

Friday, 10 August 2018

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

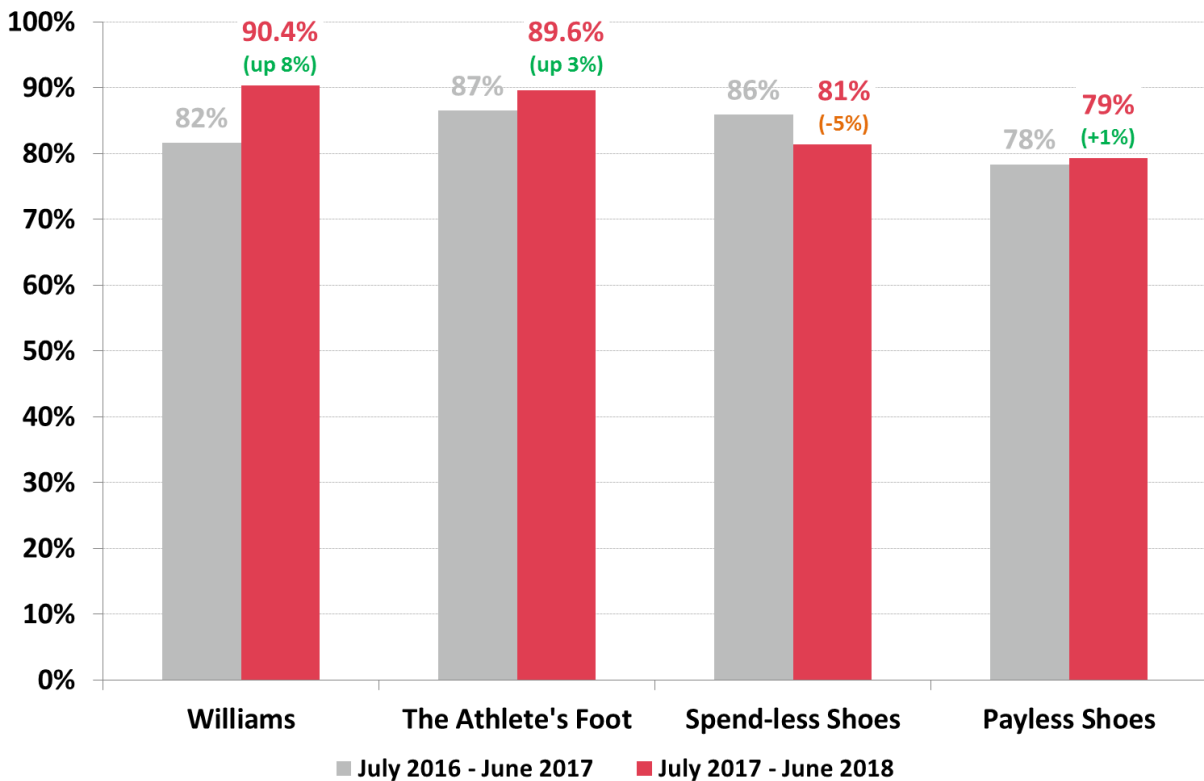
Williams has Australia's most satisfied shoe store customers in June with a customer satisfaction rating of 90.4% a significant increase of 8% from a year ago. Williams has overtaken both The Athlete's Foot and Spend-less Shoes for customer satisfaction over the last year to claim monthly victories in each of the last three months: April – June 2018.

Defending champion The Athlete's Foot improved its customer satisfaction by 3% from a year ago to 89.6% to finish just behind Williams in June, separated by less than 1% from the winner.

However, customer satisfaction for third placed Spend-less Shoes declined over the last year by 5% to 81% to now be just in front of fourth placed Payless Shoes on 79%.

The Athlete's Foot and Spend-less Shoes have shared the last three Annual Roy Morgan Shoe Store Satisfaction Awards between 2015-2017 but are facing a strong challenge from Williams this year.

### Roy Morgan Shoe Store Customer Satisfaction June 2018 – Top 4



**Source:** Roy Morgan Single Source Australia, July 2016 – June 2017, n=14,544, July 2017 – June 2018, n= 14,836.  
**Base:** Australians 14+.

### Australia's 1.37 million shoe store shoppers are dominated by Women

Analysing Australia's shoe store shopping market shows nearly 1.4 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 830,000 shoppers compared to only 540,000 men.

Women dominate at Williams, Spend-less Shoes and Payless Shoes while the more sporting-shoe oriented focus of The Athlete's Foot sets it apart with more men shopping at The Athlete's Foot than women.

Analysing Australia's shoe store shoppers by generation reveals it is Generation X which comprises the largest market by generation for Australian shoe stores.

Over a quarter of Australia's shoe store shoppers are Generation X (born between 1961-1975) and Generation X has the largest share of customers for Williams, The Athlete's Foot and Payless Shoes. Only Spend-less Shoes stands out with their largest market represented by the younger folks of Generation Y.

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

*"Williams is Australia's leading shoe store in June 2018 winning the monthly Roy Morgan Shoe Store Customer Satisfaction Award with a rating of 90.4% a significant 8% improvement on their performance a year ago in June 2017.*

*"The much improved performance from Williams was enough to overtake both defending 2017 Roy Morgan Annual Shoe Store Customer Satisfaction Winner The Athlete's Foot on a customer satisfaction of 89.6% and 2016 Annual Winner Spend-less Shoes.*

*"Williams is now in a good position to take out the 2018 Roy Morgan Annual Shoe Store Customer Satisfaction Award which the leading shoe store last won in 2013 on the back of a third consecutive annual victory (2011, 2012 & 2013).*

*"Interestingly Williams and June runner-up The Athlete's Foot tend to target different markets for the bulk of their customers. Nearly two-thirds of Williams customers are women and only just over a third men, whereas around 55% of The Athlete's Foot customers are men.*

*"So far in 2018 both Williams and The Athlete's Foot have enjoyed multiple monthly wins and half-way through the year it looks almost certain one of these two outlets will add another Annual victory to the honour roll at the 2018 Roy Morgan Annual Customer Satisfaction Awards night."*

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 retail 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