

BESPOKE SURVEYS

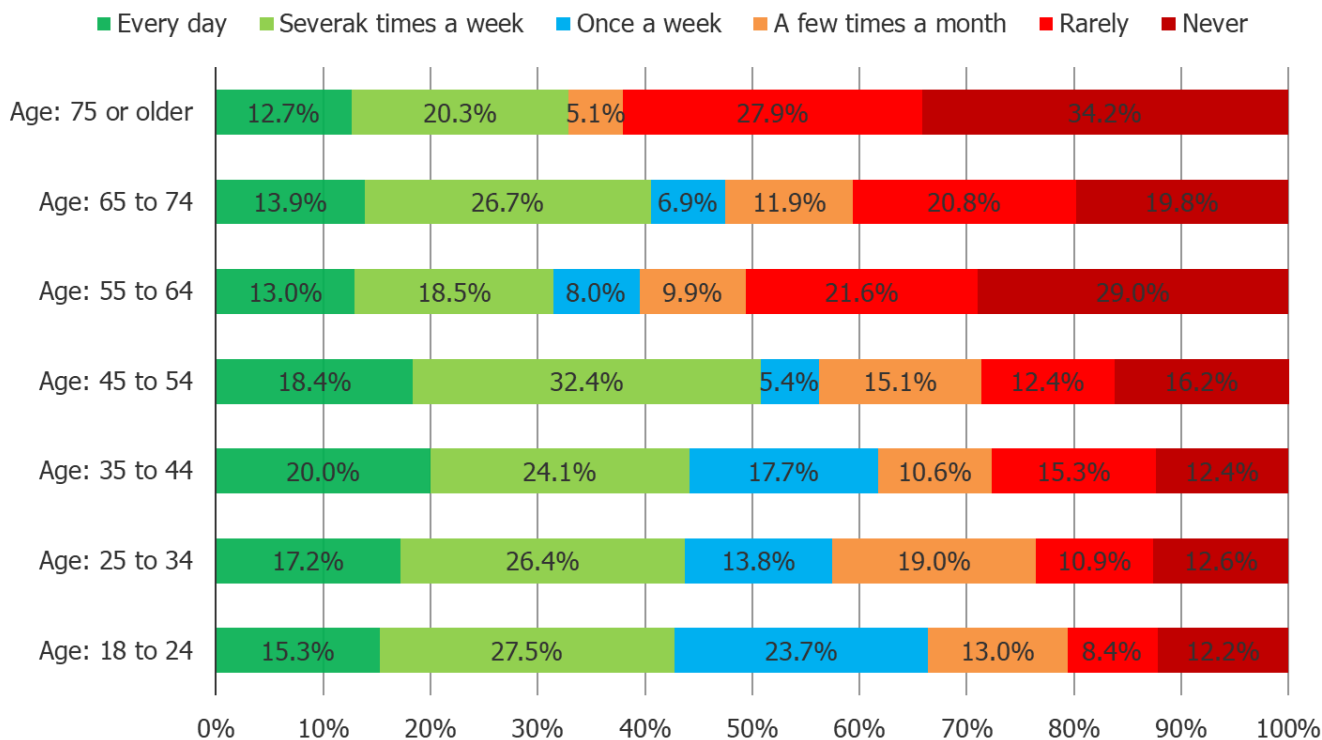
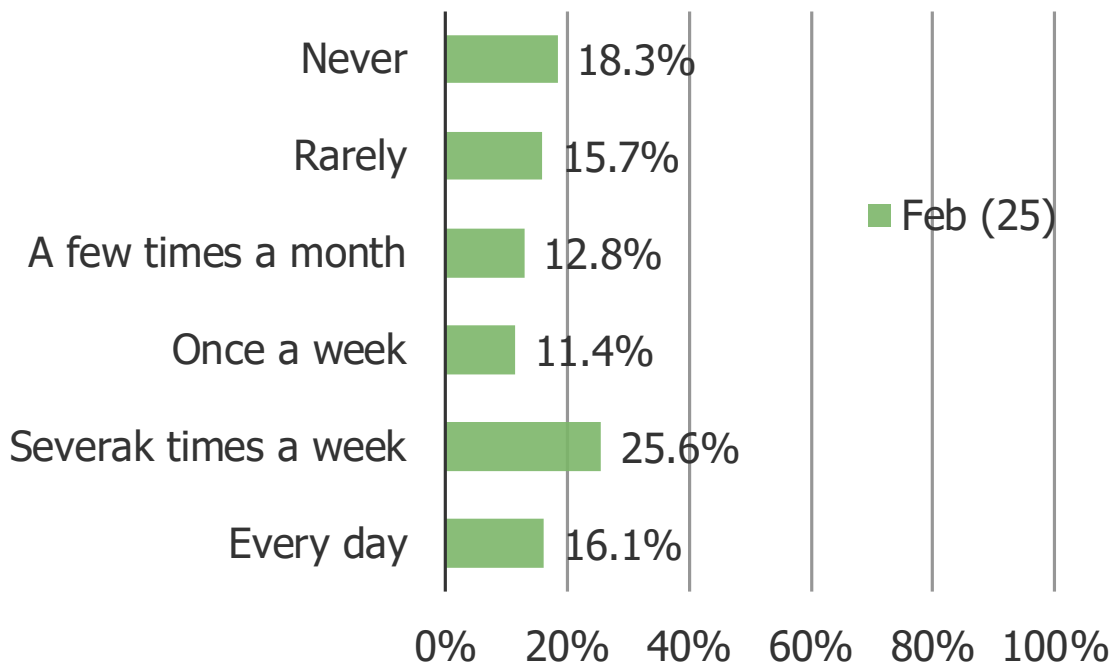
Footwear, Vol 35

1,250+ Respondents Per Quarter

## NEW QUESTIONS

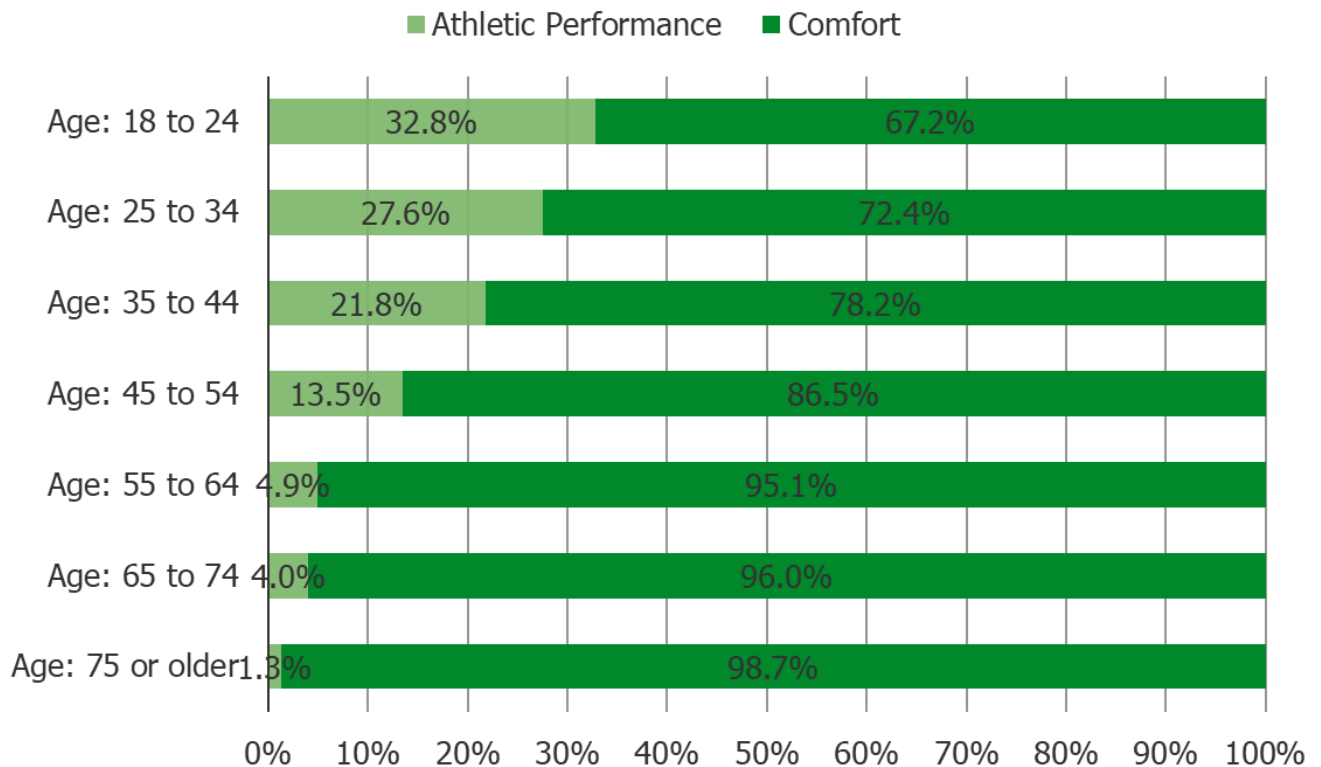
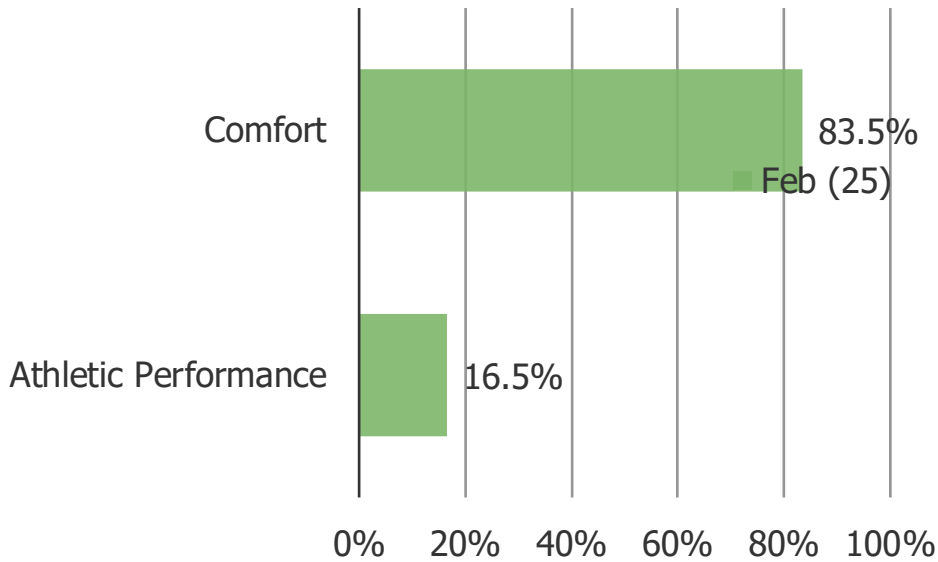
HOW OFTEN DO YOU WEAR ATHLEISURE / ATHLETIC CLOTHING?

Posed to all respondents



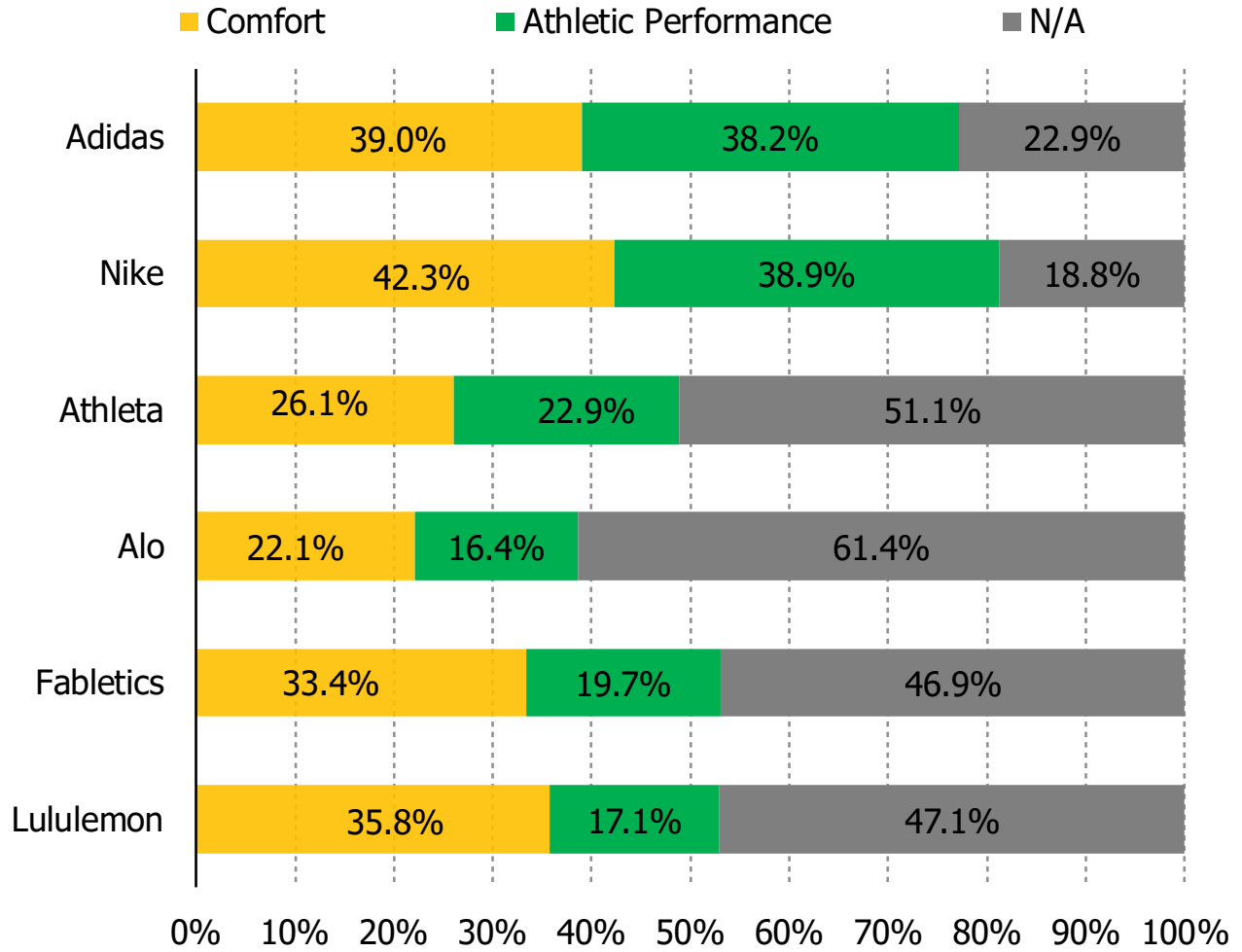
WHEN IT COMES TO BUYING ATHLETIC/ATHLEISURE WEAR, WHICH IS MORE IMPORTANT TO YOU?

Posed to all respondents



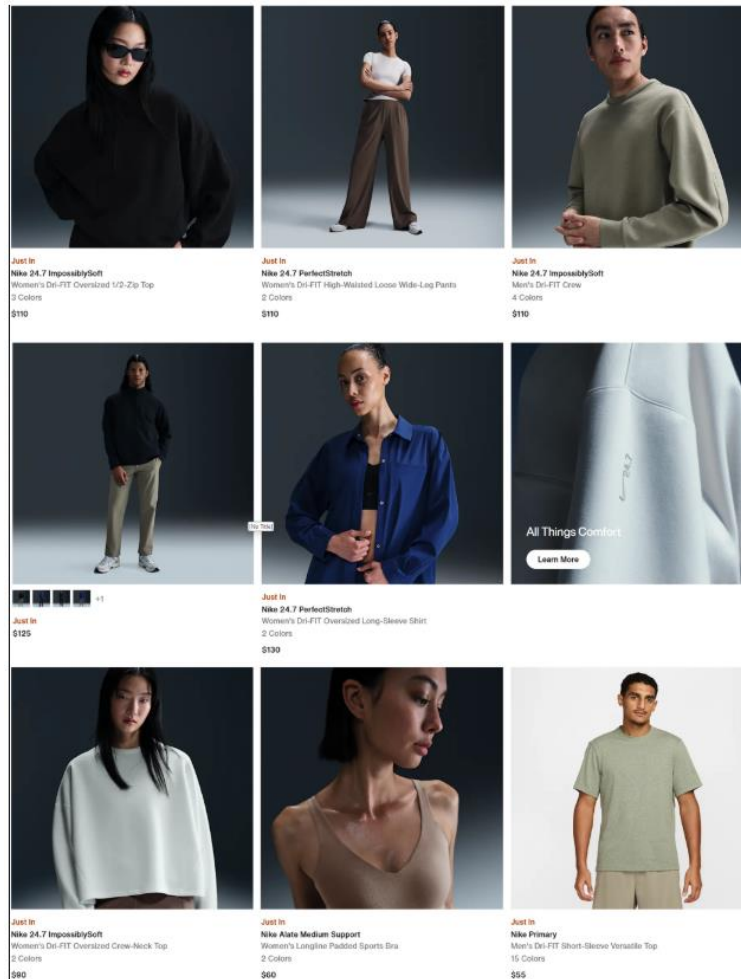
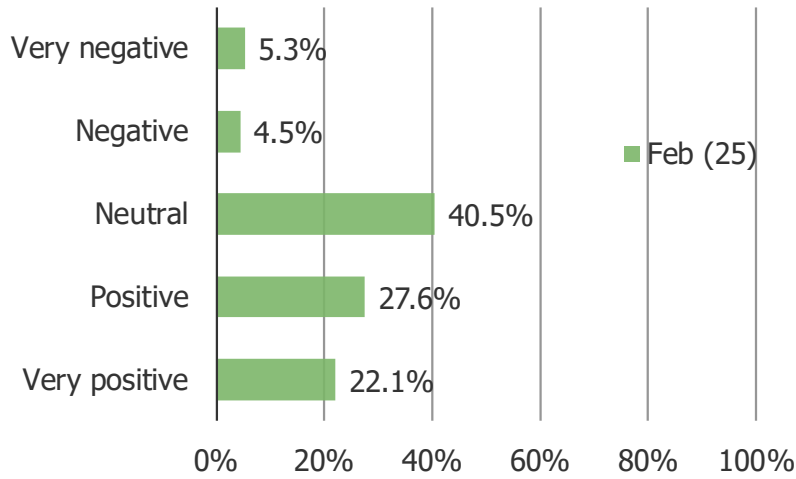
WHEN YOU THINK OF THE FOLLOWING ATHLEISURE BRANDS, DO YOU ASSOCIATE THEIR CLOTHES MORE WITH...

Posed to all respondents



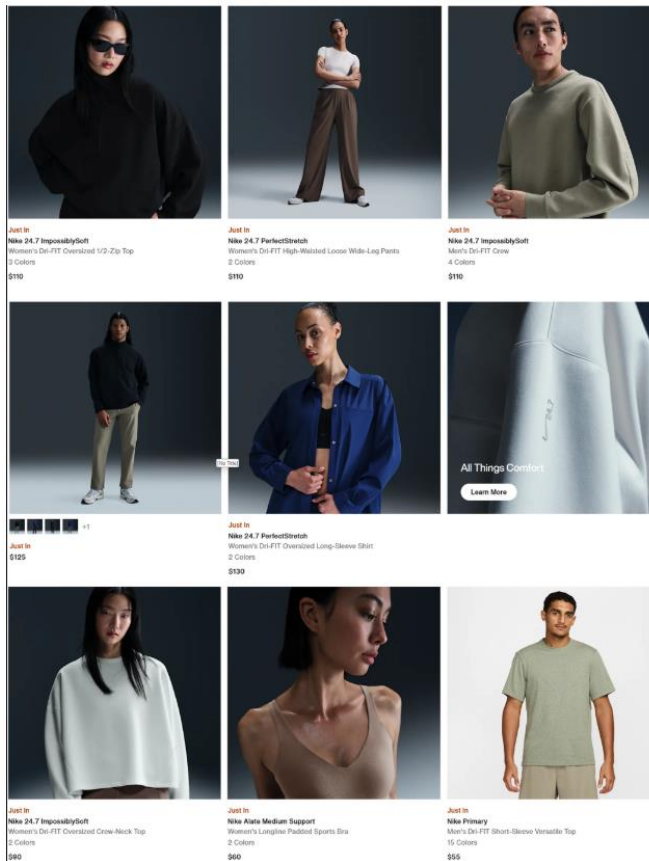
NIKE'S 24.7 COLLECTION IS A VERSATILE APPAREL LINE DESIGNED FOR ALL-DAY WEAR, BLENDING PERFORMANCE TECHNOLOGY WITH COMFORT AND STYLE, FEATURING MOISTURE-WICKING, STRETCHABLE, AND ULTRA-SOFT FABRICS FOR BOTH ATHLETIC AND EVERYDAY USE. WHAT IS YOUR OPINION OF THIS CLOTHING LINE?

Posed to all respondents



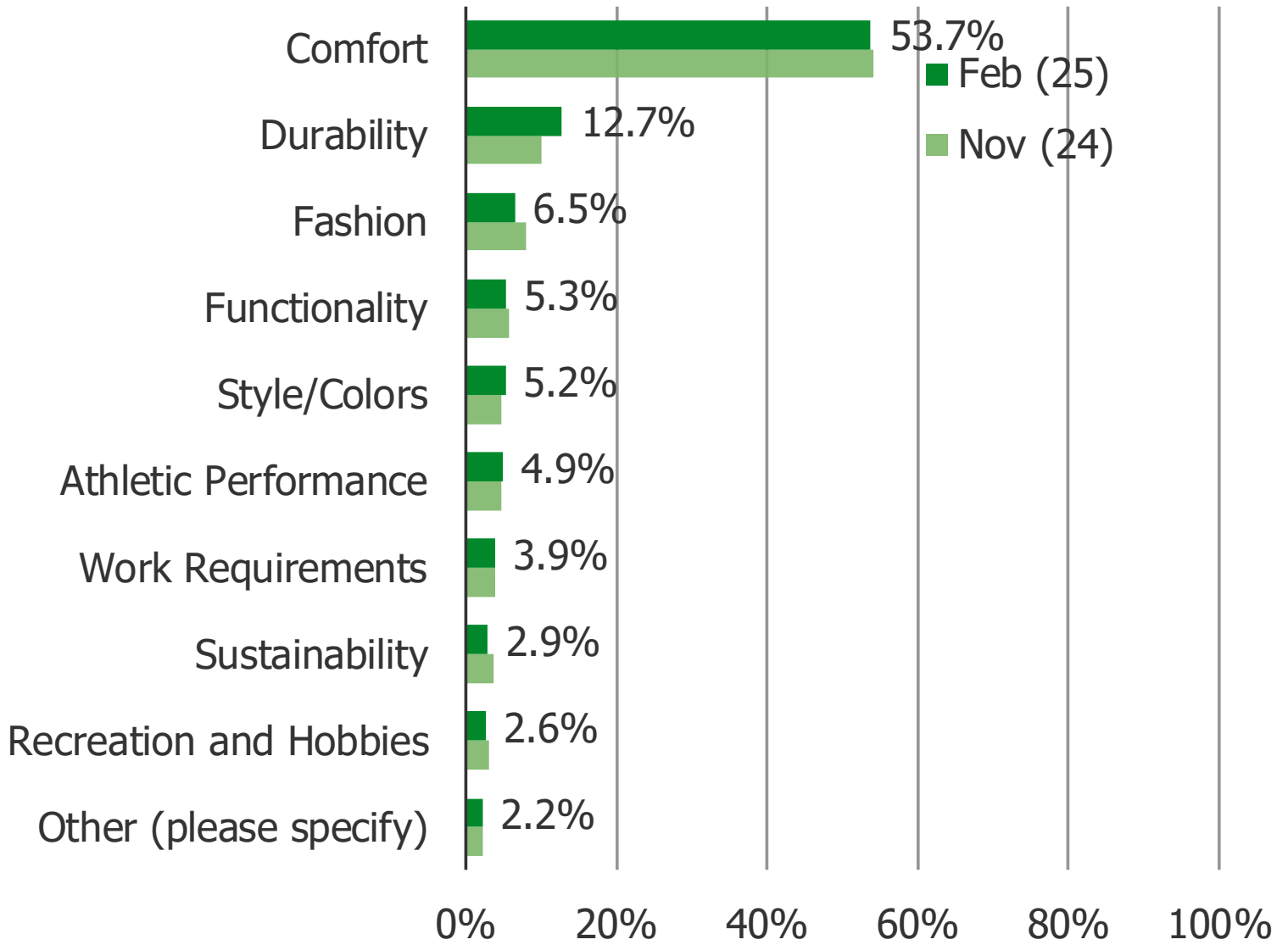
IF YOU HAD TO USE ONE ADJECTIVE TO DESCRIBE THE CLOTHING LINE, WHAT WOULD IT BE?

Posed to all respondents



WHAT IS TYPICALLY THE PRIMARY DRIVER FOR FOOTWEAR PURCHASES THAT YOU MAKE?

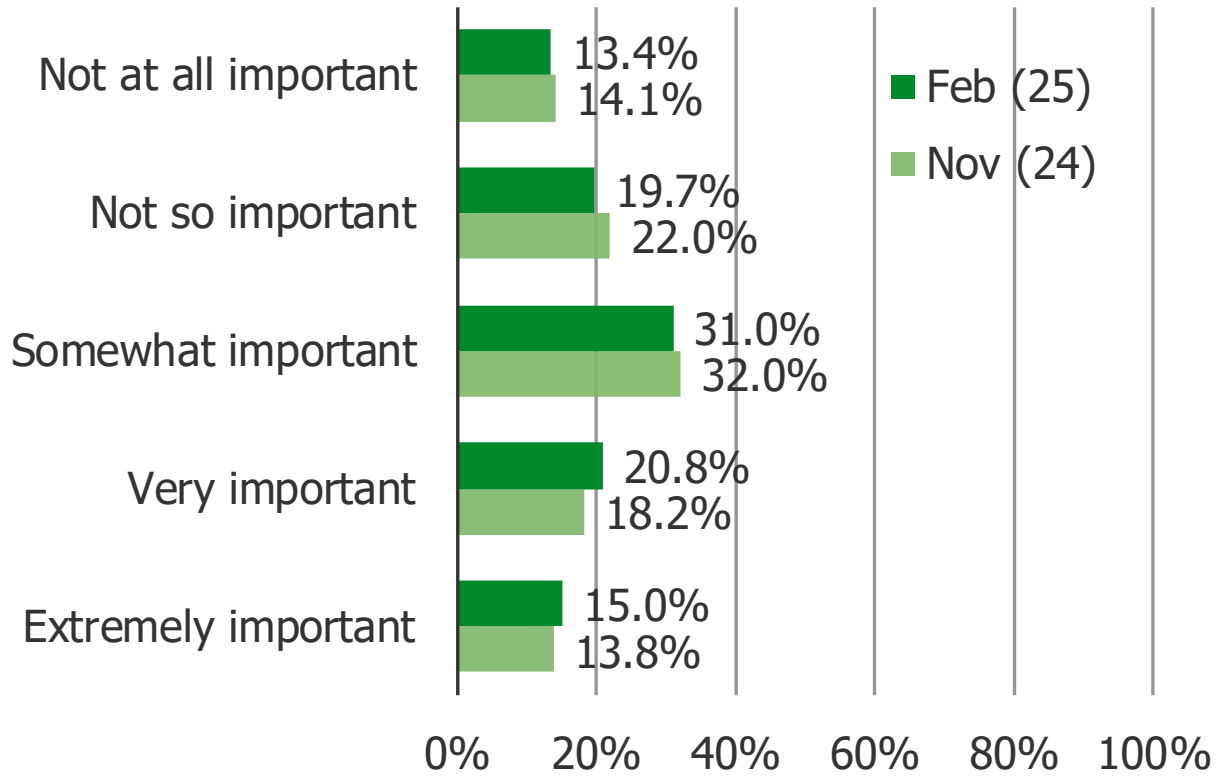
Posed to all respondents





HOW IMPORTANT IS THE FASHION COMPONENT OF SNEAKERS TO YOU?

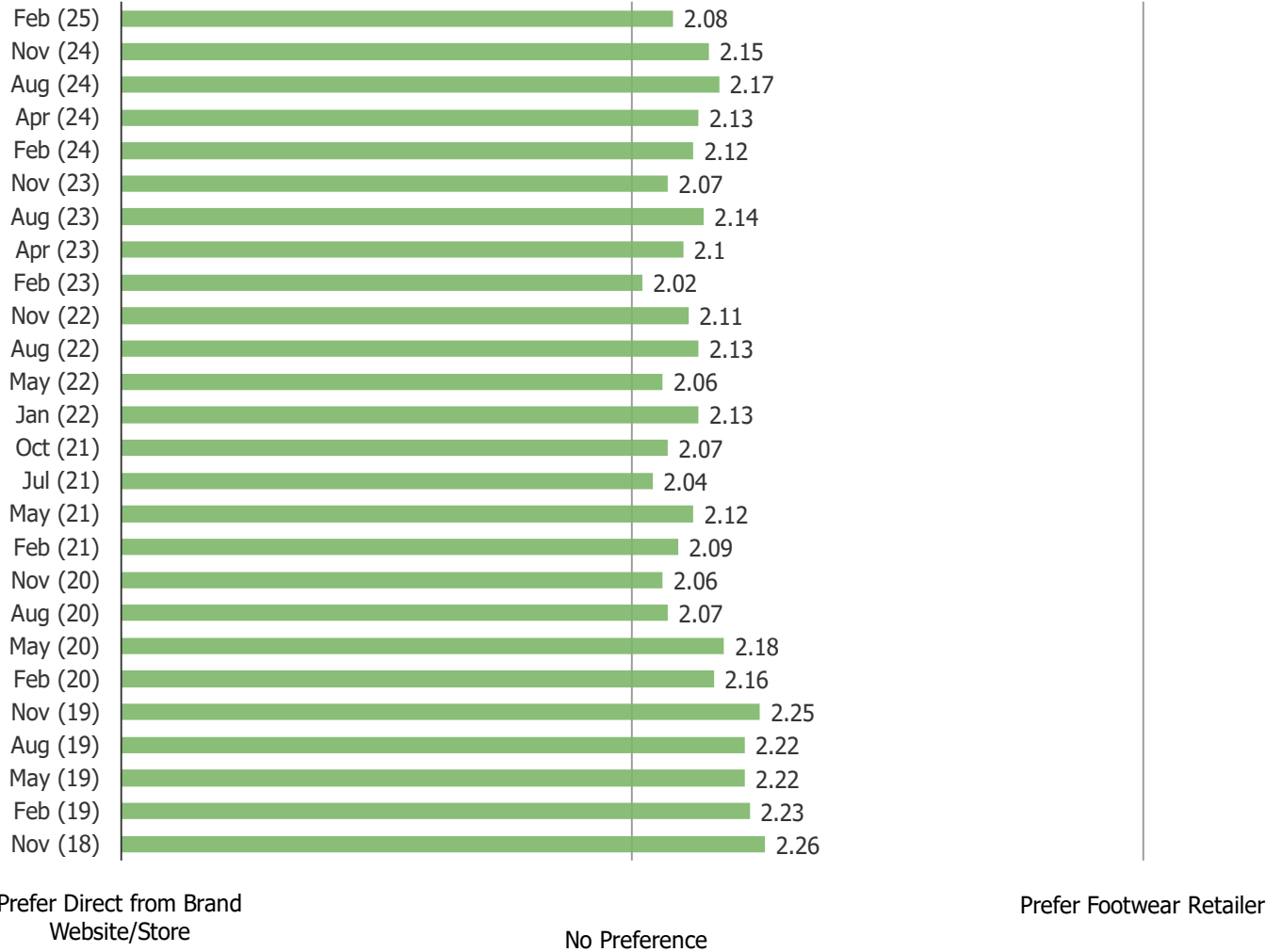
Posed to all respondents



## FOOTWEAR PURCHASE PREFERENCES

WHERE DO YOU PREFER TO BUY SNEAKERS/FOOTWEAR?

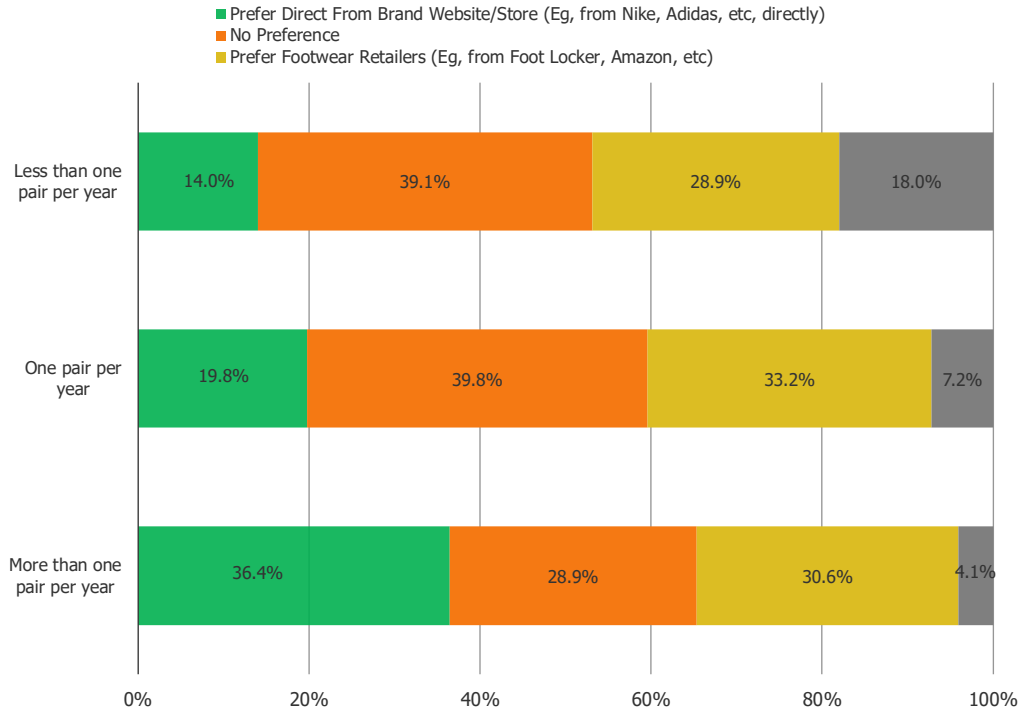
Posed to all respondents



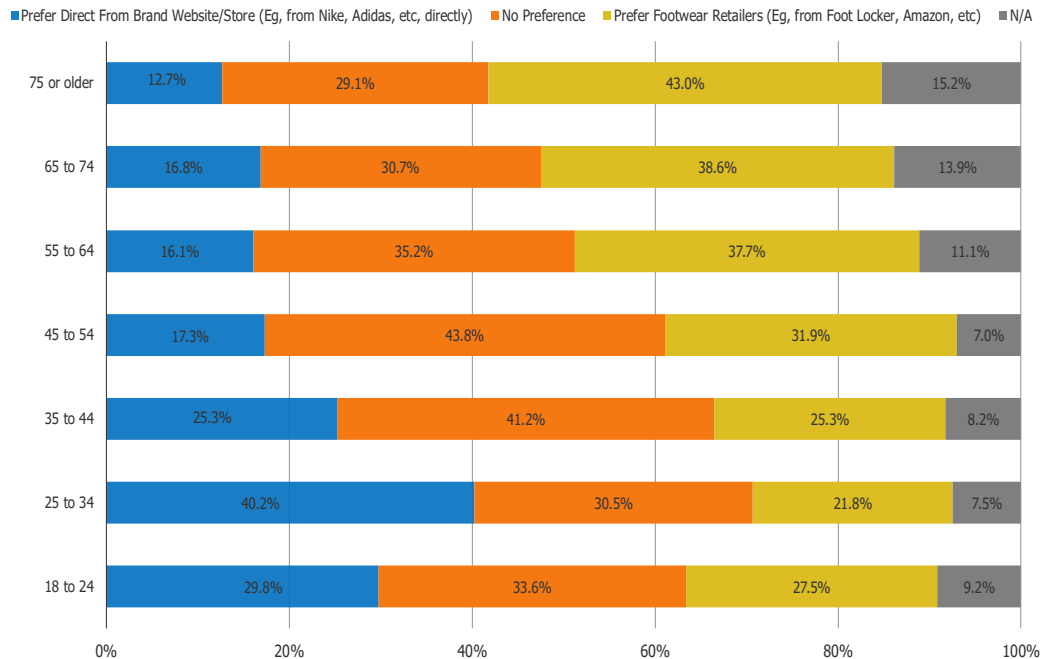
WHERE DO YOU PREFER TO BUY SNEAKERS/FOOTWEAR?

Cross-Tab Analysis

By How Often Consumers Buy Footwear

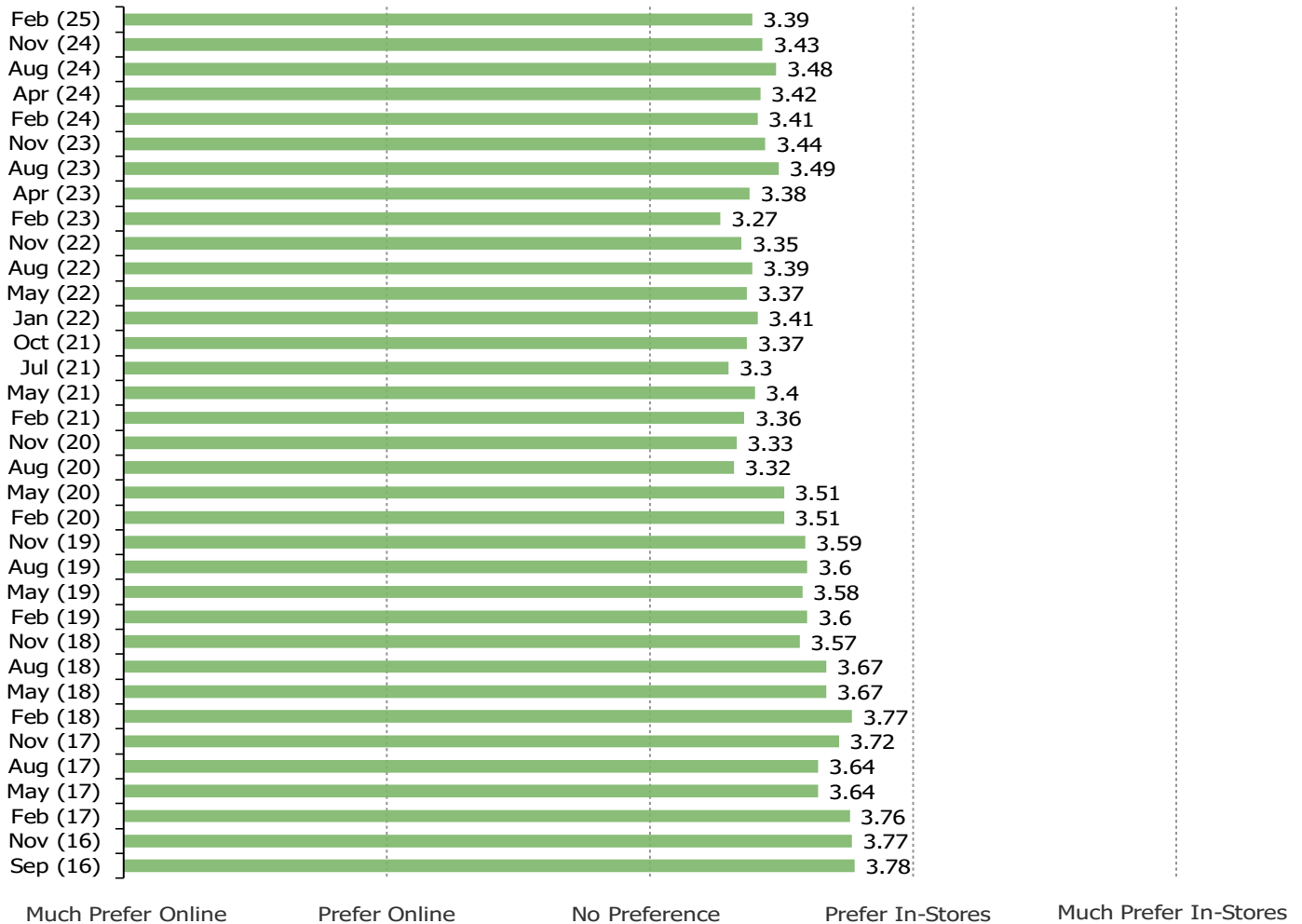


By Age



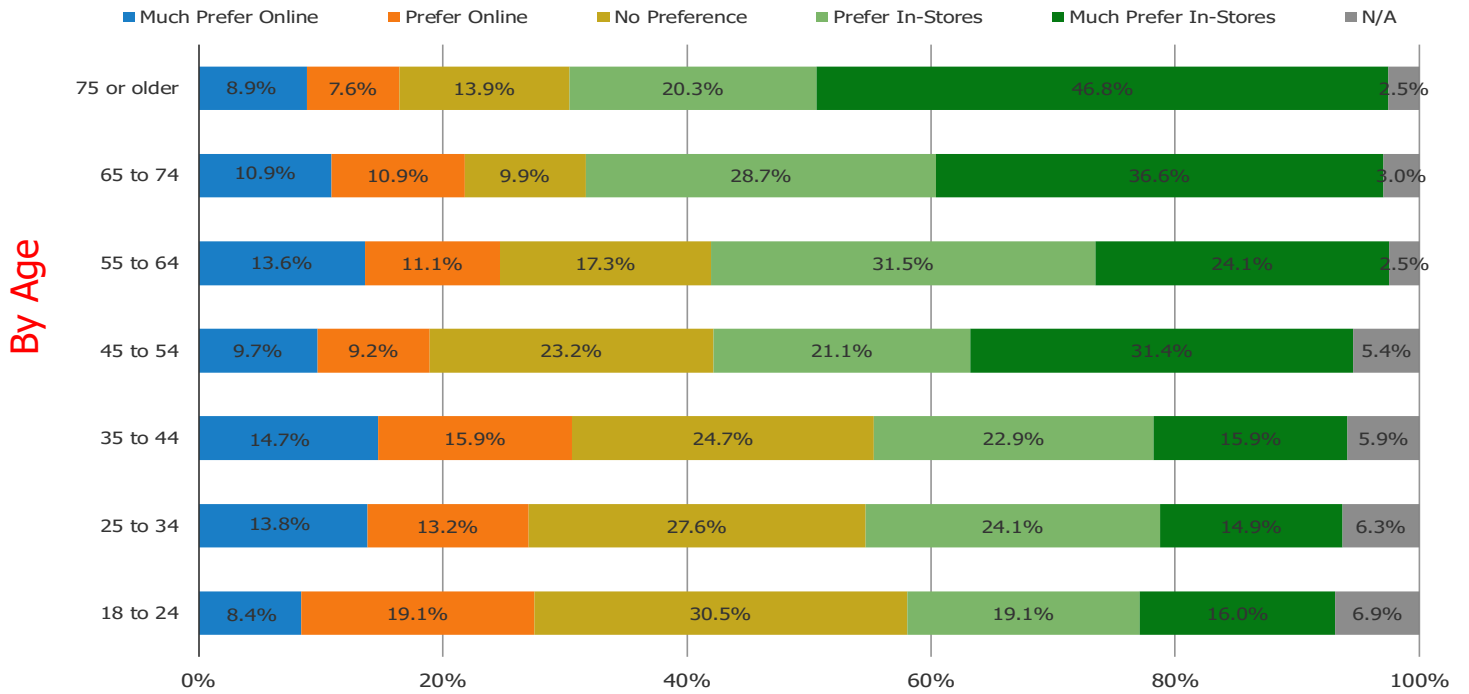
WHERE DO YOU PREFER TO BUY SNEAKERS?

Posed to all respondents



WHERE DO YOU PREFER TO BUY SNEAKERS?

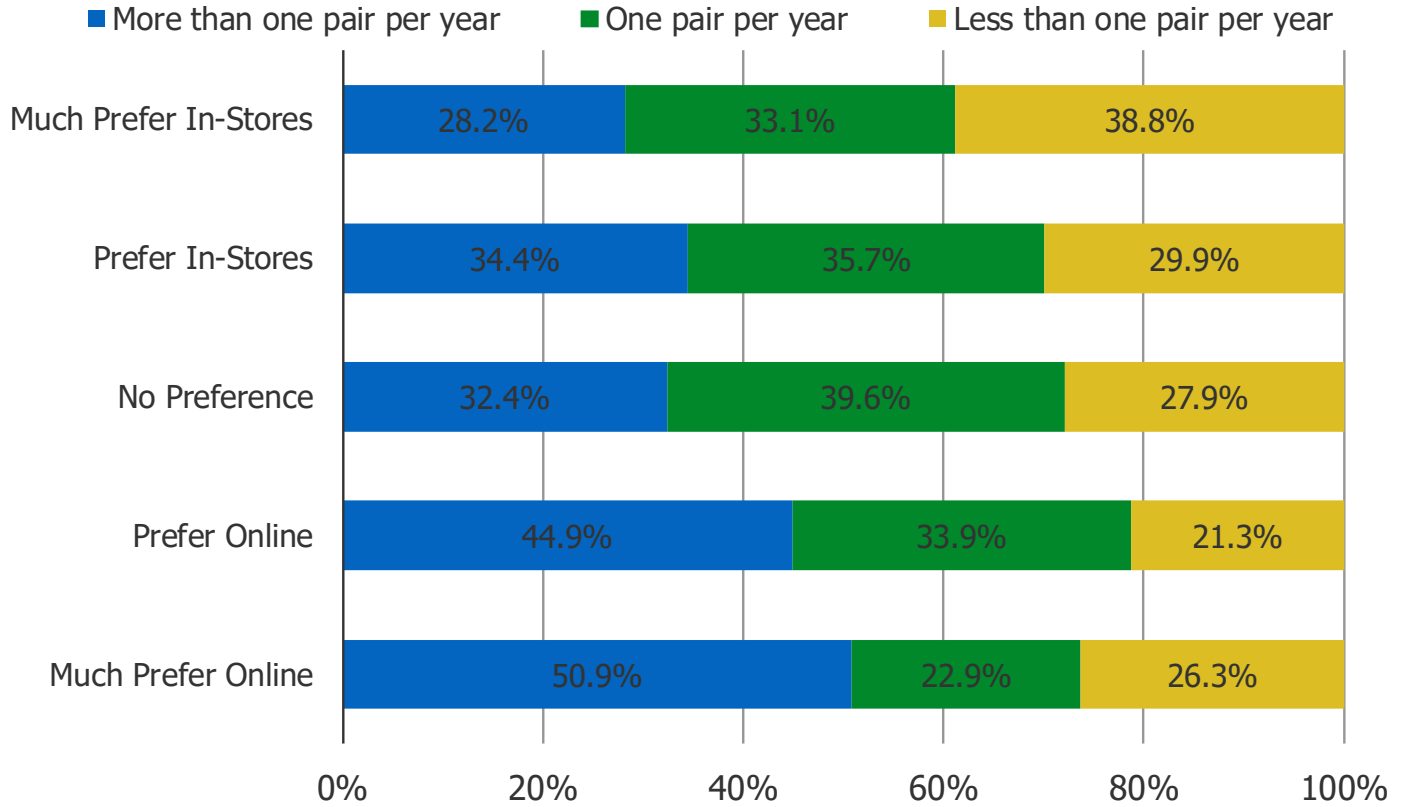
Cross-Tab Analysis



HOW MANY PAIRS OF FOOTWEAR DO YOU BUY PER YEAR?

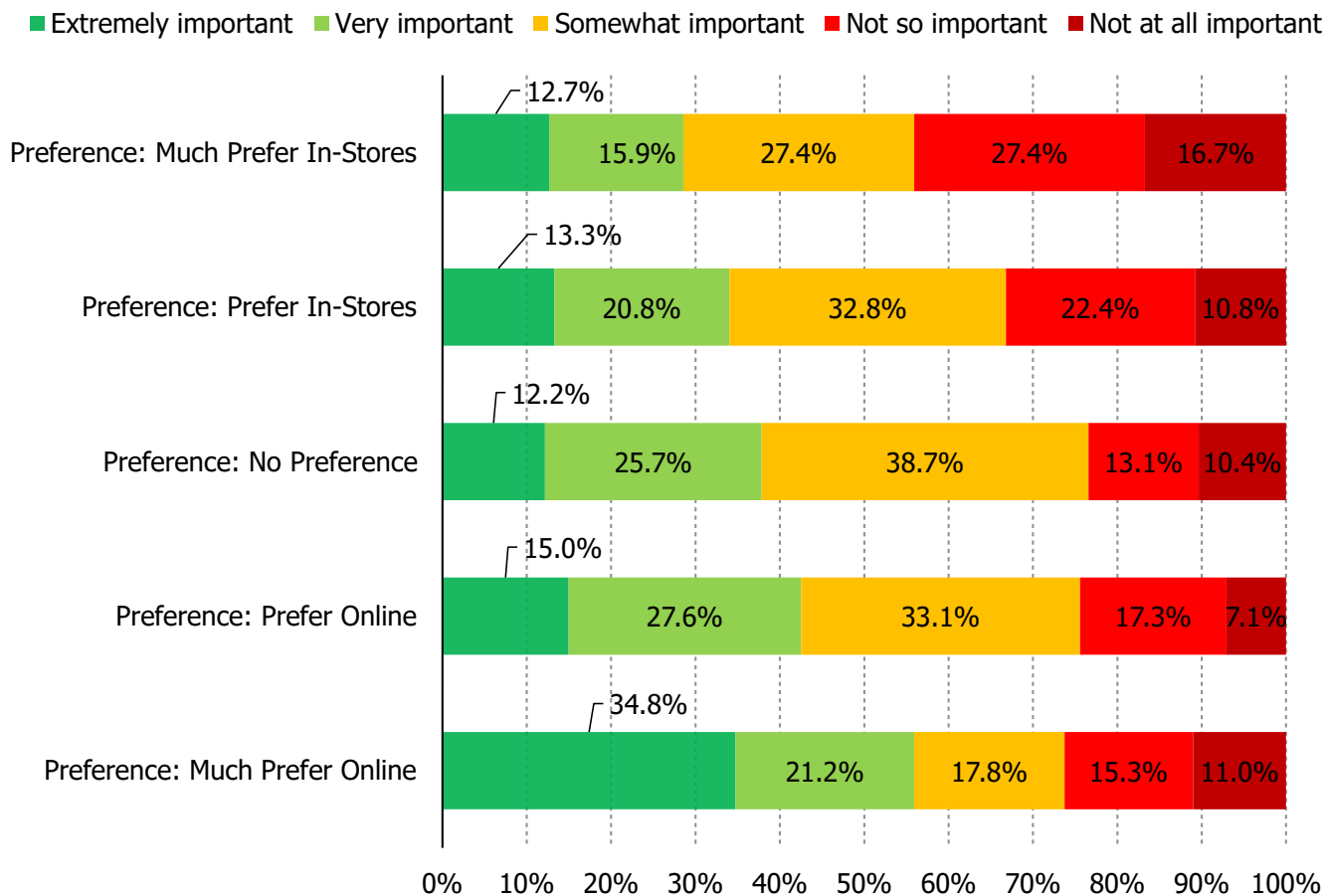
Cross-Tab Analysis

By How Consumers Prefer To Buy Footwear



HOW IMPORTANT IS THE FASHION COMPONENT OF SNEAKERS TO YOU?

Cross-Tab Analysis

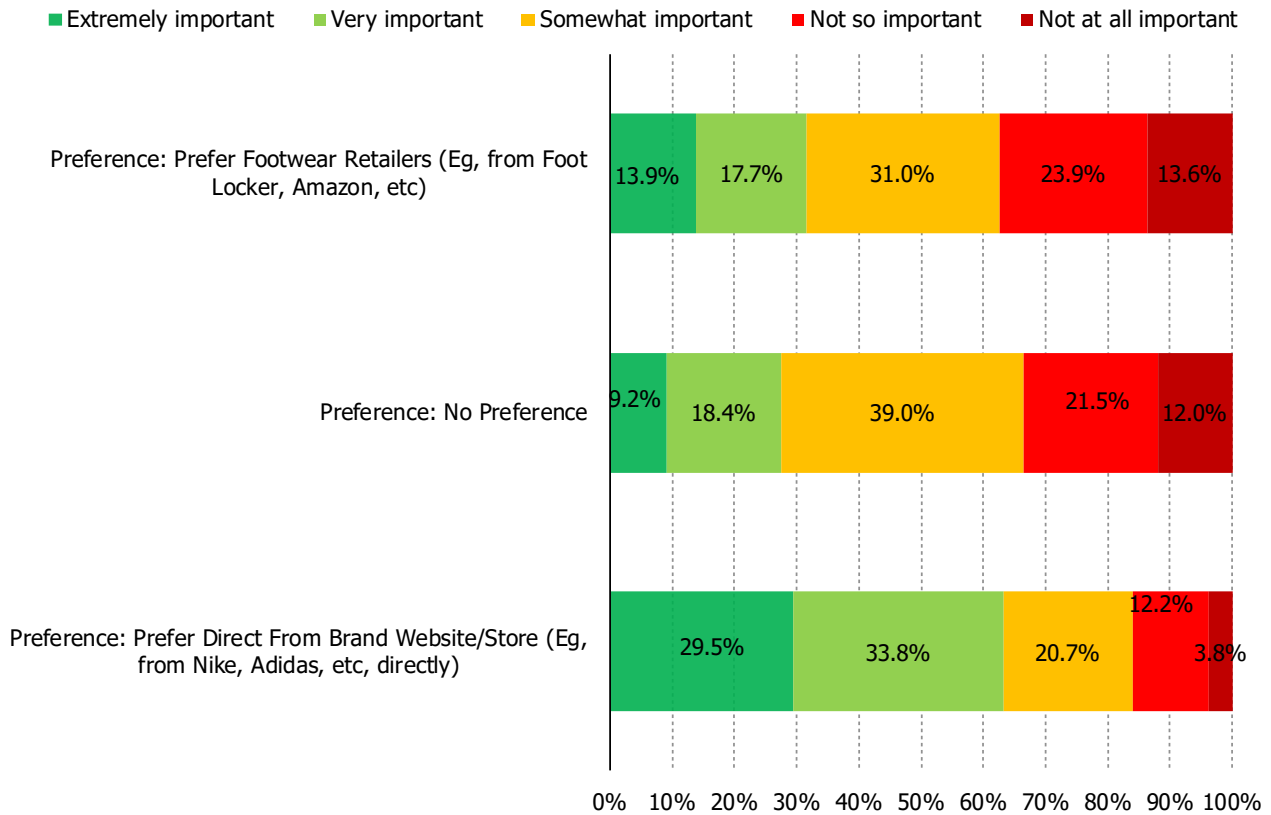


IE – respondents who much prefer buying footwear online are more likely to say the fashion component of sneakers is important to them...



HOW IMPORTANT IS THE FASHION COMPONENT OF SNEAKERS TO YOU?

Cross-Tab Analysis

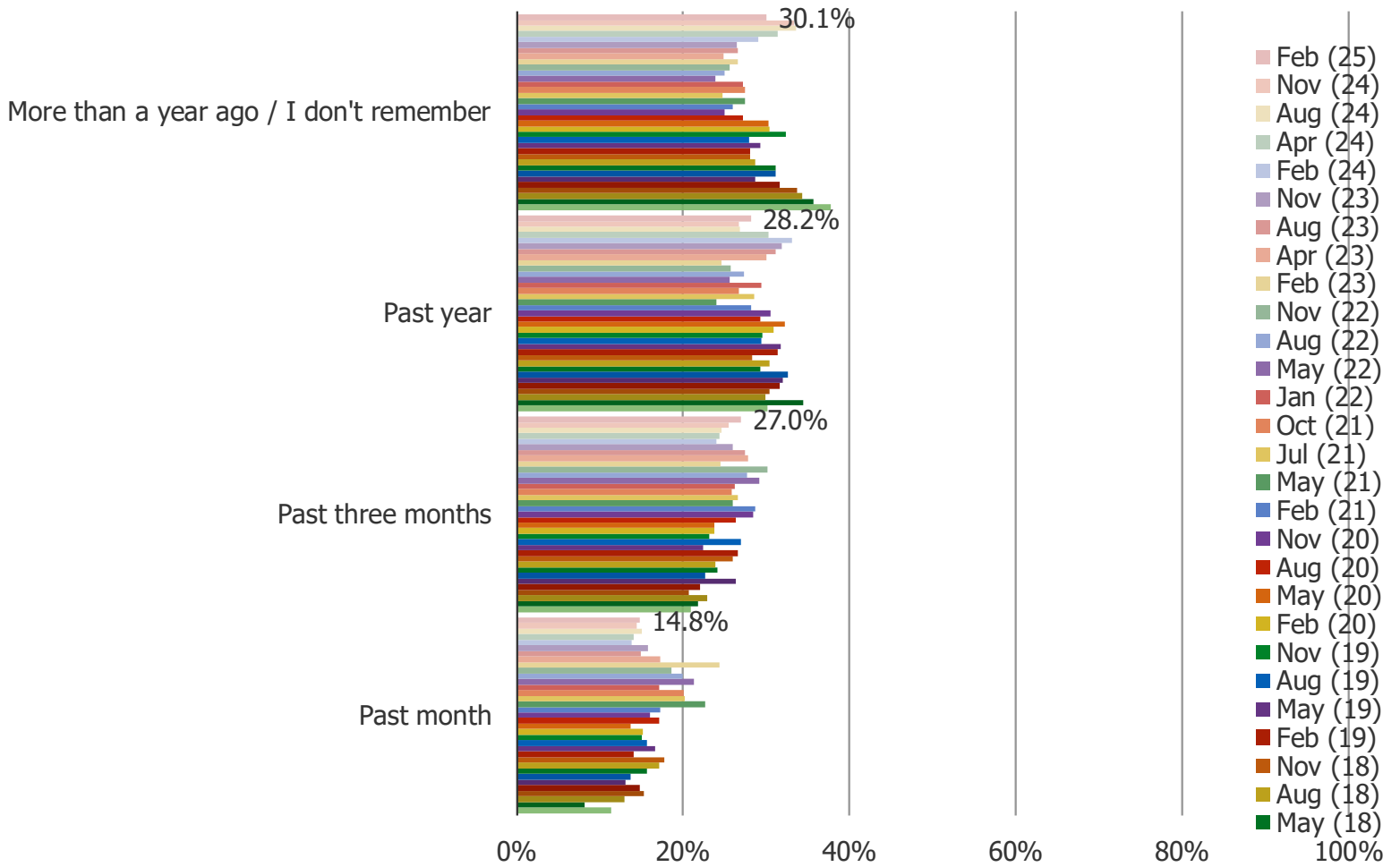


IE – respondents who prefer buying direct from the brand are more likely to say the fashion component of sneakers is important to them...

## SNEAKER BUYING TRENDS

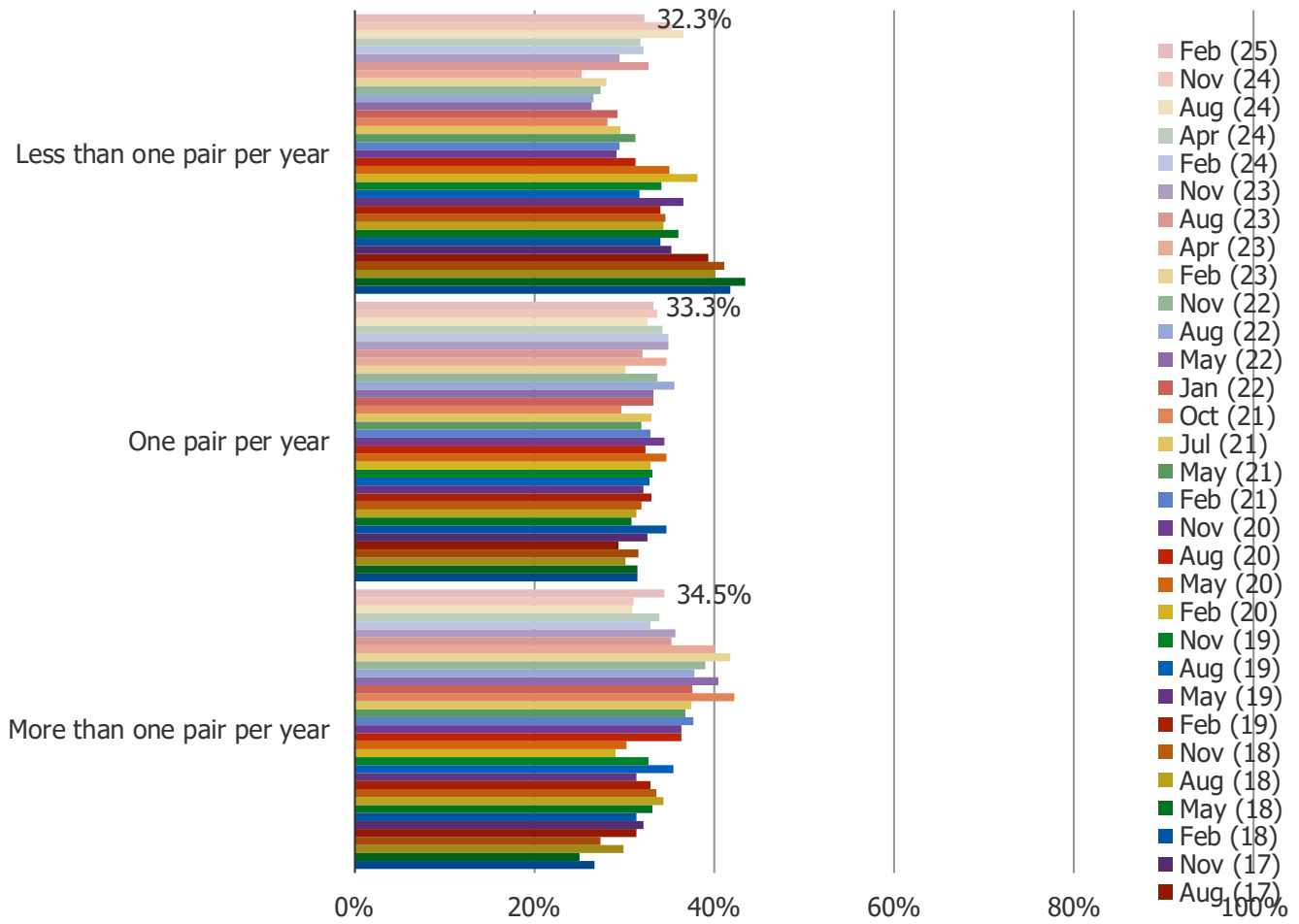
WHEN IS THE LAST TIME YOU BOUGHT A NEW PAIR OF SNEAKERS?

Posed to all respondents



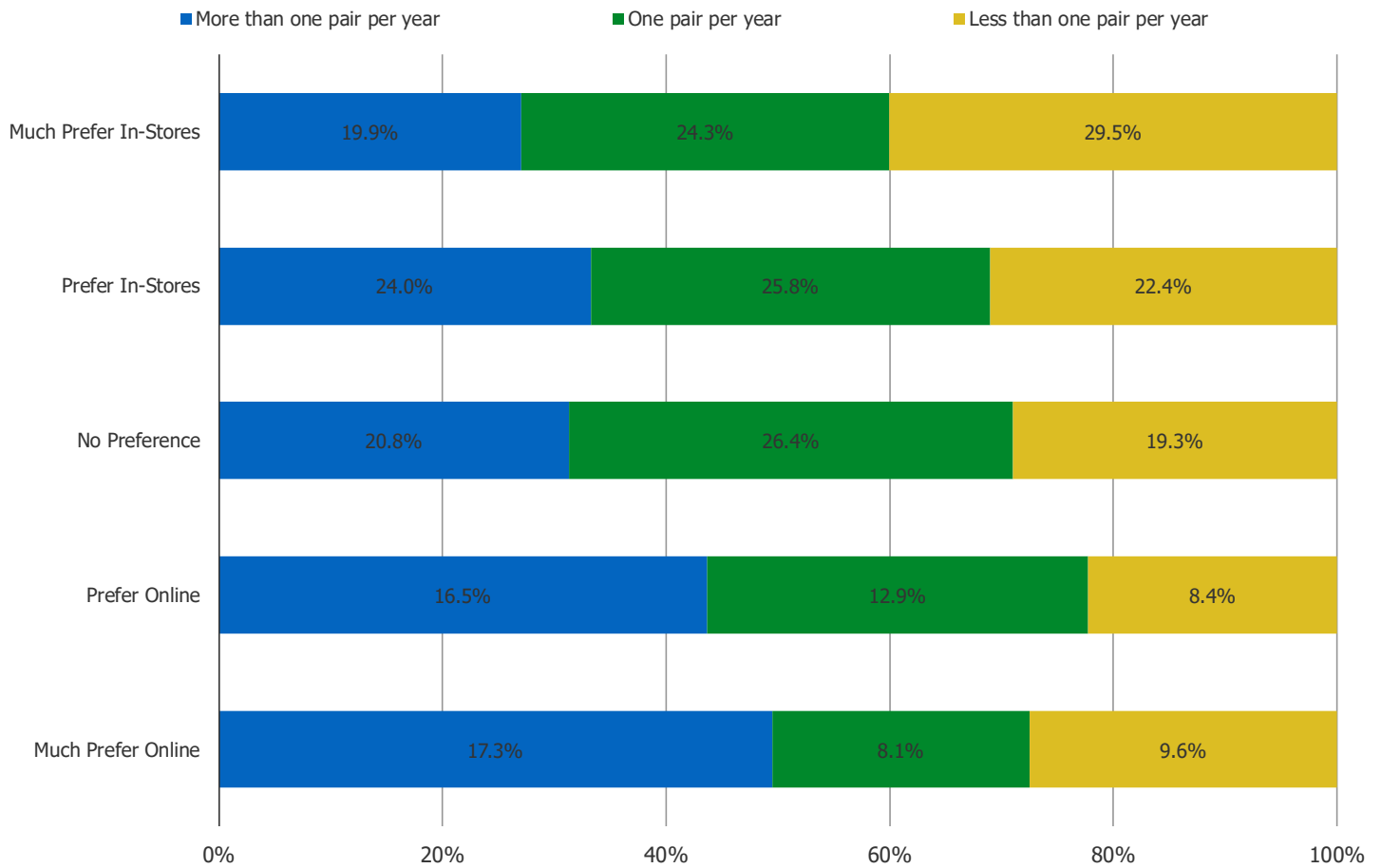
HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

Posed to all respondents



HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

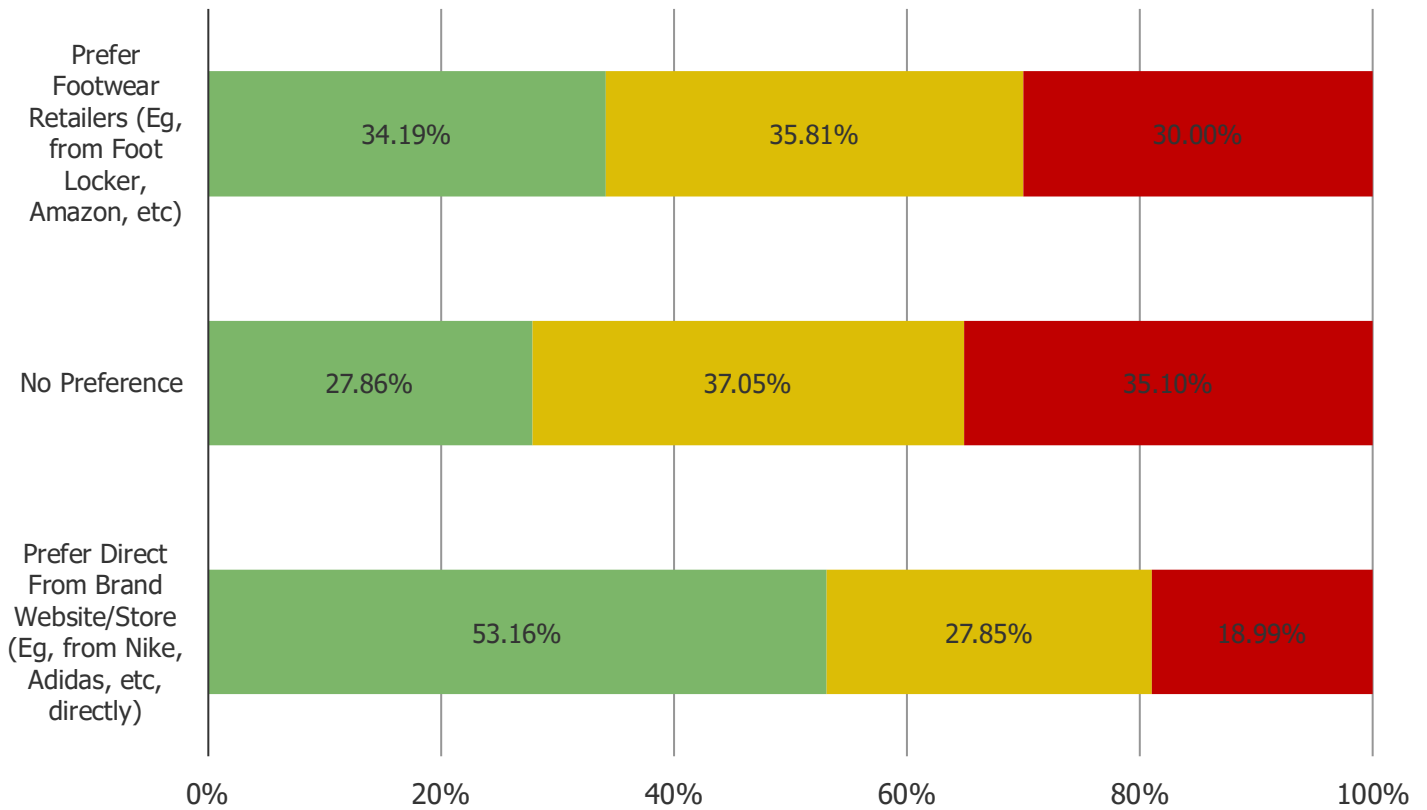
Posed to all respondents – Cross-tabbed by if they prefer to buy online vs. in-stores.



HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

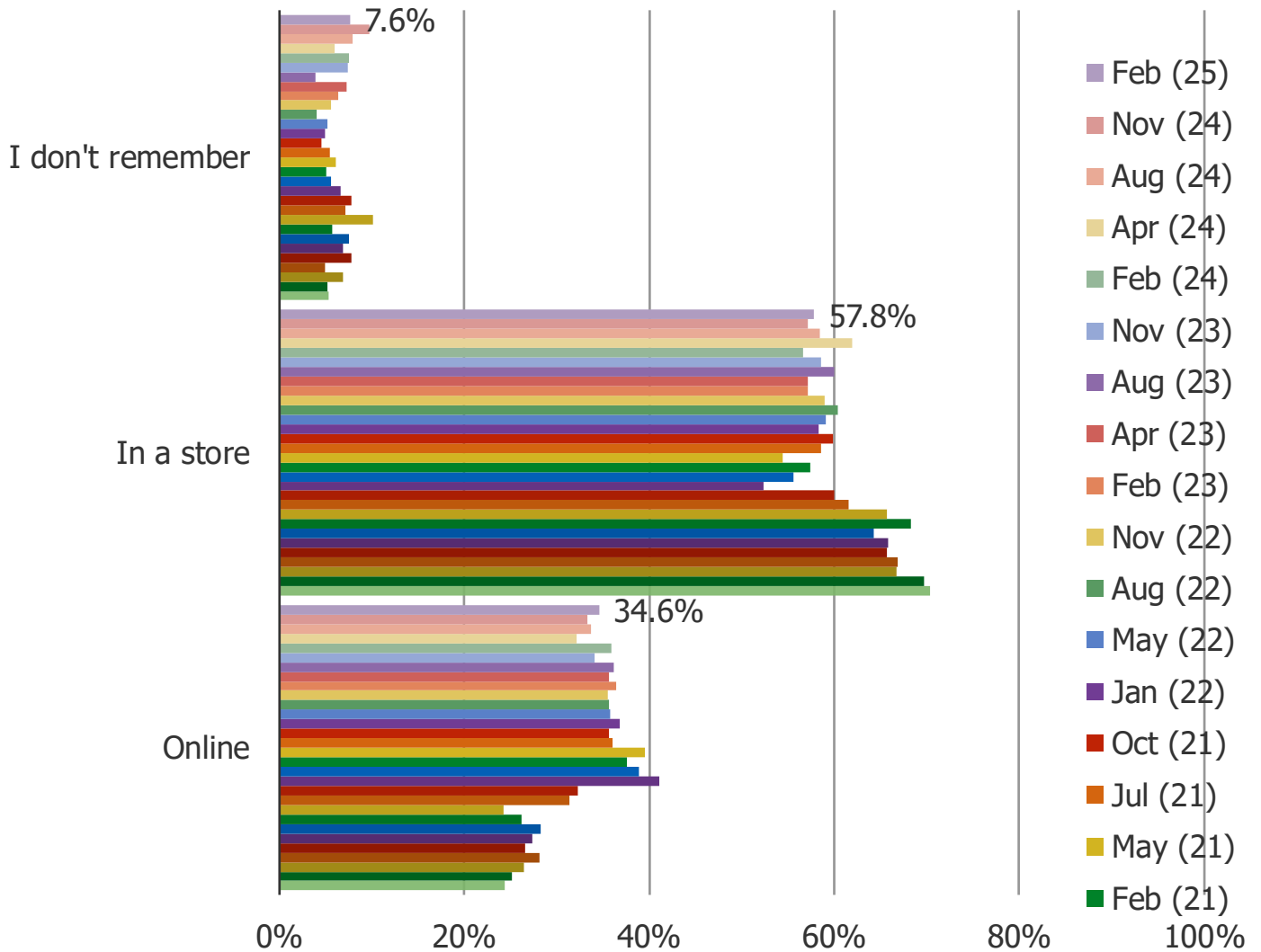
Posed to all respondents – Cross-tabbed by if they prefer to buy direct or from retailers.

■ 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

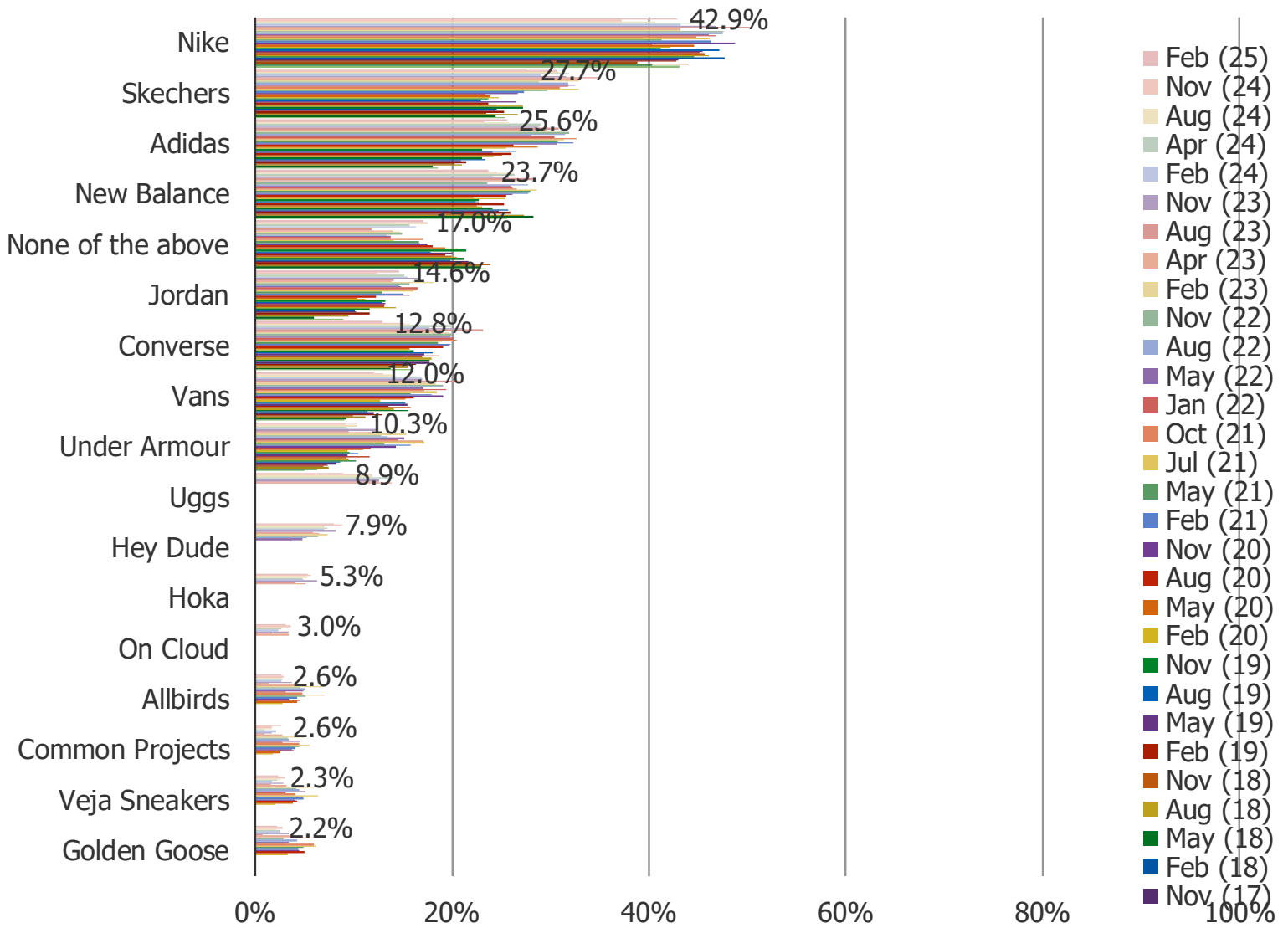


## SNEAKER BRANDS



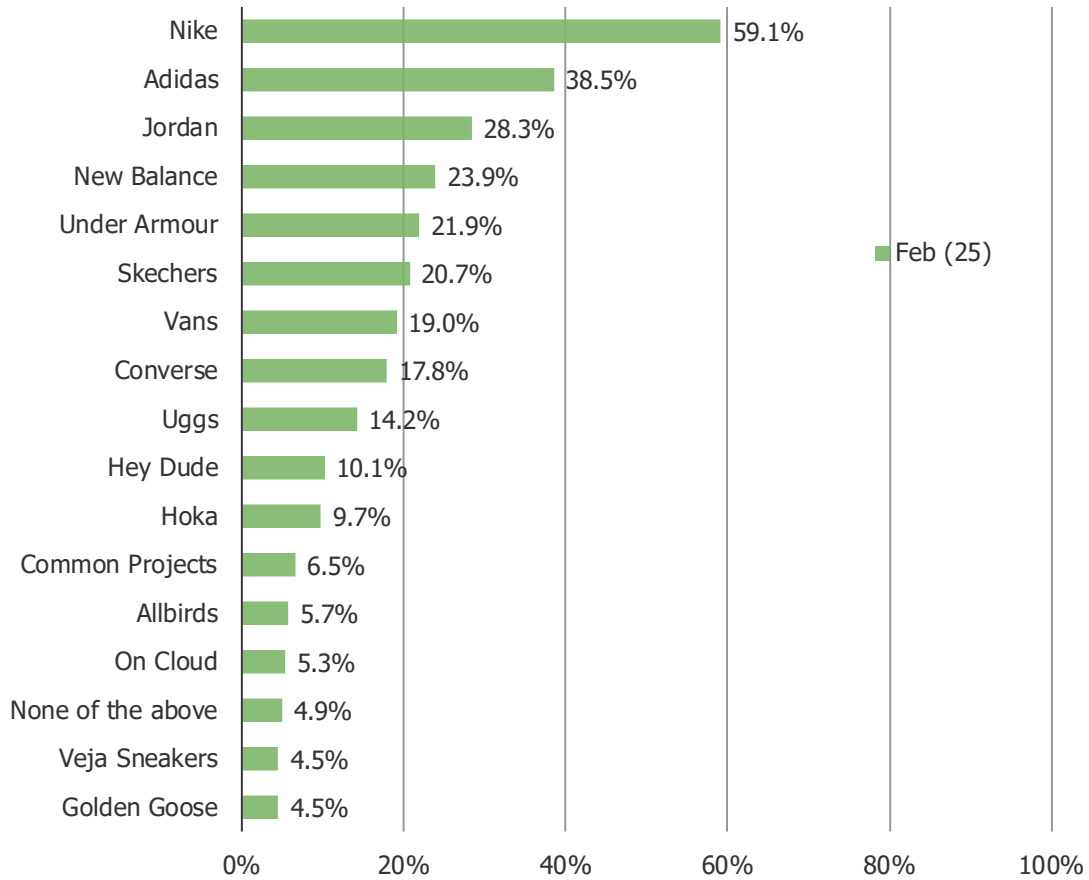
WHICH OF THE FOLLOWING BRANDS DO YOU OWN SNEAKERS FROM?

Posed to all respondents



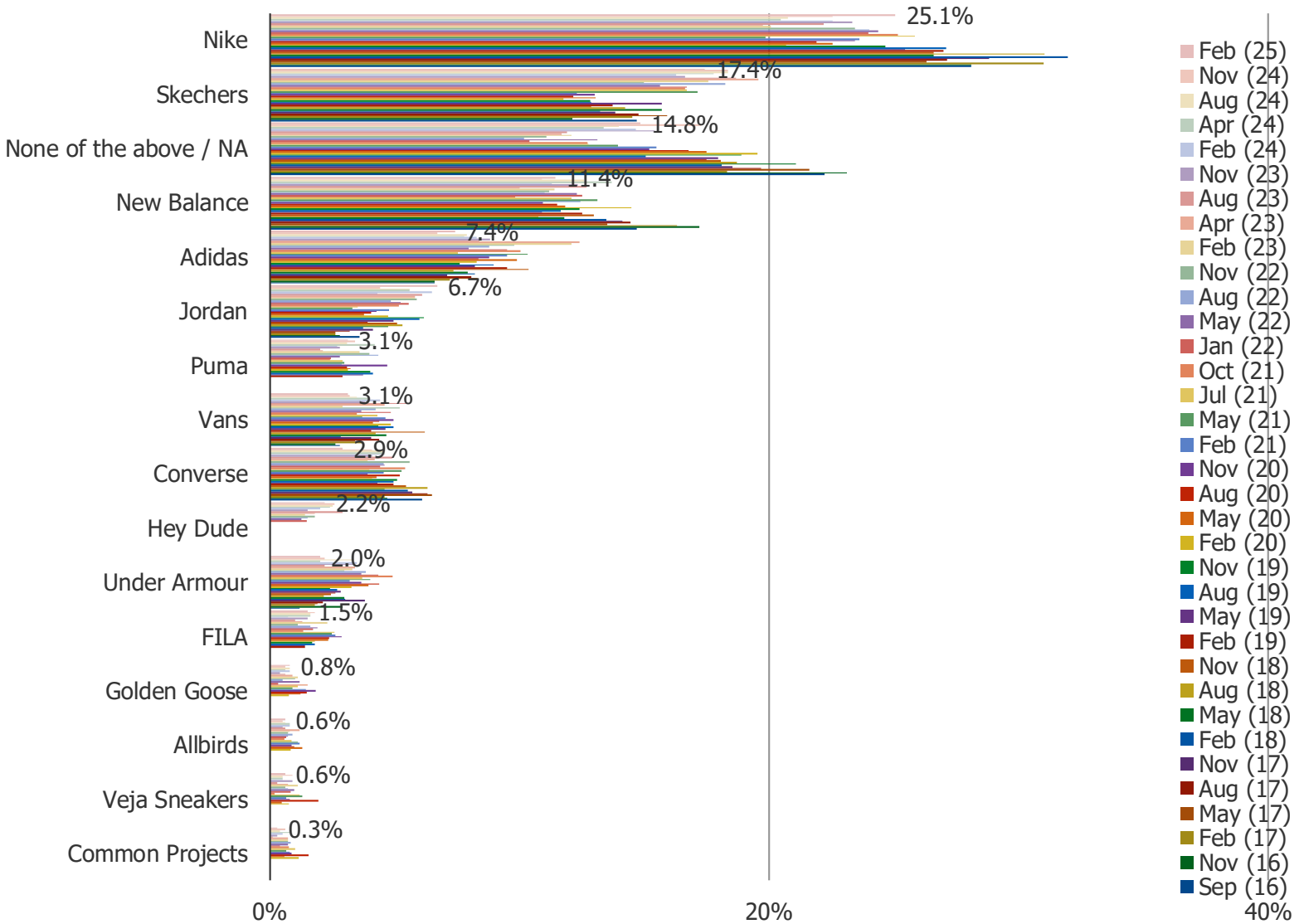
WHICH OF THE FOLLOWING FOOTWEAR BRANDS DO YOU OWN SNEAKERS/FOOTWEAR FROM?

Posed to respondents who said they run for exercise frequently or very frequently.



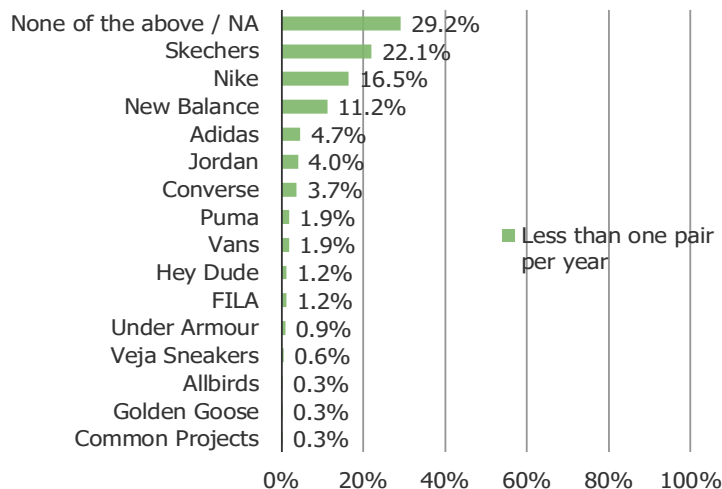
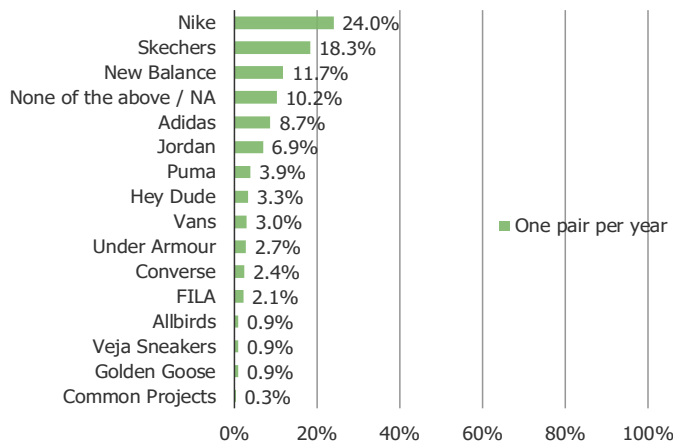
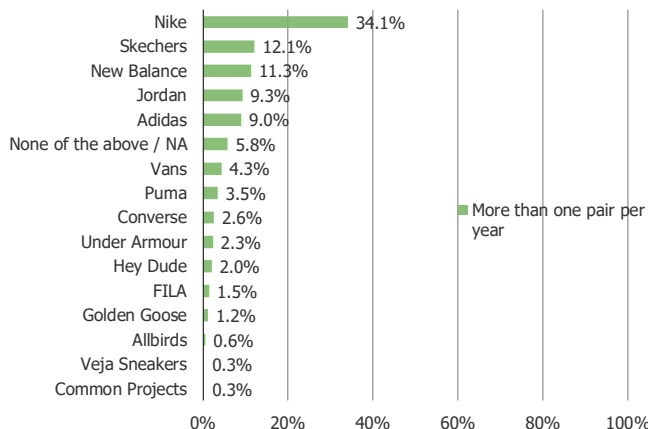
IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

Posed to all respondents



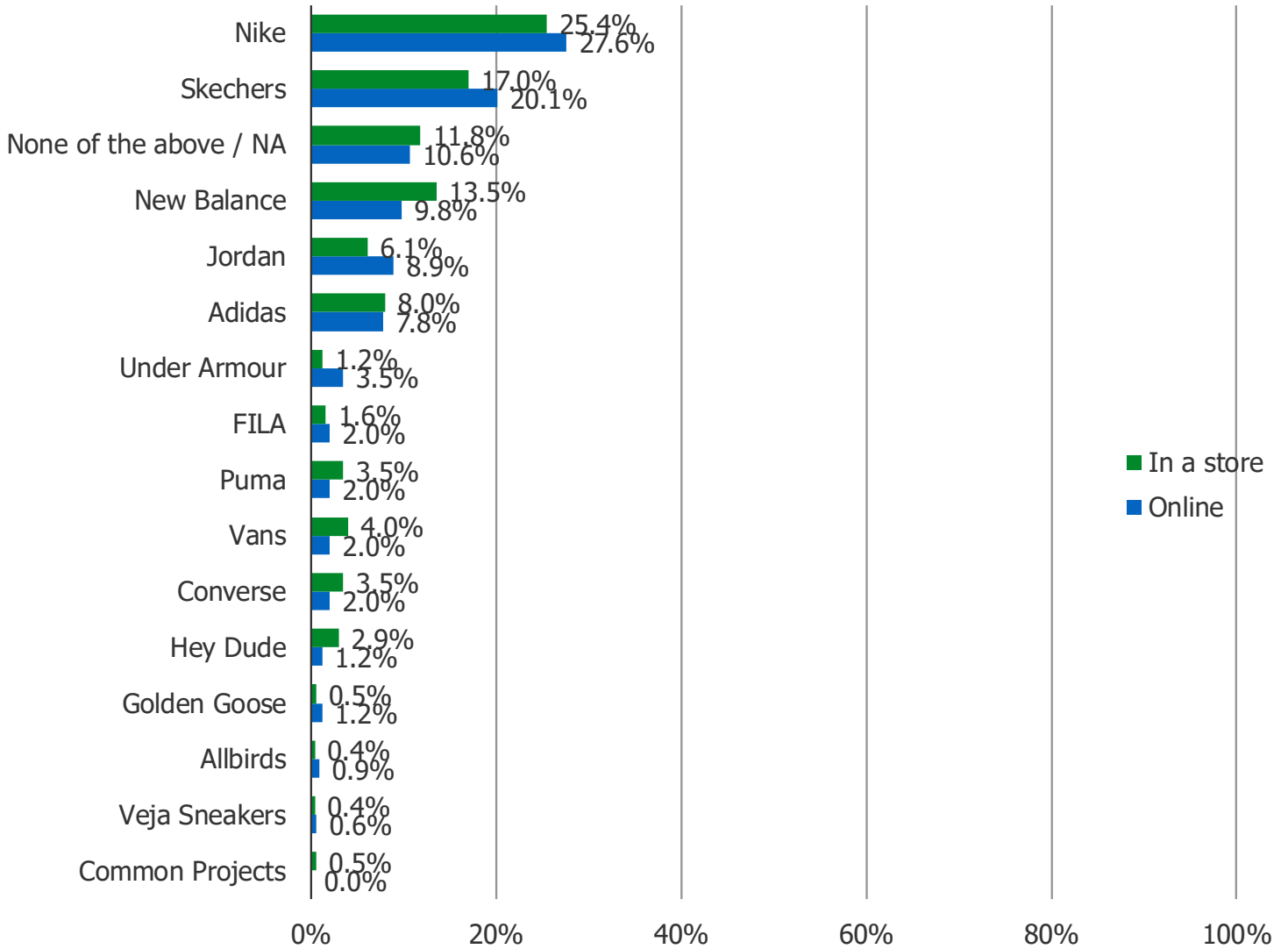
IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

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



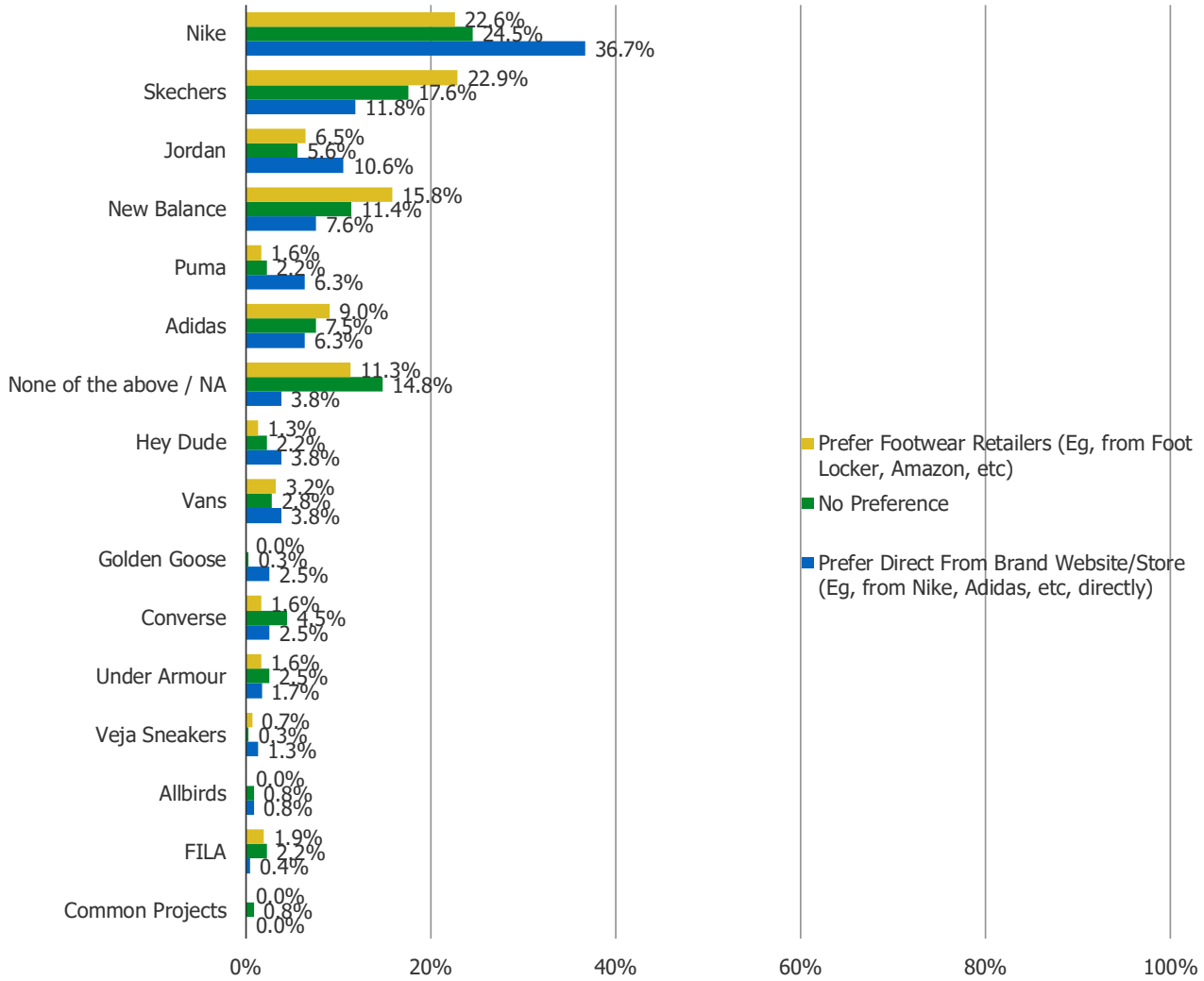
IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

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



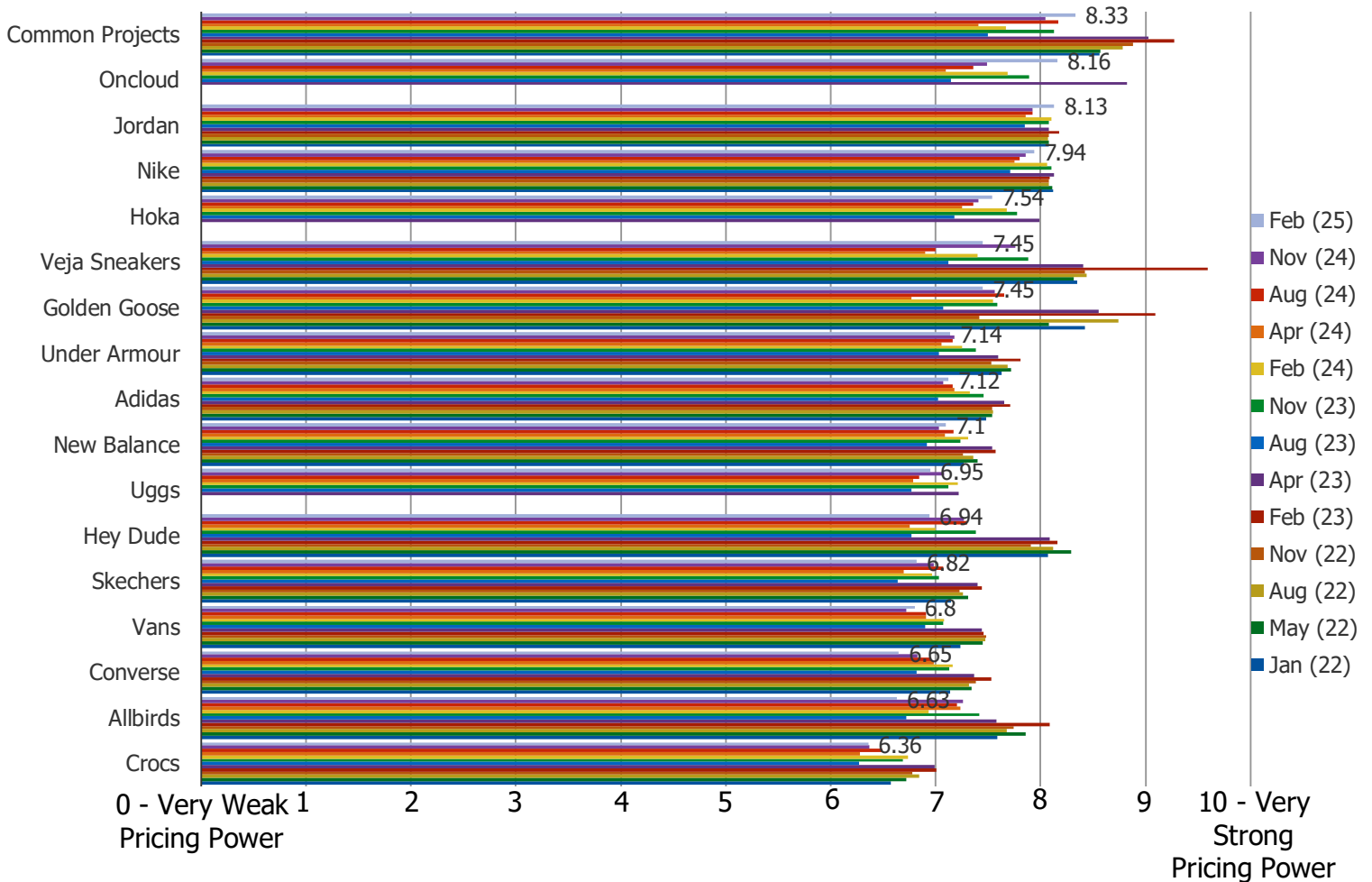
IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

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



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?

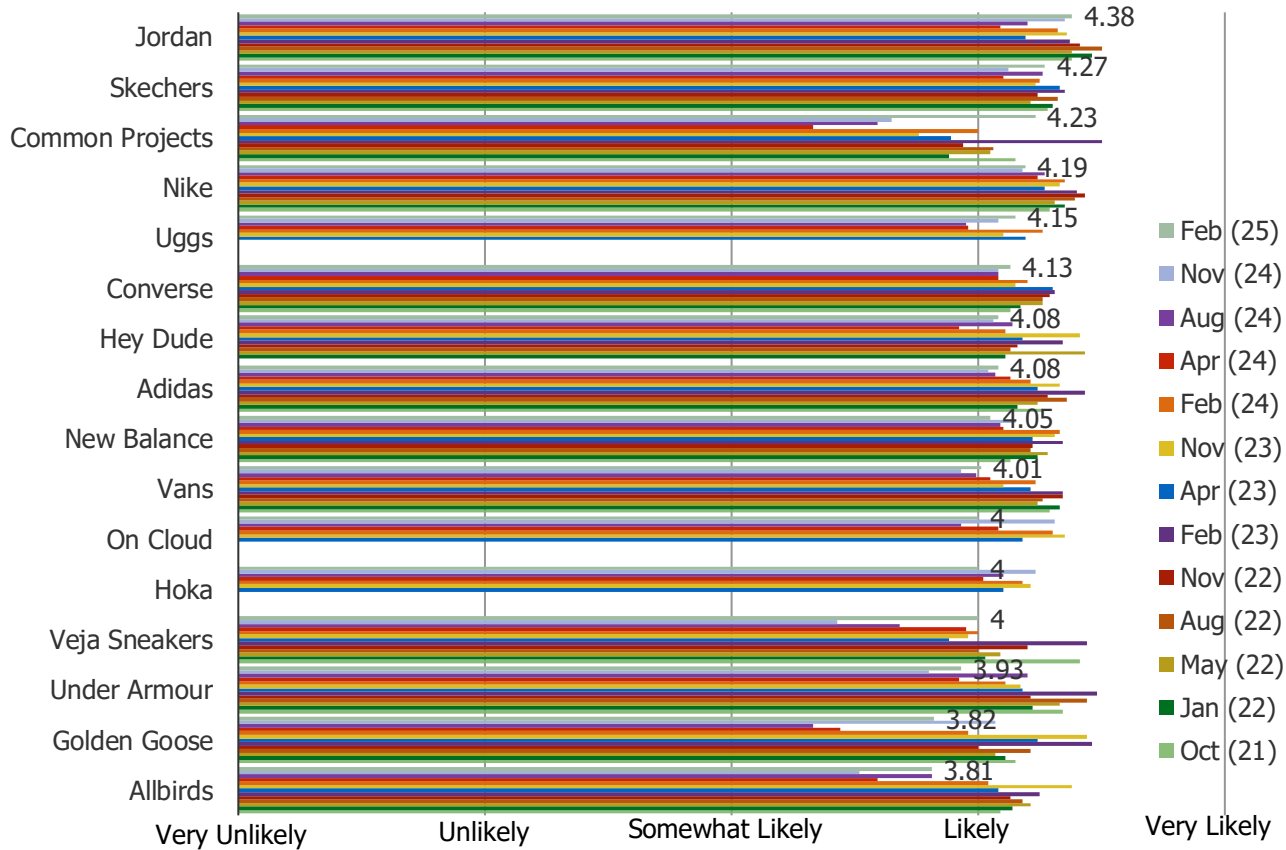
Posed to respondents who have heard of each of the following:



	N=
Adidas	647
Skechers	594
Nike	730
Jordan	528
Under Armour	426
Converse	538
Vans	472
New Balance	556
Common Projects	36
Golden Goose	65
Veja Sneakers	42
Allbirds	96
Hey Dude	221
Crocs	528
Hoka	205
Oncloud	79
Uggs	466

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.

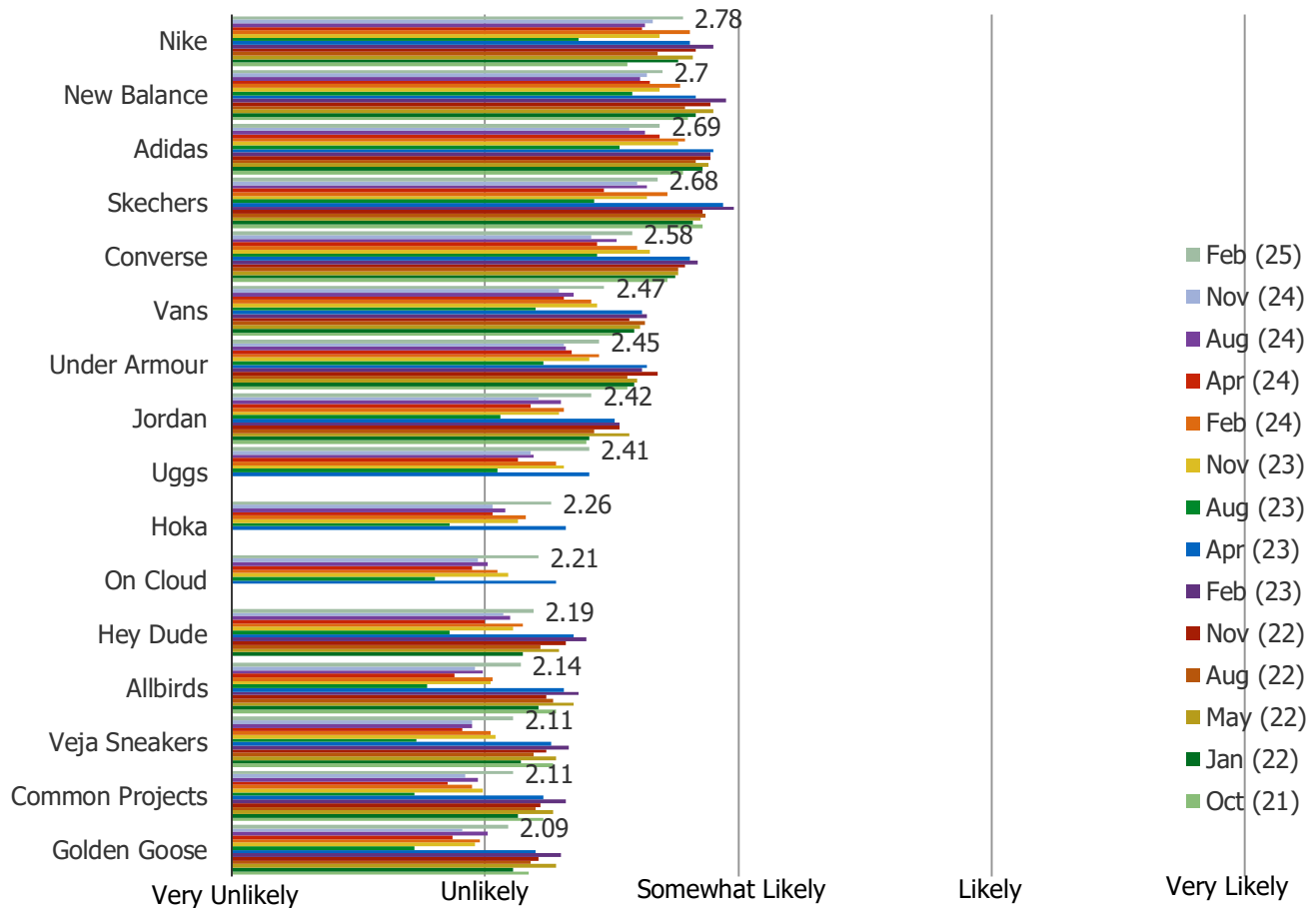


	N=
Adidas	255
Skechers	276
Nike	428
Jordan	146
Under Armour	103
Converse	128
Vans	120
New Balance	236
Common Projects	26
Golden Goose	22
Veja Sneakers	23
Allbirds	26
Hey Dude	79
Hoka	53
On Cloud	30
Uggs	89



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.

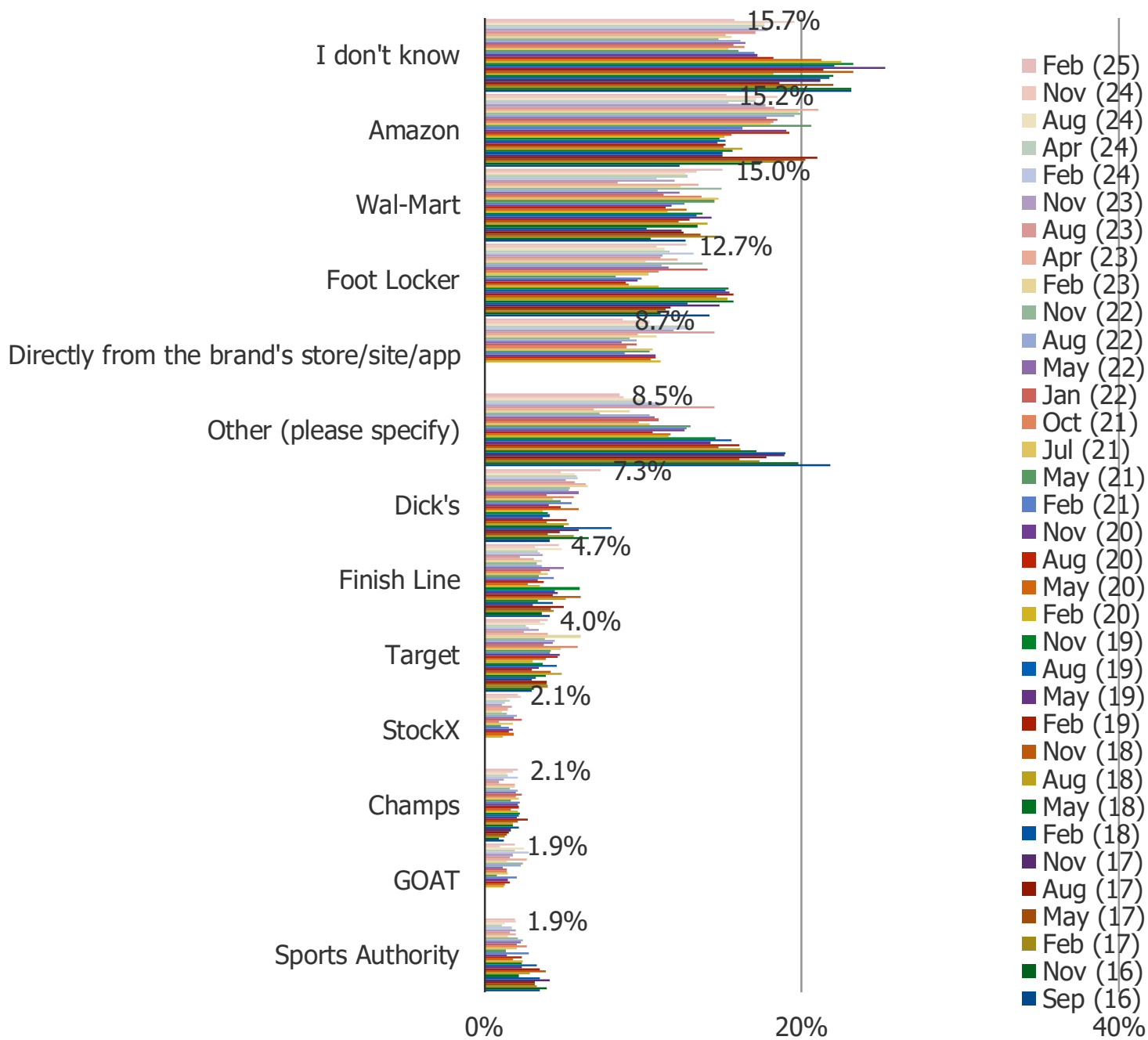


	N=
Adidas	743
Skechers	722
Nike	570
Jordan	852
Under Armour	895
Converse	870
Vans	878
New Balance	762
Common Projects	972
Golden Goose	976
Veja Sneakers	975
Allbirds	972
Hey Dude	919
Hoka	945
On Cloud	968
Uggs	909

## FOOTWEAR RETAILERS

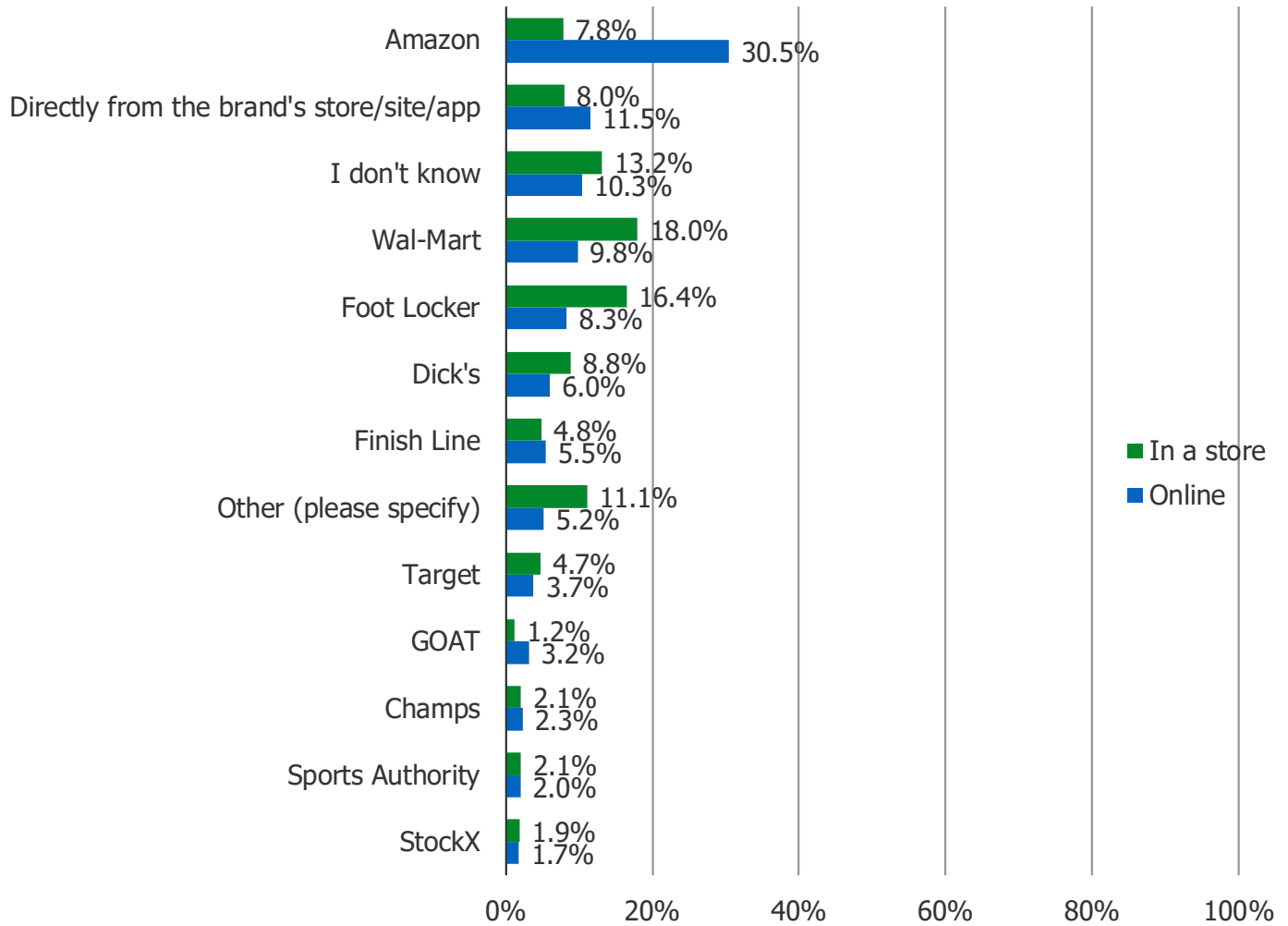
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

Posed to all respondents



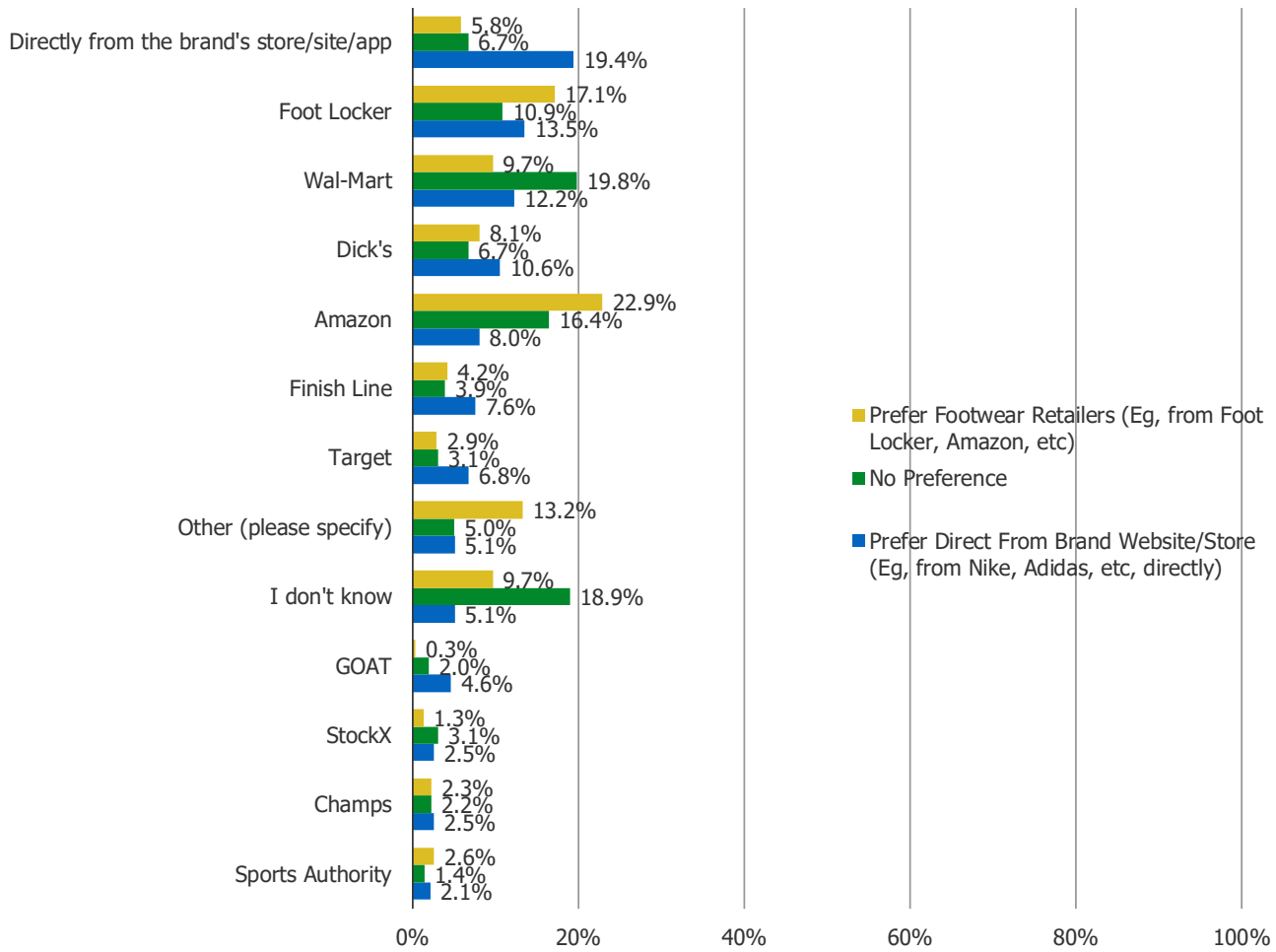
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

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



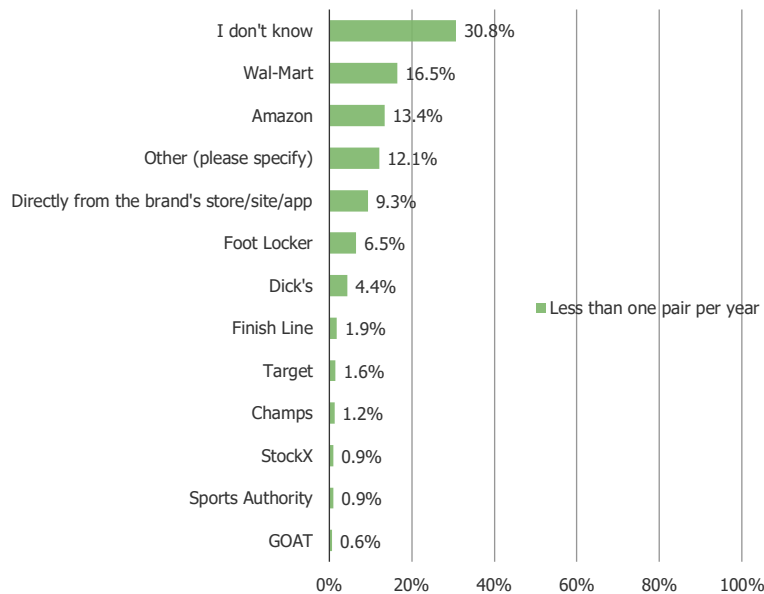
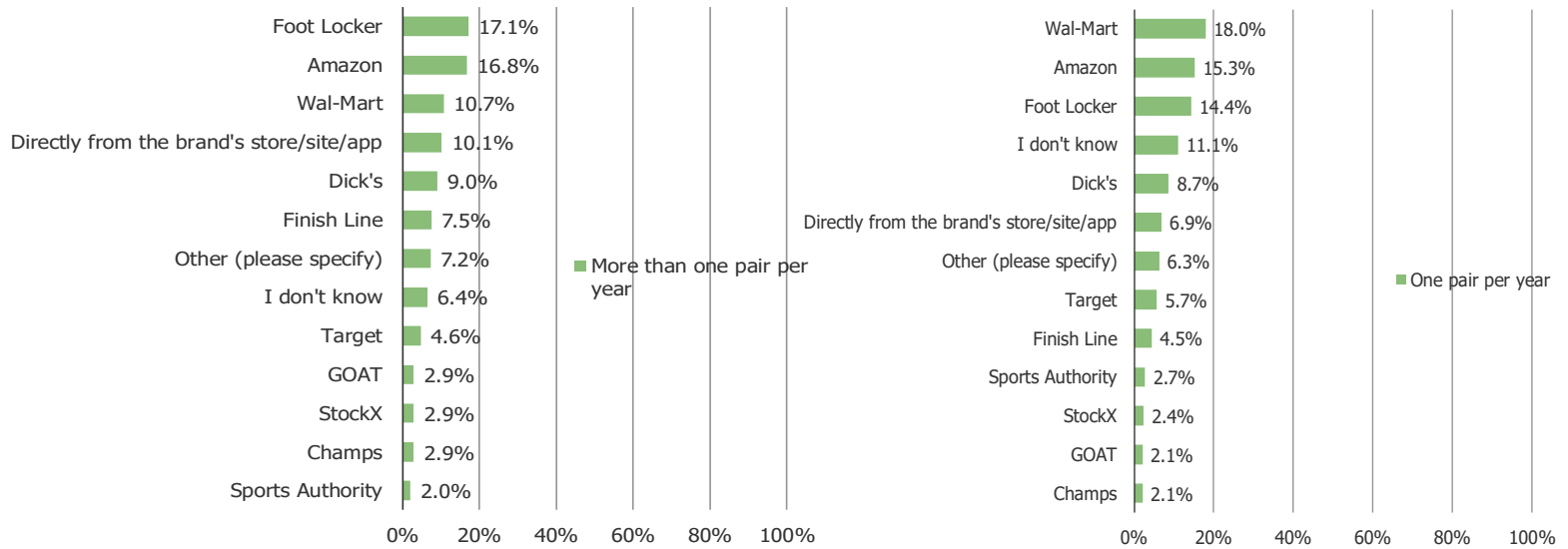
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

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



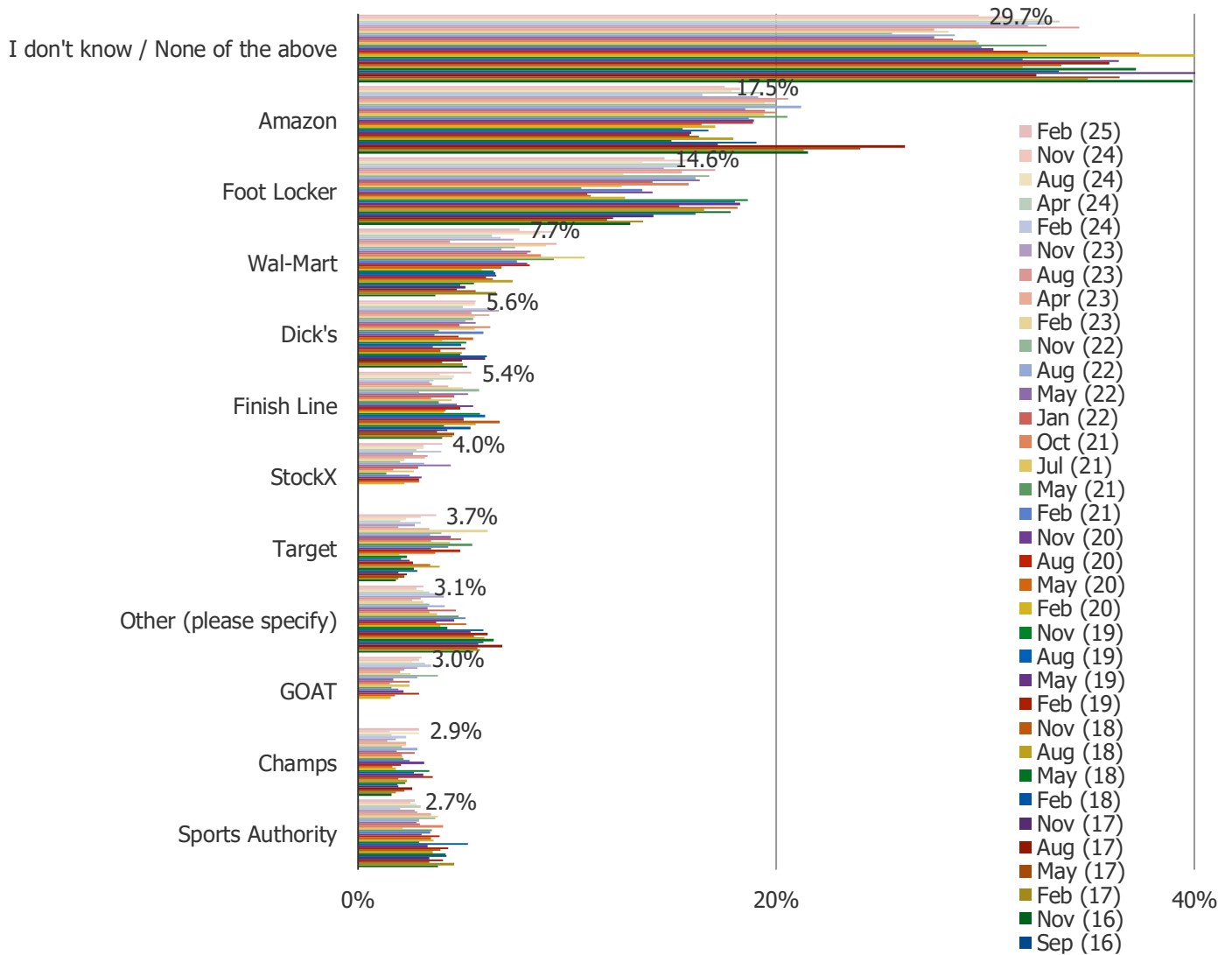
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

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

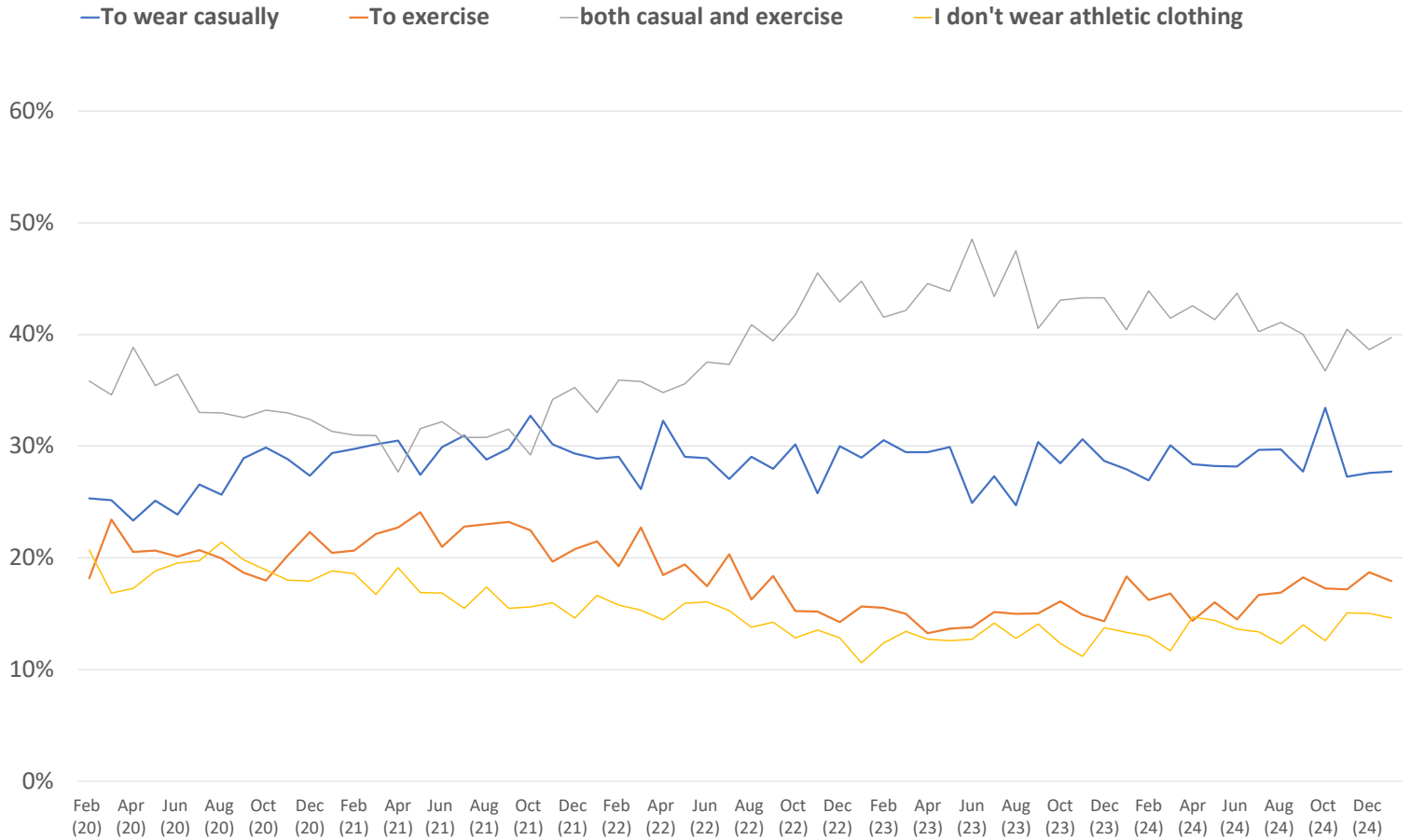


## CASUAL WEAR



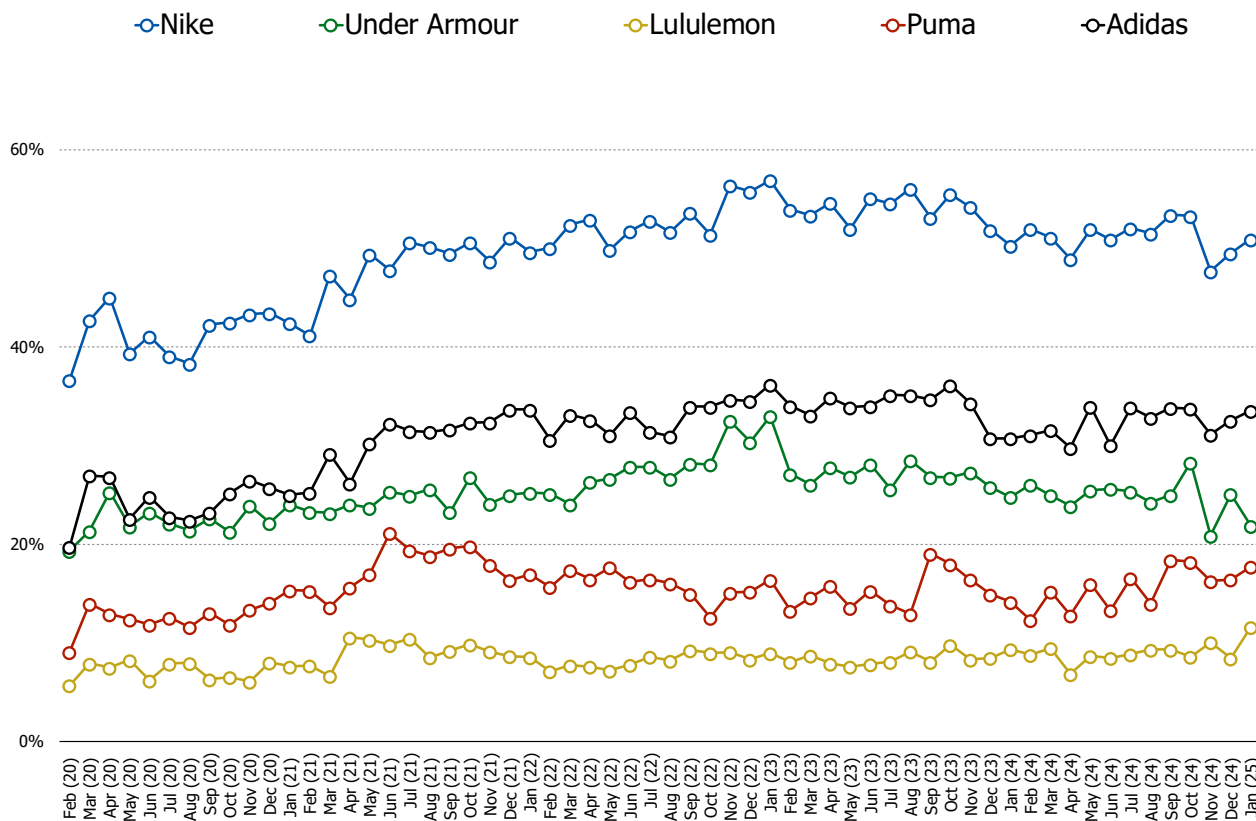
WHAT DO YOU USE ATHLETIC CLOTHING FOR?

Posed to all respondents



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

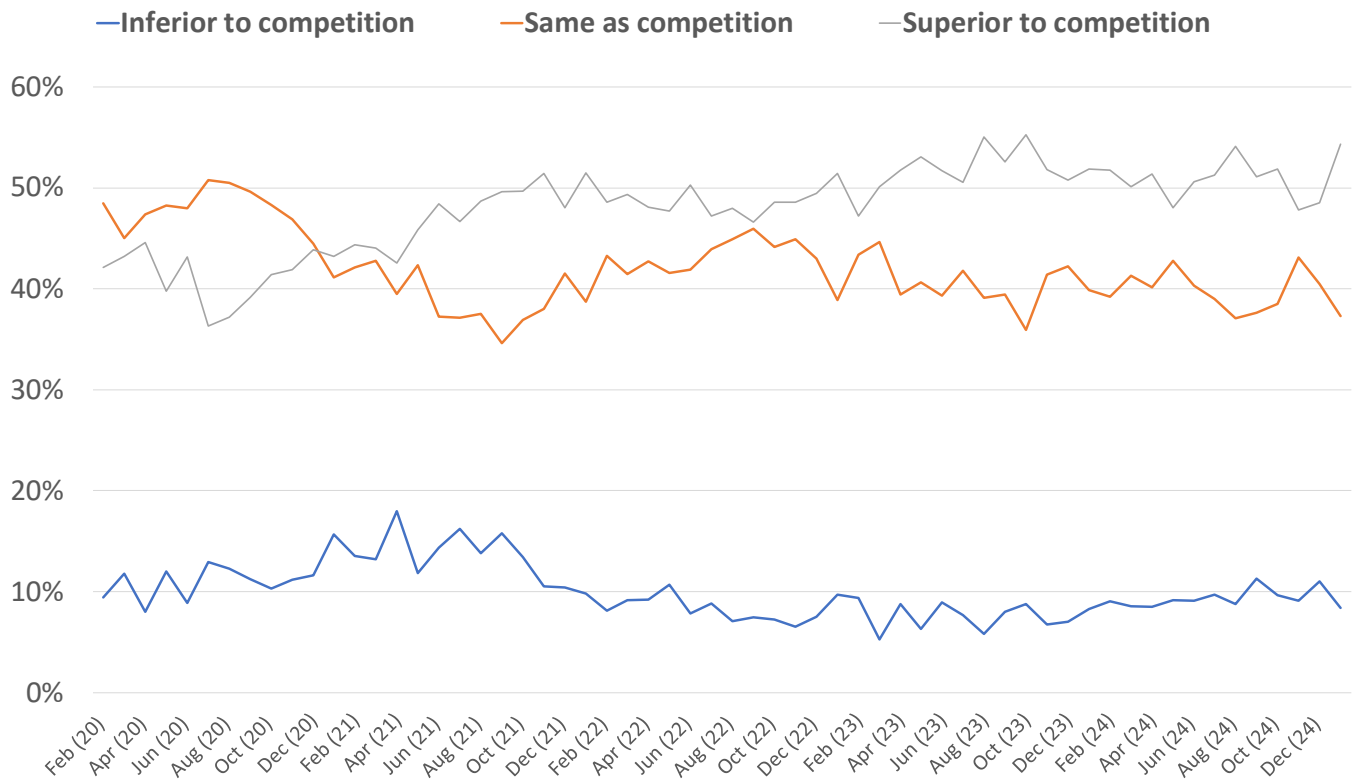
Posed to all respondents



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

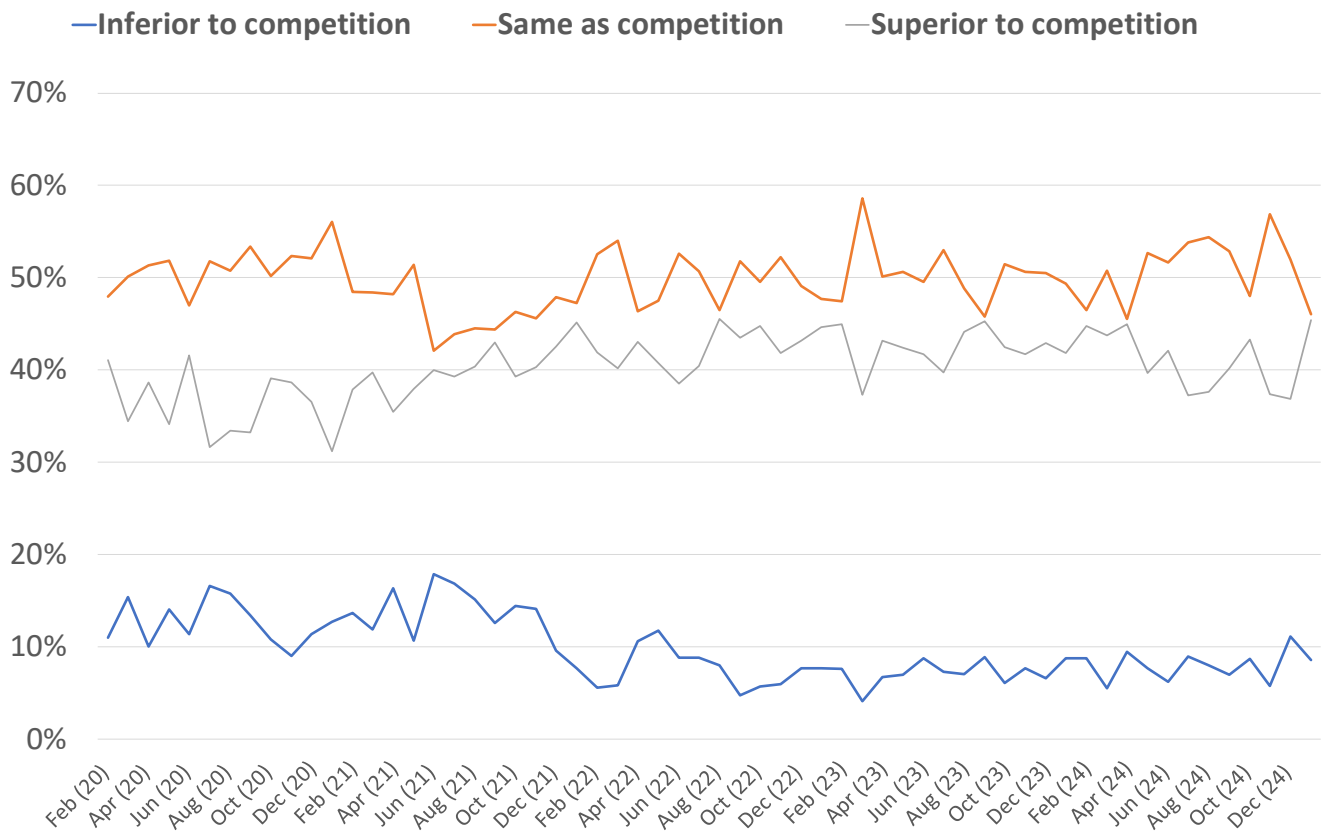
# NIKE



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

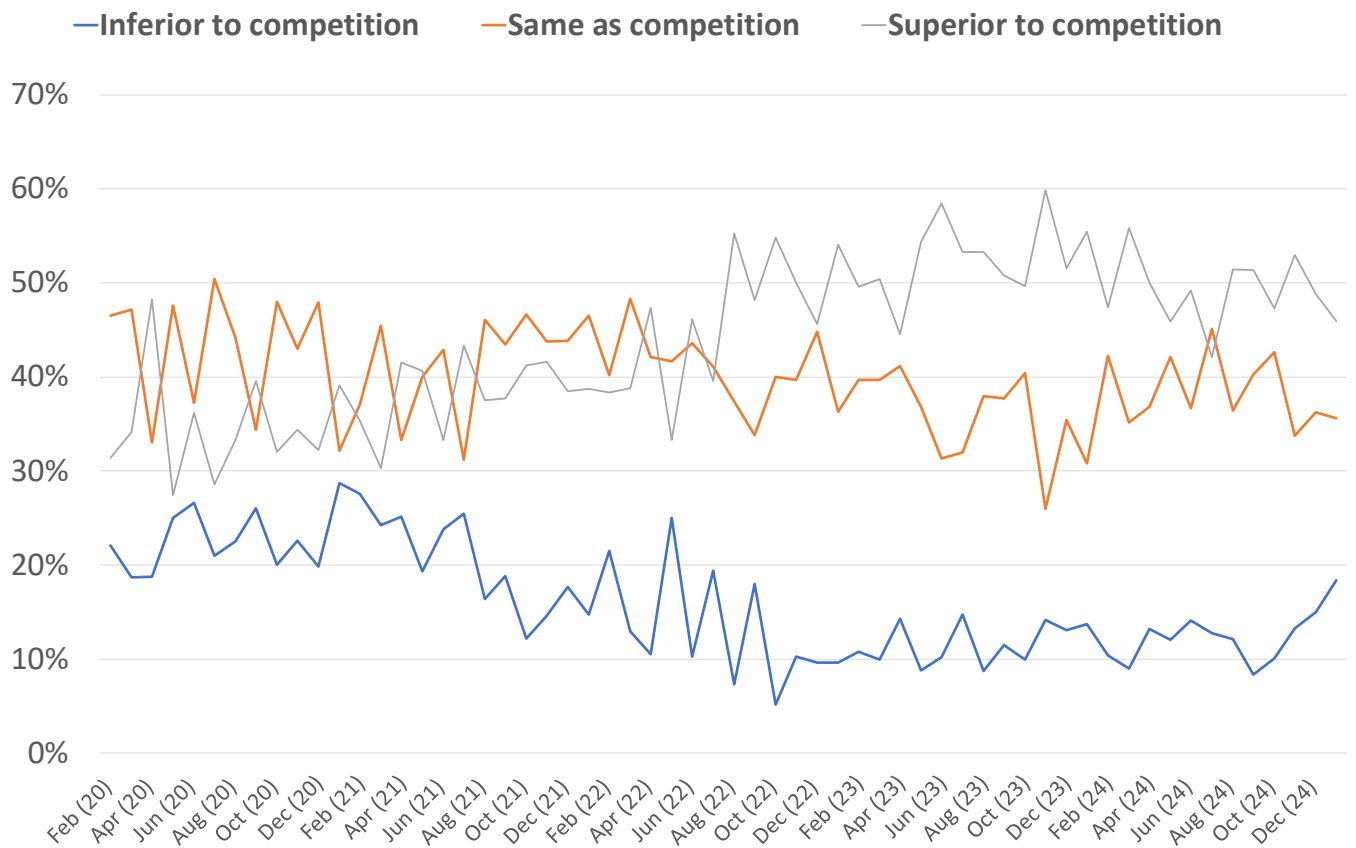
# UNDER ARMOUR



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

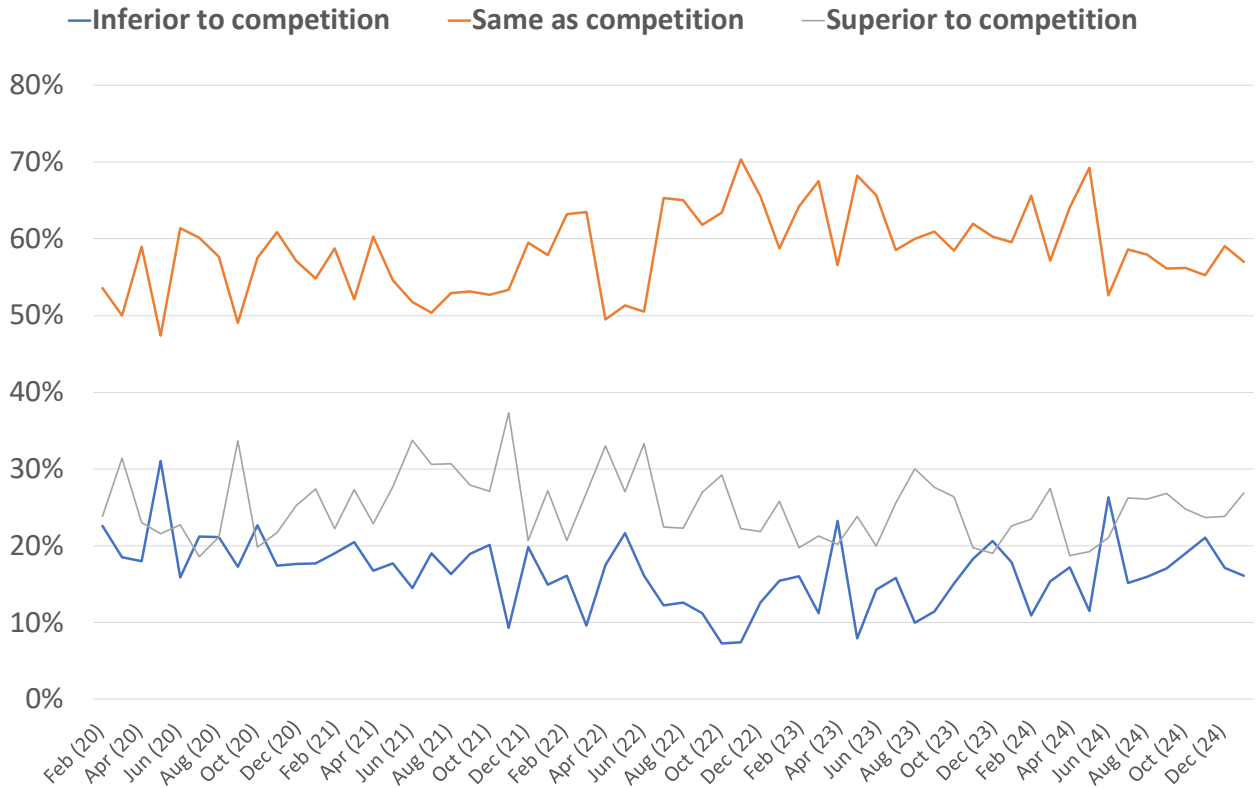
# LULULEMON



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

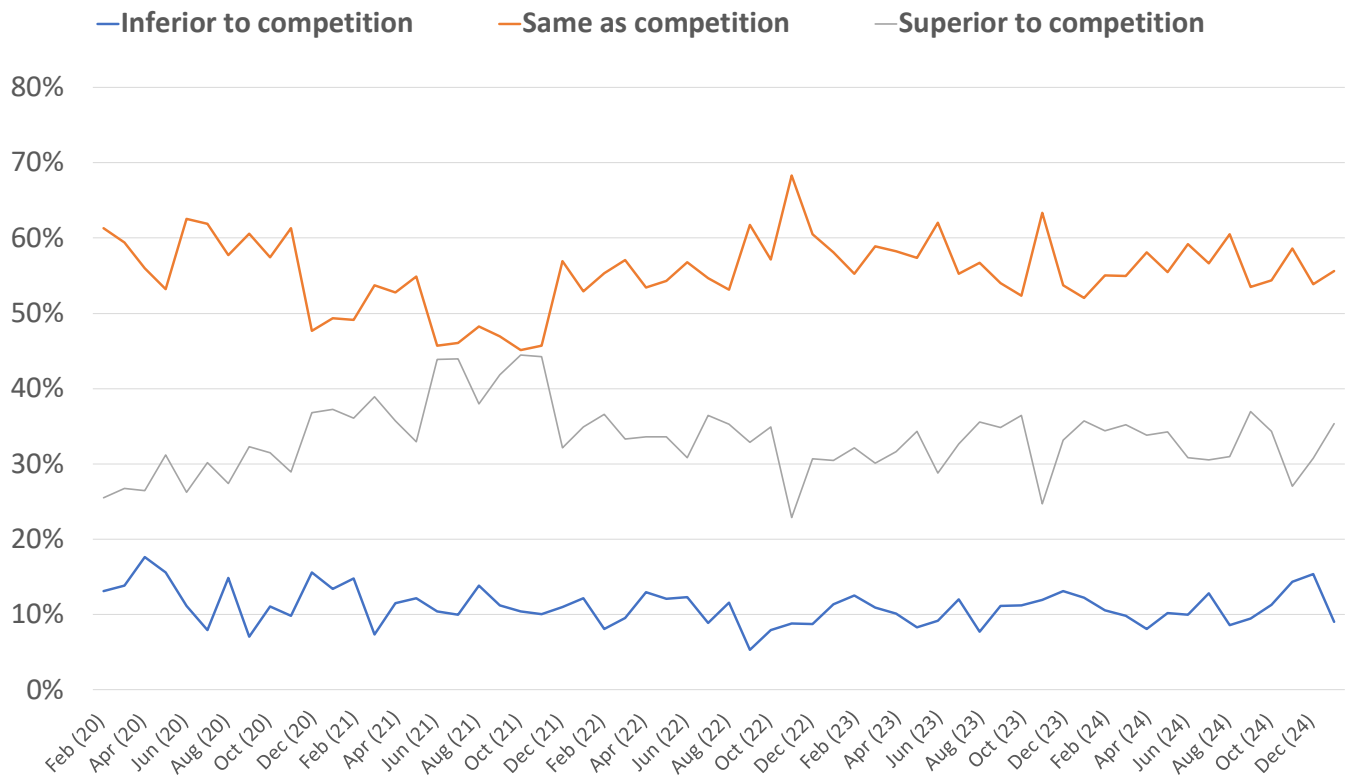
# FILA



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

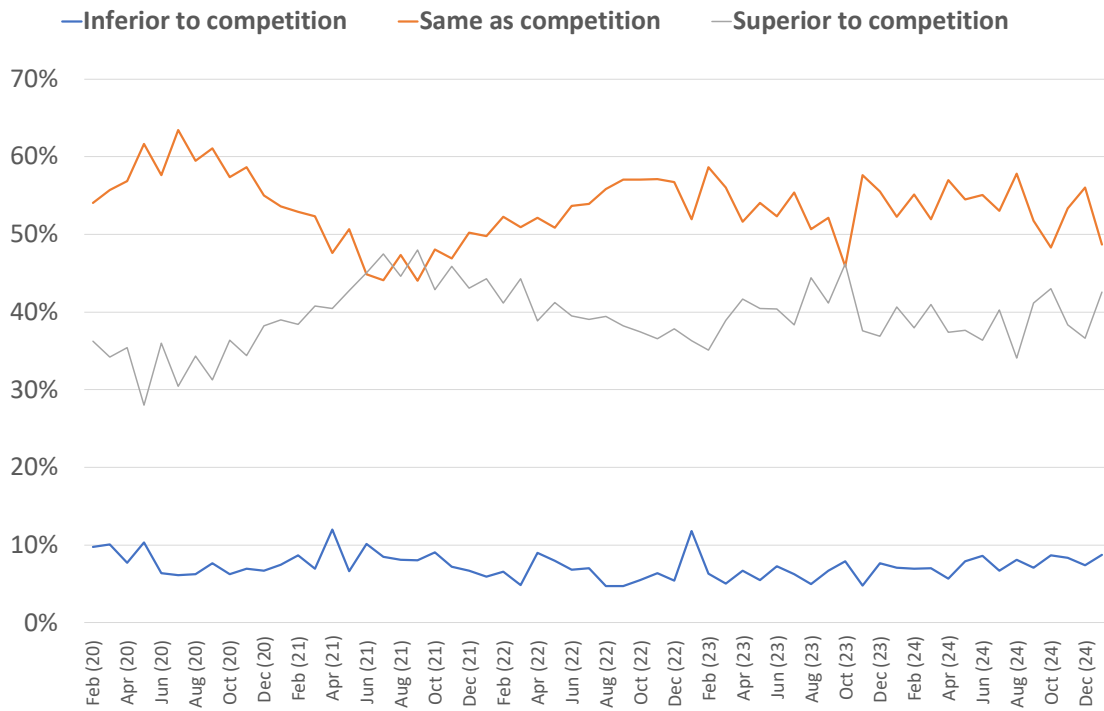
# PUMA



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

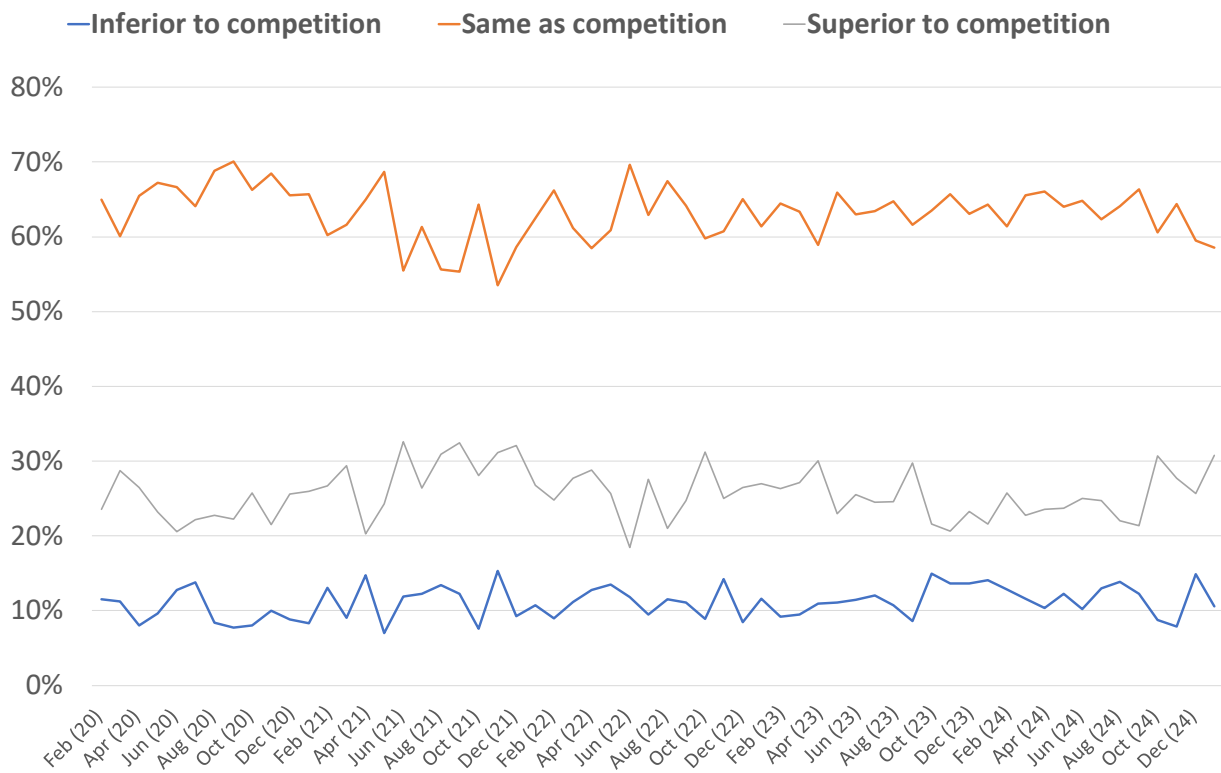




IN YOUR OPINION, HOW DOES THIS BRAND'S CLOTHING COMPARE TO COMPETITIVE OPTIONS WHEN IT COMES TO ATHLETIC PERFORMANCE?

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

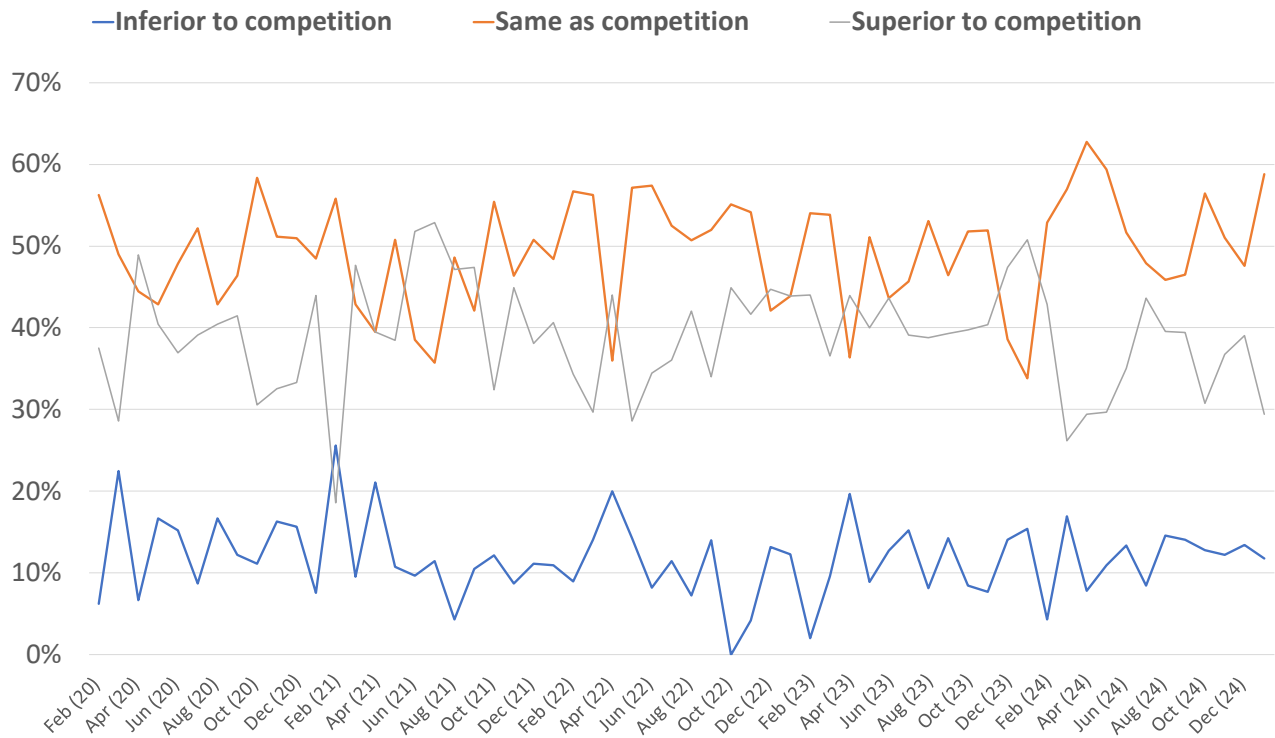
# CHAMPION



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

