

Friday, 14 June 2019

## Williams top shoe store for customer satisfaction ahead of The Athlete's Foot

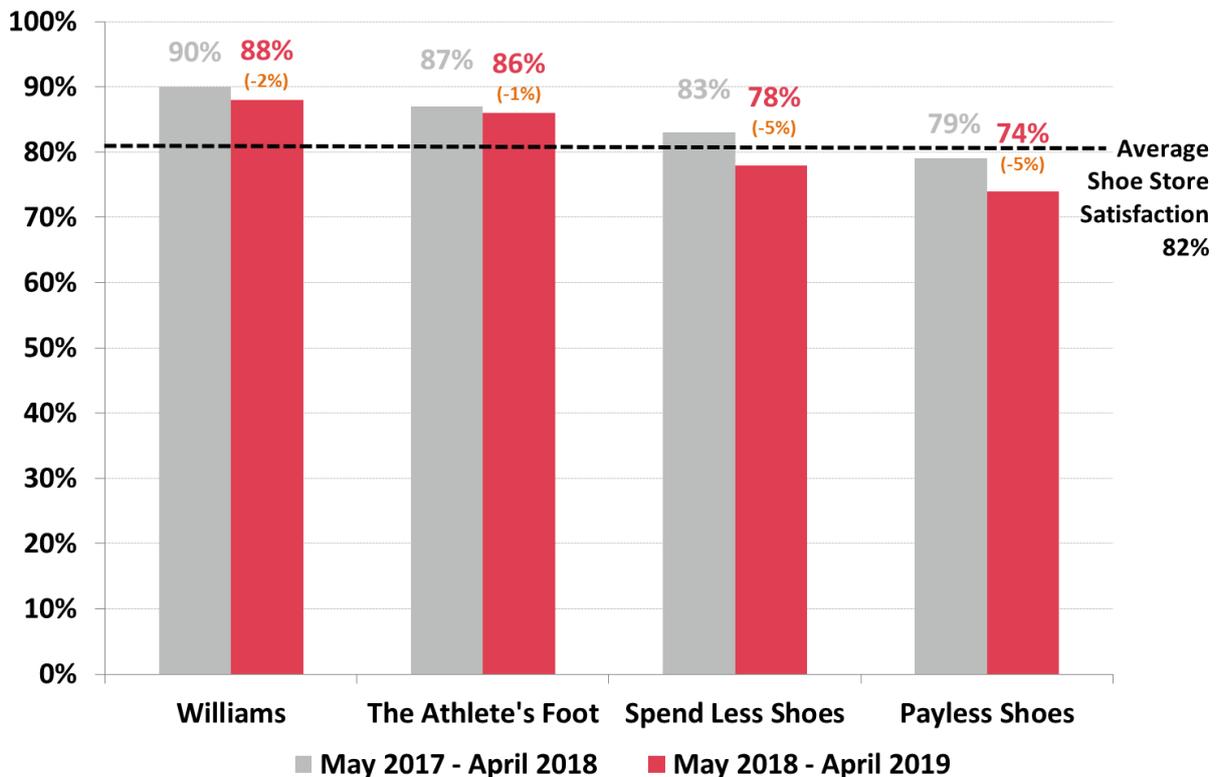
Some 1.4 million Australians shop at a shoe store in an average four week period; and **82%** are satisfied with their experience. Williams has Australia's most satisfied shoe store customers in April with a customer satisfaction rating of **88%** ahead of The Athlete's Foot on **86%** and Spend Less Shoes on **78%**.

The latest results shows declines over the last year for leading shoe stores although both Williams and The Athlete's Foot have customer satisfaction well above the average for shoe stores of **82%**.

Williams is the defending champion after winning the Annual Roy Morgan Shoe Store Satisfaction Award in 2018 although The Athlete's Foot, winner in 2015 & 2017, is providing stiff competition.

Third-place getter and 2016 winner Spend Less shoes as well as fourth placed Payless Shoes with a customer satisfaction rating of 74% have considerable ground to make up to mount a challenge for the 2019 award.

### Roy Morgan Shoe Store Customer Satisfaction April 2019 – Top 4



**Source:** Roy Morgan Single Source Australia, May 2017 – April 2018, n=15,000, May 2018 – April 2019, n= 14,739.  
**Base:** Australians 14+.

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## **Australia's 1.46 million shoe store shoppers are dominated by Women**

Analysing Australia's shoe store shopping market shows 1.46 million Australians shop at a shoe store in an average four weeks. Over three-fifths of shoppers at Australian shoe stores are women equating to around 880,000 shoppers compared to only 580,000 men.

Analysing Australia's shoe store shoppers by generation reveals 470,000 Australians in Generation X (born 1961-1975) shop at shoe stores in an average four weeks, nearly a third of all shoe store shoppers, and easily the largest market by generation for Australian shoe stores.

Around a fifth of shoe store customers can be found in Millennials (born 1976-1990), Generation Z (born 1991-2005) and the Baby Boomers (born 1946-1960) with the remainder from the older Pre-Boomers generation (born pre-1946).

Generation X also represents the largest share of customers for Williams, The Athlete's Foot and Payless Shoes. Only Spend Less Shoes stands out with their largest markets represented by the younger folks of Generation Z and the Millennials.

## **Michele Levine, CEO, Roy Morgan, says Australian shoe stores have shared the honours in recent years with three different shoe stores winning the Annual Roy Morgan Shoe Store Customer Satisfaction Award in the last three years:**

*"Although three different shoe stores have shared the Annual Roy Morgan Shoe Store Customer Satisfaction Award from 2016-2018, defending champion Williams is in prime position to repeat last year's victory after winning the April award with a customer satisfaction of 88% ahead of closest competitor The Athlete's Foot on 86%.*

*"As well as a victory in 2018 Williams was also a three-time winner of the Annual Roy Morgan Shoe Store Customer Satisfaction Award in 2011-13 while The Athlete's Foot won in 2015 and 2017 and Spend Less Shoes was a winner in 2016.*

*"Although the customers of all four leading shoe stores are women there are significant differences in the proportion of female customers. Over 70% of the customers of fourth placed Spend Less Shoes are women followed by Williams and Payless Shoes while only just over half of The Athlete's Foot customers (53%) are women.*

*"The two leading stores also attract different age groups amongst Australia's 1.46 million shoe store customers. While Generation X are the leading customers for both Williams and The Athlete's Foot the Baby Boomers are the second largest source of customers for Williams whereas The Athlete's Foot attract the younger Generation Z.*

*"To learn more about Australia shoe store customers contact Roy Morgan to gain access to the in-depth analysis drawn from interviews conducted with over 50,000 Australians per year as part of Roy Morgan's [Single Source](#) survey."*

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>

## **Roy Morgan Enquiries**

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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 75 years' experience in collecting objective, independent information on consumers.

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**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