

Bespoke Survey Research

February 2024

Crocs Survey

Volume 11 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: CROX, Hey Dude.

KPIs and Key questions

- 59.3% of parents with children under 18 said their children own Crocs and that their children have an overwhelmingly positive opinion of Crocs (91.5% have a positive opinion).
- The share of consumers who said they own/use Crocs has been stable sequentially.
- The share of Crocs users who first started wearing Crocs 3+ years ago has been increasing.
- Among Crocs owners, an increasing percentage say they've owned Crocs before their current pair (as opposed to this being the first pair they have owned).
- NPS and metrics around likelihood to buy another pair of Crocs in the future (among those who currently wear them) increased q/q and remains positive/constructive.
- Sentiment toward Crocs among those who own the product is very positive.
- Crocs users have settled in to increasingly agreeing that Crocs are a staple they'll always have in their closet and decreasingly agreeing that they are "a fashion item."
- Crocs customers think that Crocs has strong pricing power.
- Feedback around Heydude is positive with both awareness and those who wear it increasing over time.

NEW QUESTIONS

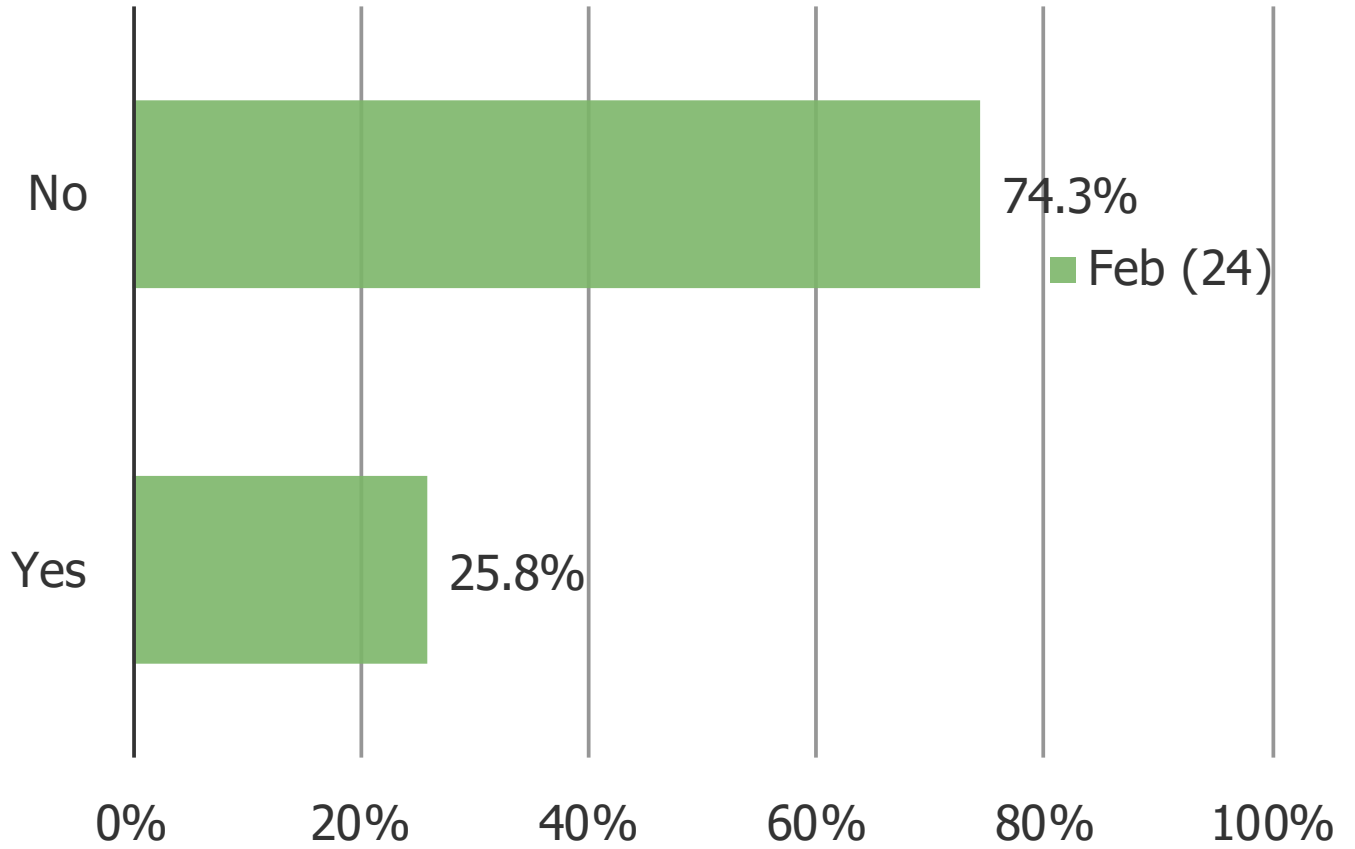
IF YOU HAD TO USE ONE ADJECTIVE TO DESCRIBE THE CROCS BRAND, WHAT WOULD IT BE?

Posed to all respondents who are former or current Crocs customers and are at least familiar with Crocs .



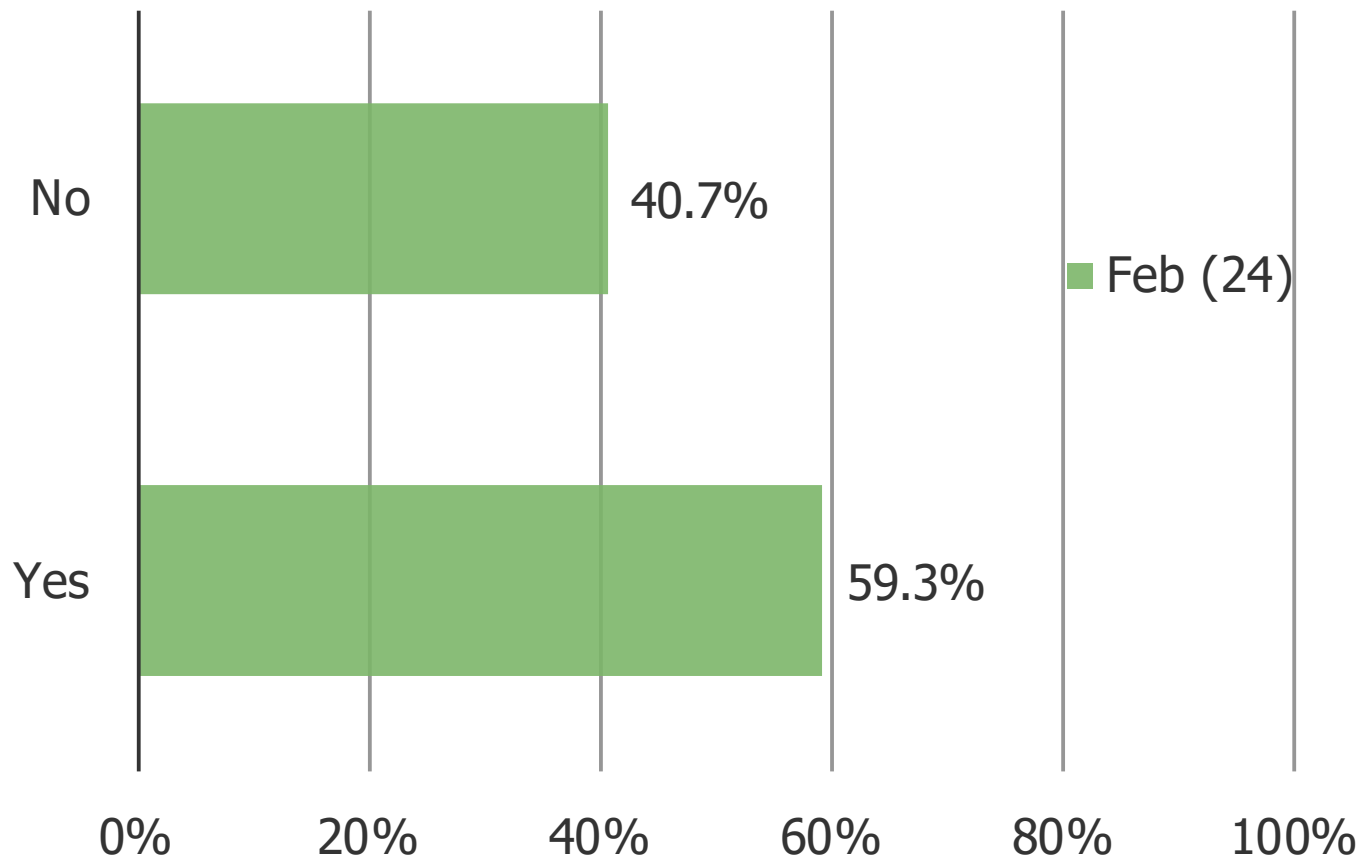
DO YOU HAVE CHILDREN UNDER THE AGE OF 18?

Posed to all respondents.



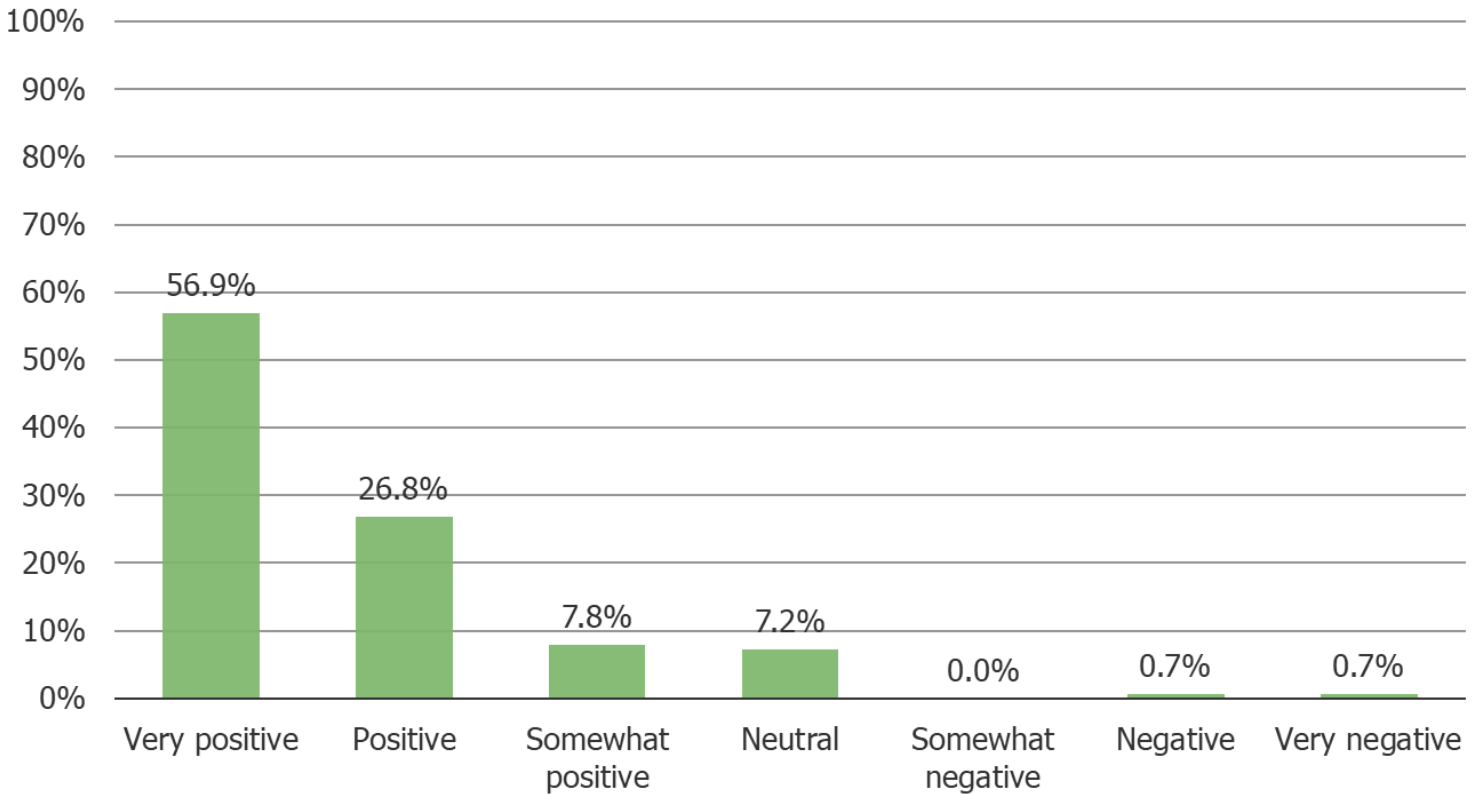
DO YOUR CHILDREN HAVE CROCS?

Posed to all respondents who have children under the age of 18.



WHAT IS YOUR CHILDREN'S OPINION OF CROCS?

Posed to all respondents who have children under the age of 18 and the children own Crocs N = 153).



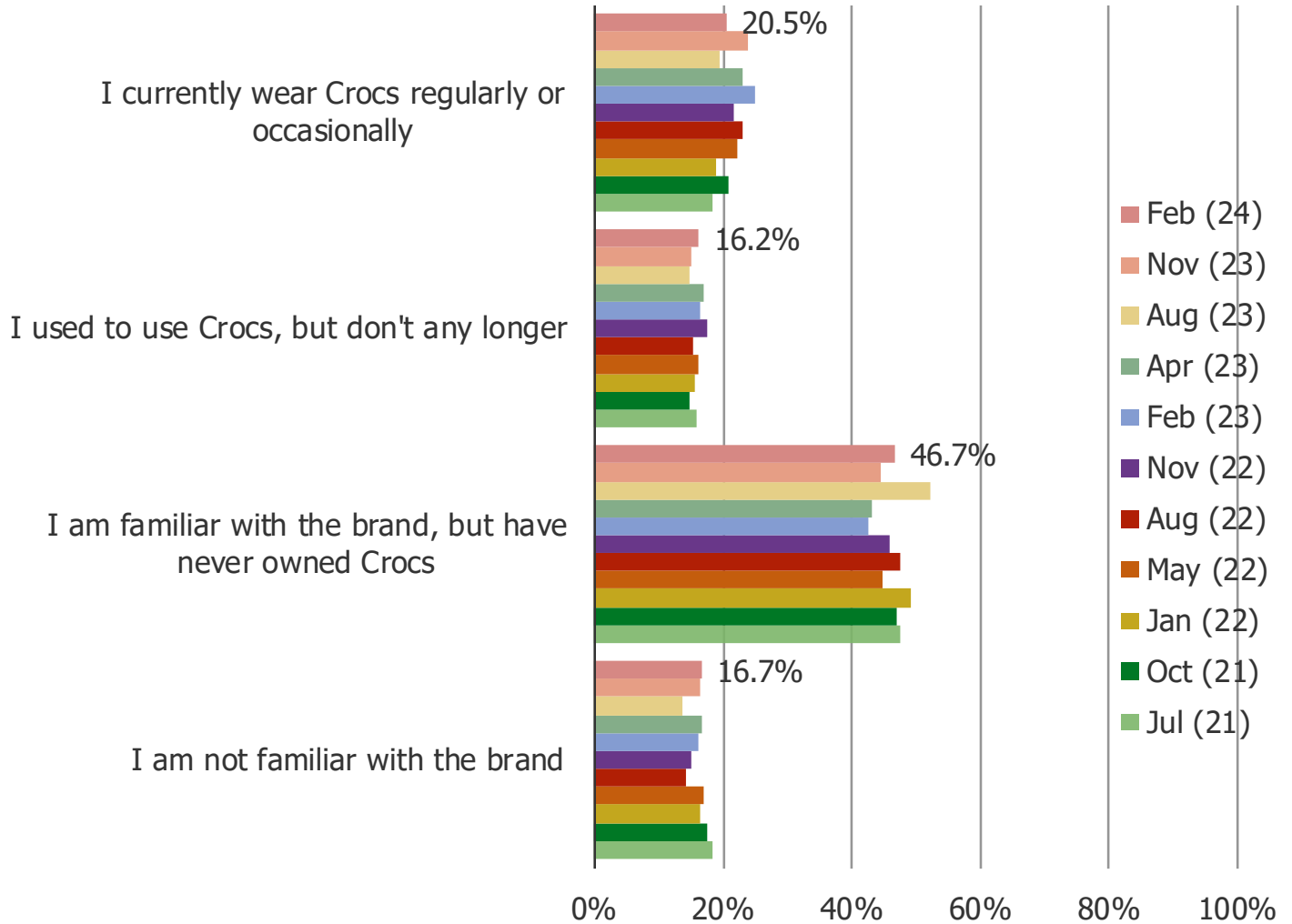
Optional Comments:

- Because they are familiar
- He likes that he can just slip them on and off
- They can customize them
- Kids love that they can be slipped on and worn with or without socks
- My children love them and ask for them

CROCS

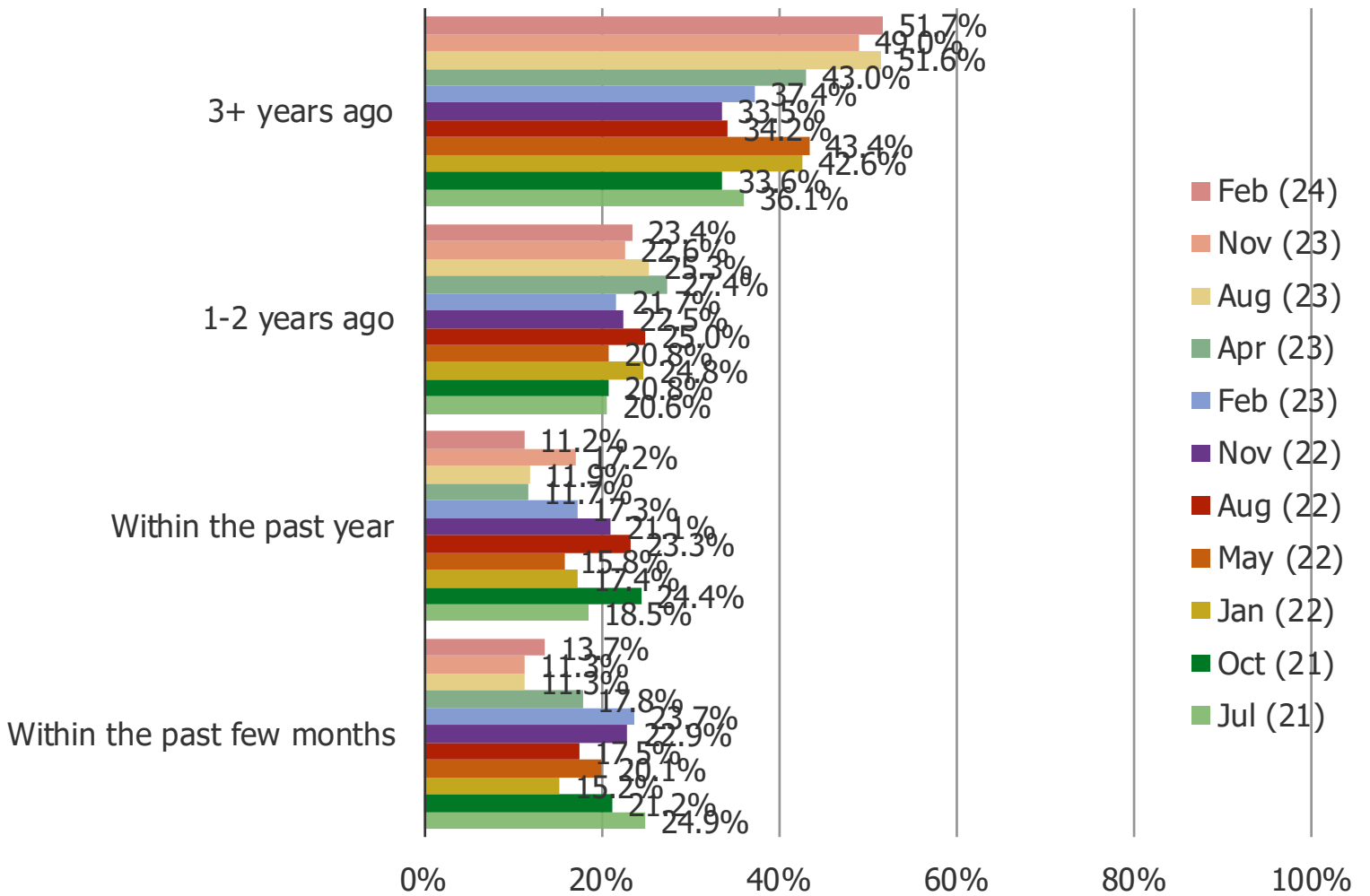
WHICH BEST DESCRIBES YOUR EXPERIENCE WITH THE CROCS FOOTWEAR BRAND?

Posed to all respondents.



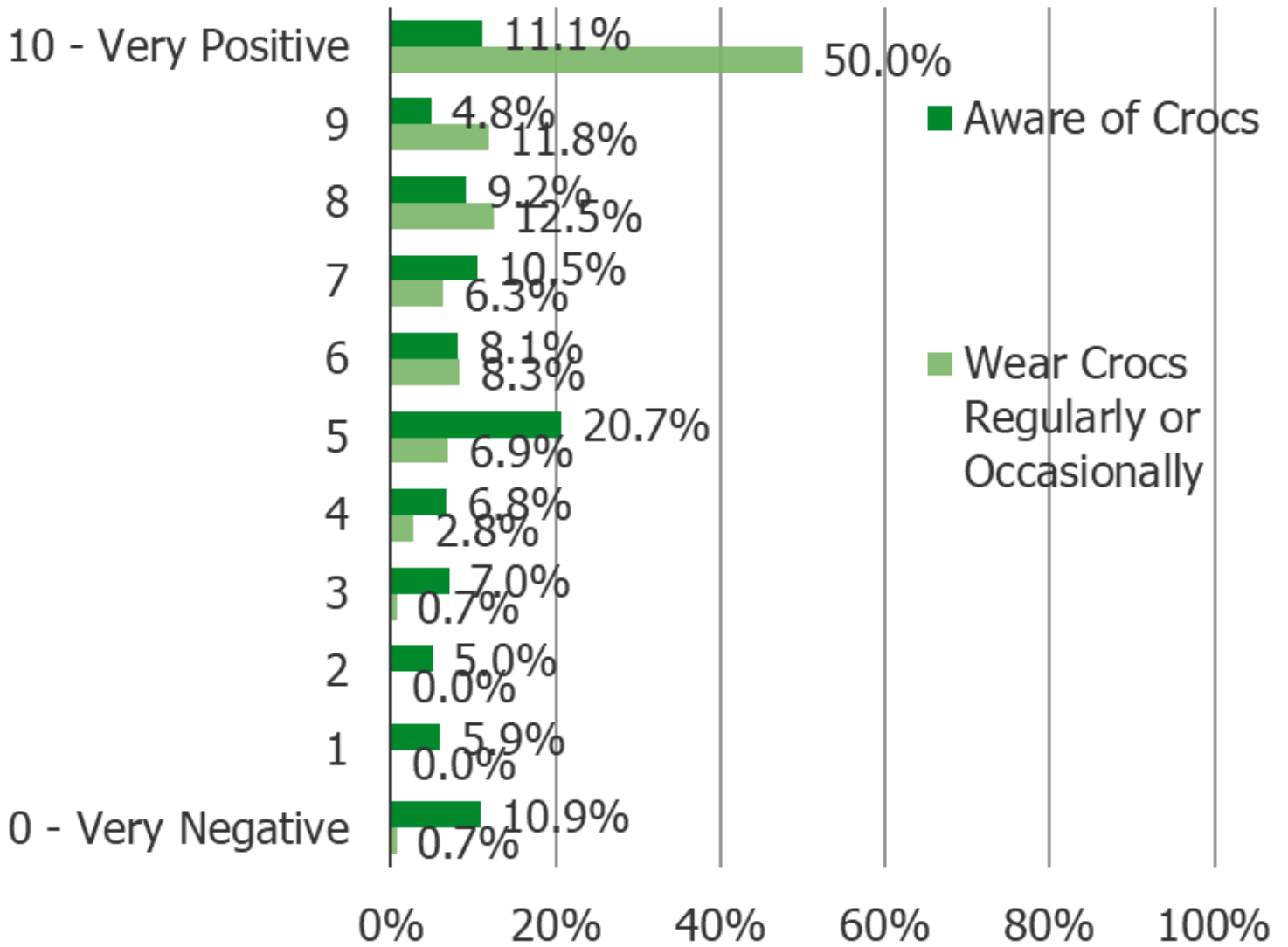
WHEN DID YOU START WEARING CROCS FOR THE FIRST TIME?

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



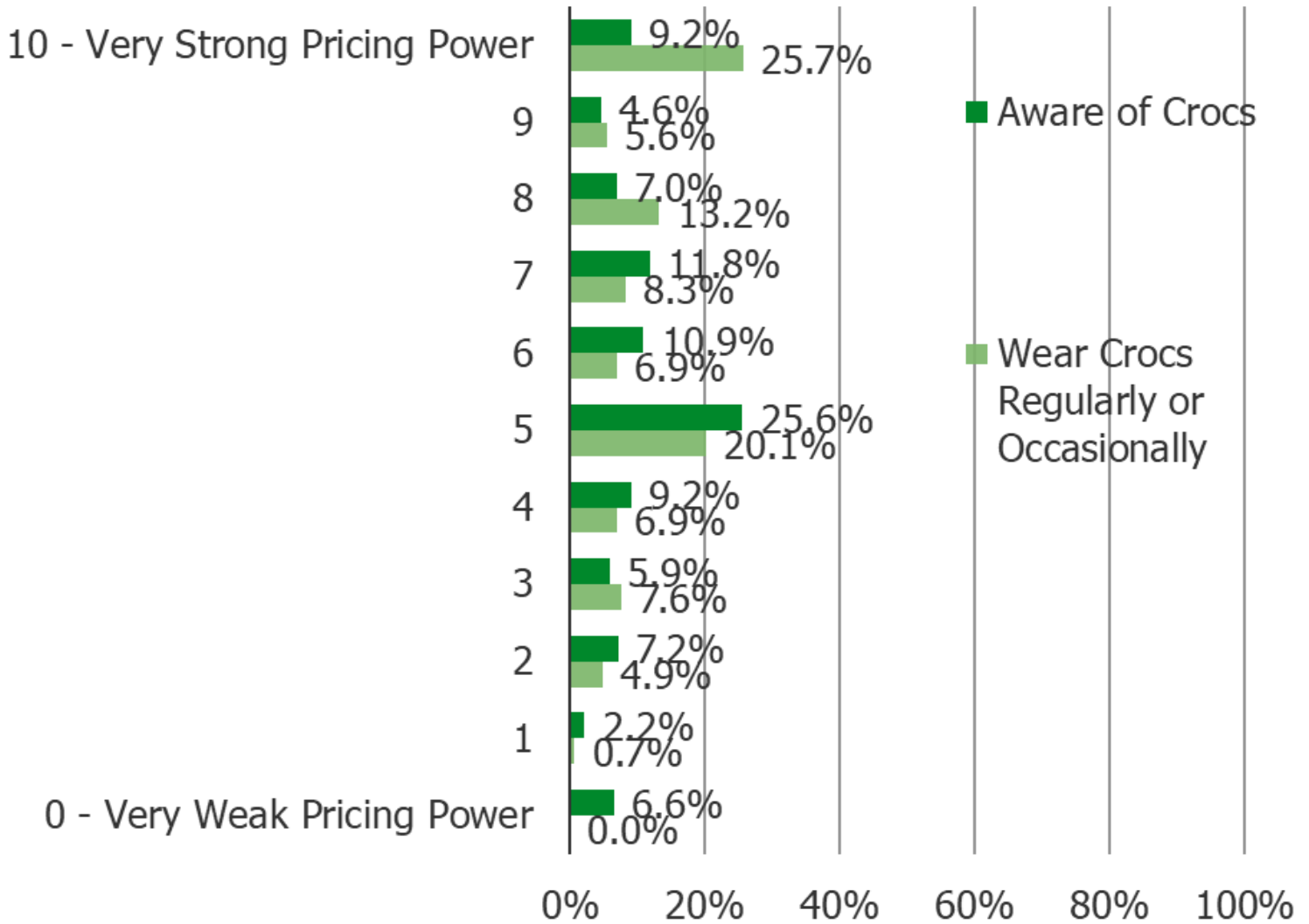
WHAT IS YOUR OPINION OF THE CROCS BRAND?

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



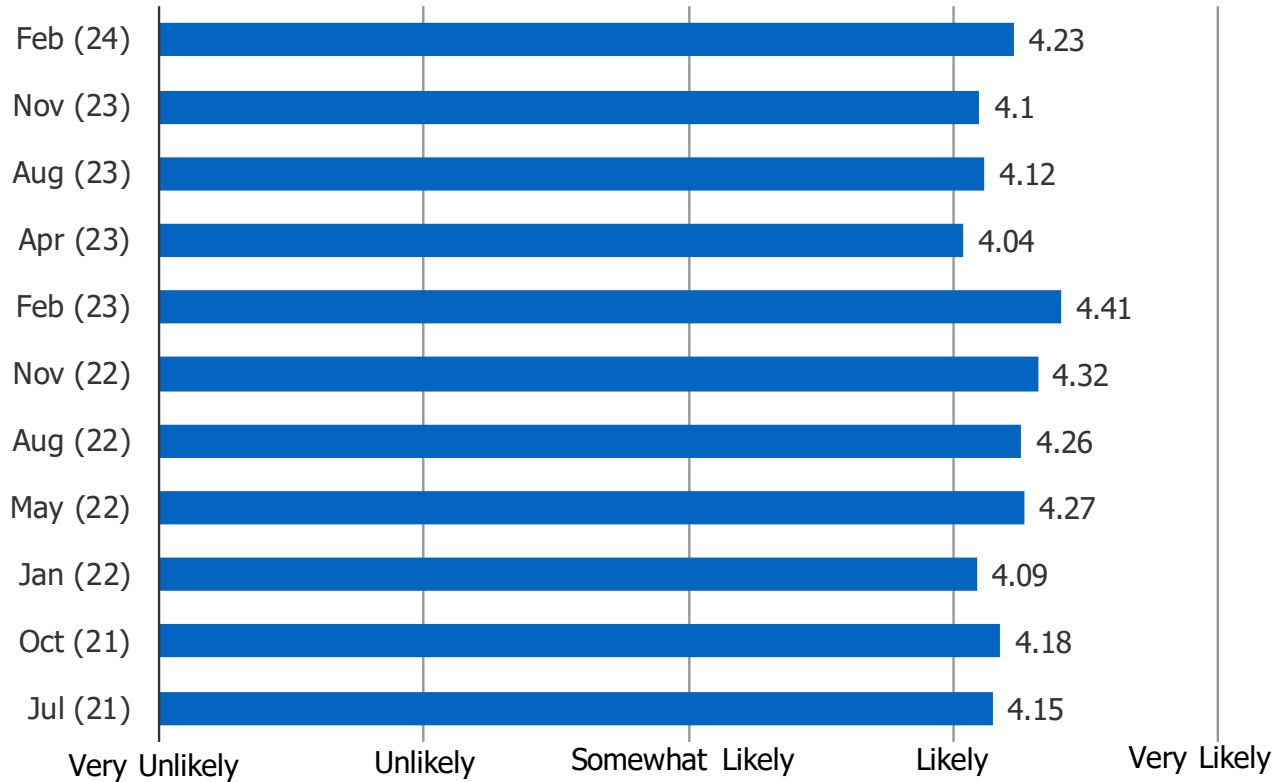
IN YOUR OPINION, HOW MUCH PRICING POWER DOES THE CROCS BRAND POSSESS?

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



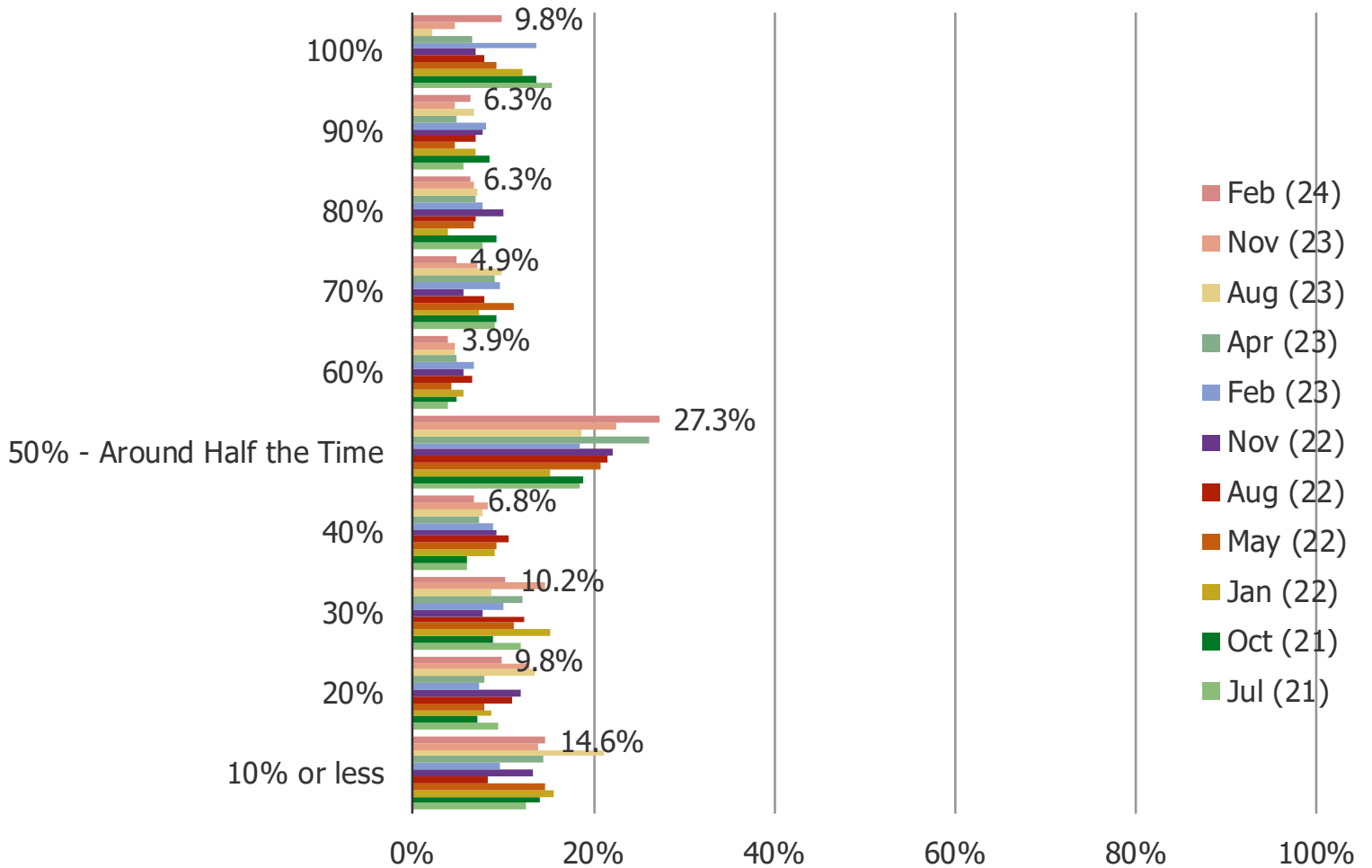
HOW LIKELY ARE YOU TO BUY A PAIR OF CROCS AGAIN SOMETIME IN THE FUTURE?

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



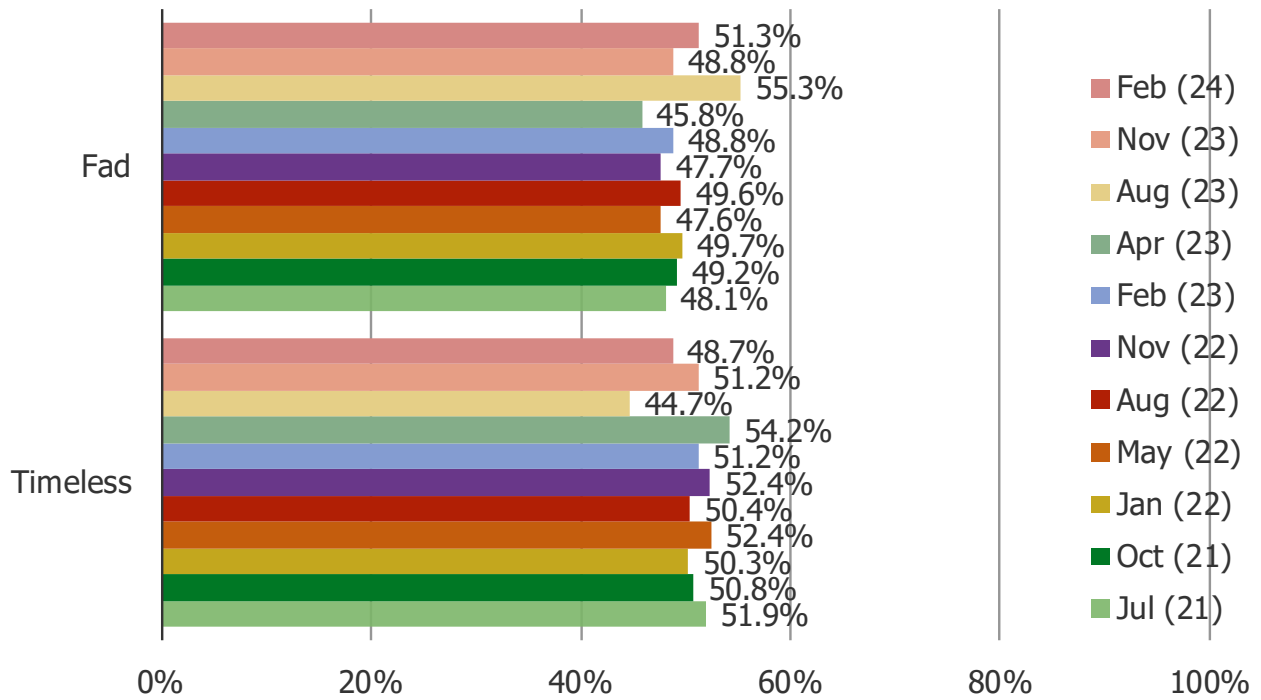
WHAT PERCENTAGE OF YOUR FOOTWEAR CLOSET IS DEDICATED TO CROCS?

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

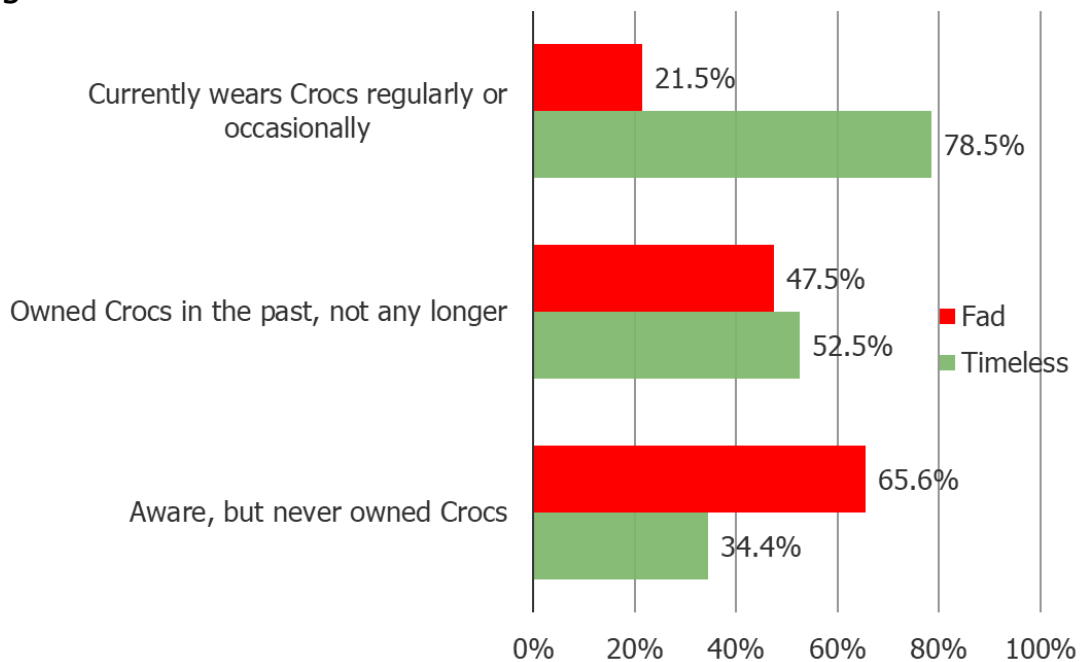


WHICH OF THE FOLLOWING BEST DESCRIBES CROCS, IN YOUR OPINION?

Posed to respondents who said they are aware of Crocs (N = 835).

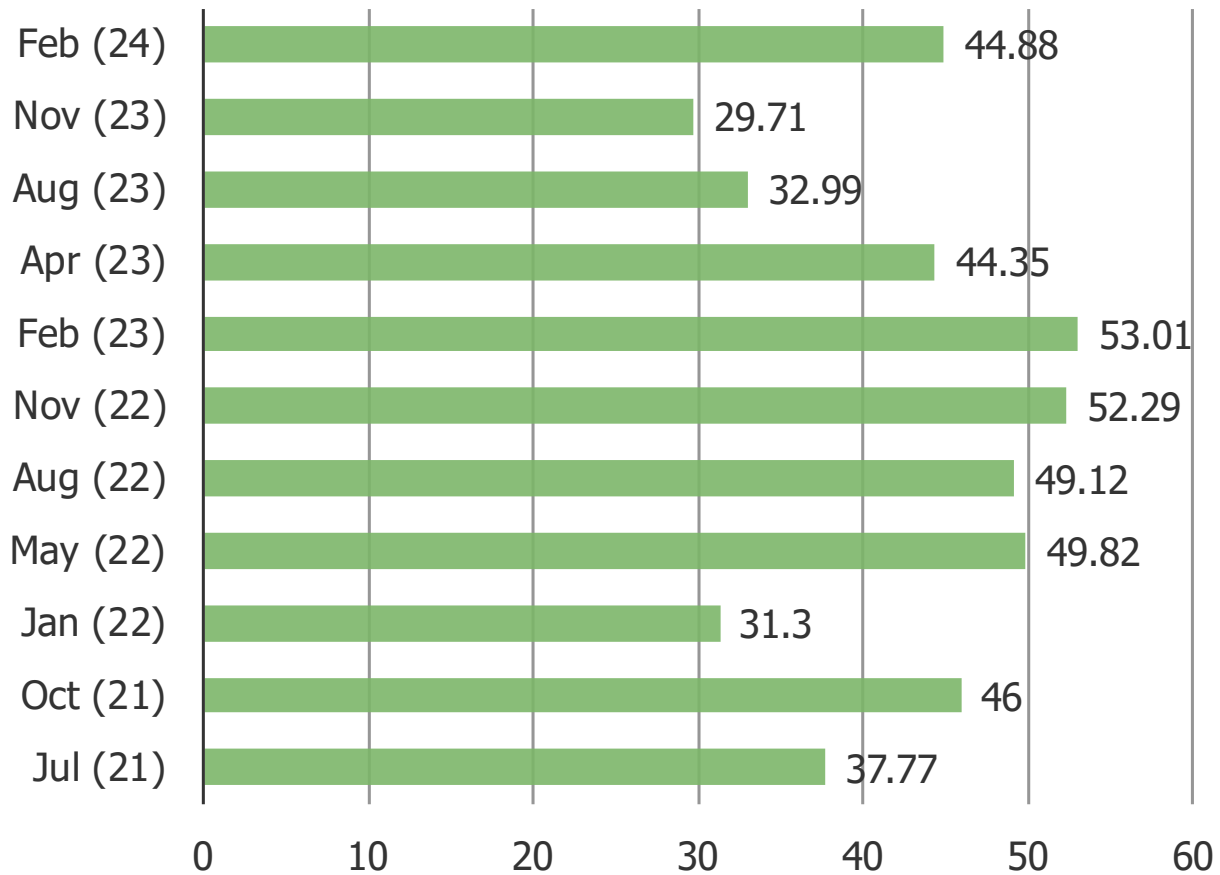


Cross-tabbing the data above...



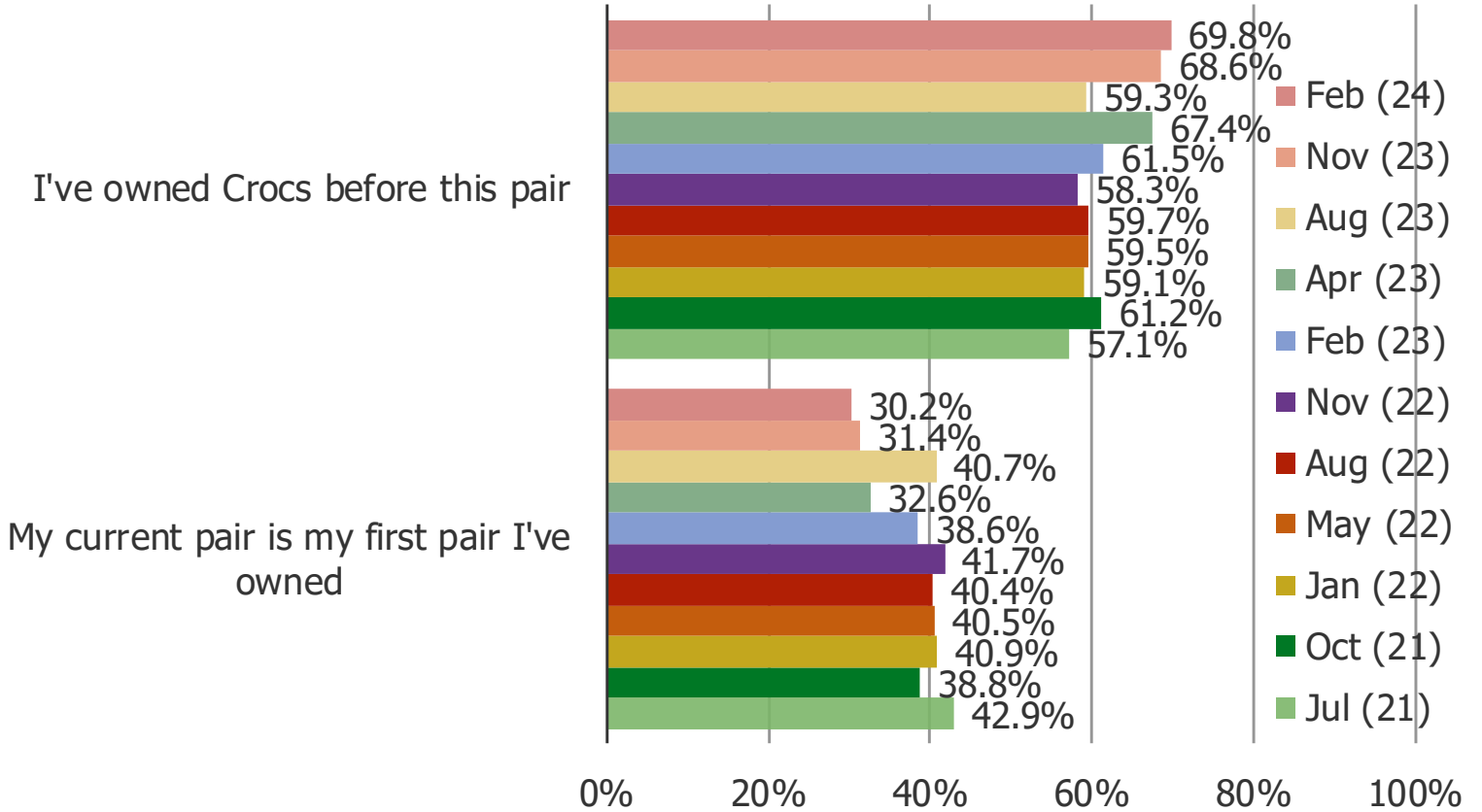
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND CROCS TO A FRIEND OR COLLEAGUE?

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



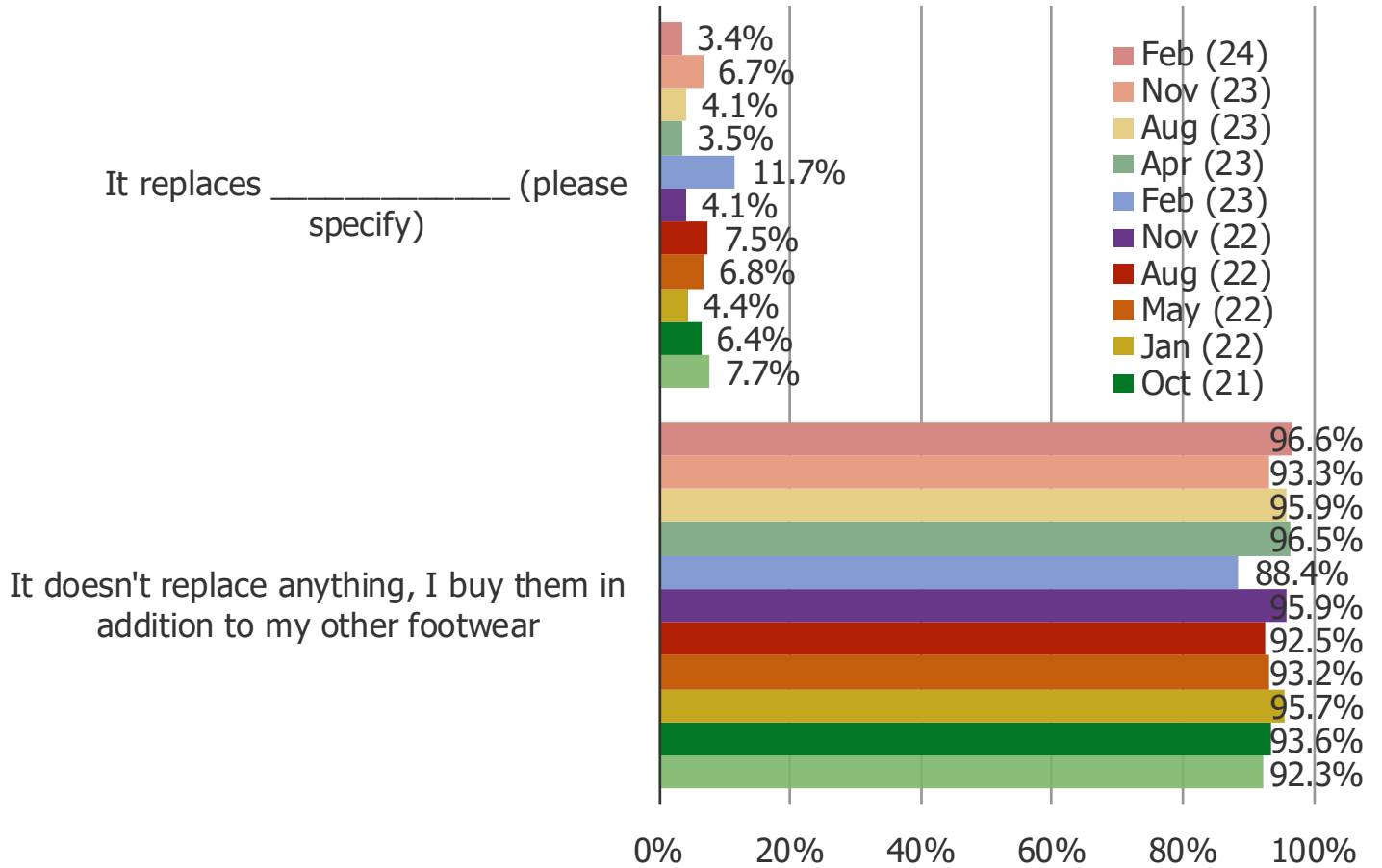
IS YOUR CURRENT PAIR OF CROCS THE FIRST PAIR YOU'VE OWNED, OR HAVE YOU OWNED CROCS BEFORE THE ONES YOU WEAR NOW?

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



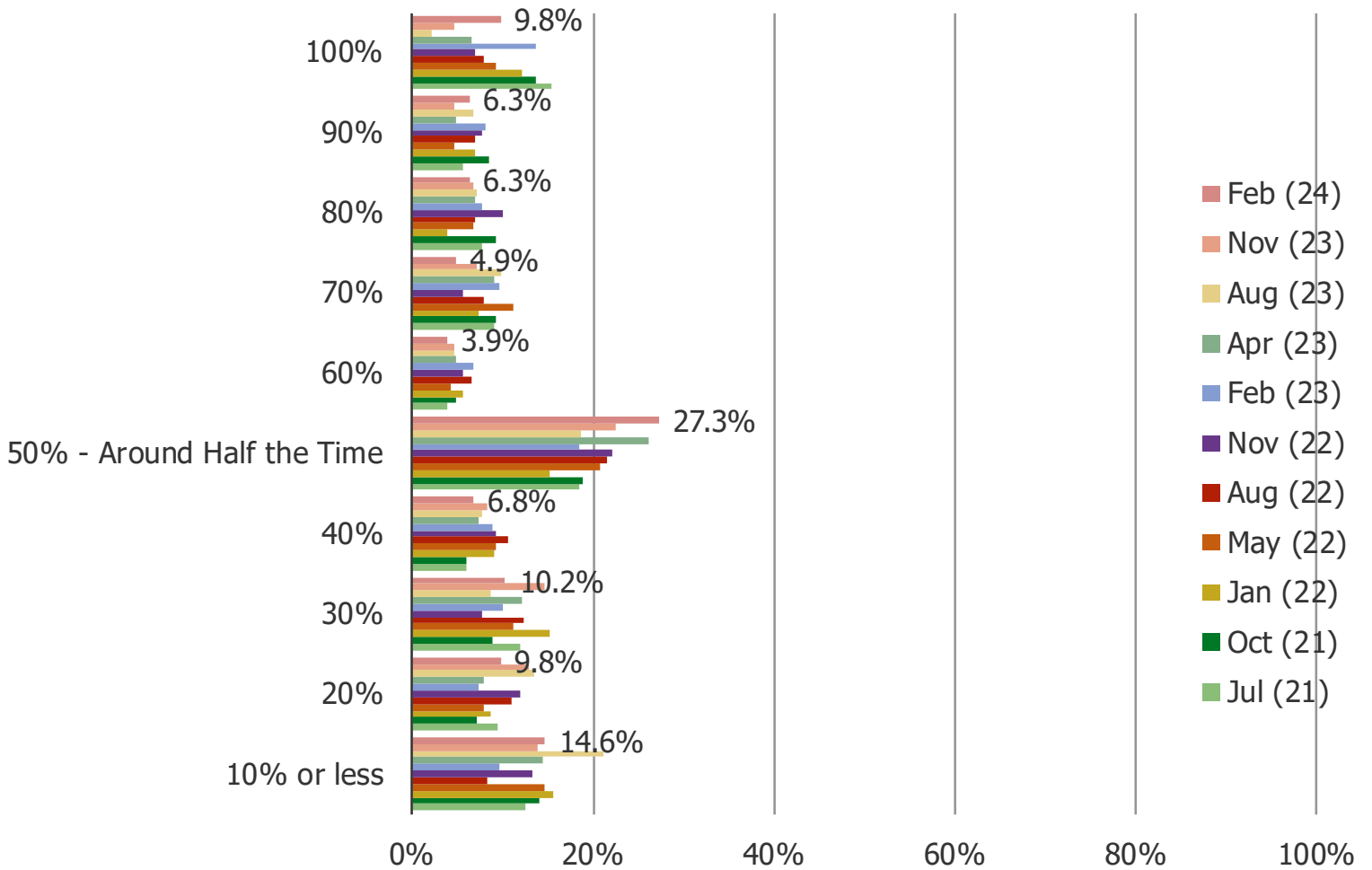
WHEN YOU BUY CROCS, WHICH FOOTWEAR BRAND ARE YOU TYPICALLY CHOOSING IT OVER? IE - WHAT BRAND DOES CROCS REPLACE IN YOUR CLOSET?

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



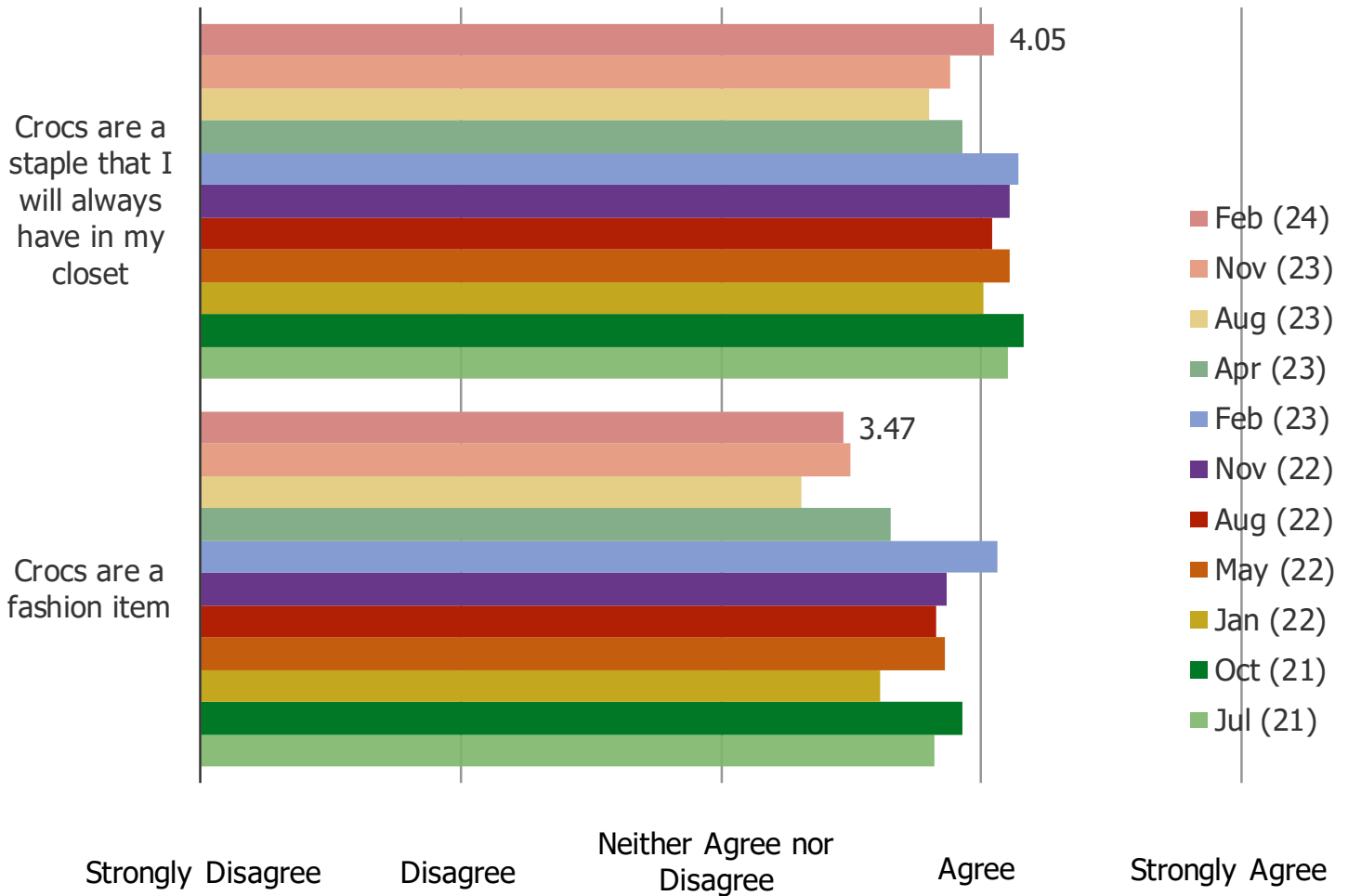
WHAT PERCENTAGE OF THE TIME YOU WEAR FOOTWEAR ARE YOU WEARING CROCS?

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



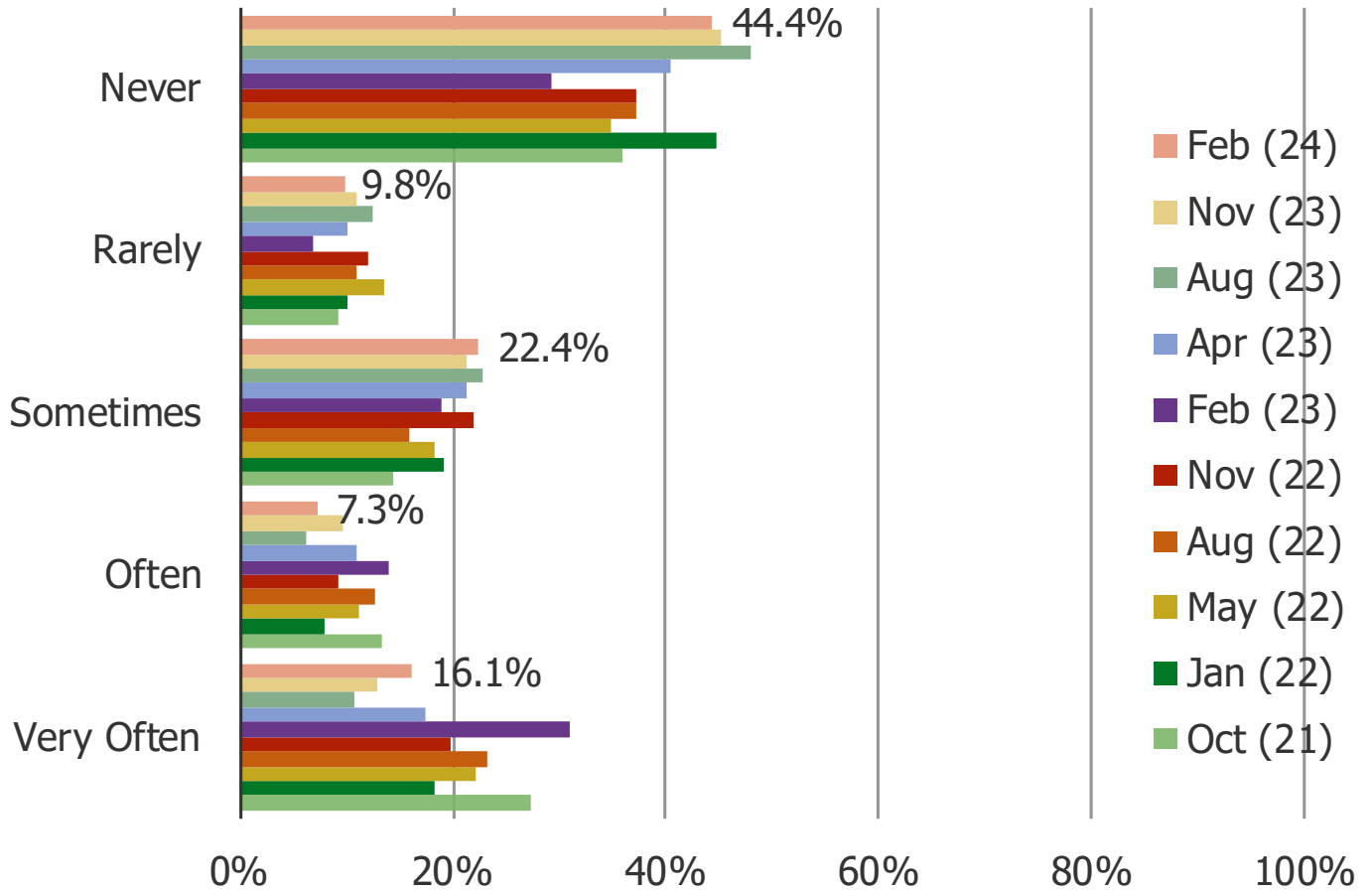
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS:

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



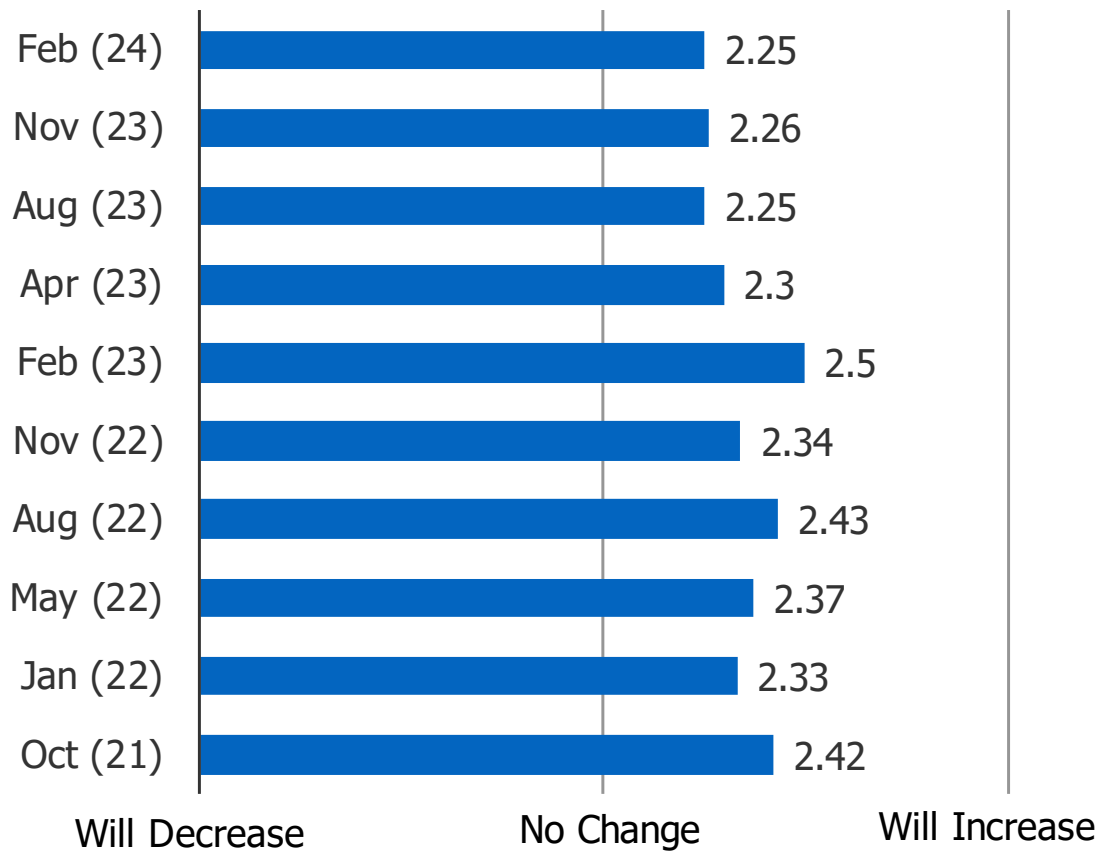
DO YOU PURCHASE JIBBITZ FOR YOUR CROCS?

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



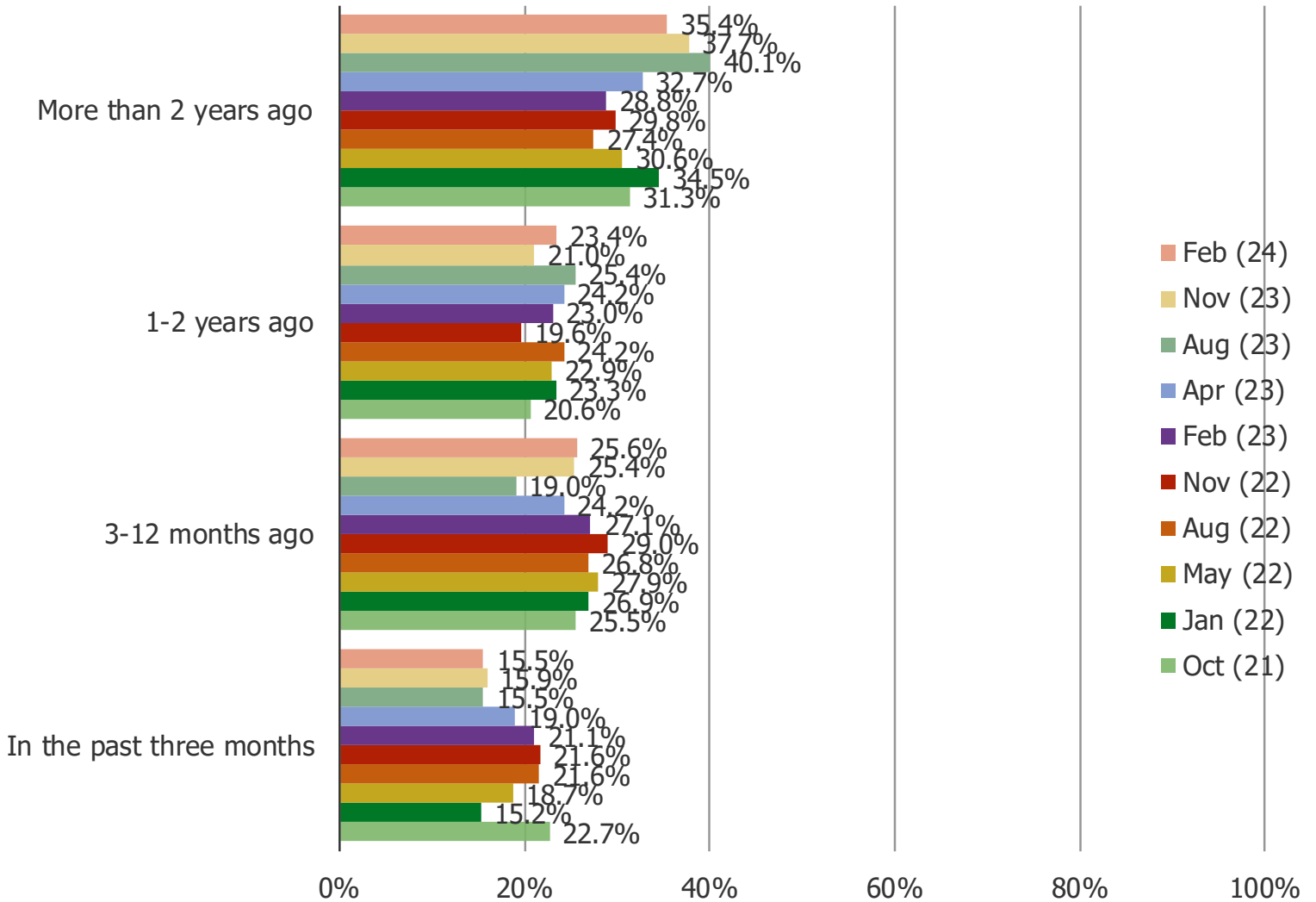
GOING FORWARD, WILL YOU CHANGE HOW OFTEN YOU BUY JIBBITZ?

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



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

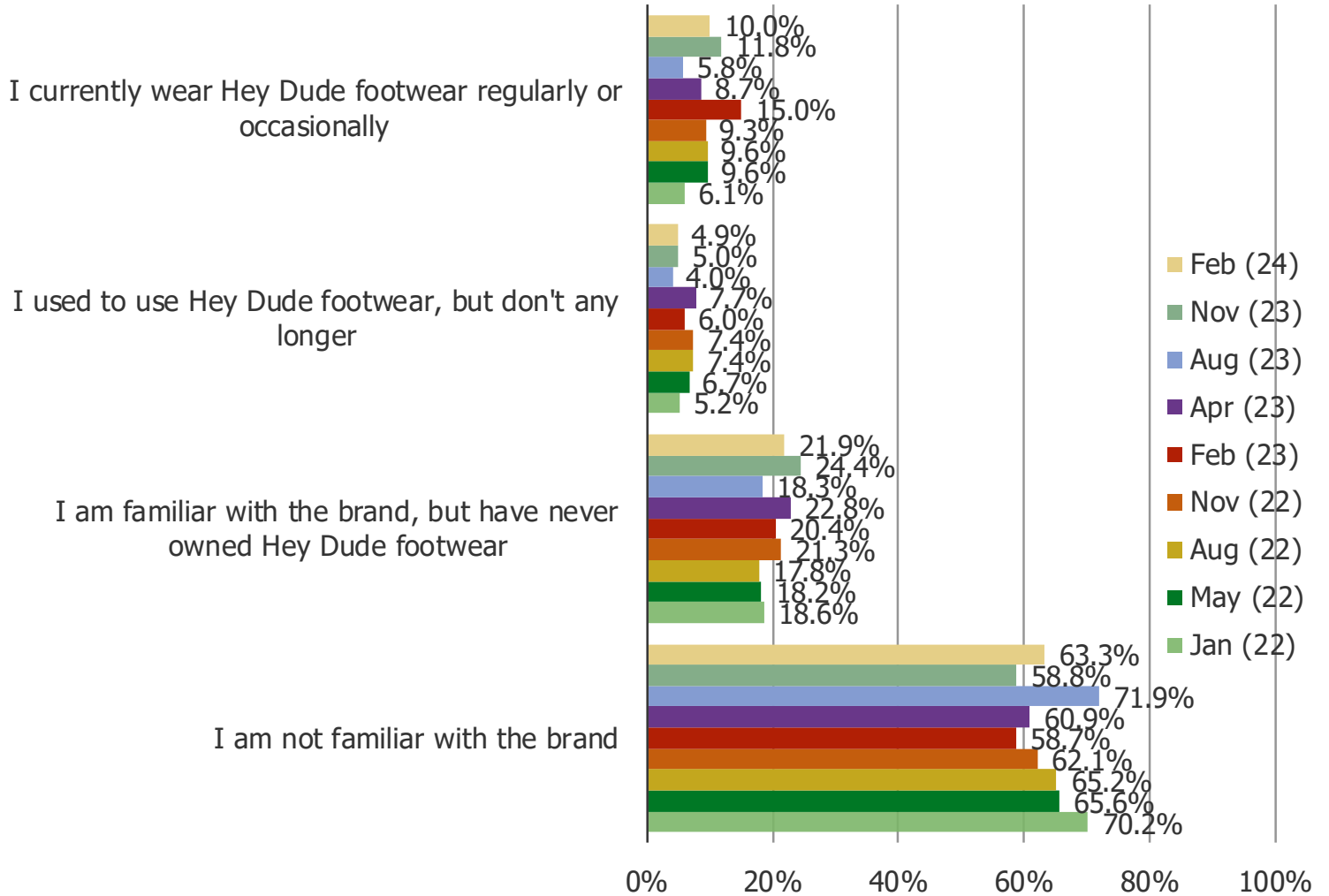
Posed to respondents who either currently wear Crocs OR used to wear Crocs in the past.



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.



HOW DID YOU FIRST HEAR ABOUT HEY DUDE FOOTWEAR?

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

