

Sneakerheads

Fieldwork Dates: 10th - 26th February 2018

**Conducted by YouGov
On behalf of YouGov NY**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2393 adults. Fieldwork was undertaken between 10th - 26th February 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov NY
Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Gender | | Age | | | Region | | | | Race | | | |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------|
| | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other |
| | A | B | C | D | E | F | G | H | I | J | K | L | M |

Do you consider yourself a sneakerhead (e.g., someone who collects, trades, and/or sells sneakers as a hobby)?

| | | | | | | | | | | | | | | |
|----------------------------|------|------|------|-----|-----|------|-----|-----|-----|-----|-------|-----|-----|-----|
| Unweighted base | 2393 | 1086 | 1307 | 572 | 786 | 1035 | 531 | 515 | 955 | 392 | 1732 | 278 | 235 | 148 |
| Base: All US adults | 2378 | 1177 | 1202 | 735 | 753 | 891 | 520 | 509 | 937 | 412 | 1569 | 296 | 360 | 153 |
| Yes, I do | 7% | 8% | 6% | 12% | 8% | 2% | 9% | 6% | 6% | 8% | 5% | 14% | 10% | 10% |
| | | | | D.E | E | | | | | | | J | J | J |
| No, I don't | 87% | 85% | 90% | 77% | 87% | 97% | 84% | 91% | 89% | 84% | 92% | 81% | 76% | 81% |
| | | | A | | C | C.D | | F.I | F.I | | K.L.M | | | |
| Don't know | 6% | 7% | 4% | 11% | 5% | 1% | 8% | 3% | 4% | 9% | 4% | 5% | 14% | 10% |
| | | B | D.E | E | | | G.H | | | G.H | | | J.K | J |

To what extent are you confident in each of the following's ability to tell the difference between a genuine and counterfeit pair of sneakers?

Myself

| | | | | | | | | | | | | | | |
|----------------------------|------|------|------|-----|-----|------|-----|-----|-----|-----|-------|-------|-----|-----|
| Unweighted base | 2393 | 1086 | 1307 | 572 | 786 | 1035 | 531 | 515 | 955 | 392 | 1732 | 278 | 235 | 148 |
| Base: All US adults | 2378 | 1177 | 1202 | 735 | 753 | 891 | 520 | 509 | 937 | 412 | 1569 | 296 | 360 | 153 |
| Very confident | 14% | 16% | 11% | 20% | 17% | 6% | 16% | 10% | 15% | 13% | 8% | 34% | 21% | 17% |
| | | B | | E | E | | G | | G | | | J.L.M | J | J |
| Somewhat confident | 20% | 20% | 19% | 22% | 24% | 13% | 22% | 18% | 20% | 19% | 16% | 26% | 30% | 24% |
| | | | | E | E | | | | | | | J | J | J |
| Not very confident | 25% | 24% | 26% | 21% | 25% | 28% | 25% | 23% | 25% | 27% | 26% | 18% | 25% | 25% |
| | | | | | C | | | | | | K | | | |
| Not at all confident | 42% | 39% | 44% | 37% | 34% | 52% | 38% | 49% | 40% | 41% | 50% | 22% | 24% | 34% |
| | | | A | | | C.D | | F.H | | | K.L.M | | | K |
| Net: Confident | 33% | 36% | 30% | 42% | 41% | 20% | 37% | 28% | 34% | 32% | 23% | 60% | 51% | 41% |
| | | B | | E | E | | G | | G | | | J.M | J | J |
| Net: Not confident | 67% | 64% | 70% | 58% | 59% | 80% | 63% | 72% | 66% | 68% | 77% | 40% | 49% | 59% |
| | | | A | | | C.D | | F.H | | | K.L.M | | | K |

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Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Education | | | | Marital Status | | | | | |
|-------|-----------------------------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|
| | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership |
| | N | O | P | Q | R | S | T | U | V | W |

Do you consider yourself a sneakerhead (e.g., someone who collects, trades, and/or sells sneakers as a hobby)?

| | | | | | | | | | | | |
|----------------------------|------|-------|-----|-----|-------|------|---------|-------|-----|-------|--------|
| Unweighted base | 2393 | 865 | 799 | 474 | 255 | 1185 | 40 | 282 | 124 | 665 | 97 |
| Base: All US adults | 2378 | 988 | 751 | 412 | 227 | 1093 | 40 | 244 | 116 | 788 | 97 |
| Yes, I do | 7% | 8% | 7% | 6% | 3% | 6% | 14% | 3% | 4% | 9% | 9% |
| | | Q | | | | T* | | | | R.T | T* |
| No, I don't | 87% | 84% | 88% | 91% | 94% | 89% | 76% | 96% | 95% | 83% | 77% |
| | | N | N | N.O | S.V.W | * | R.S.V.W | S.V.W | | | * |
| Don't know | 6% | 8% | 5% | 3% | 2% | 5% | 11% | 2% | 1% | 8% | 14% |
| | | O.P.Q | | | T | T.U* | | | | R.T.U | R.T.U* |

To what extent are you confident in each of the following's ability to tell the difference between a genuine and counterfeit pair of sneakers?

Myself

| | | | | | | | | | | | |
|----------------------------|------|-------|-----|-----|-----|-------|------------|-------|-------|-------|--------|
| Unweighted base | 2393 | 865 | 799 | 474 | 255 | 1185 | 40 | 282 | 124 | 665 | 97 |
| Base: All US adults | 2378 | 988 | 751 | 412 | 227 | 1093 | 40 | 244 | 116 | 788 | 97 |
| Very confident | 14% | 16% | 13% | 12% | 9% | 11% | 25% | 6% | 9% | 19% | 22% |
| | | Q | | | | T | R.T.U* | | | R.T.U | R.T.U* |
| Somewhat confident | 20% | 22% | 20% | 15% | 16% | 17% | 38% | 19% | 13% | 23% | 20% |
| | | P | P | | | | R.T.U.V.W* | | | R.U | * |
| Not very confident | 25% | 23% | 24% | 29% | 32% | 26% | 17% | 28% | 28% | 23% | 22% |
| | | | N | N | N.O | | * | | | | * |
| Not at all confident | 42% | 39% | 44% | 44% | 43% | 45% | 21% | 47% | 50% | 36% | 37% |
| | | | | | | S.V | * | S.V | S.V | | * |
| Net: Confident | 33% | 38% | 32% | 27% | 26% | 28% | 62% | 25% | 22% | 42% | 41% |
| | | O.P.Q | | | | | R.T.U.V.W* | | | R.T.U | R.T.U* |
| Net: Not confident | 67% | 62% | 68% | 73% | 74% | 72% | 38% | 75% | 78% | 58% | 59% |
| | | N | N | N | N | S.V.W | * | S.V.W | S.V.W | S | S* |

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US_nat Sample: 10th - 26th February 2018



| Total | Children under the age of 18 | | Income | | | |
|-------|------------------------------|----|-------------|----------------|--------|-------------------|
| | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ | Prefer not to say |
| | X | Y | Z | AA | AB | AC |

Do you consider yourself a sneakerhead (e.g., someone who collects, trades, and/or sells sneakers as a hobby)?

| | | | | | | | |
|----------------------------|------|-----|-------|-------|------|------|-------|
| Unweighted base | 2393 | 624 | 1769 | 844 | 666 | 505 | 378 |
| Base: All US adults | 2378 | 646 | 1733 | 897 | 643 | 454 | 385 |
| Yes, I do | 7% | 13% | 5% | 9% | 6% | 6% | 4% |
| | | Y | | AA.AC | | | |
| No, I don't | 87% | 80% | 90% | 84% | 91% | 91% | 86% |
| | | | X | | Z.AC | Z.AC | |
| Don't know | 6% | 7% | 5% | 7% | 4% | 2% | 10% |
| | | | AA.AB | | | | AA.AB |

To what extent are you confident in each of the following's ability to tell the difference between a genuine and counterfeit pair of sneakers?

Myself

| | | | | | | | |
|----------------------------|------|-----|------|-------|-----|------|------|
| Unweighted base | 2393 | 624 | 1769 | 844 | 666 | 505 | 378 |
| Base: All US adults | 2378 | 646 | 1733 | 897 | 643 | 454 | 385 |
| Very confident | 14% | 21% | 11% | 16% | 14% | 11% | 12% |
| | | Y | | AB | | | |
| Somewhat confident | 20% | 23% | 18% | 23% | 20% | 15% | 16% |
| | | Y | | AB.AC | AB | | |
| Not very confident | 25% | 26% | 25% | 24% | 28% | 25% | 22% |
| Not at all confident | 42% | 30% | 46% | 37% | 38% | 49% | 50% |
| | | | X | | | Z.AA | Z.AA |
| Net: Confident | 33% | 44% | 29% | 39% | 34% | 26% | 28% |
| | | Y | | AB.AC | AB | | |
| Net: Not confident | 67% | 56% | 71% | 61% | 66% | 74% | 72% |
| | | | X | | | Z.AA | Z |

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US_nat Sample: 10th - 26th February 2018



| Total | Social networks membership | | | | | | | | | | | | |
|-------|----------------------------|---------|----------|---------|---------|-----------|--------|-----------|----------|-----------|-------|------------|------|
| | Facebook | Twitter | LinkedIn | Google+ | MySpace | Pinterest | Tumblr | Instagram | Snapchat | Periscope | Other | Don't know | None |
| | AD | AE | AF | AG | AH | AI | AJ | AK | AL | AM | AN | AO | AP |

Do you consider yourself a sneakerhead (e.g., someone who collects, trades, and/or sells sneakers as a hobby)?

| | | | | | | | | | | | | | | |
|----------------------------|------|----------------|-------------|-----------------|-------------|---------------------|-----|-------|-------------|-----------------|-----------------|--------|-----|-----------------|
| Unweighted base | 2393 | 1887 | 847 | 624 | 586 | 131 | 645 | 184 | 687 | 367 | 43 | 40 | 27 | 290 |
| Base: All US adults | 2378 | 1854 | 859 | 582 | 616 | 141 | 609 | 209 | 737 | 430 | 45 | 43 | 32 | 281 |
| Yes, I do | 7% | 7% | 8% | 5% | 10% | 17% | 7% | 9% | 10% | 10% | 26% | 2% | 13% | 1% |
| | | AF.AP | AF.AP | AP | AD.AF.AI.AP | F.AG.AI.AJ.AK.A | AP | AF.AP | AD.AF.AI.AP | AD.AF.AI.AP | F.AG.AI.AJ.AK.A | * | ** | |
| No, I don't | 87% | 88% | 87% | 92% | 85% | 75% | 90% | 84% | 84% | 81% | 71% | 92% | 45% | 93% |
| | | AG.AH.AK.AL.AN | AH.AK.AL.AM | E.AG.AH.AJ.AK.A | AH.AM | AD.AE.AG.AH.AJ.AK.A | AH | AH.AM | AH.AM | AH.AM | * | AH.AM* | ** | E.AG.AH.AJ.AK.A |
| Don't know | 6% | 5% | 5% | 3% | 5% | 8% | 3% | 7% | 6% | 9% | 3% | 6% | 43% | 7% |
| | | AF.AI | AF.AI | | | AF.AI | | AF.AI | AF.AI | D.AE.AF.AG.AI.A | * | * | ** | AF.AI |

To what extent are you confident in each of the following's ability to tell the difference between a genuine and counterfeit pair of sneakers?

Myself

| | | | | | | | | | | | | | | |
|----------------------------|------|-----------------|----------------|-----------------|----------------|------------------------|------------------|-------|----------------|----------------|-----------------|----------------|-----|------------------|
| Unweighted base | 2393 | 1887 | 847 | 624 | 586 | 131 | 645 | 184 | 687 | 367 | 43 | 40 | 27 | 290 |
| Base: All US adults | 2378 | 1854 | 859 | 582 | 616 | 141 | 609 | 209 | 737 | 430 | 45 | 43 | 32 | 281 |
| Very confident | 14% | 14% | 14% | 13% | 19% | 22% | 11% | 17% | 19% | 19% | 42% | 9% | 24% | 11% |
| | | AI | | | AD.AE.AF.AI.AP | AD.AE.AF.AI.AP | AI | AI | AD.AE.AF.AI.AP | AD.AE.AF.AI.AP | AG.AH.AI.AJ.AK | * | ** | |
| Somewhat confident | 20% | 19% | 22% | 18% | 25% | 34% | 19% | 20% | 22% | 25% | 22% | 25% | 35% | 16% |
| | | | AD.AF.AI.AP | | AD.AF.AI.AP | .AF.AG.AI.AJ.AK.AL.AP | | | AD.AF.AI.AP | AD.AF.AI.AP | * | * | ** | |
| Not very confident | 25% | 26% | 25% | 27% | 23% | 23% | 26% | 25% | 21% | 22% | 13% | 11% | 14% | 22% |
| | | AK | AK | AK.AN | | | AK.AN | | | | * | * | ** | |
| Not at all confident | 42% | 41% | 38% | 42% | 33% | 21% | 44% | 38% | 37% | 35% | 22% | 55% | 27% | 50% |
| | | E.AG.AH.AK.AL.A | AG.AH.AM | E.AG.AH.AK.AL.A | AH | | AE.AG.AH.AK.AL.A | AH.AM | AH.AM | AH | * | .AG.AH.AK.AL.A | ** | AF.AG.AH.AJ.AK.A |
| Net: Confident | 33% | 33% | 36% | 31% | 44% | 56% | 30% | 37% | 41% | 43% | 65% | 34% | 59% | 27% |
| | | | AD.AF.AI.AP | | AD.AE.AF.AI.AP | F.AG.AI.AJ.AK.AL.AN.AP | | AP | AD.AE.AF.AI.AP | AD.AE.AF.AI.AP | F.AG.AI.AJ.AK.A | * | ** | |
| Net: Not confident | 67% | 67% | 64% | 69% | 56% | 44% | 70% | 63% | 59% | 57% | 35% | 66% | 41% | 73% |
| | | E.AG.AH.AK.AL.A | AG.AH.AK.AL.AN | E.AG.AH.AK.AL.A | AH.AM | | AE.AG.AH.AK.AL.A | AH.AM | AH.AM | AH.AM | * | AH.AM* | ** | AG.AH.AJ.AK.AL |

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Sneakerheads**

US_nat Sample: 10th - 26th February 2018



| Total | Sneakerheads | |
|-------|---------------|-------------------|
| | Sneaker-heads | Not sneaker-heads |
| | AQ | AR |

Do you consider yourself a sneakerhead (e.g., someone who collects, trades, and/or sells sneakers as a hobby)?

| | 2393 | 137 | 2256 |
|----------------------------|------|------|------|
| Unweighted base | 2393 | 137 | 2256 |
| Base: All US adults | 2378 | 165 | 2214 |
| Yes, I do | 7% | 100% | - |
| | | AR* | |
| No, I don't | 87% | - | 94% |
| | | * | AQ |
| Don't know | 6% | - | 6% |
| | | * | AQ |

To what extent are you confident in each of the following's ability to tell the difference between a genuine and counterfeit pair of sneakers?

Myself

| | 2393 | 137 | 2256 |
|----------------------------|------|-----|------|
| Unweighted base | 2393 | 137 | 2256 |
| Base: All US adults | 2378 | 165 | 2214 |
| Very confident | 14% | 57% | 10% |
| | | AR* | |
| Somewhat confident | 20% | 33% | 19% |
| | | AR* | |
| Not very confident | 25% | 6% | 26% |
| | | * | AQ |
| Not at all confident | 42% | 4% | 45% |
| | | * | AQ |
| Net: Confident | 33% | 91% | 29% |
| | | AR* | |
| Net: Not confident | 67% | 9% | 71% |
| | | * | AQ |

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Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Gender | | Age | | | Region | | | | Race | | | |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------|
| | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other |

To what extent are you confident in each of the following's ability to tell the difference between a genuine and counterfeit pair of sneakers?

The general public

| | | | | | | | | | | | | | | |
|----------------------------|------|------|------|-----|-----|------|-----|-----|-----|-----|-------|-------|-----|-----|
| Unweighted base | 2393 | 1086 | 1307 | 572 | 786 | 1035 | 531 | 515 | 955 | 392 | 1732 | 278 | 235 | 148 |
| Base: All US adults | 2378 | 1177 | 1202 | 735 | 753 | 891 | 520 | 509 | 937 | 412 | 1569 | 296 | 360 | 153 |
| Very confident | 8% | 9% | 6% | 12% | 9% | 3% | 9% | 7% | 7% | 9% | 4% | 21% | 13% | 7% |
| | | B | | E | E | | | | | | | J.L.M | J | |
| Somewhat confident | 23% | 21% | 25% | 28% | 26% | 16% | 25% | 20% | 23% | 23% | 19% | 32% | 32% | 27% |
| | | | | E | E | | | | | | | J | J | J |
| Not very confident | 38% | 37% | 39% | 35% | 37% | 41% | 38% | 37% | 38% | 36% | 41% | 29% | 33% | 35% |
| | | | | | | C | | | | | K.L | | | |
| Not at all confident | 32% | 33% | 30% | 26% | 28% | 40% | 28% | 35% | 32% | 32% | 37% | 17% | 22% | 32% |
| | | | | | | C.D | | F | | | K.L | | | K |
| Net: Confident | 31% | 30% | 31% | 40% | 35% | 19% | 34% | 27% | 30% | 32% | 23% | 54% | 45% | 34% |
| | | | | E | E | | G | | | | | J.M | J.M | J |
| Net: Not confident | 69% | 70% | 69% | 60% | 65% | 81% | 66% | 73% | 70% | 68% | 77% | 46% | 55% | 66% |
| | | | | | | C.D | | F | | | K.L.M | | | K.L |

How likely would you be to miss work, school, or any other daily responsibilities to purchase a pair of sneakers?

| | | | | | | | | | | | | | | |
|----------------------------|------|------|------|-----|-----|------|-----|-------|-----|-----|-------|-----|-----|-----|
| Unweighted base | 2393 | 1086 | 1307 | 572 | 786 | 1035 | 531 | 515 | 955 | 392 | 1732 | 278 | 235 | 148 |
| Base: All US adults | 2378 | 1177 | 1202 | 735 | 753 | 891 | 520 | 509 | 937 | 412 | 1569 | 296 | 360 | 153 |
| Very likely | 3% | 4% | 2% | 5% | 5% | 0% | 4% | 2% | 3% | 5% | 2% | 4% | 5% | 7% |
| | | B | | E | E | | G | | | G | | | | J |
| Somewhat likely | 5% | 7% | 3% | 8% | 4% | 2% | 4% | 5% | 5% | 6% | 2% | 9% | 12% | 7% |
| | | B | | D.E | E | | | | | | | J | J | J |
| Not very likely | 7% | 8% | 7% | 10% | 9% | 3% | 7% | 7% | 7% | 9% | 6% | 8% | 13% | 8% |
| | | | | E | E | | | | | | | | J | |
| Not at all likely | 80% | 75% | 85% | 67% | 77% | 93% | 80% | 84% | 80% | 73% | 87% | 73% | 58% | 69% |
| | | | A | | C | C.D | I | I | I | | K.L.M | L | | L |
| Not sure | 5% | 6% | 4% | 9% | 5% | 1% | 5% | 3% | 5% | 7% | 3% | 6% | 11% | 9% |
| | | B | | D.E | E | | | | G | G | | J | J | J |
| Net: Likely | 8% | 11% | 5% | 13% | 9% | 3% | 8% | 6% | 8% | 11% | 5% | 13% | 17% | 14% |
| | | B | | D.E | E | | | | | G | | J | J | J |
| Net: Not likely | 87% | 83% | 91% | 78% | 85% | 96% | 87% | 91% | 87% | 82% | 93% | 81% | 72% | 77% |
| | | | A | | C | C.D | | F.H.I | I | | K.L.M | L | | |

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Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Education | | | | Marital Status | | | | | |
|-------|-----------------------------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|
| | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership |

To what extent are you confident in each of the following's ability to tell the difference between a genuine and counterfeit pair of sneakers?

The general public

| | | | | | | | | | | | |
|----------------------------|------|-------|-----|-----|-----|-------|------------|-----|-----------|-------|------|
| Unweighted base | 2393 | 865 | 799 | 474 | 255 | 1185 | 40 | 282 | 124 | 665 | 97 |
| Base: All US adults | 2378 | 988 | 751 | 412 | 227 | 1093 | 40 | 244 | 116 | 788 | 97 |
| Very confident | 8% | 11% | 6% | 6% | 2% | 7% | 5% | 4% | 1% | 11% | 6% |
| | | O.P.Q | | Q | | U | * | | | R.T.U | U* |
| Somewhat confident | 23% | 26% | 23% | 17% | 18% | 19% | 51% | 25% | 14% | 26% | 31% |
| | | P.Q | P | | | | R.T.U.V.W* | R.U | | R.U | R.U* |
| Not very confident | 38% | 33% | 39% | 42% | 46% | 39% | 35% | 38% | 47% | 36% | 31% |
| | | | N | N | N | | * | | V.W | | * |
| Not at all confident | 32% | 29% | 32% | 35% | 34% | 35% | 8% | 33% | 38% | 27% | 32% |
| | | | | | | S.V | * | S | S.V | S | S* |
| Net: Confident | 31% | 37% | 29% | 24% | 21% | 26% | 57% | 29% | 15% | 38% | 37% |
| | | O.P.Q | Q | | | U | R.T.U.V* | U | | R.T.U | R.U* |
| Net: Not confident | 69% | 63% | 71% | 76% | 79% | 74% | 43% | 71% | 85% | 62% | 63% |
| | | | N | N | N.O | S.V.W | * | S.V | R.S.T.V.W | S | * |

How likely would you be to miss work, school, or any other daily responsibilities to purchase a pair of sneakers?

| | | | | | | | | | | | |
|----------------------------|------|-------|-----|-----|-----|------|-----|-------|---------|-------|--------|
| Unweighted base | 2393 | 865 | 799 | 474 | 255 | 1185 | 40 | 282 | 124 | 665 | 97 |
| Base: All US adults | 2378 | 988 | 751 | 412 | 227 | 1093 | 40 | 244 | 116 | 788 | 97 |
| Very likely | 3% | 4% | 3% | 3% | 2% | 3% | 2% | 2% | 3% | 4% | 4% |
| | | | | | | | * | | | | * |
| Somewhat likely | 5% | 5% | 5% | 4% | 4% | 5% | 6% | 3% | 1% | 6% | 3% |
| | | | | | | U | U* | | | U | * |
| Not very likely | 7% | 10% | 6% | 5% | 5% | 5% | 13% | 5% | 6% | 10% | 11% |
| | | O.P.Q | | | | | * | | | R.T | * |
| Not at all likely | 80% | 73% | 83% | 85% | 88% | 83% | 72% | 87% | 89% | 73% | 71% |
| | | | N | N | N.O | V.W | * | S.V.W | S.V.W | | * |
| Not sure | 5% | 8% | 4% | 2% | 1% | 3% | 6% | 2% | 1% | 8% | 12% |
| | | O.P.Q | | | | | U* | | | R.T.U | R.T.U* |
| Net: Likely | 8% | 9% | 8% | 8% | 5% | 9% | 9% | 5% | 4% | 9% | 7% |
| | | | | | | | * | | | | * |
| Net: Not likely | 87% | 83% | 88% | 90% | 93% | 88% | 85% | 92% | 95% | 83% | 81% |
| | | | N | N | N.O | V | * | V.W | R.S.V.W | | * |

YouGov NY
Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Children under the age of 18 | | Income | | | |
|-------|------------------------------|----|-------------|----------------|--------|-------------------|
| | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ | Prefer not to say |

To what extent are you confident in each of the following's ability to tell the difference between a genuine and counterfeit pair of sneakers?

The general public

| | | | | | | | |
|----------------------------|------|-----|------|----------|-------|------|------|
| Unweighted base | 2393 | 624 | 1769 | 844 | 666 | 505 | 378 |
| Base: All US adults | 2378 | 646 | 1733 | 897 | 643 | 454 | 385 |
| Very confident | 8% | 12% | 6% | 10% | 7% | 6% | 6% |
| | | Y | | AC | | | |
| Somewhat confident | 23% | 30% | 20% | 28% | 23% | 17% | 17% |
| | | Y | | AA.AB.AC | AB | | |
| Not very confident | 38% | 35% | 39% | 34% | 40% | 42% | 37% |
| | | | | | Z | Z | |
| Not at all confident | 32% | 23% | 35% | 28% | 30% | 35% | 40% |
| | | | X | | | Z | Z.AA |
| Net: Confident | 31% | 42% | 27% | 38% | 30% | 23% | 23% |
| | | Y | | AA.AB.AC | AB.AC | | |
| Net: Not confident | 69% | 58% | 73% | 62% | 70% | 77% | 77% |
| | | | X | | Z | Z.AA | Z.AA |

How likely would you be to miss work, school, or any other daily responsibilities to purchase a pair of sneakers?

| | | | | | | | |
|----------------------------|------|-----|------|-------|-----|---------|---------|
| Unweighted base | 2393 | 624 | 1769 | 844 | 666 | 505 | 378 |
| Base: All US adults | 2378 | 646 | 1733 | 897 | 643 | 454 | 385 |
| Very likely | 3% | 5% | 3% | 4% | 3% | 4% | 1% |
| | | Y | | AC | | | |
| Somewhat likely | 5% | 9% | 3% | 6% | 6% | 4% | 1% |
| | | Y | | AC | AC | AC | |
| Not very likely | 7% | 11% | 6% | 9% | 7% | 5% | 5% |
| | | Y | | AB.AC | | | |
| Not at all likely | 80% | 70% | 83% | 76% | 80% | 86% | 81% |
| | | | X | | | Z.AA | |
| Not sure | 5% | 5% | 5% | 5% | 3% | 1% | 12% |
| | | | | AB | AB | | Z.AA.AB |
| Net: Likely | 8% | 14% | 6% | 10% | 10% | 8% | 2% |
| | | Y | | AC | AC | AC | |
| Net: Not likely | 87% | 81% | 89% | 85% | 87% | 91% | 86% |
| | | | X | | | Z.AA.AC | |

YouGov NY
Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Social networks membership | | | | | | | | | | | |
|-------|----------------------------|---------|----------|---------|---------|-----------|--------|-----------|----------|-----------|-------|------------|
| | Facebook | Twitter | LinkedIn | Google+ | MySpace | Pinterest | Tumblr | Instagram | Snapchat | Periscope | Other | Don't know |

To what extent are you confident in each of the following's ability to tell the difference between a genuine and counterfeit pair of sneakers?

The general public

| | | | | | | | | | | | | | | |
|----------------------------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 2393 | 1887 | 847 | 624 | 586 | 131 | 645 | 184 | 687 | 367 | 43 | 40 | 27 | 290 |
| Base: All US adults | 2378 | 1854 | 859 | 582 | 616 | 141 | 609 | 209 | 737 | 430 | 45 | 43 | 32 | 281 |
| Very confident | 8% | 8% | 8% | 7% | 13% | 19% | 7% | 10% | 11% | 12% | 32% | 3% | 7% | 5% |
| Somewhat confident | 23% | 23% | 26% | 20% | 27% | 26% | 25% | 24% | 27% | 28% | 11% | 23% | 53% | 16% |
| Not very confident | 38% | 38% | 39% | 42% | 35% | 38% | 39% | 40% | 35% | 38% | 39% | 36% | 14% | 39% |
| Not at all confident | 32% | 31% | 27% | 31% | 25% | 17% | 29% | 26% | 26% | 22% | 17% | 38% | 26% | 40% |
| Net: Confident | 31% | 31% | 34% | 27% | 40% | 45% | 32% | 35% | 38% | 40% | 43% | 26% | 60% | 21% |
| Net: Not confident | 69% | 69% | 66% | 73% | 60% | 55% | 68% | 65% | 62% | 60% | 57% | 74% | 40% | 79% |

How likely would you be to miss work, school, or any other daily responsibilities to purchase a pair of sneakers?

| | | | | | | | | | | | | | | |
|----------------------------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 2393 | 1887 | 847 | 624 | 586 | 131 | 645 | 184 | 687 | 367 | 43 | 40 | 27 | 290 |
| Base: All US adults | 2378 | 1854 | 859 | 582 | 616 | 141 | 609 | 209 | 737 | 430 | 45 | 43 | 32 | 281 |
| Very likely | 3% | 3% | 4% | 2% | 5% | 10% | 3% | 5% | 4% | 4% | 14% | 3% | 3% | 1% |
| Somewhat likely | 5% | 6% | 5% | 4% | 8% | 13% | 4% | 2% | 8% | 6% | 9% | - | - | 1% |
| Not very likely | 7% | 7% | 9% | 6% | 9% | 10% | 6% | 7% | 10% | 12% | 6% | 12% | 17% | 3% |
| Not at all likely | 80% | 80% | 79% | 86% | 74% | 64% | 84% | 80% | 74% | 73% | 71% | 83% | 33% | 84% |
| Not sure | 5% | 3% | 3% | 2% | 3% | 3% | 3% | 5% | 4% | 6% | - | 2% | 47% | 11% |
| Net: Likely | 8% | 9% | 10% | 7% | 14% | 23% | 7% | 8% | 12% | 10% | 23% | 3% | 3% | 2% |
| Net: Not likely | 87% | 88% | 87% | 91% | 83% | 74% | 90% | 87% | 84% | 84% | 77% | 95% | 50% | 87% |

YouGov NY
Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Sneakerheads | |
|-------|---------------|-------------------|
| | Sneaker-heads | Not sneaker-heads |

To what extent are you confident in each of the following's ability to tell the difference between a genuine and counterfeit pair of sneakers?

The general public

| | Unweighted base | 2393 | 137 | 2256 |
|----------------------------|-----------------|------|------|------|
| Base: All US adults | 2378 | 165 | 2214 | |
| Very confident | 8% | 35% | 6% | |
| | | AR* | | |
| Somewhat confident | 23% | 38% | 22% | |
| | | AR* | | |
| Not very confident | 38% | 22% | 39% | |
| | | * | AQ | |
| Not at all confident | 32% | 5% | 34% | |
| | | * | AQ | |
| Net: Confident | 31% | 73% | 27% | |
| | | AR* | | |
| Net: Not confident | 69% | 27% | 73% | |
| | | * | AQ | |

How likely would you be to miss work, school, or any other daily responsibilities to purchase a pair of sneakers?

| | Unweighted base | 2393 | 137 | 2256 |
|----------------------------|-----------------|------|------|------|
| Base: All US adults | 2378 | 165 | 2214 | |
| Very likely | 3% | 33% | 1% | |
| | | AR* | | |
| Somewhat likely | 5% | 23% | 4% | |
| | | AR* | | |
| Not very likely | 7% | 18% | 6% | |
| | | AR* | | |
| Not at all likely | 80% | 25% | 84% | |
| | | * | AQ | |
| Not sure | 5% | 0% | 5% | |
| | | * | AQ | |
| Net: Likely | 8% | 56% | 5% | |
| | | AR* | | |
| Net: Not likely | 87% | 43% | 90% | |
| | | * | AQ | |

YouGov NY
Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Gender | | Age | | | Region | | | | Race | | | |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------|
| | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other |

Please imagine that a pair of sneakers you really wanted retailed for \$300, but they're sold out...

How much above that retail price would you be willing to spend to get a brand new pair from someone re-selling theirs? Please select the option that best applies. If you wouldn't buy sneakers in general or wouldn't pay above retail price, please select the appropriate 'Not applicable' option.

| | | | | | | | | | | | | | | |
|---|------|------|------|-----|-----|------|-----|-----|-----|-----|------|-----|-----|-----|
| Unweighted base | 2393 | 1086 | 1307 | 572 | 786 | 1035 | 531 | 515 | 955 | 392 | 1732 | 278 | 235 | 148 |
| Base: All US adults | 2378 | 1177 | 1202 | 735 | 753 | 891 | 520 | 509 | 937 | 412 | 1569 | 296 | 360 | 153 |
| Less than \$50 | 11% | 10% | 11% | 15% | 11% | 7% | 9% | 8% | 13% | 11% | 8% | 13% | 18% | 12% |
| | | | | D.E | E | | | | G | | | J | J | |
| \$50-\$99 | 7% | 7% | 6% | 8% | 9% | 3% | 8% | 4% | 6% | 8% | 5% | 10% | 11% | 8% |
| | | | | E | E | | G | | G | | | J | J | |
| \$100-\$149 | 4% | 5% | 3% | 5% | 6% | 2% | 5% | 3% | 4% | 5% | 2% | 11% | 7% | 4% |
| | | B | | E | E | | | | | | | J.M | J | |
| \$150-\$249 | 2% | 3% | 2% | 5% | 2% | 0% | 3% | 1% | 1% | 5% | 2% | 5% | 4% | 3% |
| | | B | | D.E | E | | H | | | G.H | | J | J | |
| \$250+ | 1% | 2% | 1% | 2% | 2% | 0% | 2% | 1% | 1% | 2% | 1% | 3% | 2% | 2% |
| | | | | E | E | | | | | | | | | |
| I wouldn't pay above retail price | 20% | 21% | 19% | 21% | 21% | 18% | 20% | 24% | 19% | 17% | 21% | 18% | 20% | 18% |
| | | | | | | | | I | | | | | | |
| Not applicable - I wouldn't buy sneakers in general | 14% | 14% | 13% | 10% | 9% | 21% | 11% | 16% | 14% | 14% | 16% | 9% | 10% | 12% |
| | | | | | | C.D | | F | | | K.L | | | |
| Not applicable - I wouldn't pay for sneakers above their retail price | 41% | 39% | 44% | 34% | 39% | 49% | 41% | 41% | 42% | 40% | 46% | 33% | 28% | 41% |
| | | | A | | | C.D | | | | | K.L | | | L |

Which of the following best describes your attitude toward wearing your sneakers?

| | | | | | | | | | | | | | | |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 137 | 70 | 67 | 67 | 60 | 10 | 39 | 26 | 48 | 24 | 58 | 43 | 24 | 12 |
| Base: All US sneakerheads | 165 | 94 | 71 | 89 | 57 | 18 | 45 | 32 | 57 | 31 | 71 | 42 | 36 | 15 |
| I never wear my sneakers | 33% | 38% | 26% | 29% | 41% | 28% | 42% | 31% | 28% | 29% | 33% | 37% | 26% | 36% |
| | | * | * | * | * | ** | * | ** | * | ** | * | * | ** | ** |
| I sometimes wear my sneakers, but only indoors | 22% | 19% | 26% | 24% | 24% | 9% | 24% | 23% | 22% | 20% | 16% | 24% | 25% | 39% |
| | | * | * | * | * | ** | * | ** | * | ** | * | * | ** | ** |
| I frequently wear my sneakers, including outdoors | 29% | 32% | 24% | 35% | 19% | 28% | 14% | 44% | 26% | 41% | 35% | 23% | 26% | 24% |
| | | * | * | * | * | ** | * | ** | * | ** | * | * | ** | ** |
| I always wear my sneakers | 16% | 10% | 23% | 11% | 17% | 34% | 20% | 3% | 25% | 6% | 16% | 14% | 23% | - |
| | | * | * | * | * | ** | * | ** | * | ** | * | * | ** | ** |
| Don't know | 1% | 1% | - | 1% | - | - | - | - | - | 4% | - | 3% | - | - |
| | | * | * | * | * | ** | * | ** | * | ** | * | * | ** | ** |

YouGov NY
Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Education | | | | Marital Status | | | | | |
|-------|-----------------------------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|
| | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership |

Please imagine that a pair of sneakers you really wanted retailed for \$300, but they're sold out...

How much above that retail price would you be willing to spend to get a brand new pair from someone re-selling theirs? Please select the option that best applies. If you wouldn't buy sneakers in general or wouldn't pay above retail price, please select the appropriate 'Not applicable' option.

| | | | | | | | | | | | |
|---|------|-------|-----|-----|-----|------|----------|-----|---------|-----|-----|
| Unweighted base | 2393 | 865 | 799 | 474 | 255 | 1185 | 40 | 282 | 124 | 665 | 97 |
| Base: All US adults | 2378 | 988 | 751 | 412 | 227 | 1093 | 40 | 244 | 116 | 788 | 97 |
| Less than \$50 | 11% | 14% | 8% | 8% | 6% | 9% | 10% | 7% | 9% | 13% | 12% |
| | | O.P.Q | | | | | * | | | R.T | * |
| \$50-\$99 | 7% | 8% | 6% | 4% | 5% | 5% | 18% | 7% | 2% | 8% | 10% |
| | | P | | | | | R.T.U.V* | | | R.U | U* |
| \$100-\$149 | 4% | 4% | 4% | 5% | 5% | 4% | 6% | 3% | 5% | 5% | 2% |
| | | | | | | | * | | | | * |
| \$150-\$249 | 2% | 2% | 2% | 4% | 1% | 2% | 6% | 2% | 1% | 2% | 4% |
| | | | | | | | * | | | | * |
| \$250+ | 1% | 1% | 2% | 1% | 1% | 2% | - | 1% | - | 1% | 2% |
| | | | | | | | * | | | | * |
| I wouldn't pay above retail price | 20% | 20% | 20% | 22% | 20% | 20% | 18% | 20% | 13% | 21% | 23% |
| | | | | | | | * | | | | * |
| Not applicable - I wouldn't buy sneakers in general | 14% | 15% | 12% | 13% | 16% | 15% | 6% | 20% | 24% | 9% | 9% |
| | | | | | | V | * | V.W | R.S.V.W | | * |
| Not applicable - I wouldn't pay for sneakers above their retail price | 41% | 36% | 46% | 44% | 44% | 43% | 34% | 41% | 45% | 40% | 39% |
| | | | N | N | N | | * | | | | * |

Which of the following best describes your attitude toward wearing your sneakers?

| | | | | | | | | | | | |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 137 | 54 | 44 | 30 | 9 | 63 | 5 | 5 | 3 | 52 | 9 |
| Base: All US sneakerheads | 165 | 79 | 52 | 26 | 8 | 66 | 5 | 7 | 5 | 73 | 9 |
| I never wear my sneakers | 33% | 32% | 30% | 40% | 36% | 43% | 16% | 17% | 17% | 26% | 42% |
| | | * | * | ** | ** | * | ** | ** | ** | * | ** |
| I sometimes wear my sneakers, but only indoors | 22% | 16% | 31% | 23% | 28% | 24% | 46% | - | - | 21% | 34% |
| | | * | * | ** | ** | * | ** | ** | ** | * | ** |
| I frequently wear my sneakers, including outdoors | 29% | 31% | 33% | 21% | 5% | 21% | 21% | 70% | 64% | 32% | 10% |
| | | * | * | ** | ** | * | ** | ** | ** | * | ** |
| I always wear my sneakers | 16% | 20% | 5% | 17% | 31% | 10% | 18% | 14% | 19% | 20% | 14% |
| | | * | * | ** | ** | * | ** | ** | ** | * | ** |
| Don't know | 1% | 1% | - | - | - | 2% | - | - | - | - | - |
| | | * | * | ** | ** | * | ** | ** | ** | * | ** |

**YouGov NY
Sneakerheads**

US_nat Sample: 10th - 26th February 2018



| Total | Children under the age of 18 | | Income | | | |
|-------|------------------------------|----|-------------|----------------|--------|-------------------|
| | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ | Prefer not to say |

Please imagine that a pair of sneakers you really wanted retailed for \$300, but they're sold out...

How much above that retail price would you be willing to spend to get a brand new pair from someone re-selling theirs? Please select the option that best applies. If you wouldn't buy sneakers in general or wouldn't pay above retail price, please select the appropriate 'Not applicable' option.

| | Unweighted base | 2393 | 624 | 1769 | 844 | 666 | 505 | 378 |
|---|-----------------|------|-----|----------|------|-----|---------|-----|
| Base: All US adults | | 2378 | 646 | 1733 | 897 | 643 | 454 | 385 |
| Less than \$50 | 11% | 12% | 10% | 16% | 7% | 5% | 9% | |
| | | | | AA.AB.AC | | | | |
| \$50-\$99 | 7% | 10% | 5% | 9% | 7% | 5% | 2% | |
| | | | Y | AB.AC | AC | AC | | |
| \$100-\$149 | 4% | 7% | 3% | 4% | 6% | 5% | 0% | |
| | | | Y | AC | AC | AC | | |
| \$150-\$249 | 2% | 4% | 2% | 2% | 4% | 3% | 1% | |
| | | | Y | | Z.AC | AC | | |
| \$250+ | 1% | 2% | 1% | 1% | 2% | 2% | 1% | |
| I wouldn't pay above retail price | 20% | 23% | 19% | 19% | 19% | 24% | 20% | |
| | | | | | | Z | | |
| Not applicable - I wouldn't buy sneakers in general | 14% | 8% | 16% | 14% | 13% | 13% | 16% | |
| | | | X | | | | | |
| Not applicable - I wouldn't pay for sneakers above their retail price | 41% | 34% | 44% | 35% | 43% | 43% | 51% | |
| | | | X | | Z | Z | Z.AA.AB | |

Which of the following best describes your attitude toward wearing your sneakers?

| | Unweighted base | 137 | 73 | 64 | 62 | 35 | 29 | 11 |
|---|-----------------|-----|-----|-----|-----|-----|-----|----|
| Base: All US sneakerheads | | 165 | 85 | 80 | 83 | 37 | 28 | 17 |
| I never wear my sneakers | 33% | 32% | 33% | 22% | 43% | 42% | 48% | |
| | | * | * | * | ** | ** | ** | |
| I sometimes wear my sneakers, but only indoors | 22% | 25% | 20% | 24% | 25% | 15% | 20% | |
| | | * | * | * | ** | ** | ** | |
| I frequently wear my sneakers, including outdoors | 29% | 24% | 34% | 33% | 19% | 30% | 27% | |
| | | * | * | * | ** | ** | ** | |
| I always wear my sneakers | 16% | 18% | 13% | 19% | 13% | 14% | 5% | |
| | | * | * | * | ** | ** | ** | |
| Don't know | 1% | 1% | - | 1% | - | - | - | |
| | | * | * | * | ** | ** | ** | |

**YouGov NY
Sneakerheads**

US_nat Sample: 10th - 26th February 2018



| Total | Social networks membership | | | | | | | | | | | |
|-------|----------------------------|---------|----------|---------|---------|-----------|--------|-----------|----------|-----------|-------|------------|
| | Facebook | Twitter | LinkedIn | Google+ | MySpace | Pinterest | Tumblr | Instagram | Snapchat | Periscope | Other | Don't know |

Please imagine that a pair of sneakers you really wanted retailed for \$300, but they're sold out...

How much above that retail price would you be willing to spend to get a brand new pair from someone re-selling theirs? Please select the option that best applies. If you wouldn't buy sneakers in general or wouldn't pay above retail price, please select the appropriate 'Not applicable' option.

| | Unweighted base | 2393 | 1887 | 847 | 624 | 586 | 131 | 645 | 184 | 687 | 367 | 43 | 40 | 27 | 290 |
|---|-----------------|------|-------------|-------------|----------------|---------------------|----------------|-----------------|----------|----------------|-----------------|----------------|-----|-----|-----------------|
| Base: All US adults | | 2378 | 1854 | 859 | 582 | 616 | 141 | 609 | 209 | 737 | 430 | 45 | 43 | 32 | 281 |
| Less than \$50 | 11% | 11% | 11% | 8% | 12% | 14% | 14% | 10% | 9% | 13% | 12% | 2% | 15% | 5% | 8% |
| | | | AF | AF | AF.AM | AF.AM | | | | AE.AF.AI.AM.AP | AF.AM | * | AM* | ** | |
| \$50-\$99 | 7% | 7% | 7% | 6% | 8% | 8% | 5% | 5% | 5% | 8% | 10% | 8% | 4% | 6% | 4% |
| | | | | | AI | | | | | AF.AI.AP | D.AE.AF.AI.AJ.A | * | * | ** | |
| \$100-\$149 | 4% | 4% | 4% | 2% | 5% | 9% | 2% | 4% | 4% | 5% | 5% | 8% | 2% | - | 3% |
| | | | AF.AI | AF.AI | AF.AI | E.AF.AG.AI.AJ.AK.AP | | | | AF.AI | AF.AI | AF.AI* | * | ** | |
| \$150-\$249 | 2% | 2% | 3% | 3% | 3% | 7% | 3% | 7% | 4% | 4% | 4% | 9% | - | 3% | - |
| | | | AP | AP | AP | D.AE.AF.AG.AI.A | AP | D.AE.AF.AG.AI.A | AD.AP | AD.AP | D.AE.AF.AG.AI.A | * | ** | ** | |
| \$250+ | 1% | 2% | 2% | 3% | 4% | 8% | 1% | 4% | 3% | 3% | 5% | 8% | 2% | 3% | - |
| | | | AP | AD.AI.AP | AD.AE.AI.AP | AE.AF.AG.AI.AK.AP | | AD.AI.AP | AD.AI.AP | AD.AI.AP | AD.AE.AI.AK.AP | AD.AE.AI.AK.AP | AP* | ** | |
| I wouldn't pay above retail price | 20% | 20% | 21% | 22% | 22% | 21% | 24% | 15% | 20% | 22% | 22% | 38% | 19% | 21% | 19% |
| | | | AJ | AJ | AJ | | AD.AJ.AK | | | AJ | F.AG.AH.AI.AJ.A | * | * | ** | |
| Not applicable - I wouldn't buy sneakers in general | 14% | 13% | 12% | 11% | 11% | 7% | 12% | 9% | 10% | 8% | 4% | 15% | 9% | 9% | 21% |
| | | | AH.AK.AL | AL | | | AL | | | | * | * | ** | ** | F.AG.AH.AI.AJ.A |
| Not applicable - I wouldn't pay for sneakers above their retail price | 41% | 41% | 41% | 45% | 36% | 26% | 43% | 48% | 38% | 34% | 24% | 42% | 53% | 45% | 45% |
| | | | AG.AH.AL.AM | AG.AH.AL.AM | AG.AH.AK.AL.AM | AH | AG.AH.AK.AL.AM | AG.AH.AK.AL.AM | AH | | * | * | ** | ** | AG.AH.AK.AL.AM |

Which of the following best describes your attitude toward wearing your sneakers?

| | Unweighted base | 137 | 115 | 61 | 26 | 58 | 21 | 38 | 16 | 62 | 36 | 10 | 1 | 3 | 2 |
|---|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|
| Base: All US sneakerheads | | 165 | 135 | 72 | 26 | 64 | 24 | 40 | 19 | 73 | 43 | 12 | 1 | 4 | 2 |
| I never wear my sneakers | 33% | 33% | 34% | 41% | 33% | 50% | 36% | 44% | 30% | 25% | 54% | 100% | 21% | 48% | 48% |
| | | | * | * | ** | * | ** | * | ** | * | ** | ** | ** | ** | ** |
| I sometimes wear my sneakers, but only indoors | 22% | 23% | 20% | 28% | 32% | 11% | 21% | 18% | 23% | 20% | 16% | - | 79% | - | - |
| | | | * | * | ** | AE* | ** | * | ** | * | ** | ** | ** | ** | ** |
| I frequently wear my sneakers, including outdoors | 29% | 27% | 26% | 23% | 26% | 25% | 32% | 28% | 28% | 47% | 8% | - | - | - | - |
| | | | * | * | ** | * | ** | * | ** | * | ** | ** | ** | ** | ** |
| I always wear my sneakers | 16% | 16% | 20% | 8% | 9% | 14% | 11% | 10% | 19% | 9% | 22% | - | - | 52% | 52% |
| | | | * | AG* | ** | * | ** | * | ** | AG* | ** | ** | ** | ** | ** |
| Don't know | 1% | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | | | * | * | ** | * | ** | * | ** | * | ** | ** | ** | ** | ** |

**YouGov NY
Sneakerheads**

US_nat Sample: 10th - 26th February 2018



| Total | Sneakerheads | |
|-------|-------------------|-----------------------|
| | Sneaker -heads | Not sneaker -heads |

Please imagine that a pair of sneakers you really wanted retailed for \$300, but they're sold out...

How much above that retail price would you be willing to spend to get a brand new pair from someone re-selling theirs? Please select the option that best applies. If you wouldn't buy sneakers in general or wouldn't pay above retail price, please select the appropriate 'Not applicable' option.

| | Unweighted base | 2393 | 137 | 2256 |
|---|-----------------|------|-----|------|
| Base: All US adults | | 2378 | 165 | 2214 |
| Less than \$50 | 11% | | 25% | 9% |
| | | | AR* | |
| \$50-\$99 | 7% | | 18% | 6% |
| | | | AR* | |
| \$100-\$149 | 4% | | 15% | 3% |
| | | | AR* | |
| \$150-\$249 | 2% | | 15% | 1% |
| | | | AR* | |
| \$250+ | 1% | | 7% | 1% |
| | | | AR* | |
| I wouldn't pay above retail price | 20% | | 13% | 21% |
| | | | * | |
| Not applicable - I wouldn't buy sneakers in general | 14% | | 3% | 15% |
| | | | * | AQ |
| Not applicable - I wouldn't pay for sneakers above their retail price | 41% | | 5% | 44% |
| | | | * | AQ |

Which of the following best describes your attitude toward wearing your sneakers?

| | Unweighted base | 137 | 137 | - |
|---|-----------------|-----|-----|----|
| Base: All US sneakerheads | | 165 | 165 | - |
| I never wear my sneakers | 33% | | 33% | - |
| | | | * | ** |
| I sometimes wear my sneakers, but only indoors | 22% | | 22% | - |
| | | | * | ** |
| I frequently wear my sneakers, including outdoors | 29% | | 29% | - |
| | | | * | ** |
| I always wear my sneakers | 16% | | 16% | - |
| | | | * | ** |
| Don't know | 1% | | 1% | - |
| | | | * | ** |

YouGov NY
Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Gender | | Age | | | Region | | | | Race | | | |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------|
| | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other |

When you typically purchase sneakers, do you...

| | | | | | | | | | | | | | | |
|---|-----|----------|-----------|----------|----------|-----------|----------|-----------|----------|-----------|----------|----------|-----------|-----------|
| Unweighted base | 137 | 70 | 67 | 67 | 60 | 10 | 39 | 26 | 48 | 24 | 58 | 43 | 24 | 12 |
| Base: All US sneakerheads | 165 | 94 | 71 | 89 | 57 | 18 | 45 | 32 | 57 | 31 | 71 | 42 | 36 | 15 |
| Mainly buy to collect them | 49% | 51% * | 47% * | 46% * | 60% * | 33% ** | 63% * | 46% ** | 45% * | 41% ** | 54% * | 45% * | 44% ** | 53% ** |
| Sometimes buy to collect them, but sometimes to resell them | 39% | 43% * | 32% * | 46% * | 30% * | 28% ** | 27% * | 51% ** | 38% * | 44% ** | 38% * | 37% * | 39% ** | 47% ** |
| Mainly buy to resell them | 2% | 3% * | 2% * | 4% * | 1% * | - ** | 5% * | - ** | - * | 5% ** | 4% * | 2% * | - ** | - ** |
| Not sure | 10% | 3% * | 19% A* | 5% * | 8% * | 39% ** | 5% * | 3% ** | 17% * | 10% ** | 4% * | 16% * | 17% ** | - ** |

YouGov NY
Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Education | | | | Marital Status | | | | | |
|-------|-----------------------------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|
| | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership |

When you typically purchase sneakers, do you...

| | | | | | | | | | | | |
|---|-----|----------|----------|-----------|-----------|----------|-----------|-----------|-----------|----------|-----------|
| Unweighted base | 137 | 54 | 44 | 30 | 9 | 63 | 5 | 5 | 3 | 52 | 9 |
| Base: All US sneakerheads | 165 | 79 | 52 | 26 | 8 | 66 | 5 | 7 | 5 | 73 | 9 |
| Mainly buy to collect them | 49% | 43% * | 53% * | 54% ** | 76% ** | 59% * | 36% ** | 30% ** | - ** | 46% * | 55% ** |
| Sometimes buy to collect them, but sometimes to resell them | 39% | 38% * | 42% * | 37% ** | 24% ** | 35% * | 64% ** | 70% ** | 64% ** | 36% * | 31% ** |
| Mainly buy to resell them | 2% | 2% * | - * | 8% ** | - ** | 4% * | - ** | - ** | - ** | 2% * | - ** |
| Not sure | 10% | 17% * | 5% * | - ** | - ** | 3% * | - ** | - ** | 36% ** | 15% * | 14% ** |

YouGov NY
Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Children under the age of 18 | | Income | | | |
|-------|------------------------------|----|-------------|----------------|--------|-------------------|
| | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ | Prefer not to say |

When you typically purchase sneakers, do you...

| | | | | | | | |
|---|-----|----------|----------|----------|-----------|-----------|-----------|
| Unweighted base | 137 | 73 | 64 | 62 | 35 | 29 | 11 |
| Base: All US sneakerheads | 165 | 85 | 80 | 83 | 37 | 28 | 17 |
| Mainly buy to collect them | 49% | 49% * | 50% * | 37% * | 54% ** | 63% ** | 78% ** |
| Sometimes buy to collect them, but sometimes to resell them | 39% | 33% * | 44% * | 44% * | 35% ** | 35% ** | 22% ** |
| Mainly buy to resell them | 2% | 4% * | 1% * | 1% * | 7% ** | 2% ** | - ** |
| Not sure | 10% | 14% * | 5% * | 18% * | 3% ** | - ** | - ** |

YouGov NY
Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Social networks membership | | | | | | | | | | | |
|-------|----------------------------|---------|----------|---------|---------|-----------|--------|-----------|----------|-----------|-------|------------|
| | Facebook | Twitter | LinkedIn | Google+ | MySpace | Pinterest | Tumblr | Instagram | Snapchat | Periscope | Other | Don't know |

When you typically purchase sneakers, do you...

| | | | | | | | | | | | | | | |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|------|
| Unweighted base | 137 | 115 | 61 | 26 | 58 | 21 | 38 | 16 | 62 | 36 | 10 | 1 | 3 | 2 |
| Base: All US sneakerheads | 165 | 135 | 72 | 26 | 64 | 24 | 40 | 19 | 73 | 43 | 12 | 1 | 4 | 2 |
| Mainly buy to collect them | 49% | 49% | 54% | 62% | 60% | 44% | 60% | 84% | 53% | 52% | 65% | 100% | 21% | 100% |
| | | * | * | ** | * | ** | * | ** | * | ** | ** | ** | ** | ** |
| Sometimes buy to collect them, but sometimes to resell them | 39% | 38% | 31% | 27% | 33% | 39% | 29% | - | 32% | 41% | 19% | - | 59% | - |
| | | * | * | ** | * | ** | * | ** | * | ** | ** | ** | ** | ** |
| Mainly buy to resell them | 2% | 1% | 1% | - | - | 10% | - | - | - | - | - | - | - | - |
| | | * | * | ** | * | ** | * | ** | * | ** | ** | ** | ** | ** |
| Not sure | 10% | 11% | 14% | 10% | 6% | 8% | 11% | 16% | 15% | 7% | 16% | - | 20% | - |
| | | * | AG* | ** | * | ** | * | ** | AG* | ** | ** | ** | ** | ** |

YouGov NY
Sneakerheads

US_nat Sample: 10th - 26th February 2018



| Total | Sneakerheads | |
|-------|---------------|-------------------|
| | Sneaker-heads | Not sneaker-heads |

When you typically purchase sneakers, do you...

| | | | |
|---|-----|----------|---------|
| Unweighted base | 137 | 137 | - |
| Base: All US sneakerheads | 165 | 165 | - |
| Mainly buy to collect them | 49% | 49% * | - ** |
| Sometimes buy to collect them, but sometimes to resell them | 39% | 39% * | - ** |
| Mainly buy to resell them | 2% | 2% * | - ** |
| Not sure | 10% | 10% * | - ** |