



Product Methodology Document

Finder compared consumer opinions of hundreds of leading manufacturers and brands across a range of retail categories for home, health, electronics, and more, to help Australians make a better purchasing decision.



While we endeavour to assess the majority of brands for each category, including all major brands, this is not always possible and it may be that not every brand in the market was included for judging.

Overview

The Finder Retail Awards is a consumer awards program based on opinions of brands provided by real Australian consumers. Our awards are based on a tabulation of survey data from more than 34,000 submissions on a range of products bought in the past 24 months.

To maximise trust and reliability, we worked with Australia's leading market research company, Roy Morgan. Using its vast research experience and audience network, Roy Morgan surveyed more than 4,000 Australians about their recent purchases. The Finder Insights & Analytics team then applied a unique scoring methodology from the collected data to determine a winning brand for each award category.

To help Australians make better purchasing decisions, we want to ensure that we can provide statistical confidence with each award.

We based our awards data on an aggregated brand level, as opposed to a product or model level. There may be hundreds (or even thousands) of models within a single brand, which dilutes even large survey data sets such as ours. We believe that an aggregated brand level provides the best analytical balance in conducting our retail awards program.

The Finder Retail Awards is an independent awards program. We conduct the survey independently of any brands. Commercial partnerships do not influence the results in any way.

Research methodology

The data that was used to calculate the award winners are based on the Finder Retail Brand Survey. Roy Morgan conducted the survey throughout September 2019 with more than 4,000 people completing the survey online for at least 1 product. Qualifying participants were Australians 16 years or older who had purchased the retail product in the last 2 years.

While we try to cover all brands, not all brands available in the market have been compared in the survey.

Respondents were asked to select all electronic, kitchen, household, outdoor, lifestyle and technology products purchased in the last two years.

Respondents were then asked to rate different aspects of the product based on sentiment pillars, such as durability, performance, design or value for money. Respondents were asked to provide a rating between ½ and 5 stars. These pillars are predetermined and are tailored for each category.

Respondents were also asked to give an Overall Satisfaction Score for the product (between ½ and 5 stars) and a rating on whether the respondent would recommend the product to their friends (Recommended Score). These two ratings are then aggregated, with the aggregated scores determining the category's award winner (see Scoring).

Not all respondents who purchased a product were asked to rate it. In order to effectively manage survey length, respondents were limited to rate a maximum amount of 10 products.

Results and scoring

Display of results

We display the Finder Retail Brand Survey results that were used to determine award winners, including the Overall Satisfaction Score and Recommended Score, on our Compare product pages. You can navigate to the results by selecting “See the Results” under the Awards banner.

Scoring

To achieve our awards scoring, each brand has a calculated Overall Satisfaction Score and Recommended Score which is aggregated from each response. Both scores contain score weighting as described below:

Aggregated Score	Weighting
Overall Satisfaction Score <i>A rating between ½ and 5 stars of how generally satisfied the respondent is with the product.</i>	80%
Recommended Score <i>A yes/no rating on whether the respondent would recommend the product and/or brand to their friends.</i>	20%

The brand that has the highest aggregated ranking is the awarded brand for that category.

For a brand to be eligible to be ranked for an award, the brand must have at least one product pertaining to the category that is currently available for purchase. The brand must also have a statistically significant sample size that is set uniformly across all categories by the Insights & Analytics Team.

In the spirit of transparency and to help Australians make the most informative choice, we may display data for brands that were not eligible to be ranked for an award. We mark these brands clearly as such and describe the reasoning behind the brand not being rated.

When there are two or more brands tied with the weighted ranking, we differentiate them by aggregated results for other sentiment pillars surveyed for the category as supporting data.

Judging notes

Juicers

Morphy Richards is the statistical winner within this category, but was disqualified from ranking; as of September 2019, the brand does not currently have a juicer model on the retail market.

Top-Mounted Fridges

Fisher & Paykel is the statistical winner within this category, but was disqualified from ranking; as of November 2019, the brand no longer has a top-mounted fridge model in market.

