

28 June 2022

9(2)(a)

Tēnā koe 9(2)(a)

I refer to your request received on Monday 13 June, which has been considered under the Official Information Act 1982 (OIA), for the following report:

“Strong Public Media Audience Data Analysis, report prepared by KANTAR New Zealand, March 2021”

I have decided to release the report listed above, subject to information being withheld under the following section of the OIA, as applicable:

- section 9(2)(b)(ii) – to protect the commercial position of the person who supplied the information, or who is the subject of the information

In making my decision, I have considered the public interest considerations in section 9(1) of the OIA. I do not consider these considerations outweigh the need to withhold the information.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that we do not intend to publish our response to your request.

Nāku noa, nā

9(2)(a)

Emily Fabling
Deputy Chief Executive, Policy and Sector Performance