



Growth  
from  
Knowledge

2020  
RADIO RATINGS  
TOOL KIT

The 2020 Tool Kit provides all the information you require regarding the GfK radio ratings.

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- Understanding the radio ratings
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By future-proofing radio audience measurement with online electronic diaries (e-diaries) and the incorporation of new technology during recruitment, GfK is ensuring that all New Zealanders have an equal opportunity to participate in the radio ratings.

<b>Multi-mode survey methodology</b>	<p>To ensure all radio listeners continue to have a voice, we have created more ways of interacting with them:</p> <ul style="list-style-type: none"><li>• 80% recruited face-to-face, completing paper diaries</li><li>• 20% recruited online, completing e-diaries</li></ul> <p>The online recruitment allows for daily checking of sample quotas and compliance. E-diaries can be accessed on computers, tablet PCs, or smartphones.</p> <p>See the section on 'how the ratings are collected' for further details on the survey methodology.</p>
<b>GfK Radio Insights</b>	<p>GfK Radio Insights is conducted annually, and complements the ratings by building a more holistic view of radio listeners. The content is more exploratory and focuses on things like response to advertising, emotional connection to stations, and motivations for listening.</p> <p>Please contact our team for further details.</p>
<b>GfK Probe Radio Ratings Software</b>	<p>GfK have developed GfK Probe, a fast, intuitive and flexible analysis and planning suite.</p> <p>Probe gives users the ability to analyse listening behaviour to 15min increments, providing reach and frequency reporting for planning radio schedules up to 52 weeks, and is very user friendly – accommodating beginners and experts.</p> <p>Probe also offers many additional features such as exclusive reach statistics, station and market profiling, audience duplication, multi-station reach analysis and ebb &amp; flow, which shows the movement of audience between time periods and across stations.</p> <p>For more information please contact Libby May on 027 5677 333.</p>

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# 2020 RADIO SURVEY SCHEDULE



Week no	Survey Weeks Sunday - Saturday			Total NZ / All Markets	Commercial Radio Survey Release Dates	Radio New Zealand Survey Release Dates
1	29	Jan	4			
2	Jan	5	11			
3		12	18			
4		19	25			
5		26	Feb 1			
6	Feb	2	8	*		
7		9	15			
8		16	22			
9		23	29			
10	Mar	1	7			
11		8	14			
12		15	21			
13		22	28			
14		29	Apr 4			
15	Apr	5	11			
16		12	18			
17		19	25		S1 Thur Apr 23	
18		26	May 2			S1 Thur Apr 30
19	May	3	9			
20		10	16			
21		17	23			
22		24	30			
23		31	Jun 6			
24	Jun	7	13			
25		14	20			
26		21	27		S2: Cancelled due to COVID-19	S2: Cancelled due to COVID-19
27		28	Jul 4			
28	Jul	5	11			
29		12	18			
30		19	25			
31		26	Aug 1			
32	Aug	2	8			
33		9	15			
34		16	22			
35		23	29			
36		30	Sep 5			
37	Sep	6	12		S3: Thu Sep 10, to be confirmed	S3: Thu Sep 17, to be confirmed
38		13	19			
39		20	26			
40		27	Oct 3			
41	Oct	4	10			
42		11	17			
43		18	24			
44		25	31			
45	Nov	1	7			
46		8	14			
47		15	21		S4: Thu Nov 19, to be confirmed	S4: Thu Nov 26, to be confirmed
48		22	28			
49		29	Dec 5			
50	Dec	6	12			
51		13	19			
52		20	26			

\* Auckland, Northland, Tauranga and Waikato  
Wave 1 field dates:  
Sunday February 2nd to Saturday March  
28th inclusive

**Total NZ Market:** an aggregated survey that includes Auckland, Wellington, Christchurch, the ten individual regional markets and the additional Total NZ top up sample. Users can interrogate the data at a Total NZ level and by individual markets.

**Individual markets available are:**

- Auckland
- Wellington
- Christchurch
- Northland
- Waikato
- Tauranga
- Rotorua
- Hawke's Bay
- Taranaki
- Manawatu
- Nelson
- Dunedin
- Southland

**PLEASE NOTE:** Due to COVID-19 survey 2 has been cancelled, with dates for survey 3 and 4 to be confirmed

# 2020 RADIO REPORTING PERIODS



AUCKLAND* / CHRISTCHURCH / WELLINGTON			
		Commercial Radio	Radio New Zealand
Survey 1	Aug 25 to Nov 2 2019 & Jan 19 to Mar 28 2020	Thu Apr 23	Thu Apr 30
Survey 2	Due to COVID-19 survey 2 has been cancelled		
Survey 3	Due to COVID-19, reporting periods and release dates are to be confirmed	Thu Sep 10, TBC	Thu Sep 17, TBC
Survey 4	Due to COVID-19, reporting periods and release dates are to be confirmed	Thu Nov 19, TBC	Thu Nov 26, TBC

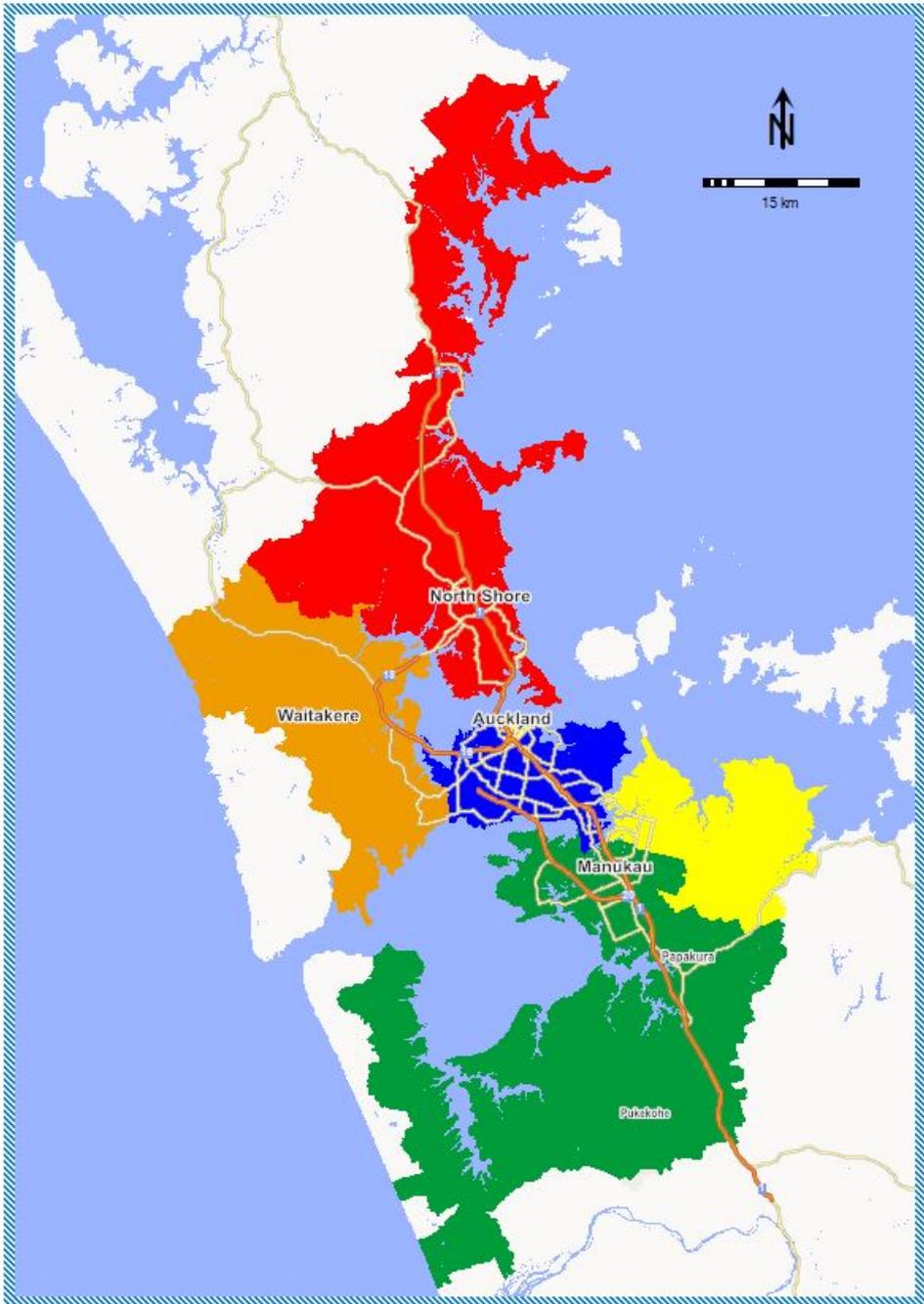
10 INDIVIDUAL REGIONAL MARKETS*			
		Commercial Radio	Radio New Zealand
Survey 1	Mar 31 to Jun 8 2019 & Jun 16 to Nov 2 2019 & Jan 19 to Mar 28 2020	Thu Apr 23	Thu Apr 30
Survey 2	Due to COVID-19 survey 2 has been cancelled		
Survey 3	Due to COVID-19, reporting periods and release dates are to be confirmed	Thu Sep 10, TBC	Thu Sep 17, TBC
Survey 4	Due to COVID-19, reporting periods and release dates are to be confirmed	Thu Nov 19, TBC	Thu Nov 26, TBC

TOTAL NEW ZEALAND* / MAJOR MARKETS*			
		Commercial Radio	Radio New Zealand
Survey 1	(A/W/C) Aug 25 to Nov 2 2019 & Jan 19 to Mar 28 2020 (Regional) Mar 31 to Jun 8 2019 & Jun 16 to Nov 2 2019 & Jan 19 to Mar 28 2020	Thu Apr 23	Thu Apr 30
Survey 2	Due to COVID-19 survey 2 has been cancelled		
Survey 3	Due to COVID-19, reporting periods and release dates are to be confirmed	Thu Sep 10, TBC	Thu Sep 17, TBC
Survey 4	Due to COVID-19, reporting periods and release dates are to be confirmed	Thu Nov 19, TBC	Thu Nov 26, TBC

\*Auckland, Northland, Tauranga and Waikato Wave 1 field dates Feb 2 to Mar 28

OVERVIEW OF ROLLING SURVEYS	
<p>Rolling surveys is the term used to describe the method of merging waves of survey periods to generate a survey result. Under this method, markets such as Auckland, Christchurch and Wellington are in survey for 40 weeks of the year and provide four survey releases. Rolling surveys also tend to minimise the larger fluctuations in results that can be found between individual survey periods.</p> <p>The term Rolling Surveys comes from the actual process of adding a new wave of sample and dropping off the oldest wave thus rolling the sample.</p>	

# AUCKLAND



Auckland Regions	
1	Central
2	East
3	North
4	South
5	West

# Auckland Statistical Areas



## 1. Auckland Central

Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Abbotts Park	4560	0.28%	Lynfield South	4880	0.30%	Point Chevalier East	4887	0.31%
Akarana	5930	0.37%	Maungawhau	4236	0.26%	Point Chevalier South	1744	0.11%
Arch Hill	1853	0.12%	Meadowbank North	7024	0.44%	Point Chevalier West	3763	0.24%
Auckland Central East	12076	0.75%	Meadowbank South	5612	0.35%	Point England	5210	0.33%
Auckland Central West	15622	0.98%	Mission Bay	5856	0.37%	Ponsonby East	3586	0.22%
Auckland Harbourside	4480	0.28%	Mt Albert Central	6193	0.39%	Ponsonby West	2617	0.16%
Avondale South	6350	0.40%	Mt Eden East	2892	0.18%	Remuera South	4038	0.25%
Avondale West	5511	0.34%	Mt Eden North	3656	0.23%	Remuera West	3655	0.23%
Balmoral	5713	0.36%	Mt Eden South	5185	0.32%	Roberton	6443	0.40%
Blockhouse Bay	6990	0.44%	Mt Hobson	1422	0.09%	Rosebank	5197	0.32%
Eden Terrace	3045	0.19%	Mt St John	4591	0.29%	Royal Oak	5999	0.37%
Ellerslie North	7122	0.44%	Mt Wellington Domain	1656	0.10%	Sandringham East	3540	0.22%
Ellerslie South	2337	0.15%	Mt Wellington North	3568	0.22%	Sandringham North	3527	0.22%
Epsom Central	3960	0.25%	Mt Wellington South	6347	0.40%	Sandringham West	5431	0.34%
Epsom North	3867	0.24%	Mt Wellington West	3159	0.20%	Sherbourne	3013	0.19%
Epsom South	3785	0.24%	New Windsor	7108	0.44%	Springleigh	3017	0.19%
Fairburn	3944	0.25%	Newmarket	3391	0.21%	St Heliers	5292	0.33%
Ferndale	5393	0.34%	Newton	2091	0.13%	St Johns	3109	0.19%
Freemans Bay	4067	0.25%	One Tree Hill Central	2712	0.17%	St Lukes	5163	0.32%
Glen Innes East	2713	0.17%	One Tree Hill East	6524	0.41%	St Lukes North	820	0.05%
Glen Innes North	6713	0.42%	Onehunga North East	4050	0.25%	St Marys	2997	0.19%
Glen Innes West	5727	0.36%	Onehunga North West	4231	0.26%	Stonefields	4377	0.27%
Glenavon	6962	0.43%	Onehunga South East	3680	0.23%	Surrey Crescent	3241	0.20%
Glendowie	4520	0.28%	Onehunga South West	4339	0.27%	Tamaki	5215	0.33%
Grafton East	948	0.06%	Orakei North	5813	0.36%	Te Papapa	3709	0.23%
Grafton West	3265	0.20%	Orakei South	3680	0.23%	Three Kings	6097	0.38%
Grey Lynn East	3635	0.23%	Oranga	4634	0.29%	Waiata	4194	0.26%
Grey Lynn West	3598	0.22%	Otahuhu East	2390	0.15%	Waikowhai East	5219	0.33%
Hamlin	5922	0.37%	Otahuhu North	3478	0.22%	Waikowhai West	4137	0.26%
Herne Bay	2933	0.18%	Otahuhu West	5774	0.36%	Waitaramoa	4070	0.25%
Hillsborough East	5077	0.32%	Owairaka East	4640	0.29%	Walmsley	4238	0.26%
Hillsborough West	8512	0.53%	Owairaka West	2950	0.18%	Waterview	3637	0.23%
Kingsland	4845	0.30%	Panmure Basin	3175	0.20%	Wesley	2978	0.19%
Kohimarama East	4043	0.25%	Parnell East	2405	0.15%	Westmere	5307	0.33%
Kohimarama West	3632	0.23%	Parnell West	5435	0.34%	<b>1. Auckland Central</b>	<b>475,510</b>	<b>29.70%</b>
Lynfield North	6901	0.43%	Penrose	719	0.04%			

2. Auckland East								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Baverstock Oaks	7342	0.46%	Greenmount	4573	0.29%	Murvale	4320	0.27%
Beachlands-Maraetai	9220	0.58%	Half Moon Bay	3925	0.25%	Pakuranga Central	3979	0.25%
Bleakhouse	2070	0.13%	Highbrook	28	0.00%	Pakuranga East	5564	0.35%
Bucklands and Eastern Beaches	5311	0.33%	Highland Park	4581	0.29%	Pakuranga North	4849	0.30%
Bucklands Beach South	2734	0.17%	Howick Central	6911	0.43%	Pigeon Mountain North	3579	0.22%
Burswood	1866	0.12%	Howick South	5393	0.34%	Pigeon Mountain South	1423	0.09%
Clevedon	1421	0.09%	Howick West	3010	0.19%	Point View	5871	0.37%
Cockle Bay	5066	0.32%	Kilkenny	3221	0.20%	Redoubt East	1214	0.08%
Dannemora	4135	0.26%	Meadowland	4617	0.29%	Shelly Park	2214	0.14%
Edgewater	4717	0.29%	Mellons Bay	3609	0.23%	Sunnyhills	3570	0.22%
Elsmore Park	3210	0.20%	Millhouse	5193	0.32%	Turanga	2408	0.15%
Golfland	2532	0.16%	Mission Heights	2877	0.18%	<b>2. Auckland East</b>	<b>136,554</b>	<b>8.53%</b>

3. Auckland North								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Albany	4608	0.29%	Leigh	518	0.03%	Seacliffe	3670	0.23%
Algies Bay	810	0.05%	Long Bay	2724	0.17%	Silverdale Central	8728	0.55%
Army Bay	4790	0.30%	Mahurangi	420	0.03%	Silverdale North	973	0.06%
Awaruku	3958	0.25%	Mairangi Bay	5870	0.37%	Silverdale South	1170	0.07%
Bayswater	2635	0.16%	Manly	7201	0.45%	Snells Beach	4325	0.27%
Beachhaven North	5884	0.37%	Matakana	362	0.02%	Stanley Bay	2202	0.14%
Beachhaven South	5026	0.31%	Matheson Bay	158	0.01%	Stanmore Bay East	2860	0.18%
Birkdale North	3301	0.21%	Monarch Park	5532	0.35%	Stanmore Bay West	2820	0.18%
Birkdale South	4786	0.30%	Mt Victoria	5278	0.33%	Stillwater	990	0.06%
Birkenhead East	4515	0.28%	Muriwai Beach	1290	0.08%	Sunnybrae	3479	0.22%
Browns Bay	4643	0.29%	Muriwai Valley	735	0.05%	Sunnynook	7460	0.47%
Campbells Bay	2518	0.16%	Murrays Bay	4910	0.31%	Tahekeroa	3498	0.22%
Cape Rodney South	2683	0.17%	Narrow Neck	3906	0.24%	Takapuna Central	3482	0.22%
Castor Bay	3245	0.20%	North Harbour East	4321	0.27%	Target Road	7532	0.47%
Chelsea	4115	0.26%	North Harbour West	5937	0.37%	Tauhoa-Puhoi	1091	0.07%
Crown Hill	3757	0.23%	Northcote South	4724	0.30%	Torbay	5421	0.34%
Dairy Flat-Redvale	2887	0.18%	Northcross	5330	0.33%	Tuff Crater	4687	0.29%
Fairview	4140	0.26%	Oaktree	4969	0.31%	Unsworth Heights	6066	0.38%
Forrest Hill	6225	0.39%	Ocean View	4822	0.30%	Vipond	3123	0.20%
Glamorgan	3650	0.23%	Omaha	803	0.05%	Wade Heads	4130	0.26%
Glendhu	6200	0.39%	Orewa	10670	0.67%	Waiake	4674	0.29%

## 3. Auckland North

Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Glenfield Central	5300	0.33%	Orewa West	304	0.02%	Waitakere West	322	0.02%
Glenfield North	4948	0.31%	Paremoremo East	2594	0.16%	Waiwera	359	0.02%
Greenhithe	9740	0.61%	Paremoremo West	1017	0.06%	Warkworth	5452	0.34%
Gulf Harbour	3730	0.23%	Pinehill	4440	0.28%	Weiti River	443	0.03%
Hatfields Beach	1588	0.10%	Point Wells	488	0.03%	Westlake	6040	0.38%
Hauraki	6343	0.40%	Red Beach East	4234	0.26%	Windsor Park	2061	0.13%
Kaipatiki	5340	0.33%	Red Beach West	2658	0.17%	Windy Ridge	4250	0.27%
Kaukapakapa Rural	111	0.01%	Rewiti	2195	0.14%	Witheyford	3479	0.22%
Kauri Park	4667	0.29%	Riverhead	3556	0.22%	<b>3. Auckland North</b>	<b>344,514</b>	<b>21.52%</b>
Lake Pupuke	5606	0.35%	Rothsay Bay	6014	0.38%			

## 4. Auckland South

Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Ambury	3610	0.23%	Hunua	1277	0.08%	Papatoetoe North	7100	0.44%
Aorere	5680	0.35%	Hyperion	2374	0.15%	Papatoetoe West	6851	0.43%
Arahanga	2800	0.17%	Kingseat	7179	0.45%	Patumahoe	3105	0.19%
Ardmore	1633	0.10%	Kohuora	7079	0.44%	Pokeno	290	0.02%
Awhitu	2573	0.16%	Leabank	6409	0.40%	Puhinui North	5625	0.35%
Beaumont	2890	0.18%	Mangere Bridge	7160	0.45%	Puhinui South	3157	0.20%
Bledisloe Park	3256	0.20%	Mangere Central	3265	0.20%	Pukekohe North	11705	0.73%
Bombay	1006	0.06%	Mangere East	7490	0.47%	Pukekohe West	8081	0.50%
Bremner	421	0.03%	Mangere South	8300	0.52%	Randwick Park	3936	0.25%
Buckland	587	0.04%	Mangere Station	186	0.01%	Red Hill	2906	0.18%
Buckland South	321	0.02%	Manukau Central	1580	0.10%	Redoubt North	5985	0.37%
Burbank	4150	0.26%	Manurewa Central	5480	0.34%	Redoubt South	7478	0.47%
Clendon North	3480	0.22%	Manurewa East	3060	0.19%	Rongomai	5044	0.32%
Clendon South	5730	0.36%	Mascot	4325	0.27%	Rosehill	4125	0.26%
Clevedon	537	0.03%	Massey Park	2217	0.14%	Rowandale	3570	0.22%
Clover Park	4850	0.30%	Middlemore	30	0.00%	Runciman	518	0.03%
Dingwall	4346	0.27%	Mill Road	998	0.06%	South Waiuku	1787	0.11%
Donegal Park	8509	0.53%	Opapeke	2990	0.19%	Takanini North	4713	0.29%
Drury	3920	0.24%	Ormiston	13159	0.82%	Takanini South	9163	0.57%
Eden Road-Hill Top	620	0.04%	Otara East	5063	0.32%	Takanini West	4982	0.31%
Favona North	2840	0.18%	Otara North	1817	0.11%	Totara Heights	6864	0.43%
Favona South	3980	0.25%	Otara South	3920	0.24%	Viscount	4490	0.28%
Favona West	3320	0.21%	Otara West	3490	0.22%	Waiuku East	4184	0.26%
Ferguson	4520	0.28%	Otaua	1104	0.07%	Waiuku West	3502	0.22%
Glenbrook	2379	0.15%	Paerata-Cape Hill	1589	0.10%	Wattle Farm	8688	0.54%
Grange	767	0.05%	Pahurehure	3380	0.21%	Weymouth East	6294	0.39%
Harania East	5753	0.36%	Papakura Central	2731	0.17%	Weymouth West	5919	0.37%

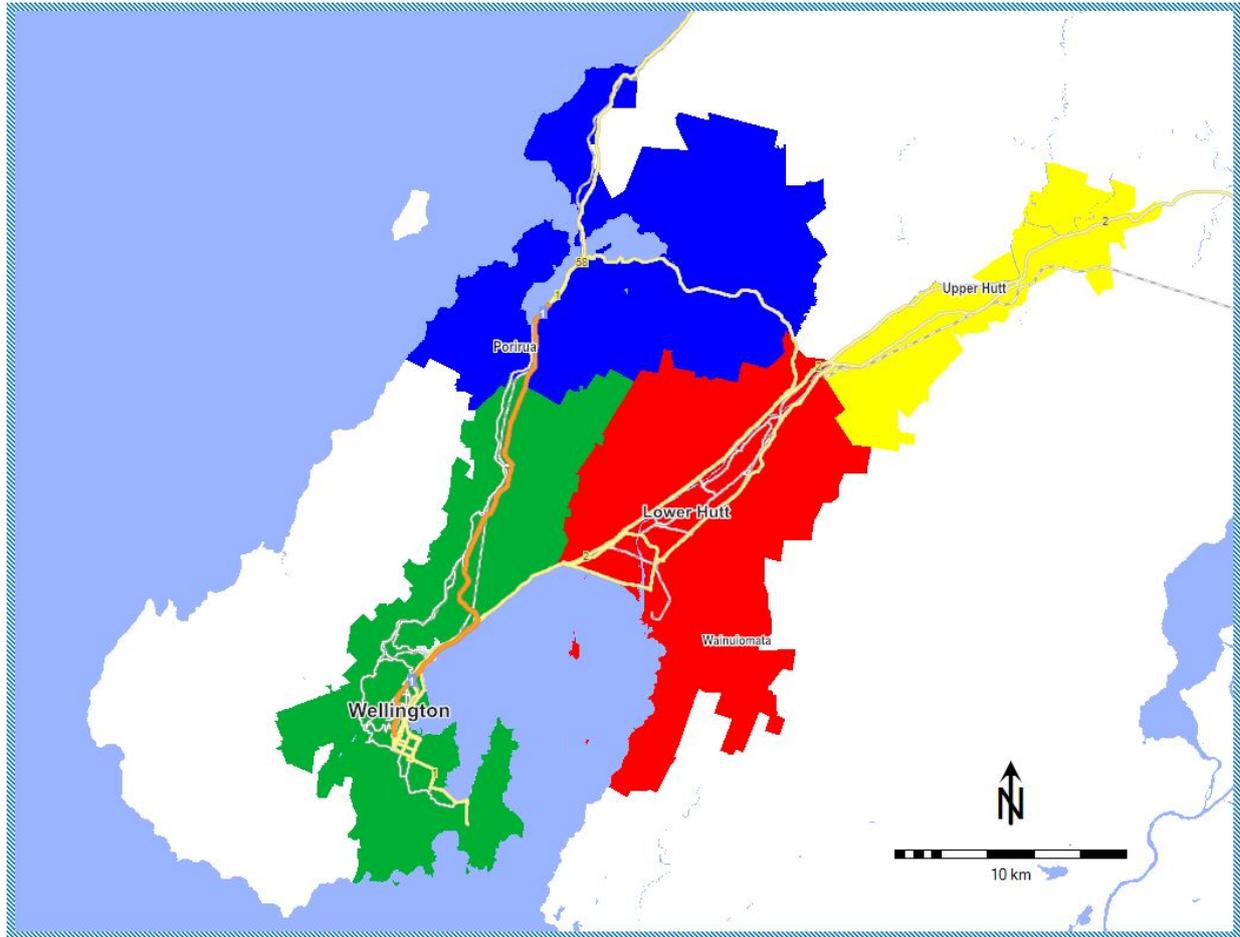
## 4. Auckland South

Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Harania North	3890	0.24%	Papakura East	7753	0.48%	Whangapouri Creek	668	0.04%
Harania West	5522	0.34%	Papakura North	2783	0.17%	Wiri	5230	0.33%
Hillpark	6327	0.40%	Papakura North East	5478	0.34%	Wymondley	1533	0.10%
Hingaia	4800	0.30%	Papakura South	1966	0.12%	<b>4. Auckland South</b>	<b>401,045</b>	<b>25.05%</b>
Homai East	7722	0.48%	Papatoetoe Central	5716	0.36%			
Homai West	2749	0.17%	Papatoetoe East	6718	0.42%			

## 5. Auckland West

Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Armour Bay	512	0.03%	Kumeu East	1863	0.12%	Royal Road West	3110	0.19%
Birdwood East	2042	0.13%	Kumeu West	1934	0.12%	Starling Park	3231	0.20%
Birdwood West	437	0.03%	Laingholm	2637	0.16%	Sturges North	8173	0.51%
Crum Park	4452	0.28%	Lucken Point	5689	0.36%	Sunnyvale	5020	0.31%
Durham Green	5089	0.32%	Lynnmall	2740	0.17%	Swanson	1852	0.12%
Edmonton	3890	0.24%	Massey West	410	0.03%	Swanson South	1300	0.08%
Fairdene	5427	0.34%	Matipo	3443	0.22%	Tangutu	3690	0.23%
Fruitvale	4976	0.31%	McLaren Park	3277	0.20%	Taupaki	1005	0.06%
Glen Eden East	7603	0.47%	McLeod	7248	0.45%	Te Atatu Central	5278	0.33%
Glendene North	5123	0.32%	New Lynn North	2982	0.19%	Titirangi South	3816	0.24%
Glendene South	3000	0.19%	New Lynn South	3390	0.21%	Urlich	2627	0.16%
Green Bay	4427	0.28%	Opanuku	2304	0.14%	Waima	2677	0.17%
Henderson North	6743	0.42%	Oratia	3784	0.24%	Waimauku	1214	0.08%
Henderson South	5362	0.33%	Oratia West	235	0.01%	Waimumu North	6585	0.41%
Henderson West	2571	0.16%	Otimai	3192	0.20%	Waimumu South	4468	0.28%
Herald	1828	0.11%	Palm Heights	3041	0.19%	Waipareira West	1055	0.07%
Hobsonville East	5780	0.36%	Parrs Park	1547	0.10%	Waitakere	2205	0.14%
Hobsonville South	2632	0.16%	Parrs Park West	2414	0.15%	Wakeling	4420	0.28%
Huapai	4206	0.26%	Ranui Domain	3430	0.21%	West Harbour	5146	0.32%
Karekare	716	0.04%	Ranui South	4113	0.26%	Westgate	1624	0.10%
Kaurilands	3383	0.21%	Rewarewa	5035	0.31%	Whenuapai West	2313	0.14%
Kelston Central	5060	0.32%	Rewiti	33	0.00%	Woodglen	4985	0.31%
Kingdale	4060	0.25%	Riverhead Urban	2953	0.18%	<b>5. Auckland West</b>	<b>243,359</b>	<b>15.20%</b>
Konini	3640	0.23%	Royal Heights	6915	0.43%			

WELLINGTON



Wellington Regions	
1	Porirua
2	Upper Hutt
3	Lower Hutt
4	Wellington City

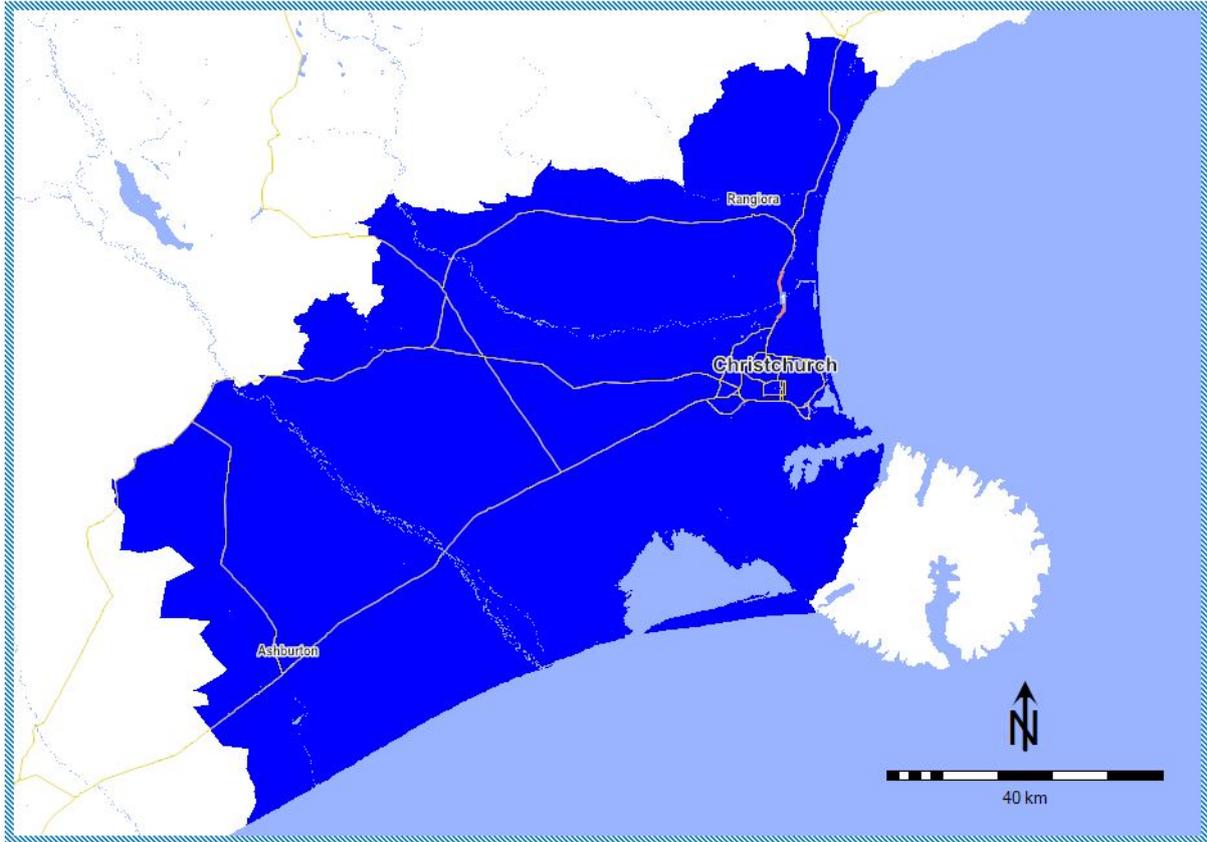
1. Porirua								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Adventure	1528	0.37%	Mana-Camborne	2793	0.67%	Porirua East	2284	0.55%
Ascot Park	3098	0.74%	Onepoto	1990	0.48%	Pukerua Bay	2030	0.49%
Cannons Creek East	4030	0.96%	Papakowhai North	2340	0.56%	Ranui Heights	1360	0.33%
Cannons Creek North	3686	0.88%	Papakowhai South	3450	0.82%	Resolution	375	0.09%
Cannons Creek South	1680	0.40%	Paremata-Postgate	2805	0.67%	Titahi Bay North	2810	0.67%
Discovery	2973	0.71%	Pauatahanui	1156	0.28%	Titahi Bay South	3870	0.92%
Elsdon-Takapuwhia	2586	0.62%	Plimmerton	2203	0.53%	Waitangirua	4570	1.09%
Endeavour	5159	1.23%	Porirua Central	194	0.05%	<b>1. Porirua</b>	<b>58,970</b>	<b>14.09%</b>

2. Upper Hutt								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Akatarawa	659	0.16%	Heretaunga-Silverstream	4159	0.99%	Trentham North	3300	0.79%
Brentwood	2380	0.57%	Maidstone	139	0.03%	Trentham South	2062	0.49%
Clouston Park	2717	0.65%	Maoribank	3449	0.82%	Upper Hutt Central	313	0.07%
Ebdentown	2412	0.58%	Pinehaven	2927	0.70%	Wallaceville	2441	0.58%
Elderslea	3558	0.85%	Poets Block	2550	0.61%	<b>2. Upper Hutt</b>	<b>41,571</b>	<b>9.94%</b>
Emerald Hill	2991	0.71%	Te Marua	1181	0.28%			
Heretaunga	1372	0.33%	Totara Park	2960	0.71%			

3. Lower Hutt								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Alicetown	2074	0.50%	Haywards-Manor Park	410	0.10%	Parkway	3499	0.84%
Arakura	2990	0.71%	Holborn	2190	0.52%	Petone Central	1021	0.24%
Avalon East	2560	0.61%	Homedale East	3195	0.76%	Taita North	3240	0.77%
Avalon West	2710	0.65%	Homedale West	2761	0.66%	Taita South	3180	0.76%
Belmont	2984	0.71%	Hutt Central	4260	1.02%	Tawaihi	3541	0.85%
Boulcott	2720	0.65%	Kelson	2930	0.70%	Tirohanga	1293	0.31%
Delaney	2678	0.64%	Korokoro	1656	0.40%	Waiwhetu North	1544	0.37%
Eastbourne	5008	1.20%	Manuka	1861	0.44%	Waiwhetu South	2966	0.71%
Epuni East	3040	0.73%	Maungaraki	4191	1.00%	Waterloo East	4592	1.10%
Epuni West	3190	0.76%	Melling	698	0.17%	Waterloo West	998	0.24%
Esplanade	2750	0.66%	Moera	1690	0.40%	Wilford	4144	0.99%
Fernlea	2159	0.52%	Naenae North	5292	1.26%	Woburn North	1368	0.33%
Glendale	4289	1.02%	Naenae South	4018	0.96%	Woburn South	432	0.10%
Gracefield	140	0.03%	Normandale	2150	0.51%	<b>3. Lower Hutt</b>	<b>108,411</b>	<b>25.91%</b>

4. Wellington City								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Adelaide	1058	0.25%	Karori Park	4796	1.15%	Ngauranga East	53	0.01%
Aro Street-Nairn Street	4253	1.02%	Karori South	4739	1.13%	Northland	2980	0.71%
Awarua	3331	0.80%	Kelburn	3939	0.94%	Northland North	797	0.19%
Berhampore East	1167	0.28%	Khandallah Park-Broadmeadows	2968	0.71%	Oriental Bay	1059	0.25%
Berhampore West	2813	0.67%	Kilbirnie East	3267	0.78%	Paparangi	1879	0.45%
Brooklyn	4291	1.03%	Kilbirnie West-Hataitai South	3548	0.85%	Paparangi West	1194	0.29%
Brooklyn South	1127	0.27%	Kingston-Mornington	2448	0.59%	Rangoon Heights	2751	0.66%
Churton Park North	3654	0.87%	Lambton	6601	1.58%	Raroa	3898	0.93%
Churton Park South	3415	0.82%	Linden	4425	1.06%	Roseneath	1850	0.44%
Crofton Downs	1675	0.40%	Lyll Bay-Airport-Moa Point	3224	0.77%	Seatoun	2380	0.57%
Glenside North	436	0.10%	Maupuia	1497	0.36%	Seatoun Tunnel West	733	0.18%
Greenacres	1731	0.41%	Melrose-Houghton Bay-Southgate	3850	0.92%	Strathmore Park	3920	0.94%
Grenada North	362	0.09%	Miramar	2612	0.62%	Taitville	492	0.12%
Grenada Village	1790	0.43%	Miramar North	2668	0.64%	Takapu	335	0.08%
Happy Valley-Owhiro Bay	1884	0.45%	Miramar South	3712	0.89%	Tawa Central	4794	1.15%
Hataitai North	4958	1.18%	Miramar West	449	0.11%	Tawa South	3738	0.89%
Horokiwi	202	0.05%	Mitchelltown	689	0.16%	Te Kainga	4099	0.98%
Island Bay East	3686	0.88%	Mt Cook-Wallace Street	5529	1.32%	Thorndon-Tinakori Road	4634	1.11%
Island Bay West	3678	0.88%	Mt Victoria West	5797	1.39%	Vogeltown	999	0.24%
Johnsonville Central	4287	1.02%	Newlands East	848	0.20%	Vogeltown West	1146	0.27%
Johnsonville East	1302	0.31%	Newlands North	2889	0.69%	Wadestown	3860	0.92%
Johnsonville North	2124	0.51%	Newlands South	4226	1.01%	Willis Street-Cambridge Terrace	9826	2.35%
Karaka Bay-Worser Bay	1550	0.37%	Newtown East	5497	1.31%	Wilton	2270	0.54%
Karori East	3569	0.85%	Newtown West	3540	0.85%	Woodridge	1770	0.42%
Karori North	2691	0.64%	Ngaio South	3222	0.77%	<b>4. Wellington City</b>	<b>209,481</b>	<b>50.06%</b>

# CHRISTCHURCH



# Christchurch Statistical Areas



Christchurch								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Addington	4224	0.78%	Hinds	2785	0.51%	Rangiora West	3045	0.56%
Aidanfield	4070	0.75%	Holmwood	2137	0.39%	Rapaki Track	1462	0.27%
Allenton East	4600	0.85%	Hoon Hay	3090	0.57%	Ravenswood	10	0.00%
Allenton West	2170	0.40%	Hoon Hay South	2069	0.38%	Rawhiti	3680	0.68%
Amberley	2160	0.40%	Hornby North	3499	0.64%	Redwood North	4298	0.79%
Aorangi	5769	1.06%	Hornby South	5523	1.02%	Redwood South	3022	0.56%
Aranui	4413	0.81%	Hurunui	3	0.00%	Riccarton	4783	0.88%
Ashburton Central East	1930	0.36%	Ilam	5265	0.97%	Riccarton South	535	0.10%
Ashburton Central West	1040	0.19%	Islington	3177	0.58%	Riccarton West	3520	0.65%
Ashburton East	355	0.07%	Jellie Park	2911	0.54%	Richmond North	2454	0.45%
Ashburton North	424	0.08%	Kaiapoi East	746	0.14%	Richmond South	2196	0.40%
Ashley	1245	0.23%	Kaiapoi North East	3873	0.71%	Rolleston Central	3440	0.63%
Ashley Gorge	1751	0.32%	Kaiapoi North West	1368	0.25%	Rolleston North East	4631	0.85%
Avon Loop	4843	0.89%	Kaiapoi South	2093	0.39%	Rolleston North West	4110	0.76%
Avondale	2447	0.45%	Kaiapoi West	1076	0.20%	Rolleston South East	4736	0.87%
Avonhead	4004	0.74%	Kennedys Bush	614	0.11%	Rolleston South West	2604	0.48%
Avonhead West	3236	0.60%	Kingsbury	2860	0.53%	Russley	3420	0.63%
Avonside	1730	0.32%	Kirwee	4056	0.75%	Rutland	5136	0.95%
Barrington North	6048	1.11%	Leeston	2211	0.41%	Sawyers Arms	3389	0.62%
Barrington South	3100	0.57%	Lehmans	3123	0.57%	Sefton	708	0.13%
Beckenham	2460	0.45%	Leithfield	2961	0.55%	Selwyn-Rakaia	4258	0.78%
Belfast	4791	0.88%	Lincoln	7462	1.37%	Shirley East	3681	0.68%
Belfast South	3673	0.68%	Linwood	5190	0.96%	Shirley West	4000	0.74%
Bexley	2681	0.49%	Linwood East	2248	0.41%	Silverstream	930	0.17%
Bishopdale	2682	0.49%	Linwood North	2820	0.52%	Sockburn	6772	1.25%
Bishopdale North	4859	0.89%	Little River	390	0.07%	Somerfield	3850	0.71%
Bromley	3052	0.56%	Loburn	2547	0.47%	South Brighton	3300	0.61%
Broomfield	3330	0.61%	Lyttelton	3200	0.59%	Southbridge	922	0.17%
Bryndwr	3056	0.56%	Mairaki	611	0.11%	Southbrook	803	0.15%
Burnham Military Camp	1190	0.22%	Mairehau	3193	0.59%	Spreydon	3930	0.72%
Burnside	2504	0.46%	Mairehau North	1901	0.35%	Springston	3200	0.59%
Burwood	961	0.18%	Malvern	3233	0.60%	St Albans East	5370	0.99%
Camside	26	0.00%	Mandeville	3524	0.65%	St Albans West	2630	0.48%
Casebrook	2628	0.48%	Mansfield	1900	0.35%	St Martins	4587	0.84%
Cashmere East	4171	0.77%	Mcleans Island	208	0.04%	Strowan	3942	0.73%
Cashmere West	3333	0.61%	Merivale	2741	0.50%	Styx	1782	0.33%
Cathedral Square	648	0.12%	Merrin	1629	0.30%	Styx Mill	3521	0.65%
Chertsey	2656	0.49%	Methven	1827	0.34%	Sumner	3769	0.69%
Clarkville	1137	0.21%	Middleton	1902	0.35%	Sydenham	6997	1.29%
Coldstream	655	0.12%	Mona Vale	2466	0.45%	Taitapu	791	0.15%
Courtenay	418	0.08%	Moncks Bay	3407	0.63%	Templeton	1850	0.34%
Cust	504	0.09%	Mt Pleasant	4010	0.74%	Tinwald	3489	0.64%
Dallington	1829	0.34%	Mt Somers	1486	0.27%	Travis	1802	0.33%
Darfield	2288	0.42%	Netherby	2250	0.41%	Travis Wetland	5272	0.97%
Deans Bush	1621	0.30%	New Brighton	2597	0.48%	Trents-Ladbrooks	2232	0.41%
Diamond Harbour	1755	0.32%	North Beach	4760	0.88%	Tuahiwi	1145	0.21%
Dunsandel	522	0.10%	Northcote	2630	0.48%	Upper Riccarton	3589	0.66%
Edgeware	4450	0.82%	Oaklands East	3531	0.65%	Waikuku	1044	0.19%
Ensors	3934	0.72%	Oaklands West	2689	0.50%	Waimairi Beach	3531	0.65%
Eyrewell	1585	0.29%	Ohoka	1368	0.25%	Wainoni	2880	0.53%
Fairton	760	0.14%	Opawa	3471	0.64%	Wairarapa	1993	0.37%
Fendalton	2978	0.55%	Oxford	2243	0.41%	Waltham	1401	0.26%

# Christchurch Statistical Areas



Christchurch								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Fernside	2095	0.39%	Papanui	3672	0.68%	West Eyreton	1436	0.26%
Ferrymead	3447	0.63%	Paparua	1056	0.19%	West Melton	9334	1.72%
Governors Bay	1005	0.18%	Parklands	4968	0.91%	Westburn	3326	0.61%
Hagley Park	899	0.17%	Pegasus	2992	0.55%	Westhaven	2610	0.48%
Halswell Domain	1904	0.35%	Phillipstown	4376	0.81%	Westmorland	2141	0.39%
Halswell South	2596	0.48%	Pines-Kairaki Beach	450	0.08%	Wharenui	2850	0.52%
Halswell West	4342	0.80%	Plains Railway	671	0.12%	Wigram	6981	1.29%
Hampstead	3030	0.56%	Port Levy	20	0.00%	Woodend	2815	0.52%
Harewood	3460	0.64%	Prebbleton	3992	0.73%	Woodend Beach	528	0.10%
Hawthornden	3341	0.62%	Prestons	3734	0.69%	Woodend West	75	0.01%
Heathcote Valley	2364	0.44%	Rakaia	1307	0.24%	Woolston South	2577	0.47%
Hendersons Basin	750	0.14%	Rangiora Central	2006	0.37%	Woolston West	3500	0.64%
Highfield Park	884	0.16%	Rangiora East	3539	0.65%	Yaldhurst	1739	0.32%
Hillmorton	4866	0.90%	Rangiora North	3484	0.64%	<b>Christchurch</b>	<b>543,180</b>	<b>100.00%</b>

DUNEDIN

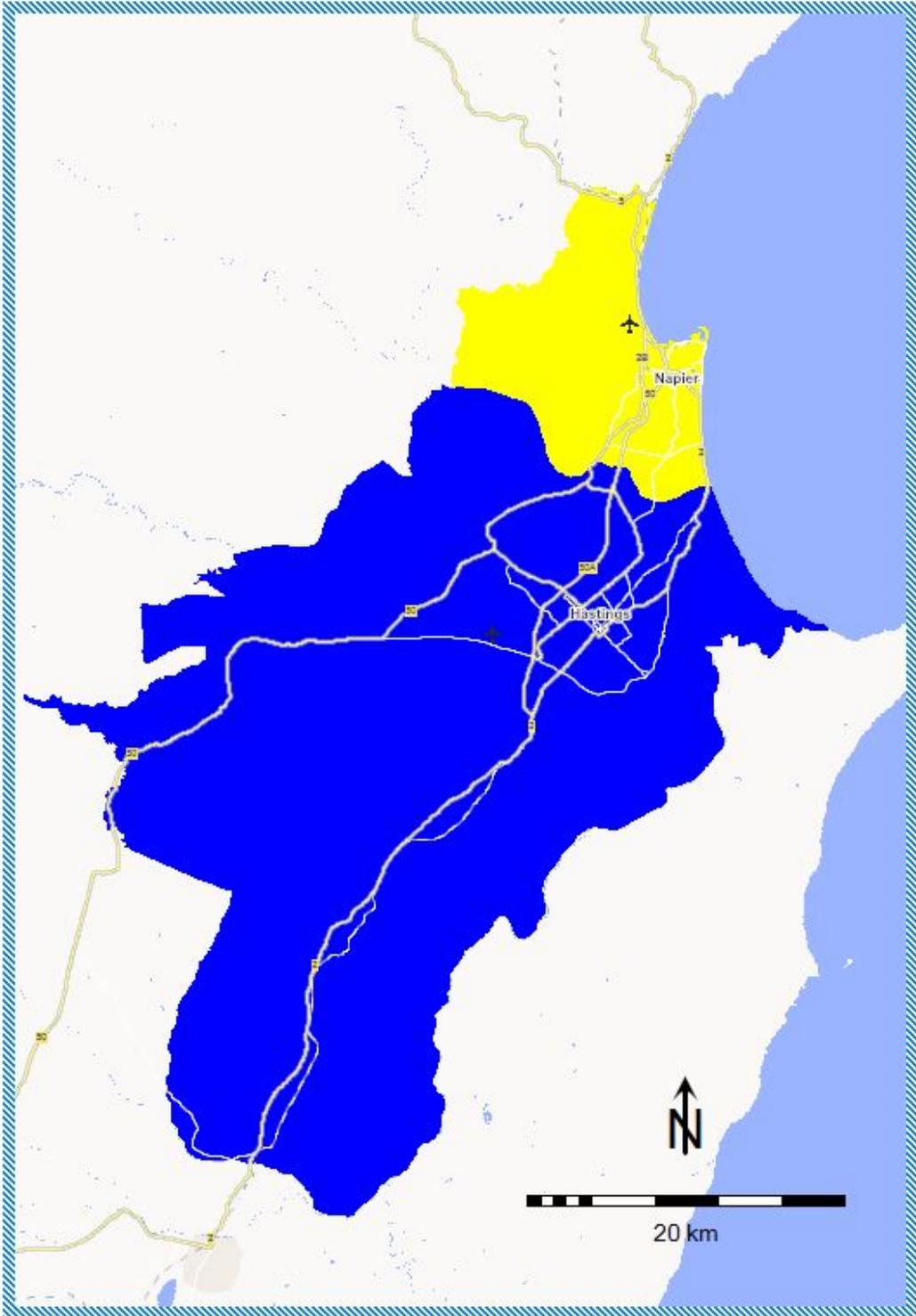


# Dunedin Statistical Areas



Dunedin								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Abbotsford	2054	1.65%	Harbourside	24	0.02%	Roslyn South	2361	1.89%
Andersons Bay	2627	2.11%	Helensburgh	1097	0.88%	Saddle Hill	1093	0.88%
Balmacewen	830	0.67%	High St-Stuart St	2700	2.16%	Sandymount	166	0.13%
Belleknowes	1773	1.42%	Inner Peninsula	1022	0.82%	Sawyers Bay	1399	1.12%
Brighton	1485	1.19%	Kaikorai Hill	639	0.51%	South Dunedin	2640	2.12%
Broad Bay-Portobello	1258	1.01%	Kenmure	1941	1.56%	St Clair	4537	3.64%
Brockville	3515	2.82%	Macandrew Bay	1249	1.00%	St Kilda Central	1846	1.48%
Bush Road	2602	2.09%	Maori Hill	2004	1.61%	St Kilda East	2866	2.30%
Caversham	5128	4.11%	Mornington	3591	2.88%	St Kilda West	1979	1.59%
Company Bay	383	0.31%	Mosgiel East	5089	4.08%	St Leonards-Blanket Bay	803	0.64%
Concord	2069	1.66%	Mosgiel South	2855	2.29%	Stuart St-Frederick St	3604	2.89%
Corstorphine East	886	0.71%	Musselburgh	2716	2.18%	Taiaroa-Cape Saunders	470	0.38%
Corstorphine West	610	0.49%	North Dunedin	4138	3.32%	Taieri	1441	1.16%
East Taieri	1786	1.43%	North East Valley	5160	4.14%	Vauxhall	4192	3.36%
Fairfield	2536	2.03%	Opoho	1274	1.02%	Wakari	3491	2.80%
Fernhill	2000	1.60%	Otago University	5308	4.26%	Waldronville	642	0.51%
Forbury	1022	0.82%	Outram	801	0.64%	Wingatui	2136	1.71%
Forrester Park	864	0.69%	Pine Hill	2566	2.06%	Woodhaugh	970	0.78%
Glenleith	735	0.59%	Port Chalmers	1387	1.11%	Wyllies Crossing	369	0.30%
Green Island	2880	2.31%	Ravensbourne	1255	1.01%	<b>Dunedin</b>	<b>124,741</b>	<b>100.00%</b>
Halfway Bush	2033	1.63%	Roslyn North	1844	1.48%			

HAWKES BAY



Hawkes Bay Regions	
1	Hastings
2	Napier

# Hawkes Bay Statistical Areas



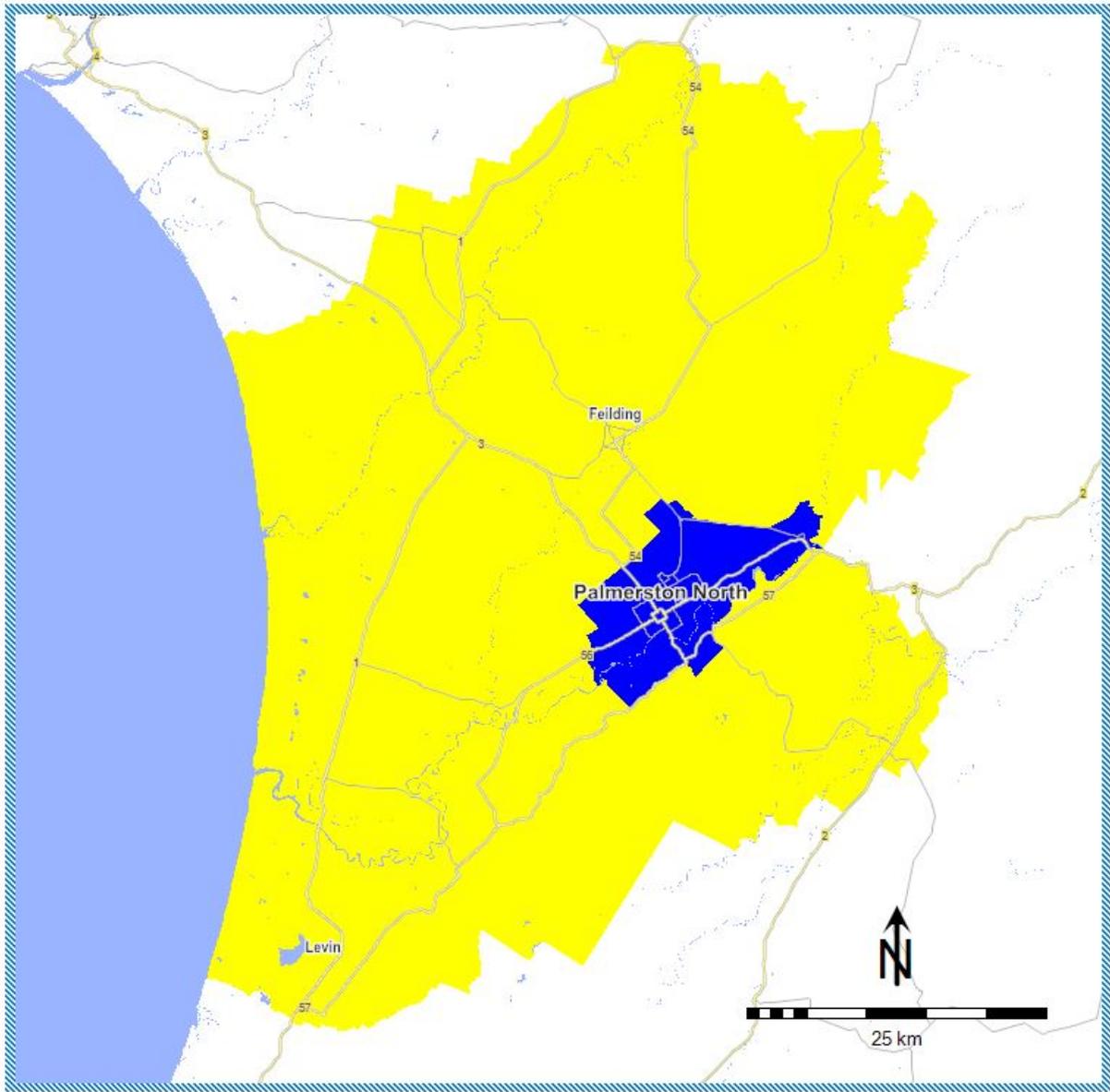
## 1. Hastings

Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Akina	5034	3.39%	Irongate	551	0.37%	Raureka	4816	3.25%
Anderson Park	1628	1.10%	Karamu	1567	1.06%	Sherenden-Puketapu	952	0.64%
Bridge Pa	1250	0.84%	Kingsley-Chatham	3733	2.52%	St Leonards	3461	2.33%
Brookvale	678	0.46%	Lochain	3257	2.19%	Te Mata	4243	2.86%
Camberley	2251	1.52%	Longlands South	1091	0.74%	Te Mata Hills	1181	0.80%
Clive	1956	1.32%	Mahora	4292	2.89%	Tikokino	498	0.34%
Elsthorpe-Flemington	621	0.42%	Maraekakaho	244	0.16%	Twyford	1117	0.75%
Flaxmere East	4584	3.09%	Mayfair	4890	3.30%	Waiohiki	456	0.31%
Frimley	2950	1.99%	Omahu	530	0.36%	Waipawa	2180	1.47%
Hastings Central	2977	2.01%	Otane	671	0.45%	Whakatu	885	0.60%
Haumoana	2359	1.59%	Pakipaki	770	0.52%	Woolwich	40	0.03%
Havelock Hills	1116	0.75%	Pakowhai	776	0.52%	<b>1. Hastings</b>	<b>81,100</b>	<b>54.65%</b>
Havelock North Central	3257	2.19%	Parkvale	3575	2.41%			
Iona	3211	2.16%	Poukawa	1450	0.98%			

## 2. Napier

Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Ahuriri	1180	0.80%	Marewa	5360	3.61%	Sherenden-Puketapu	931	0.63%
Awatoto	424	0.29%	McLean Park	2596	1.75%	Tamatea North	2801	1.89%
Bay View	2340	1.58%	Meeanee	2400	1.62%	Tamatea South	2859	1.93%
Bluff Hill	2790	1.88%	Nelson Park	2564	1.73%	Tangoio	49	0.03%
Eskdale	332	0.22%	Onekawa Central	1570	1.06%	Taradale North	5731	3.86%
Greenmeadows	6787	4.57%	Onekawa South	5009	3.38%	Taradale South	5890	3.97%
Hospital Hill	3093	2.08%	Onekawa West	243	0.16%	Westshore	1210	0.82%
Maraekakaho	939	0.63%	Pirimai	3840	2.59%	<b>2. Napier</b>	<b>67,301</b>	<b>45.35%</b>
Maraenui	3690	2.49%	Poraiti	2673	1.80%			

# MANAWATU



Manawatu Regions	
1	Palmerston North Urban
2	Rest of Manawatu

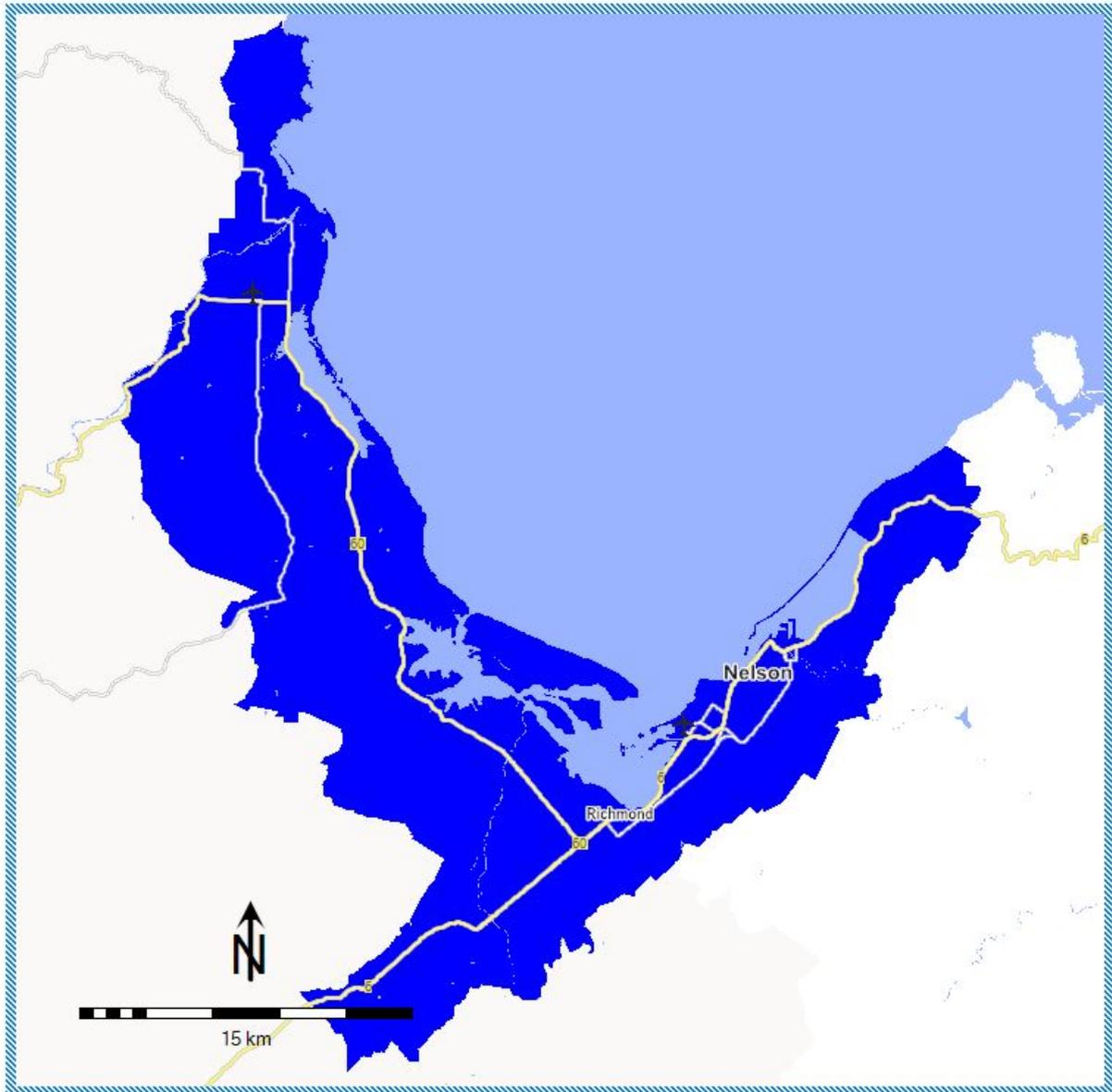
## 1. Palmerston North Urban

Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Aokautere	4219	2.55%	Hokowhitu West	4460	2.69%	Papaeoia	3069	1.85%
Ashhurst	3215	1.94%	Kairanga	937	0.57%	Roslyn	6092	3.68%
Awapuni North	3680	2.22%	Kelvin Grove	7437	4.49%	Stoney Creek	900	0.54%
Awapuni South	3500	2.11%	Linton Military Camp	1872	1.13%	Takaro	5684	3.43%
Awapuni West	1593	0.96%	Longburn	694	0.42%	Terrace End	3232	1.95%
Cloverlea	2031	1.23%	Massey University	554	0.33%	West End	5150	3.11%
Highbury	3749	2.27%	Milson	5944	3.59%	Westbrook	4457	2.69%
Hokowhitu East	5270	3.18%	Palmerston North Central	2918	1.76%	Whakarongo	1158	0.70%
Hokowhitu Lagoon	1620	0.98%	Palmerston North Hospital	2909	1.76%	<b>1. Palmerston North Urban</b>	<b>86,345</b>	<b>52.17%</b>

## 2. Rest Of Manawatu

Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Bulls	2022	1.22%	Levin East	4971	3.00%	Playford Park	3762	2.27%
Feilding Central	3075	1.86%	Levin North	3883	2.35%	Pohangina	866	0.52%
Feilding East	3200	1.93%	Levin South	2049	1.24%	Pohonui-Porewa	361	0.22%
Feilding North	4800	2.90%	Levin West	3062	1.85%	Rakiraki	356	0.22%
Feilding West	4147	2.51%	Maewa	1499	0.91%	Rongotea	679	0.41%
Foxton	3014	1.82%	Mangaore-Manakau	1927	1.16%	Sanson	565	0.34%
Foxton Beach	2051	1.24%	Mangatainoka	951	0.57%	Shannon	1477	0.89%
Halcombe	627	0.38%	Marton	5283	3.19%	Tangimoana	267	0.16%
Himatangi Beach	522	0.32%	Moutoa	1001	0.60%	Tokomaru	642	0.39%
Hunternville	442	0.27%	Ohakea	321	0.19%	Tokorangi-Hiwinui	2764	1.67%
Kauwhata	2101	1.27%	Opiki	620	0.37%	Turitea	1985	1.20%
Kiwitea	1200	0.72%	Oroua Bridge	257	0.16%	Waiopehu	1852	1.12%
Kohitere	695	0.42%	Oroua Downs-Waitohi	3670	2.22%	Waitarere	696	0.42%
Lake Alice	1766	1.07%	Pahiatua	2811	1.70%	<b>2. Rest Of Manawatu</b>	<b>79,173</b>	<b>47.83%</b>
Lake Horowhenua	875	0.53%	Papatawa	60	0.04%			

NELSON



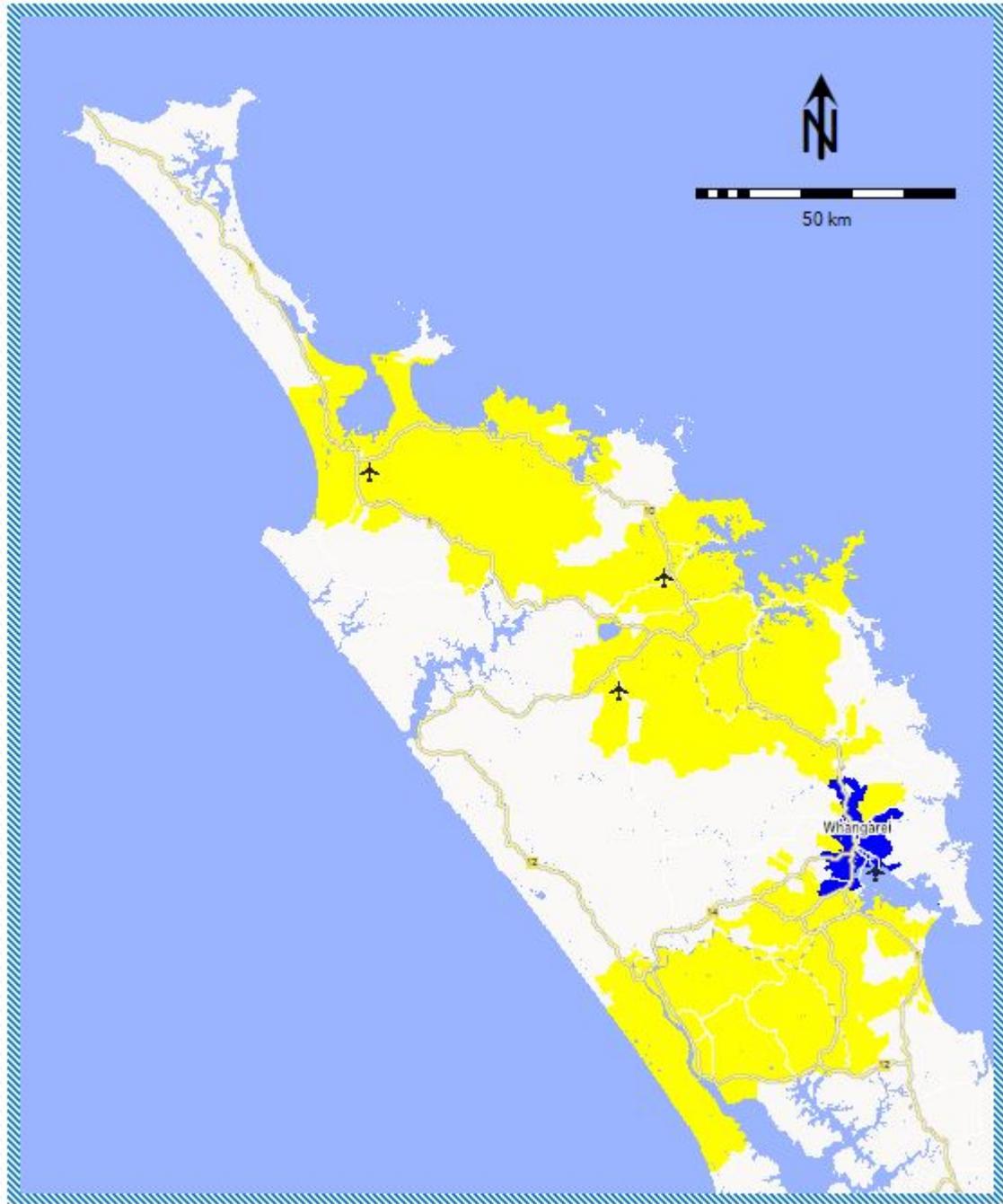
Nelson Regions	
	Nelson

# Nelson Statistical Areas



Nelson								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Anised Hill	795	0.85%	Kirks	921	0.98%	Riwaka	983	1.05%
Atawhai	3010	3.20%	Langbein	3611	3.84%	Saxton	2310	2.46%
Atmore	1375	1.46%	Maitai	686	0.73%	Tahuna Hills	2498	2.66%
Best Island	100	0.11%	Maitlands	2721	2.89%	Tahunanui	2289	2.43%
Brightwater	2247	2.39%	Mapua	2609	2.77%	The Brook	1579	1.68%
Britannia	1396	1.48%	Motueka East	4491	4.78%	The Wood	3086	3.28%
Broads	1660	1.76%	Motueka Outer	2803	2.98%	Toi Toi	1857	1.97%
Bronte	1873	1.99%	Motueka West	4424	4.70%	Trafalgar	572	0.61%
Clifton	1376	1.46%	Nayland	949	1.01%	Wai-Iti	3977	4.23%
Enner Glynn	3466	3.68%	Nelson Airport	977	1.04%	Wakefield	2302	2.45%
Glenduan	547	0.58%	Ngawhatu	3058	3.25%	Washington	3451	3.67%
Grampians	2614	2.78%	Port Nelson	21	0.02%	Whangamoia	88	0.09%
Hope	1324	1.41%	Ranzau	846	0.90%	<b>Nelson</b>	<b>94,054</b>	<b>100.00%</b>
Isel Park	4072	4.33%	Richmond East	6735	7.16%			
Kaiteriteri	603	0.64%	Richmond West	7742	8.23%			

# NORTHLAND



Northland Regions	
1	Whangarei Urban
2	Rest of Northland

# Northland Statistical Areas



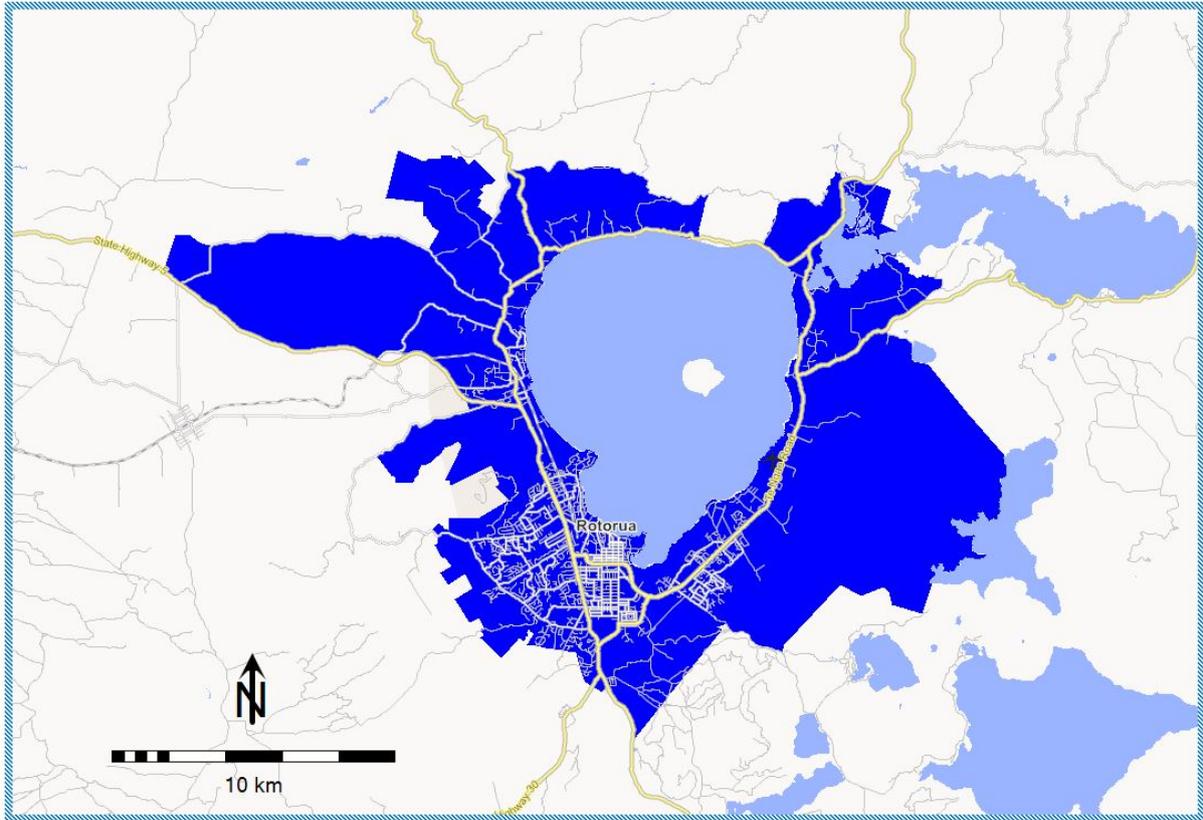
## 1. Whangarei Urban

Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Abbey Caves	777	0.58%	Otangarei	2376	1.76%	Te Hihi	1384	1.03%
Bream Head	196	0.15%	Parahaki	1400	1.04%	Three Mile Bush	1172	0.87%
Hikurangi	441	0.33%	Parua Bay	202	0.15%	Tikipunga East	3525	2.62%
Horahora	1240	0.92%	Pataua-Whareora	82	0.06%	Tikipunga West	4447	3.30%
Kamo East	4304	3.20%	Port-Limeburners	47	0.03%	Vinetown	1818	1.35%
Kamo West	4138	3.07%	Punaru-ki-riripaka	699	0.52%	Western Hills	292	0.22%
Kensington	1401	1.04%	Raumanga East	2070	1.54%	Whangarei Central	273	0.20%
Mairtown	2678	1.99%	Raumanga West	3623	2.69%	Whau Valley	2687	2.00%
Maunu	1522	1.13%	Regent	1718	1.28%	Woodhill	2000	1.49%
Morningside	2559	1.90%	Riverside	851	0.63%	<b>1. Whangarei Urban</b>	<b>59,579</b>	<b>44.25%</b>
Onerahi	2449	1.82%	Sherwood Rise	4322	3.21%			
Otaika-Portland	1114	0.83%	Springs Flat	1773	1.32%			

## 2. Rest Of Northland

Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Awanui	414	0.31%	Mangapa-Matauri Bay	1468	1.09%	Punaru-ki-riripaka	1149	0.85%
Bream Bay	444	0.33%	Marsden Point-Ruakaka	963	0.72%	Rehia-Oneriri	2937	2.18%
Dargaville	4930	3.66%	Maungaru	983	0.73%	Ruawai	466	0.35%
Haruru Falls	1150	0.85%	Maungatapere	336	0.25%	Russell	822	0.61%
Herekino	1255	0.93%	Moerewa	1853	1.38%	Taipa Bay-Mangonui	2215	1.65%
Hokianga North	401	0.30%	Motutangi-Kareponia	1996	1.48%	Te Kopuru	531	0.39%
Kaikohe	4726	3.51%	Ngapuhi-Kaikou	2648	1.97%	Waihou Valley-Hupara	3942	2.93%
Kaipara Coastal	1605	1.19%	Ohaeawai	785	0.58%	Waiotira-Springfield	2073	1.54%
Kaitaia East	2248	1.67%	Okaihau	94	0.07%	Waipu	1164	0.86%
Kaitaia West	3842	2.85%	Opouteke-Tanekaha	1237	0.92%	Waitangi	1025	0.76%
Kapiro	3149	2.34%	Opua East	351	0.26%	Wharekohe-Oakleigh	2291	1.70%
Karikari Peninsula-Maungataniwha	4519	3.36%	Opua West	301	0.22%	<b>2. Rest Of Northland</b>	<b>75,060</b>	<b>55.75%</b>
Kawakawa	1618	1.20%	Paihia	2178	1.62%			
Kerikeri	8114	6.03%	Pokere-Waihaha	2837	2.11%			

## ROTORUA

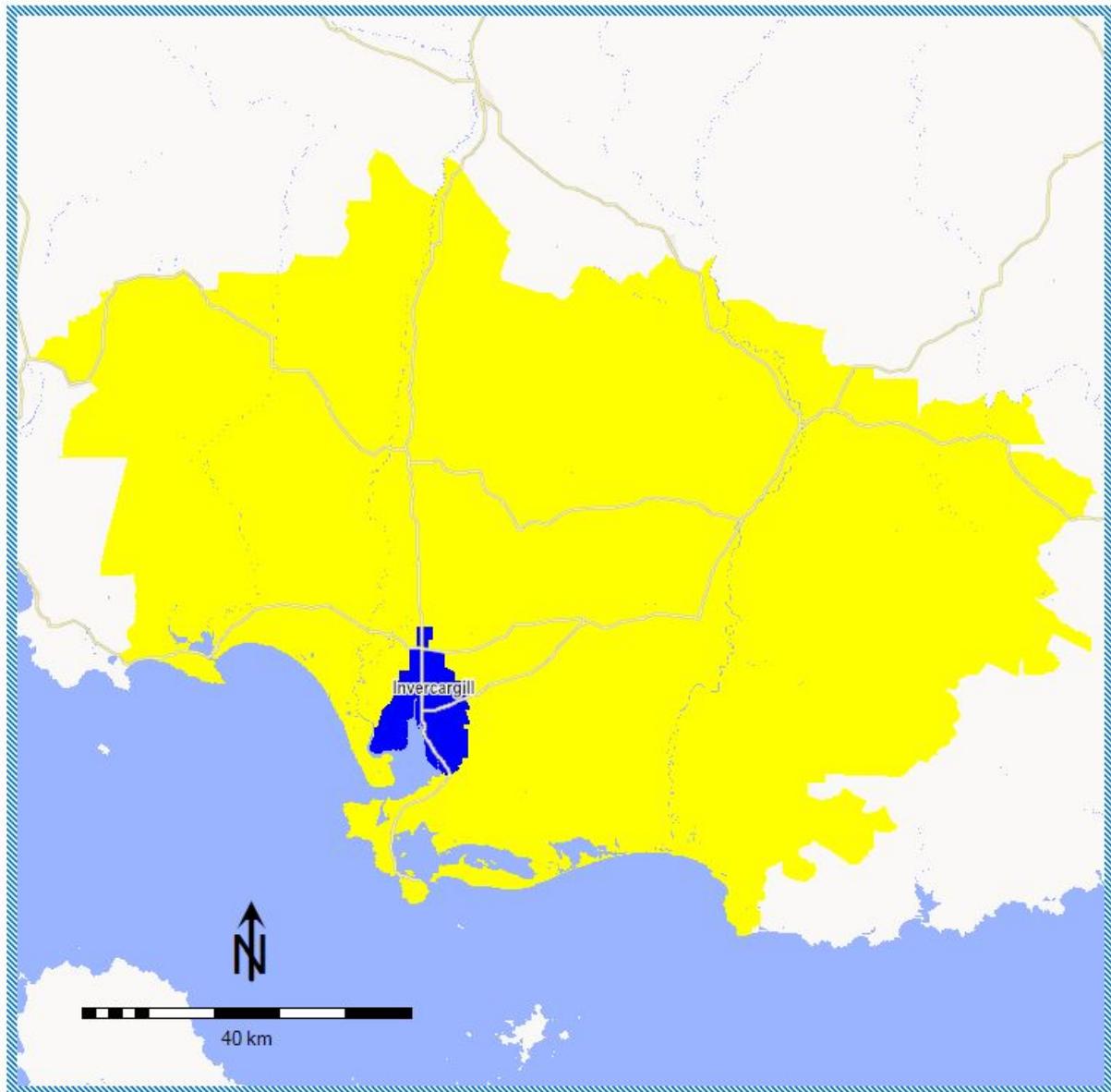


**Rotorua Regions**  
 Rotorua

## Rotorua Statistical Areas

Rotorua								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Fairy Springs	2357	3.58%	Mangakakahi	2685	4.07%	Pukehangi South	3149	4.78%
Fenton	1848	2.80%	Ngapuna	388	0.59%	Selwyn Heights	1190	1.81%
Fordlands	2169	3.29%	Ngongotaha North	3641	5.52%	Springfield	4559	6.92%
Glenholme East	2356	3.57%	Ngongotaha South	1384	2.10%	Sunnybrook	2160	3.28%
Glenholme West	2524	3.83%	Ohinemutu	323	0.49%	Tikitere	1760	2.67%
Hamurana	2074	3.15%	Owhata East	2470	3.75%	Utuhina	1560	2.37%
Hillcrest	1907	2.89%	Owhata South	748	1.14%	Victoria	2193	3.33%
Kawaha Point	1990	3.02%	Owhata West	4131	6.27%	Waiwhero	86	0.13%
Koutu	2199	3.34%	Poets Corner	328	0.50%	Western Heights	4317	6.55%
Kuirau	1344	2.04%	Pomare	1780	2.70%	Whaka	283	0.43%
Lynmore	3604	5.47%	Pukehangi North	2417	3.67%	<b>Rotorua</b>	<b>65,924</b>	<b>100.00%</b>

# SOUTHLAND



Southland Regions	
1	Invercargill Urban
2	Rest of Southland

# Southland Statistical Areas



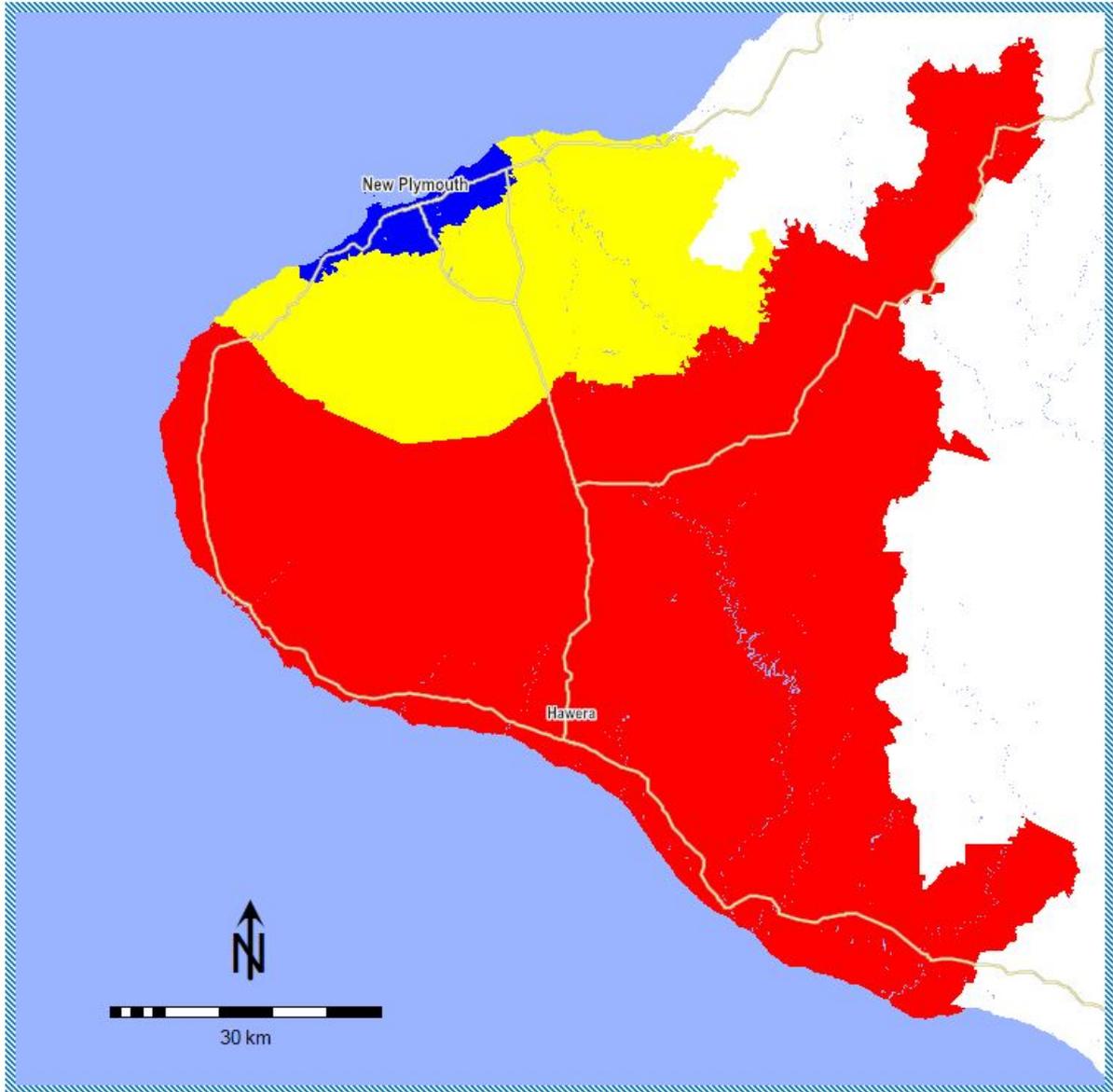
## 1. Invercargill Urban

Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Appleby-Kew	2030	2.25%	Heidelberg	3377	3.74%	Rosedale	4090	4.53%
Bay Road West	220	0.24%	Kingswell-Clifton	3728	4.13%	Strathern	2592	2.87%
Bushy Point	379	0.42%	Makarewa	1559	1.73%	Tisbury	336	0.37%
Crinan	2025	2.24%	Mill Road-Woodend	806	0.89%	Waikiwi	2686	2.97%
Georgetown	2506	2.77%	Newfield-Rockdale	3024	3.35%	Waverley-Glengarry	2572	2.85%
Gladstone-Avenal	3940	4.36%	Otakaro Park	915	1.01%	West Invercargill	134	0.15%
Grasmere	3710	4.11%	Otatara	2754	3.05%	Windsor	3286	3.64%
Hawthorndale	2425	2.68%	Richmond	3018	3.34%	<b>1. Invercargill Urban</b>	<b>52,111</b>	<b>57.68%</b>

## 2. Rest Of Southland

Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Bluff	1838	2.03%	Kaweku	277	0.31%	Toetoes	1399	1.55%
Central Gore	839	0.93%	Makarewa North	389	0.43%	Waianiwa	2043	2.26%
Charlton	714	0.79%	Mataura	1680	1.86%	Waikaia	3	0.00%
Chatton	965	1.07%	Myross Bush	690	0.76%	Wairio	682	0.75%
Clinton	304	0.34%	Nightcaps	288	0.32%	Waituna	1800	1.99%
Clutha	468	0.52%	North Gore	1799	1.99%	Wallacetown	704	0.78%
Dacre	1755	1.94%	Ohai	298	0.33%	West Gore	2773	3.07%
East Gore	1509	1.67%	Oreti Beach	639	0.71%	Winton	2394	2.65%
Edendale Community	585	0.65%	Otautau	714	0.79%	Woodlands	287	0.32%
Fairfax	1984	2.20%	Riverton East	488	0.54%	Wyndham	555	0.61%
Greenhills	943	1.04%	Riverton West	1164	1.29%	<b>2. Rest Of Southland</b>	<b>38,238</b>	<b>42.32%</b>
Hokonui	3203	3.54%	South Gore	916	1.01%			
Kaiwera	776	0.86%	Te Waewae	374	0.41%			

# TARANAKI



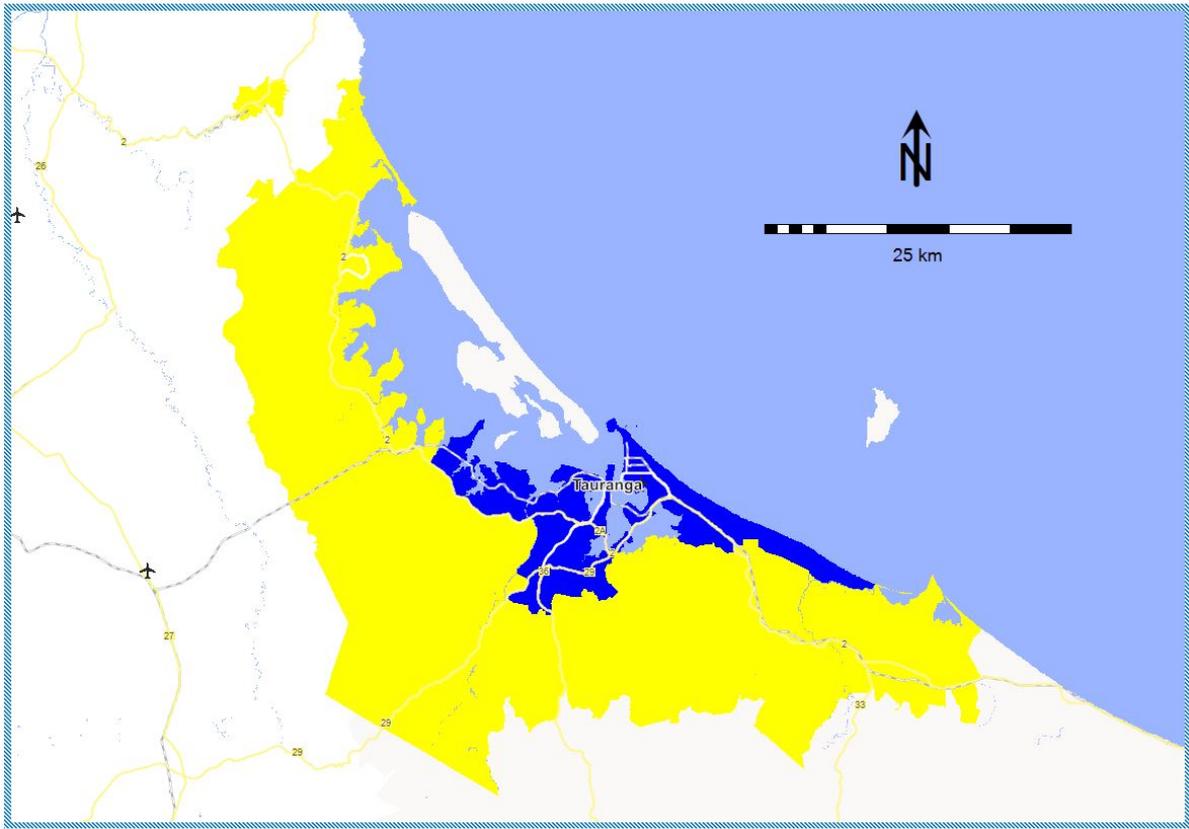
Taranaki Regions	
1	New Plymouth Urban
2	North Taranaki
3	South Taranaki

1. New Plymouth Urban								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Barrett	2653	2.18%	Kawaroa	1988	1.63%	Oakura	1537	1.26%
Bell Block	6829	5.61%	Lynmouth	2407	1.98%	Omata	626	0.51%
Bowden	701	0.58%	Mangaoraka	985	0.81%	Paraite	314	0.26%
Carrington	1070	0.88%	Marfell	2332	1.91%	Spotswood	2266	1.86%
Fernleigh	917	0.75%	Marsland Hill	1487	1.22%	Struan Park	5679	4.66%
Fitzroy	4067	3.34%	Merrilands	3040	2.50%	Upper Westtown	1758	1.44%
Frankleigh	3789	3.11%	Moturoa	3642	2.99%	Welbourn	2039	1.67%
Glen Avon	972	0.80%	Mount Bryan	881	0.72%	Westtown	3624	2.97%
Highlands Park	3423	2.81%	New Plymouth Central	671	0.55%	<b>1. New Plymouth Urban</b>	<b>59,698</b>	<b>49.00%</b>

2. North Taranaki								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Egmont Village	750	0.62%	Lepperton	2775	2.28%	Waitara East	3020	2.48%
Inglewood	3710	3.05%	Okato	701	0.58%	Waitara West	4160	3.41%
Kaimata	3058	2.51%	Okoki-Okau	1624	1.33%	<b>2. North Taranaki</b>	<b>23,855</b>	<b>19.58%</b>
Kaitake	3588	2.94%	Urenui	469	0.38%			

3. South Taranaki								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Douglas	783	0.64%	Mangatoki-Moeroa	1742	1.43%	Stratford East	2481	2.04%
Eltham	2105	1.73%	Midhirst	256	0.21%	Stratford West	3549	2.91%
Hawera North	4333	3.56%	Normanby	1019	0.84%	Tawhiti	931	0.76%
Hawera South	4265	3.50%	Ohangai	560	0.46%	Toko	1307	1.07%
Hawera West	909	0.75%	Ohawe Beach	792	0.65%	Waingongoro	468	0.38%
Kahui	2633	2.16%	Okaiawa	563	0.46%	Waitotara	70	0.06%
Kaponga	332	0.27%	Opunake	1450	1.19%	Waverley	815	0.67%
Kapuni	1309	1.07%	Patea	1250	1.03%	Whangamomona	72	0.06%
Makakaho	743	0.61%	Pembroke	1344	1.10%	Whenuakura	1056	0.87%
Manaia	906	0.74%	Rahotu	232	0.19%	<b>3. South Taranaki</b>	<b>38,276</b>	<b>31.42%</b>

## TAURANGA



Tauranga Regions	
1	Tauranga Urban
2	Rest of Tauranga

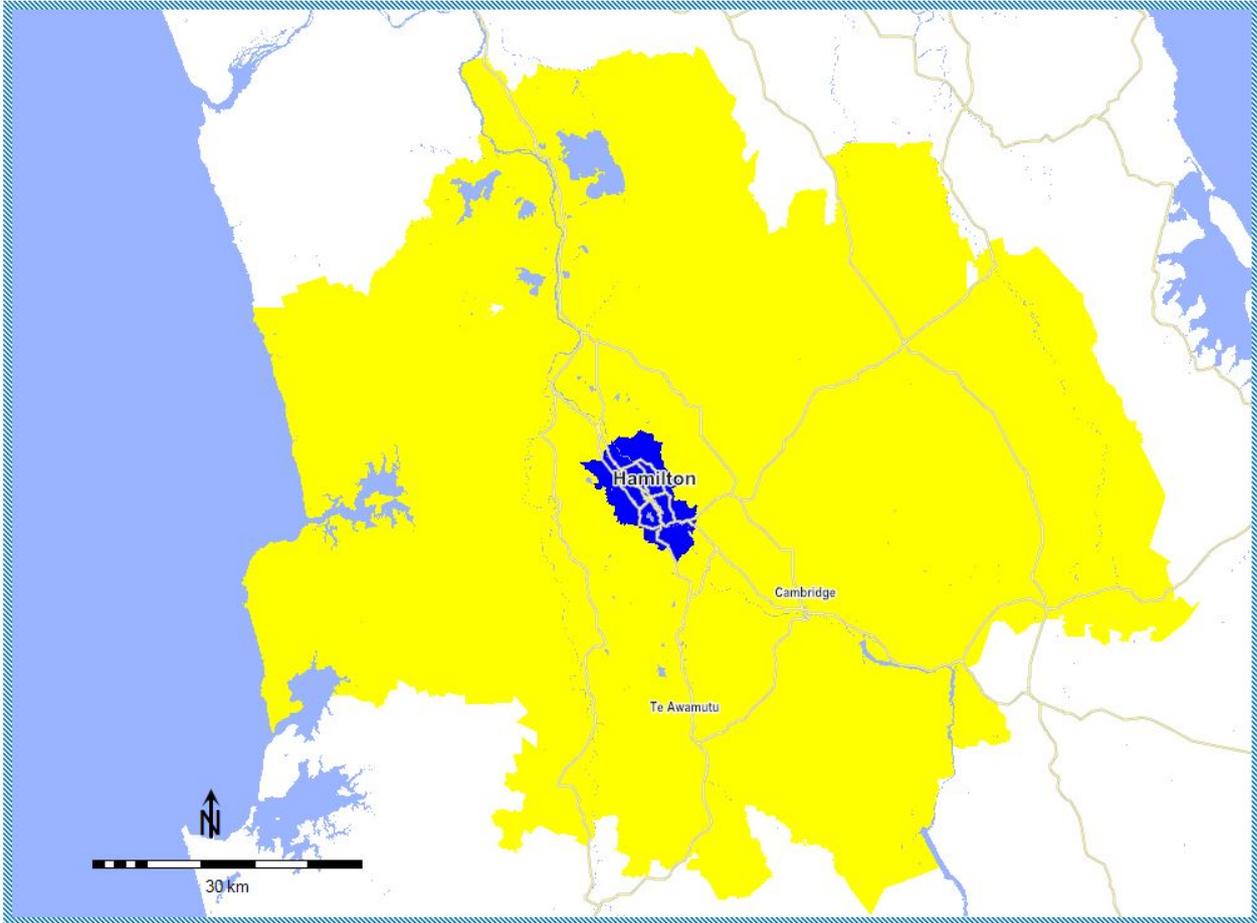
# Tauranga Statistical Areas



1. Tauranga Urban								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Arataki	5841	2.93%	Matapihi	760	0.38%	Poike	830	0.42%
Bellevue	3960	1.99%	Matua	5530	2.77%	Pyes Pa	11194	5.61%
Bethlehem	5226	2.62%	Maungatapu	3130	1.57%	Sulphur Point	36	0.02%
Bethlehem East	4014	2.01%	Mt Maunganui North	4912	2.46%	Tauranga Central	2664	1.34%
Brookfield	5870	2.94%	Omanu	5987	3.00%	Tauranga Hospital	1995	1.00%
Doncaster	3424	1.72%	Omokoroa	3856	1.93%	Tauranga South	4950	2.48%
Gate Pa	3549	1.78%	Otumoetai North	4420	2.22%	Te Maunga	6433	3.23%
Gravatt	3971	1.99%	Otumoetai South	3920	1.97%	Te Puna	2894	1.45%
Greerton	4755	2.38%	Pacific View	3534	1.77%	Te Reti	1910	0.96%
Hairini	7006	3.51%	Palm Beach	4084	2.05%	Yatton Park	2987	1.50%
Judea	2964	1.49%	Palm Springs	9644	4.84%	<b>1. Tauranga Urban</b>	<b>140,620</b>	<b>70.52%</b>
Kairua	559	0.28%	Papamoa Beach East	3812	1.91%			

2. Rest Of Tauranga								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Aongatete	3460	1.74%	Ohauti-Ngapeke	909	0.46%	Upper Papamoa	2006	1.01%
Athenree	850	0.43%	Ohinemuri	54	0.03%	Waihi	5500	2.76%
Island View-Pios Beach	645	0.32%	Paengaroa	845	0.42%	Waihi Beach	2325	1.17%
Kaimai	5253	2.63%	Pongakawa	1096	0.55%	Welcome Bay East	4956	2.49%
Kaitemako	1550	0.78%	Rangiuru	1951	0.98%	Welcome Bay West	4294	2.15%
Katikati Community	5200	2.61%	Tahawai	1920	0.96%	<b>2. Rest Of Tauranga</b>	<b>58,779</b>	<b>29.48%</b>
Maketu Community	1240	0.62%	Te Puke East	5420	2.72%			
Minden	5620	2.82%	Te Puke West	3684	1.85%			

WAIKATO



Waikato Regions	
1	Hamilton City
2	Rest of Waikato

1. Hamilton City								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Bader	5158	1.63%	Frankton Junction	2151	0.68%	Peacocke	826	0.26%
Beerescourt	3531	1.12%	Glenview	6447	2.04%	Porritt	2082	0.66%
Bryant	6283	1.99%	Grandview	3500	1.11%	Pukete	2440	0.77%
Brymer	3042	0.96%	Hamilton Central	4037	1.28%	Pukete West	2350	0.74%
Burbush	275	0.09%	Hamilton East	4196	1.33%	Queenwood	3298	1.04%
Chartwell	2609	0.82%	Hamilton Lake	4647	1.47%	Riverlea	2880	0.91%
Chedworth	3877	1.23%	Hillcrest West	4008	1.27%	Rotokauri	375	0.12%
Clarkin	3483	1.10%	Horsham Downs	6067	1.92%	Rototuna	3465	1.09%
Claudlands	2764	0.87%	Huntington	9593	3.03%	Silverdale	2922	0.92%
Crawshaw	3262	1.03%	Insoll	2979	0.94%	Swarbrick	5790	1.83%
Dinsdale North	4464	1.41%	Maeroa	4392	1.39%	Sylvester	5877	1.86%
Dinsdale South	4693	1.48%	Melville	5449	1.72%	Te Rapa	313	0.10%
Enderley	4849	1.53%	Nawton	5030	1.59%	University	7566	2.39%
Fairview Downs	3772	1.19%	Naylor	4889	1.54%	<b>1. Hamilton City</b>	<b>167,794</b>	<b>53.02%</b>
Flagstaff	4763	1.50%	Peachgrove	3399	1.07%			

2. Rest Of Waikato								
Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+	Statistical Areas	Population 0+	Percent 0+
Allen Road	231	0.07%	Matamata South	4843	1.53%	Te Awamutu Central	3868	1.22%
Cambridge Central	1037	0.33%	Matangi	2760	0.87%	Te Awamutu East	3466	1.10%
Cambridge North	3923	1.24%	Morrinsville East	5281	1.67%	Te Awamutu South	3597	1.14%
Cambridge West	2975	0.94%	Morrinsville West	2929	0.93%	Te Awamutu West	1409	0.45%
Eureka	2630	0.83%	Newstead	312	0.10%	Te Kauwhata	2197	0.69%
Gordonton	1301	0.41%	Ngahinapouri	2477	0.78%	Te Kowhai	1841	0.58%
Hautapu	2089	0.66%	Ngaruawahia	6704	2.12%	Te Pahu	1500	0.47%
Hinuera	975	0.31%	Ohaupo	610	0.19%	Te Poi	890	0.28%
Horotiu	988	0.31%	Okauia	2286	0.72%	Te Rahu	1138	0.36%
Huntly East	5104	1.61%	Pirongia	1675	0.53%	Te Rapa North	154	0.05%
Huntly West	3334	1.05%	Pokuru	609	0.19%	Te Rore	473	0.15%
Kainui	3176	1.00%	Pukerimu	1191	0.38%	Te Uku	2369	0.75%
Kaipaki	1237	0.39%	Raglan	3524	1.11%	Temple View	1230	0.39%
Karapiro	3280	1.04%	Rotongata	860	0.27%	Tokanui	440	0.14%
Kihikihi	2406	0.76%	Rotoorangi	2171	0.69%	Waerenga	2583	0.82%
Kihikihi Flat	955	0.30%	Swayne	1997	0.63%	Waharoa	616	0.19%
Lake Cameron	1466	0.46%	Tahuroa	2923	0.92%	Waihou-Walton	4286	1.35%
Lake Ngaroto	644	0.20%	Tamahere-Tauwhare	7075	2.24%	Waikato Western Hills	4821	1.52%
Leamington East	4260	1.35%	Taupiri Community	520	0.16%	Waitoa	332	0.10%
Leamington West	4187	1.32%	Te Akau	1089	0.34%	Whatawhata	3111	0.98%
Matamata North	3310	1.05%	Te Aroha	4694	1.48%	Whitikahu	2315	0.73%
						<b>2. Rest Of Waikato</b>	<b>148,671</b>	<b>46.98%</b>

# POPULATION POTENTIALS



		Auckland	Wellington	Christchurch	Major Markets	Total NZ
<b>Min. Sample Size</b>		<b>2,400</b>	<b>1,500</b>	<b>1,500</b>	<b>13,400</b>	<b>14,200</b>
People	10+	1,498,000	378,900	488,300	3,637,800	4,393,100
	10-19	217,000	55,600	68,600	537,300	647,000
	20-24	140,000	35,900	42,500	316,900	375,900
	25-39	432,000	99,600	117,200	912,700	1,087,600
	40-54	318,000	85,800	107,100	777,200	937,800
	55-64	182,000	48,400	66,600	482,800	590,600
	65+	209,000	53,600	86,300	610,900	754,200
Men	10+	736,000	184,800	243,600	1,781,500	2,151,700
	10-19	111,000	28,100	35,300	274,500	330,700
	20-24	72,000	18,200	23,000	164,500	195,300
	25-39	214,000	48,800	60,400	452,200	538,700
	40-54	153,000	41,600	52,600	374,000	451,200
	55-64	88,000	23,300	32,500	232,200	284,100
	65+	98,000	24,800	39,800	284,100	351,800
Women	10+	762,000	194,100	244,700	1,856,300	2,241,400
	10-19	106,000	27,500	33,300	262,800	316,300
	20-24	68,000	17,700	19,500	152,400	180,600
	25-39	218,000	50,800	56,800	460,500	548,900
	40-54	165,000	44,200	54,500	403,200	486,600
	55-64	94,000	25,100	34,100	250,600	306,500
	65+	111,000	28,800	46,500	326,800	402,500
Regions	Region 1	485,000	50,100	488,300	-	-
	Region 2	131,000	37,700	-	-	-
	Region 3	322,000	94,300	-	-	-
	Region 4	345,000	196,800	-	-	-
	Region 5	215,000	-	-	-	-

# POPULATION POTENTIALS



		Dunedin	Hawkes Bay	Manawatu	Nelson	Northland
<b>Min. Sample Size</b>		<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>
People	10+	113,100	127,500	144,800	83,800	116,200
	10-19	18,800	20,100	22,000	11,800	17,600
	20-24	14,600	8,300	12,900	4,600	7,100
	25-39	23,100	24,400	30,500	14,900	21,900
	40-54	21,400	27,300	28,700	19,200	23,400
	55-64	15,100	19,200	20,800	13,400	18,900
	65+	20,100	28,200	29,900	19,900	27,300
Men	10+	54,100	61,300	70,200	40,900	56,300
	10-19	9,100	10,100	11,300	6,000	9,000
	20-24	6,900	4,400	6,600	2,500	3,700
	25-39	11,700	11,800	14,900	7,300	10,600
	40-54	10,000	13,000	13,700	9,200	11,100
	55-64	7,300	9,100	9,800	6,400	9,000
	65+	9,100	12,900	13,900	9,500	12,900
Women	10+	59,000	66,200	74,600	42,900	59,900
	10-19	9,700	10,000	10,700	5,800	8,600
	20-24	7,700	3,900	6,300	2,100	3,400
	25-39	11,400	12,600	15,600	7,600	11,300
	40-54	11,400	14,300	15,000	10,000	12,300
	55-64	7,800	10,100	11,000	7,000	9,900
	65+	11,000	15,300	16,000	10,400	14,400
Regions	Region 1	113,100	69,200	76,300	83,800	51,200
	Region 2	-	58,300	68,500	-	65,000
	Region 3	-	-	-	-	-
	Region 4	-	-	-	-	-
	Region 5	-	-	-	-	-

# POPULATION POTENTIALS



		Rotorua	Southland	Taranaki	Tauranga	Waikato
<b>Min. Sample Size</b>		<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>
People	10+	56,700	79,000	105,200	170,500	275,800
	10-19	9,300	11,700	15,800	24,700	44,300
	20-24	4,100	5,000	6,300	10,100	25,500
	25-39	13,100	17,200	21,800	31,400	65,600
	40-54	12,100	16,900	22,800	36,500	58,000
	55-64	7,900	12,200	16,400	25,900	36,000
	65+	10,200	16,000	22,100	41,900	46,400
Men	10+	27,100	38,800	51,800	82,200	134,400
	10-19	4,900	6,000	8,300	12,900	22,500
	20-24	2,100	2,700	3,400	5,600	13,400
	25-39	6,100	8,400	10,800	15,200	32,200
	40-54	5,600	8,300	11,000	17,100	27,800
	55-64	3,700	6,000	7,900	12,200	17,000
	65+	4,700	7,400	10,400	19,200	21,500
Women	10+	29,600	40,200	53,400	88,300	141,400
	10-19	4,400	5,700	7,500	11,800	21,800
	20-24	2,000	2,300	2,900	4,500	12,100
	25-39	7,000	8,800	11,000	16,200	33,400
	40-54	6,500	8,600	11,800	19,400	30,200
	55-64	4,200	6,200	8,500	13,700	19,000
	65+	5,500	8,600	11,700	22,700	24,900
Regions	Region 1	56,700	45,700	52,100	120,300	146,800
	Region 2	-	33,300	20,400	50,200	129,000
	Region 3	-	-	32,700	-	-
	Region 4	-	-	-	-	-
	Region 5	-	-	-	-	-

## Please note:

- The total 10+ population estimates are GfK's estimate based on the latest census data available from Statistics New Zealand.
- The minimum sample size represents the minimum number of diaries that will be used to generate the radio ratings results for each survey release
- The potential figures are GfK's estimates of the number of people, by age cell, for each survey area
- Each 10+ population and potential figure is estimated as at 24 January, 2019

GfK offers free training sessions to current radio ratings subscribers. Training is offered on an ad-hoc basis.

**Contact:** Libby May +64 275 677 333 [libby.may@gfk.com](mailto:libby.may@gfk.com)

## **GfK RADIO RATINGS CERTIFICATE TRAINING COURSE**

Gain an in-depth understanding on how the radio ratings are conducted and learn how to use the radio ratings data effectively.

### **Introduction to Radio Audience Measurement in New Zealand**

- comprehensive overview of how the radio ratings are collected.
- how the sample sizes are determined, selection of the respondents, how they are incentivised.
- detailed description of data collection, harmonisation, and how it is released.

### **Introduction to the Data**

- the basic statistics, how to interpret them, what relationship they have with each other, and how to use them effectively.
- understanding and interpreting Reach & Frequency.

**Duration:** 2 hours

## **BASIC GfK PROBE SOFTWARE TRAINING**

Hands-on training, providing an overview to GfK Probe and exploring

- software functions
- how to set up and read station ratings reports
- setting up campaigns and running reach and frequency analysis
- graphing and outputting results

Participants should have previously completed the Radio Ratings Certificate course.

**Duration:** 2 hours

## **ADVANCED RADIO RATINGS AND GfK PROBE SOFTWARE TRAINING**

The advanced training sessions provide hands-on experience, and can be tailored to participant needs. An example of what the advanced session can cover:

- Audience profiling
- Station loyalty
- Understanding and creating Ebb & Flow reports
- Creating dynamic targets
- Audience duplication
- Analysing your station's survey results

Participants should have previously completed the Radio Ratings Certificate course and Basic GfK Probe software training.

**Duration:** 2 hours

# 2020 LIFESTYLE CATEGORIES



The single source lifestyle questionnaire forms part of the GfK radio survey. The data it provides gives users an excellent insight into listeners' lifestyles and purchasing habits or intentions.

The 2020 categories are:

<b>Media</b>	<ul style="list-style-type: none"><li>- Music streaming</li><li>- Podcast listening</li><li>- Newspaper readership – paper and online</li><li>- Video on demand</li><li>- Cinema attendance</li></ul>
<b>Lifestyle and travel</b>	<ul style="list-style-type: none"><li>- Holiday travel intentions – domestic, overseas and cruises</li><li>- Sporting event attendance</li><li>- Bar / Pub and nightclub visitation</li><li>- Live performance / concert attendance</li><li>- Importance of personal health and fitness</li></ul>
<b>Household and home</b>	<ul style="list-style-type: none"><li>- Pet ownership</li><li>- Home renovations<ul style="list-style-type: none"><li>- Painting</li><li>- Landscaping/gardening</li><li>- Extensions/repair work</li><li>- Kitchen/bathroom renovations</li><li>- General household refurbishment</li><li>- None</li></ul></li><li>- Likely to purchase or sell residential property within next 12 months</li><li>- Spa / Swimming pool purchase intention</li></ul>
<b>Technology</b>	<ul style="list-style-type: none"><li>- Radio station social media usage</li><li>- Social media usage</li><li>- Mobile phone contract type</li><li>- Mobile phone network carrier and intention to switch</li><li>- Internet surfing - time spent</li><li>- Computer tablet device purchase intention</li><li>- Computer video games and hardware/accessories, purchase intention</li></ul>

<p><b>Purchase behaviour</b></p>	<ul style="list-style-type: none"> <li>- Hardware store purchase</li> <li>- Garden nursery purchase</li> <li>- Furniture/appliance store purchase</li> <li>- Department store or discount retailer purchase</li> <li>- Bookstore/stationers purchase</li> <li>- Music/record store purchase</li> <li>- Fashion/clothing store purchase</li> <li>- Pharmacy/chemist purchase</li> <li>- Purchased goods over the internet</li> <li>- Whitegoods, air-conditioning/heater/heat pumps, furniture purchase intention</li> <li>- Audio/visual equipment purchase intention</li> <li>- Motor vehicle purchase intention</li> <li>- Purchase decision sources of information                             <ul style="list-style-type: none"> <li>- Internet</li> <li>- Social networking</li> <li>- Word of mouth</li> <li>- Newspapers</li> <li>- Magazines</li> <li>- Product brochure</li> <li>- Retailer catalogue</li> <li>- Instore salesperson, promotion and/ or sale</li> <li>- Radio / Television / Outdoor advertising</li> </ul> </li> </ul>
<p><b>Finance and insurance</b></p>	<ul style="list-style-type: none"> <li>- Home loans and intention to change</li> <li>- Vehicle insurance</li> <li>- Home and/or contents insurance</li> <li>- Health insurance</li> <li>- Life insurance</li> <li>- Kiwisaver</li> <li>- Superannuation</li> <li>- Finance and investment purchase intention</li> <li>- Insurance purchase intention</li> <li>- Savings and investments</li> </ul>
<p><b>Food and beverage</b></p>	<ul style="list-style-type: none"> <li>- Restaurant dining frequency</li> <li>- Hotel and licensed club visit</li> <li>- Take-away/fast-food purchases</li> <li>- Purchase of beer/wine/spirits/pre-mixed spirits for home or social occasions</li> </ul>

The most commonly referred to statistics are outlined in the tables below.

<p><b>Share %</b></p>	<p><b>Share of audience:</b> Indicates a station’s relative strength within a market. It shows the percentage of total radio listening audience during a given time period tuning to a particular station. Share is a station’s average audience expressed as a percentage of the total radio audience for the same period.</p> <p><i>For example, 8.4% of all radio listening is to Station G, Mon-Sun, 6:00am to midnight.</i></p>
<p><b>Average audience (000’s)</b></p>	<p><b>Average audience or average quarter-hour audience:</b> the average number of listeners tuned to a radio station per quarter hour in any given time period. Usually expressed in thousands (000’s).</p> <p><i>For example, in any given quarter hour between Mon-Fri 6:00am to 9am, on average 55,000 listeners were listening to Station F.</i></p>
<p><b>Cumulative audience/ cumes/ reach (000’s or %)</b></p>	<p><b>Cumulative audience (cumes):</b> the total number of different people who listen to a station for at least eight minutes (in one quarter-hour) during any time period. Cumes illustrate audience size, as they estimate the unduplicated number of people reached by a station at least once during a particular time period.</p> <p><i>For example, Station K has 575,000 unique listeners between 6:00am and midnight, Mon- Fri.</i></p> <p>Note that the cumes from two stations cannot be added together, nor can you add daypart cumes together, because listeners may be listening in both sessions and duplication will occur. Station cumes may be added across discrete demographics within a time period, e.g., cume Men 18-24 + cume Men 25-34 = cume Men 18-34</p> <p>Cumulative audience can also be expressed as a percentage of total audience or in thousands (000’s).</p> <p><i>For example, Station K has 575,000 unique listeners aged 10+ between 6:00am and 12mn Monday- Friday. 54% of all people 10+ tuned in to Station K at least once during this time period.</i></p>
<p><b>Time Spent Listening (TSL) hrs:mins</b></p>	<p><b>Time Spent Listening or TSL:</b> an estimate of the amount of time a station’s cumulative audience spends listening during a specified time period, expressed in hours and minutes. Note that TSL does not denote audience size.</p> <p><i>For example, between 6:00am and midnight, Mon-Fri, Station C listeners tune in for 8 hours and 15 minutes (8:15).</i></p>
<p><b>Exclusive audience (000’s/%)</b></p>	<p><b>Exclusive audience:</b> is the number of people who listen exclusively to one station during any particular session. This can be expressed as a number or a proportion of the station’s total audience.</p> <p><i>For example, 90,000 people listened only to Station R 6:00-12mn Mon-Fri or 35% of Station R’s audience only listen to Station R during this time period.</i></p>

Below are statistics that are more commonly found when using reach and frequency analyses:

<p><b>Average frequency (effective and exclusive)</b></p>	<p><b>Average frequency:</b> this is the average number of times that a station's listeners may hear an advertisement. Also known as opportunity to hear.</p> <p><i>For example, Station A's audience were exposed to an advertising campaign on average 3.1 times.</i></p> <p>Frequency can either be:</p> <ul style="list-style-type: none"> <li>• <b>Effective:</b> displays the number of times the audience has heard the advertising campaign at least once, at least twice etc. Displayed as 1+, 2+, 3+ etc.</li> <li>• <b>Exclusive:</b> displays the number of times the audience has heard the advertising campaign exactly once, exactly twice, exactly three times. Displayed as 1, 2, 3 etc.</li> </ul>
<p><b>Reach / Cume</b></p>	<p><b>Reach:</b> expresses the total number of different people who may be reached at least once by an advertising schedule, displayed as numbers of people and/or as a percentage of the population group being targeted. Reach is similar to cumulative audience but is usually quoted in the context of an advertising campaign.</p> <p><i>For example, 15 x 30 second commercials placed in Breakfast by Brand A, Mon-Fri, for one week on Station X will reach 312,000 people 25-54, or 30% of all 25-54 year olds.</i></p>
<p><b>Gross impacts</b></p>	<p><b>Gross impacts:</b> Shows the total number of times the advertisement was may have been heard; it measures the weight of a campaign. Each quarter-hour audience figure is added together to create gross impacts, it is a duplicated figure as the listener is likely to hear the spot more than once.</p> <p><i>For example, Station X plays a spot at 6.05 a.m., 7.05 a.m., 10.05 a.m., 1.05 p.m. and 4.05 p.m. If each spot attracts an average audience of 10,000 then the Gross Impacts would be 50,000.</i></p>
<p><b>Cost per thousand or CPM</b></p>	<p><b>Cost per thousand:</b> this is the cost of an advertising campaign or spot, based on the number of times an audience is reached (gross impacts) i.e. how much it costs to achieve 1000 impacts. It does <u>not</u> measure how much it costs to reach 1000 different individuals.</p> <p>CPM is calculated by dividing the cost by the number of gross impacts.</p> <p><i>For example, a five-spot advertising campaign run on Station X is estimated to achieve 853,000 gross impacts. Each spot cost \$500.</i></p> <p><math>CPM = 250/853 = \\$2.90</math></p>

# ACCESSING AND SOURCING THE RADIO RATINGS



Radio Ratings data will be provided by GfK to subscribers under the following conditions:

- Only information generated within GfK Probe or other authorised software is able to be published. It is not to be released or published outside the station or network office to whom it is released.
- The information obtained is only able to be released or published in any form (on-line, facsimile, advertisement, verbal or otherwise) with the consent of GfK.

A particular warning applies with low sample sizes. The minimum “non-tagged” sample size via Radio Insights is 80, with anything below this figure to be tagged with a low sample size warning. This tagging rule shall apply to all published survey data using low sample size audience groups.

The numbers shown under ‘others’ in any market cannot be published as a whole in the public domain or quoted in any way as to infer the performance of a non-subscriber/listed station. The 'Others' group that is reported within the GfK Radio Ratings is composed of all other listening collected within a market, it is all listening to other stations not listed in the official survey result within that market. It is important to note that no individual station's performance is identifiable within this group and as such it is not possible or correct to attribute any trend or result to any individual station.

Any data used in promotional material must be referenced to GfK. The correct format for this referencing is as follows:

GfK Radio Audience Measurement Survey  
Market & Survey name and number  
Audience Grouping (Demographic)  
Daypart and Statistic

For Example:

*GfK Radio Audience Measurement Survey  
Commercial Radio Stations  
Auckland 1/2019  
All 10+  
Sun-Sun 12mn-12mn, Share %*

# HOW THE RATINGS ARE COLLECTED

The radio ratings survey is conducted using a multi-mode methodology, with 80% door-knock recruitment for the paper diary and 20% online recruitment for the e-diary.

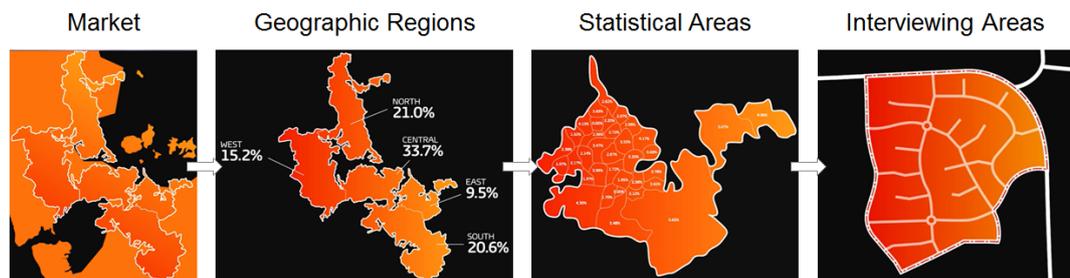
## The sample design and size

### Sample design:

### Paper diary

The paper diary sample is selected using a stratified multistage probability sample, where respondents aged 10 years and over are recruited via household flooding methodology.

Markets are defined by Geographic Regions as determined by The Radio Broadcasters Association. Each market is split into regions which are then further divided into statistical areas (SAs). Census data from Statistics New Zealand is used to calculate the quota of respondents required in each SA to ensure the final sample reflects the total population. Each SA is then split into interviewing areas (IAs), with a detailed map drawn of each IA. Each block within an IA is prescribed a block number. The blocks are numbered using a process called the serpentine curve, and to maintain randomness, each map is assigned a different start block, with each block then worked in order. In order to reach the required sample size, a minimum of 10 diaries per IA are recruited.



Sampling is sequential over time, with up to three calls being made on each selected household, spaced across several survey periods. Interviewers rotate their calls over different times of the day to give full opportunity for all types of households to participate.

### In 2020 the surveys will comprise:

**Metropolitan Markets:** for each survey wave, one-tenth of the IAs are surveyed each week (ten-week wave); this ensures an even spread across the survey wave. Data from two consecutive waves are combined to produce the survey reports, with 4 releases per year.

**Regional Markets:** for each survey wave, one-tenth of the IAs are surveyed in each week, ensuring an even spread across the survey wave. Data from four consecutive waves are combined to produce the survey reports, with 4 releases per year.

**Total New Zealand and Major Markets:** Survey reports are produced using data from 2 waves combined from Auckland, Wellington and Christchurch and the 10 regional markets, with 4 releases per year.

A prize draw incentive of \$1000 per wave is offered for respondents who complete and return a valid radio listening diary.

## Sample design: e-diary

Recruitment of respondents to complete the e-diary is undertaken using online research panels. E-diary respondents make up 20% of the radio ratings sample. Using this method of recruitment allows the pre-screening and selection of respondents to reflect the spread of the population by age and gender and by geographic region within each market, in line with Statistics New Zealand figures.

Each respondent is incentivised to participate using the online panel provider's incentive scheme.

## Sample size: paper and e-diary combined

Minimum effective target samples for each survey report are:

- |                 |  |
|-----------------|--|
| • AUCKLAND      | 2,400 individuals aged 10 years and over.  |
| • WELLINGTON    | 1,500 individuals aged 10 years and over.  |
| • CHRISTCHURCH  | 1,500 individuals aged 10 years and over.  |
| • DUNEDIN       | 800 individuals aged 10 years and over.    |
| • HAWKES BAY    | 800 individuals aged 10 years and over.    |
| • MANAWATU      | 800 individuals aged 10 years and over.    |
| • NELSON        | 800 individuals aged 10 years and over.    |
| • NORTHLAND     | 800 individuals aged 10 years and over.    |
| • ROTORUA       | 800 individuals aged 10 years and over.    |
| • SOUTHLAND     | 800 individuals aged 10 years and over.    |
| • TARANAKI      | 800 individuals aged 10 years and over.    |
| • TAURANGA      | 800 individuals aged 10 years and over.    |
| • WAIKATO       | 800 individuals aged 10 years and over.    |
| • MAJOR MARKETS | 13,400 individuals aged 10 years and over. |
| • TOTAL NZ      | 14,200 individuals aged 10 years and over. |

## The paper diary, placement, and collection

### Paper diary design: metropolitan and regional markets

A GfK sticker diary is used by 80% of respondents, across both metropolitan and major regional markets. Each diary contains space for the respondent to record their radio listening for a week, running Sunday to Saturday.

In the sticker diary, each column heading is blank and a separate sheet is supplied with stickers bearing the names of each radio station that can be received in the market (a separate sticker per station). The respondent selects stickers for the station(s) they listen to, and places them on the blank column headings. Those column(s) are then used to record all listening to the station(s). Blank stickers are provided for the respondent to record listening to any radio station that does not have a pre-printed sticker. Up to seven columns are provided for stickers in each diary, with additional pages provided to record listening if more than seven stations are listened to.

**HOW TO COMPLETE YOUR RADIO LISTENING DIARY**

Remember to lift the flap to show your stations.

Before starting, you must personalise your diary using the station sticker columns. Refer to the inside cover of the diary for full instructions.

**STEP 1: STATION**  
Place a cross (x) next to the time slot in the station column for EVERY quarter hour (where you have listened for 8 minutes or more).  
If you did not listen to the radio at any time during the day or night, then draw a diagonal line through the time slot under the station column and write on the line "No Listening" or "NL".

**PLEASE DON'T FORGET TO COMPLETE EVERYQUARTER HOUR OF EACH DAY FOR THE DURATION OF THE SURVEY**

If you listen to more than seven stations during the week, please go to page 26 of your diary and complete the grid.

**STEP 2: WHEN AND WHERE**  
For each listening instance, place a corresponding cross (x) to indicate WHERE you listened to the radio (At Home, In Car, At Work, or Elsewhere).

**STEP 3: ON**  
For each listening instance, place a cross (x) in the ON column to indicate what device (FM Radio, AM Radio, Mobile Phone, PC/Tablet, TV Smart TV, Other) you used to listen.

The diagram shows a grid with columns for stations (W, B, S) and rows for time slots (12:00-12:30, 12:30-1:00, etc.). It also shows a section for 'WHERE LISTENED' (Home, Car, Work, Other) and 'ON WHAT DEVICE' (FM, AM, Mobile, PC/Tablet, TV, Other).

For each day (midnight to midnight), time is listed in quarter-hours down the page for a 24-hour period, with listening information recorded for each station listened to (for eight minutes or more) by placing crosses in the appropriate squares. There are additional columns provided for the respondent to record their place of listening – at work, at home, in car, or elsewhere; and to record the device they used to listen to the radio – AM radio, FM radio, Mobile phone, PC / Tablet, TV / Smart TV or other.

The diary also contains a two-page lifestyle questionnaire, as well as information about the purpose of the survey and the importance of accurately recording their listening or non-listening behaviour.

## Paper diary placement: face-to-face

Diary placement is made via face-to-face by specially selected and trained interviewers who are managed by Field Supervisors. The remaining 20% of the sample is recruited online for the e-diary.

Household flooding methodology is used requiring diaries to be placed with all people living in the household aged 10 years and over. The interviewer recruits the household through a person living in the household aged 18 years or over and all household recruitment information is recorded electronically via a tablet PC (CAPI).

Each diary owner's name and an identifying person number is recorded on the front cover of their diary, as well as the dates for listening and date the diary will be collected. The interviewer conducts the demonstration with the person at the door and, where possible, the other members of the household. They also explain privacy considerations, the lifestyle questionnaire, and inform respondents that they will be entered in a draw to win a prize for completing the survey.

All calls to establish contact are made on Thursday, Friday, and Saturday, with the time rotated between day, night, and Saturday, according to an established procedure. Each interviewer works through a list of areas in a different order to the previous wave, to ensure the timing of calls at any home alters from wave-to-wave, increasing the contact rate.

If a household declines to participate (e.g., busy/going out) but does not refuse outright, a leaflet is left explaining the purpose of the survey and to reassure the potential respondents that the project is legitimate and worthwhile. These households are contacted again in subsequent waves to attempt to obtain their participation. The leaflets can also be left at unattended homes so that when the interviewer calls back in a future wave the household members are better prepared for recruitment.

## Mid-week calls to respondents

A telephone call is made to the respondent/household on Tuesday or Wednesday during the week of diary completion. The purpose of the mid-week call is to remind the respondent to participate in the survey, enquire whether they require clarification of what they are to do, and to confirm the diary collection day and time.

The mid-week call also offers the opportunity for quality control checks to be made, with respondents asked a series of validation questions about themselves, their household and the interviewer's recruitment process.

# HOW THE RATINGS ARE COLLECTED



## Sunday collection

A telephone call is made on Saturday evening to confirm an approximate time for diary collection and to check that the diary has been completed fully, including the lifestyle questionnaire.

On Sunday at the end of each survey week, the interviewer conducts up to two personal collection visits to the household in an effort to collect and clarify the diary in person. If no-one is at home on the second visit, the interviewer will leave a pre-paid envelope and a thank you card asking for the diaries to be returned by post.

## Paper Diary Data Collation

Once completed diaries are returned to GfK, they are subject to result coding by experienced staff members, independent of field interviewers. A diary may be given one of three codes: usable, nil listening, or unusable.

In-office coding procedures aim to check the consistency of diary records and the coding department will follow up with respondents to clarify information where necessary.

## The e-diary

### E-diary design

The GfK e-diary is designed to replicate the content of the GfK paper diary, with the exception that all stations that are printed on the stickers for the paper diary are pre-listed in the station drop down list for the e-diary and include an option to select “Other”.

The e-diary collects quarter-hour listening data from the respondent for a seven-day period, commencing on a Sunday and finishing on a Saturday.

Respondents can access their e-diary from anywhere using their unique diary login and password. The e-diary can be completed from home using a personal computer or tablet, or on the move using GfK’s mobile diary (m-diary) which can be accessed via any mobile internet browser (e.g., smartphone). Information entered via either the e-diary or m-diary is synchronised so that a respondent who enters listening via their m-diary will see that listening reflected in the e-diary entries.



The e-diary prompts the respondent to enter their listening at a quarter-hour level when they have listened to a station for eight minutes or more. Once the respondent selects a station and quarter-hours of listening, the e-diary then prompts the respondent to complete the place of listening and the device on which they listened.

Once the respondent completes their e-diary, they are asked to complete the lifestyle questionnaire, before finally submitting their diary.

All e-diary data is verified by inbuilt logic checks to ensure that respondents enter all requested information, eliminating the need for further data entry and coding.

## Producing the Radio Ratings

### Data harmonisation

Data from the GfK paper diaries and e-diaries are combined or harmonised via GfK's internal processing systems. Data is processed as a combined file and splits via diary collection method are not released.

### Weighting the sample to create the ratings

The data is weighted to adjust for differences between the achieved survey sample and the population profile of the market being surveyed.

Sample weights are calculated using a rim-weighting methodology, with age, sex and region population benchmarks (as determined by Statistics New Zealand figures), and used to produce estimates for the population aged ten or more in each market.

The weight associated with a respondent is effectively the number of people in the population that person represents. These weights adjust for differences in probabilities of selection and also calibrate the estimates to population benchmarks.

### Error-free data

While every effort is made to ensure the data and reports are accurate and complete, each report is issued subject to any errors and omissions. GfK will take all immediate steps to rectify any inaccuracy or omission.

The Radio Broadcasters Association (RBA) represents the commercial radio industry of New Zealand in matters of a non-competitive nature affecting the industry.

The RBA membership comprises the two Major Networks, NZME and MediaWorks, plus the majority of independent operators.

The RBA represents the commercial industry to its many partners and stakeholders within government, business and the community.

It deals with issues ranging from self-regulation, ownership rules, programming, election programming and advertising issues including liquor, obesity, financial and environmental, copyright and various broadcasting codes.

It oversees industry research matters and runs the New Zealand Radio Awards.

For more information on RBA please visit <http://www.rba.co.nz/>



## The Radio Bureau

The Radio Bureau is unique in that it represents all of the country's radio stations, offering clear, unbiased, professional advice to advertising agencies on the best use of radio.

TRB's planning team use in depth market analysis to deliver optimal results to advertisers. TRB manages the entire process - from brief through to post analysis - ensuring agencies are able to navigate radio as smoothly as possible.

For more information on TRB please visit: <http://www.trb.co.nz/>

