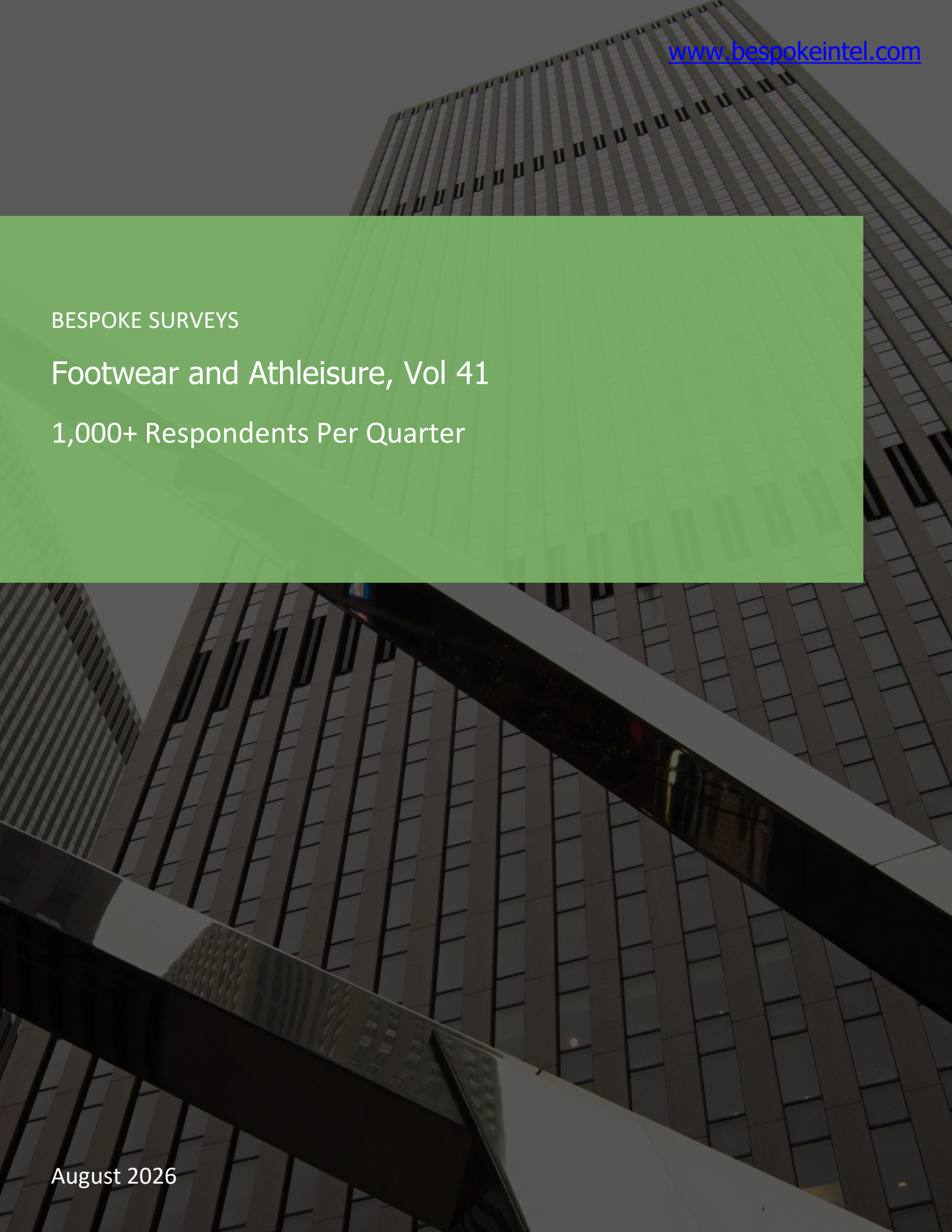


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BESPOKE SURVEYS

Footwear and Athleisure, Vol 41

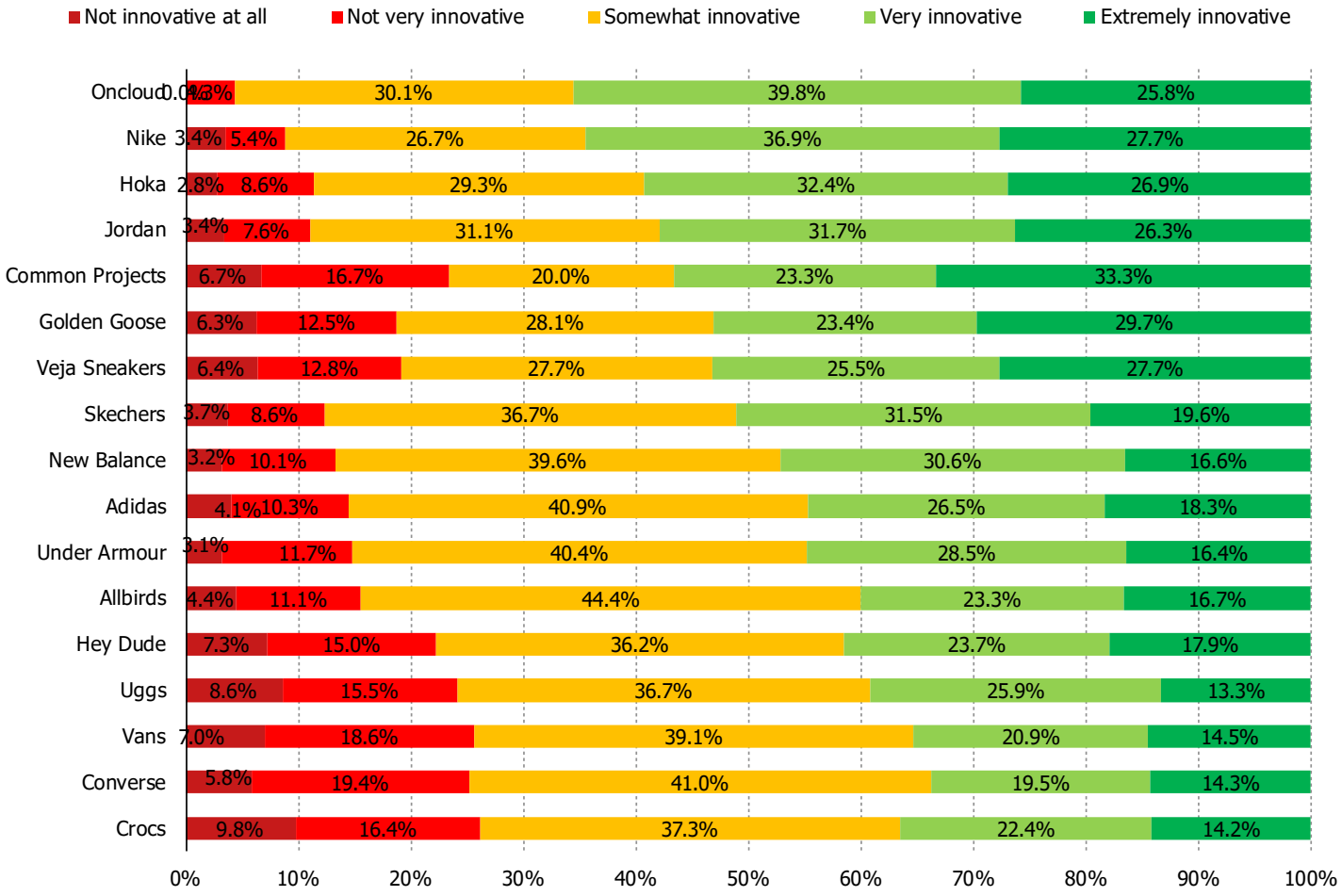
1,000+ Respondents Per Quarter

August 2026

NEW QUESTIONS

HOW INNOVATIVE IS EACH OF THE FOLLOWING FOOTWEAR BRANDS? (BY INNOVATIVE, WE MEAN INTRODUCING DESIRABLE NEW PRODUCTS, TECHNOLOGIES, OR DESIGNS.)

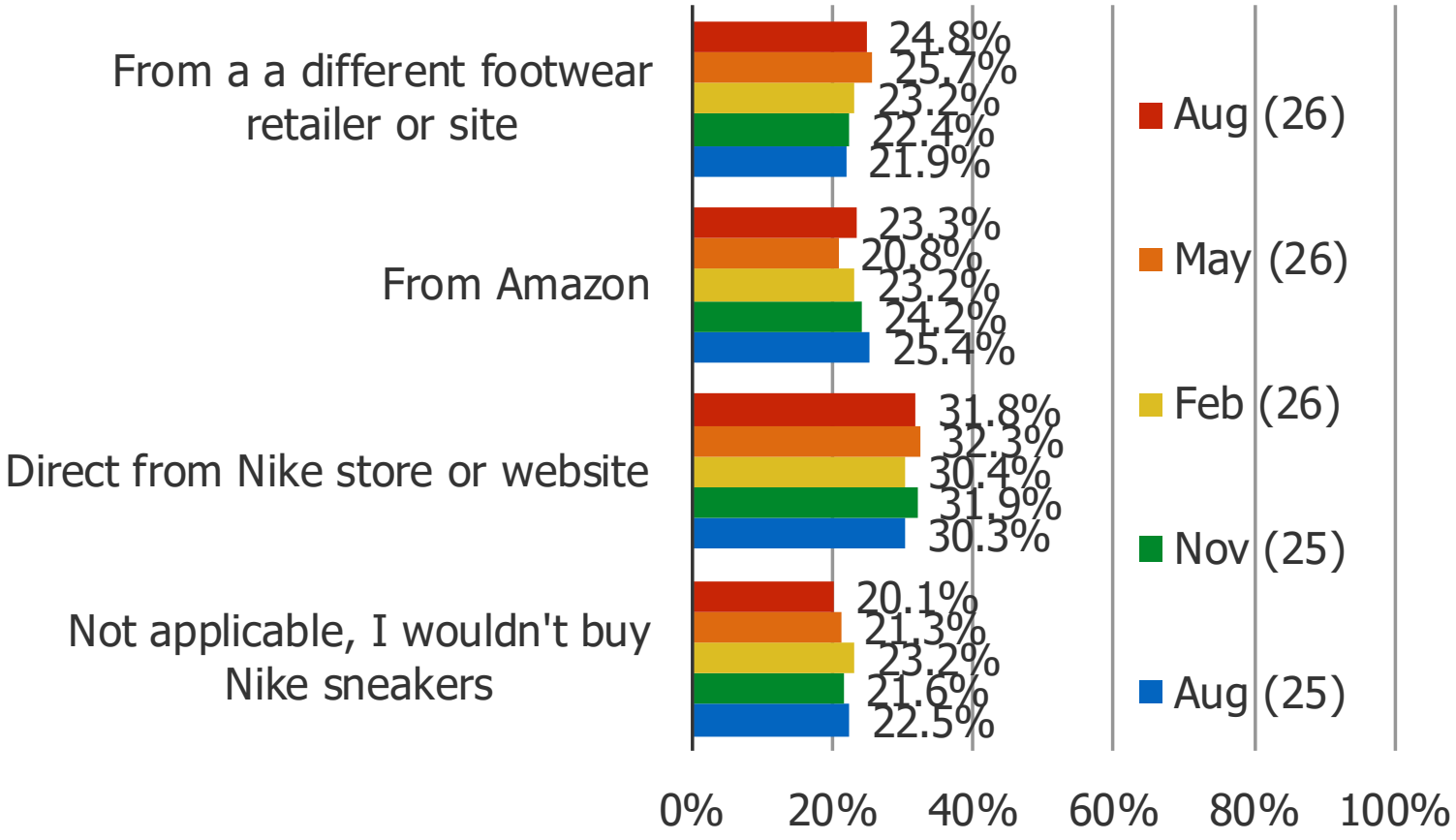
Posed to all respondents who have heard of the below.



	N=
Adidas	639
Skechers	603
Nike	727
Jordan	537
Under Armour	446
Converse	568
Vans	484
New Balance	604
Common Projects	30
Golden Goose	64
Veja Sneakers	47
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Hey Dude	207
Crocs	523
Hoka	290
Oncloud	93
Uggs	444

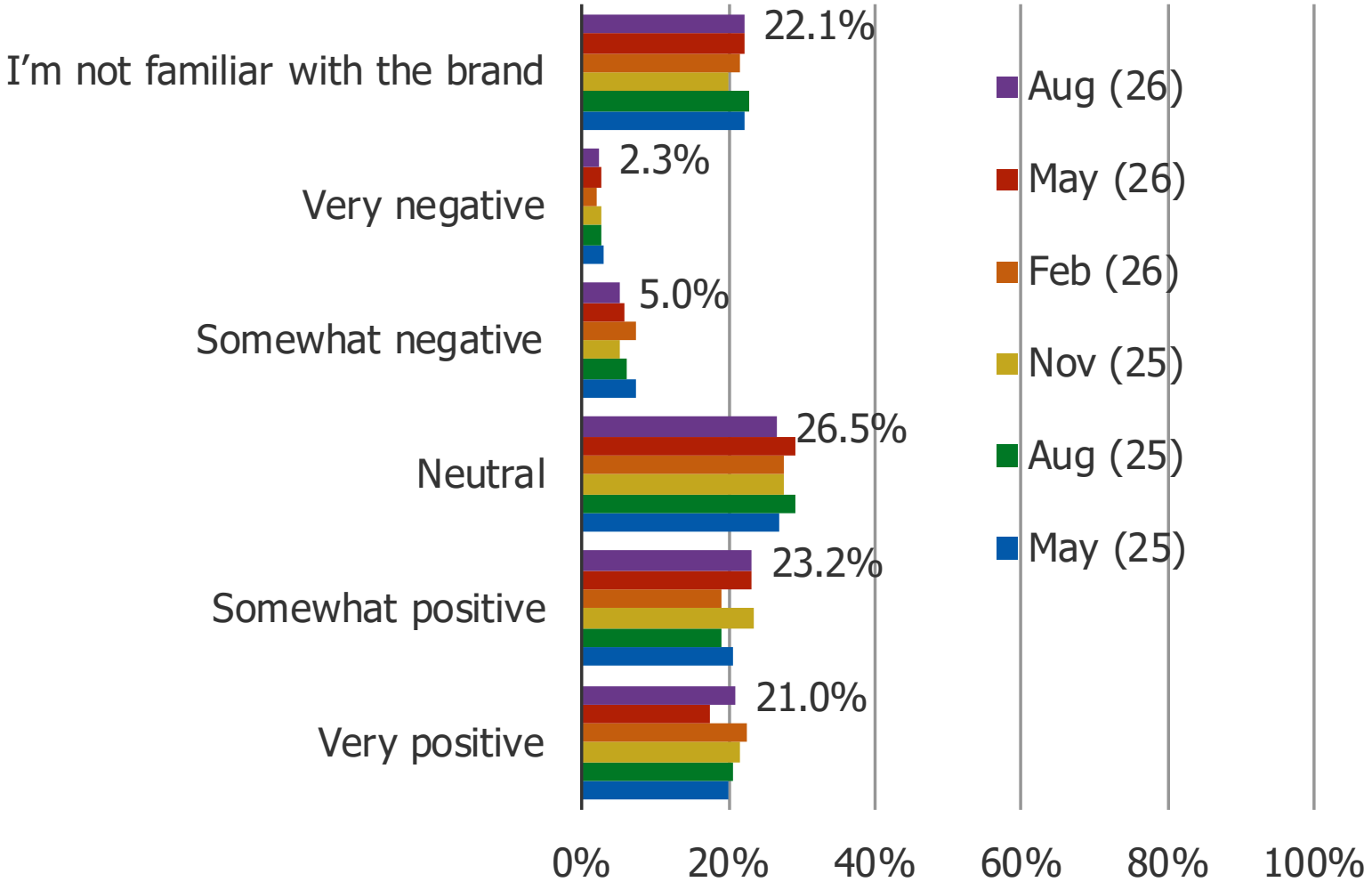
IF YOU WERE BUYING A PAIR OF NIKE SNEAKERS TODAY, WHERE WOULD YOU PREFER TO GET THEM?

Posed to all respondents



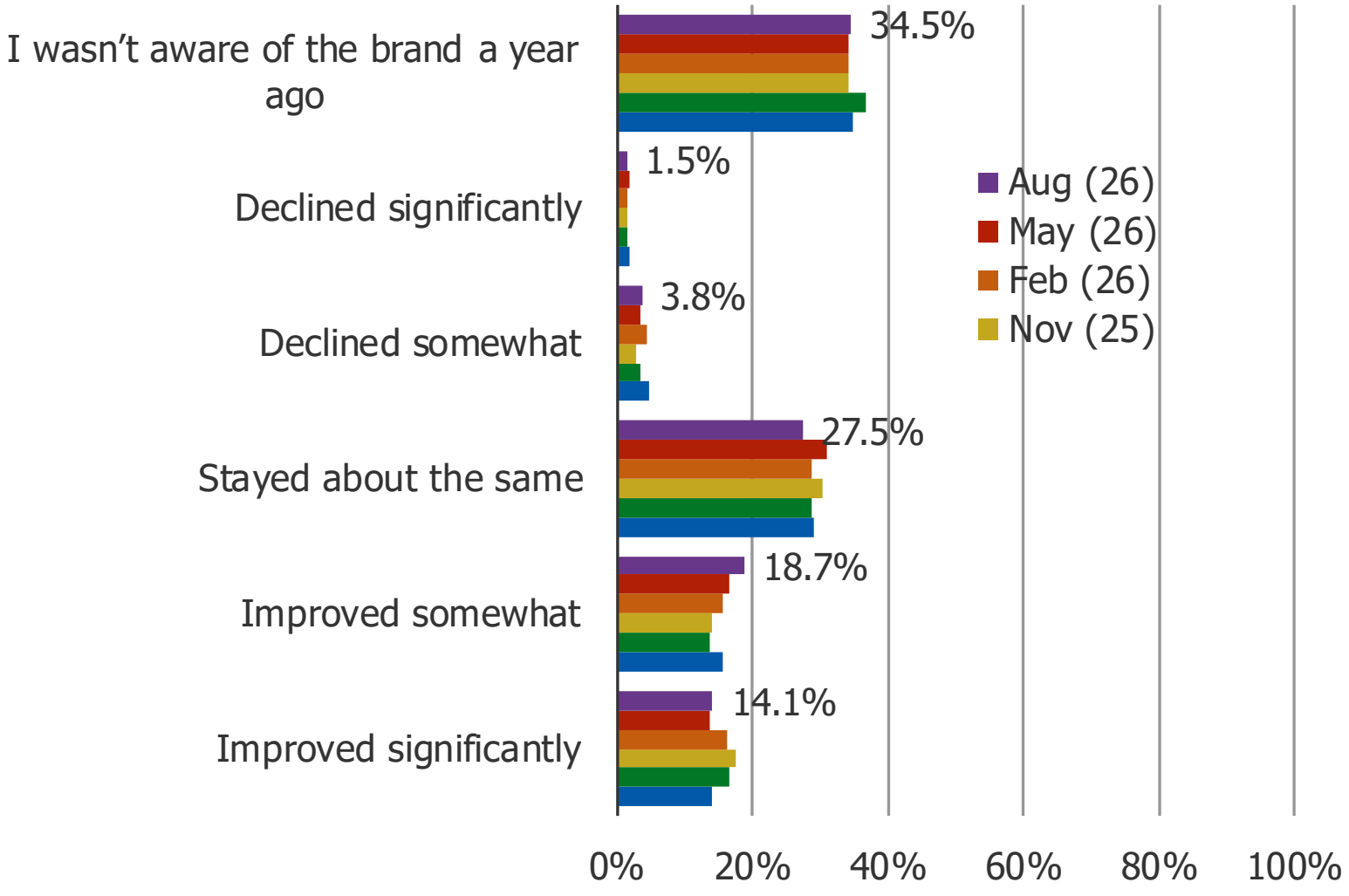
HOW WOULD YOU DESCRIBE YOUR OVERALL PERCEPTION OF THE ON (ON CLOUD) BRAND TODAY? EXAMPLES OF THEIR SHOES PICTURED IN THE SURVEY

Posed to all respondents



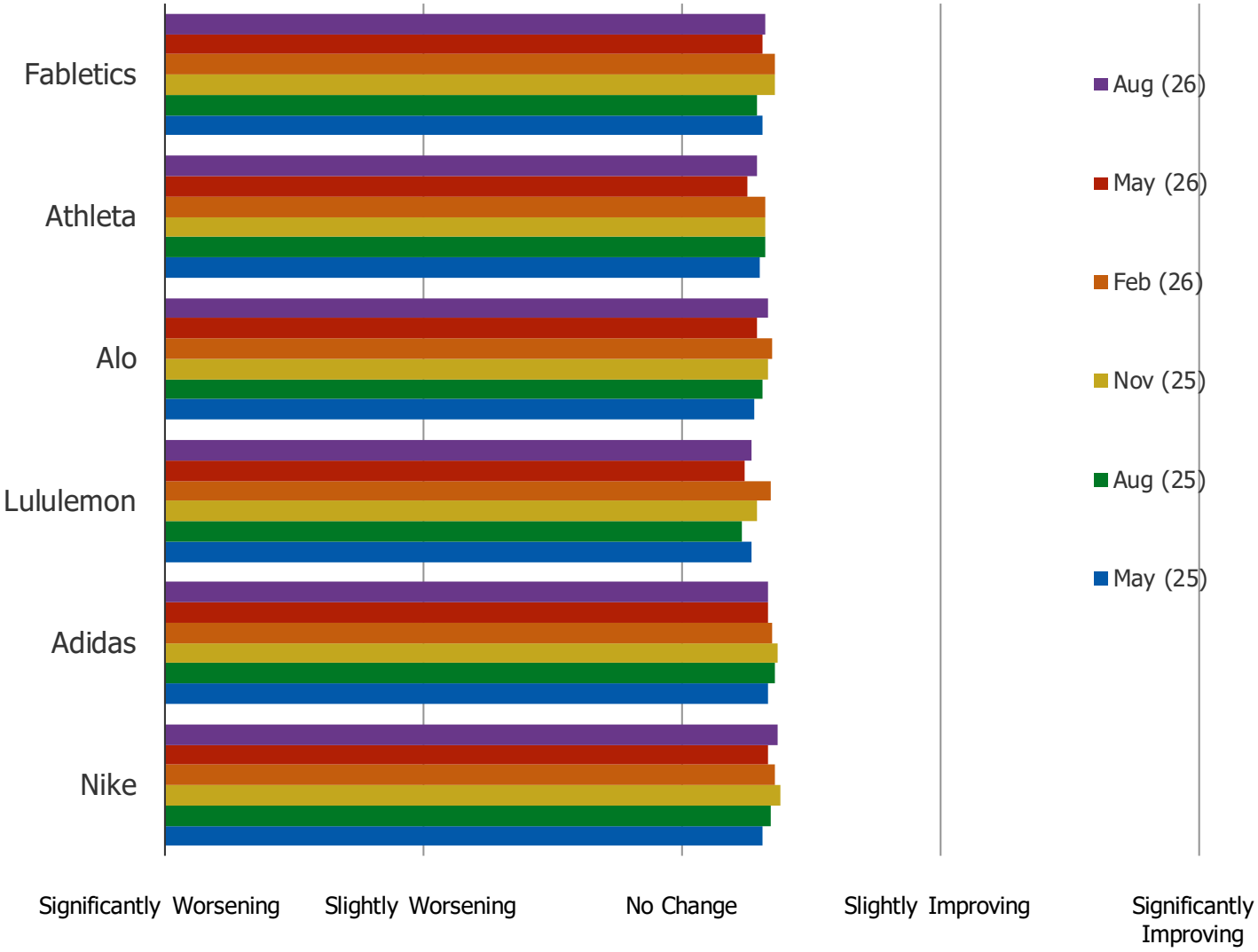
HOW HAS YOUR PERCEPTION OF ON (ON CLOUD) CHANGED OVER THE PAST 12 MONTHS?

Posed to all respondents



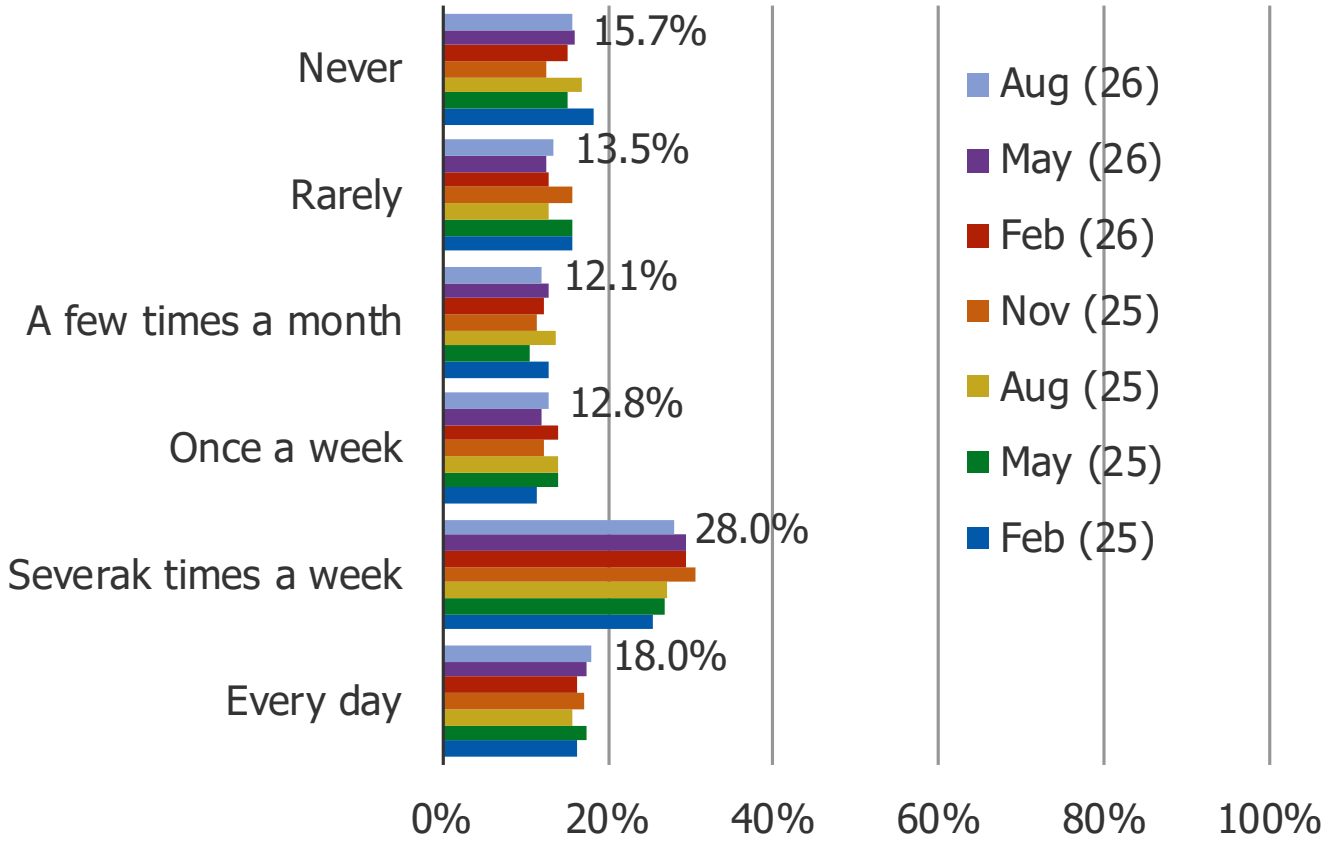
HAS YOUR OPINION OF THE FOLLOWING BRANDS BEEN CHANGING RECENTLY?

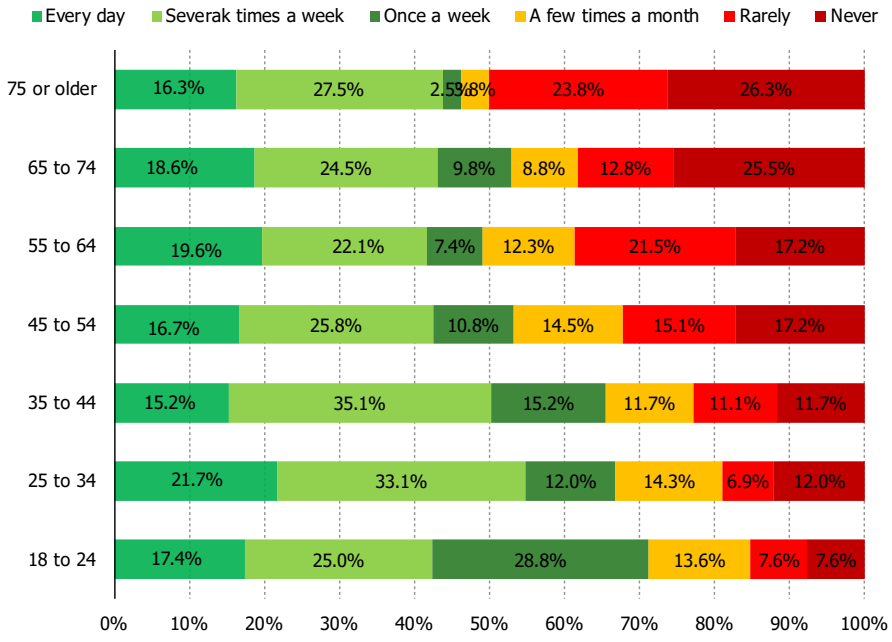
Posed to all respondents



HOW OFTEN DO YOU WEAR ATHLEISURE / ATHLETIC CLOTHING?

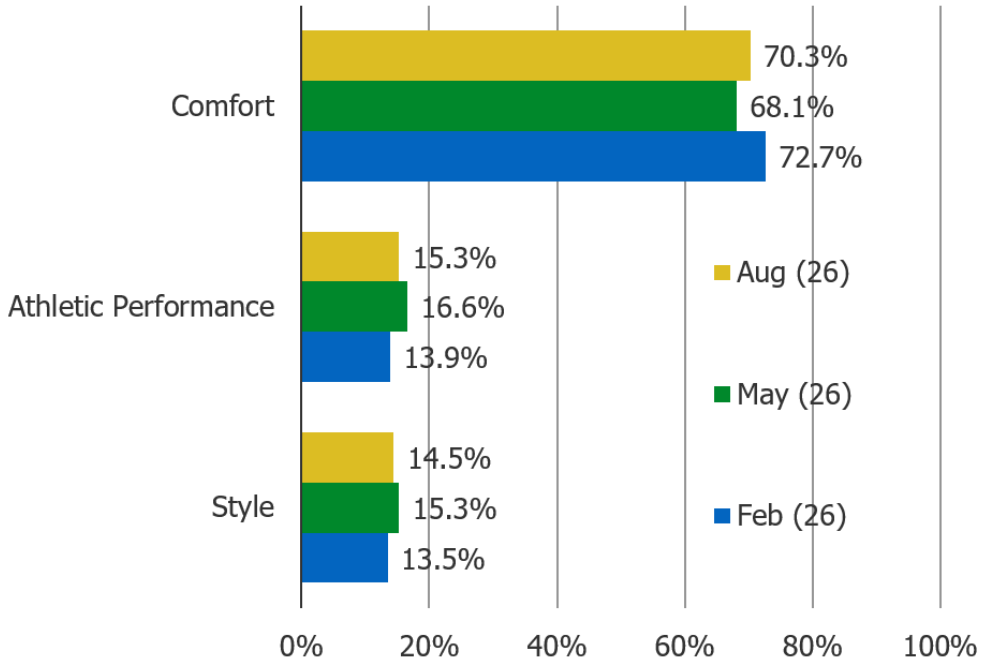
Posed to all respondents

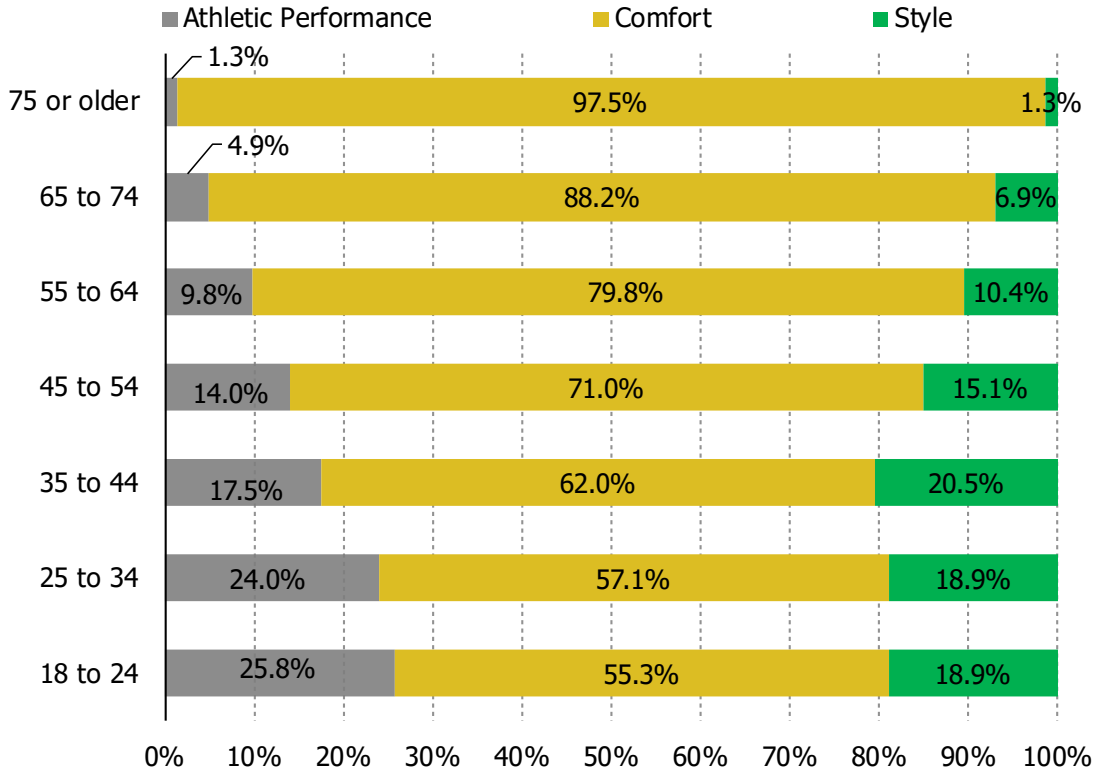




WHEN IT COMES TO BUYING ATHLETIC/ATHLEISURE WEAR, WHICH IS MORE IMPORTANT TO YOU?

Posed to all respondents

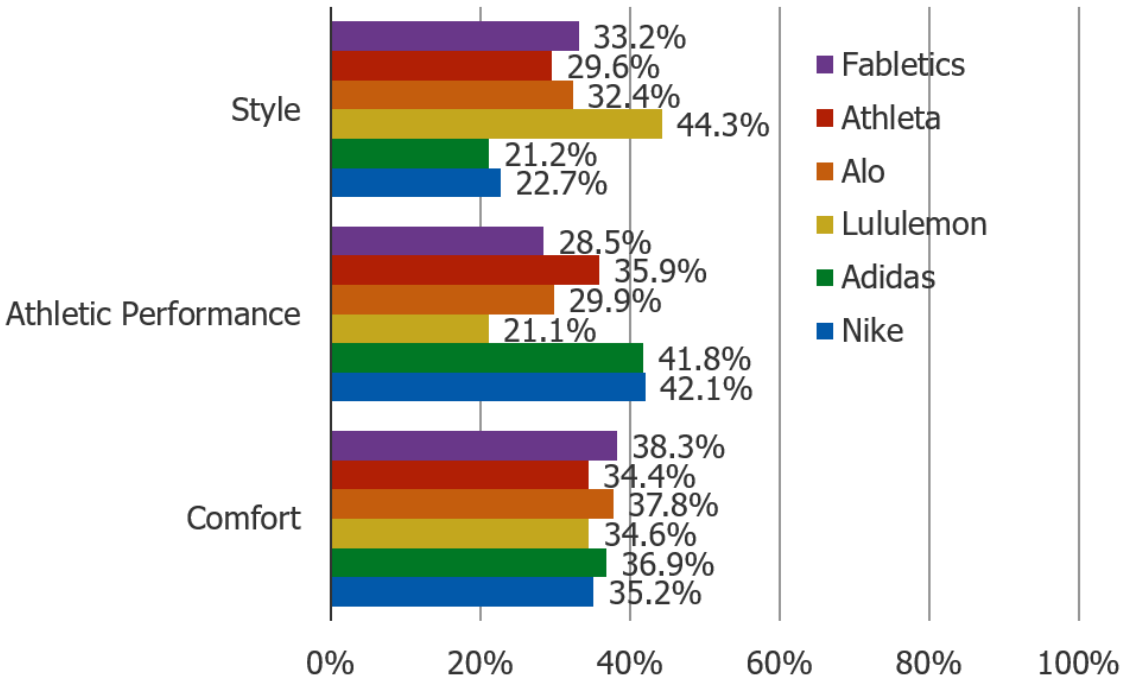




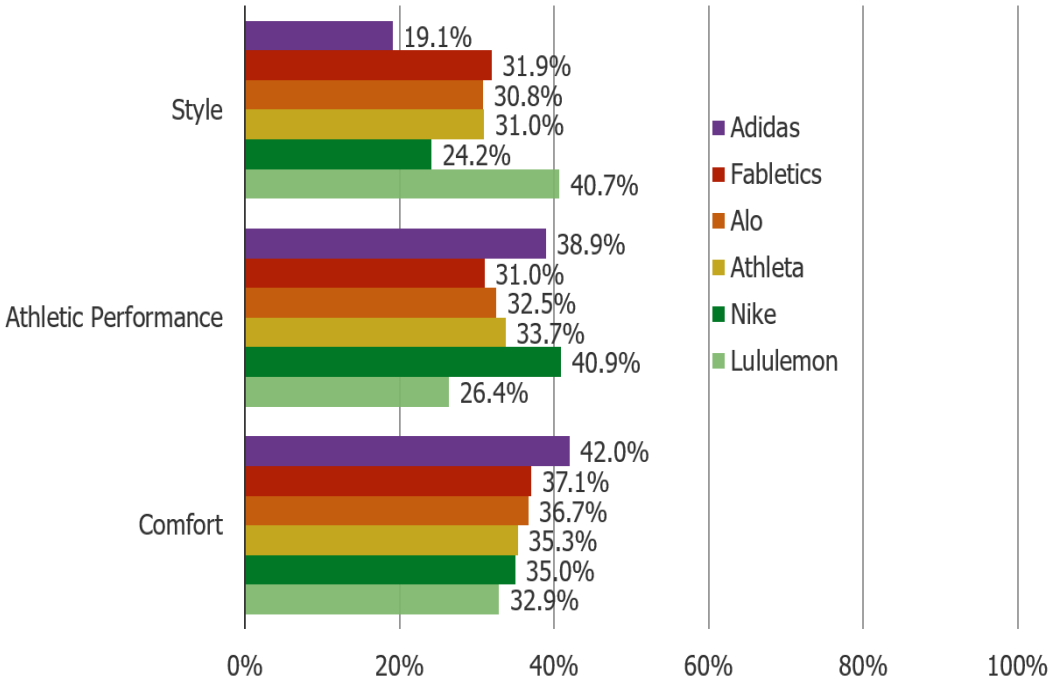
WHEN YOU THINK OF THE FOLLOWING ATHLEISURE BRANDS, DO YOU ASSOCIATE THEIR CLOTHES MORE WITH...

Posed to all respondents (excluding those who selected NA for each brand)

August 2026

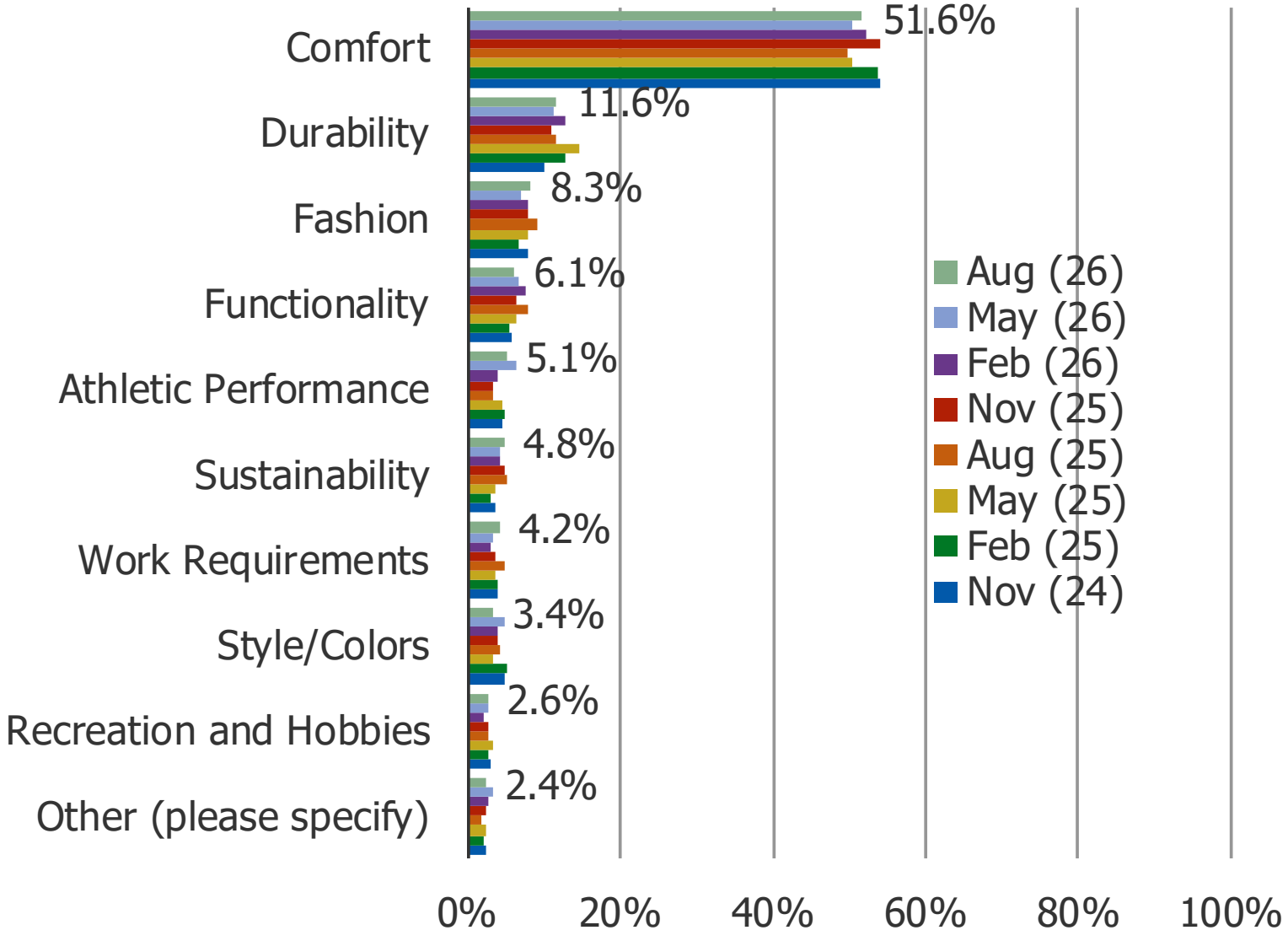


May 2026



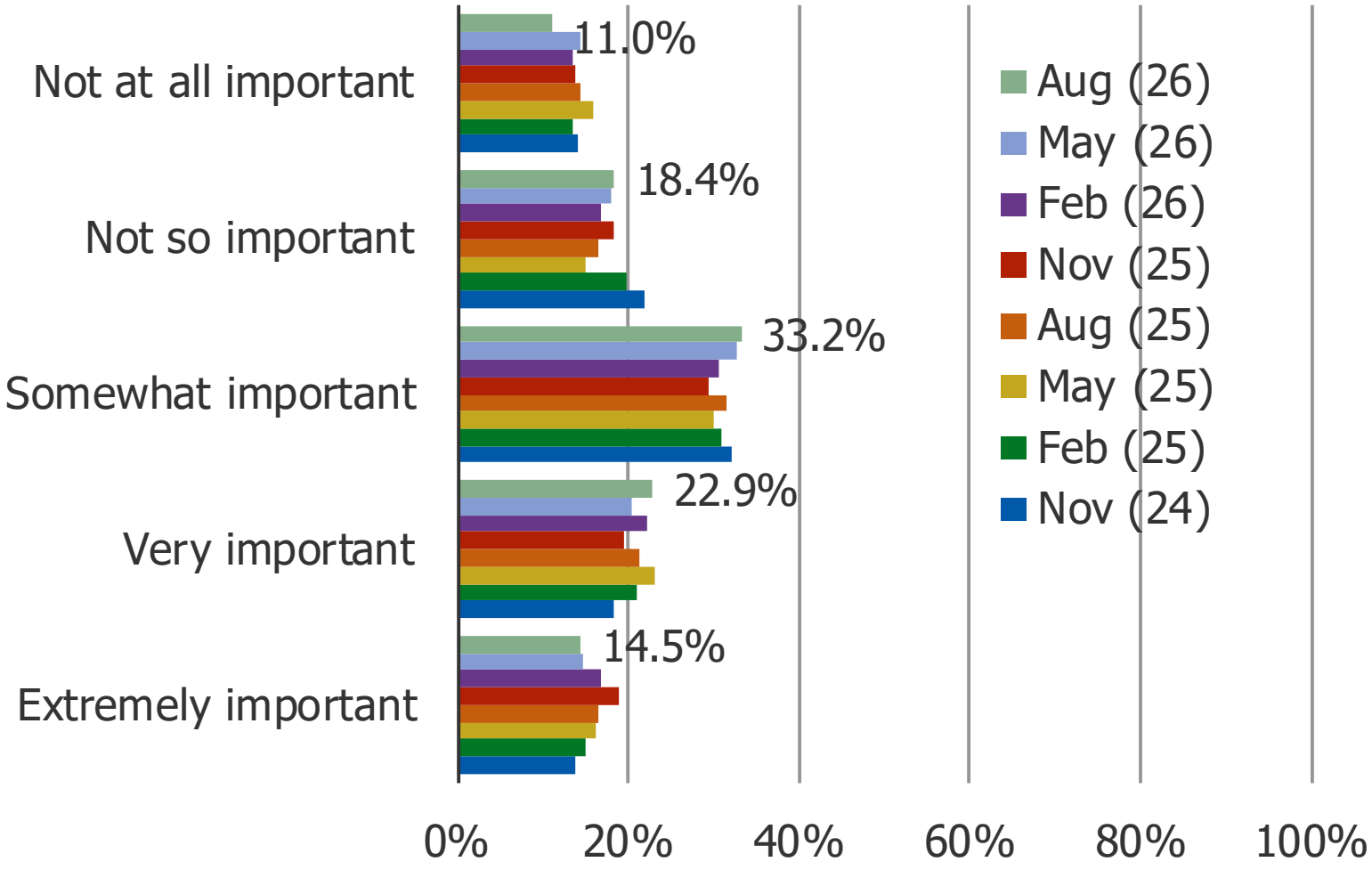
WHAT IS TYPICALLY THE PRIMARY DRIVER FOR FOOTWEAR PURCHASES THAT YOU MAKE?

Posed to all respondents



HOW IMPORTANT IS THE FASHION COMPONENT OF SNEAKERS TO YOU?

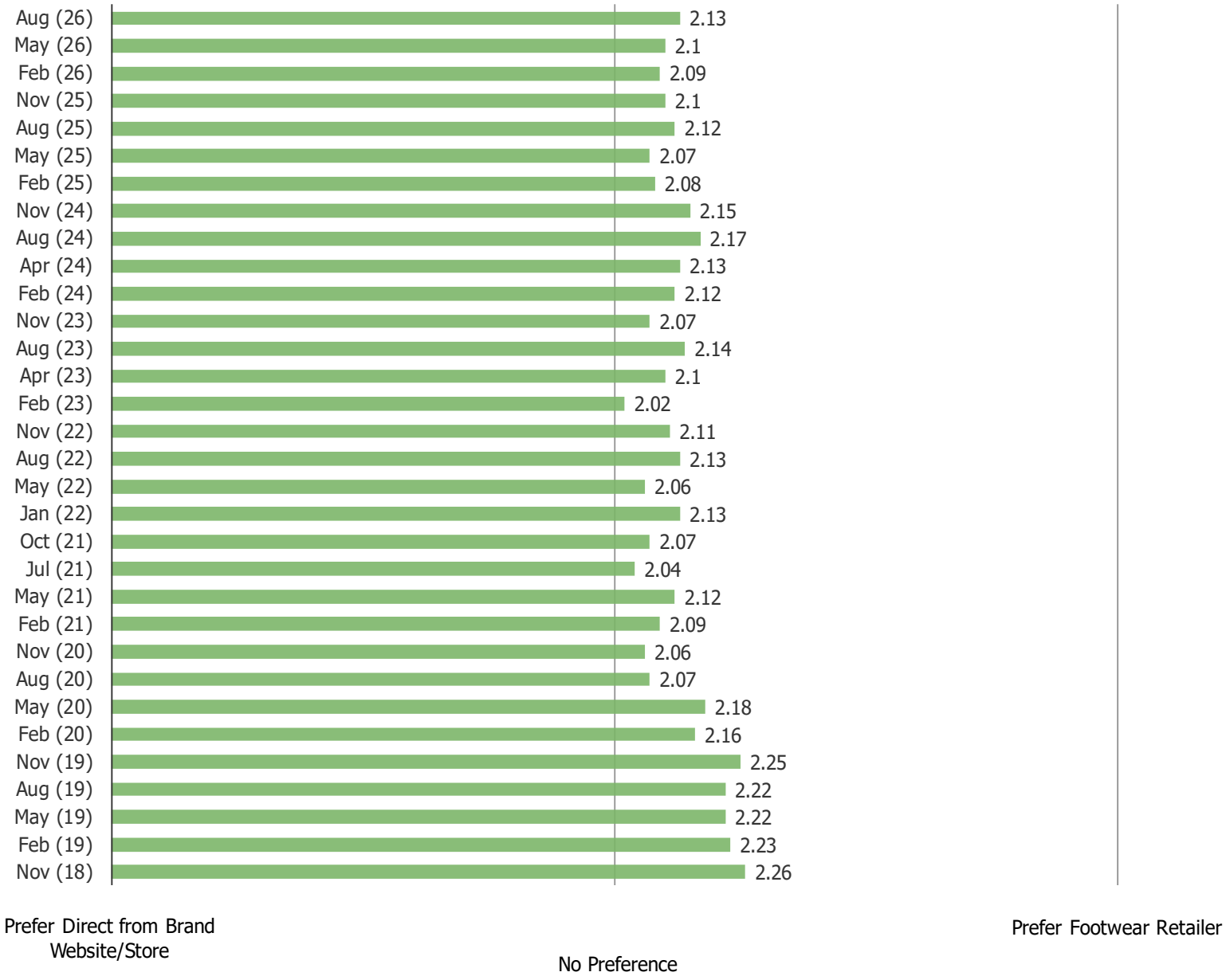
Posed to all respondents



FOOTWEAR PURCHASE PREFERENCES

WHERE DO YOU PREFER TO BUY SNEAKERS/FOOTWEAR?

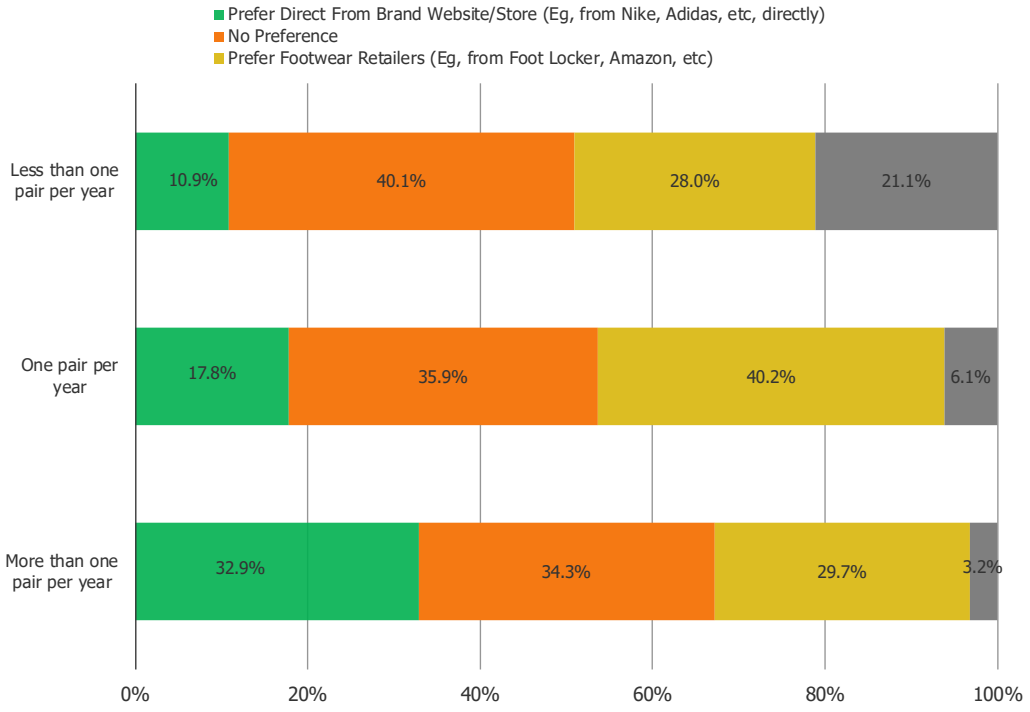
Posed to all respondents



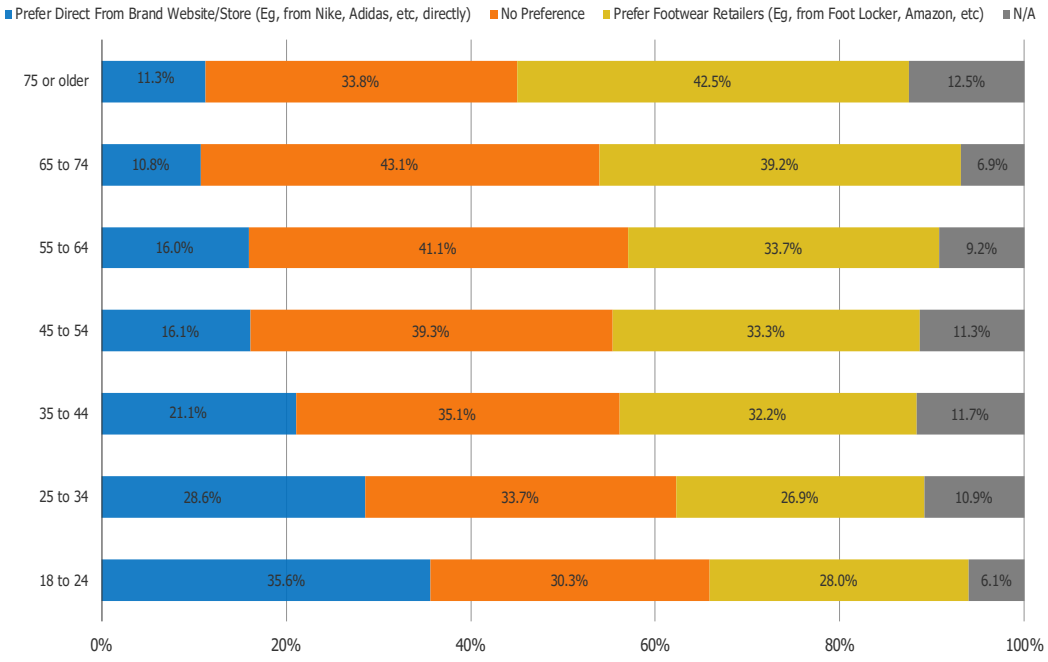
WHERE DO YOU PREFER TO BUY SNEAKERS/FOOTWEAR?

Cross-Tab Analysis

By How Often Consumers Buy Footwear

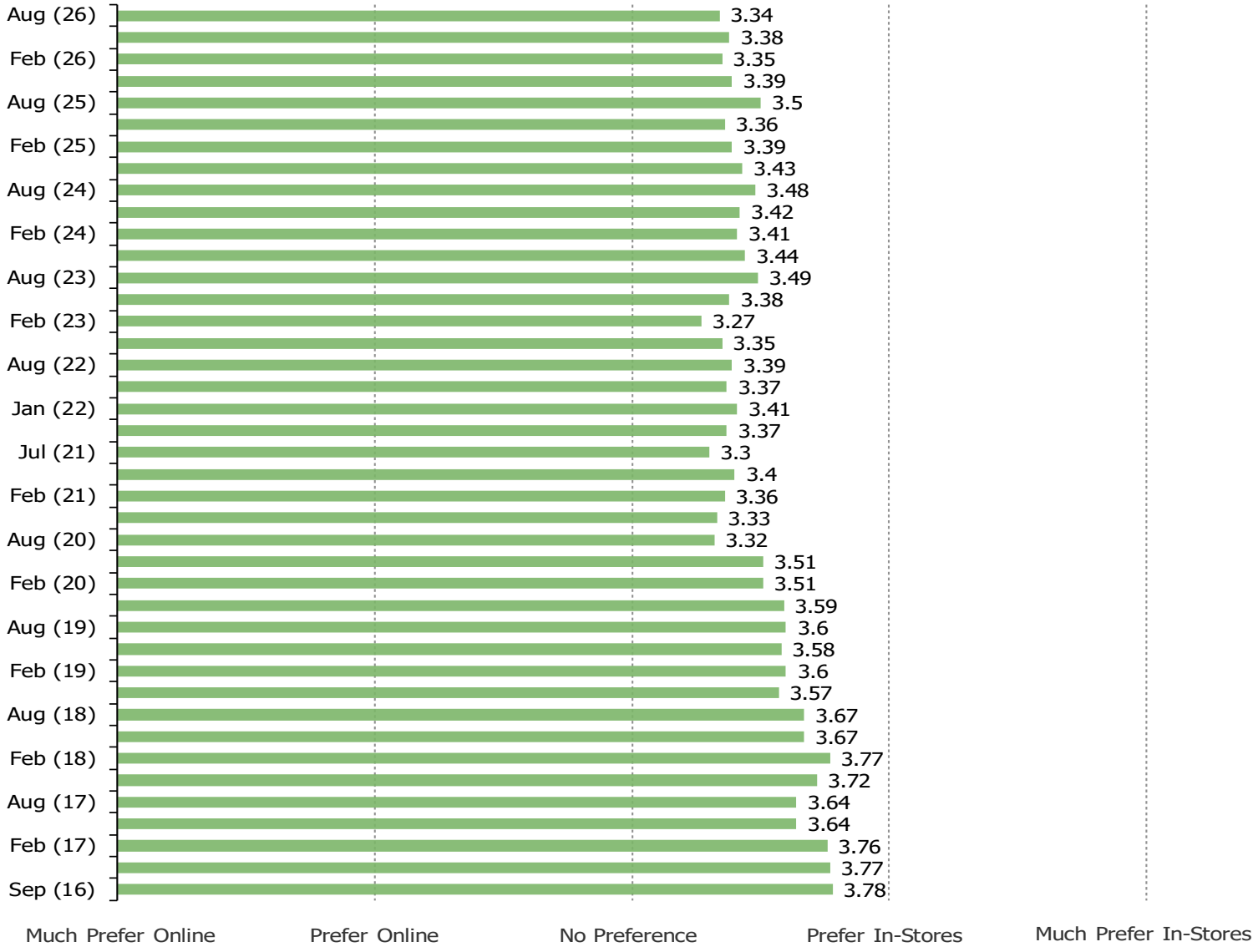


By Age



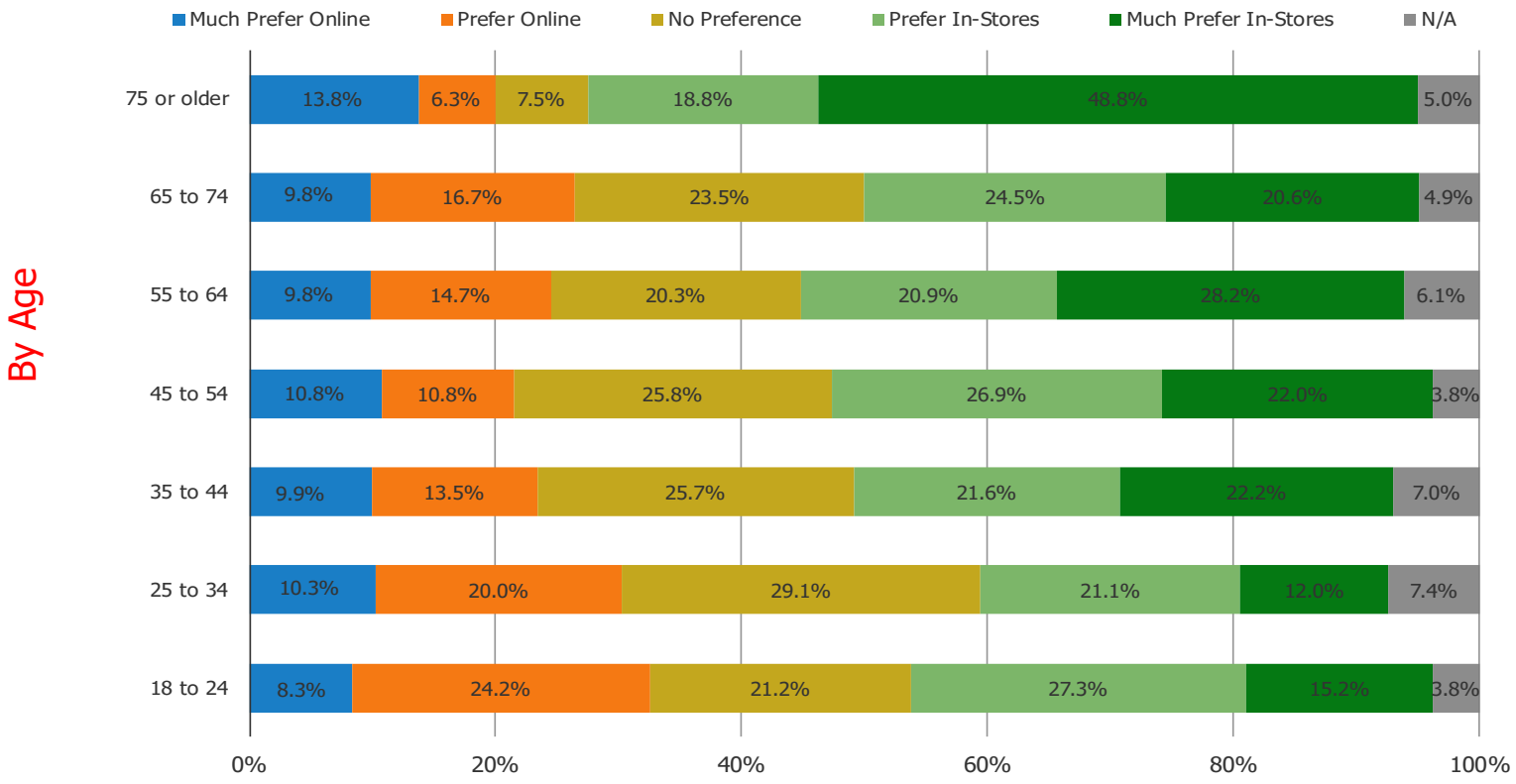
WHERE DO YOU PREFER TO BUY SNEAKERS?

Posed to all respondents



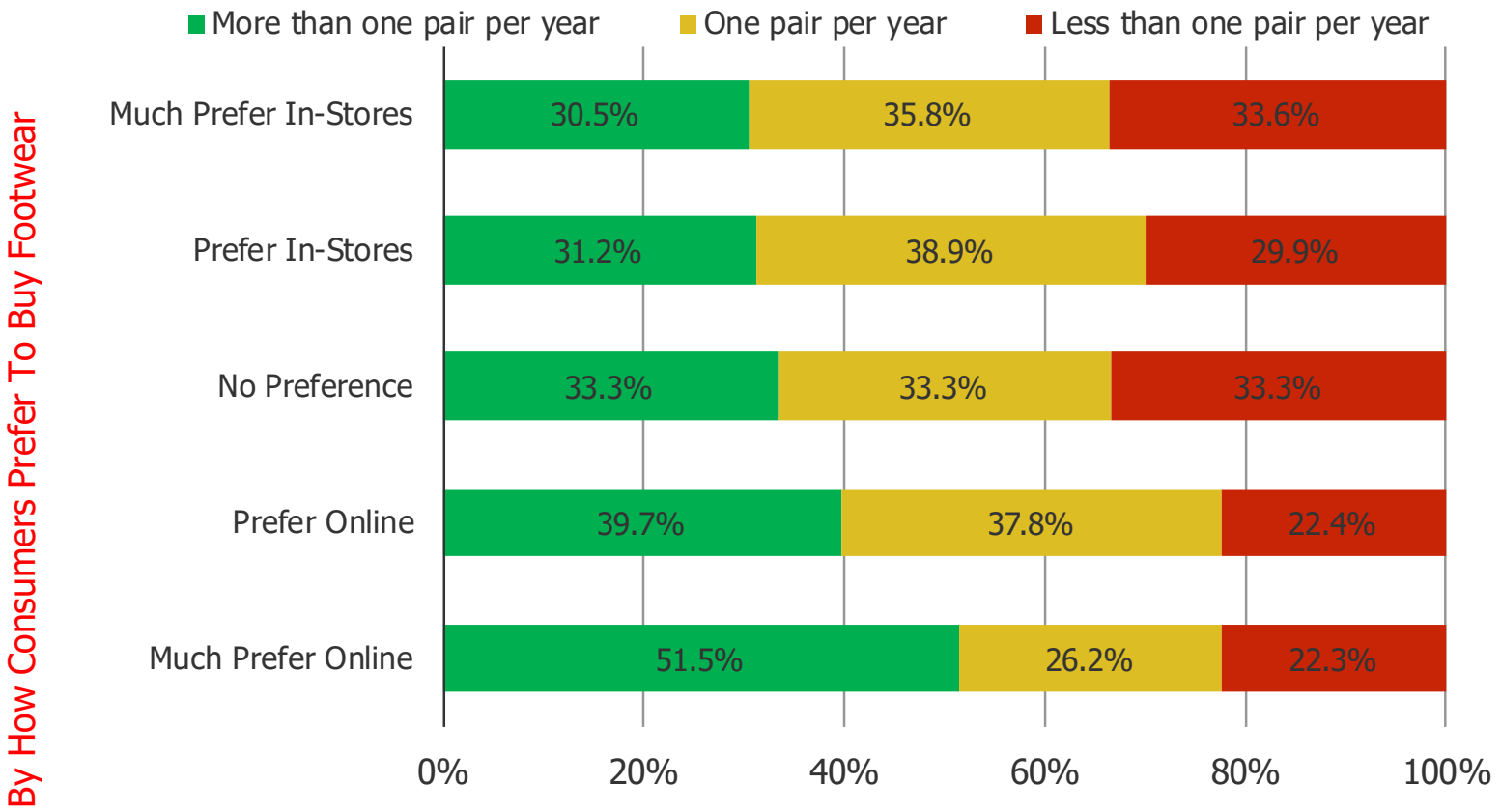
WHERE DO YOU PREFER TO BUY SNEAKERS?

Cross-Tab Analysis



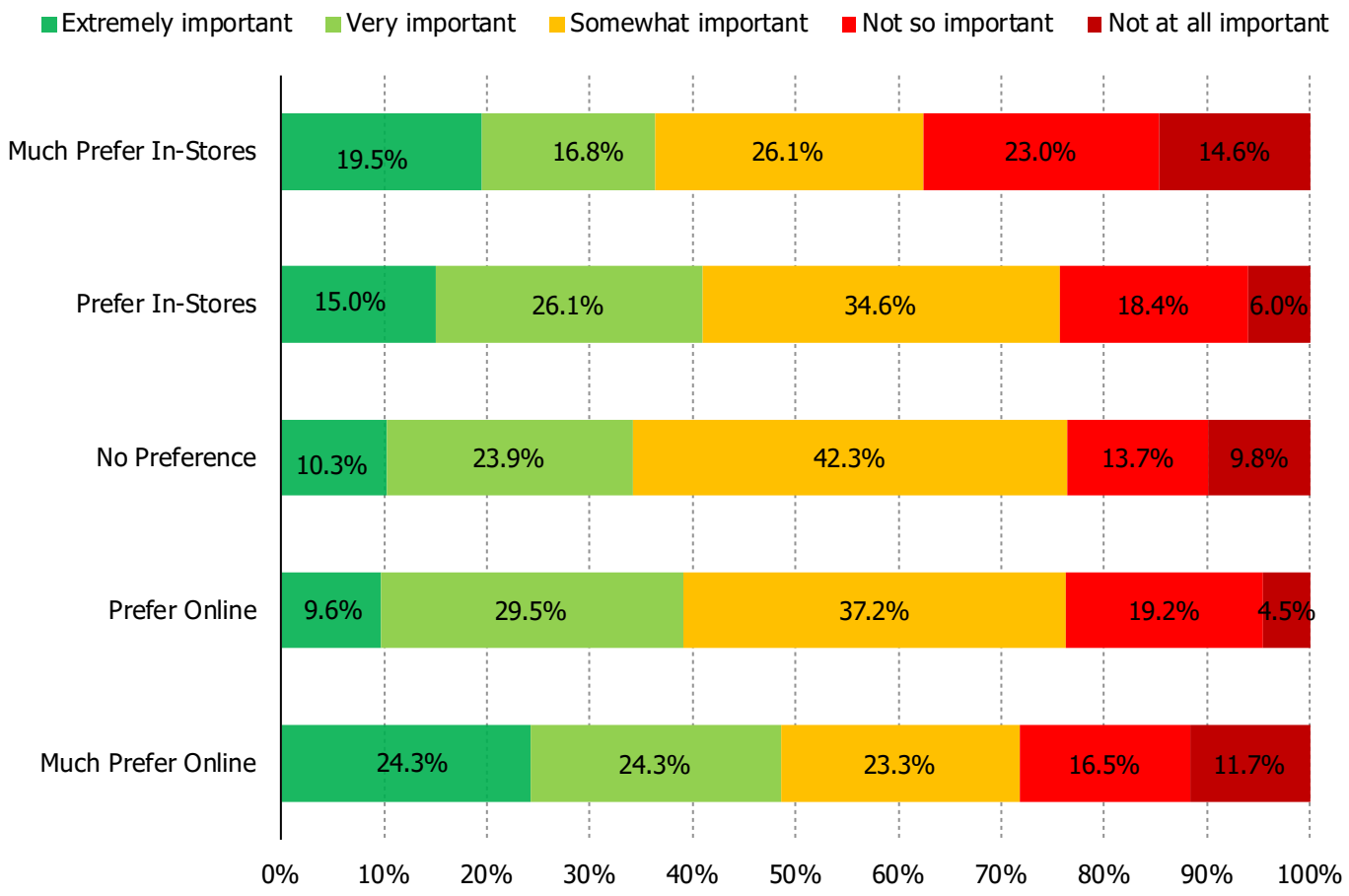
HOW MANY PAIRS OF FOOTWEAR DO YOU BUY PER YEAR?

Cross-Tab Analysis



HOW IMPORTANT IS THE FASHION COMPONENT OF SNEAKERS TO YOU?

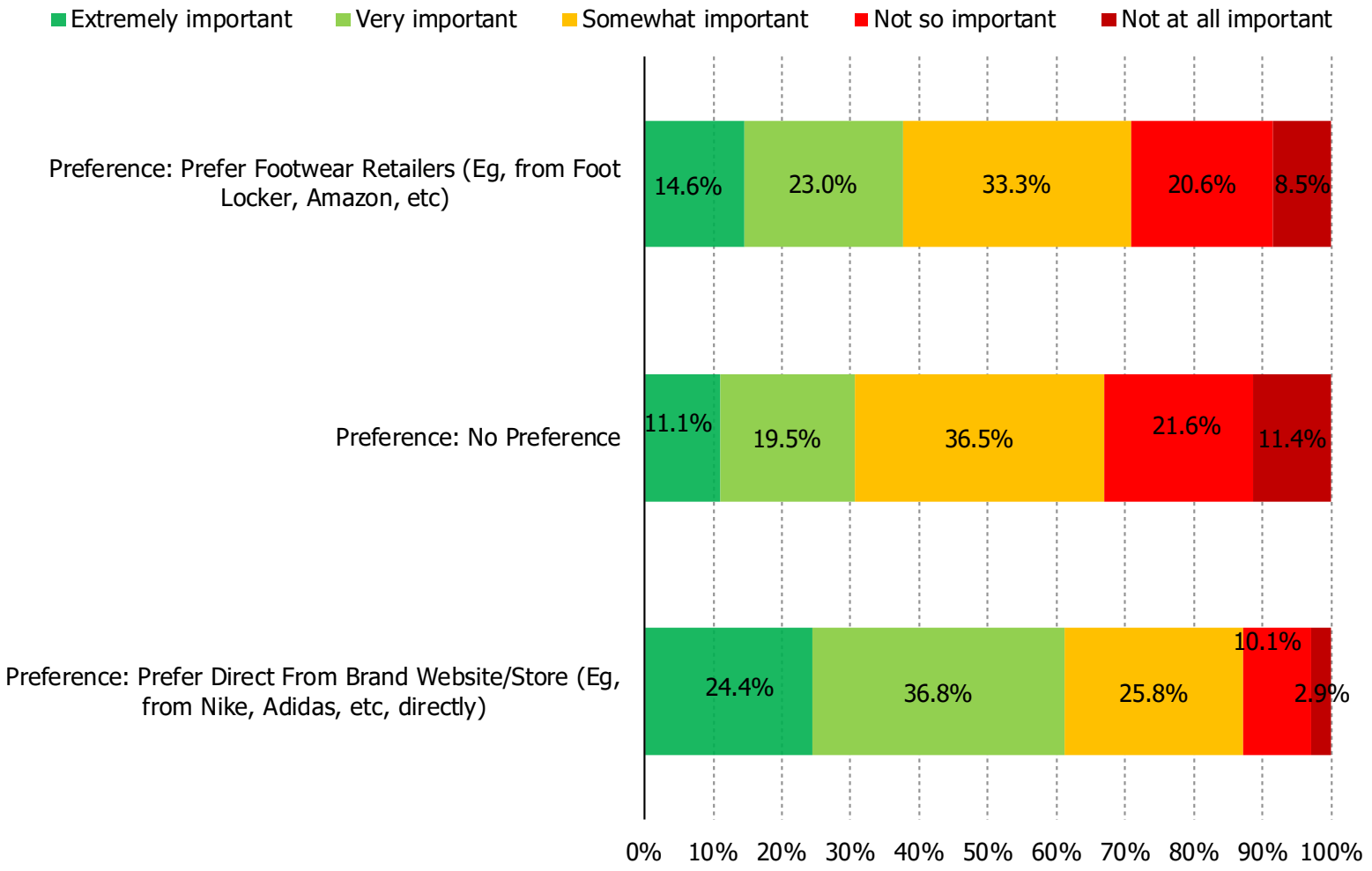
Cross-Tab Analysis



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

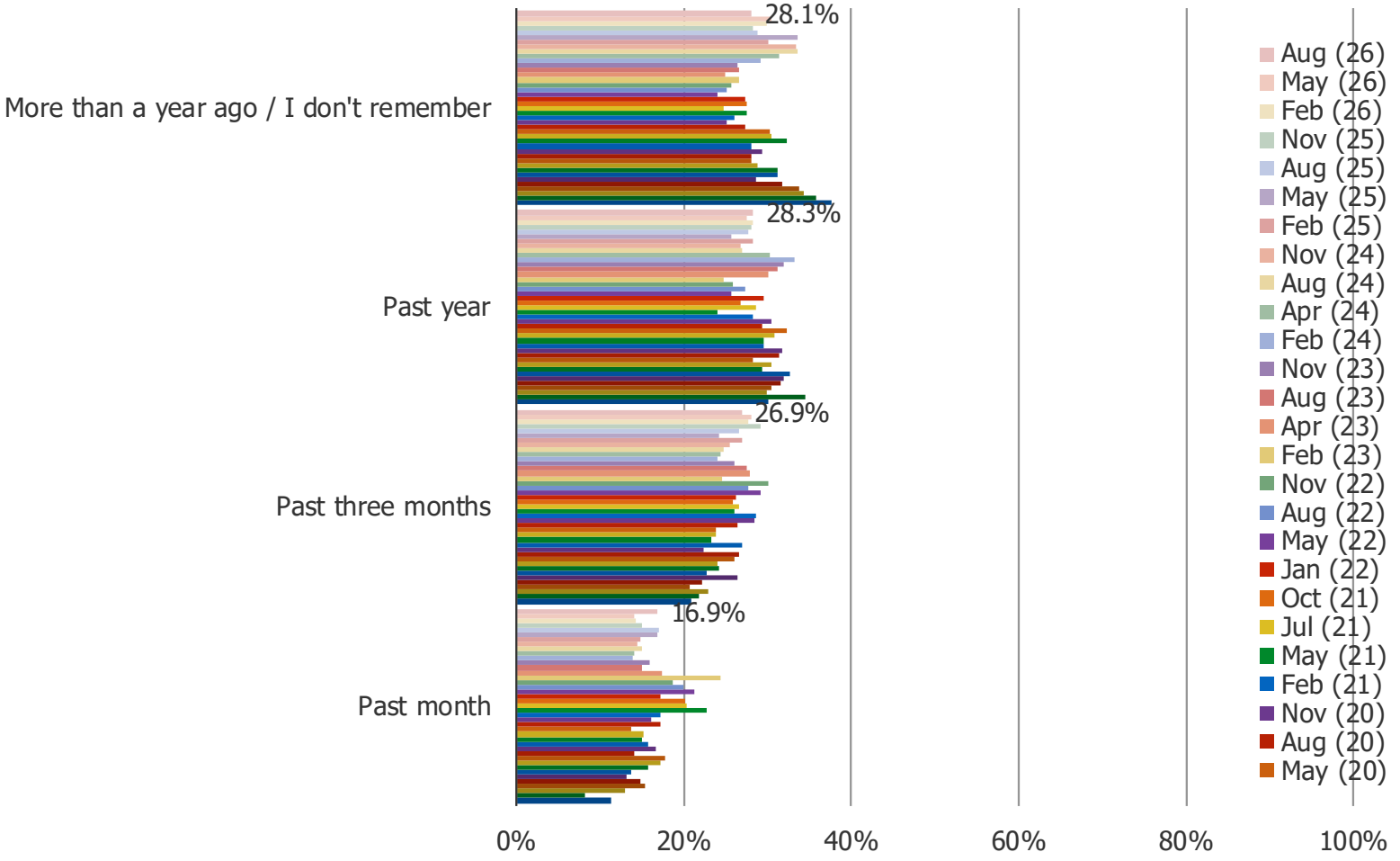


IE – respondents who prefer buying direct from the brand are more likely to say the fashion component of sneakers is important to them…

SNEAKER BUYING TRENDS

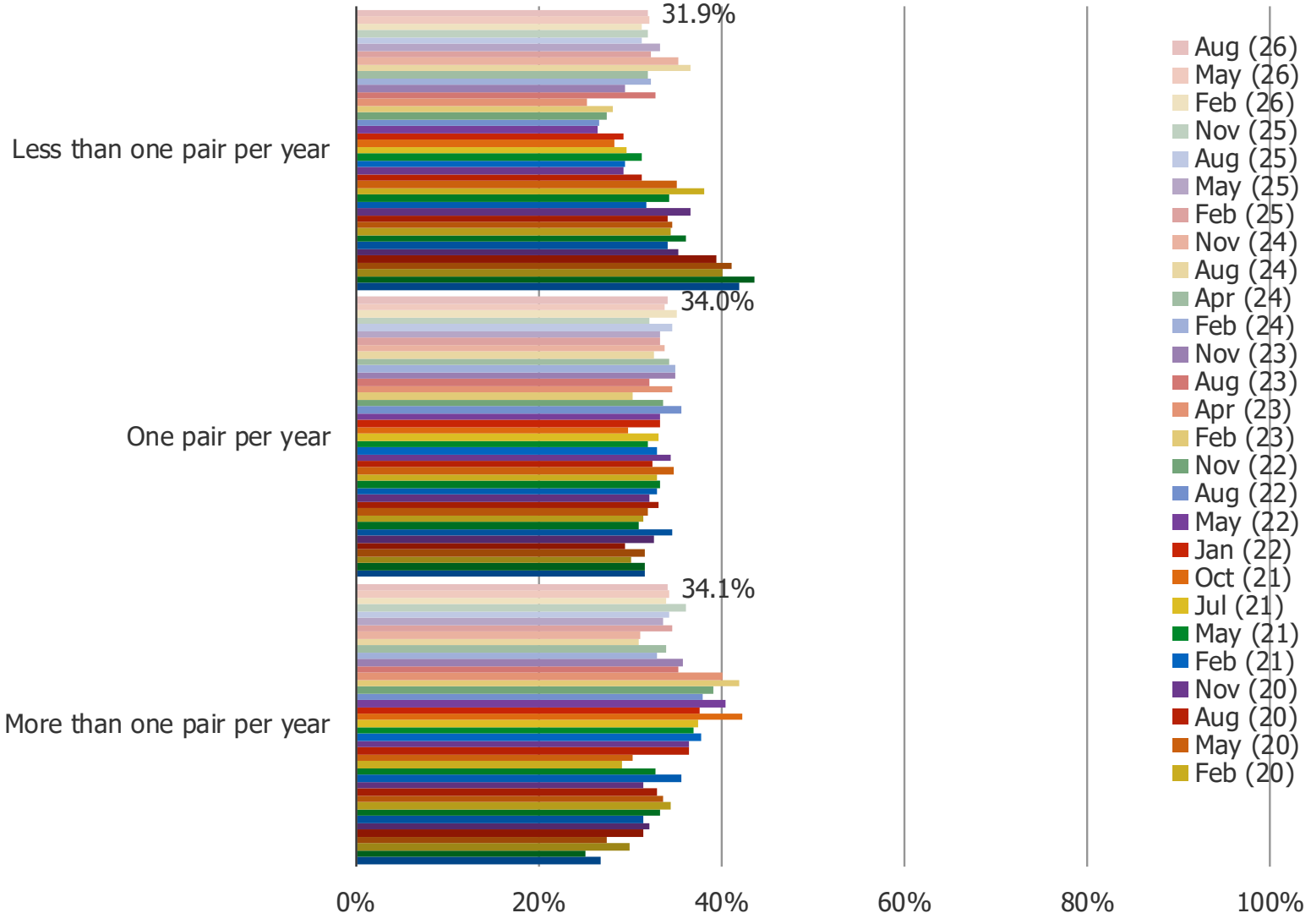
WHEN IS THE LAST TIME YOU BOUGHT A NEW PAIR OF SNEAKERS?

Posed to all respondents



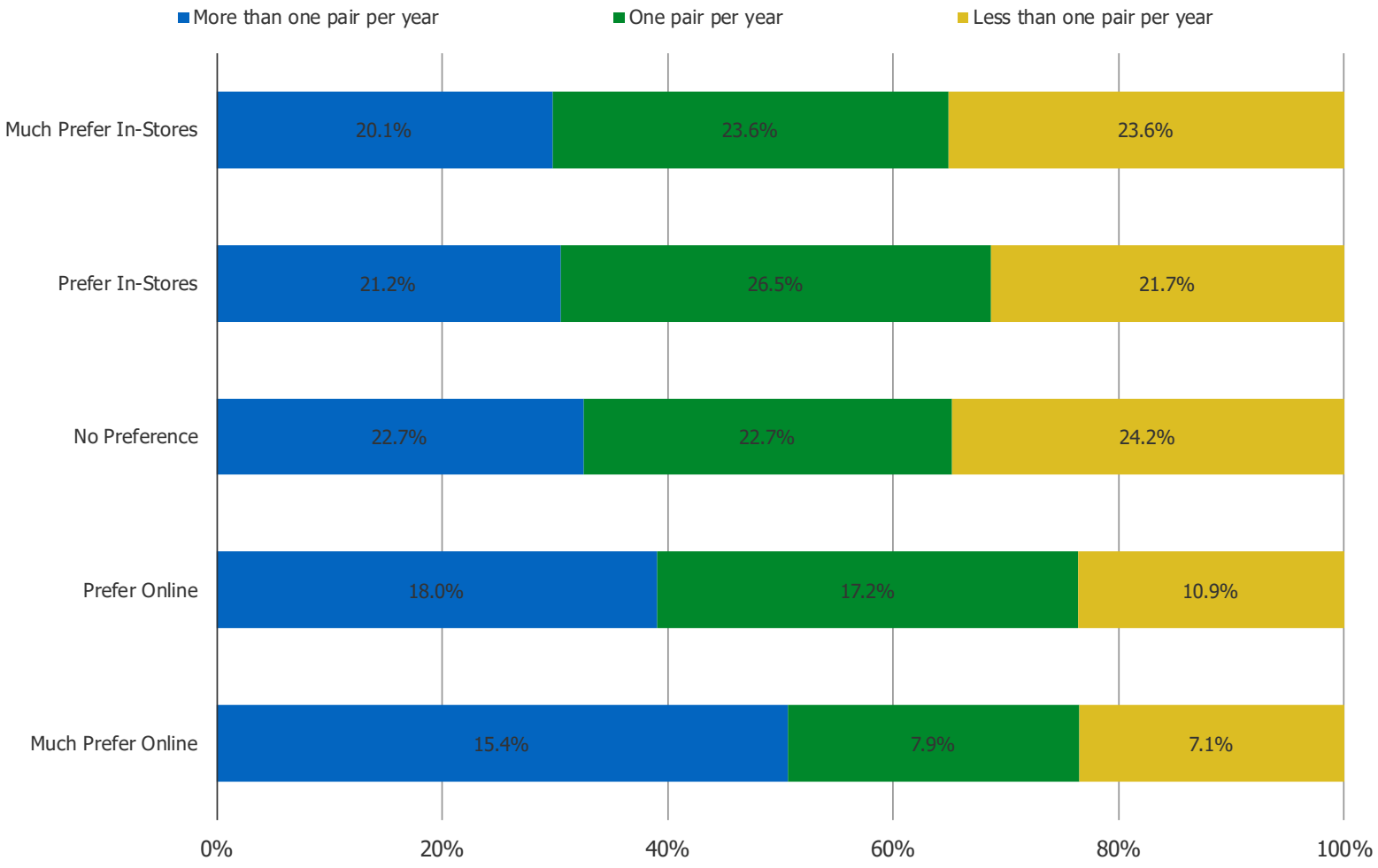
HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

Posed to all respondents



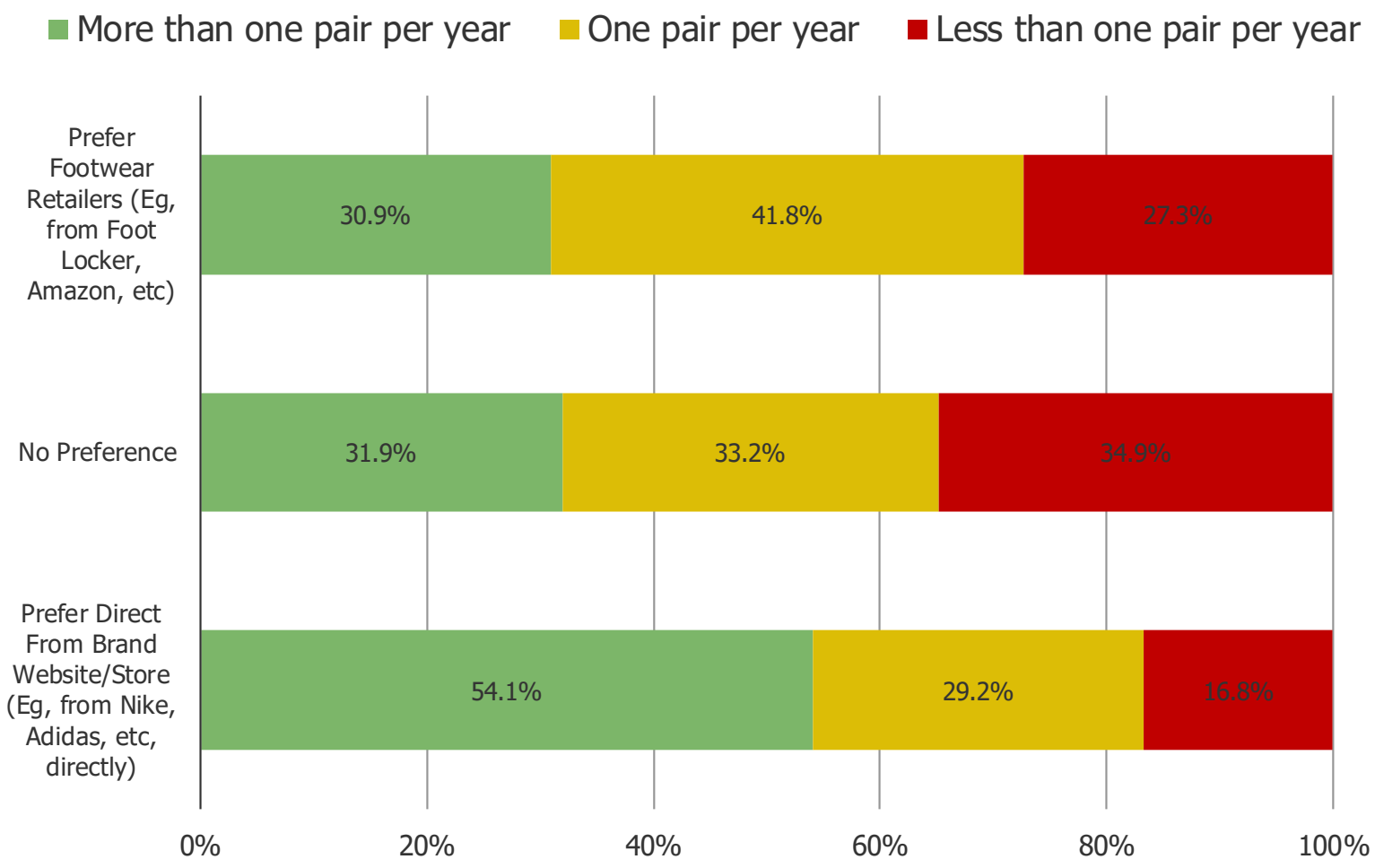
HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

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



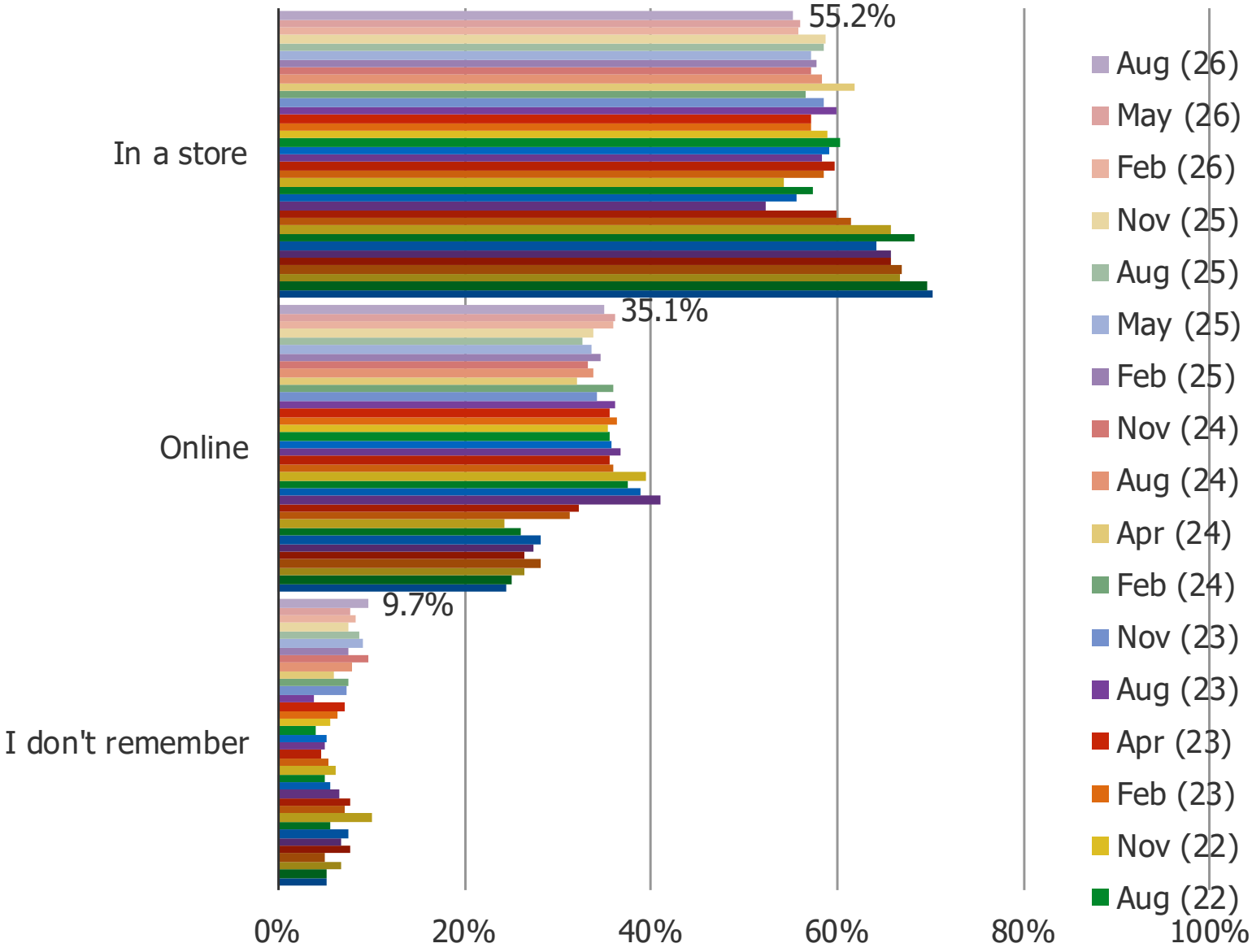
HOW OFTEN DO YOU BUY A NEW PAIR OF SNEAKERS?

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



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

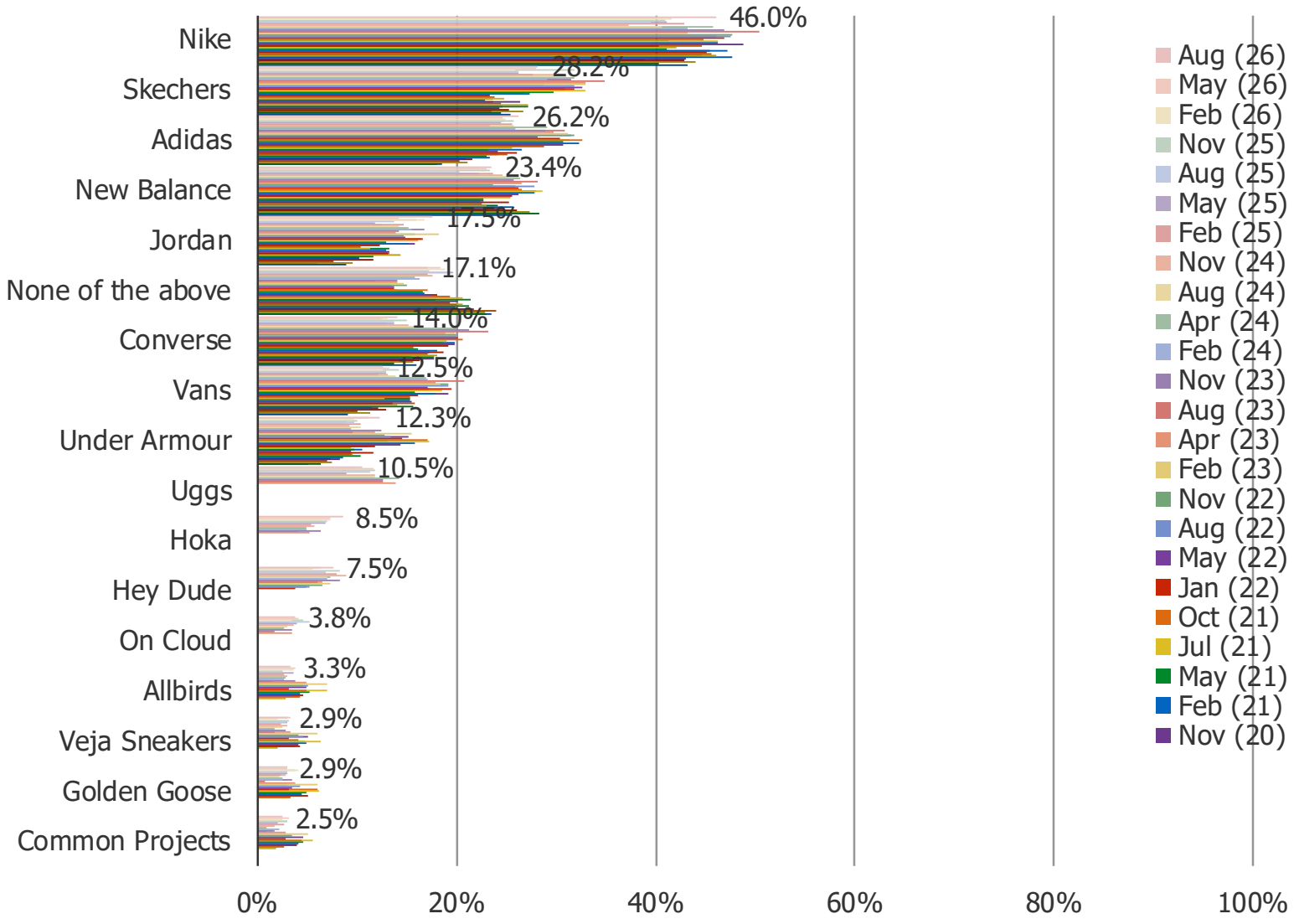
Posed to all respondents



SNEAKER BRANDS

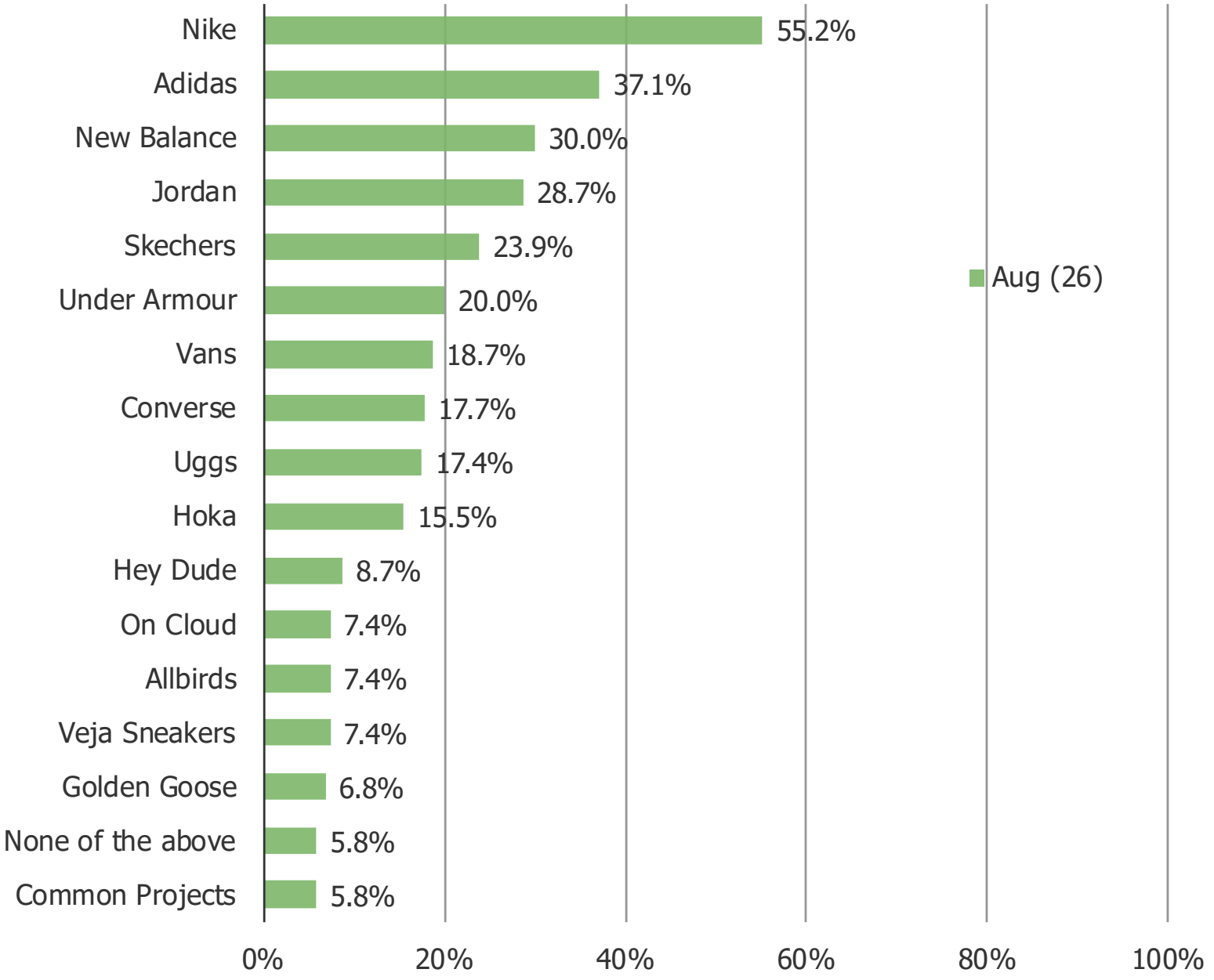
WHICH OF THE FOLLOWING BRANDS DO YOU OWN SNEAKERS FROM?

Posed to all respondents



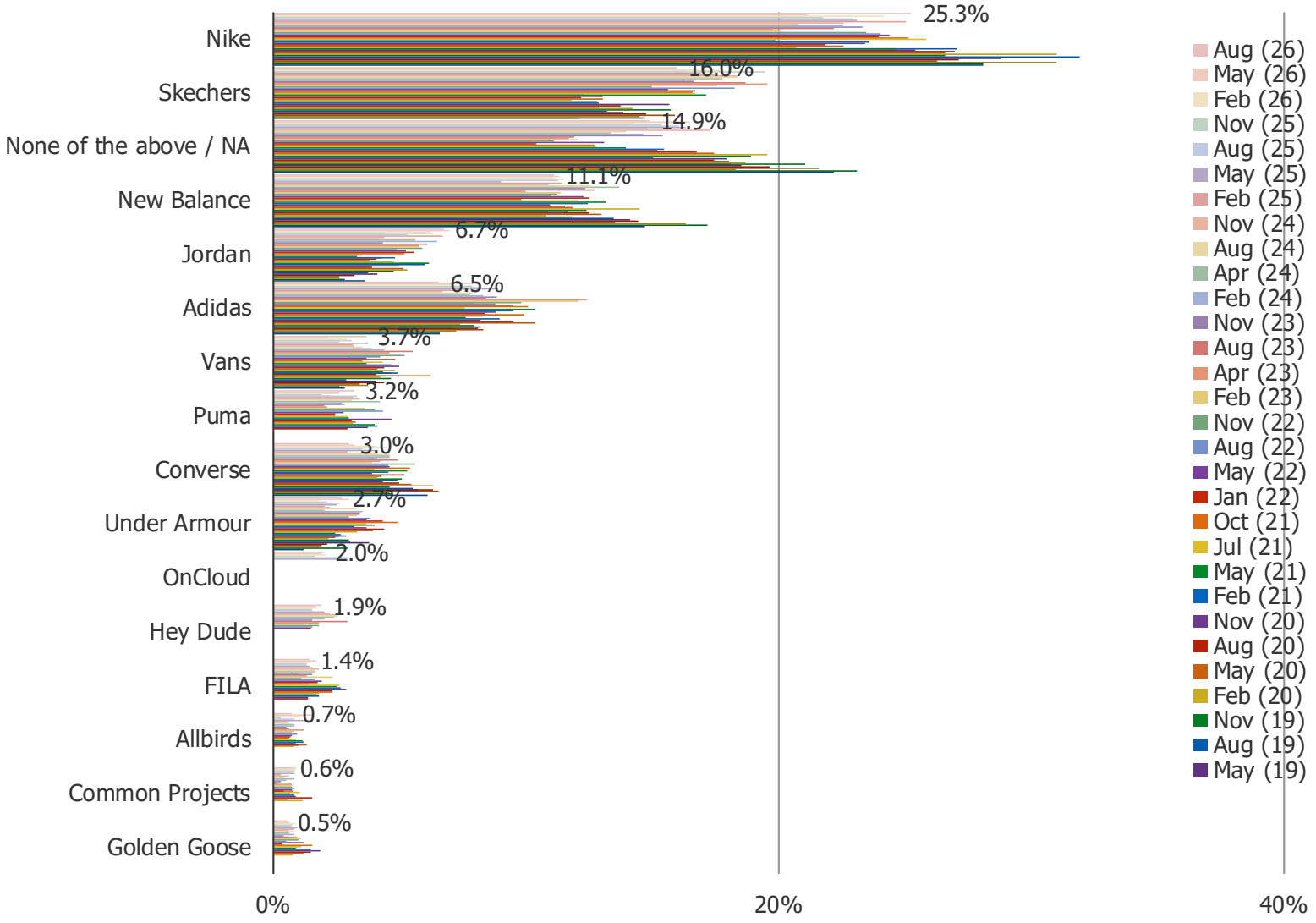
WHICH OF THE FOLLOWING FOOTWEAR BRANDS DO YOU OWN SNEAKERS/FOOTWEAR FROM?

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



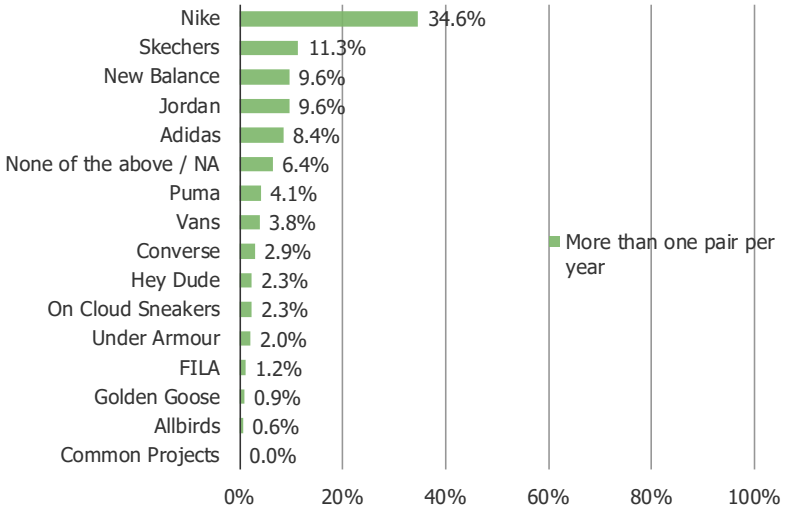
IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

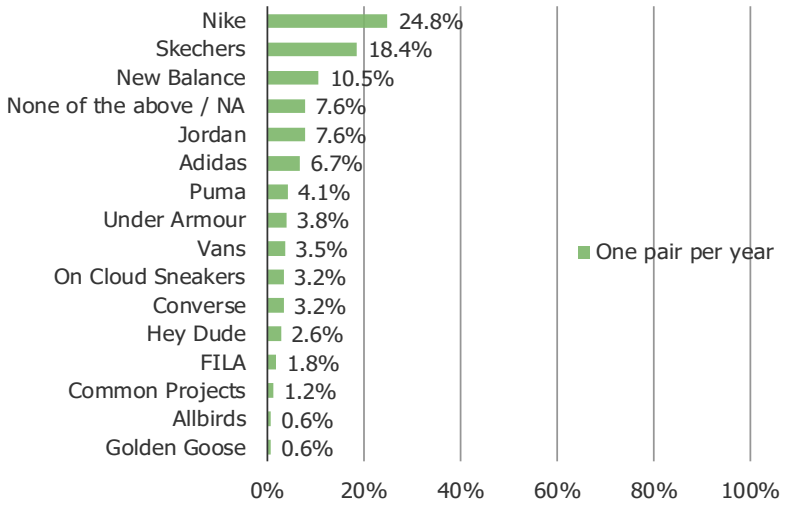
Posed to all respondents

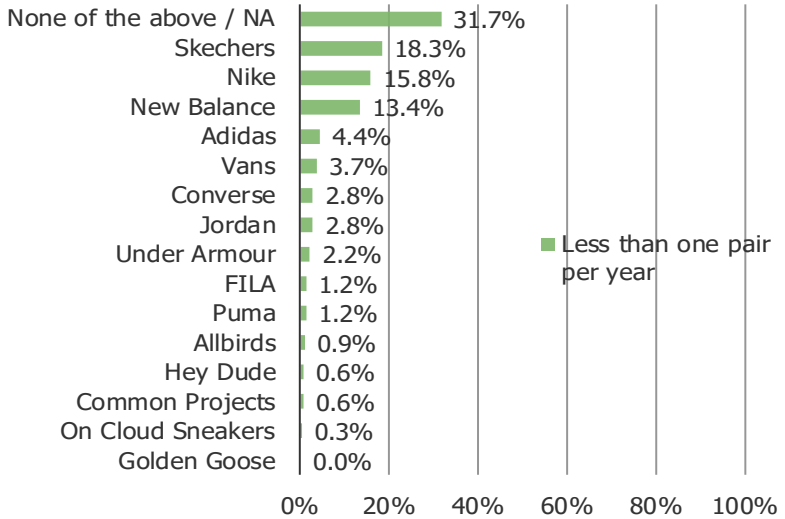


IF YOU WERE BUYING A NEW PAIR OF SNEAKERS TODAY, WHICH BRAND WOULD YOU BE MOST LIKELY TO CHOOSE?

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

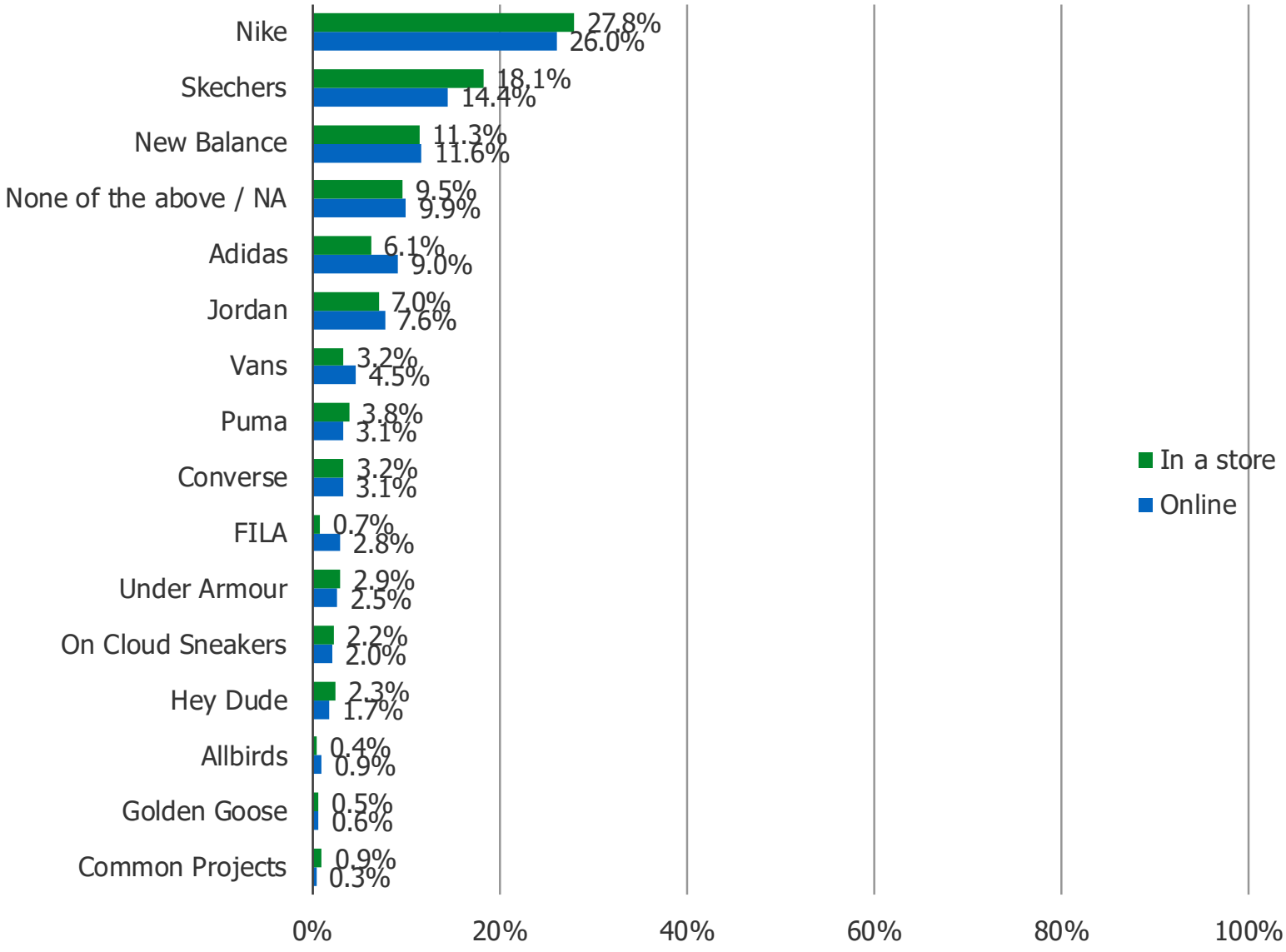






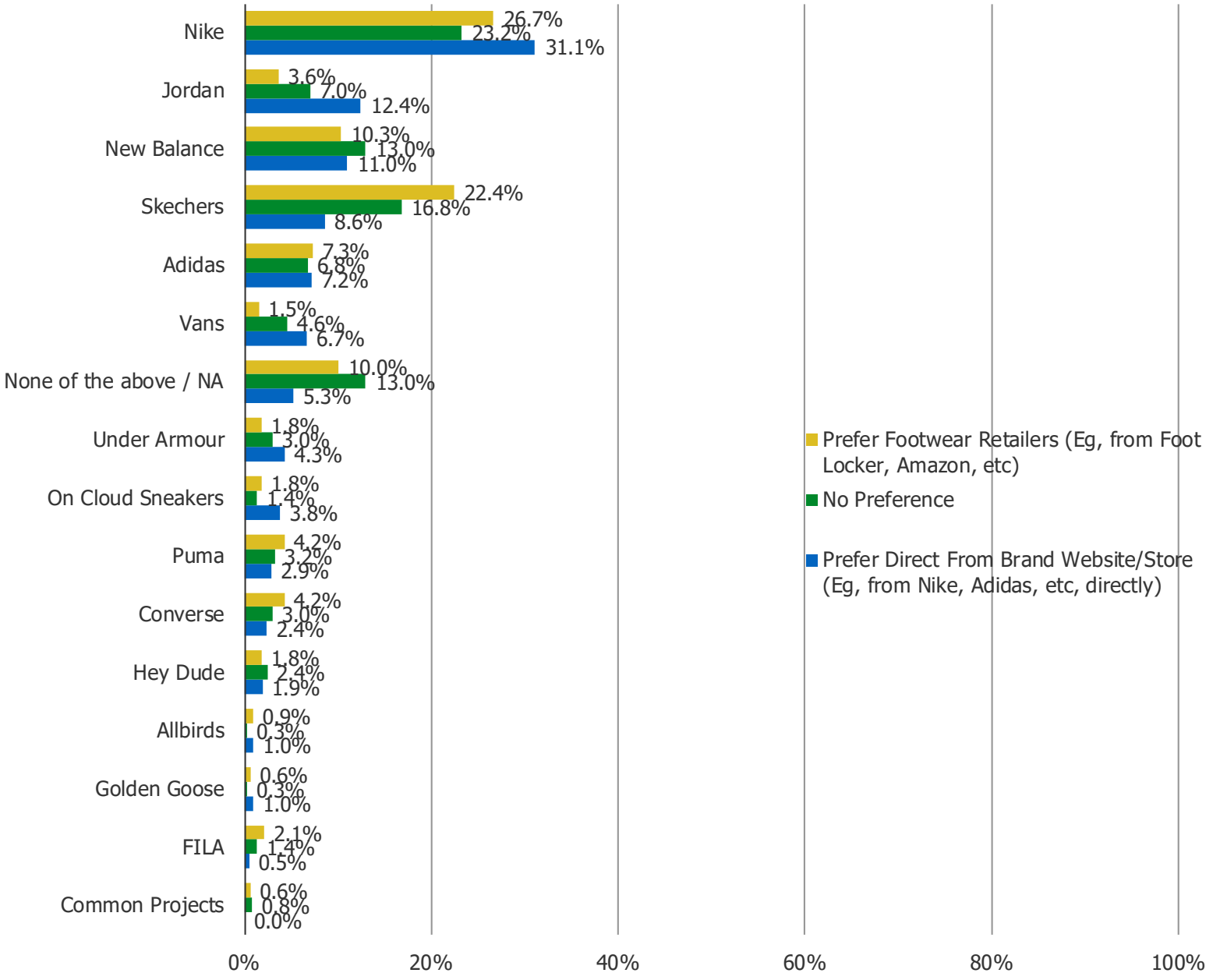
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Posed to all respondents – Cross-tabbed by those who prefer to buy online vs. in-stores.



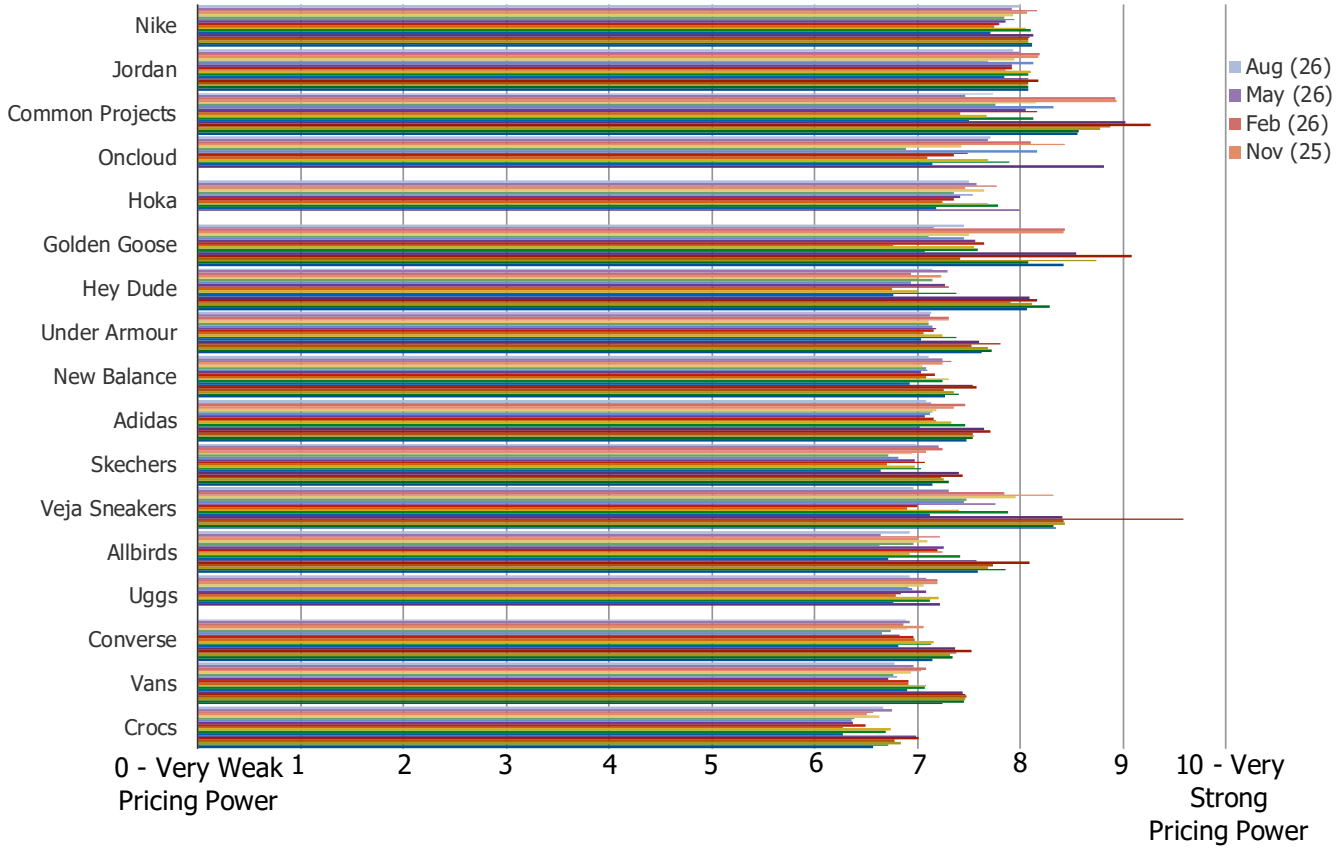
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Posed to all respondents – Cross-tabbed by those who prefer to buy direct vs. from retailers.



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?

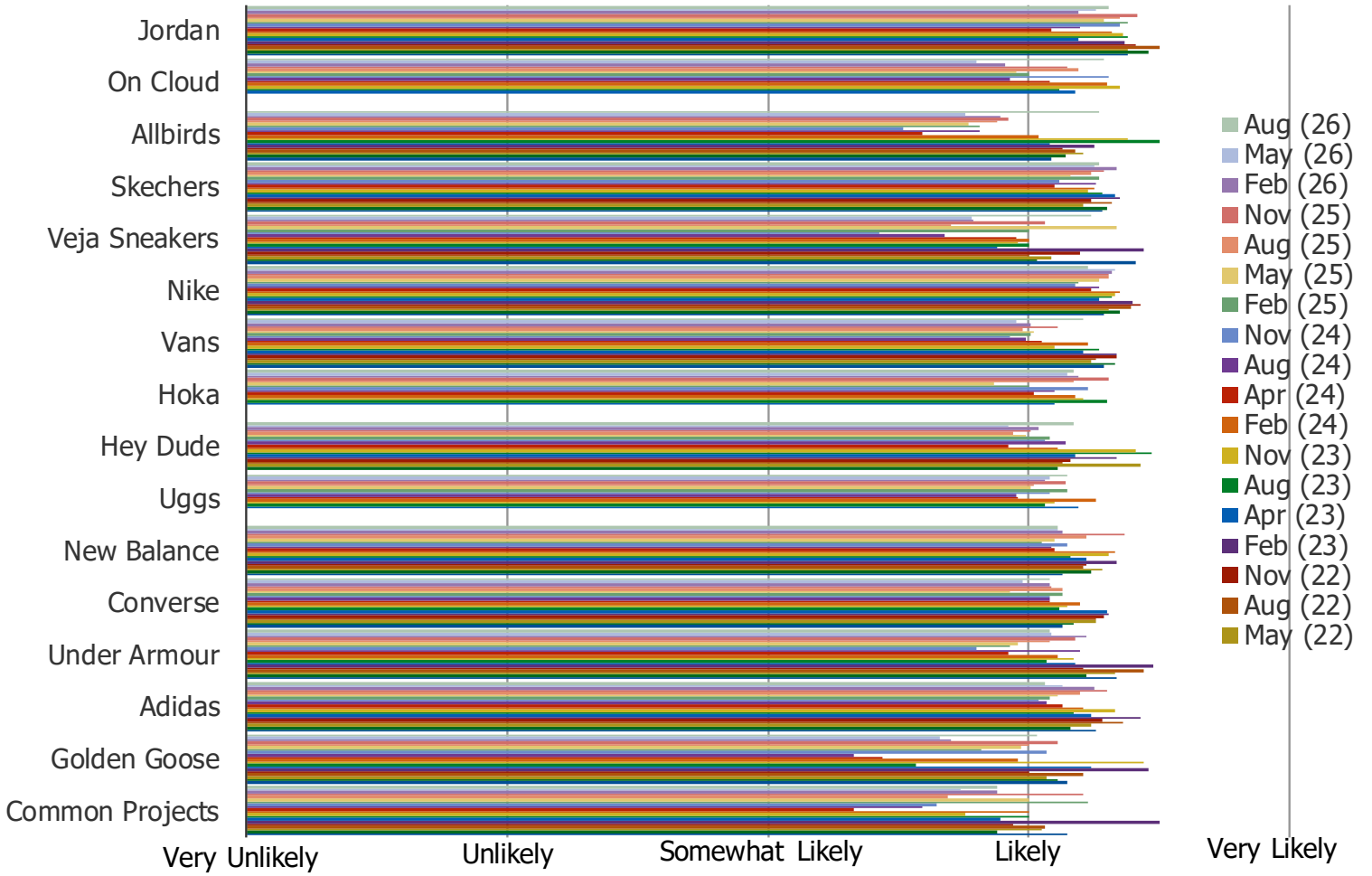
Posed to respondents who have heard of each of the following:



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Nike	727
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Converse	568
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Veja Sneakers	47
Allbirds	90
Hey Dude	207
Crocs	523
Hoka	290
Oncloud	93
Uggs	444

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.

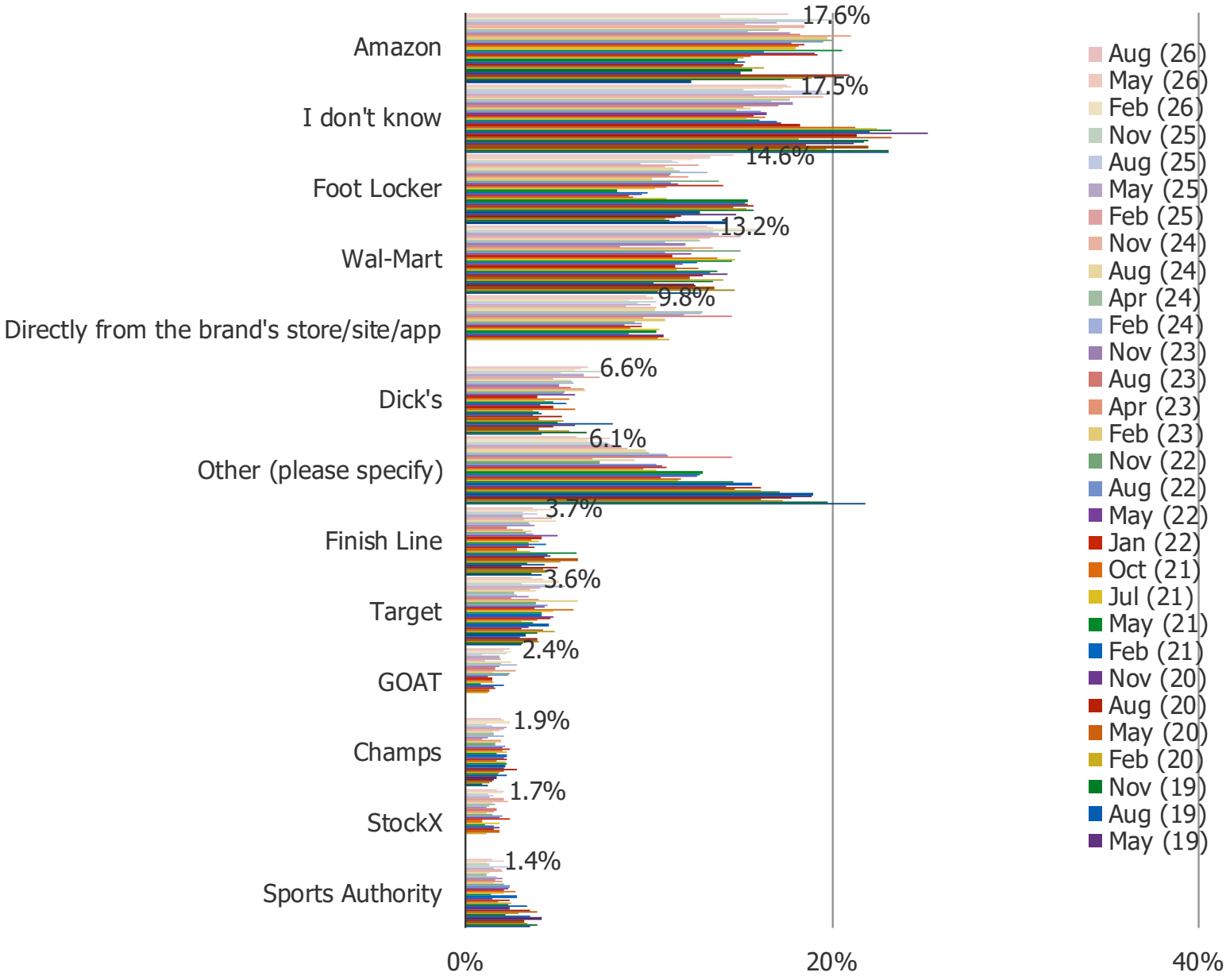


	N=
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Nike	464
Jordan	177
Under Armour	124
Converse	141
Vans	126
New Balance	236
Common Projects	25
Golden Goose	29
Veja Sneakers	29
Allbirds	33
Hey Dude	76
Hoka	86
On Cloud	38
Uggs	106

FOOTWEAR RETAILERS

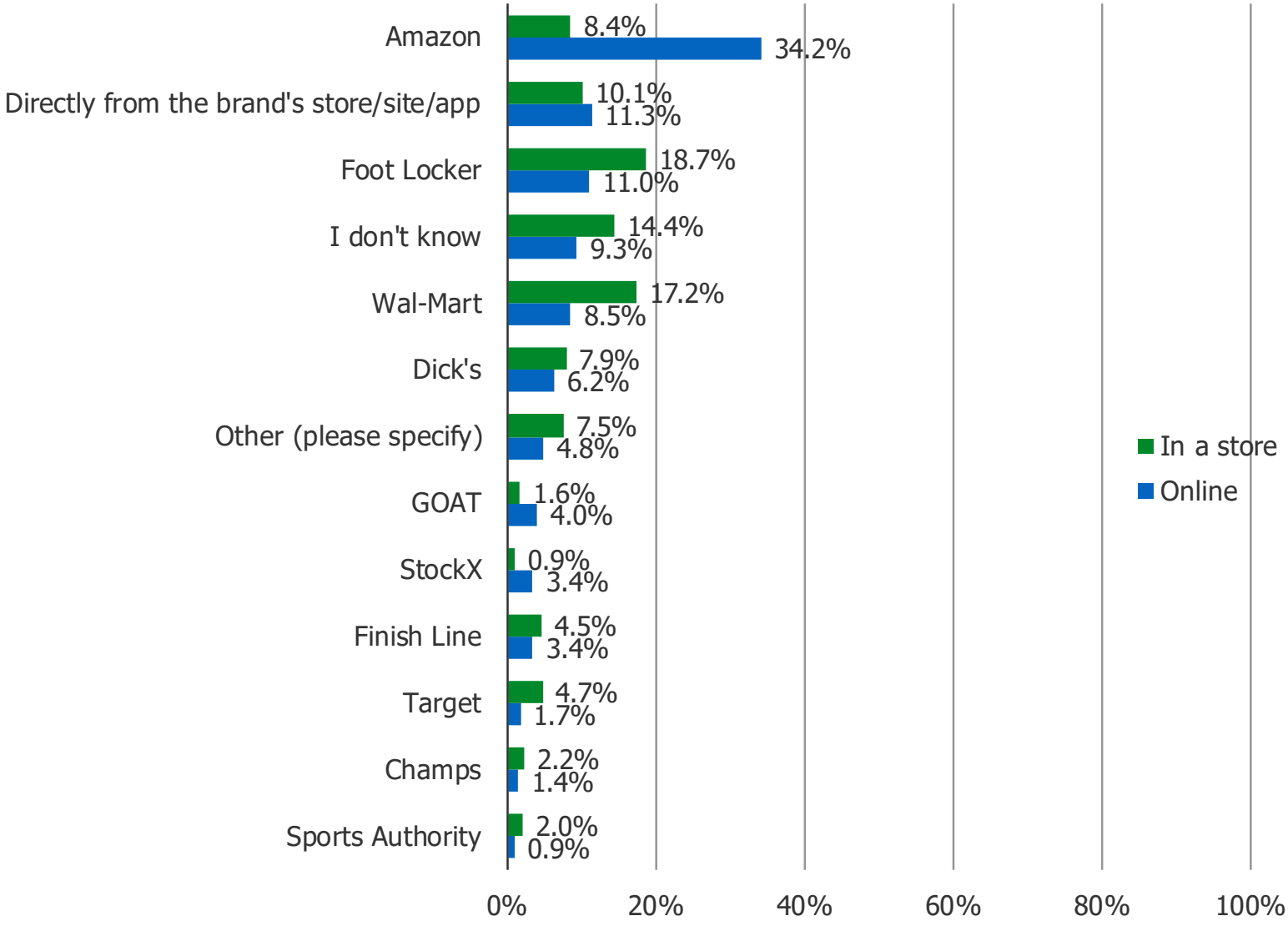
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

Posed to all respondents



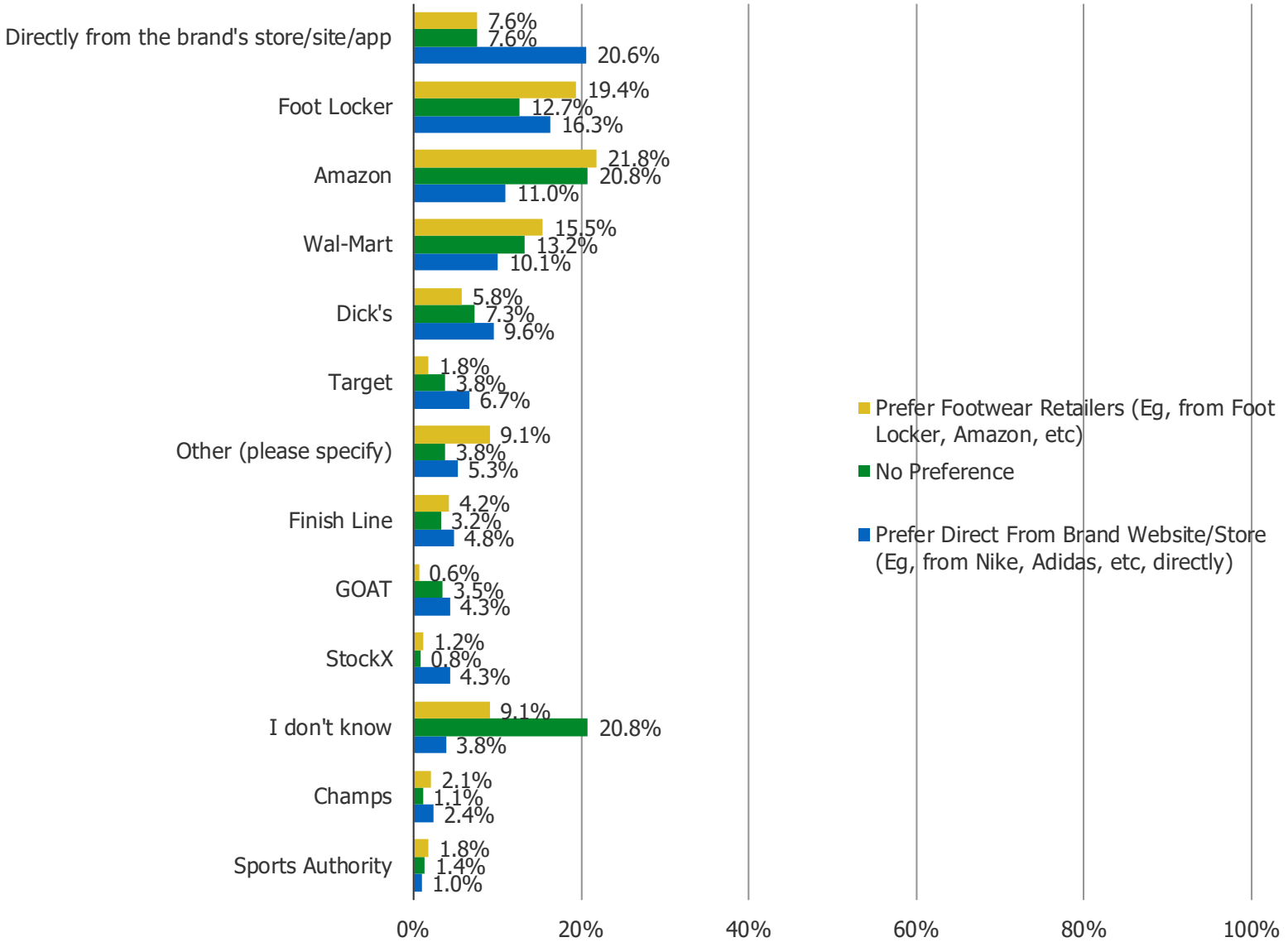
IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

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



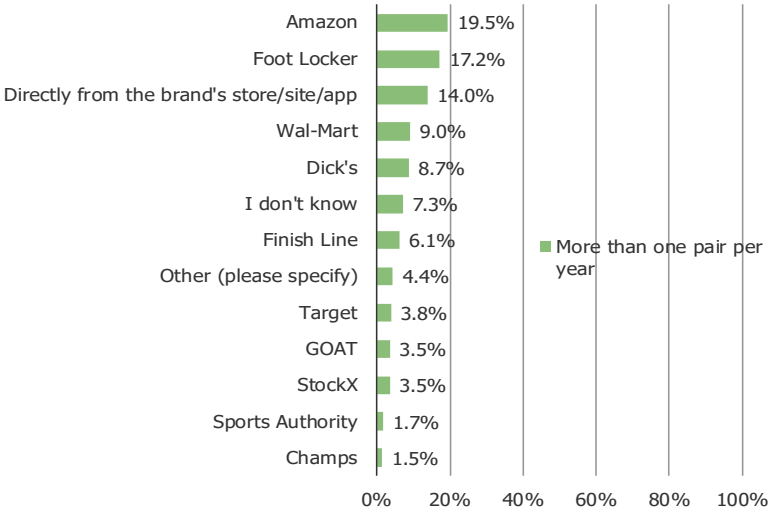
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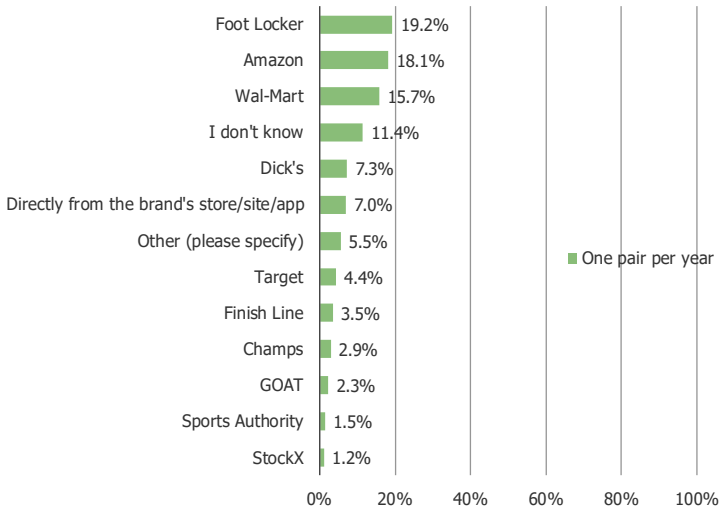
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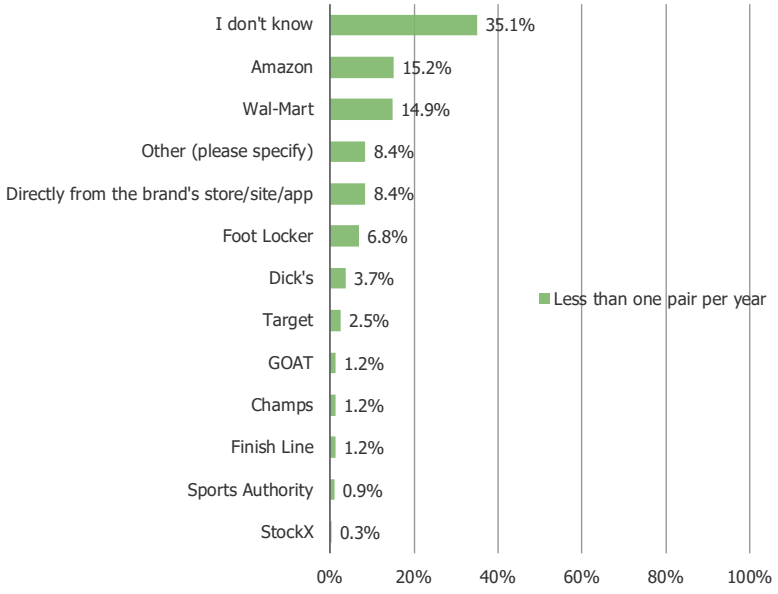


IF YOU WERE BUYING SNEAKERS/FOOTWEAR TODAY, WHERE WOULD YOU BE MOST LIKELY TO PURCHASE THEM?

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

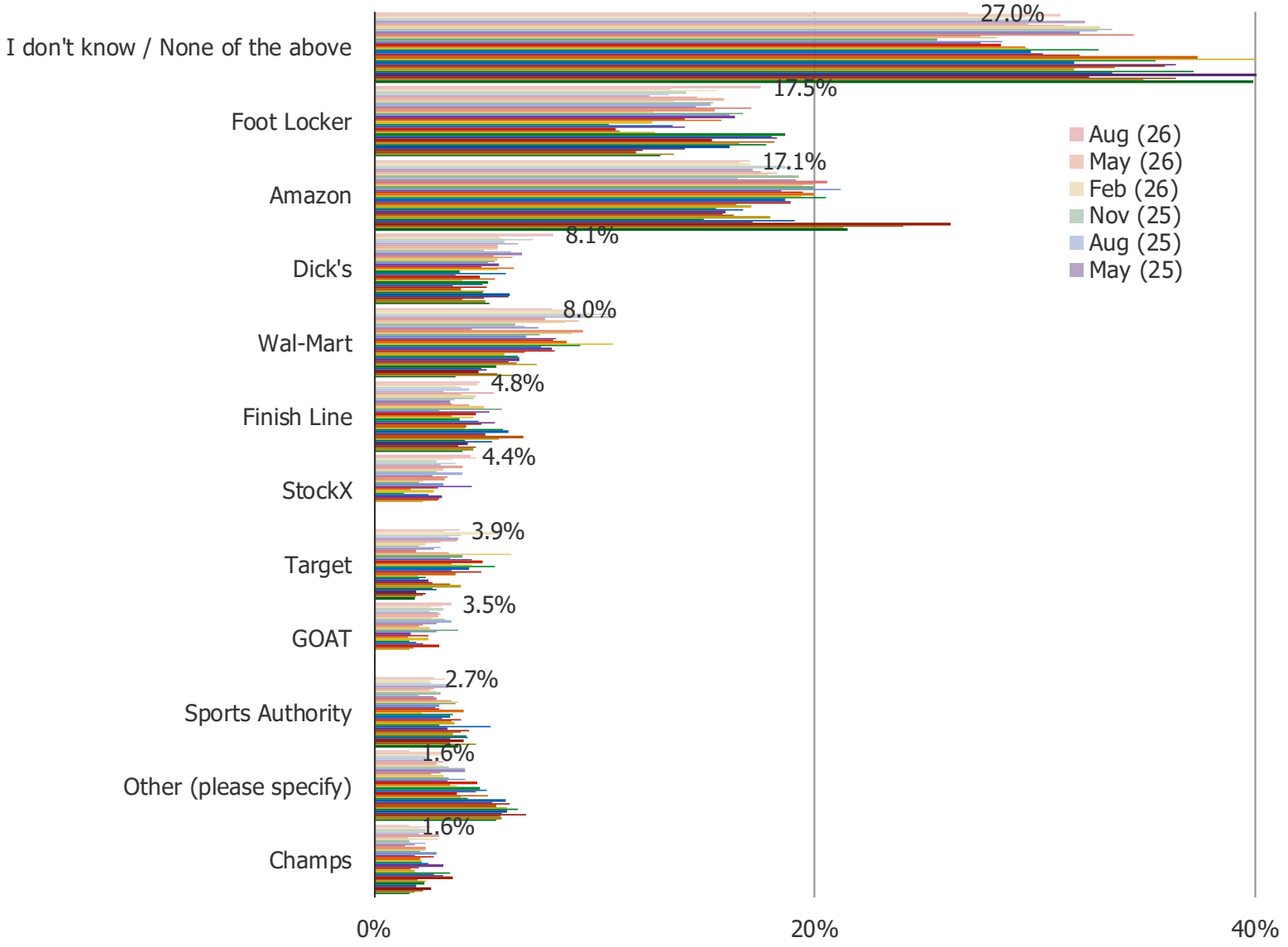






WHICH RETAILER HAS THE MOST SNEAKERS THAT YOU CAN'T FIND ELSEWHERE?

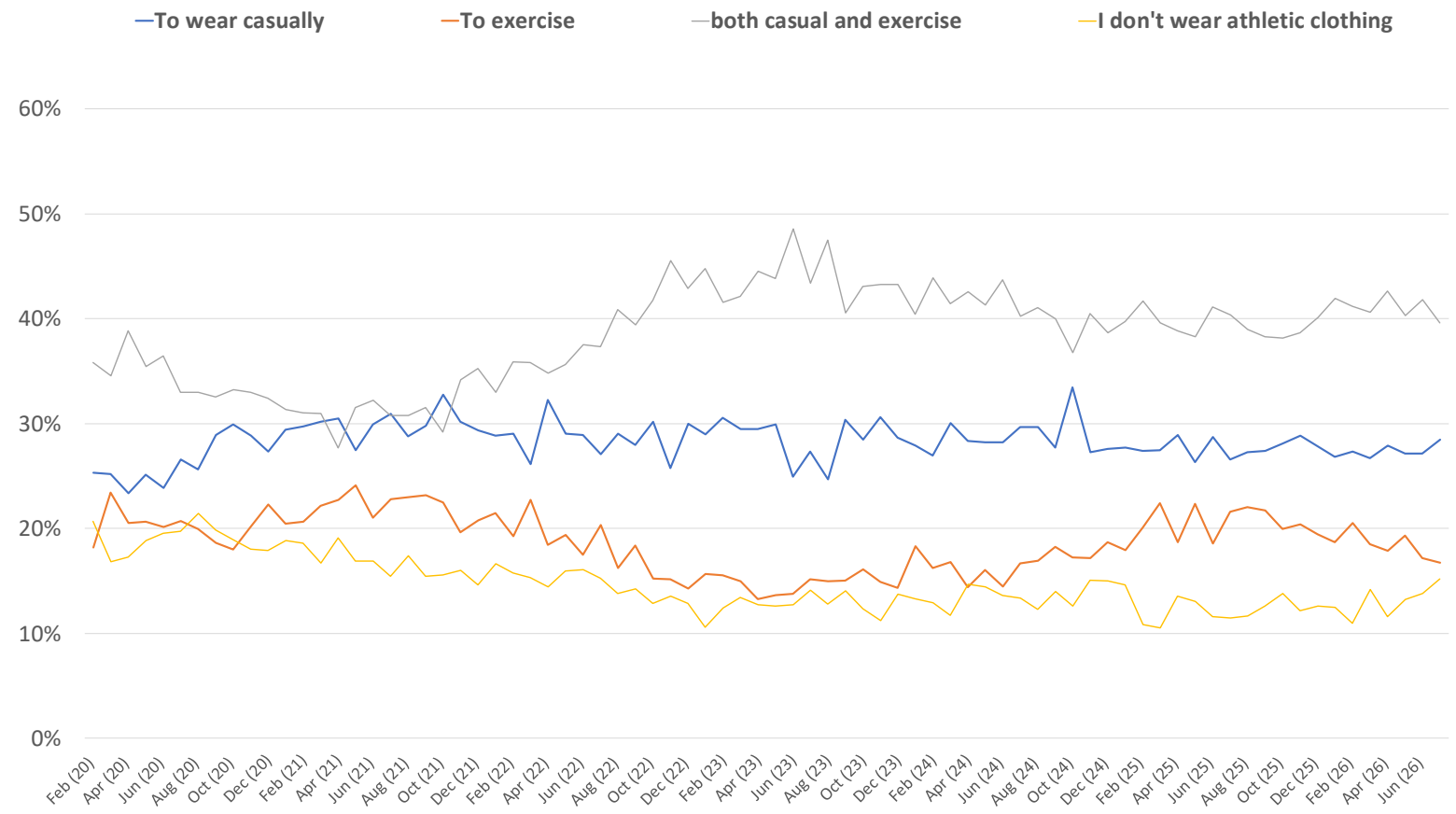
Posed to all respondents



CASUAL WEAR

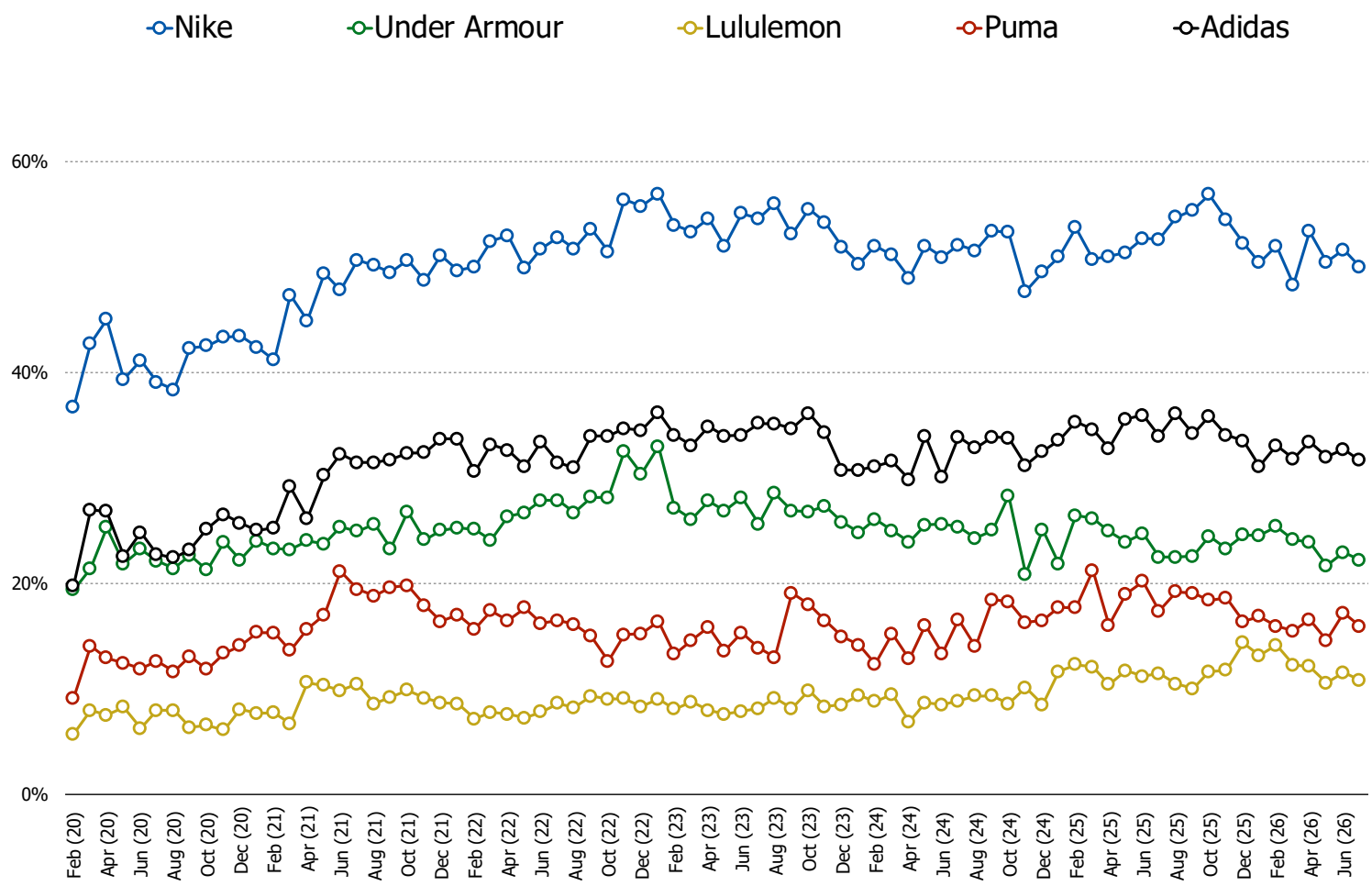
WHAT DO YOU USE ATHLETIC CLOTHING FOR?

Posed to all respondents



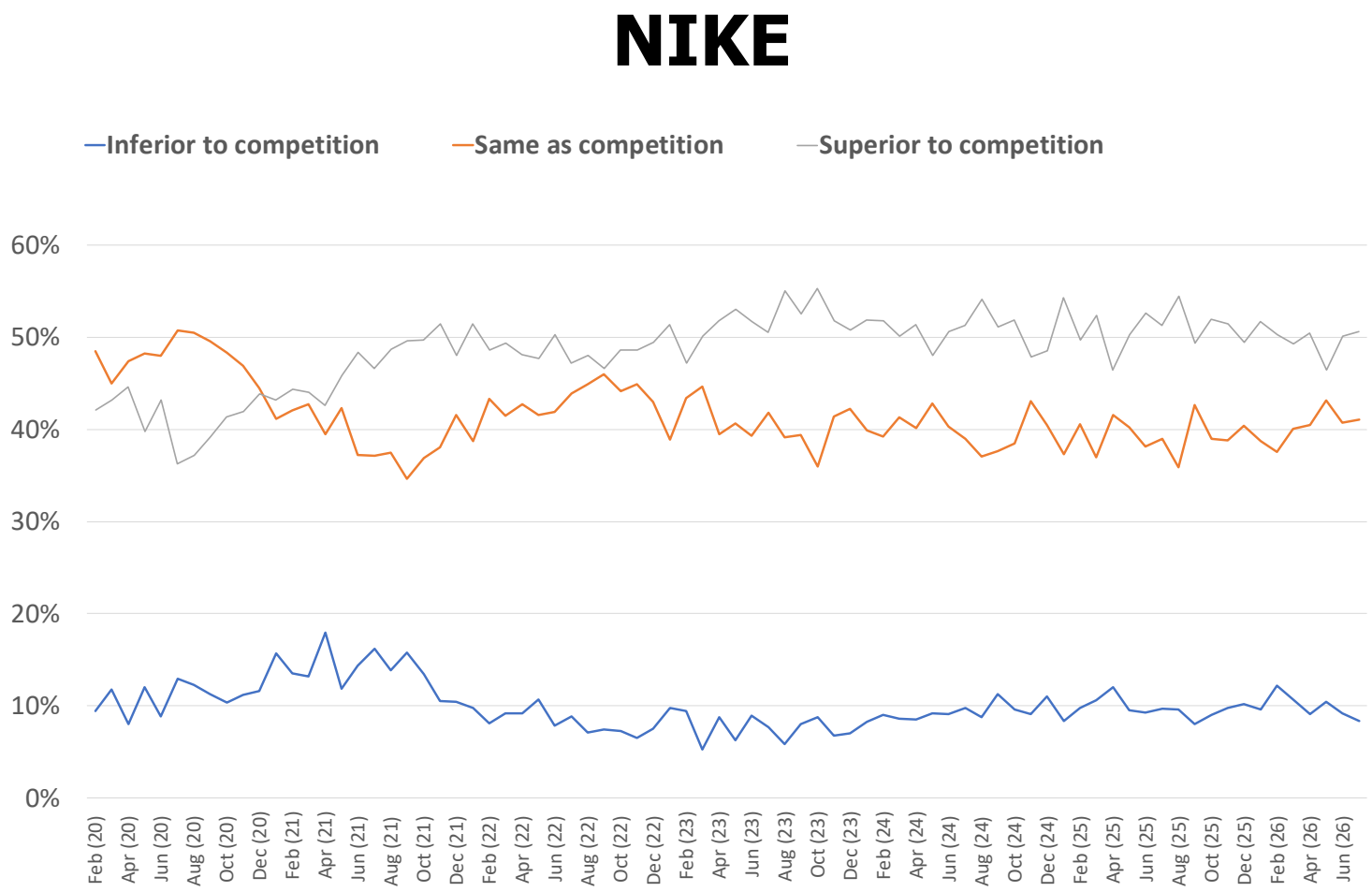
DO YOU REGULARLY OR OCCASIONALLY WEAR ATHLETIC CLOTHING FROM THE FOLLOWING BRANDS?

Posed to all respondents



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

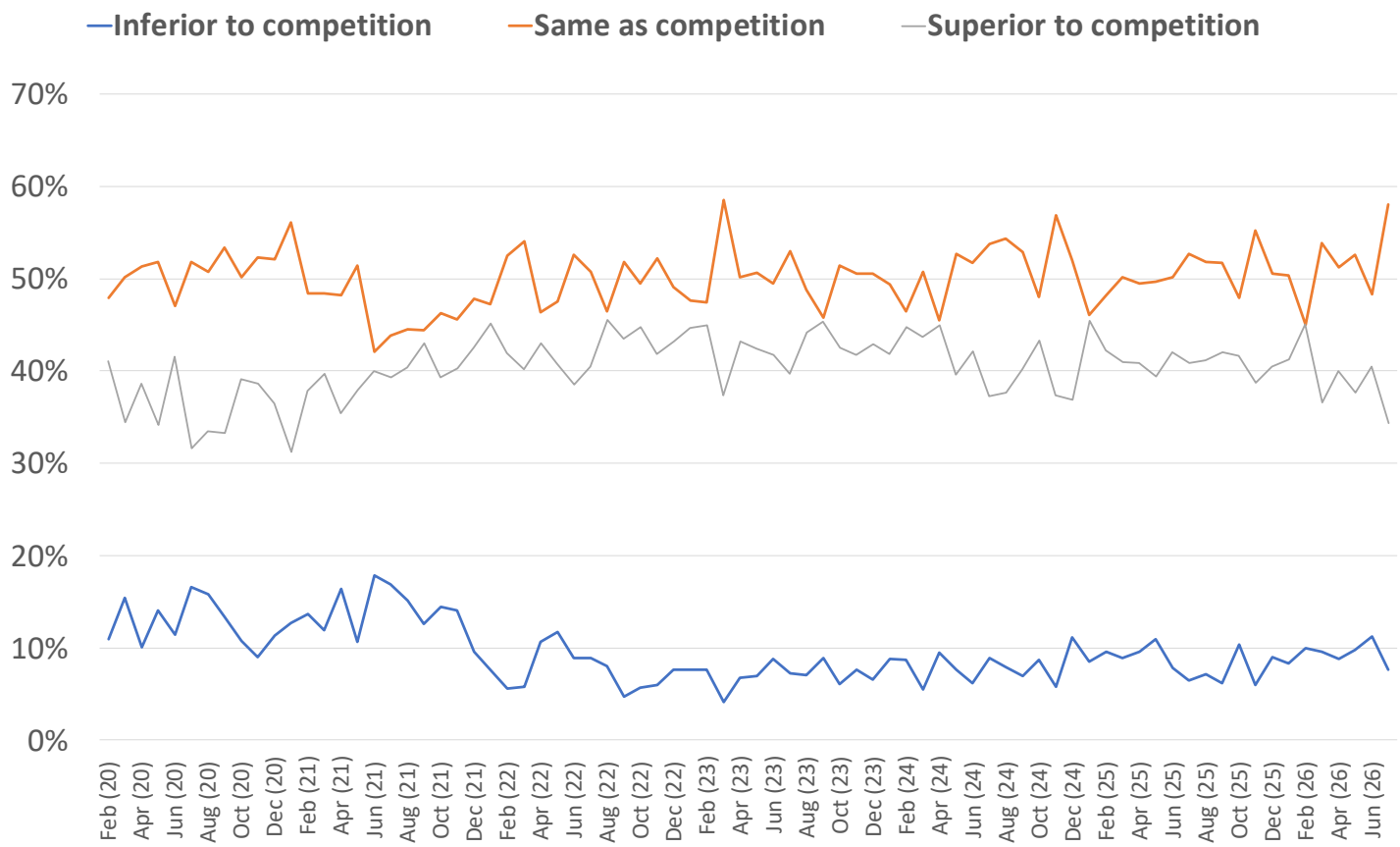
Posed to respondents who regularly or occasionally wear athletic clothing from the following



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

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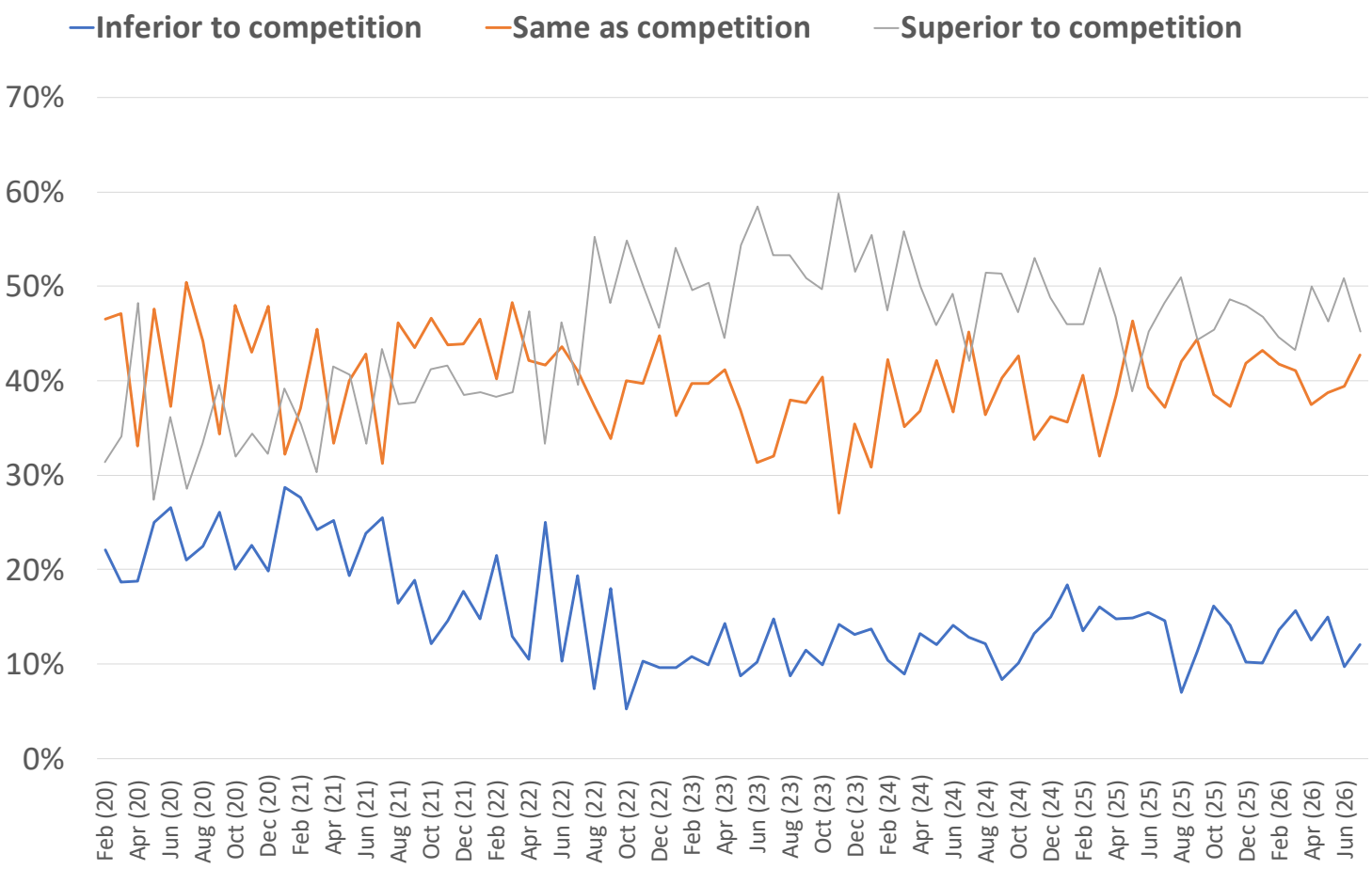
UNDER ARMOUR



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

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

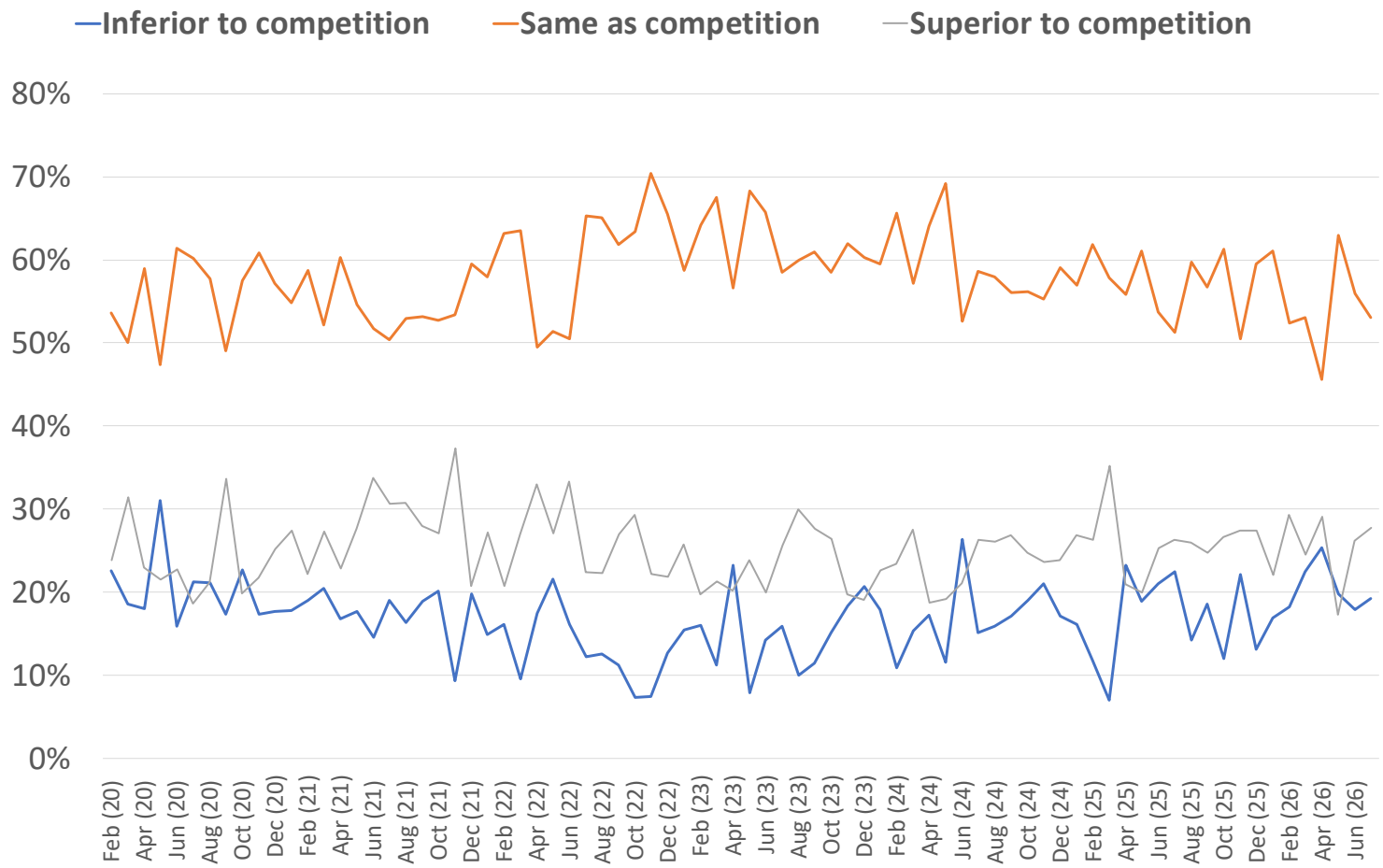
LULULEMON



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

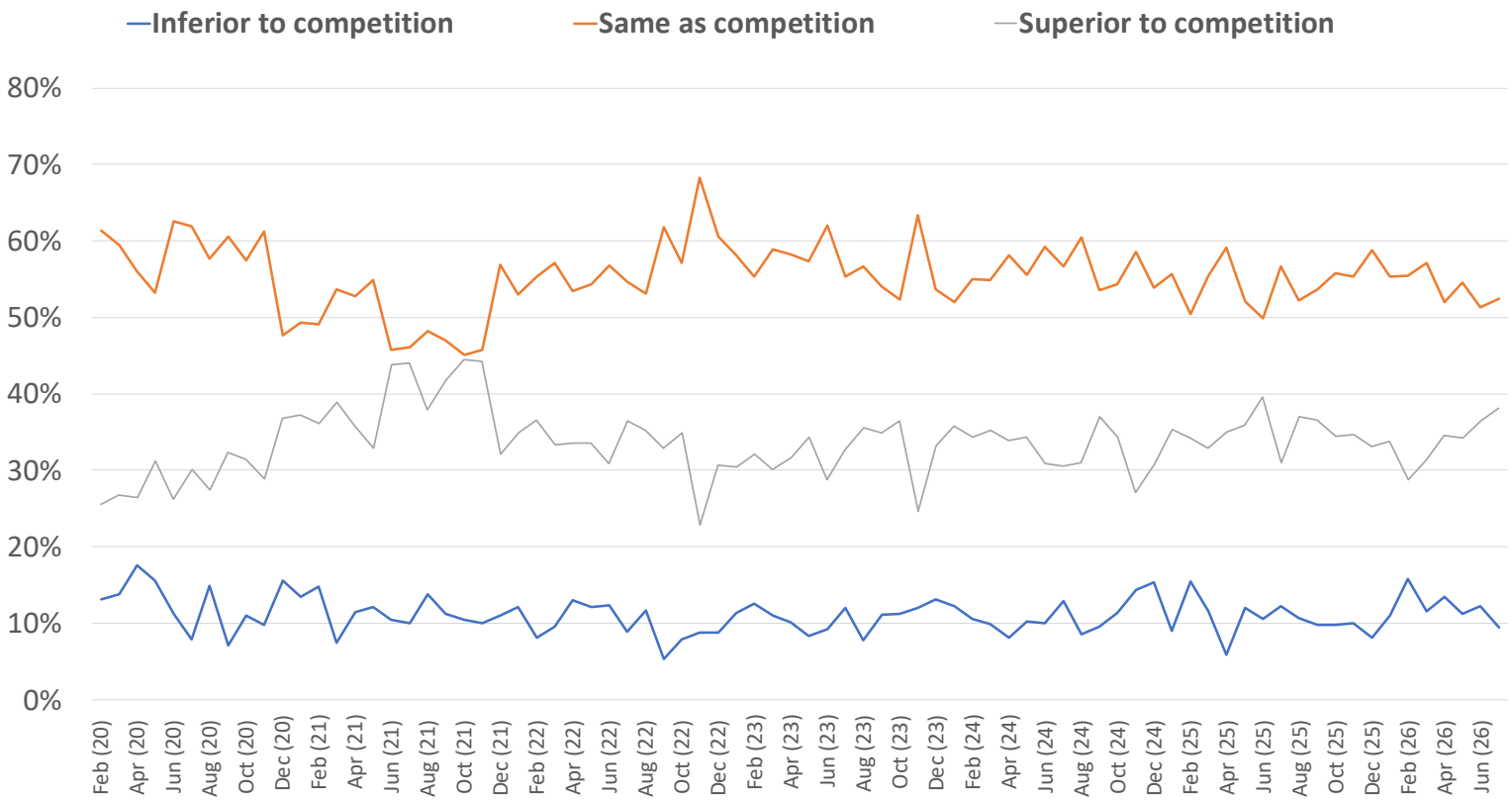
FILA



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

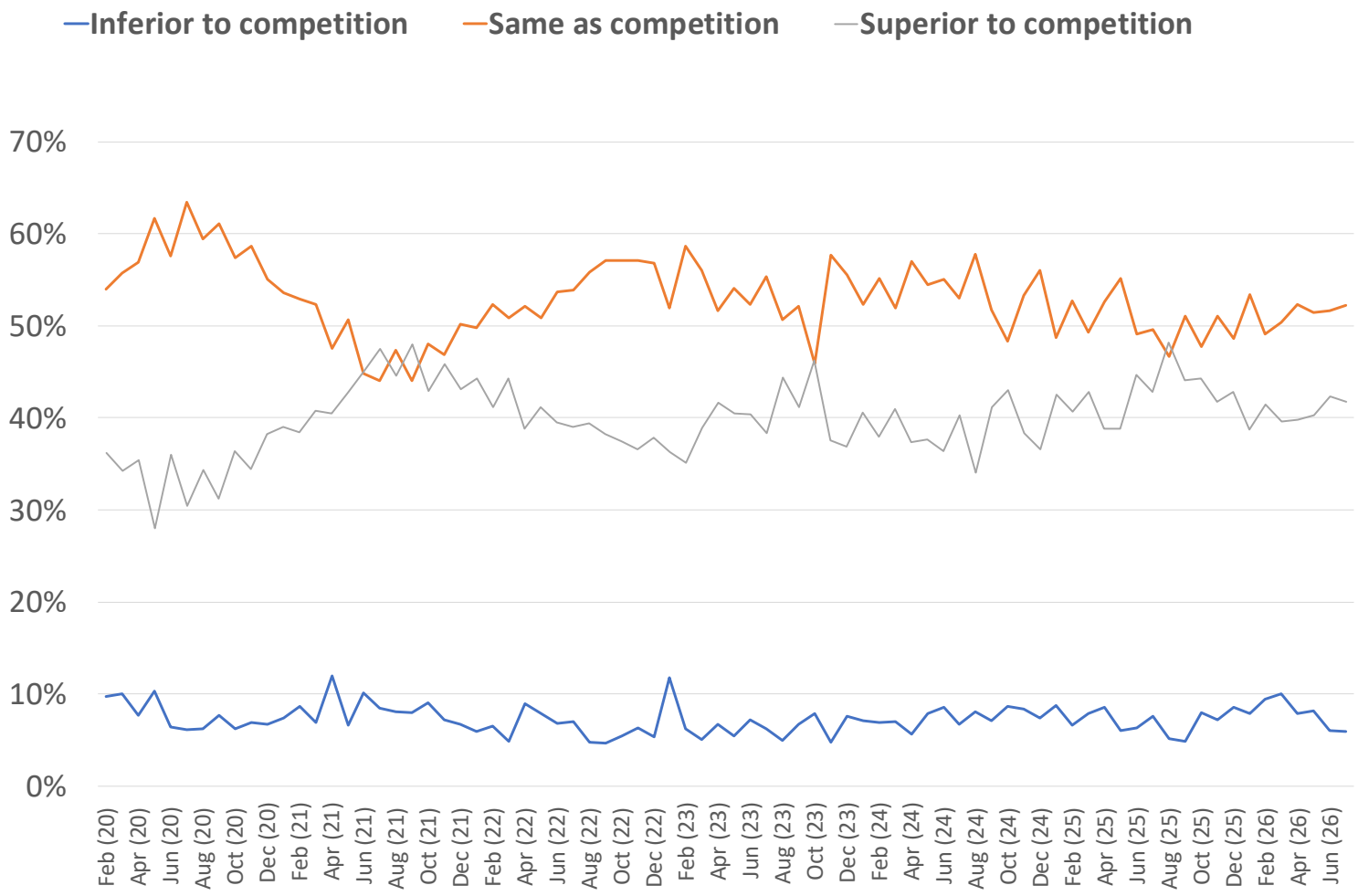
PUMA



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

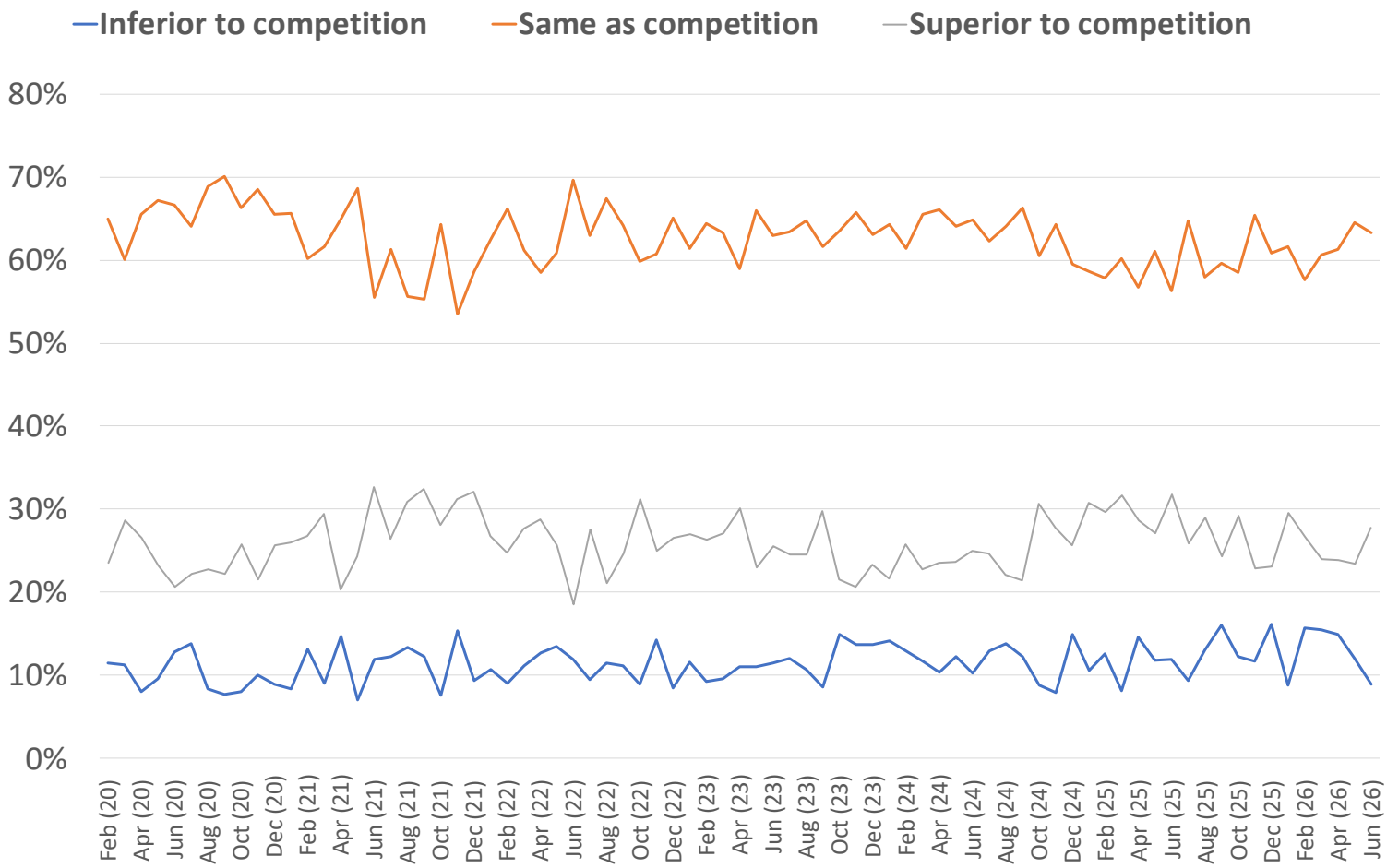
ADIDAS



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

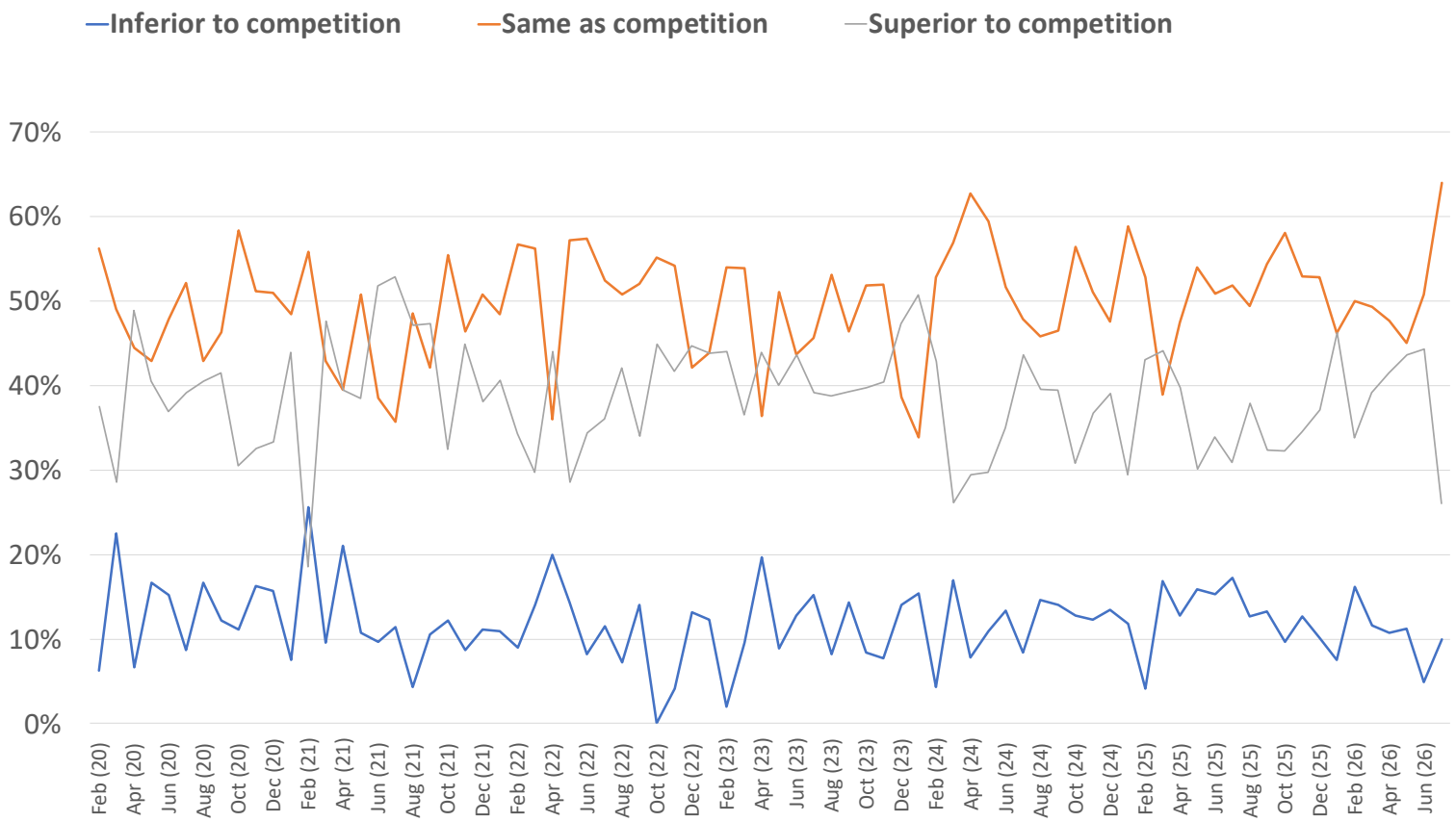
CHAMPION



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

