

# Audience Amplifier+

Use TVNZ+ behavioural audience data to get your brand closer to the audiences you're targeting.

tvnz+

# We've created TVNZ Audience Amplifier+ so you can target defined behavioural audience segments on TVNZ+.

We've defined 19 types of viewers for targeting based on TVNZ+ viewer information and their viewing behaviours.

Using independent Nielsen CMI data, the makeup of each audience segment has then been substantiated and supported.

You can now use these audience segments to get closer to the type of people you want to reach in your campaigns. You might find people in places you didn't expect!

**Now available via programmatic and direct.**

# TVNZ Audience Amplifier+ Viewing Communities

**Now available  
via programmatic  
and direct**

# At Home with Kids

## Viewing Community Criteria:

Viewers who have watched kids' content or used a kid's profile on TVNZ+ in the last 30 days.



# At Home with Kids

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 62% female, 38% male.
- > Average - 40 years old.
- > Average PI \$59,000, HHI \$114,000.
- > Over index in the Māori, Pacific Island and Asian ethnic groups.
- > 56% are homeowners.
- > 40% more likely to make major home improvements in the next 12 months.



## MEDIA ATTITUDES

- > Heavy TV and internet users.
- > Almost half agree that TV is their favourite pastime.
- > Tend to watch the same TV shows.
- > Prefer ads to be entertaining, and clear and to the point.
- > Over 50% of this cohort find internet advertising intrusive.
- > Over 50% of this cohort agrees that TV advertising helps them seriously consider where to buy something.



## LIFESTYLE

- > More likely to use the internet to source info and are comfortable with online shopping.
- > Agree that mobile/digital tech has made their lives easier.
- > Consider themselves to be very knowledgeable and skilled with tech.
- > More likely to trust and purchase products/services promoted by celebs and social influencers.
- > More likely to read and try new recipes.
- > More likely to agree that it is important to make investments now for the future.
- > More likely to be well insured.
- > More likely to agree money is the best measure of success, and that credit enables them to buy the things they want.
- > More likely to choose their supermarkets based on the range of organic food, loyalty programs and having a good range of international foods.

# Shorty Fans

## Viewing Community Criteria:

Viewers who have watched a minimum of three episodes of Shortland Street on TVNZ+ in the last seven days.



# Shorty Fans

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 74% female, 26% male.
- > Average age - 48 years old.
- > Average PI \$48,000, HHI \$86,000.
- > 54% are homeowners.
- > Over index in the renter category.
- > 24% are single.
- > 38% more likely to be living on their own.
- > Over index for smaller households (1-2 in HH).
- > 171% more likely to be living with child(ren) as a single parent.
- > 6% more likely to have a dog/cat in the household.



## MEDIA ATTITUDES

- > Over 80% consider themselves to be moderate-to-heavy TV users.
- > More likely to decide what to buy off catalogues/brochures.
- > Agree that they enjoy most ads and catchy ads makes them try new products.
- > More likely to buy new brands advertised and agree that advertising influences their purchase decisions.
- > More likely to enjoy receiving texts about special offers and sales.
- > More likely to agree that TV helps them to decide where to buy something from.
- > 36% more likely to have visited a NZ news app several times in the last 24 hours.



## LIFESTYLE

- > More likely to buy from and feel loyal to companies that support charities.
- > More likely to decide where to go on a holiday at the last minute.
- > Prefer to take holidays in NZ.
- > Agree that family holidays are the highlight of their year.
- > Less likely to plan and book holidays online.
- > More likely to wear makeup every day.
- > More likely to use products that reduce signs of aging.
- > Enjoy shopping for clothes and other personal items
- > Get beauty ideas from celebrities.
- > Often buy beauty product after trialling a sample.
- > More Likely to consider themselves as top-up shoppers and buy something most days.
- > Prefer to shop at stores that have a loyalty/store card and like entering competitions.
- > Going shopping is their favourite pastime.
- > More likely to make impulse purchases.
- > More likely to use naturally derived products and always check products country of origin.
- > More likely to use hire purchase and agree that credit enables them to buy things they want.

# Home Improvement & DIYers

## Viewing Community Criteria:

Viewers who have shown an affinity to DIY Lifestyle content on TVNZ+ over three months.





# Home Improvement & DIYers

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 53% female, 47% male.
- > Average age - 48 years old.
- > Average PI \$69,600, HHI \$122,850.
- > 86% own a home.
- > 51% consider themselves to be the main household shopper.
- > 89% more likely to be a business proprietor or self employed.
- > 54% more likely to be business managers or executives.
- > 33% more likely to buy another property (investment/holiday home) in the next 12 months.
- > 10% more likely to have a pet dog in the household.



## MEDIA ATTITUDES

- > More likely to be moderate-to-heavy TV viewers.
- > More likely to buy new brands advertised.
- > More likely to talk positively about ads to family and friends agree that advertising influences their purchase decisions.
- > More likely to notice when products /brands appear in TV progs/movies.
- > Feel proud when companies they deal with support NZ sports/events.
- > More likely to agree that they ignore ads they receive on their mobile phones.



## LIFESTYLE

- > 7% higher average weekly spend compared to the general population.
- > More likely to shop for specials, use coupons and use loyalty/store cards.
- > More likely to enter competitions.
- > More likely to buy NZ-made products.
- > More likely to check country of origin of products before buying.
- > More likely to buy environmentally friendly or natural products.
- > Prepared to pay more for Fair Trade products.
- > More likely to be well insured.
- > Agree that it is important to make investments now for the future.
- > Agree that they are in financially comfortable circumstances.
- > More likely to pay their credit card off every month.
- > More likely to have investments greater than \$5,000.

# Foodies

## Viewing Community Criteria:

Viewers who have shown an affinity to cooking-related shows on TVNZ+ over the last three months.



# Foodies

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 57% female, 43% male.
- > Average age - 44 years old.
- > Average PI \$64,000, HHI \$117,500.
- > 13% more likely to be renters.
- > 55% consider themselves to be the main household shopper.
- > More likely to live in the Auckland region as compared to the general population.
- > 21% more likely to start University in the next 12 months.
- > 33% more likely to buy a property they live in the next 12 months.
- > 57% more likely to be a business proprietor or self employed.
- > 35% more likely to be a teacher or nurse or other trained professional.



## MEDIA ATTITUDES

- > More likely to be light-to-moderate TV viewers and heavy internet users.
- > 57% of individuals seriously consider buying products advertised on TV.
- > 38% more likely to notice when products /brands appear in movies and TV shows.
- > 40% more likely to agree that advertising influences their purchase decisions.
- > Almost half of the individuals state that TV is their favourite pastime.
- > Over 60% agree that they tend to watch the same TV programmes.



## LIFESTYLE

- > 16% higher average weekly spend compared to the general population.
- > More likely to get beauty ideas from celebrities.
- > More likely to wear makeup every day.
- > More likely to use products that reduce signs of aging, that are scientifically proven and have natural ingredients.
- > More likely to pay more for better quality and Fair Trade products and believe luxury brands use better ingredients.
- > Prepared to pay more for free range.
- > More likely to own the latest gadgets and consider themselves very knowledgeable and skilled with technology.
- > While online shopping, more likely to consider reviews, loyalty rewards, click and collect options and free shipping.
- > More likely shop online to find something not available locally.
- > More likely to plan and book their holidays online; like holidays of the beaten track; enjoy going away with friends and like to take holidays away from crowds.

# US Drama Junkies

## Viewing Community Criteria:

Viewers who have shown an affinity to US drama content on TVNZ+ over the last three months.



# US Drama Junkies

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 65% female, 36% male.
- > Average age - 43 years old.
- > Average PI \$59,000, HHI \$112,000.
- > 53% are homeowners and 1 in 4 live in the southern region.
- > 27% are single and 28% are independent young adults.
- > 8% more likely to be pet owners.



## MEDIA ATTITUDES

- > Heavy TV and internet users.
- > Plan their TV viewing in advance.
- > Agree that advertising influences their purchase decisions.
- > Have engaged with a new brand's social media in the last 24 hours.
- > More likely to agree that TV is a favourite pastime.
- > More likely to watch the same TV programmes.
- > More likely to feel proud when companies they deal with support NZ sports/events.
- > Less likely to listen to radio live.
- > More likely to listen to online streaming /digital radio in the last 24 hours.



## LIFESTYLE

- > 11% higher average weekly spend compared to the general population.
- > More likely to use supplements, vitamins, cosmetics and other personal care items.
- > More likely to use natural and scientifically proven products.
- > More likely to have visited public parks, zoos and national parks in the last 3 months.
- > More likely to agree to drinking at most social occasions.
- > More likely to agree to paying more for premium quality wine and agreeing that RTDs are good value for money.
- > More likely to plan and book their holidays online, specifically off the beaten track of where they can experience local culture.
- > More likely to buy takeaways and look for ideas to make cooking meals easier.

# Brit Buffs

## Viewing Community Criteria:

Viewers who have shown an affinity to UK content on TVNZ+ over the last three months.



# Brit Buffs

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 62% female, 38% male.
- > Average age - 55 years old.
- > Average PI \$56,500, HHI \$103,700.
- > 31% more likely to be mortgage free homeowners.
- > 55% more likely to be older adults with no children at home.
- > 57% consider themselves as the main household shopper.
- > Within the next 12 months, 13% more likely to sell a property they live in and 24% more likely to enter retirement.
- > On average, have investments valued at \$124,000 (10% higher).



## MEDIA ATTITUDES

- > 53% are heavy TV users and 43% are heavy internet users.
- > 71% tend to watch the same TV shows
- > 58% agree that TV is a favourite pastime.
- > Prefer ads that are clear and to the point and entertaining.
- > More likely to agree that catchy ads make them try new products.
- > 74% agree that they usually ignore ads they receive on their mobile phones.



## LIFESTYLE

- > 27% more likely to have investments valued at \$200,000 or more.
- > 47% like fixing things around the house.
- > More likely to shop for naturally derived products, environmentally friendly products, use products that are scientifically proven and buy NZ-made products.
- > 56% agree they look for ways to make their homes more energy efficient.
- > More likely to eat healthy, chose to pay more for top-quality foods, choose low calorie drinks and are self-professed food connoisseurs.
- > 60% agree that the garden is as important as any other room in the house.
- > More likely to prefer low alcohol beer and choose to pay more for premium quality wine.
- > Almost 50% agree that they are in financially comfortable situations.
- > 83% prefer a house that looks relaxed.
- > 59% like to be well insured.
- > 68% agree that it is important to make investments now for the future.

# Focused on News & Current Affairs

## Viewing Community Criteria:

Viewers who have watched a minimum of three streams across our News & Current Affairs shows or viewed an article on 1 News in the last 14 days.





# Focused on News & Current Affairs

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 53% female, 47% male.
- > Average age - 53 years old.
- > Average PI \$ 61,400, HHI \$ 108,400
- > 66% are homeowners and 37% more likely to live in households with older adults and no children.
- > 41% own cats.
- > Looking at the next 12 months, 24% more likely to make major home improvements and 16% more likely to sell a property they live in.
- > Assets they are more likely to own: bonds, boats, family trusts, investments (including property) and shares.



## MEDIA ATTITUDES

- > 53% are heavy TV users and 43% are heavy internet users.
- > 70% tend to watch the same TV shows.
- > 51% agree that TV is a favourite pastime.
- > More likely to agree that catchy ads make them try new products.
- > Prefer ads that are clear and to the point.
- > More likely to talk positively about ads to family and friends.
- > 1/4 agree that advertising influences their purchase decision and over 50% agree that TV helps them on deciding where to shop.



## LIFESTYLE

- > 22% more likely to have investments valued at \$200,000 or more.
- > More likely to support charities and worthy causes and buy from companies that align with such causes.
- > More likely to agree they prefer to take holidays in NZ, usually plan and book their holidays online and like holidays where they can experience the local culture.
- > More likely to travel to the South Island for a short holiday in the next 12 months.
- > Almost 50% agree they like fixing things around the house.
- > More likely to agree that they always look for ways to make their homes more energy efficient.
- > Like to keep up to date with home DIY improvements.
- > 1/5 are already planning their retirement.
- > Almost 50% are in financially comfortable circumstances.
- > 67% agree that it is important to make investments now for the future.
- > More likely to prefer that their investments are managed by professionals.

# Sports Nuts

## Viewing Community Criteria:

Viewers who have shown an affinity to sports-related content on TVNZ+ over six months.



# Sports Nuts

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 33% female, 67% male.
- > Average age - 51 years old.
- > Average PI \$69,800, HHI \$120,200.
- > 34% more likely to have a PI of \$120,000+.
- > 12% more likely to be mortgage free homeowners.
- > 1/5 are adults with young children in the household.
- > 34% more likely to be business managers/executives.
- > 37% more likely to be farm owners/managers.
- > 14% are employed as technical/skilled workers.
- > More likely to own bonds, boats, family trusts, investments (including property) and shares.



## MEDIA ATTITUDES

- > 53% are heavy TV users and 31% are heavy daily paper readers.
- > Over 50% agree that they decide where to buy something from or buy something because of seeing a TV ad.
- > More likely to prefer live TV over recording.
- > Prefer ads that are entertaining, clear and to the point and agree that they enjoy most ads.
- > More likely to agree they feel proud when companies they deal with support local sports/events and often notice when products/brands appear TV shows.



## LIFESTYLE

- > 13% are extremely likely to buy a car in the next 12 months.
- > More likely to check on the country of origin of products before buying and try to buy NZ-made products as often as possible.
- > More likely to dine out once a week, call themselves food connoisseurs and choose to pay more for top-quality foods and low-calorie drinks.
- > 17% more likely to enjoy beer and to have consumed 5 to 9 glasses in the last week.
- > More likely to let professionals manage their investments and agree that they are in financially comfortable circumstances.
- > 1/5 have investments valued at \$200,000 or more.
- > More likely to invest in foreign currency deposits, bonds, managed investment funds and stocks/shares.
- > More likely to be passionate about cars, love driving and spend a lot of time working on cars, with 1/3 believing the way their car looks is important.
- > Almost 50% are likely to buy a car in the next 12 months and 24% more likely to spend \$50,000 or more on the purchase.
- > 38% more likely to own a boat.

# Kiwi As

## Viewing Community Criteria:

Viewers who have shown an affinity to local content on TVNZ+ over the last three months.



# Kiwi As

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 58% female, 42% male.
- > Average age – 50 years old.
- > Average PI \$57,000, HHI \$102,600.
- > 14% more likely to identify as Māori and 5% more likely to speak Te Reo.
- > 18% more likely to be renters and 4% more likely to live in the southern region.
- > Looking at the next 12 months, 18% more likely to make major home improvements and 9% more likely to change jobs.



## MEDIA ATTITUDES

- > 50% are heavy TV users and 46% are heavy internet users.
- > Over 1/3 prefer live TV over recording and 70% tend to watch the same TV shows.
- > More likely to agree that catchy ads make them try new products, enjoy most ads, and talk positively about ads to family/friends.
- > Almost 1/4 like getting texts about special offers and sales.
- > 80% are more likely to read email newsletters from companies they have relationships with.
- > Over 1/4 have watched a short online video several times in the last 24 hours and engaged with a news brands social media.



## LIFESTYLE

- > 42% believe it is important to be involved in the community.
- > 60% try and buy NZ-made products as often as possible.
- > More likely to wear makeup daily, use naturally derived and scientifically proven products.
- > More likely to use products that reduce the signs of aging and stick to well-known beauty products.
- > In the last 7 days this cohort are more likely to have gone for a walk, visited family & friends, visited a café, watched kids play sport, participated in yoga/meditation or another relaxation activity and been to a mall.
- > 53% love trying new recipes.
- > 67% want ideas to make cooking meals easier.
- > 66% like to try new foods.
- > 83% state that they prefer a house that looks relaxed.
- > 61% agree their home aesthetic is very important to them.
- > In the next 12 months they will look to buy outdoor furniture followed by HD/Smart TVs, indoor furniture, smart speakers and smart security systems.

# Bingers

## Viewing Community Criteria:

Viewers who have watched a minimum of five episodes from a range of TVNZ+ content in the last 14 days that has high average streams per user per week.



# Bingers

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 56% female, 44% male.
- > Average age – 45 years old.
- > Average PI \$59,000, HHI \$112,500.
- > 14% more likely to have a HHI of \$120K or more.
- > 46% are either independent adults or adults with young children.
- > More likely to be involved with home duties.
- > 52% are the main household shopper.
- > 11% more likely to be renting.



## MEDIA ATTITUDES

- > 57% are heavy internet users.
- > 50% have used social media several times in the last 24 hours.
- > 17% more likely to agree that TV is a favourite pastime.
- > 18% more likely to agree that catchy ads make them try new products.
- > Nearly 1/4 decide what to buy from catalogues/brochures.
- > More likely to feel positive towards internet advertising.
- > Less likely to like getting texts about special offers and sales.
- > Over 40% agree that they often notice when brands and products appear in TV shows/movies.



## LIFESTYLE

- > More likely to get beauty ideas from celebrities.
- > More likely to use products that reduce signs of ageing and are scientifically proven.
- > Believe that luxury brands use better ingredients.
- > More likely to eat on the run, buy takeaways and seek ideas to make cooking meals easier.
- > More likely to agree to not having enough 'me' time.
- > Less likely to partake in DIY projects or fixing things around the house.
- > 50% agree to being very knowledgeable and skilled with technology.
- > 84% think technology is a necessity in daily life
- > More likely to plan and book their holidays online.

# Māori & Pasifika

## Viewing Community Criteria:

Viewers who have shown an affinity to Te Ao Māori content on TVNZ+ over the last three months.





# Māori & Pasifika

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 63% female, 37% male.
- > Average age – 40 years old.
- > Average PI \$53,200, HHI \$101,200.
- > 30% more likely to be independent young adults or adults with young children.
- > 60% live in households with 1 or more children aged 0-17 years.
- > 50% live as renters and 45% live in the Auckland region.
- > In the next 12 months, 24% more likely to change jobs and 60% more likely to buy a property to live in.



## MEDIA ATTITUDES

- > More likely to agree that they often buy new brands advertised, enjoy most ads and that catchy ads make them try new products.
- > More likely to agree that TV is a favourite pastime.
- > More likely to take notice of products endorsed by celebrities.
- > More likely to feel proud when companies they deal with support NZ sports/events.
- > Like seeing real brands/products appear in movies and TV shows.
- > In the last 7 days, this cohort were more likely to use games consoles, mobile phones, and smart TVs to watch TV/videos/movies.



## LIFESTYLE

- > More likely to get beauty ideas from celebrities, buy products with appealing packaging, and like keeping up to date with the latest fashion trends.
- > More likely to spend a lot of money on clothes and enjoy shopping for clothes and other personal items.
- > More likely to use products that reduce the signs of aging and believe that luxury brands use better quality ingredients.
- > More likely to agree that they often eat on the run, buy takeaways, eat whatever they feel like and like to try new food.
- > More likely to use their mobile phone to access the internet.
- > More likely to be skilled with technology and need to have the latest gadget.
- > More likely to have a gaming machine in the household.
- > Twice as likely to have bought a movie through a VOD service in the last 7 days.

# Adventure Seekers

## Viewing Community Criteria:

Viewers who have shown an affinity to action or adventure content on TVNZ+ over the last three months.



# Adventure Seekers

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 52% female, 48% male.
- > Average age – 40 years old.
- > 36% are aged between 25-39 years.
- > Average PI \$64,000, HHI \$120,100.
- > 17% more likely to have a HHI of \$160K or more.
- > 34% more likely to be independent young adult or adults with young children.
- > More likely to belong to technical or professional occupations.
- > Looking at the next 12 months, 33% more likely to change jobs and 26% more likely to buy property.



## MEDIA ATTITUDES

- > 46% are heavy TV users and 49% are heavy internet users.
- > 15% more likely to have visited the cinema on more than 5 occasions in the last 6 months.
- > Over 50% seriously consider buying something advertised on TV or agree the medium helps them decide where to buy something from.
- > 48% state that their purchase decisions are influenced by family/friends.
- > 54% agree they delete email newsletters without reading them.
- > Used social media, FTA TV and messaging services like Snapchat and Skype several times in the last 24 hours.



## LIFESTYLE

- > 5% higher average weekly spend compared to the general population.
- > More likely to take notice of products and beauty ideas endorsed by celebrities.
- > More likely to buy products with appealing packaging and believe that luxury brands use better ingredients in products.
- > Enjoy shopping for clothes and other personal items and often make impulse purchases whilst in shopping centres.
- > More likely to like going away with friends.
- > More likely to plan and book their holidays online, prefer travelling within NZ and like doing activities whilst on holiday.
- > More likely to eat on the run, often buy takeaways and love trying out new recipes.
- > 67% want ideas to make cooking meals easier and 1/5 would call themselves food connoisseurs.
- > More likely to consume alcoholic beverages: beer, spirits and RTDs.
- > More likely to be very knowledgeable and skilled with technology and are avid gamers.
- > Early adopters for most gadgets.
- > 35% more likely to consider buying an electric/hybrid car in the next 12 months.

# Comedy Club

## Viewing Community Criteria:

Viewers who have shown an affinity to comedy content on TVNZ+ over the last three months.



# Comedy Club

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 64% female, 36% male.
- > Average age - 49 years old.
- > Average PI \$60,100, HHI \$110,000.
- > 11% more likely to have a HHI of \$120,000 or more.
- > 14% more likely to be older adults with no children at home.
- > 60% are homeowners.
- > 19% more likely to buy or sell a property in the next 12 months.
- > More likely to be technical/skilled workers and professional occupations.



## MEDIA ATTITUDES

- > Heavy internet and TV users.
- > 25% have watched 2+ movies at the cinemas in L6M.
- > More likely to watch the same TV shows and over half agree that TV is a favourite pastime.
- > More likely to have used desktop/laptop to watch TV/videos/movies in the last 7 days.
- > 57% agree they would seriously consider buying something advertised on TV.
- > 58% agree that TV helps them to decide on where to buy something from.



## LIFESTYLE

- > More likely to be top-up shoppers and buy something most days.
- > More likely to state that they are comfortable shopping online and enjoy shopping for clothing and other personal items.
- > More likely to cook their meals from scratch.
- > Baked at home in the last 7 days.
- > The main household shopper; are more likely to read nutritional analysis on packaged food.
- > Enjoy being creative and experimental with food.
- > They spend more of their spare time with family and have had a family meal together in the last 7 days.
- > Family holidays are a highlight of the year.
- > More likely to agree that money is the best measure of success.
- > Prefer to let professionals manage their money and like to be well insured.
- > Almost 2/3 state that it is important to make investments now for the future and have investments /term deposits.

# Sustainability

## Viewing Community Criteria:

Viewers who have shown an affinity to sustainability or natural world content on TVNZ+ over the last three months.



# Sustainability

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 57% female, 43% male.
- > Average age – 48 years old.
- > Average PI \$60,000, HHI \$111,600.
- > 14% more likely to have a HHI of \$120K or more.
- > 9% more likely to be a business proprietor or self employed.
- > 22% more likely to be a teacher/nurse or other trained professional.
- > Looking at the next 12 months, 13% more likely to change jobs and 10% are planning a major home improvement.
- > 29% more likely to have investments valued between \$25,000 to \$50,000.



## MEDIA ATTITUDES

- > 70% are moderate-to-heavy TV users.
- > 46% agree that TV is a favourite pastime.
- > 52% agree that TV helps them decide where to buy something from.
- > 1/3 will buy a product because of seeing a TV advertisement.
- > 31% more likely to buy new brands advertised.
- > More than agree that advertising influences their purchase decisions.
- > Almost 1/3 have viewed a New Zealand news website several times in the last 24 hours.



## LIFESTYLE

- > The shopping behaviours of this cohort are more likely to be guided by their views on the environment and sustainability.
- > More likely to feel loyal to companies that support worthy causes or charities.
- > Nearly 50% agree they prefer to support charities or worthy causes by donating money.
- > More likely to stick to brands they have used for a long time.
- > More likely to pay more for high-quality products and prefer to shop at stores that have a loyalty/store card.
- > More likely to agree that technology has made their lives easier and is a necessity in their daily lives.
- > 50% consider themselves to be very knowledgeable and skilled with technology.
- > 94% use the internet to source information.
- > More likely to agree that it is important to make investments now for the future, like to be well insured and are in financially comfortable situations.

# Intrepid Travellers

## Viewing Community Criteria:

Viewers who have shown an affinity to Travel content on TVNZ+ over the last four months.





# Intrepid Travellers

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 53% female, 47% male.
- > Average – 46 years. 1/5 aged between 30-39 years.
- > Average PI \$63,800, HHI \$116,900.
- > 20% more likely to have a PI of \$80K - \$100K.
- > 65% are homeowners.
- > 47% are independent young adults or adults with young children.
- > 22% more likely to be trained workers (nurse, teacher etc.).
- > 13% more likely to be a skilled/technical worker.
- > 18% more likely to be farm owner/manager.
- > More likely to have total investments valued at \$100K+.



## MEDIA ATTITUDES

- > 48% are heavy TV users.
- > 45% are heavy internet users.
- > 62% tend to watch the same TV programmes.
- > 46% agree that TV is a favourite pastime.
- > More likely to enjoy local news/events and keep up to date with current affairs.
- > More likely to agree that catchy ads make them try new products, take more notice of products endorsed by celebrities and prefer ads to be entertaining than informative.
- > Over 1/4 agree that advertising influences their purchase decision.
- > 18% more likely to agree that they like to trial new brands advertised.



## LIFESTYLE

- > 9% higher average weekly spend compared to the general population.
- > More likely to enjoy shopping and buy something most days.
- > More likely to enter competitions or use coupons to get discounts.
- > More likely to use the internet to source information and online shop.
- > More likely to plan and book their holidays online and prefer holidays where they can experience the local culture.
- > Australia is the most visited destination by this cohort followed by Hawaii.
- > More likely to have travelled by Business or First class compared to the general population.
- > More likely to support the growth of Te Reo and agree that a multi-cultural society is a strong society.
- > More likely to use hire purchase and agree that it is important to make investments now for the future.
- > More likely to buy take-away food, eat on the run and try new types of food.

# Movie Buffs

## Viewing Community Criteria:

Viewers who have shown an affinity to Movie content on TVNZ+ over the last three months.



# Movie Buffs

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 58% female, 42% male.
- > Average age – 45 years old.
- > Almost 1/4 aged between 30-39 years.
- > Average PI \$62,400, HHI \$112,300.
- > 13% more likely to be independent young adults or adults with young children.
- > 28% more likely to identify as Māori as compared to the rest of NZ.
- > 24% more likely to be trained workers (nurse, teacher etc).
- > 19% more likely to be a semi-skilled worker.
- > 14% more likely to be a sales employee.



## MEDIA ATTITUDES

- > 53% are heavy TV users.
- > 50% are heavy Internet users.
- > 66% tend to watch the same TV programmes.
- > 58% agree that TV is a favourite pastime.
- > 44% have watched FTA TV several times in the last 24 hours.
- > More likely to agree that catchy ads make them try new products and often talk positively about ads they've seen.
- > More likely to take more notice of products endorsed by celebrities. 22% more likely to agree that advertising influences their purchase decisions.
- > 37% more likely to trial new brands advertised.
- > 34% more likely to agree that they like to see real brands or products appear in movies and TV.



## LIFESTYLE

- > 7% higher average weekly spend compared to the general population.
- > More likely to be brand loyal and buy products with appealing packaging.
- > More likely to believe in Fair Trade and buy household items that are safe for the environment.
- > More likely to buy beauty products after trialling them out.
- > More likely to have participated in a physical activity in the last week.
- > More likely to regularly practice mindfulness and to be concerned about the impact of stress on their health.
- > More likely to plan and book holidays online.
- > More likely to buy a car in the next 12 months.
- > This cohort is risk averse and more likely to have travel, life and health/medical insurance compared to the general population.
- > More likely to agree that RTDs are good value for money, prefer to drink craft beers, pay more for premium quality wine and drink at most social occasions.
- > More likely to be early adopters of technology, stating that they must have the latest gadgets and have gaming machines in the household.

# Music Fans

## Viewing Community Criteria:

Viewers who have shown an affinity to Music content on TVNZ+ over the last three months.



# Music Fans

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 53% female, 47% male.
- > Average age – 47 years old.
- > 10% more likely to be older adults with no children at home or older children.
- > Average PI \$62,600, average HHI \$108,000.
- > 11% more likely to identify as Māori or Pacific Islander.
- > 23% more likely to be technical/skilled workers.
- > 36% more likely to live in rented accommodation.



## MEDIA ATTITUDES

- > 49% are heavy TV viewers and 47% are heavy internet users.
- > More likely to watch the same TV programmes and prefer live TV over recording.
- > More likely to state that TV is a favourite pastime.
- > More likely to take more notice of products endorsed by celebs.
- > More likely to prefer ads that are clear and direct.
- > More likely to agree that advertising influences their purchase decisions.
- > More likely to buy new brands advertised and they notice when products/brands appear in TV programmes/movies.
- > 13% more likely to agree that they feel proud when companies they deal with support NZ events.



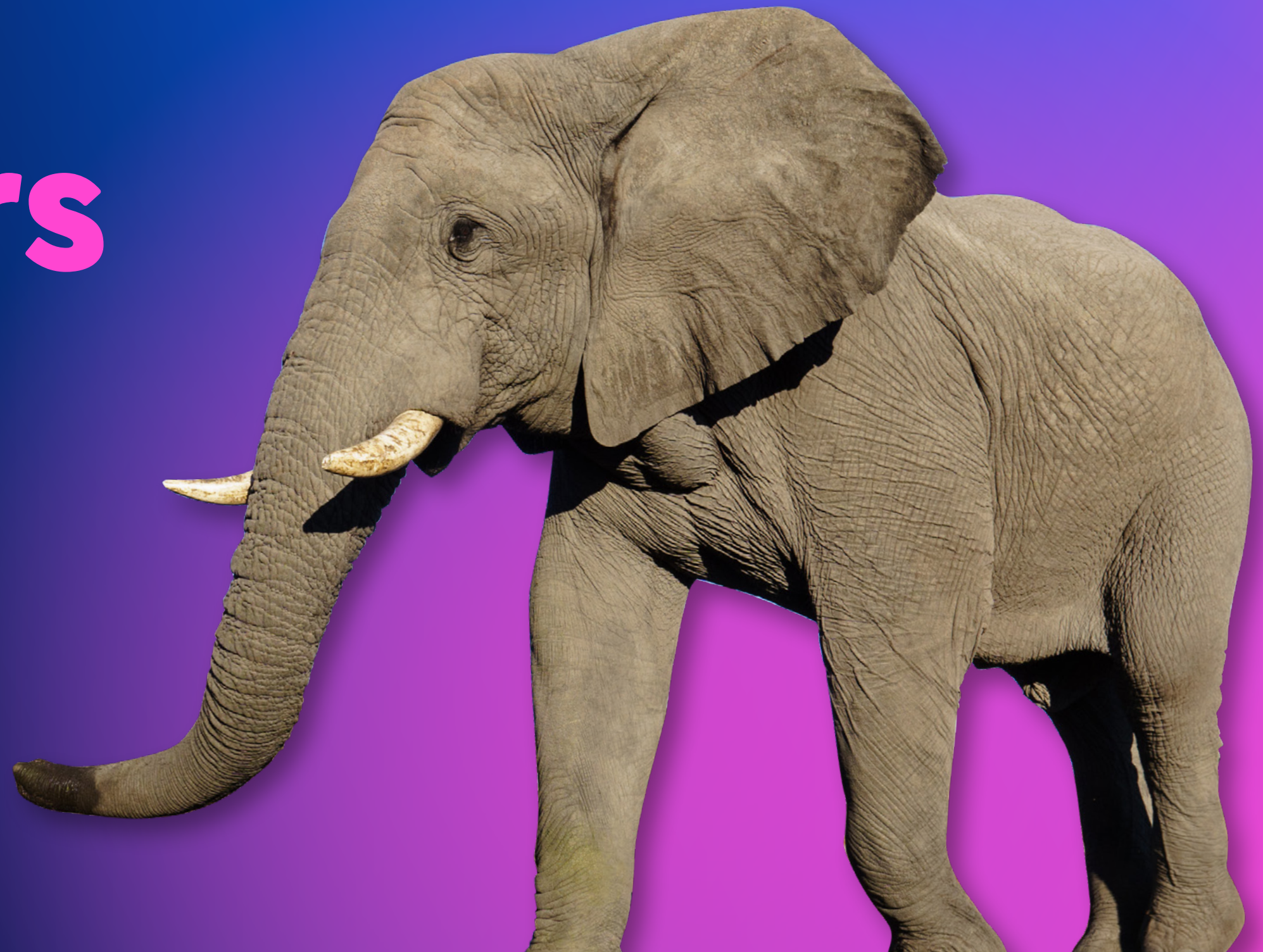
## LIFESTYLE

- > 5% higher average weekly spend compared to the general population.
- > More likely to be price conscious and shop for specials and bargains.
- > More likely to prefer to shop at stores where they have loyalty/store cards and like to use coupons to get discounts on products.
- > More likely to enjoy shopping for personal items/clothes.
- > More likely to be comfortable shopping online.
- > More likely to support local and believe in Fair Trade.
- > More likely to be concerned about their personal appearance and use products that reduce the signs of aging.
- > More likely to get beauty ideas from celebrities.
- > More likely to call themselves food connoisseurs, buy organic food and look for low calorie natural sweeteners.
- > More likely to look for ideas to make cooking meals easier.
- > More likely to agree that they must have the latest gadgets.
- > More likely to enter competitions by text.
- > More likely to drink at most social occasions and state that RTDs are good value for money.
- > More likely to prefer to drink craft beers and choose to pay more for premium quality wine.

# Thinkers

## Viewing Community Criteria:

Viewers who have shown an affinity to Documentary content on TVNZ+ over the last three months.



# Thinkers

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 52% female, 48% male.
- > Average age – 52 years old.
- > 33% more likely to be aged 50-59 years.
- > Average PI \$59,120, average HHI \$105,600.
- > 21% more likely to live in a rental.
- > 25% more likely to be the main household shopper.
- > 22% more likely to be older adults with no children at home.
- > 37% more likely to identify as Māori.
- > 69% more likely to be able to hold a basic conversation in Te Reo Māori.
- > 11% more likely to have investments valued at \$100K+ with average investments valued at \$117K.



## MEDIA ATTITUDES

- > 55% watch 23+ hours of TV each week (index 119).
- > Overwhelmingly receptive to advertising and 33% more likely to state that they buy something because of seeing a TV advert.
- > 54% agree that TV is a favourite pastime and 64% tend to watch the same TV programmes.
- > 26% more likely to agree that catchy ads make them try new products.
- > 59% more likely to talk positively to family/friends about ads they've seen.



## LIFESTYLE

- > 26% more likely to support companies that align with social causes.
- > 10% more likely to prefer to support charities or worthy causes by donating money.
- > 20% more likely to let professionals manage their investments.
- > 14% more likely to agree that they are saving more and are financially stable.
- > 54% agree that they like to be well insured.
- > 24% more likely to consider themselves as environmentalists at heart.
- > 95% undertake some form of recycling within the household.
- > 10% more likely to plan and book holidays online.
- > 16% more likely to prefer to take holidays in NZ rather than overseas.
- > 11% more likely to enter competitions.
- > 7% more likely to buy environmentally friendly products, buy local and believe in Fair Trade.
- > 20% more likely to buy organic food.
- > 13% more likely to be concerned about sugar in their diets.
- > 29% more likely to prefer craft beers.
- > 29% more likely to pay more for premium quality wine.
- > 24% more likely to agree that they must have the latest gadgets.

# Motor Enthusiasts

## Viewing Community Criteria:

Viewers who have shown an affinity to Automotive, Machines or Transport content on TVNZ+ over the last four months.





# Motor Enthusiasts

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 51% female, 49% male.
- > Average age – 44 years old.
- > 21% more likely to be aged 20 – 39 years.
- > Average PI \$62,900, average HHI \$112,350.
- > More likely to have a HHI \$120K+.
- > 52% more likely to be technical/skilled worker.
- > 15% more likely to be a farm owners/managers.
- > 7% more likely to be professionals/senior government officials.
- > 28% more likely to identify as Māori.
- > In N12M, this cohort is 39% more likely to make major home improvements and 21% more likely to buy an investment property.



## MEDIA ATTITUDES

- > 49% are heavy TV viewers and 44% are heavy internet users.
- > More likely to be receptive to advertising and take more notice of products/services endorsed by celebs.
- > More likely to prefer ads to be entertaining than informative.
- > More likely to state that advertising influences purchase decisions and often buy new brands advertised.
- > More likely to feel proud when companies they deal with support NZ sports/events.
- > More likely to enjoy genres like adult animation, reality TV, US comedy & drama, and music.
- > More likely to have made an online purchase, listened to podcasts and read or viewed a NZ news app in the last 24 hours compared to the general population.



## LIFESTYLE

- > 8% higher average weekly spend compared to the general population.
- > 12% more likely to consider buying an electric/hybrid car in the next 12 months.
- > More likely to equate higher prices with better quality, put quality ahead of costs and state that they are too busy to shop around.
- > More likely to be very knowledgeable and skilled with technology and be early adopters of new tech.
- > More likely to state that money is the best measure of success.
- > More likely to be well insured, prefer to let professionals manage their investments and agree that they are saving more than before.
- > More likely to agree that they like fixing things around the house.
- > More likely to prefer to have a house that looks stylish and have the finest furnishings and fittings.
- > More likely to agree that the garden is as important as any other room.
- > More likely to state that they prefer craft beers and like to sample different beers.
- > More likely to prefer low alcohol beers and choose to pay more for premium-quality wine.

# Family Fun

## Viewing Community Criteria:

Viewers who have shown an affinity to family rated content (G and PG) on TVNZ+.



# Family Fun

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 55% female, 45% male.
- > Average age – 39 years old.
- > Average PI \$71,236, average HHI – \$122,500.
- > Over 33% live outside the main regional council areas.
- > 10% more likely to identify as Māori and 18% more likely to identify as Pacific Islander.
- > 45% more likely to be homeowners with a mortgage.
- > 12% more likely to be living as renters.
- > More likely to be involved with home duties or employed as a technical/skilled worker.



## MEDIA ATTITUDES

- > Moderate-to-heavy TV, internet, and radio users.
- > 25% more likely to agree that TV advertisements help them decide where to buy products from or they buy a product because of seeing a TV ad.
- > 29% more likely to agree that TV is a favourite pastime and 19% more likely to watch the same TV programmes.
- > 15% more likely to delete email newsletters without reading them.
- > More likely to watch genres such as kids, adult animation, reality, lifestyle, comedy and drama.



## LIFESTYLE

- > 28% higher average weekly spend compared to the general population.
- > 24% more likely to enjoy shopping and buy products with appealing packaging.
- > 11% more likely to believe in Fair Trade.
- > 13% more likely to enjoy entering competitions.
- > 13% more likely to agree that they are skilled and knowledgeable with technology.
- > 7% more likely to agree that they are early adopters of technology.
- > 17% more likely to plan and book their holidays online.
- > 38% more likely to agree that they will buy a gaming console in N12M.
- > 17% more likely to believe that luxury brands use better ingredients.
- > 15% more likely to agree that they get beauty ideas from celebrities.
- > 22% more likely to agree that they want ideas to make cooking meals easier.
- > 24% more likely to agree that they stay up to date with home renovation ideas.
- > 16% more likely to agree that they like to be well insured.
- > 25% more likely to agree that they often use hire purchase.

# Rural

## Viewing Community Criteria:

Viewers living in rural areas outside of metropolitan cities: Auckland, Wellington, Christchurch, Hamilton and Dunedin.



# Rural

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 55% female, 45% male.
- > Average age – 50 years old.
- > Average PI \$56,400.
- > 10% more likely to be mortgage-free homeowners.
- > 16% more likely to have a technical/trade qualification.
- > 38% more likely to speak Te Reo Māori.
- > More likely to be farm owners/managers, teachers, nurses, or other trained workers.
- > 18% more likely to be older adults with no children at home.



## MEDIA ATTITUDES

- > 10% more likely to be moderate-to-heavy TV users.
- > 45% tend to watch FTA TV several times within a 24-hour period.
- > More likely to agree that TV is a favourite pastime.
- > More likely to watch the same TV programmes.
- > More likely to enjoy local news and events and keep up to date with current affairs.
- > 16% more likely to discuss a TV advertisement they've seen.
- > 11% more likely to seriously consider buying something they've seen advertised.
- > 8% more likely to agree that they find it hard to keep up with technological advancements.
- > More likely to watch genres such as dramas, soaps, documentaries and comedies.



## LIFESTYLE

- > 42% more likely to make major home improvements or sell property within the next 12 months.
- > Often looking for specials and bargains, prefer to shop at stores that have a loyalty/store card and are less likely to put quality ahead of cost.
- > Less likely to be brand loyal, buy well-known brand names or be concerned by the country of origin of products they buy.
- > Likely to enter competitions.
- > 10% more likely to prefer to take holidays in New Zealand rather than overseas.
- > More likely to agree that they are environmentalists at heart and that they try to recycle and compost where possible.
- > More likely to agree that they try to eat healthy, try new types of food and think that all genetically modified food should be labelled.
- > More likely to agree that they often have a drink after work to unwind, choose to pay more for premium quality wine.
- > 12% more likely to have drunk 10+ glasses of beer in the last 10 days.

# Rich Listers

## Viewing Community Criteria:

High household earners inferred through CMI. These audiences are 35+ and index highly to British and American Drama, Sports, NCA and Documentaries.



# Rich Listers

These are the type of viewers you can expect to reach.



## DEMOGRAPHICS

- > 44% female, 56% male.
- > Average PI \$87,000.
- > 86% are homeowners.
- > More likely to be business proprietors, business managers and farm owners.
- > More likely to be university graduates and postgraduates.
- > Almost half of this cohort are adults with older children.



## MEDIA ATTITUDES

- > Moderate-to-heavy TV, internet, cinema, and radio users.
- > More likely to agree that TV is a favourite pastime.
- > More likely to watch the same TV programmes.
- > More likely to enjoy local news and events and keep up to date with current affairs.
- > More likely to prefer advertising to be entertaining than informative.
- > More likely try new products based on catchy ads.
- > Favourable towards sponsors.
- > Often notice when products and brands appear in TV programmes/movies.
- > Like to see real brands/products appear in TV programmes/movies.
- > More likely to watch genres such as NCA, sport, lifestyle shows, British and local content.



## LIFESTYLE

- > 55% higher average weekly spend compared to the general population.
- > 93% more likely to buy another property in the next 12 months and 84% more likely to make major home improvements during the same time.
- > 11% more likely to agree that they feel loyal to companies that align with charities and worthy causes.
- > 13% more likely to prefer to support charities by donating money.
- > More likely to describe themselves as fit and healthy and consider healthy diet and exercise as an essential part of their lives.
- > More likely to plan and book their holidays online.
- > More likely to go on holidays where local culture, indulgence, high-end luxury and pampering can be experienced.
- > More likely to try and buy local, put quality ahead of cost, buy products that won't pollute the environment and are prepared to pay more for Fair Trade products.
- > More likely to be well insured, prefer to let professionals manage most of their investments, agree that they are in financially comfortable circumstances and have a 50% higher total average amount invested compared to the general population.

# Use TVNZ Audience Amplifier+ to understand even more about who you're targeting and find them on TVNZ+.

Our newly defined behavioural audiences can help you reach the customers you're looking for in even more places on TVNZ+.

**Now available via programmatic and direct.**

**tvnz+** Audience Amplifier+



# Appendix – Glossary

## Audience

A target audience (also known as a target market) represents the people you most want to talk to.

## Audience Segments

Refers to the grouping or segmenting of audiences beyond standard demographics such as age, gender and income.

For example, audiences can be segmented by:

- > Location (e.g. postcode, proximity to a store)
- > Behaviour (e.g. fashionista)
- > Attitude (e.g. early technology adopter)
- > Intention (e.g. travel intender)
- > Ownership (e.g. dog owner)
- > Lifestyle (e.g. gym junkie)

## CMI

Nielsen's Consumer and Media Insights (CMI) service is an ongoing, nationally representative consumer database of more than 10,000 New Zealanders. CMI provides an in-depth view of New Zealanders in terms of who they are, what they think, how they spend their time, where they shop and how to reach them.

## Demographic

A basic description of individuals or households using classifications such as age, sex, occupation group, education level, household size, grocery shopper and number of children.

## Index

An index number is a statistical device for measuring changes in the magnitude of a group of related variables. It is used to compare the likelihood of the target audience (segment) to that of the average person in the universe/based. I.e. Over 100 means the target audience is more likely than the population to be more.

# Here's a snapshot of the typical TVNZ+ viewer.

Based on CMI data of people who have watched TVNZ+ in the last 7 days.



# They're busy family people with a future-focused outlook on life.



## DEMOGRAPHICS

- > Households with kids: 23% are adults with younger kids, 24% are adults with older children.
- > Higher household income – average \$114k.
- > Own a house with mortgage.
- > 1 in 4 live in southern NZ.
- > 1 in 5 live in central NZ.
- > Trade or tertiary qualified.



## MEDIA ATTITUDES

- > Support Māori culture and language - 27% likely to speak Māori.
- > Environmentally conscious.
- > They think about quality more than price or trends.
- > Plan for the future, organised.
- > Concerned about stress impacting health.
- > Often buy new brands advertised (index 115).
- > Advertising influences purchase decisions (111 index).
- > 'Catchy ads make me try new products' (107 index).
- > Work isn't everything but find it hard to balance with home life.



## LIFESTYLE

- > Family is priority.
- > Host/visit friends and family.
- > Involved with school.
- > Go on outings often.
- > Houseproud.
- > Try to make home energy efficient.
- > Try to balance busy life with healthy eating.
- > Not enough 'me-time'.
- > Control kids' screen time.
- > Moderate to heavy TV users, likely to have 2-4 TV.
- > TV is a favourite pastime.
- > More likely to be:
  - Changing jobs
  - Getting engaged
  - Renovating
  - Having more kids
  - Going on OE
  - Buying another property