

**Bespoke Intel**

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**FIGS**  
**Deep-Dive Consumer Survey**

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**May 25, 2021**

## BACKGROUND:

- ❑ Survey of 210 healthcare professionals.

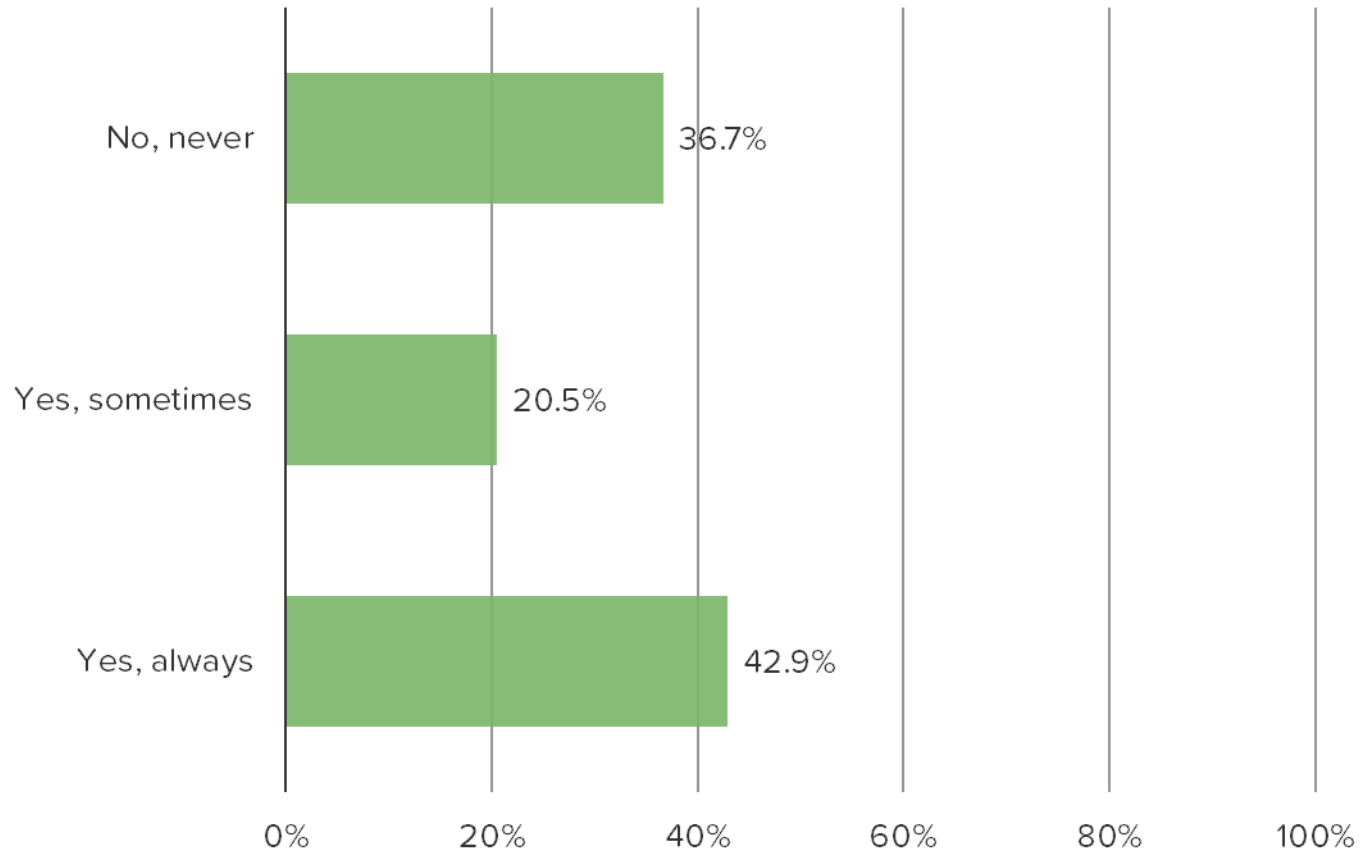
## FINDINGS:

- ❑ FIGS stands above the rest when it comes to customer satisfaction with a Net Promoter score of 54 (highest of all scrubs brands tested). Respondents who are familiar with FIGS see it as around the same on a net basis when it comes to price/value, but they firmly believe the brand is better than competitors when it comes to quality/durability, style/fit, and overall.
- ❑ Awareness of FIGS is middle of the pack.
  - ❑ Dickies, Cherokee, and Greys Anatomy awareness is higher relative to FIGS.
- ❑ Relative to the broader scrubs purchasing community, FIGS customers place more of an emphasis on quality and on brand when choosing scrubs. They are also more likely to prioritize having pockets in their scrubs, which some mentioned in qualitative fill-in feedback as reasons they buy FIGS.
- ❑ The majority of FIGS customers have re-purchased. On average, they expect it to gain share in their wardrobe over time going forward.
- ❑ Scrubs purchases were boosted by Covid based on feedback.



### Do you wear scrubs to work?

Posed to all respondents who work in a healthcare organization.



\*Respondents who never wear scrubs to work were disqualified.

N = 210

### Which is your favorite scrubs brand?

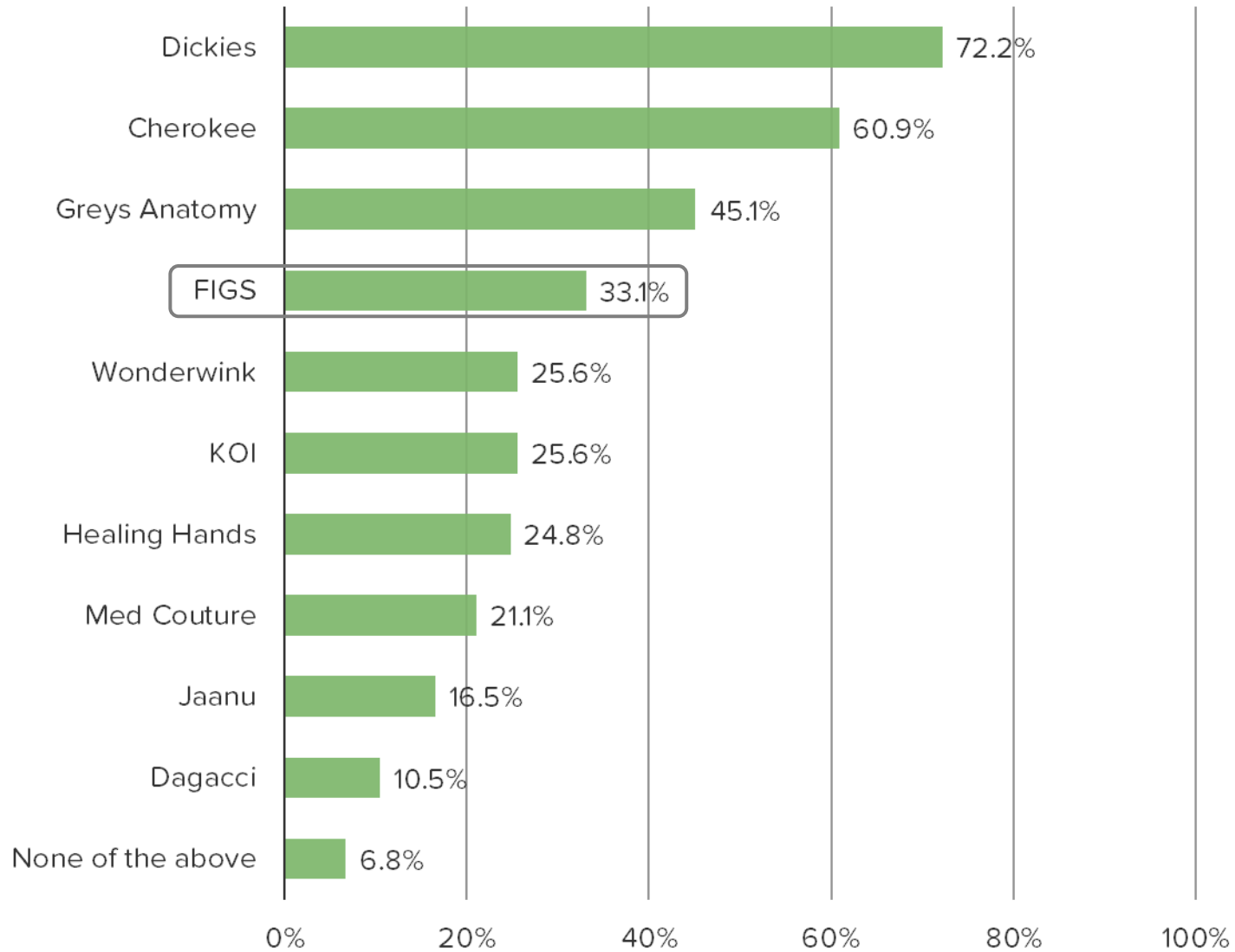
Posed to all respondents who wear scrubs to work.



N = 133

**Which of the following scrubs brands have you heard of? Select ALL that apply**

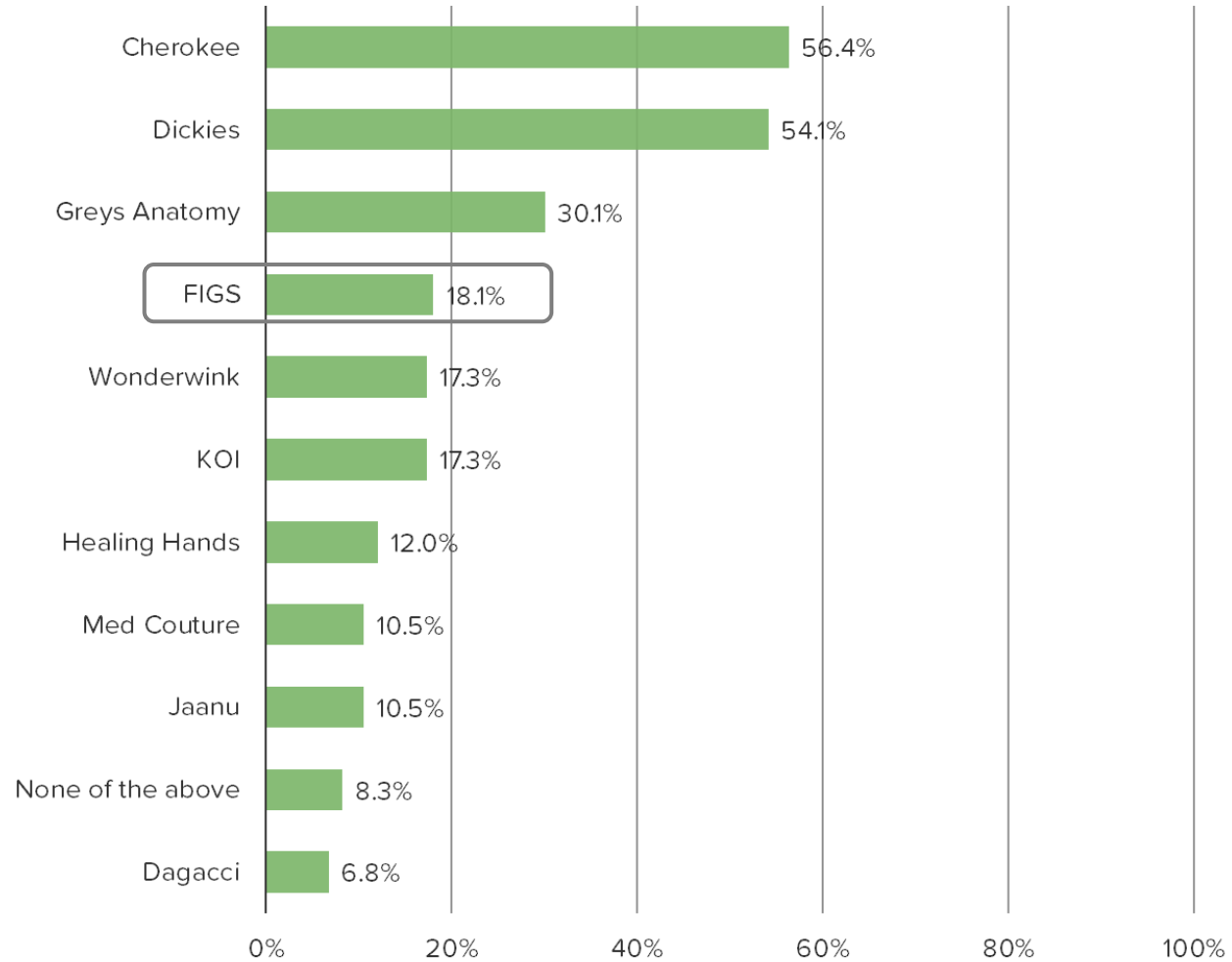
Posed to all respondents who wear scrubs to work.



N = 133

**Which of the following scrubs brands have you used? Select ALL that apply**

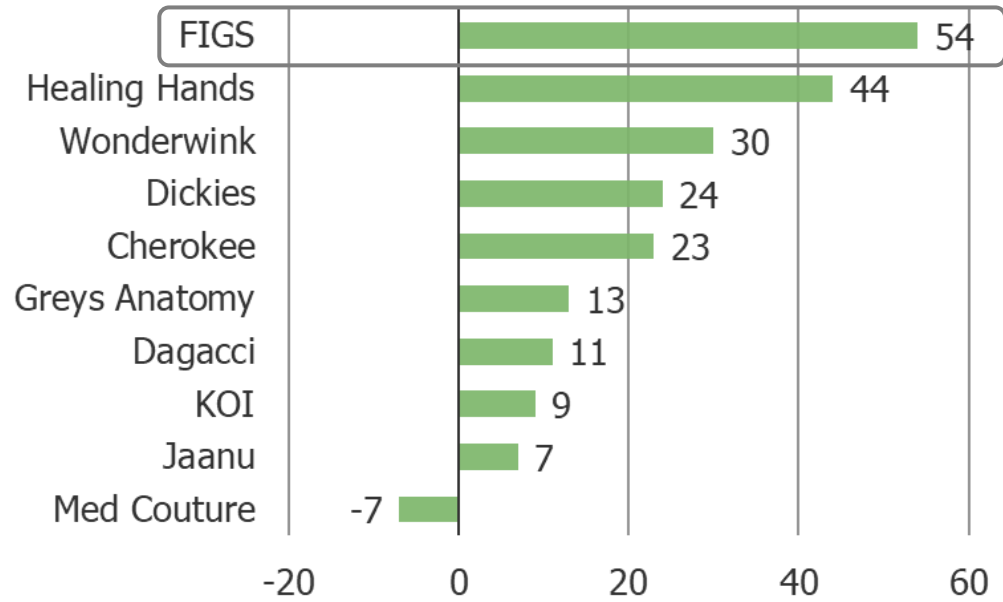
Posed to all respondents who wear scrubs to work.



N = 133

### How likely is it that you would recommend the following to a friend or colleague?

Posed to respondents who have purchased from each of the following.



	N =
FIGS	24
Cherokee	75
Dickies	72
Greys Anatomy	40
KOI	23
Jaanu	14
Med Couture	14
Healing Hands	16
Dagacci	9
Wonderwink	23

**If you had to use one word to describe each of the following, what would it be?**

Posed to respondents who have purchased from this brand.

FIGS



	N =
FIGS	24
Cherokee	75
Dickies	72
Greys Anatomy	40
KOI	23
Jaanu	14
Med Couture	14
Healing Hands	16
Dagacci	9
Wonderwink	23





**If you had to use one word to describe each of the following, what would it be?**

Posed to respondents who have purchased from this brand.

Dickie's



	N =
FIGS	24
Cherokee	75
Dickies	72
Greys Anatomy	40
KOI	23
Jaanu	14
Med Couture	14
Healing Hands	16
Dagacci	9
Wonderwink	23

**If you had to use one word to describe each of the following, what would it be?**

Posed to respondents who have purchased from this brand.

Grey's Anatomy



	N =
FIGS	24
Cherokee	75
Dickies	72
Greys Anatomy	40
KOI	23
Jaanu	14
Med Couture	14
Healing Hands	16
Dagacci	9
Wonderwink	23

**If you had to use one word to describe each of the following, what would it be?**

Posed to respondents who have purchased from this brand.

KOI



	N =
FIGS	24
Cherokee	75
Dickies	72
Greys Anatomy	40
KOI	23
Jaanu	14
Med Couture	14
Healing Hands	16
Dagacci	9
Wonderwink	23

**If you had to use one word to describe each of the following, what would it be?**

Posed to respondents who have purchased from this brand.

Med Couture



	N =
FIGS	24
Cherokee	75
Dickies	72
Greys Anatomy	40
KOI	23
Jaanu	14
Med Couture	14
Healing Hands	16
Dagacci	9
Wonderwink	23

**If you had to use one word to describe each of the following, what would it be?**

Posed to respondents who have purchased from this brand.

Helping Hands



	N =
FIGS	24
Cherokee	75
Dickies	72
Greys Anatomy	40
KOI	23
Jaanu	14
Med Couture	14
Healing Hands	16
Dagacci	9
Wonderwink	23

**If you had to use one word to describe each of the following, what would it be?**

Posed to respondents who have purchased from this brand.

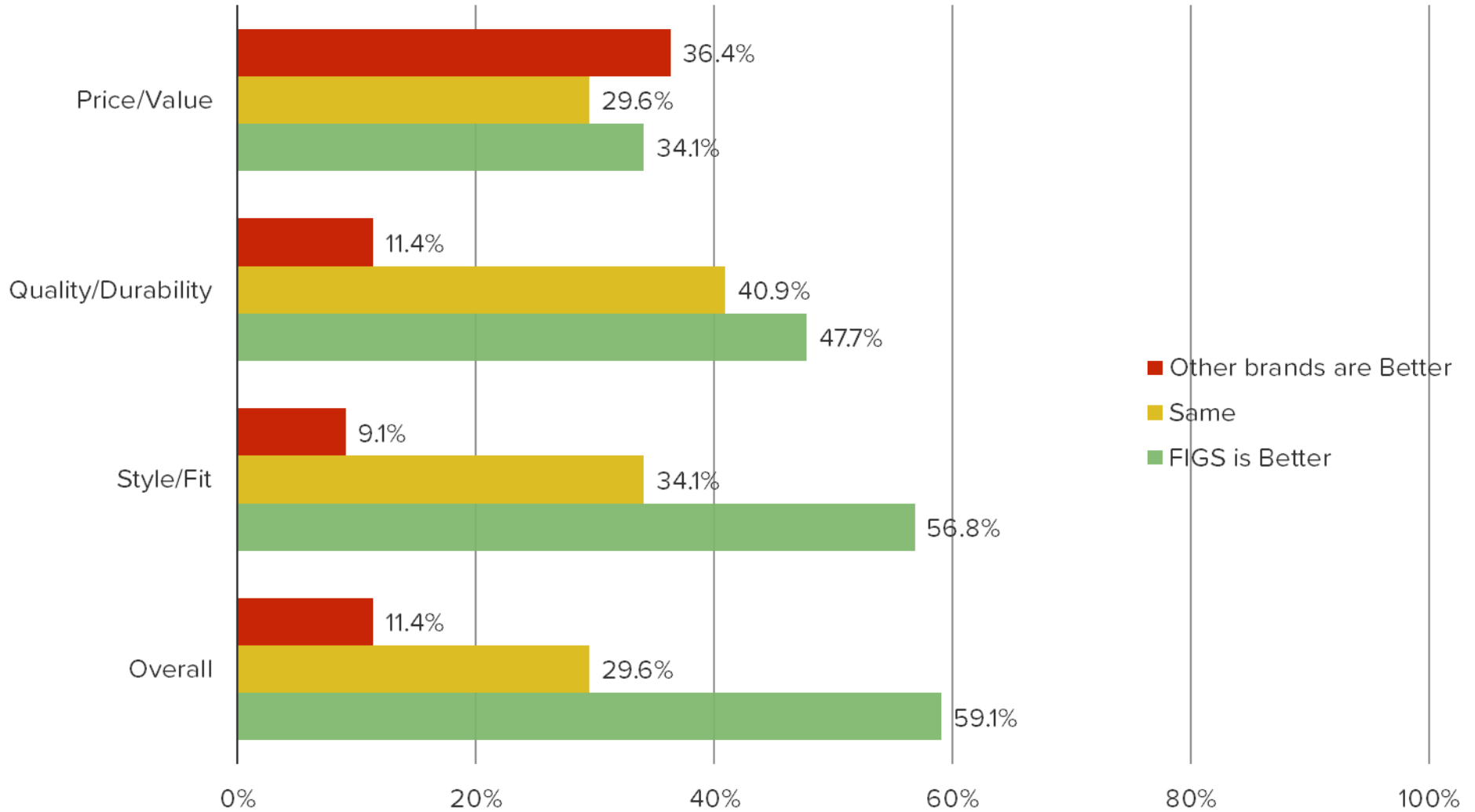
Wonderwink



	N =
FIGS	24
Cherokee	75
Dickies	72
Greys Anatomy	40
KOI	23
Jaanu	14
Med Couture	14
Healing Hands	16
Dagacci	9
Wonderwink	23

### How do you rate FIGS compared to other brands when it comes to?

Posed to all respondents who are aware of FIGS.

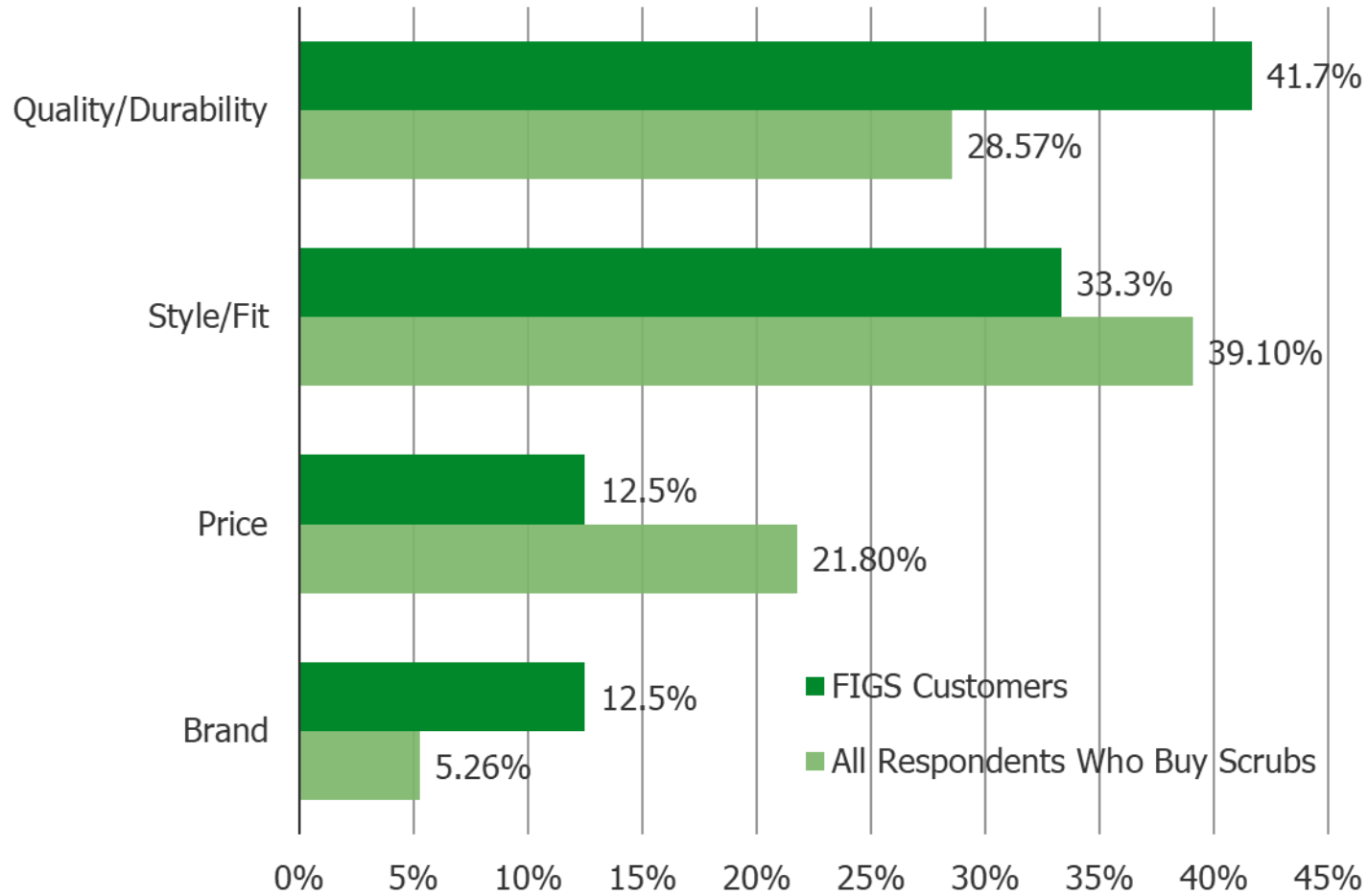


N = 44



### What do you care most about when buying scrubs?

Posed to all respondents who wear scrubs to work.

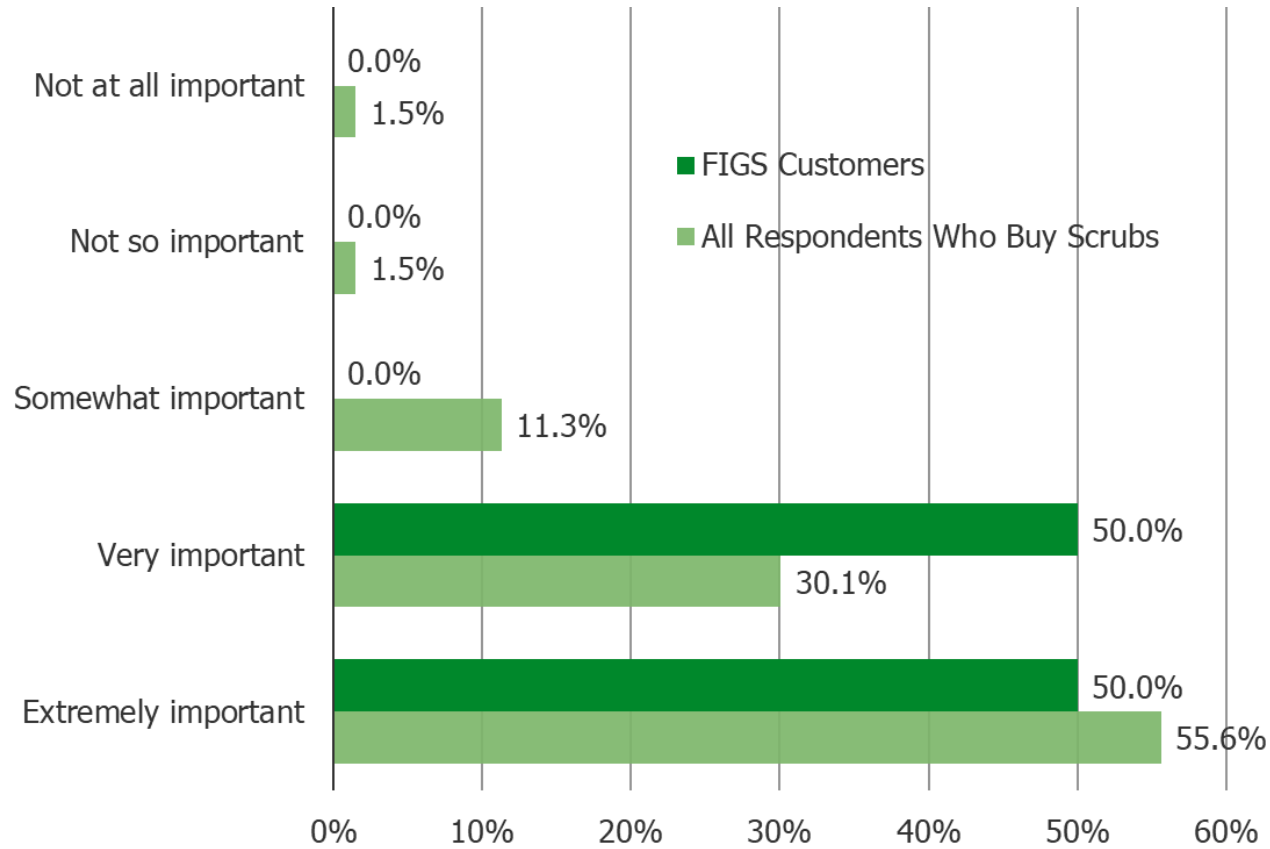


Note: FIGS customers care more about quality/durability and brand.

N = 133 respondents who wear scrubs.  
 N = 24 respondents who have bought FIGS scrubs.

### How important is it to you to have pockets in the scrubs you buy?

Posed to all respondents who wear scrubs to work.



N = 133 respondents who wear scrubs.  
 N = 24 respondents who have bought FIGS scrubs.

## What are the biggest reasons why you have purchased FIGS scrubs?

Posed to all respondents who have purchased FIGS.

- "Cause it's easier to work in"
- "They are comfortable and nice"
- "Pockets"
- "Loved it"
- "They are comfortable"
- "It fits my style"
- "Overall presentation urged me to buy them"
- "Comfortable but well fitting"
- "Durability"
- "Style"
- "Comfort"
- "Perfect fit"
- "Functionally cute"
- "They're available near me"
- "Comfort"
- "Comfortable"
- "Popular reviews"

N = 24

## What are the biggest reasons why you HAVE NOT bought FIGS scrubs?

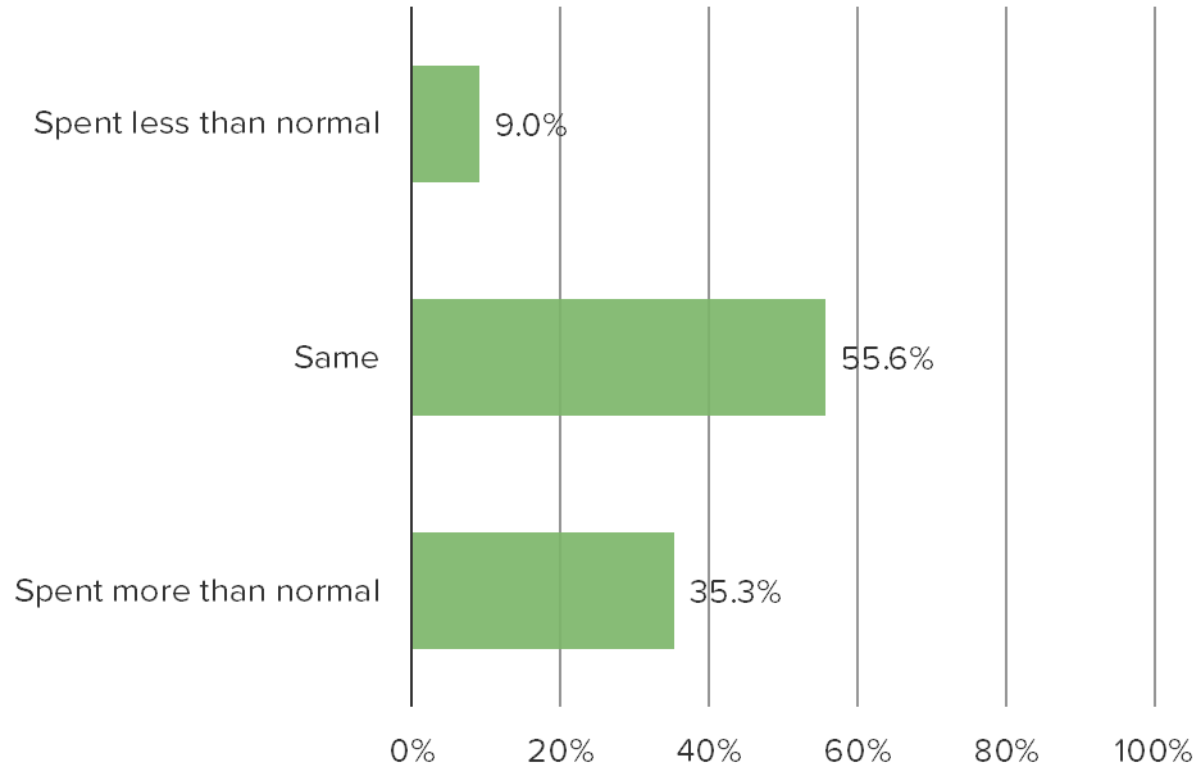
Posed to respondents who wear scrubs but have NOT purchased FIGS.

- “Expensive”
- “Never heard of it”
- “It is too expensive”
- “Don’t know them”
- “Never heard of them”
- “Not my type”
- “Do not know the brand”
- “I happen to like other brands better”
- “Fit”
- “I would like to but my employer purchases my scrubs”
- “Sizing is not universal fit”
- “Price”
- “Not in stores where I live”
- “Too small”
- “Quality”
- “Never heard of”
- “I have not seen it in any stores.”
- “No idea who they are”
- “I’m not familiar with the brand”
- “Not seen in stores”
- “They are too expensive and everyone is buying them. I don’t want to look like everyone.”
- “Haven’t been aware of the brand.”
- “I shop at a store where my employer pays for my scrubs. Figs is not available there.”

N = 109

### Did you spend more or less on non-disposable scrubs and medical clothing during 2020 than you would have in an average year because of COVID-19?

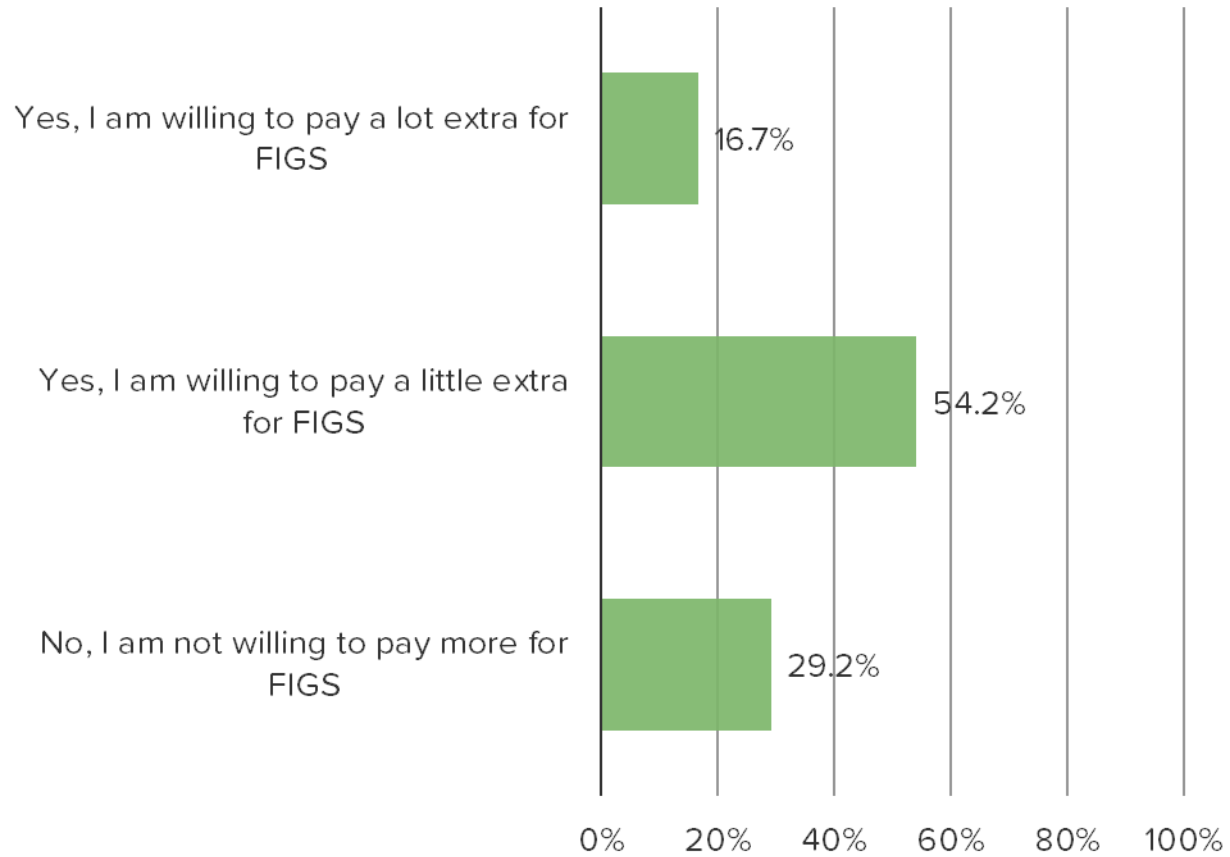
Posed to all respondents who wear scrubs to work.



N = 133

### Compared to other scrubs brands, are you willing to pay more for FIGS?

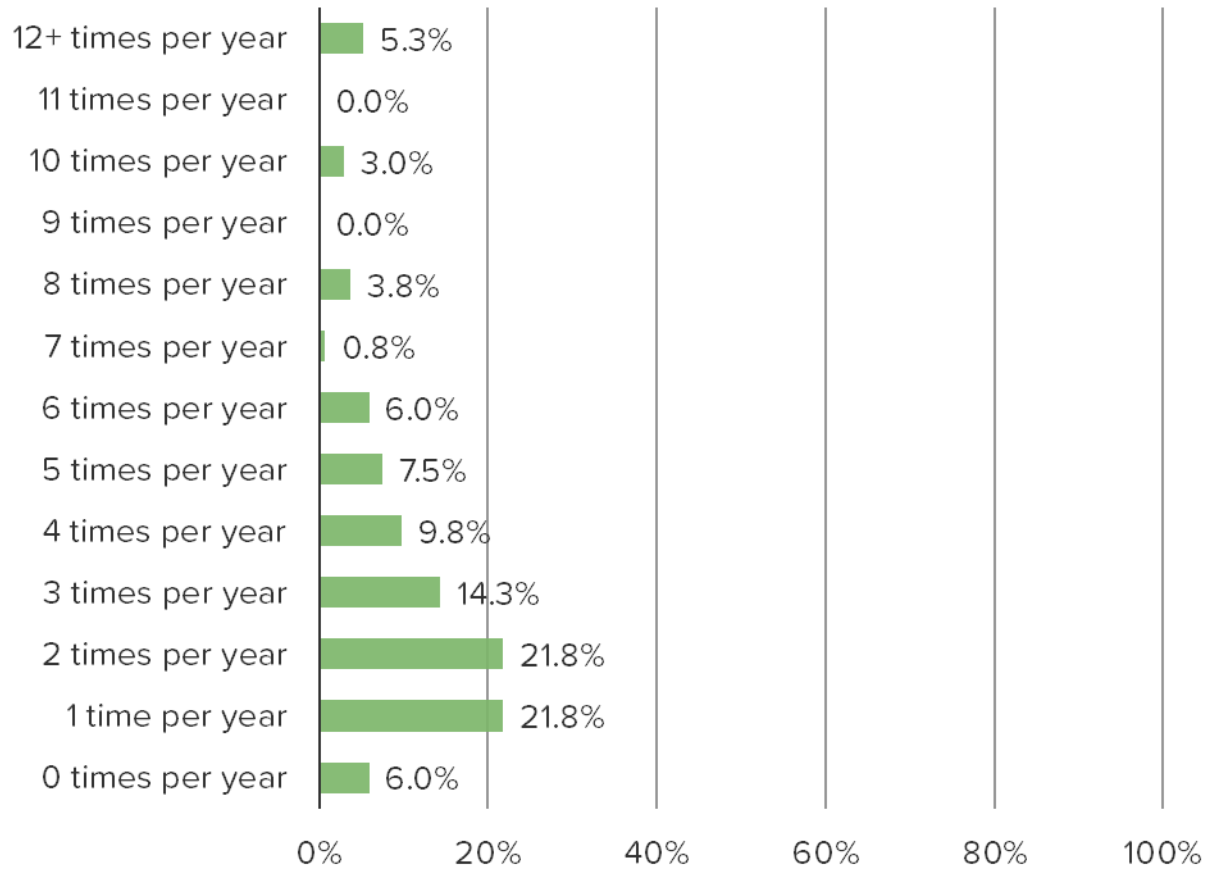
Posed to all respondents who have purchased FIGS.



N = 24

**How many times per year do you replace your scrubs, on average? (ie, throw out old scrubs and buy new scrubs to replace them)**

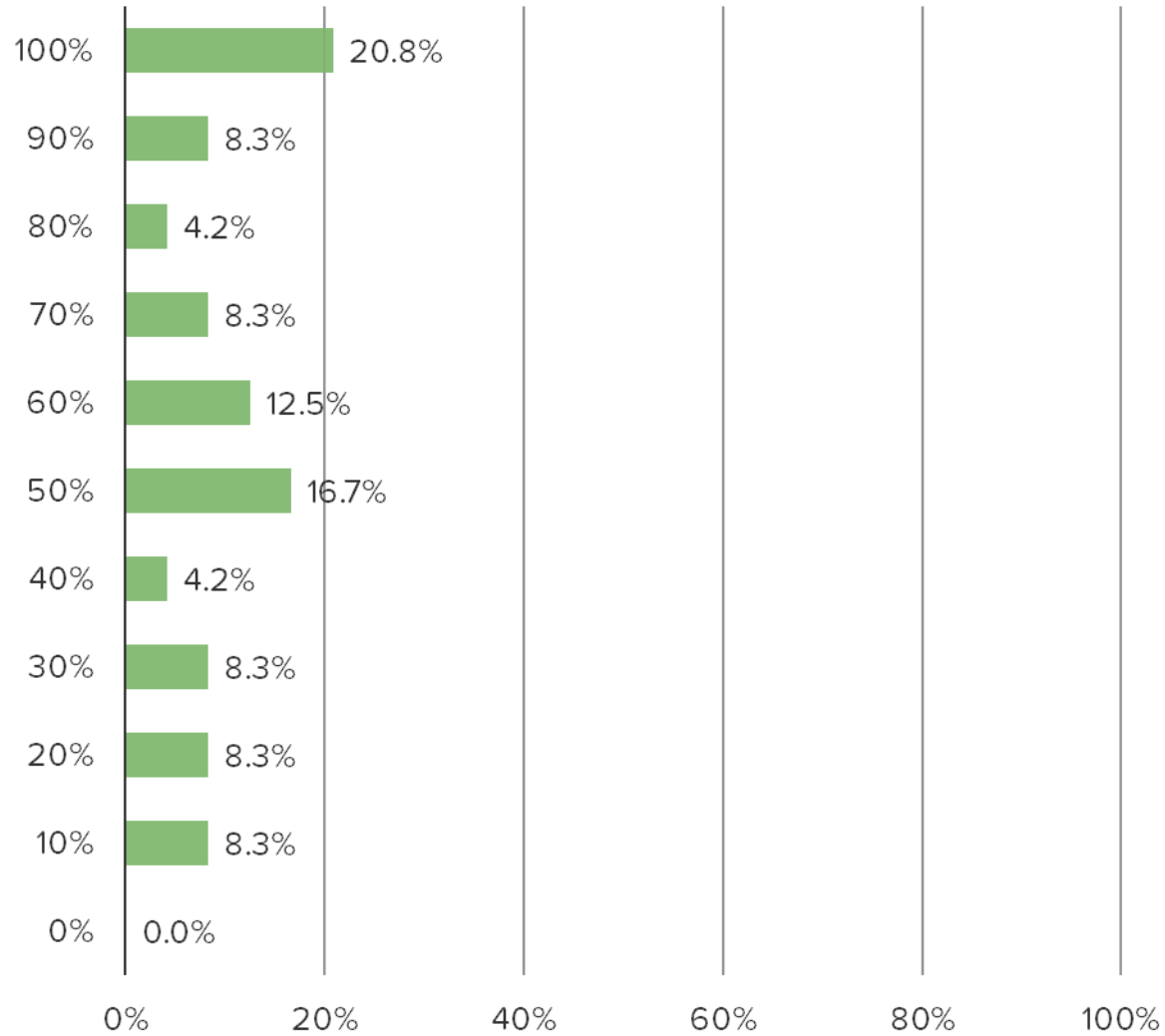
Posed to all respondents who wear scrubs to work.



N = 133

### What percentage of your scrubs and medical clothing was purchased from FIGS?

Posed to all respondents who have purchased FIGS scrubs.

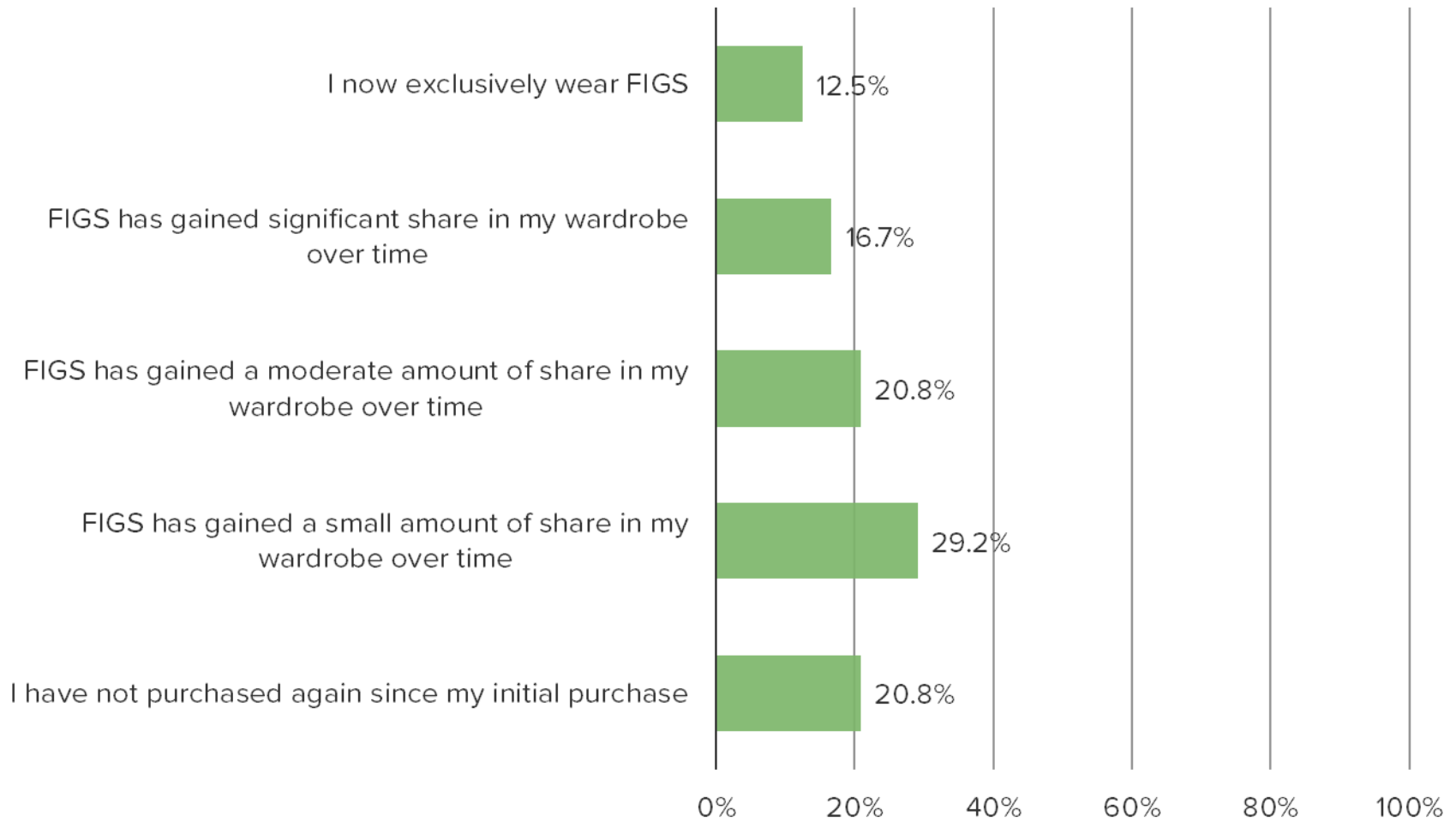


N = 24



### Since your initial purchase, has FIGS gained share within your wardrobe?

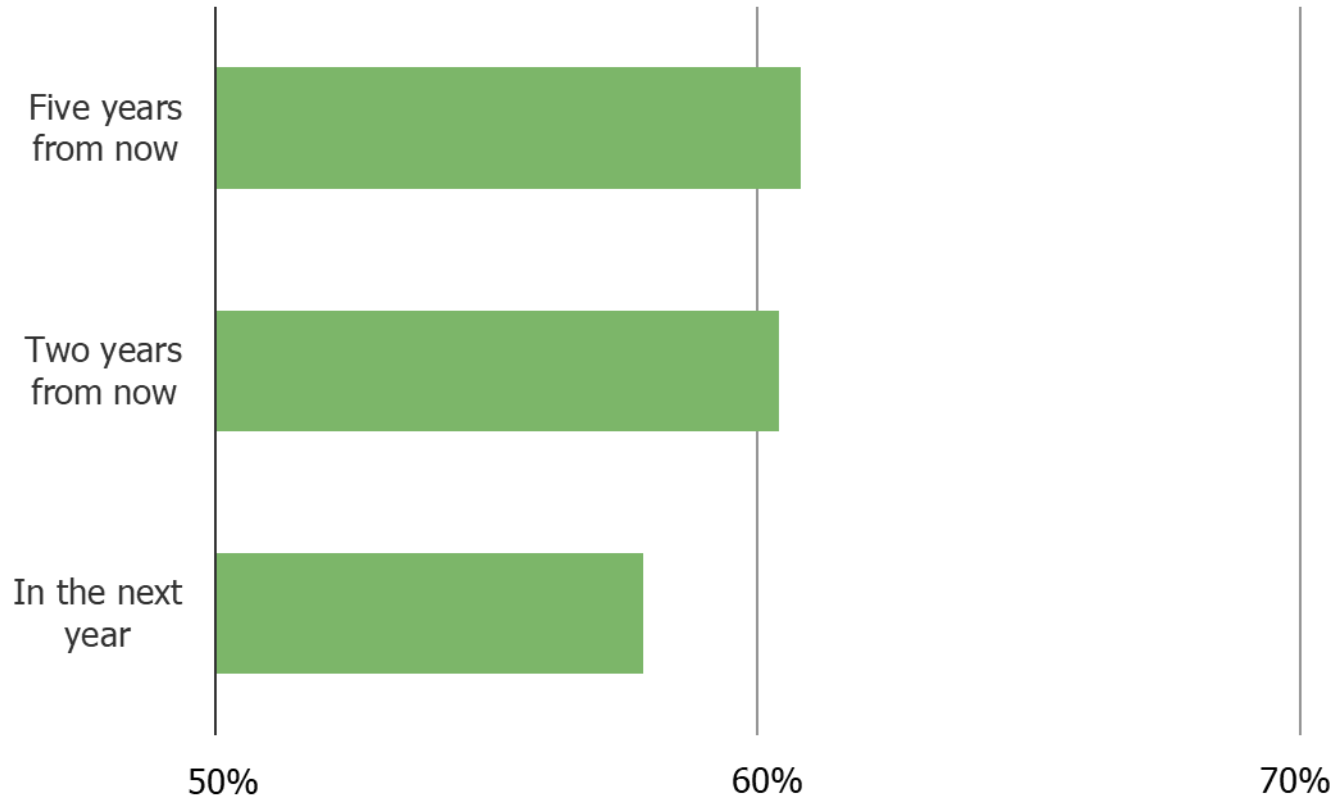
Posed to all respondents who have purchased FIGS scrubs.



N = 24

### What percentage of your scrubs and medical clothing do you think will come from FIGS?

Posed to all respondents who have purchased FIGS scrubs.



N = 24