

Bespoke Survey Research

April 2024

Crocs Survey

Volume 12 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: CROX, Hey Dude.

Key Takeaways:

- A high percentage of parents say their kids have Crocs. They say their kids have a very positive opinion of Crocs.
- The share of consumers who wear Crocs has been stable across recent quarterly waves.
- Overall opinions of Crocs among folks who wear them are very positive/favorable.
- NPS and likelihood of buying another pair in the future remain positive/favorable.
- For the most part, customers view Crocs as supplemental to other footwear in their closet, not replacement.
- An increasing share of Crocs customers say their current pair is not their first pair.
- The share of Crocs owners who view Crocs as a staple that they will always have in their closet has held firm at a positive level. The share of customers who view it as a fashion item is still net positive, but this metric has softened over our survey's history.

NEW QUESTIONS

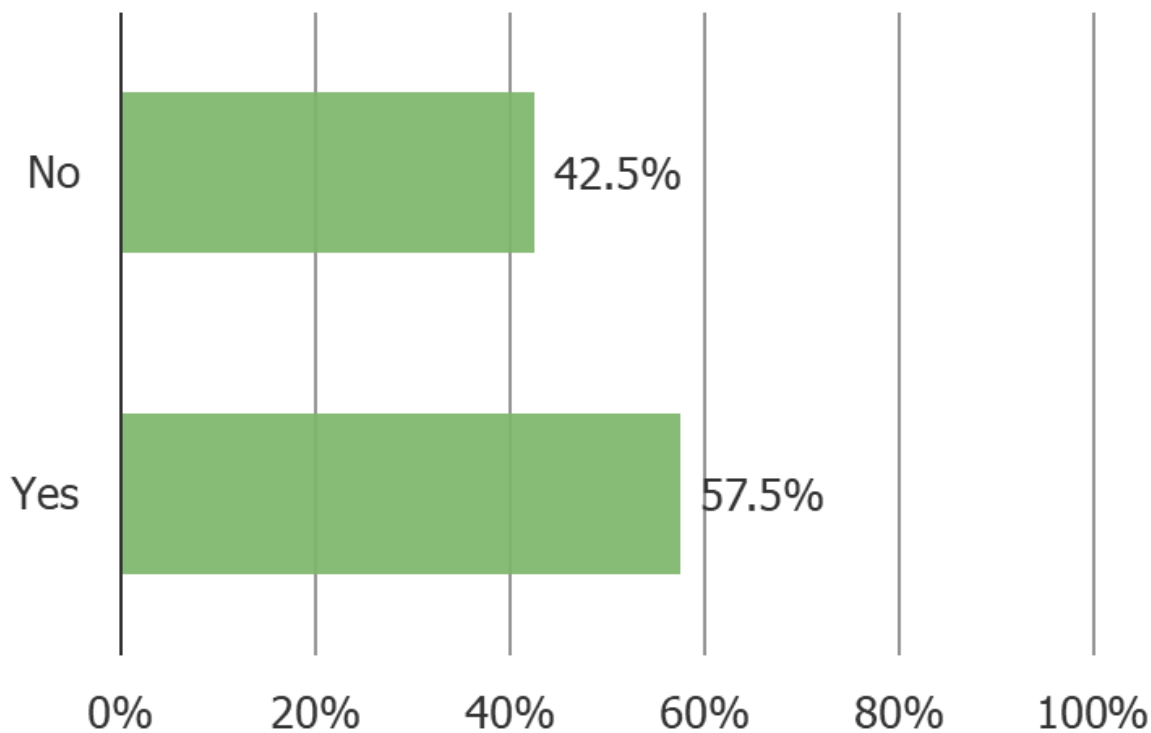
IF YOU HAD TO USE ONE ADJECTIVE TO DESCRIBE THE CROCS BRAND, WHAT WOULD IT BE?

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



PARENTS | DO YOUR CHILDREN HAVE CROCS?

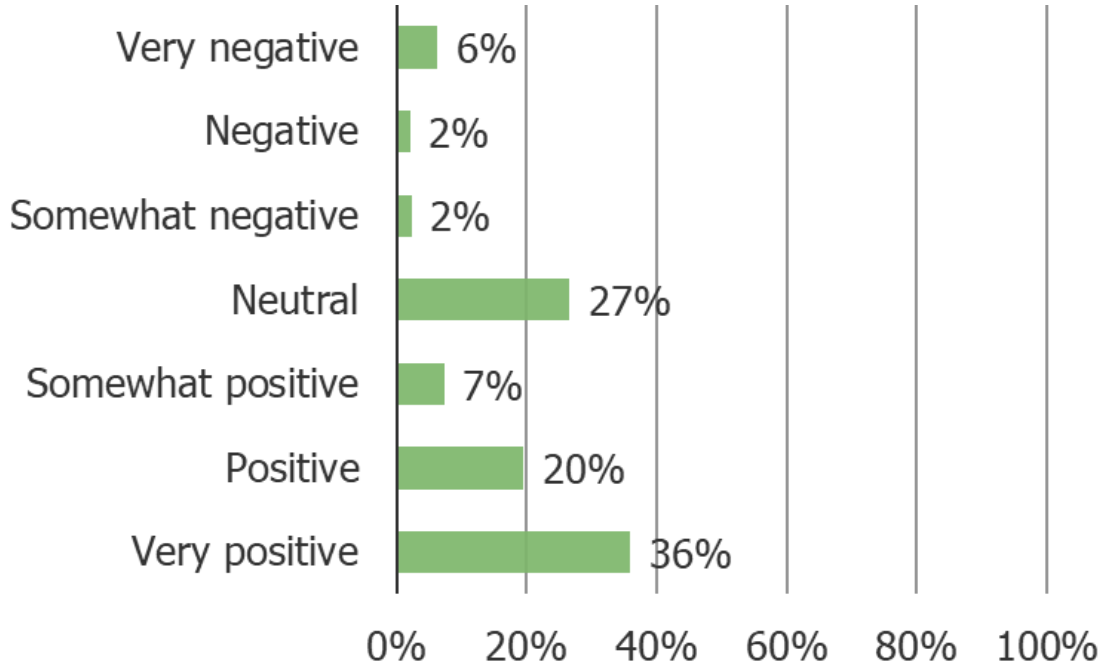
Posed to all respondents who have children under the age of 18 (N = 492).



*Combining results from January and April to achieve a larger N size.

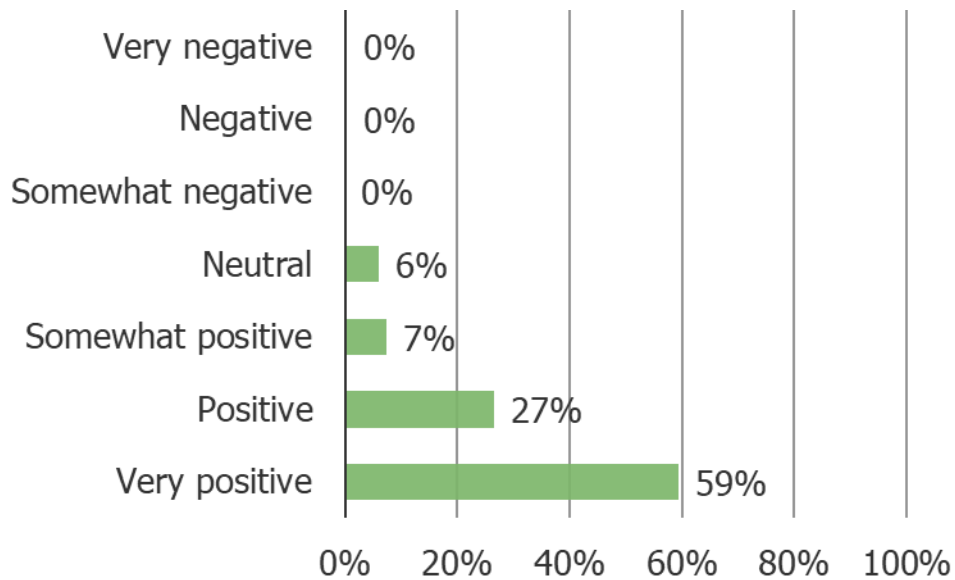
PARENTS | WHAT IS YOUR CHILDREN'S OPINION OF CROCS?

Posed to all respondents who have children under the age of 18 (N = 492).



*Combining results from January and April to achieve a larger N size.

Posed to all respondents who have children under the age of 18 who have Crocs (N = 283)

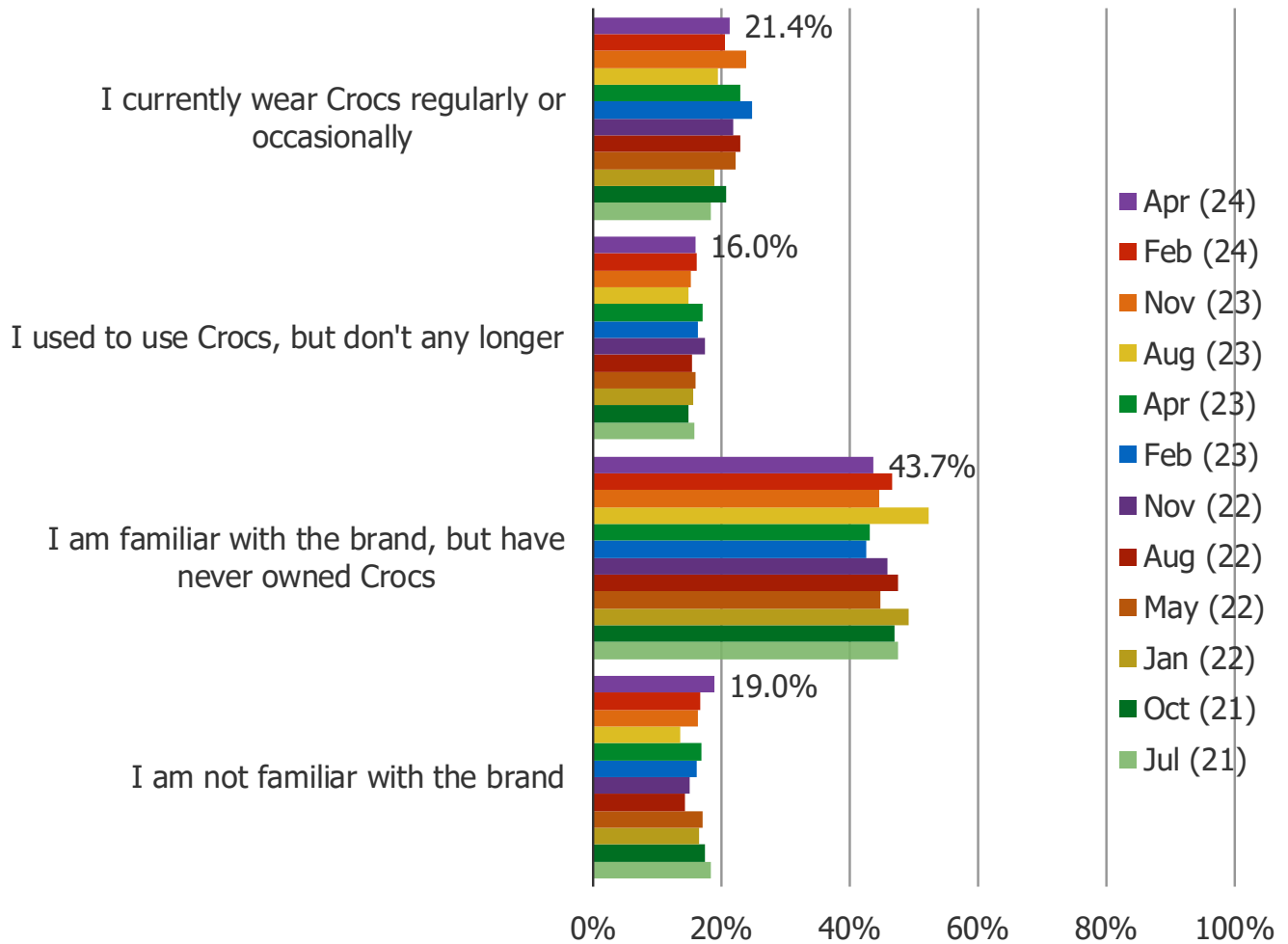


*Combining results from January and April to achieve a larger N size.

CROCS

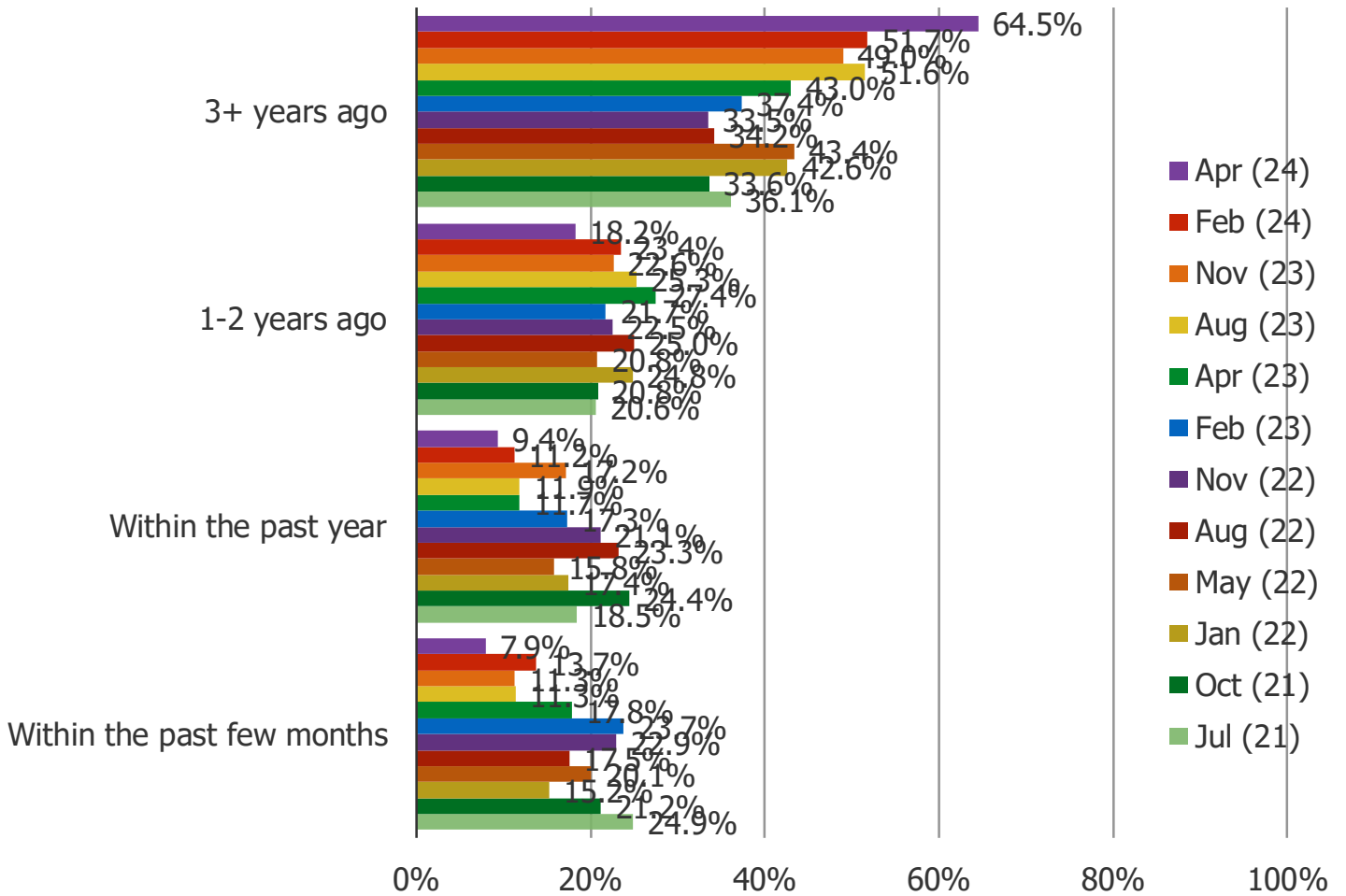
WHICH BEST DESCRIBES YOUR EXPERIENCE WITH THE CROCS FOOTWEAR BRAND?

Posed to all respondents.



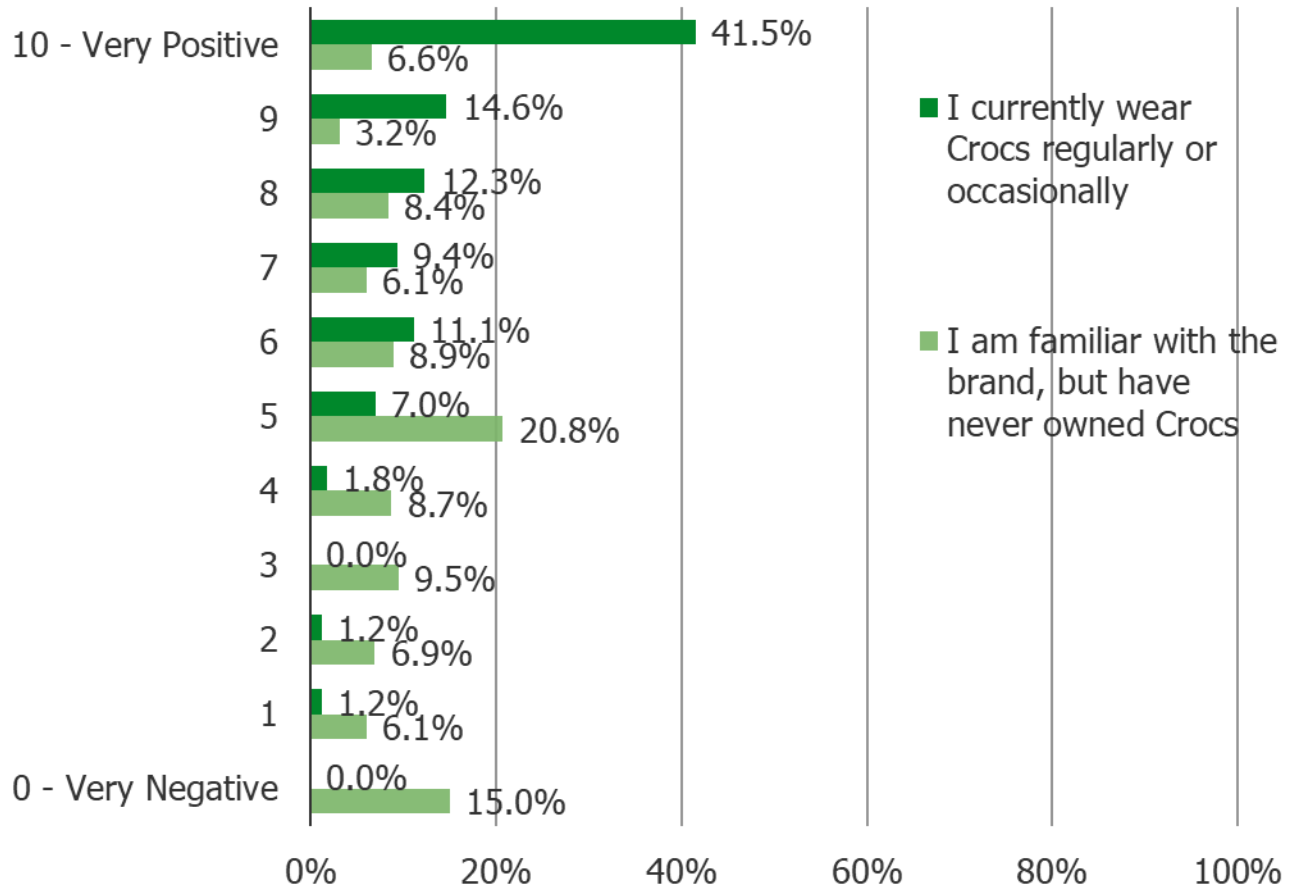
WHEN DID YOU START WEARING CROCS FOR THE FIRST TIME?

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



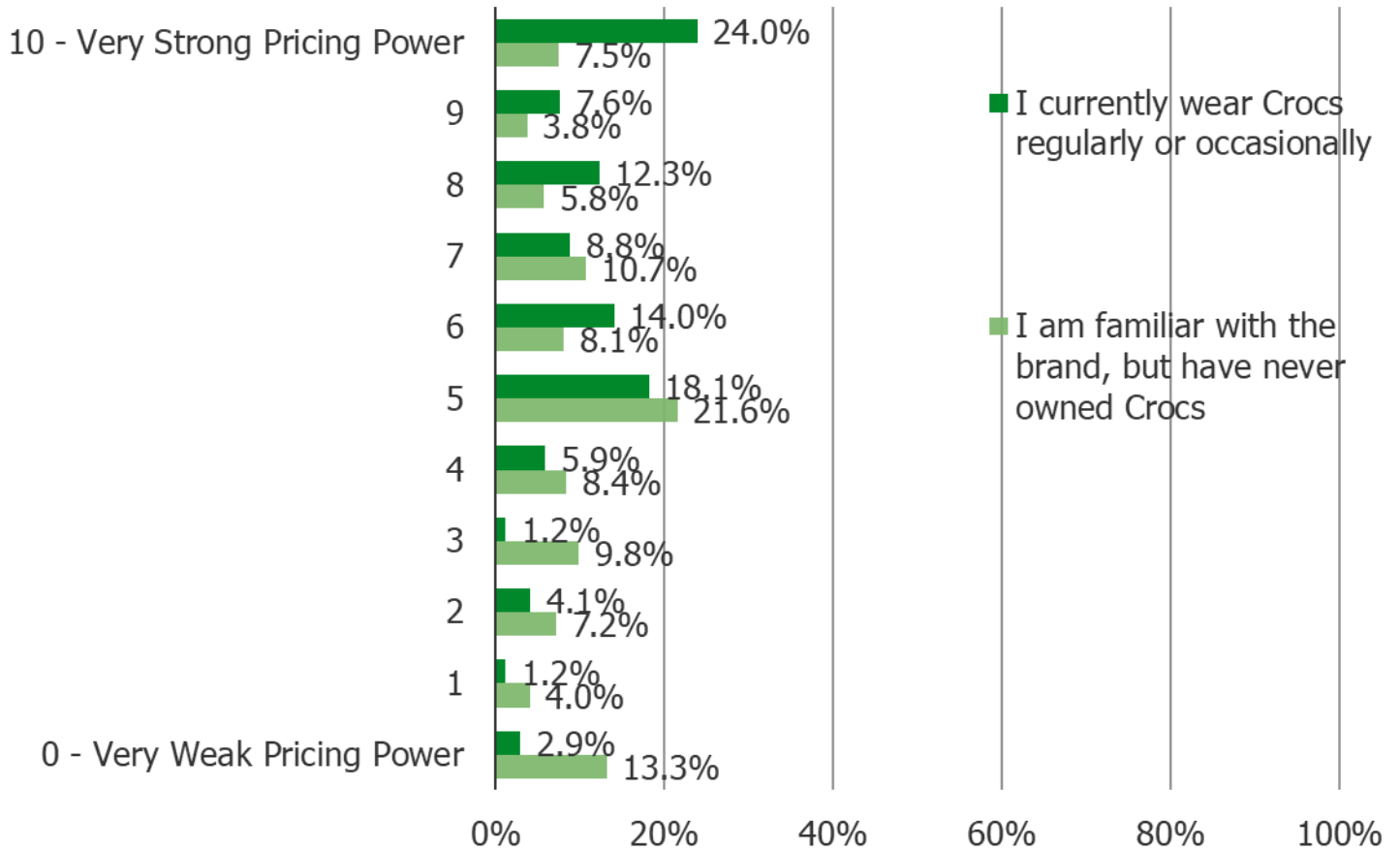
WHAT IS YOUR OPINION OF THE CROCS BRAND?

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



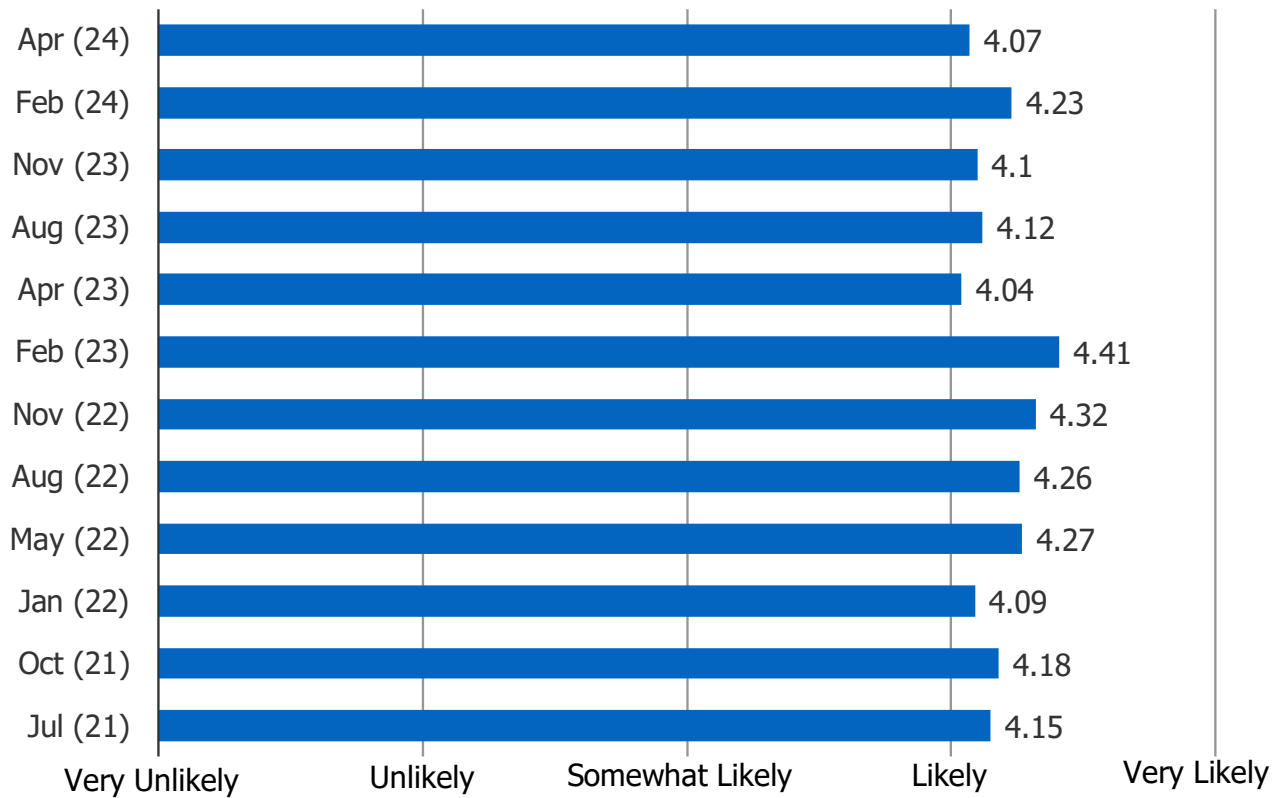
IN YOUR OPINION, HOW MUCH PRICING POWER DOES THE CROCS BRAND POSSESS?

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



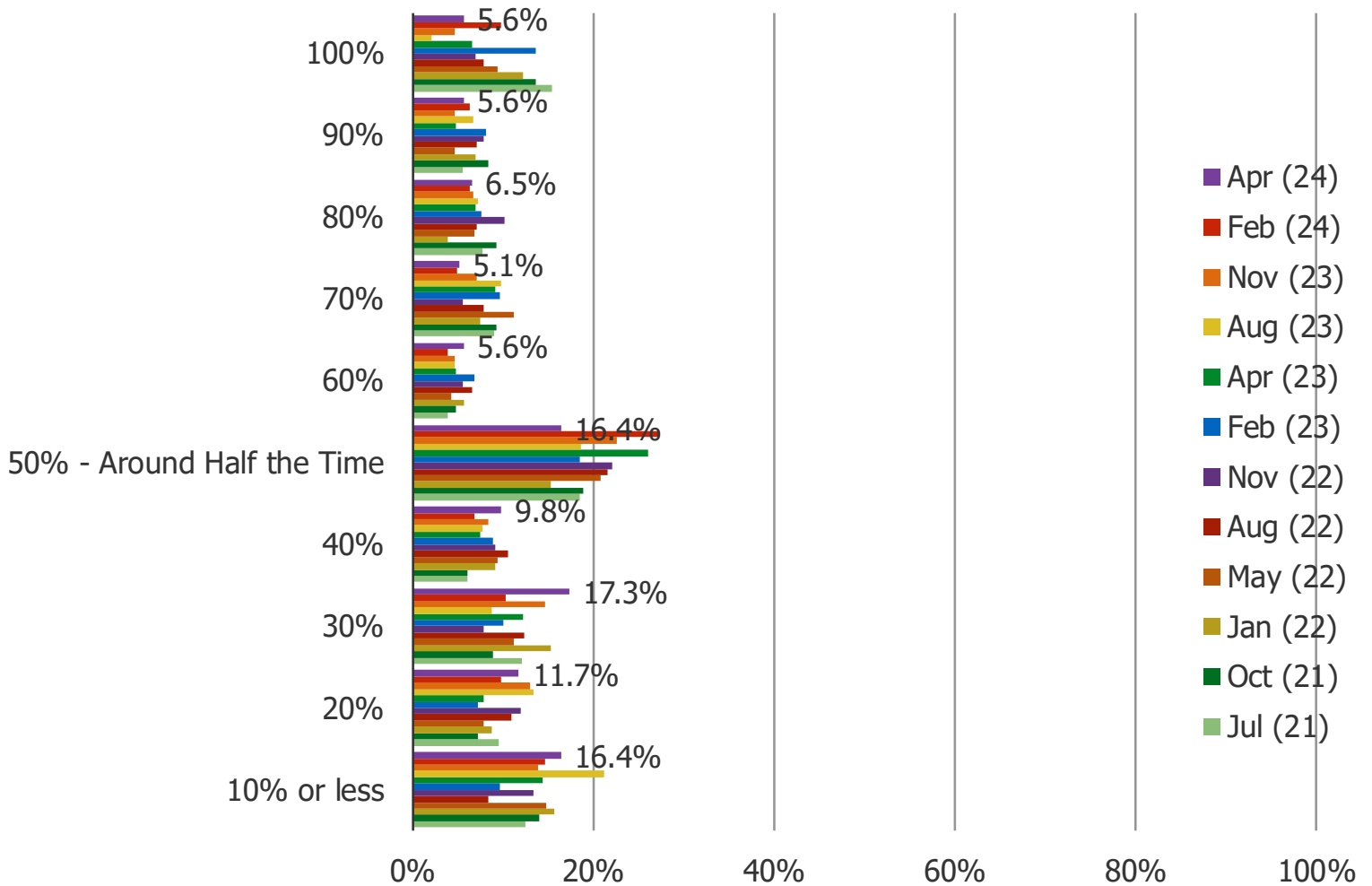
HOW LIKELY ARE YOU TO BUY A PAIR OF CROCS AGAIN SOMETIME IN THE FUTURE?

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



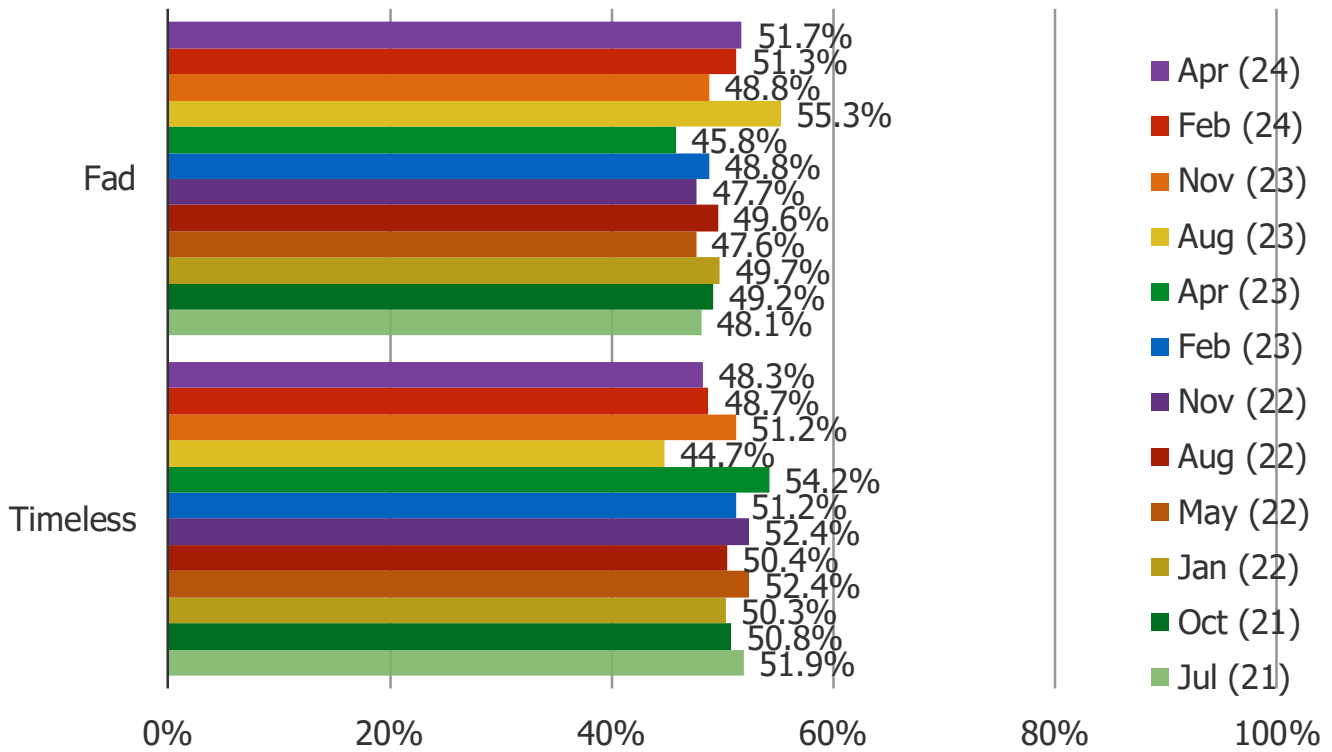
WHAT PERCENTAGE OF YOUR FOOTWEAR CLOSET IS DEDICATED TO CROCS?

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

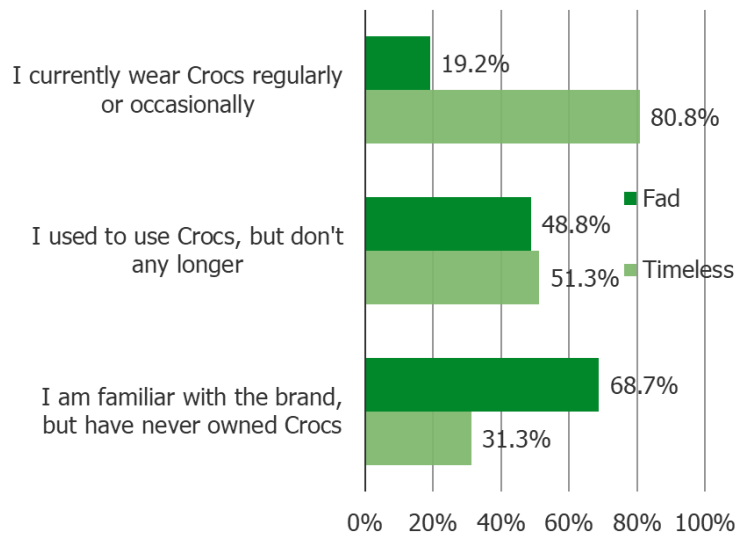


WHICH OF THE FOLLOWING BEST DESCRIBES CROCS, IN YOUR OPINION?

Posed to respondents who said they are aware of Crocs (N = 812).

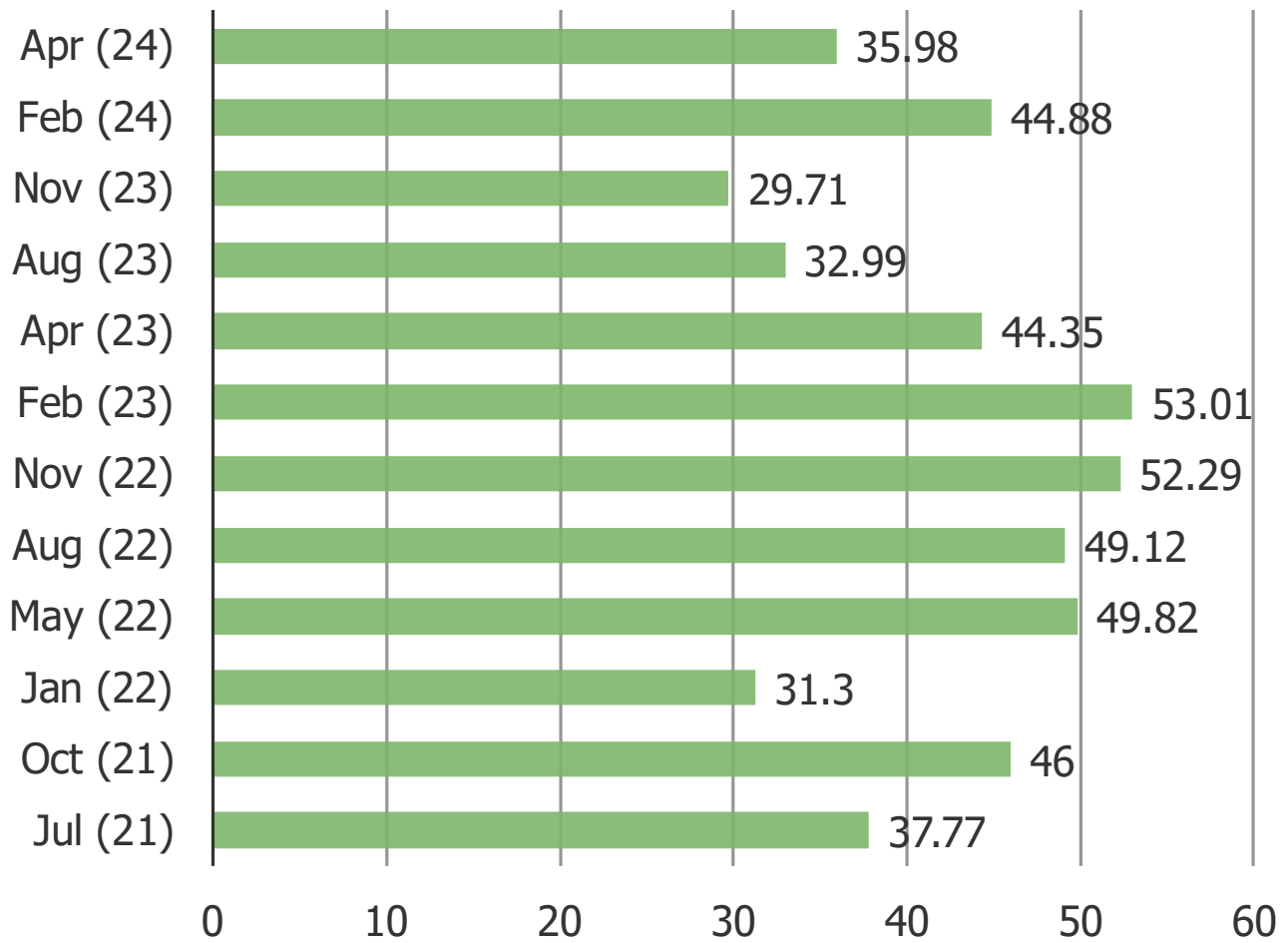


Cross-tabbing the data above...



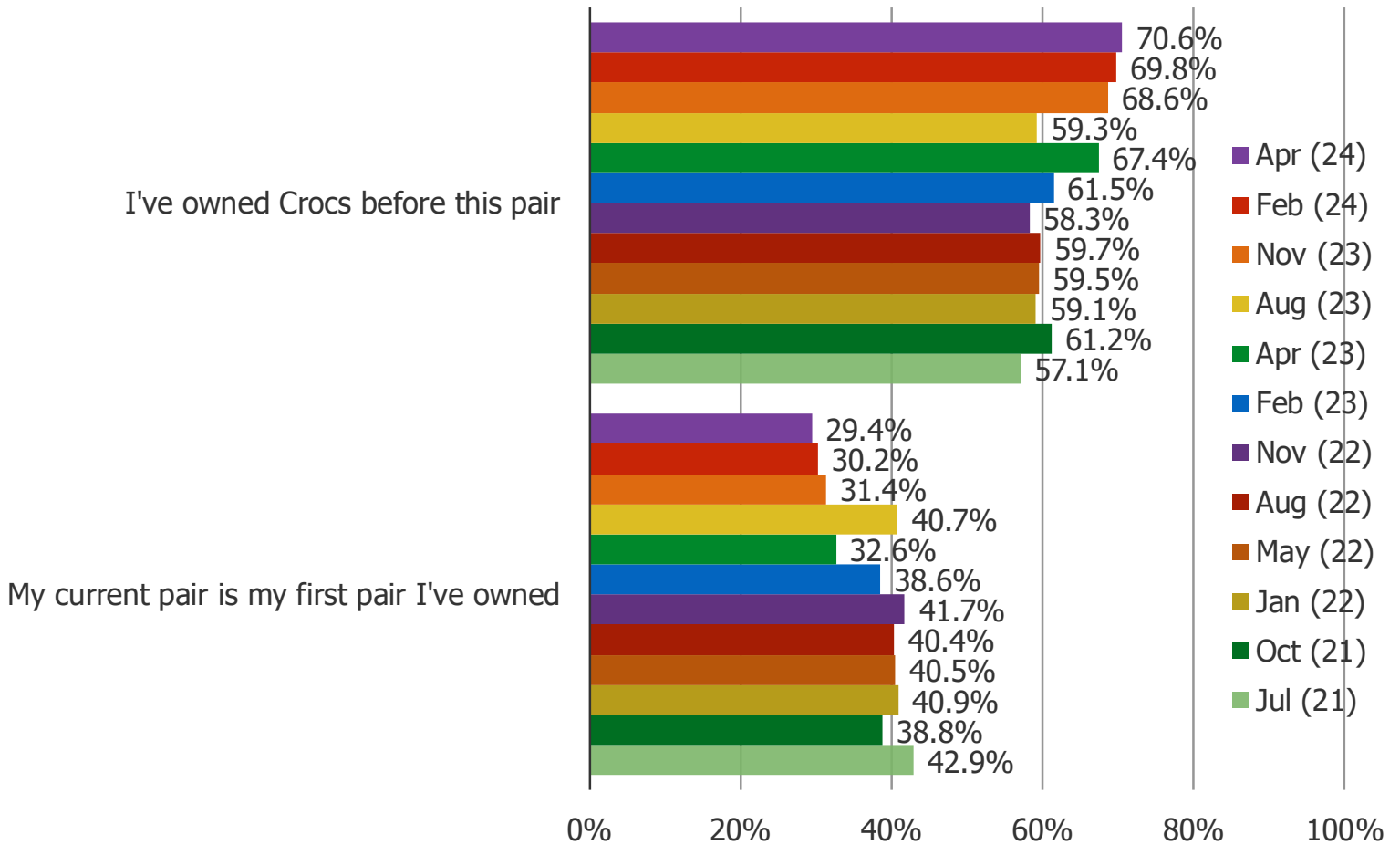
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND CROCS TO A FRIEND OR COLLEAGUE?

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



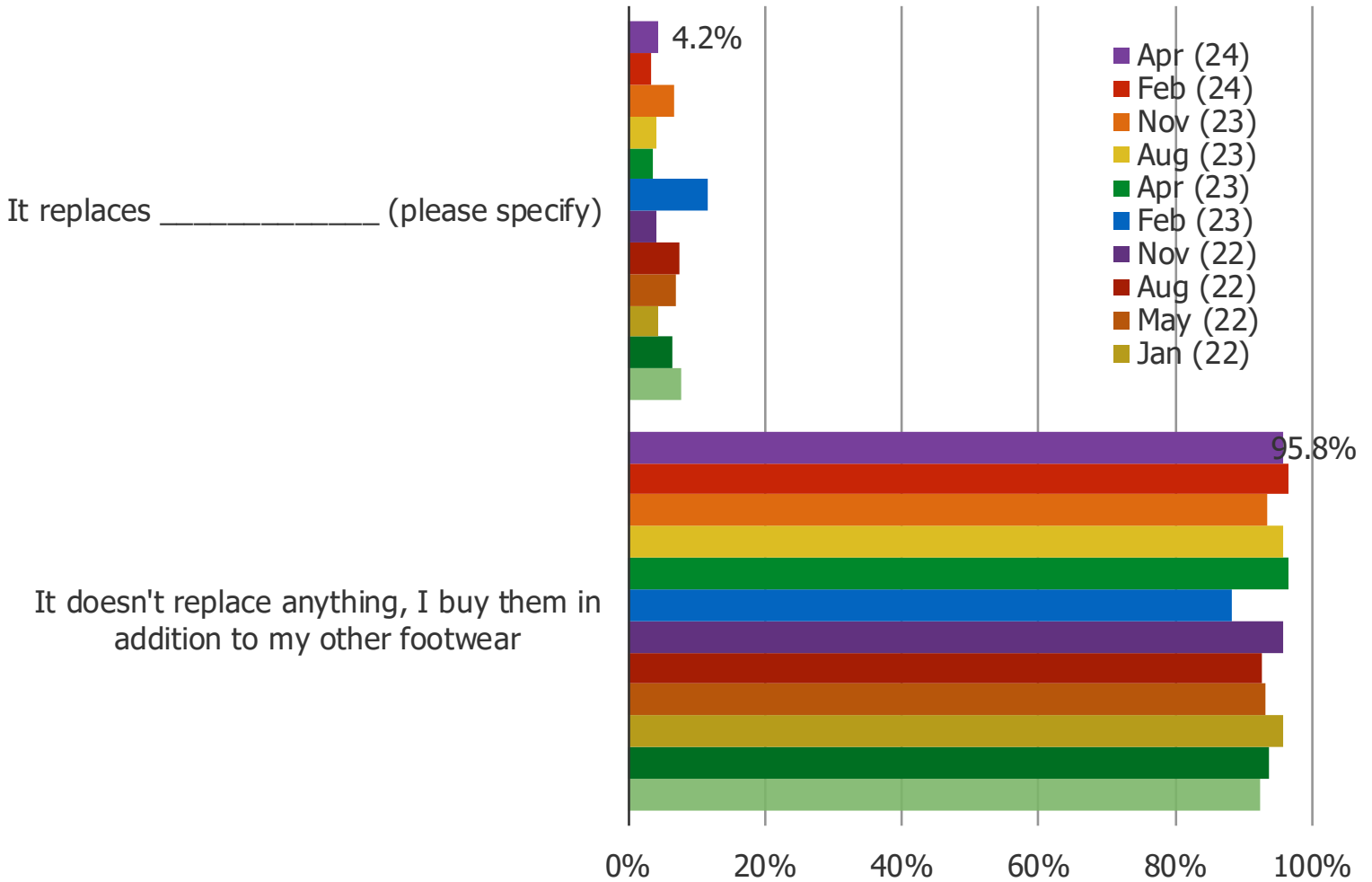
IS YOUR CURRENT PAIR OF CROCS THE FIRST PAIR YOU'VE OWNED, OR HAVE YOU OWNED CROCS BEFORE THE ONES YOU WEAR NOW?

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



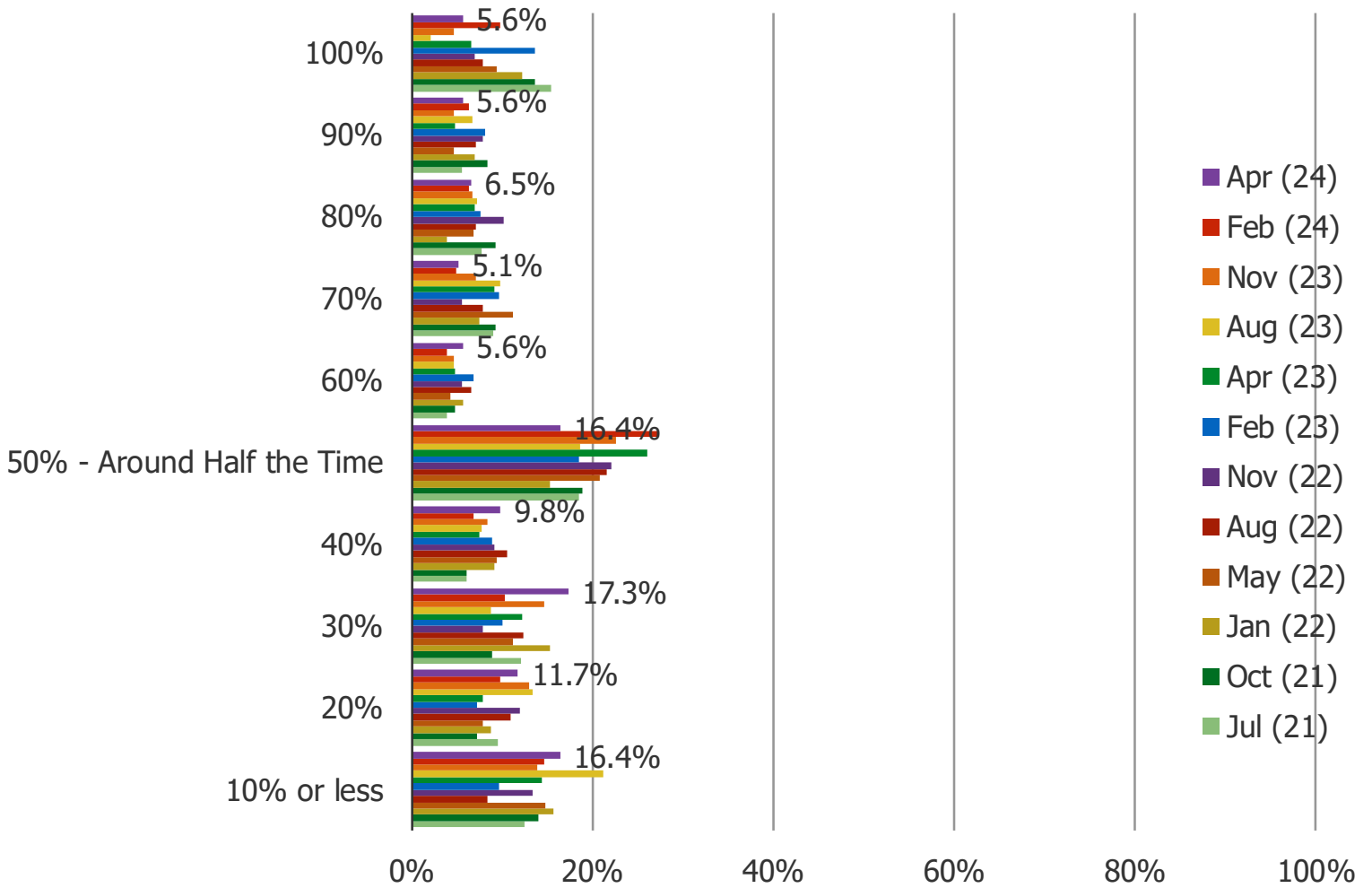
WHEN YOU BUY CROCS, WHICH FOOTWEAR BRAND ARE YOU TYPICALLY CHOOSING IT OVER? IE - WHAT BRAND DOES CROCS REPLACE IN YOUR CLOSET?

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



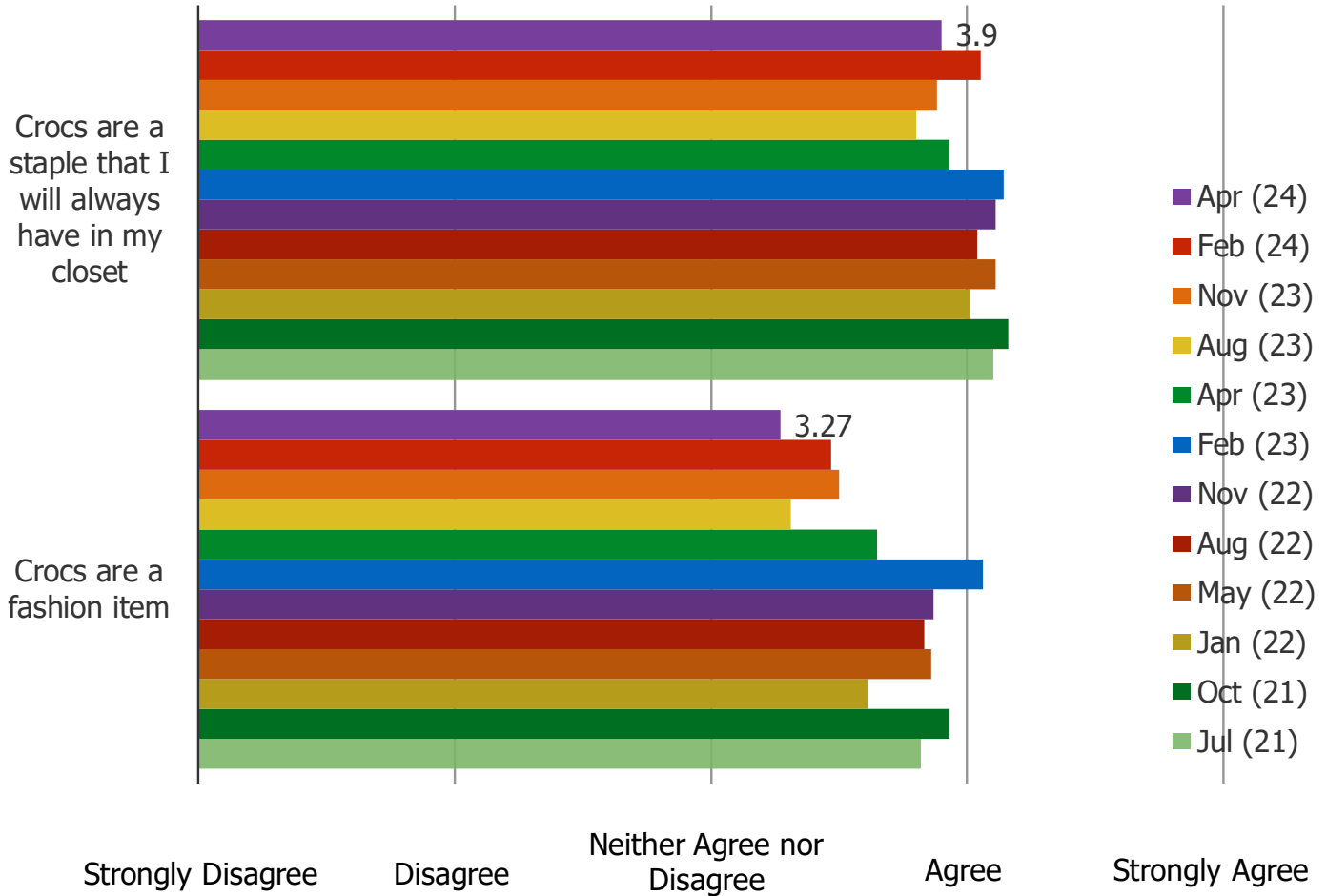
WHAT PERCENTAGE OF THE TIME YOU WEAR FOOTWEAR ARE YOU WEARING CROCS?

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



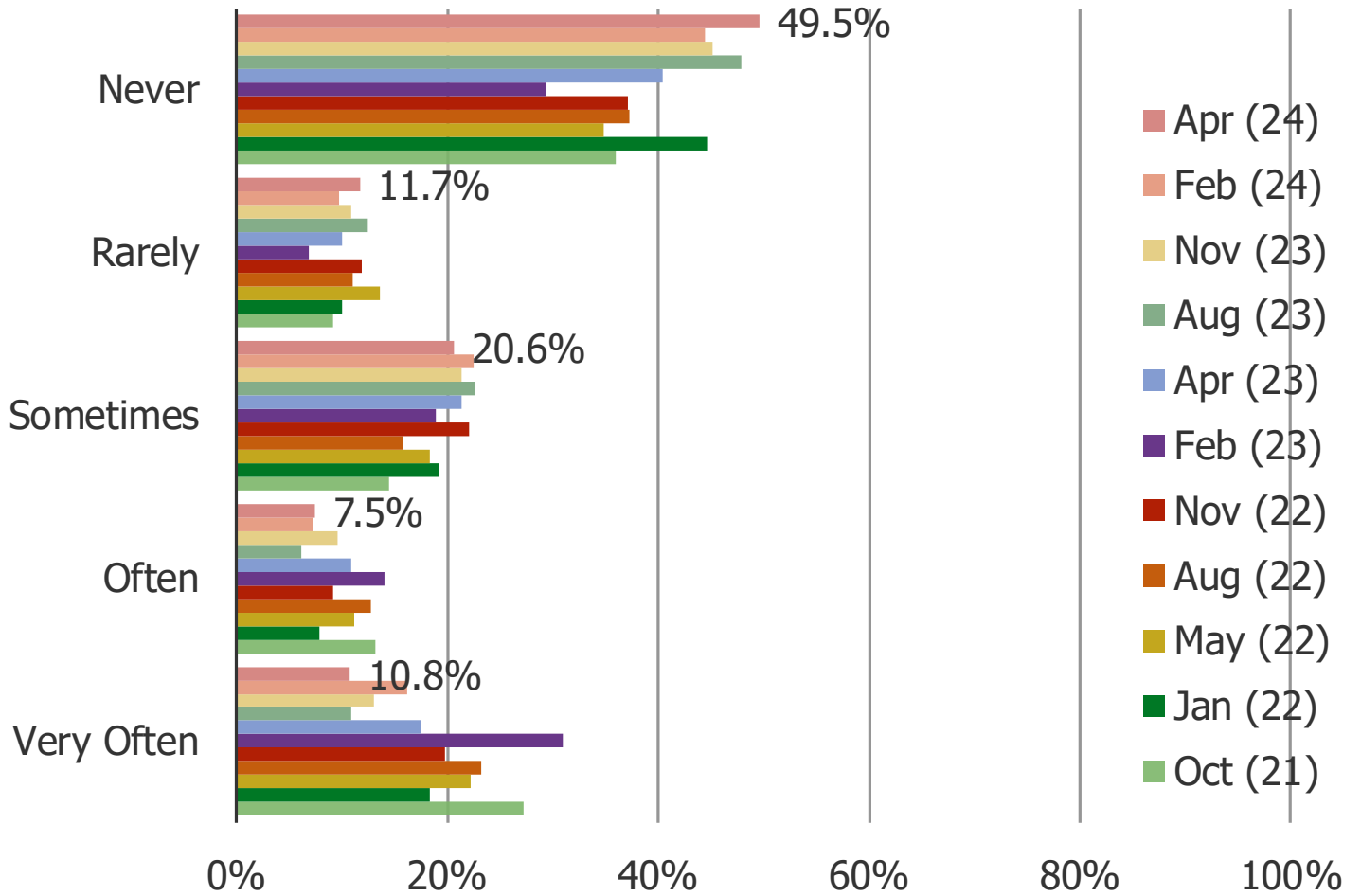
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS:

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



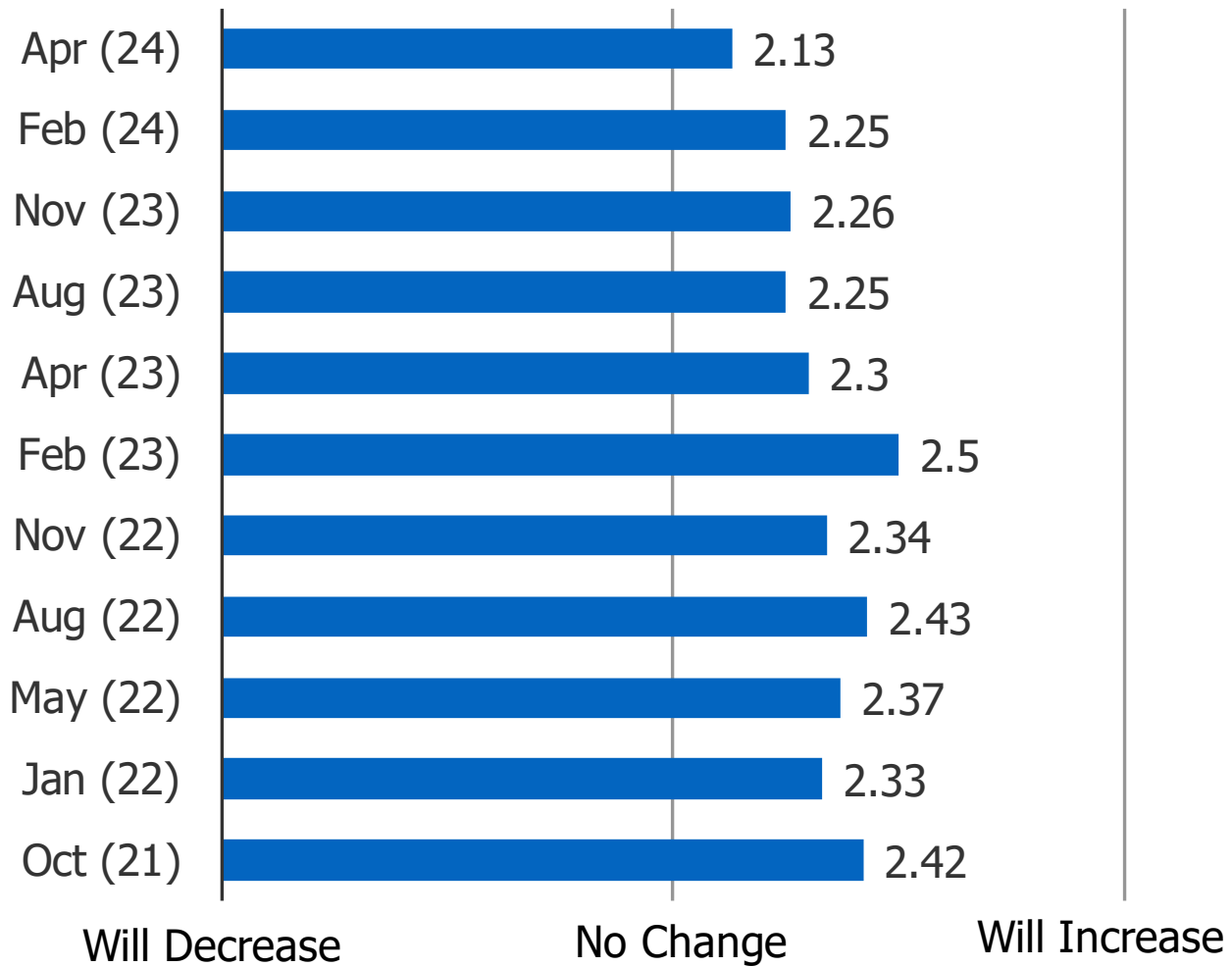
DO YOU PURCHASE JIBBITZ FOR YOUR CROCS?

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



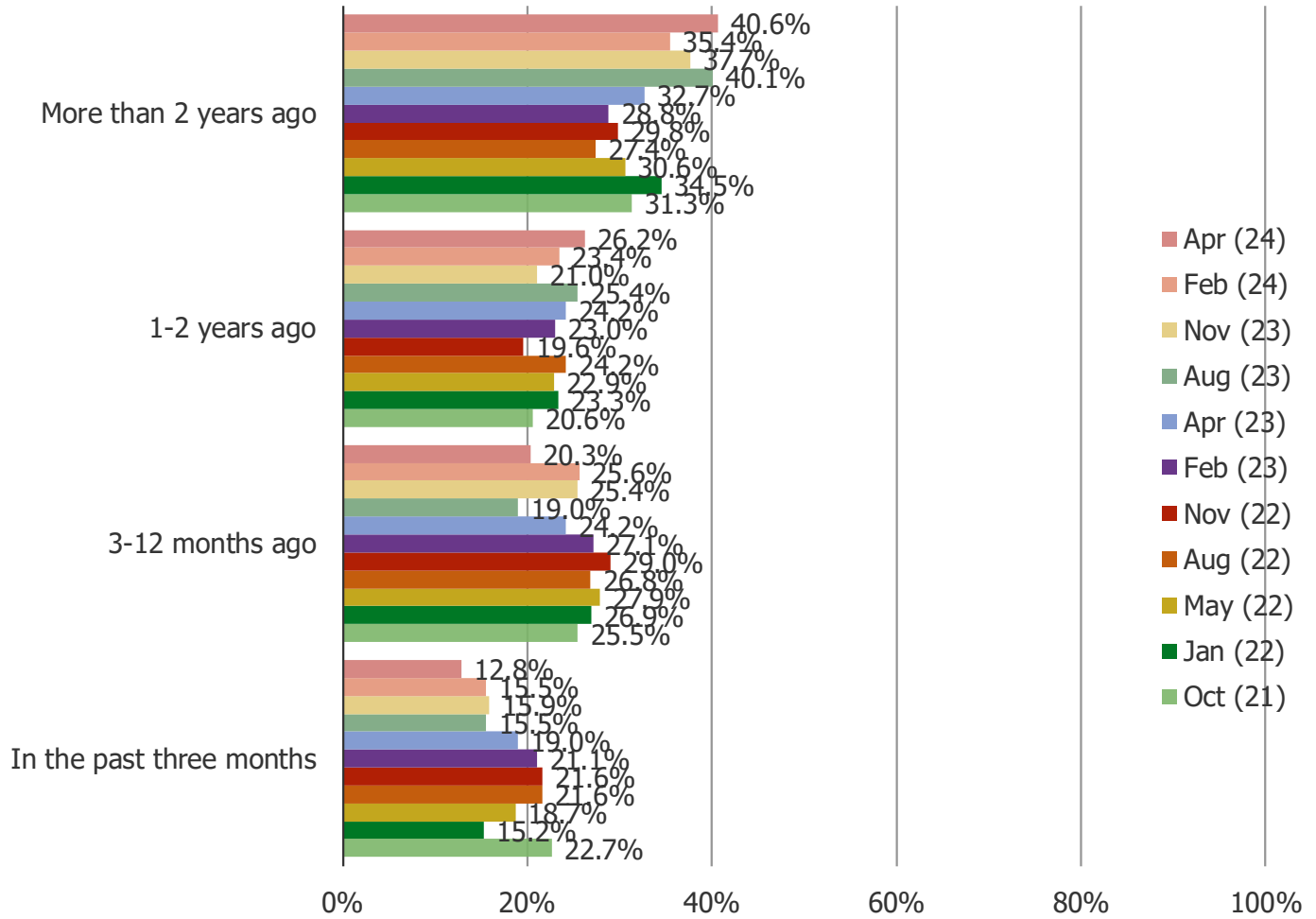
GOING FORWARD, WILL YOU CHANGE HOW OFTEN YOU BUY JIBBITZ?

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



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

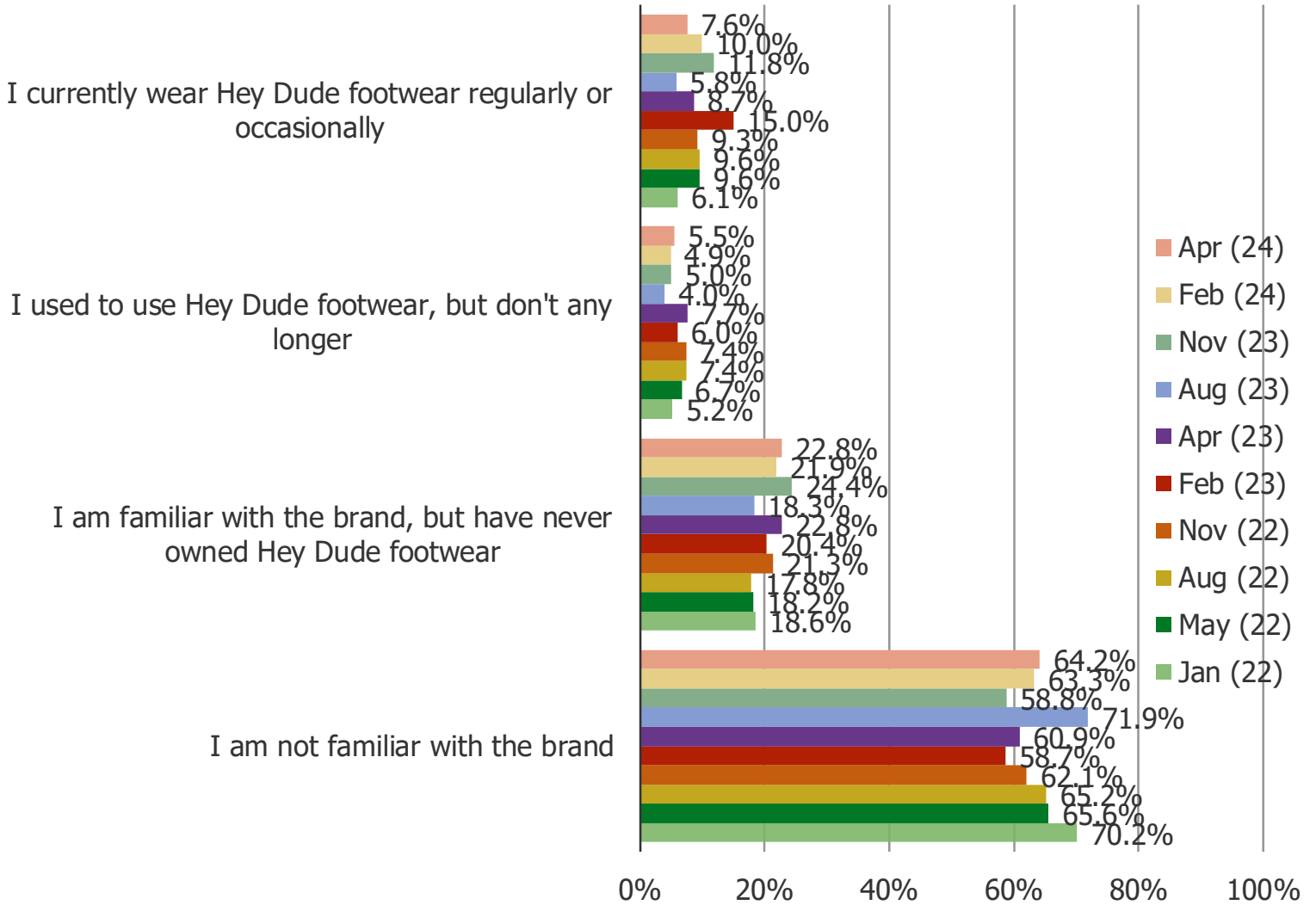
Posed to respondents who either currently wear Crocs OR used to wear Crocs in the past.



HEY DUDE

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

Posed to all respondents.



HOW DID YOU FIRST HEAR ABOUT HEY DUDE FOOTWEAR?

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

