America's Best Retailers 2023

Methodology

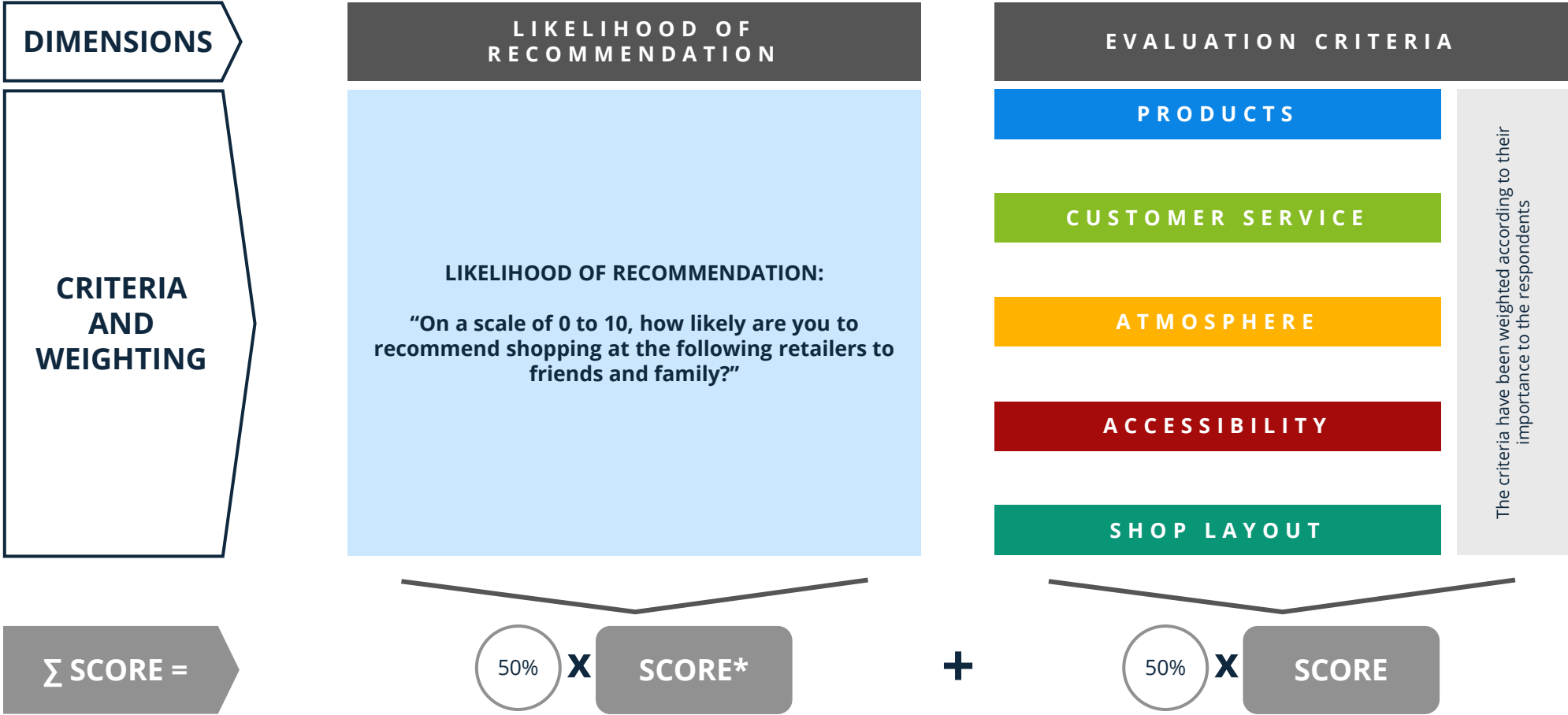# Methodology – America's Best Retailers 2023

Summary

- The 2023 America's Best Retailers rankings were identified from the results of an independent survey of more than **9,000 U.S. customers** who have shopped at the retailers in-person in the past three years. In total, over **140,000 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 2023.

- 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 2023
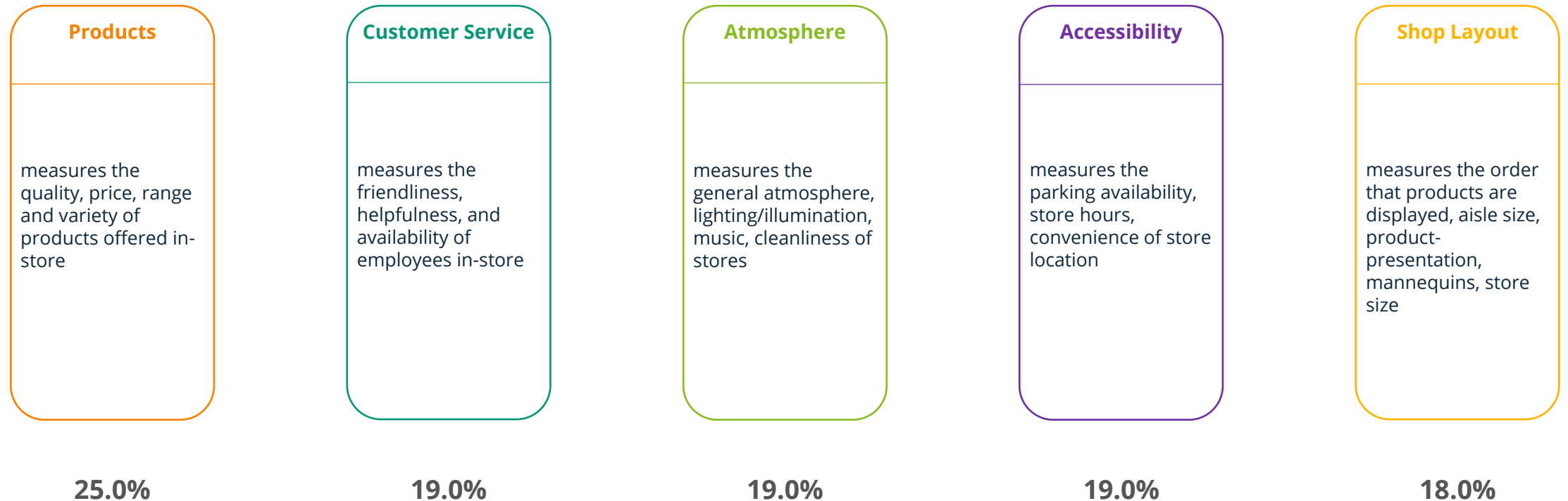
Methodology –The six criteria to build the score

Overview

DIMENSIONS	LIKELIHOOD OF RECOMMENDATION	EVALUATION CRITERIA

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?"

PRODUCTS

CUSTOMER SERVICE

ATMOSPHERE

ACCESSIBILITY

SHOP LAYOUT

The criteria have been weighted according to their importance to the respondents

CRITERIA AND WEIGHTING

∑ SCORE =   50% **X** **SCORE***   **+**   50% **X** **SCORE**

*If available, last year's score was also included with a smaller weight

Weighting of importance for 5 dimensions

Survey participants asked to rank each dimension of by importance

Products	Customer Service	Atmosphere	Accessibility	Shop Layout
measures the quality, price, range and variety of products offered in-store	measures the friendliness, helpfulness, and availability of employees in-store	measures the general atmosphere, lighting/illumination, music, cleanliness of stores	measures the parking availability, store hours, convenience of store location	measures the order that products are displayed, aisle size, product-presentation, mannequins, store size
25.0%	**19.0%**	**19.0%**	**19.0%**	**18.0%**

Weighting*

*The dimensions are weighted according to the importance that respondents gave them in the survey

Analyses based on more than 140,000 evaluations

Basis

The survey was conducted using online access panels, providing a representative sample of more than 9,000 American retailer customers. Each gave an evaluation of several retailers: in total 140,000 evaluations have been collected.
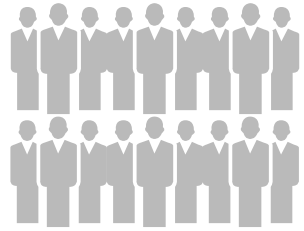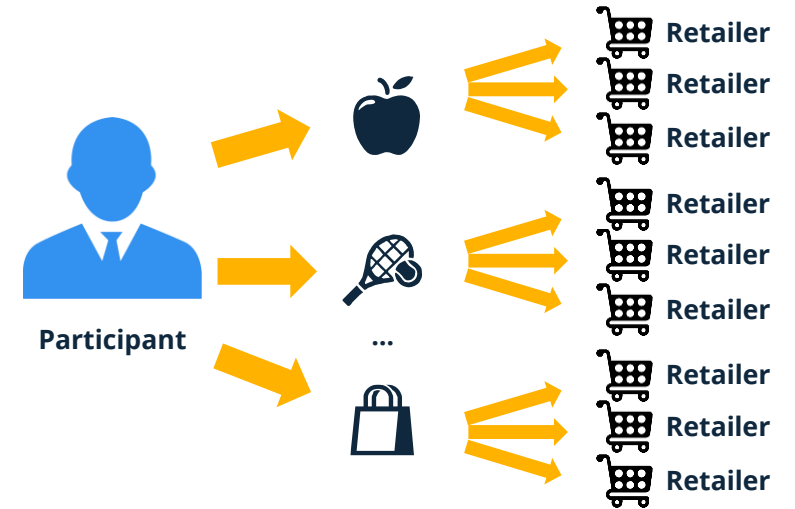

Online access panel

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.

~9,000 participants

✓ Shopped in-store at the retailer in the last 3 years (i.e., 2020-Feb 2023)

Participant

... Retailer (×9)

Survey

Ø 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

Imprint