

BESPOKE SURVEYS

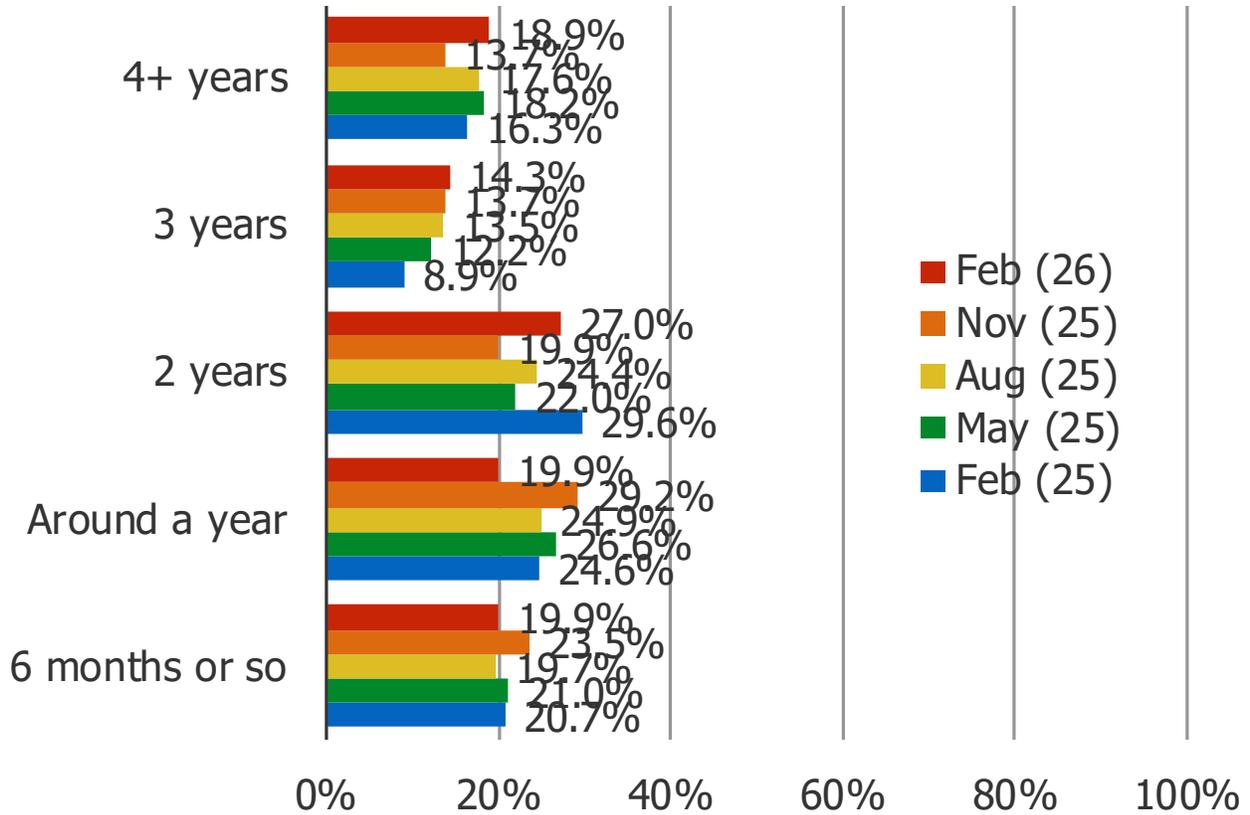
CROX Deep Dive, Vol 19

1,000+ Respondents Per Quarter

# NEWER QUESTIONS

AROUND HOW OFTEN WOULD A PAIR OF CROCS LAST YEAR BEFORE YOU'D HAVE TO GET A NEW PAIR?

Posed to all respondents who wear Crocs regularly or occasionally. (N=196)



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 .

|                     | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2026Q1 | R-Squared | P-Value | Trend |
|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|---------|-------|
| Comfortable / Comfy | 21.98% | 22.75% | 23.29% | 23.34% | 18.78% | 23.09% | 21.40% | 22.67% | 22.58% | 0.004     | 0.879   | Down  |
| Ugly / Unattractive | 18.60% | 16.08% | 17.37% | 13.13% | 15.41% | 14.05% | 14.40% | 12.95% | 11.83% | 0.74      | 0.003   | DOWN  |
| General Positive    | 8.71%  | 7.32%  | 8.68%  | 7.56%  | 10.27% | 10.43% | 8.88%  | 8.81%  | 7.93%  | 0.038     | 0.614   | Up    |
| Unique / Quirky     | 5.98%  | 7.58%  | 6.97%  | 7.43%  | 6.35%  | 6.82%  | 7.13%  | 8.42%  | 7.26%  | 0.224     | 0.198   | Up    |
| Trendy / Popular    | 5.59%  | 4.05%  | 5.26%  | 6.37%  | 7.97%  | 5.56%  | 6.59%  | 8.29%  | 9.41%  | 0.644     | 0.009   | UP    |
| Convenient / Easy   | 6.37%  | 6.93%  | 5.00%  | 5.84%  | 3.92%  | 3.20%  | 5.25%  | 4.53%  | 4.30%  | 0.451     | 0.048   | DOWN  |
| Fun / Cute          | 2.47%  | 2.75%  | 3.68%  | 2.79%  | 3.51%  | 3.48%  | 2.69%  | 2.85%  | 4.30%  | 0.231     | 0.19    | Up    |
| Durable / Versatile | 2.47%  | 4.05%  | 3.16%  | 2.39%  | 2.84%  | 2.92%  | 1.75%  | 2.85%  | 3.09%  | 0.061     | 0.521   | Down  |
| Just a Shoe / Brand | 2.34%  | 1.83%  | 3.16%  | 2.65%  | 2.03%  | 2.64%  | 3.63%  | 2.07%  | 1.61%  | 0.008     | 0.82    | Down  |
| Uncomfortable       | 1.69%  | 2.22%  | 1.97%  | 2.12%  | 2.16%  | 2.78%  | 1.08%  | 1.55%  | 2.55%  | 0.001     | 0.944   | Up    |
| Affordable / Value  | 2.60%  | 2.61%  | 1.18%  | 1.33%  | 0.95%  | 1.25%  | 1.88%  | 0.91%  | 1.61%  | 0.296     | 0.13    | Down  |
| Plastic / Holes     | 0.78%  | 1.70%  | 1.18%  | 1.46%  | 1.08%  | 0.97%  | 0.94%  | 1.17%  | 1.34%  | 0.003     | 0.896   | Down  |

2. Statistically Significant Trends ( $P < 0.05$ )

By looking at the quarterly data from Q1 2024 through Q1 2026, the OLS regression model identified three distinct shifts in consumer sentiment that are statistically significant.

1. "Ugly" is dropping rapidly (P-Value: 0.003)

The stigma surrounding the look of Crocs is mathematically fading.

- **The Data:** In early 2024, nearly 19% of respondents described Crocs as "Ugly" or "Hideous." By early 2026, that number dropped linearly to **11.8%**.
- **Takeaway:** The brand's aesthetic is becoming much more normalized and accepted by the general public.

2. "Trendy/Popular" is surging (P-Value: 0.009)

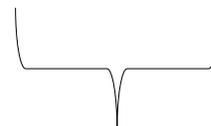
As the "ugly" label drops, the "trendy" label is rising to replace it.

- **The Data:** Mentions of "Cool," "Trendy," or "Popular" nearly doubled over the tracking period, rising from roughly 4-5% in 2024 to **9.4%** in Q1 2026.

3. "Convenient/Easy" is fading (P-Value: 0.048)

Consumers are talking less about the basic utility of the shoe.

- **The Data:** Words like "Easy," "Convenient," or "Simple" dropped from ~6.5% to ~4.3%.
- **Takeaway:** When combined with the rise in "Trendy," this suggests that Crocs are transitioning in the consumer's mind from a purely utilitarian/lazy shoe into a deliberate fashion/lifestyle choice.

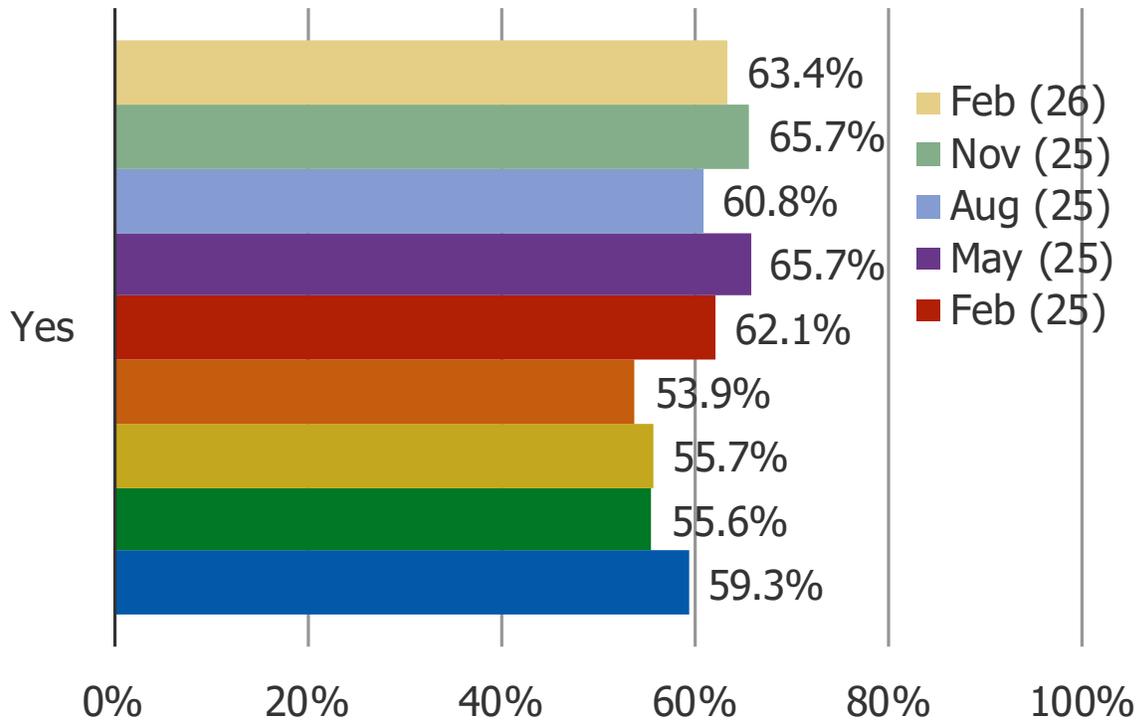


Statistically significant and correlated moves are noted in blue boxes, conditionally formatted above. IE – the decline of Ugly / Unattractive has a high R2 and low P Value, indicating a strong, consistent, and highly reliable trend.

\*Data on this page analyzed via LLM.

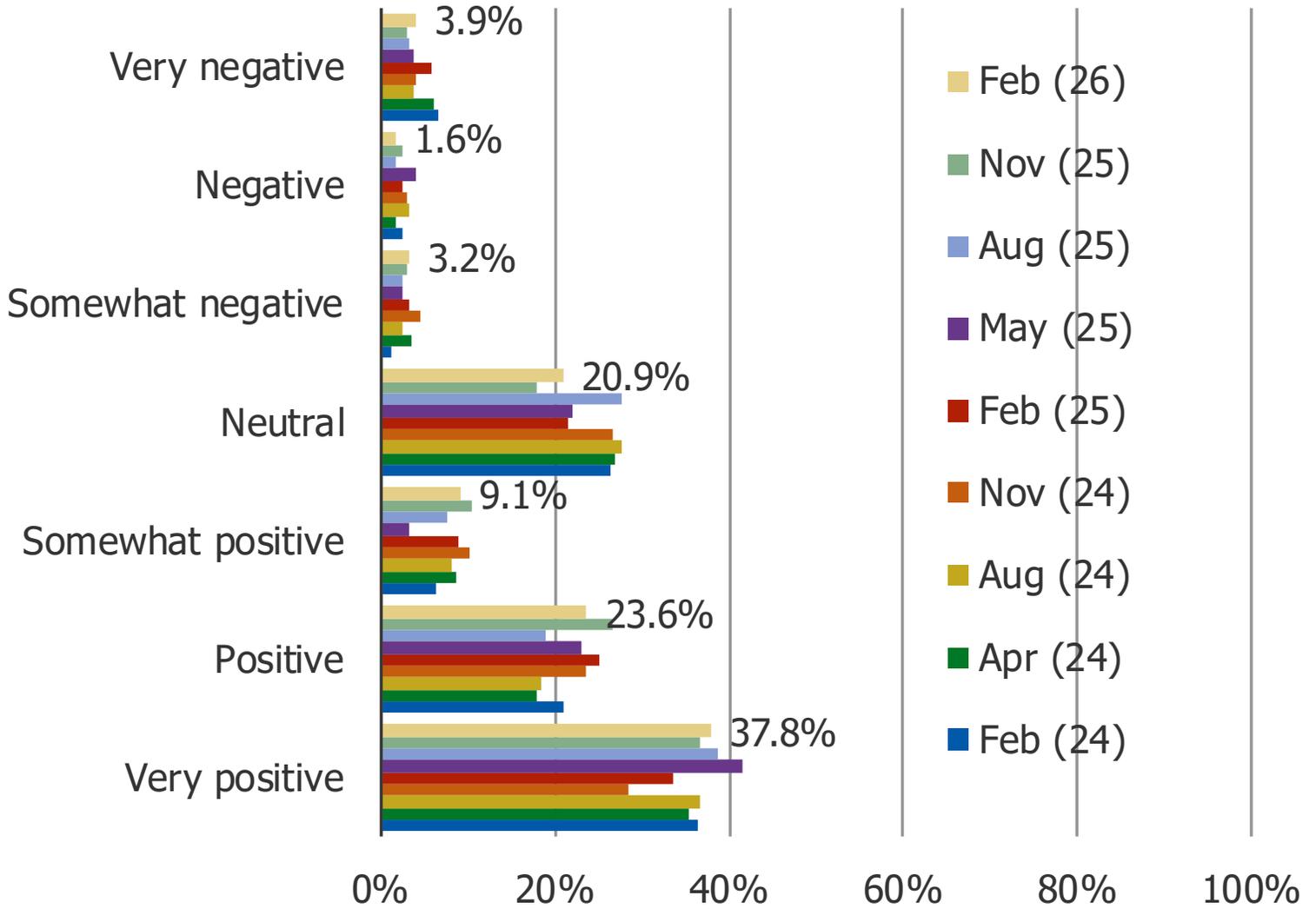
PARENTS | DO YOUR CHILDREN HAVE CROCS?

Posed to all respondents who have children under the age of 18 (N = 254).



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

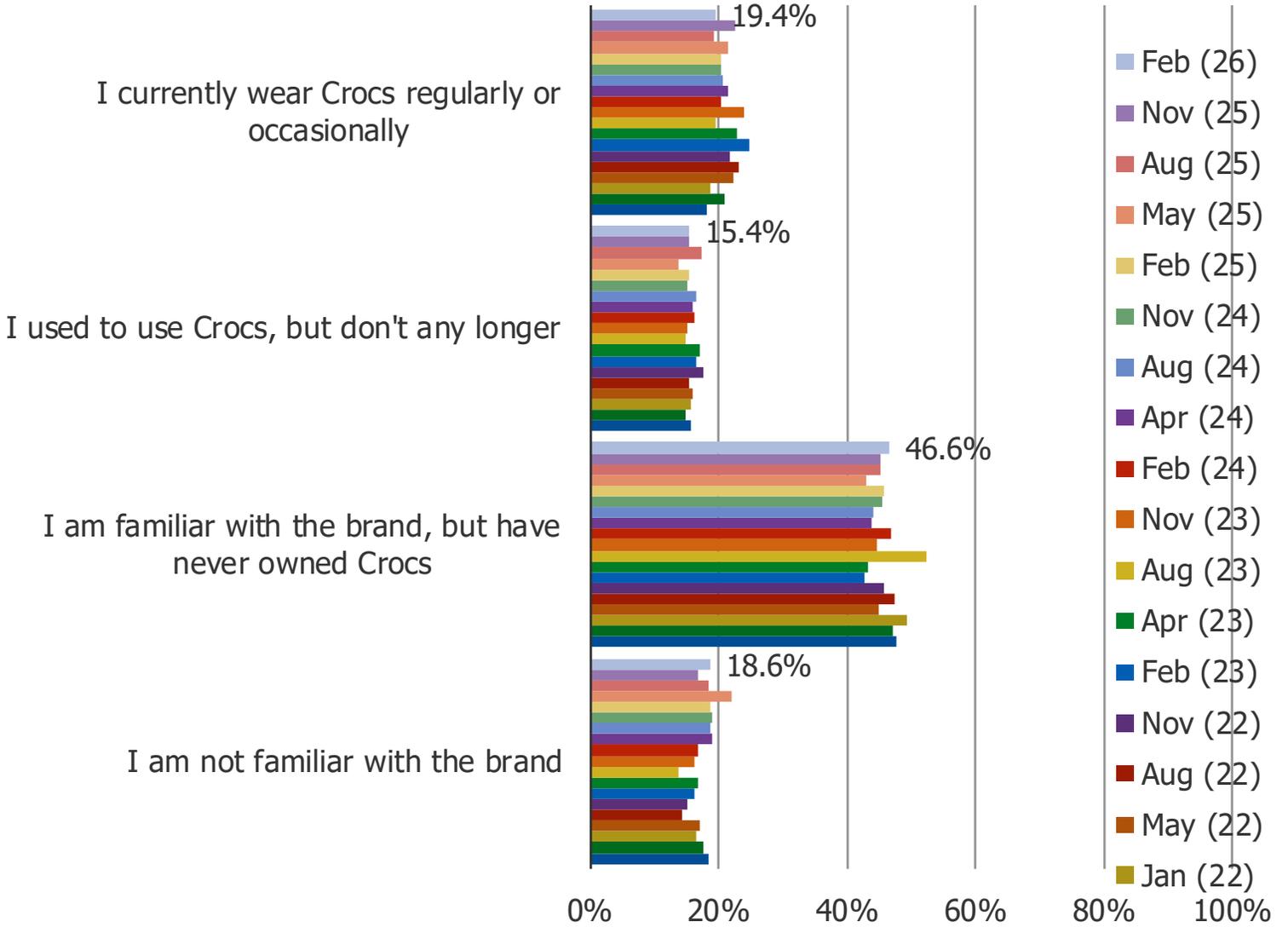
Posed to all respondents who have children under the age of 18.



# CROCS

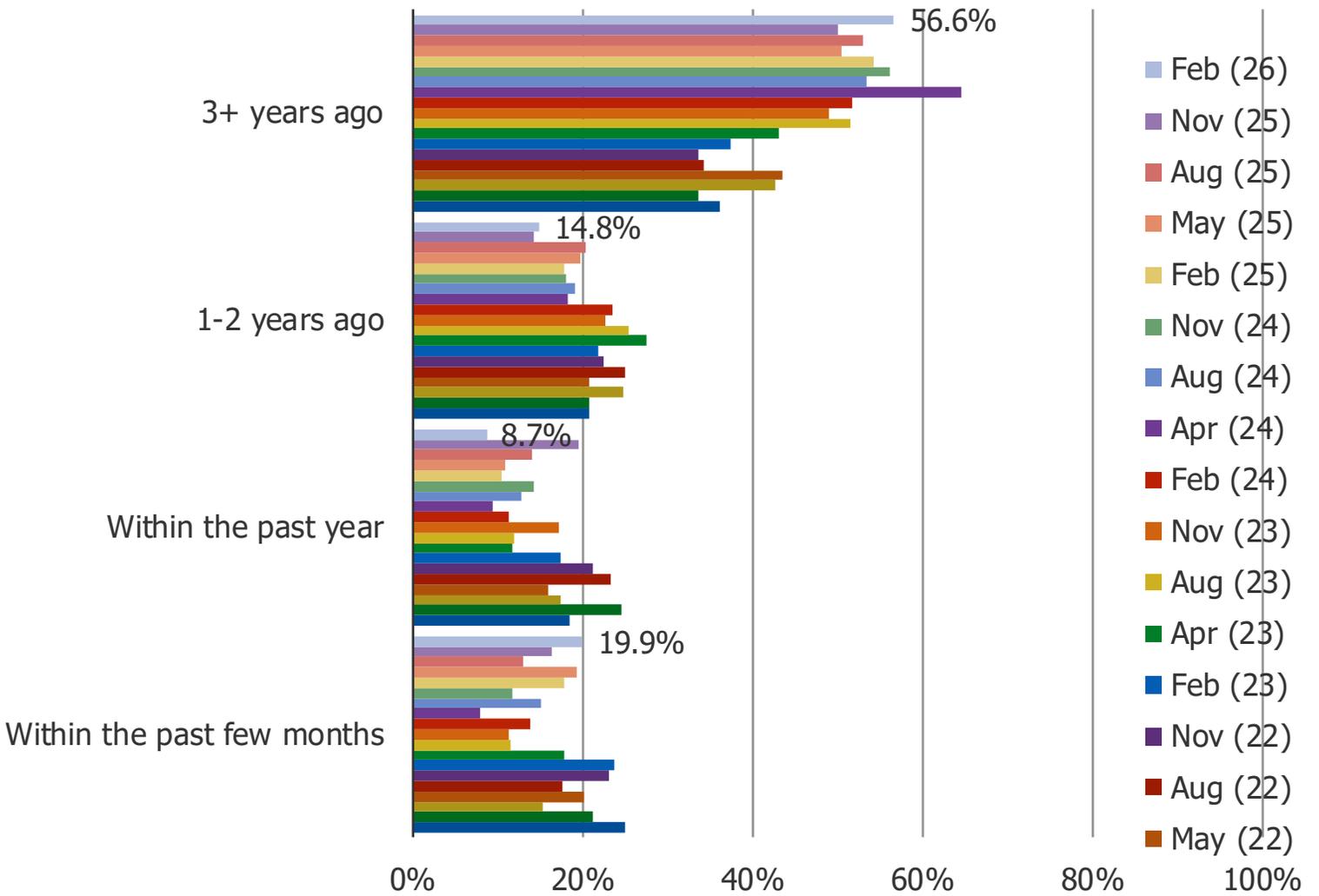
WHICH BEST DESCRIBES YOUR EXPERIENCE WITH THE CROCS FOOTWEAR BRAND?

Posed to all respondents.



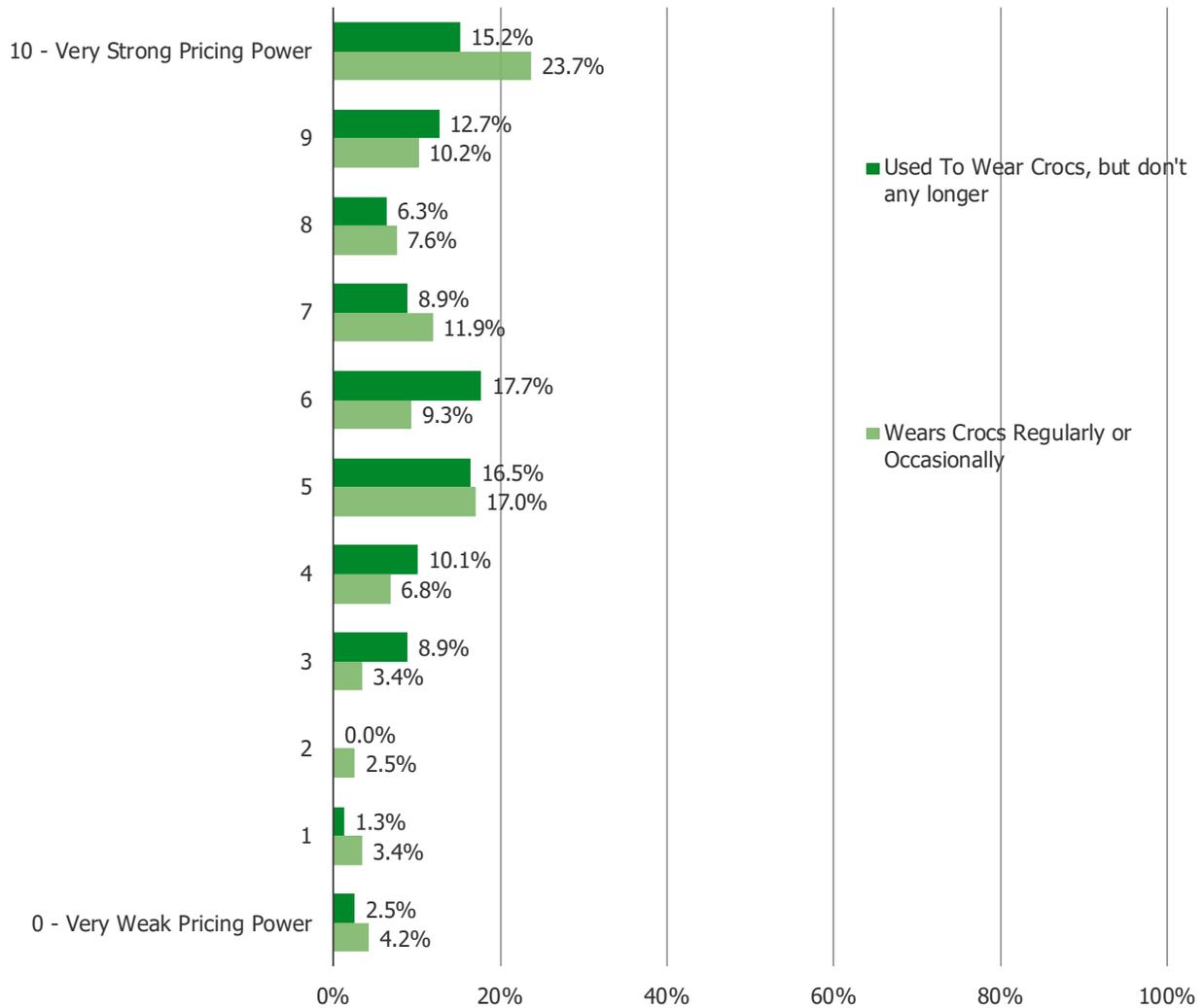
WHEN DID YOU START WEARING CROCS FOR THE FIRST TIME?

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



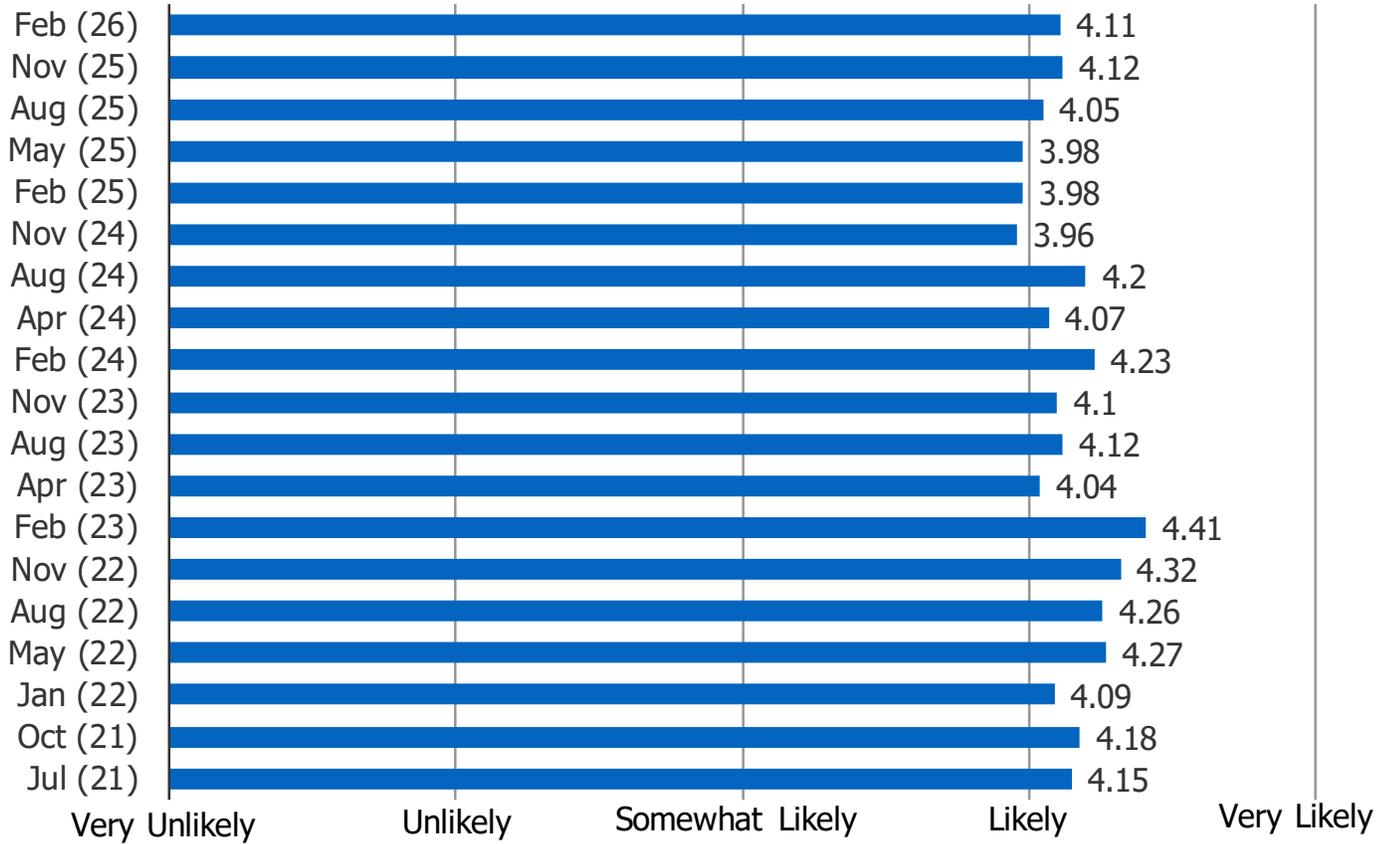
IN YOUR OPINION, HOW MUCH PRICING POWER DOES THE CROCS BRAND POSSESS?

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



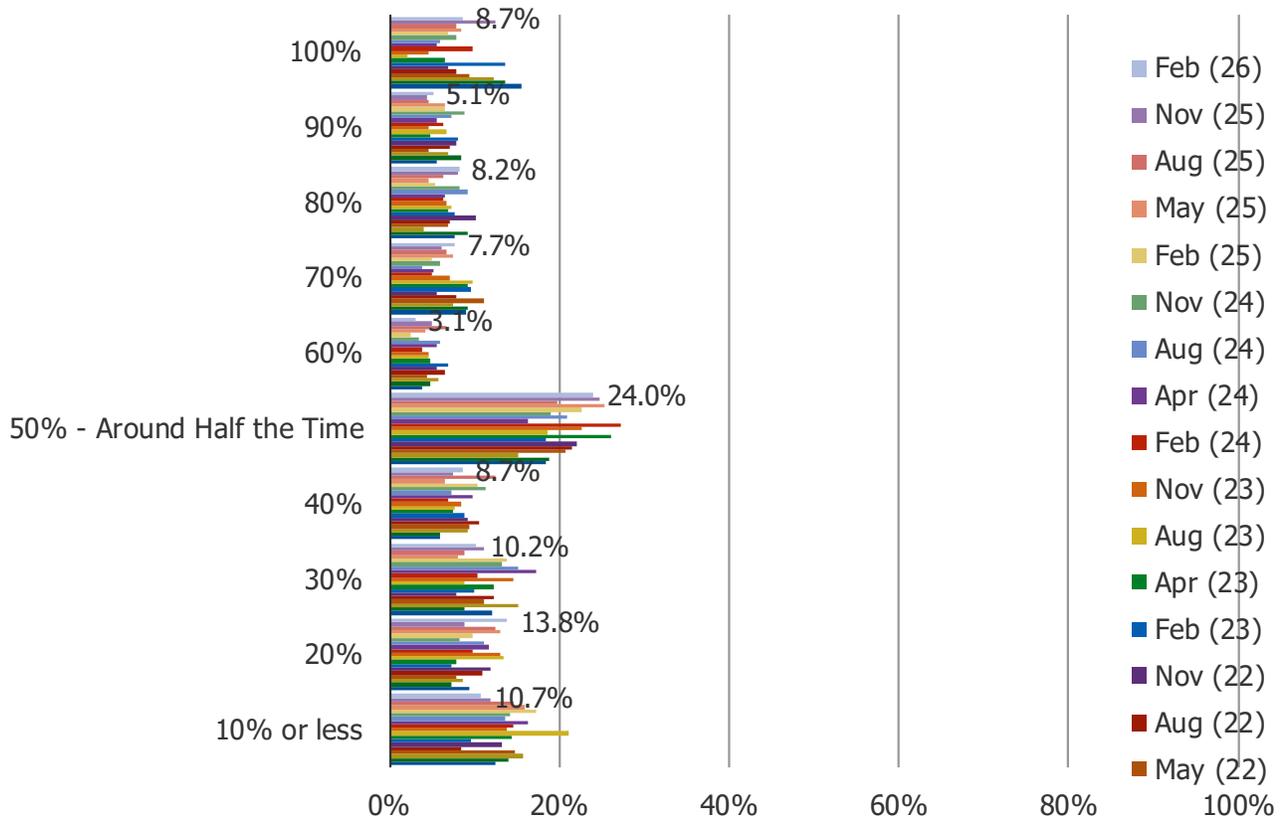
HOW LIKELY ARE YOU TO BUY A PAIR OF CROCS AGAIN SOMETIME IN THE FUTURE?

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

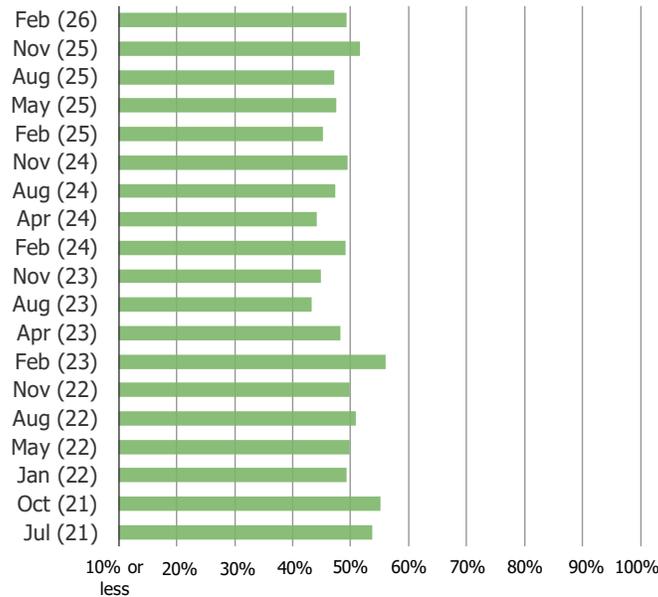


WHAT PERCENTAGE OF THE TIME YOU WEAR FOOTWEAR ARE YOU WEARING CROCS?

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

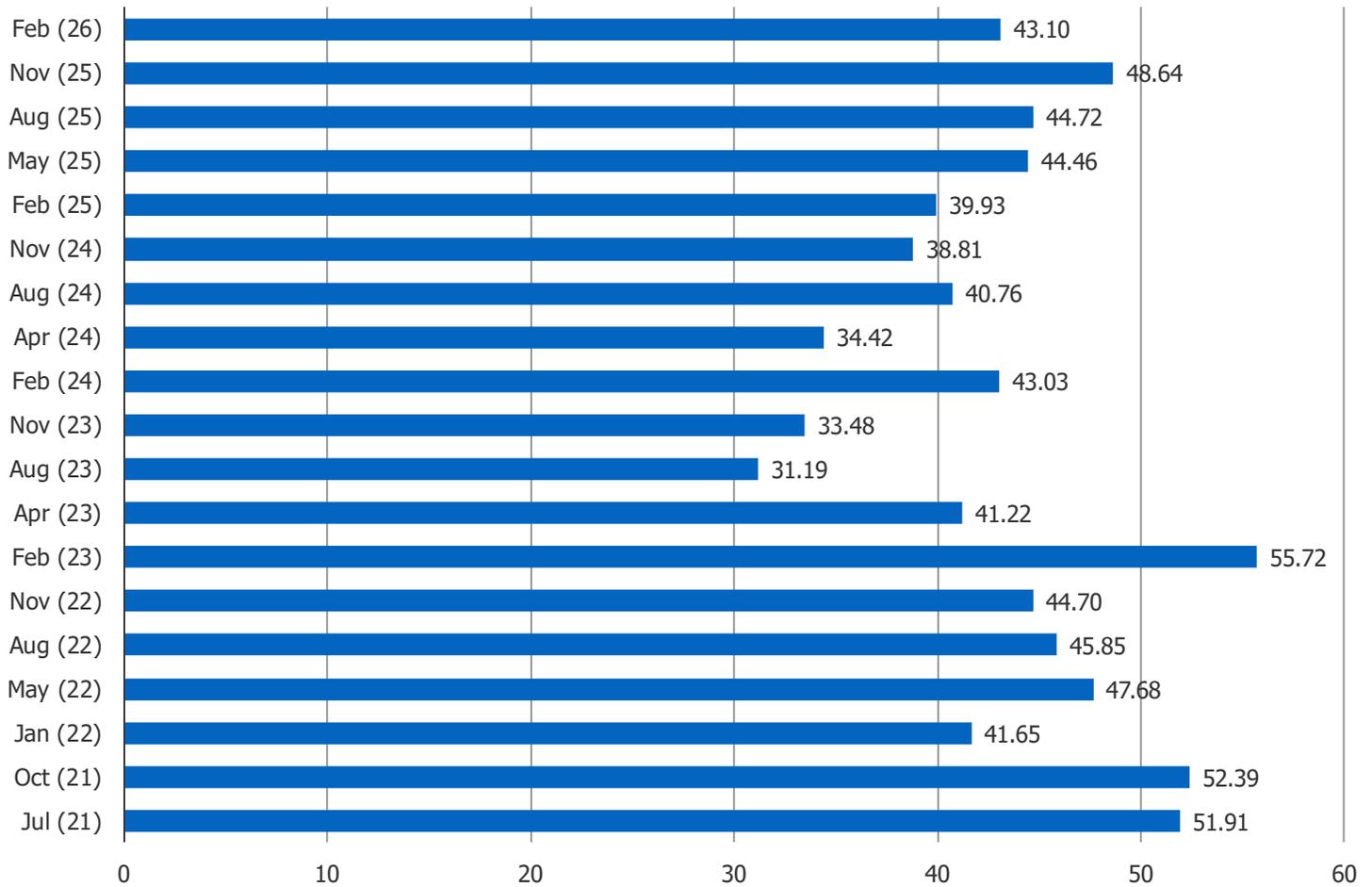


Weighted average of data above...



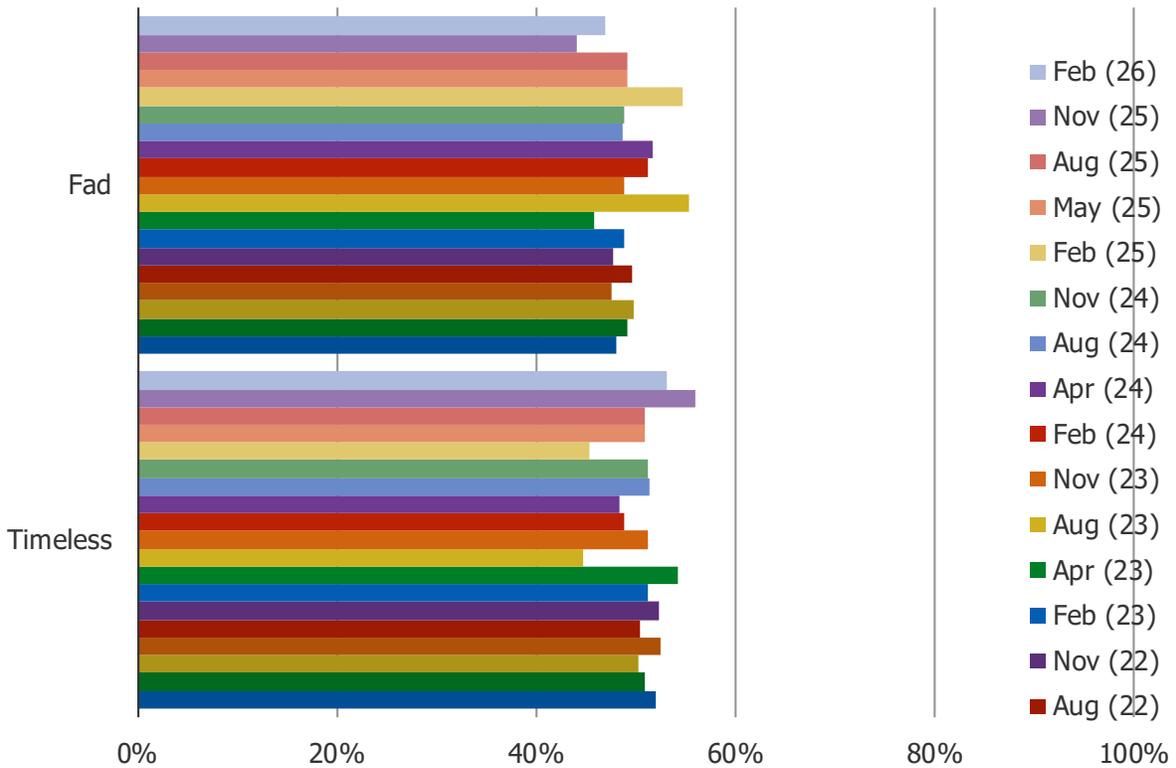
WHAT PERCENTAGE OF YOUR FOOTWEAR CLOSET IS DEDICATED TO CROCS?

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

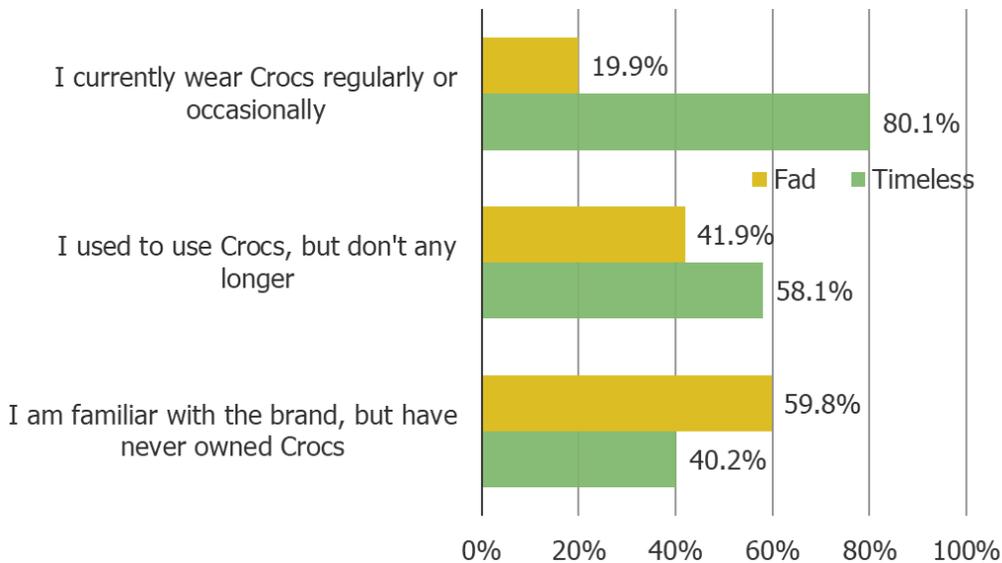


WHICH OF THE FOLLOWING BEST DESCRIBES CROCS, IN YOUR OPINION?

Posed to respondents who said they are aware of Crocs.

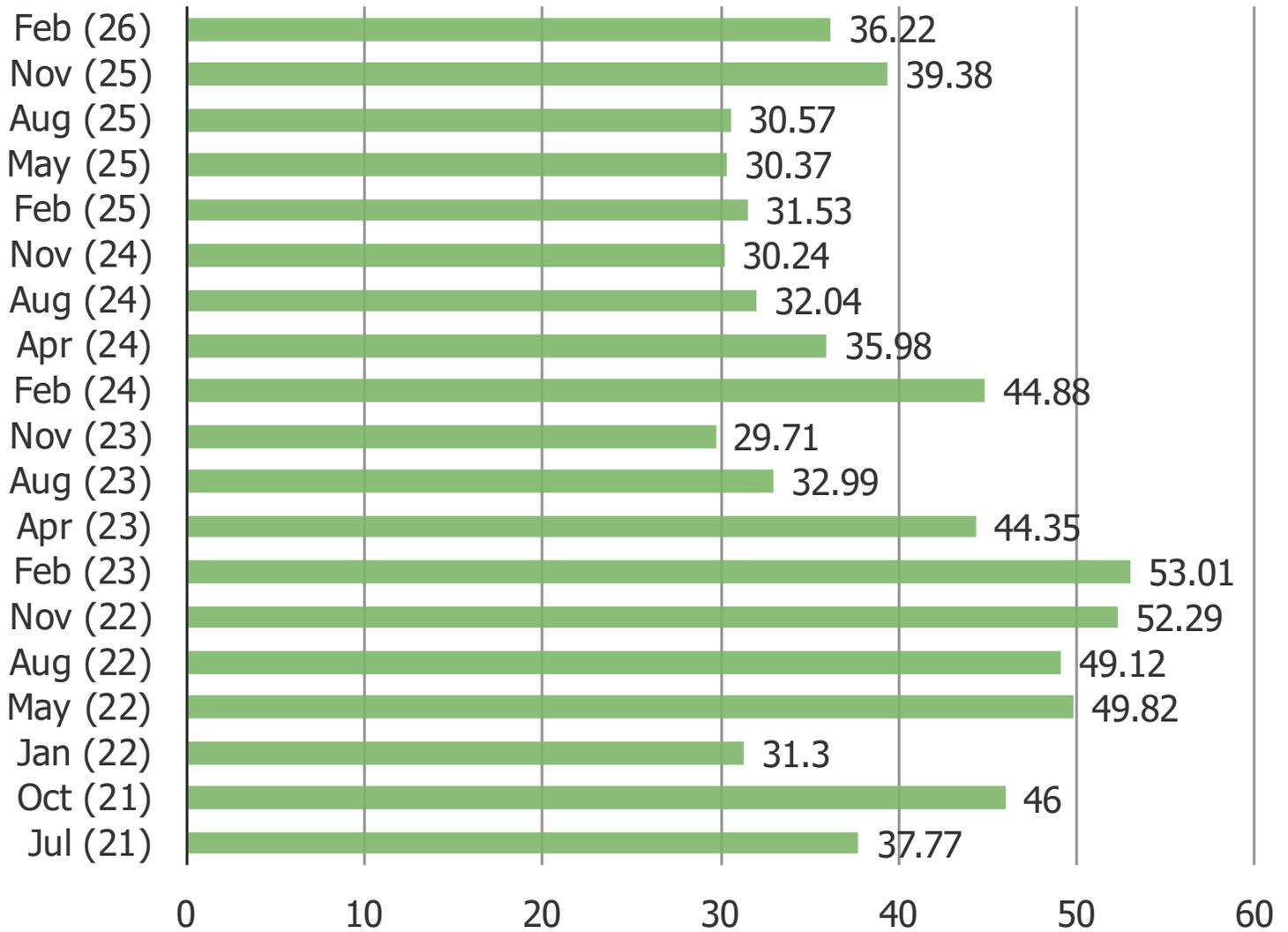


Cross-tabbing the data above...



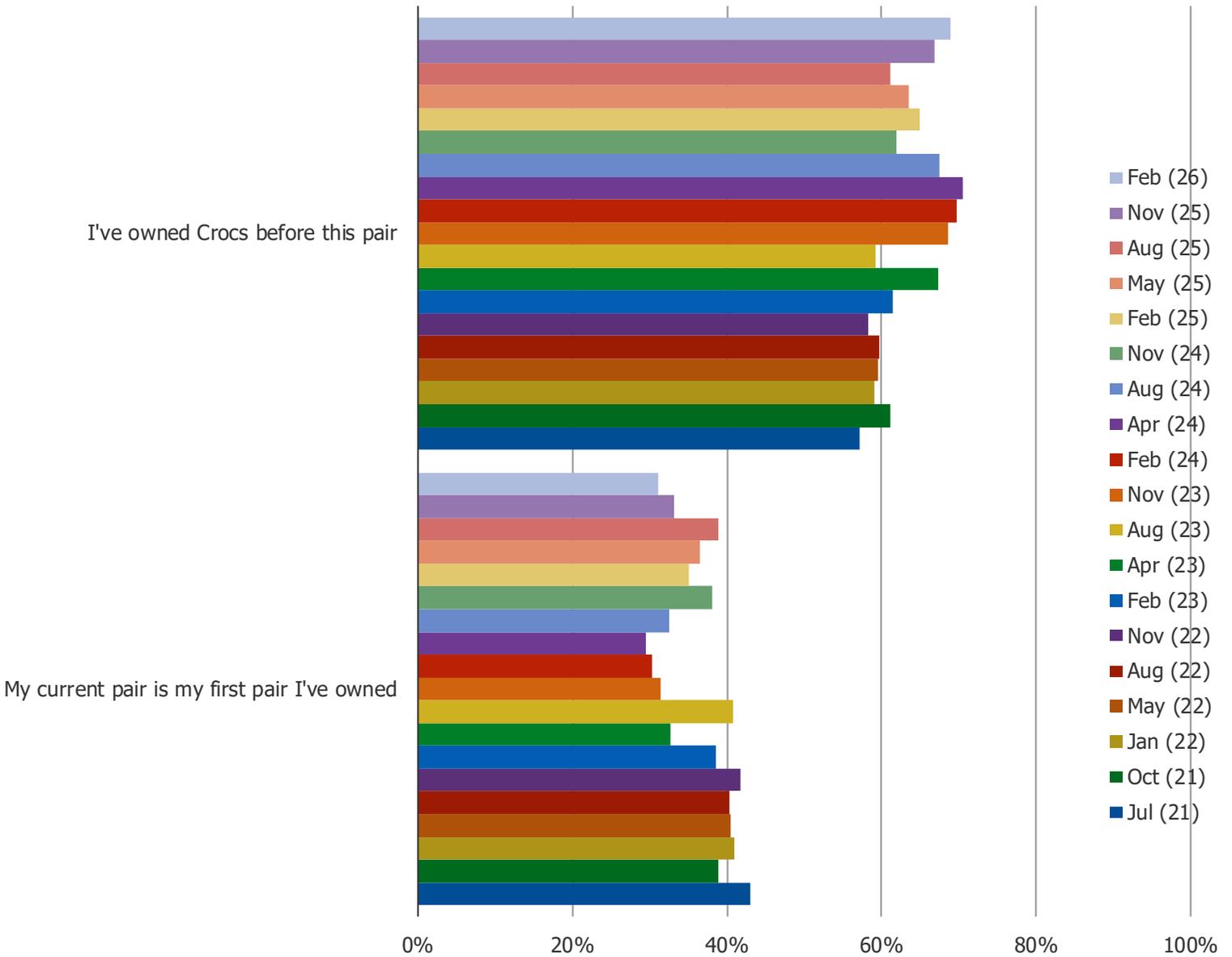
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND CROCS TO A FRIEND OR COLLEAGUE?

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



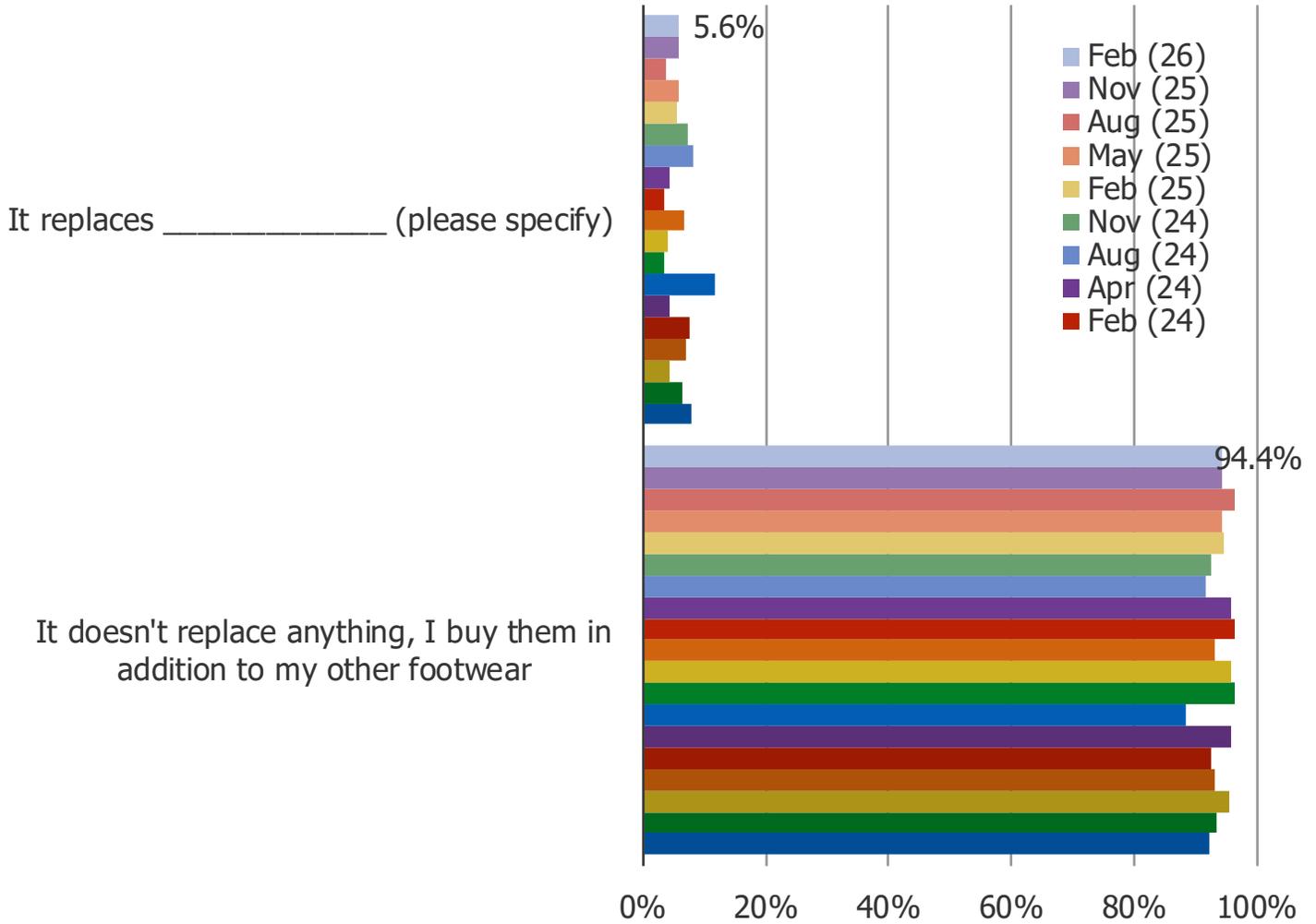
IS YOUR CURRENT PAIR OF CROCS THE FIRST PAIR YOU'VE OWNED, OR HAVE YOU OWNED CROCS BEFORE THE ONES YOU WEAR NOW?

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?

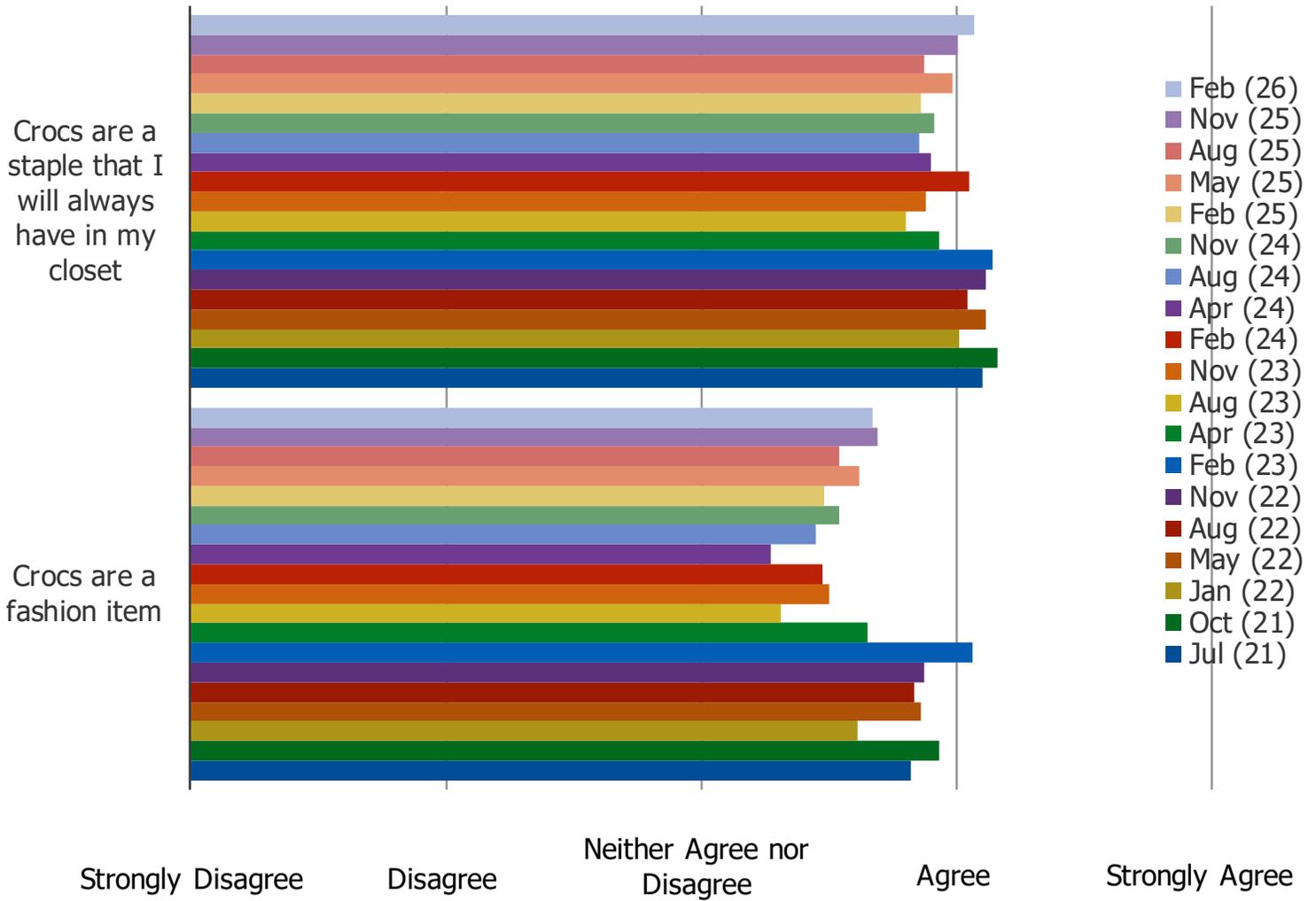
Posed to respondents who said they currently wear Crocs regularly or occasionally.



Crocs

HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS:

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.

