

## Which?: Top of the shops

**Date: May 21st 2014**

### Best and worst high street shops:

Lush is the number one shop overall in our survey of 100 retailers, with an overall customer score of 83%. The cosmetics shop reclaims the number one spot it held in 2012 after finishing second last year.

John Lewis also achieved outstanding results – it was the highest-rated shop in six of the eight shopping categories in the survey.

Last year's winner, Apple, slips to 13th place. While WH Smith brings up the rear – yet again.

Scroll down to see our full results table.

### Full list of the best and worst shops:

#### Top 100 shops rated by their customers

Position	Shop	Sample size	Customer score (%)
1	Lush	106	83
2	Disney Store	105	82
3	Richer Sounds	105	81
4	John Lewis	104	80
=4	Waterstones	105	80
6	Clarks	105	79
=6	Jojo Maman Bebe	105	79
=6	Lakeland	103	79
=6	Screwfix	105	79
10	White Stuff	105	78
11	Bonmarche	105	77
=11	The Perfume Shop	105	77
13	Apple	105	76
14	Independents: Electricals	105	75
=14	Jones Bootmaker	105	75
=14	Maplin	105	75
=14	Sony Centre	105	75
18	Dunelm Mill	106	74

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=18	Wilkinson	106	74
20	The Body Shop	105	73
=20	Early Learning Centre	106	73
22	Evans Cycles	107	72
=22	H Samuel	105	72
=22	Harvey Nichols	104	72
=22	M&S	104	72
=22	New Look	106	72
=22	Schuh	107	72
=22	Superdrug	106	72
29	Argos	105	71
=29	Carphone Warehouse	106	71
=29	Next	104	71
=29	Paperchase	105	71
33	Fat Face	105	70
=33	Mamas & Papas	107	70
=33	Oasis	105	70
=33	The Range	105	70
=33	Sainsburys	105	70
=33	Wickes	106	70
39	The Entertainer	105	69
=39	Ernest Jones	104	69
=39	Fenwick	103	69
=39	GAP / babyGap	105	69
=39	Ikea	106	69
=39	Independents: Entertainment	105	69
=39	Laura Ashley	106	69
=39	Monsoon	105	69
=39	Office	105	69
=39	Phones 4 U	104	69
=39	Robert Dyas	105	69
=39	Zara	106	69
51	3 (Three)	106	68
=51	Asda	106	68
=51	Boots	104	68
=51	Currys and PC World	210	68

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=51	Dorothy Perkins	105	68
=51	Evans	105	68
=51	Mothercare	106	68
=51	Primark	108	68
=51	Wallis	105	68
=51	Warehouse	105	68
61	Debenhams	104	67
=61	French Connection	106	67
=61	H&M	105	67
=61	Independents: Baby & child	105	67
=61	Independents: Furniture & homewares	105	67
=61	M&Co.	106	67
=61	Miss Selfridge	105	67
=61	Morrisons	105	67
=61	Poundstretcher	108	67
=61	Sports Direct	105	67
=61	Tesco	106	67
=61	Vodafone	104	67
73	B&Q	107	66
=73	BHS	104	66
=73	Burton	105	66
=73	Game	105	66
=73	House of Fraser	105	66
=73	Independents: Outdoor & leisure	106	66
=73	O2	105	66
80	Millets	105	65
=80	Poundland	104	65
=80	River Island	106	65
=80	Toys R Us / Babies R Us	105	65
84	Blacks	105	64
=84	Independent department stores	105	64
=84	TopShop / TopMan	104	64
87	Accessorize	106	63
=87	Independents: DIY	103	63
=87	JD Sports	106	63
=87	Matalan	108	63

91	Halfords	107	62
=91	Ryman (the Stationer)	105	62
93	Republic	105	61
=93	Shoe Zone	105	61
=93	TK Maxx	105	61
96	99p Store	105	60
=96	EE (formerly Orange and T-Mobile)	104	60
98	HMV	106	59
99	Homebase	108	56
100	WHSmith	104	55

### **Interpreting the best and worst shops table:**

One thing the top shops in our survey all have in common is outstanding customer service. From shoppers praising the personal aspect of the service at Lush, to the Disney Store's customers enjoying the atmosphere created by its staff, and staff at Richer Sounds being knowledgeable and helpful.

By contrast, the shops at the bottom of the table were criticised by their customers.

A surprise slip from Apple meant it fell from first place last year to thirteenth place this year. Although most of its customers still rate Apple highly, praise is more muted than in 2013. People still like Apple, but are less likely to love it.

Clarks had one of the biggest increases in score - up from 70% in 2013 to 79% this year. All of its star ratings, bar pricing, have improved since last year.

### **How we rate high street shops:**

In February and March 2014, Which? surveyed 12,504 members of the general public about the shops they had visited in the past six months.

Customer scores are based on satisfaction with the shop on their last visit and the likelihood of recommending it to a friend. Shops had to get at least 100 responses to be included in the overall table.

Link: <http://www.which.co.uk/>