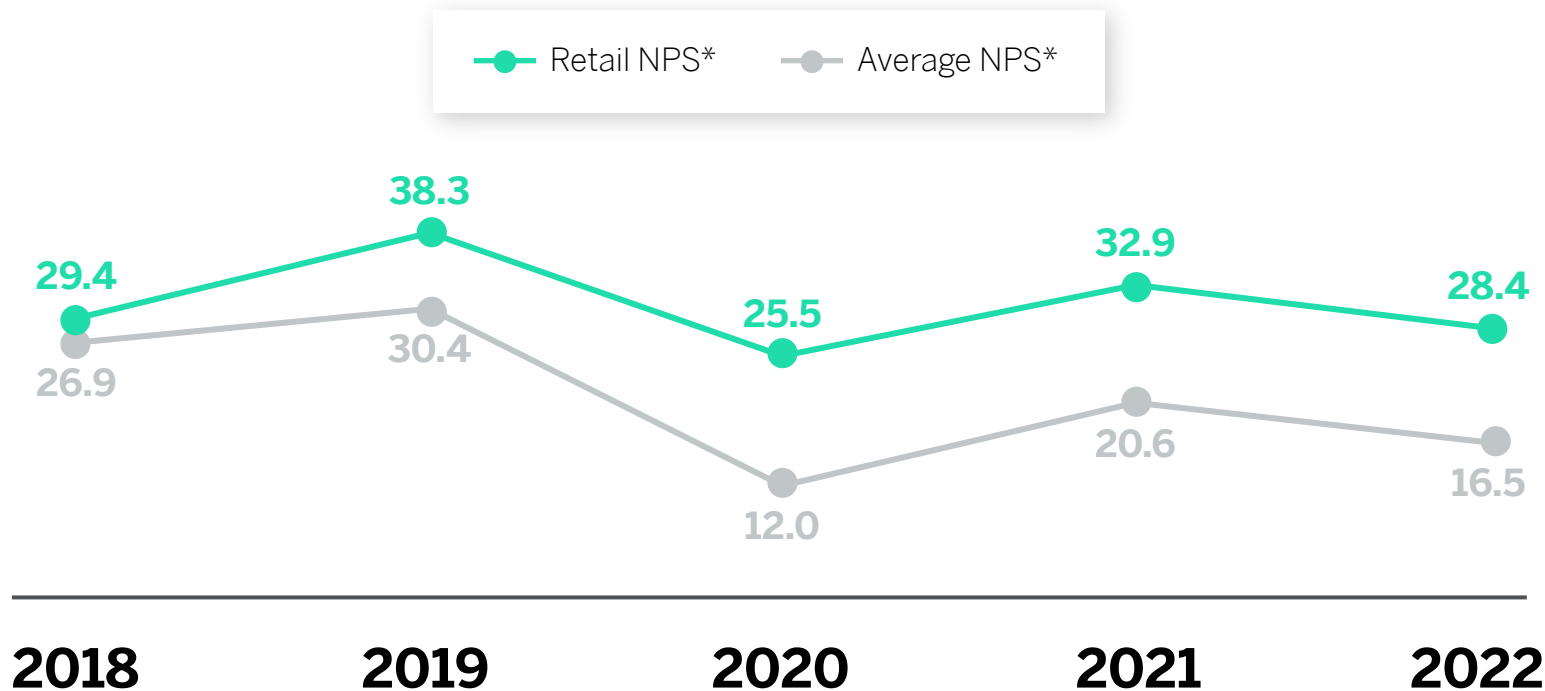


# NPS® Ratings in the Retail Industry, 2018 - 2022



Base: 9,055+ consumers, 294+ orgs, and 20+ industries  
Source: Qualtrics XM Institute U.S. Consumer Benchmark Studies 2018, 2019, 2020, 2021, 2022

\*The NPS Ratings are calculated using the standard NPS® method. Net Promoter Score, Net Promoter, and NPS are registered trademarks of Bain & Company, Satmetrix, and Fred Reichheld.