



December 2008

New Potentials for Television Analysis

With the release by Statistics New Zealand of the detailed final estimates for the New Zealand Resident Population as at 30th June 2008, we will be updating the audience potentials used for television analysis. This change will take effect from **2am on Sunday 28th December 2008** and will impact on the audience potentials in Arianna, Dataline, Third Party Software applications and the web site reporting system.

The following table shows for the age/gender groups in the weighting matrix the current potentials and those that will apply from the 28th December.

Gender	Age	Current Figures (000's)	From Sunday 28 th December 2008* (000's)
Male	5-12	241.02	238.51
	13-19	226.96	228.17
	20-29	277.27	283.81
	30-39	282.48	278.36
	40-49	306.14	306.63
	50-59	252.96	256.03
	60-69	176.64	184.86
	70+	157.42	162.01
Female	5-12	229.89	227.24
	13-19	217.68	217.97
	20-29	281.80	285.82
	30-39	309.87	305.14
	40-49	325.41	327.25
	50-59	260.18	264.34
	60-69	184.06	192.78
	70+	206.11	209.91
	Males	1920.89	1938.38
	Females	2015.00	2030.45
	Total	3935.89	3968.83

* Based on June 2008 estimates

Please note that in Dataline these potentials are displayed to the nearest tenth unit i.e. all people 5+ is currently shown as 3,935,890 and will display as 3,968,830 from Sunday 28th December.

Please also note that this will have an affect in cost per thousand calculations as the potential audiences have changed.