

Q2 2018 - Q1 2019

NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q2 2018 - Q1 2019

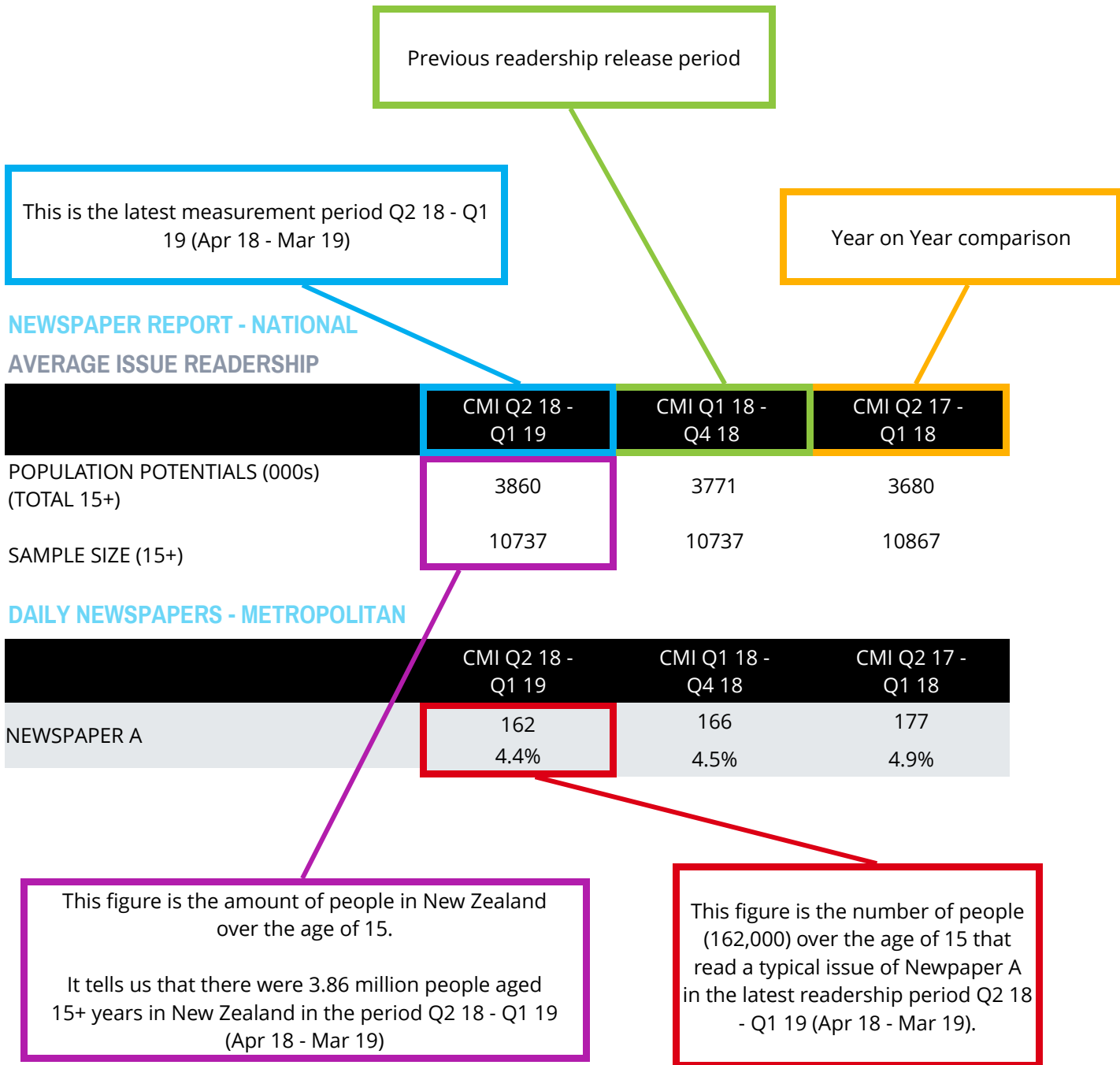
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 20 June 2019.

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



*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

Q2 18 - Q1 19

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,940	3,860	3,860
SAMPLE SIZE 15+	10,050	10,044	10,527

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
THE NEW ZEALAND HERALD	477 12.1%	453 11.7%	459 11.9%
WAIKATO TIMES	45 1.1%	48 1.2%	51 1.3%
THE DOMINION POST	151 3.8%	142 3.7%	159 4.1%
THE PRESS	144 3.6%	143 3.7%	160 4.2%
OTAGO DAILY TIMES	95 2.4%	89 2.3%	89 2.3%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
ALL DAILIES	1,104 28.0%	1,076 27.9%	1,160 30.1%
ALL METROPOLITANS	844 21.4%	808 20.9%	850 22.0%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	339 8.6%	346 9.0%	394 10.2%

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
ALL DAILIES (WEEKLY COVERAGE)	1,830 46.4%	1,774 46.0%	1,880 48.7%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,474 37.4%	1,407 36.5%	1,462 37.9%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	591 15.0%	605 15.7%	681 17.6%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
SUNDAY NEWS	73 1.9%	76 2.0%	90 2.3%
SUNDAY STAR TIMES	214 5.4%	215 5.6%	254 6.6%
HERALD ON SUNDAY	324 8.2%	313 8.1%	349 9.0%

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
CANVAS (UNDUPLICATED)	310 7.9%	300 7.8%	293 7.6%
SPY (UNDUPLICATED)	125 3.2%	116 3.0%	115 3.0%
SUNDAY (UNDUPLICATED)	200 5.1%	208 5.4%	227 5.9%
SUNDAY TRAVEL (UNDUPLICATED)	216 5.5%	204 5.3%	211 5.5%
THE BUSINESS (UNDUP)	267 6.8%	262 6.8%	261 6.8%
TIMEOUT (UNDUPLICATED)	301 7.6%	267 6.9%	256 6.6%
TRAVEL (UNDUPLICATED)	323 8.2%	284 7.4%	288 7.5%
VIVA (UNDUPLICATED)	243 6.2%	223 5.8%	231 6.0%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	22 0.5%	21 0.5%	18 0.5%
WEEKEND MAGAZINE (UNDUPLICATED)	318 8.1%	306 7.9%	293 7.6%
YOUR WEEKEND (UNDUPLICATED)	279 7.1%	276 7.2%	291 7.5%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
NORTH CANTERBURY NEWS	44 1.1%	42 1.1%	

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,170	2,120	2,120
SAMPLE SIZE 15+	5,406	5,389	5,608

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
THE NEW ZEALAND HERALD	446 20.6%	425 20.1%	431 20.3%
WAIKATO TIMES	45 2.1%	48 2.2%	51 2.4%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	94 4.3%	96 4.5%	97 4.6%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
SUNDAY NEWS	39 1.8%	42 2.0%	55 2.6%
SUNDAY STAR TIMES	106 4.9%	103 4.9%	118 5.6%
HERALD ON SUNDAY	300 13.8%	293 13.8%	327 15.4%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	837	824	824
SAMPLE SIZE 15+	2,206	2,231	2,365

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
THE DOMINION POST	135 16.1%	129 15.6%	147 17.9%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	105 12.6%	109 13.2%	133 16.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
SUNDAY NEWS	18 2.2%	17 2.0%	20 2.4%
SUNDAY STAR TIMES	52 6.2%	53 6.4%	73 8.8%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	934	916	916
SAMPLE SIZE 15+	2,438	2,424	2,554

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
THE PRESS	143 15.4%	143 15.6%	160 17.5%
OTAGO DAILY TIMES	95 10.2%	89 9.7%	89 9.7%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	95 10.2%	95 10.3%	114 12.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
SUNDAY NEWS	16 1.7%	18 2.0%	15 1.7%
SUNDAY STAR TIMES	56 6.0%	60 6.5%	63 6.9%

NEWSPAPER REPORT - AUCKLAND

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,263	1,238	1,238
SAMPLE SIZE 15+	3,096	3,070	3,187

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
THE NEW ZEALAND HERALD	310 24.6%	302 24.4%	307 24.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
SUNDAY NEWS	24 1.9%	27 2.2%	35 2.9%
SUNDAY STAR TIMES	66 5.2%	61 4.9%	77 6.2%
HERALD ON SUNDAY	209 16.5%	208 16.8%	226 18.2%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
STUFF SUBURBAN GROUP (COMB AIR)	450 35.7%	458 36.9%	422 34.1%
STUFF SUBURBAN GROUP (WC)	498 39.4%	497 40.2%	536 43.3%
RODNEY TIMES	24 1.9%	23 1.9%	35 2.8%
CENTRAL LEADER	67 5.3%	73 5.9%	83 6.7%
EAST & BAYS COURIER	46 3.7%	47 3.8%	34 2.7%
EASTERN COURIER	67 5.3%	68 5.5%	65 5.3%
MANUKAU COURIER	106 8.4%	97 7.8%	85 6.8%
NORTH HARBOUR NEWS	11 0.9%	10 0.8%	12 1.0%
NOR-WEST NEWS	12 0.9%	9 0.8%	9 0.7%
NORTH SHORE TIMES	74 5.9%	80 6.4%	71 5.7%
PAPAKURA COURIER	19 1.5%	25 2.0%	26 2.1%
WESTERN LEADER	82 6.5%	85 6.9%	90 7.2%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	147	148	158
SAMPLE SIZE 15+	564	556	557

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
THE NEW ZEALAND HERALD	17 11.3%	14 9.4%	15 9.3%
WAIKATO TIMES	26 17.4%	23 15.8%	26 16.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
SUNDAY NEWS	3 1.8%	2 1.4%	2 1.2%
SUNDAY STAR TIMES	6 4.3%	9 5.8%	7 4.5%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
HAMILTON PRESS	48 32.4%	49 32.8%	59 37.5%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	340	334	333
SAMPLE SIZE 15+	868	886	946

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
THE DOMINION POST	85 25.1%	85 25.5%	93 27.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
SUNDAY NEWS	4 1.3%	4 1.3%	8 2.3%
SUNDAY STAR TIMES	22 6.6%	25 7.4%	33 10.0%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	107 31.5%	104 31.1%	127 38.0%
THE HUTT NEWS	56 16.6%	54 16.3%	62 18.6%
KAPI-MANA NEWS	37 10.8%	36 10.9%	48 14.4%
UPPER HUTT LEADER	19 5.7%	22 6.6%	26 7.8%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	335	330	331
SAMPLE SIZE 15+	970	967	1,001

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
THE PRESS	91 27.1%	90 27.3%	107 32.2%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
SUNDAY NEWS	7 2.0%	7 2.2%	7 2.2%
SUNDAY STAR TIMES	26 7.9%	26 7.8%	26 7.9%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
THE STAR (CHRISTCHURCH)	84 25.2%	74 22.5%	84 25.4%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	516	505	502
SAMPLE SIZE 15+	1,306	1,301	1,352

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
THE STAR MAX CIRC (AIR)	164 31.7%	150 29.6%	124 24.8%
BAY HARBOUR NEWS	9 1.8%	10 2.1%	11 2.2%
NORTH CANTERBURY NEWS	44 8.6%	42 8.4%	
SELWYN TIMES	35 6.7%	30 5.9%	34 6.8%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	102	100	100
SAMPLE SIZE 15+	342	331	360

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
OTAGO DAILY TIMES	44 42.8%	38 38.1%	44 43.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
SUNDAY NEWS	2 1.9%	3 2.5%	2 1.6%
SUNDAY STAR TIMES	5 5.4%	5 5.2%	10 10.0%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
THE STAR (DUNEDIN)	47 45.9%		47 47.5%