



Growth  
from  
Knowledge

2023  
RADIO RATINGS  
TOOL KIT

The 2023 Tool Kit provides all the information you require regarding the GfK radio ratings.

You can click on each link below to move straight to that section and select the GfK logo to return to this contents page.

- Understanding the radio ratings
- The GfK radio team
- 2023 radio survey schedule
- 2023 radio reporting periods
- Survey area maps
  - Auckland
  - Wellington
  - Christchurch
  - Dunedin
  - Hawkes Bay
  - Manawatu
  - Nelson
  - Northland
  - Rotorua
  - Southland
  - Taranaki
  - Tauranga
  - Waikato
- Metropolitan population potentials
- Regional population potentials
- 2023 radio ratings training calendar
- 2023 lifestyle categories
- Radio ratings glossary
- Accessing and sourcing radio ratings
- How the ratings are collected
- Radio Broadcasters Association

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:

- 70% recruited face-to-face, completing paper diaries
- 30% 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.



<b>Dr Morten Boyer</b> Managing Director, ANZ	Email: morten.boyer@gfk.com Mobile: +61 430 305 662
<b>Deb Hishon</b> Media Measurement Director, ANZ	Email: deb.hishon@gfk.com Mobile: +61 415 670 350
<b>Johan Haupt</b> Senior Account Manager, Radio	Email: johan.haupt@gfk.com Direct Phone: 027 5677 333
<b>Sian Barron</b> Account Director, Radio	Email: sian.barron@gfk.com Mobile: +61 403 301 318

# 2023 RADIO SURVEY SCHEDULE



Week no	Survey Weeks Sunday - Saturday			Total NZ / All Markets	Commercial Radio Survey Release Dates
	Jan	Feb	Mar		
1	Jan	1	7		
2		8	14		
3		15	21		
4		22	28		
5		29	Feb 4		
6	Feb	5	11		
7		12	18		
8		19	25		
9		26	Mar 4		
10	Mar	5	11		
11		12	18		
12		19	25		
13		26	Apr 1		
14	Apr	2	8		
15		9	15		
16		16	22		
17		23	29		
18		30	May 6		
19	May	7	13		
20		14	20		
21		21	27		51 May 25
22		28	Jun 3		
23	Jun	4	10		
24		11	17		
25		18	24		
26		25	Jul 1		
27	Jul	2	8		
28		9	15		
29		16	22		
30		23	29		
31		30	Aug 5		
32	Aug	6	12		
33		13	19		
34		20	26		52 Aug 24
35		27	Sep 2		
36	Sep	3	9		
37		10	16		
38		17	23		
39		24	30		
40	Oct	1	Oct 7		
41		8	14		
42		15	21		
43		22	28		
44		29	Nov 4		
45	Nov	5	11		
46		12	18		
47		19	25		53 Nov 23
48		26	Dec 2		
49	Dec	3	9		
50		10	16		
51		17	23		
52		24	30		
	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

# 2023 RADIO REPORTING PERIODS



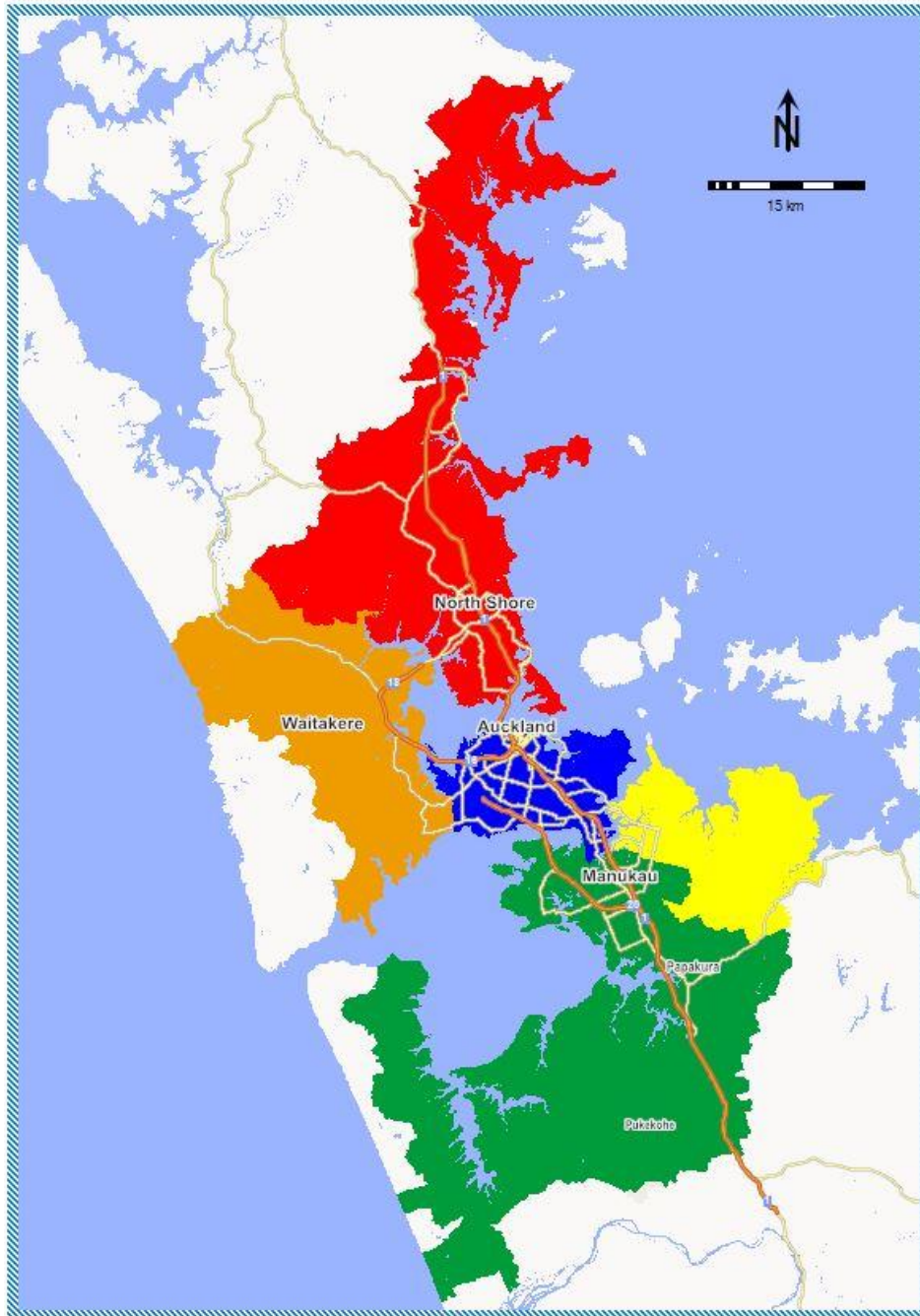
AUCKLAND* / WELLINGTON / CHRISTCHURCH		
		Survey Release Date
Survey 1	Sep 4 to Nov 12 2022 & Feb 12 to May 6 2023	Thu May 25
Survey 2	Feb 12 to May 6 2023 & May 14 to Aug 5 2023	Thu Aug 24
Survey 3	May 14 to Aug 5 2023 & Aug 13 to Nov 4 2023	Thu Nov 23

10 INDIVIDUAL REGIONAL MARKETS*		
		Survey Release Date
Survey 1	April 10 to Nov 12 2022 & Feb 12 to May 6 2023	Thu May 25
Survey 2	Jun 26 to Nov 12 2022 & Feb 12 to May 6 2023 & May 14 to Aug 5 2023	Thu Aug 24
Survey 3	Sep 4 to Nov 12 2022 & Feb 12 to May 6 2023 & May 14 to Aug 5 2023 & Aug 13 to Nov 4 2023	Thu Nov 23

TOTAL NEW ZEALAND* / MAJOR MARKETS*		
		Survey Release Date
Survey 1	(A/W/C) Sep 4 to Nov 12 2022 & Feb 12 to May 6 2023 (Regional) April 10 to Nov 12 2022 & Feb 12 to May 6 2023	Thu May 25
Survey 2	(A/W/C) Feb 12 to May 6 2023 & May 14 to Aug 5 2023 (Regional) Jun 26 to Nov 12 2022 & Feb 12 to May 6 2023 & May 14 to Aug 5 2023	Thu Aug 24
Survey 3	(A/W/C) May 14 to Aug 5 2023 & Aug 13 to Nov 4 2023 (Regional) Sep 4 to Nov 12 2022 & Feb 12 to May 6 2023 & May 14 to Aug 5 2023 & Aug 13 to Nov 4 2023	Thu Nov 23

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	2,830	0.17%	Meadowbank West	2,840	0.17%	Point Chevalier West	3,800	0.23%
Auckland-University	80	0.00%	Mission Bay	4,460	0.27%	Point England	5,100	0.31%
Avondale Central (Auckland)	3,250	0.20%	Morningside (Auckland)	3,890	0.24%	Ponsonby East	3,140	0.19%
Avondale North (Auckland)	4,830	0.29%	Mount Albert Central	3,770	0.23%	Ponsonby West	2,210	0.13%
Avondale Rosebank	4,530	0.27%	Mount Albert North	3,990	0.24%	Quay Street-Customs Street	2,500	0.15%
Avondale South (Auckland)	4,610	0.28%	Mount Albert South	2,410	0.15%	Queen Street	2,170	0.13%
Avondale West (Auckland)	4,130	0.25%	Mount Albert West	2,610	0.16%	Queen Street South West	1,835	0.11%
Balmoral	3,130	0.19%	Mount Eden East	2,800	0.17%	Remuera Abbotts Park	3,770	0.23%
Blockhouse Bay East	2,530	0.15%	Mount Eden North	3,430	0.21%	Remuera East	2,710	0.16%
Blockhouse Bay North	4,140	0.25%	Mount Eden North East	1,160	0.07%	Remuera North	3,500	0.21%
Blockhouse Bay North East	2,330	0.14%	Mount Eden South	3,790	0.23%	Remuera South	3,930	0.24%
Blockhouse Bay South	4,450	0.27%	Mount Eden West	3,280	0.20%	Remuera Waiata	2,780	0.17%
Eden Park	1,625	0.10%	Mount Roskill Central North	3,480	0.21%	Remuera Waiatarua	2,440	0.15%
Eden Terrace	4,210	0.26%	Mount Roskill Central South	2,490	0.15%	Remuera Waitaramoa	3,900	0.24%
Eden Valley	2,170	0.13%	Mount Roskill North	3,890	0.24%	Remuera West	2,780	0.17%
Ellerslie Central	3,430	0.21%	Mount Roskill South	3,230	0.20%	Rosebank Peninsula	35	0.00%
Ellerslie East	3,200	0.19%	Mount Roskill White Swan	4,790	0.29%	Royal Oak East (Auckland)	3,010	0.18%
Ellerslie South	2,650	0.16%	Mount St John	3,320	0.20%	Royal Oak West (Auckland)	2,730	0.17%
Ellerslie West	155	0.01%	Mount Wellington Central	5,240	0.32%	Saint Heliers North	3,940	0.24%
Epsom Central-North	3,890	0.24%	Mount Wellington East	2,990	0.18%	Saint Heliers South	4,030	0.24%
Epsom Central-South	3,840	0.23%	Mount Wellington Ferndale	4,460	0.27%	Saint Heliers West	3,510	0.21%
Epsom East	2,370	0.14%	Mount Wellington Industrial	35	0.00%	Saint Johns East	3,020	0.18%
Epsom North	3,420	0.21%	Mount Wellington North East	2,060	0.12%	Saint Johns West	3,100	0.19%
Epsom South	2,230	0.14%	Mount Wellington North West	3,090	0.19%	Saint Marys Bay	2,023	0.12%
Freemans Bay	4,120	0.25%	Mount Wellington South East	3,050	0.18%	Sandringham Central	2,470	0.15%
Glen Innes East-Wai O Taiki Bay	4,170	0.25%	Mount Wellington South West	2,790	0.17%	Sandringham East	3,380	0.20%
Glen Innes West	4,920	0.30%	Mount Wellington West	3,210	0.19%	Sandringham North	3,870	0.23%
Glenavon	3,070	0.19%	New Windsor North	3,400	0.21%	Sandringham West	2,340	0.14%
Glendowie North	4,340	0.26%	New Windsor South	4,640	0.28%	Shortland Street	1,825	0.11%
Glendowie South	4,570	0.28%	Newmarket	3,890	0.24%	St Lukes	2,220	0.13%
Grafton	1,600	0.10%	One Tree Hill	4,720	0.29%	Stonefields East	2,060	0.12%
Greenlane North	4,290	0.26%	Onehunga Central	3,500	0.21%	Stonefields West	2,150	0.13%
Greenlane South	3,860	0.23%	Onehunga North	3,940	0.24%	Sylvia Park	140	0.01%
Grey Lynn Central	3,350	0.20%	Onehunga West	3,970	0.24%	Symonds Street East	2,170	0.13%
Grey Lynn East	1,770	0.11%	Onehunga-Te Papapa Industrial	1,210	0.07%	Symonds Street North West	3,240	0.20%
Grey Lynn North	2,830	0.17%	Orakei East	2,910	0.18%	Symonds Street West	3,370	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	2,950	0.18%	Orakei West	2,790	0.17%	Tamaki	4,710	0.29%
Herne Bay	2,800	0.17%	Oranga	3,170	0.19%	Te Papapa	3,390	0.21%
Hillsborough East (Auckland)	2,550	0.15%	Ōtāhuhu Central	1,870	0.11%	The Strand	1,335	0.08%
Hillsborough North (Auckland)	3,840	0.23%	Ōtāhuhu East	2,620	0.16%	Three Kings East	1,350	0.08%
Hillsborough South (Auckland)	2,770	0.17%	Ōtāhuhu North	4,370	0.26%	Three Kings West	2,380	0.14%
Hillsborough West (Auckland)	3,730	0.23%	Ōtāhuhu South	3,940	0.24%	Victoria Park	3,160	0.19%
Hobson Ridge Central	3,840	0.23%	Ōtāhuhu South West	4,070	0.25%	Waikowhai North	3,460	0.21%
Hobson Ridge North	2,500	0.15%	Ōwairaka East	1,995	0.12%	Waikowhai South	2,080	0.13%
Hobson Ridge South	2,080	0.13%	Ōwairaka West	3,530	0.21%	Waterview	3,620	0.22%
Karangahape	2,290	0.14%	Panmure East	3,720	0.23%	Wesley East	2,170	0.13%
Kingsland	3,370	0.20%	Panmure Glen Innes Industrial	345	0.02%	Wesley South	60	0.00%
Kohimarama	4,400	0.27%	Panmure West	280	0.02%	Wesley West	3,480	0.21%
Lynfield North	3,620	0.22%	Parnell East	3,210	0.19%	Westmere North	2,200	0.13%
Lynfield South	4,680	0.28%	Parnell West	4,100	0.25%	Westmere South-Western Springs	2,830	0.17%
Maungawhau	2,910	0.18%	Penrose	915	0.06%	Wynyard-Viaduct	1,178	0.07%
Meadowbank East	2,660	0.16%	Point Chevalier East	4,610	0.28%	<b>1. Auckland Central</b>	<b>470,781</b>	<b>28.54%</b>

## 2. Auckland East

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Baverstock	4,250	0.26%	East Tamaki Heights	2,900	0.18%	Northpark North	2,900	0.18%
Botany Downs East	2,360	0.14%	Eastern Beach	2,110	0.13%	Northpark South	2,180	0.13%
Botany Downs West	2,840	0.17%	Farm Cove	2,590	0.16%	Pakuranga Central	3,630	0.22%
Botany East	1,985	0.12%	Golflands	2,500	0.15%	Pakuranga Heights East	3,180	0.19%
Botany Junction	6	0.00%	Half Moon Bay North East	2,180	0.13%	Pakuranga Heights North West	2,890	0.18%
Botany North	2,500	0.15%	Half Moon Bay South East	3,220	0.20%	Pakuranga Heights South West	3,630	0.22%
Botany South	2,990	0.18%	Half Moon Bay West	2,800	0.17%	Pakuranga West	4,510	0.27%
Bucklands Beach Central	1,890	0.11%	Highland Park (Auckland)	4,670	0.28%	Redcastle	2,480	0.15%
Bucklands Beach North	2,980	0.18%	Howick Central	3,530	0.21%	Shelly Park	2,890	0.18%
Bucklands Beach South	4,330	0.26%	Howick East	3,760	0.23%	Somerville	4,510	0.27%
Burswood	1,770	0.11%	Howick West	4,110	0.25%	Sunkist Bay	3,430	0.21%
Clevedon	1,038	0.06%	Huntington Park	1,875	0.11%	Sunnyhills East	3,590	0.22%
Cockle Bay	4,270	0.26%	Kawakawa Bay-Orere	264	0.02%	Sunnyhills West-Pakuranga North	3,400	0.21%
Dannemora North	2,540	0.15%	Maraetai	2,520	0.15%	Te Puru	4,200	0.25%

# Auckland Statistical Areas



## 2. Auckland East

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Dannemora South	2,780	0.17%	Mellons Bay	4,080	0.25%	Turanga	3,300	0.20%
East Tamaki	355	0.02%	Mission Heights North	3,610	0.22%	Tuscany Heights	1,599	0.10%
						<b>2. Auckland East</b>	<b>137,922</b>	<b>8.36%</b>

## 3. Auckland North

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Akoranga	1,210	0.07%	Glenfield South West	4,090	0.25%	Pinehill	4,610	0.28%
Albany Central	875	0.05%	Glenfield West	3,140	0.19%	Puhoi Valley	837	0.05%
Albany Heights	3,800	0.23%	Greenhithe East	3,180	0.19%	Red Beach East	4,060	0.25%
Albany South	3,430	0.21%	Greenhithe South	2,090	0.13%	Red Beach West	3,060	0.19%
Albany West	2,760	0.17%	Greenhithe West	3,440	0.21%	Rothsay Bay	2,980	0.18%
Algies Bay-Scotts Landing	1,225	0.07%	Gulf Harbour North	3,080	0.19%	Sandspit	1,070	0.06%
Army Bay	1,610	0.10%	Gulf Harbour South	2,930	0.18%	Schnapper Rock	4,020	0.24%
Awaruku	4,540	0.28%	Hatfields Beach	1,565	0.09%	Silverdale Central (Auckland)	425	0.03%
Bayswater	2,724	0.17%	Hauraki	4,180	0.25%	Silverdale South (Auckland)	2,120	0.13%
Bayview East	3,710	0.22%	Helensville Rural	120	0.01%	Snells Beach	3,940	0.24%
Bayview South	3,090	0.19%	Hillcrest East (Auckland)	3,940	0.24%	Stanley Point	1,910	0.12%
Bayview West	2,370	0.14%	Hillcrest North (Auckland)	3,540	0.21%	Stanmore Bay East	2,880	0.17%
Beach Haven East	4,000	0.24%	Hillcrest West (Auckland)	3,300	0.20%	Stanmore Bay West	2,790	0.17%
Beach Haven South	3,100	0.19%	Kingsway	2,340	0.14%	Sunnynook North	2,970	0.18%
Beach Haven West	3,440	0.21%	Kumeu Rural West	399	0.02%	Sunnynook South	2,730	0.17%
Belmont (Auckland)	2,940	0.18%	Long Bay	2,460	0.15%	Takapuna Central	2,550	0.15%
Birkdale North	4,190	0.25%	Mairangi Bay North	3,100	0.19%	Takapuna South	1,465	0.09%
Birkdale South	4,730	0.29%	Mairangi Bay South	2,850	0.17%	Takapuna West	4,900	0.30%
Birkenhead North	2,790	0.17%	Manly East	3,610	0.22%	Taupaki	89	0.01%
Birkenhead South	3,030	0.18%	Manly West	2,430	0.15%	Tawharanui Peninsula	2,210	0.13%
Birkenhead West	4,860	0.29%	Milford Central	1,840	0.11%	Tindalls-Matakatia	2,120	0.13%
Browns Bay Central	3,000	0.18%	Milford West	3,100	0.19%	Torbay	4,440	0.27%
Browns Bay South East	3,050	0.18%	Millwater North	3,990	0.24%	Totara Vale North	3,230	0.20%
Browns Bay South West	4,380	0.27%	Millwater South	3,950	0.24%	Totara Vale South	4,010	0.24%
Campbells Bay	2,930	0.18%	Muriwai	1,405	0.09%	Unsworth Heights East	3,720	0.23%
Cape Rodney	1,336	0.08%	Muriwai Valley-Bethells Beach	719	0.04%	Unsworth Heights West	2,310	0.14%
Castor Bay	4,460	0.27%	Murrays Bay East	2,160	0.13%	Vipond	2,980	0.18%
Chatswood	3,430	0.21%	Murrays Bay West	2,720	0.16%	Waiake	4,020	0.24%
Cheltenham	1,900	0.12%	Narrow Neck	4,210	0.26%	Waikoukou Valley	1,314	0.08%
Coatesville	2,570	0.16%	North Harbour	740	0.04%	Waimauku	221	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	2,810	0.17%	Northcote Central (Auckland)	2,440	0.15%	Wainui-Waiwera	1,634	0.10%
Dairy Flat South	1,850	0.11%	Northcote Point (Auckland)	3,130	0.19%	Waipatukahu	1,650	0.10%
Dairy Flat West	1,610	0.10%	Northcote South (Auckland)	2,610	0.16%	Wairau Valley	210	0.01%
Devonport	3,260	0.20%	Northcote Tuff Crater	2,240	0.14%	Waitakere Ranges North	419	0.03%
Dome Valley-Matakana	1,452	0.09%	Northcross	3,340	0.20%	Waitoki	1,550	0.09%
Fairview Heights	4,300	0.26%	Okura Bush	1,530	0.09%	Warkworth East	3,830	0.23%
Forrest Hill East	3,520	0.21%	Orewa Central	3,320	0.20%	Warkworth West	2,441	0.15%
Forrest Hill North	2,460	0.15%	Orewa North	4,480	0.27%	Westlake	2,940	0.18%
Forrest Hill West	4,060	0.25%	Orewa South	3,990	0.24%	Whangaparāoa Central	4,320	0.26%
Glamorgan	3,380	0.20%	Oteha East	3,270	0.20%	Windsor Park	1,680	0.10%
Glenfield Central	4,140	0.25%	Oteha West	2,090	0.13%	<b>3. Auckland North</b>	<b>347,320</b>	<b>21.05%</b>
Glenfield East	2,370	0.14%	Paremoremo East	2,240	0.14%			
Glenfield North	3,530	0.21%	Paremoremo West	1,145	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	554	0.03%	Karaka Lakes	3,060	0.19%	Papatoetoe South West	4,200	0.25%
Alfriston	4,070	0.25%	Kawakawa Bay-Orere	141	0.01%	Papatoetoe West	5,390	0.33%
Anselmi Ridge	2,650	0.16%	Kendallvale	1,095	0.07%	Patumāhoe	1,330	0.08%
Aorere Central	2,190	0.13%	Kingseat-Karaka	3,170	0.19%	Patumāhoe Rural	1,220	0.07%
Aorere North	1,690	0.10%	Leabank	4,780	0.29%	Puhinui East	2,930	0.18%
Aorere South	5,310	0.32%	Māngere Bridge	3,300	0.20%	Puhinui North	4,270	0.26%
Ardmore	1,475	0.09%	Māngere Bridge Ambury	3,700	0.22%	Puhinui South	2,780	0.17%
Auckland Airport	685	0.04%	Māngere Central	3,950	0.24%	Pukekohe Central	395	0.02%
Āwhitu	2,949	0.18%	Māngere East	4,480	0.27%	Pukekohe Hospital	1,780	0.11%
Bombay Hills	1,837	0.11%	Māngere Mascot	3,930	0.24%	Pukekohe North West	5,020	0.30%
Botany Junction	184	0.01%	Māngere Mountain View	4,300	0.26%	Pukekohe West	6,690	0.41%
Buckland	1,285	0.08%	Māngere North	2,870	0.17%	Puni	1,706	0.10%
Burbank	4,340	0.26%	Māngere South	3,830	0.23%	Ramarama	2,320	0.14%
Cape Hill	1,650	0.10%	Māngere South East	4,070	0.25%	Randwick Park East	2,860	0.17%
Chapel Downs	3,520	0.21%	Māngere West	4,700	0.28%	Randwick Park West	3,890	0.24%
Clarks Beach	1,575	0.10%	Manukau Central	1,045	0.06%	Red Hill	3,210	0.19%
Clendon Park East	2,510	0.15%	Manurewa Central	4,040	0.24%	Rongomai East	2,340	0.14%
Clendon Park North	3,610	0.22%	Manurewa East	3,270	0.20%	Rongomai West	2,580	0.16%
Clendon Park West	3,540	0.21%	Manurewa South	4,600	0.28%	Rooseville Park	2,730	0.17%
Clevedon	221	0.01%	Massey Road North	3,630	0.22%	Rosa Birch Park	2,070	0.13%

# Auckland Statistical Areas



## 4. Auckland South

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Clover Park North	4,960	0.30%	Massey Road South	1,835	0.11%	Rosehill	4,560	0.28%
Clover Park South	4,650	0.28%	Massey Road West	4,020	0.24%	Rowandale East	4,340	0.26%
Cloverlea (Auckland)	2,680	0.16%	Middlemore	0	0.00%	Rowandale West	3,780	0.23%
Conifer Grove East	2,460	0.15%	Mission Heights South	3,340	0.20%	Sutton Park	4,140	0.25%
Conifer Grove West	2,990	0.18%	Ōpaheke	3,250	0.20%	Takanini Central	1,265	0.08%
Dingwall	3,800	0.23%	Ormiston East	3,650	0.22%	Takanini Industrial	15	0.00%
Donegal Park	4,210	0.26%	Ormiston North	2,690	0.16%	Takanini North	2,830	0.17%
Drury	1,605	0.10%	Ormiston South	7,310	0.44%	Takanini South	7,840	0.48%
Drury Rural	2,960	0.18%	Ōtāhuhu Industrial	95	0.01%	Takanini South East	3,190	0.19%
Favona East	4,160	0.25%	Ōtara Central	2,870	0.17%	Takanini West	3,370	0.20%
Favona North	3,030	0.18%	Ōtara East	4,270	0.26%	Tamakae	2,590	0.16%
Favona West	3,630	0.22%	Ōtara South	4,060	0.25%	The Gardens (Auckland)	4,230	0.26%
Ferguson	4,630	0.28%	Ōtara West	3,540	0.21%	Totara Heights	3,140	0.19%
Glenbrook	2,570	0.16%	Pahurehure	3,570	0.22%	Tuakau Rural	463	0.03%
Goodwood Heights	4,850	0.29%	Papakura Central	3,750	0.23%	Tuscany Heights	136	0.01%
Grange	2,570	0.16%	Papakura East	3,690	0.22%	Waiuku Central	1,400	0.08%
Hamilton Estate	2,680	0.16%	Papakura Industrial	325	0.02%	Waiuku East	1,945	0.12%
Harania North	4,110	0.25%	Papakura Kelvin	5,250	0.32%	Wattle Downs East	2,320	0.14%
Harania South	3,700	0.22%	Papakura Massey Park	3,300	0.20%	Wattle Downs North	2,710	0.16%
Hillpark North	2,670	0.16%	Papakura North	5,020	0.30%	Wattle Downs West	4,110	0.25%
Hillpark South	3,640	0.22%	Papakura North East	4,380	0.27%	Weymouth East	4,300	0.26%
Hilltop (Auckland)	4,020	0.24%	Papakura West	1,975	0.12%	Weymouth North	5,480	0.33%
Hingaia	2,620	0.16%	Papatoetoe Central	5,780	0.35%	Weymouth South	3,920	0.24%
Homai East	4,270	0.26%	Papatoetoe East	4,940	0.30%	Wiri East	5,240	0.32%
Homai West	5,700	0.35%	Papatoetoe North	5,480	0.33%	Wiri West	1,295	0.08%
Karaka Creek	1,680	0.10%	Papatoetoe South	4,530	0.27%	<b>4. Auckland South</b>	<b>435,890</b>	<b>26.42%</b>

## 5. Auckland West

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Birdwood West	855	0.05%	Kumeu Rural West	1,436	0.09%	Swanson Rural	2,460	0.15%
Fruitvale	3,130	0.19%	Kumeu-Huapai	5,580	0.34%	Taupaki	1,682	0.10%
Glen Eden Central	3,890	0.24%	Laingholm	2,410	0.15%	Te Atatū Peninsula Central	3,730	0.23%
Glen Eden North	2,690	0.16%	Massey Central	3,620	0.22%	Te Atatū Peninsula East	2,910	0.18%
Glen Eden Rosier	3,720	0.23%	Massey East	3,810	0.23%	Te Atatū Peninsula North West	3,510	0.21%
Glen Eden West	3,890	0.24%	Massey Royal Road West	3,180	0.19%	Te Atatū Peninsula West	4,020	0.24%
Glen Eden Woodglen	4,400	0.27%	Massey South	4,860	0.29%	Te Atatū South-Central	4,610	0.28%
Glendene North	5,030	0.30%	Massey West	1,855	0.11%	Te Atatū South-Edmonton	3,990	0.24%

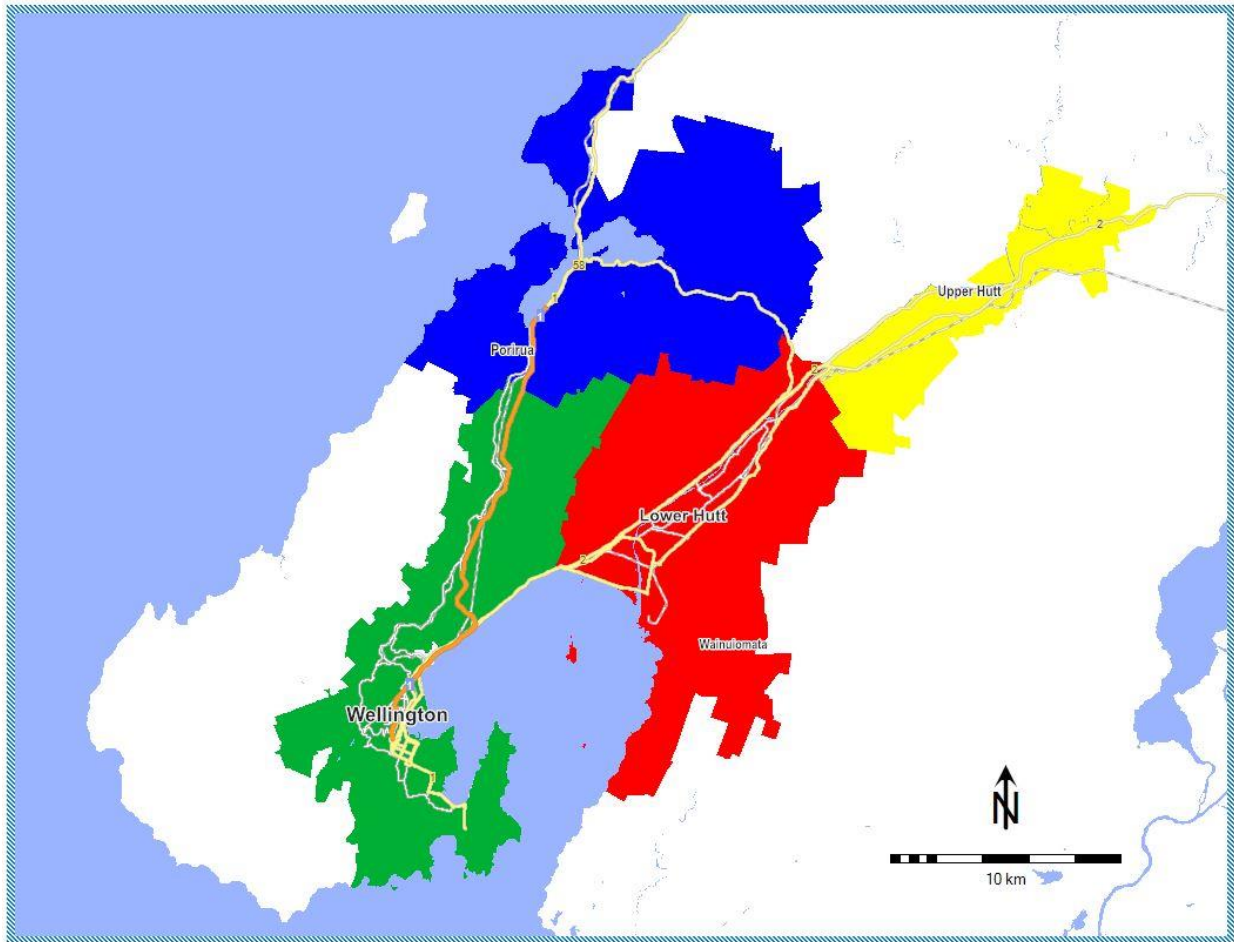
# Auckland Statistical Areas



## 5. Auckland West

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Glendene South	3,030	0.18%	McLaren Park	4,610	0.28%	Te Atatū South-McLeod North	3,700	0.22%
Green Bay North	1,880	0.11%	New Lynn Central	580	0.04%	Te Atatū South-McLeod South	4,040	0.24%
Green Bay South	2,990	0.18%	New Lynn Central South	2,970	0.18%	Titirangi South	4,030	0.24%
Henderson Central	1,375	0.08%	New Lynn North	3,580	0.22%	Waiaatarua	2,200	0.13%
Henderson East	3,070	0.19%	New Lynn North West	3,500	0.21%	Waikoukou Valley	427	0.03%
Henderson Larnoch	4,450	0.27%	New Lynn Seabrook	3,060	0.19%	Waimauku	1,304	0.08%
Henderson Lincoln East	170	0.01%	New Lynn South	4,920	0.30%	Waima-Woodlands Park	2,740	0.17%
Henderson Lincoln South	2,770	0.17%	Oratia	2,180	0.13%	Waitakere	2,010	0.12%
Henderson Lincoln West	3,550	0.22%	Rānui Domain	3,740	0.23%	Waitakere Ranges South	792	0.05%
Henderson North	4,260	0.26%	Rānui North	4,210	0.26%	West Harbour Clearwater Cove	4,316	0.26%
Henderson North East	2,770	0.17%	Rānui South East	3,210	0.19%	West Harbour Luckens Point	2,670	0.16%
Henderson Valley	1,445	0.09%	Rānui South West	2,980	0.18%	West Harbour West	4,510	0.27%
Henderson Valley Park	2,110	0.13%	Riverhead	3,680	0.22%	West Lynn	3,330	0.20%
Hobsonville	1,255	0.08%	Royal Heights North	3,960	0.24%	Western Heights (Auckland)	4,770	0.29%
Hobsonville Point	8,850	0.54%	Royal Heights South	3,980	0.24%	Westgate Central	5	0.00%
Kaurilands	3,230	0.20%	Summerland North	2,720	0.16%	Westgate South	2,530	0.15%
Kelston North	2,910	0.18%	Summerland South	3,350	0.20%	Whenuapai	5,300	0.32%
Kelston South	2,740	0.17%	Sunnyvale East	5,240	0.32%	<b>5. Auckland West</b>	<b>257,786</b>	<b>15.63%</b>
Konini	3,630	0.22%	Sunnyvale West-Parrs Park	2,740	0.17%			
Kumeu Rural East	2,950	0.18%	Swanson	3,200	0.19%			

WELLINGTON



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

## 1. Porirua

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aotea	3,910	0.91%	Onepoto	2,010	0.47%	Postgate	2,940	0.68%
Ascot Park	3,000	0.70%	Paekākāriki Hill	375	0.09%	Pukerua Bay	2,150	0.50%
Camborne	2,050	0.48%	Papakōwhai	2,340	0.54%	Ranui Heights	1,380	0.32%
Cannons Creek East	4,060	0.94%	Paremata	2,550	0.59%	Titahi Bay North	2,860	0.67%
Cannons Creek North	3,710	0.86%	Pāuatahanui	1,025	0.24%	Titahi Bay South	4,040	0.94%
Cannons Creek South	1,730	0.40%	Plimmerton	2,180	0.51%	Waitangirua	4,650	1.08%
Elsdon-Takapuwhia	2,560	0.60%	Porirua Central	825	0.19%	Whitby	3,160	0.74%
Endeavour	5,660	1.32%	Porirua East	2,440	0.57%	<b>1. Porirua</b>	<b>61,605</b>	<b>14.33%</b>

## 2. Upper Hutt

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Birchville-Brown Owl	3,850	0.90%	Mangaroa	235	0.05%	Totara Park	2,960	0.69%
Brentwood (Upper Hutt City)	2,530	0.59%	Maoribank	3,550	0.83%	Trentham North	3,380	0.79%
Clouston Park	2,400	0.56%	Pinehaven	2,100	0.49%	Trentham South	2,880	0.67%
Ebdentown	2,610	0.61%	Poets Block	2,670	0.62%	Upper Hutt Central	690	0.16%
Elderslea	3,510	0.82%	Silverstream (Upper Hutt City)	3,590	0.84%	Wallaceville	2,600	0.60%
Heretaunga	2,560	0.60%	Te Marua	1,045	0.24%	<b>2. Upper Hutt</b>	<b>43,160</b>	<b>10.04%</b>

## 3. Lower Hutt

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Alicetown-Melling	2,980	0.69%	Homedale West	2,840	0.66%	Petone East	4,270	0.99%
Arakura	3,120	0.73%	Hutt Central North	1,060	0.25%	Petone Esplanade	2,870	0.67%
Avalon East	2,630	0.61%	Hutt Central South	3,200	0.74%	Stokes Valley Central	2,270	0.53%
Avalon West	2,750	0.64%	Kelson	2,990	0.70%	Stokes Valley North	3,560	0.83%
Belmont (Lower Hutt City)	2,930	0.68%	Korokoro	1,570	0.37%	Taita North	3,340	0.78%
Belmont Park	340	0.08%	Manor Park	460	0.11%	Taita South	3,280	0.76%
Boulcott	2,750	0.64%	Manuka	1,885	0.44%	Tirohanga	1,320	0.31%
Delaney	2,740	0.64%	Maungaraki	4,200	0.98%	Wainuiomata Central	1,940	0.45%
Eastbourne	2,820	0.66%	Moera	1,815	0.42%	Wainuiomata West	3,870	0.90%
Eastern Bays	2,160	0.50%	Naenae Central	3,850	0.90%	Waiwhetu	4,820	1.12%
Epuni East	3,130	0.73%	Naenae North	2,790	0.65%	Waterloo East	3,270	0.76%
Epuni West	3,490	0.81%	Naenae South	2,950	0.69%	Waterloo West	2,480	0.58%
Glendale	4,390	1.02%	Normandale	2,140	0.50%	Woburn	1,810	0.42%

## 3. Lower Hutt

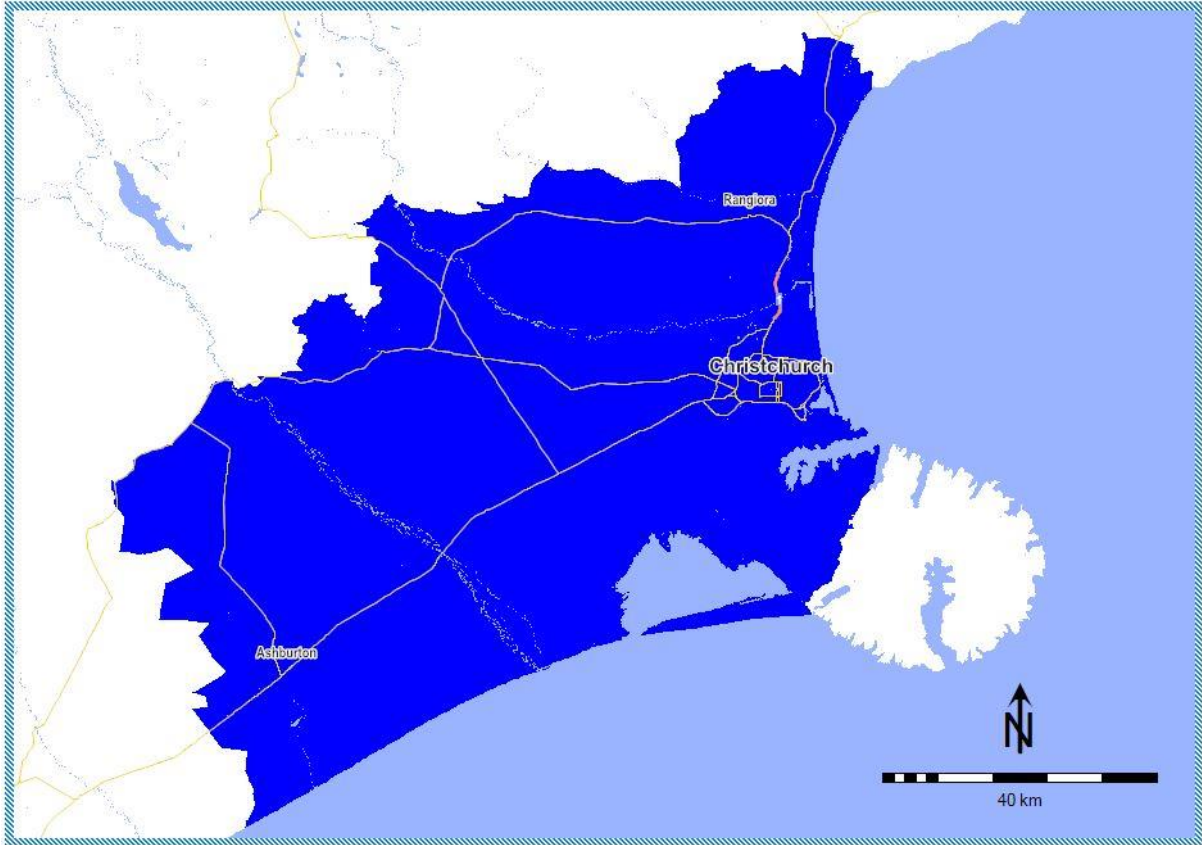
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Gracefield	320	0.07%	Pencarrow	700	0.16%			
Homedale East	3,250	0.76%	Petone Central	1,110	0.26%	<b>3. Lower Hutt</b>	<b>112,460</b>	<b>26.17%</b>

## 4. Wellington City

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aro Valley	4,110	0.96%	Karori South	4,580	1.07%	Northland (Wellington City)	3,670	0.85%
Berhampore	3,860	0.90%	Kelburn	2,270	0.53%	Onslow	1,860	0.43%
Broadmeadows	1,670	0.39%	Khandallah North	2,730	0.64%	Oriental Bay	1,460	0.34%
Brooklyn East	2,690	0.63%	Khandallah Reserve	2,010	0.47%	Ōwhiro Bay	2,030	0.47%
Brooklyn North	2,270	0.53%	Khandallah South	2,000	0.47%	Paparangi	2,940	0.68%
Brooklyn South	1,805	0.42%	Kilbirnie Central	2,780	0.65%	Pipitea-Kaiwharawhara	794	0.18%
Churton Park North	4,370	1.02%	Kilbirnie East	2,140	0.50%	Rongotai	15	0.00%
Churton Park South	3,440	0.80%	Kingston-Mornington-Vogeltown	3,230	0.75%	Roseneath	1,820	0.42%
Courtenay	2,123	0.49%	Linden	3,410	0.79%	Seatoun	2,370	0.55%
Crofton Downs	1,695	0.39%	Lyll Bay	2,660	0.62%	Southgate	1,170	0.27%
Dixon Street	5,970	1.39%	Mākara-Ohariu	941	0.22%	Strathmore (Wellington City)	3,860	0.90%
Evans Bay	1,175	0.27%	Maupuia	1,585	0.37%	Takapu-Horokiwi	275	0.06%
Grenada North	2,380	0.55%	Melrose	1,345	0.31%	Tawa Central	2,700	0.63%
Grenada Village	1,850	0.43%	Miramar Central	1,995	0.46%	Tawa North	3,260	0.76%
Hataitai North	4,110	0.96%	Miramar East	2,980	0.69%	Tawa South	3,430	0.80%
Hataitai South	1,480	0.34%	Miramar North	1,355	0.32%	Thorndon	4,400	1.02%
Houghton Bay	1,690	0.39%	Miramar South	3,480	0.81%	Vivian East	2,790	0.65%
Island Bay East	3,650	0.85%	Mount Cook East	2,980	0.69%	Vivian West	4,240	0.99%
Island Bay West	3,390	0.79%	Mount Cook West	4,650	1.08%	Wadestown	3,790	0.88%
Johnsonville Central	3,060	0.71%	Mount Victoria	4,830	1.12%	Wellington Botanic Gardens	1,220	0.28%
Johnsonville North	3,390	0.79%	Newlands North	3,950	0.92%	Wellington Central	3,440	0.80%
Johnsonville South	1,815	0.42%	Newlands South	4,210	0.98%	Wellington University	1,635	0.38%
Johnsonville West	3,390	0.79%	Newtown North	2,060	0.48%	Wilton	2,240	0.52%
Karaka Bay-Worser Bay	1,570	0.37%	Newtown South	4,030	0.94%	Woodridge	1,875	0.44%
Karori East	3,460	0.81%	Newtown West	3,730	0.87%	<b>4. Wellington City</b>	<b>212,528</b>	<b>49.45%</b>
Karori North	2,590	0.60%	Ngaio North	2,520	0.59%			
Karori Park	4,720	1.10%	Ngaio South	3,070	0.71%			



# 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	3,080	0.54%	Hampstead	3,130	0.55%	Rangiora South West	2,450	0.43%
Addington West	2,630	0.46%	Harewood	1,405	0.25%	Rawhiti	2,850	0.50%
Aidanfield	4,110	0.72%	Hawthornden	2,720	0.48%	Redcliffs	2,070	0.36%
Allenton East	2,150	0.38%	Heathcote Valley	2,260	0.40%	Redwood East	3,300	0.58%
Allenton North	2,660	0.47%	Hei Hei	3,580	0.63%	Redwood North	2,770	0.49%
Allenton South	2,280	0.40%	Hillmorton	2,890	0.51%	Redwood West	2,200	0.39%
Amberley	2,340	0.41%	Hillsborough (Christchurch City)	2,500	0.44%	Regents Park	1,685	0.30%
Aranui	4,380	0.77%	Holmwood	2,180	0.38%	Riccarton Central	45	0.01%
Ashburton Central	170	0.03%	Hoon Hay East	3,310	0.58%	Riccarton East	1,290	0.23%
Ashburton East	1,880	0.33%	Hoon Hay South	2,150	0.38%	Riccarton Racecourse	1,535	0.27%
Ashburton Forks	221	0.04%	Hoon Hay West	3,260	0.57%	Riccarton South	3,880	0.68%
Ashburton North	1,090	0.19%	Hornby Central	145	0.03%	Riccarton West	3,720	0.65%
Ashburton West	1,020	0.18%	Hornby South	4,590	0.81%	Richmond North (Christchurch City)	2,340	0.41%
Ashgrove	1,650	0.29%	Hornby West	2,550	0.45%	Richmond South (Christchurch City)	2,140	0.38%
Ashley Forest	631	0.11%	Huntsbury	2,400	0.42%	Rolleston Central	3,780	0.66%
Ashley Gorge	1,187	0.21%	Ilam North	3,920	0.69%	Rolleston Izone	15	0.00%
Ashley-Sefton	2,400	0.42%	Ilam South	3,360	0.59%	Rolleston North East	5,570	0.98%
Avondale (Christchurch City)	2,360	0.41%	Ilam University	2,630	0.46%	Rolleston North West	4,680	0.82%
Avonhead East	3,000	0.53%	Irwell	1,420	0.25%	Rolleston South East	9,770	1.72%
Avonhead North	1,465	0.26%	Islington	1,005	0.18%	Rolleston South West	4,180	0.73%
Avonhead South	3,330	0.59%	Islington-Hornby Industrial	345	0.06%	Russley	990	0.17%
Avonhead West	1,845	0.32%	Jellie Park	3,050	0.54%	Rutland	2,880	0.51%
Avonside	1,630	0.29%	Kaiapoi Central	2,330	0.41%	Shirley East	2,660	0.47%
Awatea North	2,640	0.46%	Kaiapoi East	260	0.05%	Shirley West	4,260	0.75%
Awatea South	2,200	0.39%	Kaiapoi North West	2,210	0.39%	Silverstream (Waimakariri District)	1,245	0.22%
Balcairn	2,470	0.43%	Kaiapoi South	1,975	0.35%	Sockburn North	4,080	0.72%
Banks Peninsula South	205	0.04%	Kaiapoi West	1,295	0.23%	Sockburn South	410	0.07%
Bankside	1,915	0.34%	Kennedys Bush	1,225	0.22%	Somerfield East	3,790	0.67%
Beckenham	2,410	0.42%	Kingsbury	2,860	0.50%	Somerfield West	3,010	0.53%
Belfast East	2,550	0.45%	Kirwee	1,500	0.26%	South New Brighton	3,260	0.57%
Belfast West	1,940	0.34%	Ladbrooks	2,050	0.36%	Southbridge	2,730	0.48%
Bexley	2,670	0.47%	Lancaster Park	255	0.04%	Southbrook	830	0.15%
Bishopdale North	4,310	0.76%	Leeston	2,490	0.44%	Sovereign Palms	4,030	0.71%
Bishopdale South	2,270	0.40%	Lilybrook	3,090	0.54%	Spreydon North	3,950	0.69%
Bishopdale West	2,900	0.51%	Lincoln East	5,460	0.96%	Spreydon South	2,410	0.42%
Broken Run	635	0.11%	Lincoln West	3,690	0.65%	Spreydon West	3,170	0.56%
Bromley North	40	0.01%	Linwood East	2,190	0.38%	Springston	2,480	0.44%
Bromley South	2,920	0.51%	Linwood North	2,780	0.49%	St Albans East	3,330	0.59%
Brookhaven-Ferrymead	1,090	0.19%	Linwood West	5,270	0.93%	St Albans North	2,170	0.38%

# Christchurch Statistical Areas



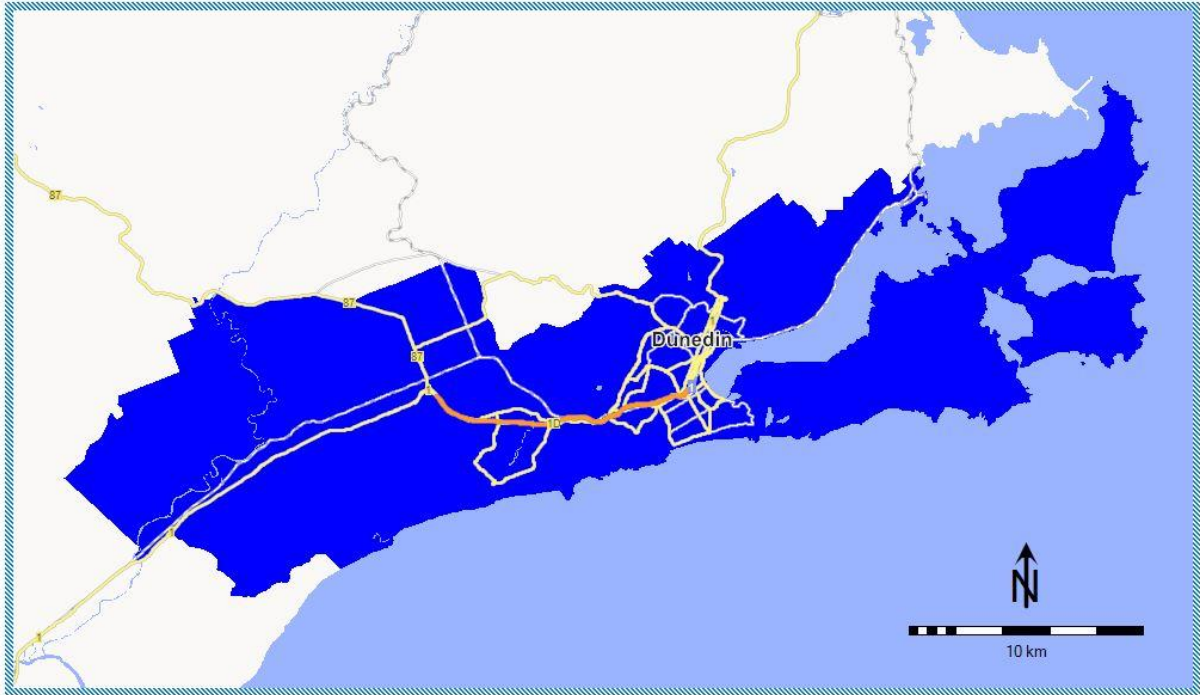
1. Christchurch								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Brooklands-Spencerville	745	0.13%	Loburn	2,460	0.43%	St Albans West	2,660	0.47%
Broomfield	2,820	0.50%	Lyttelton	3,170	0.56%	St Martins	2,770	0.49%
Bryndwr North	3,390	0.60%	Mairehau North	3,060	0.54%	Starvation Hill-Cust	2,510	0.44%
Bryndwr South	2,910	0.51%	Mairehau South	3,780	0.66%	Strowan	3,550	0.62%
Burnham Camp	1,500	0.26%	Malvern	2,630	0.46%	Styx	1,085	0.19%
Burnside	3,640	0.64%	Mandeville-Ohoka	3,730	0.66%	Sumner	3,580	0.63%
Burnside Park	3,340	0.59%	Marshland	925	0.16%	Swannanoa-Eyreton	1,040	0.18%
Burwood	3,380	0.59%	McLeans Island	200	0.04%	Sydenham Central	405	0.07%
Bush Inn	3,320	0.58%	Merivale	3,050	0.54%	Sydenham North	2,200	0.39%
Cairnbrae	1,511	0.27%	Methven	1,985	0.35%	Sydenham South	2,840	0.50%
Casebrook	4,230	0.74%	Middleton	210	0.04%	Sydenham West	1,315	0.23%
Cashmere East	3,560	0.63%	Mona Vale	1,465	0.26%	Tai Tapu	1,405	0.25%
Cashmere West	3,160	0.56%	Motukarara	685	0.12%	Teddington	240	0.04%
Charing Cross	1,015	0.18%	Mount Pleasant	3,850	0.68%	Templeton	1,770	0.31%
Charleston (Christchurch City)	1,505	0.26%	Netherby	2,420	0.43%	Tinwald North	1,365	0.24%
Chertsey	1,770	0.31%	New Brighton	3,340	0.59%	Tinwald South	2,440	0.43%
Christchurch Airport	165	0.03%	Newtons Road	3,820	0.67%	Torlesse	1,315	0.23%
Christchurch Central	135	0.02%	North Beach	4,140	0.73%	Tower Junction	200	0.04%
Christchurch Central-East	2,740	0.48%	Northcote (Christchurch City)	2,700	0.47%	Travis Wetlands	2,420	0.43%
Christchurch Central-North	2,870	0.50%	Northlands (Christchurch City)	110	0.02%	Trents	2,100	0.37%
Christchurch Central-South	810	0.14%	Northwood	3,580	0.63%	Tuahiwi	1,015	0.18%
Christchurch Central-West	1,165	0.20%	Oaklands East	3,450	0.61%	Upper Riccarton	1,860	0.33%
Clarkville	1,525	0.27%	Oaklands West	2,750	0.48%	Waikuku	2,350	0.41%
Clearwater	760	0.13%	Opawa	1,350	0.24%	Waimairi Beach	1,305	0.23%
Clifton Hill	1,795	0.32%	Ōtakaro-Avon River Corridor	115	0.02%	Wainoni	2,820	0.50%
Dallington	2,350	0.41%	Oxford	2,440	0.43%	Waitikiri	2,800	0.49%
Darfield	3,110	0.55%	Oxford Estate	1,425	0.25%	Waltham	2,020	0.35%
Deans Bush	2,560	0.45%	Papanui East	2,310	0.41%	West Eyreton	1,575	0.28%
Diamond Harbour	1,590	0.28%	Papanui North	2,000	0.35%	West Melton	2,640	0.46%
Eastern Bays-Banks Peninsula	46	0.01%	Papanui West	3,100	0.54%	Westmorland	2,450	0.43%
Edgware	4,490	0.79%	Paparua	1,015	0.18%	Wharenui	2,840	0.50%
Eiffelton	2,262	0.40%	Parklands	4,010	0.70%	Wigram East	890	0.16%
Ensors	2,370	0.42%	Pegasus	3,800	0.67%	Wigram North	900	0.16%
Eyrewell	2,070	0.36%	Pegasus Bay	1,200	0.21%	Wigram South	1,425	0.25%
Fendalton	1,980	0.35%	Phillipstown	4,310	0.76%	Wigram West	1,620	0.28%
Fernside	1,490	0.26%	Port Hills	65	0.01%	Winchmore-Wakanui	1,680	0.30%
Glenroy-Hororata	1,345	0.24%	Prebbleton	5,250	0.92%	Woodend	3,220	0.57%
Glentunnel	1,340	0.24%	Prestons	4,300	0.76%	Woolston East	3,240	0.57%

# Christchurch Statistical Areas



1. Christchurch								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Governors Bay	945	0.17%	Queenspark	3,570	0.63%	Woolston North	3,450	0.61%
Hagley Park	20	0.00%	Rakaia	1,555	0.27%	Woolston South	505	0.09%
Halkett	1,795	0.32%	Rangiora Central	20	0.00%	Woolston West	1,250	0.22%
Halswell North	2,340	0.41%	Rangiora North East	1,920	0.34%	Yaldhurst	1,900	0.33%
Halswell South	2,750	0.48%	Rangiora North West	2,580	0.45%			
Halswell West	4,480	0.79%	Rangiora South East	2,830	0.50%	<b>1. Christchurch</b>	<b>569,092</b>	<b>100.0%</b>

DUNEDIN

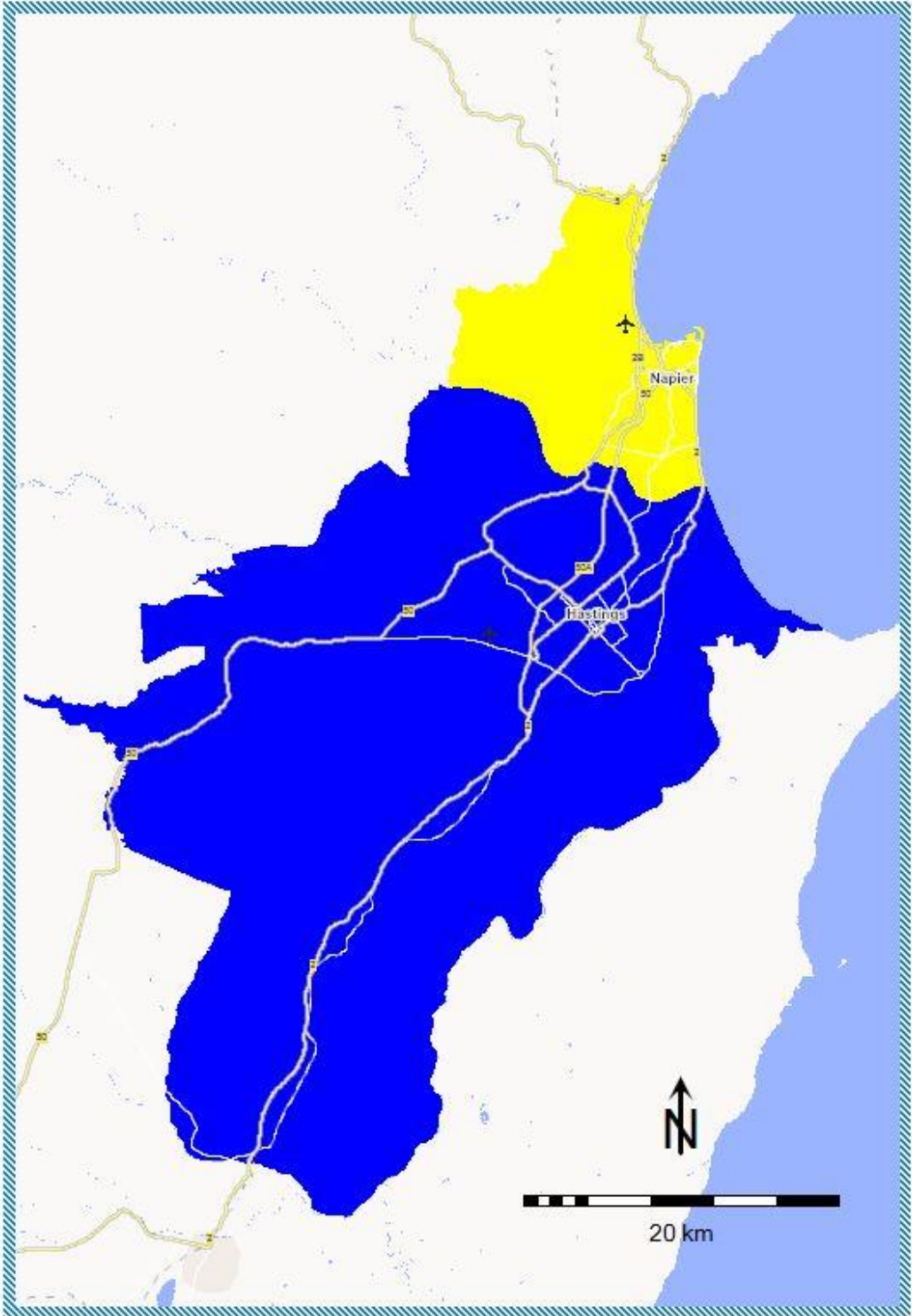


# Dunedin Statistical Areas



1. Dunedin								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Abbotsford	2,930	2.37%	Glenleith	1,325	1.07%	Otago Peninsula	890	0.72%
Andersons Bay	2,430	1.97%	Green Island	2,390	1.94%	Pine Hill-Dalmore	2,390	1.94%
Arthur Street	1,515	1.23%	Halfway Bush	1,935	1.57%	Port Chalmers	1,415	1.15%
Bathgate Park	2,370	1.92%	Harbourside	45	0.04%	Ravensbourne-St Leonards	1,940	1.57%
Belleknowes	2,230	1.81%	Helensburgh	1,220	0.99%	Roseneath-Sawyers Bay	1,525	1.23%
Brighton	1,515	1.23%	Hillside-Portsmouth Drive	105	0.09%	Roslyn (Dunedin City)	2,960	2.40%
Broad Bay-Portobello	1,215	0.98%	Kaikorai-Bradford	1,165	0.94%	Royal Terrace	1,750	1.42%
Brockville	2,450	1.98%	Kenmure	1,990	1.61%	Saddle Hill-Chain Hills	1,280	1.04%
Bush Road	2,330	1.89%	Kew (Dunedin City)	1,765	1.43%	Seddon Park	3,130	2.53%
Calton Hill	1,525	1.23%	Macandrew Bay-Company Bay	1,615	1.31%	Shiel Hill	1,805	1.46%
Campus North	2,660	2.15%	Maori Hill	2,500	2.02%	St Clair	2,430	1.97%
Campus South	2,140	1.73%	Maryhill	2,410	1.95%	St Kilda North	2,500	2.02%
Campus West	1,790	1.45%	Momona	1,985	1.61%	St Kilda South	2,980	2.41%
Caversham	2,130	1.72%	Mornington	2,860	2.32%	Taieri	890	0.72%
Concord	1,520	1.23%	Mosgiel Central	2,620	2.12%	Tainui	1,990	1.61%
Corstorphine	1,995	1.62%	Mosgiel East	3,030	2.45%	Wakari	4,220	3.42%
Dunedin Central	2,150	1.74%	Mount Cargill	176	0.14%	Waldronville	1,370	1.11%
East Taieri	2,370	1.92%	Musselburgh	1,515	1.23%	Waverley	2,740	2.22%
Fairfield (Dunedin City)	2,620	2.12%	Normanby	1,320	1.07%	Wingatui	1,000	0.81%
Fernhill	1,715	1.39%	North East Valley Chingford	1,695	1.37%	<b>1. Dunedin</b>	<b>123,492</b>	<b>100.0%</b>
Forbury	1,320	1.07%	North East Valley Knox	2,600	2.11%			
Gardens (Dunedin City)	3,810	3.09%	Opoho	1,290	1.04%			

HAWKES BAY



Hawkes Bay Regions	
1	Hastings
2	Napier

# Hawkes Bay Statistical Areas



## 1. Hastings

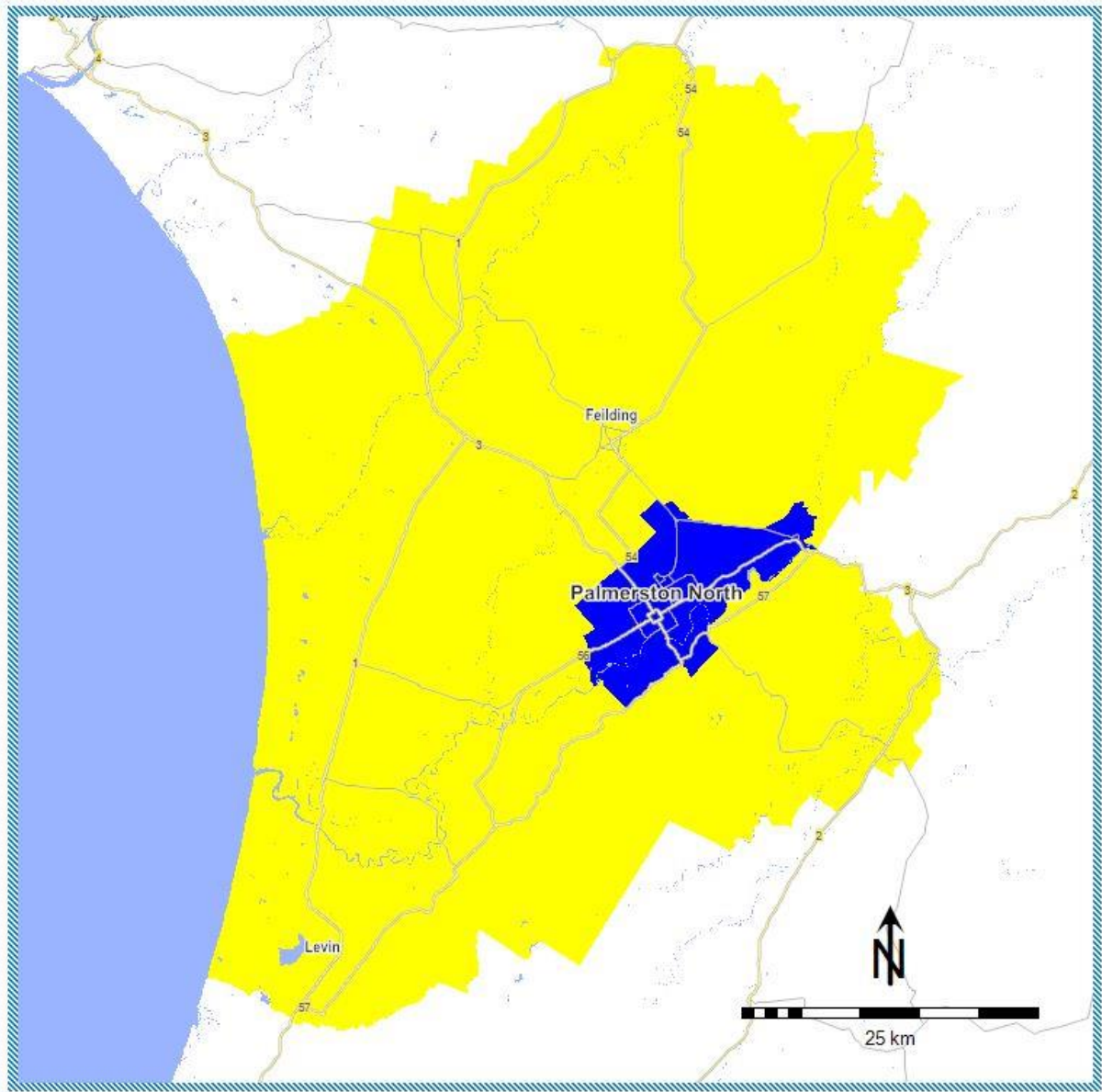
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Akina Park	2,560	1.64%	Irongate	390	0.25%	Parkvale	2,310	1.48%
Bridge Pa	1,320	0.84%	Kahuranaki	228	0.15%	Poukawa	1,515	0.97%
Brookvale	2,620	1.67%	Karamu	1,470	0.94%	Puketapu-Eskdale	448	0.29%
Camberley	2,460	1.57%	Karanema-St Hill	1,960	1.25%	Queens Square	2,170	1.39%
Clive	2,470	1.58%	Lochain Park	3,340	2.13%	Raceway Park	2,100	1.34%
Cornwall Park	3,300	2.11%	Longlands-Pukahu	2,080	1.33%	Raureka	3,500	2.24%
Flaxmere Park	2,900	1.85%	Lucknow	1,640	1.05%	Sherenden-Crownthorpe	432	0.28%
Flaxmere South	3,100	1.98%	Mahora	2,750	1.76%	St Leonards	2,920	1.87%
Flaxmere West	3,100	1.98%	Mangaonuku	352	0.23%	Te Mata Hills	1,065	0.68%
Frimley	3,560	2.28%	Mangarara	1,938	1.24%	Tomoana	355	0.23%
Hastings Central	520	0.33%	Mangateretere	1,270	0.81%	Tomoana Crossing	2,720	1.74%
Haumoana-Te Awanga	2,150	1.37%	Maraekakaho	129	0.08%	Twyford	945	0.60%
Havelock Hills	1,615	1.03%	Mayfair	3,200	2.05%	Waipawa	2,410	1.54%
Havelock North-Central	485	0.31%	Omahu Strip	190	0.12%	<b>1. Hastings</b>	<b>86,568</b>	<b>55.33%</b>
Hereworth	3,000	1.92%	Omahu-Pakowhai	1,630	1.04%			
Iona	2,740	1.75%	Parkhaven	3,210	2.05%			

## 2. Napier

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Ahuriri	1,140	0.73%	McLean Park	2,660	1.70%	Puketapu-Eskdale	2,026	1.29%
Bay View	2,390	1.53%	Meeanee-Awatoto	3,210	2.05%	Tamatea East	1,855	1.19%
Bledisloe Park	2,490	1.59%	Napier Central	500	0.32%	Tamatea North	1,830	1.17%
Bluff Hill	2,800	1.79%	Nelson Park	2,290	1.46%	Tamatea West	2,020	1.29%
Greenmeadows Central	1,520	0.97%	Onekawa Central	1,635	1.04%	Taradale Central	2,520	1.61%
Greenmeadows South	2,160	1.38%	Onekawa East	1,755	1.12%	Taradale South	2,680	1.71%
Greenmeadows West	1,975	1.26%	Onekawa South	3,470	2.22%	Taradale West	1,945	1.24%
Hospital Hill	3,110	1.99%	Onekawa West	315	0.20%	Tareha Reserve	3,430	2.19%
Maraekakaho	1,118	0.71%	Pirimai East	2,430	1.55%	Westshore	1,275	0.81%
Maraenui	3,880	2.48%	Pirimai West	1,785	1.14%	<b>2. Napier</b>	<b>69,903</b>	<b>44.67%</b>
Marewa East	3,640	2.33%	Poraiti Flat	1,420	0.91%			
Marewa West	1,825	1.17%	Poraiti Hills	805	0.51%			



## MANAWATU



Manawatu Regions	
1	Palmerston North Urban
2	Rest of Manawatu

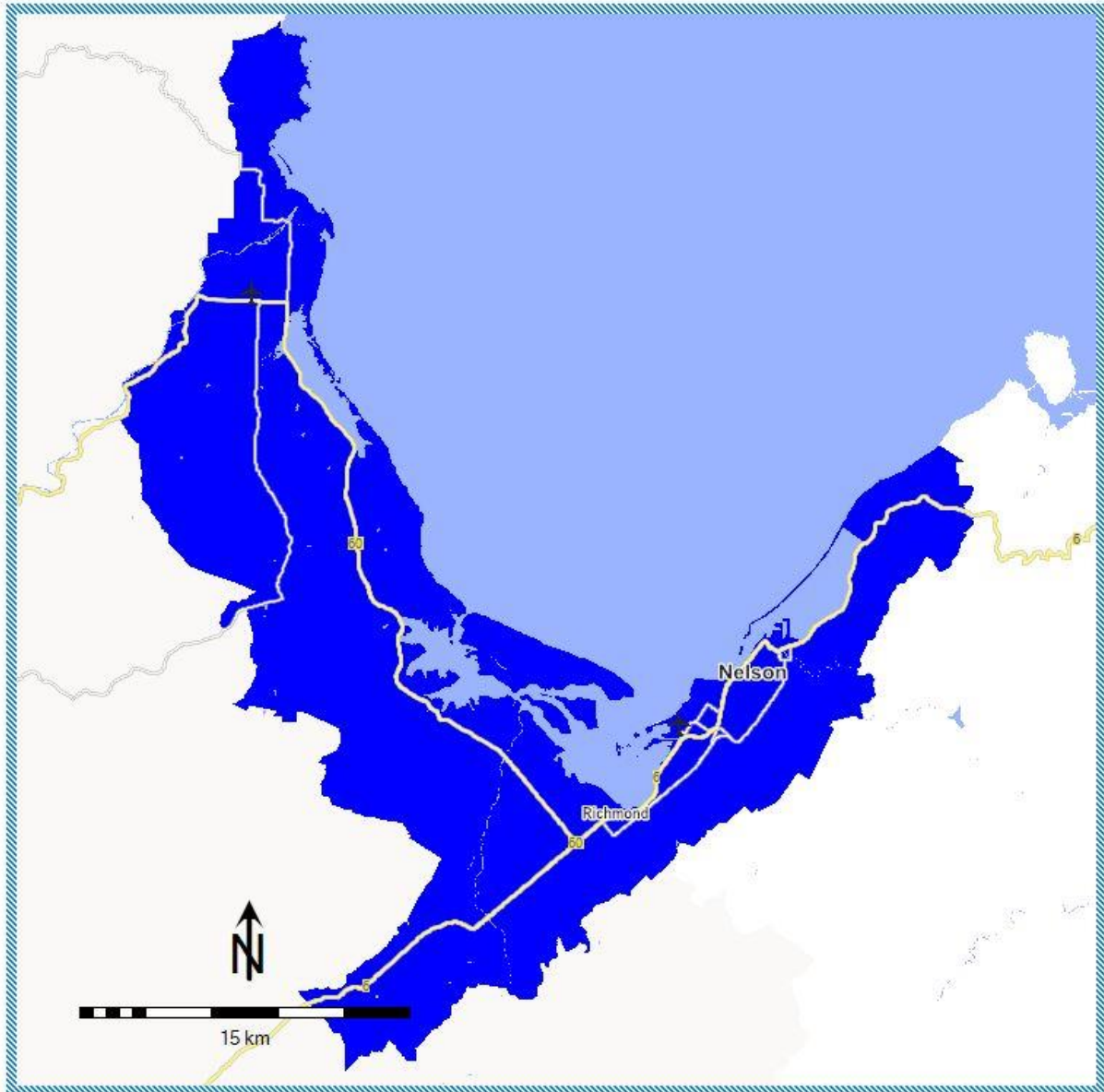
## 1. Palmerston North Urban

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aokautere	815	0.47%	Milson North	2,470	1.43%	Royal Oak (Palmerston North City)	2,580	1.50%
Ashhurst	3,250	1.89%	Milson South	3,160	1.83%	Ruahine	1,630	0.95%
Awapuni North	3,660	2.12%	Milverton	2,090	1.21%	Ruamahanga	2,850	1.65%
Awapuni South	3,520	2.04%	Newbury	2,050	1.19%	Takaro North	3,420	1.98%
Cloverlea (Palmerston North City)	1,945	1.13%	Palmerston North Airport	340	0.20%	Takaro South	2,500	1.45%
Esplanade	2,290	1.33%	Palmerston North Central	1,205	0.70%	Terrace End	3,680	2.13%
Highbury East	3,100	1.80%	Palmerston North Hospital	2,710	1.57%	Tremaine	680	0.39%
Hokowhitu Central	2,430	1.41%	Papaioea North	2,720	1.58%	Turitea	475	0.28%
Hokowhitu East	3,280	1.90%	Papaioea South	2,070	1.20%	West End	3,100	1.80%
Hokowhitu South	2,050	1.19%	Park West	1,970	1.14%	Westbrook	3,240	1.88%
Kelvin Grove North	2,390	1.39%	Pihauatua	140	0.08%	Whakarongo	1,775	1.03%
Kelvin Grove West	2,610	1.51%	Pioneer West	275	0.16%	<b>1. Palmerston North Urban</b>	<b>88,025</b>	<b>51.06%</b>
Linton Camp	1,755	1.02%	Poutoa	3,735	2.17%			
Maraetarata	1,515	0.88%	Roslyn (Palmerston North City)	2,550	1.48%			

## 2. Rest Of Manawatu

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aokautere Rural	785	0.46%	Levin Central	1,165	0.68%	Pihauatua	1,165	0.68%
Awahuri	2,250	1.31%	Linton Camp	125	0.07%	Playford Park	1,980	1.15%
Bulls	2,180	1.26%	Makahika	1,050	0.61%	Pohangina-Apiti	1,166	0.68%
Donnelly Park	1,300	0.75%	Makino	3,390	1.97%	Poutoa	285	0.17%
Fairfield (Horowhenua District)	1,550	0.90%	Makomako	1,540	0.89%	Queenwood (Horowhenua District)	2,200	1.28%
Feilding Central	1,090	0.63%	Mangatainoka	1,567	0.91%	Sandon	2,360	1.37%
Foxton Beach	2,180	1.26%	Marton North	3,210	1.86%	Shannon	1,580	0.92%
Foxton North	1,455	0.84%	Marton Rural	974	0.56%	Taikorea	1,400	0.81%
Foxton South	1,930	1.12%	Marton South	2,360	1.37%	Taitoko	1,920	1.11%
Kauwhata	2,150	1.25%	Miranui	1,995	1.16%	Taonui	1,830	1.06%
Kawiu North	1,870	1.08%	Mount Taylor	650	0.38%	Tararua	1,400	0.81%
Kawiu South	2,570	1.49%	Ohakea-Sanson	1,590	0.92%	Tokorangi	2,360	1.37%
Kere Kere	1,025	0.59%	Ōhau-Manakau	753	0.44%	Waikawa (Horowhenua District)	480	0.28%
Kimbolton North	3,720	2.16%	Oroua Downs	1,425	0.83%	Waiopahu	1,580	0.92%
Kimbolton South	2,270	1.32%	Otairi	739	0.43%	Waitarere	2,460	1.43%
Kimbolton West	2,720	1.58%	Pahiatua	2,830	1.64%	Warwick	1,545	0.90%
Kiwitea	1,359	0.79%	Parewanui	905	0.52%	<b>2. Rest Of Manawatu</b>	<b>84,383</b>	<b>48.94%</b>

NELSON

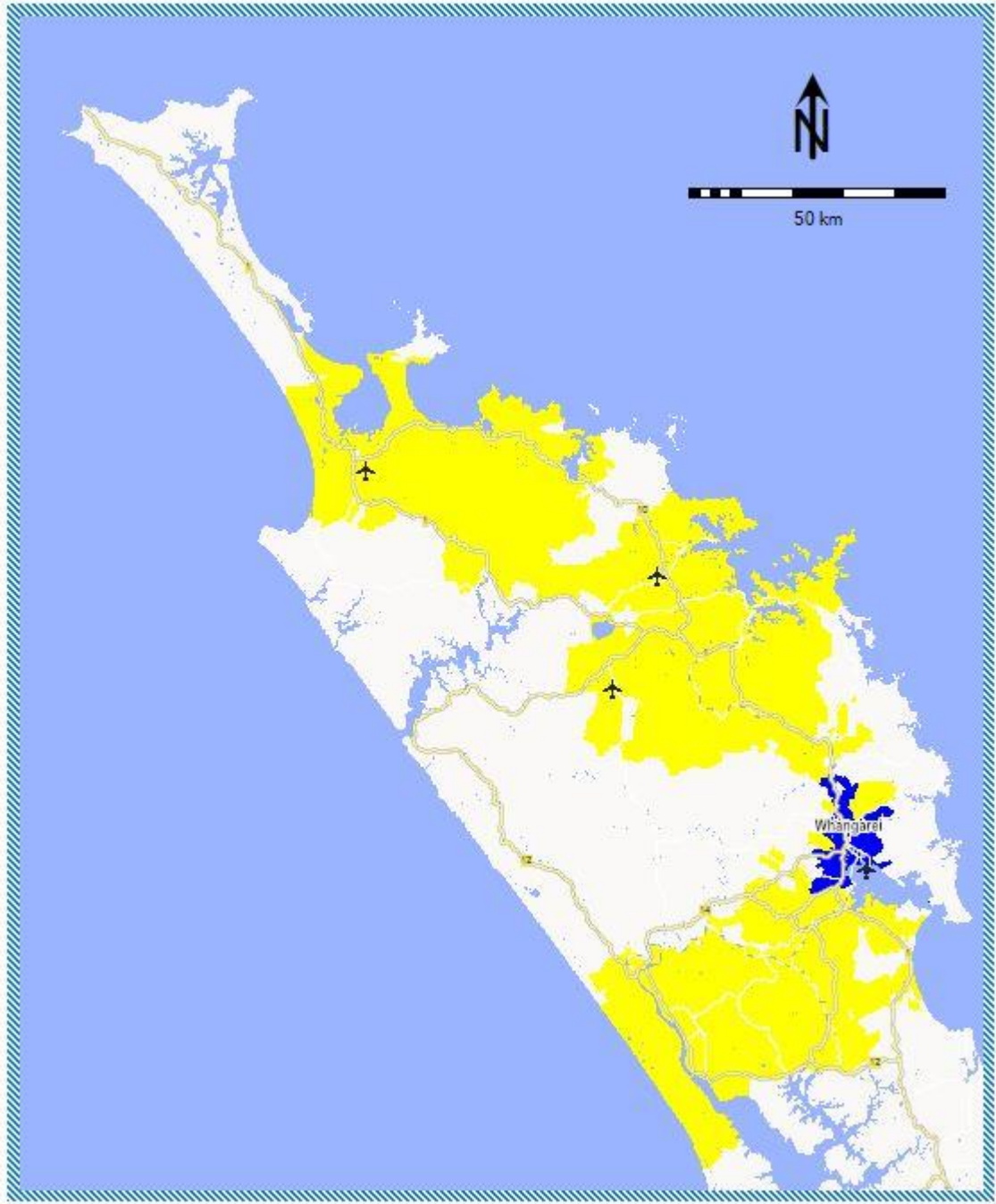


# Nelson Statistical Areas



1. Nelson								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aldinga	3,120	3.15%	Maitlands	2,290	2.31%	Saxton	40	0.04%
Aniseed Valley	540	0.55%	Māpua	1,360	1.37%	Suffolk	2,630	2.66%
Appleby	830	0.84%	Marybank	1,065	1.08%	Tahuna Hills	3,090	3.12%
Atawhai	2,910	2.94%	Motueka East	3,050	3.08%	Tāhunānui	2,890	2.92%
Ben Cooper Park	2,520	2.55%	Motueka North	2,590	2.62%	Templemore	2,005	2.02%
Brightwater	2,400	2.42%	Motueka West	2,700	2.73%	The Brook	2,030	2.05%
Britannia	1,865	1.88%	Moutere Hills	3,880	3.92%	The Wood	3,040	3.07%
Broadgreen-Monaco	2,480	2.50%	Nayland	2,240	2.26%	Toi Toi	1,805	1.82%
Daelyn	1,535	1.55%	Nelson Airport	85	0.09%	Upper Moutere	309	0.31%
Easby Park	2,990	3.02%	Nelson Central-Trafalgar	805	0.81%	Victory	1,700	1.72%
Enner Glynn	3,010	3.04%	Nelson Rural	1,583	1.60%	Waimea West	1,220	1.23%
Fairose	1,835	1.85%	Omaio	3,830	3.87%	Wakefield	2,496	2.52%
Grampians	2,620	2.65%	Port Nelson	40	0.04%	Wakefield Rural	310	0.31%
Hope	975	0.98%	Richmond Central (Tasman District)	1,950	1.97%	Washington	3,070	3.10%
Islands Tasman District	100	0.10%	Richmond South (Tasman District)	930	0.94%	Wilkes Park	2,390	2.41%
Kaiteriteri-Riwaka	1,980	2.00%	Richmond West (Tasman District)	2,350	2.37%	<b>1. Nelson</b>	<b>99,013</b>	<b>100.0%</b>
Lower Moutere	1,885	1.90%	Ruby Bay	1,515	1.53%			
Maitai	1,420	1.43%	Rutherford	2,710	2.74%			

NORTHLAND



Northland Regions	
1	Whangarei Urban
2	Rest of Northland

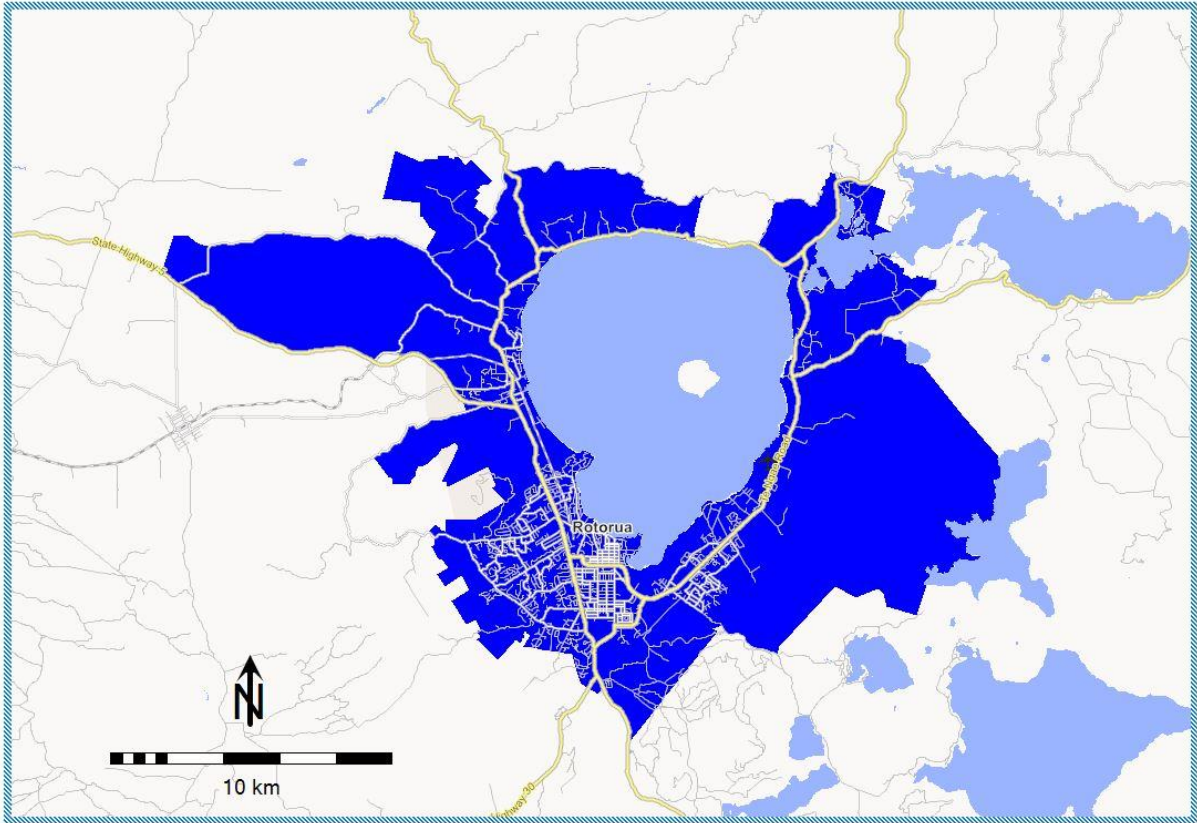
# Northland Statistical Areas



1. Whangarei Urban								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Abbey Caves-Glenbervie	1,279	0.91%	Matarau	187	0.13%	Raumanga	3,630	2.57%
Granfield Reserve	3,120	2.21%	Maunu-Horahora	3,570	2.53%	Riverside	2,240	1.59%
Hikurangi	275	0.20%	Morningside (Whangarei District)	2,550	1.81%	Sherwood Rise	2,620	1.86%
Kamo Central	1,780	1.26%	Onerahi	2,590	1.84%	Tarewa	2,230	1.58%
Kamo East	3,340	2.37%	Onerahi Park	1,650	1.17%	Tikipunga North	3,660	2.60%
Kamo West	2,290	1.62%	Otaika-Portland	1,495	1.06%	Tikipunga South	4,170	2.96%
Kauri	1,675	1.19%	Otangarei	2,270	1.61%	Whangārei Central	985	0.70%
Kensington (Whangarei District)	3,410	2.42%	Parua Bay	420	0.30%	Whau Valley	2,910	2.06%
Kiripaka	410	0.29%	Port-Limeburners	260	0.18%	Woodhill-Vinetown	3,100	2.20%
Mairtown	2,590	1.84%	Pukenui	1,744	1.24%	<b>1. Whangarei Urban</b>	<b>62,450</b>	<b>44.29%</b>

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	156	0.11%	Mataraua Forest	580	0.41%	Rangaunu Harbour	2,650	1.88%
Bream Bay	215	0.15%	Matawaia-Taumarere	1,570	1.11%	Rangitane-Purerua	1,378	0.98%
Dargaville	5,230	3.71%	Maungaru	1,573	1.12%	Rangitihī	1,015	0.72%
Haruru	1,195	0.85%	Maungatapere	844	0.60%	Riverview	2,490	1.77%
Kaeo	187	0.13%	Maungaturoto	92	0.07%	Ruakākā	826	0.59%
Kaikohe	4,910	3.48%	Moerewa	1,945	1.38%	Ruawai-Matakohe	2,576	1.83%
Kaipara Coastal	2,694	1.91%	Ngapuhi	2,000	1.42%	Russell	820	0.58%
Kaitaia East	2,650	1.88%	Oakleigh-Mangapai	2,480	1.76%	Russell Forest-Rawhiti	780	0.55%
Kaitaia West	3,680	2.61%	Ōhaeawai-Waimate North	1,310	0.93%	Russell Peninsula	705	0.50%
Karikari Peninsula	1,395	0.99%	Ōkaihau	339	0.24%	Taemaro-Oruaiti	1,020	0.72%
Kauri	126	0.09%	Omahuta Forest-Horeke	110	0.08%	Tangonge	974	0.69%
Kawakawa	1,630	1.16%	Opua (Far North District)	1,285	0.91%	Taumarumarū	2,650	1.88%
Kerikeri Central	2,780	1.97%	Oruru-Parapara	985	0.70%	Waipapa	1,000	0.71%
Kerikeri South	2,810	1.99%	Otamatea (Kaipara District)	1,344	0.95%	Waipū	1,134	0.80%
Kiripaka	358	0.25%	Paihia	1,715	1.22%	Whakapaku	795	0.56%
Lake Manuwai-Kapiro	2,440	1.73%	Pakaraka	760	0.54%	Whangaruru	259	0.18%
Mangakahia-Hūkerenui	325	0.23%	Peria	1,260	0.89%	<b>2. Rest Of Northland</b>	<b>78,536</b>	<b>55.71%</b>
Maromaku	855	0.61%	Puketona-Waitangi	1,540	1.09%			
Matarau	106	0.08%	Puketotara	1,990	1.41%			

ROTORUA

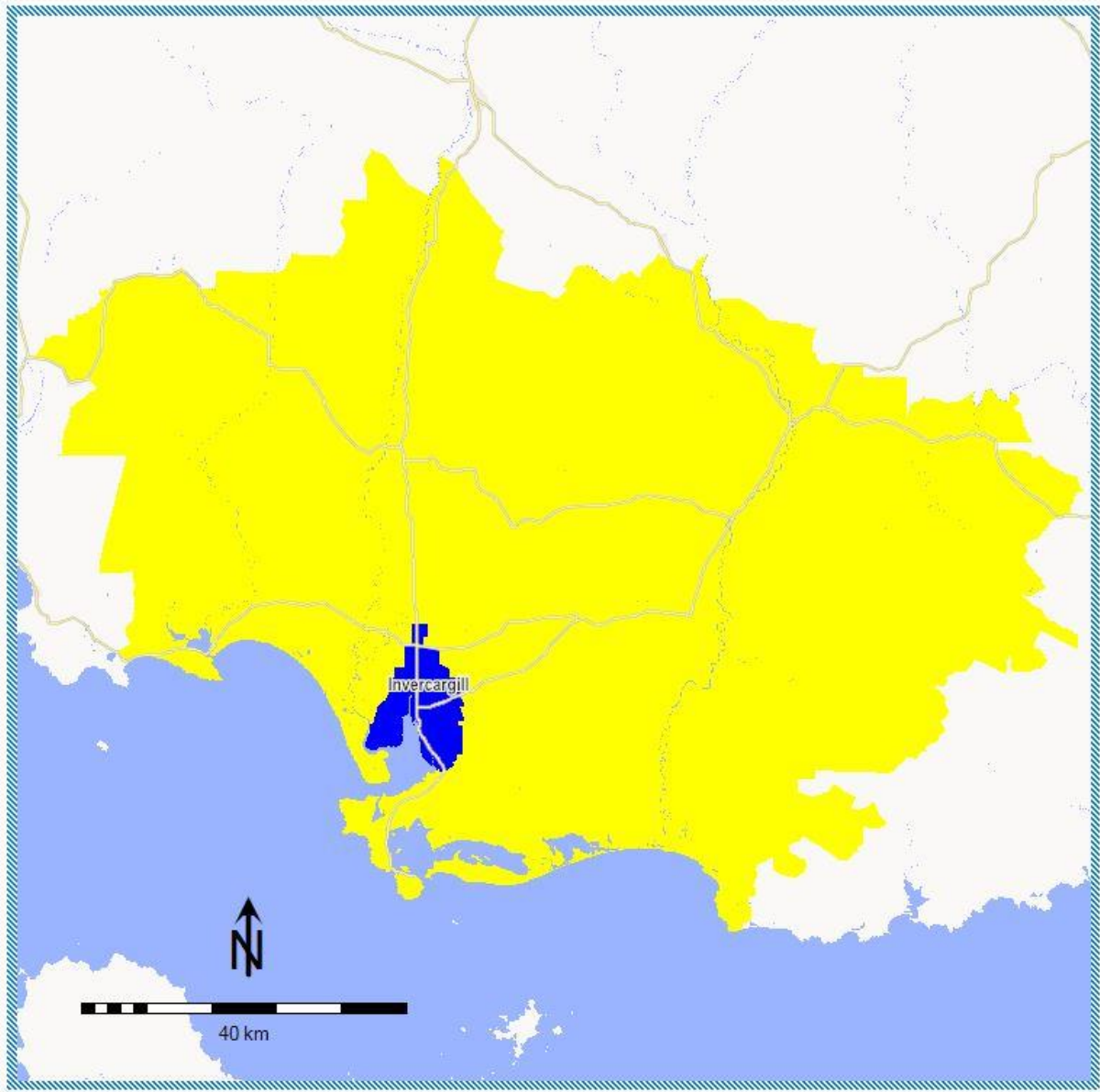


# Rotorua Statistical Area

1. Rotorua								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Fairy Springs	1,955	2.91%	Mangakakahi West	2,320	3.45%	Selwyn Heights	1,195	1.78%
Fenton Park	1,890	2.81%	Ngapuna	380	0.57%	Springfield North	1,765	2.63%
Fordlands	2,720	4.05%	Ngongotahā East	1,985	2.95%	Springfield South	2,060	3.07%
Glenholme North	2,880	4.29%	Ngongotahā South	1,480	2.20%	Sunnybrook	2,210	3.29%
Glenholme South	2,120	3.16%	Ngongotahā West	1,720	2.56%	Tihiotonga-Whakarewarewa	885	1.32%
Hamurana	1,120	1.67%	Ōwhata East	3,180	4.73%	Tui Ridge	1,106	1.65%
Hillcrest (Rotorua District)	2,040	3.04%	Ōwhata West	3,330	4.96%	Utuhina	1,570	2.34%
Holdens Bay-Rotokawa	1,325	1.97%	Pleasant Heights	2,180	3.24%	Victoria	2,320	3.45%
Kawaha	2,000	2.98%	Pomare	1,875	2.79%	Waiohewa	1,120	1.67%
Koutu	2,220	3.30%	Pukehangi North	2,840	4.23%	Western Heights (Rotorua District)	2,580	3.84%
Kuirau	1,225	1.82%	Pukehangi South	2,630	3.91%	<b>1. Rotorua</b>	<b>67,182</b>	<b>100.0%</b>
Lynmore	3,450	5.14%	Rotoiti-Rotoehu	771	1.15%			
Mangakakahi Central	155	0.23%	Rotorua Central	580	0.86%			



SOUTHLAND



Southland Regions	
1	Invercargill Urban
2	Rest of Southland

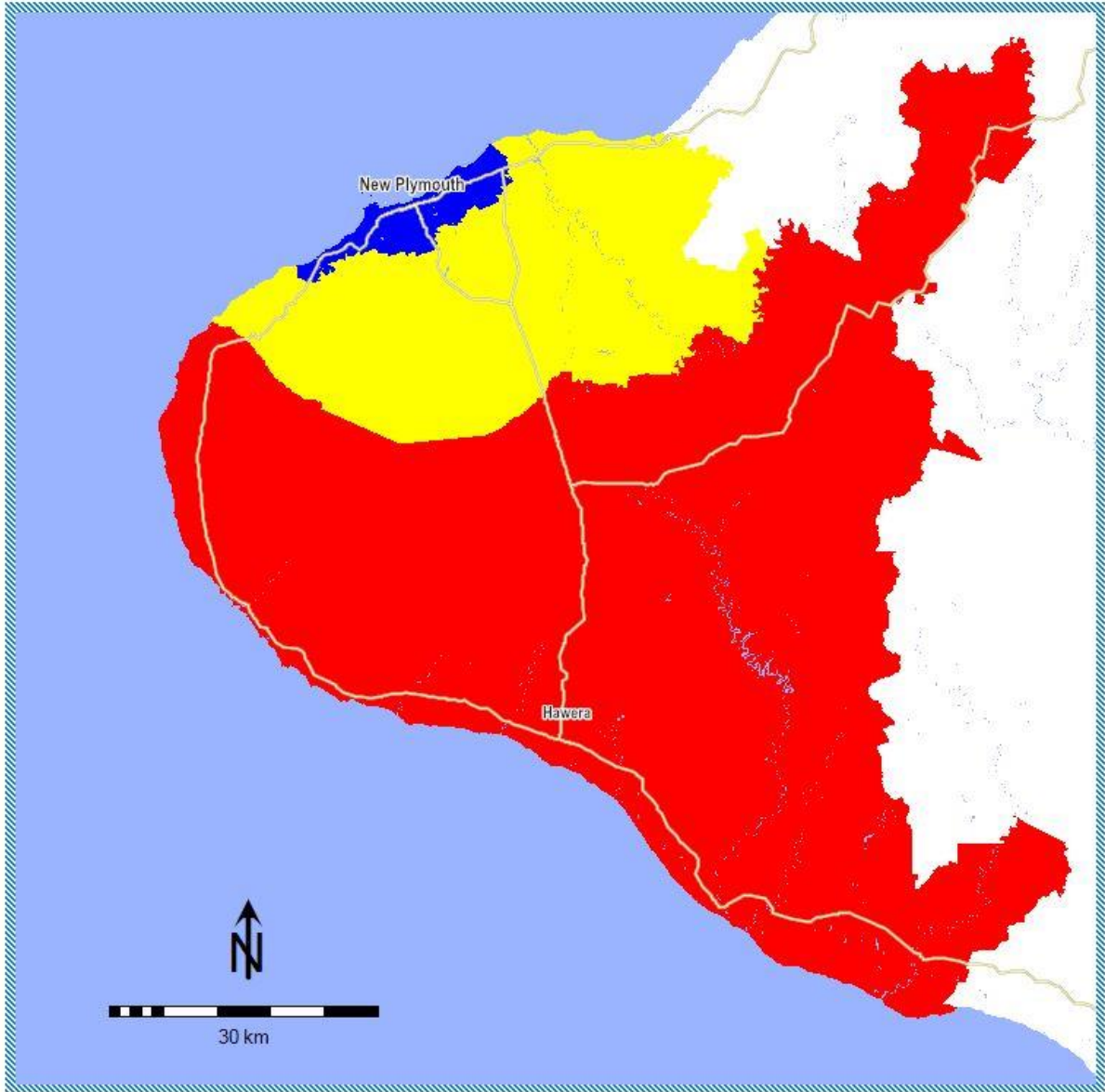
## 1. Invercargill Urban

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aurora	1,415	1.55%	Hargest	2,190	2.39%	Prestonville-Grasmere	3,860	4.22%
Avenal	1,335	1.46%	Invercargill Central	1,440	1.57%	Richmond (Invercargill City)	3,590	3.93%
Clifton	1,620	1.77%	Kennington-Tisbury	1,332	1.46%	Rosedale	1,925	2.10%
Crinan	1,975	2.16%	Kew (Invercargill City)	2,070	2.26%	Strathern	2,310	2.53%
Donovan Park	2,500	2.73%	Kingswell	2,320	2.54%	Turnbull Thompson Park	1,820	1.99%
Elizabeth Park	1,275	1.39%	Moulson	1,310	1.43%	West Plains-Makarewa	1,272	1.39%
Georgetown	2,200	2.41%	Myross Bush	591	0.65%	Windsor	3,230	3.53%
Gladstone (Invercargill City)	2,500	2.73%	Newfield	2,770	3.03%	Woodend-Greenhills	137	0.15%
Glengarry	2,640	2.89%	Otatara	3,212	3.51%	<b>1. Invercargill Urban</b>	<b>52,838</b>	<b>57.77%</b>

## 2. Rest Of Southland

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Awarua Plains	1,075	1.18%	Hedgehope	1,210	1.32%	Waianiwa	1,215	1.33%
Bluff	1,845	2.02%	Kennington-Tisbury	258	0.28%	Waikaka	1,147	1.25%
Clinton	1,010	1.10%	Longwood Forest	167	0.18%	Waimumu-Kaiwera	1,415	1.55%
East Gore	1,545	1.69%	Mataura	1,715	1.88%	Wallacetown	1,230	1.34%
Edendale-Woodlands	2,400	2.62%	Myross Bush	629	0.69%	West Plains-Makarewa	453	0.50%
Gore Central	210	0.23%	Ohai-Nightcaps	1,381	1.51%	Winton	2,450	2.68%
Gore Main	1,215	1.33%	Oreti River	2,100	2.30%	Woodend-Greenhills	528	0.58%
Gore North	1,765	1.93%	Otatara	128	0.14%	Wyndham-Catlins	2,104	2.30%
Gore South	655	0.72%	Otautau	2,870	3.14%	<b>2. Rest Of Southland</b>	<b>38,622</b>	<b>42.23%</b>
Gore West	2,810	3.07%	Riversdale-Piano Flat	181	0.20%			
Grove Bush	1,240	1.36%	Riverton	1,670	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	3,340	2.64%	Lepperton-Brixton	222	0.18%	Port Taranaki	45	0.04%
Bell Block West	4,670	3.69%	Lower Vogeltown	3,030	2.40%	Spotswood	3,910	3.09%
Blagdon-Lynmouth	2,700	2.14%	Marfell	1,925	1.52%	Strandon	2,620	2.07%
Ferndale	840	0.66%	Merrilands	3,070	2.43%	Upper Vogeltown	2,950	2.33%
Fitzroy-Glen Avon	3,740	2.96%	Moturoa	1,995	1.58%	Waiwhakaiho-Bell Block South	155	0.12%
Frankleigh Park	3,240	2.56%	New Plymouth Central	1,240	0.98%	Welbourn	3,410	2.70%
Highlands Park (New Plymouth District)	3,320	2.63%	Ōakura	1,735	1.37%	Westown	4,690	3.71%
Hurdon	2,450	1.94%	Omata	906	0.72%	Whalers Gate	2,490	1.97%
Kawaroa	2,540	2.01%	Paraite	830	0.66%	<b>1. New Plymouth Urban</b>	<b>62,063</b>	<b>49.09%</b>

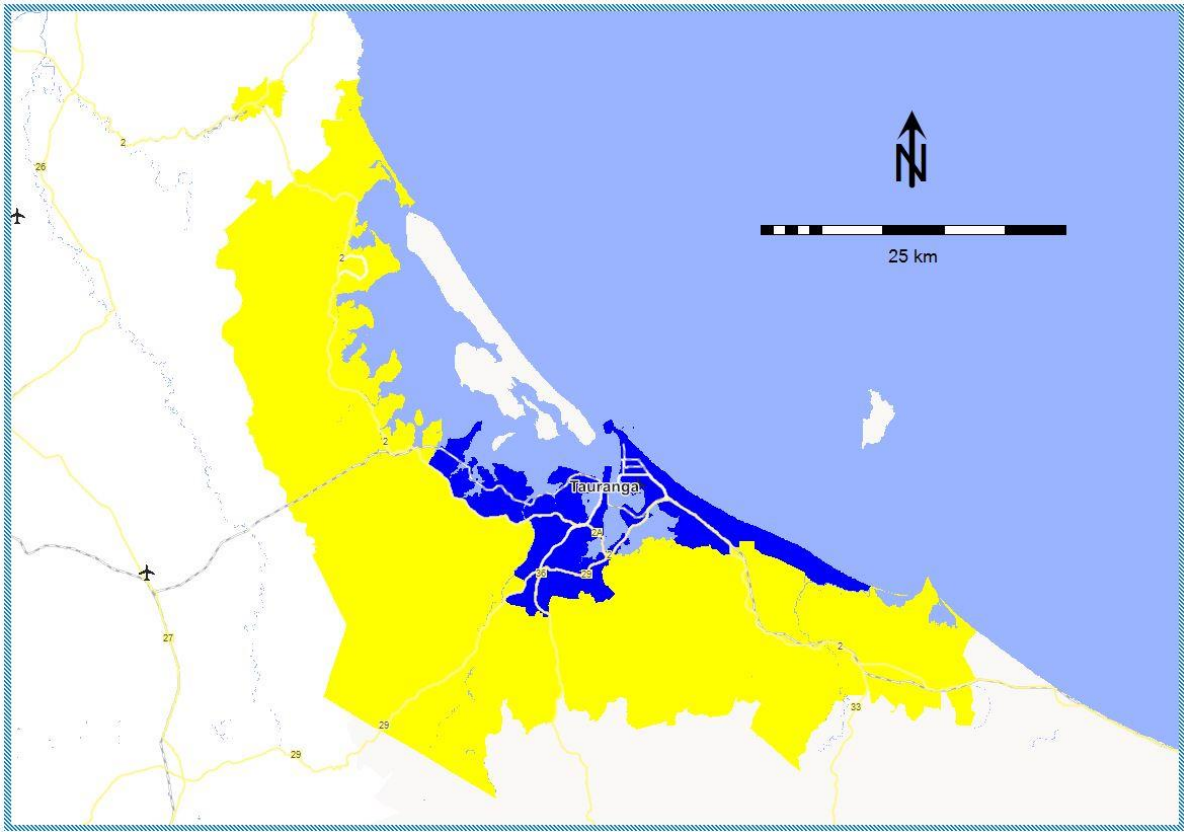
## 2. North Taranaki

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Everett Park	2,390	1.89%	Mangaoraka	1,990	1.57%	Tikorangi	2,130	1.68%
Inglewood	3,830	3.03%	Mangorei	2,200	1.74%	Waitara East	3,090	2.44%
Kaitake	2,290	1.81%	Omata	144	0.11%	Waitara West	4,230	3.35%
Lepperton-Brixton	1,718	1.36%	Tarata	625	0.49%	<b>2. North Taranaki</b>	<b>24,637</b>	<b>19.49%</b>

## 3. South Taranaki

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Cape Egmont	2,280	1.80%	Manutahi-Waitotora	2,160	1.71%	Stratford North	2,020	1.60%
Douglas	730	0.58%	Normanby-Tawhiti	1,925	1.52%	Stratford South	1,885	1.49%
Egmont Showgrounds	1,950	1.54%	Ohangai	630	0.50%	Taungatara	1,445	1.14%
Eltham	2,080	1.65%	Okaiawa	1,295	1.02%	Te Roti-Moeroa	840	0.66%
Hawera Central	2,750	2.18%	Ōpunake	1,445	1.14%	Toko	1,465	1.16%
Kaponga-Mangatoki	1,400	1.11%	Pātea	1,265	1.00%	Turuturu	1,990	1.57%
King Edward Park	1,575	1.25%	Pembroke	1,700	1.34%	Whangamomona	140	0.11%
Manaia-Kapuni	1,615	1.28%	Ramanui	2,190	1.73%	<b>3. South Taranaki</b>	<b>39,720</b>	<b>31.42%</b>
Mangawhio	765	0.61%	Stratford Central	2,180	1.72%			

# TAURANGA



Tauranga Regions	
1	Tauranga Urban
2	Rest of Tauranga

# Tauranga Statistical Areas



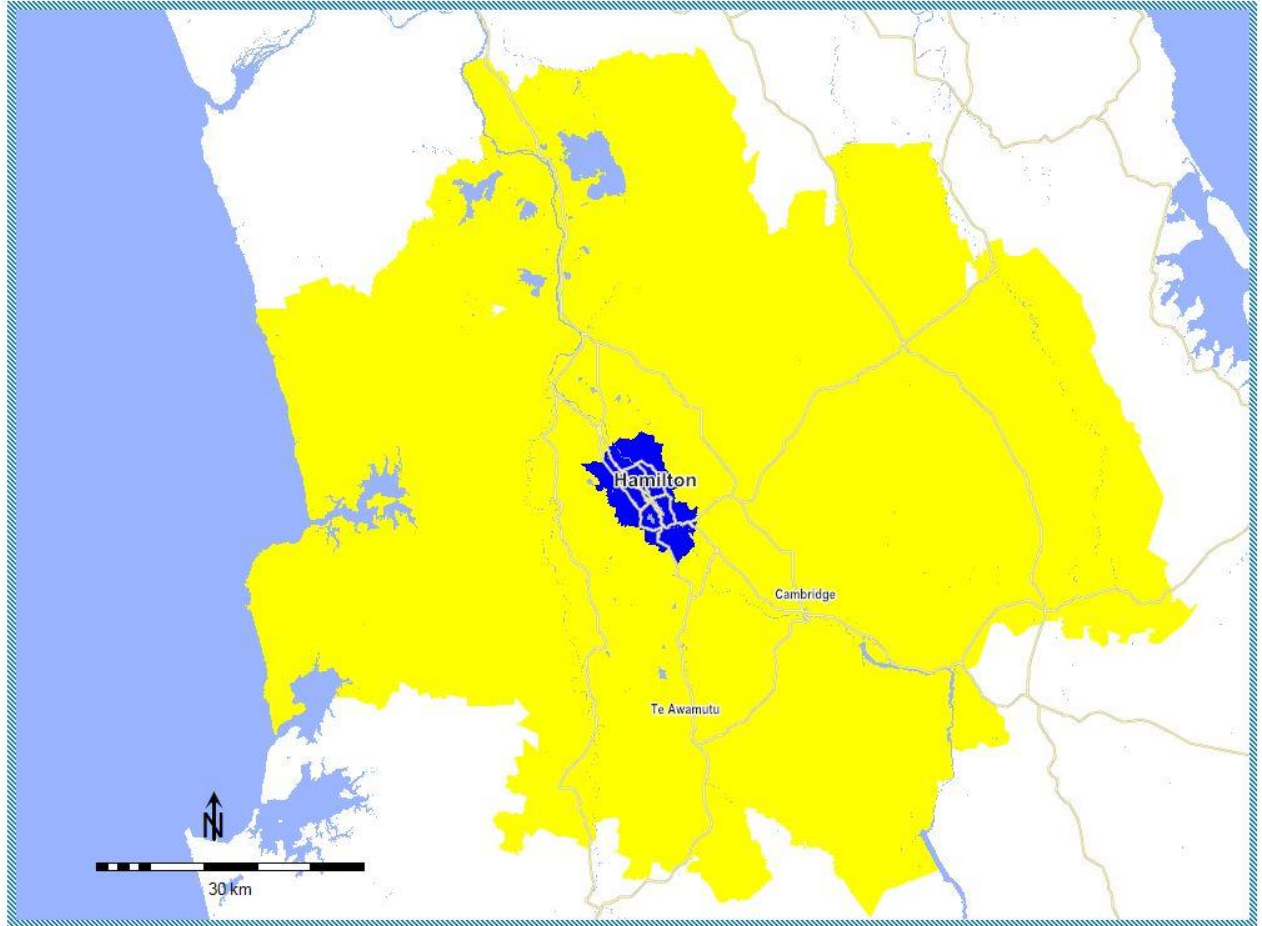
## 1. Tauranga Urban

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Arataki North	3,380	1.55%	Matua South	2,610	1.20%	Poike	950	0.44%
Arataki South	3,420	1.57%	Maungatapu	3,070	1.41%	Pyes Pa East	750	0.34%
Baypark-Kairua	860	0.39%	Motiti	3,730	1.71%	Pyes Pa North	5,220	2.40%
Bellevue	4,220	1.94%	Mount Maunganui Central	400	0.18%	Pyes Pa South	1,690	0.78%
Bethlehem Central	4,540	2.08%	Mount Maunganui North	3,730	1.71%	Pyes Pa West	6,560	3.01%
Bethlehem North	3,570	1.64%	Mount Maunganui South	3,250	1.49%	Tauranga Central	2,756	1.26%
Bethlehem South	1,170	0.54%	Ohauti	3,780	1.73%	Tauranga Hospital	2,280	1.05%
Brookfield East	3,110	1.43%	Omanu Beach	3,280	1.51%	Tauranga South	5,200	2.39%
Brookfield West	3,280	1.51%	Omokoroa	3,970	1.82%	Tauriko	256	0.12%
Doncaster	3,550	1.63%	Omokoroa Rural	1,510	0.69%	Te Maunga North	3,450	1.58%
Gate Pa	4,620	2.12%	Otūmoetai North	4,640	2.13%	Te Maunga South	5,140	2.36%
Greerton North	3,780	1.73%	Otūmoetai South	4,110	1.89%	Te Puna	2,560	1.17%
Greerton South	735	0.34%	Pacific View	3,290	1.51%	Te Reti	2,010	0.92%
Hairini	3,530	1.62%	Palm Beach North	3,540	1.62%	Wairakei	6,780	3.11%
Judea	3,000	1.38%	Palm Beach South-Gravatt	4,030	1.85%	Yatton Park	2,990	1.37%
Matapihi	830	0.38%	Papamoa Beach North	3,100	1.42%	<b>1. Tauranga Urban</b>	<b>154,307</b>	<b>70.82%</b>
Matua North	3,000	1.38%	Papamoa Beach South	3,080	1.41%			

## 2. Rest Of Tauranga

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aongatete	3,660	1.68%	Pahoia	3,620	1.66%	Waihi East	1,380	0.63%
Athenree	895	0.41%	Pongakawa	947	0.43%	Waihi North	1,845	0.85%
Kaimai	2,043	0.94%	Pukehina Beach	581	0.27%	Waihi South	2,480	1.14%
Kaitemako (Tauranga City)	1,635	0.75%	Rangiuru	2,625	1.20%	Waiorohi	2,091	0.96%
Kaitemako (Western Bay of Plenty District)	2,040	0.94%	Tahawai	2,030	0.93%	Welcome Bay East	2,780	1.28%
Katikati	5,560	2.55%	Tauriko	124	0.06%	Welcome Bay South	4,100	1.88%
Kopurererua	855	0.39%	Te Puke East	5,910	2.71%	Welcome Bay West	3,090	1.42%
Maketu	1,455	0.67%	Te Puke West	4,360	2.00%	<b>2. Rest Of Tauranga</b>	<b>63,594</b>	<b>29.18%</b>
Minden	2,600	1.19%	Waiau	380	0.17%			
Otawa	1,749	0.80%	Waihi Beach-Bowentown	2,760	1.27%			

# 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	2,870	0.85%	Hamilton Central	950	0.28%	Pukete West	2,390	0.71%
Beerescourt	2,340	0.69%	Hamilton East	4,170	1.23%	Queenwood (Hamilton City)	2,550	0.75%
Chartwell	2,680	0.79%	Hamilton East Cook	2,230	0.66%	Resthill	2,710	0.80%
Chedworth	1,930	0.57%	Hamilton East Village	3,550	1.05%	Riverlea	2,850	0.84%
Claudelands	3,240	0.96%	Hamilton Lake	3,790	1.12%	Rotokauri-Waiwhakareke	763	0.23%
Crawshaw	3,520	1.04%	Hamilton West	1,865	0.55%	Rototuna Central	5,160	1.53%
Deanwell	2,270	0.67%	Hillcrest East (Hamilton City)	3,480	1.03%	Rototuna North	2,200	0.65%
Dinsdale North	4,620	1.37%	Hillcrest West (Hamilton City)	2,950	0.87%	Rototuna South	4,670	1.38%
Dinsdale South	4,230	1.25%	Huntington	2,650	0.78%	Saint Andrews East	2,530	0.75%
Enderley North	2,730	0.81%	Kahikatea	3,810	1.13%	Saint Andrews West	3,000	0.89%
Enderley South	2,990	0.88%	Kirikiriroa	695	0.21%	Silverdale (Hamilton City)	2,350	0.69%
Fairfield (Hamilton City)	4,760	1.41%	Maeroa	4,060	1.20%	St James	2,100	0.62%
Fairview Downs	3,520	1.04%	Melville North	3,270	0.97%	Swarbrick	2,780	0.82%
Fitzroy	3,320	0.98%	Melville South	2,690	0.80%	Te Manatu	4,150	1.23%
Flagstaff East	4,000	1.18%	Miropiko	3,280	0.97%	Te Rapa North	175	0.05%
Flagstaff North	4,580	1.35%	Nawton East	4,470	1.32%	Te Rapa South	295	0.09%
Flagstaff South	3,700	1.09%	Nawton West	3,800	1.12%	Western Heights (Hamilton City)	3,250	0.96%
Forest Lake (Hamilton City)	2,640	0.78%	Peachgrove	3,780	1.12%	Whitiora	2,920	0.86%
Frankton Junction	810	0.24%	Peacokes	405	0.12%	<b>1. Hamilton City</b>	<b>176,118</b>	<b>52.07%</b>
Glenview	2,540	0.75%	Porritt	2,900	0.86%			
Greensboro	4,690	1.39%	Pukete East	2,500	0.74%			

2. Rest Of Waikato								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Cambridge Central	910	0.27%	Matamata South	5,280	1.56%	Tatuanui	1,187	0.35%
Cambridge East	2,990	0.88%	Maungatautari	925	0.27%	Taupiri-Lake Kainui	2,160	0.64%
Cambridge North	2,760	0.82%	Morrinsville East	5,360	1.58%	Te Ākau	1,837	0.54%
Cambridge Park-River Garden	1,575	0.47%	Morrinsville West	3,150	0.93%	Te Aroha East	2,620	0.77%
Cambridge West	2,620	0.77%	Ngahinapouri	1,885	0.56%	Te Aroha West	2,040	0.60%
Eureka-Tauwhare	2,380	0.70%	Ngāruawāhia Central	3,540	1.05%	Te Awamutu Central	420	0.12%
Fencourt	815	0.24%	Ngāruawāhia North	2,400	0.71%	Te Awamutu North	1,265	0.37%
Fraser Street	1,530	0.45%	Ngāruawāhia South	2,200	0.65%	Te Awamutu Stadium	1,885	0.56%
Goodfellow Park	1,900	0.56%	Oaklands-St Kilda	1,905	0.56%	Te Awamutu West	1,475	0.44%
Hamilton Park	1,770	0.52%	Okauia	1,105	0.33%	Te Kauwhata	1,865	0.55%
Hautapu	590	0.17%	Pekerau	2,910	0.86%	Te Kauwhata West	915	0.27%



2. Rest Of Waikato								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Hautapu Rural	765	0.23%	Pirongia	1,325	0.39%	Te Kowhai	2,290	0.68%
Hinuera	1,250	0.37%	Pokuru	1,640	0.48%	Te Pahu	1,585	0.47%
Horotiu	740	0.22%	Pukemoremore	2,680	0.79%	Te Poi	910	0.27%
Horsham Downs	820	0.24%	Pukerimu	1,065	0.31%	Te Rahu	1,325	0.39%
Huntly East	5,480	1.62%	Raglan	3,800	1.12%	Te Uku	2,010	0.59%
Huntly Rural	2,420	0.72%	Rangiriri	1,520	0.45%	Temple View	1,280	0.38%
Huntly West	3,530	1.04%	Richmond Downs-Wardville	1,335	0.39%	Tokanui	475	0.14%
Kainui-Gordonton	1,965	0.58%	Rotokauri	1,140	0.34%	Waerenga	980	0.29%
Kaipaki	1,795	0.53%	Rotokauri-Waiwhakareke	132	0.04%	Waharoa-Peria	1,675	0.50%
Karapiro	2,700	0.80%	Rotongata	940	0.28%	Waihou-Manawaru	1,285	0.38%
Kihikihi Central	2,770	0.82%	Rotoorangi	1,865	0.55%	Waitoa-Ngarua	1,220	0.36%
Lake Cameron	1,695	0.50%	Ruakura	2,350	0.69%	Whale Bay	1,210	0.36%
Lake Ngaroto	1,305	0.39%	Sherwin Park	2,210	0.65%	Whatawhata East	3,240	0.96%
Leamington Central	2,610	0.77%	St Leger	515	0.15%	Whatawhata West	610	0.18%
Leamington East	2,160	0.64%	Tahuna-Mangateparu	1,299	0.38%	Whitikahu	2,280	0.67%
Leamington South	1,865	0.55%	Tahuroa	1,900	0.56%	<b>2. Rest Of Waikato</b>	<b>162,086</b>	<b>47.93%</b>
Leamington West	1,625	0.48%	Tamahere North	4,640	1.37%			
Matamata North	3,460	1.02%	Tamahere South	2,230	0.66%			

# 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+	1,480,000	385,500	511,700	3,737,700	4,568,600
	10-19	216,000	55,400	70,300	547,200	666,100
	20-24	116,000	37,400	39,400	288,800	346,900
	25-39	412,000	102,600	128,300	946,700	1,145,000
	40-54	327,000	85,900	110,300	803,200	979,600
	55-64	187,000	49,300	70,100	498,200	615,400
	65+	222,000	54,900	93,300	653,600	815,600
Men	10+	729,000	187,700	255,700	1,839,000	2,249,500
	10-19	111,000	27,500	36,500	279,800	340,800
	20-24	59,000	17,600	21,200	147,500	177,600
	25-39	204,000	50,500	66,200	472,900	572,700
	40-54	162,000	42,200	54,300	395,200	482,000
	55-64	91,000	24,300	34,300	241,500	298,400
	65+	102,000	25,600	43,200	302,100	378,000
Women	10+	751,000	197,800	256,000	1,898,700	2,319,100
	10-19	105,000	27,900	33,800	267,400	325,300
	20-24	57,000	19,800	18,200	141,300	169,300
	25-39	208,000	52,100	62,100	473,800	572,200
	40-54	165,000	43,700	56,000	408,000	497,600
	55-64	96,000	25,000	35,800	256,700	317,000
	65+	120,000	29,300	50,100	351,500	437,500
Regions	Region 1	444,000	53,100	511,700	-	-
	Region 2	125,000	38,100		-	-
	Region 3	314,000	98,100		-	-
	Region 4	371,000	196,200		-	-
	Region 5	226,000			-	-

# 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+	115,500	138,900	152,400	90,800	124,100
	10-19	18,500	20,900	23,100	12,300	18,500
	20-24	13,000	8,600	12,100	5,100	7,100
	25-39	24,600	29,900	34,300	17,200	25,400
	40-54	22,000	29,000	29,600	19,600	24,200
	55-64	15,600	20,000	21,600	14,400	19,500
	65+	21,800	30,500	31,700	22,200	29,400
Men	10+	54,700	68,500	74,100	44,700	61,200
	10-19	8,700	10,500	11,700	6,300	9,400
	20-24	5,800	4,700	6,000	2,700	3,800
	25-39	12,400	15,400	17,000	8,800	12,700
	40-54	10,600	14,200	14,400	9,500	11,800
	55-64	7,500	9,600	10,200	7,000	9,300
	65+	9,700	14,100	14,800	10,400	14,200
Women	10+	60,800	70,400	78,300	46,100	62,900
	10-19	9,800	10,400	11,400	6,000	9,100
	20-24	7,200	3,900	6,100	2,400	3,300
	25-39	12,200	14,500	17,300	8,400	12,700
	40-54	11,400	14,800	15,200	10,100	12,400
	55-64	8,100	10,400	11,400	7,400	10,200
	65+	12,100	16,400	16,900	11,800	15,200
Regions	Region 1	115,500	76,000	78,000	90,800	54,900
	Region 2	-	62,900	74,400	-	69,200
	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+	58,500	81,100	110,800	192,800	295,600
	10-19	9,500	12,000	16,900	26,800	47,000
	20-24	4,100	5,000	6,300	10,800	23,900
	25-39	13,800	17,700	23,600	42,500	74,800
	40-54	12,600	17,100	23,800	39,900	62,200
	55-64	8,000	12,300	16,600	26,800	37,000
	65+	10,500	17,000	23,600	46,000	50,700
Men	10+	28,600	40,200	55,100	94,300	145,200
	10-19	5,000	6,100	9,000	13,900	24,200
	20-24	2,200	2,700	3,400	6,000	12,400
	25-39	6,800	8,900	11,800	21,300	37,100
	40-54	6,000	8,500	11,800	19,400	30,500
	55-64	3,800	6,100	8,000	12,700	17,700
	65+	4,800	7,900	11,100	21,000	23,300
Women	10+	29,900	40,900	55,700	98,500	150,400
	10-19	4,500	5,900	7,900	12,900	22,800
	20-24	1,900	2,300	2,900	4,800	11,500
	25-39	7,000	8,800	11,800	21,200	37,700
	40-54	6,600	8,600	12,000	20,500	31,700
	55-64	4,200	6,200	8,600	14,100	19,300
	65+	5,700	9,100	12,500	25,000	27,400
Regions	Region 1	58,500	47,000	54,800	136,000	153,800
	Region 2	-	34,100	21,500	56,800	141,800
	Region 3	-	-	34,500	-	-
	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 25 February, 2023

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](mailto:johan.haupt@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:** 1 hour

## **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:** 1 hour

## **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:** 1 hour

# 2023 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 2023 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>- Magazine readership</li><li>- Video on demand</li><li>- Cinema attendance</li><li>- Public Service Announcements</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>- 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>- 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> </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> <li>- Home delivery meal kits (e.g. My Food Bag)</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 Commercial Radio Survey number and year  
Market  
Statistic and qualifier (e.g. % or 000's)  
Daypart  
Audience Grouping (Demographic)

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 Commercial RAM, S1/21, Market, Cume %, AP10+, M-F, 6am-10am*

# HOW THE RATINGS ARE COLLECTED

The radio ratings survey is conducted using a multi-mode methodology, with 70% door-knock recruitment for the paper diary and 30% online recruitment for the e-diary.

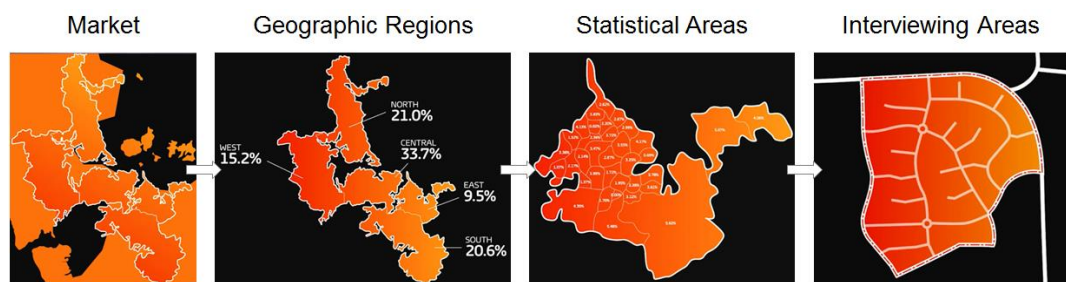
## The sample design and size

### 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 2023 the surveys will comprise:

**Metropolitan Markets:** for each survey wave, one-tenth of the IAs are surveyed each week (twelve-week wave); this ensures an even spread across the survey wave. Data from two consecutive waves are combined to produce the survey reports, with 3 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 3 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 3 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 30% 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 70% 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 and 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 EVERY QUARTER HOUR OF EACH DAY FOR THE DURATION OF THE SURVEY**

**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 30% 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/>

