

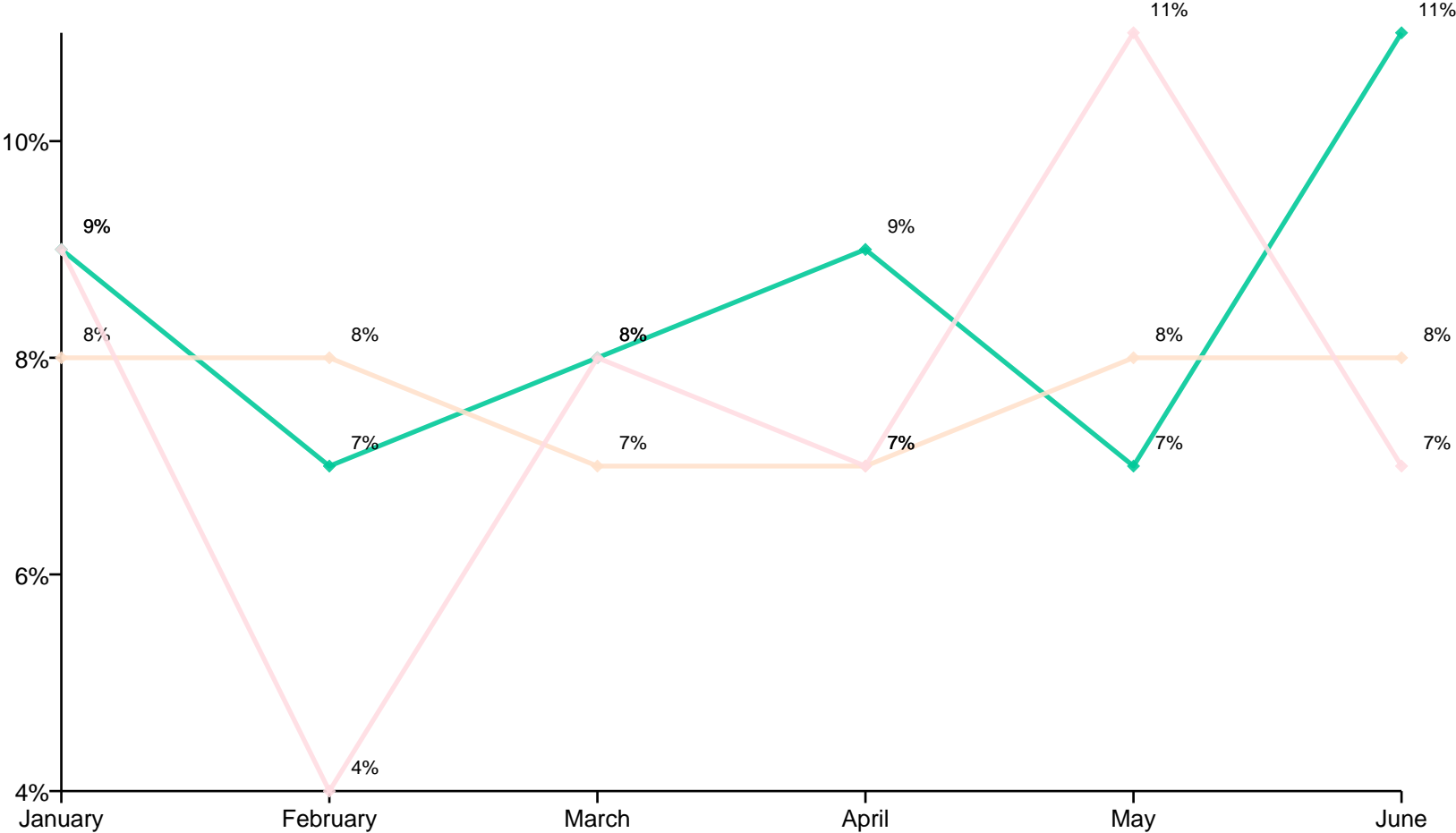
Norstat Dashboards

Banner: No Split
Filters: none

How often do you do sports? - Table (T)

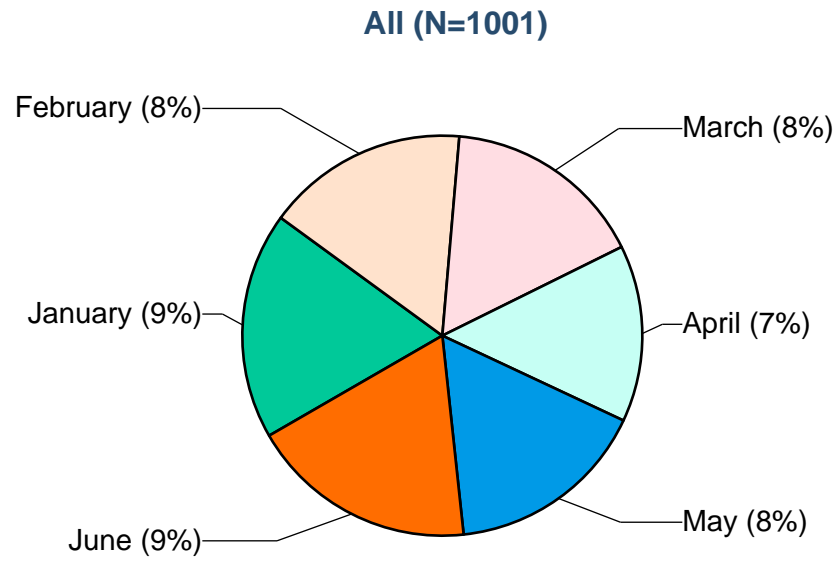
	15 - 29 Years (A)	30 - 39 Years (B)	40 - 49 Years (C)	50 Years + (D)
TOTAL	242 100 %	263 100 %	237 100 %	259 100 %
Every day	52 21 %	80 30 % A,C	53 22 %	69 27 %
Around every other day	65 27 %	62 24 %	71 30 %	63 24 %
1-2 days per week	58 24 %	55 21 %	55 23 %	67 26 %
Less than that	67 28 %	66 25 %	58 24 %	60 23 %

Brand Awareness - Line (L)

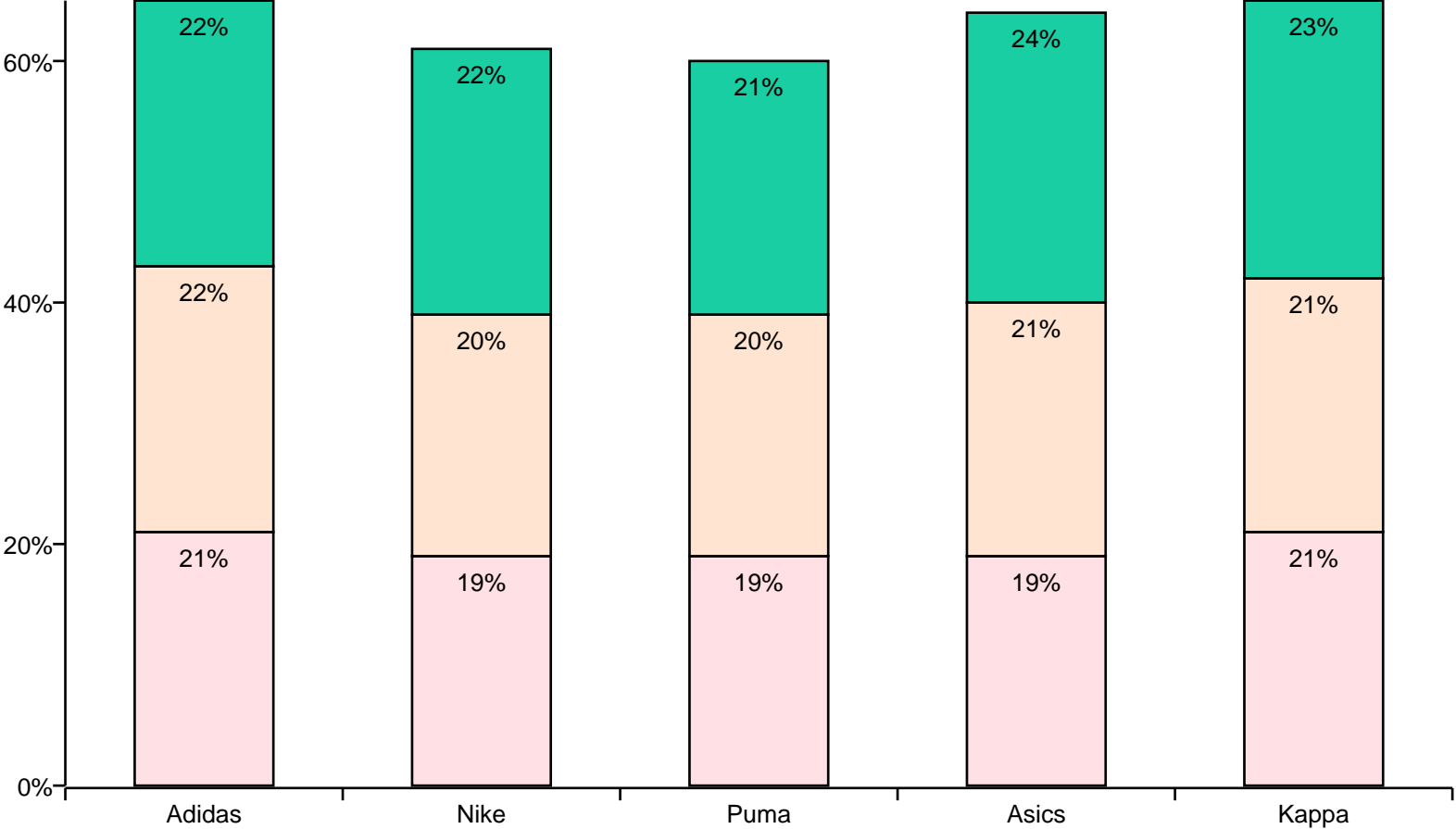


■ Adidas (N=292) ■ Mizuno (N=262)
■ Head (N=264)

How often do you do sports? - Pie Chart (P)



Grid View - Grid (Grid Chart)



Functional (N=654) Stylish (N=689) Successfull (N=728)

Feedback - WordCloud (W)

	All
q1	1001 100 %

Aggregated Tables

Banner: No Split
Filters: none

Brand Recognition - Table (T)

	January (A)	February (B)	March (C)	April (D)	May (E)	June (F)
TOTAL	94 100 %	77 100 %	83 100 %	73 100 %	79 100 %	89 100 %
Adidas	26 28 %	19 25 %	24 29 %	27 37 %	20 25 %	31 35 %
Head	21 22 %	22 29 %	19 23 %	19 26 %	20 25 %	22 25 %
Mizuno	23 24 % b	11 14 %	20 24 %	19 26 % b	28 35 % B,F	19 21 %
PowerBar	24 26 %	29 38 % a,c,d,e	20 24 %	17 23 %	19 24 %	28 31 %
Nike	17 18 %	13 17 %	17 20 %	16 22 %	26 33 % A,B,c,F	13 15 %
Asics	27 29 % D	20 26 % D	25 30 % D,f	9 12 %	28 35 % D,F	17 19 %
Kappa	22 23 %	19 25 %	15 18 %	20 27 %	23 29 % c	26 29 % c
Nike	22 23 %	24 31 %	26 31 %	18 25 %	17 22 %	27 30 %
Puma	27 29 %	22 29 %	16 19 %	17 23 %	17 22 %	19 21 %
Fischer	20 21 %	15 19 %	24 29 % E	29 40 % A,B,E,f	11 14 %	24 27 % E

Platform Independent - Mobile First

Percent and Frequency

Dynamic Banners and Filters

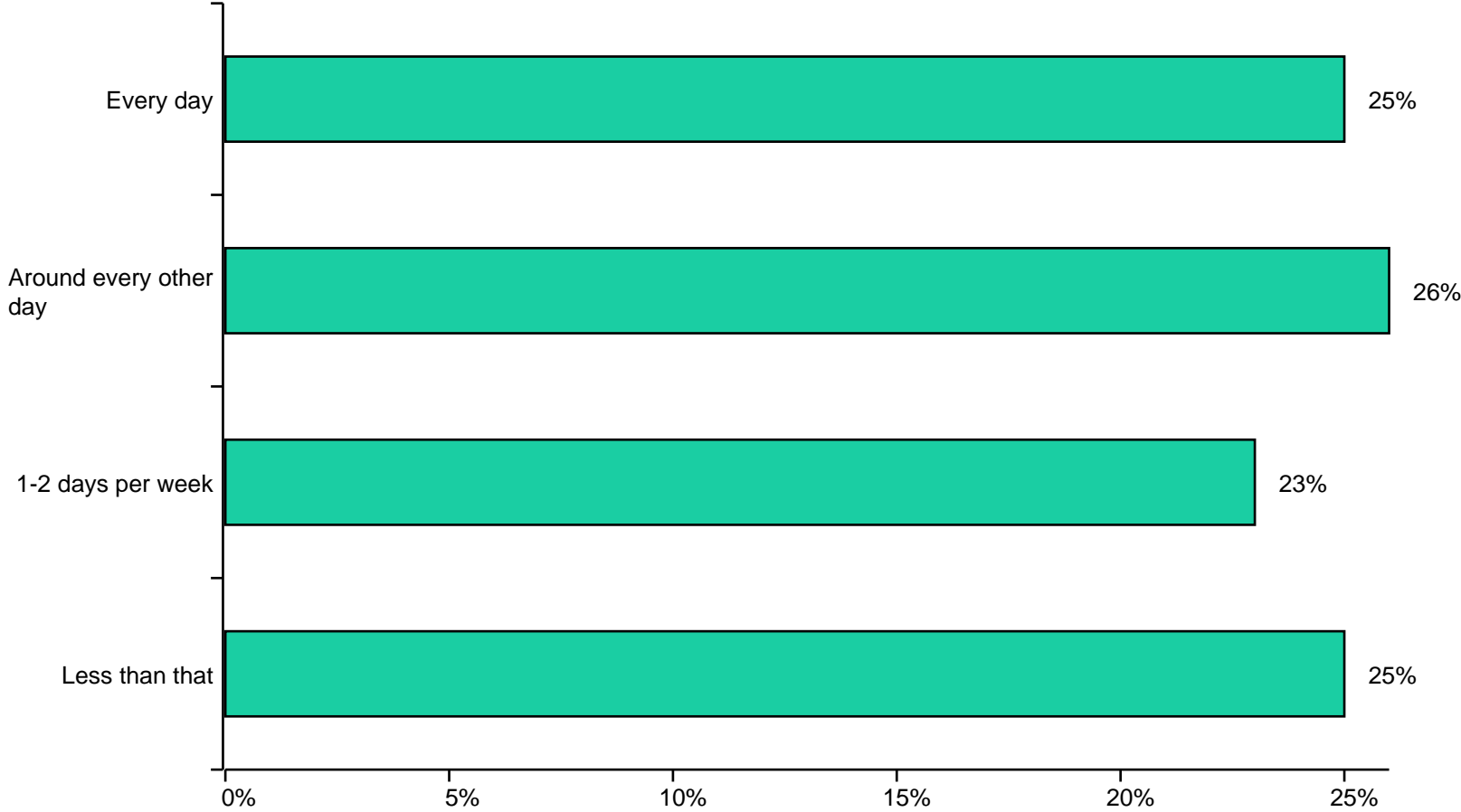
Significance Testing - 90% and 95% Confidence levels

Excel, PowerPoint and PDF Exports

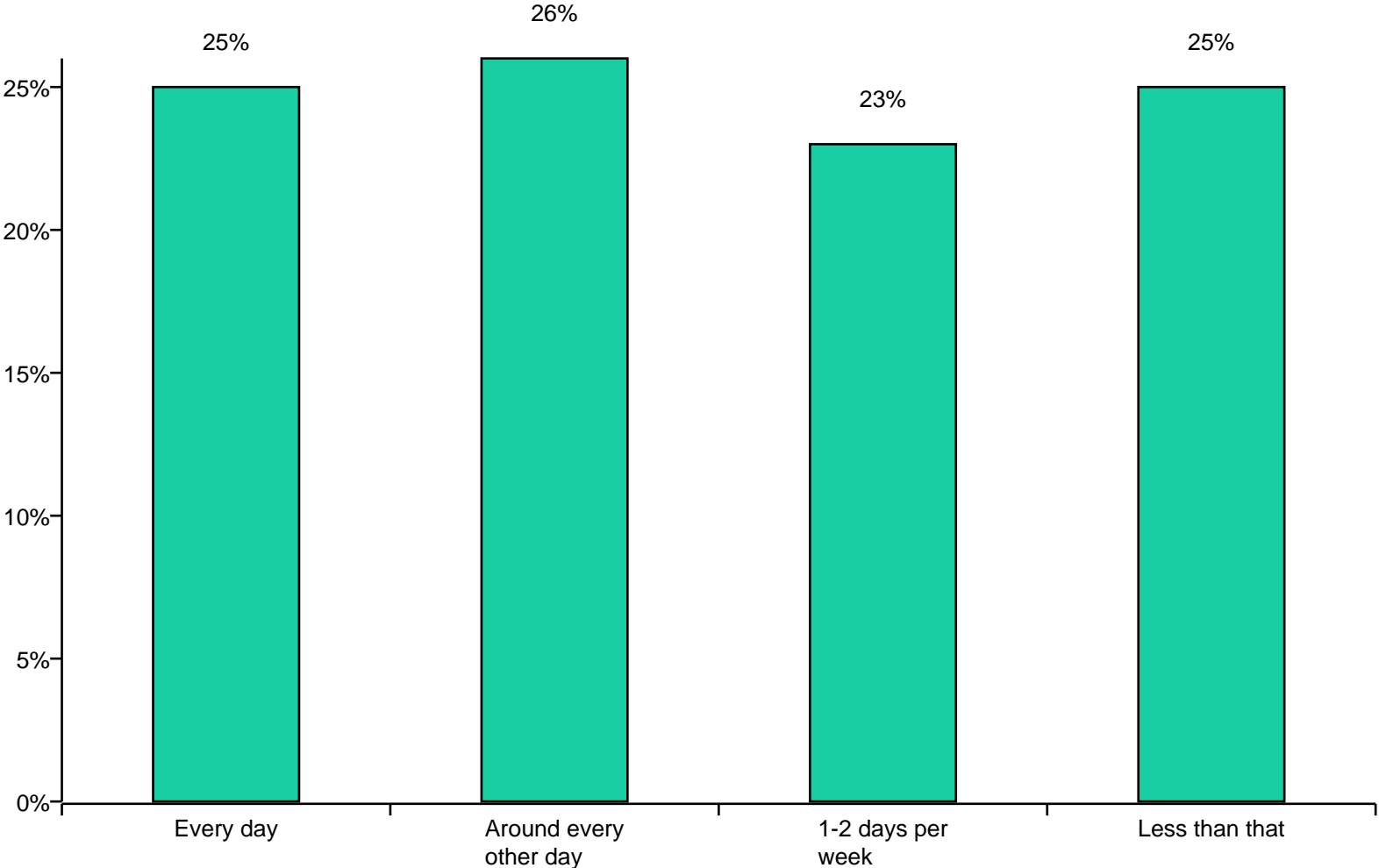
Bar and Column

Banner: No Split
Filters: none

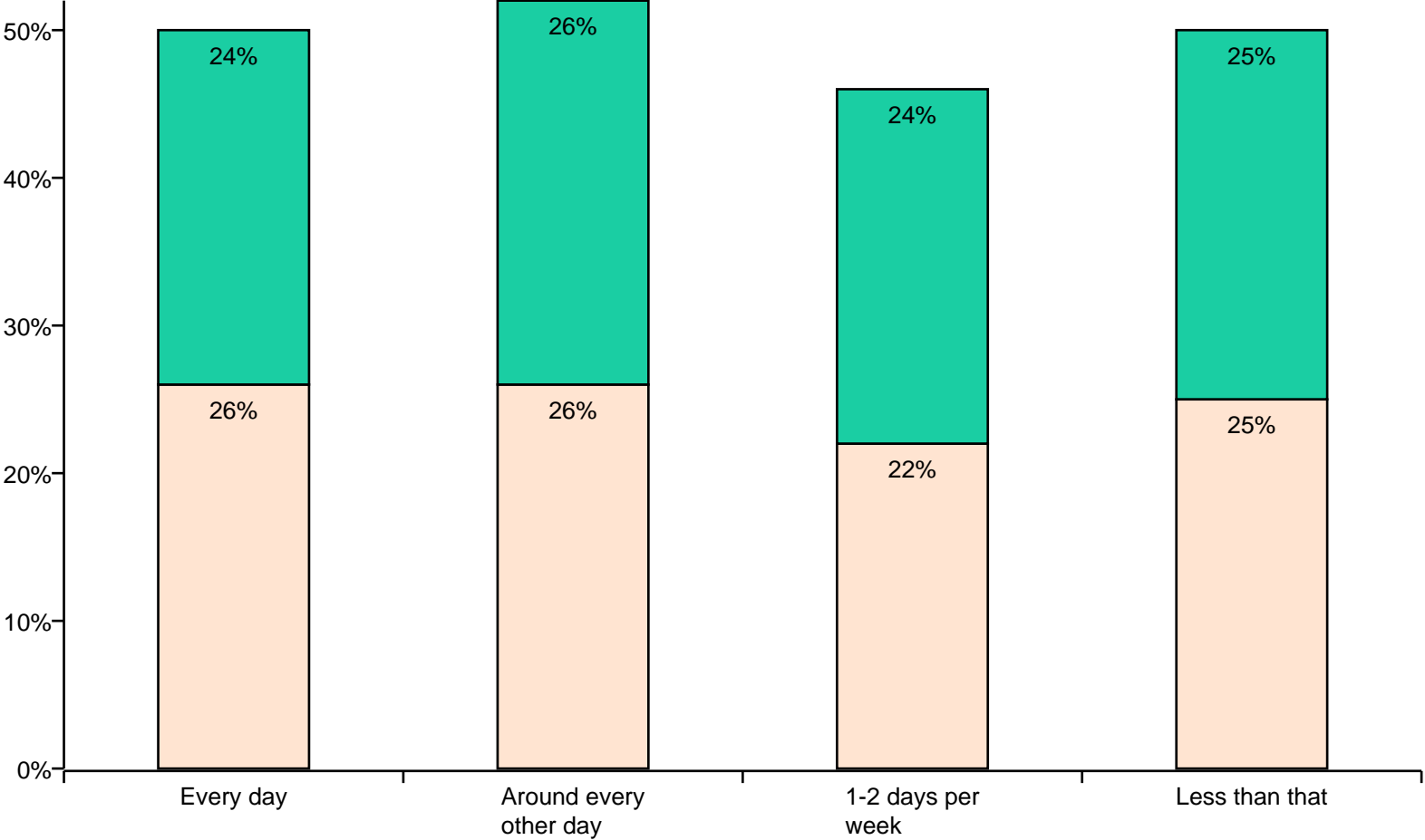
Bar Chart (B)



Column Chart (C)

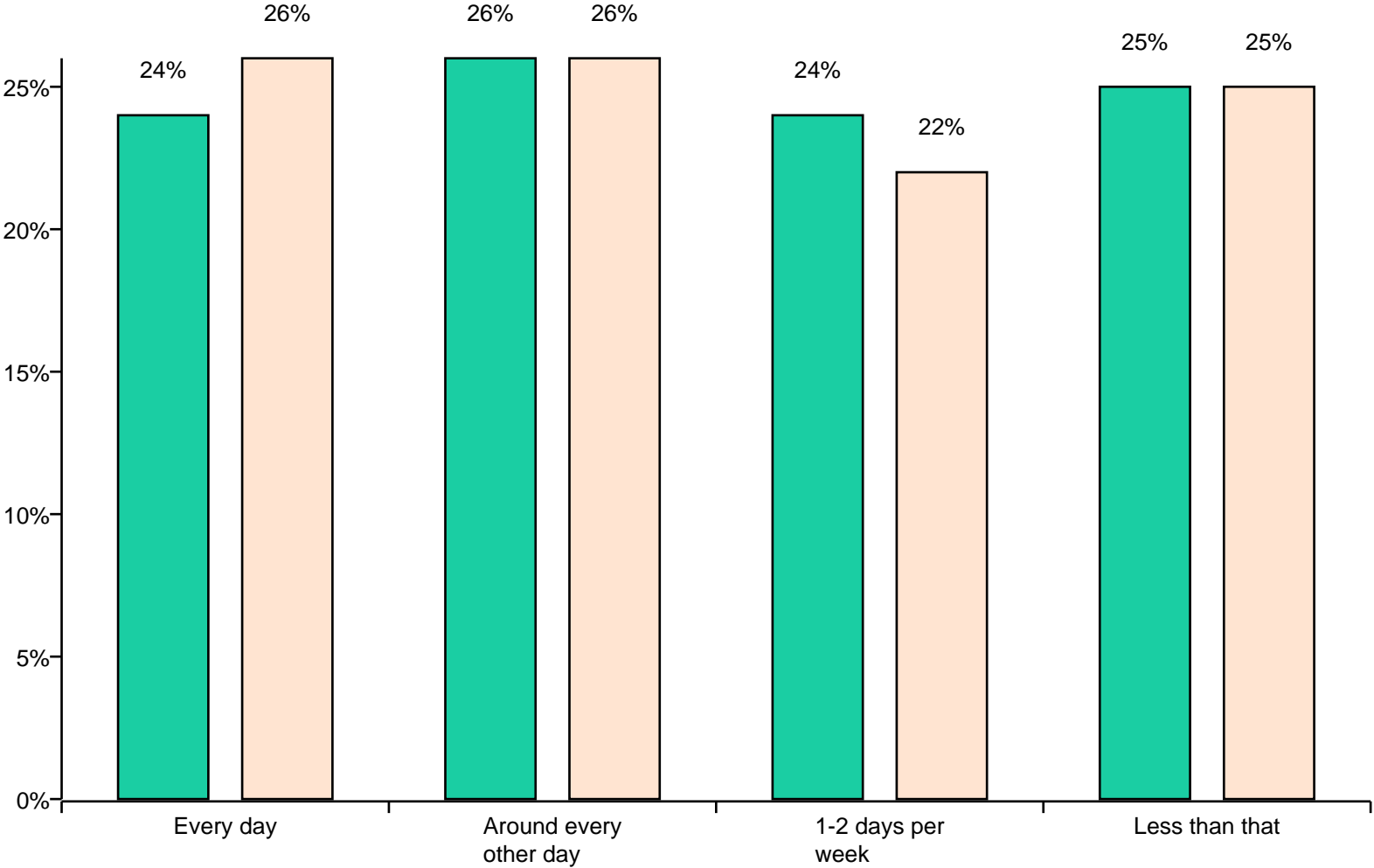


Stacked Column Chart - No Split (C No Split)



Female (N=503)
Male (N=498)

Stacked Column Chart - Split (C Split)

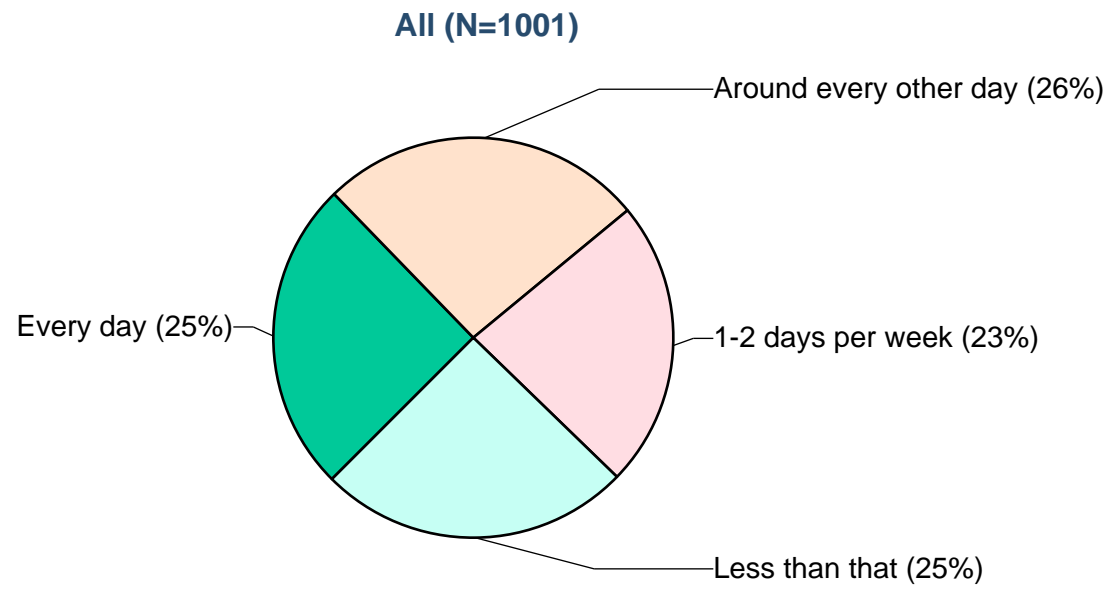


Male (N=498)
Female (N=503)

Pie and Gauge

Banner: No Split
Filters: none

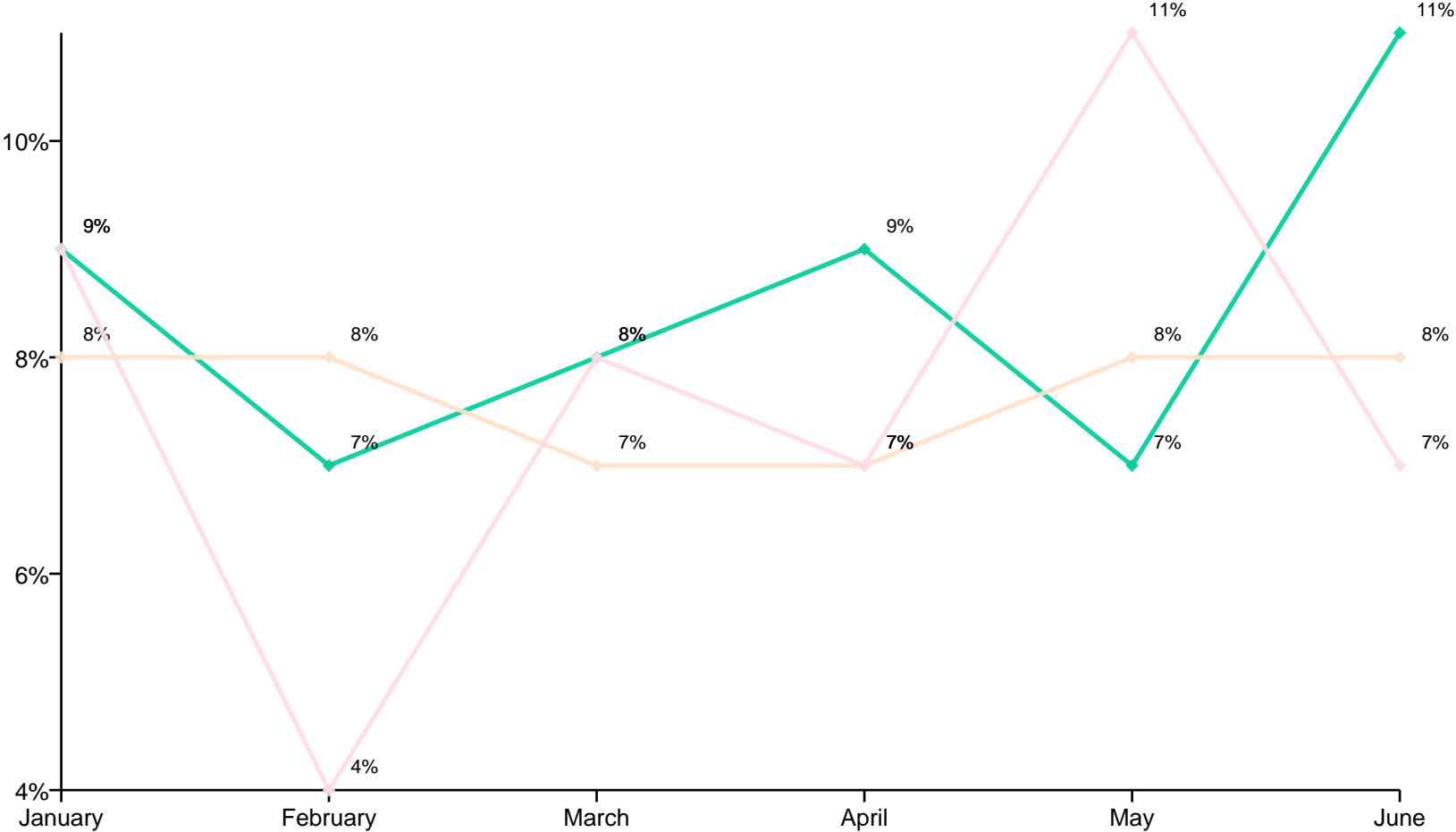
Pie Chart (P)



Line and Area

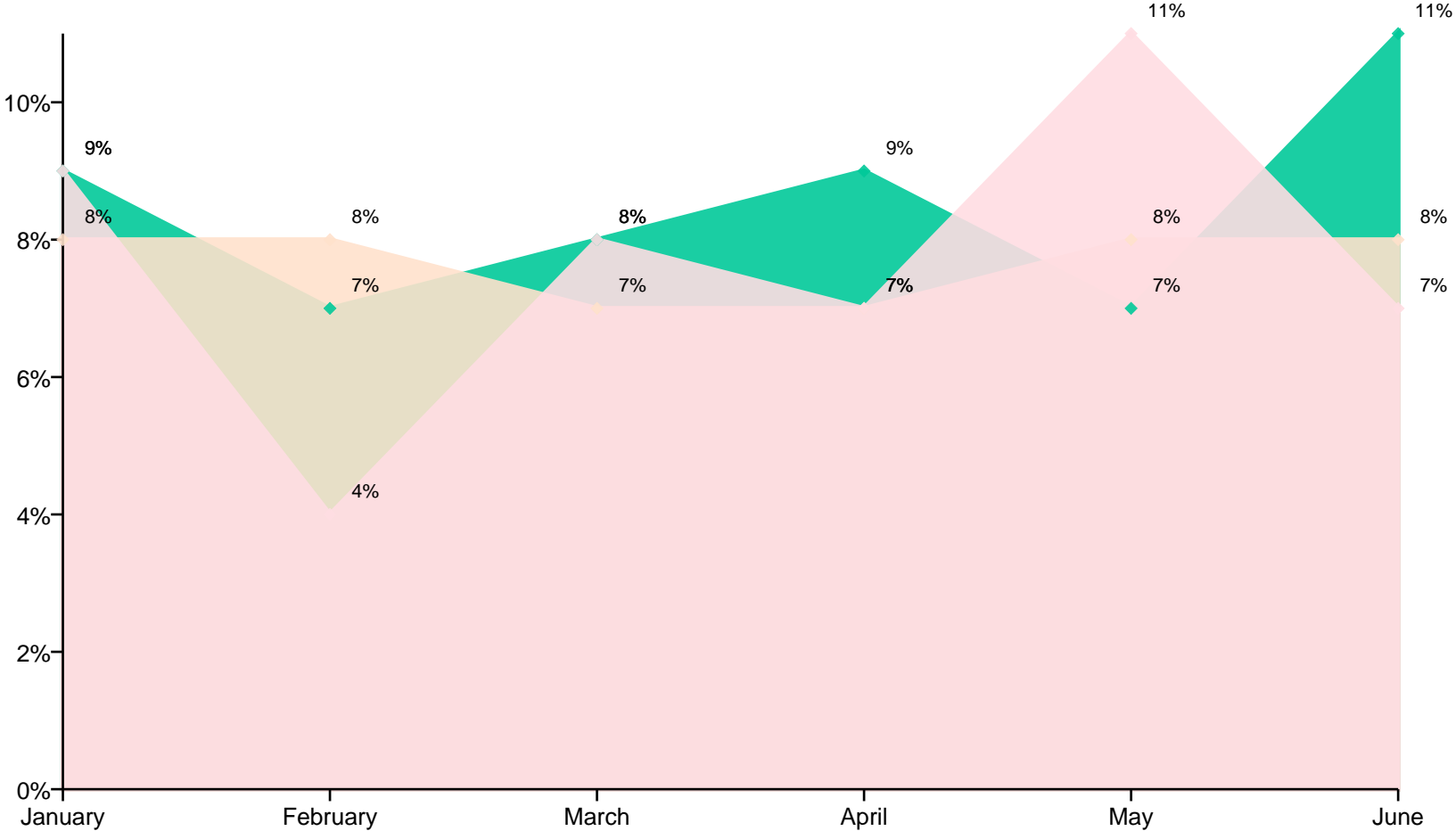
Banner: No Split
Filters: none

Brand Awareness - Line Chart (L)



Adidas (N=292) Mizuno (N=262)
Head (N=264)

Brand Awareness - Area Chart (A)



■ Adidas (N=292)
 ■ Mizuno (N=262)
 ■ Head (N=264)

Scatter and Bubble

Banner: No Split
Filters: none

NPS

Banner: No Split
Filters: none

WordCloud

Banner: No Split
Filters: none

Feedback - WordCloud (W)

	All
q1	1001 100 %

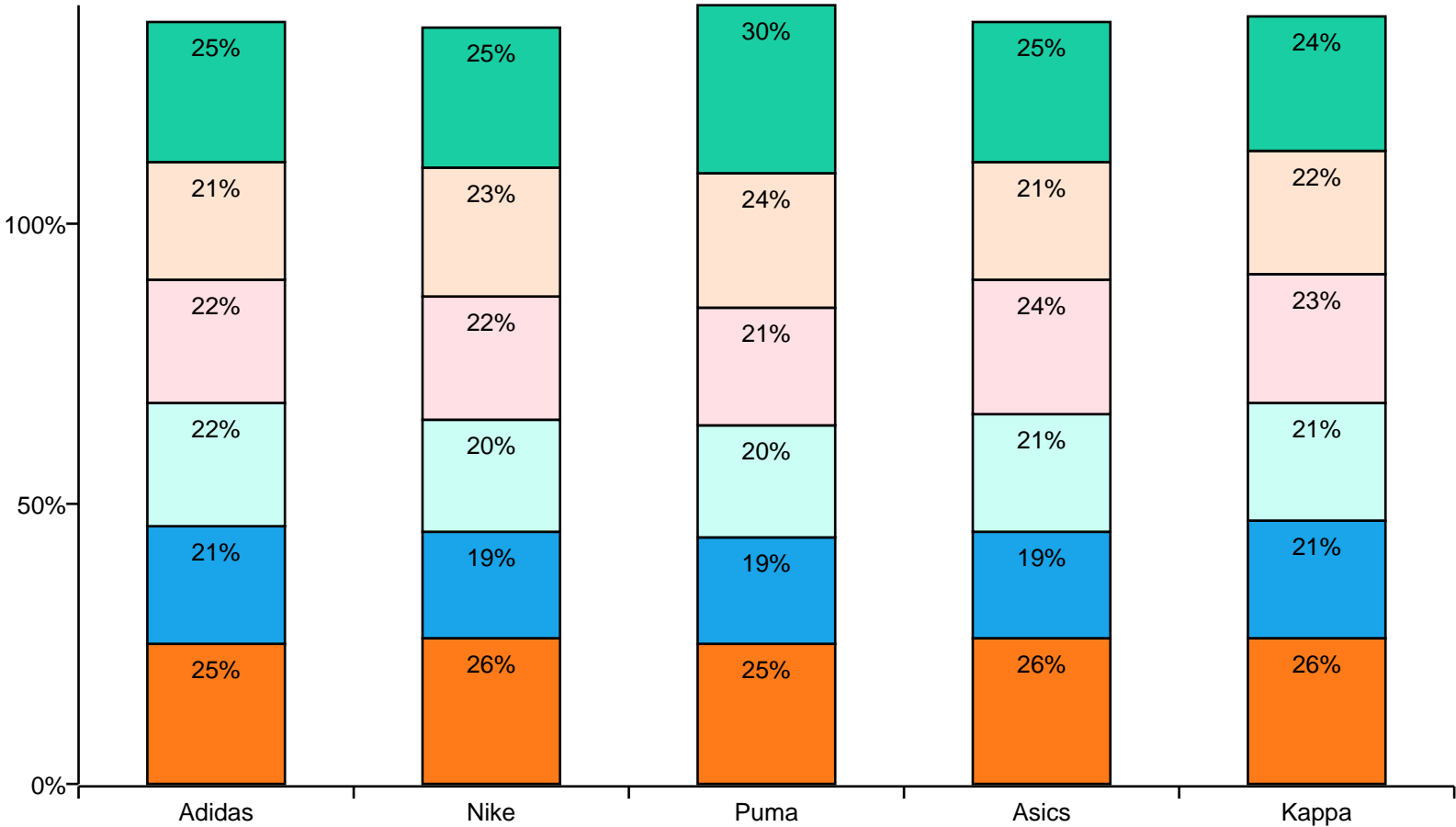
Grid

Banner: No Split
Filters: none

Grid View - Grid (Grid Table)

	Sportive (A)	Dynamic (B)	Successfull (C)	Stylish (D)	Functional (E)	None of these (F)
Adidas	250 25 %	212 21 %	222 22 %	219 22 %	213 21 %	248 25 %
Nike	247 25 %	231 23 %	221 22 %	202 20 %	193 19 %	262 26 %
Puma	303 30 % A,B,D,E	244 24 % a,d	210 21 %	197 20 %	187 19 %	251 25 %
Asics	253 25 %	213 21 %	236 24 %	206 21 %	195 19 %	264 26 %
Kappa	238 24 %	222 22 %	226 23 %	212 21 %	207 21 %	263 26 %

Grid View - Grid (Grid Chart)



- None of these (N=778)
- Stylish (N=689)
- Dynamic (N=719)
- Functional (N=654)
- Successfull (N=728)
- Sportive (N=783)

