

# Bespoke Survey Research

August 2024

## Crocs Survey

### Volume 13 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: CROX, Hey Dude.

### Key Takeaways:

- ❑ The share of consumers who wear Crocs regularly has been tracking flat of late.
- ❑ Those who are regular users of Crocs have more favorable opinions about the brand and Crocs' pricing power.
- ❑ Future Crocs purchase intentions have strengthened somewhat q/q.
- ❑ Consumers remain evenly split between whether Crocs is a fad or not.
- ❑ Crocs NPS remains in a solid range though scores are off of the highs we have seen historically in our tracker.
- ❑ Parents who have children who wear Crocs say that their children have a very positive opinion of the brand.
- ❑ The share of Crocs customers who say that their current pair is their first pair of Crocs has declined sequentially (ie, an increasing share of Crocs customers have owned more than one pair of Crocs).
- ❑ Over time, purchase recency among Crocs customers has stretched out (ie, a declining share of customers said they most recently bought in the past three months and an increasing share say more than 2 years ago).

# NEWER QUESTIONS

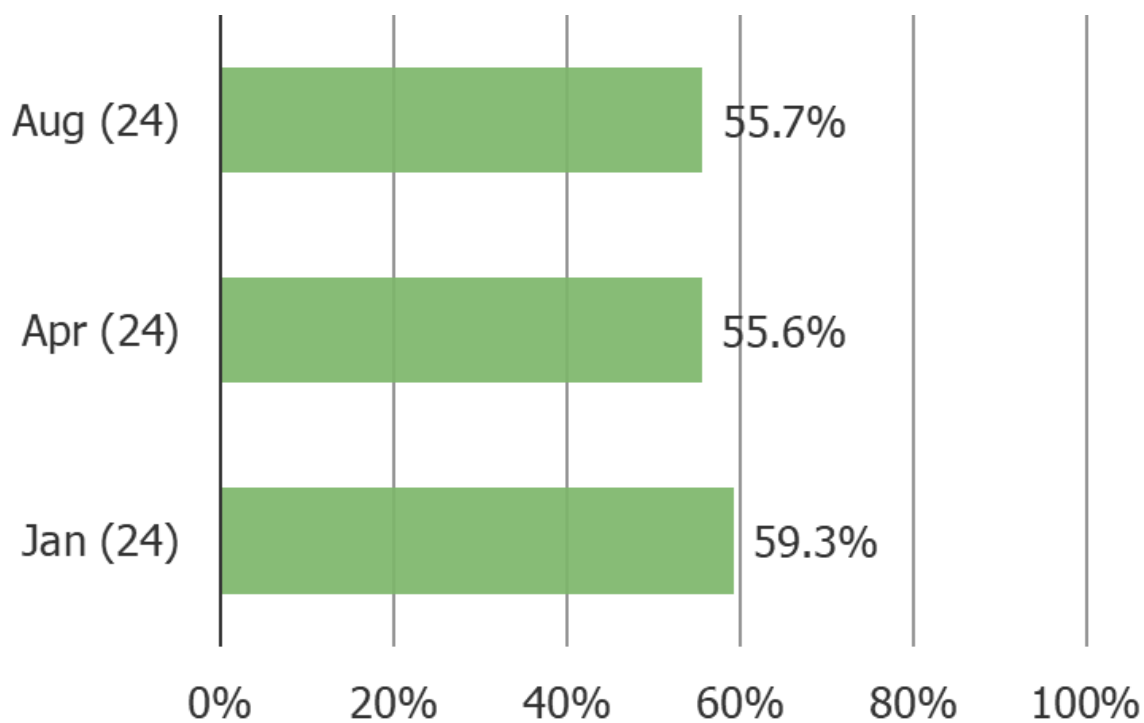
IF YOU HAD TO USE ONE ADJECTIVE TO DESCRIBE THE CROCS BRAND, WHAT WOULD IT BE?

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



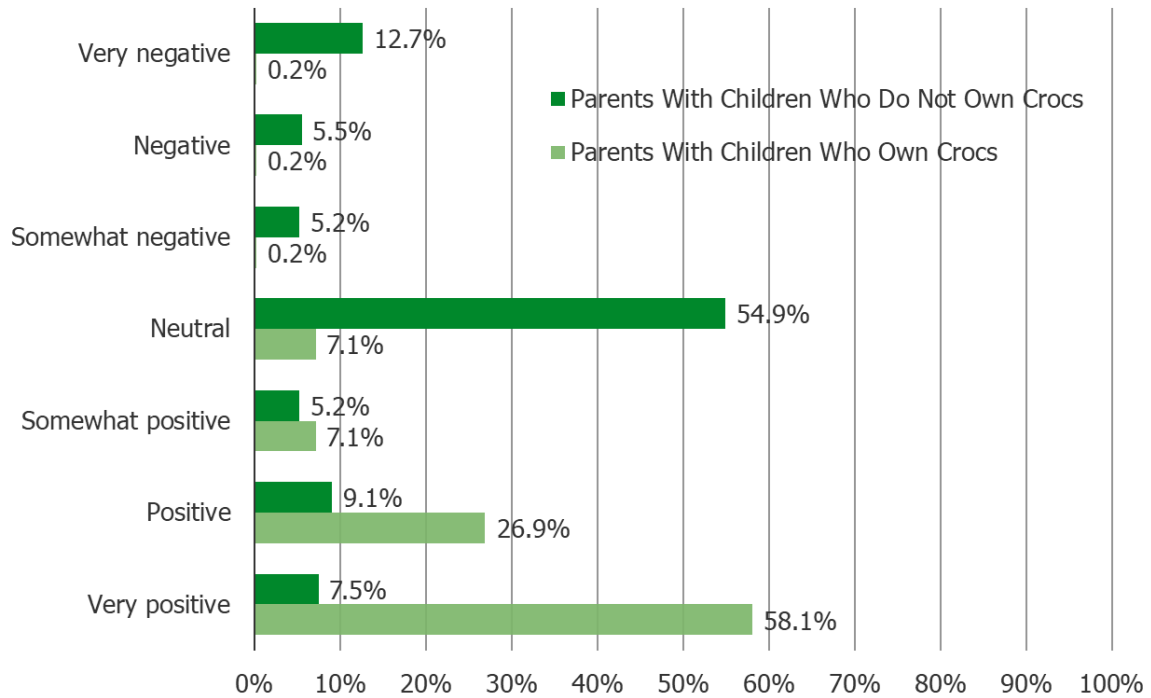
PARENTS | DO YOUR CHILDREN HAVE CROCS?

Posed to all respondents who have children under the age of 18 (N = 246).



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

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

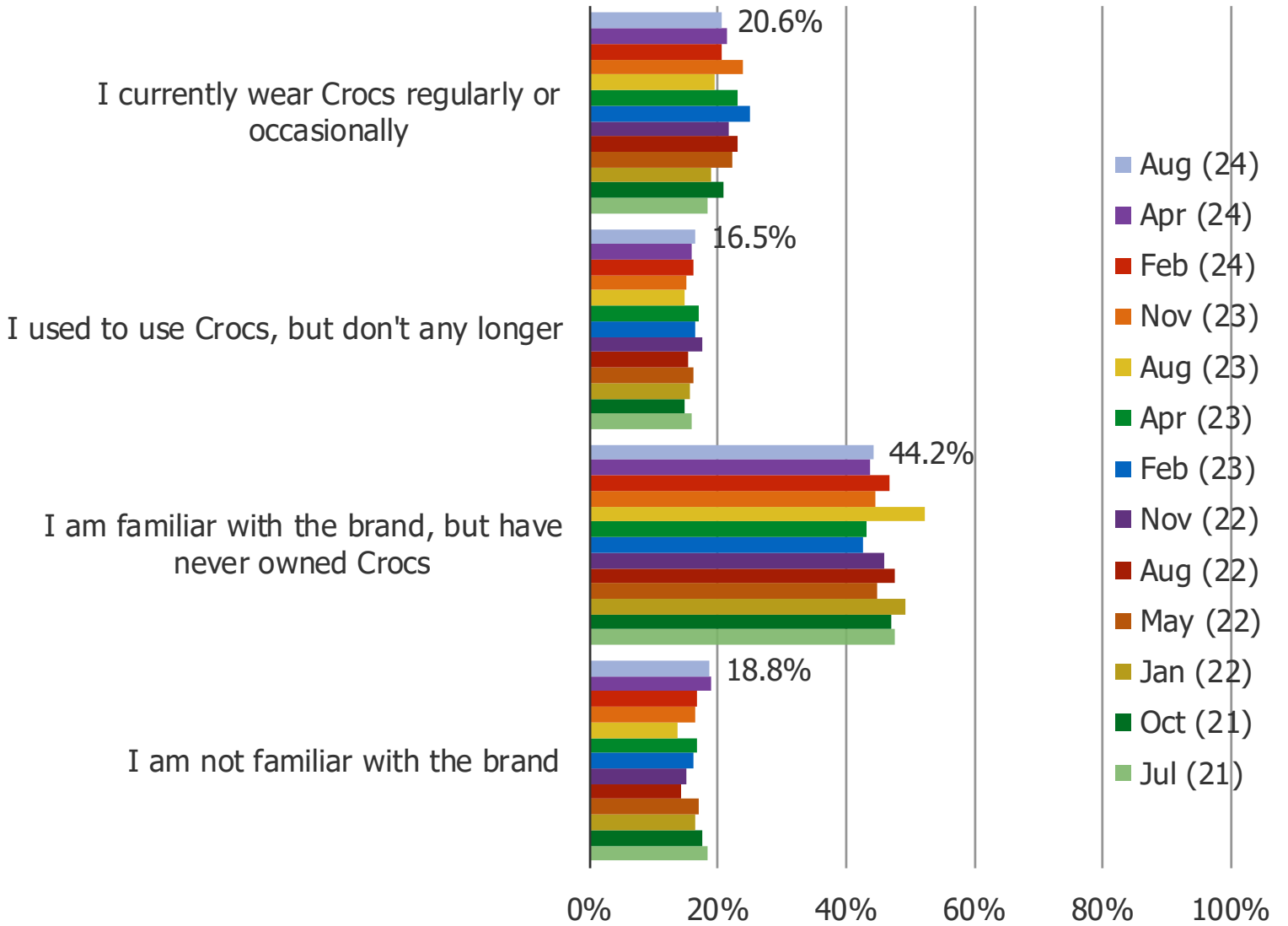


\*Combining results from January, April, and August to achieve a larger N size.

# CROCS

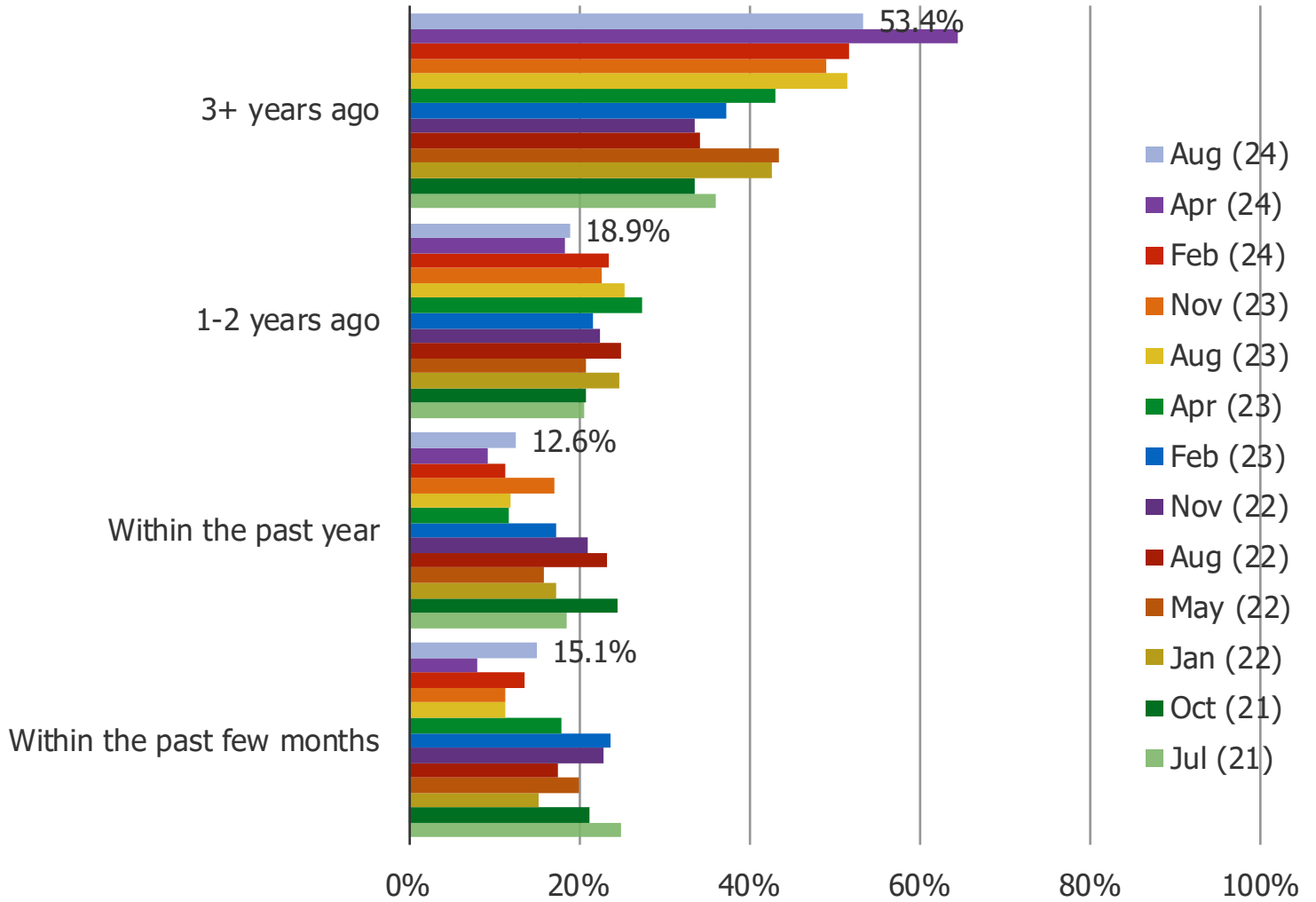
WHICH BEST DESCRIBES YOUR EXPERIENCE WITH THE CROCS FOOTWEAR BRAND?

Posed to all respondents.



WHEN DID YOU START WEARING CROCS FOR THE FIRST TIME?

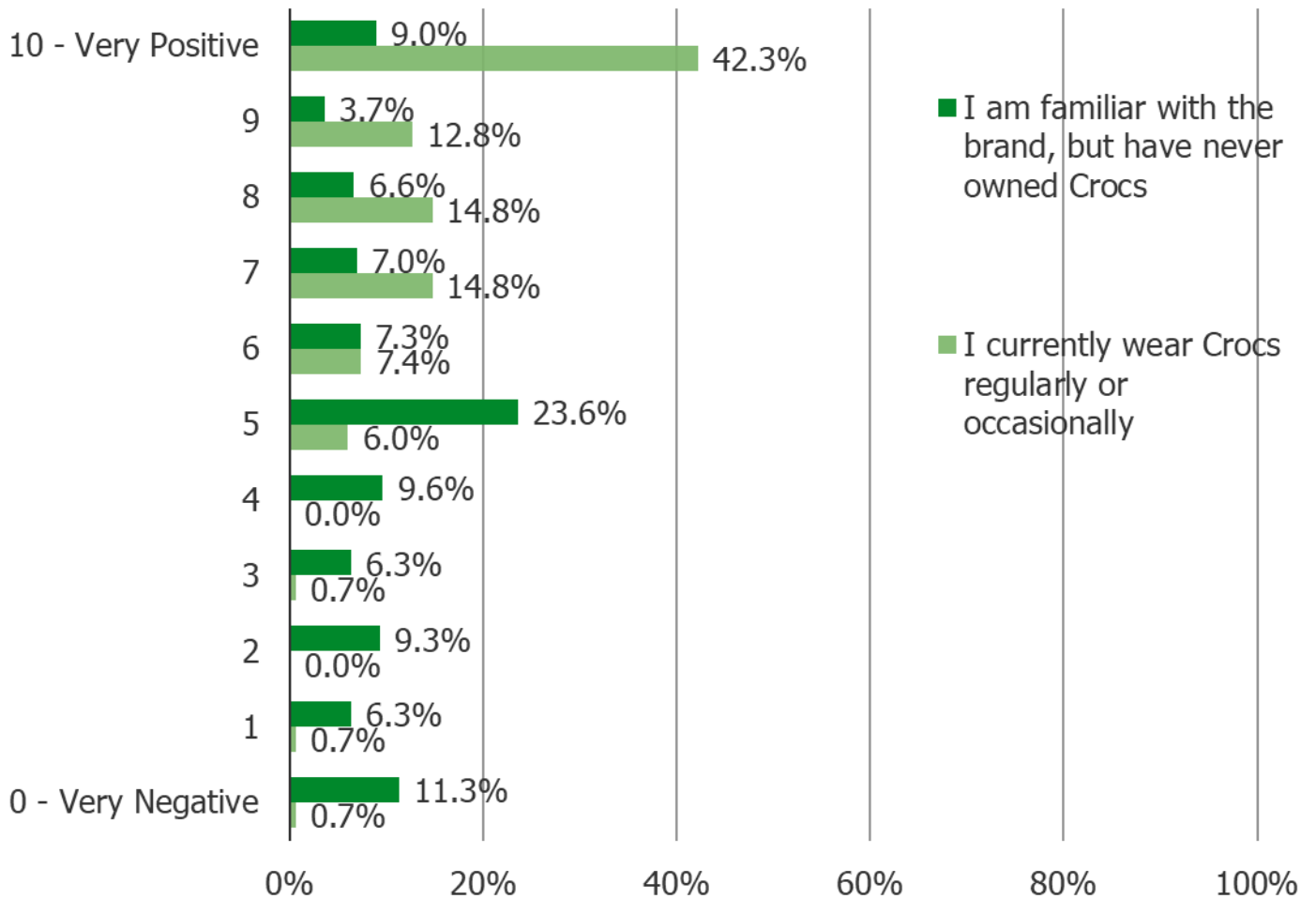
Posed to respondents who said they currently wear Crocs regularly or occasionally.





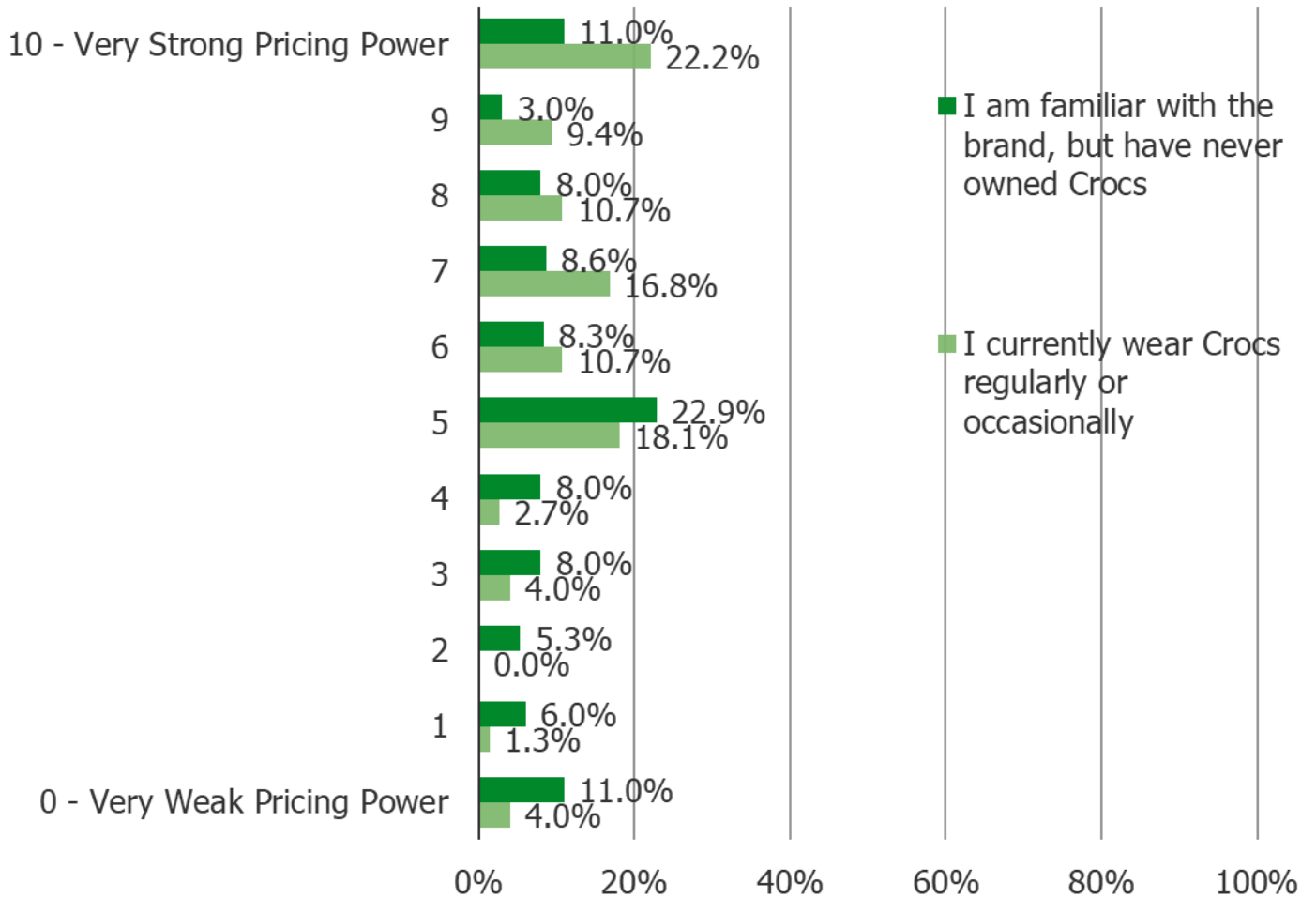
WHAT IS YOUR OPINION OF THE CROCS BRAND?

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



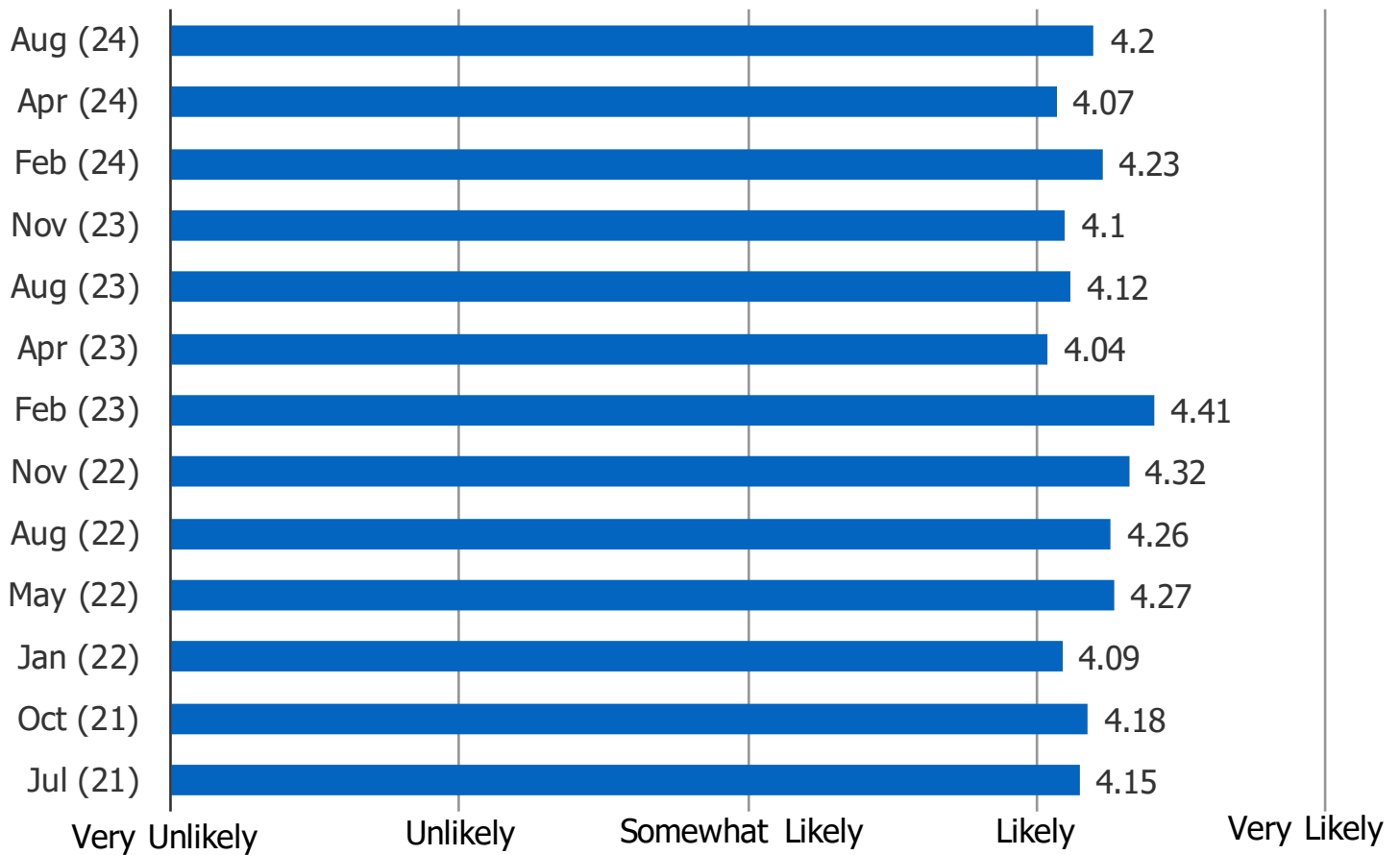
IN YOUR OPINION, HOW MUCH PRICING POWER DOES THE CROCS BRAND POSSESS?

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



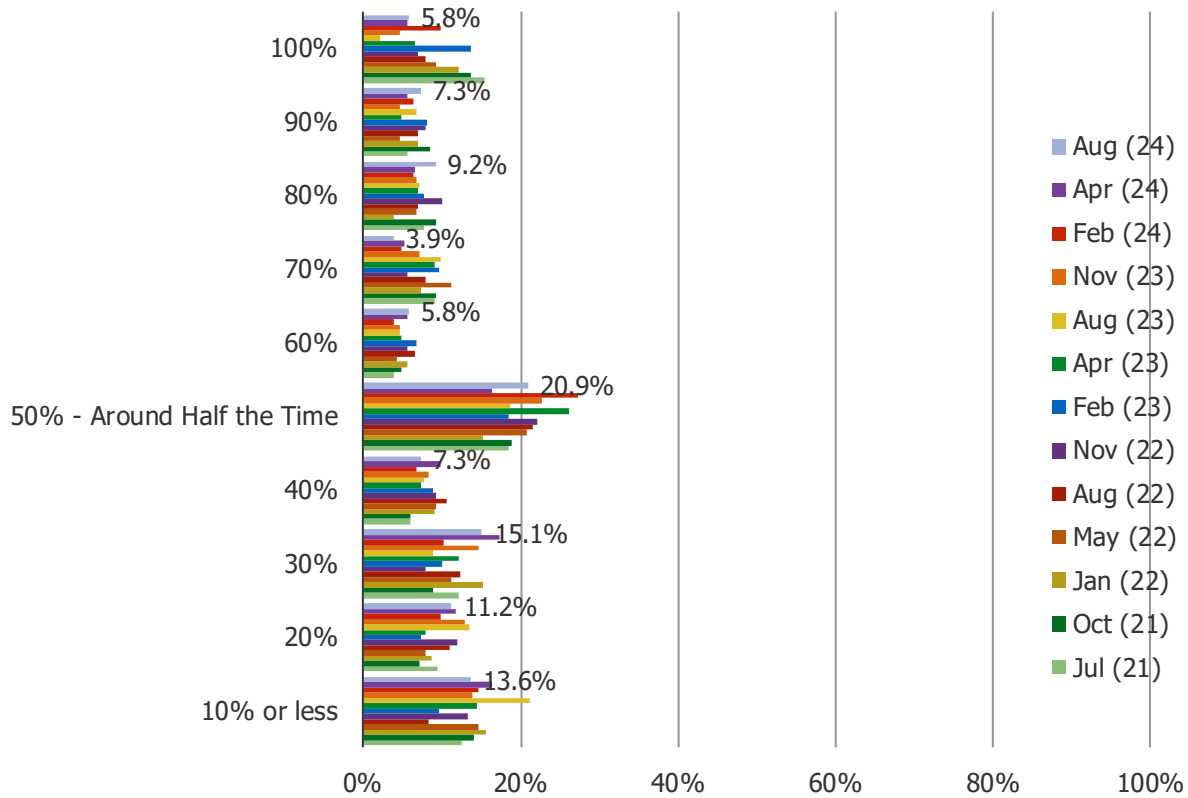
HOW LIKELY ARE YOU TO BUY A PAIR OF CROCS AGAIN SOMETIME IN THE FUTURE?

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

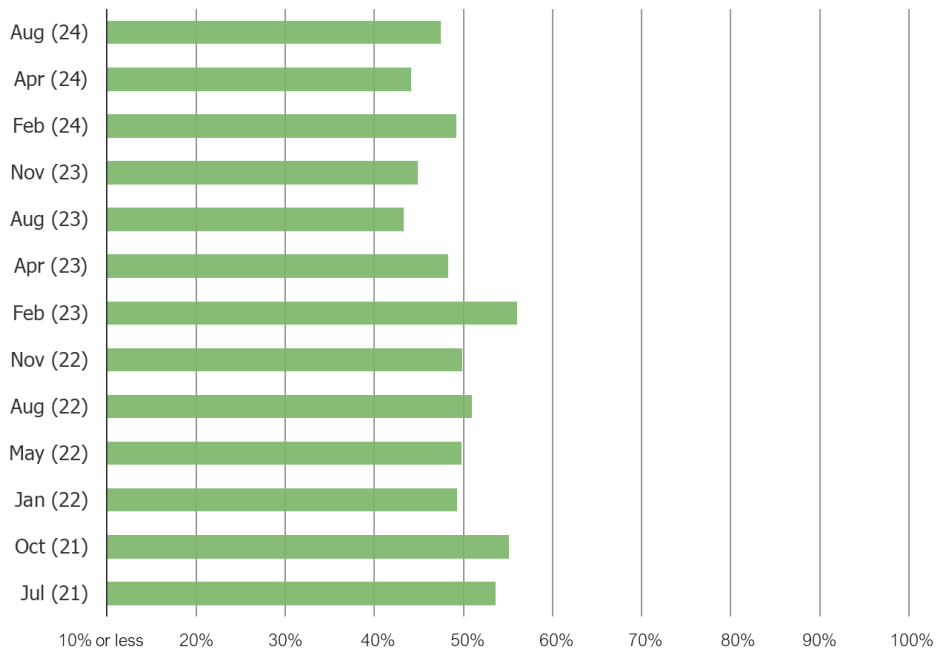


WHAT PERCENTAGE OF THE TIME YOU WEAR FOOTWEAR ARE YOU WEARING CROCS?

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

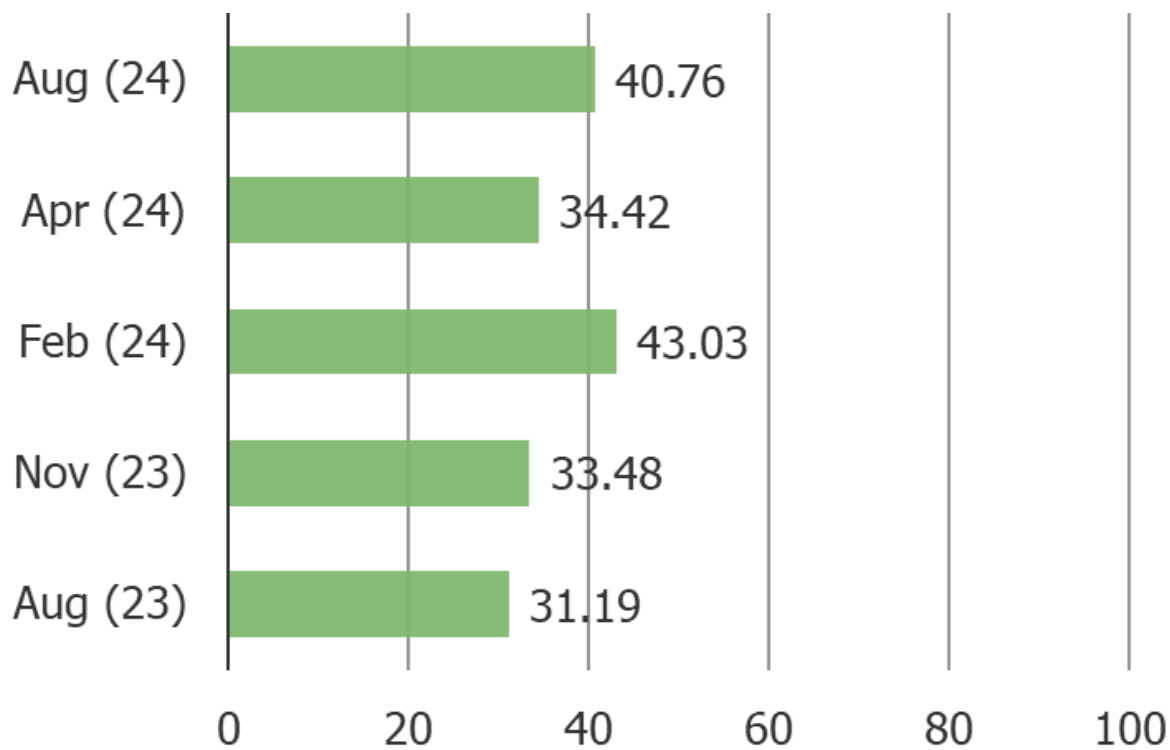


Weighted average of data above...



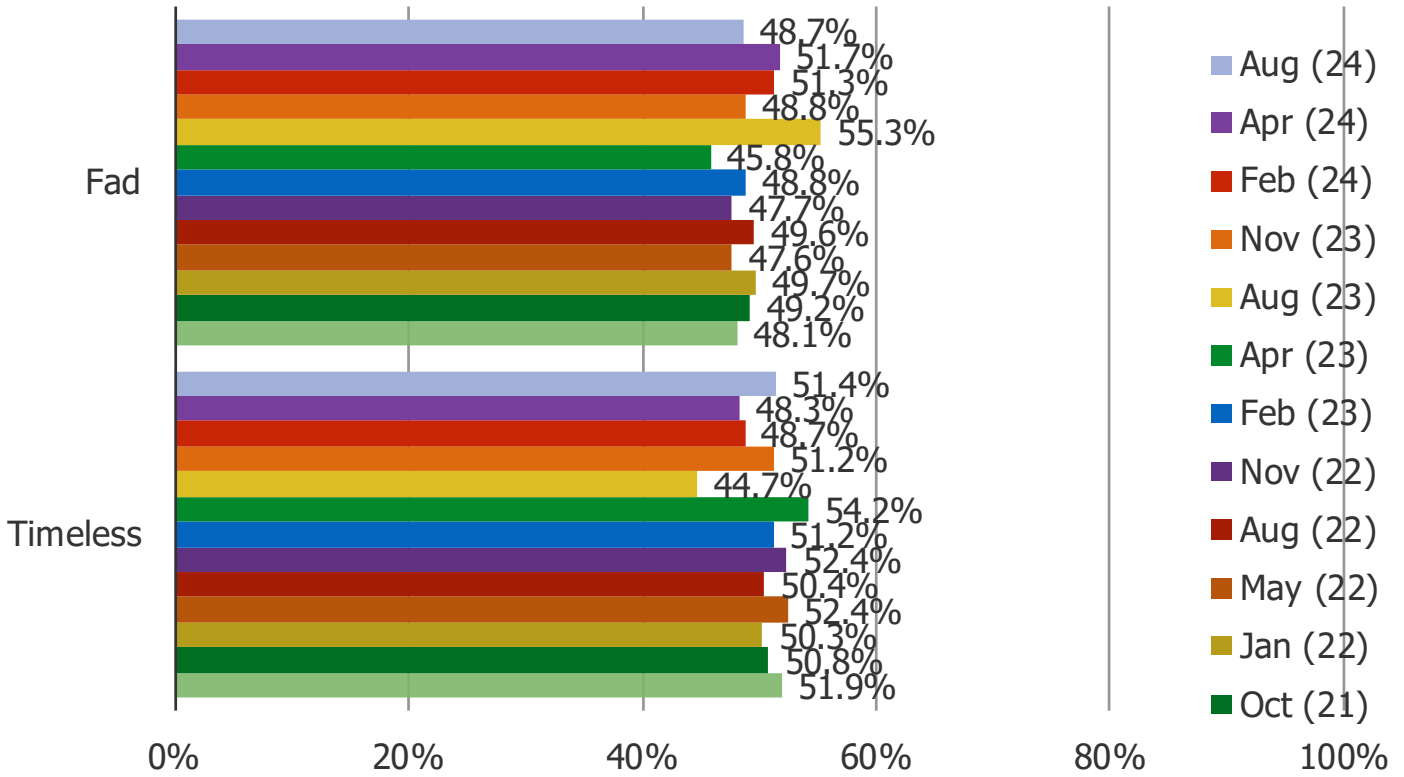
WHAT PERCENTAGE OF YOUR FOOTWEAR CLOSET IS DEDICATED TO CROCS?

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

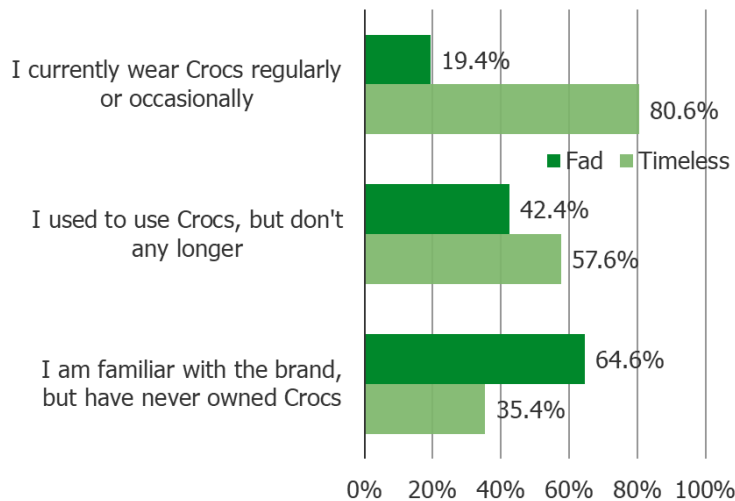


WHICH OF THE FOLLOWING BEST DESCRIBES CROCS, IN YOUR OPINION?

Posed to respondents who said they are aware of Crocs (N = 814).

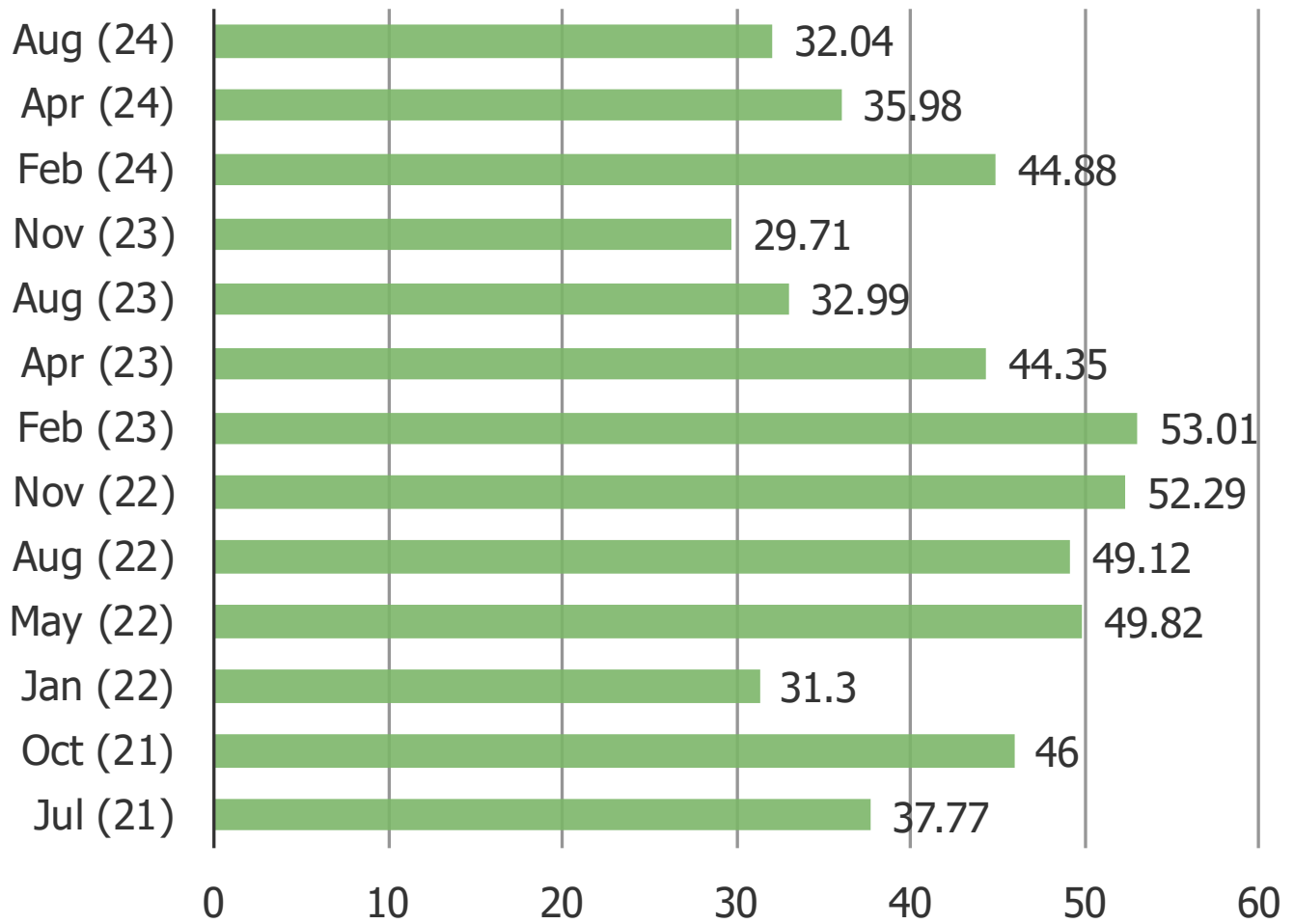


Cross-tabbing the data above...



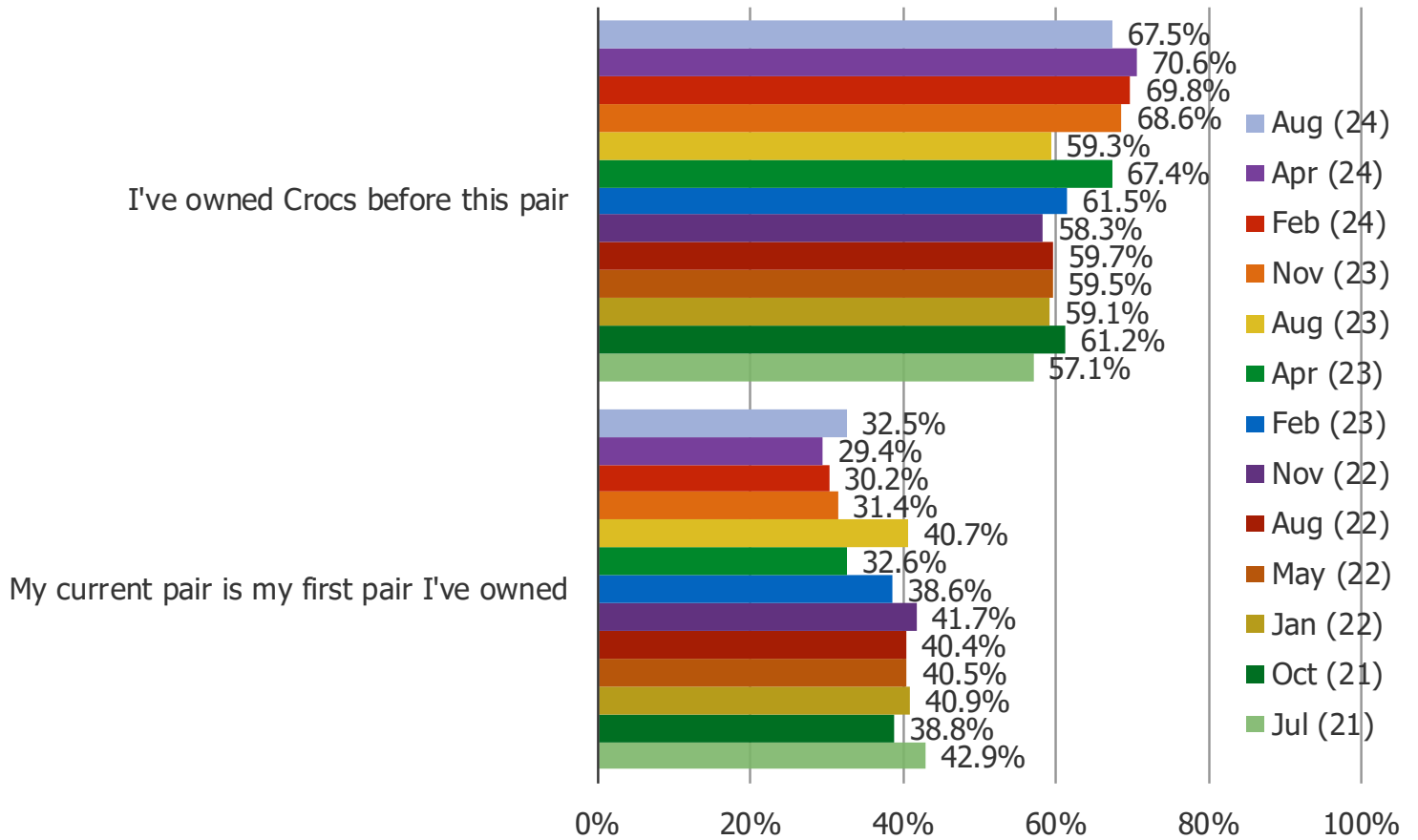
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND CROCS TO A FRIEND OR COLLEAGUE?

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?

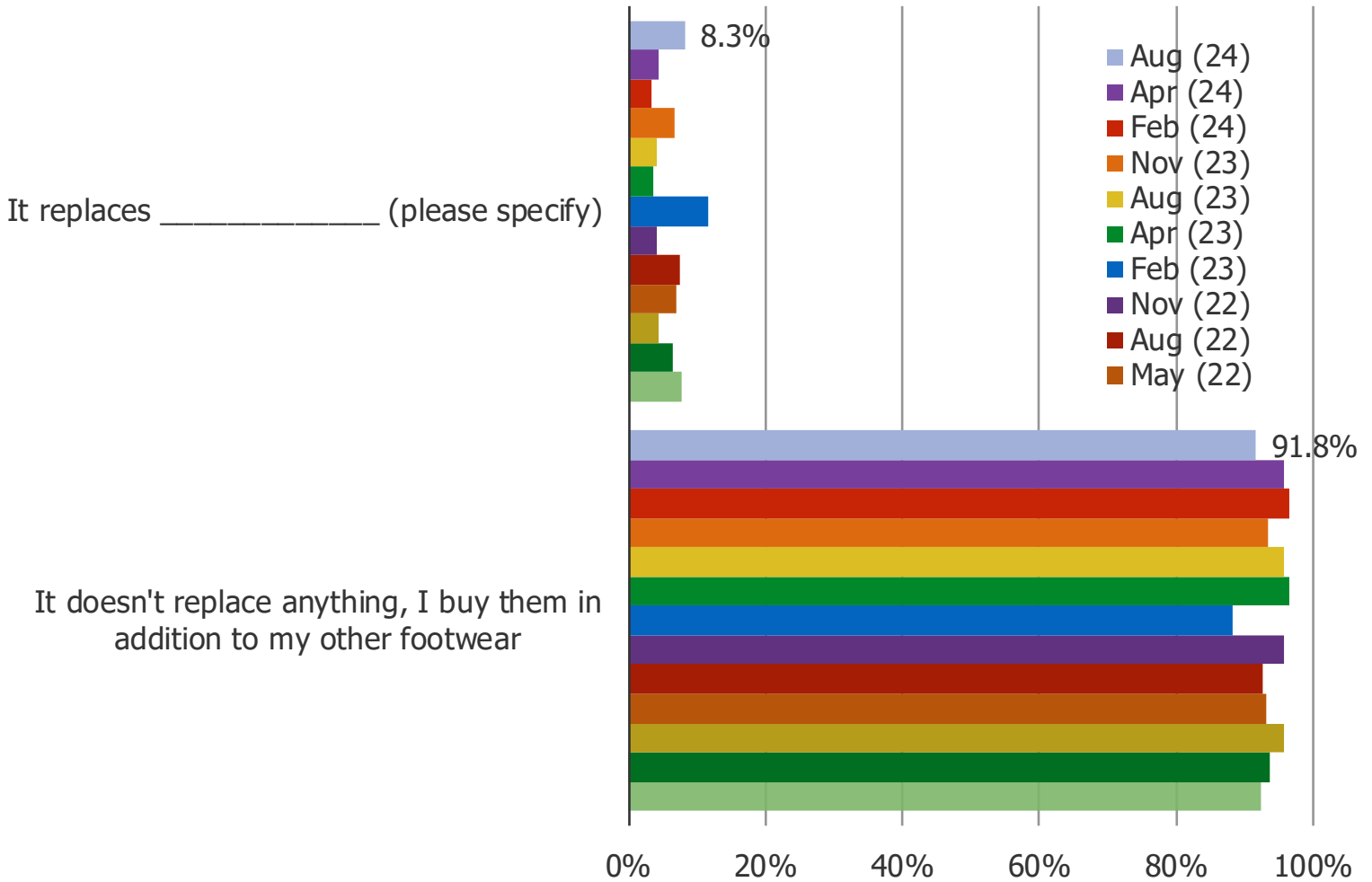
Posed to respondents who said they currently wear Crocs regularly or occasionally.





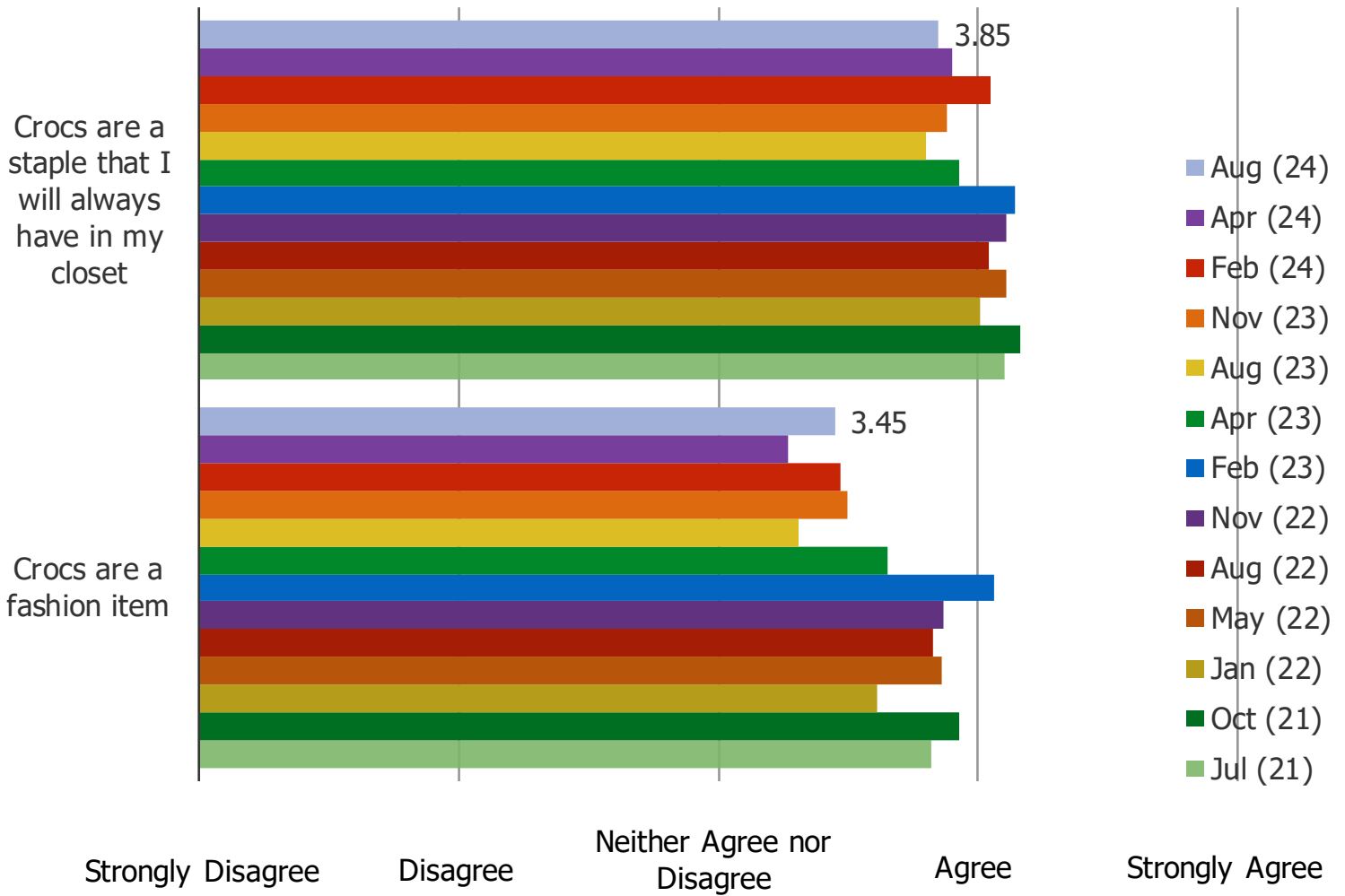
WHEN YOU BUY CROCS, WHICH FOOTWEAR BRAND ARE YOU TYPICALLY CHOOSING IT OVER? IE - WHAT BRAND DOES CROCS REPLACE IN YOUR CLOSET?

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



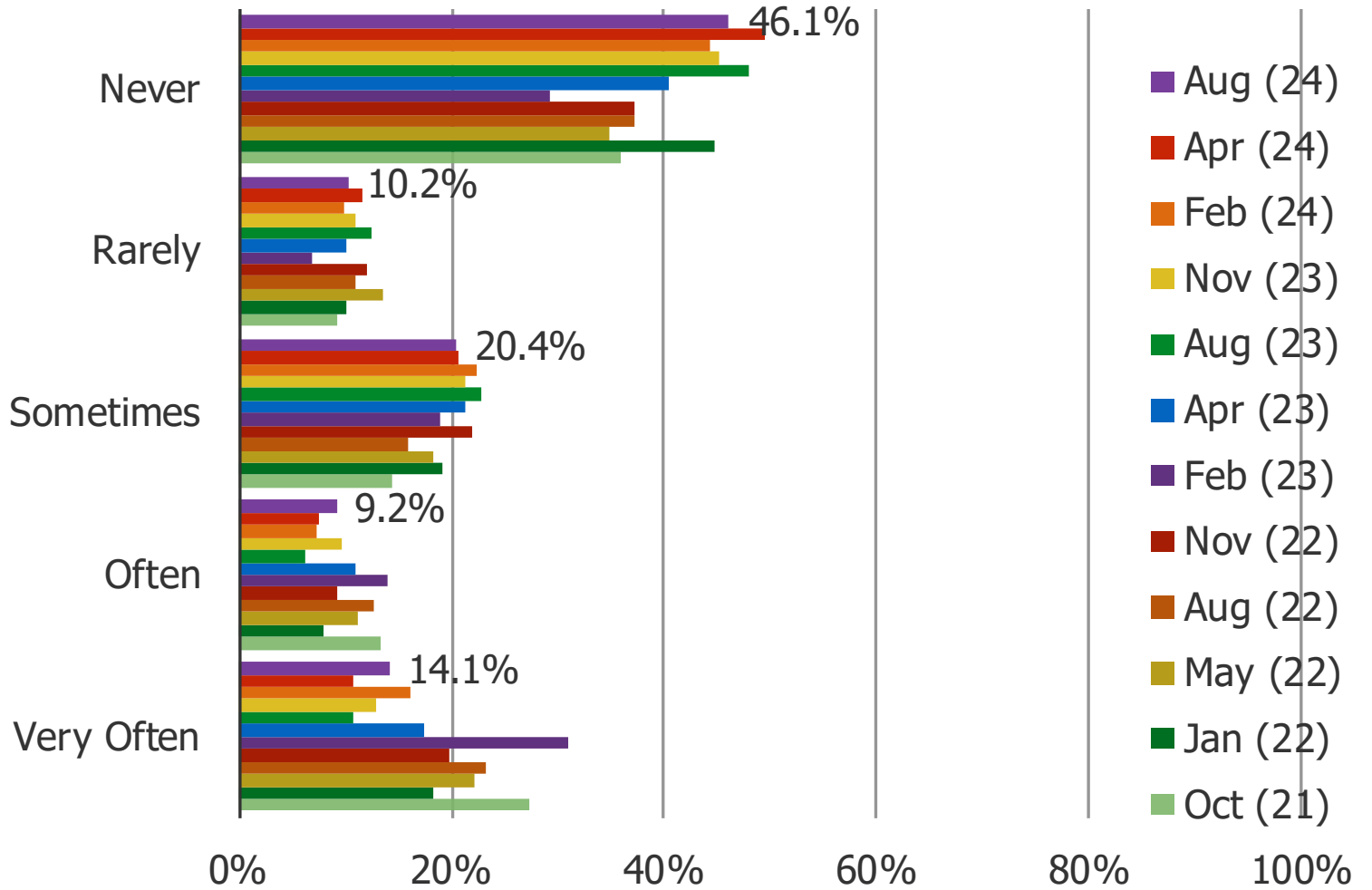
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS:

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



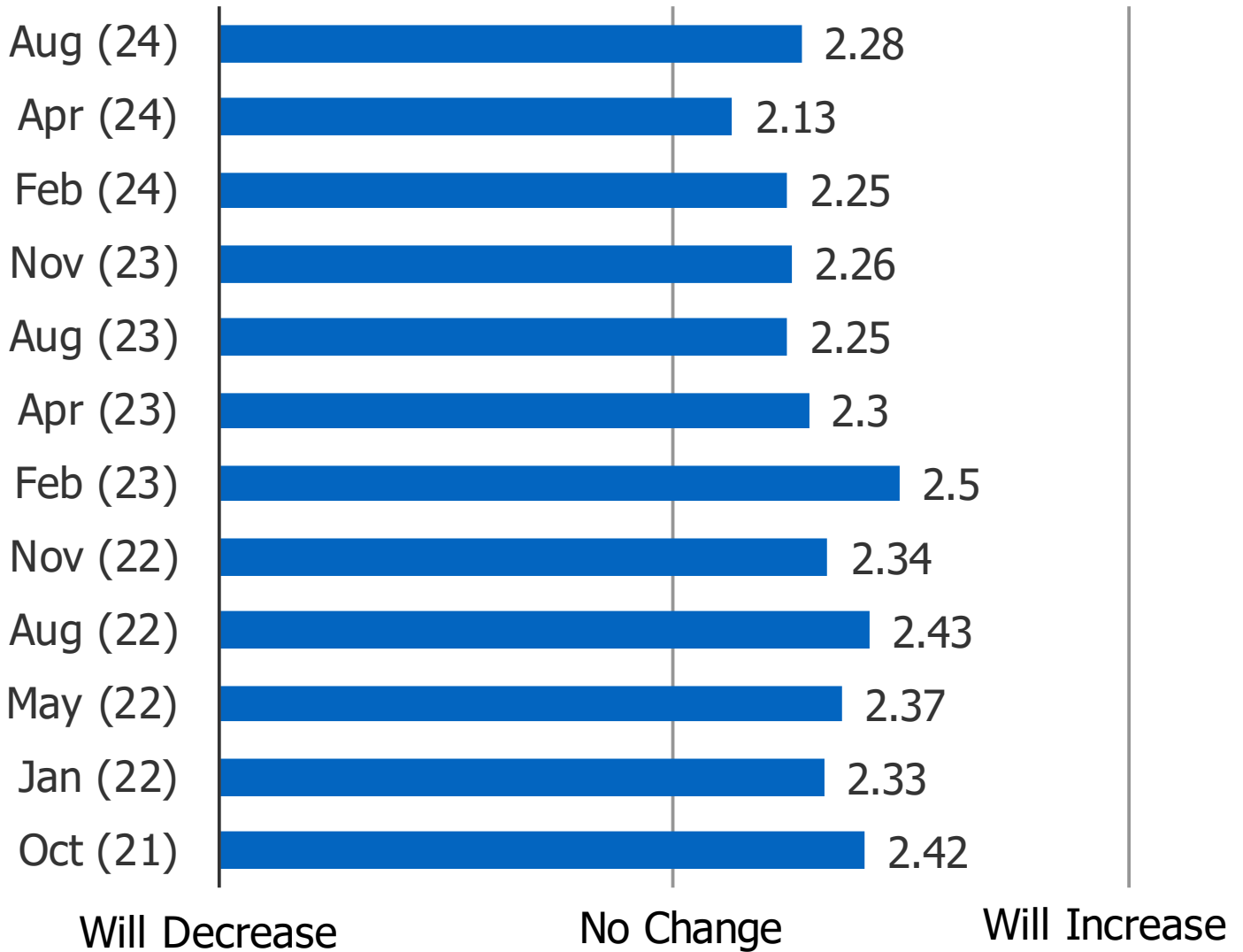
DO YOU PURCHASE JIBBITZ FOR YOUR CROCS?

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



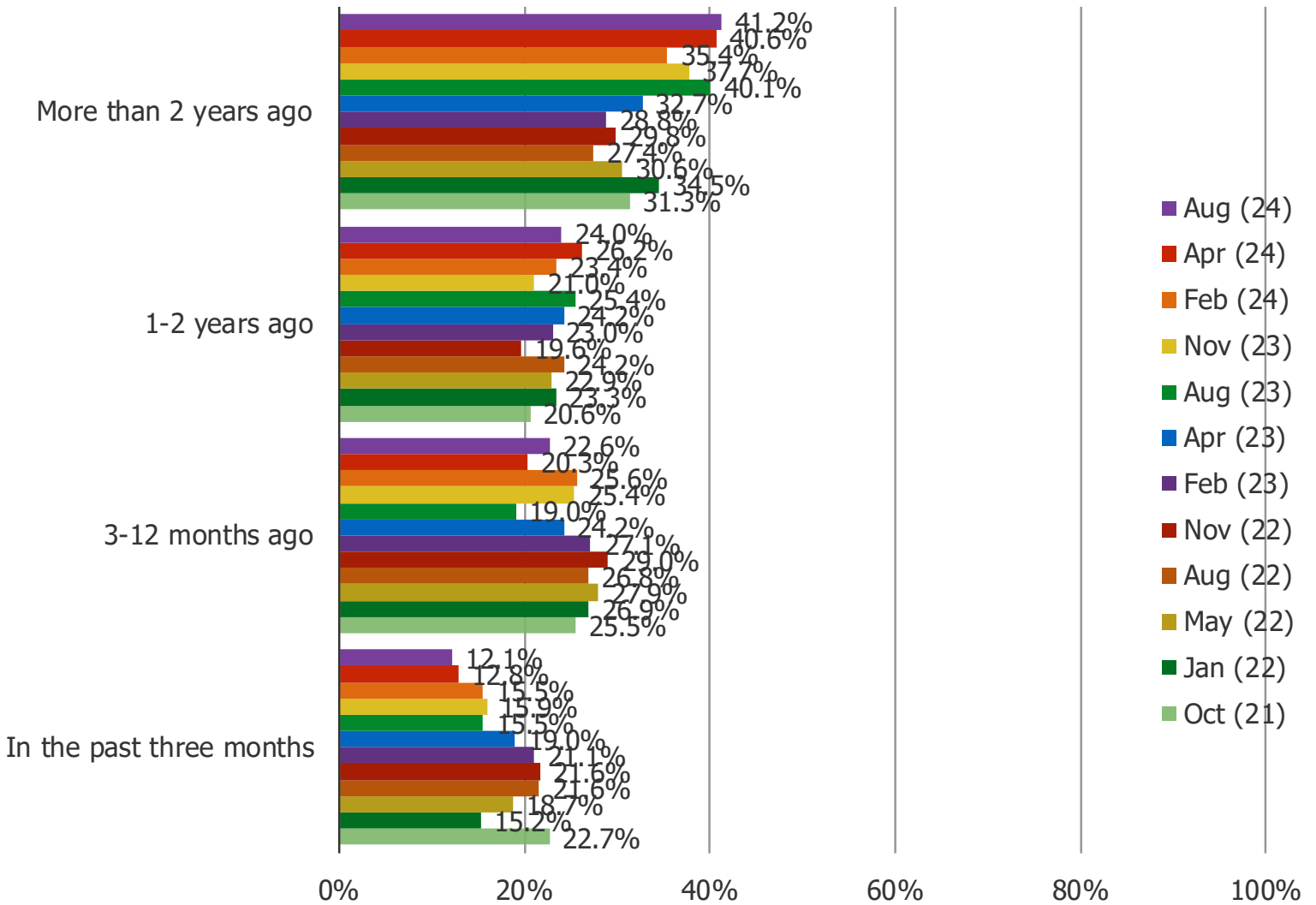
GOING FORWARD, WILL YOU CHANGE HOW OFTEN YOU BUY JIBBITZ?

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



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

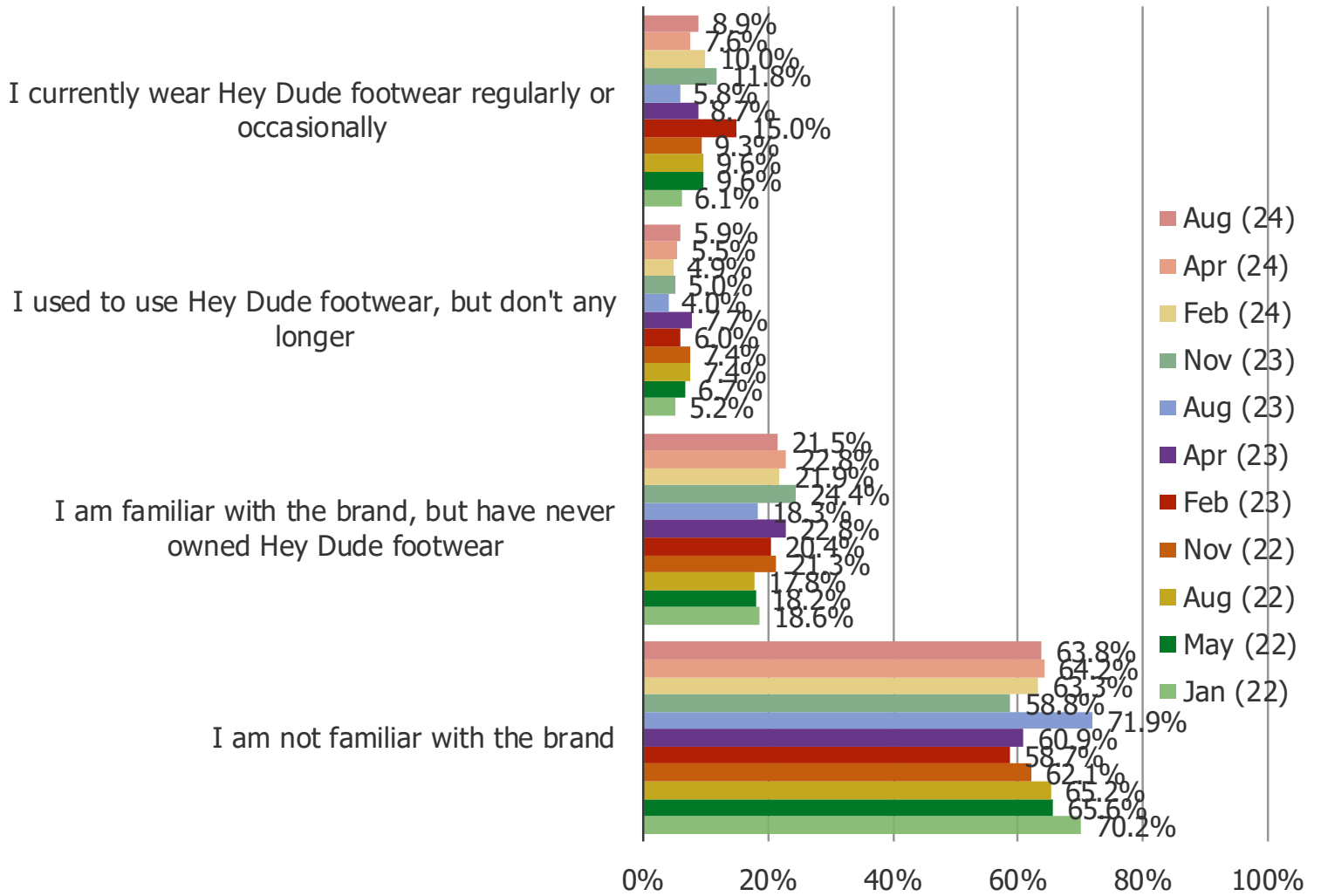
Posed to respondents who either currently wear Crocs OR used to wear Crocs in the past.



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.

