

Bespoke Market Intelligence

CROX, Volume 3
Hey Dude Section Added This Q

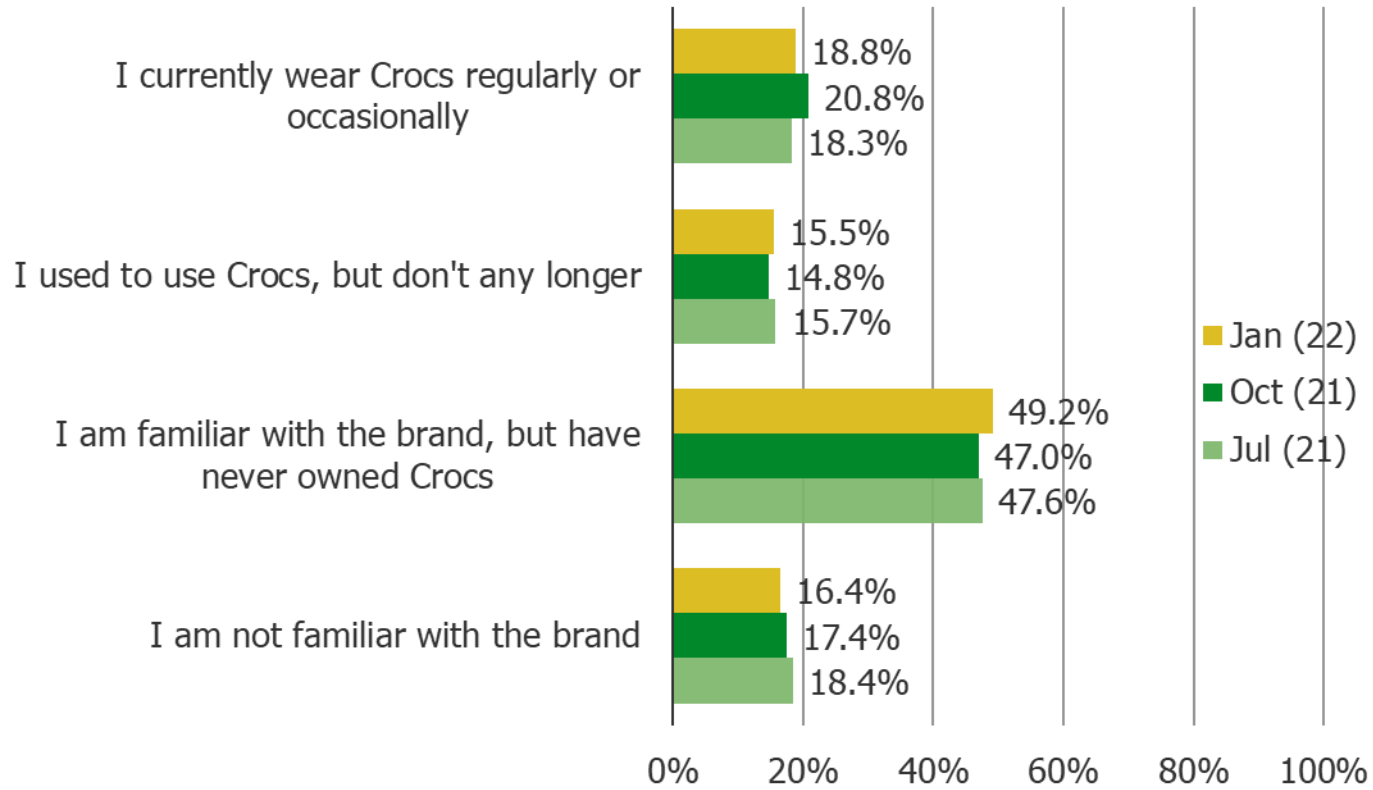
January 2022

Survey of 1,250 US Consumers Balanced to Census

Cross Engagement

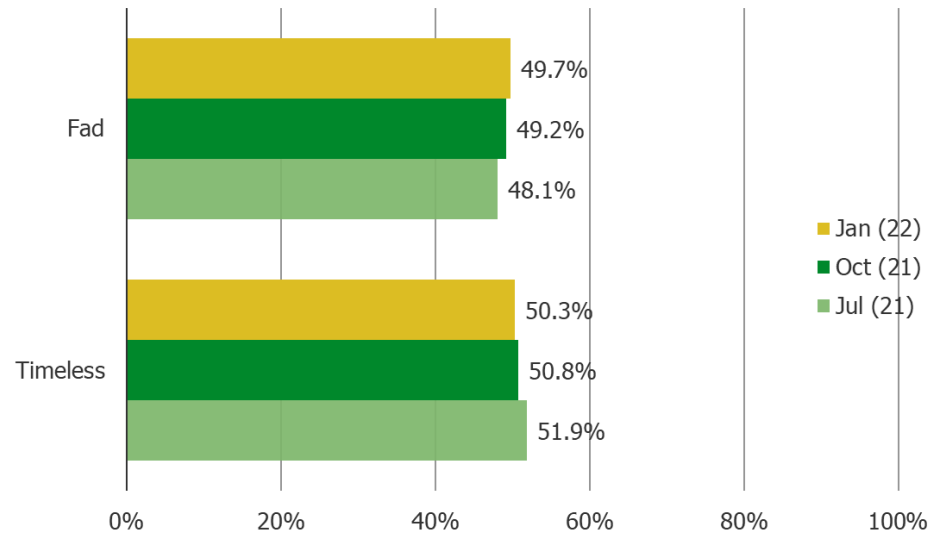
Which best describes your experience with the Crocs footwear brand?

Posed to all respondents.



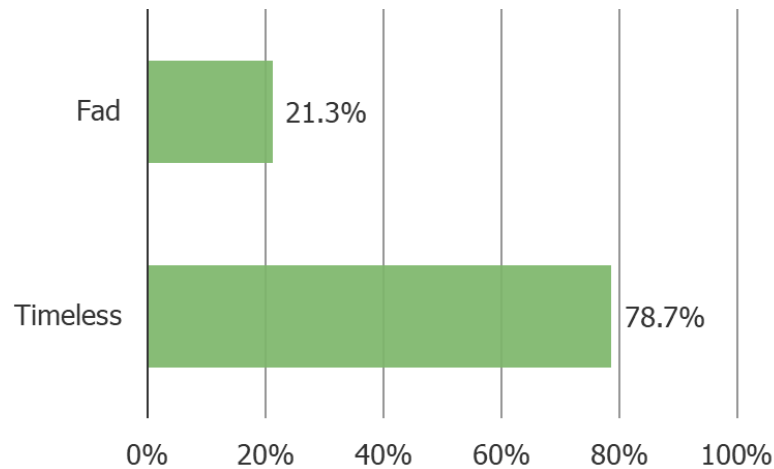
Which of the following best describes Crocs, in your opinion?

Posed to all consumers.



N = 1223

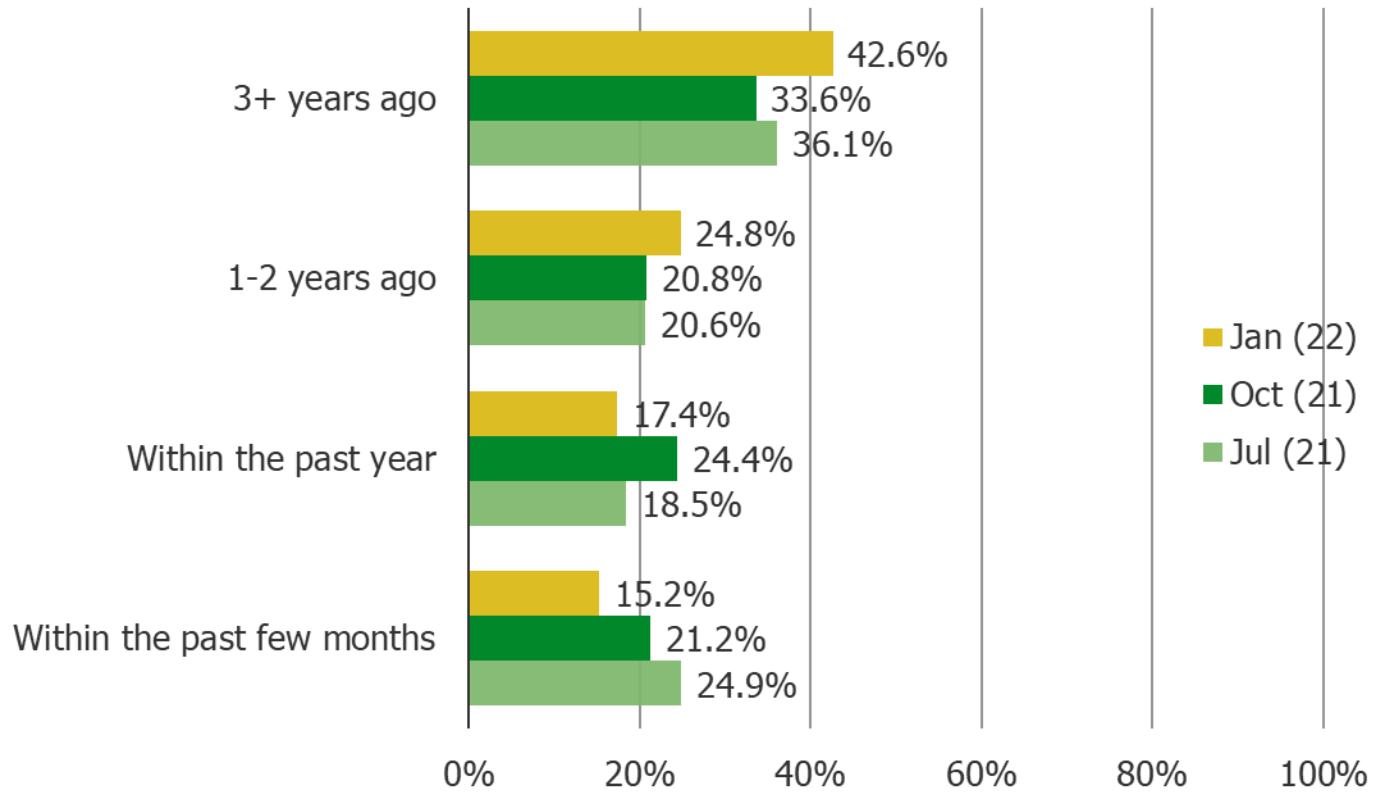
Posed to current Crocs users.



Cross Owners Sentiment and Behavior

When did you start wearing Crocs for the first time?

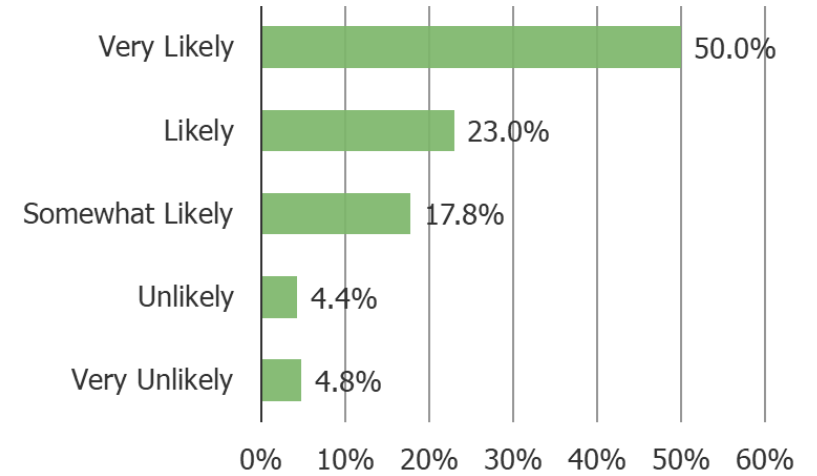
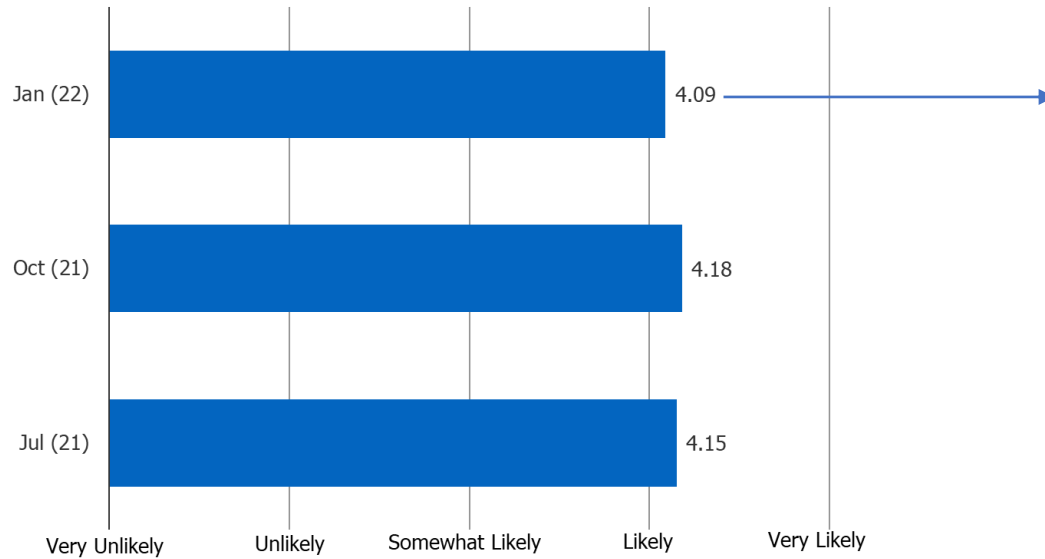
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 230

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

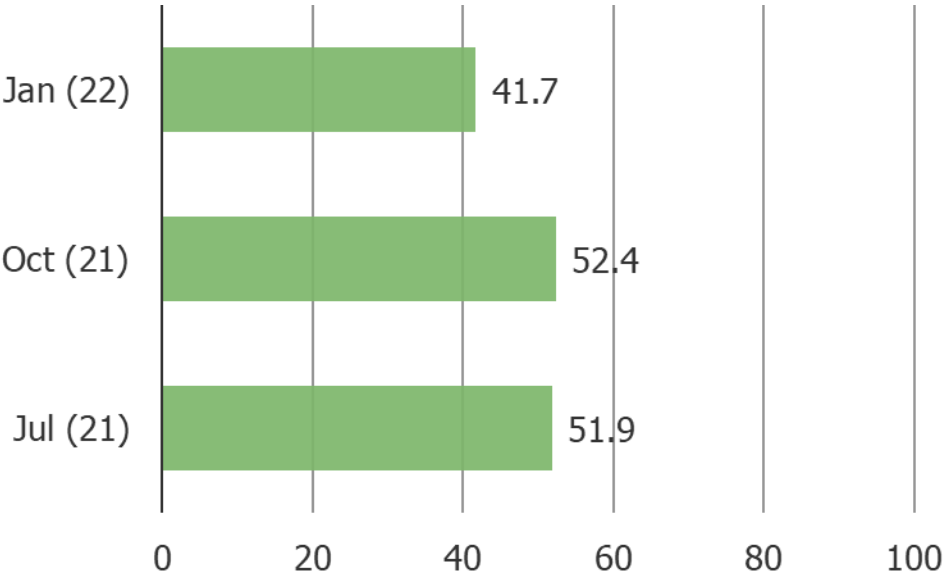
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 230

What percentage of your footwear closet is dedicated to Crocs?

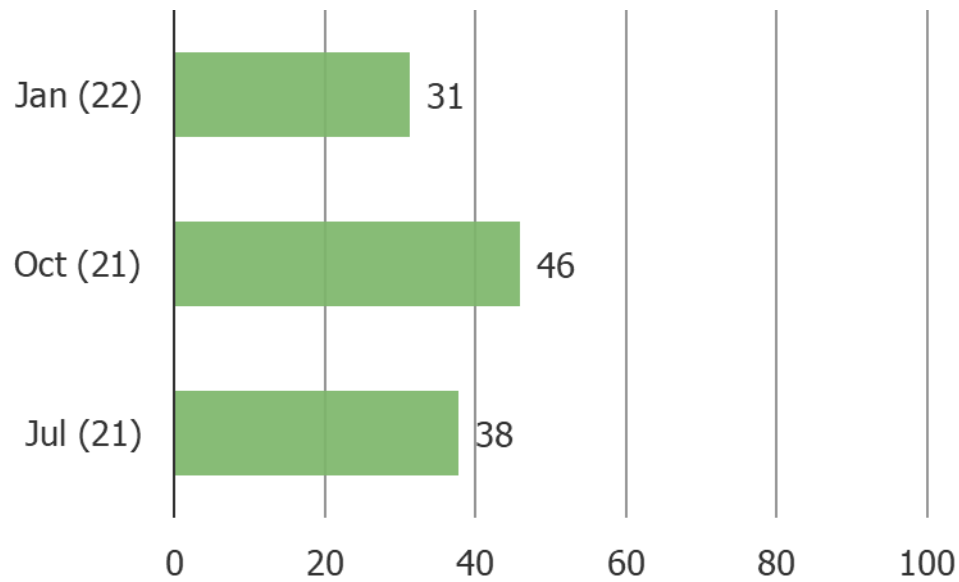
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 230

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

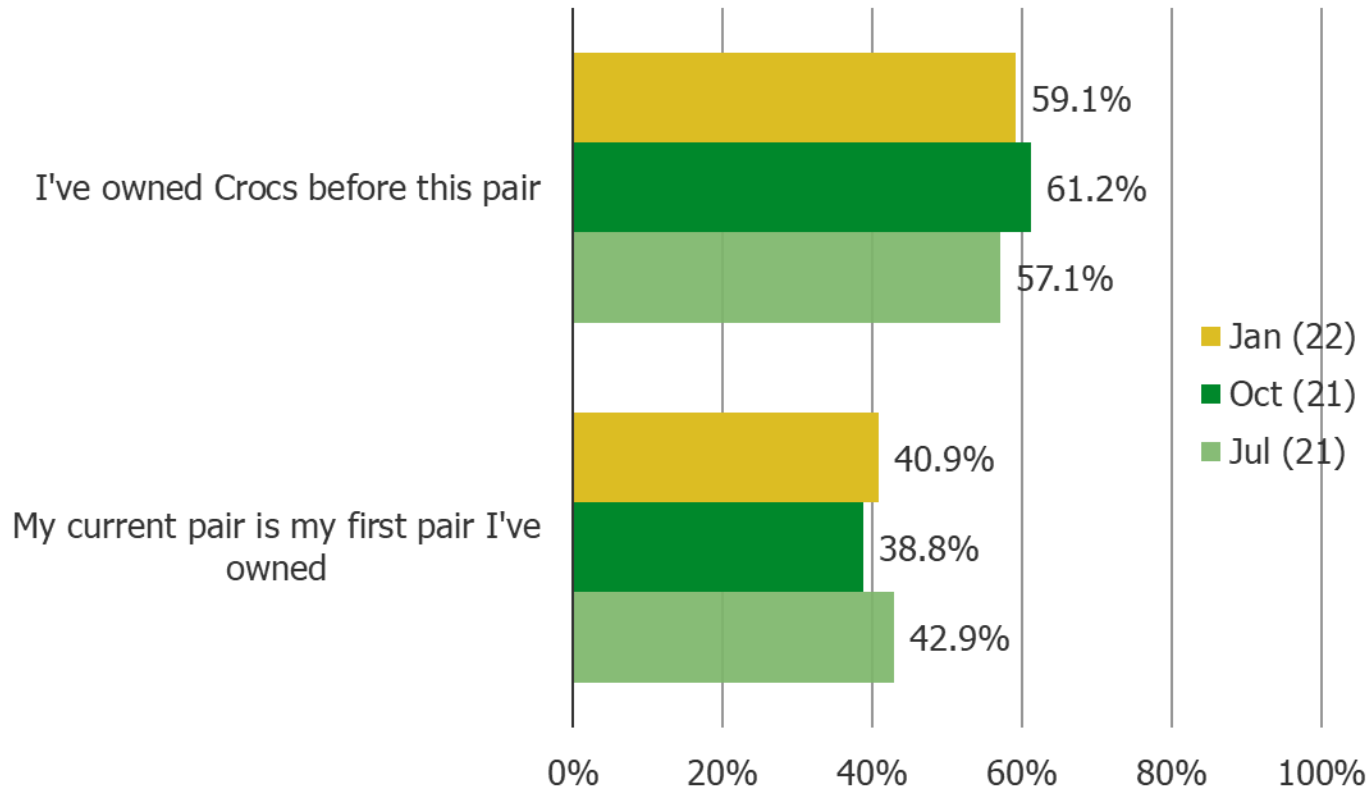
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 230

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

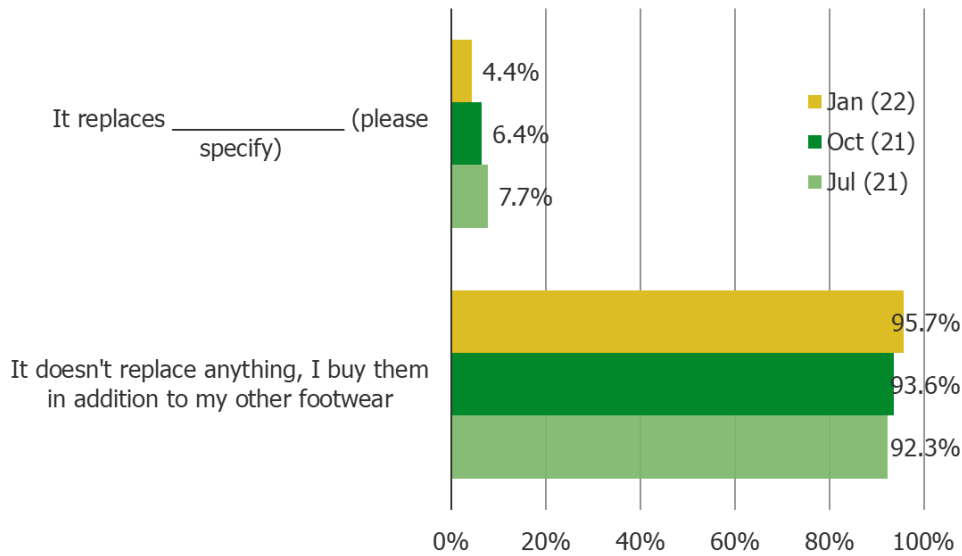
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 230

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.



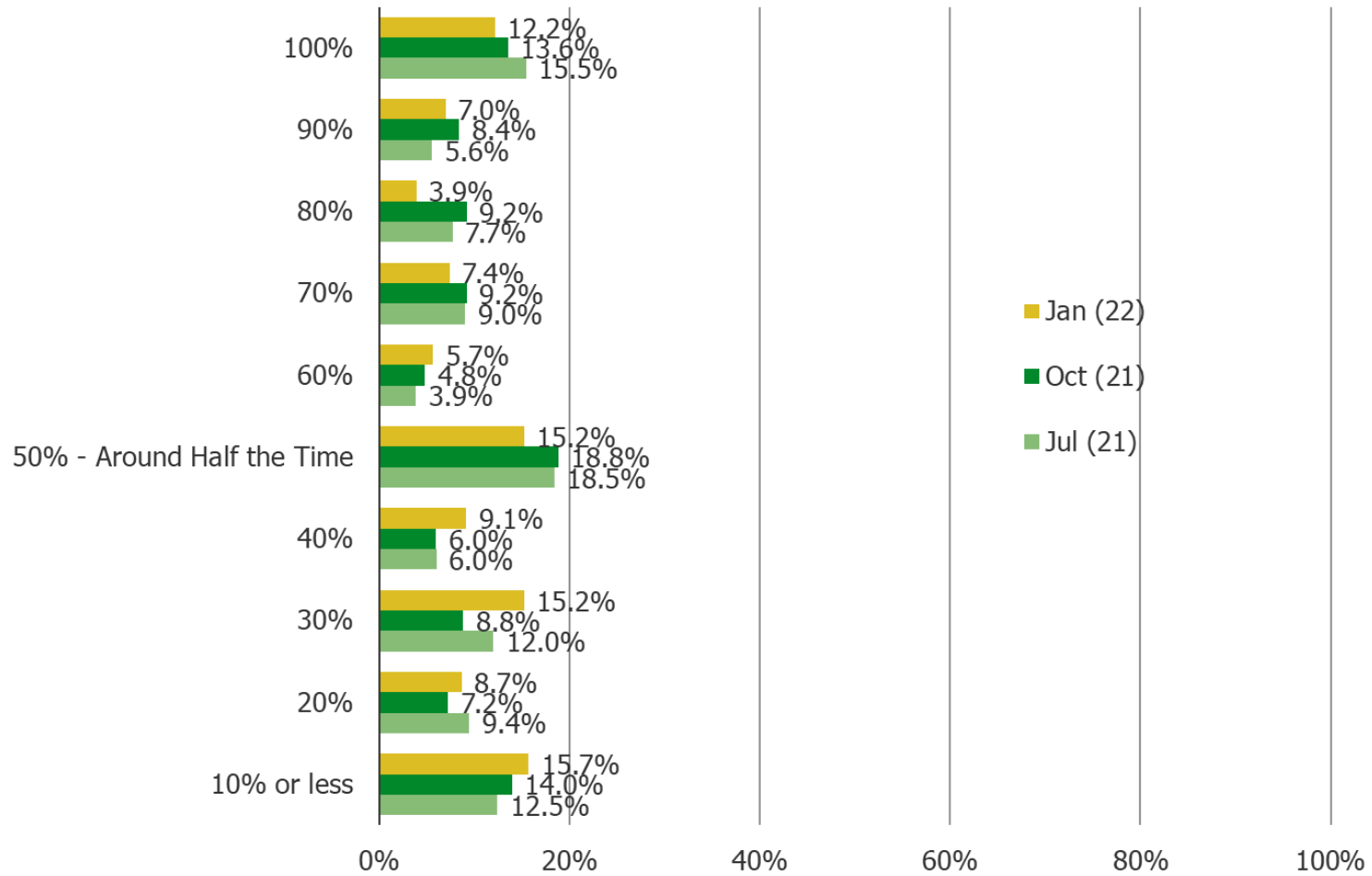
Brands mentioned by the small number of respondents who said their Crocs purchases replace purchases of other brands include:

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

N = 230

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

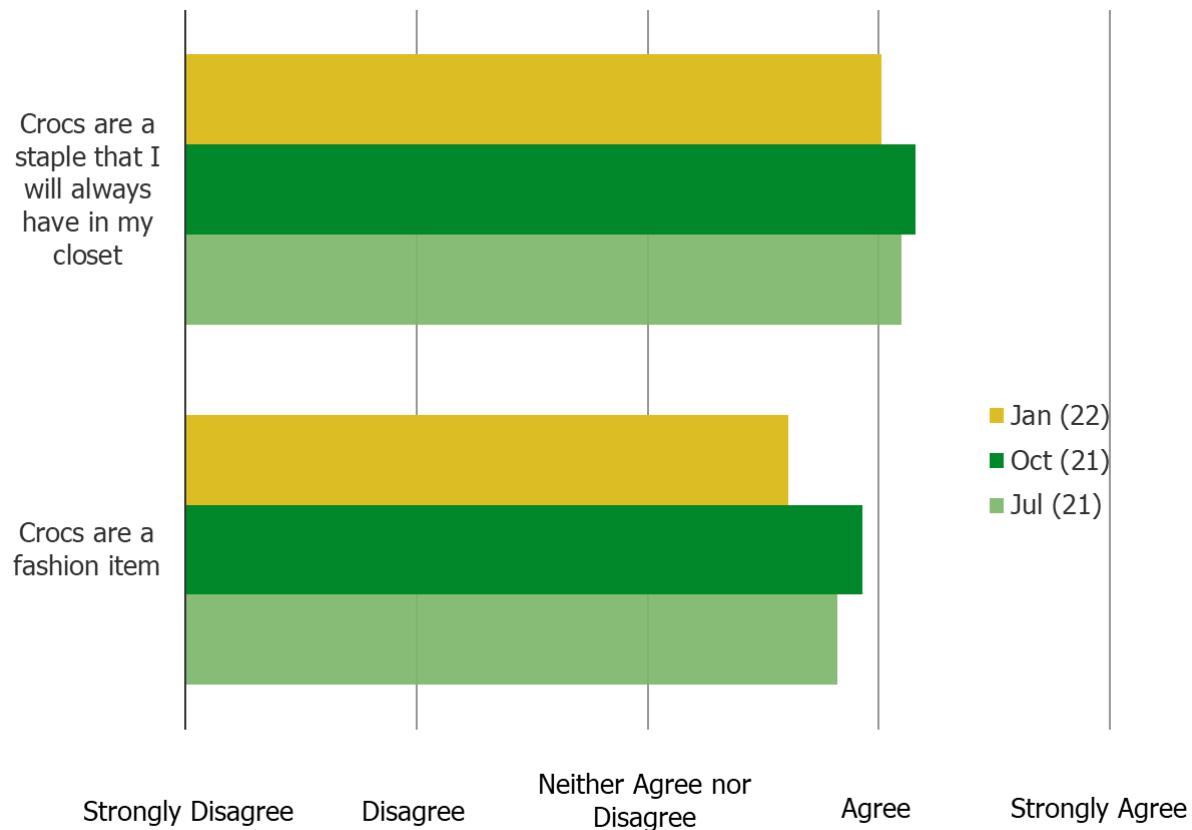
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 230

How much do you agree with the following statements:

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

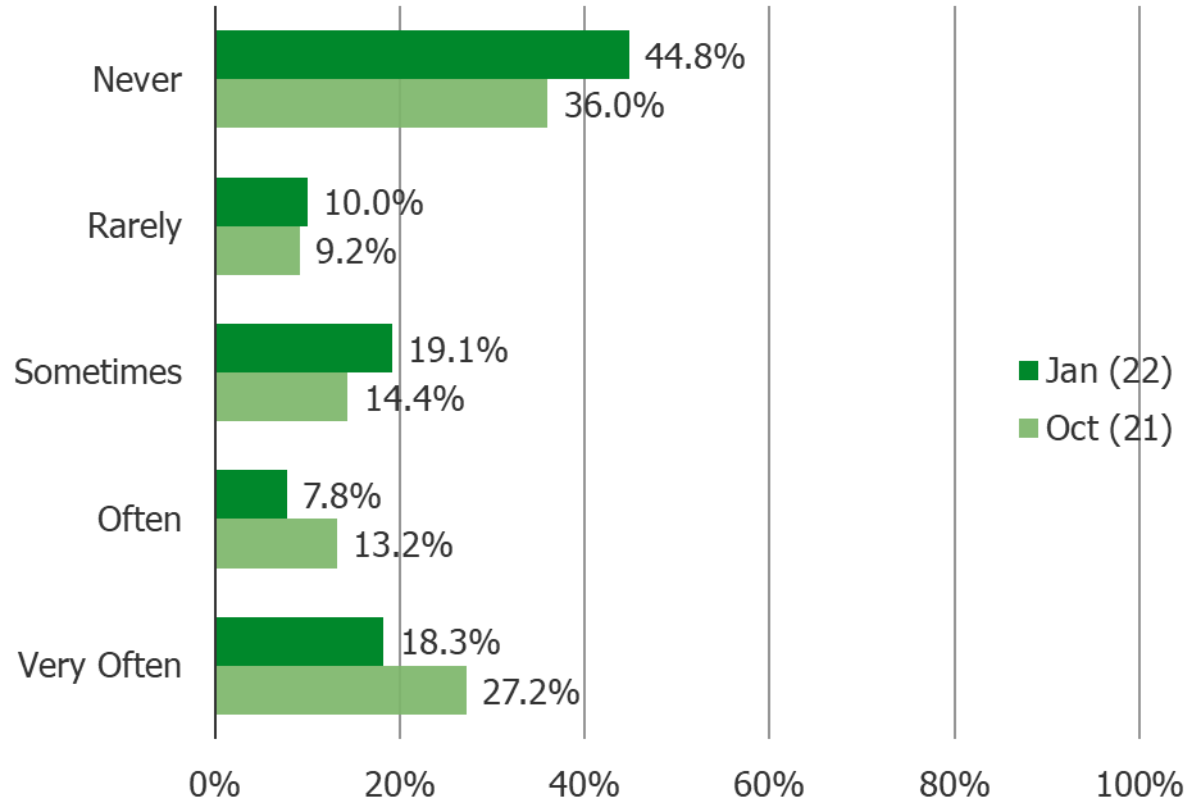


N = 230

Crocs Owners | Jibbitz Feedback

Do you purchase Jibbitz for your Crocs?

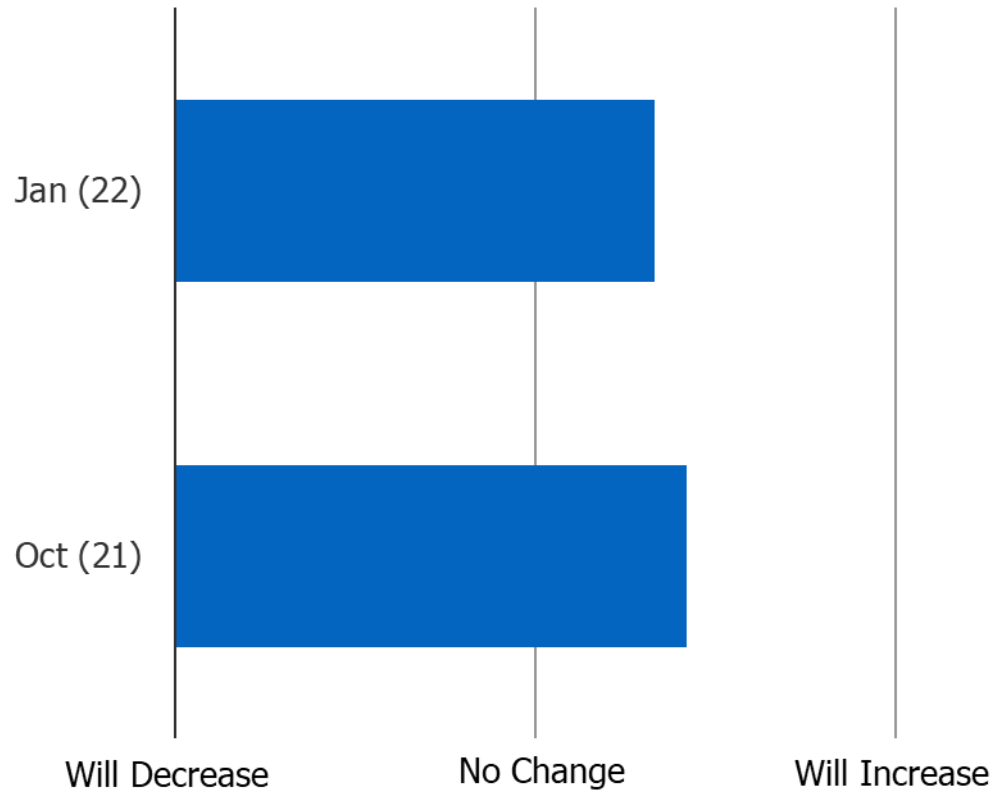
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 230

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

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

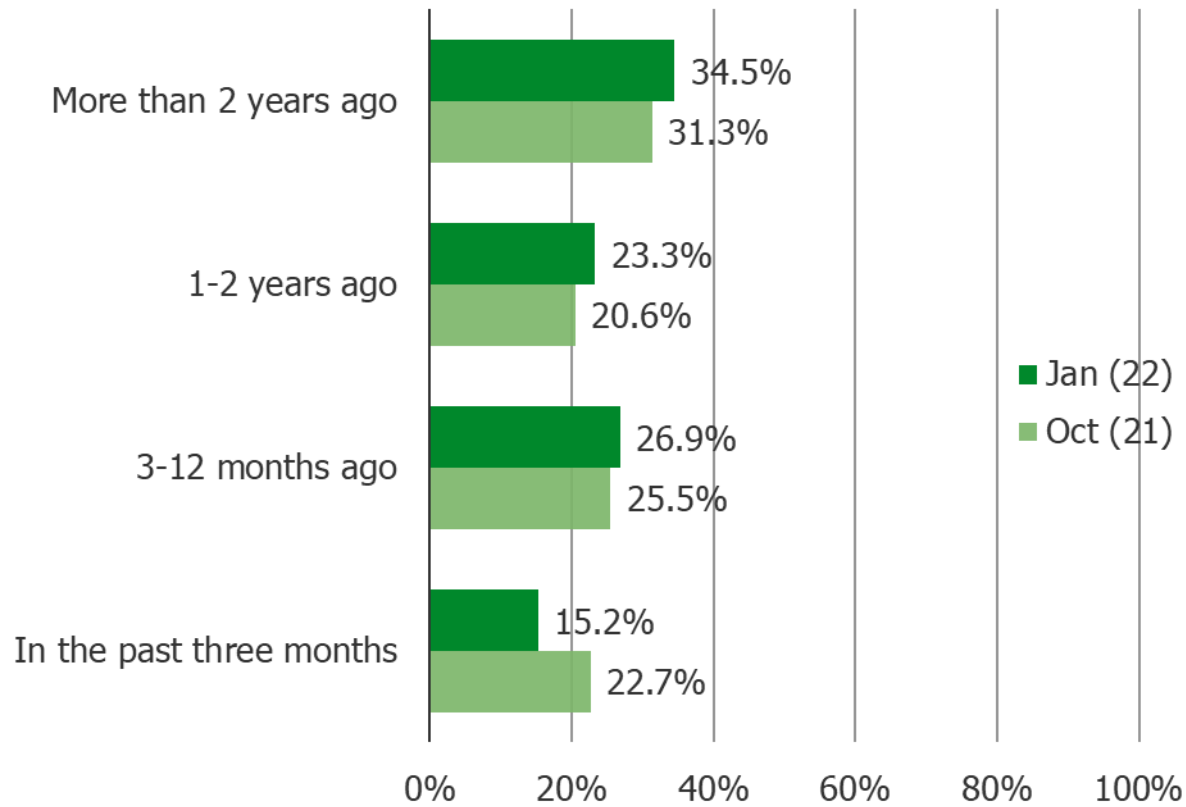


N = 230

Government Stimulus and Crocs

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

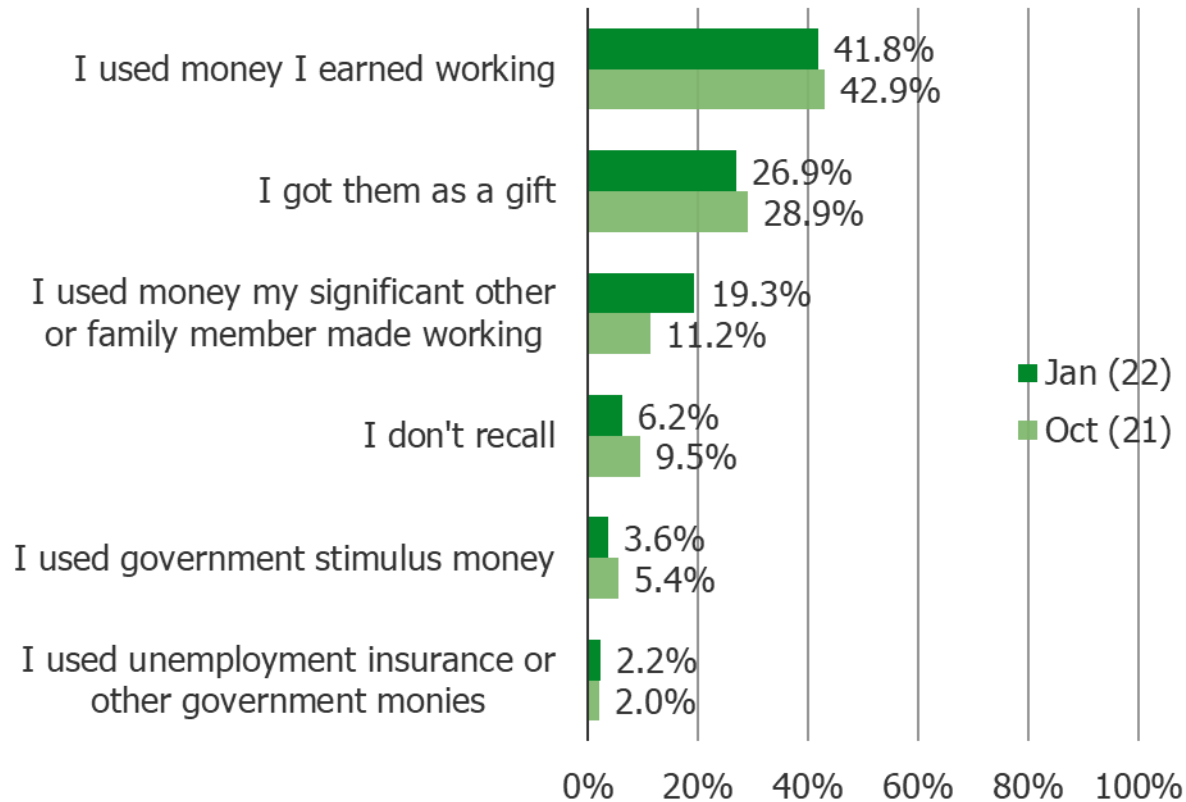
Posed to respondents who either currently wear Crocs OR used to wear Crocs in the past but don't any longer.



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.



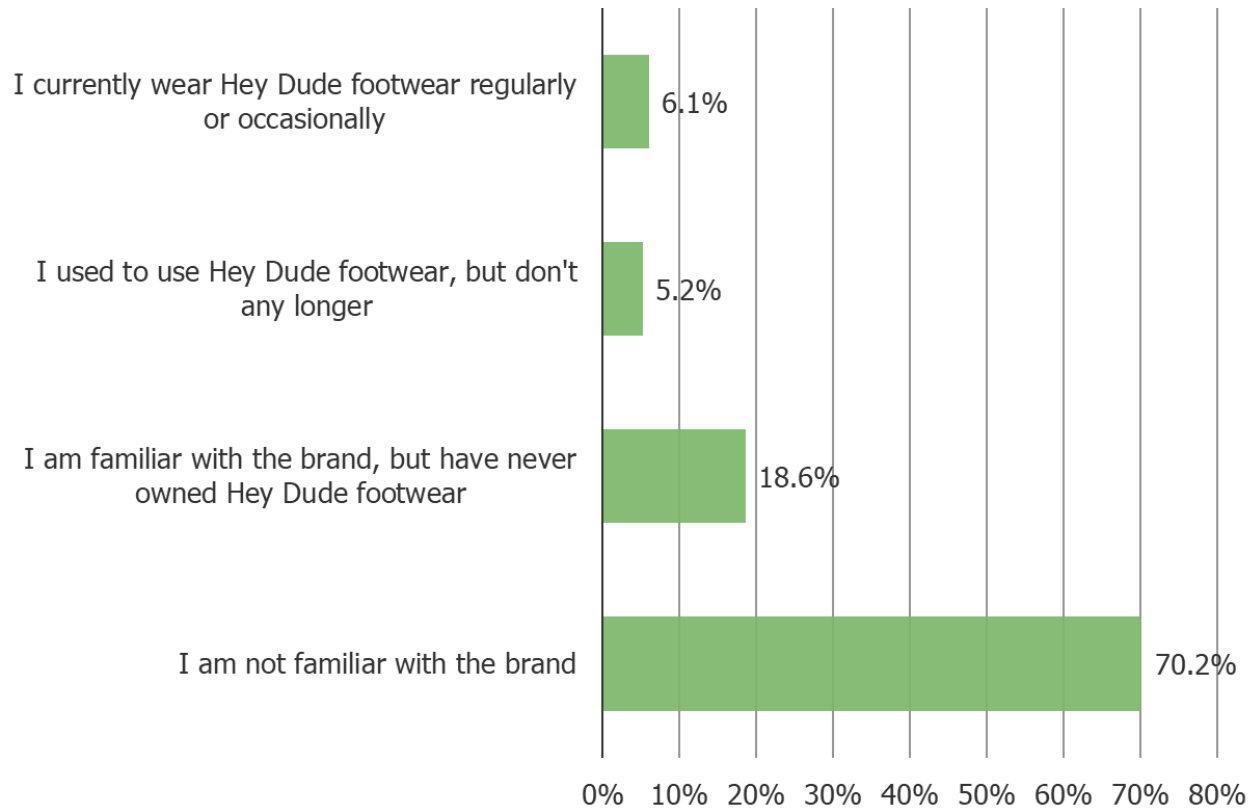
*Note – of the 16 respondents who said they used government stimulus or unemployment insurance to buy Crocs, 2 said less stimulus will make them less likely to buy Crocs again, 7 said they will buy them, it just might make them take a little longer before they do so again, and 7 said they will find other ways to buy them whenever they want to do so.

N = 275

Hey Dude Footwear

Which best describes your experience with Hey Dude footwear?

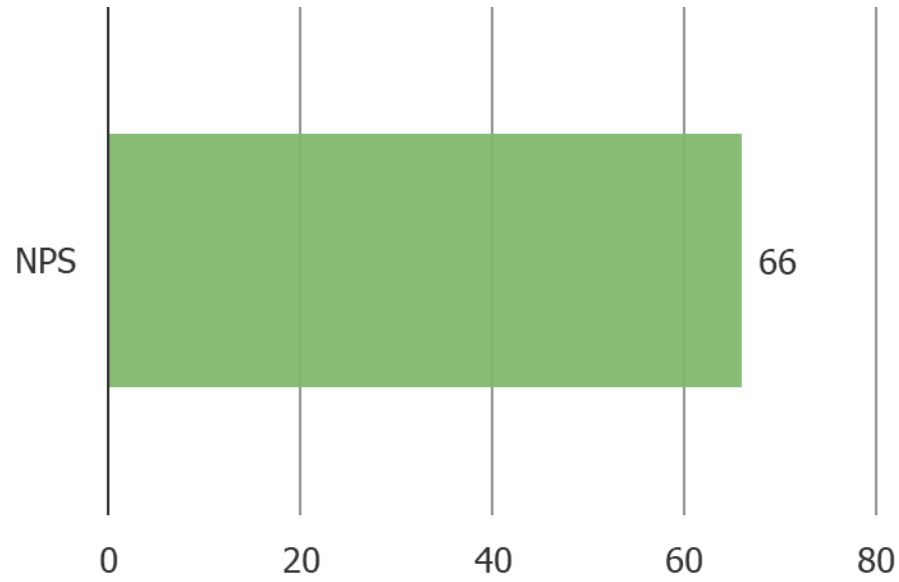
Posed to all respondents.



N = 1223

How likely is it that you would recommend Hey Dude to a friend or colleague?

Posed to current Hey Dude users.



N = 74

What do you like about Hey Dude footwear?

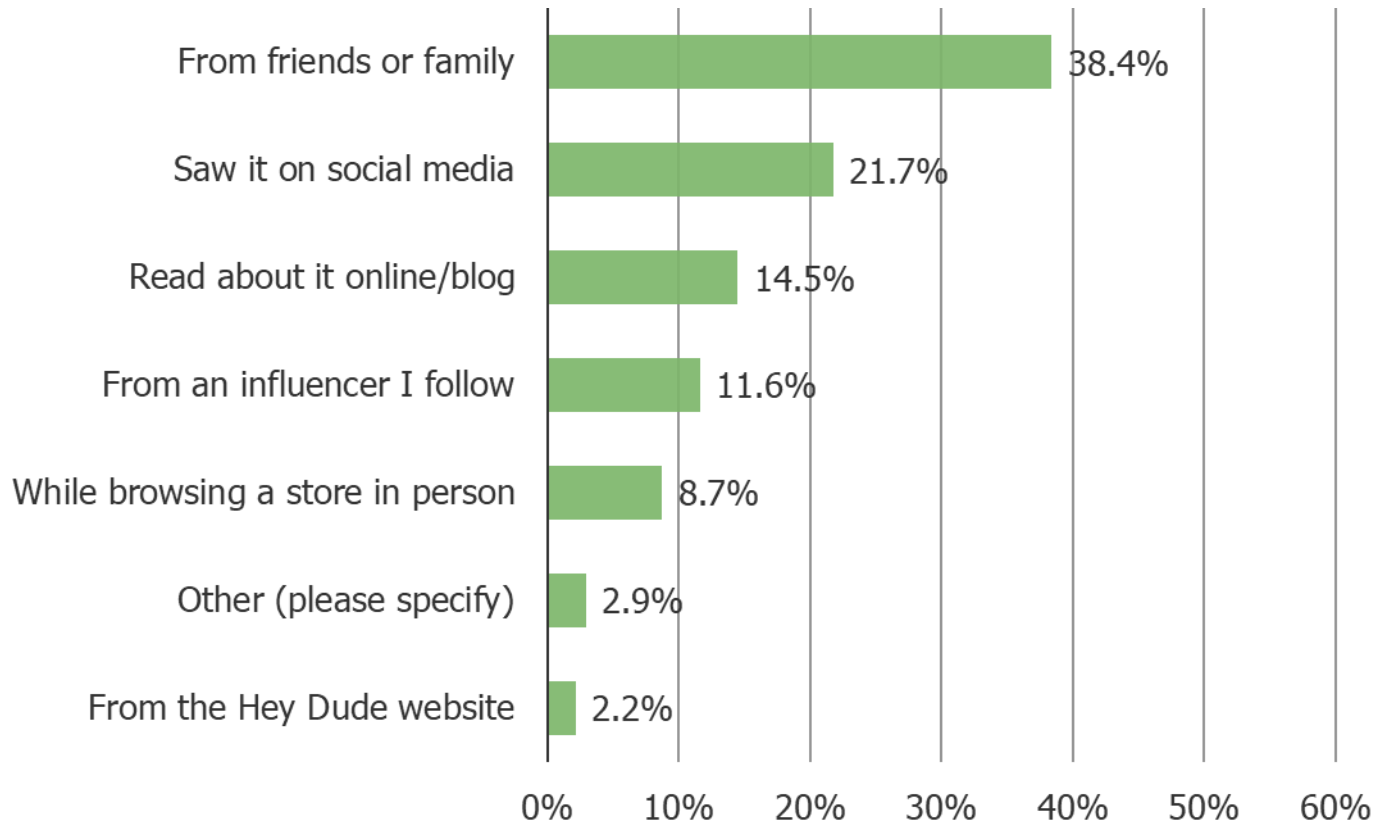
Posed to respondents who have used Hey Dude footwear (current and former users).



N = 138

How did you first hear about Hey Dude footwear?

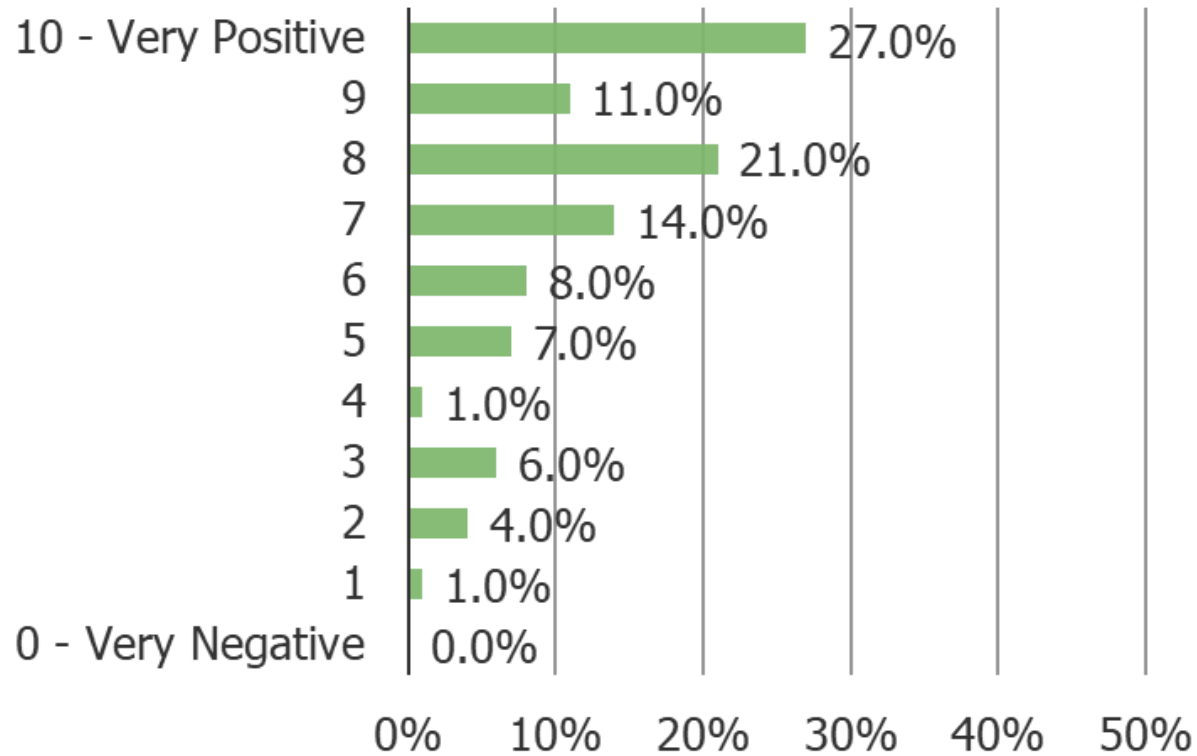
Posed to respondents who have used Hey Dude footwear (current and former users).



N = 138

What is your opinion of Hey Dude footwear?

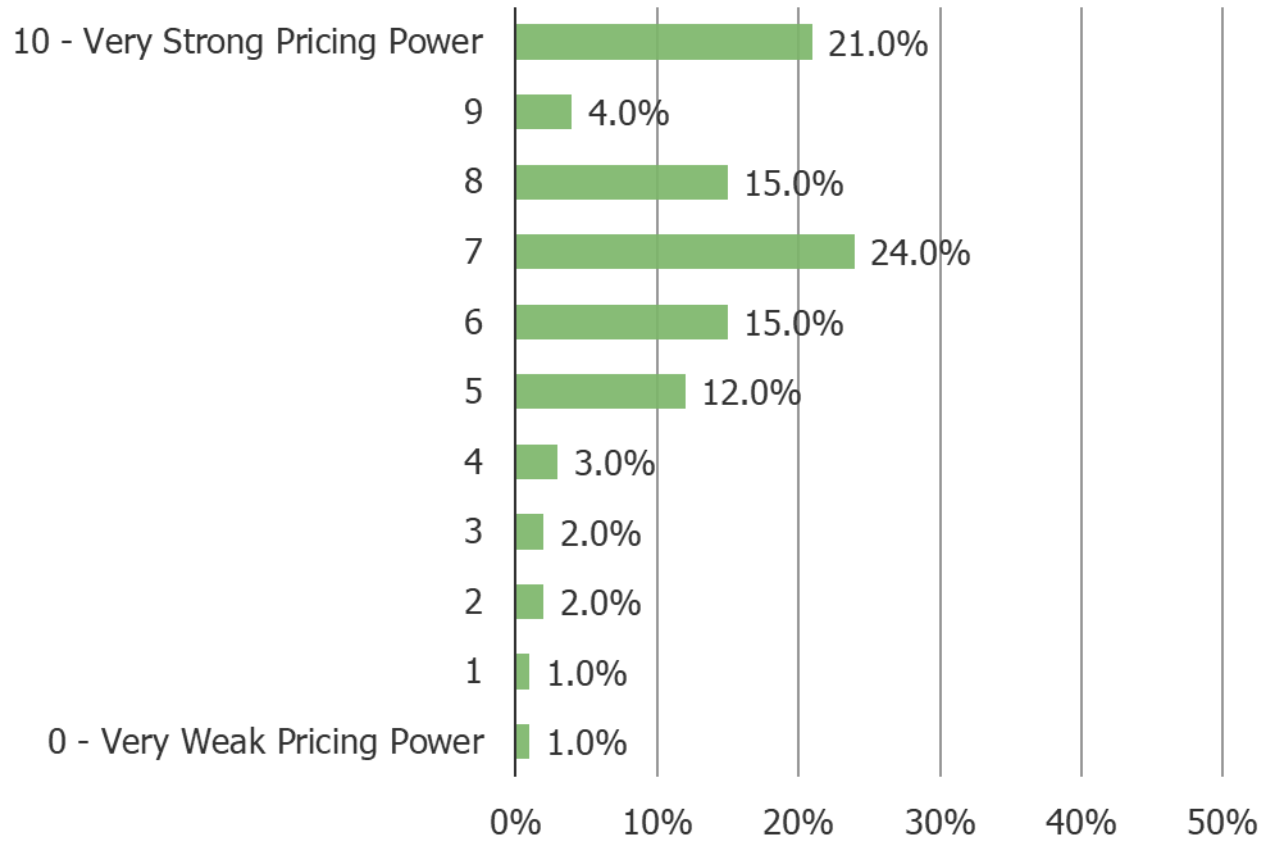
Posed to respondents who have heard of Hey Dude.



N = 100

In your opinion, how much pricing power does Hey Dude possess? IE – how much can they raise prices without impacting how desirable their footwear is to purchase?

Posed to respondents who have heard of Hey Dude.

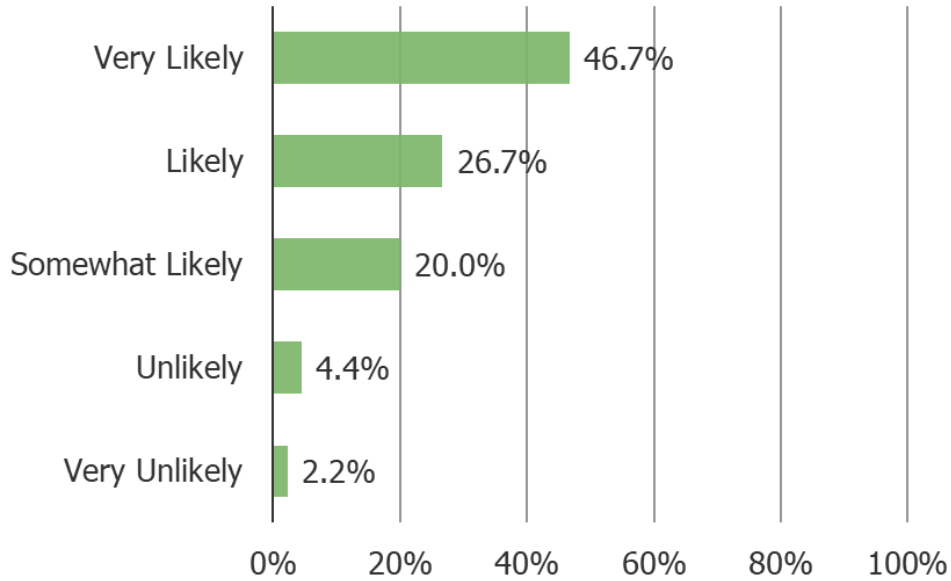


N = 100

How likely are you to buy Hey Dude footwear in the future?

Posed to respondents who have heard of Hey Dude.

Has Purchased Hey Dude



Aware of Hey Dude, But Hasn't Purchased

