

Monday, 26 August 2019

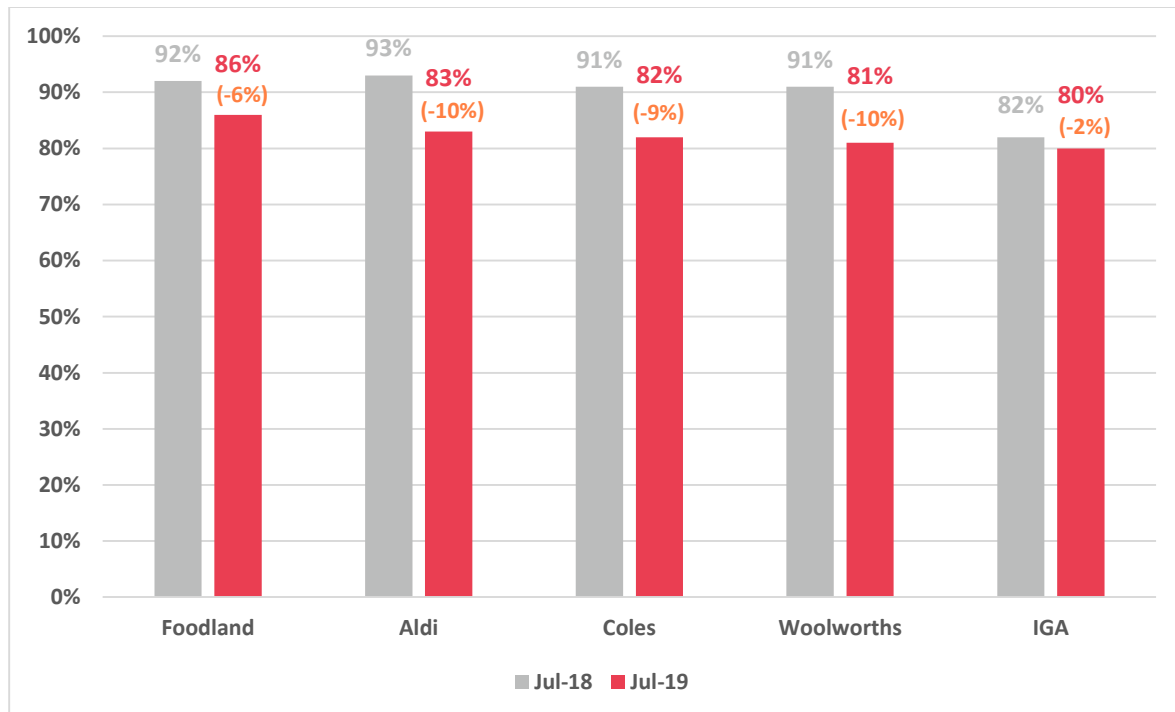
Foodland celebrates 12 months at top of supermarket satisfaction ratings but supermarket customer satisfaction is in decline

Foodland has secured its twelfth straight Roy Morgan Supermarket of the Month Award with a customer satisfaction rating of 86% for July 2019. Foodland has now won nineteen of the past twenty monthly awards, making it the undisputed leader in supermarket satisfaction.

Foodland's customer satisfaction rating of 86% was followed by Aldi (83%), Coles (82%), Woolworths (81%) and IGA (80%). Foodland and Aldi have now held the top two positions since February 2017.

Despite Foodland and Aldi's ongoing success, the overall customer satisfaction ratings for all five leading supermarkets have declined significantly from a year ago. Both Aldi and Woolworths have recorded the largest decline (-10%) since a year ago.

Leading Supermarket Customer Satisfaction Ratings for July 2019



Source: Roy Morgan Single Source Australia, February 2018 – July 2018, n = 6,237. February 2019 – July 2019, n = 5,636. **Base:** Australians aged 14+ who are the main grocery buyer.

These are the latest findings from the Roy Morgan Single Source survey derived from in-depth face-to-face interviews with 1,000 Australians each week and over 50,000 each year.

Individual product category customer satisfaction ratings

The new data has also measured the customer satisfaction ratings of supermarkets across a number of specific product categories. Unsurprisingly, Foodland was the leading supermarket across a number of specialty areas.

Foodland recorded the highest customer satisfaction rating for fresh fruit (84%), bread (81%), fresh vegetables (82%) and delicatessen (78%). Aldi performed the best in dairy (85%) and meat (74%). Whereas Woolworths secured the highest customer satisfaction for seafood (51%).

Michele Levine, CEO of Roy Morgan, says:

"Foodland has enjoyed an incredible run at the top of Roy Morgan's supermarket satisfaction ratings, remaining unbeaten as the number one supermarket for the past twelve months.

"Both Foodland and Aldi have been the supermarkets to beat in recent years, as other brands have struggled to achieve similar ratings.

"Despite the individual success stories of Foodland, and to a lesser extent Aldi, the supermarket sector is undergoing a steady decline in customer satisfaction. In fact, Foodland's percentage rating has now slipped into the eighties along with the other supermarkets.

"If we focus on recent months, we see second-placed Aldi has slipped in ratings, while third-placed Coles has shown some improvement. Next month's supermarket satisfaction ratings could see a switch in positions for the two supermarket giants."

For comments or more information about Roy Morgan's supermarket satisfaction and other 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

View the [Supermarket and Fresh Food Currency Report](#) or find out more about Australians who purchase groceries from outlets such as [Foodland](#), [Aldi](#), [Coles](#), [Woolworths](#) and [IGA](#).

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 75 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
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2