



# 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 Australians. Our awards are based on a tabulation of survey data from thousands of submissions on a range of products bought and services used. To maximise trust and reliability, we worked with leading data, insights and consulting company, Kantar. Using its vast research experience and powered by the Profiles Network and Lightspeed Research expert team, Kantar ran multiple surveys, with over 8,000 responses from more than 3,000 Australians on their recent purchases.

The Finder Insights 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

Kantar ran multiple online surveys, hosted and designed by Lightspeed Research using award-winning survey design teams and industry-leading, proprietary quality tools to ensure the collection of honest answers and compliant data. Each survey collected interviews with 2000-3,000 Australians nationwide. Survey invitations were sent to random samples of the LifePoints panel members, Lightspeed Research's proprietary, double opt-in panel. Qualifying participants were 18 years or older who had purchased and used one or more brands within a category of interest.

Respondents were asked which brands they had purchased and used across a range of products and services e.g. from consumables, kitchen appliances and electronics to baby care and meal delivery services. The time period of purchase was typically 1-2 years, and relevant for each category, e.g. ranging from 3 months for consumables to 3 years for certain white goods. Not all respondents who purchased a product were asked to rate it. In order to effectively manage survey length and avoid fatigue, respondents were limited to rating a maximum of seven categories within a survey.

Respondents were asked to give an Overall Satisfaction Score for the product (between 0 and 5 stars) and a rating on whether the respondent would recommend the product to their friends. Respondents were also asked to provide a rating between 0 and 5 stars on sentiment pillars - relevant aspects of the product such as durability, performance, design or value for money. A weighting was applied to each score, with 50% of the final score comprising the overall satisfaction rating score, and 50% split between all other attributes.

While we try to cover all major brands, not all brands available in the market have been compared in the survey. Exclusion of a brand is in no way an indication of that product's performance.

In the case where two or more brands achieve the exact same average score, the tied brand will be ranked by highest overall rating score or an individual metric as suited to each category.

