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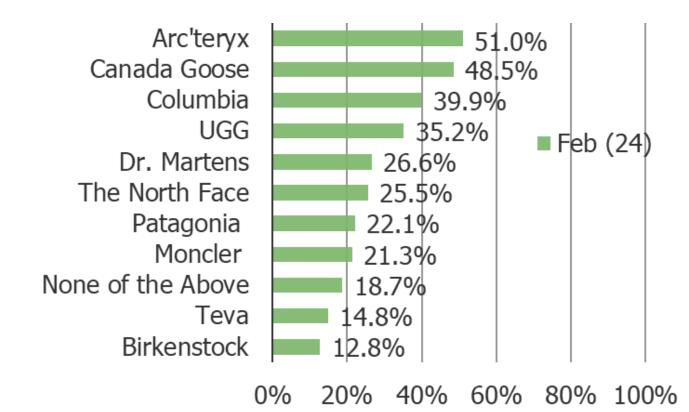
BESPOKE SURVEYS China | Canada Goose and Birkenstock

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

February 2024

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.

Very Negative	Slightly Negative	■ Neutral ■ Slightly Po	sitive Very Positive
Dr. Martens0. <mark>3%%</mark>	31.7%	29.5%	34.3%
Canada Goose 2. <mark>24/</mark> 29	6 30.6%	27.1%	35.4%
UGG1. <mark>1.98%</mark> 0.9% 2.8	35.4%	30.4%	30.4%
Moncler 2.0% 4	33.6%	34.6%	28.1%
Teva – 1.	2% 30.5%	34.4%	28.5%
Arc'teryx 2.7%	2.3% 36.7%	30.8%	28.7%
Birkenstock 5.4%	a <mark>%</mark> 30.8%	33.9%	27.7%
Columbia 3.09%	3% 38.3%	29.2%	27.8%
Patagonia <mark>3.6</mark> %	9% 35.6%	34.7%	24.4%
The North Face 2.3%	43.9%	25.0%	27.7%
0%	10% 20% 30%	40% 50% 60% 70	0% 80% 90% 100%

DO THE FOLLOWING BRANDS BRING YOU HIGH OR LOW STATUS?

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

Very Low Status	2	3	∎4	∎5 ∎6	■ 7	■8	9 1	0 Very High Status
Birkenstock 2	o 7. 7%	10.0%	5.4% 1	.0.0% 1	1.5%	20.	8%	26.2%
Canada Goose 10 <mark>202006/1</mark> 0)	17.2%	9.3%	9.7%	18.49	%	14.4%	22.7%
Moncler 2 <mark>@∰886</mark> 5.5 1.9% ₇ -0.4%	%	14.8%	12.0%	7.8%	14.8%)	16.6%	23.5%
Dr. Martens 1.298%0 % 3,3% 0.0%	: 6 14	4.4%	11.4%	13.7%	16	.2%	19.9%	6 15.9%
Teva 2.7%		13.3%	8.6%	11.9%	17.2	%	15.2%	21.9%
Arc'teryx <mark>0167756</mark> 89	Ź₽%	16.7%	8.3%	13.1%	1	8.3%	15.2%	18.5%
Patagonia 0 <mark>.42/22/22/3</mark> /	<mark>,4%</mark>	16.4%	9.8%	10.7%	b 16	.4%	16.0%	19.6%
Columbia <mark>0107₇年</mark> 天分	%	16.5%	11.19	% 14	.7%	16.2%	6 12.8	3% 17.9%
UGG (<mark>2)9:</mark> 9%5	3%	20.6%	8	3.6% 1	3.4%	11.4%	16.4%	18.1%
The North Face 0.49% 9%	2% <mark></mark>	25.49	%	8.5%	13.9%	10.	.0% 9.2%	21.9%
ا 0% :	10%	20%	30%	40%	50%	60%	70%	80% 90% 100

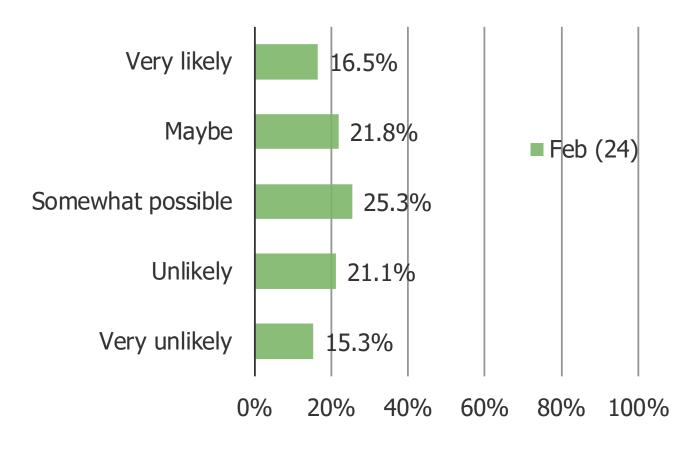
HOW MUCH DESIRE DO YOU HAVE TO WEAR PRODUCTS FROM THE FOLLOWING BRANDS?

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

Very Weak		■ Weak ■ N		itral Strong		■ Very Strong		
Birkenstock 3	8.9% <mark>.9%</mark>	26.9%		41.5	5%	23.9%		
Canada Goose	5.7% <mark>4.3%</mark>	32.8%		27.9%		29.4%	29.4%	
Dr. Martens 3	.3% <mark>5.5%</mark>	34.7%			35.1%	21.4%		
Teva 4	.6% 6.6%	30.5%		37.8%		20.5%	20.5%	
Patagonia 4	.0% <mark>4.9%</mark>	37.8%			31.1%	22.2%		
Arc'teryx	4.6% <mark>5.0%</mark>	34.6%			36.4%	19.4%		
Moncler	1.2% <mark>6.5%</mark>	34.6%			35.9%	18.9%		
UGG	5.3% <mark>5.6%</mark>	36.5%			30.6%	22.0%		
Columbia	4.7% <mark>5.2%</mark>	39.3%			30.5%	20.4%		
The North Face	5.0% 6.5%	43.5%	6	21.2%		23.9%		
09	% 10%	20% 30%	40%	50%	60% 70%	80% 90%	100%	

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.

