

BESPOKE SURVEYS

Online Personal Clothing Styling Vol 8

1500+ US Consumers Balanced to Census



CHECK BREAKDOWN: SFIX

TREND CHECKS

SFIX CUSTOMER ENGAGEMENT

The share of consumers who have made a purchase from Stitch Fix declined sequentially but is tracking about in-line with historical trends. Customers of Stitch Fix are primarily drawn to the convenience of the service, but they also like Stitch Fix because they can find stylish clothes.

AWARENESS

The percentage of non-users who are familiar with what Stitch Fix is remains stubbornly low.

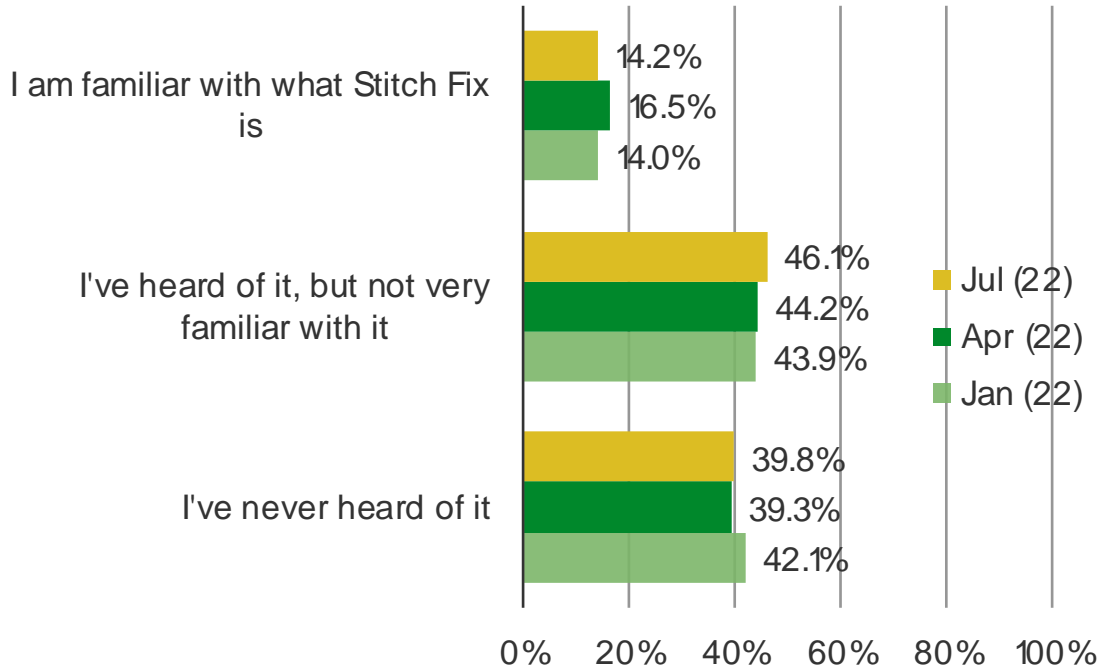
SFIX VS. SOCIAL MEDIA

Consumers continue to favor Stitch Fix clothing suggestions relative to clothing in ads seen in social media.

STITCH FIX SHOPPING DYNAMICS

HAVE YOU HEARD OF STITCH FIX?

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

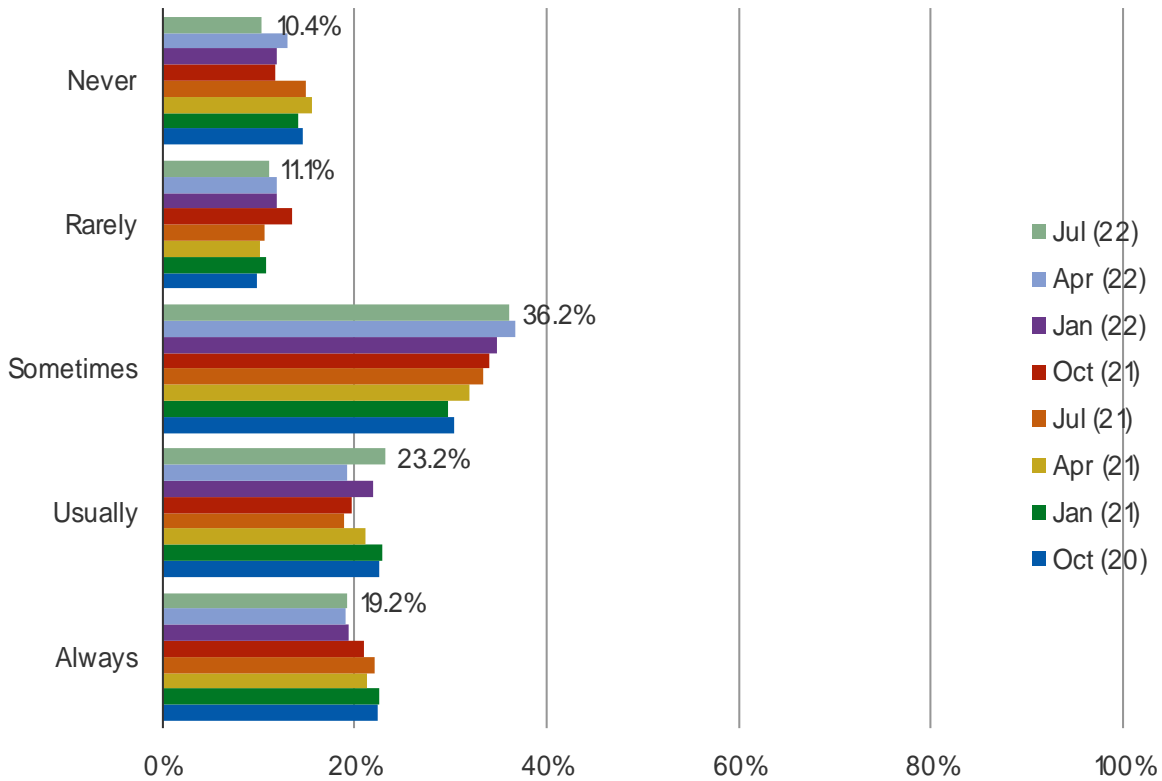


N = 1383

STITCH FIX DEEP DIVE

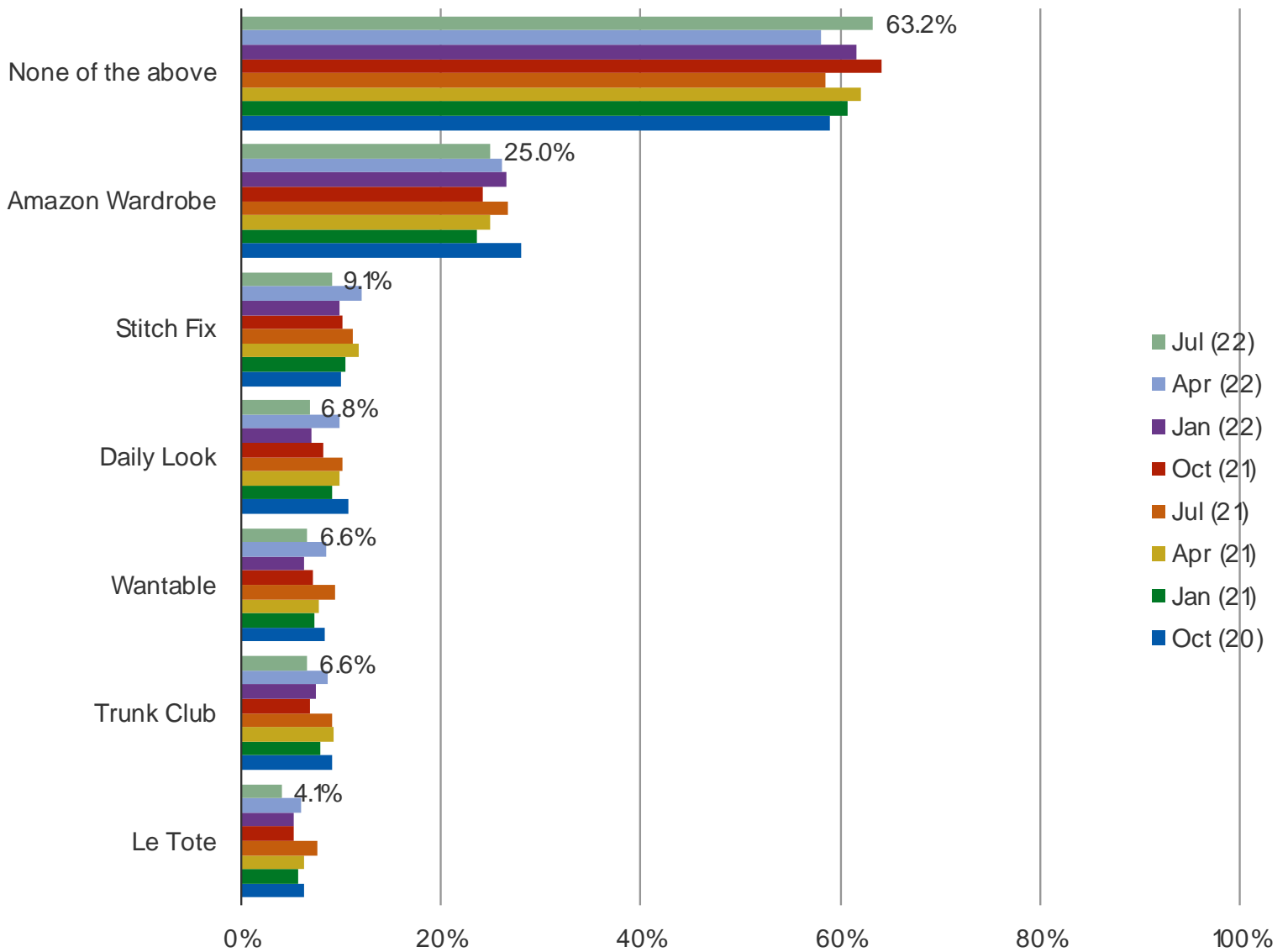
WHEN SHOPPING FOR CLOTHES ONLINE, HOW OFTEN DO YOU CHECK TO SEE IF A PRODUCT YOU LIKE IS AVAILABLE FOR CHEAPER ON OTHER WEBSITES/APPS?

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.

Because it's fast and I can see before I buy

Great price

It's easier

More things to buy

It is very fast and efficient

Its cheaper

I don't have to pick out my own clothes

Price are lower

Style

Because of it outstanding design

I like the quality and selection

Prices

I love the brand and designs

Better quality and selection

I LOVE the idea of having a stylist help get me out of my comfort zone by picking things for me.

This brand is amazing and easy to use.

Cheaper prices

it was convenient

Amazing selection

Free returns

Style

They have good styles for my children

They are the best

Style

Because Of The Price

Convenience

I love their clothes much

its easy to use

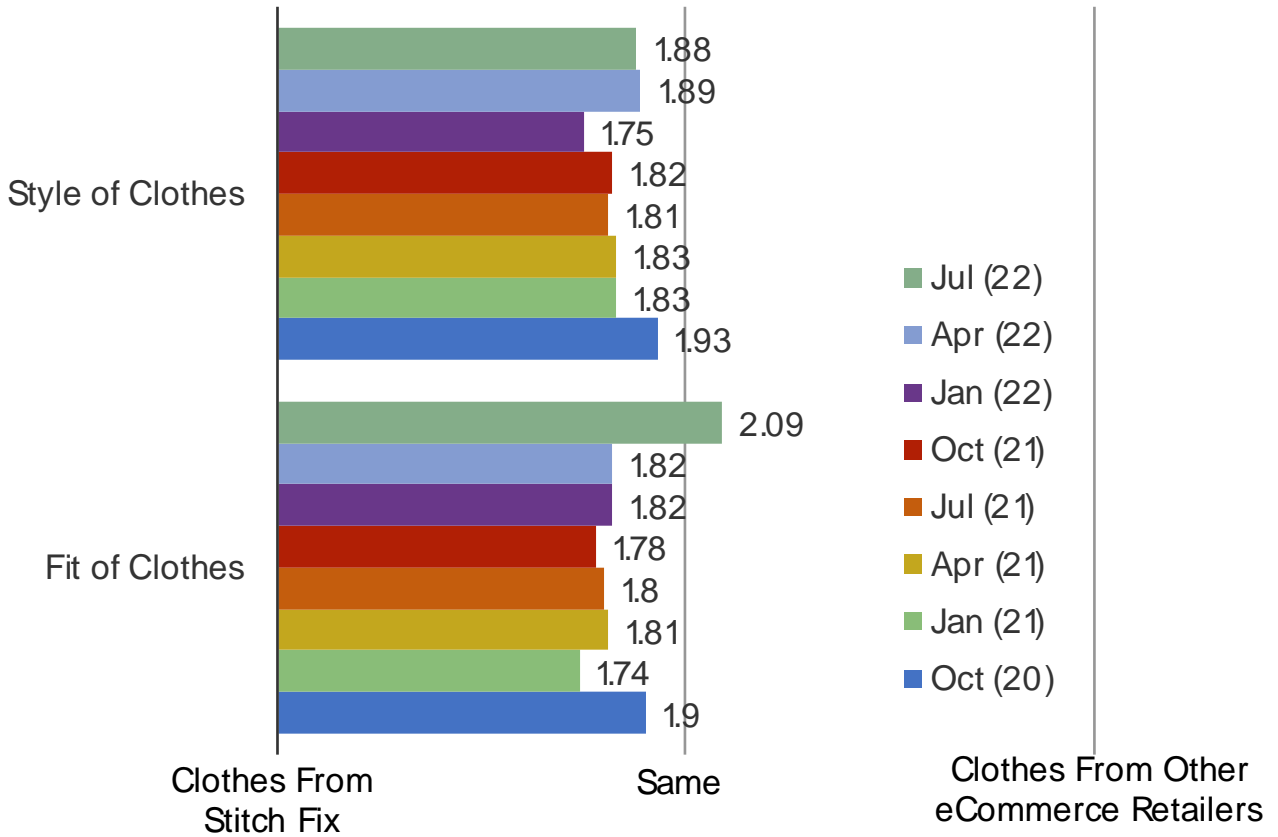
Like their prices

Convenience

N = 138

WHICH DO YOU LIKE BETTER WHEN IT COMES TO:

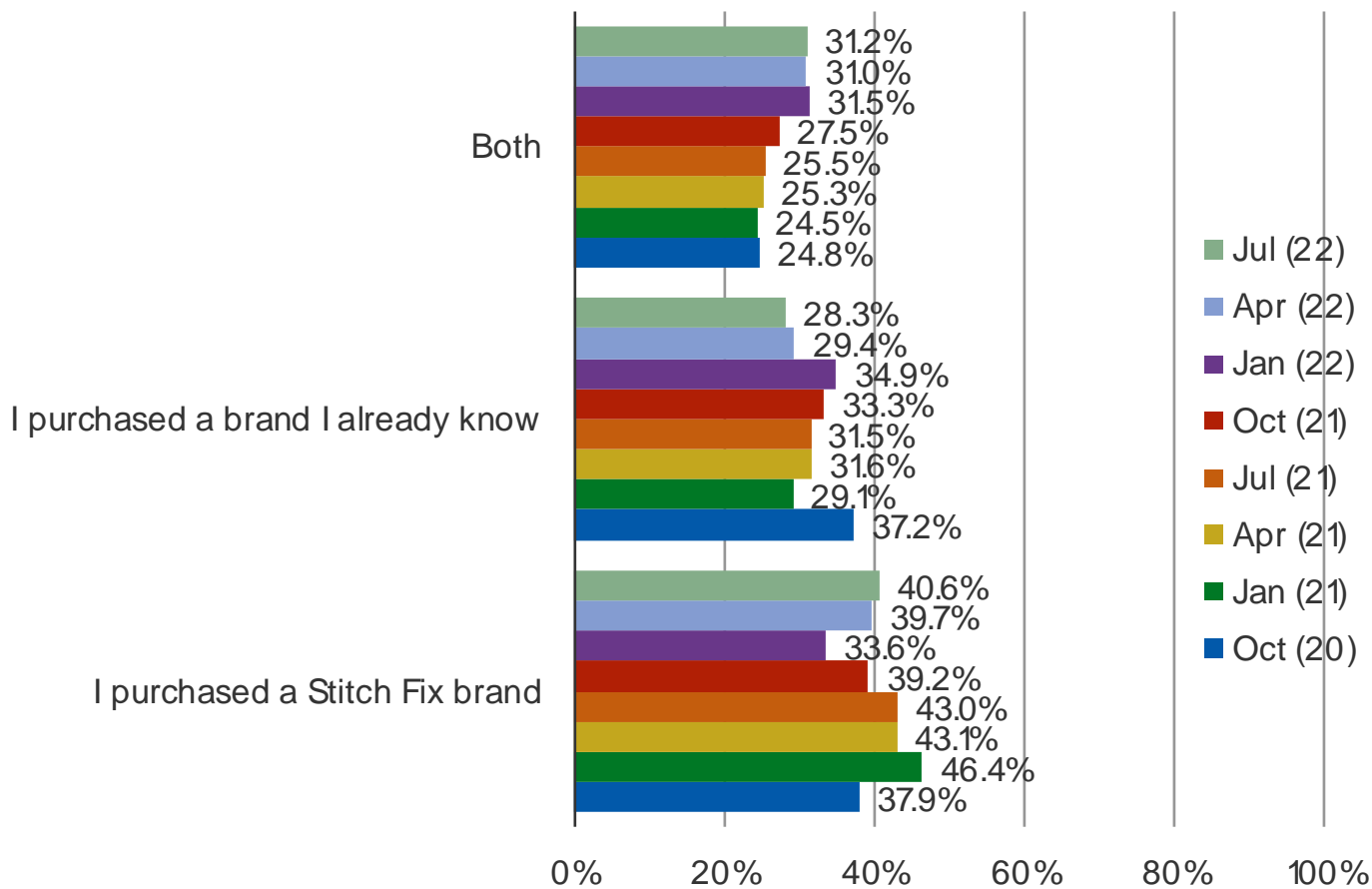
Posed to respondents who have purchased from Stitch Fix.



N = 138

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

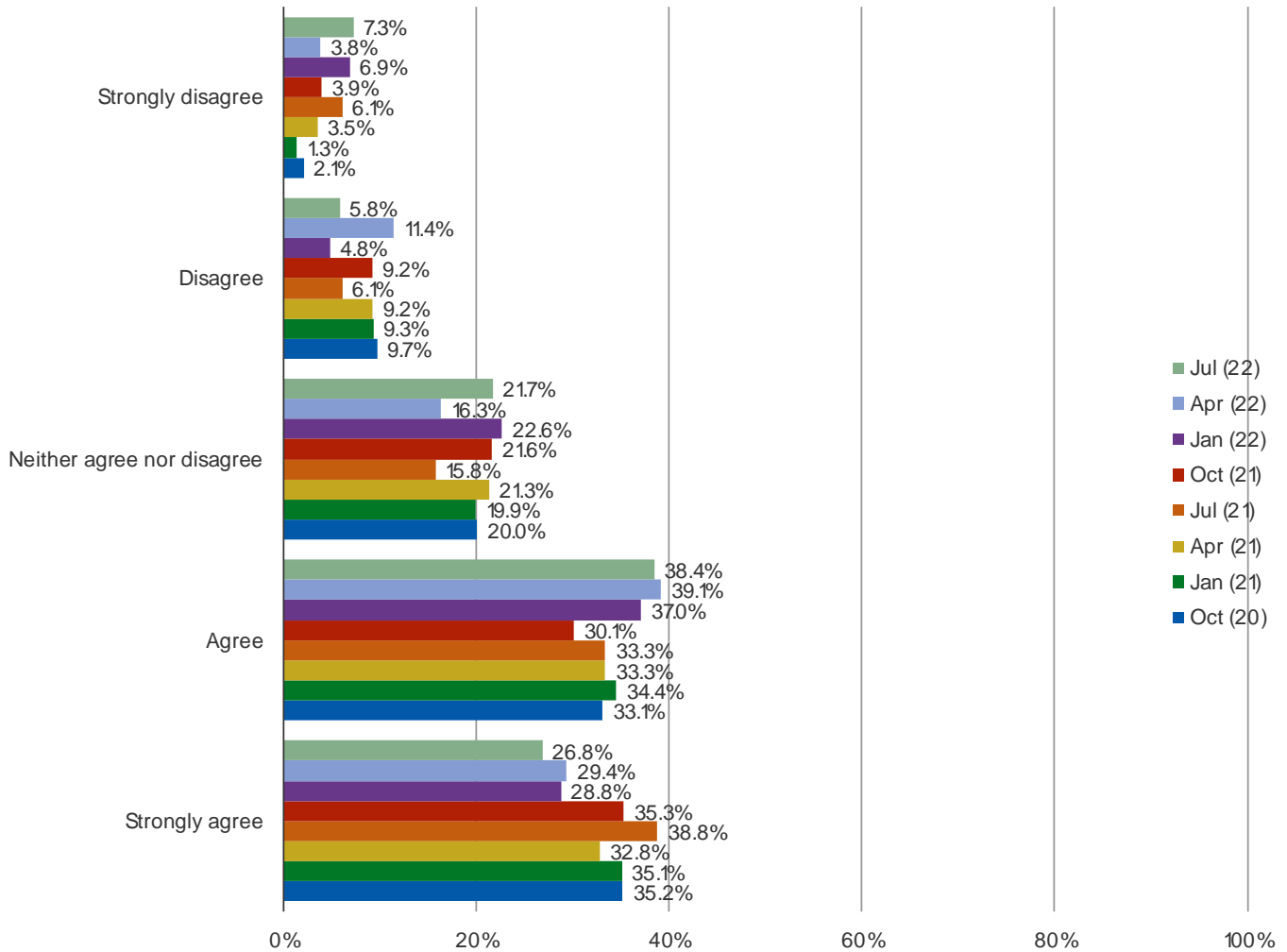
Posed to respondents who have purchased from Stitch Fix.



N = 138

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

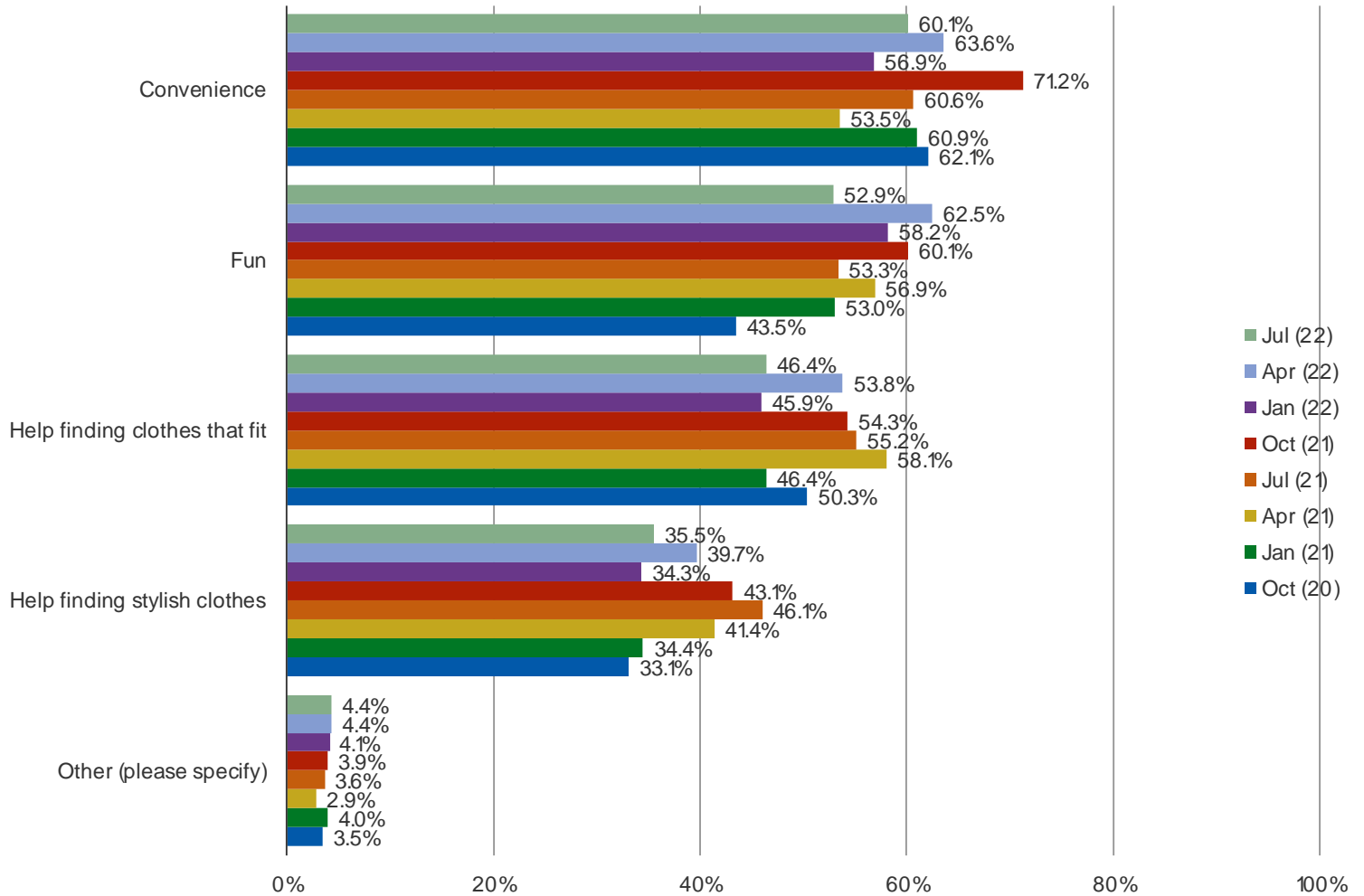
Posed to respondents who have purchased from Stitch Fix.



N = 138

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

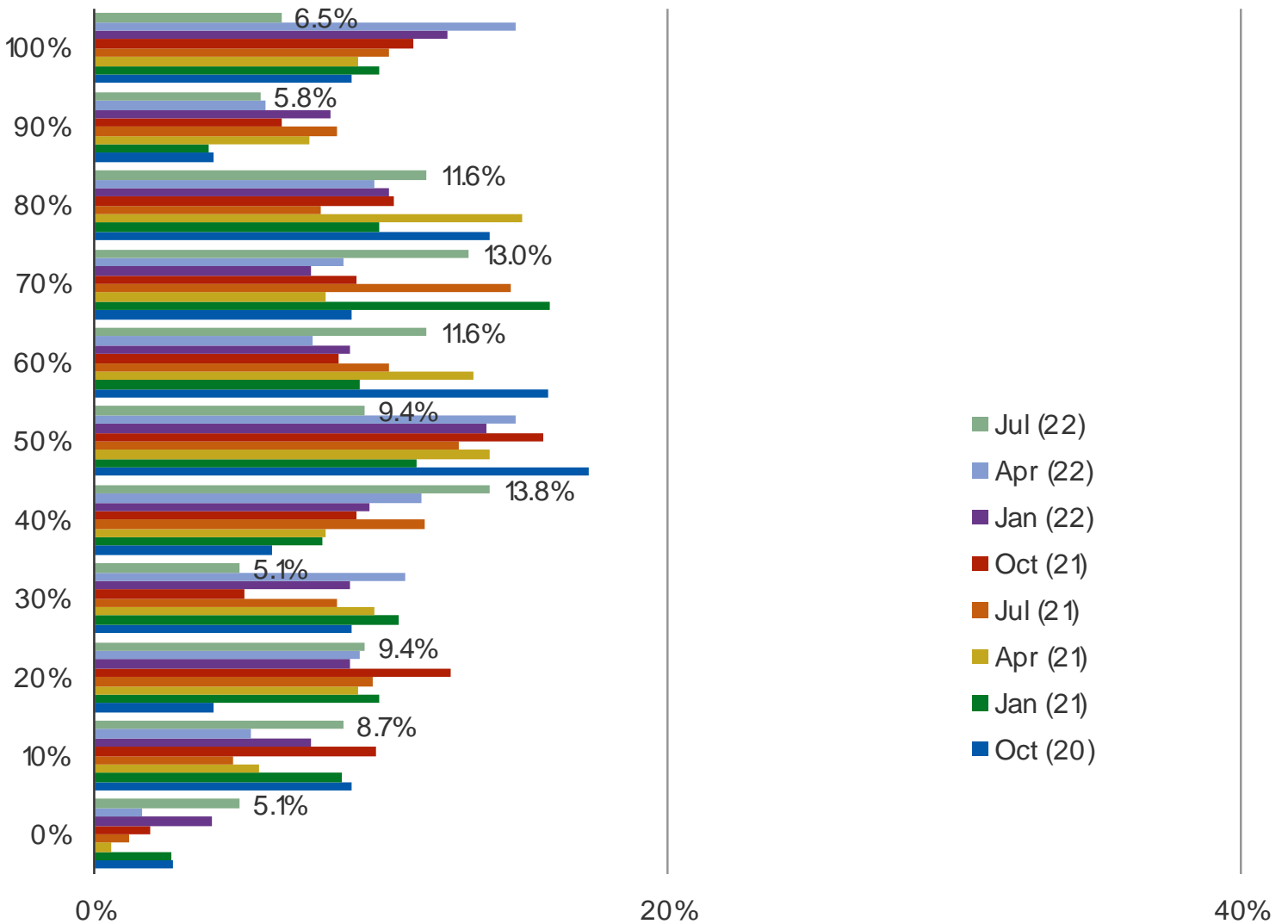
Posed to all respondents who use Stitch Fix.



N = 138

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

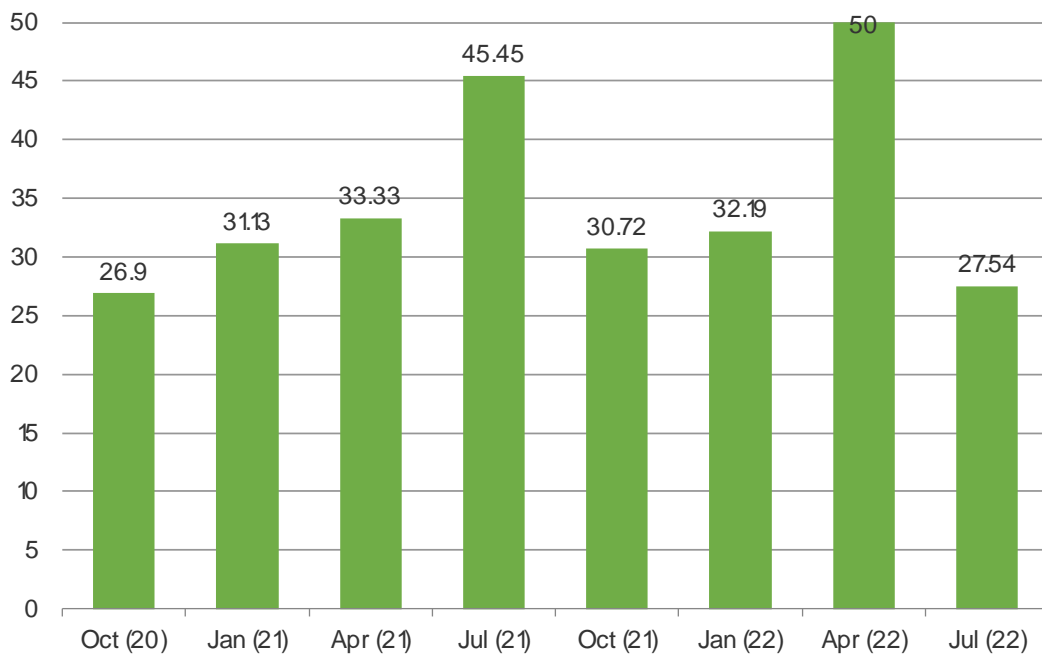
Posed to respondents who have purchased from Stitch Fix.



N = 138

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

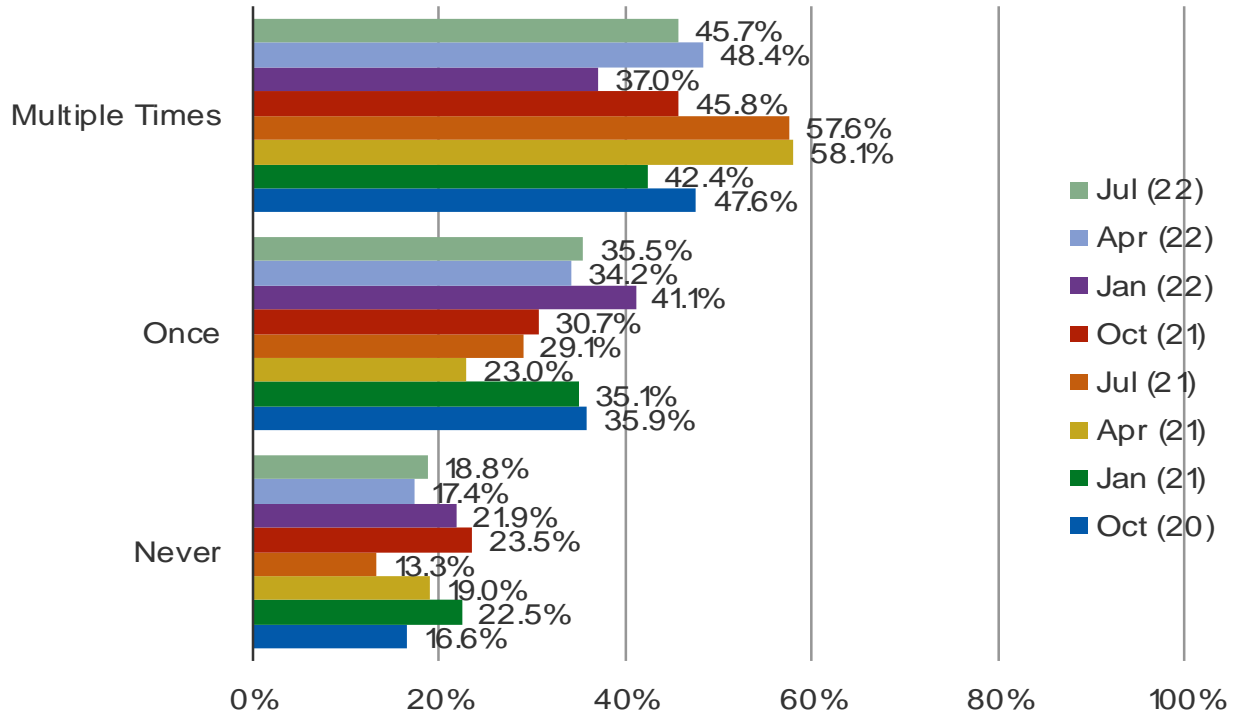
Posed to respondents who have purchased from Stitch Fix.



N = 138

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

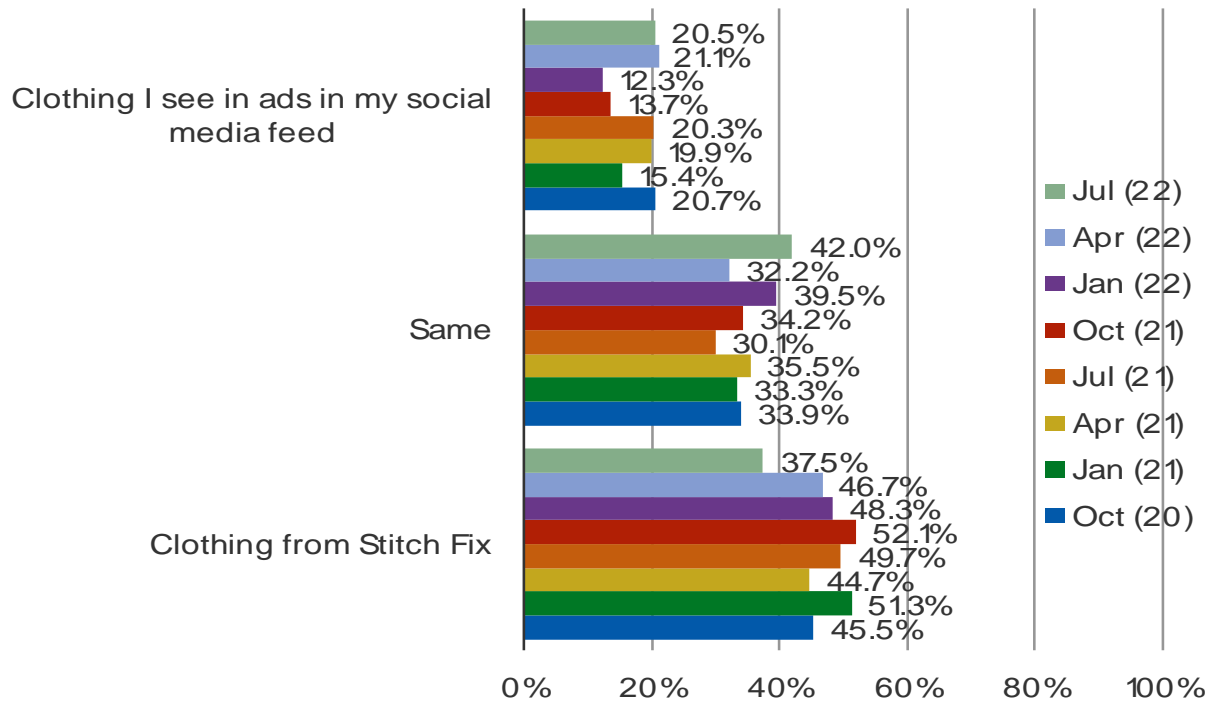
Posed to respondents who have purchased from Stitch Fix.



N = 138

WHICH STYLE OF CLOTHING DO YOU PREFER?

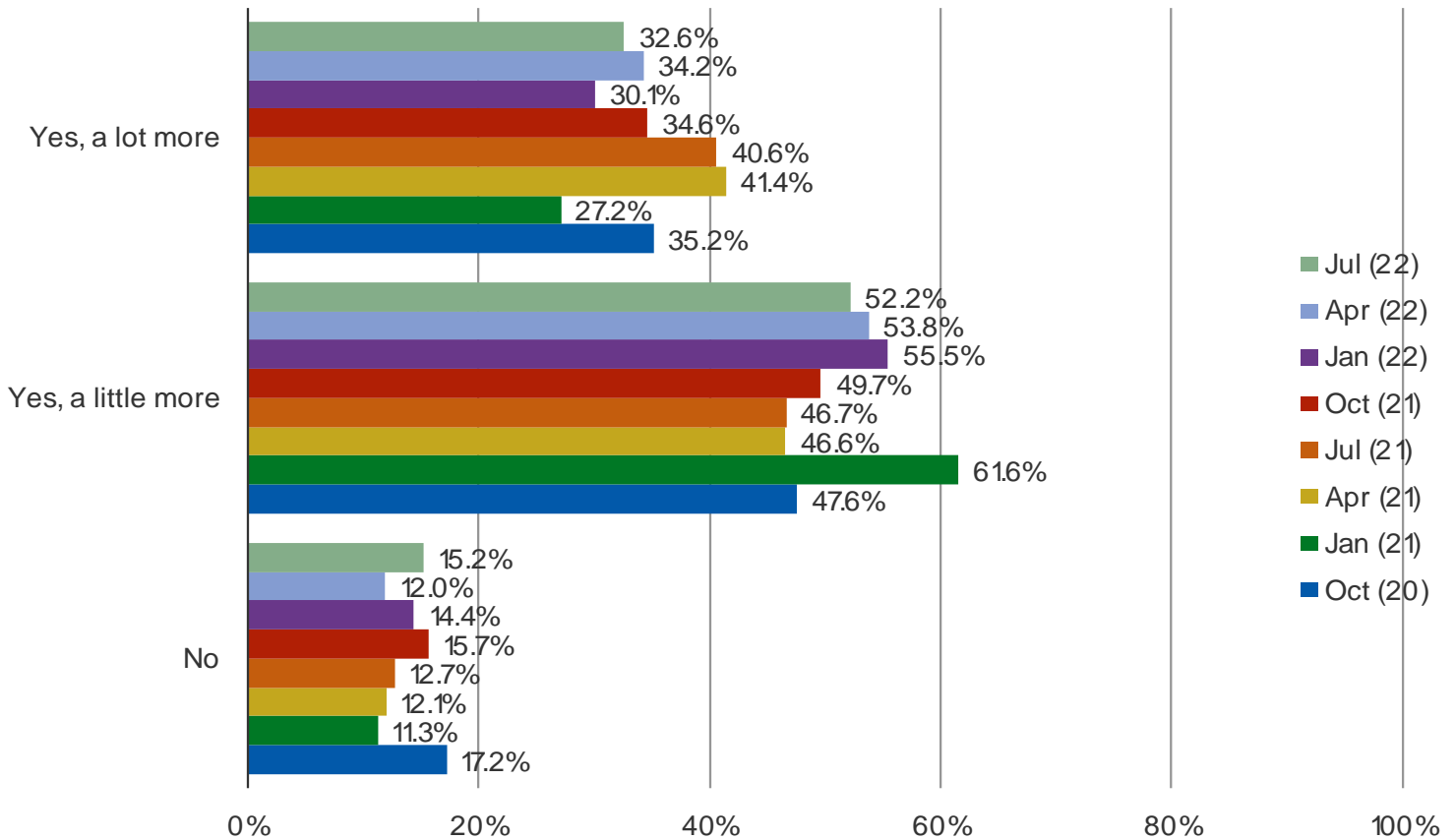
Posed to respondents who have purchased from Stitch Fix who have purchased clothing after seeing it in an ad on Instagram, Facebook, Pinterest, etc.



N = 112

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

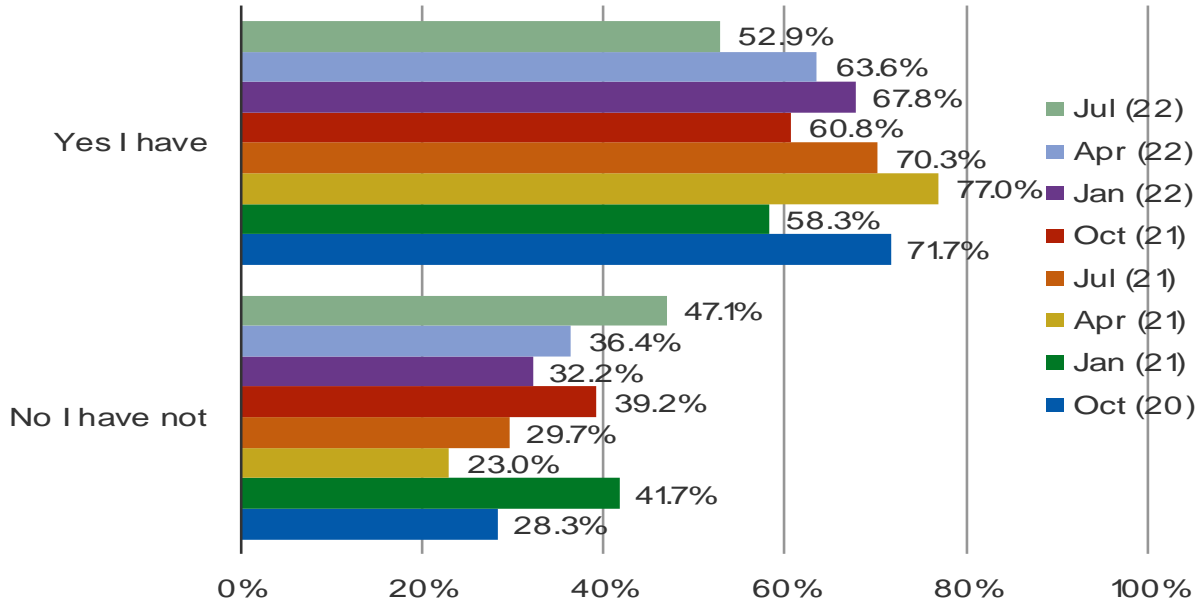
Posed to respondents who have purchased from Stitch Fix.



N = 138

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

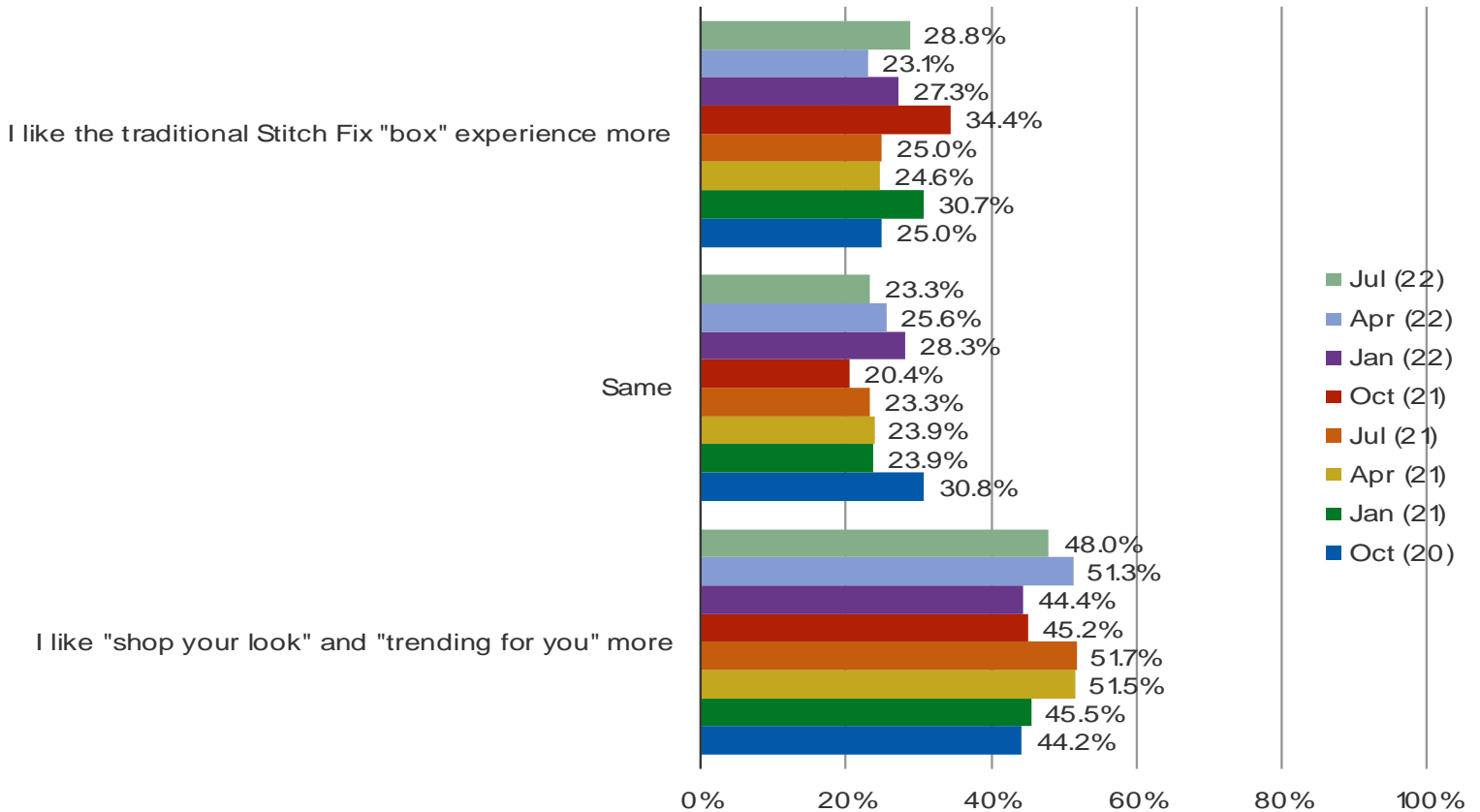
Posed to respondents who have purchased from Stitch Fix.



N = 138

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

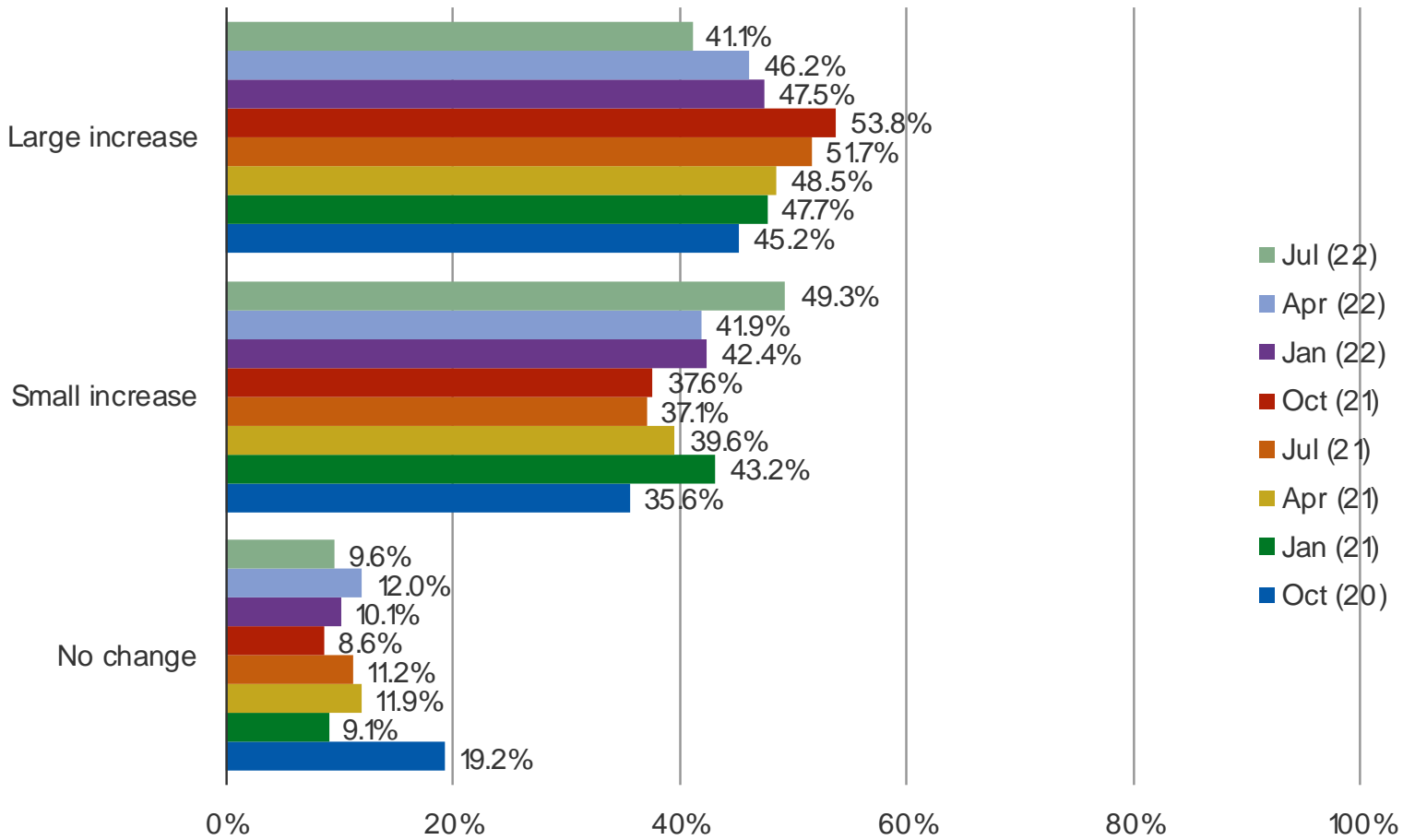
Posed to respondents who have purchased from Stitch Fix who have tried "Shop Your Look".



N = 73

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

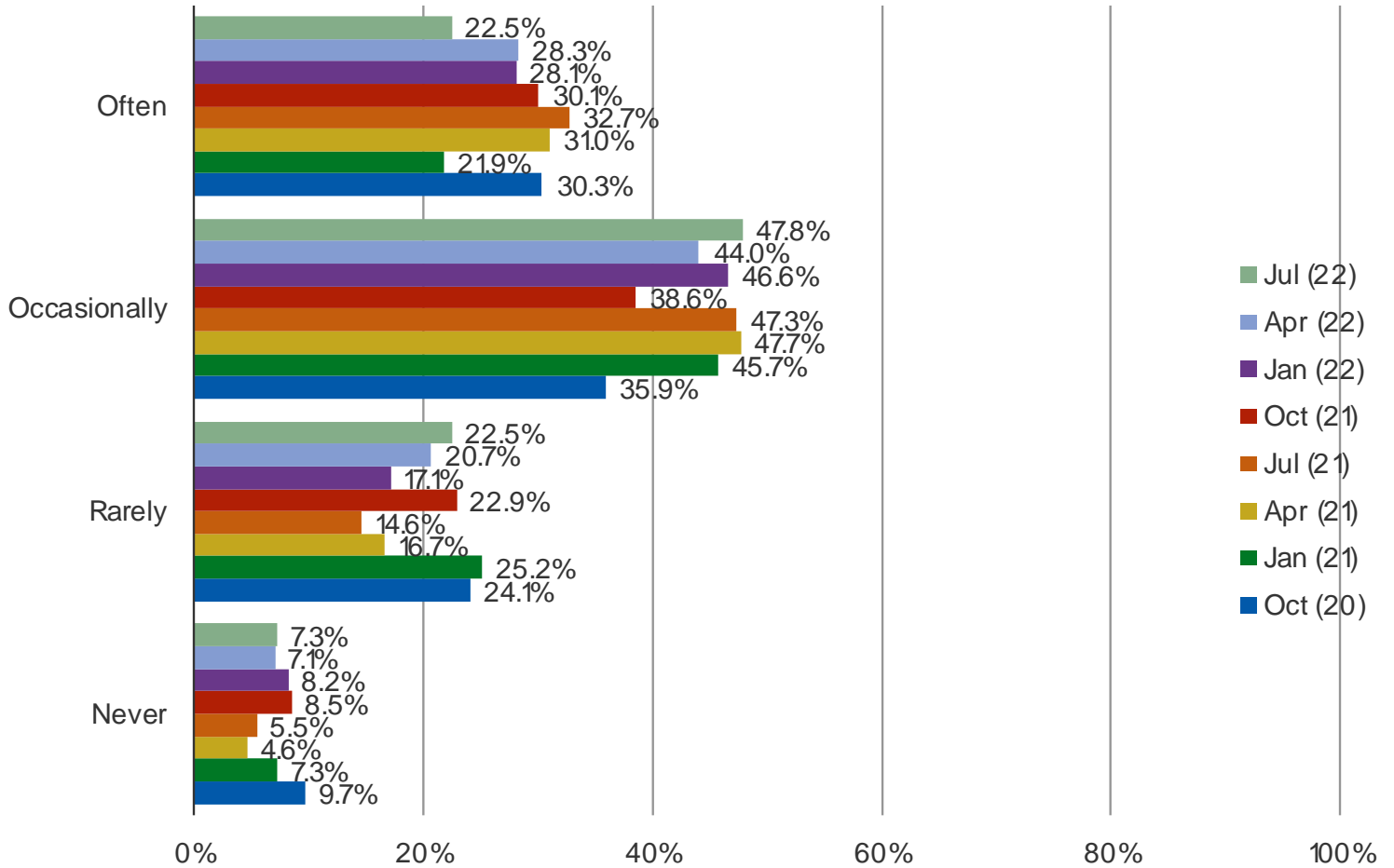
Posed to respondents who have purchased from Stitch Fix who have tried "Shop Your Look".



N = 73

HOW OFTEN DO YOU VISIT THE STITCH FIX APP?

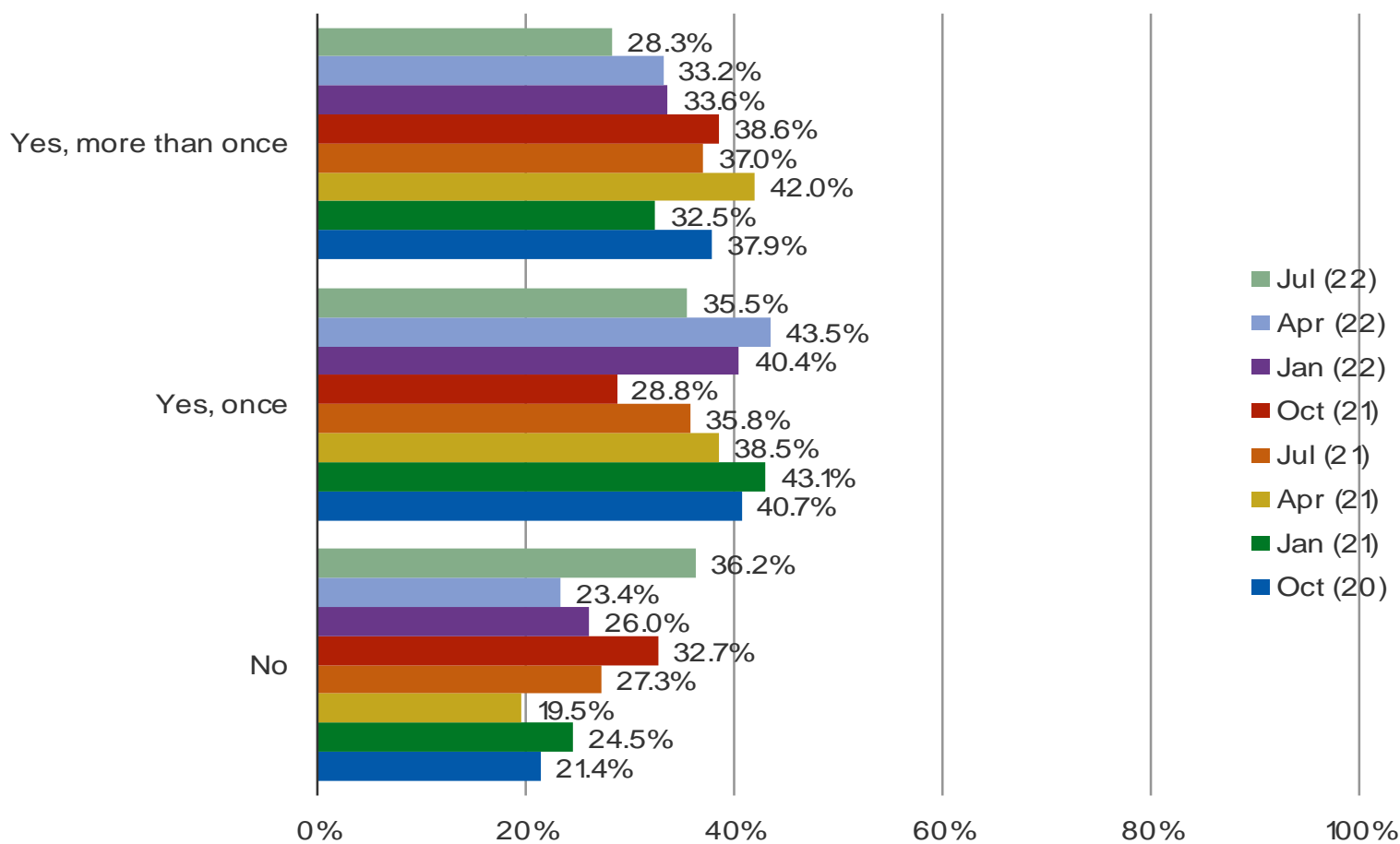
Posed to respondents who have purchased from Stitch Fix.



N = 138

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

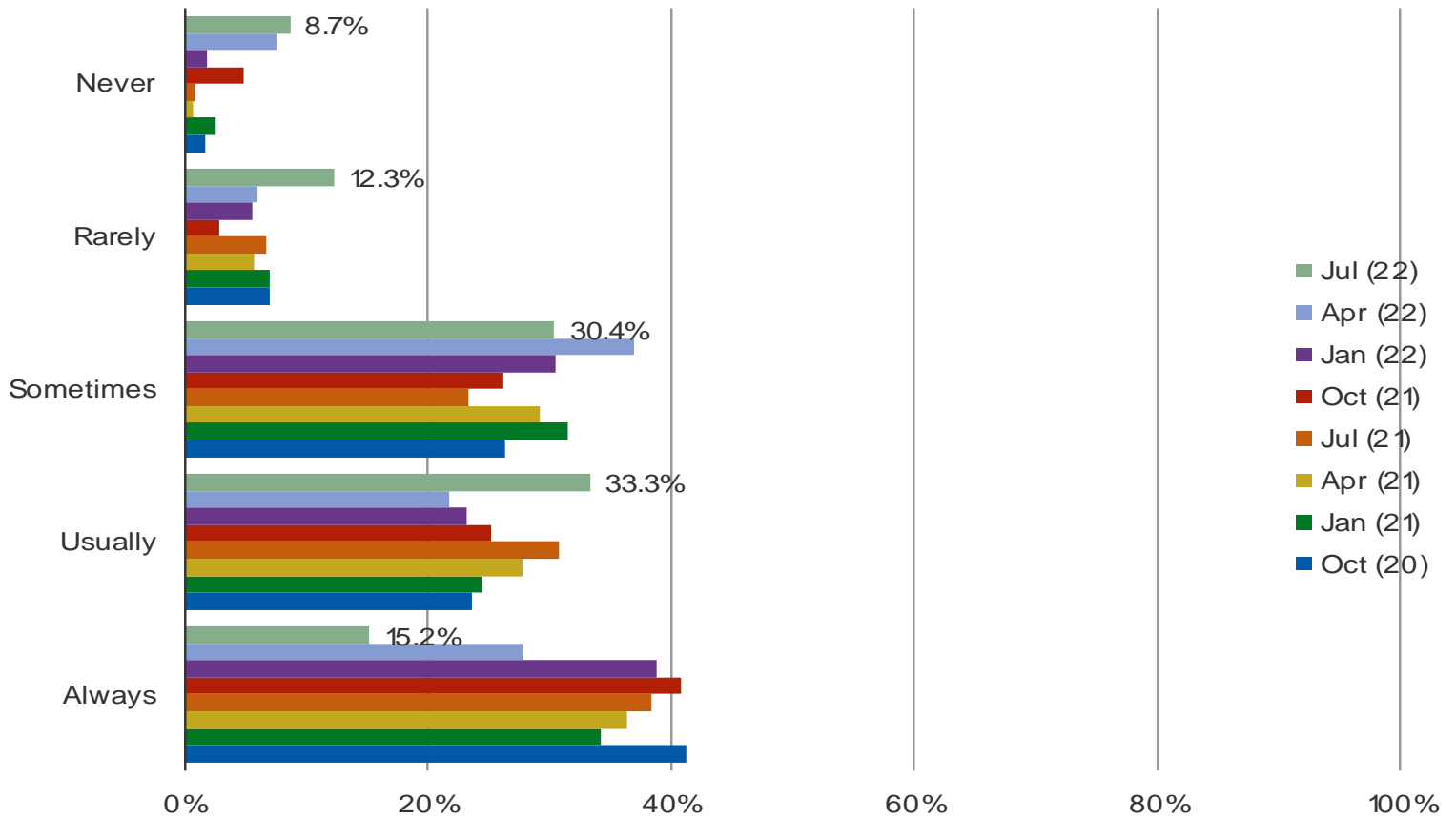
Posed to respondents who have purchased from Stitch Fix.



N = 138

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?

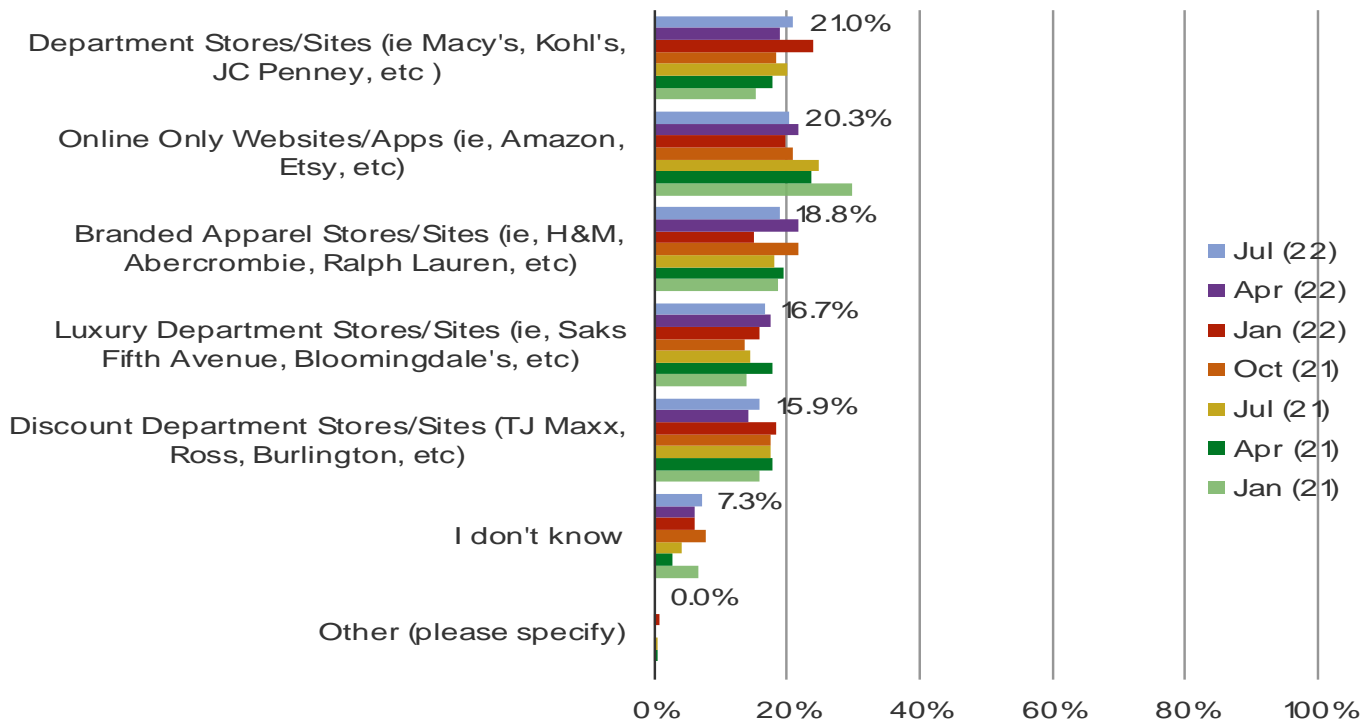
Posed to respondents who have purchased from Stitch Fix and have used the Direct Buy Option.



N = 138

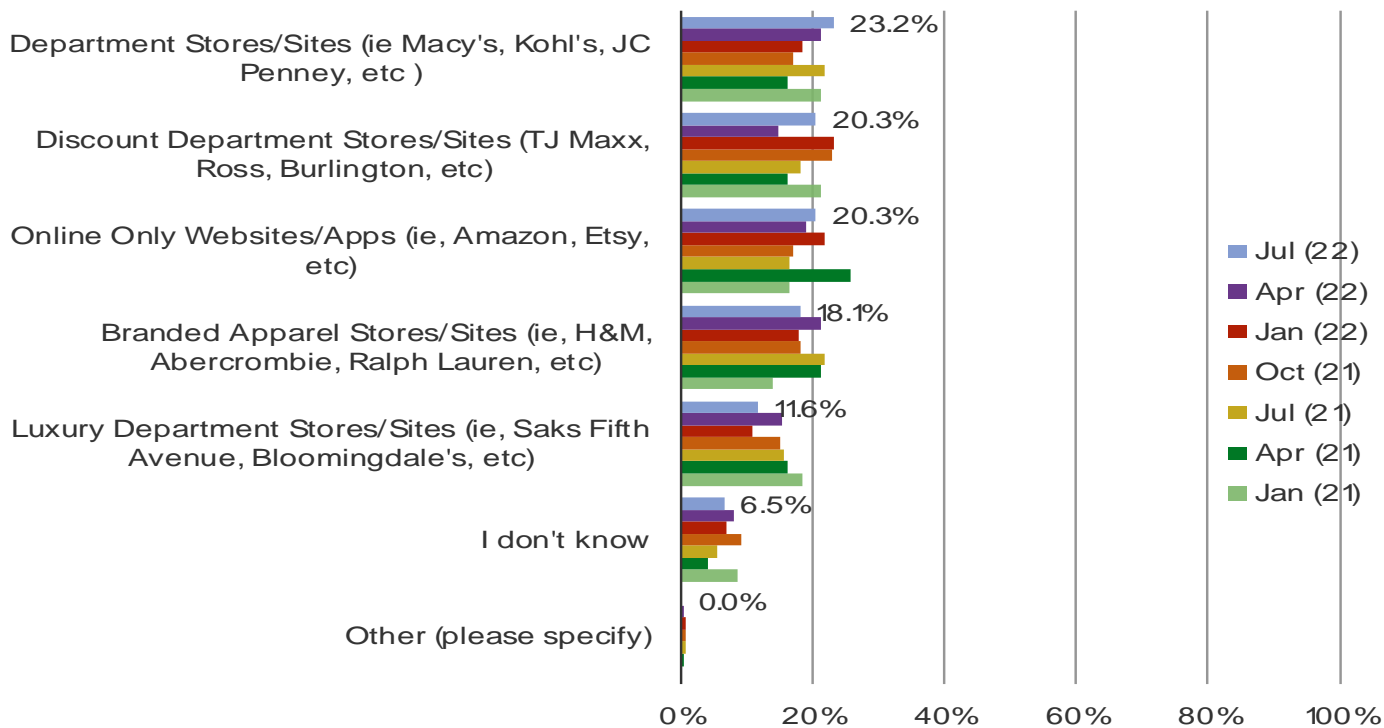
WHEN YOU PURCHASE FIXES FROM STITCH FIX, WHAT IS THAT PURCHASE TYPICALLY REPLACING? IE - IF YOU DIDN'T BUY THOSE CLOTHES FROM STITCH FIX, WHERE WOULD YOU HAVE BEEN GOING TO GET THEM?

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?

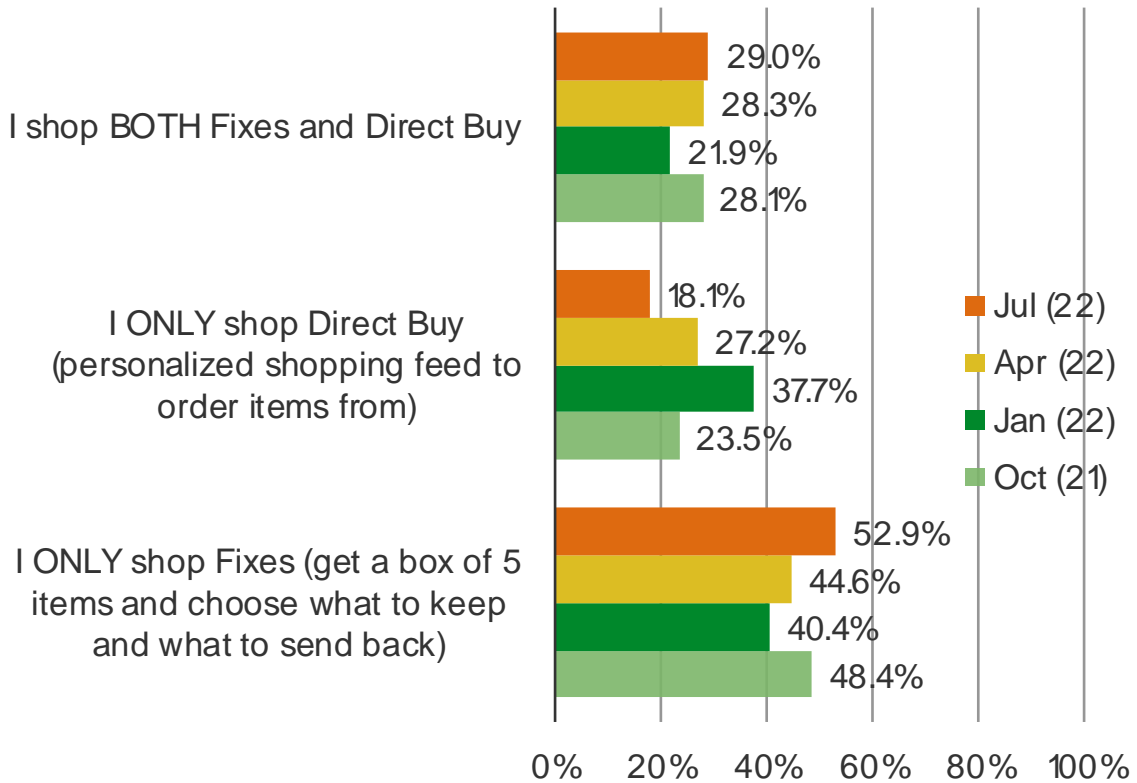
Posed to all respondents who use Stitch Fix.



STITCH FIX SHOPPING DYNAMICS

HOW DO YOU SHOP STITCH FIX?

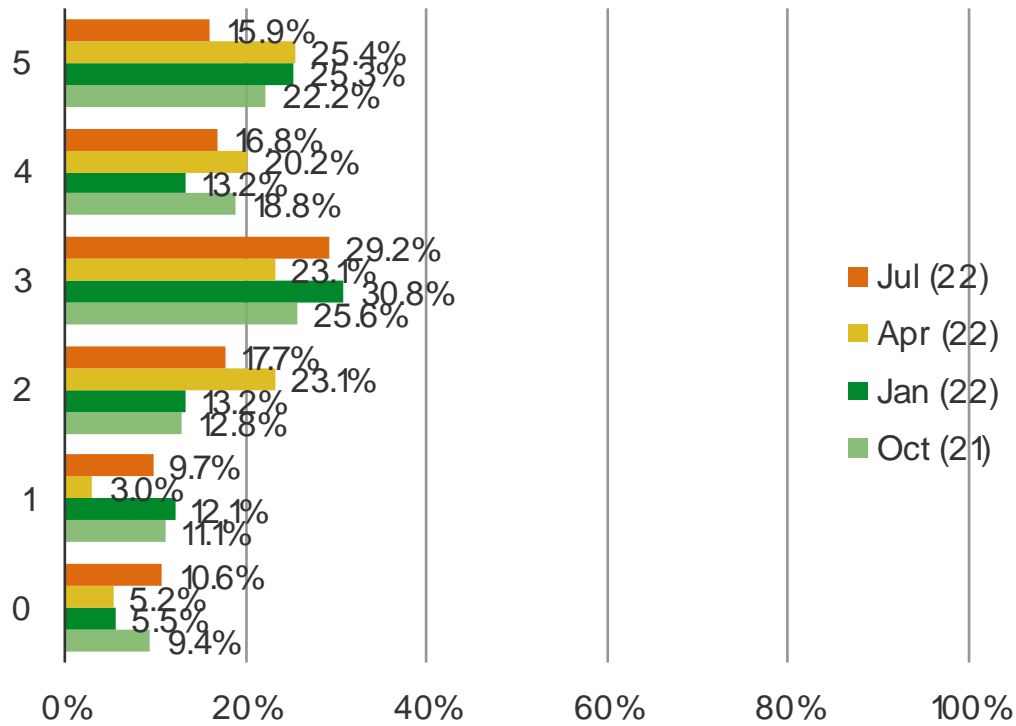
This question was posed to all respondents who use Stitch Fix.



N = 138

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

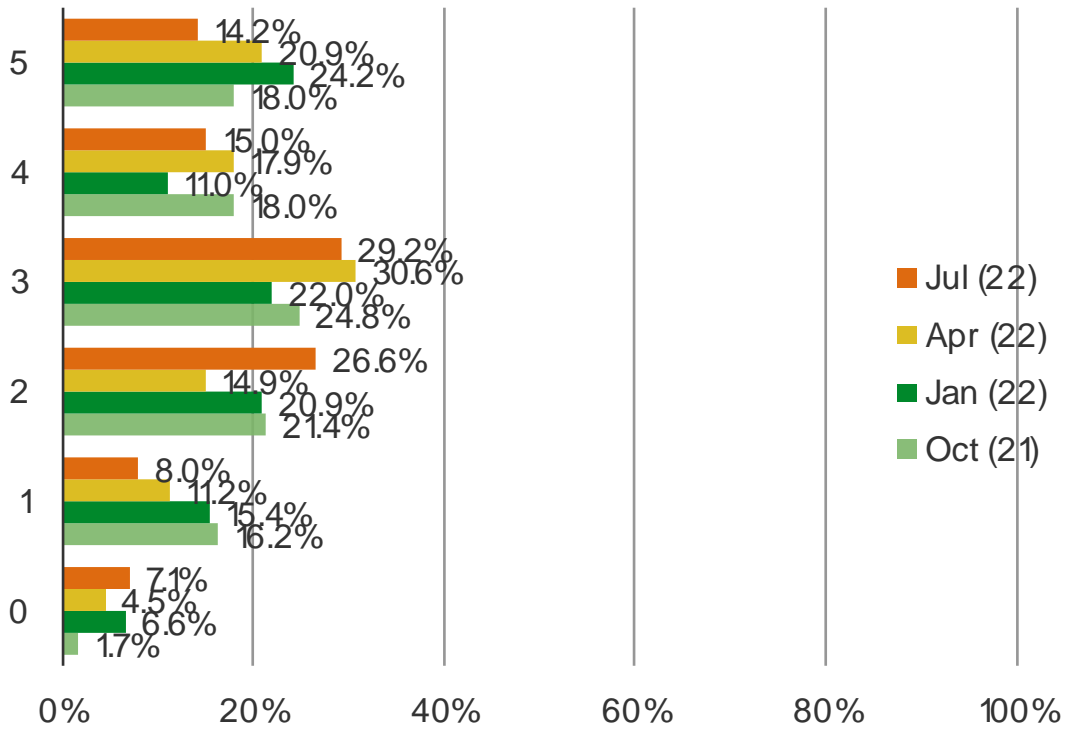
This question was posed to Stitch Fix customers who shop fixes.



N = 113

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

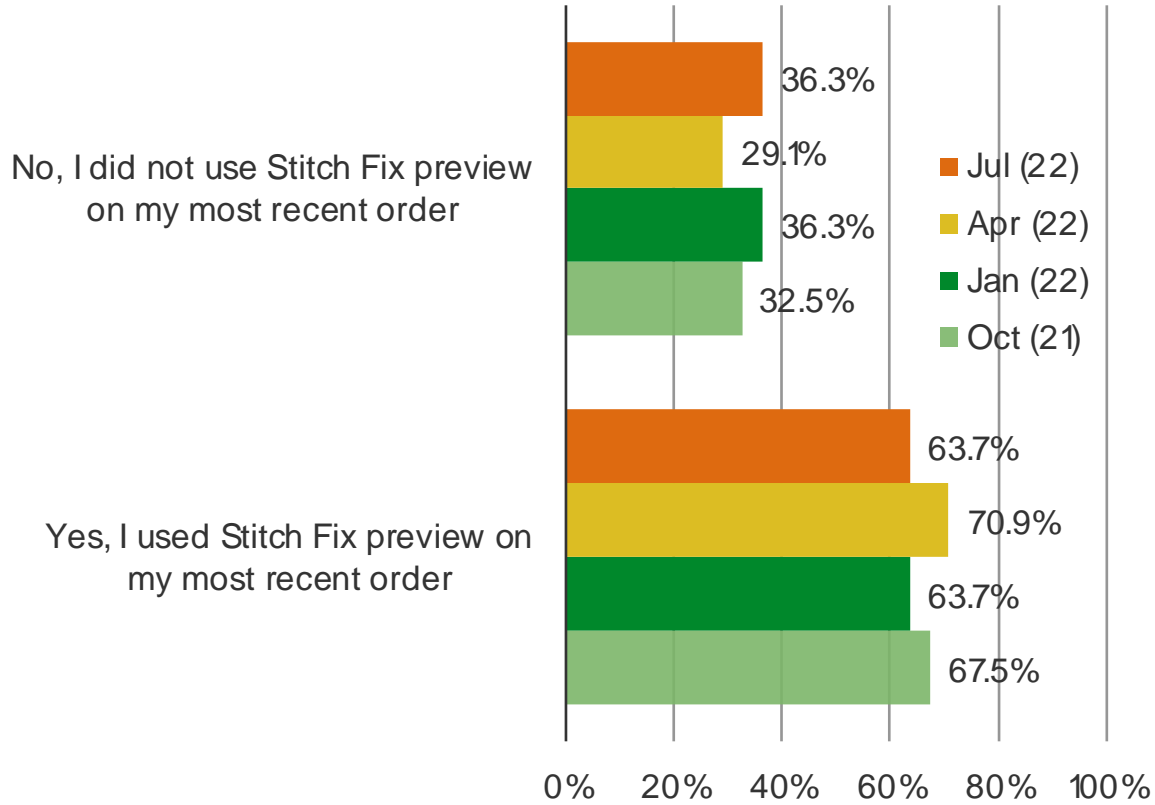
This question was posed to Stitch Fix customers who shop fixes.



N =113

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.

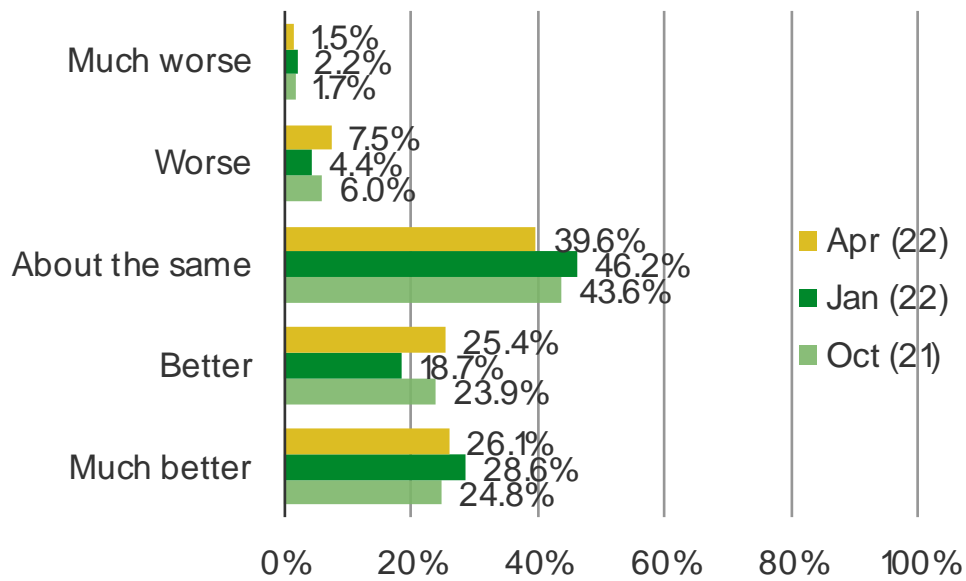
This question was posed to Stitch Fix customers who shop fixes.



N =113

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

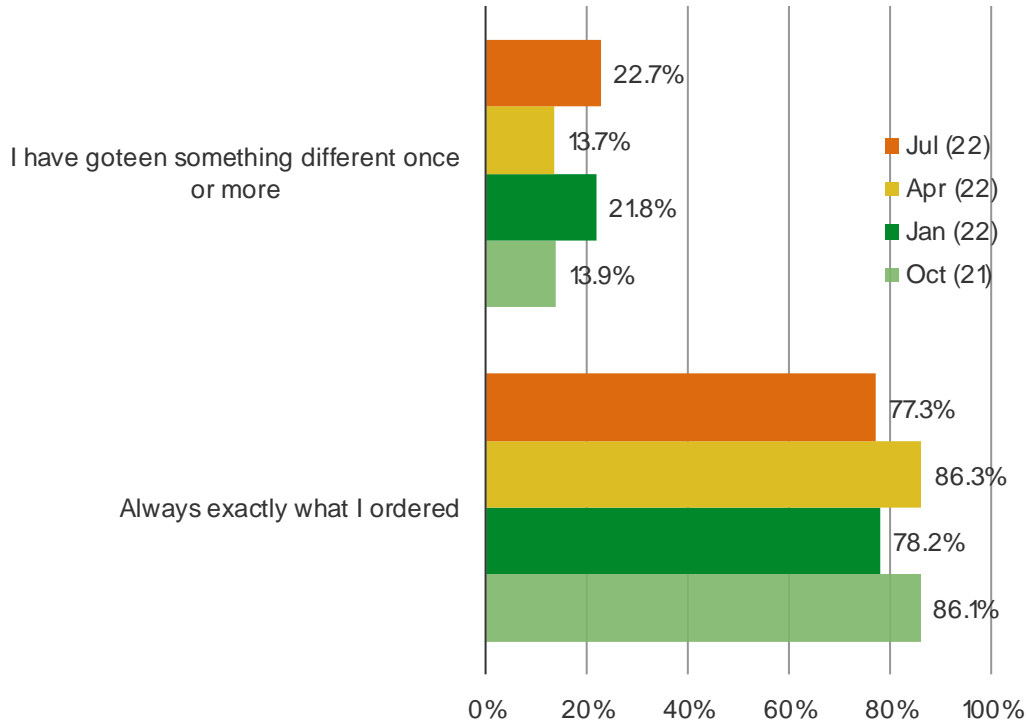
This question was posed to Stitch Fix customers who shop fixes and used preview.



N = 113

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 = 66