



Mozo People's Choice Awards 2023

Methodology Report
September 2023

Mozo People's Choice Awards 2023

The Mozo People's Choice Awards are announced annually to recognise companies with the highest customer satisfaction levels, best service, and a range of other qualities.

The award winners are determined solely by the votes of customers, gathered via a national survey. Mozo makes no assessment of the value or performance of products or providers.

This report lists all the winners for 2023, and explains the methodology in detail.

How do we collect customer votes?

A total of 4,068 individuals were surveyed in August and September 2023 to measure people's attitudes and opinions towards their current providers of a range of services and products. Respondents were sourced via a partnership with Cint, the world's largest consumer network for digital, survey-based research. Cint complies with ESOMAR, MRS, ARF, MRIA, AMA, AMSRO and Insights Association standards. In addition, Cint Australia is compliant and certified with the Australian Market Research & Social Research Standard ISO 20252.

Respondents were asked a series of questions about their satisfaction and experiences in the following areas:

Banking and Finance

Super funds

Household

Luggage

Mattresses

Pet food

Tech

Antivirus software

Smartwatches

Televisions

Headphones

Smartphones

TV soundbars

Laptops

Tablets

Appliances

Air purifiers

Barbeques

Clothes dryers

Coffee machines

Fridges

Vacuum cleaners

Dishwashers

Ovens and cooktops

Washing machines

In each area, people were asked to nominate the companies they use, and then to rank them out of 10 in a range of factors including overall customer satisfaction, service and whether they'd recommend them to others, and depending on the industry they were also asked to rate on things like performance, features, build quality and trust.

Mozo People's Choice Awards 2023 Winners



Air purifiers

Outstanding Customer Satisfaction

Dyson

Samsung

Great Performance

Dyson

Samsung

Easy to Use

Dyson

Samsung

Build Quality

Dyson

Samsung

Value for Money

Air Purifiers Australia

Anko

Excellent Customer Service

Air Purifiers Australia

Dyson

Most Recommended

Dyson

Samsung



Antivirus software

Outstanding Customer Satisfaction

Bitdefender

Trend Micro

Great Performance

Bitdefender

Trend Micro

Excellent Features

Bitdefender

Malwarebytes

Trend Micro

Value for Money

Bitdefender

Malwarebytes

Excellent Customer Service

NordVPN

Trend Micro

Most Recommended

Bitdefender

Malwarebytes

NordVPN



Barbeques

Outstanding Customer Satisfaction

Matador

Weber

Great Performance

Matador

Weber

Great to Use

Matador

Weber

Build Quality

Matador

Weber

Value for Money

Jumbuck

Matador

Excellent Customer Service

Weber

Most Recommended

Matador

Weber



Clothes dryers

Outstanding Customer Satisfaction

Haier

LG

Samsung

Great Performance

LG

Samsung

Easy to Use

Haier

Samsung

Build Quality

Samsung

Value for Money

Haier

Samsung

Excellent Customer Service

Samsung

Most Recommended

Haier

Samsung



Coffee machines

Outstanding Customer Satisfaction

Breville

De'Longhi

L'OR

Nespresso

Great Performance

Breville

De'Longhi

L'OR

Great to Use

De'Longhi

L'OR

Build Quality

De'Longhi

L'OR

Value for Money

Lavazza

L'OR

Sunbeam

Excellent Customer Service

Bosch

Most Recommended

De'Longhi

Nespresso

Sunbeam



Dishwashers

Outstanding Customer Satisfaction

Fisher & Paykel

LG

Great Performance

Electrolux

Fisher & Paykel

LG

Samsung

Easy to Use

LG

Miele

Build Quality

LG

Westinghouse

Value for Money

LG

Westinghouse

Excellent Customer Service

LG

Most Recommended

Fisher & Paykel

Westinghouse



Fridges

Outstanding Customer Satisfaction

LG

Samsung

Westinghouse

Great Performance

LG

Samsung

Westinghouse

Great to Use

LG

Samsung

Westinghouse

Build Quality

LG

Samsung

Westinghouse

Value for Money

Bosch

ChiQ

Haier

Excellent Customer Service

LG

Westinghouse

Most Recommended

LG

Samsung

Westinghouse



Headphones

Outstanding Customer Satisfaction

Apple

Beats by Dr. Dre

Bose

Sennheiser

Sony

Great Performance

Bose

Sennheiser

Sony

Great to Use

Beats by Dr. Dre

Sennheiser

Sony

Build Quality

Bose

Sennheiser

Value for Money

Anko

Logitech

Excellent Customer Service

Apple

Beats by Dr. Dre

Most Recommended

Bose

Sennheiser

Sony



Laptops

Outstanding Customer Satisfaction

Alienware

Apple

Great Performance

Alienware

Apple

Great to Use

Alienware

Apple

Build Quality

Alienware

Apple

Value for Money

Acer

HP

LG

Excellent Customer Service

Apple

Most Recommended

Apple



Luggage

Outstanding Customer Satisfaction

American Tourister

Guess

Samsonite

Security

Flylite

Samsonite

Great to Use

American Tourister

Guess

Samsonite

Build Quality

Guess

Samsonite

Value for Money

Anko

Excellent Customer Service

American Tourister

Samsonite

Most Recommended

Guess

Samsonite



Mattresses

Outstanding Customer Satisfaction

A.H. Beard

Koala

Sealy

Great Comfort and Support

A.H. Beard

Sealy

Build Quality

Sealy

SleepMaker

Value for Money

Comfort Sleep

IKEA

Excellent Customer Service

Koala

Most Recommended

Koala

Sealy



Ovens and cooktops

Outstanding Customer Satisfaction

Westinghouse

Great Performance

Bosch

Westinghouse

Easy to Use

Westinghouse

Build Quality

Bosch

Westinghouse

Value for Money

Chef

Most Recommended

Bosch



Pet food

Outstanding Customer Satisfaction

Hill's

Prime100

Royal Canin

Pets' Choice

Hill's

Royal Canin

Convenient Portions and Packaging

Hill's

Ivory Coat

Prime100

Quality Ingredients

Hill's

Prime100

Royal Canin

Value for Money

Baxter's

Coles

Prime100

Smitten

Excellent Customer Service

Hill's

Royal Canin

Most Recommended

Hill's

Prime100

Royal Canin



Smartwatches

Outstanding Customer Satisfaction

Apple

Great Performance

Apple

Great to Use

Apple

Garmin

Build Quality

Apple

Garmin

Value for Money

Garmin

Excellent Customer Service

Apple

Most Recommended

Apple

Garmin



Smartphones

Outstanding Customer Satisfaction

Apple

Great Performance

Apple

Great to Use

Apple

Build Quality

Apple

Value for Money

Motorola

Nokia

Excellent Customer Service

Google Pixel

Most Recommended

Apple

Google Pixel

Samsung



Super funds

Outstanding Customer Satisfaction

AustralianSuper

Australian Retirement Trust

Aware Super

Cbus Super

Hostplus

REST Super

UniSuper

Competitive Fees

UniSuper

Investment Choices

Colonial First State Super

UniSuper

Insurance Cover

Australian Retirement Trust

UniSuper

Clear Communication

Cbus Super

UniSuper

Highly Trusted

Australian Retirement Trust

Care Super

Cbus Super

Hostplus

UniSuper

Most Recommended

Australian Retirement Trust

Cbus Super

Hostplus

UniSuper



Tablets

Outstanding Customer Satisfaction

Apple

Samsung

Great Performance

Apple

Samsung

Great to Use

Apple

Samsung

Build Quality

Apple

Samsung

Value for Money

Lenovo

Samsung

Excellent Customer Service

Apple

Most Recommended

Apple

Samsung



Televisions

Outstanding Customer Satisfaction

Samsung

Sony

Great Performance

LG

Samsung

Sony

Great to Use

Samsung

Sony

Build Quality

Samsung

Sony

Value for Money

Bauhn

Kogan

Excellent Customer Service

Samsung

Sony

Most Recommended

Samsung

Sony



TV soundbars

Outstanding Customer Satisfaction

Bose

Hisense

LG

Great Performance

Bose

LG

Great to Use

Bose

Build Quality

Bose

LG

Sony

Value for Money

Hisense

Sony

Excellent Customer Service

Sony

Most Recommended

LG

Sony



Vacuum cleaners

Outstanding Customer Satisfaction

Dyson

Miele

Samsung

Great Performance

Dyson

Miele

Samsung

Easy to Use

Dyson

Hoover

Miele

Samsung

Build Quality

Dyson

Miele

Samsung

Value for Money

Anko

Hoover

Excellent Customer Service

Dyson

Electrolux

Samsung

Most Recommended

Dyson

Ecovax

Samsung



Washing machines

Outstanding Customer Satisfaction

Electrolux

Miele

Simpson

Great Performance

Miele

Samsung

Simpson

Easy to Use

Miele

Samsung

Simpson

Westinghouse

Build Quality

Miele

Samsung

Simpson

Value for Money

Haier

Samsung

Simpson

Excellent Customer Service

Electrolux

Haier

Most Recommended

Samsung

Simpson

Which providers do we consider?

All providers of these products & services are eligible. The survey contained extensive lists of provider names to choose from, but respondents were also able to enter any that were not on the initial list.

How do we calculate the winners?

The survey asked people to rate their provider on a range of different factors.

In each category, all providers who received at least 30 responses are eligible. We then rank providers in order by average rating, except for the Most Recommended categories where we rank according to a Net Promoter Score calculation. The judges then determine an appropriate cut-off point to separate winners from the rest. The choice of cut-off point is intended to create a shortlist of brands with average ratings a 'step above' the rest, wherever possible. In choosing a cut-off point we also take into account how many providers are in that market, the size of the differences in average ratings between the leading brands, and in some cases whether or not there are nationally available brands already in the list. As a rough guide, the winners group in each category is somewhere in the region of 10% of the full brand list.

While Cint assisted in the development of the survey, sourced the respondents and managed the collection of responses, all decisions about the conferring of awards were Mozo's responsibility.

How many responses and providers did we consider?

Award Category	Responses	Providers Rated	Winners per award
Air Purifiers	652	37	2
Antivirus software	930	26	2 - 3
Barbeques	672	27	1 - 2
Clothes dryers	734	34	1 - 3
Coffee machines	1,321	37	1 - 4
Dishwashers	796	37	1 - 4
Fridges	1,338	33	2 - 3
Headphones	2,197	51	2 - 5
Laptops	1,889	24	1 - 3
Luggage	861	32	1 - 3
Mattresses	1,078	40	1 - 3
Ovens and cooktops	575	49	1 - 2
Pet food	4,438	51	2 - 4
Smartwatches	1,046	23	1 - 2
Smartphones	2,338	21	1 - 3
Super funds	2,084	63	1 - 7
Tablets	1,023	18	1 - 2
Televisions	1,699	27	2 - 3
TV soundbars	693	29	1 - 3
Vacuum cleaners	1,777	46	2 - 4
Washing machines	1,380	33	2 - 4

A full list of all providers considered in the awards is available in the appendix at the end of the document.

How we manage conflicts of interest

Mozo People's Choice Awards are based on ratings submitted by customers. Mozo does not overlay any judgement or expert opinion as to the results.

The process is done without reference to Mozo's sales or commercial functions. Our internal structures help to avoid conflicts of interest arising between our research team and other areas of the business in the generation of our research reports.

Details of how we are paid are contained in our Financial Services and Credit Guide.

There is no cost to a provider for being included in the awards. Award winners can purchase a licence to use award badges supplied by Mozo, after the award winners have been determined.

A provider that receives a Mozo People's Choice Award may choose to list its products on the Mozo website in a way that may generate revenue for Mozo. Mozo People's Choice Awards are awarded irrespective of a provider's commercial relationship with Mozo.



Mozo provides a comparison service with the goal of helping consumers to make their own financial decisions and save money. Mozo offers consumers a comprehensive product comparison service across banking, insurance, energy, broadband, mobiles and general household finance & expenses.

Mozo is owned by Future plc, an international media group and leading digital publisher.

Hundreds of thousands of Australians use Mozo's comparison service every month. Mozo's comparison technology and expertise has been used by some of Australia's largest online publishers.

Mozo holds an Australian Financial Services Licence and an Australian Credit Licence. Mozo's management team have experience in consumer credit and financial services in a variety of roles from executive management, marketing, actuarial services and technology. Mozo's team are often called upon to provide expert media commentary in relation to the product areas they cover.

Our Mozo Experts Choice Awards analysis is overseen by AJ Duncanson, Mozo's Data Director, and Peter Marshall, Research Manager. AJ is a data scientist and actuary and has worked in financial services and product comparison for over 30 years. Peter has worked for a wide range of Australian banks and product comparison for the past 39 years. Both AJ and Peter act as Responsible Manager on Mozo's Australian Financial Service Licence and Australian Credit Licence.

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Appendix

Lists of companies who received at least one rating from survey respondents.

Air purifiers

Air Purifiers Australia	Dimplex	MyGenie
Airo	Dyson	Oricom
AirVersa	Electrolux	Panasonic
Anko	Esatto	Philips
b-Mola	Heller	Samsung
Beko	Hitachi	Sharp
Beurer	Homedics	Soho
Bissell	IKEA	Sunbeam
Blue Air	InovaAir	TruSens
Breville	Ionmax	Winix
CLI-MATE	Kogan	Xiaomi
Coway	Levoit	
DeLonghi	Mitsubishi Electric	

Antivirus software

Avast	mackeeper	Shield
AVG	Malwarebytes	Sophos
Avira	McAfee	Surfshark
Bitdefender	NordVPN	TotalAV
BullGuard	Norton	Trend Micro
ESET	Panda	Watchdog
F-Secure	PCProtect	Webroot
G Data	PIA	Windows Defender
Intego	Quick Heal	

Barbeques

BeefEater
Blackstone
Brand-Man
Char-Griller
Cobb
Crossray
Everdure
Fornetto
Gasmate

George Foreman
Hark
Jumbuck
Kamado Joe
KitchenAid
Masport
Masterbuilt
Matador
Napoleon

Oklahoma Joe's
Pit Boss
ProQ
Trager
Valkry
Weber
Wooshka
Yoder
Ziegler & Brown

Clothes dryers

AEG
Airflo
Akai
Altus
Anko
Ariston
Artusi
ASKO
Beko
Bosch
Electrolux
Esatto

Euro Appliances
Euromaid
Evoke
Fisher & Paykel
Haier
Heller
Hisense
Inalto
Kogan
LG
Miele
Omega

Samsung
Simpson
Solt
Speed Queen
TCL
Technika
Teka
V-ZUG
Westinghouse
Whirlpool

Coffee machines

Aldi
Alessi
Anko
Beko
Bezzera
Bodum
Bosch
Breville
Bugatti
Crem One
De'Longhi
Dolce Gusto
ECM

Expobar
Fisher & Paykel
Gaggia
ILVE
Isomac
Jura
L'OR
La Marzocco
La Pavoni
Lavazza
Lelit
Melitta
Miele

NEFF
Nescafe
Nespresso
Philips
Profitec
Rocket
San Remo
Slayer
Smeg
Sunbeam
Wega

Dishwashers

AEG
Akai
Anko
ARC
Ariston
Artusi
Asko
Beko
Bosch
De'Longhi
Dishlex
Domain
Electrolux

Emilia
Esatto
Euro Appliances
Euromaid
Fisher & Paykel
Haier
Hisense
IKEA
ILVE
InAlto
Kleenmaid
Kogan
LG

Midea
Miele
Neff
Omega
Samsung
Siemens
Smeg
Solt
Technika
Westinghouse
Whirlpool

Fridges

Airflo	Hiberg	Mitsubishi
Altus	Hisense	Panasonic
Bosch	Hitachi	Samsung
ChiQ	Husky	Sharp
Electrolux	IKEA	Siemens
Esatto	Kelvinator	Smeg
Euromaid	Kogan	TCL
Eurotech	LG	Teka
Fisher & Paykel	Liebherr	Toshiba
Germanica	Maytag	Westinghouse
Haier	Miele	Whirlpool

Headphones

Adidas	Grado	Pioneer
AKG	House of Marley	Pioneer DJ
Anko	Huawei	Samsung
Apple	Jabra	Sennheiser
Audio-Technica	Jam	Shokz
Audiofly	Jaybird	Shure
B&O	JBL	Skullcandy
Baseus	JLab	Sol Republic
Beats by Dr. Dre	Klipsch	Sony
Belkin	Lenovo	SteelSeries
Beyerdynamic	Logitech	Technics
BlueAnt	Marshall	TOZO
Bonellk	Microsoft	Urbanears
Bose	Moki	Urbanista
Creative Sound Blaster	Nura	V-Moda
Cygnett	Panasonic	XCD
Google Pixel	Philips	Yamaha

Laptops

Acer
Alienware (Dell)
Apple
Asus
Dell
Dynabook
Framework
Fujitsu

Getac
Gigabyte
HP
Huawei
Infinity
Kogan
Lenovo
LG

Metabox
Microsoft
MSI
Panasonic
Razer
SONIQ
Toshiba
Venom

Luggage

ACE
American Tourister
Anko
Antler
BlackWolf
bosnite
BRIC'S
Calvin Klein
Cobb & Co
Courier
Crumpler

Delsey
DKNY
Echolac
Flylite
Guess
High Sierra
July
LOJEL
Monos
Mouv
Nere

Osprey
Pierre Cardin
PROTECA
Samsonite
Swiss Alps
The North Face
Tosca
Travelpro
TUMI
Victorinox

Mattresses

A.H. Beard
Active Sleep
Art & Science
Atlantis
Bedgear
Breeze
Clark Rubber
Comfort Sleep
Crown Posture Bedding
Dreamsense
Ecosa
Emma
Ergoflex
Eva

IKEA
Insignia
King Koil
Koala
Macoda
Madison
My Side
Noa
OneBed
Origin
Original Mattress Factory
Peace Lily
Sealy
Serta

Silent Partner
Sleep Republic
Sleeping Duck
SleepMaker
SleepTailor
Slumberland
Snooze
Tempur
Valmori
Yinahla
Zenna
Zinus

Ovens and cooktops

AEG	Elica	Linarie
Altus	Emilia	Midea
Arc	Euro Appliances	Miele
Ariston	Euromaid	NEFF
Artusi	Everdure	Omega
Asko	Falcon	Robinhood
Barazza	Fisher & Paykel	Samsung
Baumatic	Fulgor	Seiki
Beko	Glem Gas	Siemens
Belling	Goldline	Smeg
Bellini	Gorenje	Technika
Blanco	Haier	Tefal
Bora	IKEA	V-Zug
Bosch	ILVE	Westinghouse
Chef	Inalto	Whirlpool
DeLonghi	Kleenmaid	
Electrolux	La Germania	

Pet food

Advance	Heart to Tail	Purina One
Apollo	Ivory Coat	Purina Supercoat
Applaws	Leaps & Bounds	Purr
Baxter's	Lucky Dog	Royal Canin
BlackHawk	Meals For Mutts	SavourLife
Chum	MyDog	Smitten
Coles	Nature's Gift	Stay Loyal
Dine	Natures Goodness	Taste of the Wild
Elevate	Nood	Tiki Cat
Eukanuba	Optimum	Trilogy
Fancy Feast	Orijen	Ultimates
Farmers Market	Pedigree	Vetalogica
Feline Natural	Pro Plan	Wellness
Felix	ProBalance	Weruva
Friskies	Providore	Whiskas
Fussy Cat	Pure Being	Woofin Good
Gourmet Delight	Purina	Ziwi Peak

Smartwatches

360
Amazfit
Apple
Fitbit
Fossil
Garmin
Google Pixel
Huawei

imoo
Kogan
Moochies
OPPO
Pixbee
Polar
Ryze
Samsung

Skagen
SPACETALK
Suunto
TCL
TicWatch
VTech
Xiaomi

Smartphones

Alcatel
Apple
Aspera
Asus
CAT
Google Pixel
HTC

Huawei
LG
Motorola
Nokia
OnePlus
Opel
OPPO

Realme
Samsung
Sony
TCL
Vivo
Xiaomi
ZTE

Super funds

Acclaim Wealth	Macquarie
Active Super	Maritime Super
AMIST Super	Media Super
AMP Super Fund	Mercer Super
ANZ & OnePath Retirement Portfolio Service	Mine Superannuation Fund
Asgard	MLC Super
Australian Catholic Superannuation	National Mutual
Australian Ethical	Netwealth
Australian Retirement Trust	NGS Super
AustralianSuper	OneSuper
AvSuper	Perpetual
Aware Super	Plum Super
Bendigo Superannuation	Praemium
Brighter Super	Prime Super
BT	REI Super
BUSSQ	REST Super
Care Super	Retirement Wrap
Cbus Super	Russell Investments
ClearView	Slate Super
Colonial First State Super	smartMonday
Commonwealth Bank Essential Super	Spirit Super
Equip Super	Star Portfolio
First Super	Suncorp
Future Super	TelstraSuper
Grosvenor Pirie	TWUSuper
Guild Retirement Fund	UniSuper
HESTA Super	Vanguard Super
Hostplus	Verve Super
HUB24	Virgin Money
ING	Vision Super
IOOF	Wealth Personal Superannuation
Legalsuper	

Tablets

Alcatel	IQU	Panasonic
Apple	JVC	Samsung
Blackview	Laser	TCL
DGTEC	Lenovo	Telstra
Huawei	Microsoft	Wacom
Huion	Nokia	XP-Pen

Televisions

Akai	Hisense	Philips
Bang & Olufsen	Hitachi	Samsung
Bauhn	JVC	Sharp
Blaupunkt	Kogan	Soniq
Chiq	LG	Sony
EKO	Linsar	TCL
Ffalcon	Loewe	Teac
Go	Metz	Teco
Haier	Panasonic	Toshiba

TV soundbars

Anko	Hisense	Samsung
Bauhn	JBL	Sennheiser
Blaupunkt	JVC	Shockwafe
BlueAnt	Klipsch	Sonos
Bose	Kogan	Sony
Bowers & Wilkins	LG	TCL
Dali	Monster	TV Voice Pro
Denon	Panasonic	Vizio
EKO	Polk	Yamaha
Ffalcon	Roku	
TV soundbars		

Vacuum cleaners

360 Botslab	Henry	Piranha
Airflo	Hoover	Roborock
Anko	i-Vac	Ryobi
Beko	iRobot	Samsung
Bellini	Kambrook	Sauber
Big W	Kenmore	Sebo
Bissell	Kleenmaid	Shark
Black & Decker	Kogan	Sharp
Bosch	LG	Tineco
Contempo	Makita	Toshiba
Dirt Devil	Maytag	Vax
Dreame	Miele	Volta
Dyson	MyGenie	Wertheim
Ecovacs	Neato	Westinghouse
Electrolux	Nilfisk	
Eufy	Panasonic	

Washing machines

AEG	Esatto	Miele
Akai	Euro Appliances	Omega
Altus	Euromaid	Samsung
Anko	Evoke	Simpson
Ariston	Fisher & Paykel	Solt
Artusi	Haier	Speed Queen
ASKO	Heller	TCL
Beko	Hisense	Technika
Bosch	Inalto	Teka
CHiQ	Kogan	Westinghouse
Electrolux	LG	Whirlpool