

Monday, 20 January 2020

The Athlete's Foot satisfied 84% of its customers

New Roy Morgan customer satisfaction shows The Athlete's Foot as the Shoe Store of the Month for November with a rating of 84%. Since winning its first satisfaction award for 2019 in May, The Athlete's Foot has gone on to win seven straight monthly awards.

The [Roy Morgan Shoe Store Customer Satisfaction Report](#) shows The Athlete's Foot holding a comfortable lead with a customer satisfaction rating of 84%, ahead of both Williams (74%) and Spendless Shoes (71%).

These newly released customer satisfaction ratings have been taken from the Roy Morgan Single Source survey, compiled by in-depth face-to-face interviews with over 50,000 Australians each year in their homes.

Roy Morgan CEO Michele Levine says that The Athlete's Foot has been rewarded for maintaining stable customer satisfaction ratings over the past three years, in an industry that is experiencing considerable fluctuations in satisfaction levels.

"The Athlete's Foot's satisfaction rating of 84% is only down 2% compared with three years ago. This is in contrast to Williams on 74%, which has decreased 10% over the same period, and Spendless Shoes, now part of the Novo Shoes Group, on 71%, dropping 16%."

Who are the customers of The Athlete's Foot?

The Roy Morgan Athlete's Foot profile tells us the typical customer belongs to the [Leading Lifestyles](#) Roy Morgan Helix Community. Focused on success and career and family, people in the Leading Lifestyles Community are proud of their prosperity and achievements. They are big spenders and enjoy cultured living to the max.

Within the Leading Lifestyles Helix Community, the brand's average customer likely belongs to the [Humanitarians](#) Helix Persona. Humanitarians are high income, young, up and coming professionals with a firm left leaning. Highly educated and cultured, they embrace the best of city living but do so with a solid social conscience.

Regarding media consumption, The Athlete's Foot customer is more likely than the average Australian to listen to the radio in the car, to always read the business section of the newspaper, and to enjoy buying magazines.

In terms of holidays, they are more likely than the average Australian to prefer to holiday overseas, to travel in big cities, and to sometimes arrange travel for family and friends. They are also more likely to go away on weekends.

Roy Morgan Customer Satisfaction Awards

The Roy Morgan Customer Satisfaction Awards highlight the winners but this is only the tip of the iceberg. Roy Morgan tracks customer satisfaction, engagement, loyalty, advocacy and NPS across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set.

Need to know what is driving your customer satisfaction?

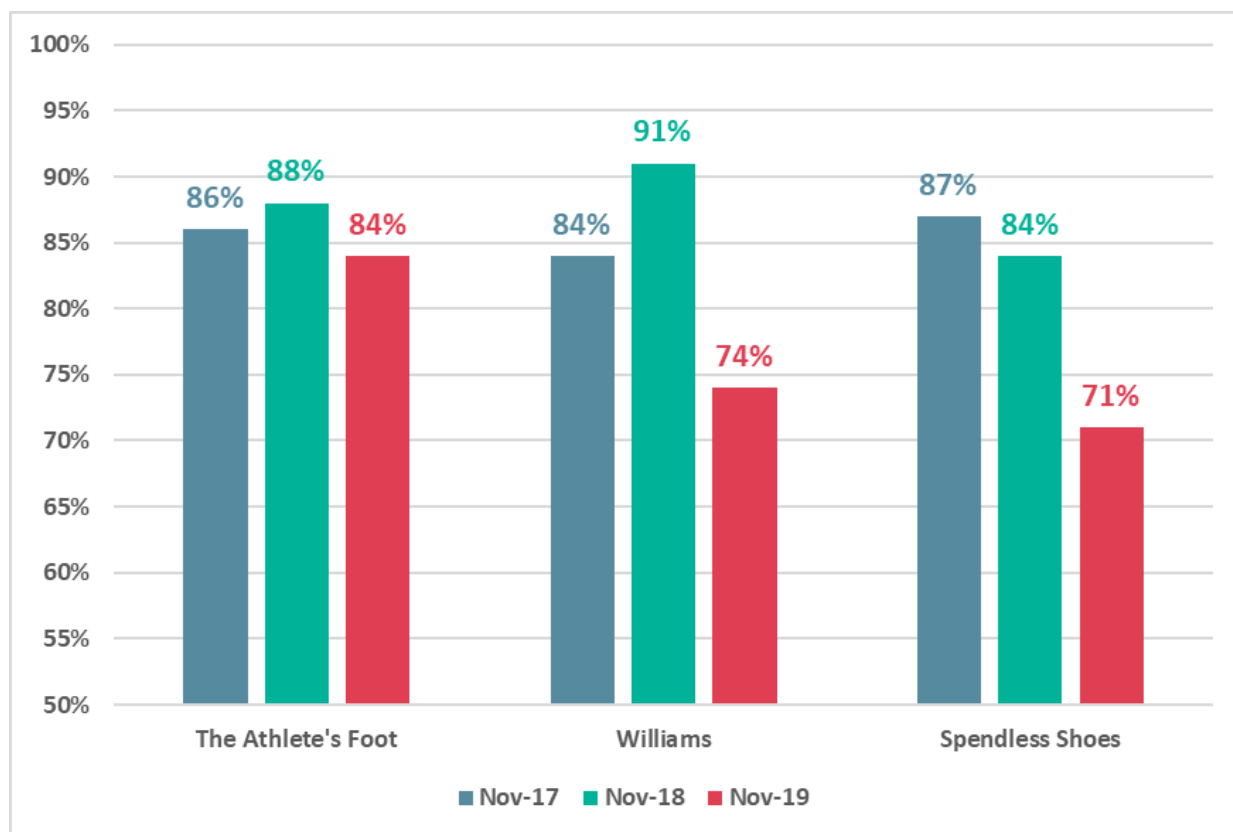
Check out the new Roy Morgan Customer Satisfaction Dashboard at <https://www.customersatisfactionawards.com>

Related research findings

For further in-depth analysis, view the [Shoe Store Customer Satisfaction Report](#).

FOR IMMEDIATE RELEASE

Leading shoe store customer satisfaction ratings



Source: Roy Morgan Single Source Australia, December 2016 – November 2017, n = 1,079. December 2017 – November 2018, n = 956. December 2018 – November 2019, n = 962. **Base:** Australians 14+ who purchased from a shoe store in the past four weeks.

For further comment or more information about Roy Morgan's retail consumer data please contact:

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About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years' experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2