

# Bespoke Survey Research

November 2023

## Department Stores

Volume 33 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: M, BURL, ROST, KSS, TJX.

### KPIs and Key questions

1. In our last two survey waves, the sentiment of department store customers related to sales and promotional offers and brand and product selection worsened (still net positive feedback, but worse sequentially).
2. Average spend during the past six months and expected shopping going forward for customers of department stores we test improved q/q, but remains worse than what we have observed historically in this survey.
3. Amazon, Temu, Shein, and Wal-Mart continue to be considered significant popularity gainers by consumers in our survey.
4. Consumer opinions of department stores and off-price retailers were on net positive and in-line with one another. Both tested ahead of branded apparel stores and luxury department stores.

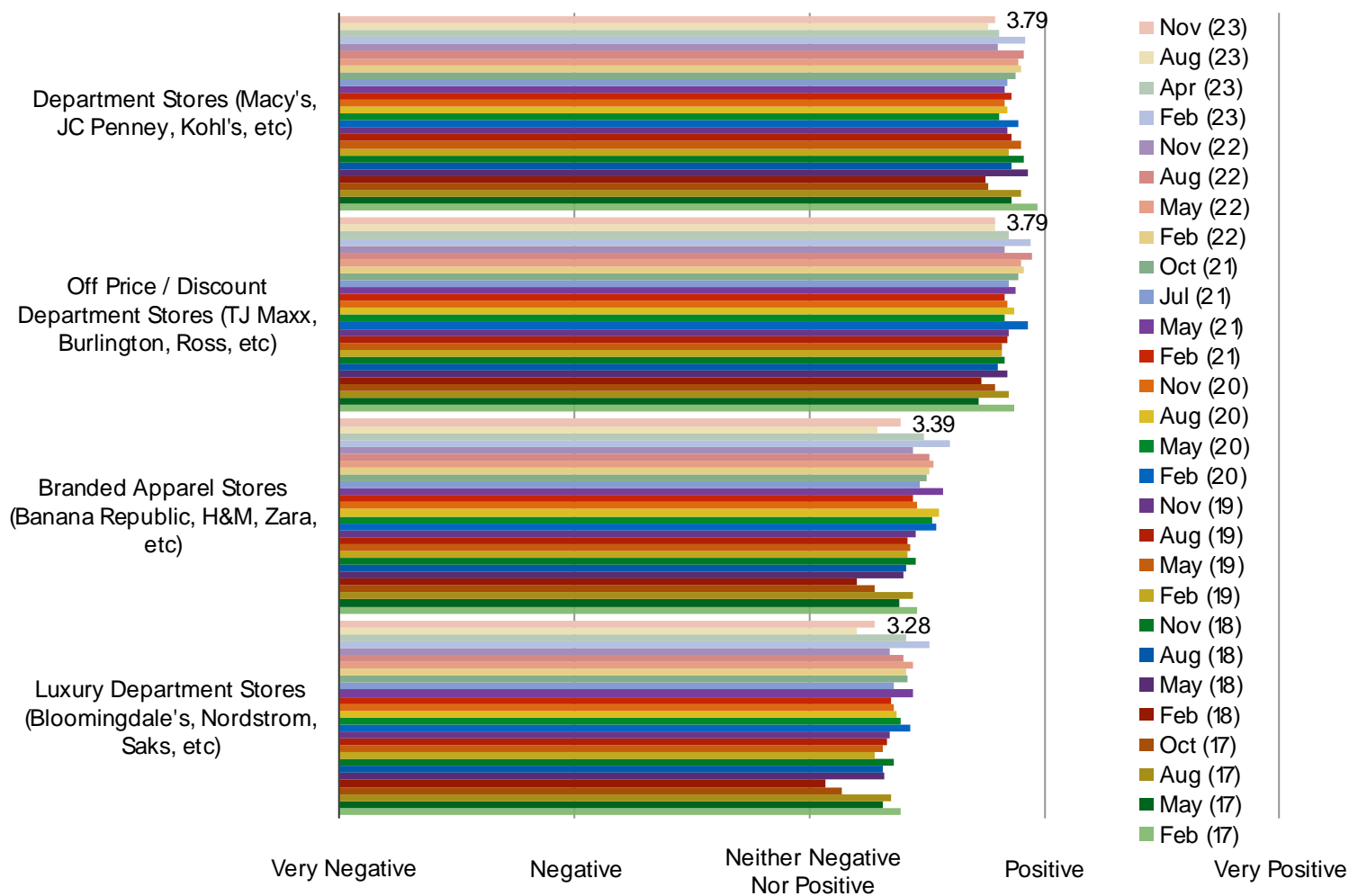
### Noteworthy Stats:

- 53.4%** Of respondents like to strongly like the treasure hunt shopping experience.
- 36.5%** Of respondents would turn to Amazon if they were shopping for clothing today.
- 7.2%** Of respondents would turn to Shein if they were shopping for clothing today.
- 6.5%** Of respondents would turn to Temu if they were shopping for clothing today.

## DEPARTMENT STORE CHANNEL SENTIMENT

ALL CONSUMERS: OPINION OF EACH TYPE OF RETAILER

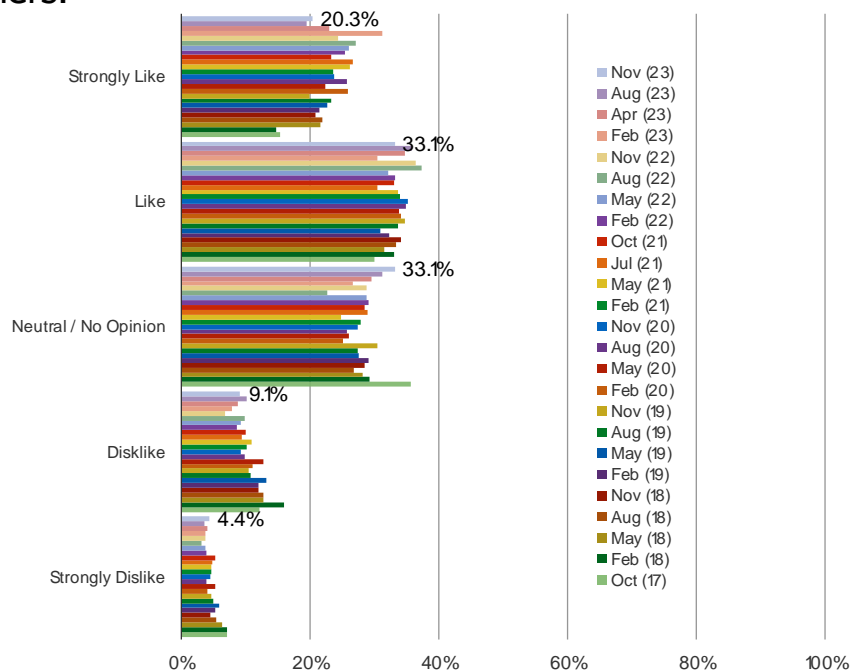
Posed to all consumers.



## TREASURE HUNT SHOPPING EXPERIENCE

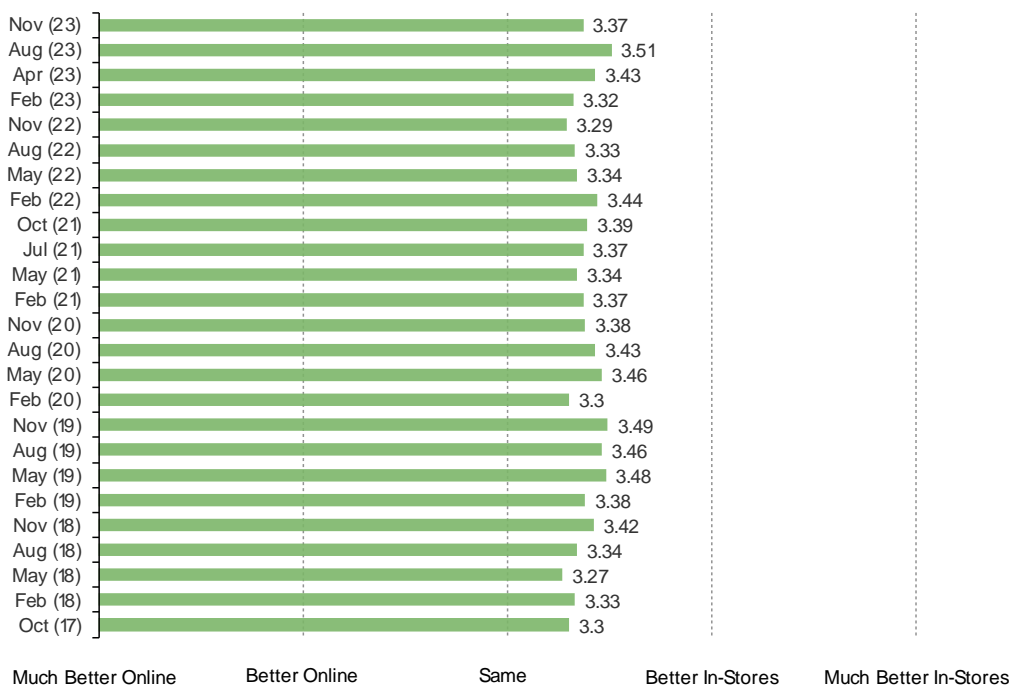
**DO YOU LIKE THE TREASURE HUNT TYPE OF SHOPPING EXPERIENCE WHERE BRANDS/PRODUCTS AVAILABLE AT A DISCOUNTED PRICE CHANGE OFTEN?**

Posed to all consumers.



**IS THE TREASURE HUNT TYPE OF SHOPPING EXPERIENCE BETTER ONLINE OR IN-STORES?**

Posed to all consumers who said they like or strongly like the treasure hunt shopping experience.



## DEPARTMENT STORE DEEP DIVES (COMPARISONS)

### PRODUCT SELECTIONS

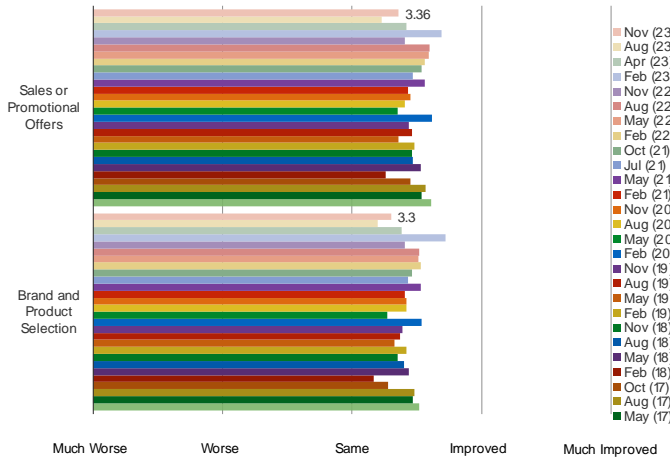
# BESPOKE Surveys

## Department Stores

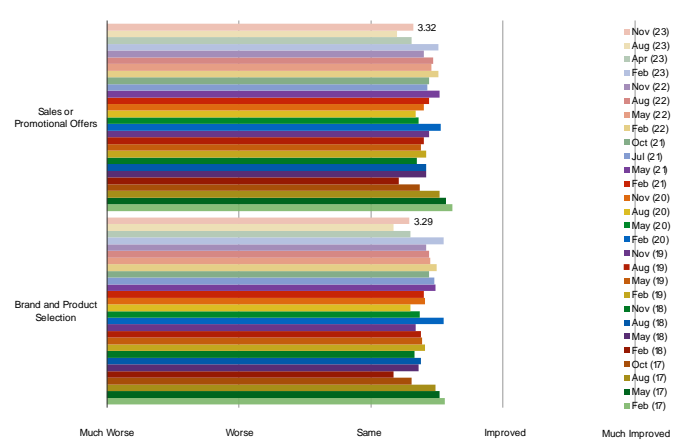
HAVE YOU NOTICED ANY CHANGES IN THE FOLLOWING WHILE SHOPPING AT \_\_\_\_\_?

Posed to customers of each department store (bought in past year).

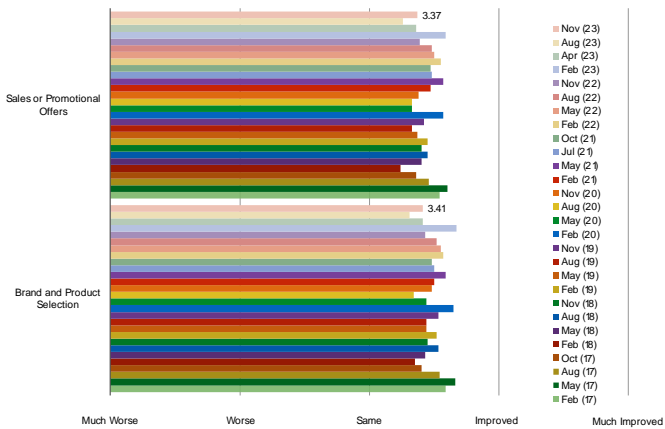
### Macy's



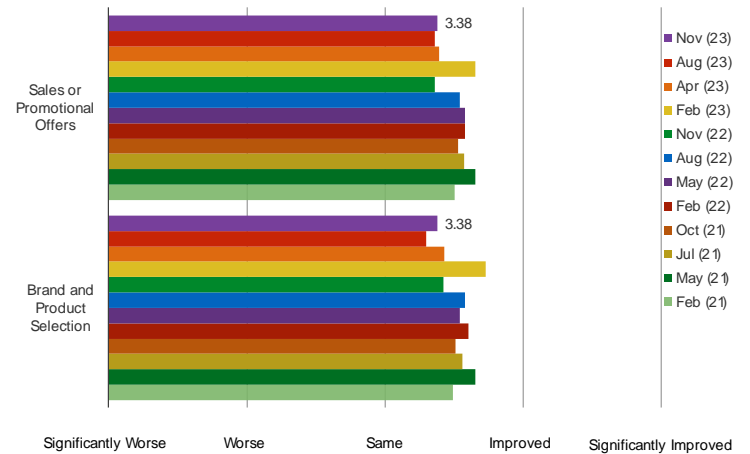
### Kohl's



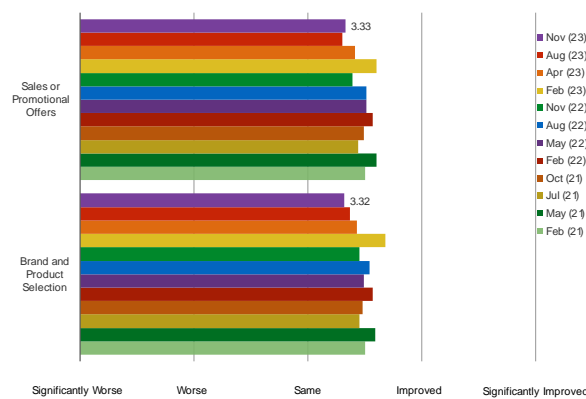
### TJ Maxx



### Burlington



### Ross



## ENGAGEMENT DEEP DIVES

### AMONG ACTIVE CUSTOMERS (PURCHASED IN THE PAST YEAR)

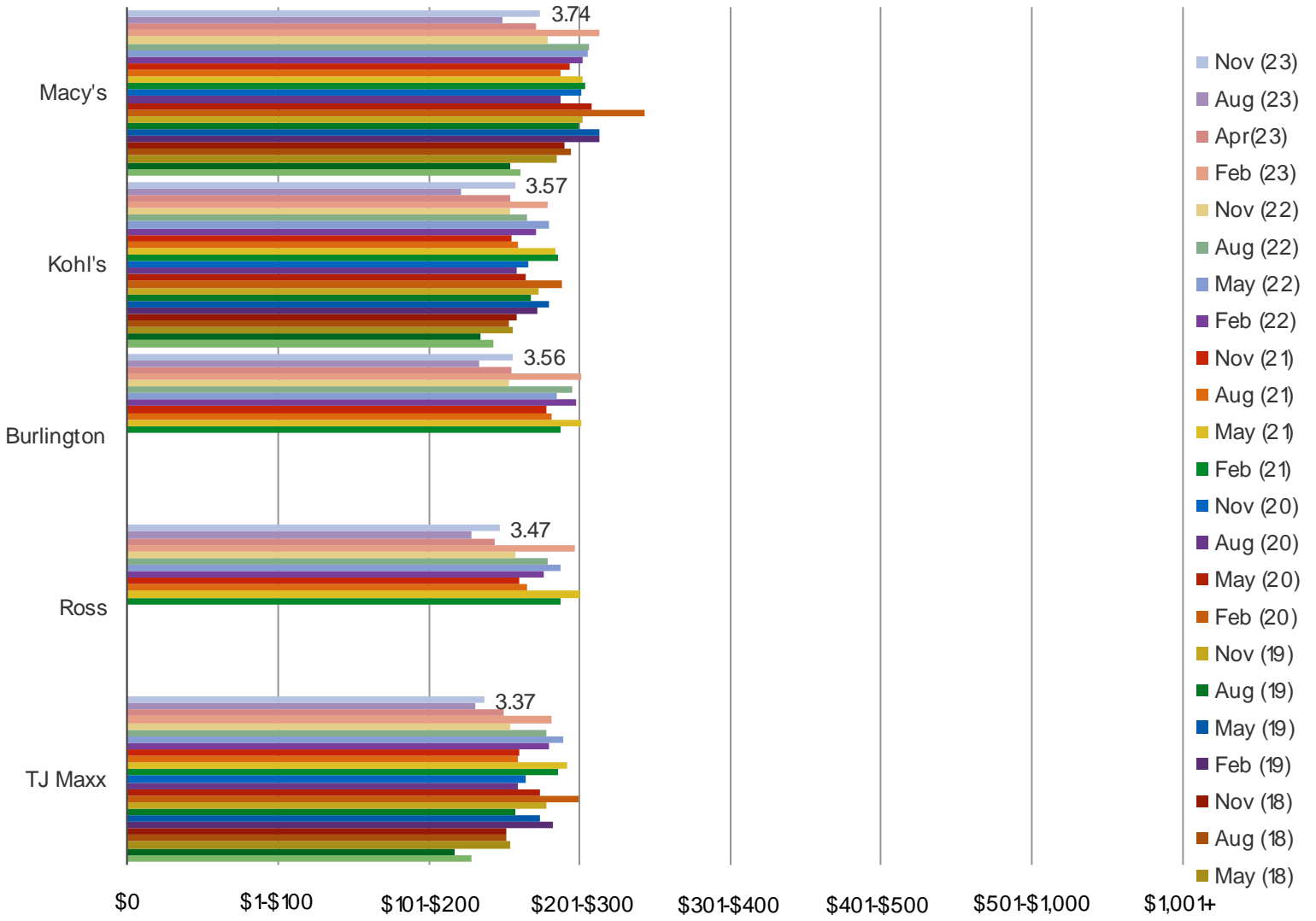


# BESPOKE Surveys

## Department Stores

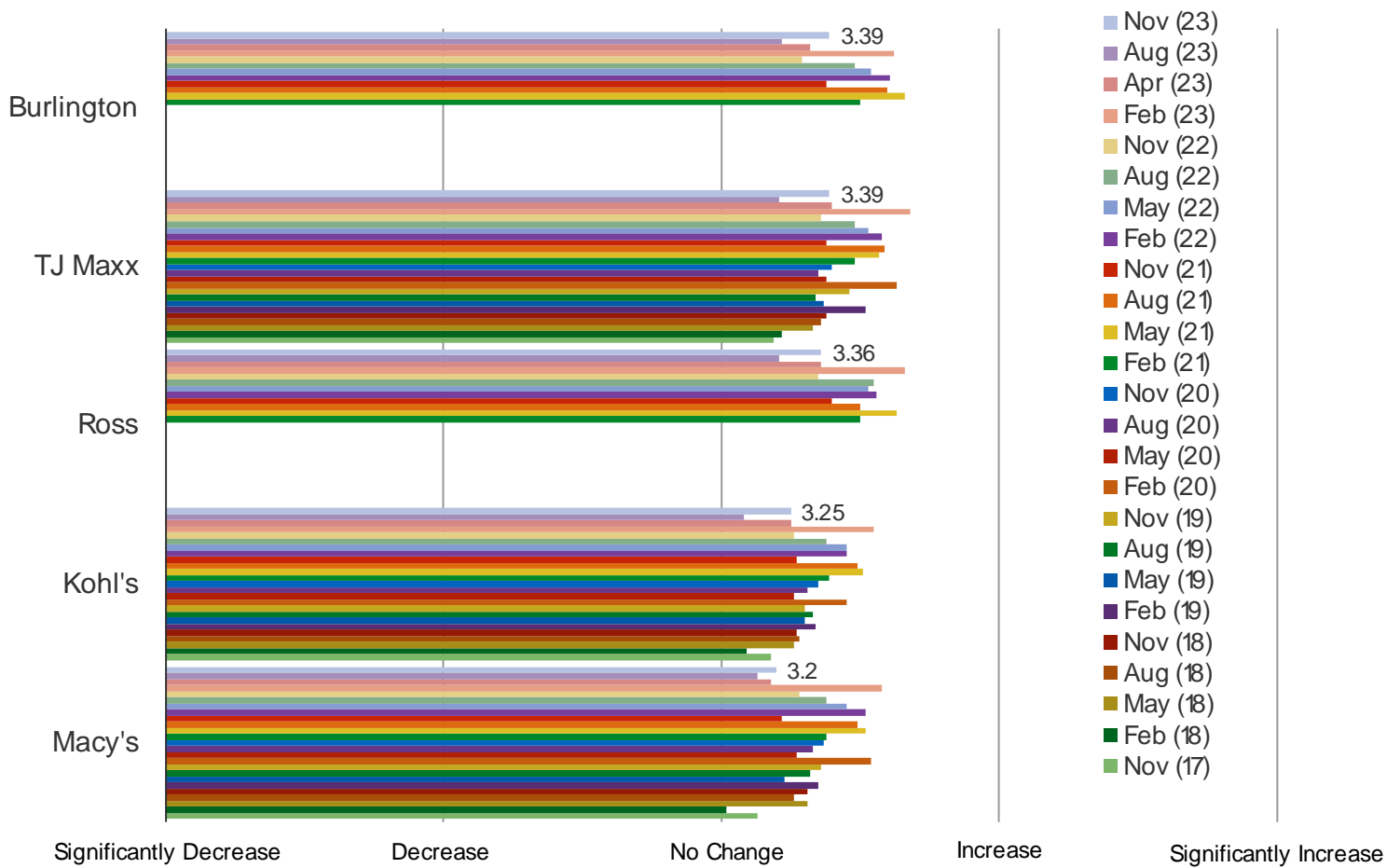
HOW MUCH HAVE YOU SPENT THROUGH \_\_\_\_\_ IN THE PAST SIX MONTHS?

Posed to customers of each department store (bought in past year).



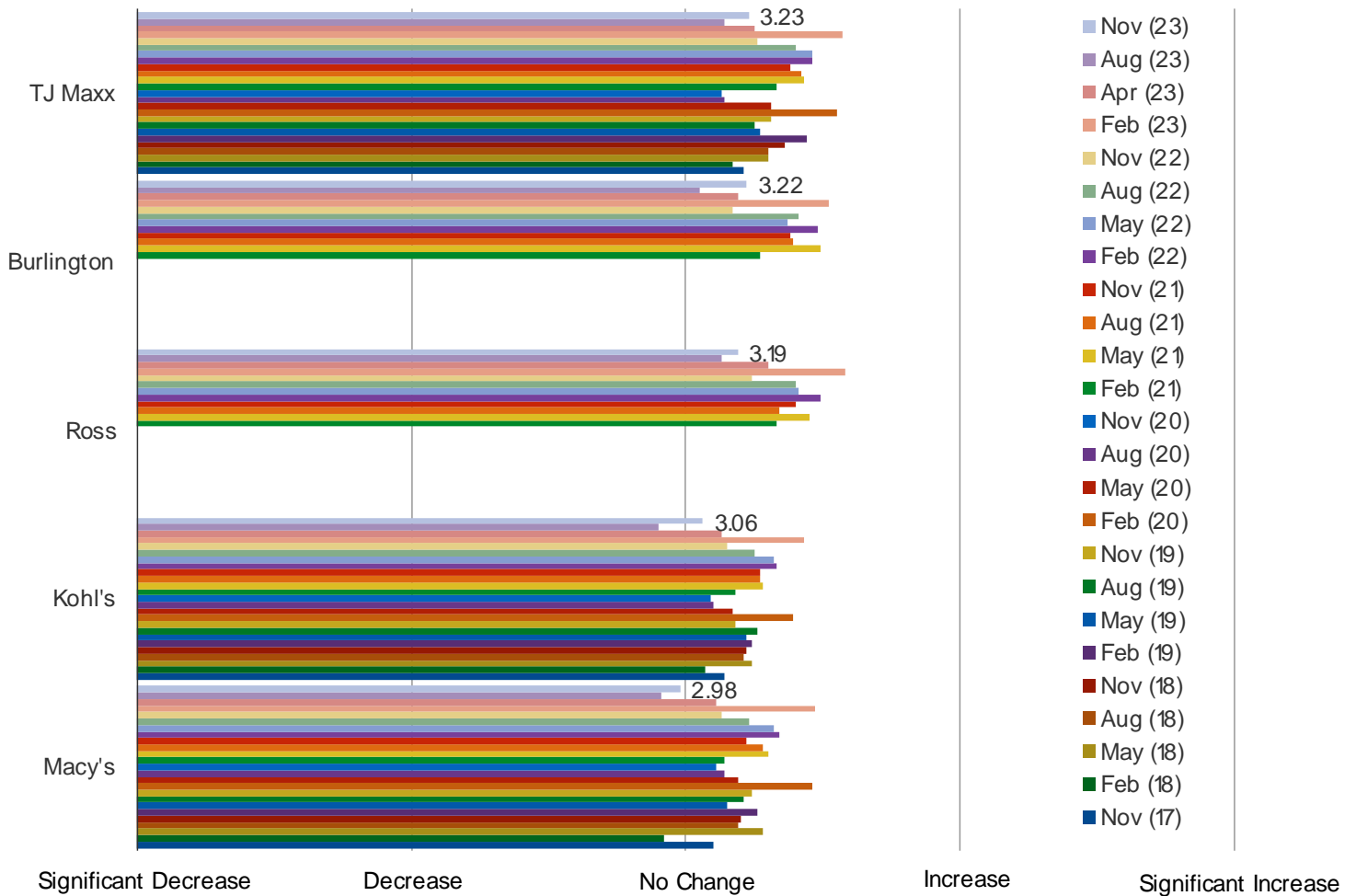
GOING FORWARD, DO YOU EXPECT TO CHANGE HOW MUCH YOU SHOP \_\_\_\_\_?

Posed to customers of each department store (bought in past year).



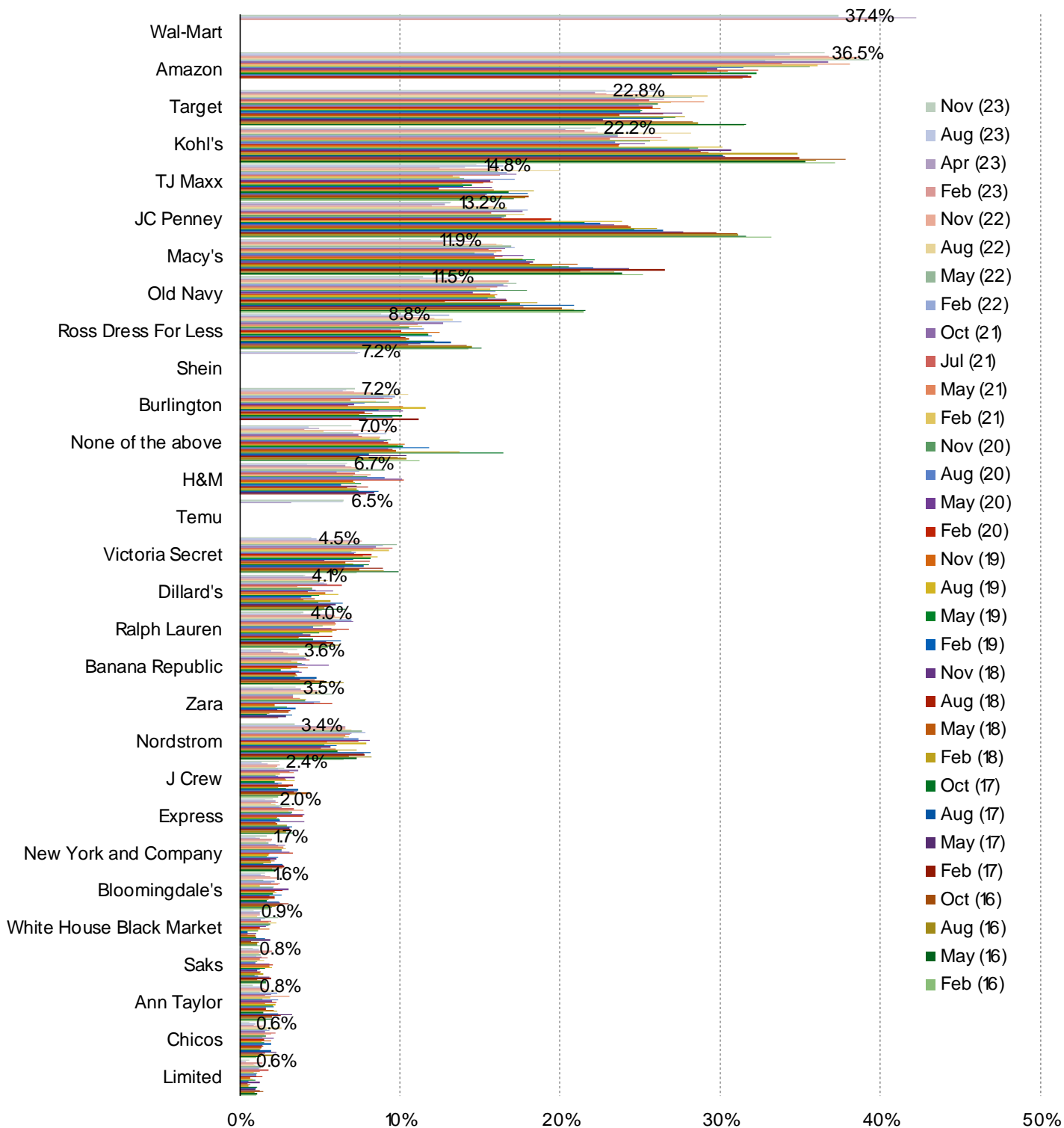
HAS YOUR SHOPPING OF \_\_\_\_\_ CHANGED COMPARED TO A YEAR AGO?

Posed to customers of each department store (bought in past year).



IF YOU WERE SHOPPING FOR CLOTHING FOR YOURSELF TODAY, WHICH WOULD YOU BE MOST LIKELY TO VISIT?

Posed to all consumers.

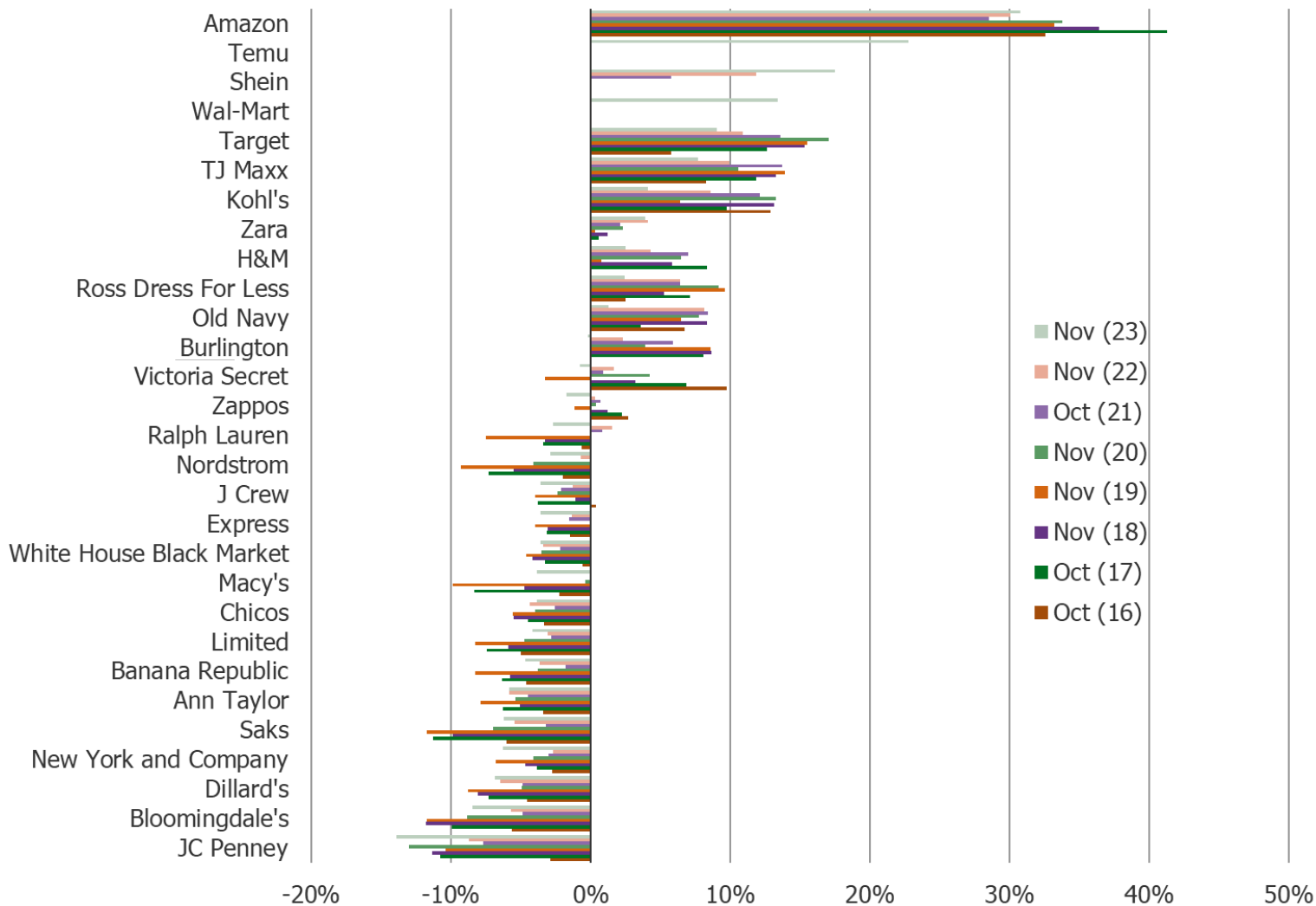


# BESPOKE Surveys

## Department Stores

NET POPULARITY CHANGE - % SAID RETAILER/BRAND IS GAINING POPULARITY MINUS % SAID RETAILER/BRAND IS LOSING POPULARITY

Posed to all consumers.



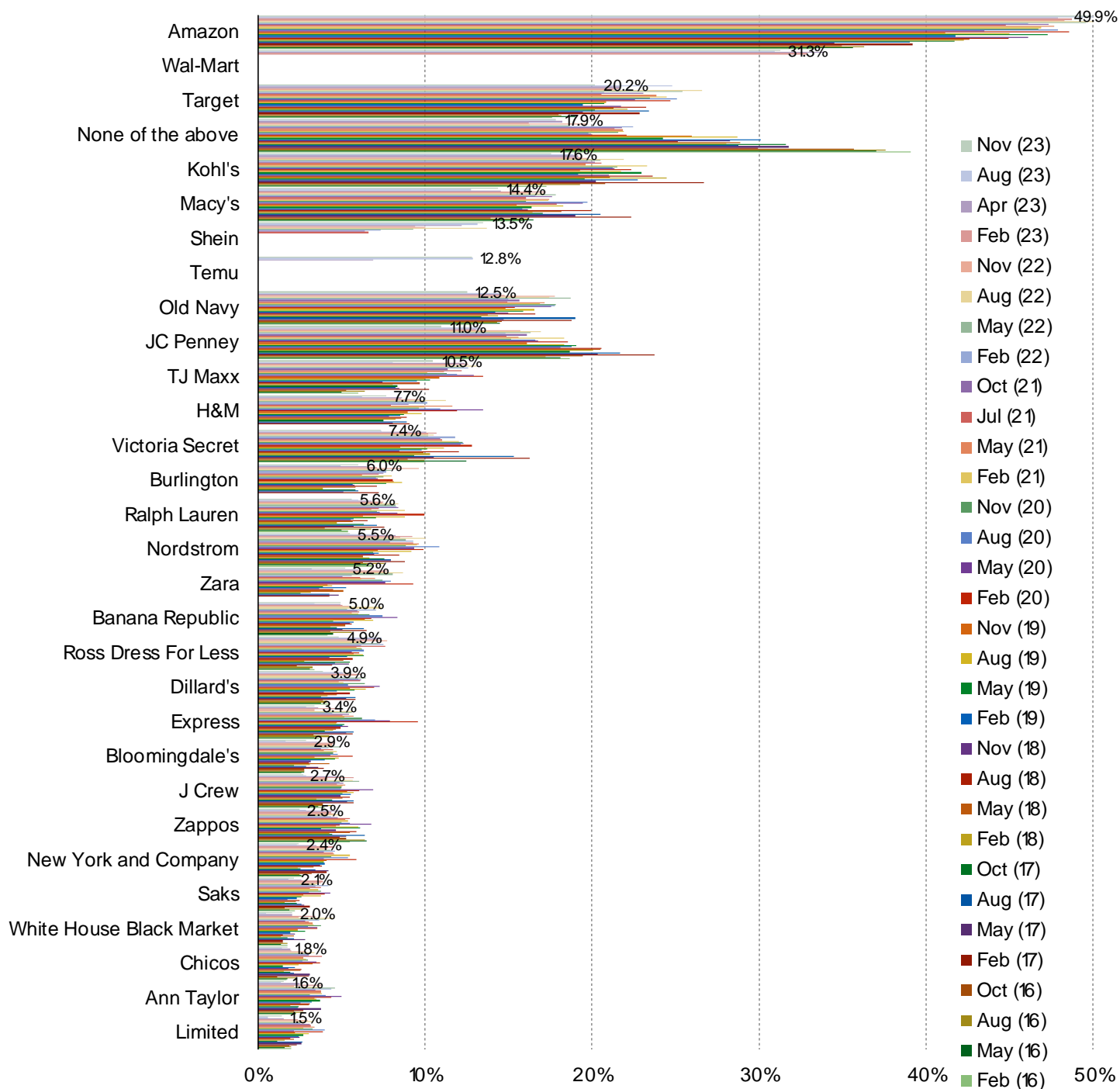
### NET POPULARITY CHANGE - % SAID RETAILER/BRAND IS GAINING POPULARITY MINUS % SAID RETAILER/BRAND IS LOSING POPULARITY

Posed to all consumers.

	Amazon	Temu	Shein	Wal-Mart	Target	TJ Maxx	Kohl's	Zara	H&M	Ross Dress For Less	Old Navy	Burlington	Victoria Secret	Zappos	Ralph Lauren	Nordstrom	J Crew	Express	White House Black Market	Chicos	Macy's	Limited	Banana Republic	Ann Taylor	Saks	New York and Company	Dillard's	Bloomingdale's	JC Penney
Nov (23)	30.8%	22.7%	17.5%	13.4%	9.0%	7.7%	4.1%	3.9%	2.5%	2.4%	1.3%	-0.2%	-0.8%	-1.8%	-2.7%	-2.9%	-3.6%	-3.6%	-3.6%	-3.9%	-3.9%	-4.2%	-4.7%	-5.8%	-6.2%	-6.3%	-6.9%	-8.4%	-13.9%
Aug (23)	30.4%	27.7%	17.3%	12.0%	6.5%	10.9%	3.1%	2.9%	6.2%	8.2%	0.9%	0.4%	-2.6%	-3.2%	-1.9%	-3.6%	-5.8%	-3.2%	-4.5%	-5.6%	-7.0%	-5.0%	-7.8%	-6.6%	-5.7%	-7.0%	-8.0%	-7.2%	-15.1%
Apr (23)	28.2%	11.3%	13.3%	11.0%	11.5%	7.2%	4.4%	4.9%	5.5%	7.5%	5.1%	1.6%	-0.7%	1.0%	-0.6%	1.0%	-2.1%	-2.1%	-2.4%	-4.7%	0.9%	-3.8%	-3.1%	-5.3%	-4.4%	-4.1%	-4.8%	-7.2%	-10.9%
Feb (23)	29.2%		7.6%	14.5%	12.2%	10.0%	8.8%	4.3%	6.3%	6.8%	4.4%	3.2%	0.9%	0.8%	0.3%	-1.4%	-0.8%	-1.1%	-1.2%	-2.0%	1.5%	-3.6%	-1.4%	-3.1%	-3.6%	-1.6%	-3.6%	-4.0%	-8.4%
Nov (22)	30.0%	11.9%	10.9%	9.9%	8.6%	4.1%	4.3%	6.4%	8.2%	2.3%	1.7%	0.3%	1.6%	-0.7%	-1.3%	-1.4%	-3.4%	-4.4%	0.0%	-3.1%	-3.7%	-5.8%	-5.4%	-2.7%	-6.5%	-5.7%	-8.7%		
Aug (22)	35.1%	15.9%	14.6%	15.2%	10.5%	5.8%	7.8%	8.9%	7.7%	3.6%	-0.1%	1.4%	-0.8%	-1.6%	-0.1%	1.0%	-2.6%	-4.0%	0.2%	-4.8%	-1.3%	-3.9%	-6.0%	-2.5%	-4.3%	-7.8%	-11.0%		
May (22)	31.3%	11.3%	13.5%	12.3%	8.4%	6.0%	6.2%	6.3%	6.5%	2.0%	-1.4%	1.3%	-2.2%	-1.0%	-1.9%	-1.8%	-2.4%	-3.0%	-1.8%	-3.7%	-3.8%	-4.1%	-5.4%	-3.9%	-3.6%	-6.1%	-6.7%		
Feb (22)	27.9%	7.5%	12.3%	12.8%	8.3%	3.3%	6.2%	6.5%	7.2%	4.4%	0.5%	1.5%	2.8%	2.5%	-1.5%	-1.1%	-2.5%	-3.4%	-0.9%	-3.6%	-2.4%	-4.2%	-3.5%	-2.5%	-6.0%	-4.5%	-8.4%		
Oct (21)	28.5%	5.8%	13.6%	13.7%	12.1%	2.1%	7.0%	6.4%	8.4%	5.9%	0.9%	0.7%	0.8%	-0.1%	-2.1%	-1.6%	-2.2%	-2.5%	-0.1%	-2.8%	-1.8%	-4.5%	-3.2%	-3.0%	-4.9%	-4.9%	-7.7%		
Jul (21)	27.6%	6.1%	10.2%	10.4%	8.9%	2.2%	4.4%	7.3%	7.0%	3.6%	-0.4%	0.8%	0.2%	-2.0%	-0.8%	0.3%	-3.1%	-3.8%	-4.3%	-4.0%	-2.2%	-4.7%	-5.4%	-2.4%	-3.9%	-7.5%	-10.6%		
May (21)	31.0%		15.1%	10.7%	10.0%	4.0%	7.2%	3.6%	7.5%	3.1%	1.2%	1.2%	-0.8%	-1.4%	-2.6%	-2.6%	-3.7%	-4.6%	-3.6%	-5.2%	-3.9%	-4.6%	-6.0%	-4.2%	-6.1%	-7.2%	-12.0%		
Feb (21)	32.4%		15.2%	9.2%	11.8%	2.2%	6.3%	7.0%	6.6%	2.8%	2.1%	2.2%	-0.8%	-1.7%	-2.8%	-1.2%	-1.8%	-3.5%	-1.8%	-5.3%	-4.7%	-4.6%	-6.2%	-4.0%	-5.8%	-7.6%	-12.6%		
Nov (20)	33.8%		17.0%	10.6%	13.3%	2.3%	6.5%	9.2%	7.8%	3.9%	4.3%	0.4%	-0.1%	-4.1%	-2.4%	0.1%	-3.5%	-4.0%	-0.4%	-4.8%	-3.8%	-5.4%	-7.0%	-4.1%	-4.9%	-8.8%	-13.0%		
Aug (20)	31.5%		14.9%	11.5%	9.4%	3.0%	6.8%	7.9%	6.5%	4.6%	0.8%	1.7%	0.2%	-1.8%	-3.5%	0.1%	-4.4%	-3.7%	-3.8%	-3.9%	-3.1%	-8.0%	-6.5%	-4.0%	-6.0%	-7.5%	-13.3%		
May (20)	35.0%		17.0%	13.9%	8.8%	3.2%	5.4%	6.1%	5.0%	3.6%	-3.2%	0.9%	-3.5%	-6.4%	-2.7%	-5.3%	-3.3%	-5.5%	-7.6%	-5.8%	-3.4%	-7.3%	-9.9%	-4.4%	-8.4%	-12.0%	-10.8%		
Feb (20)	41.3%		21.5%	18.1%	11.7%	3.2%	8.5%	8.1%	5.6%	8.2%	1.2%	1.7%	-0.6%	-2.0%	-2.9%	-0.4%	-3.8%	-5.7%	-6.1%	-7.0%	-5.5%	-5.5%	-9.0%	-2.8%	-6.7%	-9.6%	-7.4%		
Nov (19)	33.2%		15.5%	13.9%	6.4%	0.3%	0.8%	9.6%	6.4%	8.6%	-3.3%	-1.2%	-7.5%	-9.3%	-4.0%	-4.0%	-4.7%	-5.6%	-9.9%	-8.3%	-8.3%	-7.9%	-11.7%	-6.8%	-8.8%	-11.7%	-10.4%		
Aug (19)	39.0%		16.1%	15.1%	15.2%	1.0%	6.5%	9.7%	7.1%	10.4%	0.7%	2.0%	-3.9%	-6.7%	-2.2%	-4.5%	-5.1%	-4.5%	-4.1%	-6.7%	-5.7%	-8.1%	-11.6%	-6.0%	-6.9%	-10.8%	-7.6%		
May (19)	38.6%		16.0%	14.6%	14.6%	-0.2%	6.9%	10.4%	8.7%	7.8%	0.9%	1.8%	-2.6%	-4.8%	-2.2%	-1.9%	-4.8%	-4.9%	-3.5%	-4.6%	-6.7%	-5.2%	-10.7%	-4.9%	-6.1%	-10.2%	-9.1%		
Feb (19)	33.3%		14.0%	14.7%	13.5%	2.5%	7.0%	9.1%	5.7%	6.4%	5.8%	0.4%	-3.9%	-5.7%	-3.9%	-4.3%	-2.7%	-3.5%	-5.7%	-5.3%	-4.3%	-6.0%	-11.6%	-5.4%	-9.6%	-12.7%	-8.7%		
Nov (18)	36.4%		15.3%	13.3%	13.1%	1.2%	5.8%	5.3%	8.3%	8.6%	3.2%	1.2%	-3.3%	-5.5%	-1.1%	-3.1%	-4.2%	-5.5%	-4.7%	-5.9%	-5.8%	-5.1%	-9.9%	-4.7%	-8.1%	-11.8%	-11.3%		
Aug (18)	40.9%		14.5%	12.3%	9.8%	-0.3%	6.0%	9.1%	8.7%	5.4%	5.2%	1.0%	-4.3%	-8.5%	-2.3%	-2.0%	-4.2%	-5.1%	-9.7%	-8.1%	-6.6%	-5.6%	-12.2%	-5.9%	-11.9%	-13.8%	-11.3%		
May (18)	41.0%		11.3%	15.1%	12.2%	1.6%	4.7%	8.2%	4.5%	9.0%	2.9%	2.1%	-3.1%	-5.4%	-1.4%	-2.0%	-3.2%	-2.4%	-7.7%	-5.6%	-3.3%	-7.0%	-9.8%	-5.7%	-7.2%	-11.2%	-11.0%		
Feb (18)	45.2%		16.2%	14.3%	12.1%	-0.5%	1.9%	4.9%	2.4%	5.6%	5.4%	0.2%	-7.7%	-9.3%	-4.7%	-5.9%	-4.2%	-7.9%	-13.7%	-10.2%	-11.8%	-9.3%	-12.7%	-8.6%	-12.1%	-15.7%	-15.9%		
Oct (17)	41.3%		12.6%	11.8%	9.7%	0.5%	8.3%	7.1%	3.6%	8.0%	6.9%	2.2%	-3.4%	-7.3%	-3.8%	-3.2%	-3.3%	-4.5%	-8.4%	-7.4%	-6.3%	-6.3%	-11.3%	-3.9%	-7.3%	-10.0%	-10.7%		
Aug (17)	40.3%		16.2%	16.4%	15.2%	-0.9%	9.9%	8.7%	9.5%	6.5%	12.5%	-0.4%	-2.2%	-6.1%	-2.3%	-6.3%	-6.9%	-7.1%	-8.7%	-9.0%	-6.2%	-8.4%	-13.2%	-7.2%	-7.8%	-14.7%	-10.9%		
May (17)	34.8%		9.0%	12.0%	11.8%	-0.2%	6.0%	4.9%	4.6%	6.7%	5.3%	2.7%	-4.3%	-6.5%	-2.7%	-4.8%	-4.8%	-4.2%	-11.4%	-9.2%	-7.7%	-7.3%	-10.4%	-5.7%	-8.9%	-13.1%	-9.4%		
Feb (17)	34.7%		13.8%	16.6%	16.4%	-1.3%	8.2%	7.0%	9.2%	9.8%	14.3%	2.3%	-1.6%	-5.2%	-2.2%	-2.0%	-2.9%	-3.9%	-7.0%	-7.6%	-3.6%	-5.5%	-10.2%	-4.4%	-5.5%	-9.5%	-2.5%		
Oct (16)	32.6%		5.8%	8.2%	12.9%	0.0%	0.0%	2.5%	6.7%	0.0%	9.7%	2.7%	-0.6%	-2.0%	0.4%	-1.5%	-0.6%	-3.3%	-2.3%	-5.0%	-4.7%	-3.4%	-6.0%	-2.8%	-4.5%	-5.7%	-2.9%		
Aug (16)	33.1%		9.5%	9.9%	16.6%			6.7%	12.7%		10.5%	4.8%	1.0%	-1.0%	-0.8%	-0.3%	-1.1%	-3.9%	5.0%	-3.2%	-0.8%	-3.8%	-6.3%	-0.9%	-4.6%	-6.1%	-0.7%		
May (16)	33.6%		8.9%	10.8%	12.0%			4.5%	10.2%		13.9%	4.5%	1.0%	0.6%	-1.1%	-1.4%	-2.3%	-4.4%	4.7%	-4.9%	-2.8%	-4.1%	-5.7%	-3.4%	-4.7%	-6.3%	-1.3%		
Feb (16)	32.4%		11.4%	9.8%	12.8%			4.6%	8.4%		12.1%	5.1%		0.4%	-1.2%	-0.7%	-1.6%	-3.6%	5.4%	-2.8%	-2.2%	-3.7%	-3.5%	-2.0%	-2.5%	-6.1%	-2.0%		

I SHOP FOR CLOTHES OR ACCESSORIES FOR MYSELF ONLINE AT THE FOLLOWING...

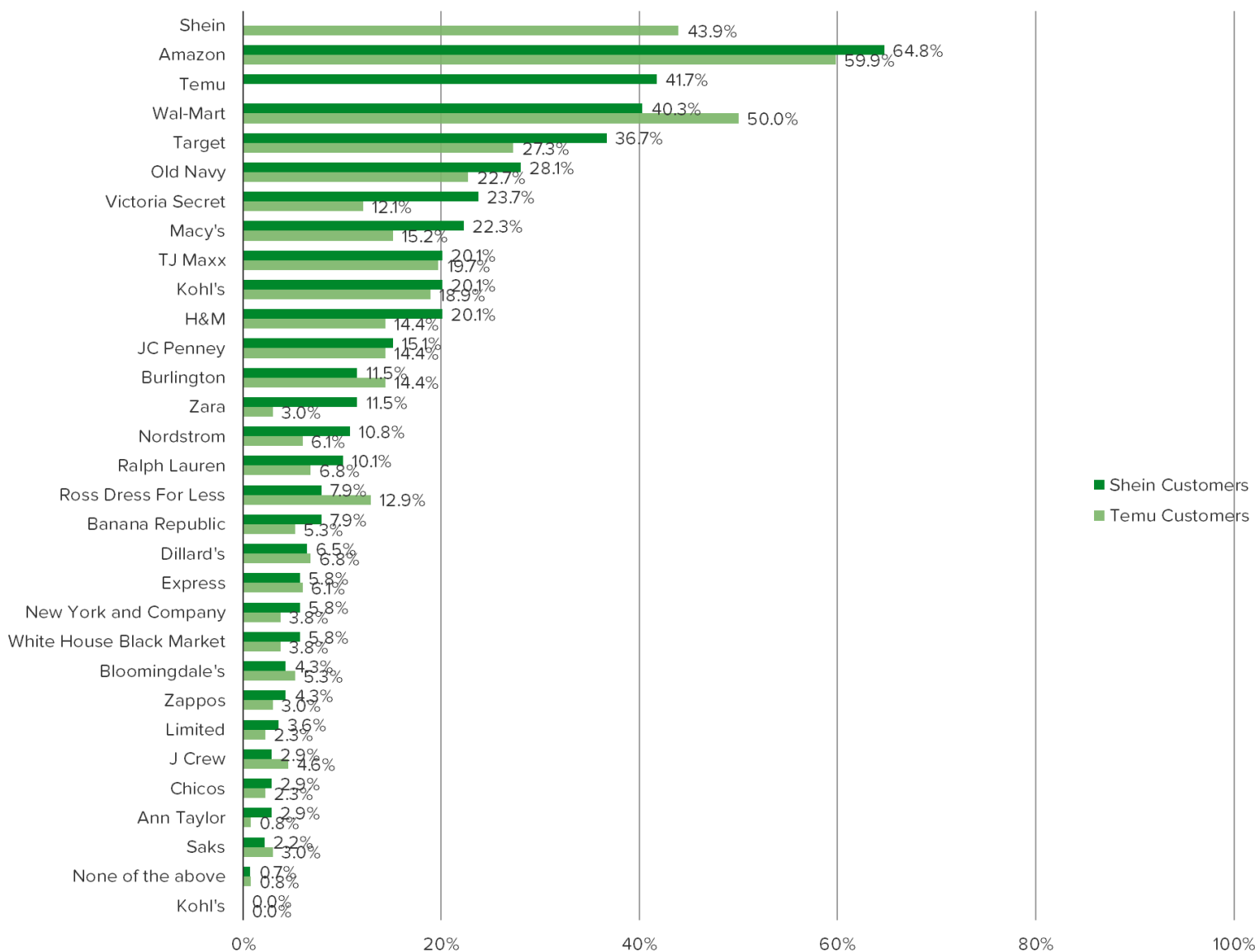
Posed to all consumers.



I SHOP FOR CLOTHES OR ACCESSORIES FOR MYSELF ONLINE AT THE FOLLOWING...

Focusing on Temu and Shein customers...

November 2023

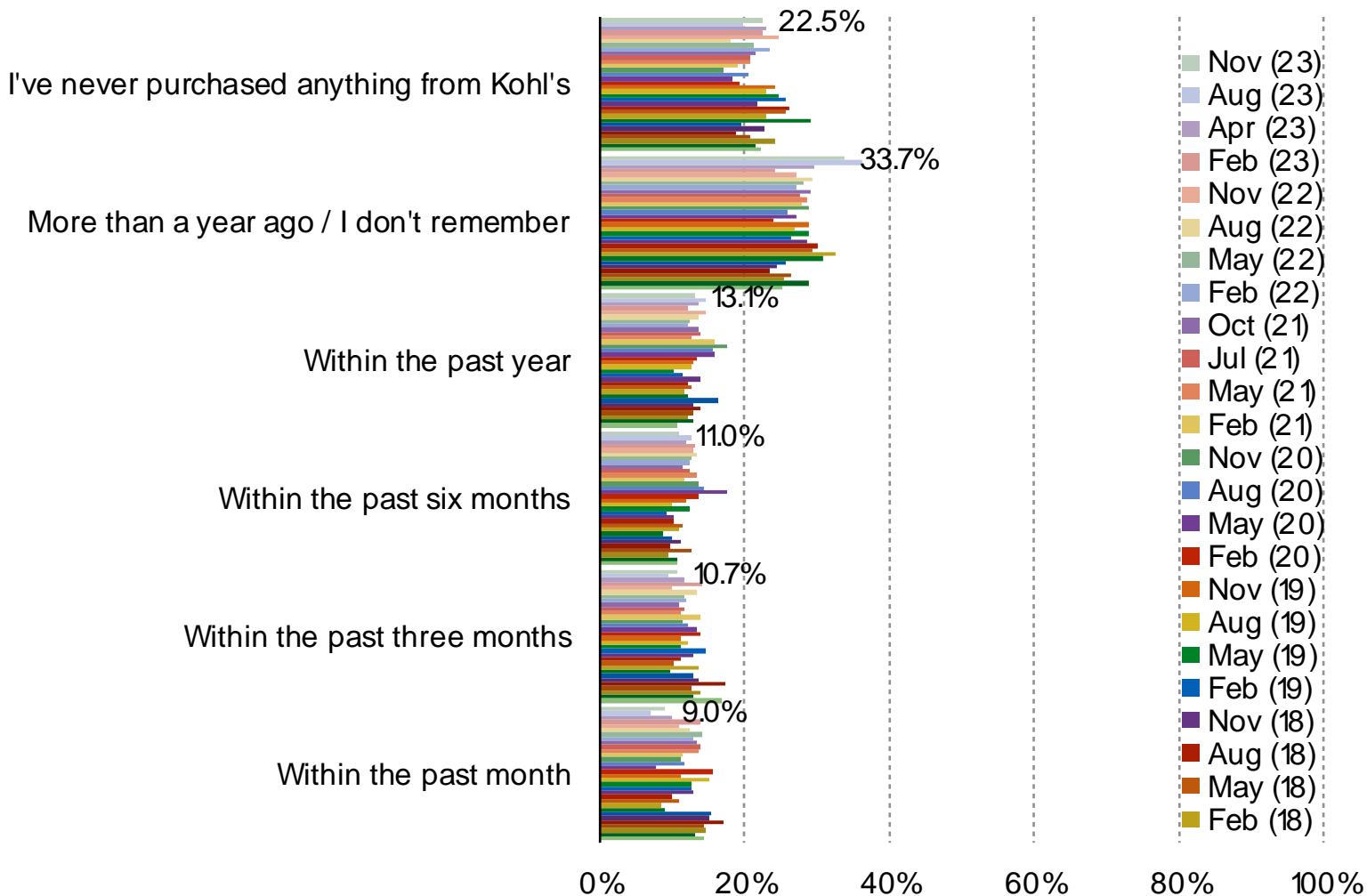




## DEPARTMENT STORE DEEP DIVES: KOHL'S

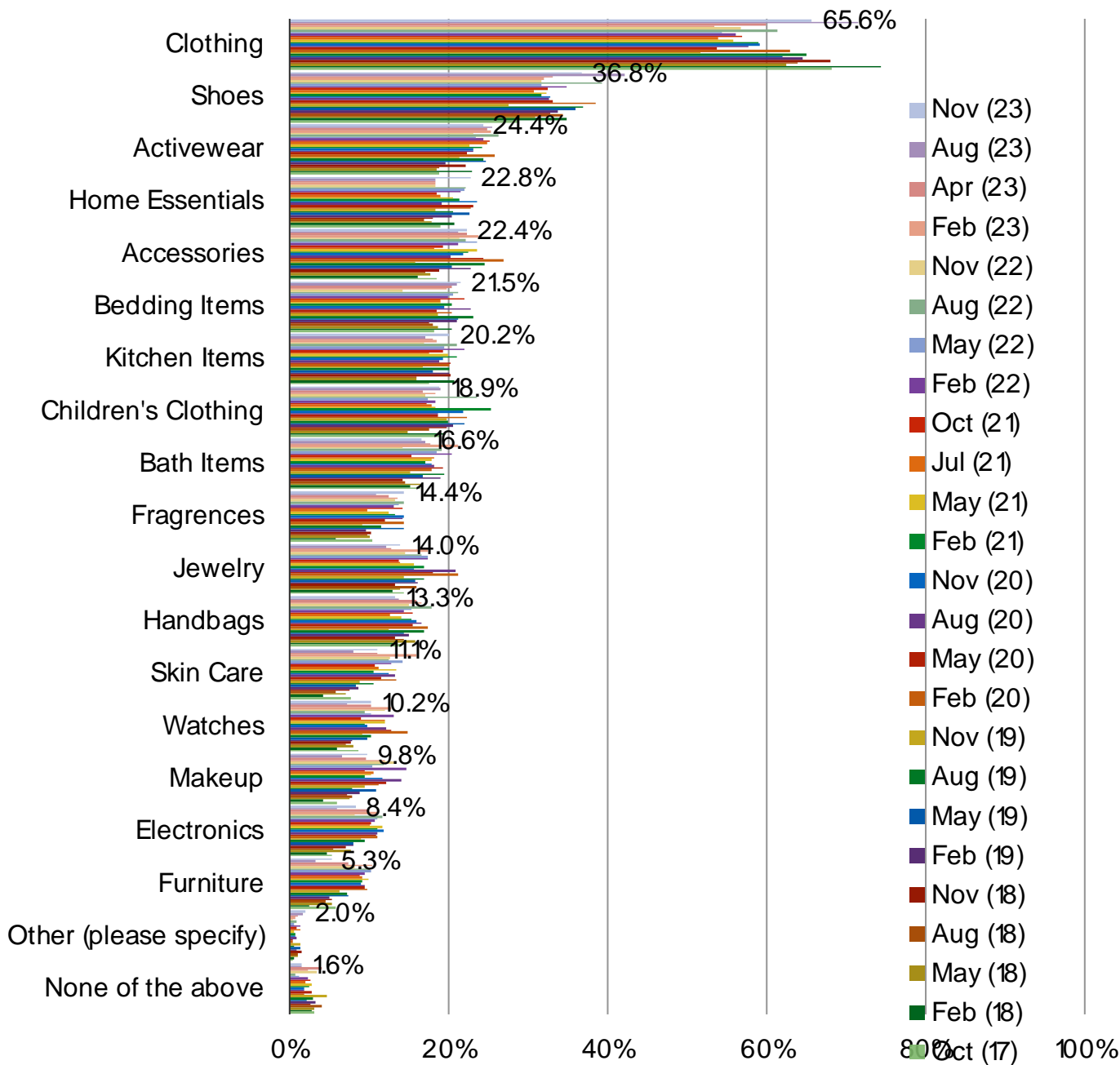
WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM KOHL'S?

Posed to all consumers.



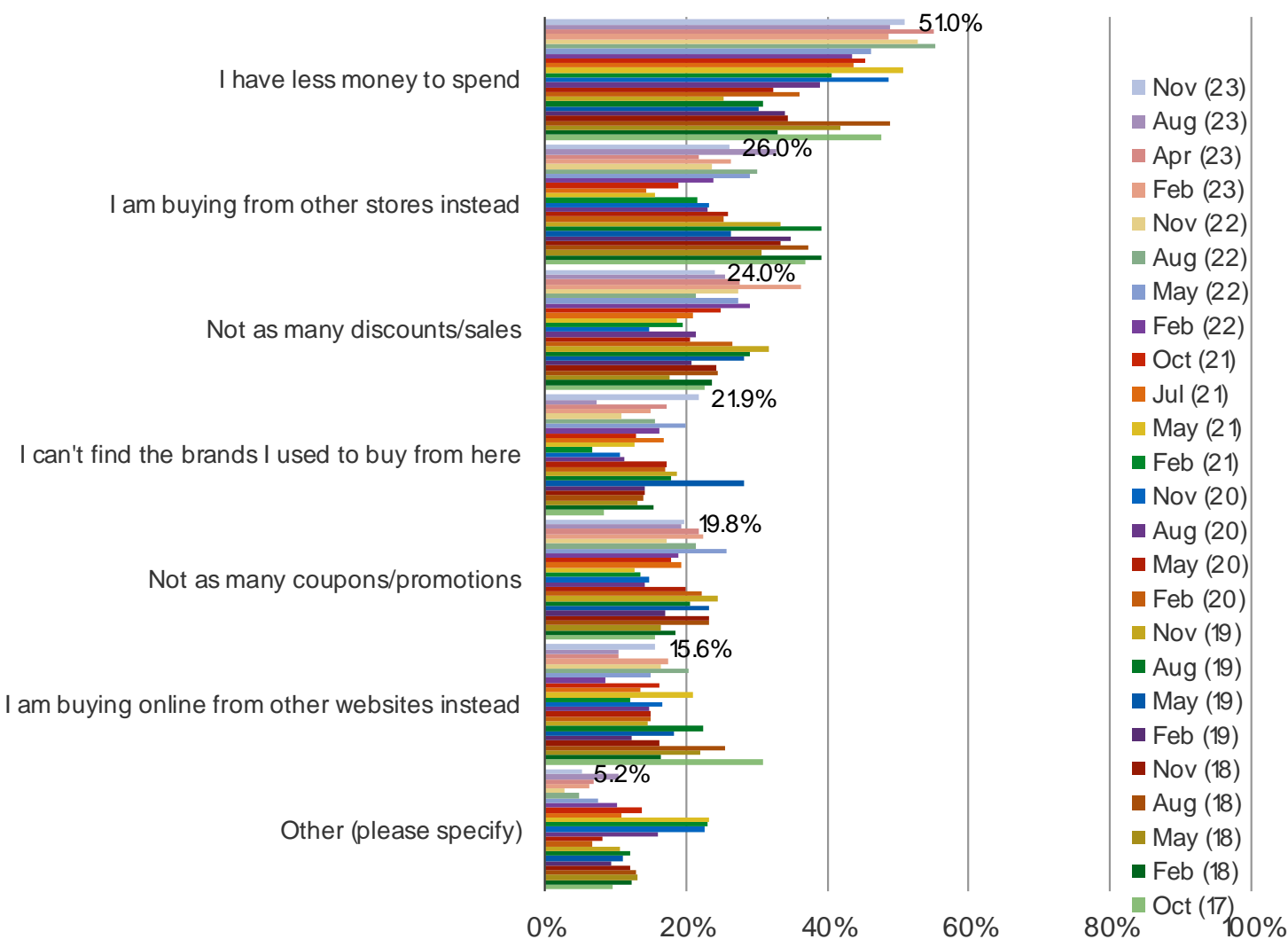
WHAT TYPE OF ITEMS DO YOU TYPICALLY BUY FROM KOHL'S?

Posed to all consumers who purchased from Kohl's in the past year.



**RESPONDENTS WHO SAID THEY HAVE BEEN SHOPPING KOHL'S LESS: WHY?**

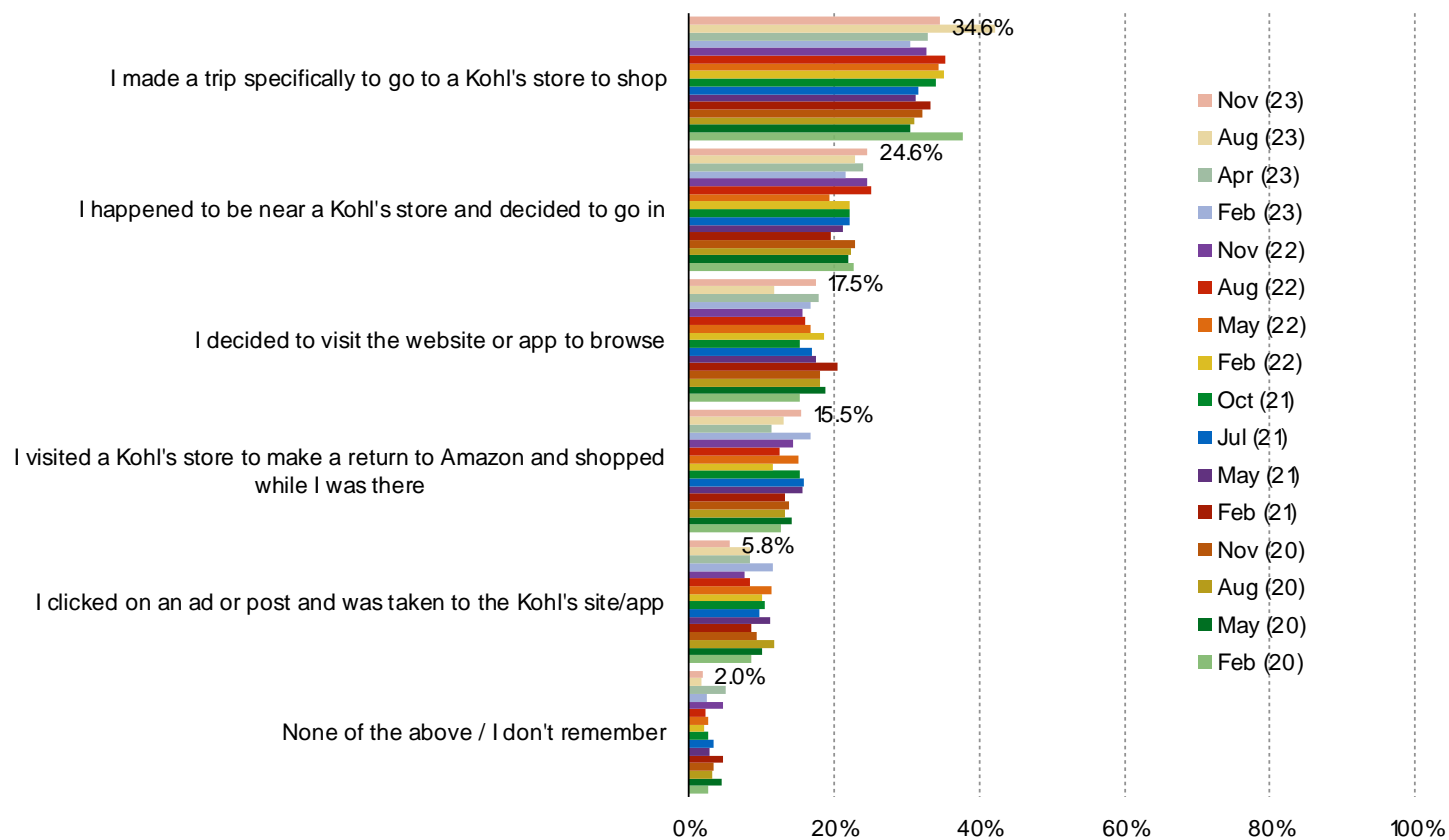
Posed to all consumers who purchased from Kohl's in the past year, but said they are shopping it less compared to a year ago.



## KOHL'S AND AMAZON RETURNS

WHICH OF THE FOLLOWING BEST DESCRIBE WHY YOU SHOPPED KOHL'S?

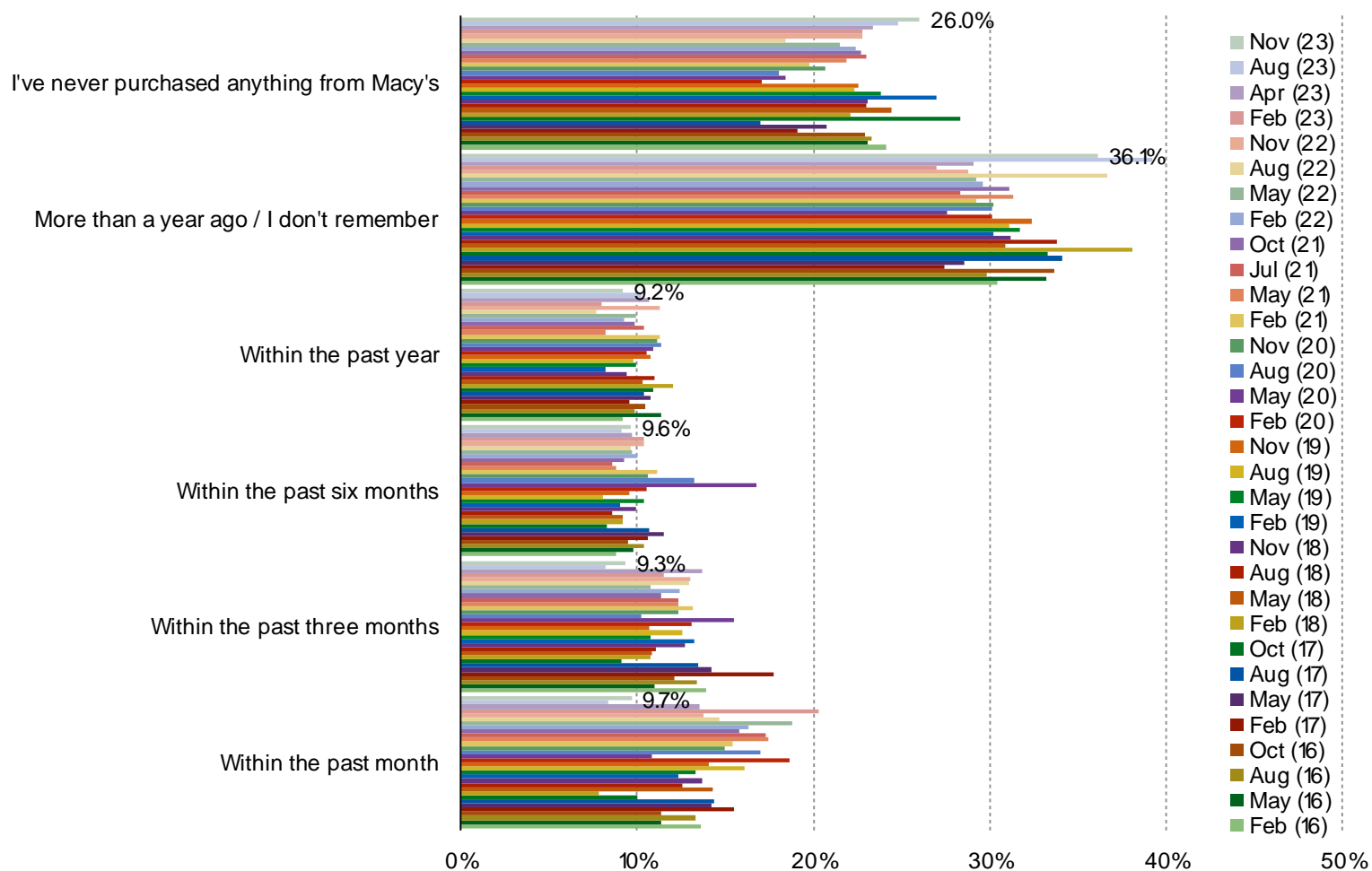
Posed respondents who shopped Kohl's in the past three months



## DEPARTMENT STORES DEEP DIVE: MACY'S

**WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM MACY'S?**

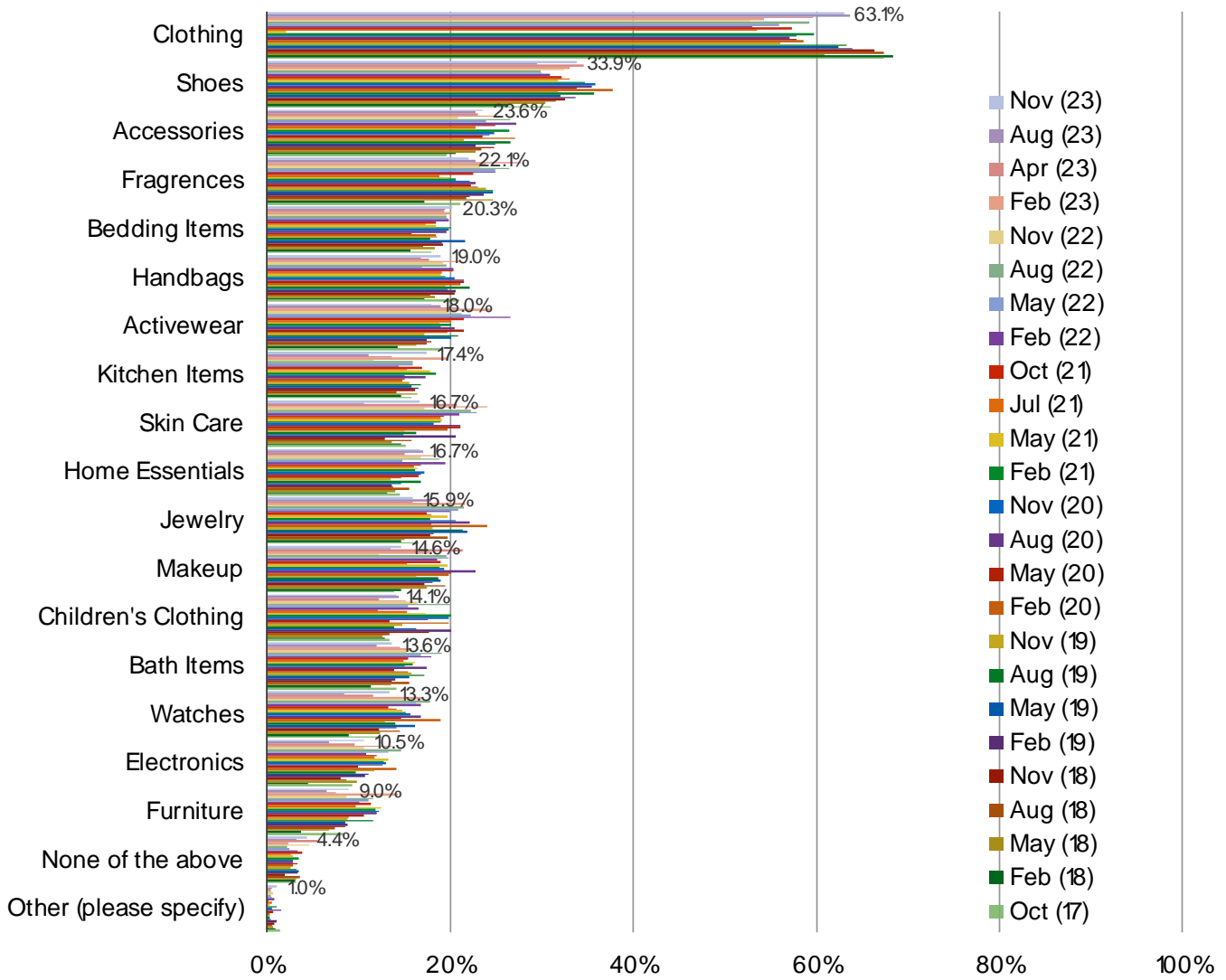
Posed to all consumers.





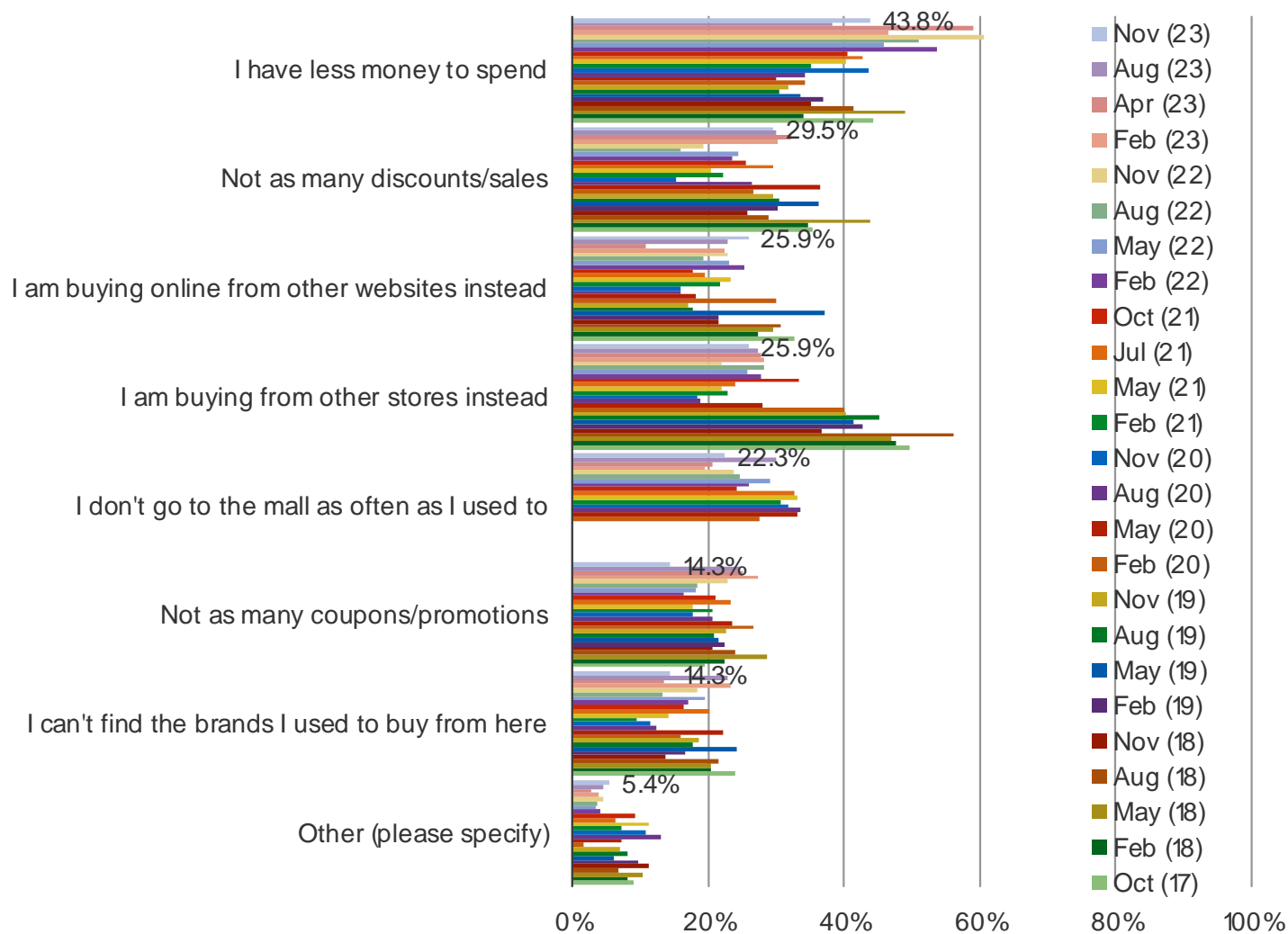
WHAT TYPE OF ITEMS DO YOU TYPICALLY BUY FROM MACY'S?

Posed to all consumers who purchased from Macy's in the past year.



**RESPONDENTS WHO SAID THEY HAVE BEEN SHOPPING MACY'S LESS: WHY?**

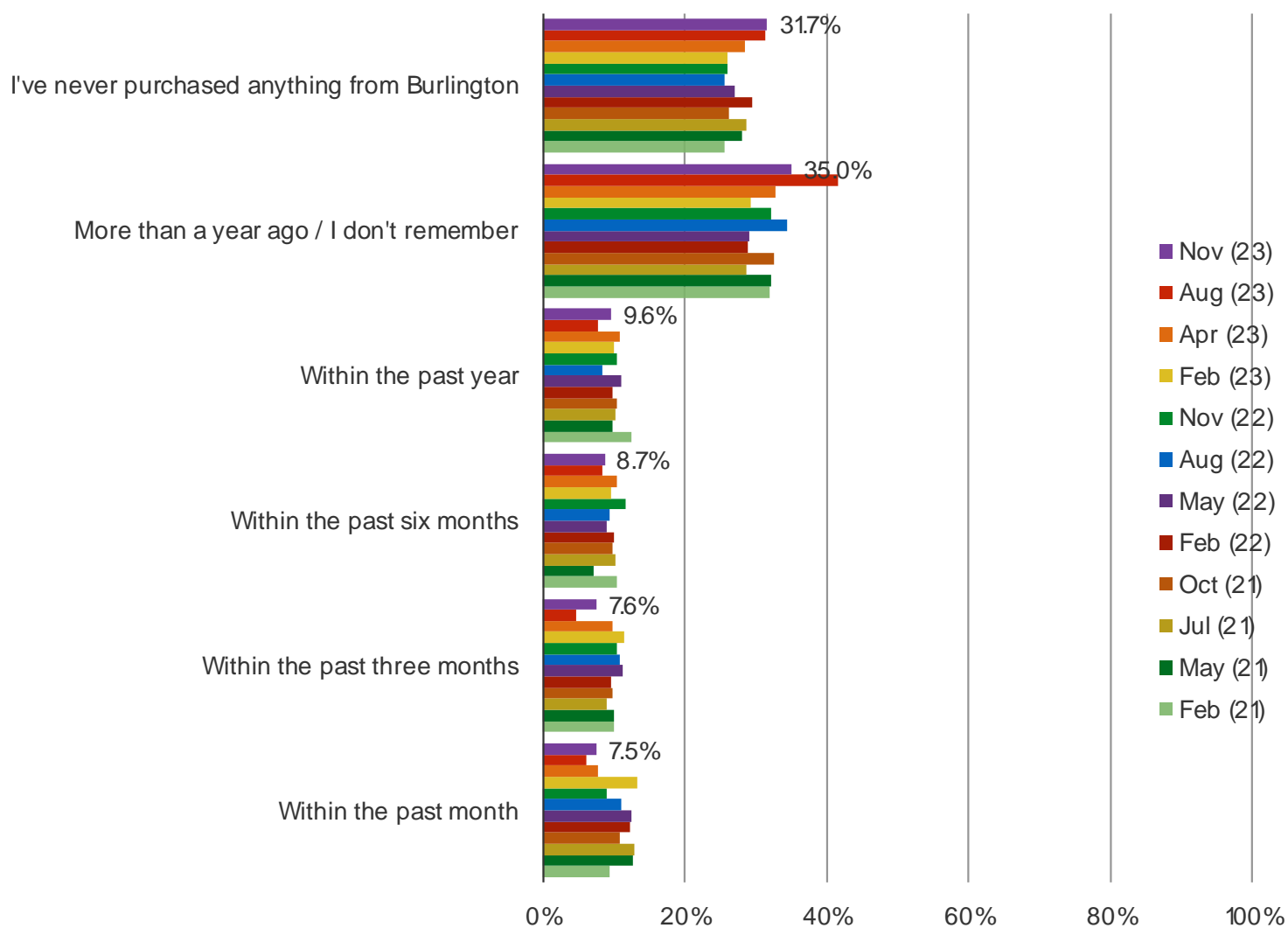
Posed to all consumers who purchased from Macy's in the past year, but said they are shopping it less compared to a year ago.



## DEPARTMENT STORES DEEP DIVES: BURLINGTON

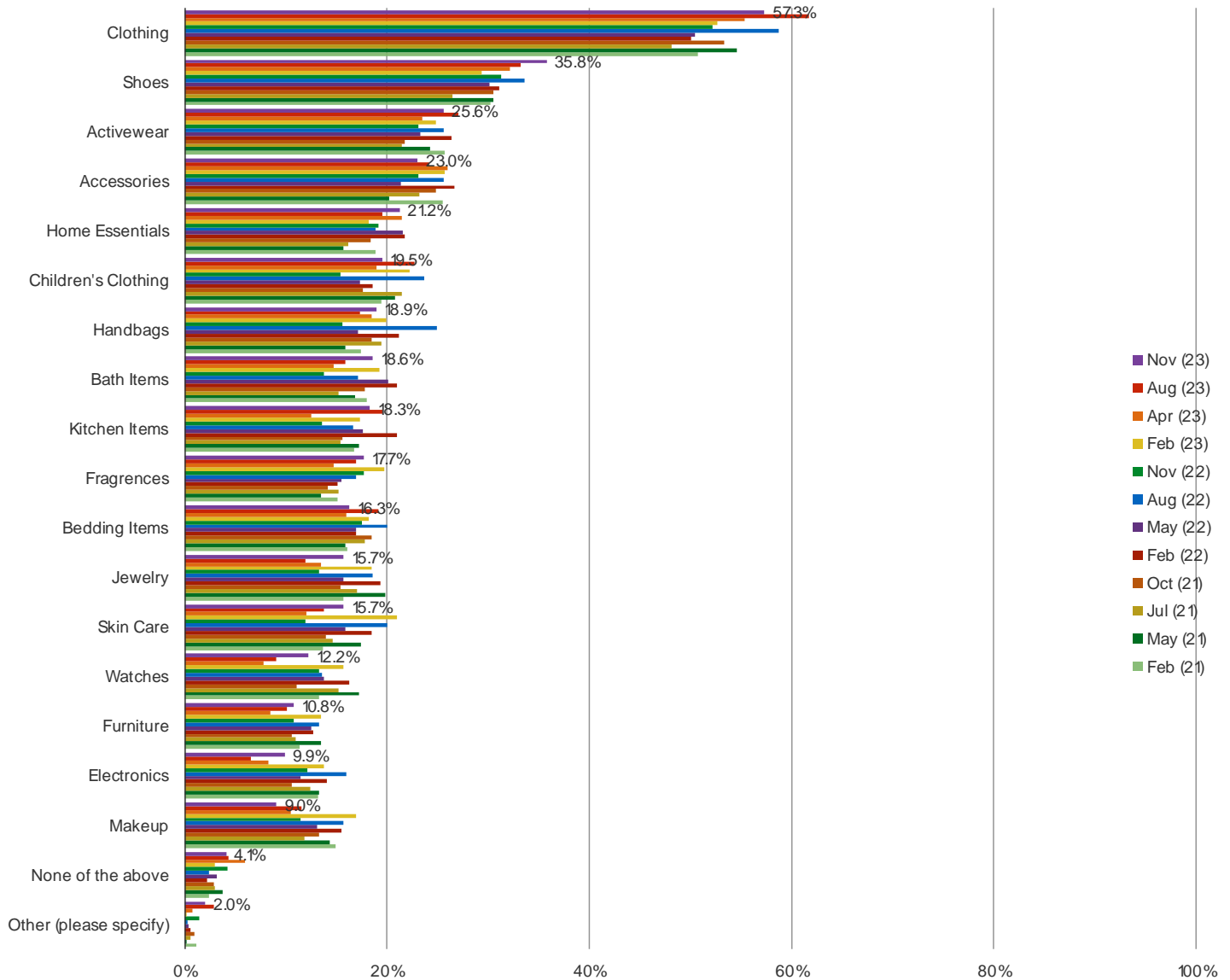
**WHEN IS THE LAST TIME THAT YOU BOUGHT CLOTHING OR ACCESSORIES FOR YOURSELF FROM BURLINGTON?**

Posed to all consumers.



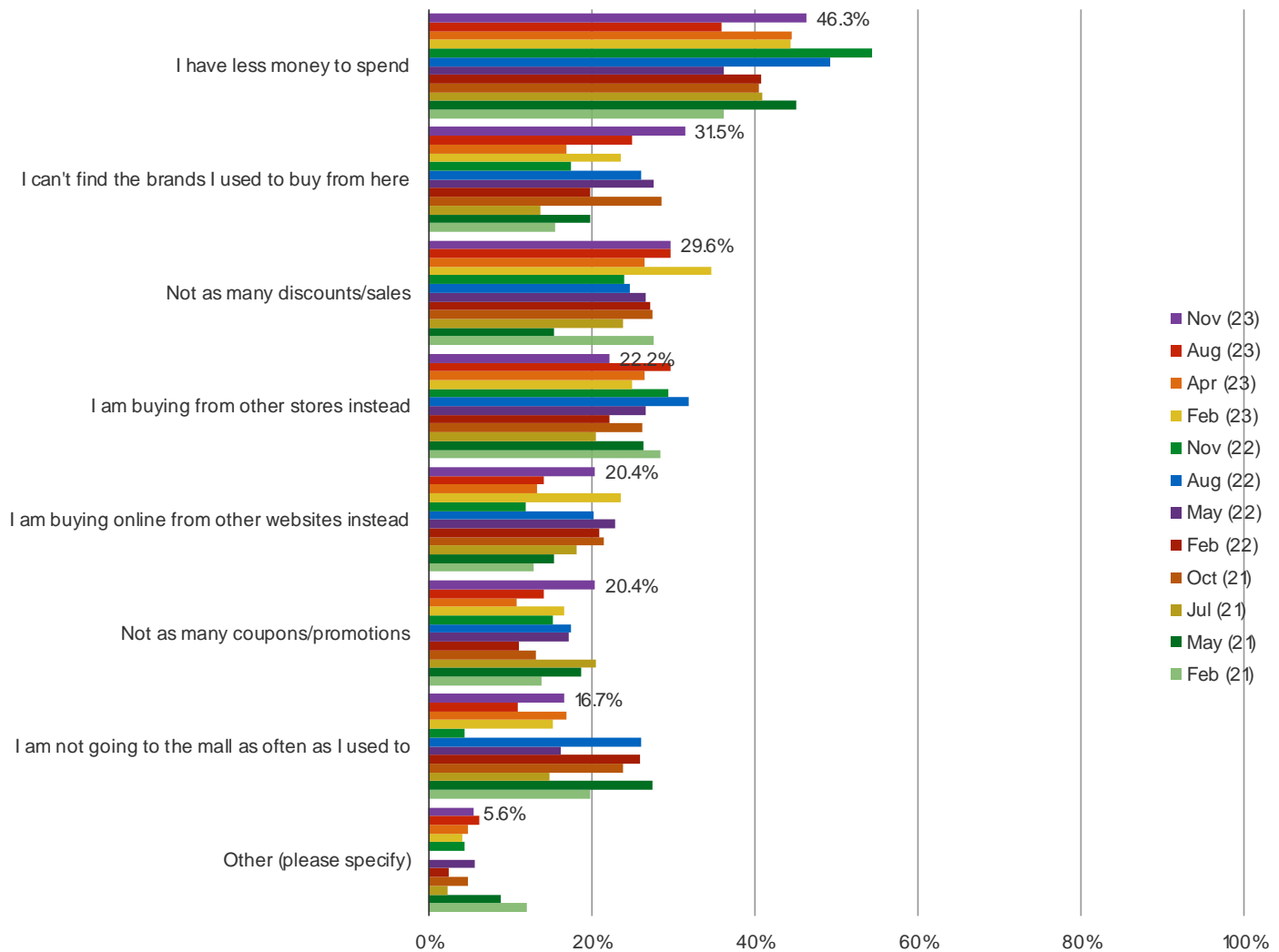
WHAT TYPES OF ITEMS DO YOU TYPICALLY BUY FROM BURLINGTON?

Posed to all consumers who purchased from Burlington in the past year.



**RESPONDENTS WHO SAID THEY HAVE BEEN SHOPPING BURLINGTON LESS: WHY?**

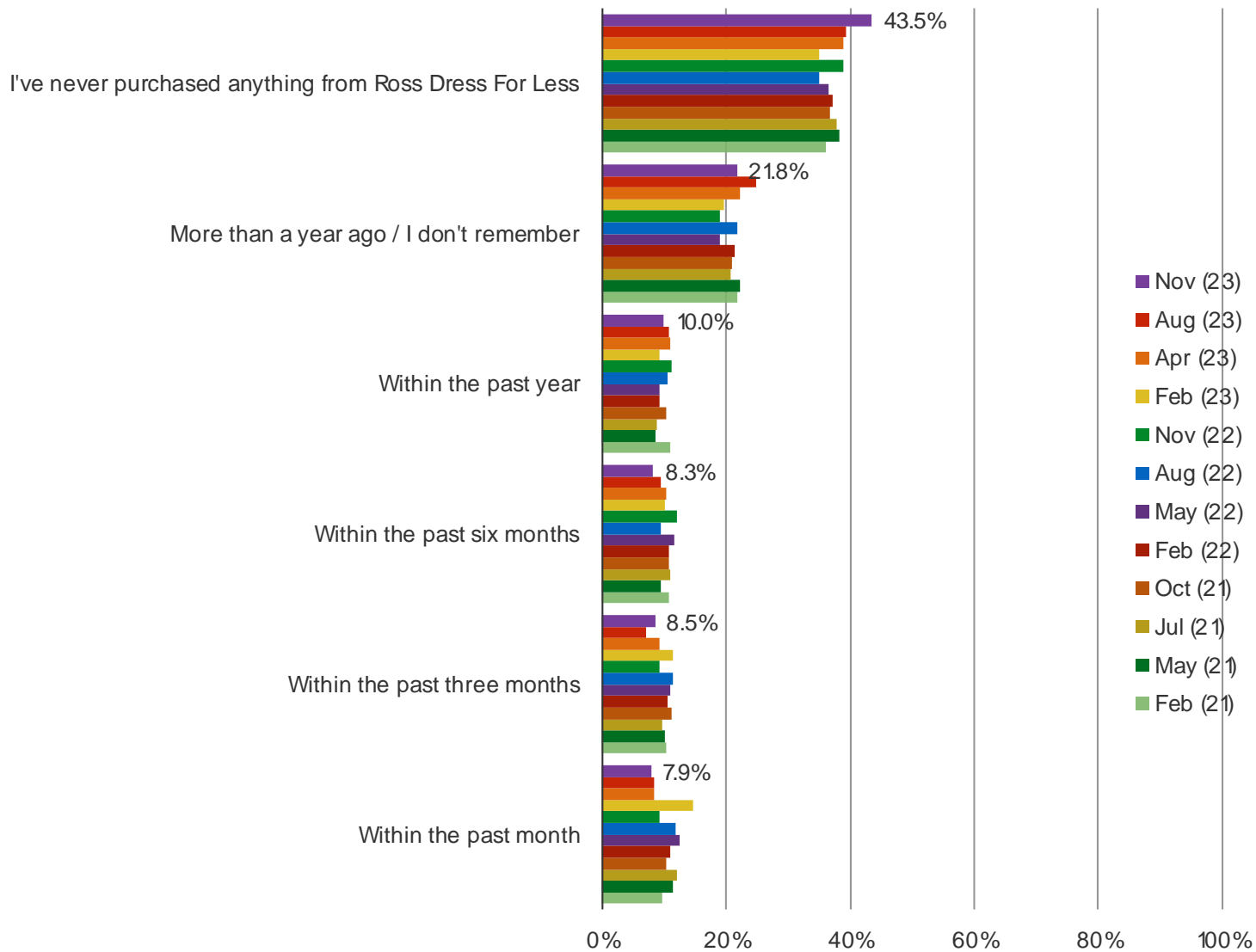
Posed to all consumers who purchased from Burlington in the past year, but said they are shopping it less compared to a year ago.



## DEPARTMENT STORES DEEP DIVES: ROSS

WHEN IS THE LAST TIME THAT YOU BOUGHT CLOTHING OR ACCESSORIES FOR YOURSELF FROM ROSS DRESS FOR LESS?

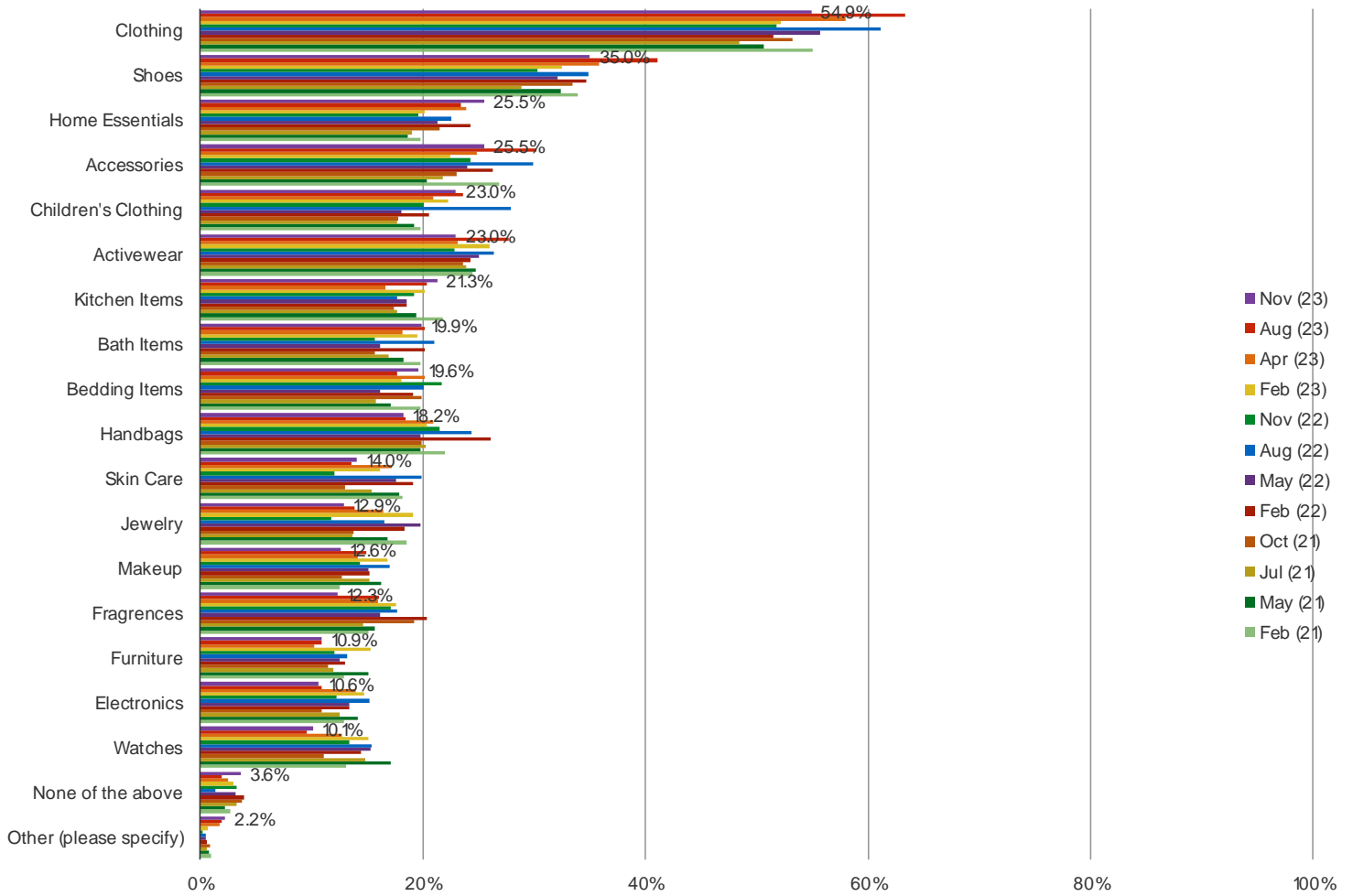
Posed to all consumers.





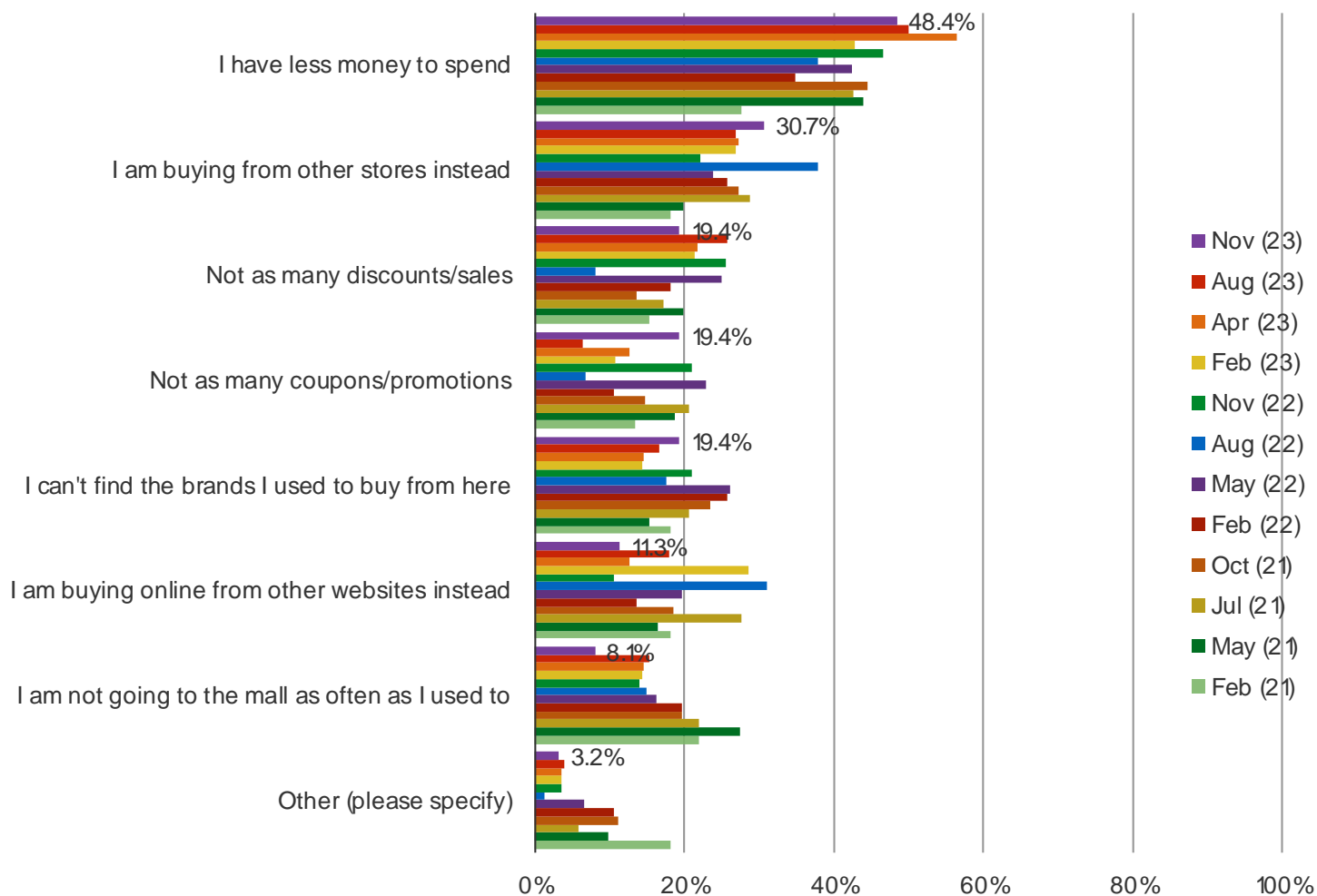
WHAT TYPES OF ITEMS DO YOU TYPICALLY BUY FROM ROSS DRESS FOR LESS?

Posed to all consumers who purchased from Ross in the past year.



**RESPONDENTS WHO SAID THEY HAVE BEEN SHOPPING ROSS LESS: WHY?**

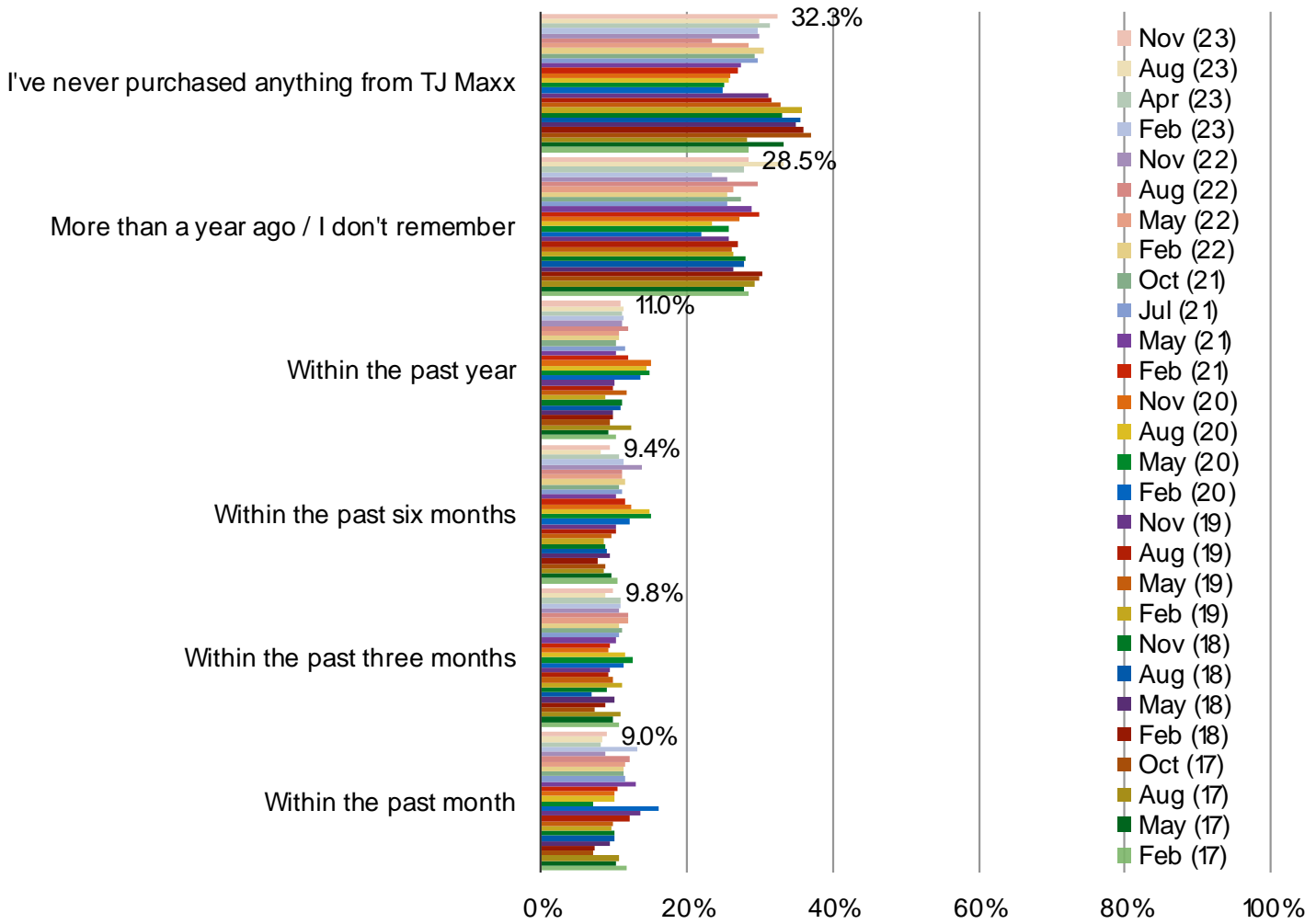
Posed to all consumers who purchased from Ross in the past year, but said they are shopping it less compared to a year ago.



## DEPARTMENT STORES DEEP DIVES: TJ MAXX

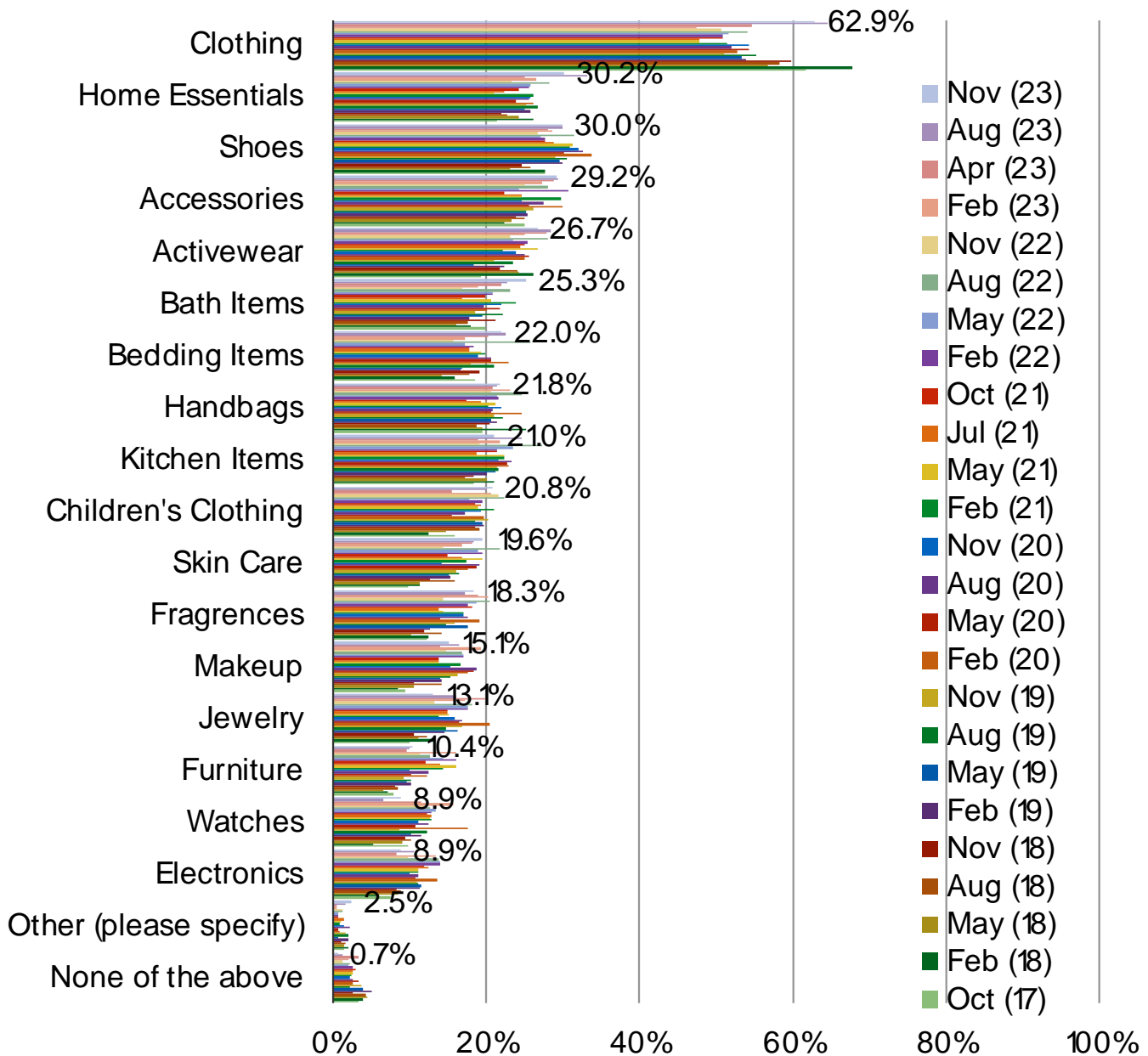
WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM TJ MAXX?

Posed to all consumers.



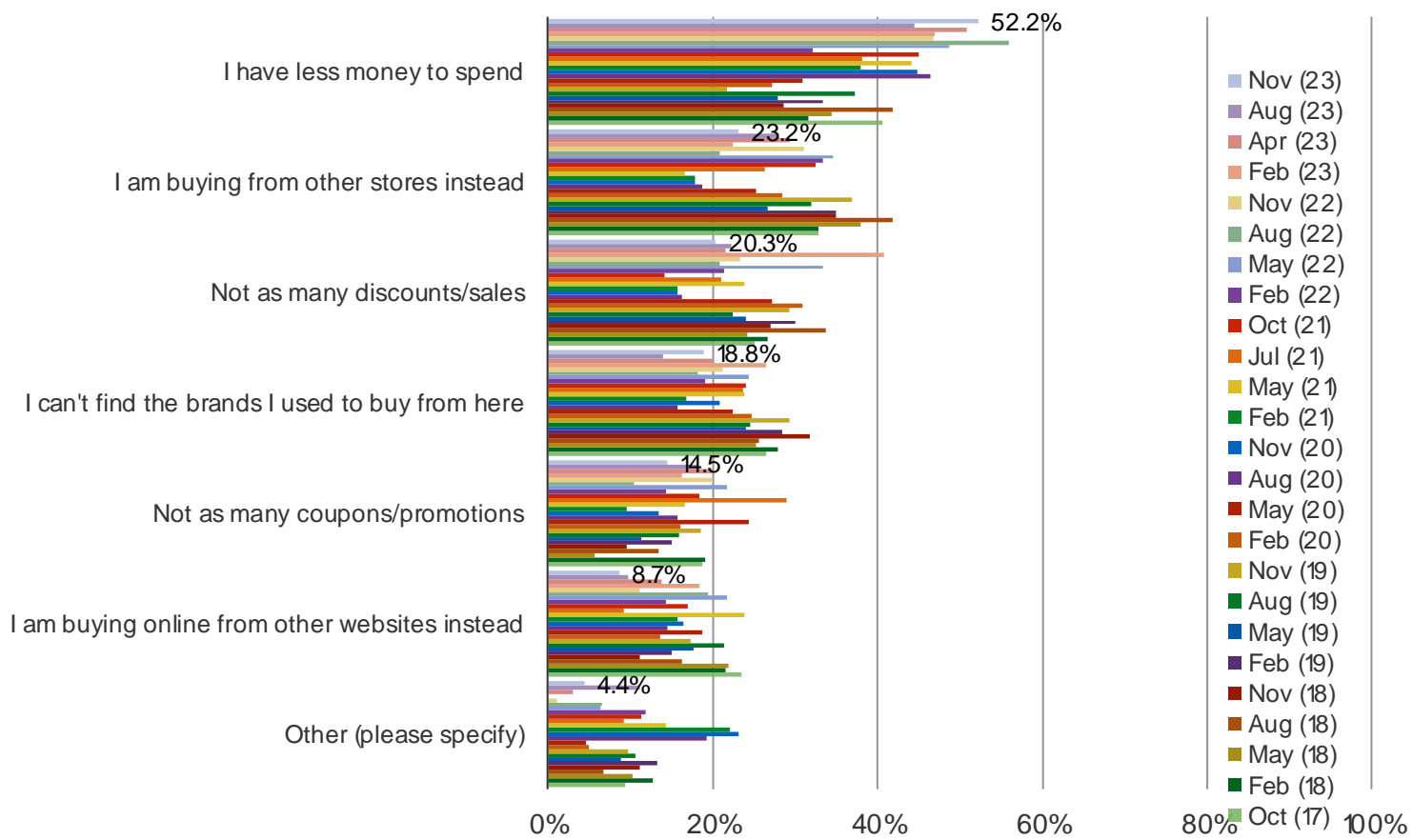
WHAT TYPE OF ITEMS DO YOU TYPICALLY BUY FROM TJ MAXX?

Posed to all consumers who purchased from TJ Maxx in the past year.



**RESPONDENTS WHO SAID THEY HAVE BEEN SHOPPING TJ MAXX LESS: WHY?**

Posed to all consumers who purchased from TJ Maxx in the past year, but said they are shopping it less compared to a year ago.

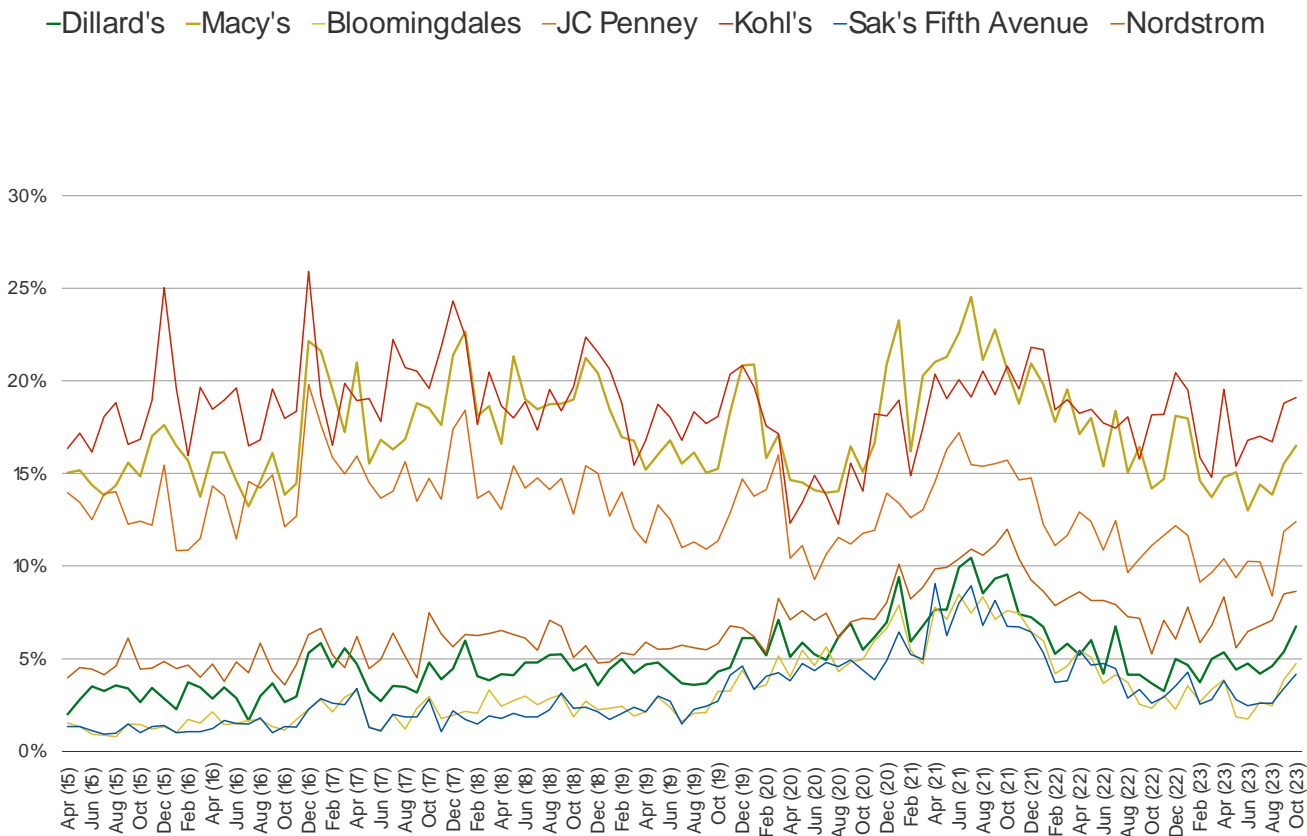


## MONTHLY TRAFFIC TRACKERS

AMONG ALL RESPONDENTS, BALANCED TO US CENSUS

**HAVE YOU PURCHASED FROM ANY OF THE FOLLOWING IN THE PAST MONTH (EITHER IN-STORES OR ONLINE)?**

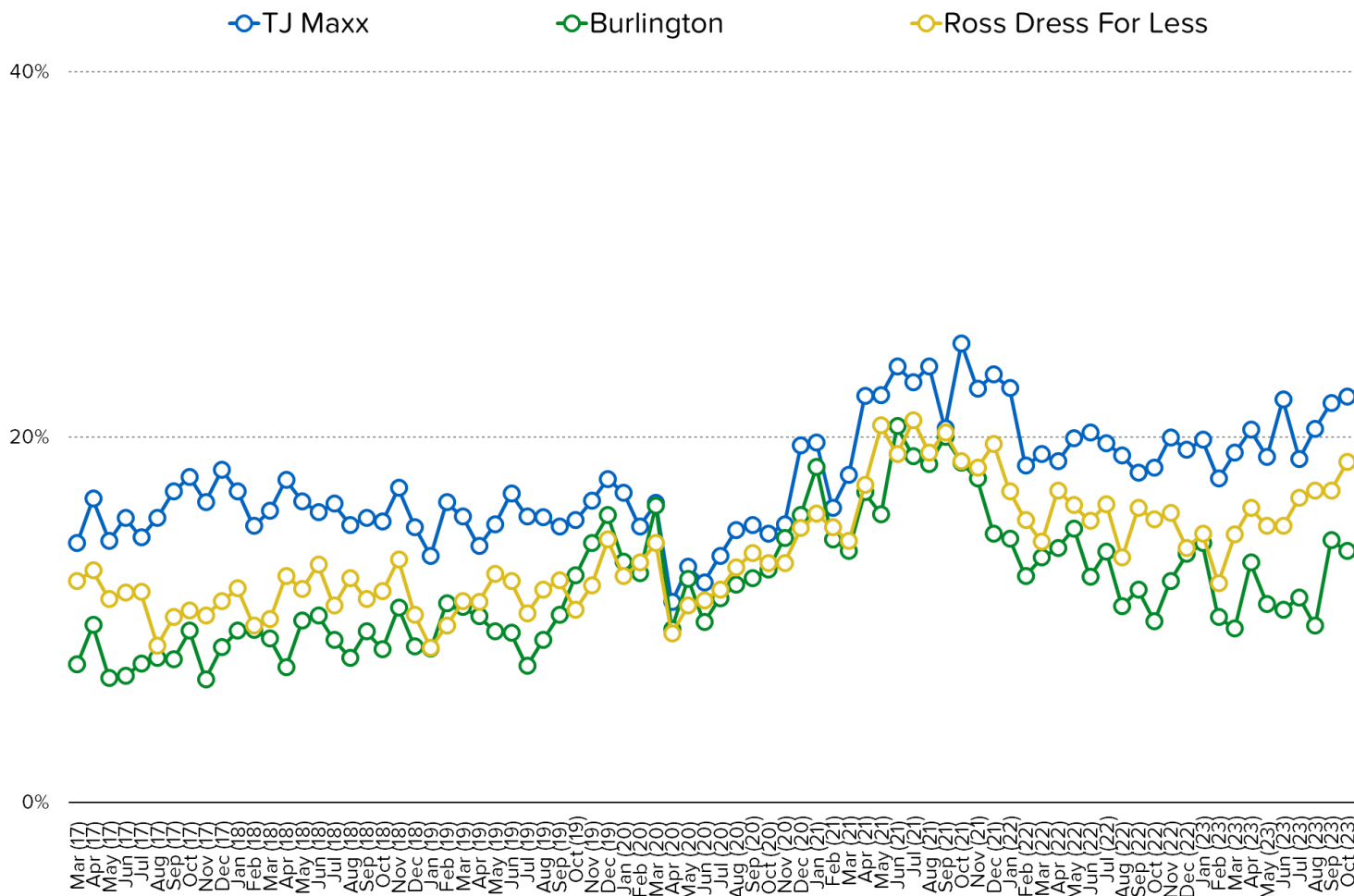
Posed to all respondents (1,500 US consumers balanced to census).





HAVE YOU PURCHASED FROM ANY OF THE FOLLOWING IN THE PAST MONTH (EITHER IN-STORES OR ONLINE)?

Posed to all respondents (1,500 US consumers balanced to census).

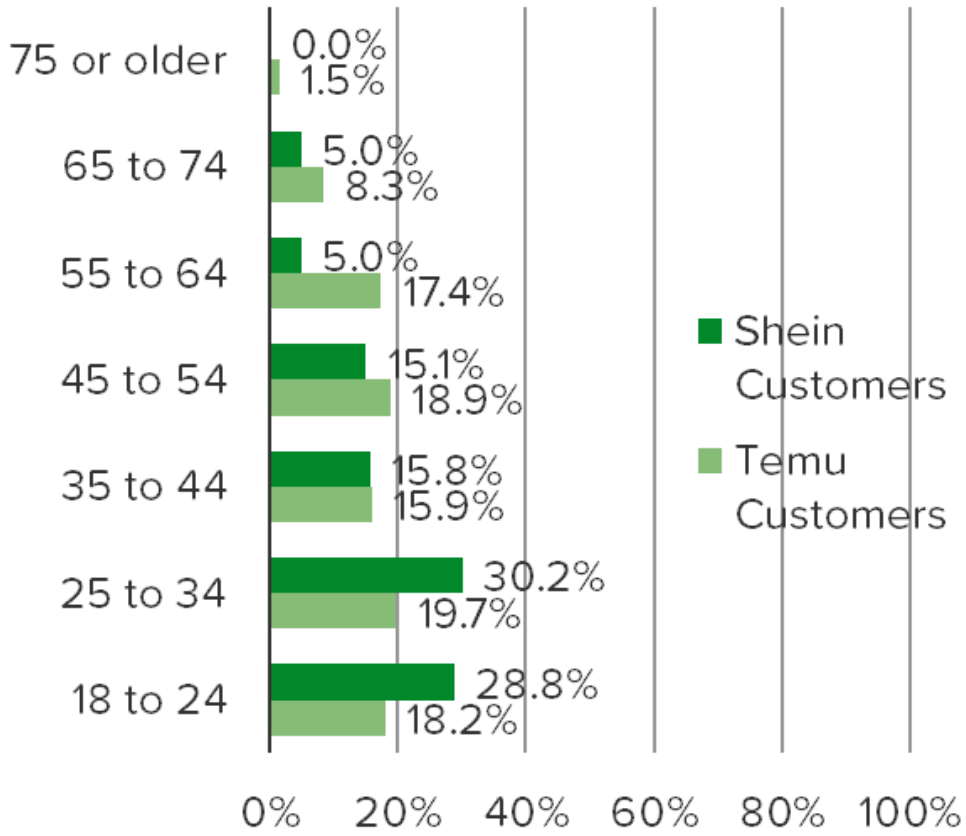


## SHEIN AND TEMU VS. OTHERS

DEMOGRAPHICS, AGE

Posed to all consumers.

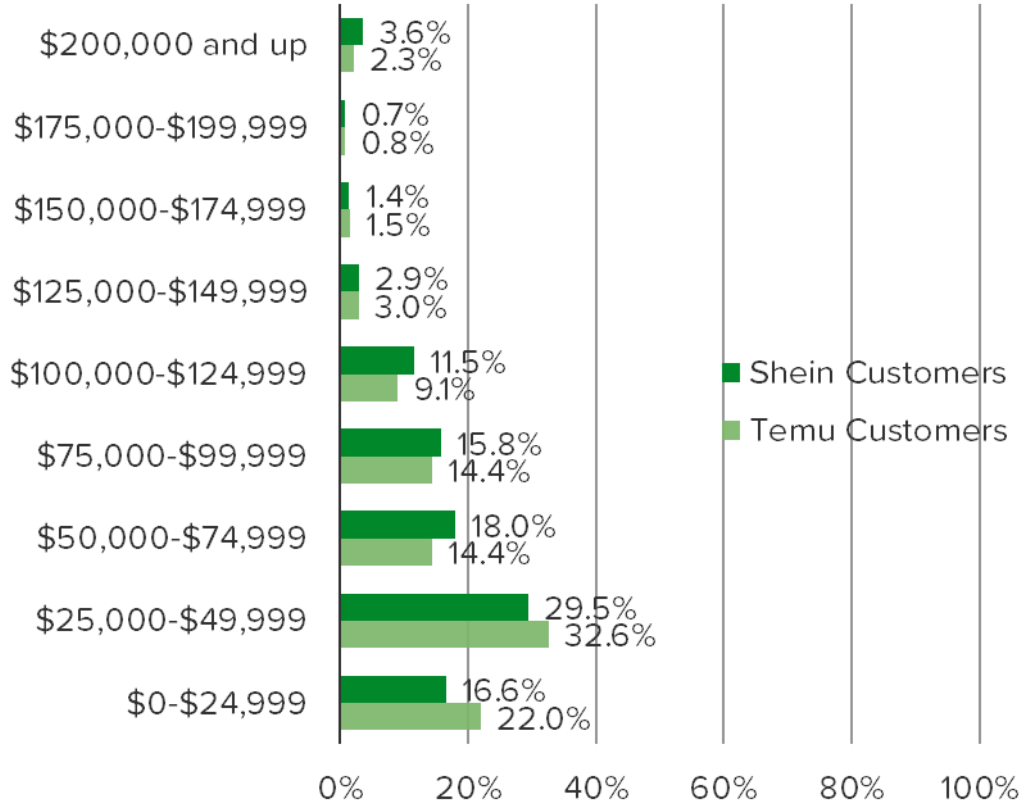
November 2023



DEMOGRAPHICS, INCOME

Posed to all consumers.

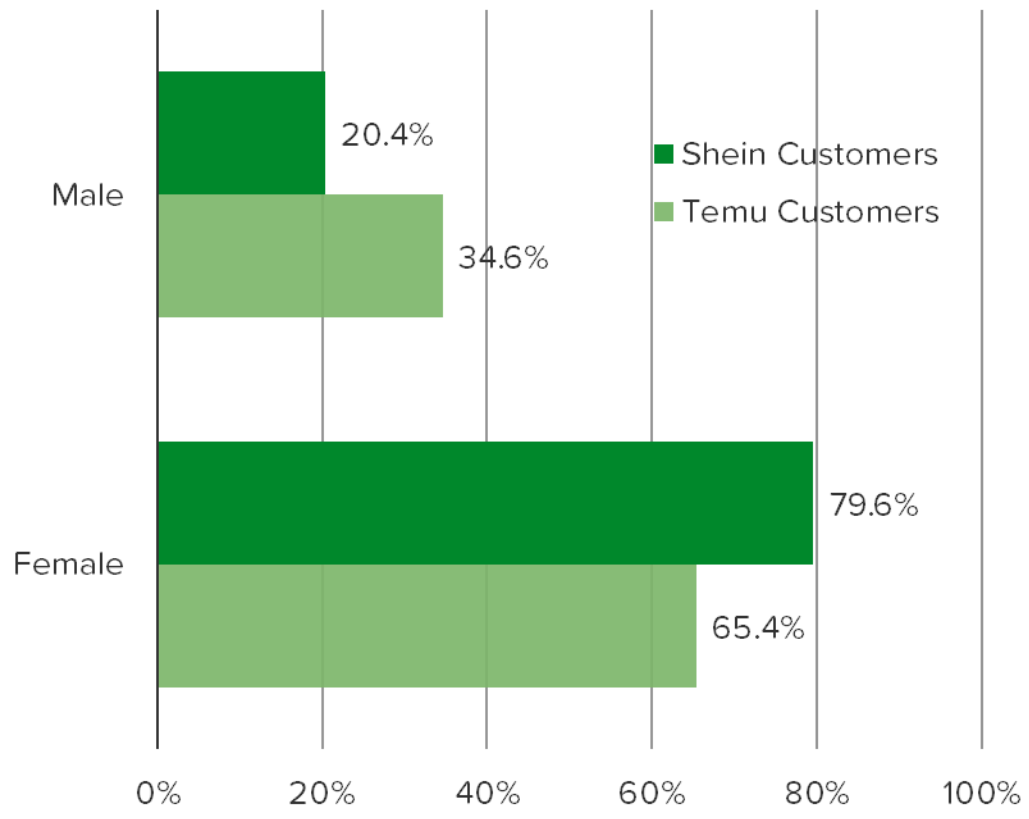
November 2023



DEMOGRAPHICS, GENDER

Posed to all consumers.

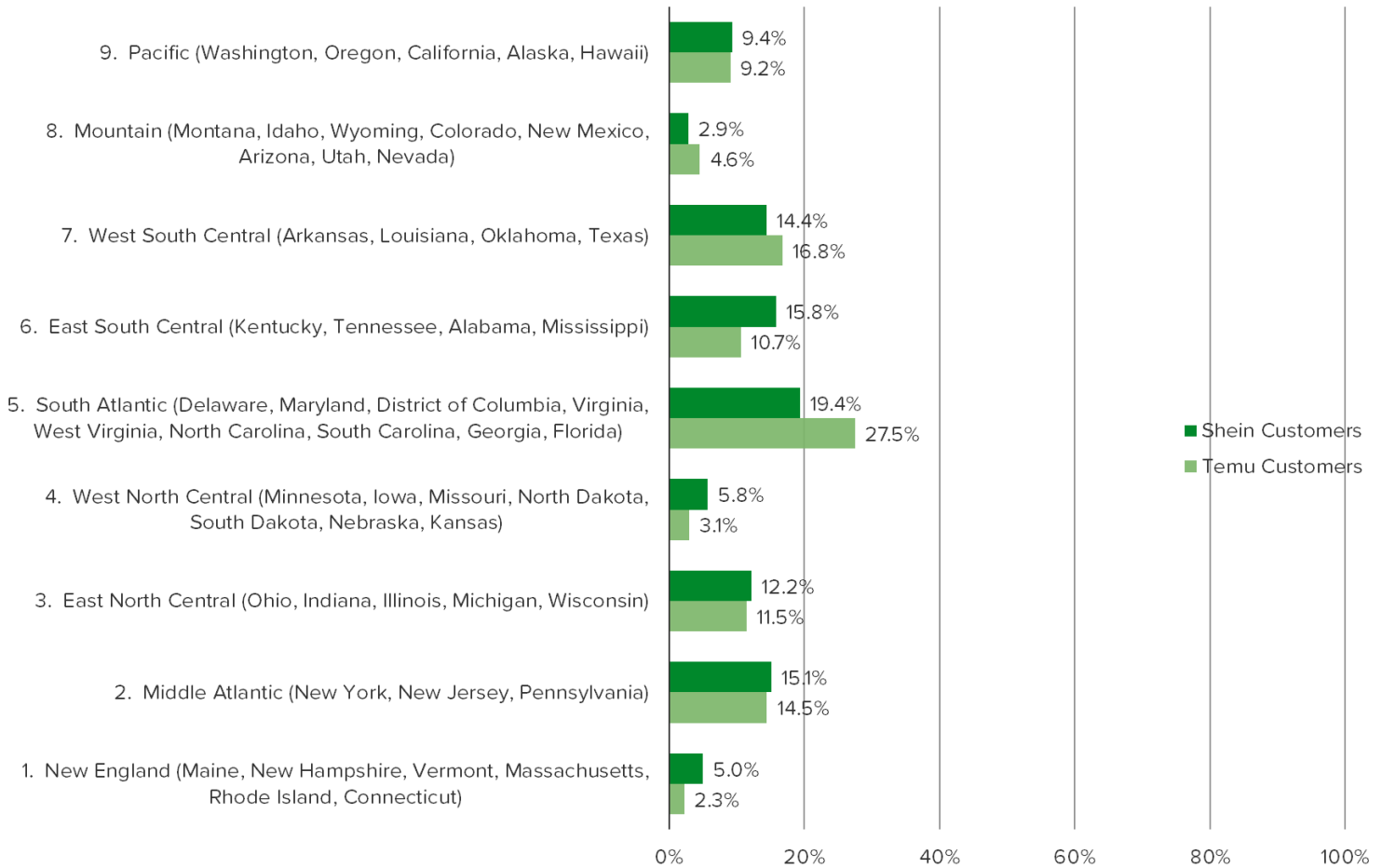
November 2023



DEMOGRAPHICS, US REGION

Posed to all consumers.

November 2023



DEMOGRAPHICS, LIVING AREA

Posed to all consumers.

November 2023

