

Breakdown of Weekly Impressions & Unique Browsers

Towns & Cities

Location	PI's	UB's
Towns Total	4,013,644	572,670
North Island	2,763,842	412,079
Kaitia	14,536	3,688
Kerikeri	32,391	6,028
Paihia	13,305	3,437
Whangarei	97,041	19,513
Dargaville	11,284	3,193
Auckland	970,275	172,017
Thames	16,019	4,450
Whitianga	30,422	7,603
Hamilton	189,409	41,474
Tauranga	175,620	33,203
Whakatane	36,574	7,209
Rotorua	62,699	14,777
Tokoroa	6,144	1,721
Gisborne	42,870	7,627
Te Kuiti	4,062	1,226
Taupo	52,533	12,677
Taumarunui	6,450	1,808
Napier	78,718	15,847
Hastings	61,751	10,895
New Plymouth	70,078	13,528
Whanganui	28,923	6,228
Palmerston North	95,338	17,712
Levin	23,378	5,491
Masterton	45,950	9,402
Paraparaumu	44,184	8,439
Wellington	553,888	85,739
Auckland (regions)		
Auckland Central	755,364	155,259
Hunua	7,691	2,128
Manukau	48,099	9,443
North Shore	114,830	20,582
Waitakere	41,099	9,077

Location	PI's	UB's
South Island	2,419,746	181,043
Motueka	24,538	5,032
Nelson	105,935	20,323
Blenheim	68,209	13,436
Westport	11,473	2,866
Reefton	2,635	833
Greymouth	14,221	4,389
Hokitika	8,242	2,721
Kaikoura	9,824	2,789
Christchurch	548,970	81,789
Ashburton	28,260	4,686
Timaru	37,985	6,877
Queenstown	68,122	15,099
Wanaka	38,414	8,019
Oamaru	17,611	3,562
Alexandra	14,191	3,420
Dunedin	143,512	25,727
Invercargill	64,907	11,874
Gore	13,751	2,791
Thames	16,648	4,962

Christchurch (regions)		
City	503,629	79,334
Eastern Suburbs	7,128	1,636
Port Hills	4,822	1,326
Banks Peninsula	10,254	2,465

Wellington (regions)		
City	401,036	75,325
Lytell Bay	10,937	1,928
Lower Hutt	59,287	10,435
Upper Hutt	29,477	6,629
Porirua	28,196	5,557
Kapiti	15,554	3,918
Wainuiomata	7,414	1,536

Results based on numbers from Google Analytics for the week of 4th February 2018

Rural

Location	PI's	UB's
Total Rural	249,393	79,182
North Island	153,279	49,493
Northland	7,077	3,263
Auckland	25,795	15,412
Coromandel	8,047	4,032
Tauamarunui	1,321	761
Waitomo	2,016	985
Kapiti	7,200	2,553
Rotorua	3,874	2,161
Wairarapa	16,864	4,994
Bay of Plenty	9,070	3,841
Wellington	6,953	3,975
Taupo	3,102	1,836
Gisborne	3,639	1,489
Hawkes Bay	13,012	4,052
Taranaki	11,668	4,233
Taihape	2,779	1,144
Waikato	16,585	4,914
Whanganui	3,301	1,127
Manawatu	9,402	2,766
Kapiti-Horowhenua	5,930	1,925

Location	PI's	UB's
South Island	96,739	31,184
Marlborough	5,871	2,621
Nelson	8,245	3,650
Buller	1,398	759
Westland	4,207	1,563
Canterbury Plains	26,241	7,722
Canterbury High Country	6,265	2,744
Christchurch	11,568	5,697
North Otago	1,817	973
Central Otago	3,335	1,817
Dunedin	5,214	2,396
Southland	8,925	2,891
Clutha	2,947	1,175
Southern Lakes	1,219	619

Results based on numbers from Google Analytics for the week of 4th February 2018

Mobile Apps

App	PI's	UB's
MetService App	886,586	204,435
Rural App	192,208	22,390
Marine App	114,511	20,779
Snow App	53,521	8,136

Results based on numbers from Google Analytics, DFP & Firebase for the week of 4th February 2018.
Snow App results based off numbers from Google Analytics & DFP for the week of July 23rd 2017.

Mobile (m.metservice.com)

Location	PI's	UB's
Total Site	1,927,012	264,641
Towns Total	1,104,045	196,326
North Island	620,686	131,984
Kaitaia	4,040	1,202
Kerikeri	8,611	2,251
Whangarei	26,261	6,707
Dargaville	3,065	912
Auckland	195,086	51,322
Thames	4,556	1,488
Whitianga	8,580	2,618
Hamilton	44,568	11,479
Tauranga	44,790	10,673
Whakatane	8,706	2,240
Rotorua	18,940	5,726
Tokoroa	1,704	532
Gisborne	13,215	2,929
Te Kuiti	1,288	377
Taupo	15,754	4,876
Taumarunui	1,699	460
Napier	25,239	5,566
Hastings	20,570	4,221
New Plymouth	16,714	3,808
Whanganui	31,202	7,973
Palmerston North	21,912	4,948
Levin	5,863	1,507
Masterton	13,552	2,898
Paraparaumu	9,461	2,367
Wellington	101,576	24,310

Location	PI's	UB's
South Island	371,585	72,758
Motueka	7,922	1,913
Nelson	28,414	7,282
Blenheim	22,844	4,281
Westport	2,928	893
Reefton	889	265
Greymouth	3,793	1,182
Hokitika	2,614	937
Kaikoura	4,749	1,551
Christchurch	147,809	29,277
Ashburton	9,776	2,155
Timaru	12,338	2,494
Queenstown	20,034	5,483
Wanaka	13,573	3,833
Oamaru	3,924	1,034
Alexandra	3,539	881
Dunedin	37,440	8,995
Invercargill	18,206	3,827
Gore	3,141	716
Thames	4,556	1,488

Homepage	141,860	65,532
Rural Total	154,022	41,727
Marine Total	122,908	37,741
Maps Total	306,465	25,938
Mountain (Summer)	27,953	8,335
Mountain (Winter)	12,990	2,849
Ski (Summer)	1,210	645
Ski (Winter)	66,214	16,595

Results based on numbers from Google Analytics for the week of 4th February 2018.
Winter Results based off numbers for the week of July 23rd 2017.

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