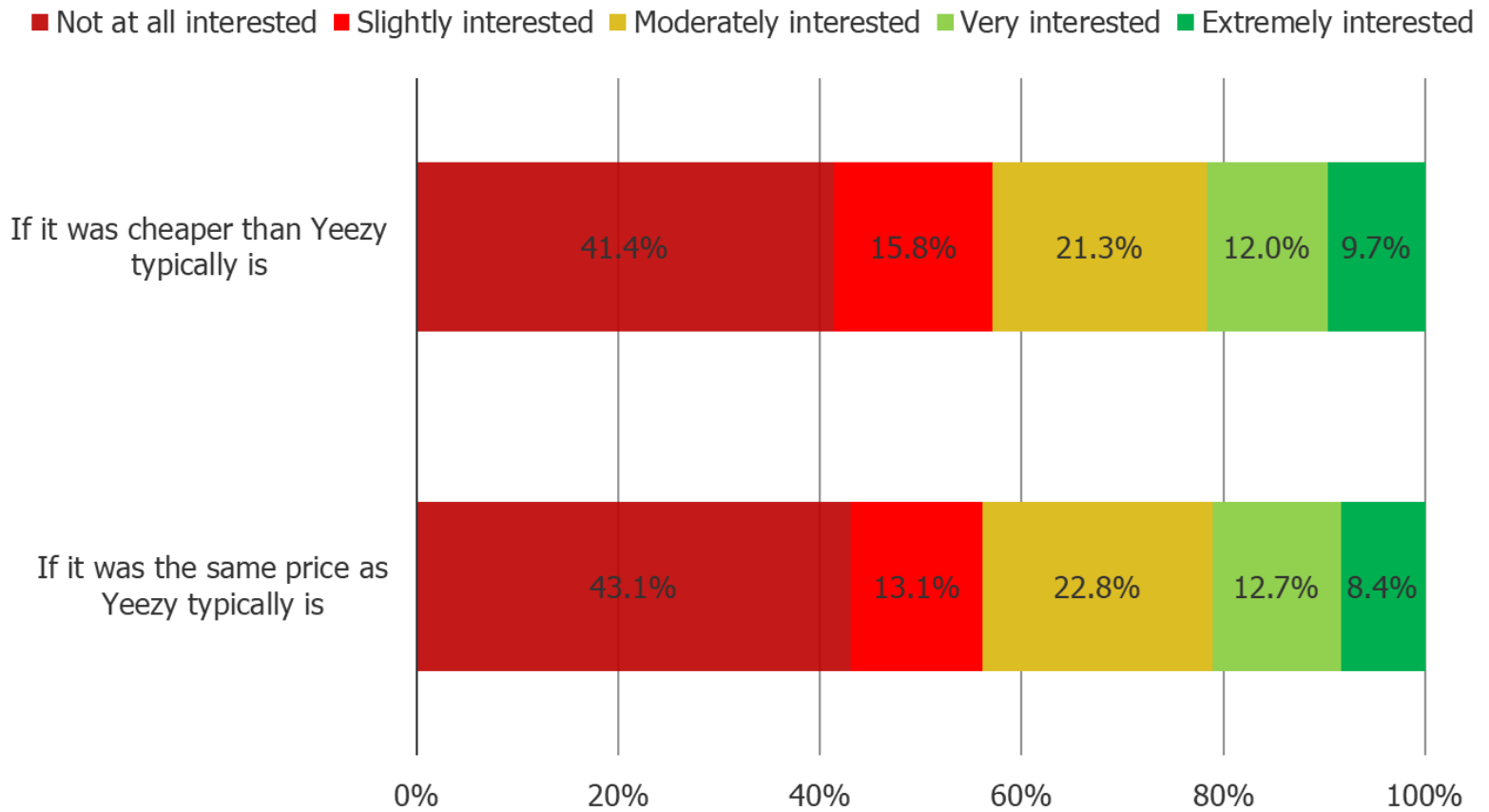
Posed to all respondents who are aware of Adidas ending its relationship with Kanye West.

■ Significantly Worsened ■ Slightly Worsened ■ No Change ■ Slightly Improved ■ Significantly Improved



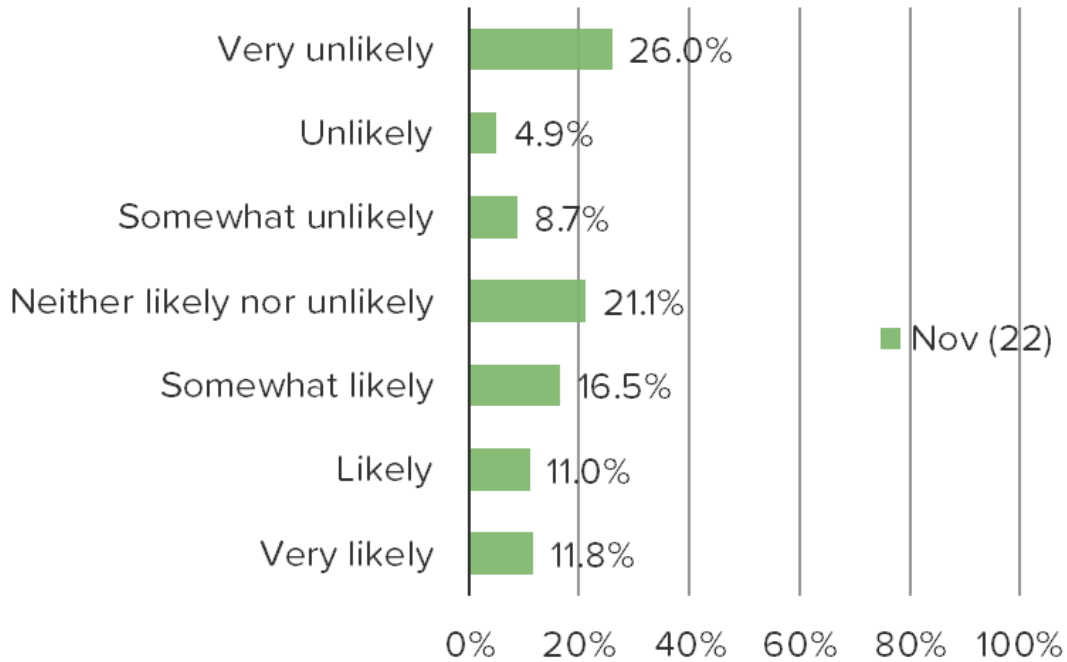
HOW MUCH INTEREST WOULD YOU HAVE IN BUYING YEEZY PRODUCTS WITHOUT THE YEEZY BRANDING?
 IE - THEY THEY WOULD LOOK SIMILAR TO YEEZY PRODUCT, BUT THEY WOULD NOT BE CALLED YEEZY?

Posed to all respondents who are at least familiar with the Yeezy brand.

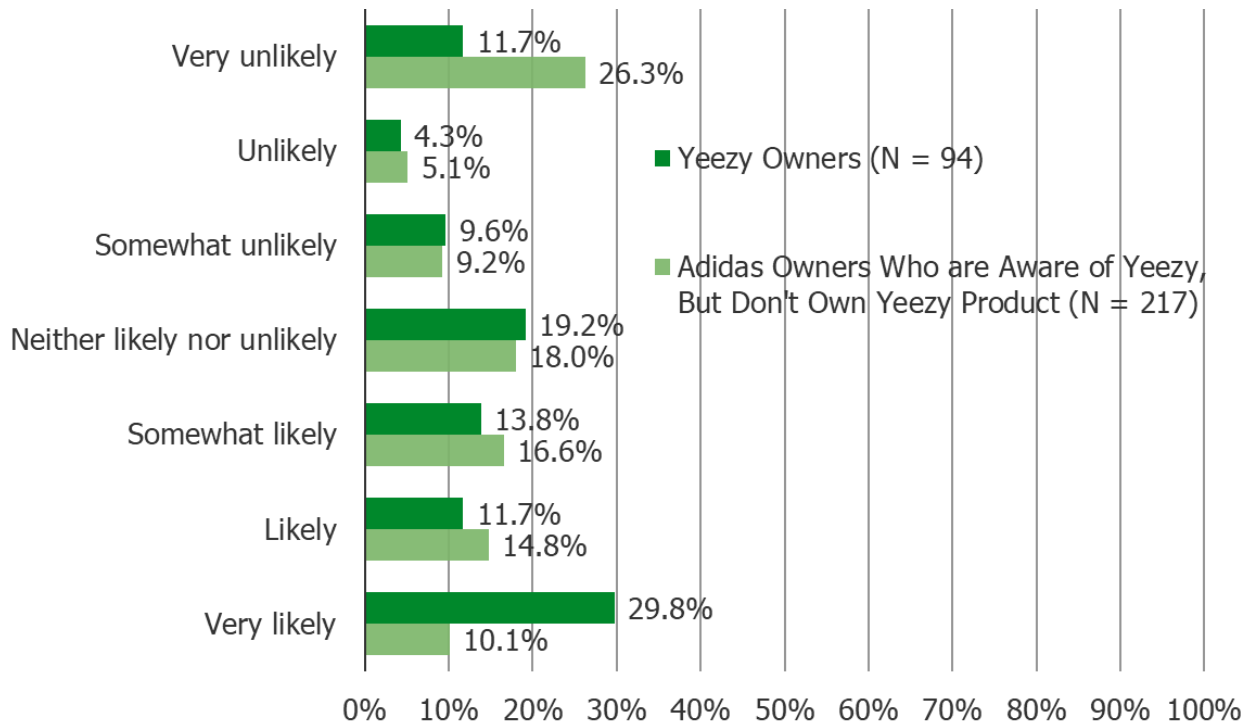


IF ADIDAS SOLD THE YEEZY PRODUCT UNDER THE ADIDAS LOGO INSTEAD AND AT HALF THE TYPICAL PRICE OF THE YEEZY PRODUCT, HOW LIKELY WOULD YOU BE TO BUY IT?

Posed to all respondents who are at least familiar with the Yeezy brand.

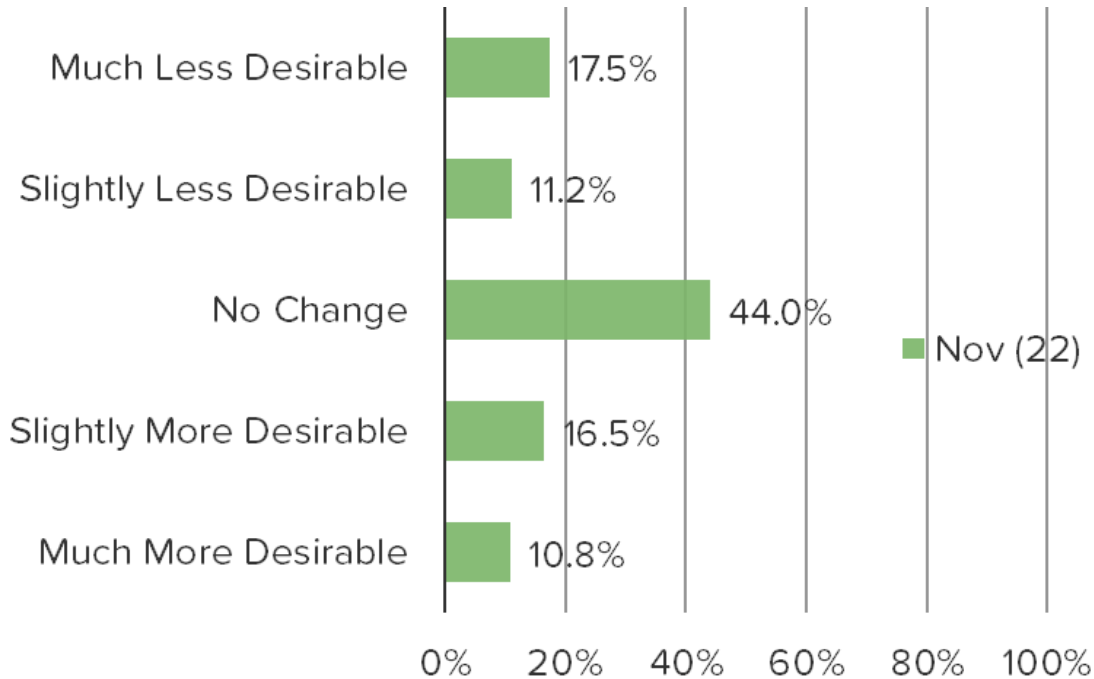


Data from chart above, cross-tabbed.

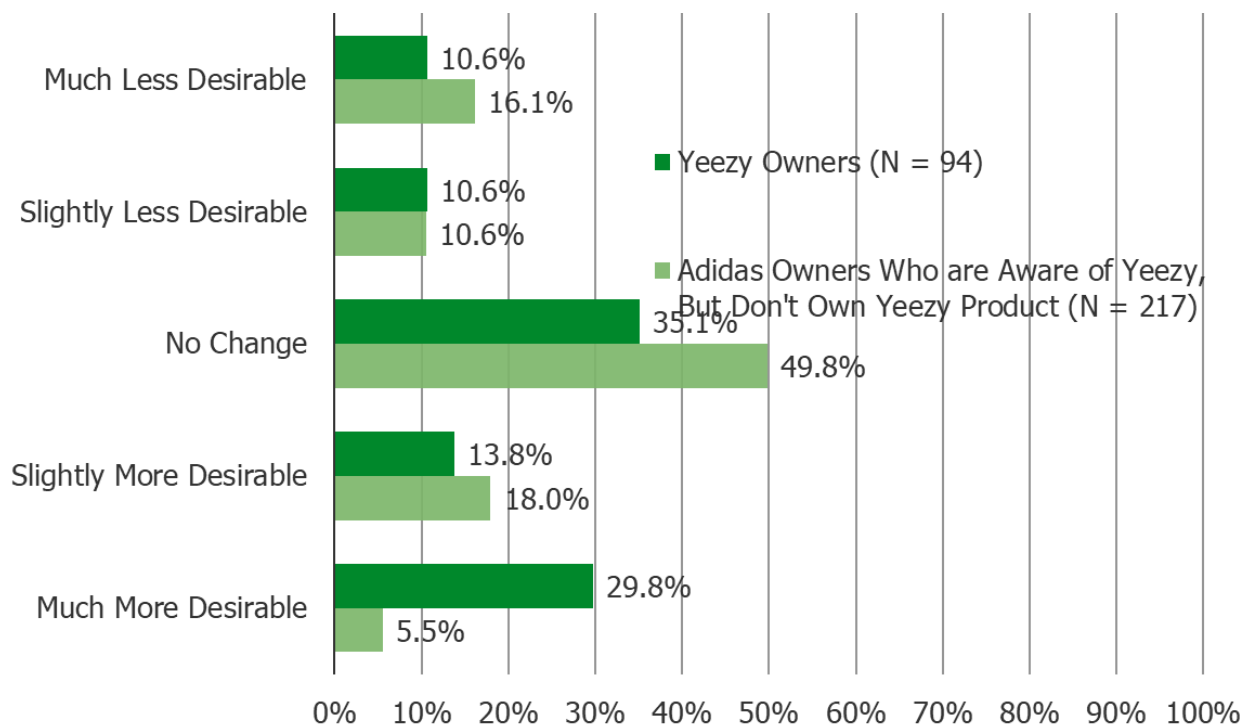


IF ADIDAS INCREASED THE DISTRIBUTION OF A PRODUCT THAT LOOKED LIKE YEEZY BUT UNDER THE ADIDAS LOGO INSTEAD, WOULD THAT IMPACT HOW DESIRABLE IT WOULD BE TO YOU?

Posed to all respondents who are at least familiar with the Yeezy brand.

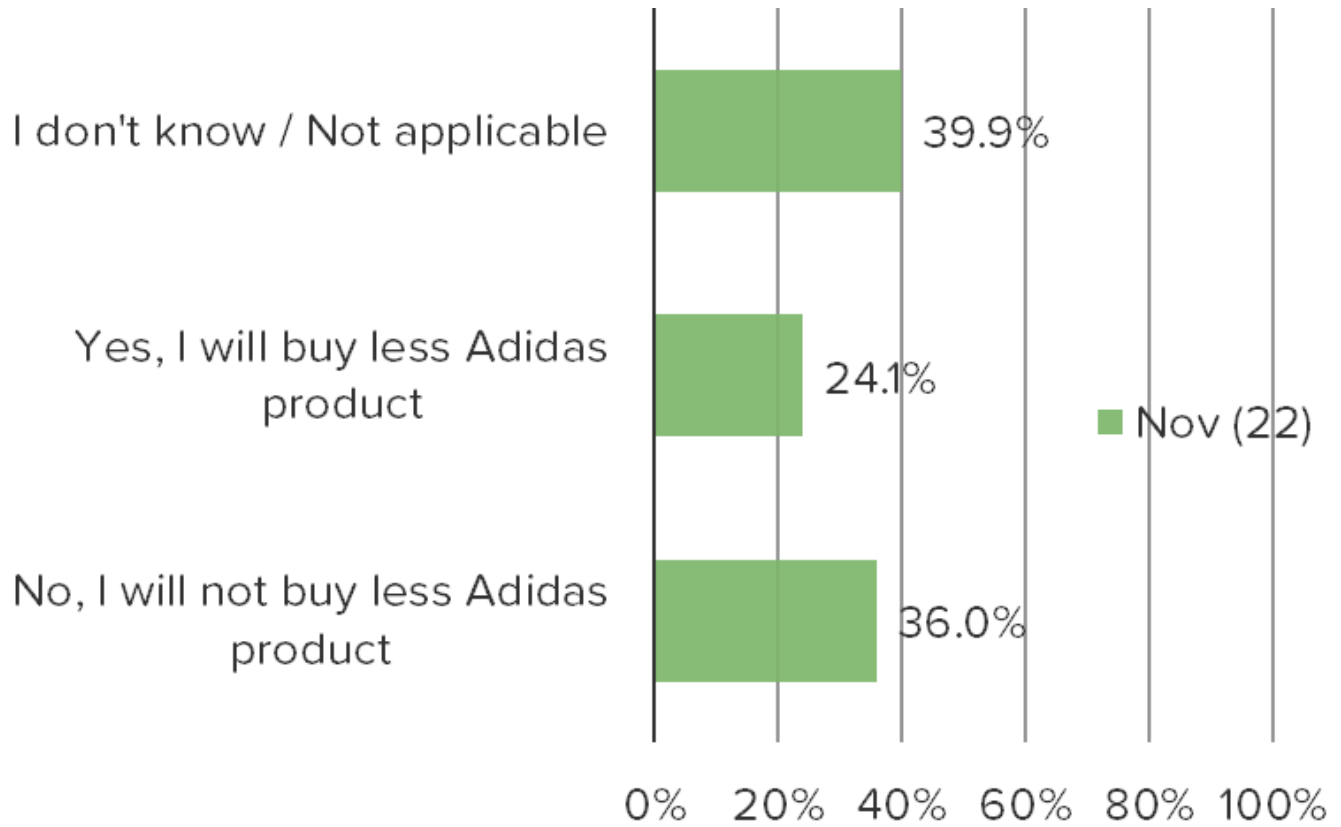


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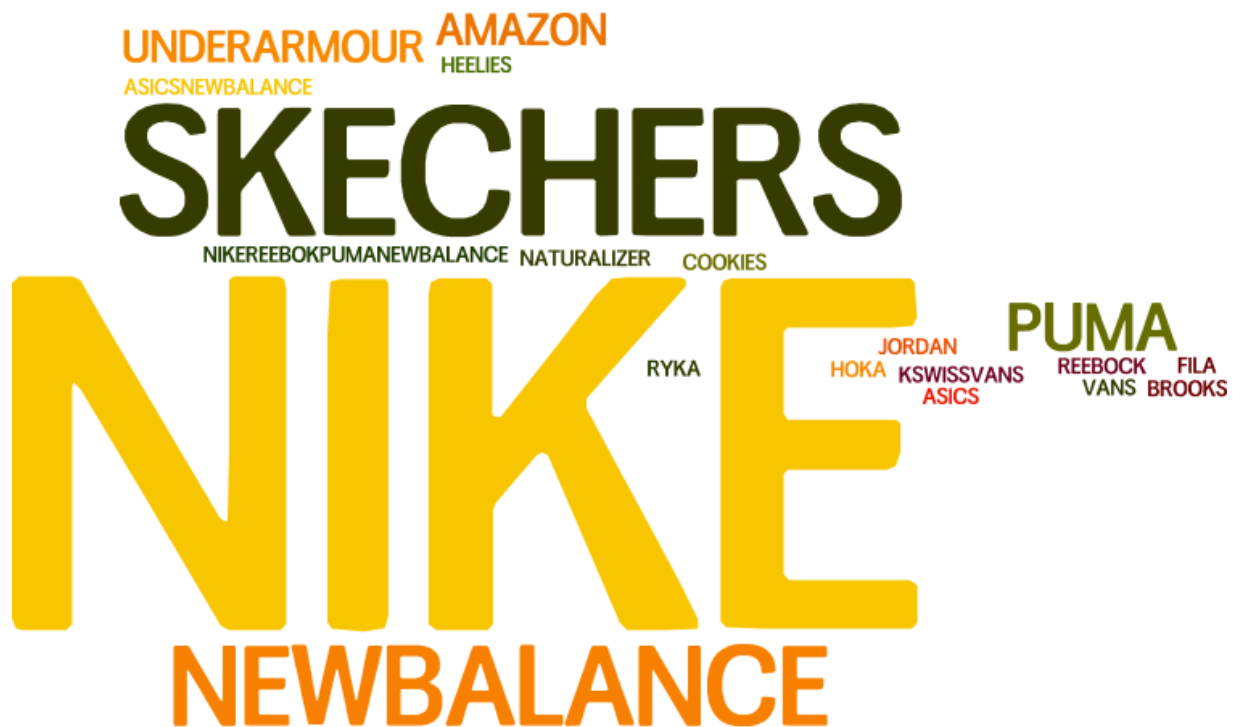
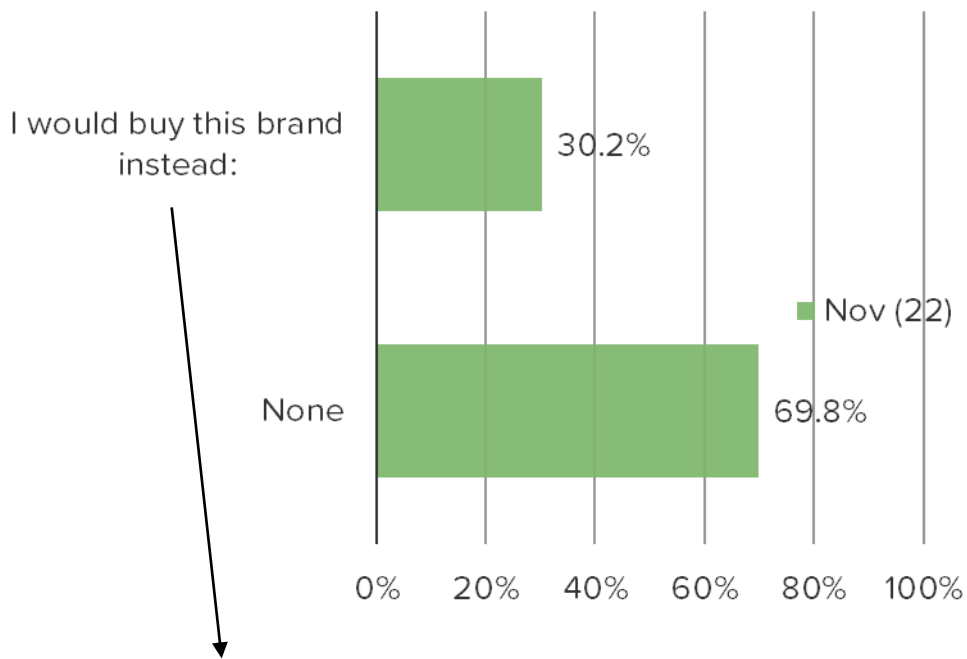
WILL YOU BUY LESS PRODUCT FROM ADIDAS GOING FORWARD BECAUSE OF THE COMMENTS FROM KANYE WEST?

Posed to all respondents



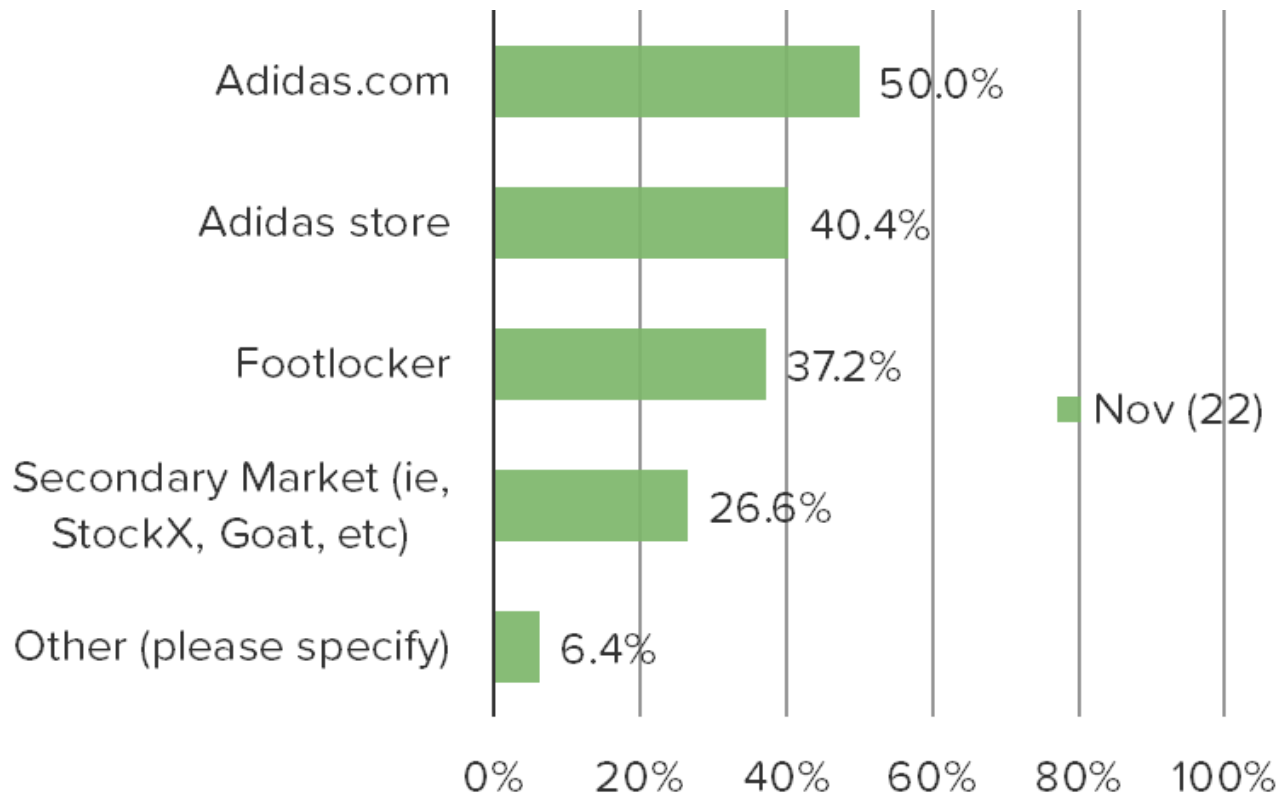
WHICH OTHER BRANDS WOULD YOU BE LIKELY TO BUY INSTEAD OF ADIDAS GOING FORWARD?

Posed to all respondents who say they would buy fewer Adidas products in response to comments from Kanye West.



YOU MENTIONED EARLIER THAT YOU HAVE OWNED YEEZY'S. WHERE HAVE YOU PURCHASED THEM?
(SELECT ALL THAT APPLY)

Posed to all respondents who have purchased Yeezy product.



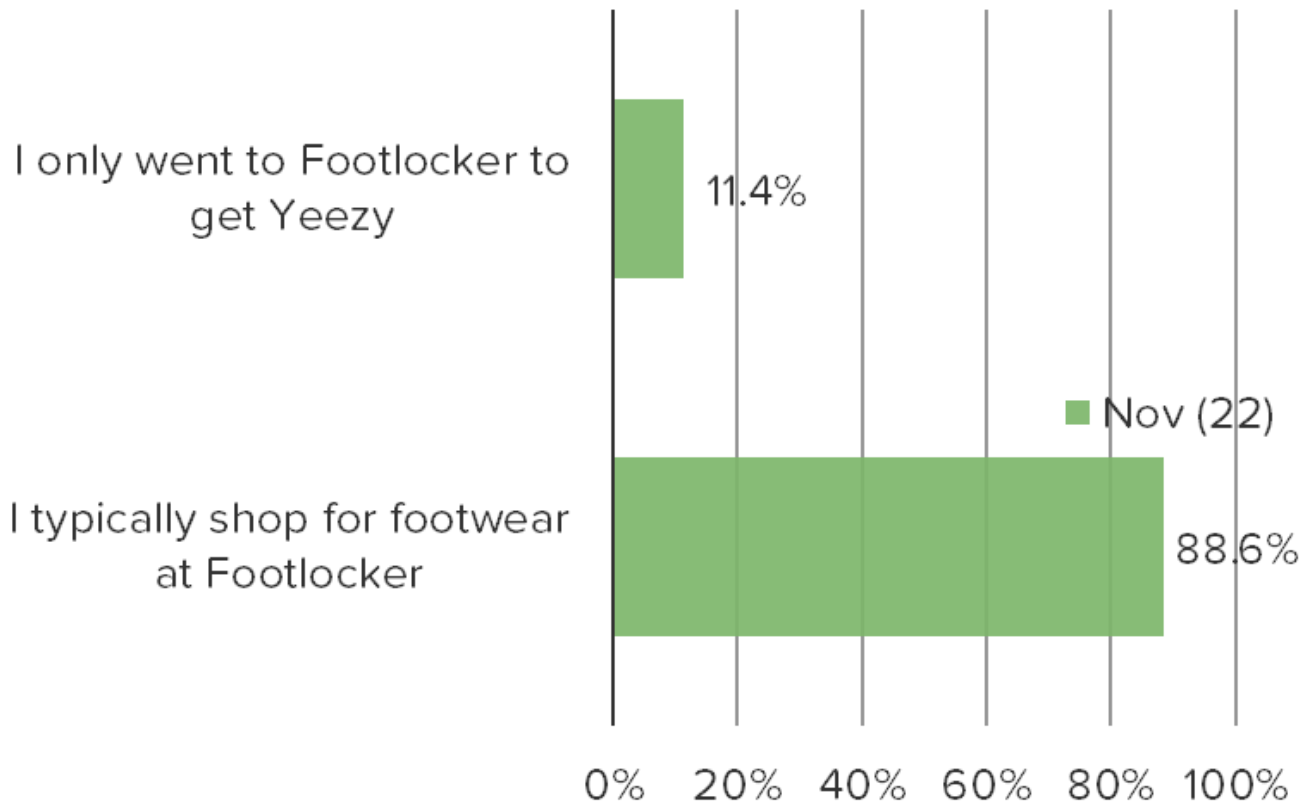
Yeezy

Audience: 1,250 US Consumers

Date: November 2022

DO YOU TYPICALLY SHOP FOOTWEAR FROM FOOTLOCKER, OR DID YOU GO THERE ONLY IN ORDER TO GET YEEZY?

Posed to all respondents who have purchased Yeezy product and typically shop Foot Locker.



WHEN YOU HAVE PURCHASED YEEZY PRODUCT, WAS YOUR PURCHASE INFLUENCED BY THE FACT THAT YOU THOUGHT YOU COULD RESELL THE PRODUCT AT THE SAME OR A HIGHER PRICE?

Posed to all respondents who have purchased Yeezy product.

