



 **INSIGHTS HQ**

NZ TELECOMMUNICATIONS CUSTOMER SATISFACTION TRACKING

Six Monthly Report | January – June 2026

Purpose of this research

This research monitors consumer satisfaction with Retail Service Quality (RSQ) for mobile and broadband services.

It helps the Commerce Commission identify areas for improvement, measure the success of its RSQ initiatives, and meet obligations under section 9A of the Telecommunications Act 2001.

Conducted with Insights HQ, the ongoing programme provides consumers with clear information, promotes transparency and competition among Retail Service Providers (RSPs), and enables customers to factor service quality into their choices – driving better performance through acquisition and retention pressure.

Additional data and the questionnaire are available on request.

Methodology

RESIDENTIAL

January – June 2026

2,054

broadband customers

2,044

mobile customers

The residential sample was an adult sample (18+) nationally representative of the New Zealand Population in terms of age, gender and region.

Fieldwork was conducted monthly with this report focusing on the 6 months from January to June 2026.

Data are weighted to reflect the New Zealand population
Margin of error on 2,054 completes is ± 2.16
Margin of error on 2,044 completes is ± 2.17

SME

January – June 2026

688

broadband customers

735

mobile customers

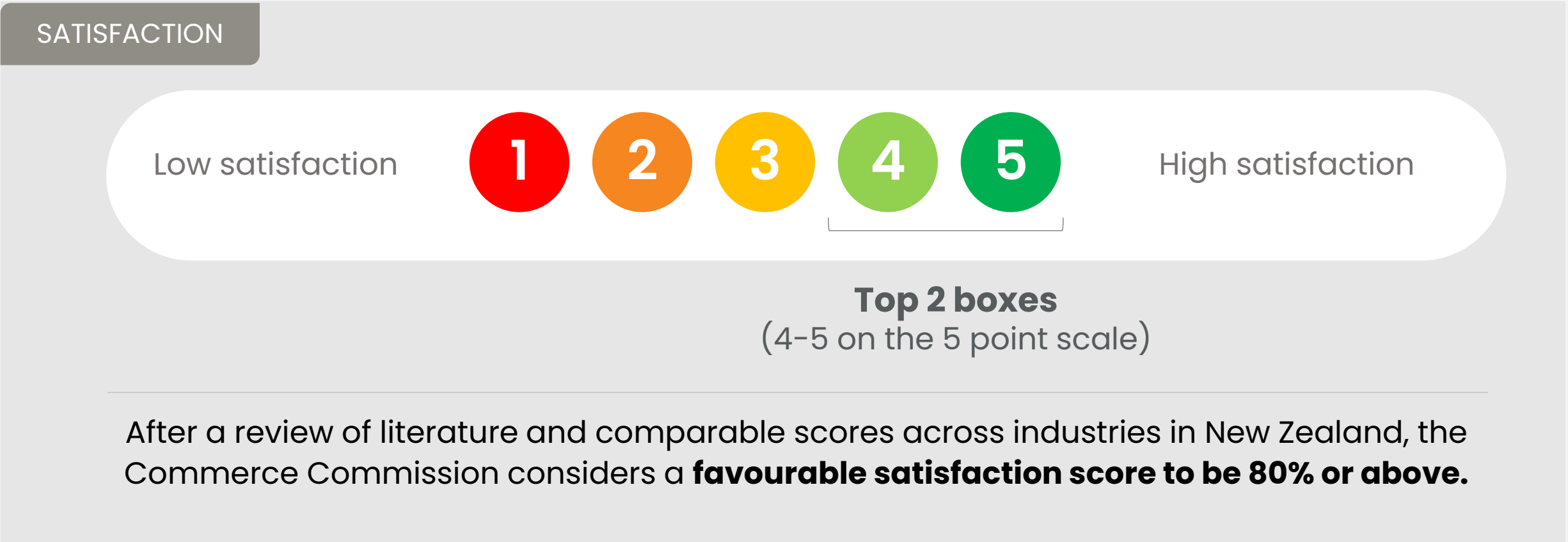
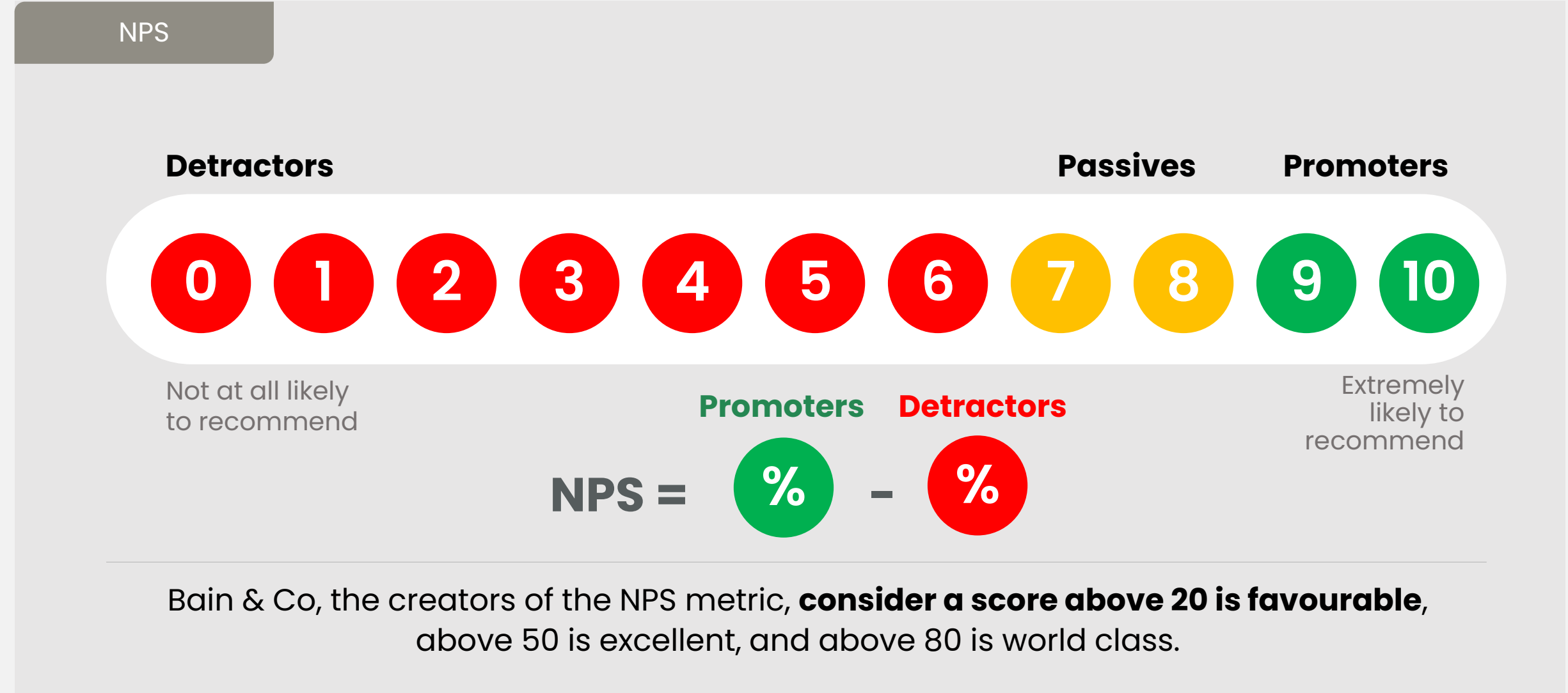
The SME sample talked to businesses with up to 50 full-time employees and was nationally representative of the New Zealand SME population (business size, region).

Fieldwork was conducted monthly with this report focusing on the 6 months from January to June 2026.

Data are weighted to reflect SME FTE/region
Margin of error on 688 completes is ± 3.74
Margin of error on 735 completes is ± 3.62

What is a 'favourable' score?

The data and report includes NPS and Satisfaction scores, with commentary highlighting what is and is not a 'favourable' score.





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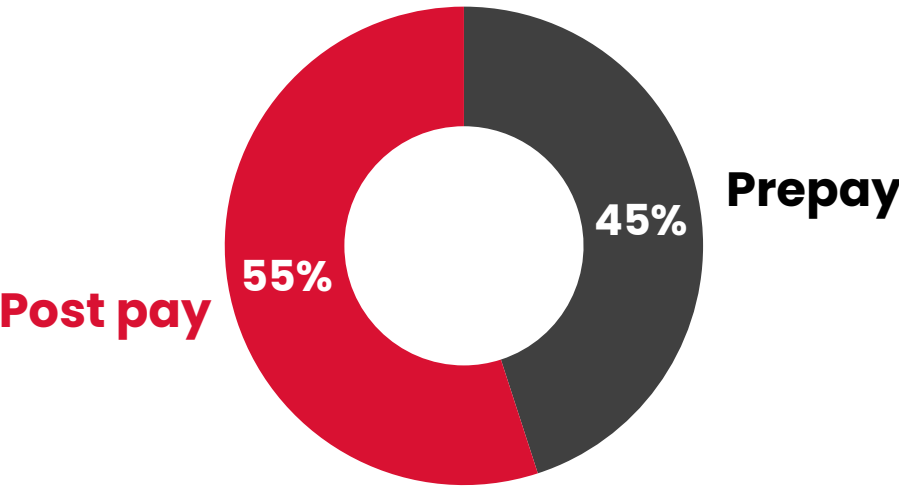
RESIDENTIAL INSIGHTS

NPS and Satisfaction

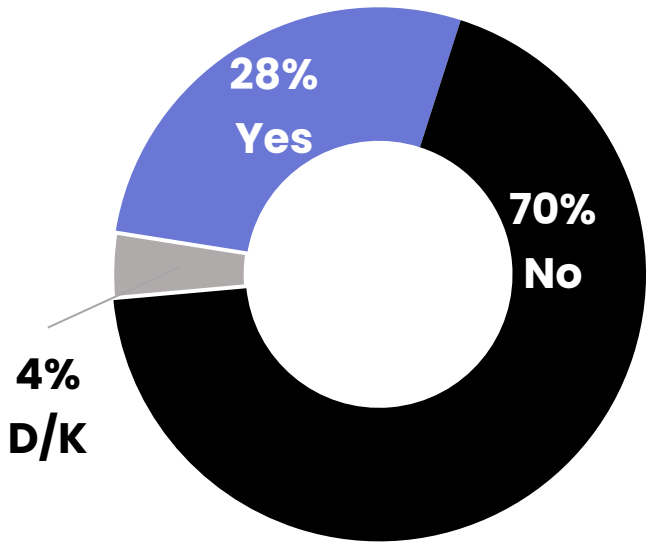
Products + Providers

Residential

MOBILE PLAN

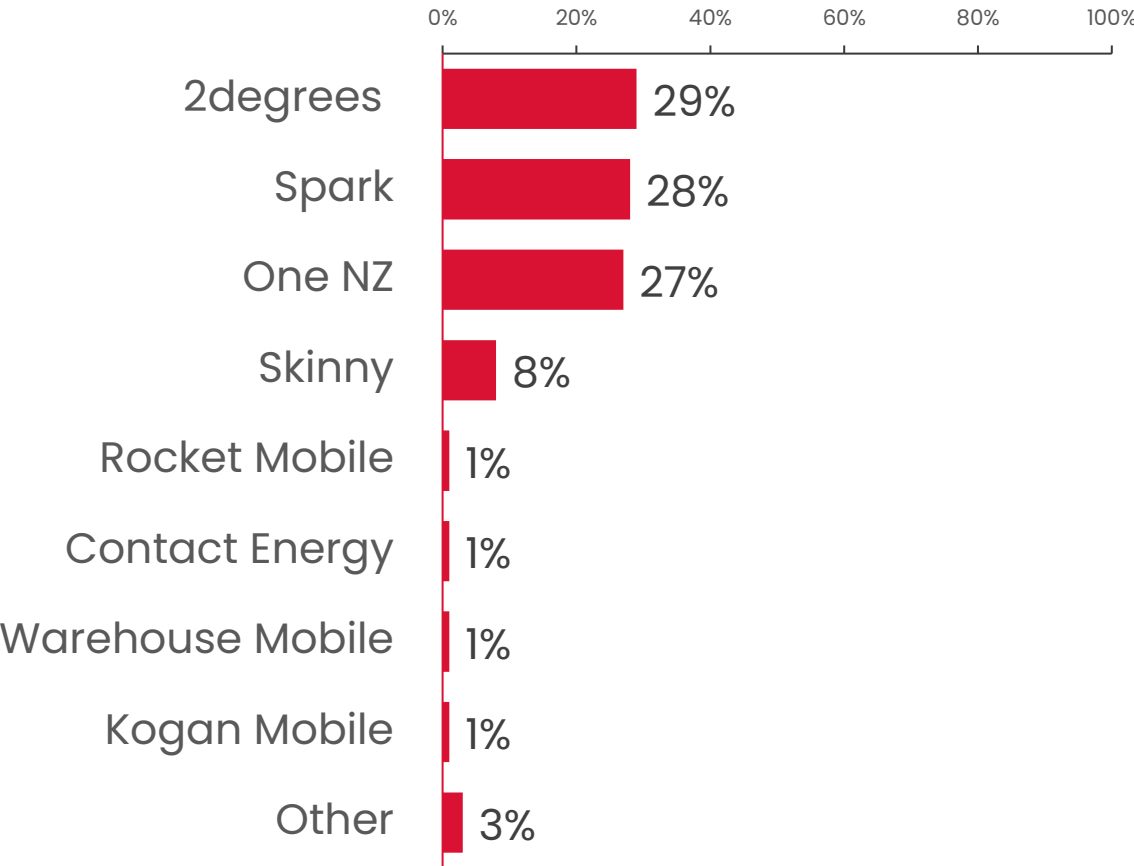


ELECTRICITY BUNDLE

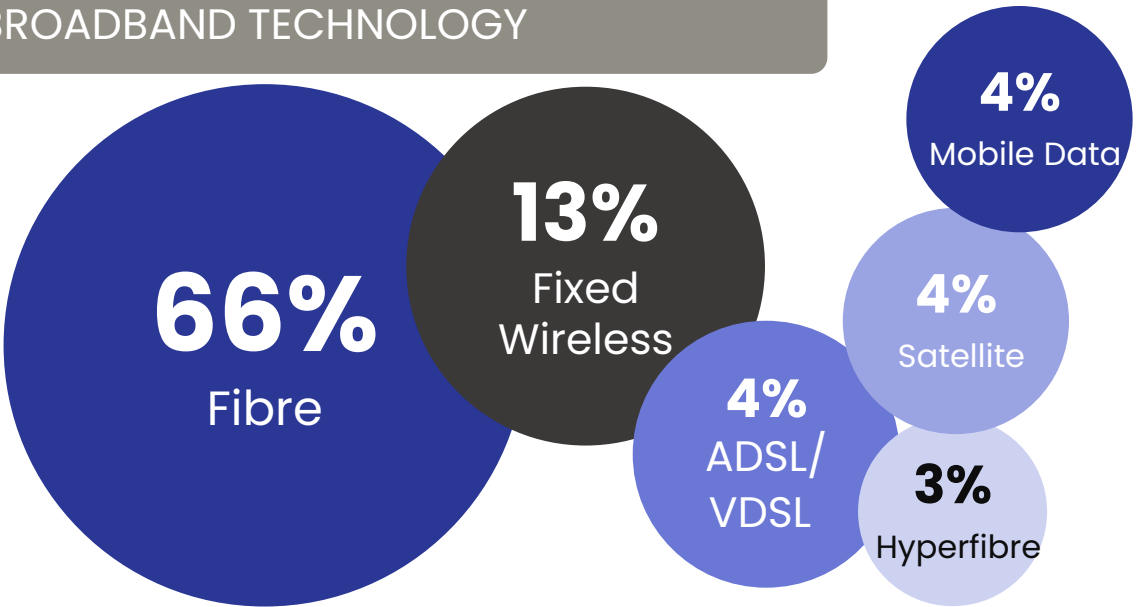


adds to more than 100% due to rounding

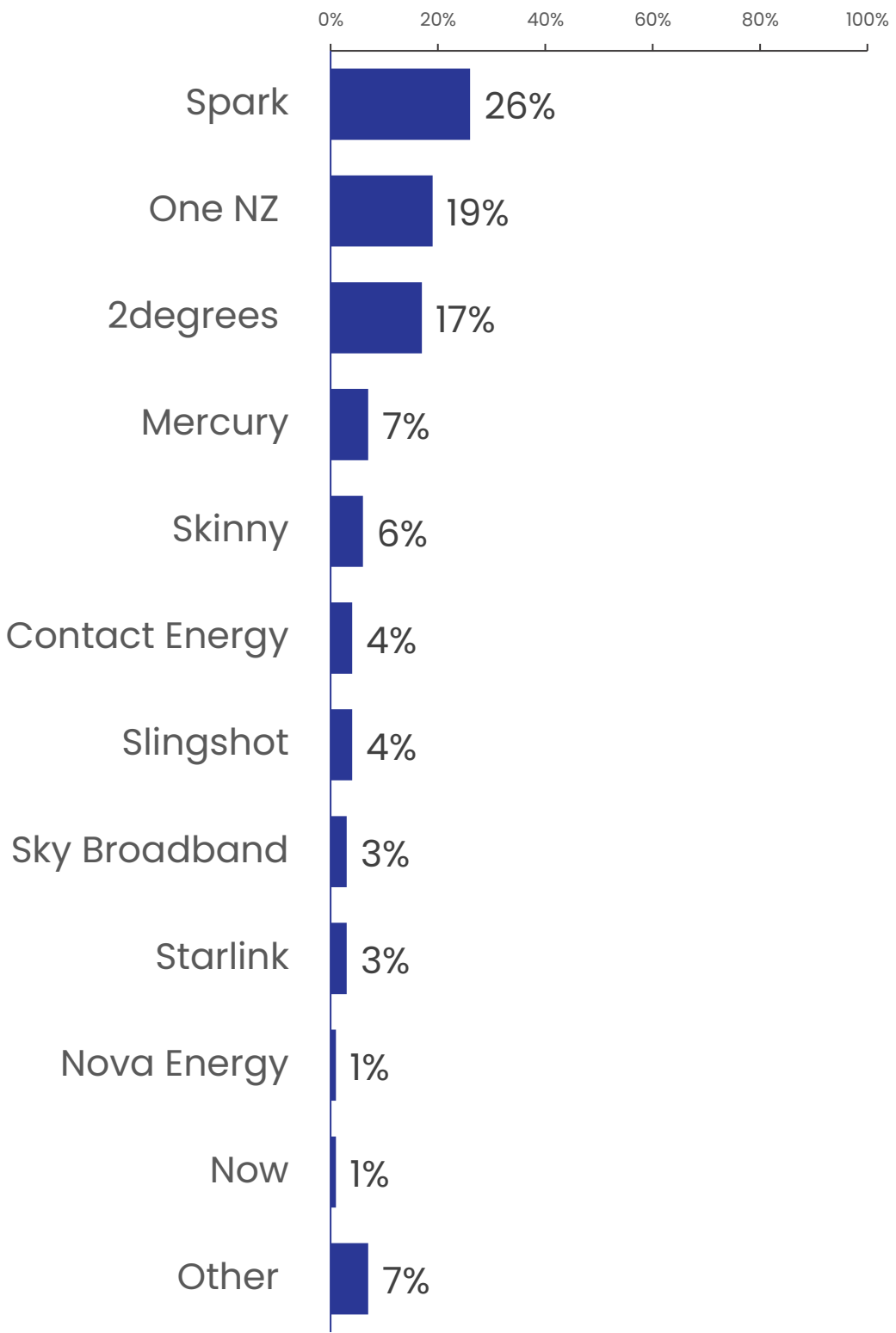
MOBILE PROVIDER



BROADBAND TECHNOLOGY

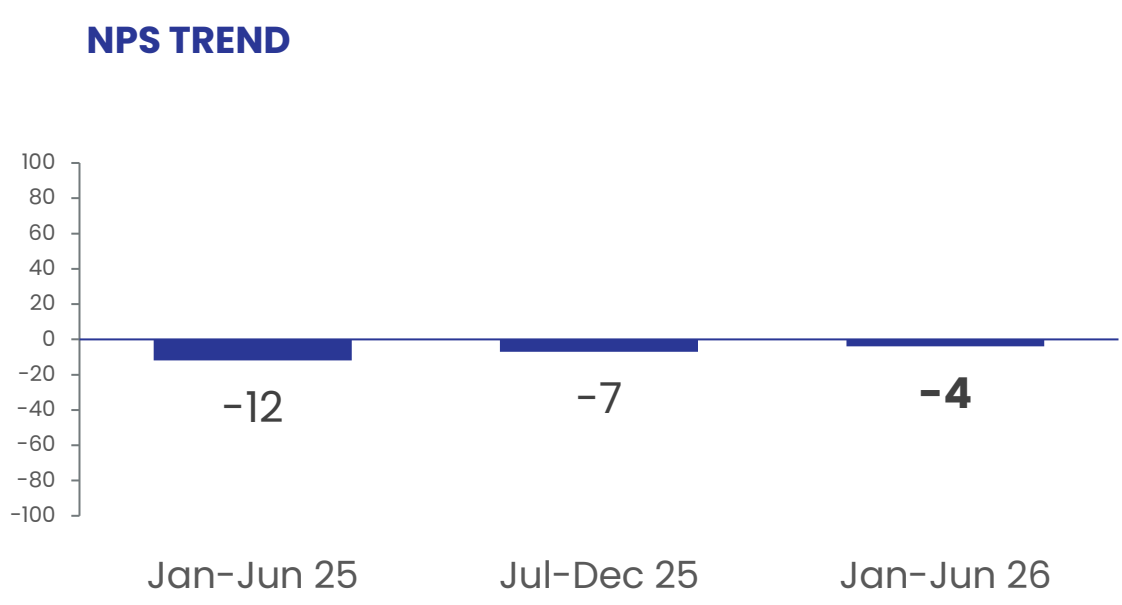
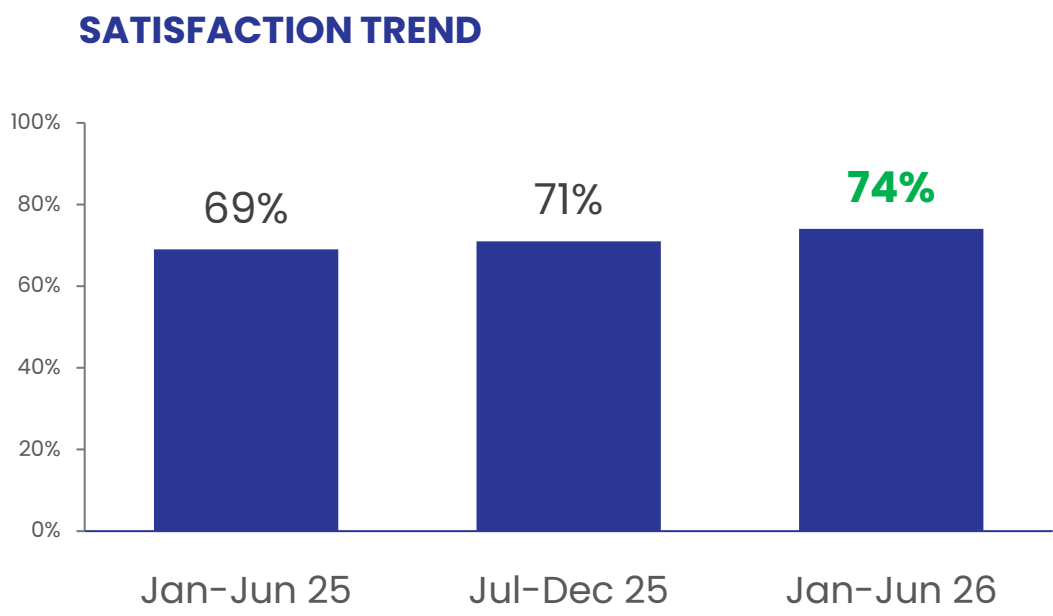
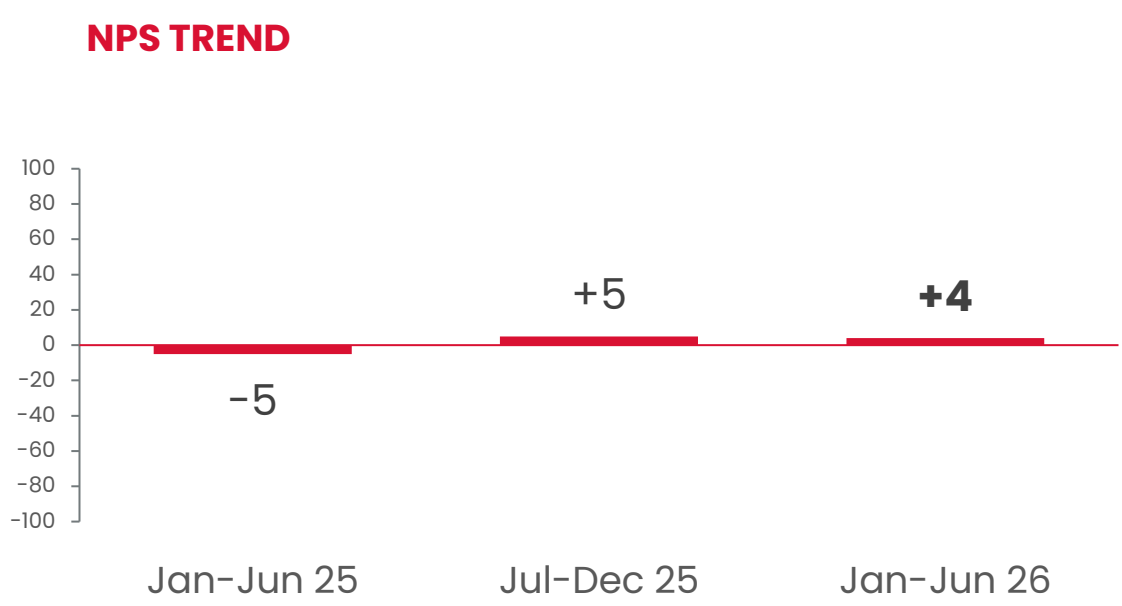
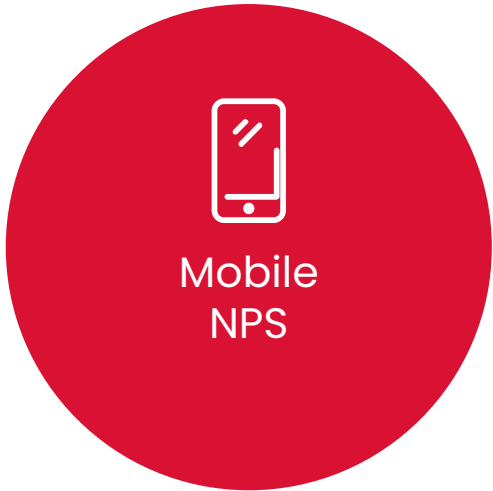
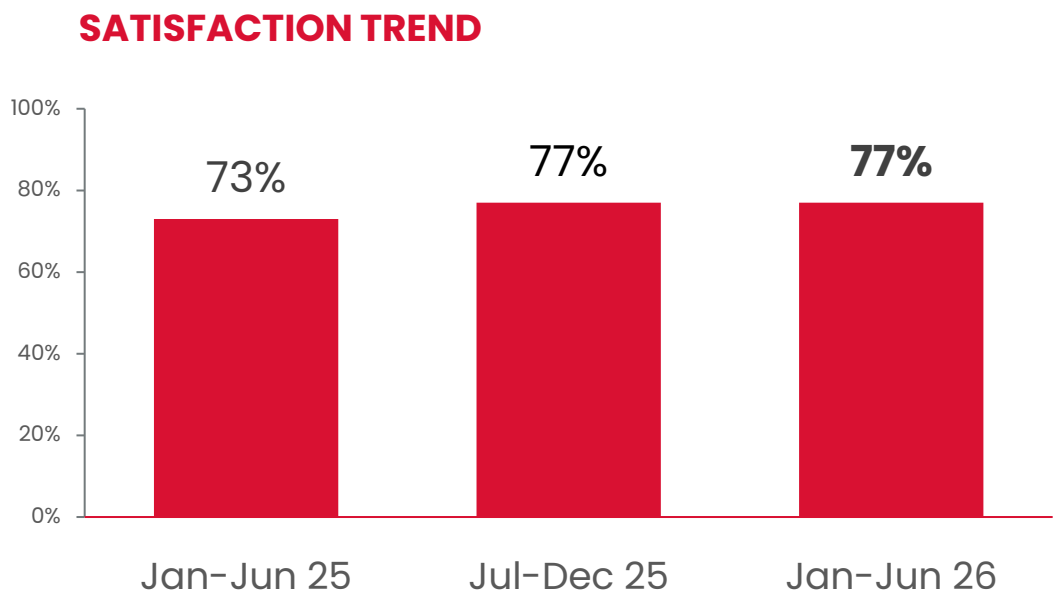


BROADBAND PROVIDER



Overall Satisfaction – Trend

Net Promoter Score – Trend



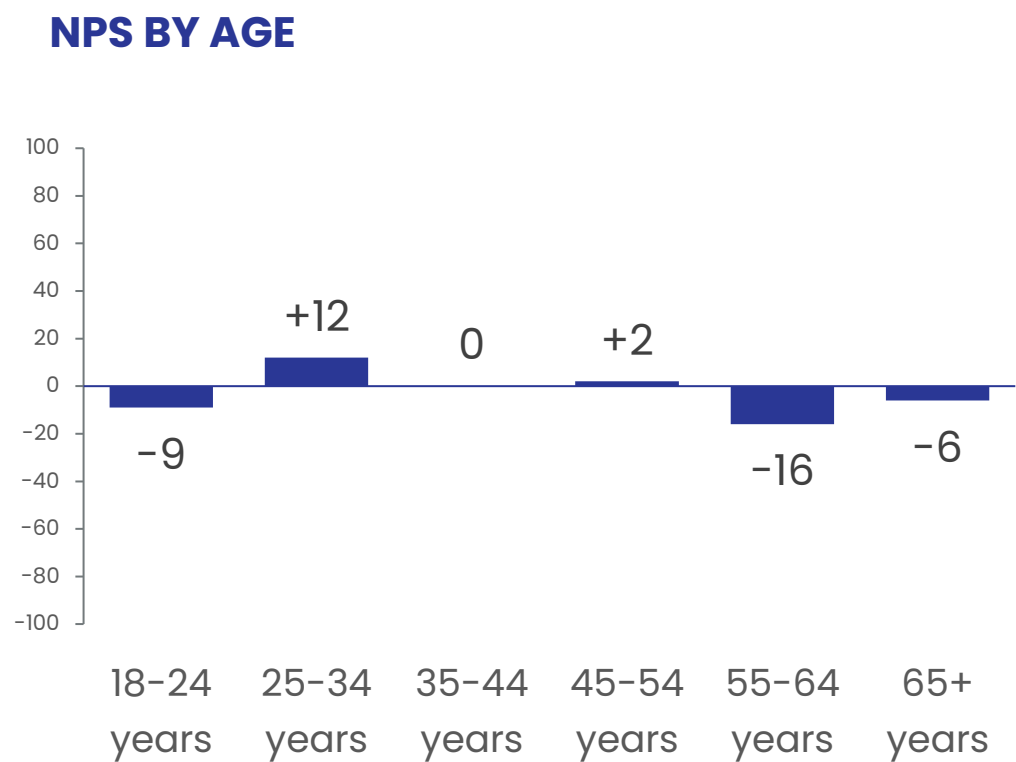
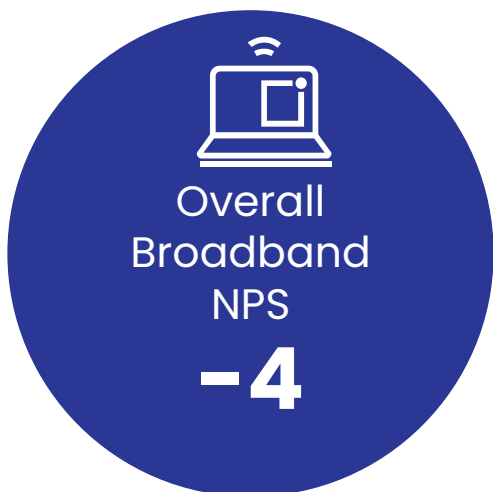
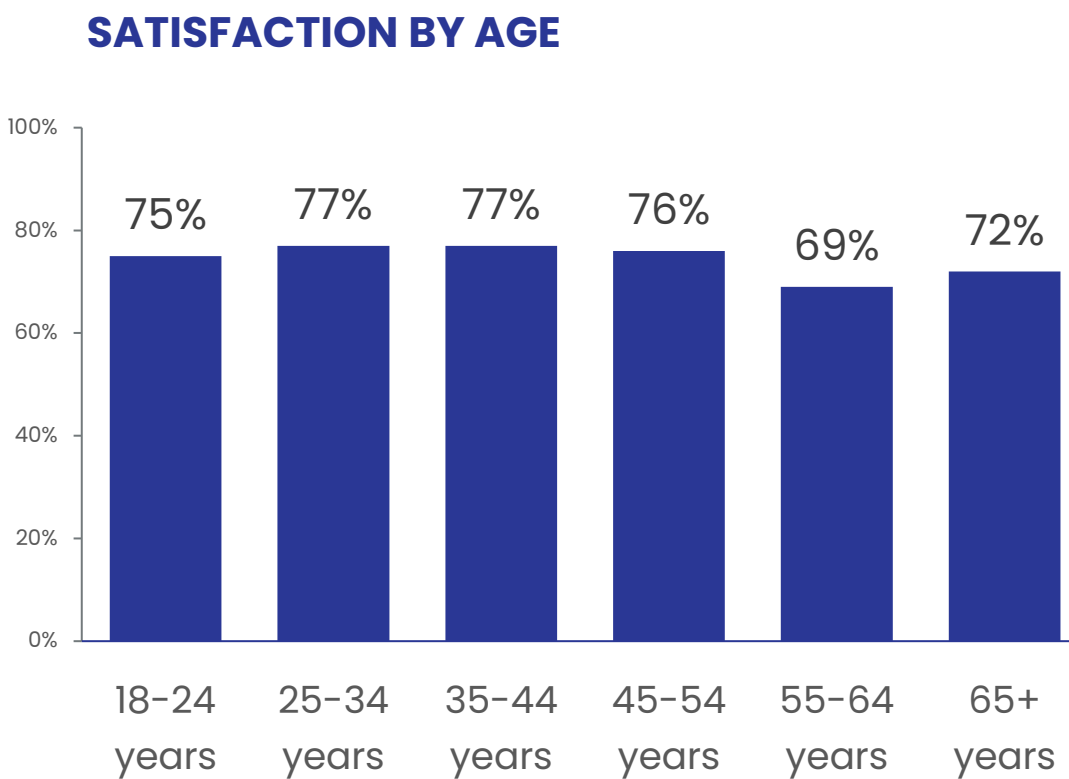
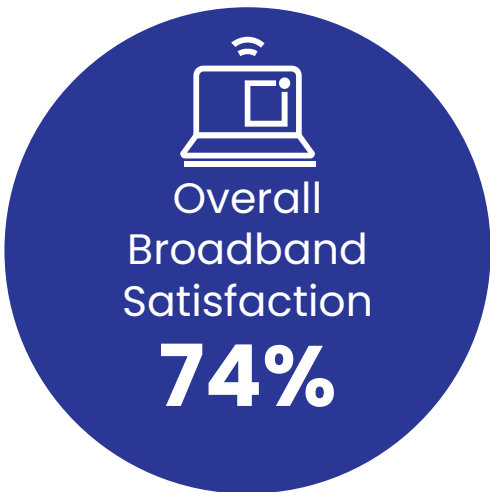
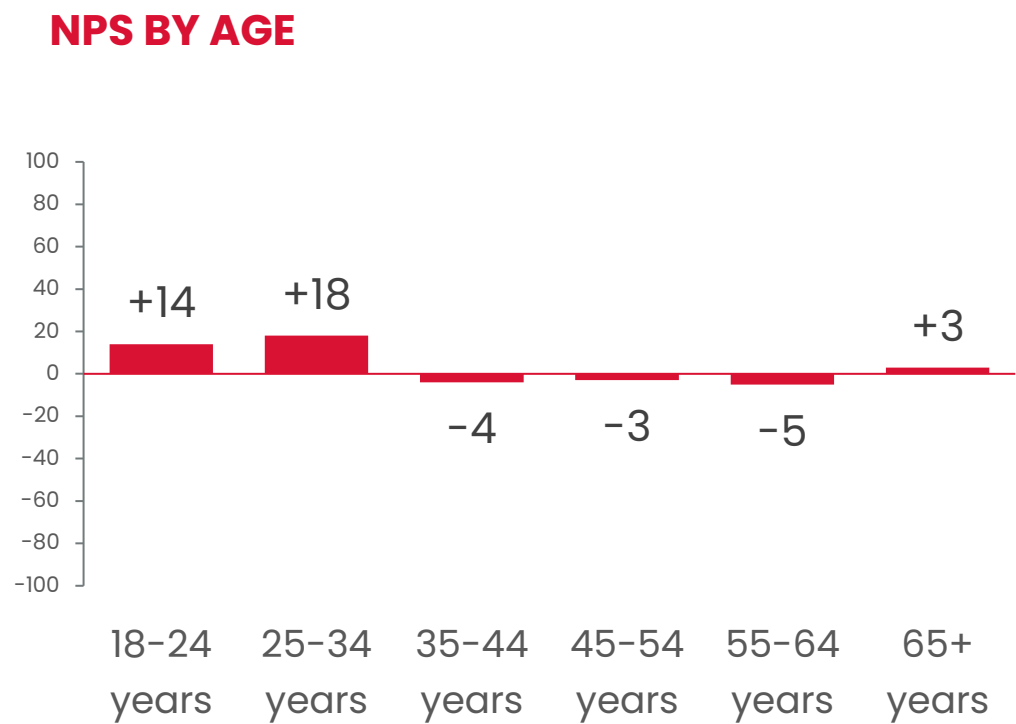
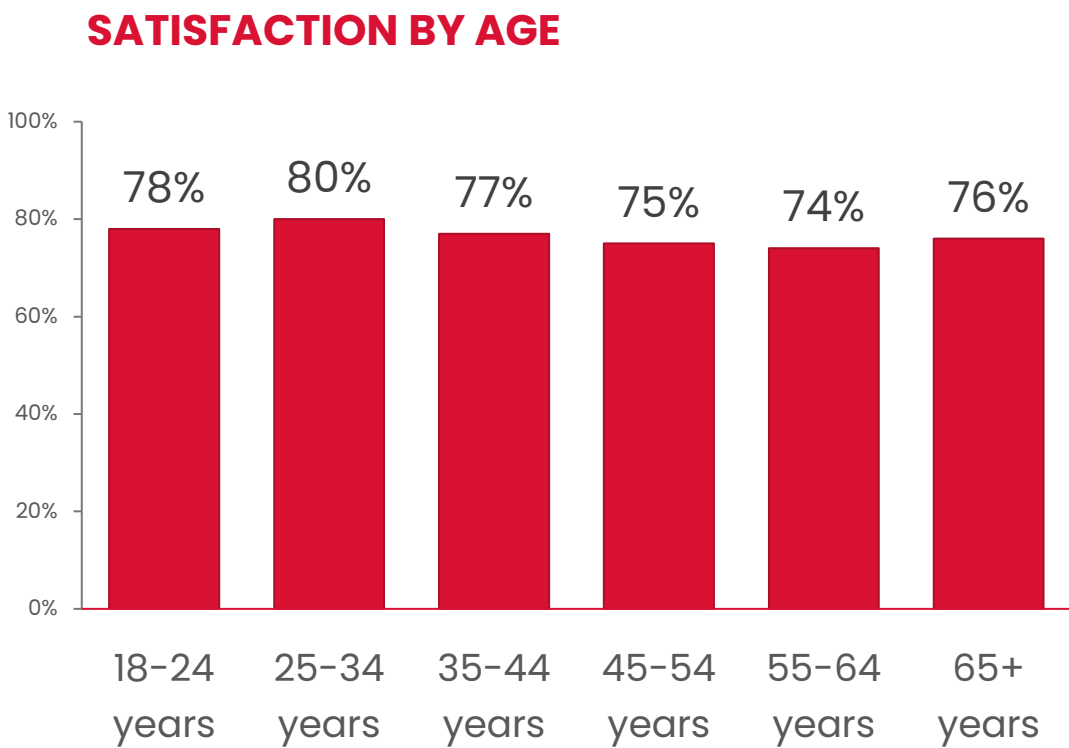
% significantly above prior wave
% significantly below prior wave

NOTE: significance testing not included for NPS

Q. Considering your experience with your provider, how likely would you be to recommend them to a friend or family member? (Scale 0-10)
Q. Overall, how satisfied or dissatisfied are you with your provider for your broadband / household internet service / mobile service? Please take into account their products and services, as well as your experience of dealing with them. (Scale 1-5)

Overall Satisfaction – Age

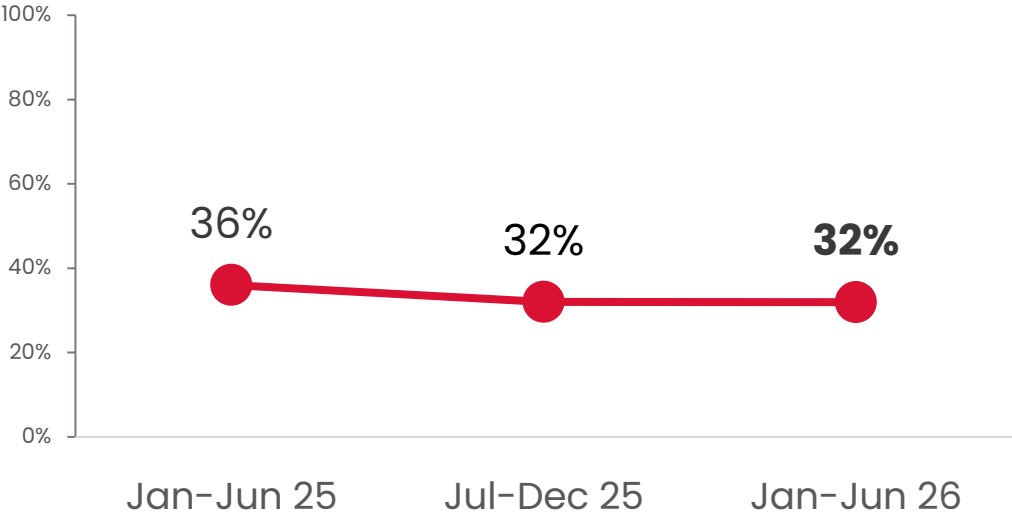
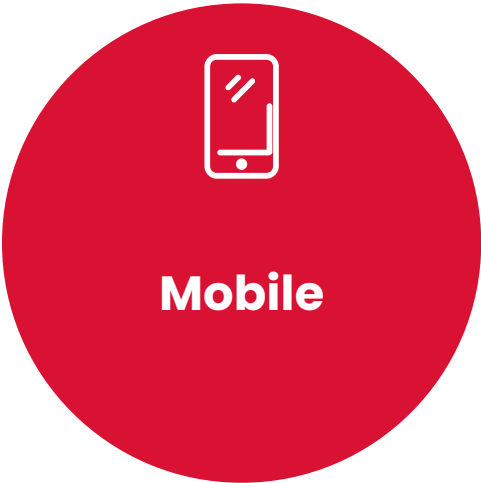
Promoter Score – Age



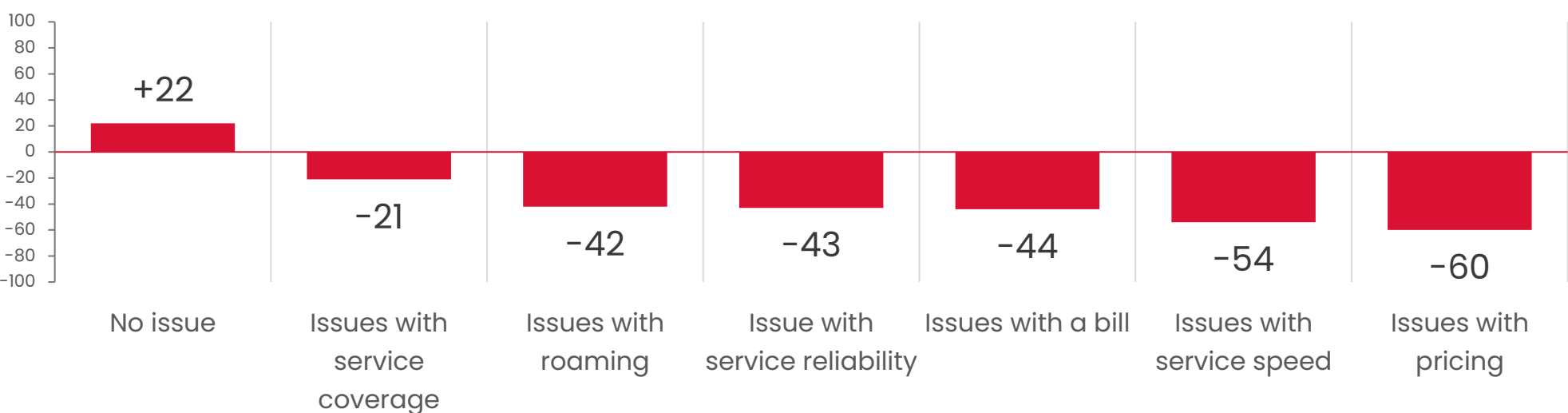
Q. Overall, how satisfied or dissatisfied are you with your provider for your broadband / household internet service / mobile service? Please take into account their products and services, as well as your experience of dealing with them. (Scale 1-5)
 Q. Considering your experience with your provider, how likely would you be to recommend them to a friend or family member? (Scale 0-10)

NPS and Issues experienced

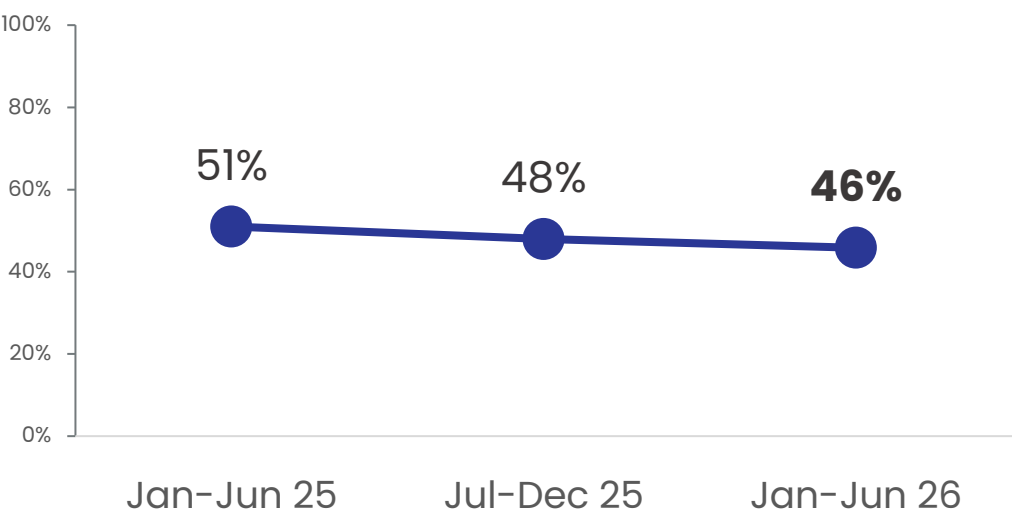
EXPERIENCED AN ISSUE



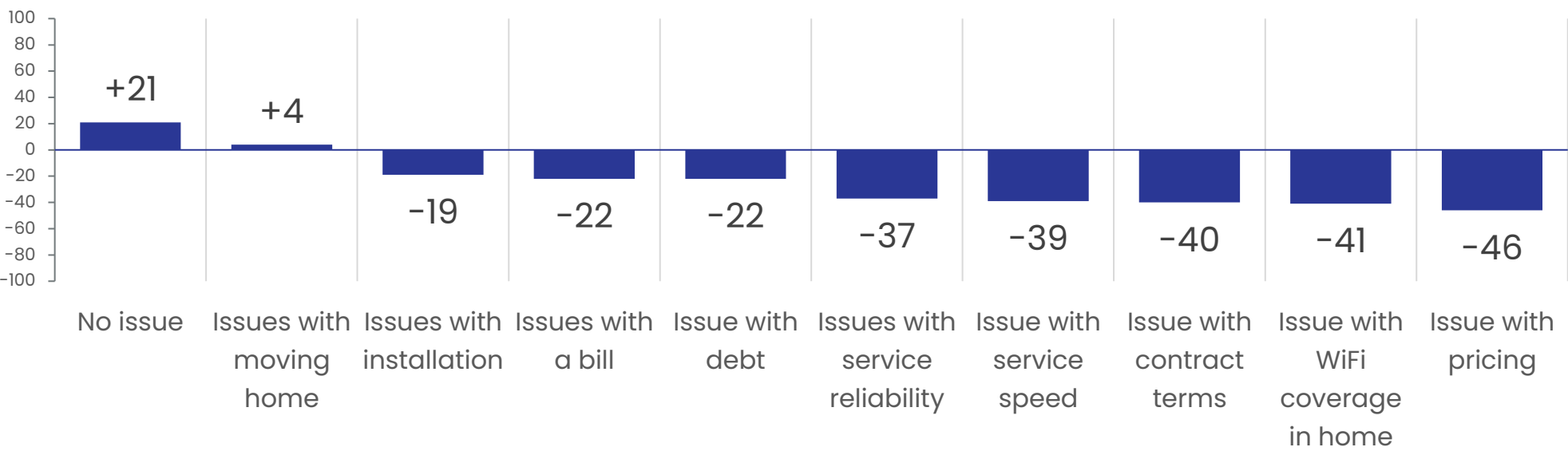
NPS BY ISSUES EXPERIENCED – CURRENT WAVE



EXPERIENCED AN ISSUE



NPS BY ISSUES EXPERIENCED – CURRENT WAVE

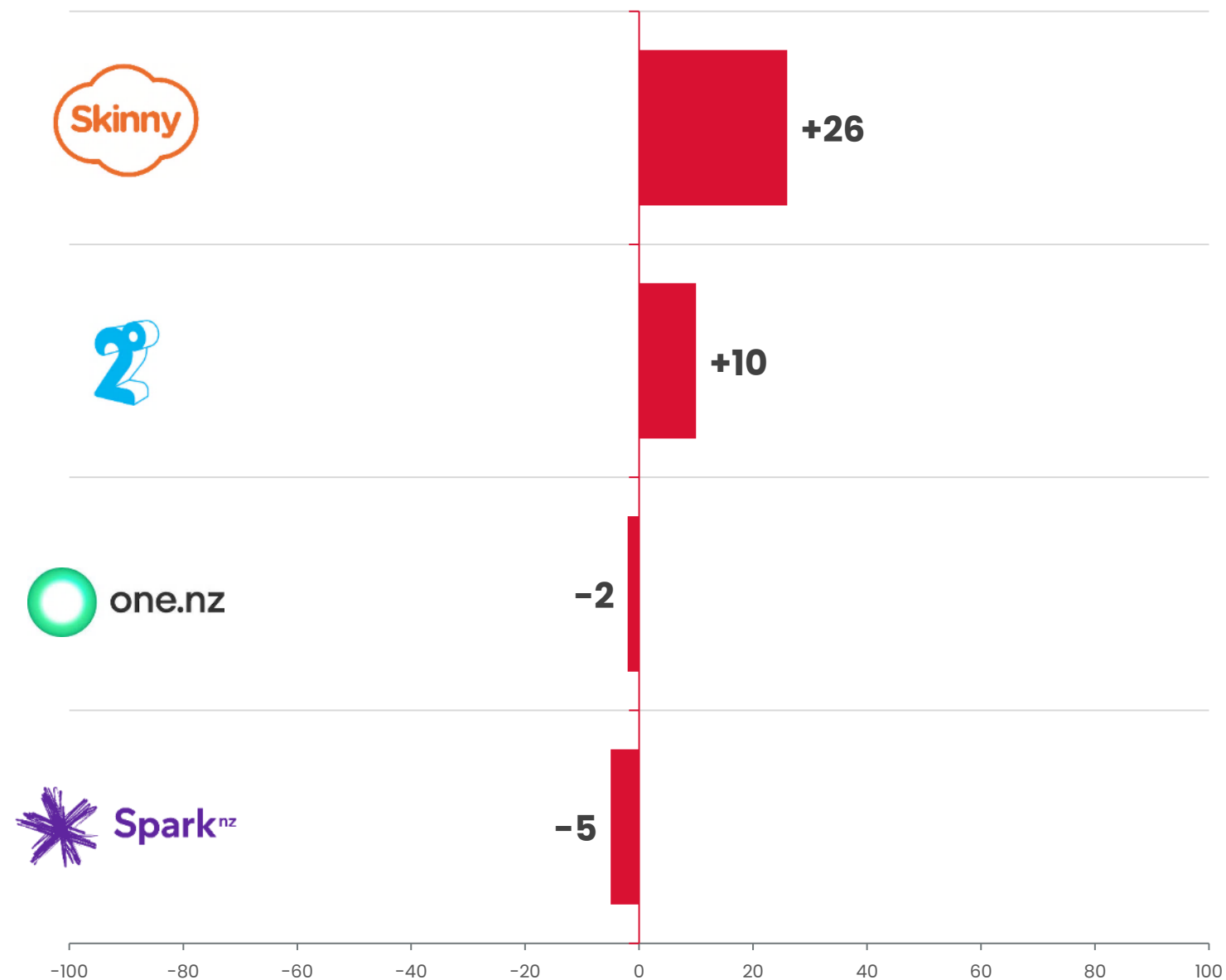


% significantly above prior wave
% significantly below prior wave

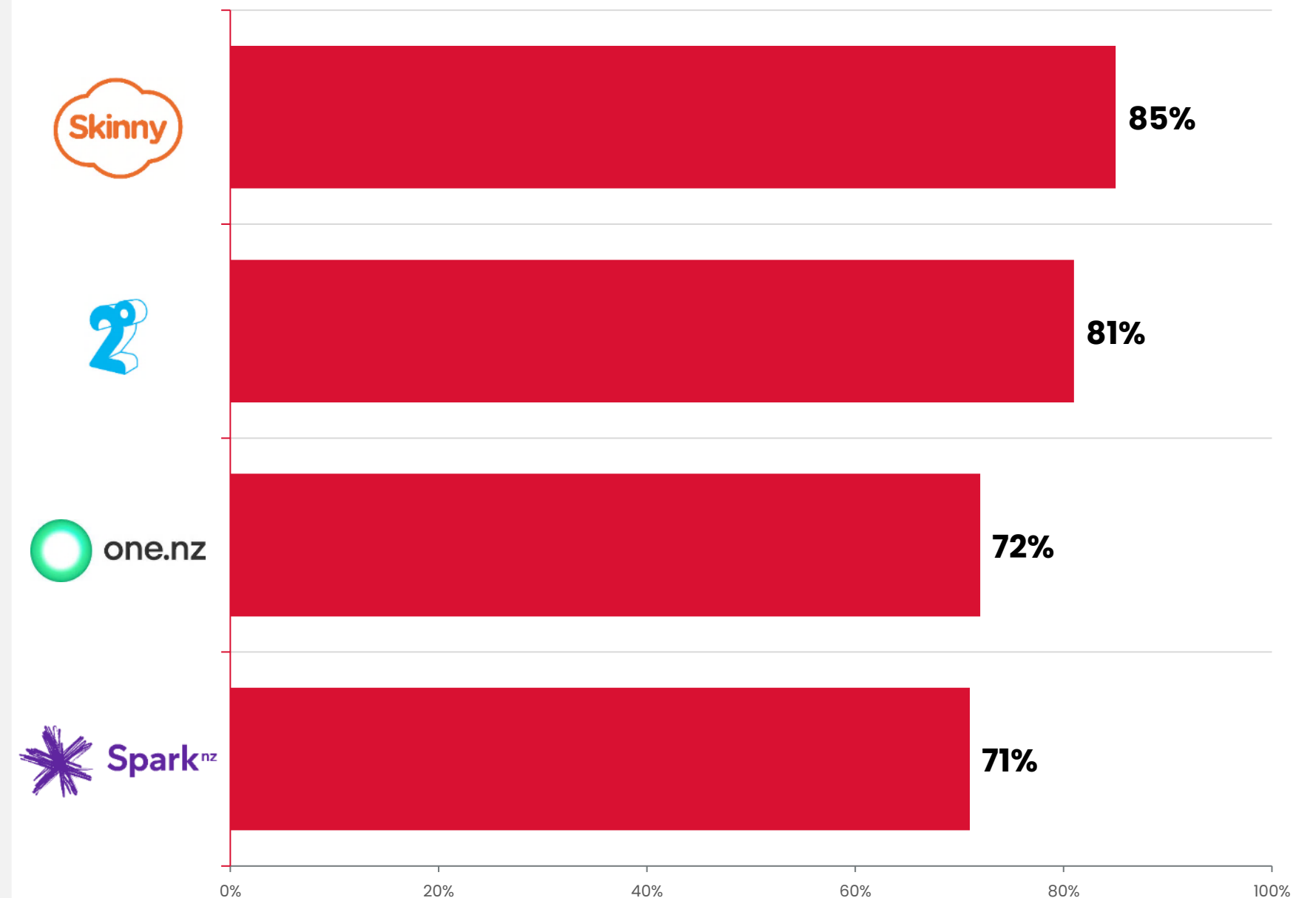
Q. In the last 6 months, have you experienced any of the following issues with your Mobile service?
Q. In the last 6 months, have you experienced any of the following issues with your Broadband internet service?
Report issue if n=30+

Mobile NPS and Satisfaction by Provider

NET PROMOTER SCORE – CURRENT WAVE



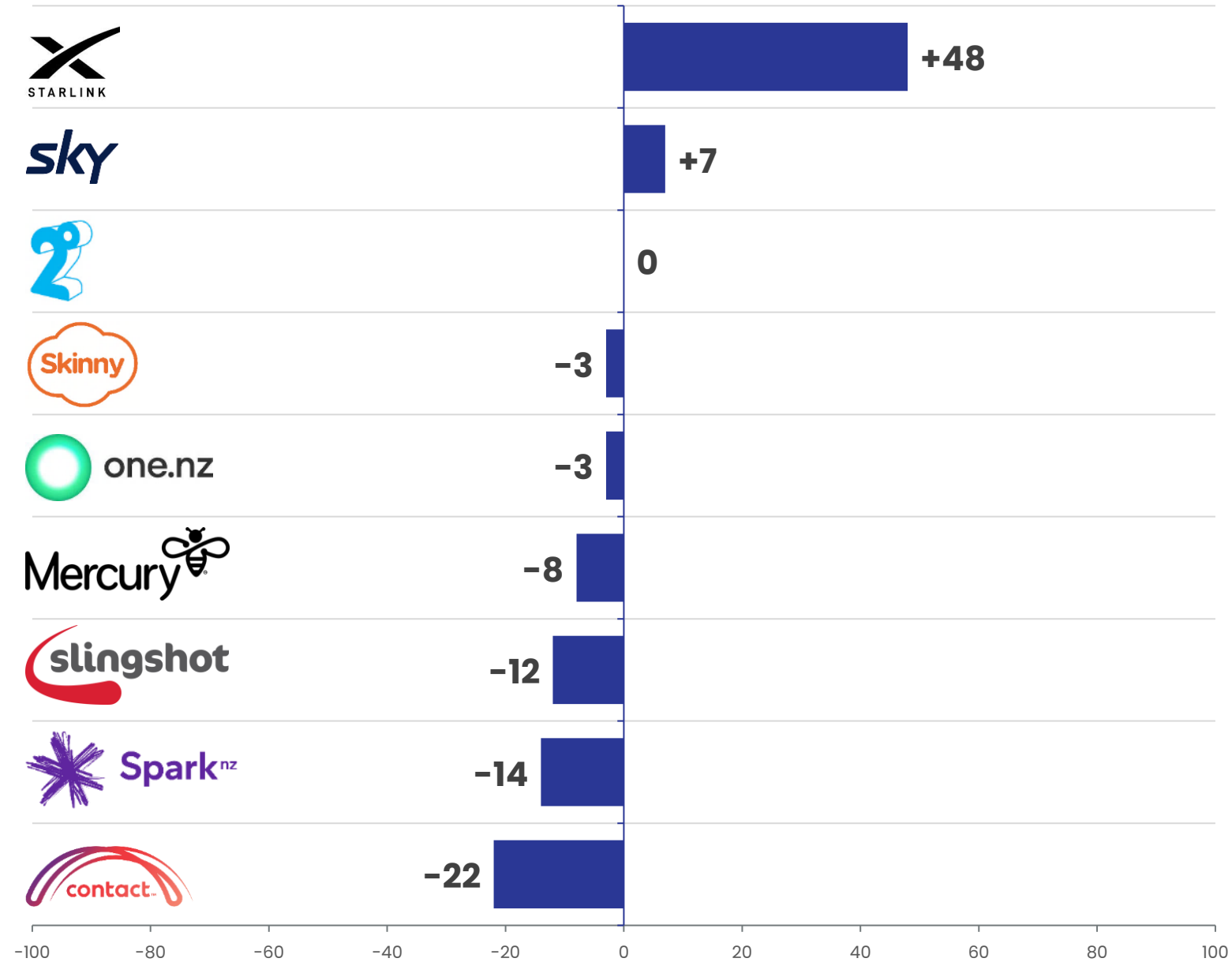
SATISFACTION – CURRENT WAVE



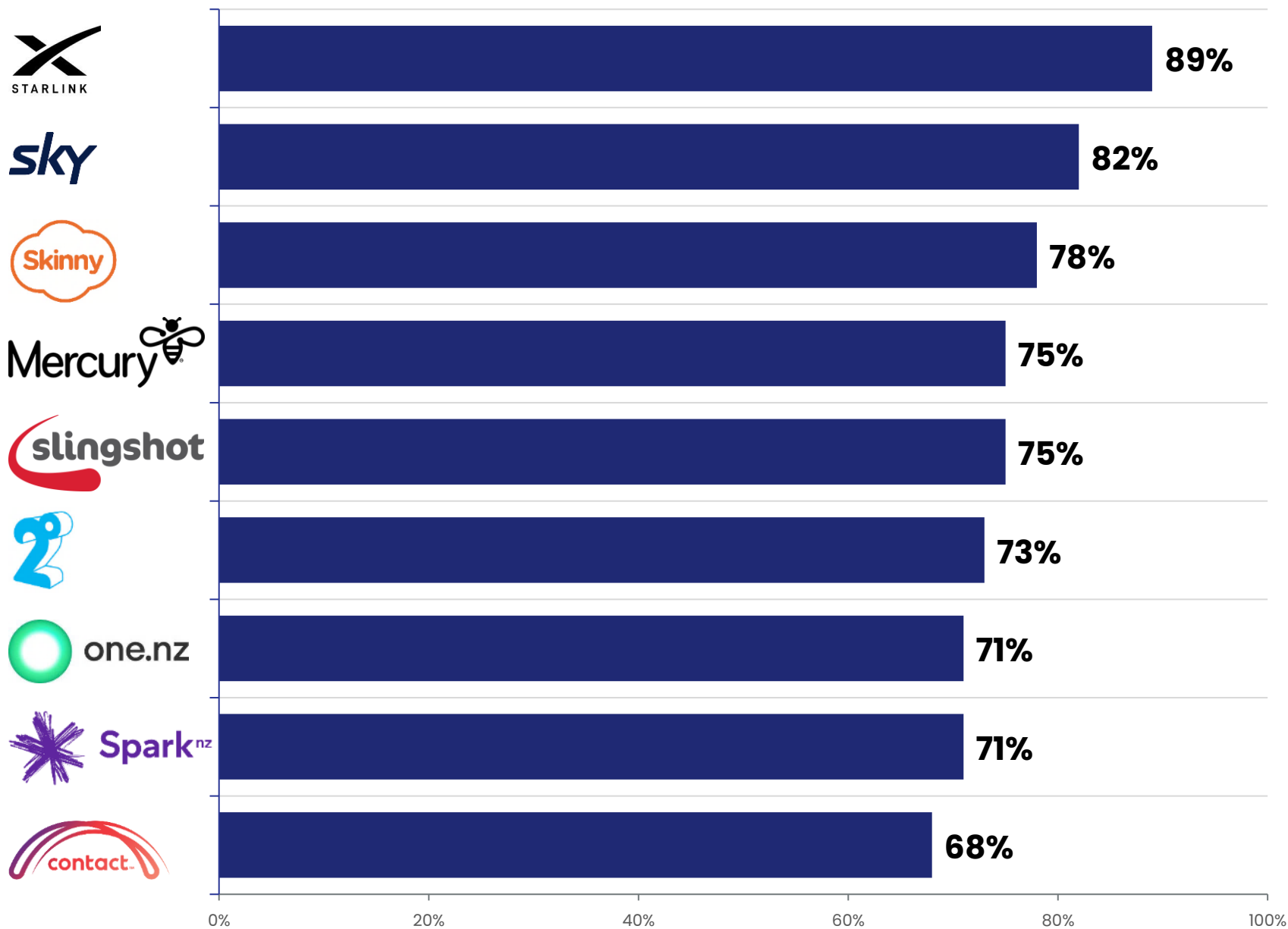
Q. Considering your experience with your provider, how likely would you be to recommend them to a friend or family member? (Scale 0-10).
Q. Overall, how satisfied or dissatisfied are you with your provider for your broadband/ household internet service / mobile service? Please take into account their products and services, as well as your experience of dealing with them. (Scale 1-5).
Sorted high to low based on current wave (minimum n=50 to report)

Broadband NPS and Satisfaction by Provider

NET PROMOTER SCORE – CURRENT WAVE

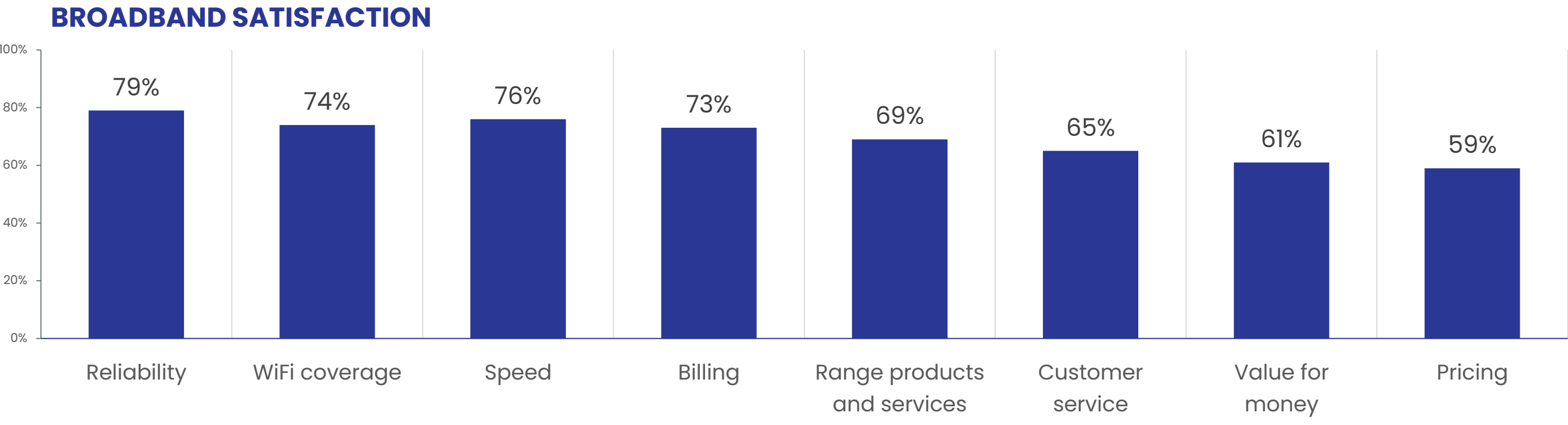
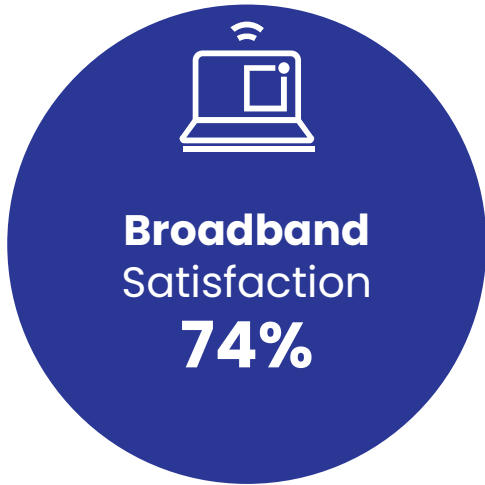
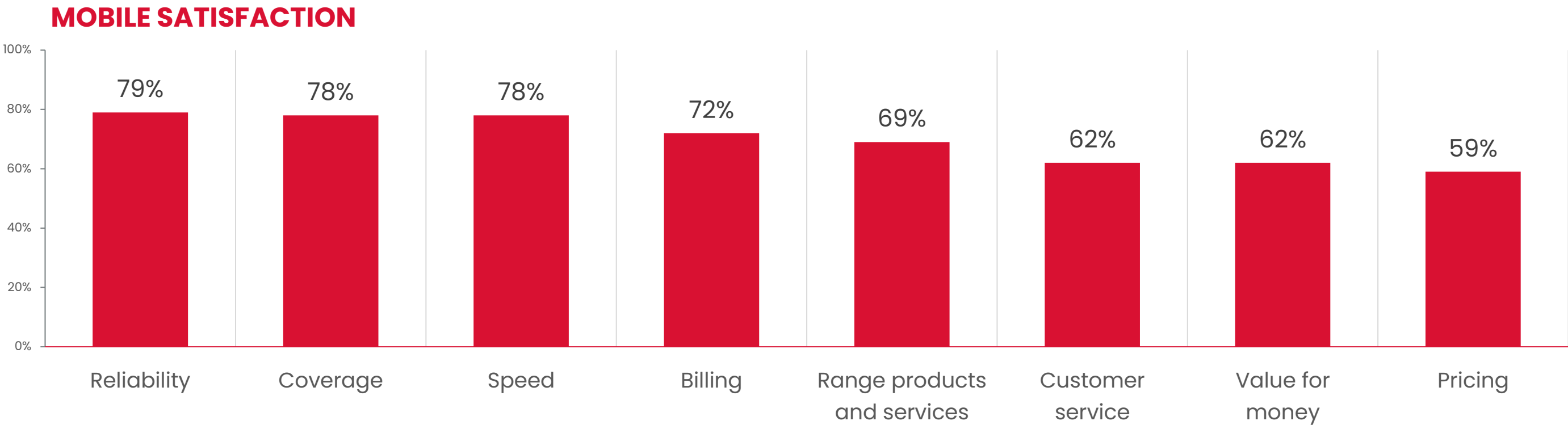


SATISFACTION – CURRENT WAVE



Q. Considering your experience with your provider, how likely would you be to recommend them to a friend or family member? (Scale 0-10).
Q. Overall, how satisfied or dissatisfied are you with your provider for your broadband/ household internet service / mobile service? Please take into account their products and services, as well as your experience of dealing with them. (Scale 1-5).
Sorted high to low based on current wave (minimum n=50 to report)
* CAUTION: view results for Starlink, Sky, Slingshot, and Contact with caution as base is between 50 and 100

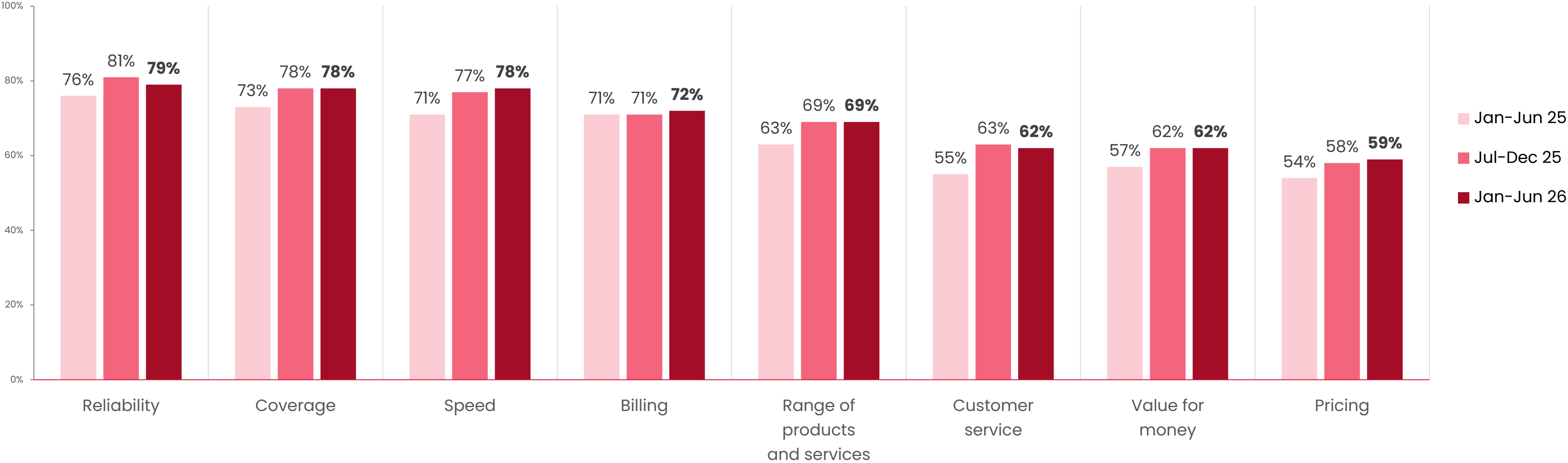
Satisfaction



Q. How satisfied are you with [mobile provider] for your mobile service in relation to the following aspects?
Q. How satisfied are you with [broadband provider] for your broadband service in relation to the following aspects?

Mobile Satisfaction Trending

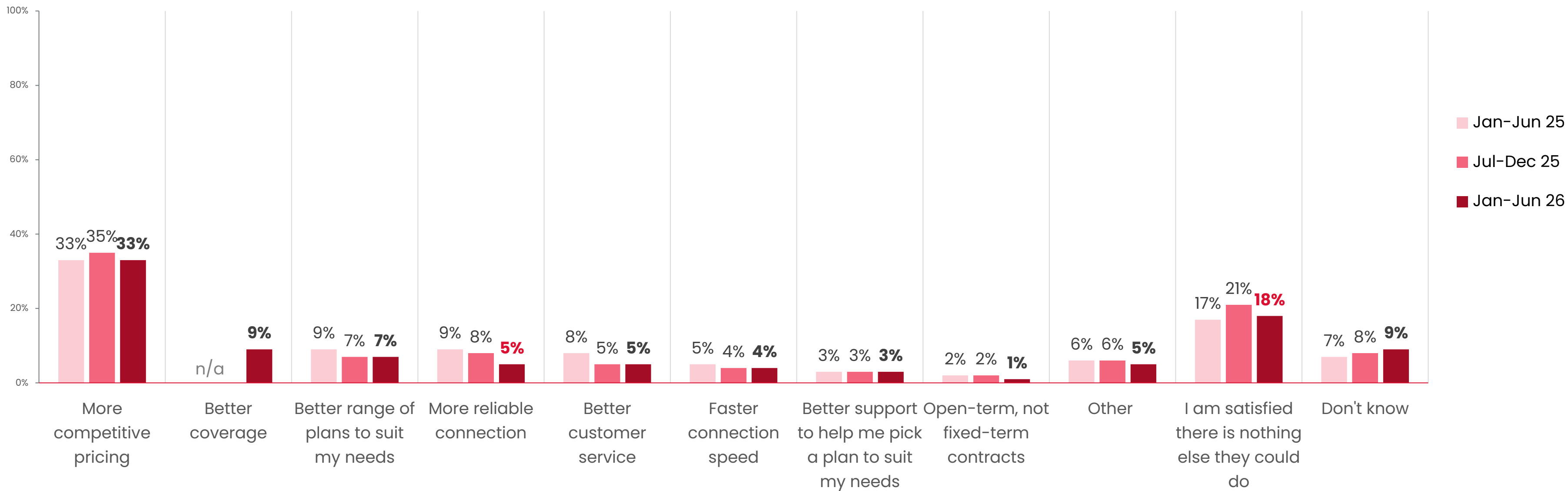
MOBILE SATISFACTION – TRENDING



% significantly above prior wave
% significantly below prior wave

One Thing to Improve Overall Mobile Satisfaction

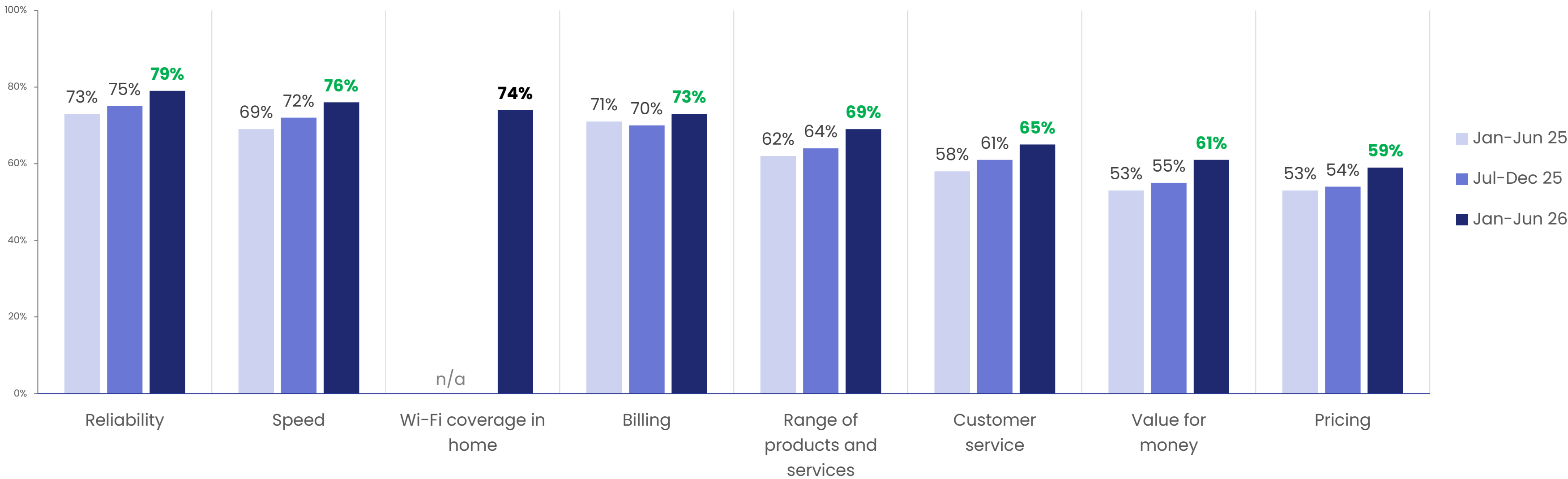
IMPROVE MOBILE SATISFACTION – TRENDING



% significantly above prior wave
% significantly below prior wave
n/a not asked

Broadband Satisfaction Trending

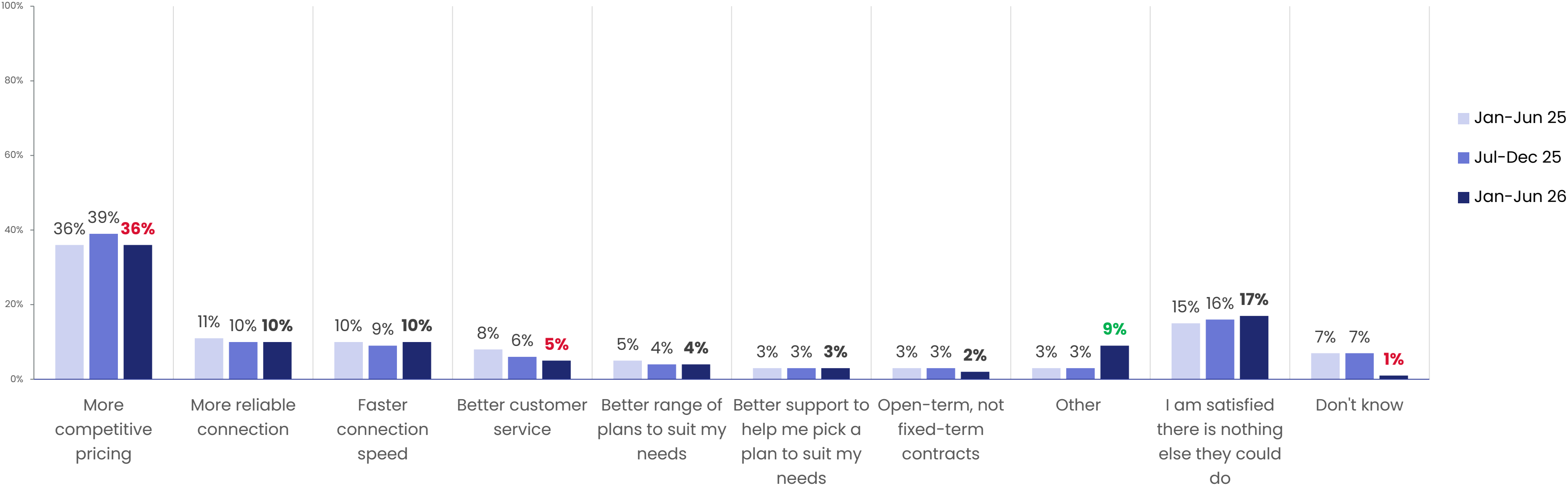
BROADBAND SATISFACTION – TRENDING



% significantly above prior wave
% significantly below prior wave
n/a not asked

One Thing to Improve Overall Broadband Satisfaction

IMPROVE BROADBAND SATISFACTION – TRENDING



% significantly above prior wave
% significantly below prior wave



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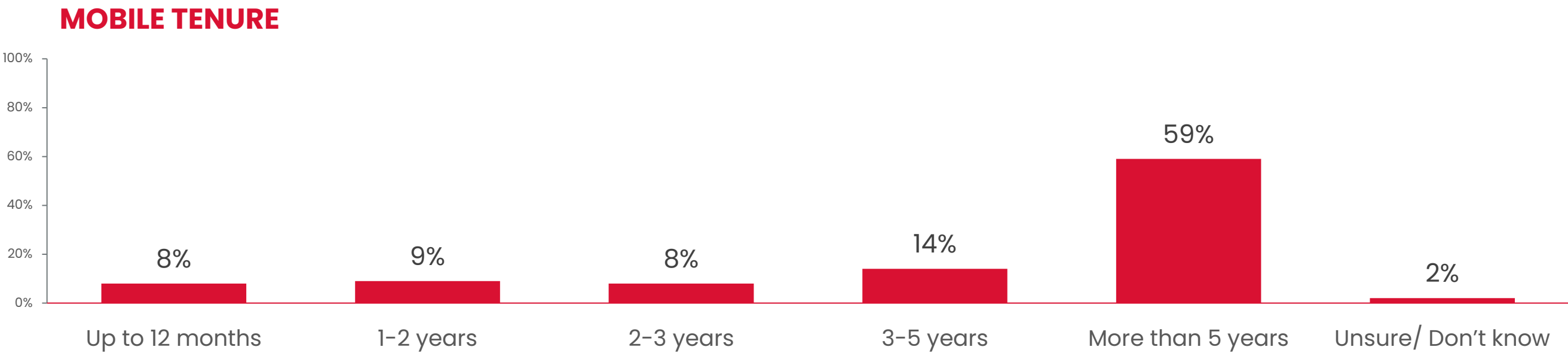
RESIDENTIAL INSIGHTS

Tenure and Switching Behaviour

Tenure

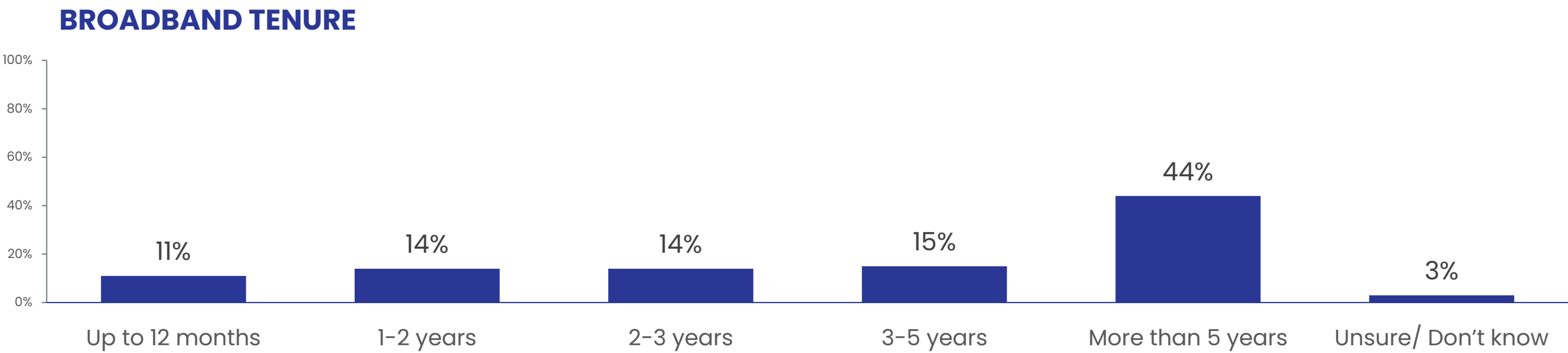


Mobile

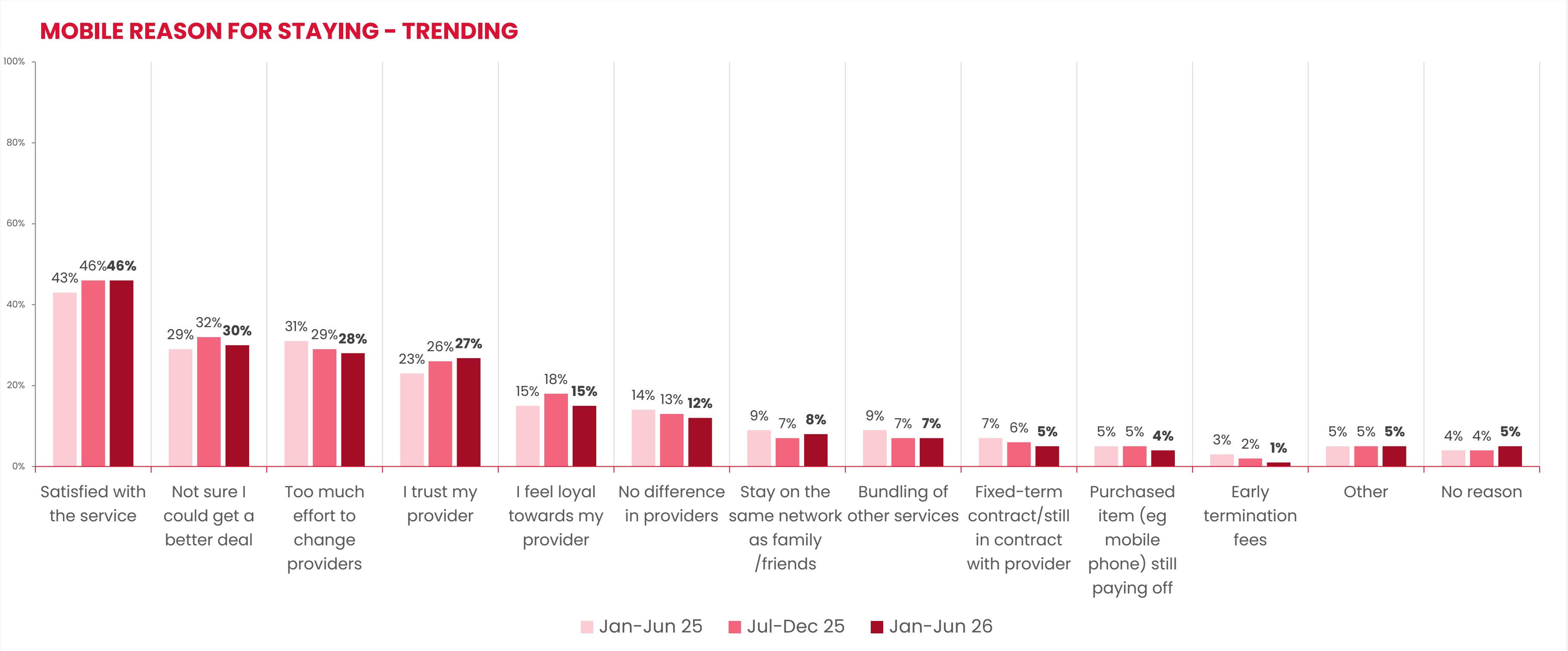




Broadband

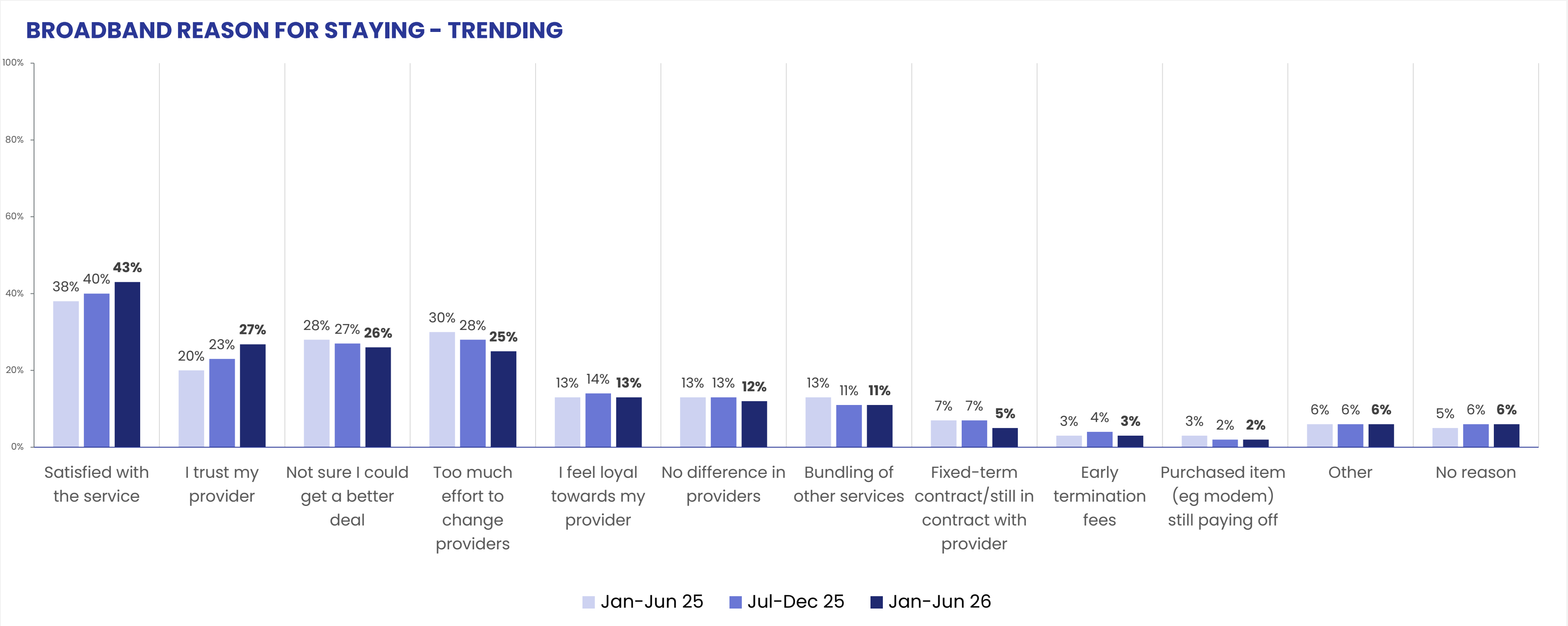


Reasons for staying with current mobile provider – Trending

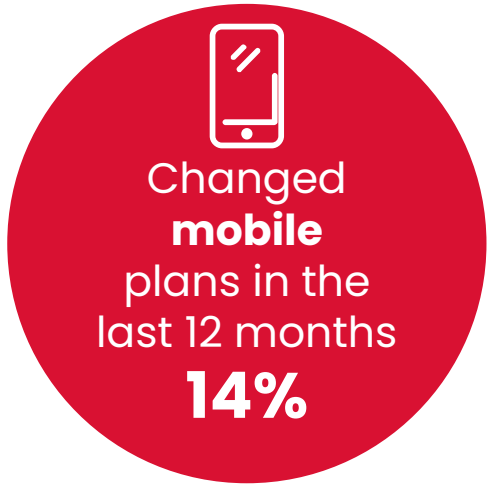


*Note, wording was changed to “I trust my provider” in March 2026
Multiple responses given
No significance testing on multiple response

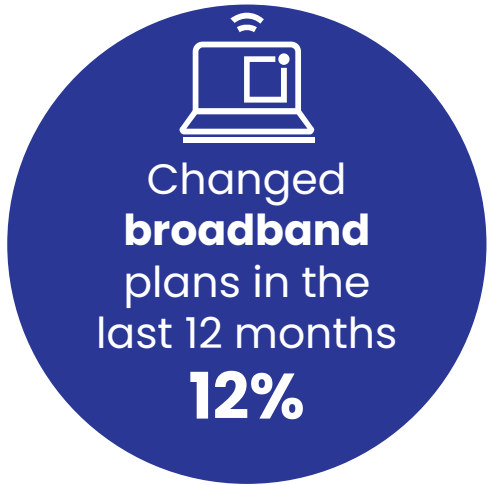
Reasons for staying with current broadband provider – Trending



Changing plans with same provider



Top 2 Box (Satisfaction / Agreement)	Jan-Jun 25	Jul-Dec 25	Jan-Jun 26
Changed mobile plan with same provider	16%	14%	14%
Satisfaction with the process of changing your mobile plan	65%	73%	70%
Satisfaction with the information provided about the new plan / offer before you selected it	61%	71%	70%
Satisfaction with the communications you received during the plan change process	n/a	66%	66%
Agree with: I received the plan I was told I would get when I signed up for the plan	n/a	80%	81%



Top 2 Box (Satisfaction / Agreement)	Jan-Jun 25	Jul-Dec 25	Jan – Jun 26
Changed broadband plan with same provider	15%	14%	12%
Satisfaction with the process of changing your broadband plan	69%	63%	73%
Satisfaction with the information provided about the new plan / offer before you selected it	70%	63%	76%
Satisfaction with the communications you received during the plan change process	n/a	63%	75%
Agree with: I received the plan I was told I would get when I signed up for the plan	n/a	72%	80%

Q. In the last 12 months, have you changed a plan relating to your.... [Please note, historical figures updated to reflect decision makers only]
Q. Overall, how satisfied were you with...

NOTE: "n/a" not asked this wave
% significantly above prior wave
% significantly below prior wave

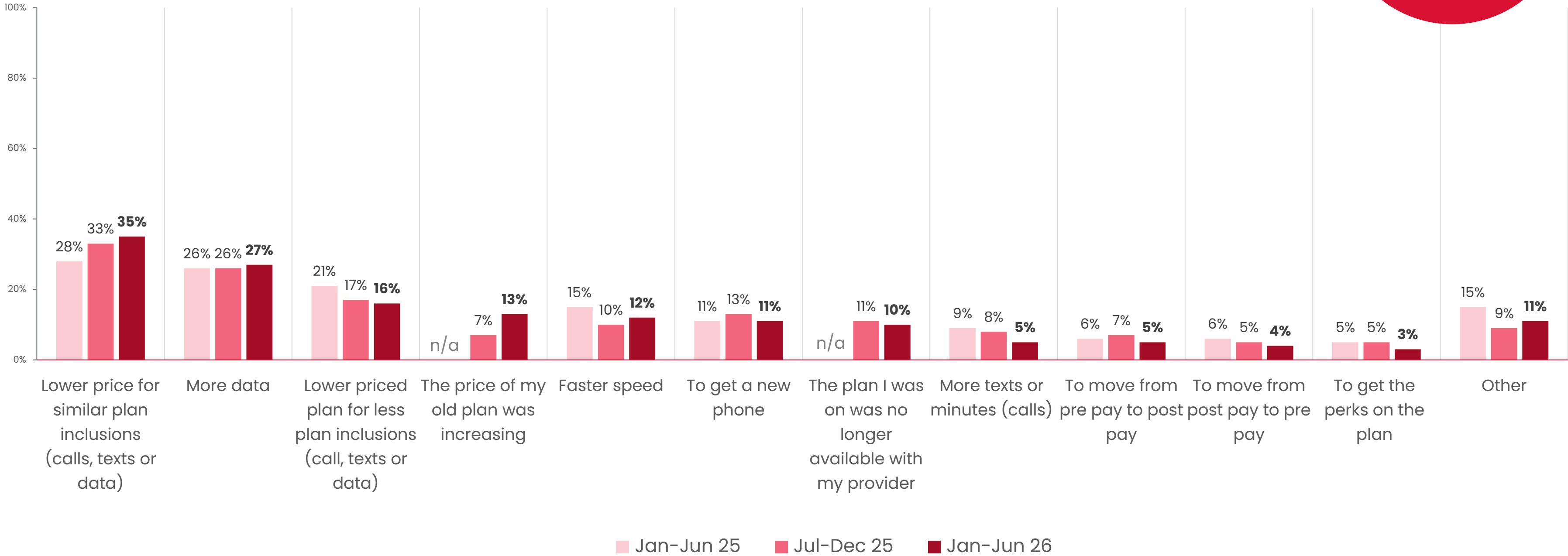
Reasons for changing mobile plans with the same provider



Changed **mobile** plans in the last 12 months

14%

REASONS FOR CHANGING PLANS – TRENDING



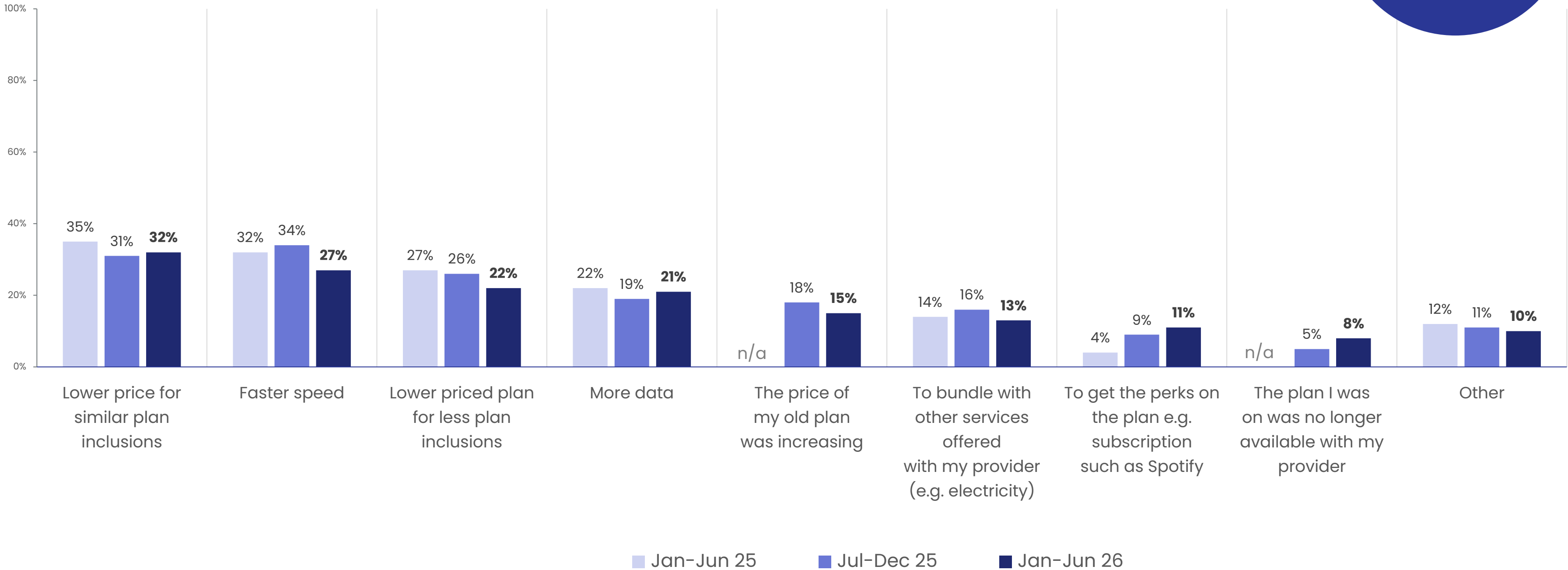
NOTE: "n/a" not asked this wave
Multiple responses given
No significance testing on multiple response

Reasons for changing broadband plans with the same provider



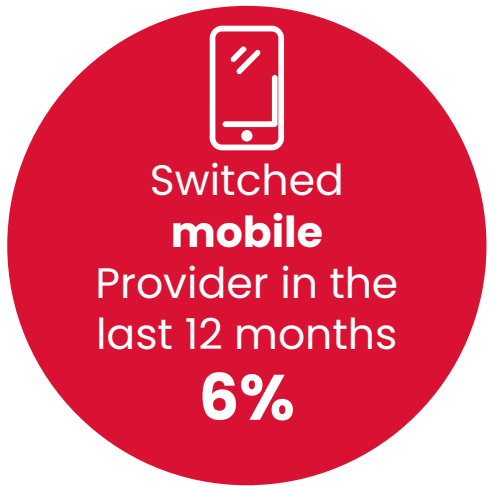
Changed **broadband** plans in the last 12 months
12%

REASONS FOR CHANGING PLANS – TRENDING

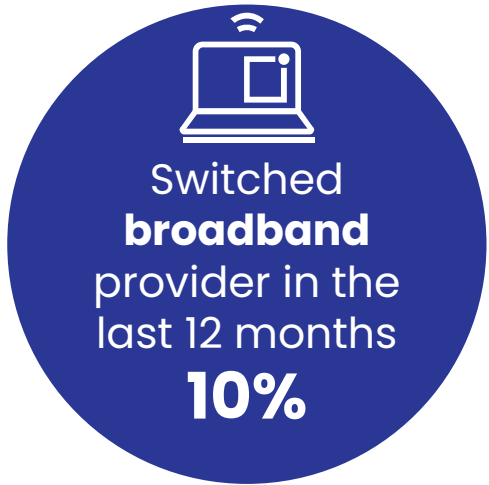


NOTE: "n/a" not asked this wave
Multiple responses given
No significance testing on multiple response

Switching providers

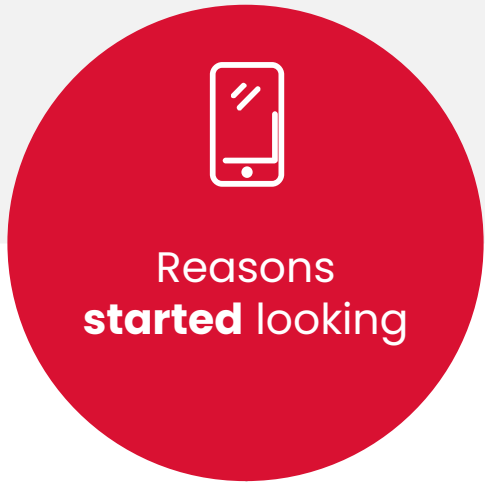


Top 2 Box (Satisfaction / Agreement)	Jan-Jun 25	Jul-Dec 25	Jan-Jun 26
Changed mobile provider	7%	6%	6%
Satisfaction with the overall process of switching (e.g. what happened during the switch, not the outcome of the switch)	72%	79%	76%
Satisfaction with the information provided on the plan / offer before you signed up	69%	82%	80%

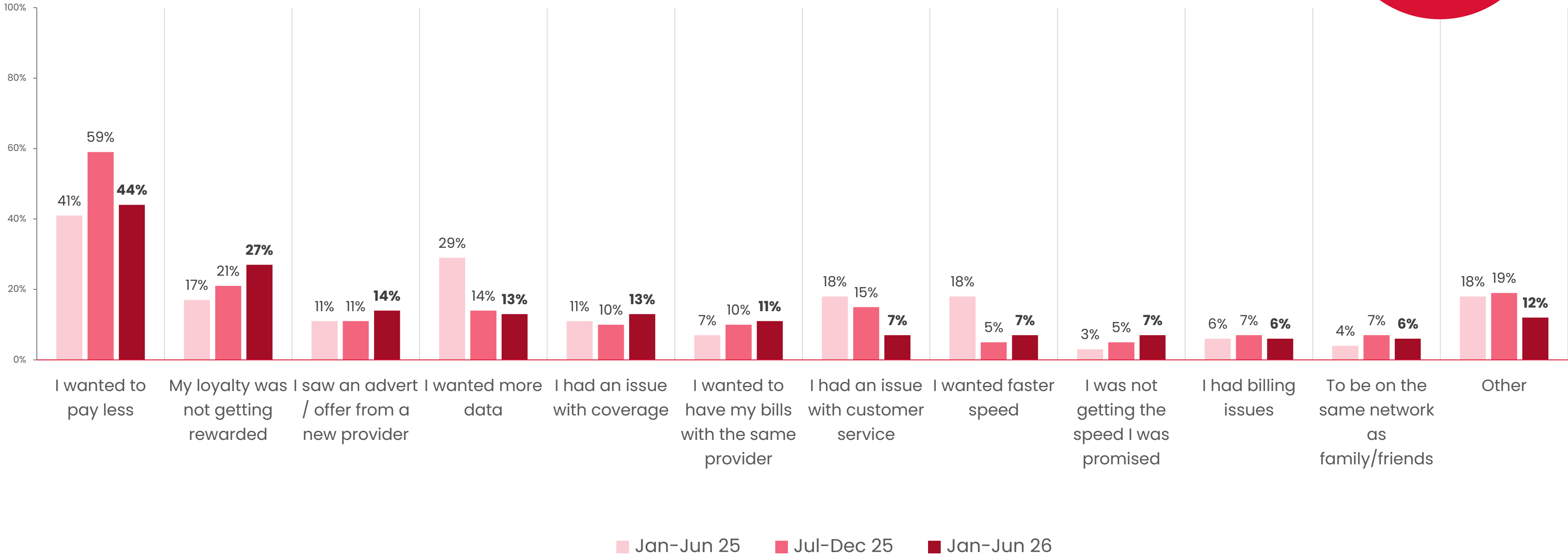


Top 2 Box (Satisfaction / Agreement)	Jan-Jun 25	Jul-Dec 25	Jan-Jun 26
Changed broadband provider	12%	11%	10%
Satisfaction with the overall process of switching	73%	71%	77%
Satisfaction with the information provided on the plan / offer before you signed up	73%	75%	79%

Reasons started looking to switch mobile providers



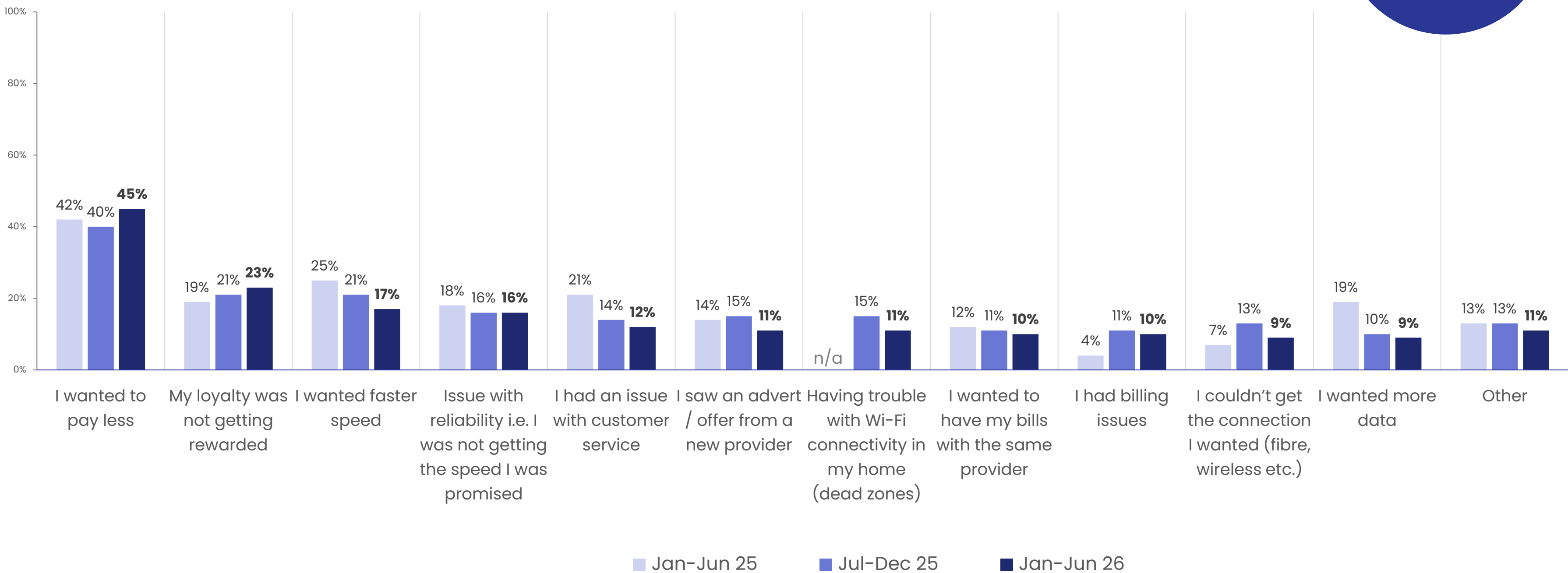
REASONS STARTED LOOKING – TRENDING



Reasons started looking to switch broadband providers



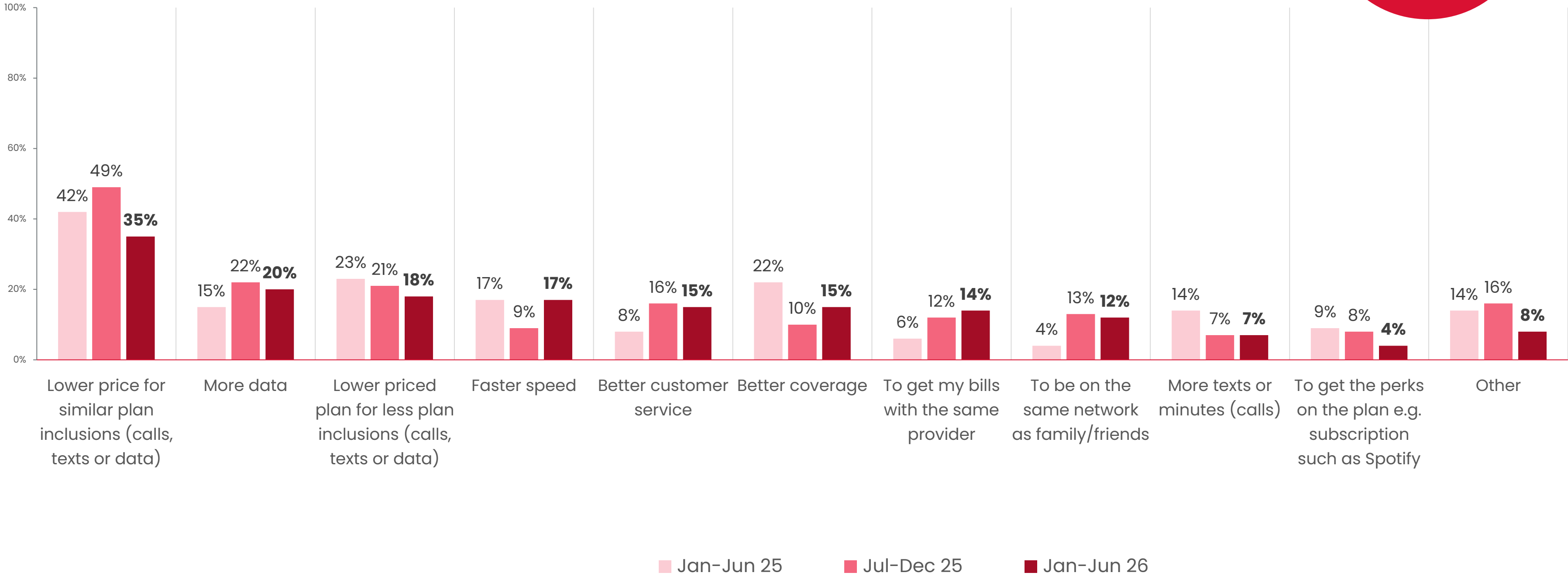
REASONS STARTED LOOKING – TRENDING



Reasons for choosing new mobile provider



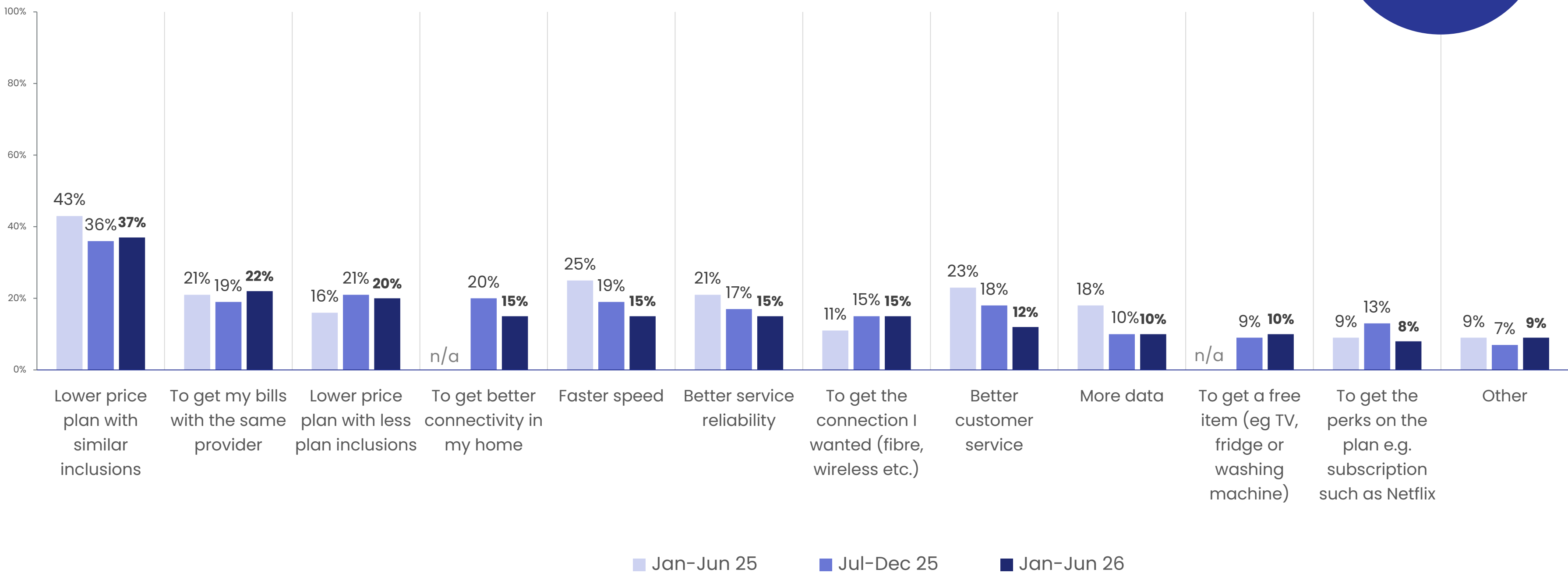
REASONS FOR CHOOSING NEW MOBILE PROVIDER – TRENDING



Reasons for choosing new broadband provider



REASONS FOR CHOOSING NEW BROADBAND PROVIDER – TRENDING



n/a not asked this wave
Multiple responses given

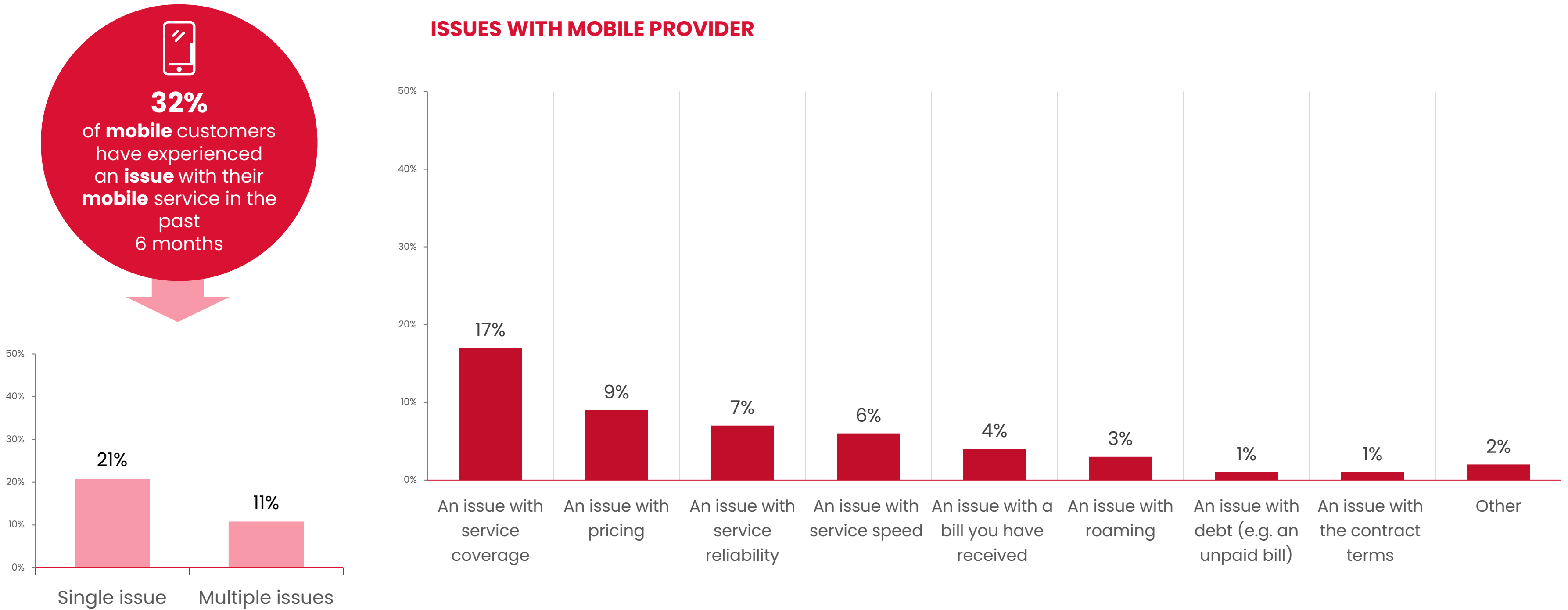


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RESIDENTIAL INSIGHTS

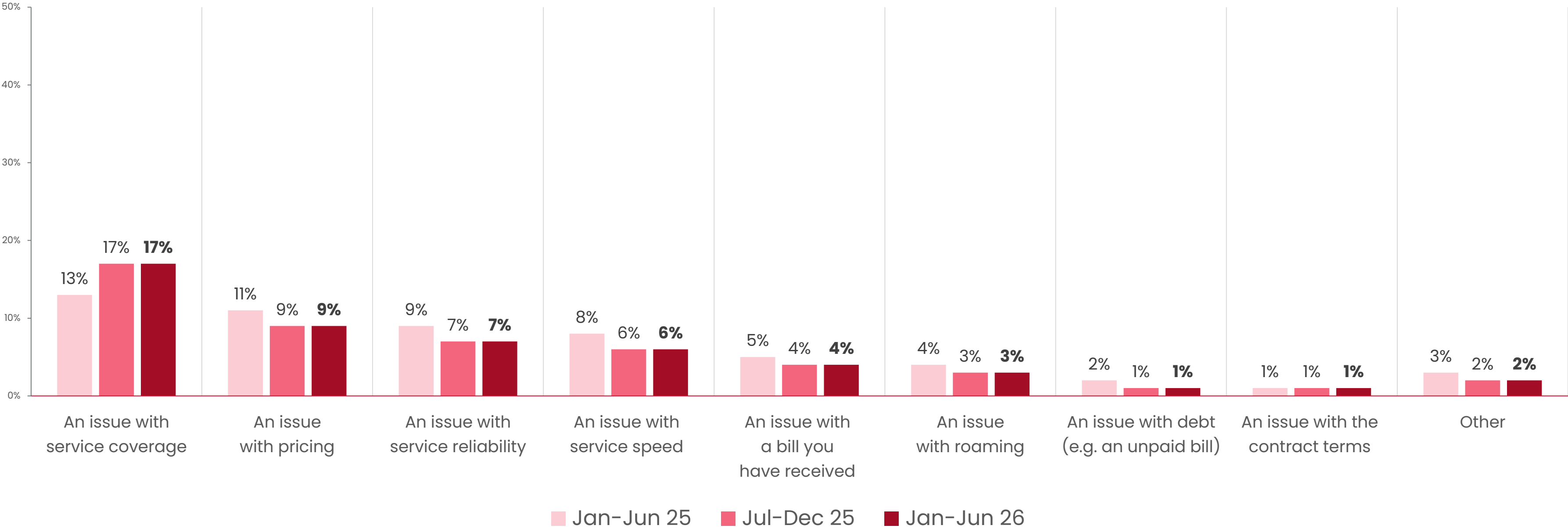
Issues and Response

Mobile issues experienced by customers

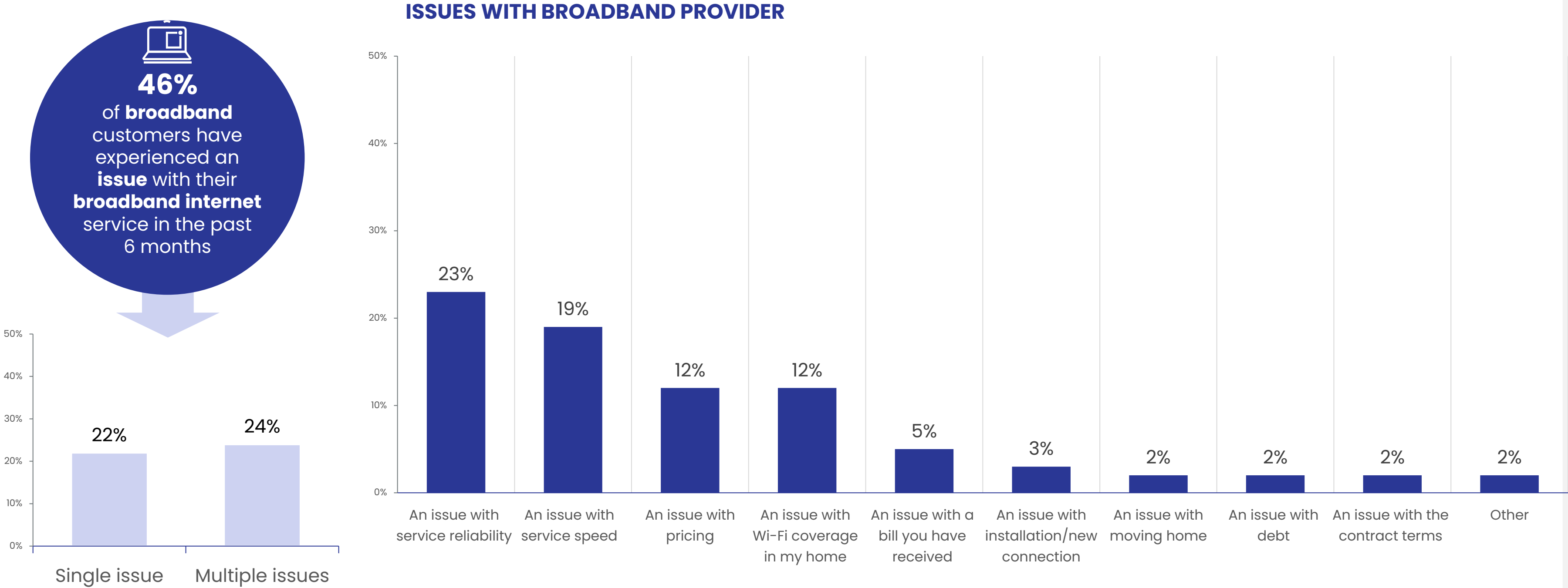


Mobile issues experienced by customers - Trending

ISSUES WITH MOBILE PROVIDER – TRENDING

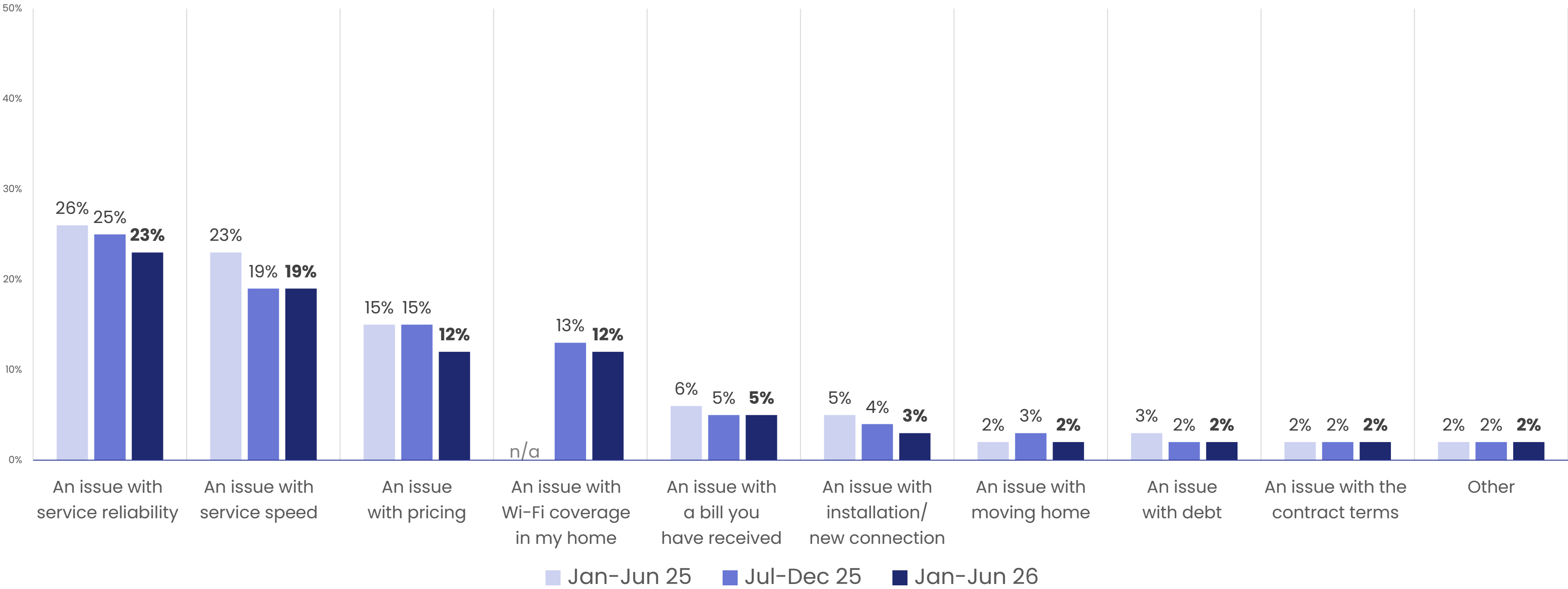


Broadband issues experienced by customers



Broadband issues experienced by customers - Trending

ISSUES WITH BROADBAND PROVIDER – TRENDING





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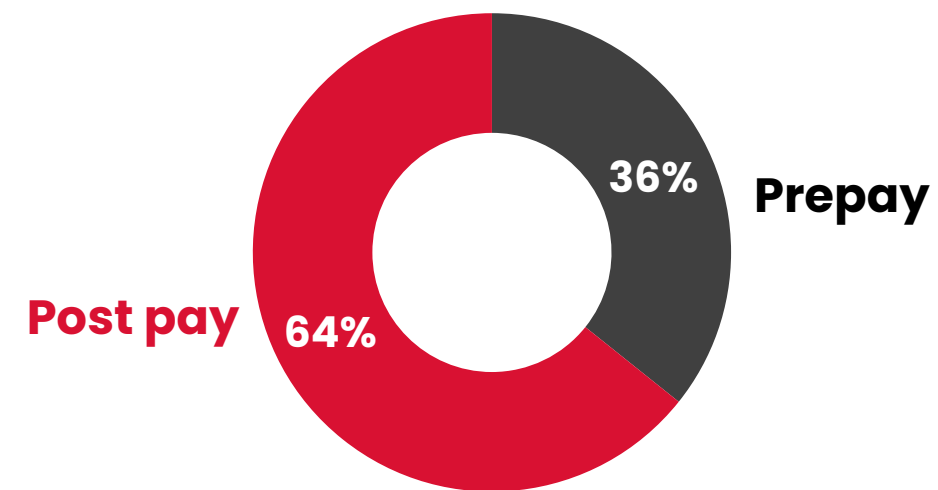
SME **INSIGHTS**

NPS and Satisfaction

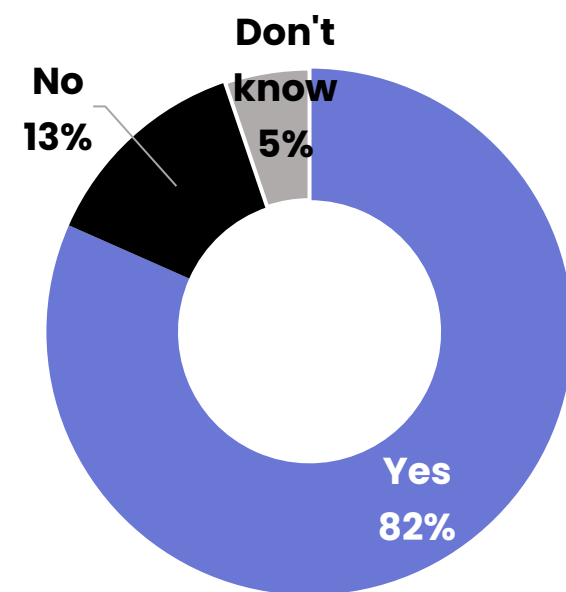
Products + Providers

SME

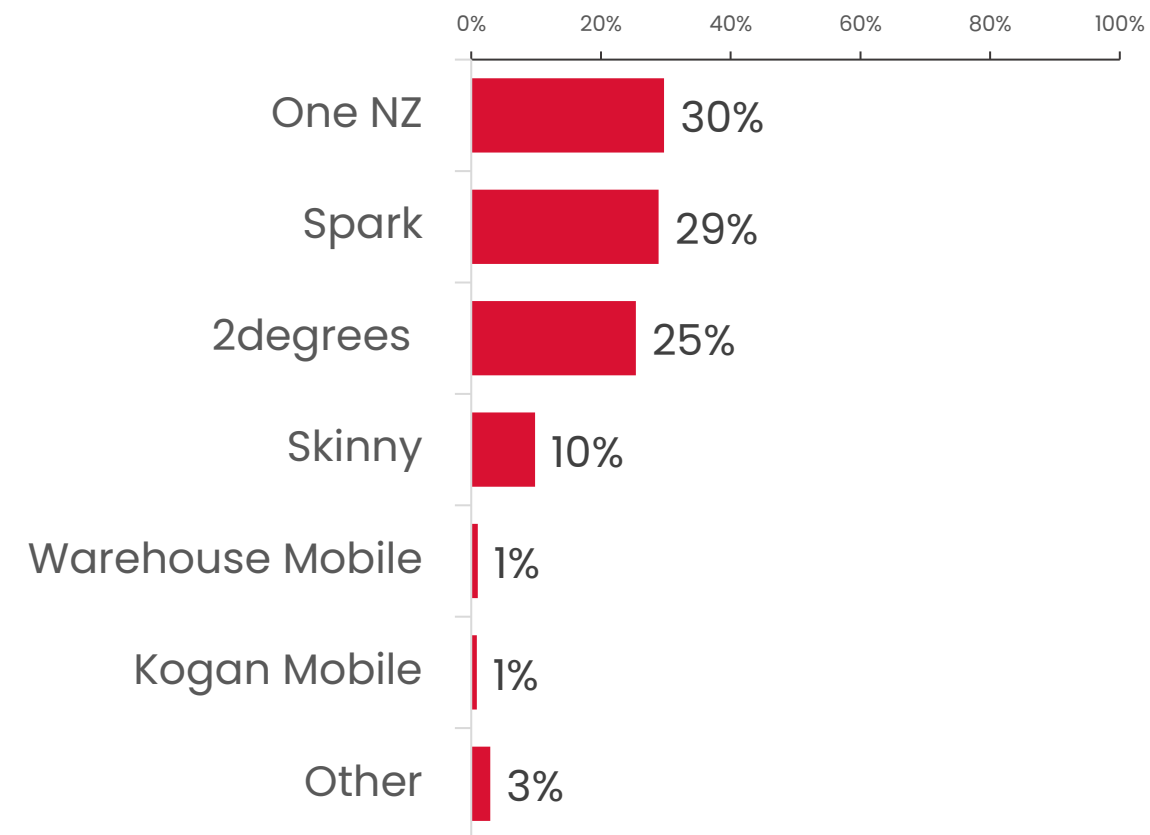
MOBILE PLAN



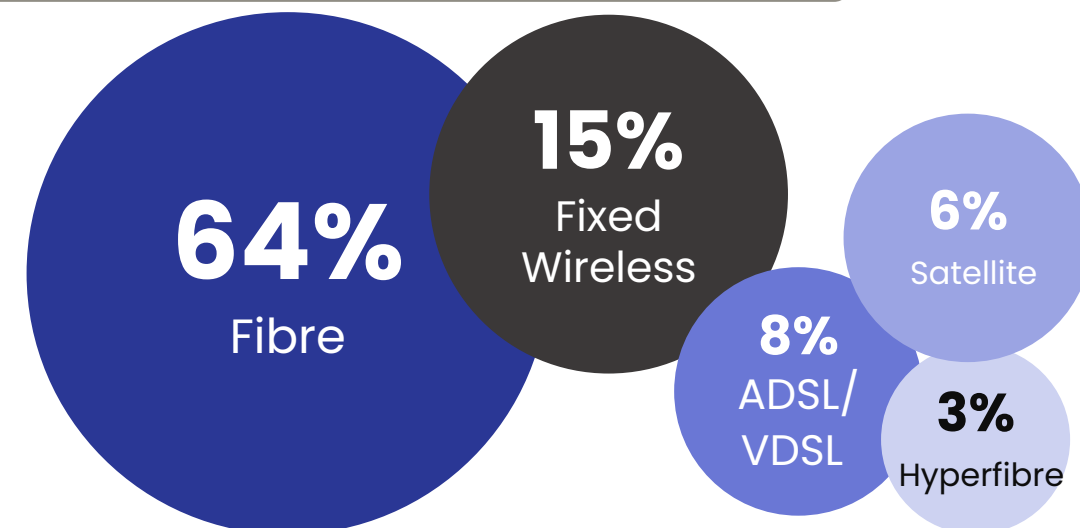
ELECTRICITY BUNDLE



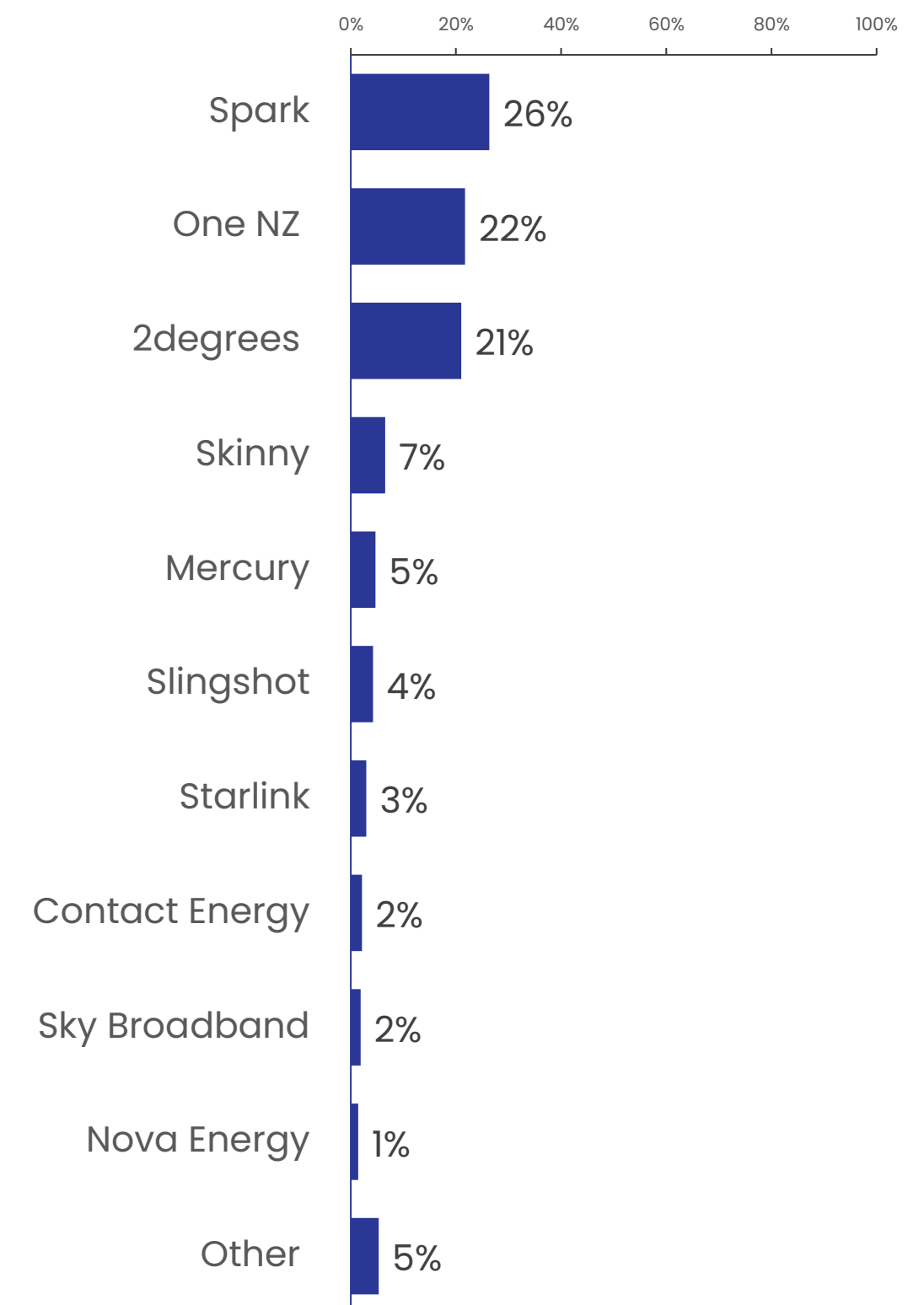
MOBILE PROVIDER



BROADBAND TECHNOLOGY



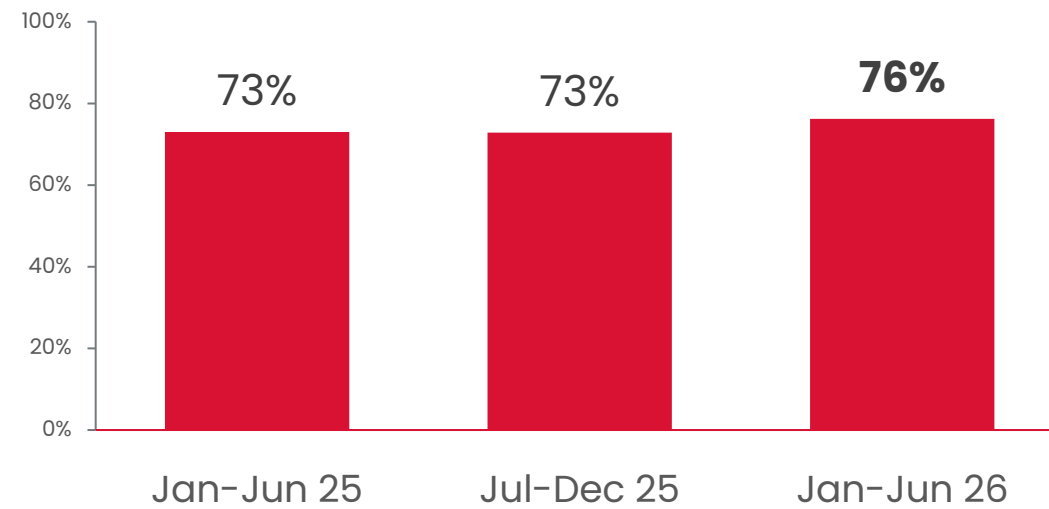
BROADBAND PROVIDER



Overall Satisfaction – Trend



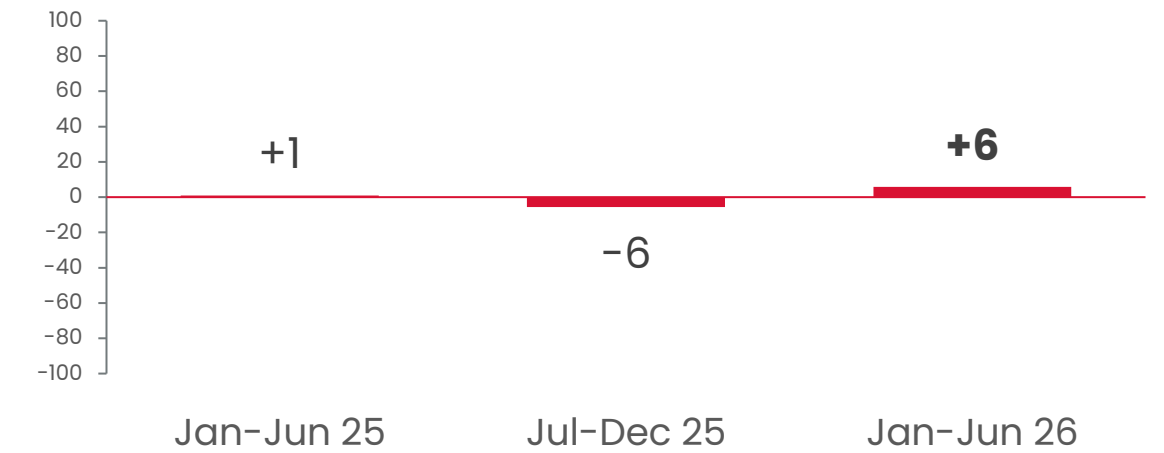
SATISFACTION TREND



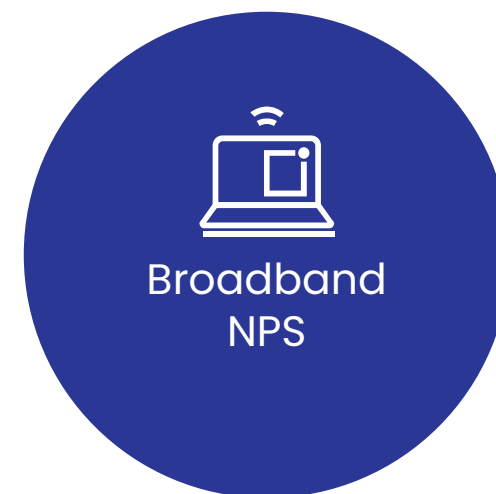
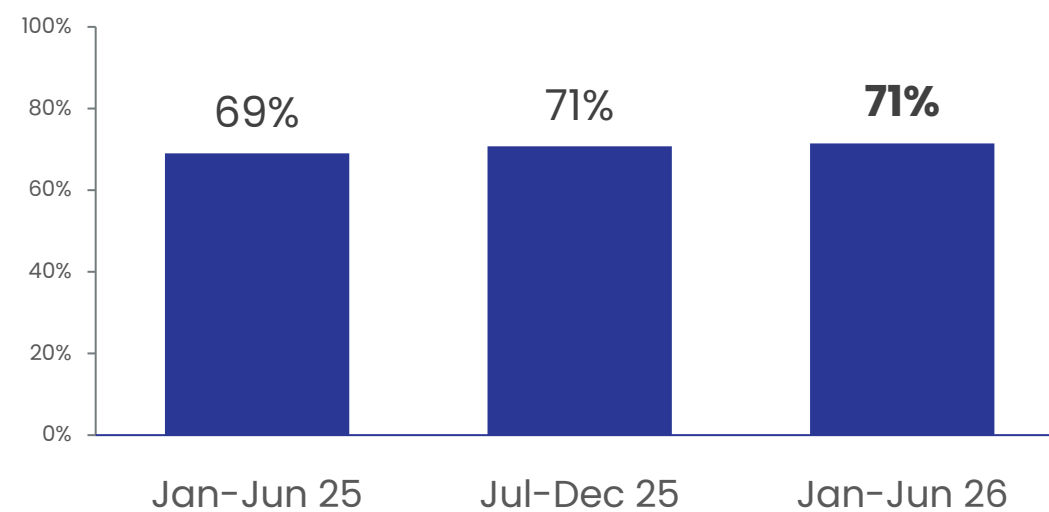
Net Promoter Score – Trend



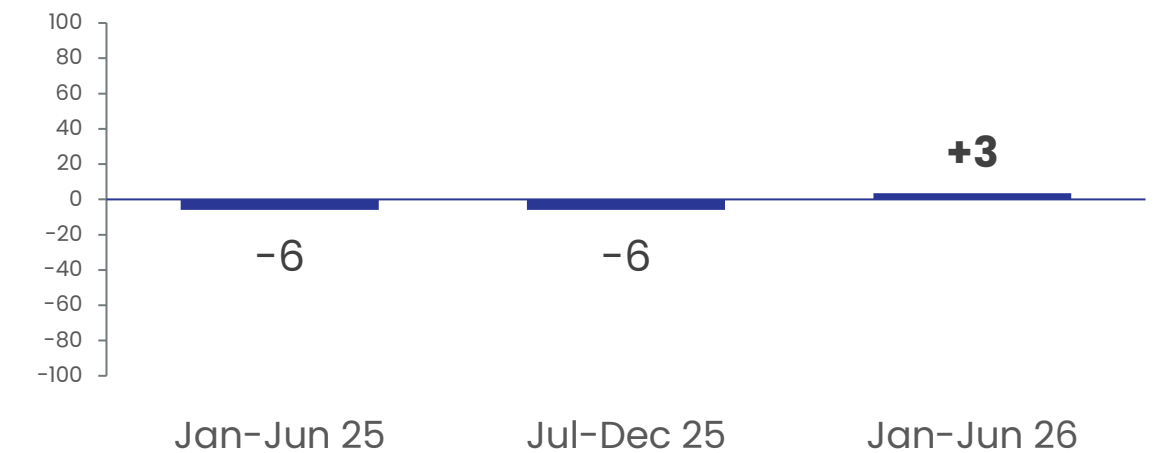
NPS TREND



SATISFACTION TREND



NPS TREND



% significantly above prior wave
% significantly below prior wave

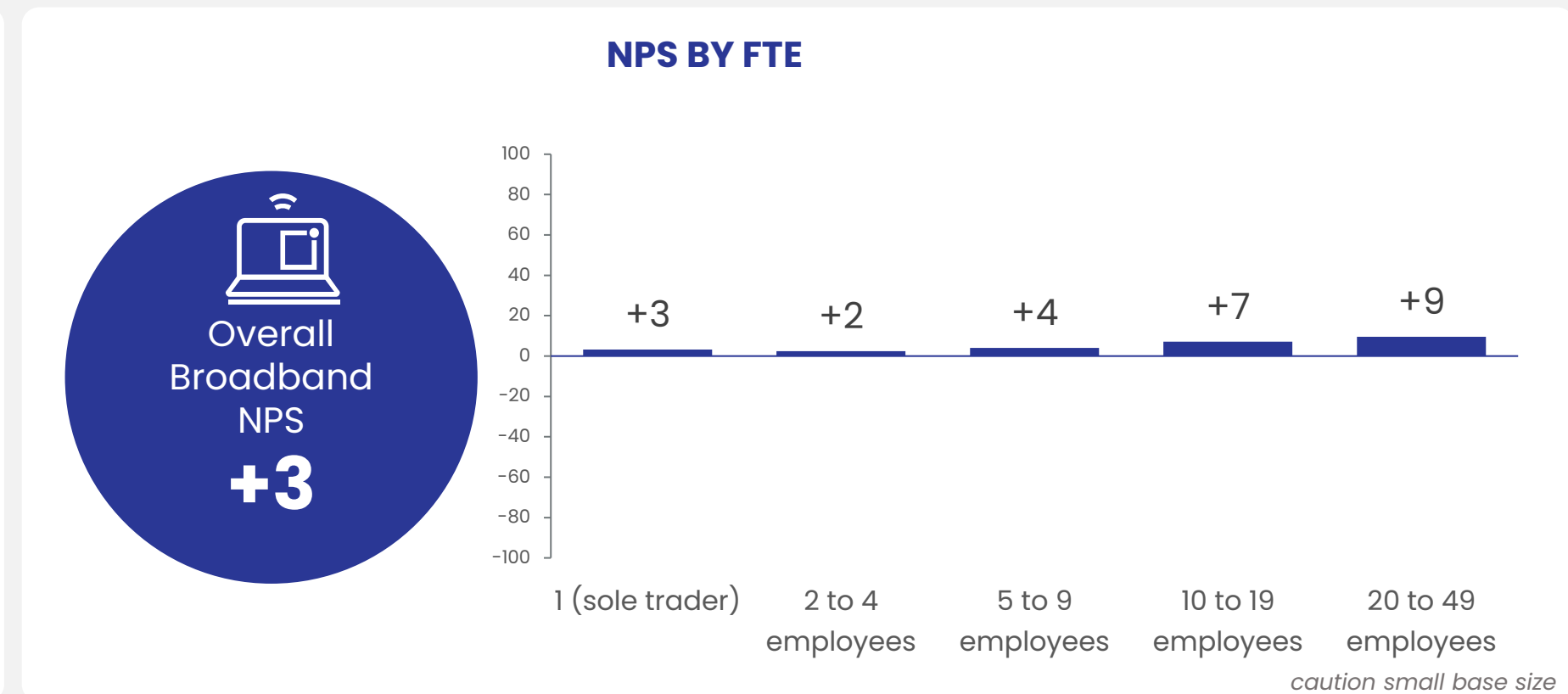
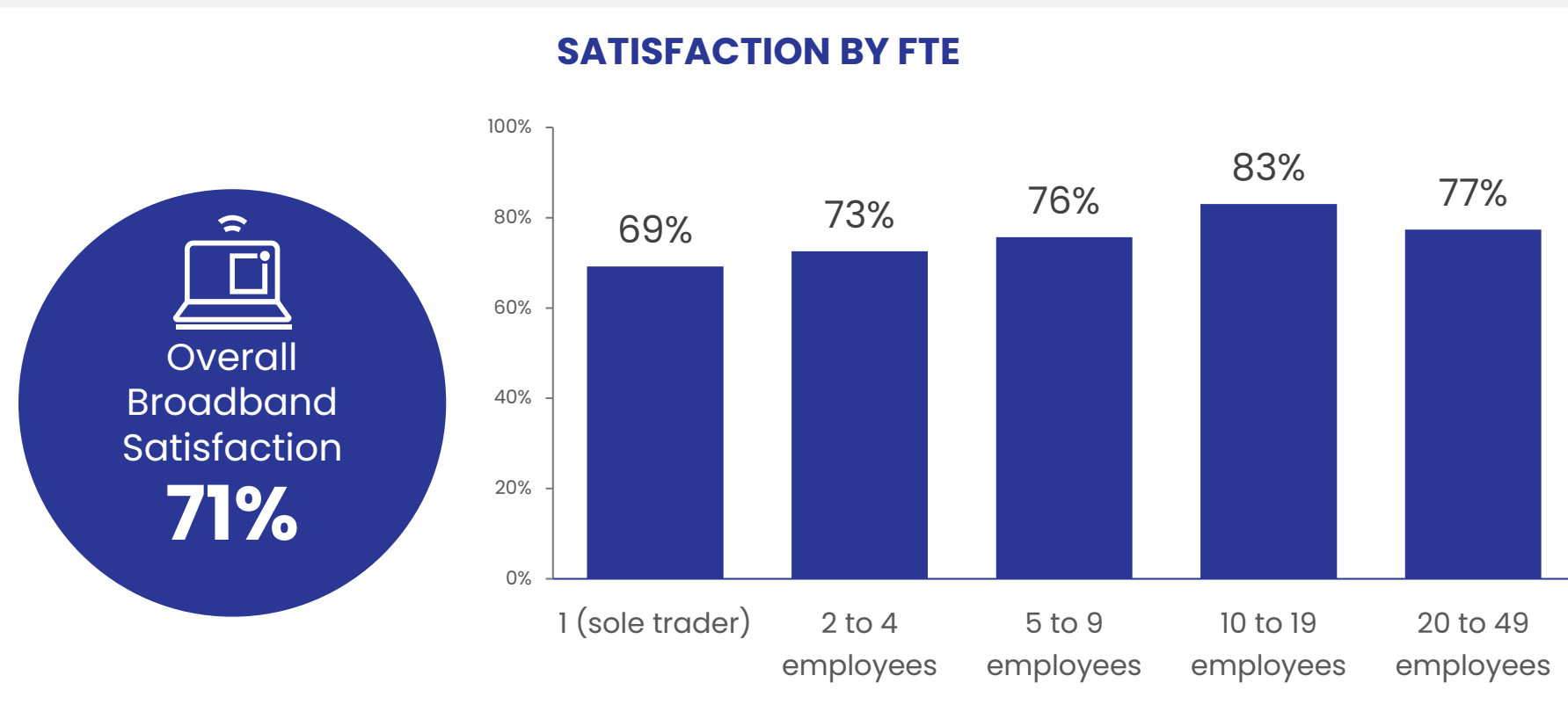
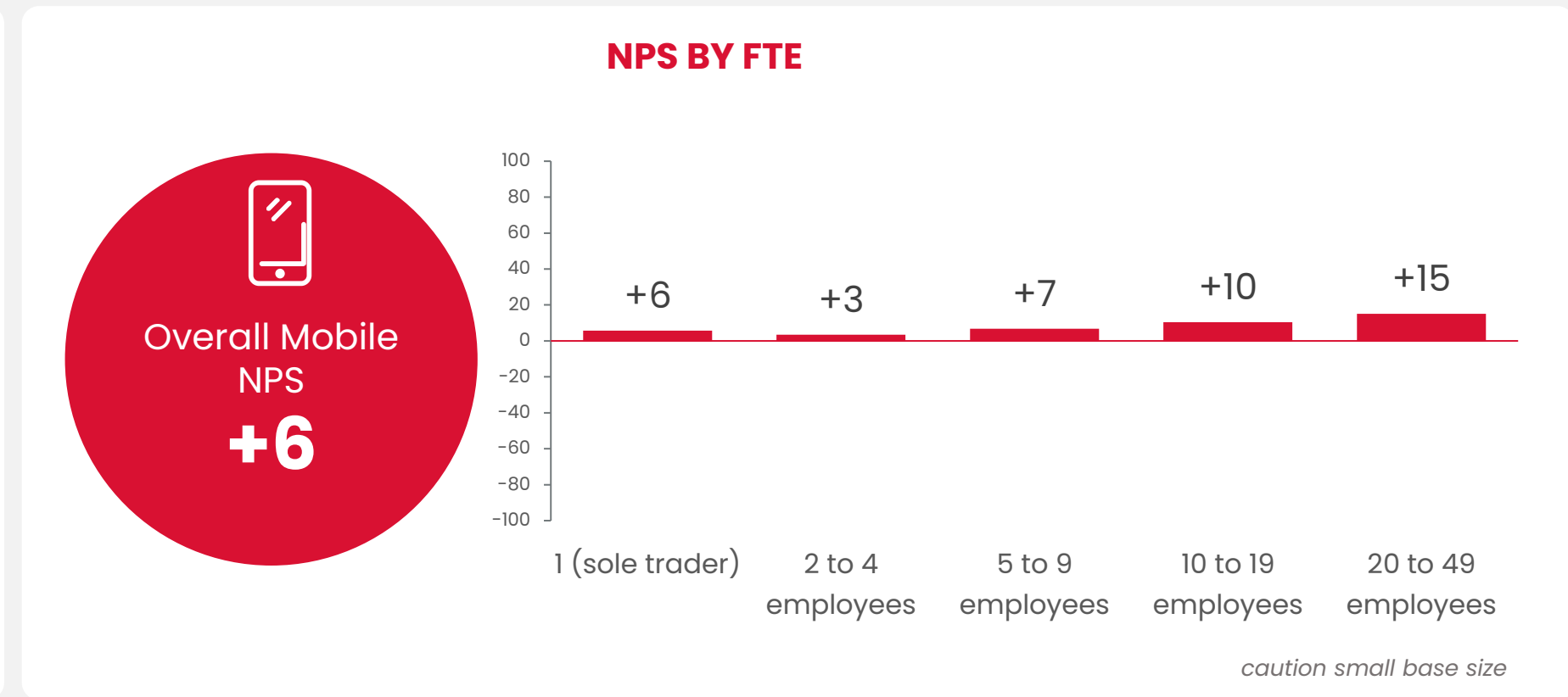
NOTE: significance testing not included for NPS

Q. And how satisfied are you with [mobile provider] for your mobile service in relation to the following aspects? (Scale 1-5)
Q. And how satisfied are you with [broadband provider] for your broadband / business internet service in relation to the following aspects? (Scale 1-5)
Q. Considering your experience with your current providers, how likely would you be to recommend them to a friend or family member? (Scale 0-10)

Overall Satisfaction – Full-Time Employees (FTE)



Promoter Score – Full-Time Employees (FTE)



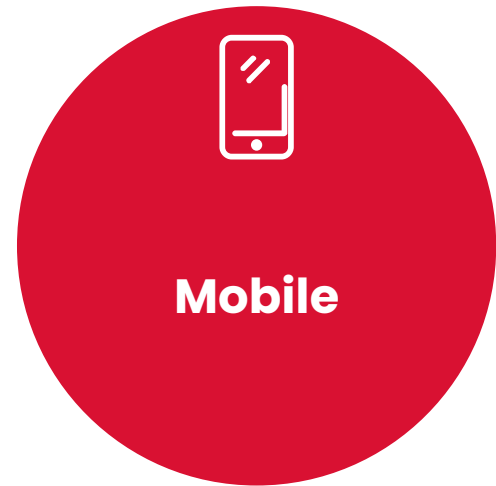
Q. And how satisfied are you with [mobile provider] for your mobile service in relation to the following aspects? (Scale 1-5)

Q. And how satisfied are you with [broadband provider] for your broadband / business internet service in relation to the following aspects? (Scale 1-5)

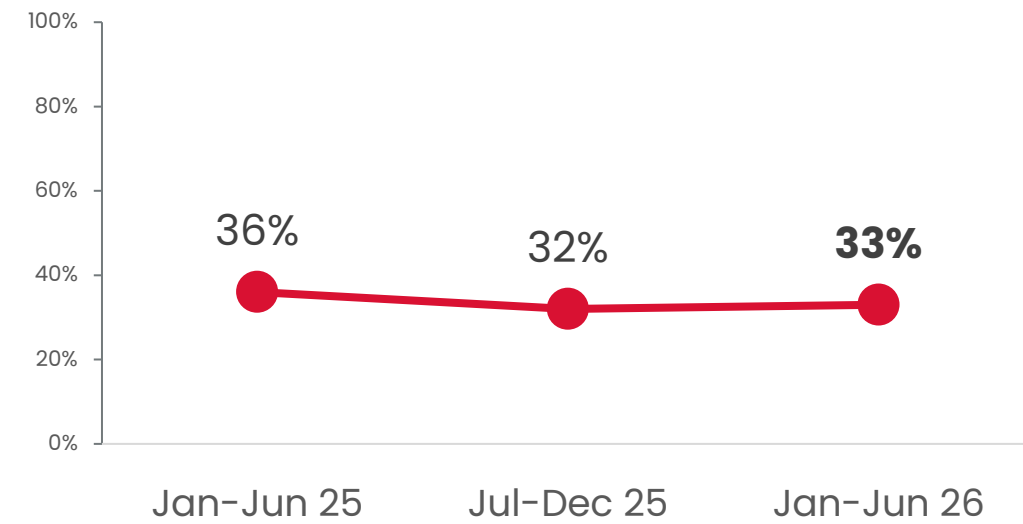
Q. Considering your experience with your current providers, how likely would you be to recommend them to a friend or family member? (Scale 0-10)

Q. Including yourself, how many people currently work in your business across all locations?

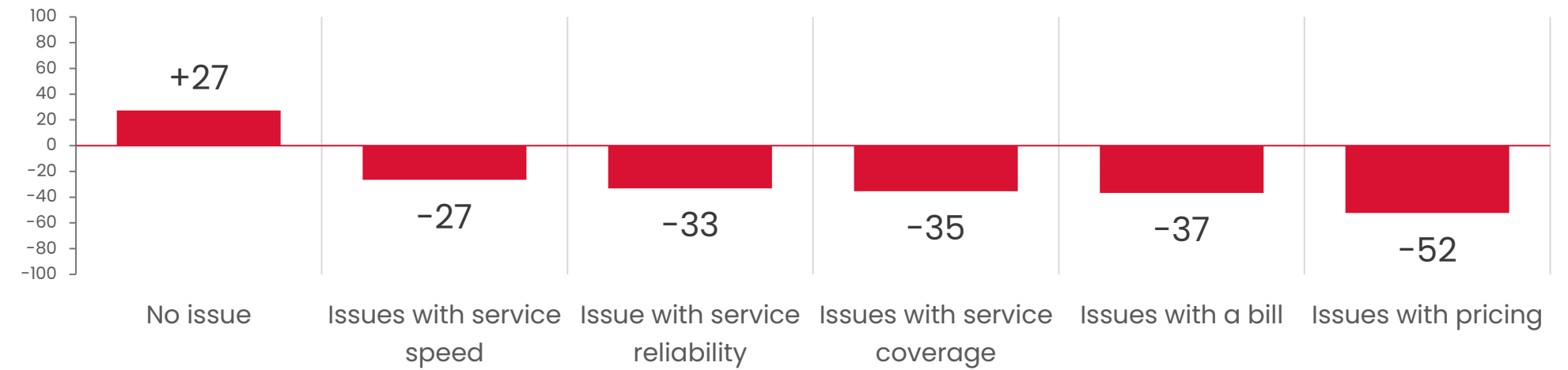
NPS and Issues Experienced



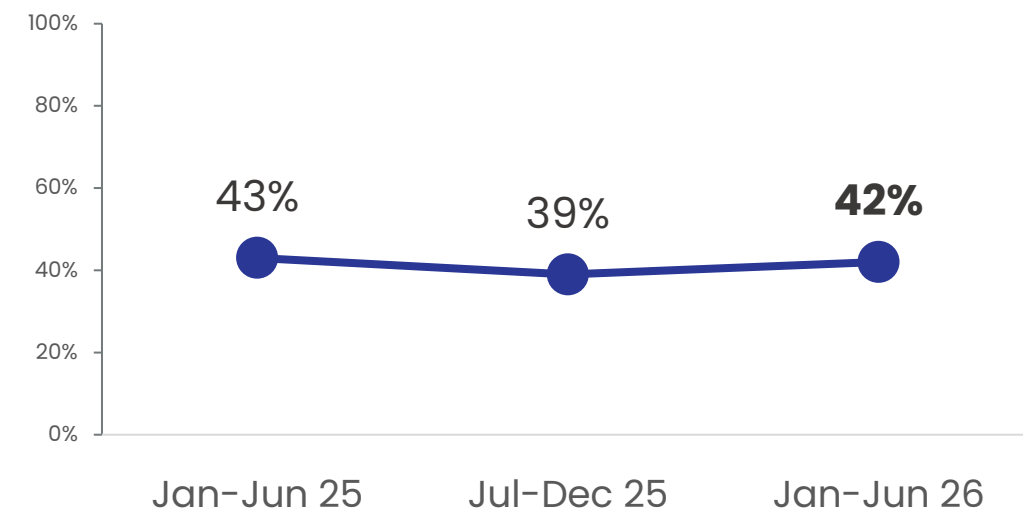
EXPERIENCED AN ISSUE



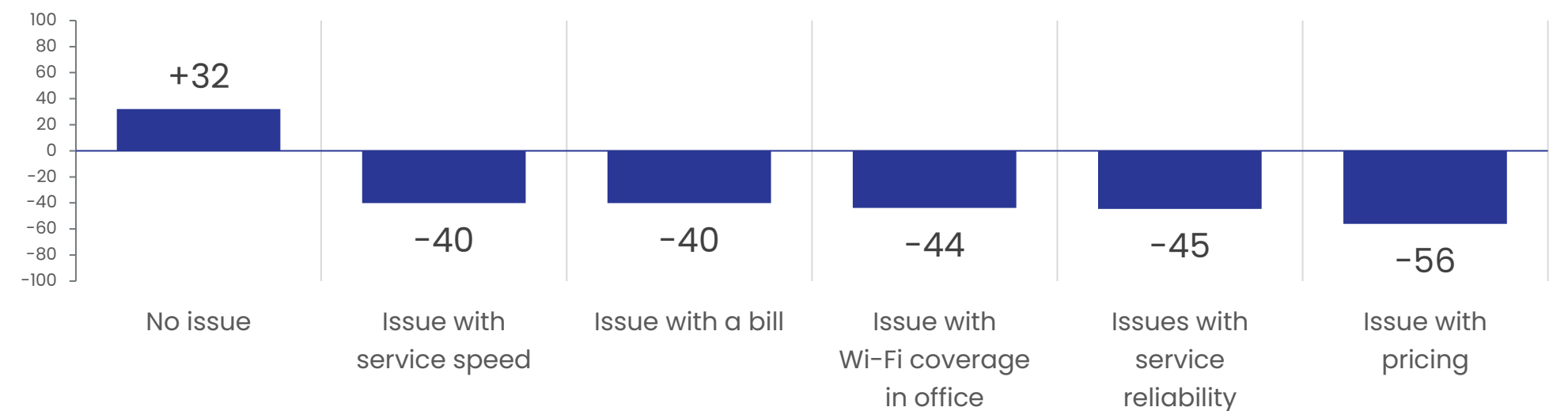
NPS BY ISSUES EXPERIENCED – CURRENT WAVE



EXPERIENCED AN ISSUE



NPS BY ISSUES EXPERIENCED – CURRENT WAVE



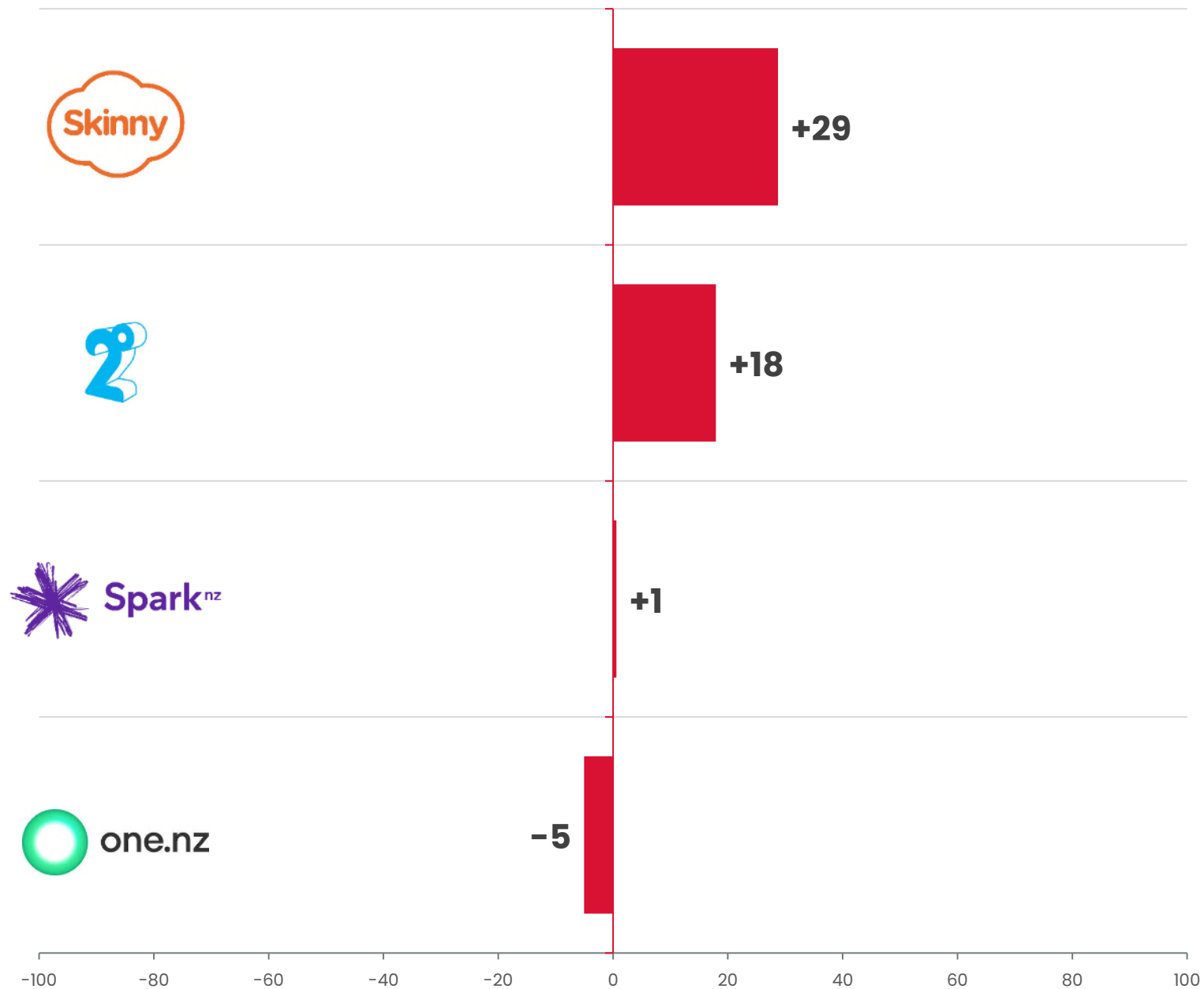
% significantly above prior wave

% significantly below prior wave

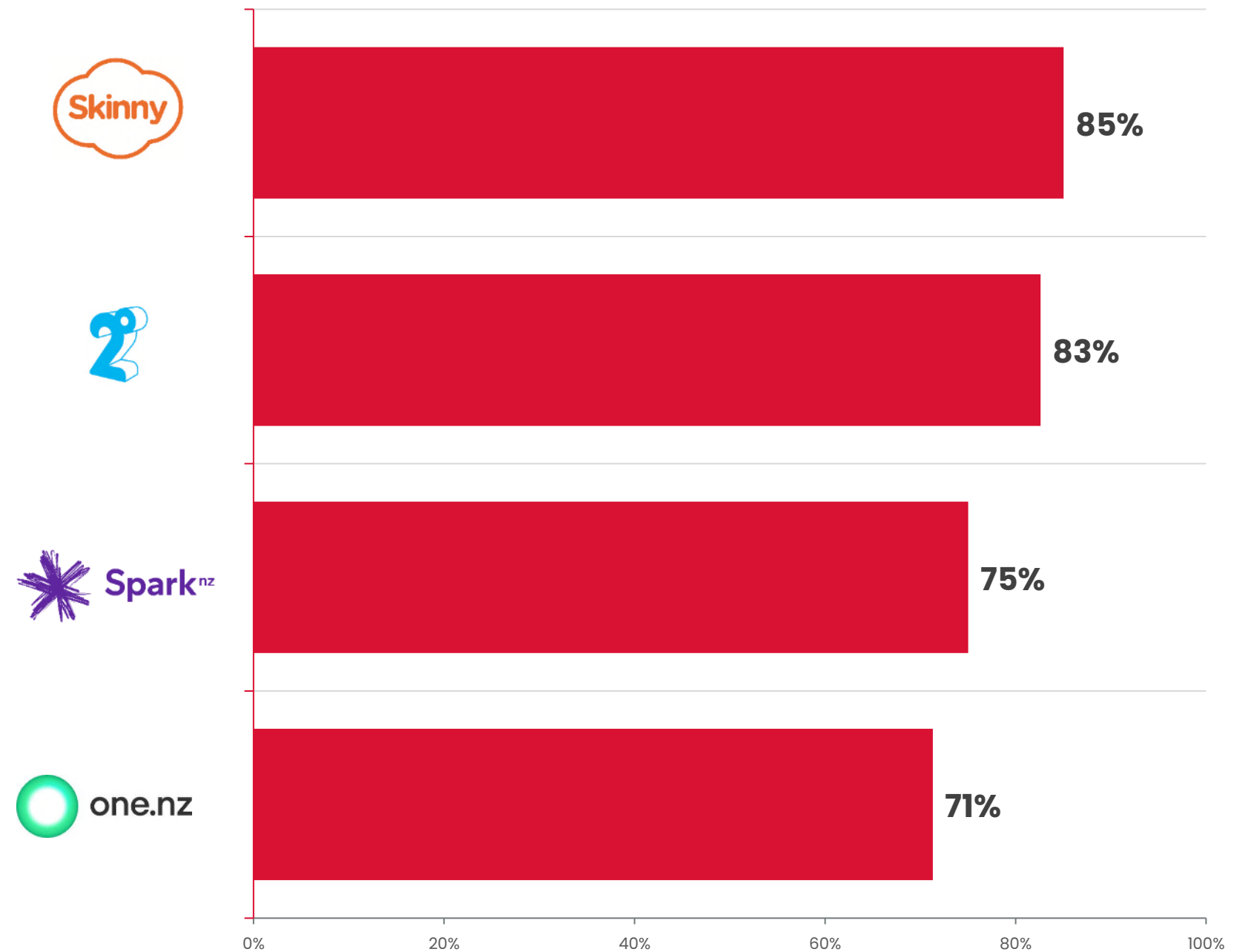


Mobile NPS and Satisfaction by Provider

NET PROMOTER SCORE – CURRENT WAVE



SATISFACTION – CURRENT WAVE

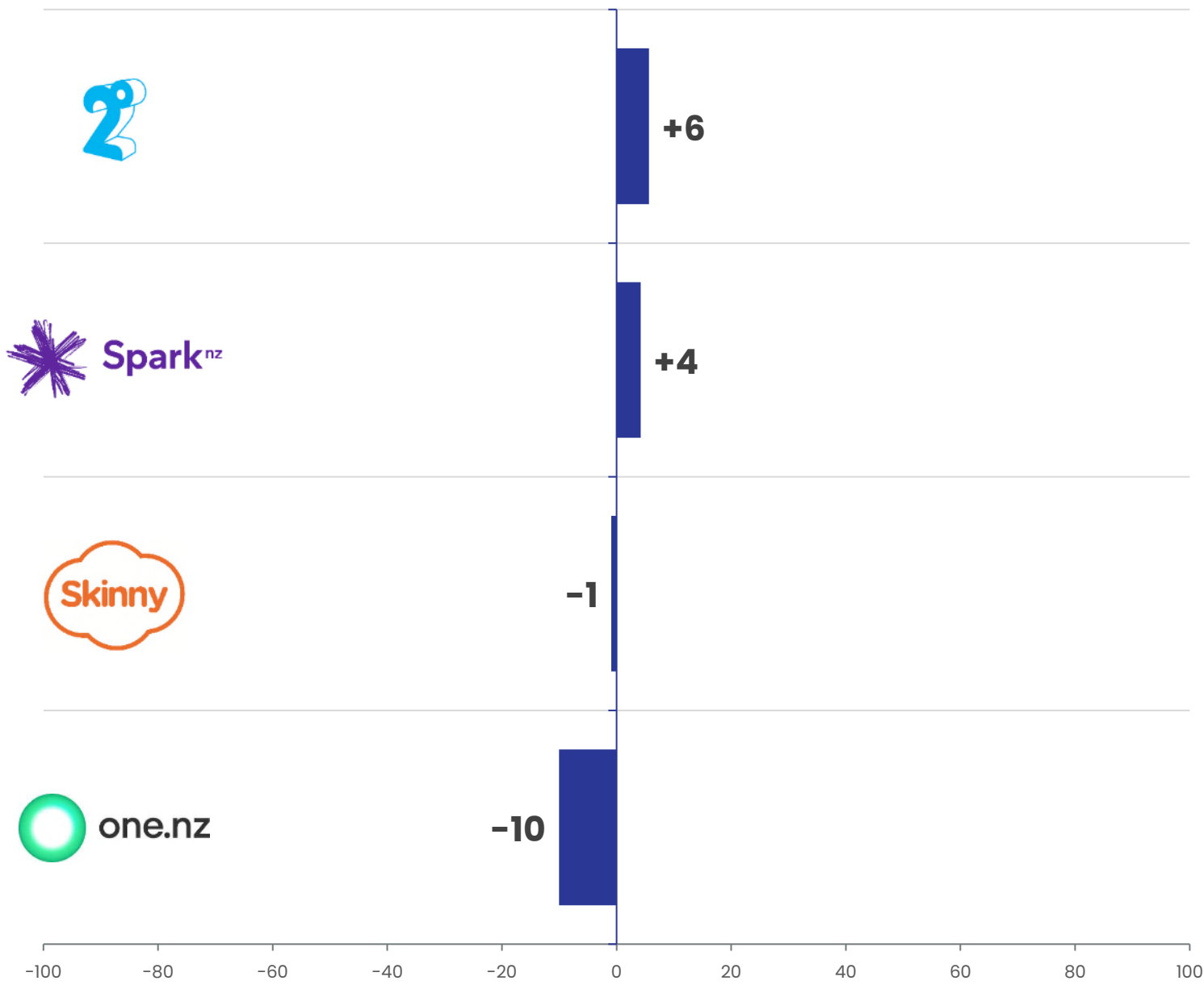


Q. And how satisfied are you with [mobile provider] for your mobile service in relation to the following aspects? (Scale 1-5)
Q. Considering your experience with your current providers, how likely would you be to recommend them to a friend or family member? (Scale 0-10)
Q. Which telecommunication company do you use for its mobile? If you use more than one, please think about your main provider.
Sorted high to low based on current wave, (minimum n=30 to report)

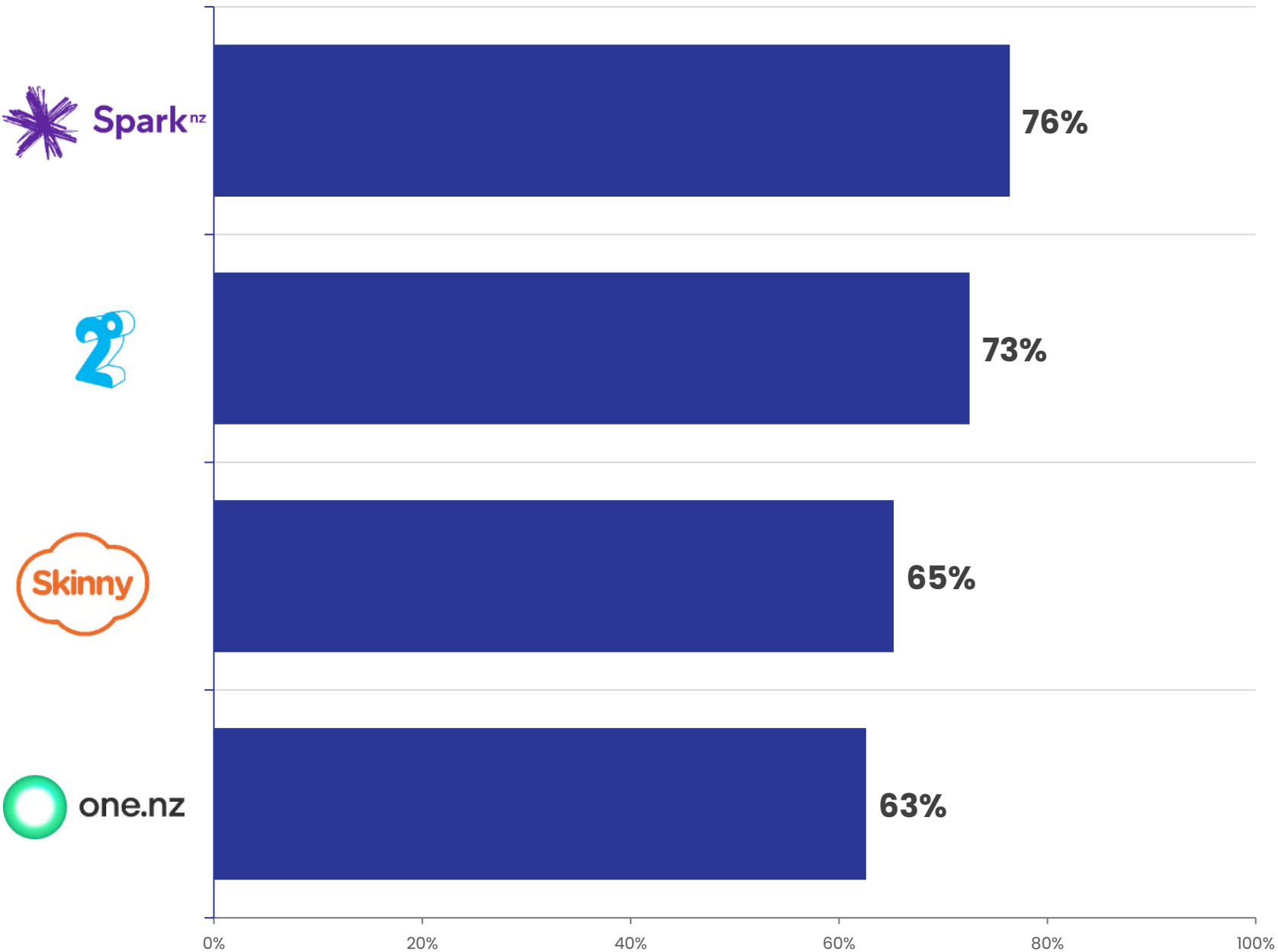


Broadband NPS and Satisfaction by Provider

NET PROMOTER SCORE – CURRENT WAVE

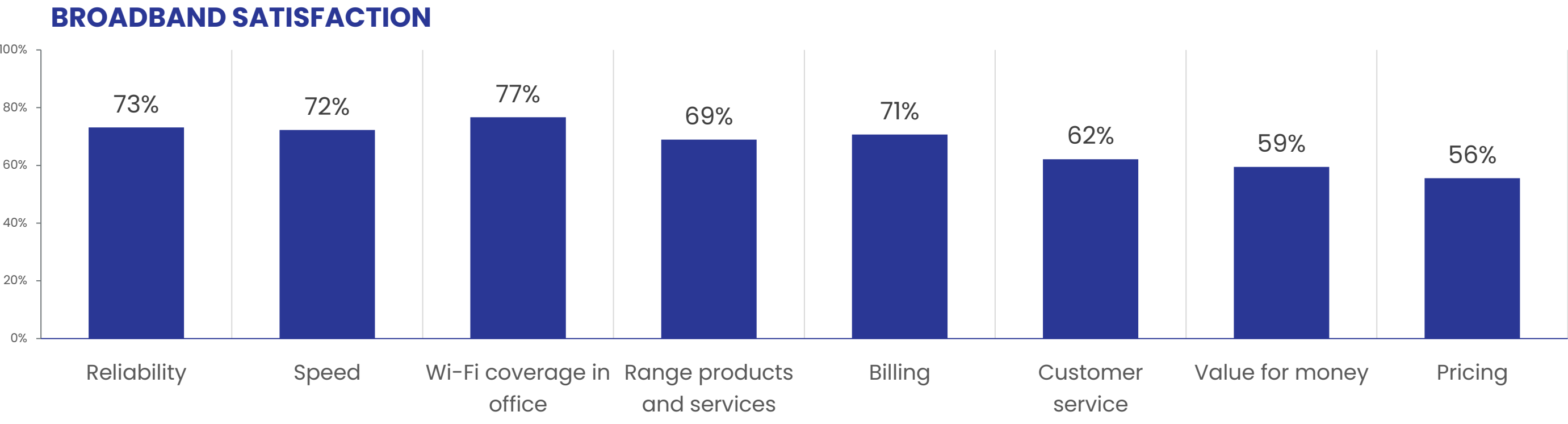
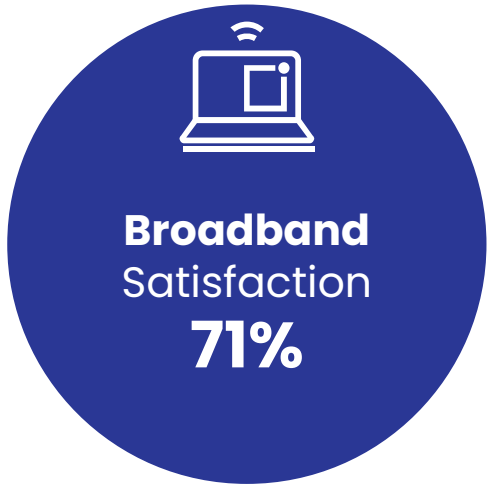
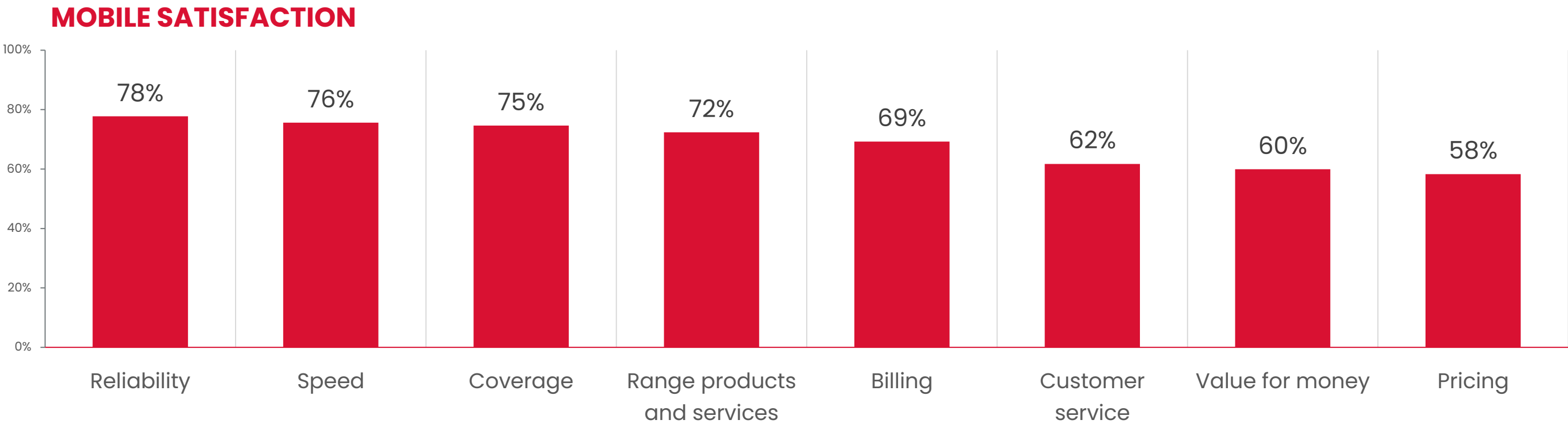


SATISFACTION – CURRENT WAVE



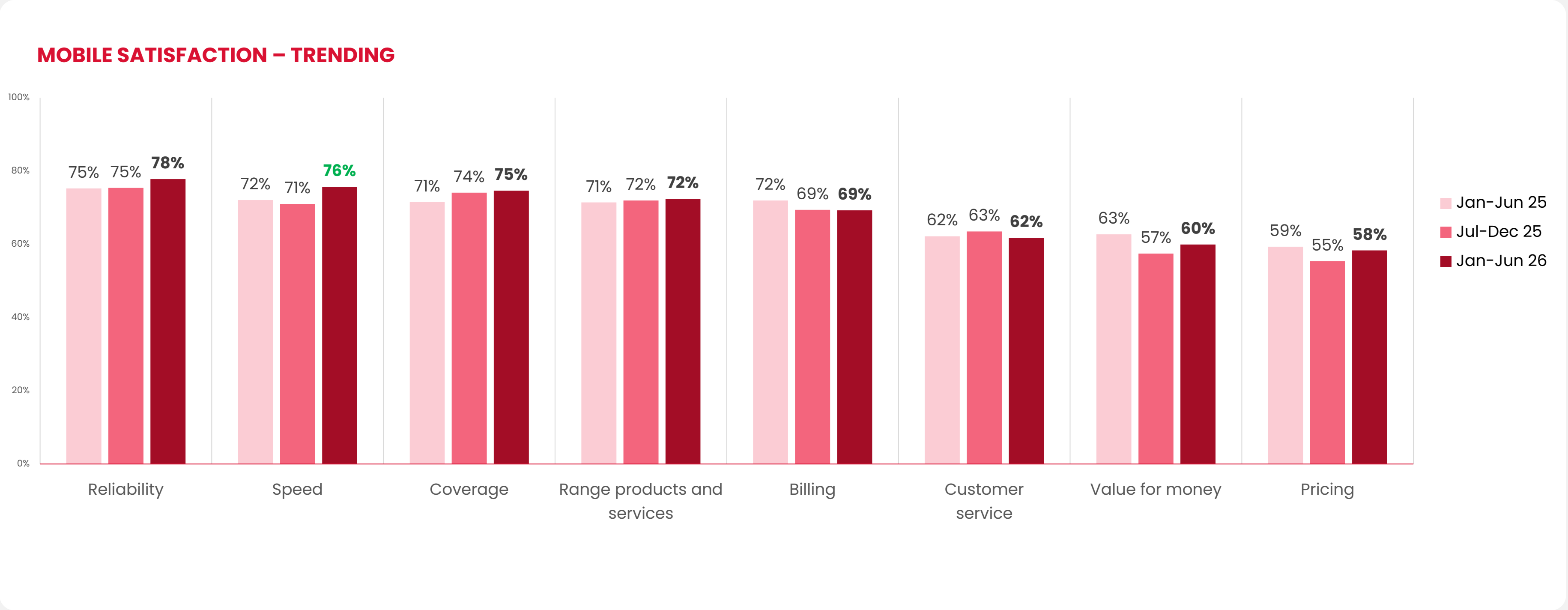
Q. And how satisfied are you with [broadband provider] for your broadband / business internet service in relation to the following aspects? (Scale 1-5)
Q. Considering your experience with your current providers, how likely would you be to recommend them to a friend or family member? (Scale 0-10)
Q. Which telecommunication company does the business / company you work for use for its broadband? If you use more than one, please think about your main provider.
Sorted high to low based on current wave (minimum n=30 to report)

Satisfaction



Q. How satisfied are you with [mobile provider] for your mobile service in relation to the following aspects?
Q. How satisfied are you with [broadband provider] for your broadband / business internet service in relation to the following aspects?

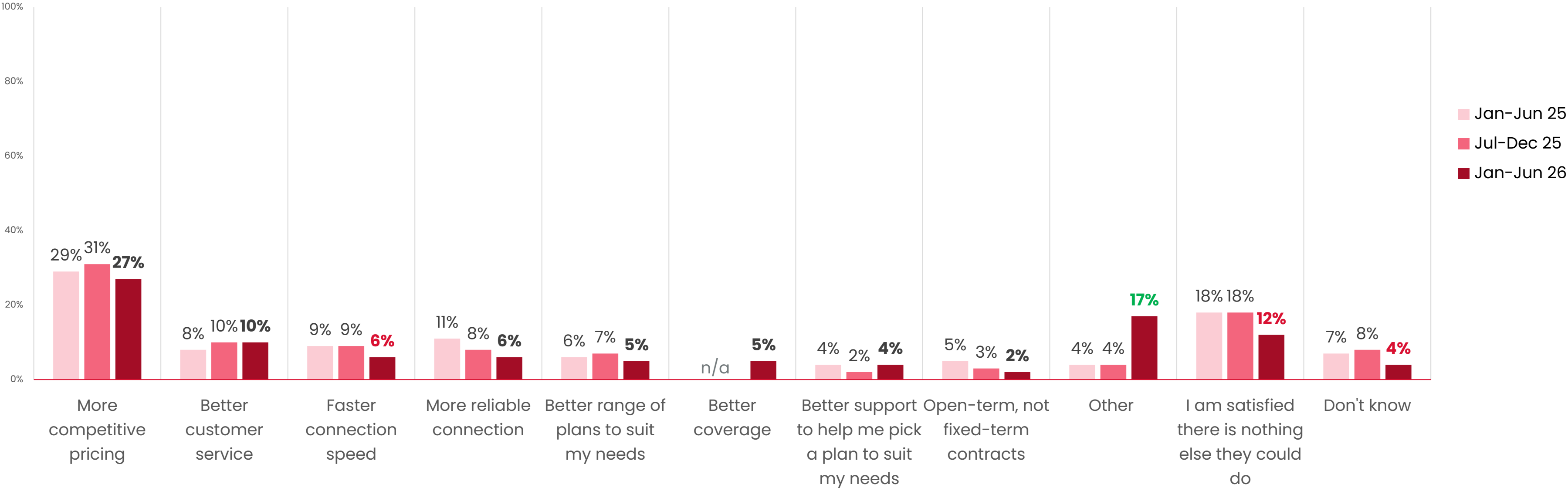
Mobile Satisfaction Trending



76% significantly above prior wave
57% significantly below prior wave

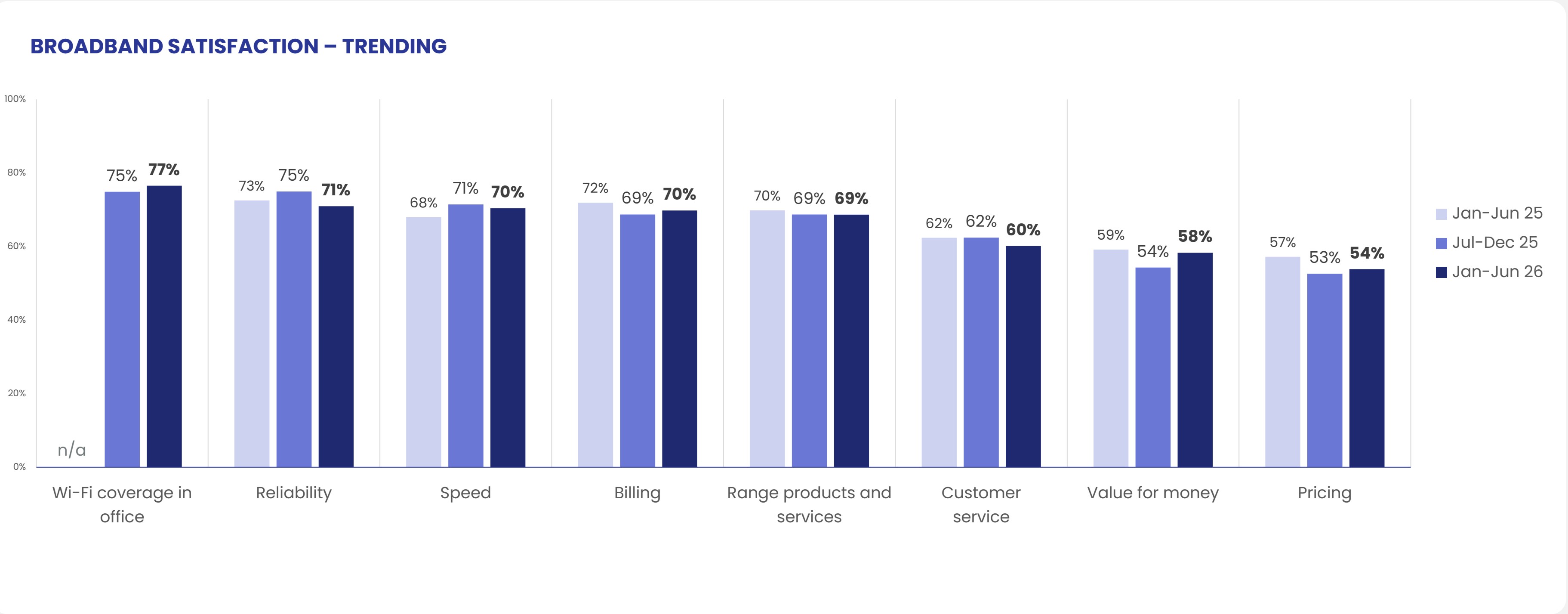
One Thing to Improve Overall Mobile Satisfaction

IMPROVE MOBILE SATISFACTION – TRENDING



% significantly above prior wave
% significantly below prior wave
n/a not asked

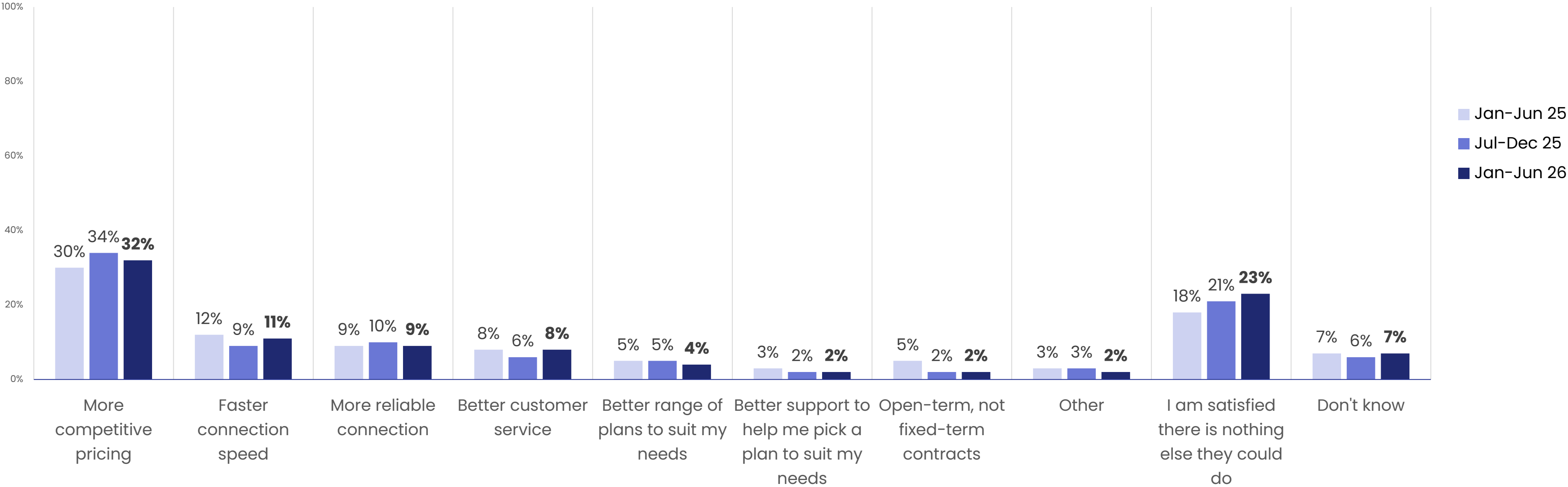
Broadband Satisfaction Trended



% significantly above prior wave
% significantly below prior wave
n/a not asked

One Thing to Improve Overall Broadband Satisfaction

IMPROVE BROADBAND SATISFACTION – TRENDING



% significantly above prior wave
% significantly below prior wave

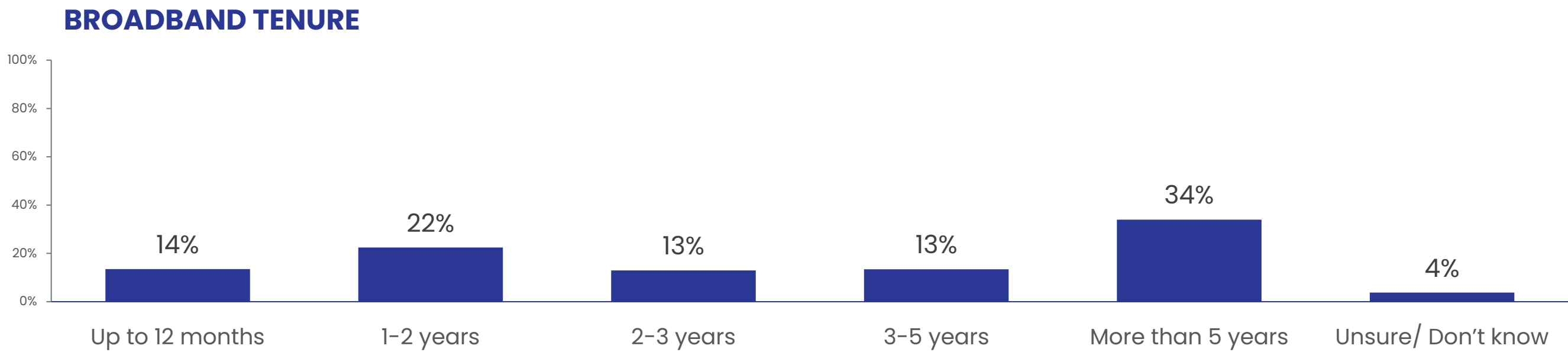
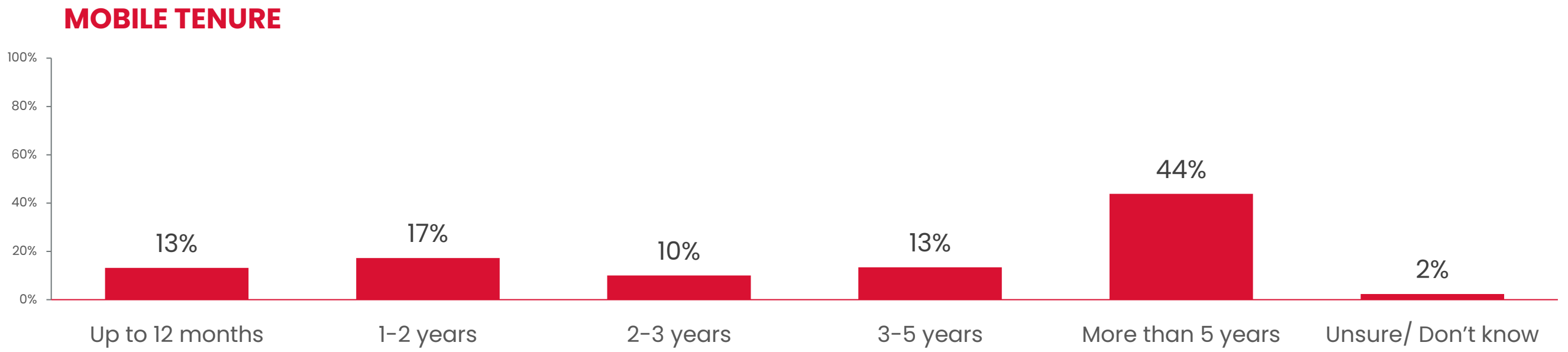


 **INSIGHTS HQ**

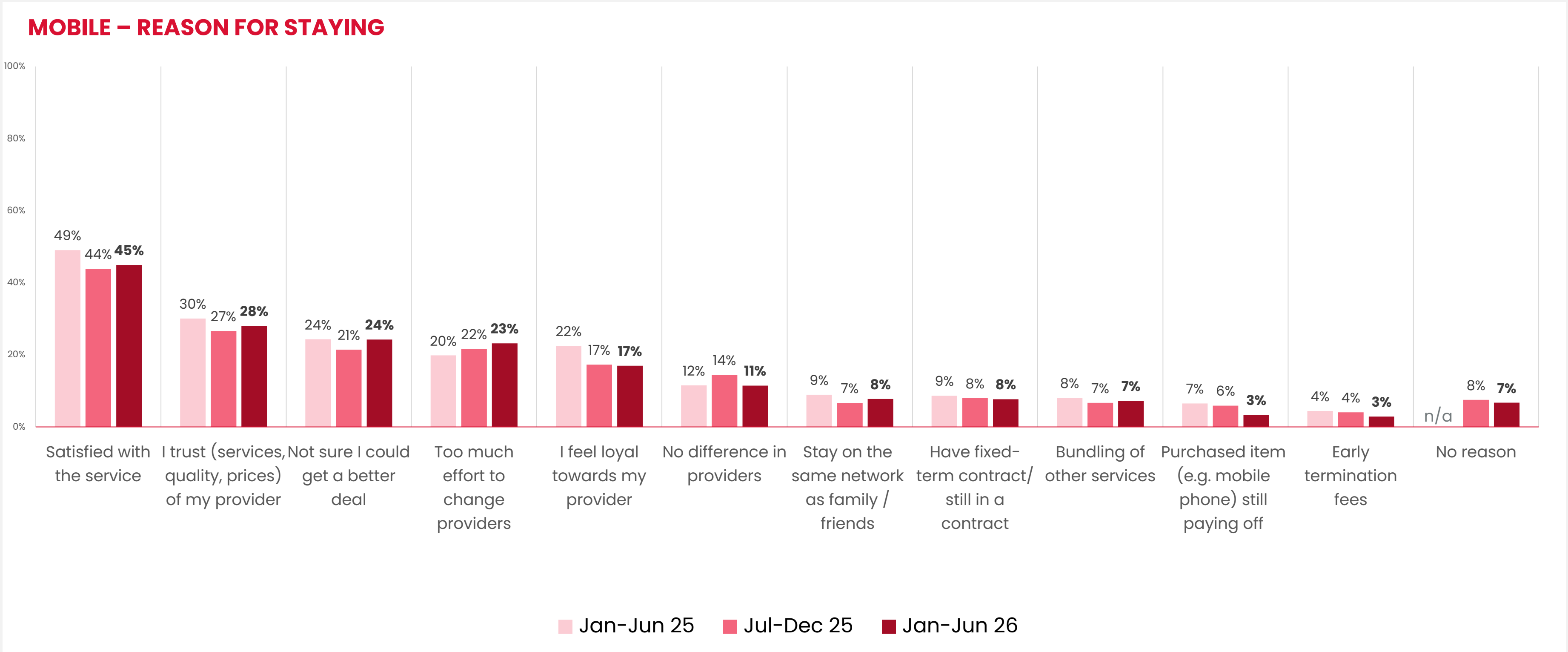
SME **INSIGHTS**

Tenure and Switching Behaviour

Tenure

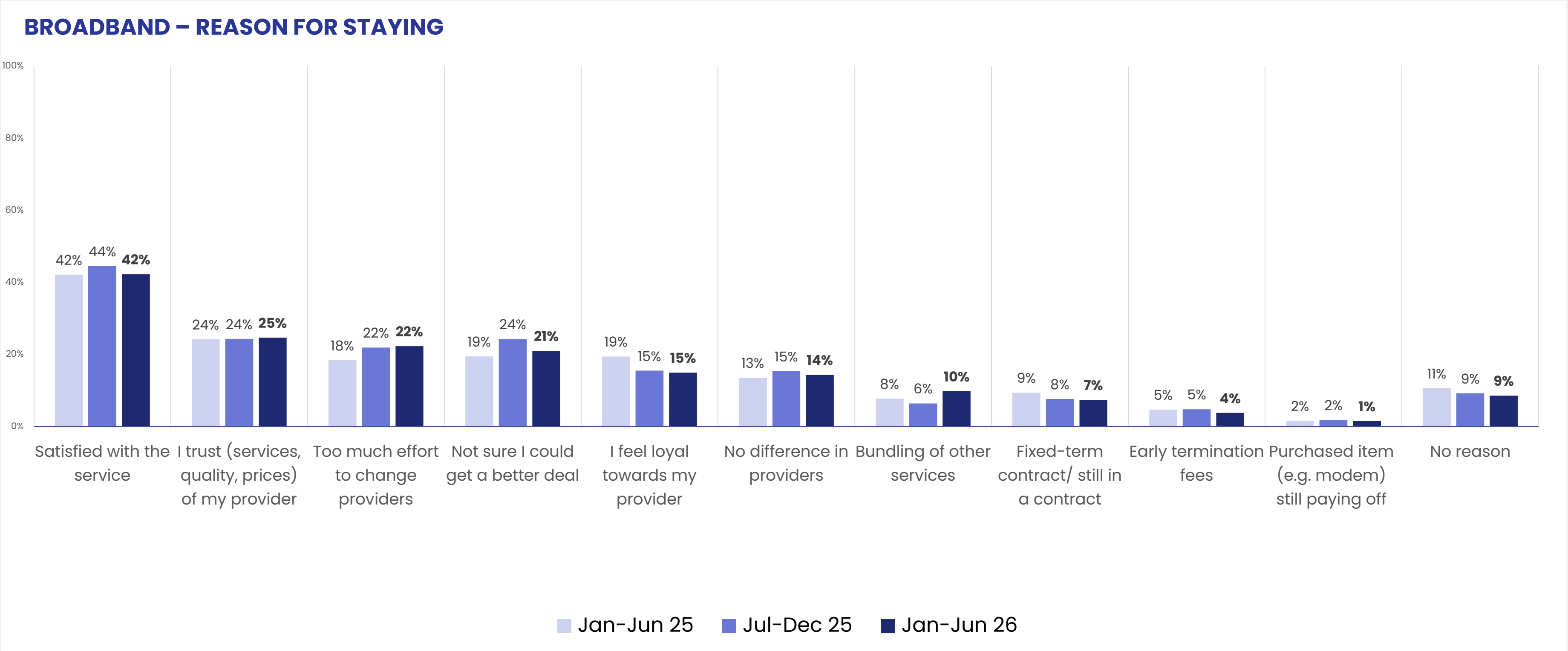


Reasons for staying with current mobile provider – Trending



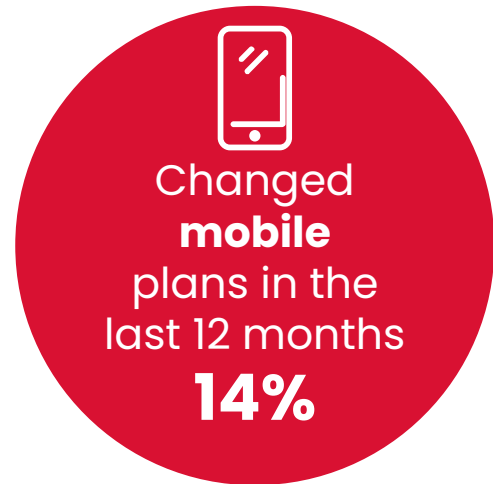
*Note, wording was changed to “I trust my provider” in March 2026
Multiple responses given
No significance testing on multiple response
n/a not asked

Reasons for staying with current broadband provider – Trending



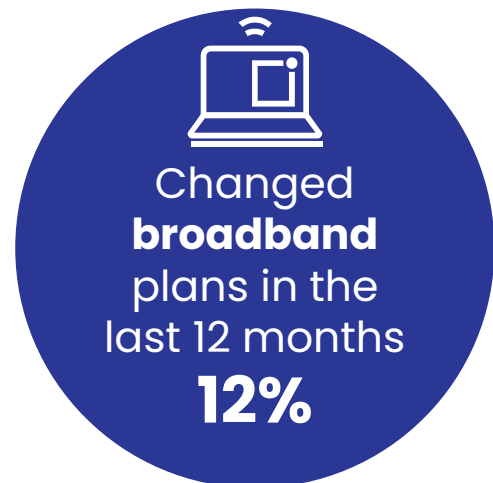
*Note, wording was changed to “I trust my provider” in March 2026
Multiple responses given
No significance testing on multiple response

Changing plans with same provider



Top 2 Box (Satisfaction / Agreement)

	Jan-Jun 25	Jul-Dec 25	Jan-Jun 26
Changed mobile plan with same provider	15%	15%	14%
Satisfaction with the process of changing your mobile plan	53%	60%	67%
Satisfaction with the information provided about the new plan / offer before you selected it	55%	58%	61%
Satisfaction with the communications you received during the plan change process	n/a	56%	63%
Agree with: I received the plan I was told I would get when I signed up for the plan	n/a	73%	72%



Top 2 Box (Satisfaction / Agreement)

	Jan-Jun 25	Jul-Dec 25	Jan-Jun 26
Changed broadband plan with same provider	11%	13%	12%
Satisfaction with the process of changing your broadband plan	45%	66%	61%
Satisfaction with the information provided about the new plan / offer before you selected it	51%	58%	61%
Satisfaction with the communications you received during the plan change process	n/a	64%	60%
Agree with: I received the plan I was told I would get when I signed up for the plan	n/a	63%	74%

% significantly above prior wave

% significantly below prior wave

"n/a" not asked

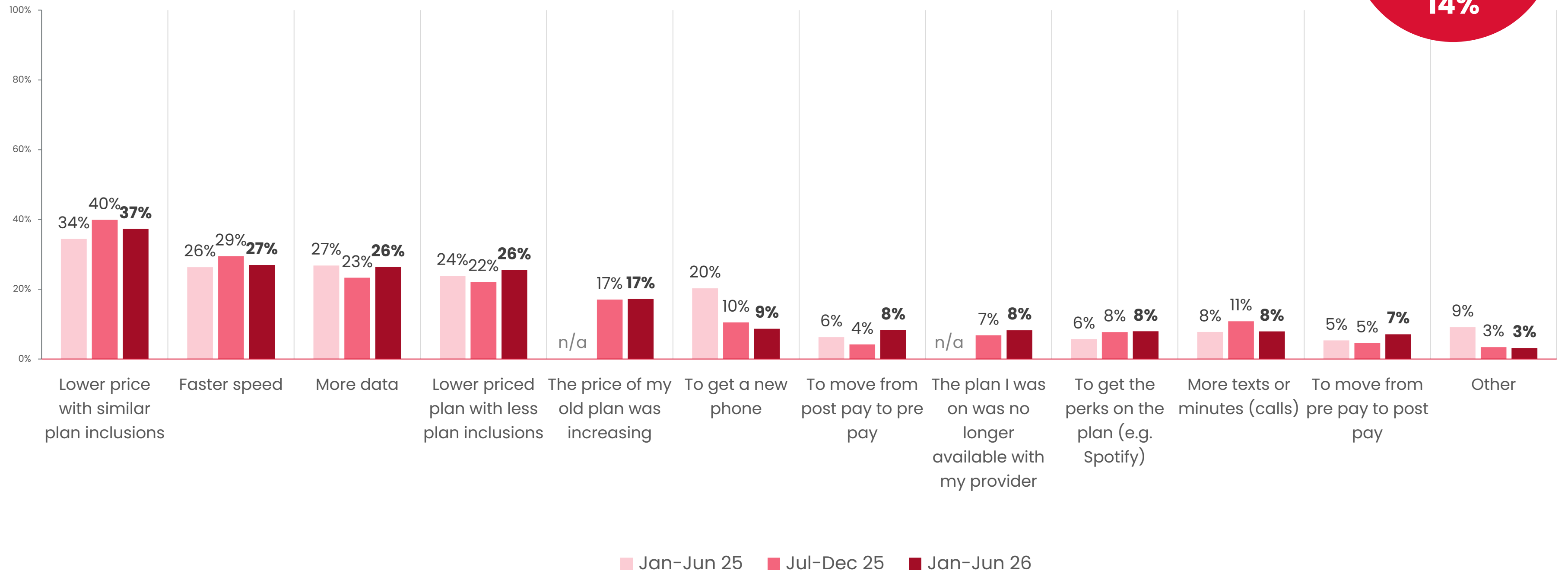
Q. In the last 12 months, has the business / company you work for changed a plan relating to its... [Please note, historical figures updated to reflect decision makers only]

Q. Overall, how satisfied were you with...

Reasons for changing mobile plans with the same provider

Changed **mobile** plans in the last 12 months
14%

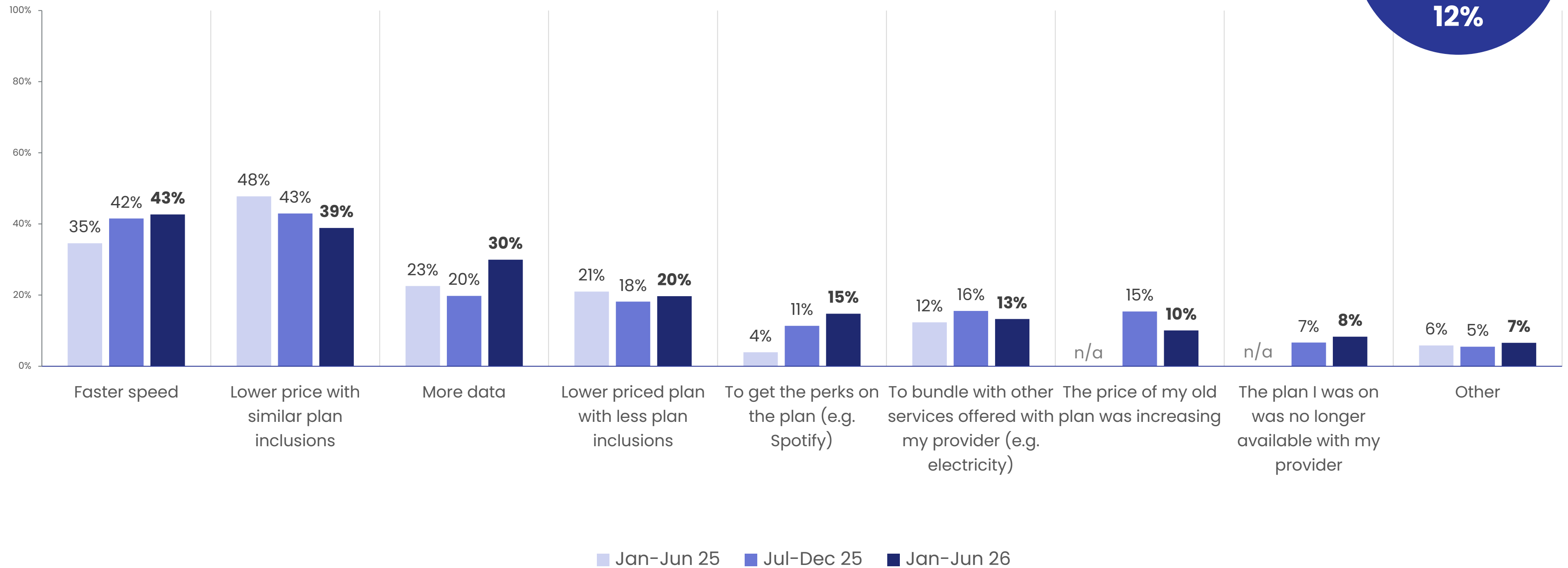
REASONS FOR CHANGING PLANS – TRENDING



Reasons for changing broadband plans with the same provider

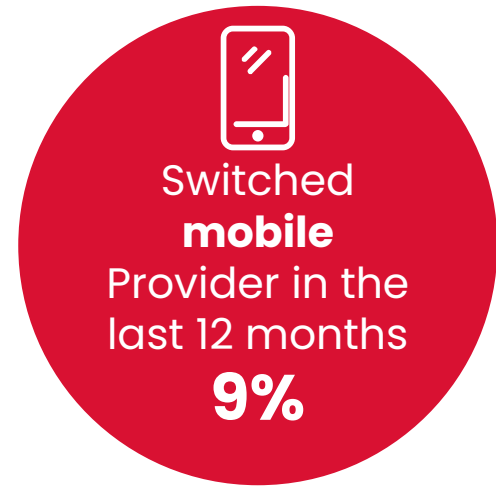
Changed **broadband** plans in the last 12 months
12%

REASONS FOR CHANGING PLANS – TRENDING



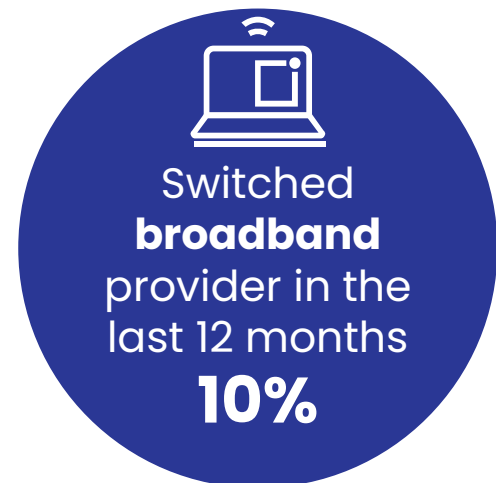
Multiple responses given
No significance testing on multiple response
n/a not asked

Switching providers



Top 2 Box (Satisfaction / Agreement)

	Jan-Jun 25	Jul-Dec 25	Jan-Jun 26
Changed mobile provider	10%	9%	9%
Satisfaction with the overall process of switching (e.g. what happened during the switch, not the outcome of the switch)	66%	70%	64%
Satisfaction with the information provided on the plan / offer before you signed up	64%	64%	62%



Top 2 Box (Satisfaction / Agreement)

	Jan-Jun 25	Jul-Dec 25	Jan-Jun 26
Changed broadband provider	11%	11%	10%
Satisfaction with the process of changing your broadband plan	61%	67%	62%
Satisfaction with the information provided about the new plan / offer before you selected it	61%	63%	67%

Q. In the last 12 months, have you switched / changed telecommunication providers relating to your...
Q. Thinking about when you switched your business mobile to [mobile provider] please indicate how satisfied you were with the following aspects of the switching process?
Q. Thinking about when you switched to [broadband provider] please indicate how satisfied you were with the following aspects of the switching process?

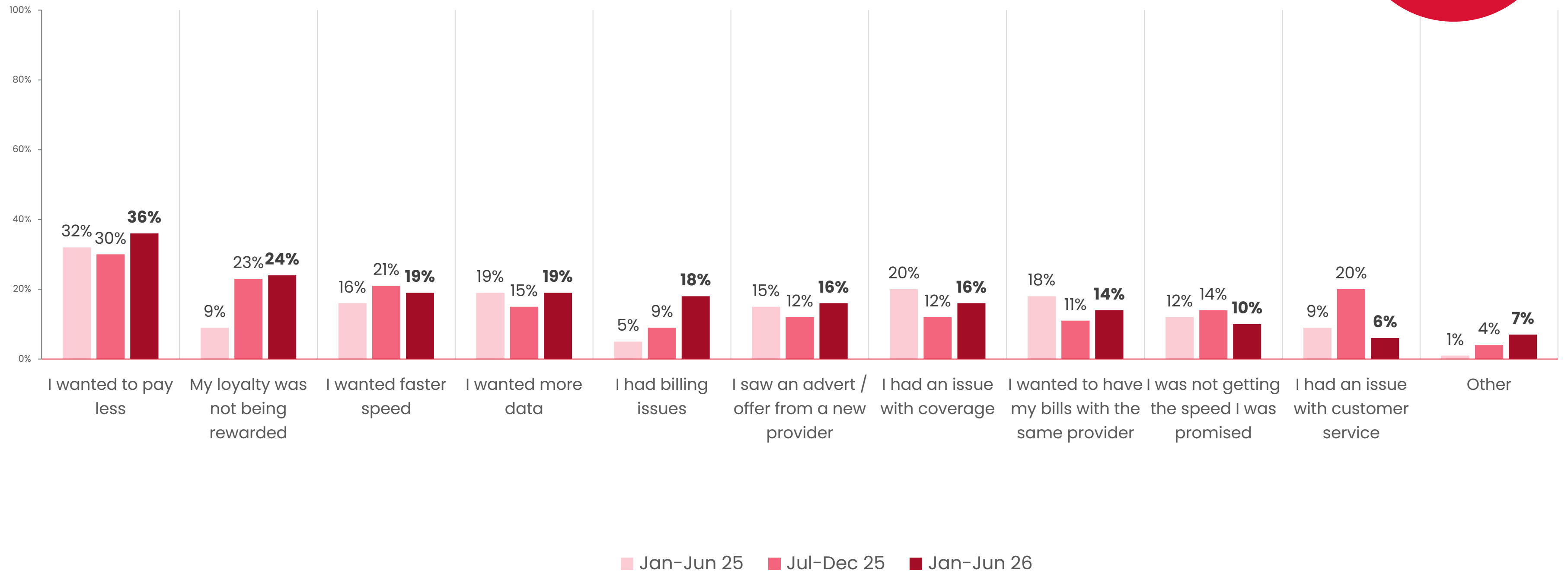
% significantly above prior wave
% significantly below prior wave
"n/a" not asked

Reasons started looking to switch mobile providers



Reasons
started looking

REASONS STARTED LOOKING – TRENDING



Multiple responses given

No significance testing on multiple response

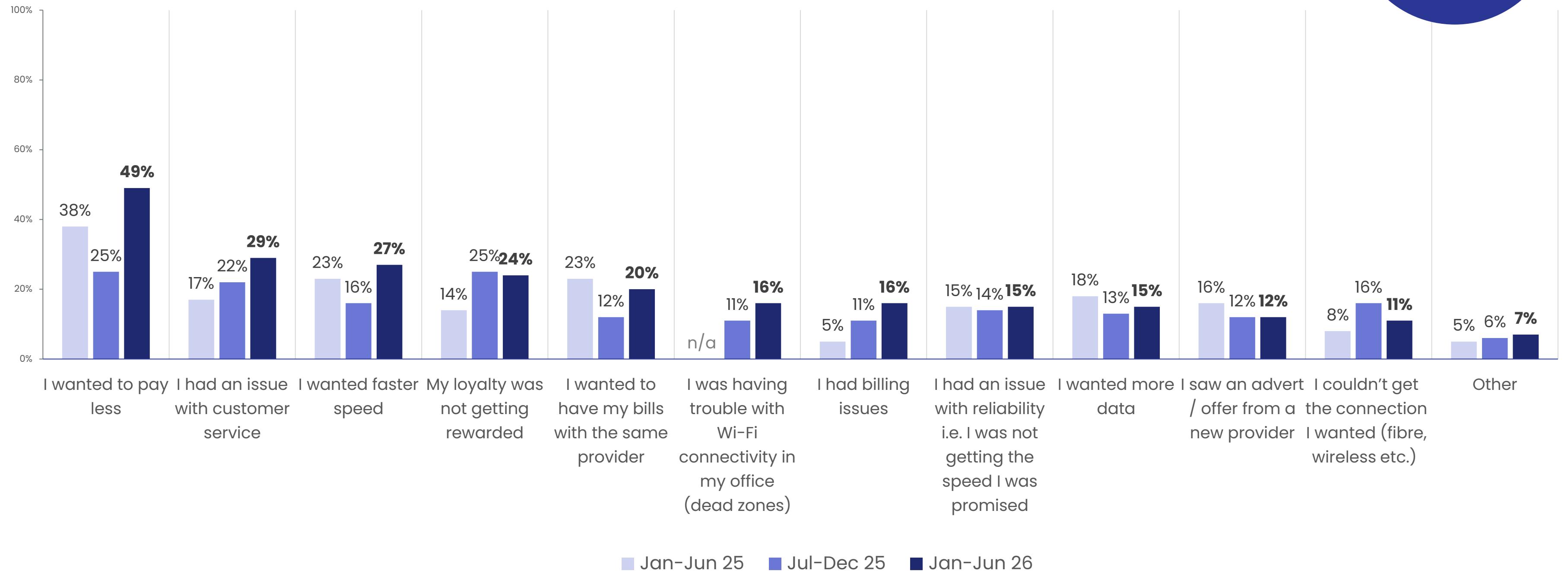
Q. For which of the following reasons did you start looking to switch from ...?

Reasons started looking to switch broadband providers



Reasons
started looking

REASONS STARTED LOOKING – TRENDING



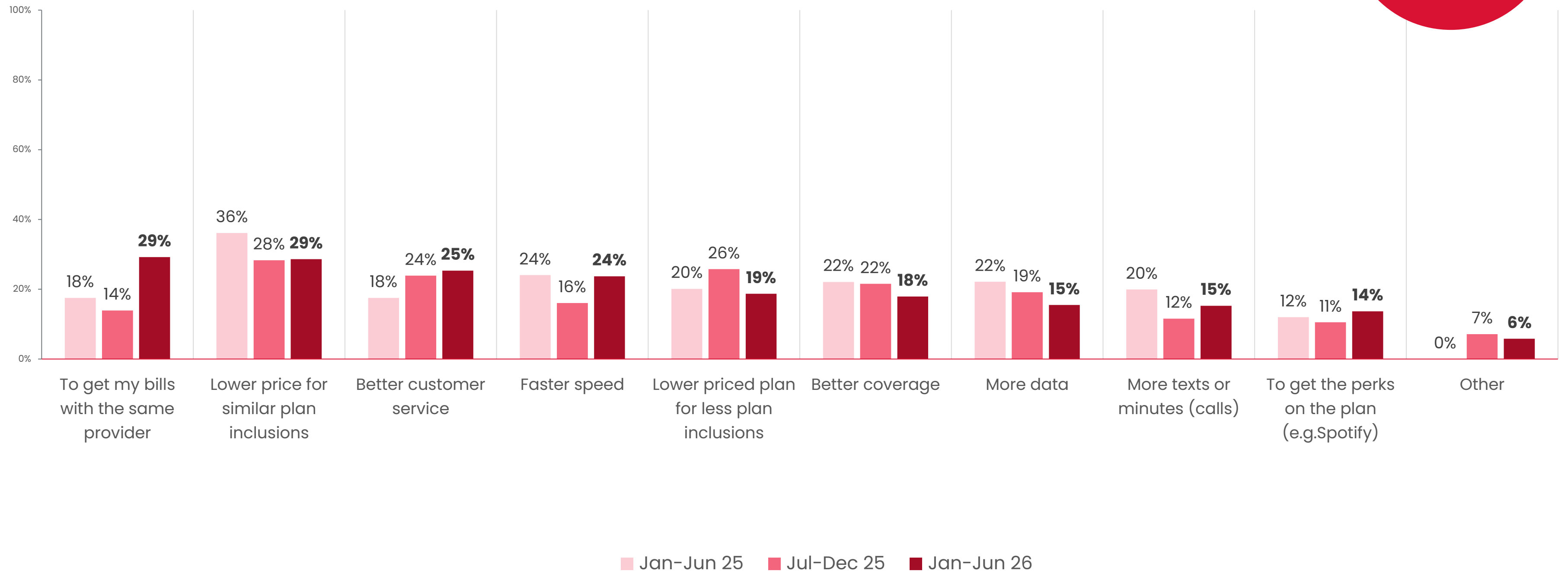
Multiple responses given
No significance testing on multiple response
n/a not asked

Reasons for choosing new mobile provider



Changed
mobile
providers

REASONS FOR CHOOSING NEW MOBILE PROVIDER – TRENDING



Multiple responses given

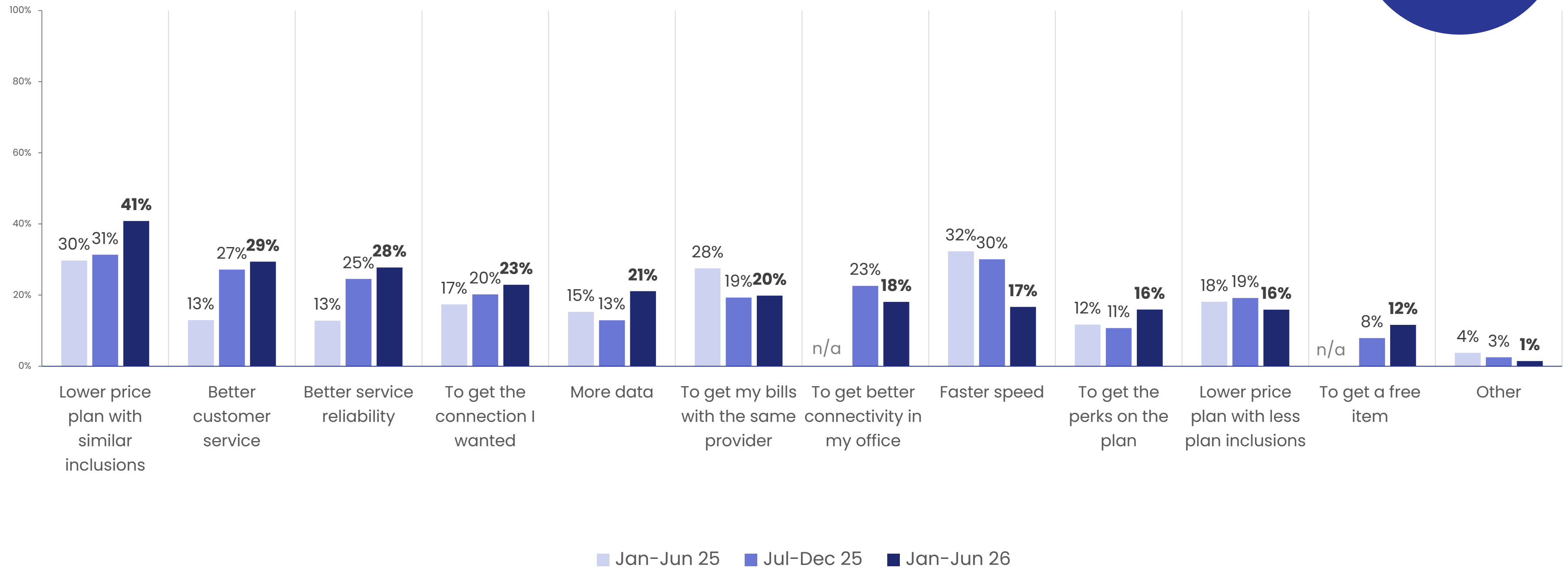
No significance testing on multiple response

Reasons for choosing new broadband provider



Changed
broadband
providers

REASONS FOR CHOOSING NEW BROADBAND PROVIDER – TRENDING



Multiple responses given

No significance testing on multiple response
n/a not asked

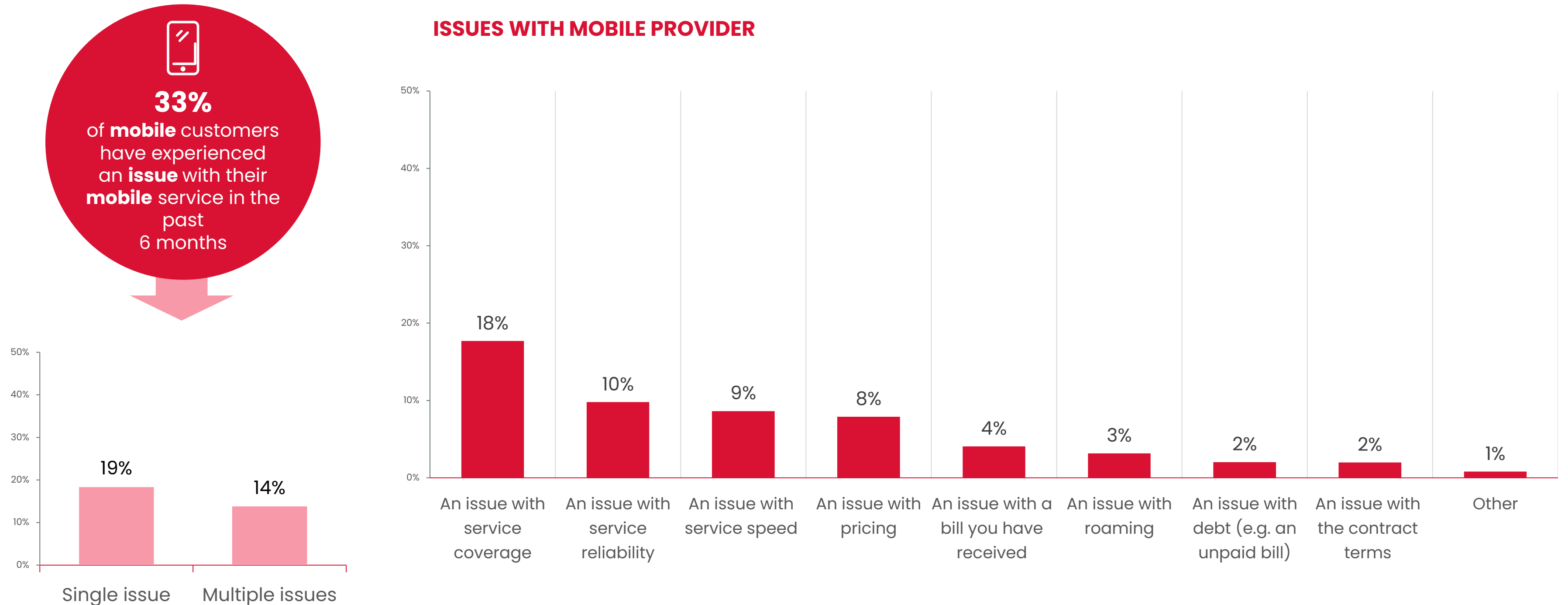


 **INSIGHTS HQ**

SME **INSIGHTS**

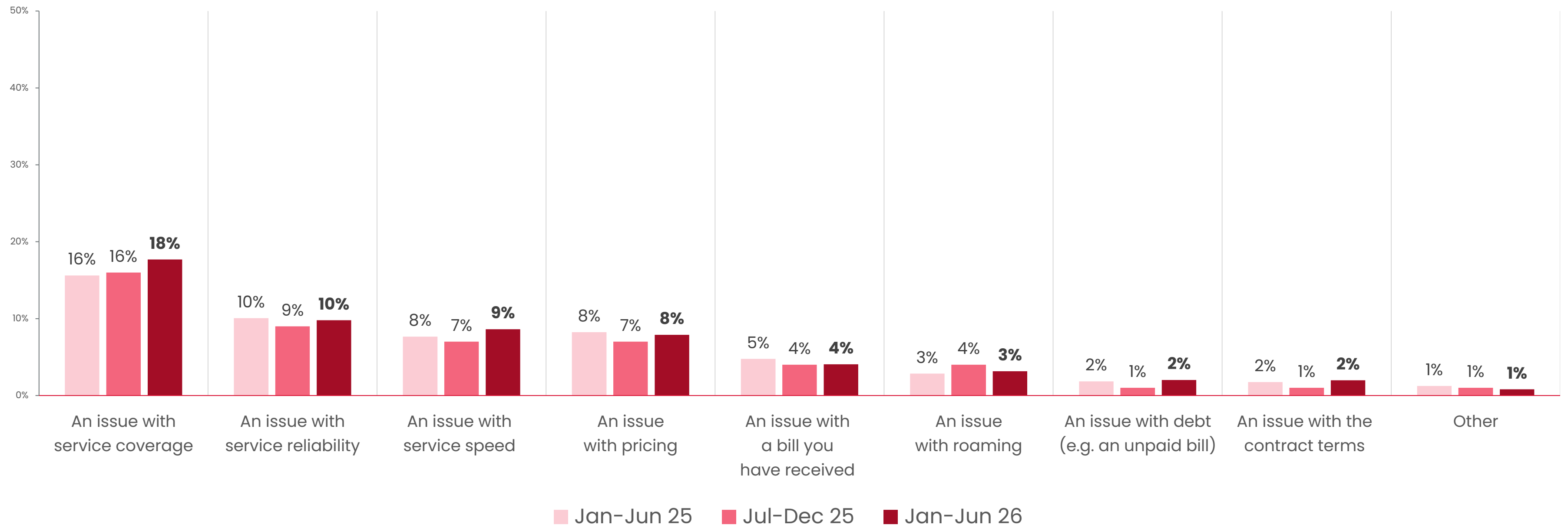
Issues and Response

Mobile issues experienced by customers

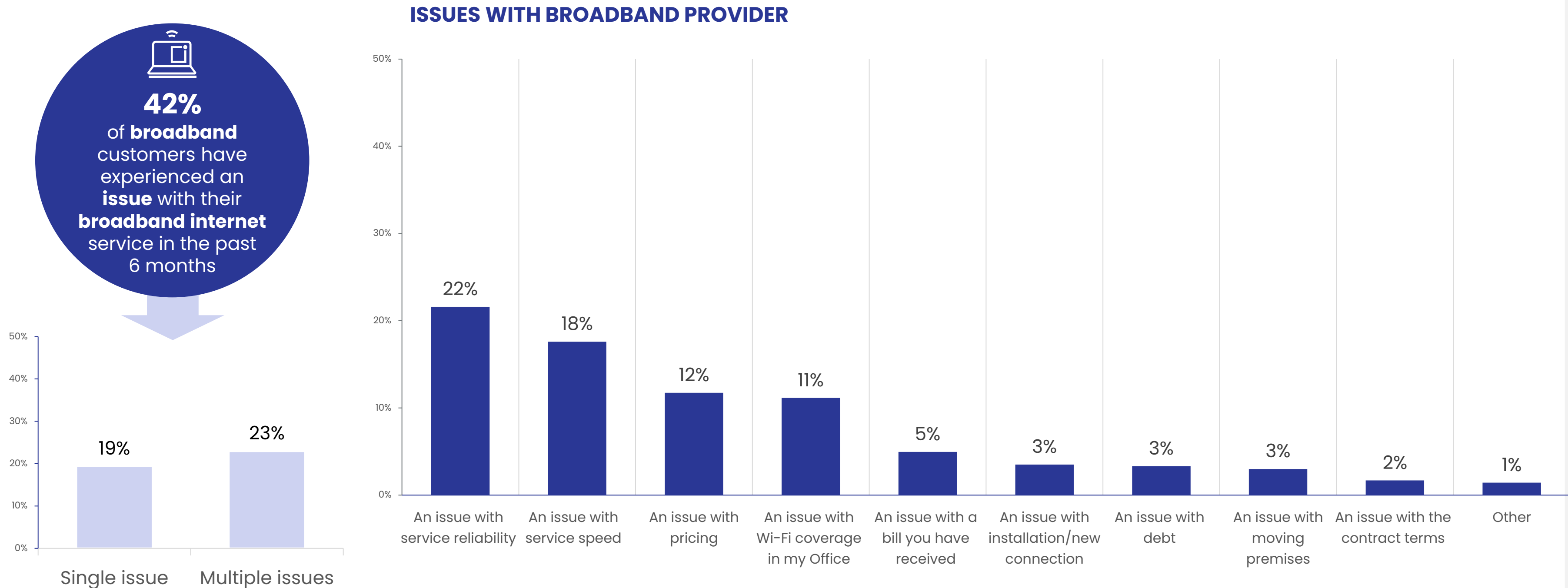


Mobile issues experienced by customers - Trending

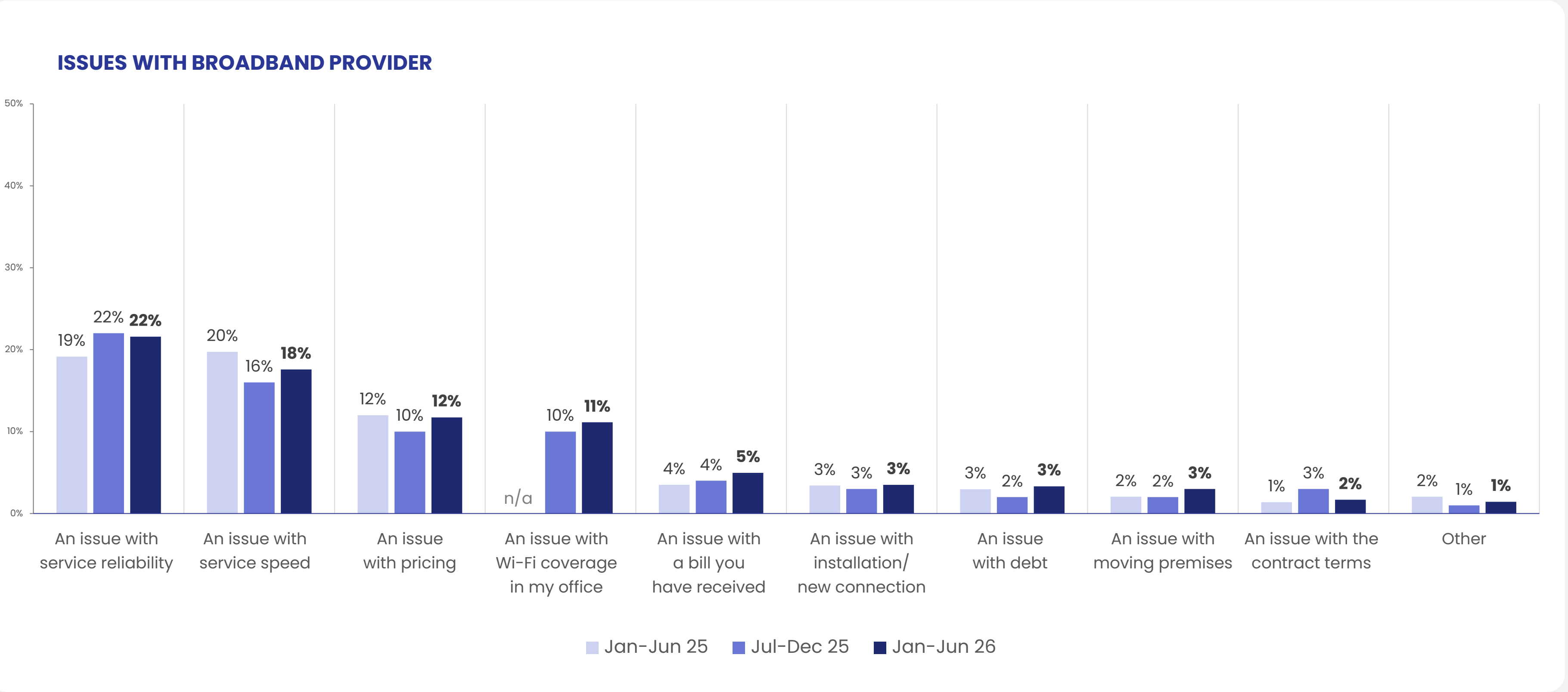
ISSUES WITH MOBILE PROVIDER



Broadband issues experienced by customers



Broadband issues experienced by customers - Trending



Q. In the last 6 months, have you experienced any of the following issues with your Broadband internet service? (Multiple response question)

Multiple responses given
No significance testing on multiple response
n/a not asked



RESIDENTIAL APPENDIX

- Demographics
- Tenure
- Residential Base Sizes

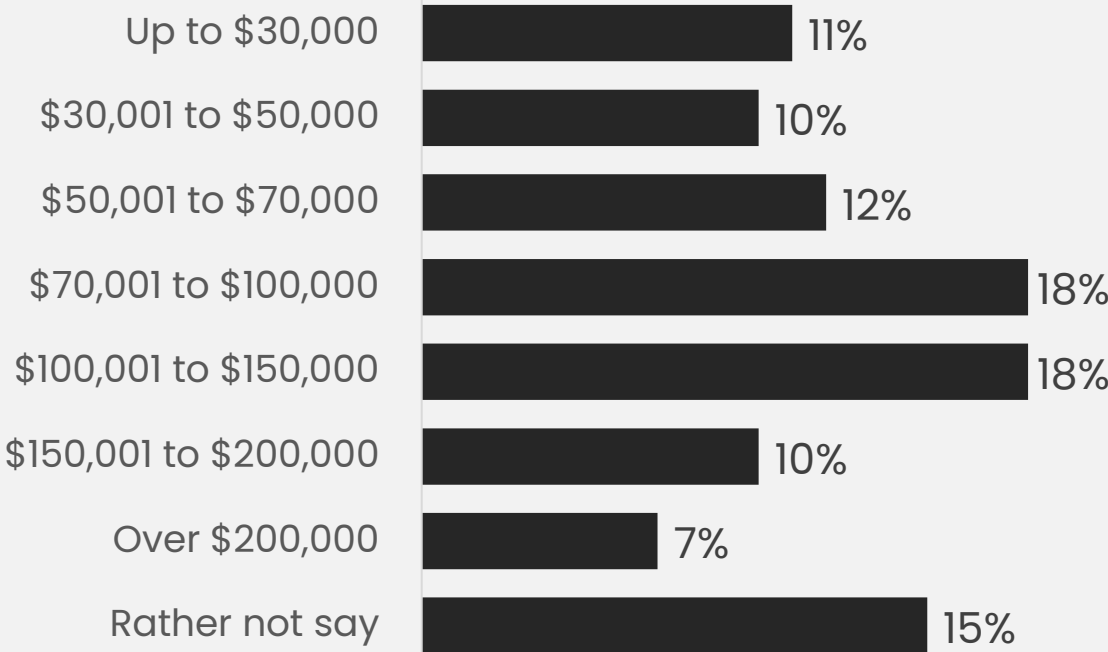
Demographics

Residential

AGE



HOUSEHOLD INCOME

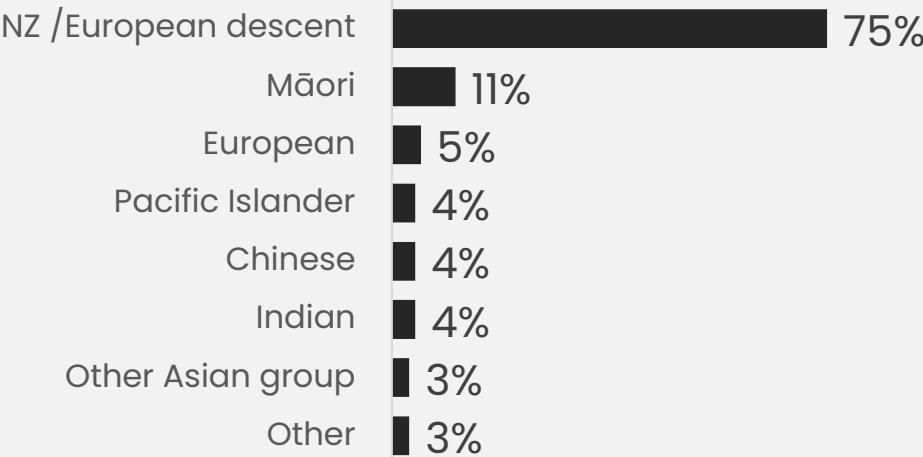


Male
49%

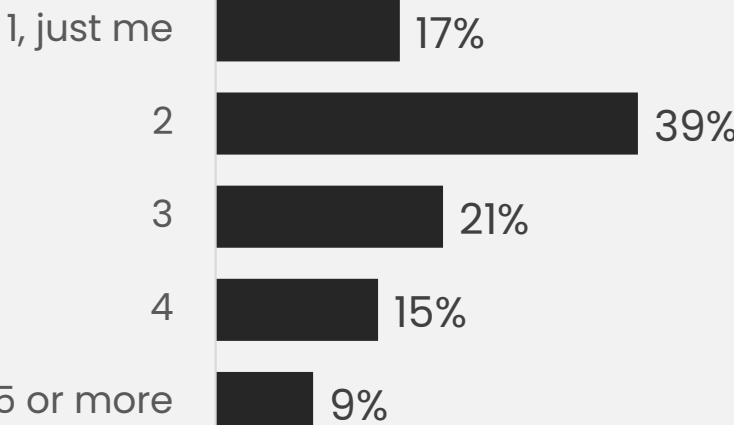
Female
50%

GENDER

ETHNICITY



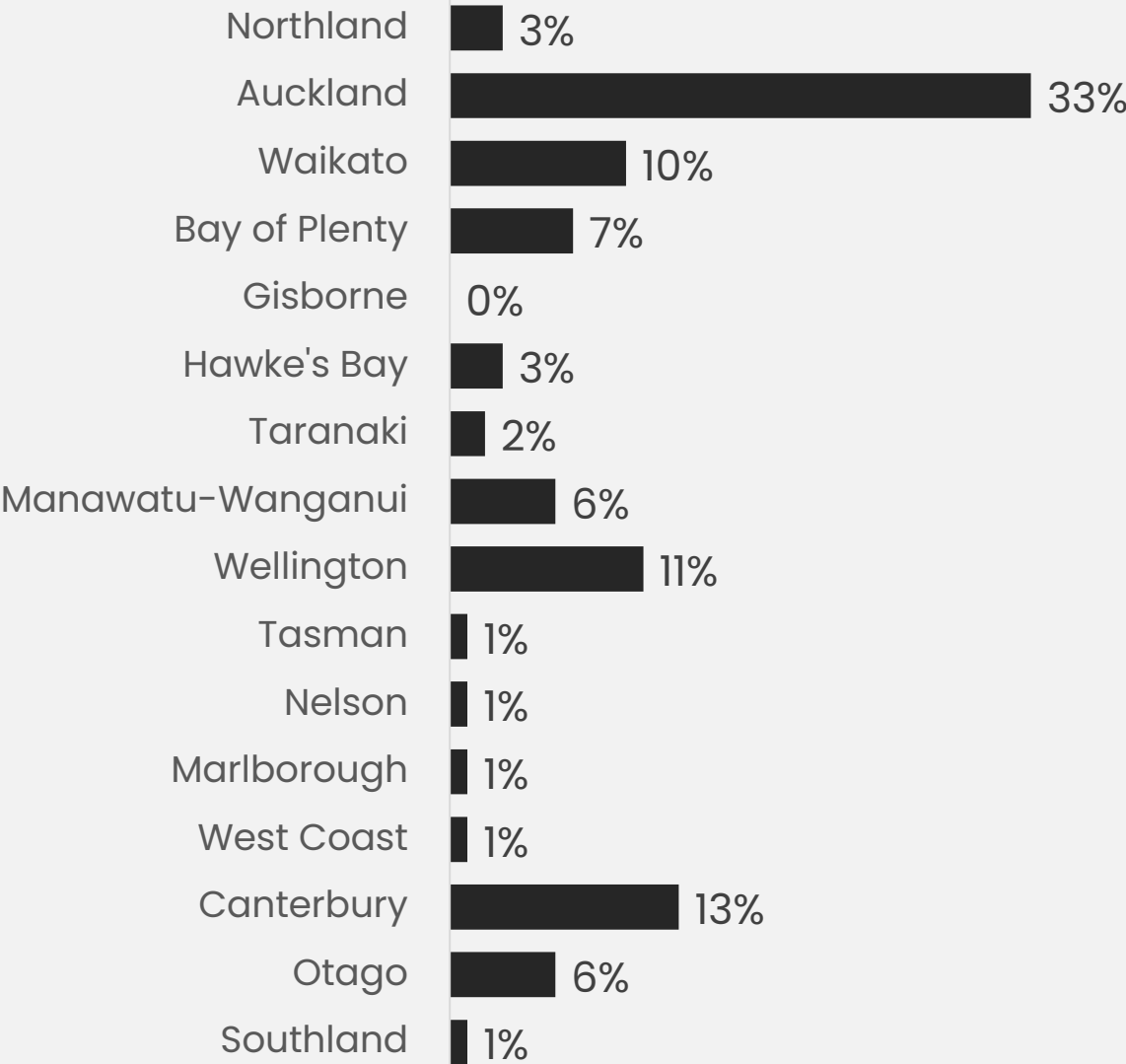
HOUSEHOLD SIZE



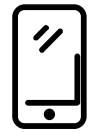
REGION

90%
Urban

10%
Rural



Tenure



Mobile

	Under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
Up to 12 months	13%	11%	10%	7%	5%	2%
1-2 years	15%	15%	9%	11%	4%	3%
2-3 years	12%	12%	10%	4%	6%	6%
3-5 years	25%	16%	10%	11%	12%	12%
More than 5 years	32%	45%	59%	65%	71%	75%
Unsure / don't know	3%	1%	3%	1%	2%	1%

	Spark	One NZ	2degrees	Skinny
Up to 12 months	6%	3%	8%	8%
1-2 years	6%	5%	10%	12%
2-3 years	5%	7%	9%	13%
3-5 years	11%	10%	15%	33%
More than 5 years	70%	74%	55%	35%
Unsure / don't know	1%	2%	3%	0%



Broadband

	Under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
Up to 12 months	19%	14%	12%	12%	6%	5%
1-2 years	19%	21%	16%	14%	9%	5%
2-3 years	22%	18%	15%	11%	12%	6%
3-5 years	18%	18%	16%	14%	11%	11%
More than 5 years	17%	25%	38%	43%	61%	70%
Unsure / don't know	4%	4%	2%	5%	1%	2%

	Spark	One NZ	Slingshot	Mercury	2degrees	Skinny	Contact Energy	Sky Broadband
Up to 12 months	5%	7%	1%	22%	12%	18%	15%	31%
1-2 years	8%	9%	14%	27%	15%	17%	17%	31%
2-3 years	11%	11%	9%	10%	19%	18%	20%	10%
3-5 years	9%	12%	21%	15%	16%	24%	28%	12%
More than 5 years	64%	59%	51%	24%	33%	18%	16%	12%
Unsure / don't know	4%	2%	4%	3%	4%	5%	3%	3%

% significantly higher than average
 % significantly lower than average

Residential Base Sizes

TOTAL	Jan – Jun 25	Jul – Dec 25	Jan – Jun 26
Mobile Satisfaction n=	2125	2058	2045
Broadband Satisfaction n=	2435	2355	2346
Mobile NPS n=	2081	2058	2063
Broadband NPS n=	2367	2355	2349
MOBILE BRANDS	Jan – Jun 25	Jul – Dec 25	Jan – Jun 26
Skinny n=	199	157	165
2 Degrees n=	570	607	588
Spark n=	592	539	576
OneNZ n=	647	625	587
BROADBAND BRANDS	Jan – Jun 25	Jul – Dec 25	Jan – Jun 26
Skinny n=	148	127	124
2 Degrees n=	400	444	403
Spark n=	655	614	613
OneNZ n=	521	521	468
Mercury n=	133	132	168
Contact n=	99	103	97
Slingshot n=	119	88	92
Starlink n=	too small to report	too small to report	61
Sky Broadband n=	too small to report	too small to report	79
SWITCHING	Jan – Jun 25	Jul – Dec 25	Jan – Jun 26
Stay with Current Mobile n=	1987	1926	1919
Stay with Current Broadband n=	2136	2106	2122
Switch Plans Mobile n=	333	281	287
Switch Plans Broadband n=	361	292	271
Switch Providers Mobile n=	138	132	126
Switch Providers Broadband n=	299	249	224



Q INSIGHTS HQ

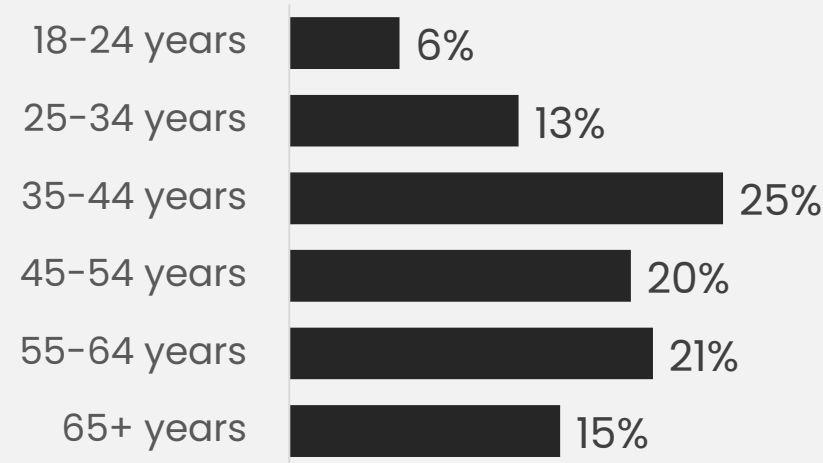
SME APPENDIX

- Demographics
- Tenure
- SME Base Sizes

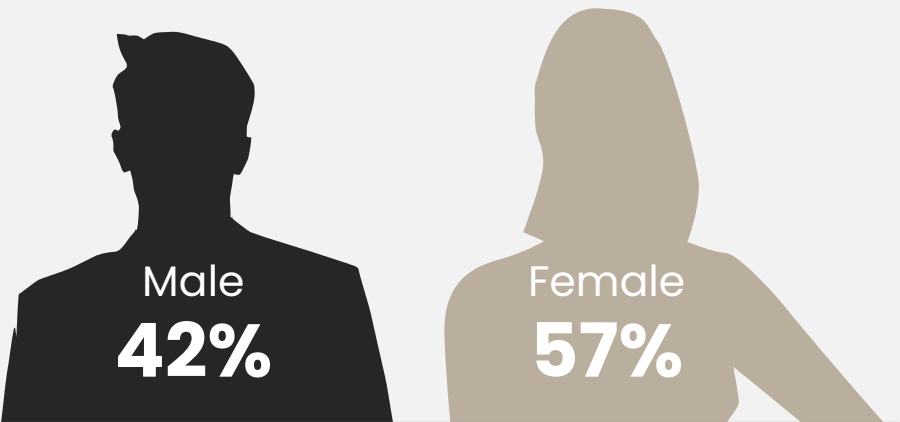
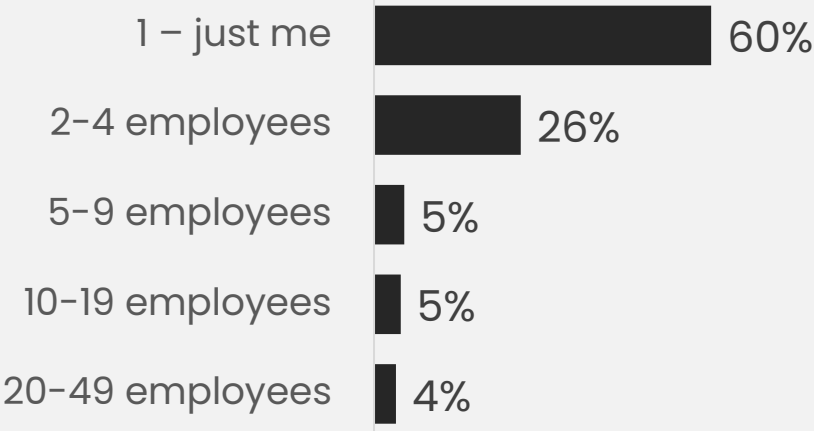
Demographics

SME

AGE

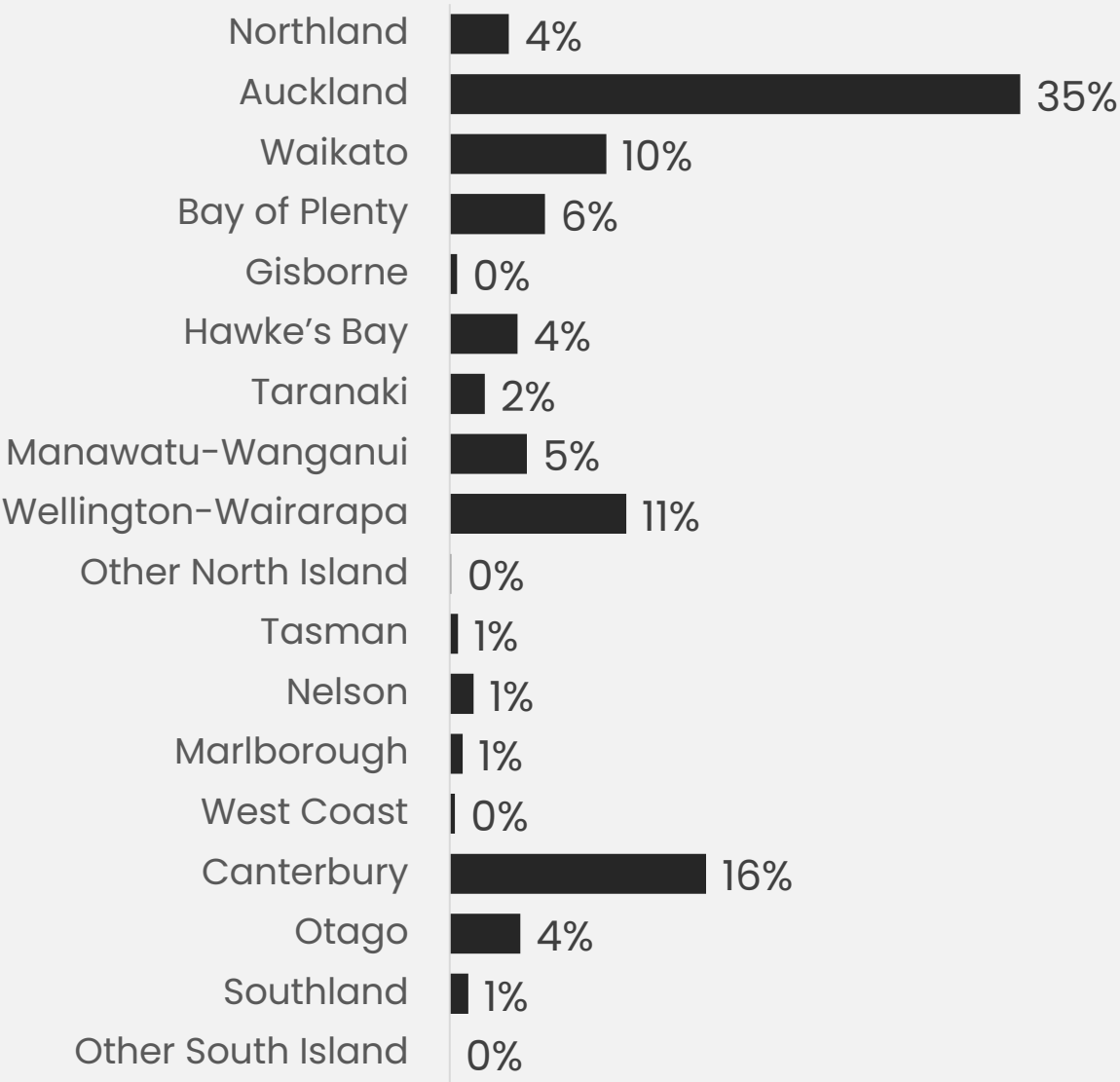


FULL-TIME EMPLOYEES

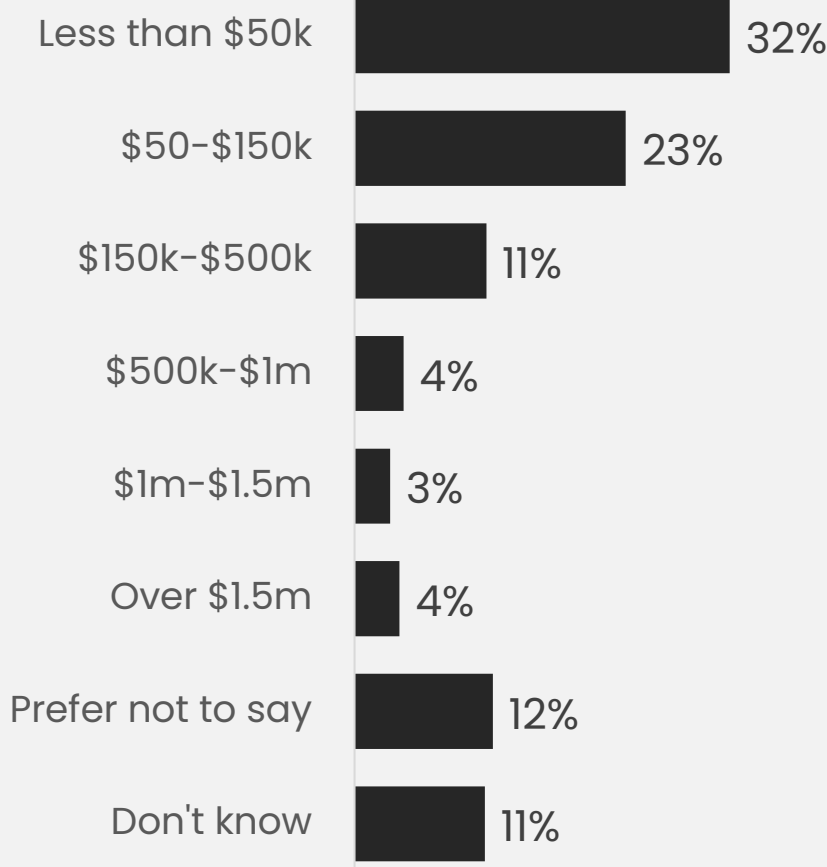


GENDER

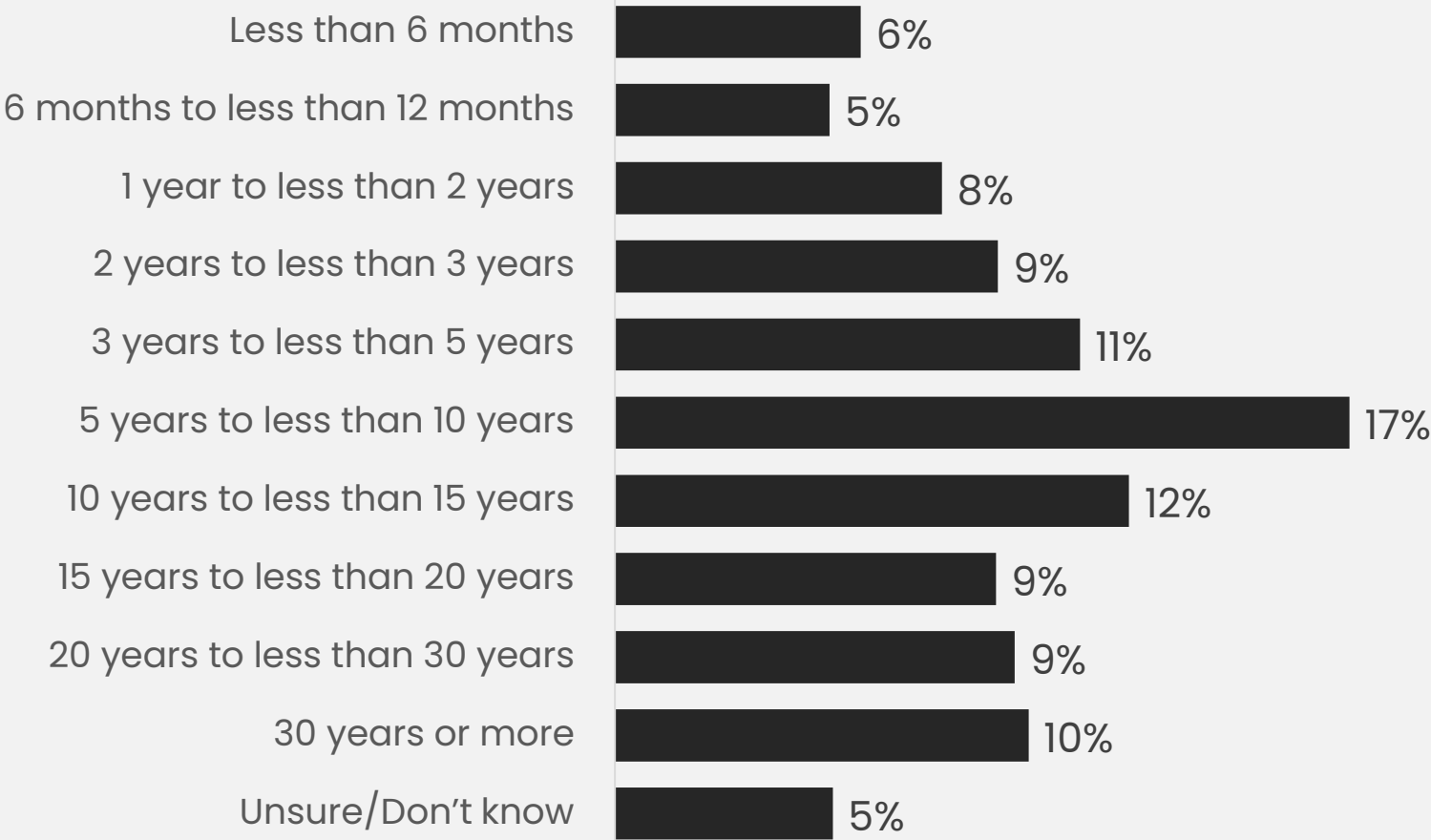
REGION



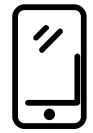
BUSINESS TURNOVER



BUSINESS TENURE



Tenure



Mobile

	Under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
Up to 12 months	21%	16%	13%	13%	12%	8%
1-2 years	13%	25%	16%	21%	16%	9%
2-3 years	27%	8%	13%	9%	7%	4%
3-5 years	12%	15%	18%	14%	9%	7%
More than 5 years	20%	33%	37%	41%	54%	68%
Unsure / Don't know	6%	2%	2%	2%	2%	4%

	Spark	One NZ	2degrees	Skinny
Up to 12 months	14%	8%	15%	14%
1-2 years	14%	10%	19%	32%
2-3 years	9%	11%	8%	14%
3-5 years	10%	15%	16%	10%
More than 5 years	51%	55%	39%	25%
Unsure / Don't know	2%	1%	3%	4%



Broadband

	Under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
Up to 12 months	22%	10%	13%	18%	9%	14%
1-2 years	37%	32%	28%	18%	20%	9%
2-3 years	14%	17%	13%	9%	16%	9%
3-5 years	10%	12%	19%	9%	12%	13%
More than 5 years	9%	24%	23%	44%	41%	51%
Unsure / Don't know	8%	4%	5%	2%	2%	5%

	Spark	One NZ	2degrees	Skinny
Up to 12 months	11%	10%	15%	21%
1-2 years	21%	16%	24%	32%
2-3 years	9%	17%	14%	11%
3-5 years	11%	11%	16%	19%
More than 5 years	43%	43%	26%	11%
Unsure / Don't know	4%	4%	5%	6%

SME Base Sizes

TOTAL	Jan – Jun 25	Jul – Dec 25	Jan – Jun 26
Mobile Satisfaction n=	735	760	735
Broadband Satisfaction n=	655	678	688
Mobile NPS n=	731	742	723
Broadband NPS n=	647	662	673
MOBILE BRANDS	Jan – Jun 25	Jul – Dec 25	Jan – Jun 26
Skinny n=	66	67	69
2 Degrees n=	198	184	188
Spark n=	203	235	214
OneNZ n=	242	239	221
BROADBAND BRANDS	Jan – Jun 25	Jul – Dec 25	Jan – Jun 26
Skinny n=	51	38	42
2 Degrees n=	132	137	143
Spark n=	173	215	182
OneNZ n=	177	166	158
SWITCHING	Jan – Jun 25	Jul – Dec 25	Jan – Jun 26
Stay with Current Mobile n=	617	691	660
Stay with Current Broadband n=	579	604	609
Switch Plans Mobile n=	110	114	102
Switch Plans Broadband n=	72	87	80
Switch Providers Mobile n=	74	69	67
Switch Providers Broadband n=	76	74	63

THANKS