



Wednesday, 29 January 2019

Aussie Broadband maintains top position in ISP satisfaction ratings

New Roy Morgan customer satisfaction data shows Aussie Broadband is the latest winner of the Internet Service Provider (ISP) of the Month Award, with a customer satisfaction rating of 92% for November. The achievement marks Aussie Broadband's third win in the [Customer Satisfaction Awards](#) in 2019.

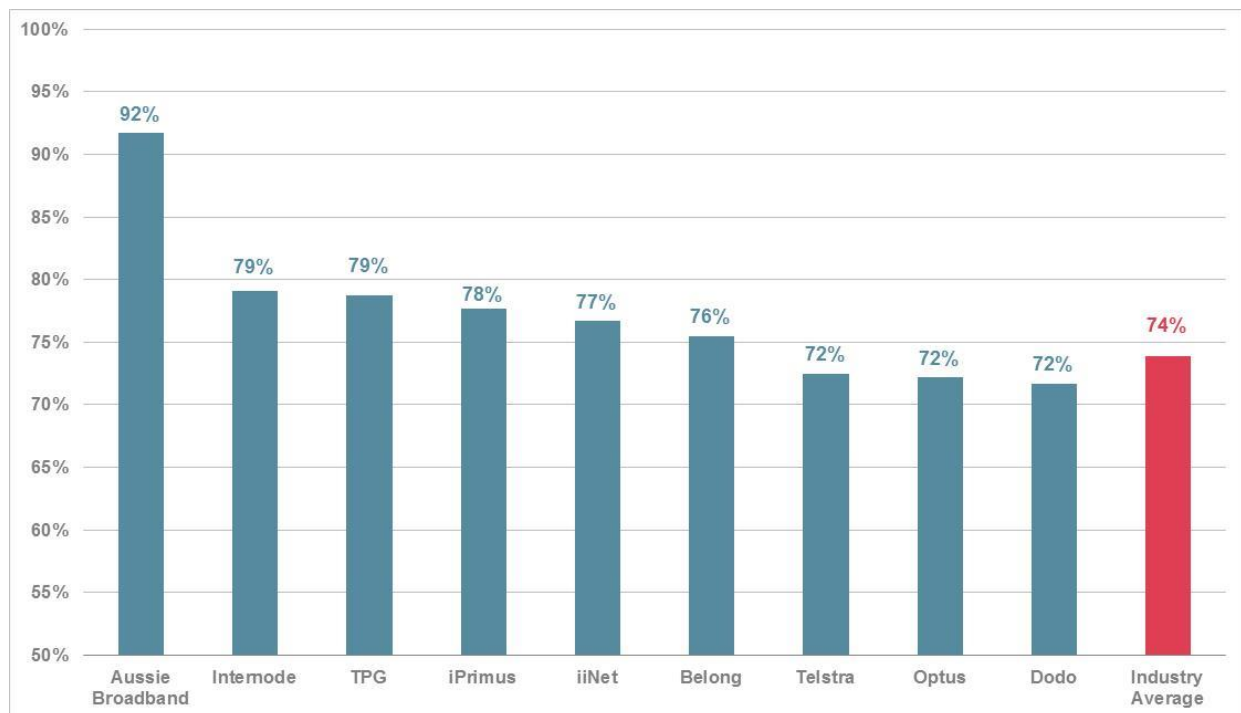
Aussie Broadband's customer satisfaction rating in the [Roy Morgan Internet Service Provider Customer Satisfaction Report](#) puts it well ahead of a trio of TPG Telecom brands including Internode (79%), TPG (79%) and iiNet (77%), with the Vocus Communications owned iPrimus on 78%, ahead of Belong (76%). Telstra and Optus follow on 72%, a full 20% behind the category satisfaction leader.

The ratings are drawn from the Roy Morgan Single Source survey, derived from in-depth personal interviews with over 1,000 Australians each week face-to-face in their homes.

Roy Morgan CEO Michele Levine says Aussie Broadband's consecutive appearances at the top of the satisfaction ratings puts it in a strong position for the coveted annual awards, soon to be announced.

"Aussie Broadband has dominated the Customer Satisfaction Award ratings since its debut monthly victory in September 2019. With a healthy lead of more than 10% points over second-placed Internode, it has proven that ISPs of any size are able to earn customers' confidence in delivery of a quality service. Its continued high satisfaction levels positions the ISP very competitively for the overall annual satisfaction award and if Aussie Broadband is able to continue this trend it will undoubtedly be the ISP to beat in 2020."

Leading internet service provider customer satisfaction ratings



Source: Roy Morgan Single Source Australia, December 2018 – November 2019, n = 7,969.

Base: Australians 14+ with a main home internet service provider.

FOR IMMEDIATE RELEASE

Roy Morgan customer profiles help companies discover who their customers really are

Detailed customer profiles available on the [Roy Morgan Online Store](#) provide deep insight into the customers of Australia's top Internet Service Provider brands. These profiles enable businesses to understand how their customers behave and discover precisely what they want.

A new addition to the Roy Morgan customer profiles is [Helix Personas](#). These analytic tools use deep psychographic insights, far beyond simple demographics, to segment consumers into targetable groups. The data science behind Helix Personas incorporates values, beliefs and attitudes: the strongest predictors of consumer behaviour.

The Aussie Broadband customer profile tells us its typical customer likely belongs to the [Hearth and Home Helix Community](#). People in this community tend to embrace conventional family life. Many see their homes as an expression of their status and achievements.

Within the Hearth and Home Helix Community, the typical customer most likely belongs to the [Working Hard Helix Persona](#). Those in this group are predominantly young families making their way in life, focused on the kids and home life.

Aussie Broadband customers are more likely than average Australians to have ordered home delivered food and to have watched Pay TV in the last 3 months, but less likely to have watched commercial TV.

They enjoy spending time at home and prefer to focus inwardly rather than on social issues, being more likely than the average Australian to shut themselves off from the rest of the world while at home, and less likely to spontaneously entertain guests. They are more likely than the average Australian to enjoy playing computer and video games at home.

For further comment or more information about Roy Morgan's home broadband service provider consumer data please contact:

Roy Morgan Enquiries
Office: +61 (3) 9224 5309
askroymorgan@roymorgan.com

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 Internet Service Provider Customer Satisfaction Report.

Check out the new Roy Morgan Customer Satisfaction Dashboard at
<https://www.customersatisfactionawards.com>

Related research findings

For further in-depth analysis, see the [Internet Service Provider Customer Satisfaction Report](#) or find out more about consumers who use particular internet service providers, including [Internode](#), [iiNet](#), [iPrimus](#), [Dodo](#) and [many others](#)

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