

# Bespoke Survey Research

November 2023

## Crocs Survey

### Volume 10 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: CROX, Hey Dude.

### KPIs and Key questions

1. The share of respondents who wear Crocs regularly or occasionally has increased q/q.
2. Likelihood to purchase a pair of Crocs moving forward is holding steady among those who wear Crocs.
3. Crocs NPS has been receding in the last few quarters and is tracking in the ~30 range. This is still a strong score, just an indicator of less word of mouth buzz going on than there was 1-2 years ago. This could be due, in part, to customers in our survey being more likely to have been with the Crocs brand for more time relative to readings 1-2 years ago.
4. The share of Crocs customers who are first-time Crocs buyers has declined (ie, an increasing share are telling us they've owned more than one pair).
5. Crocs customers have a very favorable opinion of the brand and think it has a reasonably high degree of pricing power.
6. Feedback around Heydude continues to be positive / improved over time.

### Noteworthy Stats:

**77.0%** of Crocs users believes Crocs are timeless.

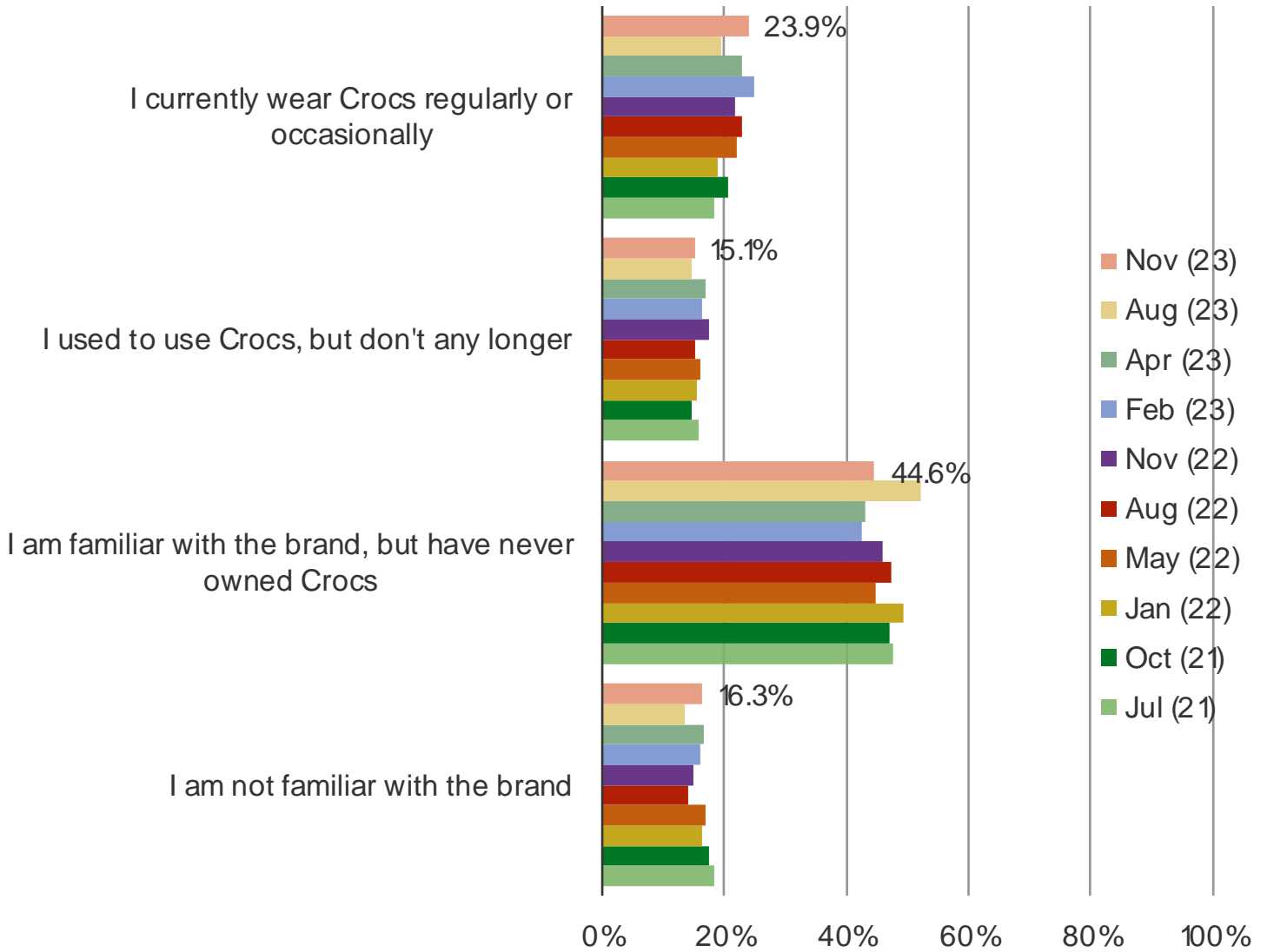
**68.6%** of Crocs users say they've owned a pair of Crocs before their current pair.

**39.1%** of Hey Dude users say they heard about it from friends or family.

# CROCS

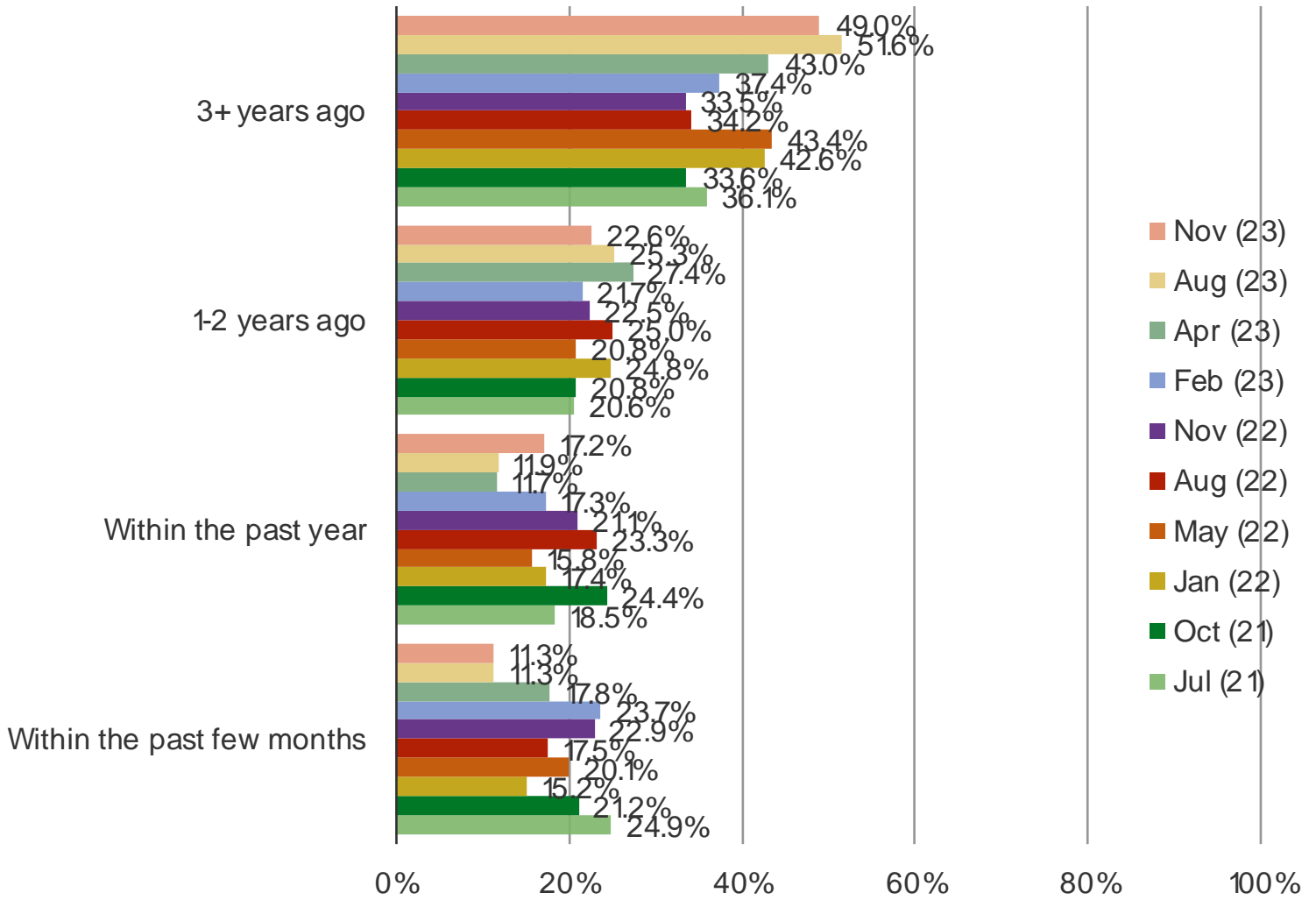
WHICH BEST DESCRIBES YOUR EXPERIENCE WITH THE CROCS FOOTWEAR BRAND?

Posed to all respondents.



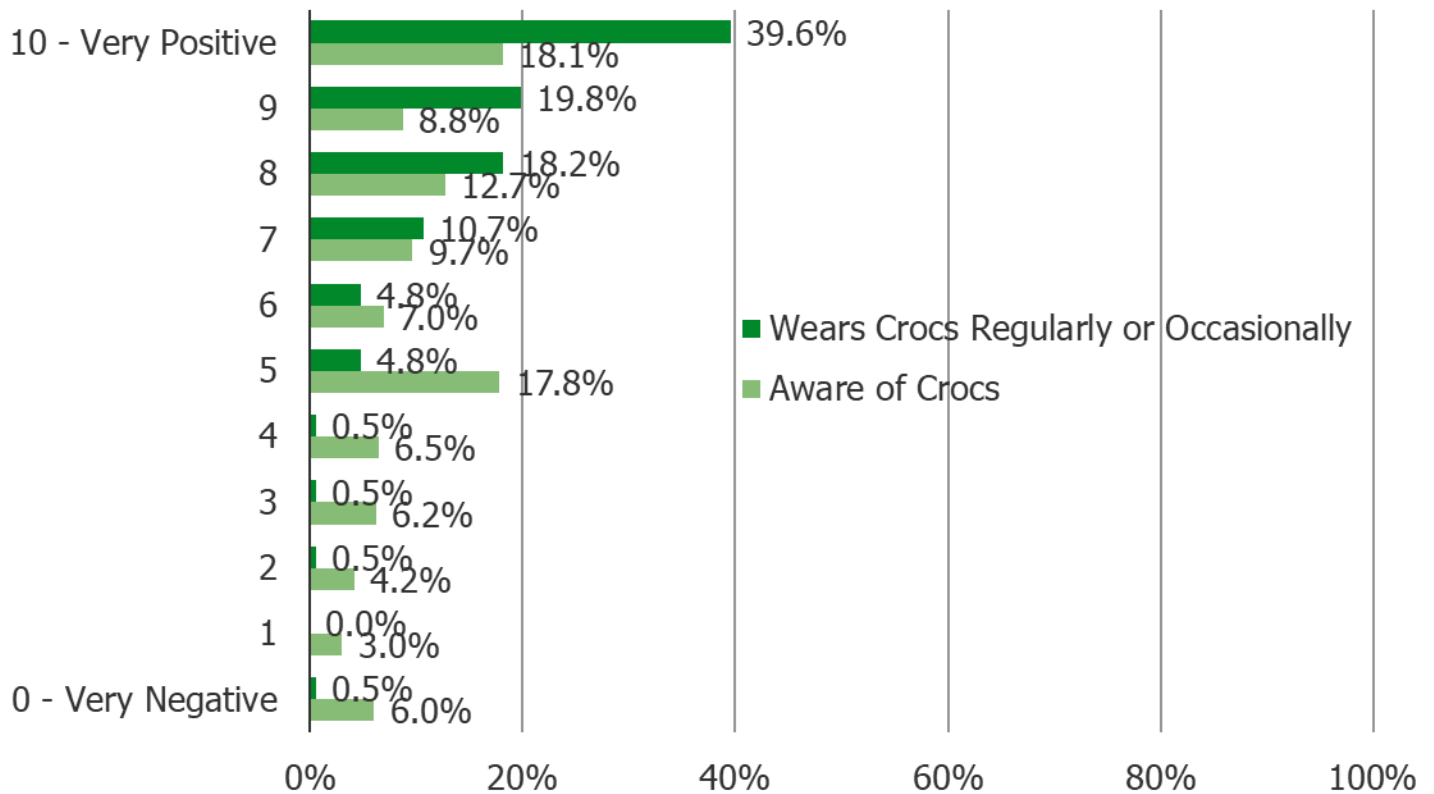
WHEN DID YOU START WEARING CROCS FOR THE FIRST TIME?

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



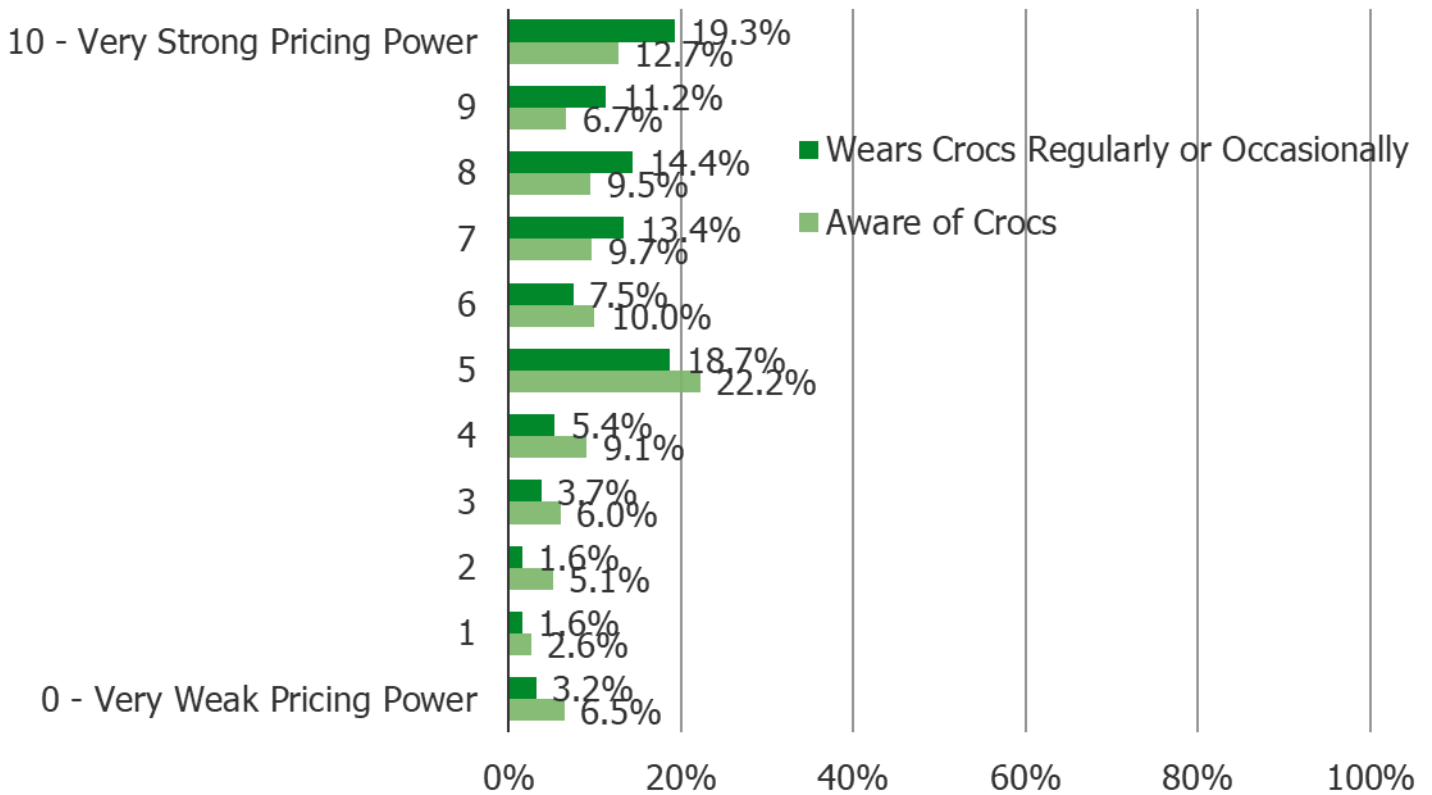
WHAT IS YOUR OPINION OF THE CROCS BRAND?

Showing responses of people who are aware of Crocs vs. people who wear them regularly or occasionally...



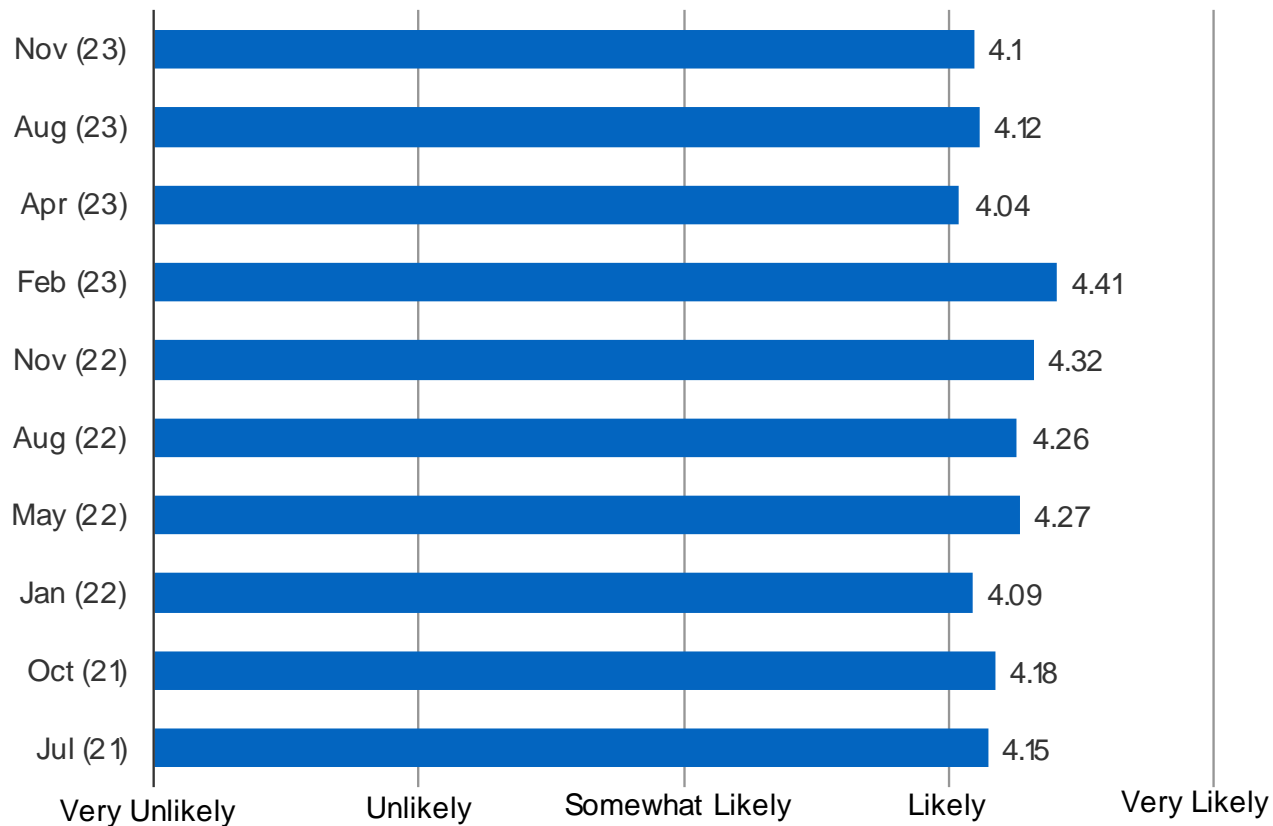
IN YOUR OPINION, HOW MUCH PRICING POWER DOES THE CROCS BRAND POSSESS?

Showing responses of people who are aware of Crocs vs. people who wear them regularly or occasionally...



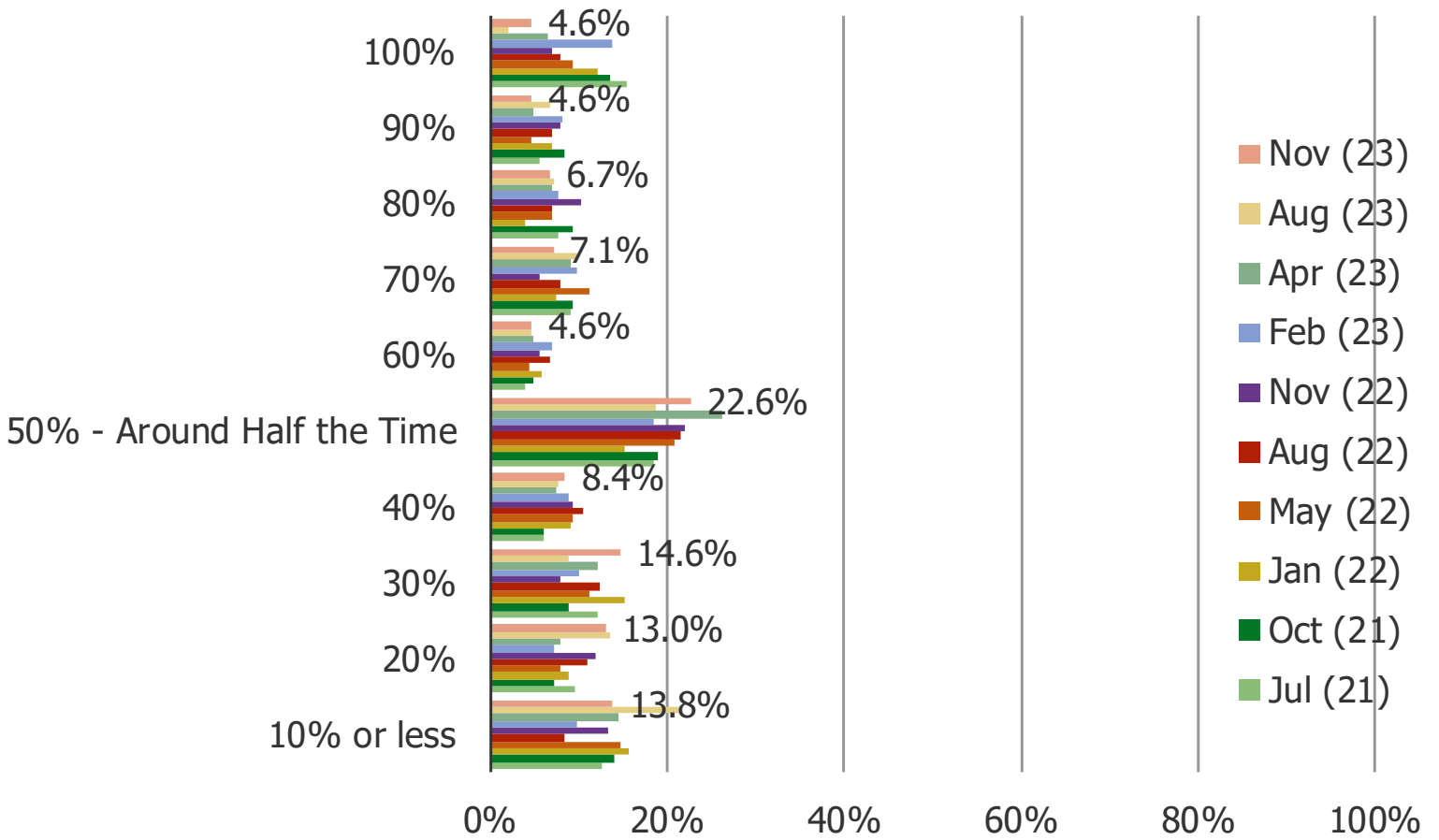
HOW LIKELY ARE YOU TO BUY A PAIR OF CROCS AGAIN SOMETIME IN THE FUTURE?

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



WHAT PERCENTAGE OF YOUR FOOTWEAR CLOSET IS DEDICATED TO CROCS?

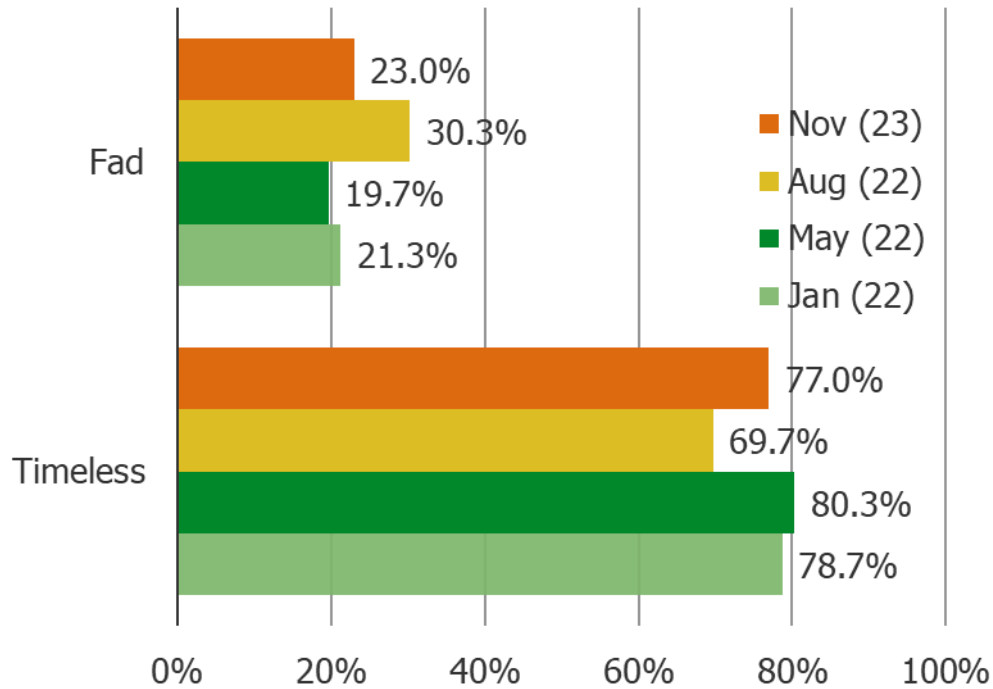
Posed to respondents who said they currently wear Crocs regularly or occasionally.





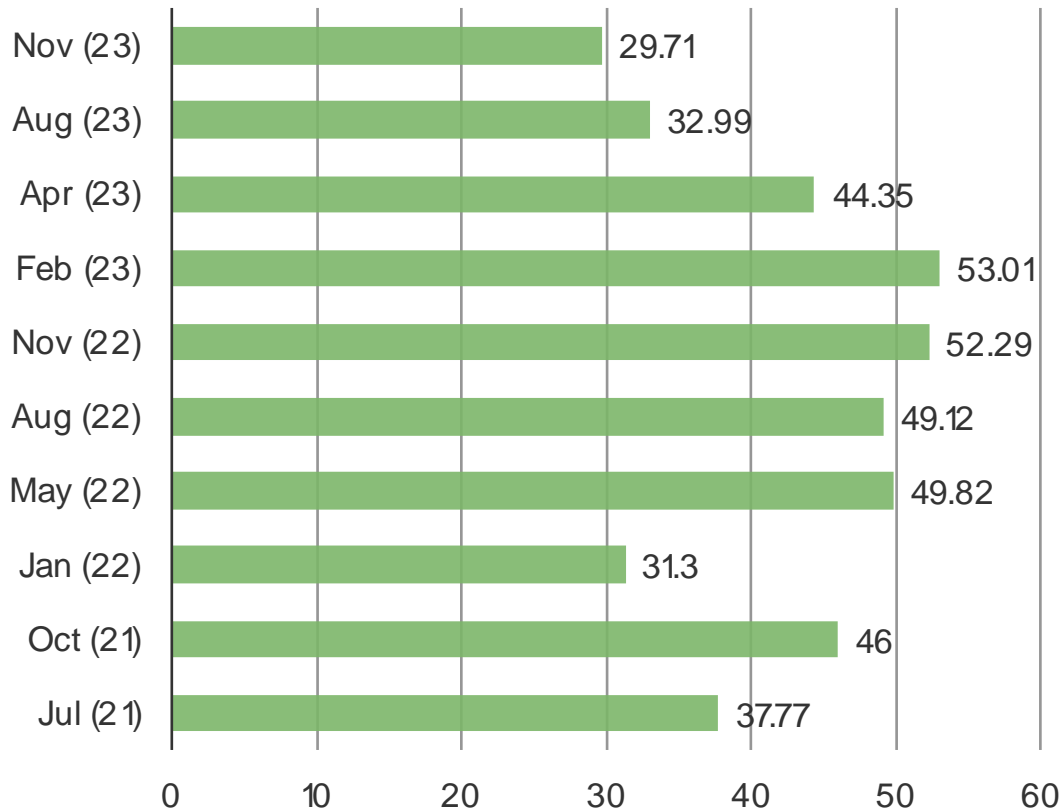
WHICH OF THE FOLLOWING BEST DESCRIBES CROCS, IN YOUR OPINION?

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



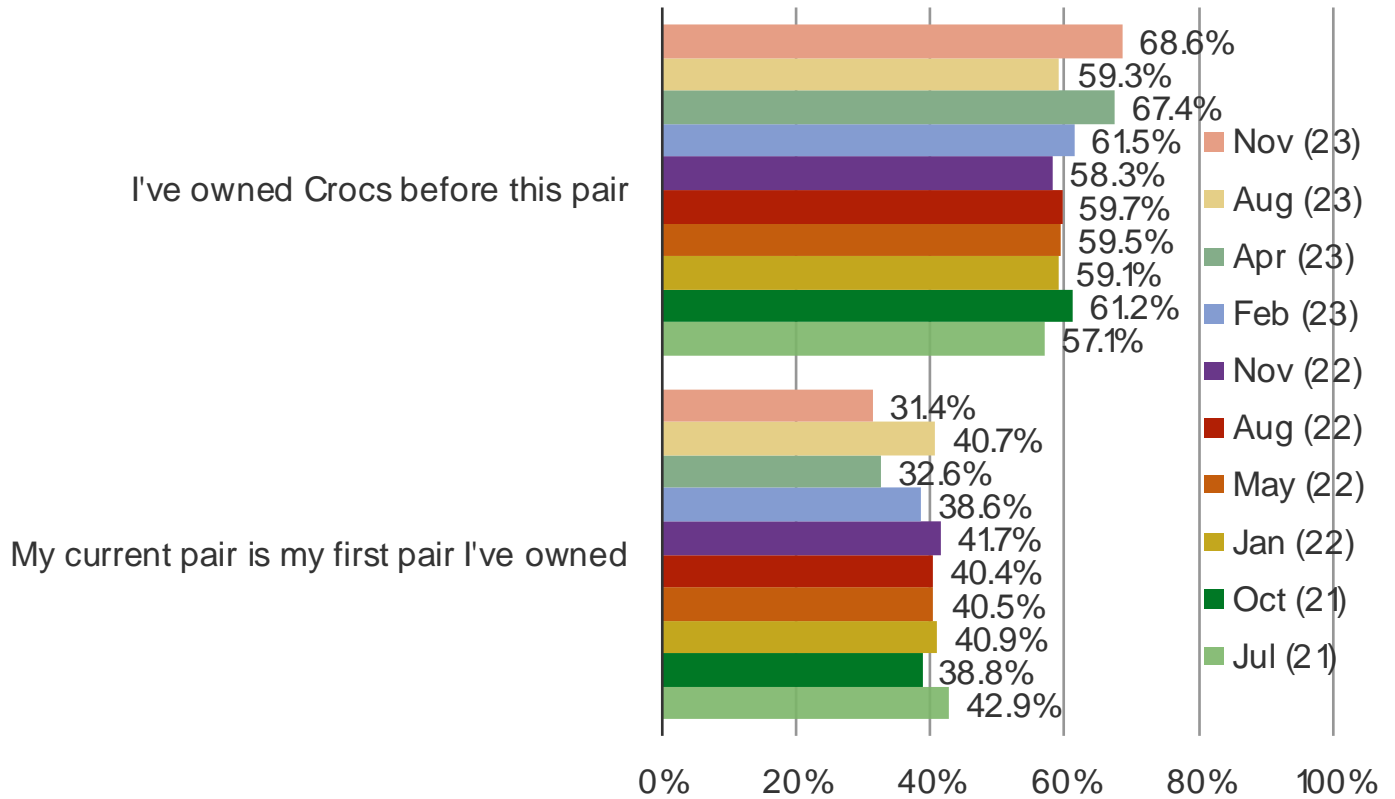
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND CROCS TO A FRIEND OR COLLEAGUE?

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



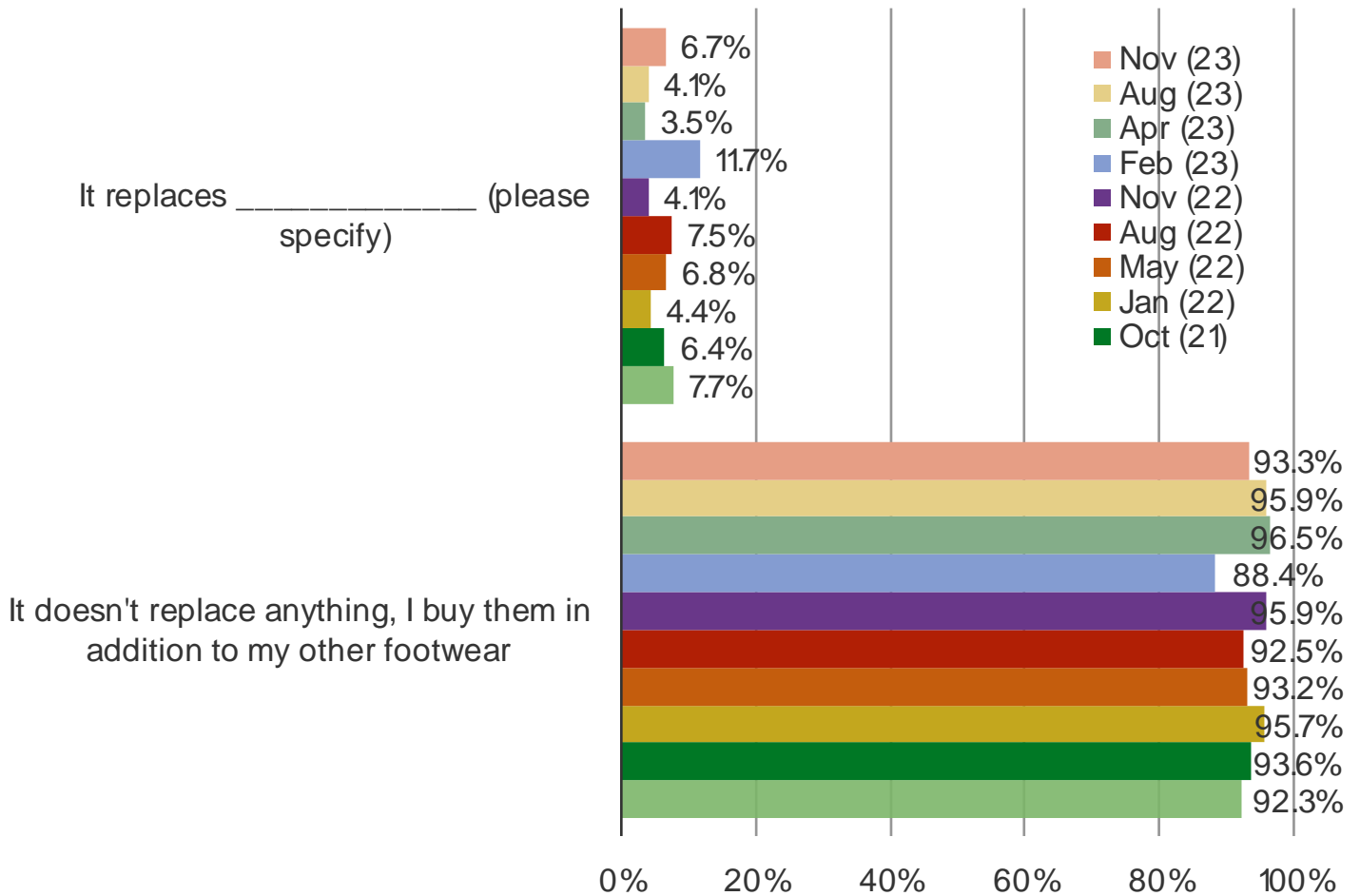
IS YOUR CURRENT PAIR OF CROCS THE FIRST PAIR YOU'VE OWNED, OR HAVE YOU OWNED CROCS BEFORE THE ONES YOU WEAR NOW?

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



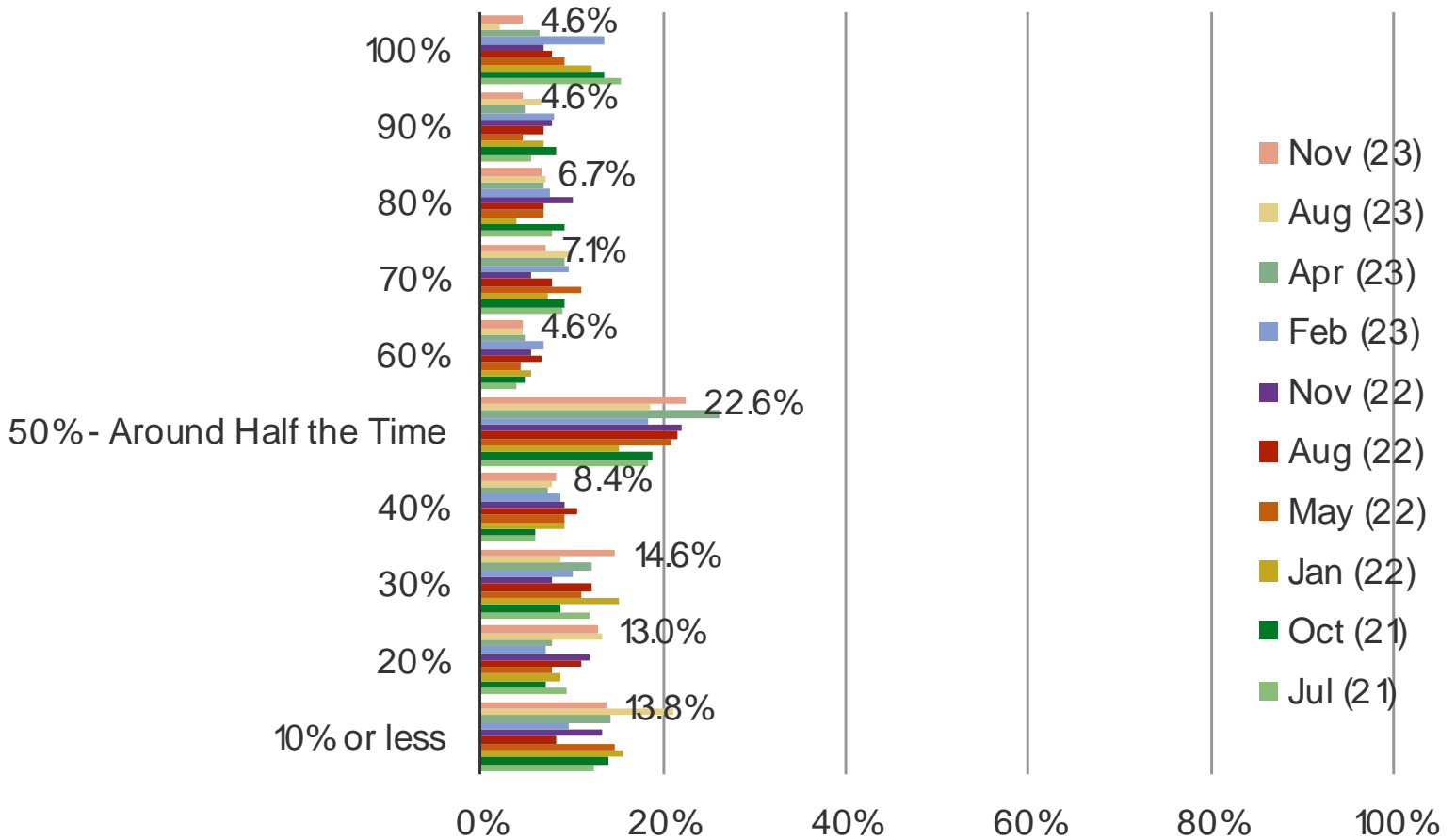
WHEN YOU BUY CROCS, WHICH FOOTWEAR BRAND ARE YOU TYPICALLY CHOOSING IT OVER? IE - WHAT BRAND DOES CROCS REPLACE IN YOUR CLOSET?

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



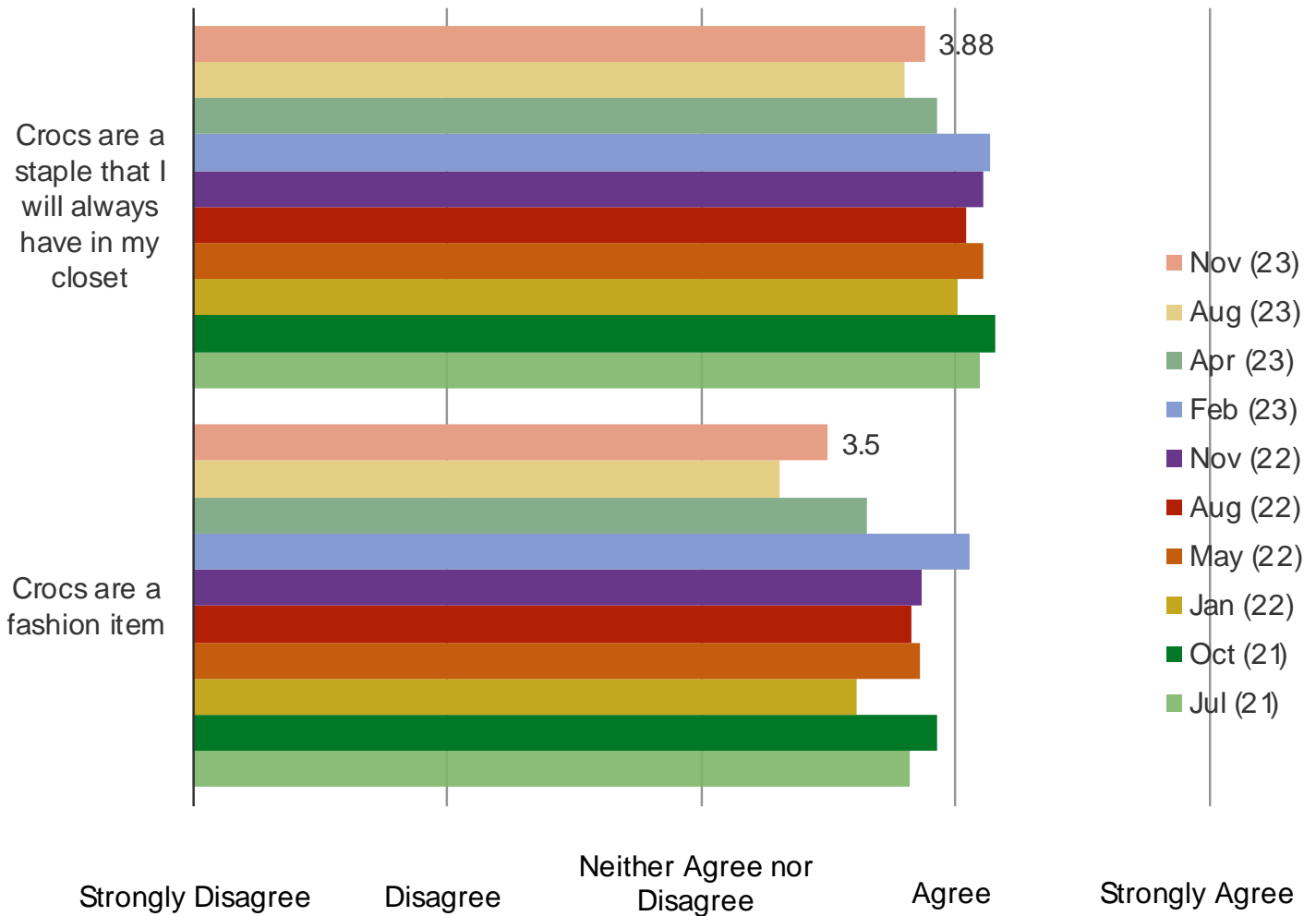
WHAT PERCENTAGE OF THE TIME YOU WEAR FOOTWEAR ARE YOU WEARING CROCS?

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



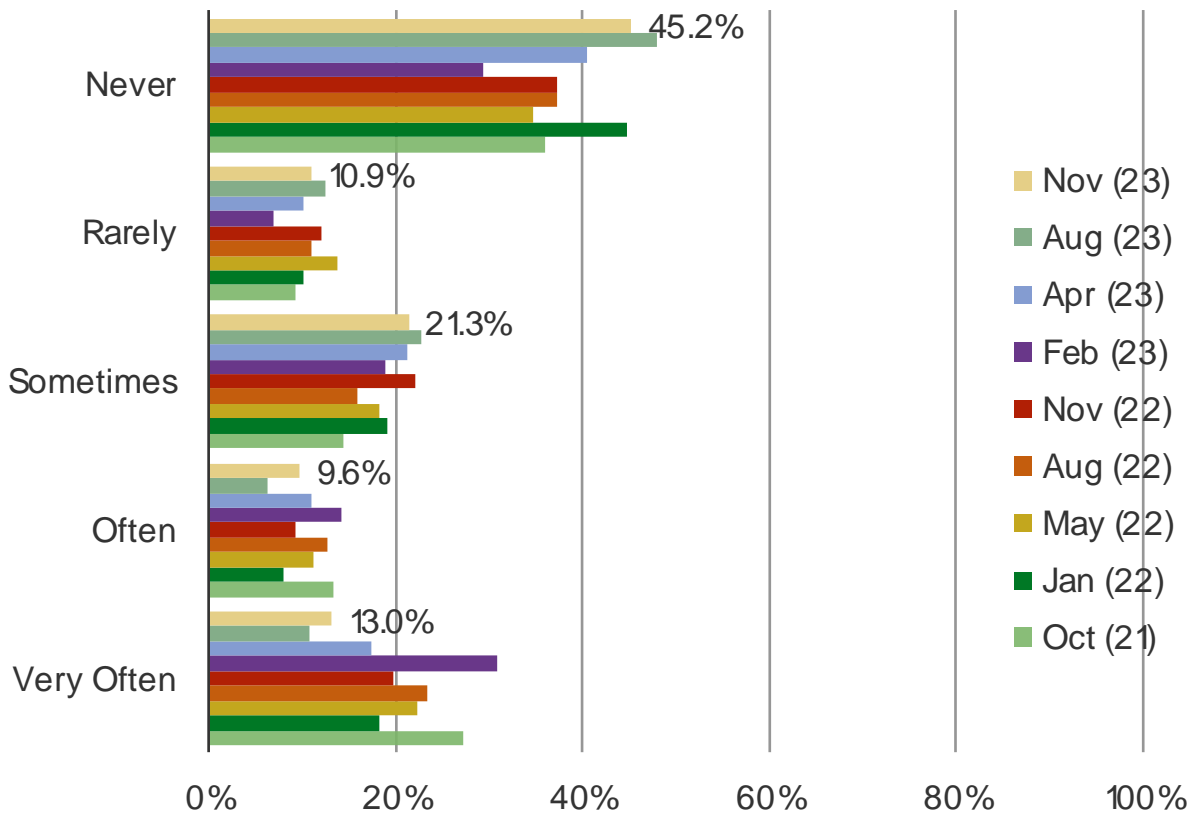
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS:

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



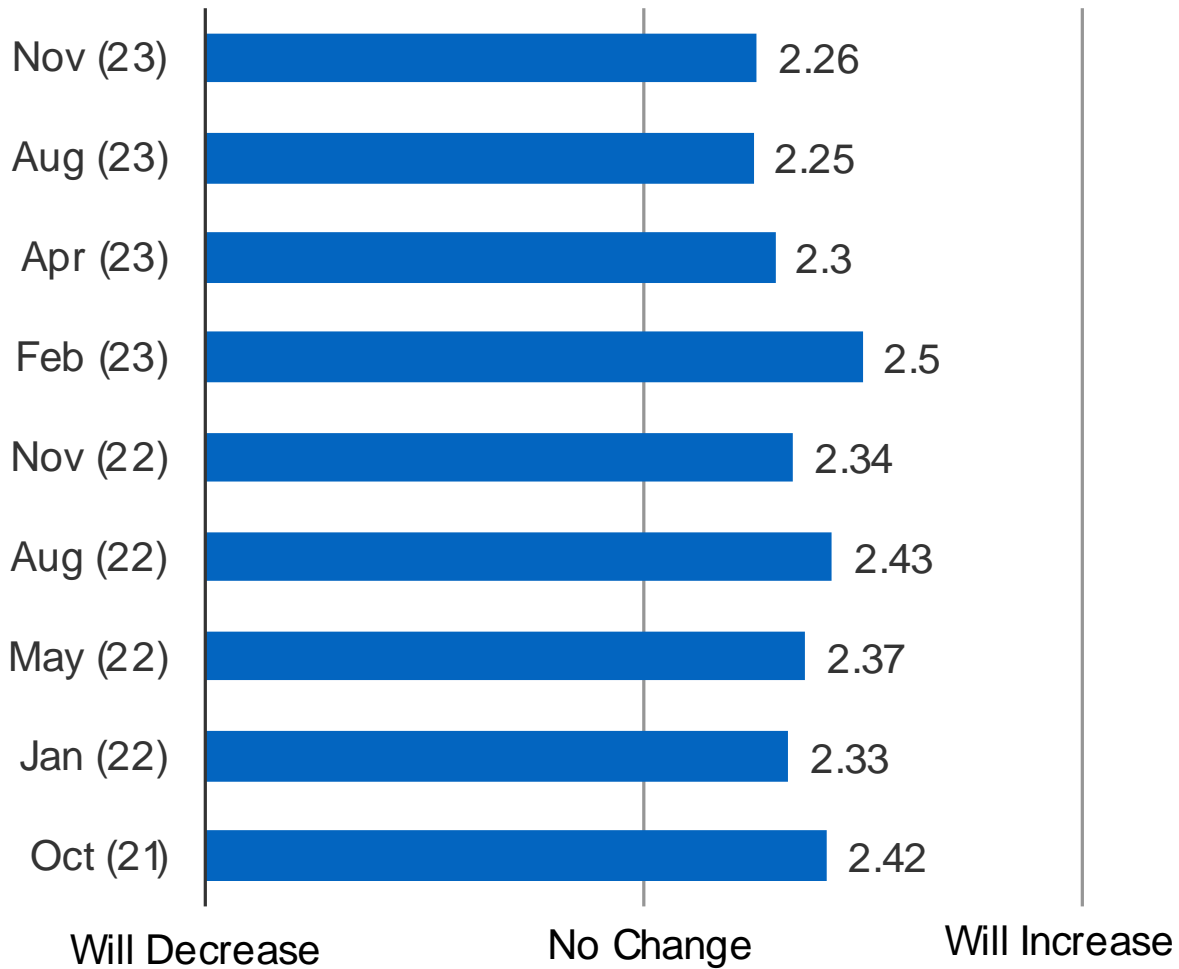
DO YOU PURCHASE JIBBITZ FOR YOUR CROCS?

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



GOING FORWARD, WILL YOU CHANGE HOW OFTEN YOU BUY JIBBITZ?

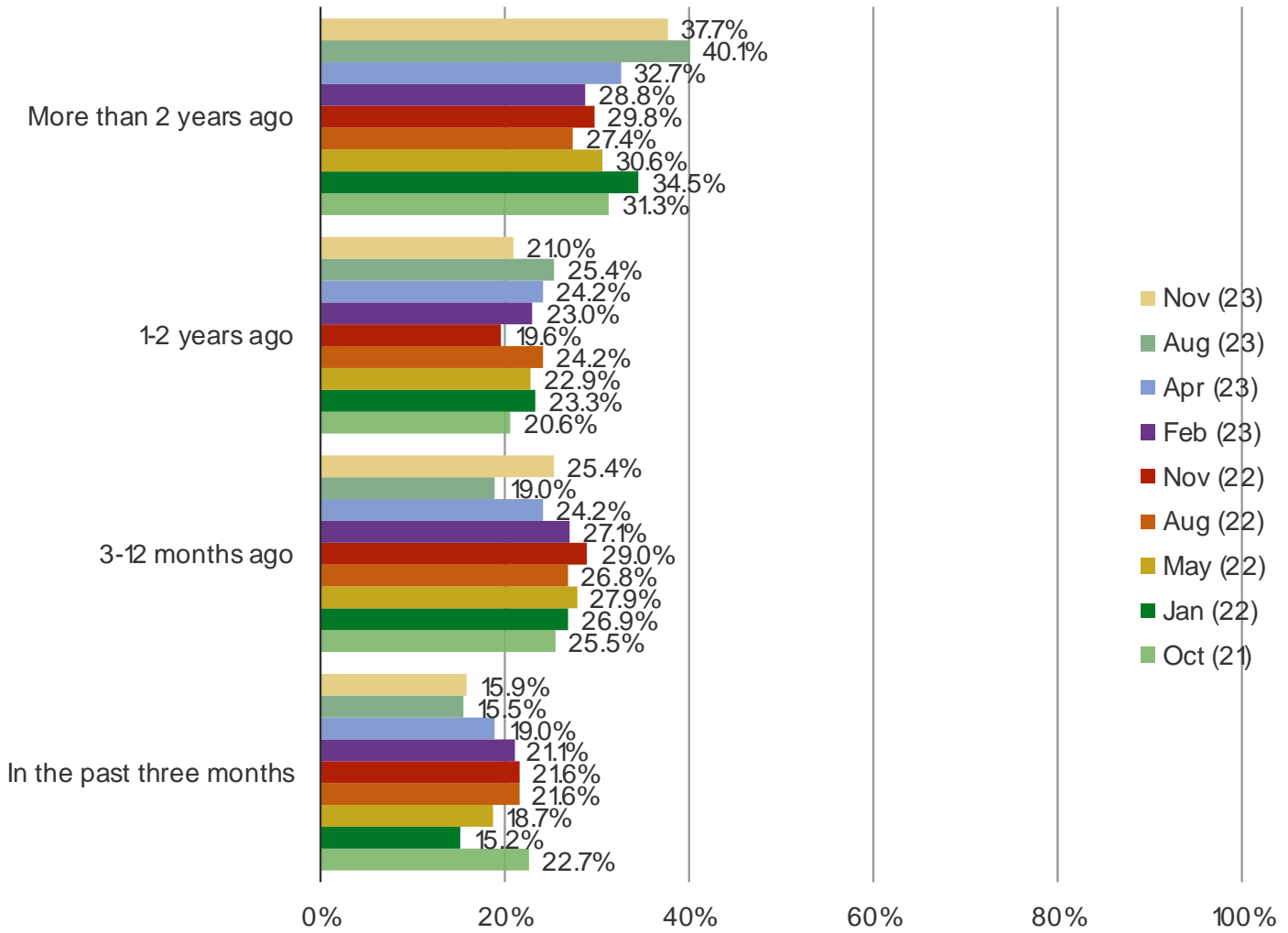
Posed to respondents who said they currently wear Crocs regularly or occasionally.





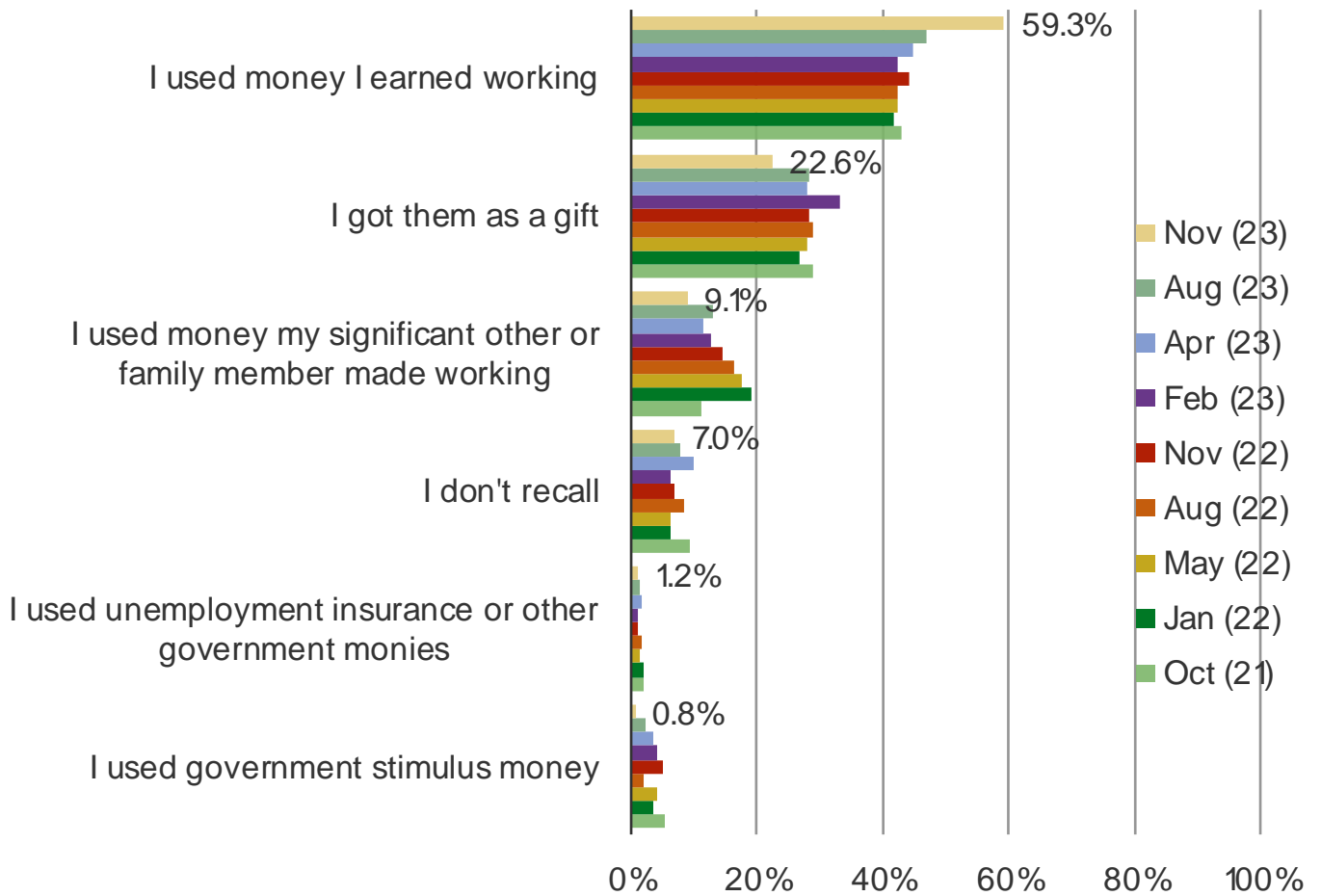
WHEN IS THE LAST TIME YOU PURCHASED A PAIR OF CROCS?

Posed to respondents who either currently wear Crocs OR used to wear Crocs in the past.



THINKING ABOUT THE CROCS THAT YOU HAVE PURCHASED IN THE PAST TWO YEARS, WHICH OF THE FOLLOWING BEST DESCRIBES WHAT YOU USED TO BUY THEM?

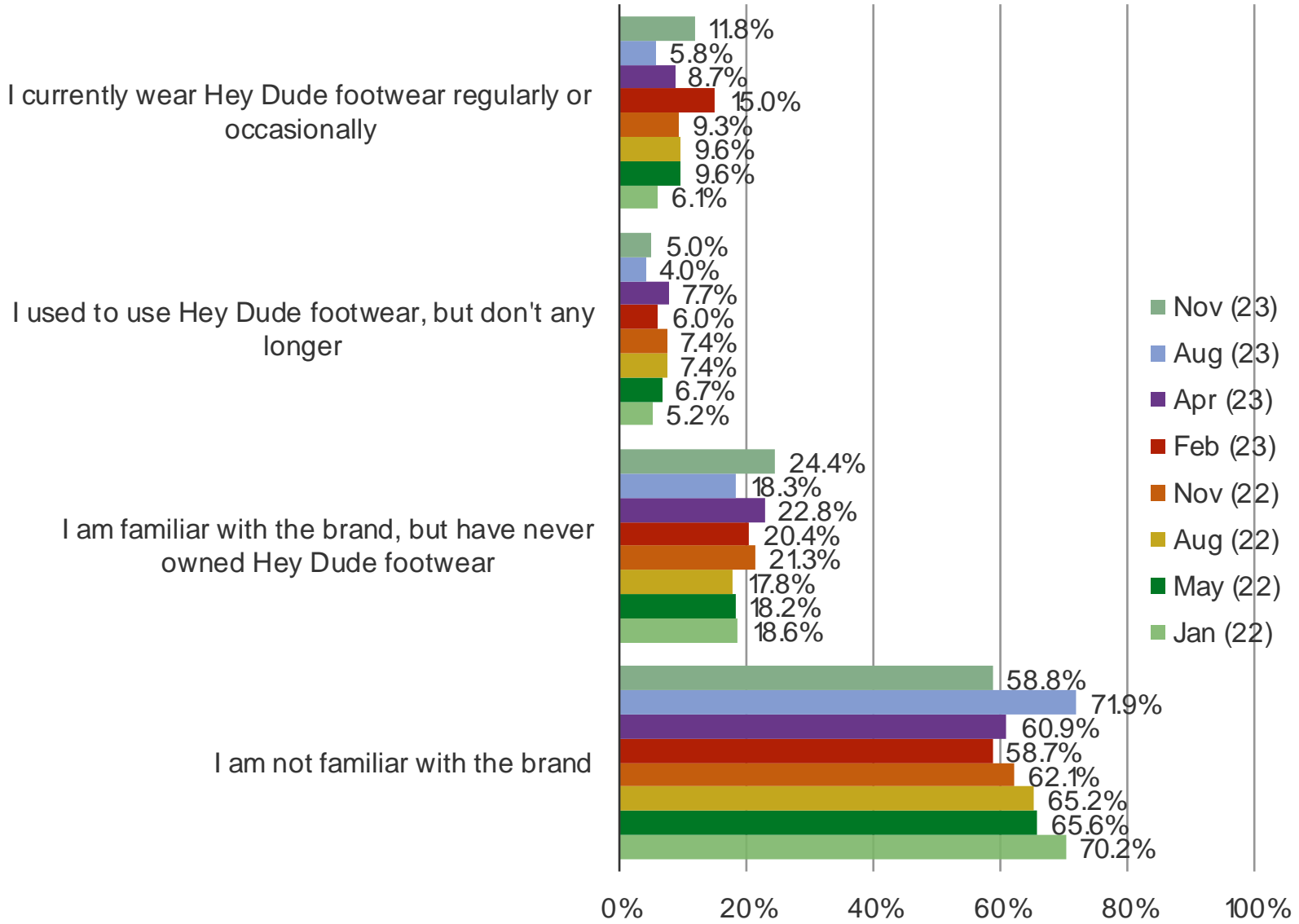
Posed to respondents who said they purchased Crocs in the past two years.



HEY DUDE

WHICH BEST DESCRIBES YOUR EXPERIENCE WITH THE HEY DUDE FOOTWEAR BRAND?

Posed to all respondents.



WHAT DO YOU LIKE ABOUT HEY DUDE FOOTWEAR?

Posed to respondents who have used Hey Dude footwear ever.



**COMFORTABLE**

HOW DID YOU FIRST HEAR ABOUT HEY DUDE FOOTWEAR?

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

