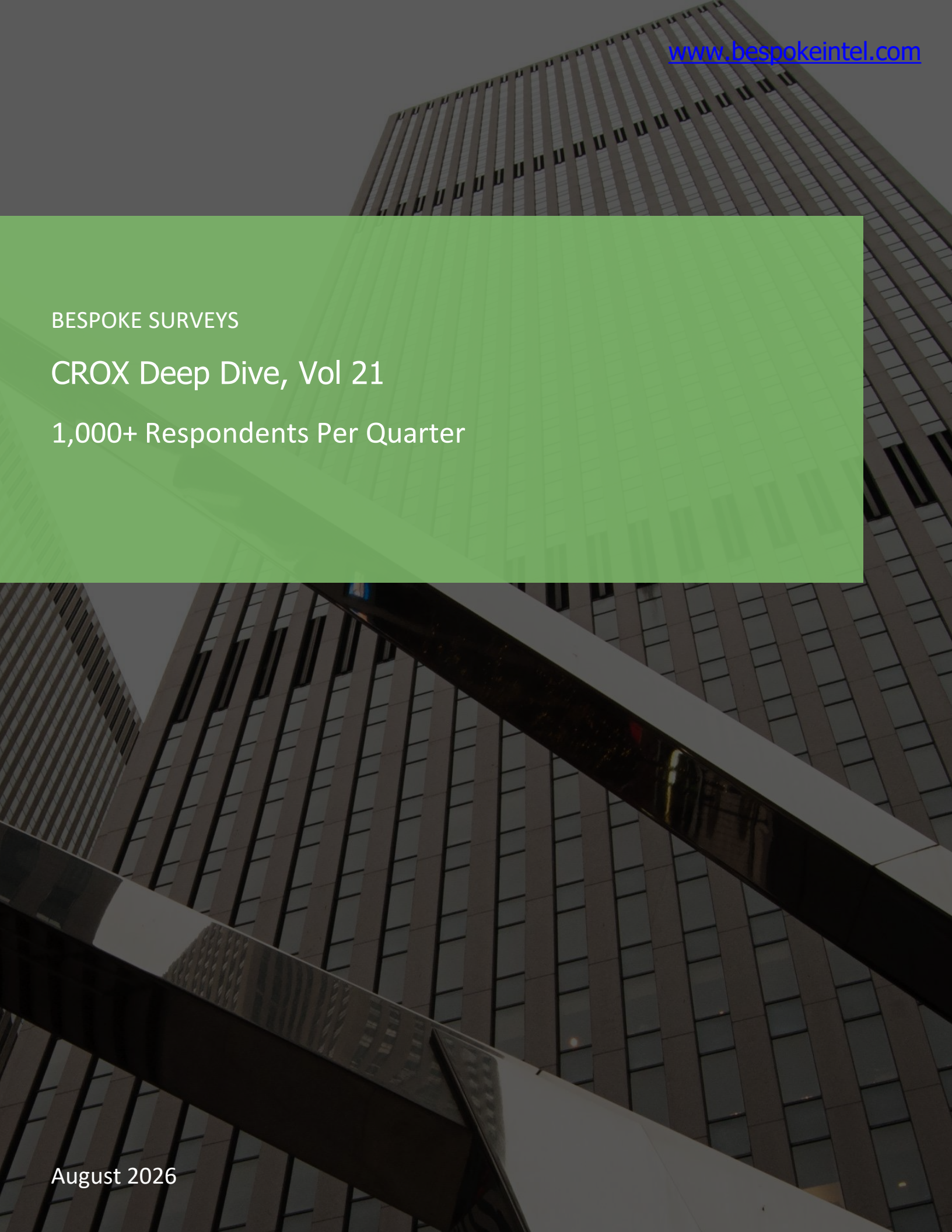


BESPOKE SURVEYS

CROX Deep Dive, Vol 21

1,000+ Respondents Per Quarter

August 2026

NEWER QUESTIONS

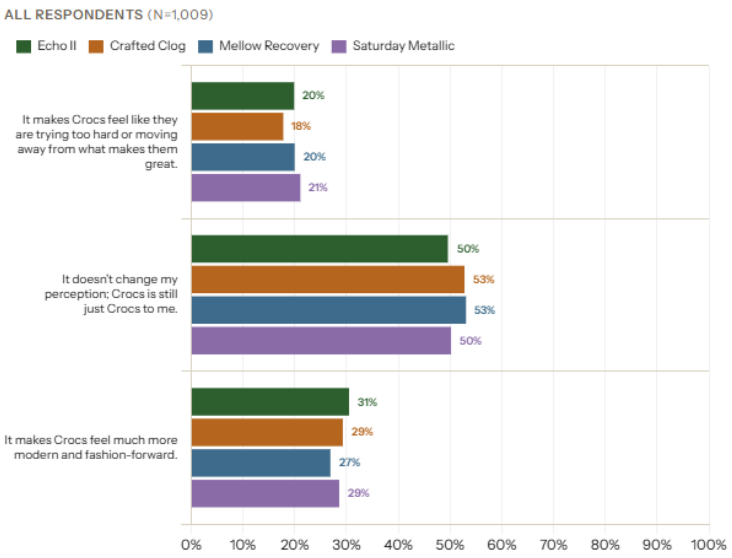
FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

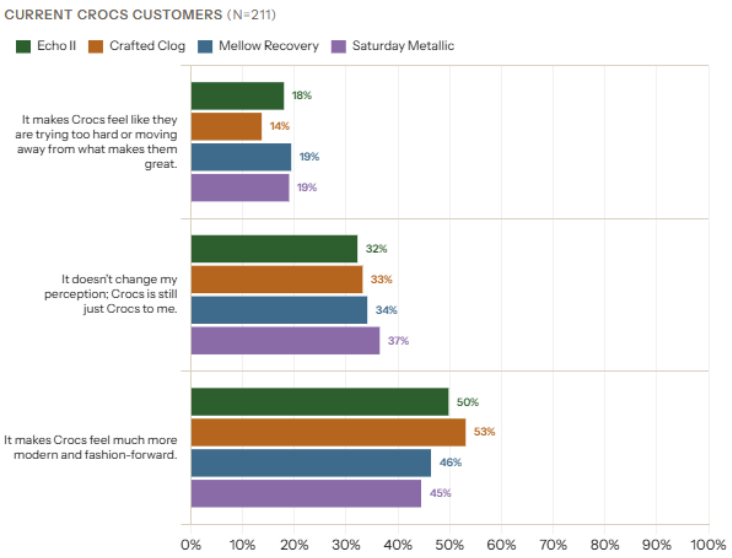
New Designs, composite charts…

Posed to all respondents, and filtering Crocs customers specifically.

IMPACT ON OVERALL BRAND PERCEPTION

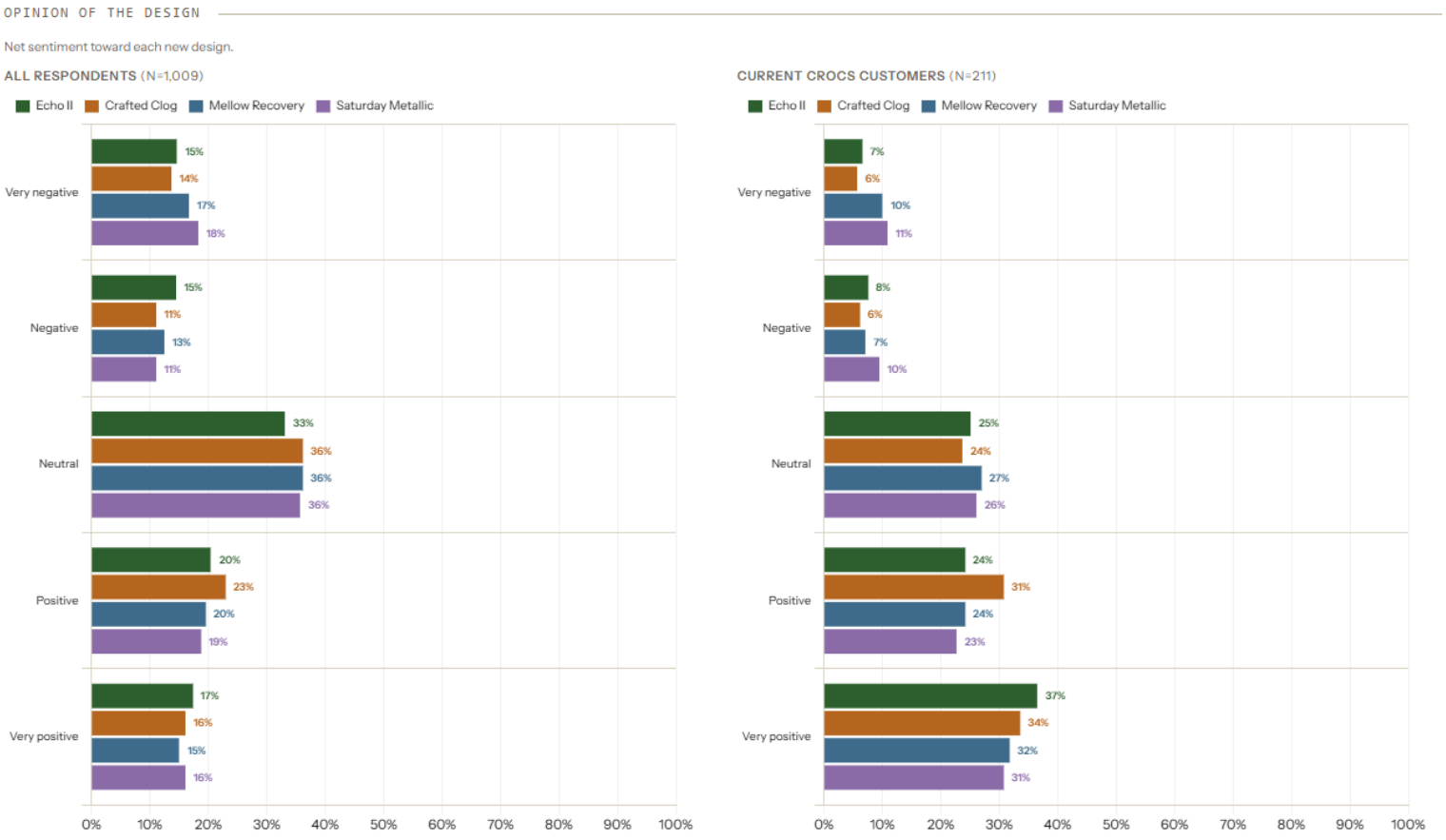
How each design shifts overall perception of the Crocs brand.





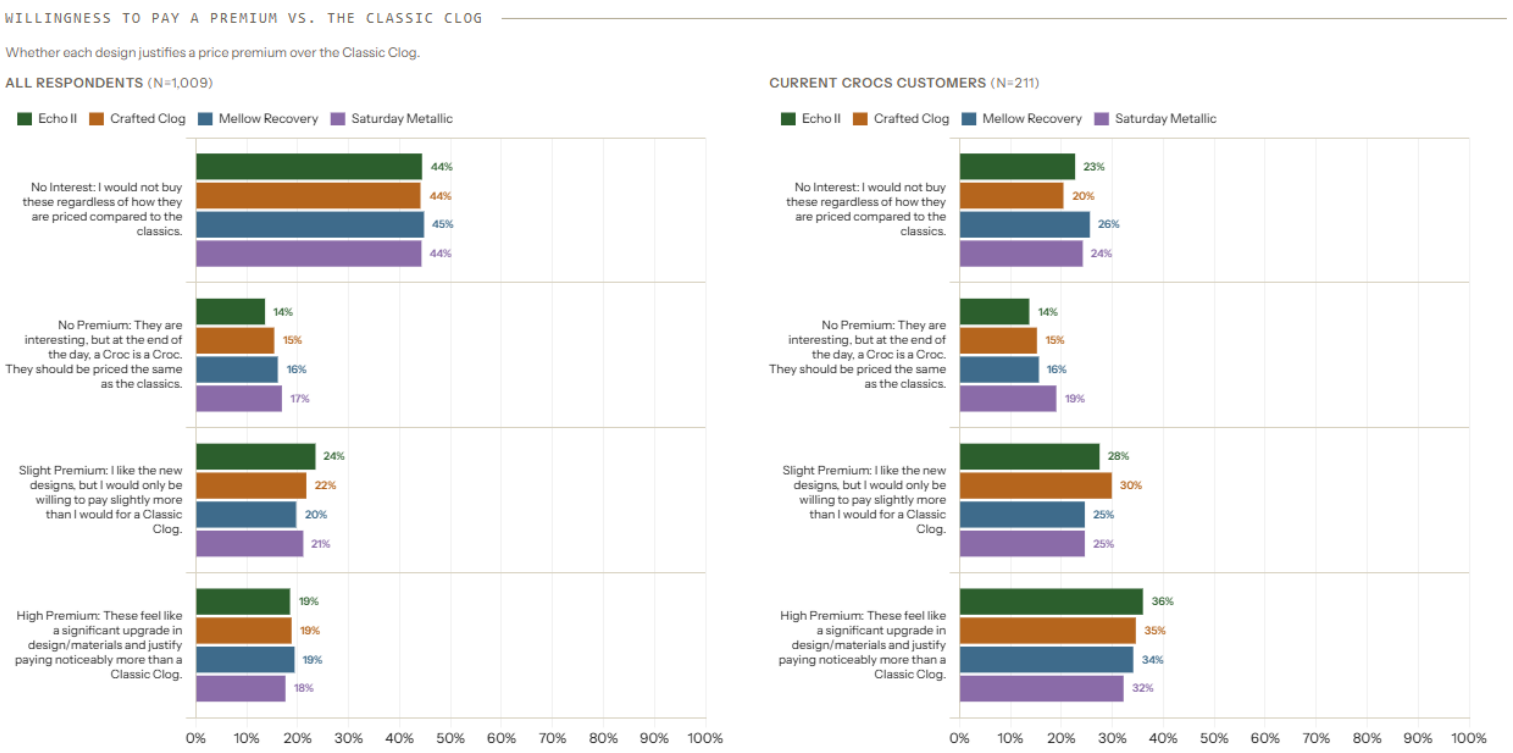
New Designs, composite charts…

Posed to all respondents, and filtering Crocs customers specifically.



New Designs, composite charts…

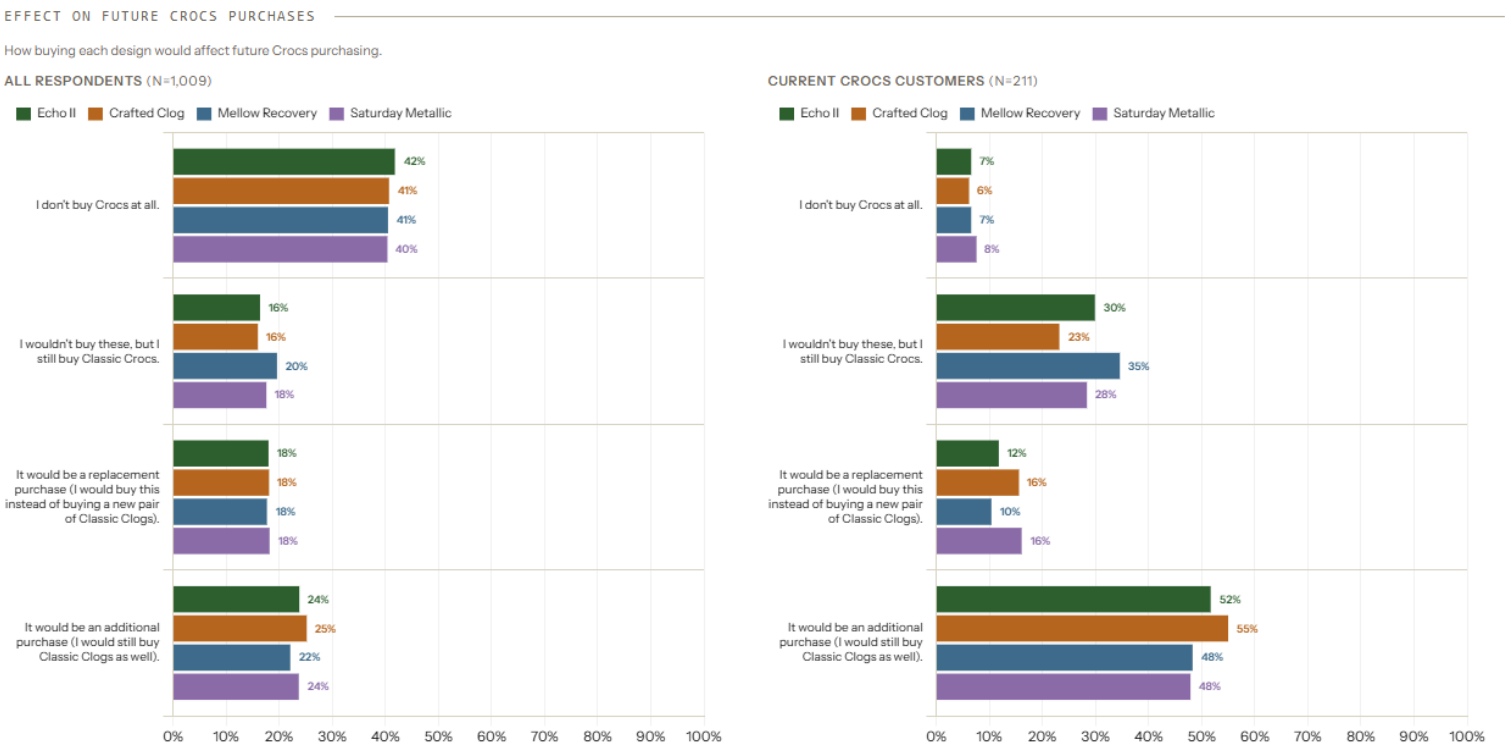
Posed to all respondents, and filtering Crocs customers specifically.



Crocs

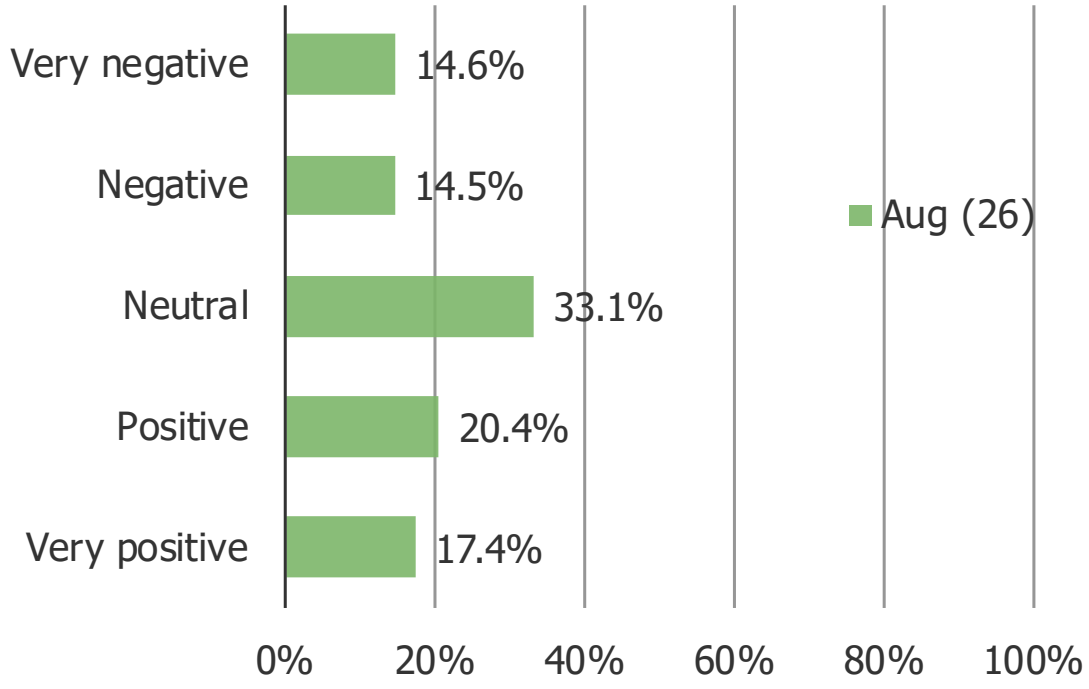
New Designs, composite charts…

Posed to all respondents, and filtering Crocs customers specifically.



THE CROCS ECHO II IS PICTURED ABOVE: WHAT IS YOUR OPINION OF THIS FOOTWEAR DESIGN FROM CROCS?

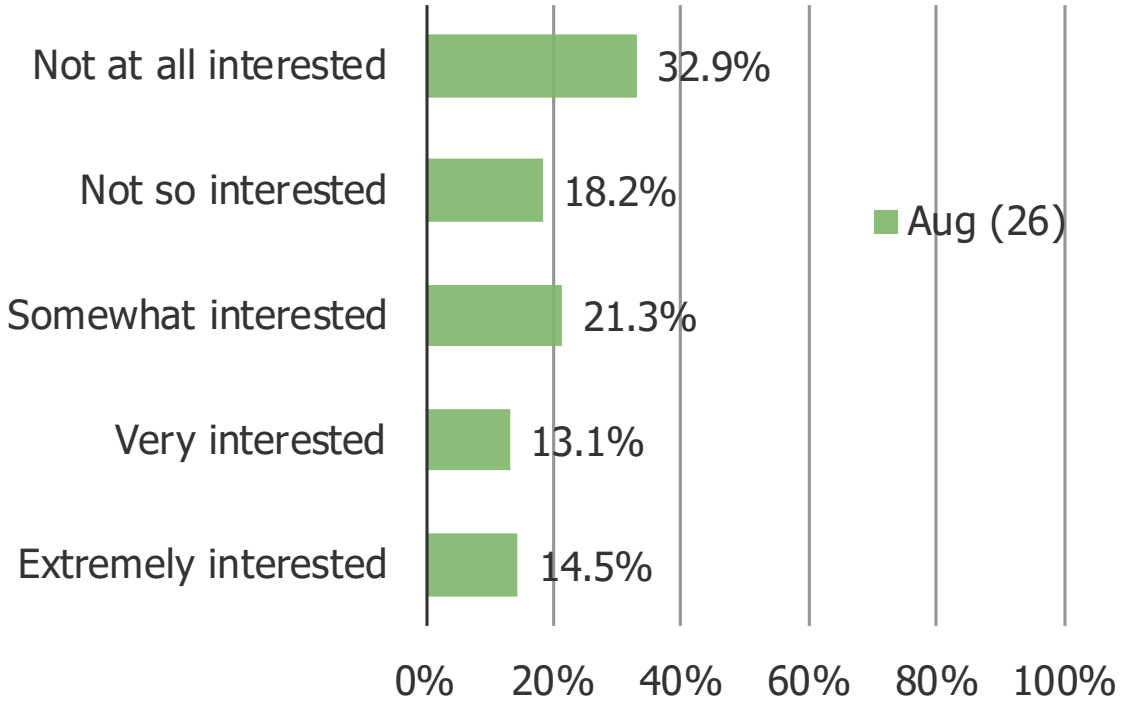
Posed to all respondents.



*Note: In the survey, respondents were shown images of the product from the Crocs website.

HOW MUCH INTEREST WOULD YOU HAVE IN OWNING A PAIR OF ECHO II CROCS?

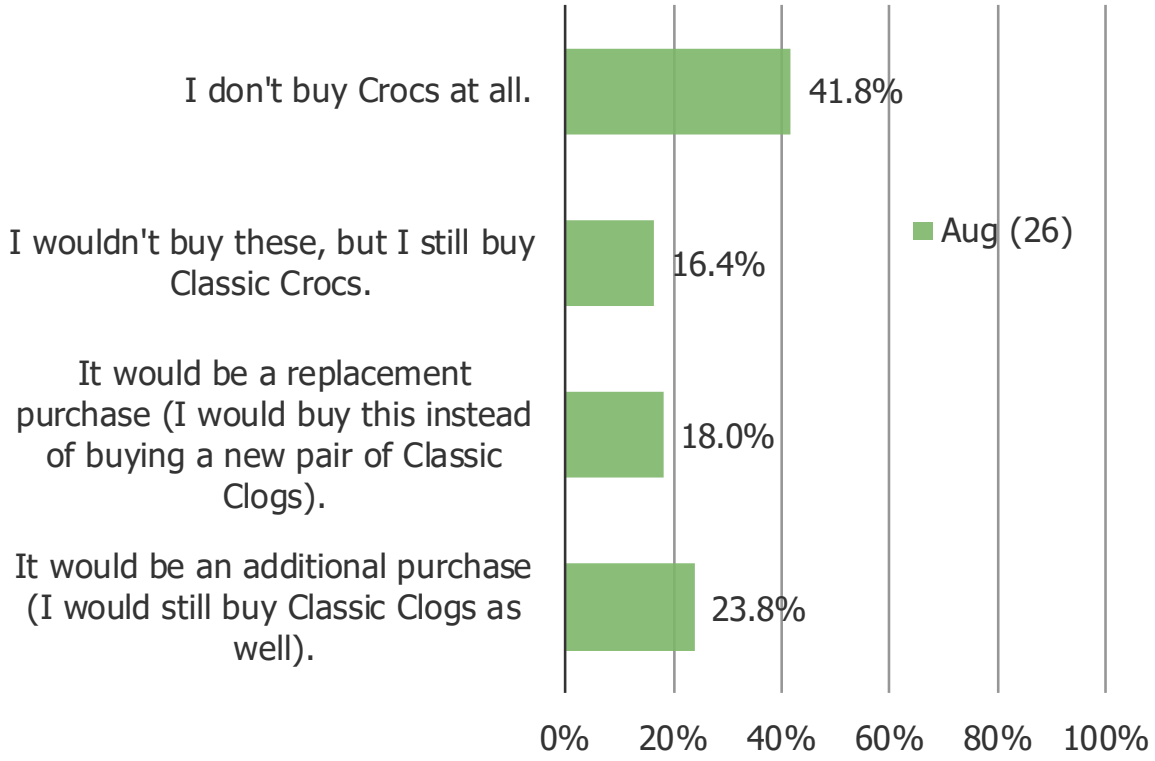
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IF YOU WERE TO BUY THE NEW CROCS ECHO II, HOW WOULD IT AFFECT YOUR FUTURE CROCS PURCHASES?

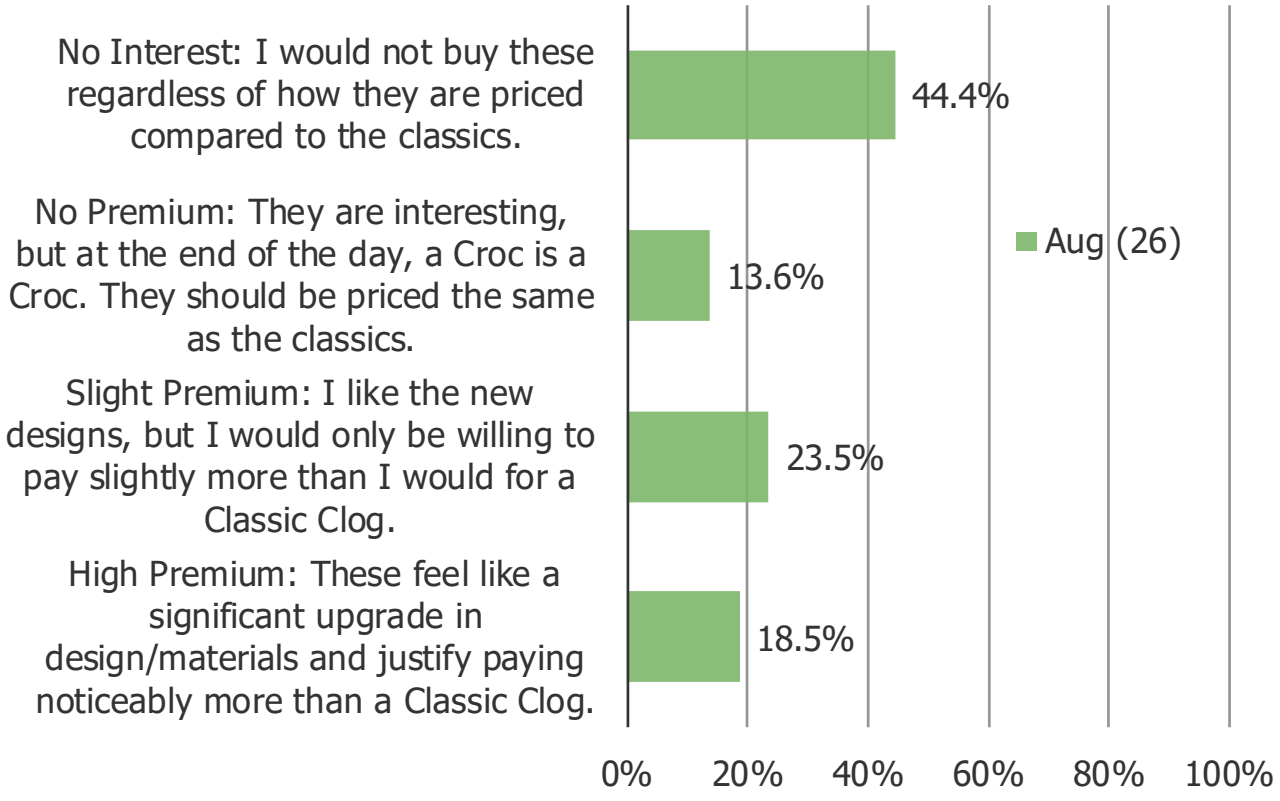
Posed to all respondents.



*Note: In the survey, respondents were shown images of the product from the Crocs website.

WHEN COMPARING THE CROCS ECHO II DESIGN TO THE STANDARD CLASSIC CLOG, WHICH STATEMENT BEST DESCRIBES HOW YOU VALUE THEM?

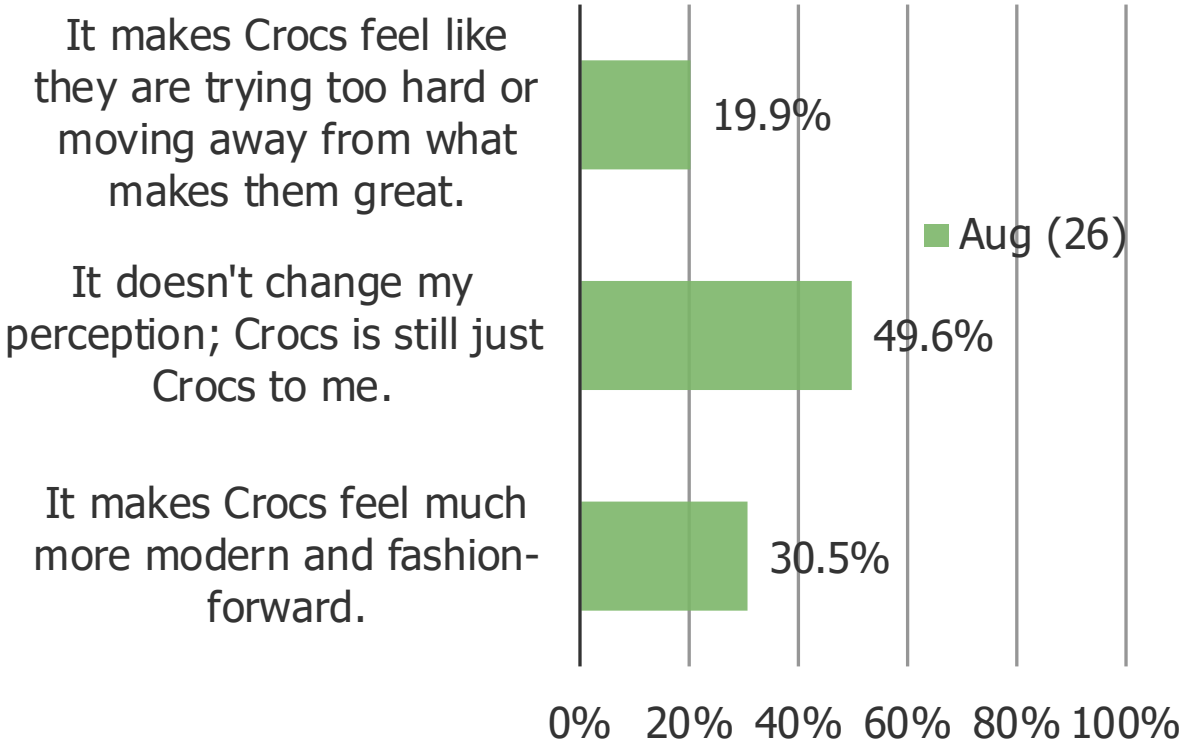
Posed to all respondents.



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AFTER SEEING THE CROCS ECHO II DESIGN, HOW DOES YOUR OVERALL PERCEPTION OF CROCS AS A BRAND CHANGE?

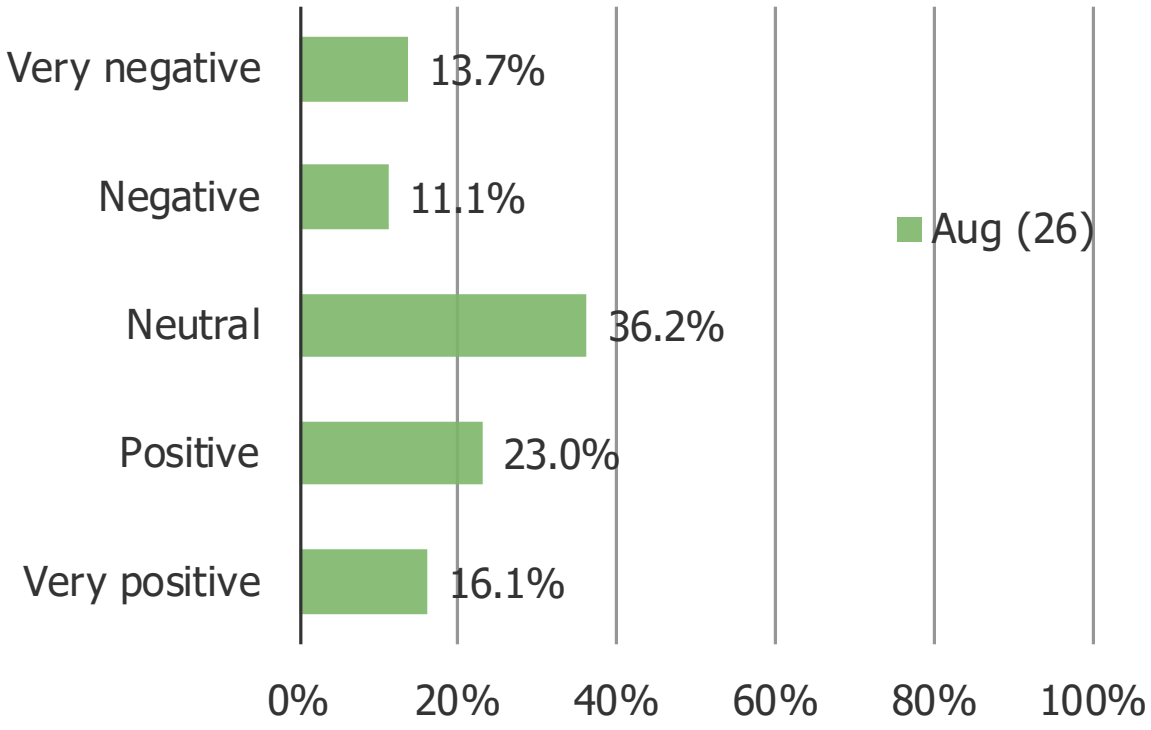
Posed to all respondents.



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THE CROCS CLASSIC CRAFTED CLOG IS PICTURED ABOVE: WHAT IS YOUR OPINION OF THIS FOOTWEAR DESIGN FROM CROCS?

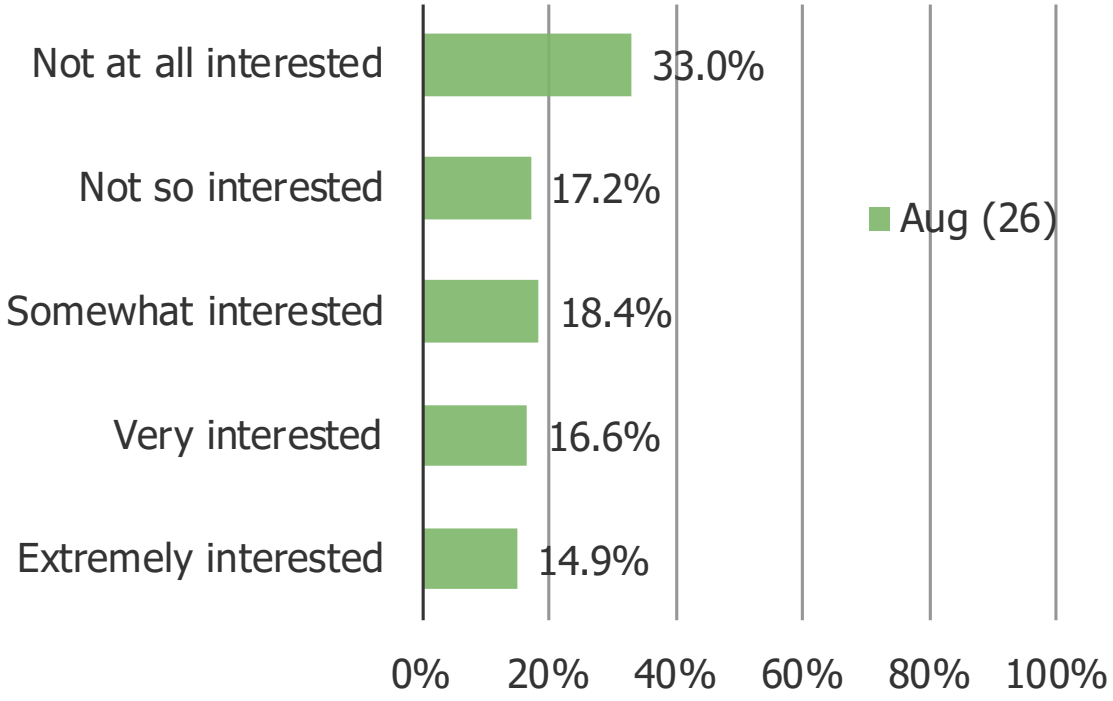
Posed to all respondents.



*Note: In the survey, respondents were shown images of the product from the Crocs website.

HOW MUCH INTEREST WOULD YOU HAVE IN OWNING A PAIR OF CROCS CLASSIC CRAFTED CLOG?

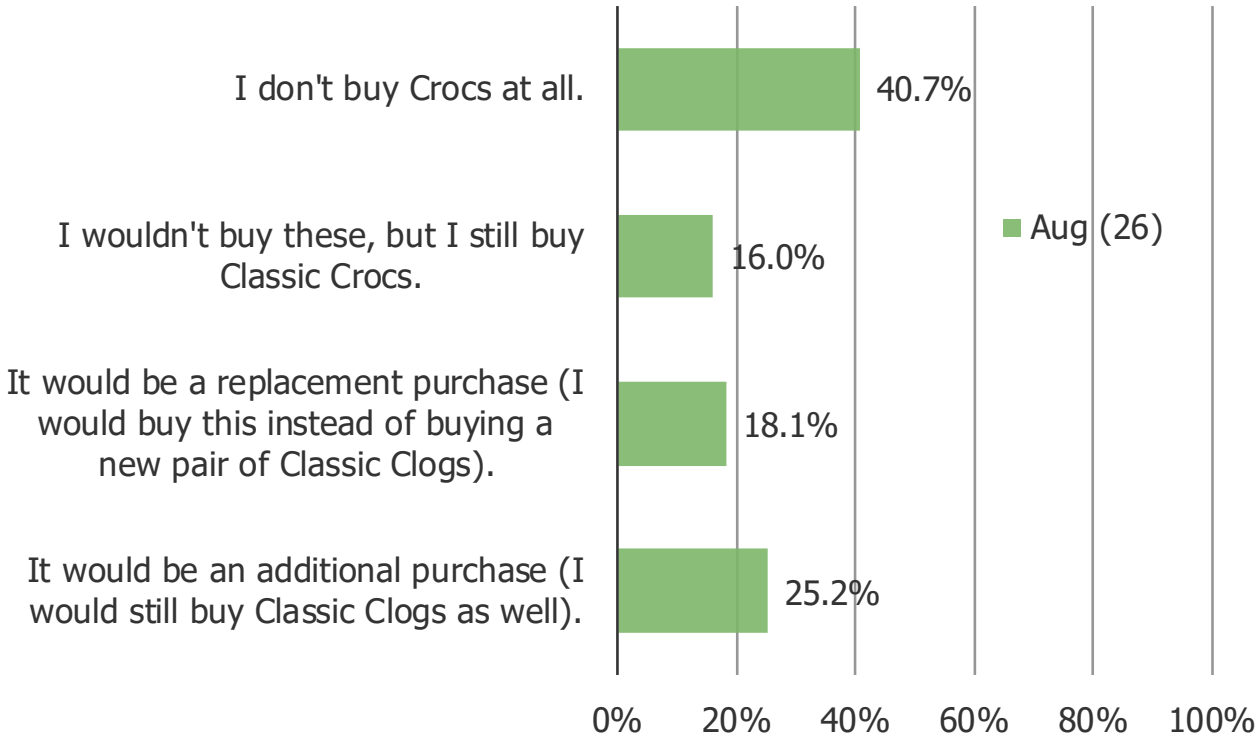
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IF YOU WERE TO BUY THE NEW CROCS CLASSIC CRAFTED CLOG, HOW WOULD IT AFFECT YOUR FUTURE CROCS PURCHASES?

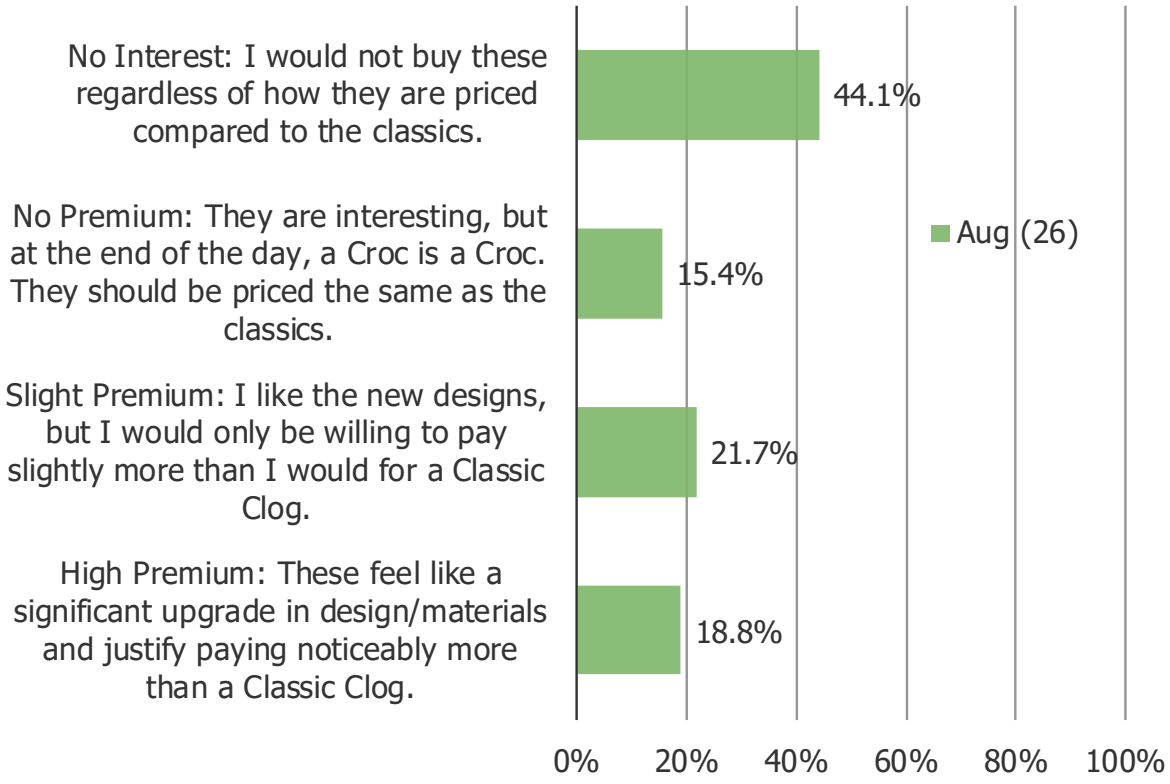
Posed to all respondents.



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WHEN COMPARING THE CROCS CLASSIC CRAFTED CLOG DESIGN TO THE STANDARD CLASSIC CLOG, WHICH STATEMENT BEST DESCRIBES HOW YOU VALUE THEM?

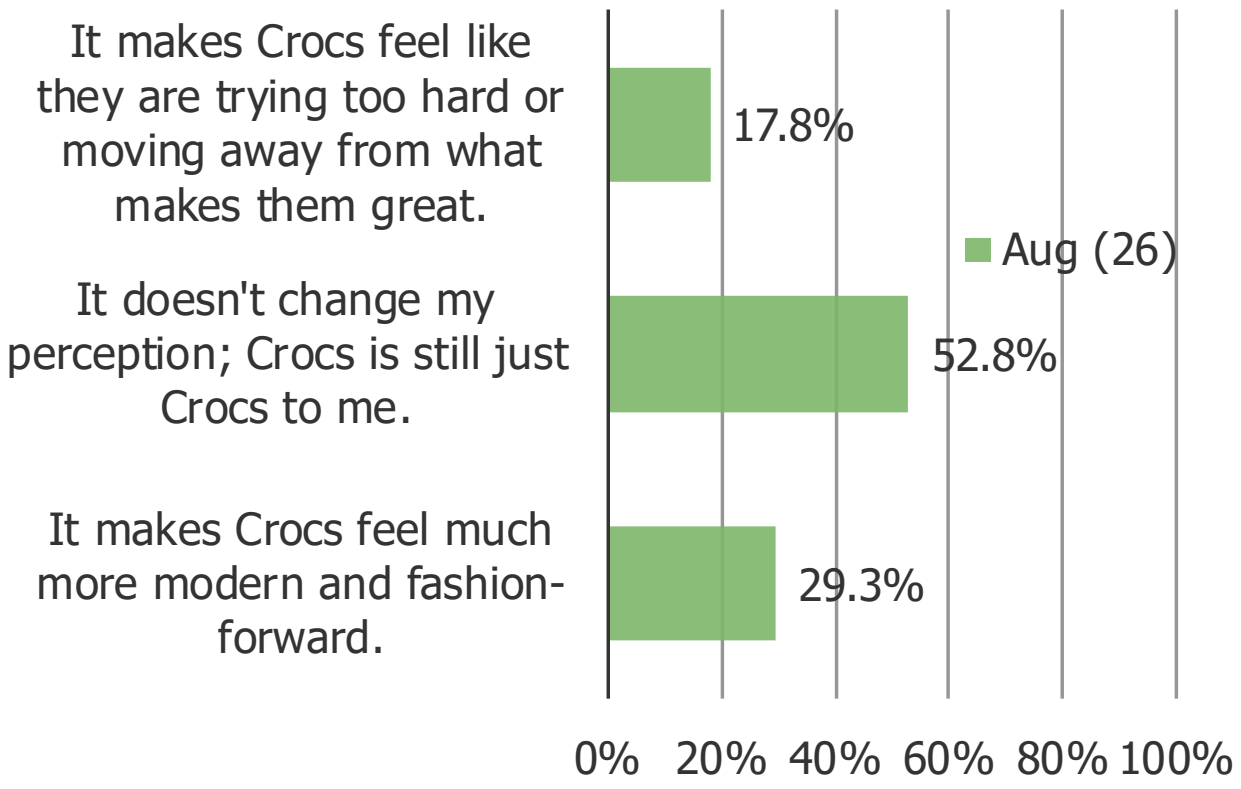
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AFTER SEEING THE CROCS CLASSIC CRAFTED CLOG DESIGN, HOW DOES YOUR OVERALL PERCEPTION OF CROCS AS A BRAND CHANGE?

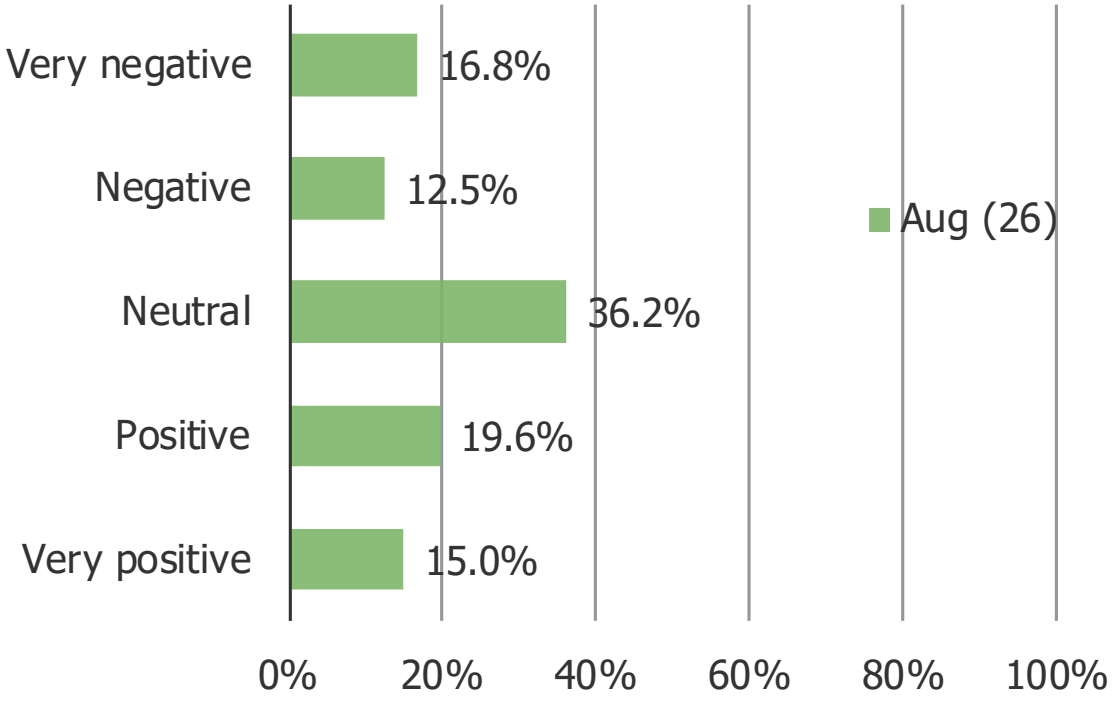
Posed to all respondents.



*Note: In the survey, respondents were shown images of the product from the Crocs website.

THE CROCS MELLOW RECOVERY SLIDE IS PICTURED ABOVE: WHAT IS YOUR OPINION OF THIS FOOTWEAR DESIGN FROM CROCS?

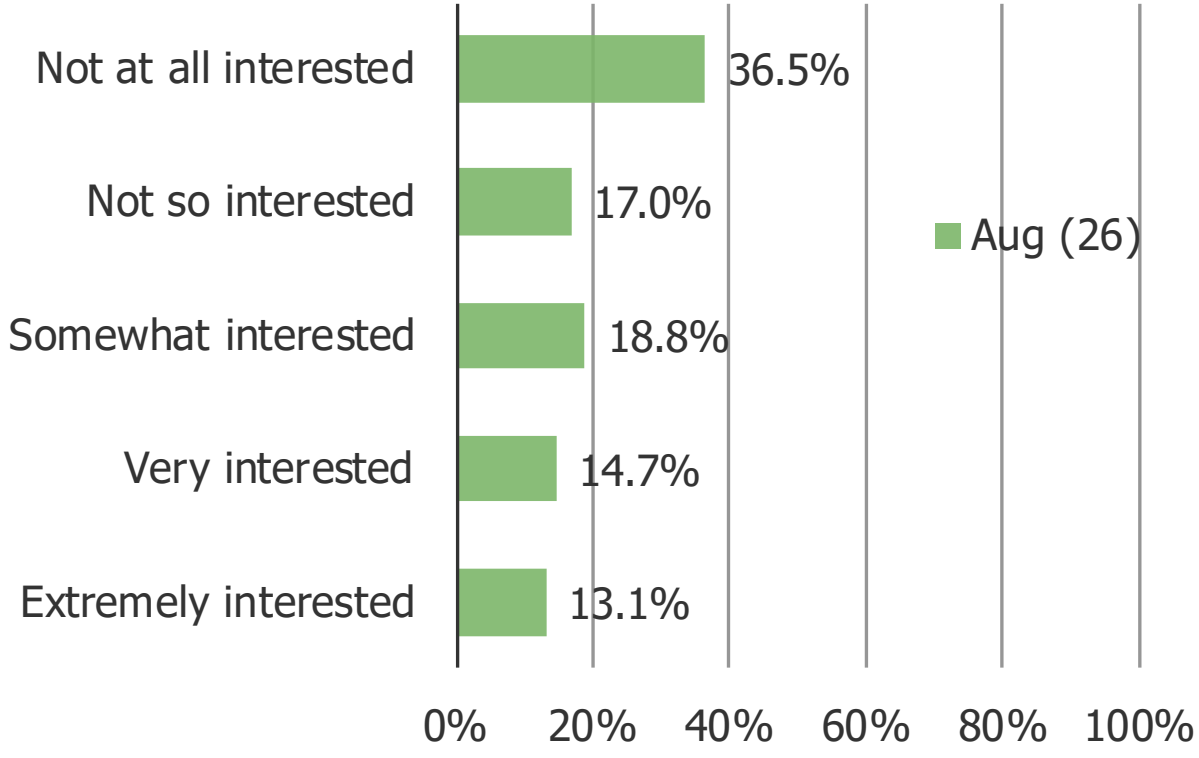
Posed to all respondents.



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HOW MUCH INTEREST WOULD YOU HAVE IN OWNING A PAIR OF CROCS MELLOW RECOVERY SLIDE?

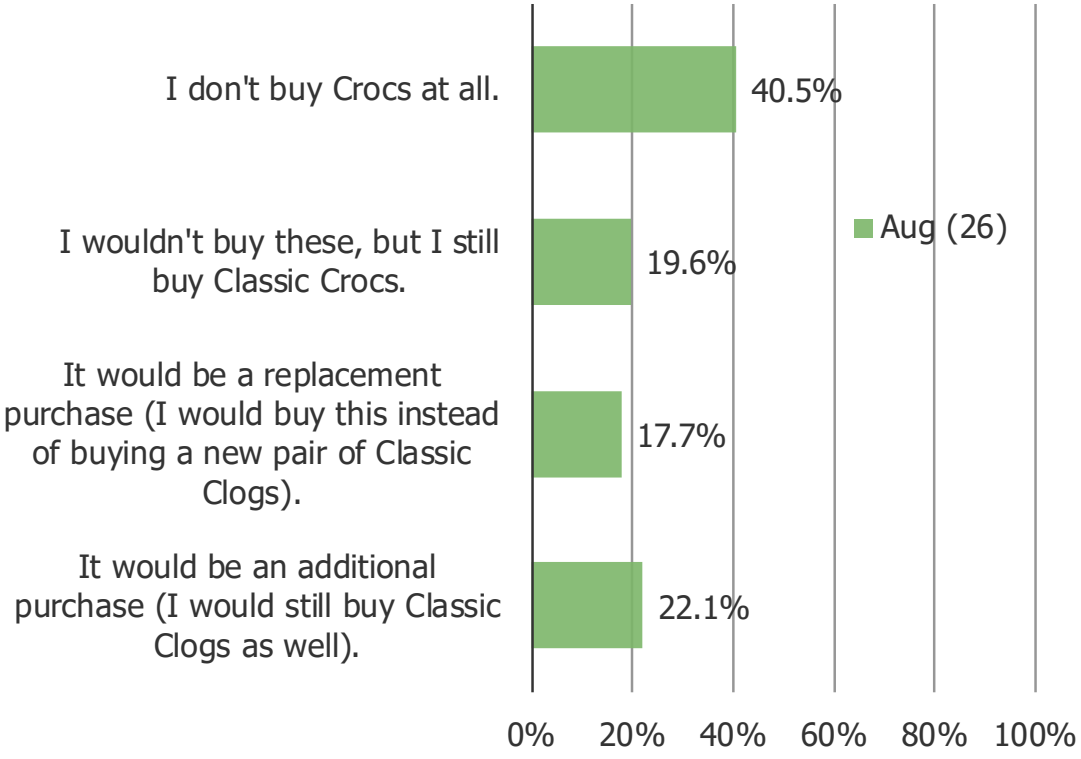
Posed to all respondents.



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IF YOU WERE TO BUY THE NEW CROCS MELLOW RECOVERY SLIDE, HOW WOULD IT AFFECT YOUR FUTURE CROCS PURCHASES?

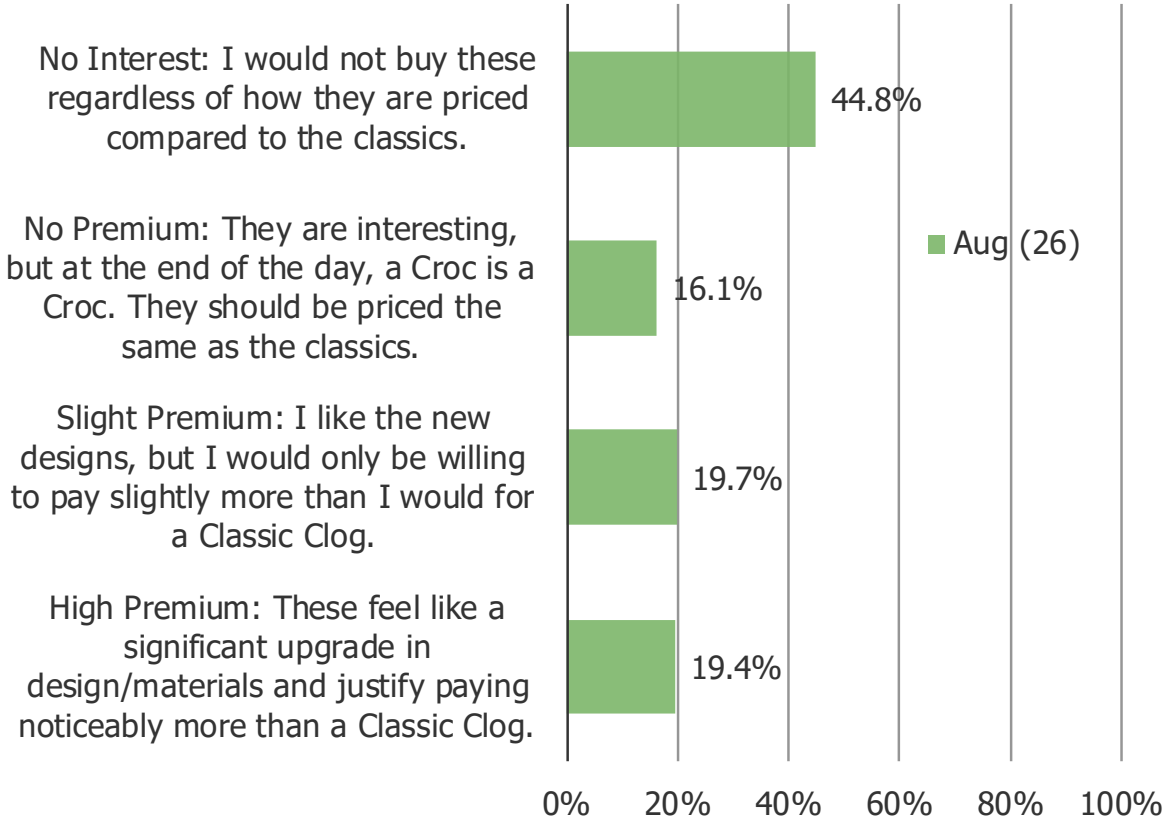
Posed to all respondents.



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WHEN COMPARING THE CROCS MELLOW RECOVERY SLIDE DESIGN TO THE STANDARD CLASSIC CLOG, WHICH STATEMENT BEST DESCRIBES HOW YOU VALUE THEM?

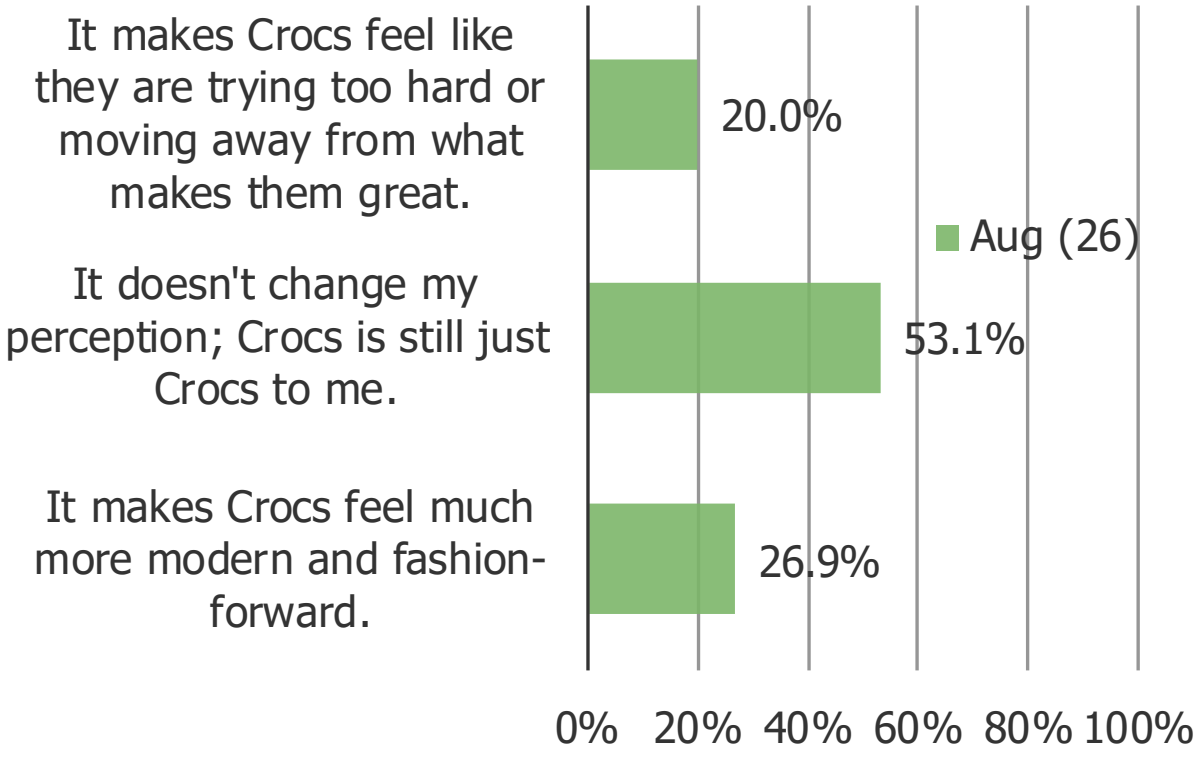
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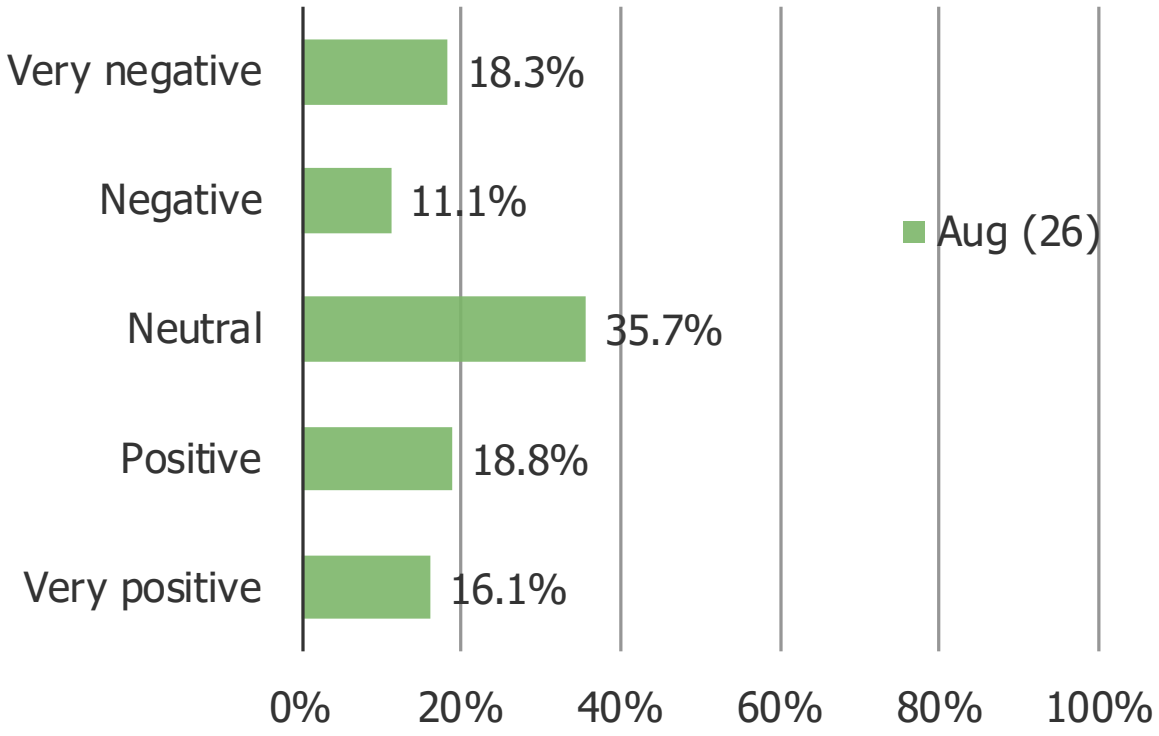
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THE CROCS SATURDAY METALLIC BUCKLE SANDAL IS PICTURED ABOVE: WHAT IS YOUR OPINION OF THIS FOOTWEAR DESIGN FROM CROCS?

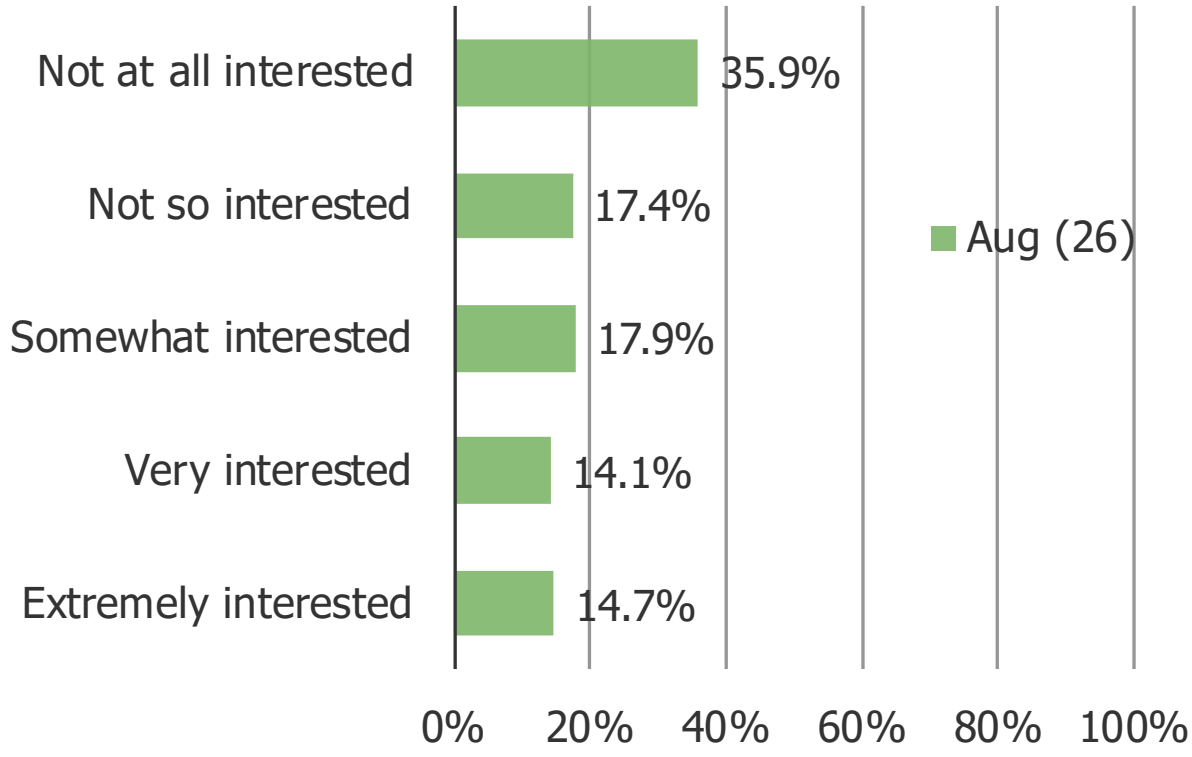
Posed to all respondents.



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HOW MUCH INTEREST WOULD YOU HAVE IN OWNING A PAIR OF CROCS SATURDAY METALLIC BUCKLE SANDAL?

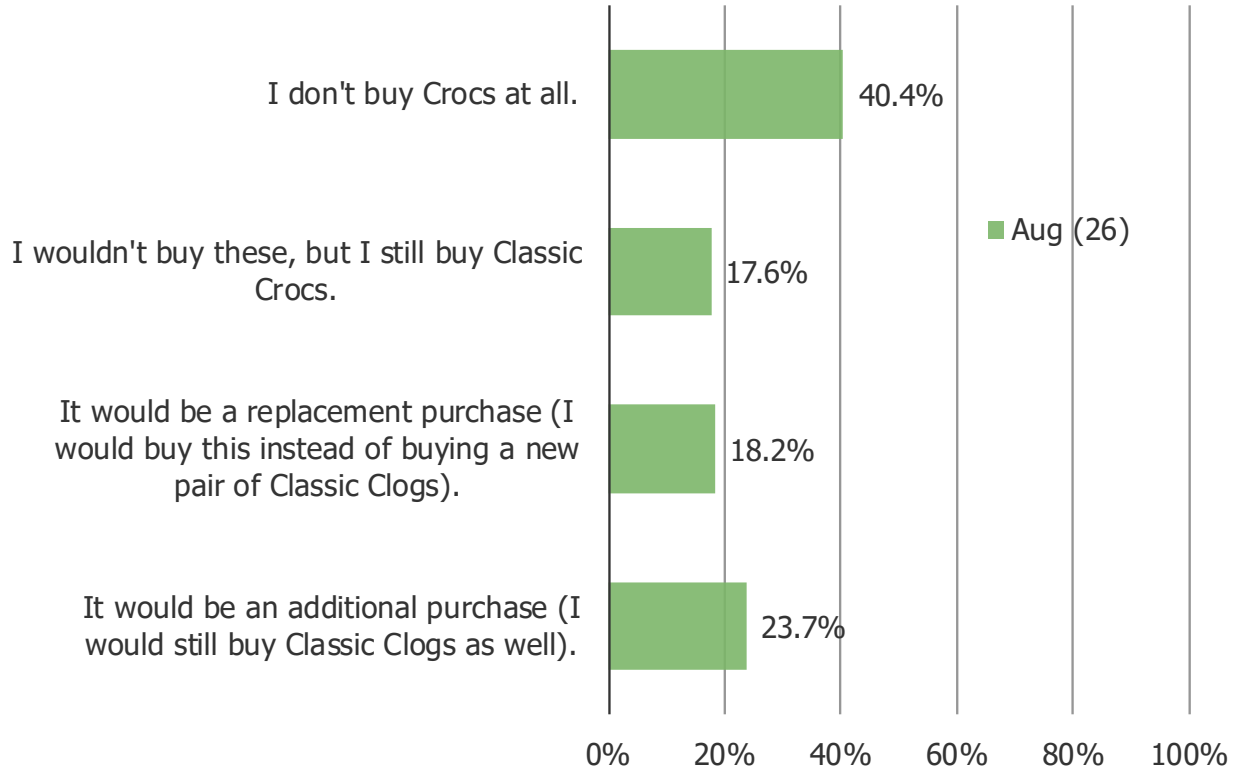
Posed to all respondents.



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IF YOU WERE TO BUY THE NEW CROCS SATURDAY METALLIC BUCKLE SANDAL, HOW WOULD IT AFFECT YOUR FUTURE CROCS PURCHASES?

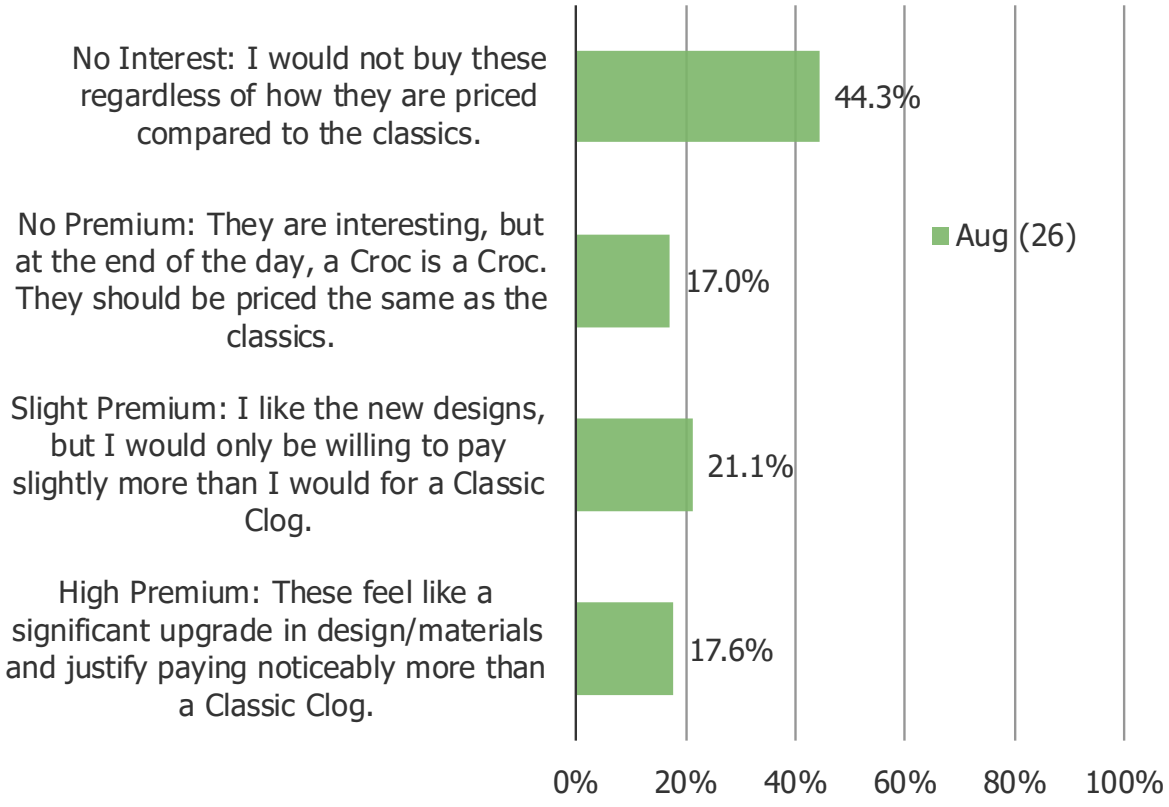
Posed to all respondents.



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WHEN COMPARING THE CROCS SATURDAY METALLIC BUCKLE SANDAL DESIGN TO THE STANDARD CLASSIC CLOG, WHICH STATEMENT BEST DESCRIBES HOW YOU VALUE THEM?

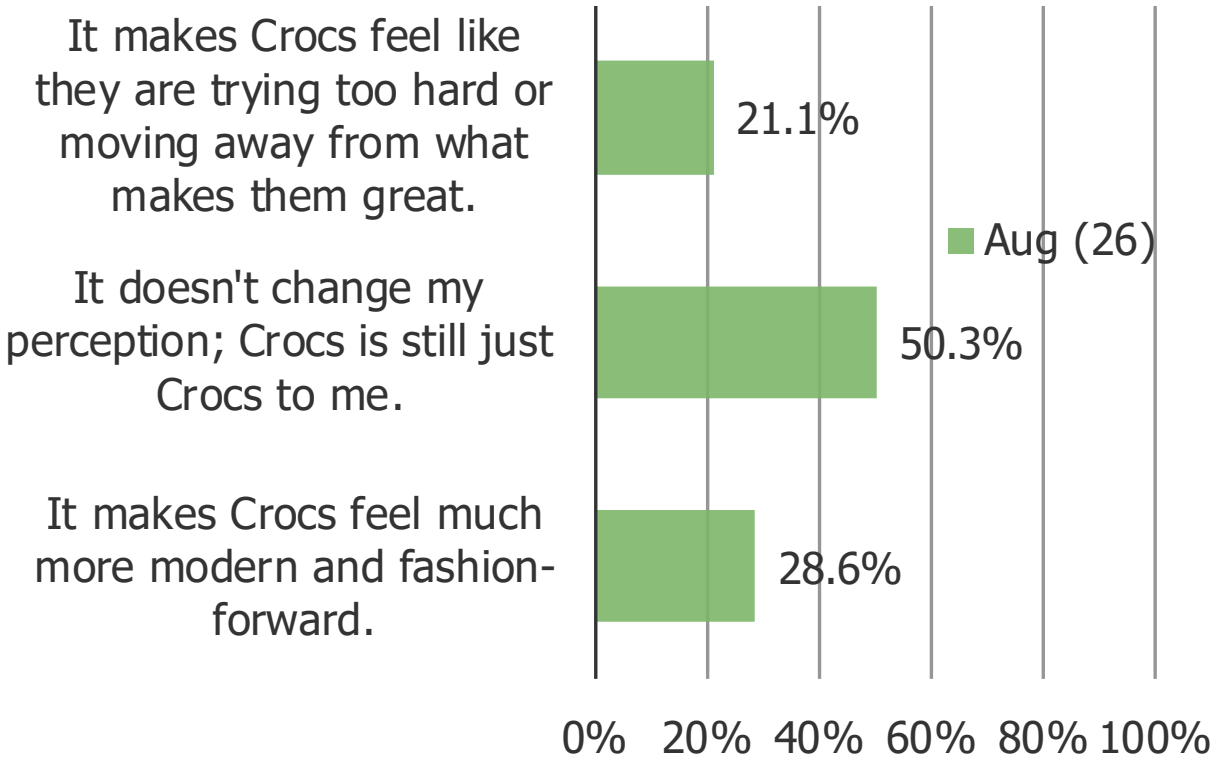
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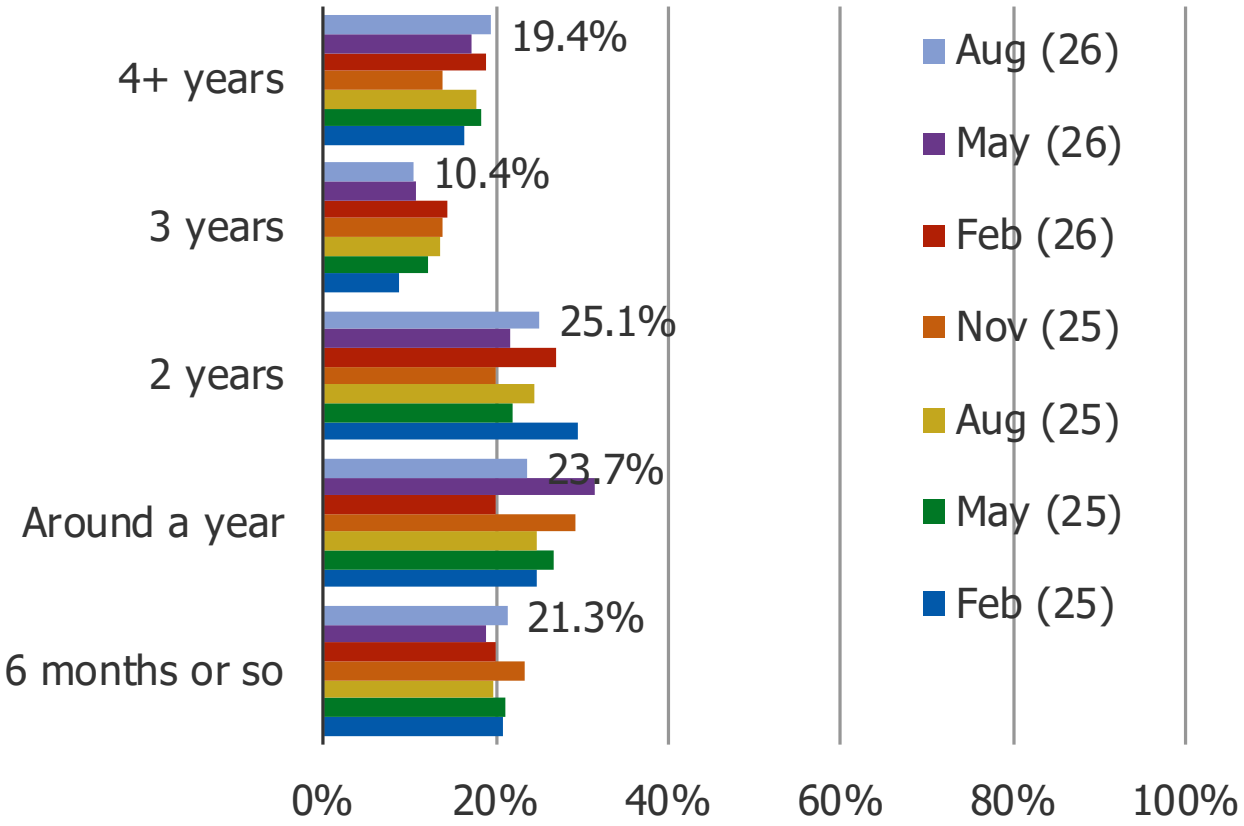
Posed to all respondents.



*Note: In the survey, respondents were shown images of the product from the Crocs website.

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=211)



Crocs

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 .

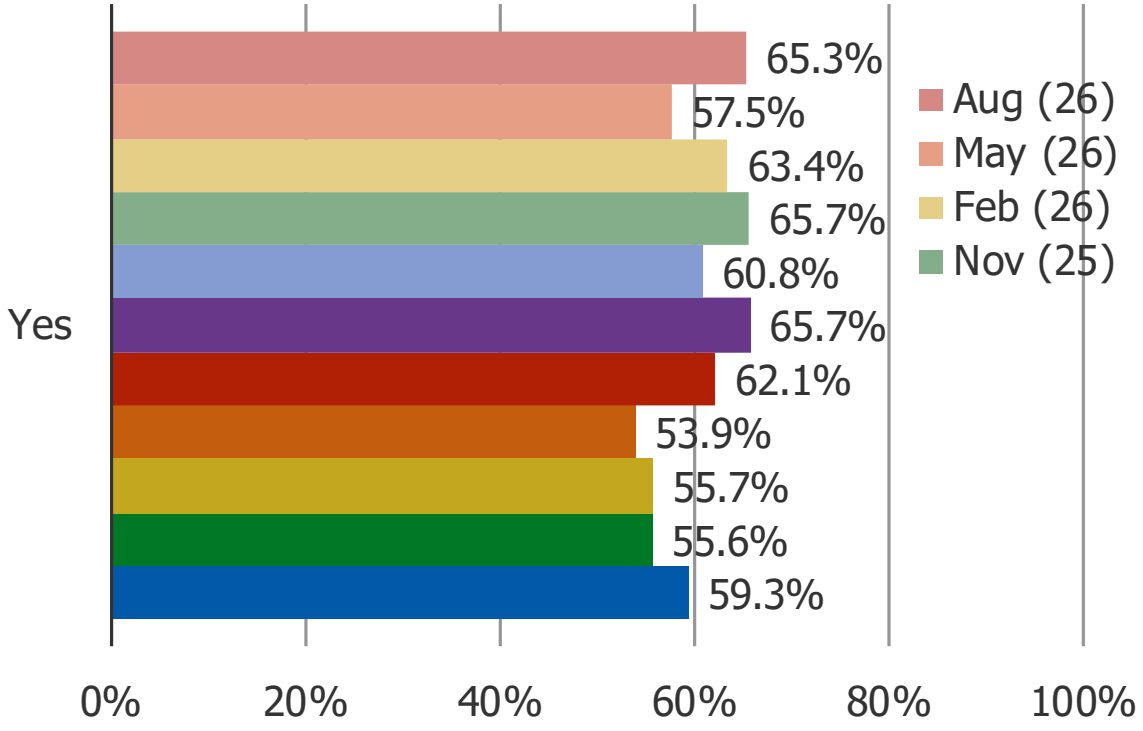
Category	% of Total Responses	Key Terms & Groupings Captured
Other / Unclassified	21.12%	Ambiguous or unique responses that could not be mapped
Positive: Comfortable & Lightweight	21.28%	Comfortable, comfy, soft, cozy, cushion, lightweight, breathable
Positive: Fun, Cool, Trendy, & Stylish	12.91%	Trendy, cool, fun, stylish, cute, awesome, popular, iconic
Negative: Ugly, Tacky, or Garbage	12.58%	Ugly, hideous, tacky, gross, awful, terrible, trash, dumb
Invalid / Unsure / Noise	9.34%	"Not sure," "I don't know," "no opinion," keyboard smashes
Neutral/Mixed: Unique, Weird, or Different	5.98%	Weird, unique, strange, odd, quirky, different, bizarre
Positive: Durable, Good Quality & Reliable	4.70%	Durable, sturdy, reliable, good, strong, "long lasting"
Positive: Easy, Convenient, Casual & Versatile	4.12%	Easy, convenient, casual, versatile, simple, handy, "slip on"
Negative: Uncomfortable, Clunky, or Boring	3.26%	Uncomfortable, clunky, bulky, overrated, boring, heavy, stiff
Descriptive: Rubber, Clunky, Summer, or Sandals	2.55%	Plastic, rubber, colorful, bright, summer, sandals, youth
Pricing (Cheap, Expensive, Overpriced)	2.16%	Cheap, expensive, overpriced, pricey, affordable, value

Category	Trend Direction	R^2	P-Value
Positive: Fun, Cool, Trendy, & Stylish	Up	0.5584	0.0082
Positive: Easy, Convenient, Casual & Versatile	Down	0.5362	0.0104
Negative: Ugly, Tacky, or Garbage	Down	0.4971	0.0154
Invalid / Unsure / Noise	Up	0.0615	0.4622
Positive: Durable, Good Quality & Reliable	Up	0.0434	0.5387
Neutral/Mixed: Unique, Weird, or Different	Down	0.0395	0.5582
Positive: Comfortable & Lightweight	Down	0.0204	0.6756
Other / Unclassified	Up	0.0073	0.8027
Pricing (Cheap, Expensive, Overpriced)	Down	0.0059	0.8221
Negative: Uncomfortable, Clunky, or Boring	Up	0.0009	0.9316
Descriptive: Rubber, Clunky, Summer, or Sandals	Down	0.0008	0.9337

*Data on this page analyzed via LLM.

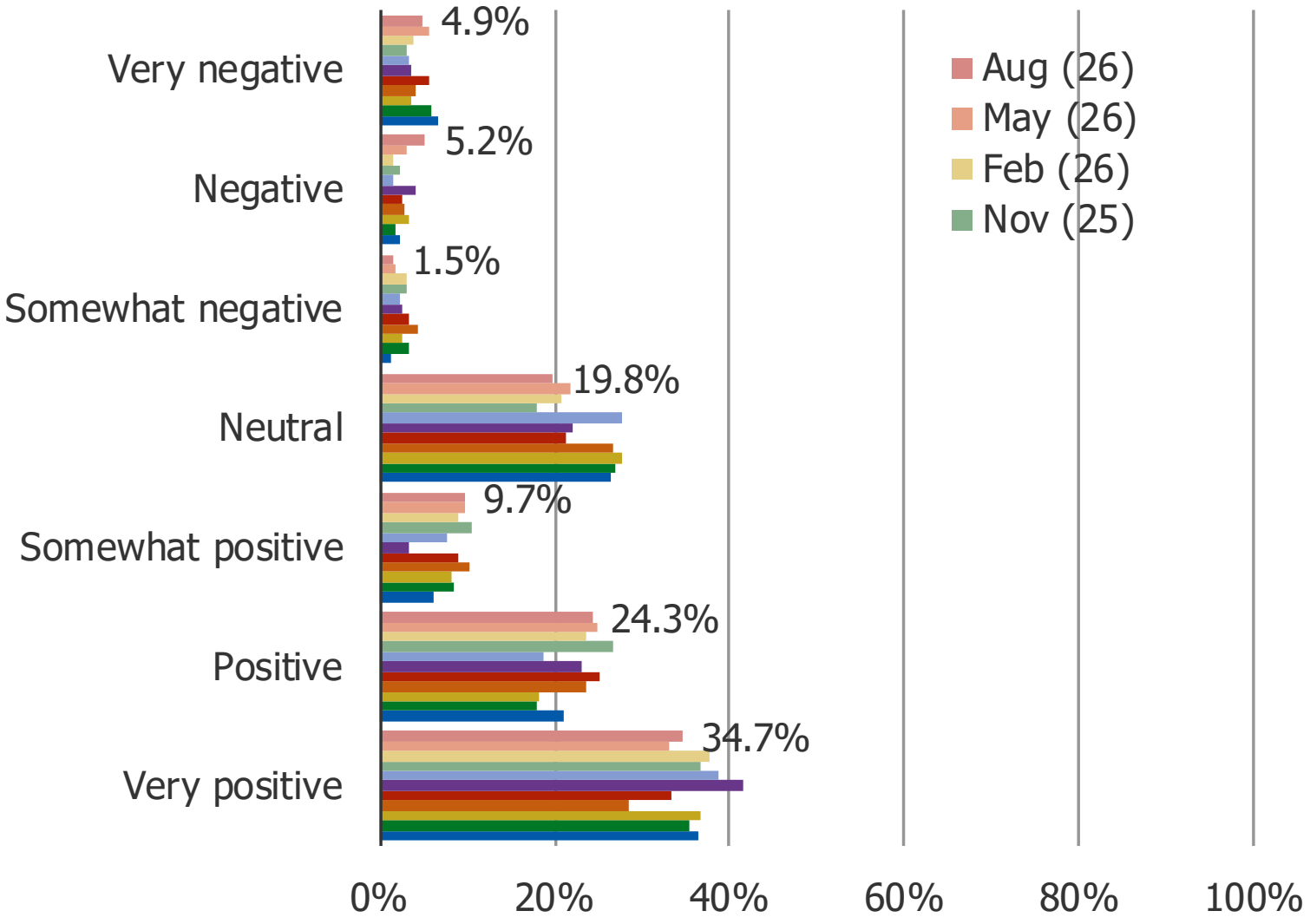
PARENTS | DO YOUR CHILDREN HAVE CROCS?

Posed to all respondents who have children under the age of 18 (N = 268).



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

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

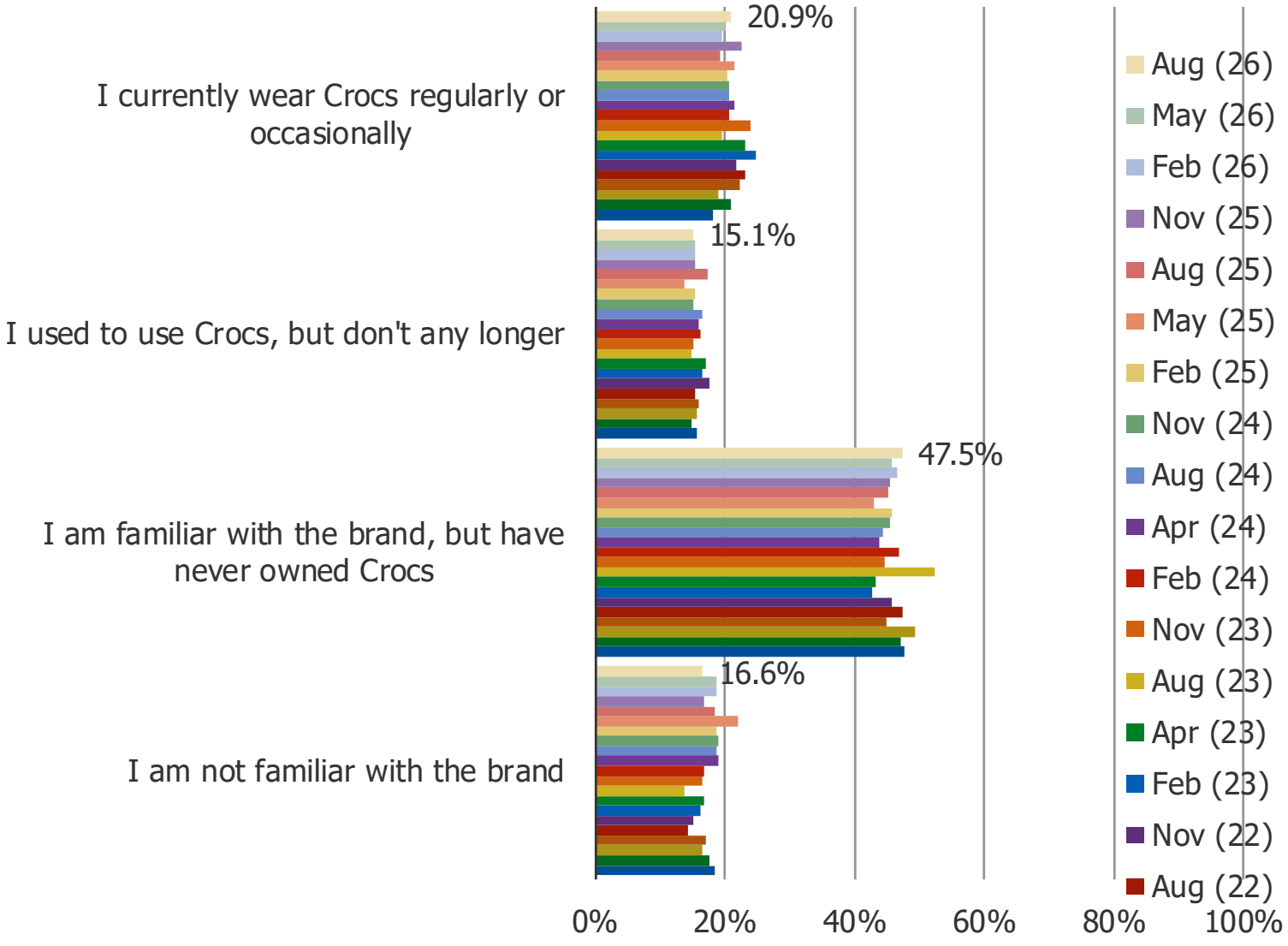


CROCS

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

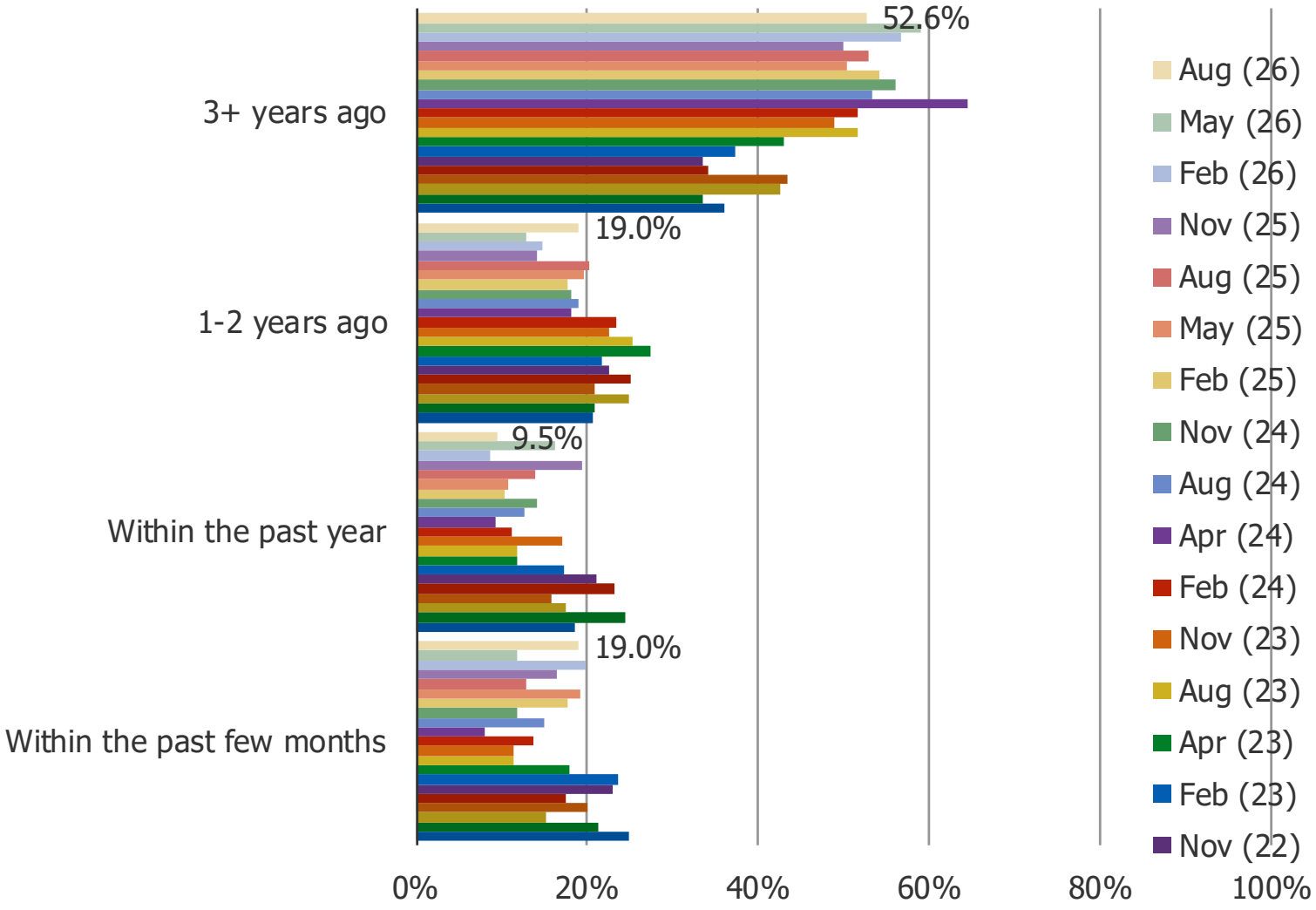
WHICH BEST DESCRIBES YOUR EXPERIENCE WITH THE CROCS FOOTWEAR BRAND?

Posed to all respondents.



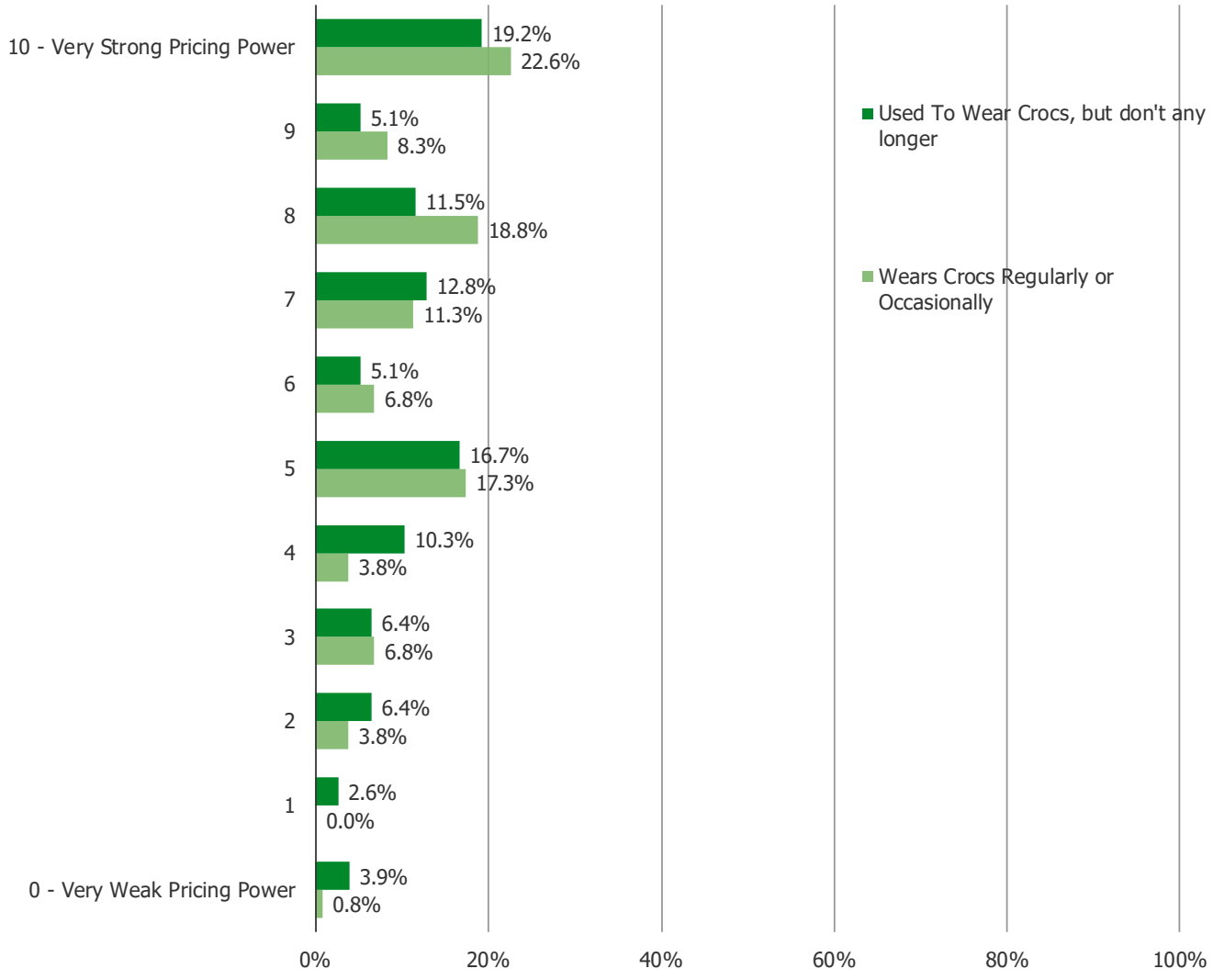
WHEN DID YOU START WEARING CROCS FOR THE FIRST TIME?

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



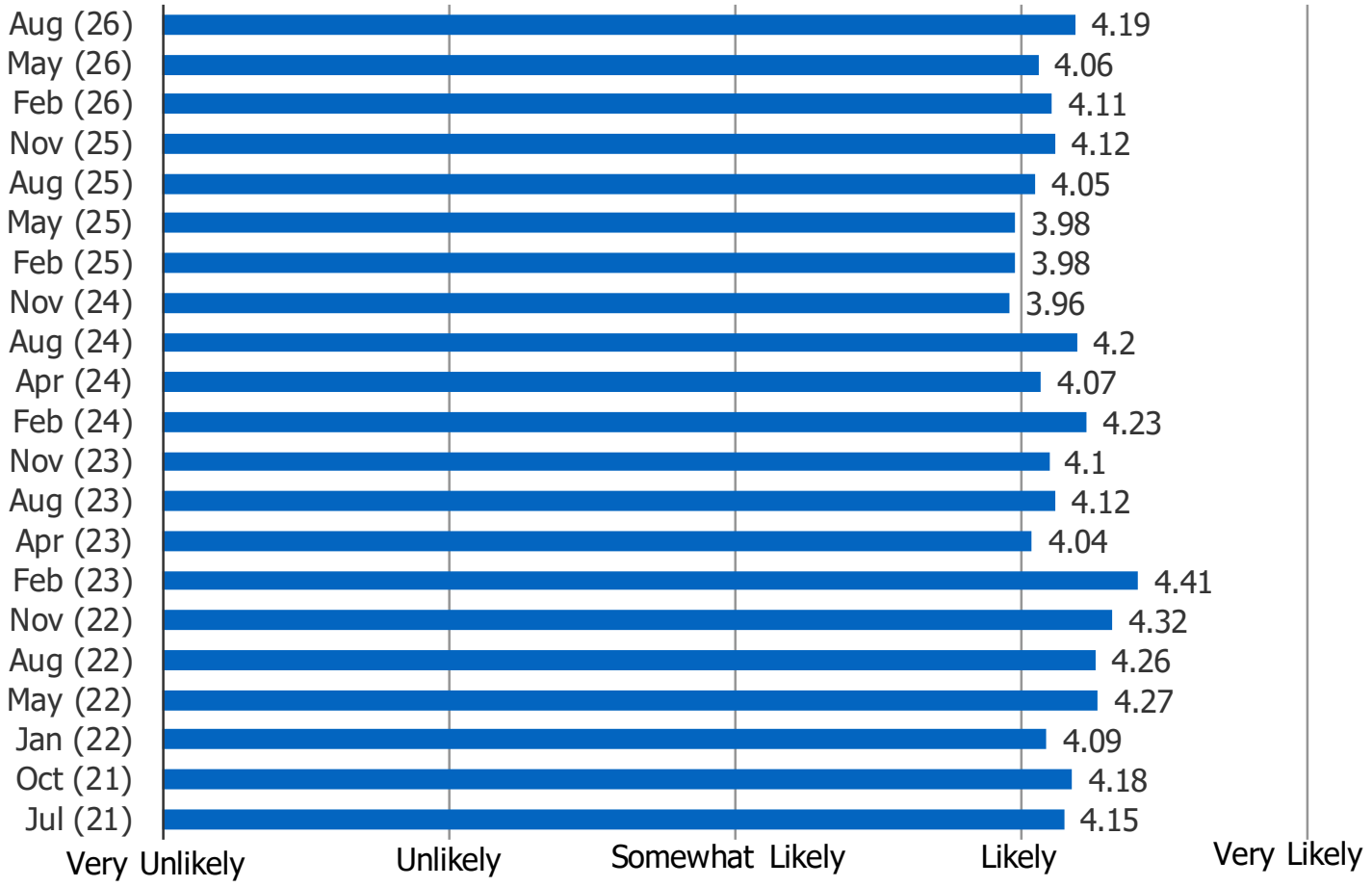
IN YOUR OPINION, HOW MUCH PRICING POWER DOES THE CROCS BRAND POSSESS?

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?

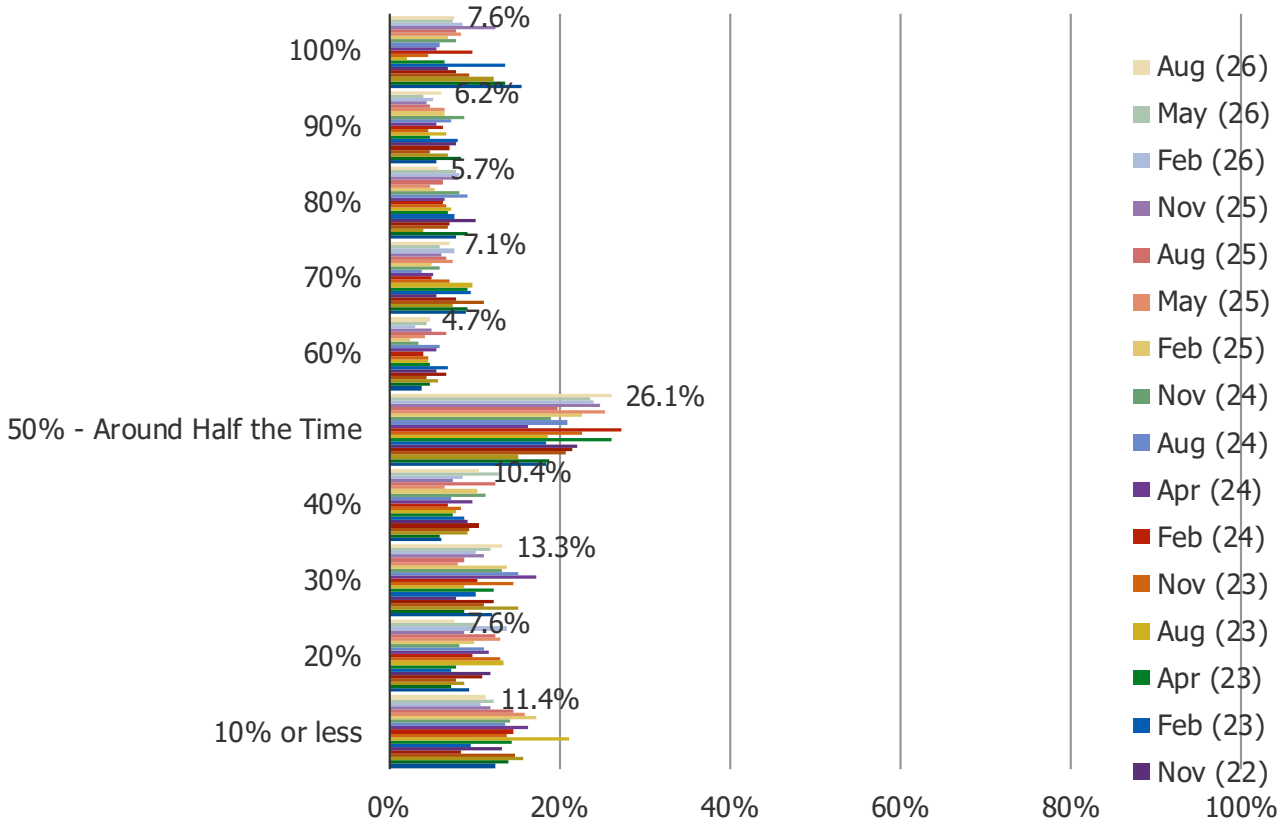
Posed to respondents who said they currently wear Crocs regularly or occasionally.



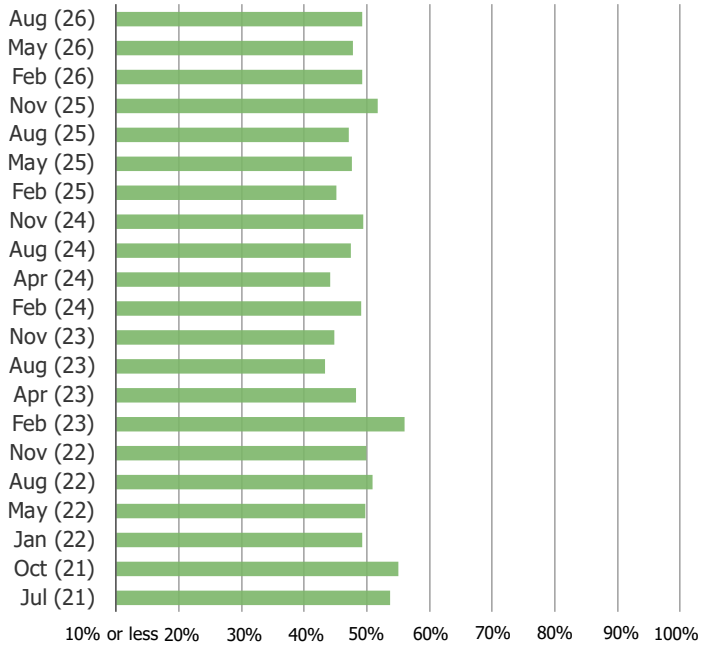
Crocs

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

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

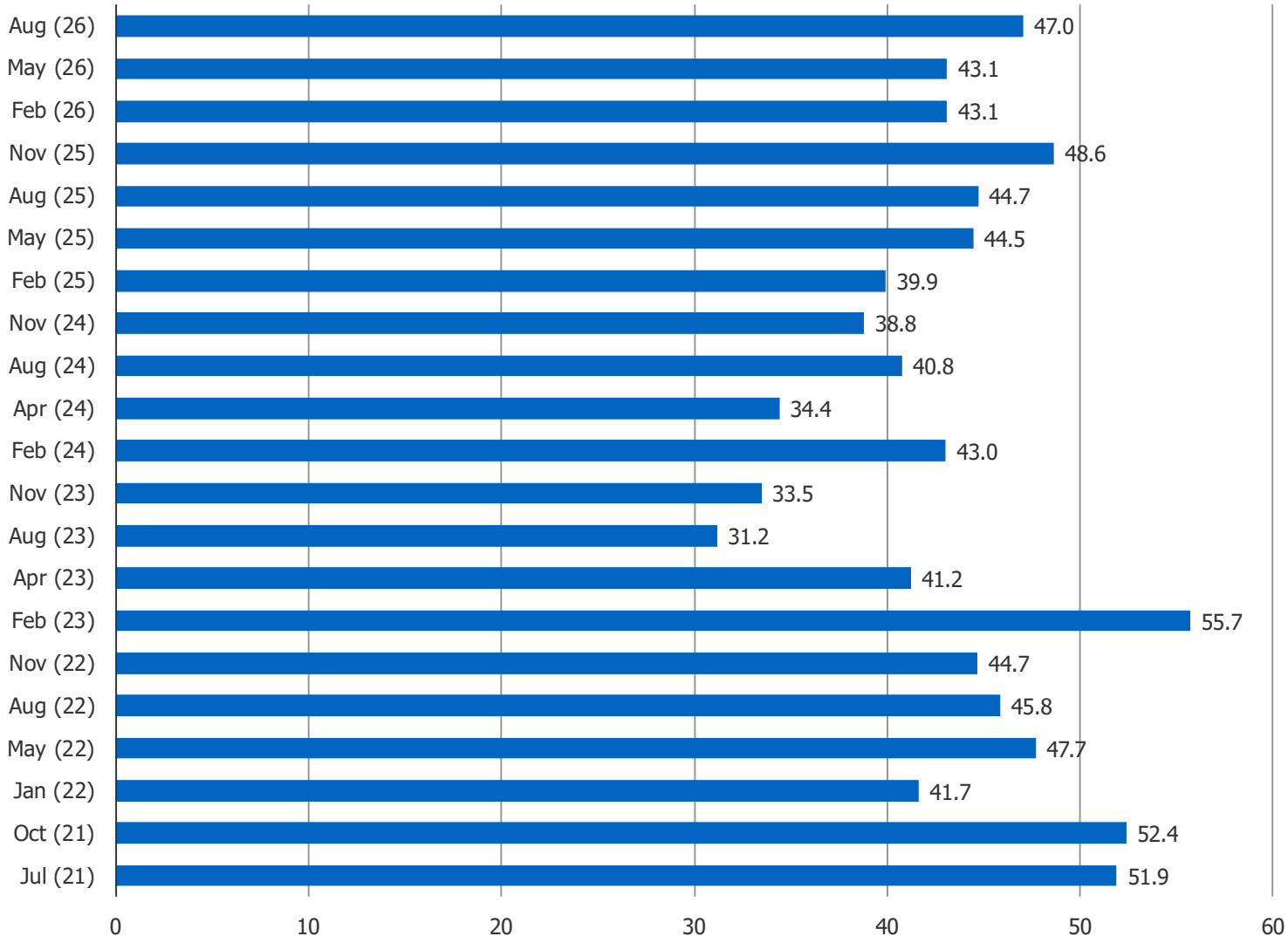


Weighted average of data above…



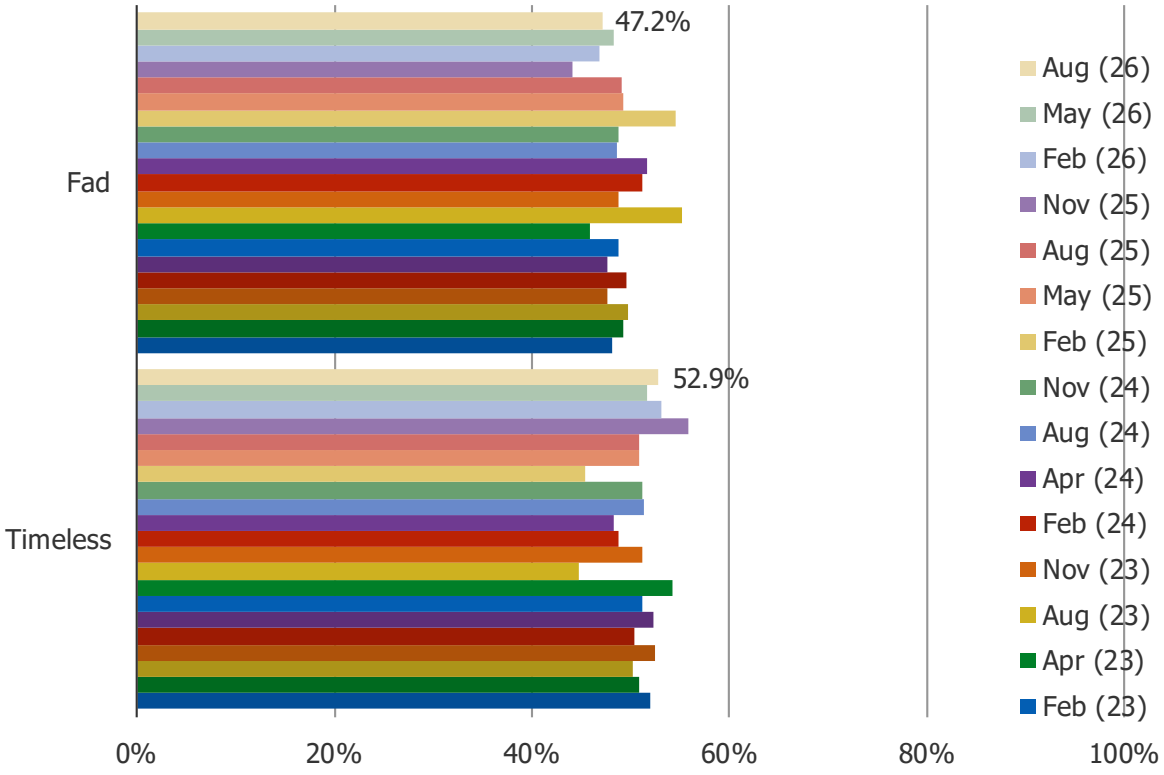
WHAT PERCENTAGE OF YOUR FOOTWEAR CLOSET IS DEDICATED TO CROCS?

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

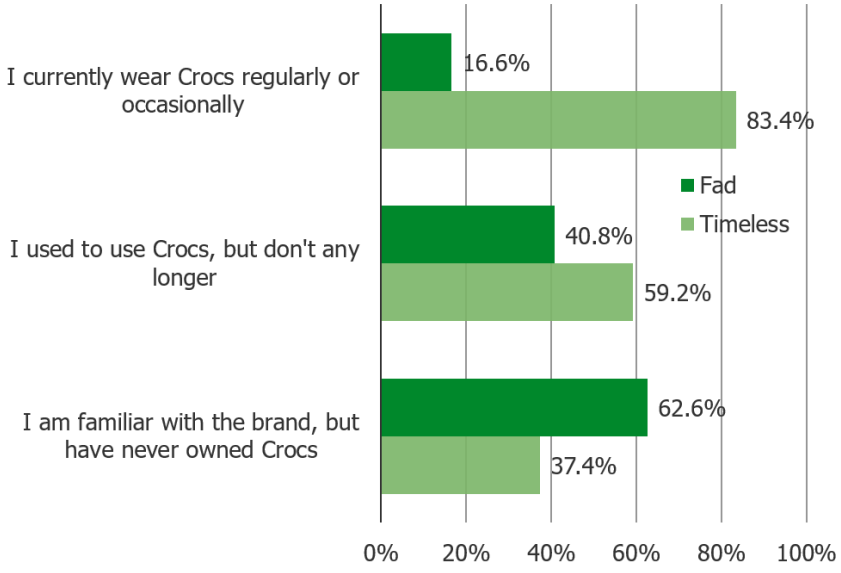


WHICH OF THE FOLLOWING BEST DESCRIBES CROCS, IN YOUR OPINION?

Posed to respondents who said they are aware of Crocs.

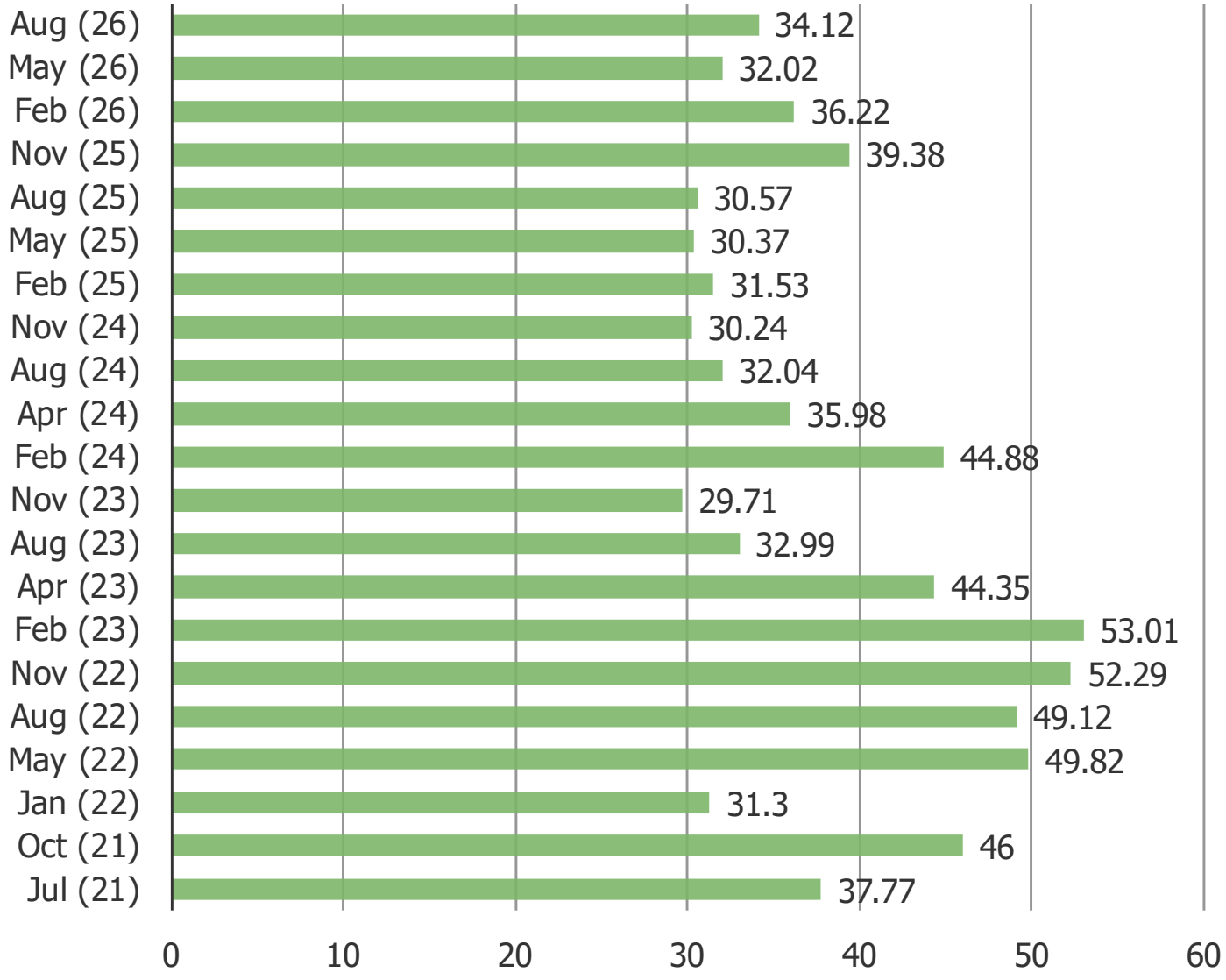


Cross-tabbing the data above...



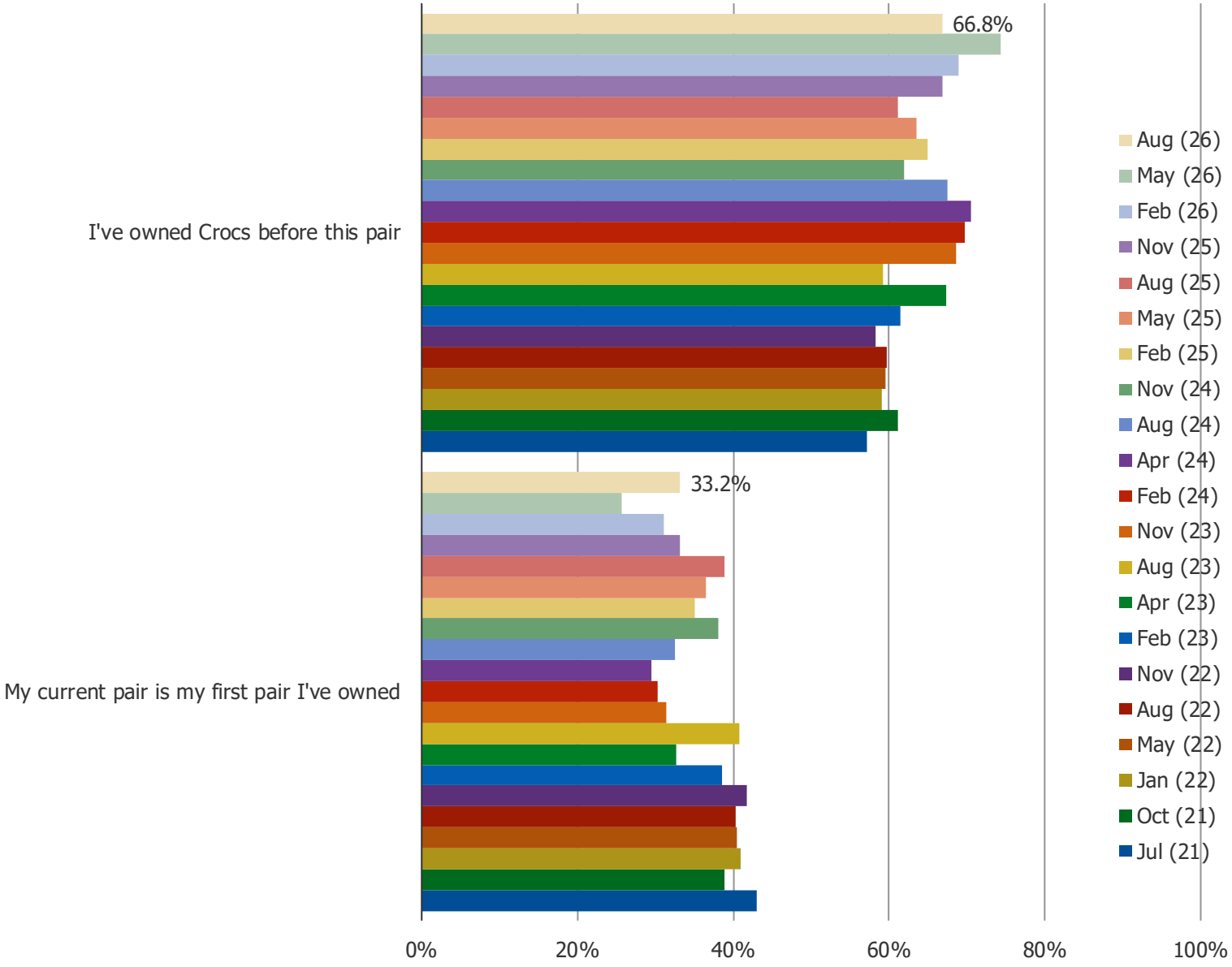
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND CROCS TO A FRIEND OR COLLEAGUE?

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



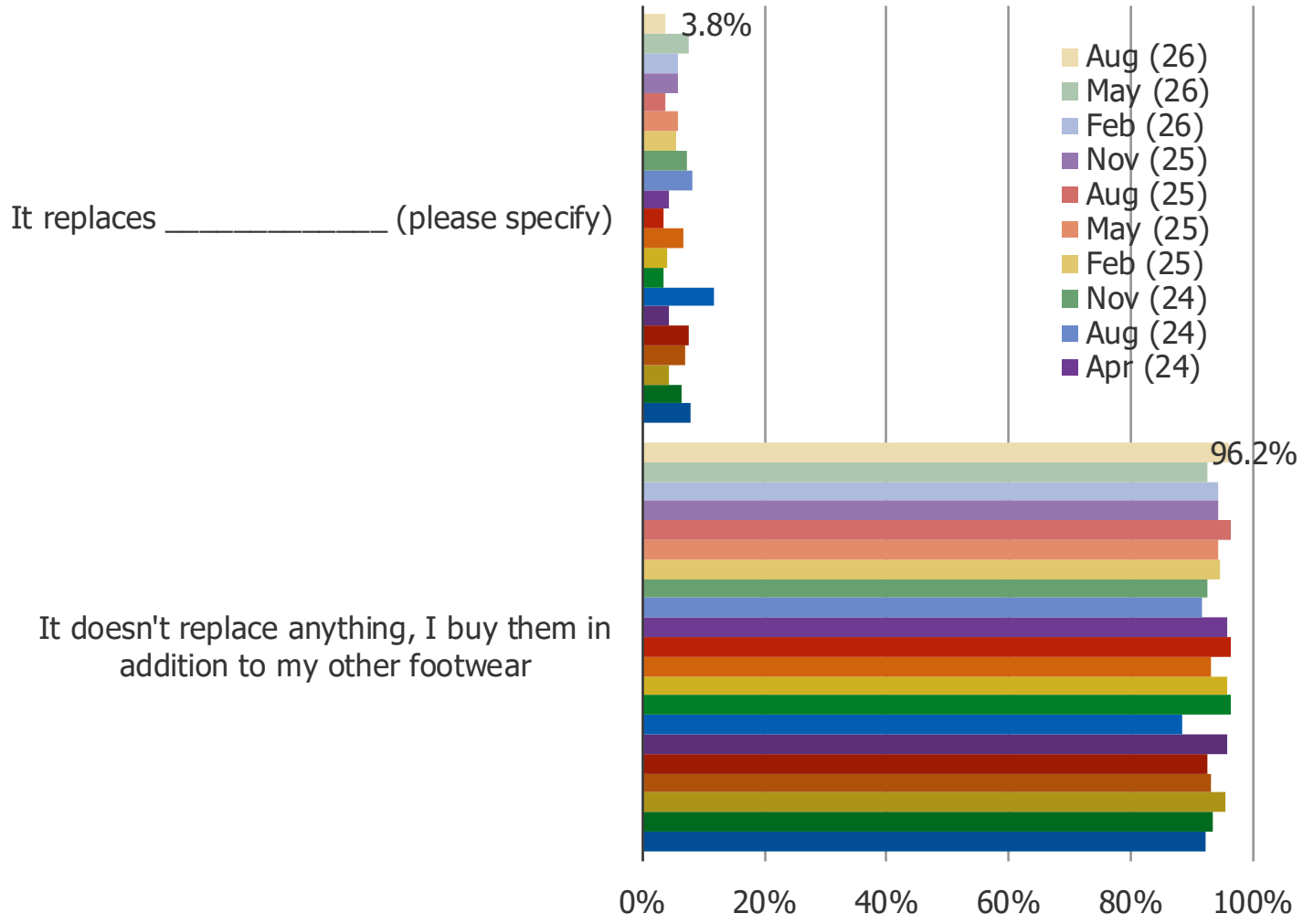
IS YOUR CURRENT PAIR OF CROCS THE FIRST PAIR YOU'VE OWNED, OR HAVE YOU OWNED CROCS BEFORE THE ONES YOU WEAR NOW?

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?

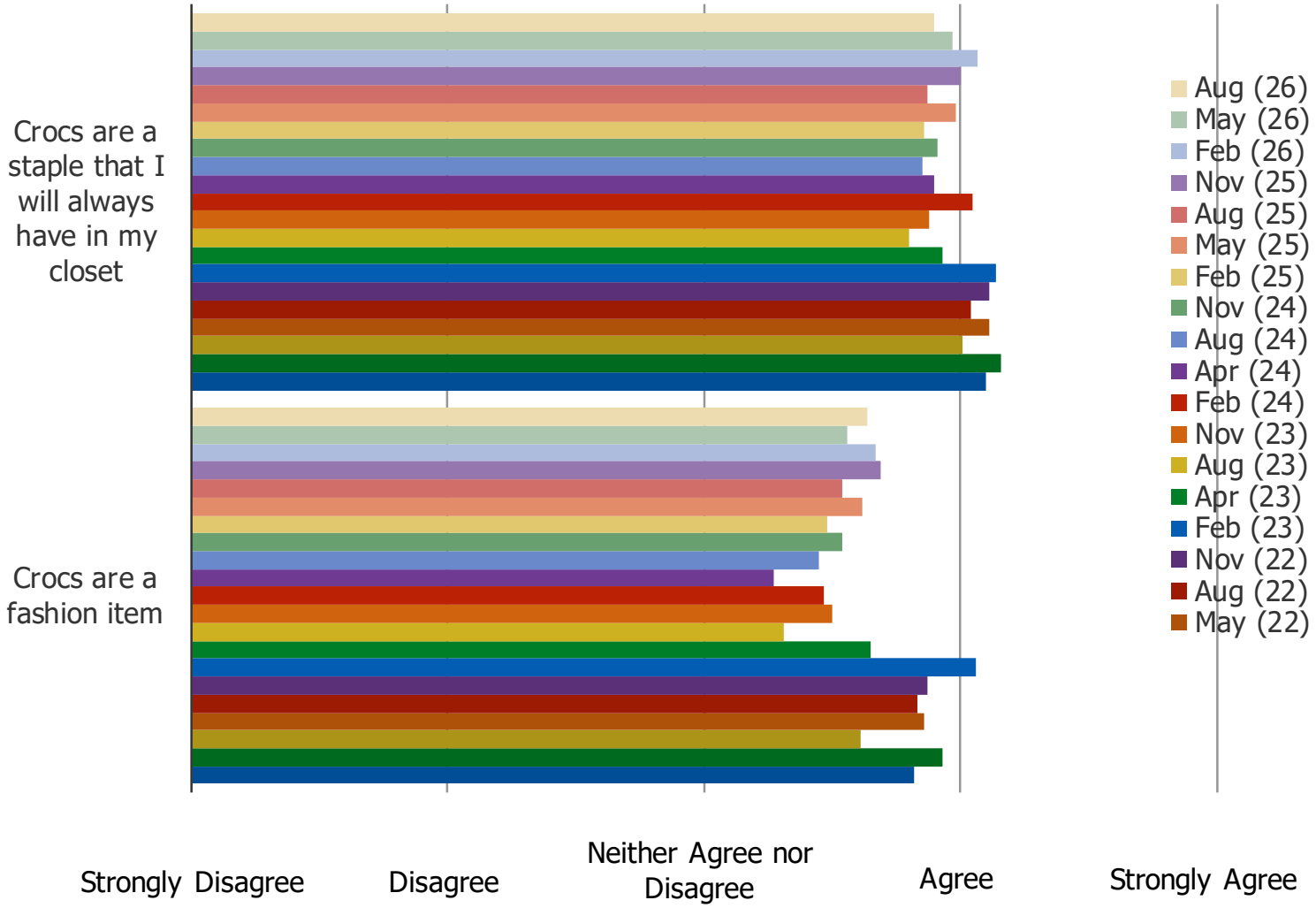
Posed to respondents who said they currently wear Crocs regularly or occasionally.



Crocs

HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS:

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



Crocs

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.

