

Monday, 16 December 2019

No brand can overtake Supercheap Auto's drive for a fifth annual customer satisfaction award, but Repco could tie

The latest Roy Morgan customer satisfaction findings show that Supercheap Auto is the Auto Store of the Month for October with a satisfaction rating of 86%, taking it to five monthly satisfaction award wins for 2019. With two awards remaining to be announced for the year, Repco, currently on three monthly awards, is the only brand that could possibly draw equal with Supercheap Auto in the race to the 2019 finish line.

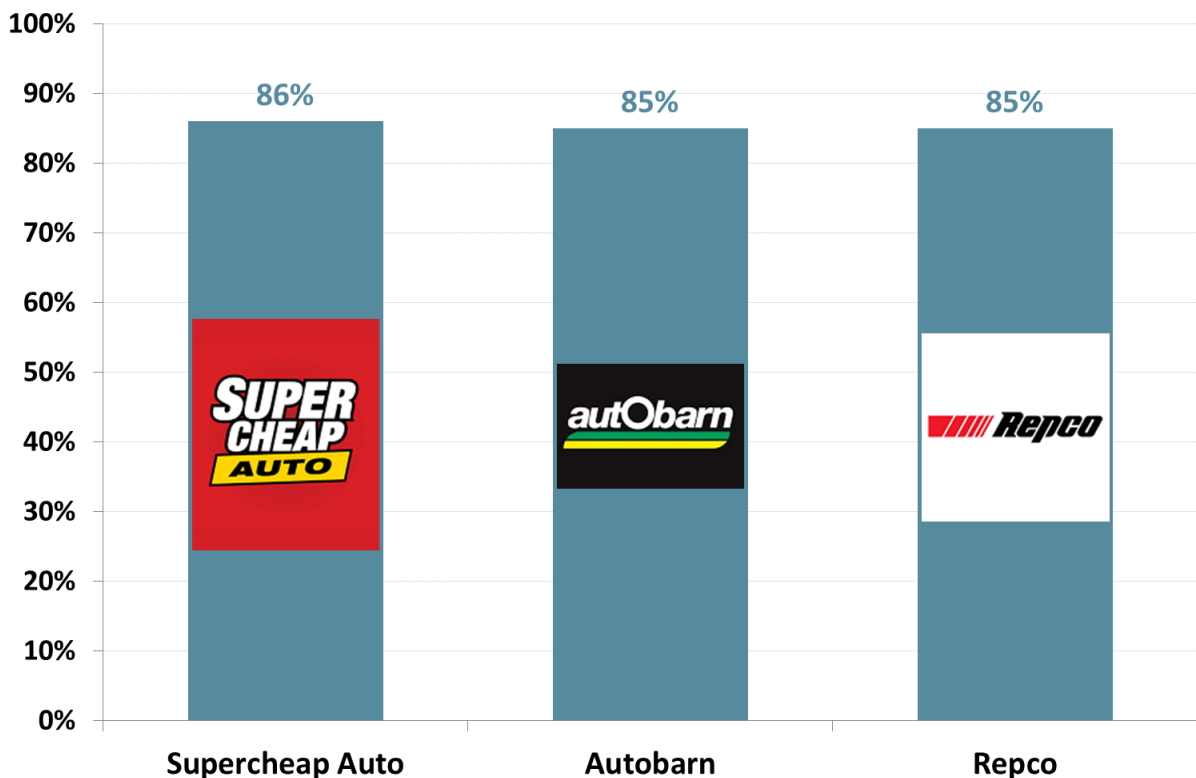
The [Roy Morgan Auto Store Customer Satisfaction Report](#) shows Supercheap Auto holding a slim lead, with its customer satisfaction rating putting it only just ahead of both Autobarn (85%) and Repco (85%).

These newly released 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 Supercheap Auto has maintained remarkably stable satisfaction ratings for the past five years, yet despite this finds itself only marginally ahead of its competitors.

"Looking back six years ago, Supercheap Auto was on exactly the same customer satisfaction rating, 86%. In some of the consumer markets we track, a rating in the 90s is required to stay ahead of the pack, but within Auto Stores a score around this mark has been enough to keep the brand ahead of its rivals each year. Repco will be hoping to change the story to some degree this year."

Leading auto store customer satisfaction ratings



Source: Roy Morgan Single Source Australia, January 2014 – October 2019, average rolling twelve months n = 2,037. **Base:** Australians 14+ who purchased from an auto store in the past four weeks.

FOR IMMEDIATE RELEASE

Who are you likely to bump into at a Supercheap Auto store?

The Roy Morgan Supercheap Auto customer profile tells us that the typical customer is a man aged between 35-64. He'd likely be placed in the [Hearth and Home](#) Roy Morgan Helix Community. Life revolves around the home for these contented Australians who embrace conventional family life. Perennial DIYers, they see their homes as an expression of their status and achievements.

When it comes to food and eating out, he's more likely than the average Australian to have recently eaten a pub meal, eaten at a fast food place, and ordered a home delivered pizza, but less likely to have recently eaten at a licensed or BYO restaurant, or been to a café for a meal.

Regarding media consumption, he's more likely than the average Australian to listen to commercial radio and to read unaddressed mail and catalogues, less likely to have recently been to the cinema or watched Pay TV.

While the Roy Morgan Customer Satisfaction Awards focus on satisfaction ratings, there is far more in-depth data available. Roy Morgan tracks a huge range of variables including customer satisfaction, engagement, loyalty, advocacy and NPS across a wide range of industries and brands. This data can be analysed by month for brands, and importantly, competitive set. Detailed data and analysis are included in the Roy Morgan Auto Store Customer Satisfaction Report.

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

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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 [Auto Store Customer Satisfaction Report](#).

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 |