

Thursday, 27 September 2018

## Google wins 'Mobile Phone Handset of the month' for first time

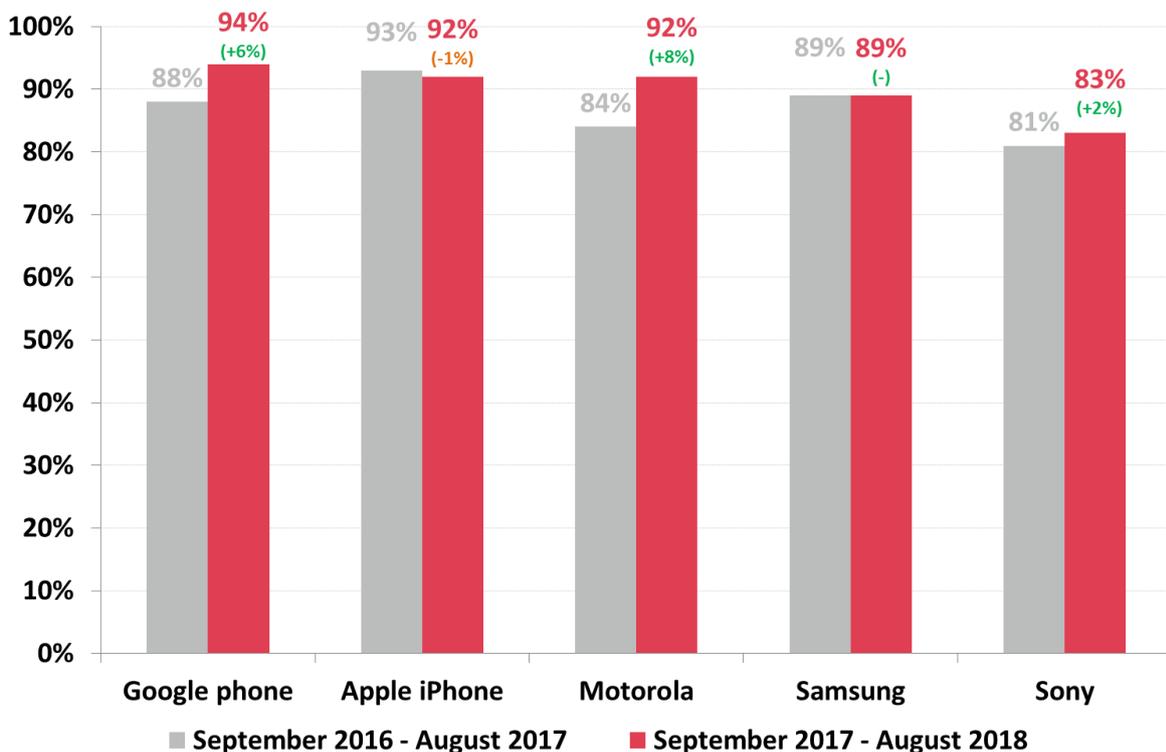
Google has won the Roy Morgan Mobile Phone Handset Customer Satisfaction Monthly Award for the first time in August. With its Google phones, such as Pixel and Nexus, Google achieved an impressive customer satisfaction rating of 94% ahead of long-time favourite Apple iPhone on 92%.

The victory for Google is its first in the mobile handset category after launching the Google Pixel smartphone just under two years ago in 2016 and the Google Nexus over eight years ago in 2010.

Google increased customer satisfaction for its phones by an impressive 6% to 94% over the last year while customer satisfaction for Apple iPhone was virtually unchanged down 1% to 92% and is now level with the other big improver over the past year Motorola up by 8% to 92%.

Samsung is fourth in August with a customer satisfaction rating of 89% unchanged on a year ago whilst Sony fills out the top five on 83%, up 2% from a year ago. Mobile phone handsets measured which didn't make the top five in August include Huawei, HTC, Nokia, LG, Telstra, Blackberry, Oppo and others.

### Top 5 for Mobile Phone Handset Customer Satisfaction August 2018 vs August 2017



**Source:** Roy Morgan Single Source Australia, September 2016 – August 2017, n = 13,310. September 2017 – August 2018. n=13,497. **Base:** Australians aged 14+ with a mobile phone handset.

### Google on top for satisfaction but Apple iPhone and Samsung dominate handset market

Google has now broken through for a victory in the monthly Roy Morgan Mobile Phone Handset Customer Satisfaction. However the Apple iPhone and Samsung phones continue to dominate the overall mobile handset market in Australia with over two-thirds of Australians owning Apple iPhones and/or Samsung phones.

There are key differences between the two market leaders in terms of their customer bases. Apple iPhones have their strongest penetration amongst younger Generations. Over 40% of those in

Generation X, Millennials and Generation Y have an Apple iPhone compared to under a third of Baby Boomers and around a fifth of Pre-Boomers born before 1946.

In contrast, Samsung's customers tend to be older. Over 30% of Baby Boomers and Generation X have a Samsung phone compared to less than 30% of Millennials and only around a fifth of Generation Z.

Although Google's overall customer numbers are far lower than the two market-leaders it is Millennials who are the most likely generation to have a Google phone. Over 40% of Google phones in Australia are owned by Millennials.

**Michele Levine, CEO, Roy Morgan, says Google's victory in the Roy Morgan Mobile Phone Handset Customer Satisfaction category in August brings to an end a record 79 straight monthly victories for the Apple iPhone stretching back to January 2012:**

*"Google has broken through for its first monthly victory in the Roy Morgan Mobile Phone Handset Customer Satisfaction monthly award with a customer satisfaction of 94% in August for its Pixel/Nexus phones, up 6% on a year ago, and now just ahead of Apple iPhone and Motorola both on 92%.*

*"Google's victory in August brings to an end a string of victories for the Apple iPhone over the last seven years with Apple still best placed to take out an eighth Roy Morgan Mobile Phone Handset Customer Satisfaction Annual Award for 2018.*

*"Although satisfaction with Google phones is now higher than all other brands, the market penetration of the phones is small compared to market leaders Apple iPhone and Samsung. Over 13 million Australians now own an Apple iPhone, Samsung phone – or both, which is equivalent to over two-thirds of Australia's adult population.*

*"Apple iPhones are the most popular mobile phones for younger Australians with over 40% of Generation X, Millennials and Generation Z owning an Apple iPhone. In contrast Samsung's largest markets are Australians aged 35-64. Over 2.9 million Australians in this age group own a Samsung.*

*"Google phones including the Pixel, first released in 2016, and the Nexus, released in 2010 remain something of a niche product in Australia. Adoption of Google phones is highest amongst Millennials and in the States of New South Wales and South Australia but is well below the market leaders.*

*"This month's impressive customer satisfaction result for Google phones highlights that there are well-regarded alternatives to the two market leaders for consumers willing to look beyond the well-known mobile handset brands."*

**For comments or more information about [Roy Morgan's Mobile Phone Handsets Customer Satisfaction Report](#) as well as [Mobile Phone Handset Customer Profiles](#) for [Apple iPhones](#), [Blackberry](#), [LG](#), [Motorola](#), [Nokia](#), [Samsung](#), [Sony Ericsson](#), [Telstra](#) and more please contact:**

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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 <http://www.roymorganonlinestore.com/Awards.aspx>

### 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 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%
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2