

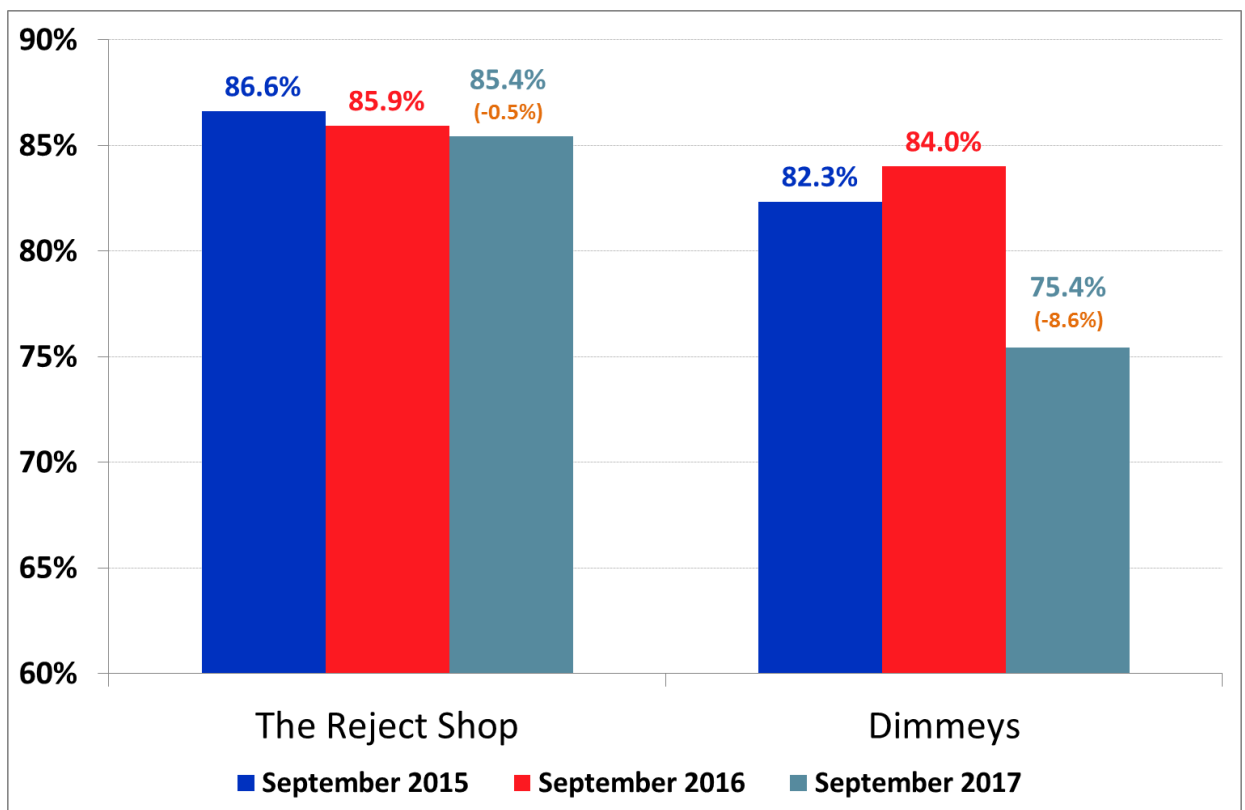
Friday, 3 November 2017

It's Official: The Reject Shop is more satisfying than Dimmeys

The Reject Shop is again Australia's leading discount variety store with a customer satisfaction rating of 85.4% in September virtually unchanged from a year ago in 2016 and down only slightly since September 2015 – down 1.2%.

In contrast, The Reject Shop's main competitor in the category, Dimmeys, has suffered a sharp fall in customer satisfaction over the last year, down 8.6% to 75.4% and has plenty of work to do to bridge the gap on the market leader.

Roy Morgan Discount Variety Store Customer Satisfaction September 2017



Source: Roy Morgan Single Source Australia, October 2014 – September 2015, n=15,668; October 2015 – September 2016, n=14,416; October 2016 – September 2017. n=14,910. Base: Australians 14+.

Michele Levine, CEO, Roy Morgan Research, says:

"Australia's discount variety store market has contracted markedly in recent years with the voluntary administration of Discount Superstores Group (DSG) forcing the closure of discount variety store subsidiaries Crazy Clark's, Go-Lo's and Sam's Warehouse.

"The demise of these rivals has solidified The Reject Shop's position as Australia's leading discount variety store and the group can now boast a customer satisfaction rating of 85.4% in September 2017 and is well positioned to build on five consecutive victories in the Roy Morgan Annual Customer Satisfaction Awards (2012, 2013, 2014, 2015 & 2016).

“The main competition to The Reject Shop, which now has over 340 stores around Australia comes from the smaller Victorian based retailer Dimmeys with more than 40 stores throughout eastern and southern Australia. However, Dimmeys customer satisfaction has lost ground over the past year and was at 75.4% in September, down a significant 8.6% from a year ago.”

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>

For comments or more information about Roy Morgan Research’s retail and 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 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
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