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The sole obsession:

Inside the world of Sneakerheads

A survey-driven profile of high-spending athletic footwear buyers



Snagging the Sneakerheads

Few brands can claim the influence and cultural significance of Nike, adidas and PUMA. These iconic companies have transcended the athletic footwear category, commanding a strong price premium built upon strategic brand investments, including partnerships with athletes, sponsorships and creative advertising campaigns. And a driving force behind their continued growth and profitability are the “Sneakerheads” -- fervent sneaker enthusiasts who are willing to drop hundreds of dollars on the latest styles and limited-edition models.

Drawing on [YouGov Profiles](#) data, this report provides an in-depth portrait of this coveted consumer group, identifying their passions, media consumption habits, shopping preferences and more, before spotlighting several fascinating differences between customers of five iconic sneaker brands.

For the purposes of this study, Sneakerheads are defined as US adults who have spent more than \$100 on sneakers in the past 3 months.



Sneakerheads are more likely to be **affluent, male and Millennial**

53%
Male

47%
Female

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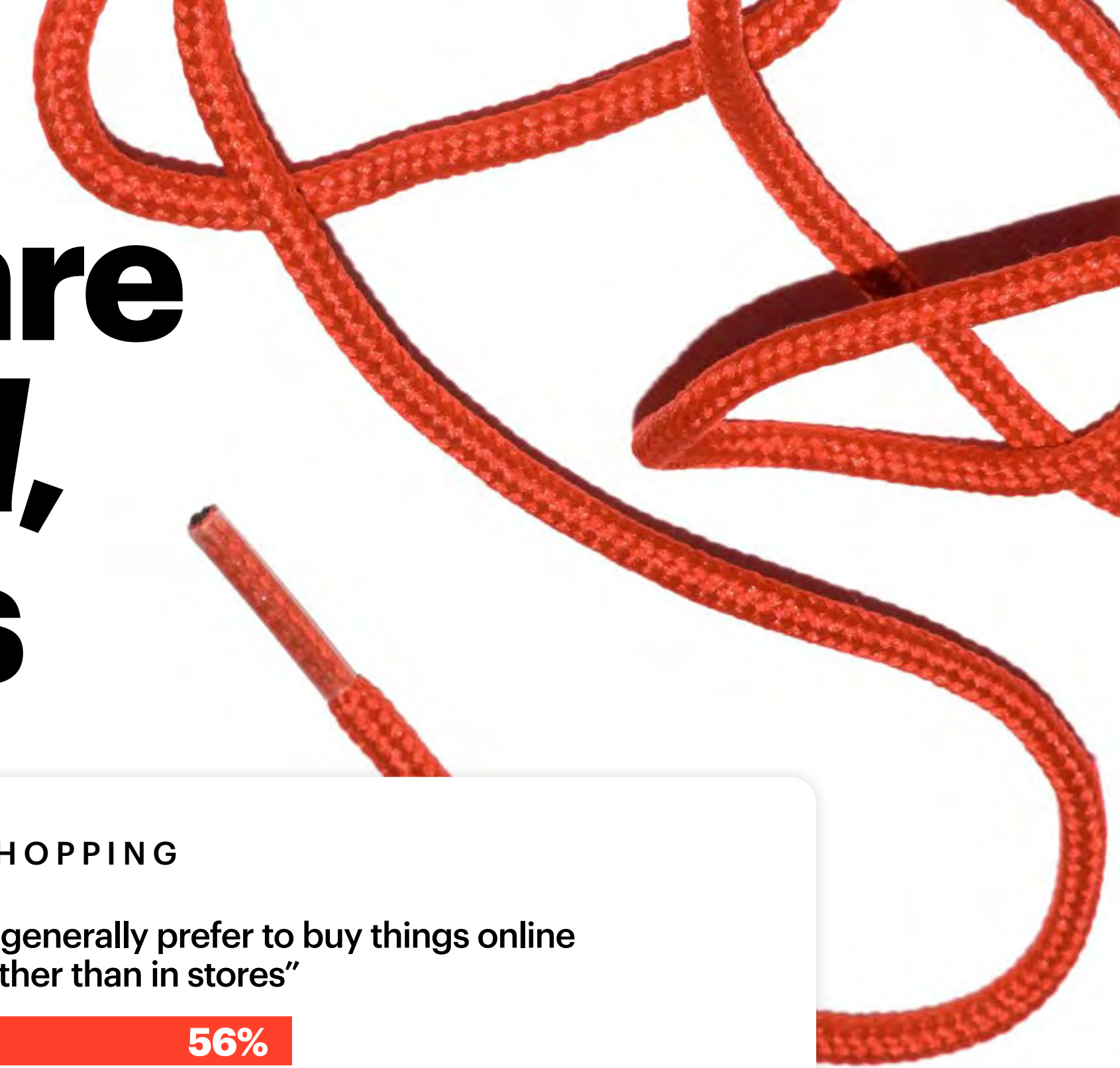
23%
have a monthly disposable income of more than \$5,000
vs. 9% of general population

28%
have a gross household income of more than \$80,000
vs. 18% of general population

39%
are millennials (1982-1999)
vs. 32% of general population

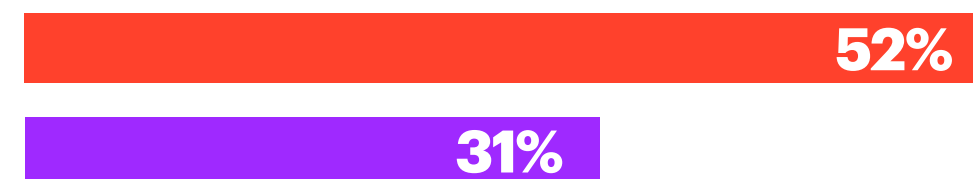


Sneakerheads are fashion-forward, online shoppers

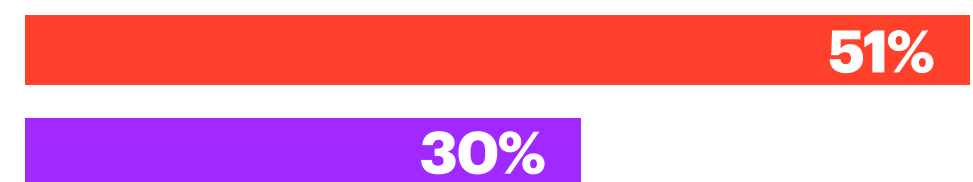


FASHION

"I keep up to date with current fashion trends"



"I consider myself more fashionable than most people"



"People who buy fast fashion don't care about the environment"



■ Sneakerheads ■ General Population

SHOPPING

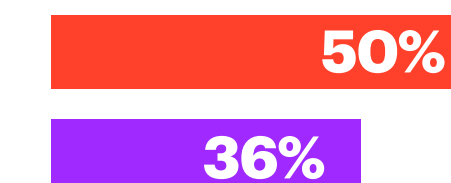
"I generally prefer to buy things online rather than in stores"



"Online shopping makes my life easier"



"Online shopping will be much more fun with Augmented Reality"



■ Sneakerheads ■ General Population

Statements "agreed" with by Sneakerheads vs US Adults



They're passionate about music and outdoor activities

MUSIC

"I couldn't get through the day without listening to music"



"I primarily listen to music through streaming services"



"I enjoy seeing my favorite music artists live"



■ Sneakerheads ■ General Population

LEISURE

"I tend to spend my leisure time on hobbies and activities"



"I enjoy playing sports and exercising outdoors (running, cycling etc.)"



"I like to visit shopping malls/clothing stores in my free time"



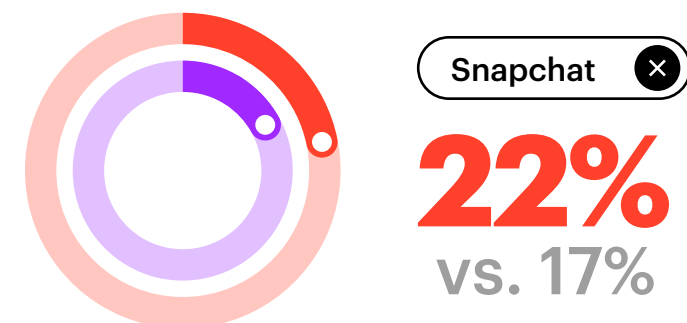
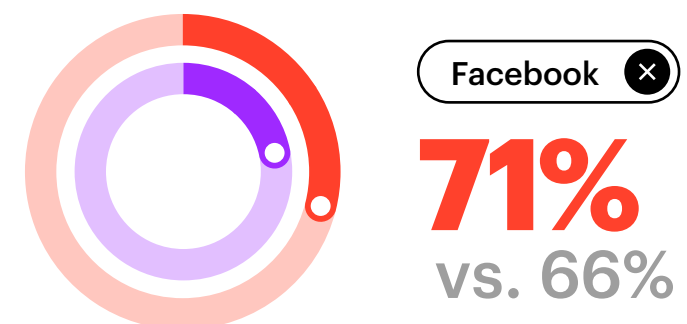
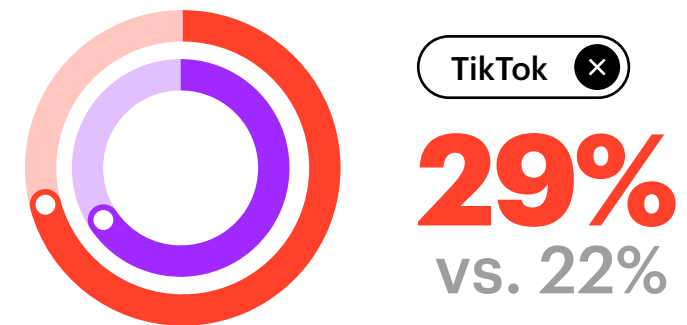
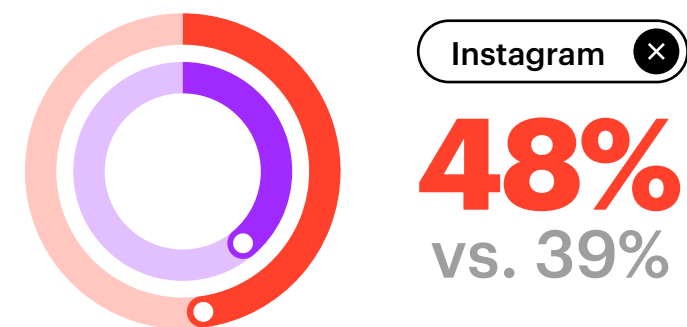
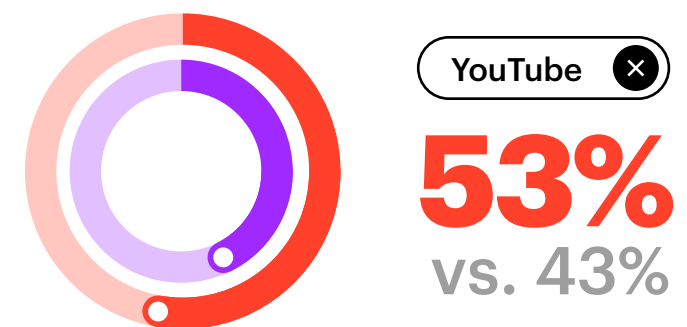
■ Sneakerheads ■ General Population

Statements "agreed" with by Sneakerheads vs US Adults

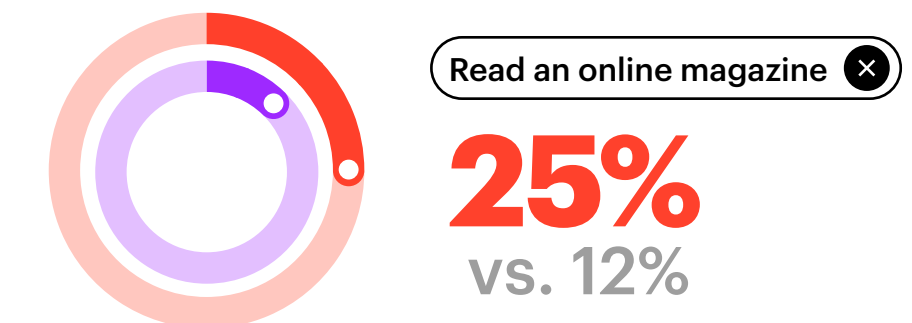
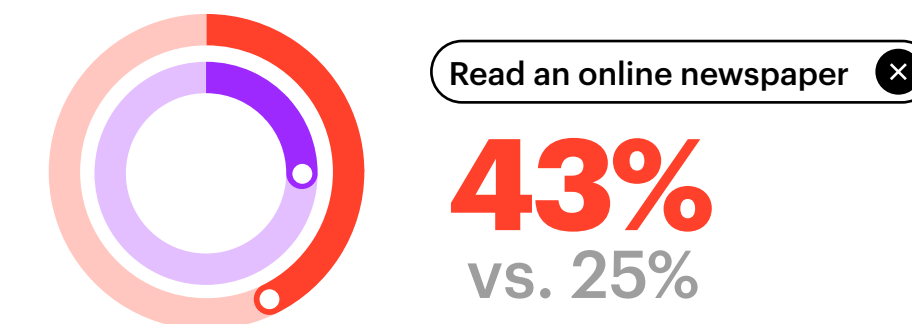
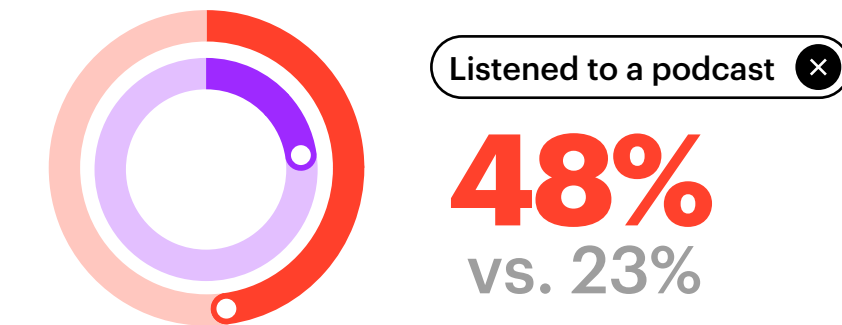
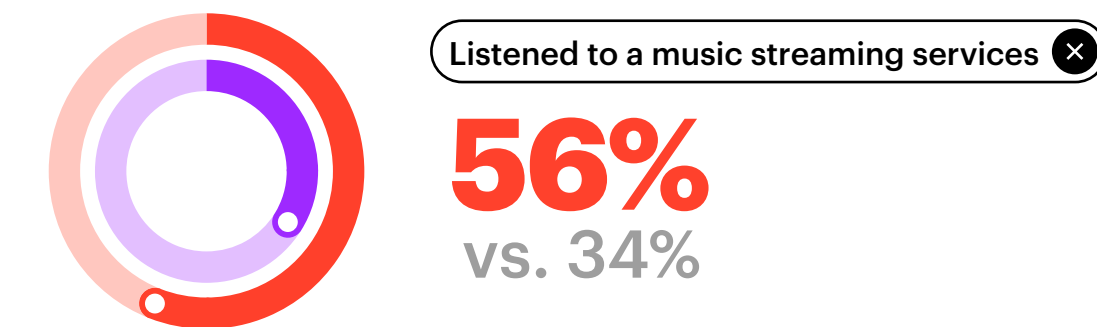
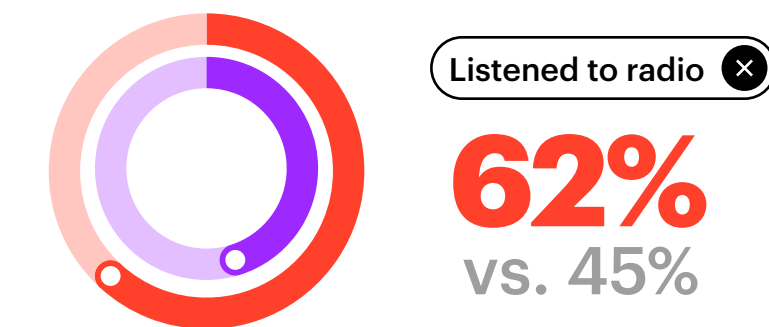


How do Sneakerheads consume media?

SOCIAL NETWORKS



TRADITIONAL MEDIA



■ Sneakerheads ■ General Population

Social and traditional media channels consumed in the last month as of Feb 12, 2023

What do Sneakerheads think of advertising?



What do Sneakerheads expect from brands?



How do Sneakerheads shop?

They feel motivated by...

Browse online to see what is available

57%

24%

See something online and buy it online

44%

17%

Browse in stores to see what was available

47%

21%

Quality products

26%

9%

Special offers

17%

8%

Widest range of products

11%

5%



■ Sneakerheads ■ General Population

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Which brands are winning with Sneakerheads?

Rankings are based on responses to "Which if any of the following stores/outlets have you bought shoes from in the last three months for yourself?" and the spend on sneakers is more than \$100 on in the past 3 months.



1st

Nike
28%
vs. 8%
gen pop

2nd

adidas
24%
vs. 9%
gen pop

3rd

New
Balance
11%
vs. 3%
gen pop

4th

Under
Armour
10%
vs. 3%
gen pop

5th

PUMA
10%
vs. 2%
gen pop

QUICK PROFILES:

What makes customers of the top sneaker brands unique?





Nike buyers follow

Football



and

Basketball



42%

vs 32% of gen pop

35%

vs 21% of gen pop

Their favorite music is

Hip-Hop



especially

44%

vs 28% of gen pop

Pitbull



73%

vs 40% of gen pop

They

stream music



at least five
hours a week

31%

vs 25% of gen pop

Nike

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**adidas buyers love
in their spare time**

playing sports

33%
vs 11% of gen pop

**When they work out alone,
they prefer**

running

24%
vs 12% of gen pop

They like products that

reflect their lifestyle

77%
vs 61% of gen pop

and

love dogs

59%
vs 46% of gen pop

adidas

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New Balance buyers follow

Basketball

34%
vs 20% of gen pop

and spend

6-10 hours per week

22%
vs 18% of gen pop

on social media

Ads grab their attention when

streaming on-demand videos

55%
vs 29% of gen pop

Their favorite me time activity is

listening to music

62%
vs 49% of gen pop

New Balance



Under Armour buyers follow

Baseball

42%
vs 21% of gen pop

When working out on their own, they prefer

weight training

34%
vs 13% of gen pop

They listen to podcasts

2-6 days a week

24%
vs 9% of gen pop

and notice sponsorships on

sports equipment

47%
vs 19% of gen pop

Under Armour

YouGov[®]



PUMA

PUMA buyers are avid fans of

Soccer



30%
vs 9% of gen pop

and their favorite soccer player is

Lionel Messi



22%
vs 5% of gen pop

They keep track of their fitness using

Diet/Food apps



36%
vs 13% of gen pop

and in their free time they enjoy

comedy shows



45%
vs 21% of gen pop

Find and understand the audience that matters most



Gender



Attitudes general



Age



Brands liked



Top region



Hobbies and interests



Attitudes advertising



Media consumption



[Explore your audience >](#)



Thank you!

Get in touch to access full data in your category, including up to 15 other brand health metrics, additional demographic segmentation, and much more granular psychographic preferences of your target audience. YouGov Profiles allows you to research brands and audiences with virtually unlimited granularity.

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