

Friday, 20 July 2018

Autobarn overtakes Supercheap Auto for Auto store satisfaction

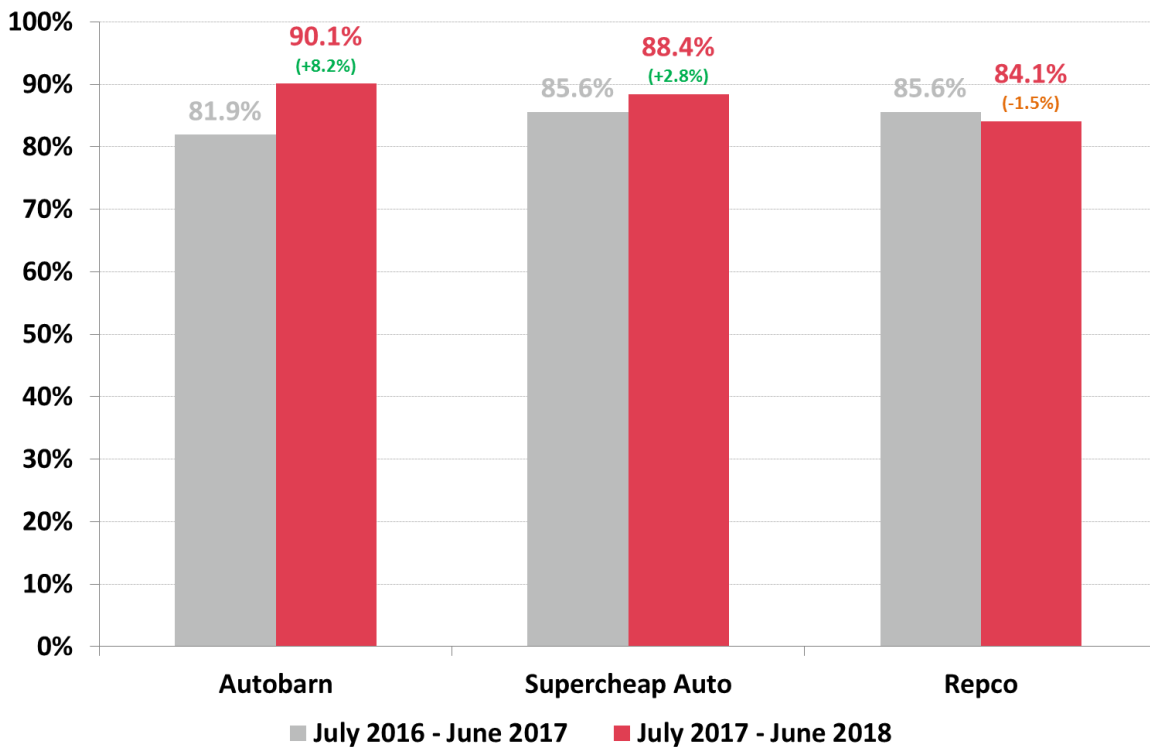
Autobarn has topped key rivals Supercheap Auto and Repco to be Australia's top Auto store in June with a customer satisfaction rating of 90.1%.

Victorian head-quartered Autobarn has increased customer satisfaction by an impressive 8.2% over the last year and has now won three monthly customer satisfaction awards in 2018 to draw level with Supercheap Auto also with three monthly victories.

Runner-up Supercheap Auto also increased its customer satisfaction over the last year up by 2.8% to 88.4% while only third-placed Repco saw a decline in customer satisfaction by 1.5% to 84.1%.

Half-way through 2018 Autobarn is in a good position to win its first Roy Morgan Annual Customer Satisfaction Award for auto stores since consecutive wins in 2013-14 while Supercheap Auto remains a strong chance to build on its three year winning streak (2015-2017).

Roy Morgan Auto Store Customer Satisfaction June 2018



Source: Roy Morgan Single Source Australia, July 2016 – June 2017, n=14,544; July 2017 – June 2018. n=14,836. Base: Australians 14+.

Over 3 million Aussies shop at Auto stores and over 70% are men

Analysing the overall Auto Stores market shows over 3 million Australians shop at an Auto store in an average month and over 70% (2.16 million) are men compared to under 30% that are women (920,000).

The Generations most likely to shop at Auto Stores are Generation X (840,000), Baby Boomers (800,000) and Millennials (730,000) with these three generations comprising over three-quarters of the overall Auto Store market.

Michele Levine, CEO, Roy Morgan, says Autobarn has seen a steady improvement in customer satisfaction over the last year and the better performance is paying off with Autobarn's third victory for the year in the auto store customer satisfaction category:

"Autobarn's victory in June builds on monthly victories in March and May and draws Autobarn level with Roy Morgan Annual Customer Satisfaction Award winner for 2017 Supercheap Auto with three victories each to start 2018.

"Autobarn has claimed the Roy Morgan Annual Customer Satisfaction Award on three previous occasions in 2011 and 2014-15 and with six months to go is in with a good chance of denying Supercheap Auto a fourth straight annual victory.

"Interestingly each of the three leading Auto Stores relies on a different state for its largest customer base. The largest share of Autobarn's customers are in its home state of Victoria, Supercheap Auto has more customers in New South Wales than any other state while US owned Repco has its largest share of customers in Queensland.

"Roy Morgan's Single Source data is derived from interviews with over 1,000 Australians each week and over 50,000 per year and allows a 'deep-dive' into the customer profiles of those who shop Autobarn, Repco and Supercheap Auto. Roy Morgan's Single Source.

"Combining the power of Roy Morgan Single Source with the psychographic segmentation tools available with [Helix Personas](#) gives businesses unrivalled insights into who and where their customers are and also where new and potential customers reside.

"If you're looking to give your company a boost in the marketplace and gain an edge on the competition in a tough retail market don't hesitate to contact Roy Morgan."

Click here to view Roy Morgan [Automotive Stores Report](#) and Roy Morgan Customer Satisfaction profiles for Automotive Stores including [Autobarn](#), [Repco](#) and [Supercheap Auto](#) as well as detailed customer profiles for all three stores.

For comments or more information about Roy Morgan's retail and Customer Satisfaction data, please contact:

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The Roy Morgan Customer Satisfaction Awards highlight the winners but this is only the tip of the iceberg. Roy Morgan tracks customer satisfaction, engagement, loyalty, advocacy and NPS across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set.

Need to know what is driving your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at

<http://www.roymorganonlinestore.com/Awards.aspx>

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan 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
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