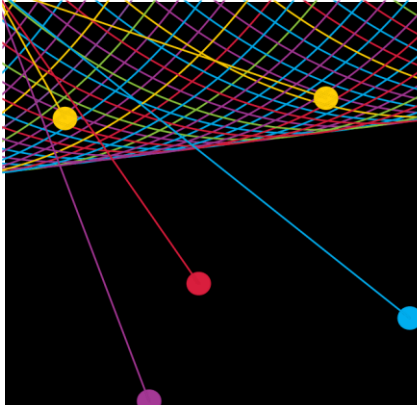




nielsen  
.....

AN UNCOMMON SENSE  
OF THE CONSUMER™



# NIELSEN NATIONAL READERSHIP SURVEY

Q3 2015 – Q2 2016

NEWSPAPER TOPLINES



# ANNOTATIONS

Nielsen Consumer and Media Insights  
Q3 2015 – Q2 2016

## MIXED METHODOLOGY INCORPORATED FROM Q2 2016:

To keep delivering insights that represent New Zealand consumers, we are changing the way we collect Consumer and Media Insights (CMI) data. This will ready us for the future as consumer behaviour evolves.

The information and databases you use for insights remain the same, but behind the scenes, we are updating the methodology and sample size.

We are contemporising the methodology and collecting 25% of the sample via an online survey (previously all face-to-face) to create a mixed methodology.

## SAMPLE SIZE

To ensure the service is both cost efficient and robust, we are changing the sample to 11,000 respondents annually. This will gradually take effect in databases over the next 12 months. The sample size for YE Q2 2016 database is 11,525.

## DELETED PUBLICATIONS:

Rural News

Dairy News

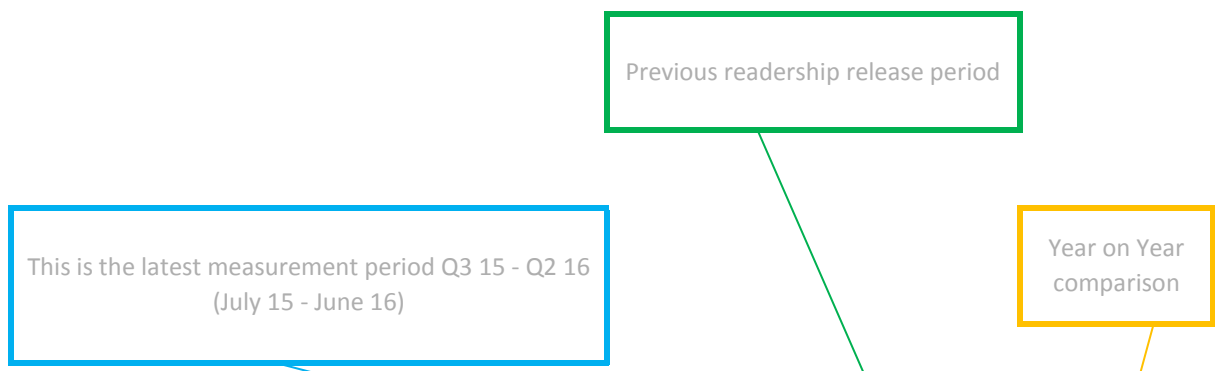
## EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 6th October 2016.

## FURTHER INFORMATION:

If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact your Account Manager or the Nielsen Media Helpdesk 0800 457 226.

# HOW TO READ THIS DOCUMENT



## NEWSPAPER REPORT - NATIONAL

### Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,680	3,686	3,598
SAMPLE SIZE (15+)	11,050	11,210	11,419

### DAILY NEWSPAPERS – METROPOLITAN:

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
NEWSPAPER A	162 4.4%	166 4.5%	177 4.9%

This figure is the amount of people in New Zealand over the age of 15.

It tells us that there were 3.6 million people in New Zealand in the period Q3 15 - Q2 16 (July 15 - June 16)

This figure is the number of people (162,000) over the age of 15 that read a typical issue of Newspaper A in the latest readership period Q3 15 - Q2 16.

\*Average Issue Readership is sometimes described as the number of people who read a "typical issue" within the issue period. The average issue readership for newspapers is built using readership of days read over the past week.

Weekly Coverage refers to all respondents that have read at least one issue of a newspaper in the last 7 days. For more information on these definitions please contact Nielsen.

YEAR ON YEAR COMPARATIVES  
Q3 15 - Q2 16

## NEWSPAPER REPORT - NATIONAL

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,680	3,686	3,598
SAMPLE SIZE (15+)	11,050	11,210	11,419

### DAILY NEWSPAPERS – METROPOLITAN:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
THE NZ HERALD	426 11.6%	411 11.2%	413 11.5%
WAIKATO TIMES	66 1.8%	65 1.8%	67 1.8%
THE DOMINION POST	162 4.4%	166 4.5%	177 4.9%
THE PRESS	162 4.4%	157 4.3%	176 4.9%
OTAGO DAILY TIMES	93 2.5%	95 2.6%	92 2.6%

### DAILY NEWSPAPERS - SUMMARY:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
ALL DAILIES	1169 31.8%	1173 31.8%	1212 33.7%
ALL METROPOLITANS	821 22.3%	809 22.0%	842 23.4%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES)	438 11.9%	444 12.1%	469 13.0%
ALL DAILIES (WEEKLY COVERAGE)	1907 51.8%	1926 52.2%	1955 54.3%
ALL METROPOLITANS (WEEKLY COVERAGE)	1427 38.8%	1424 38.6%	1459 40.5%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	738 20.1%	751 20.4%	772 21.5%

**WEEKLY NEWSPAPERS:**

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
SUNDAY NEWS	119 3.2%	122 3.3%	139 3.9%
SUNDAY STAR TIMES	299 8.1%	303 8.2%	333 9.3%
HERALD ON SUNDAY	308 8.4%	311 8.4%	312 8.7%
NATIONAL BUSINESS REVIEW	43 1.2%	39 1.0%	32 0.9%

**FORTNIGHTLY NEWSPAPERS:**

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
OTAGO SOUTHLAND FARMER	37 1.0%	27 0.7%	34 1.0%

**MONTHLY NEWSPAPERS:**

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
CENTRAL DISTRICTS FARMER	39 1.1%	33 0.9%	43 1.2%
WAIKATO TIMES FARMER	24 0.7%	23 0.6%	26 0.7%

## NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
CANVAS (UNDUPLICATED)	297 8.1%	300 8.1%	293 8.1%
SUNDAY (UNDUPLICATED)	250 6.8%	265 7.2%	295 8.2%
TIMEOUT (UNDUPLICATED)	309 8.4%	313 8.5%	318 8.8%
VIVA (UNDUPLICATED)	254 6.9%	246 6.7%	254 7.0%
YOUR WEEKEND (UNDUPLICATED)	307 8.3%	327 8.9%	334 9.3%
TRAVEL (UNDUPLICATED)	284 7.7%	296 8.0%	278 7.7%
THE BUSINESS (UNDUPLICATED)	273 7.4%	267 7.2%	286 7.9%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	36 1.0%	37 1.0%	36 1.0%
WEEKEND MAGAZINE (UNDUPLICATED)	287 7.8%	301 8.2%	322 8.9%
BITE (UNDUPLICATED)	219 5.9%	217 5.9%	211 5.9%

## NEWSPAPER REPORT - NORTHERN

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
POPULATION POTENTIALS (000s)	2,003	2,005	1,948
(TOTAL 15+):			
SAMPLE SIZE (15+)	5,800	5,865	5,962

### DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
THE NZ HERALD	404 20.2%	392 19.5%	398 20.5%
WAIKATO TIMES	66 3.3%	65 3.2%	67 3.4%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	89 4.5%	91 4.6%	102 5.3%

### WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
SUNDAY NEWS	75 3.8%	79 3.9%	89 4.6%
SUNDAY STAR TIMES	145 7.2%	144 7.2%	166 8.5%
HERALD ON SUNDAY	284 14.2%	293 14.6%	298 15.3%



## NEWSPAPER REPORT - CENTRAL

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
POPULATION POTENTIALS (000s) (TOTAL 15+):	797	801	787
SAMPLE SIZE (15+)	2,509	2,568	2,608

### DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
THE DOMINION POST	149 18.7%	153 19.0%	163 20.8%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	152 19.1%	159 19.8%	150 19.1%

### WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
SUNDAY NEWS	20 2.5%	18 2.2%	25 3.2%
SUNDAY STAR TIMES	76 9.5%	80 10.0%	73 9.3%

## NEWSPAPER REPORT - SOUTHERN

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
POPULATION POTENTIALS (000s) (TOTAL 15+):	880	880	863
SAMPLE SIZE (15+)	2,741	2,777	2,849

### DAILY NEWSPAPERS - METROPOLITAN

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
THE PRESS	162 18.4%	157 17.9%	176 20.4%
OTAGO DAILY TIMES	93 10.6%	95 10.8%	92 10.7%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	131 14.9%	130 14.8%	150 17.4%

**WEEKLY NEWSPAPERS:**

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
SUNDAY NEWS	23 2.7%	25 2.9%	25 2.9%
SUNDAY STAR TIMES	78 8.8%	79 8.9%	94 10.9%

**NEWSPAPER REPORT - AUCKLAND**

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,162	1,162	1,123
SAMPLE SIZE (15+)	3,263	3,301	3,374

**DAILY NEWSPAPERS - METROPOLITAN:**

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
THE NZ HERALD	285 24.5%	278 23.9%	283 25.2%

**WEEKLY NEWSPAPERS:**

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
SUNDAY NEWS	46 4.0%	50 4.3%	58 5.2%
SUNDAY STAR TIMES	107 9.2%	99 8.5%	109 9.7%
HERALD ON SUNDAY	197 17.0%	199 17.1%	194 17.3%

## COMMUNITY NEWSPAPERS:

## Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
FAIRFAX SUBURBAN GROUP (COMBINED AIR)	513 44.2%	530 45.6%	541 48.2%
FAIRFAX SUBURBAN GROUP (WEEKLY COVERAGE)	597 51.4%	617 53.1%	656.9 58.4%
RODNEY TIMES	35 3.0%	48 4.1%	39 3.5%
AUCKLAND CITY HARBOUR NEWS	18 1.6%	23 2.0%	18 1.6%
CENTRAL LEADER	69 5.9%	83 7.2%	86 7.6%
EAST & BAYS COURIER	43 3.7%	42 3.6%	53 4.7%
EASTERN COURIER	78 6.7%	81 7.0%	75 6.7%
MANUKAU COURIER	115 9.9%	99 8.6%	108 9.6%
NORTH HARBOUR NEWS	18 1.6%	15 1.3%	19 1.7%
NOR-WEST NEWS	5 0.4%	10 0.8%	12 1.1%
NORTH SHORE TIMES	96 8.2%	91 7.8%	85 7.6%
PAPAKURA COURIER	27 2.3%	35 3.0%	41 3.7%
WESTERN LEADER	105 9.0%	108 9.3%	110 9.8%

## NATIONAL FIGURES - AUCKLAND COMMUNITIES:

## Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
FAIRFAX SUBURBAN GROUP (COMBINED AIR)	533 14.5%	543 14.7%	551 15.3%
FAIRFAX SUBURBAN GROUP (WEEKLY COVERAGE)	617 16.8%	630 17.1%	668 18.6%
RODNEY TIMES	56 1.5%	67 1.8%	61 1.7%
FRANKLIN COUNTY NEWS	35 0.9%	50 1.3%	52 1.4%
NOR-WEST NEWS	20 0.6%	20 0.5%	17 0.5%

## NEWSPAPER REPORT - HAMILTON

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
POPULATION POTENTIALS (000s) (TOTAL 15+):	146	148	144
SAMPLE SIZE (15+)	600	610	618

### DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
THE NZ HERALD	17 11.4%	12 8.2%	15 10.3%
WAIKATO TIMES	30 20.4%	31 20.7%	35 24.0%

### WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
SUNDAY NEWS	3 1.9%	3 2.1%	6 4.0%
SUNDAY STAR TIMES	8 5.8%	9 6.1%	11 7.4%

### COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
HAMILTON PRESS	59 40.4%	60 40.4%	64 44.7%
HAMILTON NEWS	47 32.5%	43 28.7%	42 28.9%

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
POPULATION POTENTIALS (000s)	324	322	317
(TOTAL 15+):			
SAMPLE SIZE (15+)	976	1,000	1,047

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
THE DOMINION POST	88 27.1%	92 28.6%	98 30.9%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
SUNDAY NEWS	5 1.5%	5 1.4%	5 1.5%
SUNDAY STAR TIMES	32 9.9%	31 9.7%	38 11.9%

COMMUNITY NEWSPAPERS

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
CENTRAL COMMUNITY NEWSPAPERS (WEEKLY COVERAGE)	171 52.9%	168 52.2%	175 55.3%
THE HUTT NEWS	53 16.4%	63 19.5%	66 20.8%
KAPI-MANA NEWS	38 11.9%	39 12.2%	40 12.8%
UPPER HUTT LEADER	23 7.1%	19 5.8%	31 9.8%
WELLINGTONIAN	66 20.5%	58 18.0%	57 17.9%

## NEWSPAPER REPORT - CHRISTCHURCH

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
POPULATION POTENTIALS (000s)	313	315	309
(TOTAL 15+):			
SAMPLE SIZE (15+)	1,038	1,069	1,152

### DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
THE PRESS	109 34.7%	110 35.0%	116 37.7%

### WEEKLY NEWSPAPERS

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
SUNDAY NEWS	10 3.3%	12 3.8%	9 3.0%
SUNDAY STAR TIMES	35 11.2%	37 11.6%	45 14.5%

### COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
THE STAR (CHRISTCHURCH)	105 33.6%	110 34.8%	91 29.6%
CHRISTCHURCH MAIL	110 35.2%	123 39.0%	118 38.2%

## NEWSPAPER REPORT - DUNEDIN

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
POPULATION POTENTIALS (000s) (TOTAL 15+):	99	99	98
SAMPLE SIZE (15+)	379	385	418

### DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
OTAGO DAILY TIMES	43 44.0%	50 50.0%	51 52.1%

### WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
SUNDAY NEWS	1 1.2%	1 1.0%	2 1.9%
SUNDAY STAR TIMES	9 8.9%	12 12.1%	15 15.4%

### COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
THE STAR (DUNEDIN)	43 43.4%	49 49.7%	45 46.0%