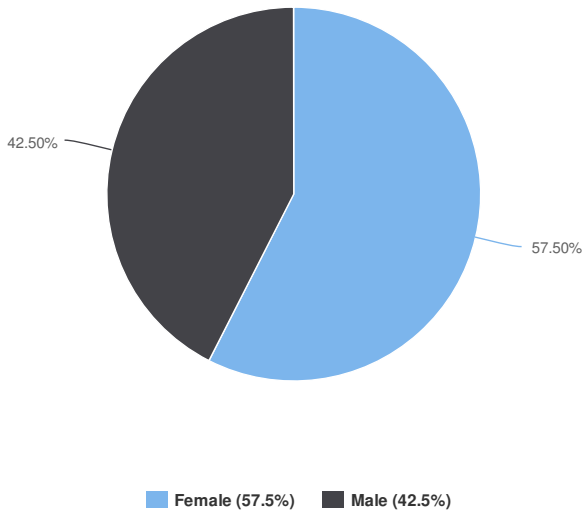
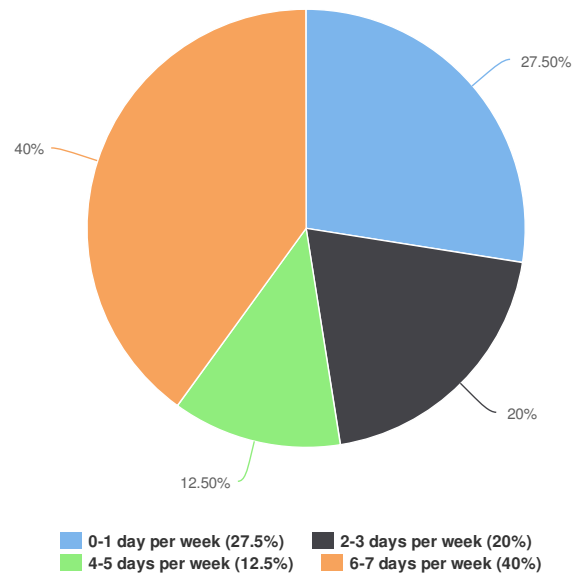


# Under Armour Women's Campaign Survey Results

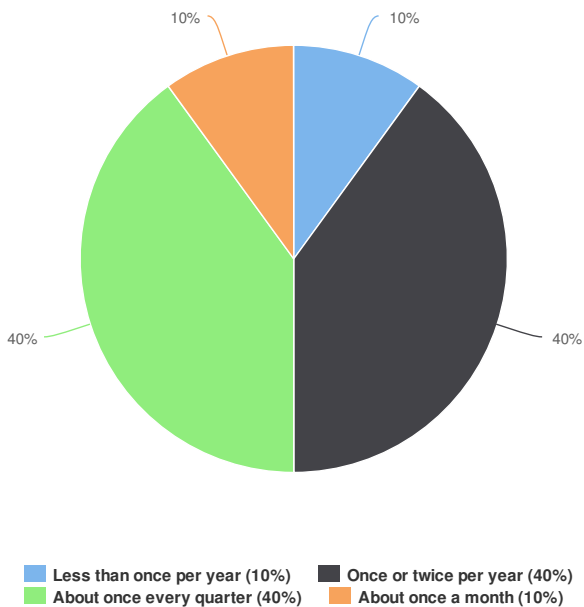
Choose your gender



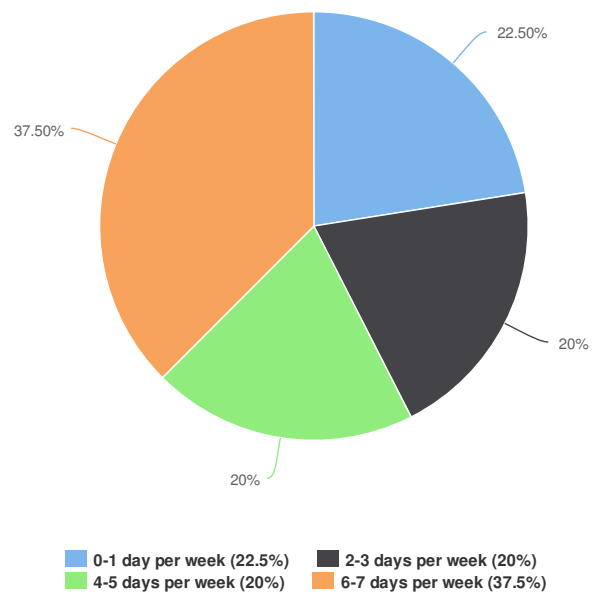
How often do you work out?



How often do you purchase athletic apparel?



How many days per week do you wear athletic apparel?



Choose your top 3 favorite atheltic apparel brands out of the following list:

	Responses	Percentage
Nike	30	75%
Under Armour	25	62.5%
Adidas	11	27.5%
Reebok	3	7.5%
Lululemon Athletica	1	2.5%
ASICS	3	7.5%
Puma	3	7.5%
The North Face	8	20%
Champion	8	20%
Columbia Sportswear	6	15%
Other	13	32.5%

Rank the following athletic apparel brands from most likely to purchase to least likely to purchase:

	1	2	3	4	5	6	7	8	9	10	11	Responses	Average Score
Nike	20 (50%)	9 (22.5%)	5 (12.5%)	1 (2.5%)	1 (2.5%)	2 (5%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (5%)	40	2.40 / 11
Adidas	1 (2.5%)	7 (17.5%)	10 (25%)	6 (15%)	6 (15%)	4 (10%)	3 (7.5%)	2 (5%)	1 (2.5%)	0 (0%)	0 (0%)	40	4.23 / 11
Luluemon Athletica	0 (0%)	1 (2.5%)	0 (0%)	3 (7.5%)	1 (2.5%)	2 (5%)	6 (15%)	1 (2.5%)	3 (7.5%)	17 (42.5%)	6 (15%)	40	8.60 / 11
Puma	0 (0%)	2 (5%)	1 (2.5%)	4 (10%)	6 (15%)	2 (5%)	4 (10%)	10 (25%)	3 (7.5%)	5 (12.5%)	3 (7.5%)	40	7.08 / 11
Champion	2 (5%)	4 (10%)	3 (7.5%)	7 (17.5%)	4 (10%)	7 (17.5%)	2 (5%)	6 (15%)	3 (7.5%)	2 (5%)	0 (0%)	40	5.45 / 11
Under Armour	10 (25%)	6 (15%)	8 (20%)	4 (10%)	3 (7.5%)	2 (5%)	4 (10%)	1 (2.5%)	2 (5%)	0 (0%)	0 (0%)	40	3.58 / 11
Reebok	0 (0%)	2 (5%)	1 (2.5%)	4 (10%)	7 (17.5%)	5 (12.5%)	6 (15%)	2 (5%)	8 (20%)	4 (10%)	1 (2.5%)	40	6.73 / 11
ASICS	0 (0%)	0 (0%)	4 (10%)	1 (2.5%)	3 (7.5%)	6 (15%)	8 (20%)	5 (12.5%)	7 (17.5%)	5 (12.5%)	1 (2.5%)	40	7.18 / 11
The North Face	2 (5%)	2 (5%)	4 (10%)	3 (7.5%)	3 (7.5%)	3 (7.5%)	5 (12.5%)	7 (17.5%)	5 (12.5%)	4 (10%)	2 (5%)	40	6.53 / 11
Columbia Sportswear	0 (0%)	5 (12.5%)	2 (5%)	5 (12.5%)	6 (15%)	6 (15%)	1 (2.5%)	5 (12.5%)	6 (15%)	1 (2.5%)	3 (7.5%)	40	6.15 / 11
Other	5 (12.5%)	2 (5%)	2 (5%)	2 (5%)	0 (0%)	1 (2.5%)	1 (2.5%)	1 (2.5%)	2 (5%)	2 (5%)	22 (55%)	40	8.10 / 11
													6.00 / 11

How significant, if at all, are the following brand attributes to your purchase decision making when purchasing athletic apparel?

	1 Very Insignificant	2 Insignificant	3 Neutral	4 Significant	5 Very Significant	Responses	Average Score
Comfort	1 (2.5%)	0 (0%)	0 (0%)	13 (32.5%)	26 (65%)	40	3.79 / 4
Innovative	0 (0%)	4 (10%)	25 (62.5%)	10 (25%)	1 (2.5%)	40	3.15 / 4
Woman Friendly	10 (25%)	3 (7.5%)	8 (20%)	8 (20%)	11 (27.5%)	40	2.48 / 4
Masculine	8 (20%)	10 (25%)	12 (30%)	9 (22.5%)	1 (2.5%)	40	2.56 / 4
Strong	1 (2.5%)	3 (7.5%)	5 (12.5%)	23 (57.5%)	8 (20%)	40	3.56 / 4
Performance Driven	0 (0%)	1 (2.5%)	10 (25%)	18 (45%)	11 (27.5%)	40	3.59 / 4
Reliable	1 (2.5%)	0 (0%)	0 (0%)	13 (32.5%)	26 (65%)	40	3.79 / 4
Sense of Community	11 (27.5%)	6 (15%)	16 (40%)	7 (17.5%)	0 (0%)	40	2.48 / 4
Technologically Saavy	5 (12.5%)	7 (17.5%)	22 (55%)	6 (15%)	0 (0%)	40	2.73 / 4
Cool or Trendy	5 (12.5%)	11 (27.5%)	11 (27.5%)	10 (25%)	3 (7.5%)	40	2.70 / 4
Trustworthy	1 (2.5%)	1 (2.5%)	3 (7.5%)	22 (55%)	13 (32.5%)	40	3.70 / 4
Pricing	1 (2.5%)	1 (2.5%)	3 (7.5%)	12 (30%)	23 (57.5%)	40	3.53 / 4
Other	1 (2.5%)	0 (0%)	35 (87.5%)	1 (2.5%)	3 (7.5%)	40	2.97 / 4
							3.04 / 4

Responses	Percentage
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6	15.38%
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8	20.51%
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0 25.64%

2 30.77%

3 7.69%



Rank the following athletic apparel brands from what you perceive as most woman friendly to least woman friendly:

	1	2	3	4	5	6	7	8	9	10	11	Responses	Average Score
Nike	13 (32.5%)	6 (15%)	11 (27.5%)	2 (5%)	0 (0%)	5 (12.5%)	1 (2.5%)	1 (2.5%)	0 (0%)	0 (0%)	1 (2.5%)	40	3.05 / 11
Adidas	1 (2.5%)	9 (22.5%)	5 (12.5%)	7 (17.5%)	6 (15%)	1 (2.5%)	7 (17.5%)	3 (7.5%)	0 (0%)	1 (2.5%)	0 (0%)	40	4.53 / 11
Under Armour	4 (10%)	5 (12.5%)	3 (7.5%)	8 (20%)	8 (20%)	3 (7.5%)	2 (5%)	2 (5%)	0 (0%)	2 (5%)	3 (7.5%)	40	4.90 / 11
Lululemon Athletica	16 (40%)	2 (5%)	2 (5%)	4 (10%)	3 (7.5%)	3 (7.5%)	1 (2.5%)	2 (5%)	1 (2.5%)	5 (12.5%)	1 (2.5%)	40	4.20 / 11
Puma	0 (0%)	2 (5%)	1 (2.5%)	4 (10%)	4 (10%)	6 (15%)	7 (17.5%)	6 (15%)	6 (15%)	1 (2.5%)	3 (7.5%)	40	6.83 / 11
Champion	1 (2.5%)	0 (0%)	3 (7.5%)	0 (0%)	1 (2.5%)	8 (20%)	6 (15%)	6 (15%)	8 (20%)	7 (17.5%)	0 (0%)	40	7.38 / 11
ASICS	0 (0%)	0 (0%)	2 (5%)	1 (2.5%)	6 (15%)	4 (10%)	7 (17.5%)	5 (12.5%)	9 (22.5%)	4 (10%)	2 (5%)	40	7.40 / 11
The North Face	2 (5%)	7 (17.5%)	10 (25%)	5 (12.5%)	4 (10%)	2 (5%)	1 (2.5%)	5 (12.5%)	3 (7.5%)	1 (2.5%)	0 (0%)	40	4.55 / 11
Columbia Sports Wear	0 (0%)	7 (17.5%)	0 (0%)	5 (12.5%)	6 (15%)	3 (7.5%)	4 (10%)	5 (12.5%)	8 (20%)	2 (5%)	0 (0%)	40	6.05 / 11
Other	3 (7.5%)	1 (2.5%)	0 (0%)	1 (2.5%)	0 (0%)	1 (2.5%)	0 (0%)	0 (0%)	4 (10%)	8 (20%)	22 (55%)	40	9.33 / 11
Reebok	0 (0%)	1 (2.5%)	3 (7.5%)	3 (7.5%)	2 (5%)	4 (10%)	4 (10%)	5 (12.5%)	1 (2.5%)	9 (22.5%)	8 (20%)	40	7.80 / 11
													6.00 / 11

How familiar or unfamiliar are you with Under Armour's new advertising campaigns "I WILL WHAT I WANT" with Misty Copeland and Giselle Bundchen?



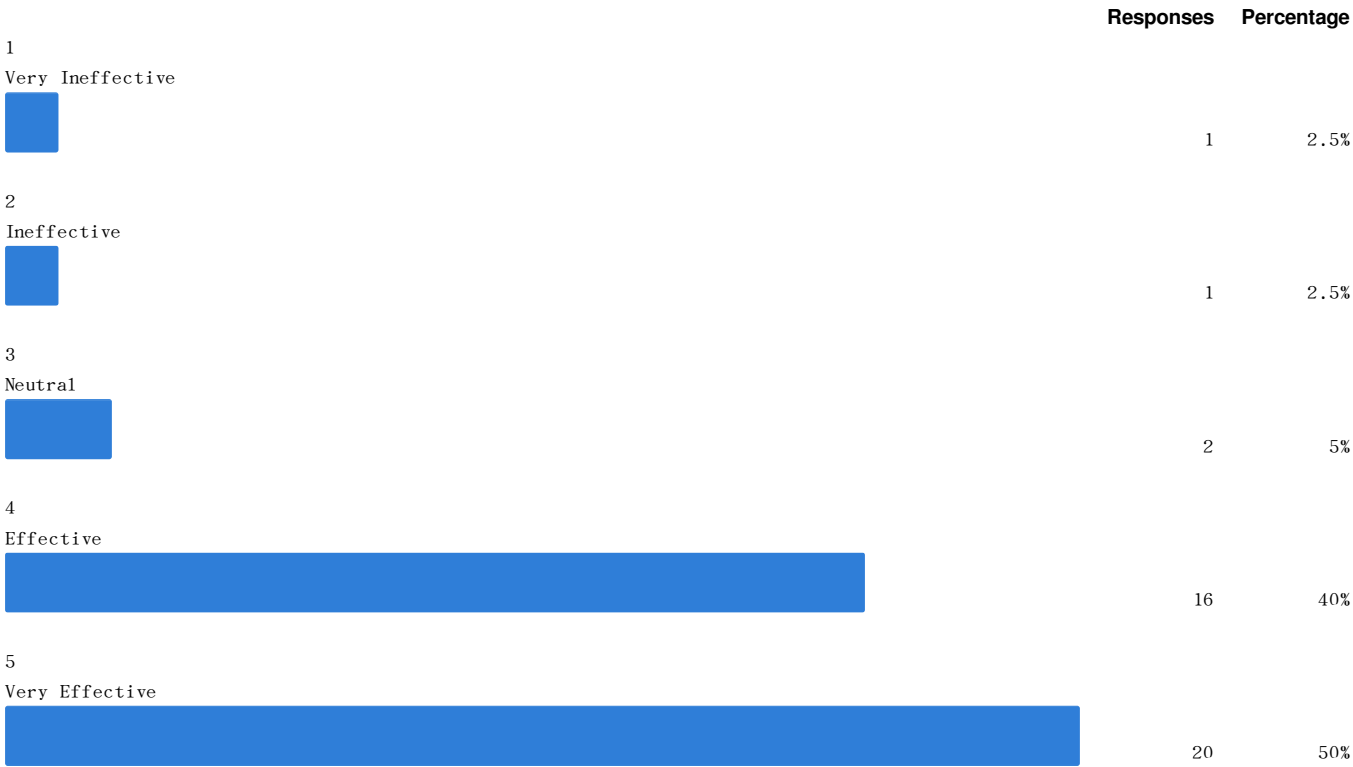
Please give star ratings for each brand attribute and how well it is portrayed in the Misty Copeland "I WILL WHAT I WANT" ad (5 stars being the ad expressed this attribute 100% and 1 star being the attribute was not seen at all in the ad).

	1	2	3	4	5	Responses	Average Score
Comfot	4 (10%)	5 (12.5%)	10 (25%)	14 (35%)	7 (17.5%)	40	3.38 / 5
Innovative	3 (7.5%)	10 (25%)	15 (37.5%)	5 (12.5%)	7 (17.5%)	40	3.08 / 5
Woman Friendly	1 (2.5%)	0 (0%)	5 (12.5%)	6 (15%)	28 (70%)	40	4.50 / 5
Masculine	18 (45%)	6 (15%)	11 (27.5%)	2 (5%)	3 (7.5%)	40	2.15 / 5
Strong	3 (7.5%)	2 (5%)	8 (20%)	10 (25%)	17 (42.5%)	40	3.90 / 5
Performance Driven	2 (5%)	2 (5%)	6 (15%)	12 (30%)	18 (45%)	40	4.05 / 5
Reliable	3 (7.5%)	3 (7.5%)	16 (40%)	12 (30%)	6 (15%)	40	3.38 / 5
Sense of Community	11 (27.5%)	4 (10%)	12 (30%)	7 (17.5%)	6 (15%)	40	2.83 / 5
Technologically Saavy	13 (32.5%)	9 (22.5%)	13 (32.5%)	4 (10%)	1 (2.5%)	40	2.28 / 5
Cool or Trendy	3 (7.5%)	3 (7.5%)	12 (30%)	15 (37.5%)	7 (17.5%)	40	3.50 / 5
Trustworthy	2 (5%)	2 (5%)	15 (37.5%)	14 (35%)	7 (17.5%)	40	3.55 / 5
Pricing	22 (55%)	6 (15%)	11 (27.5%)	0 (0%)	1 (2.5%)	40	1.80 / 5
Other	14 (42.42%)	1 (3.03%)	16 (48.48%)	1 (3.03%)	1 (3.03%)	33	2.21 / 5
							3.13 / 5

Please give star ratings for each brand attribute and how well it is portrayed in the Giselle Bündchen "I WILL WHAT I WANT" ad (5 stars being the ad expressed this attribute 100% and 1 star being the attribute was not seen at all in the ad).

	1	2	3	4	5	Responses	Average Score
Comfot	5 (12.5%)	3 (7.5%)	10 (25%)	12 (30%)	10 (25%)	40	3.48 / 5
Innovative	4 (10%)	8 (20%)	16 (40%)	10 (25%)	2 (5%)	40	2.95 / 5
Woman Friendly	1 (2.5%)	0 (0%)	8 (20%)	8 (20%)	23 (57.5%)	40	4.30 / 5
Masculine	9 (22.5%)	7 (17.5%)	11 (27.5%)	6 (15%)	7 (17.5%)	40	2.88 / 5
Strong	1 (2.56%)	1 (2.56%)	6 (15.38%)	13 (33.33%)	18 (46.15%)	39	4.18 / 5
Performance Driven	1 (2.5%)	1 (2.5%)	8 (20%)	11 (27.5%)	19 (47.5%)	40	4.15 / 5
Reliable	2 (5%)	5 (12.5%)	12 (30%)	11 (27.5%)	10 (25%)	40	3.55 / 5
Sense of Community	11 (27.5%)	5 (12.5%)	10 (25%)	8 (20%)	6 (15%)	40	2.83 / 5
Technologically Saavy	10 (25%)	5 (12.5%)	18 (45%)	5 (12.5%)	2 (5%)	40	2.60 / 5
Cool or Trendy	4 (10%)	3 (7.5%)	13 (32.5%)	14 (35%)	6 (15%)	40	3.38 / 5
Trustworthy	4 (10%)	2 (5%)	16 (40%)	14 (35%)	4 (10%)	40	3.30 / 5
Pricing	24 (60%)	4 (10%)	10 (25%)	1 (2.5%)	1 (2.5%)	40	1.78 / 5
Other	15 (42.86%)	1 (2.86%)	17 (48.57%)	1 (2.86%)	1 (2.86%)	35	2.20 / 5
							3.20 / 5

How effective were the Misty Copeland and Giselle Bundchen I WILL WHAT I WANT ads in portraying a pro-woman/woman friendly brand?: How effective was the Misty Copeland I WILL WHAT I WANT ad in portraying a pro-woman/woman friendly brand?



How effective were the Misty Copeland and Giselle Bundchen I WILL WHAT I WANT ads in portraying a pro-woman/woman friendly brand?: How effective was the Giselle Bundchen I WILL WHAT I WANT ad in portraying a pro-woman/woman friendly brand?



Please share your reaction to the following statements:: The I WILL WHAT I WANT Under Armour ads with Misty Copeland and Giselle Bundchen have changed my perception of the Under Armour brand for the better.

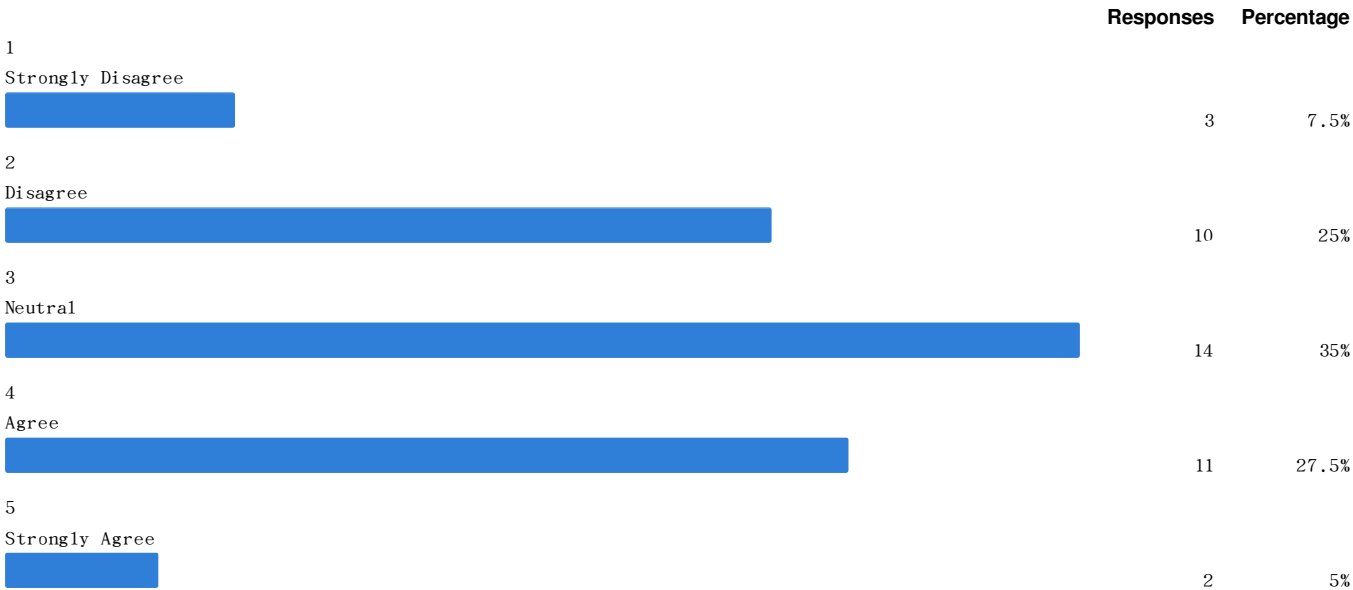


Please share your reaction to the following statements:: The I WILL WHAT I WANT Under Armour ads with Misty Copeland and Giselle Bundchen have changed my perception of the Under Armour brand for the worse.

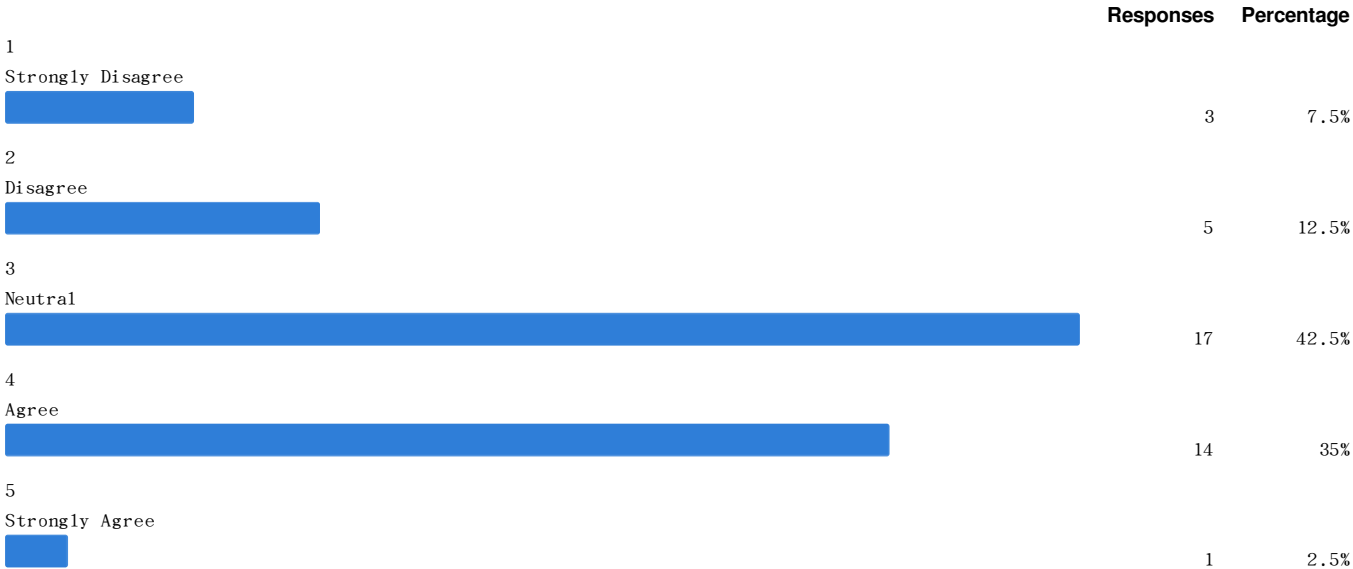




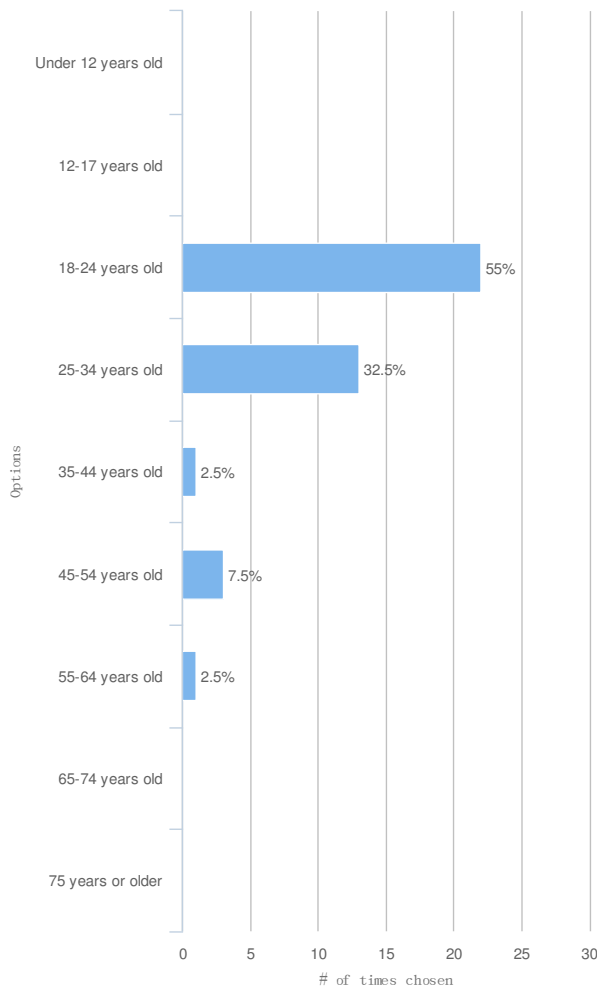
Please share your reaction to the following statements:: The I WILL WHAT I WANT Under Armour ads with Misty Copeland and Giselle Bundchen have made me more likely to purchase Under Armour products.



Please share your reaction to the following statements:: The I WILL WHAT I WANT Under Armour ads with Misty Copeland and Giselle Bundchen have made me think about pro-woman/woman friendly brands in a different light.

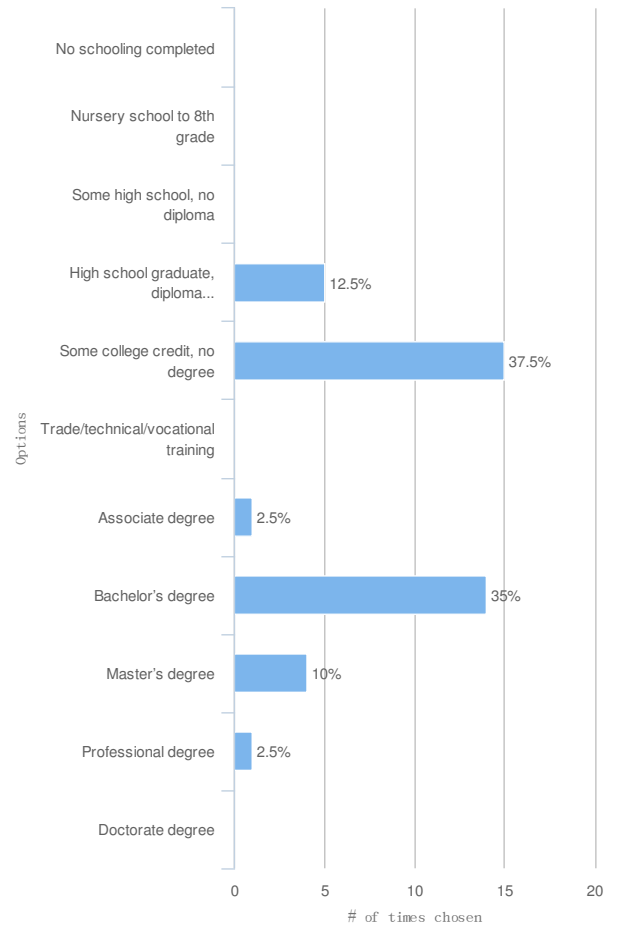


What is your age?



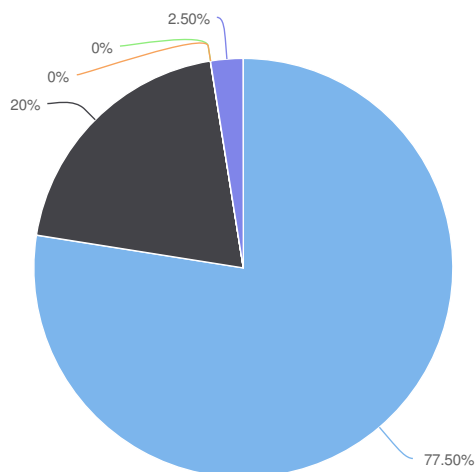
Series 1

What is the highest degree or level of school you have completed? If currently enrolled, highest degree received.



Series 1

What is your marital status?



Single, never married (77.5%) Married or domestic partnership (20%) Widowed (0%) Divorced (0%) Separated (2.5%)

Where do you currently reside?

	Responses	Percentage
Alabama	0	0%
Alaska	0	0%
Arizona	0	0%
Arkansas	0	0%
California	0	0%
Colorado	0	0%
Connecticut	0	0%
Delaware	0	0%
Florida	0	0%
Georgia	0	0%
Hawaii	0	0%
Idaho	0	0%
Illinois	34	85%
Indiana	0	0%
Iowa	0	0%
Kansas	0	0%
Kentucky	2	5%
Louisiana	0	0%
Maine	0	0%
Maryland	0	0%
Massachusetts	0	0%
Michigan	0	0%
Minnesota	0	0%
Mississippi	0	0%
Missouri	0	0%
Montana	0	0%
Nebraska	0	0%
Nevada	0	0%
New Hampshire	0	0%
New Jersey	0	0%
New Mexico	0	0%
New York	1	2.5%
North Carolina	0	0%

