



Monday, 16 December 2019

Betta Home Living takes out fifth customer satisfaction award and overtakes JB Hi-Fi in race for annual prize

New Roy Morgan customer satisfaction data shows Betta Home Living won October's Furniture/Electrical Store of the Month Award, with a satisfaction rating of 93%. The win takes Betta Home Living to five monthly satisfaction awards for the year, ahead of JB Hi-Fi on four.

The [Roy Morgan Furniture/Electrical Store Customer Satisfaction Report](#) shows Betta Home Living is ahead of Ikea (91%) Harvey Norman (90%), JB Hi-Fi (89%) and The Good Guys (87%).

These latest customer satisfaction ratings are from the Roy Morgan Single Source survey, compiled by in-depth face-to-face interviews with over 1,000 Australians each week in their homes.

Roy Morgan CEO Michele Levine says that Betta Home Living's surge in ratings over the second half of 2019 has put it in a strong position for the annual Roy Morgan customer satisfaction award.

"JB Hi-Fi was the store to beat earlier in the year, leaping ahead with four consecutive wins in the first four months of 2019. Although its satisfaction ratings have declined only marginally, that has been enough to open the door for Betta Home Living, which has been unbeatable since mid-year.

"Betta Home Living now has five monthly satisfaction awards for 2019, with JB Hi-Fi on four. Given there are two monthly awards still to be announced, the annual satisfaction award for furniture/electrical retailers remains up for grabs.

"Ikea, which won last year's Furniture/Electrical Store of the Year award, has struggled throughout 2019, winning only one monthly award, back in May. It's a particularly disappointing result for the Swedish homewares giant, as it had six second-place finishes throughout the year," Ms. Levine said.

Roy Morgan data reveals the typical Betta Home Living customer

The quintessential Betta Home Living customer is a woman from the Baby Boomer generation, classed as a Light Spender with a household income of around \$70,000.

She's likely to be part of the [Fair Go](#) Roy Morgan Helix Community. People in this community tend to struggle to make ends meet and are looking for a better deal in life, but are making the best of things. However, they can also be pessimistic, cynical, and likely to feel they get a raw deal out of life.

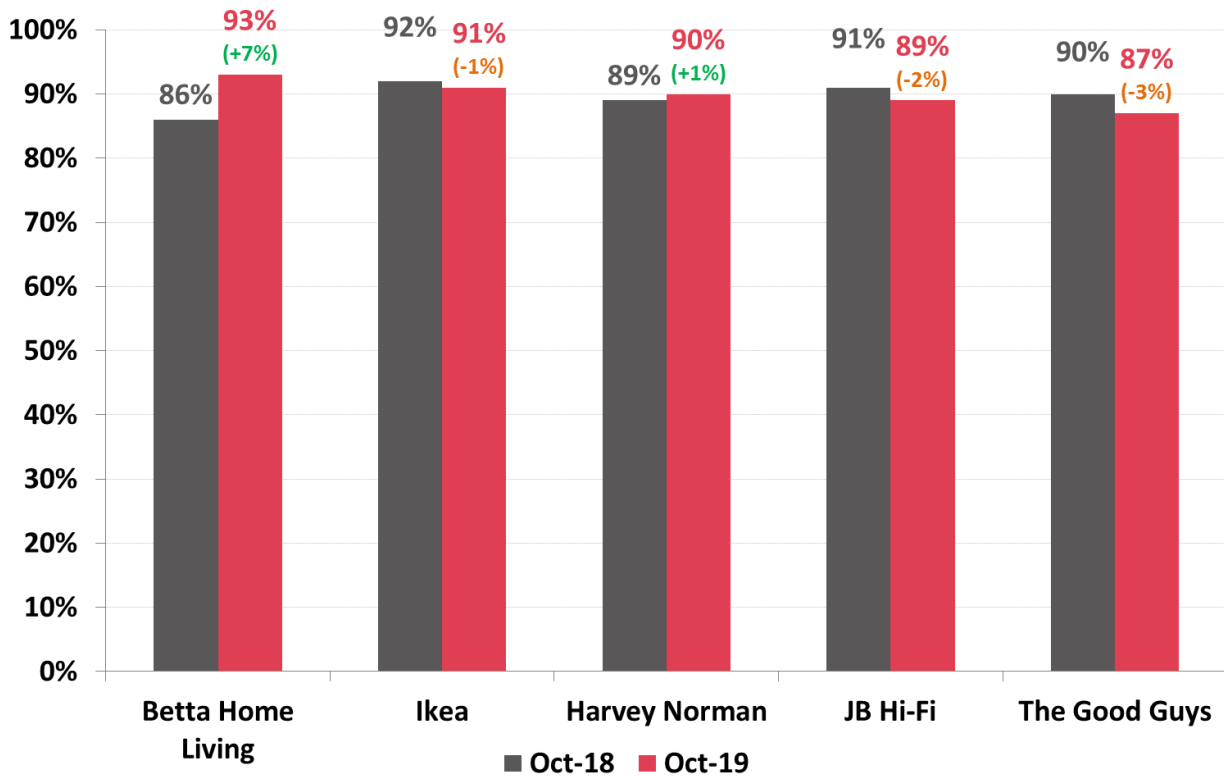
Within the Fair Go Community, she'll likely belong to the [Quiet Home Life](#) Helix Persona. More than half of this group are aged 50+ and live a modest lifestyle in and around large regional cities and coastal towns in New South Wales, Queensland and Victoria.

When it comes to health, she's more likely than the average Australian to be concerned about her sugar intake and cholesterol level, to try to buy additive free food, and to feel that a low-fat diet is a way of life.

She's also less environmentally minded than others. For example, she's more likely than the average Australian to believe that threats to the environment are exaggerated, and to believe that environmentally friendly products are overpriced. She's also less likely to recycle and to perceive herself as an environmentalist.

FOR IMMEDIATE RELEASE

Leading furniture/electrical store customer satisfaction ratings



Source: Roy Morgan Single Source Australia, November 2017 – October 2018, n = 3,961. November 2018 – October 2019, n = 3,453 **Base:** Australians 14+ who purchased from a furniture/electrical store in the past four weeks

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 by brand, and importantly, by competitive set. Detailed data and analysis are included in the Roy Morgan Furniture/Electrical 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>.

Related research findings

For further in-depth analysis, view the [Furniture/Electrical Store Customer Satisfaction Report](#).

For further comments or information about Roy Morgan's furniture and electrical store and additional retail consumer data please contact:

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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