

Friday, 14 December 2018

McCafé takes lead in New Zealand coffee shop satisfaction

In an increasingly tight race, McCafé has pipped competitors at the post to take out the Roy Morgan New Zealand Coffee Shop of the Month for September.

The award recognises the coffee or donut chain that records the highest proportion of customers who are 'very' or 'fairly' satisfied with their store experience.

The September results produced an unusually tight field, with the top two brands – McCafé and The Coffee Club – separated by a very small margin.

Nonetheless, the win for McCafé is a big achievement given that the McDonald's-owned brand was significantly behind for the corresponding period a year earlier.

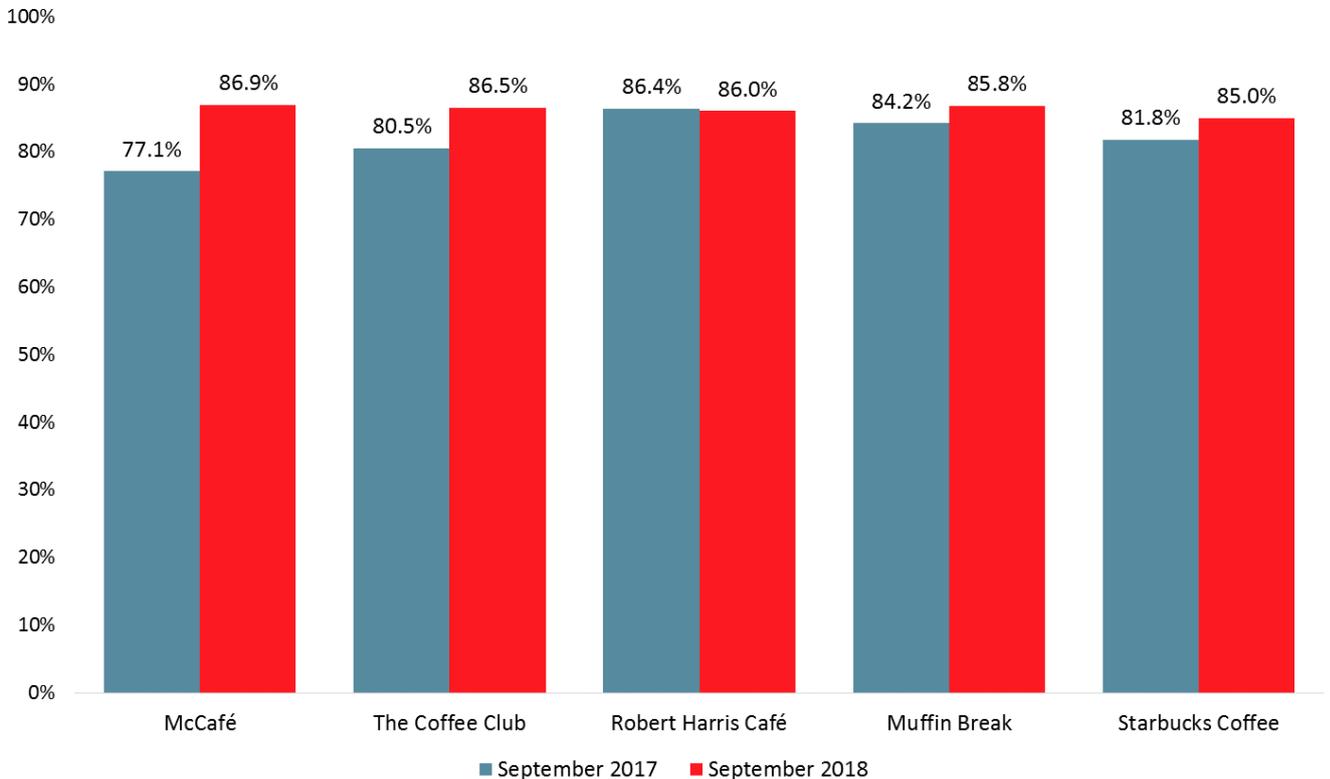
In the intervening 12 months it has raised its satisfaction rating from 77.1% to 86.9% (see chart below).

The Coffee Club, in second place, also saw marked improvements over the year to September, with its satisfaction rating improving from 80.5% to 86.5%.

The joint-winners of the previous award, in June, kept their satisfaction levels high, but not quite high enough. Robert Harris Café was essentially unchanged at 86.0% and Muffin Break was up slightly to 85.8%.

Starbucks Coffee was a close fifth place with 85.0%.

Total satisfaction rating, major New Zealand coffee chains



Source: Roy Morgan Single Source (New Zealand) September 2017 – September 2018.
Base: Customers who visited coffee chain store in last 4 weeks, average n=1,577

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Michele Levine, Roy Morgan CEO, commented:

“Customer satisfaction requires constant attention, especially in a market that over the years has seen more and more coffee shop entrants working hard to find out what their customers value.

“Coffee and donut chains have become a part of nearly everyone’s lives over the past two decades, but there is not a lot to stop customers switching when the in-store experience is sub-standard.

“When you add to that the consumers’ changing tastes – no-one imagined a few years ago that we’d be sipping salted-caramel lattes – there’s a lot each coffee shop branch or franchise needs to get right in order to keep the customer coming back.

“Roy Morgan’s detailed Single Source surveys in New Zealand and Australia can help marketing directors and store managers stay on top of the latest trends and what the customer is looking for in this evolving market.

“We are also helping clients to discover more about where their customers live, work and shop through our [New Zealand Helix Personas](#) market segmentation tool. Coffee shops have to be local to the customers that use them, which is why it’s so important to know who’s in the vicinity of each store and at what times.”

MORE INFORMATION

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More information on the suite of products available via the [Roy Morgan Single Source](#) and the psychographic segmentation tools provided by [Roy Morgan Helix Personas](#) is available at roymorgan.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, Indonesia 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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