An NIQ Company

2025

RADIO RATINGS TOOL KIT

Level 3, 129 Hurstmere Road, Takapuna, Auckland, 0622
T +64 27 567 7333

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The 2025 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

Dr Morten Boyer **Global Strategy Director**	Email: morten.boyer@gfk.com Mobile: +61 430 305 662
Deb Hishon **Media Measurement Director, ANZ**	Email: deb.hishon@gfk.com Mobile: +61 415 670 350
Johan Haupt **Senior Account Manager, Radio**	Email: johan.haupt@gfk.com Direct Phone: 027 567 7333
Sian Barron **Account Director, Radio**	Email: sian.barron@gfk.com Mobile: +61 403 301 318

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2025 RADIO SURVEY SCHEDULE

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

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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2025 RADIO REPORTING PERIODS

AUCKLAND / WELLINGTON / CHRISTCHURCH		
		Survey Release Date
Survey 1	Aug 11 to Nov 2 2024 & Feb 9 to May 3 2025	Thu May 22
Survey 2	Feb 9 to May 3 2025 & May 11 to Aug 2 2025	Thu Aug 21
Survey 3	May 11 to Aug 2 2025 & Aug 10 to Nov 1 2025	Thu Nov 27

10 INDIVIDUAL REGIONAL MARKETS		
		Survey Release Date
Survey 1	Feb 11 to May 4 2024 & May 12 to Aug 3 2024 & Aug 11 to Nov 2 2024 & Feb 9 to May 3 2025	Thu May 22
Survey 2	May 12 to Aug 3 2024 & Aug 11 to Nov 2 2024 & Feb 9 to May 3 2025 & May 11 to Aug 2 2025	Thu Aug 21
Survey 3	Aug 11 to Nov 2 2024 & Feb 9 to May 3 2025 & May 11 to Aug 2 2025 & Aug 10 to Nov 1 2025	Thu Nov 27

TOTAL NEW ZEALAND / MAJOR MARKETS		
		Survey Release Date
Survey 1	(A/W/C) Aug 11 to Nov 2 2024 & Feb 9 to May 3 2025 (Regional) Feb 11 to May 4 2024 & May 12 to Aug 3 2024 & Aug 11 to Nov 2 2024 & Feb 9 to May 3 2025	Thu May 22
Survey 2	(A/W/C) Feb 9 to May 3 2025 & May 11 to Aug 2 2025 (Regional) May 12 to Aug 3 2024 & Aug 11 to Nov 2 2024 & Feb 9 to May 3 2025 & May 11 to Aug 2 2025	Thu Aug 21
Survey 3	(A/W/C) May 11 to Aug 2 2025 & Aug 10 to Nov 1 2025 (Regional) Aug 11 to Nov 2 2024 & Feb 9 to May 3 2025 & May 11 to Aug 2 2025 & Aug 10 to Nov 1 2025	Thu Nov 27

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.

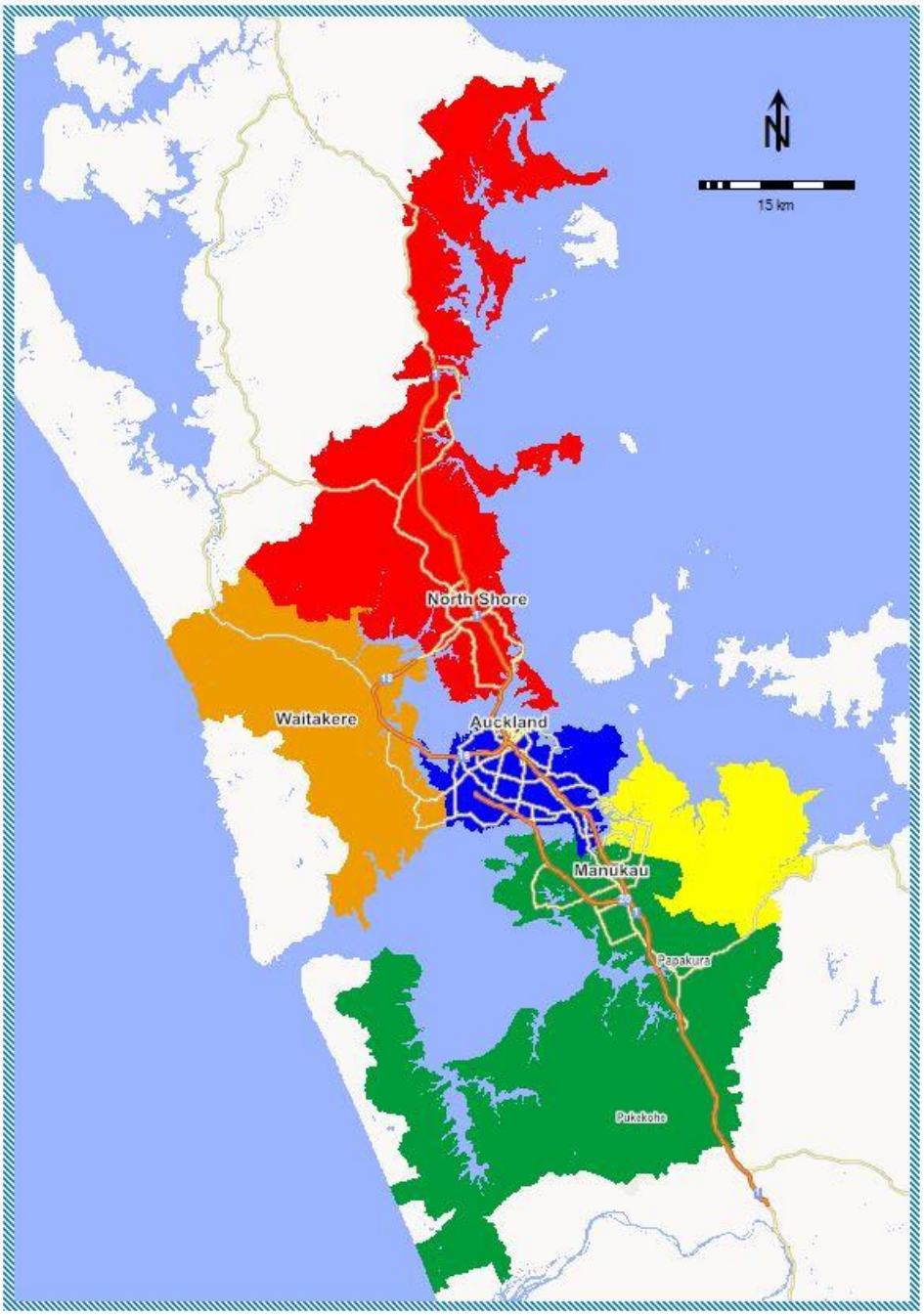
The term Rolling Surveys comes from the actual process of adding a new wave of sample and dropping off the oldest wave thus rolling the sample.

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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	3,180	0.18%	Meadowbank West	2,920	0.17%	Parnell East	3,260	0.19%
Auckland-University	120	0.01%	Mission Bay	2,780	0.16%	Parnell West	4,460	0.25%
Avondale Central (Auckland)	3,770	0.22%	Mission Bay Eastridge	1,790	0.10%	Penrose	1,150	0.07%
Avondale North East (Auckland)	2,770	0.16%	Morningside (Auckland)	4,110	0.23%	Point Chevalier East	3,460	0.20%
Avondale North West (Auckland)	3,080	0.18%	Mount Albert Central	4,070	0.23%	Point Chevalier North	2,440	0.14%
Avondale Rosebank (Auckland)	4,380	0.25%	Mount Albert North	4,450	0.25%	Point Chevalier West	3,130	0.18%
Avondale South (Auckland)	5,100	0.29%	Mount Albert South	2,470	0.14%	Point England North	3,070	0.18%
Avondale West (Auckland)	4,440	0.25%	Mount Albert West	2,800	0.16%	Point England South	2,750	0.16%
Balmoral	3,290	0.19%	Mount Eden East	2,990	0.17%	Ponsonby East	3,310	0.19%
Blockhouse Bay Central	3,470	0.20%	Mount Eden North	3,650	0.21%	Ponsonby West	2,300	0.13%
Blockhouse Bay East	2,340	0.13%	Mount Eden North East	1,550	0.09%	Quay Street-Customs Street	2,070	0.12%
Blockhouse Bay North	3,010	0.17%	Mount Eden South	4,020	0.23%	Queen Street	2,440	0.14%
Blockhouse Bay North East	2,500	0.14%	Mount Eden West	3,440	0.20%	Queen Street South West	2,470	0.14%
Blockhouse Bay South	3,180	0.18%	Mount Roskill Central East	4,040	0.23%	Remuera Abbotts Park	3,880	0.22%
College Hill	590	0.03%	Mount Roskill Central North	3,710	0.21%	Remuera East	2,760	0.16%
Eden Park	1,740	0.10%	Mount Roskill Central South	2,960	0.17%	Remuera North	3,580	0.20%
Eden Terrace	3,310	0.19%	Mount Roskill Nirvana	2,560	0.15%	Remuera South	3,960	0.23%
Eden Valley	2,280	0.13%	Mount Roskill North	4,060	0.23%	Remuera Waiata	2,820	0.16%
Ellerslie Central	3,480	0.20%	Mount Roskill North East	2,510	0.14%	Remuera Waiatarua	2,540	0.14%
Ellerslie East	3,370	0.19%	Mount Roskill South	3,350	0.19%	Remuera Waitaramoa	3,970	0.23%
Ellerslie South	2,800	0.16%	Mount Roskill South East	3,630	0.21%	Remuera West	2,810	0.16%
Ellerslie West	185	0.01%	Mount Roskill West	4,130	0.24%	Rosebank Peninsula	35	0.00%
Epsom Central-North	4,100	0.23%	Mount Roskill White Swan	2,660	0.15%	Royal Oak East (Auckland)	3,100	0.18%
Epsom Central-South	4,040	0.23%	Mount St John	3,420	0.20%	Royal Oak West (Auckland)	3,010	0.17%
Epsom East	2,750	0.16%	Mount Wellington Central	3,130	0.18%	Saint Heliers North	4,000	0.23%
Epsom North	3,530	0.20%	Mount Wellington East	3,490	0.20%	Saint Heliers South	4,160	0.24%
Epsom South	2,350	0.13%	Mount Wellington Ferndale	3,640	0.21%	Saint Heliers West	3,560	0.20%
Freemans Bay	3,790	0.22%	Mount Wellington Hamlin	3,140	0.18%	Saint Johns East	3,200	0.18%
Glen Innes East-Wai O Taiki Bay	4,930	0.28%	Mount Wellington Industrial	30	0.00%	Saint Johns West	3,110	0.18%
Glen Innes West	4,770	0.27%	Mount Wellington North East	2,220	0.13%	Saint Marys Bay	2,093	0.12%
Glenavon	3,350	0.19%	Mount Wellington North West	3,120	0.18%	Sandringham Central	2,600	0.15%
Glendowie North	3,460	0.20%	Mount Wellington South East	3,360	0.19%	Sandringham East	3,670	0.21%
Glendowie South East	2,220	0.13%	Mount Wellington South West	3,350	0.19%	Sandringham North	4,140	0.24%
Glendowie South West	3,370	0.19%	Mount Wellington West	3,390	0.19%	Sandringham West	2,520	0.14%
Grafton	1,680	0.10%	New Windsor East	2,740	0.16%	Shortland Street	1,770	0.10%

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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	1,425	0.08%	New Windsor North	3,700	0.21%	St Lukes	2,600	0.15%
Greenlane Central	2,320	0.13%	New Windsor South	2,280	0.13%	Stonefields East	2,190	0.13%
Greenlane North	2,260	0.13%	Newmarket	2,740	0.16%	Stonefields West	2,210	0.13%
Greenlane South	3,980	0.23%	Newmarket Park	1,325	0.08%	Sylvia Park	135	0.01%
Grey Lynn Central	3,530	0.20%	One Tree Hill Amaru	2,640	0.15%	Symonds Street East	2,220	0.13%
Grey Lynn East	2,040	0.12%	One Tree Hill Oranga	2,400	0.14%	Symonds Street North West	3,560	0.20%
Grey Lynn North	2,960	0.17%	Onehunga Central	3,580	0.20%	Symonds Street West	3,750	0.21%
Grey Lynn West	3,320	0.19%	Onehunga North	4,240	0.24%	Tamaki East	1,850	0.11%
Herne Bay	2,900	0.17%	Onehunga West	3,810	0.22%	Tamaki West	3,310	0.19%
Hillsborough Central (Auckland)	2,710	0.15%	Onehunga-Te Papapa Industrial	1,295	0.07%	Te Papapa	3,490	0.20%
Hillsborough North (Auckland)	1,675	0.10%	Orakei East	2,940	0.17%	The Strand	1,470	0.08%
Hillsborough South (Auckland)	2,890	0.16%	Orakei West	2,820	0.16%	Three Kings North	1,460	0.08%
Hobson Ridge Central	4,400	0.25%	Oranga	3,510	0.20%	Three Kings South	2,760	0.16%
Hobson Ridge North	2,710	0.15%	Otahuhu Central	2,005	0.11%	Victoria Park	3,360	0.19%
Hobson Ridge South	2,260	0.13%	Otahuhu East	2,870	0.16%	Waikowhai Bay	2,220	0.13%
Karangahape East	1,240	0.07%	Otahuhu North East	2,270	0.13%	Waterview	3,880	0.22%
Karangahape West	1,185	0.07%	Otahuhu North West	2,290	0.13%	Wesley East	2,270	0.13%
Kingsland	3,540	0.20%	Otahuhu South	4,060	0.23%	Wesley South	50	0.00%
Kohimarama Bay	2,420	0.14%	Otahuhu South West	4,140	0.24%	Wesley West	3,290	0.19%
Kohimarama Stadium	2,010	0.11%	Owairaka East	2,570	0.15%	Westmere North	2,230	0.13%
Lynfield Central	3,110	0.18%	Owairaka West	3,470	0.20%	Westmere South-Western Springs	2,990	0.17%
Lynfield Harbour View	1,865	0.11%	Panmure East	3,980	0.23%	Wynyard-Viaduct	1,168	0.07%
Maungawhau	3,070	0.18%	Panmure Glen Innes Industrial	355	0.02%	**1. Auckland Central**	**500,711**	**28.58%**
Meadowbank East	2,670	0.15%	Panmure West	465	0.03%			

2. Auckland East								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Armoy	2,580	0.15%	Golflands	2,580	0.15%	Pakuranga Heights East	3,250	0.19%
Baverstock	4,400	0.25%	Half Moon Bay North East	2,210	0.13%	Pakuranga Heights North West	3,010	0.17%
Botany Downs East	2,360	0.13%	Half Moon Bay South East	3,330	0.19%	Pakuranga Heights South West	3,650	0.21%
Botany Downs West	3,410	0.19%	Half Moon Bay West	2,750	0.16%	Pakuranga North	3,050	0.17%
Botany Junction	7	0.00%	Highland Park (Auckland)	4,060	0.23%	Pakuranga West	3,100	0.18%
Bucklands Beach Central	1,925	0.11%	Howick Central	3,650	0.21%	Point View	2,950	0.17%

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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	2,700	0.15%	Howick East	3,900	0.22%	Redcastle	2,500	0.14%
Bucklands Beach North	3,040	0.17%	Howick West	4,380	0.25%	Savonna	2,800	0.16%
Bucklands Beach South	1,745	0.10%	Huntington Park	1,875	0.11%	Shelly Park	2,850	0.16%
Burswood	1,780	0.10%	Kawakawa Bay-Orere	275	0.02%	Somerville	4,480	0.26%
Clevedon	1,163	0.07%	Maraetai	2,770	0.16%	Sunkist Bay	3,500	0.20%
Cockle Bay	4,180	0.24%	Mellons Bay	4,120	0.24%	Sunnyhills East	3,640	0.21%
Dannemora North-Shamrock Park	2,390	0.14%	Middlefield	2,960	0.17%	Sunnyhills West	2,220	0.13%
Dannemora South	1,985	0.11%	Mission Heights North	3,690	0.21%	Te Puru	4,810	0.27%
East Tamaki	360	0.02%	Northpark North	2,900	0.17%	Turanga	3,440	0.20%
Eastern Beach	2,210	0.13%	Northpark South	2,190	0.13%	Tuscany Heights	1,498	0.09%
Farm Cove	2,240	0.13%	Pakuranga Central	3,890	0.22%	**2. Auckland East**	**140,753**	**8.03%**

3. Auckland North								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Akoranga	1,340	0.08%	Glenfield West	3,330	0.19%	Pinehill North	2,190	0.13%
Albany Central	1,455	0.08%	Greenhithe East	3,460	0.20%	Pinehill South	2,760	0.16%
Albany Heights	4,500	0.26%	Greenhithe South	2,300	0.13%	Puhoi Valley	893	0.05%
Albany South	3,600	0.21%	Greenhithe West	3,630	0.21%	Red Beach East	4,040	0.23%
Albany West	2,860	0.16%	Gulf Harbour North	3,110	0.18%	Red Beach West	3,340	0.19%
Army Bay	1,605	0.09%	Gulf Harbour South	3,180	0.18%	Rothesay Bay	3,040	0.17%
Awaruku	3,660	0.21%	Gulf Islands	0	0.00%	Sandspit	1,020	0.06%
Bayswater	2,874	0.16%	Hatfields Beach	1,620	0.09%	Schnapper Rock	4,280	0.24%
Bayview East (Auckland)	4,010	0.23%	Hauraki	4,360	0.25%	Silverdale Central (Auckland)	1,265	0.07%
Bayview South (Auckland)	3,180	0.18%	Helensville Rural	110	0.01%	Silverdale South (Auckland)	1,110	0.06%
Bayview West (Auckland)	2,430	0.14%	Hillcrest East (Auckland)	4,180	0.24%	Snells Beach	3,770	0.22%
Beach Haven East	4,220	0.24%	Hillcrest North (Auckland)	3,760	0.21%	Stanley Point	1,945	0.11%
Beach Haven South	3,200	0.18%	Hillcrest West (Auckland)	3,560	0.20%	Stanmore Bay East	3,000	0.17%
Beach Haven West	3,520	0.20%	Kingsway	2,370	0.14%	Stanmore Bay West	2,900	0.17%
Belmont (Auckland)	3,270	0.19%	Kumeu Rural West	384	0.02%	Stillwater	1,030	0.06%
Birkdale Central	3,350	0.19%	Long Bay	3,910	0.22%	Sunnynook North	3,170	0.18%
Birkdale North	2,520	0.14%	Mahurangi Peninsula	1,190	0.07%	Sunnynook South	3,040	0.17%
Birkdale South	3,880	0.22%	Mairangi Bay North	3,270	0.19%	Takapuna Central	3,300	0.19%
Birkenhead North	2,860	0.16%	Mairangi Bay South	2,950	0.17%	Takapuna South	2,240	0.13%
Birkenhead North West	1,685	0.10%	Manly East	3,590	0.20%	Takapuna West	3,880	0.22%
Birkenhead South	3,080	0.18%	Manly West	2,450	0.14%	Taupaki	89	0.01%
Birkenhead West	3,110	0.18%	Milford Central	1,990	0.11%	Tawharanui Peninsula	2,160	0.12%

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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+
Browns Bay Central	3,110	0.18%	Milford West	3,320	0.19%	Tindalls-Matakatia	2,150	0.12%
Browns Bay South East	3,140	0.18%	Milldale	3,400	0.19%	Torbay East	2,520	0.14%
Browns Bay South West	4,500	0.26%	Millwater Central	4,080	0.23%	Torbay West	2,930	0.17%
Campbells Bay	2,960	0.17%	Millwater North	1,140	0.07%	Totara Vale North	3,430	0.20%
Cape Rodney	1,306	0.07%	Millwater South	5,610	0.32%	Totara Vale South	3,930	0.22%
Castor Bay North	2,590	0.15%	Muriwai	1,315	0.08%	Unsworth Heights East	3,920	0.22%
Castor Bay South	2,080	0.12%	Muriwai Valley-Bethells Beach	680	0.04%	Unsworth Heights West	2,680	0.15%
Chatswood	3,580	0.20%	Murrays Bay East	2,190	0.13%	Vipond	3,000	0.17%
Cheltenham	1,835	0.10%	Murrays Bay West	2,750	0.16%	Wade Heads-Arkles Bay	1,965	0.11%
Coatesville	2,150	0.12%	Narrow Neck	4,390	0.25%	Waiake	4,060	0.23%
Dairy Flat North	1,805	0.10%	North Harbour	840	0.05%	Waikoukou Valley	1,314	0.07%
Dairy Flat South	1,655	0.09%	Northcote Central (Auckland)	3,050	0.17%	Waimauku	44	0.00%
Dairy Flat West	1,610	0.09%	Northcote Point (Auckland)	3,260	0.19%	Wainui-Waiwera	1,633	0.09%
Devonport	3,160	0.18%	Northcote South (Auckland)	2,740	0.16%	Waipatukahu	1,900	0.11%
Dome Valley-Matakana	1,428	0.08%	Northcote Tuff Crater	2,280	0.13%	Wairau Valley	200	0.01%
Fairview Heights	4,670	0.27%	Northcross	3,460	0.20%	Waitakere Ranges North	418	0.02%
Forrest Hill East	3,760	0.21%	Okura Bush	1,390	0.08%	Waitoki	1,541	0.09%
Forrest Hill North	2,710	0.15%	Orewa Central	3,460	0.20%	Warkworth East	3,880	0.22%
Forrest Hill West	4,300	0.25%	Orewa North	4,330	0.25%	Warkworth West	2,477	0.14%
Glamorgan	3,550	0.20%	Orewa South	2,860	0.16%	Westlake	3,050	0.17%
Glenfield Central	4,400	0.25%	Oteha East	3,520	0.20%	Whangaparaoa Central	2,460	0.14%
Glenfield East	2,550	0.15%	Oteha West	2,330	0.13%	Windsor Park	1,810	0.10%
Glenfield North	3,940	0.22%	Paremoremo East	2,850	0.16%	**3 Auckland North**	**368,111**	**21.01%**
Glenfield South West	4,270	0.24%	Paremoremo West	1,120	0.06%			

4. Auckland South

Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aka Aka	697	0.04%	Kawakawa Bay-Orere	147	0.01%	Patumahoe	1,475	0.08%
Alfriston	3,960	0.23%	Kendallvale	1,135	0.06%	Patumahoe Rural	1,330	0.08%
Anselmi Ridge	2,590	0.15%	Kingseat-Karaka	3,150	0.18%	Puhinui East	3,070	0.18%
Aorere Central	2,220	0.13%	Leabank	3,330	0.19%	Puhinui North	4,590	0.26%
Aorere North	1,695	0.10%	Mangere Bridge	3,500	0.20%	Puhinui South	2,920	0.17%
Aorere South East	2,900	0.17%	Mangere Bridge Ambury	3,700	0.21%	Pukekohe Central	420	0.02%
Aorere South West	3,060	0.17%	Mangere Central	4,010	0.23%	Pukekohe Hospital	1,765	0.10%
Ardmore	1,490	0.09%	Mangere East	2,940	0.17%	Pukekohe North	2,010	0.11%
Auckland Airport	675	0.04%	Mangere Mascot	3,910	0.22%	Pukekohe North West	3,120	0.18%

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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+
Awhitu	2,858	0.16%	Mangere Mountain View	4,490	0.26%	Pukekohe South West	3,020	0.17%
Bombay Hills	1,702	0.10%	Mangere North	3,120	0.18%	Pukekohe West	4,850	0.28%
Botany Junction	203	0.01%	Mangere South	3,950	0.23%	Puni	1,800	0.10%
Bremner Ridge	2,380	0.14%	Mangere South East	4,130	0.24%	Ramarama	3,050	0.17%
Buckland	1,215	0.07%	Mangere West	3,920	0.22%	Randwick Park East	2,850	0.16%
Burbank	4,380	0.25%	Manukau Central	1,020	0.06%	Randwick Park West	3,750	0.21%
Cape Hill	1,650	0.09%	Manurewa Central	4,080	0.23%	Red Hill	2,880	0.16%
Chapel Downs	3,660	0.21%	Manurewa East	3,430	0.20%	Rongomai East	2,370	0.14%
Clarks Beach	1,570	0.09%	Manurewa South	3,190	0.18%	Rongomai West	2,610	0.15%
Clendon Park East	2,430	0.14%	Manurewa West	3,270	0.19%	Rooseville Park	2,700	0.15%
Clendon Park North	3,600	0.21%	Massey Road North	3,700	0.21%	Rosa Birch Park	2,020	0.12%
Clendon Park West	3,520	0.20%	Massey Road South	1,790	0.10%	Rosehill	4,770	0.27%
Clevedon	285	0.02%	Massey Road West	4,150	0.24%	Rowandale East	4,420	0.25%
Clover Park East	2,970	0.17%	Middlemore	5	0.00%	Rowandale West	3,740	0.21%
Clover Park North	3,160	0.18%	Mission Heights South	3,840	0.22%	Runciman	845	0.05%
Clover Park South	3,620	0.21%	Opaheke	3,370	0.19%	Sutton Park	4,080	0.23%
Cloverlea (Auckland)	2,550	0.15%	Ormiston Central	4,830	0.28%	Takanini Central	1,220	0.07%
Conifer Grove East	2,560	0.15%	Ormiston East	5,850	0.33%	Takanini East	4,110	0.23%
Conifer Grove West	3,480	0.20%	Ormiston North	2,240	0.13%	Takanini Industrial	15	0.00%
Dingwall	2,980	0.17%	Ormiston South	5,160	0.29%	Takanini McLennan	2,330	0.13%
Donegal Park East	2,510	0.14%	Ormiston South East	1,460	0.08%	Takanini North	3,020	0.17%
Donegal Park West	3,680	0.21%	Otahuhu Industrial	105	0.01%	Takanini South	5,230	0.30%
Drury East	910	0.05%	Otara Central	2,890	0.16%	Takanini South East	3,670	0.21%
Drury South Crossing	770	0.04%	Otara East	4,320	0.25%	Takanini West	3,450	0.20%
Drury West	975	0.06%	Otara South	3,170	0.18%	Tamakae	2,670	0.15%
Favona East	4,270	0.24%	Otara South West	2,070	0.12%	The Gardens (Auckland)	4,290	0.24%
Favona North	3,080	0.18%	Otara West	3,530	0.20%	Totara Heights	3,180	0.18%
Favona West	3,740	0.21%	Pahurehure	3,680	0.21%	Tuakau Rural	563	0.03%
Ferguson	3,320	0.19%	Papakura Central	3,940	0.22%	Tuscany Heights	127	0.01%
Glenbrook	2,740	0.16%	Papakura East	3,420	0.20%	Twin Parks Rise	2,690	0.15%
Goodwood Heights East	2,820	0.16%	Papakura Eastburn	3,820	0.22%	Waihoehoe	2,270	0.13%
Goodwood Heights West	1,860	0.11%	Papakura Industrial	225	0.01%	Waiuku Central	1,410	0.08%
Grange	2,950	0.17%	Papakura Kelvin	2,670	0.15%	Waiuku East	1,950	0.11%
Hamilton Estate	2,710	0.15%	Papakura Massey Park	3,430	0.20%	Wattle Downs East	2,230	0.13%
Harania North	4,070	0.23%	Papakura North	4,000	0.23%	Wattle Downs North	3,600	0.21%
Harania South	3,850	0.22%	Papakura North East	2,370	0.14%	Wattle Downs West	3,940	0.22%
Harbour View Heights	1,015	0.06%	Papakura West	1,990	0.11%	Weymouth Central	3,350	0.19%
Hillpark North	2,680	0.15%	Papatoetoe Central East	3,790	0.22%	Weymouth East	2,920	0.17%
Hillpark South	3,830	0.22%	Papatoetoe Central West	4,010	0.23%	Weymouth South	4,020	0.23%
Hilltop (Auckland)	4,860	0.28%	Papatoetoe East	3,760	0.21%	Weymouth West	2,540	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+
Hingaia	2,730	0.16%	Papatoetoe North	4,440	0.25%	Wiri East	2,480	0.14%
Homai Central	3,800	0.22%	Papatoetoe North East	3,640	0.21%	Wiri North	2,820	0.16%
Homai East	3,690	0.21%	Papatoetoe North West	3,630	0.21%	Wiri West	1,445	0.08%
Homai West	3,120	0.18%	Papatoetoe South	4,050	0.23%	**4. Auckland South**	**465,037**	**26.54%**
Karaka Creek	1,755	0.10%	Papatoetoe South West	3,560	0.20%			
Karaka Lakes	3,480	0.20%	Papatoetoe West	4,440	0.25%			

5. Auckland West								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Birdwood West	1,020	0.06%	Konini Road	2,030	0.12%	Sunnyvale West-Parrs Park	2,820	0.16%
Fruitvale	3,430	0.20%	Kumeu Rural East	2,490	0.14%	Swanson	3,440	0.20%
Glen Eden Central	4,060	0.23%	Kumeu Rural West	1,381	0.08%	Swanson Rural	2,410	0.14%
Glen Eden Konini	2,890	0.16%	Kumeu-Huapai North	4,890	0.28%	Taupaki	1,621	0.09%
Glen Eden North	2,740	0.16%	Kumeu-Huapai South	2,410	0.14%	Te Atatu Peninsula Central	4,060	0.23%
Glen Eden Rosier	3,760	0.21%	Laingholm	2,380	0.14%	Te Atatu Peninsula East	2,930	0.17%
Glen Eden West	4,030	0.23%	Massey Central	3,750	0.21%	Te Atatu Peninsula North West	3,900	0.22%
Glen Eden Woodglen	3,210	0.18%	Massey Keegan	3,970	0.23%	Te Atatu Peninsula West	4,300	0.25%
Glendene North East	2,440	0.14%	Massey Red Hills	780	0.04%	Te Atatu South-Central	3,840	0.22%
Glendene North West	2,640	0.15%	Massey Royal Road West	3,270	0.19%	Te Atatu South-Edmonton	3,490	0.20%
Glendene South	3,230	0.18%	Massey South	4,000	0.23%	Te Atatu South-McLeod North	2,410	0.14%
Green Bay North	2,000	0.11%	Massey West	2,990	0.17%	Te Atatu South-McLeod South	3,840	0.22%
Green Bay South	3,030	0.17%	McLaren Memorial Park	3,630	0.21%	Te Atatu South-North	3,680	0.21%
Henderson Central	1,890	0.11%	New Lynn Central	640	0.04%	Titirangi East	3,500	0.20%
Henderson East	4,920	0.28%	New Lynn Central South	3,290	0.19%	Titirangi South	4,060	0.23%
Henderson Larnoch	3,970	0.23%	New Lynn North	3,920	0.22%	Waiatarua	2,360	0.13%
Henderson Lincoln East	215	0.01%	New Lynn North West	3,960	0.23%	Waikoukou Valley	427	0.02%
Henderson Lincoln South	3,510	0.20%	New Lynn Seabrook	3,300	0.19%	Waimauku	1,286	0.07%
Henderson Lincoln West	3,770	0.22%	New Lynn South	2,930	0.17%	Waima-Woodlands Park	2,750	0.16%
Henderson North	2,510	0.14%	New Lynn South East	2,430	0.14%	Waitakere	1,895	0.11%
Henderson North East	2,910	0.17%	Oratia	2,190	0.13%	Waitakere Ranges South	766	0.04%
Henderson Valley	1,450	0.08%	Ranui Domain	3,880	0.22%	West Harbour Clearwater Cove	3,634	0.21%
Henderson Valley Park	3,290	0.19%	Ranui North	4,300	0.25%	West Harbour Luckens Point	3,540	0.20%
Henderson West	3,240	0.18%	Ranui South East	3,300	0.19%	West Harbour West	4,800	0.27%
Hobsonville	1,795	0.10%	Ranui South West	3,150	0.18%	Western Heights (Auckland)	3,850	0.22%
Hobsonville Point Catalina Bay	4,180	0.24%	Riverhead	3,700	0.21%	Westgate Central	5	0.00%

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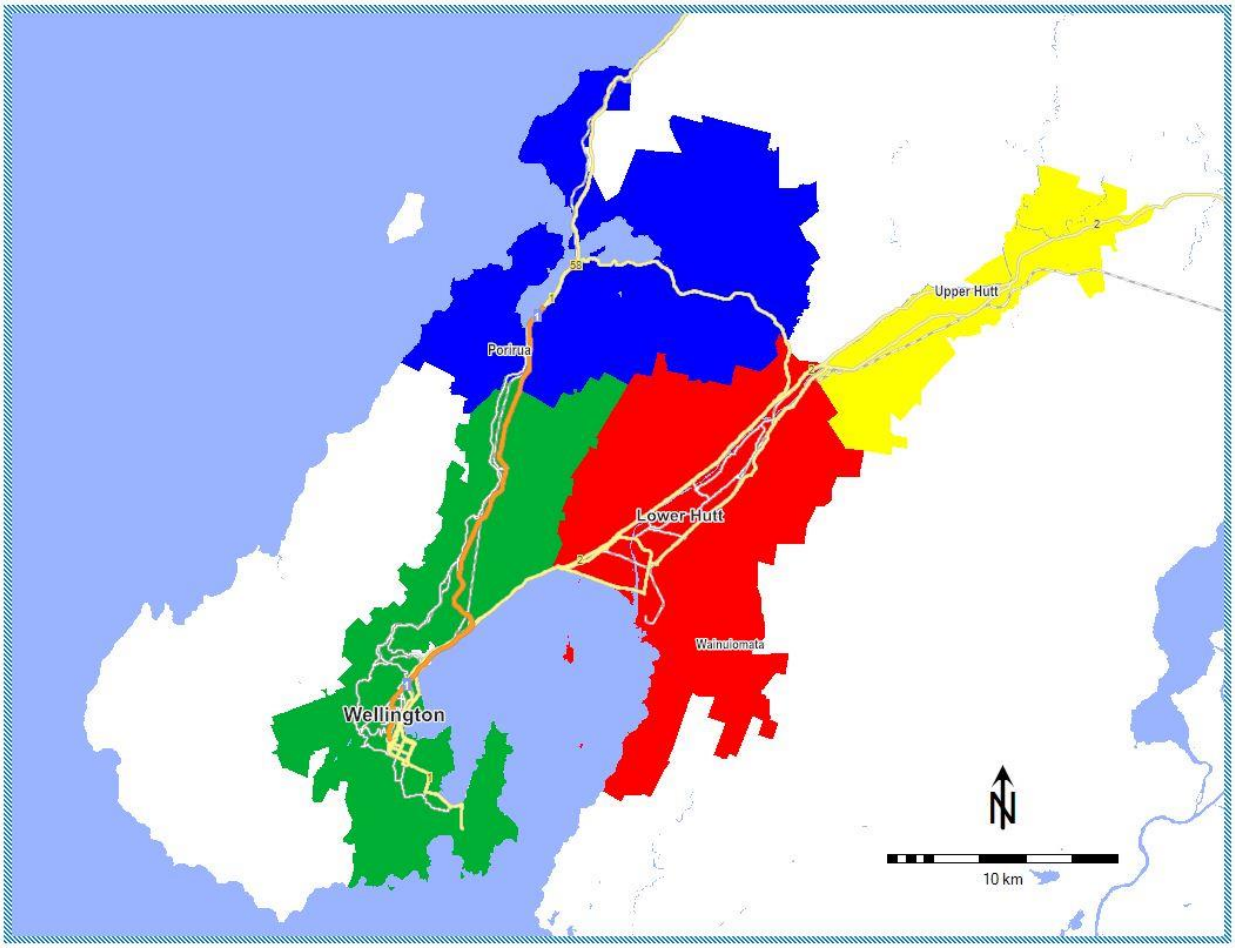
5. Auckland West								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Hobsonville Point Park	5,120	0.29%	Royal Heights North	4,080	0.23%	Westgate South	3,440	0.20%
Hobsonville Scott Point	4,250	0.24%	Royal Heights South	4,140	0.24%	Whenuapai	5,020	0.29%
Kaurilands	3,150	0.18%	Summerland North	2,730	0.16%	Whenuapai West	1,310	0.07%
Kelston North	3,150	0.18%	Summerland South	3,390	0.19%	**5. Auckland West**	**277,366**	**15.83%**
Kelston South	3,020	0.17%	Sunnyvale East	3,860	0.22%			

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SURVEY AREA

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	4,230	0.97%	Onepoto	1,980	0.45%	Pukerua Bay	2,090	0.48%
Ascot Park	2,980	0.68%	Paekakariki Hill	415	0.10%	Ranui Heights	1,365	0.31%
Camborne	2,040	0.47%	Papakowhai	2,310	0.53%	Titahi Bay North	2,850	0.65%
Cannons Creek East	3,940	0.90%	Paremata	2,540	0.58%	Titahi Bay South	3,940	0.90%
Cannons Creek North	3,660	0.84%	Pauatahanui	1,055	0.24%	Waitangirua Corinna	3,000	0.69%
Cannons Creek South	1,660	0.38%	Plimmerton	2,140	0.49%	Waitangirua Tairangi	1,535	0.35%
Elsdon-Takapuwahia	2,510	0.58%	Porirua Central	1,225	0.28%	Whitby	2,840	0.65%
Endeavour East	3,190	0.73%	Porirua East	2,330	0.53%	**1. Porirua**	**62,005**	**14.24%**
Endeavour West	2,900	0.67%	Postgate	3,280	0.75%			

2. Upper Hutt								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Birchville-Brown Owl	3,800	0.87%	Mangaroa	236	0.05%	Totara Park	2,900	0.67%
Brentwood (Upper Hutt City)	2,540	0.58%	Maoribank	3,640	0.84%	Trentham North	3,300	0.76%
Clouston Park	2,390	0.55%	Pinehaven	2,020	0.46%	Trentham South	3,540	0.81%
Ebdentown	2,630	0.60%	Poets Block	2,610	0.60%	Upper Hutt Central	740	0.17%
Elderslea	3,390	0.78%	Silverstream (Upper Hutt City)	3,570	0.82%	Wallaceville	2,560	0.59%
Heretaunga	2,500	0.57%	Te Marua	1,005	0.23%	**2. Upper Hutt**	**43,371**	**9.96%**

3. Lower Hutt								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Alicetown-Melling	2,970	0.68%	Homedale West	2,940	0.68%	Petone East	4,150	0.95%
Arakura	3,280	0.75%	Hutt Central North	1,235	0.28%	Petone Esplanade	2,960	0.68%
Avalon East	2,720	0.62%	Hutt Central South	3,220	0.74%	Stokes Valley Central	2,300	0.53%
Avalon West	2,850	0.65%	Kelson	3,110	0.71%	Stokes Valley North	3,640	0.84%
Belmont (Lower Hutt City)	2,980	0.68%	Korokoro	1,630	0.37%	Taita North	3,480	0.80%
Belmont Park	330	0.08%	Manor Park	505	0.12%	Taita South	3,490	0.80%
Boulcott	2,840	0.65%	Manuka	1,905	0.44%	Tirohanga	1,355	0.31%
Delaney	2,900	0.67%	Maungaraki	4,290	0.98%	Wainuiomata Central	2,130	0.49%
Eastbourne	2,740	0.63%	Moera	1,815	0.42%	Wainuiomata West	4,010	0.92%
Eastern Bays	2,130	0.49%	Naenae Central	3,910	0.90%	Waiwhetu North	1,730	0.40%
Epuni East	3,290	0.76%	Naenae North	2,810	0.65%	Waiwhetu South	3,210	0.74%
Epuni West	3,630	0.83%	Naenae South	2,960	0.68%	Waterloo East	3,260	0.75%

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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	4,550	1.04%	Normandale	2,120	0.49%	Waterloo West	2,690	0.62%
Gracefield	145	0.03%	Pencarrow	700	0.16%	Woburn	1,845	0.42%
Homedale East	3,340	0.77%	Petone Central	1,260	0.29%	**3. Lower Hutt**	**115,355**	**26.49%**

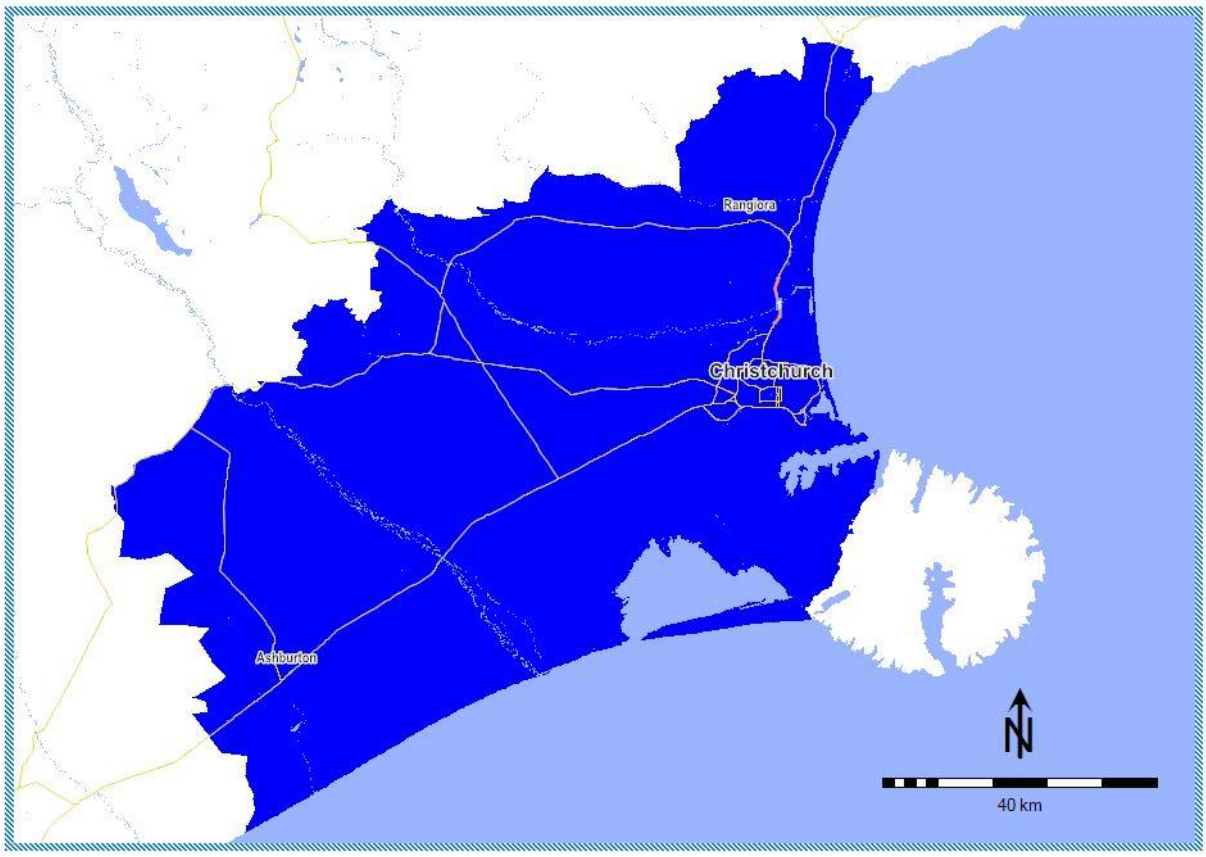
4. Wellington City								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aro Valley	4,050	0.93%	Karori Park	2,800	0.64%	Newtown West	3,750	0.86%
Berhampore	3,850	0.88%	Karori South	3,730	0.86%	Ngaio North	2,540	0.58%
Broadmeadows	1,715	0.39%	Karori West	2,890	0.66%	Ngaio South	3,070	0.70%
Brooklyn East	2,760	0.63%	Kelburn	2,210	0.51%	Northland (Wellington City)	3,740	0.86%
Brooklyn North	2,190	0.50%	Khandallah North	2,770	0.64%	Onslow	1,855	0.43%
Brooklyn South	1,905	0.44%	Khandallah Reserve	2,030	0.47%	Oriental Bay	1,450	0.33%
Churton Park North	4,240	0.97%	Khandallah South	2,050	0.47%	Owhiro Bay	2,060	0.47%
Churton Park South	3,520	0.81%	Kilbirnie Central	2,860	0.66%	Paparangi	2,830	0.65%
Courtenay	2,202	0.51%	Kilbirnie East	2,130	0.49%	Pipitea-Kaiwharawhara	812	0.19%
Crofton Downs	1,730	0.40%	Kingston-Mornington-Vogeltown	3,260	0.75%	Rongotai	10	0.00%
Dixon Street East	3,630	0.83%	Linden	3,510	0.81%	Roseneath	1,820	0.42%
Dixon Street West	1,655	0.38%	Lyall Bay	2,680	0.62%	Seatoun	2,390	0.55%
Evans Bay	1,160	0.27%	Makara-Ohariu	950	0.22%	Southgate	1,150	0.26%
Glenside-Churton Park East	525	0.12%	Maupuia	1,490	0.34%	Strathmore (Wellington City)	3,910	0.90%
Grenada North	2,400	0.55%	Melrose	1,395	0.32%	Takapu-Horokiwi	270	0.06%
Grenada Village	1,860	0.43%	Miramar Central	2,150	0.49%	Tawa Central	2,810	0.65%
Hataitai North East	2,280	0.52%	Miramar East	3,000	0.69%	Tawa North	3,410	0.78%
Hataitai North West	1,840	0.42%	Miramar North	1,360	0.31%	Tawa South	3,500	0.80%
Hataitai South	1,480	0.34%	Miramar South	3,610	0.83%	Thorndon North	2,520	0.58%
Houghton Bay	1,765	0.41%	Mount Cook East	2,890	0.66%	Thorndon South	1,820	0.42%
Island Bay East	3,710	0.85%	Mount Cook North	3,220	0.74%	Vivian East	2,900	0.67%
Island Bay West	3,450	0.79%	Mount Cook South	1,470	0.34%	Vivian West	4,210	0.97%
Johnsonville Central	3,190	0.73%	Mount Victoria North	3,080	0.71%	Wadestown	3,840	0.88%
Johnsonville North	3,460	0.79%	Mount Victoria South	1,805	0.41%	Wellington Botanic Gardens	1,170	0.27%
Johnsonville South	1,870	0.43%	Newlands East	3,070	0.70%	Wellington Central	3,350	0.77%
Johnsonville West	3,600	0.83%	Newlands North	3,300	0.76%	Wellington University	1,520	0.35%
Karaka Bay-Worser Bay	1,585	0.36%	Newlands South	2,540	0.58%	Wilton	2,230	0.51%
Karori East	3,370	0.77%	Newtown North	2,020	0.46%	Woodridge	1,975	0.45%
Karori North	2,530	0.58%	Newtown South	4,100	0.94%	**4. Wellington City**	**214,804**	**49.32%**

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SURVEY AREA

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	3,400	0.56%	Halswell South East	1,725	0.28%	Rangiora North West	2,520	0.42%
Addington North	25	0.00%	Halswell South West	1,830	0.30%	Rangiora South East	2,850	0.47%
Addington West	2,730	0.45%	Halswell West	4,340	0.72%	Rangiora South West	2,580	0.43%
Aidanfield	4,140	0.68%	Hampstead	3,380	0.56%	Ravenswood	1,665	0.27%
Allenton East	2,290	0.38%	Harewood	1,435	0.24%	Rawhiti	2,980	0.49%
Allenton North	2,740	0.45%	Heathcote Valley	2,400	0.40%	Redcliffs	2,190	0.36%
Allenton South	2,370	0.39%	Hei Hei	3,730	0.62%	Redwood East	3,370	0.56%
Amberley	2,800	0.46%	Hillmorton	3,010	0.50%	Redwood North	2,860	0.47%
Aranui	4,550	0.75%	Hillsborough (Christchurch City)	2,530	0.42%	Redwood West	2,290	0.38%
Ashburton Central	180	0.03%	Holmwood	2,270	0.37%	Regents Park	1,925	0.32%
Ashburton East	1,945	0.32%	Hoon Hay East	3,530	0.58%	Riccarton Central	50	0.01%
Ashburton Forks	278	0.05%	Hoon Hay South	2,280	0.38%	Riccarton East	1,415	0.23%
Ashburton North	1,150	0.19%	Hoon Hay West	3,700	0.61%	Riccarton Racecourse	2,090	0.35%
Ashburton West	1,025	0.17%	Hornby Central	160	0.03%	Riccarton South	4,390	0.73%
Ashgrove	1,620	0.27%	Hornby South	3,400	0.56%	Riccarton West	4,290	0.71%
Ashley Forest	627	0.10%	Hornby West	2,730	0.45%	Richmond North (Christchurch City)	2,520	0.42%
Ashley Gorge	1,223	0.20%	Huntsbury	2,540	0.42%	Richmond South (Christchurch City)	2,410	0.40%
Ashley-Sefton	2,410	0.40%	Ilam North	4,000	0.66%	Rolleston Central	4,030	0.67%
Avondale (Christchurch City)	2,560	0.42%	Ilam South	3,490	0.58%	Rolleston Izone	60	0.01%
Avonhead East	3,020	0.50%	Ilam University	2,620	0.43%	Rolleston North Central	4,760	0.79%
Avonhead North	1,800	0.30%	Irwell	1,395	0.23%	Rolleston North East	2,650	0.44%
Avonhead South	3,510	0.58%	Islington	1,085	0.18%	Rolleston South Central	2,720	0.45%
Avonhead West	1,895	0.31%	Islington-Hornby Industrial	350	0.06%	Rolleston South East	5,220	0.86%
Avonside	1,770	0.29%	Jellie Park	3,170	0.52%	Rolleston South West	2,140	0.35%
Awatea North	2,120	0.35%	Kaiapoi Central	2,190	0.36%	Rolleston Tauwharekakaho	2,990	0.49%
Awatea South	2,420	0.40%	Kaiapoi East	240	0.04%	Russley	2,540	0.42%
Balcairn	2,540	0.42%	Kaiapoi North West	2,080	0.34%	Rutland	2,950	0.49%
Banks Peninsula South	275	0.05%	Kaiapoi South	1,945	0.32%	Shirley East	2,570	0.42%
Bankside	1,915	0.32%	Kaiapoi West	1,290	0.21%	Shirley West	4,400	0.73%
Beckenham	2,500	0.41%	Kennedys Bush	1,085	0.18%	Silverstream (Waimakariri District)	1,745	0.29%
Belfast East	2,830	0.47%	Kingsbury	2,780	0.46%	Sockburn North	4,150	0.69%
Belfast West	2,140	0.35%	Kirwee	1,545	0.26%	Sockburn South	440	0.07%
Bexley	2,780	0.46%	Ladbrooks	2,020	0.33%	Somerfield East	4,050	0.67%
Bishopdale North	4,470	0.74%	Lancaster Park	310	0.05%	Somerfield West	3,030	0.50%
Bishopdale South	2,350	0.39%	Leeston	2,540	0.42%	South New Brighton	3,440	0.57%
Bishopdale West	3,050	0.50%	Lilybrook	2,960	0.49%	Southbridge	2,740	0.45%
Branston	2,160	0.36%	Lincoln East	3,000	0.50%	Southbrook	860	0.14%
Broken Run	665	0.11%	Lincoln North	3,840	0.63%	Sovereign Palms	4,200	0.69%
Bromley North	45	0.01%	Lincoln South	1,210	0.20%	Spreydon North	4,310	0.71%

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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+
Bromley South	3,100	0.51%	Lincoln West	3,560	0.59%	Spreydon South	2,540	0.42%
Brookhaven-Ferrymead	1,185	0.20%	Linwood Central	3,410	0.56%	Spreydon West	3,390	0.56%
Brooklands-Spencerville	795	0.13%	Linwood East	2,260	0.37%	Springston	2,400	0.40%
Broomfield	2,980	0.49%	Linwood North	3,020	0.50%	St Albans East	3,640	0.60%
Bryndwr North	3,660	0.60%	Loburn	2,490	0.41%	St Albans North	2,500	0.41%
Bryndwr South	2,920	0.48%	Lyttelton	3,300	0.55%	St Albans West	2,760	0.46%
Burlington-Oakbridge	480	0.08%	Mairehau North	3,070	0.51%	St Martins	2,860	0.47%
Burnham Camp	1,350	0.22%	Mairehau South	4,070	0.67%	Stanmore	2,580	0.43%
Burnside	3,830	0.63%	Malvern	2,780	0.46%	Starvation Hill-Cust	2,460	0.41%
Burnside Park	3,450	0.57%	Mandeville	1,925	0.32%	Strowan	3,610	0.60%
Burnside West	1,005	0.17%	Marshland	825	0.14%	Styx	1,090	0.18%
Burwood North	2,600	0.43%	McLeans Island	160	0.03%	Sumner	3,620	0.60%
Burwood South	3,610	0.60%	Merivale	3,130	0.52%	Swannanoa-Eyreton	1,045	0.17%
Bush Inn	3,410	0.56%	Methven	2,110	0.35%	Sydenham Central	230	0.04%
Cairnbrae	1,594	0.26%	Middleton	215	0.04%	Sydenham North	2,330	0.38%
Casebrook	4,360	0.72%	Mona Vale	1,505	0.25%	Sydenham South	2,910	0.48%
Cashmere East	3,630	0.60%	Motukarara	640	0.11%	Sydenham West	1,425	0.24%
Cashmere West	3,310	0.55%	Mount Pleasant	4,040	0.67%	Tai Tapu	1,405	0.23%
Charing Cross	965	0.16%	Netherby	2,590	0.43%	Teddington	285	0.05%
Charleston (Christchurch City)	1,690	0.28%	New Brighton	3,490	0.58%	Templeton	1,845	0.30%
Chertsey	1,875	0.31%	Newtons Road	3,870	0.64%	Tinwald North	1,500	0.25%
Christchurch Airport	170	0.03%	North Beach	4,240	0.70%	Tinwald South	2,510	0.41%
Christchurch Central	180	0.03%	Northcote (Christchurch City)	2,880	0.48%	Torlesse	1,270	0.21%
Christchurch Central-East	2,990	0.49%	Northlands (Christchurch City)	125	0.02%	Tower Junction	205	0.03%
Christchurch Central-North	2,970	0.49%	Northwood	3,740	0.62%	Trents	2,060	0.34%
Christchurch Central-South	885	0.15%	Oaklands East	3,500	0.58%	Tuahiwi	995	0.16%
Christchurch Central-West	1,325	0.22%	Oaklands West	3,060	0.51%	Upper Riccarton	1,905	0.31%
Clarkville	1,545	0.26%	Ohoka	1,765	0.29%	Waikuku	705	0.12%
Clearwater	825	0.14%	Opawa	1,335	0.22%	Waikuku Beach	1,075	0.18%
Clifton Hill	1,890	0.31%	Otakaro-Avon River Corridor	70	0.01%	Waimairi Beach	1,350	0.22%
Dallington	2,540	0.42%	Oxford	2,350	0.39%	Wainoni	2,930	0.48%
Darfield	3,420	0.56%	Oxford Estate	1,405	0.23%	Waitikiri	2,840	0.47%
Deans Bush	2,630	0.43%	Papanui East	2,440	0.40%	Waltham	2,380	0.39%
Diamond Harbour	1,720	0.28%	Papanui North	2,050	0.34%	West Eyreton	1,610	0.27%
Edgeware North	1,550	0.26%	Papanui West	3,270	0.54%	West Melton	2,700	0.45%
Edgeware South	3,520	0.58%	Paparua	1,020	0.17%	Westmorland	2,680	0.44%
Eiffelton	2,439	0.40%	Parklands	4,220	0.70%	Wharenui	2,920	0.48%
Ensors	2,450	0.40%	Pegasus	4,130	0.68%	Wigram East	1,020	0.17%

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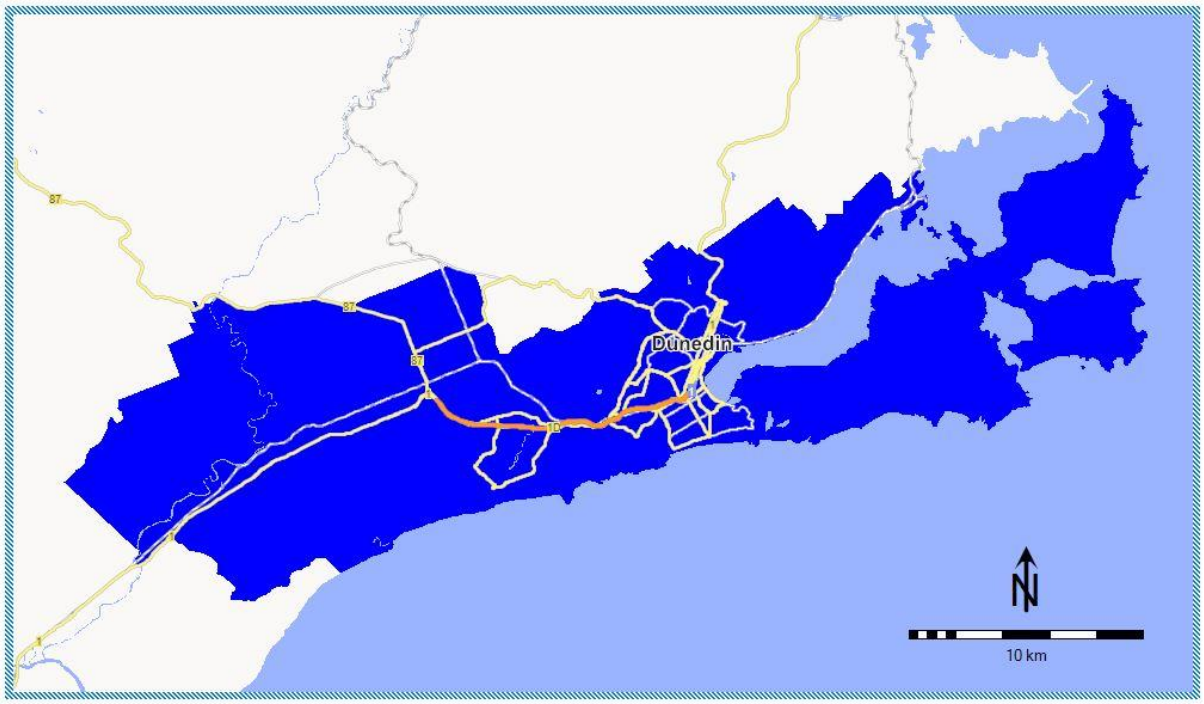
Christchurch Statistical Areas

1. Christchurch								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Eyrewell	2,120	0.35%	Pegasus Bay	1,080	0.18%	Wigram North	1,290	0.21%
Faringdon	6,990	1.15%	Phillipstown	4,600	0.76%	Wigram South	1,690	0.28%
Fendalton	2,060	0.34%	Port Hills	60	0.01%	Wigram West	1,680	0.28%
Fernside	1,425	0.24%	Prebbleton North	2,610	0.43%	Winchmore-Wakanui	1,680	0.28%
Glenroy-Hororata	1,360	0.22%	Prebbleton South	3,060	0.51%	Woodend	3,500	0.58%
Glentunnel	1,275	0.21%	Prestons	2,570	0.42%	Woolston East	3,350	0.55%
Governors Bay	980	0.16%	Prestons Park	2,590	0.43%	Woolston North	3,610	0.60%
Hagley Park	25	0.00%	Queenspark	3,720	0.61%	Woolston South	520	0.09%
Halkett	1,745	0.29%	Rakaia	1,710	0.28%	Woolston West	1,325	0.22%
Halswell North	2,710	0.45%	Rangiora Central	15	0.00%	Yaldhurst	2,360	0.39%
Halswell South	2,590	0.43%	Rangiora North East	1,865	0.31%	**1. Christchurch**	**605,496**	**100.0%**

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DUNEDIN



Dunedin Regions
Dunedin

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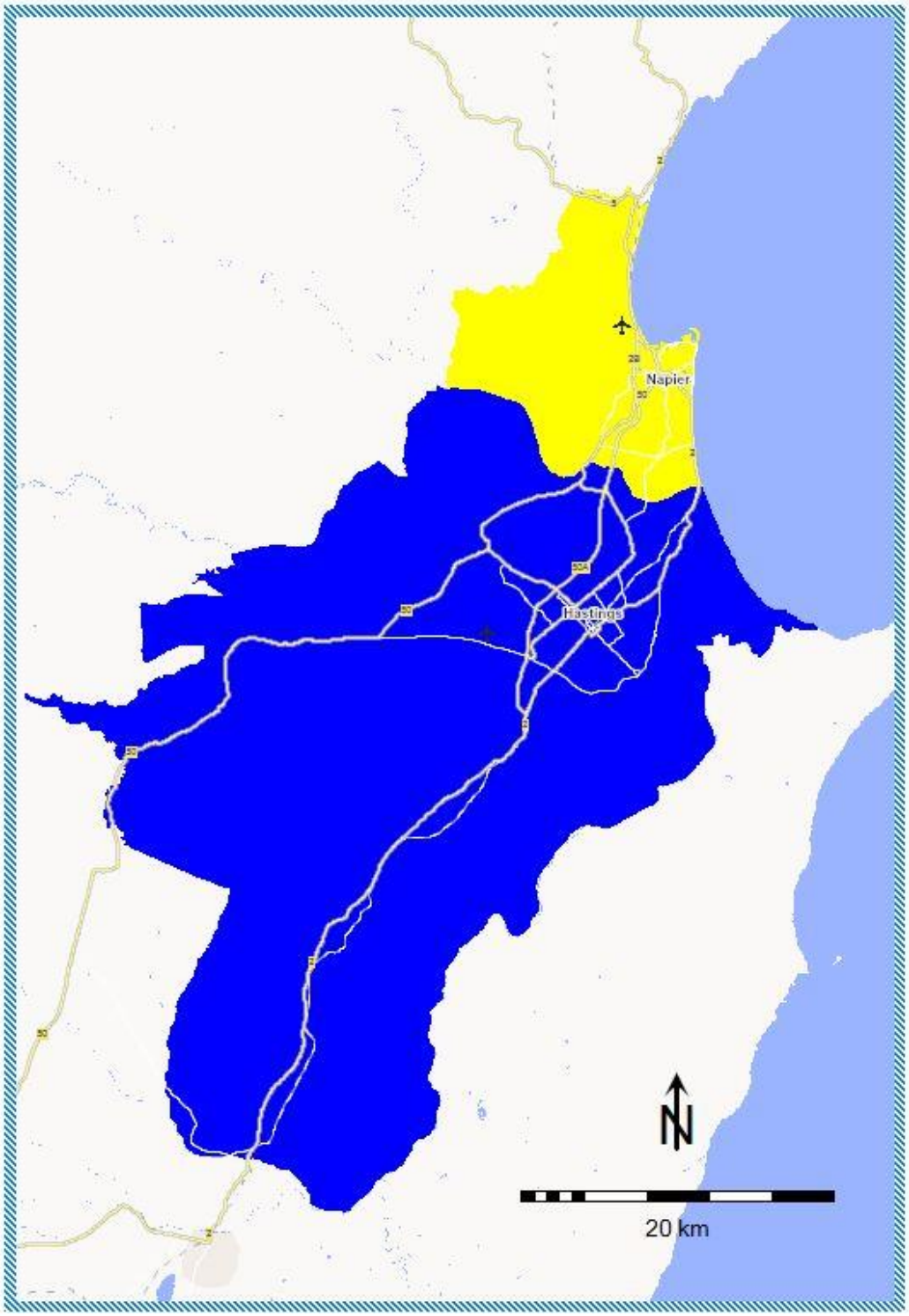
Dunedin Statistical Areas

1. Dunedin								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Abbotsford	3,090	2.40%	Green Island	2,430	1.89%	Pine Hill-Dalmore	2,460	1.91%
Andersons Bay	2,540	1.97%	Halfway Bush	1,960	1.52%	Port Chalmers	1,450	1.13%
Arthur Street	1,660	1.29%	Harbourside	230	0.18%	Ravensbourne-St Leonards	2,010	1.56%
Belleknowes	2,350	1.83%	Helensburgh	1,290	1.00%	Roseneath-Sawyers Bay	1,595	1.24%
Brighton	1,585	1.23%	Hillside-Portsmouth Drive	105	0.08%	Roslyn (Dunedin City)	3,020	2.35%
Broad Bay-Portobello	1,295	1.01%	Kaikorai-Bradford	1,215	0.94%	Royal Terrace	1,755	1.36%
Brockville	2,530	1.97%	Kenmure	2,110	1.64%	Saddle Hill-Chain Hills	1,360	1.06%
Bush Road	2,360	1.83%	Kew (Dunedin City)	1,815	1.41%	Seddon Park	3,370	2.62%
Calton Hill	1,615	1.26%	Macandrew Bay-Company Bay	1,670	1.30%	Shiel Hill	1,875	1.46%
Campus North	2,640	2.05%	Maori Hill	2,600	2.02%	South Dunedin	2,420	1.88%
Campus South	2,140	1.66%	Maryhill	2,450	1.90%	St Clair	2,500	1.94%
Campus West	1,850	1.44%	Momona	1,982	1.54%	St Kilda North	2,620	2.04%
Caversham	2,220	1.73%	Mornington	3,080	2.39%	St Kilda South	3,120	2.43%
Concord	1,585	1.23%	Mosgiel Central	2,690	2.09%	Taieri	910	0.71%
Corstorphine	2,050	1.59%	Mosgiel East	3,150	2.45%	Tainui	2,100	1.63%
Dunedin Central	2,290	1.78%	Mount Cargill	187	0.15%	Wakari	4,420	3.44%
East Taieri	2,570	2.00%	Musselburgh	1,585	1.23%	Waldronville	1,450	1.13%
Fairfield (Dunedin City)	2,680	2.08%	Normanby (Dunedin City)	1,340	1.04%	Waverley (Dunedin City)	2,870	2.23%
Fernhill	1,865	1.45%	North East Valley Chingford	1,750	1.36%	Wingatui	1,025	0.80%
Forbury	1,425	1.11%	North East Valley Knox	2,720	2.11%	**1. Dunedin**	**128,634**	**100.0%**
Gardens (Dunedin City)	3,990	3.10%	Opoho	1,305	1.01%			
Glenleith	1,385	1.08%	Otago Peninsula	925	0.72%			

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HAWKES BAY



Hawkes Bay Regions	
1	Hastings
2	Napier

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Hawkes Bay Statistical Areas

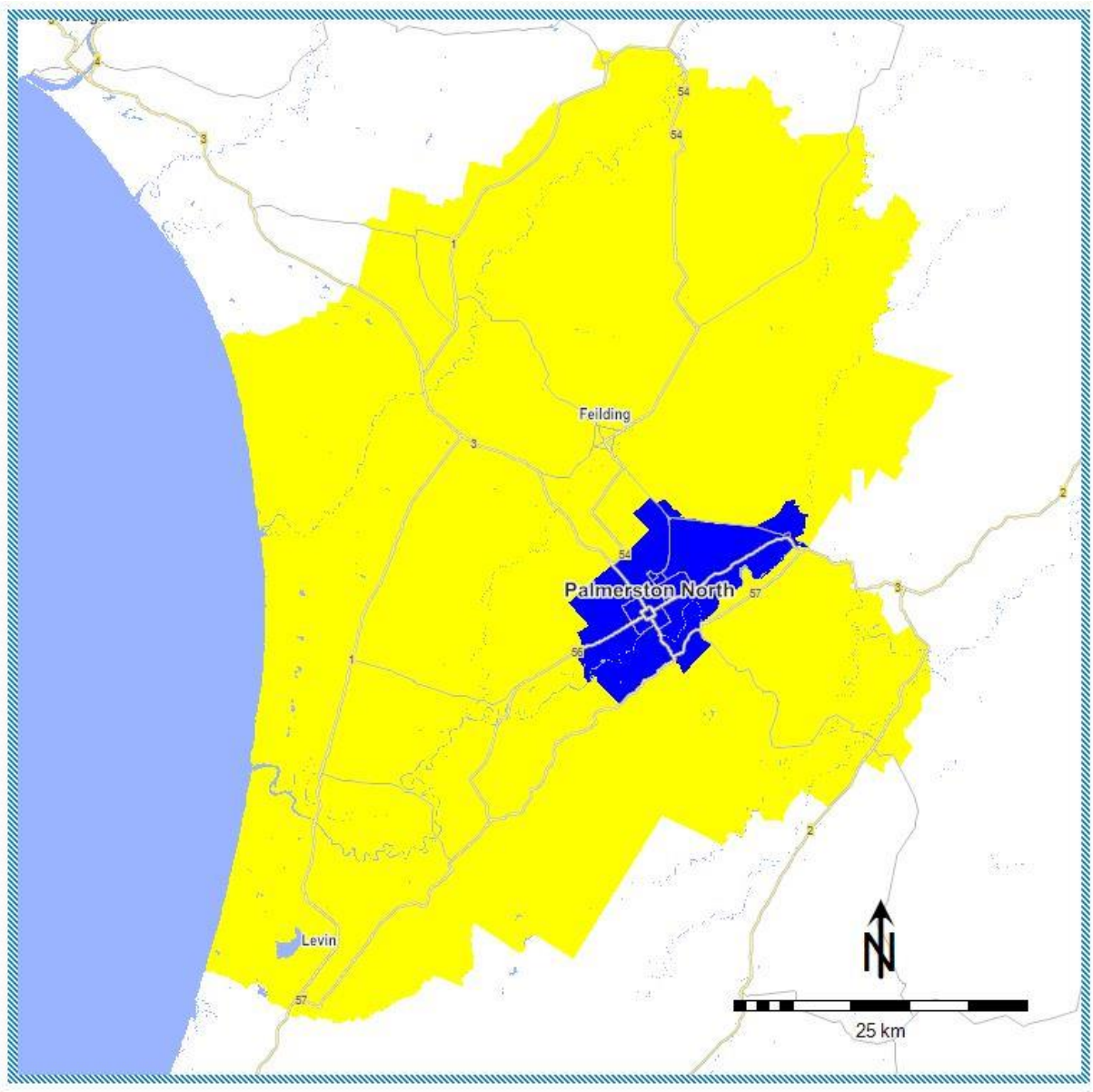
1. Hastings								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Akina Park	2,620	1.65%	Irongate	425	0.27%	Parkvale	2,390	1.50%
Bridge Pa	1,285	0.81%	Kahuranaki	248	0.16%	Poukawa	1,505	0.95%
Brookvale	2,580	1.62%	Karamu	1,440	0.91%	Puketapu-Eskdale	221	0.14%
Camberley	2,480	1.56%	Karanema-St Hill	1,825	1.15%	Queens Square	2,220	1.40%
Clive	2,110	1.33%	Lochain Park	3,460	2.18%	Raceway Park	2,140	1.35%
Cornwall Park	3,340	2.10%	Longlands-Pukahu	2,110	1.33%	Raureka	3,610	2.27%
Flaxmere Park	3,030	1.91%	Lucknow	1,685	1.06%	Sherenden-Crownthorpe	441	0.28%
Flaxmere South	3,180	2.00%	Mahora	3,010	1.89%	St Leonards	3,050	1.92%
Flaxmere West	3,260	2.05%	Mangaonuku	415	0.26%	Te Awanga	755	0.48%
Frimley	3,800	2.39%	Mangarara	2,002	1.26%	Te Mata Hills	1,075	0.68%
Hastings Central	505	0.32%	Mangateretere	1,555	0.98%	Tomoana	415	0.26%
Haumoana	1,205	0.76%	Maraekakaho	164	0.10%	Tomoana Crossing	2,720	1.71%
Havelock Hills	1,590	1.00%	Mayfair	3,430	2.16%	Twyford	750	0.47%
Havelock North-Central	455	0.29%	Omahu Strip	295	0.19%	Waipawa	2,560	1.61%
Hereworth	3,010	1.89%	Omahu-Pakowhai	1,920	1.21%	**1. Hastings**	**88,286**	**55.55%**
Iona	2,700	1.70%	Parkhaven	3,300	2.08%			

2. Napier								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Ahuriri	1,075	0.68%	McLean Park	2,710	1.71%	Puketapu-Eskdale	1,989	1.25%
Bay View (Napier City)	2,430	1.53%	Meeanee-Awatoto	3,810	2.40%	Tamatea East	1,860	1.17%
Bledisloe Park	2,490	1.57%	Napier Central	500	0.31%	Tamatea North	1,830	1.15%
Bluff Hill	2,730	1.72%	Nelson Park	2,310	1.45%	Tamatea West	2,090	1.32%
Greenmeadows Central	1,470	0.92%	Onekawa Central	1,665	1.05%	Taradale Central	2,510	1.58%
Greenmeadows South	2,150	1.35%	Onekawa East	1,790	1.13%	Taradale South	2,620	1.65%
Greenmeadows West	1,875	1.18%	Onekawa South	3,540	2.23%	Taradale West	1,925	1.21%
Hospital Hill	3,110	1.96%	Onekawa West	305	0.19%	Tareha Reserve	3,430	2.16%
Maraekakaho	1,057	0.66%	Pirimai East	2,390	1.50%	Westshore	1,285	0.81%
Maraenui	4,030	2.54%	Pirimai West	1,795	1.13%	**2. Napier**	**70,646**	**44.45%**
Marewa East	3,710	2.33%	Poraiti Flat	1,495	0.94%			
Marewa West	1,815	1.14%	Poraiti Hills	855	0.54%			

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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	855	0.48%	Maraetarata	1,550	0.88%	Roslyn (Palmerston North City)	2,630	1.49%
Ashhurst	3,470	1.96%	Milson North	2,650	1.50%	Royal Oak (Palmerston North City)	2,820	1.60%
Awapuni North	3,890	2.20%	Milson South	3,220	1.82%	Ruahine	1,685	0.95%
Awapuni South	3,570	2.02%	Milverton	2,130	1.20%	Ruamahanga	2,920	1.65%
Cloverlea (Palmerston North City)	1,940	1.10%	Newbury	2,040	1.15%	Takaro North	3,500	1.98%
Esplanade	2,350	1.33%	Palmerston North Airport	145	0.08%	Takaro South	2,610	1.48%
Fitzherbert	1,594	0.90%	Palmerston North Central	1,185	0.67%	Terrace End	3,820	2.16%
Highbury East	3,090	1.75%	Palmerston North Hospital	2,740	1.55%	Tremaine	710	0.40%
Hokowhitu Central	2,440	1.38%	Papaioea North	2,730	1.54%	Turitea	405	0.23%
Hokowhitu East	3,340	1.89%	Papaioea South	2,110	1.19%	West End	3,180	1.80%
Hokowhitu South	2,080	1.18%	Park West	1,925	1.09%	Westbrook	3,230	1.83%
Kelvin Grove North	2,460	1.39%	Pihauatua	134	0.08%	Whakarongo	1,855	1.05%
Kelvin Grove West	2,660	1.50%	Pioneer West	265	0.15%	**1. Palmerston North Urban**	**90,009**	**50.92%**
Linton Camp	1,681	0.95%	Poutoa	2,400	1.36%			

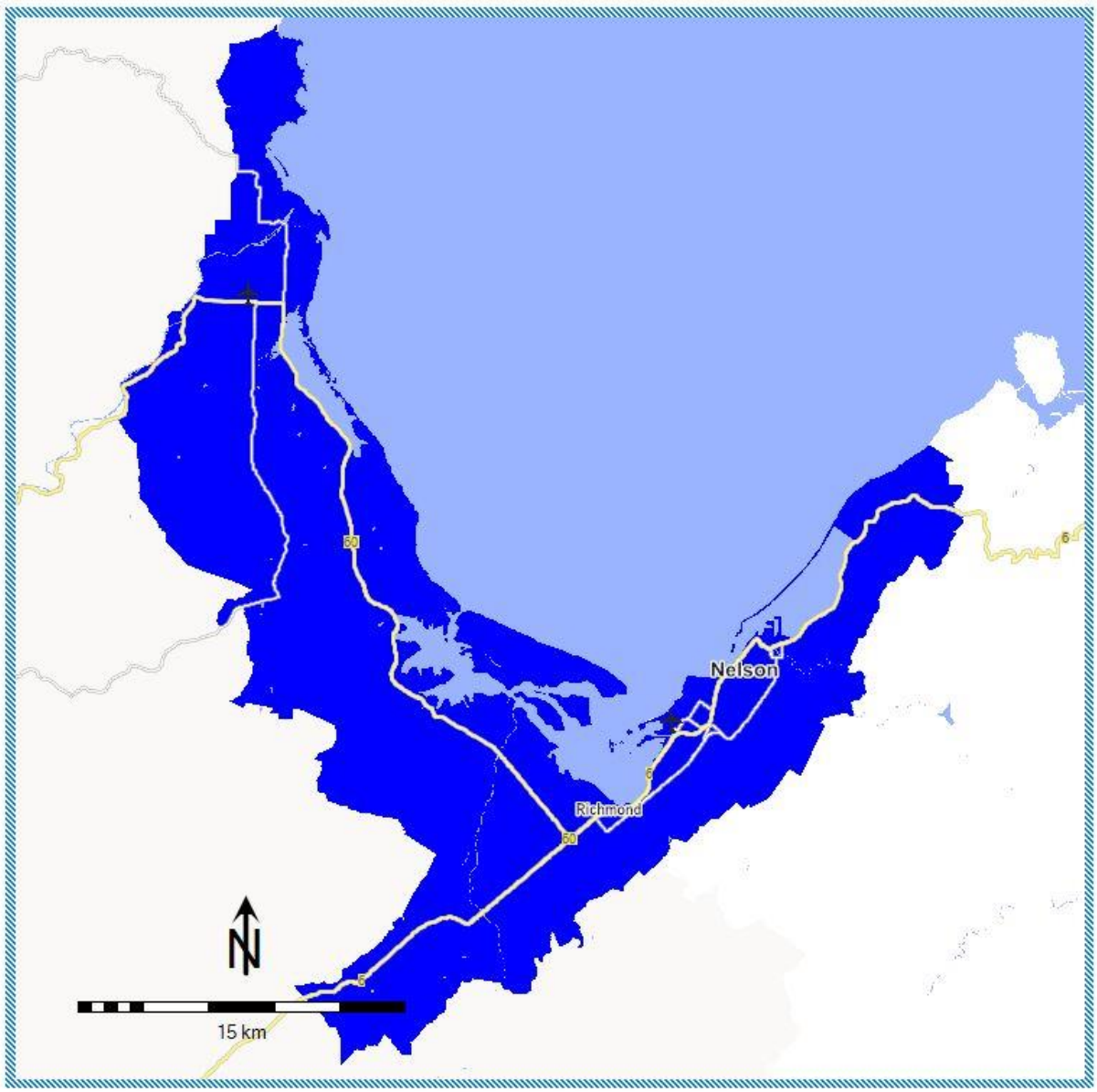
2. Rest Of Manawatu								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aokautere Rural	1,035	0.59%	Kiwitea	1,340	0.76%	Parewanui	950	0.54%
Awahuri	2,350	1.33%	Levin Central	1,195	0.68%	Pihauatua	946	0.54%
Bulls	2,400	1.36%	Linton Camp	119	0.07%	Playford Park	1,980	1.12%
Donnelly Park	1,295	0.73%	Makahika	1,070	0.61%	Pohangina-Apiti	1,170	0.66%
Fairfield (Horowhenua District)	1,460	0.83%	Makino	3,430	1.94%	Queenwood (Horowhenua District)	2,210	1.25%
Feilding Central	1,095	0.62%	Makomako	1,605	0.91%	Sandon	2,450	1.39%
Fitzherbert	406	0.23%	Mangatainoka	1,521	0.86%	Shannon	1,610	0.91%
Foxton Beach	2,150	1.22%	Marton North	3,290	1.86%	Taikorea	1,460	0.83%
Foxton North	1,485	0.84%	Marton Rural	1,009	0.57%	Taitoko	2,060	1.17%
Foxton South	1,850	1.05%	Marton South	2,460	1.39%	Taonui	1,890	1.07%
Kauwhata	2,220	1.26%	Miranui	2,010	1.14%	Tararua	1,940	1.10%
Kawiu North	1,975	1.12%	Mount Taylor	725	0.41%	Tokorangi	2,500	1.41%
Kawiu South	2,720	1.54%	Ohakea-Sanson	1,595	0.90%	Waikawa (Horowhenua District)	491	0.28%
Kere Kere	1,055	0.60%	Ohau-Manakau	489	0.28%	Waiopehu	1,645	0.93%
Kimbolton North	3,910	2.21%	Oroua Downs	1,485	0.84%	Waitarere	2,470	1.40%
Kimbolton South	2,340	1.32%	Otairi	689	0.39%	Warwick	1,545	0.87%
Kimbolton West	2,810	1.59%	Pahiatua	2,860	1.62%	**2. Rest of Manawatu**	**86,766**	**49.08%**

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SURVEY AREA

NELSON



Nelson Regions
Nelson

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Nelson Statistical Areas

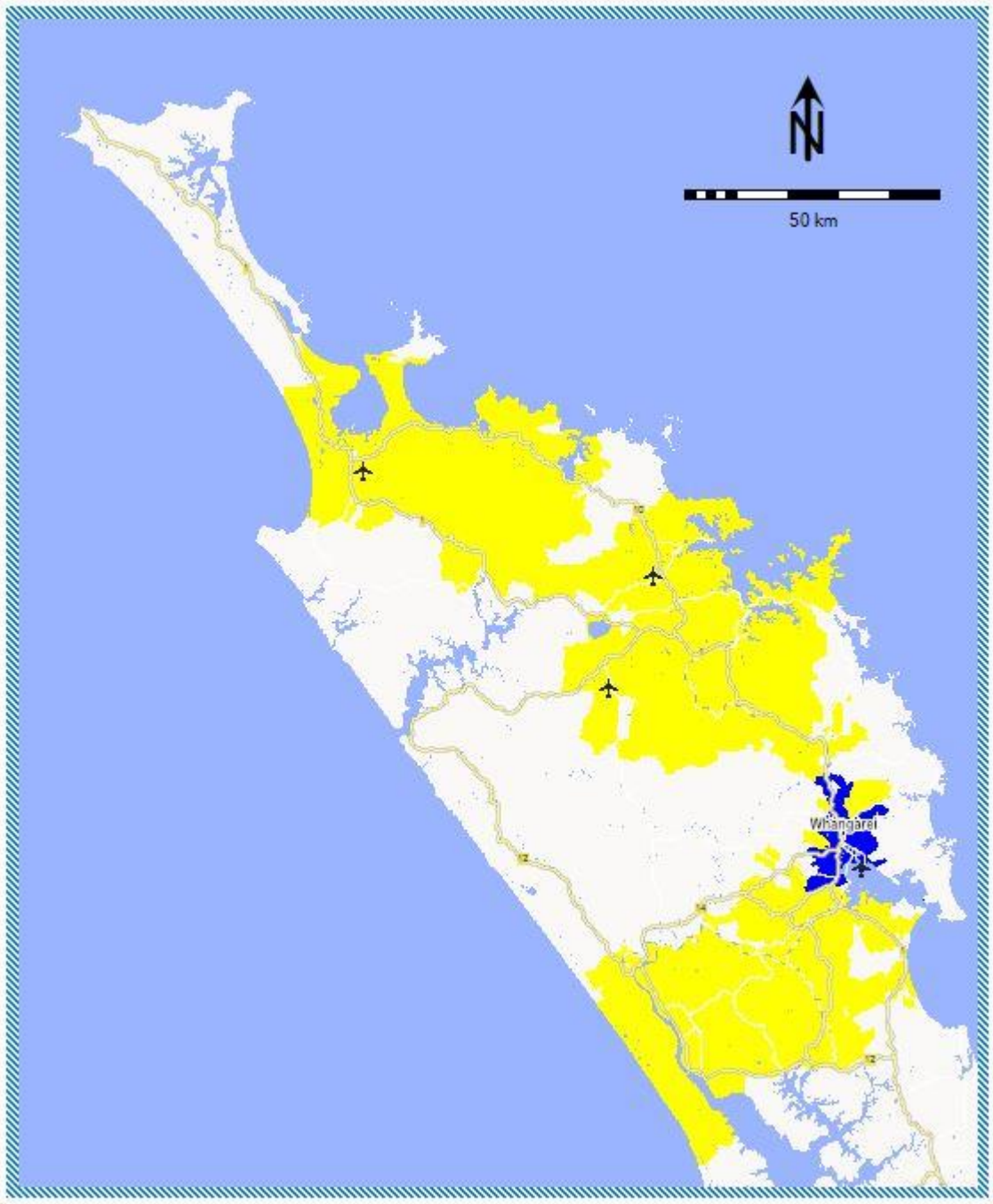
1. Nelson								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aldinga	3,070	3.04%	Maitlands	2,290	2.27%	Saxton	30	0.03%
Aniseed Valley	555	0.55%	Mapua	1,710	1.69%	Suffolk	2,500	2.47%
Appleby (Tasman District)	795	0.79%	Marybank	1,110	1.10%	Tahuna Hills	3,060	3.03%
Atawhai	2,930	2.90%	Motueka East	3,040	3.01%	Tahunanui	2,920	2.89%
Ben Cooper Park	2,510	2.48%	Motueka North	2,550	2.52%	Templemore	1,995	1.97%
Brightwater	2,350	2.32%	Motueka West	2,680	2.65%	The Brook	2,040	2.02%
Britannia	1,890	1.87%	Moutere Hills	2,820	2.79%	The Wood	2,960	2.93%
Broadgreen-Monaco	2,460	2.43%	Nayland	2,290	2.27%	Toi Toi	1,845	1.82%
Daelyn	1,785	1.77%	Nelson Airport	85	0.08%	Upper Moutere	338	0.33%
Easby Park	2,890	2.86%	Nelson Central-Trafalgar	905	0.90%	Victory	1,715	1.70%
Enner Glynn	3,120	3.09%	Nelson Rural	1,606	1.59%	Waimea Inlet	1,045	1.03%
Fairose	1,885	1.86%	Omaio	4,070	4.03%	Waimea West	1,230	1.22%
Grampians	2,700	2.67%	Port Nelson	100	0.10%	Wakefield	2,515	2.49%
Hope	905	0.90%	Richmond Central (Tasman District)	1,975	1.95%	Wakefield Rural	355	0.35%
Islands Tasman District	105	0.10%	Richmond South (Tasman District)	1,105	1.09%	Washington	3,060	3.03%
Kaiteriteri-Riwaka	1,995	1.97%	Richmond West (Tasman District)	3,230	3.19%	Wilkes Park	2,360	2.33%
Lower Moutere	1,930	1.91%	Ruby Bay	1,550	1.53%	**1. Nelson**	**101,099**	**100.0%**
Maitai	1,430	1.41%	Rutherford	2,710	2.68%			

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SURVEY AREA

NORTHLAND



Northland Regions	
1	Whangarei Urban
2	Rest of Northland

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Northland Statistical Areas

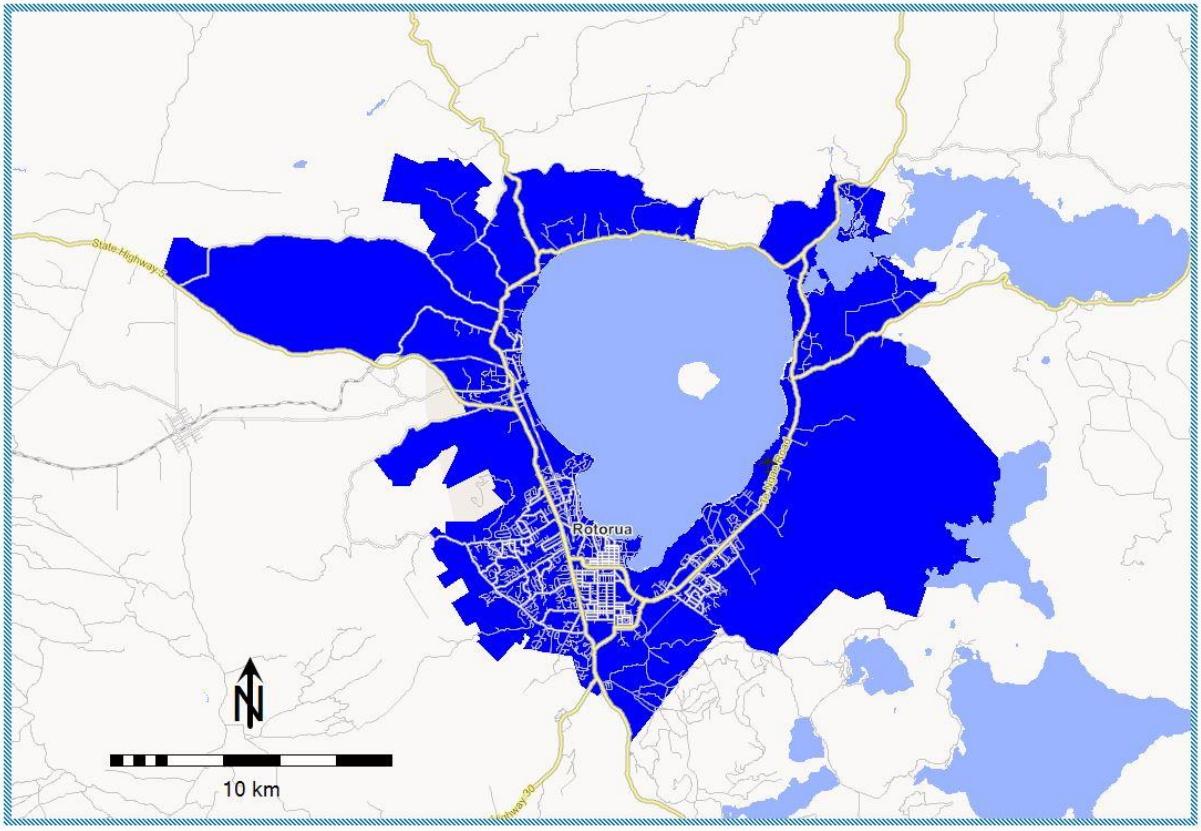
1. Whangerei Urban								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Abbey Caves-Glenbervie	1,306	0.92%	Matarau	110	0.08%	Riverside	2,220	1.56%
Granfield Reserve	3,460	2.42%	Maunu	2,790	1.96%	Sherwood Rise	2,570	1.80%
Hikurangi	321	0.22%	Morningside (Whangarei District)	2,610	1.83%	Tarewa	2,220	1.56%
Horahora	1,835	1.29%	Onerahi	2,580	1.81%	Tikipunga North	4,320	3.03%
Kamo Central	1,810	1.27%	Onerahi Park	1,695	1.19%	Tikipunga South	4,120	2.89%
Kamo East	3,360	2.35%	Otaika-Portland	1,495	1.05%	Whangarei Central	955	0.67%
Kamo West	2,200	1.54%	Otangarei	2,280	1.60%	Whau Valley	2,900	2.03%
Kauri	1,637	1.15%	Parua Bay	414	0.29%	Woodhill-Vinetown	3,060	2.14%
Kensington (Whangarei District)	3,340	2.34%	Port-Limeburners	190	0.13%	**1. Whangerei Urban**	**63,277**	**44.34%**
Kiripaka	418	0.29%	Pukenui	861	0.60%			
Mairtown	2,510	1.76%	Raumanga	3,690	2.59%			

2. Rest Of Northland								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Abbey Caves-Glenbervie	184	0.13%	Matarau	110	0.08%	Puketotara	2,080	1.46%
Bream Bay	312	0.22%	Mataraua Forest	605	0.42%	Rangaunu Harbour	2,760	1.93%
Dargaville	5,210	3.65%	Matawaia-Taumarere	1,435	1.01%	Rangitane-Purerua	1,382	0.97%
Doubtless Bay	2,690	1.89%	Maungaru	1,414	0.99%	Rangitihi	1,020	0.71%
Haruru	1,230	0.86%	Maungatapere	949	0.67%	Riverview	2,660	1.86%
Kaeo	211	0.15%	Maungaturoto	101	0.07%	Ruakaka	938	0.66%
Kaikohe	4,860	3.41%	Moerewa	2,120	1.49%	Ruawai-Matakohe	2,549	1.79%
Kaipara Coastal	2,434	1.71%	Ngapuhi	1,985	1.39%	Russell	805	0.56%
Kaitaia East	2,730	1.91%	Oakleigh-Mangapai	2,510	1.76%	Russell Forest-Rawhiti	785	0.55%
Kaitaia West	3,650	2.56%	Ohaeawai-Waimate North	1,330	0.93%	Russell Peninsula	725	0.51%
Karikari Peninsula	1,470	1.03%	Okaihau	365	0.26%	Taemaro-Oruaiti	1,060	0.74%
Kauri	142	0.10%	Omahuta Forest-Horeke	158	0.11%	Tangonge	939	0.66%
Kawakawa	1,630	1.14%	Opua (Far North District)	1,280	0.90%	Waipapa	950	0.67%
Kerikeri Central	2,800	1.96%	Oruru-Parapara	1,015	0.71%	Waipu	1,188	0.83%
Kerikeri South	2,880	2.02%	Otamatea (Kaipara District)	1,252	0.88%	Whakapaku	795	0.56%
Kiripaka	364	0.26%	Paihia	1,705	1.19%	Whangaruru	308	0.22%
Lake Manuwai-Kapiro	2,460	1.72%	Pakaraka	760	0.53%	**2. Rest Of Northland**	**79,421**	**55.66%**
Mangakahia-Hukerenui	333	0.23%	Peria	1,290	0.90%			
Maromaku	875	0.61%	Puketona-Waitangi	1,630	1.14%			

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ROTORUA



Rotorua Regions
Rotorua

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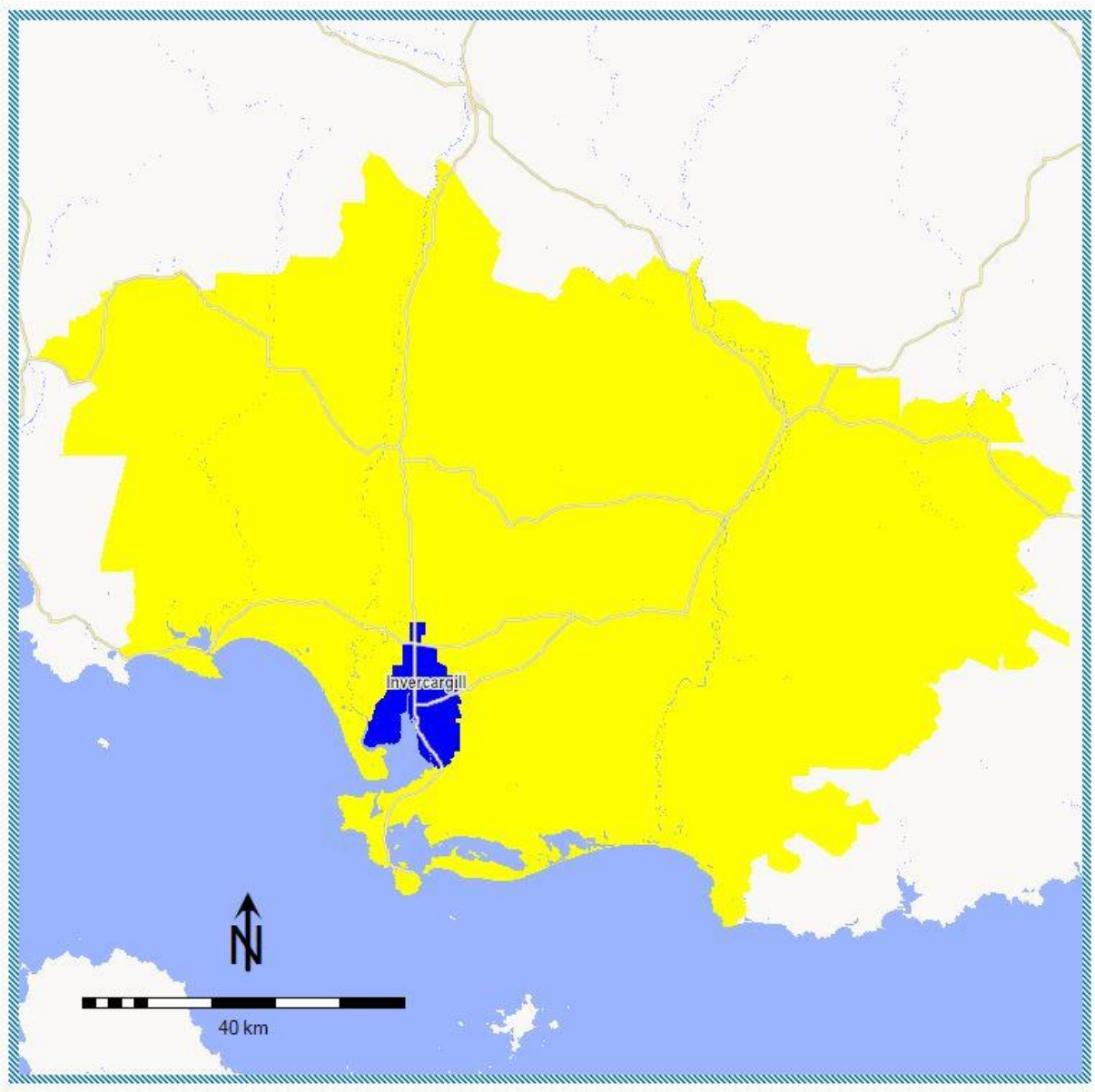
Rotorua Statistical Area

1. Rotorua								
Statistical Areas	**Pop. 0+**	**Shr 0+**	**Statistical Areas**	**Pop. 0+**	**Shr 0+**	**Statistical Areas**	**Pop. 0+**	**Shr 0+**
Fairy Springs	1,935	2.84%	Mangakakahi West	2,360	3.47%	Selwyn Heights	1,205	1.77%
Fenton Park	1,805	2.65%	Ngapuna	425	0.62%	Springfield North	1,775	2.61%
Fordlands	2,810	4.13%	Ngongotaha East	1,980	2.91%	Springfield South	2,050	3.01%
Glenholme North	3,040	4.47%	Ngongotaha South	1,510	2.22%	Sunnybrook	2,240	3.29%
Glenholme South	2,060	3.03%	Ngongotaha West	1,700	2.50%	Tihiotonga-Whakarewarewa	865	1.27%
Hamurana	1,130	1.66%	Owhata East	3,260	4.79%	Tui Ridge	1,079	1.59%
Hillcrest (Rotorua District)	2,070	3.04%	Owhata West	3,460	5.08%	Utuhina	1,625	2.39%
Holdens Bay-Rotokawa	1,350	1.98%	Pleasant Heights	2,200	3.23%	Victoria	2,330	3.42%
Kawaha	2,000	2.94%	Pomare	1,880	2.76%	Waiohewa	1,110	1.63%
Koutu	2,330	3.42%	Pukehangi North	2,890	4.25%	Western Heights (Rotorua District)	2,660	3.91%
Kuirau	1,265	1.86%	Pukehangi South	2,660	3.91%	**1. Rotorua**	**68,067**	**100.0%**
Lynmore	3,540	5.20%	Rotoiti-Rotoehu	828	1.22%			
Mangakakahi Central	90	0.13%	Rotorua Central	550	0.81%			

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SOUTHLAND



Southland Regions	
1	Invercargill Urban
2	Rest of Southland

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Southland Statistical Areas

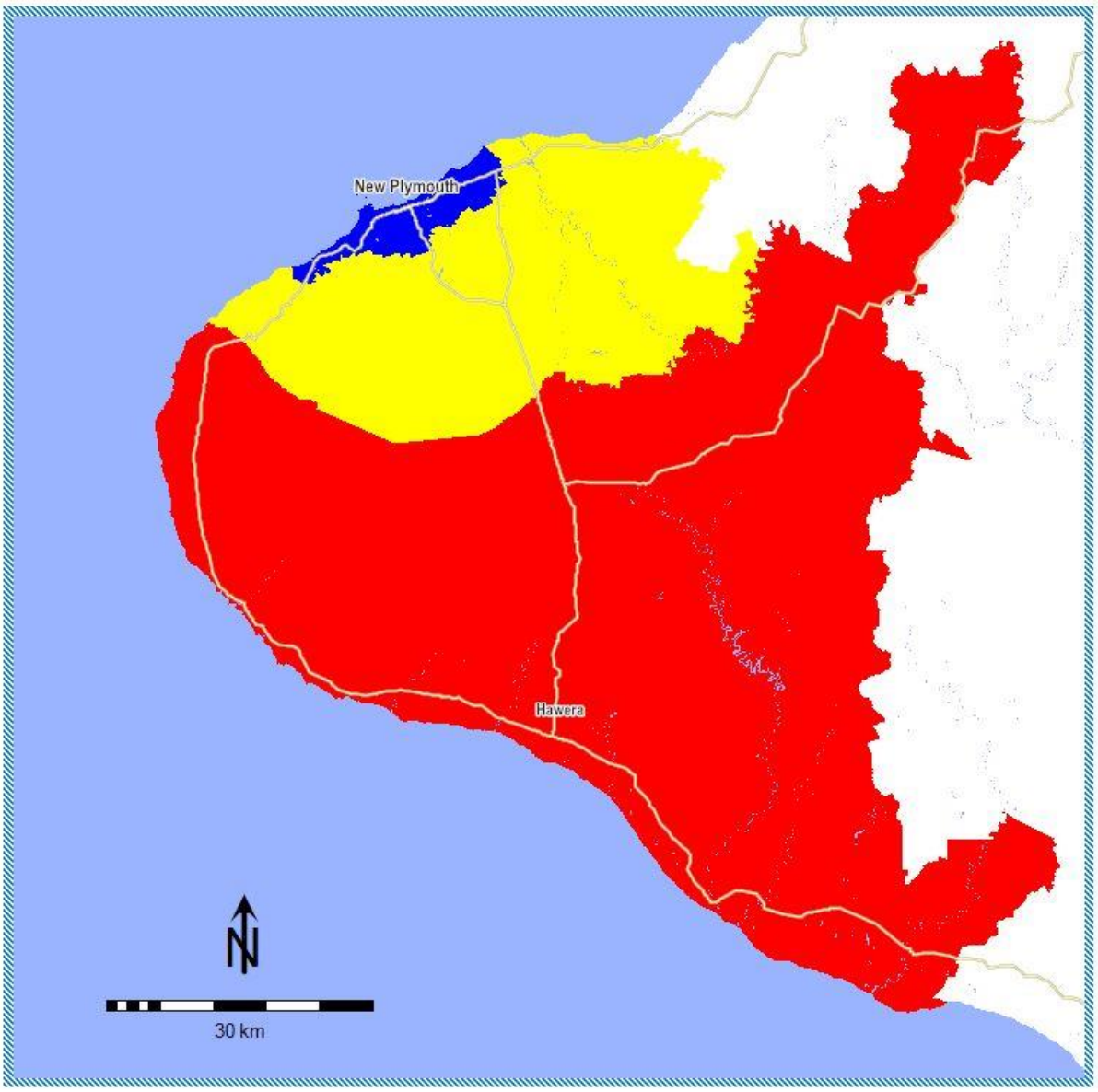
1. Invercargill Urban								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Appleby North (Invercargill City)	2,070	2.19%	Kennington-Tisbury	1,191	1.26%	Strathern	4,210	4.45%
Appleby South (Invercargill City)	1,820	1.92%	Kingswell	2,400	2.53%	Turnbull Thompson Park	1,885	1.99%
Avenal	1,405	1.48%	Myross Bush	479	0.51%	Waikiwi	3,460	3.65%
Clifton-Kew	2,005	2.12%	Newfield	2,120	2.24%	Waverley (Invercargill City)	1,955	2.06%
Georgetown	2,240	2.37%	Otatara	3,298	3.48%	West Plains-Makarewa	1,338	1.41%
Gladstone (Invercargill City)	2,520	2.66%	Prestonville-Grasmere	3,260	3.44%	Windsor	3,400	3.59%
Glengarry	3,540	3.74%	Richmond (Invercargill City)	2,920	3.08%	Woodend-Greenhills	138	0.15%
Heidelberg	2,350	2.48%	Rockdale	1,020	1.08%	**1. Invercargill Urban**	**54,814**	**57.88%**
Invercargill Central	1,570	1.66%	Rosedale-Hargest	2,220	2.34%			

2. Rest Of Southland								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Awarua Plains	1,190	1.26%	Hedgehope	1,285	1.36%	Waianiwa	1,300	1.37%
Bluff	1,835	1.94%	Kennington-Tisbury	334	0.35%	Waikaka	1,095	1.16%
Clinton	920	0.97%	Longwood Forest	200	0.21%	Waimumu-Kaiwera	1,460	1.54%
East Gore	1,535	1.62%	Mataura	1,775	1.87%	Wallacetown	1,260	1.33%
Edendale-Woodlands	2,480	2.62%	Myross Bush	631	0.67%	West Plains-Makarewa	477	0.50%
Gore Central	200	0.21%	Ohai-Nightcaps	1,445	1.53%	Winton	2,580	2.72%
Gore Main	1,165	1.23%	Oreti River	2,250	2.38%	Woodend-Greenhills	532	0.56%
Gore North	1,790	1.89%	Otatara	132	0.14%	Wyndham-Catlins	2,168	2.29%
Gore South	685	0.72%	Otautau	3,080	3.25%	**2. Rest Of Southland**	**39,889**	**42.12%**
Gore West	2,890	3.05%	Riversdale-Piano Flat	210	0.22%			
Grove Bush	1,320	1.39%	Riverton	1,665	1.76%			

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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	3,060	2.35%	Kawaroa	2,580	1.99%	Port Taranaki	15	0.01%
Bell Block East-Puketapu	1,610	1.24%	Lepperton-Brixton	227	0.17%	Spotswood	4,050	3.12%
Bell Block West	3,590	2.76%	Lower Vogeltown	3,130	2.41%	Strandon	2,660	2.05%
Blagdon-Lynmouth	2,750	2.12%	Marfell	1,975	1.52%	Upper Vogeltown	2,990	2.30%
Ferndale	884	0.68%	Merrilands	3,110	2.39%	Waiwhakaiho-Bell Block South	225	0.17%
Fitzroy (New Plymouth District)	2,220	1.71%	Moturoa	1,995	1.53%	Welbourn	3,630	2.79%
Frankleigh Park	3,550	2.73%	New Plymouth Central	1,250	0.96%	Westown	4,820	3.71%
Glen Avon	1,415	1.09%	Oakura	1,725	1.33%	Whalers Gate	2,560	1.97%
Highlands Park (New Plymouth District)	3,250	2.50%	Omata	570	0.44%	**1. New Plymouth Urban**	**63,446**	**48.82%**
Hurdon	2,590	1.99%	Paraite	1,015	0.78%			

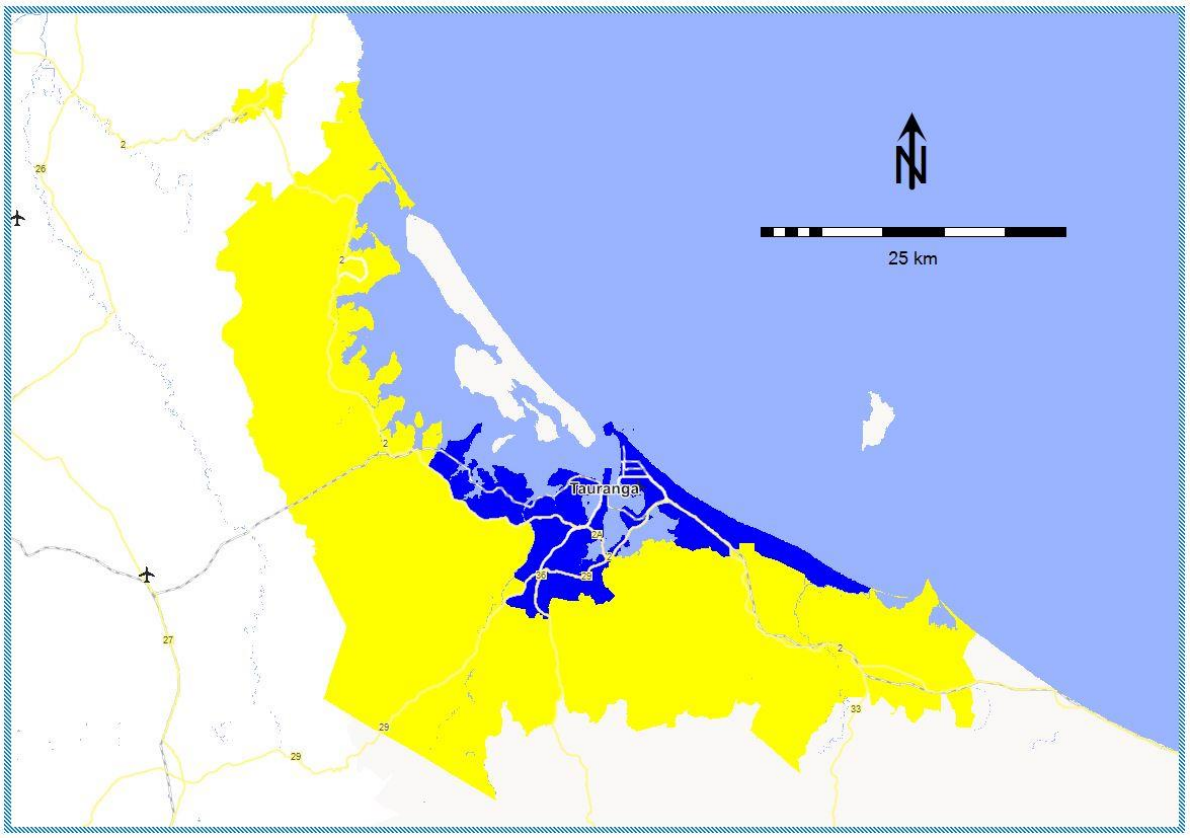
2. North Taranaki								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Everett Park	2,480	1.91%	Lepperton-Brixton	1,763	1.36%	Tikorangi	2,040	1.57%
Ferndale	106	0.08%	Mangaoraka	2,200	1.69%	Waitara East	3,340	2.57%
Inglewood	3,930	3.02%	Mangorei	2,280	1.75%	Waitara West	4,370	3.36%
Kaitake	2,370	1.82%	Tarata	635	0.49%	**2. North Taranaki**	**25,514**	**19.63%**

3. South Taranaki								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Douglas	750	0.58%	Normanby (South Taranaki District)	1,165	0.90%	Stratford South	2,010	1.55%
Eltham	2,160	1.66%	Ohangai	645	0.50%	Taungatara	1,490	1.15%
Hawera Central	2,740	2.11%	Okaiawa	1,350	1.04%	Tawhiti	865	0.67%
Hawera West	1,990	1.53%	Opunake	1,485	1.14%	Te Roti-Moeroa	835	0.64%
Kaponga-Mangatoki	1,420	1.09%	Parihaka	2,480	1.91%	Toko	1,420	1.09%
Kapuni	625	0.48%	Patea	1,295	1.00%	Tururuturu	2,060	1.58%
King Edward Park	1,595	1.23%	Pembroke	1,780	1.37%	Whangamomona	145	0.11%
Manaia	1,070	0.82%	Ramanui	2,140	1.65%	**3. South Taranaki**	**41,010**	**31.55%**
Mangawhio	795	0.61%	Stratford Central	2,260	1.74%			
Manutahi-Waitotora	2,180	1.68%	Stratford North	2,260	1.74%			

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TAURANGA



Tauranga Regions	
1	Tauranga Urban
2	Rest of Tauranga

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Tauranga Statistical Areas

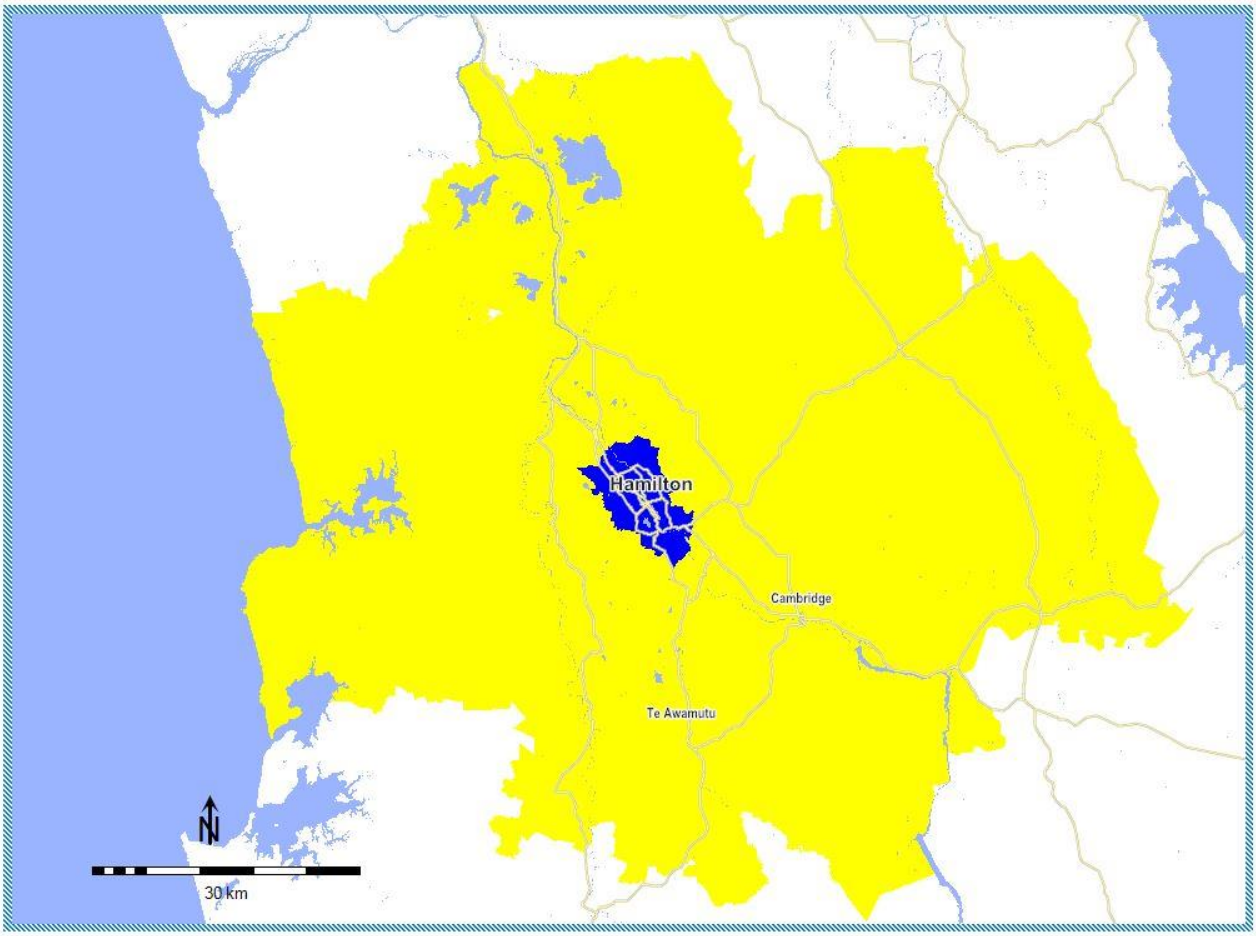
1. Tauranga Urban								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Arataki North	3,250	1.44%	Maungatapu	3,080	1.37%	Pyes Pa East	750	0.33%
Arataki South	3,350	1.49%	Motiti	3,380	1.50%	Pyes Pa North	3,840	1.71%
Baypark-Kairua	975	0.43%	Mount Maunganui Central	405	0.18%	Pyes Pa North West	2,600	1.15%
Bellevue	4,120	1.83%	Mount Maunganui North	3,630	1.61%	Pyes Pa South	2,810	1.25%
Bethlehem Central	4,600	2.04%	Mount Maunganui South	3,230	1.43%	Pyes Pa West	5,280	2.34%
Bethlehem North	3,520	1.56%	Ohauiti	4,030	1.79%	Tauranga Central	2,609	1.16%
Bethlehem South	1,165	0.52%	Omanu Beach	3,210	1.43%	Tauranga Hospital	2,260	1.00%
Brookfield East	3,210	1.43%	Omokoroa North	4,260	1.89%	Tauranga South	4,200	1.87%
Brookfield West	3,290	1.46%	Omokoroa South	1,210	0.54%	Tauriko	236	0.10%
Doncaster	3,750	1.67%	Otumoetai East	3,850	1.71%	Te Maunga North	3,420	1.52%
Fraser Cove	1,205	0.54%	Otumoetai North	2,260	1.00%	Te Maunga South	2,200	0.98%
Gate Pa	4,220	1.87%	Otumoetai South	2,500	1.11%	Te Puna	3,460	1.54%
Greerton North	3,800	1.69%	Pacific Lakes	3,190	1.42%	Te Reti	2,005	0.89%
Greerton South	750	0.33%	Pacific View	3,310	1.47%	Wairakei Central	2,370	1.05%
Hairini	3,610	1.60%	Palm Beach North	3,540	1.57%	Wairakei East-Te Tumu	5,050	2.24%
Judea	2,990	1.33%	Palm Beach South-Gravatt	3,900	1.73%	Wairakei West	3,510	1.56%
Matapihi	825	0.37%	Papamoa Beach North	3,030	1.35%	Yatton Park	3,020	1.34%
Matua North	3,010	1.34%	Papamoa Beach South	2,830	1.26%	**1. Tauranga Urban**	**159,715**	**70.93%**
Matua South	2,470	1.10%	Poike	1,140	0.51%			

2. Rest Of Tauranga								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Aongatete	3,630	1.61%	Pahoia East	2,180	0.97%	Waihi Beach-Bowentown	2,840	1.26%
Athenree	925	0.41%	Pahoia West	1,470	0.65%	Waihi East	1,444	0.64%
Kaimai	2,045	0.91%	Pongakawa	1,124	0.50%	Waihi North	1,905	0.85%
Kaitemako	1,635	0.73%	Pukehina Beach	587	0.26%	Waihi South	2,530	1.12%
Katikati North	2,800	1.24%	Rangiuru	2,700	1.20%	Waiorohi	2,176	0.97%
Katikati South	3,130	1.39%	Tahawai	2,060	0.91%	Waitao	2,100	0.93%
Keenan Road	230	0.10%	Tauriko	114	0.05%	Welcome Bay East	2,800	1.24%
Kopurererua	825	0.37%	Te Puke East	3,170	1.41%	Welcome Bay South	4,140	1.84%
Maketu	1,450	0.64%	Te Puke South	2,960	1.31%	Welcome Bay West	3,110	1.38%
Minden	2,750	1.22%	Te Puke West	4,360	1.94%	**2. Rest Of Tauranga**	**65,464**	**29.07%**
Otawa	1,925	0.85%	Waiau	350	0.16%			

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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%	Glenview	2,730	0.77%	Porritt	3,040	0.85%
Beerescourt	2,500	0.70%	Greensboro	4,950	1.39%	Pukete East	2,480	0.70%
Burbush-Baverstock	1,104	0.31%	Hamilton Central	715	0.20%	Pukete West	2,480	0.70%
Chartwell	2,760	0.77%	Hamilton East	4,250	1.19%	Queenwood (Hamilton City)	2,630	0.74%
Chedworth	2,070	0.58%	Hamilton East Cook	2,340	0.66%	Resthill	2,850	0.80%
Claudelands	3,350	0.94%	Hamilton East Village	3,770	1.06%	Riverlea	2,970	0.83%
Crawshaw	3,710	1.04%	Hamilton Lake North	2,720	0.76%	Rototuna East	2,860	0.80%
Deanwell	2,410	0.68%	Hamilton Lake South	2,150	0.60%	Rototuna North	2,710	0.76%
Dinsdale North	4,210	1.18%	Hamilton West	1,380	0.39%	Rototuna South East	2,450	0.69%
Dinsdale South	4,380	1.23%	Hillcrest East (Hamilton City)	3,720	1.04%	Rototuna South West	2,430	0.68%
Enderley North	2,860	0.80%	Hillcrest West (Hamilton City)	3,350	0.94%	Rototuna West	2,970	0.83%
Enderley South	3,180	0.89%	Huntington	2,680	0.75%	Saint Andrews East	2,680	0.75%
Fairfield North (Hamilton City)	2,630	0.74%	Kahikatea	4,090	1.15%	Saint Andrews West	3,120	0.88%
Fairfield South (Hamilton City)	2,470	0.69%	Kirikiriroa	1,045	0.29%	Silverdale (Hamilton City)	2,410	0.68%
Fairview Downs	3,580	1.01%	Maeroa	4,230	1.19%	St James	2,190	0.61%
Fitzroy (Hamilton City)	3,630	1.02%	Melville North	3,460	0.97%	Swarbrick	3,600	1.01%
Flagstaff East	4,260	1.20%	Melville South	2,920	0.82%	Te Manatu	4,840	1.36%
Flagstaff North East	3,410	0.96%	Miropiko	3,370	0.95%	Te Rapa North	160	0.04%
Flagstaff North West	2,570	0.72%	Nawton East	4,710	1.32%	Te Rapa South	245	0.07%
Flagstaff South	3,520	0.99%	Nawton West	3,990	1.12%	Western Heights (Hamilton City)	3,290	0.92%
Forest Lake (Hamilton City)	2,690	0.76%	Peachgrove	3,830	1.08%	Whitiora	2,920	0.82%
Frankton Junction	985	0.28%	Peacocke	380	0.11%	**1. Hamilton City**	**187,364**	**52.61%**

2. Rest Of Waikato								
Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+	Statistical Areas	Pop. 0+	Shr 0+
Burbush-Baverstock	191	0.05%	Leamington West	1,700	0.48%	Tamahere South	2,350	0.66%
Cambridge Central	1,065	0.30%	Matamata East	2,570	0.72%	Tamahere West	1,920	0.54%
Cambridge East	3,020	0.85%	Matamata North	3,500	0.98%	Tatuanui	1,237	0.35%
Cambridge North	3,000	0.84%	Matamata West	3,530	0.99%	Taupiri-Lake Kainui	2,420	0.68%
Cambridge Park-River Garden	1,660	0.47%	Maungatautari	965	0.27%	Te Akau	1,770	0.50%
Cambridge West	2,820	0.79%	Morrinsville East	4,320	1.21%	Te Aroha East	2,670	0.75%
Eureka-Tauwhare	2,340	0.66%	Morrinsville North	1,935	0.54%	Te Aroha West	2,010	0.56%
Fencourt	830	0.23%	Morrinsville West	3,480	0.98%	Te Awamutu Central	440	0.12%
Fraser Street	1,500	0.42%	Ngahinapouri	1,935	0.54%	Te Awamutu North	1,235	0.35%
Goodfellow Park	1,945	0.55%	Ngaruawahia Central	3,460	0.97%	Te Awamutu Stadium	1,935	0.54%

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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	2,120	0.60%	Ngaruawahia North	2,750	0.77%	Te Awamutu West	1,500	0.42%
Hamilton Park	1,805	0.51%	Ngaruawahia South	2,280	0.64%	Te Kauwhata East	2,090	0.59%
Hautapu	605	0.17%	Oaklands-St Kilda	1,815	0.51%	Te Kauwhata West	1,330	0.37%
Hautapu Rural	760	0.21%	Okauia	1,195	0.34%	Te Kowhai	2,430	0.68%
Hinuera	1,255	0.35%	Pekerau	3,360	0.94%	Te Pahu	1,640	0.46%
Horotiu	805	0.23%	Pirongia	1,395	0.39%	Te Poi	925	0.26%
Horsham Downs	845	0.24%	Pokuru	1,725	0.48%	Te Rahu	945	0.27%
Huntly East	3,580	1.01%	Pukemoremore	2,680	0.75%	Te Uku	2,060	0.58%
Huntly Rural	2,400	0.67%	Pukerimu	1,025	0.29%	Temple View	1,285	0.36%
Huntly South	1,770	0.50%	Raglan	4,030	1.13%	Tokanui	470	0.13%
Huntly West	3,540	0.99%	Richmond Downs-Wardville	1,385	0.39%	Waerenga	965	0.27%
Kainui-Gordonton	1,975	0.55%	Rotokauri	1,145	0.32%	Waharoa-Peria	1,565	0.44%
Kaipaki	1,845	0.52%	Rotongata	955	0.27%	Waihou-Manawaru	1,290	0.36%
Karapiro	2,810	0.79%	Rotoorangi	1,985	0.56%	Waitoa-Ngarua	1,235	0.35%
Kihikihi Central	2,970	0.83%	Ruakura	1,120	0.31%	Whale Bay	1,135	0.32%
Lake Cameron	1,740	0.49%	Sherwin Park	2,180	0.61%	Whangamarino	1,465	0.41%
Lake Ngaroto	1,345	0.38%	St Leger	665	0.19%	Whatawhata East	3,210	0.90%
Leamington Central	2,670	0.75%	Tahuna-Mangateparu	1,362	0.38%	Whatawhata West	600	0.17%
Leamington East	2,210	0.62%	Tahuroa	1,750	0.49%	Whitikahu	2,290	0.64%
Leamington South	2,010	0.56%	Tamahere North	2,750	0.77%	**2. Rest Of Waikato**	**168,795**	**47.39%**

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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+	1,558,000	392,500	542,600	3,905,200	4,764,100
	10-19	232,000	55,000	74,600	576,600	700,100
	20-24	118,000	34,900	39,600	290,700	349,600
	25-39	436,000	108,500	136,700	1,001,600	1,209,700
	40-54	345,000	87,100	115,600	834,900	1,015,000
	55-64	191,000	49,500	73,200	506,500	624,900
	65+	236,000	57,500	102,900	694,900	864,800
Men	10+	773,000	191,900	268,600	1,926,900	2,352,200
	10-19	120,000	27,700	38,500	295,800	359,200
	20-24	61,000	16,900	20,600	149,500	180,100
	25-39	218,000	53,200	69,700	502,700	608,400
	40-54	172,000	43,300	57,000	413,000	502,200
	55-64	93,000	24,200	35,400	244,400	301,100
	65+	109,000	26,600	47,400	321,500	401,200
Women	10+	785,000	200,600	274,000	1,978,300	2,411,900
	10-19	112,000	27,300	36,100	280,800	340,900
	20-24	57,000	18,000	19,000	141,200	169,500
	25-39	218,000	55,300	67,000	498,900	601,300
	40-54	173,000	43,800	58,600	421,900	512,800
	55-64	98,000	25,300	37,800	262,100	323,800
	65+	127,000	30,900	55,500	373,400	463,600
Regions	Region 1	456,000	54,200	542,600	-	-
	Region 2	129,000	38,100		-	-
	Region 3	330,000	102,100		-	-
	Region 4	400,000	198,100		-	-
	Region 5	243,000			-	-

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POPULATION POTENTIALS

		Dunedin	Hawkes Bay	Manawatu	Nelson	Northland
Min. Sample Size		**800**	**800**	**800**	**800**	**800**
People	10+	119,000	142,200	157,000	92,600	126,200
	10-19	19,400	21,300	23,700	12,300	19,100
	20-24	13,700	8,700	11,600	5,000	7,300
	25-39	25,600	31,500	36,500	18,000	25,900
	40-54	22,300	29,300	30,500	19,600	23,800
	55-64	15,300	20,200	21,400	14,300	19,200
	65+	22,700	31,200	33,300	23,400	30,900
Men	10+	56,200	70,400	76,000	45,900	62,100
	10-19	9,200	10,600	12,000	6,400	9,700
	20-24	6,100	4,800	5,800	2,600	3,800
	25-39	12,700	16,500	17,900	9,300	13,100
	40-54	10,800	14,500	14,700	9,600	11,600
	55-64	7,300	9,600	10,100	6,900	9,100
	65+	10,100	14,400	15,500	11,100	14,800
Women	10+	62,800	71,800	81,000	46,700	64,100
	10-19	10,200	10,700	11,700	5,900	9,400
	20-24	7,600	3,900	5,800	2,400	3,500
	25-39	12,900	15,000	18,600	8,700	12,800
	40-54	11,500	14,800	15,800	10,000	12,200
	55-64	8,000	10,600	11,300	7,400	10,100
	65+	12,600	16,800	17,800	12,300	16,100
Regions	Region 1	119,000	78,300	79,700	92,600	55,500
	Region 2	-	63,900	77,300	-	70,700
	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	84,500	114,800	201,400	314,800
	10-19	9,800	12,900	17,700	28,300	50,500
	20-24	3,900	5,400	6,500	11,800	24,300
	25-39	14,600	18,600	23,900	45,600	80,200
	40-54	12,400	17,600	24,400	41,200	66,100
	55-64	7,900	12,100	16,700	27,100	38,600
	65+	11,000	17,900	25,600	47,400	55,100
Men	10+	29,500	42,200	57,300	99,000	154,800
	10-19	5,200	6,600	9,500	14,700	25,700
	20-24	2,100	2,900	3,500	6,600	12,800
	25-39	7,300	9,600	12,000	23,200	40,200
	40-54	6,100	8,800	12,100	20,000	32,500
	55-64	3,700	5,900	8,100	12,800	18,300
	65+	5,100	8,400	12,100	21,700	25,300
Women	10+	30,100	42,300	57,500	102,400	160,000
	10-19	4,600	6,300	8,200	13,600	24,800
	20-24	1,800	2,500	3,000	5,200	11,500
	25-39	7,300	9,000	11,900	22,400	40,000
	40-54	6,300	8,800	12,300	21,200	33,600
	55-64	4,200	6,200	8,600	14,300	20,300
	65+	5,900	9,500	13,500	25,700	29,800
Regions	Region 1	59,600	49,000	56,300	142,000	164,300
	Region 2	-	35,500	22,500	59,400	150,500
	Region 3	-	-	36,000	-	-
	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 28 February, 2025

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2025 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@gfk.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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2025 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 2025 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 - Internet surfing - time spent - Computer tablet device purchase intention - Computer video games and hardware/accessories, purchase intention

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2025 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, S1/25, 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.

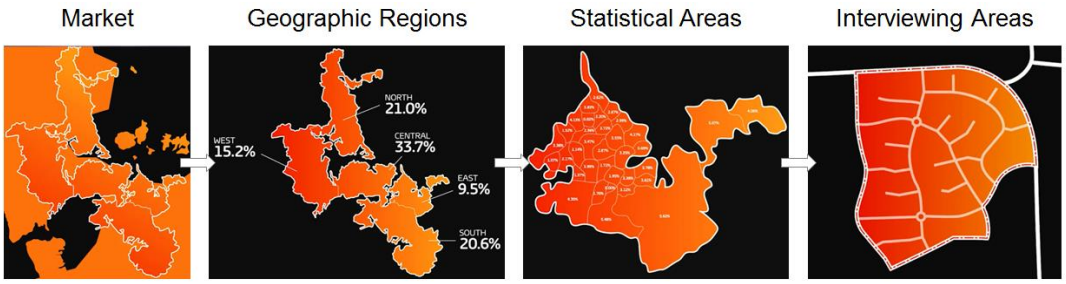
The sample design and size

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 2025 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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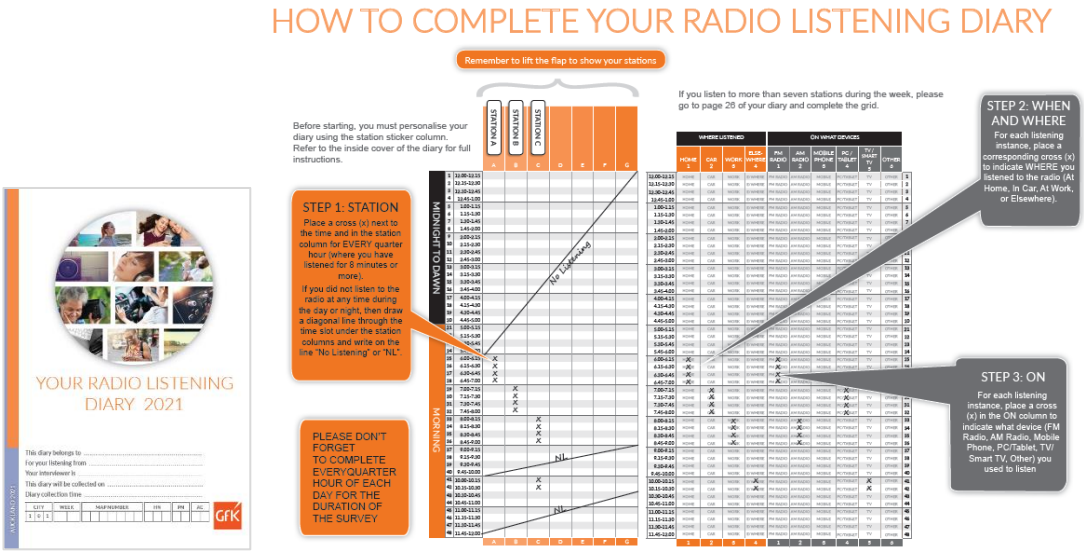
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The paper diary, placement, and collection

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 of New Zealand in matters of a non-competitive nature affecting the industry.

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

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

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

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

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

The Radio Bureau

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

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

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

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