

Monday, 9 December 2019

## Could Mitre 10 derail Bunnings' remarkable run of Hardware Store satisfaction awards?

The latest Roy Morgan customer satisfaction data shows Bunnings as the winner of October's Hardware Store of the Month Award, with a satisfaction rating of 91%. Bunnings has won 23 straight monthly satisfaction awards, however second-placed Mitre 10 could potentially stop its competitor from claiming a full two years as ratings leader.

The [Roy Morgan Hardware Store Customer Satisfaction Report](#) shows Bunnings marginally on top, with its customer satisfaction rating of 91% putting it just ahead of Mitre 10 (90%), followed by Home Timber & Hardware (86%).

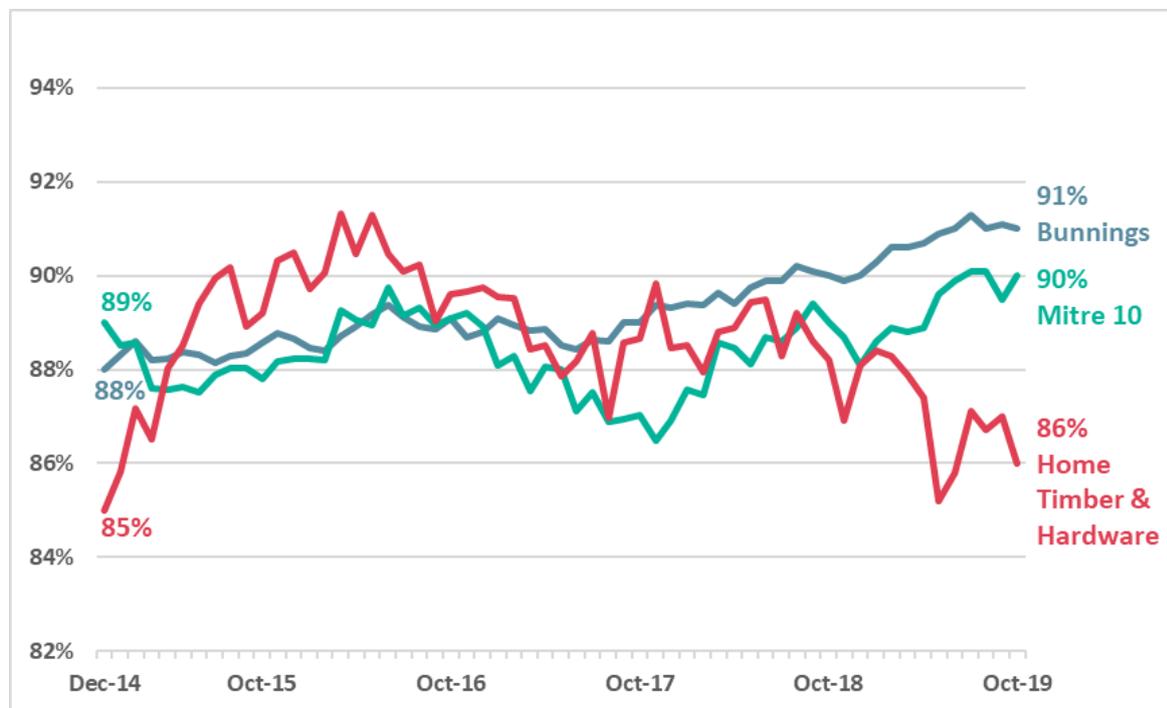
The ratings are drawn from the Roy Morgan Single Source survey, in-depth face-to-face interviews with over 50,000 Australians each year in their homes.

Roy Morgan CEO Michele Levine says that all eyes are now on Mitre 10, as the only hardware store capable of halting Bunnings in its tracks.

*"The satisfaction ratings of Bunnings and Mitre 10 have been trending upwards for the past couple of years. With Bunnings' on the eve of potentially claiming its 24th straight satisfaction award, Mitre 10 is only one percent behind. If Mitre 10 is able to clinch the December award, it could signal a changing of the guard in hardware store satisfaction."*

*"Home Timber & Hardware last won a monthly satisfaction award back in November 2017, before Bunnings began its long winning streak. However, since that win, its ratings have slipped away, and it will no doubt be looking to turn things around next year,"* Ms. Levine said.

### Leading hardware store customer satisfaction ratings



**Source:** Roy Morgan Single Source Australia, January 2014 – October 2019, average rolling twelve months n = 9,090. **Base:** Australians 14+ who purchased from a hardware store in the past four weeks

FOR IMMEDIATE RELEASE

**We know they like DIY, but what else do we know about the typical Bunnings customer?**

The typical Bunnings customer is a man aged 35-49, who belongs to the top socio-economic (AB) quintile and is classed as a big spender.

He'd likely be placed in the [Traditional Family Life](#) Roy Morgan Value Segment, representing the core of 'middle Australia', motivated by security, reliability and providing better opportunities for their family.

He's also more likely than the average Australian to read the business section of the newspaper, watch the news on television to stay up-to-date, listen to the radio in the car and enjoy buying magazines.

When it comes to finance, he's more likely than the average Australian to feel confident about managing his money, to be well insured, and to prefer safe returns on his investments.

**For further comment or more information about Roy Morgan's hardware and retail consumer data please contact:**

**Roy Morgan Enquiries**  
Office: +61 (3) 9224 5309  
[askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com)

**Roy Morgan Customer Satisfaction Awards**

While the Roy Morgan Customer Satisfaction Awards focus on satisfaction ratings, there is far more in-depth data available. Roy Morgan tracks a huge range of variables including 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. Detailed data and analysis are included in the Roy Morgan Hardware Store Customer Satisfaction Report.

**Need to know what is driving your customer satisfaction?**

Check out the new Roy Morgan Customer Satisfaction Dashboard at <https://www.customersatisfactionawards.com>

**About Roy Morgan**

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years' experience 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