

**For immediate release:**



### **oOh!media study dives into how Kiwis live, work, shop, and play now, and into the future**

**(Auckland, New Zealand):** Findings from oOh!media's new study "How Kiwis Move" provides valuable insight into how changes to our work and personal lives have impacted how we move in a post-COVID world.

The study conducted by Pollinate Research and commissioned by oOh!, aimed to explore the attitudes, behaviours and mindsets of New Zealanders and how this has affected how and what we do each day. The research also leveraged a variety of experts to look at the trends that will influence mobility in the future.

Ben Gibb, Head of Revenue and Product at oOh!media New Zealand said: "recent change has had a significant influence on how consumers move in the short term. However, it was the insights developed from the expert interviews that gave us a fascinating glimpse into the future of our cities, and how the way we move will fundamentally change."

In the short term, the increased flexibility in our work arrangements has created a more varied routine that blurs the lines between work and family life. The predictable oscillations of consumers to and from the CBD are now harder to predict. 32% said they are working or studying from home more now, compared to pre-COVID, leading to people working from home on an average of 1.4 days per week.

Gibb said, "For marketers & OOH planning, in the short term, this means a more varied daily routine with an increased number of suburban occasions for leisure & recreation throughout the day. The insights also highlighted mobility differences between demographic groups, so marketers should always consider movement habits of the primary audience that they are looking to reach, as their behaviours could differ from society norms."

The second part of the study delved into the future trends across demography, transport, and urban design to unpack the impact this will have on society and ultimately OOH advertising.

Demographic trigger points such as more over 65s than under 15s for the first time in history, increasing migration, more diverse cities, will work to change the way society looks, thinks, and moves.

Gibb said, “along with this seismic demographic shift was the need to transform the way in which we plan future transport infrastructure that leverages the 3Rs of the transport revolution; automation, electrification, and ride sharing, ultimately getting people out of cars, and into public transport that moves them around cities quickly and efficiently. For oOh!, our purpose of making public spaces better and brands unmissable means that we are at the forefront of this transformation, continuing to be an important partner for local councils on public transport infrastructure, and to provide brands a platform to reach mass audiences.”

How Kiwis Move is an extensive research project that will shape our understanding of audiences for years to come. For advertisers and agencies, it offers the inside track on the changing nature of consumer and audience behaviour that will drive further return on their marketing investment, while also giving them a glimpse into the future of mobility and the continued importance of OOH to this future.

oOh!, in conjunction with research partner Pollinate, engaged leading experts in consumer psychology, human geography, the future of work and infrastructure planning, conducted in-depth interviews with commuters and travellers and carried out a nationally representative quantitative study of Kiwis to understand the changes in audience behaviour and what it means for brands now and into the future.

To view the full report of How Kiwis Move, [please download here](#).

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**For media enquiries, please contact:**

Summer Busch || Public Library PR || +64 21 673 433

summer@publiolibrary.co.nz

**About oOh!media**

oOh!media is a leading Out of Home media company that is enhancing public spaces through the creation of engaging environments that help advertisers, landlords, leaseholders, community organisations, local councils and governments reach large and diverse public audiences.

The company’s extensive network of more than 37,000 digital and static asset locations includes [roadsides](#), [retail centres](#), [airports](#), [train stations](#), [bus stops](#), [office towers](#), [cafes](#), [bars](#) and [universities](#).

Listed on the ASX, oOh! employs around 800 people across Australia and New Zealand, and had revenues of \$592.6 million in 2022.



The company invests heavily in technology, and is pioneering the use of sophisticated data techniques that enable clients to maximise their media spend through unrivalled and accurate audience targeting. Find out more at [oohmedianz.com](http://oohmedianz.com)