

Bespoke Survey Research

August 2024

Footwear and Athletic Wear

Volume 33 | Quarterly Survey

1,250 US Consumers Balanced To Census

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

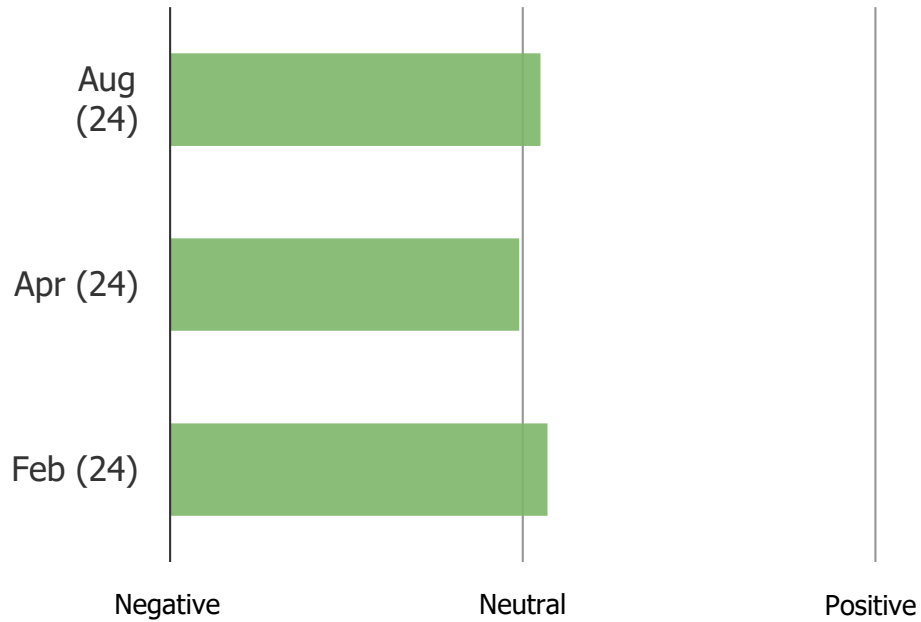
Key Takeaways:

- ❑ Footwear purchase recency is relatively unchanged q/q. Recent readings are softer than what we observed during series bests a couple years ago.
- ❑ Purchase frequency has softened a bit sequentially (ie, people are saying that they typically buy fewer pairs of shoes per year compared to what they were expressing historically in our survey).
- ❑ Sentiment around the Yeezy brand has improved slightly. There are still some respondents who would not buy Yeezy's specifically because of its association with Kanye West, and others who would be tempted to buy them (especially if they were offered at lower prices).
- ❑ More recently, we have seen trends shift more in the direction of preferring to buy footwear directly from footwear retailers. For a period of time prior to this, direct to brand was gaining share.
- ❑ Trends are also moving more in the direction of shopping in-stores. For a period of time prior to this, shopping online was gaining share.
- ❑ Nike, Adidas, and New Balance test the best among those who run for exercise frequently to very frequently, consistent with prior checks.
- ❑ Nike has consistently been viewed by consumers as having better performance than peers (feedback toward the brand has been consistently more positive than the range of competitors we ask about).

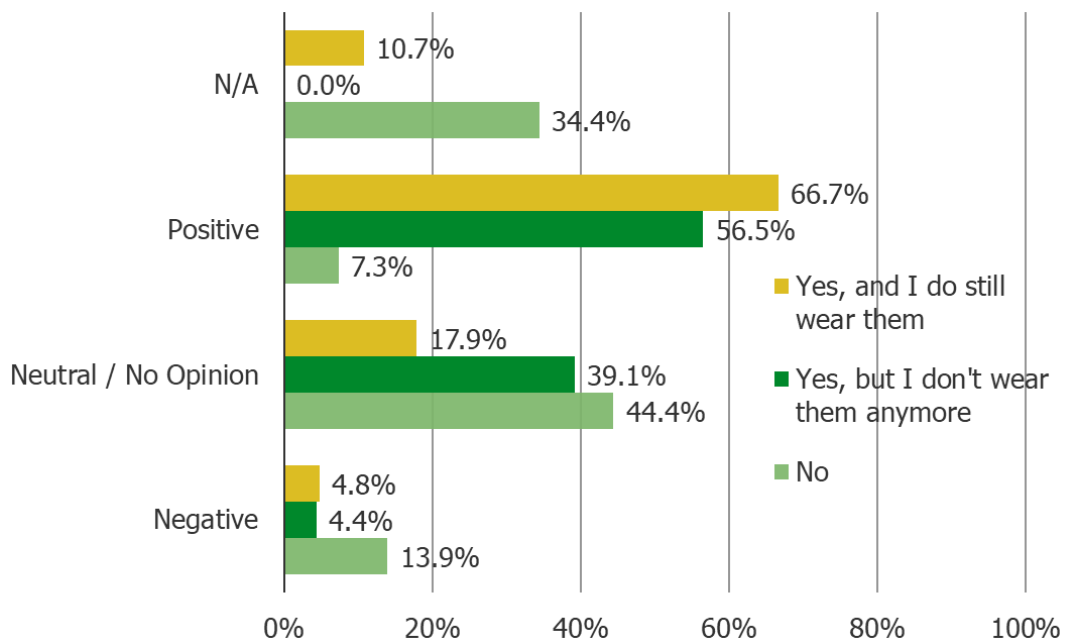
NEW QUESTIONS

WHAT IS YOUR OPINION OF YEEZY FOOTWEAR?

Posed to all respondents

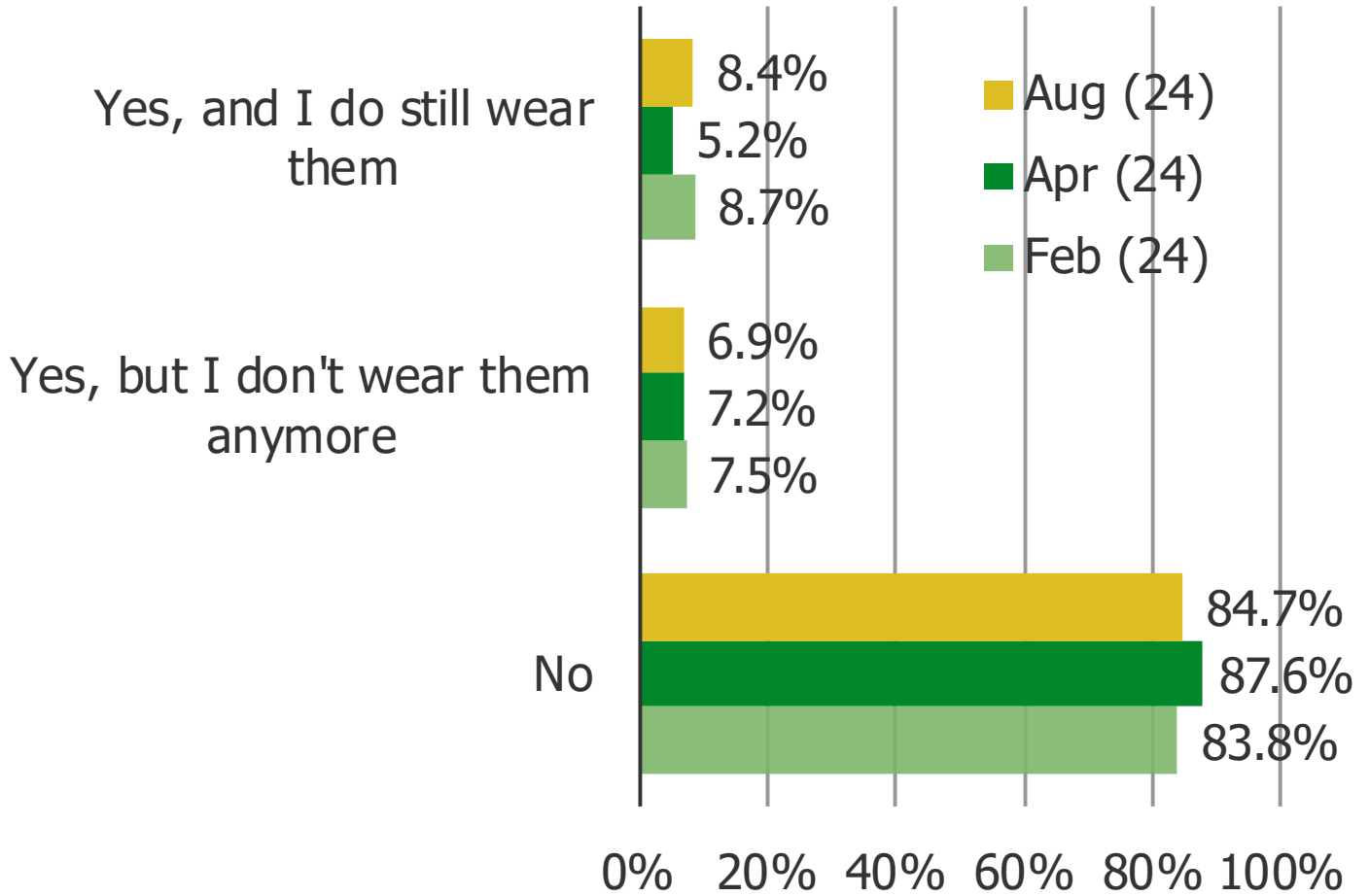


Cross-tabbing the data above by experience with Yeezy footwear...



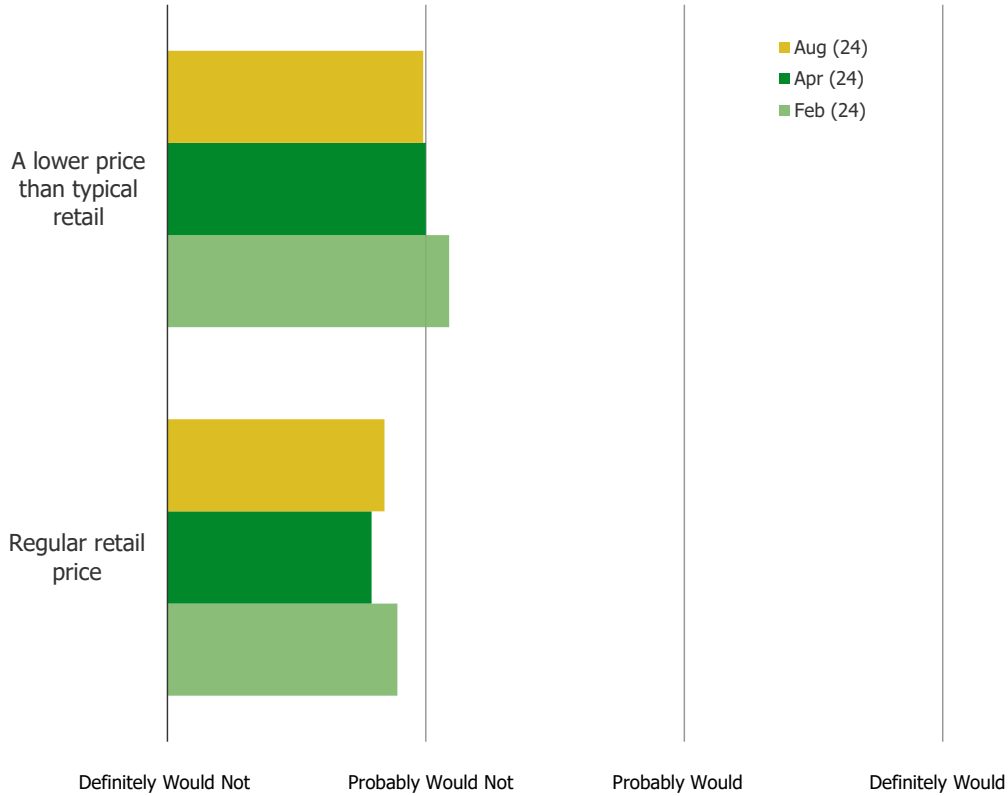
DO YOU OWN ANY PAIRS OF YEEZY SNEAKERS? EXAMPLE PICTURED ABOVE

Posed to all respondents

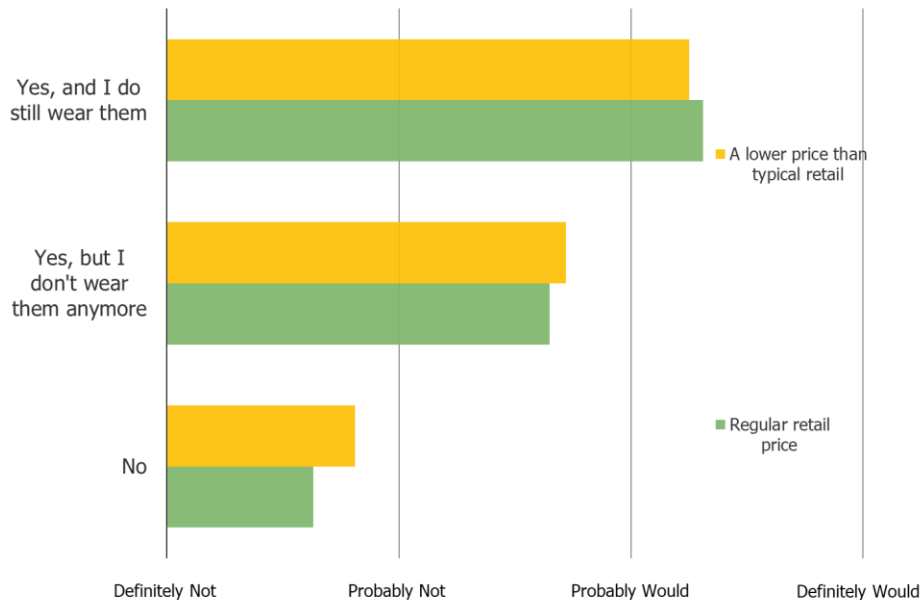


HOW LIKELY WOULD YOU BE TO BUY A PAIR OF YEEZY'S IF THEY WERE RELEASED AT...

Posed to all respondents

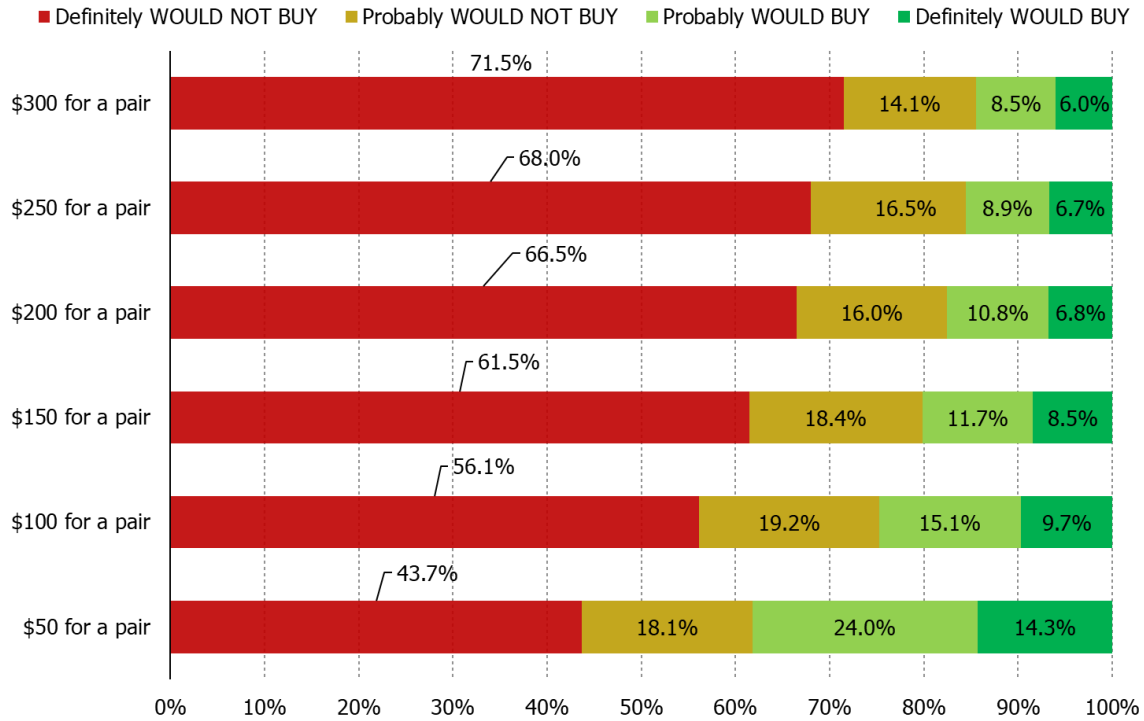


Cross-tabbing the data above by experience with Yeezy footwear...

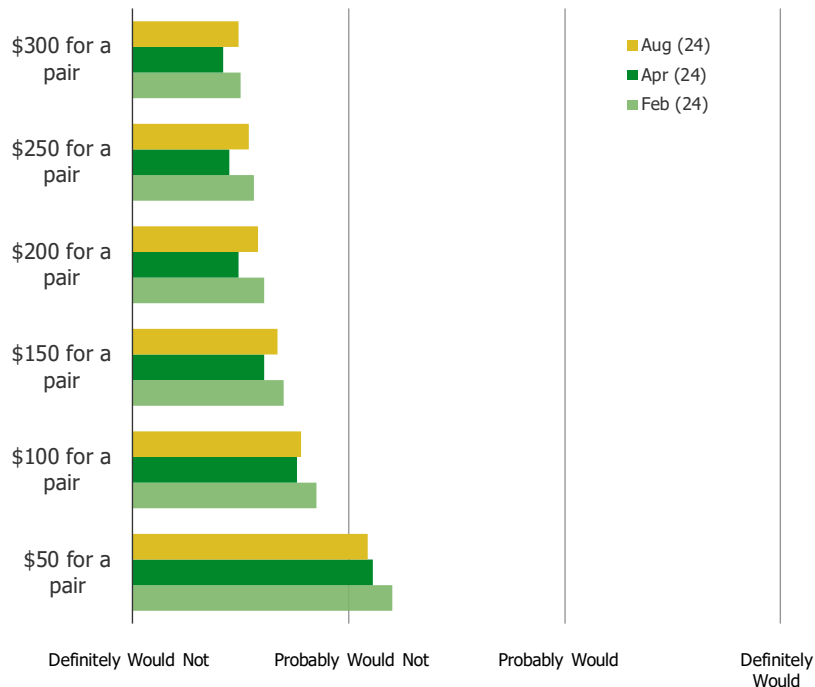


IF YOU LEARNED THAT YEEZY'S FOOTWEAR WAS AVAILABLE FOR PURCHASE AGAIN AND COST THE FOLLOWING AMOUNTS OF MONEY, HOW LIKELY WOULD YOU BE TO BUY A PAIR? FOR REFERENCE, AN IMAGE OF YEEZY'S ARE PICTURED ABOVE.

Posed to all respondents

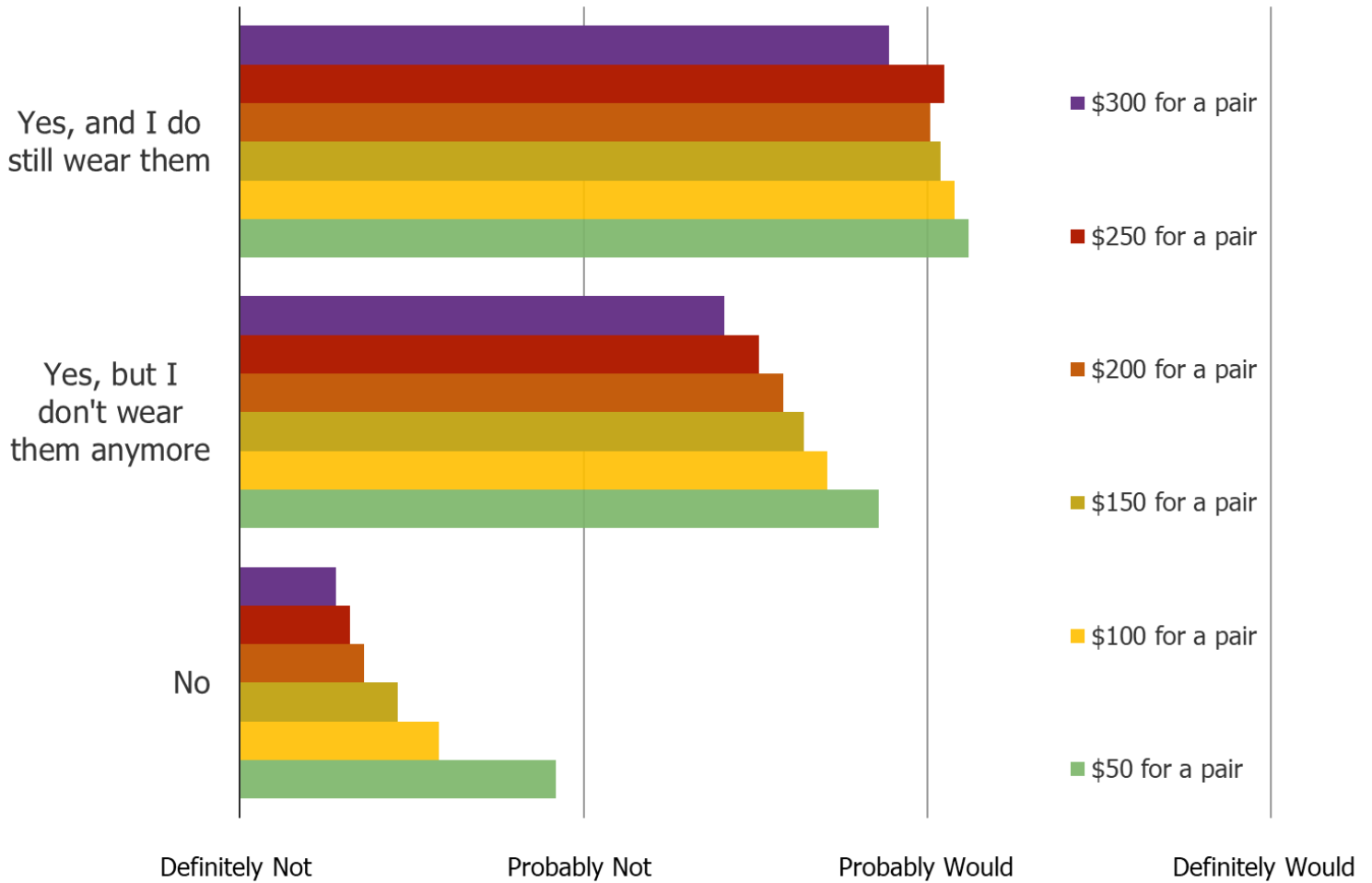


Historical Readings...



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.

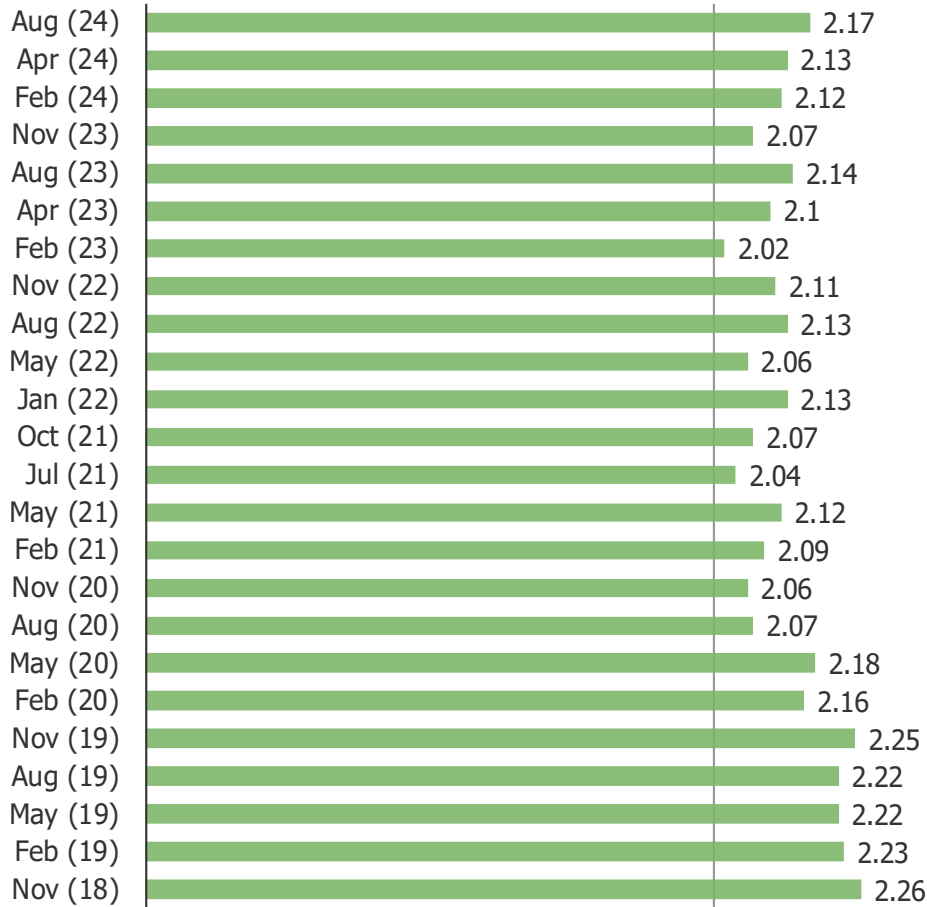
Cross-tabbing the data above by experience with Yeezy footwear...



FOOTWEAR PURCHASE PREFERENCES

WHERE DO YOU PREFER TO BUY SNEAKERS/FOOTWEAR?

Posed to all respondents



1 Prefer Direct from Brand Website/Store

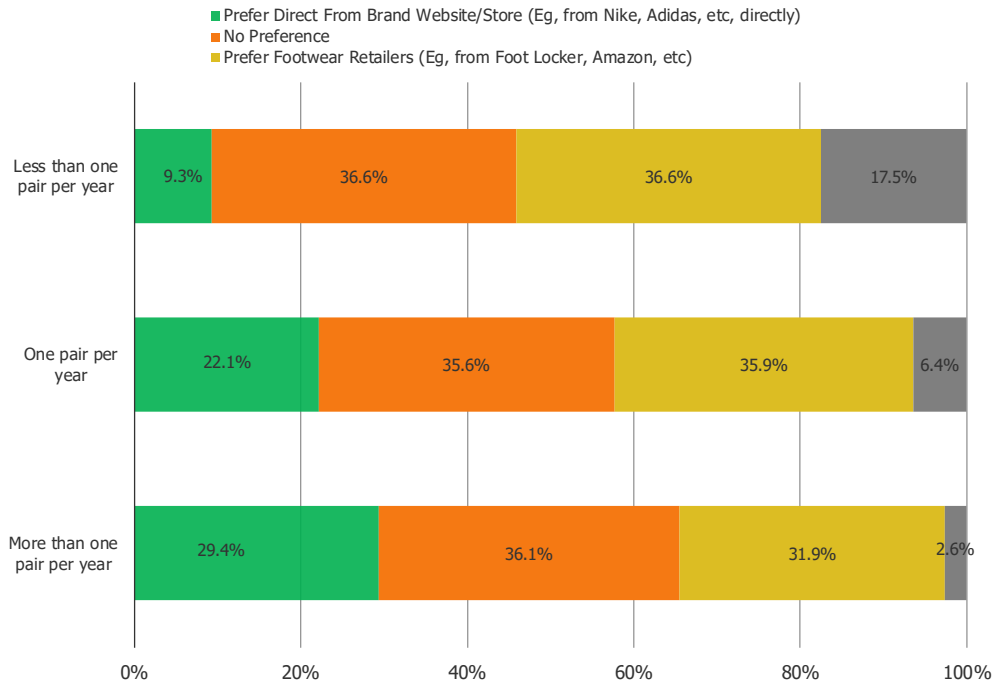
2 No Preference

3 Prefer Footwear Retailer

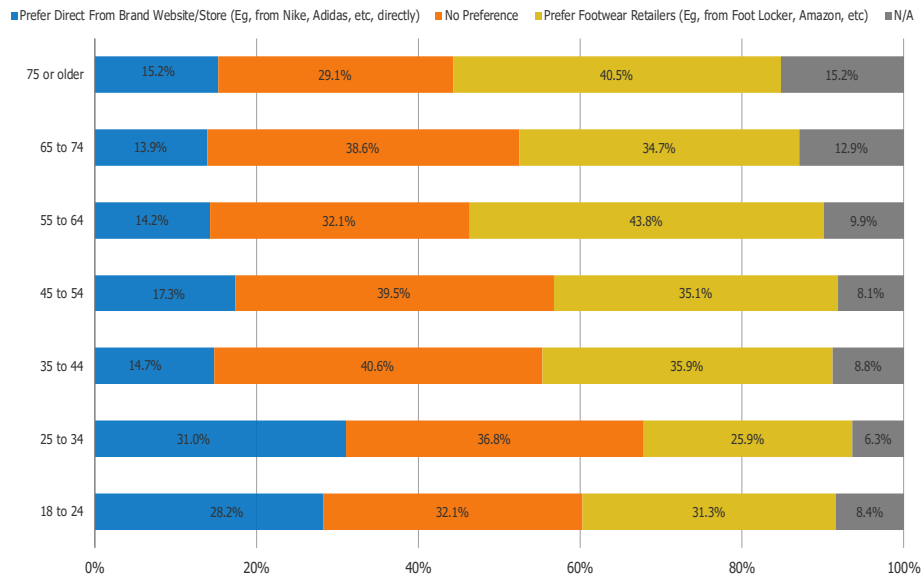
WHERE DO YOU PREFER TO BUY SNEAKERS/FOOTWEAR?

Cross-Tab Analysis

By How Often Consumers Buy Footwear

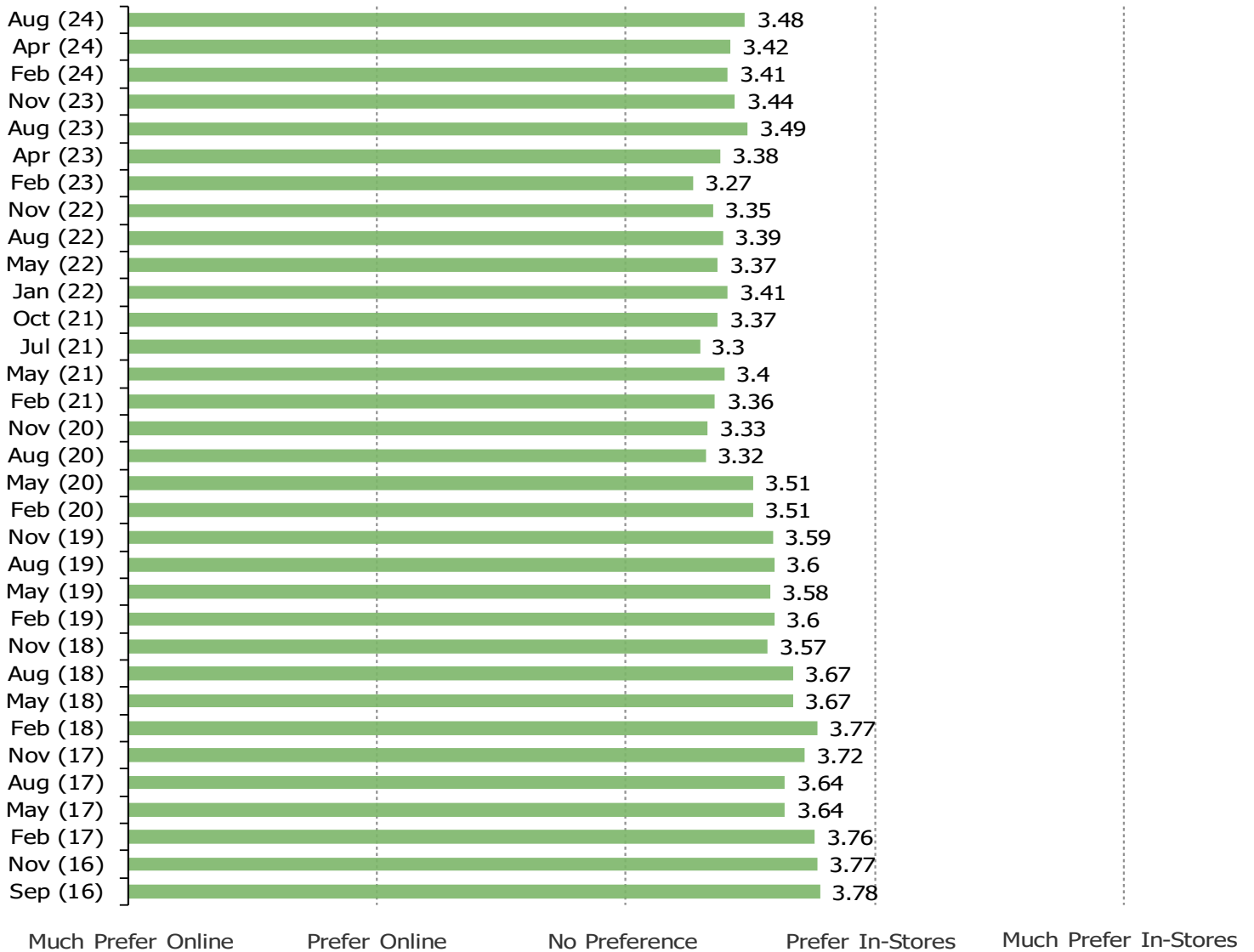


By Age



WHERE DO YOU PREFER TO BUY SNEAKERS?

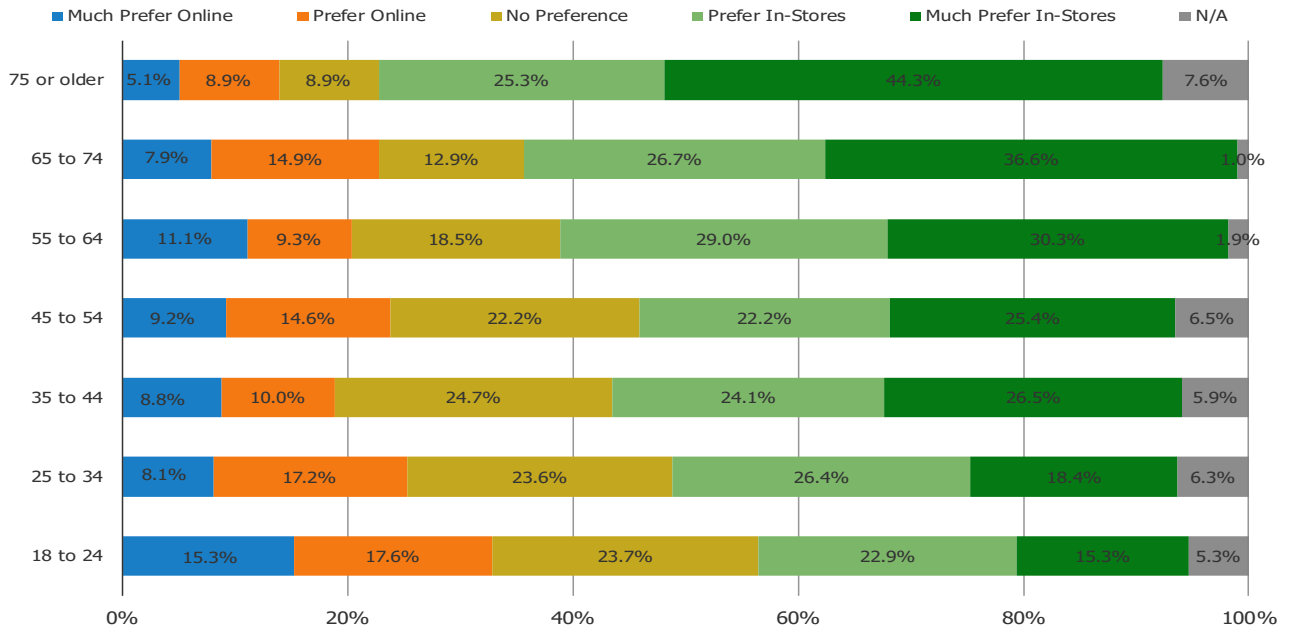
Posed to all respondents



WHERE DO YOU PREFER TO BUY SNEAKERS?

Cross-Tab Analysis

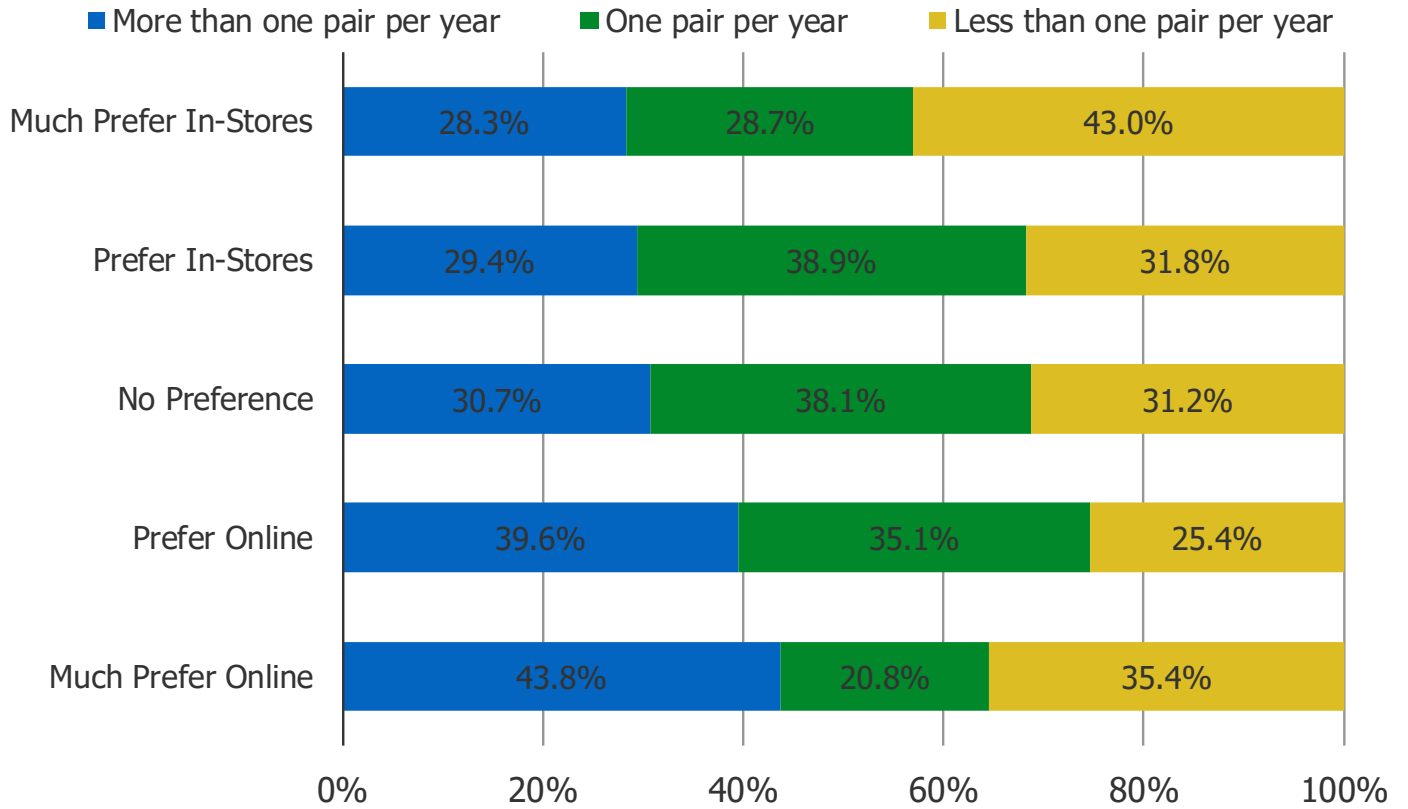
By Age



HOW MANY PAIRS OF FOOTWEAR DO YOU BUY PER YEAR?

Cross-Tab Analysis

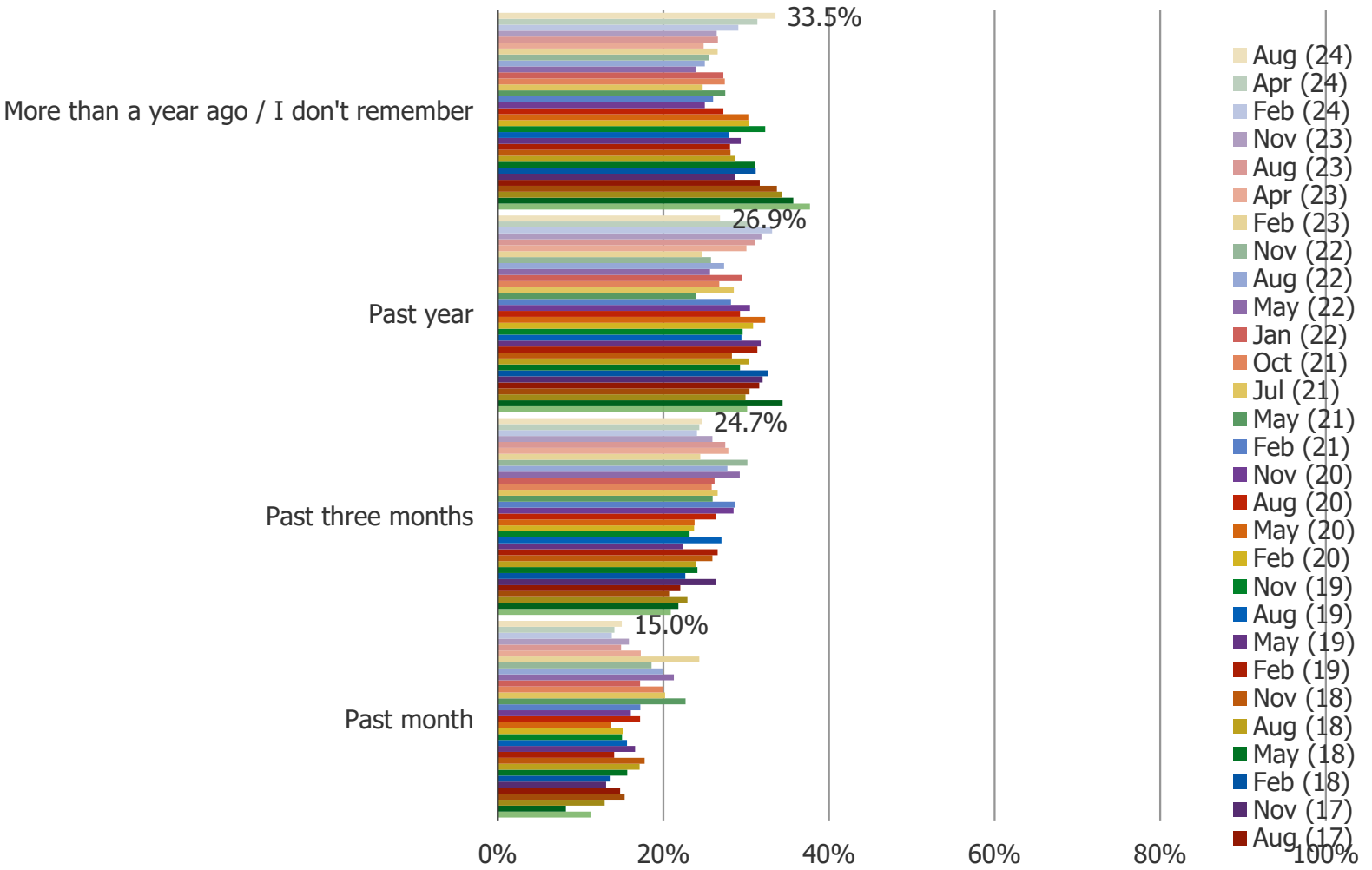
By How Consumers Prefer To Buy Footwear



SNEAKER BUYING TRENDS

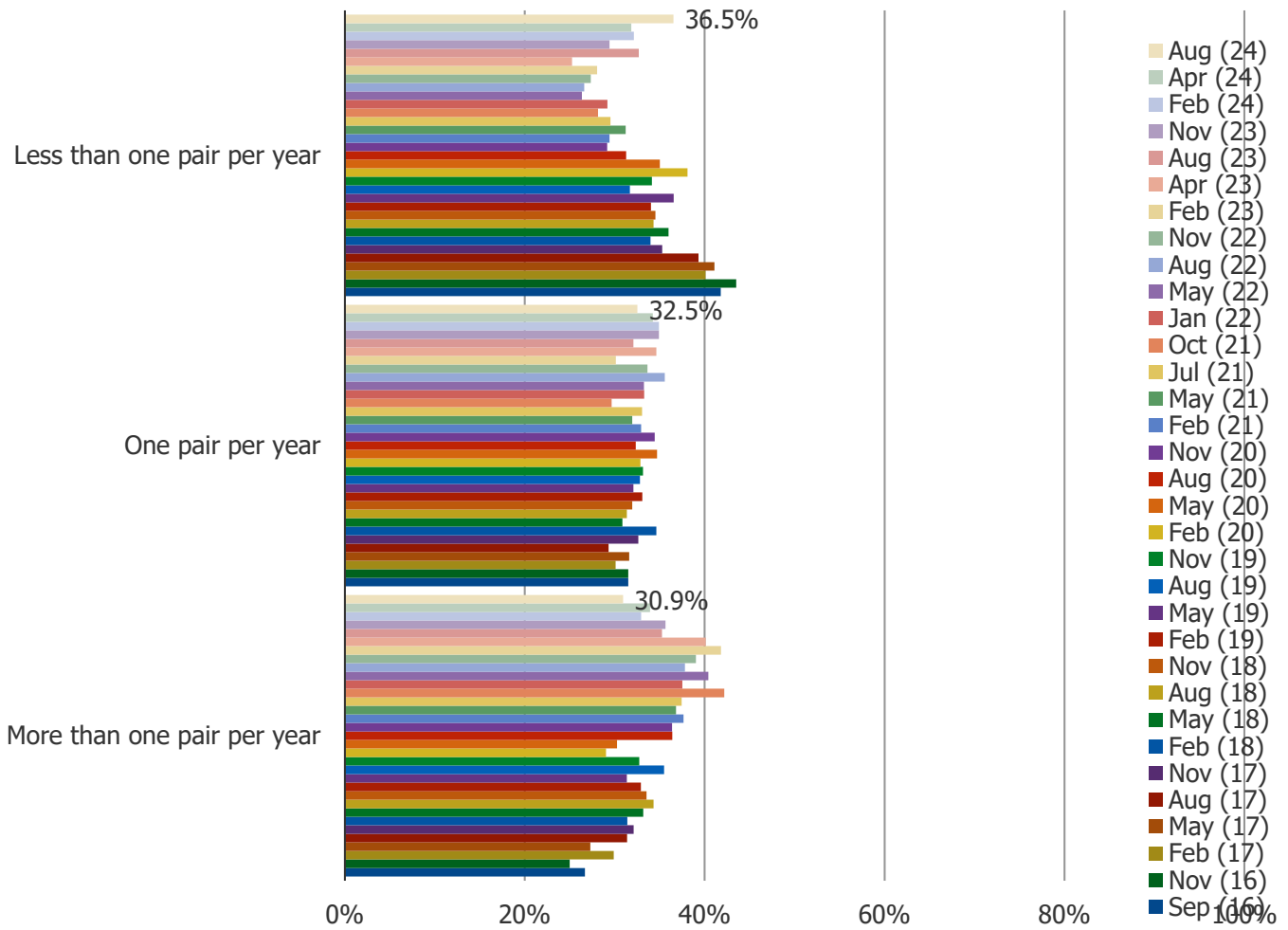
WHEN IS THE LAST TIME YOU BOUGHT A NEW PAIR OF SNEAKERS?

Posed to all respondents



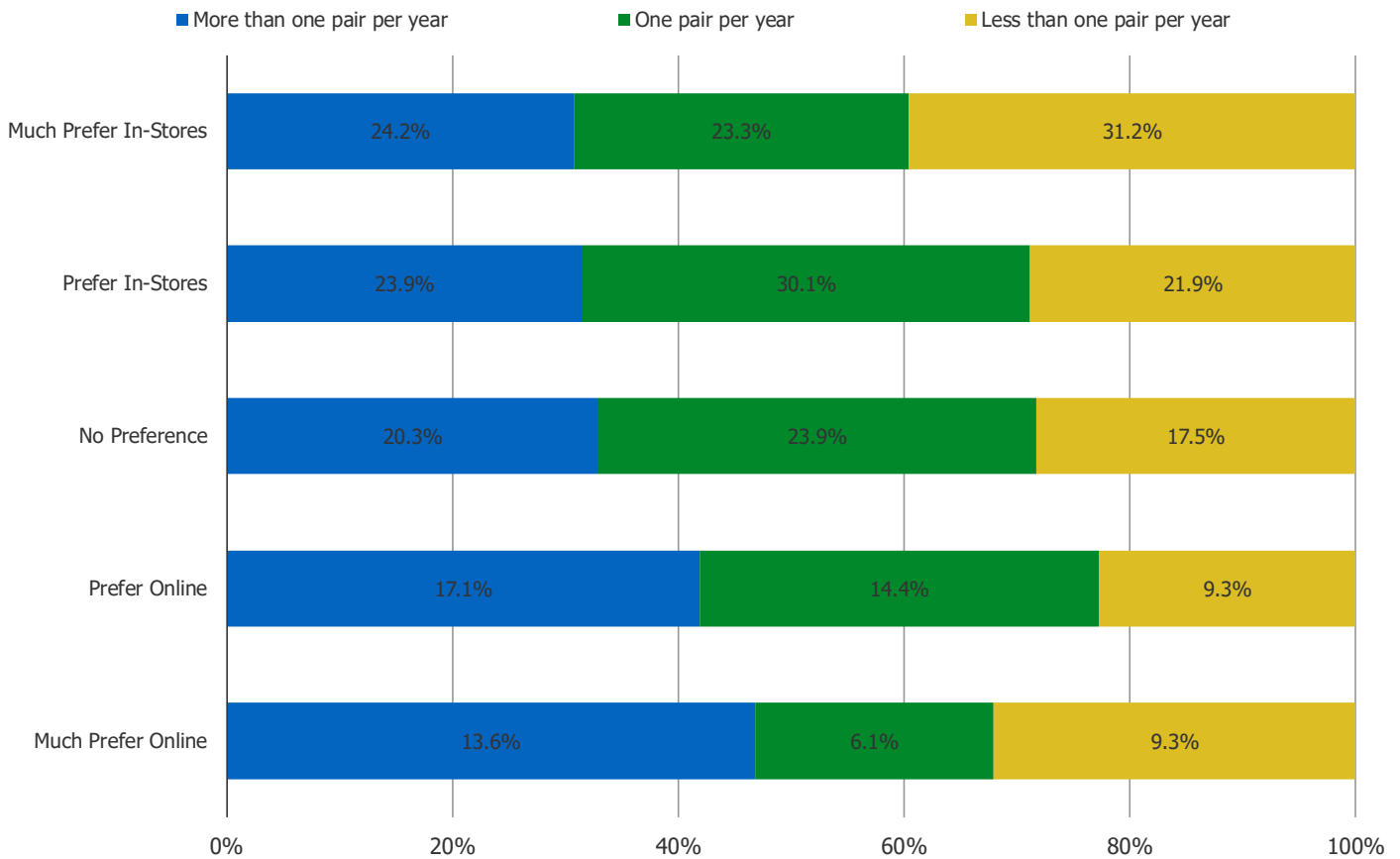
HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

Posed to all respondents



HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

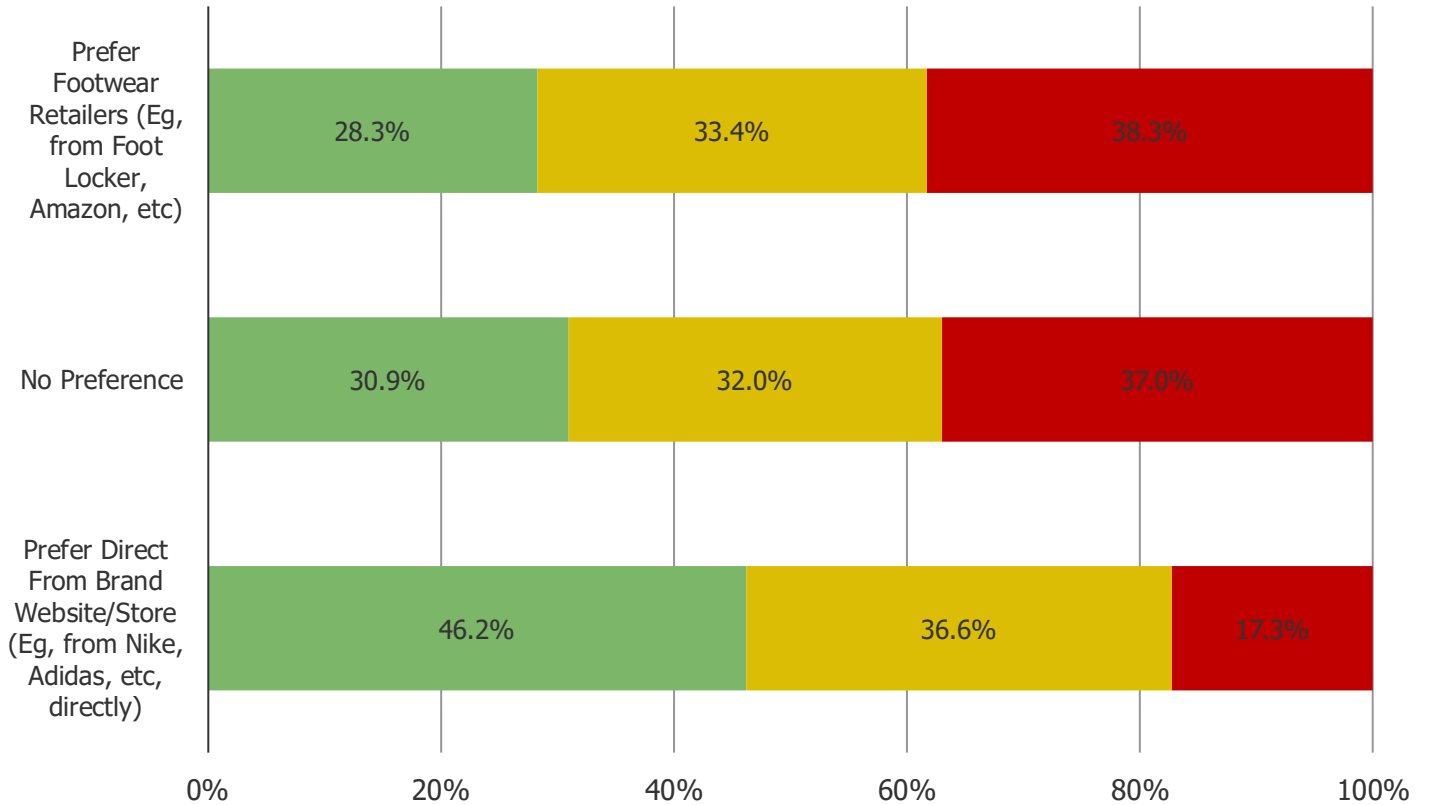
Posed to all respondents – Cross-tabbed by if they prefer to buy online vs. in-stores.



HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

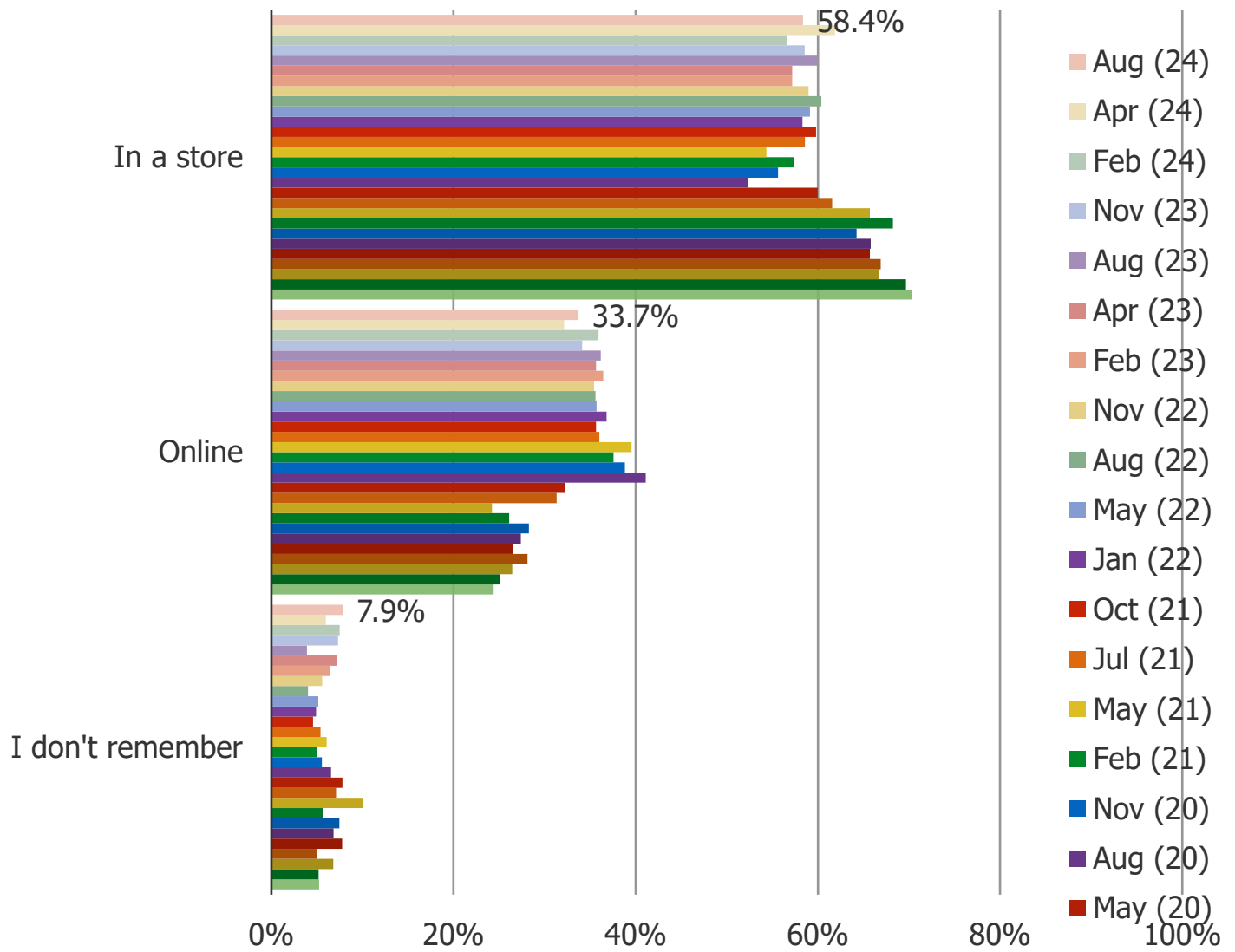
Posed to all respondents – Cross-tabbed by if they prefer to buy direct or from retailers.

■ 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?

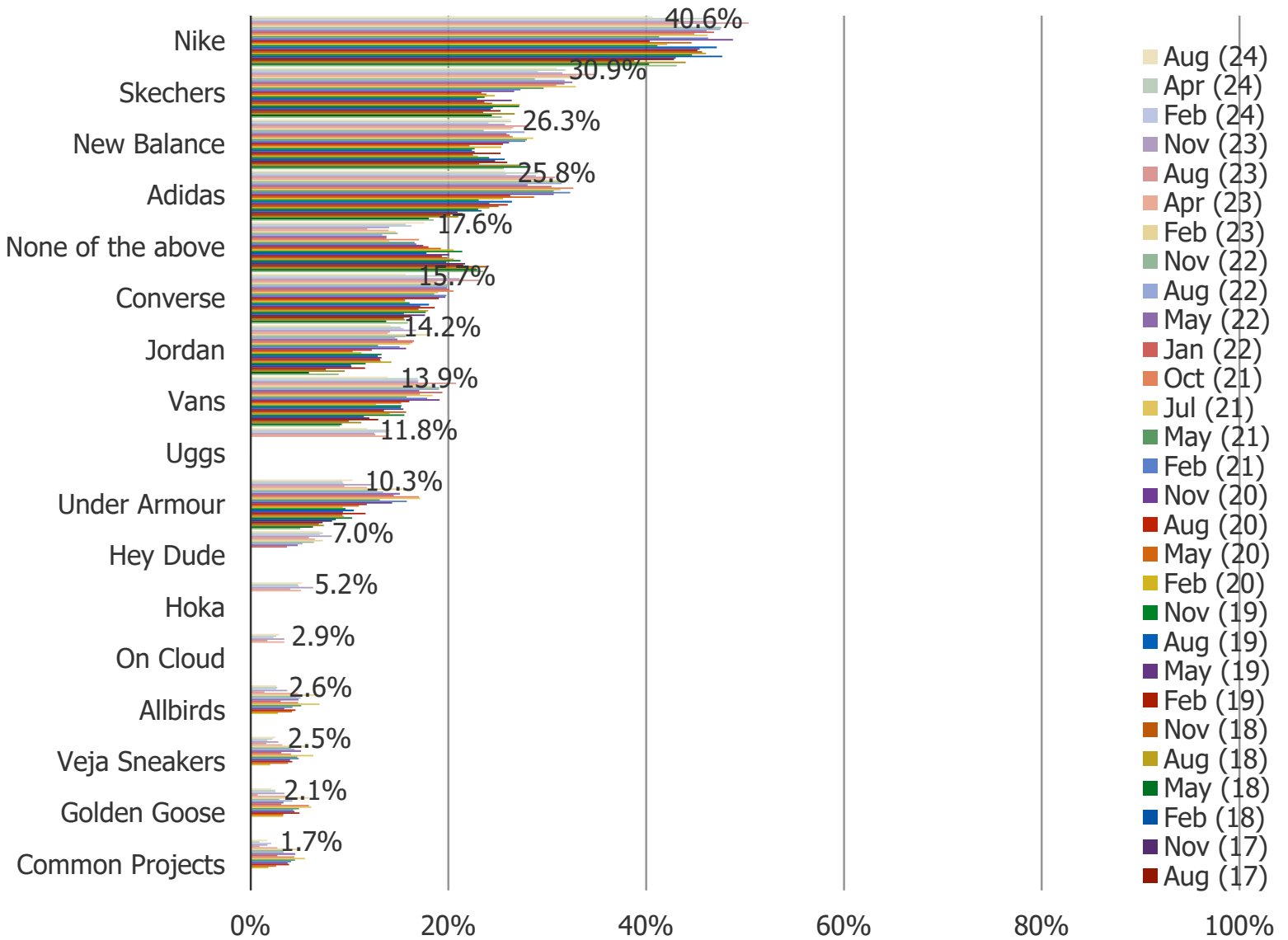
Posed to all respondents



SNEAKER BRANDS

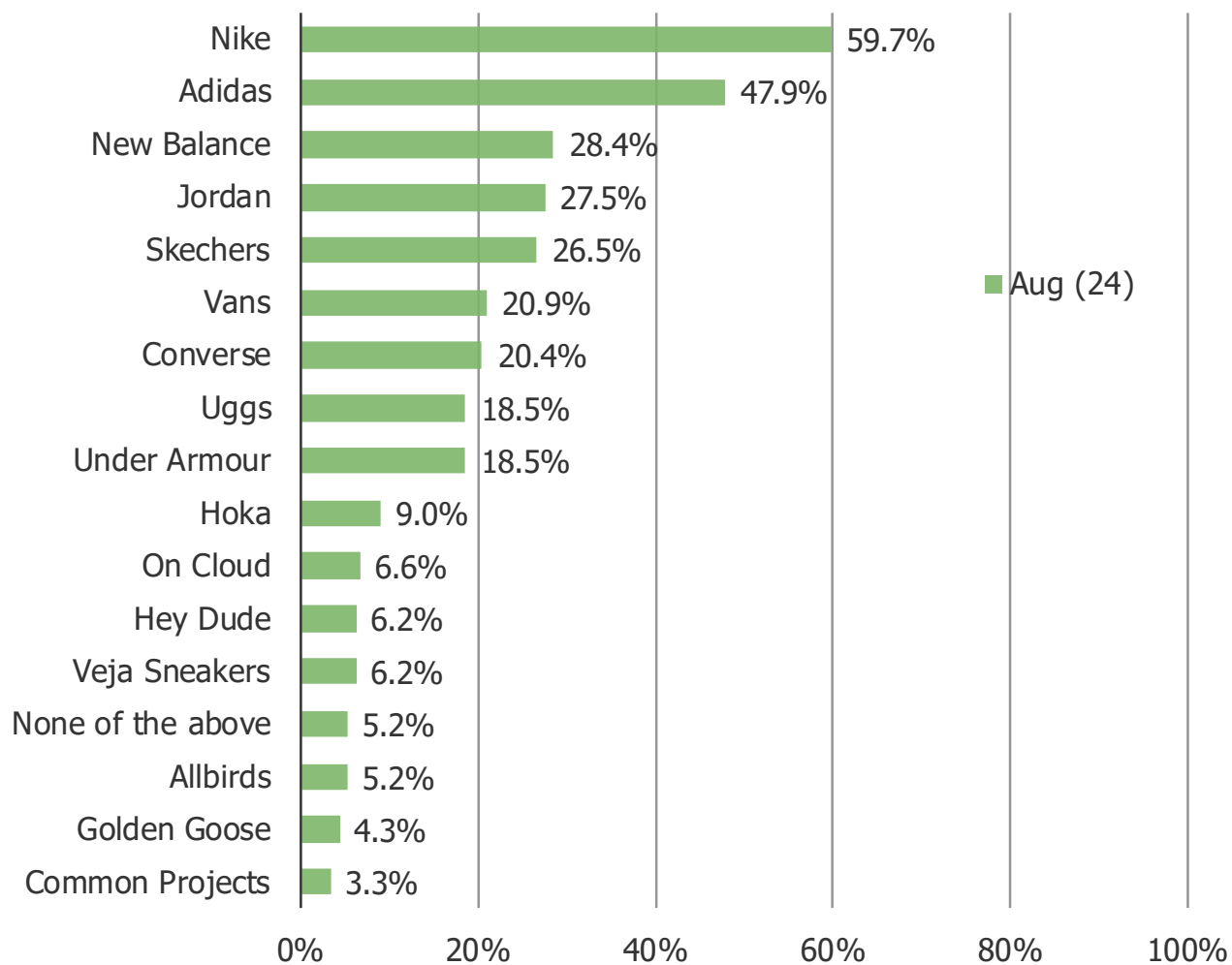
WHICH OF THE FOLLOWING BRANDS DO YOU OWN SNEAKERS FROM?

Posed to all respondents



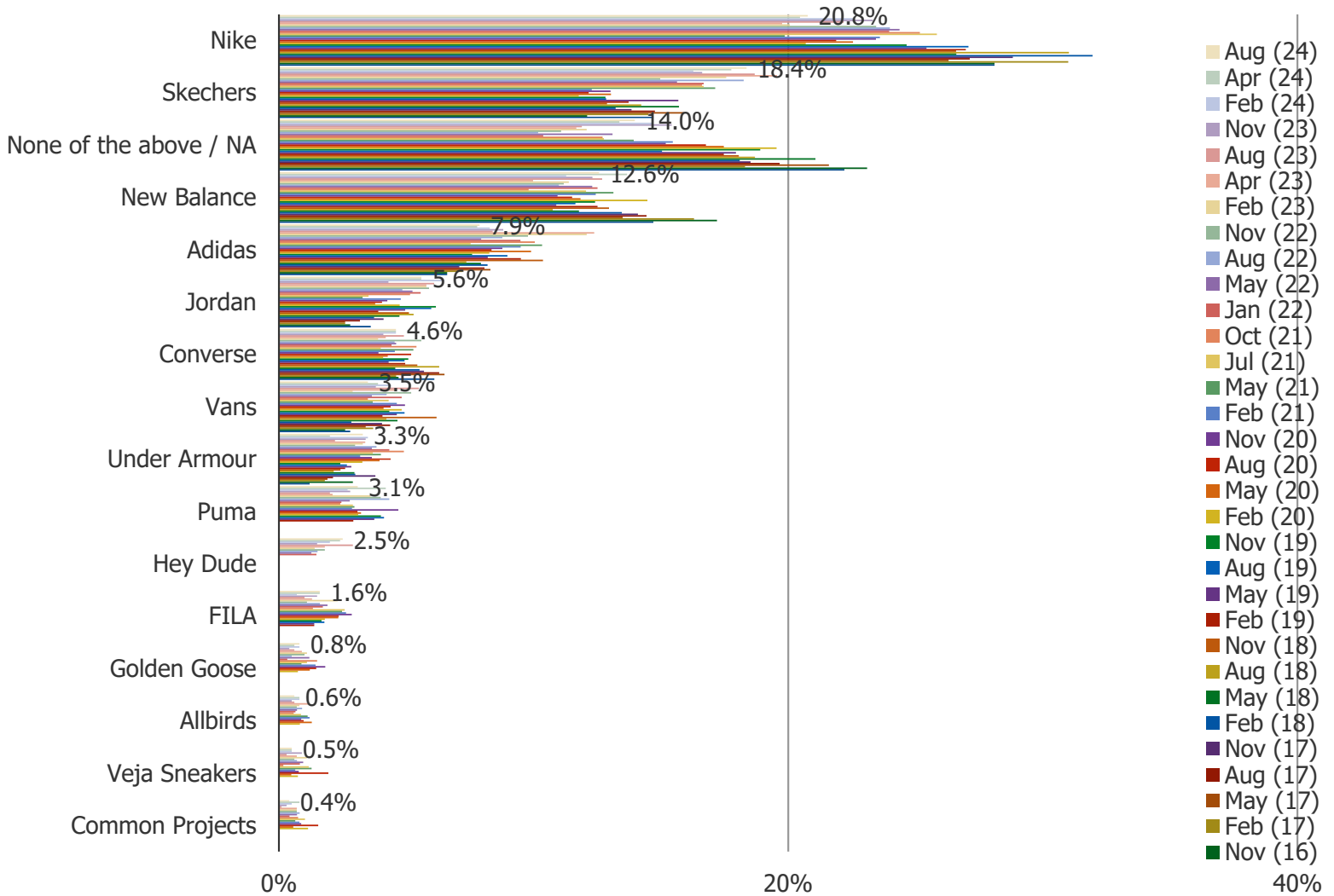
WHICH OF THE FOLLOWING FOOTWEAR BRANDS DO YOU OWN SNEAKERS/FOOTWEAR FROM?

Posed to respondents who said they run for exercise frequently or very frequently (N = 211)



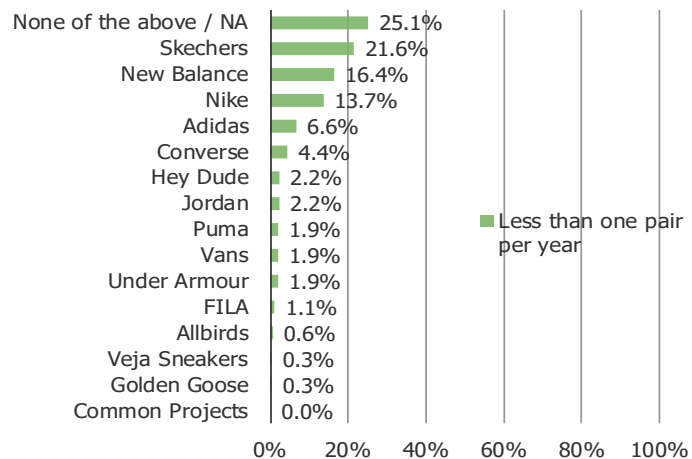
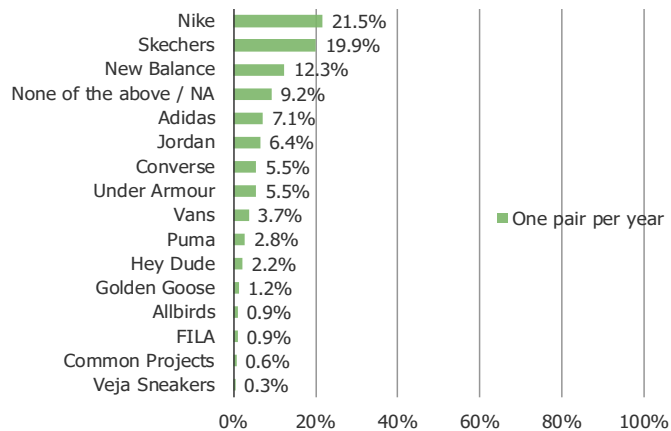
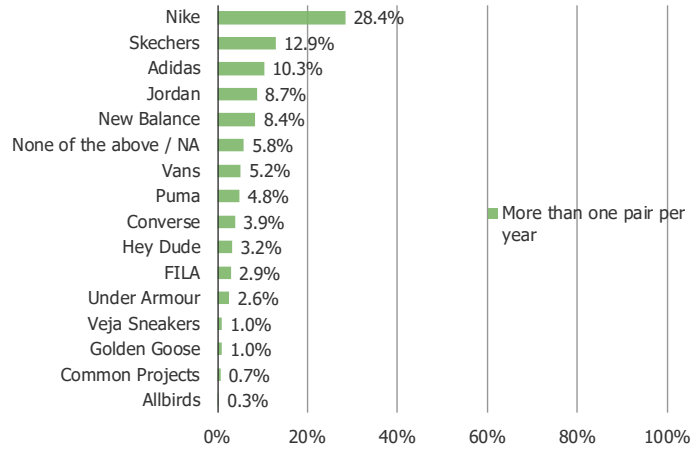
IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

Posed to all respondents



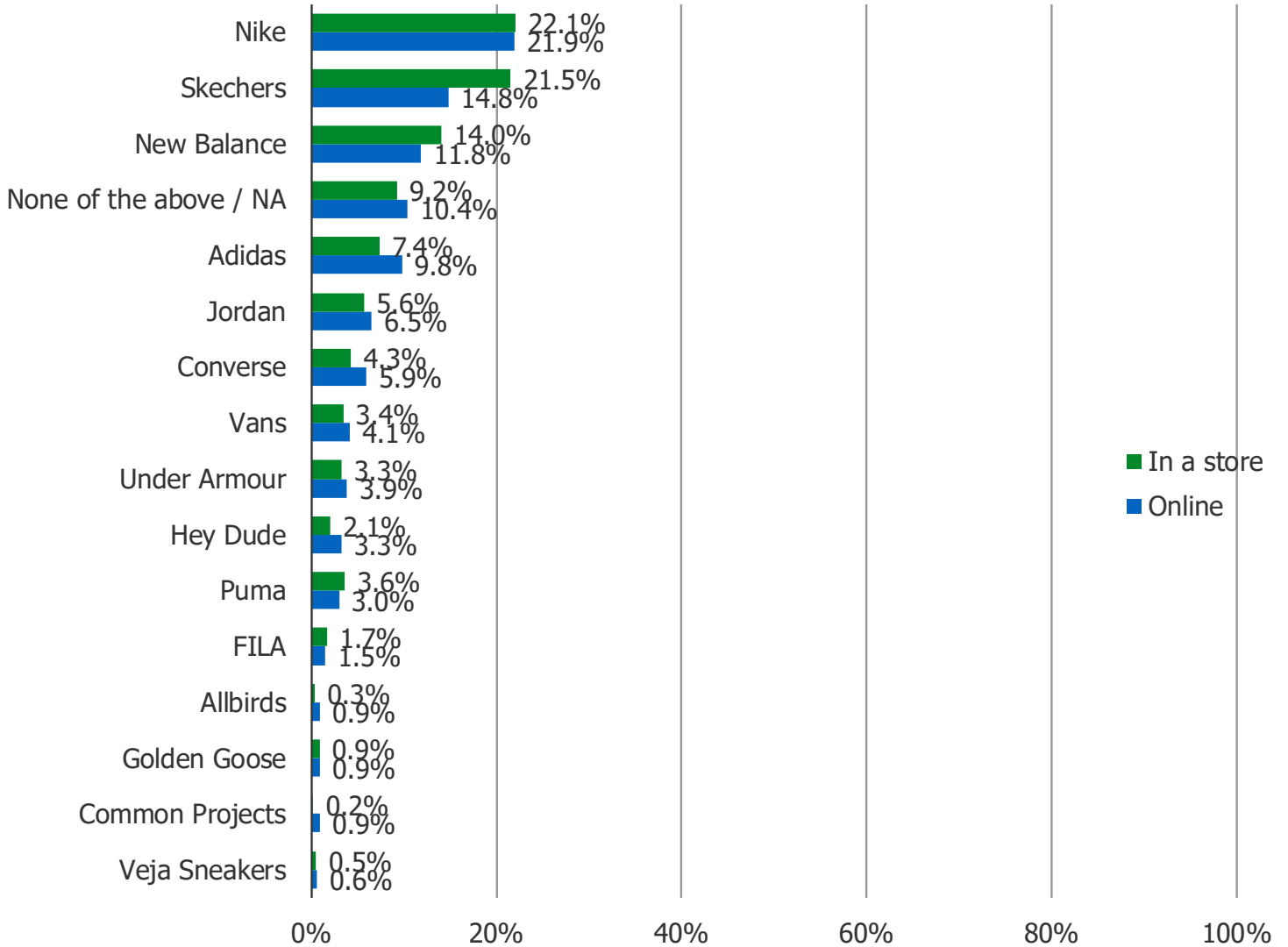
IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

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



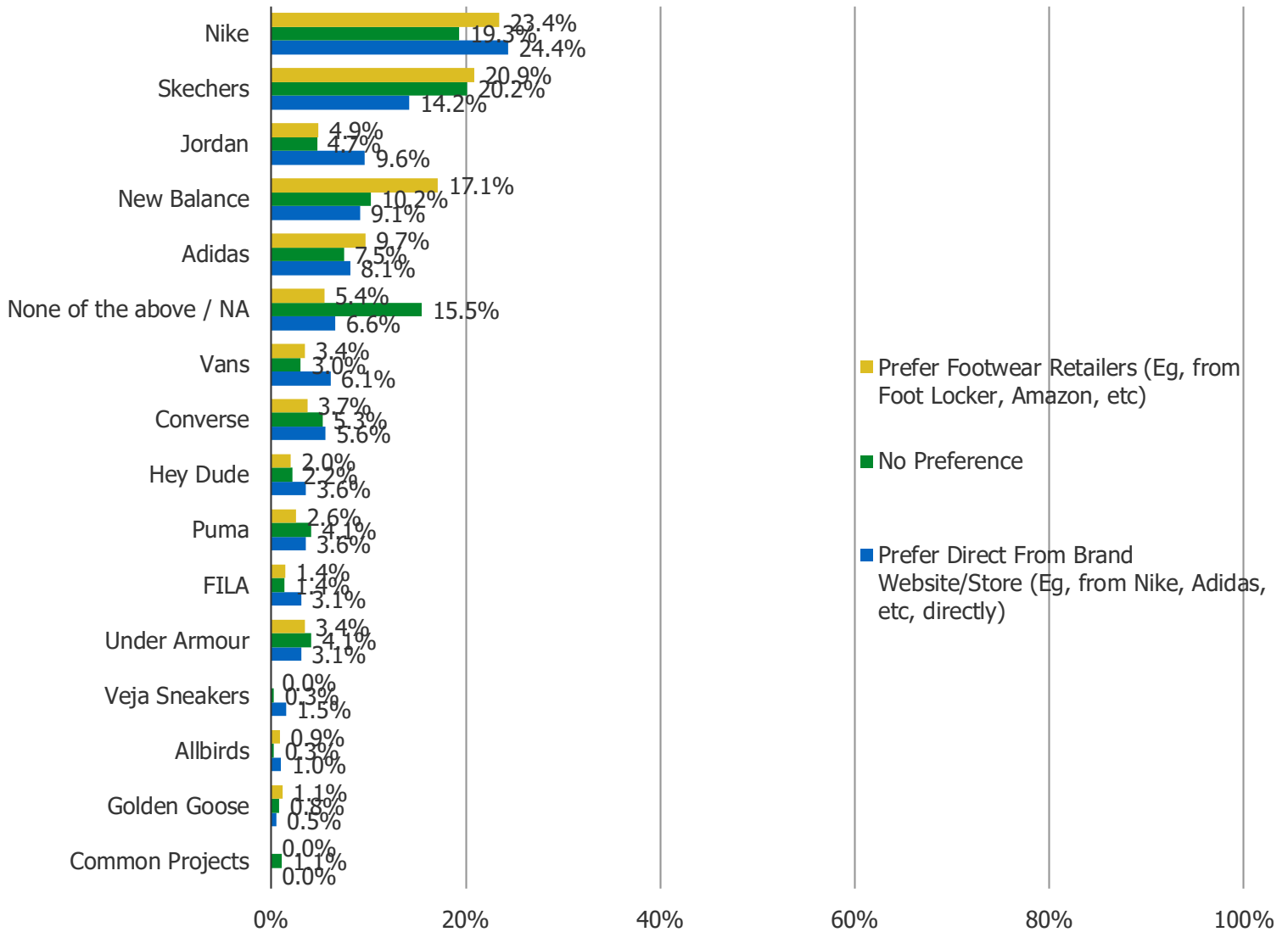
IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

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



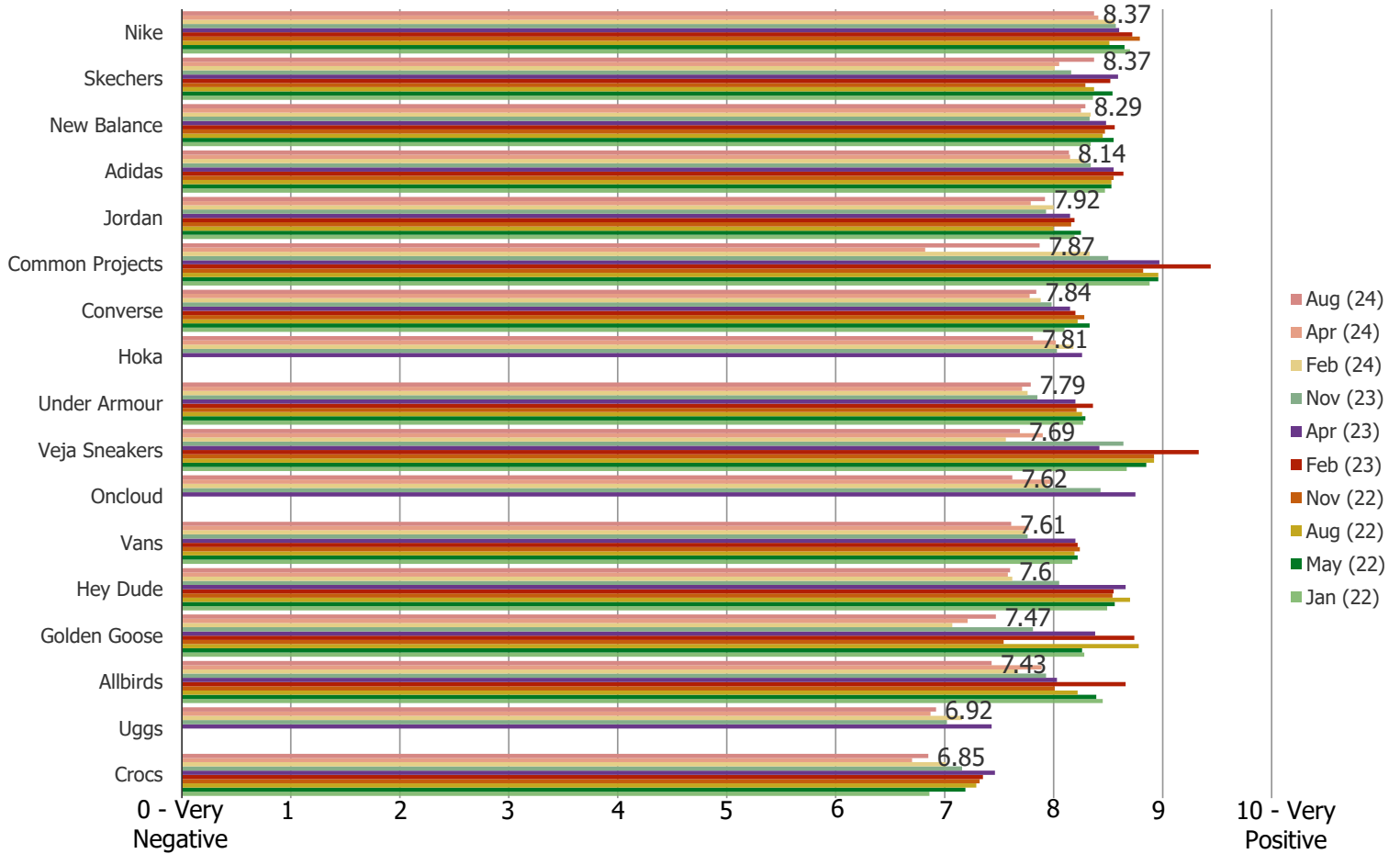
IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

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?

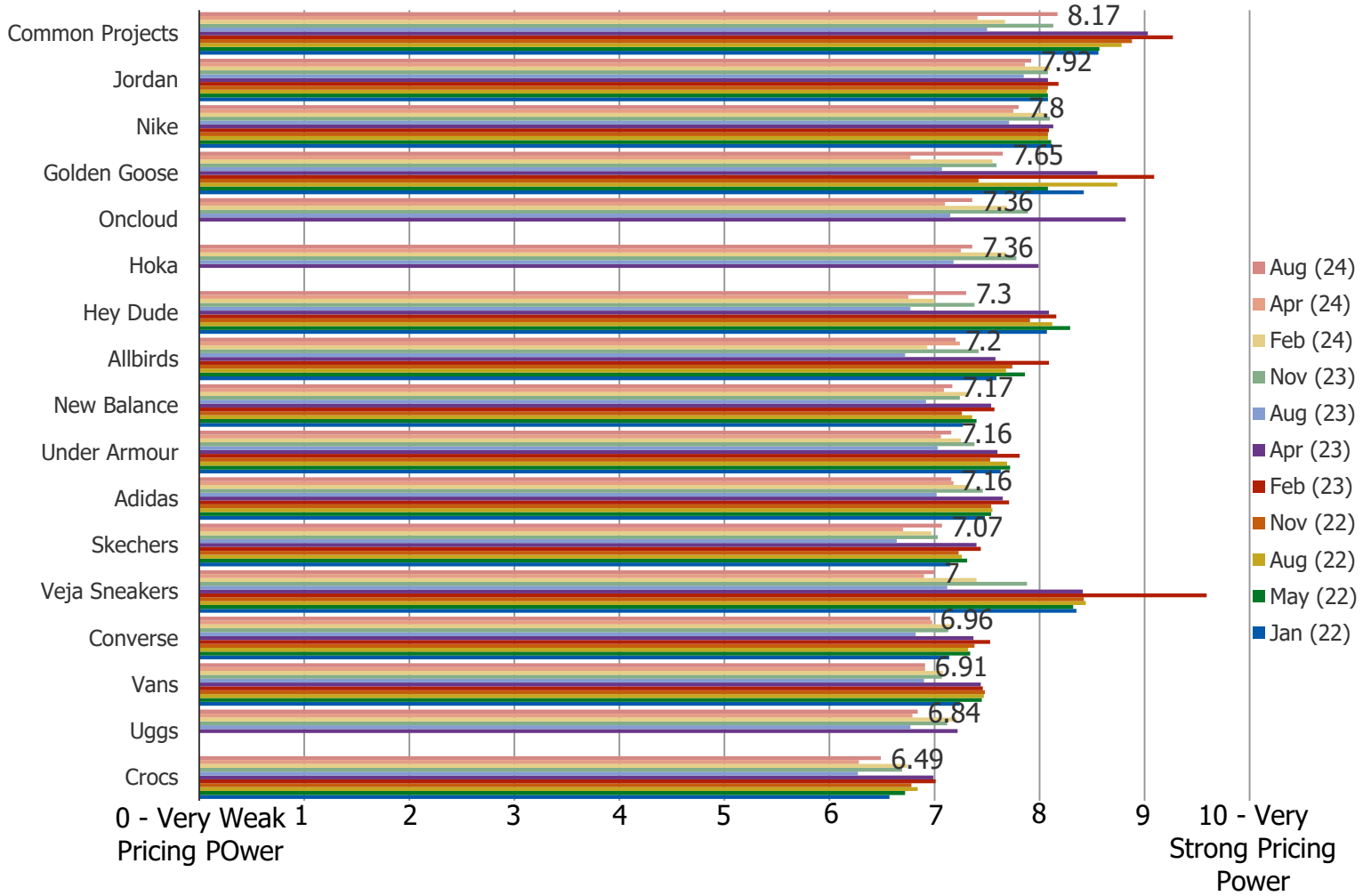
Posed to respondents who have heard of each of the following:



| | N= |
|-----------------|-----|
| Adidas | 746 |
| Skechers | 686 |
| Nike | 797 |
| Jordan | 626 |
| Under Armour | 500 |
| Converse | 668 |
| Vans | 574 |
| New Balance | 652 |
| Common Projects | 23 |
| Golden Goose | 66 |
| Veja Sneakers | 45 |
| Allbirds | 81 |
| Hey Dude | 211 |
| Crocs | 622 |
| Hoka | 181 |
| Oncloud | 58 |
| Uggs | 550 |

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?

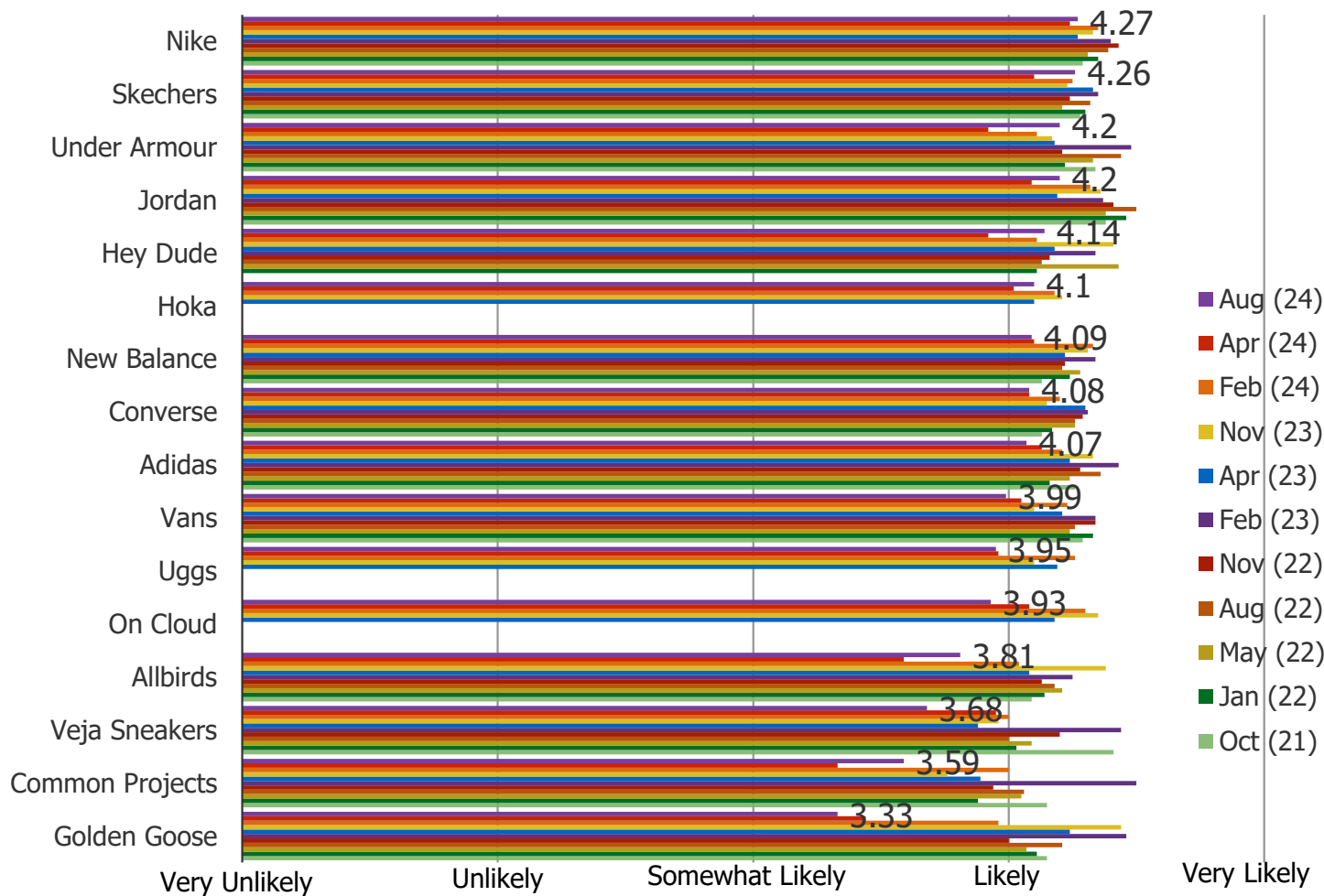
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| Common Projects | 23 |
| Golden Goose | 66 |
| Veja Sneakers | 45 |
| Allbirds | 81 |
| Hey Dude | 211 |
| Crocs | 622 |
| Hoka | 181 |
| Oncloud | 58 |
| Uggs | 550 |

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

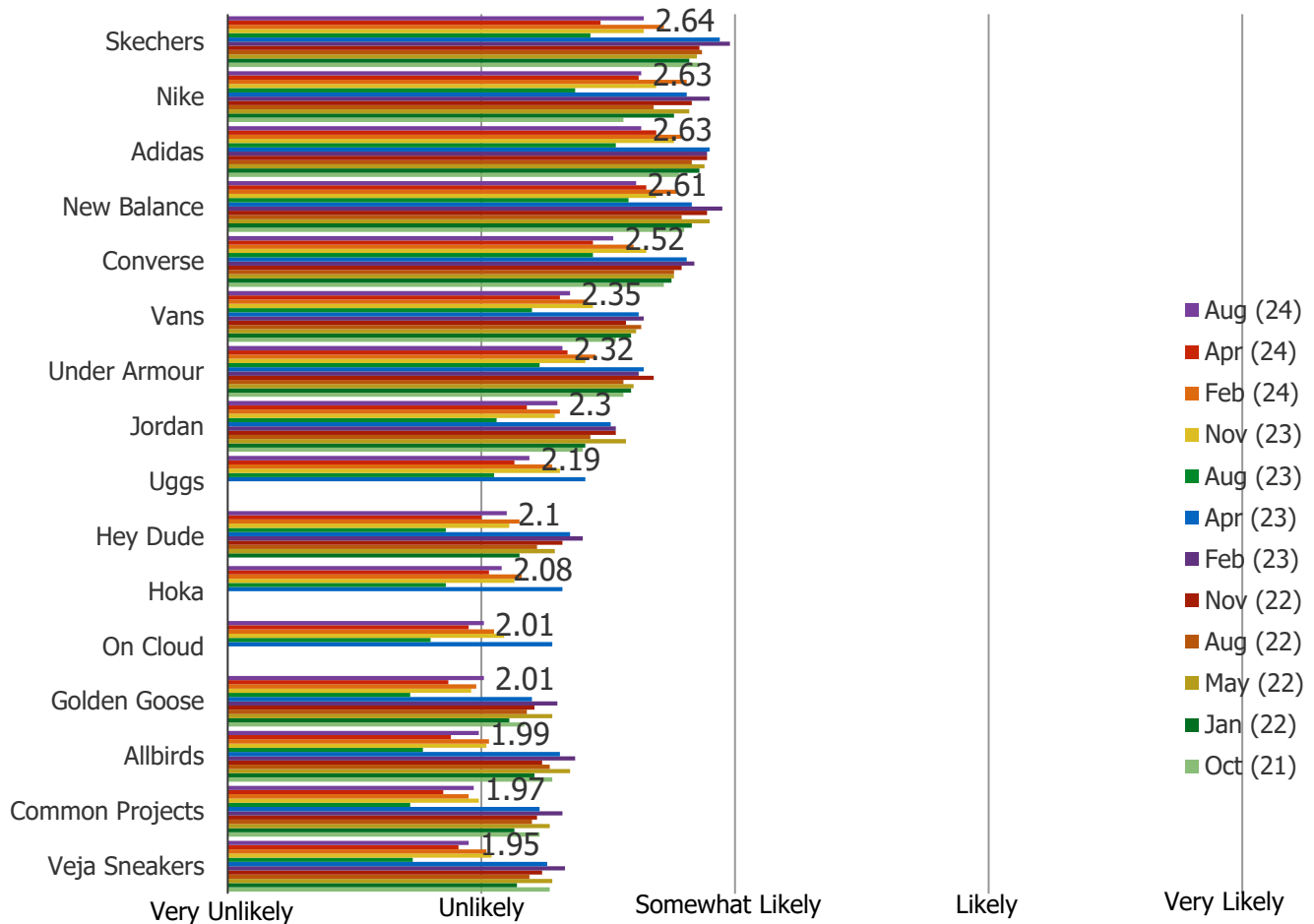
Posed to respondents who own footwear from each of the following.



| | N= |
|-----------------|-----|
| Adidas | 258 |
| Skechers | 310 |
| Nike | 407 |
| Jordan | 142 |
| Under Armour | 103 |
| Converse | 157 |
| Vans | 139 |
| New Balance | 263 |
| Common Projects | 17 |
| Golden Goose | 21 |
| Veja Sneakers | 25 |
| Allbirds | 26 |
| Hey Dude | 70 |
| Hoka | 52 |
| On Cloud | 29 |
| Uggs | 118 |

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.

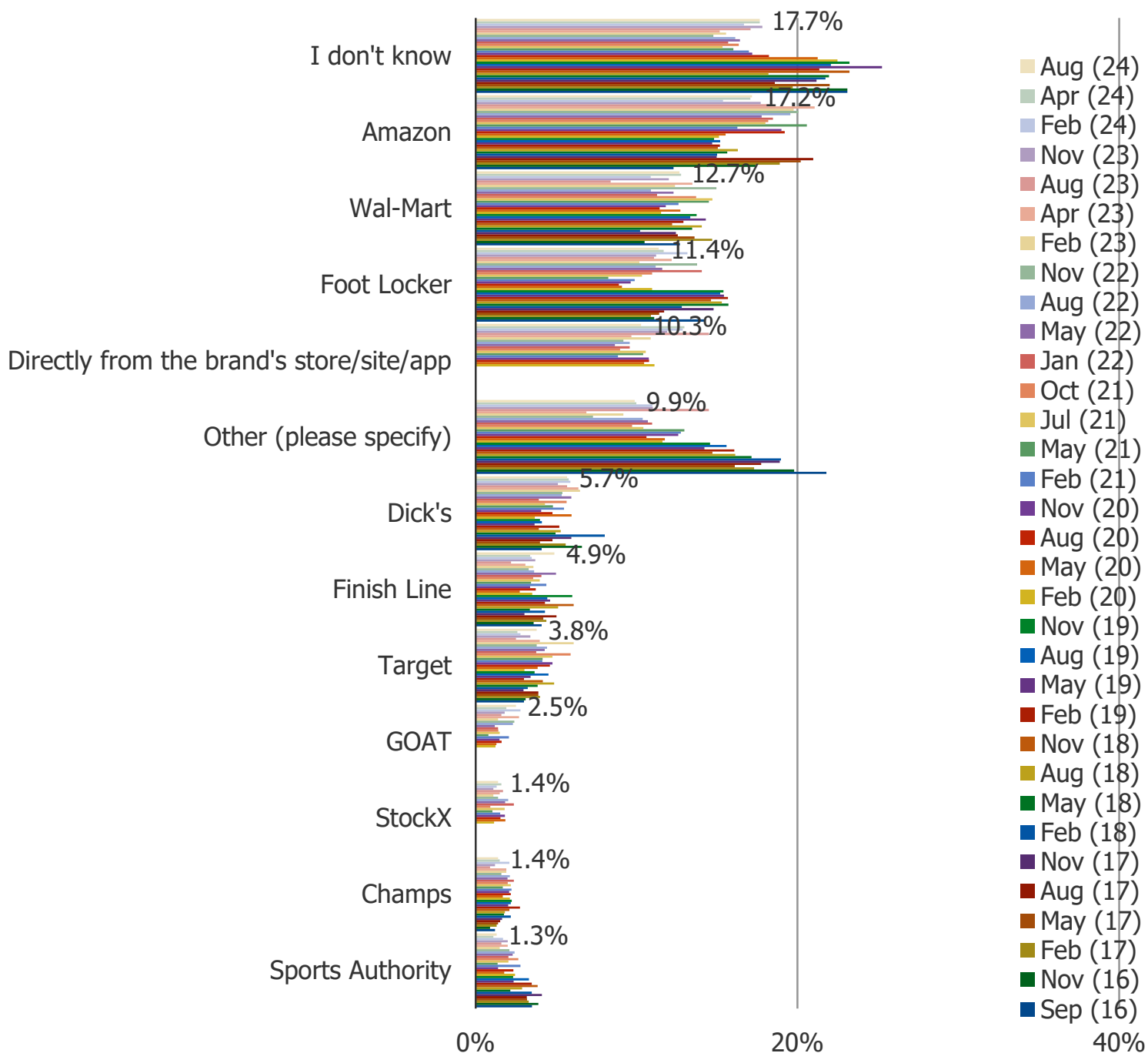


| | N= |
|-----------------|-----|
| Adidas | 744 |
| Skechers | 692 |
| Nike | 595 |
| Jordan | 860 |
| Under Armour | 899 |
| Converse | 845 |
| Vans | 863 |
| New Balance | 739 |
| Common Projects | 985 |
| Golden Goose | 981 |
| Veja Sneakers | 977 |
| Allbirds | 976 |
| Hey Dude | 932 |
| Hoka | 950 |
| On Cloud | 973 |
| Uggs | 884 |

FOOTWEAR RETAILERS

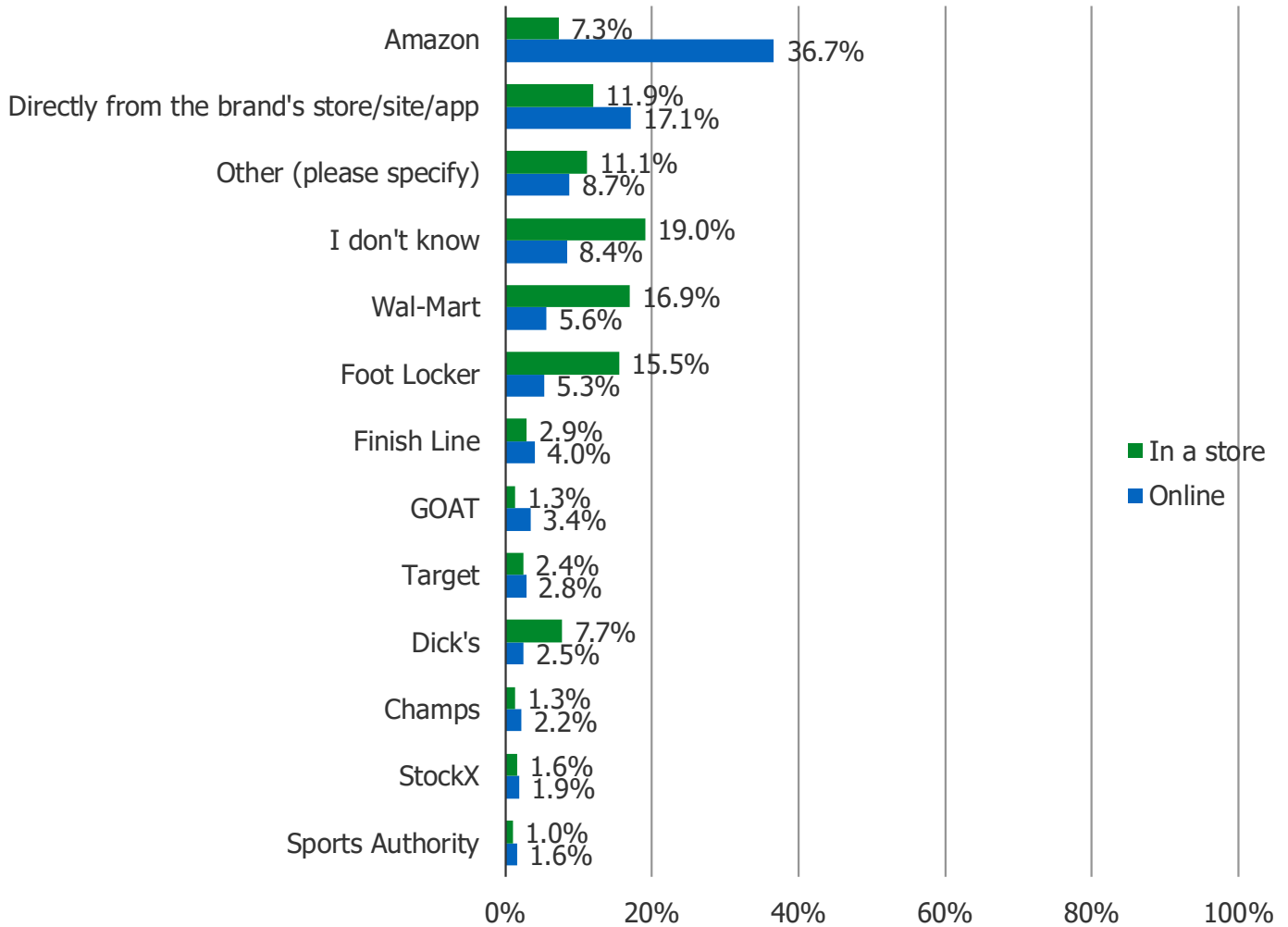
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

Posed to all respondents



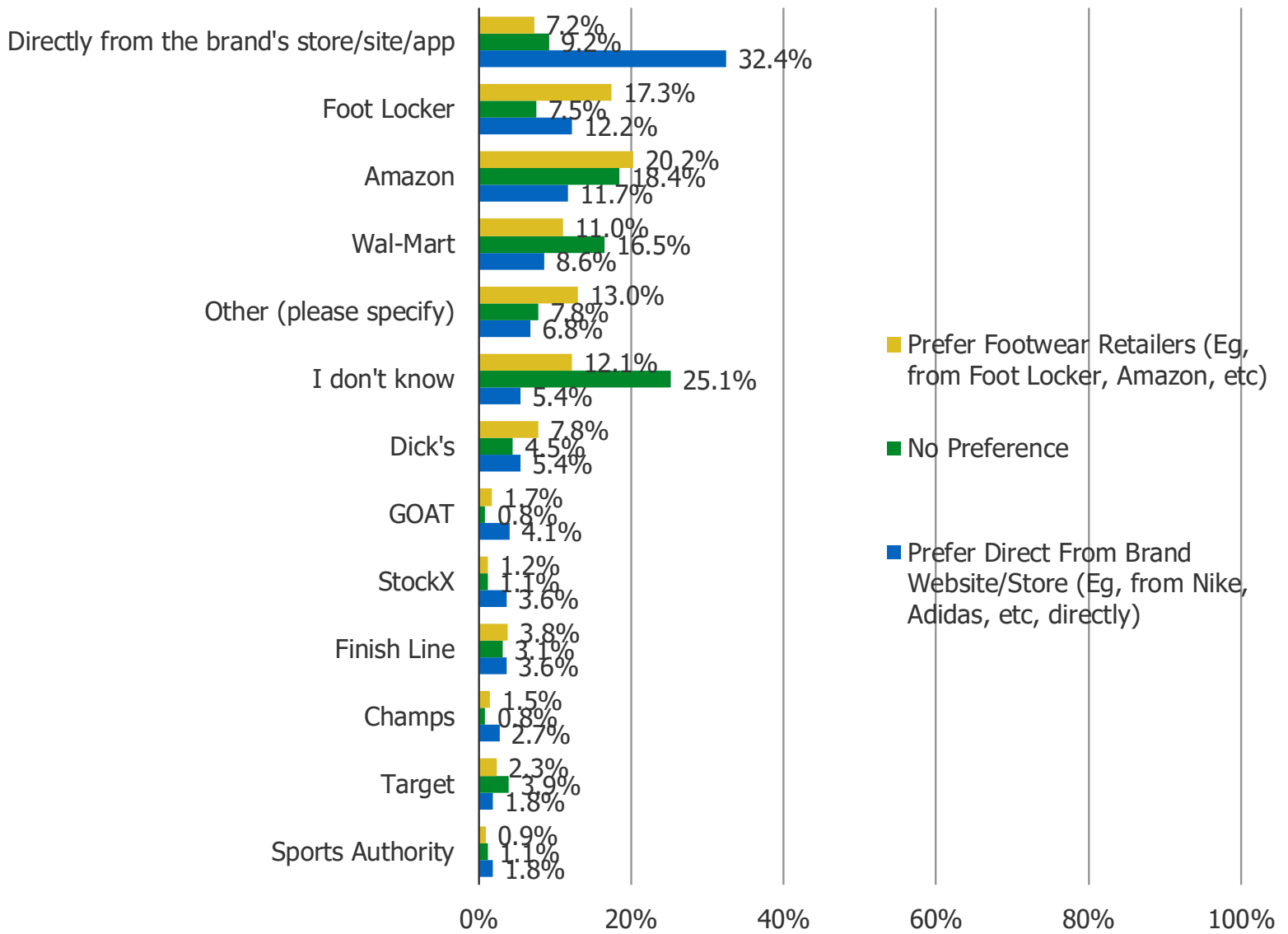
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

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



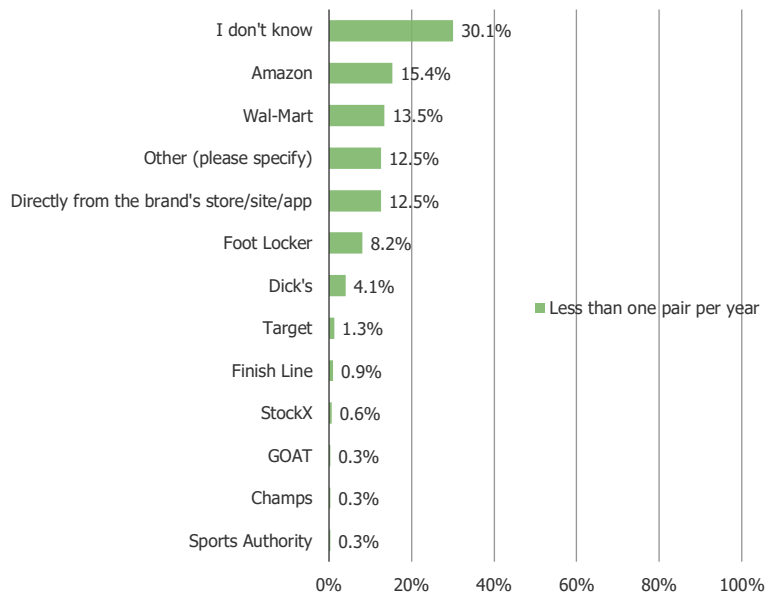
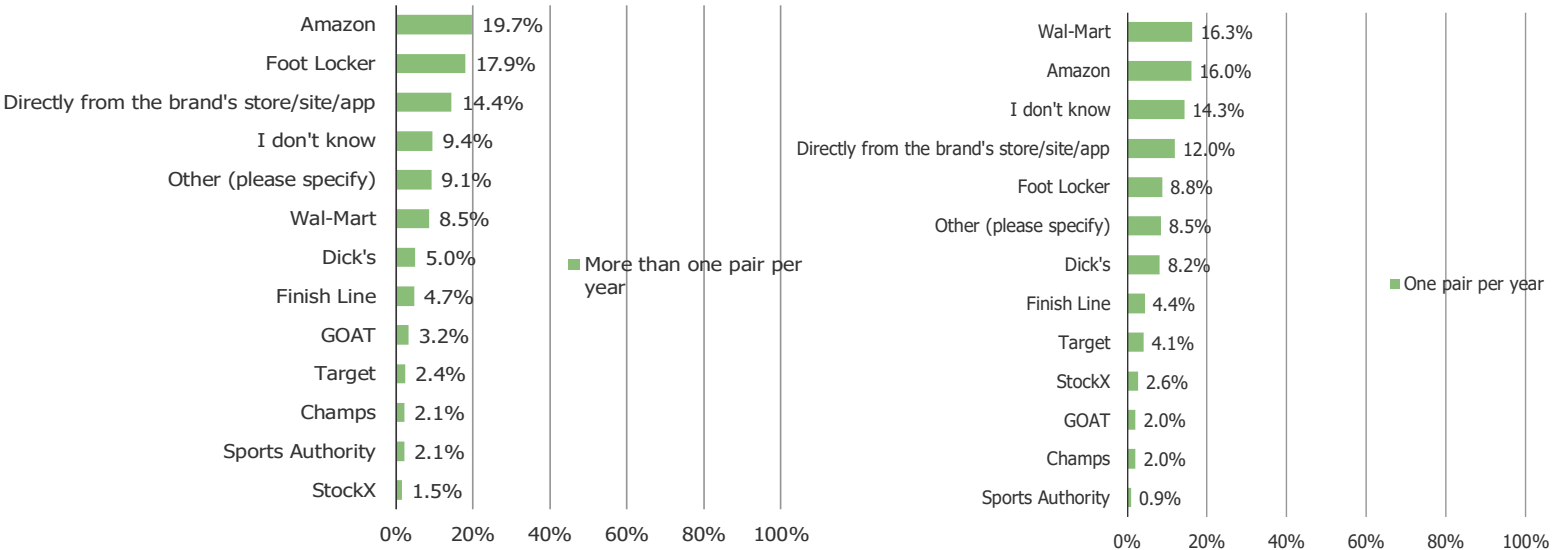
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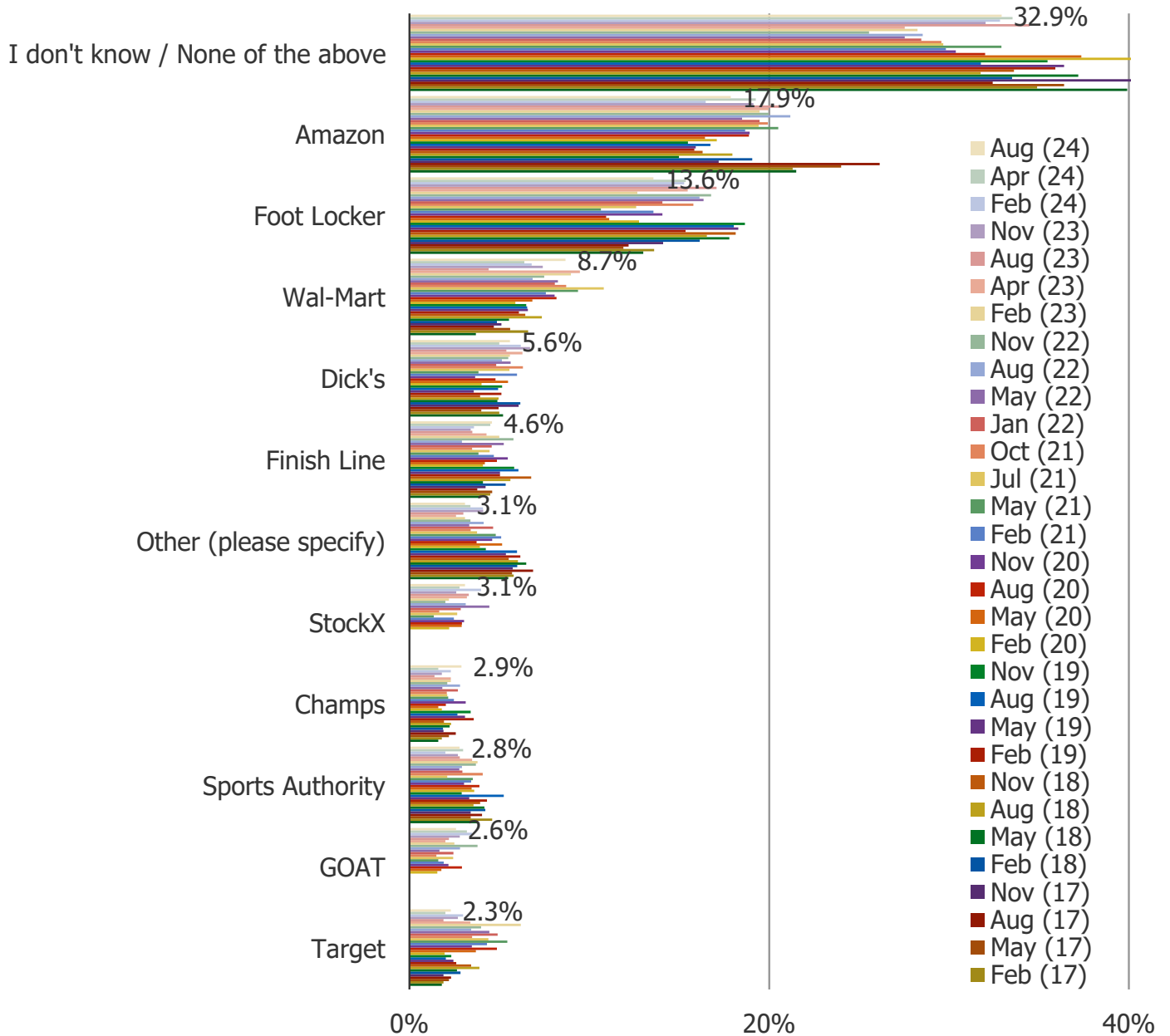
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

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



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

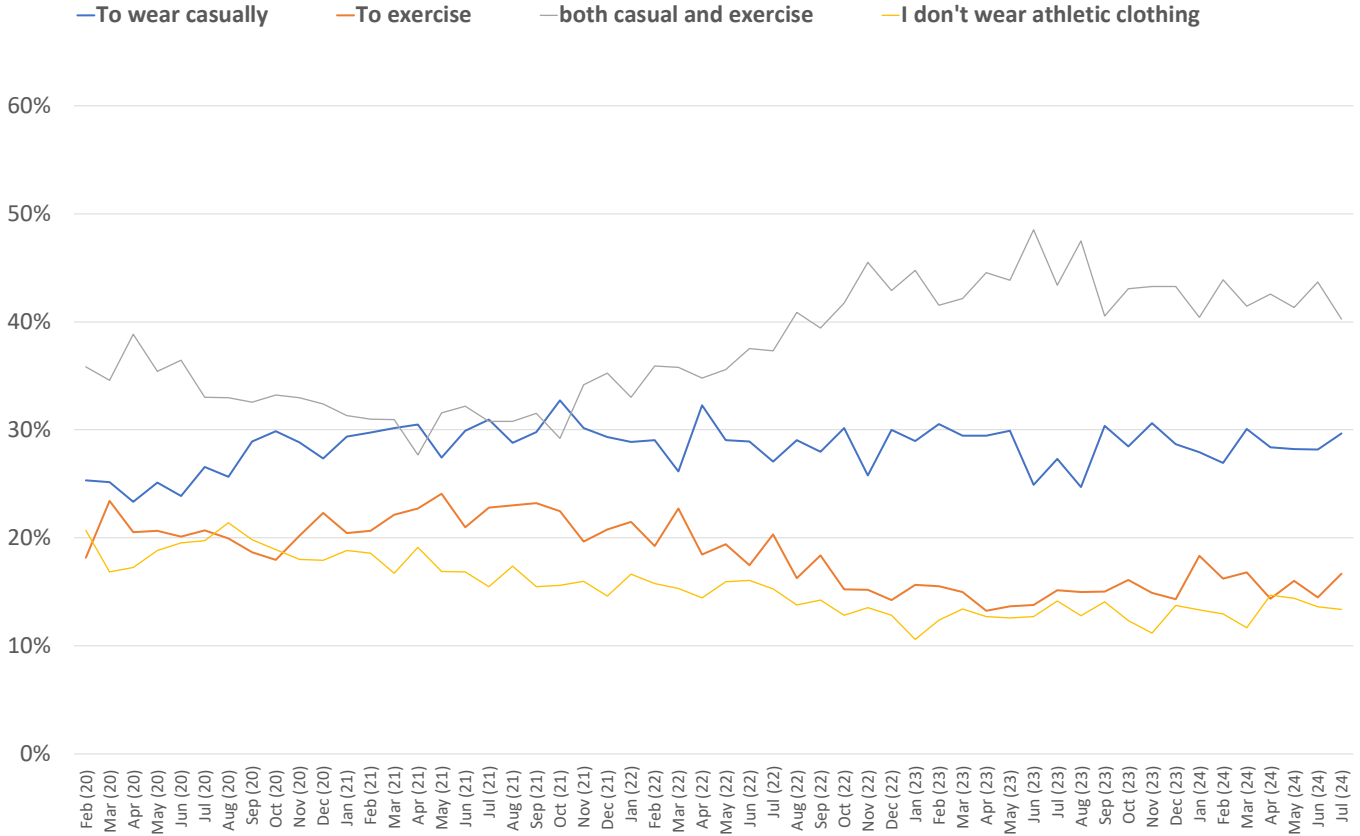
Posed to all respondents



CASUAL WEAR

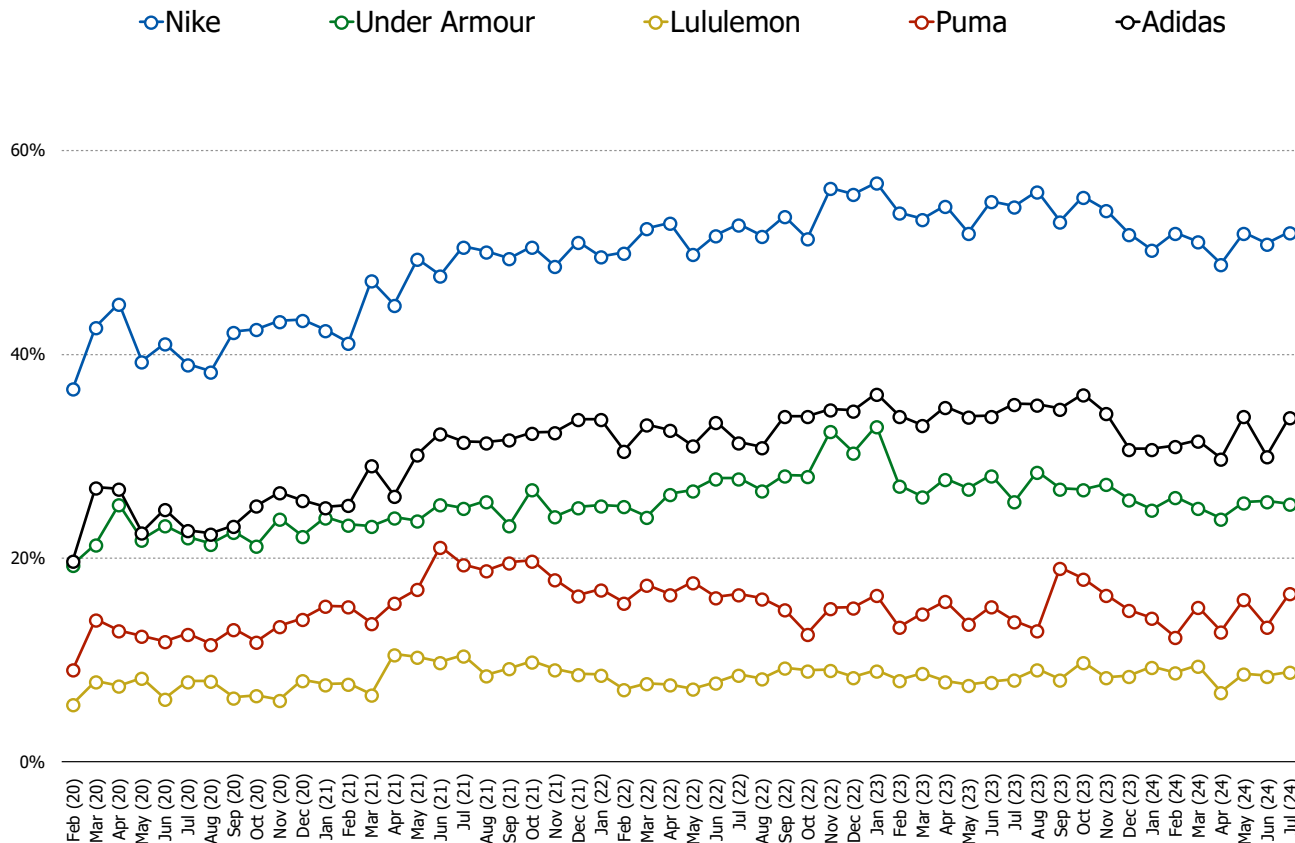
WHAT DO YOU USE ATHLETIC CLOTHING FOR?

Posed to all respondents



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

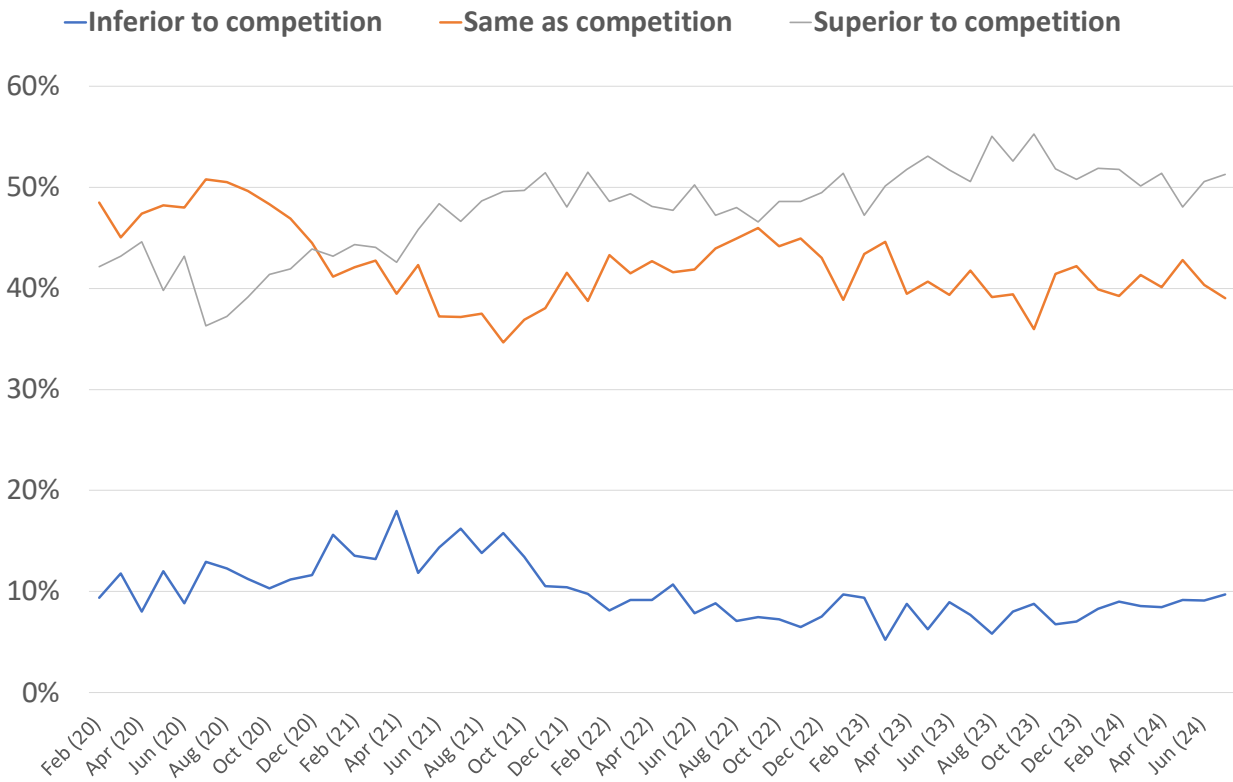
Posed to all respondents



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

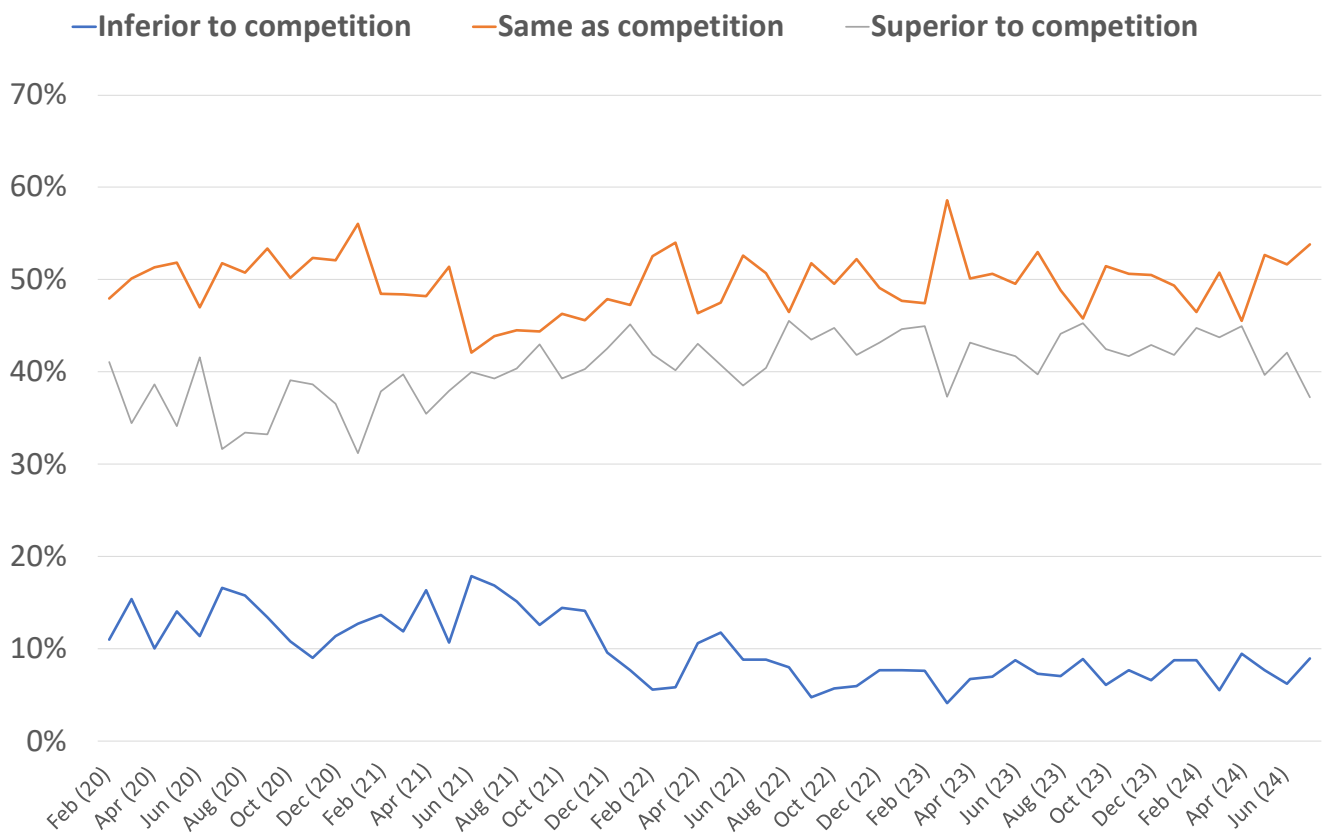
NIKE



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

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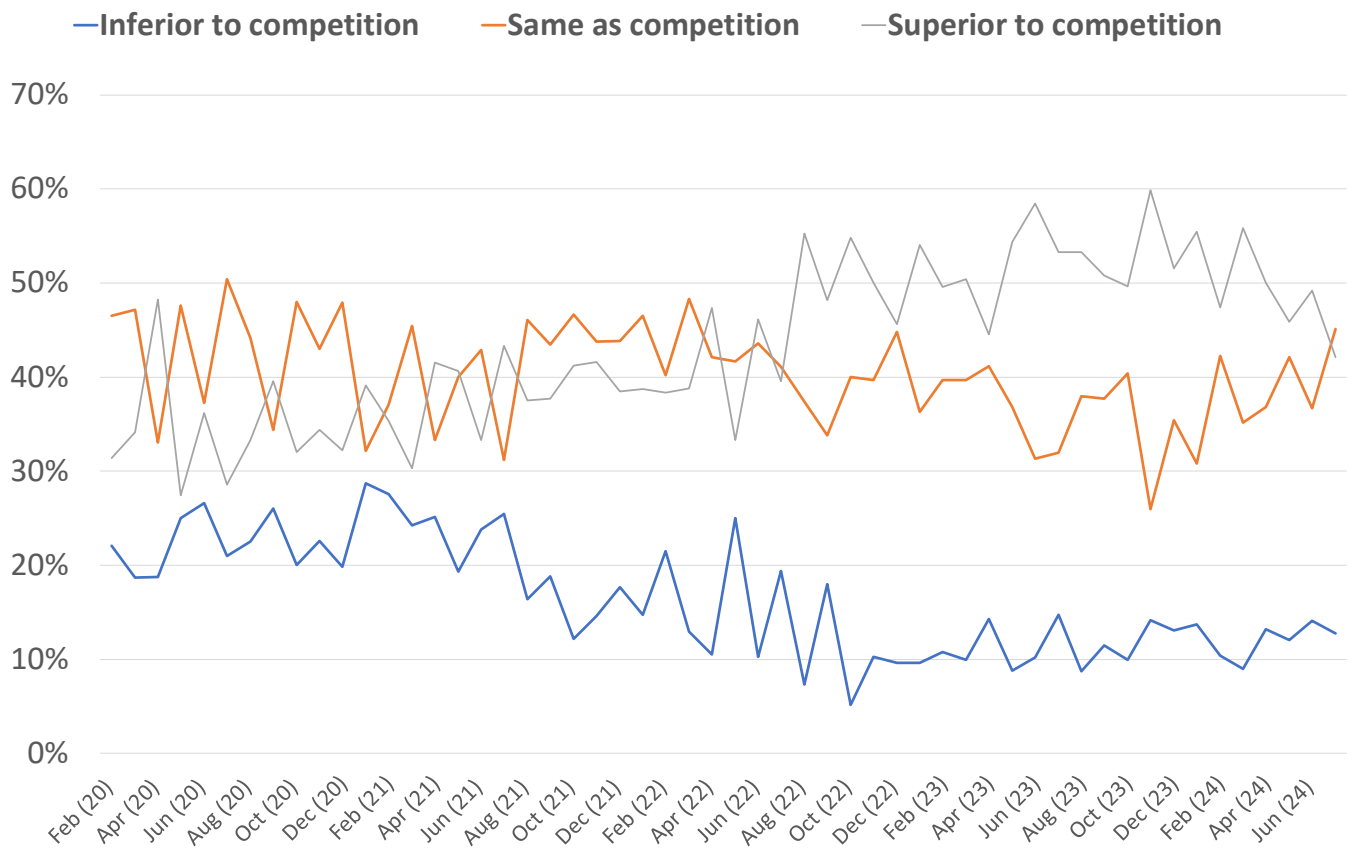
UNDER ARMOUR



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

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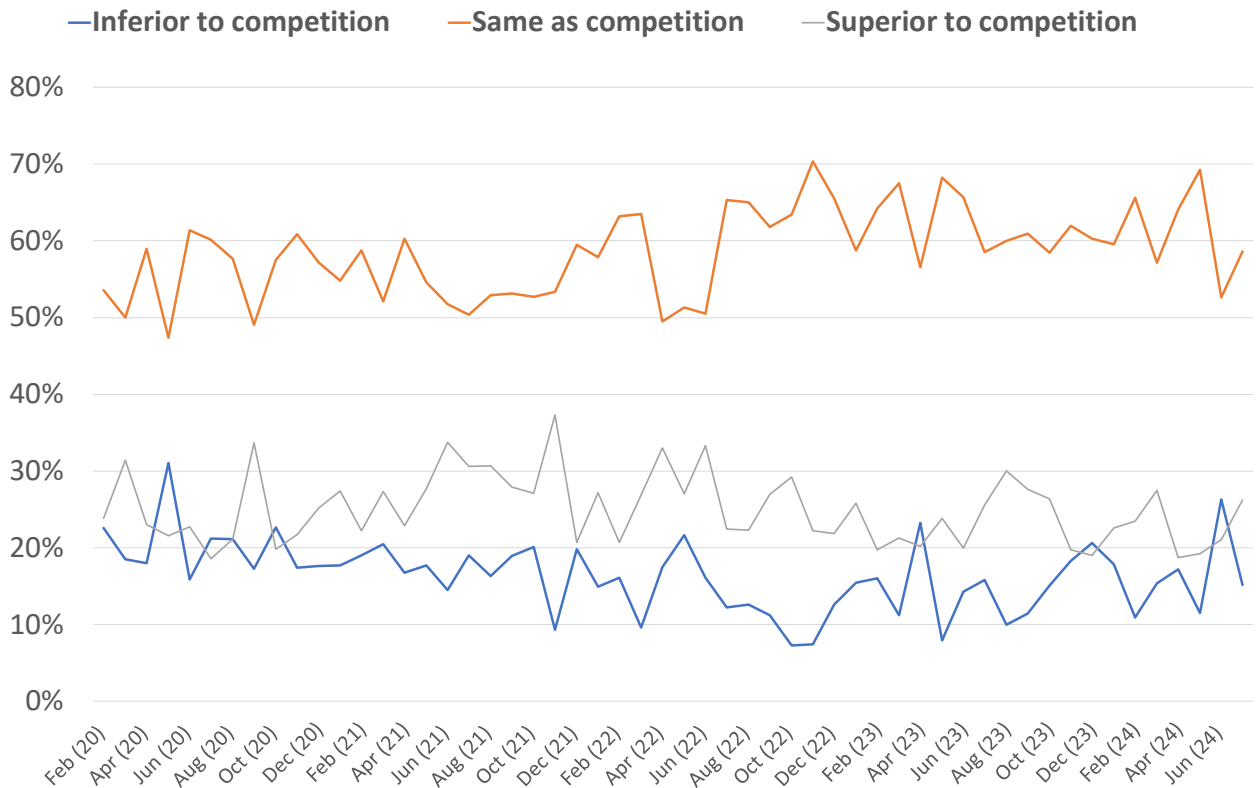
LULULEMON



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

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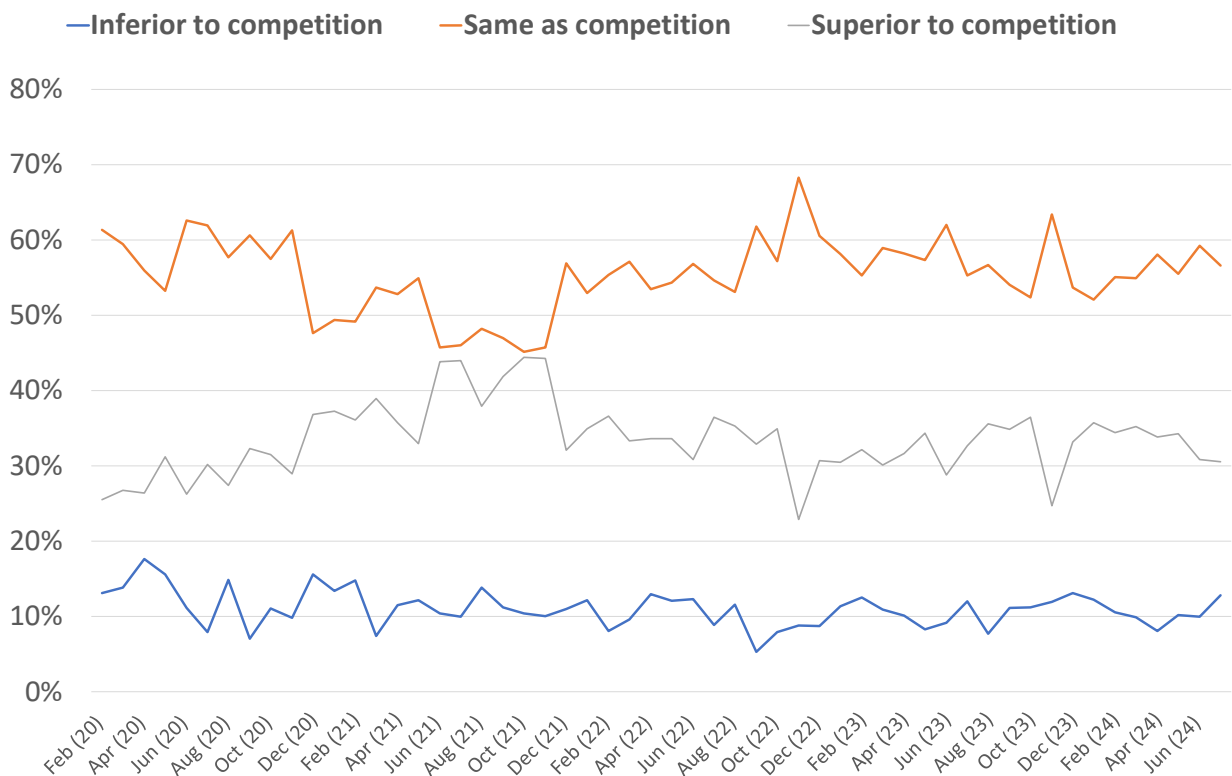
FILA



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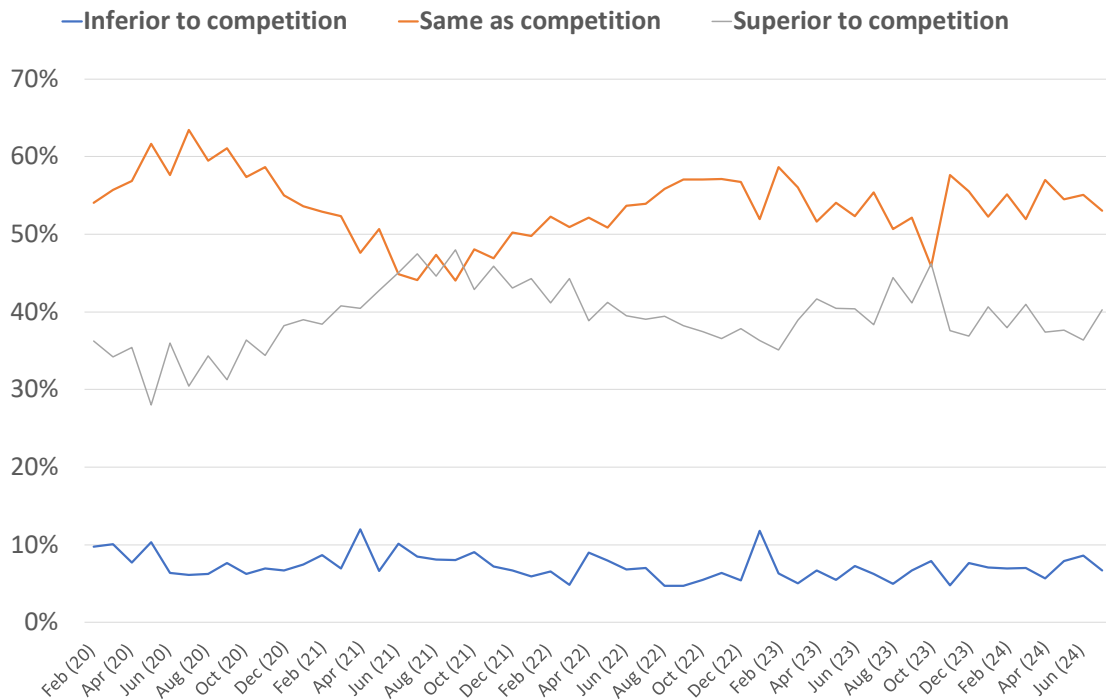
PUMA



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

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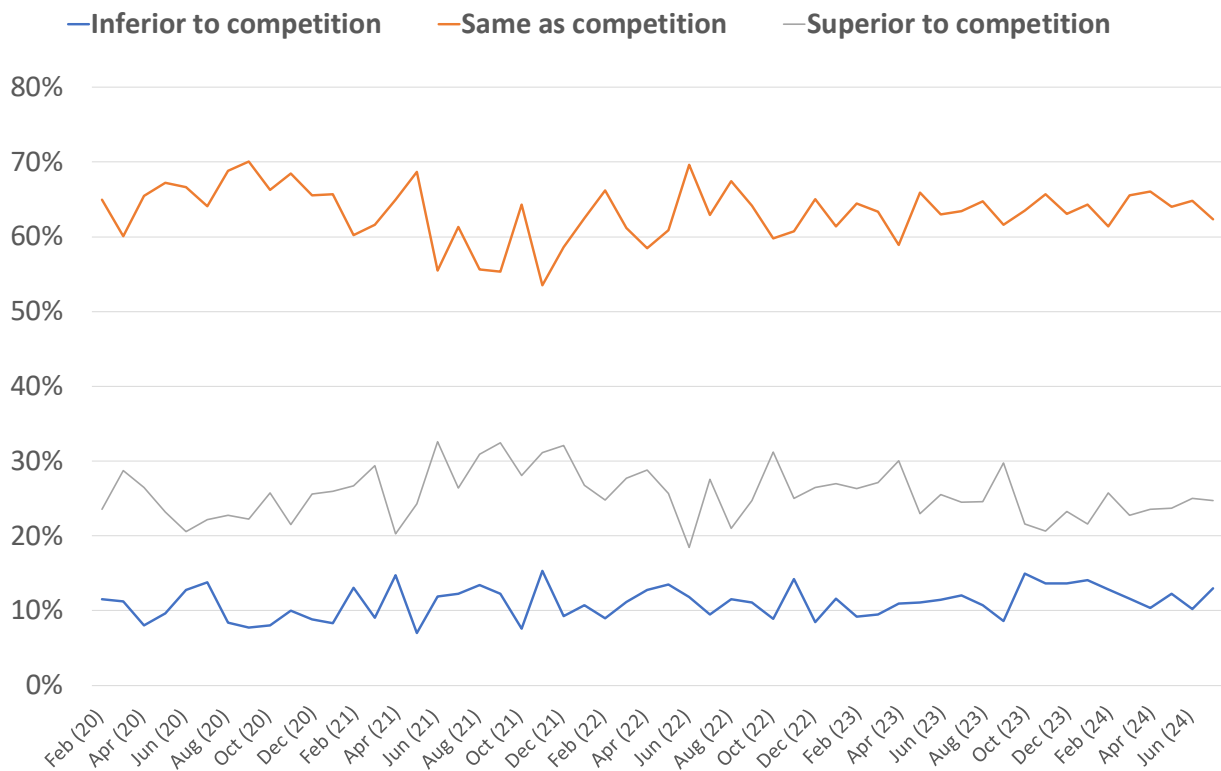
ADIDAS



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

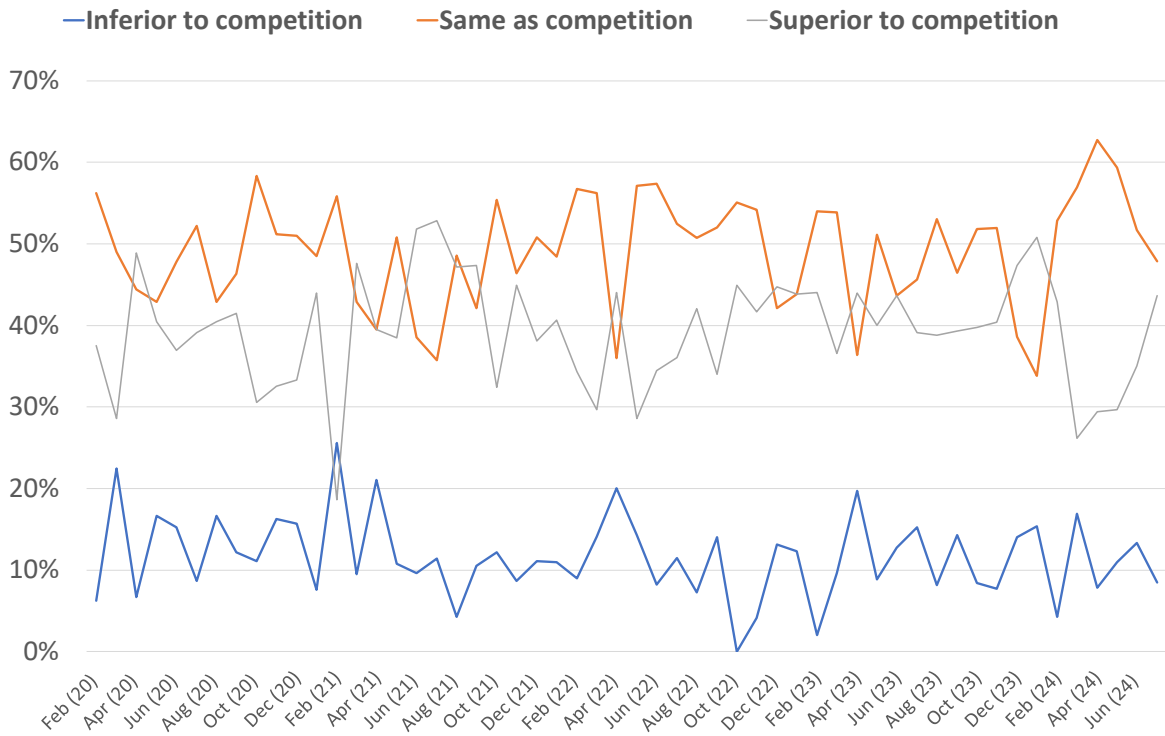
CHAMPION



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

