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Data Accuracy






A compilation of examples






New Zealand - June 2018





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Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Labour Force (Number of Employed Persons)	2.6 million (Aged 15+) Household Labour Force Survey Statistics New Zealand Qtr to June 2018	2.5 million (Aged 15+) Qtr to June 2018
	Labour Force Participation Rate	71% (Aged 15+) Household Labour Force Survey Statistics New Zealand Qtr to June 2018	69% (Aged 15+) Qtr to June 2018
	Unemployment Rate	4.5% (Aged 15+) Household Labour Force Survey Statistics New Zealand Qtr to June 2018	6.4% (Aged 15+) Qtr to June 2018
	Average Weekly Income (All Sources) Annualised	\$44,668 (Aged 15+) Labour Market Statistics (Income) Statistics New Zealand Qtr to June 2018	\$43,741 (Aged 15+) Qtr to September 2018
	Average Household Income* (All Sources) Annualised <small>(*Note: Households with at least one person aged 18-64)</small>	\$104,104 (Aged 15+) Labour Market Statistics (Income) Statistics New Zealand Qtr to June 2018	\$105,127 (Aged 15+) 12 months to June 2018

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Pet Ownership (% of Households)	Cat - 44% Dog - 28% Companion Animals in New Zealand 2016 New Zealand Companion Animal Council	Cat - 43% Dog - 26% Qtr to June 2018
	Percentage of Population with an Overweight Body Mass Index	Men - 39.1% Women - 29.9% (Aged 15+) New Zealand Health Survey (2016/17) Ministry of Health	Men - 36.5% Women - 29.1% (Aged 18+) 12 months to June 2018
	Annual Average Expenditure on Electricity (\$ per Household)	\$2,031 12 months to March 2018 Quarterly Retail Sales Survey New Zealand Ministry of Business, Innovation & Employment	\$1,765 12 months to June 2018
	Total listened to Radio in last 7 Days	81% (Aged 10+) GFK New Zealand Commercial Radio Ratings Survey 1 2018	78% 12 months to June 2018
	Tablet Computer Penetration (% of population)	51% research New Zealand Survey of New Zealanders' Use of Smartphones and other Mobile Communication Devices 2015	52% 12 months to June 2018

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Total have a Desktop Computer	57% research New Zealand Survey of New Zealanders' Use of Smartphones and other Mobile Communication Devices 2015	56% Qtr to June 2018
	Alcohol Consumption by Gender (Drunk Alcohol in the last 12 months)	Men - 84% Women - 75% (Aged 15+) New Zealand Health Survey (2016/17) Ministry of Health	Men - 82% Women - 76% (Aged 18+) Qtr to June 2018
	Average Amount in Savings and Investments	\$226,230 per Person Reserve Bank of New Zealand June 2018	\$223,506 per Person 6 months to June 2018
	Total have Smartphone as Main Mobile Phone	70% research New Zealand Survey of New Zealanders' Use of Smartphones and other Mobile Communication Devices 2015	79% Qtr to June 2018
	No. of Registered Vehicles	3.6 million* New Zealand Transport Agency June 2018 (* Note: Excludes Rental Cars/Trailers/Caravans)	3.6 million 12 months to June 2018

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Households with Internet Connection	1.524 million Statistics New Zealand Internet Service Provider Survey June 2018	1.572 million Qtr to June 2018
	Participation in Sports & Physical Activities	Cycling - 7% Mountain Biking - 4% Basketball - 1% Netball - 1% Soccer - 2% Golf - 4% Tennis - 2% Table Tennis - 1% Boxing - 2% Swimming - 7% Fishing (Salt water) - 2% Dancing - 4% Yoga - 7% Pilates - 3% (Aged 18+) Active NZ The New Zealand Participation Survey 2017 Sport New Zealand (* Note: People who have been physically active in sport or recreation in the past 7 days)	Cycling - 8% Mountain Biking - 3% Basketball - 2% Netball - 2% Soccer - 3% Golf - 6% Tennis - 2% Table Tennis - 1% Boxing - 1% Swimming - 7% Fishing (Salt water) - 2% Dancing - 4% Yoga - 6% Pilates - 3% (Aged 18+) Qtr to June 2018 (* Note: Sports and activities participated in regularly)

