

*Discover your edge*

Friday, 20 October 2017

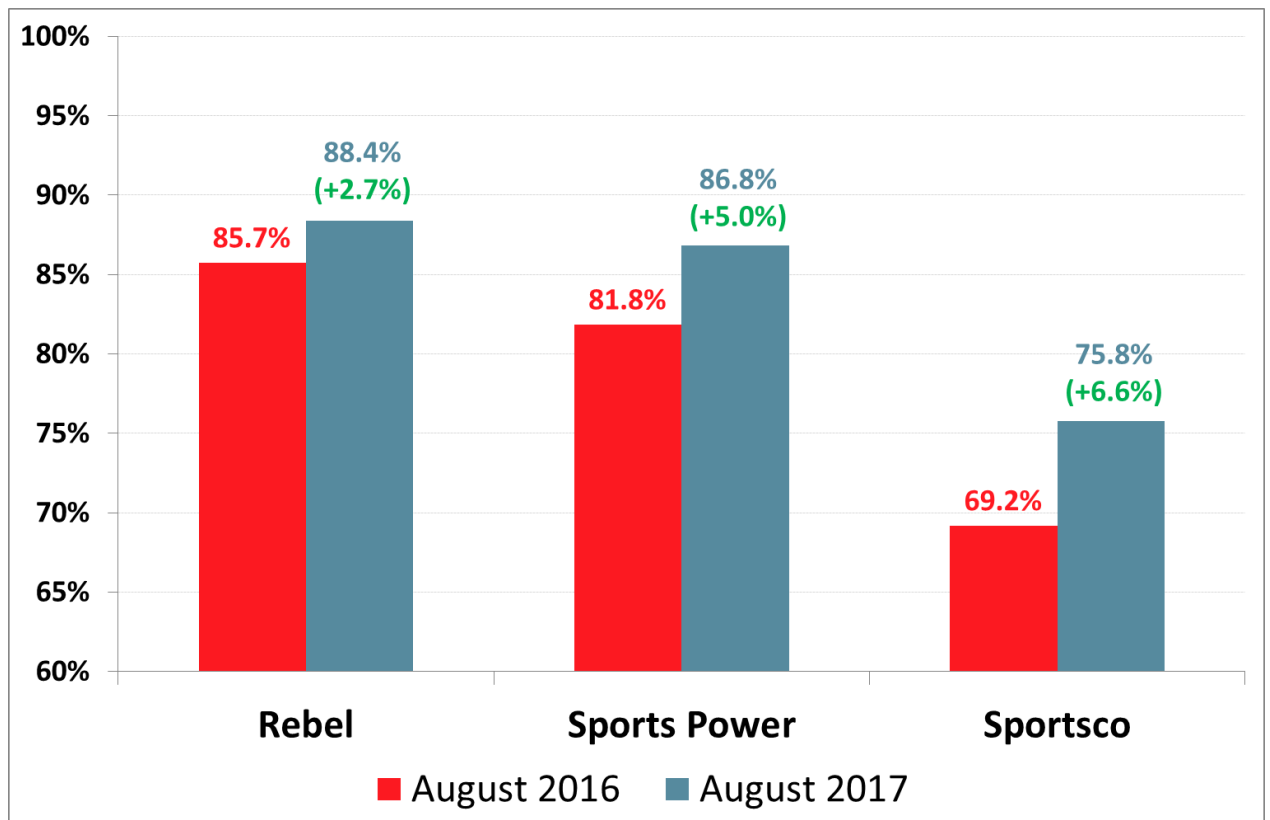
## It's Official: Rebel is Australia's top sports store

Rebel Sports is Australia's leading sports store with a market-leading customer satisfaction rating of 88.4% in August, up 2.7% from a year ago.

The strong performance from Rebel Sports in 2017 leaves rivals Sports Power with a customer satisfaction rating of 86.8% and Sportsco, on 75.8%, with work to do bridging the gap on Rebel.

The good news for both Sports Power and Sportsco is that they have achieved greater increases in their customer satisfaction ratings than Rebel over the past year – so they are closing the gap on Rebel.

### Roy Morgan Sports Store Customer Satisfaction August 2017



Source: Roy Morgan Single Source Australia, September 2016 – August 2017. n=14,787. Base: Australians 14+.

#### Michele Levine, CEO, Roy Morgan Research, says:

*"Rebel Sports has again been named as Australia's leading sports store in August with a customer satisfaction rating of 88.4% beating out competitors Sports Power on 86.8% and Sportsco on 75.8%.*

*"Rebel Sports victory in August builds on consecutive wins in the Annual Roy Morgan Customer Satisfaction Awards in 2015-16 and Rebel Sports will be aiming for a 'threepeat' in the Sports Store category at the 2017 Annual Awards.*

*“As Australia heads towards the Summer months sports viewers will be sure to see Rebel Sports logo prominently displayed during the third season of the Women’s Big Bash League which runs from early December through to a Grand Final in February.*

*“Rebel Sports is the naming rights sponsor for the new league, known as the WBBL, which is at the forefront of the fast growing category of women’s sport in Australia.*

*“Looking more broadly, Twenty20 Cricket in Australia has grown spectacularly in recent years with over 1.1 million Australians going to a professional Twenty20 cricket game in the last year – up over 80% from 2013 when only 630,000 attended a game.”*

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 Research’s retail and Customer Satisfaction data, please contact:**

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### **About Roy Morgan Research**

Roy Morgan Research 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 Research 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
50,000	±0.4	±0.4	±0.3	±0.2