

BESPOKE SURVEYS

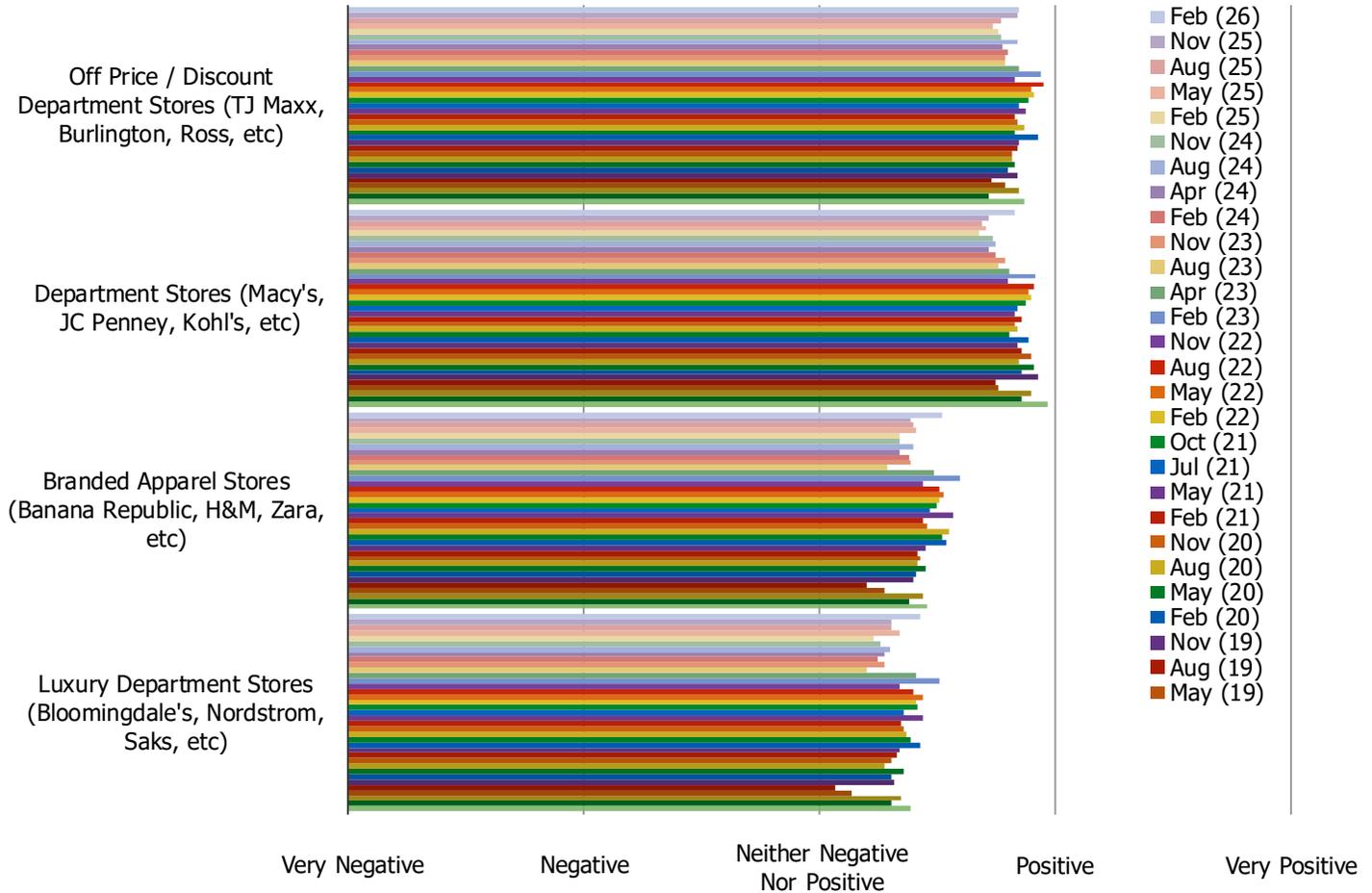
Department Stores, Vol 41

1,000 US Consumers Balanced to Census
Tickers Covered: M, BURL, ROST, KSS, TJX.

DEPARTMENT STORE CHANNEL SENTIMENT

ALL CONSUMERS: OPINION OF EACH TYPE OF RETAILER

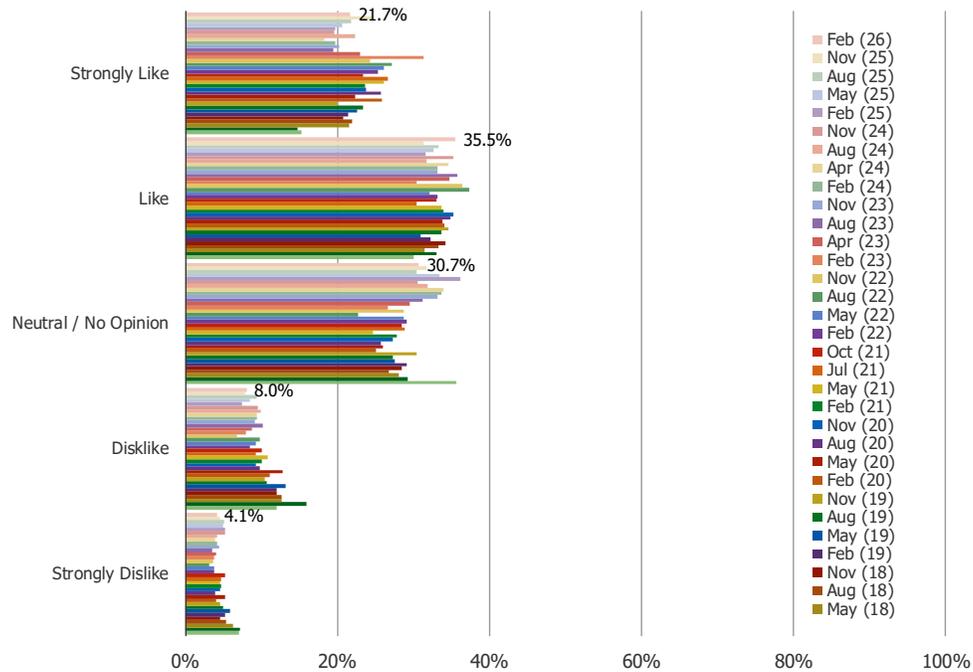
Posed to all consumers.



TREASURE HUNT SHOPPING EXPERIENCE

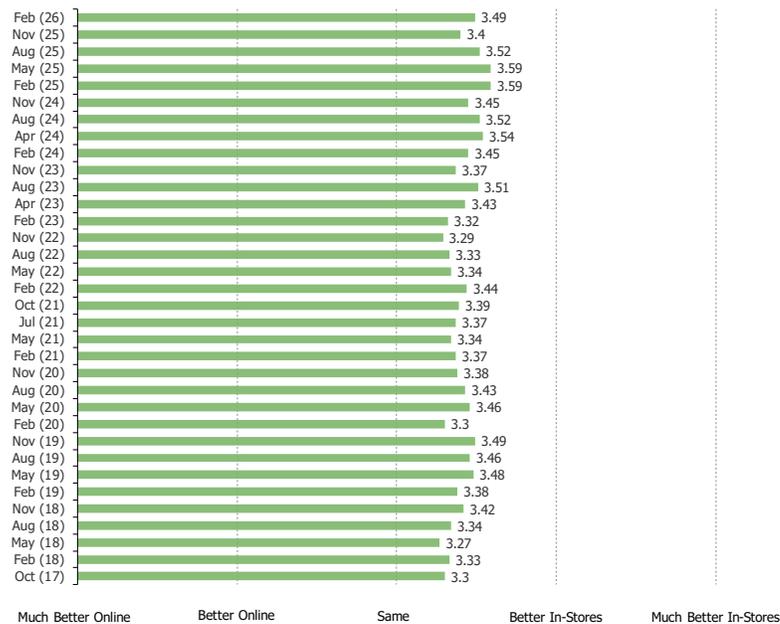
DO YOU LIKE THE TREASURE HUNT TYPE OF SHOPPING EXPERIENCE WHERE BRANDS/PRODUCTS AVAILABLE AT A DISCOUNTED PRICE CHANGE OFTEN?

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.



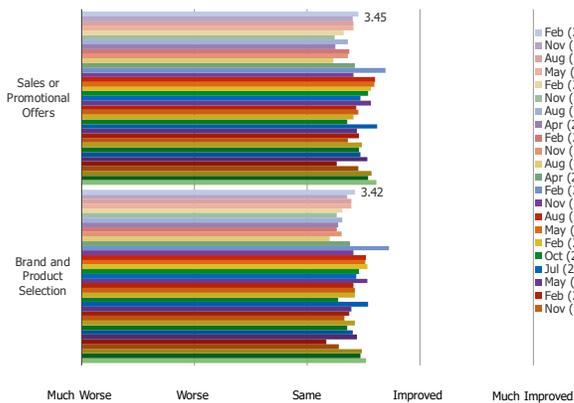
DEPARTMENT STORE DEEP DIVES (COMPARISONS)

PRODUCT SELECTIONS

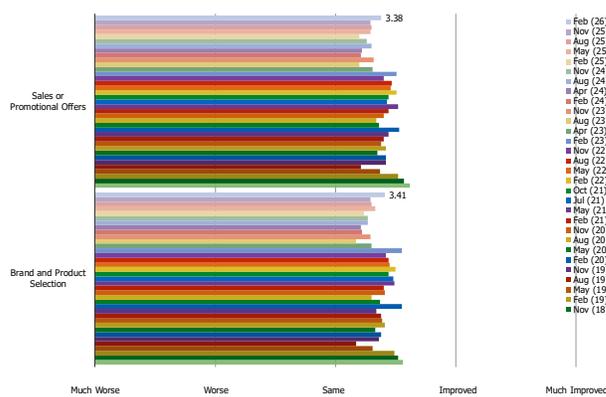
HAVE YOU NOTICED ANY CHANGES IN THE FOLLOWING WHILE SHOPPING AT _____?

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

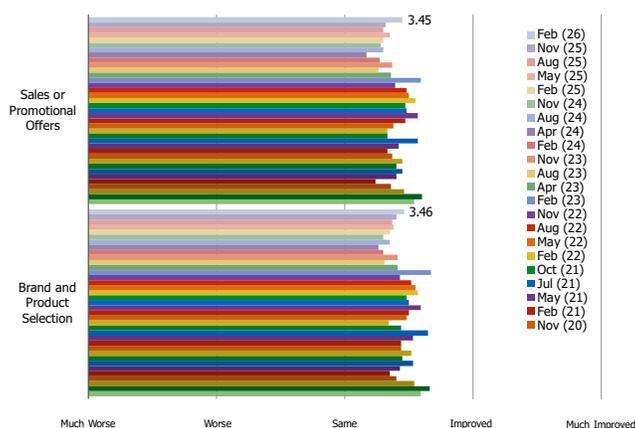
Macy's



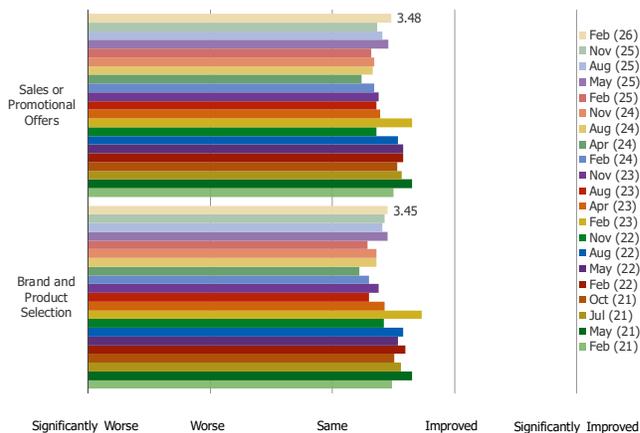
Kohl's



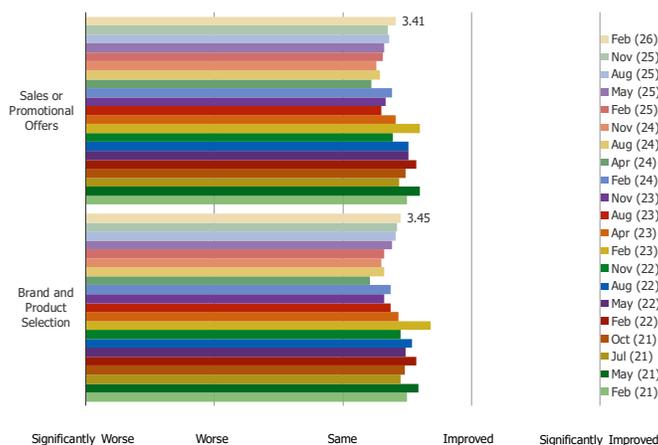
TJ Maxx



Burlington



Ross

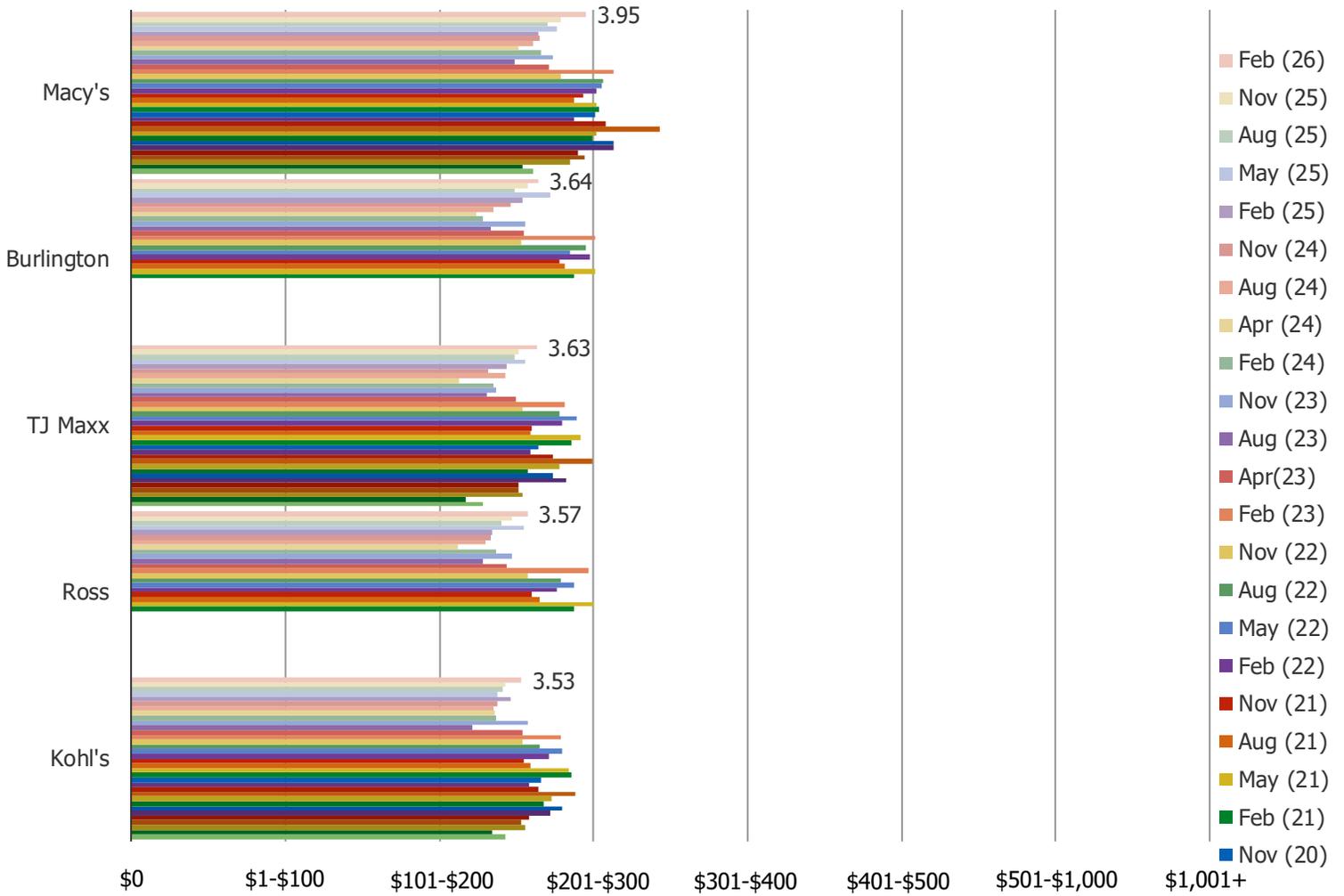


ENGAGEMENT DEEP DIVES

AMONG ACTIVE CUSTOMERS (PURCHASED IN THE PAST YEAR)

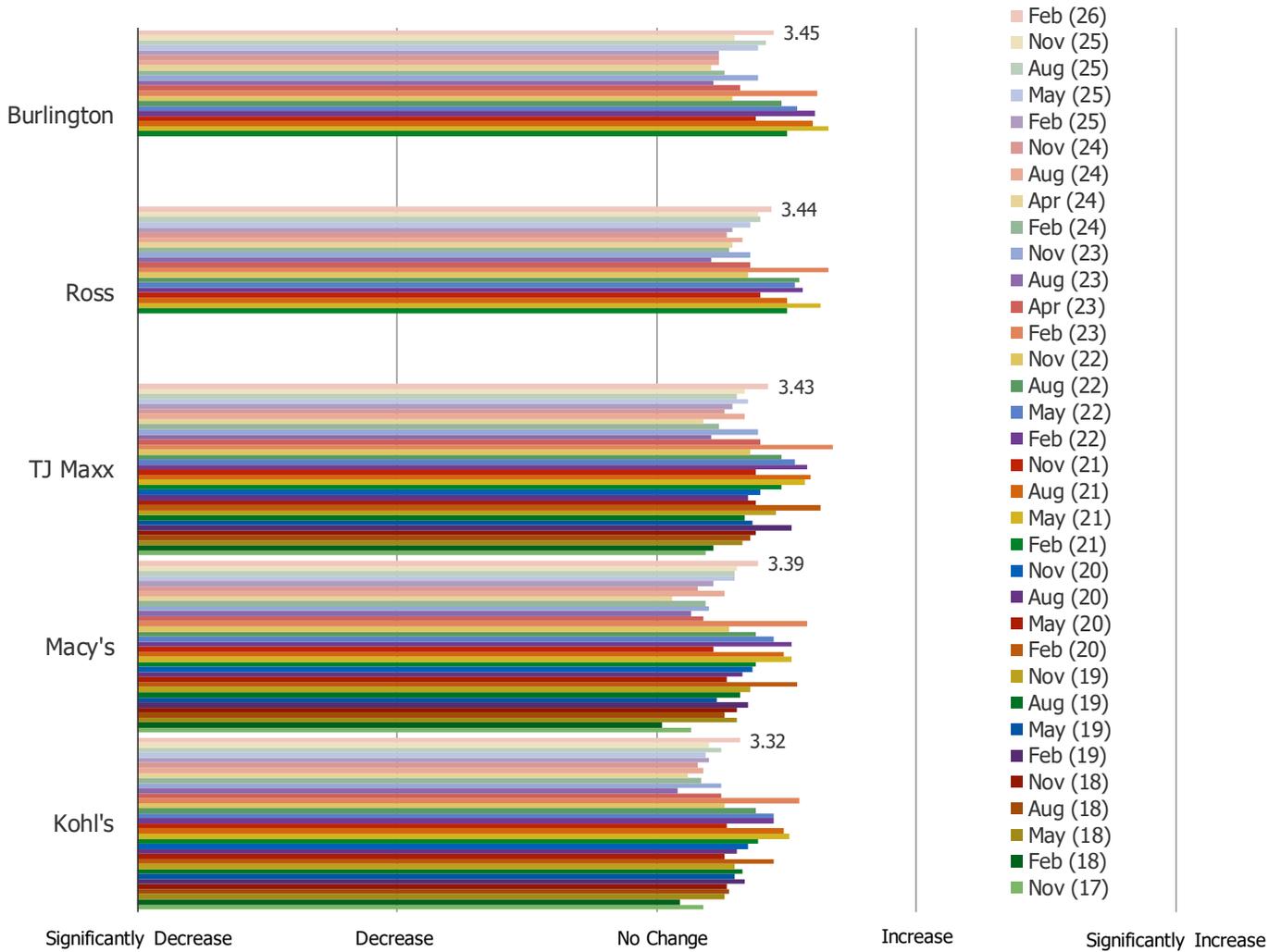
HOW MUCH HAVE YOU SPENT THROUGH _____ IN THE PAST SIX MONTHS?

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



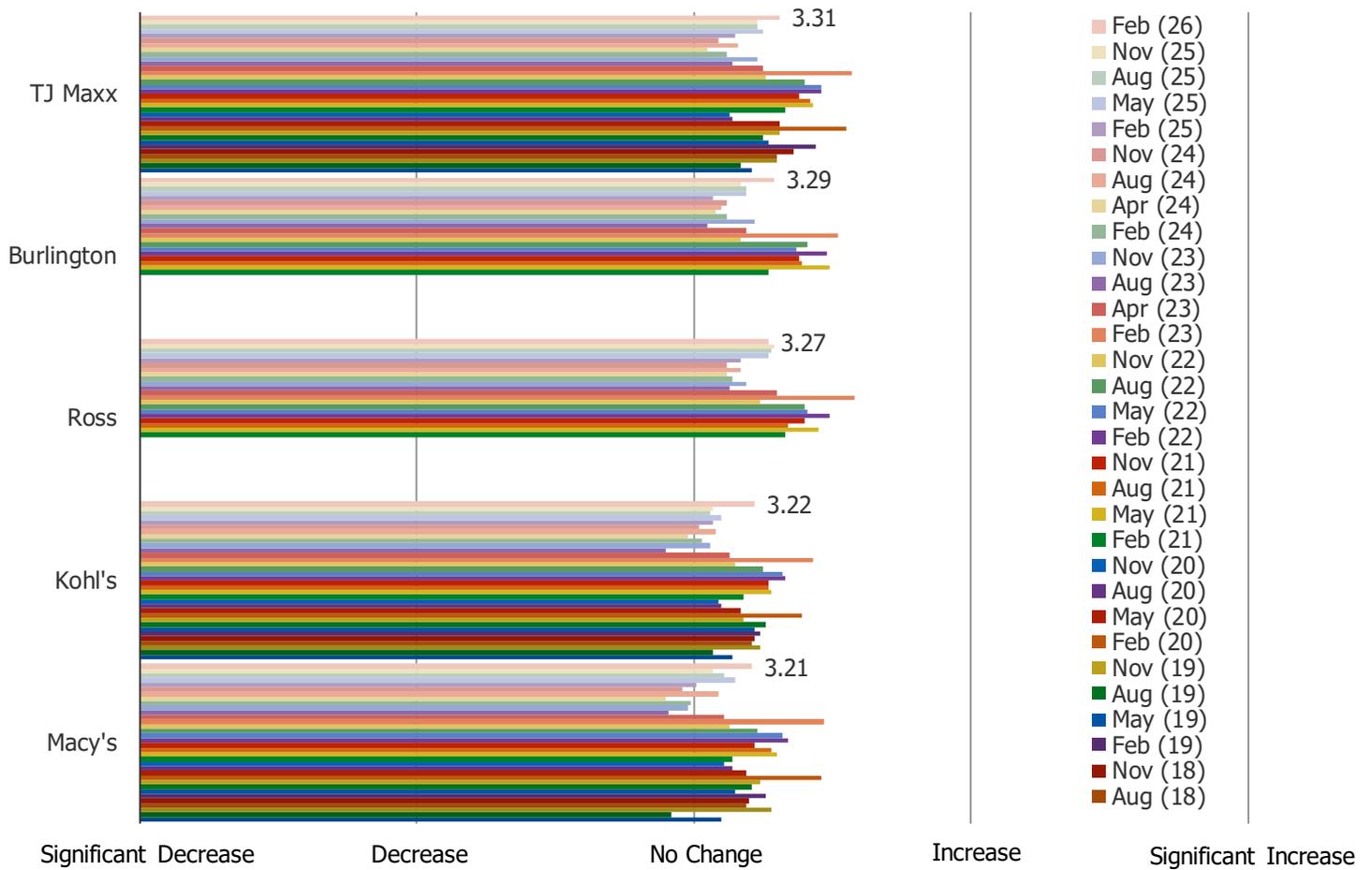
GOING FORWARD, DO YOU EXPECT TO CHANGE HOW MUCH YOU SHOP _____?

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



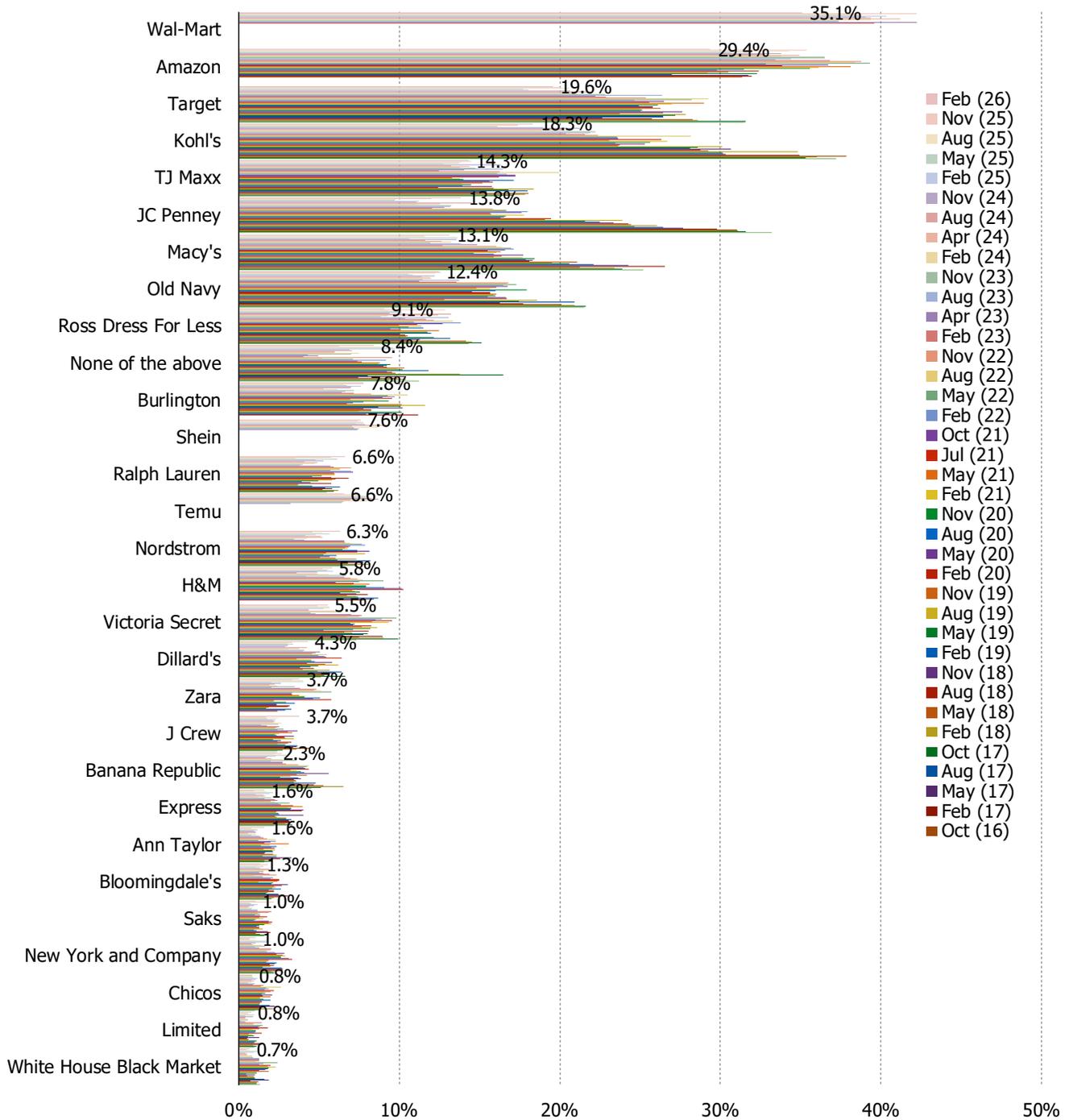
HAS YOUR SHOPPING OF _____ CHANGED COMPARED TO A YEAR AGO?

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.



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Posed to all consumers.

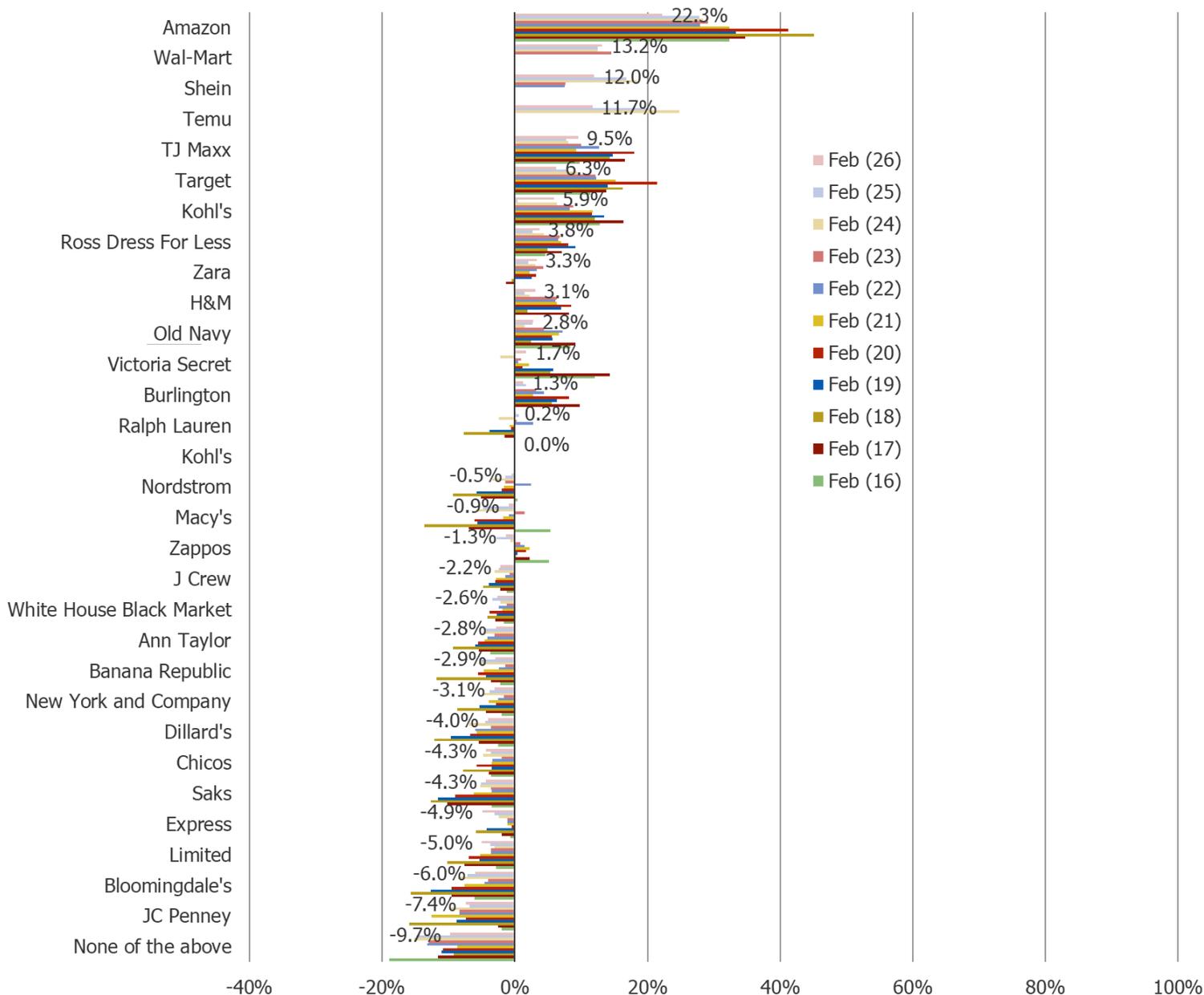
If you were shopping for clothing or accessories for yourself today, which would you be MOST LIKELY to visit?

- **Current Leaders:** Wal-Mart leads top-of-mind intent at 35.1%, followed by Amazon at 29.4%. However, both have fallen from their recent highs (Wal-Mart peaked at 42.2% in April 2023, and Amazon peaked at 39.3% in May 2022).
- **Massive Declines for Mid-Tier Brands:** Several major retail brands show severe, long-term erosion in being a "most likely" destination. Over the life of the survey, Kohl's plummeted from 37.2% to 18.3%, JC Penney fell from 33.2% to 13.8%, Macy's dropped from 25.2% to 13.1%, and Old Navy fell from 21.5% to 12.4%.
- **Temu's Intent Also Peaked:** Aligning with the first two questions, Temu's "most likely to visit" score showed an initial rise but peaked at 8.7% in August 2024 before dropping back to 6.5% today.

Analysis of data from the prior page, conducted via LLM. Since the chart was beginning to get harder to read, we wanted to provide some insight call-outs from granular analysis of the raw data.

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.

Which of the following retailers/brands are **GAINING** popularity...?

- **The Current Top 4:** The brands most frequently cited as gaining popularity are currently Amazon (29.0%), Wal-Mart (24.0%), Temu (21.6%), and Shein (19.8%).
- **Recent Drops from Fast Fashion:** While Temu and Shein are highly ranked, both have fallen from their recent highs. Temu peaked in this category at 33.4% in August 2024 and Shein peaked at 25.1% in the same period before receding.
- **Amazon and Target's Long-Term Erosion:** Despite leading the current list, Amazon's score in this specific question has declined long-term (starting at 34.6% in 2016 and dropping to 29.0%). Target saw a similar drop from its peak of 29.5% in early 2020 down to 18.0% today.

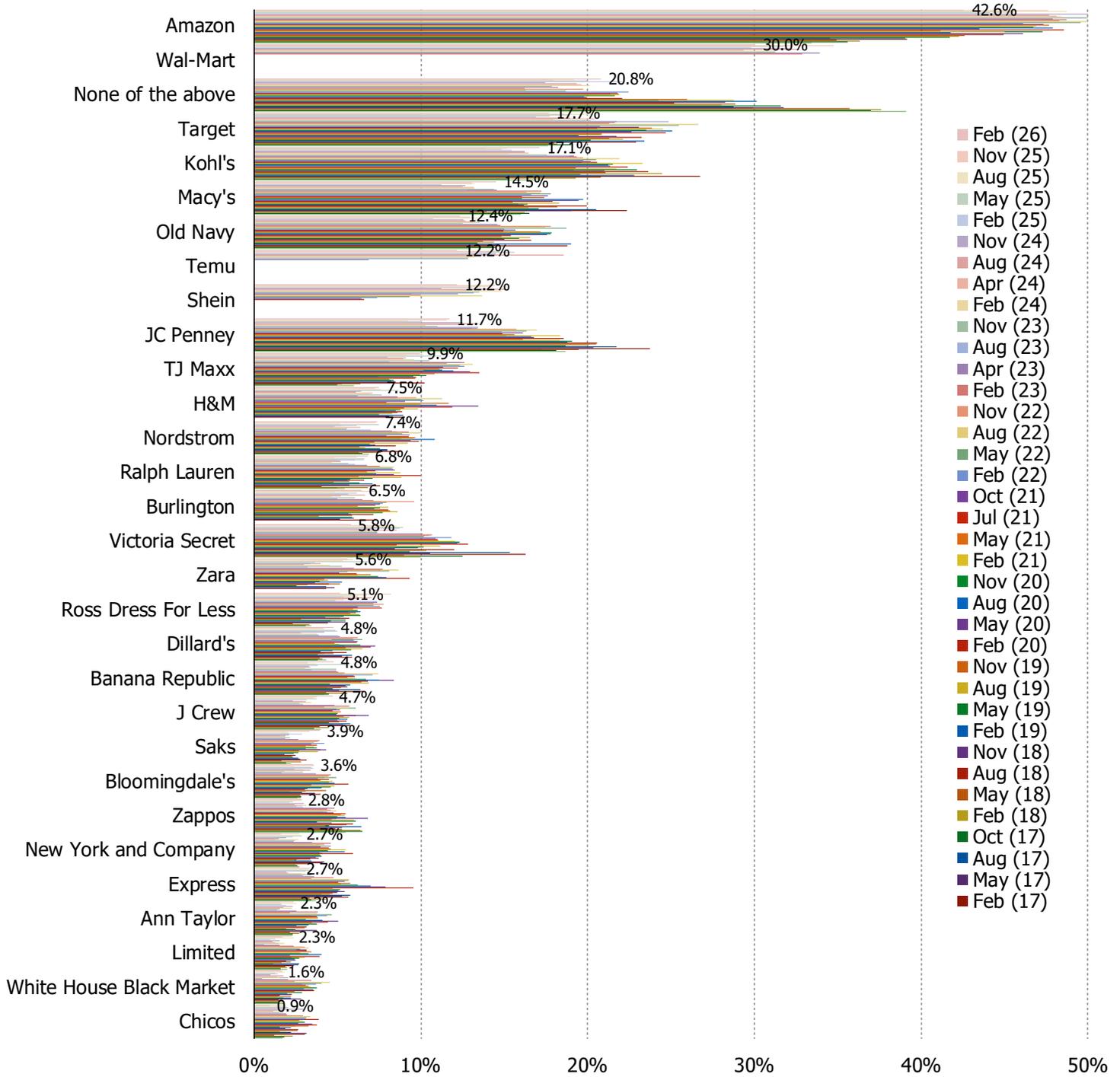
Which of the following retailers/brands are **LOSING** popularity...?

- **Department Stores at the Top:** JC Penney (16.3%) and Macy's (12.8%) are currently the top two named brands in the "losing popularity" metric, maintaining consistently high positions over the life of the survey.
- **Upward Trend for Temu:** Temu shows the fastest upward trajectory in this negative metric since entering the survey in early 2023, growing from 3.9% to nearly 10.0% by early 2026. Shein has also trended upward in this metric, moving from 5.2% in mid-2021 to 7.9% today.

Analysis of data from the prior page, conducted via LLM. Since the chart was beginning to get harder to read, we wanted to provide some insight call-outs from granular analysis of the raw data.

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...

Posed to all consumers.

I shop for clothes or accessories for myself ONLINE at the following...?

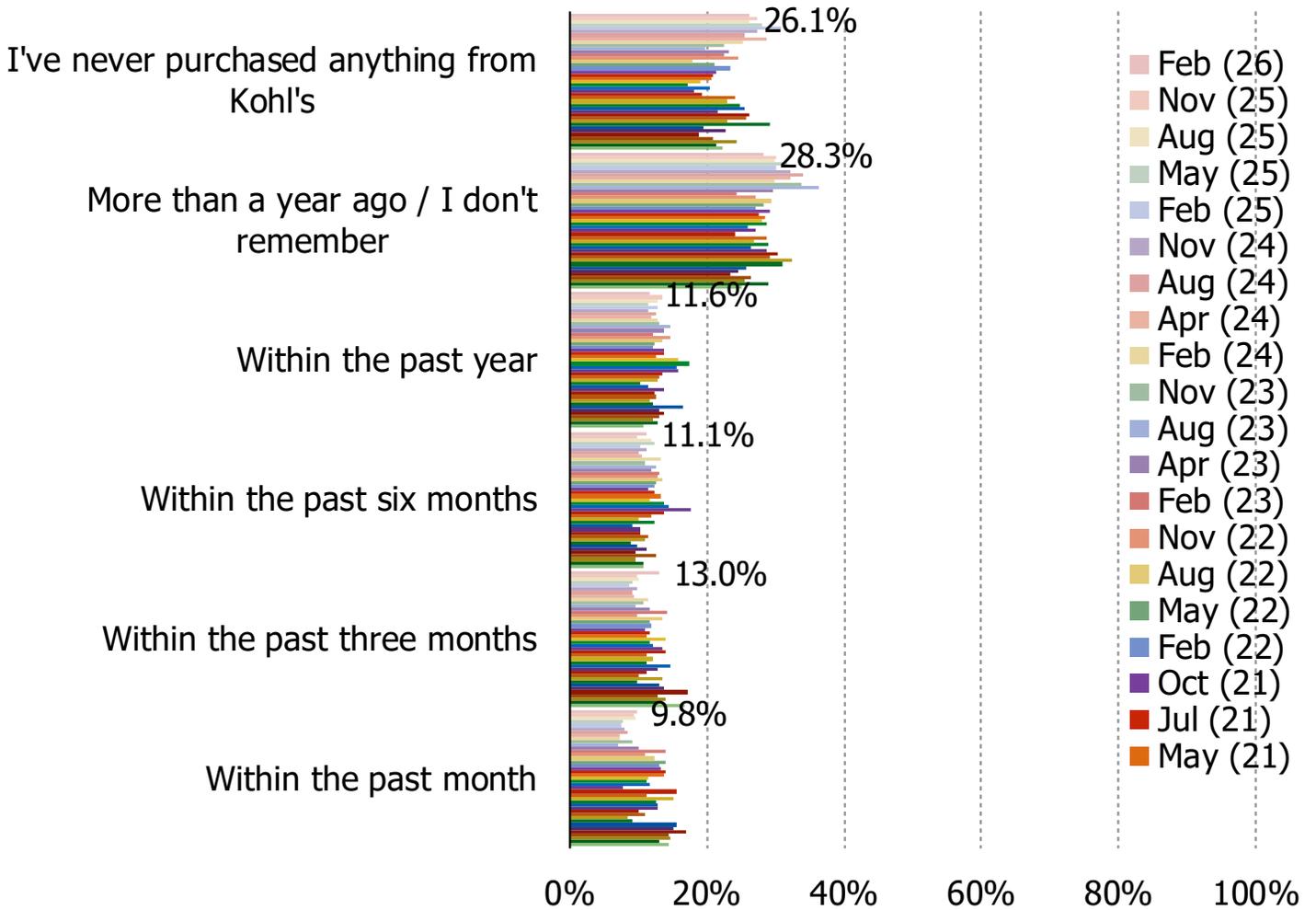
- **Amazon and Wal-Mart Lead:** Amazon is the most selected option at 42.6%, followed by Wal-Mart at 30.0%. However, Amazon has fallen significantly from its all-time high of 54.4% in August 2022.
- **Temu and Shein Hit Peaks and Dropped:** Both brands showed long-term growth since entering the survey, but both peaked in August 2024 and have dropped since. Temu peaked at 18.6% and fell to 12.2% by February 2026. Shein peaked at 15.1% and also fell to 12.2%.
- **Long-Term Declines for Legacy Brands:** JC Penney shows a consistent, decade-long decline in this metric, dropping from 18.7% at the start of the survey down to 11.7% today. Target also shows a drop from a peak of 26.6% in mid-2022 down to 17.7%.

Analysis of data from the prior page, conducted via LLM. Since the chart was beginning to get harder to read, we wanted to provide some insight call-outs from granular analysis of the raw data.

DEPARTMENT STORE DEEP DIVES: KOHL'S

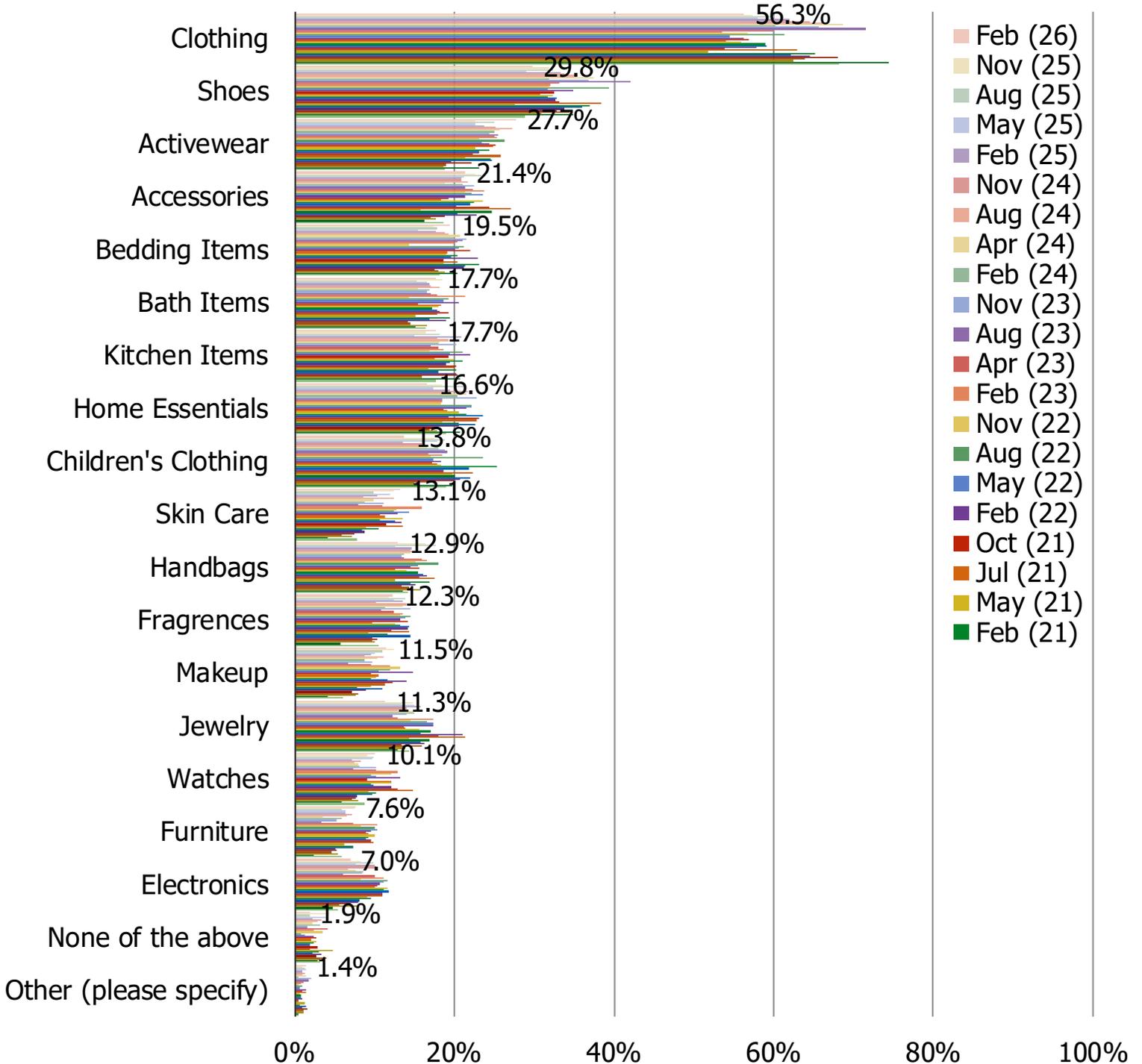
WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM KOHL'S?

Posed to all consumers.



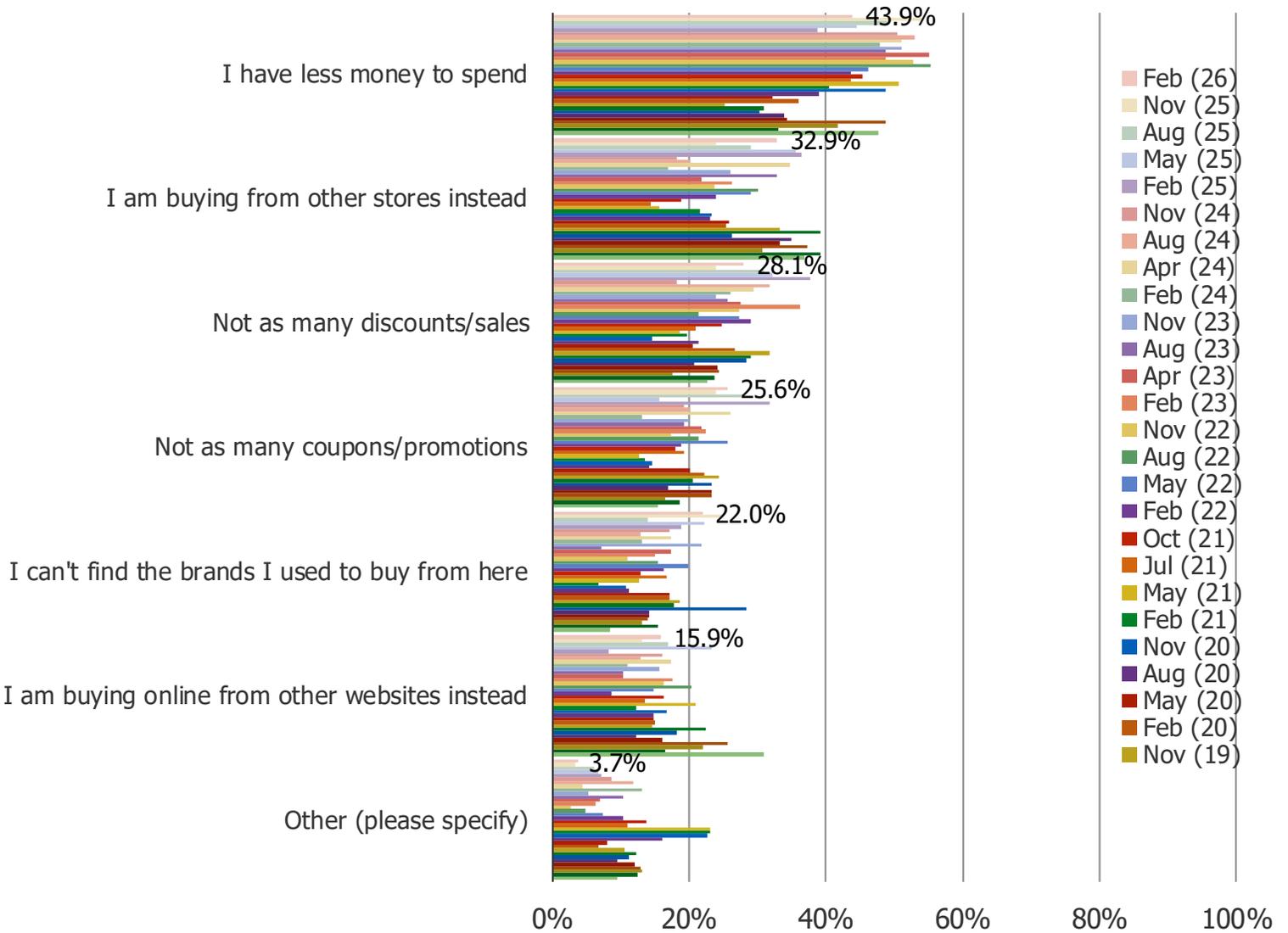
WHAT TYPE OF ITEMS DO YOU TYPICALLY BUY FROM KOHL'S?

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



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

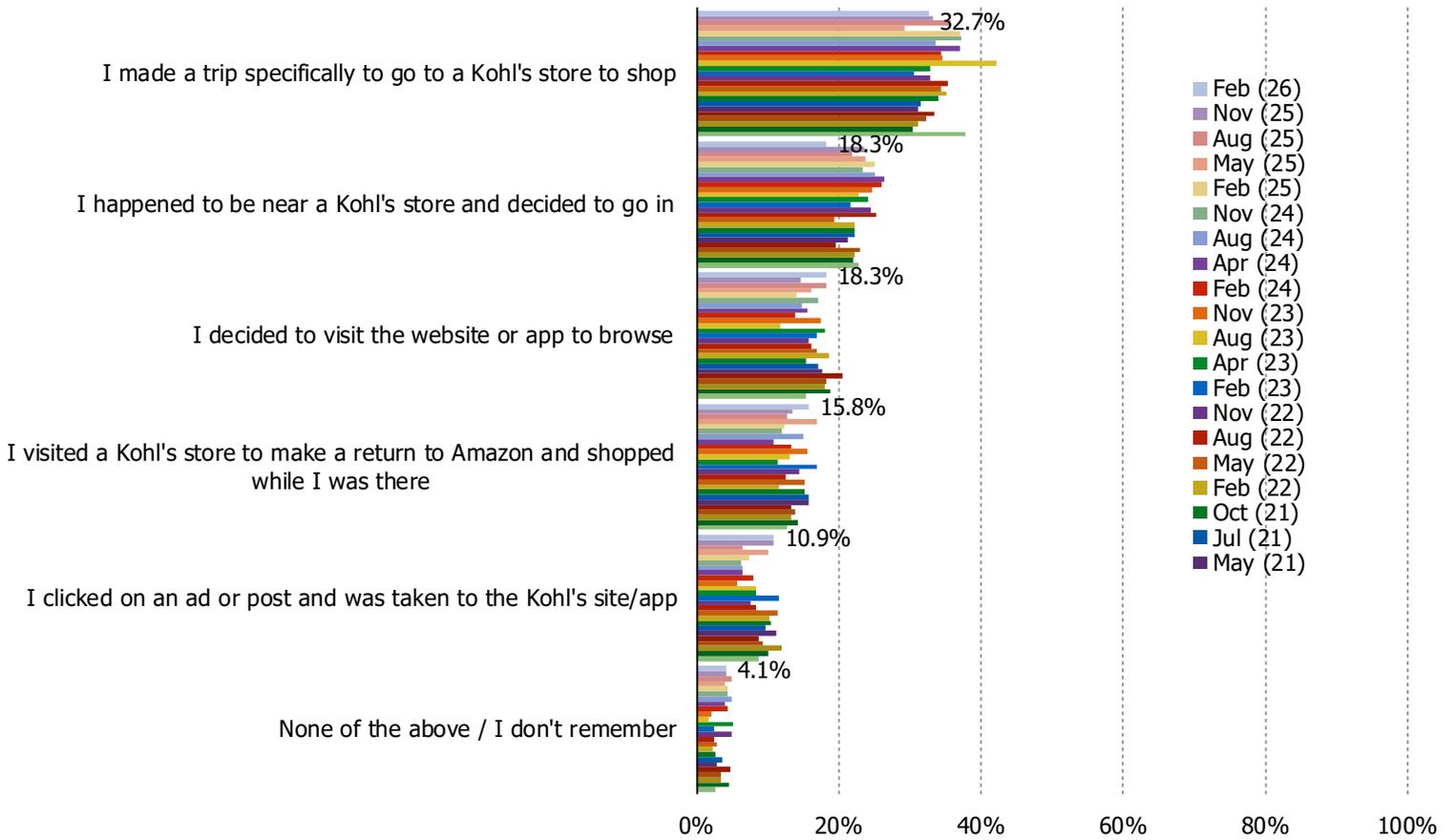
Posed to all consumers who purchased from Kohl's in the past year, but said they are shopping it less compared to a year ago.



KOHL'S AND AMAZON RETURNS

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

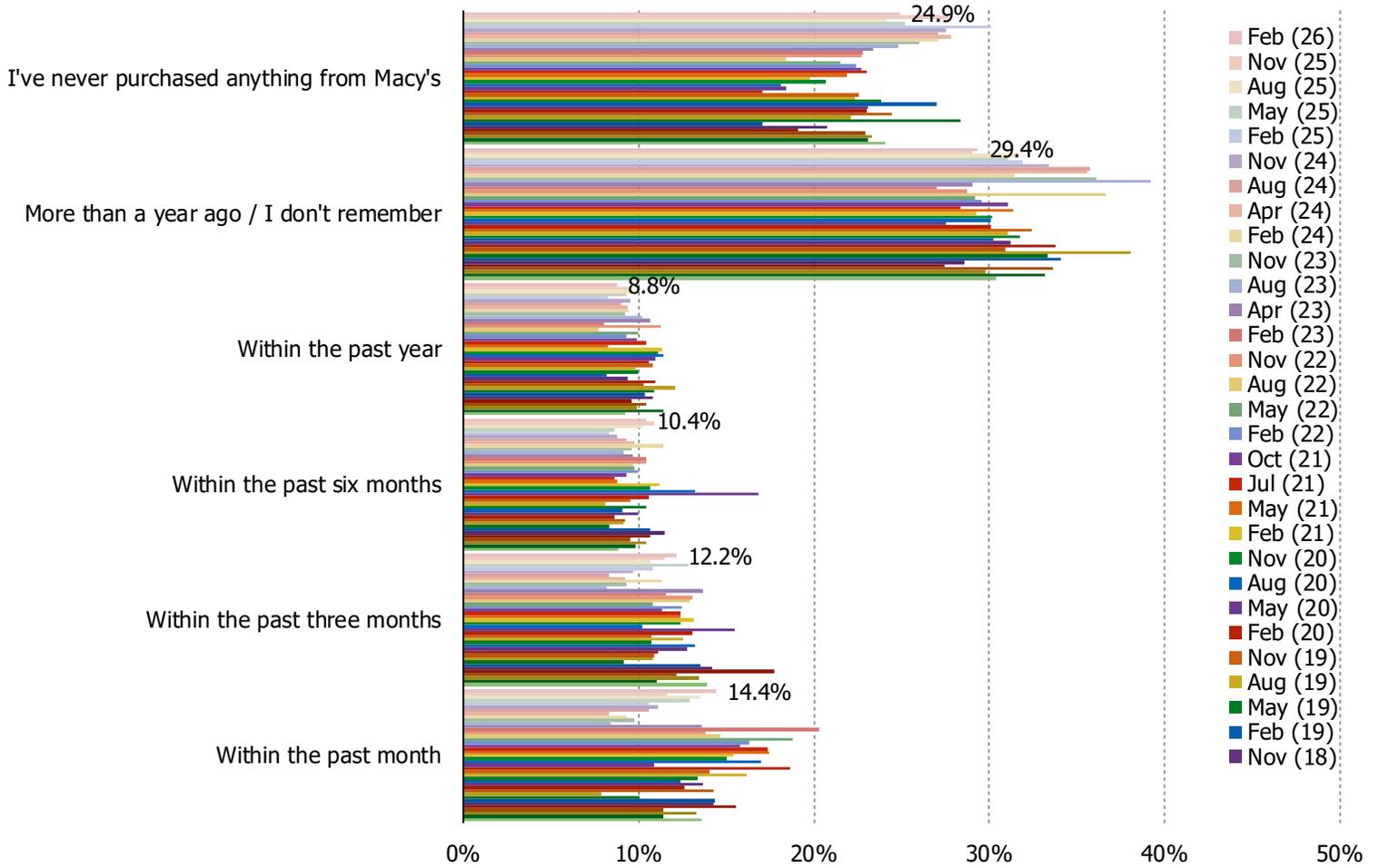
Posed respondents who shopped Kohl's in the past three months



DEPARTMENT STORES DEEP DIVE: MACY'S

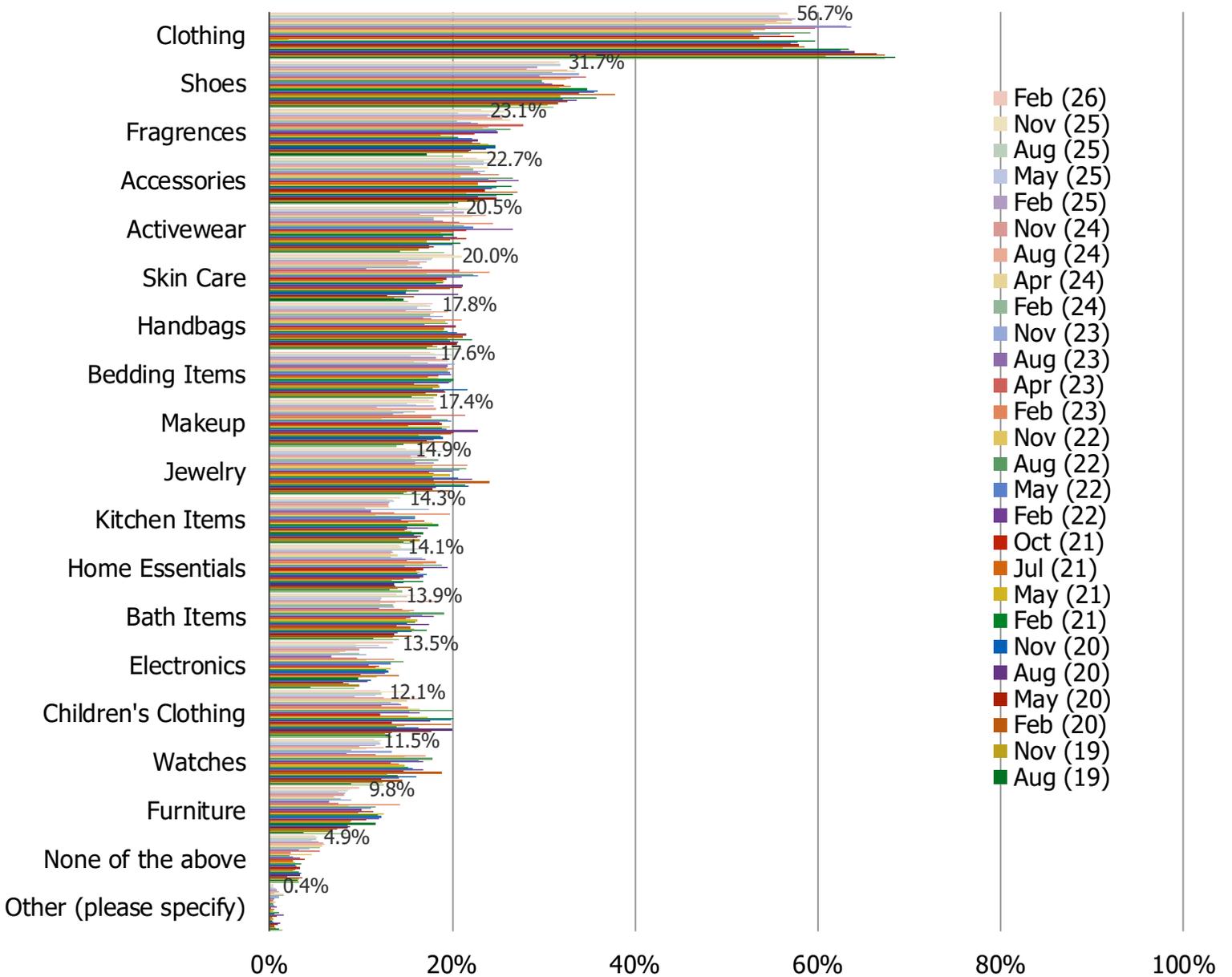
WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM MACY'S?

Posed to all consumers.



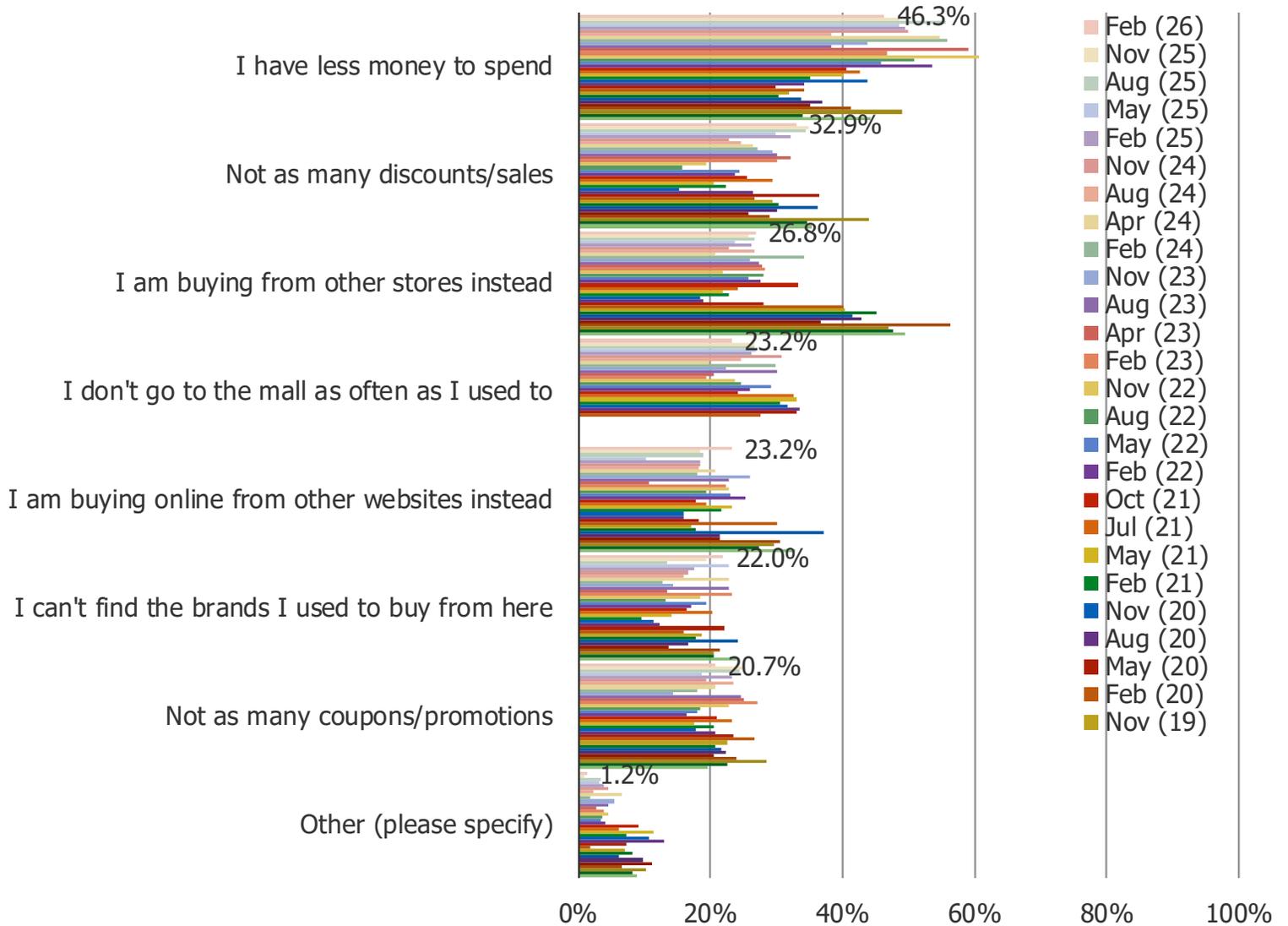
WHAT TYPE OF ITEMS DO YOU TYPICALLY BUY FROM MACY'S?

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



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

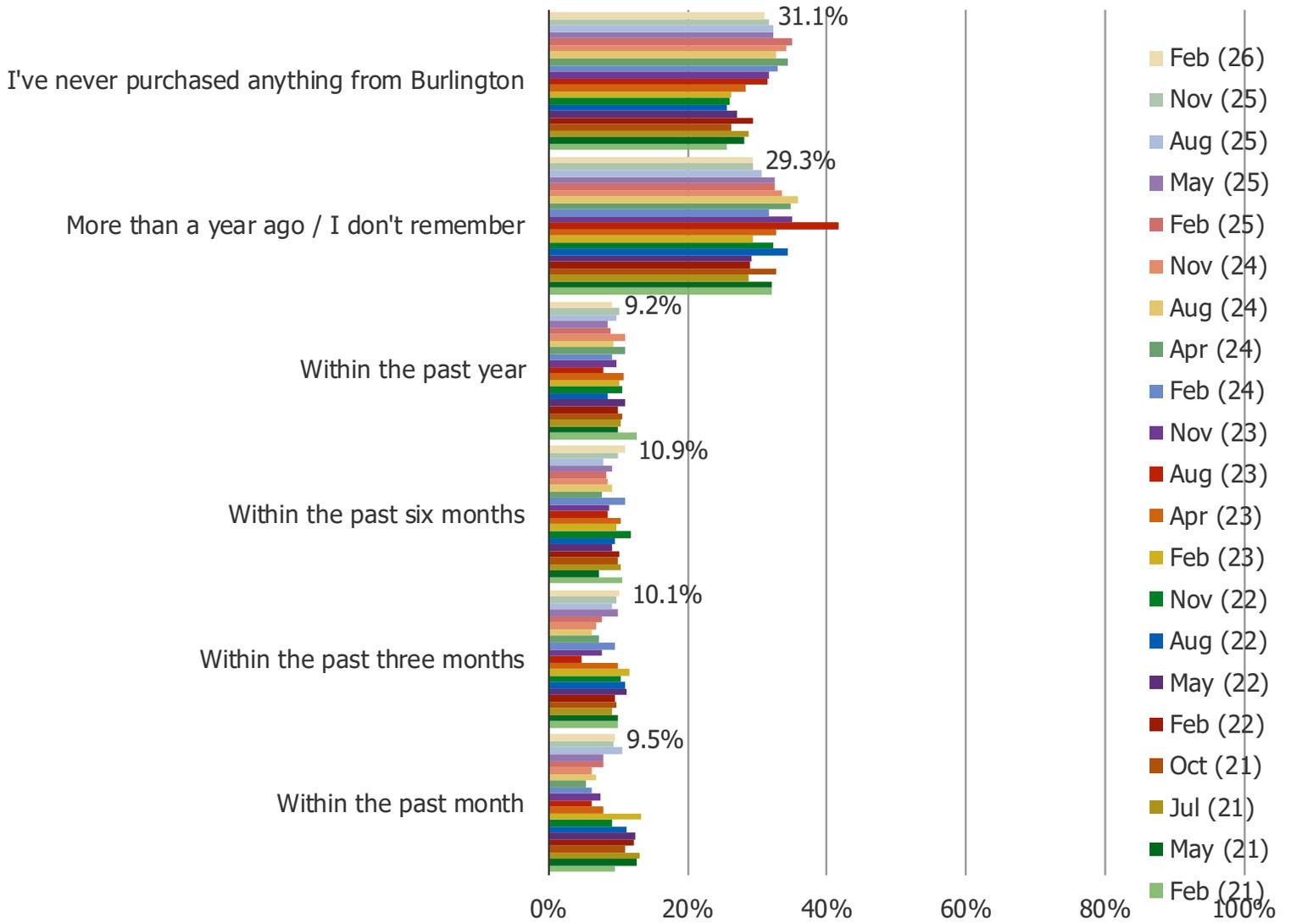
Posed to all consumers who purchased from Macy's in the past year, but said they are shopping it less compared to a year ago.



DEPARTMENT STORES DEEP DIVES: BURLINGTON

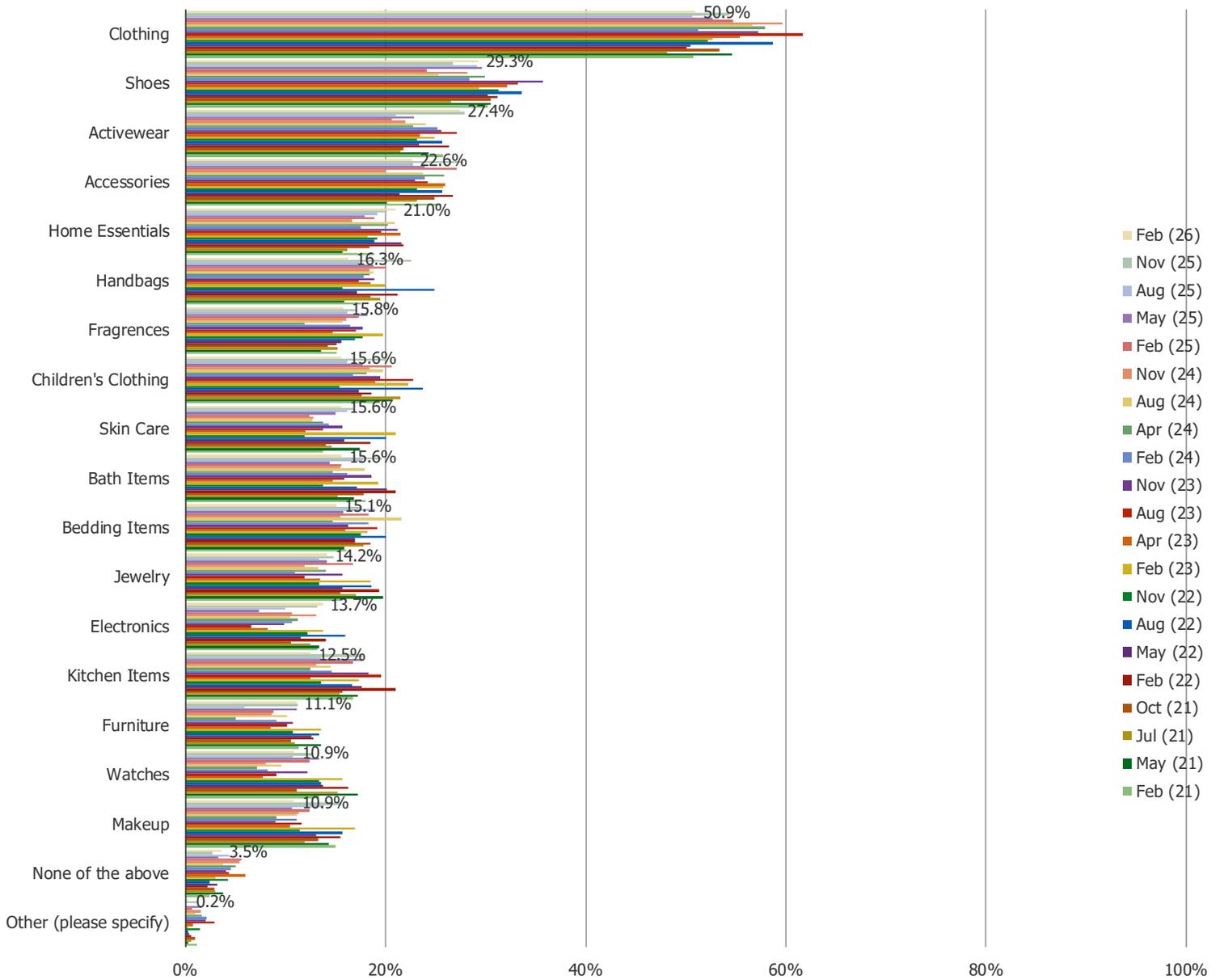
WHEN IS THE LAST TIME THAT YOU BOUGHT CLOTHING OR ACCESSORIES FOR YOURSELF FROM BURLINGTON?

Posed to all consumers.



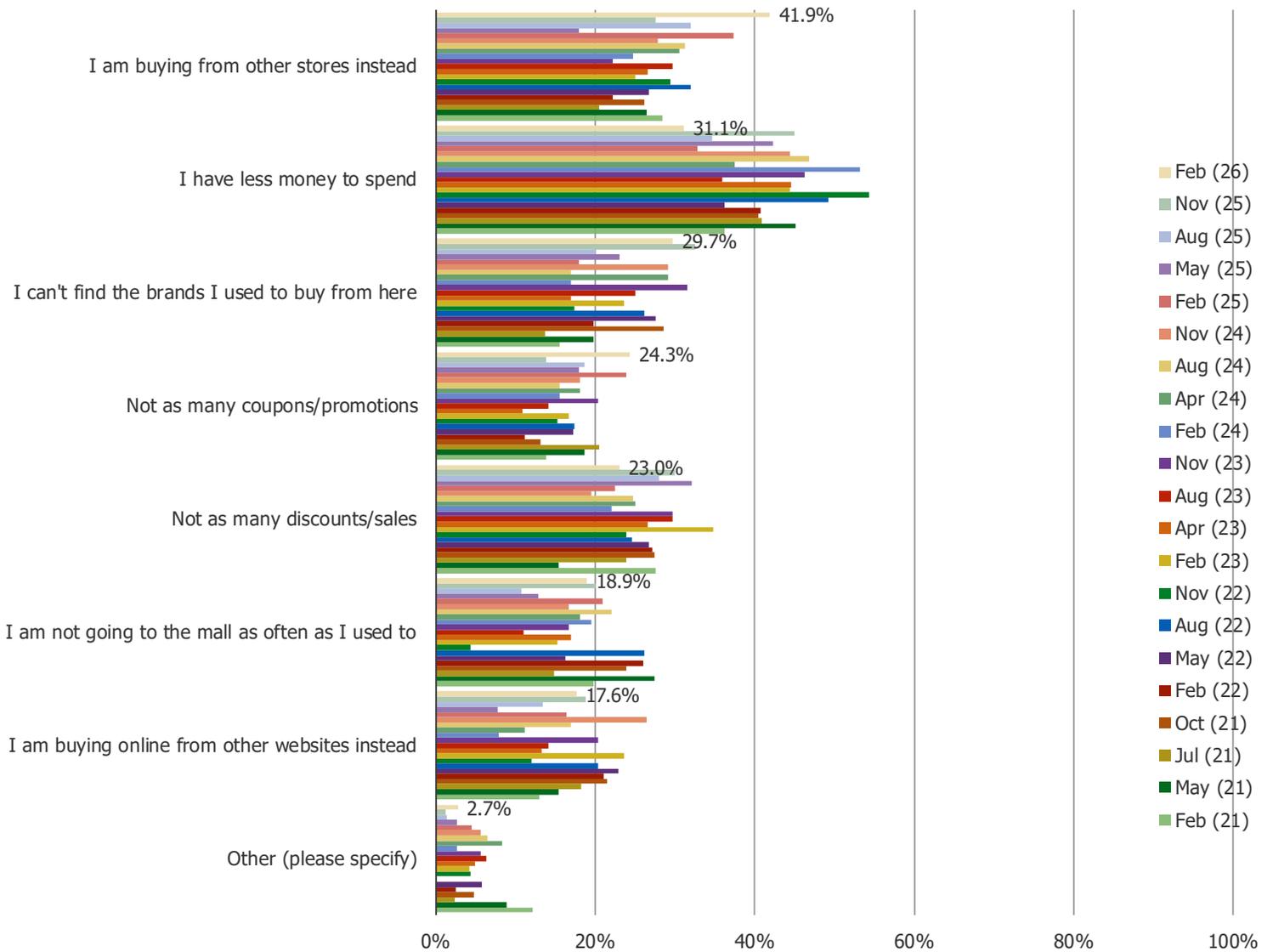
WHAT TYPES OF ITEMS DO YOU TYPICALLY BUY FROM BURLINGTON?

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



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

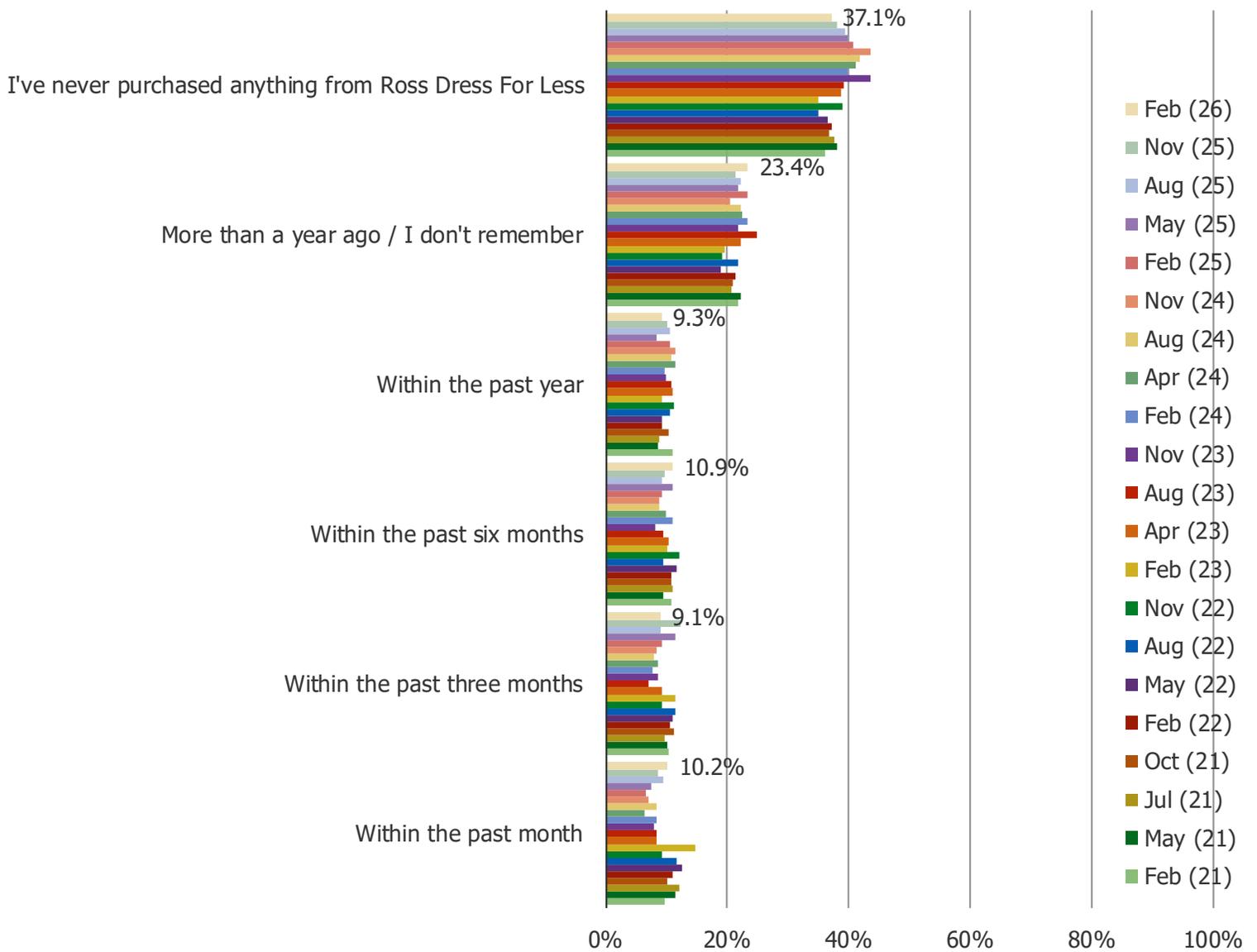
Posed to all consumers who purchased from Burlington in the past year, but said they are shopping it less compared to a year ago.



DEPARTMENT STORES DEEP DIVES: ROSS

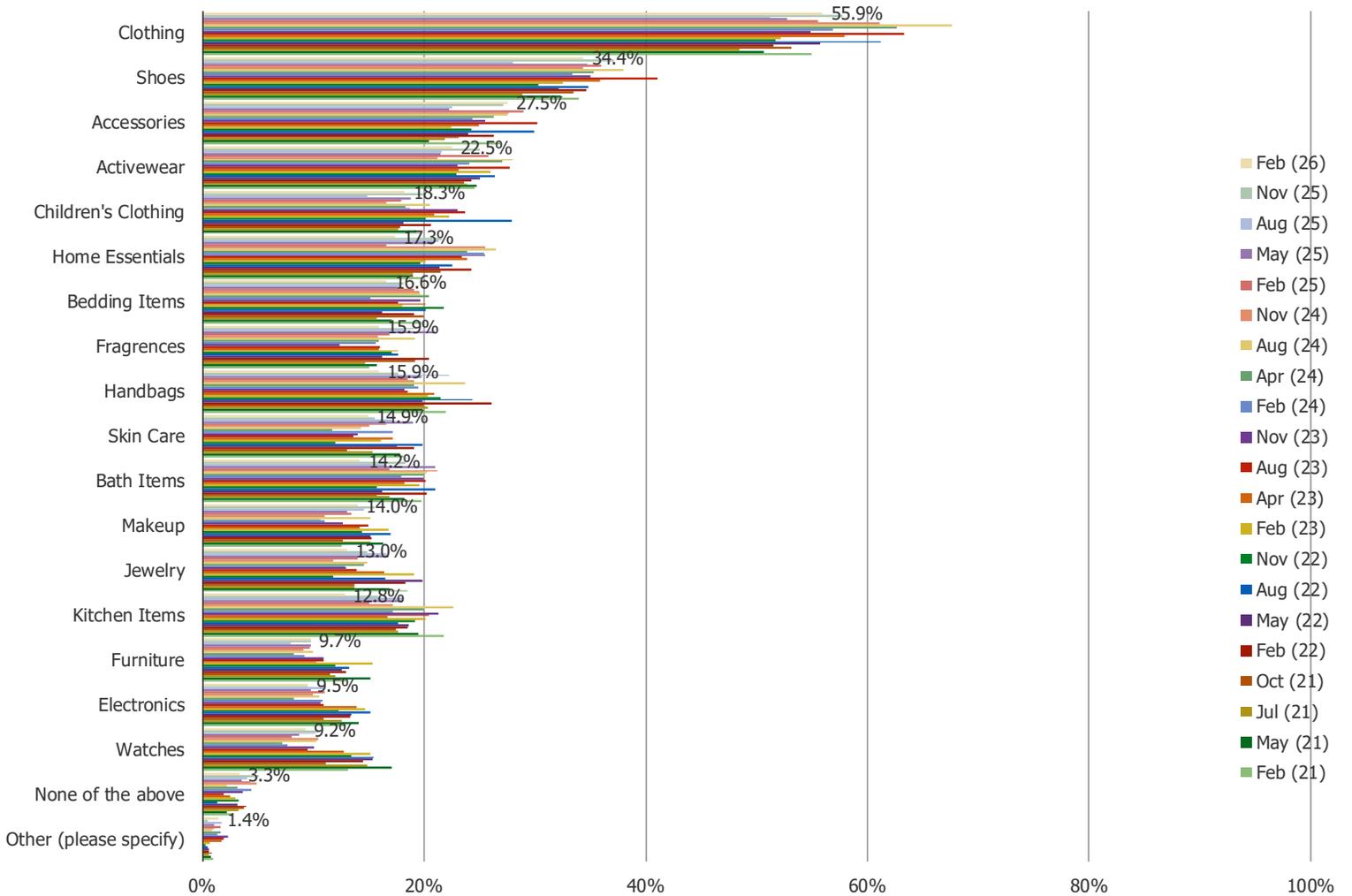
WHEN IS THE LAST TIME THAT YOU BOUGHT CLOTHING OR ACCESSORIES FOR YOURSELF FROM ROSS DRESS FOR LESS?

Posed to all consumers.



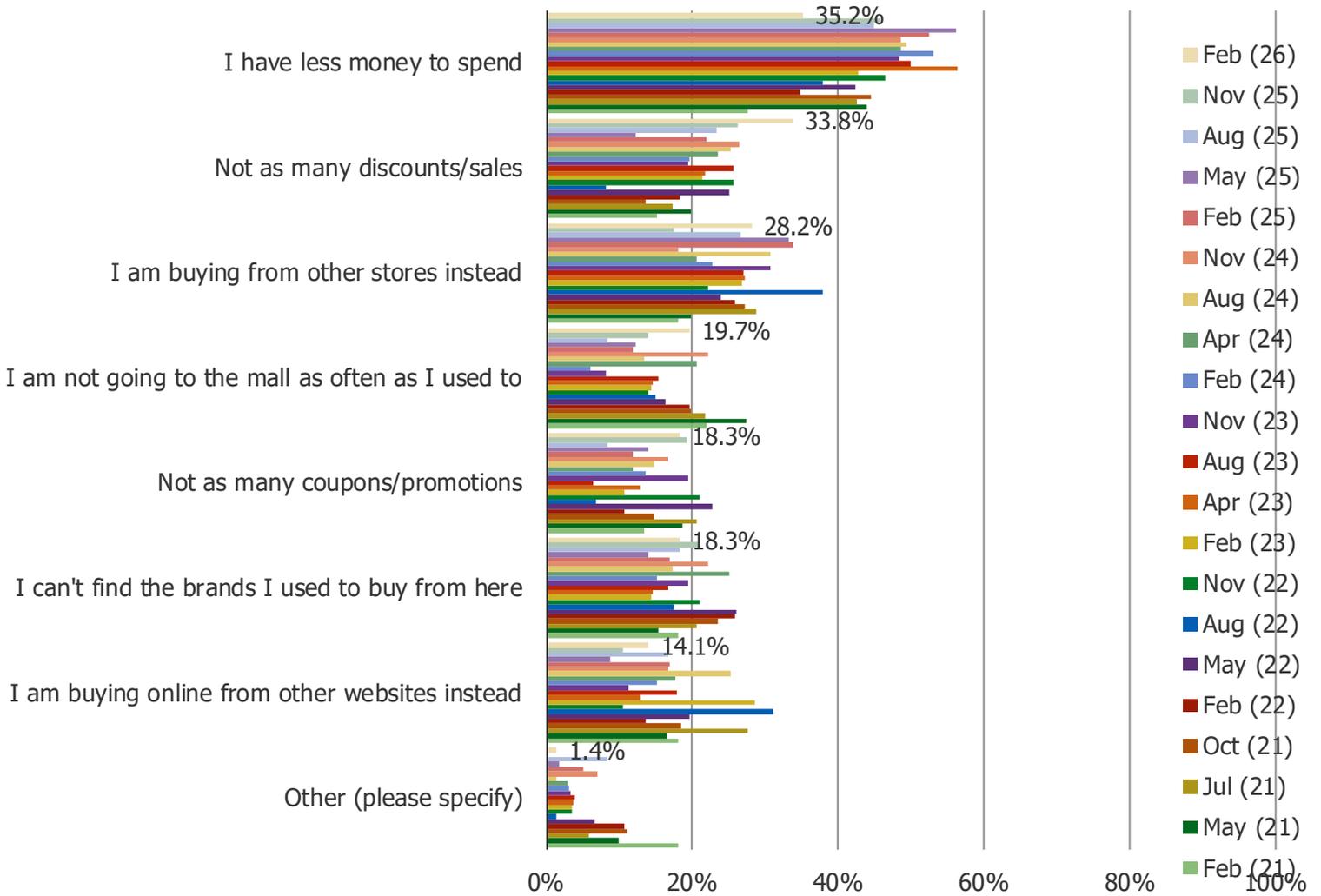
WHAT TYPES OF ITEMS DO YOU TYPICALLY BUY FROM ROSS DRESS FOR LESS?

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



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

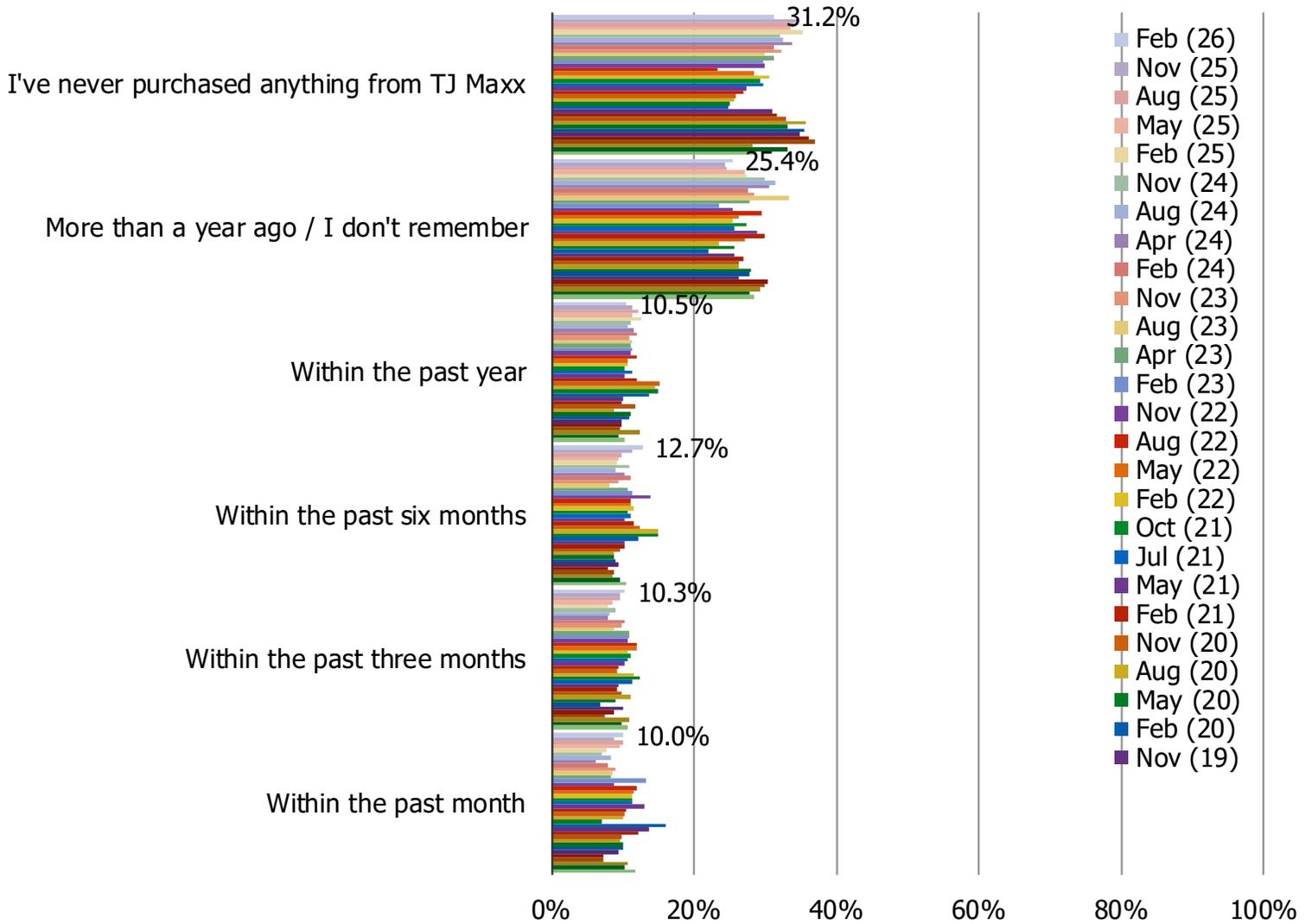
Posed to all consumers who purchased from Ross in the past year, but said they are shopping it less compared to a year ago.



DEPARTMENT STORES DEEP DIVES: TJ MAXX

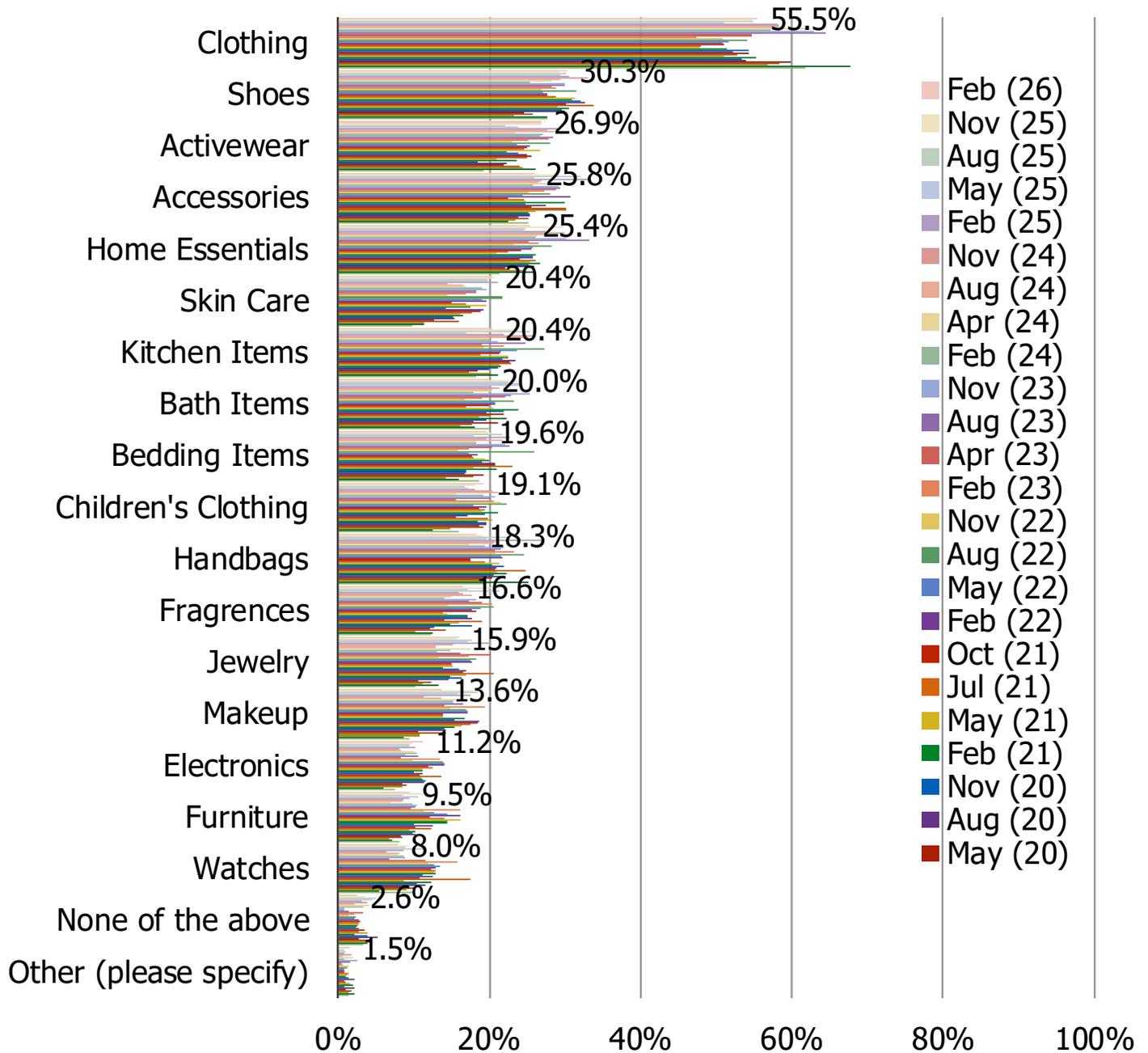
WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM TJ MAXX?

Posed to all consumers.



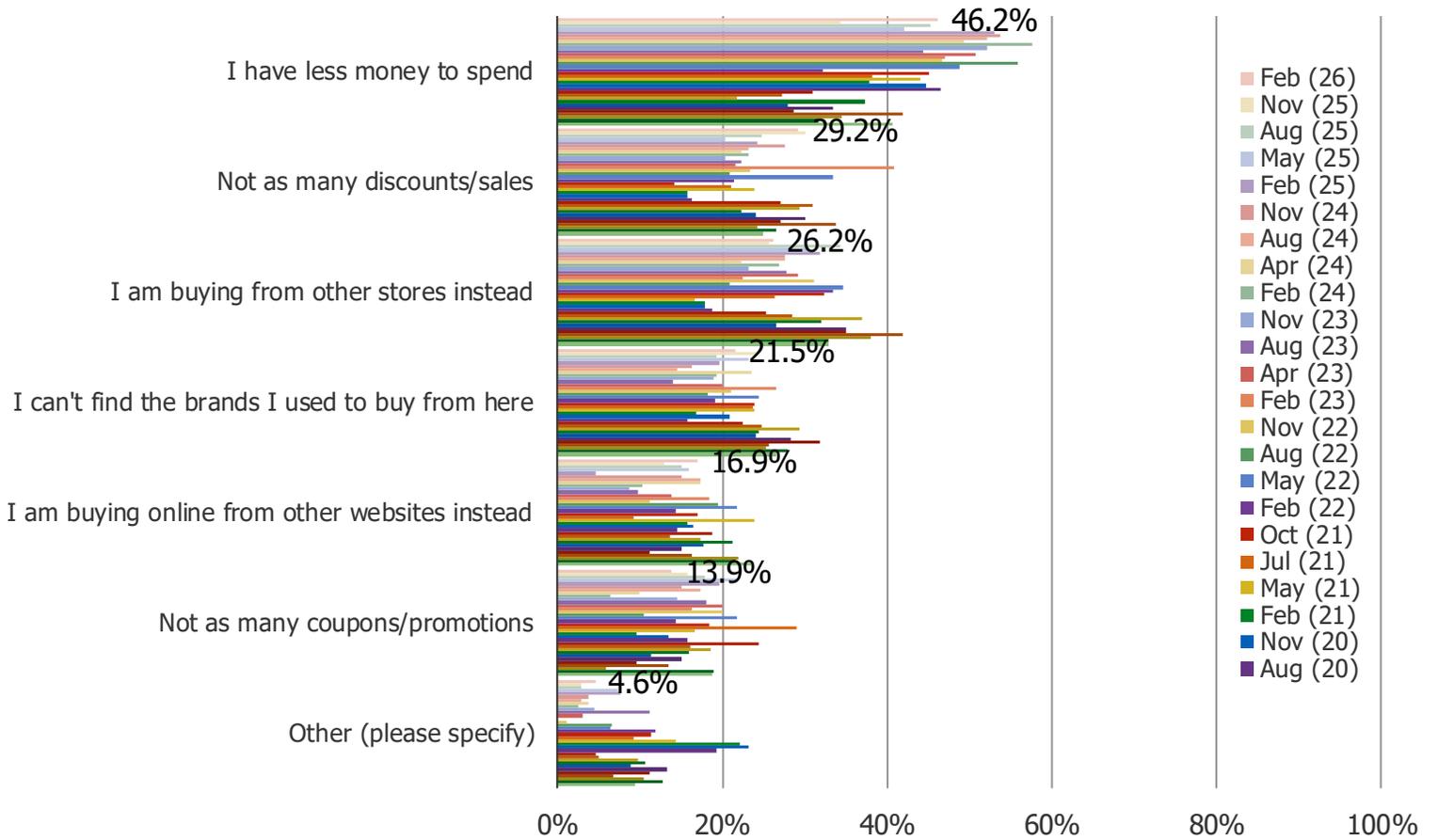
WHAT TYPE OF ITEMS DO YOU TYPICALLY BUY FROM TJ MAXX?

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.

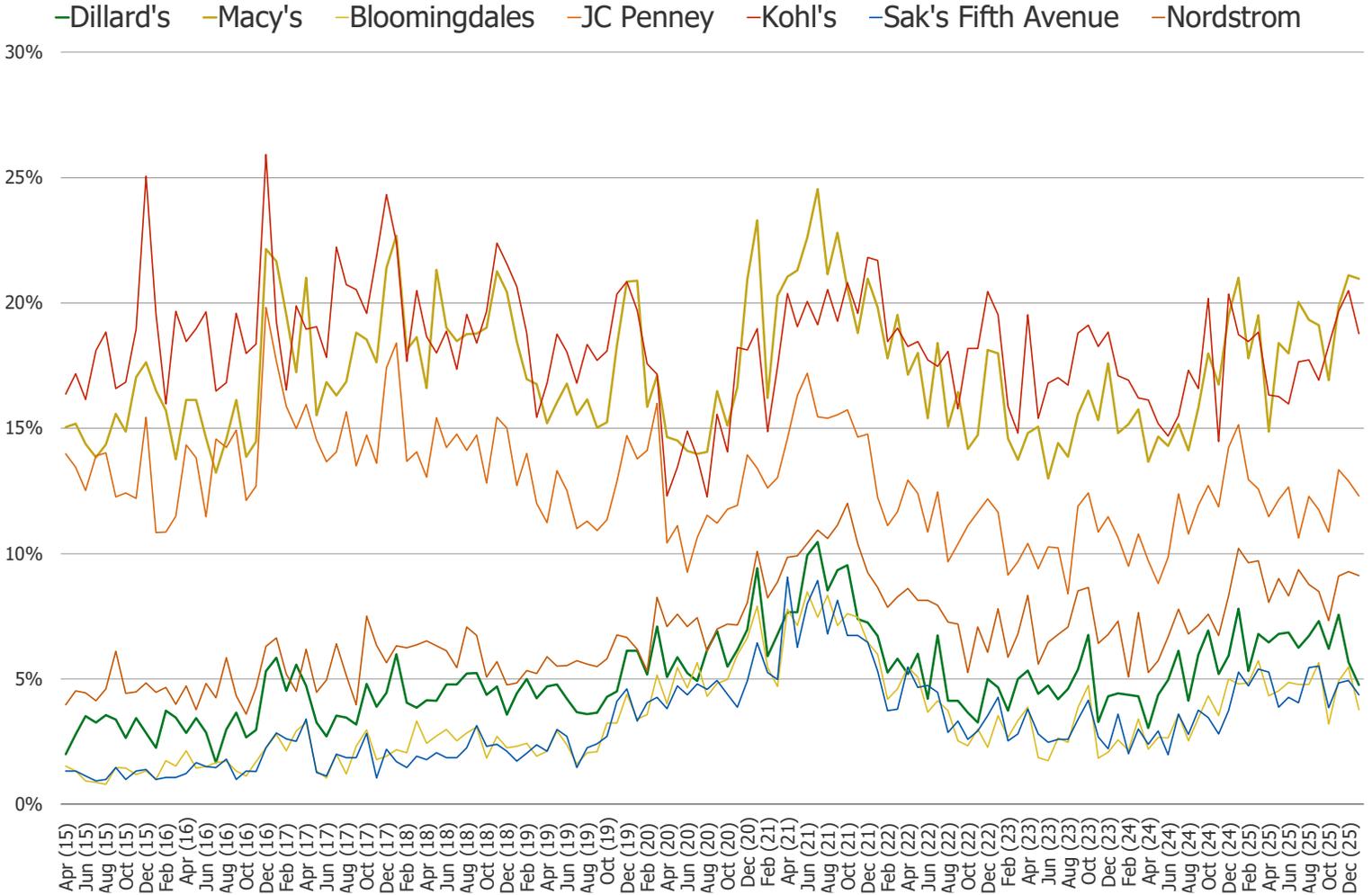


MONTHLY TRAFFIC TRACKERS

AMONG ALL RESPONDENTS, BALANCED TO US CENSUS

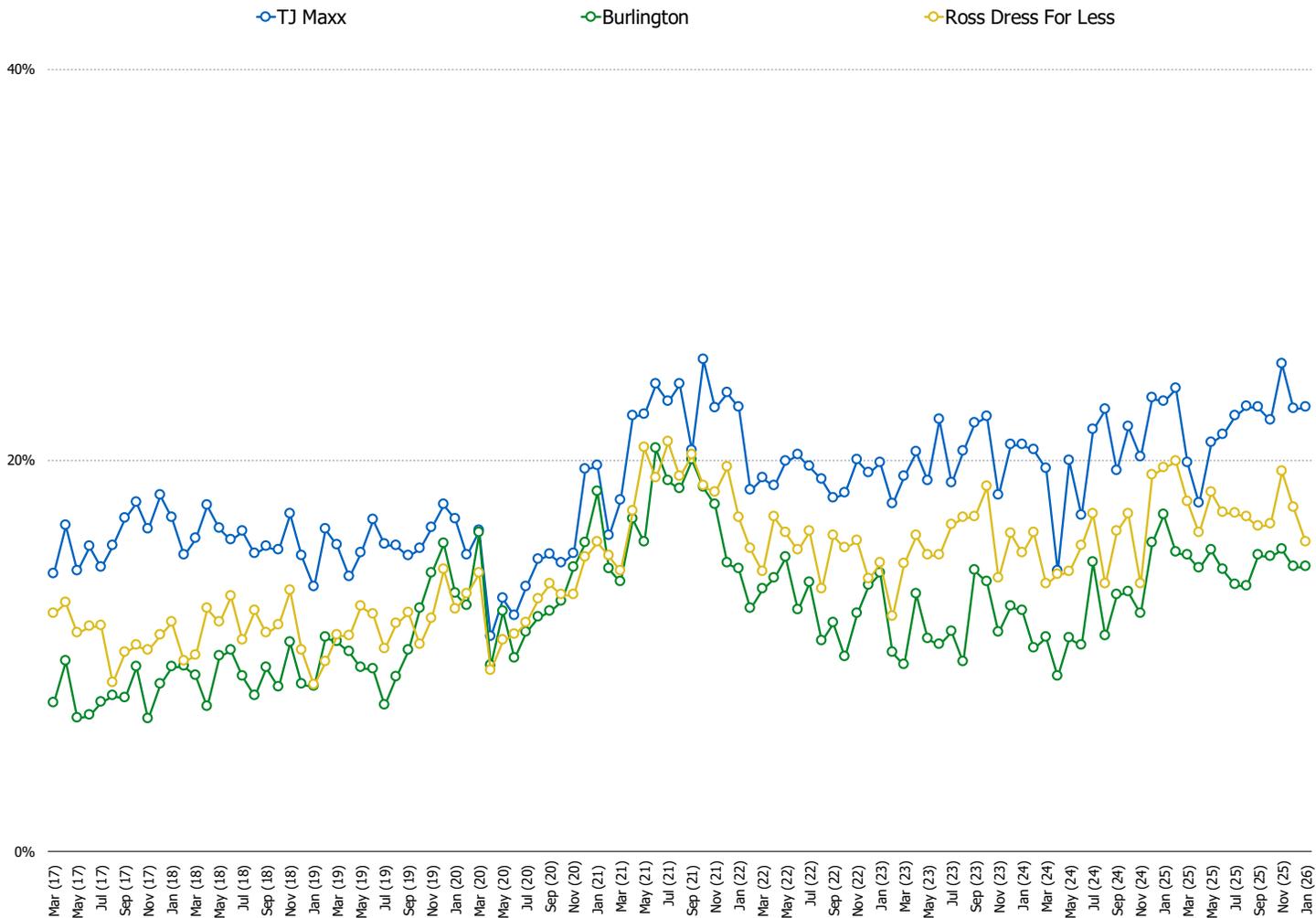
HAVE YOU PURCHASED FROM ANY OF THE FOLLOWING IN THE PAST MONTH (EITHER IN-STORES OR ONLINE)?

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).

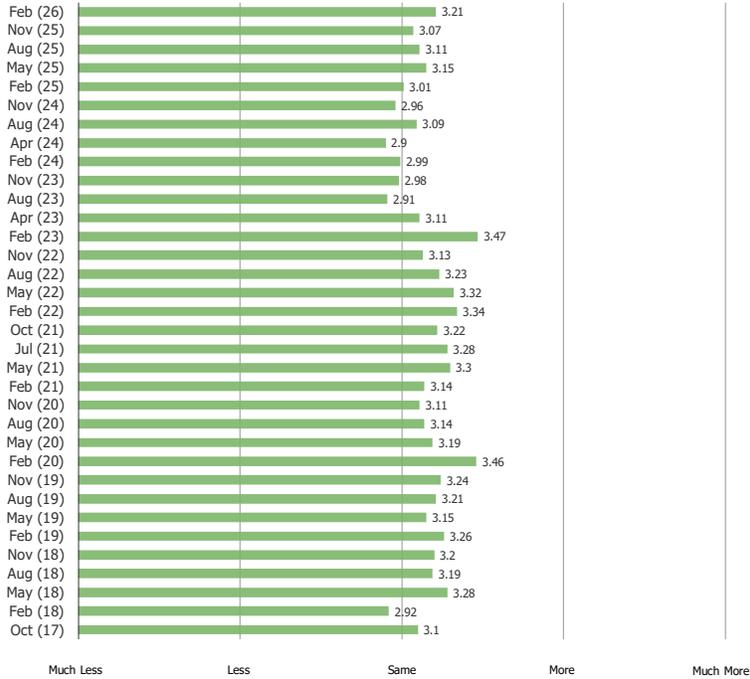


AMONG RESPONDENTS WHO HAVE BEEN IN THE PAST
YEAR

USAGE CHANGE EXPECTATIONS

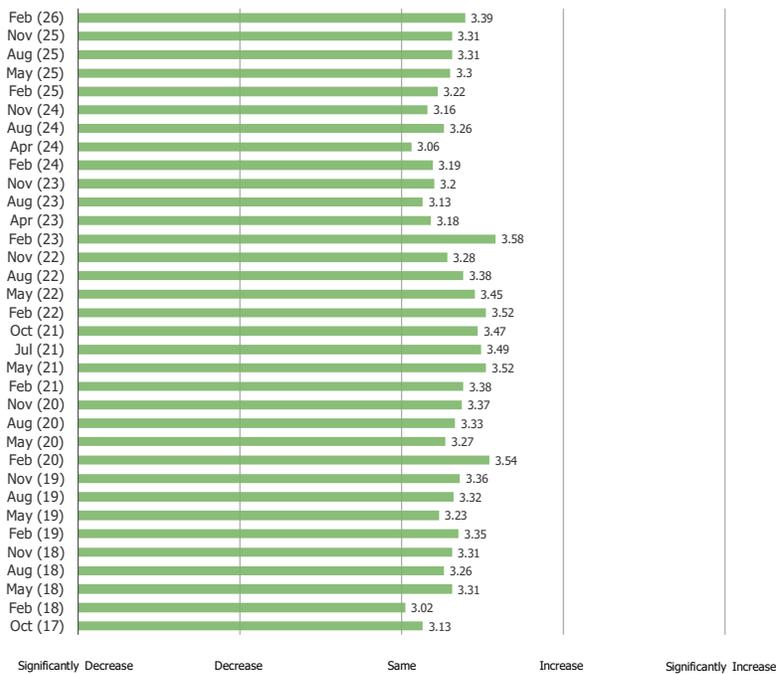
HAS YOUR SHOPPING OF MACY'S CHANGED COMPARED TO A YEAR AGO?

Posed to respondents who shopped Macy's in the past year...



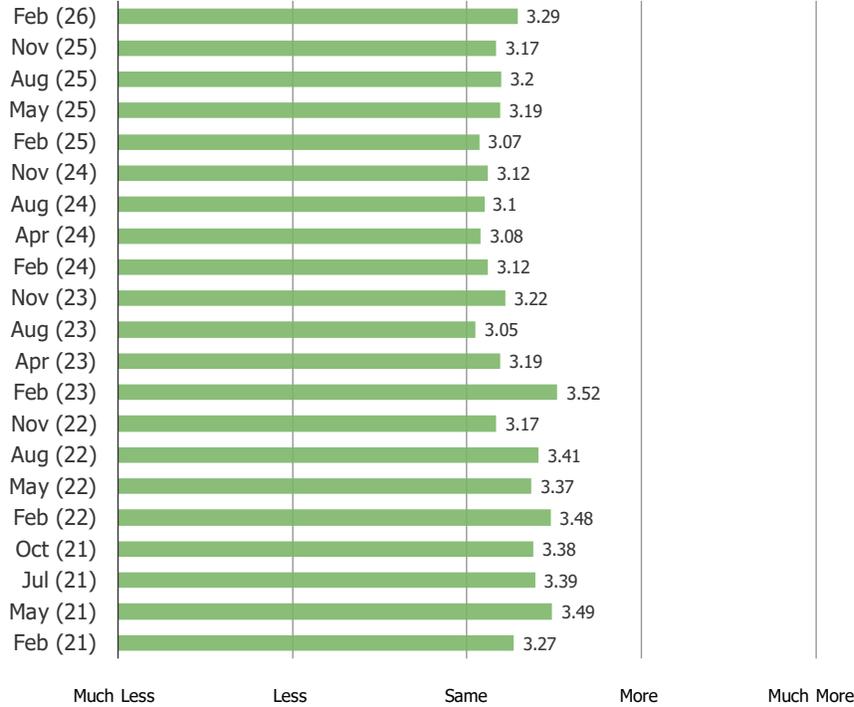
GOING FORWARD, DO YOU EXPECT TO CHANGE HOW MUCH YOU SHOP MACY'S?

Posed to respondents who shopped Macy's in the past year...



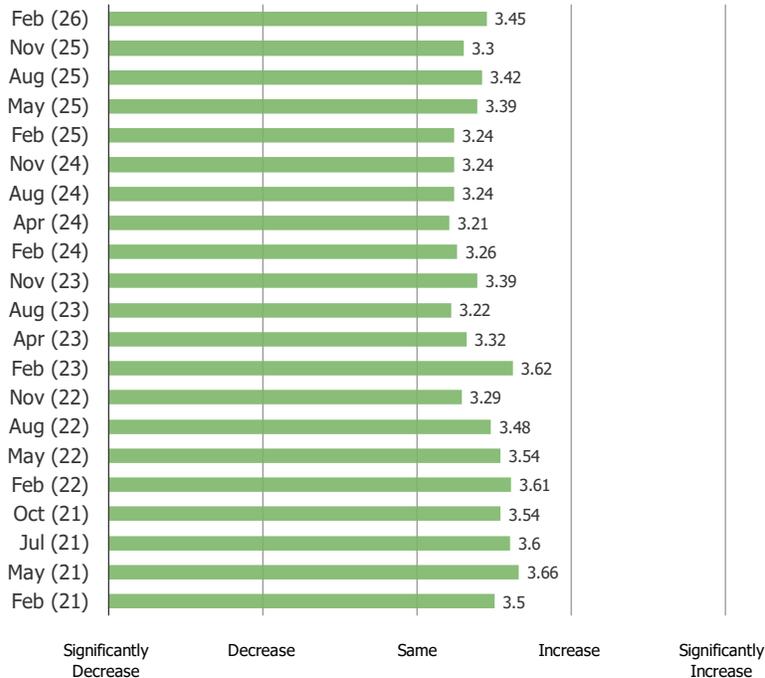
HAS YOUR SHOPPING OF BURLINGTON CHANGED COMPARED TO A YEAR AGO?

Posed to respondents who shopped Burlington in the past year...



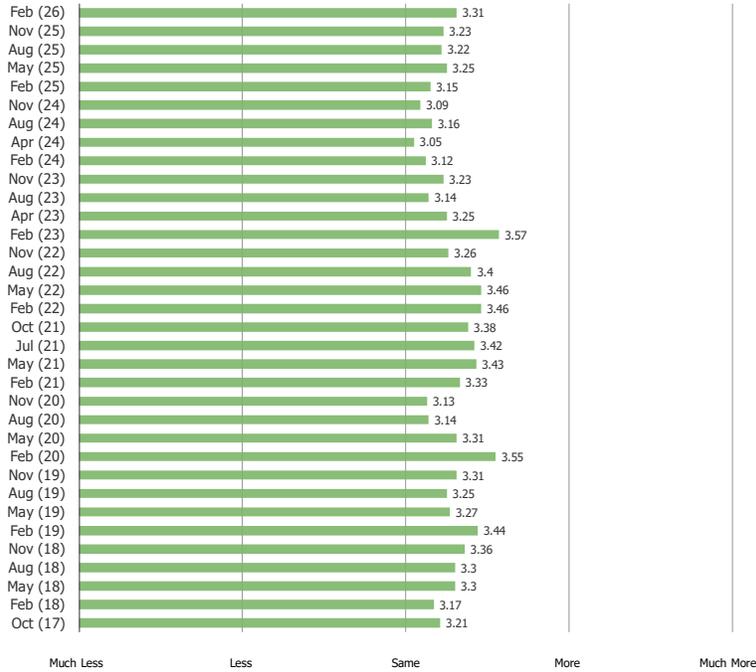
GOING FORWARD, DO YOU EXPECT TO CHANGE HOW MUCH YOU SHOP BURLINGTON?

Posed to respondents who shopped Burlington in the past year...



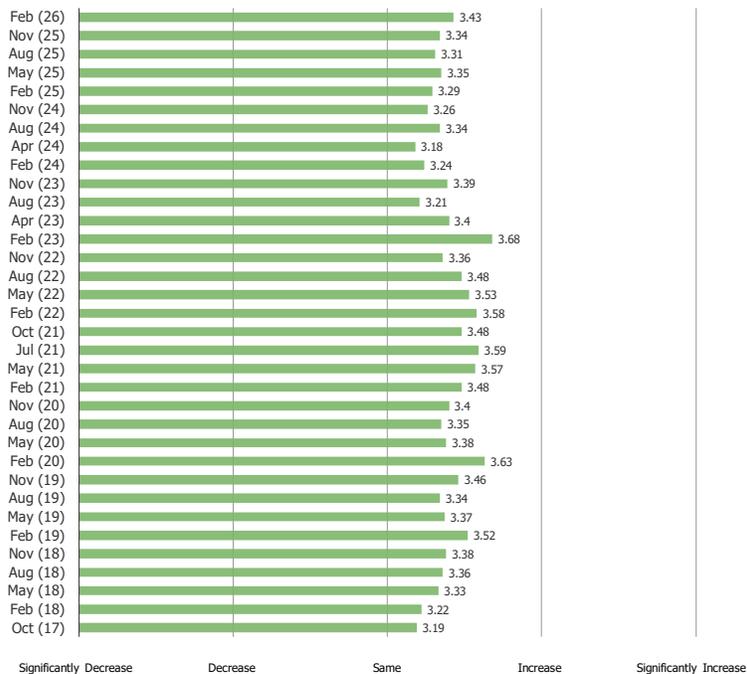
HAS YOUR SHOPPING OF TJ MAXX CHANGED COMPARED TO A YEAR AGO?

Posed to respondents who shopped TJ Maxx in the past year...



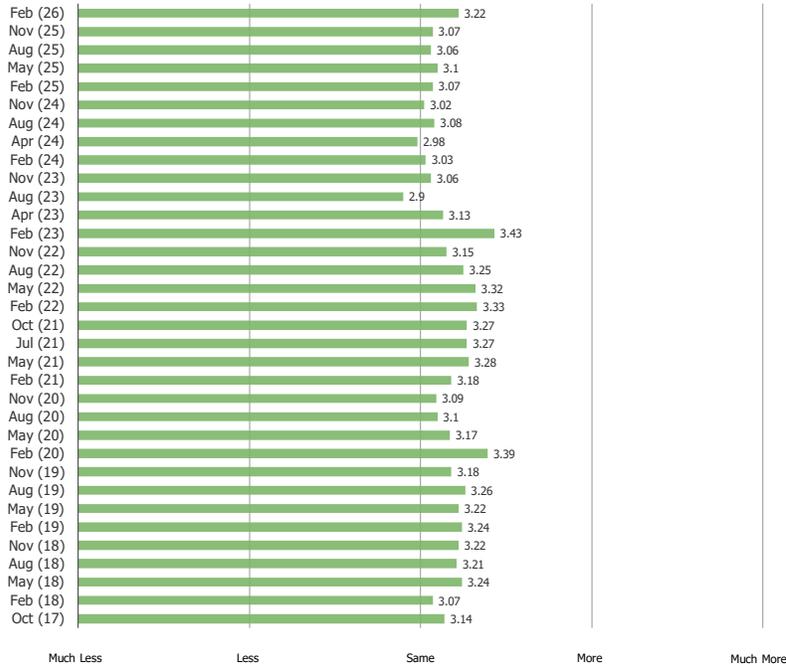
GOING FORWARD, DO YOU EXPECT TO CHANGE HOW MUCH YOU SHOP TJ MAXX?

Posed to respondents who shopped TJ Maxx in the past year...



HAS YOUR SHOPPING OF KOHL'S CHANGED COMPARED TO A YEAR AGO?

Posed to respondents who shopped Kohl's in the past year...



GOING FORWARD, DO YOU EXPECT TO CHANGE HOW MUCH YOU SHOP KOHL'S?

Posed to respondents who shopped Kohl's in the past year...

