

Barometer

Frequently Asked Questions

Who is completing the survey?

We partner with Morar, a research agency of record, to conduct regular surveys that inform Barometer. With over 600,000 panelists, Morar's database allows us to survey 175 individuals in both markets daily; each survey provides a representative sample of the population, while each panelist will receive it no more than twice each year. By partnering with Morar, we are able to provide accurate – and timely - views of your brand's performance via a daily dashboard.

How do people complete the survey?

Panelists complete the survey online via a computer or mobile device. As is industry standard, they receive a small compensation for participating.

How often do you interview people?

We interview 350 individuals per day: 175 unique respondents daily in the UK and US. Results are uploaded to the dashboard every 24 hours, including weekends.

How long is the survey?

The survey is 15 minutes to ensure respondents give considered responses throughout.

How do we make it representative of the population as a whole?

We use ONS figures in the UK (Age, Location, SEG) and US Census Bureau figures to inform daily sampling target quotas. This allows us to provide a representative survey based on sex, age and household income.

What metrics do you track?

We have developed over 100 metrics to allow you to consistently monitor your brand and product. Key categories include:

- Market Insight
- Brand Health Monitoring
- Competitive Intelligence
- Customer Experience Management
- Campaign Effectiveness
- Strategy & Planning
- Audience Profiling
- Lost/Demand Analysis

[See full list of measures in page 4*](#)

May I add bespoke questions to the survey?

We designed the analysis in Barometer to work for all our clients in fashion retail. If you'd like bespoke analysis or to add questions to the survey, please contact your account manager.

May I customise the data in anyway?

Barometer may be customised:

- Trigger questions prompt respondents to provide additional information and clarifying responses. For example, if they report hearing negative buzz, an additional trigger question might ask them to tell us what they've heard. We capture this data on an ongoing basis, and deliver the results separately via weekly, monthly or quarterly reports.
- Custom filters allow clients to look at metric performance across specific consumer groups.

What metrics are the most sensitive?

The media metrics tend to be the most sensitive as they are yes/no format questions. Brand health and lower purchase funnel measures often move with a lag.

What can I expect to see in the monthly report?

The automated monthly deck will contain your brand's top-line results against your pre-defined competitive set. All key measures will be included and any significant movements in the data will be highlighted.

What can I expect to see in the quarterly presentations?

Our retail team will provide a 90-minute overview of the key challenges faced by the brand, as realized by Barometer. Combining data from Barometer with WGSN's trend forecasting and retail data, we will then propose concrete actions to address these challenges.

What is a rolling day period?

A rolling day period of three days is the arithmetic mean of that data point for the last three days. The average is 'rolling' because every day, a new data point is added into the average, dropping the last day in your rolling average grouping.

What rolling day period should I use?

For the media focused metrics (ie. Buzz, Ad Awareness) shorter time periods will allow the data to be more reactive. A longer time period can provide context (e.g historical highs and lows) and provides perspective on more recent movements in the Barometer service.

Can respondents report both positive and negative buzz?

No, we force a respondent to choose between positive or negative buzz to capture their overall assessment. In doing so, we are able to identify whether news skews perception positively or negatively.

How do I determine whether the movements I observe are significant, positive, negative or a reflection?

We provide on-going guidance to help users interpret the results. Additionally, by plotting your results against a single competitor or competitive set, we are able to identify if changes are related to changes across the general market, or brand-specific.

How can I determine why a score has moved?

Several factors might contribute to movement in your scores, while several cues might help you identify why:

- Looking at multiple metrics may reveal the cause of movement. For example, if perceptions of quality decline, drilling down to a product level will help you understand the driving factors.
- Looking at other brands in the category may reveal market changes or events impacting the entire category. For example, sharp increases in perception of range or availability may be due to seasonality. By benchmarking against 120 brands, Barometer allows clients to understand whether changes are brand-specific or part of larger shifts.
- Digging into various demographic filters to understand what groups are driving perception changes. For instance, changes may be driven by an age group like millennials, or a social grade.
- Using trigger questions to dive more deeply into a topic and investigate why perception is changing.

What is the CPM?

The Customer Perception Map (CPM), developed by management consulting firm Oliver Wyman, helps you to understand where to invest most effectively to win over customers and, ultimately, market share. CPM allows you to understand how your customers see you, and what actions will help you to improve this. To do this, it explains customer satisfaction based on two dimensions: offer (shopping experience, range and quality) and value (prices, offers, sales & promotions).

The quarterly CP reveals:

- Your brand's position relative to competitors
- How you compare on the detailed drivers

In the long term, movements on the CPM translate into changes in market share.

What is statistical significance testing?

Statistical significance testing measures the confidence level of the data. Statistical significance used in Barometer is at a 95% confidence limit or higher. In other words, if the survey was extended to the entire UK population, there is a 95% chance the results would be substantiated.

As a subscriber, what do I get?

Access to the dashboard for up to 50 users

Quarterly bespoke presentations (either face to face or webinar)

Monthly results reports

A dedicated account manager/sector specialist

I can't access the Customer Perception Map? Why not?

This is a paid part of the site. To upgrade, please speak to your Account Manager.

I haven't heard about the quarterly presentations.**Can you tell me more?**

This is an add on to the dashboard and reports elements of Barometer. Please check with your Account Manager if you'd like to know more.

***Tracker metrics**

Profiling

Gender
Age
Country
Region / State
Socio-economic group (UK only)
Employment status
Postcode / Zipcode
Distance to city (US only)
Annual household income
Disposable monthly income
Ethnicity
Household size: adults and children
Clothing sizing: top-half, bottom-half, dresses
Personal style: open comments
Style icons: open comments

Womenswear shopping habits – last 7 days

In-store / online shopping behaviour last 7 days
Location of main shopping occasion – by channel
Length of main shopping occasion – by channel
Womenswear products browsed
Womenswear products purchased
Spend on womenswear products purchased

Brand health benchmarking for each retailer

Unaided awareness
Aided awareness
Familiarity (when a respondent is aware and has an opinion of a retailer)
Ever purchased
Purchased in last 12 months
Positive Buzz
Negative Buzz
Net Buzz
Overall opinion (scale from love to hate)
Affinity (when a respondent states that they 'love' a retailer or 'like it a lot')
Love (when a respondent states that they 'love' a retailer)
Consideration
Preference
Rejection
Last month visitation for each retailer – by channel
Last month purchase for each retailer – by channel
Monthly spend in each retailer – by channel
Annual purchase frequency
In-store satisfaction
Online satisfaction

Image for each retailer

Open image associations

Stated image associations

- Caring
- Classic
- Comfortable
- Confident
- Distinctive
- Energetic
- Exciting
- Expert
- Famous designers
- Fresh
- Has a rich heritage
- Iconic
- Innovative
- Inspiring
- Modern
- Premium
- Professional
- Quality
- Stylish
- Trusted
- Worth every penny
- Youthful

Retailer visit details – by channel

Visit purpose (purchase intention and specific items / departments in mind or not)

Key retailer or not for shopping occasion

Key reasons behind the visit

- Browse item(s) seen in-store earlier
- Browse item(s) seen on their website earlier
- Browse item(s) seen in a magazine
- Browse item(s) seen in a blog / vlog
- Browse item(s) seen in a TV program
- Heard something positive from Friends / family
- To replace an existing item
- To buy gifts / clothes for someone else
- Seen an advert
- Clicked on an advert
- Browsing for something new
- Just looking around - not really planning to buy something
- The store had a sale on
- Received an email / a letter from the retailer
- Had a gift card
- Planned to browse for something new
- Was close to other shops I was visiting
- Other

Womenswear products browsed
Womenswear products purchased
Key wear occasions
· Work
· Sports / Exercise
· Going out / Special Occasions
· Casual / Weekends
· At home
· On holiday
· Other
· The person who the respondent was
browsing / purchasing clothes for
· Yourself
· For a friend
· For a relative
· For my partner
Total expenditure on this visit
Number of items purchases
Whether any of the items were on sale or on discount
Actual spend versus planned spend
Impulse vs. planned purchases

Detailed satisfaction measures

Satisfaction with service dimensions
How clean & tidy the store was
How long it takes to pay / queue
How busy the store was
Availability and condition of fitting rooms
The availability of items in stock, especially in your size
How easy it was to navigate the store / find the sort of items you wanted
to browse
Helpfulness/ knowledge of staff
The return / refund policy
Convenience of store location
Product reviews
The images and videos of the products
Text description of products
Personalized customer service (i.e. through live chat or emails)
Delivery options (deliver to home / work, or collect in-store)
Shipping cost / speed
How easy it was to navigate or search the site / find the sort of items you
wanted to browse
Checkout process / payment options
How closely the products resembled what you were expecting when
they arrived
Satisfaction with pricing dimensions
Overall prices at the retailer
Prices of products at the cheaper end of the retailer's range
Prices of products at the more premium end of the retailer's range
Number of reduced price products available
Number of special offers and the discounts offered
Offers targeted directly to you (e.g. by email)
The regular prices of their products i.e. when not on sale
The range of prices of their products i.e. when you are on a budget or
wanting a treat
Sales, discounts and promotions on their products
Satisfaction with product dimensions
The quality of their products (i.e. materials, stitching, etc.)
The durability of their products
The range of colours of their products
The range of styles of their products available
Ease of product care for their products (e.g. washing, cleaning)

The retailer generally offers products in your size / fit your body shape
The comfort of wearing products from the retailer
How stylish / on-trend products from the retailer are
The retailer generally offers products that suit your style
The ethical position of their products
Satisfaction with products purchased

Advocacy

Recommendation (NPS)

Lost demand analysis

In-store browsers – what would have encouraged them to purchase something

- Better fitting products
- Better priced products
- Better quality products
- Products available in my size
- Better range of styles
- Shorter queues
- More helpful / knowledgeable staff
- Better store layout
- Other
- I was only browsing

Online browsers – what would have encouraged them to purchase something

- Better fitting products
- Better priced products
- Better quality products
- Products available in my size
- Better range of styles
- Easier navigation around products / departments
- Better delivery options
- Better product descriptions / photos