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Thursday, 21 September 2017

It's Official: Grill'd customers are the most satisfied

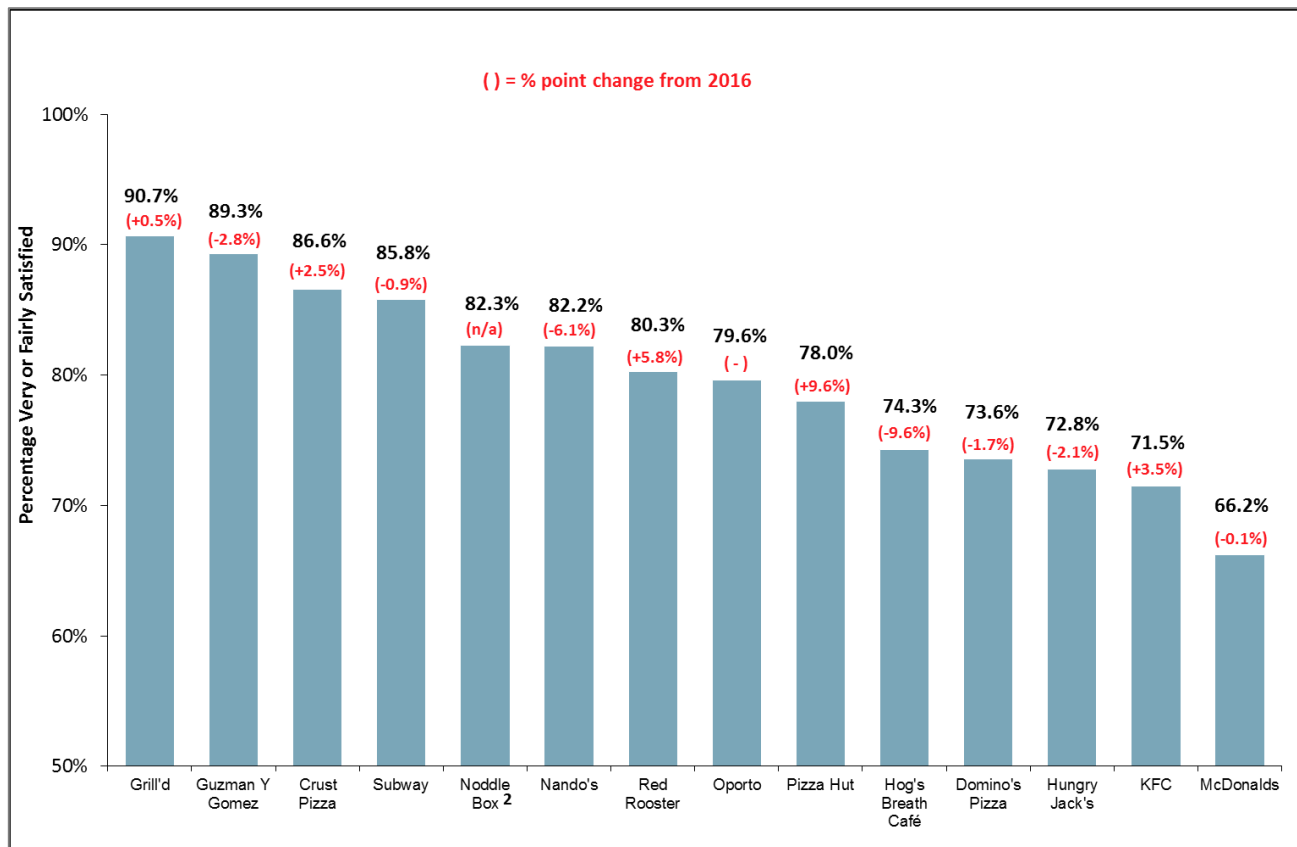
New research from Roy Morgan shows that in the year to August 2017, 11.8 million Australians over 14 visited a quick service restaurant in an average four week period. Among the large group of competitors in this market, Grill'd topped the satisfaction ratings with 90.7% of their customers fairly satisfied or very satisfied.

These are the latest findings from Roy Morgan's "Quick Service Restaurants Satisfaction" report which is based on over 8,000 interviews per annum with quick service restaurant customers.

Competition is tough for satisfaction lead

Although Grill'd scored the highest satisfaction among the thirteen largest players in this market with 90.7%, it was closely followed by Guzman Y Gomez with 89.3%, Crust Pizza (86.6%) and Subway (85.8%). Despite McDonalds having the largest number of customers in an average four week period, their customer satisfaction was only 66.2%.

Satisfaction with 14 largest¹ quick service restaurants



1. Based on customer numbers 2. Noodle Box from Jan 17 **Source:** Roy Morgan Single Source (Australia). 12 months to August 2016, n= 7,805; 12 months to August 2017, n= 8,072. **Base:** Australians 14+ been to a quick service restaurant in the last 4 weeks

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Over the last 12 months, the biggest improvement in satisfaction was for Pizza Hut (up 9.6% points), followed by Red Rooster (up 5.8% points), KFC (up 3.5% points) and Crust Pizza (up 2.5% points). Those showing the largest declines in satisfaction were Hog's Breath Café (down 9.6% points), Nando's (down 6.1% points) and Guzman Y Gomez (down 2.8% points).

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

“Over the last four years, there has continued to be strong growth in the patronage of quick service restaurants, with an increase of over 1.3 million or 13%. This has increased customer numbers in an average four week period for those over 14 to nearly 12 million and as a result has brought with it very tough competition.

The use of quick service restaurants is widespread across all age groups and socio-economic segments. However, Roy Morgan has a great deal more information about the customers of each of the major brands, enabling an in-depth understanding and profiling, a necessary tool for anyone involved in strategy development in this fast growing and highly competitive industry”.

For comments or more information about Roy Morgan Research's Quick Service Restaurant 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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