

Friday, 26 October 2018

Donut King & Michel's Patisserie top two for satisfying customers

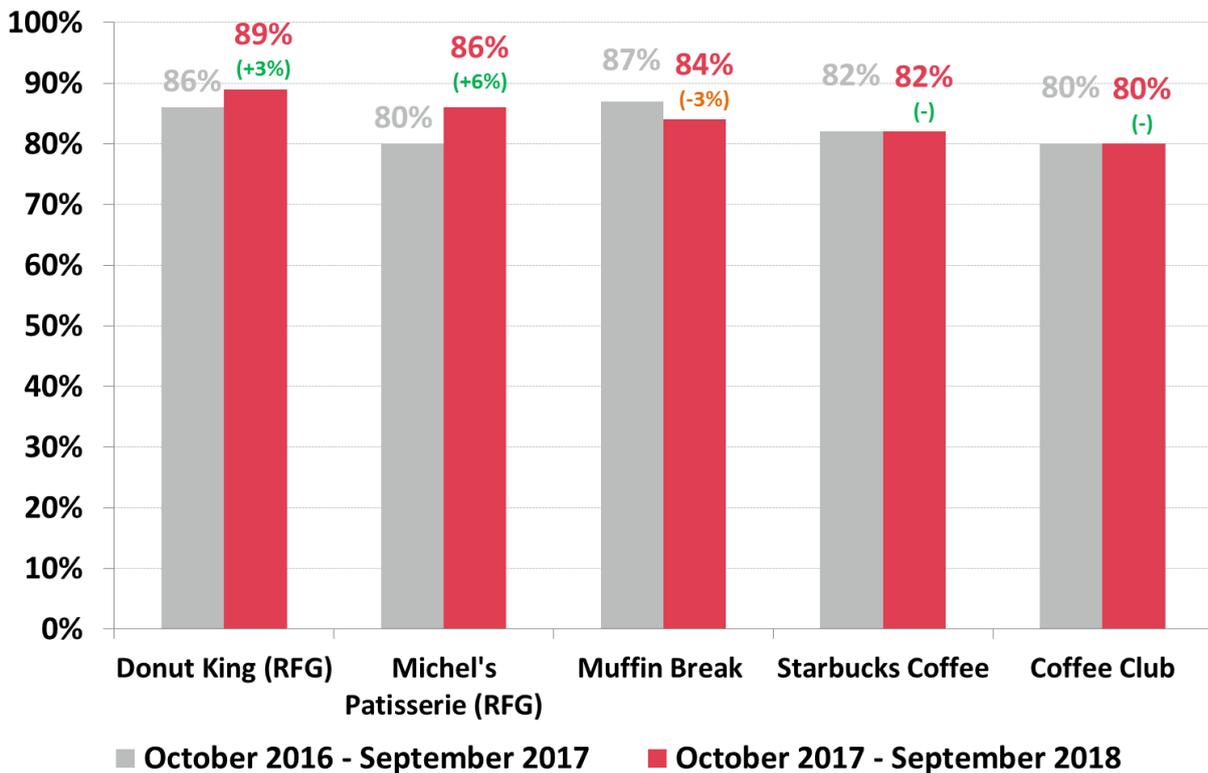
Donut King has built on a string of victories for monthly customer satisfaction in 2018 winning the Coffee/Doughnut store Customer Satisfaction award for September with a customer satisfaction rating of 89% enough to hold off the challenge from stablemate Michel's Patisserie on 86%.

Donut King and Michel's Patisserie were the only two of the top five coffee/doughnut stores in September to improve their customer satisfaction ratings compared to a year ago and both are owned by leading Australian retailer the Retail Food Group (RFG).

Donut King was up 3% to 89% and Michel's Patisserie up 6% to 86% with both RFG brands overtaking defending Roy Morgan Customer Satisfaction Annual Award winner Muffin Break on 84%, down 3% from a year ago. Another RFG coffee store, Gloria Jean's, just missed out on the top five.

Filling out the top five were Starbucks Coffee with a customer satisfaction rating of 82% and Coffee Club on 80% in September with both unchanged on a year ago.

Roy Morgan Coffee/Doughnut Store Customer Satisfaction September 2018 – Top 5



Source: Roy Morgan Single Source Australia, October 2016 – September 2017, n=14,910 and October 2017 – September 2018. n=15,009. **Base:** Australians 14+. *RFG = Retail Food Group.

Nearly 5.6 million Australians shop at coffee/doughnut stores

New research from Roy Morgan shows that nearly 5.6 million Australians, or 27.4% of Australians aged 14+, shop at coffee/doughnut stores in an average four weeks. Despite not featuring in the top five stores for customer satisfaction McCafe is the most visited coffee/doughnut store with nearly 2.3 million visitors in an average four weeks.

Other popular coffee/doughnut stores include Coffee Club visited by over 1.3 million, Gloria Jean's visited by nearly 1.1 million, Donut King visited by over 1 million and Muffin Break visited by over 940,000 Australians.

Analysing the demographic profile of Australia's leading coffee/doughnut stores shows that women are more likely to visit coffee/doughnut stores across the board than men but that there are significant differences between the age profiles of the different stores.

Stores including McCafe, Gloria Jean's, Donut King and Starbucks tend to appeal more to younger generations including Millennials and Generation Z – those Australians aged under 40, while Coffee Club, Michel's Patisserie and Muffin Break appeal more to older Australians such as Baby Boomers who are primarily aged in their 60s.

Michele Levine, CEO, Roy Morgan, says Donut King has performed well in 2018 with a consistently high level of customer satisfaction putting the Retail Food Group brand on track to win its first Roy Morgan Annual Customer Satisfaction Award since 2015:

"Retail Food Group (RFG) franchisee Donut King has built on victories earlier in the year by winning the monthly Roy Morgan coffee/doughnut store customer satisfaction award in September with a customer satisfaction rating of 89% (up 3% on a year ago) ahead of stablemate Michel's Patisserie up 6% to 86%.

"Reigning 2016-2017 Annual Coffee/Doughnut Store Customer Satisfaction Award winner Muffin Break has come in third in September on 84% and faces an uphill battle to repeat last year's success with only three months to go in the year.

"Although the McDonald's-connected McCafe wasn't able to crack the top five for customer satisfaction in September the chain continues to be the most visited coffee/doughnut store in Australia with over 2.3 million visitors in an average four weeks.

"The success of McCafe is built off the huge number of visitors to McDonald's. Over 10.6 million Australians (52.7%) buy from McDonald's in an average six months – which we covered in detail earlier this year with our [analysis of Australia's leading fast food outlets](#).

"Analysing Australia's leading standalone coffee/doughnut stores shows that Donut King, Coffee Club and Gloria Jean's are all visited by over 1 million Australians in an average four weeks with Muffin Break close behind visited by over 940,000 Australians.

"To understand the customer profiles of Australia's leading coffee/doughnut stores Roy Morgan's deep data and analytics enable companies to analyse and understand their customers in great detail.

"Roy Morgan's [Helix Personas](#) consumer segmentation combines sophisticated psychographic and behavioural analysis to classify the Australian population into 56 Personas and seven communities and is a critical tool used to identify and understand existing customers and even more importantly to target potential new customers."

For comments or more information about Roy Morgan Research's [Coffee/Doughnut store Customer Satisfaction data](#), please contact:

Roy Morgan Enquiries

Office: +61 (3) 9224 5309

askroymorgan@roymorgan.com

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 75 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