

Thursday, 31 May 2018

Dan Murphy's holds off surge in Cellarbrations satisfaction

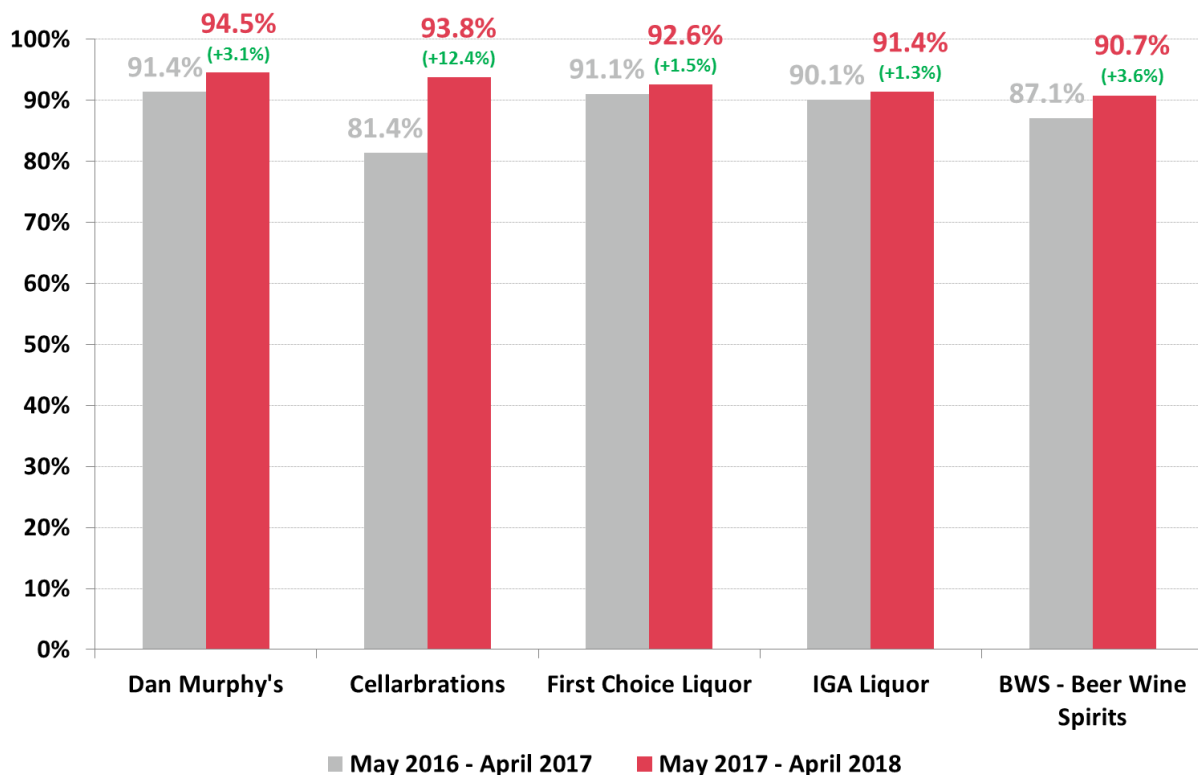
Dan Murphy's has won the Roy Morgan Liquor Store Monthly Customer Satisfaction Award for April with a customer satisfaction rating of 94.5%. The win for Dan Murphy's tops off a hat-trick of wins for the retailer over the last three months just ahead of rival Cellarbrations on 93.8%.

Dan Murphy's has had a strong start to 2018 but hasn't won the Annual Roy Morgan Liquor Store Customer Satisfaction Award since 2015. 2017 winner ALDI Liquor hasn't built on its successful year and failed to make the top five liquor stores for customer satisfaction in April.

The current top five most satisfying liquor stores have improved their customer satisfaction ratings over the last 12 months. Dan Murphy's is up 3.1ppts while second-placed Cellarbrations is up an impressive 12.4ppts – an average improvement of over 1ppt per month.

Another former Roy Morgan Liquor Store Annual Customer Satisfaction Award winner First Choice Liquor improved 1.5ppts to 92.6% to take third place ahead of IGA Liquor on 91.4% and BWS – Beer Wine Spirits on 90.7%.

Roy Morgan Liquor Store Customer Satisfaction April 2018 vs April 2017 – Top 5



Source: Roy Morgan Single Source Australia, May 2016 – April 2017, n = 13,594. May 2017 – April 2018. n=14,217. **Base:** Australians aged 18+.

Analysing the broader liquor store chains shows Woolworth's owned Endeavour Drinks Group has a group customer satisfaction of 92.4%. Endeavour Drinks Group comprises Dan Murphy's, BWS – Beer Wine Spirits, Cellarmasters and Woolworths Liquor and is just behind Metcash's Australian Liquor Marketers (ALM) on 93%. ALM includes Cellarbrations, IGA Liquor, Bottle-O and Porter's Liquor. Coles

Group liquor stores which include First Choice Liquor, Liquorland, Vintage Cellars, Coles Liquor and Liquor Market have average customer satisfaction of 88.2%.

Michele Levine, CEO, Roy Morgan, says Dan Murphy's is not only Australia's most visited liquor store but also rates tops for customer satisfaction:

"Dan Murphy's is visited by over 2.5 million Australians in an average year making the outlet easily Australia's most visited liquor store and in early 2018 Dan Murphy's is also acing the competition when it comes to customer satisfaction.

"In a competitive industry with the top five liquor stores satisfying 90% of their customers, Dan Murphy's on 94.5% in April has won its third straight monthly award ahead of Cellarbrations on an impressive 93.8%.

"First Choice Liquor with a customer satisfaction rating of 92.6%, IGA Liquor on 91.4% and BWS – Beer Wine Spirits on 90.7% all improved their customer satisfaction over the last year to fill out the top five spots in April."

For comments or more information about Roy Morgan's liquor store customer profiles for leading Australian liquor stores including [Dan Murphy's](#), [Cellarbrations](#), [First Choice Liquor](#), [IGA Liquor](#), [BWS – Beer Wine Spirits](#), [Aldi Liquor](#), [Bottlemart](#), [Liquorland](#), [Sip'nSave](#), [The Bottle-O](#), [Thirsty Camel](#), [Vintage Cellars](#), [Wine Club](#), [Woolworths Liquor](#) and customer satisfaction data, please contact:

Roy Morgan Enquiries

Office: +61 (3) 9224 5309

askroymorgan@roymorgan.com

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

<http://www.roymorganonlinestore.com/Awards.aspx>

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 70 years' experience in 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