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2degrees and Skinny win Canstar awards; Kiwis reveal their mobile phone habits

Canstar is today announcing the winners of the 2020 Most Satisfied Customers of Mobile Providers in New Zealand. The winners are 2degrees for its mobile plans and Skinny for its prepaid.

Close to 4500 Kiwis took part in the surveys for the two categories. As part of each survey, Canstar asked questions to understand Kiwis' attitudes and habits around their mobile phone use.

The results reveal New Zealanders' reliance on their mobile phones. Over 40% of us have dumped our landlines, a figure that rises to 61% of Kiwis under 40. However, most over 70 still retain a home phone. The survey shows a significant shift in people moving to phones on a plan, doubling from just a quarter of mobile phones users last year to almost half.

Unsurprisingly younger generations born into technology are more reliant on their phones. Over half of those aged 18- to 29-years-old say they feel "naked" without their phones, and more than 60% say they consume most of their media through their phones.

Rather than making traditional voice calls and texting, 60% of us are using apps such as Facebook Messenger, Snapchat and WhatsApp to communicate. Nearly as many of us use our phones for everyday chores such as banking, and half of us use our phones more than our computers or laptops. Only around a third of our respondents listen to voice messages left on their phones.

"Our survey reflects our changing society, with the younger generations of New Zealanders really driving mobile phone dependence," says Jose George, Canstar NZ General Manager.

"Because of lockdown's restrictions, our reliance on mobile phones has increased, and for the older generations, too. We really are seeing a significant shift toward a mobile-first society, where everything - food and clothes shopping, banking, social interactions - can be done on a phone."

Value for money and customer service remain the key drivers of satisfaction for mobile phone users.

Both Skinny (prepaid) and 2degrees (plan) remain customer favourites, winning Canstar's annual Most Satisfied Customers Awards for six consecutive years, since 2015.

Mr George says the two providers' winning runs in their respective categories show consistent service delivery and great understanding of customers and their changing needs. "Winning six years in a row is a phenomenal achievement, and we congratulate both Skinny and 2degrees on these awards."

Ben Wheeler, 2 degrees Chief of Brand and Insights said: "2degrees has always been hungry to deliver more to our customers – be they mobile or broadband. For our mobile plans, we're proud of our heritage of innovating and driving a better, fairer deal for our customers."

Ally Young, Skinny Brand Manager, said: "To win this award for the sixth year in a row really is something special. We've always strived to give our customers great value without giving up quality, and this award confirms that our customers believe this too."

For further details please visit the Canstar NZ site, [here](#).

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