

Bespoke Market Intelligence

CROX, Volume 2

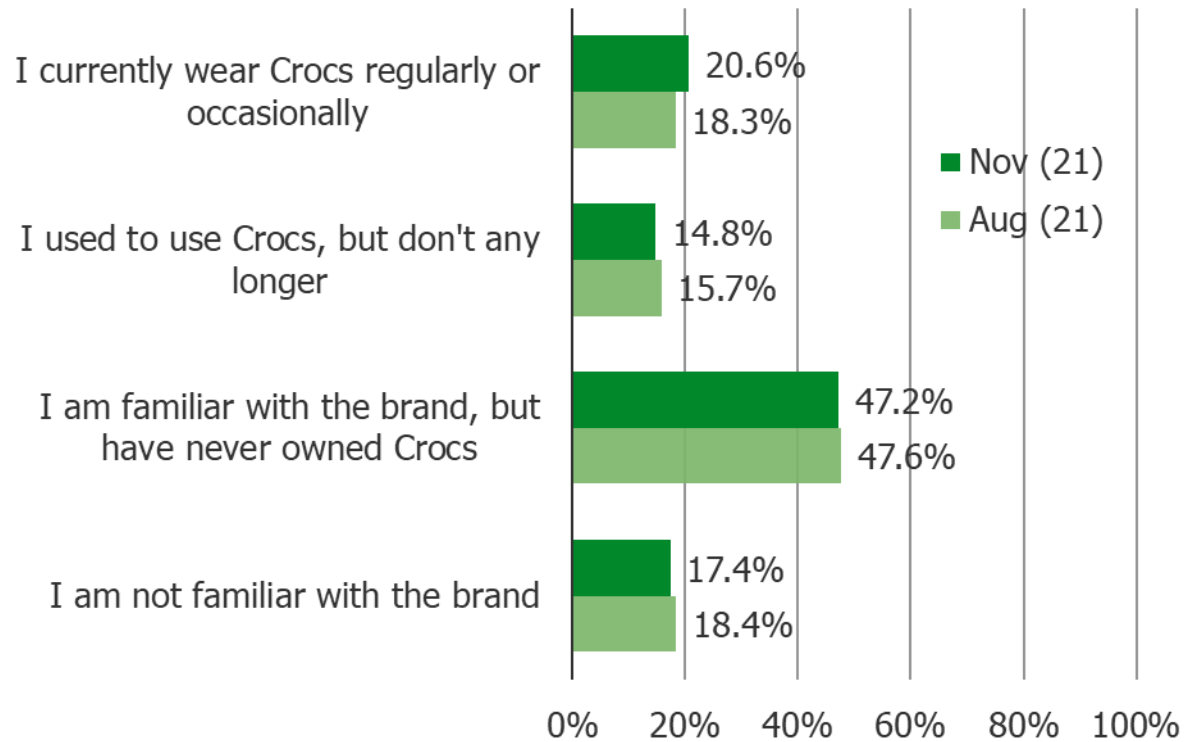
October 2021

Survey of 1,250 US Consumers Balanced to Census

Cross Engagement

Which best describes your experience with the Crocs footwear brand?

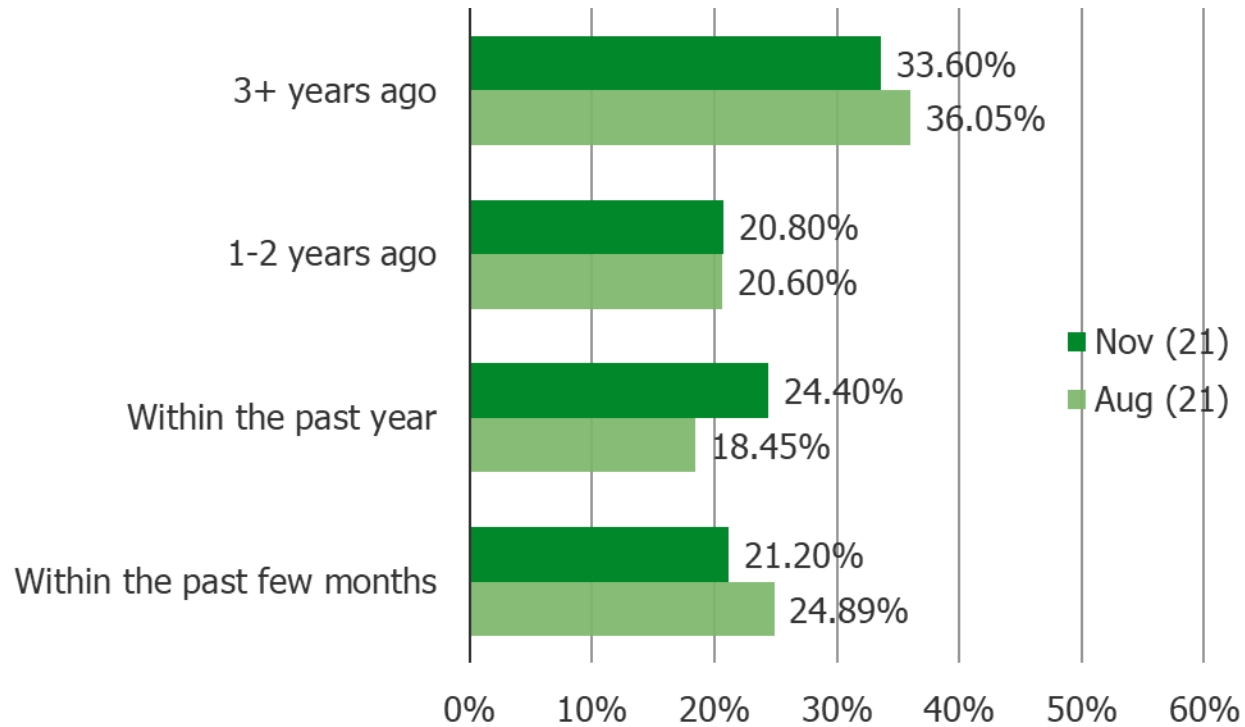
Posed to all respondents.



Cross Owners Sentiment and Behavior

When did you start wearing Crocs for the first time?

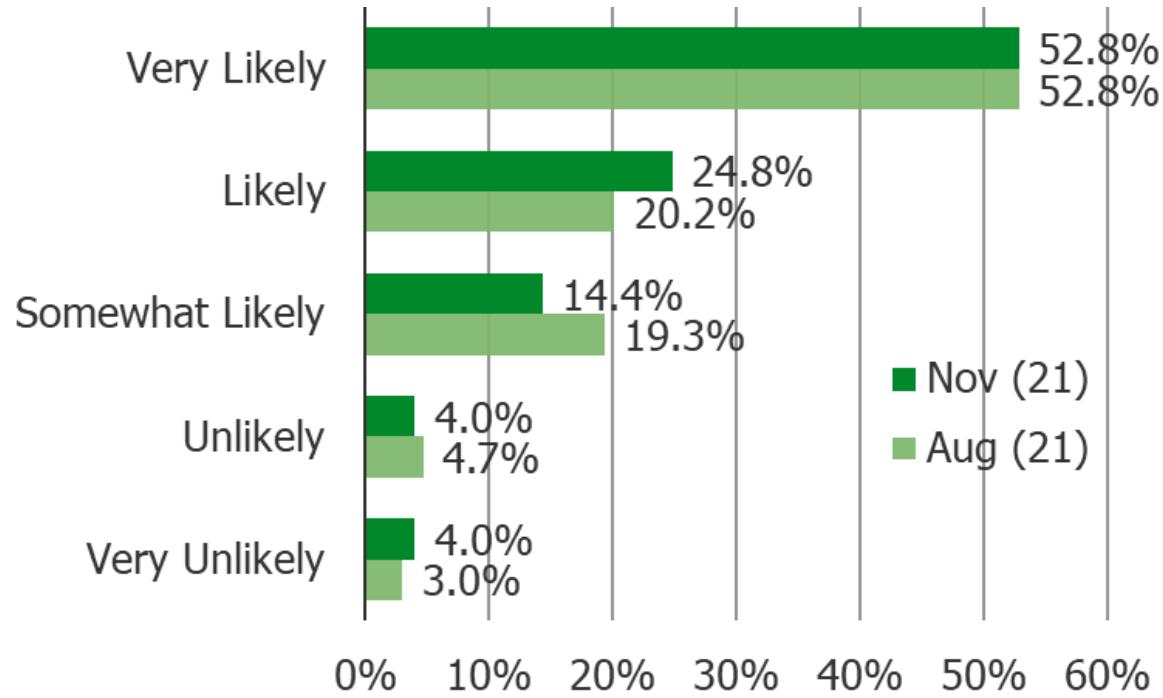
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 250

How likely are you to buy a pair of Crocs again sometime in the future?

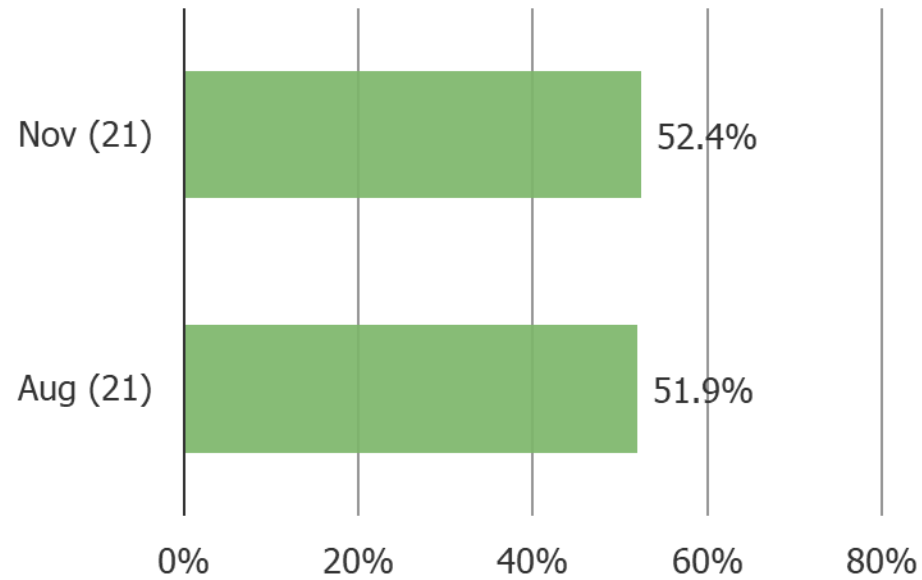
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 250

What percentage of your footwear closet is dedicated to Crocs?

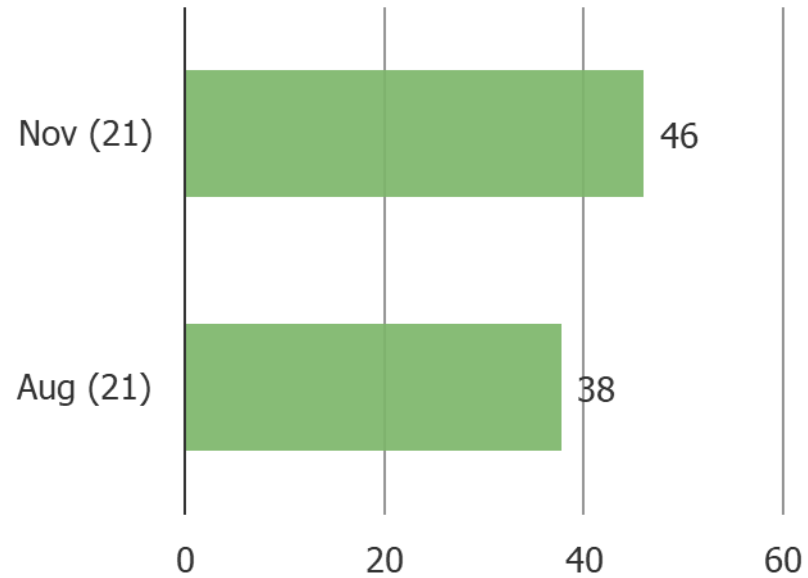
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 250

How likely is it that you would recommend Crocs to a friend or colleague? | NPS Score

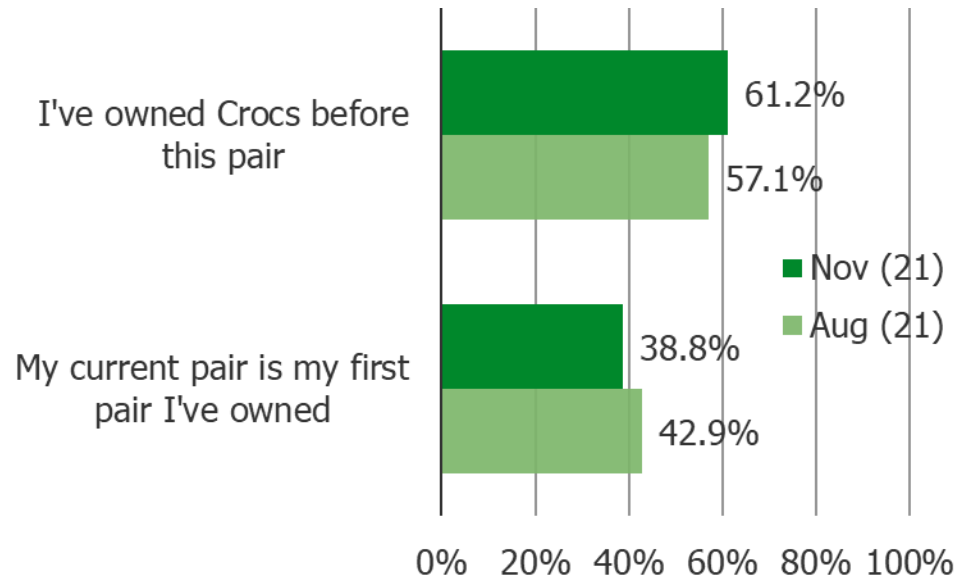
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 250

Is your current pair of Crocs the first pair you've owned, or have you owned Crocs before the ones you wear now?

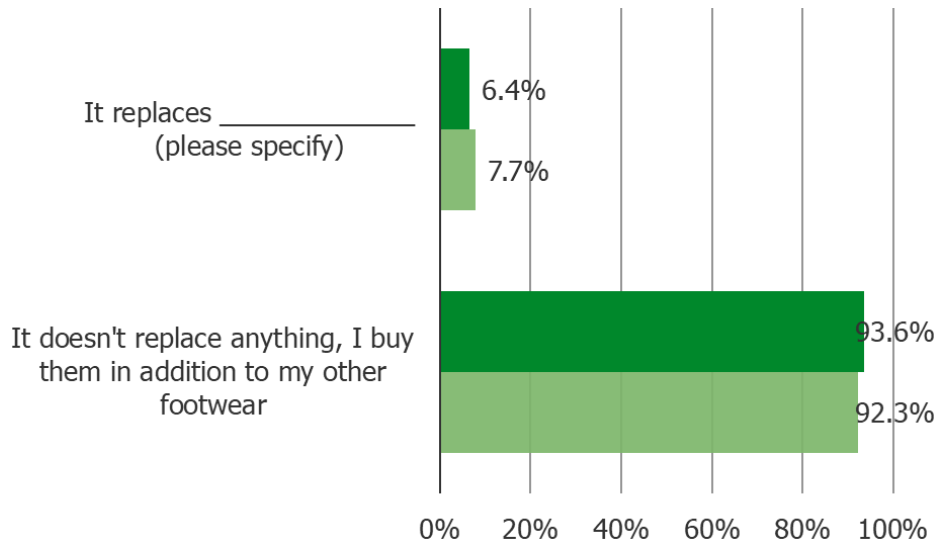
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 250

When you buy Crocs, which footwear brand are you typically choosing it over? IE – what brand does Crocs replace in your closet?

Posed to respondents who said they currently wear Crocs regularly or occasionally.



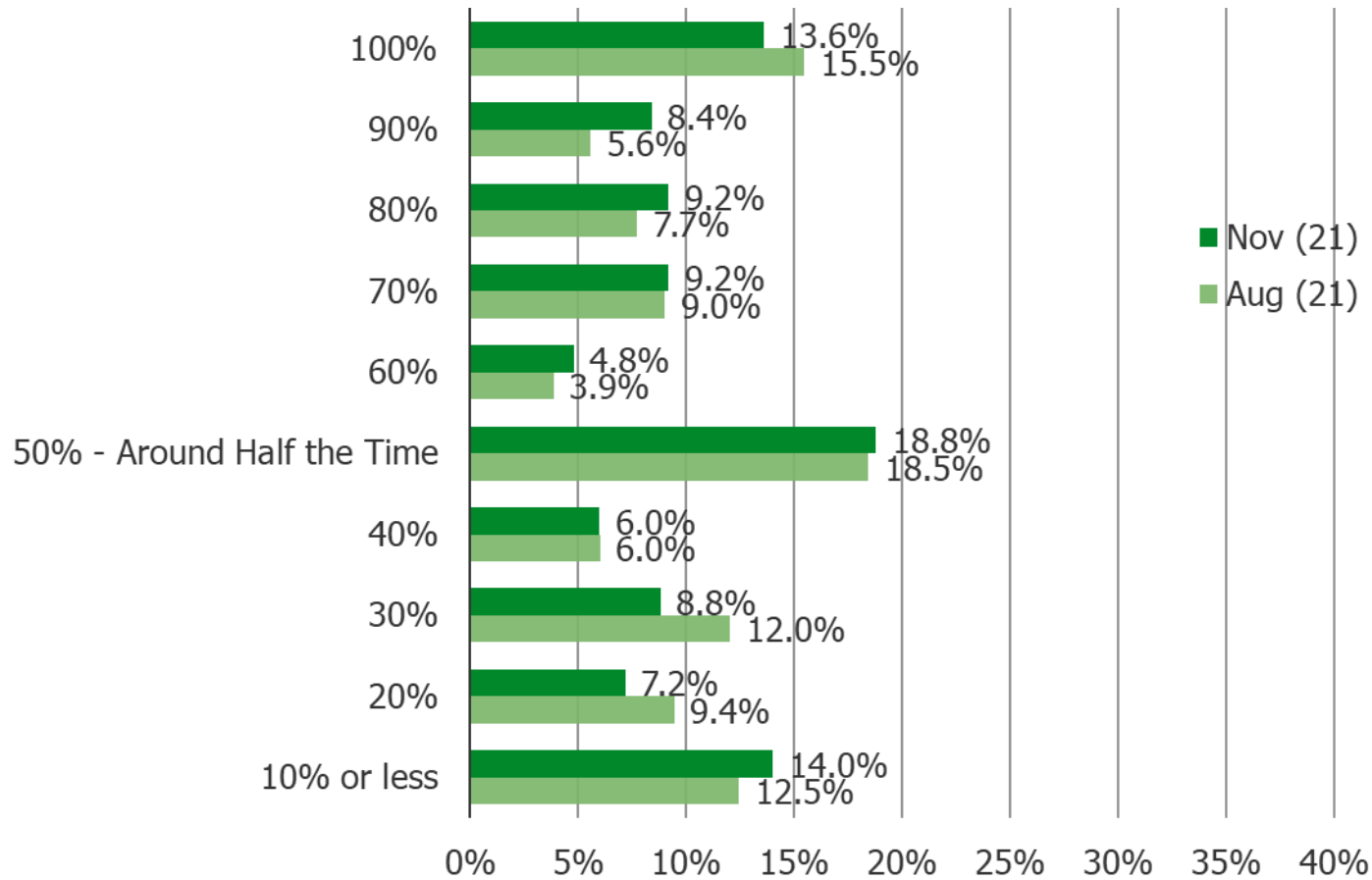
Brands mentioned by the small number of respondents who said their Crocs purchases replace purchases of other brands include:

- Reef sandals
- Puma
- Sandals
- Nike
- Jordan 4s

N = 250

What percentage of the time you wear footwear are you wearing Crocs?

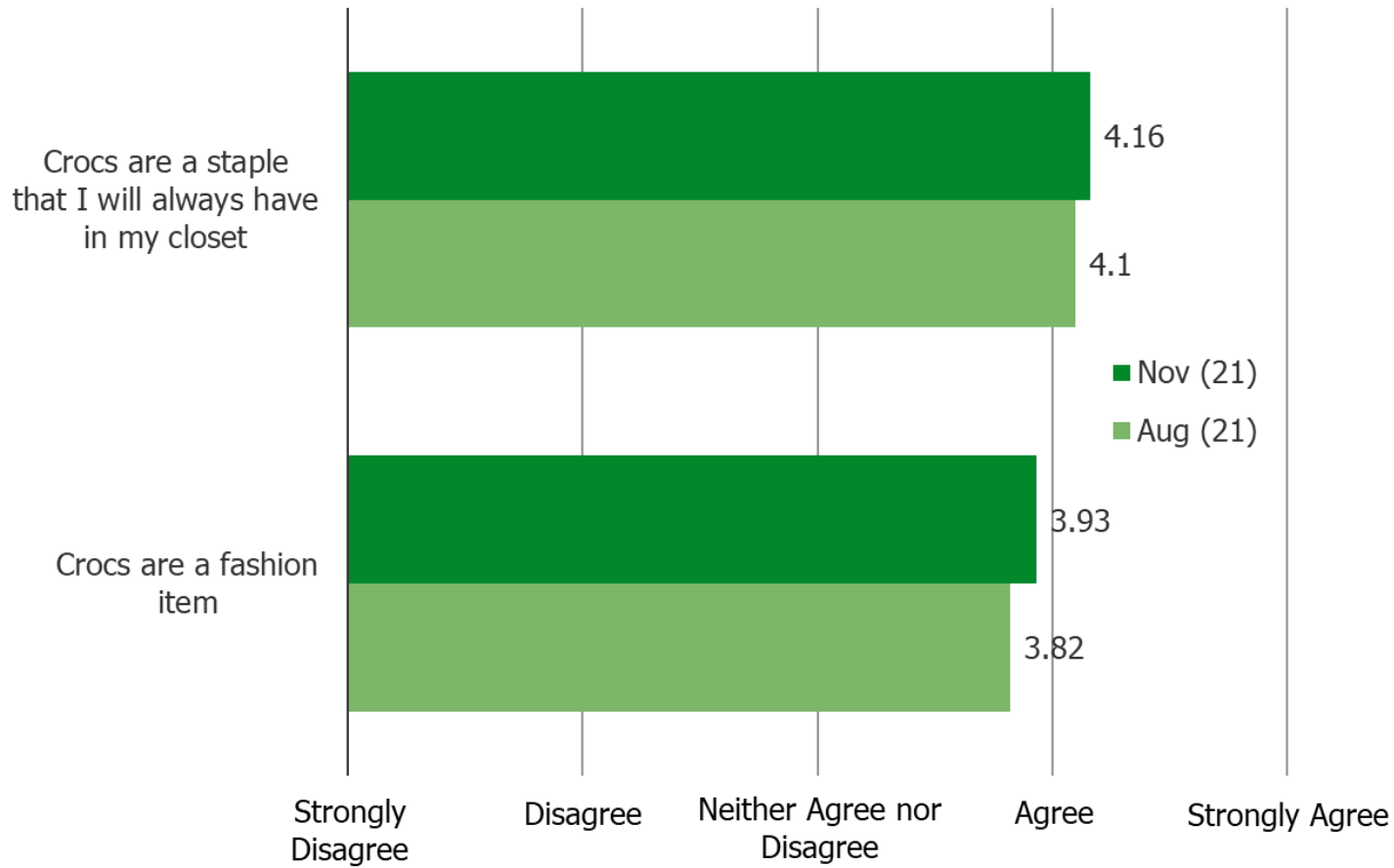
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 250

How much do you agree with the following statements:

Posed to respondents who said they currently wear Crocs regularly or occasionally.

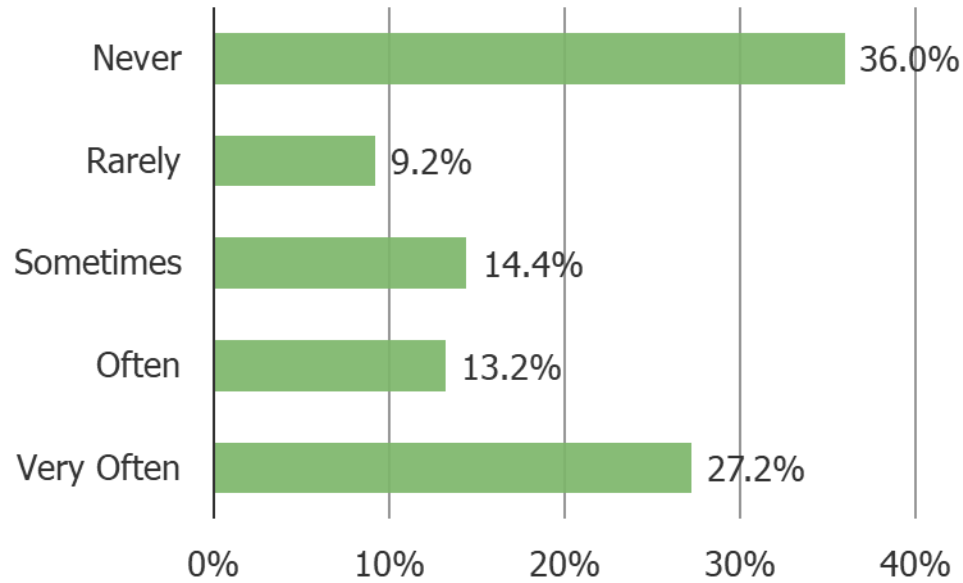


N = 250

Crocs Owners | Jibbitz Feedback

Do you purchase Jibbitz for your Crocs?

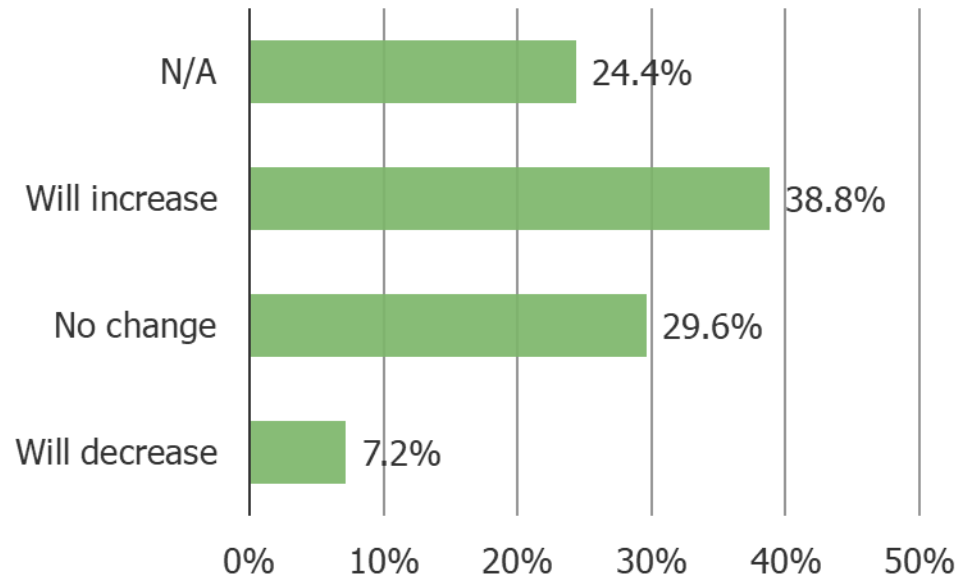
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 250

Going forward, will you change how often you buy Jibbitz?

Posed to respondents who said they currently wear Crocs regularly or occasionally.

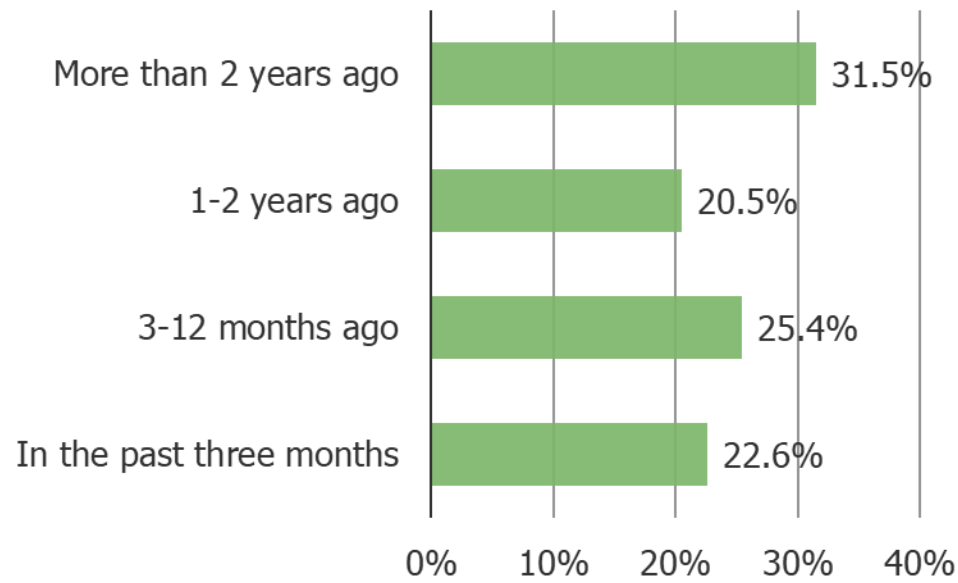


N = 250

Government Stimulus and Crocs

When is the last time you purchased a pair of Crocs?

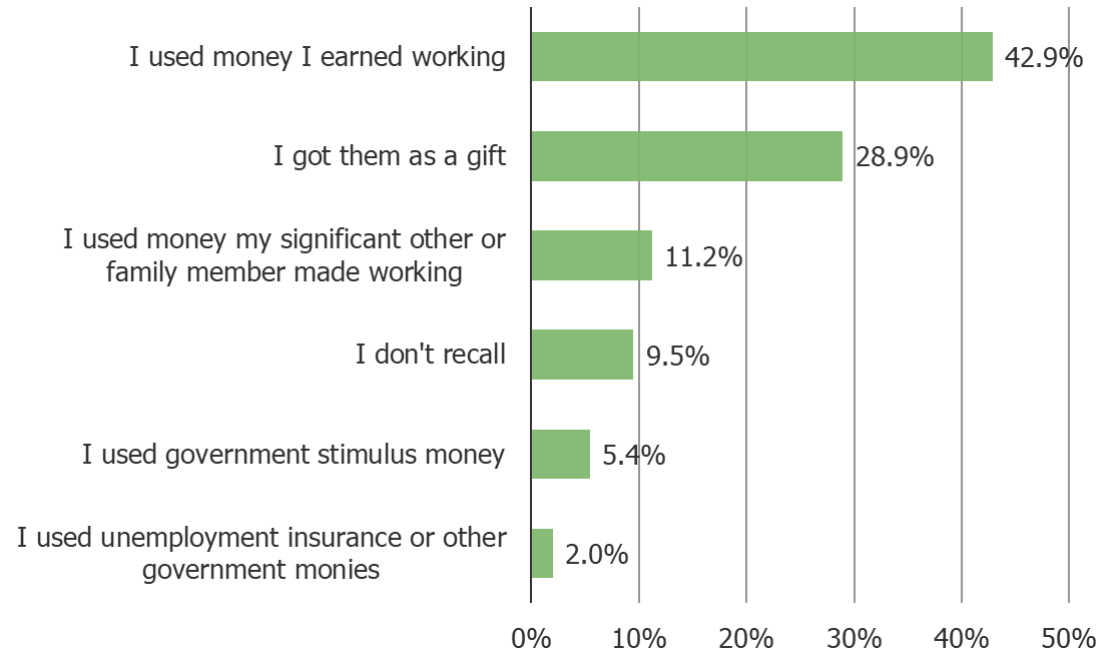
Posed to respondents who either currently wear Crocs OR used to wear Crocs in the past but don't any longer.



N = 429

Thinking about the Crocs that you have purchased in the past two years, which of the following best describes what you used to purchase them?

Posed to respondents who said they purchased Crocs in the past two years.



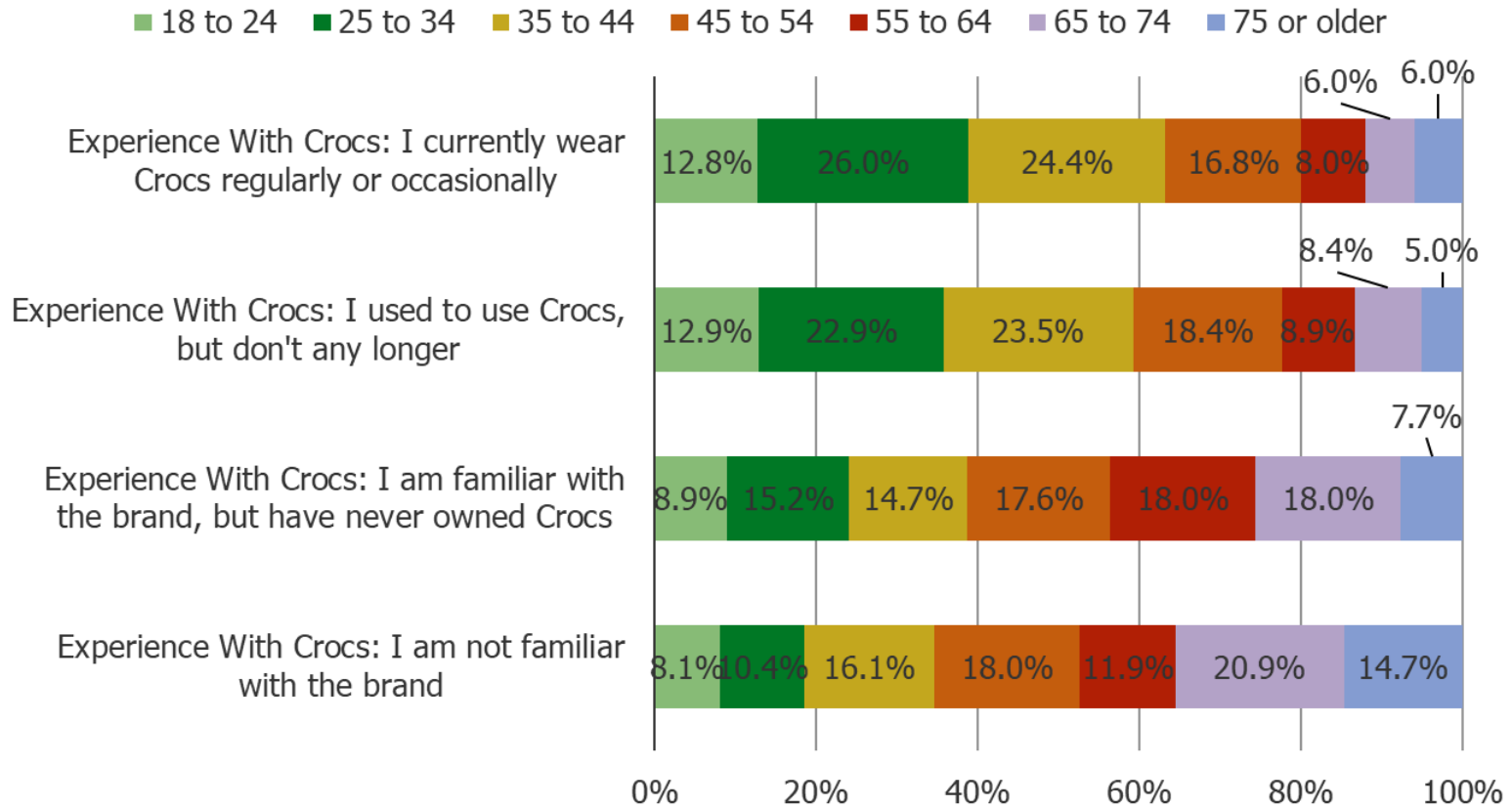
*Note – of the 22 respondents who said they used government stimulus or unemployment insurance to buy Crocs, 3 said less stimulus will make them less likely to buy Crocs again, 13 said they will buy them, it just might make them take a little longer before they do so again, and 6 said they will find other ways to buy them whenever they want to do so.

N = 294

Demographics | Cross-tabbed by experience with Crocs

Age

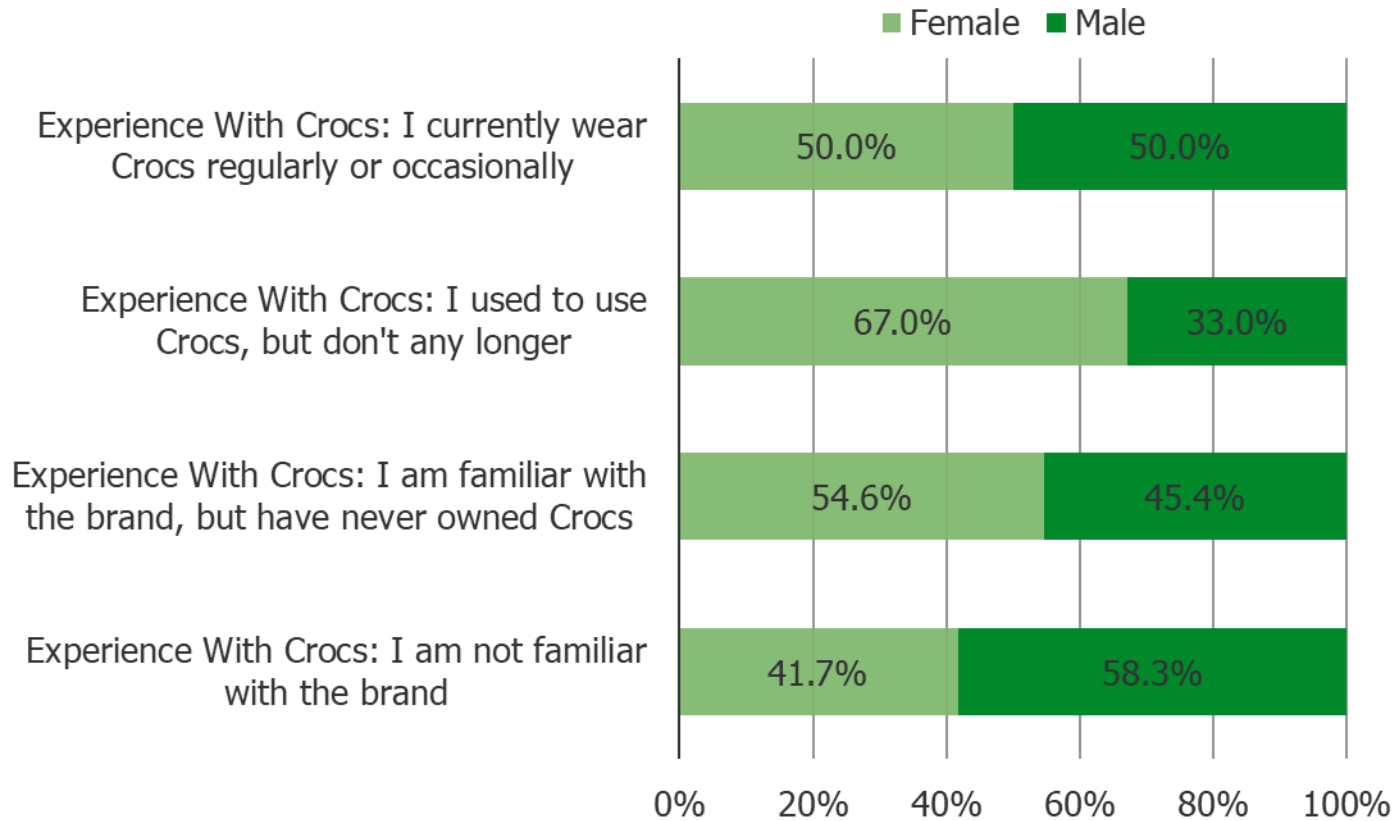
Breakdowns of respondents, filtered by their experience with Crocs



	N =
Experience With Crocs: I am not familiar with the brand	211
Experience With Crocs: I am familiar with the brand, but have never owned Crocs	573
Experience With Crocs: I used to use Crocs, but don't any longer	179
Experience With Crocs: I currently wear Crocs regularly or occasionally	250

Gender

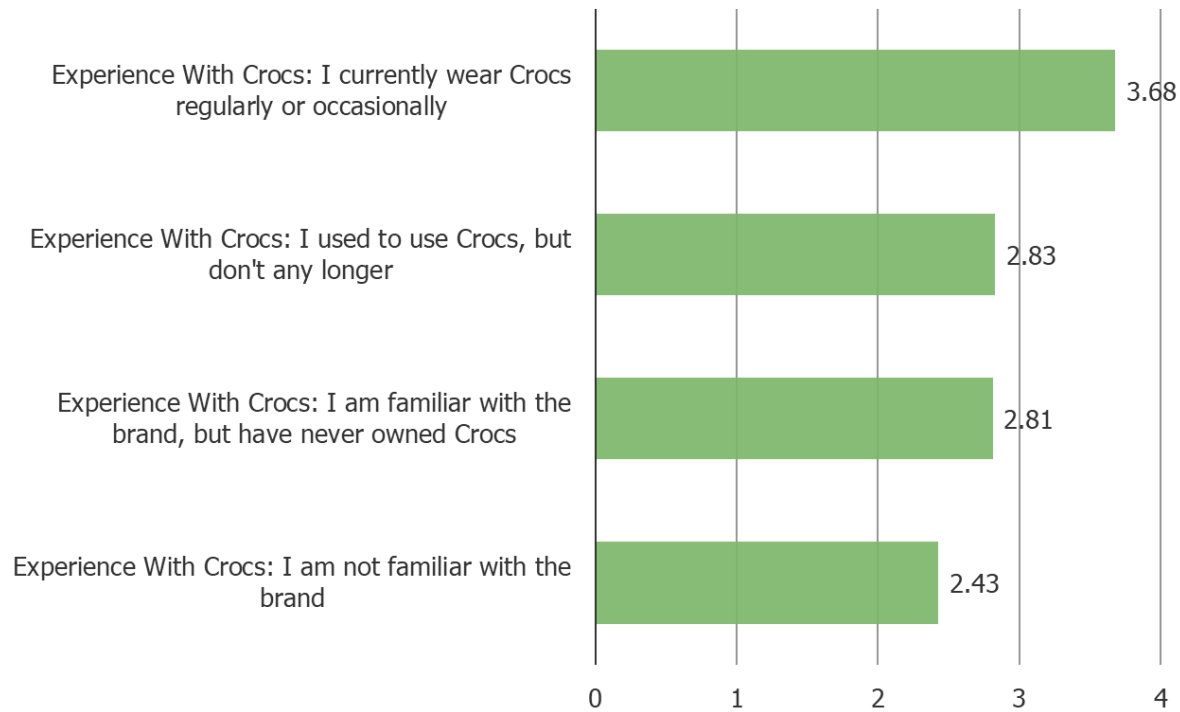
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Income

Breakdowns of respondents, filtered by their experience with Crocs



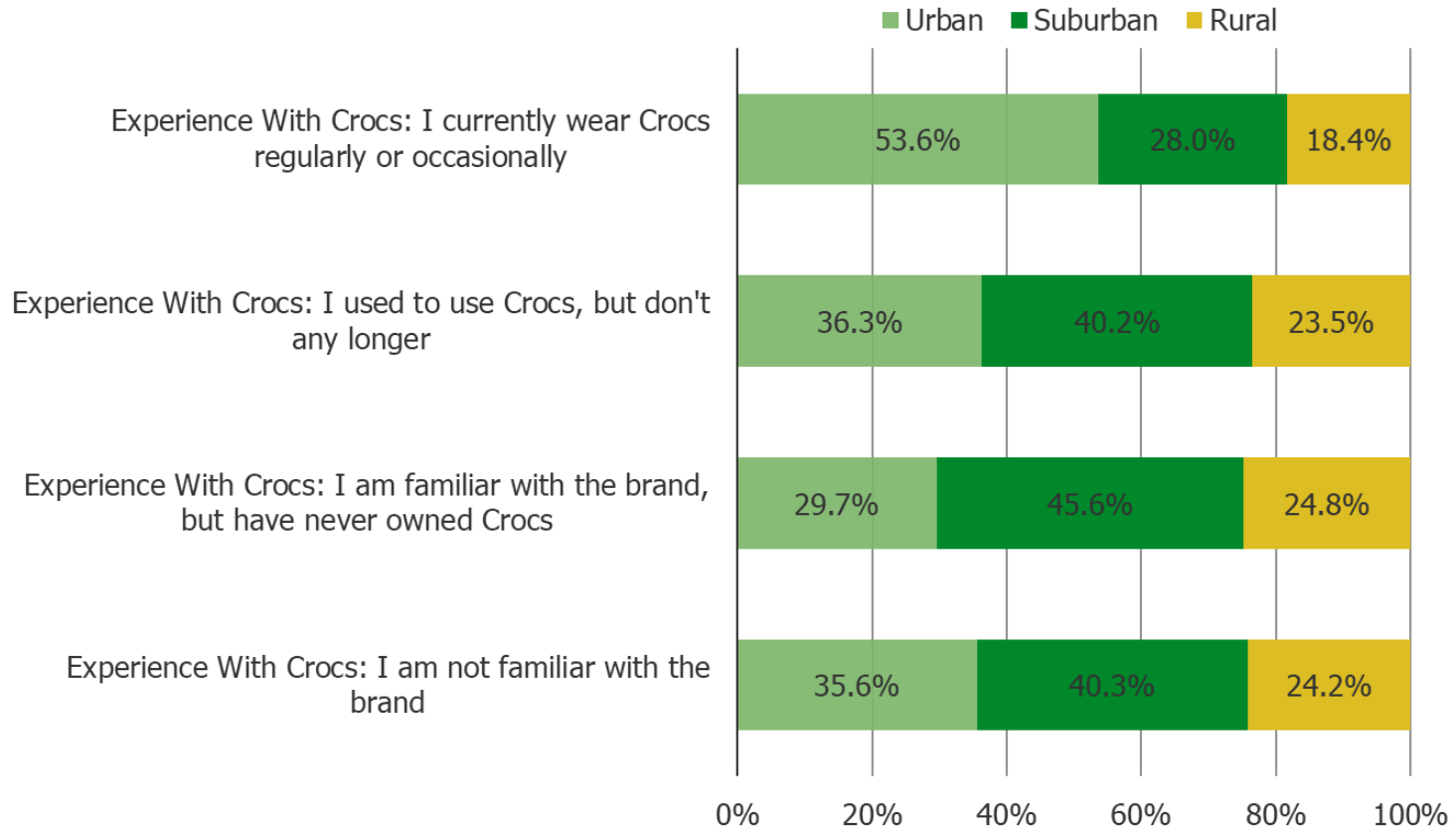
Weighted Average Guide:

- 1 = \$0-\$25k
- 2 = \$25k-\$50k
- 3 = \$50k-\$75k
- 4 = \$75k-\$100k
- 5 = \$100k-\$125k
- 6 = \$125k-\$150k
- 7 = \$150k-\$175k
- 8 = \$175k-\$200k
- 9 = \$200k+

	N =
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Experience With Crocs: I used to use Crocs, but don't any longer	179
Experience With Crocs: I currently wear Crocs regularly or occasionally	250

Where they live:

Breakdowns of respondents, filtered by their experience with Crocs



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