

Beyond the Big Three: Key Findings

Regional New Zealand is too often treated as secondary in planning, yet this study suggests the opposite: it is a meaningful, commercially active audience with strong local connection, clear seasonal momentum, and high responsiveness to real-world advertising. Based on a live survey of **467 respondents across 12 regional towns**, the findings point to a market that deserves a more central role in brand planning.



Grounded in place

86%

86% of respondents feel positive and invested in where they live. The strongest drivers of connection are **nature and open spaces (55%), the people (45%), and pace of life (42%)**.

Seasonal lift is real

70%

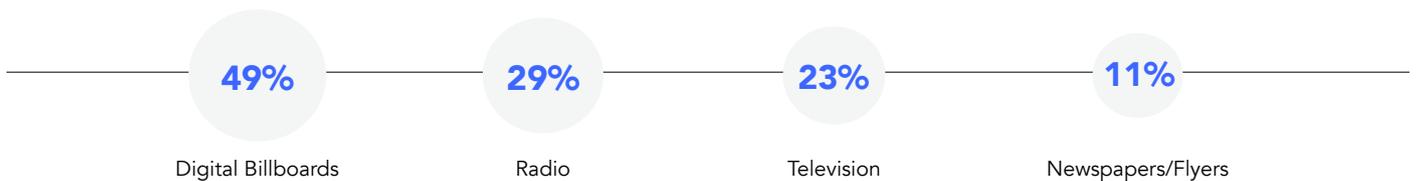
20%

70% say their town feels busier during seasonal periods, with a further **20%** saying it is sometimes busier. That gives regional markets visible peaks in movement, activity, and commercial relevance.



Digital billboards lead offline attention

When asked which channels most influence brand and purchase choices, **digital billboards ranked first among offline media at 49%**, ahead of **radio (29%)**, **television (23%)**, and **newspapers/flyers (11%)**.



Attention converts into action

After seeing a digital billboard, **62%** had looked up the brand online, **32%** had talked about it, **15%** had visited a location, and **14%** had bought something. Exposure is frequent too, with **92.5%** passing a digital billboard weekly or more often. Among those who often notice billboards, **74%** have searched for a brand online afterwards, versus **48%** among those who do not.



The opportunity sits in both everyday and considered decisions

Advertising matters most in **local events and festivals (61%)** and **everyday purchases (57%)**. The categories people switch most often are **supermarkets (59%)**, **fuel retailers (54%)**, and **fast food/takeaways (34%)**, with decisions led by **price (83%)** and **convenience/location (60%)**. At the same time, many are considering future changes in **vehicles (37%)**, **mobile/broadband (30%)**, and **power/energy (29%)**.

Taken together, the findings suggest regional New Zealand is not simply extra reach. It is a market with real pride, real activity, and real commercial influence. To see the full story, category insights, and strategic implications, *please reach out to request the full presentation deck.*