

**Bespoke Market Intelligence**

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# **CROX, Volume 4**

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**May 2022**

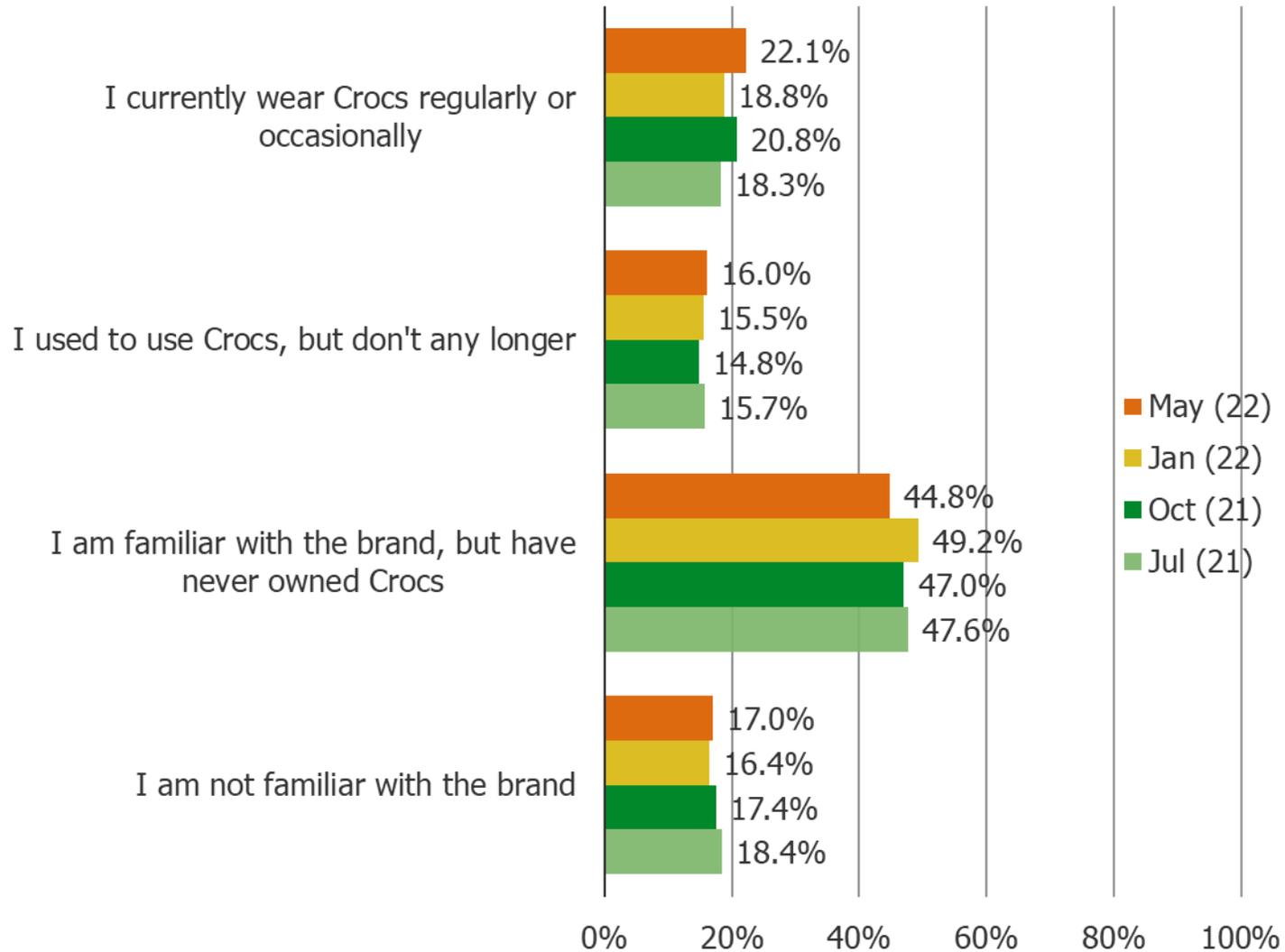
**Survey of 1,260 US Consumers Balanced to Census**

## Cross Engagement

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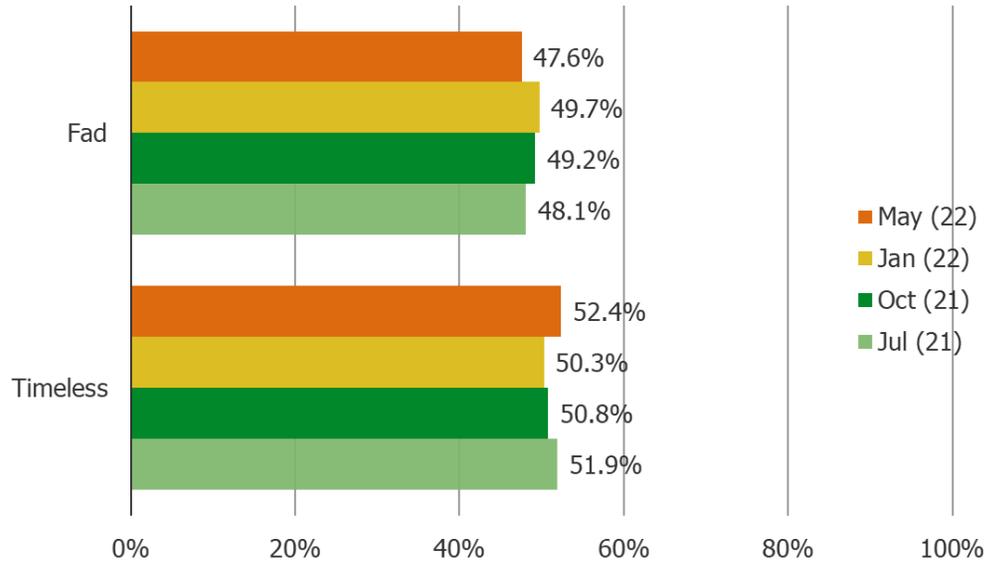
Which best describes your experience with the Crocs footwear brand?

Posed to all respondents (N = 1260).

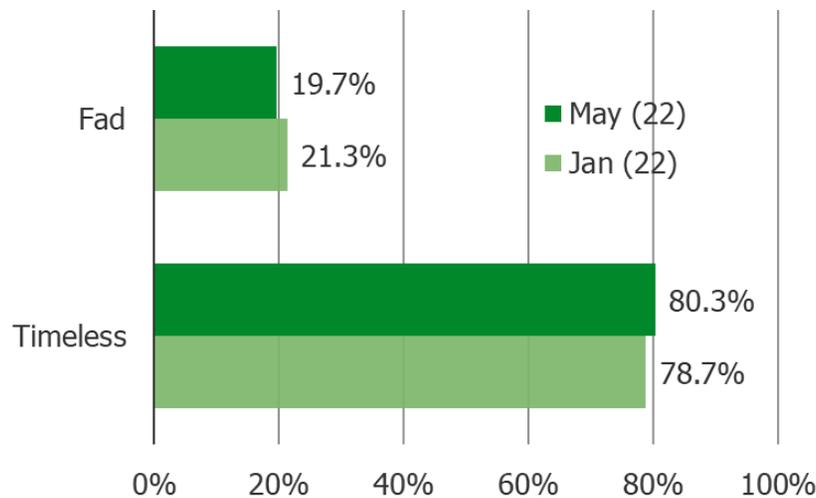


Which of the following best describes Crocs, in your opinion?

Posed to respondents who have heard of Crocs (N = 1046)



Posed to current Crocs users.

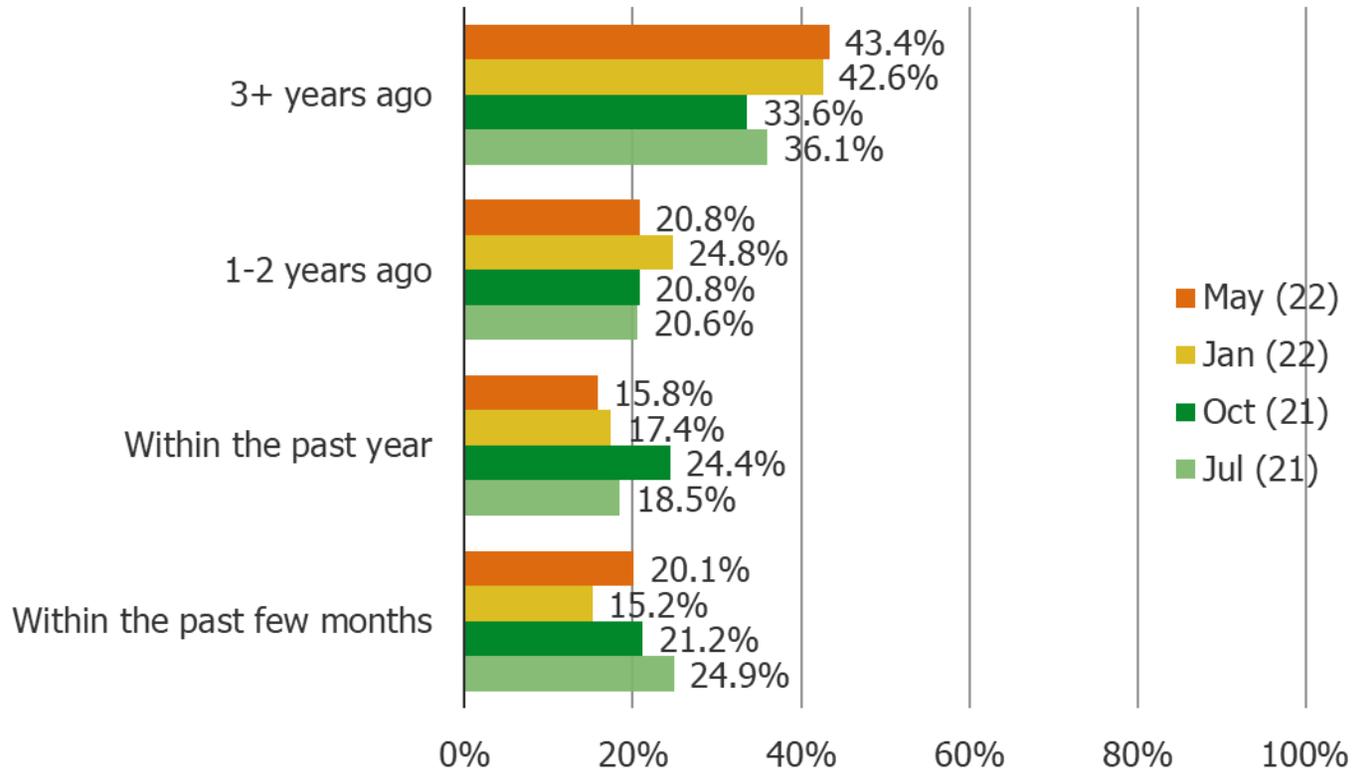


## Cross Owners Sentiment and Behavior

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### When did you start wearing Crocs for the first time?

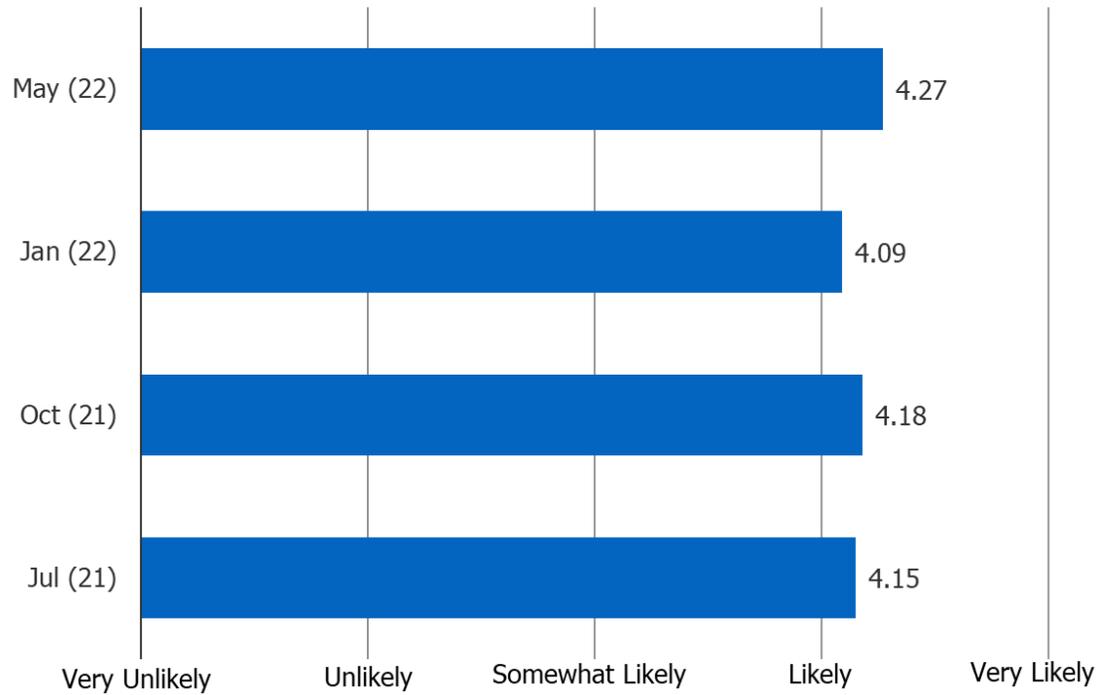
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 279

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

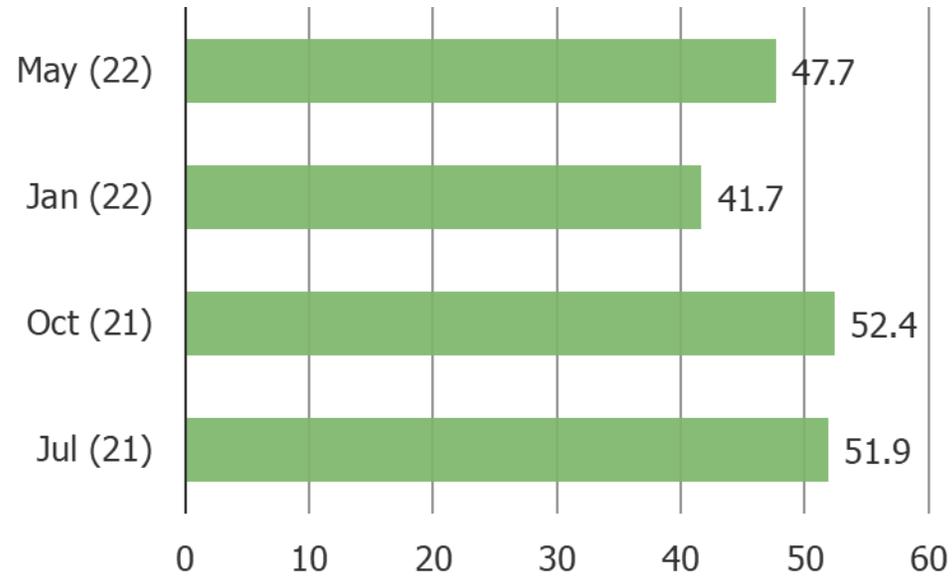
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 279

### What percentage of your footwear closet is dedicated to Crocs?

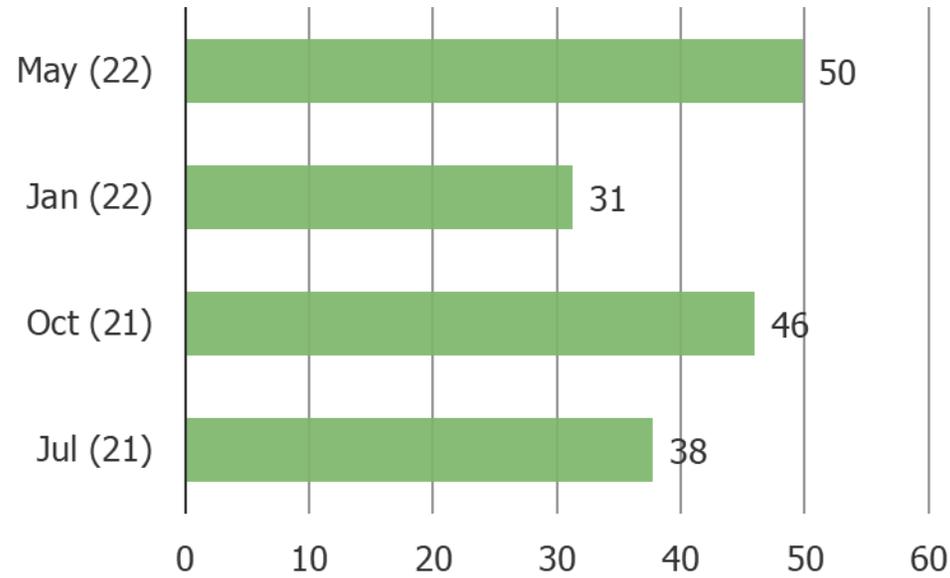
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 279

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

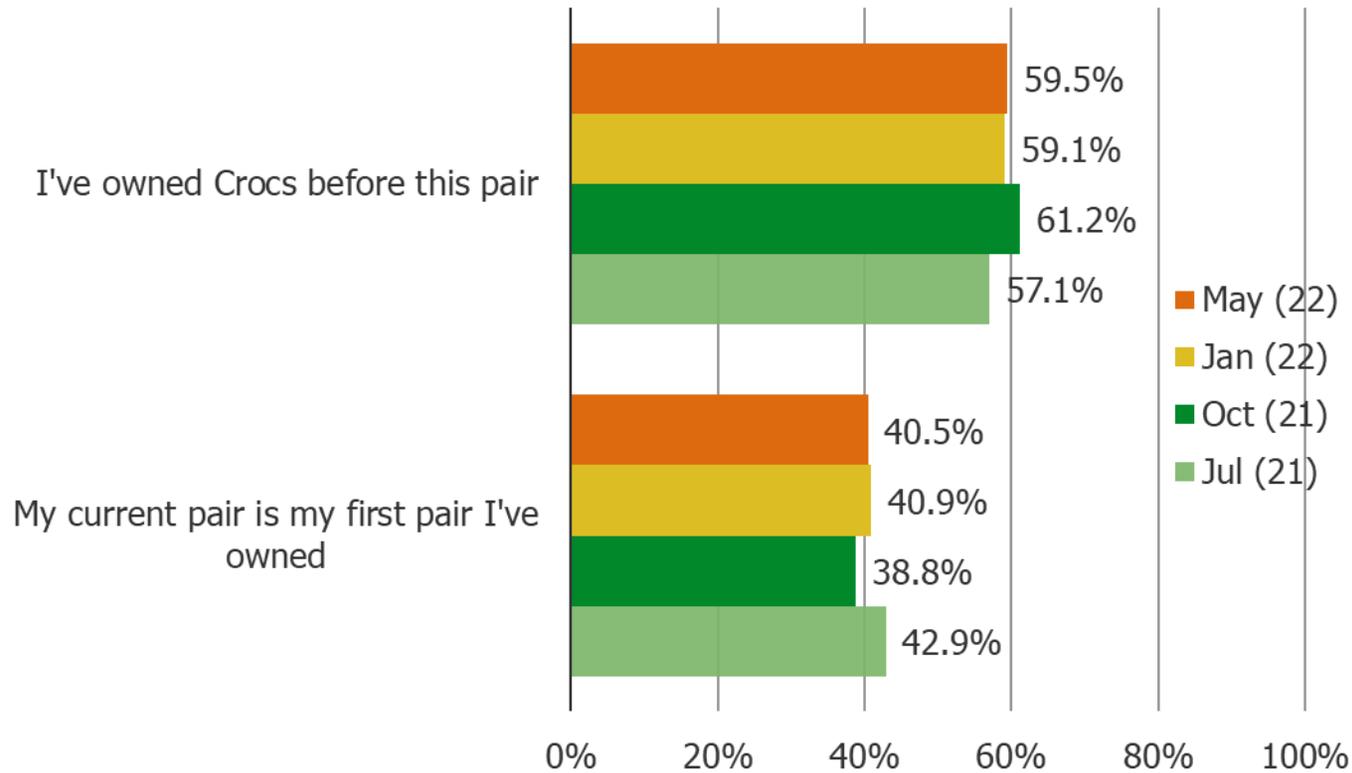
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 279

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

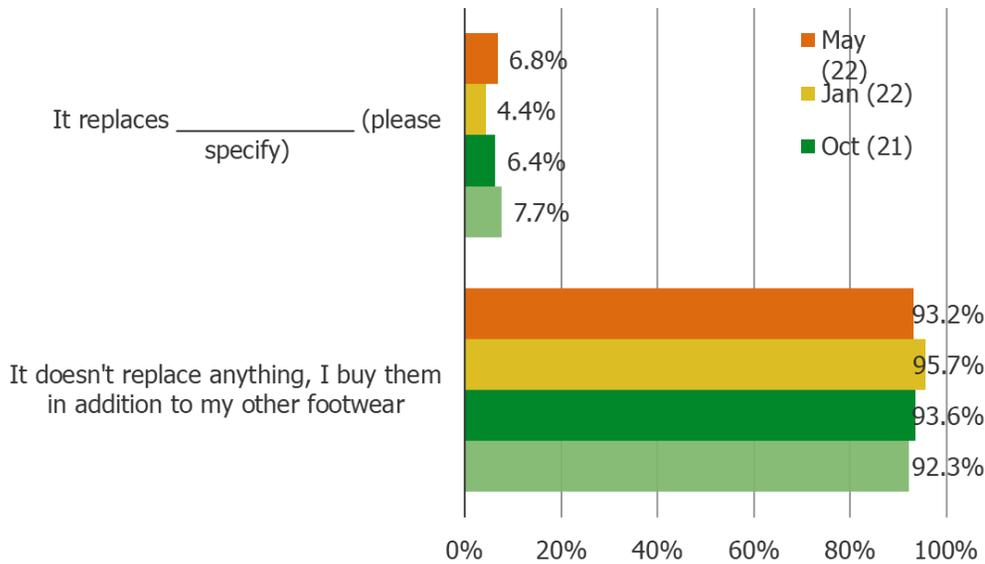
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 279

**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.



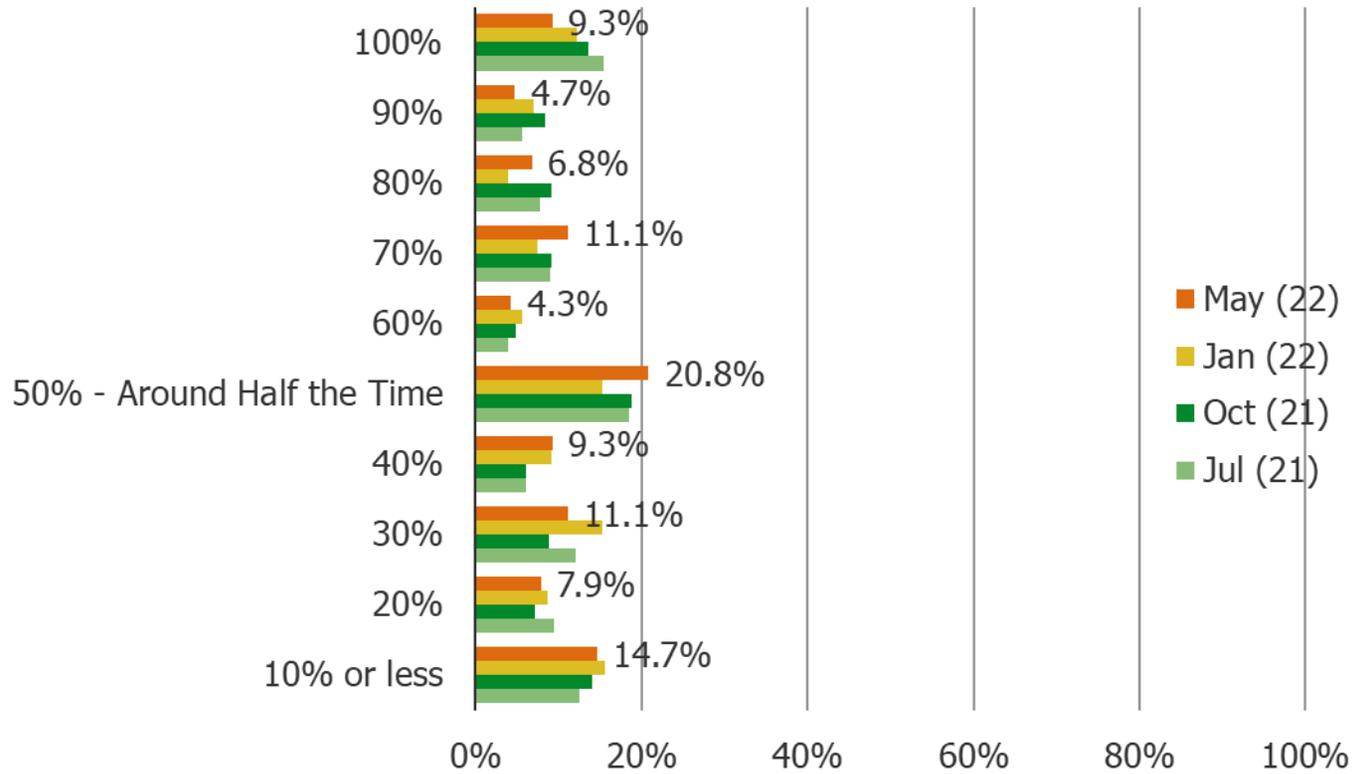
Brands mentioned by the small number of respondents who said their Crocs purchases replace purchases of other brands include:

- Nike
- Adidas
- Skechers

N = 279

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

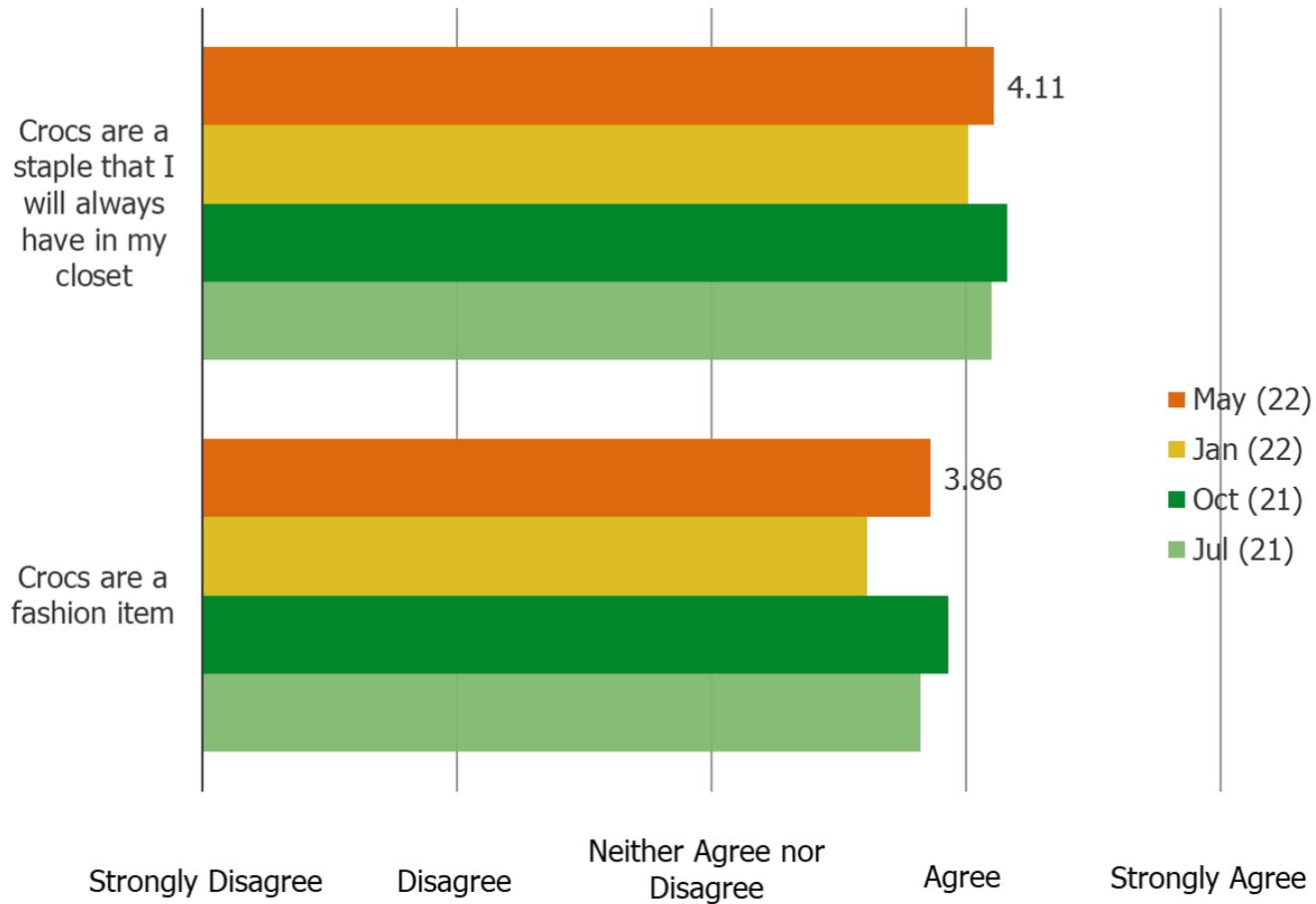
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 279

**How much do you agree with the following statements:**

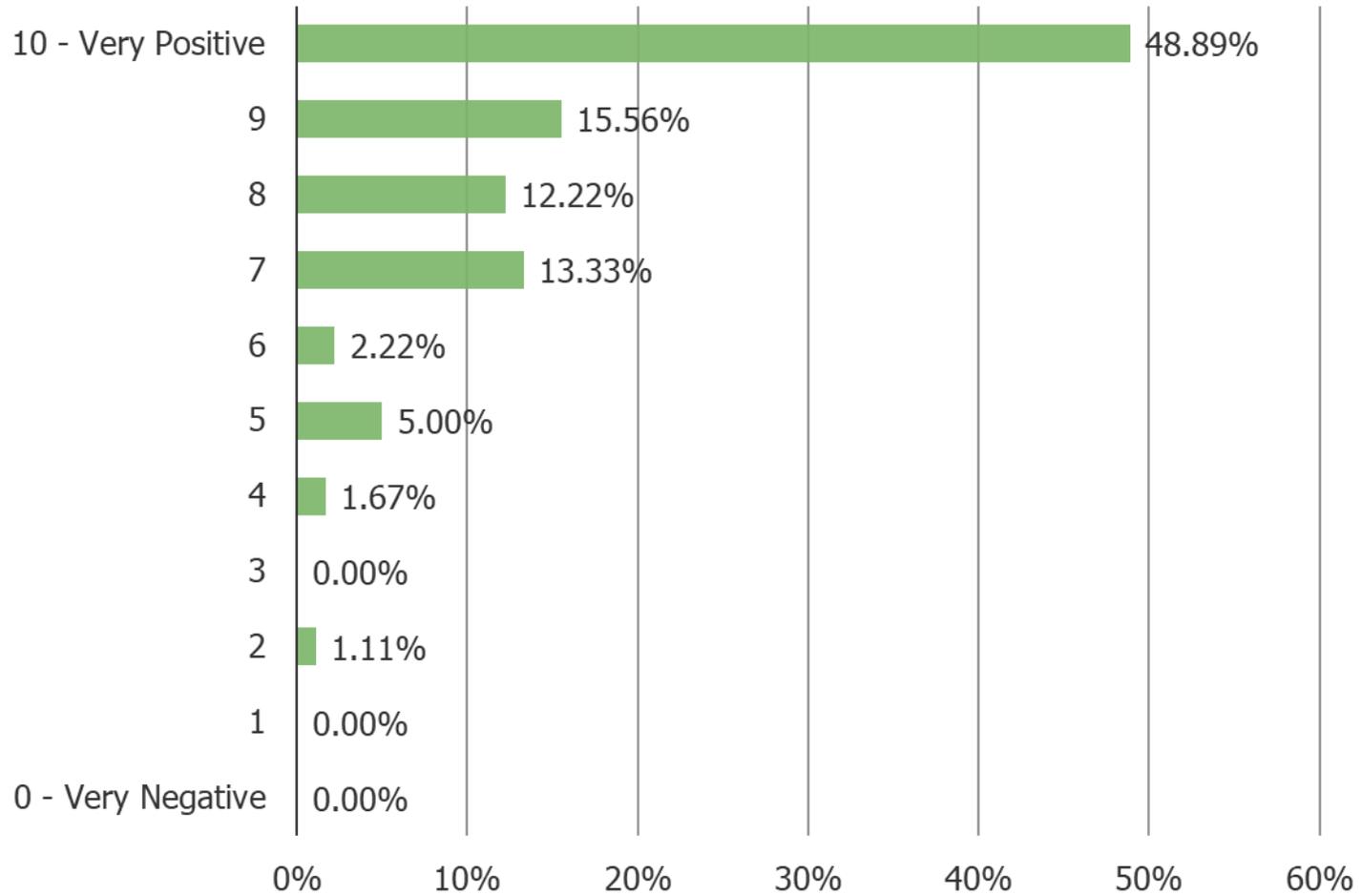
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 279

### What is your opinion of the Crocs footwear brand?

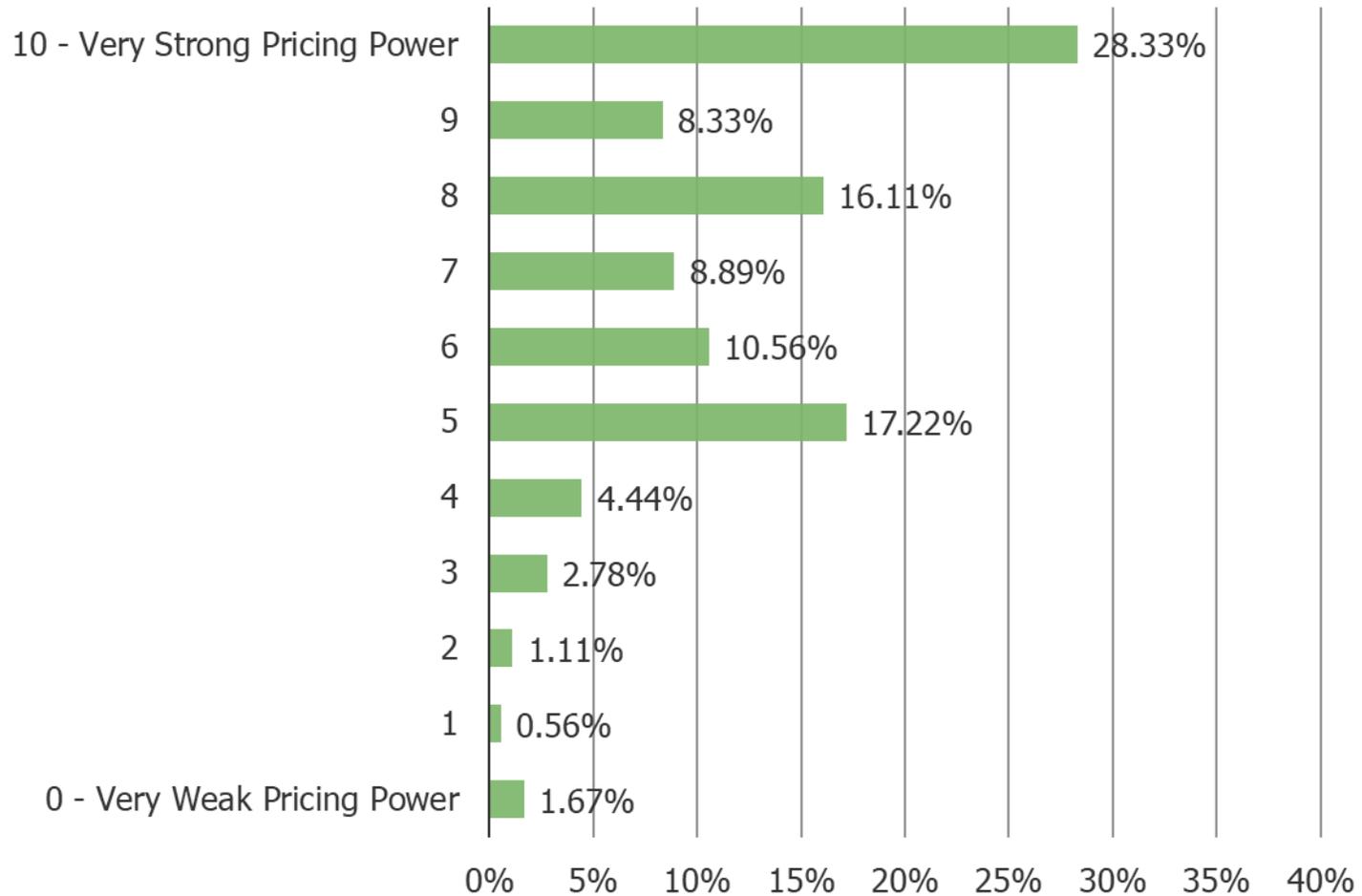
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 180

**In your opinion, how much pricing power do you think the Crocs brand possesses? IE – how much can they raise prices without impacting how desirable their footwear is to purchase?**

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



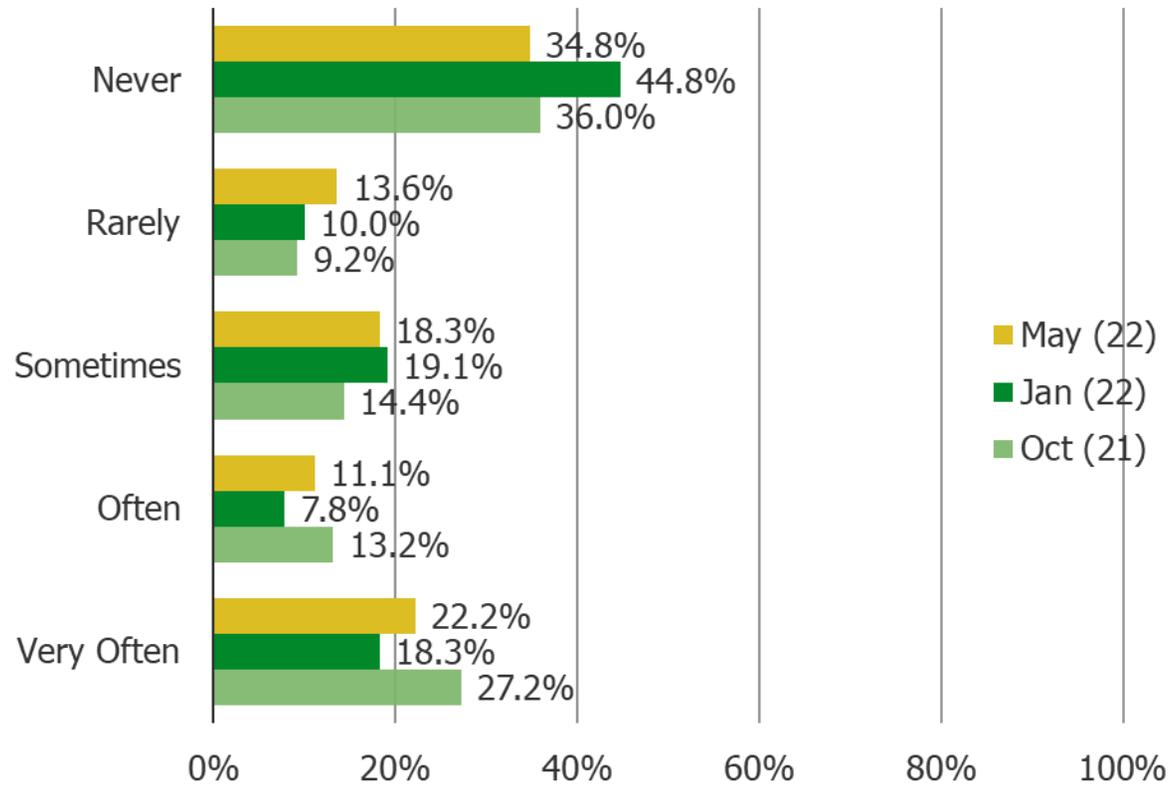
N = 180

## Crocs Owners | Jibbitz Feedback

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### Do you purchase Jibbitz for your Crocs?

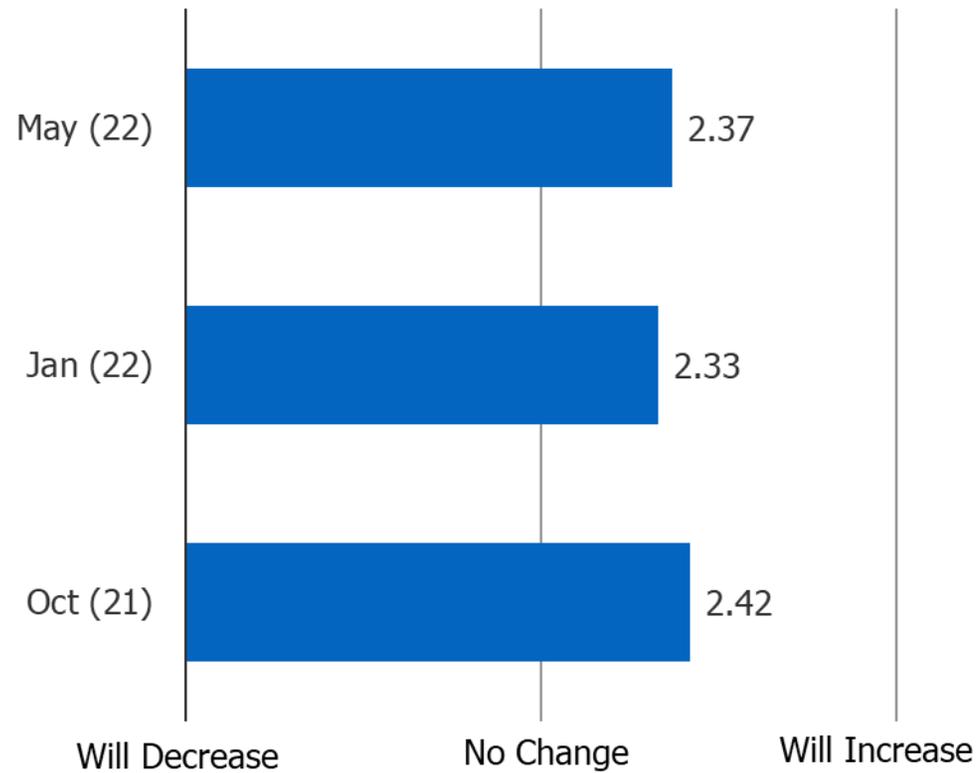
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 279

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

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



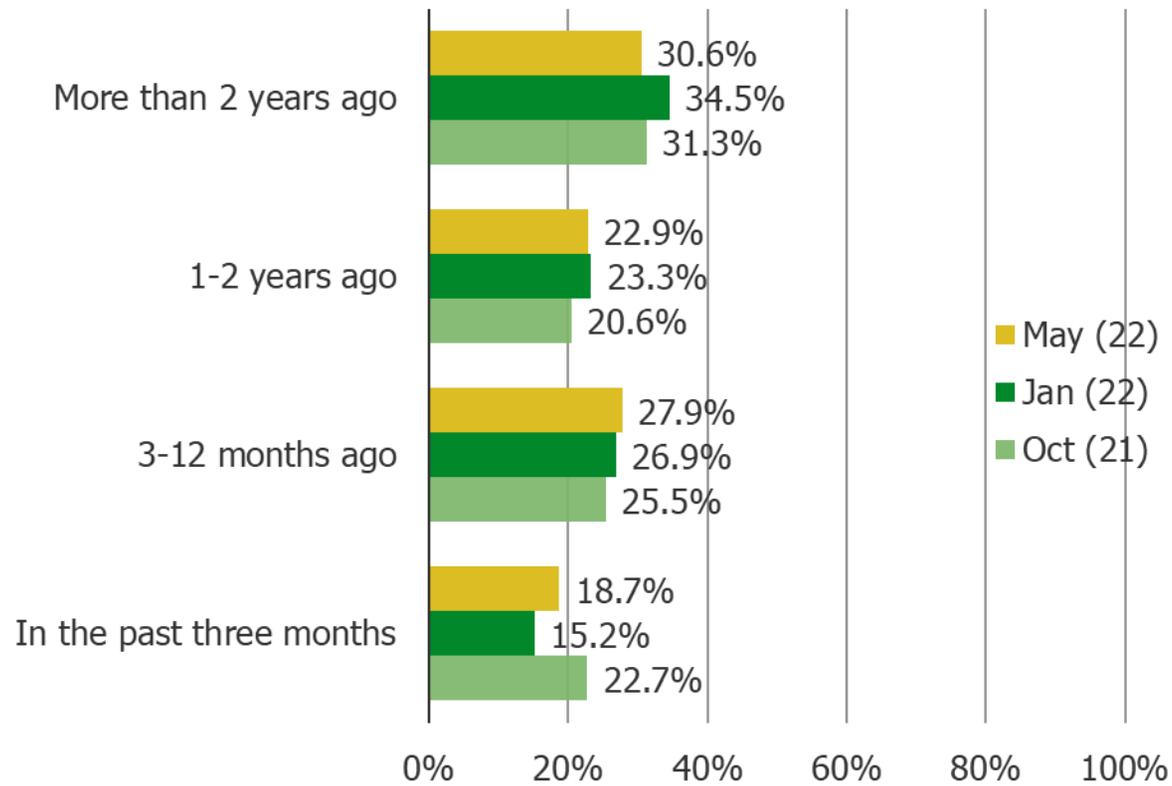
N = 279

## Government Stimulus and Crocs

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

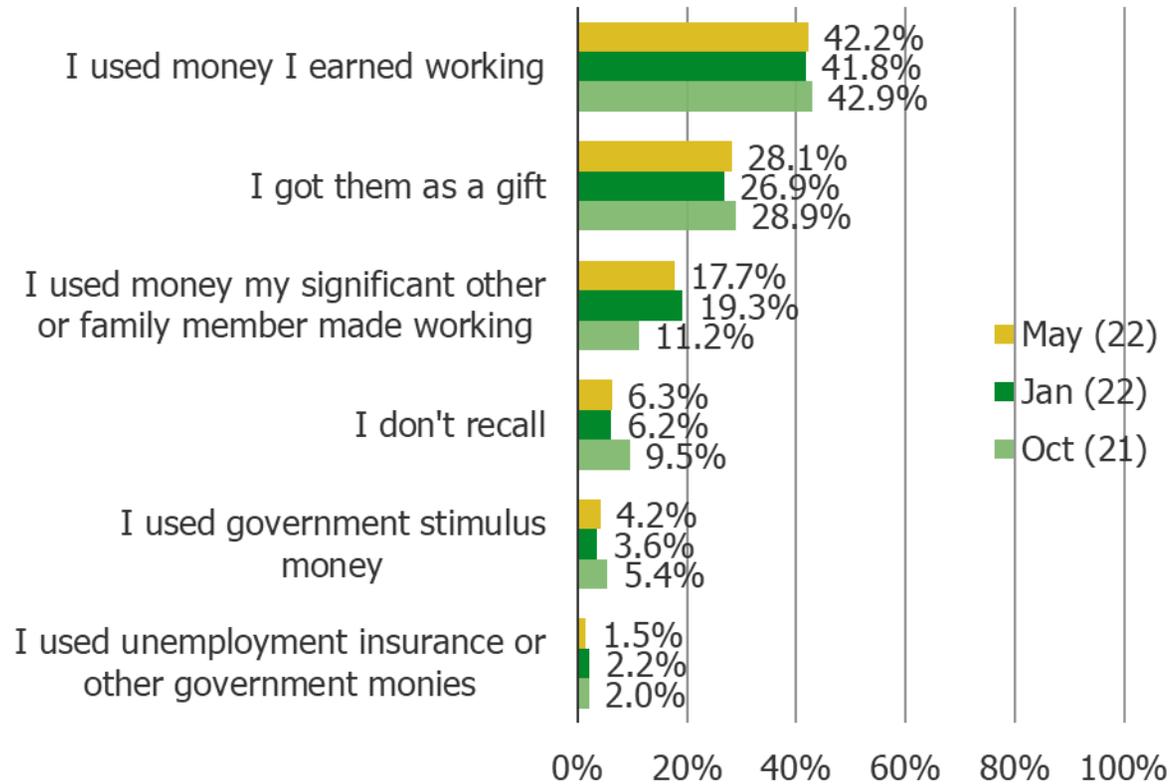
Posed to respondents who either currently wear Crocs OR used to wear Crocs in the past but don't any longer.



N = 481

**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?**

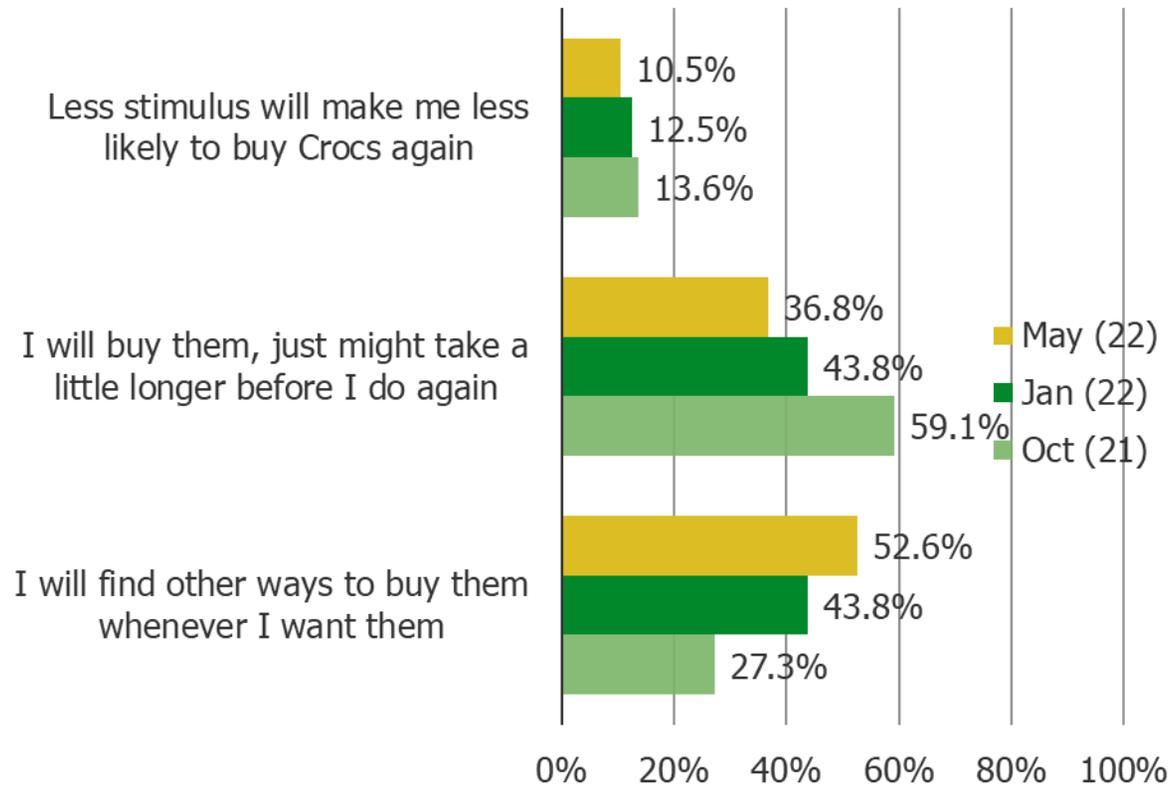
Posed to respondents who said they purchased Crocs in the past two years.



N = 334

**With less government stimulus or unemployment insurance going forward, will you change how often you buy Crocs going forward?**

Posed to respondents who said they purchased Crocs in the past two years via unemployment insurance or other government monies.



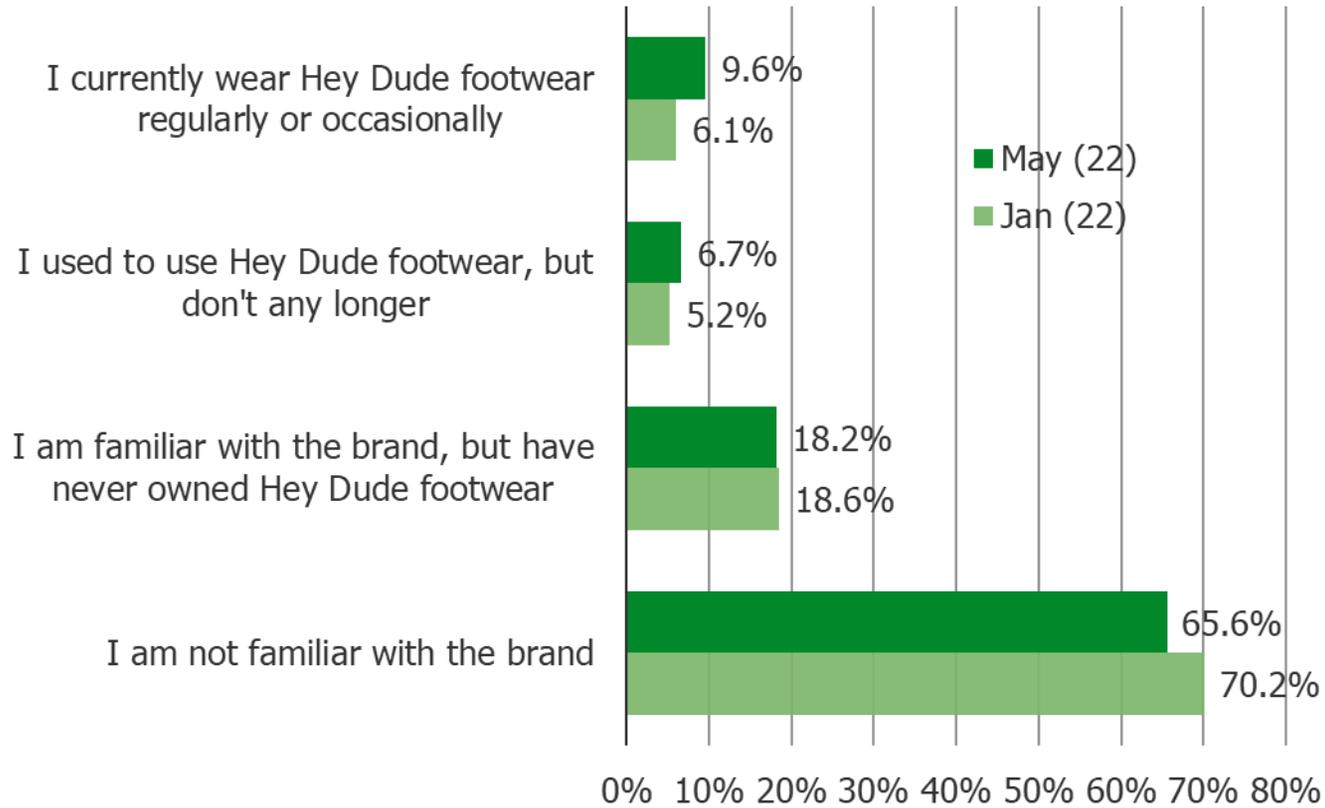
N = 19

## Hey Dude Footwear

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Which best describes your experience with Hey Dude footwear?

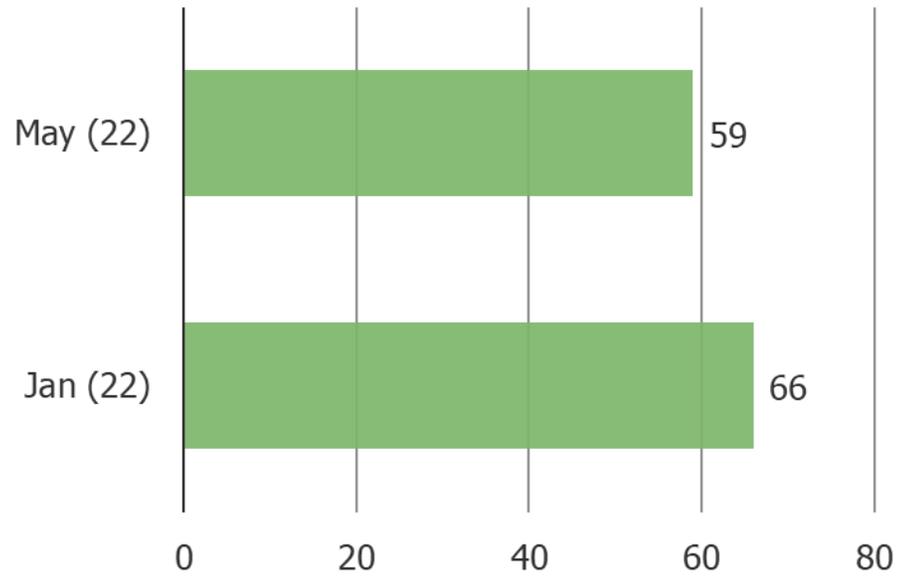
Posed to all respondents.



N = 1260

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

Posed to current Hey Dude users.



N = 206

### What do you like about Hey Dude footwear?

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

May 2022: N = 205

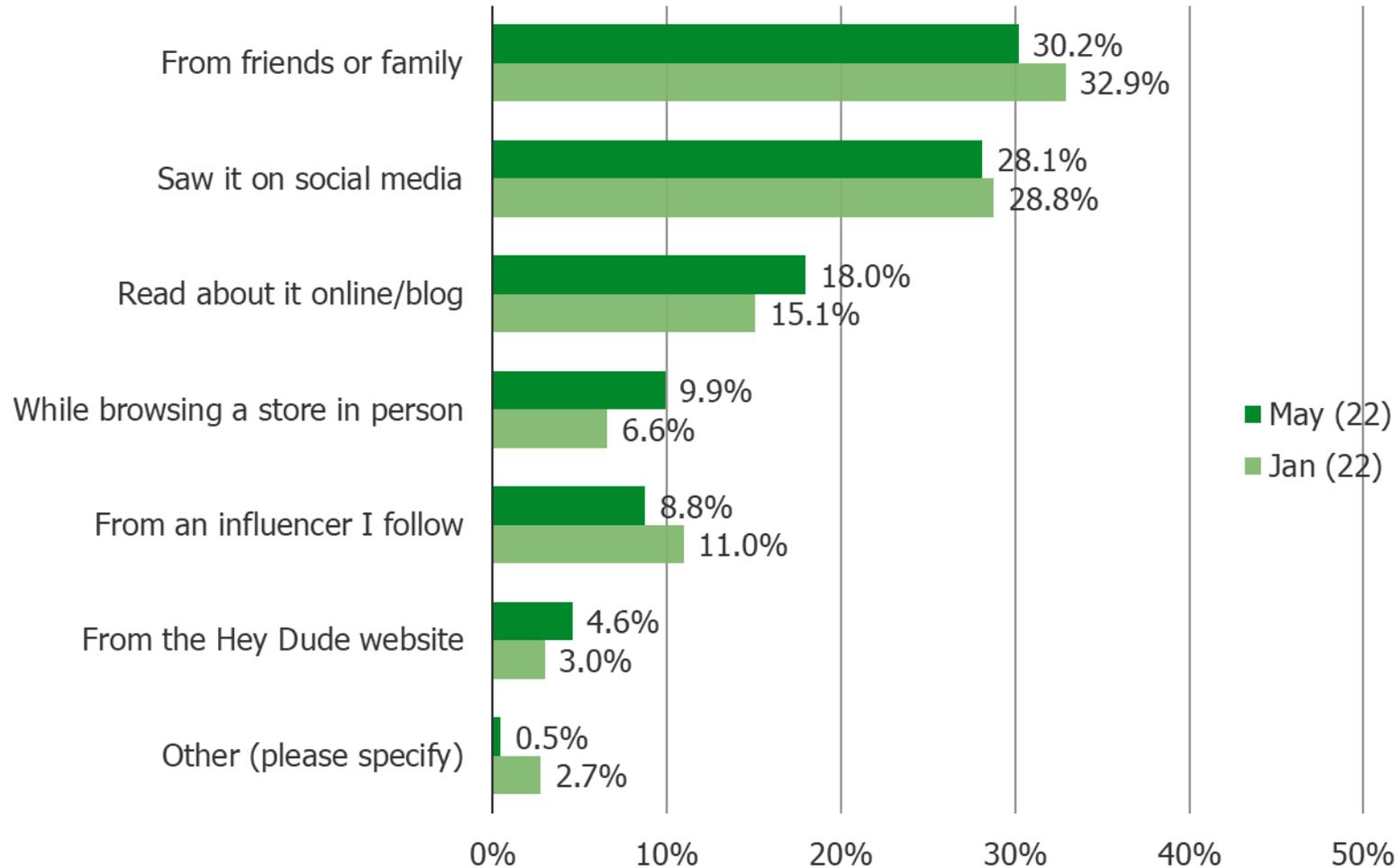


January 2022: N = 138



### How did you first hear about Hey Dude footwear?

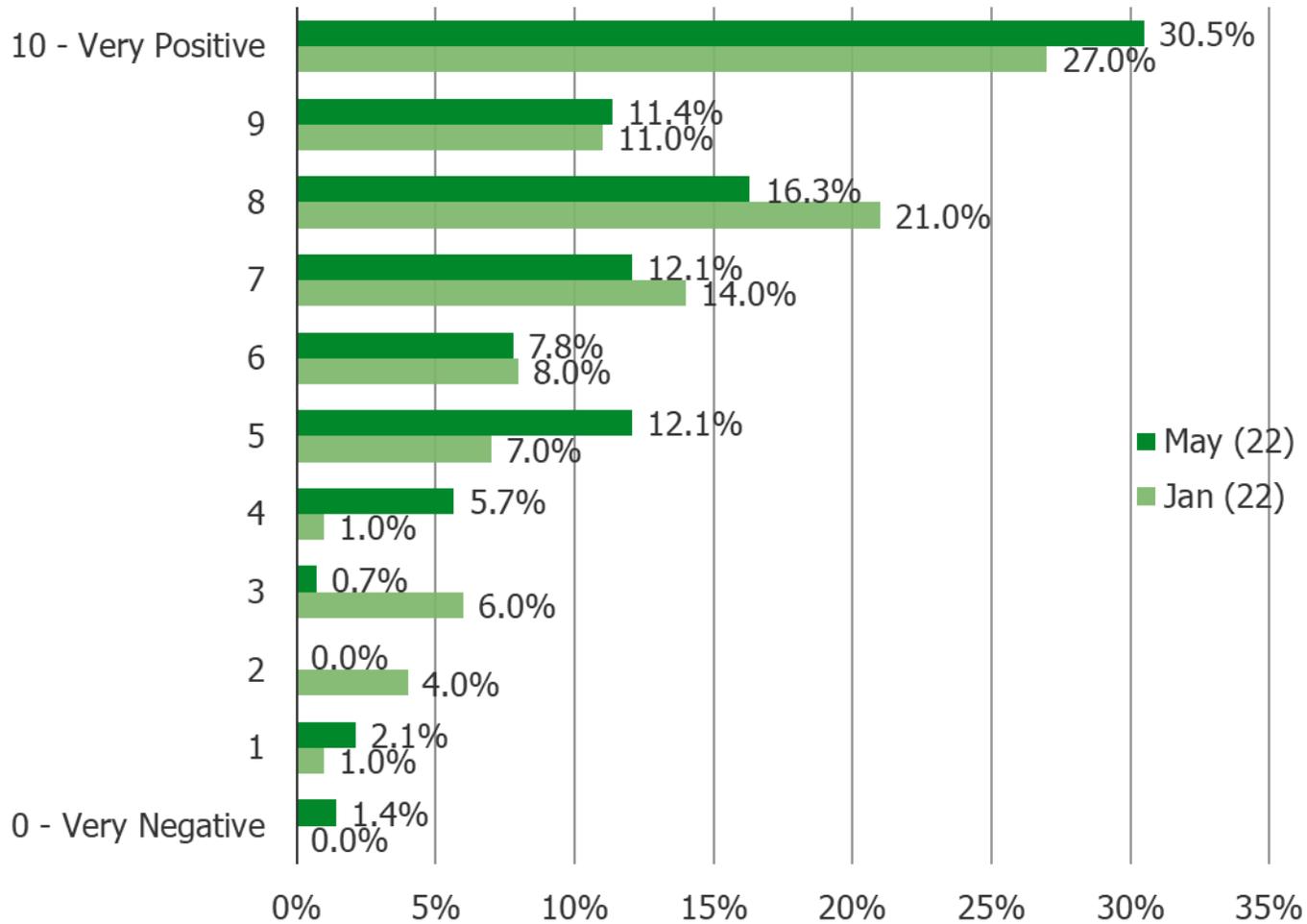
Posed to respondents who have used Hey Dude footwear (current and former users).



N = 205

### What is your opinion of Hey Dude footwear?

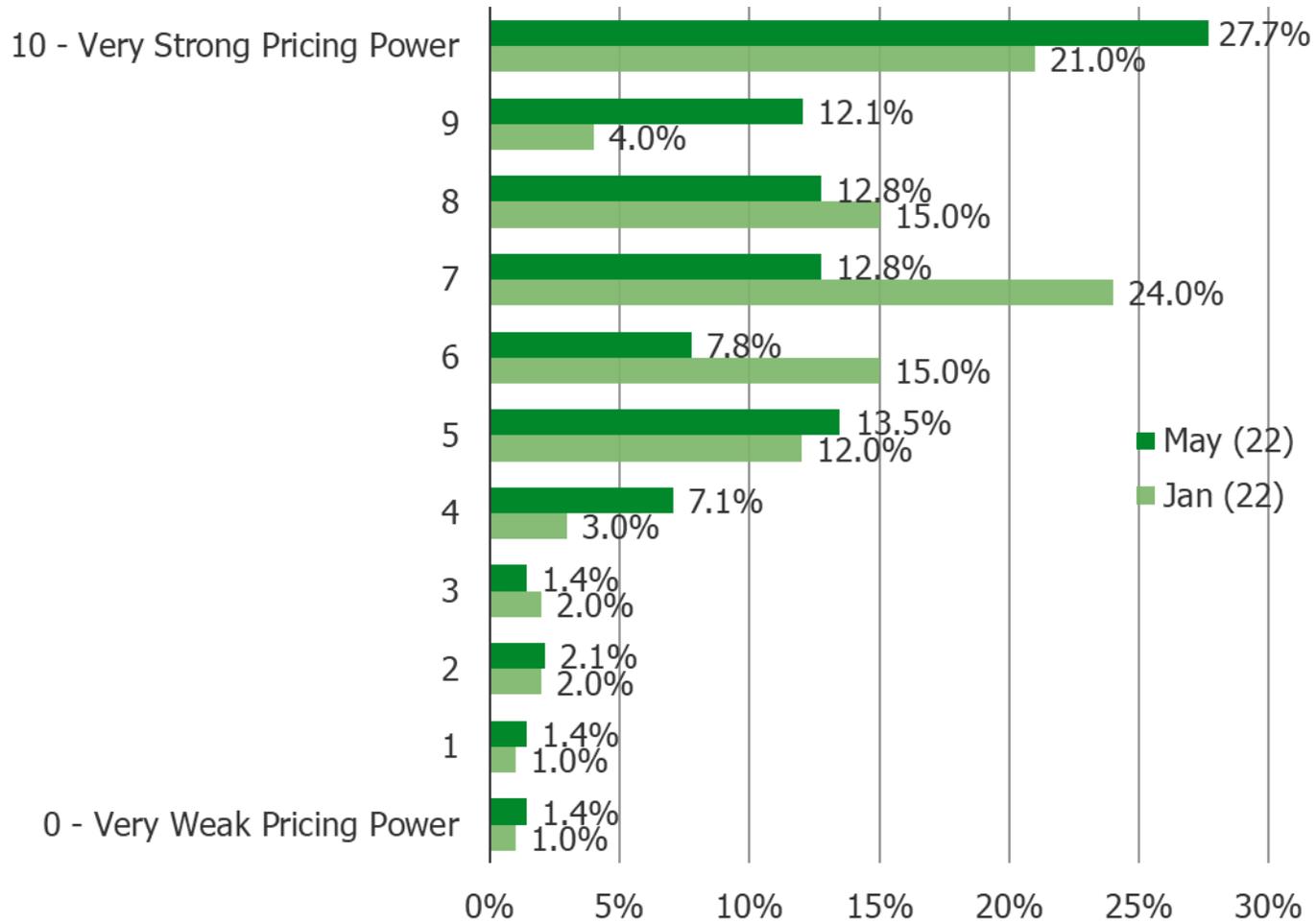
Posed to respondents who have heard of Hey Dude.



N = 141

**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.

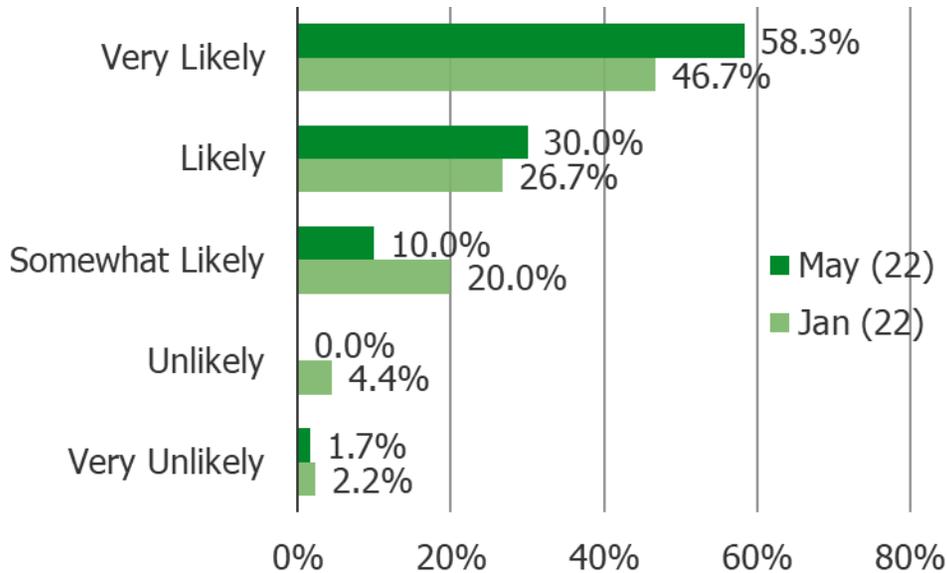


N = 141

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

