



Growth
from
Knowledge

2021

**RADIO RATINGS
TOOL KIT**

The 2021 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.

Multi-mode survey methodology

To ensure all radio listeners continue to have a voice, we have created more ways of interacting with them:

- 80% recruited face-to-face, completing paper diaries
- 20% recruited online, completing e-diaries

The online recruitment allows for daily checking of sample quotas and compliance. E-diaries can be accessed on computers, tablet PCs, or smartphones.

See the section on 'how the ratings are collected' for further details on the survey methodology.

GfK Probe Radio Ratings Software

GfK have developed GfK Probe, a fast, intuitive and flexible analysis and planning suite.

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.

Probe also offers many additional features such as exclusive reach statistics, station and market profiling, audience duplication, multi-station reach analysis and ebb & flow, which shows the movement of audience between time periods and across stations.

For more information please contact Johan Haupt on 027 5677 333.

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2021 RADIO SURVEY SCHEDULE



Week no	Survey Weeks Sunday - Saturday		Total NZ / All Markets	Commerial Radio Survey Release Dates	Radio New Zealand Survey Release Dates
1	3	Jan 9			
2	Jan 10	16			
3	17	23			
4	24	30			
5	31	Feb 6			
6	Feb 7	13			
7	14	20	*	* Auckland, Northland, Tauranga and Waikato Wave 1 field dates: Sunday February 14th to Saturday April 10th inclusive	
8	21	27			
9	28	Mar 6			
10	Mar 7	13			
11	14	20			
12	21	27			
13	28	Apr 3			
14	Apr 4	10			
15	11	17			
16	18	24			
17	25	May 1			
18	May 2	8		S1 Thur Apr 29	S1 Thur May 6
19	9	15			
20	16	22			
21	23	29			
22	30	Jun 5			
23	Jun 6	12			
24	13	19			
25	20	26			
26	27	Jul 3			
27	Jul 4	10			
28	11	17		S2: Thur Jul 15	S2: Thur Jul 22
29	18	24			
30	25	31			
31	1	Aug 7			
32	Aug 8	14			
33	15	21			
34	22	28			
35	29	Sep 4			
36	Sep 5	11			
37	12	18		S3: Thu Sep 16	S3: Thu Sep 23
38	19	25			
39	26	Oct 2			
40	Oct 3	9			
41	10	16			
42	17	23			
43	24	30			
44	31	Nov 6			
45	Nov 7	13			
46	14	20			
47	21	27		S4: Thu Nov 25	S4: Thu Dec 2
48	28	Dec 4			
49	Dec 5	11			
50	12	18			
51	19	25			
52	26	1			
Easter Weekend					
School Holidays					

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

2021 RADIO REPORTING PERIODS



AUCKLAND* / CHRISTCHURCH / WELLINGTON			
		Commercial Radio	Radio New Zealand
Survey 1	Sept 13 to Nov 14 2020 & Jan 31 to Apr 10 2021	Thu Apr 29	Thu May 6
Survey 2	Jan 31 to Jun 19 2021	Thu Jul 15	Thu Jul 22
Survey 3	Apr 11 to Aug 28 2021	Thu Sep 16	Thu Sep 23
Survey 4	Jun 20 to Nov 6 2021	Thu Nov 25	Thu Dec 2

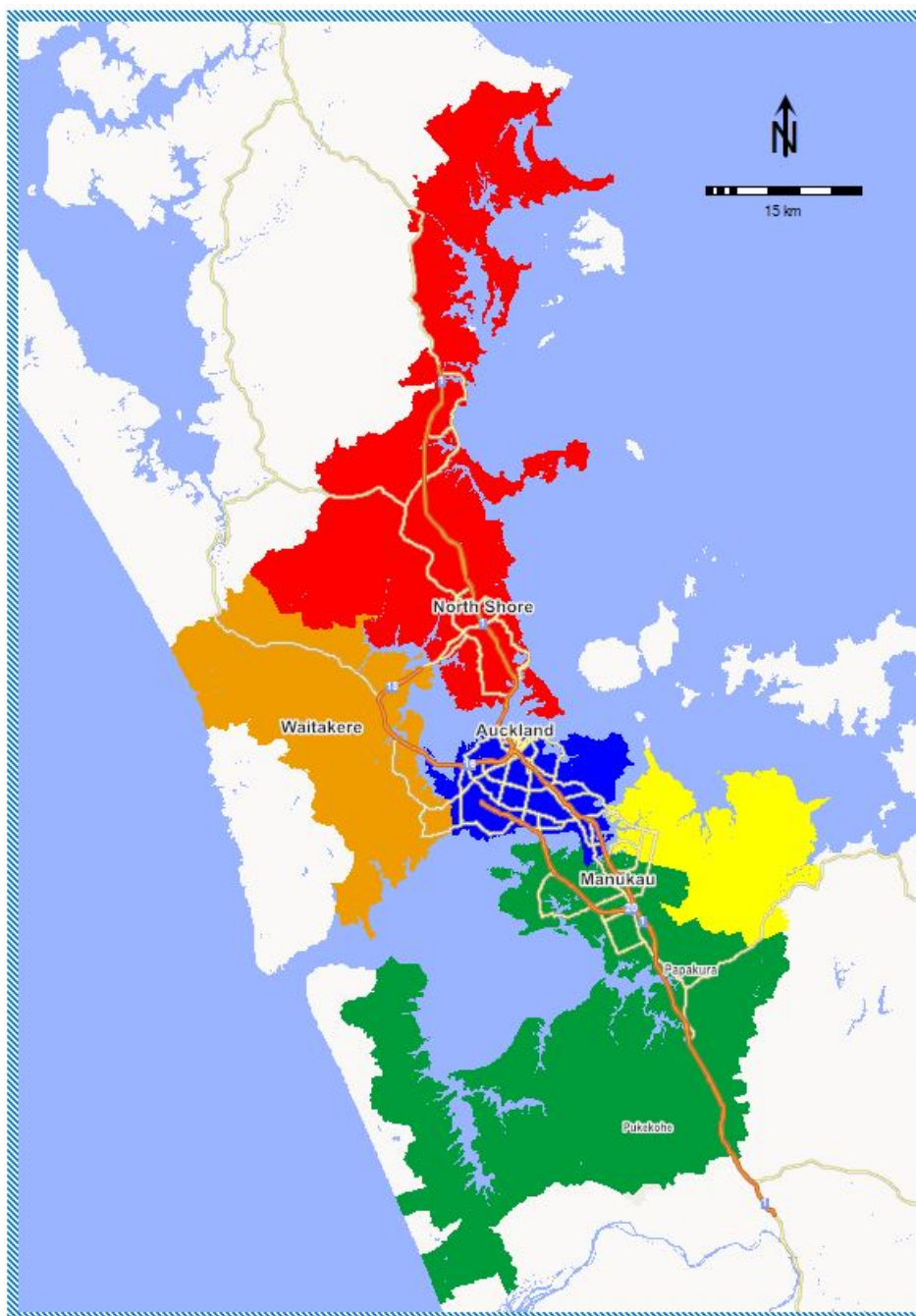
10 INDIVIDUAL REGIONAL MARKETS*			
		Commercial Radio	Radio New Zealand
Survey 1	Jan 19 to Mar 28 2020 & Jul 19 to Nov 14 2020 & Jan 31 to Apr 10 2021	Thu Apr 29	Thu May 6
Survey 2	Jul 19 to Nov 14 2020 & Jan 31 to Jun 19 2021	Thu Jul 15	Thu Jul 22
Survey 3	Sept 13 to Nov 14 2020 & Jan 31 to Aug 28 2021	Thu Sep 16	Thu Sep 23
Survey 4	Jan 31 to Nov 6 2021	Thu Nov 25	Thu Dec 2

TOTAL NEW ZEALAND* / MAJOR MARKETS*			
		Commercial Radio	Radio New Zealand
Survey 1	(A/W/C) Sept 13 to Nov 14 2020 & Jan 31 to Apr 10 2021 (Regional) Jan 19 to Mar 28 2020 & Jul 19 to Nov 14 2020 & Jan 31 to Apr 10 2021	Thu Apr 29	Thu May 6
Survey 2	(A/W/C) Jan 31 to Jun 19 2021 (Regional) Jul 19 to Nov 14 2020 & Jan 31 to Jun 19 2021	Thu Jul 15	Thu Jul 22
Survey 3	(A/W/C) Apr 11 to Aug 28 2021 (Regional) Sept 13 to Nov 14 2020 & Jan 31 to Aug 28 2021	Thu Sep 16	Thu Sep 23
Survey 4	(A/W/C) Jun 20 to Nov 6 2021 (Regional) Jan 31 to Nov 6 2021	Thu Nov 25	Thu Dec 2

*Auckland, Northland, Tauranga and Waikato Wave 1 field dates Feb 14 to Apr 10

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	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Anzac Avenue	2,960	0.18%	Meadowbank West	2,870	0.17%	Point Chevalier West	3,950	0.24%
Auckland-University	95	0.01%	Mission Bay	4,580	0.27%	Point England	5,330	0.32%
Avondale Central (Auckland)	3,360	0.20%	Morningside (Auckland)	4,220	0.25%	Ponsonby East	3,500	0.21%
Avondale North (Auckland)	4,940	0.30%	Mount Albert Central	4,000	0.24%	Ponsonby West	2,420	0.15%
Avondale Rosebank	4,700	0.28%	Mount Albert North	4,260	0.26%	Quay Street-Customs Street	2,480	0.15%
Avondale South (Auckland)	4,640	0.28%	Mount Albert South	2,580	0.15%	Queen Street	2,490	0.15%
Avondale West (Auckland)	4,500	0.27%	Mount Albert West	2,770	0.17%	Queen Street South West	1,955	0.12%
Balmoral	3,370	0.20%	Mount Eden East	3,040	0.18%	Remuera Abbotts Park	3,960	0.24%
Blockhouse Bay East	2,610	0.16%	Mount Eden North	3,680	0.22%	Remuera East	2,770	0.17%
Blockhouse Bay North	4,260	0.26%	Mount Eden North East	1,295	0.08%	Remuera North	3,720	0.22%
Blockhouse Bay North East	2,340	0.14%	Mount Eden South	4,050	0.24%	Remuera South	4,070	0.24%
Blockhouse Bay South	4,460	0.27%	Mount Eden West	3,470	0.21%	Remuera Waiata	2,860	0.17%
Eden Park	1,770	0.11%	Mount Roskill Central North	3,610	0.22%	Remuera Waiatarua	2,500	0.15%
Eden Terrace	4,490	0.27%	Mount Roskill Central South	2,610	0.16%	Remuera Waitaramoa	4,040	0.24%
Eden Valley	2,340	0.14%	Mount Roskill North	4,070	0.24%	Remuera West	2,920	0.18%
Ellerslie Central	3,520	0.21%	Mount Roskill South	3,340	0.20%	Rosebank Peninsula	35	0.00%
Ellerslie East	3,300	0.20%	Mount Roskill White Swan	4,960	0.30%	Royal Oak East (Auckland)	2,980	0.18%
Ellerslie South	2,790	0.17%	Mount St John	3,610	0.22%	Royal Oak West (Auckland)	2,790	0.17%
Ellerslie West	170	0.01%	Mount Wellington Central	5,380	0.32%	Saint Heliers North	4,140	0.25%
Epsom Central-North	4,110	0.25%	Mount Wellington East	3,000	0.18%	Saint Heliers South	4,180	0.25%
Epsom Central-South	4,070	0.24%	Mount Wellington Ferndale	4,570	0.27%	Saint Heliers West	3,600	0.22%
Epsom East	2,350	0.14%	Mount Wellington Industrial	35	0.00%	Saint Johns East	3,180	0.19%
Epsom North	3,590	0.22%	Mount Wellington North East	2,180	0.13%	Saint Johns West	3,150	0.19%
Epsom South	2,330	0.14%	Mount Wellington North West	3,000	0.18%	Saint Marys Bay	2,242	0.13%
Freemans Bay	4,570	0.27%	Mount Wellington South East	3,090	0.19%	Sandringham Central	2,630	0.16%
Glen Innes East-Wai O Taiki Bay	3,750	0.22%	Mount Wellington South West	2,700	0.16%	Sandringham East	3,660	0.22%
Glen Innes West	5,020	0.30%	Mount Wellington West	3,170	0.19%	Sandringham North	4,200	0.25%
Glenavon	3,190	0.19%	New Windsor North	3,520	0.21%	Sandringham West	2,510	0.15%
Glendowie North	4,510	0.27%	New Windsor South	4,820	0.29%	Shortland Street	1,975	0.12%
Glendowie South	4,650	0.28%	Newmarket	4,250	0.25%	St Lukes	2,540	0.15%
Grafton	1,700	0.10%	One Tree Hill	4,810	0.29%	Stonefields East	2,210	0.13%
Greenlane North	4,600	0.28%	Onehunga Central	3,500	0.21%	Stonefields West	2,150	0.13%
Greenlane South	3,870	0.23%	Onehunga North	4,080	0.24%	Sylvia Park	140	0.01%
Grey Lynn Central	3,740	0.22%	Onehunga West	4,030	0.24%	Symonds Street East	2,200	0.13%
Grey Lynn East	2,020	0.12%	Onehunga-Te Papapa Industrial	1,100	0.07%	Symonds Street North West	3,560	0.21%
Grey Lynn North	3,160	0.19%	Orakei East	3,010	0.18%	Symonds Street West	3,400	0.20%

Auckland Statistical Areas



1. Auckland Central

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Grey Lynn West	3,320	0.20%	Orakei West	2,890	0.17%	Tamaki	4,790	0.29%
Herne Bay	3,100	0.19%	Oranga	3,360	0.20%	Te Papapa	3,380	0.20%
Hillsborough East (Auckland)	2,670	0.16%	Ōtāhuhu Central	1,835	0.11%	The Strand	1,405	0.08%
Hillsborough North (Auckland)	3,950	0.24%	Ōtāhuhu East	2,620	0.16%	Three Kings East	1,400	0.08%
Hillsborough South (Auckland)	2,860	0.17%	Ōtāhuhu North	4,290	0.26%	Three Kings West	2,430	0.15%
Hillsborough West (Auckland)	3,910	0.23%	Ōtāhuhu South	3,970	0.24%	Victoria Park	3,120	0.19%
Hobson Ridge Central	4,190	0.25%	Ōtāhuhu South West	4,190	0.25%	Waikowhai North	3,700	0.22%
Hobson Ridge North	2,630	0.16%	Ōwairaka East	2,160	0.13%	Waikowhai South	2,210	0.13%
Hobson Ridge South	2,180	0.13%	Ōwairaka West	3,850	0.23%	Waterview	3,690	0.22%
Karangahape	2,560	0.15%	Panmure East	3,750	0.22%	Wesley East	2,300	0.14%
Kingsland	3,650	0.22%	Panmure Glen Innes Industrial	375	0.02%	Wesley South	50	0.00%
Kohimarama	4,500	0.27%	Panmure West	270	0.02%	Wesley West	3,670	0.22%
Lynfield North	3,790	0.23%	Parnell East	3,480	0.21%	Westmere North	2,350	0.14%
Lynfield South	4,780	0.29%	Parnell West	4,480	0.27%	Westmere South-Western Springs	3,180	0.19%
Maungawhau	3,150	0.19%	Penrose	920	0.06%	Wynyard-Viaduct	1,148	0.07%
Meadowbank East	2,700	0.16%	Point Chevalier East	4,810	0.29%	1. Auckland Central	491,555	29.49%

2. Auckland East

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Baverstock	4,390	0.26%	East Tamaki Heights	2,990	0.18%	Northpark North	3,090	0.19%
Botany Downs East	2,430	0.15%	Eastern Beach	2,270	0.14%	Northpark South	2,260	0.14%
Botany Downs West	2,880	0.17%	Farm Cove	2,730	0.16%	Pakuranga Central	3,720	0.22%
Botany East	2,030	0.12%	Golflands	2,570	0.15%	Pakuranga Heights East	3,300	0.20%
Botany Junction	6	0.00%	Half Moon Bay North East	2,270	0.14%	Pakuranga Heights North West	2,990	0.18%
Botany North	2,570	0.15%	Half Moon Bay South East	3,360	0.20%	Pakuranga Heights South West	3,770	0.23%
Botany South	3,080	0.18%	Half Moon Bay West	2,950	0.18%	Pakuranga West	4,680	0.28%
Bucklands Beach Central	1,955	0.12%	Highland Park (Auckland)	4,740	0.28%	Redcastle	2,640	0.16%
Bucklands Beach North	3,100	0.19%	Howick Central	3,550	0.21%	Shelly Park	2,980	0.18%
Bucklands Beach South	4,490	0.27%	Howick East	3,810	0.23%	Somerville	4,740	0.28%
Burswood	1,825	0.11%	Howick West	4,310	0.26%	Sunkist Bay	3,340	0.20%
Clevedon	1,044	0.06%	Huntington Park	1,920	0.12%	Sunnyhills East	3,630	0.22%
Cockle Bay	4,370	0.26%	Kawakawa Bay-Orere	261	0.02%	Sunnyhills West-Pakuranga North	3,600	0.22%
Dannemora North	2,620	0.16%	Maraetai	2,500	0.15%	Te Puru	3,770	0.23%

2. Auckland East

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Dannemora South	2,890	0.17%	Mellons Bay	4,220	0.25%	Turanga	3,250	0.19%
East Tamaki	365	0.02%	Mission Heights North	3,700	0.22%	Tuscany Heights	1,632	0.10%
						2. Auckland East	141,588	8.49%

3. Auckland North

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Akoranga	1,175	0.07%	Glenfield South West	4,370	0.26%	Pinehill	4,780	0.29%
Albany Central	790	0.05%	Glenfield West	3,300	0.20%	Puhoi Valley	792	0.05%
Albany Heights	3,770	0.23%	Greenhithe East	3,300	0.20%	Red Beach East	4,190	0.25%
Albany South	3,630	0.22%	Greenhithe South	2,160	0.13%	Red Beach West	2,640	0.16%
Albany West	2,850	0.17%	Greenhithe West	3,590	0.22%	Rothsay Bay	3,050	0.18%
Algies Bay-Scotts Landing	1,175	0.07%	Gulf Harbour North	3,120	0.19%	Sandspit	1,025	0.06%
Army Bay	1,645	0.10%	Gulf Harbour South	2,980	0.18%	Schnapper Rock	4,260	0.26%
Awaruku	4,670	0.28%	Hatfields Beach	1,630	0.10%	Silverdale Central (Auckland)	365	0.02%
Bayswater	2,874	0.17%	Hauraki	4,280	0.26%	Silverdale South (Auckland)	2,110	0.13%
Bayview East	3,890	0.23%	Helensville Rural	110	0.01%	Snells Beach	3,680	0.22%
Bayview South	3,250	0.19%	Hillcrest East (Auckland)	4,150	0.25%	Stanley Point	1,980	0.12%
Bayview West	2,460	0.15%	Hillcrest North (Auckland)	3,650	0.22%	Stanmore Bay East	2,900	0.17%
Beach Haven East	4,170	0.25%	Hillcrest West (Auckland)	3,490	0.21%	Stanmore Bay West	2,830	0.17%
Beach Haven South	3,250	0.19%	Kingsway	2,330	0.14%	Sunnynook North	3,050	0.18%
Beach Haven West	3,590	0.22%	Kumeu Rural West	371	0.02%	Sunnynook South	2,920	0.18%
Belmont (Auckland)	3,110	0.19%	Long Bay	2,270	0.14%	Takapuna Central	2,610	0.16%
Birkdale North	4,420	0.27%	Mairangi Bay North	3,140	0.19%	Takapuna South	1,515	0.09%
Birkdale South	5,010	0.30%	Mairangi Bay South	2,890	0.17%	Takapuna West	5,030	0.30%
Birkenhead North	3,000	0.18%	Manly East	3,690	0.22%	Taupaki	86	0.01%
Birkenhead South	3,180	0.19%	Manly West	2,460	0.15%	Tawharanui Peninsula	2,110	0.13%
Birkenhead West	5,080	0.30%	Milford Central	1,940	0.12%	Tindalls-Matakatia	2,160	0.13%
Browns Bay Central	3,010	0.18%	Milford West	3,280	0.20%	Torbay	4,550	0.27%
Browns Bay South East	3,130	0.19%	Millwater North	4,190	0.25%	Totara Vale North	3,460	0.21%
Browns Bay South West	4,500	0.27%	Millwater South	3,830	0.23%	Totara Vale South	4,180	0.25%
Campbells Bay	2,980	0.18%	Muriwai	1,310	0.08%	Unsworth Heights East	3,890	0.23%
Cape Rodney	1,260	0.08%	Muriwai Valley-Bethells Beach	677	0.04%	Unsworth Heights West	2,430	0.15%
Castor Bay	4,720	0.28%	Murrays Bay East	2,270	0.14%	Vipond	3,010	0.18%
Chatswood	3,630	0.22%	Murrays Bay West	2,760	0.17%	Waiake	4,070	0.24%
Cheltenham	1,980	0.12%	Narrow Neck	4,260	0.26%	Waikoukou Valley	1,262	0.08%
Coatesville	2,420	0.15%	North Harbour	800	0.05%	Waimauku	202	0.01%

Auckland Statistical Areas



3. Auckland North

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Dairy Flat North	1,955	0.12%	Northcote Central (Auckland)	2,560	0.15%	Wainui-Waiwera	1,569	0.09%
Dairy Flat South	1,710	0.10%	Northcote Point (Auckland)	3,330	0.20%	Waipatukahu	1,570	0.09%
Dairy Flat West	1,545	0.09%	Northcote South (Auckland)	2,750	0.16%	Wairau Valley	230	0.01%
Devonport	3,360	0.20%	Northcote Tuff Crater	2,370	0.14%	Waitakere Ranges North	426	0.03%
Dome Valley-Matakana	1,374	0.08%	Northcross	3,440	0.21%	Waitoki	1,466	0.09%
Fairview Heights	4,420	0.27%	Okura Bush	1,430	0.09%	Warkworth East	3,510	0.21%
Forrest Hill East	3,690	0.22%	Orewa Central	3,370	0.20%	Warkworth West	2,265	0.14%
Forrest Hill North	2,630	0.16%	Orewa North	4,290	0.26%	Westlake	3,020	0.18%
Forrest Hill West	4,230	0.25%	Orewa South	3,400	0.20%	Whangaparāoa Central	4,260	0.26%
Glamorgan	3,470	0.21%	Oteha East	3,430	0.21%	Windsor Park	1,715	0.10%
Glenfield Central	4,370	0.26%	Oteha West	2,140	0.13%	3. Auckland North	353,374	21.20%
Glenfield East	2,530	0.15%	Paremoremo East	2,370	0.14%			
Glenfield North	3,740	0.22%	Paremoremo West	1,085	0.07%			

4. Auckland South

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aka Aka	517	0.03%	Karaka Lakes	2,650	0.16%	Papatoetoe South West	4,140	0.25%
Alfriston	3,980	0.24%	Kawakawa Bay-Orere	140	0.01%	Papatoetoe West	5,370	0.32%
Anselmi Ridge	2,520	0.15%	Kendallvale	1,105	0.07%	Patumāhoe	2,490	0.15%
Aorere Central	2,160	0.13%	Kingseat-Karaka	3,110	0.19%	Patumāhoe Rural	2,490	0.15%
Aorere North	1,770	0.11%	Leabank	4,750	0.28%	Puhinui East	2,940	0.18%
Aorere South	5,380	0.32%	Māngere Bridge	3,250	0.19%	Puhinui North	4,270	0.26%
Ardmore	1,455	0.09%	Māngere Bridge Ambury	3,620	0.22%	Puhinui South	2,740	0.16%
Auckland Airport	670	0.04%	Māngere Central	3,900	0.23%	Pukekohe Central	405	0.02%
Āwhitu	2,847	0.17%	Māngere East	4,320	0.26%	Pukekohe Hospital	1,740	0.10%
Bombay Hills	1,811	0.11%	Māngere Mascot	3,940	0.24%	Pukekohe North West	5,030	0.30%
Botany Junction	184	0.01%	Māngere Mountain View	4,160	0.25%	Pukekohe West	6,350	0.38%
Buckland	1,215	0.07%	Māngere North	3,000	0.18%	Puni	1,644	0.10%
Burbank	4,370	0.26%	Māngere South	3,830	0.23%	Ramarama	2,160	0.13%
Cape Hill	1,655	0.10%	Māngere South East	4,050	0.24%	Randwick Park East	2,780	0.17%
Chapel Downs	3,680	0.22%	Māngere West	4,710	0.28%	Randwick Park West	3,930	0.24%
Clarks Beach	1,520	0.09%	Manukau Central	965	0.06%	Red Hill	2,960	0.18%
Clendon Park East	2,520	0.15%	Manurewa Central	4,050	0.24%	Rongomai East	2,450	0.15%
Clendon Park North	3,650	0.22%	Manurewa East	3,190	0.19%	Rongomai West	2,630	0.16%
Clendon Park West	3,550	0.21%	Manurewa South	4,470	0.27%	Rooseville Park	2,740	0.16%

4. Auckland South

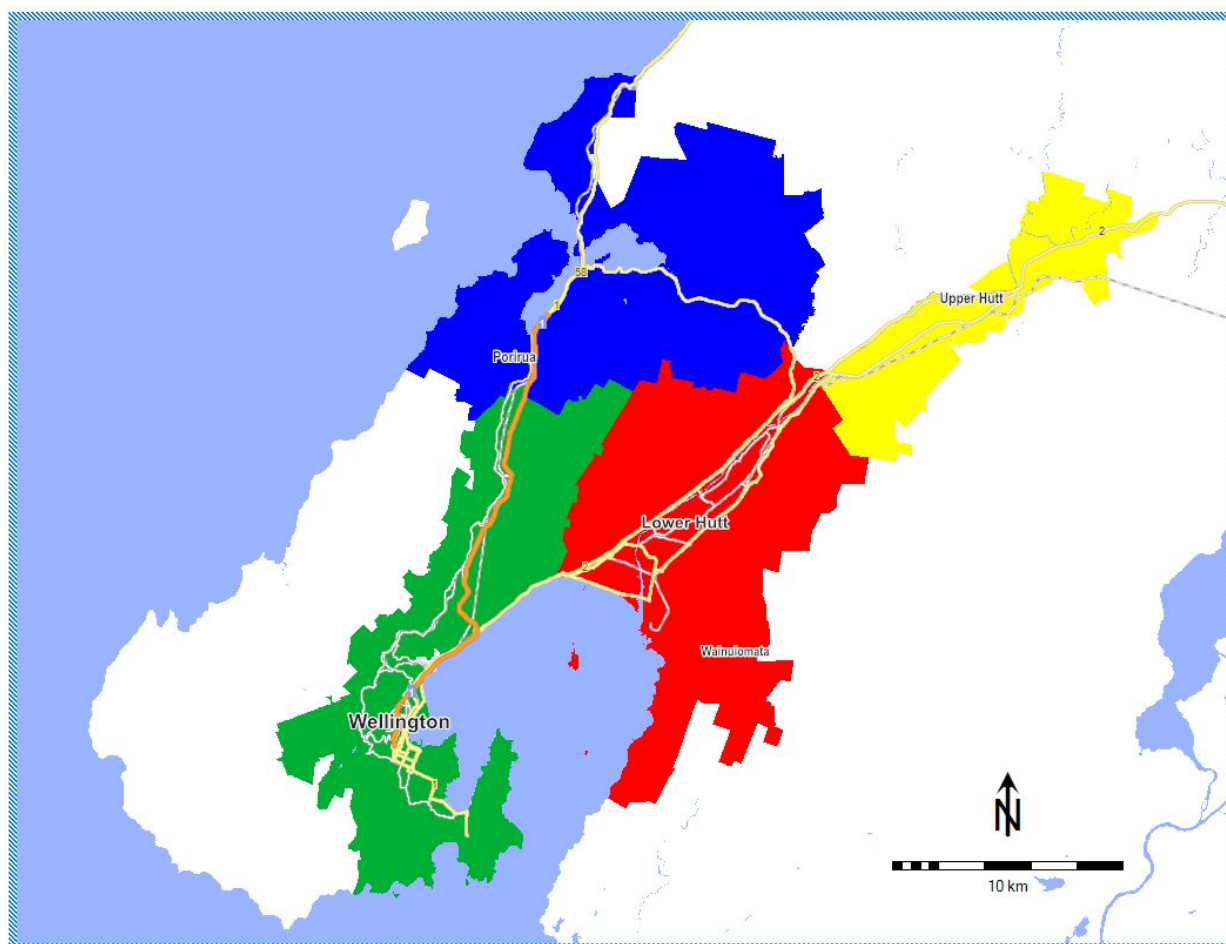
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Clevedon	222	0.01%	Massey Road North	3,470	0.21%	Rosa Birch Park	2,060	0.12%
Clover Park North	5,050	0.30%	Massey Road South	1,830	0.11%	Rosehill	4,340	0.26%
Clover Park South	4,680	0.28%	Massey Road West	4,020	0.24%	Rowandale East	4,260	0.26%
Cloverlea (Auckland)	2,580	0.15%	Middlemore	5	0.00%	Rowandale West	3,790	0.23%
Conifer Grove East	2,380	0.14%	Mission Heights South	3,440	0.21%	Sutton Park	4,130	0.25%
Conifer Grove West	2,690	0.16%	Ōpaheke	3,050	0.18%	Takanini Central	1,175	0.07%
Dingwall	3,730	0.22%	Ormiston East	2,460	0.15%	Takanini Industrial	5	0.00%
Donegal Park	3,790	0.23%	Ormiston North	2,520	0.15%	Takanini North	2,680	0.16%
Drury	1,270	0.08%	Ormiston South	6,730	0.40%	Takanini South	6,500	0.39%
Drury Rural	2,920	0.18%	Ōtāhuhu Industrial	105	0.01%	Takanini South East	2,440	0.15%
Favona East	4,130	0.25%	Ōtara Central	2,920	0.18%	Takanini West	3,230	0.19%
Favona North	2,960	0.18%	Ōtara East	4,280	0.26%	Tamakae	2,560	0.15%
Favona West	3,510	0.21%	Ōtara South	4,160	0.25%	The Gardens (Auckland)	4,130	0.25%
Ferguson	4,710	0.28%	Ōtara West	3,640	0.22%	Totara Heights	3,120	0.19%
Glenbrook	2,360	0.14%	Pahurehure	3,450	0.21%	Tuakau Rural	450	0.03%
Goodwood Heights	4,750	0.28%	Papakura Central	3,540	0.21%	Tuscany Heights	138	0.01%
Grange	2,630	0.16%	Papakura East	3,480	0.21%	Waiuku Central	1,405	0.08%
Hamilton Estate	2,660	0.16%	Papakura Industrial	320	0.02%	Waiuku East	1,905	0.11%
Harania North	4,070	0.24%	Papakura Kelvin	5,040	0.30%	Wattle Downs East	2,280	0.14%
Harania South	3,650	0.22%	Papakura Massey Park	3,100	0.19%	Wattle Downs North	2,660	0.16%
Hillpark North	2,700	0.16%	Papakura North	4,680	0.28%	Wattle Downs West	3,940	0.24%
Hillpark South	3,750	0.22%	Papakura North East	3,210	0.19%	Weymouth East	4,210	0.25%
Hilltop (Auckland)	4,010	0.24%	Papakura West	1,835	0.11%	Weymouth North	5,410	0.32%
Hingaia	2,420	0.15%	Papatoetoe Central	5,740	0.34%	Weymouth South	3,860	0.23%
Homai East	3,920	0.24%	Papatoetoe East	4,880	0.29%	Wiri East	4,980	0.30%
Homai West	5,550	0.33%	Papatoetoe North	5,480	0.33%	Wiri West	1,300	0.08%
Karaka Creek	1,635	0.10%	Papatoetoe South	4,390	0.26%	4. Auckland South	425,383	25.52%

5. Auckland West

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Birdwood West	665	0.04%	Kumeu Rural West	1,334	0.08%	Swanson Rural	2,410	0.14%
Fruitvale	3,170	0.19%	Kumeu-Huapai	4,690	0.28%	Taupaki	1,639	0.10%
Glen Eden Central	4,020	0.24%	Laingholm	2,440	0.15%	Te Atatū Peninsula Central	3,670	0.22%
Glen Eden North	2,670	0.16%	Massey Central	3,740	0.22%	Te Atatū Peninsula East	2,990	0.18%
Glen Eden Rosier	3,770	0.23%	Massey East	3,820	0.23%	Te Atatū Peninsula North West	3,520	0.21%
Glen Eden West	4,030	0.24%	Massey Royal Road West	3,260	0.20%	Te Atatū Peninsula West	4,000	0.24%
Glen Eden Woodglen	4,470	0.27%	Massey South	4,900	0.29%	Te Atatū South-Central	4,590	0.28%

5. Auckland West								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Glendene North	5,090	0.31%	Massey West	1,755	0.11%	Te Atatū South-Edmonton	4,000	0.24%
Glendene South	3,090	0.19%	McLaren Park	4,690	0.28%	Te Atatū South-McLeod North	3,700	0.22%
Green Bay North	1,895	0.11%	New Lynn Central	610	0.04%	Te Atatū South-McLeod South	4,030	0.24%
Green Bay South	3,030	0.18%	New Lynn Central South	3,000	0.18%	Titirangi South	4,150	0.25%
Henderson Central	1,365	0.08%	New Lynn North	3,700	0.22%	Waiatarua	2,220	0.13%
Henderson East	3,080	0.18%	New Lynn North West	3,680	0.22%	Waikoukou Valley	410	0.02%
Henderson Larnoch	4,580	0.27%	New Lynn Seabrook	3,100	0.19%	Waimauku	1,193	0.07%
Henderson Lincoln East	150	0.01%	New Lynn South	5,070	0.30%	Waima-Woodlands Park	2,750	0.16%
Henderson Lincoln South	2,770	0.17%	Oratia	2,230	0.13%	Waitakere	2,030	0.12%
Henderson Lincoln West	3,520	0.21%	Rānui Domain	3,790	0.23%	Waitakere Ranges South	792	0.05%
Henderson North	4,310	0.26%	Rānui North	4,390	0.26%	West Harbour Clearwater Cove	4,503	0.27%
Henderson North East	2,770	0.17%	Rānui South East	3,220	0.19%	West Harbour Luckens Point	2,810	0.17%
Henderson Valley	1,475	0.09%	Rānui South West	2,950	0.18%	West Harbour West	4,560	0.27%
Henderson Valley Park	2,140	0.13%	Riverhead	3,280	0.20%	West Lynn	3,380	0.20%
Hobsonville	1,295	0.08%	Royal Heights North	3,840	0.23%	Western Heights (Auckland)	4,760	0.29%
Hobsonville Point	6,930	0.42%	Royal Heights South	4,050	0.24%	Westgate Central	10	0.00%
Kaurilands	3,270	0.20%	Summerland North	2,690	0.16%	Westgate South	2,280	0.14%
Kelston North	3,000	0.18%	Summerland South	3,370	0.20%	Whenuapai	4,640	0.28%
Kelston South	2,770	0.17%	Sunnyvale East	5,190	0.31%	5. Auckland West	254,971	15.30%
Konini	3,650	0.22%	Sunnyvale West-Parrs Park	2,780	0.17%			
Kumeu Rural East	2,630	0.16%	Swanson	2,760	0.17%			

WELLINGTON



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

Wellington Statistical Areas



1. Porirua								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aotea	3,720	0.87%	Onepoto	1,990	0.46%	Postgate	2,930	0.68%
Ascot Park	3,060	0.71%	Paekākāriki Hill	365	0.09%	Pukerua Bay	2,050	0.48%
Camborne	2,080	0.48%	Papakōwhai	2,330	0.54%	Ranui Heights	1,385	0.32%
Cannons Creek East	4,190	0.98%	Paremata	2,570	0.60%	Titahi Bay North	2,890	0.67%
Cannons Creek North	3,730	0.87%	Pāutahanui	1,005	0.23%	Titahi Bay South	3,970	0.93%
Cannons Creek South	1,720	0.40%	Plimmerton	2,200	0.51%	Waitangirua	4,750	1.11%
Elsdon - Takapuwhia	2,610	0.61%	Porirua Central	365	0.09%	Whitby	3,130	0.73%
Endeavour	5,430	1.27%	Porirua East	2,410	0.56%	1. Porirua	60,880	14.19%

2. Upper Hutt								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Birchville-Brown Owl	3,710	0.86%	Mangaroa	229	0.05%	Totara Park	3,000	0.70%
Brentwood (Upper Hutt City)	2,460	0.57%	Maoribank	3,530	0.82%	Trentham North	3,310	0.77%
Clouston Park	2,380	0.55%	Pinehaven	2,070	0.48%	Trentham South	2,480	0.58%
Ebdentown	2,600	0.61%	Poets Block	2,640	0.62%	Upper Hutt Central	670	0.16%
Elderslea	3,440	0.80%	Silverstream (Upper Hutt City)	3,620	0.84%	Wallaceville	2,530	0.59%
Heretaunga	2,530	0.59%	Te Marua	1,030	0.24%	2. Upper Hutt	42,229	9.84%

3. Lower Hutt								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Alicetown-Melling	2,970	0.69%	Homedale West	2,800	0.65%	Petone East	4,130	0.96%
Arakura	3,070	0.72%	Hutt Central North	1,045	0.24%	Petone Esplanade	2,830	0.66%
Avalon East	2,620	0.61%	Hutt Central South	3,240	0.75%	Stokes Valley Central	2,210	0.51%
Avalon West	2,640	0.62%	Kelson	2,970	0.69%	Stokes Valley North	3,570	0.83%
Belmont (Lower Hutt City)	2,920	0.68%	Korokoro	1,590	0.37%	Taita North	3,320	0.77%
Belmont Park	340	0.08%	Manor Park	405	0.09%	Taita South	3,280	0.76%
Boulcott	2,720	0.63%	Manuka	1,840	0.43%	Tirohanga	1,340	0.31%
Delaney	2,800	0.65%	Maungaraki	4,220	0.98%	Towai	0	0.00%
Eastbourne	2,710	0.63%	Moera	1,785	0.42%	Wainuiomata Central	1,910	0.45%
Eastern Bays	2,140	0.50%	Naenae Central	3,840	0.89%	Wainuiomata West	3,850	0.90%
Epuni East	3,110	0.72%	Naenae North	2,750	0.64%	Waiwhetu	4,720	1.10%
Epuni West	3,400	0.79%	Naenae South	2,940	0.69%	Waterloo East	3,260	0.76%
Glendale	4,320	1.01%	Normandale	2,130	0.50%	Waterloo West	2,440	0.57%

Wellington Statistical Areas



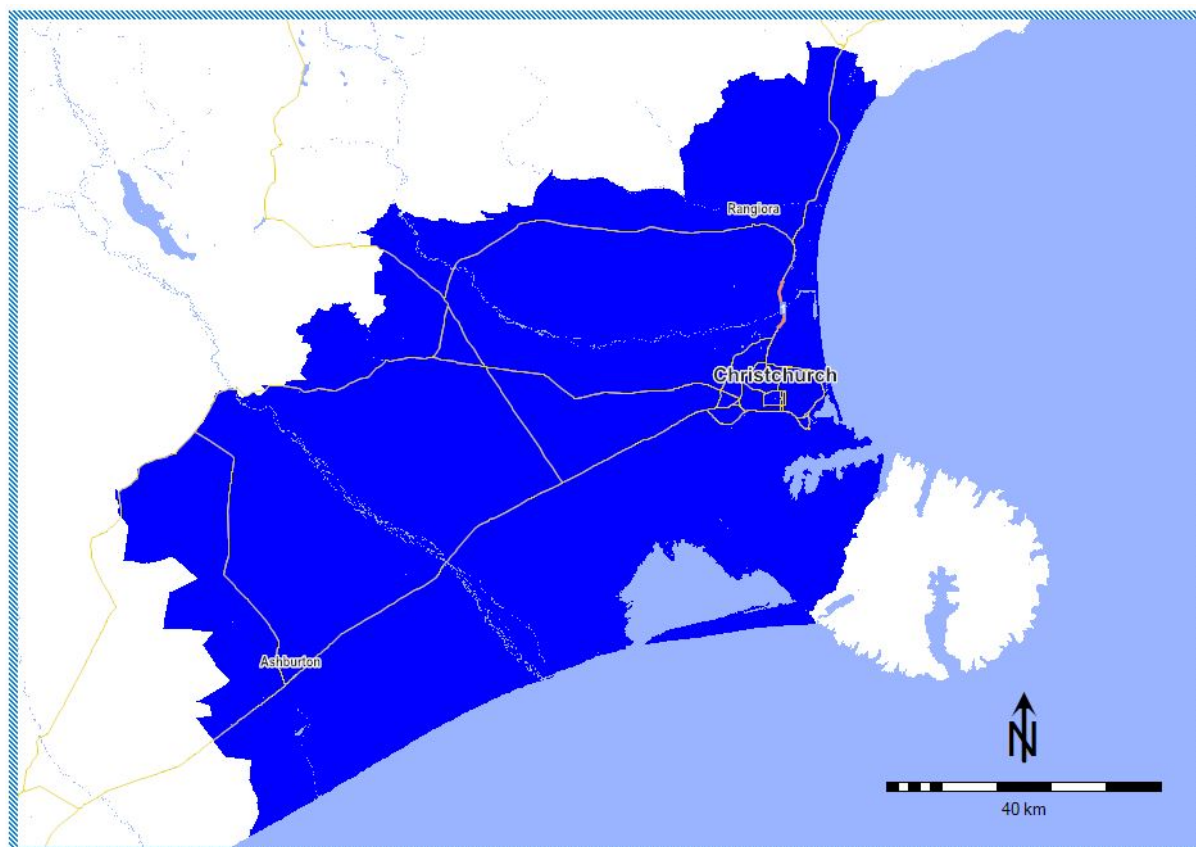
3. Lower Hutt

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Gracefield	320	0.07%	Pencarrow	675	0.16%	Woburn	1,845	0.43%
Homedale East	3,230	0.75%	Petone Central	1,065	0.25%	3. Lower Hutt	111,310	25.94%

4. Wellington City

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aro Valley	4,080	0.95%	Karori South	4,660	1.09%	Northland (Wellington City)	3,730	0.87%
Berhampore	3,970	0.93%	Kelburn	2,270	0.53%	Onslow	1,900	0.44%
Broadmeadows	1,715	0.40%	Khandallah North	2,800	0.65%	Oriental Bay	1,475	0.34%
Brooklyn East	2,780	0.65%	Khandallah Reserve	2,070	0.48%	Ōwhiro Bay	2,090	0.49%
Brooklyn North	2,300	0.54%	Khandallah South	2,030	0.47%	Paparangi	3,020	0.70%
Brooklyn South	1,880	0.44%	Kilbirnie Central	2,790	0.65%	Pipitea-Kaiwharawhara	764	0.18%
Churton Park North	4,320	1.01%	Kilbirnie East	2,200	0.51%	Rongotai	5	0.00%
Churton Park South	3,510	0.82%	Kingston-Mornington-Vogeltown	3,320	0.77%	Roseneath	1,875	0.44%
Courtenay	2,133	0.50%	Linden	3,420	0.80%	Seatoun	2,420	0.56%
Crofton Downs	1,635	0.38%	Lyll Bay	2,760	0.64%	Southgate	1,185	0.28%
Dixon Street	5,640	1.31%	Mākara-Ohariu	937	0.22%	Strathmore (Wellington City)	3,960	0.92%
Evans Bay	1,195	0.28%	Maupuia	1,600	0.37%	Takapu-Horokiwi	285	0.07%
Grenada North	2,370	0.55%	Melrose	1,370	0.32%	Tawa Central	2,730	0.64%
Grenada Village	1,850	0.43%	Miramar Central	2,050	0.48%	Tawa North	3,390	0.79%
Hataitai North	4,210	0.98%	Miramar East	3,090	0.72%	Tawa South	3,500	0.82%
Hataitai South	1,535	0.36%	Miramar North	1,385	0.32%	Thorndon	4,300	1.00%
Houghton Bay	1,740	0.41%	Miramar South	3,560	0.83%	Vivian East	2,740	0.64%
Island Bay East	3,670	0.86%	Mount Cook East	2,920	0.68%	Vivian West	3,900	0.91%
Island Bay West	3,510	0.82%	Mount Cook West	4,590	1.07%	Wadestown	3,930	0.92%
Johnsonville Central	3,160	0.74%	Mount Victoria	4,840	1.13%	Wellington Botanic Gardens	1,200	0.28%
Johnsonville North	3,450	0.80%	Newlands North	4,220	0.98%	Wellington Central	3,310	0.77%
Johnsonville South	1,830	0.43%	Newlands South	4,340	1.01%	Wellington University	1,610	0.38%
Johnsonville West	3,530	0.82%	Newtown North	2,090	0.49%	Wilton	2,310	0.54%
Karaka Bay-Worser Bay	1,550	0.36%	Newtown South	4,030	0.94%	Woodridge	1,835	0.43%
Karori East	3,500	0.82%	Newtown West	3,690	0.86%	4. Wellington City	214,739	50.04%
Karori North	2,630	0.61%	Ngaio North	2,650	0.62%			
Karori Park	4,800	1.12%	Ngaio South	3,100	0.72%			

CHRISTCHURCH



Christchurch Regions	
	Christchurch

Christchurch Statistical Areas



1. Christchurch								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Addington East	3,190	0.57%	Halswell West	4,190	0.75%	Rangiora South East	2,630	0.47%
Addington North	5	0.00%	Hampstead	3,070	0.55%	Rangiora South West	2,460	0.44%
Addington West	2,670	0.48%	Harewood	1,410	0.25%	Rawhiti	2,900	0.52%
Aidanfield	4,050	0.73%	Hawthornden	2,660	0.48%	Redcliffs	2,030	0.36%
Allenton East	2,140	0.38%	Heathcote Valley	2,340	0.42%	Redwood East	3,290	0.59%
Allenton North	2,610	0.47%	Hei Hei	3,630	0.65%	Redwood North	2,810	0.50%
Allenton South	2,160	0.39%	Hillmorton	2,950	0.53%	Redwood West	2,300	0.41%
Amberley	2,230	0.40%	Hillsborough (Christchurch City)	2,470	0.44%	Regents Park	1,485	0.27%
Aranui	4,520	0.81%	Holmwood	2,230	0.40%	Riccarton Central	20	0.00%
Ashburton Central	145	0.03%	Hoon Hay East	3,340	0.60%	Riccarton East	1,205	0.22%
Ashburton East	1,835	0.33%	Hoon Hay South	2,240	0.40%	Riccarton Racecourse	1,265	0.23%
Ashburton Forks	212	0.04%	Hoon Hay West	3,380	0.61%	Riccarton South	3,980	0.71%
Ashburton North	1,095	0.20%	Hornby Central	170	0.03%	Riccarton West	3,710	0.67%
Ashburton West	950	0.17%	Hornby South	4,710	0.85%	Richmond North (Christchurch City)	2,410	0.43%
Ashgrove	1,600	0.29%	Hornby West	2,530	0.45%	Richmond South (Christchurch City)	2,370	0.43%
Ashley Forest	585	0.11%	Huntsbury	2,420	0.43%	Rolleston Central	3,560	0.64%
Ashley Gorge	1,131	0.20%	Ilam North	3,910	0.70%	Rolleston Izone	10	0.00%
Ashley-Sefton	2,300	0.41%	Ilam South	3,420	0.61%	Rolleston North East	5,190	0.93%
Avondale (Christchurch City)	2,440	0.44%	Ilam University	2,670	0.48%	Rolleston North West	4,350	0.78%
Avonhead East	2,920	0.52%	Irwell	1,355	0.24%	Rolleston South East	5,280	0.95%
Avonhead North	1,460	0.26%	Islington	1,045	0.19%	Rolleston South West	3,480	0.62%
Avonhead South	3,380	0.61%	Islington-Hornby Industrial	335	0.06%	Russley	975	0.18%
Avonhead West	1,855	0.33%	Jellie Park	3,100	0.56%	Rutland	2,870	0.52%
Avonside	1,695	0.30%	Kaiapoi Central	2,220	0.40%	Shirley East	2,680	0.48%
Awatea North	2,670	0.48%	Kaiapoi East	280	0.05%	Shirley West	4,360	0.78%
Awatea South	1,625	0.29%	Kaiapoi North West	2,090	0.38%	Silverstream (Waimakariri District)	1,085	0.19%
Balcairn	2,430	0.44%	Kaiapoi South	1,890	0.34%	Sockburn North	4,170	0.75%
Banks Peninsula South	205	0.04%	Kaiapoi West	1,300	0.23%	Sockburn South	405	0.07%
Bankside	1,815	0.33%	Kennedys Bush	1,065	0.19%	Somerfield East	3,860	0.69%
Beckenham	2,460	0.44%	Kingsbury	2,780	0.50%	Somerfield West	3,020	0.54%
Belfast East	2,510	0.45%	Kirwee	1,370	0.25%	South New Brighton	3,290	0.59%
Belfast West	1,975	0.35%	Ladbrooks	1,840	0.33%	Southbridge	2,650	0.48%
Bexley	2,650	0.48%	Lancaster Park	270	0.05%	Southbrook	820	0.15%
Bishopdale North	4,330	0.78%	Leeston	2,360	0.42%	Sovereign Palms	3,860	0.69%
Bishopdale South	2,280	0.41%	Lilybrook	3,030	0.54%	Spreydon North	4,090	0.73%
Bishopdale West	2,990	0.54%	Lincoln East	4,680	0.84%	Spreydon South	2,440	0.44%
Broken Run	640	0.11%	Lincoln West	3,440	0.62%	Spreydon West	3,270	0.59%
Bromley North	50	0.01%	Linwood East	2,280	0.41%	Springston	2,290	0.41%
Bromley South	3,070	0.55%	Linwood North	2,910	0.52%	St Albans East	3,320	0.60%

Christchurch Statistical Areas



1. Christchurch								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Brookhaven-Ferrymead	1,125	0.20%	Linwood West	5,460	0.98%	St Albans North	2,220	0.40%
Brooklands-Spencerville	745	0.13%	Loburn	2,290	0.41%	St Albans West	2,740	0.49%
Broomfield	2,850	0.51%	Lyttelton	3,130	0.56%	St Martins	2,810	0.50%
Bryndwr North	3,570	0.64%	Mairehau North	3,000	0.54%	Starvation Hill-Cust	2,400	0.43%
Bryndwr South	2,980	0.54%	Mairehau South	3,960	0.71%	Strowan	3,580	0.64%
Burnham Camp	1,300	0.23%	Malvern	2,680	0.48%	Styx	1,055	0.19%
Burnside	3,720	0.67%	Mandeville-Ohoka	3,610	0.65%	Sumner	3,640	0.65%
Burnside Park	3,420	0.61%	Marshland	845	0.15%	Swannanoa-Eyreton	1,030	0.18%
Burwood	3,410	0.61%	McLeans Island	190	0.03%	Sydenham Central	410	0.07%
Bush Inn	3,290	0.59%	Merivale	3,060	0.55%	Sydenham North	2,180	0.39%
Cairnbrae	1,422	0.26%	Methven	1,880	0.34%	Sydenham South	2,860	0.51%
Casebrook	4,290	0.77%	Middleton	215	0.04%	Sydenham West	1,340	0.24%
Cashmere East	3,520	0.63%	Mona Vale	1,540	0.28%	Tai Tapu	1,325	0.24%
Cashmere West	3,210	0.58%	Motukarara	630	0.11%	Teddington	255	0.05%
Charing Cross	940	0.17%	Mount Pleasant	3,770	0.68%	Templeton	1,845	0.33%
Charleston (Christchurch City)	1,530	0.27%	Netherby	2,290	0.41%	Tinwald North	1,270	0.23%
Chertsey	1,710	0.31%	New Brighton	3,370	0.61%	Tinwald South	2,450	0.44%
Christchurch Airport	185	0.03%	Newtons Road	3,660	0.66%	Torlesse	1,280	0.23%
Christchurch Central	120	0.02%	North Beach	4,200	0.75%	Tower Junction	90	0.02%
Christchurch Central-East	2,500	0.45%	Northcote (Christchurch City)	2,770	0.50%	Travis Wetlands	2,410	0.43%
Christchurch Central-North	2,750	0.49%	Northlands (Christchurch City)	125	0.02%	Trents	1,980	0.36%
Christchurch Central-South	710	0.13%	Northwood	3,660	0.66%	Tuahiwi	1,000	0.18%
Christchurch Central-West	1,075	0.19%	Oaklands East	3,470	0.62%	Upper Riccarton	1,875	0.34%
Clarkville	1,490	0.27%	Oaklands West	2,810	0.50%	Waikuku	1,890	0.34%
Clearwater	720	0.13%	Opawa	1,335	0.24%	Waimairi Beach	1,330	0.24%
Clifton Hill	1,755	0.32%	Ōtakaro-Avon River Corridor	110	0.02%	Wainoni	2,910	0.52%
Dallington	2,440	0.44%	Oxford	2,340	0.42%	Waitikiri	2,840	0.51%
Darfield	2,930	0.53%	Oxford Estate	1,400	0.25%	Waltham	2,120	0.38%
Deans Bush	2,590	0.46%	Papanui East	2,330	0.42%	West Eyreton	1,520	0.27%
Diamond Harbour	1,615	0.29%	Papanui North	2,000	0.36%	West Melton	2,450	0.44%
Eastern Bays-Banks Peninsula	47	0.01%	Papanui West	3,080	0.55%	Westmorland	2,400	0.43%
Edgware	4,630	0.83%	Paparua	1,055	0.19%	Wharenui	2,870	0.52%
Eiffelton	2,220	0.40%	Parklands	4,120	0.74%	Wigram East	905	0.16%
Ensors	2,440	0.44%	Pegasus	3,350	0.60%	Wigram North	785	0.14%
Eyrewell	1,970	0.35%	Pegasus Bay	1,115	0.20%	Wigram South	1,515	0.27%
Fendalton	1,980	0.36%	Phillipstown	4,430	0.80%	Wigram West	1,640	0.29%
Fernside	1,400	0.25%	Port Hills	75	0.01%	Winchmore-Wakanui	1,635	0.29%
Glenroy-Hororata	1,285	0.23%	Prebbleton	4,940	0.89%	Woodend	2,940	0.53%

Christchurch Statistical Areas



1. Christchurch								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Glentunnel	1,285	0.23%	Prestons	3,960	0.71%	Woolston East	3,300	0.59%
Governors Bay	925	0.17%	Queenspark	3,610	0.65%	Woolston North	3,560	0.64%
Hagley Park	35	0.01%	Rakaia	1,495	0.27%	Woolston South	515	0.09%
Halkett	1,725	0.31%	Rangiora Central	20	0.00%	Woolston West	1,350	0.24%
Halswell North	2,160	0.39%	Rangiora North East	1,855	0.33%	Yaldhurst	1,760	0.32%
Halswell South	2,680	0.48%	Rangiora North West	2,350	0.42%	1. Christchurch	557,007	100.00%

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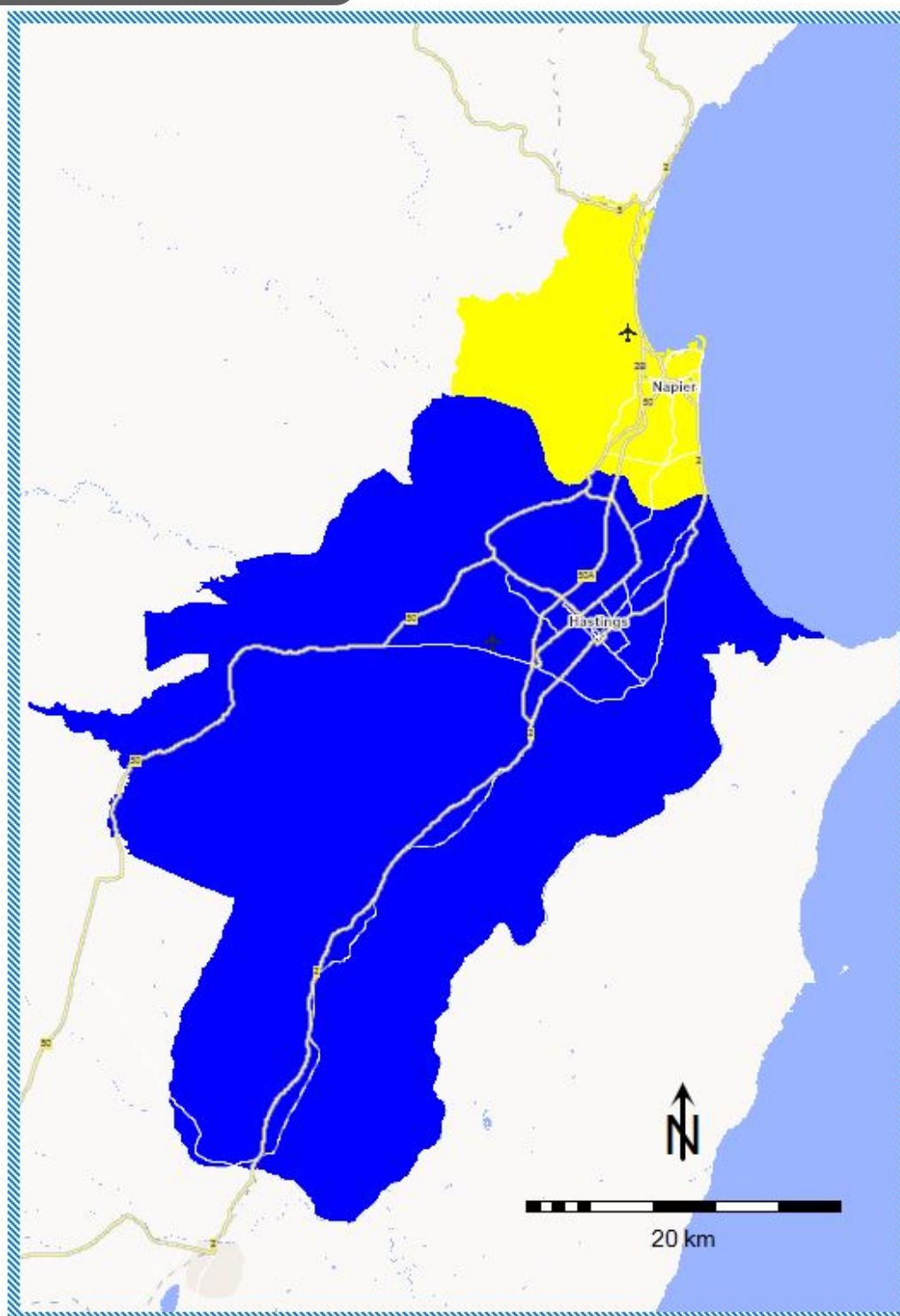
Dunedin Regions	
	Dunedin

Dunedin Statistical Areas



1. Dunedin								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Abbotsford	2,950	2.34%	Glenleith	1,350	1.07%	Otago Peninsula	910	0.72%
Andersons Bay	2,470	1.96%	Green Island	2,440	1.93%	Pine Hill-Dalmore	2,430	1.92%
Arthur Street	1,635	1.29%	Halfway Bush	1,915	1.52%	Port Chalmers	1,465	1.16%
Bathgate Park	2,440	1.93%	Harbourside	40	0.03%	Ravensbourne-St Leonards	1,975	1.56%
Belleknowes	2,280	1.81%	Helensburgh	1,250	0.99%	Roseneath-Sawyers Bay	1,545	1.22%
Brighton	1,535	1.22%	Hillside-Portsmouth Drive	80	0.06%	Roslyn (Dunedin City)	3,050	2.42%
Broad Bay-Portobello	1,200	0.95%	Kaikorai-Bradford	1,235	0.98%	Royal Terrace	1,945	1.54%
Brockville	2,490	1.97%	Kenmure	2,010	1.59%	Saddle Hill-Chain Hills	1,270	1.01%
Bush Road	2,380	1.88%	Kew (Dunedin City)	1,775	1.41%	Seddon Park	3,110	2.46%
Calton Hill	1,575	1.25%	Macandrew Bay-Company Bay	1,655	1.31%	Shiel Hill	1,810	1.43%
Campus North	2,800	2.22%	Maori Hill	2,530	2.00%	St Clair	2,440	1.93%
Campus South	2,250	1.78%	Maryhill	2,420	1.92%	St Kilda North	2,520	2.00%
Campus West	1,885	1.49%	Momona	1,929	1.53%	St Kilda South	3,040	2.41%
Caversham	2,180	1.73%	Mornington	2,980	2.36%	Taieri	874	0.69%
Concord	1,585	1.26%	Mosgiel Central	2,610	2.07%	Tainui	2,060	1.63%
Corstorphine	2,030	1.61%	Mosgiel East	2,850	2.26%	Wakari	4,350	3.45%
Dunedin Central	2,260	1.79%	Mount Cargill	175	0.14%	Waldronville	1,395	1.10%
East Taieri	2,400	1.90%	Musselburgh	1,605	1.27%	Waverley	2,770	2.19%
Fairfield (Dunedin City)	2,610	2.07%	Normanby	1,425	1.13%	Wingatui	970	0.77%
Fernhill	1,805	1.43%	North East Valley Chingford	1,815	1.44%	1. Dunedin	126,262	100.00 %
Forbury	1,390	1.10%	North East Valley Knox	2,770	2.19%			
Gardens (Dunedin City)	4,050	3.21%	Opoho	1,275	1.01%			

HAWKES BAY



Hawkes Bay Regions	
1	Hastings
2	Napier

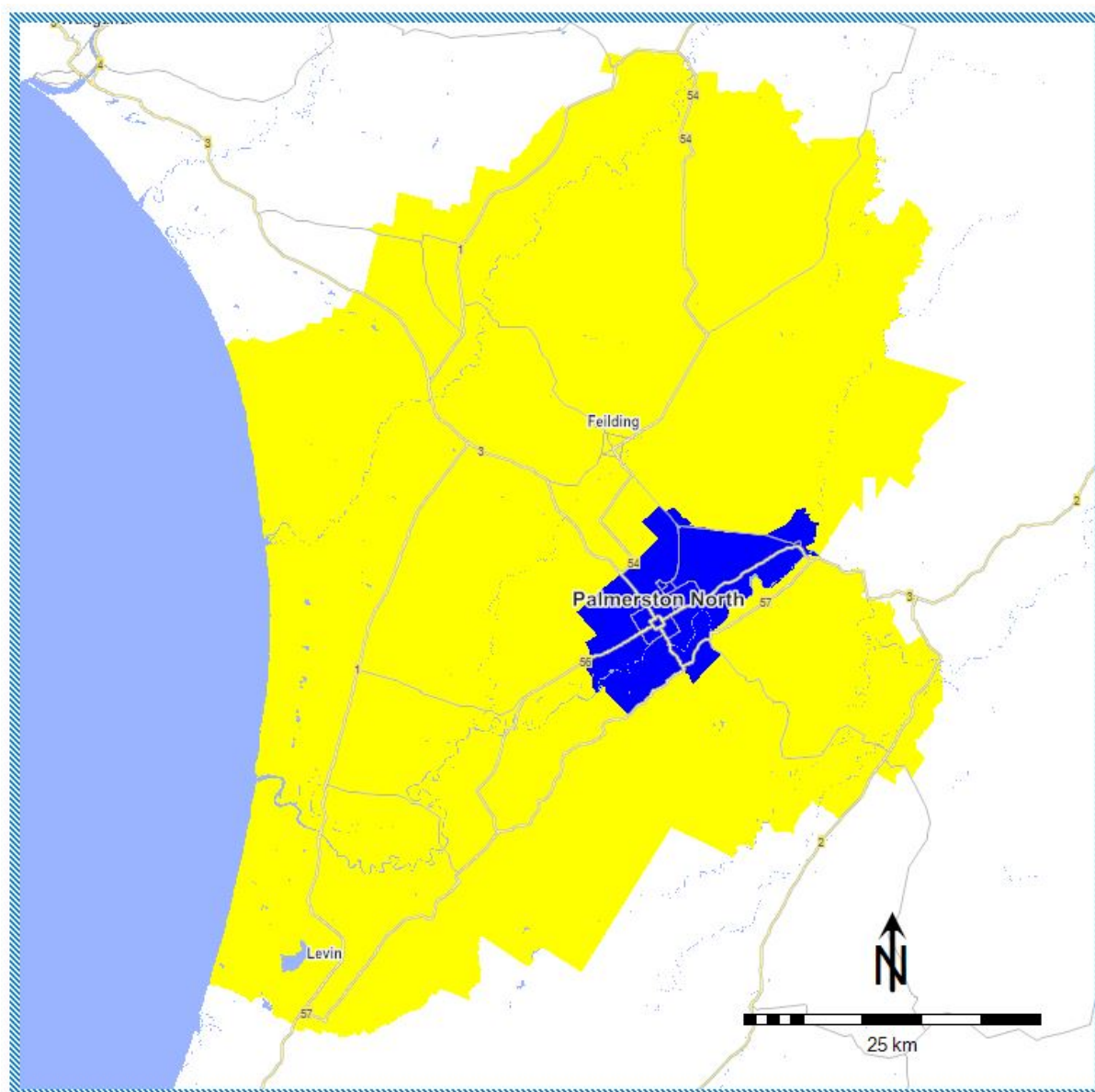
Hawkes Bay Statistical Areas



1. Hastings								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Akina Park	2,490	1.63%	Irongate	415	0.27%	Parkvale	2,210	1.45%
Bridge Pa	1,255	0.82%	Kahuranaki	226	0.15%	Poukawa	1,445	0.95%
Brookvale	2,500	1.64%	Karamu	1,380	0.91%	Puketapu-Eskdale	416	0.27%
Camberley	2,380	1.56%	Karanema-St Hill	1,815	1.19%	Queens Square	2,080	1.36%
Clive	2,360	1.55%	Lochain Park	3,270	2.15%	Raceway Park	2,070	1.36%
Cornwall Park	3,190	2.09%	Longlands-Pukahu	2,050	1.34%	Raureka	3,350	2.20%
Flaxmere Park	2,860	1.88%	Lucknow	1,560	1.02%	Sherenden-Crownthorpe	414	0.27%
Flaxmere South	3,070	2.01%	Mahora	2,670	1.75%	St Leonards	2,860	1.88%
Flaxmere West	2,980	1.96%	Mangaonuku	336	0.22%	Te Mata Hills	1,045	0.69%
Frimley	3,390	2.22%	Mangarara	1,815	1.19%	Tomoana	320	0.21%
Hastings Central	495	0.32%	Mangateretere	1,230	0.81%	Tomoana Crossing	2,650	1.74%
Haumoana-Te Awanga	2,130	1.40%	Maraekakaho	125	0.08%	Twyford	860	0.56%
Havelock Hills	1,590	1.04%	Mayfair	3,100	2.03%	Waipawa	2,240	1.47%
Havelock North-Central	465	0.31%	Omahu Strip	170	0.11%	1. Hastings	83,658	54.88%
Hereworth	2,980	1.96%	Omahu-Pakowhai	1,560	1.02%			
Iona	2,740	1.80%	Parkhaven	3,100	2.03%			

2. Napier								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Ahuriri	1,115	0.73%	Marewa West	1,805	1.18%	Poraiti Hills	785	0.51%
Bay View	2,370	1.55%	McLean Park	2,730	1.79%	Puketapu-Eskdale	1,883	1.24%
Bledisloe Park	2,470	1.62%	Meeanee-Awatoto	2,910	1.91%	Tamatea East	1,845	1.21%
Bluff Hill	2,750	1.80%	Napier Central	505	0.33%	Tamatea North	1,790	1.17%
Greenmeadows Central	1,495	0.98%	Nelson Park	2,260	1.48%	Tamatea West	2,080	1.36%
Greenmeadows South	2,130	1.40%	Onekawa Central	1,580	1.04%	Taradale Central	2,590	1.70%
Greenmeadows West	2,000	1.31%	Onekawa East	1,745	1.14%	Taradale South	2,620	1.72%
Hospital Hill	3,100	2.03%	Onekawa South	3,440	2.26%	Taradale West	1,945	1.28%
Inlet Napier City	0	0.00%	Onekawa West	290	0.19%	Tareha Reserve	3,170	2.08%
Maraekakaho	1,078	0.71%	Pirimai East	2,440	1.60%	Westshore	1,215	0.80%
Maraenui	3,870	2.54%	Pirimai West	1,740	1.14%	2. Napier	68,771	45.12%
Marewa East	3,640	2.39%	Poraiti Flat	1,385	0.91%			

MANAWATU



Manawatu Regions	
1	Palmerston North Urban
2	Rest of Manawatu

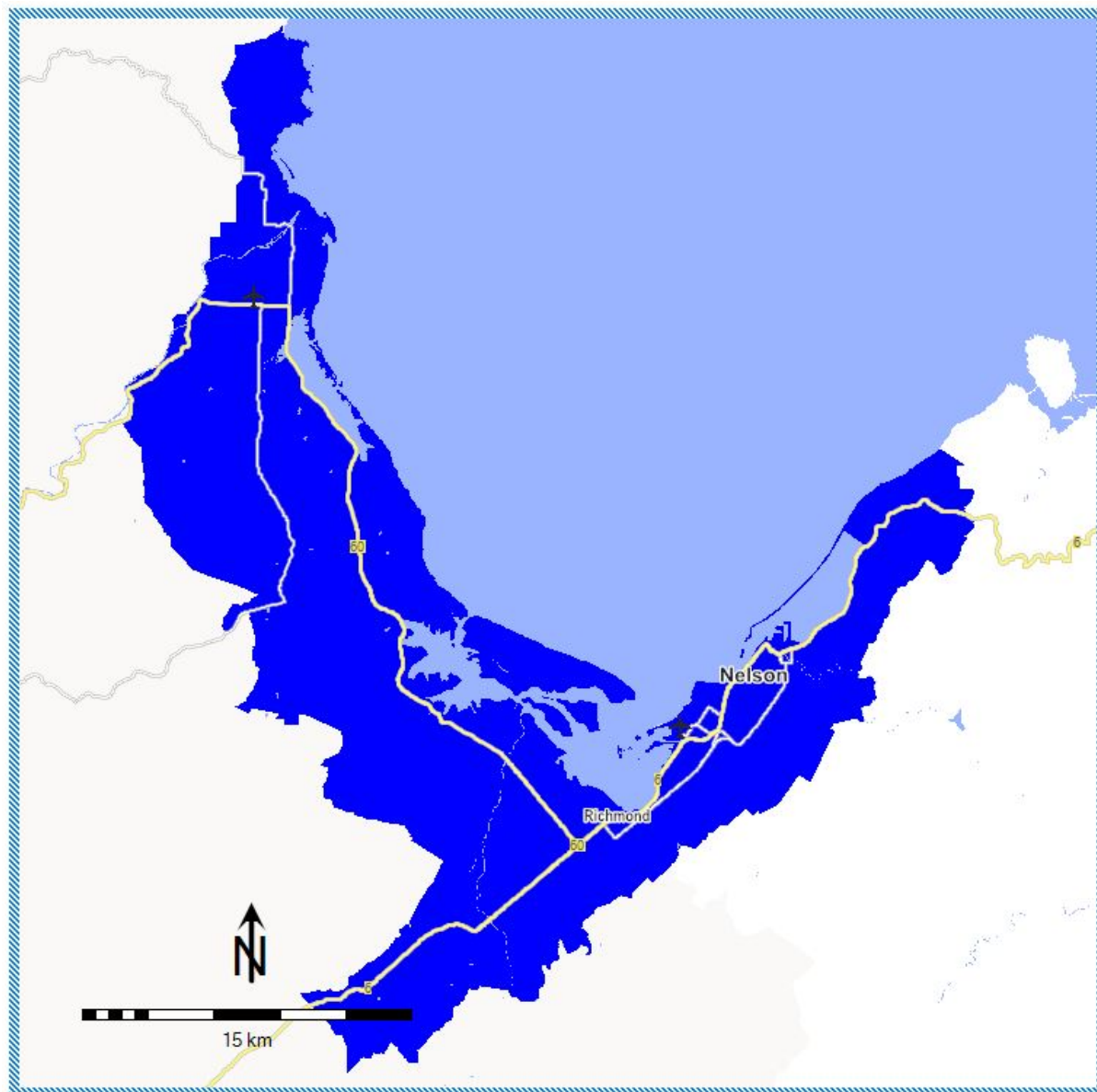
1. Palmerston North Urban

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aokautere	810	0.48%	Milson North	2,420	1.44%	Royal Oak (Palmerston North City)	2,560	1.52%
Ashhurst	3,170	1.88%	Milson South	3,100	1.84%	Ruahine	1,630	0.97%
Awapuni North	3,730	2.21%	Milverton	2,090	1.24%	Ruamahanga	2,860	1.70%
Awapuni South	3,510	2.08%	Newbury	1,985	1.18%	Takaro North	3,460	2.05%
Cloverlea (Palmerston North City)	1,970	1.17%	Palmerston North Airport	340	0.20%	Takaro South	2,550	1.51%
Esplanade	2,310	1.37%	Palmerston North Central	1,230	0.73%	Terrace End	3,660	2.17%
Highbury East	3,150	1.87%	Palmerston North Hospital	2,730	1.62%	Tremaine	680	0.40%
Hokowhitu Central	2,470	1.47%	Papaioea North	2,720	1.62%	Turitea	370	0.22%
Hokowhitu East	3,230	1.92%	Papaioea South	2,090	1.24%	West End	3,050	1.81%
Hokowhitu South	2,040	1.21%	Park West	1,935	1.15%	Westbrook	3,220	1.91%
Kelvin Grove North	2,390	1.42%	Pihauatua	139	0.08%	Whakarongo	1,745	1.04%
Kelvin Grove West	2,680	1.59%	Pioneer West	285	0.17%	1. Palmerston North Urban	87,602	52.02%
Linton Camp	1,723	1.02%	Poutoa	3,530	2.10%			
Maraetara	1,520	0.90%	Roslyn (Palmerston North City)	2,520	1.50%			

2. Rest Of Manawatu

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aokautere Rural	740	0.44%	Levin Central	1,110	0.66%	Pihauatua	1,156	0.69%
Awahuri	2,110	1.25%	Linton Camp	122	0.07%	Playford Park	1,880	1.12%
Bulls	2,110	1.25%	Makahika	1,025	0.61%	Pohangina-Apiti	1,090	0.65%
Donnelly Park	1,245	0.74%	Makino	3,200	1.90%	Poutoa	270	0.16%
Fairfield (Horowhenua District)	1,480	0.88%	Makomako	1,485	0.88%	Queenwood (Horowhenua District)	2,140	1.27%
Feilding Central	1,035	0.61%	Mangatainoka	1,449	0.86%	Sandon	2,280	1.35%
Foxton Beach	2,080	1.24%	Marton North	3,100	1.84%	Shannon	1,525	0.91%
Foxton North	1,430	0.85%	Marton Rural	929	0.55%	Taikorea	1,345	0.80%
Foxton South	1,840	1.09%	Marton South	2,340	1.39%	Taitoko	1,930	1.15%
Kauwhata	2,000	1.19%	Miranui	1,910	1.13%	Taonui	1,705	1.01%
Kawiu North	1,855	1.10%	Mount Taylor	615	0.37%	Tararua	1,335	0.79%
Kawiu South	2,520	1.50%	Ohakea-Sanson	1,475	0.88%	Tokorangi	2,220	1.32%
Kere Kere	1,000	0.59%	Ōhau-Manakau	716	0.43%	Waikawa (Horowhenua District)	452	0.27%
Kimbolton North	3,480	2.07%	Oroua Downs	1,310	0.78%	Waiopahu	1,540	0.91%
Kimbolton South	2,160	1.28%	Otairi	733	0.44%	Waitarere	2,330	1.38%
Kimbolton West	2,580	1.53%	Pahiatua	2,790	1.66%	Warwick	1,475	0.88%
Kiwitea	1,271	0.75%	Parewanui	880	0.52%	2. Rest Of Manawatu	80,800	47.98%

NELSON



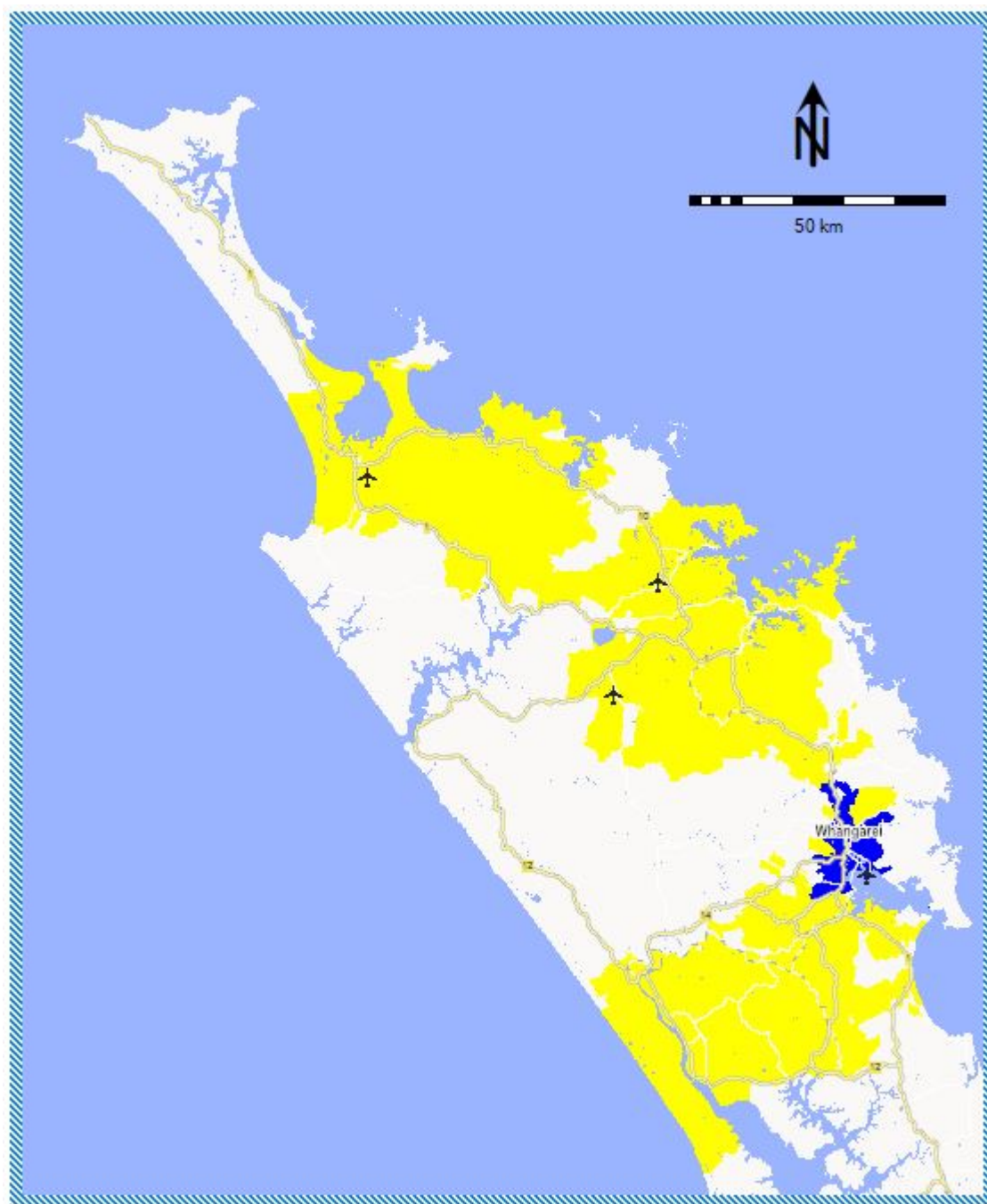
Nelson Regions	
	Nelson

Nelson Statistical Areas



1. Nelson								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aldinga	3,180	3.20%	Maitlands	2,260	2.27%	Saxton	30	0.03%
Aniseed Valley	515	0.52%	Māpua	2,840	2.86%	Suffolk	2,530	2.55%
Appleby	800	0.80%	Marybank	1,090	1.10%	Tahuna Hills	3,050	3.07%
Atawhai	2,920	2.94%	Motueka East	3,050	3.07%	Tāhunanui	2,870	2.89%
Ben Cooper Park	2,450	2.47%	Motueka North	2,600	2.62%	Templemore	1,970	1.98%
Brightwater	2,220	2.23%	Motueka West	2,660	2.68%	The Brook	2,130	2.14%
Britannia	1,885	1.90%	Moutere Hills	3,630	3.65%	The Wood	3,000	3.02%
Broadgreen-Monaco	2,390	2.40%	Nayland	2,180	2.19%	Toi Toi	1,815	1.83%
Daelyn	1,420	1.43%	Nelson Airport	105	0.11%	Upper Moutere	300	0.30%
Easby Park	2,870	2.89%	Nelson Central-Trafalgar	865	0.87%	Victory	1,740	1.75%
Enner Glynn	3,030	3.05%	Nelson Rural	1,544	1.55%	Waimea West	1,180	1.19%
Fairose	1,880	1.89%	Omaio	3,710	3.73%	Wakefield	2,383	2.40%
Grampians	2,610	2.63%	Port Nelson	40	0.04%	Wakefield Rural	299	0.30%
Hope	975	0.98%	Richmond Central (Tasman District)	1,985	2.00%	Washington	3,130	3.15%
Islands Tasman District	105	0.11%	Richmond South (Tasman District)	865	0.87%	Wilkes Park	2,330	2.34%
Kaiteriteri-Riwaka	1,890	1.90%	Richmond West (Tasman District)	1,315	1.32%	1. Nelson	99,386	100.00 %
Lower Moutere	1,805	1.82%	Ruby Bay	2,840	2.86%			
Maitai	1,415	1.42%	Rutherford	2,690	2.71%			

NORTHLAND



Northland Regions	
1	Whangarei Urban
2	Rest of Northland

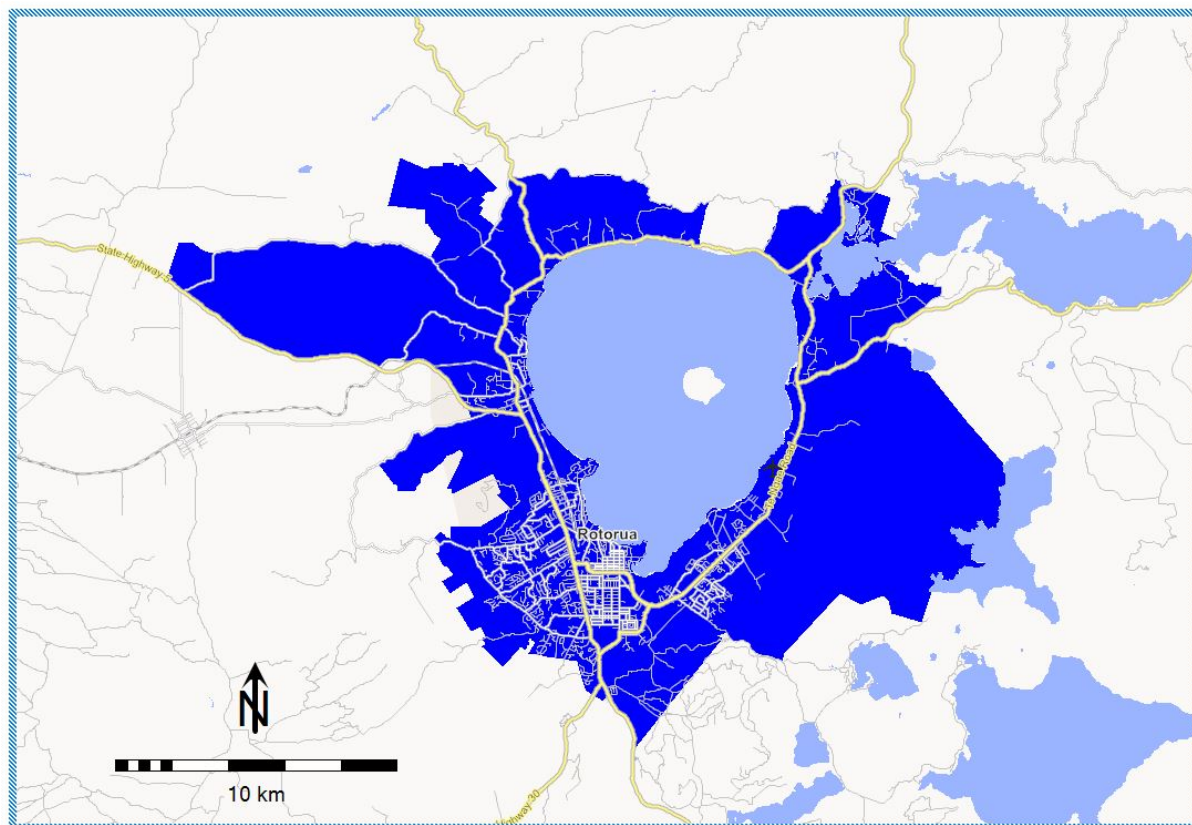
Northland Statistical Areas



1. Whangarei Urban								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Abbey Caves-Glenbervie	1,243	0.90%	Matarau	177	0.13%	Raumanga	3,580	2.60%
Granfield Reserve	2,990	2.17%	Maunu-Horahora	3,480	2.53%	Riverside	2,240	1.63%
Hikurangi	276	0.20%	Morningside (Whangarei District)	2,540	1.85%	Sherwood Rise	2,550	1.85%
Kamo Central	1,750	1.27%	Onerahi	2,540	1.85%	Tarewa	2,200	1.60%
Kamo East	3,200	2.33%	Onerahi Park	1,630	1.18%	Tikipunga North	3,440	2.50%
Kamo West	2,230	1.62%	Otaika-Portland	1,445	1.05%	Tikipunga South	4,090	2.97%
Kauri	1,607	1.17%	Otangarei	2,280	1.66%	Whangārei Central	1,020	0.74%
Kensington (Whangarei District)	3,330	2.42%	Parua Bay	403	0.29%	Whau Valley	2,840	2.06%
Kiripaka	392	0.28%	Port-Limeburners	230	0.17%	Woodhill-Vinetown	3,080	2.24%
Mairtown	2,500	1.82%	Pukenui	1,648	1.20%	1. Whangarei Urban	60,931	44.27%

2. Rest Of Northland								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Abbey Caves-Glenbervie	152	0.11%	Mataraua Forest	560	0.41%	Rangaunu Harbour	2,580	1.87%
Bream Bay	210	0.15%	Matawaia-Taumarere	1,495	1.09%	Rangitane-Purerua	1,288	0.94%
Dargaville	4,900	3.56%	Maungaru	1,487	1.08%	Rangitahi	970	0.70%
Haruru	1,145	0.83%	Maungatapere	825	0.60%	Riverview	2,380	1.73%
Kaero	173	0.13%	Maungaturoto	87	0.06%	Ruakākā	803	0.58%
Kaikohe	4,800	3.49%	Moerewa	1,855	1.35%	Ruawai-Matakohe	2,362	1.72%
Kaipara Coastal	2,502	1.82%	Ngapuhi	1,940	1.41%	Russell	800	0.58%
Kaitaia East	2,580	1.87%	Oakleigh-Mangapai	2,430	1.77%	Russell Forest-Rawhiti	735	0.53%
Kaitaia West	3,640	2.64%	Ōhaeawai-Waimate North	1,250	0.91%	Russell Peninsula	640	0.47%
Karikari Peninsula	1,350	0.98%	Ōkaihau	312	0.23%	Taemaro-Oruaiti	940	0.68%
Kauri	121	0.09%	Omahuta Forest-Horeke	106	0.08%	Tangonge	932	0.68%
Kawakawa	1,595	1.16%	Opua (Far North District)	1,205	0.88%	Taumarumarū	2,480	1.80%
Kerikeri Central	2,630	1.91%	Oruru-Parapara	915	0.66%	Waipapa	955	0.69%
Kerikeri South	2,720	1.98%	Otamatea (Kaipara District)	1,257	0.91%	Waipū	2,798	2.03%
Kiripaka	341	0.25%	Paihia	1,650	1.20%	Whakapaku	770	0.56%
Lake Manuwai-Kapiro	2,270	1.65%	Pakaraka	710	0.52%	Whangaruru	244	0.18%
Mangakahia-Hūkerenui	308	0.22%	Peria	1,220	0.89%	2. Rest Of Northland	76,689	55.73%
Maromaku	820	0.60%	Puketona-Waitangi	1,465	1.06%			
Matarau	101	0.07%	Puketotara	1,885	1.37%			

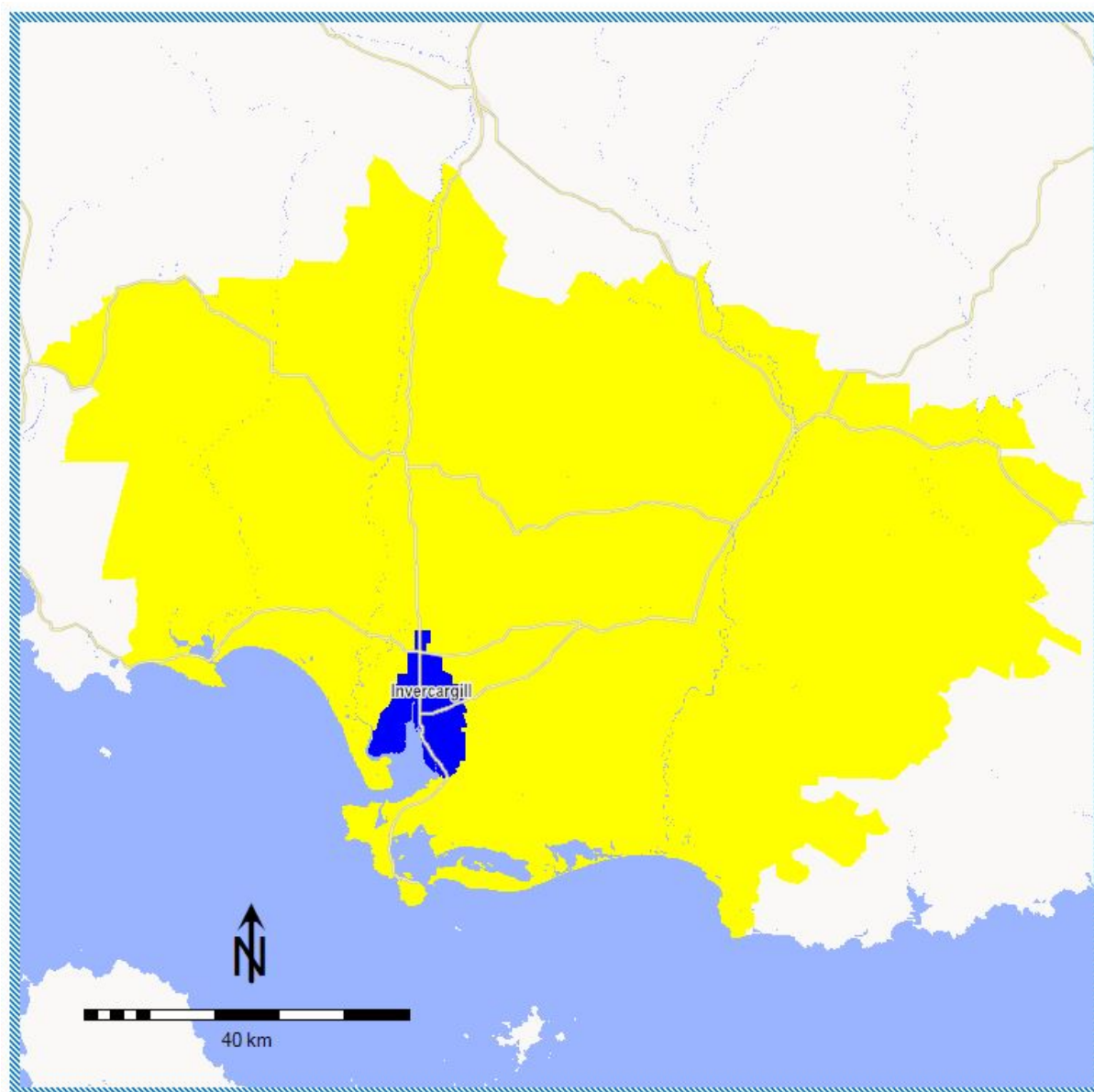
ROTORUA



Rotorua Statistical Area

1. Rotorua								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Fairy Springs	1,965	2.92%	Mangakakahi West	2,300	3.42%	Selwyn Heights	1,210	1.80%
Fenton Park	1,785	2.66%	Ngapuna	390	0.58%	Springfield North	1,780	2.65%
Fordlands	2,740	4.08%	Ngongotahā East	1,990	2.96%	Springfield South	2,080	3.09%
Glenholme North	2,850	4.24%	Ngongotahā South	1,495	2.22%	Sunnybrook	2,230	3.32%
Glenholme South	2,040	3.03%	Ngongotahā West	1,685	2.51%	Tihiotonga- Whakarewarewa	860	1.28%
Hamurana	1,065	1.58%	Ōwhata East	3,220	4.79%	Tui Ridge	1,063	1.58%
Hillcrest (Rotorua District)	2,100	3.12%	Ōwhata West	3,350	4.98%	Utuhina	1,560	2.32%
Holdens Bay-Rotokawa	1,340	1.99%	Pleasant Heights	2,170	3.23%	Victoria	2,380	3.54%
Kawaha	2,040	3.03%	Pomare	1,815	2.70%	Waiohewa	1,095	1.63%
Koutu	2,260	3.36%	Pukehangi North	2,960	4.40%	Western Heights (Rotorua District)	2,570	3.82%
Kuirau	1,190	1.77%	Pukehangi South	2,690	4.00%	1. Rotorua	67,222	100.00 %
Lynmore	3,480	5.18%	Rotoiti-Rotoehu	763	1.14%			
Mangakakahi Central	120	0.18%	Rotorua Central	590	0.88%			

SOUTHLAND



Southland Regions	
1	Invercargill Urban
2	Rest of Southland

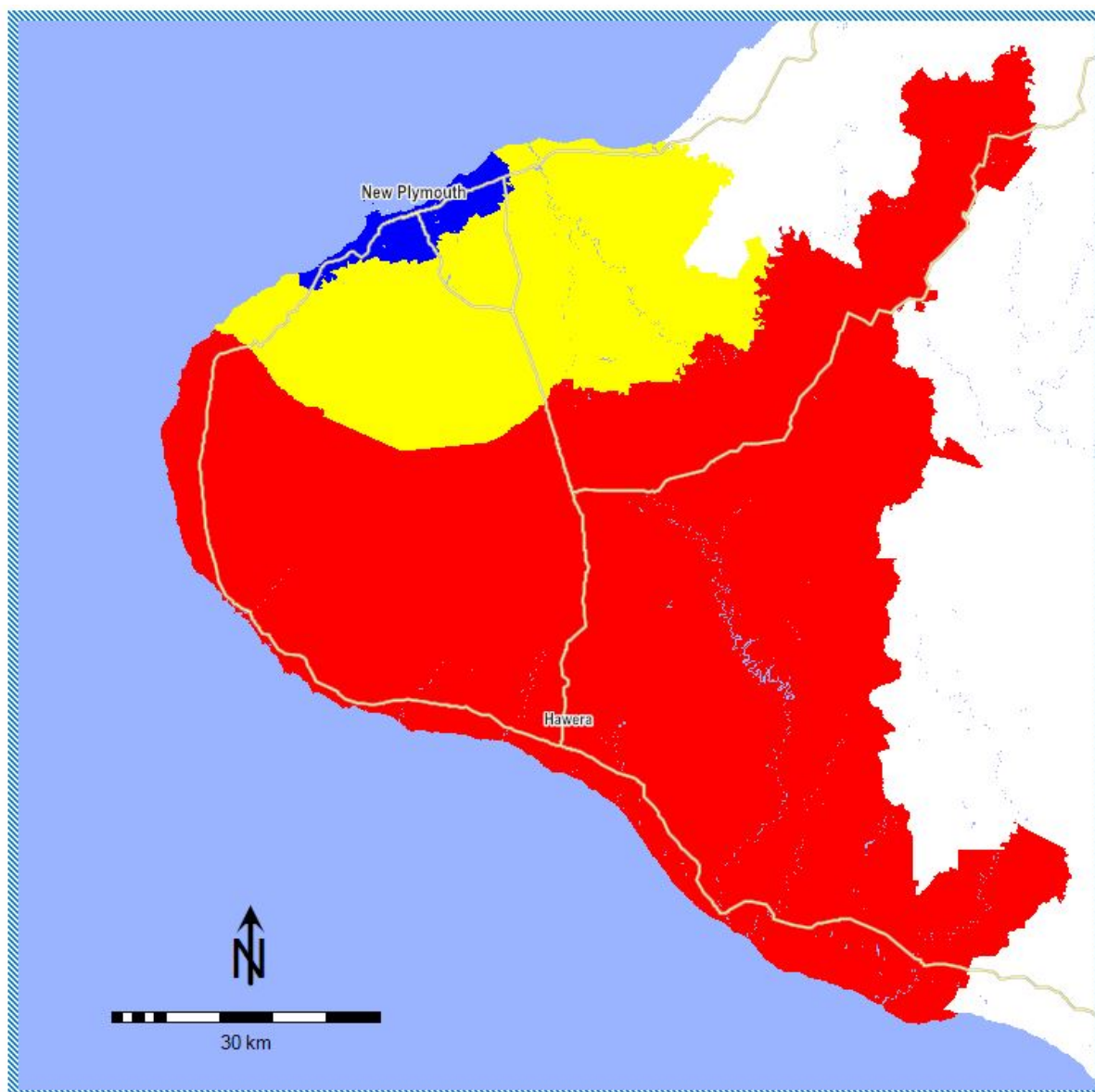
Southland Statistical Areas



1. Invercargill Urban								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aurora	1,425	1.56%	Hargest	2,200	2.41%	Prestonville-Grasmere	3,880	4.26%
Avenal	1,345	1.48%	Invercargill Central	1,445	1.59%	Richmond (Invercargill City)	3,610	3.96%
Clifton	1,600	1.76%	Kennington-Tisbury	1,298	1.42%	Rosedale	1,925	2.11%
Crinan	1,900	2.08%	Kew (Invercargill City)	2,110	2.32%	Strathern	2,280	2.50%
Donovan Park	2,420	2.66%	Kingswell	2,340	2.57%	Turnbull Thompson Park	1,870	2.05%
Elizabeth Park	1,305	1.43%	Moulson	1,290	1.42%	West Plains-Makarewa	1,257	1.38%
Georgetown	2,180	2.39%	Myross Bush	588	0.65%	Windsor	3,230	3.54%
Gladstone (Invercargill City)	2,460	2.70%	Newfield	2,790	3.06%	Woodend-Greenhills	130	0.14%
Glengarry	2,720	2.98%	Otatara	3,193	3.50%	1. Invercargill Urban	52,791	57.92%

2. Rest Of Southland								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Awarua Plains	1,060	1.16%	Hedgehope	1,210	1.33%	Waianiwa	1,215	1.33%
Bluff	1,835	2.01%	Kennington-Tisbury	252	0.28%	Waikaka	1,136	1.25%
Clinton	953	1.05%	Longwood Forest	165	0.18%	Waimumu-Kaiwera	1,350	1.48%
East Gore	1,525	1.67%	Mataura	1,705	1.87%	Wallacetown	1,215	1.33%
Edendale-Woodlands	2,360	2.59%	Myross Bush	627	0.69%	West Plains-Makarewa	448	0.49%
Gore Central	180	0.20%	Ohai-Nightcaps	1,381	1.52%	Winton	2,450	2.69%
Gore Main	1,170	1.28%	Oreti River	2,140	2.35%	Woodend-Greenhills	500	0.55%
Gore North	1,775	1.95%	Otatara	127	0.14%	Wyndham-Catlins	2,132	2.34%
Gore South	650	0.71%	Otautau	2,940	3.23%	2 Rest Of Southland	38,353	42.08%
Gore West	2,780	3.05%	Riversdale-Piano Flat	176	0.19%			
Grove Bush	1,230	1.35%	Riverton	1,665	1.83%			

TARANAKI



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

Taranaki Statistical Areas

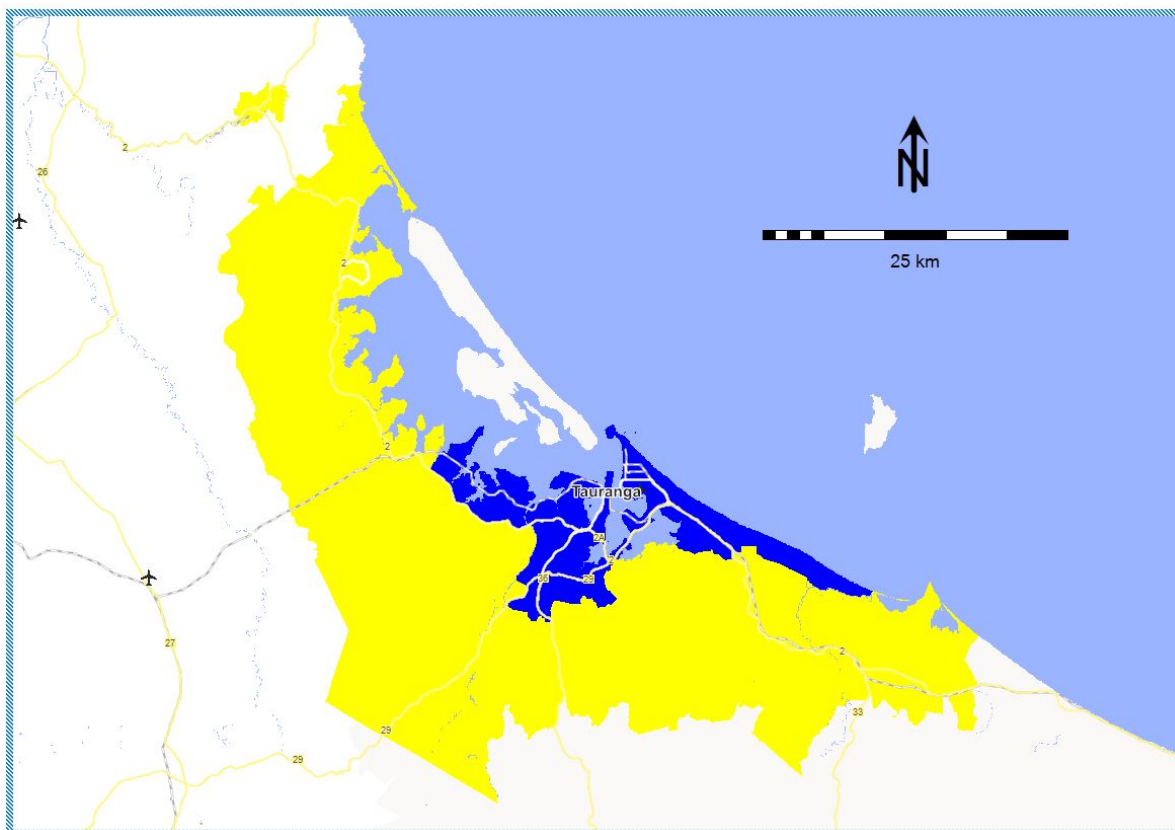


1. New Plymouth Urban								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Bell Block East	3,210	2.61%	Lepperton-Brixton	215	0.17%	Port Taranaki	25	0.02%
Bell Block West	4,550	3.71%	Lower Vogeltown	2,950	2.40%	Spotswood	3,830	3.12%
Blagdon-Lynmouth	2,670	2.17%	Marfell	1,875	1.53%	Strandon	2,580	2.10%
Ferndale	805	0.66%	Merrilands	3,070	2.50%	Upper Vogeltown	2,840	2.31%
Fitzroy-Glen Avon	3,710	3.02%	Moturoa	1,925	1.57%	Waiwhakaiho-Bell Block South	115	0.09%
Frankleigh Park	3,200	2.61%	New Plymouth Central	1,210	0.99%	Welbourn	3,400	2.77%
Highlands Park (New Plymouth District)	3,250	2.65%	Ōakura	1,640	1.34%	Westown	4,570	3.72%
Hurdon	2,370	1.93%	Omata	863	0.70%	Whalers Gate	2,380	1.94%
Kawaroa	2,500	2.04%	Paraite	805	0.66%	1. New Plymouth Urban	60,558	49.31%

2. North Taranaki								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Everett Park	2,290	1.86%	Mangaoraka	1,955	1.59%	Tikorangi	2,050	1.67%
Inglewood	3,750	3.05%	Mangorei	2,120	1.73%	Waitara East	3,020	2.46%
Kaitake	2,120	1.73%	Omata	137	0.11%	Waitara West	4,170	3.40%
Lepperton-Brixton	1,665	1.36%	Tarata	610	0.50%	2. North Taranaki	23,887	19.45%

3. South Taranaki								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Cape Egmont	2,190	1.78%	Manutahi-Waitotora	2,030	1.65%	Stratford North	1,970	1.60%
Douglas	685	0.56%	Normanby-Tawhiti	1,860	1.51%	Stratford South	1,840	1.50%
Egmont Showgrounds	1,845	1.50%	Ohangai	575	0.47%	Taungatara	1,370	1.12%
Eltham	2,030	1.65%	Okaiawa	1,210	0.99%	Te Roti-Moeroa	800	0.65%
Hawera Central	2,730	2.22%	Ōpunake	1,425	1.16%	Toko	1,435	1.17%
Kaponga-Mangatoki	1,325	1.08%	Pātea	1,230	1.00%	Turuturu	2,000	1.63%
King Edward Park	1,510	1.23%	Pembroke	1,600	1.30%	Whangamomona	130	0.11%
Manaia-Kapuni	1,590	1.29%	Ramanui	2,120	1.73%	3. South Taranaki	38,355	31.23%
Mangawhio	715	0.58%	Stratford Central	2,140	1.74%			

TAURANGA



Tauranga Regions	
1	Tauranga Urban
2	Rest of Tauranga

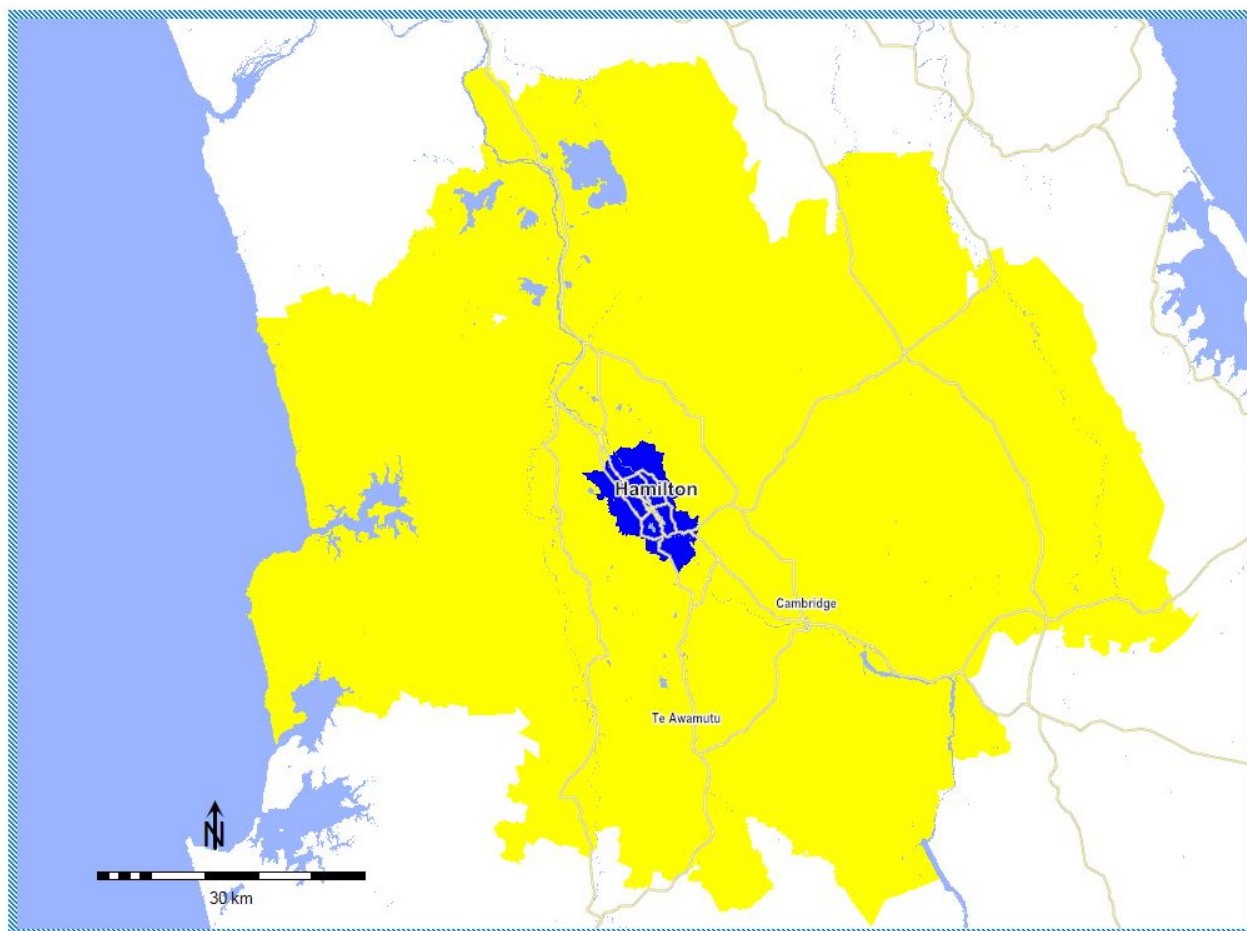
Tauranga Statistical Areas



1. Tauranga Urban								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Arataki North	3,390	1.64%	Matua South	2,490	1.21%	Poike	840	0.41%
Arataki South	3,220	1.56%	Maungatapu	2,990	1.45%	Pyes Pa East	730	0.35%
Baypark-Kairua	690	0.33%	Motiti	3,620	1.75%	Pyes Pa North	4,980	2.41%
Bellevue	4,080	1.98%	Mount Maunganui Central	420	0.20%	Pyes Pa South	1,565	0.76%
Bethlehem Central	4,480	2.17%	Mount Maunganui North	3,610	1.75%	Pyes Pa West	5,120	2.48%
Bethlehem North	3,430	1.66%	Mount Maunganui South	3,210	1.55%	Tauranga Central	2,658	1.29%
Bethlehem South	1,165	0.56%	Ohauti	3,510	1.70%	Tauranga Hospital	2,150	1.04%
Brookfield East	3,050	1.48%	Omanu Beach	3,130	1.52%	Tauranga South	4,980	2.41%
Brookfield West	3,200	1.55%	Omokoroa	3,730	1.81%	Tauriko	115	0.06%
Doncaster	3,390	1.64%	Omokoroa Rural	1,095	0.53%	Te Maunga North	3,380	1.64%
Gate Pa	4,390	2.13%	Otūmoetai North	4,420	2.14%	Te Maunga South	4,750	2.30%
Greerton North	3,650	1.77%	Otūmoetai South	3,970	1.92%	Te Puna	2,390	1.16%
Greerton South	735	0.36%	Pacific View	3,220	1.56%	Te Reti	1,945	0.94%
Hairini	3,450	1.67%	Palm Beach North	3,500	1.69%	Wairakei	5,350	2.59%
Judea	2,900	1.40%	Palm Beach South-Gravatt	3,910	1.89%	Yatton Park	2,910	1.41%
Matapihi	805	0.39%	Papamoa Beach North	2,970	1.44%	1. Tauranga Urban	145,583	70.48%
Matua North	2,930	1.42%	Papamoa Beach South	2,970	1.44%			

2. Rest Of Tauranga								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aongatete	3,480	1.68%	Pahoia	3,420	1.66%	Waihi East	1,348	0.65%
Athenree	865	0.42%	Pongakawa	875	0.42%	Waihi North	1,770	0.86%
Kaimai	1,881	0.91%	Pukehina Beach	537	0.26%	Waihi South	2,450	1.19%
Kaitemako (Tauranga City)	1,605	0.78%	Rangiuru	2,450	1.19%	Waiorohi	1,957	0.95%
Kaitemako (Western Bay of Plenty District)	1,930	0.93%	Tahawai	1,955	0.95%	Welcome Bay East	2,690	1.30%
Katikati	5,300	2.57%	Tauriko	400	0.19%	Welcome Bay South	3,910	1.89%
Kopurererua	1,230	0.60%	Te Puke East	5,500	2.66%	Welcome Bay West	3,010	1.46%
Maketu	1,325	0.64%	Te Puke West	3,980	1.93%	2. Rest Of Tauranga	60,978	29.52%
Minden	2,430	1.18%	Waiau	350	0.17%			
Otawa	1,630	0.79%	Waihi Beach-Bowentown	2,700	1.31%			

WAIKATO



Waikato Regions	
1	Hamilton City
2	Rest of Waikato

1. Hamilton City								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Bader	2,810	0.86%	Hamilton Central	885	0.27%	Pukete West	2,390	0.73%
Beerescourt	2,300	0.71%	Hamilton East	4,200	1.29%	Queenwood (Hamilton City)	2,480	0.76%
Chartwell	2,700	0.83%	Hamilton East Cook	2,180	0.67%	Resthill	2,690	0.83%
Chedworth	1,950	0.60%	Hamilton East Village	3,490	1.07%	Riverlea	2,860	0.88%
Claudlands	3,260	1.00%	Hamilton Lake	3,720	1.14%	Rotokauri-Waiwhakareke	648	0.20%
Crawshaw	3,570	1.10%	Hamilton West	1,840	0.57%	Rototuna Central	5,050	1.55%
Deanwell	2,260	0.69%	Hillcrest East (Hamilton City)	3,370	1.04%	Rototuna North	1,685	0.52%
Dinsdale North	4,590	1.41%	Hillcrest West (Hamilton City)	2,870	0.88%	Rototuna South	4,600	1.41%
Dinsdale South	4,180	1.28%	Huntington	2,710	0.83%	Saint Andrews East	2,530	0.78%
Enderley North	2,750	0.84%	Kahikatea	3,850	1.18%	Saint Andrews West	3,040	0.93%
Enderley South	3,000	0.92%	Kirikiriroa	660	0.20%	Silverdale (Hamilton City)	2,300	0.71%
Fairfield (Hamilton City)	4,790	1.47%	Maeroa	4,080	1.25%	St James	2,100	0.64%
Fairview Downs	3,430	1.05%	Melville North	3,130	0.96%	Swarbrick	2,780	0.85%
Fitzroy	3,030	0.93%	Melville South	2,680	0.82%	Te Manatu	4,060	1.25%
Flagstaff East	3,910	1.20%	Miropiko	3,250	1.00%	Te Rapa North	185	0.06%
Flagstaff North	4,040	1.24%	Nawton East	4,450	1.37%	Te Rapa South	185	0.06%
Flagstaff South	3,410	1.05%	Nawton West	3,790	1.16%	Western Heights (Hamilton City)	3,150	0.97%
Forest Lake (Hamilton City)	2,630	0.81%	Peachgrove	3,640	1.12%	Whitiora	2,850	0.88%
Frankton Junction	795	0.24%	Peacokes	370	0.11%	1. Hamilton City	172,423	52.96%
Glenview	2,450	0.75%	Porritt	2,890	0.89%			
Greensboro	4,480	1.38%	Pukete East	2,450	0.75%			

2. Rest Of Waikato								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Cambridge Central	850	0.26%	Matamata South	4,940	1.52%	Tatuanui	1,158	0.36%
Cambridge East	2,880	0.88%	Maungatautari	880	0.27%	Taupiri-Lake Kainui	1,985	0.61%
Cambridge North	2,370	0.73%	Morrinsville East	5,210	1.60%	Te Ākau	1,736	0.53%
Cambridge Park-River Garden	1,445	0.44%	Morrinsville West	3,040	0.93%	Te Aroha East	2,590	0.80%
Cambridge West	2,570	0.79%	Ngahinapouri	1,785	0.55%	Te Aroha West	1,990	0.61%
Eureka-Tauwhare	2,230	0.68%	Ngāruawāhia Central	3,270	1.00%	Te Awamutu Central	400	0.12%
Fencourt	775	0.24%	Ngāruawāhia North	2,310	0.71%	Te Awamutu North	1,205	0.37%
Fraser Street	1,430	0.44%	Ngāruawāhia South	2,100	0.64%	Te Awamutu Stadium	1,805	0.55%
Goodfellow Park	1,860	0.57%	Oaklands-St Kilda	1,685	0.52%	Te Awamutu West	1,380	0.42%
Hamilton Park	1,665	0.51%	Okauia	1,115	0.34%	Te Kauwhata	1,720	0.53%
Hautapu	535	0.16%	Pekerau	2,710	0.83%	Te Kauwhata West	550	0.17%

2. Rest Of Waikato								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Hautapu Rural	745	0.23%	Pirongia	1,275	0.39%	Te Kowhai	2,230	0.68%
Hinuera	1,205	0.37%	Pokuru	1,555	0.48%	Te Pahu	1,555	0.48%
Horotiu	695	0.21%	Pukemoremore	2,600	0.80%	Te Poi	860	0.26%
Horsham Downs	750	0.23%	Pukerimu	975	0.30%	Te Rahu	1,265	0.39%
Huntly East	5,290	1.62%	Raglan	3,520	1.08%	Te Uku	1,875	0.58%
Huntly Rural	2,310	0.71%	Rangiriri	1,390	0.43%	Temple View	1,240	0.38%
Huntly West	3,410	1.05%	Richmond Downs-Wardville	1,330	0.41%	Tokanui	450	0.14%
Kainui-Gordonton	1,830	0.56%	Rotokauri	1,095	0.34%	Waerenga	940	0.29%
Kaipaki	1,700	0.52%	Rotokauri-Waiwhakareke	112	0.03%	Waharoa-Peria	1,630	0.50%
Karapiro	2,550	0.78%	Rotongata	870	0.27%	Waihou-Manawaru	1,255	0.39%
Kihikihi Central	2,580	0.79%	Rotoorangi	1,790	0.55%	Waitoa-Ngarua	1,210	0.37%
Lake Cameron	1,620	0.50%	Ruakura	1,720	0.53%	Whale Bay	1,125	0.35%
Lake Ngaroto	1,225	0.38%	Sherwin Park	2,110	0.65%	Whatawhata East	3,020	0.93%
Leamington Central	2,570	0.79%	St Leger	505	0.16%	Whatawhata West	560	0.17%
Leamington East	2,060	0.63%	Tahuna-Mangateparu	1,260	0.39%	Whitikahu	2,070	0.64%
Leamington South	1,805	0.55%	Tahuroa	1,820	0.56%	2. Rest Of Waikato	153,162	47.04%
Leamington West	1,520	0.47%	Tamahere North	4,420	1.36%			
Matamata North	3,390	1.04%	Tamahere South	2,100	0.64%			

POPULATION POTENTIALS



		Auckland	Wellington	Christchurch	Major Markets	Total NZ
Min. Sample Size		2,400	1,500	1,500	13,400	14,200
People	10+	1,501,000	385,300	503,300	3,724,500	4,531,400
	10-19	218,000	55,300	69,600	545,700	661,900
	20-24	127,000	36,800	40,000	301,200	360,000
	25-39	430,000	104,100	126,900	956,600	1,148,500
	40-54	327,000	86,700	109,100	800,800	972,600
	55-64	186,000	49,000	68,800	494,700	609,800
	65+	213,000	53,400	88,900	625,500	778,600
Men	10+	742,000	188,400	251,500	1,836,100	2,233,700
	10-19	112,000	27,800	36,000	279,200	338,700
	20-24	65,000	17,800	21,500	154,800	185,300
	25-39	215,000	51,600	65,300	480,200	576,400
	40-54	161,000	42,600	54,100	392,700	476,500
	55-64	90,000	23,800	33,700	238,800	294,400
	65+	99,000	24,800	40,900	290,400	362,400
Women	10+	759,000	196,900	251,800	1,888,400	2,297,700
	10-19	106,000	27,500	33,600	266,500	323,200
	20-24	62,000	19,000	18,500	146,400	174,700
	25-39	215,000	52,500	61,600	476,400	572,100
	40-54	166,000	44,100	55,000	408,100	496,100
	55-64	96,000	25,200	35,100	255,900	315,400
	65+	114,000	28,600	48,000	335,100	416,200
Regions	Region 1	458,000	52,300	503,300	-	-
	Region 2	129,000	37,700		-	-
	Region 3	321,000	97,700		-	-
	Region 4	369,000	197,600		-	-
	Region 5	224,000			-	-

POPULATION POTENTIALS



		Dunedin	Hawkes Bay	Manawatu	Nelson	Northland
Min. Sample Size		800	800	800	800	800
People	10+	116,700	135,000	149,300	90,400	121,700
	10-19	18,600	20,800	22,700	12,700	18,100
	20-24	14,900	8,500	12,300	4,800	7,100
	25-39	24,700	28,500	33,200	17,000	24,500
	40-54	22,100	28,500	29,500	20,000	24,400
	55-64	15,700	19,700	21,300	14,500	19,500
	65+	20,700	29,000	30,300	21,400	28,100
Men	10+	55,700	65,900	73,000	44,300	60,100
	10-19	8,900	10,500	11,500	6,500	9,200
	20-24	6,800	4,500	6,300	2,600	3,700
	25-39	12,600	14,300	16,600	8,400	12,500
	40-54	10,500	13,800	14,400	9,700	11,900
	55-64	7,600	9,400	10,000	7,000	9,400
	65+	9,300	13,400	14,200	10,100	13,400
Women	10+	61,000	69,100	76,300	46,100	61,600
	10-19	9,700	10,300	11,200	6,200	8,900
	20-24	8,100	4,000	6,000	2,200	3,400
	25-39	12,100	14,200	16,600	8,600	12,000
	40-54	11,600	14,700	15,100	10,300	12,500
	55-64	8,100	10,300	11,300	7,500	10,100
	65+	11,400	15,600	16,100	11,300	14,700
Regions	Region 1	116,700	73,800	77,500	90,400	54,000
	Region 2	-	61,200	71,800	-	67,700
	Region 3	-	-	-	-	-
	Region 4	-	-	-	-	-
	Region 5	-	-	-	-	-

POPULATION POTENTIALS



		Rotorua	Southland	Taranaki	Tauranga	Waikato
Min. Sample Size		800	800	800	800	800
People	10+	58,600	80,800	108,100	186,300	288,000
	10-19	9,600	12,100	16,300	26,000	45,900
	20-24	4,100	5,100	6,200	10,400	24,000
	25-39	14,200	18,000	23,200	40,000	72,300
	40-54	12,500	17,100	23,700	39,200	61,000
	55-64	8,100	12,400	16,300	26,400	37,000
	65+	10,100	16,100	22,400	44,300	47,800
Men	10+	28,700	40,200	54,100	90,700	141,500
	10-19	5,000	6,200	8,700	13,400	23,500
	20-24	2,200	2,700	3,400	5,800	12,500
	25-39	7,000	9,100	11,800	19,800	36,200
	40-54	6,000	8,500	11,700	18,800	29,700
	55-64	3,800	6,200	7,900	12,500	17,500
	65+	4,700	7,500	10,600	20,400	22,100
Women	10+	29,900	40,600	54,000	95,600	146,500
	10-19	4,600	5,900	7,600	12,600	22,400
	20-24	1,900	2,400	2,800	4,600	11,500
	25-39	7,200	8,900	11,400	20,200	36,100
	40-54	6,500	8,600	12,000	20,400	31,300
	55-64	4,300	6,200	8,400	13,900	19,500
	65+	5,400	8,600	11,800	23,900	25,700
Regions	Region 1	58,600	47,000	54,000	131,500	152,000
	Region 2	-	33,800	20,900	54,800	136,000
	Region 3	-	-	33,200	-	-
	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, 2021

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

Contact: Johan Haupt 027 5677 333 johan.haupt@gfk.com

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- 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

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

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- 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

2021 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 2021 categories are:

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

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

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

Share %	<p>Share of audience: 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>
Average audience (000's)	<p>Average audience or average quarter-hour audience: 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>
Cumulative audience/ cumes/ reach (000's or %)	<p>Cumulative audience (cumes): 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>
Time Spent Listening (TSL) hrs:mins	<p>Time Spent Listening or TSL: 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>
Exclusive audience (000's/%)	<p>Exclusive audience: 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>Average frequency (effective and exclusive)</p>	<p>Average frequency: 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"> • Effective: 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. • Exclusive: 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.
<p>Reach / Cume</p>	<p>Reach: 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>Gross impacts</p>	<p>Gross impacts: 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>Cost per thousand or CPM</p>	<p>Cost per thousand: 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>$CPM = 250/853 = \\2.90</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 Comm RAM (*for Commercial releases – Commercial Radio Audience Measurement*)
Or GfK RAM (*for use with Total Radio or RNZ releases*)
Survey period and year (e.g. S1/21)
Market
Statistic and qualifier (*qualifier not required for share %, cume (000's) or TSL*)
Demographic profile (*where definition is not obvious, construction of the demographic must also be included*)
Daypart

Abbreviations for statistics, dayparts and demographics can be used, as long as it is clear what they refer to (e.g. Cume for Cumulative Audience, M-F for Monday-Friday, M25-54 for Males 25-54).

For Example:

GfK Comm RAM, S1/21, Total NZ, Cume, AP10+, M-S 12mn-12mn (unless otherwise stated)

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.

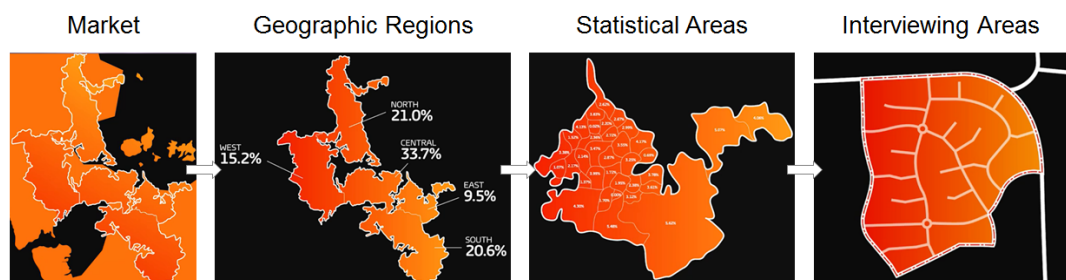
The sample design and size

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 2021 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. |

HOW THE RATINGS ARE COLLECTED



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 column. Refer to the inside cover of the diary for full instructions.

STEP 1: STATION
Place a cross (x) next to the time and in the station column for EVERY quarter hour (where you have listened for 5 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 EVERY QUARTER 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.

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	<p>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.</p> <p>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.</p>
Paper Diary Data Collation	<p>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.</p> <p>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.</p>

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/>

