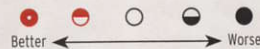


# Ratings

## appliance stores



### CR Quick Recommendations

No large company earned stellar scores across the board for price, selection, and later, support. Still, respondents to both surveys were fairly well satisfied with most companies in our Ratings. And although local, independent businesses overall were rated better, our data on particular small retailers other than Abt Electronics are insufficient for specifics. There were also insufficient data for Costco, a top performer last year, in the major-appliance category.

### QUICK PICKS

#### SHOPPING

When price and selection matter most:

- 1 Amazon
- 3 Costco
- 11 Abt Electronics

For small appliances, Amazon was top-notch for pricing and selection; Costco's pricing was better than average. Also impressive were the smaller independents, Lowe's, and Sears. For major appliances, Abt had the best selection. The company received very favorable scores for shopping ease, too, though sample sizes were insufficient for us to include that score.

For the best overall store experience:

- 2, 12 Independent stores
- 5 Sears

While not all smaller, independent stores can be considered equal, the category as a whole stood out for overall shopping ease, in-store service, and checkout. For small appliances, Sears matched independents and was rated better for price.

#### SERVICE AND SUPPORT

For the best support overall:

- 19 Independent stores

Only independent retailers scored above average at giving help over the phone, in-home service, and generally solving problems.

Within category, in order of reader score.

Key number	Retailers	Reader score	Survey results					
			Price	Selection	Product quality	Shopping ease	Service	Checkout ease
<b>SMALL APPLIANCES</b>								
1	Amazon.com	92	●	●	●	-	-	-
2	Independent stores	87	●	●	●	●	●	●
3	Costco	85	●	●	○	○	●	●
4	Lowe's	81	○	●	○	●	○	○
5	Sears	81	○	●	○	●	●	●
6	Home Depot	77	○	○	○	●	○	○
7	Sam's Club	77	○	●	○	●	●	●
8	Target	77	○	○	○	○	○	○
9	Best Buy	76	○	○	○	○	○	○
10	Wal-Mart	74	○	○	●	●	●	●
<b>MAJOR APPLIANCES</b>								
11	Abt Electronics	89	○	●	○	-	-	-
12	Independent stores	87	○	○	○	●	●	●
13	P.C. Richard & Son	83	○	○	○	○	○	●
14	Lowe's	83	○	○	○	○	○	○
15	Sears	81	○	○	○	○	○	○
16	H.H. Gregg	80	○	○	○	○	○	○
17	Best Buy	79	○	○	○	○	○	○
18	Home Depot	79	○	●	○	○	○	○

### Guide to the Ratings

The Ratings are based on 20,216 subscribers who reported on 35,521 appliance-purchase experiences in the 2007 Appliance Store Shopper Satisfaction Survey, conducted by the Consumer Reports National Research Center. Small appliances include air conditioners, grills, and vacuum cleaners; major appliances include ranges, refrigerators, washers, and dryers. Subscribers do not necessarily mirror the U.S. population. **Reader score** reflects readers' assessments of their overall buying experience and is not limited to factors under "survey results." A score of 100 would mean all respondents had been completely satisfied; 80 would mean very satisfied, on average. Differences of less than 4 points are not meaningful. **Price, selection, product quality, service, and checkout ease** scores reflect percentage of respondents who rated the store as excellent or very good on each item. **Shopping ease** is percentage of people who had fewer shopping hassles. Higher scores mean the store was rated more favorably compared with that attribute's median score. Attributes for small and large appliances are not comparable. "-" signifies not applicable or insufficient sample size.

## support

Key number	Companies	Reader score	Survey results				
			Solved problem	Phone waits	Phone staff	In-home service	Web site
19	Independent stores <sup>1</sup>	77	●	●	●	●	-
20	Kenmore <sup>2</sup>	70	○	○	○	○	○
21	Sears <sup>1 3</sup>	70	○	○	○	○	○
22	Lowe's <sup>1</sup>	69	○	○	○	-	-
23	GE Monogram	68	○	○	○	-	-
24	Home Depot <sup>1</sup>	68	○	-	-	-	-
25	General Electric	68	○	○	○	○	●
26	Best Buy <sup>1</sup>	67	○	○	○	-	-
27	Whirlpool	66	○	○	○	○	○
28	KitchenAid	63	○	○	○	-	○
29	LG	62	○	○	○	-	-
30	Maytag	59	○	○	○	○	○
31	Frigidaire	58	○	○	○	-	-
32	Jenn-Air	57	○	-	-	-	-

<sup>1</sup> Indicates retailer. <sup>2</sup> Sears support of Kenmore appliances. <sup>3</sup> Non-Kenmore appliances purchased at Sears.

### Guide to the Ratings

The Ratings are based on responses to the 2007 Service and Support Survey, conducted by the Consumer Reports National Research Center, and use customer-support or repair-service experiences contacting a retailer or manufacturer about 14,897 appliances from January 2006 to June 2007. **Reader score** reflects overall satisfaction with experiences and is not limited to factors under "survey results." A score of 100 would mean all respondents had been completely satisfied; 80 would mean very satisfied, on average; and 60, fairly well satisfied. Differences of less than 7 points are not meaningful. **Solved problem** indicates whether the problem was solved by the company's support or repair service. **Phone waits** covers long waits on hold and other problems navigating the phone system. **Phone staff** indicates whether support staff were knowledgeable and courteous, and communicated clearly. Respondents also rated the companies' **in-home service** and **Web sites**; ratings on the chart represent the percentage who rated these aspects of support or repair service "excellent." "-" indicates insufficient sample size to report results.