

# Bespoke Survey Research

February 2024

## Department Stores

Volume 33 | Quarterly Survey

1,000 US Consumers Balanced To Census

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

### Key Takeaways:

1. Consumer opinions of department stores and branded apparel retailers are net positive, but have softened a bit over the past ~year. Sentiment toward off-price / discount department stores has held up the best.
2. For the department stores and off-price stores that we deep dive on (Macy's, Kohl's, TJ Maxx, Burlington, and Ross), customer perceptions toward sales/promo offers and brand/product selection are net positive but feedback has worsened sequentially.
3. Across the department stores and off-price stores that we deep dive on, customer feedback around the amount of money they have sent at each over the past six months is stable q/q, but the longer term trend has been a softening on this front over the past year.
4. Disruptors and lower priced options continue to resonate with consumers in our survey. In our popularity change tracker, the retailers/etailers that are viewed as the largest net gainers in perceived popularity include Amazon, Temu, Shein, Wal-Mart, Target, TJ Maxx, Kohl's, Ross, Zara, H&M and Old Navy. The largest net losers include JC Penney, Bloomingdale's, Dillard's, Macy's, Banana Republic, etc.
5. The share of consumers who shop Amazon for clothing has increased considerably throughout the history of our survey. Amazon actually has a more significant impact on purchase decisions of various customer bases that we test compared to Temu and Shein.
6. Among respondents who are shopping each of the department stores and off-price retailers in our survey less, an increasing plurality/majority are saying it is because they have less money to spend.

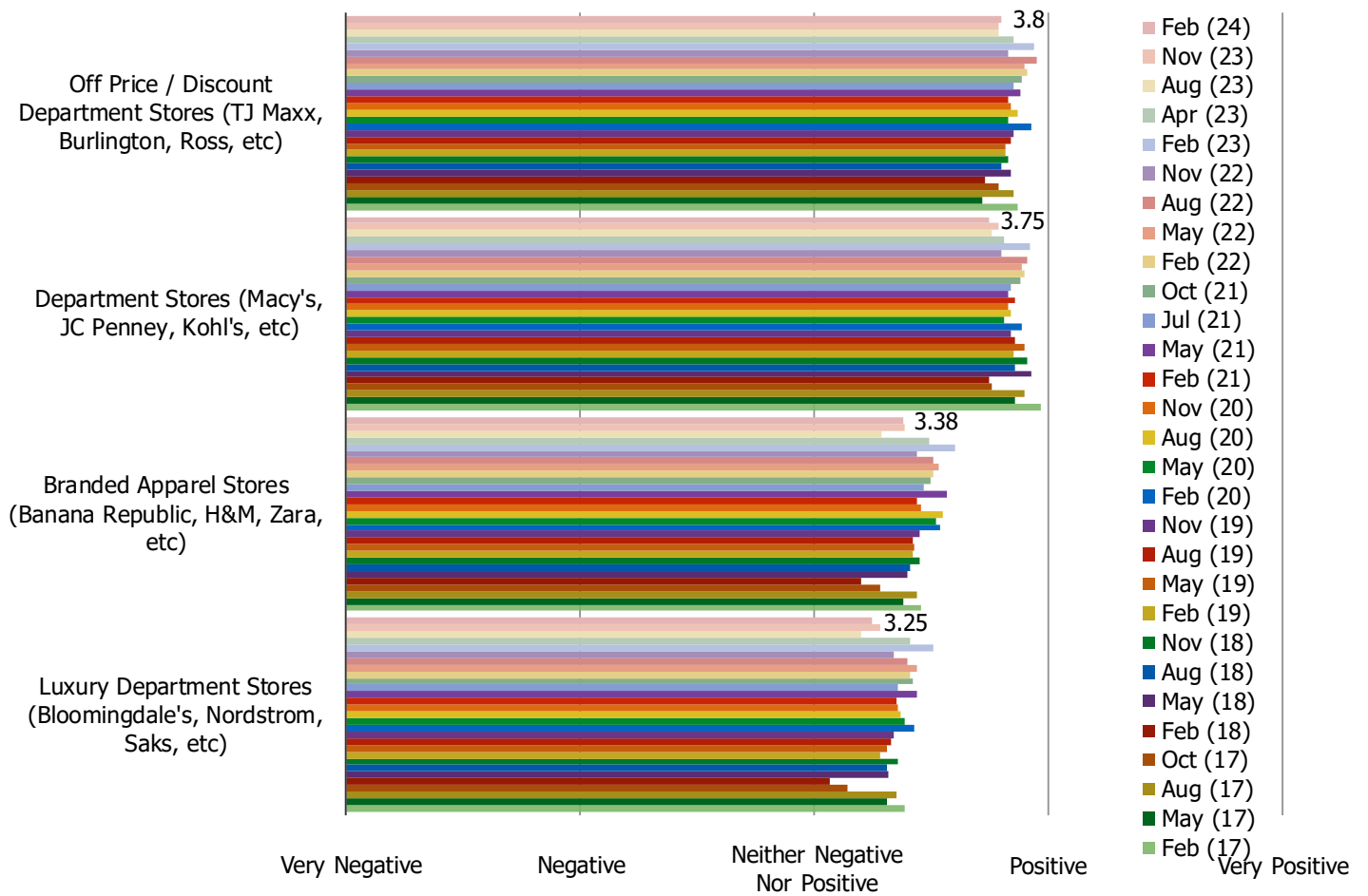
### Noteworthy Stats:

- 52.8%** Of respondents like to strongly like the treasure hunt shopping experience.
- 33.8%** Of respondents would turn to Amazon if they were shopping for clothing today.
- 8.7%** Of respondents would turn to Shein if they were shopping for clothing today.
- 8.0%** 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

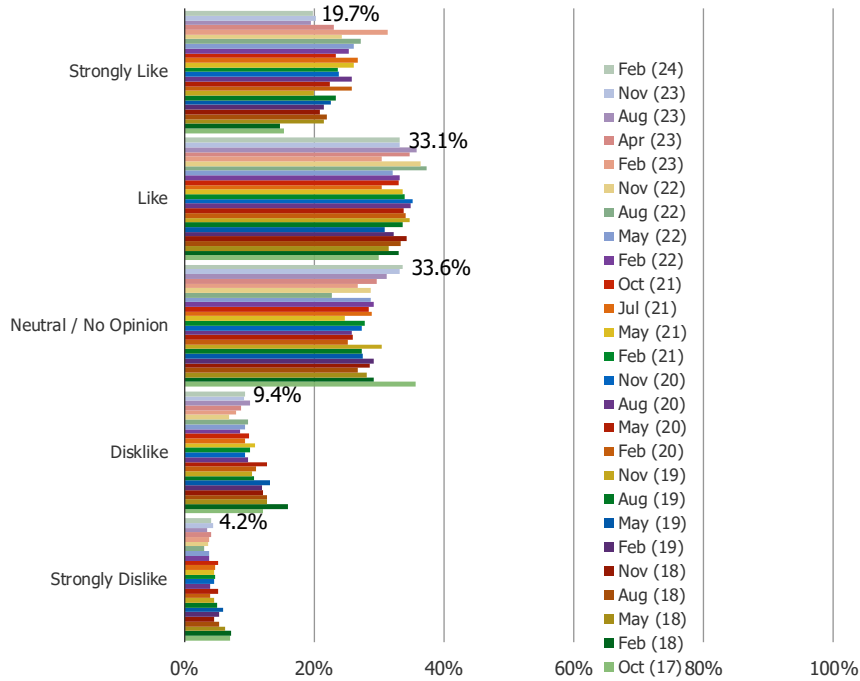
Posed to all consumers.



## TREASURE HUNT SHOPPING EXPERIENCE

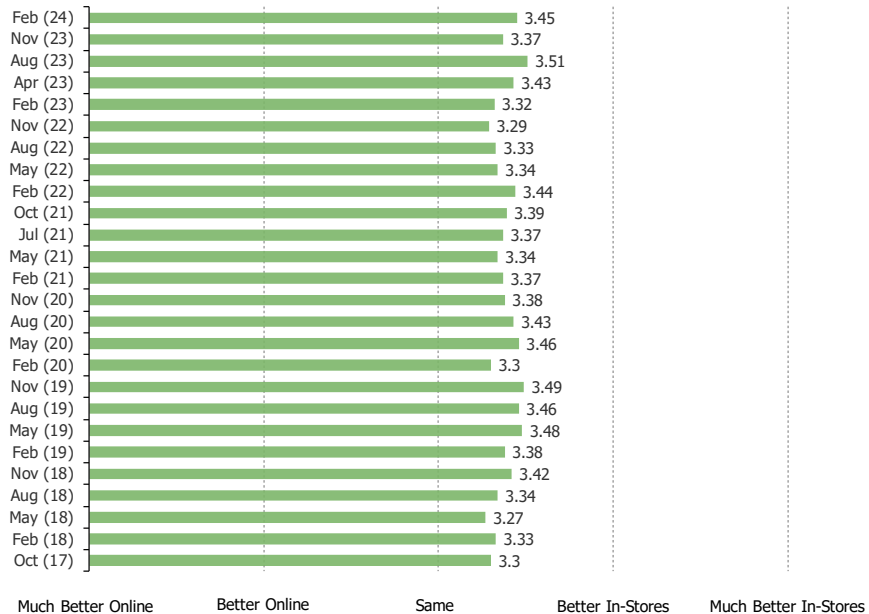
DO YOU LIKE THE TREASURE HUNT TYPE OF SHOPPING EXPERIENCE WHERE BRANDS/PRODUCTS AVAILABLE AT A DISCOUNTED PRICE CHANGE OFTEN?

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.



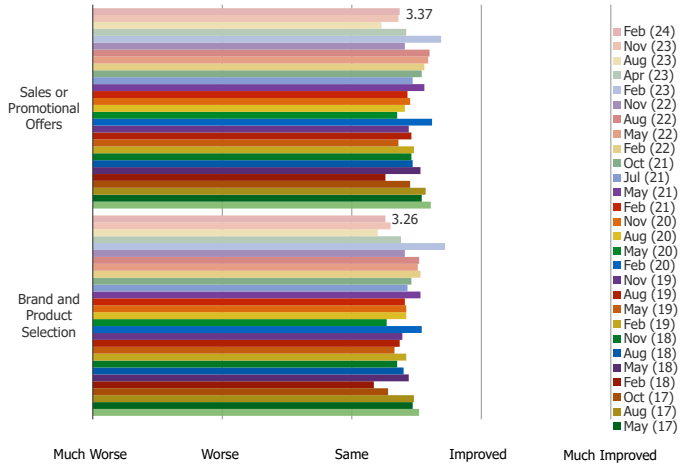
## DEPARTMENT STORE DEEP DIVES (COMPARISONS)

### PRODUCT SELECTIONS

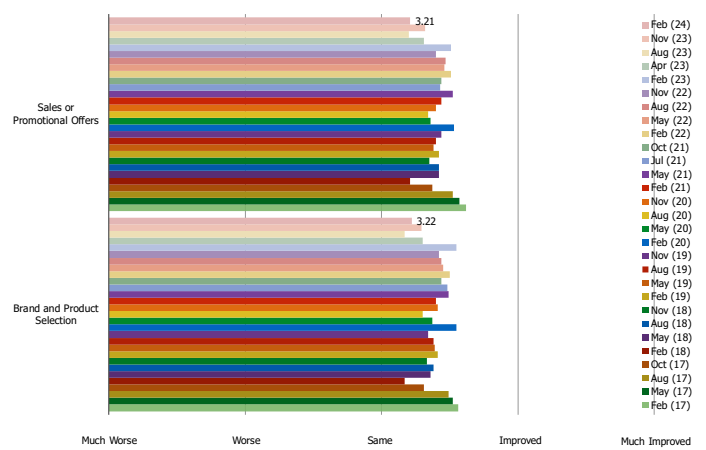
HAVE YOU NOTICED ANY CHANGES IN THE FOLLOWING WHILE SHOPPING AT \_\_\_\_\_?

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

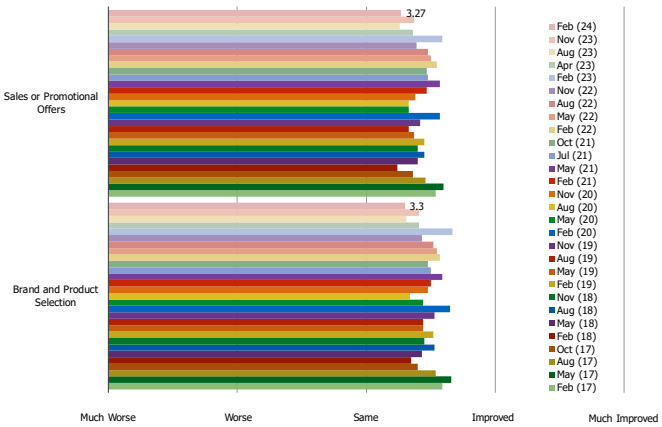
Macy's



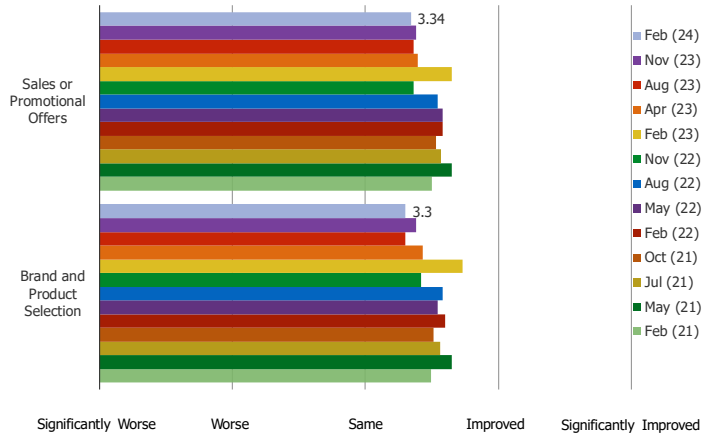
Kohl's



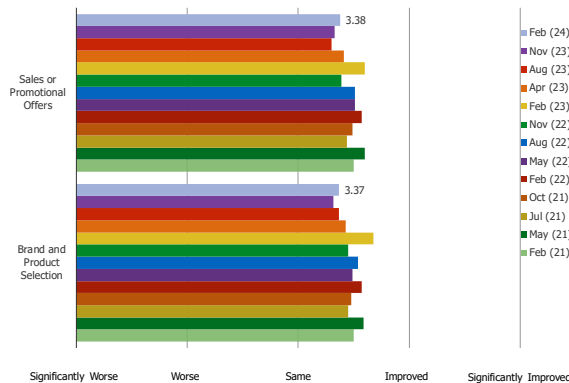
TJ Maxx



Burlington



Ross



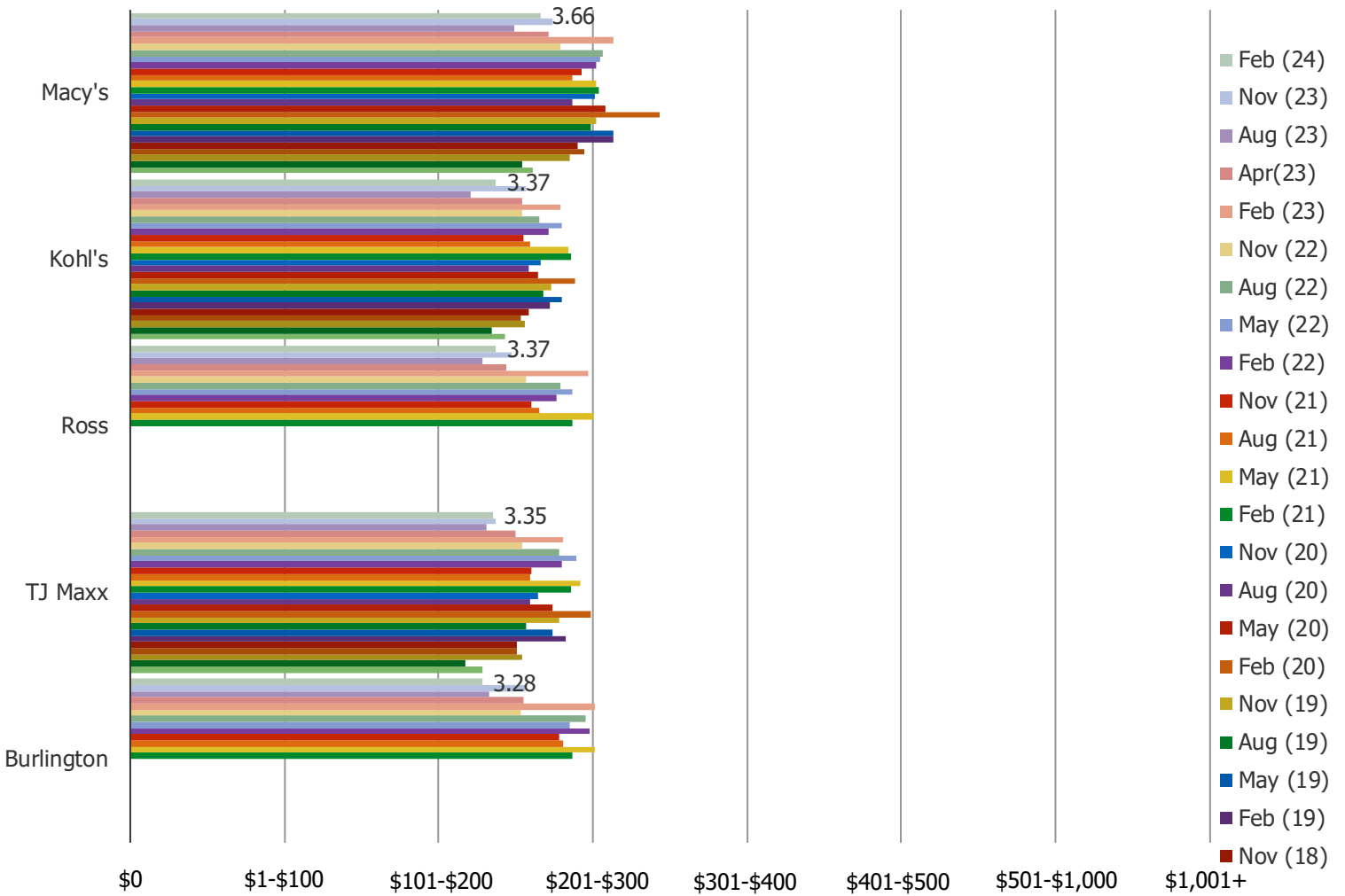
## ENGAGEMENT DEEP DIVES

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



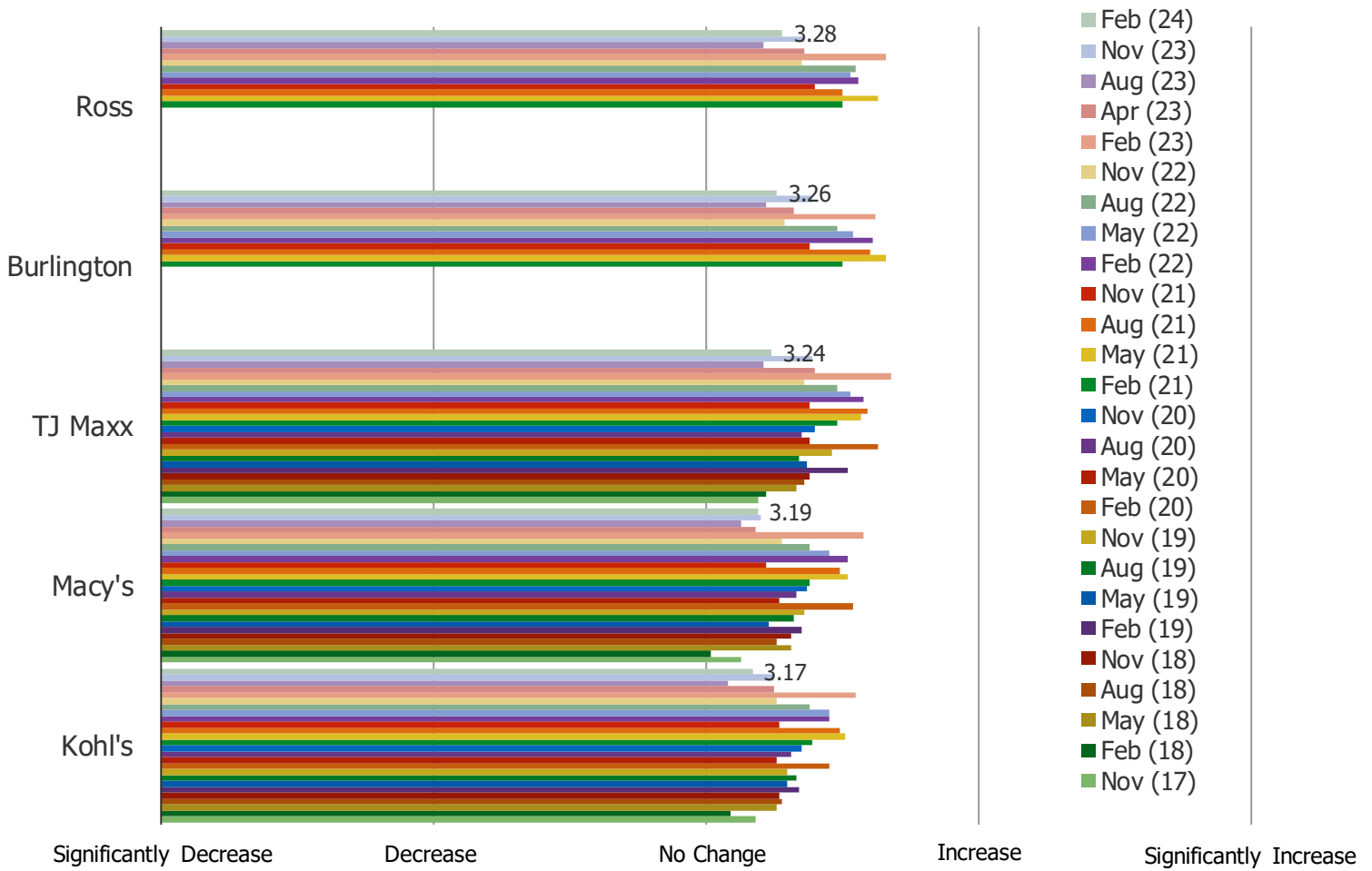
HOW MUCH HAVE YOU SPENT THROUGH \_\_\_\_\_ IN THE PAST SIX MONTHS?

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



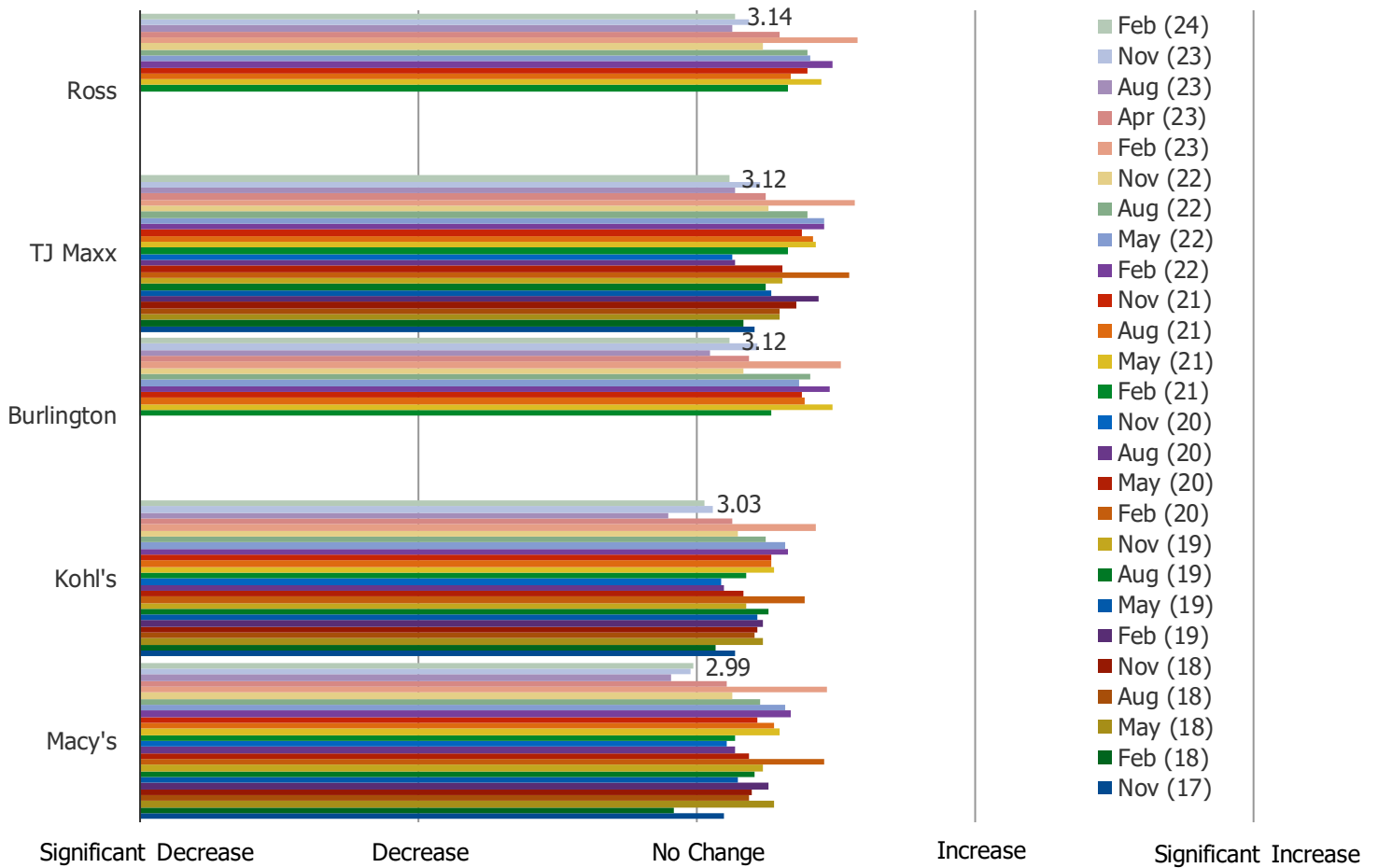
GOING FORWARD, DO YOU EXPECT TO CHANGE HOW MUCH YOU SHOP \_\_\_\_\_?

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



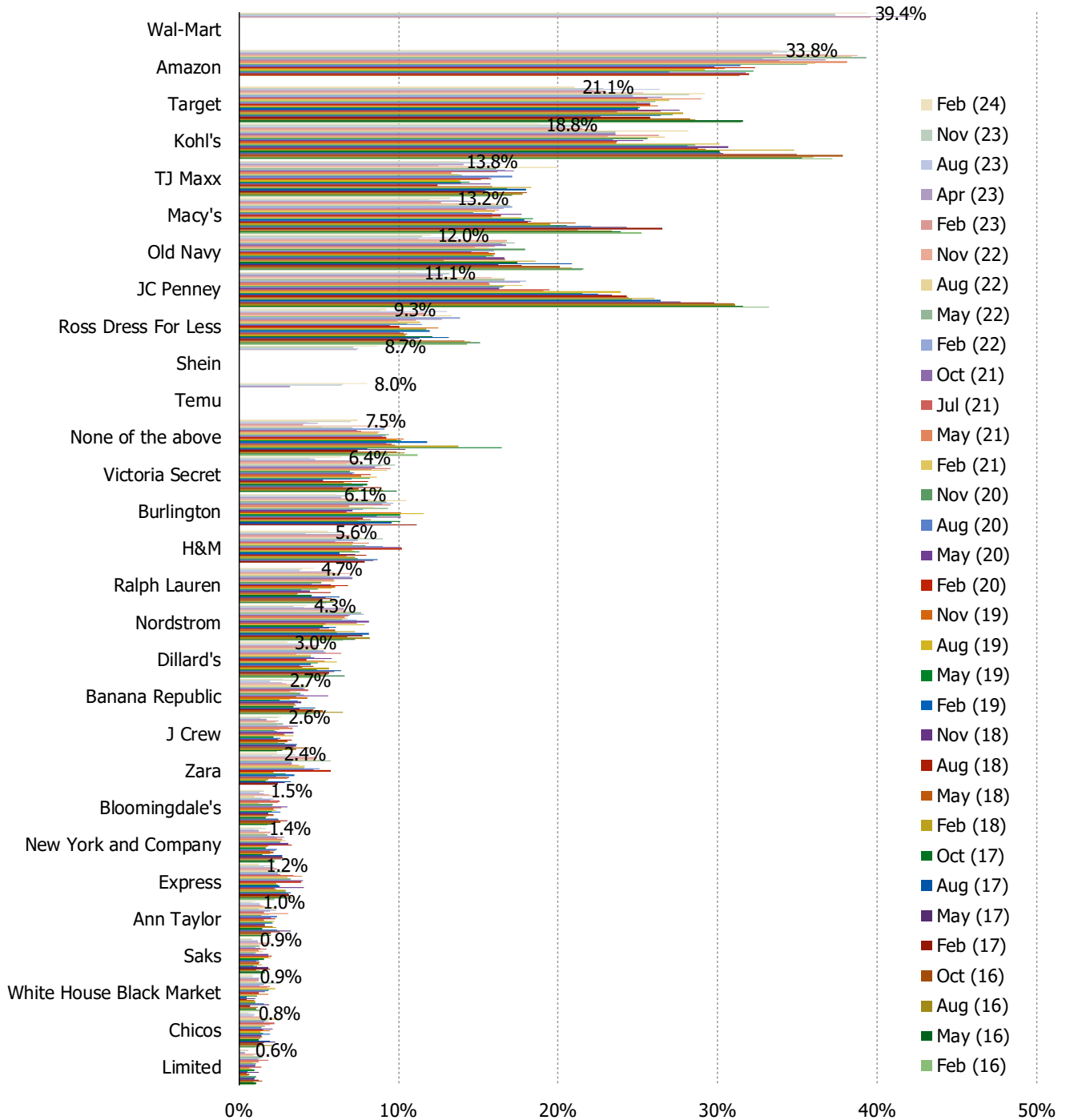
HAS YOUR SHOPPING OF \_\_\_\_\_ CHANGED COMPARED TO A YEAR AGO?

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



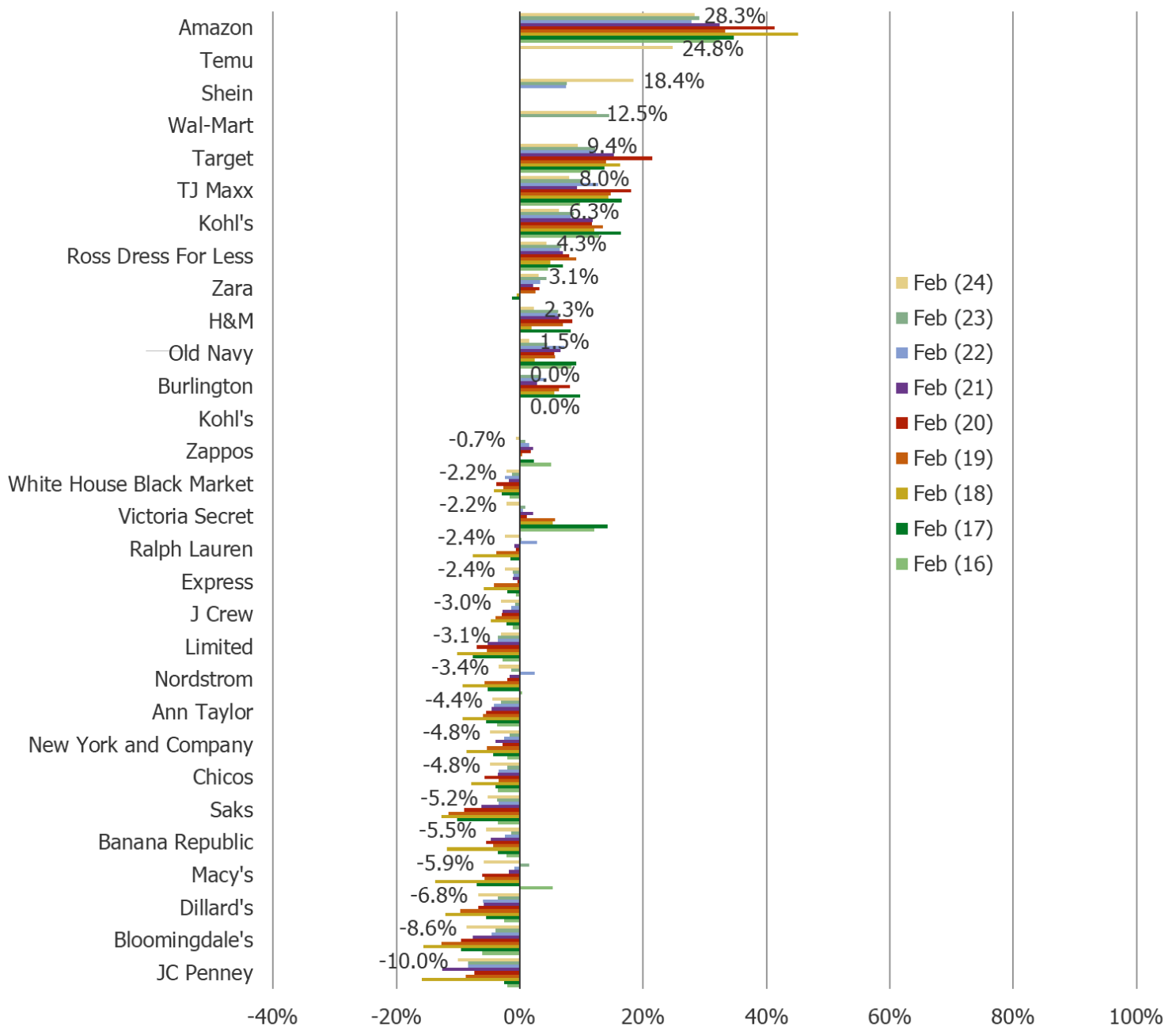
IF YOU WERE SHOPPING FOR CLOTHING FOR YOURSELF TODAY, WHICH WOULD YOU BE MOST LIKELY TO VISIT?

Posed to all consumers.



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

Posed to all consumers.



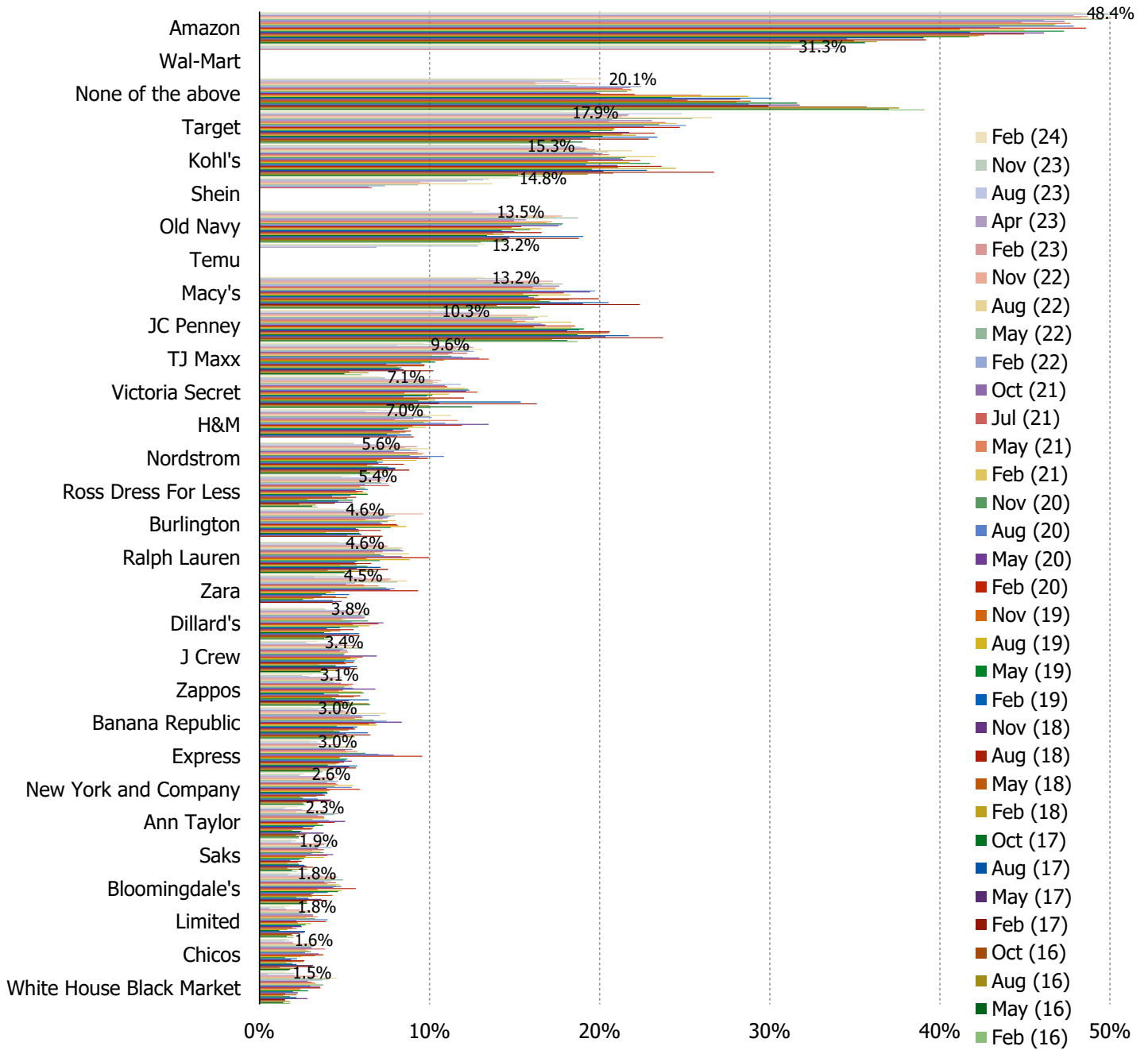
NET POPULARITY CHANGE - % SAID RETAILER/BRAND IS GAINING POPULARITY MINUS % SAID RETAILER/BRAND IS LOSING POPULARITY

Posed to all consumers.

	Feb (16)	May (16)	Aug (16)	Oct (16)	Feb (17)	May (17)	Aug (17)	Oct (17)	Feb (18)	May (18)	Aug (18)	Nov (18)	Feb (19)	May (19)	Aug (19)	Nov (19)	Feb (20)	May (20)	Aug (20)	Nov (20)	Feb (21)	May (21)	Jul (21)	Oct (21)	Feb (22)	May (22)	Aug (22)	Nov (22)	Feb (23)	Apr (23)	Aug (23)	Nov (23)	Feb (24)	
Amazon	32%	34%	33%	33%	35%	35%	40%	41%	45%	41%	41%	36%	33%	39%	39%	33%	41%	35%	32%	34%	32%	31%	28%	29%	28%	31%	35%	30%	29%	28%	30%	31%	28%	
Temu																																		
Shein																																		
Wat-Mart																																		
Target	11%	9%	10%	6%	14%	9%	16%	13%	16%	11%	15%	15%	14%	16%	16%	16%	21%	17%	15%	17%	15%	15%	10%	14%	12%	13%	15%	11%	12%	12%	7%	9%	9%	
TJ Maxx	10%	11%	10%	8%	17%	12%	16%	12%	14%	15%	12%	13%	15%	15%	15%	14%	18%	14%	11%	11%	9%	11%	10%	14%	13%	12%	15%	10%	10%	7%	11%	8%	8%	
Kohl's	13%	12%	17%	13%	16%	12%	15%	10%	12%	12%	10%	13%	13%	15%	15%	6%	12%	9%	9%	13%	12%	10%	9%	12%	8%	8%	11%	9%	9%	4%	3%	4%	6%	
Ross Dress For Less	5%	5%	7%	3%	7%	5%	9%	7%	5%	8%	9%	5%	9%	10%	10%	10%	8%	6%	8%	9%	7%	4%	7%	6%	7%	6%	9%	6%	7%	7%	8%	2%	4%	
Zara	0%	0%	0%	0%	-1%	0%	-1%	1%	0%	2%	0%	1%	3%	0%	1%	0%	3%	3%	3%	2%	2%	4%	2%	2%	3%	6%	6%	4%	4%	5%	3%	4%	3%	
H&M	0%	0%	0%	0%	8%	6%	10%	8%	2%	5%	6%	6%	7%	7%	7%	1%	8%	5%	7%	6%	6%	7%	4%	7%	6%	6%	8%	4%	6%	6%	6%	3%	2%	
Old Navy	8%	10%	13%	7%	9%	5%	9%	4%	2%	5%	9%	8%	6%	9%	7%	6%	6%	5%	7%	8%	7%	8%	7%	8%	7%	6%	8%	8%	4%	5%	1%	1%	2%	
Kohl's	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Burlington	0%	0%	0%	0%	10%	7%	6%	8%	6%	9%	5%	9%	6%	8%	10%	9%	8%	4%	5%	4%	3%	3%	4%	6%	4%	2%	4%	2%	3%	2%	0%	0%	0%	
Zappos	5%	5%	5%	3%	2%	3%	0%	2%	0%	2%	1%	1%	0%	2%	2%	-1%	2%	1%	2%	0%	2%	1%	1%	1%	2%	1%	1%	0%	1%	1%	-3%	-2%	-1%	
Victoria Secret	12%	14%	11%	10%	14%	5%	12%	7%	5%	3%	5%	3%	6%	1%	1%	-3%	1%	-3%	1%	4%	2%	1%	0%	1%	1%	-1%	0%	2%	1%	-1%	-3%	-1%	-2%	
White House Black Marke	-2%	-2%	-1%	-1%	-3%	-5%	-7%	-3%	-4%	-3%	-4%	-4%	-3%	-5%	-5%	-5%	-4%	-3%	-4%	-4%	-2%	-4%	-3%	-2%	-2%	-2%	-3%	-3%	-1%	-2%	-4%	-4%	-2%	
Ralph Lauren	0%	1%	1%	-1%	-2%	-4%	-2%	-3%	-8%	-3%	-4%	-3%	-4%	-3%	-4%	-8%	-1%	-3%	0%	0%	-1%	-1%	0%	1%	3%	-2%	-1%	2%	0%	-1%	-2%	-3%	-2%	
Express	-1%	-1%	0%	-1%	-2%	-5%	-6%	-3%	-6%	-2%	-2%	-3%	-4%	-2%	-4%	-4%	0%	-5%	0%	0%	-1%	-3%	0%	-2%	-1%	-2%	1%	-1%	-1%	-2%	-3%	-4%	-2%	
J Crew	-1%	-1%	-1%	0%	-2%	-3%	-2%	-4%	-5%	-1%	-2%	-1%	-4%	-2%	-2%	-4%	-3%	-3%	-4%	-2%	-3%	-3%	-1%	-2%	-1%	-2%	0%	-1%	-1%	-2%	-6%	-4%	-3%	
Limited	-3%	-5%	-3%	-5%	-8%	-9%	-9%	-7%	-10%	-6%	-8%	-6%	-5%	-5%	-7%	-8%	-7%	-6%	-4%	-5%	-5%	-5%	-4%	-3%	-4%	-4%	-5%	-3%	-4%	-4%	-5%	-4%	-3%	
Nordstrom	0%	1%	-1%	-2%	-5%	-7%	-6%	-7%	-9%	-5%	-9%	-6%	-6%	-5%	-7%	-9%	-2%	-6%	-2%	-4%	-2%	-1%	-2%	0%	2%	-1%	-2%	-1%	-1%	1%	-4%	-3%	-3%	
Ann Taylor	-4%	-4%	-4%	-3%	-5%	-7%	-8%	-6%	-9%	-7%	-6%	-5%	-6%	-5%	-8%	-8%	-5%	-7%	-8%	-5%	-5%	-5%	-5%	-4%	-4%	-4%	-4%	-4%	-6%	-3%	-5%	-7%	-6%	-4%
New York and Company	-2%	-3%	-1%	-3%	-4%	-6%	-7%	-4%	-9%	-6%	-6%	-5%	-5%	-5%	-6%	-7%	-3%	-4%	-4%	-4%	-4%	-4%	-4%	-2%	-3%	-3%	-4%	-3%	-3%	-2%	-4%	-7%	-6%	-5%
Chicos	-4%	-4%	-4%	-3%	-4%	-4%	-7%	-4%	-8%	-2%	-5%	-6%	-3%	-5%	-4%	-6%	-6%	-5%	-4%	-4%	-4%	-4%	-5%	-4%	-3%	-3%	-3%	-4%	-4%	-2%	-5%	-6%	-4%	-5%
Saks	-4%	-6%	-6%	-6%	-10%	-10%	-13%	-11%	-13%	-10%	-12%	-10%	-12%	-11%	-12%	-12%	-9%	-10%	-7%	-7%	-6%	-6%	-5%	-3%	-3%	-5%	-6%	-5%	-4%	-4%	-6%	-6%	-5%	
Banana Republic	-2%	-3%	-1%	-5%	-4%	-8%	-6%	-6%	-12%	-3%	-7%	-6%	-4%	-7%	-6%	-8%	-5%	-3%	-3%	-4%	-5%	-4%	-2%	-2%	-2%	-2%	-4%	-1%	-4%	-1%	-3%	-8%	-5%	-5%
Macy's	5%	5%	5%	-2%	-7%	-11%	-9%	-8%	-14%	-8%	-10%	-5%	-6%	-4%	-4%	-10%	-6%	-8%	-4%	0%	-2%	-4%	-4%	0%	-1%	-2%	0%	0%	2%	1%	-7%	-4%	-6%	
Dillard's	-3%	-5%	-5%	-5%	-5%	-9%	-8%	-7%	-12%	-7%	-12%	-8%	-10%	-6%	-7%	-9%	-7%	-8%	-6%	-5%	-6%	-6%	-4%	-5%	-6%	-4%	-4%	-7%	-4%	-5%	-8%	-7%	-7%	
Bloomingdale's	-6%	-6%	-6%	-6%	-10%	-13%	-15%	-10%	-16%	-11%	-14%	-12%	-13%	-10%	-11%	-12%	-10%	-12%	-7%	-9%	-8%	-7%	-7%	-5%	-5%	-6%	-8%	-6%	-4%	-7%	-7%	-8%	-9%	
JCPenney	-2%	-1%	-1%	-3%	-3%	-9%	-11%	-11%	-16%	-11%	-11%	-11%	-9%	-9%	-8%	-10%	-7%	-11%	-13%	-13%	-13%	-12%	-11%	-8%	-8%	-7%	-11%	-9%	-8%	-11%	-15%	-14%	-10%	

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

Posed to all consumers.



CROSS-TAB ANALYSIS: FILTERING RESPONDENTS WHO SHOP ONLINE FOR CLOTHES AT EACH OF THE FOLLOWING... SHOWING WHERE THEY'D SHOP TODAY IF BUYING CLOTHES OR ACCESSORIES.

	Would be most likely to visit if shopping for clothes or accessories today...					Negative values imply a preference to shop the disruptor noted over itself...			
	Amazon	Wal-Mart	Temu	Shein	Itself	Itself (minus) Temu	Itself (minus) Shein	Itself (minus) Amazon	Itself (minus) Wal-Mart
	Shops For Clothes Online At... Shein	43%	34%	18%	8%	43%	25%	43%	1%
Shops For Clothes Online At... Ann Taylor	25%	8%	17%	8%	13%	-4%	4%	-13%	4%
Shops For Clothes Online At... Ross Dress For Less	33%	32%	16%	18%	25%	9%	7%	-9%	-7%
Shops For Clothes Online At... Saks	30%	5%	15%	0%	10%	-5%	10%	-20%	5%
Shops For Clothes Online At... Ralph Lauren	29%	18%	12%	16%	41%	29%	24%	12%	22%
Shops For Clothes Online At... Victoria Secret	36%	25%	12%	17%	44%	32%	27%	8%	19%
Shops For Clothes Online At... Wal-Mart	43%		12%	11%	66%	54%	55%	23%	66%
Shops For Clothes Online At... Limited	16%	26%	11%	5%	11%	0%	5%	-5%	-16%
Shops For Clothes Online At... Bloomingdale's	21%	11%	11%	0%	26%	16%	26%	5%	16%
Shops For Clothes Online At... Zara	23%	19%	8%	19%	35%	27%	17%	13%	17%
Shops For Clothes Online At... Burlington	22%	33%	8%	8%	31%	22%	22%	8%	-2%
Shops For Clothes Online At... Dillard's	25%	20%	8%	3%	33%	25%	30%	8%	13%
Shops For Clothes Online At... JC Penney	33%	28%	7%	6%	42%	35%	36%	9%	15%
Shops For Clothes Online At... Macy's	31%	26%	7%	8%	51%	44%	43%	20%	25%
Shops For Clothes Online At... Target	37%	36%	6%	13%	49%	43%	36%	12%	13%
Shops For Clothes Online At... H&M	34%	23%	5%	19%	38%	32%	19%	4%	15%
Shops For Clothes Online At... Nordstrom	24%	22%	5%	8%	31%	25%	22%	7%	8%
Shops For Clothes Online At... TJ Maxx	34%	27%	5%	14%	39%	34%	25%	5%	12%
Shops For Clothes Online At... Old Navy	36%	27%	5%	10%	40%	35%	29%	4%	13%
Shops For Clothes Online At... Kohl's	35%	31%	4%	7%	56%	51%	49%	21%	24%
Shops For Clothes Online At... New York and Company	25%	32%	4%	4%	21%	18%	18%	-4%	-11%
Shops For Clothes Online At... Express	44%	25%	3%	13%	19%	16%	6%	-25%	-6%
Shops For Clothes Online At... J Crew	33%	25%	3%	3%	22%	19%	19%	-11%	-3%
Shops For Clothes Online At... Banana Republic	22%	19%	0%	3%	25%	25%	22%	3%	6%
Shops For Clothes Online At... Chicos	29%	18%	0%	0%	6%	6%	6%	-24%	-12%
Shops For Clothes Online At... White House Black Market	19%	19%	0%	13%	6%	6%	-6%	-13%	-13%
Shops For Clothes Online At... Temu	36%	43%		21%	39%	39%	17%	2%	-4%

\*Note: "Itself" means the retailer mentioned in the column to the left. IE, 13% of those who selected that they shop for clothes online at Ann Taylor would shop at Ann Taylor if they were buying clothes or accessories today.

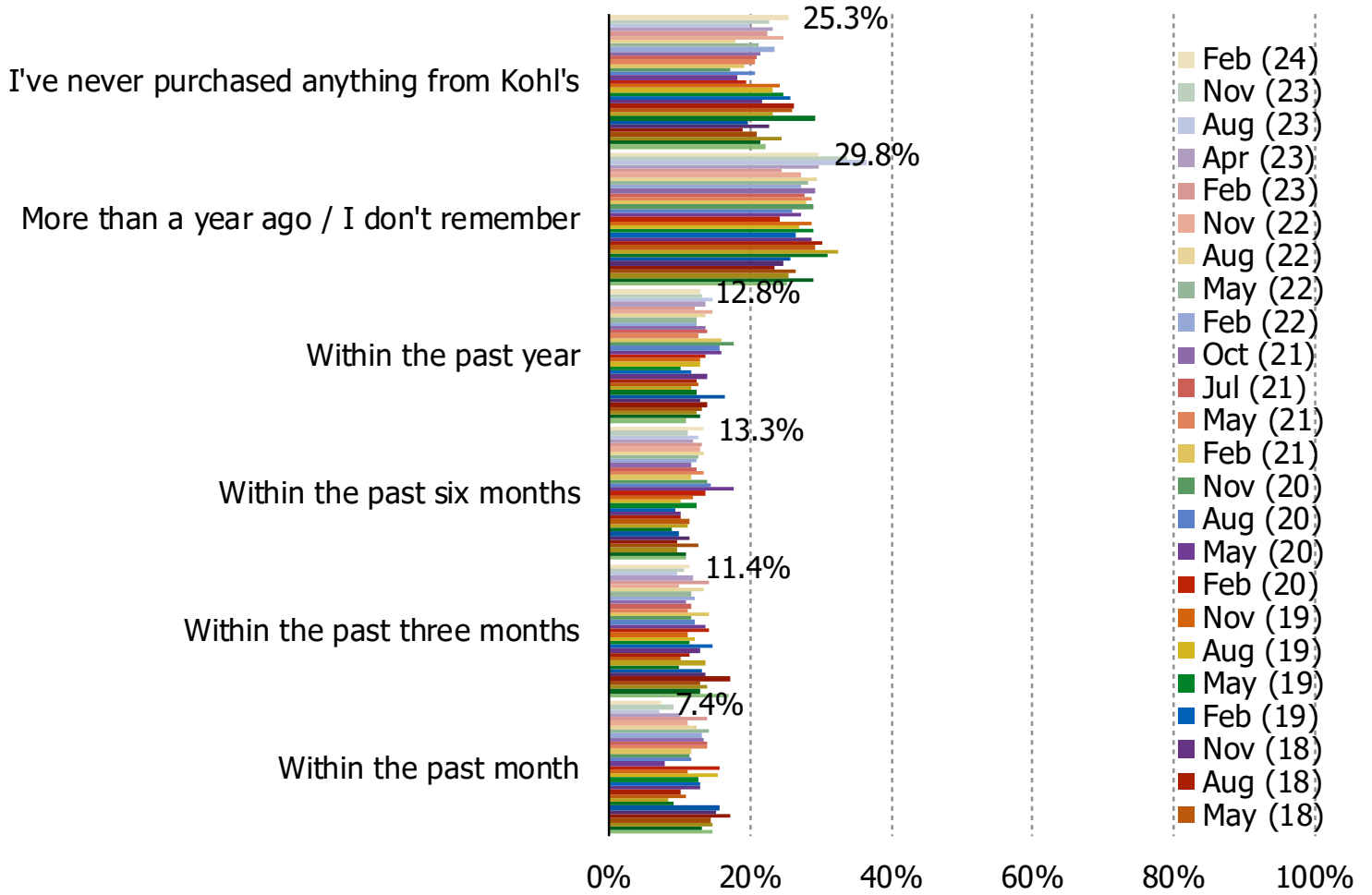
The "shops for clothes online" question is a multi-select  
 The "would shop here if I were buying clothes or accessories today" question is a single select



## DEPARTMENT STORE DEEP DIVES: KOHL'S

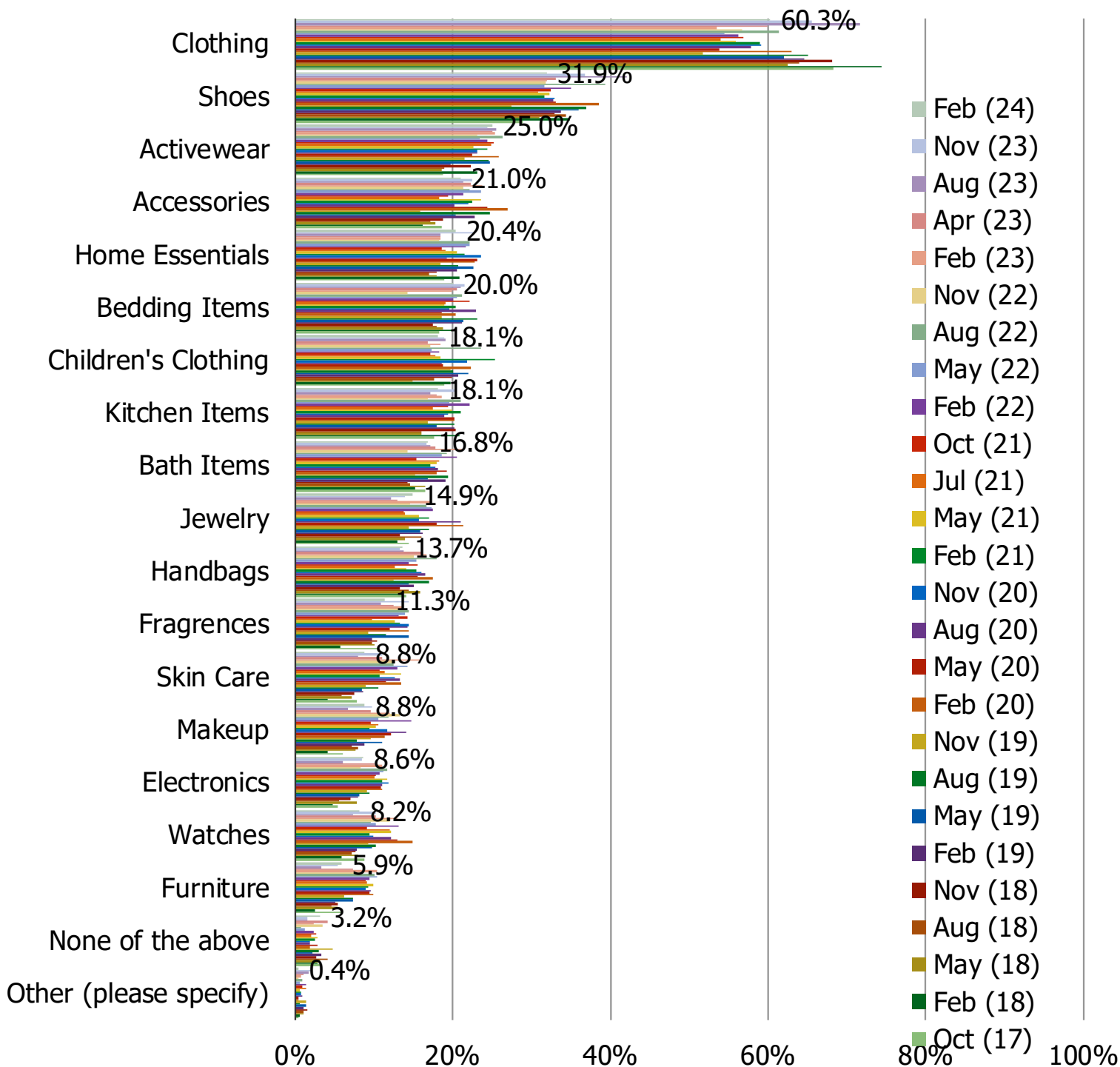
WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM KOHL'S?

Posed to all consumers.



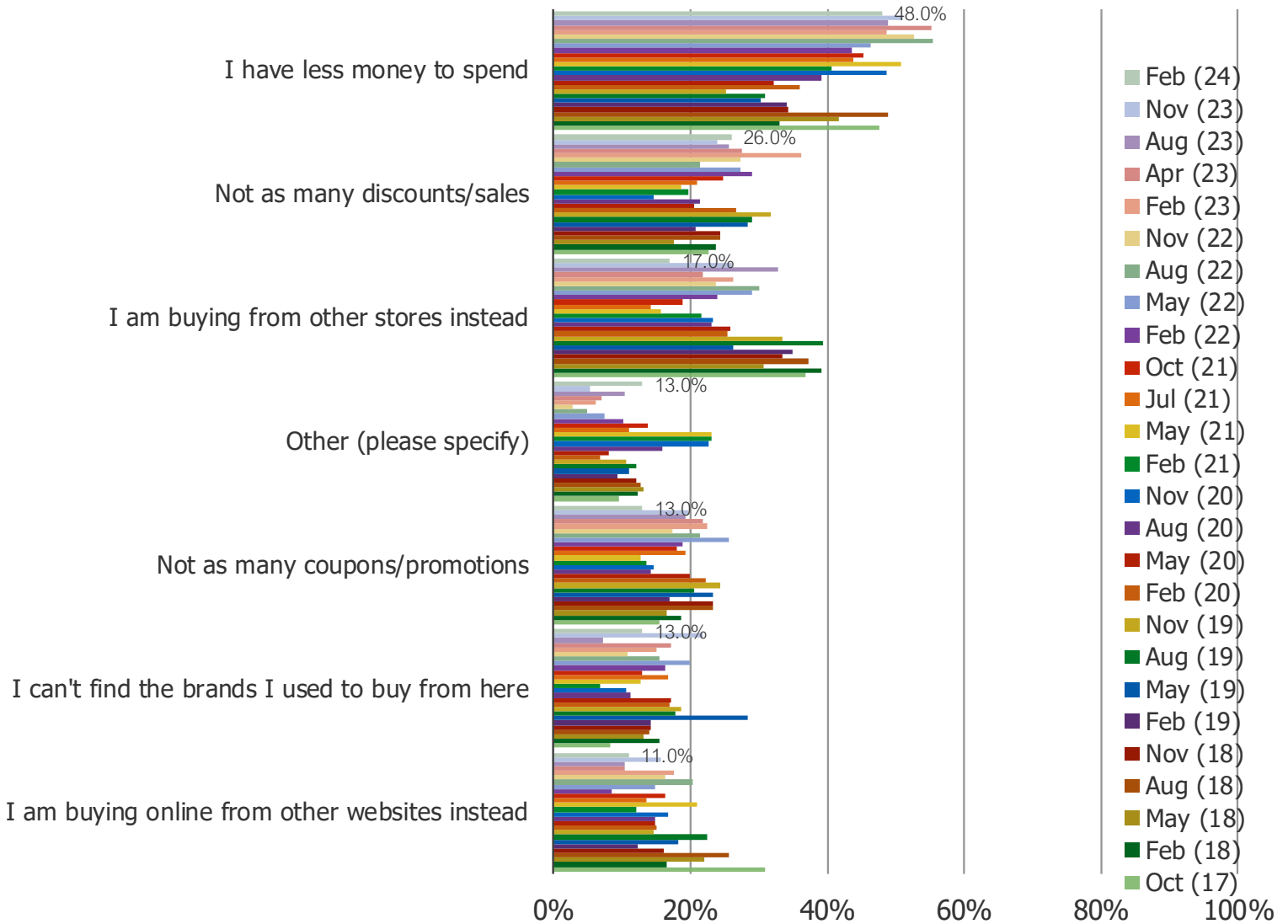
WHAT TYPE OF ITEMS DO YOU TYPICALLY BUY FROM KOHL'S?

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



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

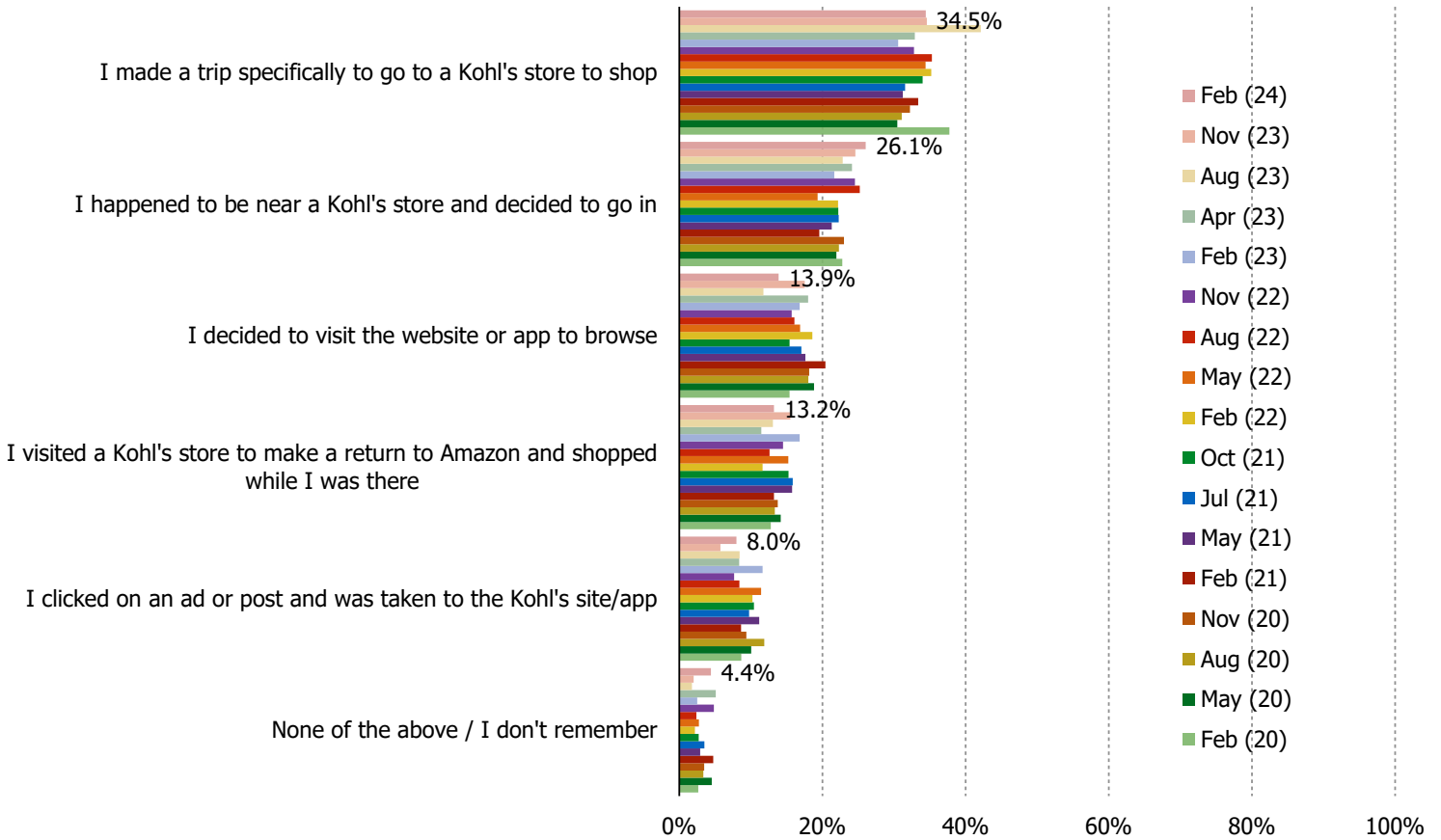
Posed to all consumers who purchased from Kohl's in the past year, but said they are shopping it less compared to a year ago.



## KOHL'S AND AMAZON RETURNS

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

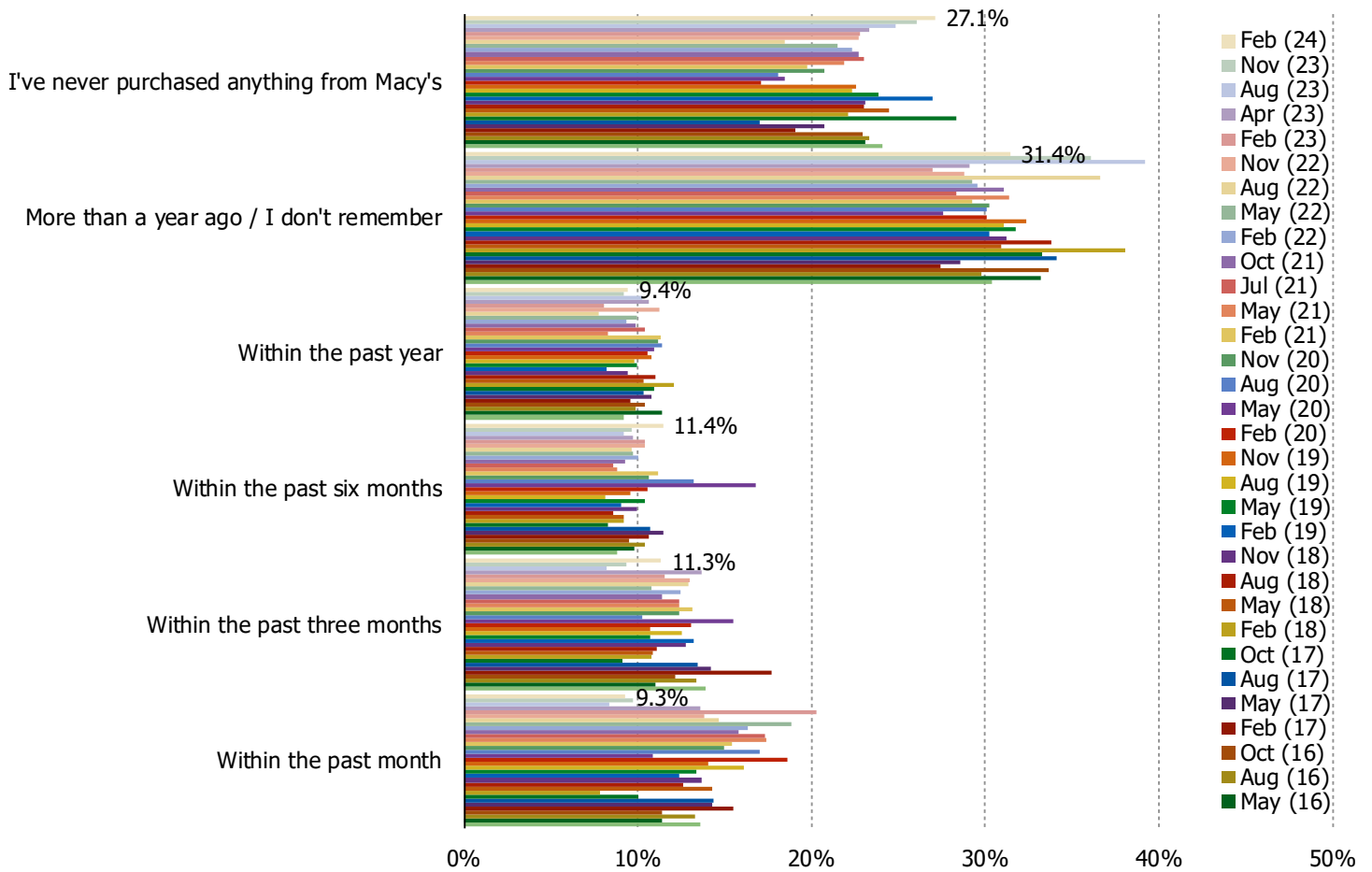
Posed respondents who shopped Kohl's in the past three months



## DEPARTMENT STORES DEEP DIVE: MACY'S

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

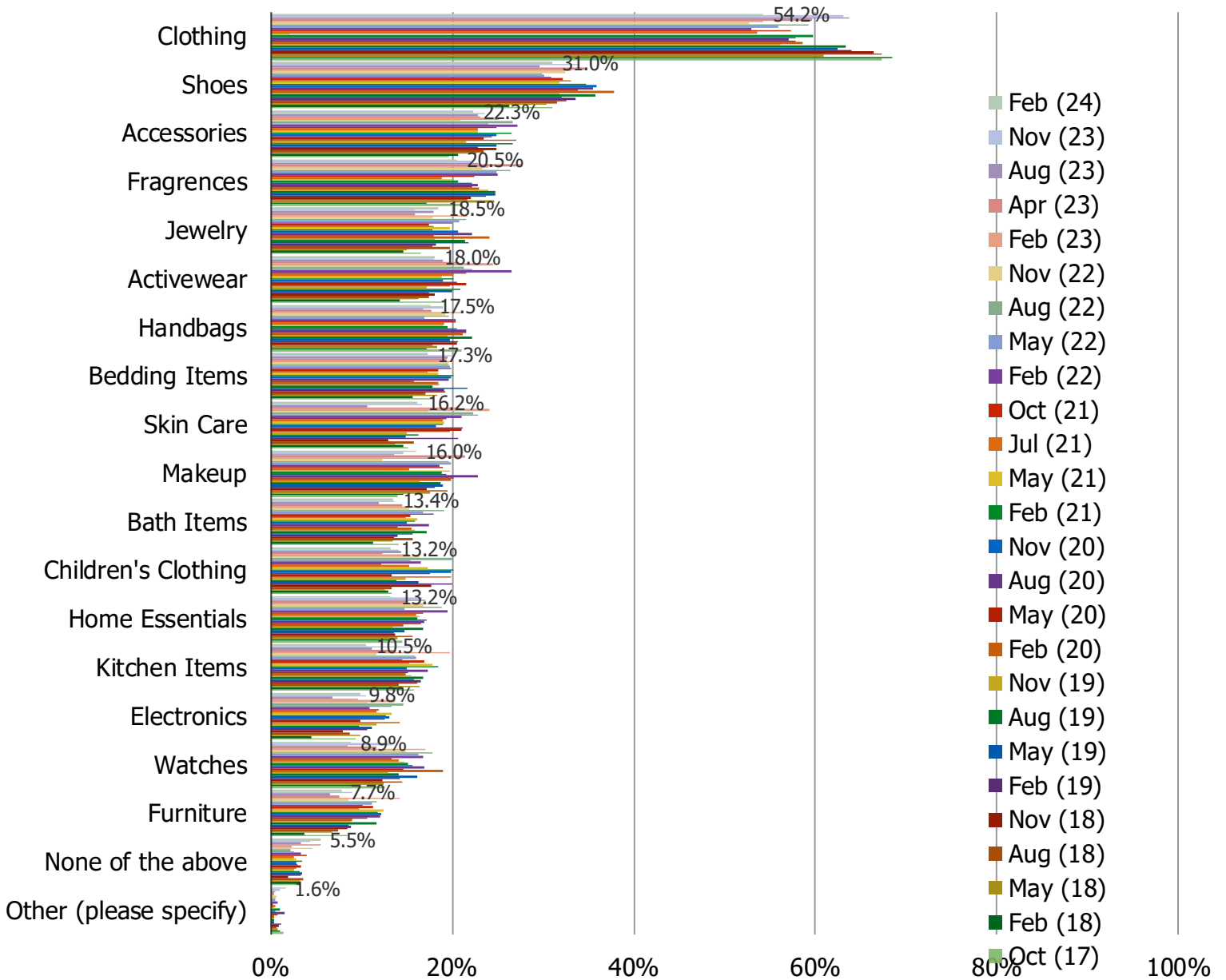
Posed to all consumers.





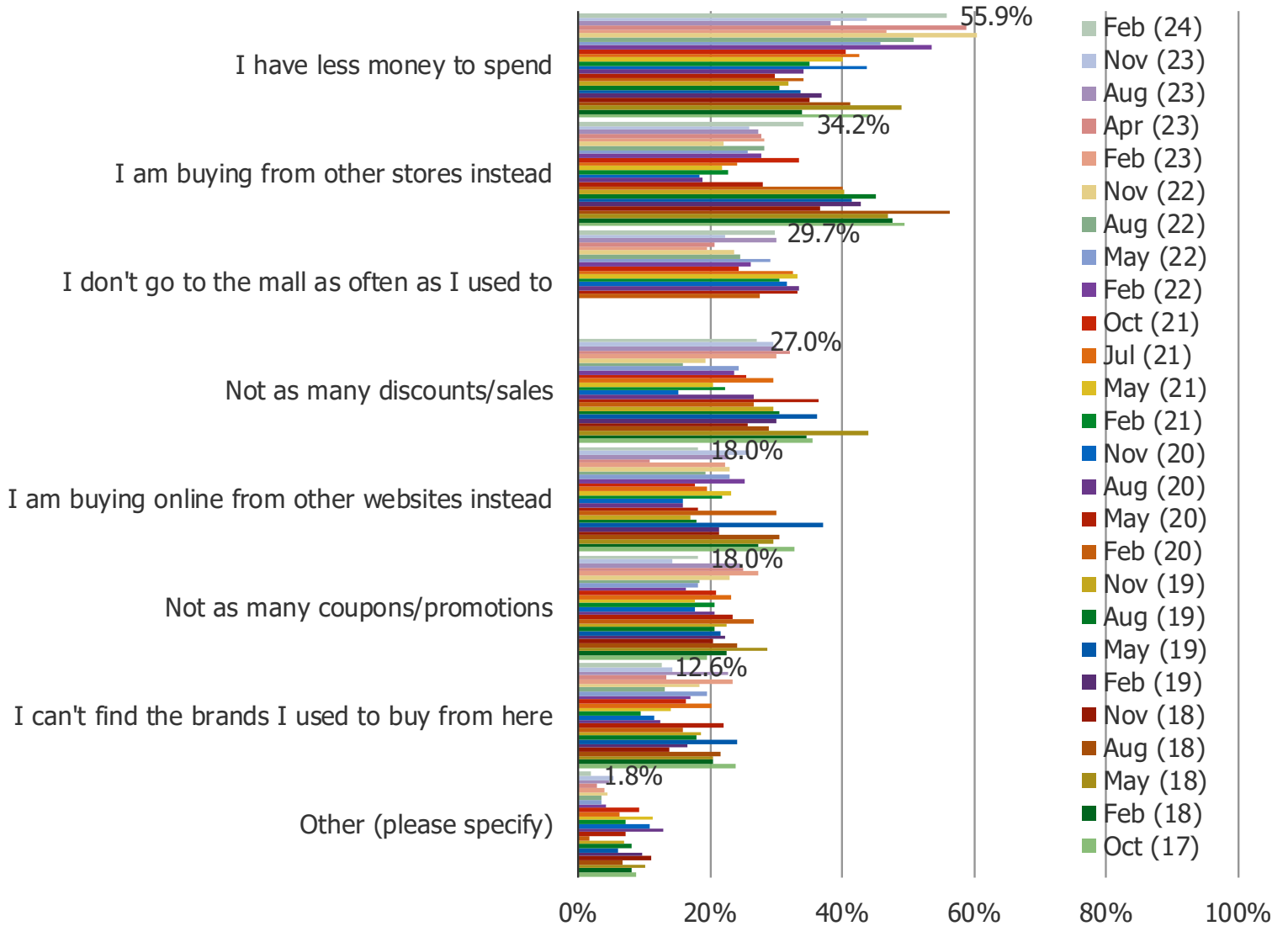
WHAT TYPE OF ITEMS DO YOU TYPICALLY BUY FROM MACY'S?

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



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

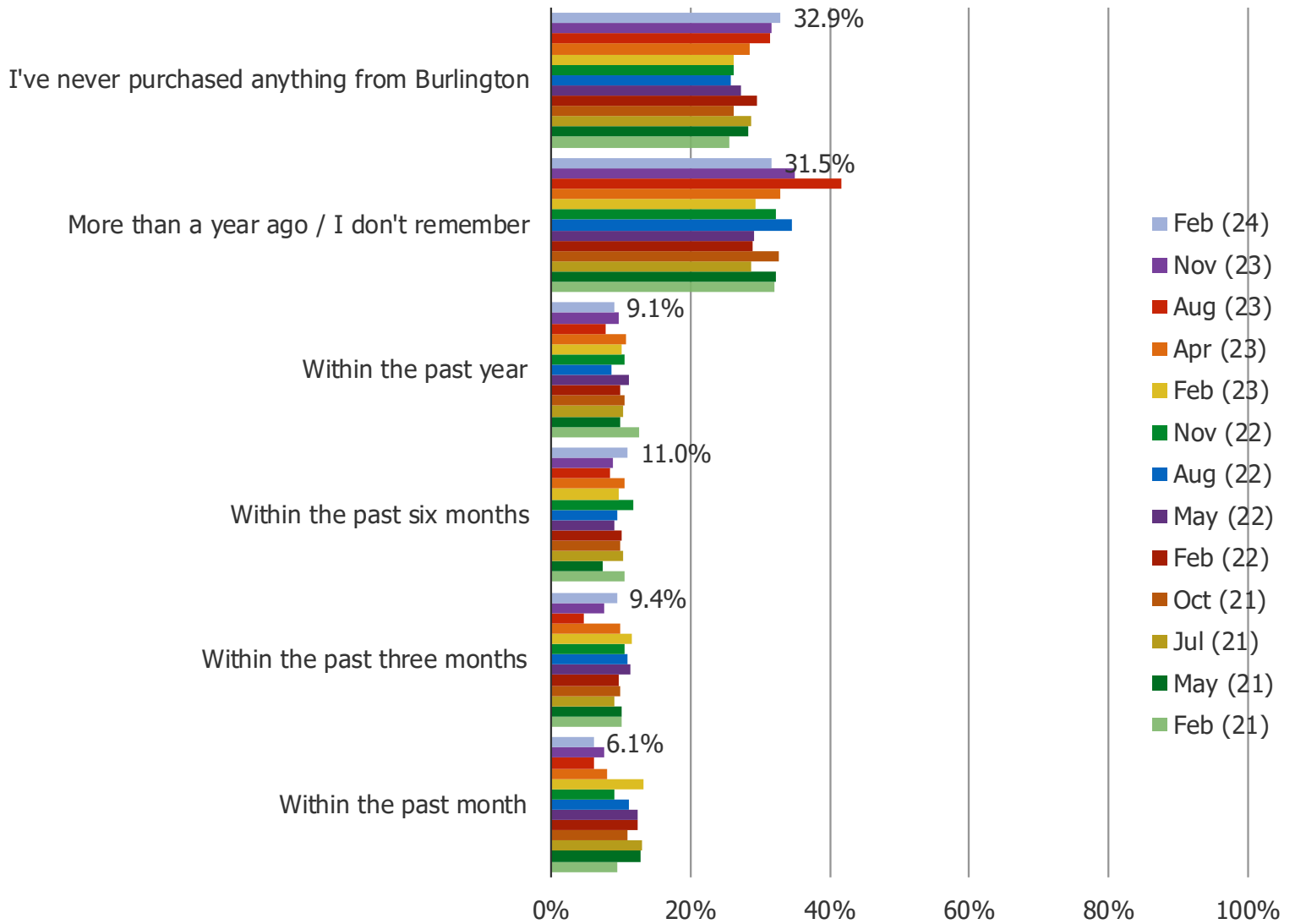
Posed to all consumers who purchased from Macy's in the past year, but said they are shopping it less compared to a year ago.



## DEPARTMENT STORES DEEP DIVES: BURLINGTON

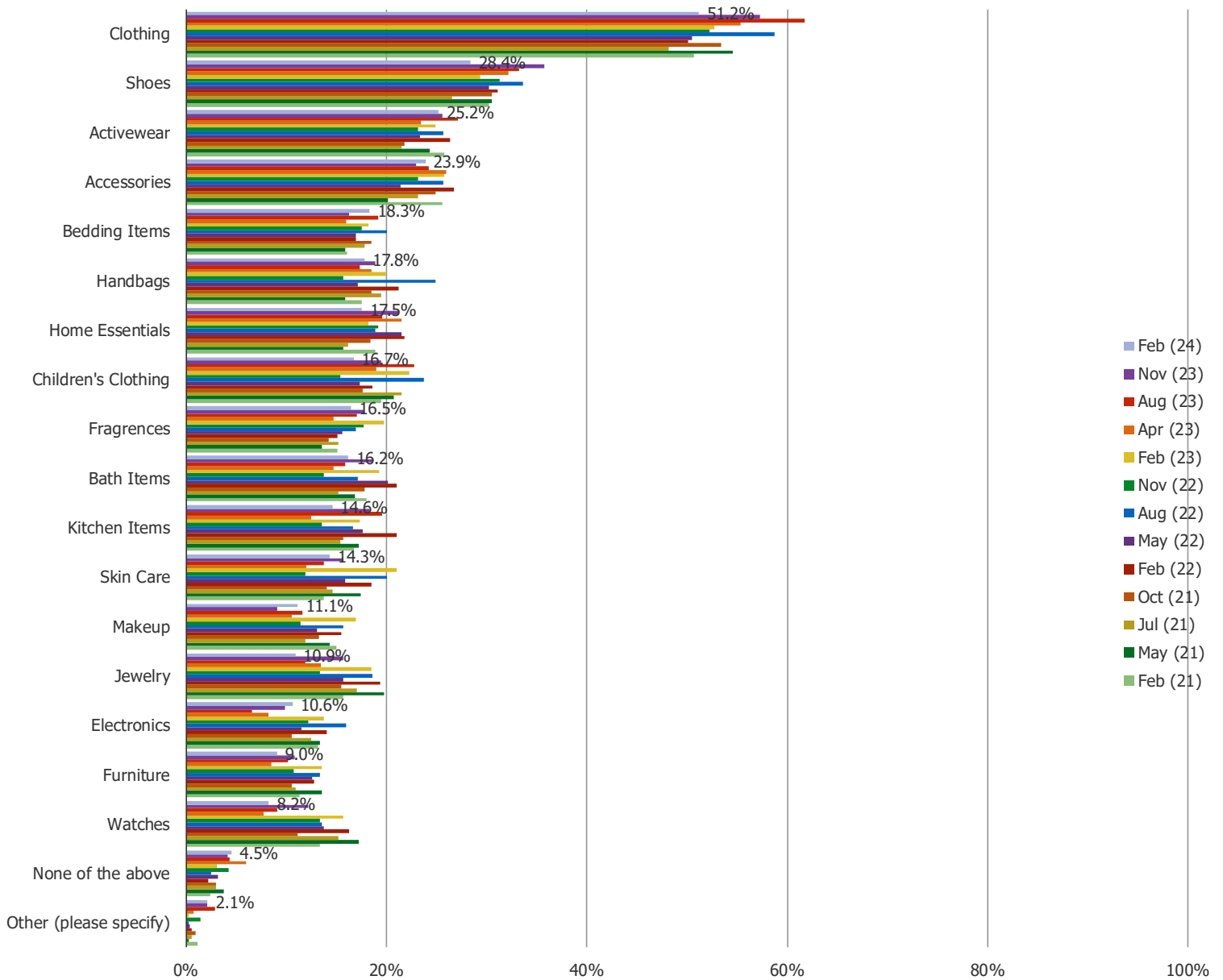
WHEN IS THE LAST TIME THAT YOU BOUGHT CLOTHING OR ACCESSORIES FOR YOURSELF FROM BURLINGTON?

Posed to all consumers.



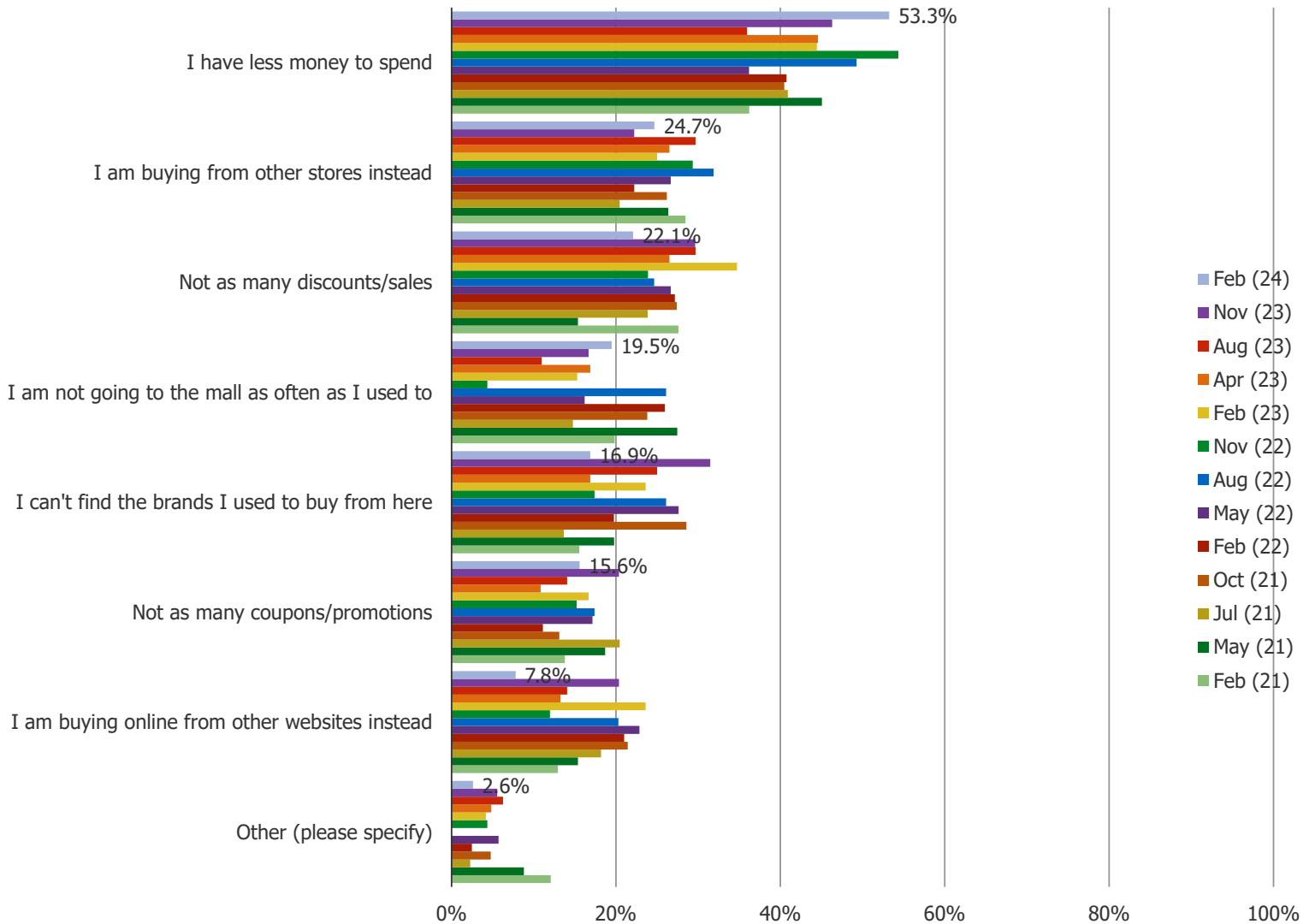
WHAT TYPES OF ITEMS DO YOU TYPICALLY BUY FROM BURLINGTON?

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



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

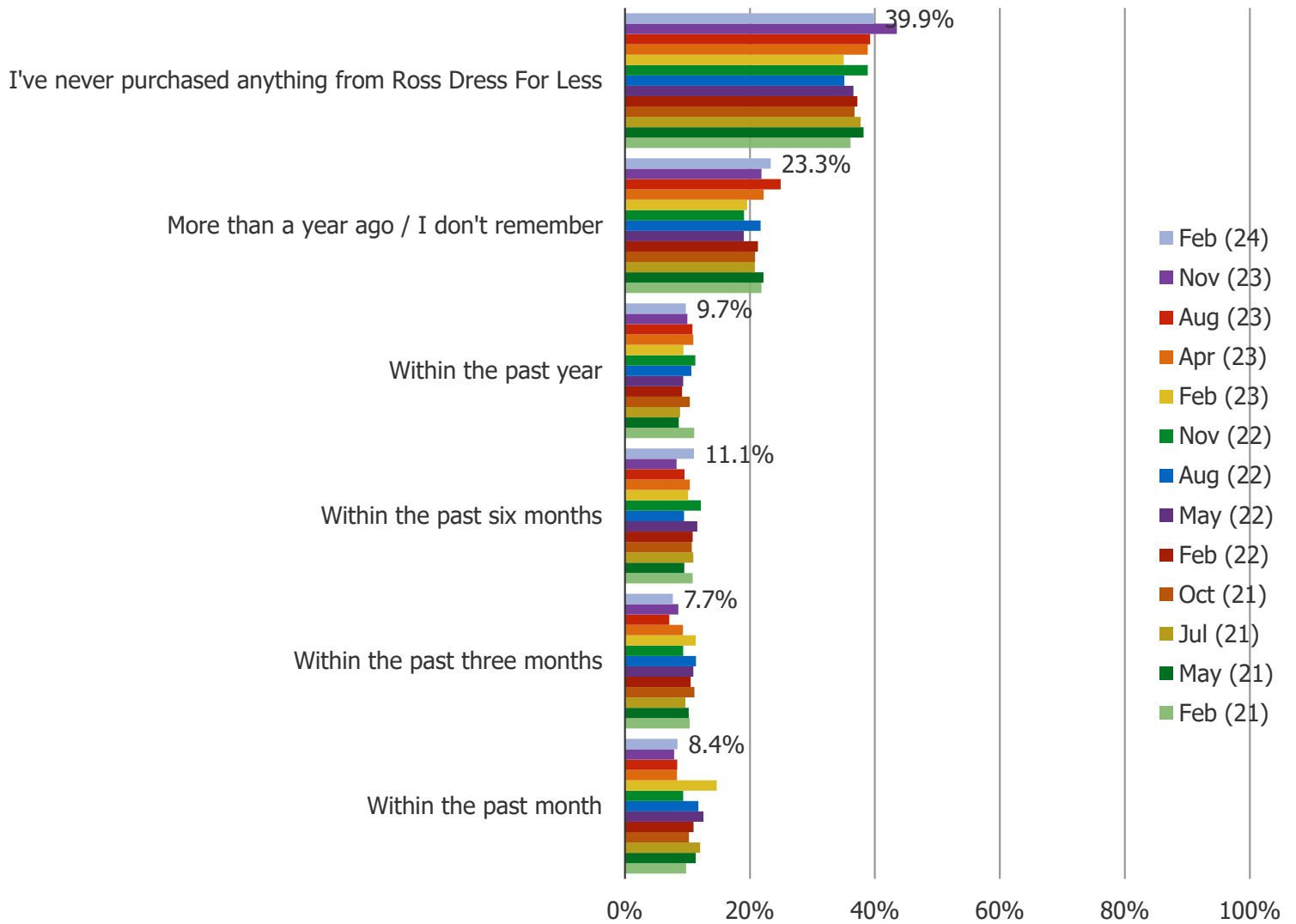
Posed to all consumers who purchased from Burlington in the past year, but said they are shopping it less compared to a year ago.



## DEPARTMENT STORES DEEP DIVES: ROSS

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

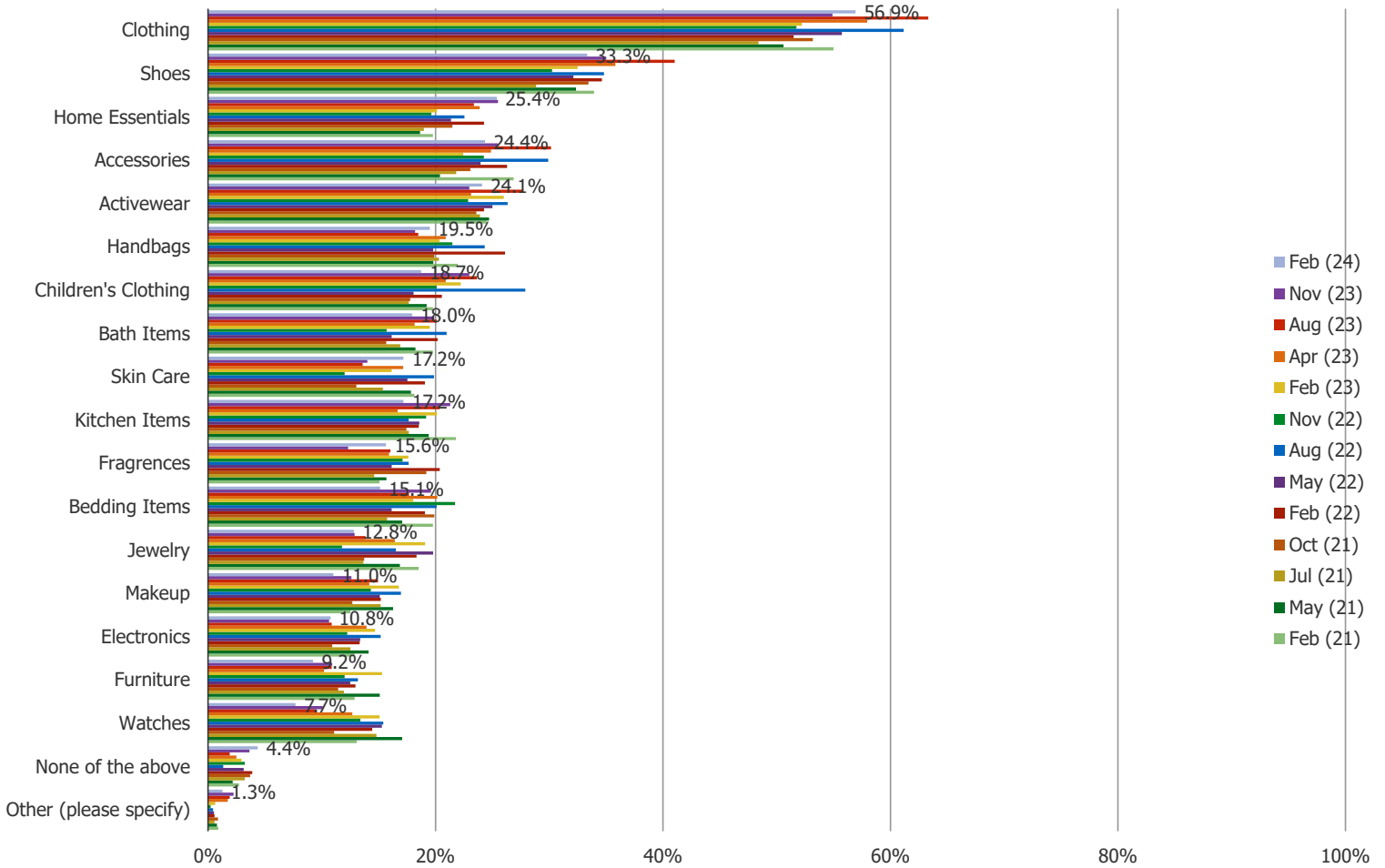
Posed to all consumers.





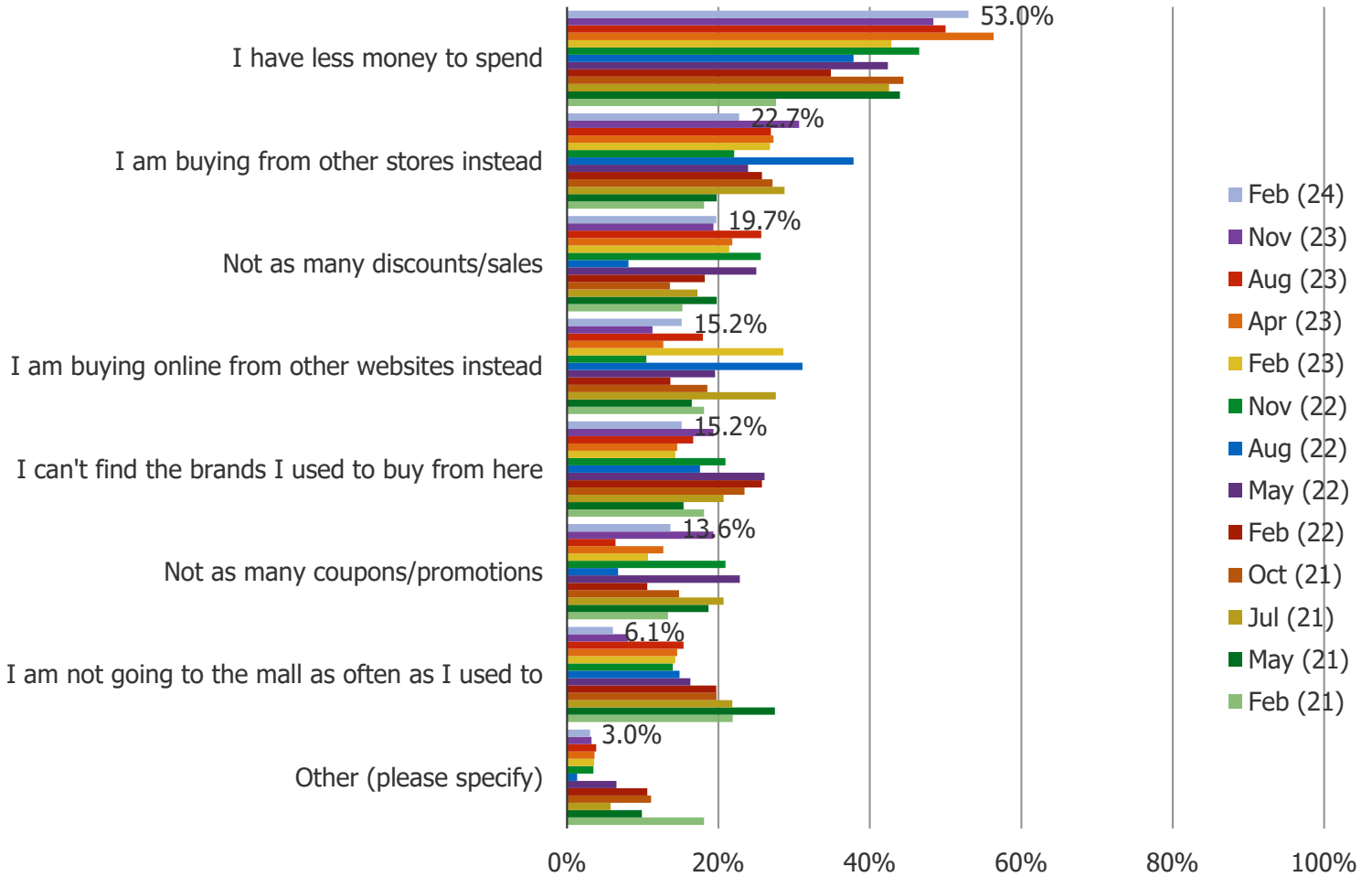
WHAT TYPES OF ITEMS DO YOU TYPICALLY BUY FROM ROSS DRESS FOR LESS?

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



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

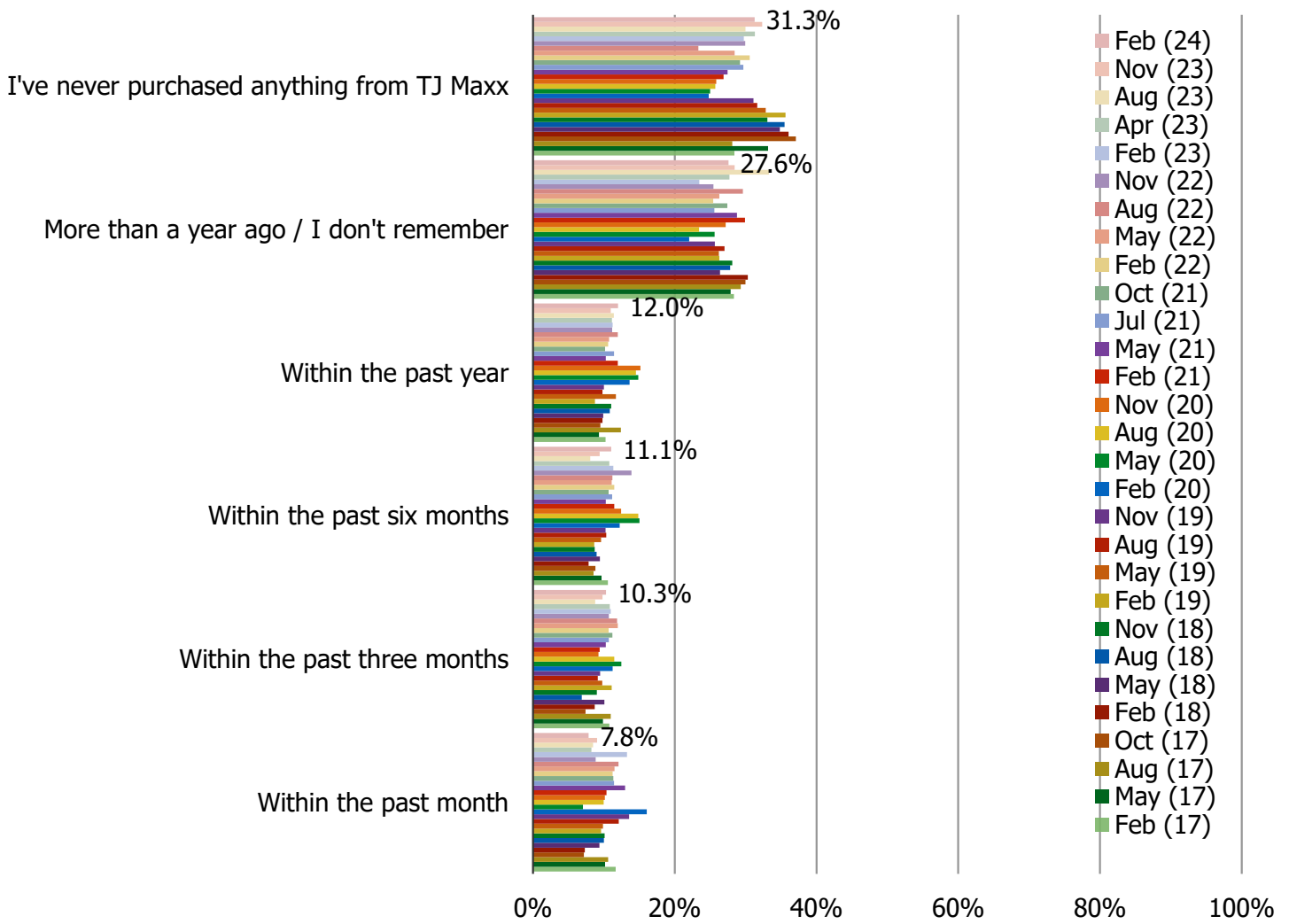
Posed to all consumers who purchased from Ross in the past year, but said they are shopping it less compared to a year ago.



## DEPARTMENT STORES DEEP DIVES: TJ MAXX

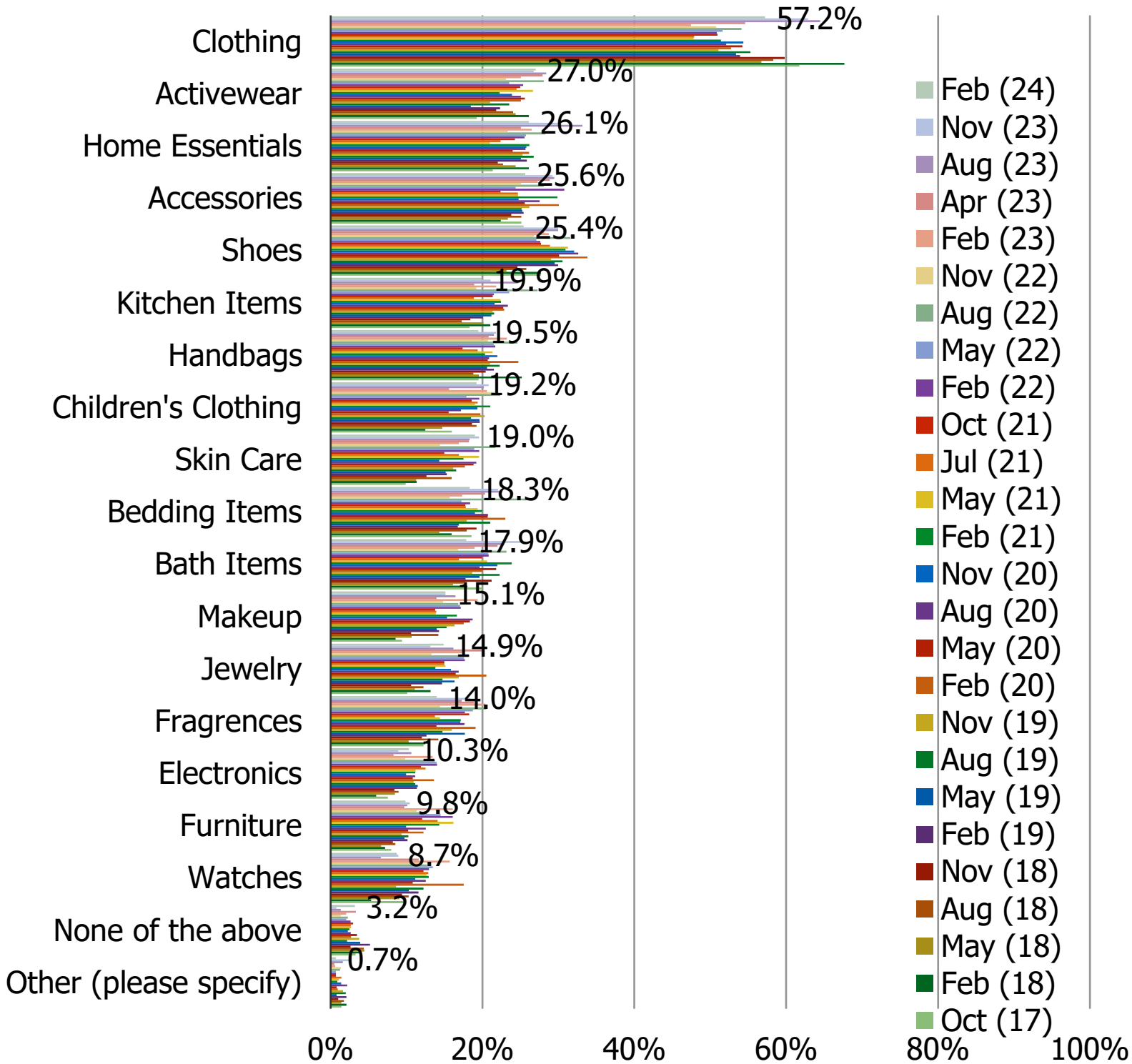
WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM TJ MAXX?

Posed to all consumers.



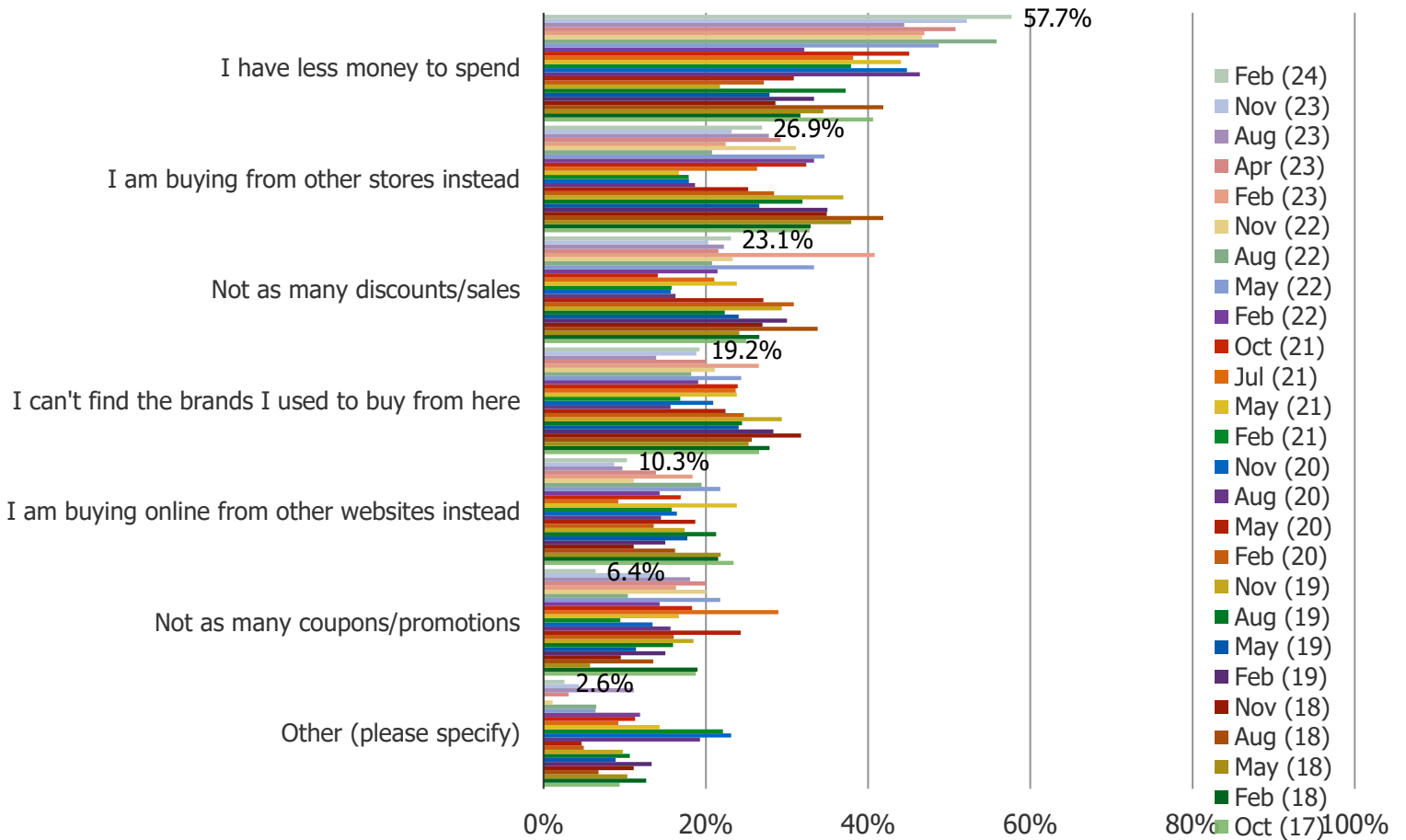
WHAT TYPE OF ITEMS DO YOU TYPICALLY BUY FROM TJ MAXX?

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.



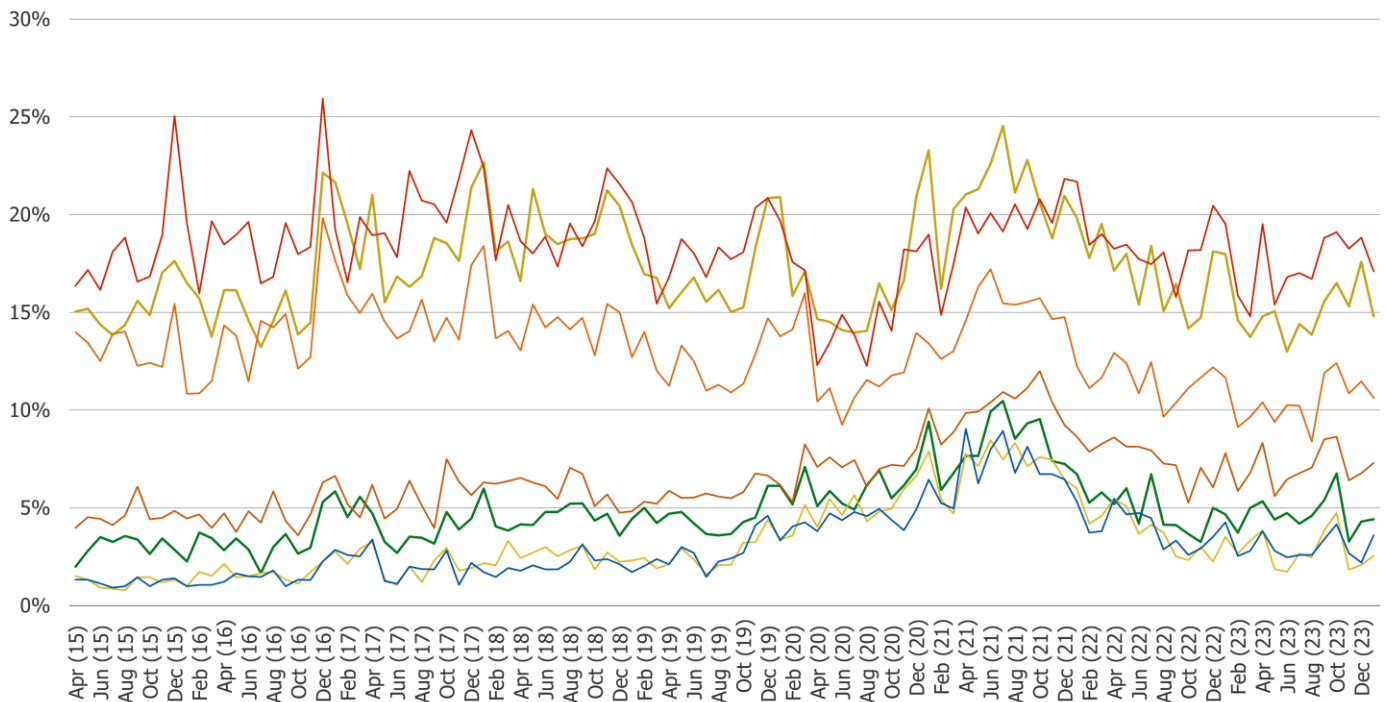
## MONTHLY TRAFFIC TRACKERS

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).

—Dillard's —Macy's —Bloomingdales —JC Penney —Kohl's —Sak's Fifth Avenue —Nordstrom





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).

