

Thursday, 28 June 2018

## Foodland leads, Woolworths the biggest improver

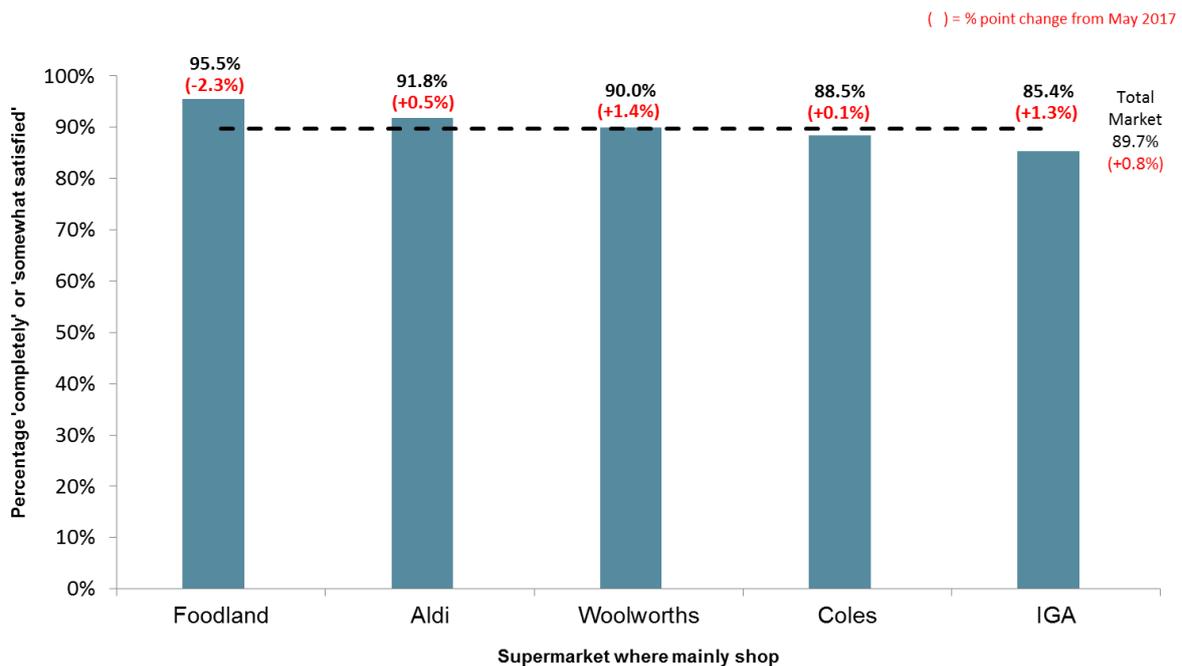
New research from Roy Morgan shows that customer satisfaction with Foodland in the six months to May was 95.5%, making it again the top performer among the big five supermarkets, despite showing a decline of 2.3% points over the last 12 months. Woolworths was the biggest improver over the year, with satisfaction gaining 1.4% points to 90.0%, increasing its lead over Coles which only showed a gain of 0.1% points to 88.5%.

These are the latest results from Roy Morgan's 'Retail Satisfaction Report-Supermarkets' which is based on in-depth personal interviews conducted face-to-face with over 50,000 Australians per annum in their own home, including over 11,000 main supermarket shoppers.

### Foodland and Aldi lead the big two overall and across all product areas

Foodland with 95.5% satisfaction and Aldi on 91.8%, lead Woolworths (90.0%), Coles (88.5%) and IGA (85.4%). Foodland and Aldi between them share the highest level of satisfaction across all product areas measured in this survey. Foodland leads the big five supermarkets for satisfaction with 'bread', 'dairy', 'delicatessen', 'meat' and 'seafood'. Aldi is the satisfaction leader for 'fresh fruit', 'fresh vegetables', 'packaged groceries' and 'general merchandise'.

### Satisfaction with main supermarkets



Source: Roy Morgan Single Source (Australia). Australians 14+, 6 months to May 2017, n = 25,299 and 6 months to May 2018, n = 25,131

Base: Australians 14+ main grocery buyer. 6 months to May 2017, n = 5,897 and 6 months to May 2018, n = 5,822.

### Woolworths ahead of Coles for satisfaction with the majority of product areas

Of the two major supermarkets, Woolworths has higher customer satisfaction than Coles for 'dairy', 'delicatessen', 'fresh fruit', 'fresh vegetables', 'seafood', 'packaged groceries' and 'general merchandise'. Coles only leads narrowly for 'bread' and 'meat'.

Given that Woolworths leads Coles in nearly every product area it is not surprising that they are leading them in terms of overall satisfaction.

FOR IMMEDIATE RELEASE

**Norman Morris, Industry Communications Director, Roy Morgan Research says:**

*“With increasingly tough competition among supermarkets from both established players and new entrants, it is critical to keep track of what customers think in terms of relative satisfaction and perceptions of the major brands. This research has shown that not only is measuring overall satisfaction important but it is also necessary to understand how the different sections or product areas are performing due to their potential impact on overall satisfaction and customer loyalty.*

*“The data used here is only a small part of what is available from the Roy Morgan ‘Retail Satisfaction Report-Supermarkets’ which includes trends, detailed customer profiles of the major brands ,shopping patterns, comparison of satisfaction levels with other industries, amount spent and detailed satisfaction levels and trends across all major areas within supermarkets. To understand this market further and to get a truly holistic view , we also have data covering customer loyalty, detailed image of major supermarkets, drivers of supermarket selection, expanded list of grocery shopping retailers and amount spent for all major food groups at each type of retailer.*

*“To really understand how Australians use and think about supermarkets, ask Roy Morgan”.*

**To learn more about Roy Morgan’s supermarket satisfaction data, call (+61) (3) 9224 5309 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com).**

**Please click on this link to the [Roy Morgan Online Store](#).**

### 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%
5,000	±1.4	±1.2	±0.8	±0.6
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