

Wednesday, 16 June 2021

## Roy Morgan Customer Satisfaction Awards 2020: Australia's winning retailers announced

The annual Roy Morgan Customer Satisfaction Awards were awarded in locked down Melbourne in early June and the 16 winners in the retail categories range from a multi-national US discount department store to several popular Australian brands and an 'upstart' Victorian-based restaurant chain who opened their first store less than 15 years ago.

As usual, the awards went to a mix of first timers and veterans. Among those enjoying their moment in the customer satisfaction spotlight for the first time were **Schnitz** as the Quick Service Restaurant of the Year with six monthly customer satisfaction awards and **Chemist Warehouse** as Chemist/Pharmacy of the Year.

There were seven repeat winners led by **Myer** as Department Store of the Year for a sixth straight year, **Bunnings Warehouse** as Hardware Store of the Year for a fourth year in a row, **Rebel** as Sports Store of the Year for the sixth consecutive year and perhaps most impressively of all **The Reject Shop** confirming its dominance in the field as the Discount Variety Store of the Year for the ninth year running (2012-2020).

**First Choice Liquor** (Liquor Store of the Year), **The Athlete's Foot** (Shoe Store of the Year) and **Subway** (Major Quick Service Restaurant of the Year) all built on their victories in 2019 to complete back-to-back victories in their respective categories for the first time.

### Complete list of Retail winners for 2020:

Auto Store of the Year	<b>Autobarn</b>
Coffee Shop of the Year	<b>Muffin Break</b>
Clothing Store of the Year	<b>Jeanswest</b>
Department Store of the Year	<b>Myer</b>
Discount Department Store of the Year	<b>Costco</b>
Discount Variety Store of the Year	<b>The Reject Shop</b>
Furniture/Electrical Store of the Year	<b>JB Hi-Fi</b>
Major Furniture/Electrical Store of the Year	<b>JB Hi-Fi (NEW)</b>
Hardware Store of the Year	<b>Bunnings Warehouse</b>
Chemist/Pharmacy of the Year	<b>Chemist Warehouse (NEW)</b>
Quick Service Restaurant of the Year	<b>Schnitz (NEW)</b>
Major Quick Service Restaurant of the Year	<b>Subway</b>
Liquor Store of the Year	<b>First Choice Liquor</b>
Shoe Store of the Year	<b>The Athlete's Foot</b>
Sports Store of the Year	<b>Rebel</b>
Supermarket of the Year	<b>ALDI</b>

FOR IMMEDIATE RELEASE

As well as first time winners and those on winning streaks there were six brands to return to the winner's list in 2020 after absences of from one to four years.

The [new sponsor of the V8 Supercars Series](#) **Autobarn** has now won four Auto Store of the Year Awards in 2013, 2014, 2018 and 2020 and been matched by **ALDI**'s fourth victory as the Supermarket of the Year following wins in 2012, 2014, 2016 and now 2020.

Other returning winners include **Jeanswest** as the Clothing Store of the Year for the third time (2016, 2017 & 2020), **Muffin Break** with a third victory as the Coffee Shop of the Year (2016, 2017 & 2020) and both **Costco** (Department Store of the Year) and **JB Hi-Fi** (Furniture/Electrical Store of the Year) both winning for a second time. **JB Hi-Fi** also won the relatively new category of the Major Furniture/Electrical Store of the Year for a first time.

**Michele Levine, CEO, Roy Morgan, says:**

*"There has never been a period like the last 18 months for the retail industry with some businesses booming on the back of record spending and others, more reliant on bricks-and-mortar stores, facing the most challenging market circumstances imaginable.*

*"The onset of the COVID-19 pandemic in mid-March 2020 seemed set to lead to a tremendous level of disruption to Australian retailers, however there have been 'winners' and 'losers' in the industry just like in any other with those able to respond quickly to the changing landscape able to deliver higher levels of customer satisfaction and prove their adaptability.*

*"The 15 retailers presented with Annual Roy Morgan Customer Satisfaction Awards and celebrated here have topped their competitors in providing a high level of customer satisfaction to consumers and proven their 'mettle' in dealing with the extreme challenge of the pandemic.*

*"There were several retailers to win all 12 months in 2020 including Department Store of the Year **Myer**, Discount Department Store of the Year **Costco**, Discount Variety Store of the Year **The Reject Shop**, Hardware Store of the Year **Bunnings** and Sports Store of the Year **Rebel**.*

*"Even more impressively is that **Myer**, **Bunnings**, **Rebel** and **The Reject Shop** have all won the award for at least four years in a row with **The Reject Shop** now winning for nine straight years!*

*"The first-time winners **Schnitz** (Quick Service Restaurant of the Year) and **Chemist Warehouse** (Chemist/Pharmacy of the Year) are two very different businesses but both have benefited from the pandemic with the [rapid growth of food delivery services in 2020](#) providing a boost to premium 'fast food' alternatives like **Schnitz** while the desire to keep safe and protected from COVID-19 drove many to buy disinfectants, gloves and other medical supplies from **Chemist Warehouse**.*

*"We are now half-way through 2021, and well into the second year of the COVID-19 pandemic, but the same skills and commitment to providing high levels of customer satisfaction to customers during 2020 is set to prove valuable again this year as international borders remain closed and Australians are 'forced' to spend their 'discretionary leisure dollars' here at home.*

*"Congratulations to all 15 winners for not losing sight of the importance of the consumer despite the myriad of distractions, disruption and widespread uncertainty faced by all in 2020."*

To learn more about Roy Morgan's retail customer 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 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%
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

FOR IMMEDIATE RELEASE