An NIQ Company

2026

RADIO RATINGS TOOL KIT

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The 2026 Tool Kit provides all the information you require regarding the GfK radio ratings.

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UNDERSTANDING THE RADIO RATINGS

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: • 65% recruited face-to-face, completing paper diaries • 35% 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 027 567 7333.

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THE GfK RADIO TEAM

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2026 RADIO SURVEY SCHEDULE

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

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

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2026 RADIO REPORTING PERIODS

AUCKLAND / WELLINGTON / CHRISTCHURCH		
		Survey Release Date
Survey 1	Aug 10 to Nov 1 2025 & Feb 8 to May 2 2026	Thu May 21
Survey 2	Feb 8 to May 2 2026 & May 10 to Aug 1 2026	Thu Aug 20
Survey 3	May 10 to Aug 1 2026 & Aug 9 to Oct 31 2026	Thu Nov 26

10 INDIVIDUAL REGIONAL MARKETS		
		Survey Release Date
Survey 1	Feb 9 to May 3 2025 & May 11 to Aug 2 2025 & Aug 10 to Nov 1 2025 & Feb 8 to May 2 2026	Thu May 21
Survey 2	May 11 to Aug 2 2025 & Aug 10 to Nov 1 2025 & Feb 8 to May 2 2026 & May 10 to Aug 1 2026	Thu Aug 20
Survey 3	Aug 10 to Nov 1 2025 & Feb 8 to May 2 2026 & May 10 to Aug 1 2026 & Aug 9 to Oct 31 2026	Thu Nov 26

TOTAL NEW ZEALAND / MAJOR MARKETS		
		Survey Release Date
Survey 1	A/W/C) Aug 10 to Nov 1 2025 & Feb 8 to May 2 2026 (Regional) Feb 9 to May 3 2025 & May 11 to Aug 2 2025 & Aug 10 to Nov 1 2025 & Feb 8 to May 2 2026	Thu May 21
Survey 2	(A/W/C) Feb 8 to May 2 2026 & May 10 to Aug 1 2026 (Regional) May 11 to Aug 2 2025 & Aug 10 to Nov 1 2025 & Feb 8 to May 2 2026 & May 10 to Aug 1 2026	Thu Aug 20
Survey 3	(A/W/C) May 10 to Aug 1 2026 & Aug 9 to Oct 31 2026 (Regional) Aug 10 to Nov 1 2025 & Feb 8 to May 2 2026 & May 10 to Aug 1 2026 & Aug 9 to Oct 31 2026	Thu Nov 26

OVERVIEW OF ROLLING SURVEYS

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 36 weeks of the year and provide three survey releases. Rolling surveys also tend to minimise the larger fluctuations in results that can be found between individual survey periods.

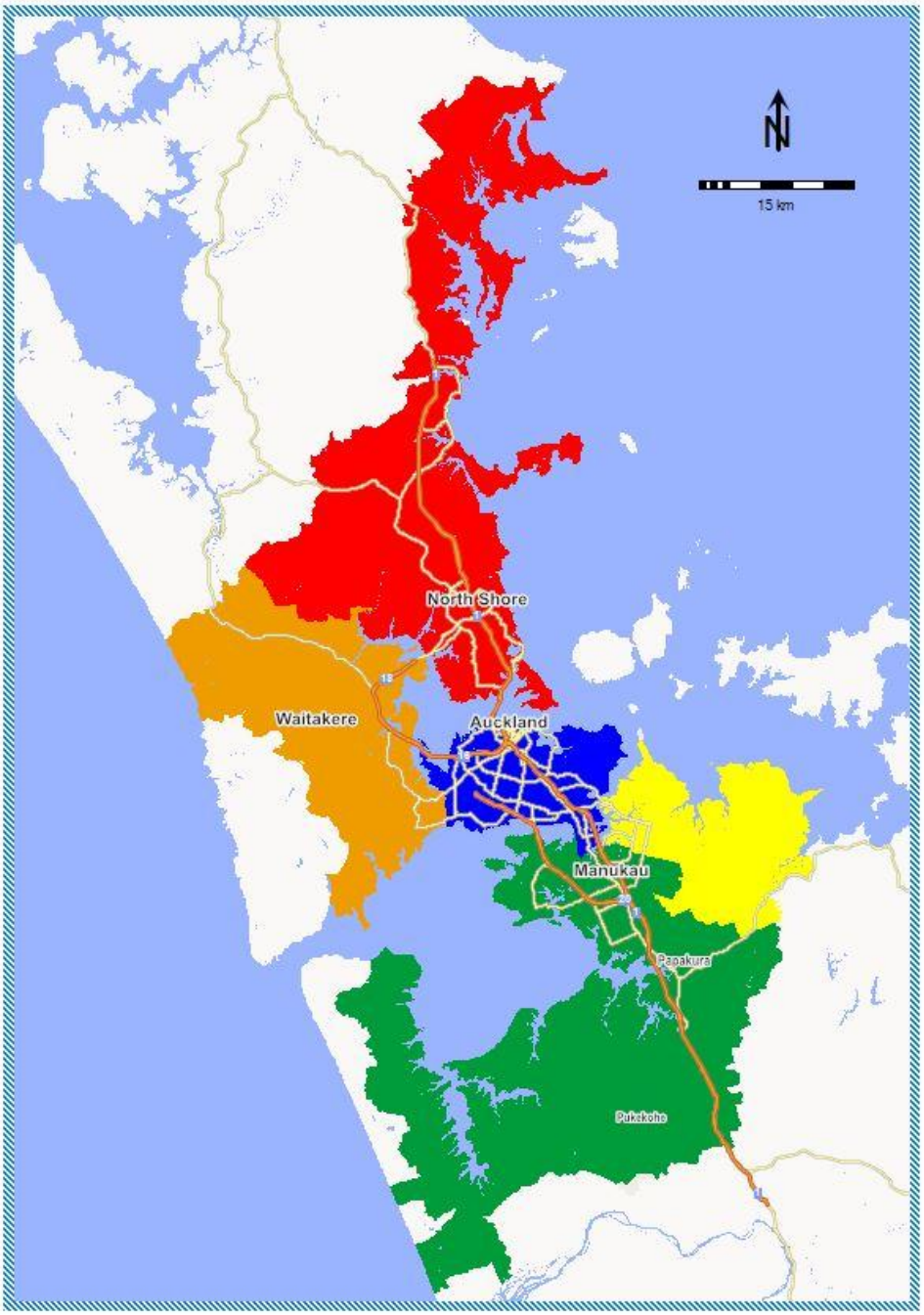
The term Rolling Surveys comes from the actual process of adding a new wave of sample and dropping off the oldest wave thus rolling the sample.

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SURVEY AREA

AUCKLAND



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

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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	3,380	0.19%	Meadowbank West	3,130	0.18%	Parnell West	4,950	0.28%
Auckland-University	145	0.01%	Mission Bay	2,790	0.16%	Penrose	1,330	0.08%
Avondale Central (Auckland)	3,430	0.19%	Mission Bay Eastridge	1,745	0.10%	Point Chevalier East	3,340	0.19%
Avondale North East (Auckland)	2,670	0.15%	Morningside (Auckland)	3,800	0.21%	Point Chevalier North	2,420	0.14%
Avondale North West (Auckland)	2,950	0.17%	Mount Albert Central	3,830	0.22%	Point Chevalier West	3,090	0.17%
Avondale Rosebank (Auckland)	4,440	0.25%	Mount Albert North	4,470	0.25%	Point England North	2,890	0.16%
Avondale South (Auckland)	5,180	0.29%	Mount Albert South	2,400	0.14%	Point England South	2,730	0.15%
Avondale West (Auckland)	4,410	0.25%	Mount Albert West	2,790	0.16%	Ponsonby East	3,230	0.18%
Balmoral	3,290	0.19%	Mount Eden East	2,900	0.16%	Ponsonby West	2,230	0.13%
Blockhouse Bay Central	3,540	0.20%	Mount Eden North	3,370	0.19%	Quay Street-Customs Street	2,070	0.12%
Blockhouse Bay East	2,450	0.14%	Mount Eden North East	1,880	0.11%	Queen Street	1,835	0.10%
Blockhouse Bay North	2,850	0.16%	Mount Eden South	3,810	0.22%	Queen Street South West	2,410	0.14%
Blockhouse Bay North East	2,520	0.14%	Mount Eden West	3,580	0.20%	Remuera Abbotts Park	3,910	0.22%
Blockhouse Bay South	3,260	0.18%	Mount Roskill Central East	4,020	0.23%	Remuera East	2,780	0.16%
College Hill	560	0.03%	Mount Roskill Central North	3,470	0.20%	Remuera North	3,570	0.20%
Eden Park	1,650	0.09%	Mount Roskill Central South	3,110	0.18%	Remuera South	4,000	0.23%
Eden Terrace	3,440	0.19%	Mount Roskill Nirvana	2,480	0.14%	Remuera Waiata	2,940	0.17%
Eden Valley	2,280	0.13%	Mount Roskill North	4,030	0.23%	Remuera Waiatarua	2,470	0.14%
Ellerslie Central	3,310	0.19%	Mount Roskill North East	2,330	0.13%	Remuera Waitaramoa	4,000	0.23%
Ellerslie East	3,340	0.19%	Mount Roskill South	3,360	0.19%	Remuera West	2,790	0.16%
Ellerslie South	2,600	0.15%	Mount Roskill South East	3,560	0.20%	Rosebank Peninsula	5	0.00%
Ellerslie West	285	0.02%	Mount Roskill West	3,800	0.21%	Royal Oak East (Auckland)	2,990	0.17%
Epsom Central-North	3,830	0.22%	Mount Roskill White Swan	2,640	0.15%	Royal Oak West (Auckland)	2,860	0.16%
Epsom Central-South	4,100	0.23%	Mount St John	3,710	0.21%	Saint Heliers North	3,930	0.22%
Epsom East	2,980	0.17%	Mount Wellington Central	3,140	0.18%	Saint Heliers South	4,100	0.23%
Epsom North	3,410	0.19%	Mount Wellington East	3,690	0.21%	Saint Heliers West	3,710	0.21%
Epsom South	2,460	0.14%	Mount Wellington Ferndale	3,550	0.20%	Saint Johns East	3,010	0.17%
Freemans Bay	3,480	0.20%	Mount Wellington Hamlin	3,030	0.17%	Saint Johns West	3,110	0.18%
Glen Innes East-Wai O Taiki Bay	5,680	0.32%	Mount Wellington North East	2,310	0.13%	Saint Marys Bay	2,060	0.12%
Glen Innes West	4,740	0.27%	Mount Wellington North West	3,240	0.18%	Sandringham Central	2,440	0.14%
Glenavon	3,350	0.19%	Mount Wellington South East	3,550	0.20%	Sandringham East	3,460	0.20%
Glendowie North	3,390	0.19%	Mount Wellington South West	3,630	0.21%	Sandringham North	3,910	0.22%
Glendowie South East	2,080	0.12%	Mount Wellington West	3,740	0.21%	Sandringham West	2,590	0.15%
Glendowie South West	3,280	0.19%	New Windsor East	2,810	0.16%	Shortland Street	2,050	0.12%
Grafton	1,935	0.11%	New Windsor North	3,760	0.21%	St Lukes	2,190	0.12%

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Auckland Statistical Areas

1. Auckland Central								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Grafton West	1,585	0.09%	New Windsor South	2,260	0.13%	Stonefields East	2,030	0.11%
Greenlane Central	2,290	0.13%	Newmarket	2,890	0.16%	Stonefields West	2,230	0.13%
Greenlane North	2,280	0.13%	Newmarket Park	1,310	0.07%	Sylvia Park	145	0.01%
Greenlane South	4,080	0.23%	One Tree Hill Amaru	2,530	0.14%	Symonds Street East	2,460	0.14%
Grey Lynn Central	3,590	0.20%	One Tree Hill Oranga	2,390	0.14%	Symonds Street North West	3,440	0.19%
Grey Lynn East	1,875	0.11%	Onehunga Central	3,360	0.19%	Symonds Street West	3,710	0.21%
Grey Lynn North	3,060	0.17%	Onehunga North	4,140	0.23%	Tamaki East	1,755	0.10%
Grey Lynn West	3,070	0.17%	Onehunga West	3,540	0.20%	Tamaki West	2,840	0.16%
Herne Bay	2,850	0.16%	Onehunga-Te Papapa Industrial	1,320	0.07%	Te Papapa	3,440	0.19%
Hillsborough Central (Auckland)	2,780	0.16%	Orakei East	2,810	0.16%	The Strand	1,600	0.09%
Hillsborough North (Auckland)	1,800	0.10%	Orakei West	2,940	0.17%	Three Kings North	1,635	0.09%
Hillsborough South (Auckland)	2,900	0.16%	Oranga	3,100	0.18%	Three Kings South	2,820	0.16%
Hobson Ridge Central	3,110	0.18%	Ōtāhuhu Central	1,505	0.09%	Victoria Park	3,540	0.20%
Hobson Ridge North	2,740	0.15%	Ōtāhuhu East	2,770	0.16%	Waikowhai Bay	2,220	0.13%
Hobson Ridge South	1,785	0.10%	Ōtāhuhu North East	2,090	0.12%	Waterview	4,400	0.25%
Karangahape East	1,310	0.07%	Ōtāhuhu North West	2,520	0.14%	Wesley East	2,200	0.12%
Karangahape West	1,145	0.06%	Ōtāhuhu South	3,950	0.22%	Wesley South	25	0.00%
Kingsland	3,270	0.18%	Ōtāhuhu South West	3,610	0.20%	Wesley West	2,930	0.17%
Kohimarama Bay	2,390	0.14%	Ōwairaka East	2,510	0.14%	Westmere North	2,340	0.13%
Kohimarama Stadium	2,050	0.12%	Ōwairaka West	3,480	0.20%	Westmere South-Western Springs	2,980	0.17%
Lynfield Central	3,110	0.18%	Panmure East	3,820	0.22%	Wynyard-Viaduct	1,350	0.08%
Lynfield Harbour View	1,890	0.11%	Panmure Glen Innes Industrial	290	0.02%	**1. Auckland Central**	**495,050**	**27.98%**
Maungawhau	2,850	0.16%	Panmure West	405	0.02%			
Meadowbank East	2,670	0.15%	Parnell East	3,390	0.19%			

2. Auckland East								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Armoy	2,530	0.14%	Golflands	2,690	0.15%	Pakuranga Heights North West	3,070	0.17%
Baverstock	4,760	0.27%	Half Moon Bay North East	2,480	0.14%	Pakuranga Heights South West	3,780	0.21%
Botany Downs East	2,490	0.14%	Half Moon Bay South East	3,320	0.19%	Pakuranga North	2,970	0.17%
Botany Downs West	3,730	0.21%	Half Moon Bay West	2,850	0.16%	Pakuranga West	2,960	0.17%
Botany Junction	105	0.01%	Highland Park (Auckland)	4,300	0.24%	Point View	3,090	0.17%
Bucklands Beach Central	2,150	0.12%	Howick Central	4,060	0.23%	Redcastle	2,650	0.15%

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Auckland Statistical Areas

2. Auckland East								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Bucklands Beach Murvale	3,030	0.17%	Howick East	4,070	0.23%	Savonna	2,870	0.16%
Bucklands Beach North	3,320	0.19%	Howick West	4,500	0.25%	Shelly Park	2,970	0.17%
Bucklands Beach South	1,935	0.11%	Huntington Park	2,200	0.12%	Somerville	4,610	0.26%
Burswood	1,680	0.09%	Maraetai	2,680	0.15%	Sunkist Bay	3,330	0.19%
Clevedon	1,825	0.10%	Mellons Bay	4,170	0.24%	Sunnyhills East	3,720	0.21%
Cockle Bay	4,360	0.25%	Middlefield	3,000	0.17%	Sunnyhills West	2,380	0.13%
Dannemora North-Shamrock Park	2,430	0.14%	Mission Heights North	3,740	0.21%	Te Puru	5,010	0.28%
Dannemora South	1,965	0.11%	Northpark North	3,000	0.17%	Turanga	3,540	0.20%
East Tamaki	285	0.02%	Northpark South	2,250	0.13%	Tuscany Heights	1,760	0.10%
Eastern Beach	2,330	0.13%	Pakuranga Central	4,060	0.23%	**2. Auckland East**	**146,455**	**8.28%**
Farm Cove	2,190	0.12%	Pakuranga Heights East	3,260	0.18%			

3. Auckland North								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Akoranga	1,430	0.08%	Glenfield North	3,970	0.22%	Pāremoremo East	2,850	0.16%
Albany Central	1,865	0.11%	Glenfield South West	4,200	0.24%	Pāremoremo West	1,010	0.06%
Albany Heights	4,660	0.26%	Glenfield West	3,330	0.19%	Pinehill North	2,560	0.14%
Albany South	3,500	0.20%	Greenhithe East	3,440	0.19%	Pinehill South	2,740	0.15%
Albany West	2,840	0.16%	Greenhithe South	2,220	0.13%	Red Beach East	4,090	0.23%
Ara Hill	165	0.01%	Greenhithe West	3,680	0.21%	Red Beach West	3,310	0.19%
Army Bay	1,455	0.08%	Gulf Harbour North	3,030	0.17%	Rothesay Bay	3,030	0.17%
Awaruku	3,670	0.21%	Gulf Harbour South	3,180	0.18%	Sandspit	1,000	0.06%
Bayswater	2,840	0.16%	Hatfields Beach	1,530	0.09%	Schnapper Rock	4,150	0.23%
Bayview East (Auckland)	4,100	0.23%	Hauraki	4,620	0.26%	Silverdale Central (Auckland)	1,575	0.09%
Bayview South (Auckland)	3,170	0.18%	Hillcrest East (Auckland)	4,210	0.24%	Silverdale South (Auckland)	1,185	0.07%
Bayview West (Auckland)	2,500	0.14%	Hillcrest North (Auckland)	3,810	0.22%	Snells Beach	3,700	0.21%
Beach Haven East	4,570	0.26%	Hillcrest West (Auckland)	3,570	0.20%	Stanley Point	1,965	0.11%
Beach Haven South	3,360	0.19%	Kingsway	2,420	0.14%	Stanmore Bay East	2,940	0.17%
Beach Haven West	3,650	0.21%	Long Bay	4,210	0.24%	Stanmore Bay West	2,770	0.16%
Belmont (Auckland)	3,230	0.18%	Mahurangi Peninsula	1,270	0.07%	Stillwater	930	0.05%
Birkdale Central	3,250	0.18%	Mairangi Bay North	3,080	0.17%	Sunnynook North	3,180	0.18%
Birkdale North	2,610	0.15%	Mairangi Bay South	3,070	0.17%	Sunnynook South	2,970	0.17%
Birkdale South	3,900	0.22%	Manly East	3,610	0.20%	Takapuna Central	2,970	0.17%
Birkenhead North	2,990	0.17%	Manly West	2,430	0.14%	Takapuna South	2,250	0.13%
Birkenhead North West	1,585	0.09%	Milford Central	1,965	0.11%	Takapuna West	3,600	0.20%

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Auckland Statistical Areas

3. Auckland North								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Birkenhead South	3,150	0.18%	Milford West	3,140	0.18%	Tawharanui Peninsula	2,200	0.12%
Birkenhead West	3,030	0.17%	Milldale	3,190	0.18%	Tindalls-Matakatia	1,980	0.11%
Browns Bay Central	3,340	0.19%	Millwater Central	3,880	0.22%	Torbay East	2,560	0.14%
Browns Bay South East	3,140	0.18%	Millwater North	1,620	0.09%	Torbay West	2,960	0.17%
Browns Bay South West	4,450	0.25%	Millwater South	4,950	0.28%	Totara Vale North	3,220	0.18%
Campbells Bay	2,950	0.17%	Muriwai	1,115	0.06%	Totara Vale South	3,800	0.21%
Castor Bay North	2,550	0.14%	Muriwai Valley-Bethells Beach	1,095	0.06%	Unsworth Heights East	3,880	0.22%
Castor Bay South	2,180	0.12%	Murrays Bay East	2,290	0.13%	Unsworth Heights West	2,770	0.16%
Chatswood	3,670	0.21%	Murrays Bay West	2,810	0.16%	Vipond	2,940	0.17%
Cheltenham	1,915	0.11%	Narrow Neck	4,550	0.26%	Wade Heads-Arkles Bay	2,010	0.11%
Coatesville	2,250	0.13%	North Harbour	815	0.05%	Waiake	4,060	0.23%
Dairy Flat North	1,880	0.11%	Northcote Central (Auckland)	3,100	0.18%	Waikoukou Valley	1,800	0.10%
Dairy Flat South	1,790	0.10%	Northcote Point (Auckland)	3,170	0.18%	Wainui-Waiwera	1,770	0.10%
Dairy Flat West	1,630	0.09%	Northcote South (Auckland)	2,790	0.16%	Waipatukahu	1,735	0.10%
Devonport	3,200	0.18%	Northcote Tuff Crater	2,400	0.14%	Wairau Valley	125	0.01%
Dome Valley-Matakana	1,730	0.10%	Northcross	3,450	0.19%	Waitoki	1,790	0.10%
Fairview Heights	4,550	0.26%	Ōkura Bush	1,470	0.08%	Warkworth East	4,070	0.23%
Forrest Hill East	3,770	0.21%	Orewa Central	3,280	0.19%	Warkworth West	2,990	0.17%
Forrest Hill North	2,730	0.15%	Orewa North	4,780	0.27%	Westlake	3,040	0.17%
Forrest Hill West	4,350	0.25%	Orewa South	3,060	0.17%	Whangaparāoa Central	2,530	0.14%
Glamorgan	3,510	0.20%	Orewa West	1,105	0.06%	Windsor Park	1,835	0.10%
Glenfield Central	4,590	0.26%	Oteha East	3,360	0.19%	**3. Auckland North**	**369,840**	**20.90%**
Glenfield East	2,490	0.14%	Oteha West	2,550	0.14%			

4. Auckland South								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Alfriston	4,420	0.25%	Kingseat-Karaka	3,150	0.18%	Patumāhoe	1,465	0.08%
Anselmi Ridge	3,100	0.18%	Leabank	3,280	0.19%	Patumāhoe Rural	1,345	0.08%
Aorere Central	2,350	0.13%	Māngere Bridge	3,270	0.18%	Puhinui East	3,170	0.18%
Aorere North	1,590	0.09%	Māngere Bridge Ambury	3,780	0.21%	Puhinui North	4,570	0.26%
Aorere South East	2,890	0.16%	Māngere Central	3,950	0.22%	Puhinui South	2,960	0.17%
Aorere South West	3,010	0.17%	Māngere East	3,010	0.17%	Pukekohe Central	330	0.02%
Ardmore	1,400	0.08%	Māngere Mascot	3,780	0.21%	Pukekohe Hospital	1,735	0.10%
Auckland Airport	550	0.03%	Māngere Mountain View	4,680	0.26%	Pukekohe North	2,050	0.12%

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Auckland Statistical Areas

4. Auckland South								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Āwhitu	3,160	0.18%	Māngere North	3,190	0.18%	Pukekohe North West	3,250	0.18%
Bombay Hills	2,010	0.11%	Māngere South	3,970	0.22%	Pukekohe South West	3,490	0.20%
Bremner Ridge	4,350	0.25%	Māngere South East	4,120	0.23%	Pukekohe West	4,670	0.26%
Buckland	1,230	0.07%	Māngere West	3,740	0.21%	Puni	1,675	0.09%
Burbank	4,100	0.23%	Manukau Central	1,175	0.07%	Ramarama	3,320	0.19%
Cape Hill	1,645	0.09%	Manurewa Central	4,390	0.25%	Randwick Park East	2,840	0.16%
Chapel Downs	3,680	0.21%	Manurewa East	3,590	0.20%	Randwick Park West	3,800	0.21%
Clarks Beach	1,660	0.09%	Manurewa South	3,240	0.18%	Red Hill	2,850	0.16%
Clendon Park East	2,380	0.13%	Manurewa West	3,420	0.19%	Rongomai East	2,310	0.13%
Clendon Park North	3,360	0.19%	Massey Road North	3,650	0.21%	Rongomai West	2,470	0.14%
Clendon Park West	3,390	0.19%	Massey Road South	1,930	0.11%	Rooseville Park	2,640	0.15%
Clover Park East	2,750	0.16%	Massey Road West	4,060	0.23%	Rosa Birch Park	2,070	0.12%
Clover Park North	3,050	0.17%	Middlemore	125	0.01%	Rosehill	4,850	0.27%
Clover Park South	3,540	0.20%	Mission Heights South	4,310	0.24%	Rowandale East	4,450	0.25%
Cloverlea (Auckland)	2,660	0.15%	Ōpaheke	3,570	0.20%	Rowandale West	3,970	0.22%
Conifer Grove East	2,550	0.14%	Ormiston Central	5,160	0.29%	Runciman	795	0.04%
Conifer Grove West	4,170	0.24%	Ormiston East	4,920	0.28%	Sutton Park	3,900	0.22%
Dingwall	3,250	0.18%	Ormiston North	2,390	0.14%	Takanini Central	1,215	0.07%
Donegal Park East	2,590	0.15%	Ormiston South	5,440	0.31%	Takanini East	4,560	0.26%
Donegal Park West	2,980	0.17%	Ormiston South East	1,875	0.11%	Takanini Industrial	5	0.00%
Drury East	825	0.05%	Ōtāhuhu Industrial	120	0.01%	Takanini McLennan	3,190	0.18%
Drury South Crossing	955	0.05%	Ōtara Central	2,810	0.16%	Takanini North	3,090	0.17%
Drury West	1,505	0.09%	Ōtara East	4,060	0.23%	Takanini South	5,120	0.29%
Favona East	4,100	0.23%	Ōtara South	3,130	0.18%	Takanini South East	4,060	0.23%
Favona North	3,210	0.18%	Ōtara South West	2,040	0.12%	Takanini West	3,310	0.19%
Favona West	3,740	0.21%	Ōtara West	3,280	0.19%	Tamakae	2,680	0.15%
Ferguson	3,300	0.19%	Pahurehure	3,700	0.21%	The Gardens (Auckland)	4,430	0.25%
Glenbrook	3,070	0.17%	Papakura Central	4,140	0.23%	Totara Heights	3,290	0.19%
Goodwood Heights East	2,890	0.16%	Papakura East	3,430	0.19%	Twin Parks Rise	3,170	0.18%
Goodwood Heights West	1,920	0.11%	Papakura Eastburn	3,700	0.21%	Waihoehoe	2,130	0.12%
Grange	2,800	0.16%	Papakura Industrial	210	0.01%	Waiuku Central	1,415	0.08%
Hamilton Estate	2,750	0.16%	Papakura Kelvin	2,530	0.14%	Waiuku East	1,855	0.10%
Harania North	4,120	0.23%	Papakura Massey Park	3,380	0.19%	Wattle Downs East	2,410	0.14%
Harania South	3,940	0.22%	Papakura North	4,080	0.23%	Wattle Downs North	3,650	0.21%
Harbour View Heights	1,135	0.06%	Papakura North East	2,670	0.15%	Wattle Downs West	4,090	0.23%
Hillpark North	2,740	0.15%	Papakura West	2,060	0.12%	Weymouth Central	3,230	0.18%
Hillpark South	3,650	0.21%	Papatoetoe Central East	3,950	0.22%	Weymouth East	2,970	0.17%
Hilltop (Auckland)	5,090	0.29%	Papatoetoe Central West	3,970	0.22%	Weymouth South	4,130	0.23%
Hingaia	2,830	0.16%	Papatoetoe East	4,160	0.24%	Weymouth West	2,540	0.14%
Homai Central	3,950	0.22%	Papatoetoe North	4,410	0.25%	Wiri East	2,430	0.14%

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Auckland Statistical Areas

4. Auckland South								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Homai East	3,460	0.20%	Papatoetoe North East	3,920	0.22%	Wiri North	3,080	0.17%
Homai West	2,880	0.16%	Papatoetoe North West	3,710	0.21%	Wiri West	1,745	0.10%
Karaka Creek	1,710	0.10%	Papatoetoe South	4,240	0.24%	**4. Auckland South**	**472,980**	**26.73%**
Karaka Lakes	3,750	0.21%	Papatoetoe South West	3,500	0.20%			
Kendallvale	1,140	0.06%	Papatoetoe West	4,570	0.26%			

5. Auckland West								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Birdwood West	925	0.05%	Konini Road	2,140	0.12%	Sunnyvale West-Parrs Park	2,980	0.17%
Fruitvale	3,560	0.20%	Kumeū Rural East	2,120	0.12%	Swanson	4,170	0.24%
Glen Eden Central	3,920	0.22%	Kumeū Rural West	1,735	0.10%	Swanson Rural	2,350	0.13%
Glen Eden Konini	3,030	0.17%	Kumeū-Huapai North	5,450	0.31%	Taupaki	1,870	0.11%
Glen Eden North	2,990	0.17%	Kumeū-Huapai South	2,780	0.16%	Te Atatū Peninsula Central	4,130	0.23%
Glen Eden Rosier	3,630	0.21%	Laingholm	2,280	0.13%	Te Atatū Peninsula East	3,100	0.18%
Glen Eden West	4,110	0.23%	Massey Central	3,610	0.20%	Te Atatū Peninsula North West	4,030	0.23%
Glen Eden Woodglen	3,570	0.20%	Massey Keegan	4,120	0.23%	Te Atatū Peninsula West	4,570	0.26%
Glendene North East	2,450	0.14%	Massey Red Hills	1,135	0.06%	Te Atatū South-Central	3,610	0.20%
Glendene North West	2,710	0.15%	Massey Royal Road West	3,470	0.20%	Te Atatū South-Edmonton	3,420	0.19%
Glendene South	3,350	0.19%	Massey South	3,990	0.23%	Te Atatū South-McLeod North	2,460	0.14%
Green Bay North	2,010	0.11%	Massey West	3,180	0.18%	Te Atatū South-McLeod South	3,840	0.22%
Green Bay South	3,150	0.18%	McLaren Memorial Park	3,820	0.22%	Te Atatū South-North	3,610	0.20%
Henderson Central	1,760	0.10%	New Lynn Central	585	0.03%	Titirangi East	3,420	0.19%
Henderson East	5,110	0.29%	New Lynn Central South	3,840	0.22%	Titirangi South	3,840	0.22%
Henderson Larnoch	3,980	0.22%	New Lynn North	3,560	0.20%	Waiatarua	2,350	0.13%
Henderson Lincoln East	340	0.02%	New Lynn North West	3,700	0.21%	Waimauku	1,385	0.08%
Henderson Lincoln South	3,550	0.20%	New Lynn Seabrook	3,290	0.19%	Waima-Woodlands Park	2,720	0.15%
Henderson Lincoln West	3,910	0.22%	New Lynn South	2,950	0.17%	Waitākere	1,825	0.10%
Henderson North	2,420	0.14%	New Lynn South East	2,260	0.13%	Waitākere Ranges South	1,140	0.06%
Henderson North East	2,960	0.17%	Oratia	2,220	0.13%	West Harbour Clearwater Cove	3,660	0.21%
Henderson Valley	1,450	0.08%	Rānui Domain	4,020	0.23%	West Harbour Luckens Point	3,530	0.20%
Henderson Valley Park	3,160	0.18%	Rānui North	4,130	0.23%	West Harbour West	4,650	0.26%
Henderson West	3,000	0.17%	Rānui South East	3,250	0.18%	Western Heights (Auckland)	3,920	0.22%
Hobsonville	1,995	0.11%	Rānui South West	3,270	0.18%	Westgate South	3,990	0.23%
Hobsonville Point Catalina Bay	4,310	0.24%	Riverhead	3,810	0.22%	Whenuapai	5,650	0.32%

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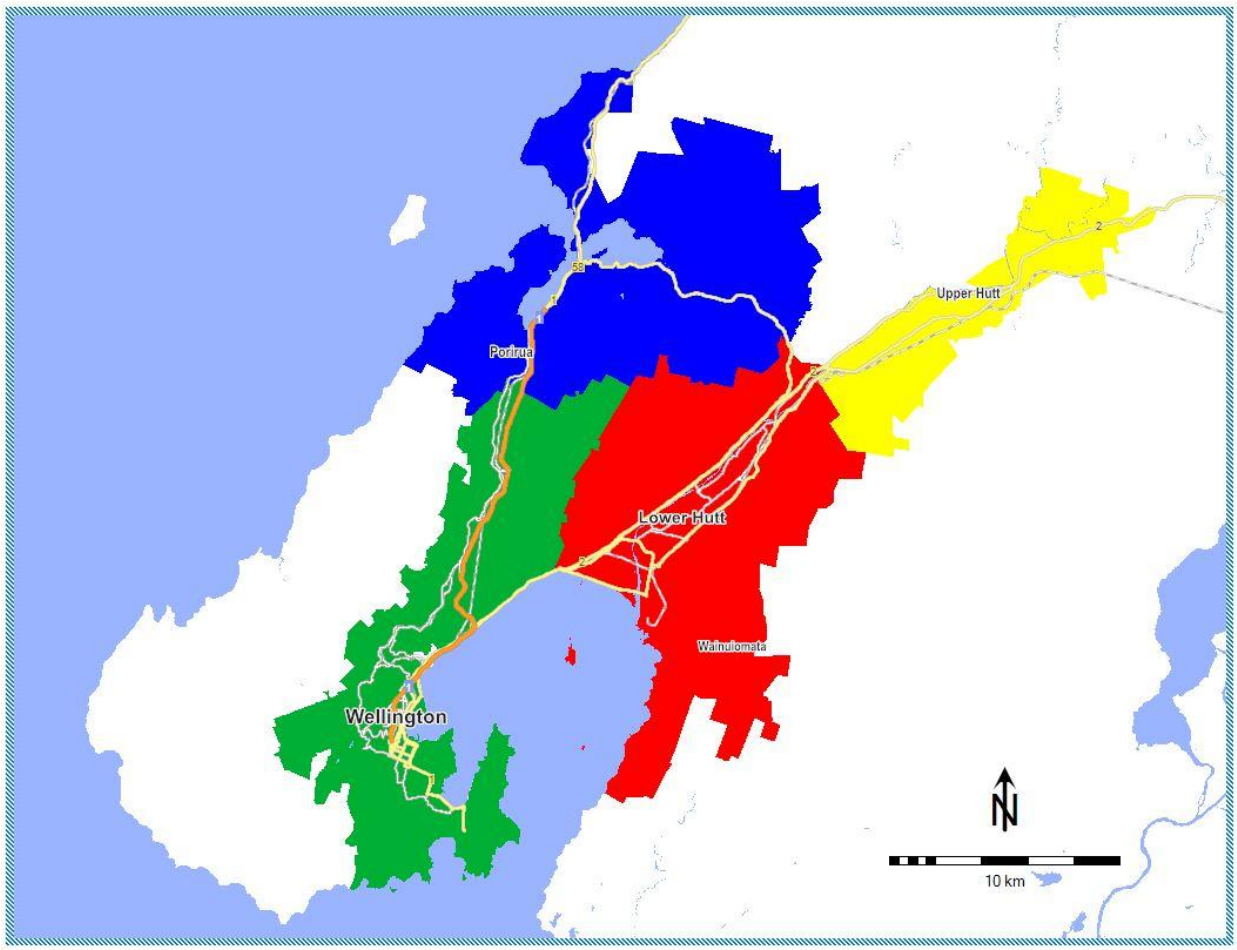
Auckland Statistical Areas

5. Auckland West								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Hobsonville Point Park	6,160	0.35%	Royal Heights North	4,470	0.25%	Whenuapai West	1,550	0.09%
Hobsonville Scott Point	4,710	0.27%	Royal Heights South	4,130	0.23%	**5. Auckland West**	**284,995**	**16.11%**
Kaurilands	3,220	0.18%	Summerland North	2,720	0.15%			
Kelston North	3,080	0.17%	Summerland South	3,380	0.19%			
Kelston South	3,310	0.19%	Sunnyvale East	3,980	0.22%			

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WELLINGTON



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

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Wellington Statistical Areas

1. Porirua								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aotea	4,480	1.04%	Onepoto	1,975	0.46%	Pukerua Bay	1,960	0.46%
Ascot Park	2,890	0.67%	Paekākāriki Hill	405	0.09%	Rānui Heights	1,400	0.33%
Camborne	2,030	0.47%	Papakōwhai	2,370	0.55%	Titahi Bay North	2,770	0.65%
Cannons Creek East	3,690	0.86%	Paremata	2,580	0.60%	Titahi Bay South	3,830	0.89%
Cannons Creek North	3,520	0.82%	Pāuatahanui	1,020	0.24%	Waitangirua Corinna	2,940	0.68%
Cannons Creek South	1,705	0.40%	Plimmerton	2,140	0.50%	Waitangirua Tairangi	1,495	0.35%
Elsdon-Takapuwahia	2,440	0.57%	Porirua Central	1,235	0.29%	Whitby	2,950	0.69%
Endeavour East	3,110	0.72%	Porirua East	2,310	0.54%	**1. Porirua**	**61,565**	**14.34%**
Endeavour West	2,990	0.70%	Postgate	3,330	0.78%			

2. Upper Hutt								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Birchville-Brown Owl	3,890	0.91%	Maoribank	3,590	0.84%	Trentham North	3,050	0.71%
Brentwood (Upper Hutt City)	2,550	0.59%	Pinehaven	1,940	0.45%	Trentham South	3,650	0.85%
Clouston Park	2,380	0.55%	Poets Block	2,480	0.58%	Upper Hutt Central	670	0.16%
Ebdentown	2,570	0.60%	Silverstream (Upper Hutt City)	3,590	0.84%	Wallaceville	2,510	0.58%
Elderslea	3,320	0.77%	Te Marua	1,025	0.24%	**2. Upper Hutt**	**42,625**	**9.93%**
Heretaunga	2,470	0.58%	Totara Park	2,940	0.68%			

3. Lower Hutt								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Alicetown-Melling	2,800	0.65%	Hutt Central North	1,270	0.30%	Stokes Valley Central	2,350	0.55%
Arakura	3,030	0.71%	Hutt Central South	3,230	0.75%	Stokes Valley North	3,760	0.88%
Avalon East	2,720	0.63%	Kelson	3,140	0.73%	Taita North	3,430	0.80%
Avalon West	2,870	0.67%	Korokoro	1,570	0.37%	Taita South	3,490	0.81%
Belmont (Lower Hutt City)	2,790	0.65%	Manor Park	535	0.12%	Tirohanga	1,320	0.31%
Belmont Park	350	0.08%	Manuka	1,905	0.44%	Wainuiomata Central	2,220	0.52%
Boulcott	2,850	0.66%	Maungaraki	4,220	0.98%	Wainuiomata West	4,210	0.98%
Delaney	2,840	0.66%	Moera	1,850	0.43%	Waiwhetu North	1,670	0.39%
Eastbourne	2,800	0.65%	Naenae Central	3,830	0.89%	Waiwhetu South	3,100	0.72%
Eastern Bays	1,985	0.46%	Naenae North	2,680	0.62%	Waterloo East	3,250	0.76%
Epuni East	3,450	0.80%	Naenae South	2,830	0.66%	Waterloo West	2,570	0.60%
Epuni West	3,530	0.82%	Normandale	2,170	0.51%	Woburn	1,840	0.43%

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Wellington Statistical Areas

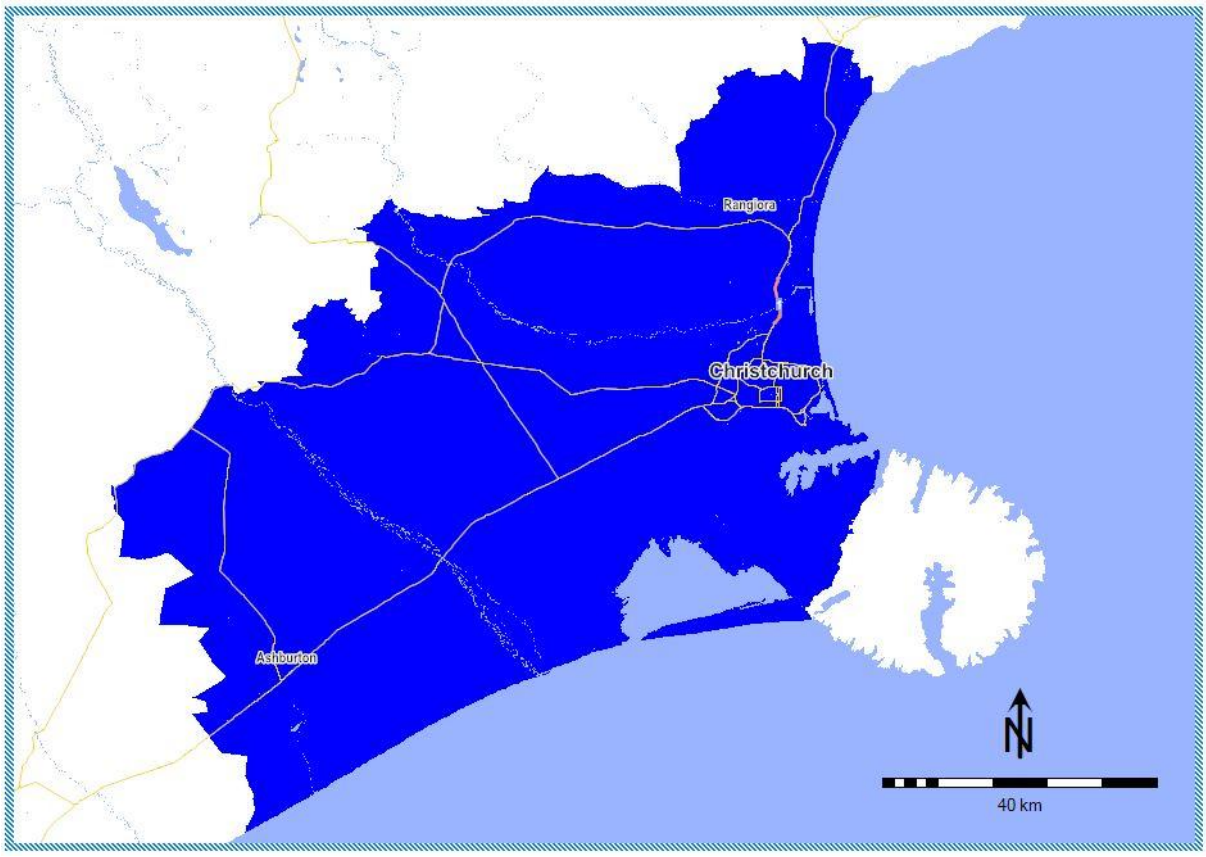
3. Lower Hutt								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Glendale	4,790	1.12%	Pencarrow	685	0.16%	**3. Lower Hutt**	**114,465**	**26.65%**
Gracefield	110	0.03%	Petone Central	1,325	0.31%			
Homedale East	3,360	0.78%	Petone East	4,140	0.96%			
Homedale West	2,930	0.68%	Petone Esplanade	2,670	0.62%			

4. Wellington City								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aro Valley	3,740	0.87%	Karori Park	2,670	0.62%	Newtown West	3,640	0.85%
Berhampore	3,720	0.87%	Karori South	3,560	0.83%	Ngaio North	2,520	0.59%
Broadmeadows	1,735	0.40%	Karori West	2,850	0.66%	Ngaio South	3,120	0.73%
Brooklyn East	2,720	0.63%	Kelburn	2,100	0.49%	Northland (Wellington City)	3,570	0.83%
Brooklyn North	2,110	0.49%	Khandallah North	2,700	0.63%	Onslow	1,850	0.43%
Brooklyn South	1,980	0.46%	Khandallah Reserve	2,090	0.49%	Oriental Bay	1,355	0.32%
Churton Park North	4,750	1.11%	Khandallah South	1,975	0.46%	Ōwhiro Bay	2,000	0.47%
Churton Park South	3,650	0.85%	Kilbirnie Central	2,650	0.62%	Paparangi	2,940	0.68%
Courtenay	1,890	0.44%	Kilbirnie East	2,130	0.50%	Pipitea-Kaiwharawhara	950	0.22%
Crofton Downs	2,040	0.48%	Kingston-Mornington-Vogeltown	3,190	0.74%	Rongotai	20	0.00%
Dixon Street East	3,800	0.88%	Linden	3,540	0.82%	Roseneath	1,730	0.40%
Dixon Street West	1,370	0.32%	Lyall Bay	2,660	0.62%	Seatoun	2,190	0.51%
Evans Bay	1,130	0.26%	Mākara-Ohariu	1,015	0.24%	Southgate	1,110	0.26%
Glenside-Churton Park East	625	0.15%	Maupuia	1,490	0.35%	Strathmore (Wellington City)	3,860	0.90%
Grenada North	2,600	0.61%	Melrose	1,215	0.28%	Takapu-Horokiwi	250	0.06%
Grenada Village	1,905	0.44%	Miramar Central	2,080	0.48%	Tawa Central	2,870	0.67%
Hataitai North East	2,230	0.52%	Miramar East	3,000	0.70%	Tawa North	3,340	0.78%
Hataitai North West	1,835	0.43%	Miramar North	1,375	0.32%	Tawa South	3,570	0.83%
Hataitai South	1,415	0.33%	Miramar South	3,480	0.81%	Thorndon North	2,310	0.54%
Houghton Bay	1,640	0.38%	Mount Cook East	2,830	0.66%	Thorndon South	1,765	0.41%
Island Bay East	3,680	0.86%	Mount Cook North	3,150	0.73%	Vivian East	2,980	0.69%
Island Bay West	3,300	0.77%	Mount Cook South	1,150	0.27%	Vivian West	3,470	0.81%
Johnsonville Central	3,060	0.71%	Mount Victoria North	2,900	0.68%	Wadestown	3,740	0.87%
Johnsonville North	3,420	0.80%	Mount Victoria South	1,705	0.40%	Wellington Botanic Gardens	965	0.22%
Johnsonville South	1,940	0.45%	Newlands East	3,050	0.71%	Wellington Central	3,170	0.74%
Johnsonville West	3,670	0.85%	Newlands North	3,230	0.75%	Wellington University	1,290	0.30%
Karaka Bay-Worser Bay	1,525	0.36%	Newlands South	2,660	0.62%	Wilton	2,170	0.51%
Karori East	3,480	0.81%	Newtown North	2,230	0.52%	Woodridge	2,050	0.48%
Karori North	2,610	0.61%	Newtown South	3,740	0.87%	**4. Wellington City**	**210,780**	**49.08%**

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CHRISTCHURCH



Christchurch Regions
Christchurch

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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	3,410	0.56%	Halswell West	4,000	0.65%	Rangiora South West	2,630	0.43%
Addington North	105	0.02%	Hampstead	3,300	0.54%	Ravenswood	1,865	0.30%
Addington West	2,640	0.43%	Harewood	1,400	0.23%	Rawhiti	3,180	0.52%
Aidanfield	4,090	0.67%	Heathcote Valley	2,430	0.40%	Redcliffs	2,140	0.35%
Allenton East	2,300	0.38%	Hei Hei	3,690	0.60%	Redwood East	3,380	0.55%
Allenton North	2,820	0.46%	Hillmorton	3,030	0.50%	Redwood North	2,770	0.45%
Allenton South	2,320	0.38%	Hillsborough (Christchurch City)	2,430	0.40%	Redwood West	2,300	0.38%
Amberley	2,850	0.47%	Holmwood	2,280	0.37%	Regents Park	2,250	0.37%
Aranui	4,470	0.73%	Hoon Hay East	3,450	0.56%	Riccarton Central	70	0.01%
Ashburton Central	160	0.03%	Hoon Hay South	2,300	0.38%	Riccarton East	1,215	0.20%
Ashburton East	1,830	0.30%	Hoon Hay West	3,730	0.61%	Riccarton Racecourse	2,340	0.38%
Ashburton North	1,250	0.20%	Hornby Central	135	0.02%	Riccarton South	4,130	0.68%
Ashburton West	975	0.16%	Hornby South	3,440	0.56%	Riccarton West	4,160	0.68%
Ashgrove	1,555	0.25%	Hornby West	2,610	0.43%	Richmond North (Christchurch City)	2,570	0.42%
Ashley Forest	840	0.14%	Huntsbury	2,650	0.43%	Richmond South (Christchurch City)	2,650	0.43%
Ashley Gorge	1,385	0.23%	Ilam North	4,180	0.68%	Rolleston Central	4,060	0.66%
Ashley-Sefton	2,580	0.42%	Ilam South	3,510	0.57%	Rolleston Izone	50	0.01%
Avondale (Christchurch City)	2,580	0.42%	Ilam University	3,060	0.50%	Rolleston North Central	4,540	0.74%
Avonhead East	3,030	0.50%	Irwell	1,400	0.23%	Rolleston North East	2,480	0.41%
Avonhead North	2,060	0.34%	Islington	1,030	0.17%	Rolleston South Central	2,790	0.46%
Avonhead South	3,540	0.58%	Islington-Hornby Industrial	370	0.06%	Rolleston South East	7,460	1.22%
Avonhead West	2,060	0.34%	Jellie Park	3,320	0.54%	Rolleston South West	2,330	0.38%
Avonside	1,845	0.30%	Kaiapoi Central	2,190	0.36%	Rolleston Tauwharekākaho	3,010	0.49%
Awatea North	2,080	0.34%	Kaiapoi East	280	0.05%	Russley	2,430	0.40%
Awatea South	2,880	0.47%	Kaiapoi North West	2,000	0.33%	Rutland	3,140	0.51%
Balcairn	2,520	0.41%	Kaiapoi South	1,925	0.31%	Shirley East	2,590	0.42%
Bankside	1,905	0.31%	Kaiapoi West	1,260	0.21%	Shirley West	4,550	0.74%
Beckenham	2,410	0.39%	Kennedys Bush	1,445	0.24%	Silverstream (Waimakariri District)	1,950	0.32%
Belfast East	3,170	0.52%	Kingsbury	2,630	0.43%	Sockburn North	4,320	0.71%
Belfast West	2,130	0.35%	Kirwee	1,565	0.26%	Sockburn South	375	0.06%
Bexley	2,690	0.44%	Ladbrooks	1,860	0.30%	Somerfield East	3,960	0.65%
Bishopdale North	4,460	0.73%	Lancaster Park	265	0.04%	Somerfield West	3,080	0.50%
Bishopdale South	2,230	0.36%	Leeston	2,480	0.41%	South New Brighton	3,390	0.55%
Bishopdale West	2,940	0.48%	Lilybrook	2,910	0.48%	Southbridge	2,660	0.43%
Branston	2,230	0.36%	Lincoln East	2,630	0.43%	Southbrook	835	0.14%
Broken Run	700	0.11%	Lincoln North	4,090	0.67%	Sovereign Palms	4,140	0.68%
Bromley North	55	0.01%	Lincoln South	1,815	0.30%	Spreydon North	4,100	0.67%
Bromley South	3,020	0.49%	Lincoln West	3,550	0.58%	Spreydon South	2,480	0.41%
Brookhaven-Ferrymead	1,225	0.20%	Linwood Central	3,260	0.53%	Spreydon West	3,320	0.54%

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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	775	0.13%	Linwood East	2,270	0.37%	Springston	2,230	0.36%
Broomfield	2,960	0.48%	Linwood North	3,030	0.50%	St Albans East	3,930	0.64%
Bryndwr North	3,550	0.58%	Loburn	2,430	0.40%	St Albans North	2,500	0.41%
Bryndwr South	3,040	0.50%	Lyttelton	3,210	0.52%	St Albans West	2,700	0.44%
Burlington-Oakbridge	805	0.13%	Mairehau North	3,040	0.50%	St Martins	2,870	0.47%
Burnham Camp	895	0.15%	Mairehau South	4,050	0.66%	Stanmore	2,370	0.39%
Burnside	3,860	0.63%	Malvern	2,790	0.46%	Starvation Hill-Cust	2,400	0.39%
Burnside Park	3,380	0.55%	Mandeville	1,970	0.32%	Strowan	3,620	0.59%
Burnside West	1,120	0.18%	Marshland	730	0.12%	Styx	1,080	0.18%
Burwood North	2,670	0.44%	McLeans Island	205	0.03%	Sumner	3,500	0.57%
Burwood South	3,740	0.61%	Merivale	3,290	0.54%	Swannanoa-Eyreton	1,025	0.17%
Bush Inn	3,490	0.57%	Methven	2,170	0.35%	Sydenham Central	320	0.05%
Cairnbrae	1,535	0.25%	Middleton	235	0.04%	Sydenham North	2,440	0.40%
Casebrook	4,480	0.73%	Mona Vale	1,665	0.27%	Sydenham South	2,820	0.46%
Cashmere East	3,670	0.60%	Motukarara	660	0.11%	Sydenham West	1,395	0.23%
Cashmere West	3,250	0.53%	Mount Pleasant	4,080	0.67%	Tai Tapu	1,370	0.22%
Charing Cross	920	0.15%	Netherby	2,640	0.43%	Teddington	260	0.04%
Charleston (Christchurch City)	1,735	0.28%	New Brighton	3,360	0.55%	Templeton	1,900	0.31%
Chertsey	1,745	0.29%	Newtons Road	3,720	0.61%	Tinwald North	1,570	0.26%
Christchurch Airport	135	0.02%	North Beach	4,210	0.69%	Tinwald South	2,450	0.40%
Christchurch Central	165	0.03%	Northcote (Christchurch City)	2,750	0.45%	Torlesse	1,220	0.20%
Christchurch Central-East	3,300	0.54%	Northlands (Christchurch City)	135	0.02%	Tower Junction	170	0.03%
Christchurch Central-North	3,240	0.53%	Northwood	3,580	0.59%	Trents	2,070	0.34%
Christchurch Central-South	995	0.16%	Oaklands East	3,410	0.56%	Tuahiwi	975	0.16%
Christchurch Central-West	1,325	0.22%	Oaklands West	3,450	0.56%	Upper Riccarton	1,675	0.27%
Clarkville	1,435	0.23%	Ohoka	1,750	0.29%	Waikuku	690	0.11%
Clearwater	880	0.14%	Opawa	1,405	0.23%	Waikuku Beach	1,085	0.18%
Clifton Hill	1,940	0.32%	Ōtakaro-Avon River Corridor	45	0.01%	Waimairi Beach	1,345	0.22%
Dallington	2,580	0.42%	Oxford	2,270	0.37%	Wainoni	3,010	0.49%
Darfield	3,590	0.59%	Oxford Estate	1,275	0.21%	Waitikiri	2,640	0.43%
Deans Bush	2,690	0.44%	Papanui East	2,330	0.38%	Waltham	2,410	0.39%
Diamond Harbour	1,610	0.26%	Papanui North	2,130	0.35%	West Eyreton	1,610	0.26%
Edgeware North	1,555	0.25%	Papanui West	3,100	0.51%	West Melton	2,720	0.44%
Edgeware South	3,430	0.56%	Paparua	1,065	0.17%	Westmorland	2,930	0.48%
Eiffelton	2,760	0.45%	Parklands	4,100	0.67%	Wharenui	3,020	0.49%
Ensors	2,470	0.40%	Pegasus	4,250	0.69%	Wigram East	1,010	0.17%
Eyrewell	2,070	0.34%	Pegasus Bay	1,030	0.17%	Wigram North	1,755	0.29%
Faringdon	7,400	1.21%	Phillipstown	4,550	0.74%	Wigram South	1,560	0.26%

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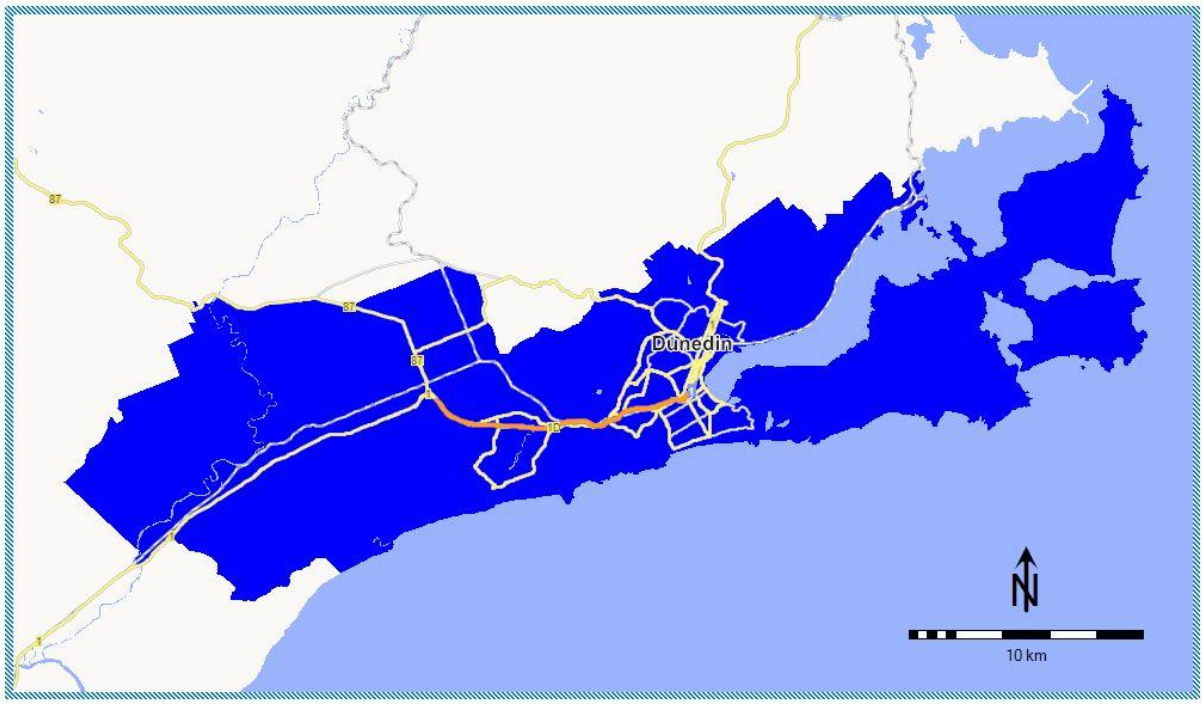
Christchurch Statistical Areas

1. Christchurch								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Fendalton	2,180	0.36%	Port Hills	70	0.01%	Wigram West	1,445	0.24%
Fernside	1,445	0.24%	Prebbleton North	2,460	0.40%	Winchmore-Wakanui	1,495	0.24%
Glenroy-Hororata	1,285	0.21%	Prebbleton South	3,260	0.53%	Woodend	3,630	0.59%
Glentunnel	1,225	0.20%	Prestons	2,420	0.40%	Woolston East	3,310	0.54%
Governors Bay	910	0.15%	Prestons Park	2,890	0.47%	Woolston North	3,610	0.59%
Hagley Park	130	0.02%	Queenspark	3,650	0.60%	Woolston South	510	0.08%
Halkett	1,775	0.29%	Rākaia	1,670	0.27%	Woolston West	1,230	0.20%
Halswell North	3,270	0.53%	Rangiora Central	5	0.00%	Yaldhurst	2,700	0.44%
Halswell South	2,760	0.45%	Rangiora North East	1,825	0.30%	**1. Christchurch**	**611,525**	**100.00%**
Halswell South East	1,825	0.30%	Rangiora North West	2,850	0.47%			
Halswell South West	1,795	0.29%	Rangiora South East	2,750	0.45%			

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DUNEDIN



Dunedin Regions
Dunedin

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Dunedin Statistical Areas

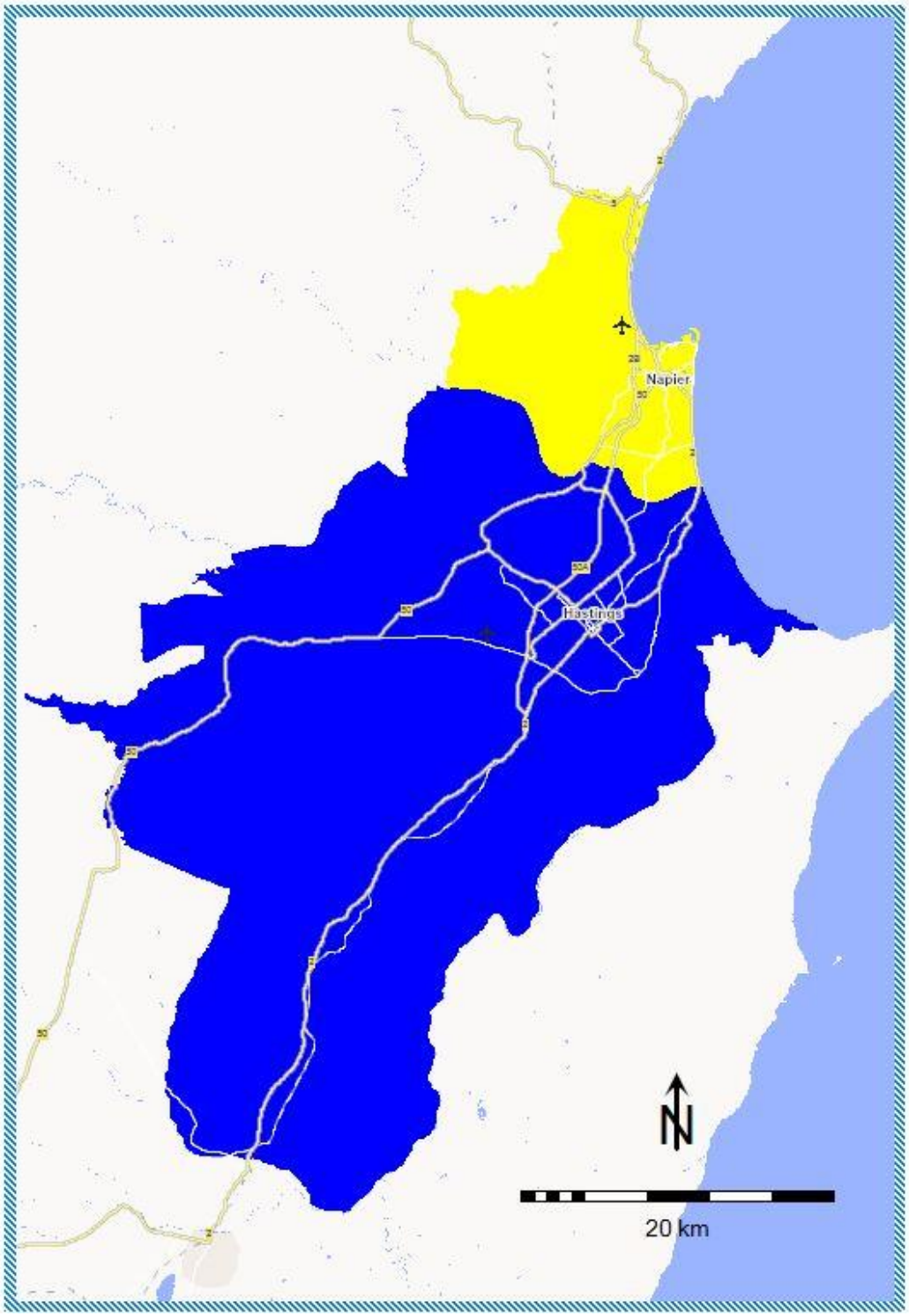
1. Dunedin								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Abbotsford	2,960	2.33%	Glenleith	1,390	1.10%	Otago Peninsula	875	0.69%
Andersons Bay	2,400	1.89%	Green Island	2,480	1.96%	Pine Hill-Dalmore	2,330	1.84%
Arthur Street	1,685	1.33%	Halfway Bush	1,920	1.51%	Port Chalmers	1,395	1.10%
Belleknowes	2,280	1.80%	Harbourside	45	0.04%	Ravensbourne-St Leonards	1,970	1.55%
Brighton	1,485	1.17%	Helensburgh	1,230	0.97%	Roseneath-Sawyers Bay	1,520	1.20%
Broad Bay-Portobello	1,220	0.96%	Hillside-Portsmouth Drive	65	0.05%	Roslyn (Dunedin City)	3,030	2.39%
Brockville	2,460	1.94%	Kaikorai-Bradford	1,225	0.97%	Royal Terrace	1,880	1.48%
Bush Road	2,390	1.88%	Kenmure	2,030	1.60%	Saddle Hill-Chain Hills	1,345	1.06%
Calton Hill	1,520	1.20%	Kew (Dunedin City)	1,790	1.41%	Seddon Park	3,010	2.37%
Campus North	2,470	1.95%	Macandrew Bay-Company Bay	1,600	1.26%	Shiel Hill	1,830	1.44%
Campus South	2,220	1.75%	Maori Hill	2,400	1.89%	South Dunedin	2,480	1.96%
Campus West	1,895	1.49%	Maryhill	2,290	1.81%	St Clair	2,400	1.89%
Caversham	2,300	1.81%	Momona	2,570	2.03%	St Kilda North	2,590	2.04%
Concord	1,510	1.19%	Mornington	2,920	2.30%	St Kilda South	2,950	2.33%
Corstorphine	2,100	1.66%	Mosgiel Central	2,830	2.23%	Taieri	1,630	1.29%
Dunedin Central	2,430	1.92%	Mosgiel East	3,290	2.59%	Tainui	2,110	1.66%
East Taieri	2,550	2.01%	Musselburgh	1,570	1.24%	Wakari	4,240	3.34%
Fairfield (Dunedin City)	2,640	2.08%	Normanby (Dunedin City)	1,385	1.09%	Waldronville	1,385	1.09%
Fernhill	1,770	1.40%	North East Valley Chingford	1,685	1.33%	Waverley (Dunedin City)	2,810	2.22%
Forbury	1,315	1.04%	North East Valley Knox	2,590	2.04%	Wingatui	950	0.75%
Gardens (Dunedin City)	3,940	3.11%	Opoho	1,235	0.97%	**1. Dunedin**	**126,810**	**100.00%**

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SURVEY AREA

HAWKES BAY



Hawkes Bay Regions	
1	Hastings
2	Napier

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Hawkes Bay Statistical Areas

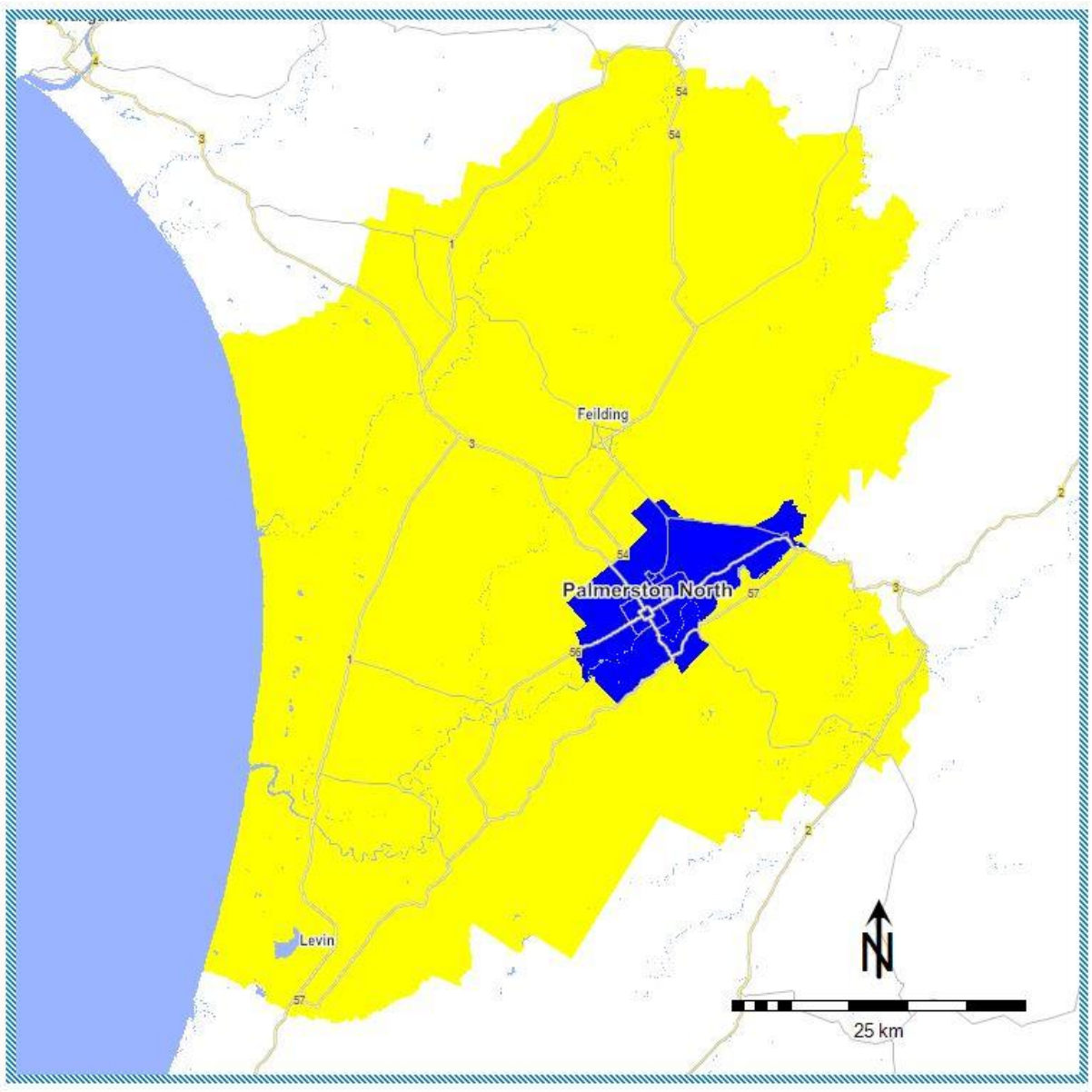
1. Hastings								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Akina Park	2,340	1.51%	Hereworth	3,000	1.93%	Parkhaven	3,110	2.00%
Bridge Pa	1,380	0.89%	Iona	2,580	1.66%	Parkvale	2,360	1.52%
Brookvale	2,570	1.66%	Irongate	375	0.24%	Poukawa	1,625	1.05%
Camberley	2,400	1.55%	Karamu	1,390	0.90%	Queens Square	2,040	1.31%
Clive	2,000	1.29%	Karanema-St Hill	2,050	1.32%	Raceway Park	2,120	1.37%
Cornwall Park	3,150	2.03%	Lochain Park	3,050	1.97%	Raureka	3,370	2.17%
Flaxmere Park	2,880	1.86%	Longlands-Pukahu	2,010	1.30%	St Leonards	2,850	1.84%
Flaxmere South	2,980	1.92%	Lucknow	1,735	1.12%	Te Awanga	700	0.45%
Flaxmere West	2,980	1.92%	Mahora	3,070	1.98%	Te Mata Hills	1,100	0.71%
Frimley	3,870	2.49%	Mangarara	2,920	1.88%	Tomoana	400	0.26%
Hastings Central	435	0.28%	Mangateretere	1,450	0.93%	Tomoana Crossing	2,700	1.74%
Haumoana	1,150	0.74%	Mayfair	3,330	2.15%	Twyford	780	0.50%
Havelock Hills	1,580	1.02%	Omahu Strip	335	0.22%	Waipāwa	2,410	1.55%
Havelock North-Central	420	0.27%	Omahu-Pakowhai	1,520	0.98%	**1. Hastings**	**84,515**	**54.46%**

2. Napier								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Ahuriri	1,160	0.75%	McLean Park	2,510	1.62%	Puketapu-Eskdale	2,640	1.70%
Bay View (Napier City)	2,270	1.46%	Meeanee-Awatoto	3,870	2.49%	Tamatea East	1,855	1.20%
Bledisloe Park	2,420	1.56%	Napier Central	420	0.27%	Tamatea North	1,795	1.16%
Bluff Hill	2,660	1.71%	Nelson Park	2,170	1.40%	Tamatea West	2,090	1.35%
Greenmeadows Central	1,480	0.95%	Onekawa Central	1,600	1.03%	Taradale Central	2,650	1.71%
Greenmeadows South	2,250	1.45%	Onekawa East	1,765	1.14%	Taradale South	2,690	1.73%
Greenmeadows West	2,020	1.30%	Onekawa South	3,490	2.25%	Taradale West	1,805	1.16%
Hospital Hill	2,820	1.82%	Onekawa West	245	0.16%	Tareha Reserve	3,400	2.19%
Maraekakaho	1,600	1.03%	Pirimai East	2,360	1.52%	Westshore	1,190	0.77%
Maraenui	3,900	2.51%	Pirimai West	1,775	1.14%	**2. Napier**	**70,685**	**45.54%**
Marewa East	3,630	2.34%	Poraiti Flat	1,545	1.00%			
Marewa West	1,715	1.11%	Poraiti Hills	895	0.58%			

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MANAWATU



Manawatu Regions	
1	Palmerston North Urban
2	Rest of Manawatu

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Manawatu Statistical Areas

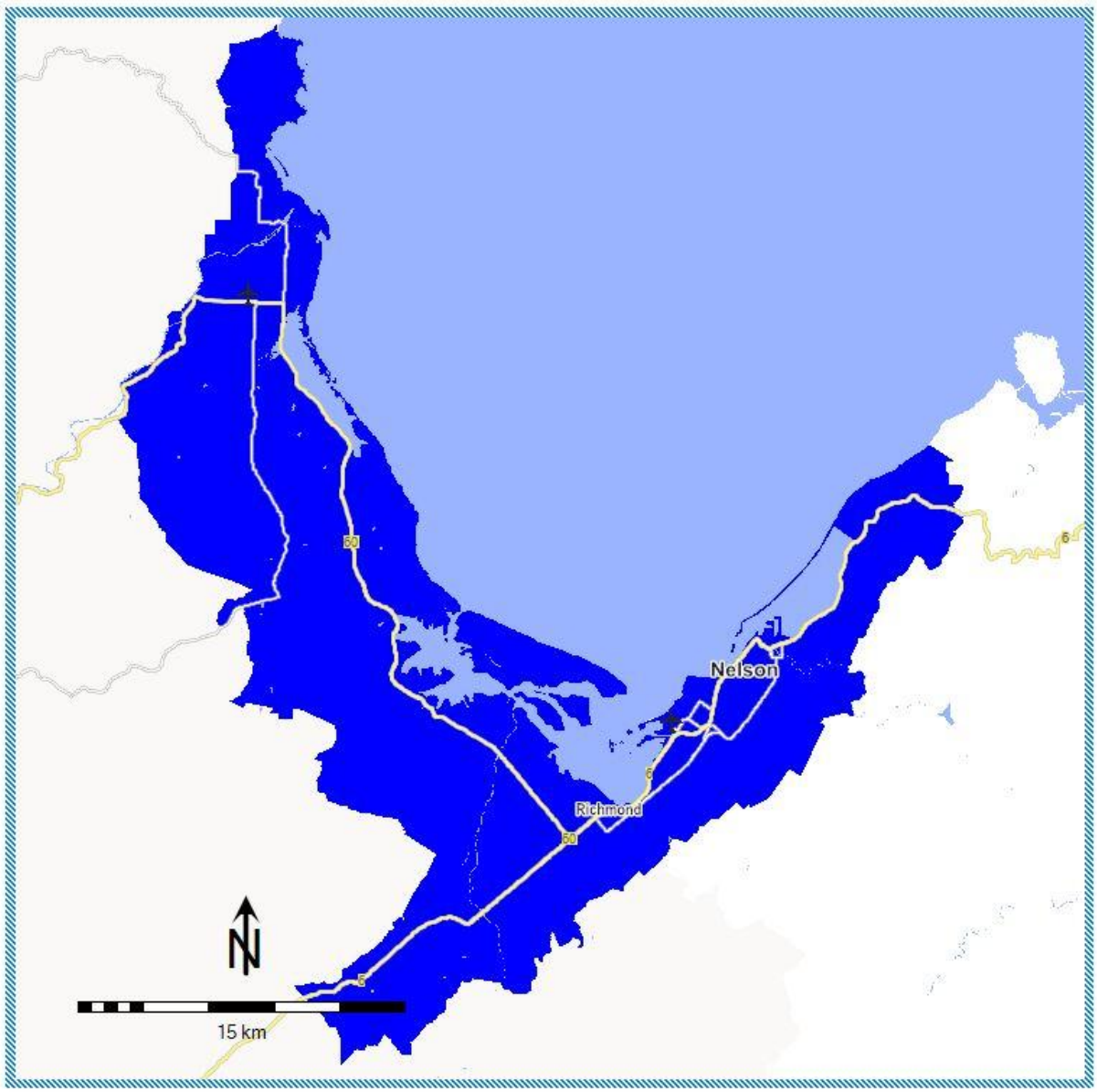
1. Palmerston North Urban								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aokautere	840	0.48%	Maraetarata	1,530	0.87%	Royal Oak (Palmerston North City)	2,950	1.68%
Ashhurst	3,370	1.92%	Milson North	2,690	1.53%	Ruahine	1,690	0.96%
Awapuni North	3,840	2.19%	Milson South	3,380	1.92%	Ruamahanga	2,860	1.63%
Awapuni South	3,520	2.00%	Milverton	2,160	1.23%	Takaro North	3,430	1.95%
Cloverlea (Palmerston North City)	1,960	1.12%	Newbury	1,975	1.12%	Takaro South	2,530	1.44%
Esplanade	2,220	1.26%	Palmerston North Airport	130	0.07%	Terrace End	3,660	2.08%
Fitzherbert	2,280	1.30%	Palmerston North Central	1,150	0.65%	Tremaine	440	0.25%
Highbury East	2,910	1.66%	Palmerston North Hospital	2,600	1.48%	Turitea	325	0.19%
Hokowhitu Central	2,360	1.34%	Papaioea North	2,510	1.43%	West End	2,990	1.70%
Hokowhitu East	3,250	1.85%	Papaioea South	1,940	1.10%	Westbrook	3,190	1.82%
Hokowhitu South	2,030	1.16%	Park West	1,910	1.09%	Whakarongo	1,815	1.03%
Kelvin Grove North	2,450	1.40%	Pioneer West	265	0.15%	**1. Palmerston North Urban**	**88,010**	**50.11%**
Kelvin Grove West	2,770	1.58%	Poutoa	2,400	1.37%			
Linton Camp	1,140	0.65%	Roslyn (Palmerston North City)	2,550	1.45%			

2. Rest Of Manawatu								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aokautere Rural	1,060	0.60%	Kiwitea	1,565	0.89%	Pihauatua	1,150	0.65%
Awahuri	2,210	1.26%	Levin Central	1,245	0.71%	Playford Park	1,940	1.10%
Bulls	2,130	1.21%	Makahika	1,110	0.63%	Pohangina-Apiti	1,335	0.76%
Donnelly Park	1,350	0.77%	Makino	3,230	1.84%	Queenwood (Horowhenua District)	2,280	1.30%
Fairfield (Horowhenua District)	1,600	0.91%	Makomako	1,635	0.93%	Sandon	2,330	1.33%
Feilding Central	1,075	0.61%	Mangatainoka	1,940	1.10%	Shannon	1,645	0.94%
Foxton Beach	2,150	1.22%	Marton North	3,220	1.83%	Taikorea	1,440	0.82%
Foxton North	1,595	0.91%	Marton Rural	1,105	0.63%	Taitoko	2,170	1.24%
Foxton South	1,920	1.09%	Marton South	2,490	1.42%	Taonui	2,080	1.18%
Kauwhata	2,210	1.26%	Miranui	1,990	1.13%	Tararua	1,920	1.09%
Kawiu North	2,100	1.20%	Mount Taylor	670	0.38%	Tokorangi	2,570	1.46%
Kawiu South	2,630	1.50%	Ōhakea-Sanson	1,420	0.81%	Waikawa (Horowhenua District)	945	0.54%
Kere Kere	1,095	0.62%	Oroua Downs	1,495	0.85%	Waiopehu	1,620	0.92%
Kimbolton North	3,810	2.17%	Otairi	1,290	0.73%	Waitarere	2,560	1.46%
Kimbolton South	2,280	1.30%	Pahiatua	2,830	1.61%	Warwick	1,645	0.94%
Kimbolton West	2,660	1.51%	Parewanui	870	0.50%	**2. Rest Of Manawatu**	**87,610**	**49.89%**

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NELSON



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Nelson

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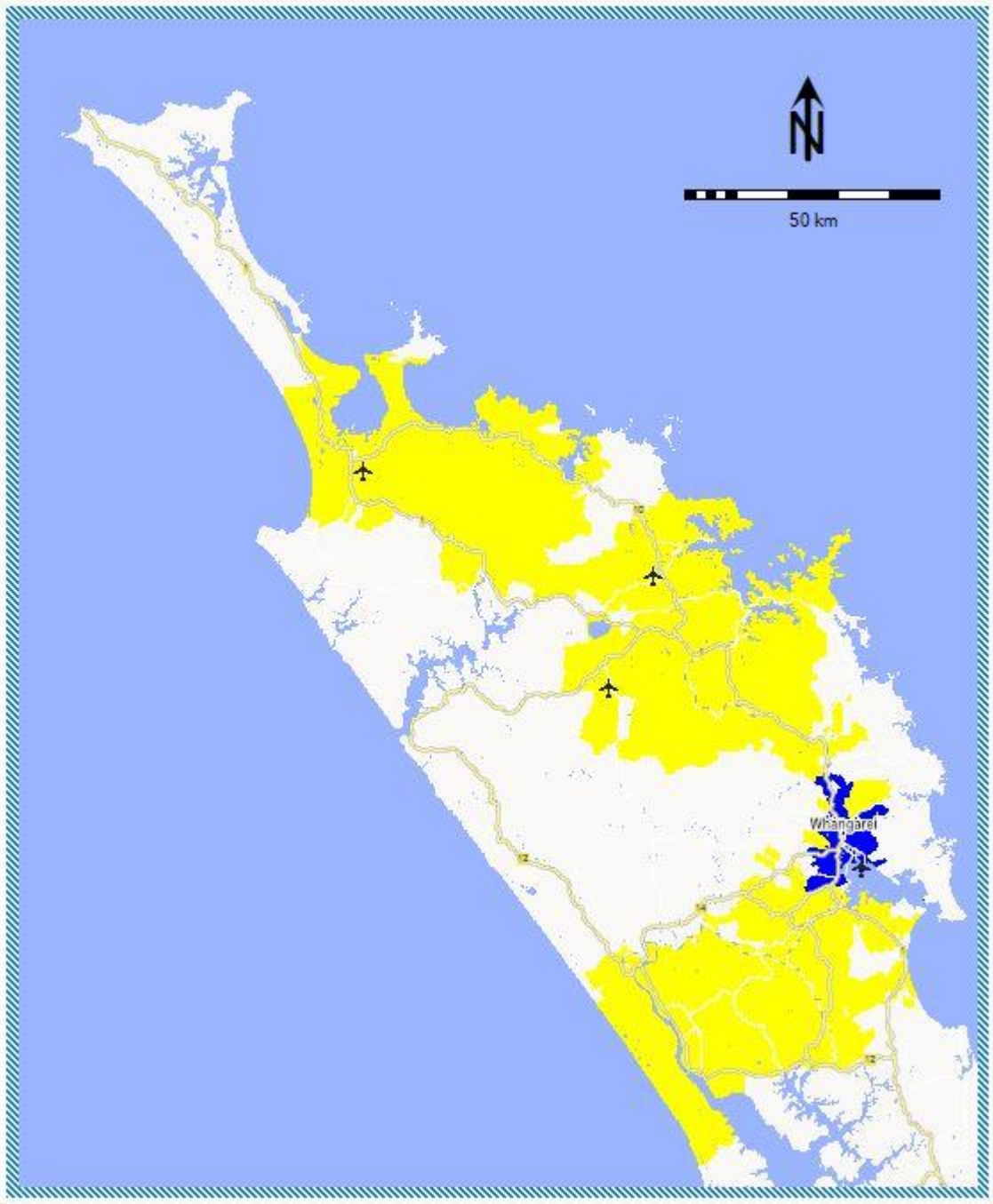
Nelson Statistical Areas

1. Nelson								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aldinga	3,400	3.40%	Maitai	1,290	1.29%	Ruby Bay	1,475	1.47%
Aniseed Valley	520	0.52%	Maitlands	2,190	2.19%	Rutherford	2,590	2.59%
Appleby (Tasman District)	780	0.78%	Māpua	1,680	1.68%	Saxton	55	0.05%
Atawhai	2,900	2.90%	Marybank	1,130	1.13%	Suffolk	2,690	2.69%
Ben Cooper Park	2,410	2.41%	Motueka East	3,050	3.05%	Tahuna Hills	2,990	2.99%
Brightwater	2,320	2.32%	Motueka North	2,550	2.55%	Tāhunanui	2,950	2.95%
Britannia	1,735	1.73%	Motueka West	2,680	2.68%	Templemore	1,995	1.99%
Broadgreen-Monaco	2,530	2.53%	Moutere Hills	2,700	2.70%	The Brook	1,950	1.95%
Daelyn	1,540	1.54%	Nayland	2,190	2.19%	The Wood	2,970	2.97%
Easby Park	2,820	2.82%	Nelson Airport	50	0.05%	Toi Toi	1,745	1.74%
Enner Glynn	3,140	3.14%	Nelson Central-Trafalgar	685	0.68%	Victory	1,590	1.59%
Fairose	1,900	1.90%	Nelson Rural	2,030	2.03%	Waimea Inlet	1,000	1.00%
Grampians	2,700	2.70%	Omaio	4,070	4.07%	Waimea West	1,090	1.09%
Hope	820	0.82%	Port Nelson	170	0.17%	Wakefield	2,740	2.74%
Islands Tasman District	65	0.06%	Richmond Central (Tasman District)	2,010	2.01%	Washington	2,970	2.97%
Kaiteriteri-Rīwaka	2,020	2.02%	Richmond South (Tasman District)	1,100	1.10%	Wilkes Park	2,320	2.32%
Lower Moutere	1,900	1.90%	Richmond West (Tasman District)	3,910	3.91%	**1. Nelson**	**100,105**	**100.00%**

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NORTHLAND



Northland Regions	
1	Whangarei Urban
2	Rest of Northland

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Northland Statistical Areas

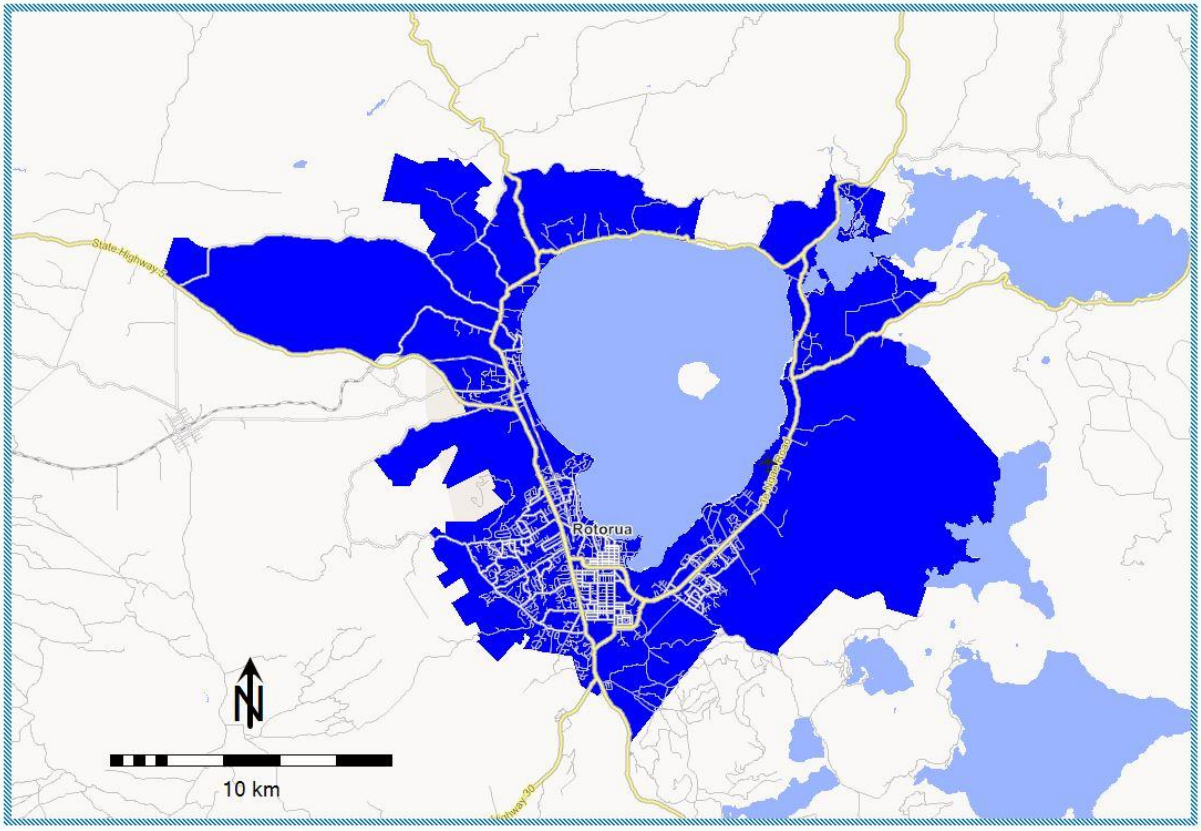
1. Whangerei Urban								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Abbey Caves-Glenbervie	1,525	1.08%	Maunu	2,980	2.10%	Sherwood Rise	2,490	1.76%
Granfield Reserve	3,550	2.51%	Morningside (Whangarei District)	2,680	1.89%	Tarewa	2,110	1.49%
Horahora	1,820	1.28%	Onerahi	2,430	1.72%	Tikipunga North	4,590	3.24%
Kamo Central	1,835	1.30%	Onerahi Park	1,675	1.18%	Tikipunga South	3,950	2.79%
Kamo East	3,490	2.46%	Otaika-Portland	1,470	1.04%	Whangārei Central	860	0.61%
Kamo West	2,040	1.44%	Otangarei	2,200	1.55%	Whau Valley	2,850	2.01%
Kauri	1,930	1.36%	Port-Limeburners	90	0.06%	Woodhill-Vinetown	2,960	2.09%
Kensington (Whangarei District)	3,410	2.41%	Pukenui	1,525	1.08%	**1. Whangerei Urban**	**63,735**	**44.99%**
Kiripaka	1,185	0.84%	Raumanga	3,490	2.46%			
Mairtown	2,450	1.73%	Riverside	2,150	1.52%			

2. Rest Of Northland								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Dargaville	5,180	3.66%	Matawaia-Taumarere	1,525	1.08%	Rangaunu Harbour	2,620	1.85%
Doubtless Bay	2,690	1.90%	Maungaru	1,870	1.32%	Rangitane-Pureru a	1,580	1.12%
Haruru	1,210	0.85%	Moerewa	1,940	1.37%	Rangitihi	1,060	0.75%
Kaikohe	4,700	3.32%	Ngapuhi	1,970	1.39%	Riverview	2,640	1.86%
Kaipara Coastal	3,940	2.78%	Oakleigh-Mangapai	2,460	1.74%	Rūāwai-Matakohe	2,730	1.93%
Kaitāia East	2,590	1.83%	Ōhaeawai-Waimate North	1,305	0.92%	Russell	810	0.57%
Kaitāia West	3,550	2.51%	Ōpua (Far North District)	1,260	0.89%	Russell Forest-Rawhiti	755	0.53%
Karikari Peninsula	1,740	1.23%	Oruru-Parapara	980	0.69%	Russell Peninsula	735	0.52%
Kawakawa	1,505	1.06%	Otamatea (Kaipara District)	1,935	1.37%	Taemaro-Oruaiti	1,135	0.80%
Kerikeri Central	2,870	2.03%	Paihia	1,645	1.16%	Tangonge	1,405	0.99%
Kerikeri South	2,880	2.03%	Pakaraka	720	0.51%	Waipapa	915	0.65%
Lake Manuwai-Kapiro	2,430	1.72%	Peria	1,290	0.91%	Waipū	1,455	1.03%
Maromaku	860	0.61%	Puketona-Waitangi	1,610	1.14%	Whakapaku	810	0.57%
Mataraua Forest	550	0.39%	Puketotara	2,060	1.45%	**2. Rest Of Northland**	**77,915**	**55.01%**

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ROTORUA



Rotorua Regions
Rotorua

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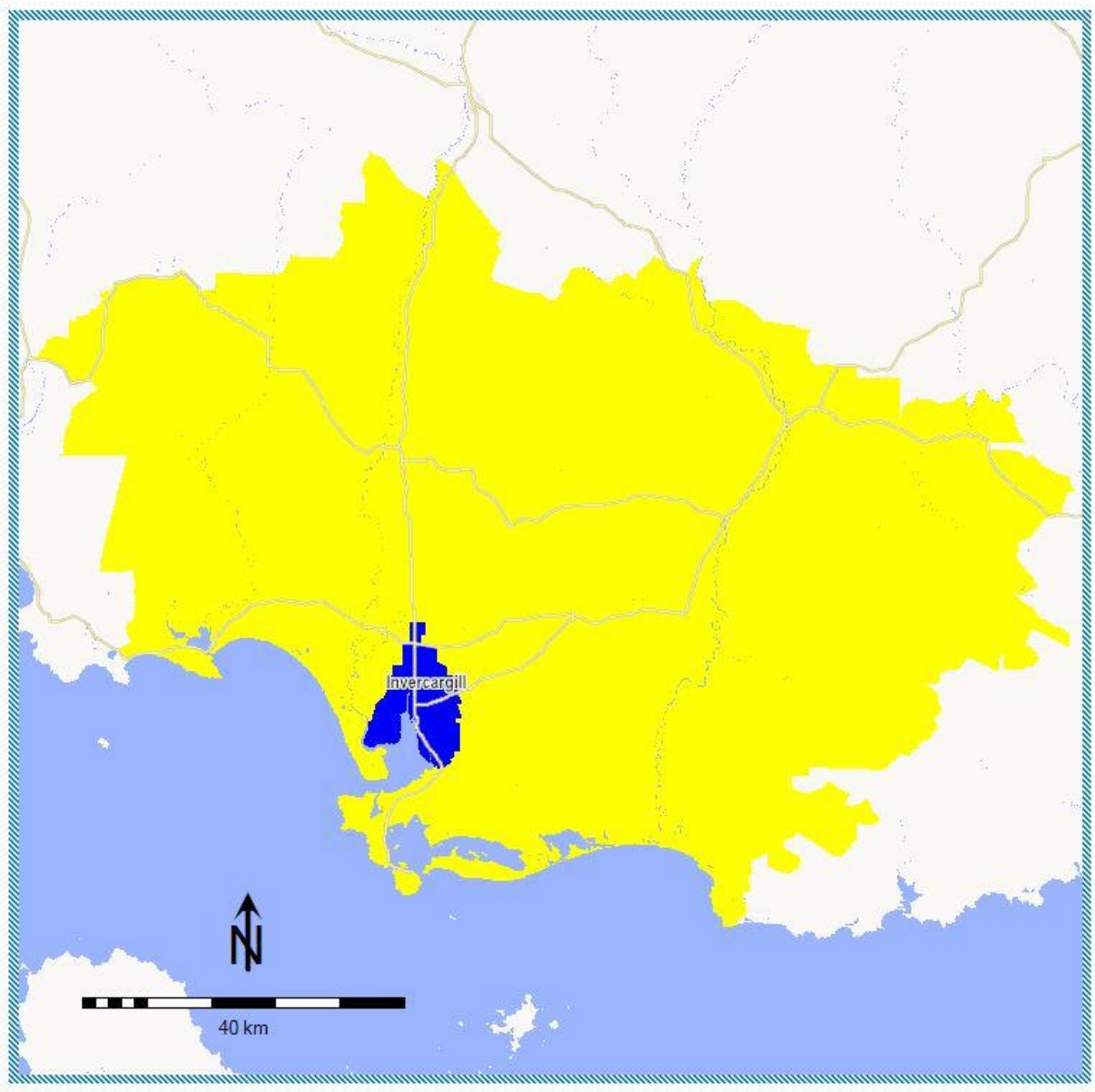
Rotorua Statistical Area

1. Rotorua								
Statistical Areas	**Pop. 0+**	**Shr 0+**	**Statistical Areas**	**Pop. 0+**	**Shr 0+**	**Statistical Areas**	**Pop. 0+**	**Shr 0+**
Fairy Springs	1,895	2.79%	Mangakakahi Central	45	0.07%	Rotorua Central	535	0.79%
Fenton Park	1,800	2.65%	Mangakakahi West	2,340	3.44%	Selwyn Heights	1,175	1.73%
Fordlands	2,780	4.09%	Ngapuna	365	0.54%	Springfield North	1,825	2.68%
Glenholme North	2,910	4.28%	Ngongotahā East	1,990	2.92%	Springfield South	2,020	2.97%
Glenholme South	2,230	3.28%	Ngongotahā South	1,530	2.25%	Sunnybrook	2,180	3.20%
Hamurana	1,185	1.74%	Ngongotahā West	1,735	2.55%	Tihiotonga-Whakarewarewa	910	1.34%
Hillcrest (Rotorua District)	1,955	2.87%	Ōwhata East	3,430	5.04%	Tui Ridge	1,895	2.79%
Holdens Bay-Rotokawa	1,410	2.07%	Ōwhata West	3,500	5.14%	Utuhina	1,635	2.40%
Kawaha	1,980	2.91%	Pleasant Heights	2,410	3.54%	Victoria	2,300	3.38%
Koutu	2,330	3.42%	Pomare	1,850	2.72%	Waiohewa	1,180	1.73%
Kuirau	1,085	1.59%	Pukehangi North	2,860	4.20%	Western Heights (Rotorua District)	2,640	3.88%
Lynmore	3,510	5.16%	Pukehangi South	2,620	3.85%	**1. Rotorua**	**68,040**	**100.00%**

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SOUTHLAND



Southland Regions	
1	Invercargill Urban
2	Rest of Southland

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Southland Statistical Areas

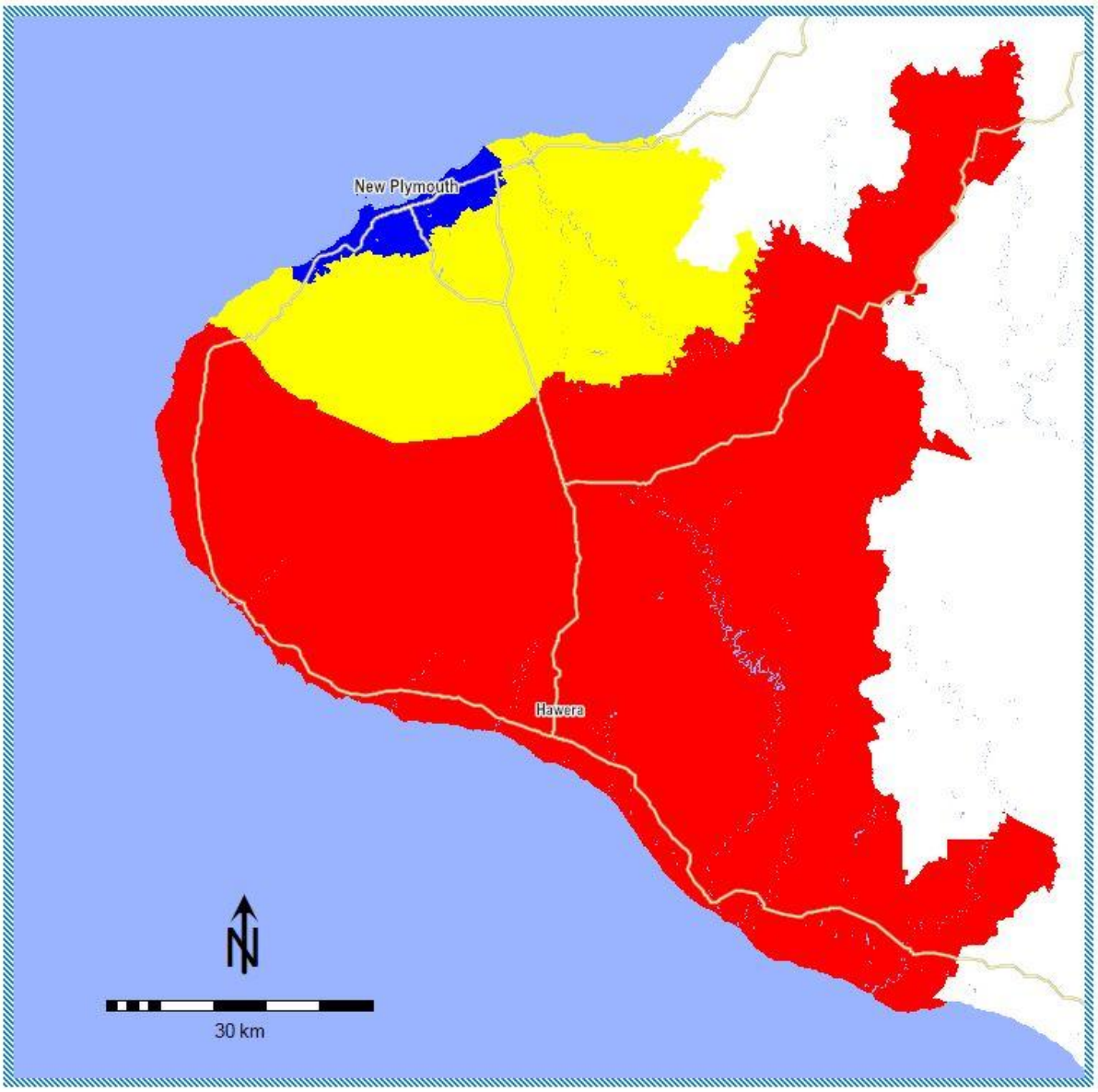
1. Invercargill Urban								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Appleby North (Invercargill City)	2,060	2.18%	Invercargill Central	1,370	1.45%	Rosedale-Hargest	2,180	2.31%
Appleby South (Invercargill City)	1,740	1.84%	Kennington-Tisbury	1,455	1.54%	Strathern	4,090	4.33%
Avenal	1,270	1.35%	Kingswell	2,410	2.55%	Turnbull Thompson Park	1,855	1.97%
Clifton-Kew	1,955	2.07%	Newfield	2,290	2.43%	Waikiwi	3,670	3.89%
Georgetown	2,190	2.32%	Otatara	3,460	3.67%	Waverley (Invercargill City)	1,945	2.06%
Gladstone (Invercargill City)	2,510	2.66%	Prestonville-Grasmere	3,100	3.28%	West Plains-Makarewa	1,810	1.92%
Glengarry	3,500	3.71%	Richmond (Invercargill City)	2,830	3.00%	Windsor	3,350	3.55%
Heidelberg	2,280	2.42%	Rockdale	1,065	1.13%	**1. Invercargill Urban**	**54,385**	**57.61%**

2. Rest Of Southland								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Awarua Plains	1,090	1.15%	Gore West	2,890	3.06%	Waianiwa	1,265	1.34%
Bluff	1,835	1.94%	Grove Bush	1,355	1.44%	Waikaka	1,580	1.67%
Clinton	1,235	1.31%	Hedgehope	1,205	1.28%	Waimumu-Kaiwera	1,410	1.49%
East Gore	1,510	1.60%	Mataura	1,675	1.77%	Wallacetown	1,240	1.31%
Edendale-Woodlands	2,500	2.65%	Myross Bush	1,055	1.12%	Winton	2,560	2.71%
Gore Central	210	0.22%	Ōhai-Nightcaps	1,655	1.75%	Woodend-Greenhills	630	0.67%
Gore Main	1,280	1.36%	Oreti River	2,360	2.50%	Wyndham-Catlins	2,330	2.47%
Gore North	1,760	1.86%	Ōtautau	3,010	3.19%	**2. Rest Of Southland**	**40,015**	**42.39%**
Gore South	680	0.72%	Riverton	1,695	1.80%			

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TARANAKI



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

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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 Central	3,020	2.33%	Kawaroa	2,500	1.93%	Strandon	2,670	2.06%
Bell Block East-Puketapu	1,635	1.26%	Lower Vogeltown	3,190	2.46%	Upper Vogeltown	3,070	2.37%
Bell Block West	3,680	2.84%	Marfell	2,060	1.59%	Waiwhakaiho-Bell Block South	190	0.15%
Blagdon-Lynmouth	2,670	2.06%	Merrilands	3,130	2.42%	Welbourn	3,480	2.69%
Ferndale	1,025	0.79%	Moturoa	1,930	1.49%	Westown	4,880	3.77%
Fitzroy (New Plymouth District)	2,200	1.70%	New Plymouth Central	1,255	0.97%	Whalers Gate	2,750	2.12%
Frankleigh Park	3,490	2.70%	Ōakura	1,785	1.38%	**1. New Plymouth Urban**	**63,690**	**49.19%**
Glen Avon	1,415	1.09%	Omata	570	0.44%			
Highlands Park (New Plymouth District)	3,370	2.60%	Paraite	1,035	0.80%			
Hurdon	2,650	2.05%	Spotswood	4,040	3.12%			

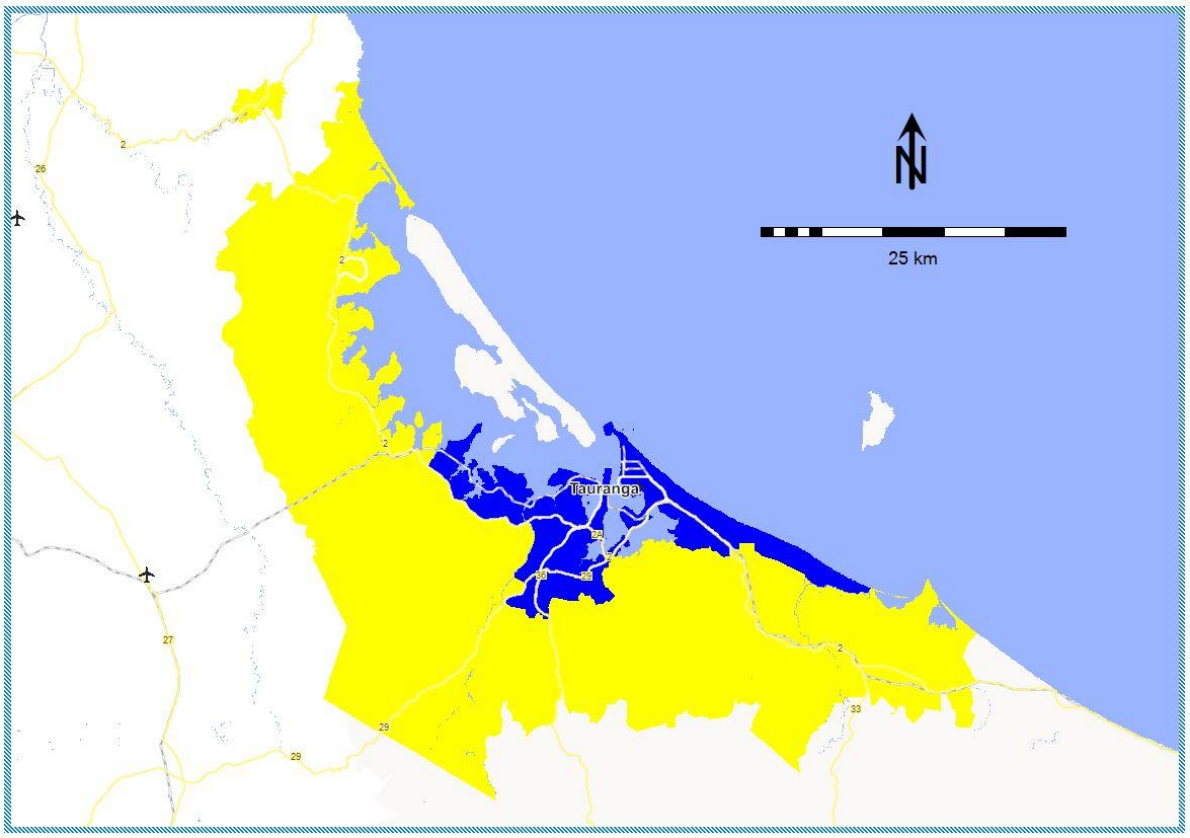
2. North Taranaki								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Everett Park	2,430	1.88%	Mangaoraka	2,100	1.62%	Waitara East	3,390	2.62%
Inglewood	3,940	3.04%	Mangorei	2,250	1.74%	Waitara West	4,310	3.33%
Kaitake	2,310	1.78%	Tarata	615	0.47%	**2. North Taranaki**	**25,415**	**19.63%**
Lepperton-Brixton	1,970	1.52%	Tikorangi	2,100	1.62%			

3. South Taranaki								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Douglas	695	0.54%	Normanby (South Taranaki District)	1,095	0.85%	Stratford South	2,040	1.58%
Eltham	2,100	1.62%	Ohangai	660	0.51%	Taungatara	1,355	1.05%
Hāwera Central	2,780	2.15%	Okaiawa	1,335	1.03%	Tawhiti	800	0.62%
Hāwera West	1,980	1.53%	Ōpunake	1,475	1.14%	Te Roti-Moeroa	875	0.68%
Kaponga-Mangatoki	1,365	1.05%	Parihaka	2,340	1.81%	Toko	1,400	1.08%
Kapuni	580	0.45%	Pātea	1,285	0.99%	Turuturu	2,090	1.61%
King Edward Park	1,650	1.27%	Pembroke	1,790	1.38%	Whangamomona	170	0.13%
Manaia	1,115	0.86%	Ramanui	2,210	1.71%	**3. South Taranaki**	**40,385**	**31.19%**
Mangawhio	730	0.56%	Stratford Central	2,260	1.75%			
Manutahi-Waitōtora	2,050	1.58%	Stratford North	2,160	1.67%			

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TAURANGA



Tauranga Regions	
1	Tauranga Urban
2	Rest of Tauranga

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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	3,330	1.49%	Maungatapu	2,970	1.33%	Pyes Pa East	675	0.30%
Arataki South	3,150	1.41%	Motiti	3,380	1.51%	Pyes Pa North	3,980	1.78%
Baypark-Kairua	865	0.39%	Mount Maunganui Central	245	0.11%	Pyes Pa North West	2,700	1.21%
Bellevue	4,030	1.81%	Mount Maunganui North	3,310	1.48%	Pyes Pa South	3,010	1.35%
Bethlehem Central	4,450	1.99%	Mount Maunganui South	2,900	1.30%	Pyes Pa West	4,750	2.13%
Bethlehem North	3,690	1.65%	Ohauiti	4,310	1.93%	Tauranga Central	2,720	1.22%
Bethlehem South	1,105	0.50%	Omanu Beach	3,010	1.35%	Tauranga Hospital	2,200	0.99%
Brookfield East	2,990	1.34%	Ōmokoroa North	4,480	2.01%	Tauranga South	4,350	1.95%
Brookfield West	3,270	1.47%	Ōmokoroa South	1,320	0.59%	Tauriko	285	0.13%
Doncaster	3,850	1.73%	Otūmoetai East	3,800	1.70%	Te Maunga North	3,650	1.64%
Fraser Cove	1,270	0.57%	Otūmoetai North	2,260	1.01%	Te Maunga South	2,210	0.99%
Gate Pa	4,130	1.85%	Otūmoetai South	2,490	1.12%	Te Puna	3,060	1.37%
Greerton North	3,870	1.73%	Pacific Lakes	3,140	1.41%	Te Reti	2,010	0.90%
Greerton South	760	0.34%	Pacific View	3,230	1.45%	Wairakei Central	2,130	0.95%
Hairini	3,300	1.48%	Palm Beach North	3,410	1.53%	Wairakei East-Te Tumu	5,330	2.39%
Judea	2,730	1.22%	Palm Beach South-Gravatt	3,850	1.73%	Wairakei West	3,930	1.76%
Matapihi	885	0.40%	Papamoa Beach North	2,890	1.30%	Yatton Park	2,870	1.29%
Matua North	3,060	1.37%	Papamoa Beach South	2,780	1.25%	**1. Tauranga Urban**	**158,160**	**70.89%**
Matua South	2,590	1.16%	Poike	1,200	0.54%			

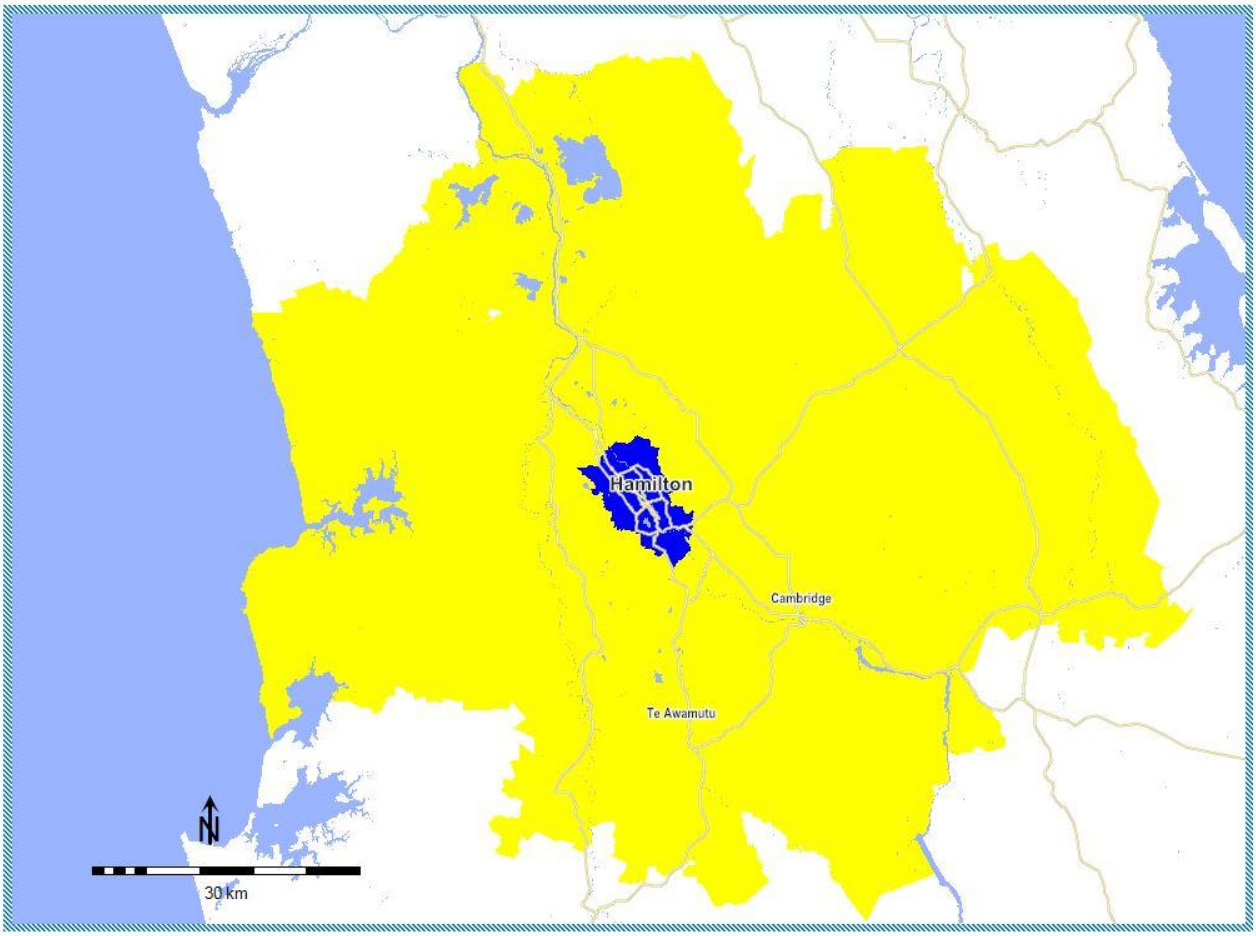
2. Rest Of Tauranga								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aongatete	3,610	1.62%	Otawa	2,370	1.06%	Waihī Beach-Bowentown	2,620	1.17%
Athenree	905	0.41%	Pahoia East	2,000	0.90%	Waihī East	1,545	0.69%
Kaimai	2,300	1.03%	Pahoia West	1,415	0.63%	Waihī North	1,885	0.84%
Kaitemako	1,595	0.71%	Pukehina Beach	925	0.41%	Waihī South	2,430	1.09%
Katikati North	2,910	1.30%	Rangiuru	3,090	1.38%	Waiorohi	2,850	1.28%
Katikati South	3,150	1.41%	Tahawai	1,885	0.84%	Waitao	1,915	0.86%
Keenan Road	215	0.10%	Te Puke East	3,030	1.36%	Welcome Bay East	2,740	1.23%
Kopurererua	795	0.36%	Te Puke South	3,140	1.41%	Welcome Bay South	4,190	1.88%
Maketū	1,415	0.63%	Te Puke West	4,210	1.89%	Welcome Bay West	3,000	1.34%
Minden	2,490	1.12%	Waiau	320	0.14%	**2. Rest Of Tauranga**	**64,945**	**29.11%**

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SURVEY AREA

WAIKATO



Waikato Regions	
1	Hamilton City
2	Rest of Waikato

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Waikato Statistical Areas

1. Hamilton City								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Bader	2,980	0.84%	Greensboro	4,810	1.36%	Pukete East	2,520	0.71%
Beerescourt	2,490	0.70%	Hamilton Central	640	0.18%	Pukete West	2,420	0.68%
Chartwell	2,780	0.78%	Hamilton East	4,200	1.18%	Queenwood (Hamilton City)	2,600	0.73%
Chedworth	2,120	0.60%	Hamilton East Cook	2,430	0.69%	Resthill	2,650	0.75%
Claudelands	3,130	0.88%	Hamilton East Village	3,360	0.95%	Riverlea	2,820	0.80%
Crawshaw	3,540	1.00%	Hamilton Lake North	2,700	0.76%	Rototuna East	3,150	0.89%
Deanwell	2,240	0.63%	Hamilton Lake South	2,360	0.67%	Rototuna North	2,860	0.81%
Dinsdale North	4,240	1.20%	Hamilton West	1,320	0.37%	Rototuna South East	2,430	0.69%
Dinsdale South	4,410	1.24%	Hillcrest East (Hamilton City)	3,670	1.04%	Rototuna South West	2,360	0.67%
Enderley North	2,670	0.75%	Hillcrest West (Hamilton City)	3,340	0.94%	Rototuna West	2,960	0.83%
Enderley South	3,300	0.93%	Huntington	2,660	0.75%	Saint Andrews East	2,740	0.77%
Fairfield North (Hamilton City)	2,640	0.74%	Kahikatea	3,890	1.10%	Saint Andrews West	3,200	0.90%
Fairfield South (Hamilton City)	2,420	0.68%	Kirikiriroa	850	0.24%	Silverdale (Hamilton City)	2,300	0.65%
Fairview Downs	3,630	1.02%	Maeroa	4,050	1.14%	St James	2,140	0.60%
Fitzroy (Hamilton City)	4,250	1.20%	Melville North	3,560	1.00%	Swarbrick	3,510	0.99%
Flagstaff East	4,400	1.24%	Melville South	2,780	0.78%	Te Manatu	5,000	1.41%
Flagstaff North East	3,530	1.00%	Miropiko	3,530	1.00%	Te Rapa North	150	0.04%
Flagstaff North West	2,500	0.71%	Nawton East	4,740	1.34%	Te Rapa South	255	0.07%
Flagstaff South	3,640	1.03%	Nawton West	4,100	1.16%	Western Heights (Hamilton City)	3,190	0.90%
Forest Lake (Hamilton City)	2,840	0.80%	Peachgrove	3,860	1.09%	Whitiora	2,870	0.81%
Frankton Junction	915	0.26%	Peacocke	410	0.12%	**1. Hamilton City**	**185,760**	**52.39%**
Glenview	2,770	0.78%	Porritt	2,940	0.83%			

2. Rest Of Waikato								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Burbush-Baverstock	1,160	0.33%	Leamington West	1,750	0.49%	Tamahere South	2,400	0.68%
Cambridge Central	1,045	0.29%	Matamata East	2,460	0.69%	Tamahere West	1,835	0.52%
Cambridge East	2,950	0.83%	Matamata North	3,410	0.96%	Tatuanui	1,525	0.43%
Cambridge North	3,210	0.91%	Matamata West	3,590	1.01%	Taupiri-Lake Kainui	2,360	0.67%
Cambridge Park-River Garden	1,645	0.46%	Maungatautari	1,000	0.28%	Te Ākau	1,665	0.47%
Cambridge West	2,740	0.77%	Morrinsville East	4,330	1.22%	Te Aroha East	2,650	0.75%
Eureka-Tauwhare	2,240	0.63%	Morrinsville North	2,020	0.57%	Te Aroha West	2,100	0.59%
Fencourt	735	0.21%	Morrinsville West	3,480	0.98%	Te Awamutu Central	380	0.11%
Fraser Street	1,545	0.44%	Ngāhinapōuri	1,955	0.55%	Te Awamutu North	1,205	0.34%
Goodfellow Park	1,860	0.52%	Ngāruawāhia Central	3,530	1.00%	Te Awamutu Stadium	1,885	0.53%

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Waikato Statistical Areas

2. Rest Of Waikato								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Greenhill Park	2,190	0.62%	Ngāruawāhia North	2,860	0.81%	Te Awamutu West	1,555	0.44%
Hamilton Park	1,730	0.49%	Ngāruawāhia South	2,200	0.62%	Te Kauwhata East	2,230	0.63%
Hautapu	755	0.21%	Oaklands-St Kilda	1,855	0.52%	Te Kauwhata West	1,565	0.44%
Hautapu Rural	720	0.20%	Okauia	1,115	0.31%	Te Kōwhai	2,310	0.65%
Hinuera	1,210	0.34%	Pekerau	3,240	0.91%	Te Pahu	1,545	0.44%
Horotiu	805	0.23%	Pirongia	1,345	0.38%	Te Poi	935	0.26%
Horsham Downs	880	0.25%	Pokuru	1,655	0.47%	Te Rahu	875	0.25%
Huntly East	3,600	1.02%	Pukemoremore	2,680	0.76%	Te Uku	1,975	0.56%
Huntly Rural	2,330	0.66%	Pukerimu	980	0.28%	Temple View	1,450	0.41%
Huntly South	1,645	0.46%	Raglan	3,930	1.11%	Tokanui	465	0.13%
Huntly West	3,320	0.94%	Richmond Downs-Wardville	1,345	0.38%	Waerenga	950	0.27%
Kainui-Gordonton	1,885	0.53%	Rotokauri	1,075	0.30%	Waharoa-Peria	1,465	0.41%
Kaipaki	1,885	0.53%	Rotongata	990	0.28%	Waihou-Manawaru	1,330	0.38%
Karapiro	2,690	0.76%	Rotoorangi	1,885	0.53%	Waitoa-Ngarua	1,240	0.35%
Kihikihi Central	3,080	0.87%	Ruakura	1,155	0.33%	Whale Bay	1,050	0.30%
Lake Cameron	1,545	0.44%	Sherwin Park	2,260	0.64%	Whangamarino	1,480	0.42%
Lake Ngaroto	1,320	0.37%	St Leger	735	0.21%	Whatawhata East	3,110	0.88%
Leamington Central	2,540	0.72%	Tahuna-Mangateparu	1,760	0.50%	Whatawhata West	540	0.15%
Leamington East	2,110	0.60%	Tahuroa	1,765	0.50%	Whitikahu	2,120	0.60%
Leamington South	2,150	0.61%	Tamahere North	2,720	0.77%	**2. Rest Of Waikato**	**168,790**	**47.61%**

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POPULATION POTENTIALS

		Auckland	Wellington	Christchurch	Major Markets	Total NZ
Min. Sample Size		**2,400**	**1,500**	**1,500**	**13,400**	**14,200**
People	10+	1,576,000	390,500	548,200	3,920,700	4,772,200
	10-19	239,000	55,800	76,000	587,600	711,800
	20-24	119,000	33,900	40,700	289,300	347,200
	25-39	437,000	105,600	137,600	997,100	1,202,700
	40-54	352,000	86,800	115,900	840,200	1,019,300
	55-64	189,000	49,100	73,000	501,100	616,800
	65+	240,000	59,300	105,000	705,400	874,400
Men	10+	781,000	191,000	271,900	1,934,400	2,355,400
	10-19	123,000	28,000	38,900	300,800	364,300
	20-24	61,000	16,400	21,000	147,800	177,800
	25-39	219,000	52,100	70,300	500,600	604,600
	40-54	174,000	42,900	57,400	414,300	502,800
	55-64	93,000	24,200	35,700	244,300	300,100
	65+	111,000	27,400	48,600	326,600	405,800
Women	10+	795,000	199,500	276,300	1,986,300	2,416,800
	10-19	116,000	27,800	37,100	286,800	347,500
	20-24	58,000	17,500	19,700	141,500	169,400
	25-39	218,000	53,500	67,300	496,500	598,100
	40-54	178,000	43,900	58,500	425,900	516,500
	55-64	96,000	24,900	37,300	256,800	316,700
	65+	129,000	31,900	56,400	378,800	468,600
Regions	Region 1	456,000	54,000	548,200	-	-
	Region 2	129,000	37,800		-	-
	Region 3	334,000	101,500		-	-
	Region 4	408,000	197,200		-	-
	Region 5	249,000			-	-

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POPULATION POTENTIALS

		Dunedin	Hawkes Bay	Manawatu	Nelson	Northland
Min. Sample Size		**800**	**800**	**800**	**800**	**800**
People	10+	118,700	140,100	157,000	92,300	126,200
	10-19	19,000	21,500	23,800	12,700	19,500
	20-24	14,300	8,300	11,100	4,700	6,900
	25-39	25,200	30,400	36,200	17,700	25,600
	40-54	21,900	28,900	30,600	19,200	23,600
	55-64	15,100	19,700	21,300	14,300	18,900
	65+	23,200	31,300	34,000	23,700	31,700
Men	10+	56,600	68,700	76,800	45,400	62,100
	10-19	9,200	10,800	12,200	6,500	10,100
	20-24	6,500	4,500	5,600	2,500	3,500
	25-39	12,500	15,600	17,800	9,000	12,800
	40-54	10,600	14,100	15,000	9,300	11,500
	55-64	7,200	9,400	10,200	7,000	9,000
	65+	10,600	14,300	16,000	11,100	15,200
Women	10+	62,100	71,400	80,200	46,900	64,100
	10-19	9,800	10,700	11,600	6,200	9,400
	20-24	7,800	3,800	5,500	2,200	3,400
	25-39	12,700	14,800	18,400	8,700	12,800
	40-54	11,300	14,800	15,600	9,900	12,100
	55-64	7,900	10,300	11,100	7,300	9,900
	65+	12,600	17,000	18,000	12,600	16,500
Regions	Region 1	118,700	77,000	79,200	92,300	55,700
	Region 2	-	63,100	77,800	-	70,500
	Region 3	-	-	-	-	-
	Region 4	-	-	-	-	-
	Region 5	-	-	-	-	-

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POPULATION POTENTIALS

		Rotorua	Southland	Taranaki	Tauranga	Waikato
Min. Sample Size		**800**	**800**	**800**	**800**	**800**
People	10+	59,600	84,400	114,800	200,400	312,500
	10-19	9,900	12,900	18,000	28,800	50,700
	20-24	3,900	5,200	6,400	11,300	23,600
	25-39	14,600	18,500	23,900	45,200	79,600
	40-54	12,400	18,000	24,100	41,000	65,800
	55-64	7,900	11,900	16,400	26,500	38,000
	65+	10,900	17,900	26,000	47,600	54,800
Men	10+	29,300	42,300	56,900	98,300	154,100
	10-19	5,100	6,700	9,300	15,000	26,000
	20-24	2,100	2,800	3,400	6,200	12,300
	25-39	7,300	9,500	12,000	22,900	39,800
	40-54	6,000	9,000	11,900	20,000	32,600
	55-64	3,800	5,900	8,000	12,600	18,300
	65+	5,000	8,400	12,300	21,600	25,100
Women	10+	30,300	42,100	57,900	102,100	158,400
	10-19	4,800	6,200	8,700	13,800	24,700
	20-24	1,800	2,400	3,000	5,100	11,300
	25-39	7,300	9,000	11,900	22,300	39,800
	40-54	6,400	9,000	12,200	21,000	33,200
	55-64	4,100	6,000	8,400	13,900	19,700
	65+	5,900	9,500	13,700	26,000	29,700
Regions	Region 1	59,600	48,800	56,800	141,700	162,500
	Region 2	-	35,600	22,300	58,700	150,000
	Region 3	-	-	35,700	-	-
	Region 4	-	-	-	-	-
	Region 5	-	-	-	-	-

Please note:

- The total 10+ population estimates are GfK's estimate based on the latest census data available from Statistics New Zealand.
- The minimum sample size represents the minimum number of diaries that will be used to generate the radio ratings results for each survey release
- The potential figures are GfK's estimates of the number of people, by age cell, for each survey area
- Each 10+ population and potential figure is estimated as at 24 March, 2026

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2026 RADIO RATINGS TRAINING

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

Contact: Johan Haupt 027 567 7333 johan.haupt@gfkniqmedia.com

GFK RADIO RATINGS 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 Training 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 Training Course and Basic GfK Probe software training.

Duration: 1 hour

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2026 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 2026 categories are:

Media	- Music streaming - Podcast listening - Newspaper readership – paper and online - Magazine readership - Video on demand - Cinema attendance - Public Service Announcements
Lifestyle and travel	- 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	- Pet ownership
	- Home renovations
	  - 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	- Radio station social media usage - Social media usage - Computer tablet device purchase intention - Computer video games and hardware/accessories, purchase intention

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2026 LIFESTYLE CATEGORIES

Purchase behaviour	- Hardware store purchase - Garden nursery purchase - Furniture/appliance store purchase - Department store or discount retailer purchase - Bookstore/stationers 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
Finance and insurance	- 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	- 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 - Home delivery meal kits (e.g. My Food Bag)

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RADIO RATINGS GLOSSARY

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

Share %	**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. *For example, 8.4% of all radio listening is to Station G, Mon-Sun, 6:00am to midnight.*
Average audience (000's)	**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). *For example, in any given quarter hour between Mon-Fri 6:00am to 9am, on average 55,000 listeners were listening to Station F.*
Cumulative audience/ cumes/ reach (000's or %)	**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. *For example, Station K has 575,000 unique listeners between 6:00am and midnight, Mon- Fri.* 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 Cumulative audience can also be expressed as a percentage of total audience or in thousands (000's). *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.*
Time Spent Listening (TSL) hrs:mins	**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. *For example, between 6:00am and midnight, Mon-Fri, Station C listeners tune in for 8 hours and 15 minutes (8:15).*
Exclusive audience (000's/%)	**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. *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.*

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RADIO RATINGS GLOSSARY

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

Average frequency (effective and exclusive)	**Average frequency:** this is the average number of times that a station's listeners may hear an advertisement. Also known as opportunity to hear. *For example, Station A's audience were exposed to an advertising campaign on average 3.1 times.* Frequency can either be: • 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.
Reach / Cume	**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. *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.*
Gross impacts	**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. *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.*
Cost per thousand or CPM	**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 not measure how much it costs to reach 1000 different individuals. CPM is calculated by dividing the cost by the number of gross impacts. *For example, a five-spot advertising campaign run on Station X is estimated to achieve 853,000 gross impacts. Each spot cost $500.* *CPM = 250/853 = $2.90*

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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, S1/26, Total NZ, Cume %, AP10+, M-F, 6am-10am

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HOW THE RATINGS ARE COLLECTED

The radio ratings survey is conducted using a multi-mode methodology, with 65% door-knock recruitment for the paper diary and 35% online recruitment for the e-diary.

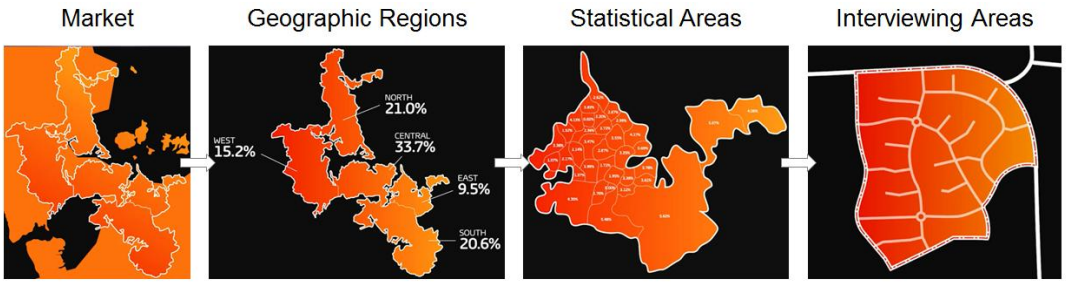
The sample design and size

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 2026 the surveys will comprise:

Metropolitan Markets: for each survey wave, one-twelfth 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-twelfth 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.

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HOW THE RATINGS ARE COLLECTED

Sample design: e-diary	Recruitment of respondents to complete the e-diary is undertaken using online research panels. E-diary respondents make up 35% 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.

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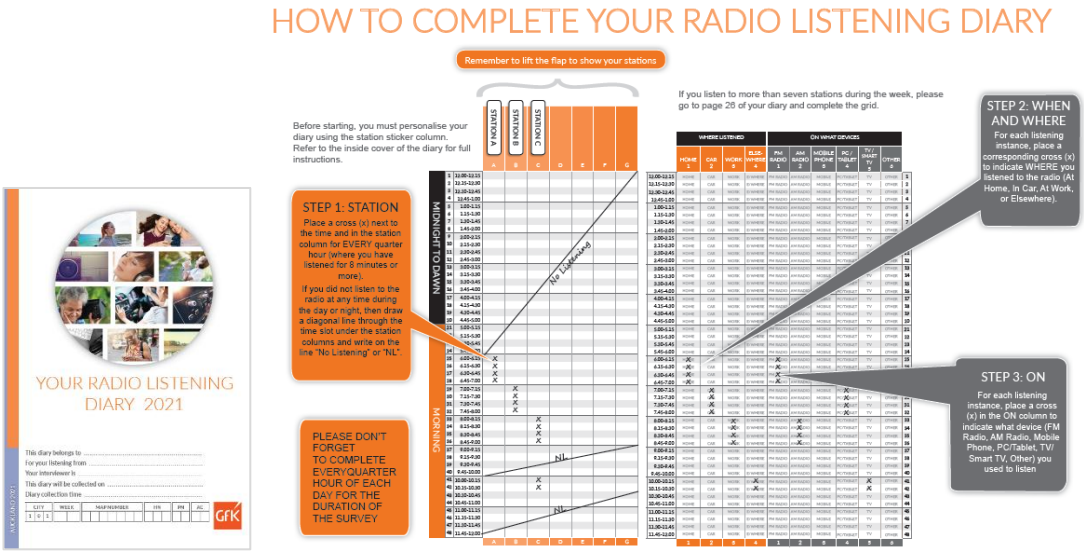
HOW THE RATINGS ARE COLLECTED

The paper diary, placement, and collection

Paper diary design: metropolitan and regional markets

A GfK sticker diary is used by 65% 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.



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.

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HOW THE RATINGS ARE COLLECTED

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 35% 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.

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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.

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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.

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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.

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The Radio Broadcasters Association (RBA) represents the commercial radio industry fof 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/

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