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Data Accuracy






A compilation of examples






New Zealand - June 2020










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Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Country of Birth	New Zealand - 72.6% United Kingdom - 5.7% Australia - 1.6% Europe - 2.1% Pacific Islands - 3.7% Other - 14.3% March 2018 Census Statistics New Zealand	New Zealand - 78.8% United Kingdom - 6.3% Australia - 1.9% Europe - 1.9% Pacific Islands - 1.1% Other - 10.0% 12 months to June 2020
	Labour Force (Number of Employed Persons)	2.7 million (Aged 15+) Household Labour Force Survey Statistics New Zealand Quarter to June 2020	2.6 million (Aged 14+) Quarter to June 2020
	Labour Force Participation Rate	67% Household Labour Force Survey Statistics New Zealand Quarter to June 2020	70% (Aged 14+) Quarter to June 2020
	Persons Purchasing or Ordering Goods or Services via the Internet for Private Use	1.8 million NZ Post The Full Download Report 2018	2.3 million 12 months to June 2020
	Time Spent watching TV (Per Week)	959 minutes (Aged 15+) Where are the Audiences 2020 NZ on Air	954 minutes (Aged 15+) 12 months to June 2020
	Household Expenditure (Weekly)	\$1,349 Household Expenditure Statistics Statistics New Zealand June 2019	\$1,514 12 months to June 2020

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Average Weekly Income (All Sources) Annualised	\$44,980 (Aged 15+) Labour Market Statistics (Income) Statistics New Zealand 12 months to June 2020	\$48,806 (Aged 15+) Quarter to June 2020
	Average Household Income* (All Sources) Annualised (*Note: Households with at least one person aged 18-64)	\$104,988 (Aged 15+) Labour Market Statistics (Income) Statistics New Zealand 12 months to June 2020	\$103,093 (Aged 15+) Quarter to June 2020
	Percentage of Population earning \$2,000 or more a week	7% (Aged 15+) March 2018 Census Statistics New Zealand	9.2% (Aged 15+) 12 months to June 2020 (6.5% - 12 months to June 2018)
	Average Amount in Savings and Investments	\$283,207 per Person Reserve Bank of New Zealand June 2020	\$264,555 per Person 6 months to June 2020
	Percentage of Population with an Overweight Body Mass Index	Men - 40% Women - 31% (Aged 15+) New Zealand Health Survey (2019/20) Ministry of Health	Men - 39% Women - 27% (Aged 18+) Quarter to June 2020

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Average Height	Men - 176 cm Women - 163 cm (Aged 15+) New Zealand Health Survey (2019/20) Ministry of Health	Men - 177 cm Women - 165 cm 12 months to June 2020
	Average Weight	Men - 87 kg Women - 75 kg (Aged 15+) New Zealand Health Survey (2019/20) Ministry of Health	Men - 88 kg Women - 76 kg 12 months to June 2020
	Smoking Incidence	13.2%* (Aged 15+) March 2018 Census Statistics New Zealand (*Regularly smokes one or more cigarettes a day)	10.9%* (Aged 18+) 6 months to June 2020 (12.8%* - 6 months to June 2018) (*Smoked Cigarettes in the last 12 months)
	Alcohol Consumption by Gender (Drunk Alcohol in the last 12 months)	Men - 85% Women - 79% (Aged 15+) New Zealand Health Survey (2019/20) Ministry of Health	Men - 81% Women - 79% (Aged 18+) 12 months to June 2020
	Pet Ownership (% of Households)	Cat - 41% Dog - 34% Companion Animals in New Zealand 2020 Companion Animals New Zealand	Cat - 41% Dog - 27% 12 months to June 2020

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	No. of Registered Vehicles	3.7 million* New Zealand Transport Agency June 2020 (* Note: Excludes Rental Cars/Trailers/Caravans)	3.7 million 12 months to June 2020
	Annual Average Expenditure on Electricity (\$ per Household)	\$2,106 12 months to June 2020 Quarterly Retail Sales Survey New Zealand Ministry of Business, Innovation & Employment	\$1,696 12 months to June 2020
	Total have Smartphone as Main Mobile Phone	85% research New Zealand Survey of New Zealanders' Use of Smartphones and other Mobile Communication Devices 2018	84% 6 months to June 2020
	Desktop Computer Penetration (% of population)	47% research New Zealand Survey of New Zealanders' Use of Smartphones and other Mobile Communication Devices 2018	52% 6 months to June 2020
	Tablet Computer Penetration (% of population)	53% research New Zealand Survey of New Zealanders' Use of Smartphones and other Mobile Communication Devices 2018	52% 6 months to June 2020
	Total Have Post-School Qualification	50.7% (Aged 15+) March 2018 Census Statistics New Zealand	48.9% (Aged 15+) 12 months to June 2020
	Households with Internet Connection	1.52 million Statistics New Zealand Internet Service Provider Survey June 2018	1.51 million 12 months to June 2020