

Millers and Katies rated equal number one with more of their customers satisfied than any other clothing store, according to the Roy Morgan Retail Satisfaction Report for September 2011.

These two stores with 90% of their customers either very or fairly satisfied, were followed by Rockmans (89%), Suzanne Grae (88%), and Just Jeans (87%). Other stores in this category that fell below the category average were BNT, Jacqui E, Jay Jays, Jeans West, Lowes, Sussan and Esprit, and bottom two stores were Sportsgirl and Portmans. Satisfaction* with Clothing Stores Source: Roy Morgan Single Source Oct 2010 - Sep 2011. Total bought from one or more Clothing store(s) in the last 4 weeks n=4,395 (based on all 14 stores within the clothing store category). Satisfaction Rating based on respondents who were very satisfied or satisfied with each store bought from in the last 4 weeks. Note: This chart only shows the top 5 stores in this category. Norman Morris, Industry Communications Director, Roy Morgan Research, says:

The satisfaction results reflect positively for budget conscious stores such as Millers, and Katies, who both top the list for satisfying more of their customers, whilst satisfaction of the more premium stores Sportsgirl and Portmans customers was considerably weaker by comparison. With new retailers entering into Australian market such as Zara and recently announced UK chain Top shop, and store closures such as Colorado, it's a time of change from an industry perspective but an exciting time for shoppers. As these new chains are introduced to the Australian market and subsequently tracked in the Retail Satisfaction report, it will be interesting to see how their customer satisfaction compares against their Australian competition. Purchase the complete detailed Roy Morgan Non Food Retailer Customer Satisfaction Report. This report provides a ranking of satisfaction among all of the stores measured and looks at long and short term trends for overall customer satisfaction, at the category level and then at the individual store level. Purchase from an extensive range of Roy Morgan Retail Store Customer Profiles. These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia. Click here to browse thousands of accurate, insightful quantitative Roy Morgan research reports and profiles ready to download now. For more details contact: info@roymorganonlinestore.com