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Thursday, 5 October 2017

It's official: Mazda drivers most satisfied

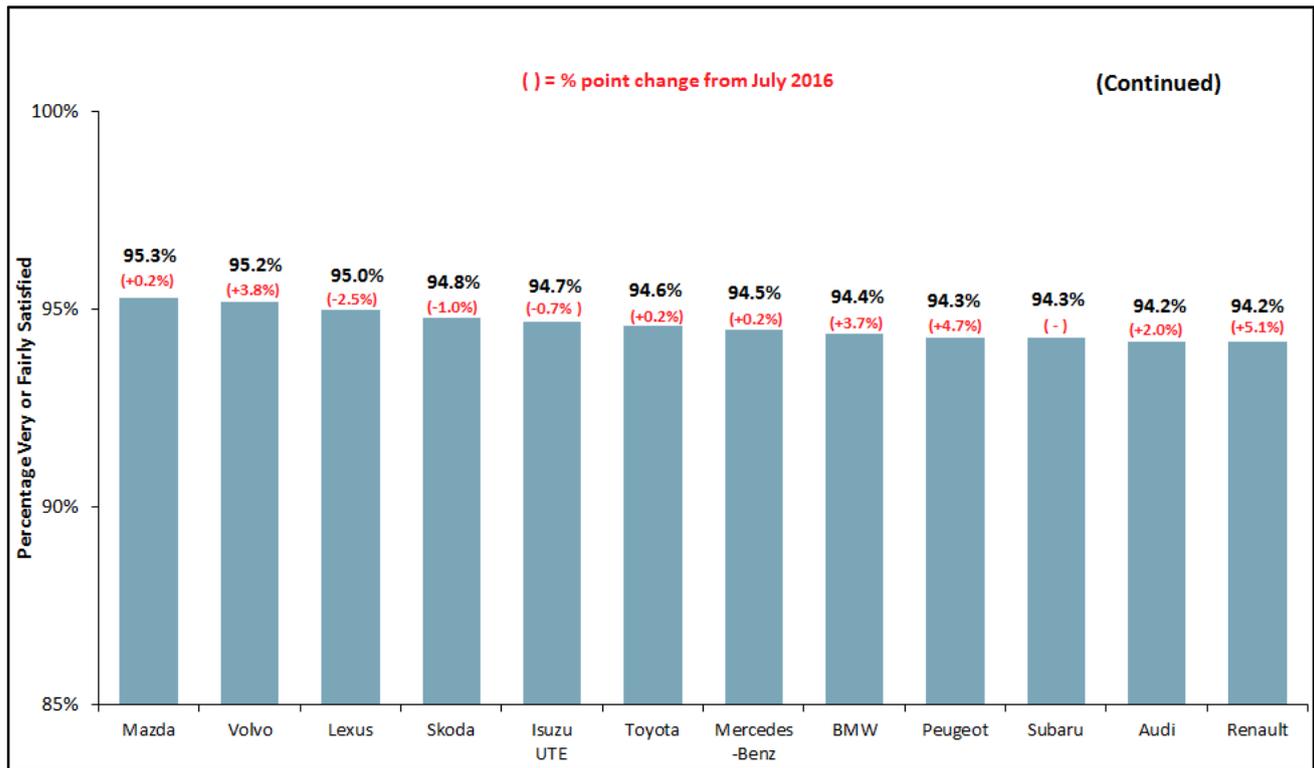
New research from Roy Morgan shows that Mazda driver satisfaction in the twelve months to July 2017 was 95.3%, making it narrowly the top performer among the 24 major car brands in Australia. Not only was Mazda the satisfaction leader this year but it improved its rating by 0.2% points from last year, when it was ranked fourth behind Lexus, Skoda and Isuzu UTE.

These are the latest findings from Roy Morgan's 'Automotive Satisfaction Report' which is based on over 40,000 interviews per annum with car drivers.

Competition among top car brands very close for satisfaction lead

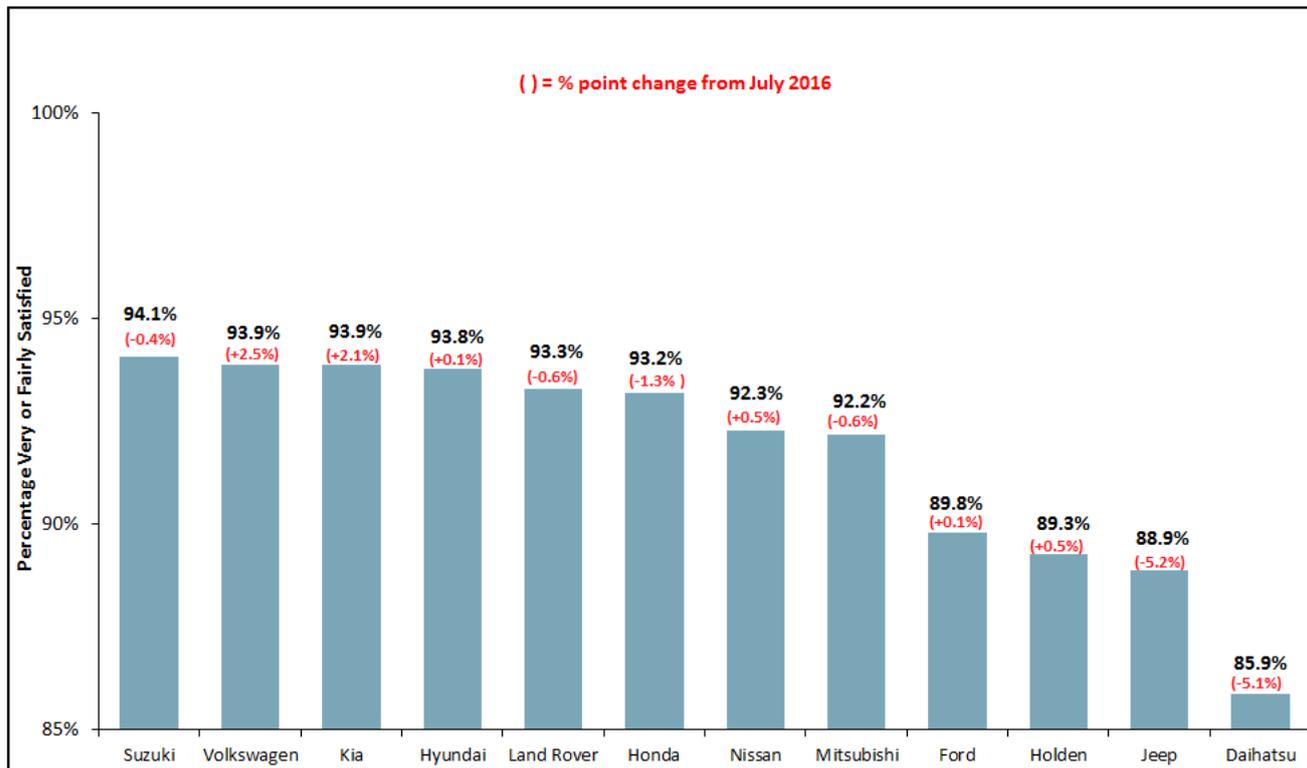
Although Mazda leads with a satisfaction rating of 95.3%, they are followed very closely by Volvo (95.2%), Lexus (95.0%), Skoda (94.8%) and Isuzu UTE (94.7%). In fact, the top twenty brands in terms of satisfaction rating are only separated by 3.1% points, making it difficult for any brand to be positioned as the clear market leader. The lowest satisfaction rating across the 24 major brands was Daihatsu with 85.9%, followed by Jeep (88.9%), Holden (89.3%) and Ford (89.8%).

Satisfaction with Car Mostly Driven - Top 24 Brands¹



1. Brands with survey sample of n = 100+ Source: Roy Morgan Single Source (Australia). 12 months ended July 2016, n = 42, 083; 12 months ended July 2017, n = 41,630. Base: Australians drivers 14+

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Satisfaction with Car Mostly Driven - Top 24 Brands¹ (Continued)

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Over the last year, the majority of manufacturers have shown improved ratings, with the major gains coming from Renault, Peugeot, Volvo, BMW and Volkswagen.

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

“In such a highly competitive car market as Australia, it is critical that brands focus on their satisfaction ratings relative to their major competitors and across key segments because customer satisfaction has the potential to impact on customer retention and advocacy. This research has shown that very little currently separates the satisfaction of the major players in this market, presenting a problem in how to obtain a competitive advantage on this important metric.

“With over 40,000 in-depth interviews per annum involving car drivers across all brands and models, Roy Morgan is in the unique position of being able to provide a detailed understanding of all aspects of car ownership and brand preference to all those involved or interested in this very significant industry.”

For comments or more information about Roy Morgan Research’s Automotive Makers Customer Satisfaction data, please contact:

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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

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