

BESPOKE SURVEYS

Online Personal Clothing Styling Vol 7

1500+ US Consumers Balanced to Census



CHECK BREAKDOWN: SFIX

SFIX CUSTOMER ENGAGEMENT

The percentage of consumers who have made a purchase from Stitch Fix is up a touch q/q, but generally this data has tracked flat/consistent since our initial volume in October 2020. Customers of Stitch Fix have self-reported keeping a larger percentage of their “Fix” over-time (relative to prior survey volumes).

WHAT CUSTOMERS LIKE

Customers of Stitch Fix like the selection and feel Stitch Fix knows their style well. While customers have consistently flagged convenience as a top reason for using Stitch Fix, the fact that it is “Fun” to use has gained considerably over time.

SATISFACTION AND NPS

The actual Stitch Fix customer is a satisfied customer. NPS is strong at ~50 and customers generally offer positive sentiments about the platform.

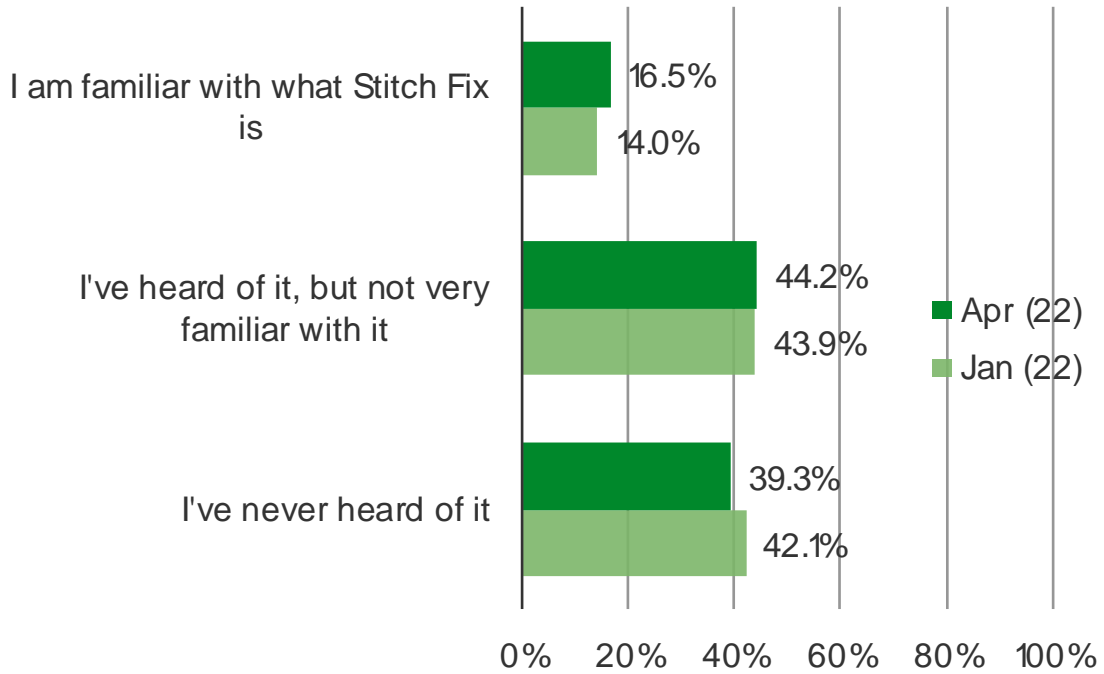
NON-USERS LACK AWARENESS

Among those who do not use Stitch Fix, most are no familiar with what it is.

STITCH FIX SHOPPING DYNAMICS

HAVE YOU HEARD OF STITCH FIX?

This question was posed to respondents who have never shopped SFIX.

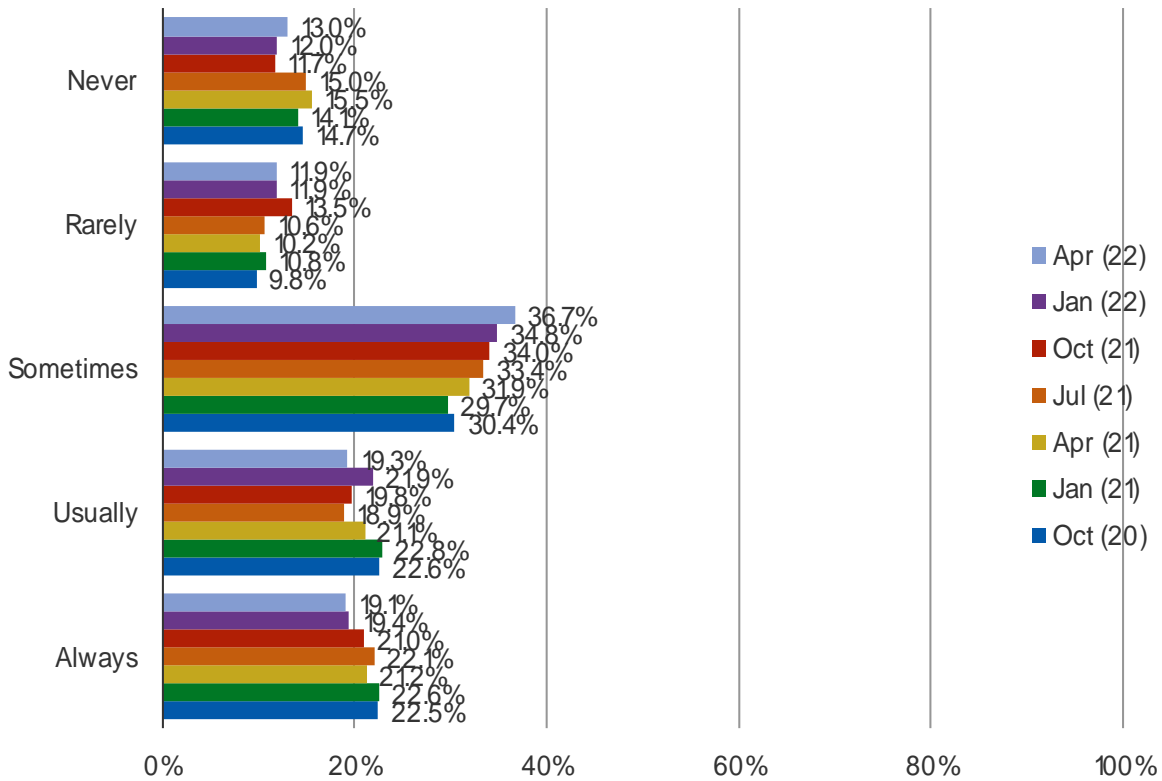


N = 1336

STITCH FIX DEEP DIVE

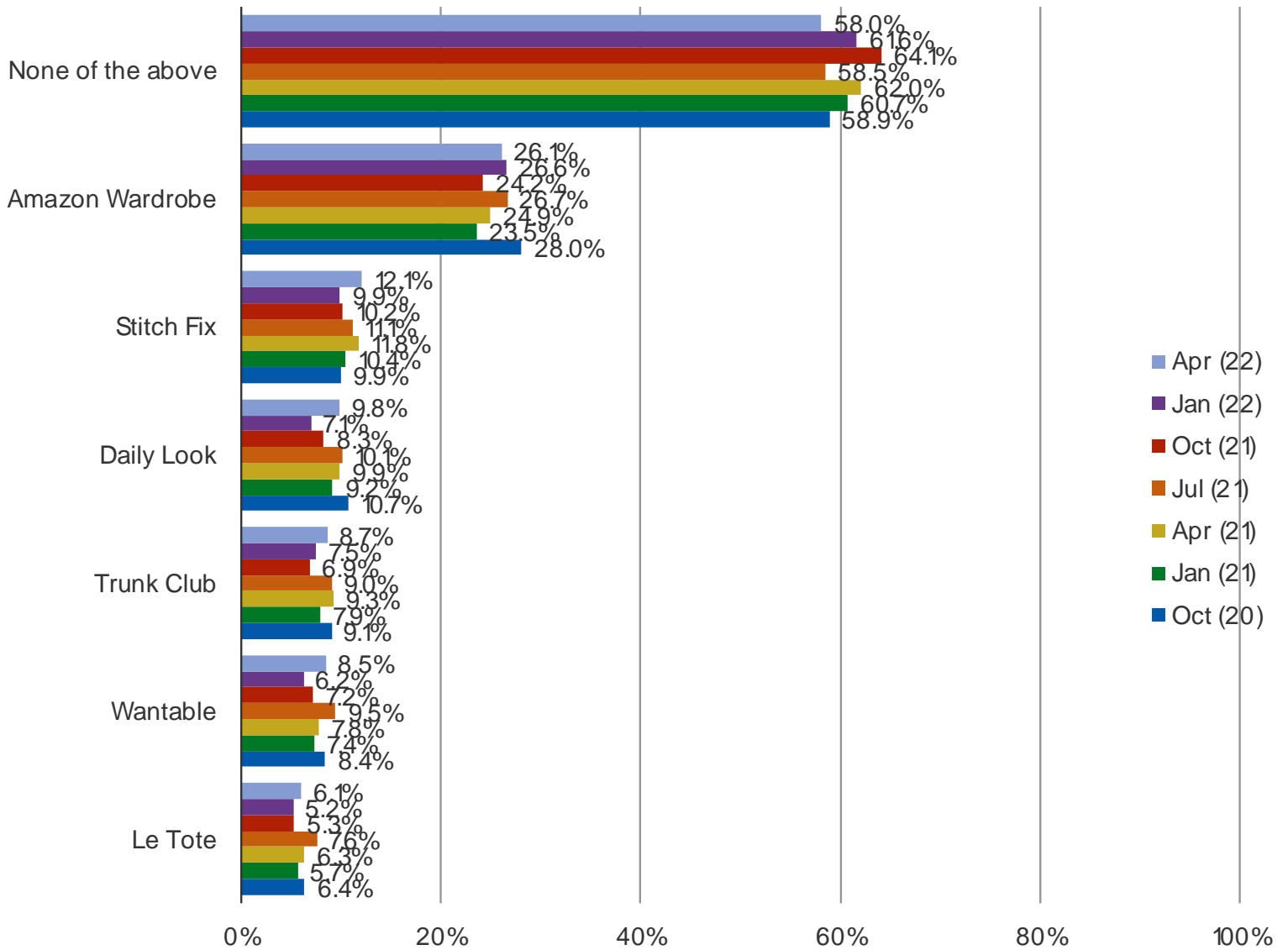
WHEN SHOPPING FOR CLOTHES ONLINE, HOW OFTEN DO YOU CHECK TO SEE IF A PRODUCT YOU LIKE IS AVAILABLE FOR CHEAPER ON OTHER WEBSITES/APPS?

Posed to all respondents.



HAVE YOU EVER MADE PURCHASES FROM ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents.



WHEN YOU SHOP STITCH FIX, WHY DO YOU TYPICALLY CHOOSE TO SHOP THERE INSTEAD OF GOING TO OTHER ONLINE STORES?

This question was posed to all respondents who use Stitch Fix.

The reputation

The review's look good

They are great at what they do and cheap

They are reliable

They have a unique style

They have a variety

They have clothes that I'm interested in

They have cute styles

They have the styles that I like

They pick outfits

This is a very good product and I really like it a lot

To get the fix I want

To look at the prices to see what is a good price

Quality products and services provided

Quality service

Selection is outstanding

Stitch fix is awesome

Surprise and curated selection

Pretty good prices

Provides helpful personal stylist services

I like the selection

I like the style

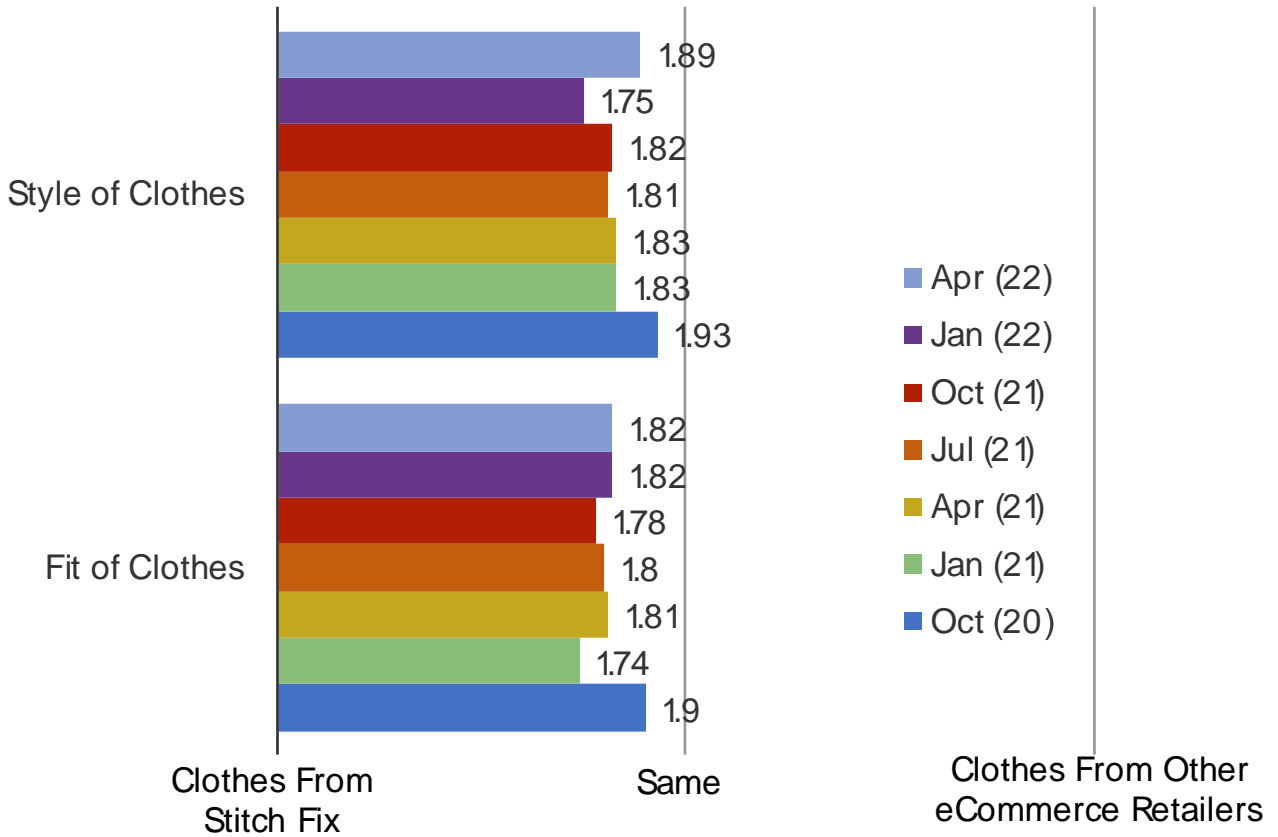
I like their collection

I like their process of having someone select clothes for you

N = 184

WHICH DO YOU LIKE BETTER WHEN IT COMES TO:

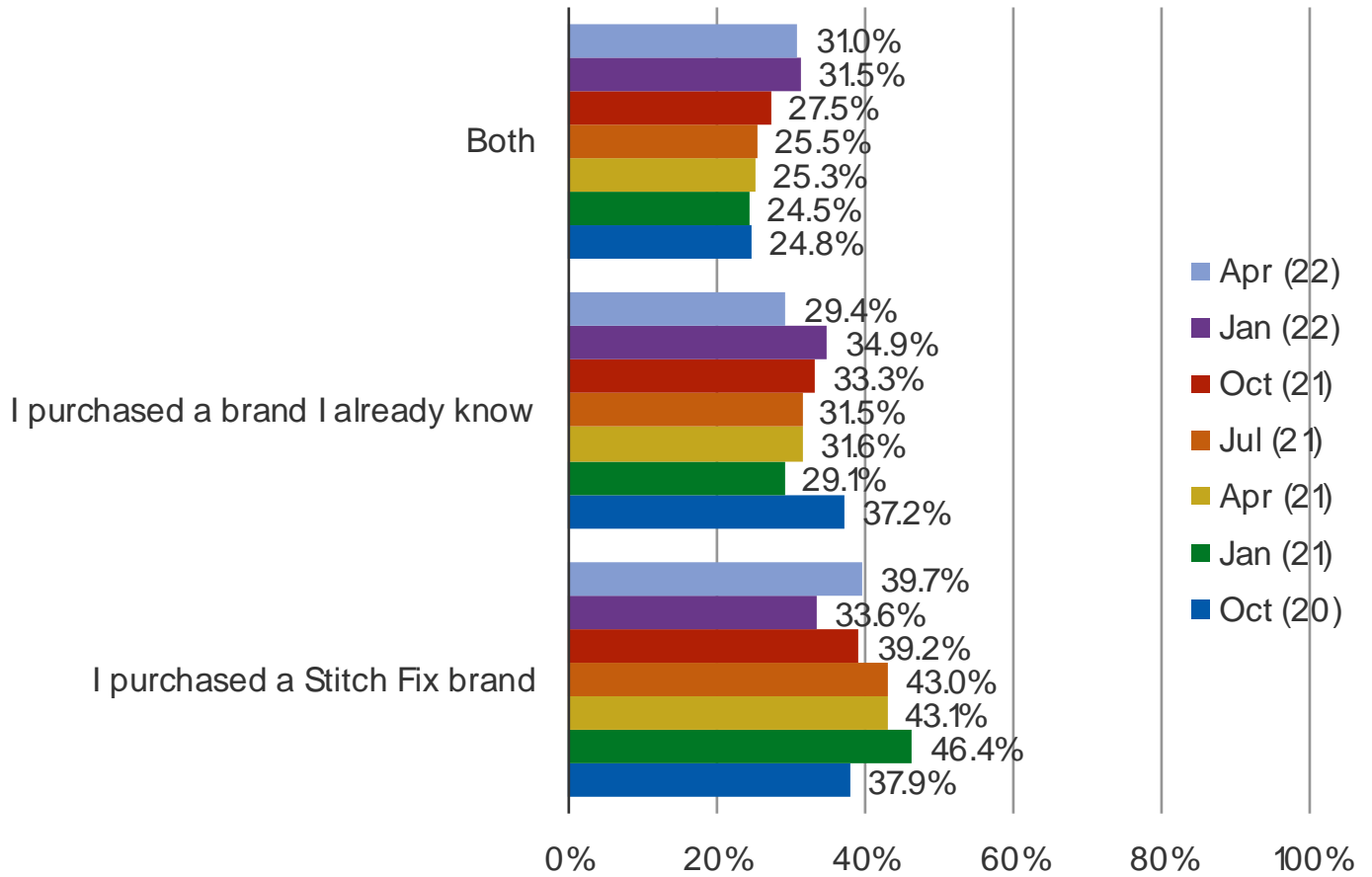
Posed to respondents who have purchased from Stitch Fix.



N = 184

WHEN YOU PURCHASED FROM STITCH FIX, DID YOU PURCHASE A STITCH FIX BRAND OR A BRAND YOU ALREADY KNEW?

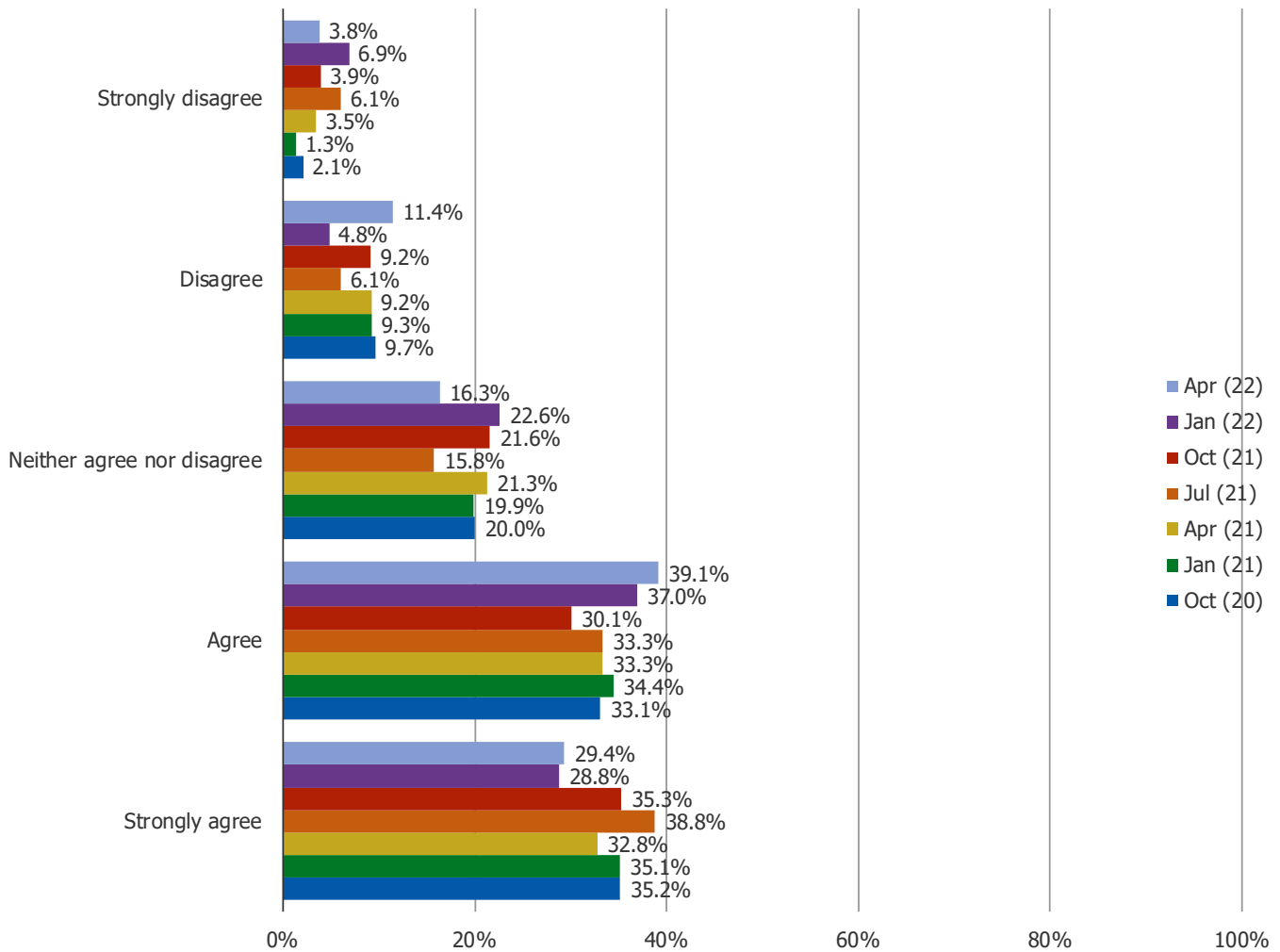
Posed to respondents who have purchased from Stitch Fix.



N = 184

HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "STITCH FIX KNOWS MY STYLE WELL"

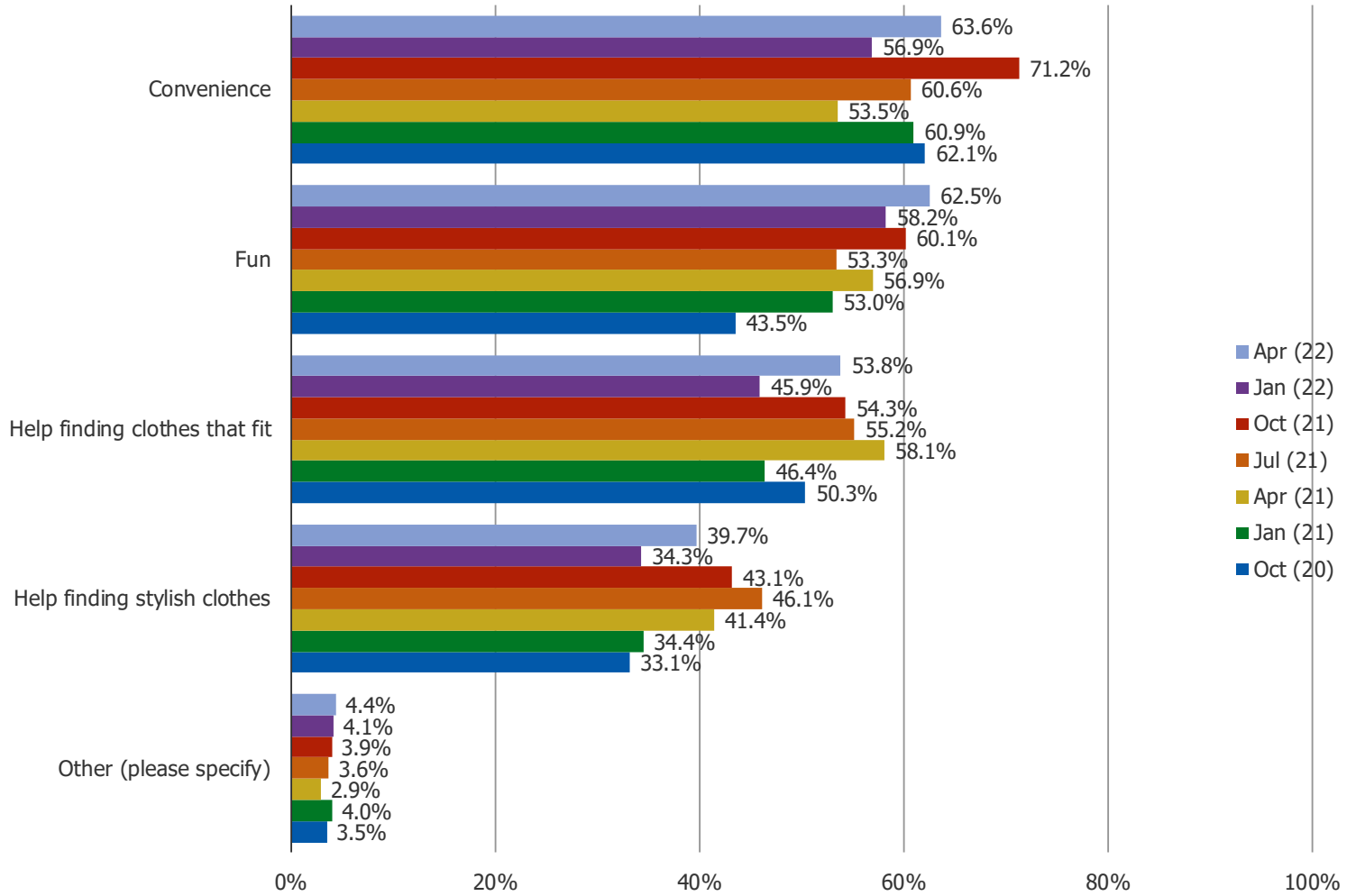
Posed to respondents who have purchased from Stitch Fix.



N = 184

WHY DO YOU USE STITCH FIX? (SELECT ALL THAT APPLY)

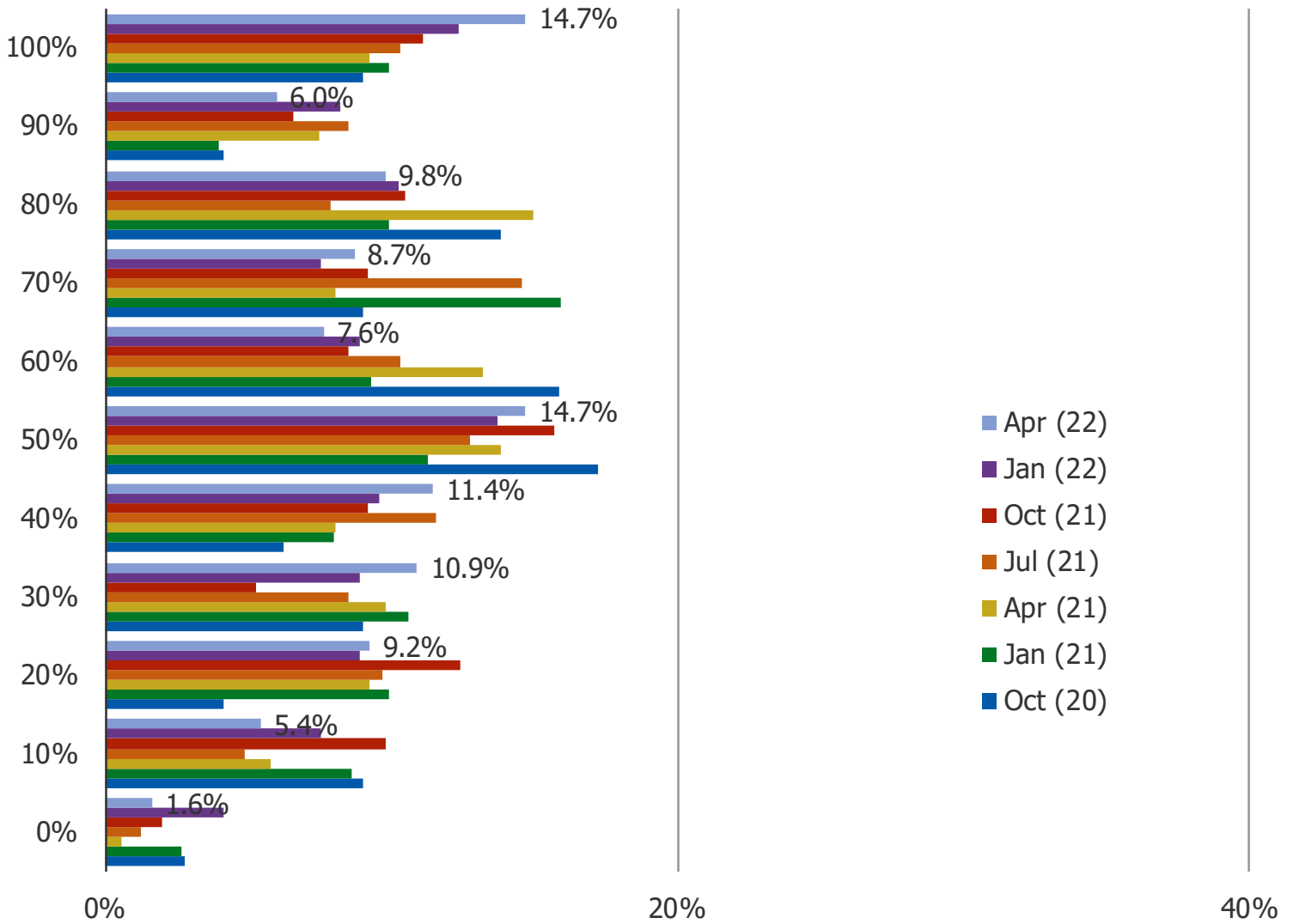
Posed to all respondents who use Stitch Fix.



N = 184

WHAT PERCENTAGE OF ITEMS IN YOUR "FIX" DO YOU TYPICALLY PURCHASE?

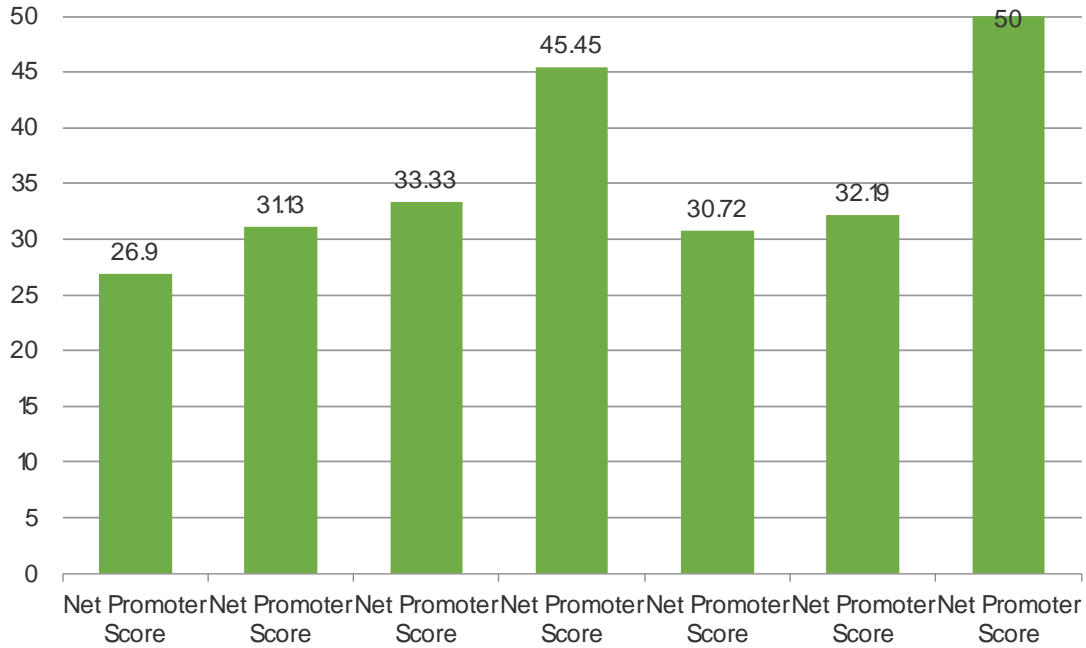
Posed to respondents who have purchased from Stitch Fix.



N = 184

HOW LIKELY IS IT THAT YOU WOULD RECOMMEND STITCH FIX TO A FRIEND OR COLLEAGUE?

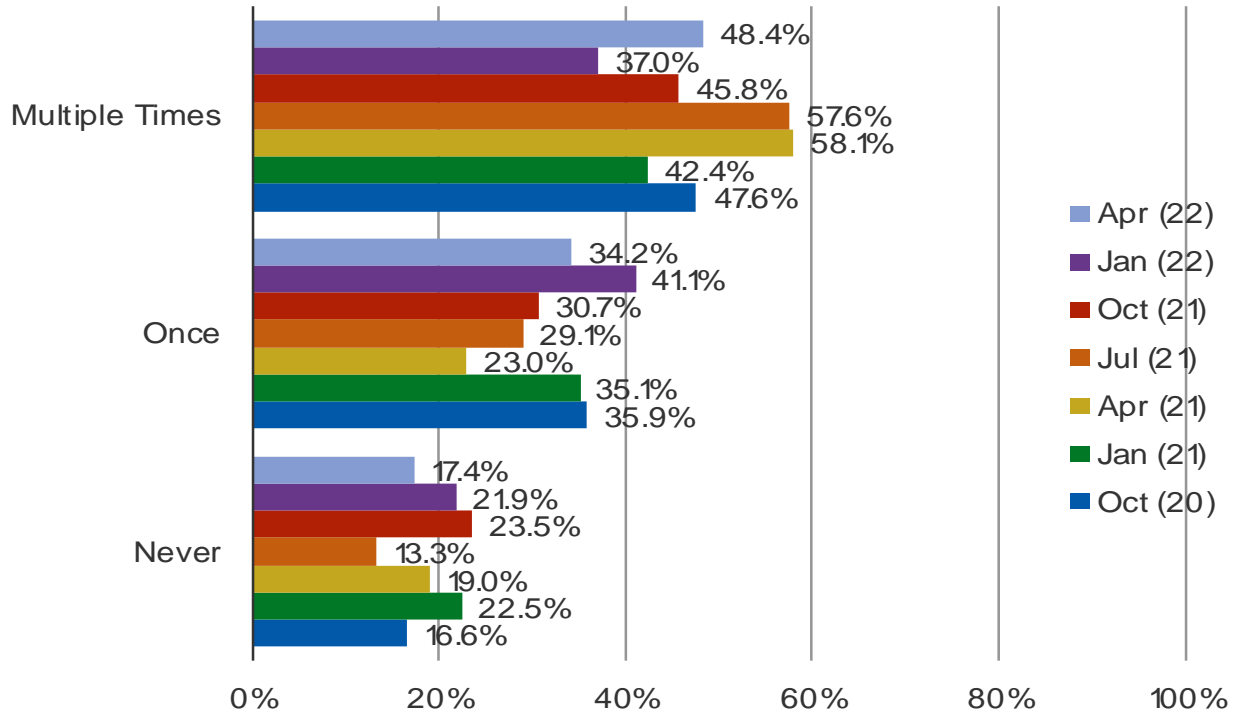
Posed to respondents who have purchased from Stitch Fix.



N = 184

HAVE YOU EVER PURCHASED CLOTHING AFTER SEEING IT IN AN AD ON INSTAGRAM, FACEBOOK, OR PINTEREST?

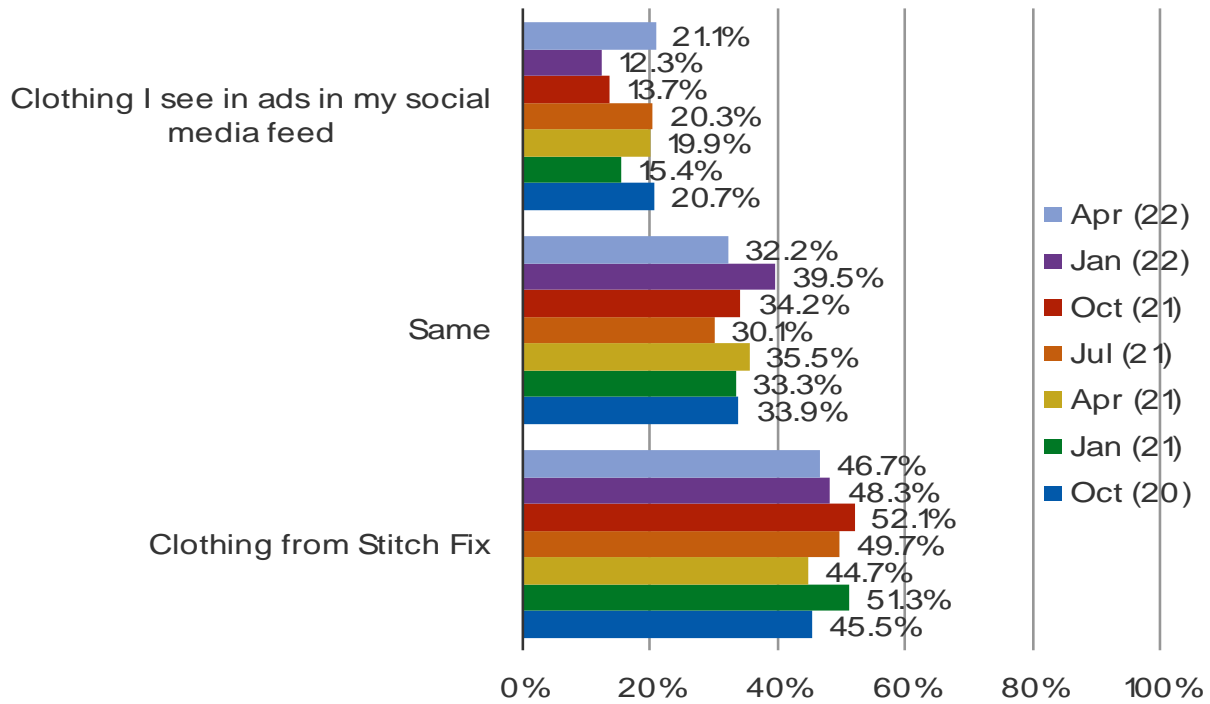
Posed to respondents who have purchased from Stitch Fix.



N = 184

WHICH STYLE OF CLOTHING DO YOU PREFER?

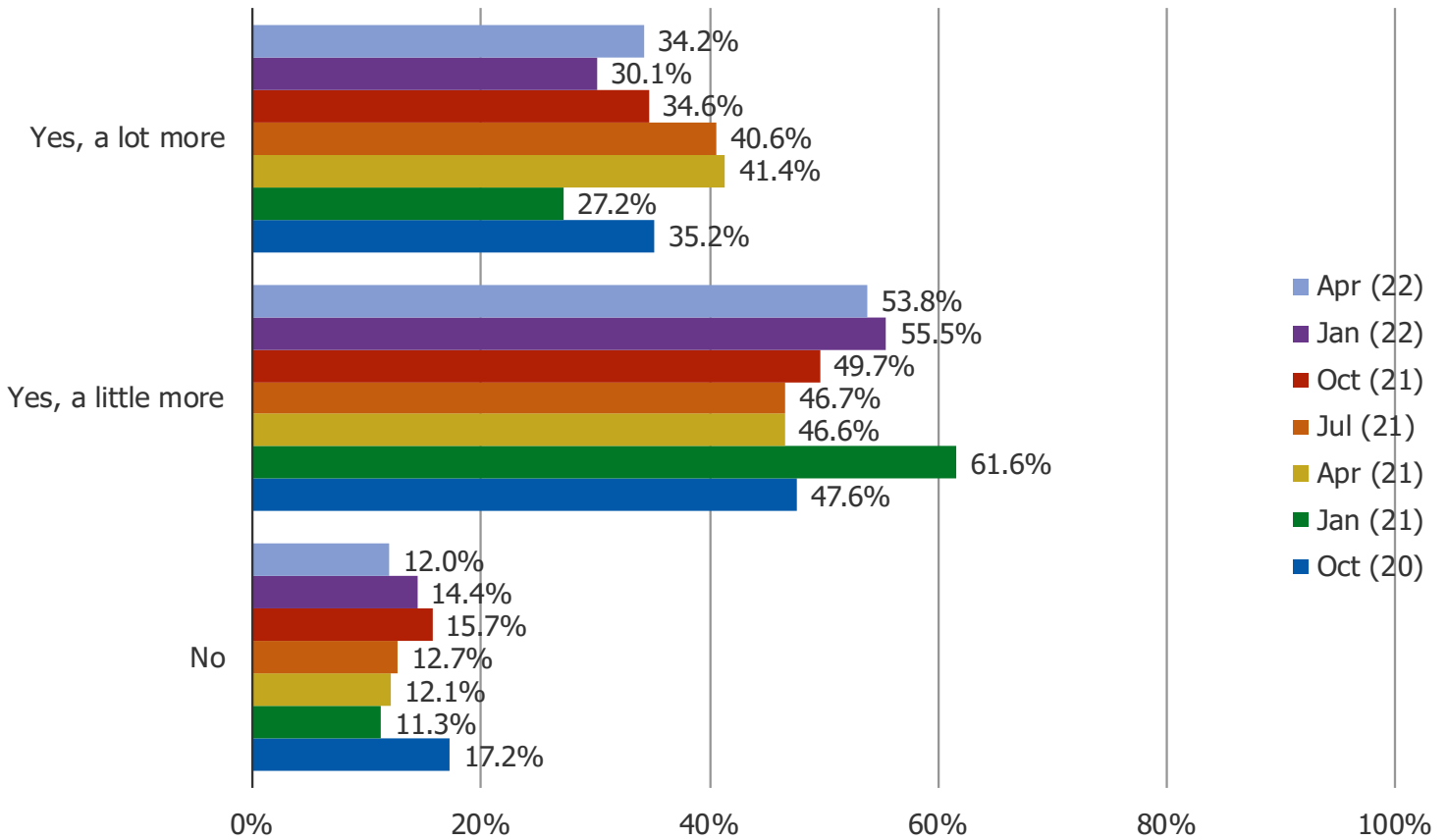
Posed to respondents who have purchased from Stitch Fix who have purchased clothing after seeing it in an ad on Instagram, Facebook, Pinterest, etc.



N = 152

WOULD YOU PURCHASE MORE FROM STITCH FIX IF YOU COULD CHOOSE THE CLOTHES THAT WENT INTO YOUR "BOX"?

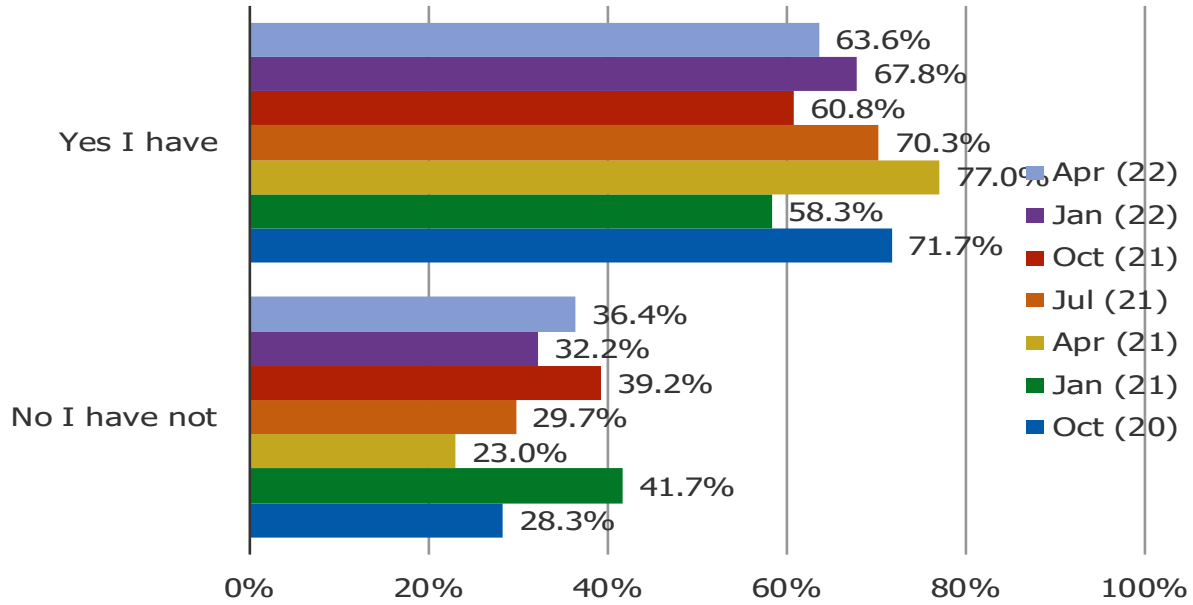
Posed to respondents who have purchased from Stitch Fix.



N = 184

HAVE YOU TRIED STITCH FIX'S "SHOP YOUR LOOK" OR "TRENDING FOR YOU" FEATURES?

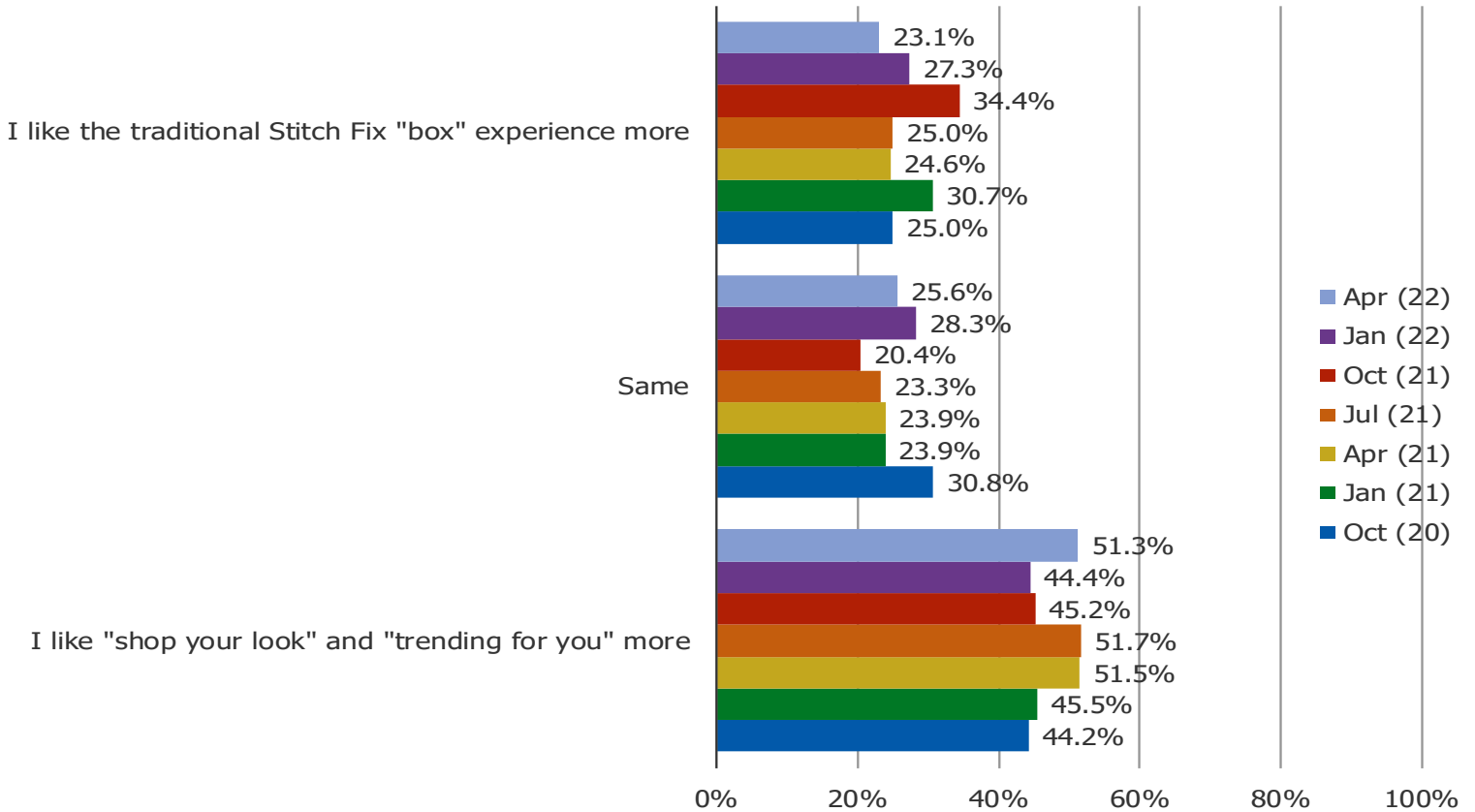
Posed to respondents who have purchased from Stitch Fix.



N = 184

DO YOU LIKE THIS EXPERIENCE MORE OR LESS THAN THE TRADITIONAL STITCH FIX "BOX" EXPERIENCE WHERE A STYLIST SELECTS CLOTHES FOR YOU?

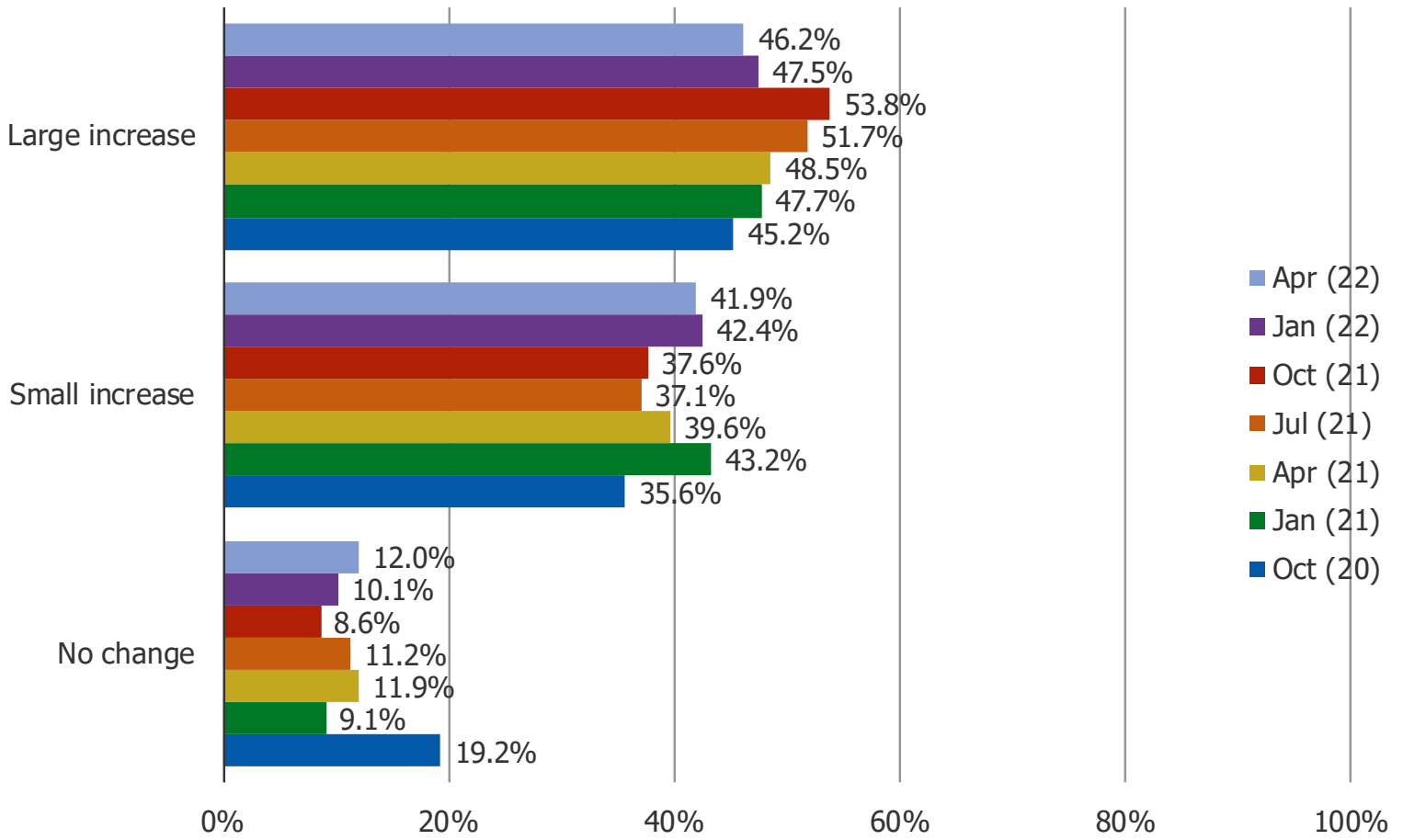
Posed to respondents who have purchased from Stitch Fix who have tried "Shop Your Look".



N = 117

WILL YOU PURCHASE MORE CLOTHES FROM STITCH FIX AFTER USING THESE FEATURES?

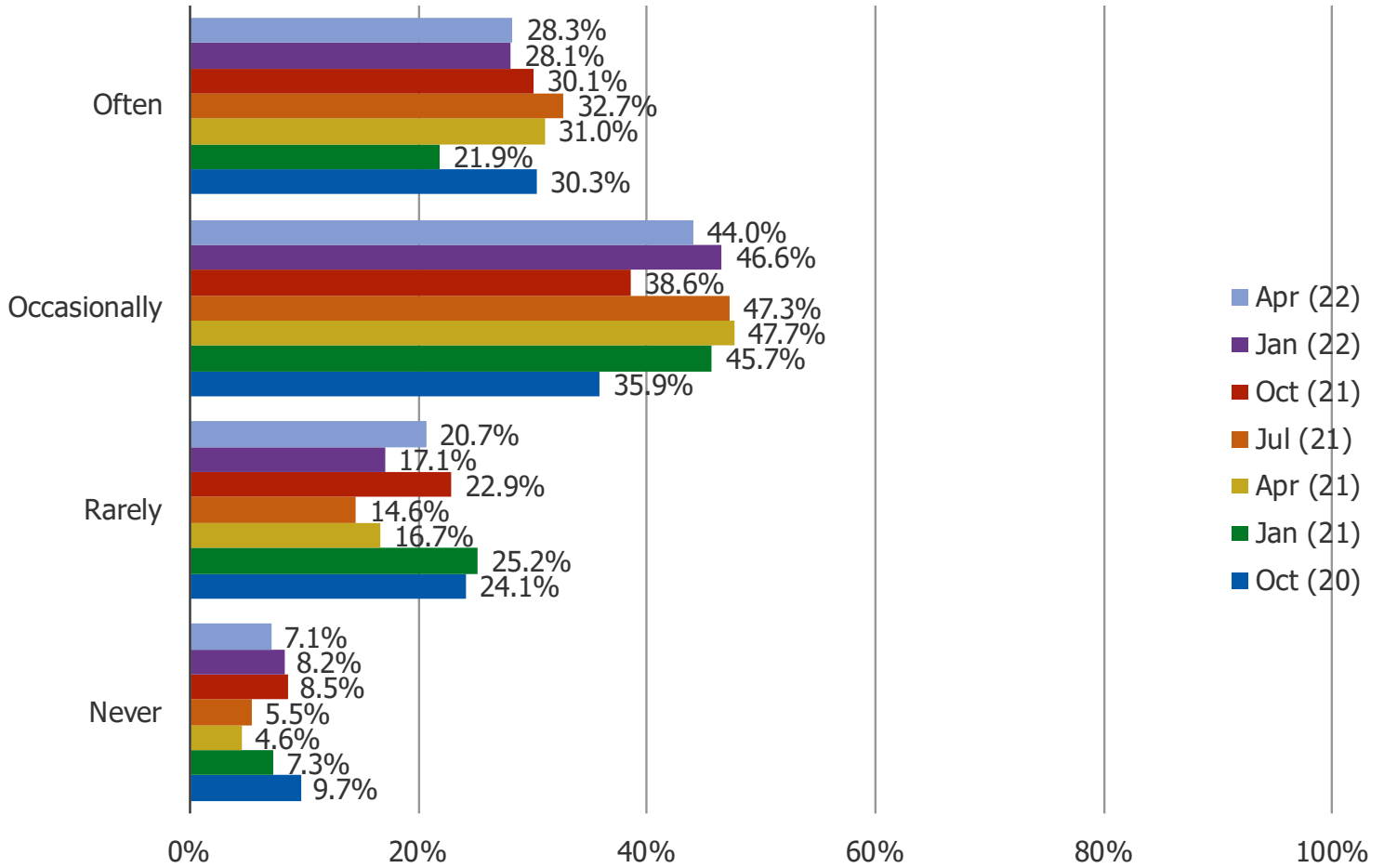
Posed to respondents who have purchased from Stitch Fix who have tried "Shop Your Look".



N = 117

HOW OFTEN DO YOU VISIT THE STITCH FIX APP?

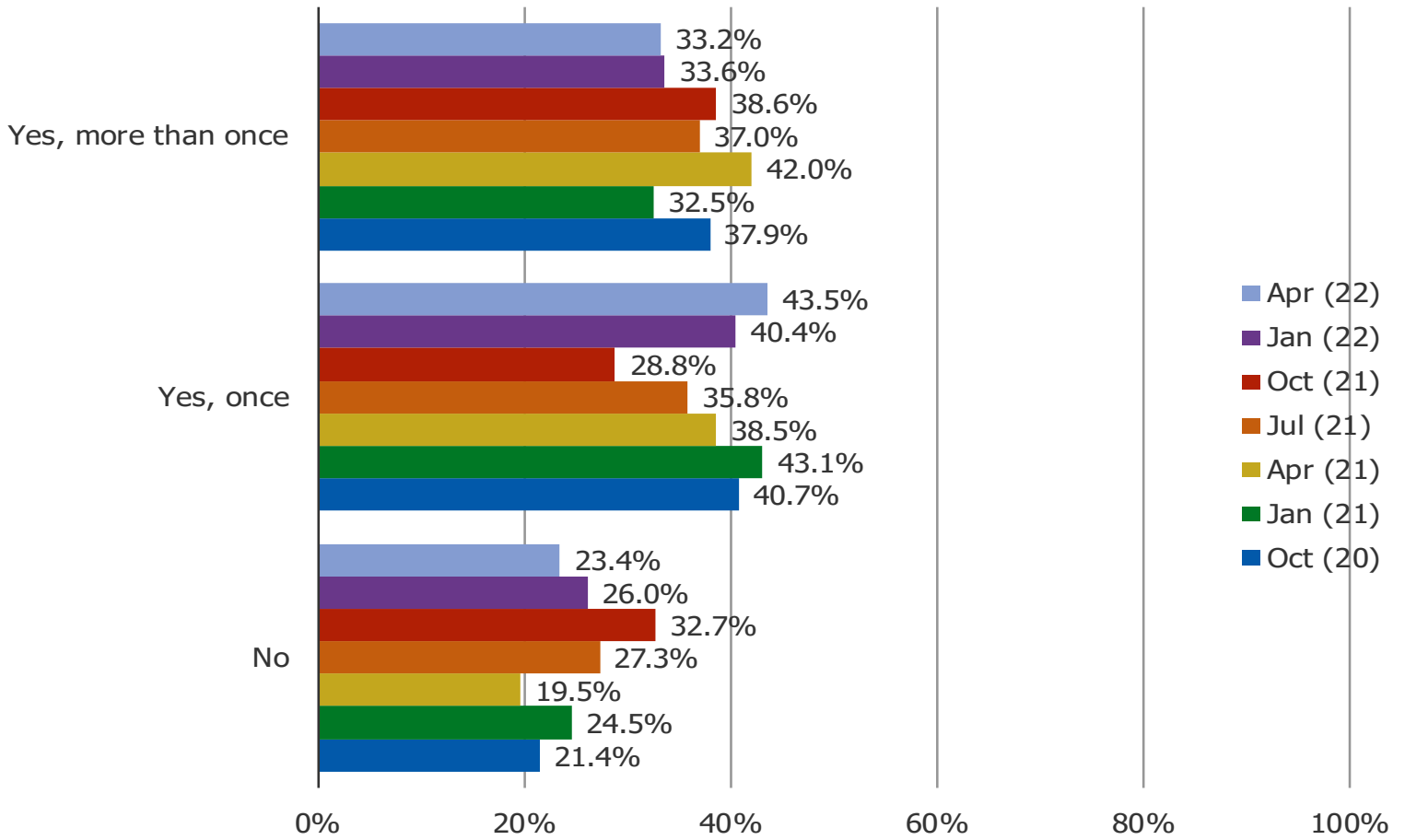
Posed to respondents who have purchased from Stitch Fix.



N = 184

HAVE YOU EVER USED STITCH FIX'S DIRECT BUY OPTION?

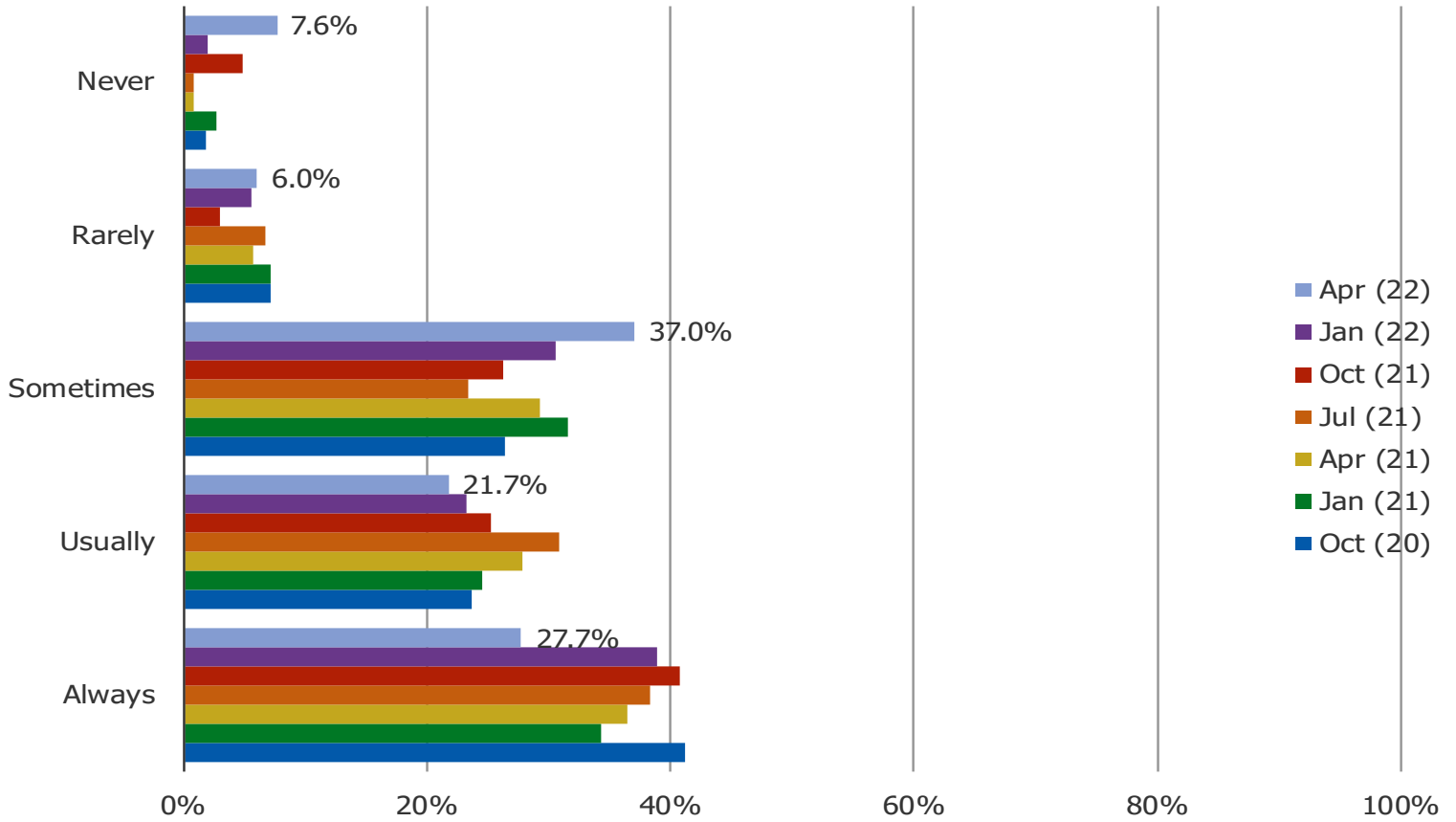
Posed to respondents who have purchased from Stitch Fix.



N = 184

WHEN YOU SEE SOMETHING YOU LIKE ON SHOP YOUR LOOKS, HOW OFTEN DO YOU CHECK TO SEE IF YOU CAN FIND THE ITEM FOR CHEAPER ON OTHER WEBSITES?

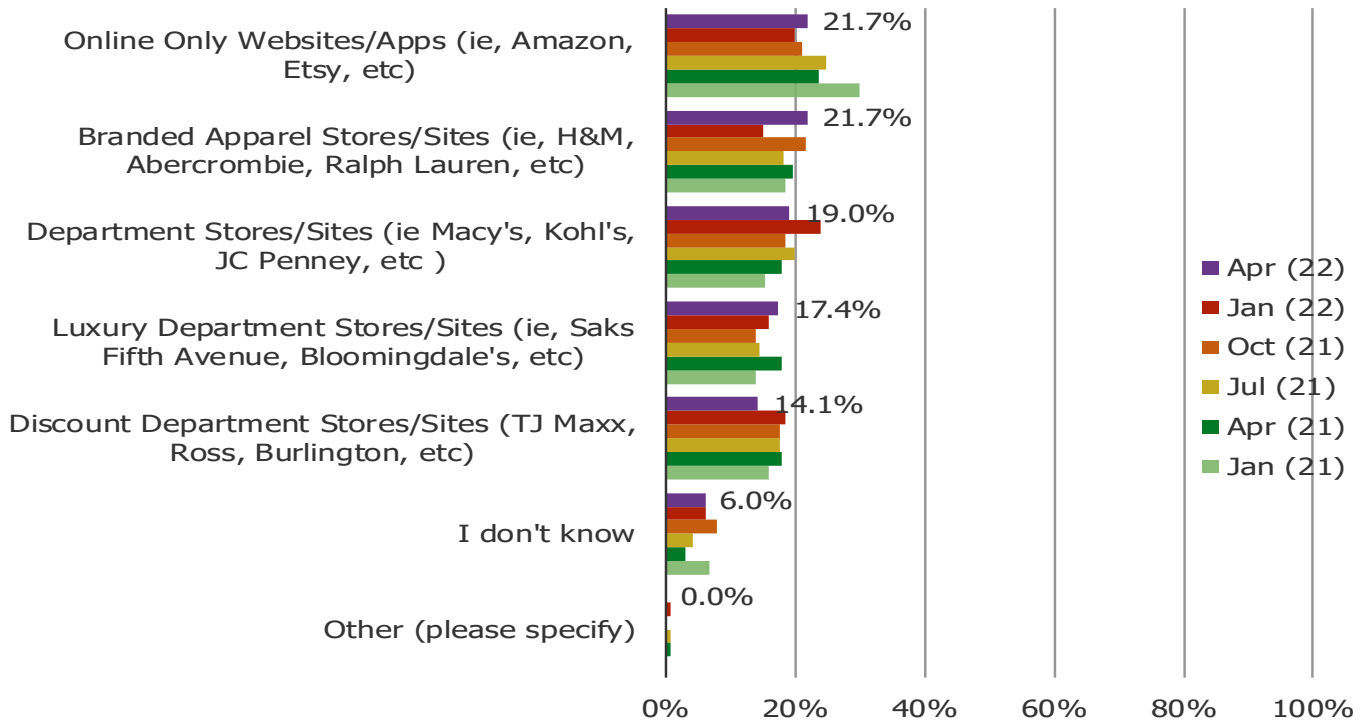
Posed to respondents who have purchased from Stitch Fix and have used the Direct Buy Option.



N = 184

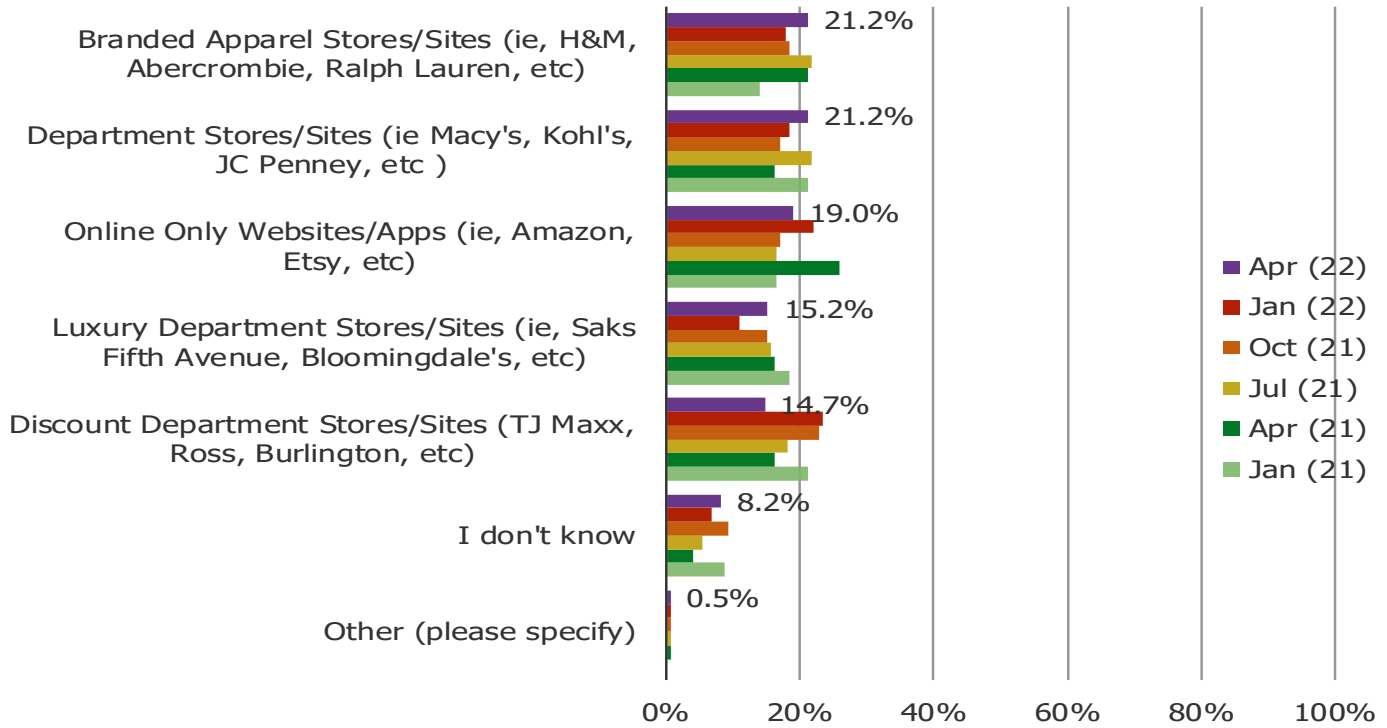
WHEN YOU PURCHASE FIXES FROM STITCH FIX, WHAT IS THAT PURCHASE TYPICALLY REPLACING? IE - IF YOU DIDN'T BUY THOSE CLOTHES FROM STITCH FIX, WHERE WOULD YOU HAVE BEEN GOING TO GET THEM?

Posed to all respondents who use Stitch Fix.



WHEN YOU PURCHASE DIRECT BUYS FROM STITCH FIX, WHAT IS THAT PURCHASE TYPICALLY REPLACING? IE - IF YOU DIDN'T BUY THOSE CLOTHES FROM STITCH FIX, WHERE WOULD YOU HAVE BEEN GOING TO GET THEM?

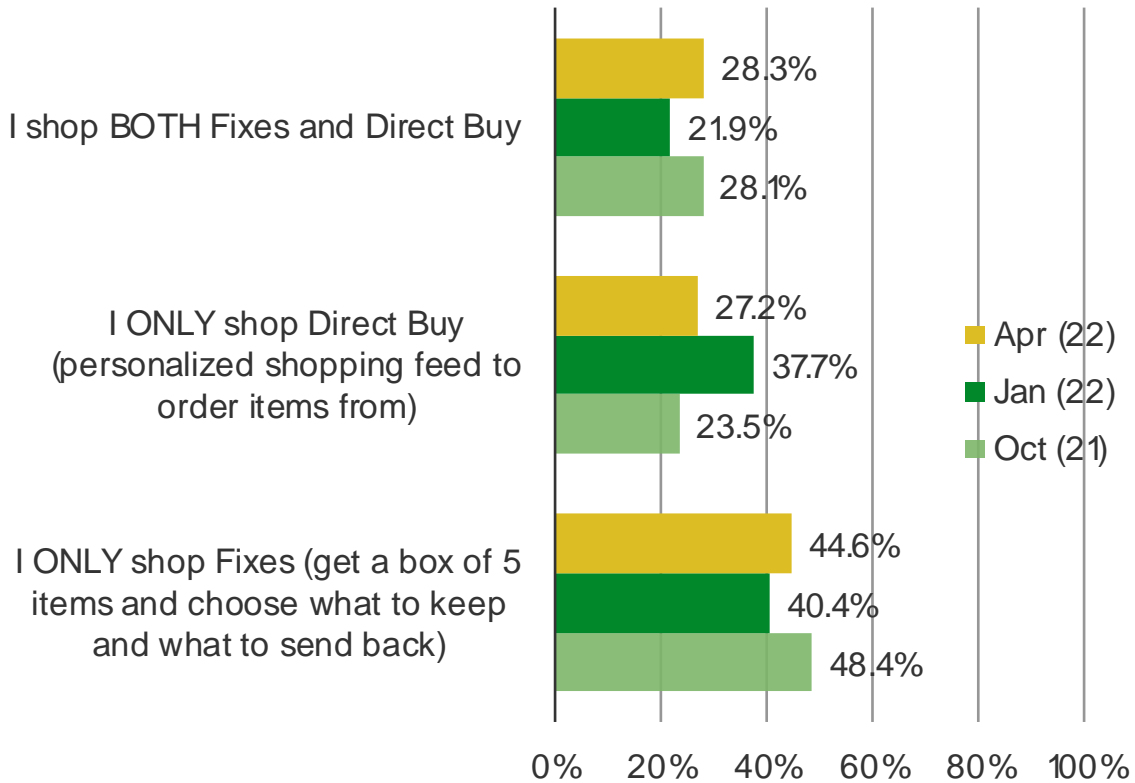
Posed to all respondents who use Stitch Fix.



STITCH FIX SHOPPING DYNAMICS

HOW DO YOU SHOP STITCH FIX?

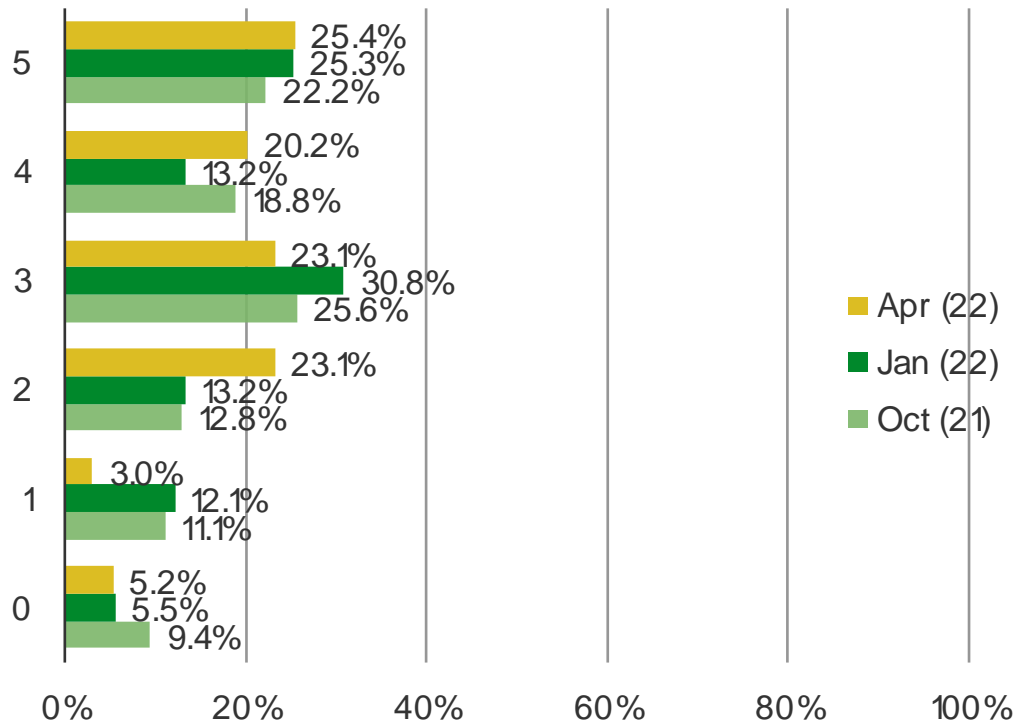
This question was posed to all respondents who use Stitch Fix.



N = 184

THINKING ABOUT THE MOST RECENT STITCH FIX BOX YOU ORDERED, HOW MANY OF THE ITEMS FROM THE BOX DID YOU KEEP?

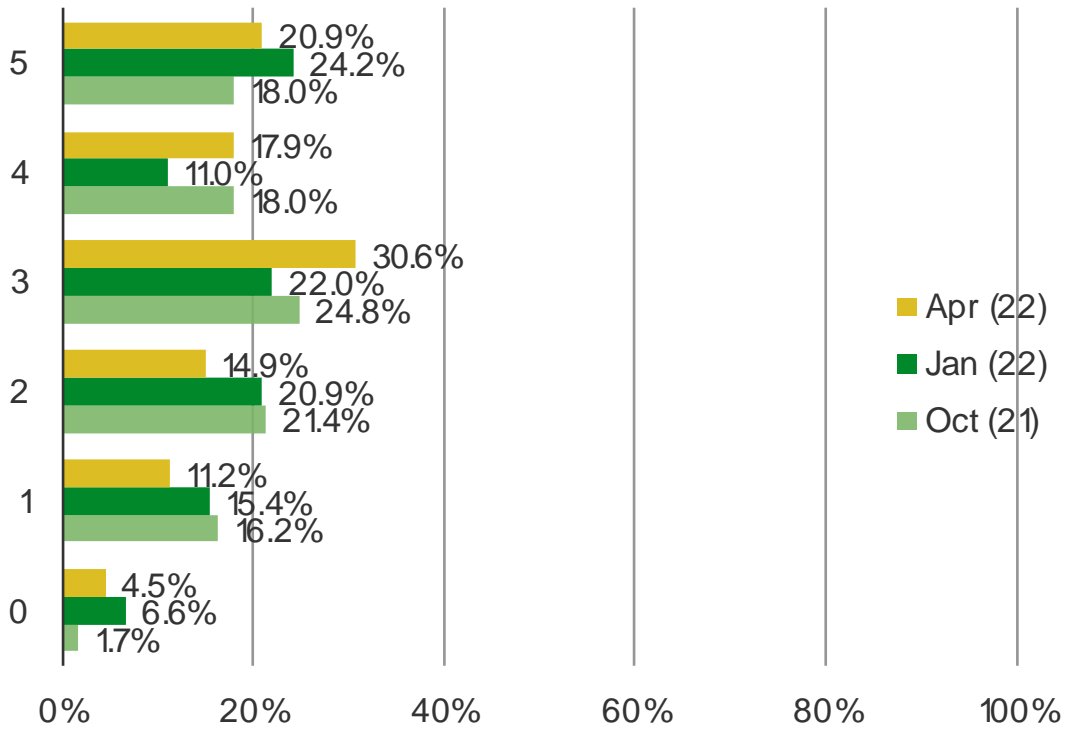
This question was posed to Stitch Fix customers who shop fixes.



N = 134

IN AN AVERAGE STITCH FIX BOX, HOW MANY ITEMS DO YOU TYPICALLY KEEP?

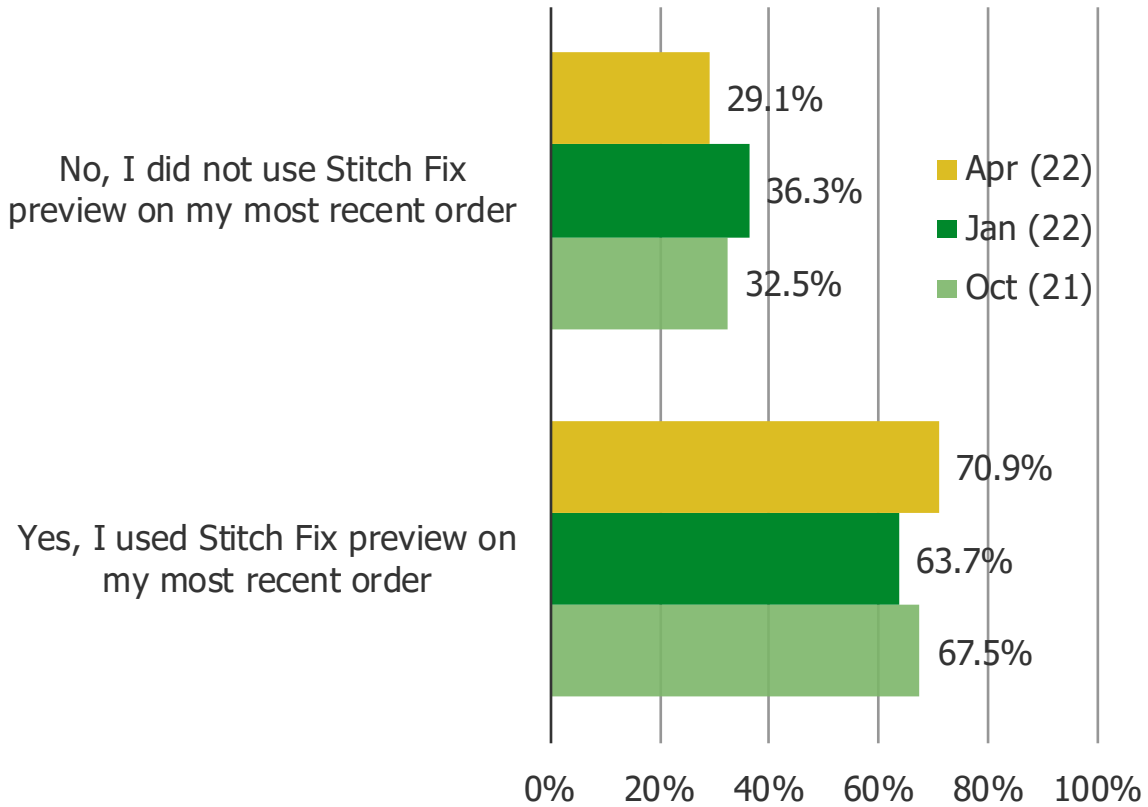
This question was posed to Stitch Fix customers who shop fixes.



N =134

THINKING ABOUT YOUR MOST RECENT STITCH FIX BOX THAT YOU ORDERED, DID YOU USE FIX PREVIEW BEFORE GETTING THE BOX? FIX PREVIEW IS A FEATURE THAT ALLOWS CUSTOMERS TO SELECT OR REJECT PROPOSED ITEMS BEFORE THEY ARE SENT TO YOU AS PART OF YOUR 5 ITEM FIX BOX.

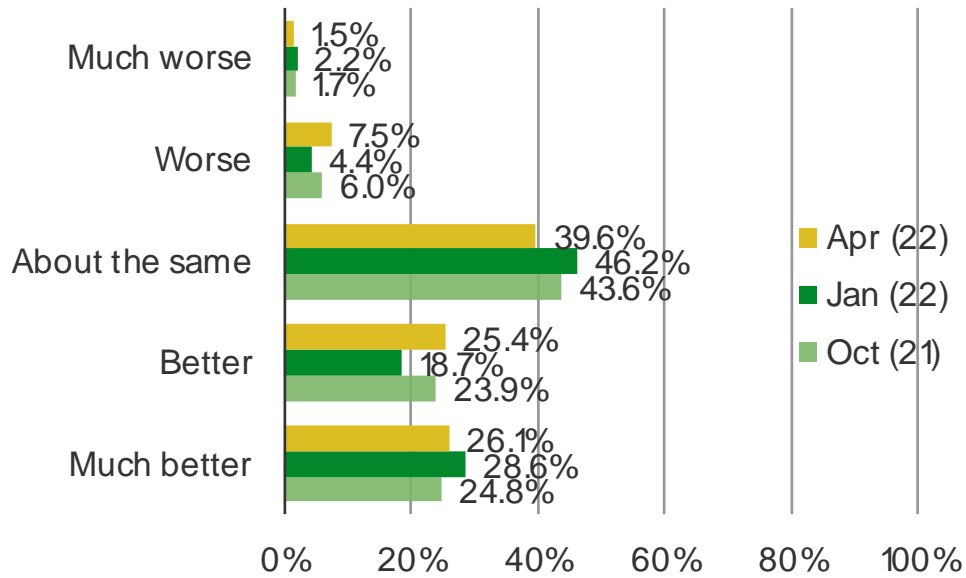
This question was posed to Stitch Fix customers who shop fixes.



N =134

WERE THE RECOMMENDATIONS IN THE FIX PREVIEW BETTER OR WORSE THAN THE ITEMS YOU WOULD TYPICALLY RECEIVE IN A FIX WITHOUT PREVIEW?

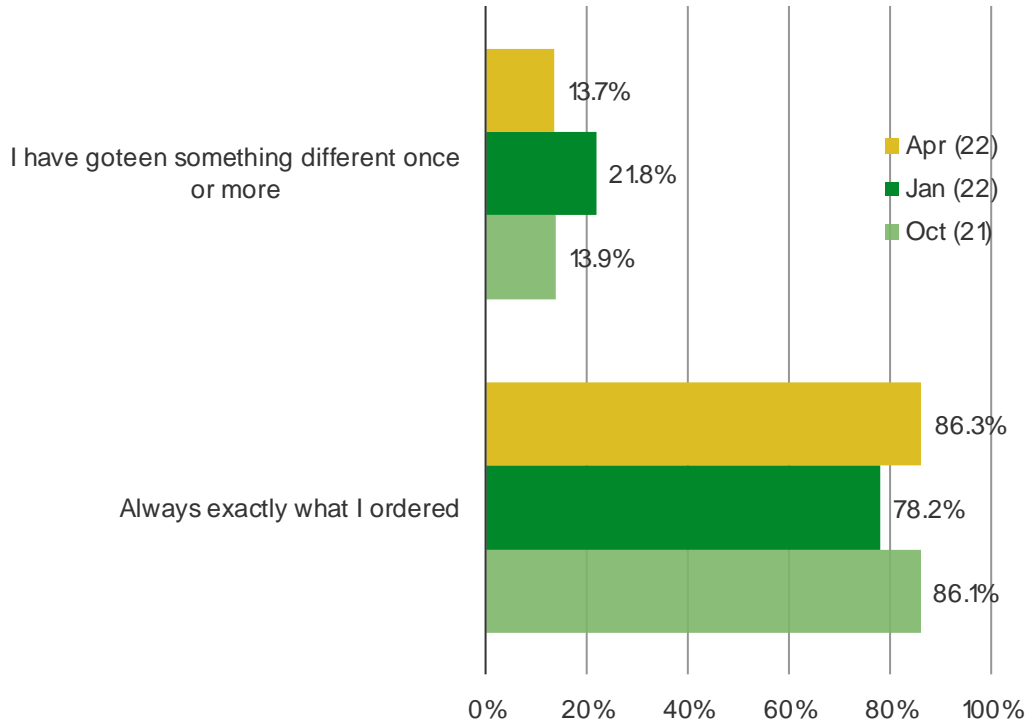
This question was posed to Stitch Fix customers who shop fixes and used preview.



N =134

WHEN YOU ORDER THROUGH DIRECT BUY, DO YOU ALWAYS GET THE EXACT ITEM YOU ORDERED OR HAVE YOU HAD INSTANCES IN WHICH YOU HAVE GOTTEN SOMETHING SLIGHTLY OR ENTIRELY DIFFERENT?

This question was posed to Stitch Fix customers who shop Direct Buy.



N = 102