

Sample size 628	
<i>Which one is the most important to you when judging a retailer's performance? Please choose one.</i>	
How they treat you: Customer service that is both excellent and fits your needs	40%
How much they charge you: The prices overall are low or competitive; the value for the price charged is excellent	23%
What they sell you: The products or services they offer are excellent, exactly what you want (quality, selection, uniqueness etc.)	20%
How easy they make it for you: Convenience of the whole experience, which can include the store location being close by or easily accessible, good parking, good hours etc.	8%
How the store feels: Store layout makes it easy to find what you're looking for, store ambience makes you feel good etc.; or if online, how the website feels, how easy it is to navigate around etc.	3%
What else they do: Being a good corporate citizen (e.g., community involvement, contributing to worthwhile causes, protecting the environment etc.)	3%
How they reward you for being a good customer: Loyalty, reward or point programs or recognition that you matter to them	3%
<i>Thinking about all the retailers you deal with, approximately how many of each of the following would you say are excellent retailers overall? Please choose one for each row.</i>	
Independently owned retailers	
All or nearly all	12%
Most	40%
About half	18%
Some	19%
Very few	5%
None	1%
Don't know	5%
Retailers that are part of a chain, each store is owned by a company	
All or nearly all	4%
Most	27%
About half	21%
Some	28%
Very few	9%
None	3%
Don't know	8%
Retailers that are part of a chain, each store is owned by an individual franchisee	
All or nearly all	4%
Most	32%
About half	22%
Some	25%
Very few	8%
None	2%
Don't know	7%
Department stores	
All or nearly all	3%
Most	24%
About half	19%
Some	28%
Very few	19%
None	4%
Don't know	3%
Big box stores	
All or nearly all	5%
Most	20%
About half	18%
Some	24%
Very few	20%
None	8%
Don't know	5%

Survey fielded March 15-21, 2010.

An unweighted probability sample of this size, with a 100% response rate, would have an estimated