

December 2005

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 2005, we will be updating the audience potentials used for television analysis. This change will take effect from **2am on Sunday 8th January 2006** and will impact on the audience potentials in both Data.Line 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 8th January.

Gender	Age	Current Figures (000's)	From Sunday 8 th January 2006* (000's)
Male	5-12	245.02	242.79
	13-19	219.10	221.60
	20-29	269.63	273.44
	30-39	286.06	283.36
	40-49	295.51	299.16
	50-59	235.90	242.06
	60-69	154.83	159.85
	70+	147.12	150.67
Female	5-12	230.05	228.48
	13-19	209.16	210.90
	20-29	268.00	270.06
	30-39	309.82	307.51
	40-49	309.16	313.20
	50-59	239.29	246.21
	60-69	160.89	166.38
	70+	199.08	201.24
	Males	1853.17	1872.93
	Females	1925.45	1943.98
	Total	3778.62	3816.91

* Based on June 2005 estimates

Please note that in Data.Line these potentials are displayed to the nearest thousand i.e. all people 5+ is currently shown as 3,779,000 and will display as 3,817,000 from Sunday 8th January.

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