



American Customer Satisfaction Index

AMERICAN CUSTOMER SATISFACTION INDEX

ACSI Retail and Consumer Shipping Study 2022-2023

February 21, 2023

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 74.7 (100-point scale).

The **ACSI Retail and Consumer Shipping Study 2022-2023** is based on interviews with 35,685 customers, chosen at random and contacted via email between January 2022 and December 2022. 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	2022	2023	% CHANGE
Gas Stations	68	65	-4%

0-100 Scale

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General Merchandise Retailers

AMERICAN CUSTOMER SATISFACTION INDEX: GENERAL MERCHANDISE RETAILERS

COMPANY	2022	2023	% CHANGE
General Merchandise Retailers	75	75	0%
Costco	81	82	1%
Sam's Club (Walmart)	78	81	4%
BJ's Wholesale Club	77	80	4%
Kohl's	78	79	1%
Macy's	76	79	4%
Nordstrom	79	79	0%
Target	78	78	0%
All Others	75	77	3%
TJX (Marshalls, TJ Maxx)	77	77	0%
JCPenney	77	76	-1%
Ross Stores	75	76	1%
Belk	74	75	1%
Dillard's	77	75	-3%
Meijer	76	75	-1%
Burlington	76	74	-3%
Big Lots	72	73	1%
Fred Meyer (Kroger)	71	73	3%
Dollar Tree	74	71	-4%
Dollar General	72	70	-3%
Walmart	71	70	-1%

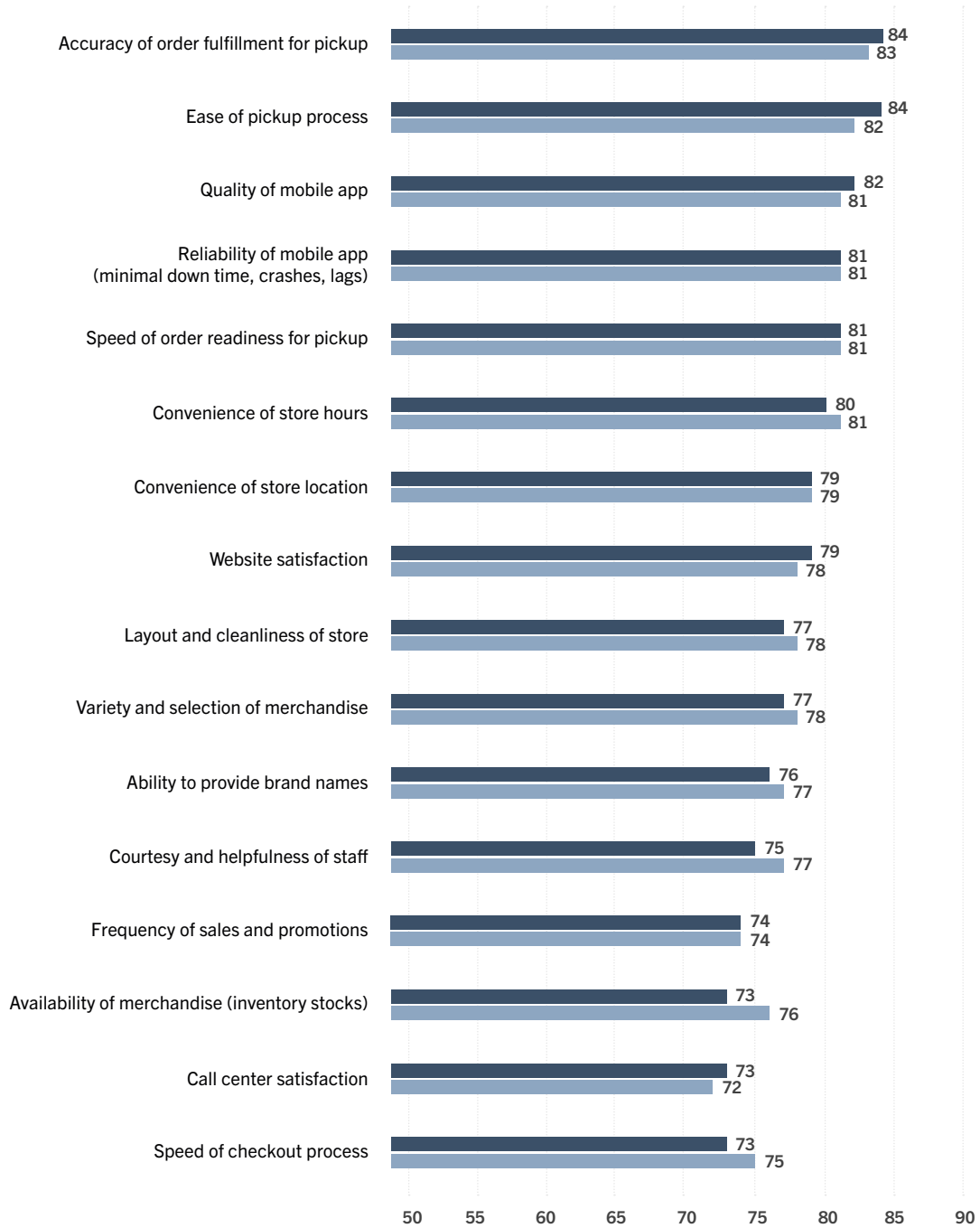
0-100 Scale

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GENERAL MERCHANDISE RETAILERS

Customer Experience Benchmarks
Year-Over-Year Industry Trends

■ 2023 ■ 2022



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Specialty Retailers

AMERICAN CUSTOMER SATISFACTION INDEX: SPECIALTY RETAILERS

COMPANY	2022	2023	% CHANGE
Specialty Retailers	77	79	3%
American Eagle Outfitters	74	83	12%
TJX (HomeGoods)	80	83	4%
Bath & Body Works	NM	82	NA
Apple Store	76	81	7%
Hobby Lobby	80	81	1%
Ulta Beauty	78	81	4%
Ace Hardware	75	80	7%
Bass Pro Shops	79	80	1%
Gap	76	80	5%
Menards	76	80	5%
PetSmart	76	80	5%
Abercrombie & Fitch	75	79	5%
All Others	78	79	1%
Best Buy	76	79	4%
Williams-Sonoma	74	79	7%
Bed Bath & Beyond	76	78	3%
Home Depot	76	78	3%
Lowe's	75	78	4%
O'Reilly Auto Parts	77	78	1%
Sephora	78	78	0%
Advance Auto Parts	75	77	3%
Dick's Sporting Goods	75	77	3%
Foot Locker	76	77	1%
Michaels	76	77	1%
Signet Jewelers	73	77	5%
ODP (Office Depot, OfficeMax)	72	76	6%
Petco	75	76	1%
AutoZone	73	75	3%
Staples	75	75	0%
GameStop	73	74	1%

NM = Not Measured
NA = Not Available

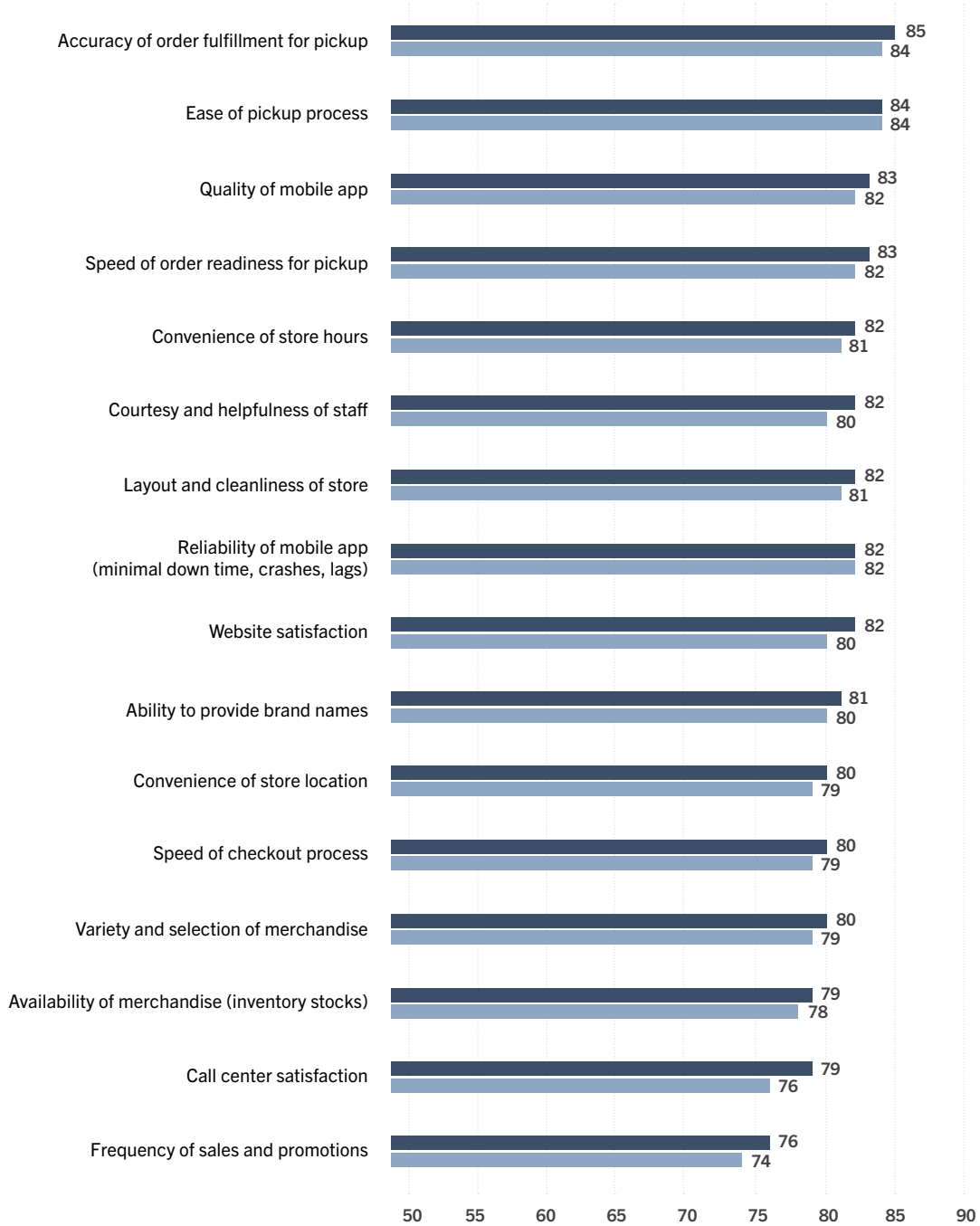
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SPECIALTY RETAILERS

Customer Experience Benchmarks
Year-Over-Year Industry Trends

■ 2023 ■ 2022



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Drugstores

AMERICAN CUSTOMER SATISFACTION INDEX: **DRUGSTORES**

COMPANY	2022	2023	% CHANGE
Drugstores	76	76	0%
All Others	80	80	0%
Kroger	75	76	1%
CVS	76	75	-1%
Rite Aid	73	75	3%
Walgreens	74	75	1%
Walmart	71	74	4%
Albertsons Companies	73	73	0%

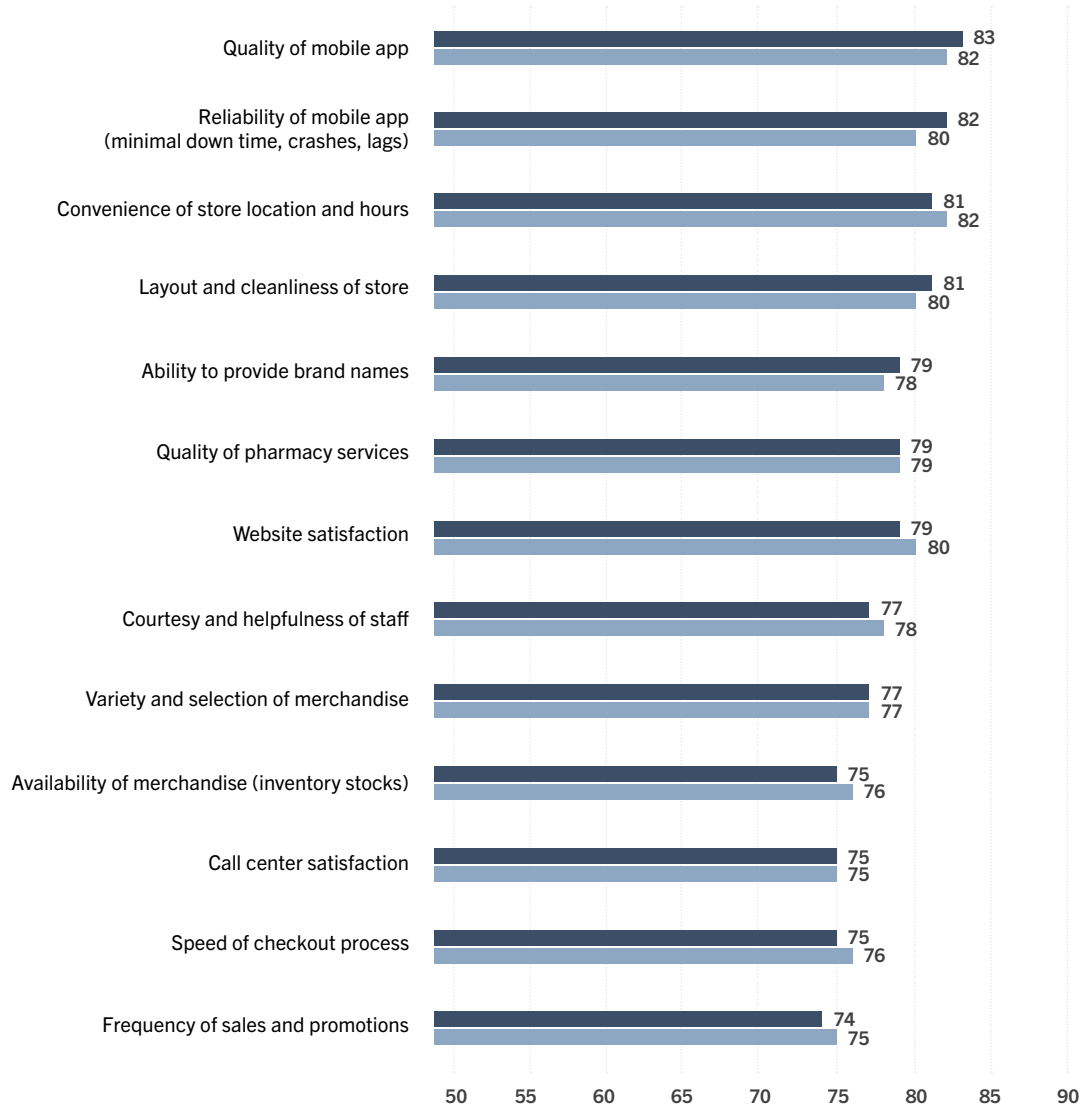
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DRUGSTORES

Customer Experience Benchmarks
Year-Over-Year Industry Trends

■ 2023 ■ 2022



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Supermarkets

AMERICAN CUSTOMER SATISFACTION INDEX:
SUPERMARKETS

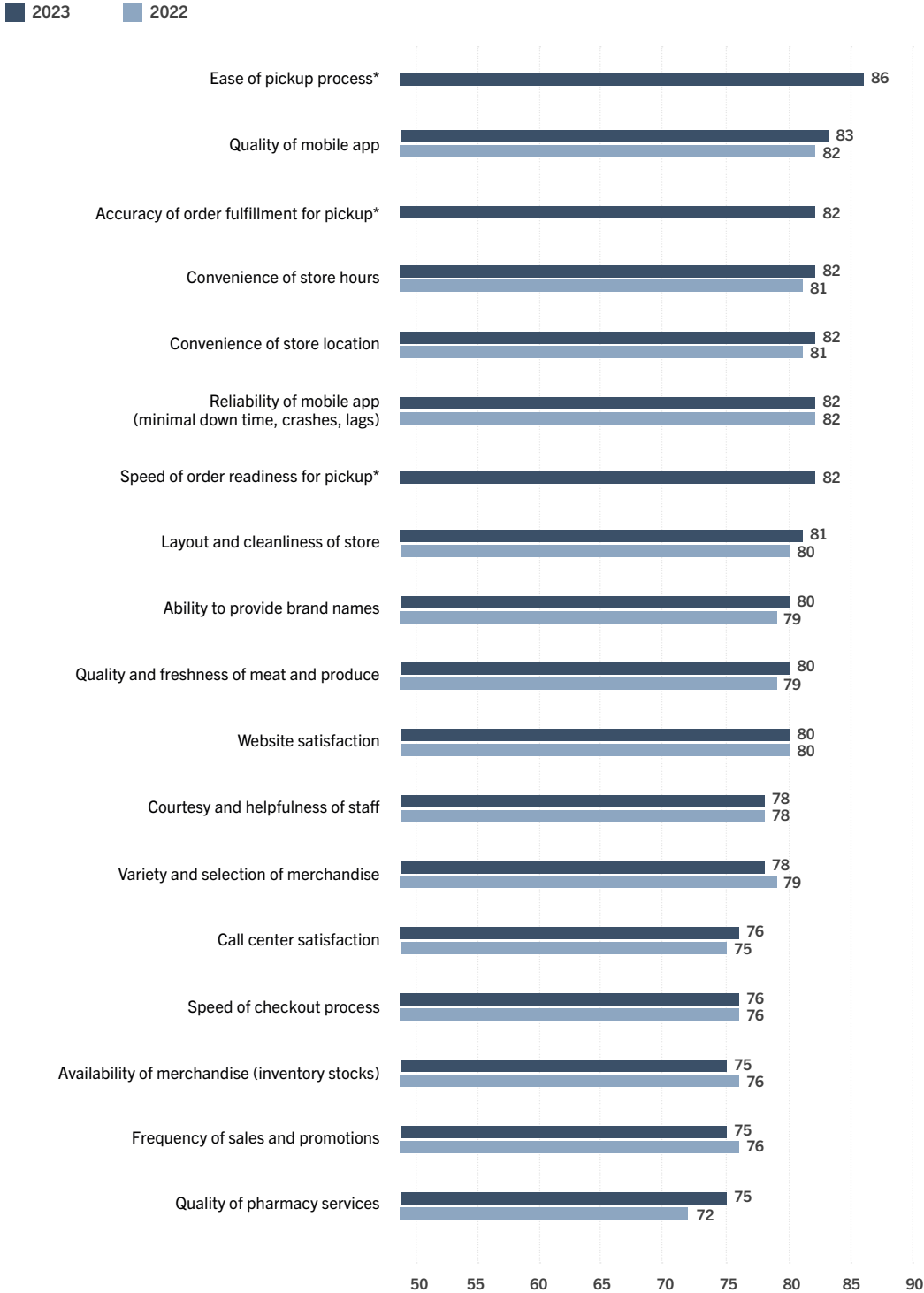
COMPANY	2022	2023	% CHANGE
Supermarkets	76	76	0%
Trader Joe's	85	84	-1%
Costco	81	82	1%
Publix	80	82	2%
H-E-B	82	81	-1%
Aldi	81	80	-1%
Wegmans	81	80	-1%
BJ's Wholesale Club	78	79	1%
Sam's Club (Walmart)	79	79	0%
Target	77	79	3%
Whole Foods (Amazon)	76	79	4%
All Others	76	76	0%
Hy-Vee	77	76	-1%
Kroger	77	76	-1%
Meijer	76	75	-1%
Save A Lot	74	75	1%
ShopRite	76	75	-1%
Ahold Delhaize	76	74	-3%
Albertsons Companies	71	74	4%
Southeastern Grocers	75	74	-1%
Giant Eagle	76	73	-4%
Walmart	70	71	1%

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SUPERMARKETS

Customer Experience Benchmarks
Year-Over-Year Industry Trends



*Not measured previous year
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Online Retailers

AMERICAN CUSTOMER SATISFACTION INDEX:
ONLINE RETAILERS

COMPANY	2022	2023	% CHANGE
Online Retailers	77	80	4%
Chewy	NM	85	NA
Amazon	78	84	8%
Etsy	82	80	-2%
Gap	76	80	5%
Costco	79	79	0%
Kohl's	78	79	1%
Macy's	80	79	-1%
Nordstrom	81	79	-2%
Target	78	79	1%
Wayfair	76	79	4%
All Others	78	78	0%
Best Buy	76	78	3%
Newegg	77	78	1%
Dell	78	77	-1%
Home Depot	75	77	3%
Nike	78	77	-1%
eBay	76	76	0%
HP Store	75	76	1%
Lowe's	75	76	1%
Overstock	74	76	3%
Apple Store	75	75	0%
GameStop	73	75	3%
Groupon	72	74	3%
Staples	77	74	-4%
Walmart	72	73	1%
Walgreens	76	69	-9%

NM = Not Measured
NA = Not Available

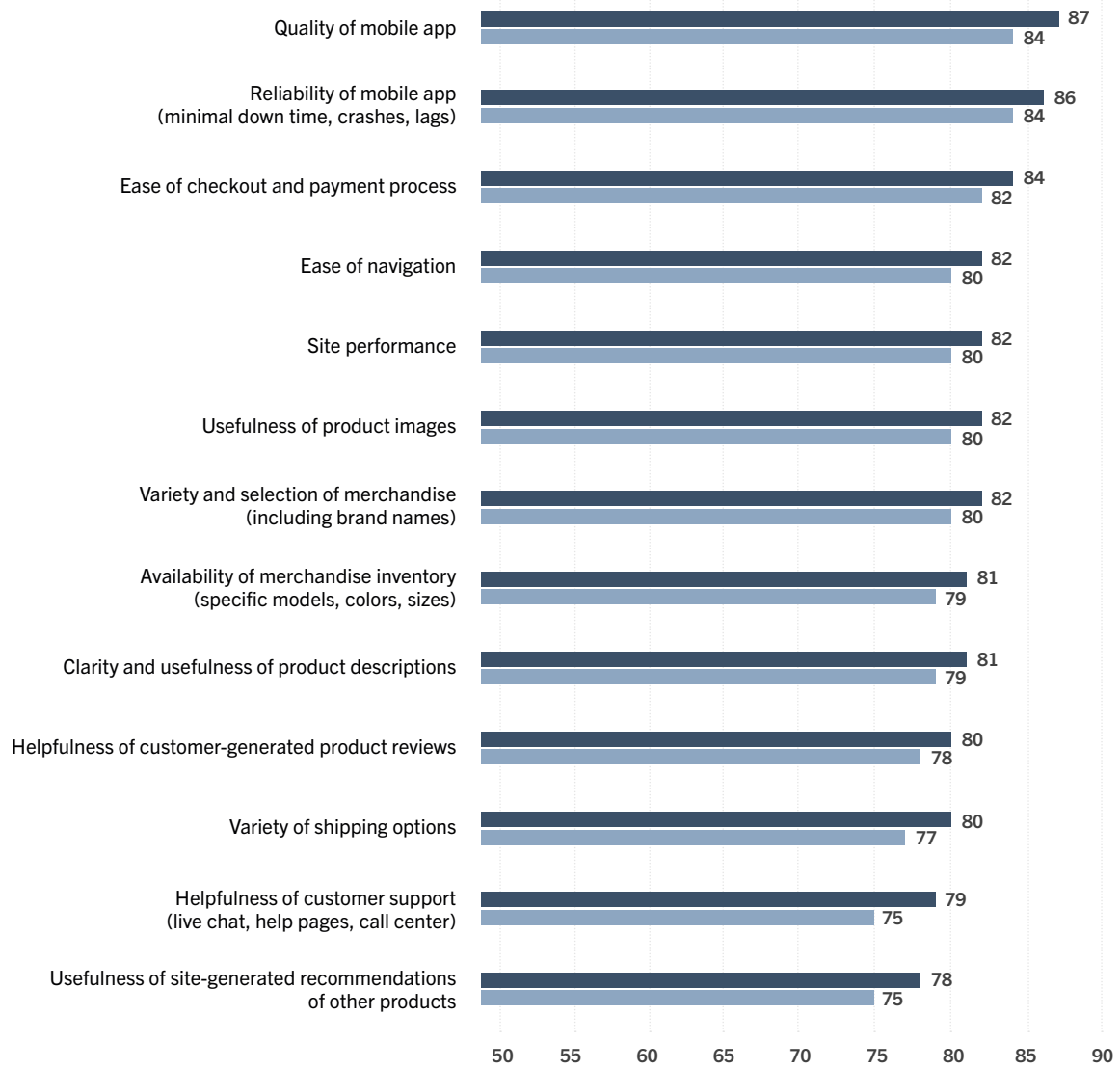
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ONLINE RETAILERS

Customer Experience Benchmarks
Year-Over-Year Industry Trends

■ 2023 ■ 2022



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Consumer Shipping

AMERICAN CUSTOMER SATISFACTION INDEX:
CONSUMER SHIPPING

COMPANY	2022	2023	% CHANGE
Consumer Shipping	74	77	4%
UPS	74	78	5%
FedEx	75	76	1%
U.S. Postal Service (Express & Priority Mail)	70	71	1%

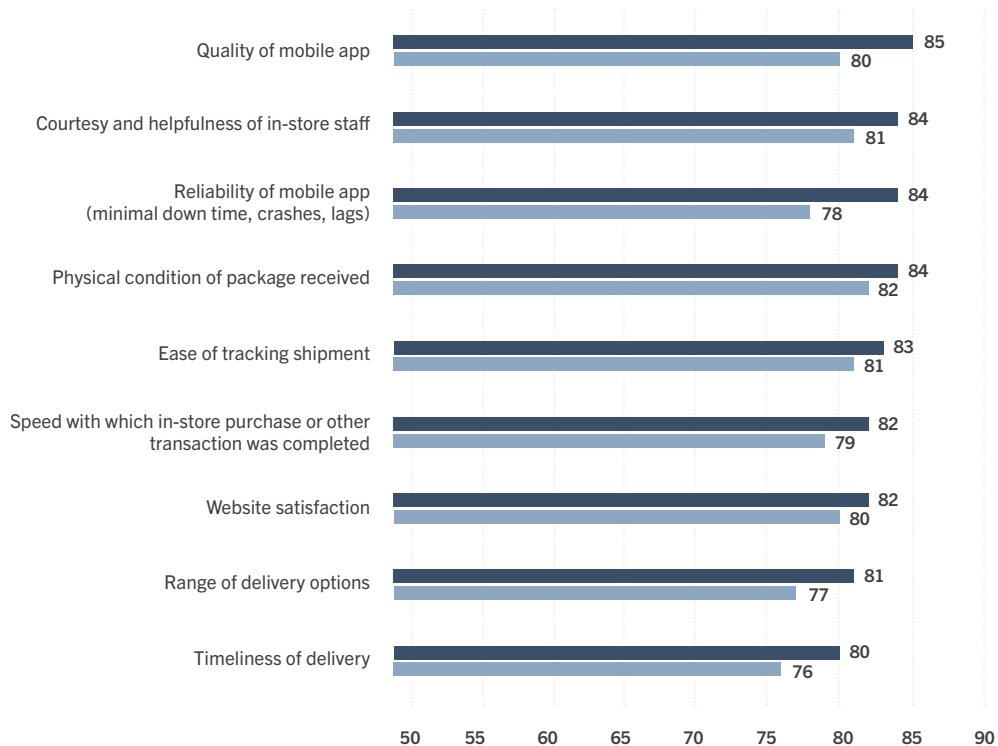
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CONSUMER SHIPPING

Customer Experience Benchmarks
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■ 2023 ■ 2022



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U.S. Postal Service

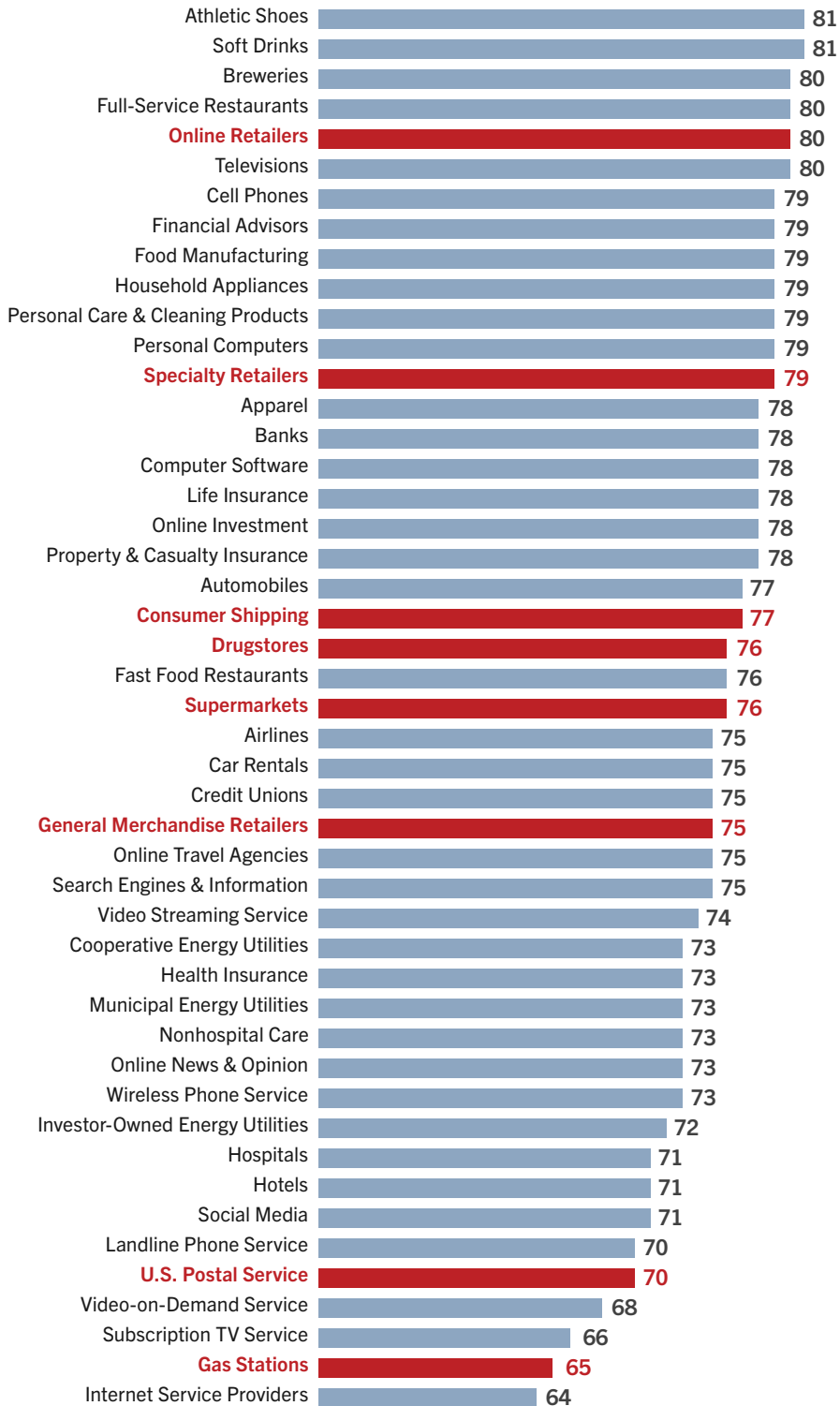
AMERICAN CUSTOMER SATISFACTION INDEX: U.S. POSTAL SERVICE

INDUSTRY	2022	2023	% CHANGE
U.S. Postal Service	70	70	0%

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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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