

# The Good, the Bad & the Ugly

2020

The state of the industry  
can be summarized in  
one word: **Reformation**

## **What is the Good, the Bad & the Ugly?**

*Breaking it down for the cheap seats in the back.*

This annual report evaluates which brands are dominating the new consumer market (the Good), which brands are barely getting by (the Bad), and which will flatline soon if they don't make some big changes (the Ugly)—weighing data from 2017, 2018, and 2019 to identify year-over-year industry trends.

In addition, a subset of respondents ranked & rated the importance of various brand attributes and how they factor into their purchasing decisions.

**GBU 20**

# Why We Did the Research

Over the past three years, we polled over 11,000 consumers across the nation (with annual incomes above \$35,000) to evaluate 100 of the most well-known brands in retail today. We asked them very simple questions:

1. Which of the following retailers are you aware of?
2. Considering each of the retail brands you are aware of, please rate them as:



### GOOD

This retailer 'gets me', takes care of me and has a great future



### BAD

This retailer is just ok, they're not my favorite, but they serve a purpose



### UGLY

I don't care if this retailer disappears tomorrow

In addition, we asked customers to "fill in the blank" on their favorite and least favorite brands:

Name ANY retailer that serves you and its customers the **BEST** and **WORST**.

Lastly respondents rated various features and attributes of their favorite brands. Those attributes include:

- Value
- Choice
- Convenience
- Customer Service
- Reputation
- Seamless Purchase
- Speed
- Customer Intimacy

**These questions allowed us to identify overarching themes in customer behavior and prevailing sentiments about today's top and worst brands.**

This year's report is segmented into five traditional demographics, including:



### GEN X

39 to 54



### GEN Z

18 to 22



### BABY BOOMERS

55 to 73



### MILLENNIALS

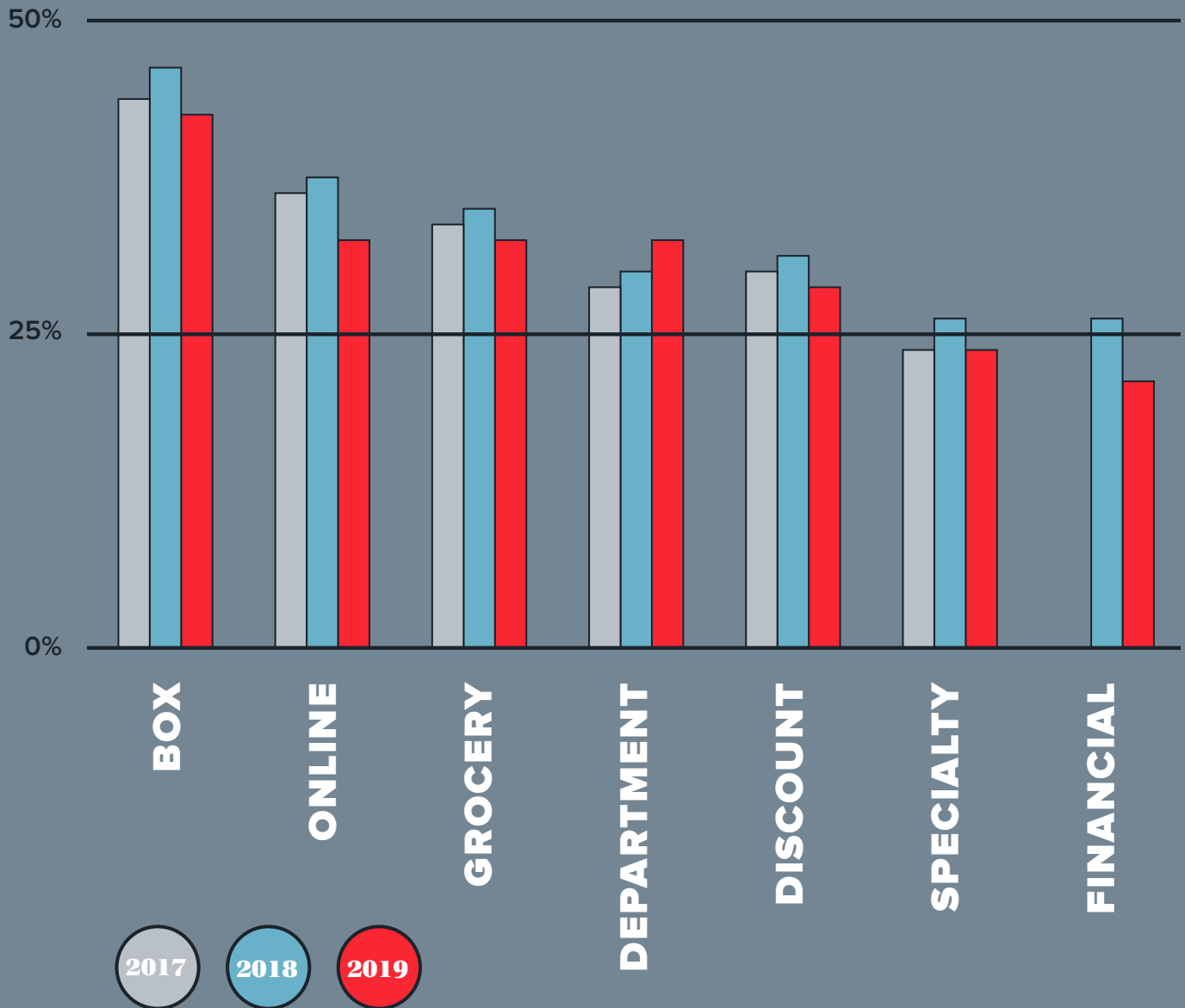
23 to 38



### THE SILENT GENERATION

73 & older

# GOOD RATINGS BY INDUSTRY



The above chart represents the average Good rating for all retailers within the aforementioned verticals.

To get the complete list including the ugly brands and see how your brand ranked, **download the report.**