

Friday, 27 April 2018

## Grill'd 'cooks' competition with superior customer satisfaction

New research from Roy Morgan shows that in the year to March 2018, 12 million Australians over 14 visited a quick service restaurant in an average four week period. Gourmet burger outlet Grill'd has topped the satisfaction ratings in each of the first three months of 2018 and was a clear monthly winner in March with customer satisfaction of 91.3%.

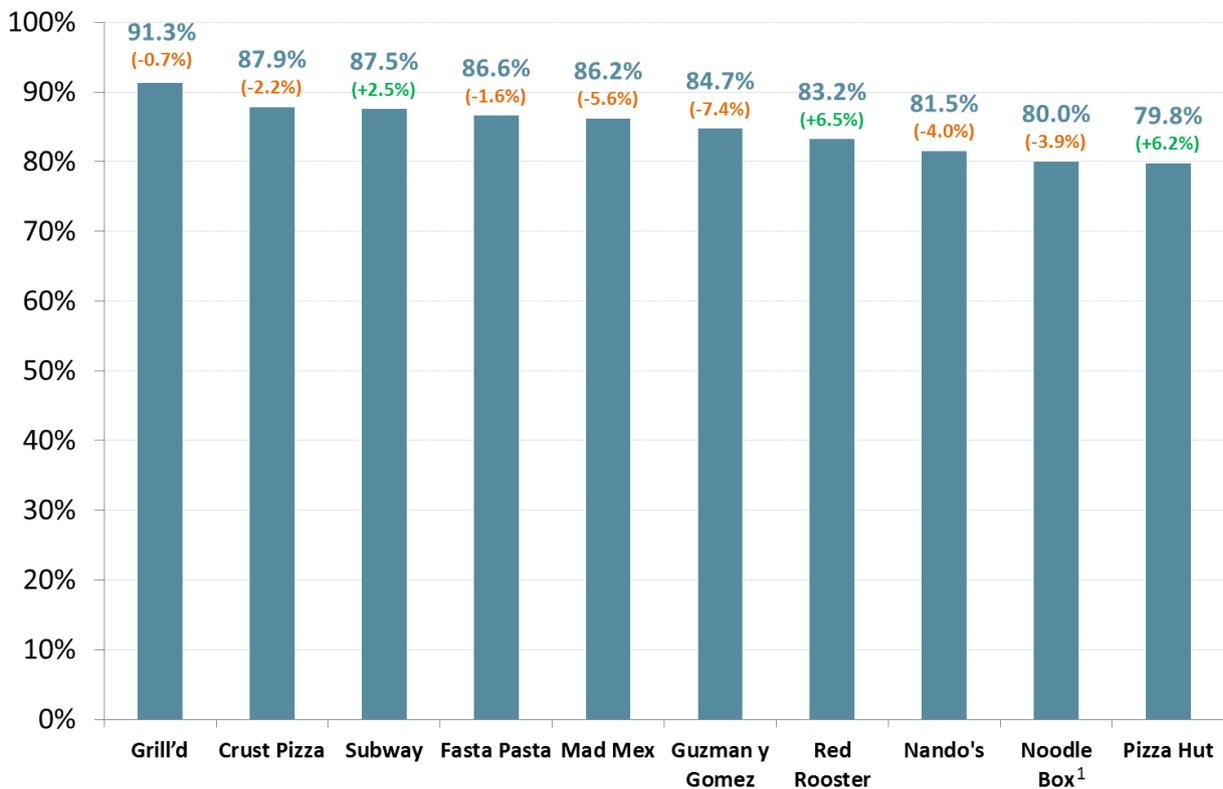
These are the latest findings from Roy Morgan's "Quick Service Restaurants Satisfaction" report which is based on over 8,000 interviews per annum with quick service restaurant customers.

### Grill'd builds on successful 2017 but competition fierce for runners-up

Grill'd has built on its victory in the 2017 Annual Roy Morgan Quick Service Restaurant Customer Satisfaction Award with a stunning start to 2018 cementing its position as having Australia's most satisfied customers.

The jostling for the runner-up position is fierce with Crust on 87.9% now just ahead of Subway on 87.5%, Fasta Pasta on 86.6% and Mad Mex on 86.2%. A year ago Guzman y Gomez was the monthly winner of the Quick Service Restaurant Customer Satisfaction Award however a fall of customer satisfaction of 7.4% over the past year now places the Mexican outlet in sixth on 84.7%.

### Roy Morgan Quick Service Restaurants Customer Satisfaction – Top 10 March 2018



1. Noodle Box from Jan 17 **Source:** Roy Morgan Single Source (Australia). 12 months to March 2017, n= 7,749; 12 months to March 2018, n= 8,140. **Base:** Australians 14+ been to a quick service restaurant in the last 4 weeks

Over the last 12 months, the biggest improvement in satisfaction was for Red Rooster (up 6.5% points), followed by Pizza Hut (up 6.2% points) and Hungry Jack's - up 3.1% points but still not enough to make the top 10 quick service restaurants.

Those showing the largest declines in satisfaction were Pizza Capers (down a large 18.7% points), La Porchetta (down 13% points), Guzman y Gomez (down 7.4% points) and Oporto (down 6.1% points).

**Michele Levine, CEO, Roy Morgan, says Grill'd has gone from strength to strength in recent years and is on track to repeat its 2017 victory in the Annual Roy Morgan Quick Service Restaurant Customer Satisfaction Award:**

*"Patronage at Australia's quick service restaurants continues to grow strongly, now 12 million Australians aged 14 and over have been to a fast food outlet in an average four week period, up almost 1 million, or 9%, over just the last three years.*

*"In that time three different outlets have won the Annual Roy Morgan Quick Service Restaurant Customer Satisfaction Award including Pizza Capers in 2015, Guzman y Gomez in 2016 and current winner Grill'd in 2017.*

*"The success of Grill'd over the last year continues early in 2018 with Grill'd picking up the first three monthly customer satisfaction awards in the category and on track to become the first restaurant to win back-to-back annual awards since Fasta Pasta in 2011-12.*

*"Although Grill'd is a clear monthly victor in March with a customer satisfaction rating of 91.3%, there have been impressive performances by previous annual winners including Crust Pizza on 87.9%, Subway on 87.5% and Fasta Pasta on 86.6%.*

*"With three-fifths of Australians 14 and over now going to fast food outlets in an average four week period the use of quick service restaurants is widespread across all age groups and socio-economic segments. Roy Morgan has a great deal more information about the customers of the major brands, enabling an in-depth understanding and profiling, a necessary tool for anyone involved in strategy development in this fast growing and highly competitive industry."*

**For comments or more information about Roy Morgan Research's Quick Service Restaurant 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%
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2