

Data Accuracy

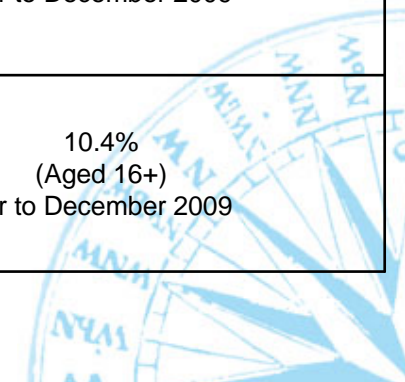
A compilation of various examples

New Zealand

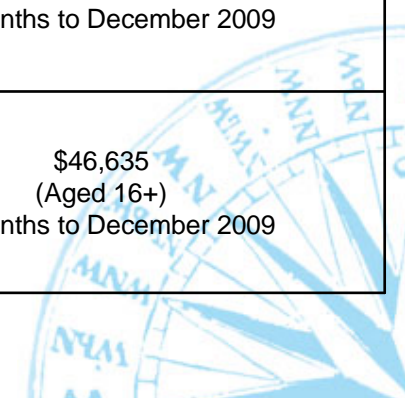
December 2009



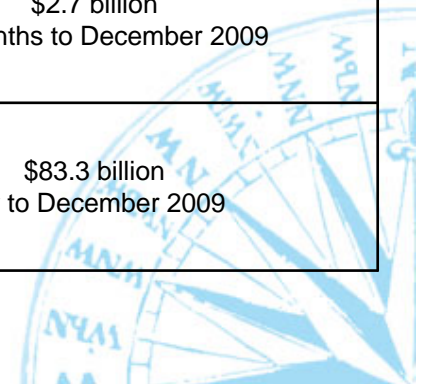
COMPARATIVE STATISTICS		EXTERNAL DATA SOURCE (ALL AGES UNLESS OTHERWISE STATED)	ROY MORGAN SINGLE SOURCE (AGED 14+ UNLESS OTHERWISE STATED)
1	Country of Birth	New Zealand - 77.1% United Kingdom - 6.6% Pacific Islands - 3.5% Australia - 1.6% Europe - 1.8% Other - 9.4% Statistics New Zealand March 2006 Census	New Zealand - 77.2% United Kingdom - 7.6% Pacific Islands - 2.1% Australia - 1.8% Europe - 1.6% Other - 9.7% 12 months to December 2009
2	Labour Force (Number of Employed Persons)	2.2 million (Aged 15+) Household Labour Force Survey Statistics New Zealand Qtr to December 2009	2.2 million (Aged 16+) Qtr to December 2009
3	Labour Force Participation Rate	68% (Aged 15+) Household Labour Force Survey Statistics New Zealand Qtr to December 2009	71% Qtr to December 2009
4	Unemployment Rate	7.1% (Aged 15+) Household Labour Force Survey Statistics New Zealand Qtr to December 2009	10.4% (Aged 16+) Qtr to December 2009



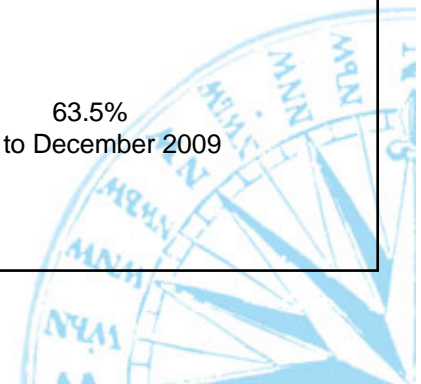
	COMPARATIVE STATISTICS	EXTERNAL DATA SOURCE (ALL AGES UNLESS OTHERWISE STATED)	ROY MORGAN SINGLE SOURCE (AGED 14+ UNLESS OTHERWISE STATED)
5	Average Weekly Income (all sources) Annualised	\$35,360 (Aged 15+) NZ Income Survey Statistics New Zealand Qtr to June 2009	\$35,322 12 months to December 2009
6	Average Weekly Income (all sources) Annualised by Gender	Male - \$42,952 Female - \$28,132 (Aged 15+) NZ Income Survey Statistics New Zealand Qtr to June 2009	Male - \$43,762 Female - \$27,427 12 months to December 2009
7	Average Weekly Income (all sources) Annualised by Ethnic Group	European/Pakeha - \$37,856 Maori - \$28,496 Pacific Islander - \$24,908 (Aged 15+) NZ Income Survey Statistics New Zealand Qtr to June 2009	European/Pakeha - \$37,643 Maori - \$28,151 Pacific Islander - \$22,193 12 months to December 2009
8	Average Weekly Income - Total Employed (all sources) Annualised	\$48,360 (Aged 15+) NZ Income Survey Statistics New Zealand Qtr to June 2009	\$46,635 (Aged 16+) 12 months to December 2009



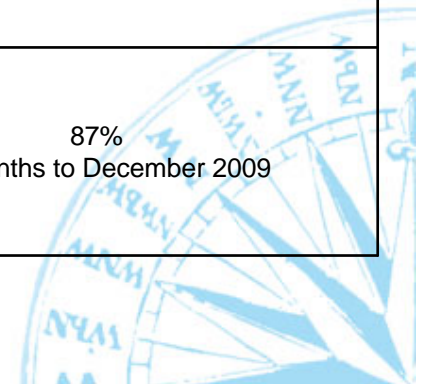
	COMPARATIVE STATISTICS	EXTERNAL DATA SOURCE (ALL AGES UNLESS OTHERWISE STATED)	ROY MORGAN SINGLE SOURCE (AGED 14+ UNLESS OTHERWISE STATED)
9	Average Household Income (all sources) Annualised	\$75,868 (Aged 15+) NZ Income Survey Statistics New Zealand Qtr to June 2009	\$68,668 12 months to December 2009
10	Educational Attainment - Diploma or Degree	716,000* Statistics New Zealand March 2006 Census (* Note: 10.4% of the population unclassified)	1.12 million 12 months to December 2009
11	Resident Households with a Mortgage	35.1% Statistics New Zealand March 2006 Census	33.0% 12 months to December 2009
12	Credit Cards - Average Monthly Billing	\$2.9 billion Reserve Bank of NZ (RBNZ) December 2009	\$2.7 billion 12 months to December 2009
13	Transaction/Call Account Funds Held in Banks	\$74.2 billion Reserve Bank of NZ (RBNZ) December 2009	\$83.3 billion Qtr to December 2009



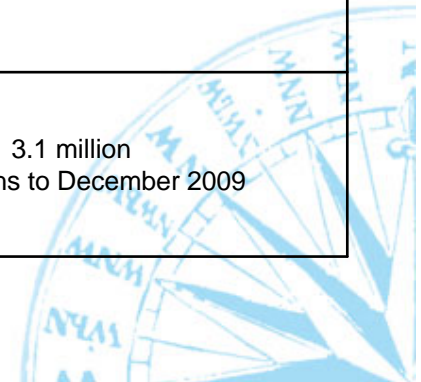
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14	Total Loans - Dollars Outstanding	\$179.2 billion Reserve Bank of NZ (RBNZ) December 2009	\$150.5 billion 12 months to December 2009
15	Mortgages - Dollars Outstanding	\$166.9 billion Reserve Bank of NZ (RBNZ) December 2009	\$137.2 billion 12 months to December 2009
16	Internet Users	3.6 million International Telecommunication Union (ITU) 2009	3.2 million 12 months to December 2009
17	Households with Broadband Connection	63.0% Statistics New Zealand Household Use of Information and Communication Technology Qtr to December 2009	63.5% Qtr to December 2009



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18	Households with Access to a Computer	80% Statistics New Zealand Household Use of Information and Communication Technology Qtr to December 2009	85% Qtr to December 2009
19	Households with a Microwave Oven	82% Ministry of Economic Development March 2001	85% 12 months to December 2009
20	Households with a Dishwasher	39% Ministry of Economic Development March 2001	54% 12 months to December 2009
21	Mobile Phone Penetration	85% Statistics New Zealand Household Use of Information and Communication Technology Qtr to December 2009	87% 12 months to December 2009



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22	Cinema Attendance - Annual Visits	15.3 million The Motion Picture Distributors Association 2009	17.9 million Qtr to December 2009
23	Pay TV Penetration (% of TV Households)	51% Ministry of Economic Development 2006	50% 12 months to December 2009
24	Alcohol Consumption by Gender	Male - 88% Female - 81% (Aged 15+) New Zealand Health Survey 2006/07 Ministry of Health	Male - 85% Female - 82% (Aged 18+) 12 months to December 2009
25	No. of Registered Vehicles	2.9 million* Land Transport Safety Authority June 2008 (* Note: Excludes Rental Cars/Trailers/Caravans)	3.1 million 12 months to December 2009



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26	Country of Main Destination	944,000* departures to Australia from NZ (Aged 15+) Statistics New Zealand 12 months to December 2009 (* Note: Includes multiple trips)	573,000* NZ residents travelled to Australia 12 months to December 2009 (* Note: Most recent trip only)
27	Participation in Sport and Physical Activity	Walking - 72% Badminton - 4% *Netball - 6% Soccer - 5% *Basketball - 6% *Cricket - 7% *Golf - 13% Hockey - 1% Rugby Union - 6% *Tennis - 9% Volleyball - 4% *Aerobics - 8% *Fishing - 19% *Swimming - 35% (Aged 18+) Sport and Recreation New Zealand 1997, 1998 & 2000 combined Sport and Physical Activity Surveys (*Active New Zealand Survey 2007/2008)	Walking - 72% Badminton - 4% Netball - 5% Soccer - 7% Basketball - 3% Cricket - 5% Golf - 12% Hockey - 2% Rugby Union - 3% Tennis - 7% Volleyball - 3% Aerobics - 5% Fishing - 19% Swimming - 30% (Aged 18+) 12 months to December 2009

