



American Customer Satisfaction Index

AMERICAN CUSTOMER SATISFACTION INDEX

Retail and Consumer Shipping Study 2021-2022

March 1, 2022

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) provide customer satisfaction benchmarks for six retail industries—gas stations, general merchandise retailers, specialty retailers, drugstores, supermarkets, and online retailers—as well as consumer shipping and the U.S. Postal Service. The ACSI also captures consumer opinions about critical elements of the customer experience, tailored specifically to individual industries. Overall, customer satisfaction with the Retail Trade sector drops 0.5% to an ACSI score of 75.1 (100-point scale).

The **ACSI Retail and Consumer Shipping Study 2021-2022** is based on interviews with 36,517 customers, chosen at random and contacted via email between January 11, 2021, and December 20, 2021. Customers are asked to evaluate their recent experiences with the largest companies in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—companies in each industry. For gas stations, customer satisfaction is aggregated at the industry level.

Gas Stations

AMERICAN CUSTOMER SATISFACTION INDEX: GAS STATIONS

INDUSTRY	2020	2021	% CHANGE
Gas Stations	71	68	-4.2%

0-100 Scale

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General Merchandise Retailers

AMERICAN CUSTOMER SATISFACTION INDEX: GENERAL MERCHANDISE RETAILERS

COMPANY	2020	2021	% CHANGE
General Merchandise Retailers	75	75	0.0%
Costco	81	81	0%
Nordstrom	80	79	-1%
Kohl's	78	78	0%
Sam's Club (Walmart)	79	78	-1%
Target	76	78	3%
BJ's Wholesale Club	77	77	0%
Dillard's	79	77	-3%
JCPenney	76	77	1%
TJX (Marshalls, TJ Maxx)	78	77	-1%
Burlington	76	76	0%
Macy's	77	76	-1%
Meijer	75	76	1%
All Others	76	75	-1%
Ross Stores	76	75	-1%
Belk	76	74	-3%
Dollar Tree	74	74	0%
Big Lots	73	72	-1%
Dollar General	71	72	1%
Fred Meyer (Kroger)	72	71	-1%
Walmart	71	71	0%

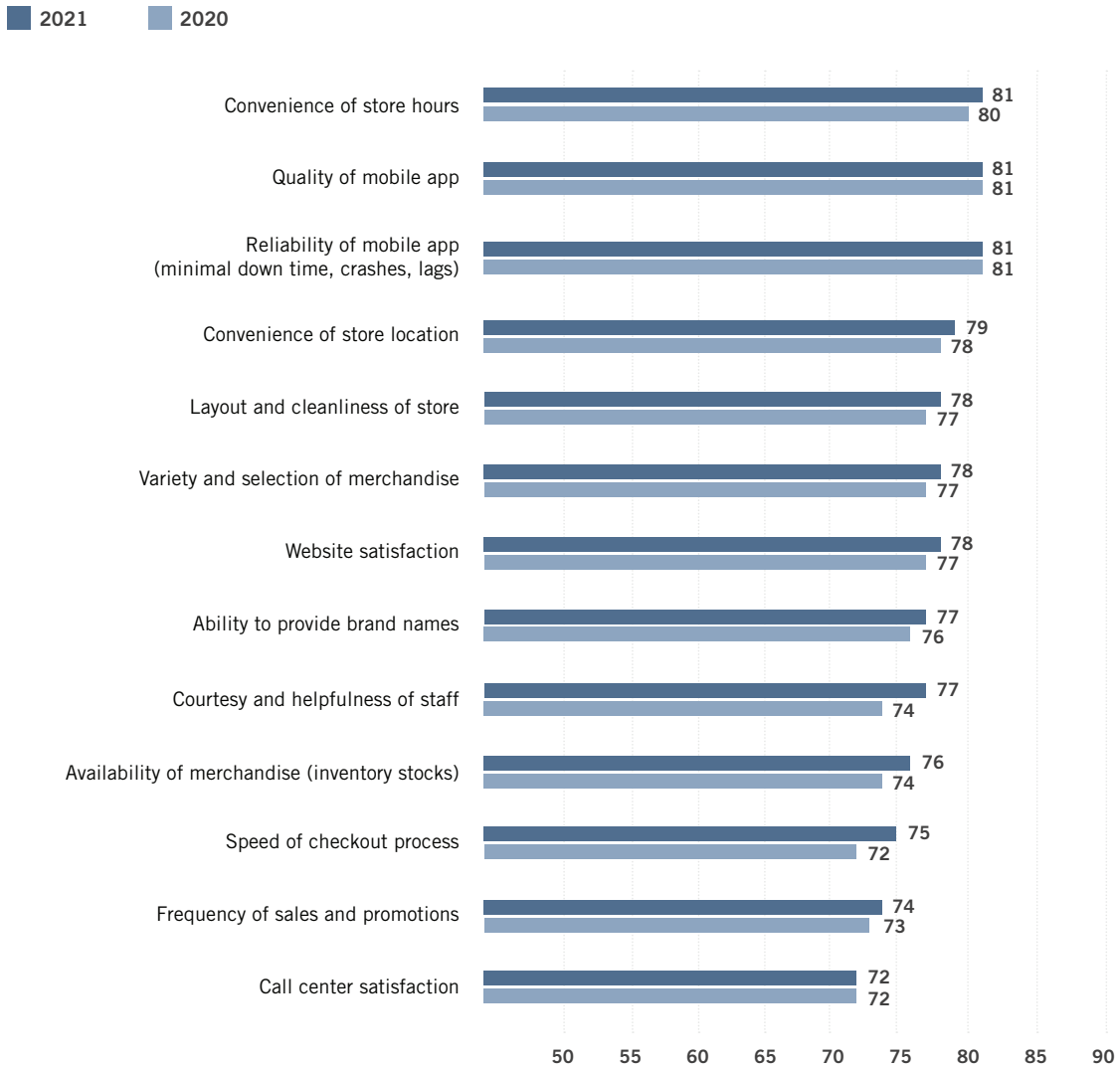
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GENERAL MERCHANDISE RETAILERS

Customer Experience Benchmarks

Year-Over-Year Industry Trends



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Specialty Retailers

AMERICAN CUSTOMER SATISFACTION INDEX: SPECIALTY RETAILERS

COMPANY	2020	2021	% CHANGE
Specialty Retailers	77	77	0.0%
Nike	80	81	1%
Hobby Lobby	80	80	0%
TJX (HomeGoods)	79	80	1%
Bass Pro Shops	79	79	0%
L Brands	81	79	-2%
PVH	78	79	1%
All Others	79	78	-1%
Famous Footwear	78	78	0%
Sephora	80	78	-3%
Ulta Beauty	79	78	-1%
Discount Tire	77	77	0%
O'Reilly Auto Parts	77	77	0%
Apple	77	76	-1%
Bed Bath & Beyond	78	76	-3%
Best Buy	76	76	0%
Foot Locker	77	76	-1%
Gap	77	76	-1%
Home Depot	75	76	1%
Menards	77	76	-1%
Michaels	76	76	0%
PetSmart	77	76	-1%
Abercrombie & Fitch	77	75	-3%
Ace Hardware	74	75	1%
Advance Auto Parts	74	75	1%
Dick's Sporting Goods	76	75	-1%
H&M	76	75	-1%
Lowe's	75	75	0%
Petco	76	75	-1%
Premium Apparel	NM	75	NA
Staples	75	75	0%
American Eagle Outfitters	76	74	-3%
Williams-Sonoma	73	74	1%
AutoZone	76	73	-4%
GameStop	72	73	1%
J.Crew	75	73	-3%
Signet Jewelers	76	73	-4%
ODP (Office Depot, OfficeMax)	74	72	-3%

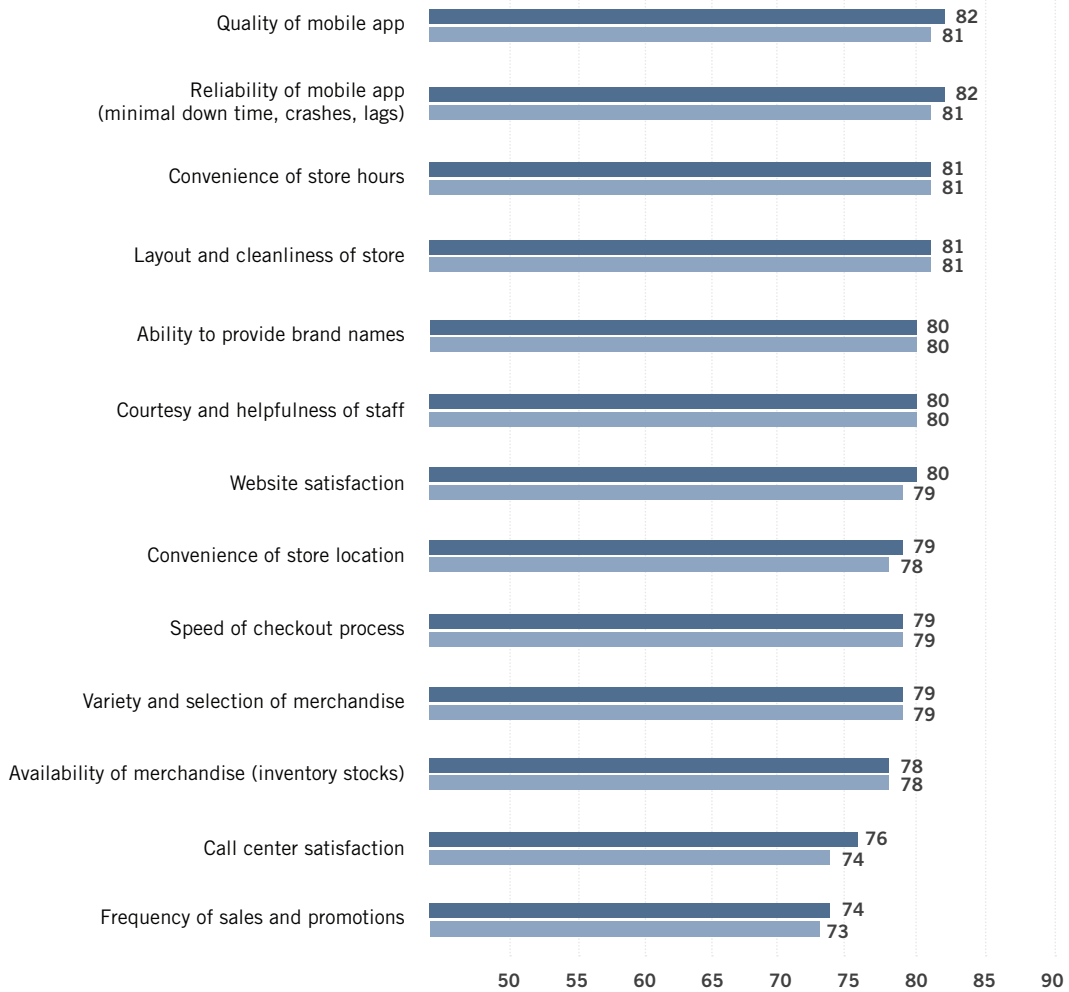
NM = Not Measured
NA = Not Available

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SPECIALTY RETAILERS
Customer Experience Benchmarks
Year-Over-Year Industry Trends

■ 2021 ■ 2020



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Drugstores

AMERICAN CUSTOMER SATISFACTION INDEX: DRUGSTORES

COMPANY	2020	2021	% CHANGE
Drugstores	75	76	1.3%
All Others	79	80	1%
CVS	77	76	-1%
Kroger	76	75	-1%
Walgreens	74	74	0%
Albertsons Companies	72	73	1%
Rite Aid	72	73	1%
Walmart	73	71	-3%

0-100 Scale

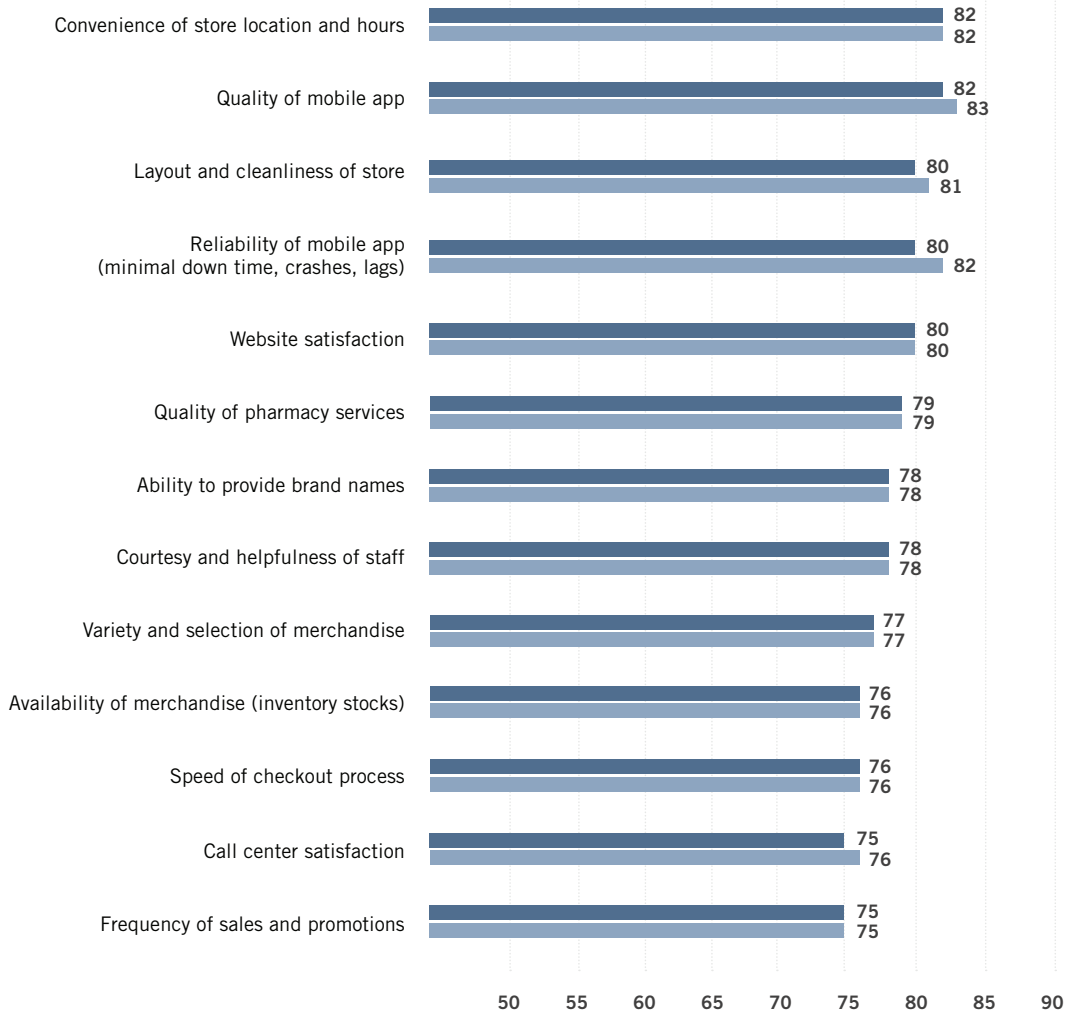
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DRUGSTORES

Customer Experience Benchmarks

Year-Over-Year Industry Trends

■ 2021 ■ 2020



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Supermarkets

AMERICAN CUSTOMER SATISFACTION INDEX: SUPERMARKETS

COMPANY	2020	2021	% CHANGE
Supermarkets	76	76	0.0%
Trader Joe's	84	85	1%
H-E-B	82	82	0%
Aldi	80	81	1%
Costco	82	81	-1%
Wegmans	82	81	-1%
Publix	82	80	-2%
Sam's Club (Walmart)	80	79	-1%
BJ's Wholesale Club	78	78	0%
Hy-Vee	78	77	-1%
Kroger	76	77	1%
Target	77	77	0%
Ahold Delhaize	75	76	1%
All Others	75	76	1%
Giant Eagle	72	76	6%
Meijer	76	76	0%
ShopRite	76	76	0%
Whole Foods (Amazon)	77	76	-1%
Southeastern Grocers	73	75	3%
Save A Lot	74	74	0%
Albertsons Companies	71	71	0%
Walmart	71	70	-1%

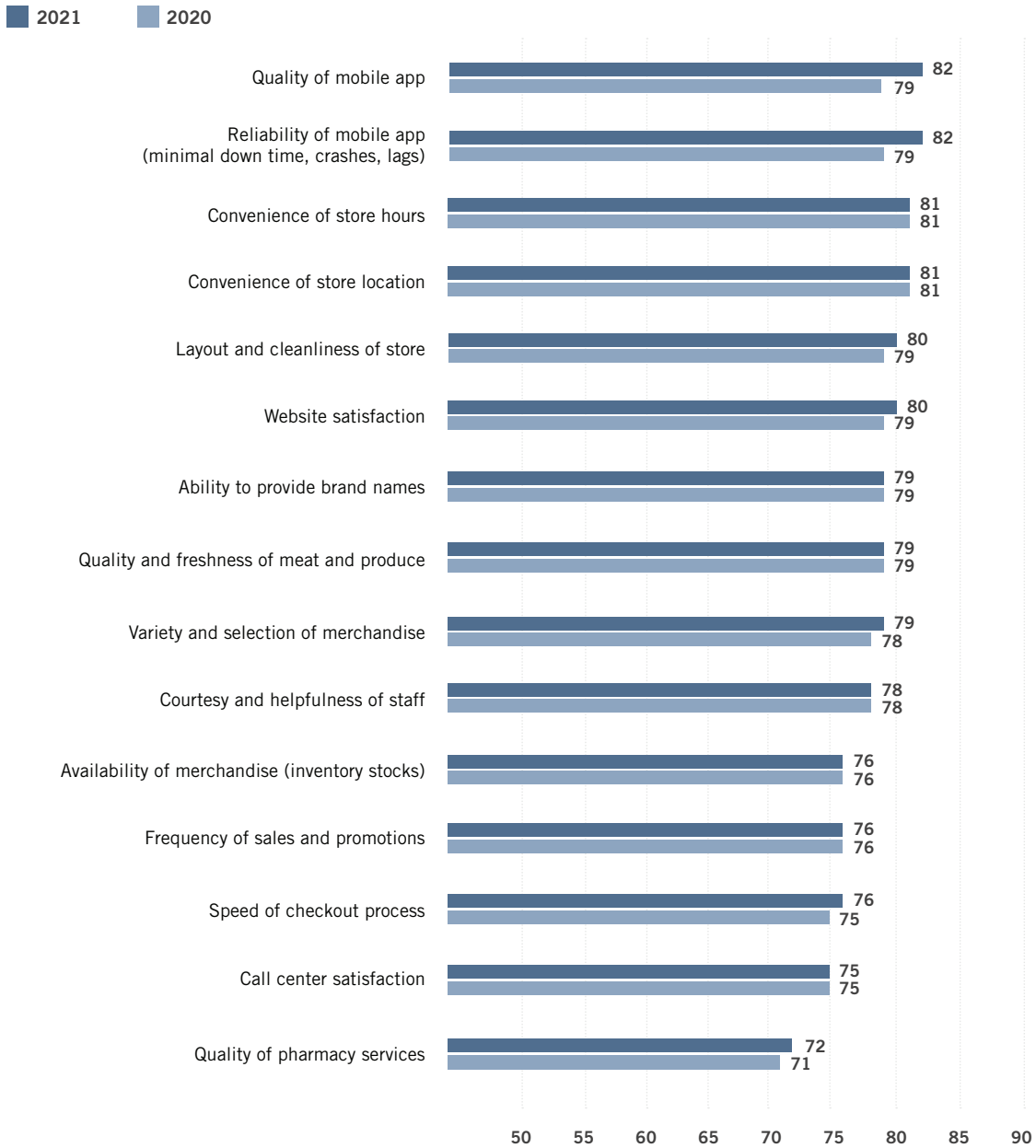
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SUPERMARKETS

Customer Experience Benchmarks

Year-Over-Year Industry Trends



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Online Retailers

AMERICAN CUSTOMER SATISFACTION INDEX: ONLINE RETAILERS

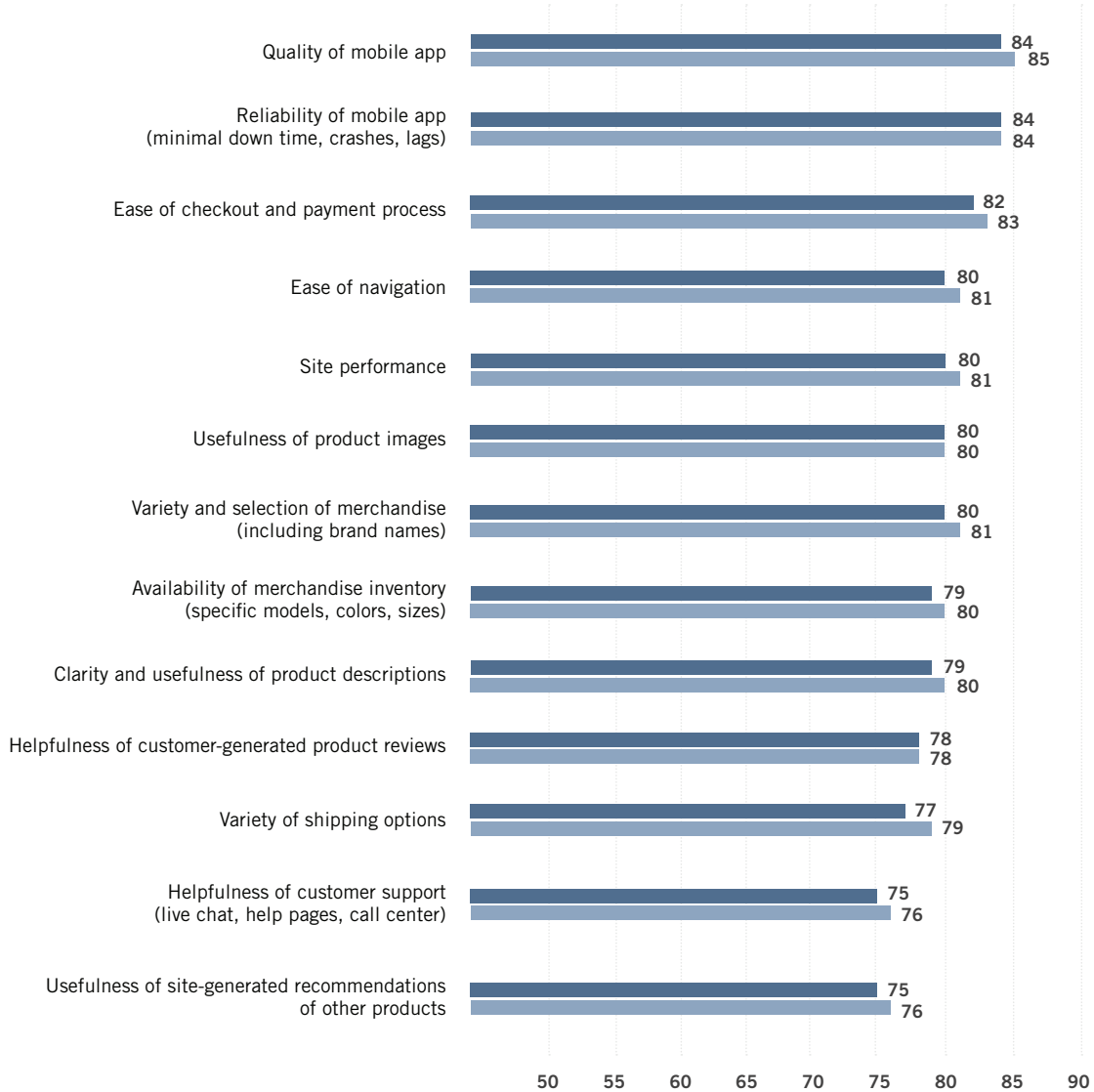
COMPANY	2020	2021	% CHANGE
Online Retailers	78	77	-1.3%
Etsy	80	82	2%
Nordstrom	81	81	0%
Macy's	77	80	4%
Costco	80	79	-1%
All Others	75	78	4%
Amazon	79	78	-1%
Dell	77	78	1%
Kohl's	79	78	-1%
Nike	79	78	-1%
Target	78	78	0%
Newegg	80	77	-4%
Staples	76	77	1%
Best Buy	77	76	-1%
eBay	77	76	-1%
Gap	76	76	0%
Walgreens	74	76	3%
Wayfair	77	76	-1%
Apple	75	75	0%
Home Depot	76	75	-1%
HP Store	79	75	-5%
Lowe's	76	75	-1%
Overstock	76	74	-3%
GameStop	75	73	-3%
Groupon	74	72	-3%
Walmart	73	72	-1%

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ONLINE RETAILERS Customer Experience Benchmarks Year-Over-Year Industry Trends

■ 2021 ■ 2020



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Consumer Shipping

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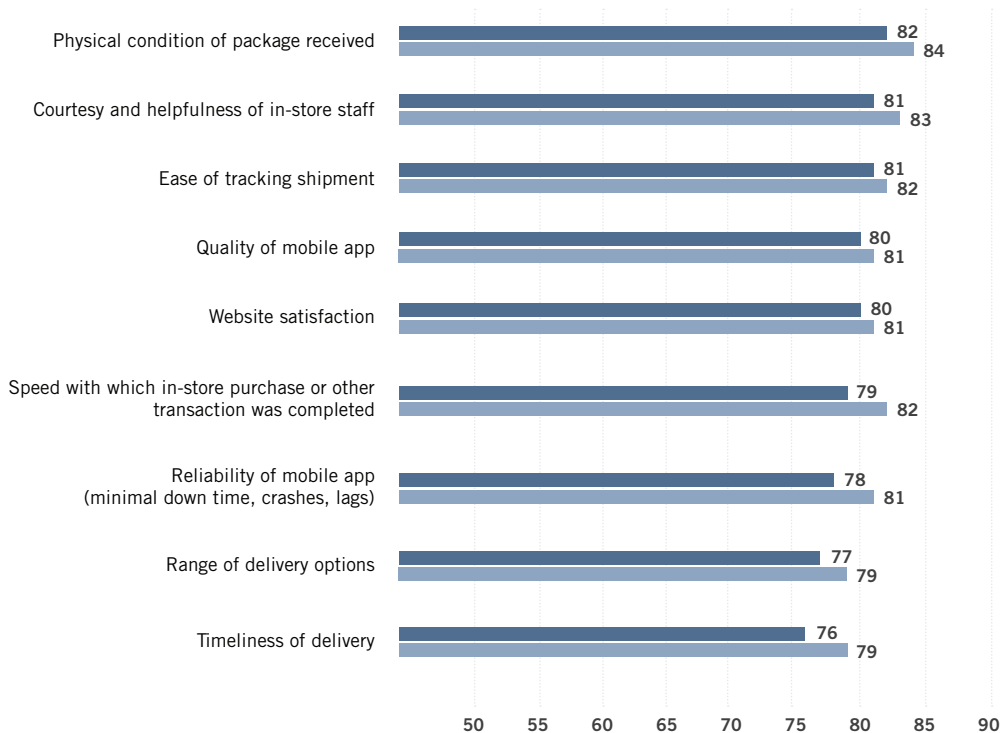
COMPANY	2021	2022	% CHANGE
Consumer Shipping	76	74	-2.6%
FedEx	78	75	-4%
UPS	75	74	-1%
U.S. Postal Service (Express & Priority Mail)	73	70	-4%

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CONSUMER SHIPPING Customer Experience Benchmarks Year-Over-Year Industry Trends

■ 2022 ■ 2021



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U.S. Postal Service

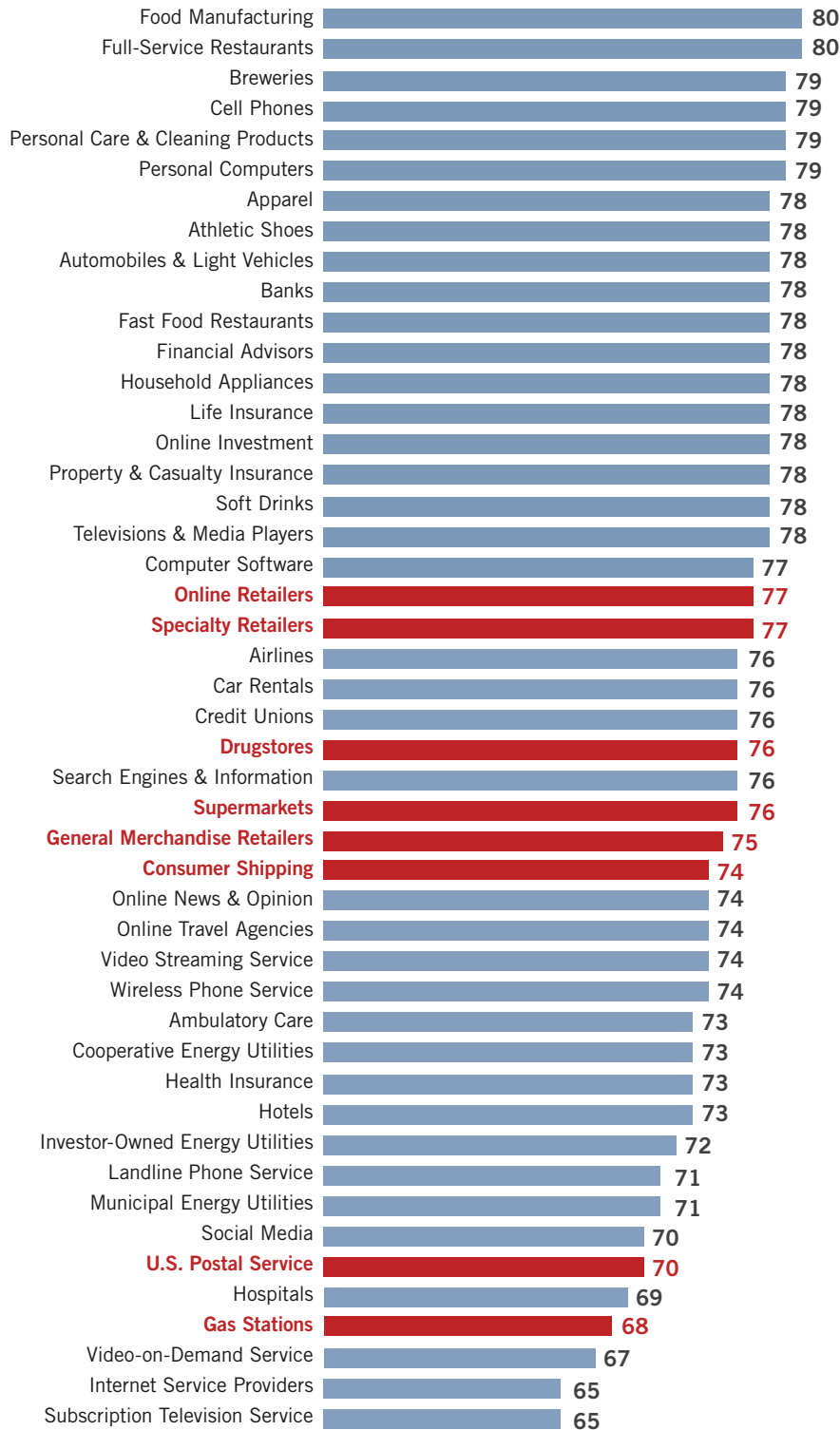
AMERICAN CUSTOMER SATISFACTION INDEX: U.S. POSTAL SERVICE

INDUSTRY	2021	2022	% CHANGE
U.S. Postal Service	71	70	-1.4%

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CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



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ACSI survey data are used as inputs to the Index's cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

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