www.bespokeintel.com

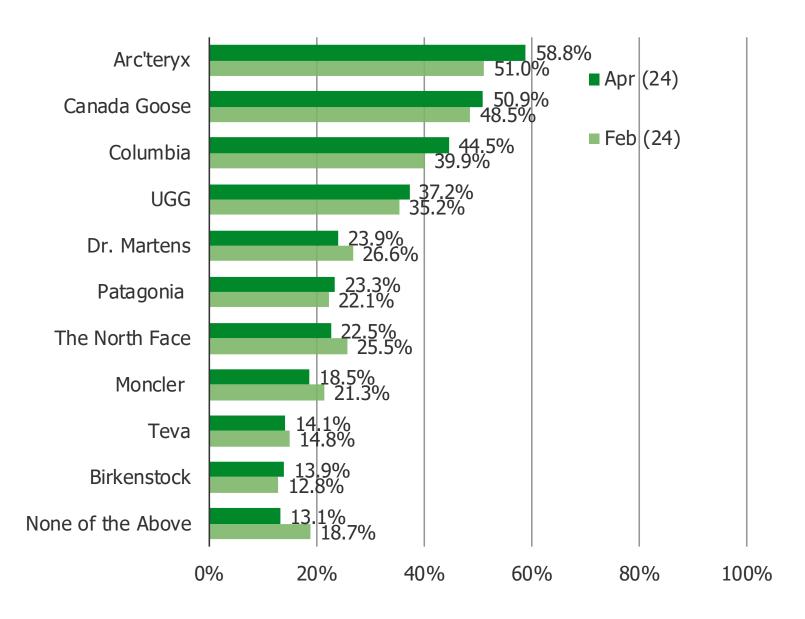
BESPOKE SURVEYS China | Canada Goose and Birkenstock

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

April 2024

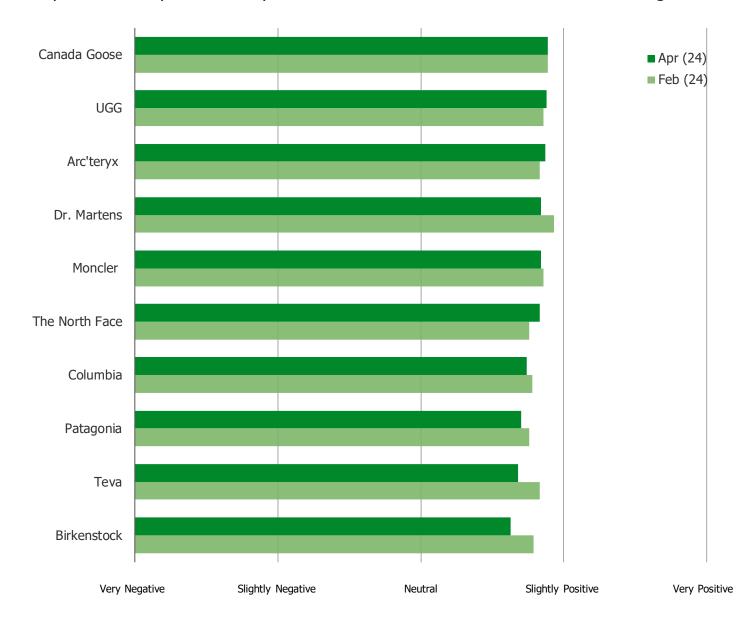
# ARE YOU AWARE OF ANY OF THE FOLLOWING (SELECT ALL THAT APPLY)

This question was posed to all respondents.



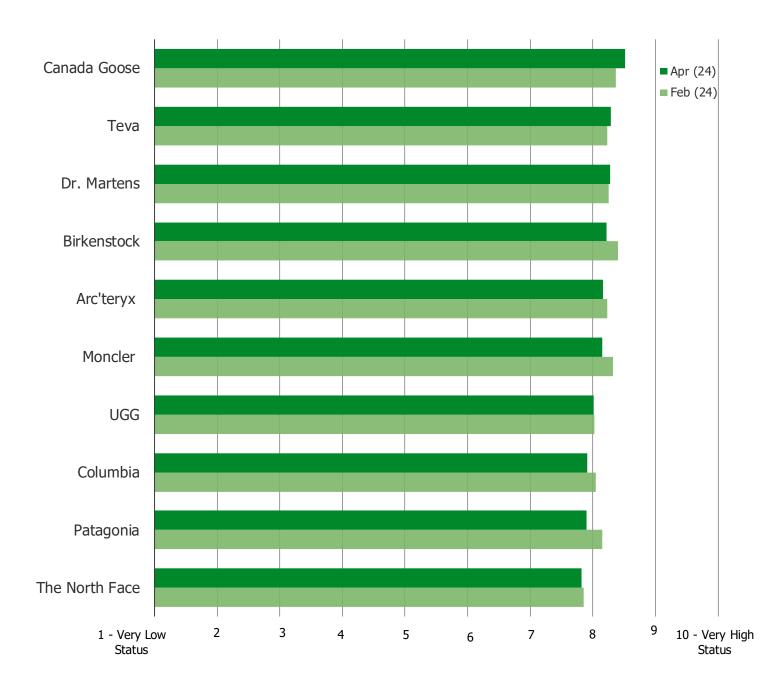
# WHAT IS YOUR OPINION ON THE FOLLOWING BRANDS?

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



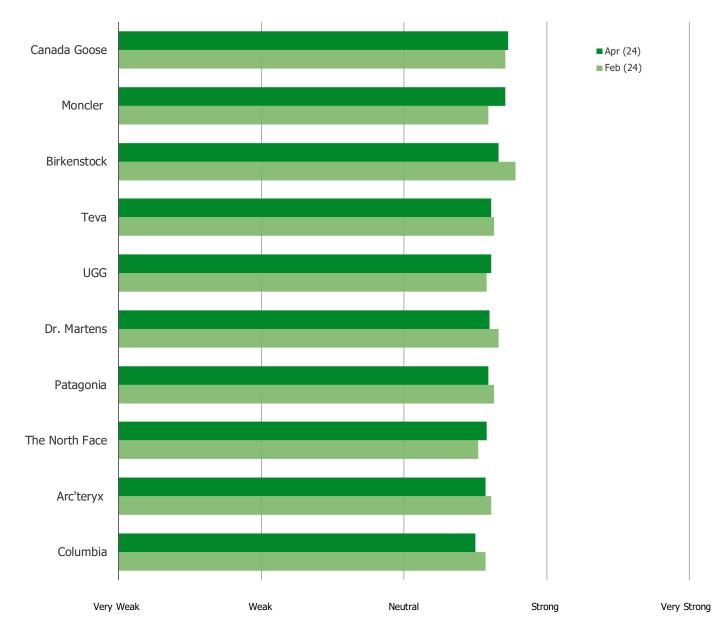
# DO THE FOLLOWING BRANDS BRING YOU HIGH OR LOW STATUS?

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



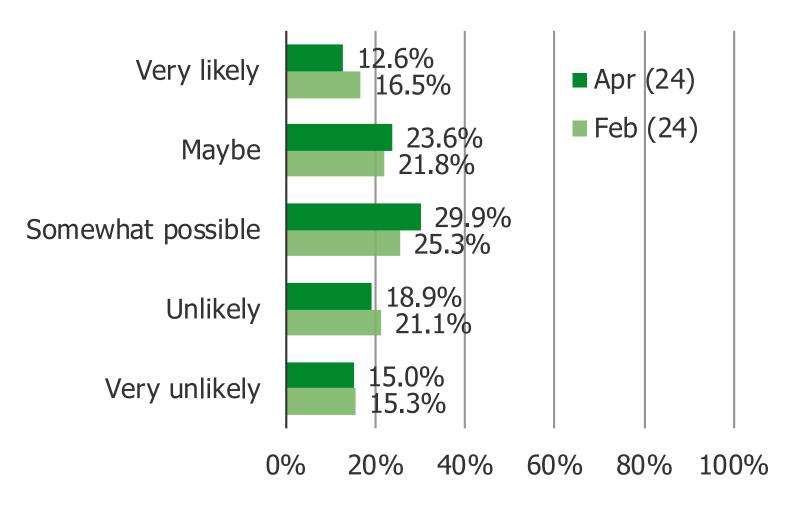
#### HOW MUCH DESIRE DO YOU HAVE TO WEAR PRODUCTS FROM THE FOLLOWING BRANDS?





## 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.

