

Friday, 13 July 2018

Bunnings satisfies most customers

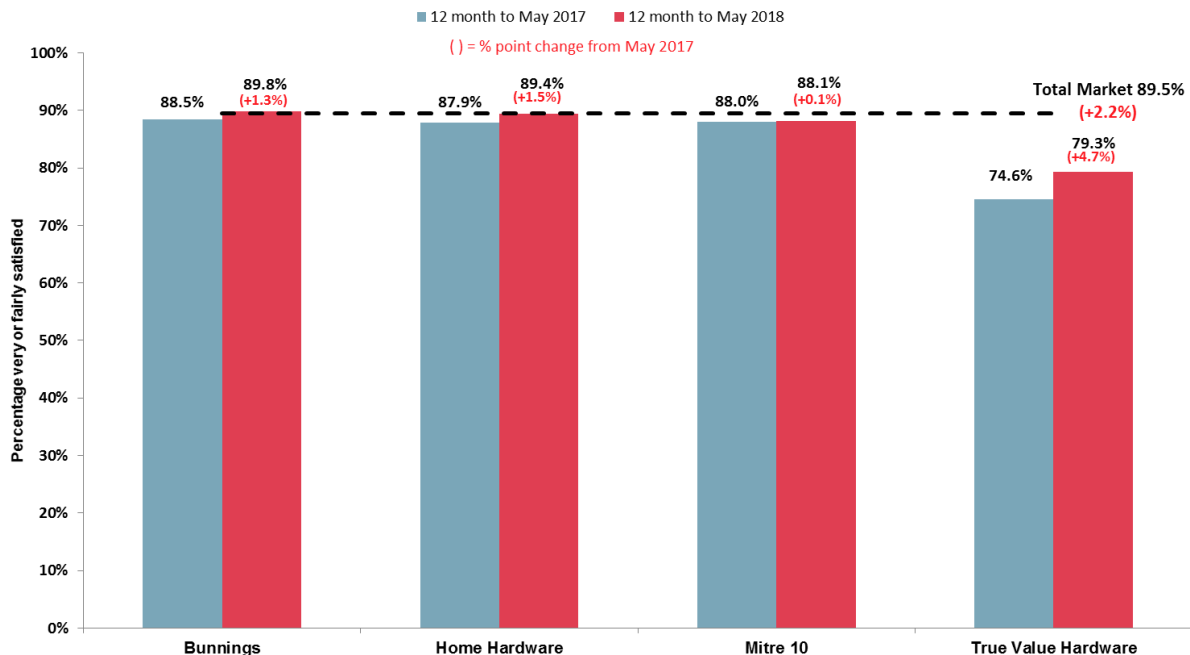
New research from Roy Morgan shows that in the 12 months to May 2018, 89.5% of hardware store customers were satisfied, an increase of 2.2% year on year. All four of the major players showed improvement, including the market leader Bunnings, which was up 1.3% points to 89.8%.

These are the latest results from Roy Morgan's '[Hardware Store Satisfaction Report](#)' which is based on in-depth personal interviews conducted face-to-face with over 50,000 Australians per annum in their own homes, including over 9,000 interviews with people who have shopped in a hardware store in the last four weeks.

Bunnings the best overall performer

With eleven million people shopping at Bunnings in an average four week period, they are not only the dominant player in this market with around 95% of hardware shoppers but have the highest customer satisfaction with 89.8%. They also had an increase of nearly 600,000 customers over the last year and were the only player to show an increase, apart from True Value Hardware (up 1,000). In second place for satisfaction was Home Hardware on 89.4% (up 1.5% for the year), followed by Mitre 10 with 88.1% (up 0.1%). These top three performers are only separated by 1.7% points and all remain well ahead of True Value Hardware on 79.3% (up 4.7% year on year).

Hardware Store Customer Satisfaction



Source: Roy Morgan Single Source (Australia), 12 months ended May 2017, n = 50,026; 12 months ended May 2018, n=50,046.

Base: Australians 14+ who purchased from a hardware store in the last four weeks, 12 months to May 2017, n=8,807 and 12 months to May 2018, n=9,171.

Norman Morris, Industry Communications Director, Roy Morgan says:

"Satisfaction levels with hardware stores is higher than most other retail categories and over the last year they are showing that they are continuing their customer focus, with all four of the majors showing improvement."

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“To date there has been limited competition from online players but our research shows that in an average four week period around a quarter of a million people purchase some hardware online. With increased competition from new players like Amazon, bricks and mortar hardware stores will need to focus even more on customers, particularly the advantage they are likely to have regarding their ability to provide personal advice.

“The data used here is only a small part of what Roy Morgan has been collecting and analysing on hardware stores and all other retailers over many years. As a result we have a database which is uniquely suited to tracking and understanding consumer behaviour and attitudes in this industry. To understand more about the hardware market, ask Roy Morgan.”

To learn more about Roy Morgan’s hardware store satisfaction data, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

Please click on this link to the [Roy Morgan Online Store](#).

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 |

