

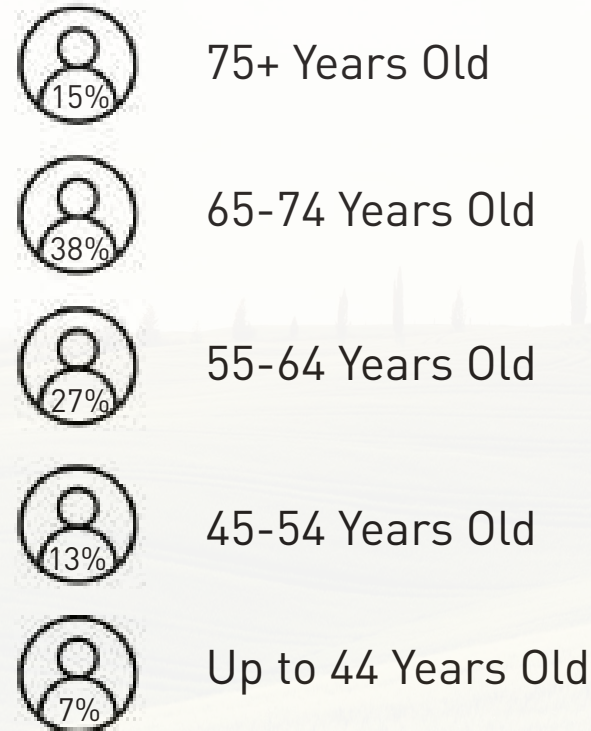
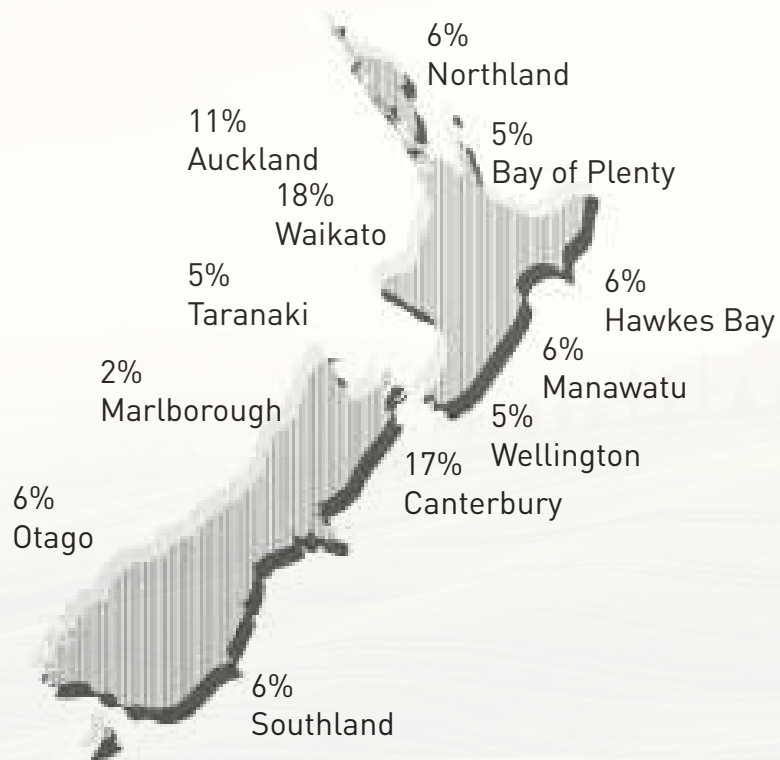
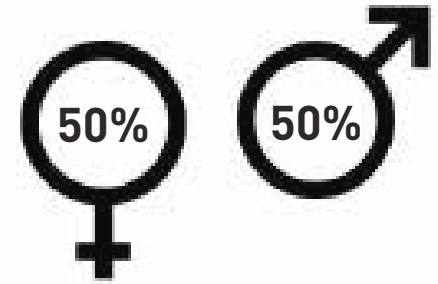


COUNTRYTV

Audience Demographics

AUDIENCE DEMOGRAPHICS

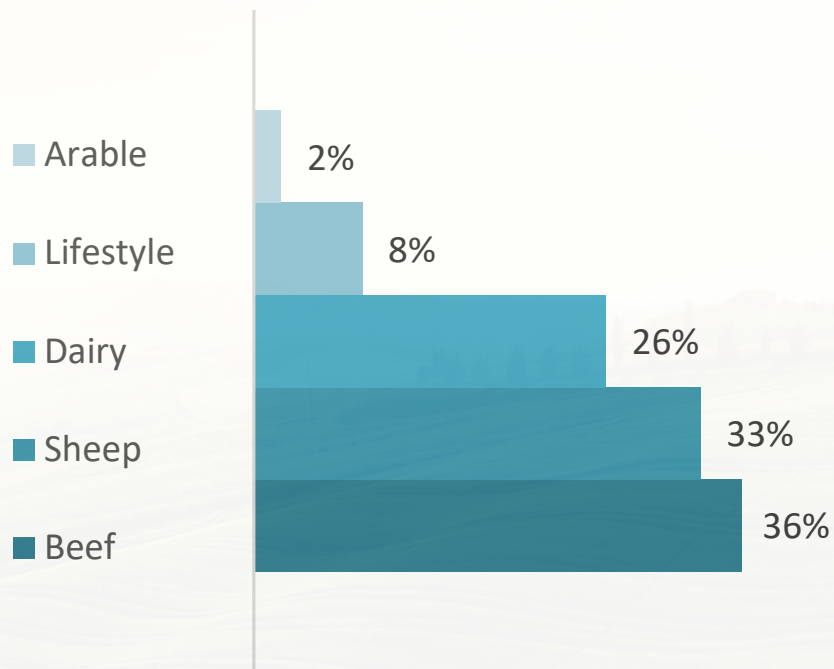
Country TV's subscribers are composed of a balanced gender mix, and consist of a mature audience, mostly aged 55+, and mainly living in New Zealand's farming hubs, Waikato and Canterbury.



AUDIENCE DEMOGRAPHICS CONTINUED

Country TV's audiences are mainly working in the Primary Industries. The main occupation is farming, and the most common farming sectors are beef and sheep.

Farming Sector

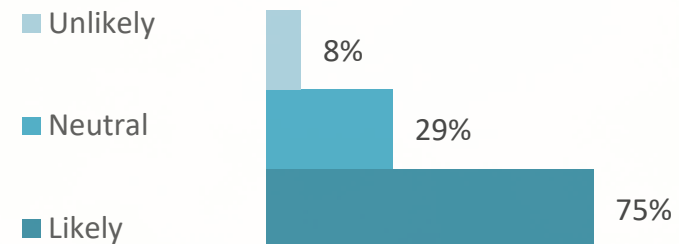


VIEWING HABITS AND LOYALTY

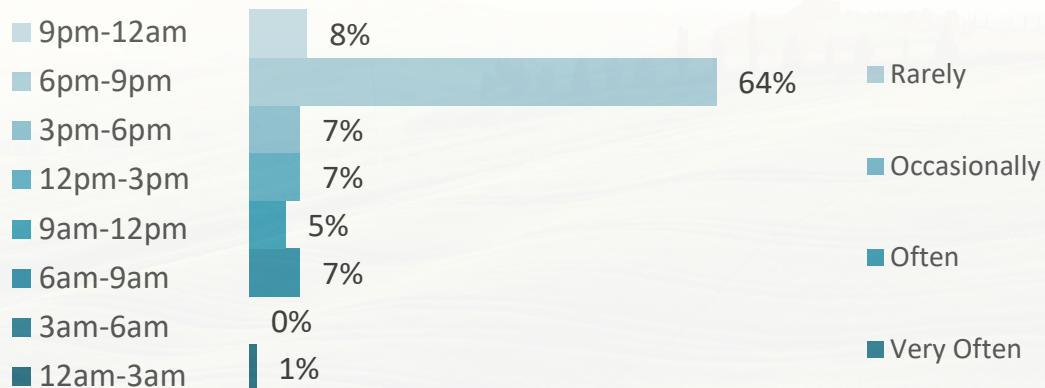


The majority of Country TV's viewers are tuning in between 1-6 hours per week. The peak viewing times are centered around the prime time evening hours between 6pm and 9pm. With 9 out of 10 customers intending to keep their subscription in the next year, Country TV's subscribers indicate an above-average loyalty towards our channel.

Likelihood to continue subscription



Popular Viewing Times



How Often Do You Watch Country TV?

