

Tuesday, 26 November 2019

## Foodland maintains customer satisfaction ratings lead

New customer satisfaction data from Roy Morgan shows Foodland is the winner of September's Supermarket of the Month Award, with a customer satisfaction rating of 88%. Supermarket giants Coles and Woolworths placed equal second and equal fourth respectively.

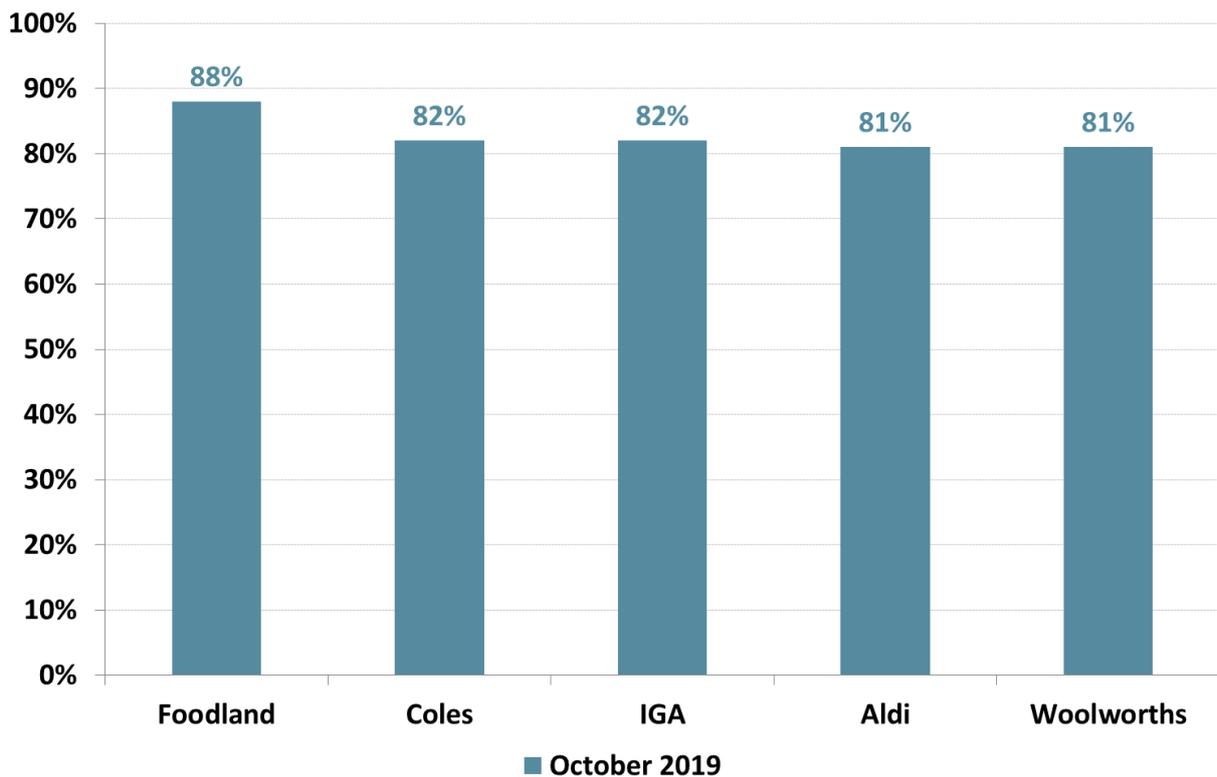
The [Roy Morgan Supermarket Customer Satisfaction Report](#) shows Foodland at the top of the satisfaction ratings ahead of Coles (82%), IGA (82%), Aldi (81%) and Woolworths (81%).

September's ratings were obtained from the Roy Morgan Single Source survey, which is compiled from in-depth face-to-face interviews with around 50,000 Australians each year in their homes.

Roy Morgan CEO Michele Levine says that Foodland's unbeaten run throughout 2019 is a significant feat in an increasingly competitive market: "Foodland has now won 15 monthly satisfaction awards in a row, and given it is 6% ahead of next placed Coles and IGA, it appears as though its winning streak is set to continue. Foodland is certainly giving people what they want from a supermarket.

"The company began in South Australia and now operates over 100 stores there, as well as one in New South Wales and another in Northern Territory. It maintains an ethos of sourcing South Australian products wherever possible, and supports a number of local sporting clubs and charities. These factors are likely contributing to Foodland's ongoing popularity with local communities," Ms. Levine said.

### Leading supermarket customer satisfaction ratings



**Source:** Roy Morgan Single Source Australia, May - Oct. 2019, n= 5,586.

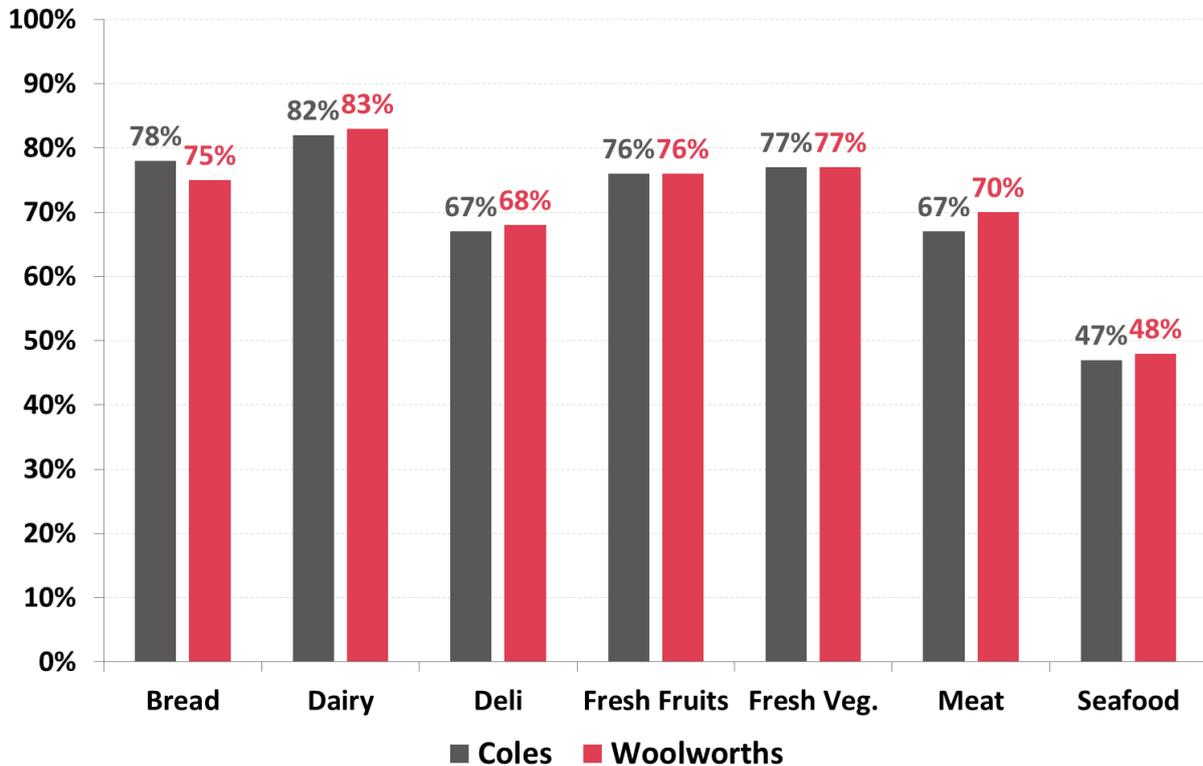
**Base:** Australians 14+ who are the main grocery buyer.

While Coles (82%) maintains a slight lead over Woolworths (81%) in overall customer satisfaction, the data for individual fresh produce categories shows just how close the satisfaction ratings are for both brands across a range of products.

Coles achieves greater satisfaction ratings in bread while Woolworths was the marginally better performer in dairy, deli and seafood and has a larger advantage for meat. The two supermarket leaders couldn't be separated with equal satisfaction for their fresh fruit and fresh vegetable offerings.

"Australians are seeing increasing competition in supermarkets, especially from low-cost alternatives such as Aldi, and the soon to arrive German giant Kaufland. However, the market is still dominated by Coles and Woolworths, who continue to battle across product categories," Ms. Levine said.

### Coles and Woolworths fresh produce category customer satisfaction ratings



Source: Roy Morgan Single Source Australia, May - Oct. 2019, n= 5,586.

Base: Australians 14+ who are the main grocery buyer.

For comments or more information about Roy Morgan's supermarket data please contact:

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### Related research findings

For further in-depth analysis, view the [Supermarket Customer Satisfaction Report](#) or find out more about Australians who purchase food from supermarkets, including [Foodland, Coles, Woolworths, IGA and Aldi](#).

### Roy Morgan Customer Satisfaction Awards

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 your brand, and importantly, your competitive set. Detailed data and analysis are included in the Roy Morgan Supermarket Customer Satisfaction Report.

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