

Discover your edge

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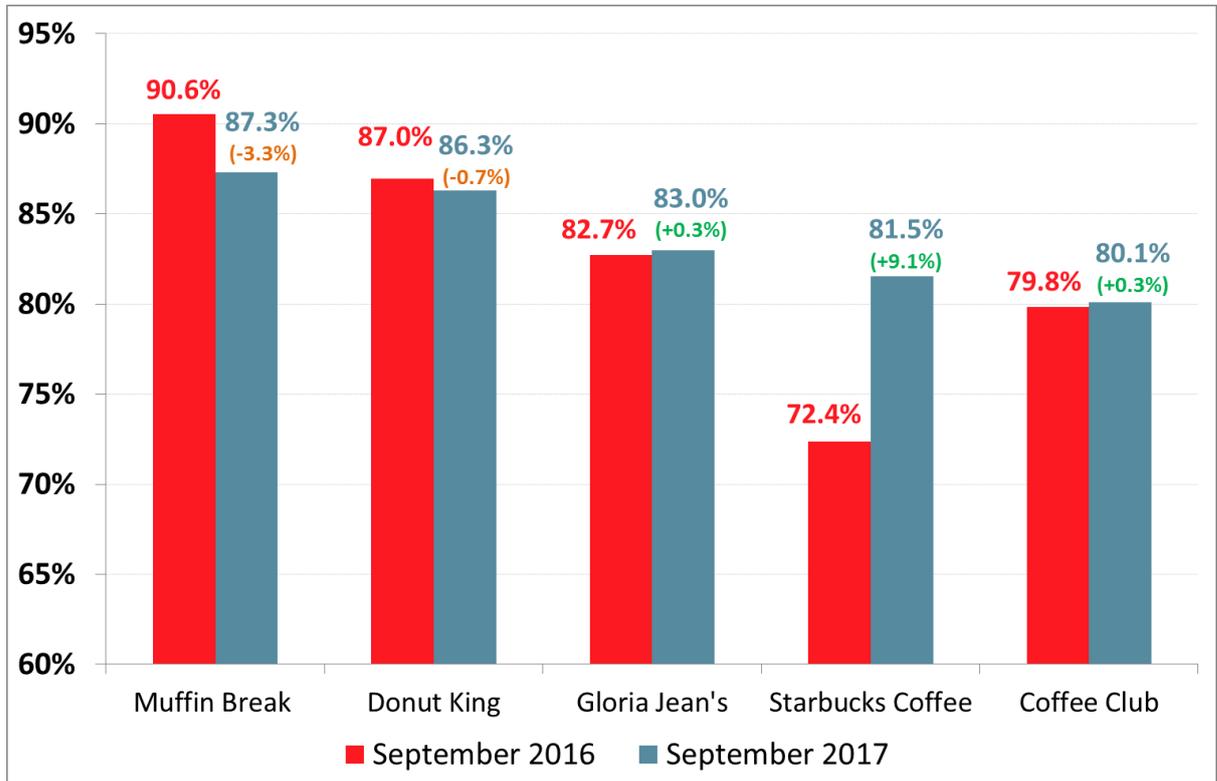
It's Official: Muffin Break is tops for Coffee Store satisfaction

Muffin Break has won the prize for Australia's best coffee/doughnut store in September with a customer satisfaction rating of 87.3% putting the chain, which opened its first store in 1989 in Queensland, ahead of Donut King on a customer satisfaction rating of 86.3%.

Although Muffin Break and Donut King have performed strongly so far in 2017, their customer satisfaction ratings in September are slightly down on a year ago whereas the chasing pack have all increased their performance over the last year.

In third place is Donut King stablemate Gloria Jean's with a customer satisfaction rating of 83.0% just ahead of this year's big improvers Starbucks Coffee on 81.5% which has improved customer satisfaction by an impressive 9.1% over the past 12 months.

Roy Morgan Coffee/Doughnut Store Customer Satisfaction September 2017 – Top 5



Source: Roy Morgan Single Source Australia, October 2016 – September 2017. n=14,910. Base: Australians 14+.

Michele Levine, CEO, Roy Morgan Research, says:

“Muffin Break is Australia’s favourite coffee/doughnut shop once again in September with a customer satisfaction rating of 87.3% enough to beat off competition from Retail Food Group brands Donut King on 86.3% and Gloria Jean’s on 83.0%.

“Muffin Break won the Annual Roy Morgan Customer Satisfaction Award for the first time in 2016 and a series of strong performances so far in 2017 have put the coffee shop in the box seat to repeat last year’s success.

“However the big improver over the past year has been the world’s biggest coffee store chain Starbucks which has increased customer satisfaction by a striking 9.1% to 81.5% to be just outside the top three in September.

“Starbucks’ resurgence has come after the chain went through a tough period nearly a decade ago when it closed more than 60 stores and significantly scaled down its Australian presence during the Global Financial Crisis in 2008.

“Although Starbucks never left it is only over the past 18 months the well-known American brand has begun a new expansion drive in an effort to win over Australian coffee drinkers – a huge market when one considers 11.8 million Australians (59.2%) visited a café for coffee or tea in the last three months.”

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:

Roy Morgan Research - Enquiries

Office: +61 (3) 9224 5309

askroymorgan@roymorgan.com

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