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FOR IMMEDIATE RELEASE

Autobarn tops customer satisfaction in March

Autobarn has again topped key rivals Supercheap Auto and Repco in the very competitive Auto store category to be Australia's top Auto store in March, with a customer satisfaction rating of 89%.

The Roy Morgan customer satisfaction program is based on in-depth interviews with over 50,000 Australians each year as part of the Roy Morgan Single Source survey. Autobarn, headquartered in Victoria, increased their customer satisfaction by 1% point from a year ago to gain a slim lead over Supercheap Auto which was unchanged from a year ago on 88%.

The greatest growth was seen in Repco's customer satisfaction, which increased by an impressive 3% points to 87% to just trail both Autobarn and Supercheap Auto.

Roy Morgan Auto Store Customer Satisfaction March 2019
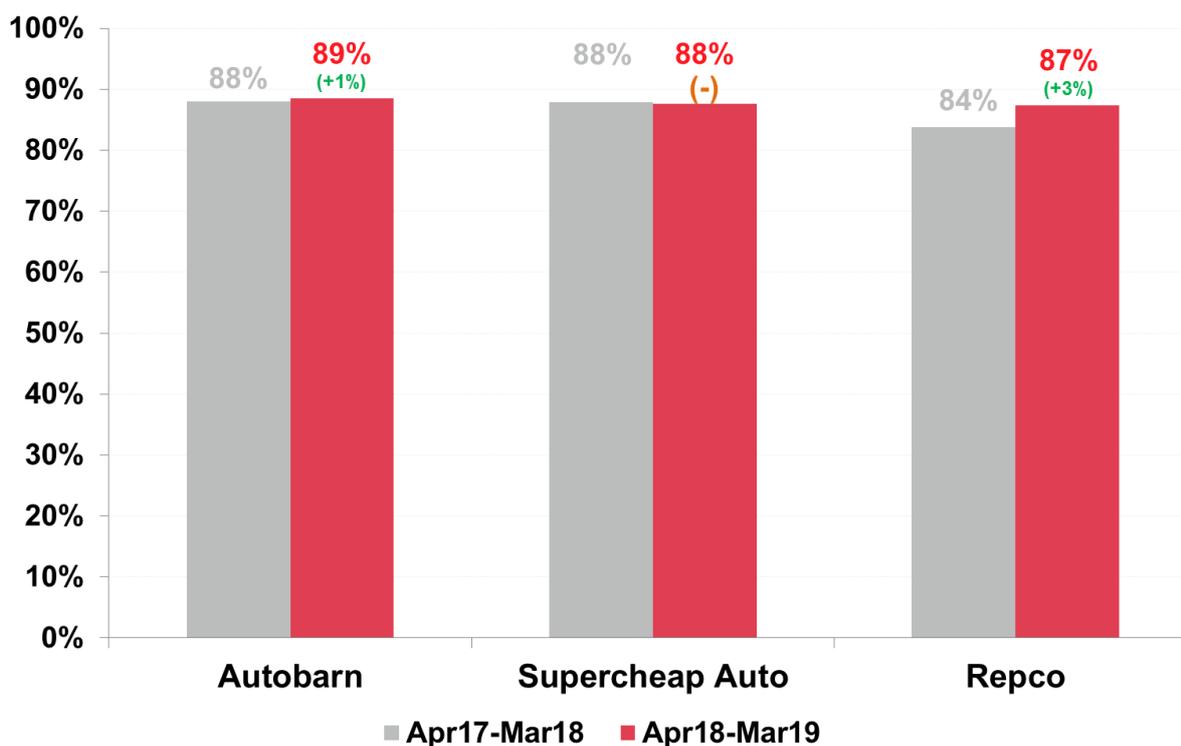
Source: Roy Morgan Single Source Australia, Apr 2017 – Mar 2018, n=15,067; Apr 2018 – Mar 2019. n=14,722.
Base: Australians 14+.

Over 3 million Australians shop at Auto stores – including over 2 million men (70%)

The Auto Store market encapsulates over 3 million Australians of which 70% of these customers are men (2.1 million), compared to just 30% who are women (900,000).

In addition the age demographic of the auto store market skews older, with over 46% of the 3 million shopping at Auto stores aged 50 or over, with 50-64 year olds the leading age group accounting for 877,000 shoppers.

Interestingly, men are much more satisfied with Autobarn, recording a 91% satisfaction rate, compared to only 83% of female shoppers who say they were satisfied.

In contrast, Supercheap Auto has a higher satisfaction rate among women, 88%, compared to men who had a customer satisfaction rate of 87% for the second-placed Auto store.

Michele Levine, CEO of Roy Morgan, says:

"Autobarn with a customer satisfaction rating of 89% currently holds a narrow lead for customer satisfaction ahead of competitors Supercheap Auto (88%) and Repco (87%), with very high ratings for all three Auto stores.

"As one of the best performing customer satisfaction industries in the economy, the Auto Store market is hotly contested between the three leading Auto stores. Gaining a competitive edge over high quality rivals requires a thorough understanding of what motivates the spending and preference decisions of the over 3 million Australians who shop at Auto stores.

"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 at Autobarn, Repco and Supercheap Auto.

"There's a lot at stake when striving to bring the best products and customer service to Auto store buyers. To gain further knowledge on Auto store customers, including demographics, psychographics, attitudinal and behavioural data, 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 Research'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

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