

Monday, 11 November 2019

## Southern Phone takes top place in Home Phone Satisfaction

**Southern Phone has won its third consecutive Roy Morgan Home Phone Provider of the Month Award, with a customer satisfaction rating of 82% for September 2019. Southern Phone was followed by Internode on a satisfaction rating of 79%, iPrimus on 73%, iiNet on 72% and TPG on 72%.**

Home phone usage has consistently declined over recent years. The number of Australians aged 14+ with a home phone dropped from 14.2 million (74.3% of the population) in 2013, to 9.4 million (45.4%) in September 2019. Meanwhile, the number of Australians with one or more mobile phones has risen over the same period, from 17.7 million (92.2%) to 19.9 million (95.9%).

Australians aged 65+ have the highest proportion of home phone ownership (73.0% as of September 2019). This is followed by those aged 50-64 (58.3%), 14-17 (44.9%), 35-49 (39.9%), 18-24 (28.7%) and 25-34 (18.8%).

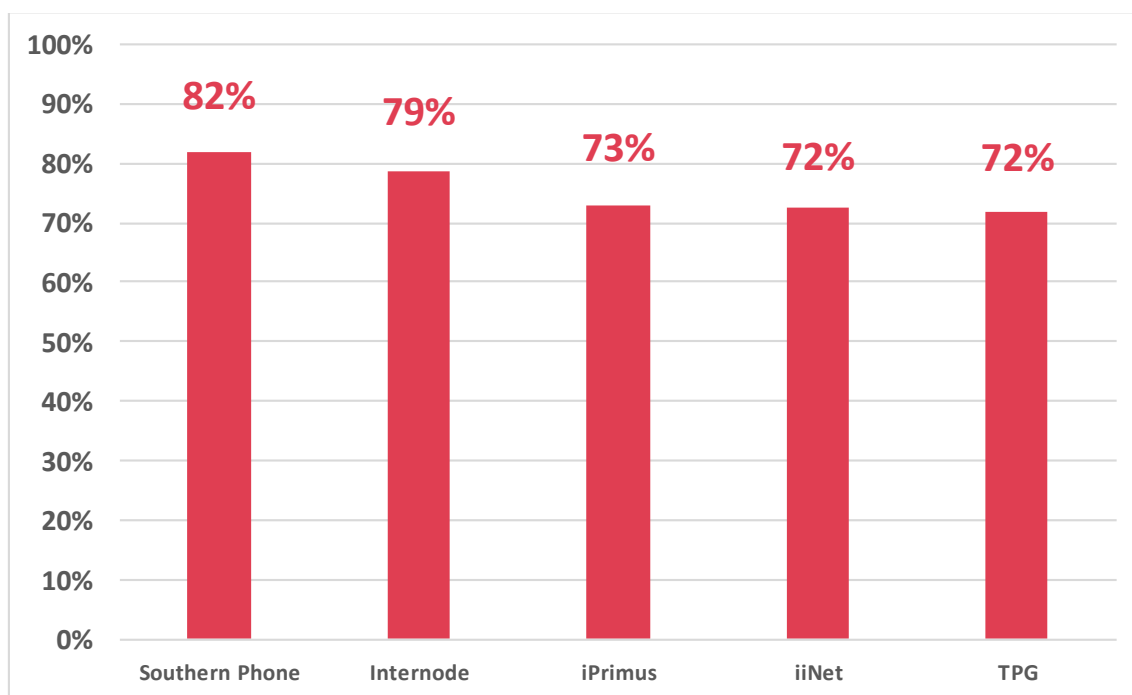
As a group, Australians who use Southern Phone as their home-phone provider tend to skew older than the average home-phone user. The mean age of Southern Phone customers (14+) was 57 years, compared to 53 years for home-phone users in general and 46 for Australians aged 14+ as a whole. In terms of location, they are most likely to be found in country areas (85.5%).

**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. Almost three-quarters of Australians aged 65+ years old and three-fifths of Australians aged 50-64 years old still have a home phone (compared to less than a fifth of Australians aged 25-34 years old).*

*"Southern Phone continues to do a terrific job, taking out this month's Customer Satisfaction Award with a customer satisfaction rating of 82%, a clear lead over its competitors."*

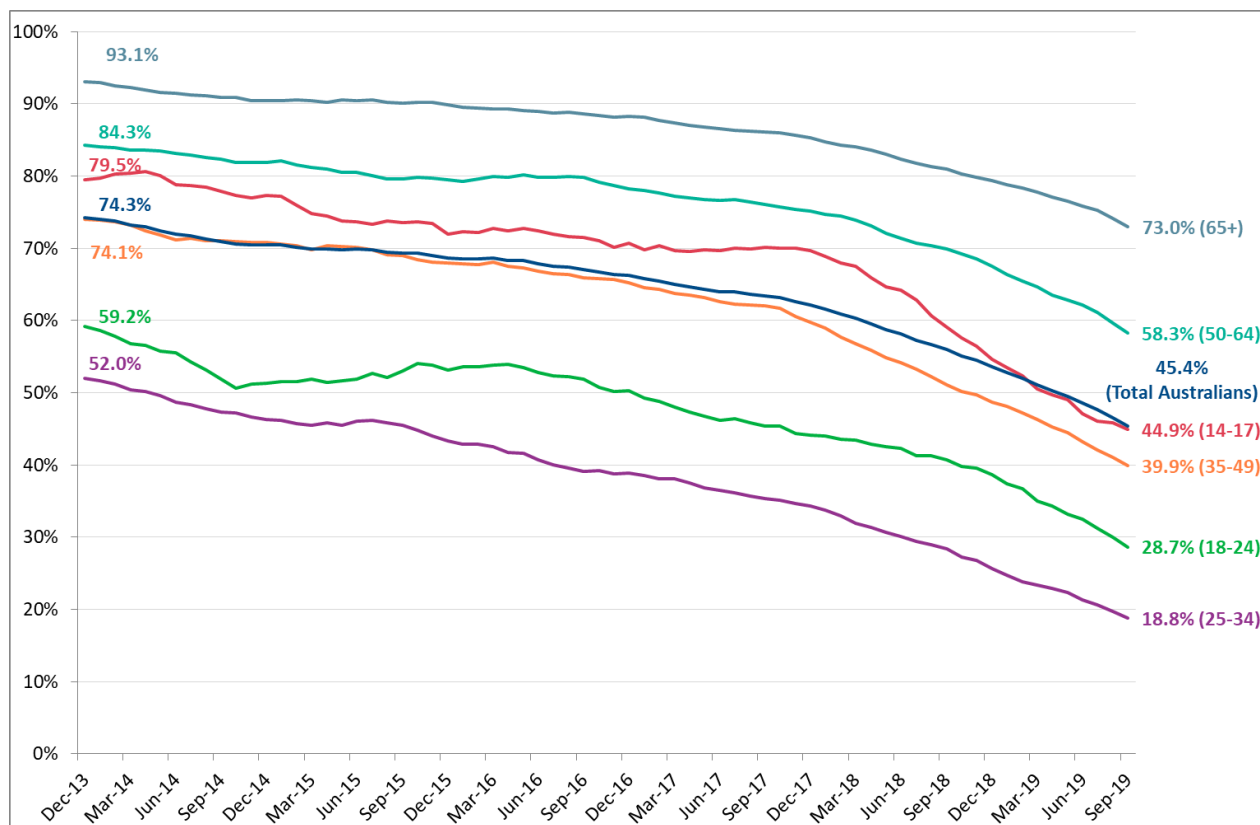
### Leading Home Phone Customer Satisfaction Ratings for September 2019



**Source:** Roy Morgan Single Source Australia, October 18 – September 19, n=7,751.

**Base:** Australians aged 14+ who indicated satisfaction with home phone provider.

## Home Phone Ownership across age groups



**Source:** Roy Morgan Single Source Australia, January 2013 – September 2019. 12-month rolling time periods. Average interview s per 12-month period n = 39,839. **Base:** Australians aged 14+.

The highlights featured in this release are only a small part of the telecommunications data available from Roy Morgan. Our full database enables a truly holistic and unique understanding of consumer behaviour and trends, with information gathered from 50,000 consumers each year, over more than two decades. To find out more ask Roy Morgan.

For further comment or more information please contact:

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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>

### 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