



CONSUMER SATISFACTION INDEX 2009

Sector report: UK Footwear

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CHAPTER 1 EXECUTIVE SUMMARY

About CSI

- Verdict's Consumer Satisfaction Index (CSI) measures how satisfied customers are with the retailers they use. We look at satisfaction across different aspects of the retail proposition (range, convenience, price, service, facilities, ambience, quality, layout) and for each of these provide a satisfaction score. From these factor scores we also calculate an overall satisfaction score.
- The CSI is derived from an annual survey of 6,000 consumers in which face-to-face interviews are used to identify why consumers shop at the retailers they do. Consumers have a free choice of 32 different reasons that could make them loyal to a retailer, and these factors are then aggregated into eight categories used in the report.
- All of these calculations are based on what customers have told us in the consumer research we conduct for this series: no calculations are based on what we think or feel about the retailers ourselves, it only comes from the people who actually shop at the stores.
- The index covers eight core retail sectors. In addition we provide an overall index which looks at all retailers regardless of sector.
- Further information about the CSI methodology is available on request.