

Friday, 9 August 2019

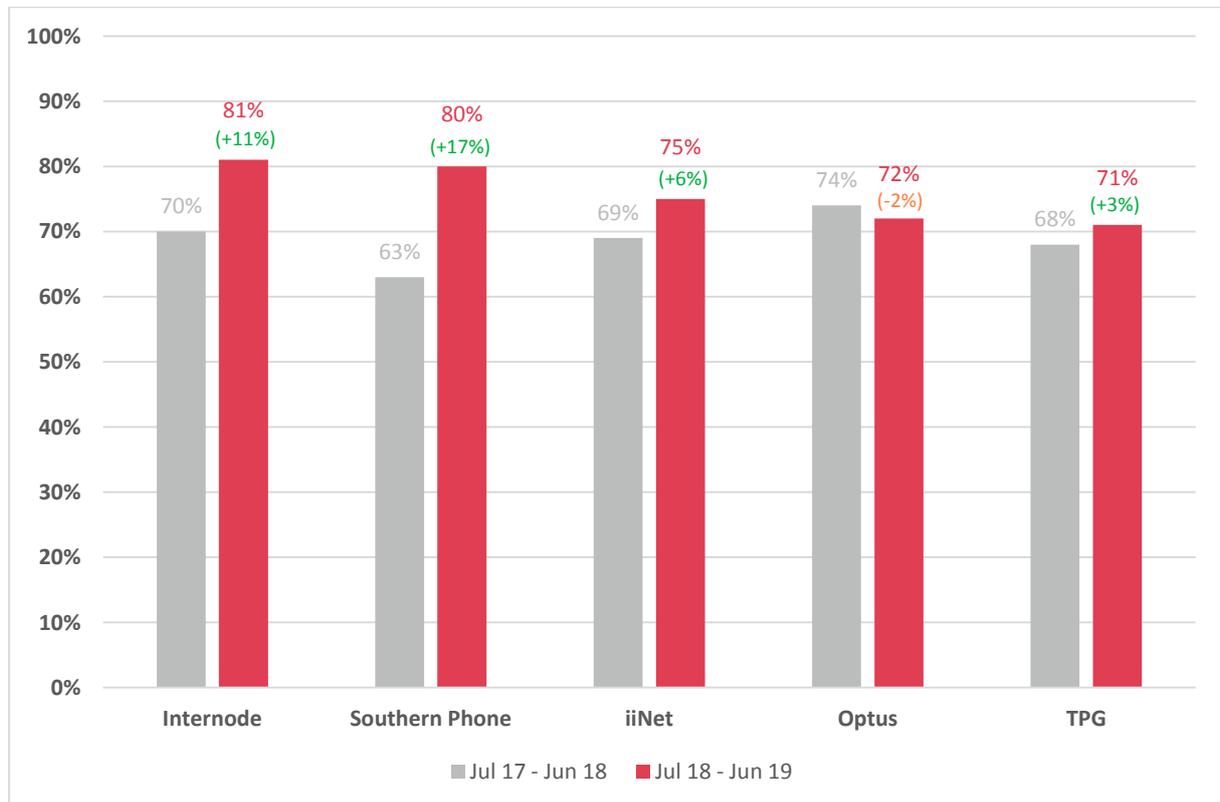
Internode still number one in home phone satisfaction, but perhaps not for long

Internode has won its fourth consecutive Roy Morgan Home Phone Provider of the Month Award with a customer satisfaction rating of 81% for June 2019. However, since moving to top spot in February, Internode's rating has plateaued, and looks like it might be overpassed in the coming months.

Internode's satisfaction rating of 81% was followed by Southern Phone on 80%, iiNet on 75%, Optus on 72% and TPG on 71%. All top five providers increased their ratings from a year ago, except Optus which declined slightly.

Although Internode has demonstrated a marked increase in customer satisfaction since June 2018 (+11%), its ratings have stalled in recent months. However, it's a different story for second-placed Southern Phone, whose ratings have not only increased 17% from a year ago, but also 3% in the past three months. If both trends continue, we may see a new home phone ratings leader next month.

Leading Home Phone Customer Satisfaction Ratings for June 2019

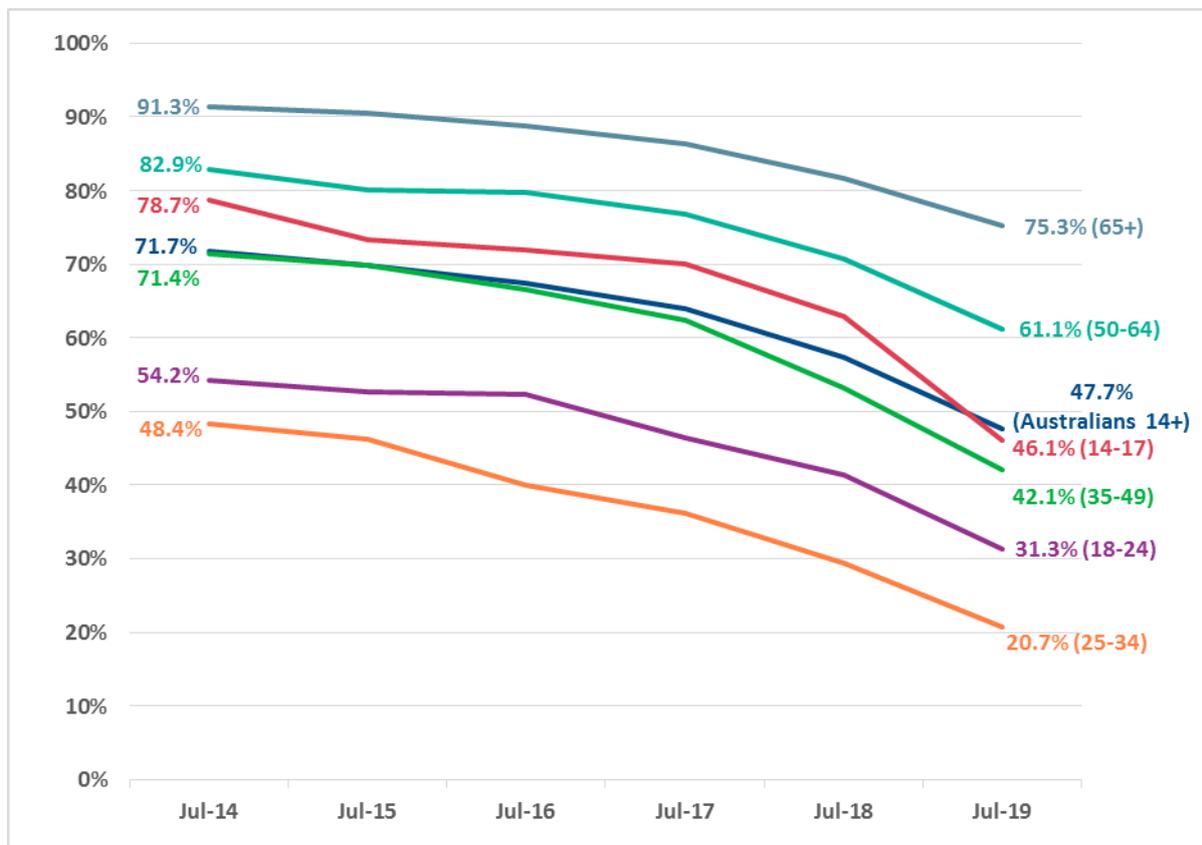


Source: Roy Morgan Single Source Australia, July 2017 – June 2018, n = 4,847. July 2018 – June 2019, n=8,558.
Base: Australians aged 14+ who indicated satisfaction with home phone provider.

Home phone usage has been on a consistent decline over the past number of years. The number of Australians aged 14+ with a home phone dropped from 13.8 million (71.7%) in 2014, to 9.8 million (47.7%) as of July 2019. Unsurprisingly, the number of Australians with one or more mobile phones has risen, increasing from 17.8 million (92.5%) to 19.8 million (95.9%) as of July 2019.

When looking at different age groups, we see Australians aged 65+ having the highest proportion of home phone ownership (75.3%) as of July 2019. This is followed by those aged 50-64 (61.1%), 14-17 (46.1%), 35-49 (42.1%), 18-24 (31.3%) and 25-34 (20.7%).

Home Phone Ownership across age groups



Source: Roy Morgan Single Source Australia, August 2013 – July 2019. Average interviews per year n = 40,815.
Base: Australians aged 14+.

Michele Levine, CEO of Roy Morgan, says:

“Despite the continuing rise of mobile phones the home phone market still comprises a significant number of consumers. Over three-quarters of Australians aged 65+ years old (75.3%) and three-fifths of Australians aged 50-64 years old (61.1%) still have a home phone compared to only a fifth of Australians aged 25-34 years old (20.7%).”

“Unlike some other markets that have very high and stable levels of customer satisfaction, the home phone sector appears to vary in its satisfaction ratings.”

“If we look back to early 2017, the top satisfaction rating was 91%, achieved by Southern Phone – 10% higher than Internode’s current rating of 81%. And yet when we look specifically at Internode and Southern Phone, they have both increased significantly from twelve months ago. These results demonstrate the variability in satisfaction ratings.”

“The wavering customer satisfaction levels of home phone providers opens a window of opportunity for all telcos to deliver services that meet the expectations of consumers, and therefore surpass market competitors.”

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Roy Morgan Customer Satisfaction Awards

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 <https://www.customersatisfactionawards.com>

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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.

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