

Kohl's edges jcpenny as the People's Pick in the Harris Poll Customer Relationship Series

Kohl's unique benefits provide competitive advantage among mid-tier department stores

NEW YORK, N.Y. – January 11, 2012 – While several department stores forfeited profit by deep holiday discounting, Kohl's won the hearts and mind of the customer with the highest overall Customer Relationship Score compared to other mid tier department stores. Kohl's edges jcpenny on two of three Customer Relationship metrics – Emotional and Behavioral – while sharing the lead with jcpenny on the Rational dimension.

These are some of the results of **The Harris Poll** of 2,237 adults surveyed online between December 5 and 12, 2011 by [Harris Interactive](#).

The newly released People's Pick award recognizes the strength of consumers' bonds with mid-tier department stores and reflects the customers' connections and future intentions. Looking at the three elements, the first, rational, takes into account *satisfaction and the degree to which expectations are met* while the emotional aspect is determined by how *valued a customer feels* and their overall level of *trust for that department store*. Finally, the behavior element explores a consumer's *likelihood to continue shopping and recommend* the department store, as well as perceptions of the stores *competitive advantage* in the marketplace. Together these metrics form the overall Customer Relationship Score.

Kohl's (5.7) achieved the highest overall Customer Relationship Score, followed by jcpenny (5.6), Dillard's (5.5), Sears (5.5), and Macy's (5.4). "While neck and neck with jcpenny on several metrics, what really stands in Kohl's favor is the customer's perception of the *unique benefits offered by the department store*, as well as their advocacy for Kohl's as demonstrated in their *likelihood to continue to shop at and recommend the department store to friends, family and colleagues*" said Mike Chadsey, Senior Consultant for Harris Interactive's Customer Relationship Consulting team. For example, a particular competitive advantage is Kohl's performance on *providing unique benefits* (5.4), scoring significantly higher than other mid tier retailers (jcpenny (5.1), Dillard's (4.9), Sears (4.9) and Macy's (4.8). "Kohl's has earned the desired behaviors that retailers seek in a long term customer relationship. The challenge will be to find ways to maintain and leverage that level of engagement while striving to improve store profitability."

Over half of the respondents (59%) indicated a holiday spend similar to that as last year, while 29% planned to spend less and only 11% planned to spend more than last year.

*[The Harris Poll Customer Relationship Series](#) is a new collection of ranking studies that measure the strength of a brands relationship with their customers based on scores in three key dimensions: Emotional Affinity, Rational Performance and Behavioral Intentions. The People's Pick Award is provided to the highest ranked brand in the series.

TABLE 1
RATIONAL, EMOTIONAL AND BEHAVIORIAL SCORES

Base: Shops at one of three discount retailers

| | Kohl's | jcpenny | Dillard's | Sears | Macy's |
|----------------------|------------|------------|------------|------------|------------|
| Rational Score | 5.8 | 5.8 | 5.6 | 5.6 | 5.6 |
| Emotional Score | 5.6 | 5.5 | 5.4 | 5.3 | 5.3 |
| Behavioral Score | 5.8 | 5.6 | 5.5 | 5.4 | 5.3 |
| Overall Score | 5.7 | 5.6 | 5.5 | 5.5 | 5.4 |

Note: The scores are indices of the Simple 7 questions

TABLE 2
LIKELIHOOD TO CONTINUE TO USE

"How likely are you to continue to shop at [RETAILER] in the near future?"

Base: Shops at one of three discount retailers

| | Kohl's | jcpenny | Dillard's | Sears | Macy's |
|-------------------------|-----------|-----------|-----------|-----------|-----------|
| | % | % | % | % | % |
| TOP TWO (NET) | 76 | 75 | 70 | 68 | 63 |
| 7 - Extremely likely | 51 | 46 | 46 | 39 | 35 |
| 6 | 25 | 29 | 24 | 29 | 29 |
| 5 | 15 | 14 | 17 | 16 | 22 |
| 4 | 6 | 7 | 9 | 11 | 10 |
| 3 | 2 | 1 | 2 | 3 | 4 |
| BOTTOM TWO (NET) | 1 | 2 | 3 | 2 | 1 |
| 2 | * | 2 | 1 | 1 | 1 |
| 1 - Not at all likely | * | * | 2 | * | * |

Note: Percentages may not add up to 100% due to rounding; * indicates less than 0.5%

TABLE 3
TRUSTWORTHY RELATIONSHIP

"How well does the following statement describe [RETAILER] - Ensures a trustworthy relationship with you?"

Base: Shops at one of three discount retailers

| | Kohl's | jcpenny | Dillard's | Sears | Macy's |
|------------------------------|-----------|-----------|-----------|-----------|-----------|
| | % | % | % | % | % |
| TOP TWO (NET) | 58 | 58 | 53 | 50 | 48 |
| 7 - Describes Very Well | 28 | 25 | 19 | 22 | 15 |
| 6 | 30 | 32 | 35 | 28 | 32 |
| 5 | 22 | 22 | 24 | 25 | 32 |
| 4 | 14 | 14 | 16 | 17 | 12 |
| 3 | 4 | 3 | 2 | 4 | 5 |
| BOTTOM TWO (NET) | 2 | 3 | 5 | 4 | 4 |
| 2 | 1 | 2 | 3 | 3 | 2 |
| 1 - Does not describe at all | 1 | 1 | 2 | 1 | 2 |

Note: Percentages may not add up to 100% due to rounding;

**TABLE 4
VALUING YOU AS A CUSTOMER**

" How well does the following statement describe [RETAILER] - Valuing you as a customer?"

Base: Shops at one of three discount retailers

| | Kohl's | jcpenny | Dillard's | Sears | Macy's |
|------------------------------|-----------|-----------|-----------|-----------|-----------|
| | % | % | % | % | % |
| TOP TWO (NET) | 60 | 58 | 50 | 53 | 47 |
| 7 – Describes Very Well | 31 | 25 | 20 | 23 | 19 |
| 6 | 29 | 33 | 30 | 30 | 28 |
| 5 | 21 | 23 | 29 | 22 | 33 |
| 4 | 14 | 13 | 15 | 16 | 14 |
| 3 | 3 | 3 | 3 | 5 | 4 |
| BOTTOM TWO (NET) | 2 | 2 | 4 | 4 | 2 |
| 2 | 2 | 2 | 2 | 2 | 2 |
| 1 – Does not describe at all | 1 | 1 | 2 | 2 | 1 |

Note: Percentages may not add up to 100% due to rounding;

**TABLE 5
OVERALL SATISFACTION**

"How would you rate your overall satisfaction with [RETAILER]?"

Base: Shops at one of three discount retailers

| | Kohl's | jcpenny | Dillard's | Sears | Macy's |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| | % | % | % | % | % |
| TOP TWO (NET) | 69 | 72 | 67 | 63 | 63 |
| 7 - Extremely satisfied | 35 | 32 | 28 | 29 | 26 |
| 6 | 35 | 40 | 39 | 34 | 37 |
| 5 | 20 | 18 | 21 | 23 | 24 |
| 4 | 9 | 7 | 8 | 10 | 9 |
| 3 | 2 | 2 | 3 | 3 | 3 |
| BOTTOM TWO (NET) | * | 1 | 1 | 2 | 1 |
| 2 | * | 1 | 1 | 1 | 1 |
| 1 - Not at all satisfied | * | * | - | * | * |

Note: Percentages may not add up to 100% due to rounding; "-" indicates no response and * indicates less than 0.5%

**TABLE 6
HOLIDAY SHOPPING SPEND**

"Approximately how much do you intend to spend on your holiday shopping this year?"

Base: All Adults

| | Total | Shopped at one of the 5 mid tier stores | | | | |
|-------------------------|-------|---|---------|-----------|-------|--------|
| | | Kohl's | jcpenny | Dillard's | Sears | Macy's |
| | % | % | % | % | % | % |
| Nothing | 14 | 7 | 7 | 4 | 8 | 5 |
| Between \$1 and \$249 | 29 | 23 | 24 | 17 | 24 | 23 |
| Between \$250 and \$499 | 17 | 16 | 19 | 15 | 17 | 16 |
| Between \$500 and \$749 | 21 | 25 | 24 | 18 | 25 | 23 |
| Between \$750 and \$999 | 3 | 5 | 5 | 8 | 6 | 5 |
| \$1,000 or more | 15 | 24 | 21 | 38 | 21 | 28 |

Note: Percentages may not add up to 100% due to rounding; "-" indicates no response

**TABLE 7
HOLIDAY SHOPPING SPEND CHANGE FROM PREVIOUS YEAR**

"Generally speaking, is that...what you spent last year?"

Base: All Adults

| | Total | Shopped at one of the 5 mid tier stores | | | | |
|---------------------|-------|---|---------|-----------|-------|--------|
| | | Kohl's | jcpenny | Dillard's | Sears | Macy's |
| | % | % | % | % | % | % |
| Less than last year | 29 | 26 | 28 | 29 | 31 | 24 |
| About the same | 59 | 62 | 60 | 61 | 60 | 62 |
| More than last year | 11 | 11 | 12 | 10 | 9 | 14 |

Note: Percentages may not add up to 100% due to rounding; "-" indicates no response

Methodology

This **Harris Poll** was conducted online within the United States between December 5 and 12, 2011 among 2,237 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

These statements conform to the principles of disclosure of the National Council on Public Polls.

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About Harris Interactive

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