

Friday, 9 February 2018

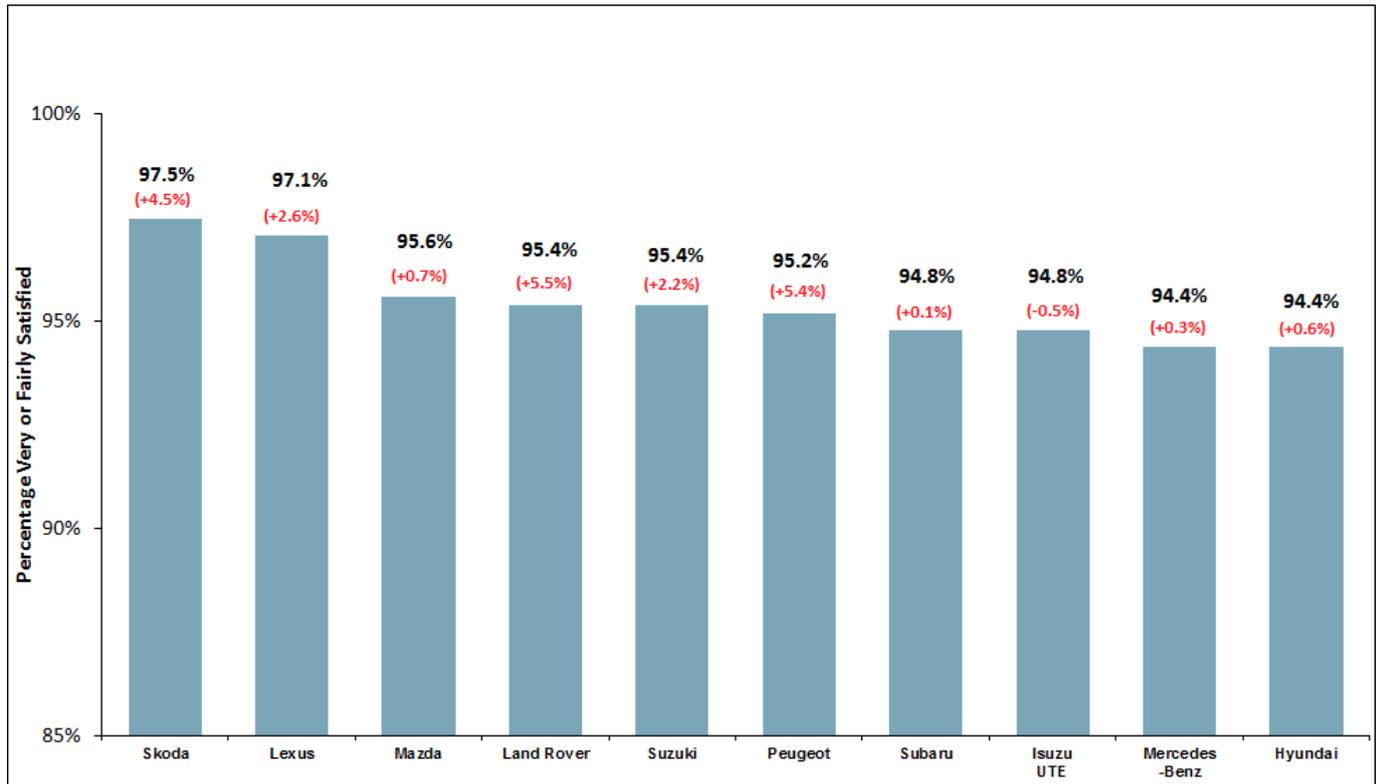
## Skoda vs Lexus- tight finish for car satisfaction award

With only one month to go to the announcement of the winner of the 2017 Annual Roy Morgan Car Manufacturer Satisfaction Award, two brands are currently locked in battle for top position. In the year to November, Skoda holds a narrow lead with a satisfaction rating of 97.5%, followed by Lexus on 97.1%. The winner will be announced at the 2017 Annual Roy Morgan Customer Satisfaction Awards being held later in February.

These are the latest findings from Roy Morgan's Single Source survey of over 50,000 consumers per annum, including over 38,000 car drivers.

Skoda's satisfaction improved by 4.5% points from a year ago to give it the top position in the year to November, whereas Lexus satisfaction was up 2.6% points. With Skoda's lead being only 0.4% points, the final ranking will depend on how these two top performers score in December. Lexus is the manufacturer to beat as it has won this award for the past three years.

### Satisfaction with Car Manufacturer - Top 10 Performers<sup>1</sup>



1. Based on highest satisfaction rating 12 months ended Nov 2017 **Source:** Roy Morgan Single Source (Australia). 12 months to November 2016, n= 38, 843; 12 months to November 2017, n= 38,880. **Base:** Car drivers 14+

It is worth noting that nine of the top ten brands for customer satisfaction showed improvement over the last 12 months, with the only exception being Isuzu UTE which was down only marginally by only 0.4% points and in eighth position overall. The two biggest improvers among the top ten were Land Rover up 5.5% points to be in fourth place on 95.4% and Peugeot up 5.4% points to sixth place on 95.2%. As a result of these ratings improvements their rankings changed dramatically from last year when Land Rover was in 20th position and Peugeot was 22nd.

**Norman Morris, Industry Communications Director, Roy Morgan says:**

*“Now in its seventh year, the Roy Morgan Car Manufacture Satisfaction Award has become a prestigious prize in the industry, with the results being widely publicised. In this highly competitive industry where all car manufacturers are endeavouring to improve their satisfaction rating, there is very little now between the major competitors, with only 3.1% points separating the top ten performers.*

*“Satisfaction in this market is not directly correlated with price but appears to be more linked to perceived value and expectations. This is illustrated by the top two performers are in different price brackets and Suzuki being ranked higher than Mercedes-Benz.”*

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’s automotive and Customer Satisfaction data, or for anyone interested in attending this year’s annual Roy Morgan Customer Satisfaction Awards please contact:**

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**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%
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

