

CUSTOMERS' CHOICE AWARDS

Frequently Asked Questions

Who is BIGresearch?

BIGresearch is a consumer market intelligence firm that provides unique consumer insights that are gathered online utilizing very large sample sizes. For almost eight years, BIGresearch's syndicated Consumer Intentions & Actions survey has monitored the pulse of more than 8,000 consumers each month... empowering clients with unique insights for identifying opportunities in a fragmented and changing marketplace.

How/When was this survey conducted?

The NRF Foundation/American Express 2008 Customer Choice survey was conducted by BIGresearch as a subset of the September 2008 Consumer Intentions & Actions survey. The online survey was conducted via email with 8,167 consumers (aged 18 and older) participating across the United States. Participants were polled from September 2-9, 2008. The survey has a margin of error of +/-1.0%.

How were survey respondents able to "vote" for the retailer providing the best customer service?

*Survey participants answered the following **open-ended** and **unprompted** question: "Thinking of all the different retail formats (store, catalog, internet, or home shopping), which retailer delivers the best customer service?"*

How was the final list of retailers determined for the Customers' Choice survey?

Survey results were coded by hand based on the input from respondents. Retailers with 10 or more mentions made the list of "Nominees."

What methodology was employed to calculate the rankings for the Customers' Choice survey?

In order to develop a fair comparison, regardless of a retailer's size or geographic coverage, the consumer survey responses were compared to each retailer's 2007 revenues to develop the overall rankings.

Annual sales for the nominees were gathered from the best available public sources (NRF, Public Filings, Retailers' Websites, Hoover's, etc.)

*The **Nominee % Share** was divided by the **Revenue % Share** and then multiplied by 100 to create an **Index**.*

*The **Index** was used to create the rankings.*

Were these results reviewed by a third party?

Yes. The survey data and the process for selecting the winners were reviewed by Professor Martin P. Block, Ph.D., of Northwestern University.

Were respondents able to explain "why" they voted for a particular retailer for the best customer service?

Yes. Survey participants were posed the write-in question: "Please tell us more about how this retailer delivers excellent customer service." Results to this question are available by request to the relevant retailer on a case by case basis.