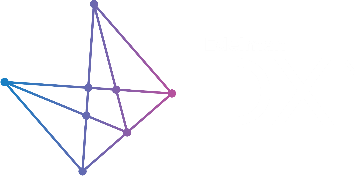
A person's legs and feet

Description automatically generated with low confidence



MAY 2022

ASICS

BRAND STUDY QUESTIONNAIRE WAVE 2

PROGRAMMER INSTRUCTIONS IN BLUE

**SURVEY LENGTH: APPROX 10-15 MIN**

|  |  |
| --- | --- |
| ALL | * Sample: Teenagers 15-17 / Adults 18-54 who run at least once a month. * Size: 800 overall, runners 15-34: 500, runners 35-54: 300.   Country: US. |
| QUOTAS | Monitor age/region/running frequency. Quota on age - 18-34: 500, runners 35-54: 300. Gender aim for 50:50 |

**GENERAL SCRIPTING INSTRUCTIONS**

|  |
| --- |
| * PLEASE ALWAYS SHOW PROGRESSION BAR * PLEASE ENSURE ERROR MESSAGES ARE NICELY WORDED * PLEASE SET UP SCREENS TO AVOID SCROLLING USING THE WIDTH OF THE SCREEN |

**QUESTIONNAIRE FLOW**

|  |  |
| --- | --- |
| **Section** |  |
| **1** | **SCREENERS:** To identify our target audience |
| **2** | **SECTION 2:** ASICS/competitors purchase funnel |
| **3** | **SECTION 3:** Trust dimensions |
| **4** | **SECTION 4:** Advertising and campaigns |
| **5** | **SECTION 5:** Classification |

**SECTION 1: SCREENERS**

NEW SCREEN/ SHOW TO ALL

Thank you for agreeing to take part in our survey.

Please be assured that this survey is completely confidential and complies with the Market Research Society Professional Code of Conduct and data protection laws. The answers you provide will not be identified individually and will be compiled together and analysed as a group, so your responses will remain fully anonymous.

If you are happy to continue, we will begin by asking you a few questions about yourself.

YES

NO [TERMINATE]

NEW SCREEN / ASK ALL

1. Do you or any of your close friends or relatives work in any of the following industries (now or in the past)? *Please select all that apply.*

MULTICODE, RANDOMISE

|  |  |  |
| --- | --- | --- |
|  | CODE | INSTRUCTION |
| Advertising | 1 | TERMINATE |
| Market research / marketing | 2 |
| Public relations | 3 |
| Journalism / TV / Radio / Media | 4 |
| Manufacturer or retailer of sport products, *e.g. trainers* | 5 |
| Hospitality | 6 |  |
| Education | 7 |  |
| Pharmaceutical industry | 8 |  |
| None of the above [EXCLUSIVE. ANCHOR] | 99 |  |

NEW SCREEN / ASK ALL

1. Are you…? *Please select only one*.

SINGLE CODE.

|  |  |
| --- | --- |
|  | CODE |
| Male | 1 |
| Female | 2 |
| Non-binary | 3 |
| Prefer to self-describe \_\_\_\_\_\_\_\_\_\_\_\_ | 4 |
| Prefer not to say | 5 |

NEW SCREEN / ASK ALL

1. How old are you? *Please type in your answer.*

TYPE IN.

|  |
| --- |
|  |

|  |  |  |
| --- | --- | --- |
| OVERCODES | CODE | INSTRUCTION |
| 0-14 | 1 | TERMINATE |
| 15-17 | 2 |  |
| 18-24 | 3 |  |
| 25-34 | 4 |  |
| 35-44 | 5 |  |
| 45-54 | 6 |  |
| 55 or more | 7 | TERMINATE |

MONITOR AGE QUOTAS

* 15-34 (S3\_RECODE=2-4) **[HARD QUOTA = 514]**
* 35-54 (S3\_RECODE=5-6) **[HARD QUOTA = 300]**

NEW SCREEN / ASK ALL

SINGLE CODE

1. Which of the following states do you live in? *Please select only one.*

|  |  |  |
| --- | --- | --- |
|  | CODE | INSTRUCTION |
| US REGION LIST |  |  |

[REMOVE NONE OF THE ABOVE FROM DROP DOWN LIST. ADD PUNCH BELOW LIST “I do not live in the US” AND TERMINATE IF SELECTED]

NEW SCREEN / ASK ALL

S4B. Which of the following best describes your household annual income in 2021?

SINGLE CODE

|  |  |
| --- | --- |
|  | CODE |
| Under $10,000 | 1 |
| $10,000 - $24,999 | 2 |
| $25,000 - $39,999 | 3 |
| $40,000 - $49,999 | 4 |
| $50,000 - $59,999 | 5 |
| $60,000 - $74,999 | 6 |
| $75,000 - $82,499 | 7 |
| $82,500 - $99,999 | 8 |
| $100,000 - $109,999 | 9 |
| $110,000 - $119,999 | 10 |
| $120,000 or more | 11 |
| Don’t know | 12 |
| Prefer not to say | 99 |

1. Low income [S4B=1-4]
2. Mid income [S4B=5-8]
3. High income [S5=9-11]
4. Don’t know/Prefer not to say [S5=11-12]

NEW SCREEN / ASK ALL

S4C. Are you of Hispanic or Latino descent? *Please select only one*. SINGLE CODE

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |
| Prefer not to answer | 99 |

NEW SCREEN / ASK ALL

S4D. Which of the following **best** describes your racial background or heritage?

[MULTI-SELECT]

|  |  |
| --- | --- |
| White | 1 |
| African or African descent (Black, African-American, Caribbean or Caribbean-American) | 2 |
| Asian-American/ Asian | 3 |
| Native Hawaiian/ Pacific Islander | 4 |
| American Indian or Alaska Native | 5 |
| Middle Eastern | 6 |
| Other | 98 |
| Prefer not to answer | 99 |

1. NH-White [S4C=02,99 AND S4D=01,06 AND S4D ANSWER COUNT = 1]
2. NH-Black [S4C=02,99 AND S4D=02 AND S4D ANSWER COUNT = 1]
3. Hispanic [S4C=01]
4. NH-Asian [S4C=02,99 AND S4D=03,04 AND S4D ANSWER COUNT = 1]
5. NH-Other [S4C=02,99 AND S4D=05, 98 OR S4D ANSWER COUNT > 1]
6. Prefer not to answer [S4C=02, 99 AND S4D=99]

NEW SCREEN / ASK ALL

1. How often, if at all, do you practice these sports?

SINGLE CODE PER ROW, RANDOMISE ROWS

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Every day | Several times a week | Once a week | Several times a month | Once a month | Less than once a month | Never |
| A | Running | 1 | 2 | 3 | 4 | 5 | TERMINATE | |
| B | Cycling | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| C | Tennis | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| D | CrossFit | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| E | Pilates | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| F | Pickleball | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

MUST CODE S5A=1-5

AIM FOR A SPLIT BETWEEN REGULAR RUNNERS (1-3) AND LESS REGULAR RUNNERS (4-5)

NEW SCREEN / SHOW ALL

INTRO: Thanks for your answers so far. In this next section we would like to understand how you feel about different brands, particularly thinking about running shoes.

NEW SCREEN / ASK ALL

Q1. How familiar are you with each of the following brands?

SINGLE CODE PER ROW. RANDOMISE ROWS THEN KEEP SAME ORDER THROUGHOUT

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Not at all familiar (I have never heard of this brand) | Slightly familiar (I have heard of the name but not much else) | Moderately familiar | Very familiar | Extremely familiar |
| A | ASICS | 1 | 2 | 3 | 4 | 5 |
| B | Brooks | 1 | 2 | 3 | 4 | 5 |
| C | New Balance | 1 | 2 | 3 | 4 | 5 |
| D | Hoka One | 1 | 2 | 3 | 4 | 5 |
| E | On | 1 | 2 | 3 | 4 | 5 |

TERMINATE IF NOT FAMILIAR WITH ALL BRANDS (SELECT 1 FOR ALL BRANDS)

**TO QUALIFY**

**S100/1. OVERALL U.S. QUOTA (NAT REP)**

* CONSENT (OPT\_IN.=1)
* OCCUPATION (S1 = NOT CODE 1-5)
* AGE 15-17 (S3\_RECODE=2)
* LIVE IN U.S. (S4=NOT 99)
* RUNNER (S5\_A = 1-5)
* AWARE OF ANY BRAND (CODE 1 NOT SELECTED FOR ALL BRANDS AT Q1)

1. QUALIFIED AS PER ABOVE [QUOTA: N=800]
2. NOT QUALIFIED (ALL OTHER) TERMINATE

**S101. AGE**

* 15-34 (S3\_RECODE=2-4) **[HARD QUOTA = 514]**
* 35-54 (S3\_RECODE=5-6) **[HARD QUOTA = 300]**

**S102. GENDER – 15-34**

* MALE (S2=1) **[HARD QUOTA = 249]**
* FEMALE (S2=1) **[HARD QUOTA = 257]**

**S103. GENDER – 35-54**

* MALE (S2=1) **[HARD QUOTA = 148]**
* FEMALE (S2=1) **[HARD QUOTA = 148]**

**S104. INCOME**

* Under $50,000 (S4B RECODE = LOW) **[MONITORING QUOTA = 259]**
* $50,000-$100,000 (S4B RECORDE = MID) **[MONITORING QUOTA = 139]**
* $100,000+ (S4B RECODE = HIGH) **[MONITORING QUOTA = 266]**

**S105. ETHNICITY**

* WHITE (S4D\_RACEETHNICITY RECODE/1) **[MONITORING QUOTA = 537]**
* BLACK (S4D\_RACEETHNICITY RECODE/2) **[MONITORING QUOTA = 110]**
* HISPANIC (SD4\_RACEETHNICITY RECODE/3) **[MONITORING QUOTA = 94]**
* ASIAN (S4D\_RACEETHNICITY RECODE/4) **[MONITORING QUOTA = 32]**
* OTHER (S4D\_RACEETHNICITY RECODE/5) **[MONITORING QUOTA = 36]**

**S106. REGION**

* NORTHEAST **[MONITORING QUOTA = 144]**
* MIDWEST **[MONITORING QUOTA = 143]**
* SOUTH **[MONITORING QUOTA = 367]**
* WEST **[MONITORING QUOTA = 160]**

**SECTION 2: ASICS/COMPETITORS PURCHASE FUNNEL**

NEW SCREEN / ASK ALL /RANK TOP 3

B1. Thinking about purchasing new running shoes, which of the following are most important when deciding which brand to buy from? Please rank your top 3

SINGLE CODE PER ROW. RANDOMISE ROWS.

|  |  |
| --- | --- |
| A | Price |
| B | Brand reputation |
| C | Store location |
| D | Design |
| E | Durability |
| F | Innovative Features |
| G | Fit |
| H | Other, please specify [ANCHOR, OE] |

NEW SCREEN / ASK IF SELECTED AT LEAST ONE OF CODES 3-5 at Q1

Q2. Please indicate how much you trust each brand to do what is right.

*Please use a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal” to do what is right.*

SINGLE CODE PER ROW / SHOW IN THE SAME ORDER AS AT Q1

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q1 | Do not trust them at all |  |  |  |  |  |  |  | Trust them a great deal | Don’t  know /not sure |
| A | ASICS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 99 |
| B | Brooks | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 99 |
| C | New Balance | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 99 |
| D | Hoka One | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 99 |
| E | On | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 99 |

NEW SCREEN/ SHOW ALL  
SHOW FOR ASICS + ONE OTHER ON LEAST FILL BASIS (IF 3-5 AT Q1). IF NOT AWARE OF ASICS, SELECT 2 COMPETITORS BASED ON LEAST FILL BASIS.

Q2b. Please could you say why you gave [INSERT ASICS]   
a score of [INSERT ASICS SCORE FROM Q2].

Please write your response below, please give as much detail as possible.

OPEN END

|  |
| --- |
|  |

Please could you say why you gave [INSERT COMPETITOR]   
a score of [INSERT COMPETITOR SCORE FROM Q2]. ~~this score.~~

Please write your response below, please give as much detail as possible.

OPEN END

|  |
| --- |
|  |

NEW SCREEN / ASK IF SELECTED AT LEAST ONE OF CODES 3-5 AT Q1

Q3. Next time you need to buy a pair of running shoes, how likely or unlikely are you to consider the following brands?

SINGLE CODE PER ROW. RANDOMISE ROWS. ONLY SHOW BRANDS SELECTED AT Q1

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q1 | Very unlikely to consider | Slightly unlikely to consider | Neither likely nor unlikely | Slightly likely to consider | Very likely to consider | Don’t Know |
| A | ASICS | 1 | 2 | 3 | 4 | 5 | 99 |
| B | Brooks | 1 | 2 | 3 | 4 | 5 | 99 |
| C | New Balance | 1 | 2 | 3 | 4 | 5 | 99 |
| D | Hoka One | 1 | 2 | 3 | 4 | 5 | 99 |
| E | On | 1 | 2 | 3 | 4 | 5 | 99 |

NEW SCREEN / ASK IF SELECTED AT LEAST ONE OF CODES 4-5 at Q3

Q4. And which brand would you say would be your first choice when buying new running shoes?

SINGLE CODE. RANDOMISE ROWS. ONLY SHOW BRANDS SELECTED 4-5 AT Q3

|  |  |
| --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q3 |
| A | ASICS |
| B | Brooks |
| C | New Balance |
| D | Hoka One |
| E | On |
| F | Other (please specify) [ANCHOR, OE] |
| G | Don’t know [ANCHOR] |

NEW SCREEN / ASK IF SELECTED AT LEAST ONE OF CODES 3-5 AT Q1

Q5. Which of these brands or retailers have you purchased running shoes from before?

SINGLE CODE PER ROW. RANDOMISE ROWS. ONLY SHOW BRANDS SELECTED AT Q1

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q1 | Purchased in the last 12 months | Purchased over 12 months ago | Never purchased | Don’t Know |
| A | ASICS | 1 | 2 | 3 | 99 |
| B | Brooks | 1 | 2 | 3 | 99 |
| C | New Balance | 1 | 2 | 3 | 99 |
| D | Hoka One | 1 | 2 | 3 | 99 |
| E | On | 1 | 2 | 3 | 99 |

NEW SCREEN / ASK IF SELECTED ROWS 1-2 FOR ANY BRAND AT Q5

Q6a. And can you remember how many times you have purchased running shoes from the following brands in the past 2 years?

SINGLE CODE PER ROW. RANDOMISE ROWS. ONLY SHOW BRANDS SELECTED AT Q5

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q5 | Once | 1-2 times | More than 3 times | Don’t Know |
| A | ASICS | 1 | 2 | 3 | 99 |
| B | Brooks | 1 | 2 | 3 | 99 |
| C | New Balance | 1 | 2 | 3 | 99 |
| D | Hoka One | 1 | 2 | 3 | 99 |
| E | On | 1 | 2 | 3 | 99 |

NEW SCREEN / ASK IF SELECTED ROWS 1-2 FOR ANY BRAND AT Q5

Q6b. On average how much would you say you spend on a pair of running shoes for each of the following brands? ($ USD)?

SINGLE CODE PER ROW. RANDOMISE ROWS. ONLY SHOW BRANDS SELECTED AT Q5 = 1-2

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q5 | Under $50 | $50-99 | $100-149 | $150-199 | $200+ |
| A | ASICS | 1 | 2 | 3 | 4 | 5 |
| B | Brooks | 1 | 2 | 3 | 4 | 5 |
| C | New Balance | 1 | 2 | 3 | 4 | 5 |
| D | Hoka One | 1 | 2 | 3 | 4 | 5 |
| E | On | 1 | 2 | 3 | 4 | 5 | |

NEW SCREEN / ASK IF SELECTED AT LEAST ONE OF CODES 3-5 AT Q1

Q7. How likely or unlikely are you to recommend the following brands to a friend, colleague or relative?

SINGLE CODE PER ROW. RANDOMISE ROWS. ONLY SHOW BRANDS SELECTED AT Q1

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q1 | Not at all likely |  |  |  |  |  |  |  |  |  | Extremely likely |
| A | ASICS | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| B | Brooks | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| C | New Balance | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| D | Hoka One | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| E | On | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

NEW SCREEN / ASK IF SELECTED AT LEAST ONE OF CODES 3-5 AT Q1

Q8. And thinking about the same brands, please indicate how much you love each brand, using a 9-point scale where one means “not at all” and nine means “a great deal”.

SINGLE CODE PER ROW. RANDOMISE ROWS. ONLY SHOW BRANDS SELECTED AT Q1

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q1 | Do not love them at all |  |  |  |  |  |  |  | Love them a great deal | Don’t know |
| A | ASICS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 99 |
| B | Brooks | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 99 |
| C | New Balance | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 99 |
| D | Hoka One | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 99 |
| E | On | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 99 |

**SECTION 3: TRUST DIMENSIONS**

NEW SCREEN / ASK IF SELECTED AT LEAST ONE OF CODES 3-5 at Q1

INTRO: In this next section we’d like you to continue thinking about your opinions on the following brands…

NEW SCREEN / ASK ALL – ABILITY

ONLY SHOW BRANDS WHERE 3-5 SELECTED AT Q1

Q9. Thinking about the following brands, to which extent do you agree or disagree that they are **good at what they do**?

*Please use a scale from 1 to 7 where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree’.*

SINGLE CODE PER ROW / SHOW IN THE SAME ORDER AS AT Q1

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q1 | I strongly disagree |  |  |  |  |  | I strongly agree | Don’t know enough to tell |
| A | ASICS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| B | Brooks | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| C | New Balance | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| D | Hoka One | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| E | On | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |

NEW SCREEN / ASK ALL – INTEGRITY  
ONLY SHOW BRANDS WHERE 3-5 SELECTED AT Q1

Q10. Still thinking about these brands, to what extent do you agree or disagree that they **are honest**?

*Please use a scale from 1 to 7 where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree’.*

SINGLE CODE PER ROW / SHOW IN THE SAME ORDER AS AT Q1

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q1 | I strongly disagree |  |  |  |  |  | I strongly agree | Don’t know enough to tell |
| A | ASICS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| B | Brooks | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| C | New Balance | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| D | Hoka One | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| E | On | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |

NEW SCREEN / ASK ALL – DEPENDABILITY

ONLY SHOW BRANDS WHERE 3-5 SELECTED AT Q1

Q11. Still thinking about these brands, to which extent do you agree or disagree that they **keep their promises**?

*Please use a scale from 1 to 7 where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree’.*

SINGLE CODE PER ROW / SHOW IN THE SAME ORDER AS AT Q1

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q1 | I strongly disagree |  |  |  |  |  | I strongly agree | Don’t know enough to tell |
| A | ASICS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| B | Brooks | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| C | New Balance | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| D | Hoka One | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| E | On | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |

NEW SCREEN / ASK ALL – PURPOSE  
ONLY SHOW BRANDS AWARE OF AT Q1

Q12. Still thinking about these brands, to which extent do you agree or disagree that they **try hard to have a positive impact on society**?

*Please use a scale from 1 to 7 where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree’.*

SINGLE CODE PER ROW / SHOW IN THE SAME ORDER AS AT Q1

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q1 [Q1/c3-5] | I strongly disagree |  |  |  |  |  | I strongly agree | Don’t know enough to tell |
| A | ASICS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| B | Brooks | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| C | New Balance | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| D | Hoka One | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| E | On | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |

NEW SCREEN / ASK ALL – SELF  
ONLY SHOW BRANDS WHERE 3-5 SELECTED AT Q1

Q13. Still thinking about these brands, to which extent do you agree or disagree that they **are a good fit with who you are** as a person?

*Please use a scale from 1 to 7 where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree’.*

SINGLE CODE PER ROW / SHOW IN THE SAME ORDER AS AT Q1

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q1 | I strongly disagree |  |  |  |  |  | I strongly agree | Don’t know enough to tell |
| A | ASICS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| B | Brooks | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| C | New Balance | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| D | Hoka One | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| E | On | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |

NEW SCREEN / ASK ALL. DIVIDE ACROSS 2 SCREENS. ASK FOR 2 BRANDS AWARE OF AT Q1 (SELECTE 3-5) ON A LEAST FILL BASIS (ALWAYS ASK FOR ASICS IF AWARE)

Q14a. To what extent do you agree or disagree with the following statements about [BRAND – PIPE-IN]?

*Please use a scale from 1 to 7 where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree’.*

SINGLE CODE PER ROW / RANDOMISE ROWS / PIPE IN BRAND NAME BASED ON Q1/3-5 AND VIA LEAST FILL QUOTA

|  |  |  |
| --- | --- | --- |
|  | Behaviour | Dimension |
| 1 | BRAND makes good quality products and services | Ability |
| 2 | BRAND innovates and adapts to what people really need today | Ability |
| 3 | BRAND designs products that address consumer needs better than the competition | Ability |
| 4 | BRAND creates products and services that put consumer safety first | Ability |
| 5 | BRAND does what is right by its customers | Integrity |
| 6 | BRAND communicates clearly and effectively on their business and vision | Integrity |
| 7 | BRAND does what is right by its employees | Integrity |
| 8 | BRAND consistently behaves in an ethical way | Integrity |
| 9 | BRAND keeps its promises, even when something goes wrong | Dependability |
| 10 | BRAND gives value for money | Dependability |
| 11 | BRAND is truthful and transparent in its communication | Dependability |
| 12 | BRAND champions values and beliefs that matter to people | Purpose |
| 13 | BRAND cares more about people than profit | Purpose |
| 14 | BRAND does what it takes to have a positive impact on the environment | Purpose |
| 15 | BRAND champions values and beliefs that matter to me | Self |
| 16 | BRAND is relevant to my culture and my interests | Self |
| 17 | BRAND creates stories and experiences that are worth my time | Self |

NEW SCREEN / ASK ALL   
SHOW FOR SAME 2 BRANS AS Q14A

Q14b. When thinking about [BRAND], how likely would you be to do the following?

SINGLE CODE PER ROW / RANDOMISE ROWS / PIPE IN BRAND NAME

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q1 | I would be very unlikely to do this |  |  |  |  |  | I would be very likely to do this | Don’t know enough to tell |
| A | I would give them the benefit of the doubt, even when something goes wrong | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| B | I would be willing to pay up to 5% more to buy the products from this brand and not the equivalent from another well-known brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| C | I would be inclined to try the new products of this brand when they are released | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| D | I would talk to my friend or post on social media about the initiatives this brand takes to support causes that I care about | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| E | I feel that the brand empowers/inspires me to do and be better | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |

**SECTION 4: Advertising**

NEW SCREEN /

Q15. In the last 12 months have you seen or heard anything about any of these brands, including through advertising or the media? *Please select all that apply*

MULTI CODE, SHOW BRANDS AWARE OF AT Q1 = 2-5

|  |  |
| --- | --- |
|  | CODE |
| ASICS | 1 |
| Brooks | 2 |
| New Balance | 3 |
| Hoka One | 4 |
| On | 5 |
| None of the above [EXCLUSIVE, ANCHOR] | 99 |

NEW SCREEN / ASK TO THOSE WHO HAVE SEEN OR HEARD SOMETHING ABOUT ASICS (Q15=1)

Q16. Can you remember where you saw or heard something about **ASICS** in the last 12 months?

*Please select all that apply*

MULTI CODE, RANDOMISE

|  |  |
| --- | --- |
|  | CODE |
| In store (e.g., window posters/digital displays) | 1 |
| In a magazine (e.g. advertisement/news story/article) | 2 |
| Printed advertisement or article (e.g., billboard, subway ads, etc) | 3 |
| Email/newsletter from the brand | 4 |
| Social media content | 5 |
| Internet banner or advert | 6 |
| Brand website | 7 |
| Celebrities and/or influencers wearing/endorsing the brand | 8 |
| TV advertising | 9 |
| Word of mouth (e.g. from friends/relatives) | 10 |
| Event sponsorships | 11 |
| Event organized by the brand | 12 |
| Online/TV/print news about the brand | 13 |
| Radio | 14 |
| Podcast | 15 |
| Other (please specify) [ANCHOR, OE] | 97 |
| Don’t know/can’t remember [ANCHOR, EXCLUSIVE] | 99 |

NEW SCREEN / ASK TO THOSE WHO HAVE SEEN OR HEARD SOMETHING ABOUT ASICS (Q15=1)

Q16A. Has ASICS made an impact in your local community in the past 12 months?

SINGLE CODE, RANDOMISE

|  |  |
| --- | --- |
|  | CODE |
| Yes | 1 |
| No | 2 |

NEW SCREEN /

Q17. Which of the following statements do you think best describes the buzz around the following brands right now? By ‘buzz’ we mean what you are hearing about the brand in the news, on social media or conversations.

SINGLE CODE

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | ONLY SHOW BRANDS SELECTED AT Q1 | Right now the buzz about this brand is very positive | Right now the buzz about this brand is quite positive | Right now the buzz around this brand is neutral | Right now the buzz around this brand is quite negative | Right now the buzz around this brand is very negative | I haven’t heard much about this brand lately |
| A | ASICS | 1 | 2 | 3 | 4 | 5 | 6 |
| B | Brooks | 1 | 2 | 3 | 4 | 5 | 6 |
| C | New Balance | 1 | 2 | 3 | 4 | 5 | 6 |
| D | Hoka One | 1 | 2 | 3 | 4 | 5 | 6 |
| E | On | 1 | 2 | 3 | 4 | 5 | 6 |

NEW SCREEN / ASK TO THOSE AWARE OF ASICS (SELECTED AT Q1 = 2-5)

Q18A. Have you seen or heard the brand tagline “Sound Mind, Sound Body”?

|  |  |
| --- | --- |
|  | CODE |
| Yes | 1 |
| No | 2 |
| Unsure | 99 |

ASK THOSE WHO SELECT 1 (YES) AT Q18A

Q18B. Which brand do you associate with the tagline “Sound Mind, Sound Body”?

|  |  |
| --- | --- |
| ONLY SHOW BRANDS WHERE Q1= 2-5 | CODE |
| ASICS | 1 |
| Brooks | 2 |
| New Balance | 3 |
| Hoka One | 4 |
| On | 5 |
| None of the above [EXCLUSIVE, ANCHOR] | 99 |

NEW SCREEN / ASK TO THOSE AWARE OF ASICS (SELECTED AT Q1 – 2-5)

[HIDE Q18- Q20 IN Q1]

Q18. Have you seen or heard of any of the following specific ASICS campaigns or initiatives?

MULTI CODE, RANDOMISE

|  |  |
| --- | --- |
|  | CODE |
| Live Uplifted | 1 |
| Sound mind, sound body | 2 |
| State of Mind Index | 4 |
| World of Athletics Championships | 5 |
| ASICS Ambassadors | 6 |
| Don’t know/can’t remember [ANCHOR, EXCLUSIVE] | 98 |
| None of the above [ANCHOR, EXCLUSIVE] | 99 |

NEW SCREEN / ASK TO THOSE WHO HAVE SEEN THE LIVE UPLIFED CAMPAIGN (Q18=1)

Q19. To what extent do you agree or disagree with the following statements about this Live Uplifted campaign?

SINGLE CODE, RANDOMISE

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | I strongly disagree |  |  |  |  |  | I strongly agree | Don’t know enough to tell |
| A | It is inspiring to me as a runner | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| B | It made me feel more positively about ASICS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| C | It made me more likely to consider ASICS in the future | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| D | It made me feel like ASICS is helping local communities | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| E | It made me feel more excited to go running | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |

NEW SCREEN / ASK TO THOSE WHO HAVE SEEN THE LIVE UPLIFED CAMPAIGN (Q18=1)

Q20. And did you do any of the following as a result of seeing this Live Uplifted campaign?

|  |  |
| --- | --- |
|  | CODE |
| Went online/in store to find out more about ASICS | 1 |
| Spoke to friends/family about ASICS/the campaign | 2 |
| Purchased products from ASICS | 3 |
| Found a new way to support my community | 4 |
| Found a running group in my community | 5 |
| None of the above [ANCHOR, EXCLUSIVE] | 99 |

**SECTION 4: CLASSIFICATION**

Thank you for your responses so far. These last few questions are about you, and will be kept anonymous.

NEW SCREEN / ASK ALL

P1. How often do you buy new running shoes?

SINGLE CODE

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Four or more times a year | Two to three times a year | Once a year | Once every 2 years | Less than once every 2 years | Don’t know |
| 1 | 2 | 3 | 4 | 5 | 6 |

NEW SCREEN / ASK ALL

P2. Thinking about running, to what extent do you agree or disagree with the following statements?

SINGLE CODE PER ROW. RANDOMISE ROWS

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Strongly disagree | Slightly disagree | Neither agree nor disagree | Slightly Agree | Strongly Agree |
| A | I love running | 1 | 2 | 3 | 4 | 5 |
| B | I only run because I feel I have to | 1 | 2 | 3 | 4 | 5 |
| C | I hate it when I can’t run because I’m injured | 1 | 2 | 3 | 4 | 5 |
| D | For me, running is about pushing my physical limits | 1 | 2 | 3 | 4 | 5 |
| E | For me running is about pushing my mental limits | 1 | 2 | 3 | 4 | 5 |
| F | Running improves my mood | 1 | 2 | 3 | 4 | 5 |
| G | I miss running if I don’t get a chance to do it | 1 | 2 | 3 | 4 | 5 |
| H | Running is my way to achieve a healthy mind in a healthy body | 1 | 2 | 3 | 4 | 5 |

NEW SCREEN / ASK ALL

P3. Which of the following best describes the area in which you live? *Please select only one*.

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| 1 | Central urban area (in the heart of city or town) | URBAN |
| 2 | Urban area (not in the heart of a city or town but still within a core urban area) |
| 3 | Suburban area (edge of a town or city) |
| 4 | Semi-rural area (a rural area but with some housing and commercial developments) | RURAL |
| 5 | Rural area (little or no residential and commercial development, mainly farmland) |