

Data Accuracy

A compilation of various examples

New Zealand

December 2010

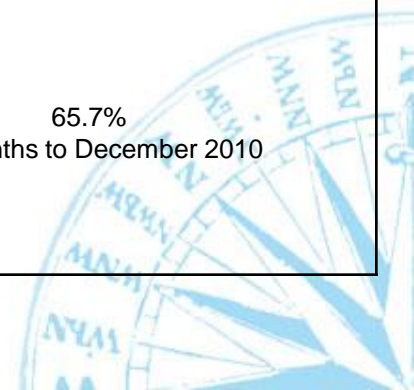


COMPARATIVE STATISTICS		EXTERNAL DATA SOURCE (ALL AGES UNLESS OTHERWISE STATED)	ROY MORGAN SINGLE SOURCE (AGED 14+ UNLESS OTHERWISE STATED)
1	Country of Birth	New Zealand - 77.1% United Kingdom - 6.6% Pacific Islands - 3.5% Australia - 1.6% Europe - 1.8% Other - 9.4% Statistics New Zealand March 2006 Census	New Zealand - 77.8% United Kingdom - 7.4% Pacific Islands - 2.2% Australia - 1.7% Europe - 1.8% Other - 9.1% 12 months to December 2010
2	Labour Force (Number of Employed Persons)	2.2 million (Aged 15+) Household Labour Force Survey Statistics New Zealand Qtr to December 2010	2.2 million (Aged 15+) Qtr to December 2010
3	Labour Force Participation Rate	68% (Aged 15+) Household Labour Force Survey Statistics New Zealand Qtr to December 2010	70% (Aged 15+) Qtr to December 2010
4	Unemployment Rate	6.8% (Aged 15+) Household Labour Force Survey Statistics New Zealand Qtr to December 2010	10.7% (Aged 15+) Qtr to December 2010

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	\$35,724 (Aged 15+) NZ Income Survey Statistics New Zealand Qtr to June 2010	\$35,561 12 months to December 2010
6	Average Weekly Income (all sources) Annualised by Gender	Male - \$43,004 Female - \$28,808 (Aged 15+) NZ Income Survey Statistics New Zealand Qtr to June 2010	Male - \$43,680 Female - \$27,883 12 months to December 2010
7	Average Weekly Income (all sources) Annualised by Ethnic Group	European/Pakeha - \$38,324 Maori - \$28,444 Pacific Islander - \$25,064 (Aged 15+) NZ Income Survey Statistics New Zealand Qtr to June 2010	European/Pakeha - \$37,568 Maori - \$30,640 Pacific Islander - \$28,822 12 months to December 2010
8	Average Weekly Income - Total Employed (all sources) Annualised	\$49,244 (Aged 15+) NZ Income Survey Statistics New Zealand Qtr to June 2010	\$47,444 (Aged 16+) 12 months to December 2010

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	\$77,168 (Aged 15+) NZ Income Survey Statistics New Zealand Qtr to June 2010	\$71,649 12 months to December 2010
10	Educational Attainment - Diploma or Degree	716,000* Statistics New Zealand March 2006 Census (* Note: 10.4% of the population unclassified)	1.17 million 12 months to December 2010
11	Resident Households with a Mortgage	35.1% Statistics New Zealand March 2006 Census	33.8% 12 months to December 2010
12	Credit Cards - Average Monthly Billing	\$3.0 billion Reserve Bank of NZ (RBNZ) December 2010	\$2.8 billion 12 months to December 2010
13	Transaction/Call Account Funds Held in Banks	\$74.8 billion Reserve Bank of NZ (RBNZ) December 2010	\$90.5 billion 12 months to December 2010

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14	Total Loans - Dollars Outstanding	\$183.1 billion Reserve Bank of NZ (RBNZ) December 2010	\$157.5 billion 12 months to December 2010
15	Mortgages - Dollars Outstanding	\$171.0 billion Reserve Bank of NZ (RBNZ) December 2010	\$144.8 billion 12 months to December 2010
16	Internet Users	3.6 million International Telecommunication Union (ITU) 2009	3.2 million 12 months to December 2010
17	Households with Broadband Connection	63.0% Statistics New Zealand Household Use of Information and Communication Technology Qtr to December 2009	65.7% 12 months to December 2010



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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 2010
19	Households with a Microwave Oven	82% Ministry of Economic Development March 2001	85% 12 months to December 2010 (86% - 12 months to December 2001)
20	Households with a Dishwasher	39% Ministry of Economic Development March 2001	56% 12 months to December 2010 (48% - 12 months to December 2001)
21	Mobile Phone Penetration	85% Statistics New Zealand Household Use of Information and Communication Technology Qtr to December 2009	86% 12 months to December 2010

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22	Cinema Attendance - Annual Visits	15.3 million The Motion Picture Distributors Association 2010	20.4 million 12 months to December 2010
23	Pay TV Penetration (% of TV Households)	51% Ministry of Economic Development 2006	52% 12 months to December 2010 (49% - 12 months to December 2006)
24	Alcohol Consumption by Gender	Male - 88% Female - 83% (Aged 16-64) New Zealand Alcohol and Drug Use Survey 2007/08 Ministry of Health	Male - 84% Female - 82% (Aged 18+) 12 months to December 2010
25	No. of Registered Vehicles	2.9 million* Land Transport Safety Authority June 2010 (* Note: Excludes Rental Cars/Trailers/Caravans)	3.2 million 12 months to December 2010

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26	Travel - Country of Main Destination	976,000* departures to Australia from NZ (Aged 15+) Statistics New Zealand 12 months to December 2010 (* Note: Includes multiple trips)	560,000* NZ residents travelled to Australia 12 months to December 2010 (* Note: Most recent trip only)
27	Participation in Sport and Physical Activity	<p>Walking - 72%</p> <p>Badminton - 4%</p> <p>*Netball - 6%</p> <p>Soccer - 5%</p> <p>*Basketball - 6%</p> <p>*Cricket - 7%</p> <p>*Golf - 13%</p> <p>Hockey - 1%</p> <p>Rugby Union - 6%</p> <p>*Tennis - 9%</p> <p>Volleyball - 4%</p> <p>*Aerobics - 8%</p> <p>*Fishing - 19%</p> <p>*Swimming - 35%</p> <p>(Aged 18+)</p> <p>Sport and Recreation New Zealand 1997, 1998 & 2000 combined Sport and Physical Activity Surveys (*Active New Zealand Survey 2007/2008)</p>	<p>Walking - 71%</p> <p>Badminton - 3%</p> <p>Netball - 5%</p> <p>Soccer - 6%</p> <p>Basketball - 3%</p> <p>Cricket - 5%</p> <p>Golf - 11%</p> <p>Hockey - 1%</p> <p>Rugby Union - 3%</p> <p>Tennis - 7%</p> <p>Volleyball - 3%</p> <p>Aerobics - 6%</p> <p>Fishing - 19%</p> <p>Swimming - 29%</p> <p>(Aged 18+)</p> <p>12 months to December 2010</p>