

BESPOKE SURVEYS

Online Personal Clothing Styling Vol 10

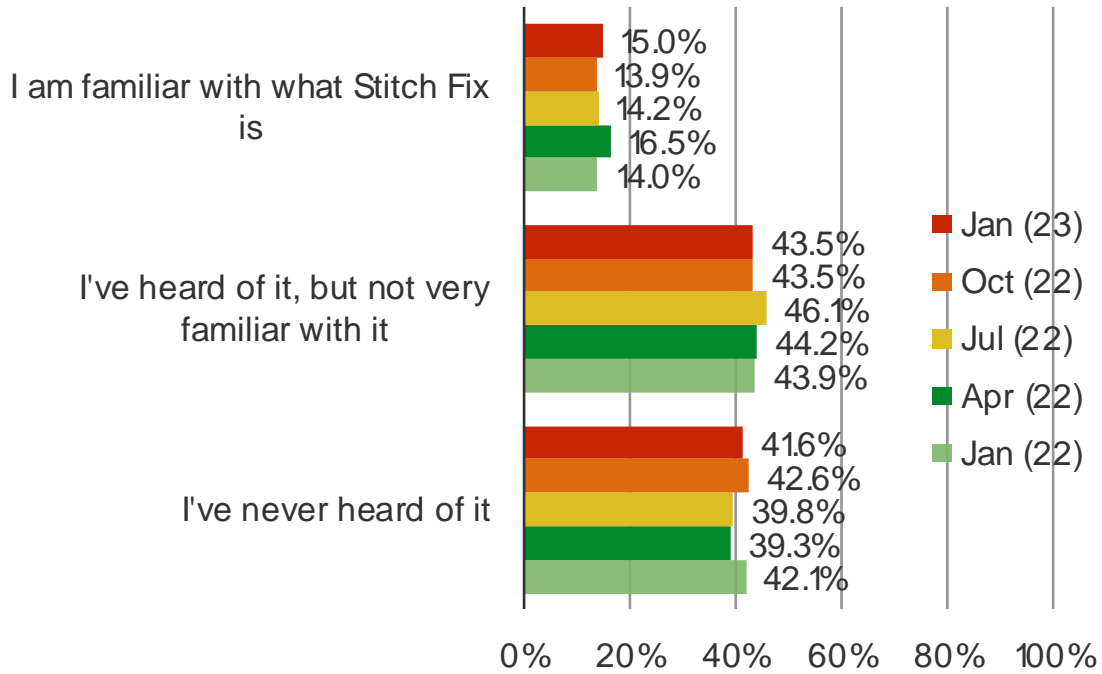
1500+ US Consumers Balanced to Census

January 2023

STITCH FIX SHOPPING DYNAMICS

HAVE YOU HEARD OF STITCH FIX?

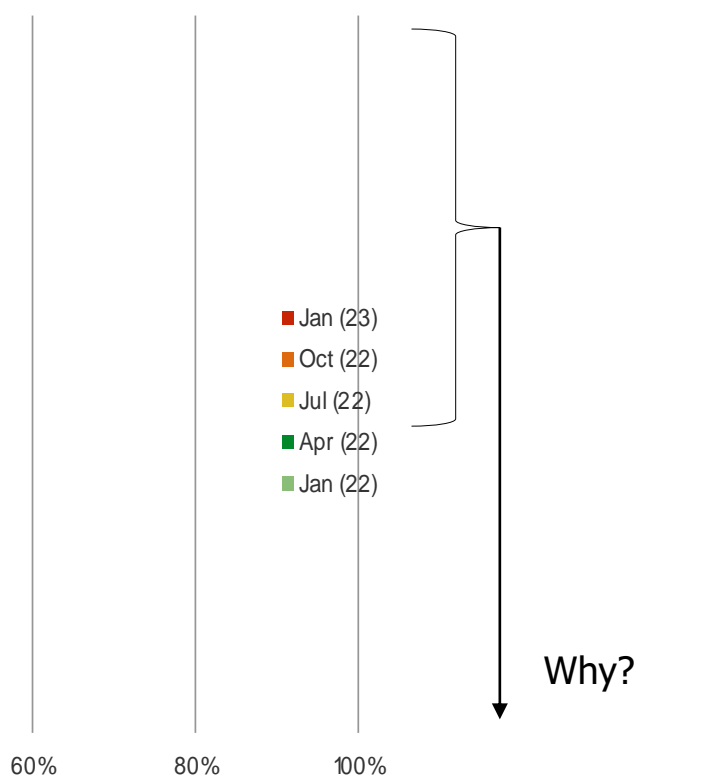
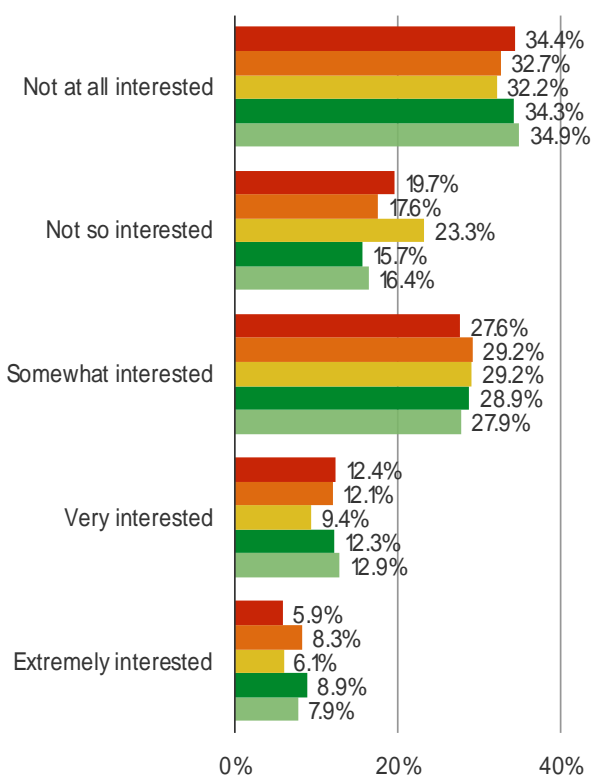
This question was posed to respondents who have never shopped SFIX.



N = 1362

STITCH FIX IS AN ONLINE PERSONAL STYLING SERVICE FOR CLOTHING ITEMS. CUSTOMERS TAKE A PERSONAL STYLE QUIZ AND CAN EITHER HAVE A BOX OF ITEMS SHIPPED TO THEIR HOME TO TRY ON OR THEY CAN VIEW THE SUGGESTIONS ONLINE AND BUY THEM INSTANTLY. HOW INTERESTED WOULD YOU BE IN USING THIS TYPE OF SERVICE TO BUY CLOTHING ITEMS?

This question was posed to respondents who have never shopped SFIX AND those who have either never heard of it OR have heard of it but aren't familiar with what it is.

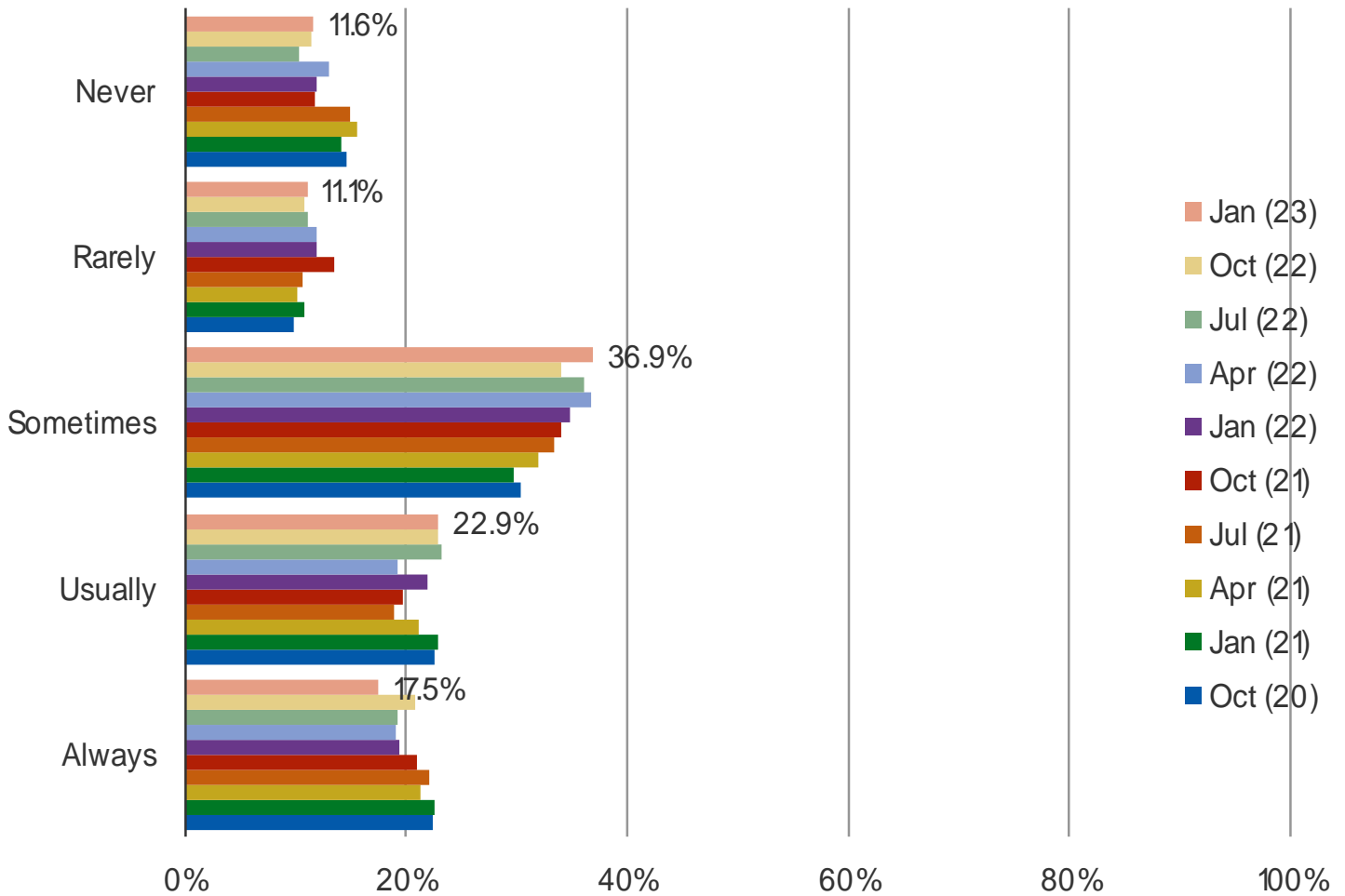


N = 1158

STITCH FIX DEEP DIVE

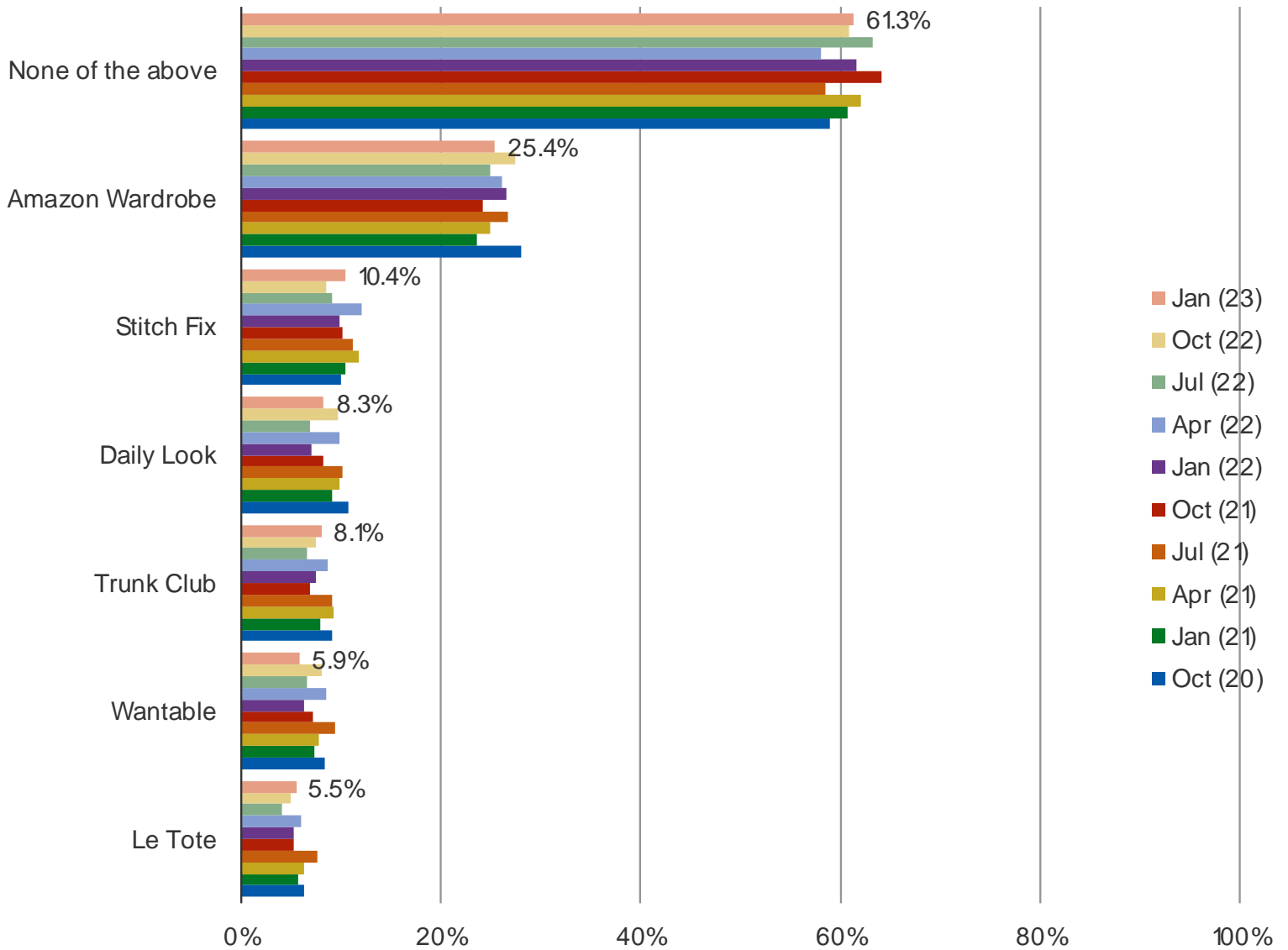
WHEN SHOPPING FOR CLOTHES ONLINE, HOW OFTEN DO YOU CHECK TO SEE IF A PRODUCT YOU LIKE IS AVAILABLE FOR CHEAPER ON OTHER WEBSITES/APPS?

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 of the convenience of the picking outfits out for me

Because they can style a wardrobe for you instead of just getting pieces and making my own outfits.

Because they have a good selection of clothing.

Better choice

Better collection available

Better pricing

Better quality product

I see it as more convenient

I think it is very nice

I thought it would be fun

I think it is most convenient and affordable

i go there the most because of price

It's reliable and genuine

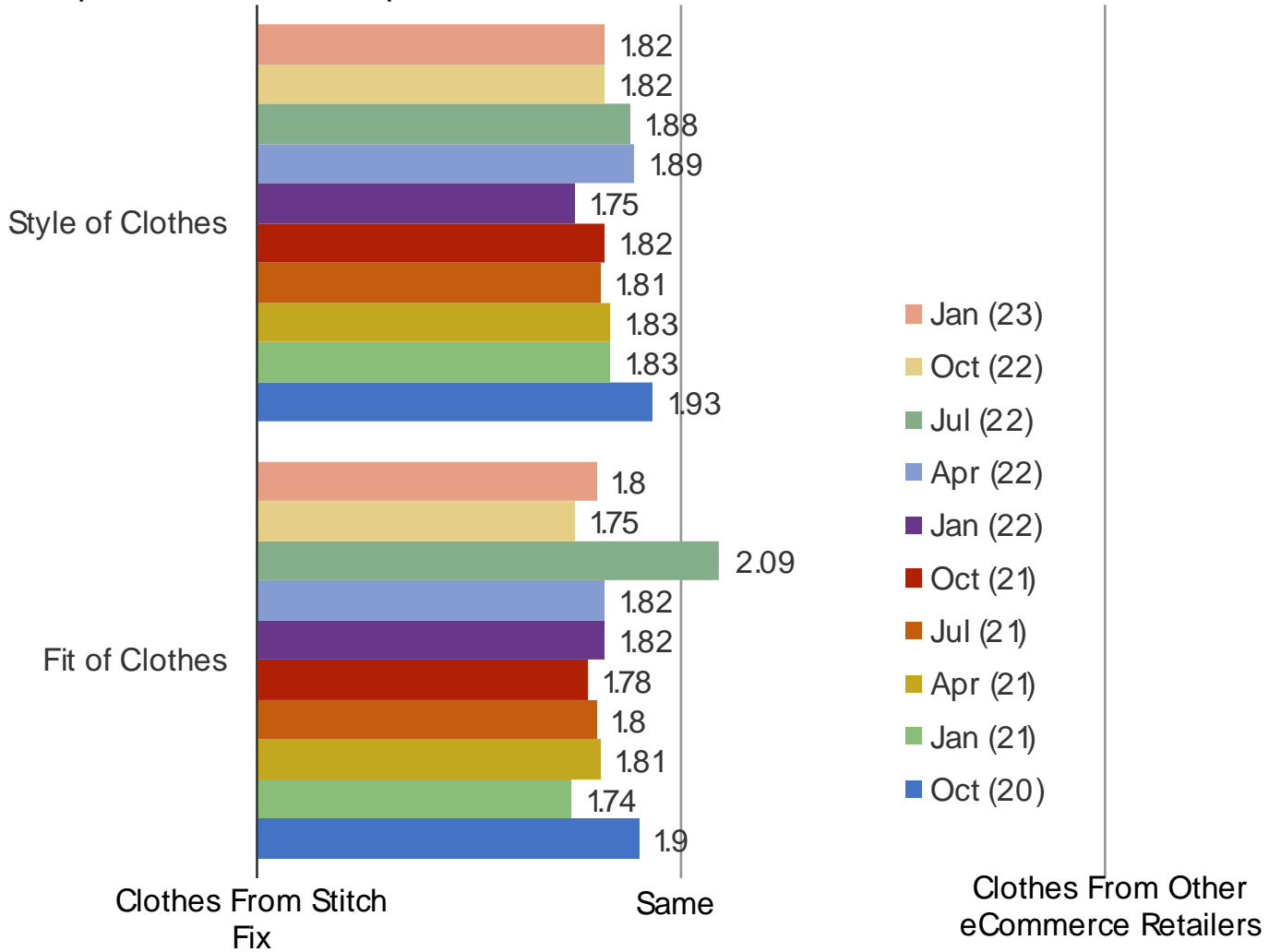
It's so unique

It's styled for me

N = 158

WHICH DO YOU LIKE BETTER WHEN IT COMES TO:

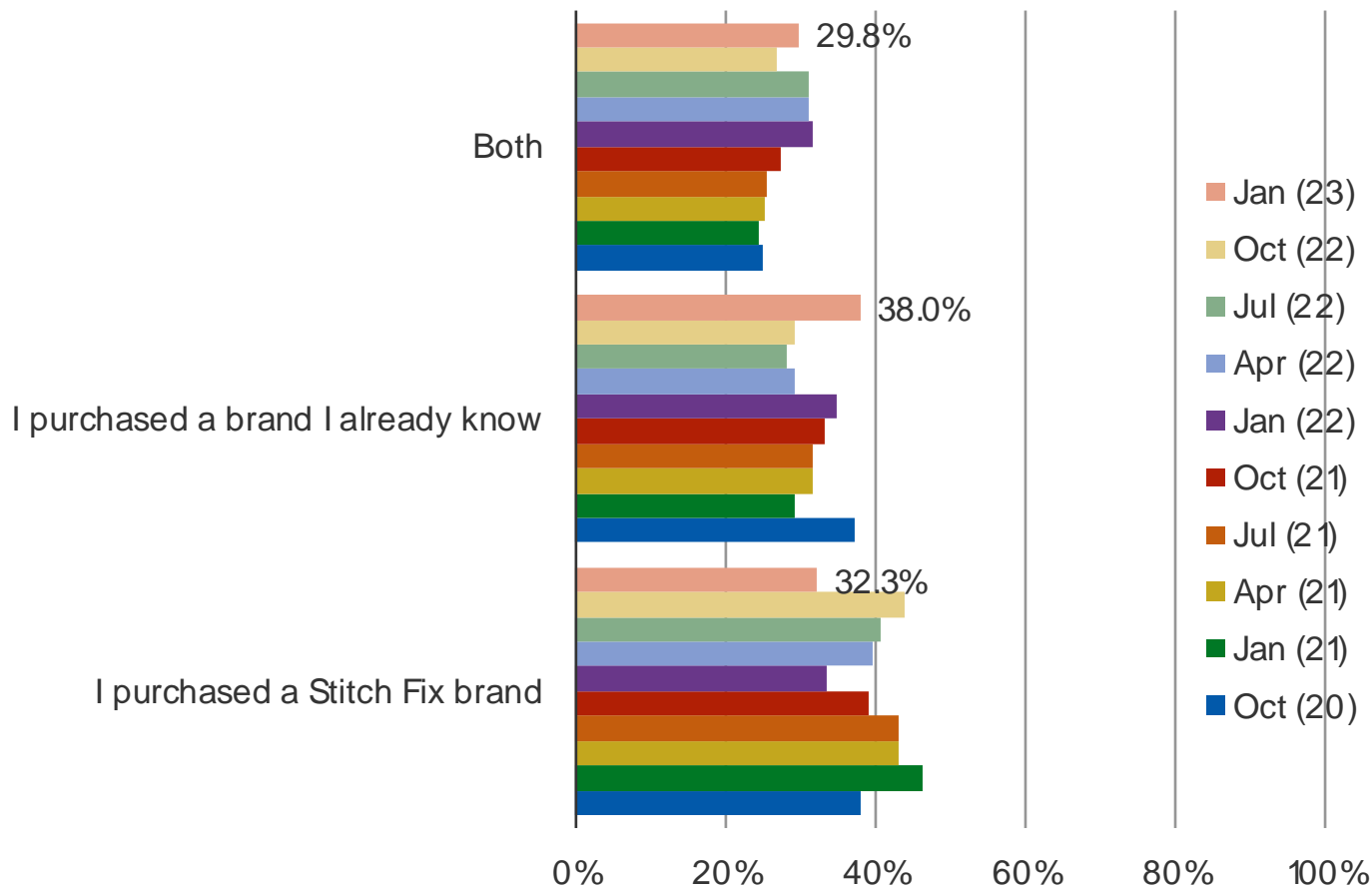
Posed to respondents who have purchased from Stitch Fix.



N = 158

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

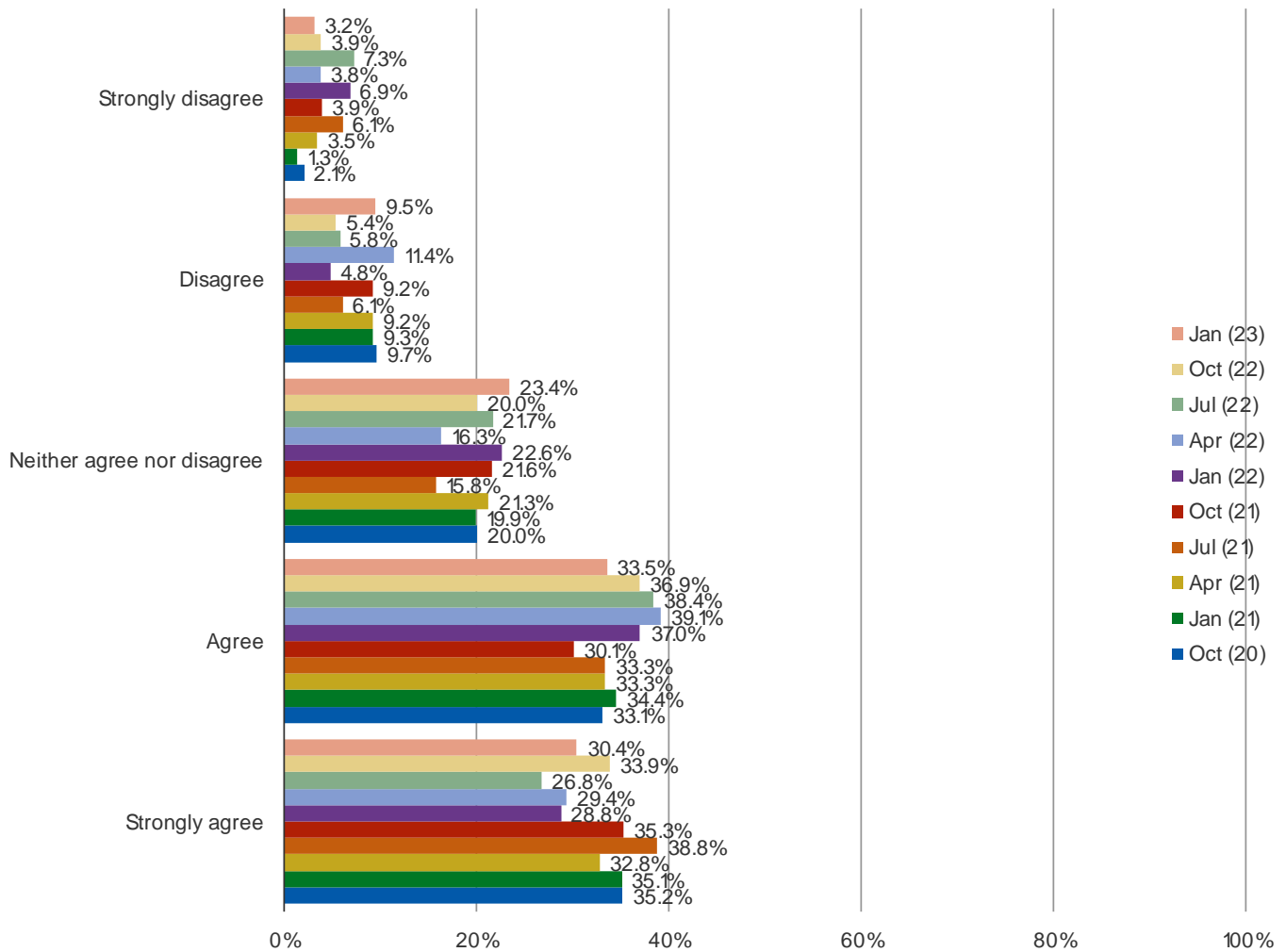
Posed to respondents who have purchased from Stitch Fix.



N = 158

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

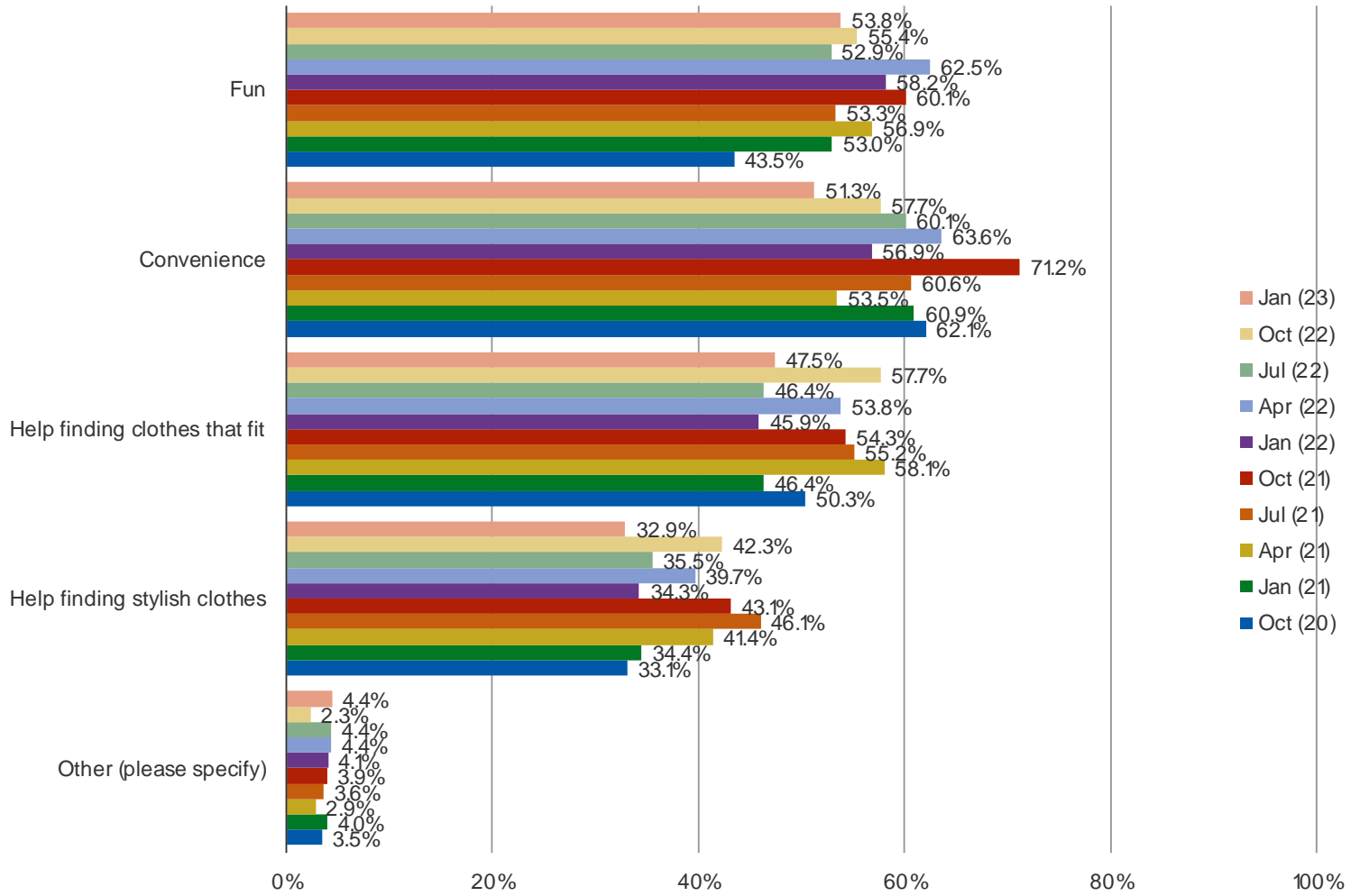
Posed to respondents who have purchased from Stitch Fix.



N = 158

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

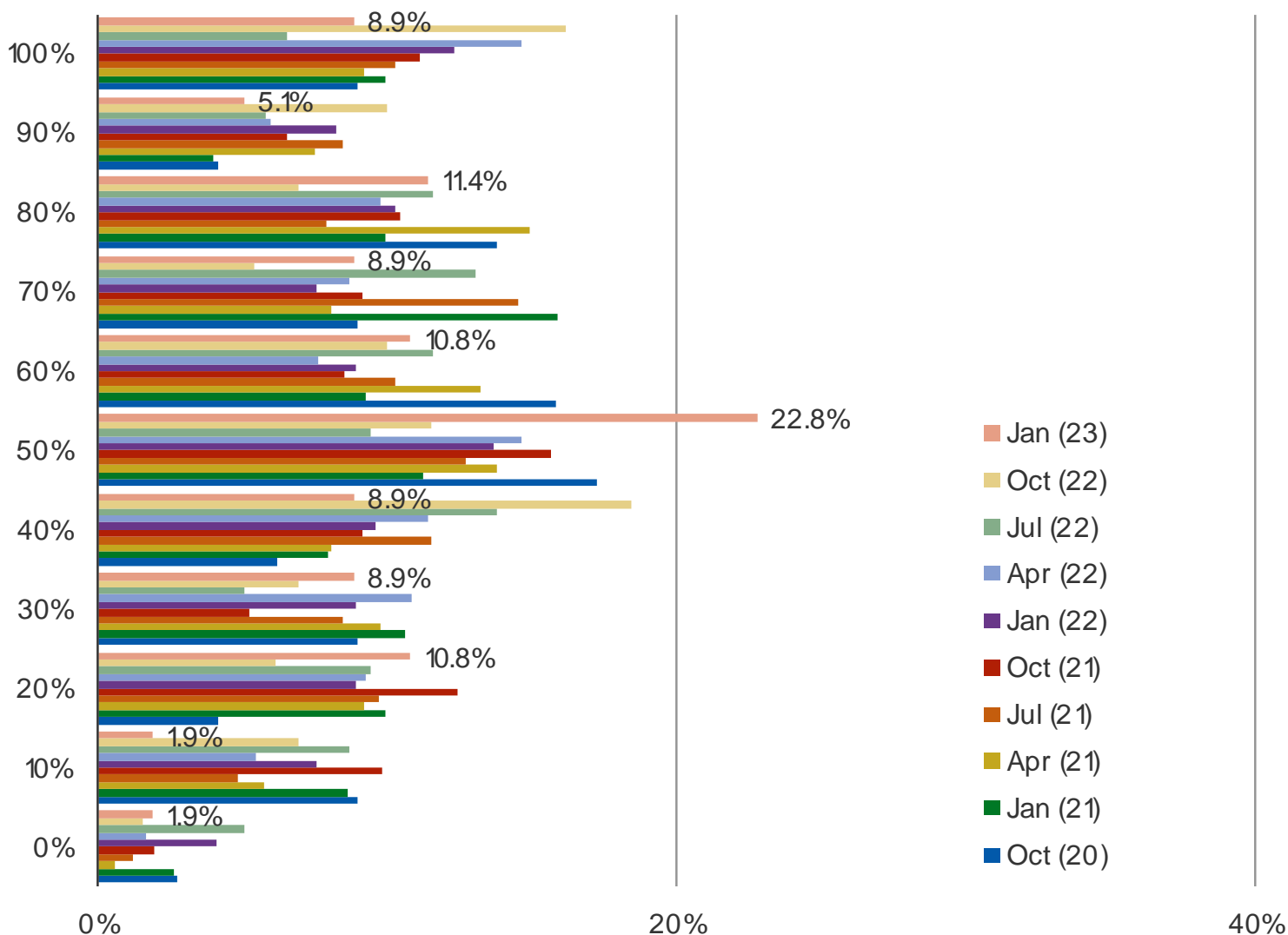
Posed to all respondents who use Stitch Fix.



N = 158

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

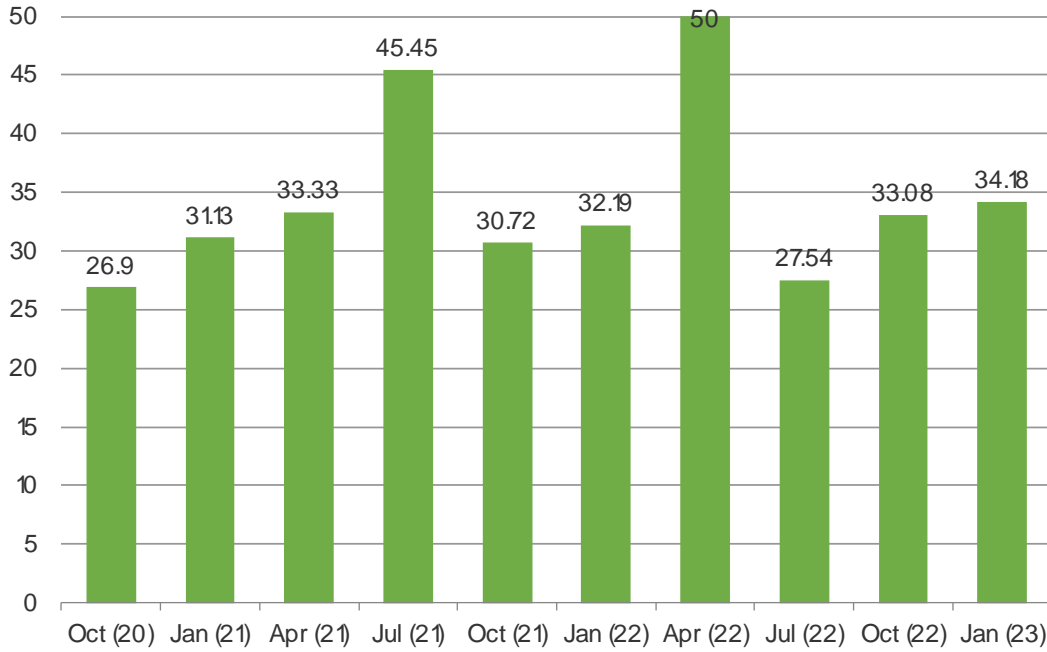
Posed to respondents who have purchased from Stitch Fix.



N = 158

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

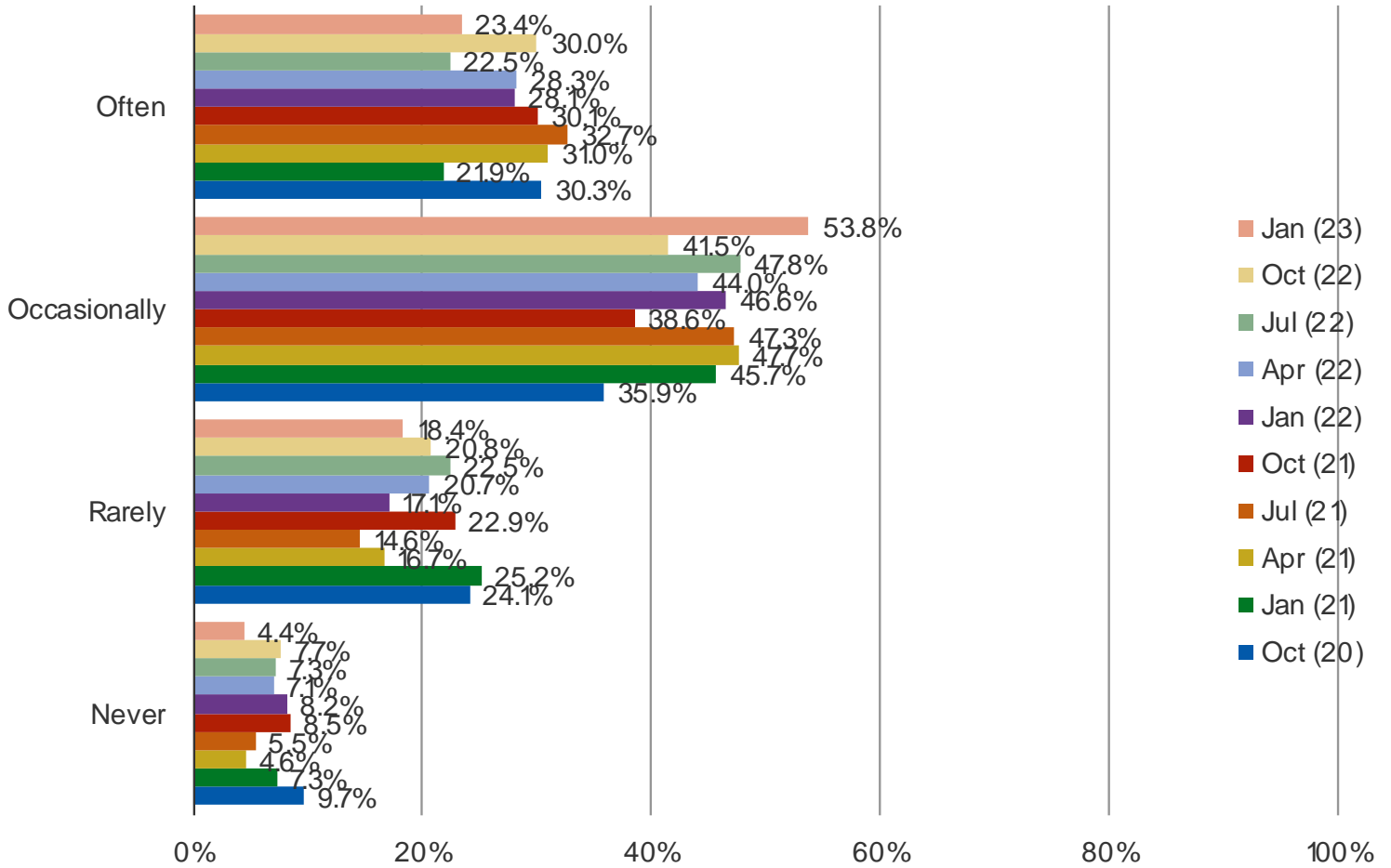
Posed to respondents who have purchased from Stitch Fix.



N = 158

HOW OFTEN DO YOU VISIT THE STITCH FIX APP?

Posed to respondents who have purchased from Stitch Fix.

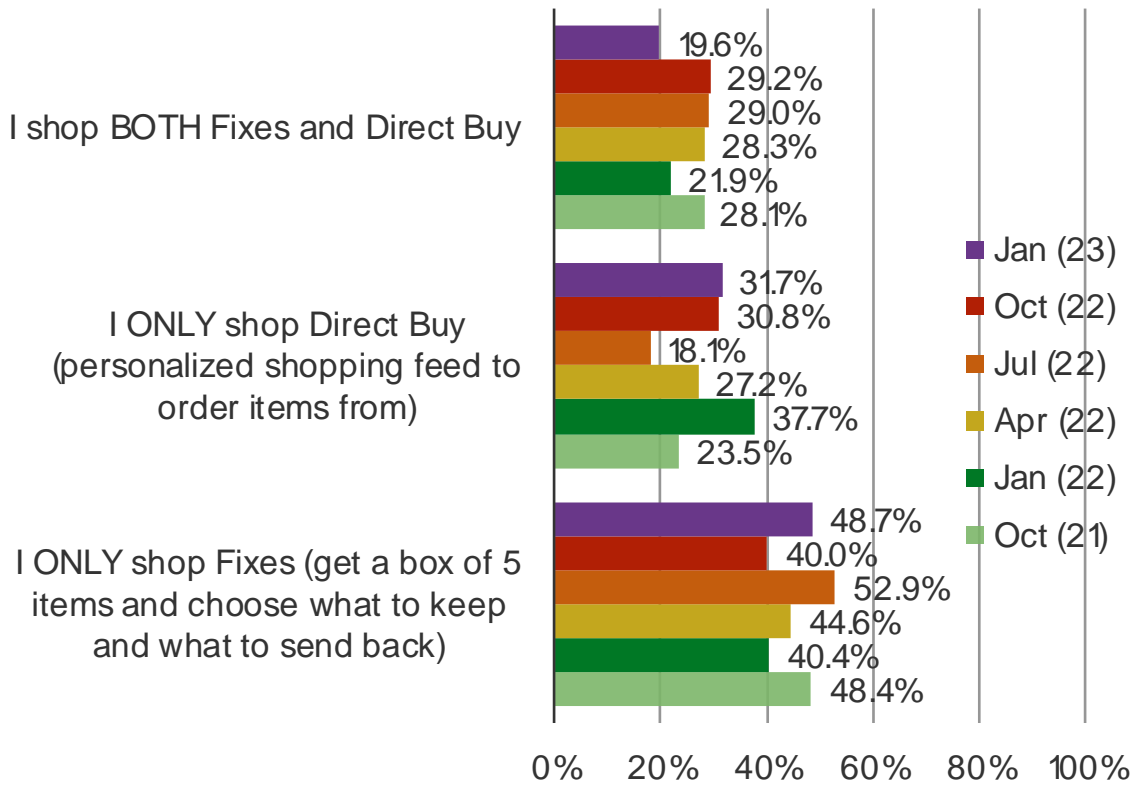


N = 158

STITCH FIX SHOPPING DYNAMICS

HOW DO YOU SHOP STITCH FIX?

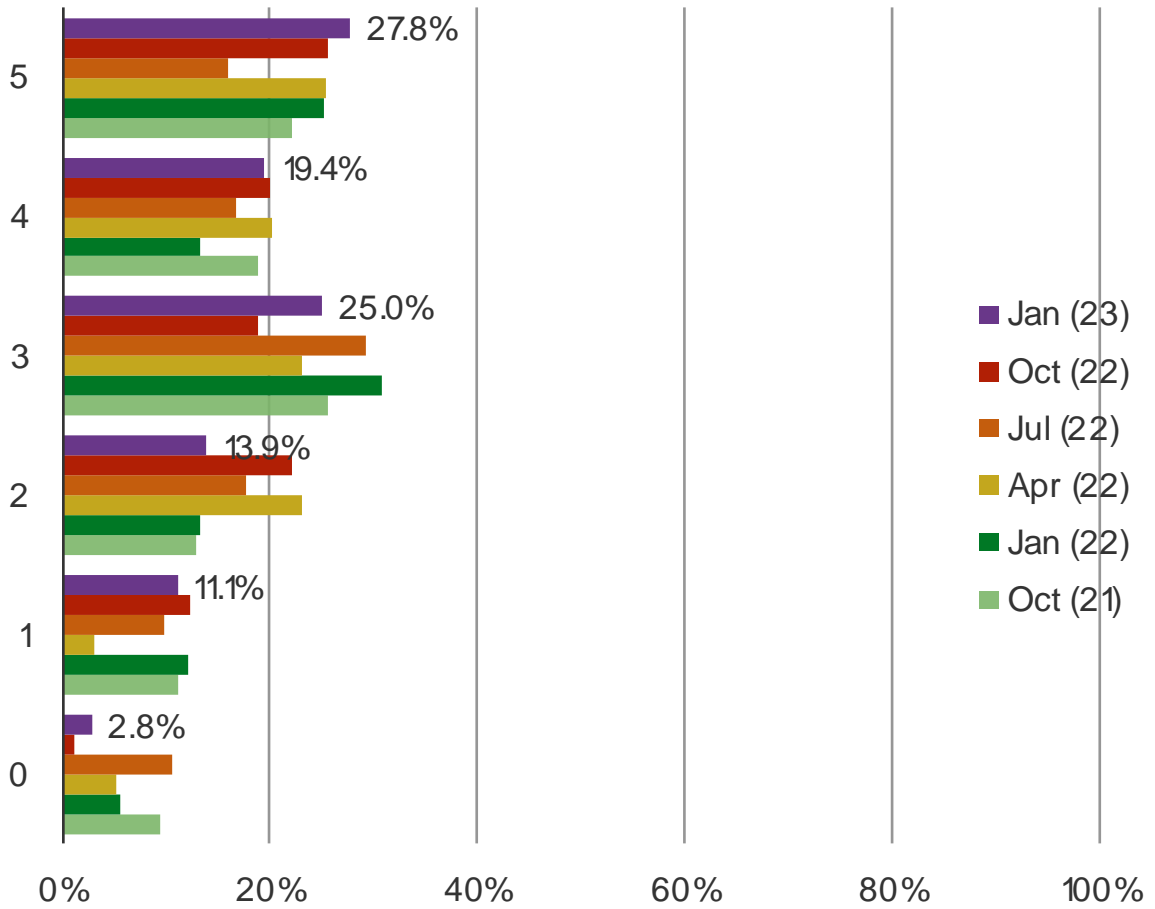
This question was posed to all respondents who use Stitch Fix.



N = 158

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

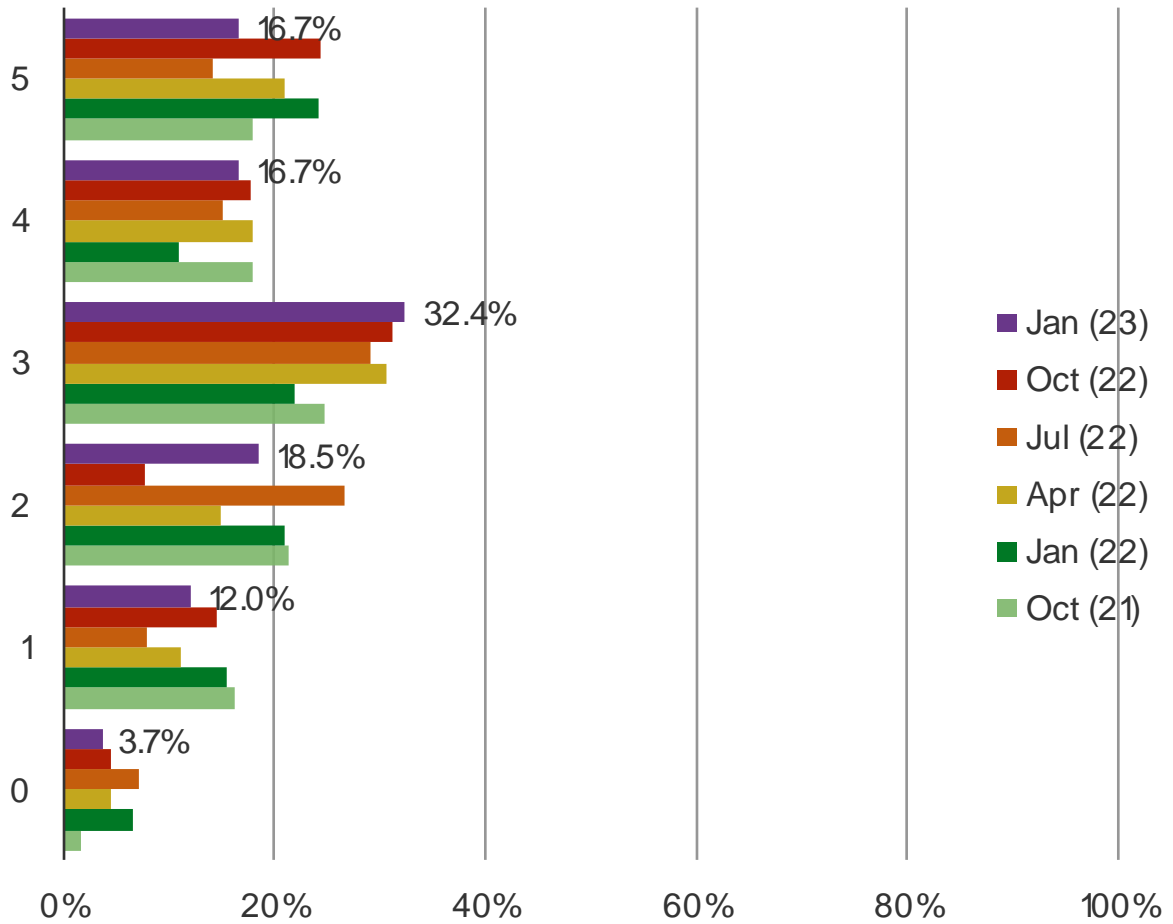
This question was posed to Stitch Fix customers who shop fixes.



N = 108

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 = 108