

Press release

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Who is using your data? One-fifth of Kiwis admit to snooping on their partner's phone, Kiwi Mobile research reveals

- New research by Kiwi Mobile shows one-fifth (21%) of Kiwis surveyed admit to snooping on their partner's phone.
- Nearly one-third (29%) of women snoop on their partner's phone, and 14% of men admit to it.
- 50% of parents share their phones with their kids.
- Kids are most likely to stream content, listen to music, and play games on their parents' phones.

Ever snooped through your partner's phone? You're not alone, according to Kiwi Mobile's new research on postpaid plan holders¹, which also shows Kiwis are a pretty trusting bunch when it comes to handing over their phones.

Almost two-thirds of Kiwis (64%) allow their partners to use their phones, with the 18-to-34-year-old group the most trusting revealing that 78% will hand over their phone, according to the research. However, that same age group are also the most likely to go through their partner's phone, with nearly one-third, (30%) admitting to snooping on their partner's phone.

Overall, one-fifth (21%) of Kiwis surveyed admitted to snooping on their partner's phone, a further five percent wouldn't say. An admission of guilt?

It appears women are the most likely to let curiosity get the better of them (or are more honest about admitting it!), with nearly one-third (29%) of those surveyed admitting to snooping on their partner's phone. Only 14% of men admitted to the questionable behaviour, while a further 6% wouldn't say.

It's not just their partners who Kiwis share their phones with. Of the parents surveyed by Kiwi Mobile, half will give their phones to their kids, with 40% going so far as to let their kids use mobile data².

¹ Research commissioned by Kiwi Mobile and conducted by Insight Works between 24 June 2024 - 30 June 2024 with a sample of 1,500 18+ New Zealanders on postpaid plans.

² Based on parents with kids living at home.

Nearly two-thirds (59%) of parents will hand their phones over so their kids can stream content, followed by listening to music (43%) and playing games (40%). One-quarter of parents allow their kids to access social media from their phones.

Kiwi Mobile, a new mobile challenger, was keen to understand Kiwi's mobile phone use as it created its Choice Plan. The market-first plan gives you all the fast mobile data you need, but you only pay for what you use.

"It is classic how much snooping is going on, but our focus was to save Kiwis heaps on their mobile bills, regardless of who is using it," Chief Customer Officer Andy Cooper explains.

Kiwi Mobile's research also found 59% of Kiwis on postpay plans would rather pay for more data than they actually use just for peace of mind of not running out. That equates to over \$400 million in wasted data being paid for by kiwis every year.

"The big guys love to set max speed data allowances at 'just a bit too much', and they do that to rip people off, they know we all buy more data than we need and that wasted data goes straight into their back pockets. Our goal was to let people pay for a smaller plan when they only need that, but have heaps of data whenever they need it too. Of course, we aim to save them truckloads no matter what."

As well as giving Kiwis control of how much data they pay for, you only pay for what you need each month, instead of committing to a fixed monthly endless data cap and price point that may sometimes exceed your needs. Kiwi Mobile also has no fees to hide and no penalty for leaving.

"Our customers can snoop on our plan all they want, in the knowledge that their snooping is not going to land them with a massive bill," Cooper says.

To snoop on Kiwi Mobile, visit: www.kiwimobile.co.nz

About Kiwi Mobile

Kiwi Mobile is a mobile virtual network operator (MVNO) with the purpose of making mobile better. Our unique endless mobile plan is flexible, fair and designed to save you money. Brought to you by one of New Zealand's most loved brands, Electric Kiwi, our customers receive the same award-winning customer service. We operate on the 2degrees' mobile network, reaching 98.5% of the places Kiwis live and work.

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