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Majority happy with mobile phone service providers particularly Amaysim, Optus & Virgin

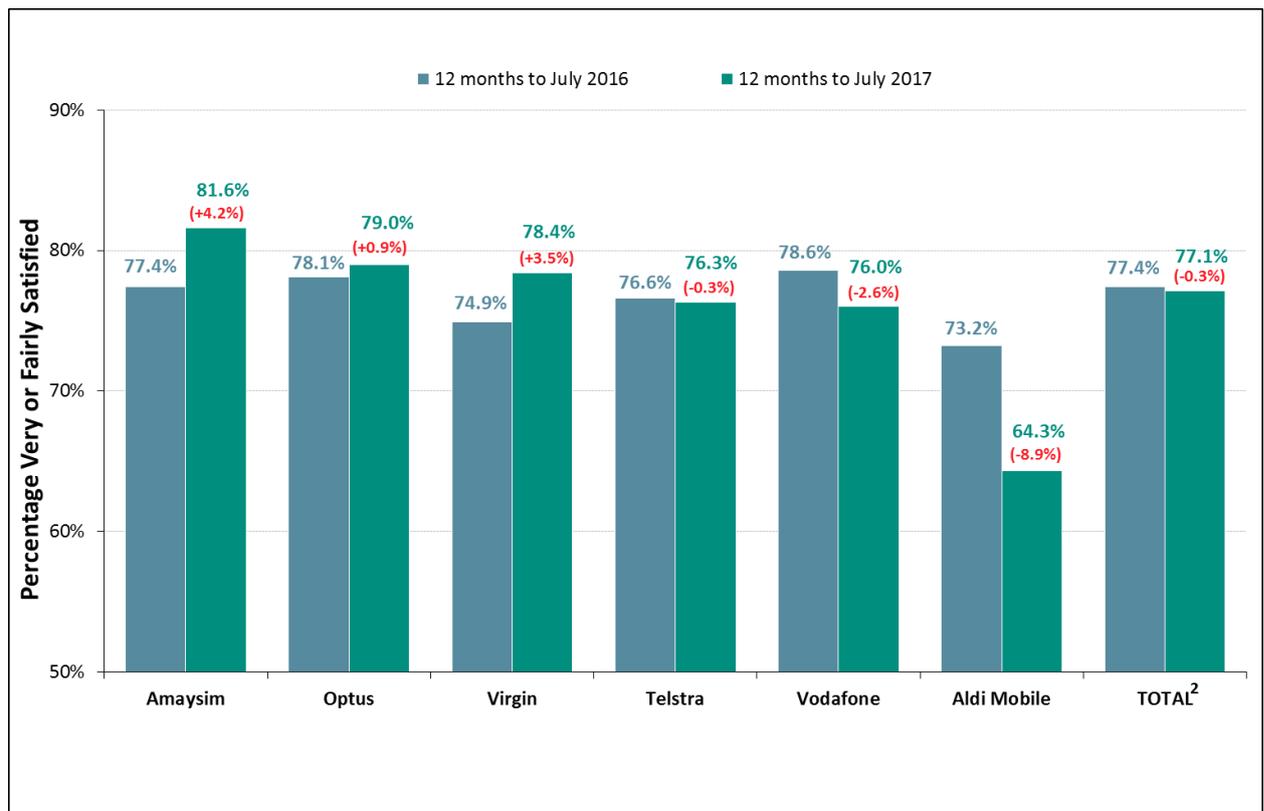
New research from Roy Morgan shows that more than three quarters (77.1%) of mobile phone users were satisfied with their service provider over the year to July 2017. This is an improvement from 73.4% in 2014 but down marginally from 77.4% in 2016.

These are the latest findings from Roy Morgan's Single Source survey of over 50,000 consumers per annum.

Competition tight among major mobile phone service providers

Very little separates the satisfaction of the top five service providers, with Amaysim the leader on 81.6%, followed by Optus 79.0%, Virgin 78.4%, Telstra 76.3% and Vodafone 76.0%. The satisfaction with Aldi Mobile was further behind with 64.3%.

Satisfaction with mobile phone service providers - 6 largest¹ providers



1. Based on customer numbers. 2. Includes brands not shown. **Source:** Roy Morgan Single Source (Australia). 12 months to July 2016, n = 6,292; 12 months to July 2017, n = 6,321. Base: Australians 14+ with mobile phone.

Over the last twelve months, Amaysim was the biggest improver, up 4.2% points to 81.6%. The other two major providers to show improvement were Virgin (up 3.5% points) and Optus (up 0.9% points). Telstra showed a marginal decline (down 0.3% points), while Vodafone was down by 2.6% points and Aldi Mobile down 8.9% points.

Norman Morris, Industry Communications Director, Roy Morgan Research says;

“Our research shows that competition among the leading mobile phone service providers is very tight as seen by the fact that generally little separates them in terms of customer satisfaction. This presents a major challenge for these companies if they are to obtain a competitive advantage on this important metric.

“In addition to measuring satisfaction ratings, which are a key factor in customer retention, we have also analysed the factors involved when choosing a mobile phone service provider. This is an area where there are major differences between providers, for example, customers who choose Telstra overwhelmingly do so for reasons relating to better coverage, whereas other major providers are selected primarily for price related reasons. Roy Morgan also has very detailed data covering twenty factors relating to choice of provider and extensive coverage on many aspects of mobile phone usage.

“The comprehensive data available on mobile phone ownership and usage is invaluable for anyone involved directly in this industry or in the much broader digital environment.”

To learn more about Roy Morgan’s telecommunications data, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 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%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
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