



Monday, 4 November 2019

Apple iPhone wins monthly satisfaction ratings, but Google Phone holds lead in race for the annual award

New Roy Morgan customer satisfaction ratings show the Apple iPhone as the winner of the Handset Provider of the Month Award for September 2019, with a rating of 92.6%.

The latest [Roy Morgan Mobile Phone Handset Customer Satisfaction Report](#) shows Apple iPhone's leading customer satisfaction rating of 92.6% was closely followed by Google Phone (92.5%), Motorola (92%), Samsung (89.9%) and LG (88.9%).

These latest customer satisfaction ratings have been drawn from the Roy Morgan Single Source survey, derived from in-depth face-to-face interviews with over 50,000 Australians each year in their homes.

Roy Morgan CEO Michele Levine says that despite winning two-out-of-three monthly awards, Apple iPhone's chance of an eighth straight annual customer satisfaction award appears out of reach.

"Apple iPhone has been the market leader in terms of customer satisfaction for many years, winning the past seven Roy Morgan Mobile Handset of the Year Awards. However, the strong performance of Google during 2019 may represent a changing of the guard when it comes to phone handset satisfaction with a close contest between the two brands to decide this year's winner.

"There are now a range of handset brands with high standards of performance and functionality and high levels of customer satisfaction which lessens Apple iPhone's impact on the market. The launch of new high performance smartphones such as the Google Pixel 4 in October, Samsung Galaxy Fold in September and Huawei P30 Pro earlier this year shows other brands are stepping up their game and the award is set to be more competitive than ever in 2020, Ms. Levine said.

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 for your brand, and importantly, your competitive set. Detailed data and analysis are included in the Roy Morgan Mobile Handset Customer Satisfaction Report.

What do we know about Google Phone users who are bucking the Apple iPhone trend?

We know that the typical Google Phone user is more likely to be male than female and twice as likely as the average Australian to be aged in the 25-34 bracket. In addition, over three quarters of Google Phone users have a diploma or a degree, or are now studying at university.

The Roy Morgan Value Segments containing the highest number of Google Phone users are [Socially Aware](#) and [Visible Achievement](#), a group which *'while they can afford to buy the best of everything, look for quality and value for money, not necessarily something that is expensive.'*

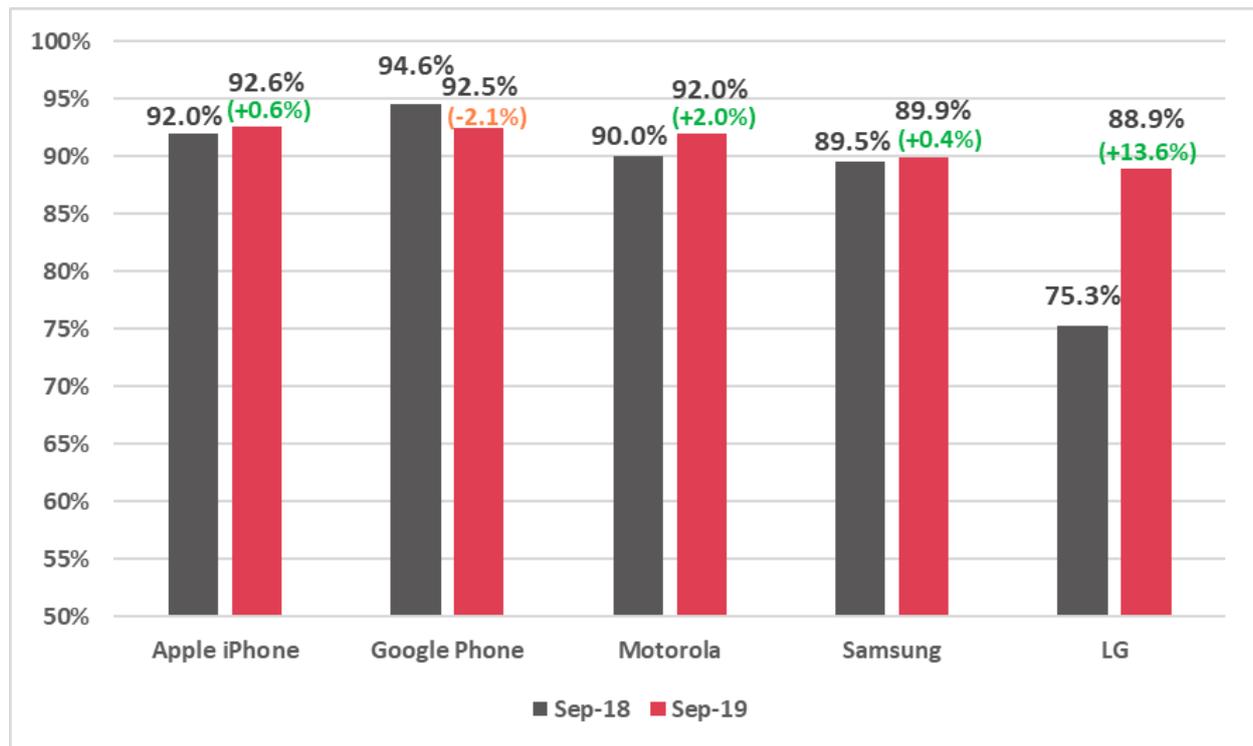
The majority of Google Phone users say they are always ready to try new and different products, and like to try the free samples given out by supermarkets. However their adventurousness doesn't stretch to fashion on the whole, with only one quarter enjoying shopping for clothes.

Google Phone users are also more likely than the average Australian to buy frozen or chilled prepared meals and takeaway food. But any food they eat better taste good, as nearly three-quarters believe taste is more important than ingredients.

When it comes to media consumption the Google Phone user is more likely than the average Australian to have been to the cinema in the last month, and more likely to watch Pay TV/Subscription TV in an average week, but also more likely to have not read any newspapers or listened to any commercial radio.

FOR IMMEDIATE RELEASE

Leading mobile handset provider customer satisfaction ratings



Source: Roy Morgan Single Source Australia, October 2017 – September 2018, n = 13,534. October 2018 – September 2019, n= 12,520. **Base:** Australians 14+ who use a main mobile phone handset.

For comments or more information about mobile phone handset consumer data 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>

Related research findings

For further in-depth analysis, view the [Mobile Phone Handset Customer Satisfaction Report](#) or find out more about consumers who use their mobile phone to access specific content, including [news, sport, email, real estate and much more](#).

If you'd like to know in-depth demographics, characteristics, attitudes and behaviours of any mobile phone handset user, visit our [mobile phone handset profile page](#).

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