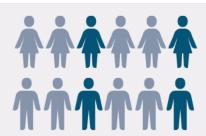
New Zealand Cinema-Goer



Your typical movie-goer and marketer's dream is our 14 - 34-year-old who is affluent with a disposable income, tech savvy and a digital native, meaning they are receptive to onscreen messages, repeat brand engagement and promotion.



52% are female and 48% are male

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Total Cinema Market is 10% up year on year

19% of the total audience are Māori and Pacific Islanders



32% of cinema-goers' household incomes are \$100,000 or more



68% of the cinema goers are between 14-49 years old



Gender profiles haven't changed over time except for younger males aged 14-17 who are attending less



