



Monday, 23 September 2019

Guardian notches up another monthly satisfaction award, but are ratings soon to change?

The latest satisfaction data from Roy Morgan has revealed Guardian to be the winner of the Chemist/Pharmacy of the Month Award for August 2019, with a customer satisfaction rating of 94%. The August award places Guardian in an unbeatable position for the annual Chemist/Pharmacy of the Year Award.

Guardian's customer satisfaction rating of 94% was followed by TerryWhite Chemmart (93%), Discount Drug Stores (91%), Chemist Warehouse (90%) and Priceline Pharmacy (90%).

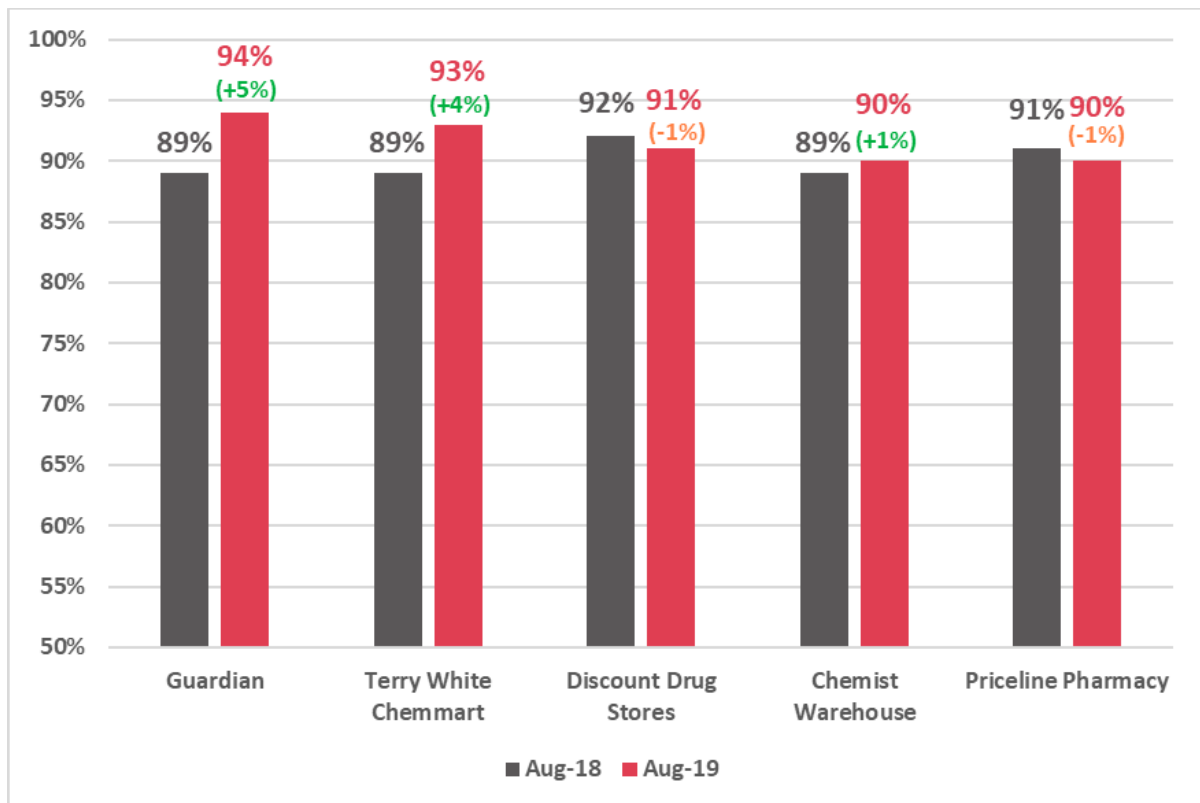
This latest customer satisfaction data has been obtained from the Roy Morgan Single Source survey, derived from in-depth face-to-face interviews with over 50,000 Australians each year in their homes.

After winning the Chemist/Pharmacy of the Year Award in 2012, 2013 and 2014, Guardian spent the following four years behind other leading chemists and pharmacies. However, this month's award takes Guardian to seven monthly awards for 2019, and therefore securing its fourth annual award.

The chemist and pharmacy industry is one that enjoys remarkably high satisfaction ratings. If Guardian and TerryWhite Chemmart are able to maintain their ratings at current levels, they are unlikely to be displaced from first and second positions respectively.

While the Roy Morgan Customer Satisfaction Awards focus on the winners, there is far more in-depth data available. 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. Detailed data and analysis of Australia's leading stores is included in the [Roy Morgan Chemist/Pharmacy Customer Satisfaction Report](#).

Leading Chemist/Pharmacy Store Customer Satisfaction Ratings



Source: Roy Morgan Single Source Australia, Sep. 2017 – Aug. 2018, n = 9,277. Sep. 2018 – Aug. 2019, n = 8,708.
Base: Australians aged 14+ who have shopped in a chemist/pharmacy in the past four weeks.

Guardian and Terry White Chemmart are neck-and-neck in satisfaction ratings, yet their customers differ in some important ways

If we were to draw a pen portrait of the average Guardian and TerryWhite Chemmart customer, she would most likely be a woman, aged 65+ and also no longer working due to retirement.

The typical customer of both pharmacies would also likely fall within the [Traditional Family Life](#) Roy Morgan Value Segment, which is a group that represents the core of 'middle Australia' and is motivated by security, reliability and providing better opportunities for their family.

However, the customers of the two pharmacies do differ when it comes to certain attitudes.

For example, Guardian customers are less likely than the average Australian to think that the government is doing a good job running the country, whereas TerryWhite Chemmart customers are more likely to think that it is.

When it comes to grocery shopping, only around one-third of Guardian customers enjoy the weekly task, whereas nearly half of Terry White Chemmart customers like the experience.

In addition when taking holidays, a greater proportion of TerryWhite Chemmart customers prefer a break where everything is organised for them, compared with Guardian customers who don't mind planning it themselves.

Michele Levine, CEO of Roy Morgan, says:

"The humble Australian chemist has changed a lot over the years. No longer is it simply a place to buy pills and fill your medical scripts. Instead, you can now access a range of health services from your local pharmacy, including health checks, vaccinations, weight-loss programs and appointments with specialised consultants.

"The expanding role, and associated convenience, of chemists in our society is perhaps one reason why consumers are generally satisfied with their chemist or pharmacy of choice. As we see from this month's award, the leading chemists and pharmacies all have high satisfaction ratings of at least 90%.

"Guardian and TerryWhite Chemmart, apart from placing one and two in this month's satisfaction award, also secured the largest percentage increase compared with twelve months ago. Guardian increased by 5% and TerryWhite Chemmart by 4%. Chemist Warehouse slightly increased its rating by 1%, whereas Discount Drug Stores and Priceline Pharmacy both declined by 1%.

"However, analysing recent data over the past three months suggest that there may be a change at the top of the satisfaction ratings if trends persist. Since June 2019, Guardian has slipped by 1%, with TerryWhite Chemmart improving by 1%."

For comments or more information about Roy Morgan's chemist and pharmacy consumer data please contact:

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Related research findings

For further in-depth analysis, view the [Chemist/Pharmacy Customer Satisfaction Report](#) or find out more about Australians who shop at various chemists and pharmacies, including [Guardian](#), [Terry White Chemmart](#), [Discount Drug Stores](#), [Chemist Warehouse](#), [Priceline Pharmacy](#), [Amcal](#), [My Chemist](#), [Soul Pattinson](#) and many others.



Roy Morgan Customer Satisfaction Awards

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 <https://www.customersatisfactionawards.com>

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 75 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%
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