

Bespoke Market Intelligence

CROX, Volume 9

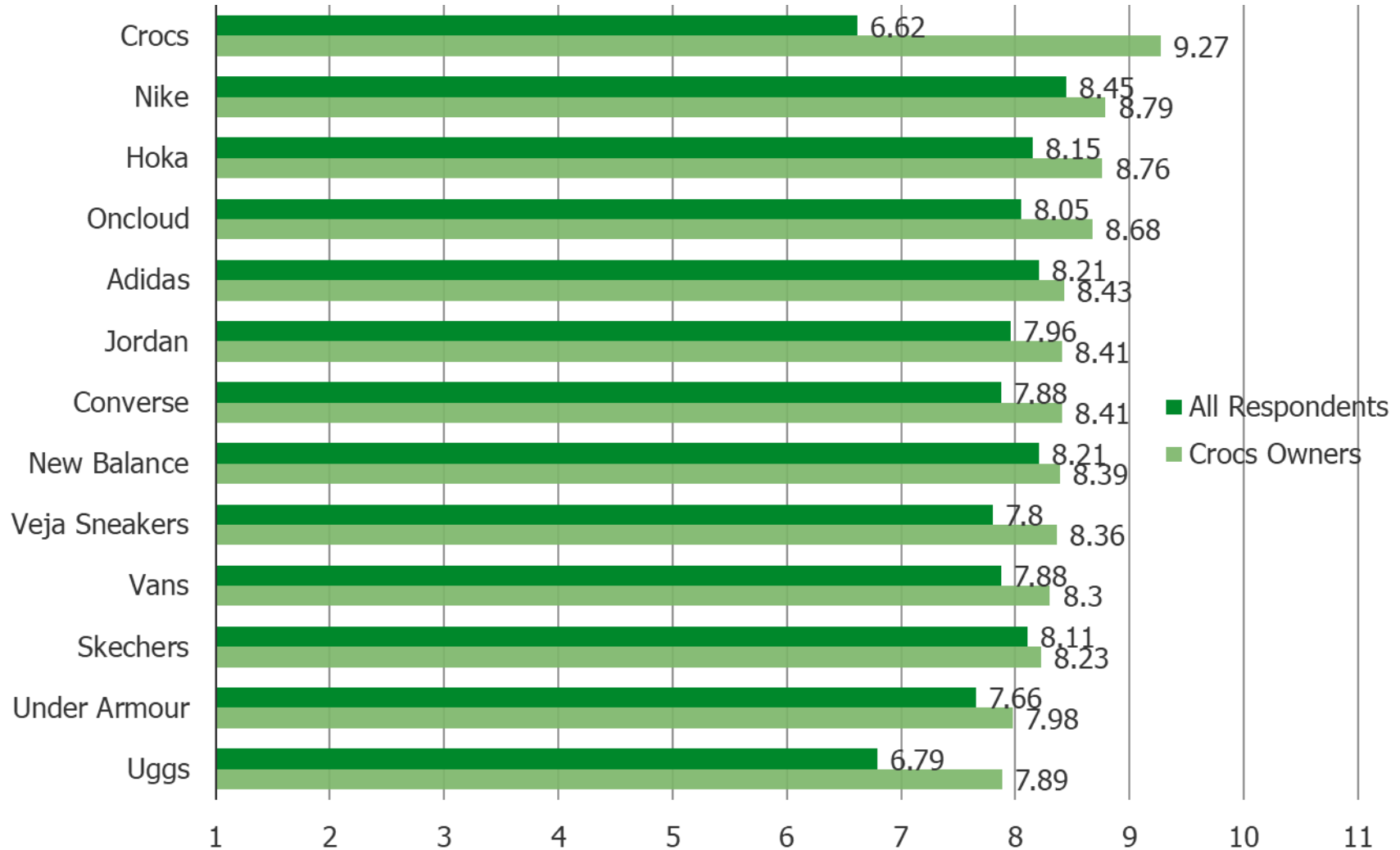
August 2023

Survey of 1,000 US Consumers Balanced to Census

Competitive Dynamics Sentiment

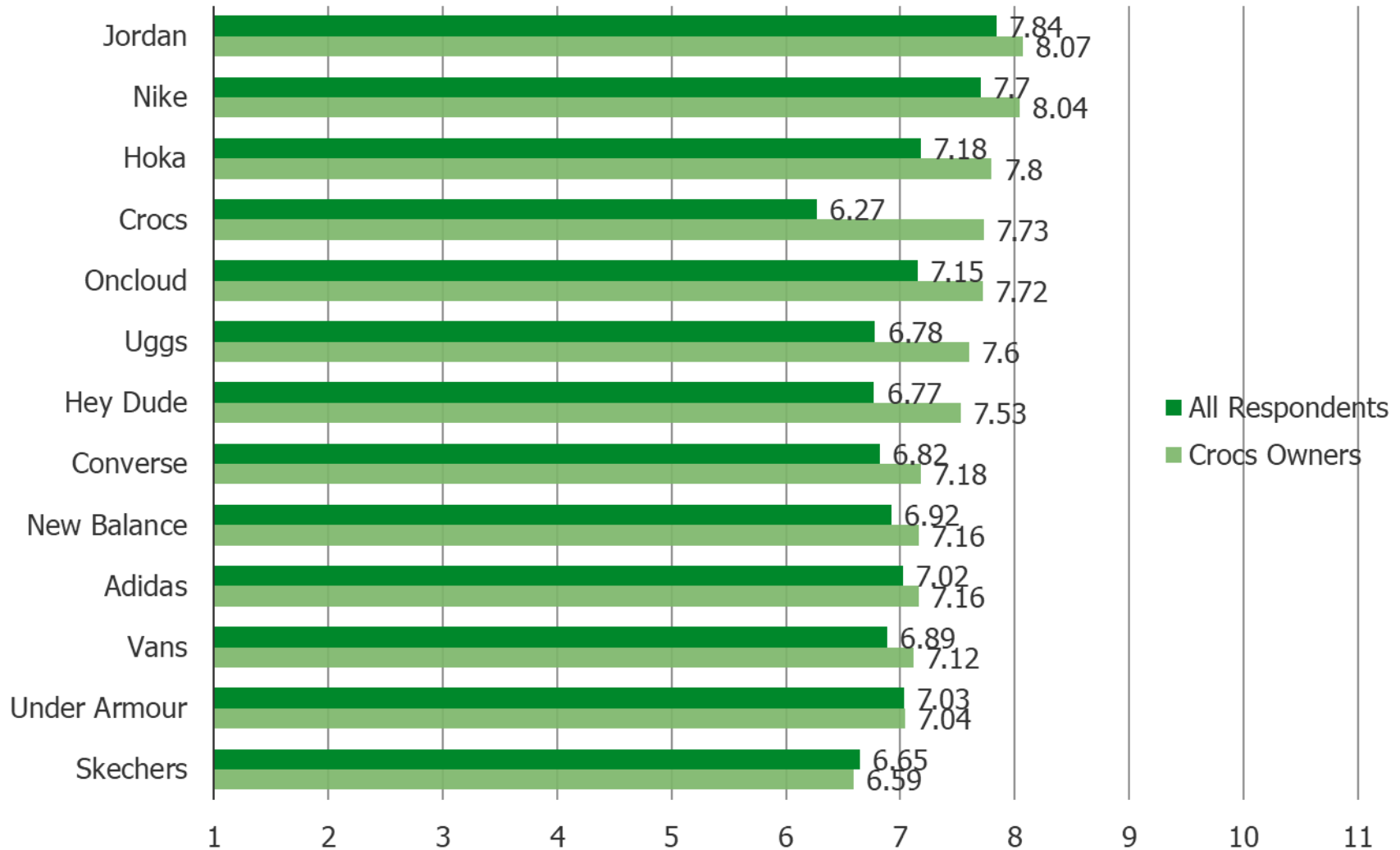
What is your opinion of the following brands...

Posed to respondents who said they are familiar with each of the following...



In your opinion, how much pricing power do the following footwear brands possess?

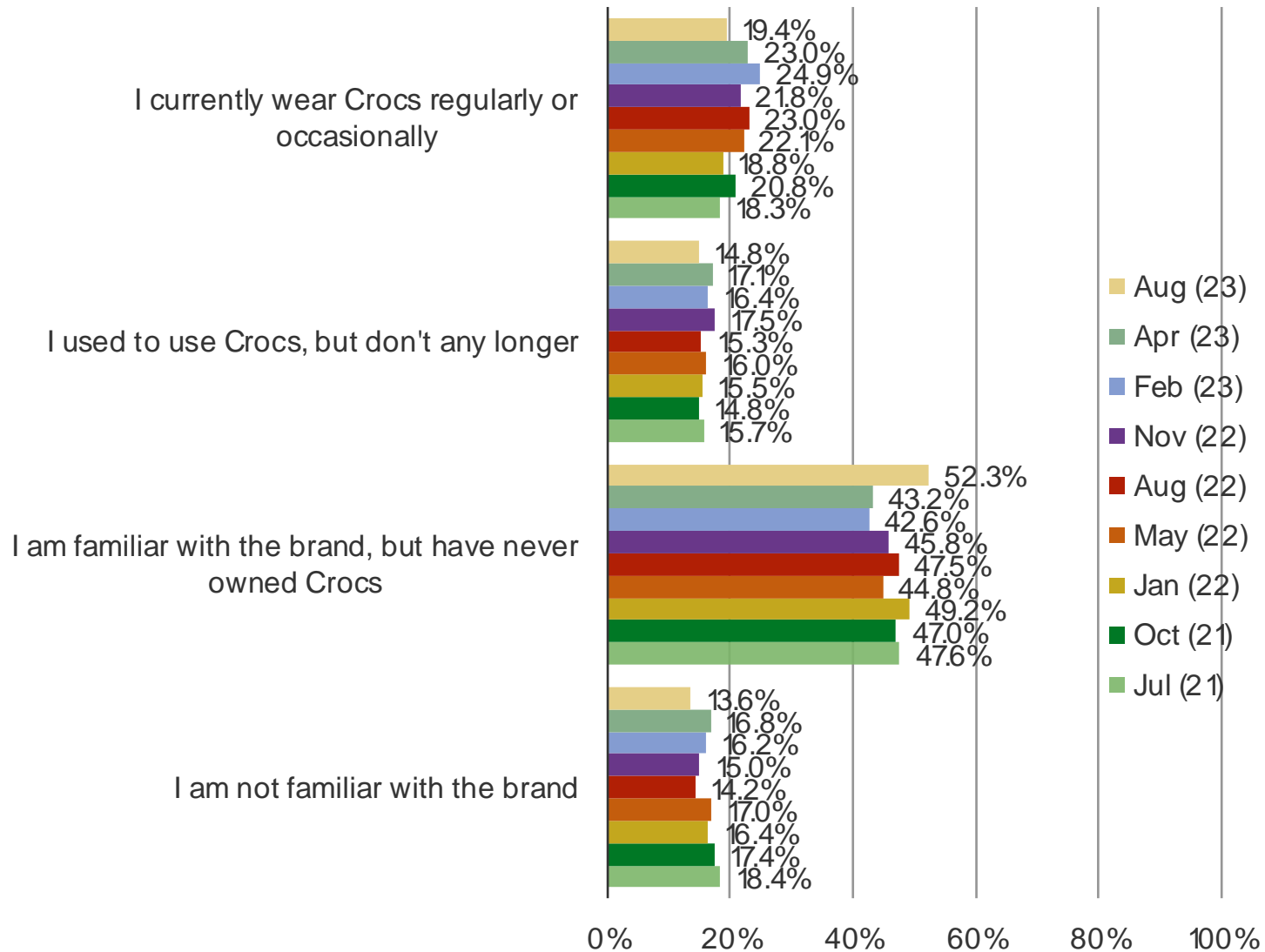
Posed to respondents who said they are familiar with each of the following...



Cross Engagement

Which best describes your experience with the Crocs footwear brand?

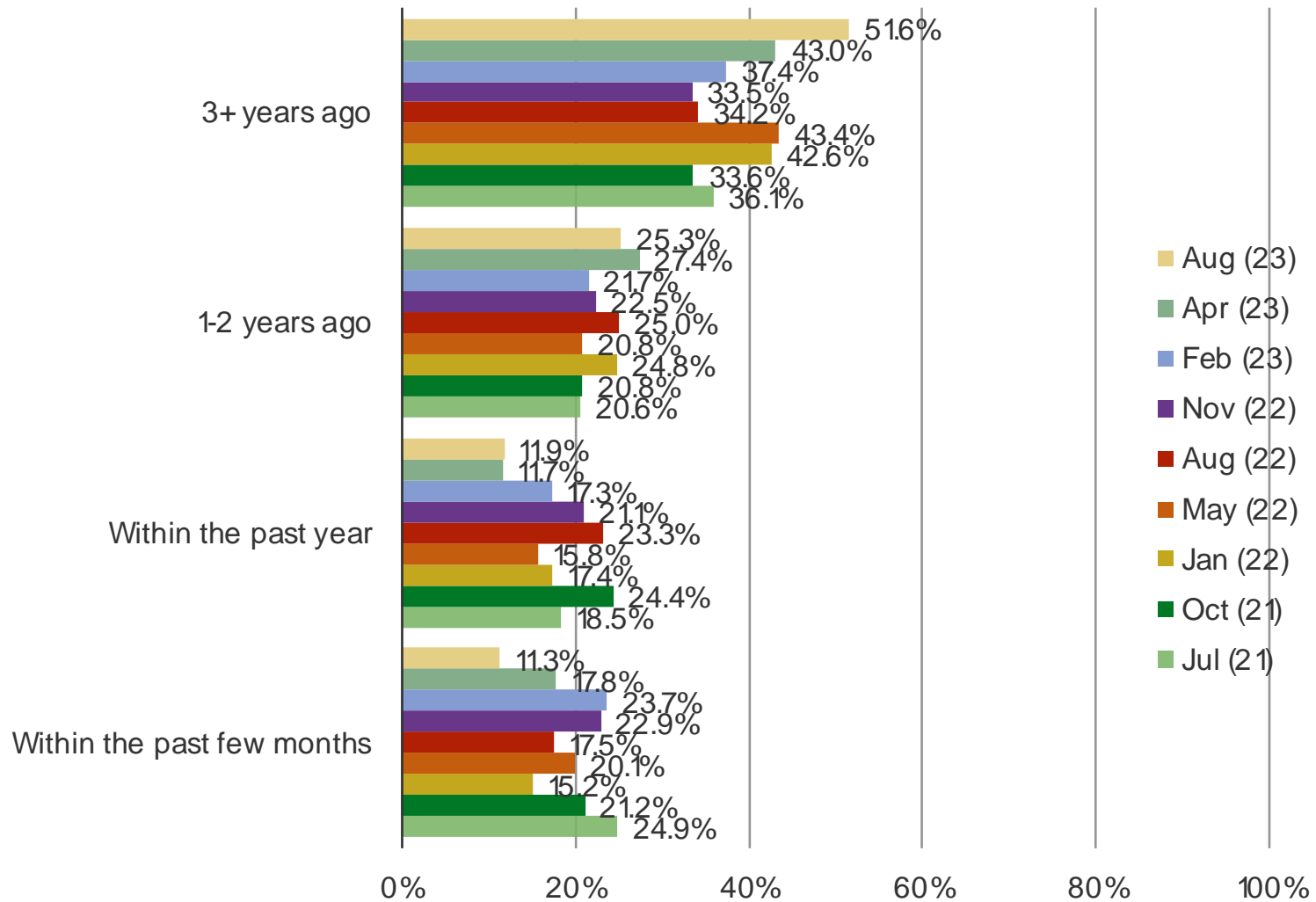
Posed to all respondents.



Cross Owners Sentiment and Behavior

When did you start wearing Crocs for the first time?

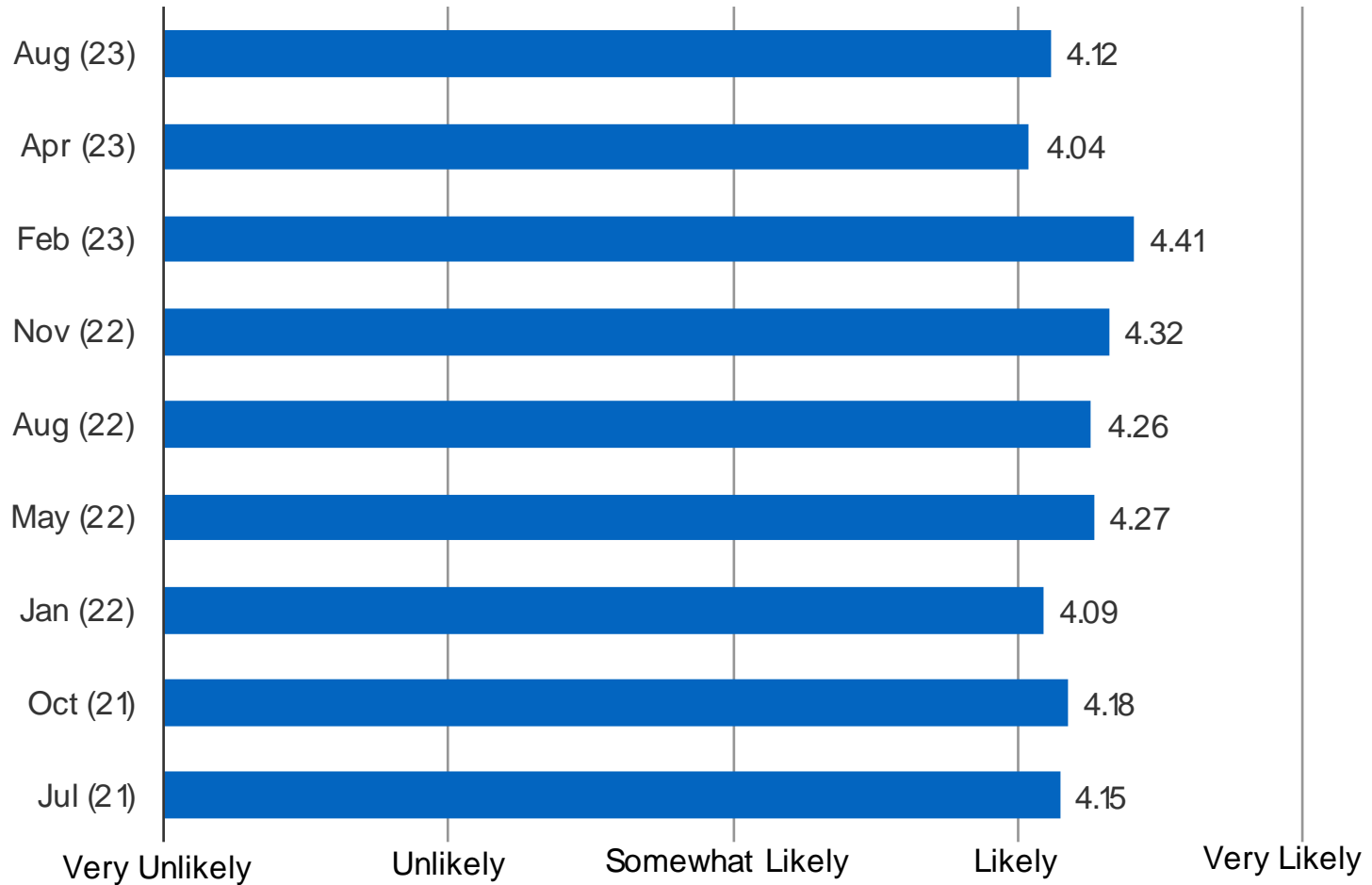
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 194

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

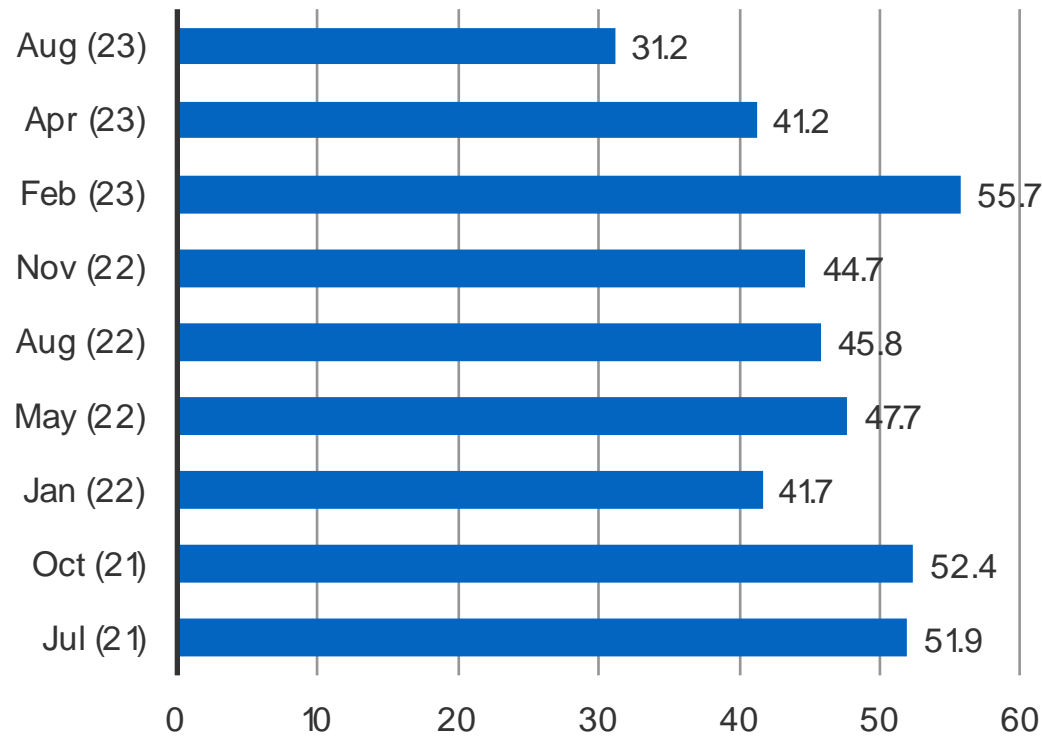
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 194

What percentage of your footwear closet is dedicated to Crocs?

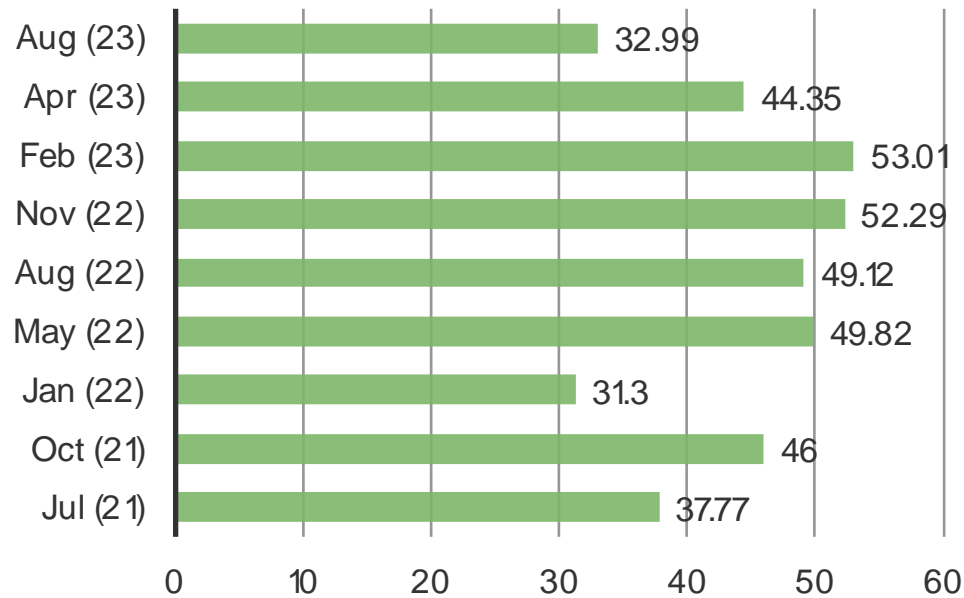
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 194

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

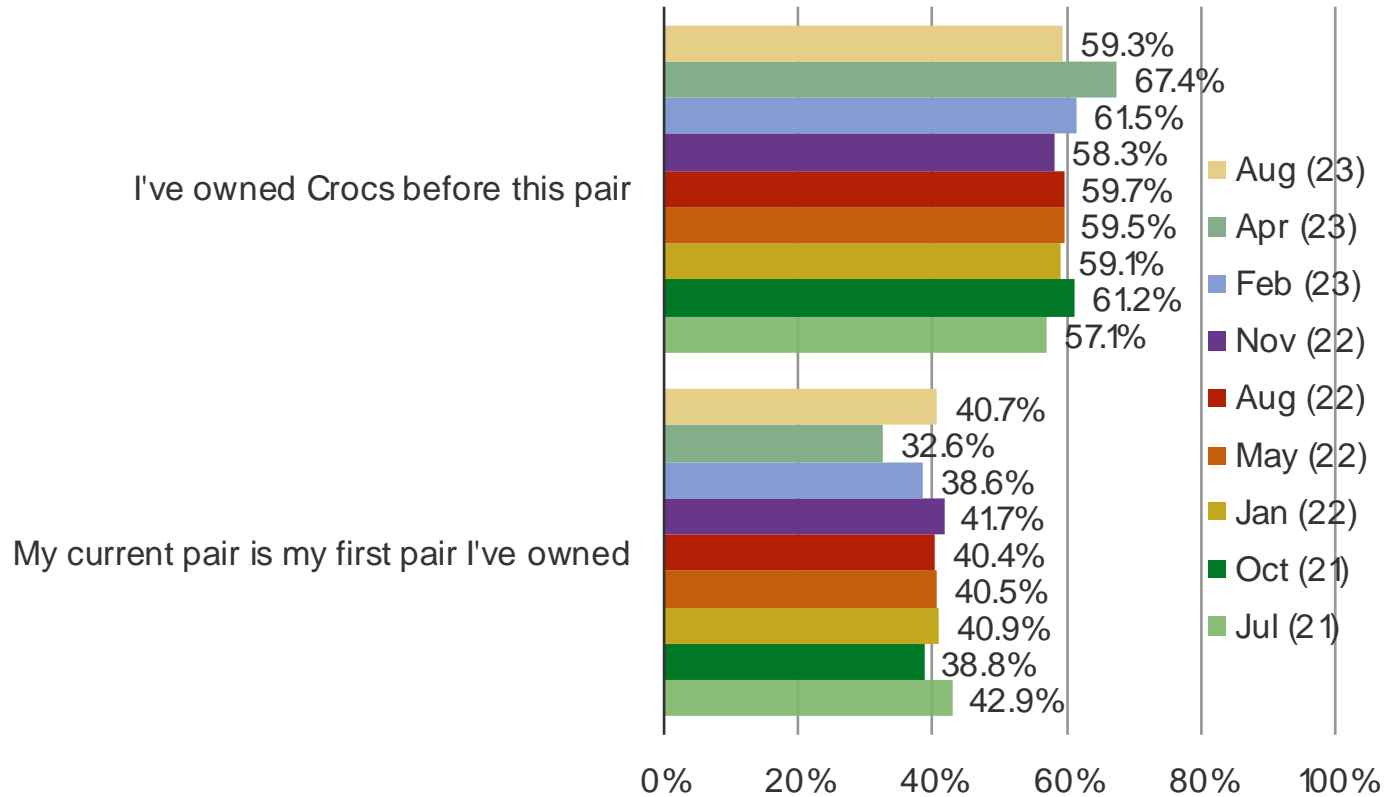
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 194

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

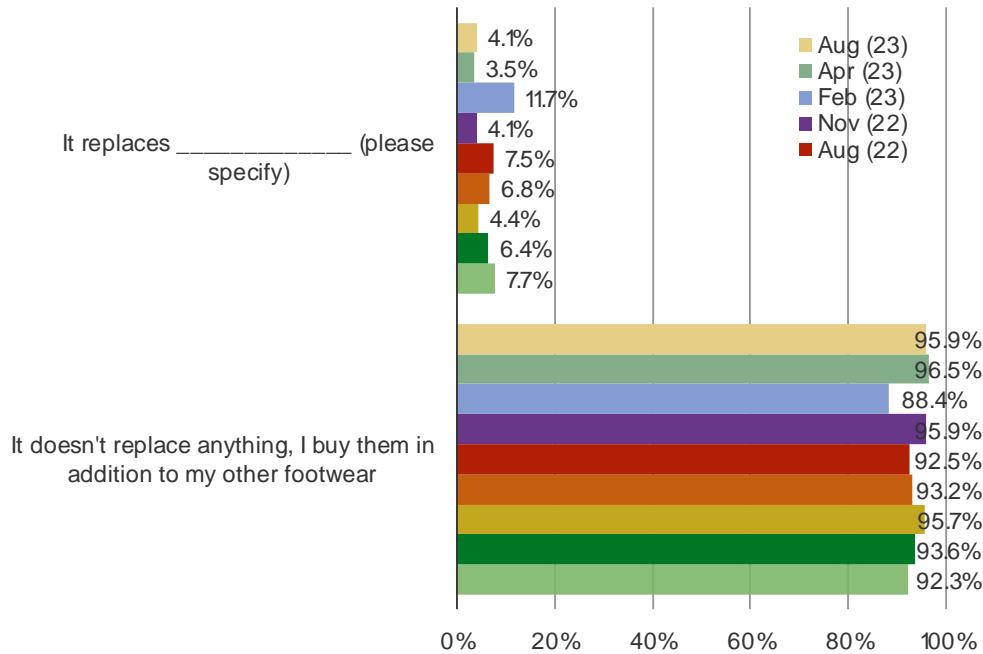
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 194

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.



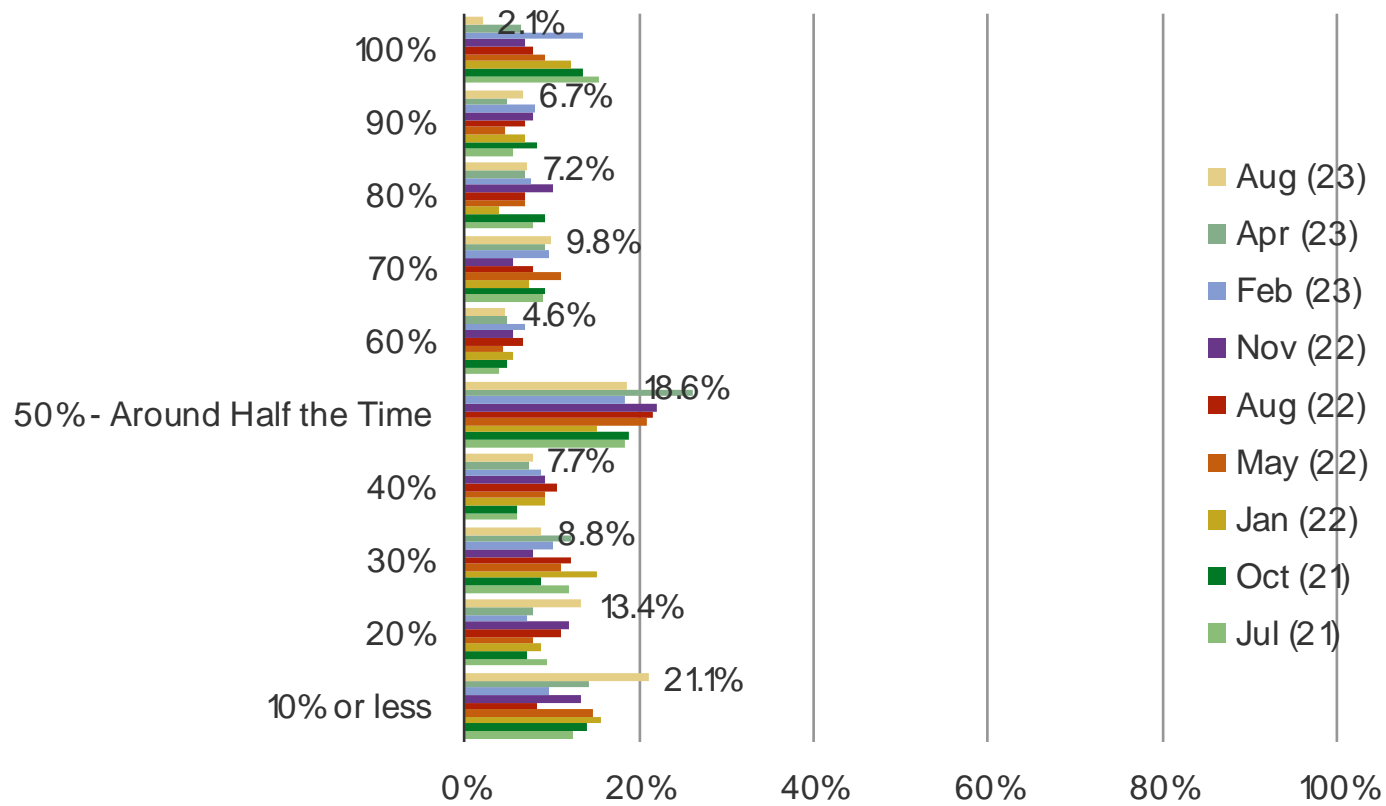
Brands mentioned by the small number of respondents who said their Crocs purchases replace purchases of other brands include:

- Nike
- Adidas
- Skechers

N = 194

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

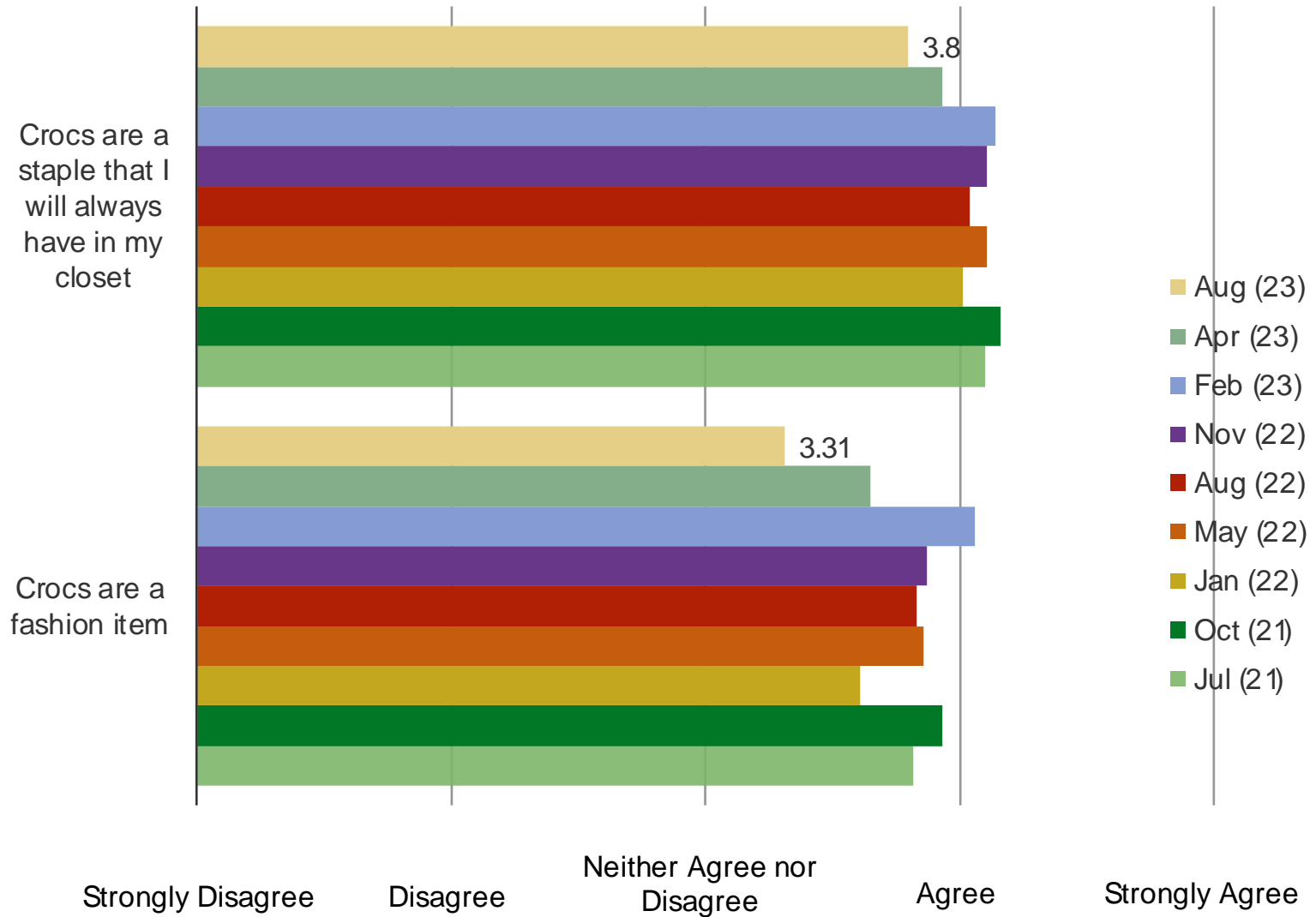
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 194

How much do you agree with the following statements:

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

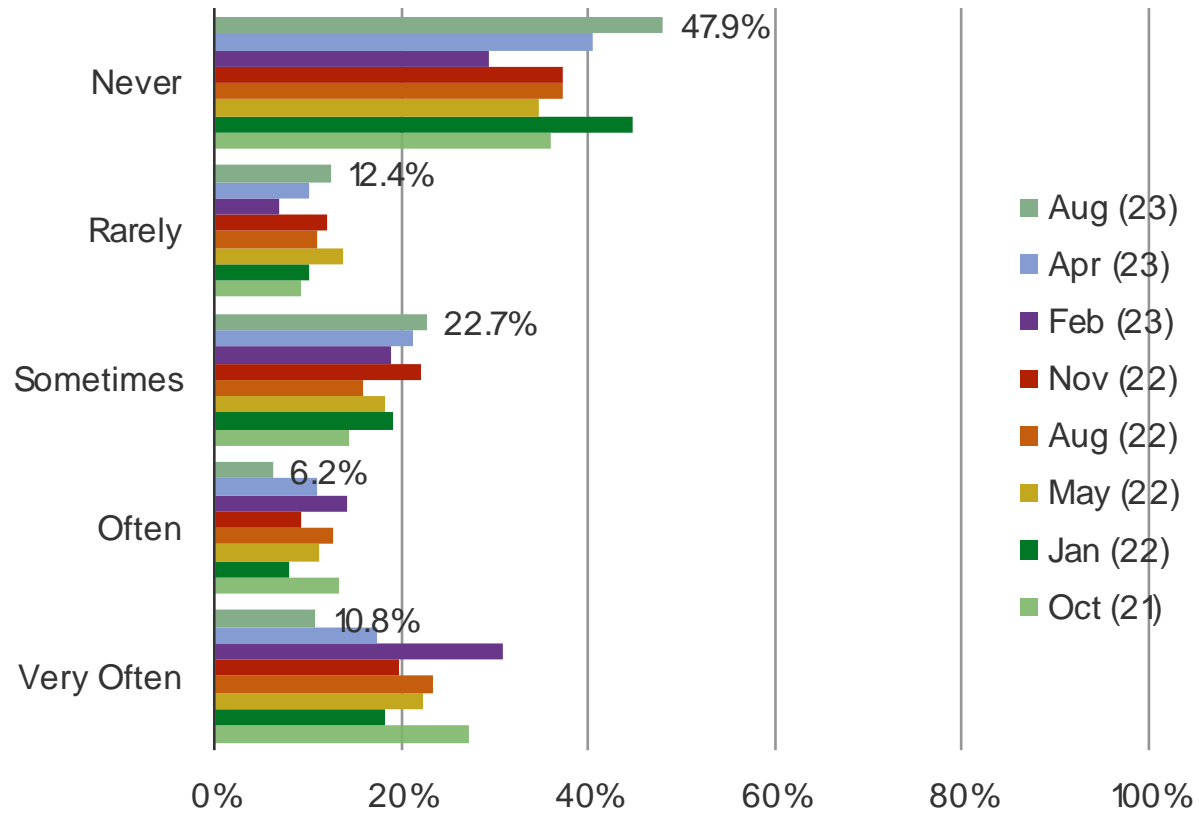


N = 194

Crocs Owners | Jibbitz Feedback

Do you purchase Jibbitz for your Crocs?

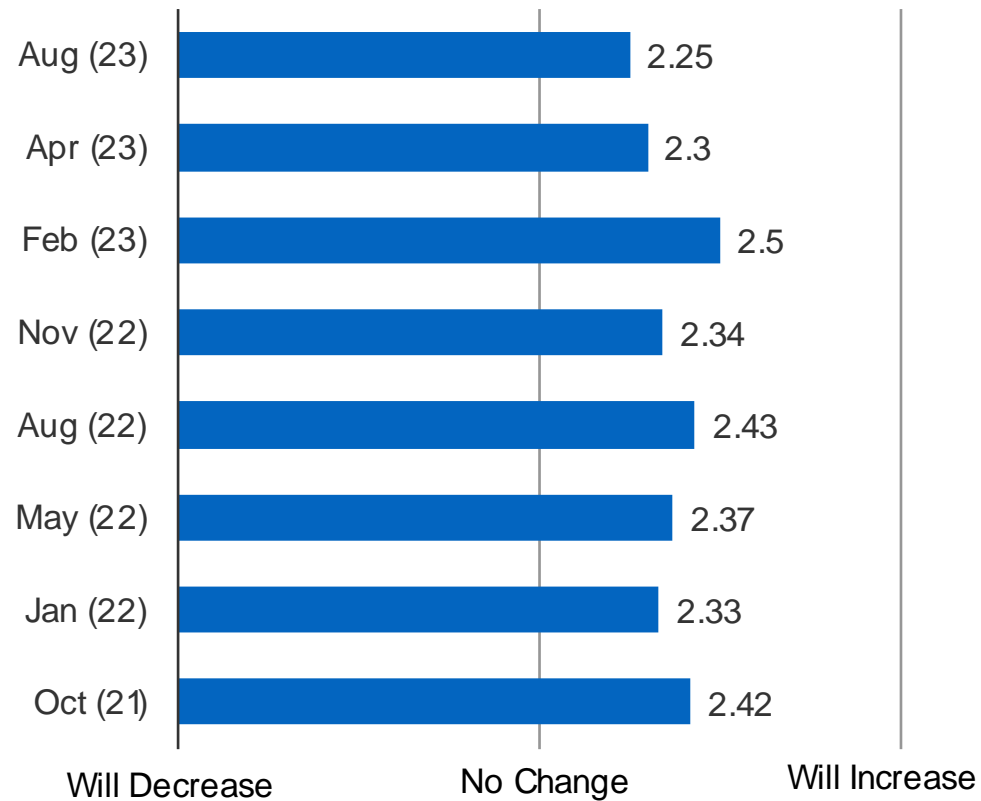
Posed to respondents who said they currently wear Crocs regularly or occasionally.



N = 194

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

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

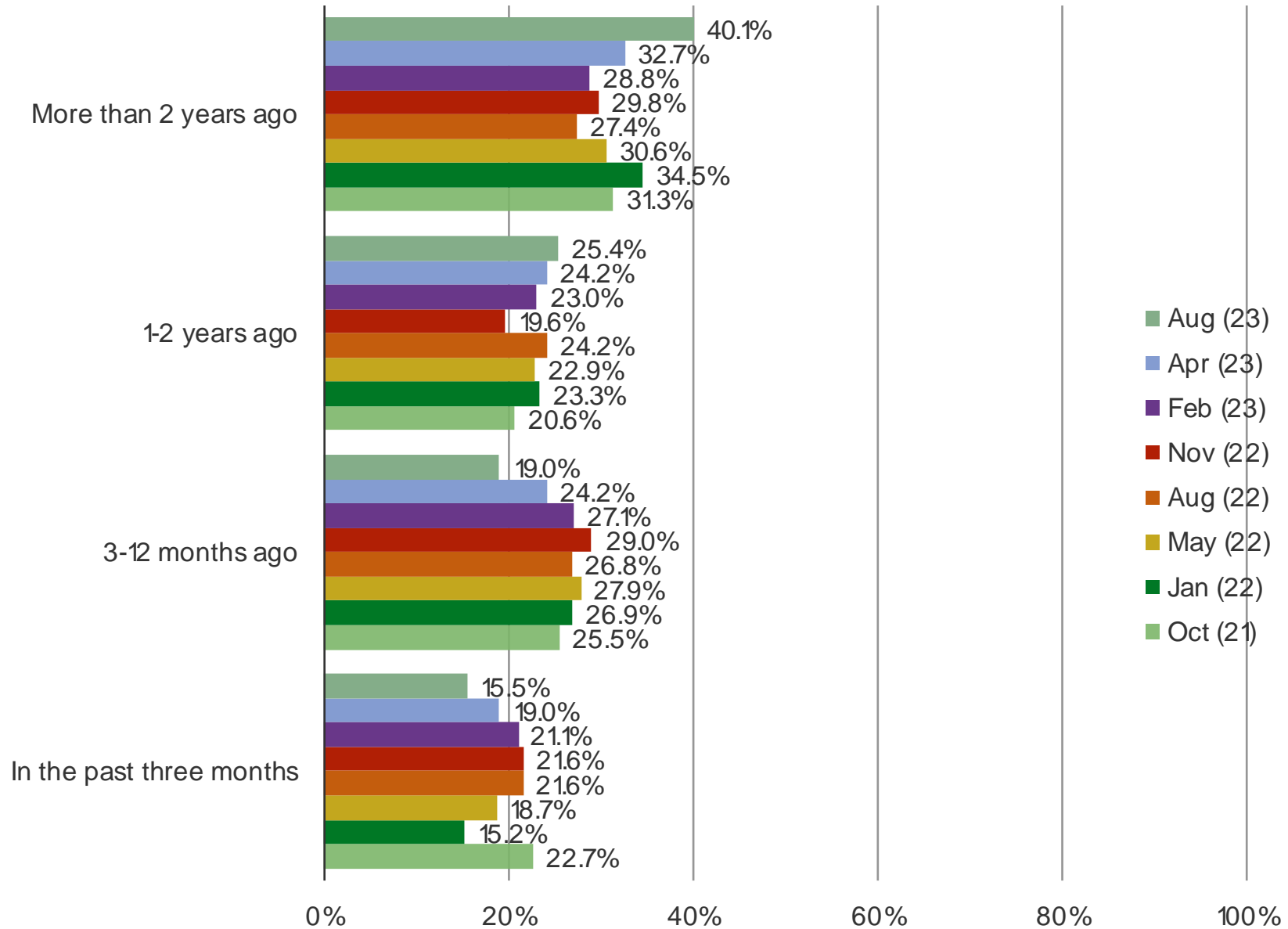


N = 194

Government Stimulus and Crocs

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

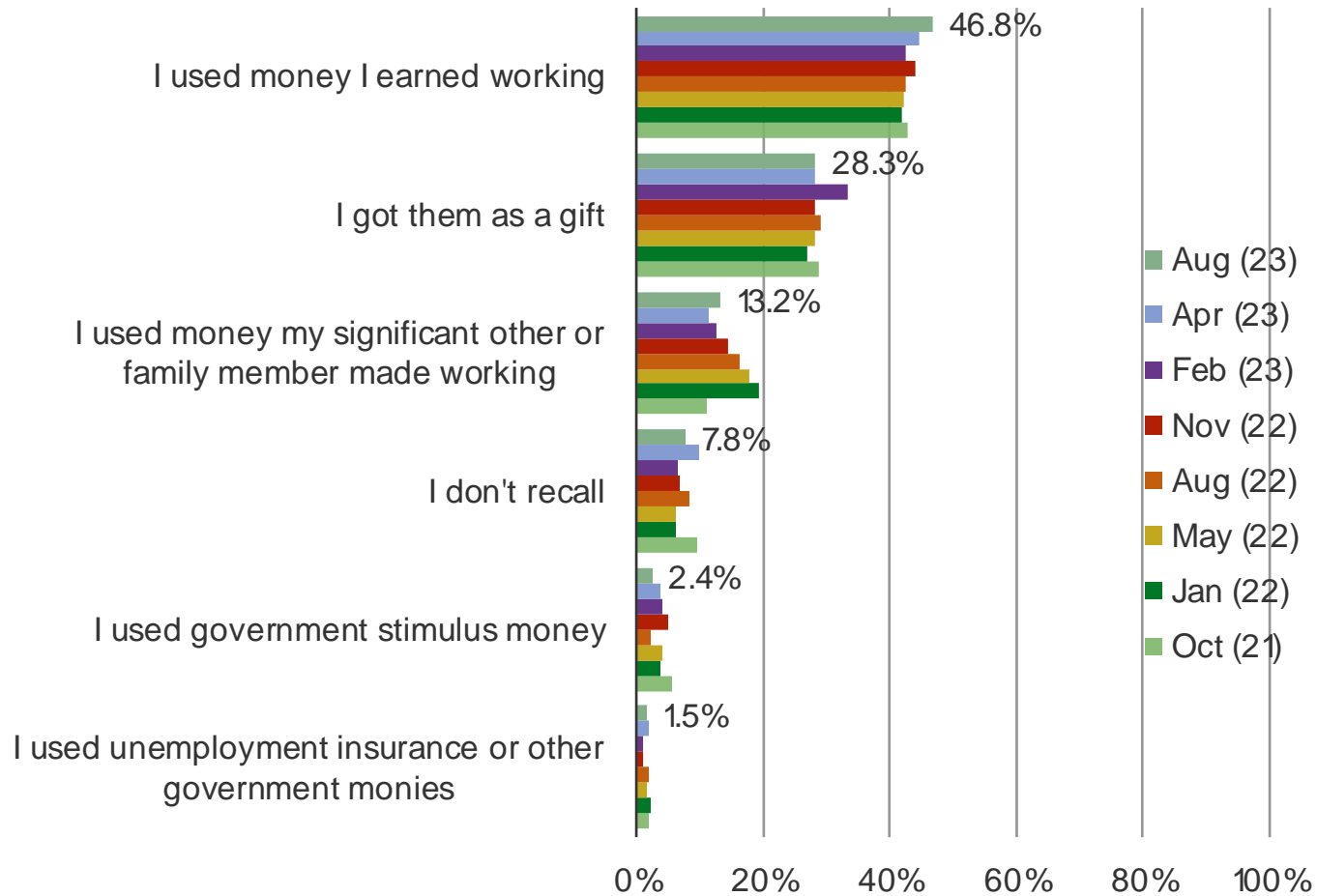
Posed to respondents who either currently wear Crocs OR used to wear Crocs in the past but don't any longer.



N = 342

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.

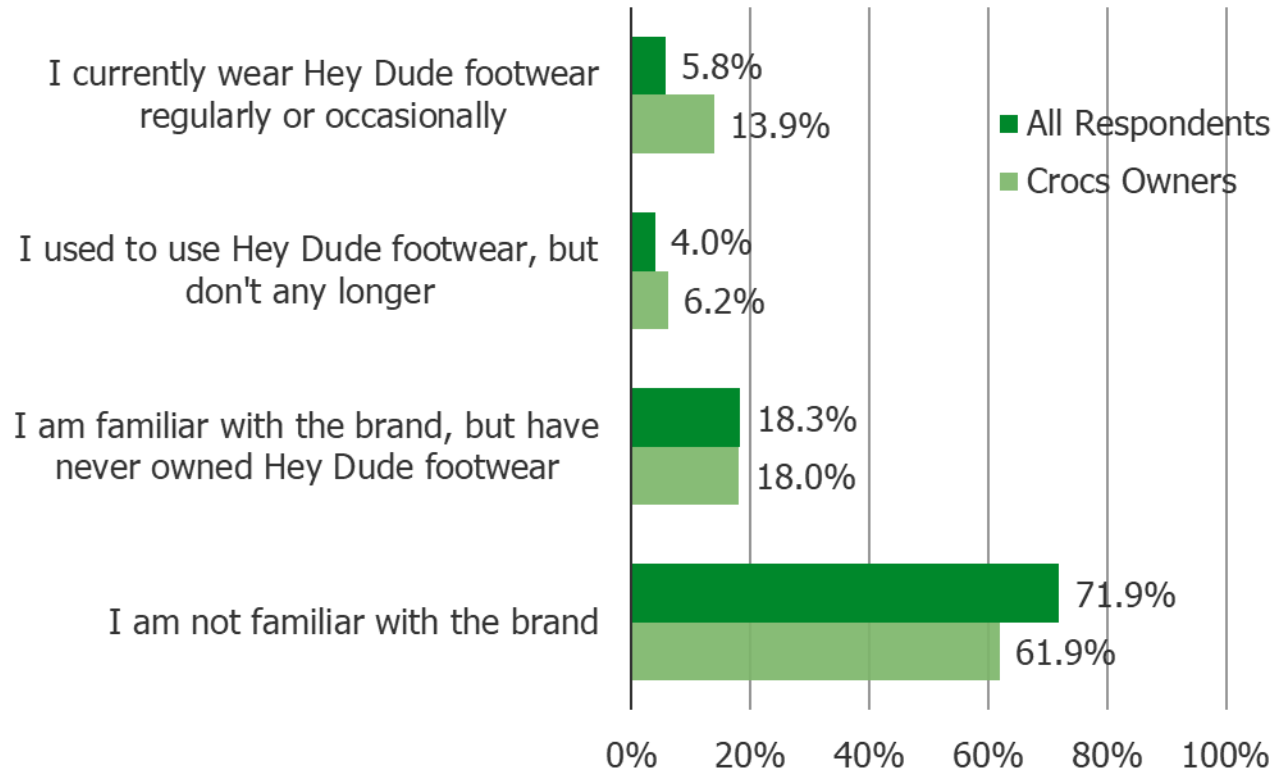


N = 205

Hey Dude Footwear

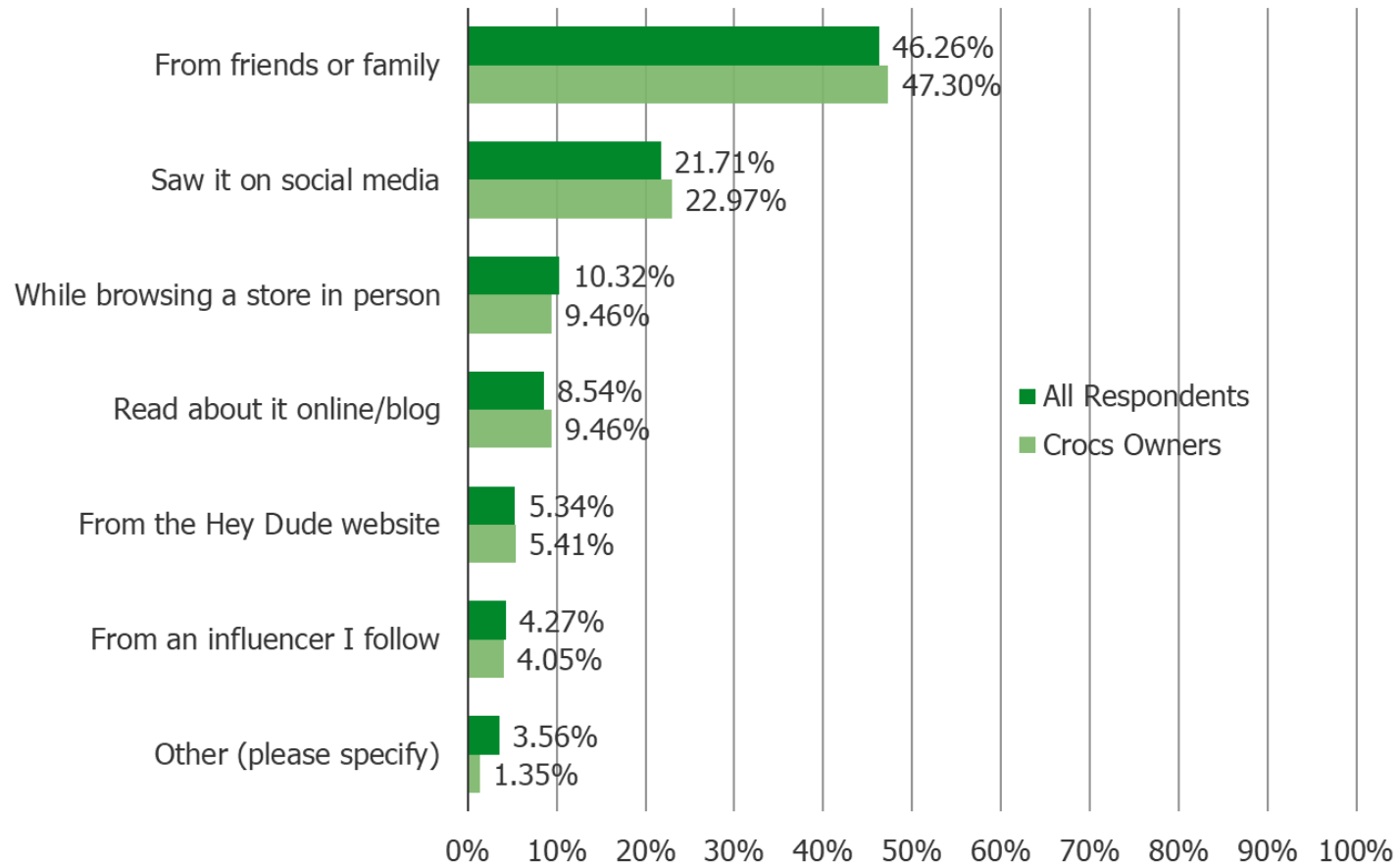
Which best describes your experience with Hey Dude footwear?

Posed to all respondents.



How did you first hear about Hey Dude footwear?

Posed to respondents who wear Hey Dude regularly or occasionally).



N = 385