Friday, 6 October 2017

# Myer leads David Jones for satisfaction

It's Official: Myer customers are more satisfied than customers of David Jones. New research from Roy Morgan shows that customer satisfaction with Myer in August 2017 was 88.6%, which now places it ahead of its major competitor, David Jones on 85.1%.

These are the latest findings from Roy Morgan's 'Department Stores Satisfaction Report' which is based on over 2,000 interviews per annum with people who have shopped at either Myer or David Jones in the last four weeks.

Myer the big improver

Over the last 12 months, Myer improved its customer satisfaction rating by 2.4% points, while David Jones showed a decline of 1.5% points. A year ago, David Jones with a satisfaction rating of 86.6% was marginally ahead of Myer (86.2%) but the last 12 months has seen a considerable reversal of this position with Myer now on 88.6% and David Jones on 85.1%.

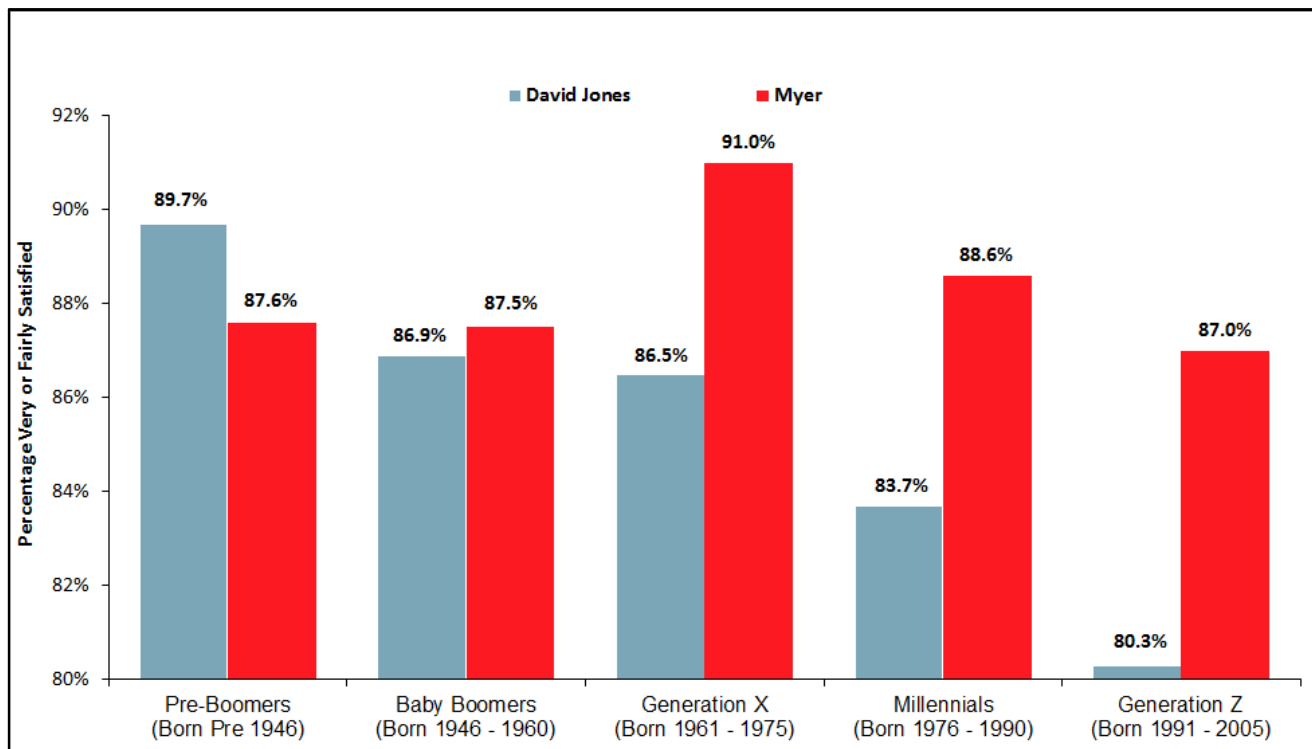**Department Store Customer Satisfaction - Myer vs David Jones**
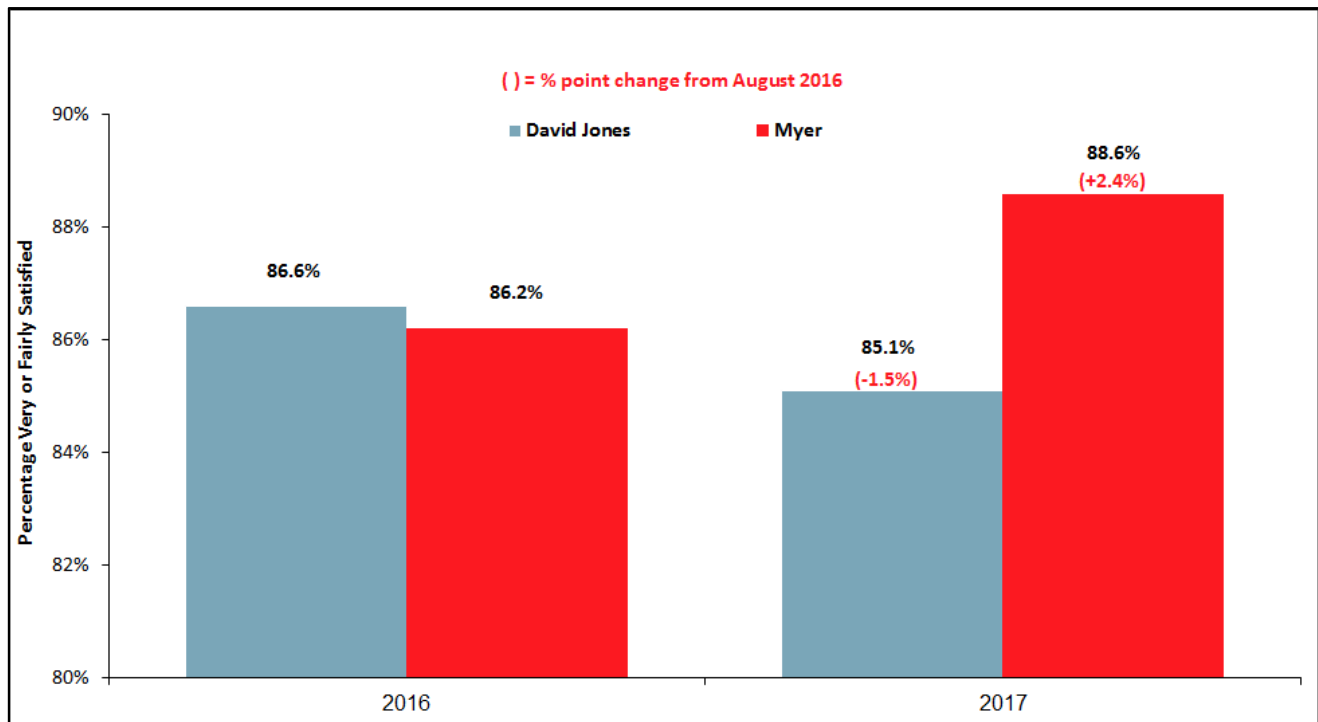
*Source: Roy Morgan Single Source (Australia). 12 months ended August 2016, n= 2,029; 12 months ended August 2017, n= 2,131. **Base:** Australians 14+ who purchased from a department store in last four weeks.*

FOR IMMEDIATE RELEASE

David Jones leads with 'Pre-Boomers', Myer now ahead across all other generations

David Jones has its highest customer satisfaction rating among 'Pre-Boomers' (those aged 71 +) with 89.7%, where it is higher than Myer (87.6%). This generation only accounts for 9.9% of department store shoppers. Myer has its highest satisfaction rating (91.0%) with 'Generation X' (aged 42 to 56), ahead of David Jones on 86.5%. This is the most important group of department store shoppers in terms of customer numbers, accounting for 26.5% of the total.

Myer and David Jones Satisfaction - Generational Comparison

*Source: Roy Morgan Single Source (Australia). 12 months ended August 2017, n= 2,131. **Base**: Australians 14+ who purchased from a department store in last four weeks.*

Myer performs much better than David Jones among 'Millennials' (aged 27 to 41) with 88.6% compared to 83.7%, with this generation accounting for 23.3% of department store shoppers.

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

> *"With department stores facing increasing competition from specialist retailers and new online players such as Amazon, it is important to keep track of how customers are rating their current retailers. Because department stores are generally aiming at serving a wide range of consumers, it is important to understand how well they are performing in terms of satisfaction across priority segments rather than a single overall figure. Although we have seen some considerable overall gains in satisfaction over the last year, this is likely to need to move at an even faster pace as the industry faces very rapid change even in the short term.*

> *"Roy Morgan conducts over 15,000 in-depth interviews per annum with retail customer across all major categories, putting it in the unique position of being able to provide a detailed understanding of all aspects of this industry for all participants."*

For comments or more information about Roy Morgan Research's customer satisfaction and retail data, please contact:

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Related research reports

View the **Customer Satisfaction – Department Stores Report**.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research 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
7,500	±1.1	±1.0	±0.7	±0.5
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