www.bespokeintel.com

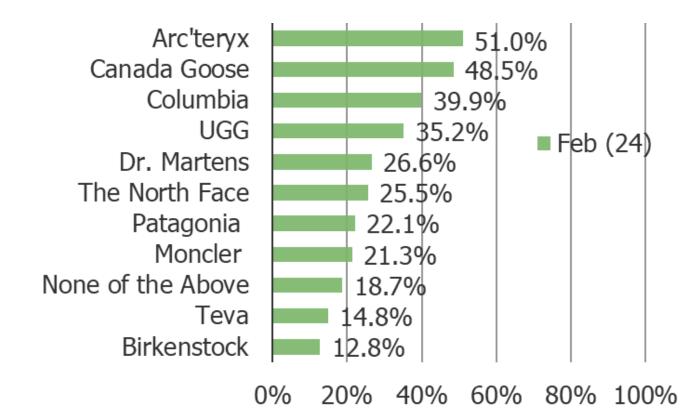
BESPOKE SURVEYS China | Canada Goose and Birkenstock

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	<b>3</b>	∎4	∎5 ∎6	■ 7	■8	9 1	0 Very High Status
Birkenstock 2	o <b>7.</b> 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% <sub>7</sub> -0.4%	%	14.8%	12.0%	7.8%	14.8%	)	16.6%	23.5%
Dr. Martens <b>1.298%0</b> % 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>0107<sub>7</sub>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

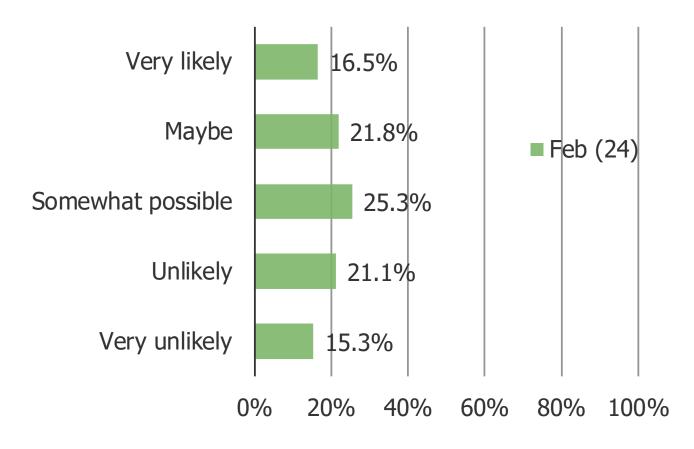
# HOW MUCH DESIRE DO YOU HAVE TO WEAR PRODUCTS FROM THE FOLLOWING BRANDS?

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.

