

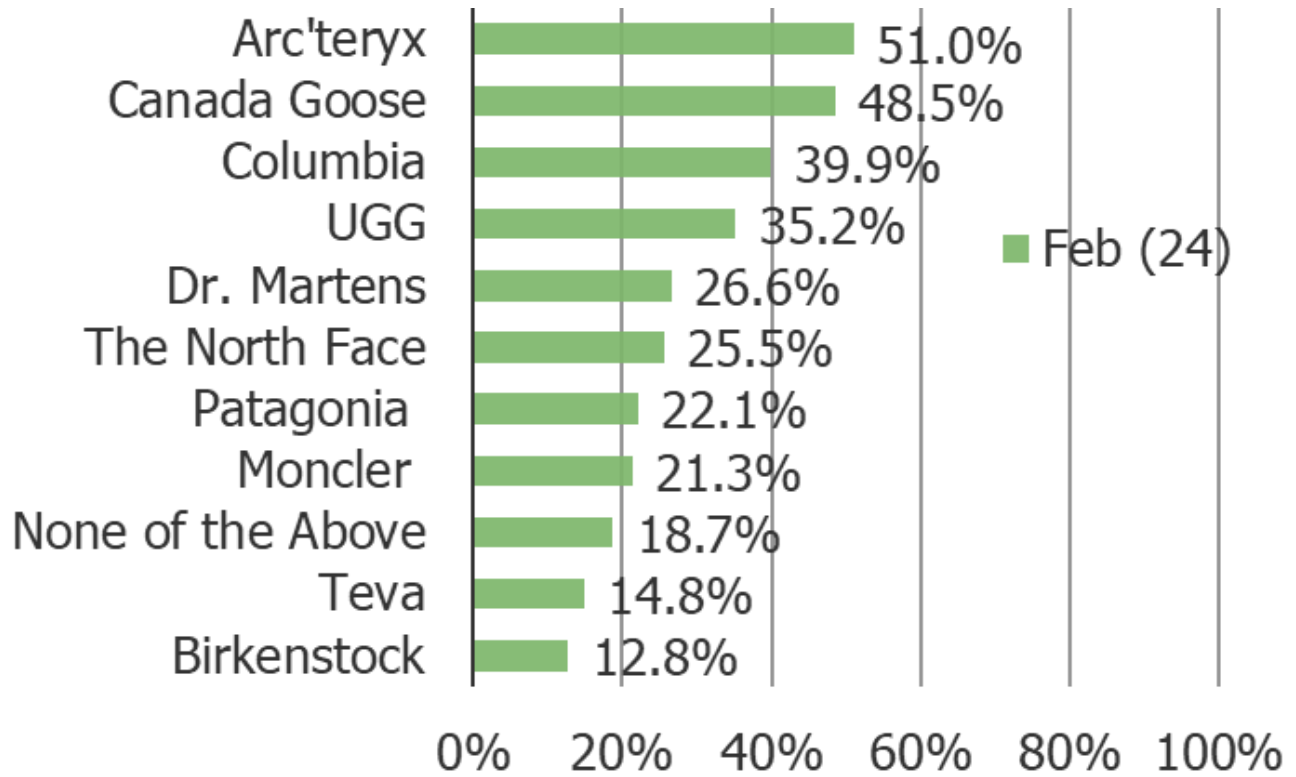
BESPOKE SURVEYS

China | Canada Goose and Birkenstock

1,000+ Consumers Per Wave (Skews Urban / Tier 1 & 2)

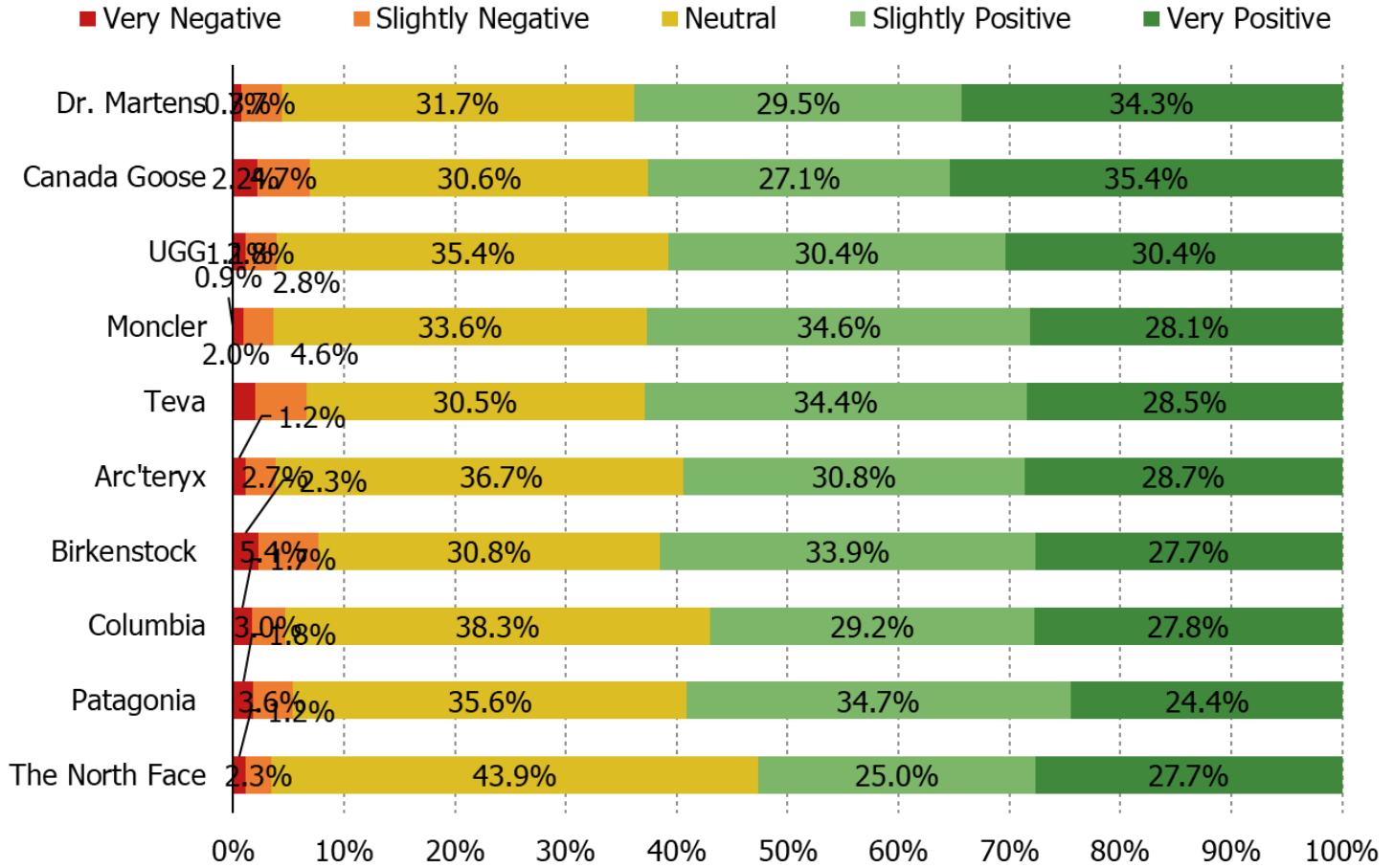
ARE YOU AWARE OF ANY OF THE FOLLOWING (SELECT ALL THAT APPLY)

This question was posed to all respondents.



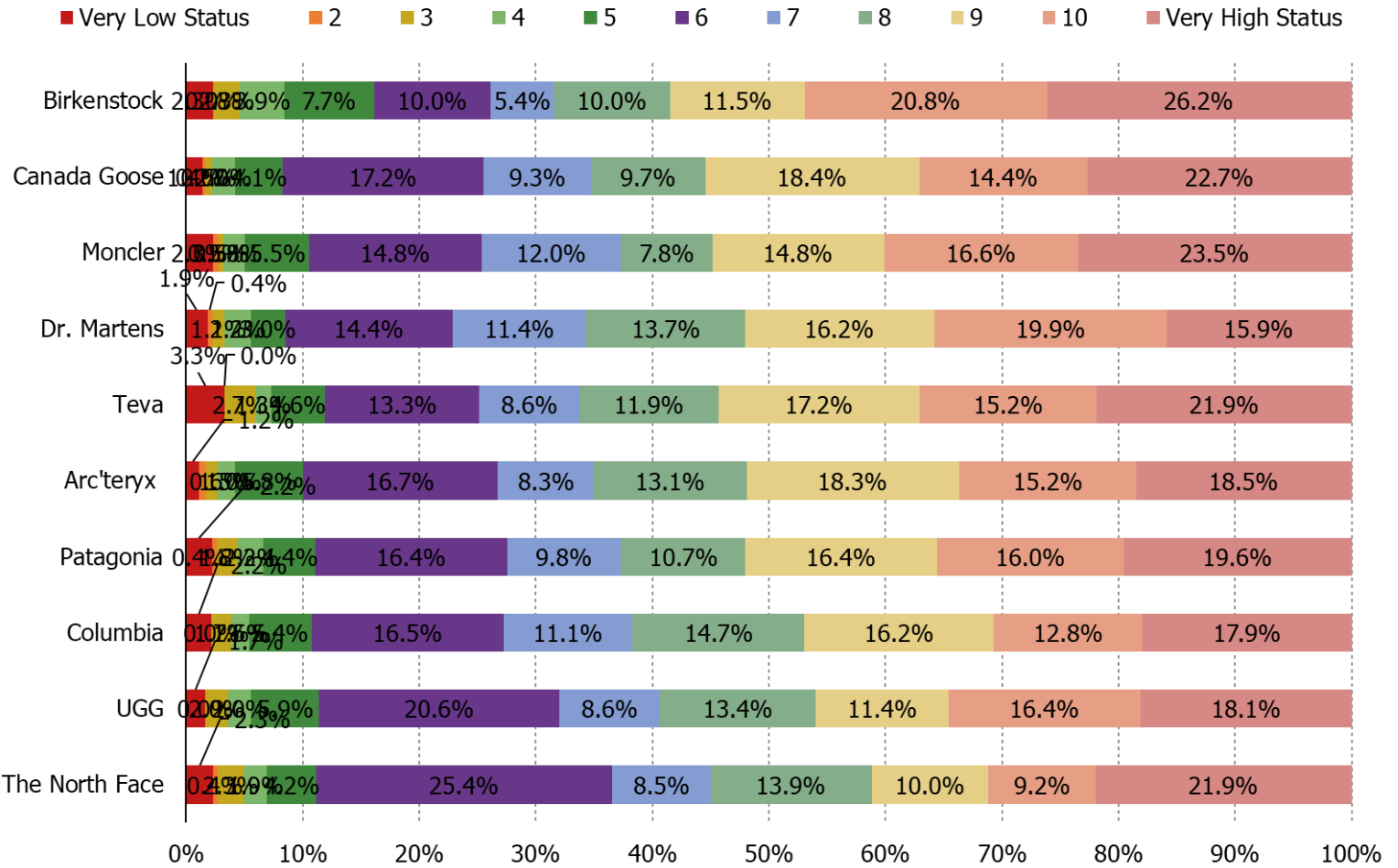
WHAT IS YOUR OPINION ON THE FOLLOWING BRANDS?

This question was posed to respondents who are aware of each of the following.



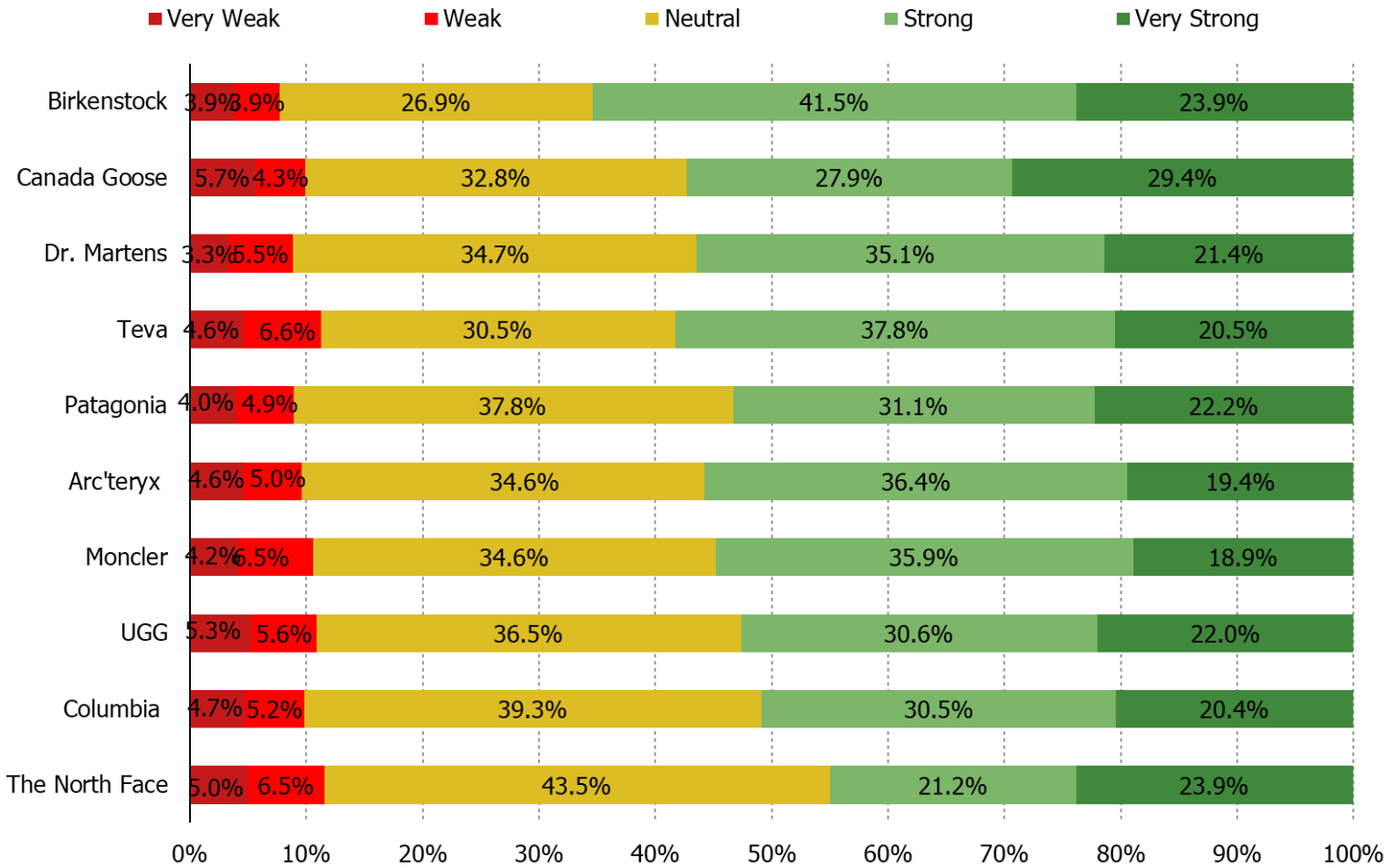
DO THE FOLLOWING BRANDS BRING YOU HIGH OR LOW STATUS?

This question was posed to respondents who own products from the below.



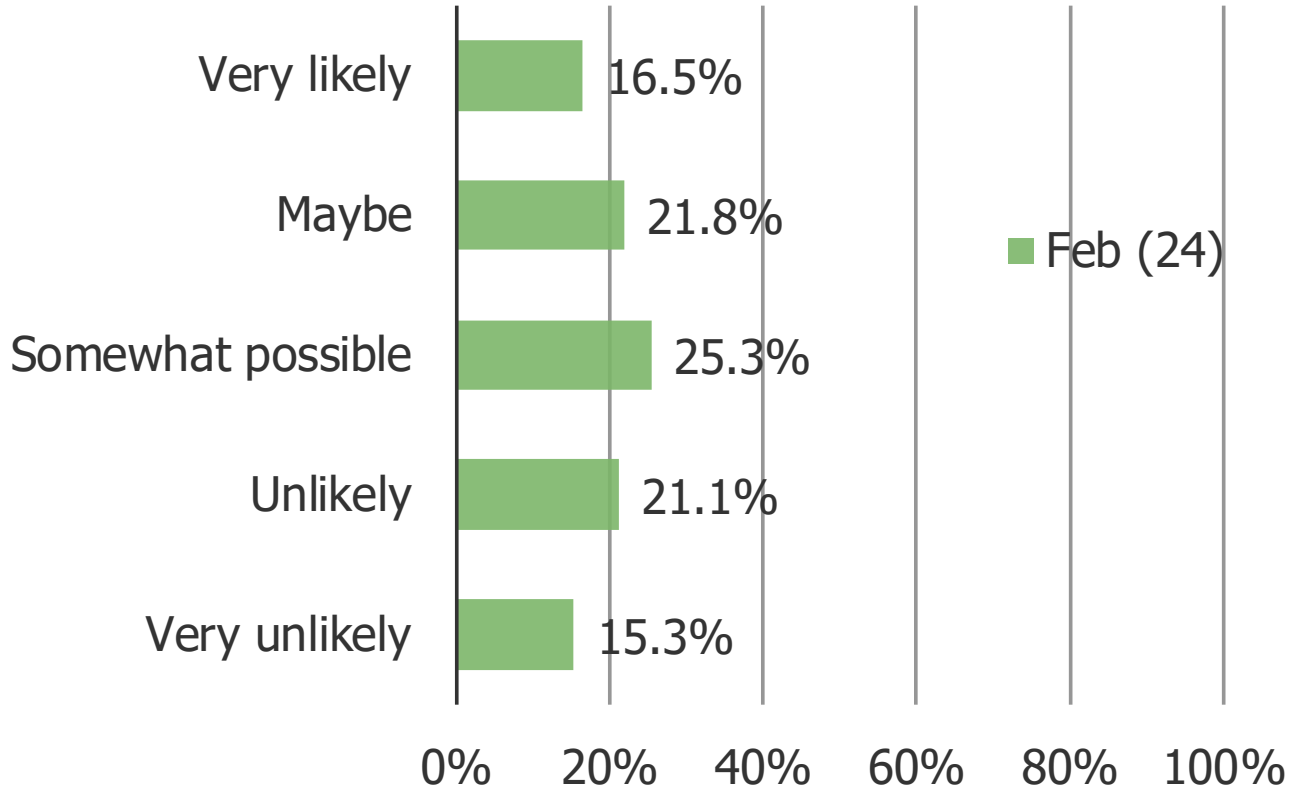
HOW MUCH DESIRE DO YOU HAVE TO WEAR PRODUCTS FROM THE FOLLOWING BRANDS?

This question was posed to respondents who own products from the below.



HOW LIKELY ARE YOU TO PURCHASE BICKENSTOCK BRAND PRODUCTS IN THE NEXT THREE MONTHS?

This question was posed to all respondents.



HOW LIKELY ARE YOU TO PURCHASE CANADA GOOSE BRAND PRODUCTS IN THE NEXT THREE MONTHS?

This question was posed to all respondents.

