

Skinny Jump – Subsidised Mobile Broadband for Low-Income Households

Digital Inclusion · Good practice · New Zealand

Quality score: 88/100

Evidence strength: Descriptive / self-reported

Summary

Skinny Jump delivers heavily subsidised 4G broadband at NZD \$5/35 GB — a quarter of commercial pricing — to low-income New Zealand households, reaching 31,776 active connections by July 2024 through a 300+ community-partner network.

Key dimensions

Dimension	Score
Innovation level	2/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-06-21

[Spark Foundation / Skinny Mobile](#) — accessed 2026-06-21

[Spark NZ – Digital Equity page \(lead org\)](#) — accessed 2026-06-21

[NZ Herald – Surge in Skinny Jump broadband as cost-of-living bites \(independent press\)](#) — accessed 2026-06-21

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