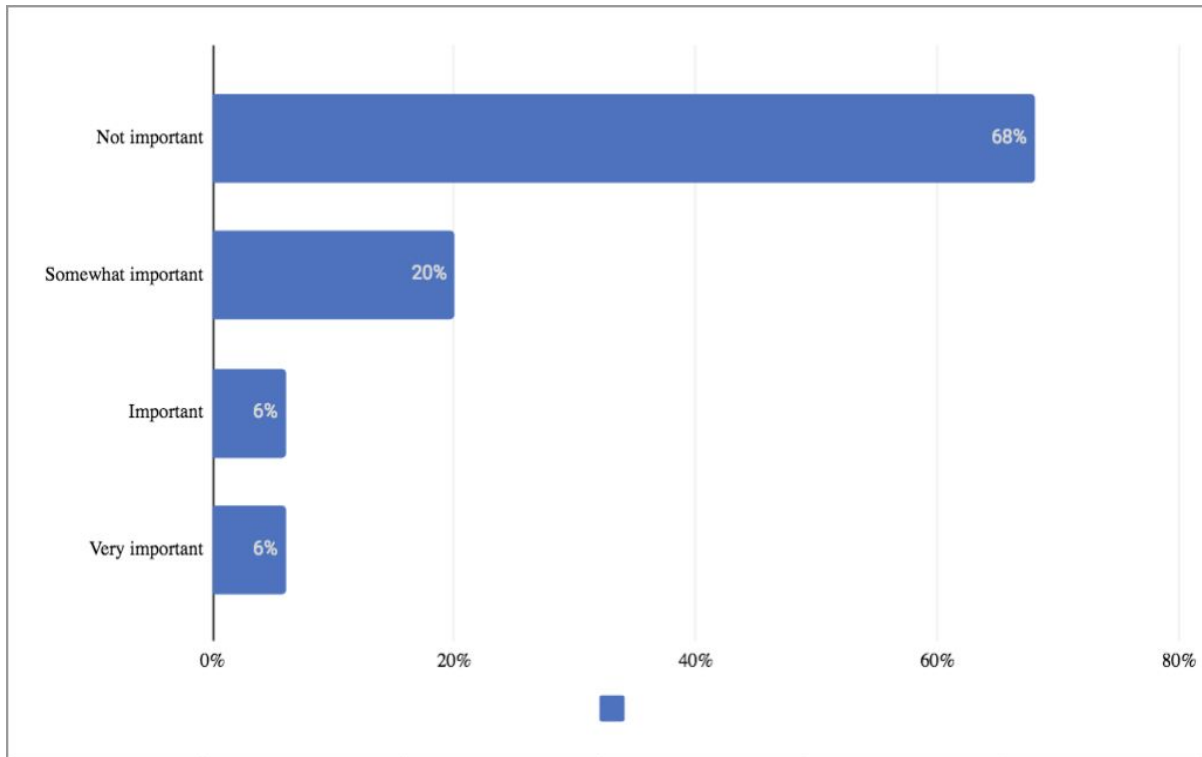


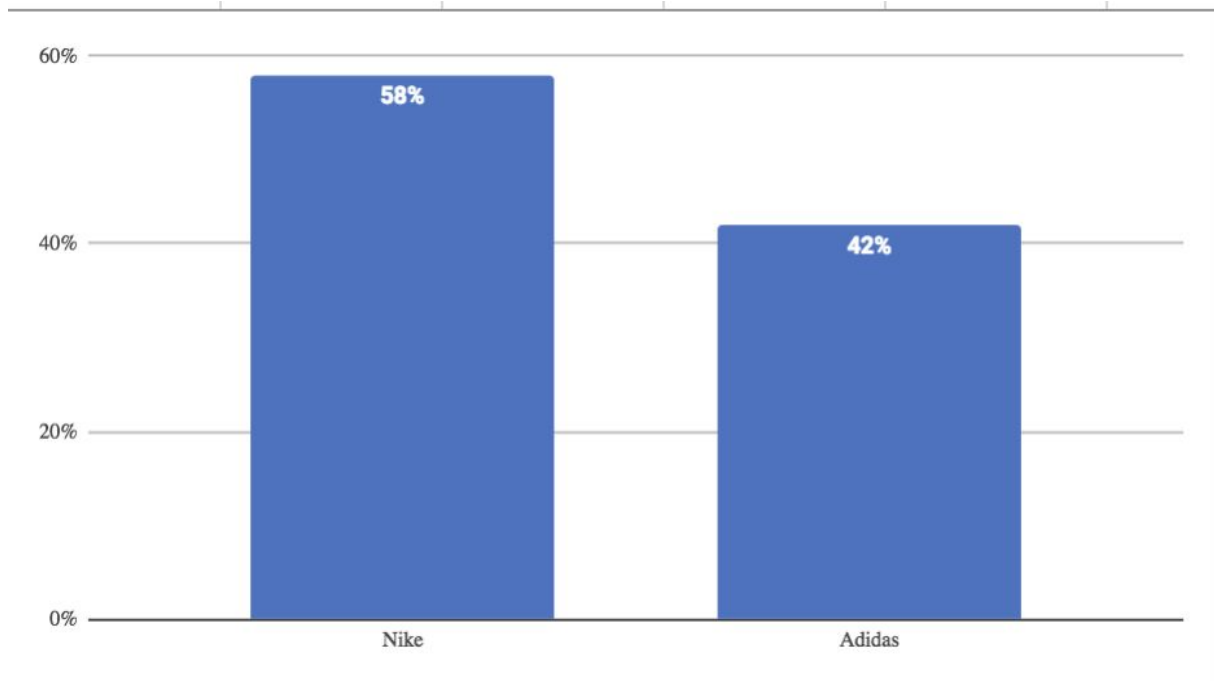
**Figure #1**



Question #15: How important is the country of origin where the products are made to you in deciding which athletic brand to purchase?

Source: Preferred Sports Brand Research, 2018. Nike vs. Adidas

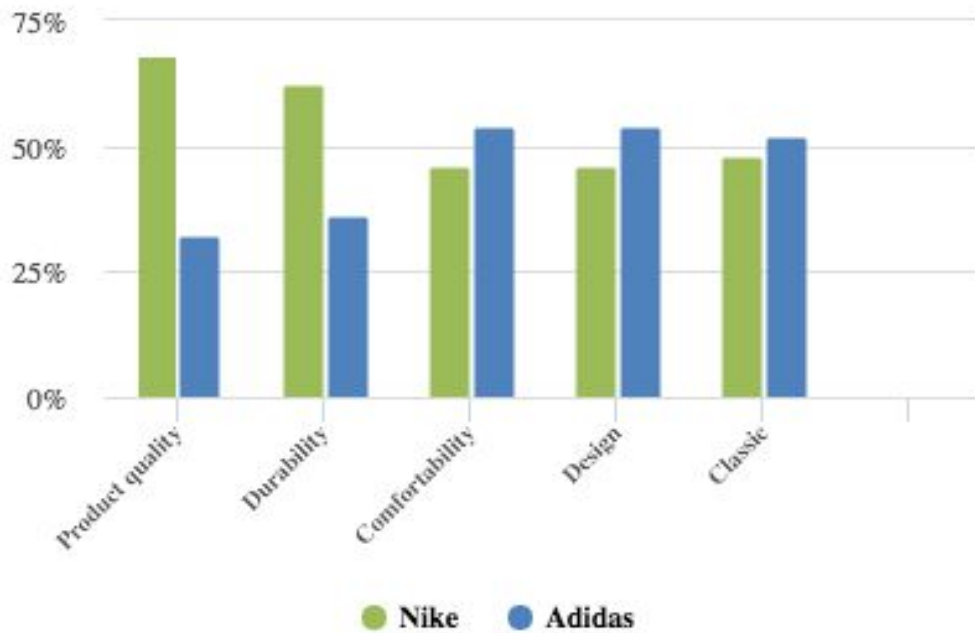
**Figure #2**



Question #1: Which is your preferred brand for sporting products including shoes? (Please choose only one.)

Source: Preferred Sports Brand Research, 2018. Nike vs. Adidas

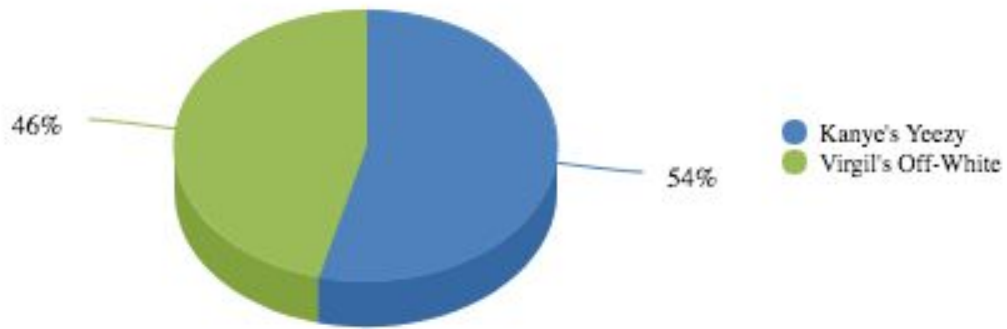
**Figure #3**



Question #19: In your opinion, which brand is the BEST based on each factor listed below?(Please choose only one brand for each factor listed.)

Source: Preferred Sports Brand Research, 2018. Nike vs. Adidas

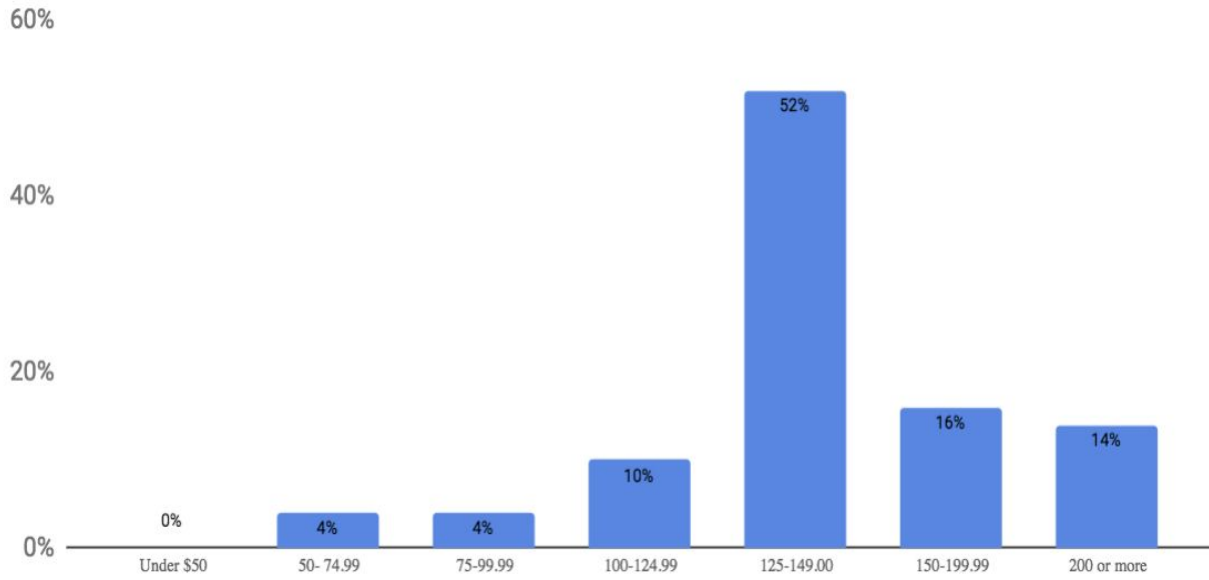
**Figure #4**



Question #11: Considering that both popular public figures Kanye West and Virgil's Off White have collaborations with Nike and Adidas, which celebrity's designs do you like better Kanye's Yeezy Adidas line or Virgil's Nike collaboration? (Please choose only one)

Source: Preferred Sports Brand Research, 2018. Nike vs. Adidas

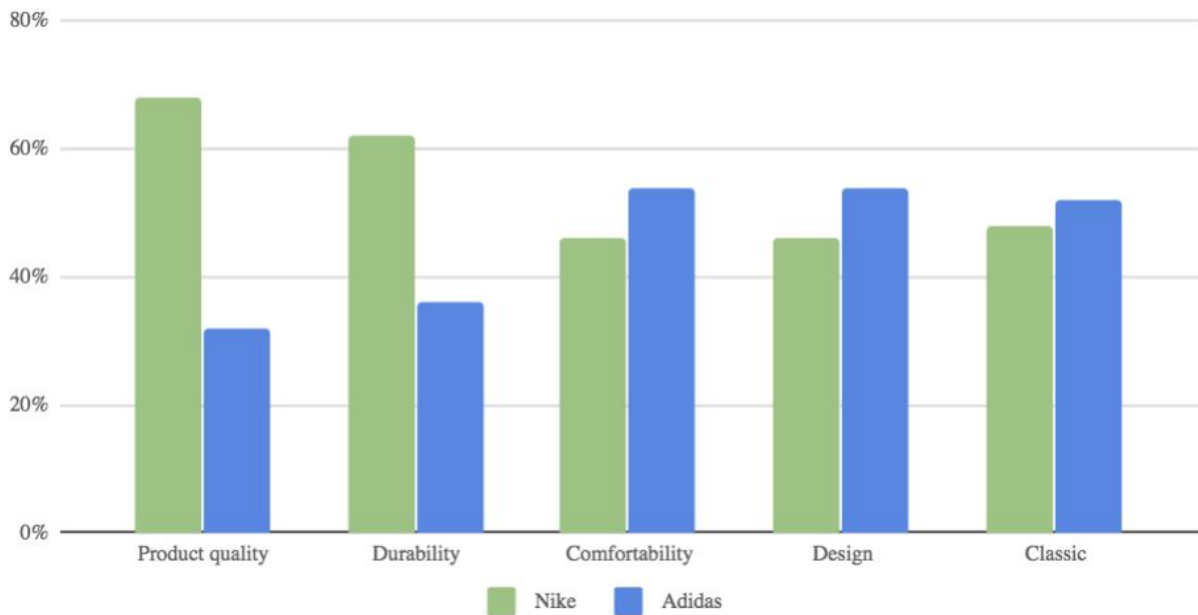
**Figure #5**



Question #5: On average, how much do you spend on a pair of sneakers?

Source: Preferred Sports Brand Research, 2018. Nike vs. Adidas

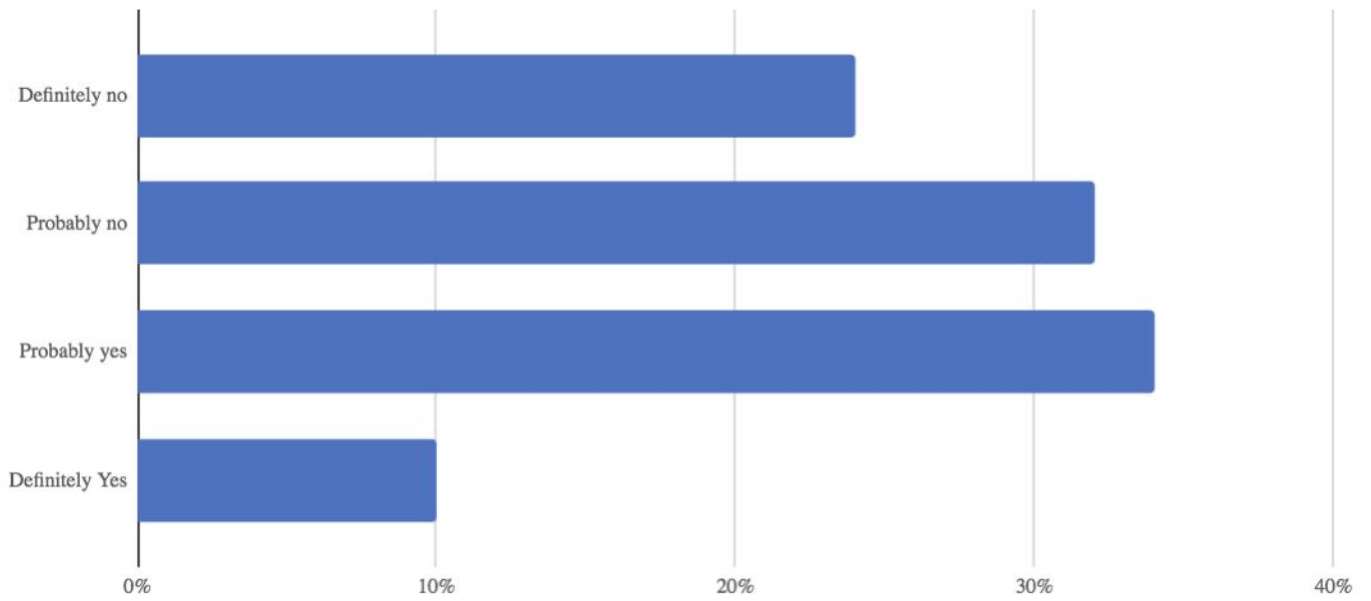
**Figure #6**



Question #19: In your opinion, which brand is the BEST based on each factor listed below?(Please choose only one brand for each factor listed.)

Source: Preferred Sports Brand Research, 2018. Nike vs. Adidas

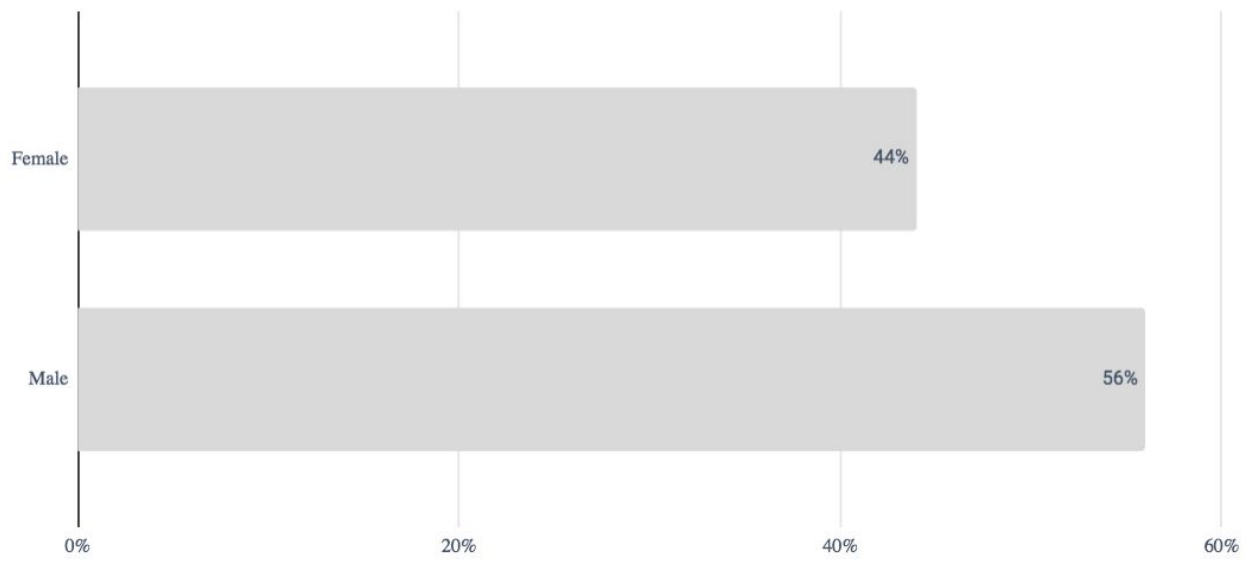
**Figure #7**



Question #12: Do you feel there's a difference in comfort level between these Kanye's Yeezy and Virgil's Off White products?

Source: Preferred Sports Brand Research, 2018. Nike vs. Adidas

**Figure #8**

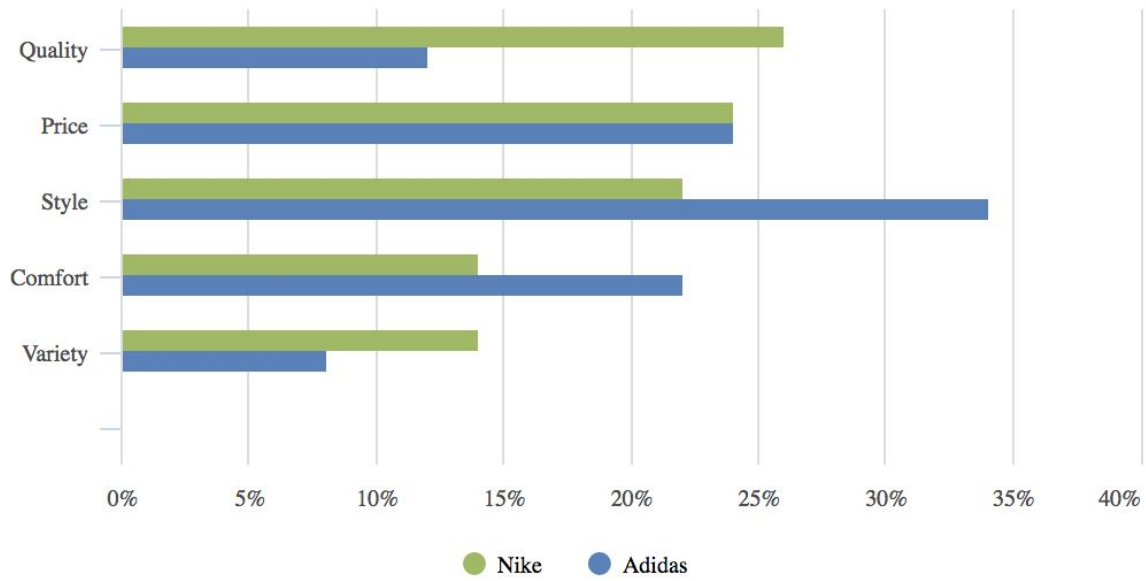


Question #22: What is your Gender?

Source: Preferred Sports Brand Research, 2018. Nike vs. Adidas



**Figure #9**

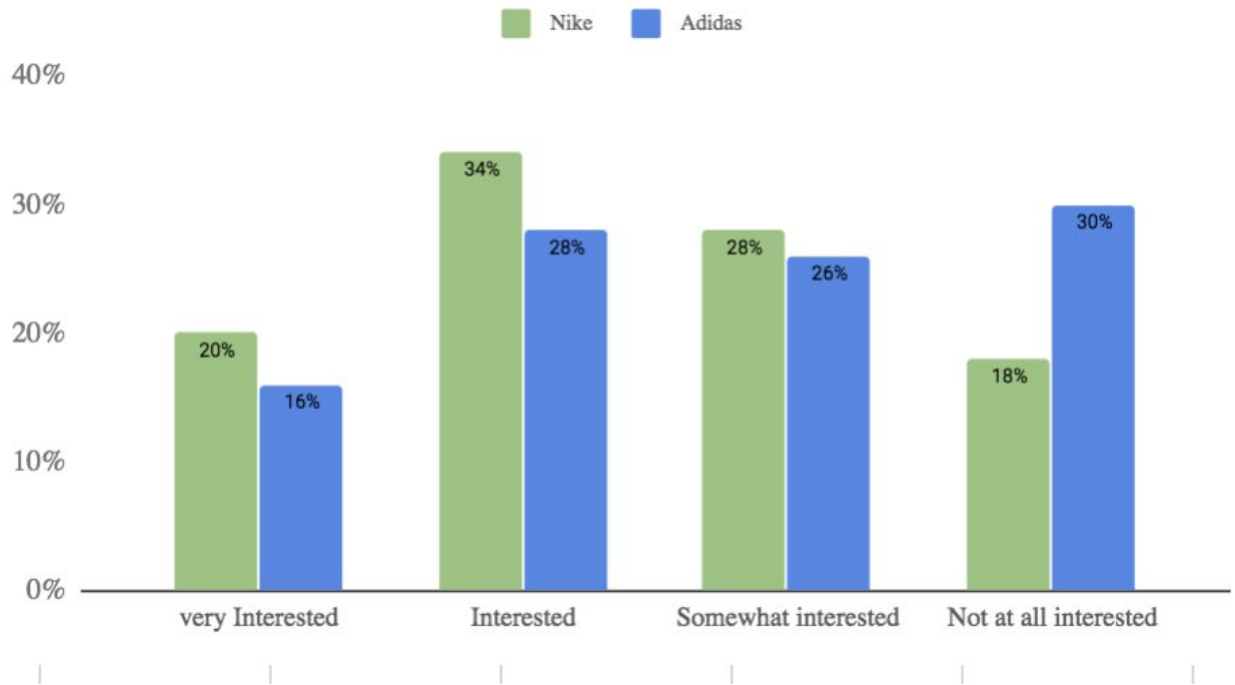


Question 6: What do you like about Nike?

Question 7: What do you like about Adidas?

Source: Preferred Sports Brand Research, 2018. Nike vs. Adidas

**Figure #10**



Question #21: How interested are you in purchasing products from Nike and Adidas?(Please respond to each brand listed below.)

Source: Preferred Sports Brand Research, 2018. Nike vs. Adidas