Methodology – America’s Best Retailers 2022

Summary

- The 2022 America’s Best Retailers rankings were identified from the results of an independent survey of more than 10,000 U.S. customers who have shopped at the retailers in-person in the past three years. In total, over 150,000 evaluations were collected. The awarded retailers each received on average 100 evaluations from customers.

- The survey was conducted on retailers from 39 categories, providing results for a broad-spectrum of customer experiences in traditional retail. For each category, only retailers present in at least two census regions have been included in the list (exceptions made for retailers with 600 or more locations).

- In total, the survey took an average of 9-11 minutes to complete, and the field period ran from February to March 2022.

- The final assessment and rankings were based on the Likelihood of Recommendation (50% of the final score) and five evaluation criteria (also 50% of the final score):
  1. **Products:** measures the quality, price, range and variety of products offered in-store.
  2. **Customer Service:** measures the friendliness, helpfulness, and availability of employees in-store.
  3. **Atmosphere:** measures the general atmosphere, lighting/illumination, music, cleanliness of stores.
  4. **Accessibility:** measures the parking availability, store hours, convenience of store location.
  5. **Shop Layout:** measures the order that products are displayed, aisle size, product-presentation, mannequins, store size.

The top 3-10 retailers based on category size receiving the highest scores in each category were awarded as America’s Best Retailers 2022.
Methodology – The six criteria to build the score

Overview

\[ \sum \text{SCORE} = \text{SCORE} \times 50\% + \text{SCORE} \times 50\% \]

**Likelihood of Recommendation:**

“On a scale of 0 to 10, how likely are you to recommend shopping at the following retailers to friends and family?”

**Evaluation Criteria**

- Products
- Customer Service
- Atmosphere
- Accessibility
- Shop Layout

The criteria have been weighted according to their importance to the respondents.
Weighting of importance for 5 dimensions

Survey participants asked to rank each dimension of by importance

- **Products** measures the quality, price, range and variety of products offered in-store
- **Customer Service** measures the friendliness, helpfulness, and availability of employees in-store
- **Atmosphere** measures the general atmosphere, lighting/illumination, music, cleanliness of stores
- **Accessibility** measures the parking availability, store hours, convenience of store location
- **Shop Layout** measures the order that products are displayed, aisle size, product-presentation, mannequins, store size

Weighting*

- **Products**: 25.0%
- **Customer Service**: 19.0%
- **Atmosphere**: 19.0%
- **Accessibility**: 19.0%
- **Shop Layout**: 18.0%

*The dimensions are weighted according to the importance that respondents gave them in the survey
The survey was conducted using online access panels, providing a representative sample of more than 10,000 American retailer customers. Each gave an evaluation of several retailers: in total 150,000 evaluations have been collected.

![Diagram of survey process]

**Online access panel**
An online access panel is a sample group set up by a survey company and available for custom-built surveys. Anyone can register and agree to take part in online surveys.

**~10,000 participants**
Shopped in-store at the retailer in the last 3 years (i.e., 2019-Feb 2022)

**Survey**
The retailers awarded have each received on average close to 100 evaluations from customers.
Categories (1/2)
Each brand grouped by category

Clothing
1. Apparel
2. Athletic Apparel
3. Baby and Children's Products
4. Bridal Fashion
5. Department Stores
6. Discount Clothing
7. Fashion Accessories
8. Footwear Retailers (Multi-Brand)
9. Footwear Retailers (Single-Brand)
10. Jewelry
11. Jewelry (High-End)
12. Lingerie & Underwear

13. Luxury Fashion & Accessories
14. Outdoor Apparel
15. Premium Apparel
16. Purses/Bags
17. Second-Hand Clothing & Products
18. Women's Apparel
Categories (2/2)
Each brand grouped by category

Food, Health and Beauty
1. Chocolate and Candy Stores
2. Convenience Stores
3. Discount Supermarkets
4. Eyewear
5. Hearing Care
6. Perfume and Cosmetics
7. Pharmacies and Drugstores
8. Supermarkets
9. Superstores and Warehouse Club Stores

Home Goods
1. Arts and Crafts
2. Auto Supplies
3. Bookstores
4. Camping & Outdoor Gear (Hunting, Fishing)
5. Discount Home Goods
6. Furniture
7. Home Goods & Decor
8. Home Improvement Stores
9. Pet Care
10. Premium Furniture
11. Sporting Goods/Equipment (Team sports, Golf etc.)
12. Toys
The rankings are comprised exclusively of retailers that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on peer recommendations and publicly available data sources at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of the last three calendar years. Furthermore, events following the Feb. 31, 2022, and/or pertaining to individual persons affiliated/associated to the retailers were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about retailers or, if possible, accompanied by a visit to a retailer. The quality of retailers that are not included in the rankings is not disputed.