

Bespoke Survey Research

February 2024

Footwear and Athletic Wear

Volume 31 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: FL, NKE, ADDYY, SKX, UA, AMZN, LULU, GPS.

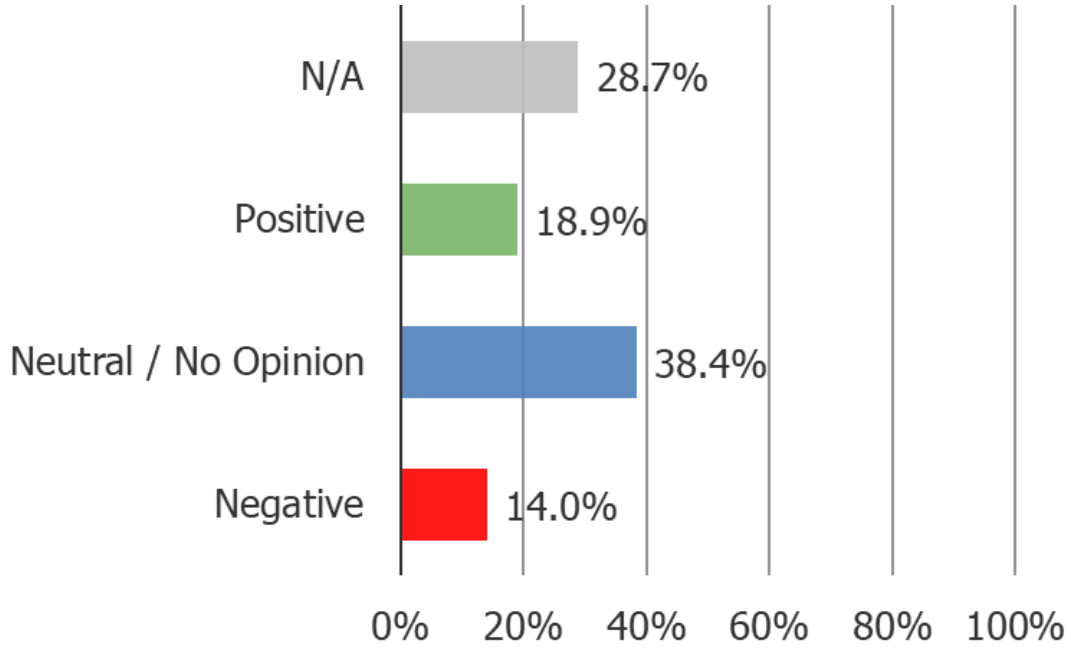
Key Takeaways:

- ❑ While there are some consumers who have a negative opinion of Yeezy sneakers (with sentiments related to Kanye West and his comments in recent years being flagged as reasons for negative sentiments), the broader consumer audience has a net positive view of the brand/sneakers.
- ❑ Consumers are open to buying Yeezy sneakers, especially at lower price points than retail. Consumers who currently own and wear sneakers reported that they would be very likely to buy Yeezy's if released at a lower price point (or at full retail).
- ❑ Over the history of our survey, consumers have shifted their buying preferences for footwear toward online and direct, but those trends have been more stable of late. We continue to note that the most frequent footwear buyers are more likely than infrequent buyers to prefer online and direct from the brand.
- ❑ Among the broader audience, self-reported footwear purchase recency and frequency have softened over the past year or so.
- ❑ Turning to athletic wear, consumers have been increasingly likely over time to say they wear it both casually and to exercise. The share of consumers who don't wear athletic clothing has declined throughout the history of our survey.
- ❑ When it comes to athletic performance relative to competition, both Nike and Lululemon have boosted customer sentiment that they are superior over-time.

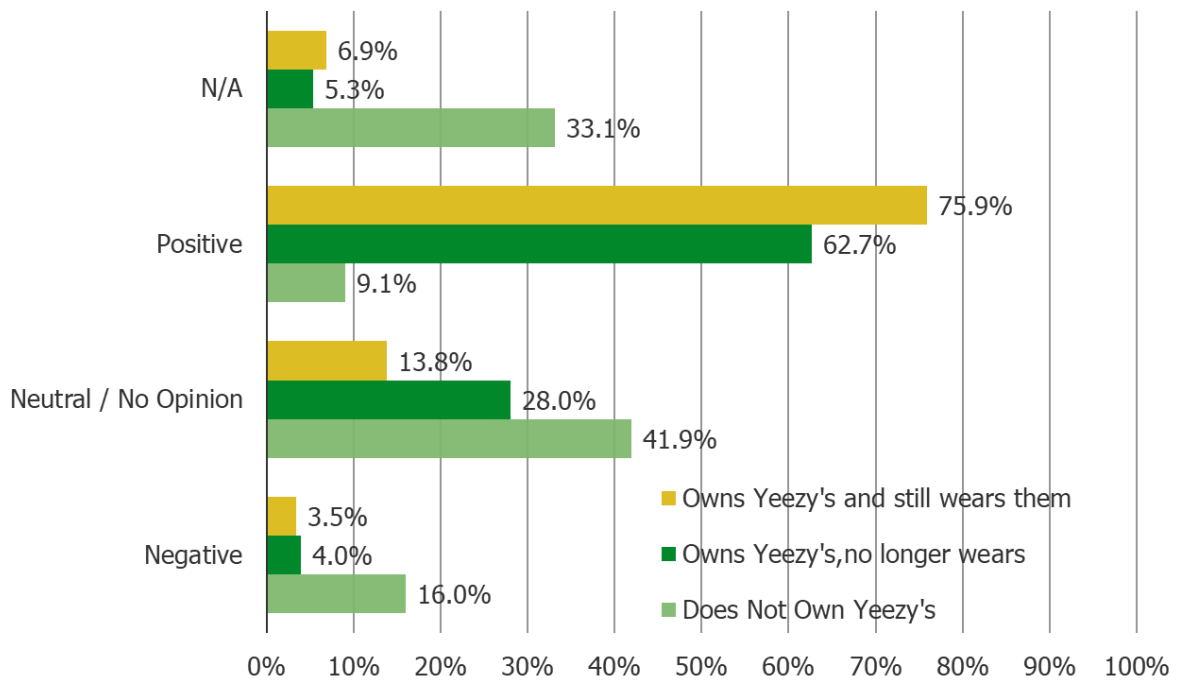
NEW QUESTIONS

WHAT IS YOUR OPINION OF YEEZY FOOTWEAR?

Posed to all respondents

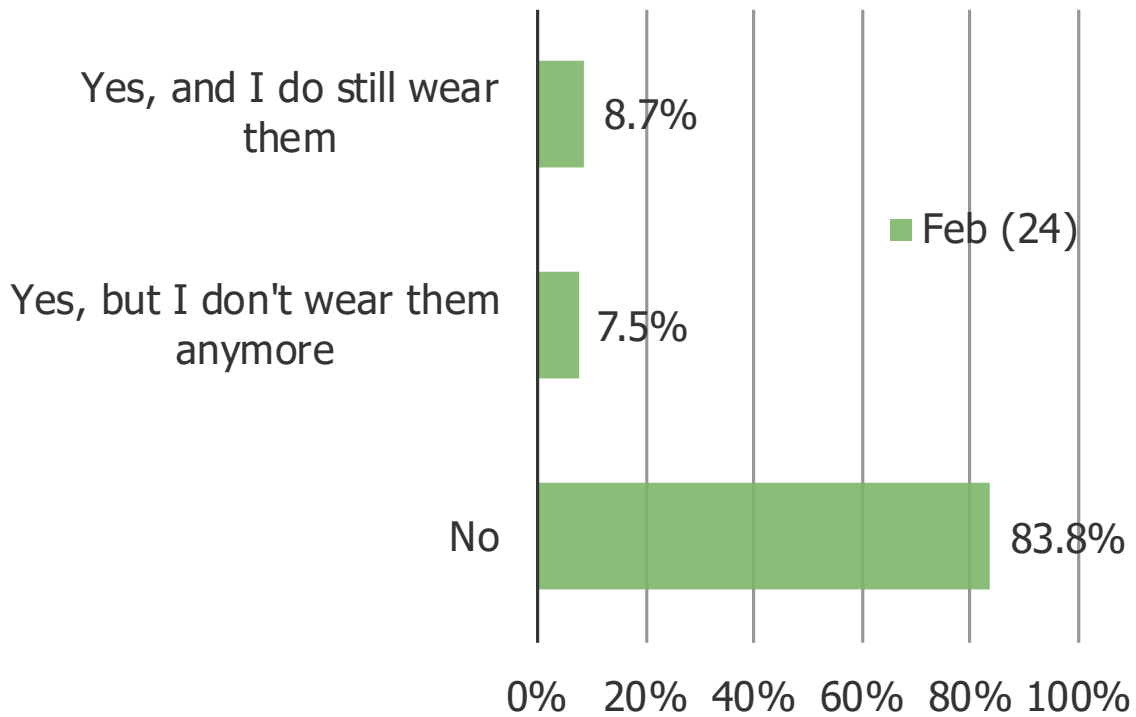


Cross-tabbing the data above...



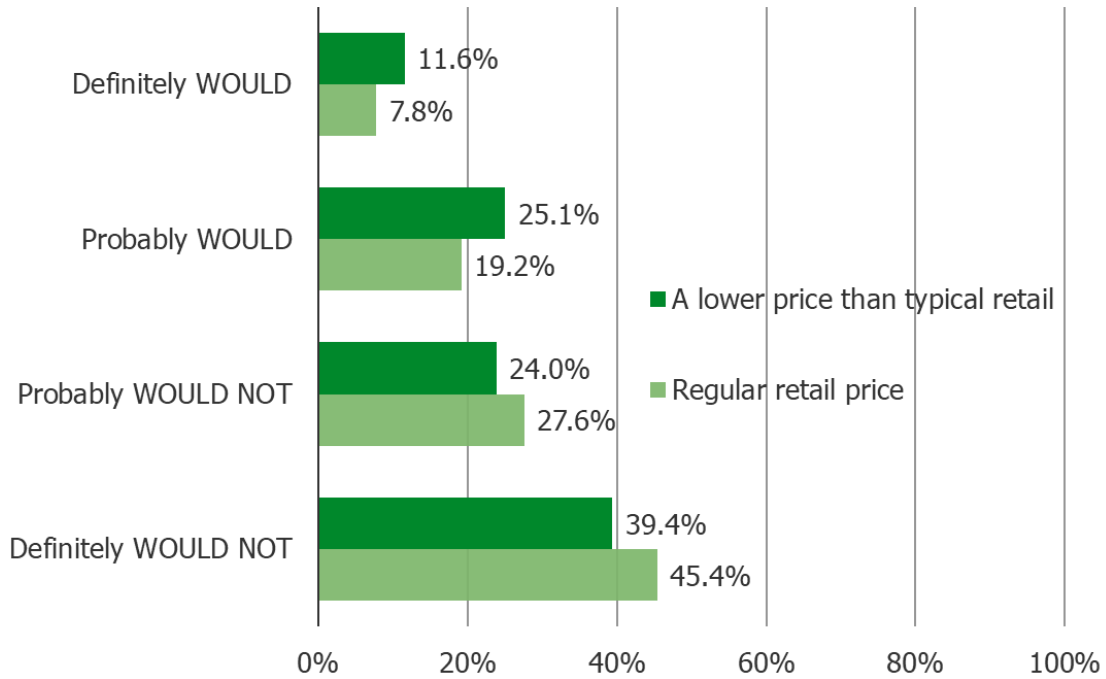
DO YOU OWN ANY PAIRS OF YEEZY SNEAKERS? EXAMPLE PICTURED ABOVE

Posed to all respondents

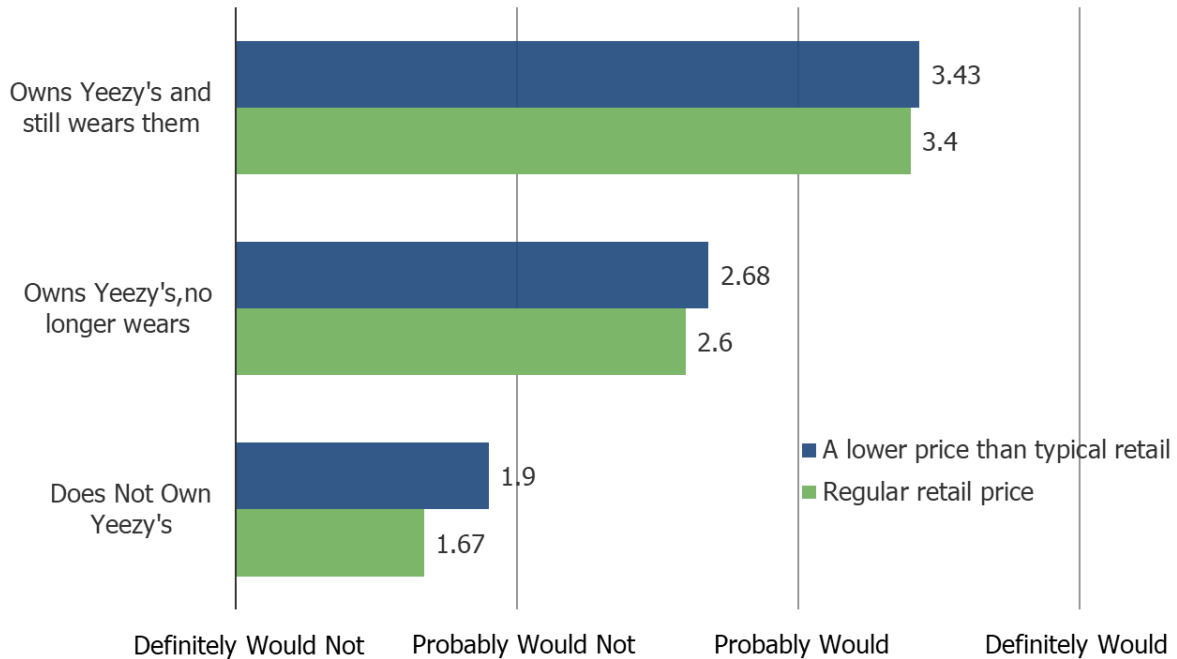


HOW LIKELY WOULD YOU BE TO BUY A PAIR OF YEEZY'S IF THEY WERE RELEASED AT...

Posed to all respondents

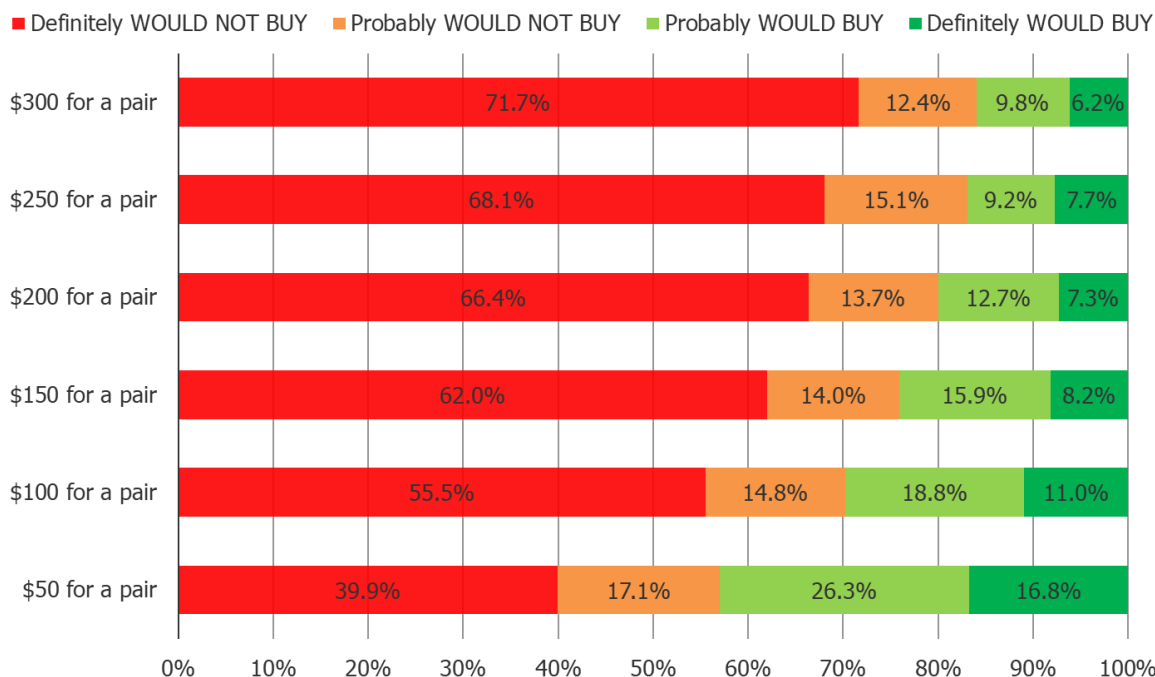


Cross-tabbing the data above...

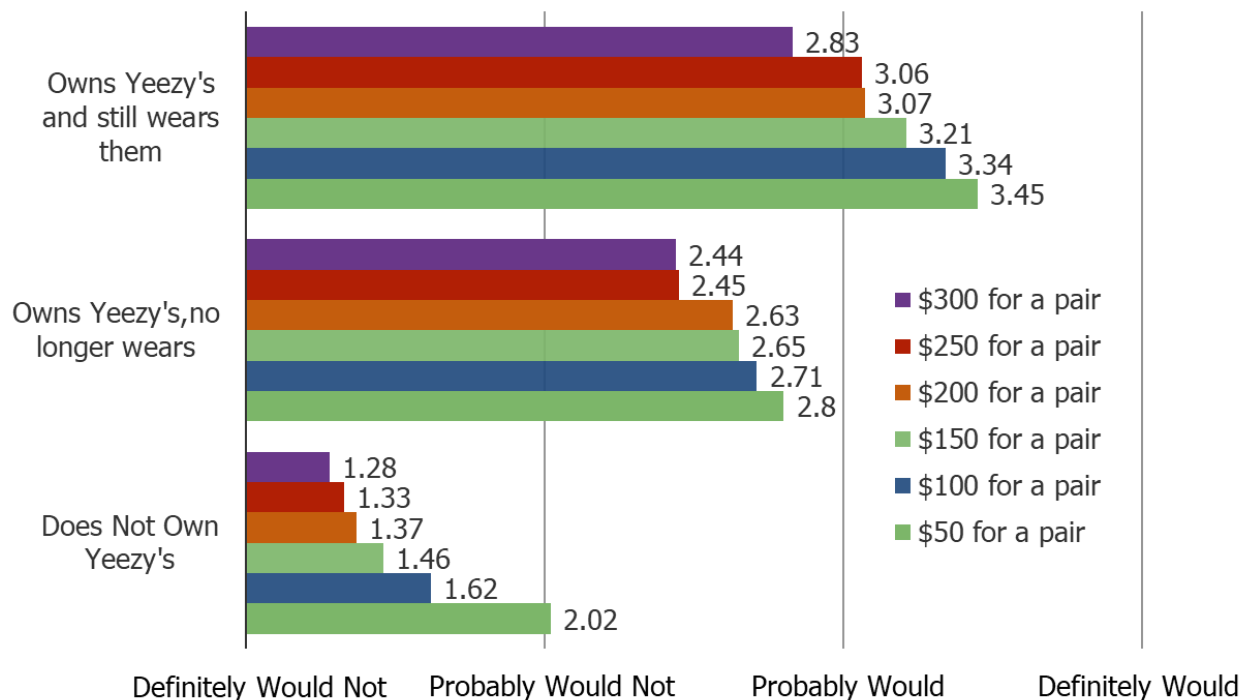


IF YOU LEARNED THAT YEEZY'S FOOTWEAR WAS AVAILABLE FOR PURCHASE AGAIN AND COST THE FOLLOWING AMOUNTS OF MONEY, HOW LIKELY WOULD YOU BE TO BUY A PAIR? FOR REFERENCE, AN IMAGE OF YEEZY'S ARE PICTURED ABOVE.

Posed to all respondents



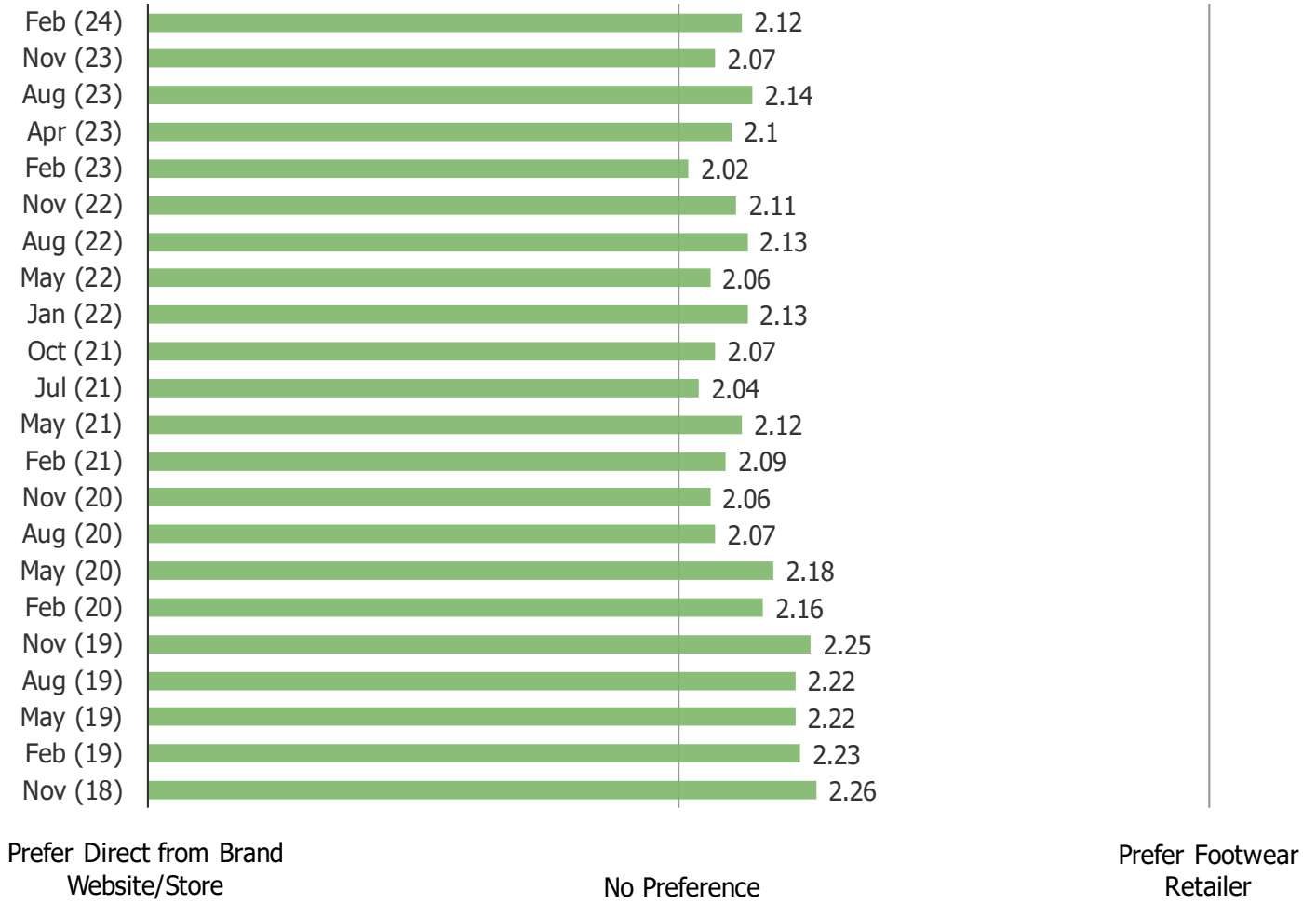
Cross-tabbing the data above...



FOOTWEAR PURCHASE PREFERENCES

WHERE DO YOU PREFER TO BUY SNEAKERS/FOOTWEAR?

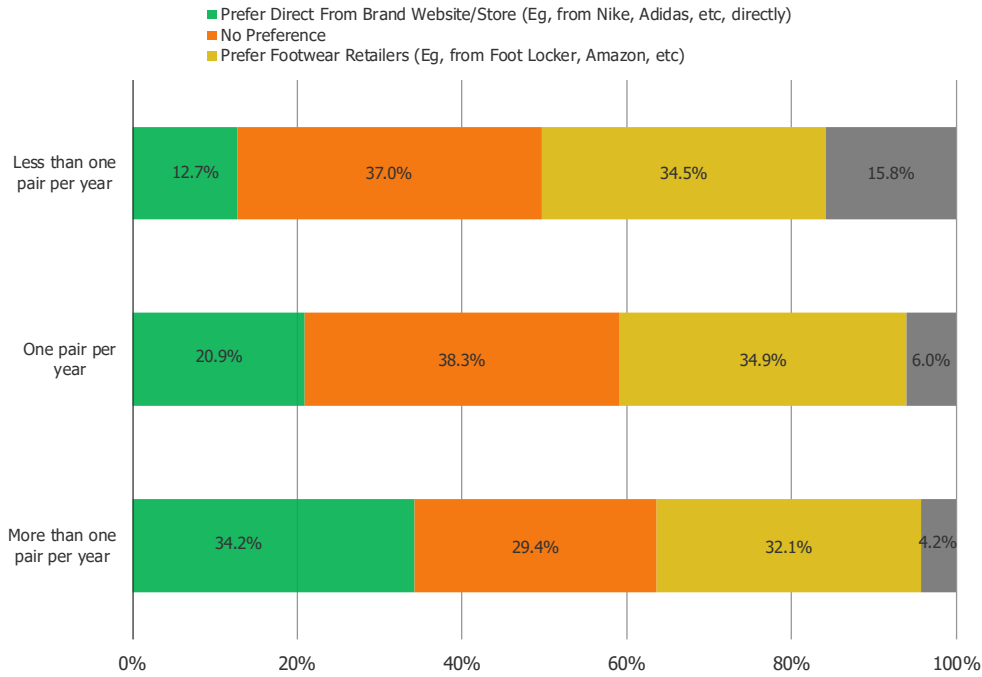
Posed to all respondents



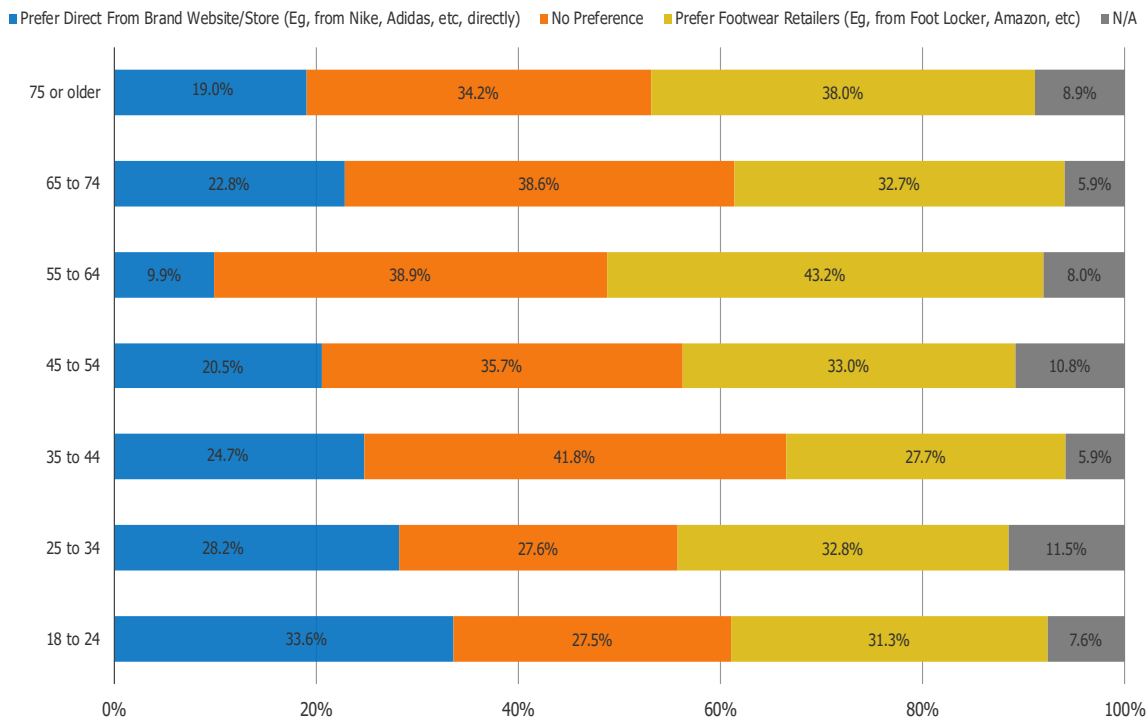
WHERE DO YOU PREFER TO BUY SNEAKERS/FOOTWEAR?

Cross-Tab Analysis

By How Often Consumers Buy Footwear

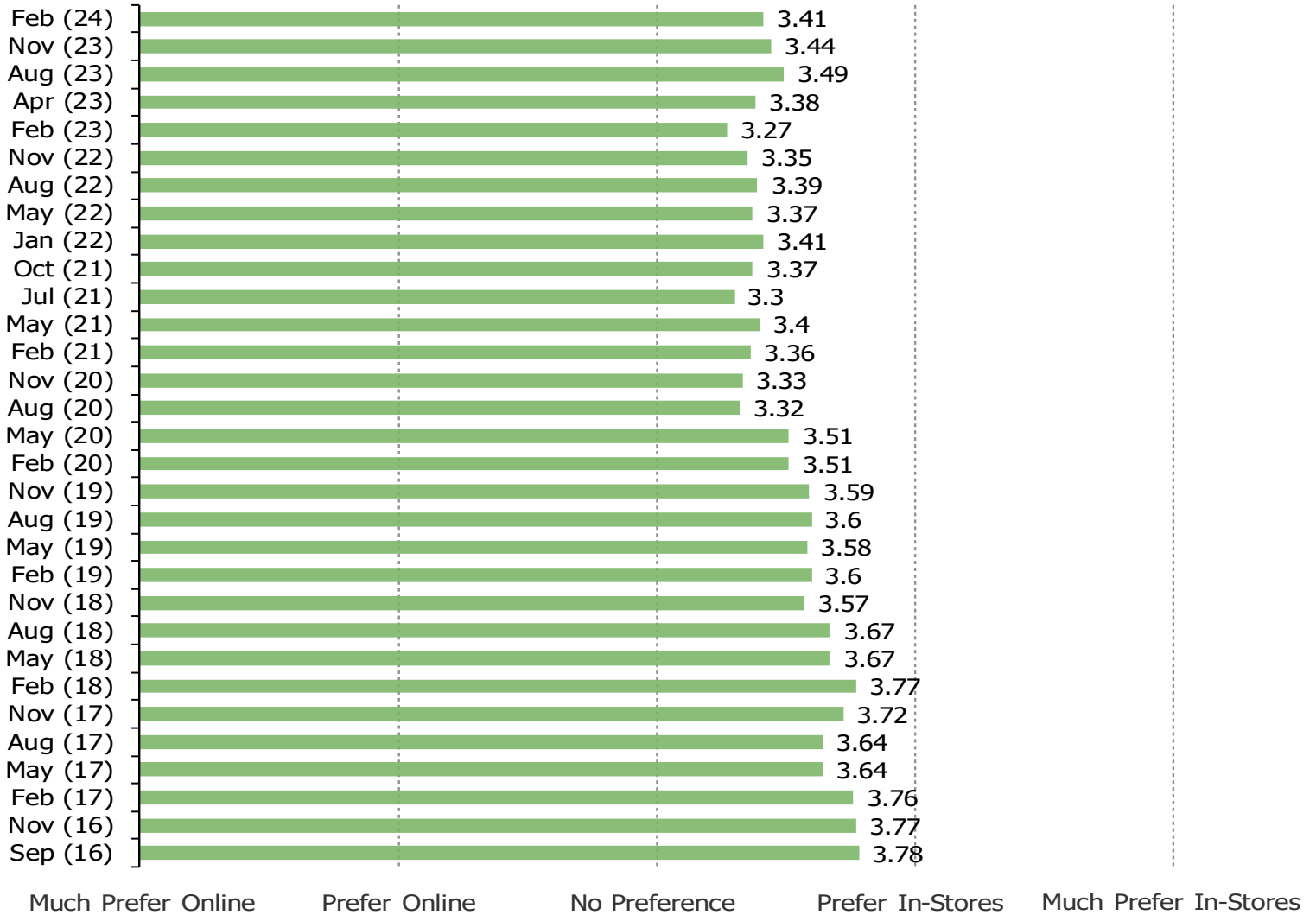


By Age



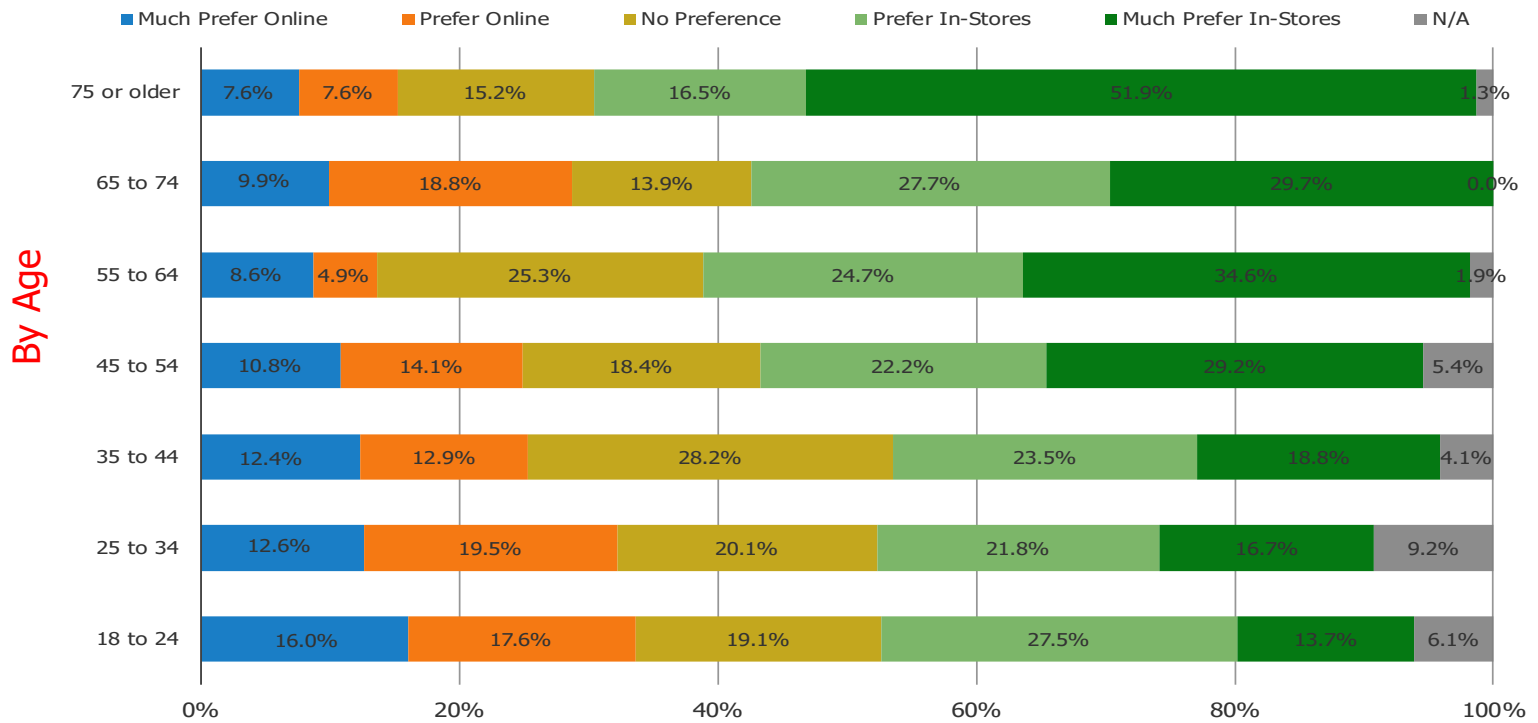
WHERE DO YOU PREFER TO BUY SNEAKERS?

Posed to all respondents



WHERE DO YOU PREFER TO BUY SNEAKERS?

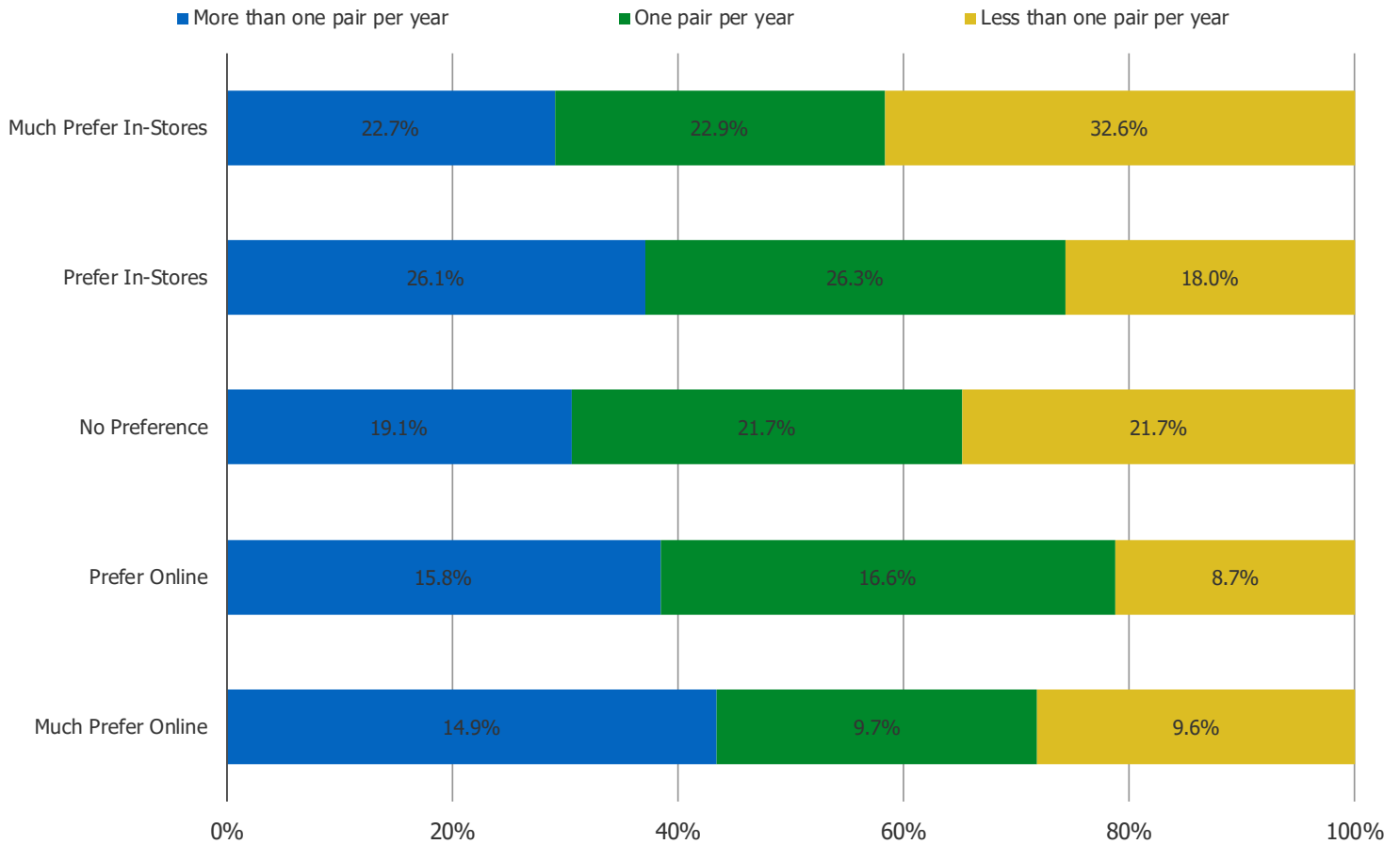
Cross-Tab Analysis



HOW MANY PAIRS OF FOOTWEAR DO YOU BUY PER YEAR?

Cross-Tab Analysis

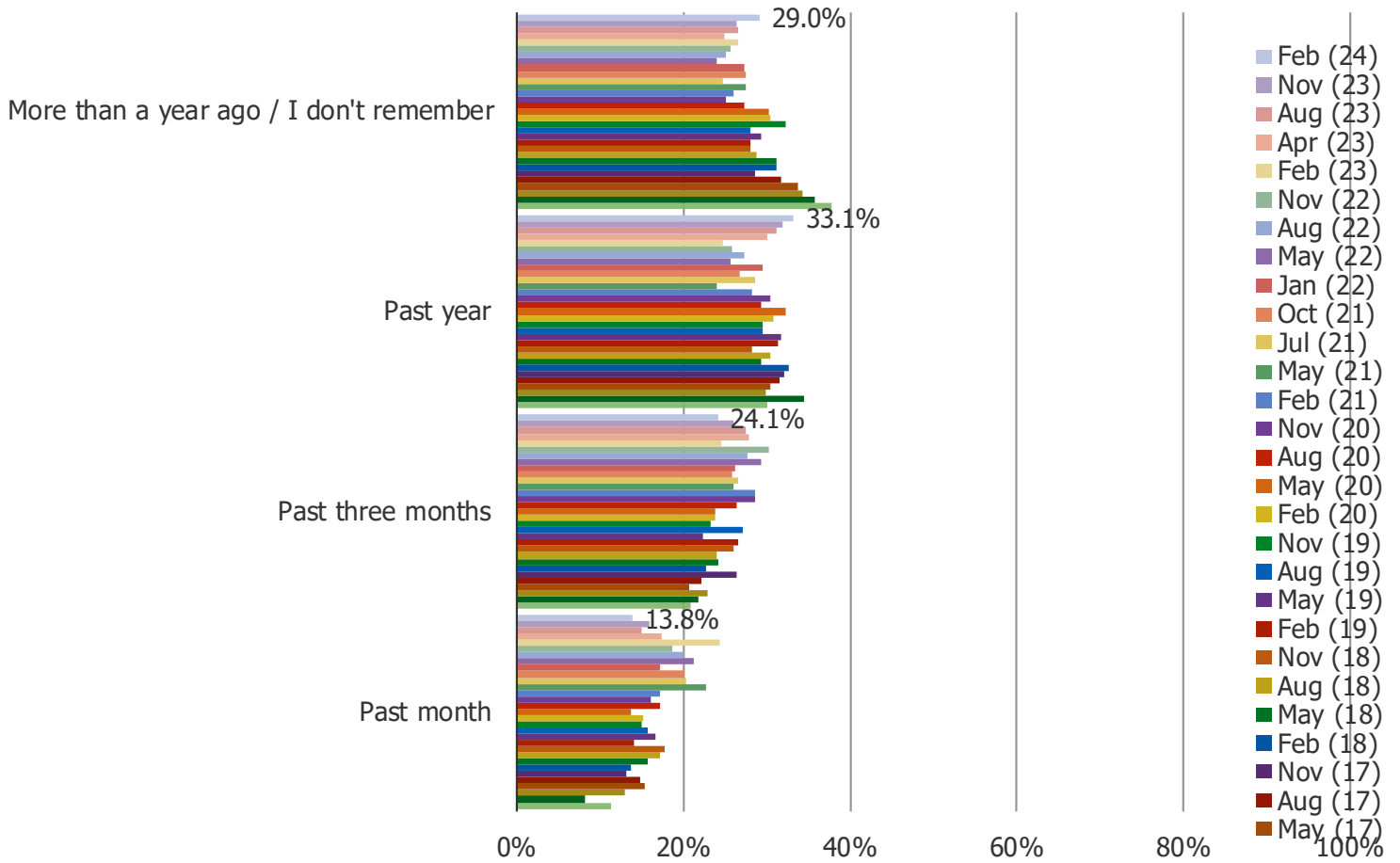
By How Consumers Prefer To Buy Footwear



SNEAKER BUYING TRENDS

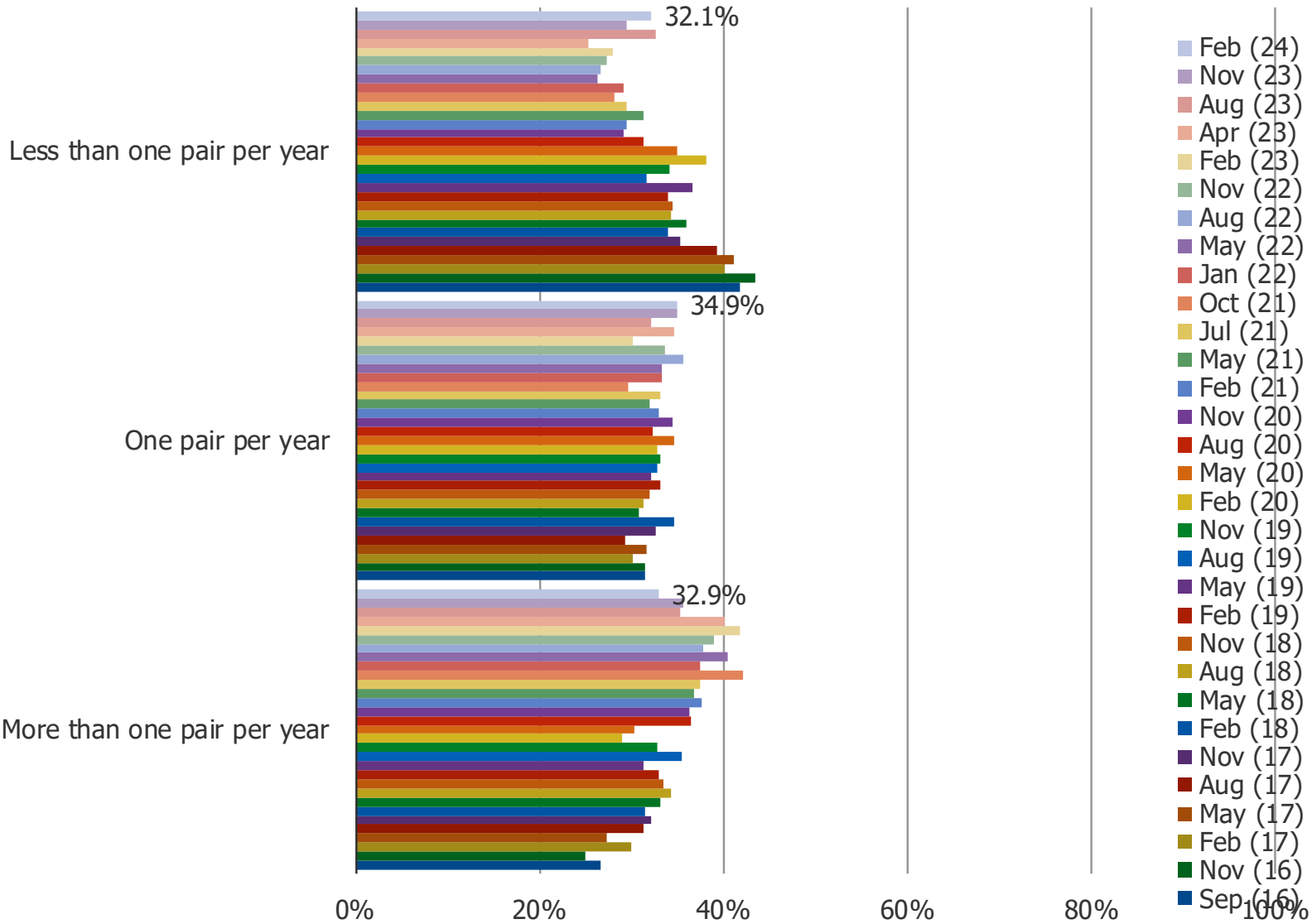
WHEN IS THE LAST TIME YOU BOUGHT A NEW PAIR OF SNEAKERS?

Posed to all respondents



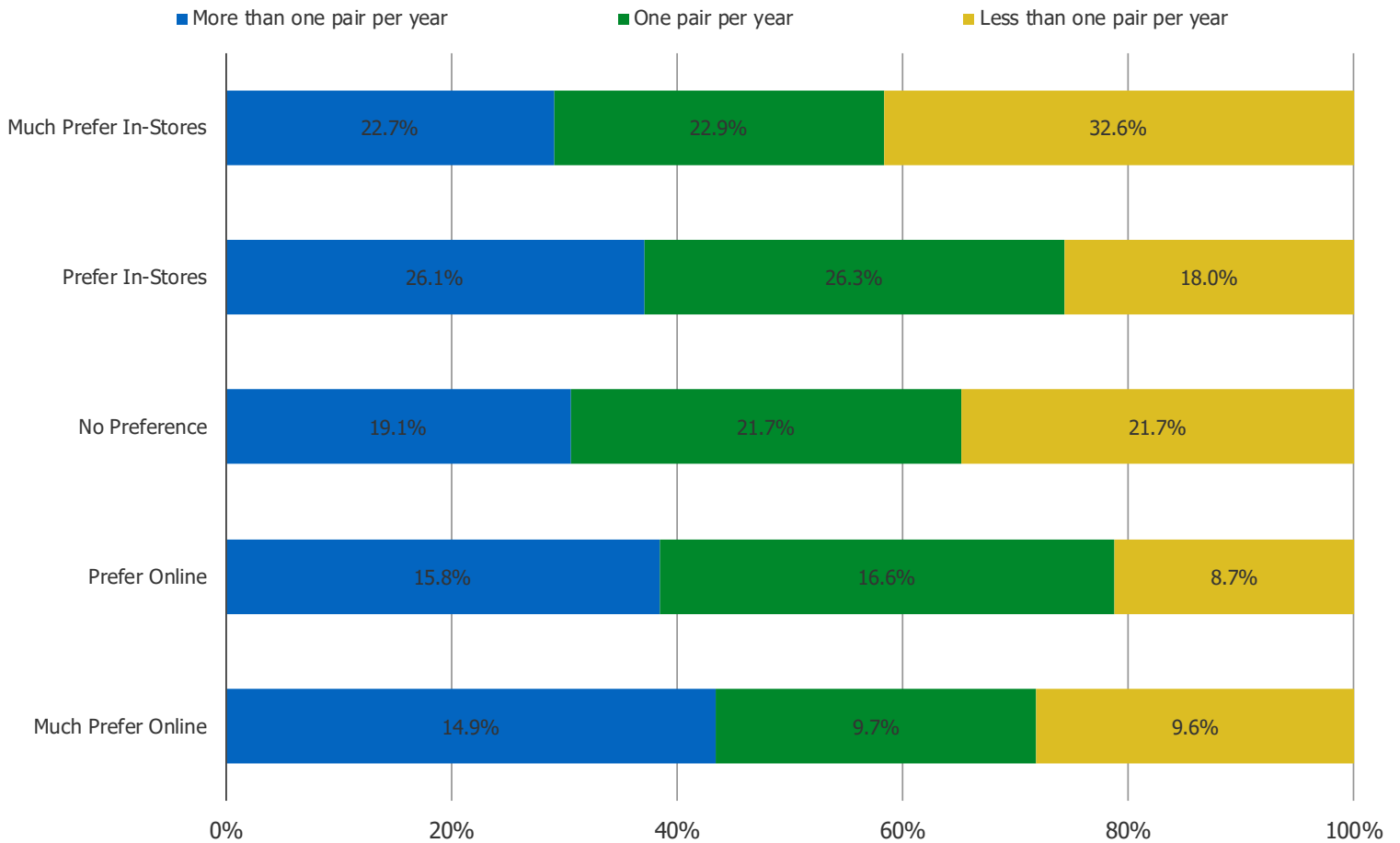
HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

Posed to all respondents



HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

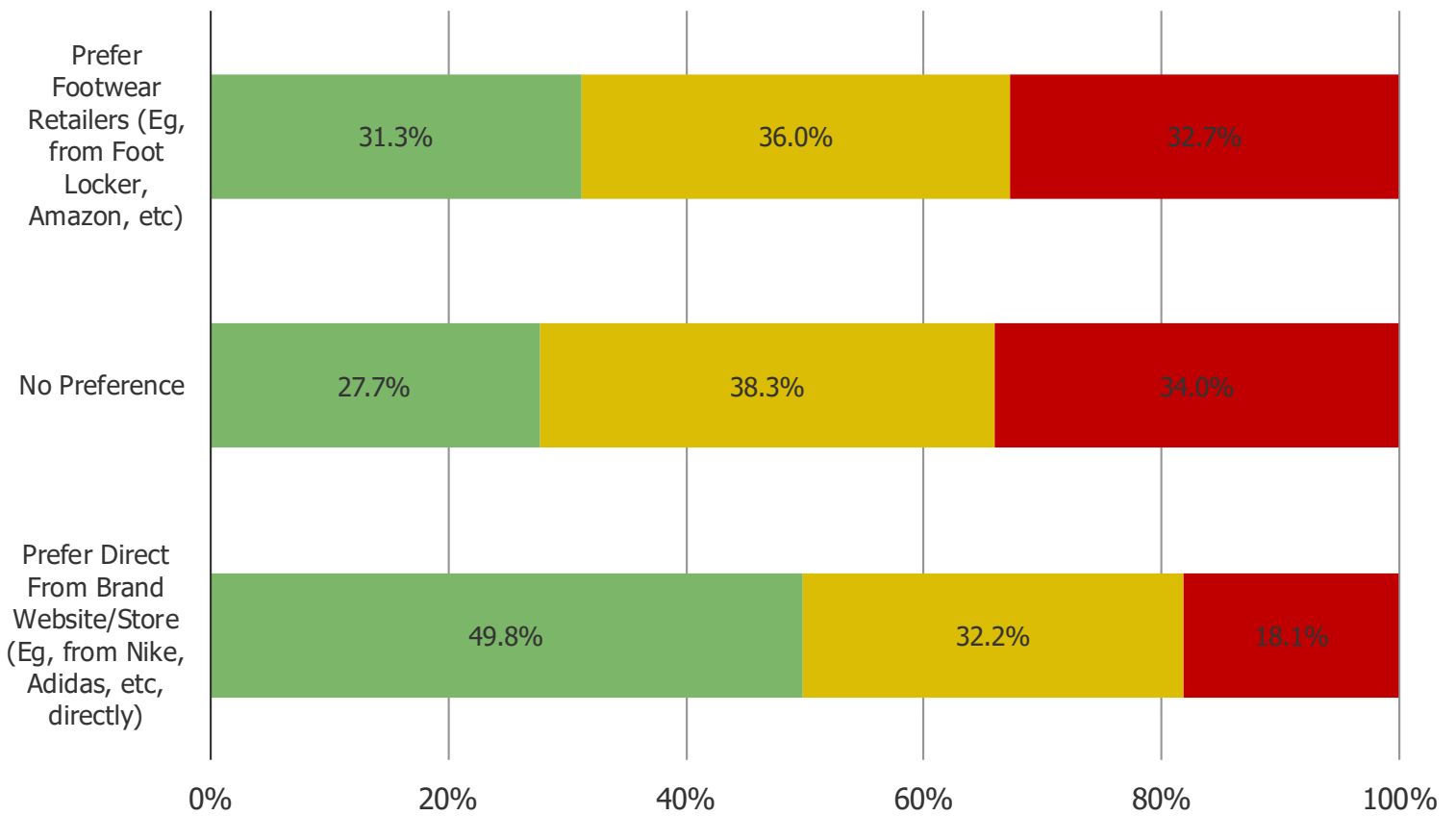
Posed to all respondents – Cross-tabbed by if they prefer to buy online vs. in-stores.



HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

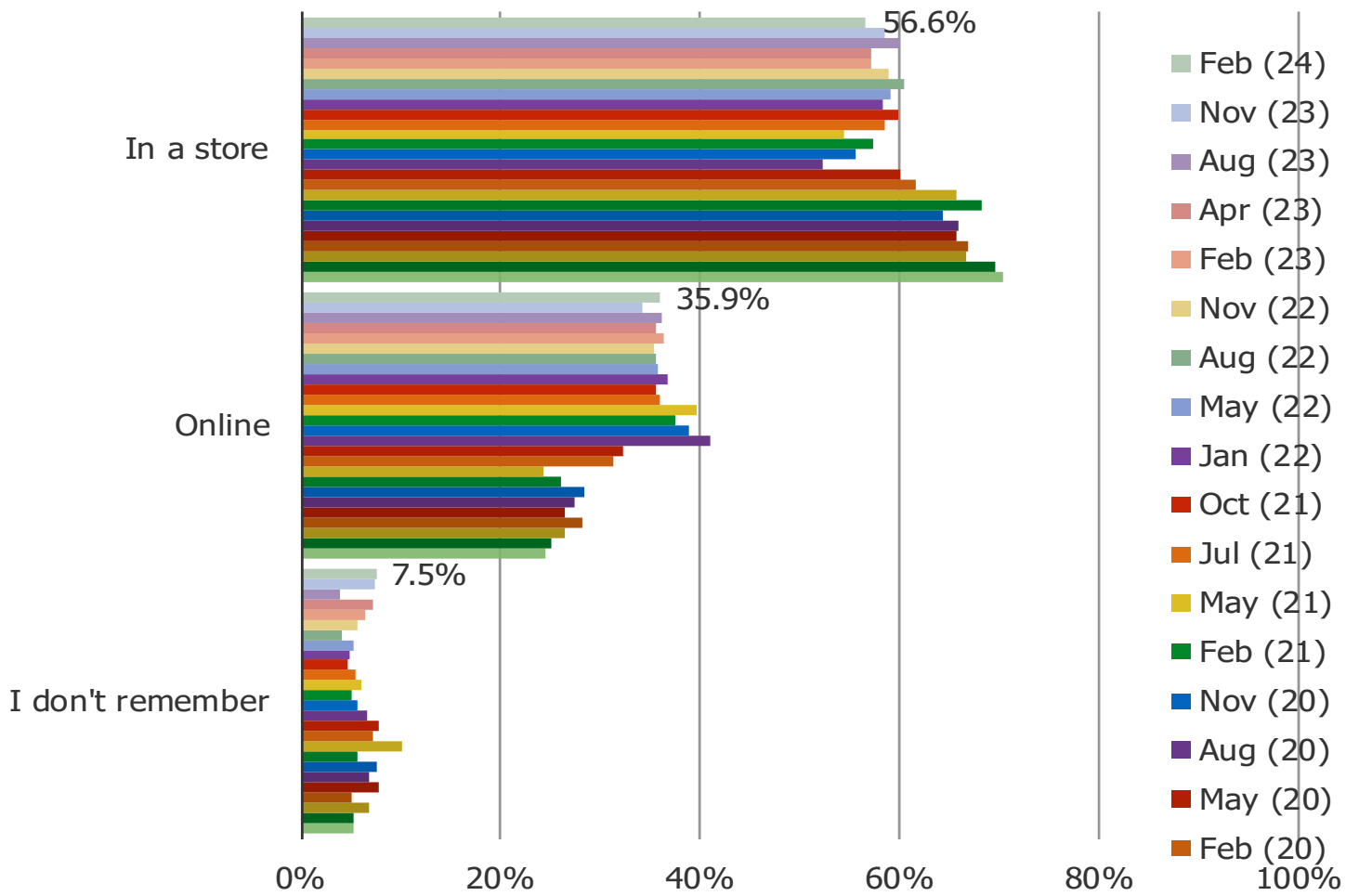
Posed to all respondents – Cross-tabbed by if they prefer to buy direct or from retailers.

■ More than one pair per year ■ One pair per year ■ Less than one pair per year



THINKING OF THE LAST TIME YOU BOUGHT A PAIR OF SNEAKERS, DID YOU BUY THEM ONLINE OR IN A STORE?

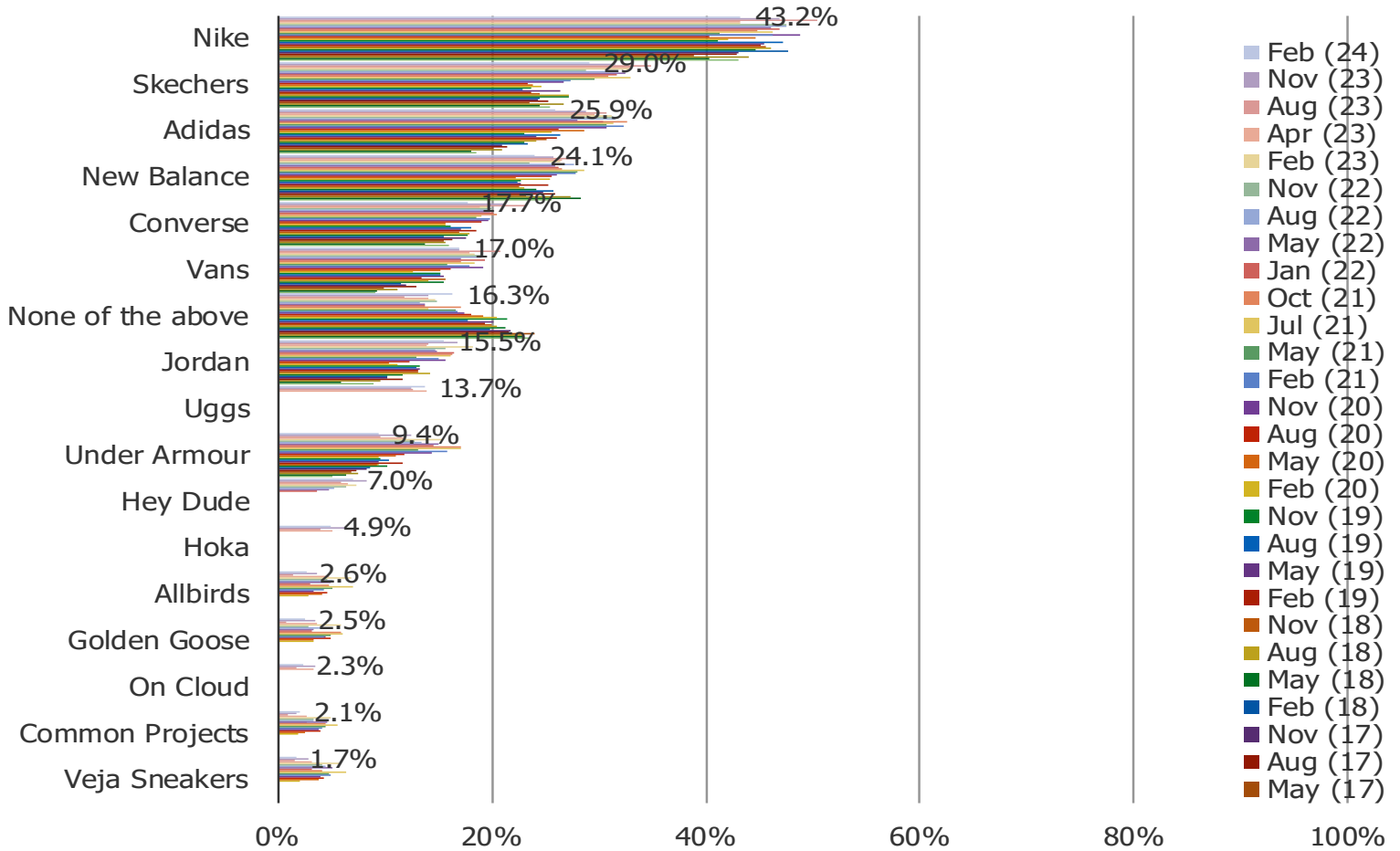
Posed to all respondents



SNEAKER BRANDS

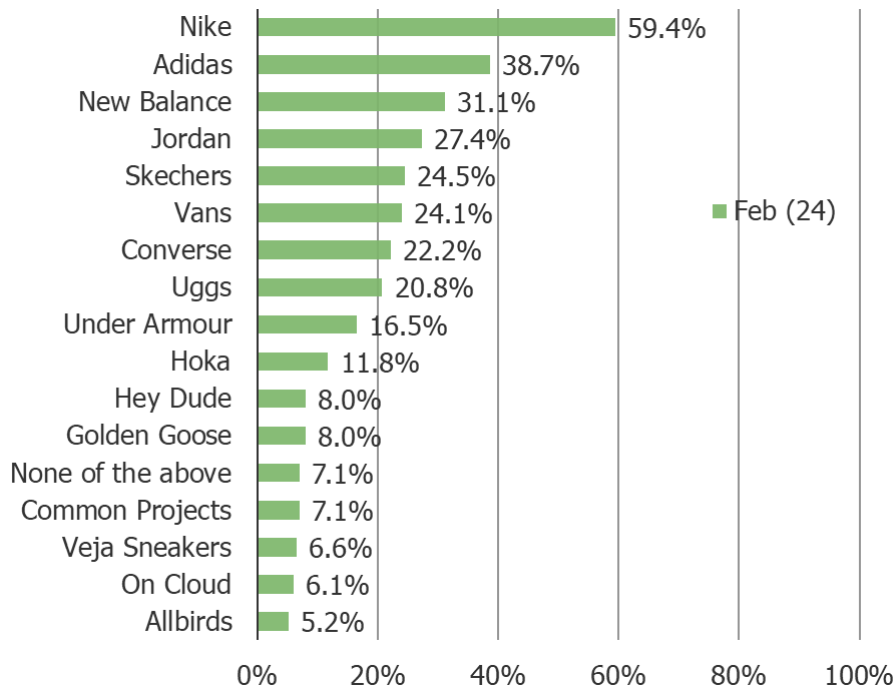
WHICH OF THE FOLLOWING BRANDS DO YOU OWN SNEAKERS FROM?

Posed to all respondents

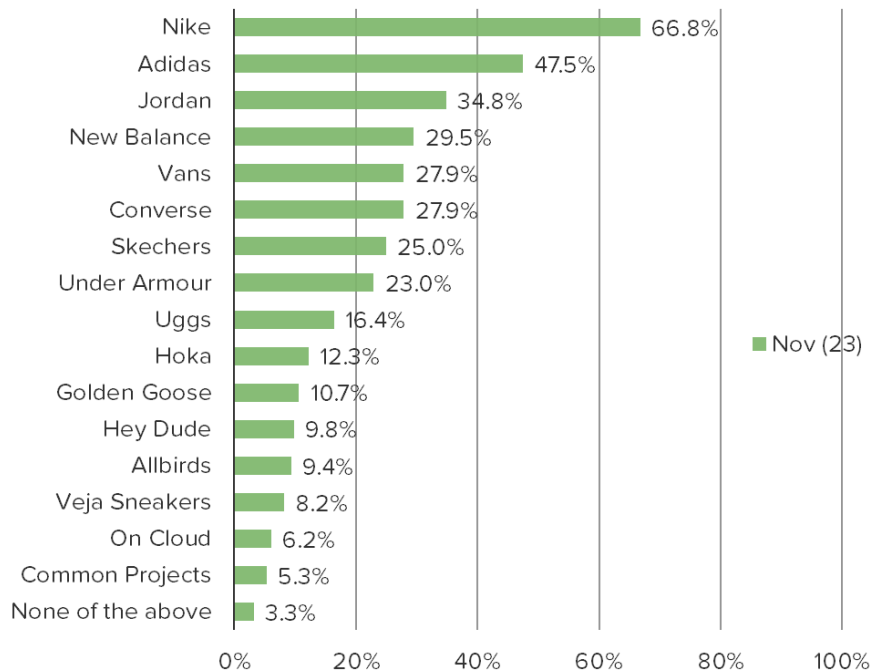


WHICH OF THE FOLLOWING FOOTWEAR BRANDS DO YOU OWN SNEAKERS/FOOTWEAR FROM?

Posed to respondents who said they run for exercise frequently or very frequently (N = 212)

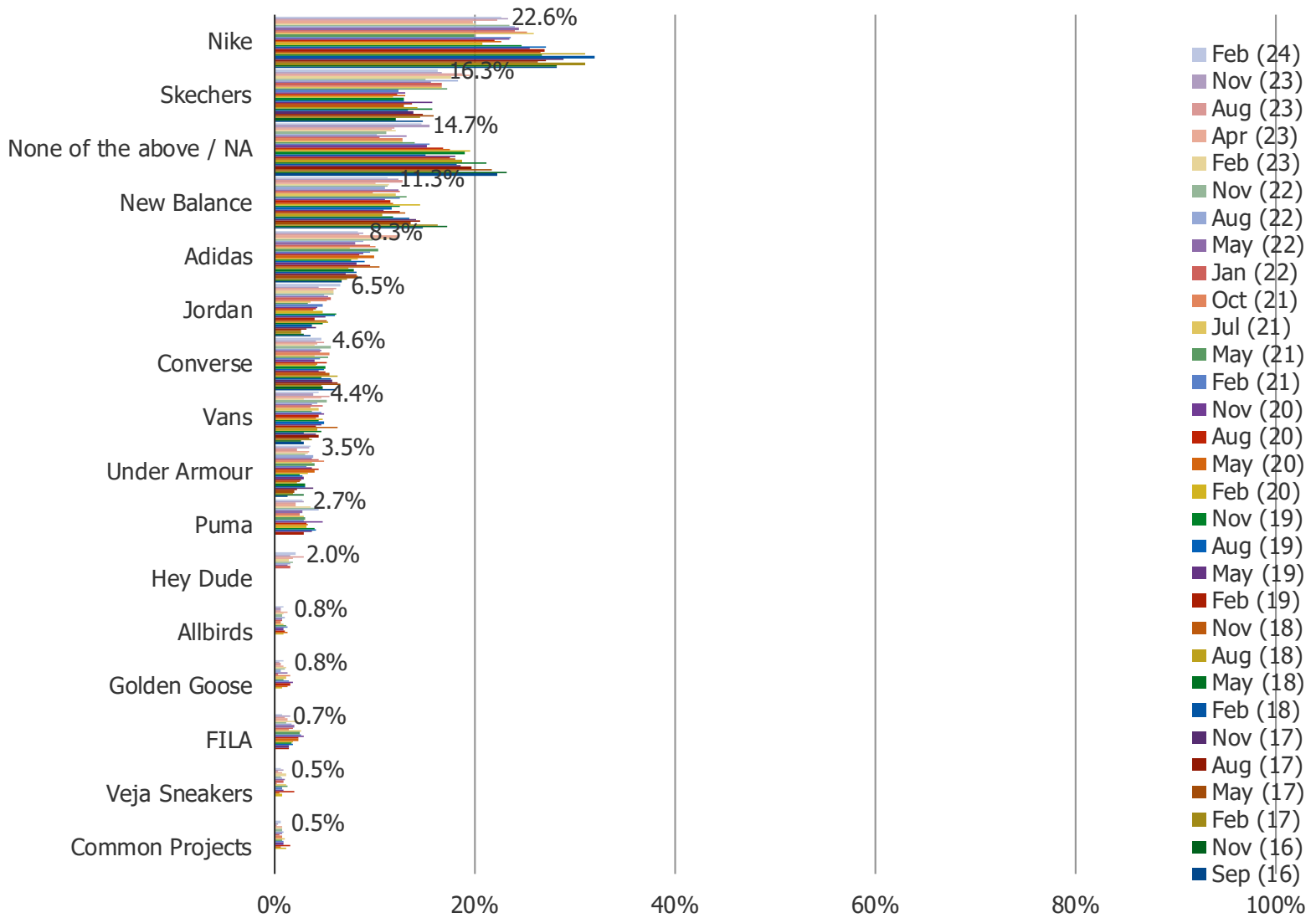


Data from November survey...



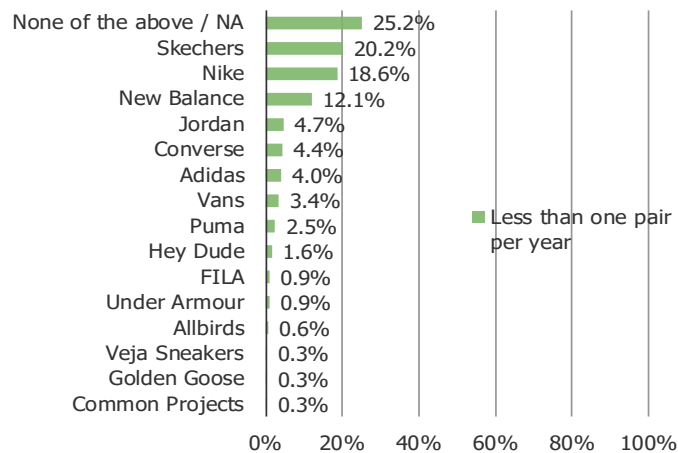
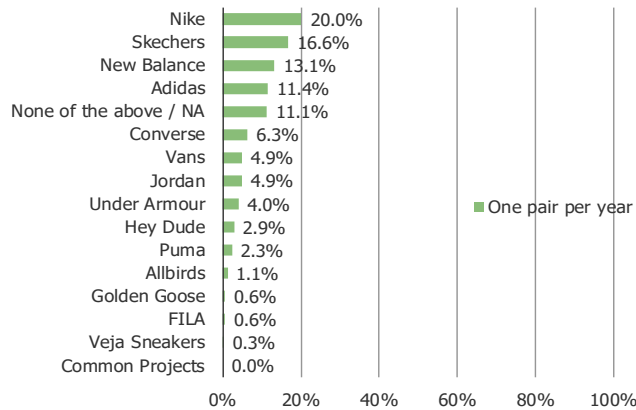
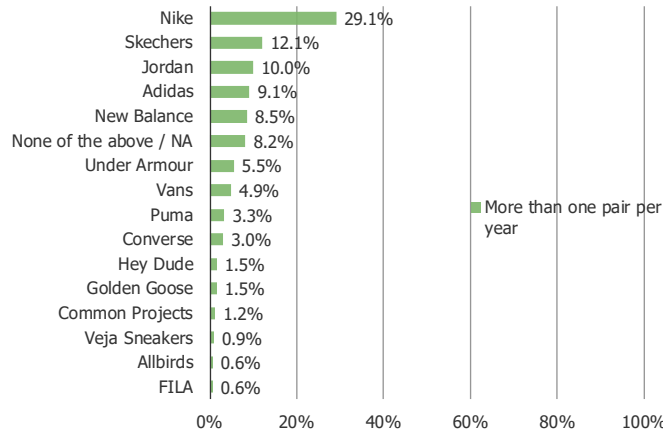
IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

Posed to all respondents



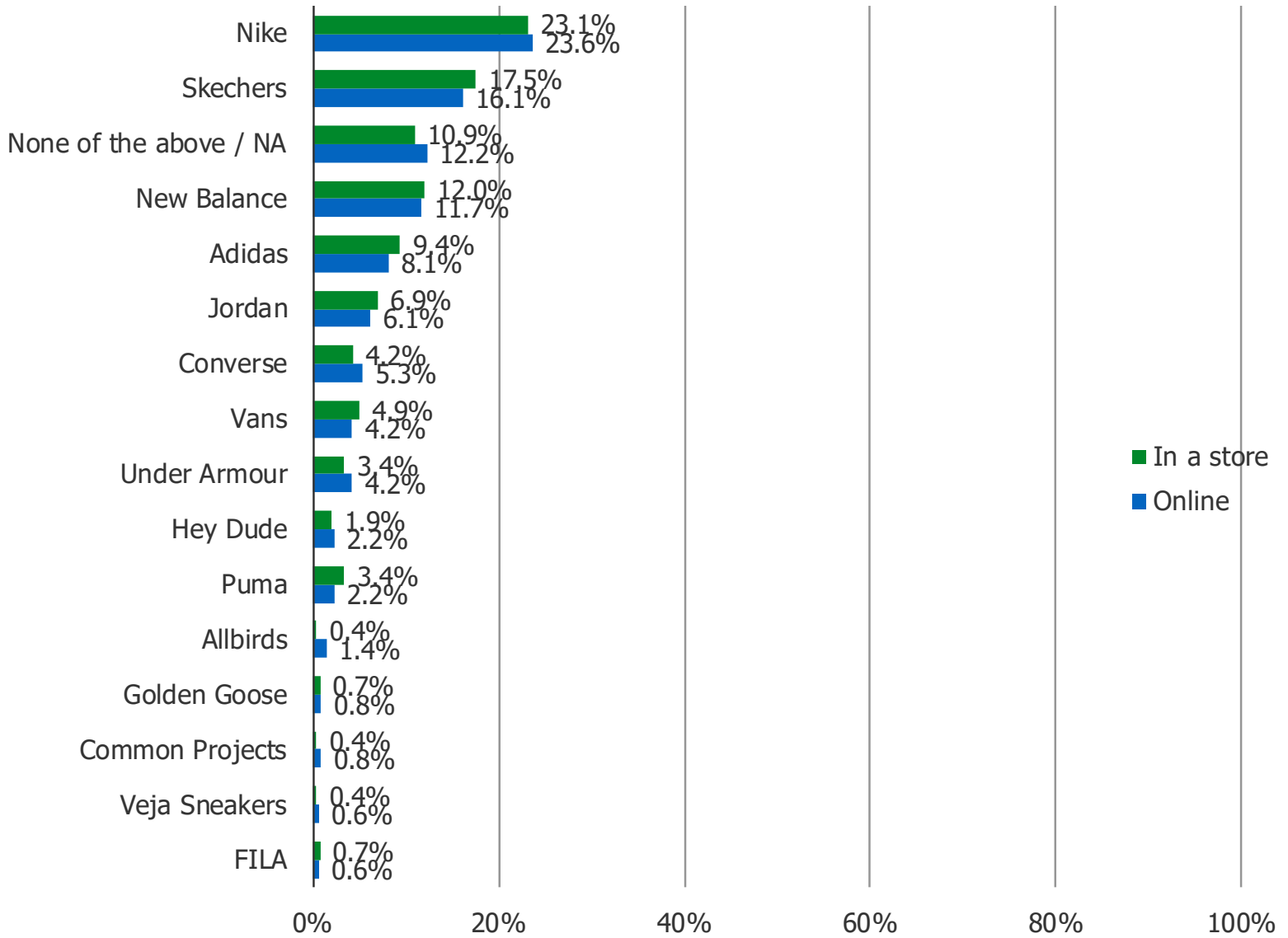
IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

Posed to all respondents – Cross-tabbed by how often they buy sneakers.



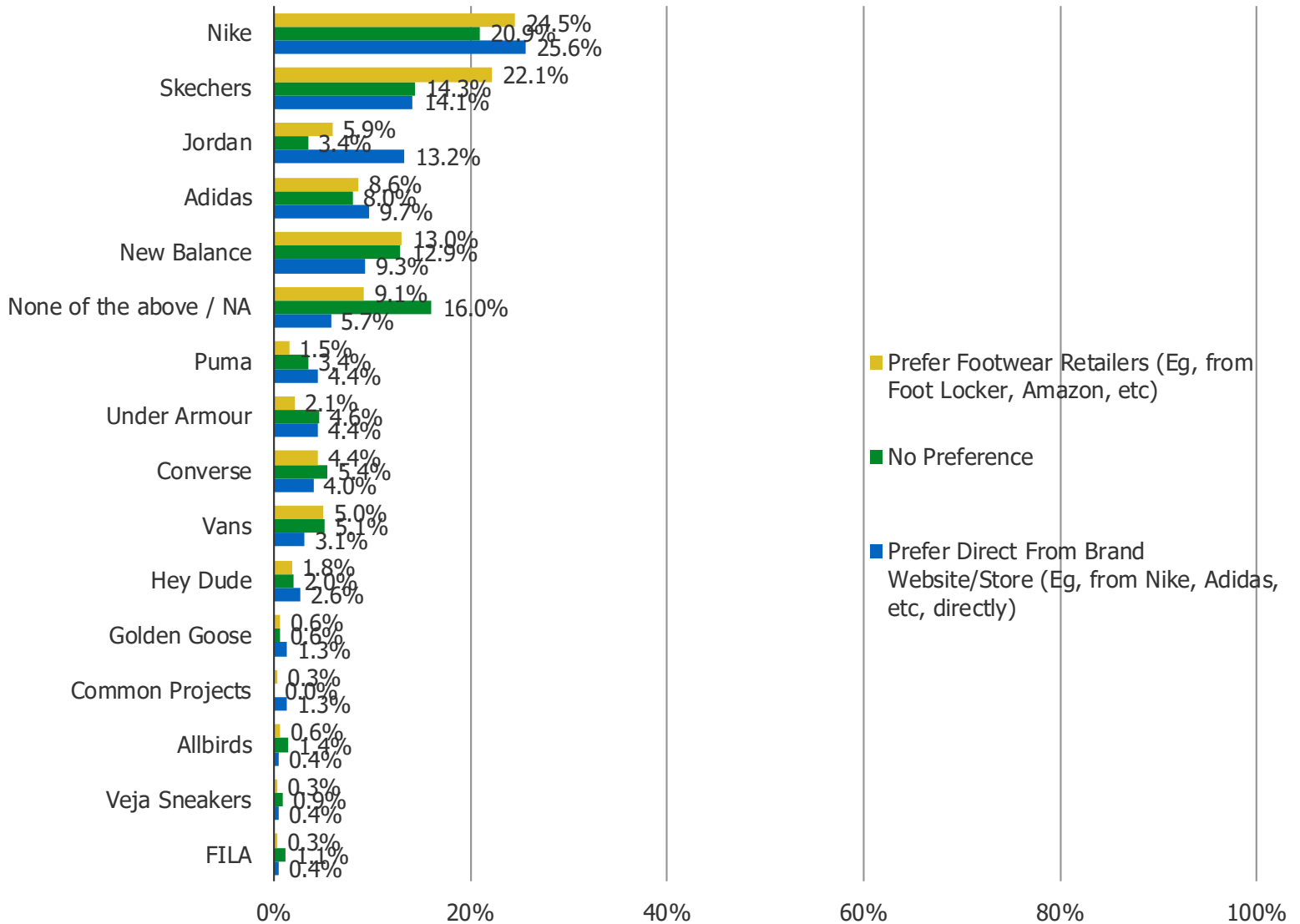
IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

Posed to all respondents – Cross-tabbed by those who prefer to buy online vs. in-stores.



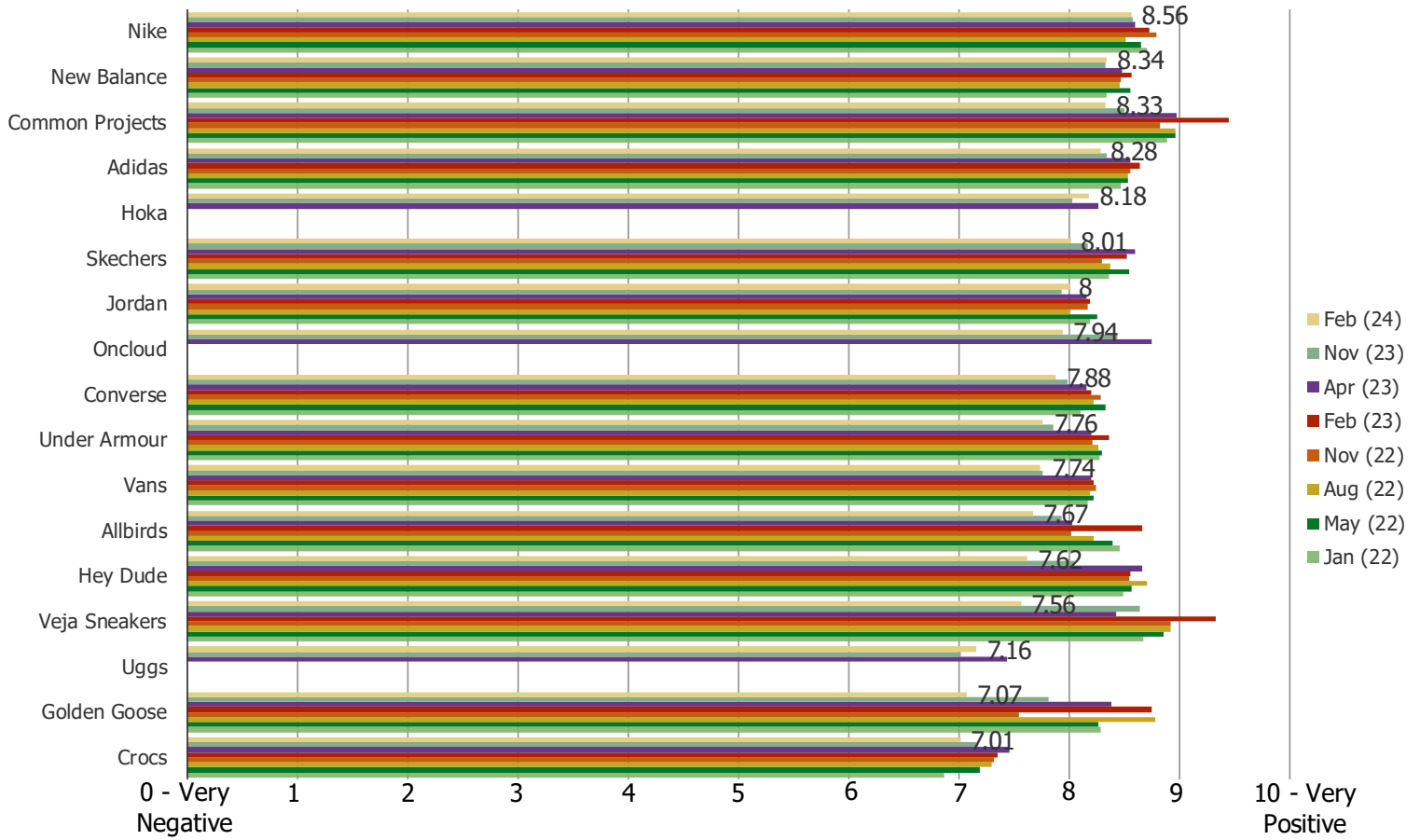
IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

Posed to all respondents – Cross-tabbed by those who prefer to buy direct vs. from retailers.



WHAT IS YOUR OPINION OF THE FOLLOWING FOOTWEAR BRANDS?

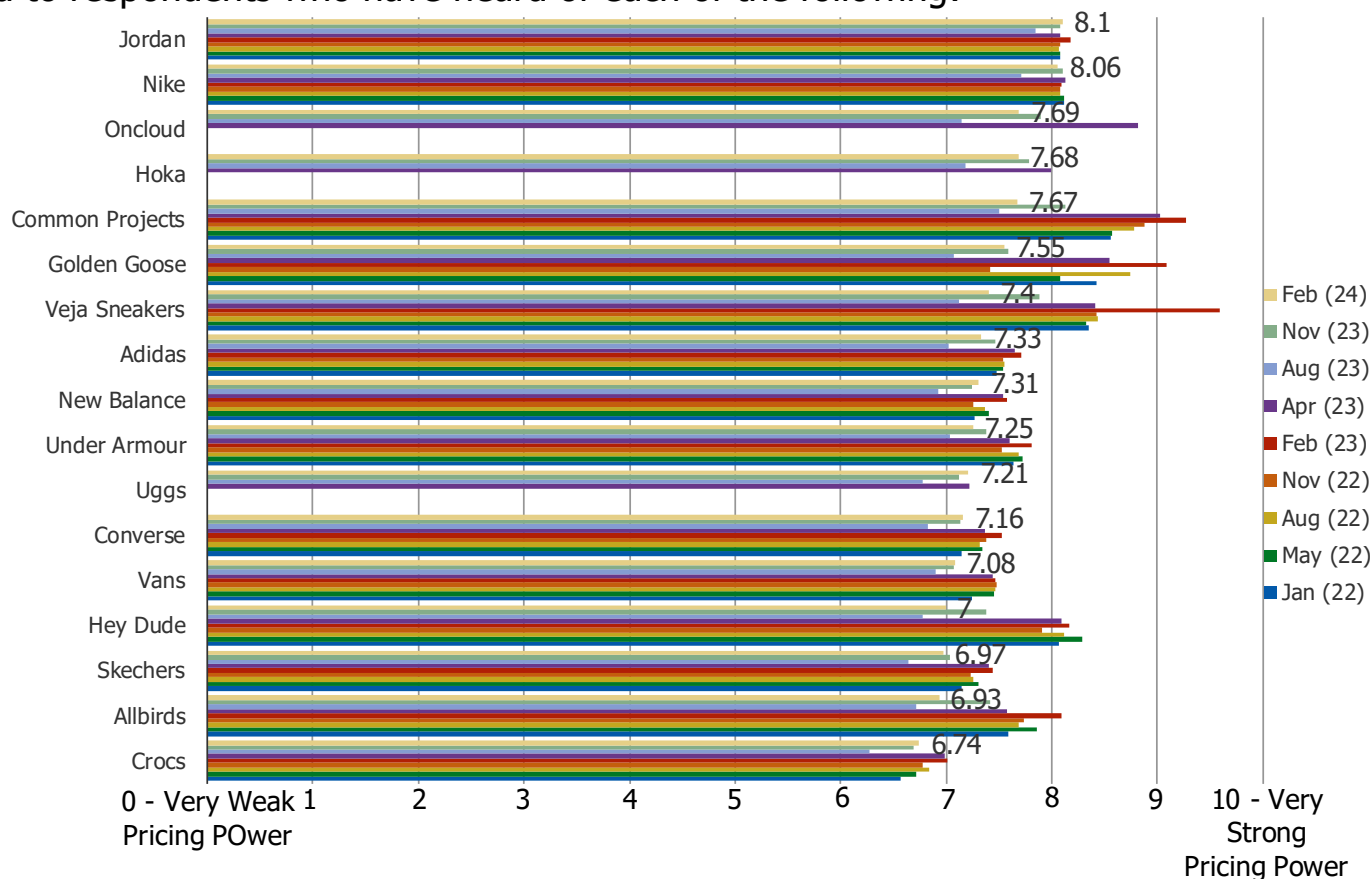
Posed to respondents who have heard of each of the following:



	N=
Adidas	770
Skechers	725
Nike	808
Jordan	641
Under Armour	523
Converse	693
Vans	590
New Balance	688
Common Projects	18
Golden Goose	56
Veja Sneakers	45
Allbirds	101
Hey Dude	226
Crocs	664
Hoka	199
Oncloud	65
Uggs	589

IN YOUR OPINION, HOW MUCH PRICING POWER DO THE FOLLOWING FOOTWEAR BRANDS POSSESS? IE – HOW MUCH CAN THEY RAISE PRICES WITHOUT IMPACTING HOW DESIRABLE THEY ARE TO PURCHASE?

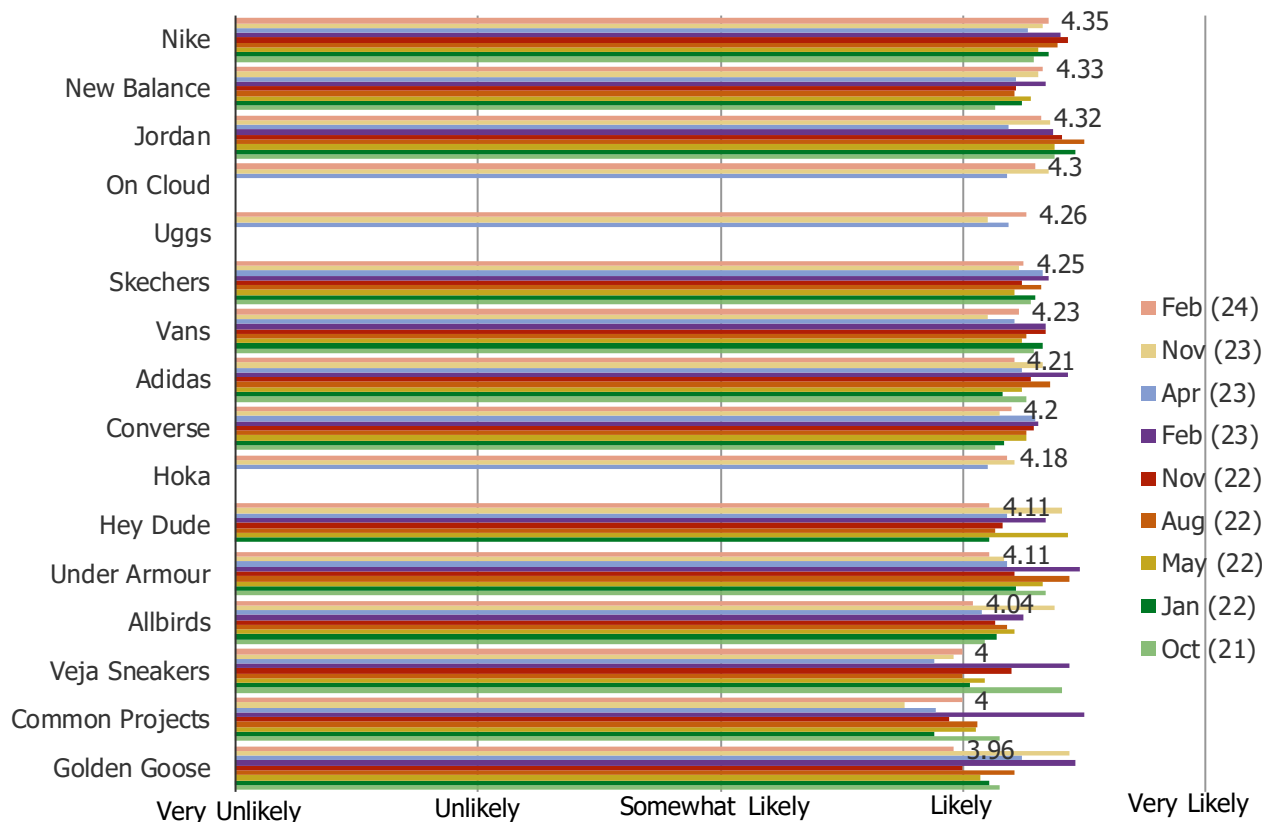
Posed to respondents who have heard of each of the following:



	N=
Adidas	770
Skechers	725
Nike	808
Jordan	641
Under Armour	523
Converse	693
Vans	590
New Balance	688
Common Projects	18
Golden Goose	56
Veja Sneakers	45
Allbirds	101
Hey Dude	226
Crocs	664
Hoka	199
Oncloud	65
Uggs	589

HOW LIKELY ARE YOU TO BUY SNEAKERS FROM THE FOLLOWING BRANDS AGAIN IN THE FUTURE?

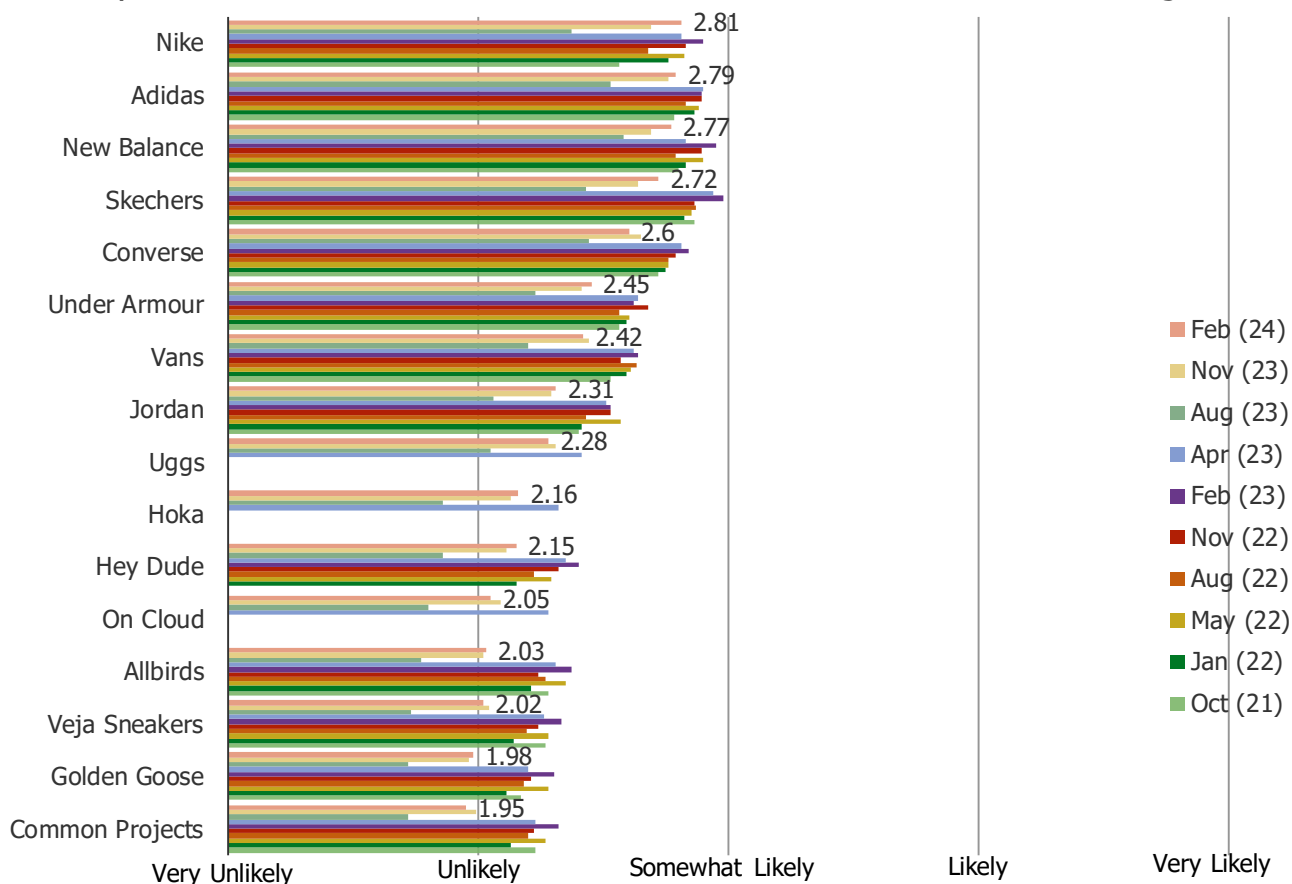
Posed to respondents who own footwear from each of the following.



	N=
Adidas	259
Skechers	291
Nike	433
Jordan	155
Under Armour	94
Converse	177
Vans	170
New Balance	241
Common Projects	21
Golden Goose	25
Veja Sneakers	17
Allbirds	26
Hey Dude	70
Hoka	49
On Cloud	23
Uggs	137

HOW LIKELY ARE YOU TO BUY SNEAKERS FROM THE FOLLOWING BRANDS IN THE FUTURE?

Posed to respondents who DO NOT own footwear from each of the following.

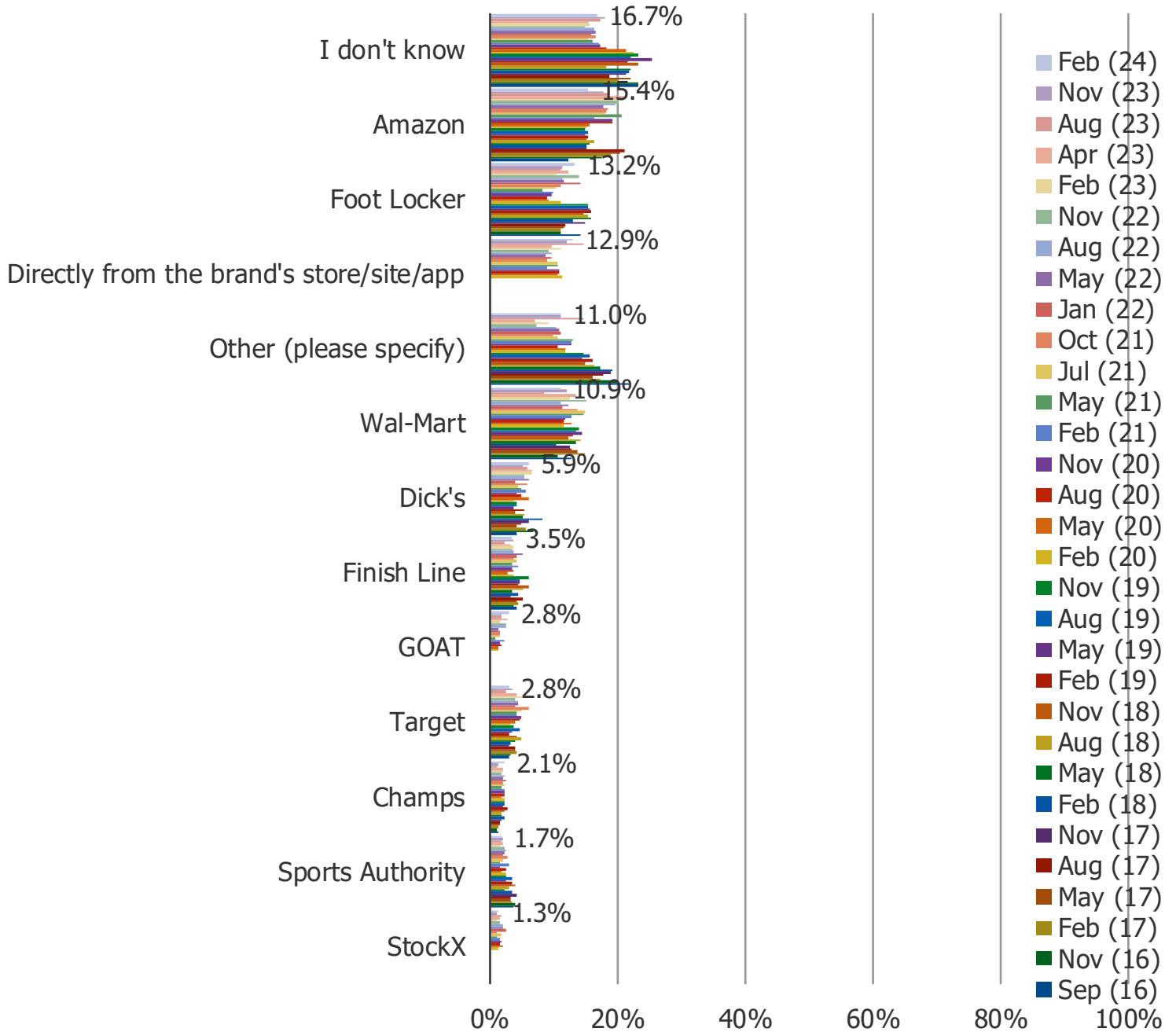


	N=
Adidas	743
Skechers	711
Nike	569
Jordan	847
Under Armour	908
Converse	825
Vans	832
New Balance	761
Common Projects	981
Golden Goose	977
Veja Sneakers	985
Allbirds	976
Hey Dude	932
Hoka	953
On Cloud	979
Uggs	865

FOOTWEAR RETAILERS

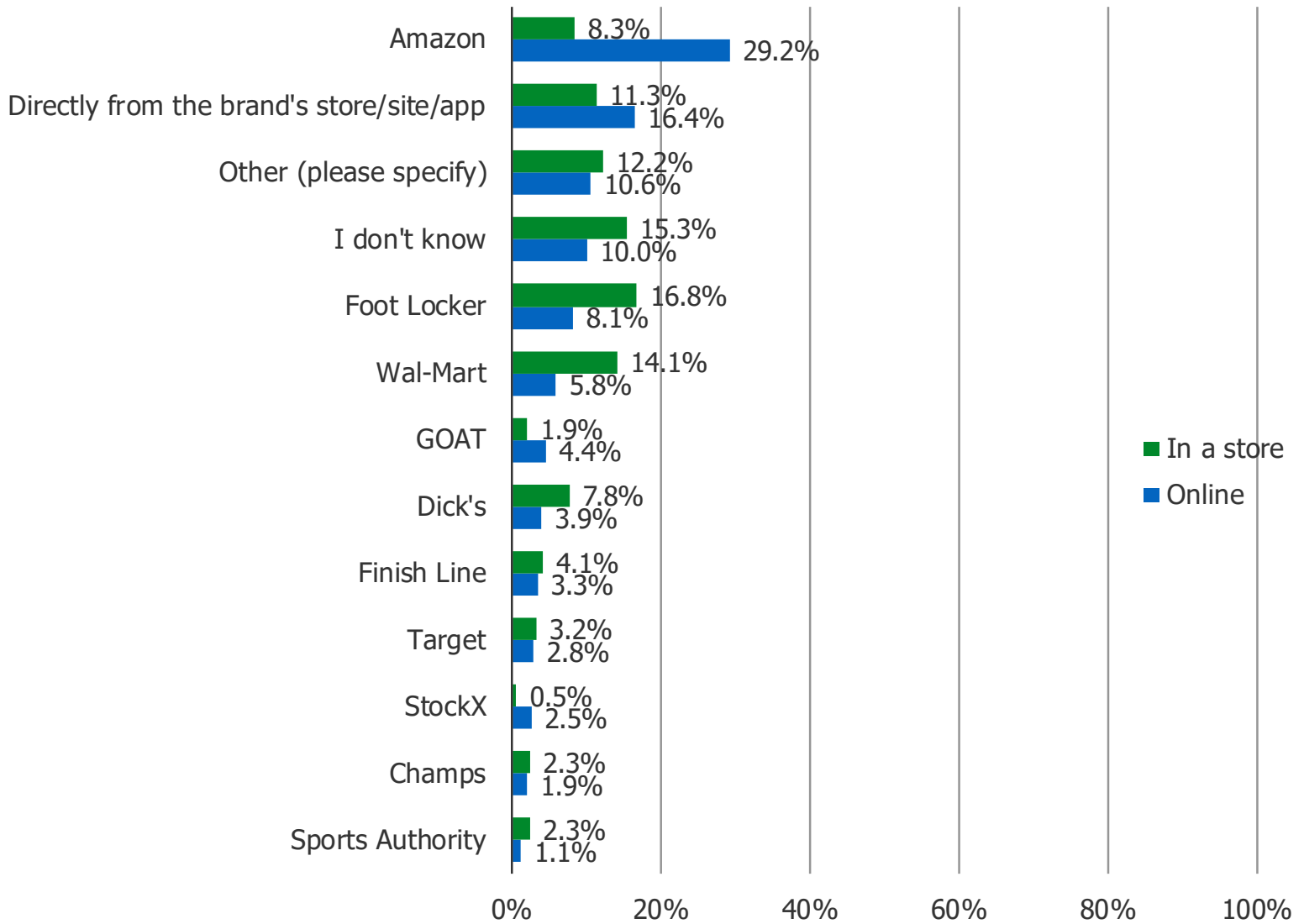
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

Posed to all respondents



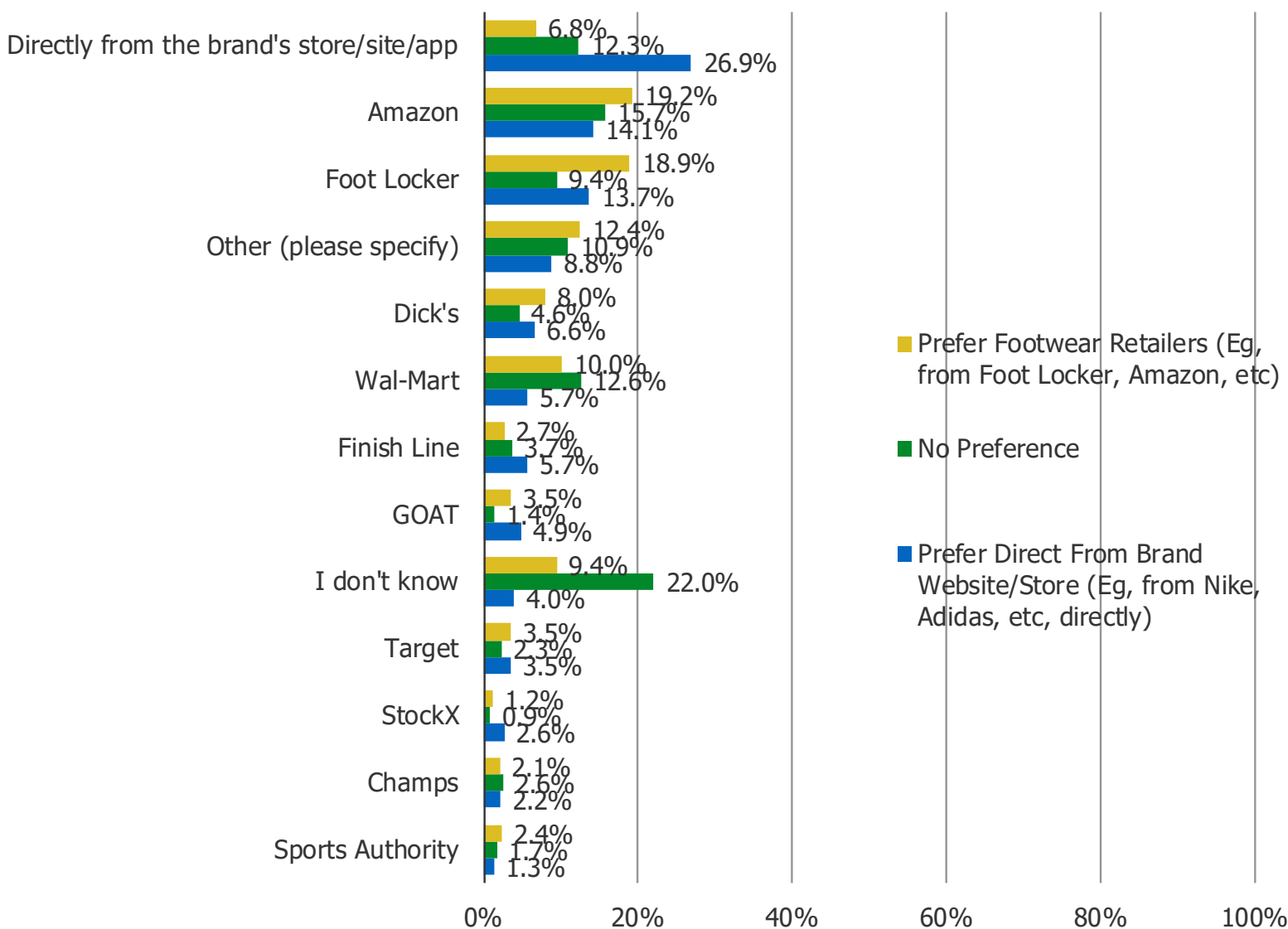
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

Posed to all respondents – Cross-tabbed by if they prefer buying online or in-stores.



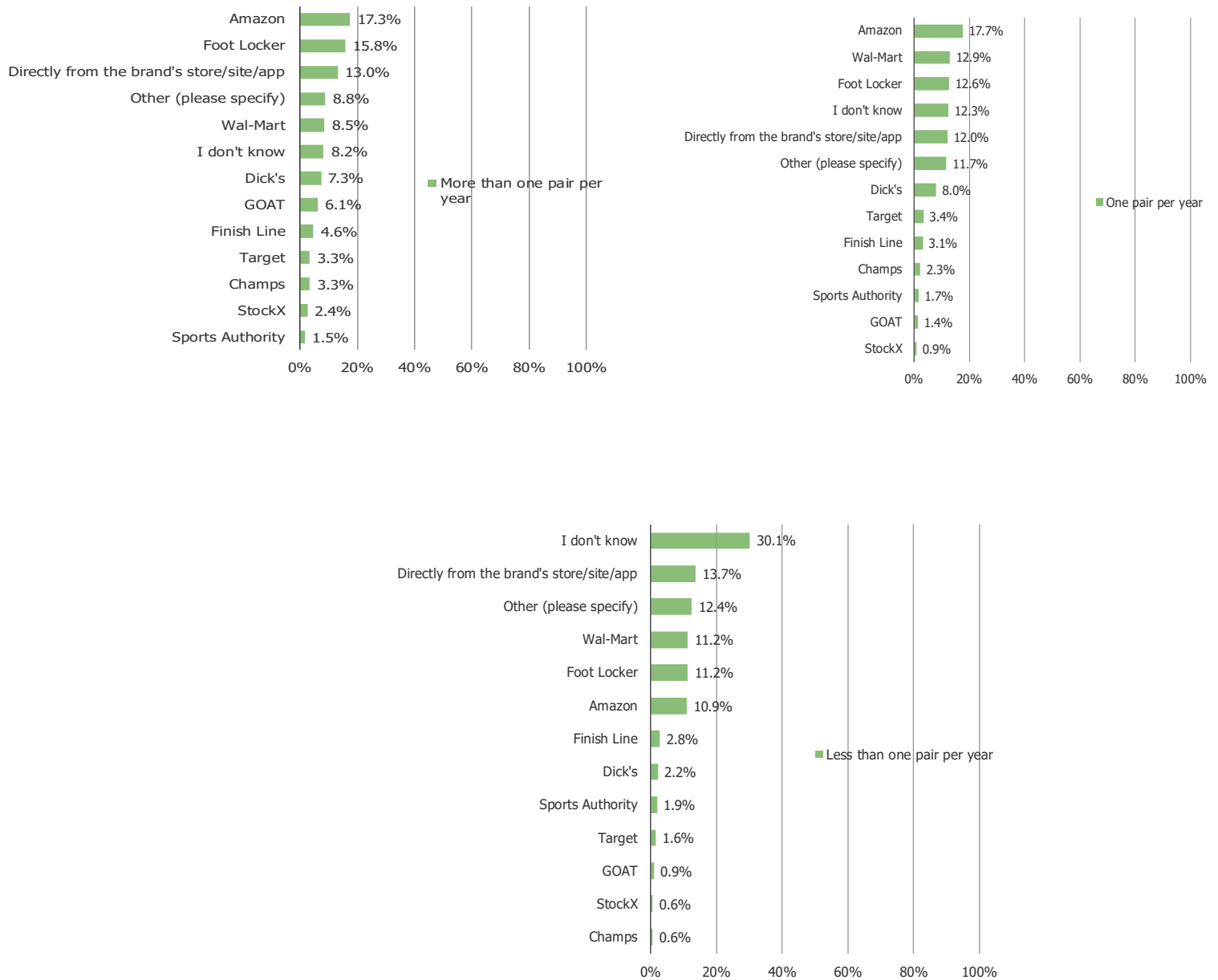
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

Posed to all respondents – Cross-tabbed by if they prefer buying online or in-stores.



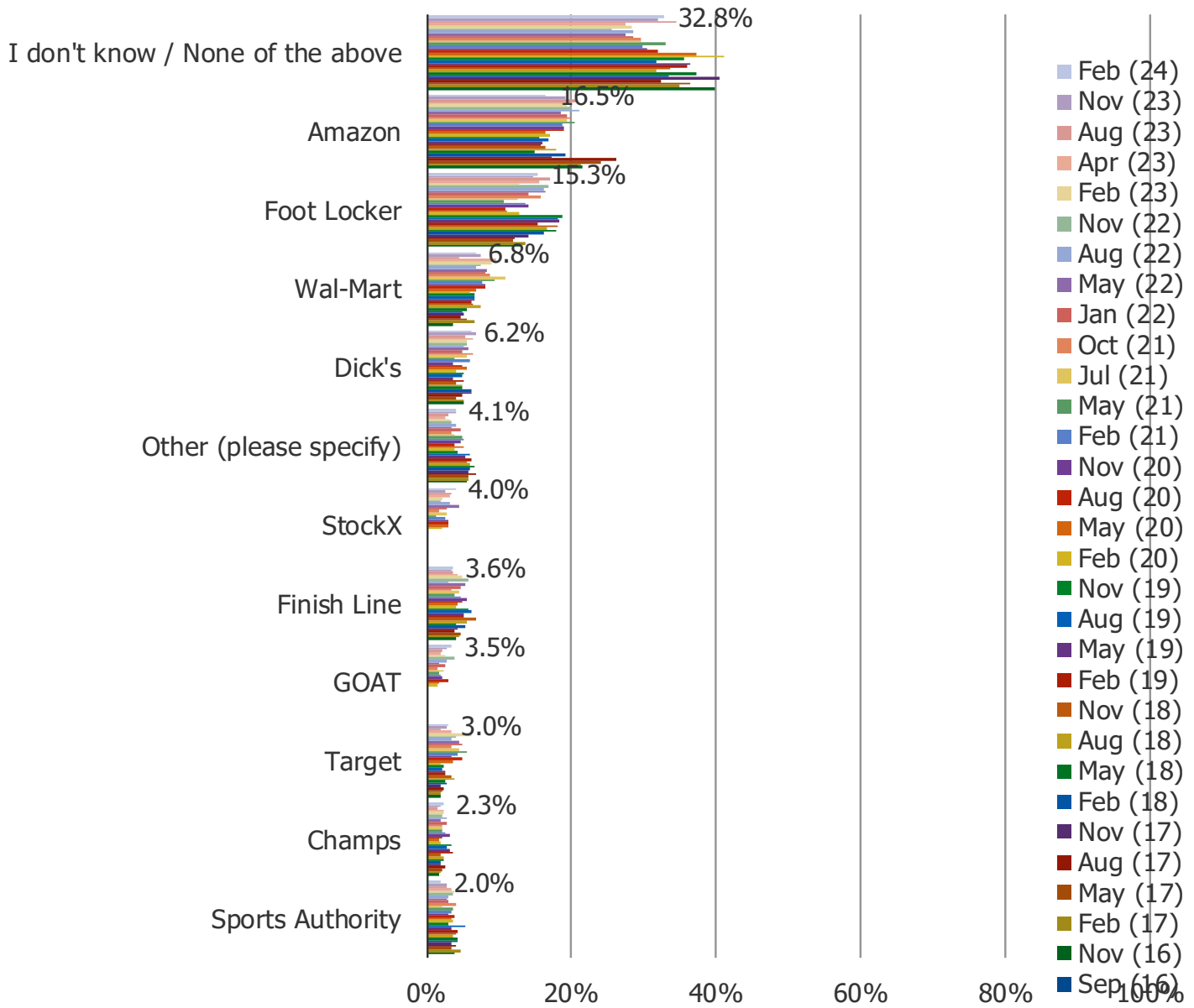
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

Posed to all respondents – Cross-tabbed by how often they buy sneakers.



WHICH RETAILER HAS THE MOST SNEAKERS THAT YOU CAN'T FIND ELSEWHERE?

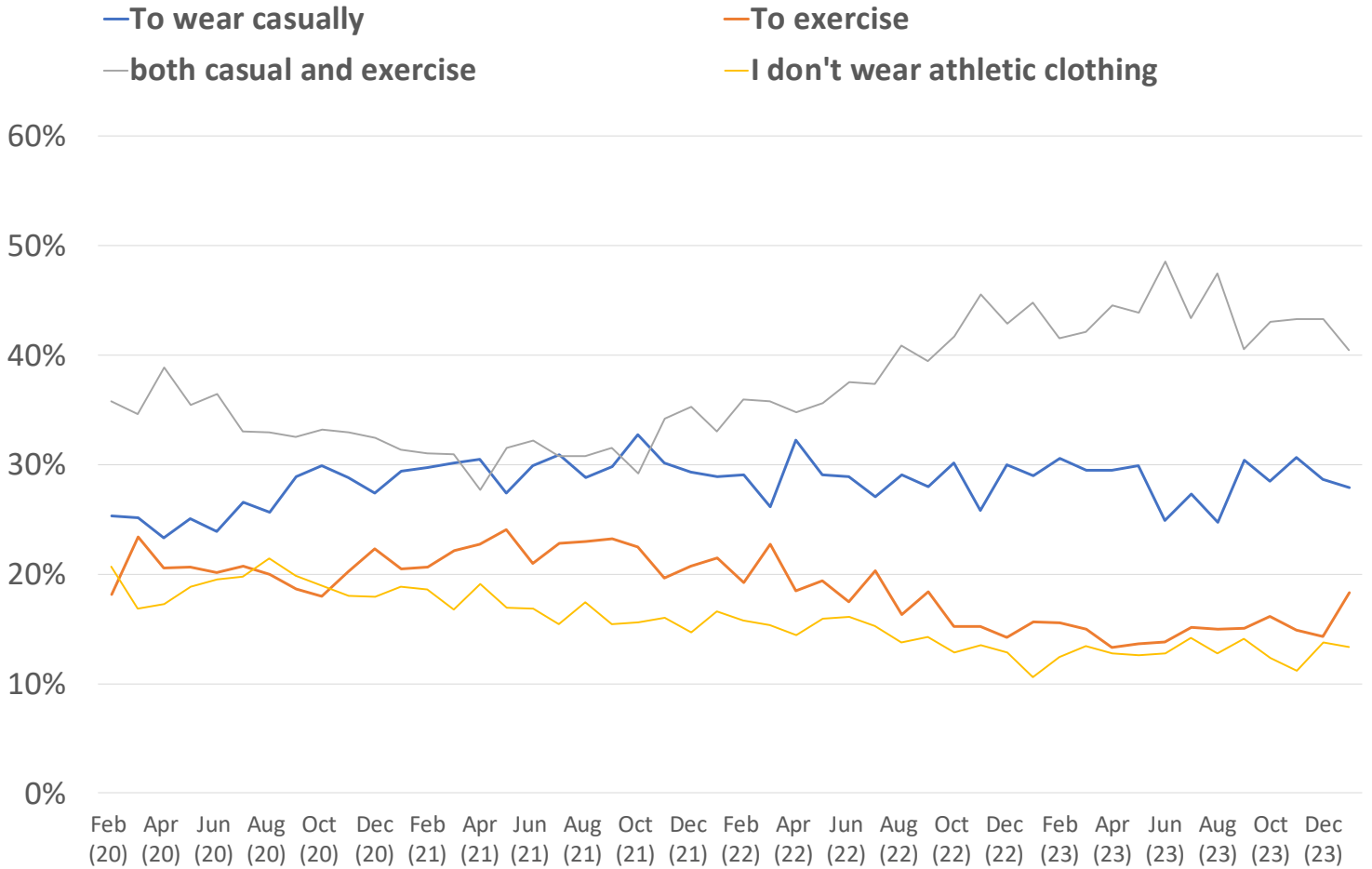
Posed to all respondents



CASUAL WEAR

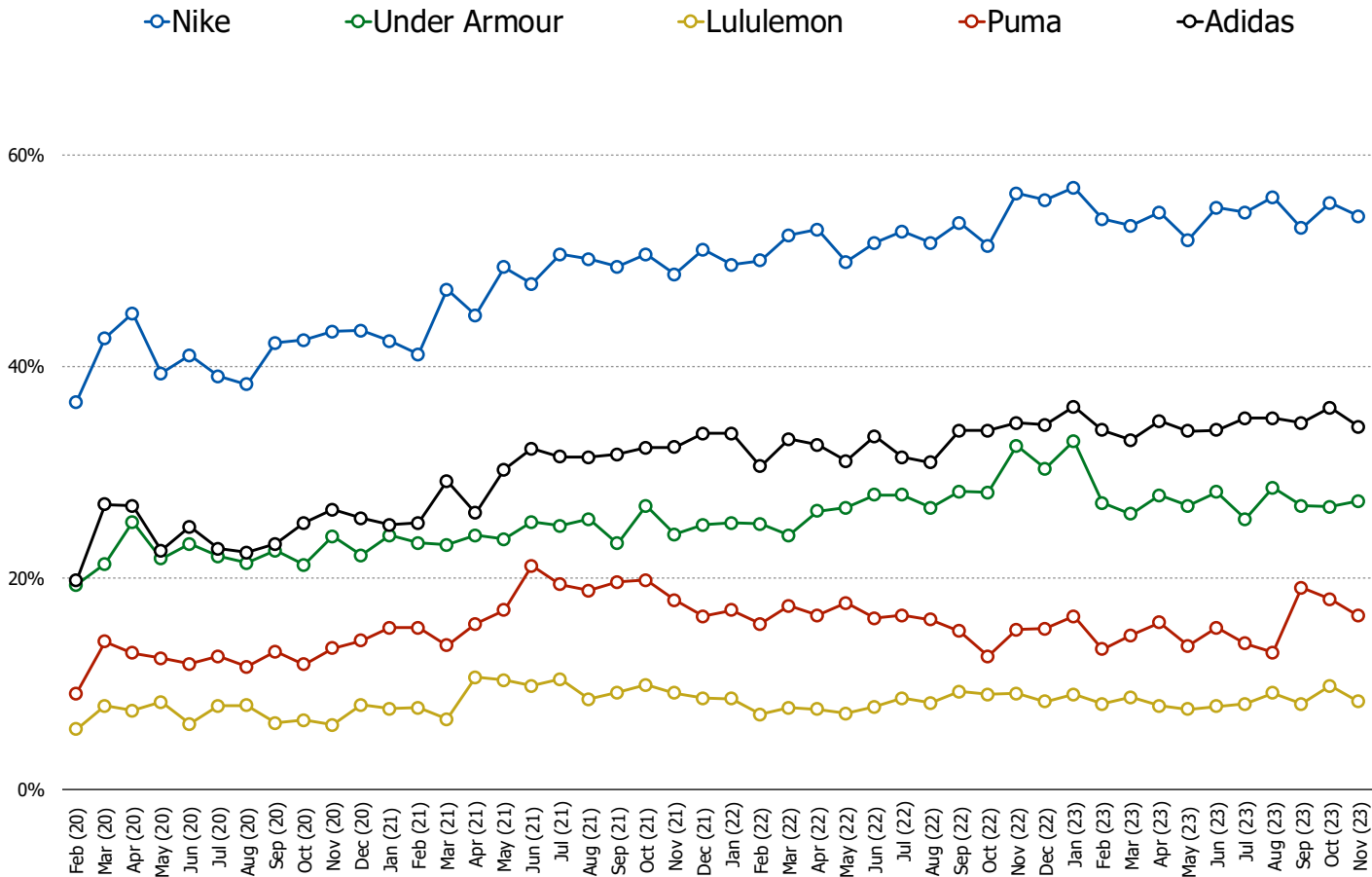
WHAT DO YOU USE ATHLETIC CLOTHING FOR?

Posed to all respondents



DO YOU REGULARLY OR OCCASIONALLY WEAR ATHLETIC CLOTHING FROM THE FOLLOWING BRANDS?

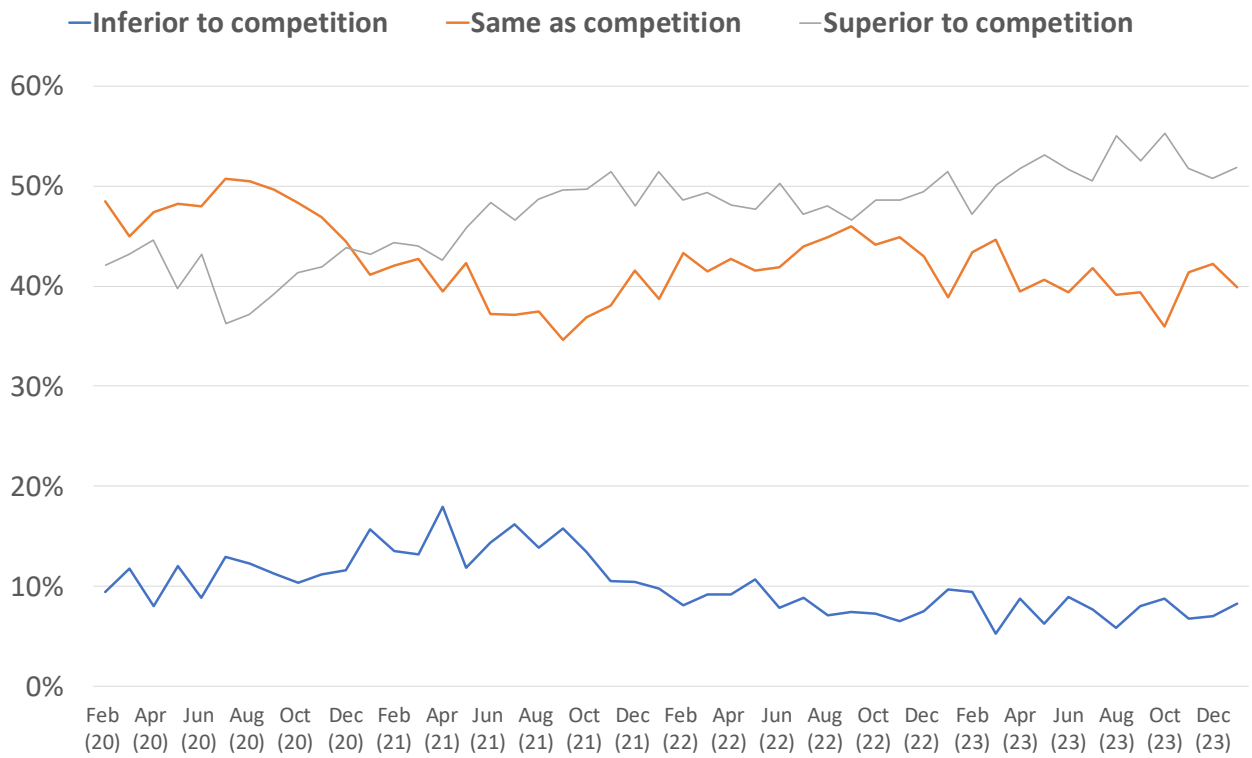
Posed to all respondents



IN YOUR OPINION, HOW DOES THIS BRAND'S CLOTHING COMPARE TO COMPETITIVE OPTIONS WHEN IT COMES TO ATHLETIC PERFORMANCE?

Posed to respondents who regularly or occasionally wear athletic clothing from the following

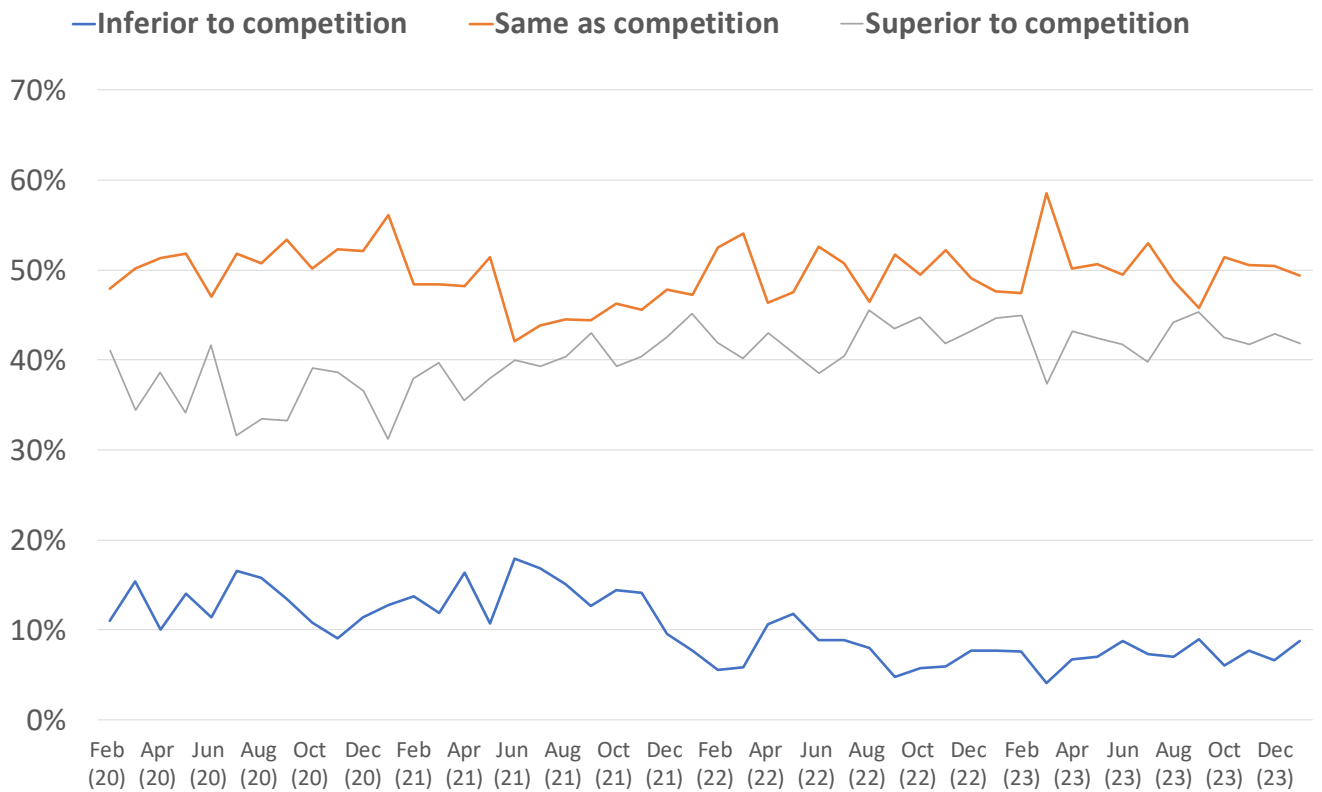
NIKE



IN YOUR OPINION, HOW DOES THIS BRAND'S CLOTHING COMPARE TO COMPETITIVE OPTIONS WHEN IT COMES TO ATHLETIC PERFORMANCE?

Posed to respondents who regularly or occasionally wear athletic clothing from the following

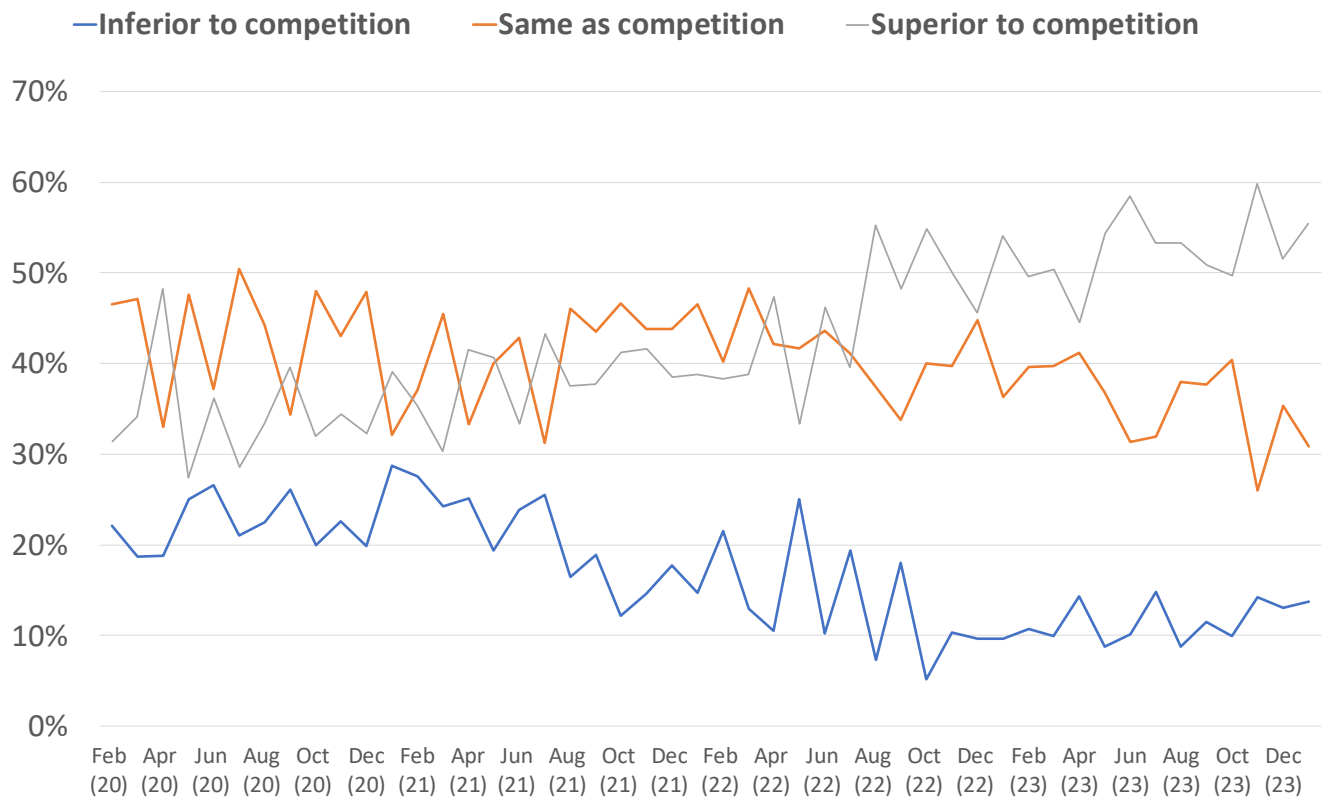
UNDER ARMOUR



IN YOUR OPINION, HOW DOES THIS BRAND'S CLOTHING COMPARE TO COMPETITIVE OPTIONS WHEN IT COMES TO ATHLETIC PERFORMANCE?

Posed to respondents who regularly or occasionally wear athletic clothing from the following

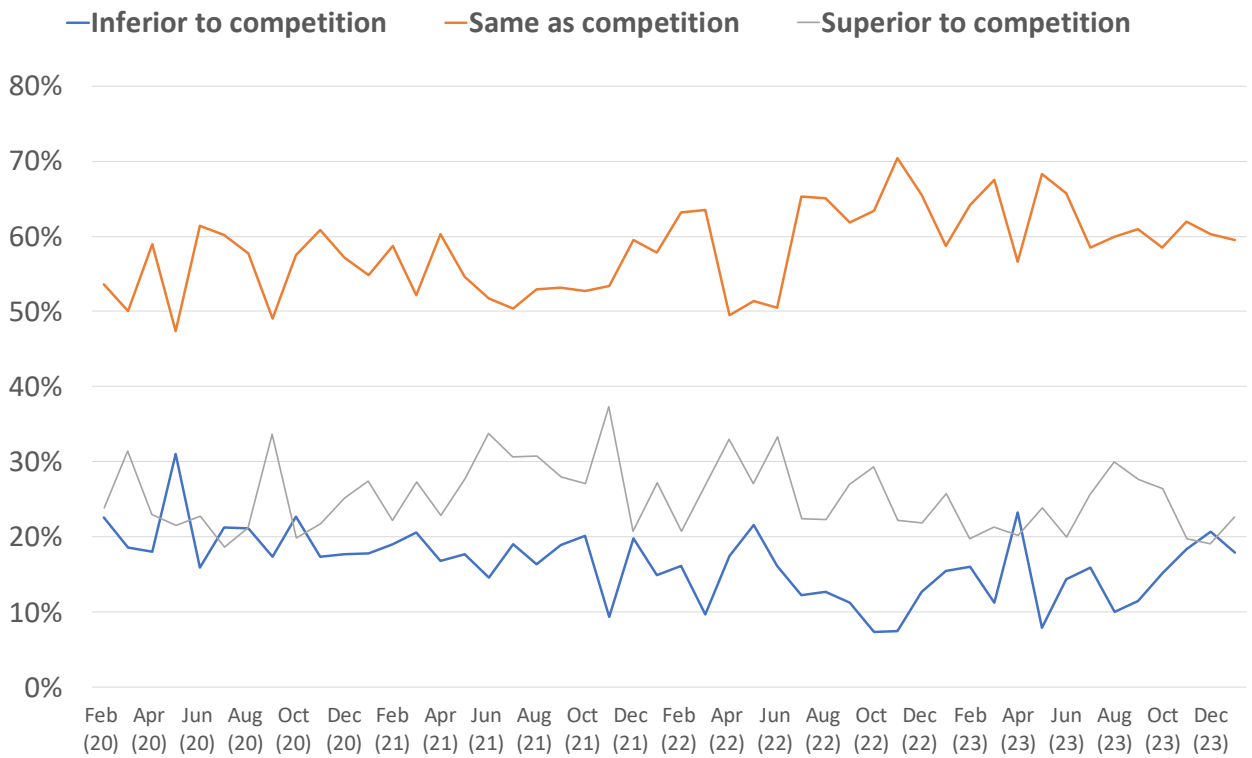
LULULEMON



IN YOUR OPINION, HOW DOES THIS BRAND'S CLOTHING COMPARE TO COMPETITIVE OPTIONS WHEN IT COMES TO ATHLETIC PERFORMANCE?

Posed to respondents who regularly or occasionally wear athletic clothing from the following

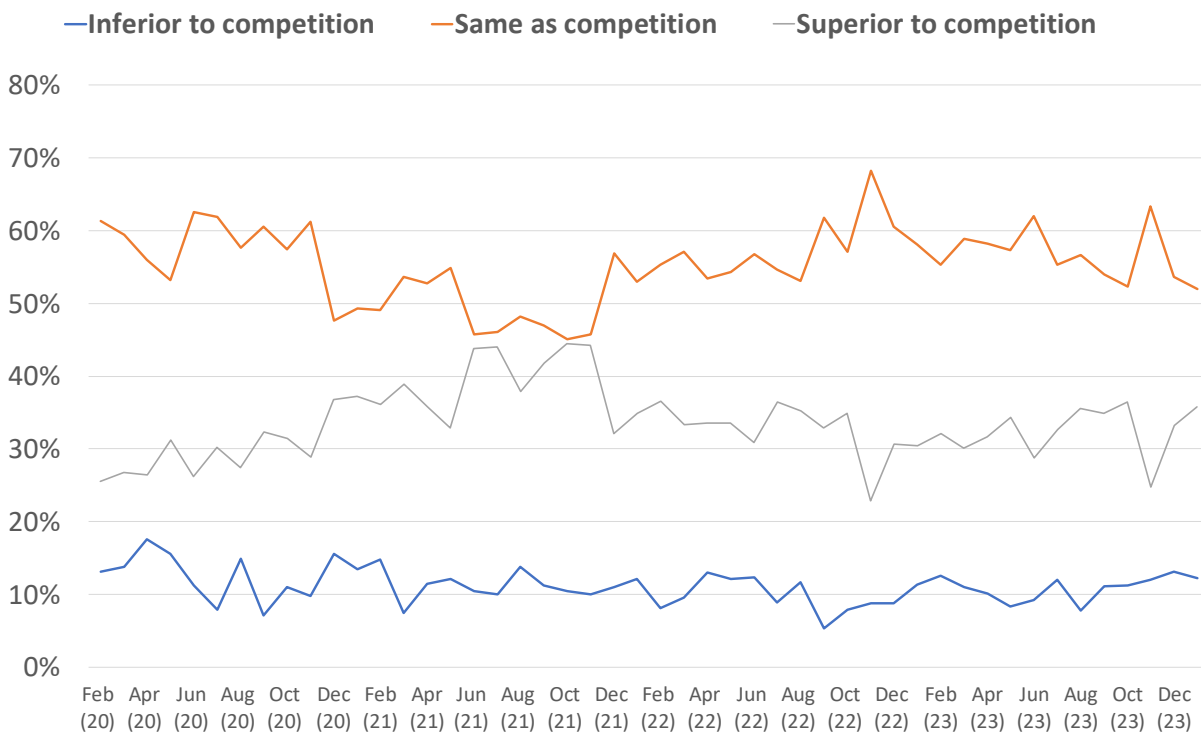
FILA



IN YOUR OPINION, HOW DOES THIS BRAND'S CLOTHING COMPARE TO COMPETITIVE OPTIONS WHEN IT COMES TO ATHLETIC PERFORMANCE?

Posed to respondents who regularly or occasionally wear athletic clothing from the following

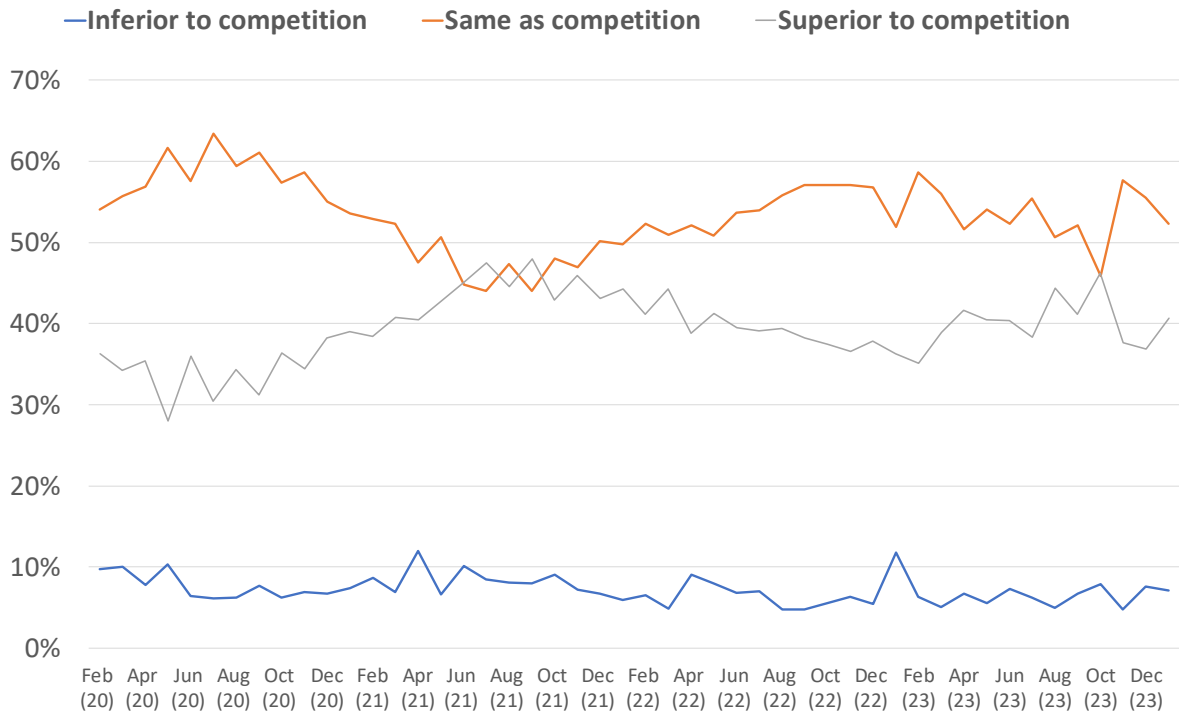
PUMA



IN YOUR OPINION, HOW DOES THIS BRAND'S CLOTHING COMPARE TO COMPETITIVE OPTIONS WHEN IT COMES TO ATHLETIC PERFORMANCE?

Posed to respondents who regularly or occasionally wear athletic clothing from the following

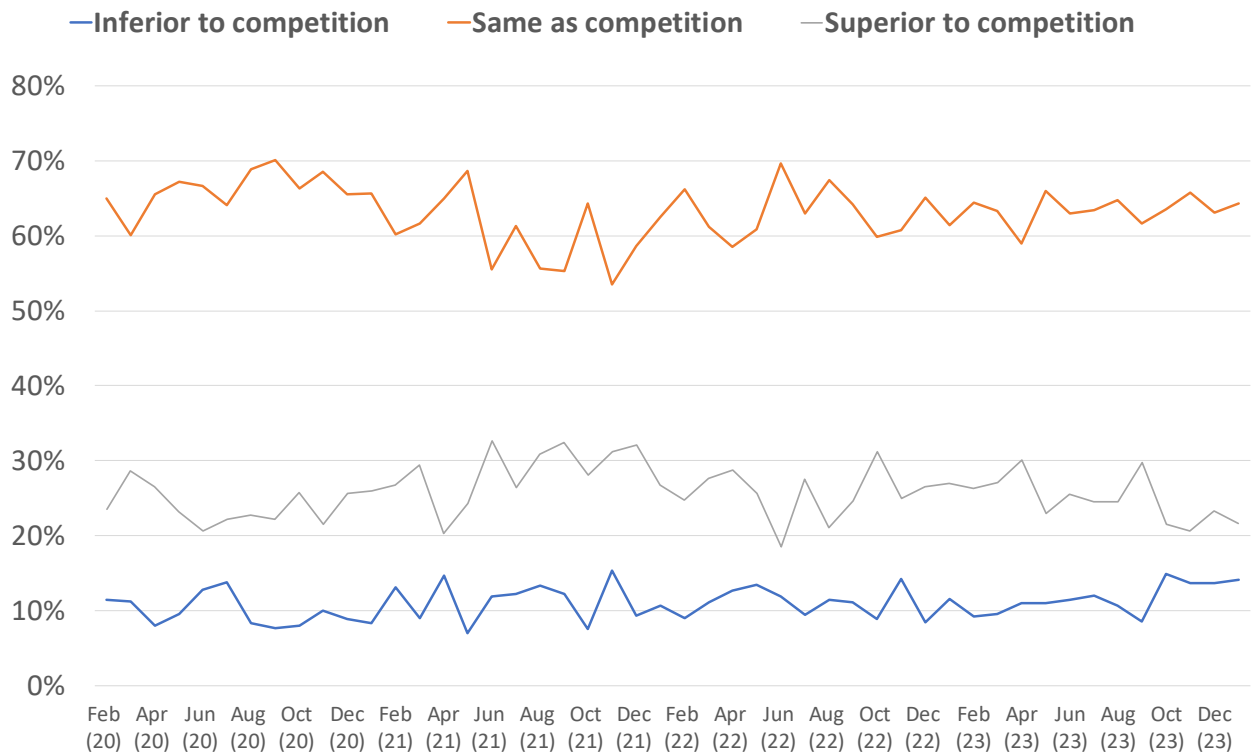
ADIDAS



IN YOUR OPINION, HOW DOES THIS BRAND'S CLOTHING COMPARE TO COMPETITIVE OPTIONS WHEN IT COMES TO ATHLETIC PERFORMANCE?

Posed to respondents who regularly or occasionally wear athletic clothing from the following

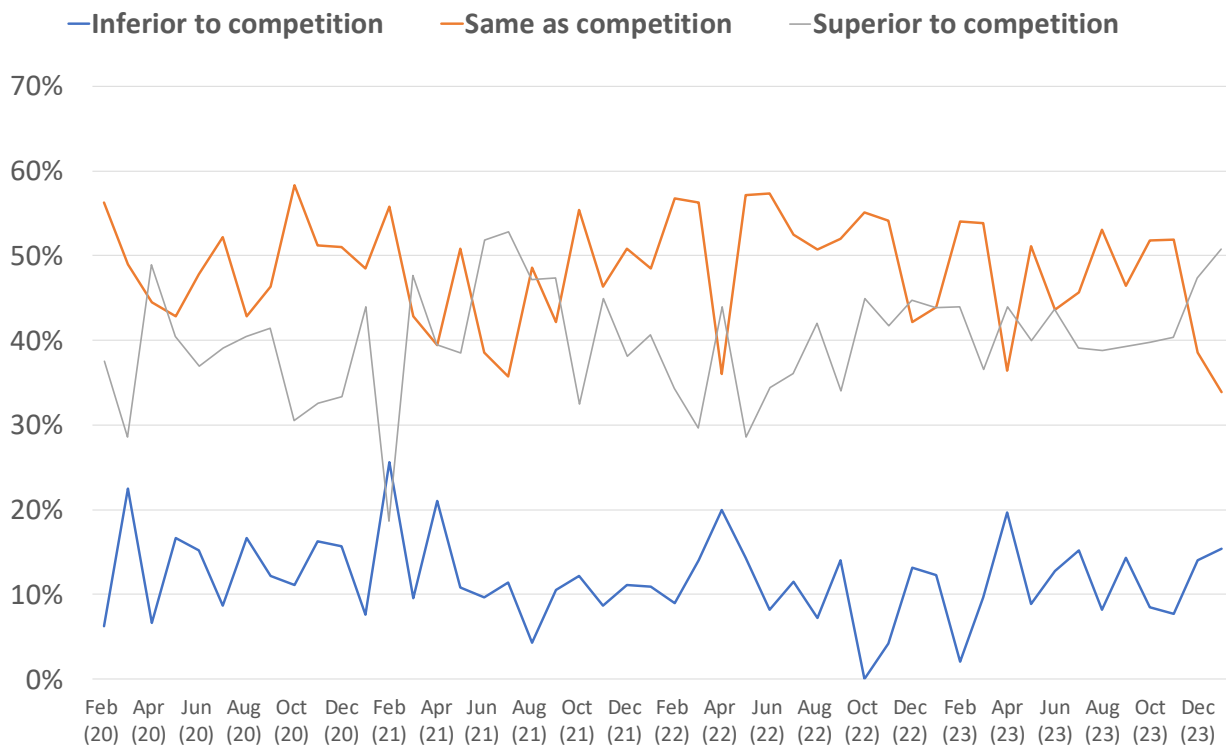
CHAMPION



IN YOUR OPINION, HOW DOES THIS BRAND'S CLOTHING COMPARE TO COMPETITIVE OPTIONS WHEN IT COMES TO ATHLETIC PERFORMANCE?

Posed to respondents who regularly or occasionally wear athletic clothing from the following

ATHLETA



IN YOUR OPINION, HOW DOES THIS BRAND'S CLOTHING COMPARE TO COMPETITIVE OPTIONS WHEN IT COMES TO ATHLETIC PERFORMANCE?

Posed to respondents who regularly or occasionally wear athletic clothing from the following

REEBOK

