

Monday, 2 December 2019

## Jeans retailers dominate clothing store customer satisfaction, as Jeanswest takes over from Just Jeans

**The Roy Morgan Clothing Store of the Month winner for October was Jeanswest, which finished with a customer satisfaction rating of 94%. Jeanswest has won the past two monthly awards, and has increased its rating by 6% since January.**

The [Roy Morgan Clothing Store Customer Satisfaction Report](#) puts Jeanswest's customer satisfaction rating ahead of Cotton On (91%), Just Jeans (91%), Zara (90%), Rivers (88%), Noni-B (88%), Suzanne Grae (87%), H&M (86%), Millers (86%) and Rockmans (86%).

These ratings are drawn from the Roy Morgan Single Source survey, derived from in-depth face-to-face interviews with around 50,000 Australians each year in their homes.

Roy Morgan CEO Michele Levine says Jeanswest is finishing the year strongly, despite starting 2019 outside the top five clothing store retailers for customer satisfaction.

*"It seems like 2019 is turning out to be the year for jeans retailers. While Just Jeans secured the first eight monthly satisfaction awards, Jeanswest has moved into top spot to claim the past two. If Jeanswest maintains its high satisfaction rating, it's possible that no other retailer will get a look in.*

*"The dominance of Jeanswest and Just Jeans throughout the year hasn't come about through lack of competition. During 2019 we have witnessed seven different retailers occupy second position, yet there have been only two retailers able to claim a Roy Morgan customer satisfaction award," Ms. Levine said.*

### A closer look at Jeanswest customers

The quintessential Jeanswest customer is a well-educated woman with a degree or diploma, likely aged 25-49, and in the 'Big spenders' category – along with over half of Jeanswest customers.

The Roy Morgan Value Segment containing the highest proportion of Jeanswest customers is [Visible Achievement](#): successful, with traditional values about home, work and society. The family is very important to people in this Segment and they place great emphasis on providing their families with a high-quality environment.

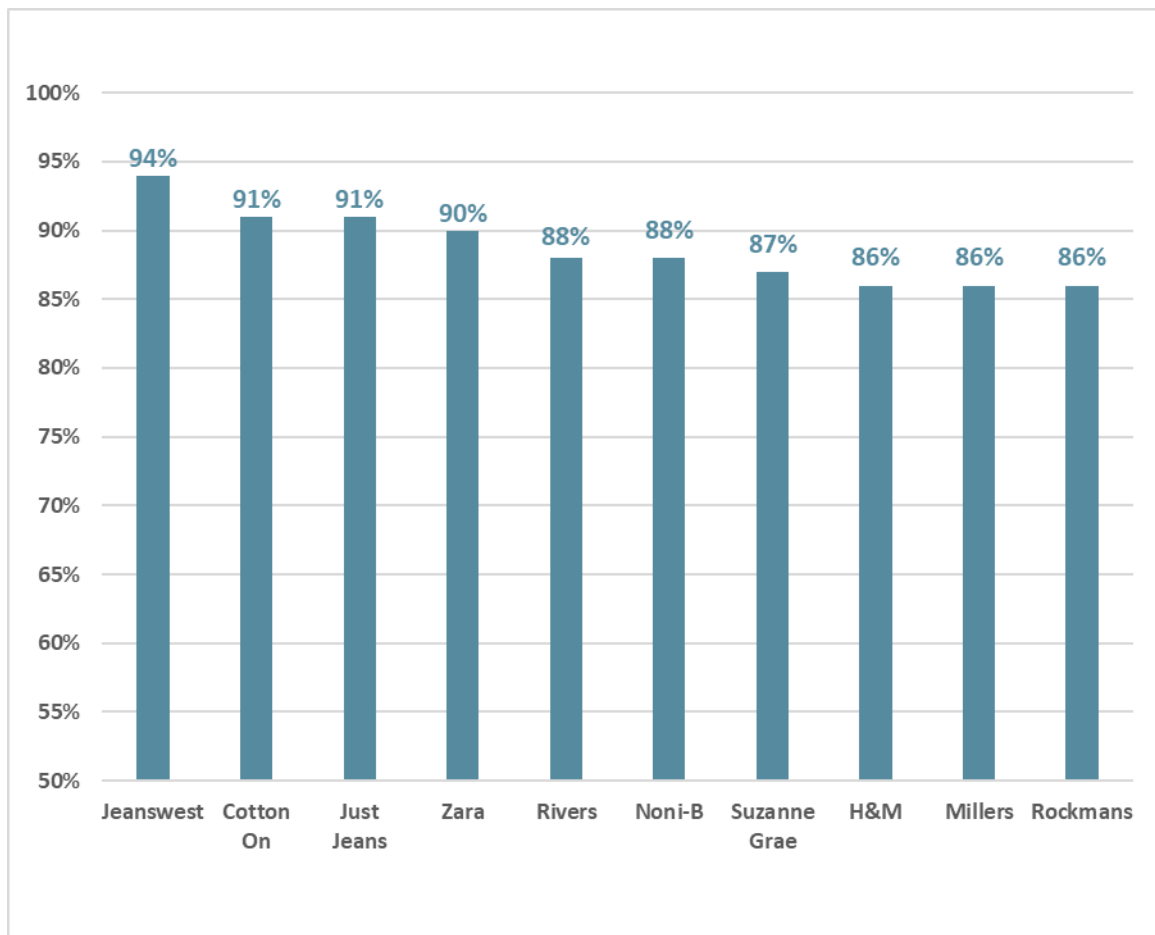
The typical Jeanswest customer is more likely than the average Australian to find it difficult to relax unless the house is clean, to keep up-to-date with new ideas on how to improve the home, and to prefer to clean than cook.

She's also more likely than others to head out to buy food, including going to BYO restaurants, eating meals at fast food outlets, heading out to a café or pub for a meal or even ordering home delivered food.

When it comes to media she's more likely to watch Pay TV/Subscription TV and Network 10 than the average Australian and less likely to watch Network 7, ABC or SBS. The type of TV shows that she watches more than the average Australian include Chat shows, Entertainment and Reality TV.

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## Leading clothing store customer satisfaction ratings



**Source:** Roy Morgan Single Source Australia, November 2018 – October 2019, n= 3,397. **Base:** Australians 14+ who purchased from a clothing store in the past four weeks.

**For comments or more information about Roy Morgan’s clothing store and other consumer-focused retail data please contact:**

**Roy Morgan Enquiries**  
**Office: +61 (3) 9224 5309**  
[askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com)

### 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 brands, and importantly competitive sets. Detailed data and analysis are included in the Roy Morgan Clothing Store Customer Satisfaction Report.

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

For further in-depth analysis, view the [Clothing Store Customer Satisfaction Report](#).

## 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