

Monday, 9 December 2019

TerryWhite Chemmart's impressive rise in customer satisfaction levels pays off

New Roy Morgan customer satisfaction ratings show TerryWhite Chemmart as the winner of the Chemist/Pharmacy of the Month Award for October 2019, with a high satisfaction rating of 94%. The pharmacy chain's recent ratings improvement has resulted in back-to-back monthly satisfaction awards.

In the [Roy Morgan Chemist/Pharmacies Customer Satisfaction Report](#), TerryWhite Chemmart's customer satisfaction rating of 94% puts it ahead of Guardian (92%), Chemist Warehouse (90%), Priceline Pharmacy (90%) and Discount Drugstores (90%).

The ratings are drawn from the Roy Morgan Single Source survey, in-depth face-to-face interviews with over 1,000 Australians each week in their homes.

Roy Morgan CEO Michele Levine says TerryWhite Chemmart's increasing satisfaction rating has set it up for a strong finish to the year and a promising start to 2020.

"It wasn't until September that TerryWhite Chemmart claimed its first customer satisfaction award for this year, however to judge it on that fact alone would be misleading. The chemist has been a consistent improver throughout 2019, achieving the largest increase in ratings of all leading chemists compared to a year ago.

"Recent trends suggest that TerryWhite Chemmart may still have some ratings growth ahead of it and given that next-placed Guardian has actually declined in recent months, the chain will be looking for a strong start to the new year," Ms. Levine said.

What does Roy Morgan data tell us about TerryWhite Chemmart customers?

There are specific aspects of TerryWhite Chemmart customers that differentiate them from the broader Australian population. Roy Morgan market research allows you an in-depth look into who they are and what makes them different.

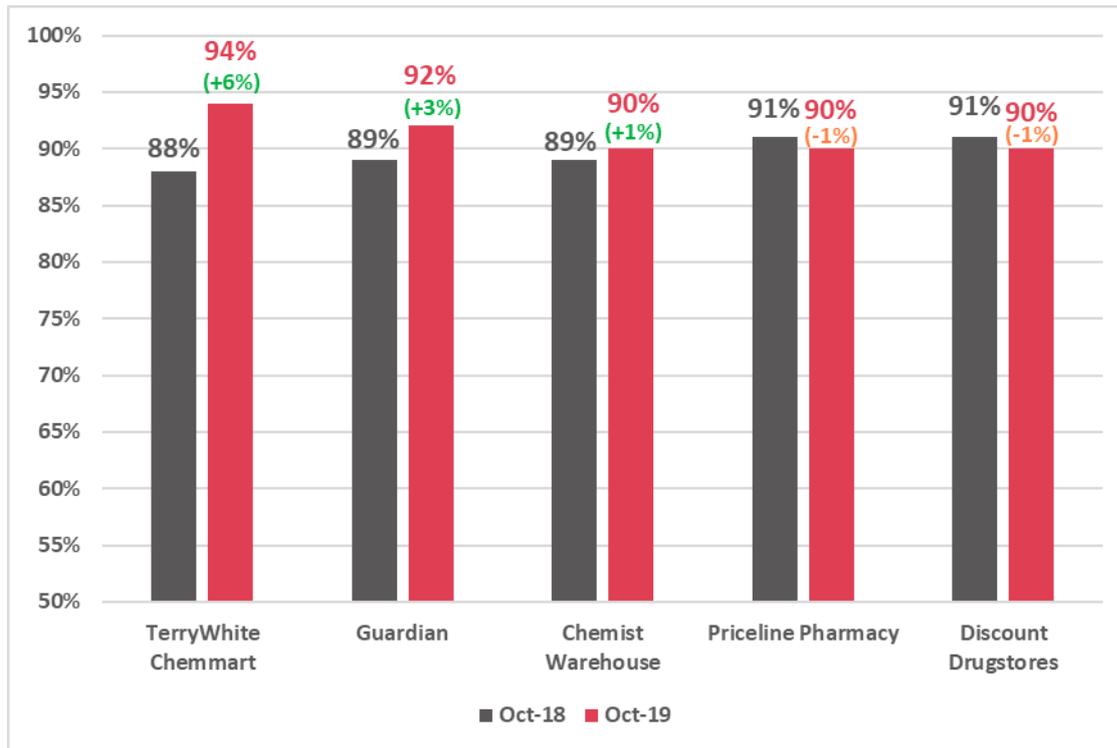
The quintessential TerryWhite Chemmart customer is a woman aged 65+ and she would likely be placed in the [Traditional Family Life](#) Roy Morgan Value Segment, a segment representing the core of 'middle Australia' that is motivated by security, reliability and providing better opportunities for their family.

When it comes to her societal views she's concerned about crime, corruption and globalisation, and believes that Aboriginal culture is an essential part of Australian society. In addition she's likely to be eating less red meat these days, and making an effort to get enough calcium in her diet.

Her media consumption habits include an attraction to traditional media and she's far more likely than the average Australian to be a heavy magazine reader (5+ issues read) and a medium (3-6 in last week) or heavy (7+) newspaper reader. She's also far more likely to be a heavy viewer (3+ hrs per day) of commercial TV and someone who doesn't generally use the Internet in an average week.

FOR IMMEDIATE RELEASE

Leading chemist/pharmacy customer satisfaction ratings



Source: Roy Morgan Single Source Australia, November 2017 – October 2018, n = 9,280. November 2018 – October 2019, n = 8,440. **Base:** Australians 14+ who shopped at a chemist/pharmacy in past four weeks.

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 by brand, and importantly, by competitive set. Detailed data and analysis are included in the Roy Morgan [Chemist/Pharmacies Customer Satisfaction Report](#).

For further comment or more information about Roy Morgan's pharmacy/chemist and other consumer retail data please contact:

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Need to know what is driving your customer satisfaction?

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

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