



Monday, 19 August 2019

Crust Pizza slices up competition for second straight month

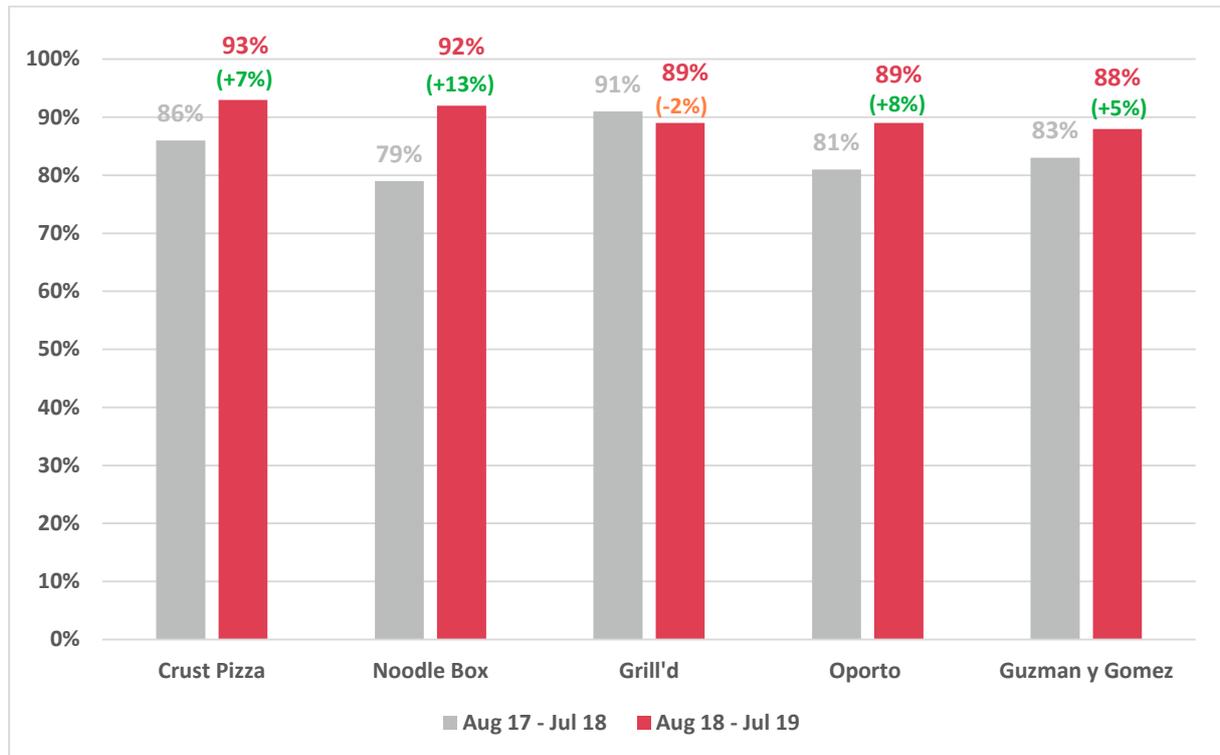
Crust Pizza has won back-to-back Roy Morgan Quick Service Restaurant of the Month Awards with a customer satisfaction rating of 93% for July 2019. Crust Pizza's wins in June and now July are due reward for strong ratings growth over the past twelve months.

Crust Pizza's satisfaction rating of 93% was followed by Noodle Box (92%), Grill'd (89%), Oporto (89%) and Guzman y Gomez (88%). Four of the top five outlets recorded strong ratings growth when compared with July 2018, except for Grill'd which declined slightly.

Noodle Box's second placing is also a sign of things to come. After breaking into the top five in February, the Asian food inspired noodle chain has pushed its way to number two off the back of a 13% increase in ratings since July 2018. Noodle Box has also increased 2% in the past three months, whereas ratings leader Crust Pizza has remained stable.

These are the latest findings from the Roy Morgan Single Source survey derived from in-depth face-to-face interviews with 1,000 Australians each week and over 50,000 each year.

Leading Quick Service Restaurant Customer Satisfaction Ratings for July 2019



Source: Roy Morgan Single Source Australia, August 2017 – July 2018, n = 8,052. August 2018 – July 2019, n=7,672. **Base:** Australians aged 14+ who had been to a fast food outlet in the last four weeks.

What do we know about Crust Pizza customers?

We know that Crust Pizza customers are more likely to be men (54%) than women (46%), and far more likely than the average Australian to be aged between 25-34 years old.

When we look at the household life cycles of our quintessential Crust Pizza customer, we see he's more than twice as likely as the average Australian to live in a Young Couples household and likely to have young primary-school aged children aged 6-11 years old.

A total of 90% of Crust Pizza customers 'enjoy food from all over the world', 79% 'try to eat healthily but don't want to compromise on taste', and 33% 'seldom have time for breakfast' – which are all significantly higher than the average Australian.

He does like his pizza but he's also far more likely than the average Australian to go to professional sporting events and play sports such as Combative Sports, Motor Sports, Winter Sports and Shooting and far more likely to watch sports such as Soccer, Rugby Union and Basketball on TV.

He's also far more likely than the average Australian to have a 'no junk mail' sign on his letterbox but less likely to have worked on his car recently, and far more likely than the average Australian to watch Pay TV/ Subscription Video on Demand such as Netflix or Stan and more likely to watch SBS TV and Network 10.

Michele Levine, CEO of Roy Morgan, says:

"As food loving Australians, we all have our favourite kind of fast food. However, when it comes to pleasing hungry customers, Crust Pizza is dishing out the highest level of satisfaction.

"Crust Pizza, and most other quick service restaurants in July's top five, have done a fantastic job at improving their customer satisfaction ratings over the past year, which isn't surprising given the amount of quality competition in the market.

"Noodle Box, which finished in second place in July, is now seriously threatening Crust Pizza for the number one spot. Noodle Box is yet to win a monthly customer satisfaction award, but if the current trend continues, expect that to change very soon.

"The only change to this month's top five quick service restaurants is that Portuguese themed chicken expert, Oporto, has entered in fourth position, replacing sandwich chain Subway, which has now slipped out of contention."

For comments or more information about Roy Morgan's quick service restaurants and consumer data please contact:

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Roy Morgan Customer Satisfaction Awards

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 <https://www.customersatisfactionawards.com>

Related research findings

View the [Customer Satisfaction – Quick Service Restaurants Report](#) or find out more about Australians who purchase from fast food outlets such [Noodle Box](#), [Grill'd](#), [Oporto](#), [Guzman y Gomez](#), and many other quick service food stores.

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
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2