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NEW ZEALAND

AUDIENCE LIST 2026



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Introduction

AUDIENCE DATA NEW ZEALAND 2026



Global Data Resources (GDR) uses real-world location data to build audiences, covering 2.8 billion people in 37 markets.

HIGH-VALUE AUDIENCES ACROSS NEW ZEALAND

Want to reach the right audiences in New Zealand while staying privacy-safe and future-proof?

With GDR, you can activate **high-performing audience segments** using our geo-demographic intelligence.

Our data identifies where audiences live and how they behave - allowing you to target effectively while respecting privacy.

You can activate ready-to-use audience segments based on real lifestyle behaviours, or work with our team to build custom audiences tailored to your campaign objectives.

GEO HOT SPOTS

Across New Zealand, GDR maps hundreds of distinct **neighbourhood clusters**, each representing at least 15 households.

Using our proprietary clustering technology, we **identify areas** where people share similar:

- Demographics
- Consumer attitudes
- Lifestyle preferences

TRUSTED DATA. PROVEN PERFORMANCE.

Every GDR audience is created from high-quality, transparent, ethically sourced data.

Through our partnerships, we combine trusted consumer insight with advanced geo-contextual modelling and segmentation.

The result is audiences that reflect real patterns of how people live, think, and behave.

We work closely with leading adtech partners to make activation seamless and ensure secure, compliant, and scalable campaign deployment.

It gives agencies and brands audiences that can be trusted and activated with confidence.

LET'S BUILD YOUR NEXT AUDIENCE

Whether you're planning a campaign in New Zealand or across multiple markets, our teams help translate audience insight into ready-to-activate media segments.

Start the conversation with a few keywords: globaldataresources.io

GDR INTERNATIONAL

- A1 Less Affluent Pre-Family Couples And Singles
- A2 Less Affluent Young Couples With Children
- A4 Less Affluent Mature Families And Couples In Retirement
- B1 Comfortable Pre-Family Couples And Singles
- B2 Comfortable Young Couples With Children
- B3 Comfortable Families With School Age Children
- B4 Comfortable Mature Families And Couples In Retirement
- C1 Prosperous Pre-Family Couples And Singles
- C2 Prosperous Young Couples With Children
- C3 Prosperous Families With School Age Children
- C4 Prosperous Mature Families And Couples In Retirement

CAMEO GROUPS

- 01 Professional Elite
- 02 Affluent Communities
- 03 Flourishing Families
- 04 Comfortable Households
- 05 Aspiring Neighbourhoods
- 06 Industrious Communities
- 07 Urban Endeavours
- 08 Struggling Society



Household Income

- Modest Income Families
- Less Affluent Families
- Comfortable Families
- Prosperous Families
- Wealthy Families



Demographics

Age

- Age 18-24
- Age 25-34
- Age 35-44
- Age 45-54
- Age 55-64
- Age 65-74
- Age 75-84
- Age 85+
- Adults 18-34
- Adults 25-54
- Adults 35-54
- Adults 55+

Household Composition

- Parent with children aged 6-11
- Parent with children aged 12-19

Life Phases

- Pre-Family Couples And Singles
- Young Couples With Children
- Families With School-Age Children
- Older Families And Mature Couples
- Elders In Retirement

Pets & Animals

- Cat Households
- Dog Households
- Multi-Pet Households
- Premium Pet Owners
- Puppy & Kitten Owners
- Senior Pet Owners
- Pet Health & Wellness
- Pet Insurance Seekers
- Premium Pet Food Buyers
- Pet Grooming & Services
- Small Pets, Fish & Birds
- Working & Outdoor Dogs
- Horse & Equestrian Owners
- Eco-Friendly Pet Owners



Health & Fitness



Interest

- Fitness Fanatics
- Yoga & Pilates
- Marathon & Running
- Weight Loss & Diet
- Health Supplements
- Nutrition & Healthy Eating
- Outdoor Fitness & Hiking
- Gym & Health Club
- Wellness & Spa
- Plant / Oat Milk
- Diet Tips & Weight Management
- Smoking Cessation

Gambling

- National Lottery Players
- Online Casino Players
- High-Value Gamblers
- Casual Gamblers
- Slot Machine Players
- Poker Players
- Bingo Players
- Scratchcard Buyers
- Jackpot Chasers
- Live Casino Players
- Mobile Gamblers

Betting

- Sports Bettors
- Rugby Union Bettors
- Cricket Bettors
- Horse Racing Bettors
- Rugby League Bettors
- Netball Bettors
- Motorsport Bettors



Gaming

Family/Parenting

- Parents with children (6-11) who play Roblox & Minecraft
- Parents with children (12-19) who play Roblox & Minecraft
- Parents with children who play Roblox, Minecraft & Fortnite
- Parents with children (under 6) who play YouTube Kids & Toca Boca
- Parents with children who play PlayStation, Xbox & Nintendo Switch
- Parents with children who buy Robux & V-Bucks
- Parents with children who follow Esports (Twitch & YouTube Gaming)
- Young Adults (18-34) who play PlayStation, Xbox & PC Games

Interest

- Rugby Union Fans
- Cricket Fans
- Netball Fans
- Rugby League Fans
- Football Fans
- Basketball Fans
- Sailing Fans
- Motorsport Fans
- Golf Fans



Automotive

Intent/Type

- In-Market: New EV
- In-Market: New Hybrid
- In-Market: New Petrol
- In-Market: Used EV
- In-Market: Used Hybrid
- In-Market: Used Petrol
- In-Market: New car
- In-Market: Used car
- In-Market: Any car

Ownership/Type

- Used-import owner
- Ute / Pickup Owner
- SUV / 4WD Owner
- Sedan Owner
- Hatchback Owner
- 0-car household
- 1-car household
- 2-car household
- 3+ car household



Intent/Brand

- In-Market: Toyota
- In-Market: Ford
- In-Market: Mazda
- In-Market: Kia
- In-Market: Hyundai
- In-Market: Mitsubishi
- In-Market: GWM
- In-Market: BYD
- In-Market: Isuzu Ute
- In-Market: MG
- In-Market: Subaru
- In-Market: Nissan
- In-Market: Volkswagen
- In-Market: BMW
- In-Market: Mercedes-Benz

Ownership/Brand

- Toyota Owner
- Ford Owner
- Mazda Owner
- Kia Owner
- Hyundai Owner
- Mitsubishi Owner
- GWM Owner
- BYD Owner
- Isuzu Ute Owner
- MG Owner
- Subaru Owner
- Nissan Owner
- Volkswagen Owner
- BMW Owner
- Mercedes-Benz Owner



Ownership

- Premium Credit Card Holders
- Active Investors
- Buy Now Pay Later Users
- Wealth Management Clients
- Student Loan Holders
- KiwiSaver Engaged

Intent

- Insurance Shoppers
- Mortgage Refinance Considerers
- High Net Worth Individuals
- Personal Loan Seekers
- Home-loan In-Market
- First Home Buyers

Travel

Interest

- Infrequent Flyers
- Casual Travel Fanatics
- Premium Globetrotters
- School Holiday Families
- Summer Staycationers
- Beach or Resort Holiday
- City Break Holiday
- Lakes and Mountain Holiday
- Escorted Tour Holiday
- Sea Cruise Holiday
- Camping Holiday
- Coach Tour Holiday
- Spa or Health Spa Holiday
- Skiing or Winter Sports Holiday





Intent

- Airline Choice: Price
- Airline Choice: Airport Convenience
- Airline Choice: Timing Convenience
- Airline Choice: In-Flight Comfort
- Airline Choice: Brand Image
- Airline Choice: Personal Experience
- Airline Choice: Recommendation
- Airline Choice: National Airline
- Airline Choice: Safety Record
- Airline Choice: Punctuality
- Airline Choice: Last-Minute Offers
- Airline Choice: Direct Flights
- Airline Choice: Customer Service
- Hotel Choice: Price
- Hotel Choice: Location
- Hotel Choice: Reputation
- Hotel Choice: Star Rating
- Hotel Choice: Last-Minute
- Hotel Choice: Entertainment/Events
- Hotel Choice: Customer Service
- Hotel Choice: Recommendation
- Hotel Choice: User Reviews
- Hotel Choice: All-Inclusive
- Hotel Choice: Sports Facilities
- Hotel Choice: Decor/Style
- Hotel Choice: Family-Friendly
- Hotel Choice: Personal Experience

Reach GDR

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