

Q3 2018 - Q2 2019

# NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

## ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q3 2018 - Q2 2019

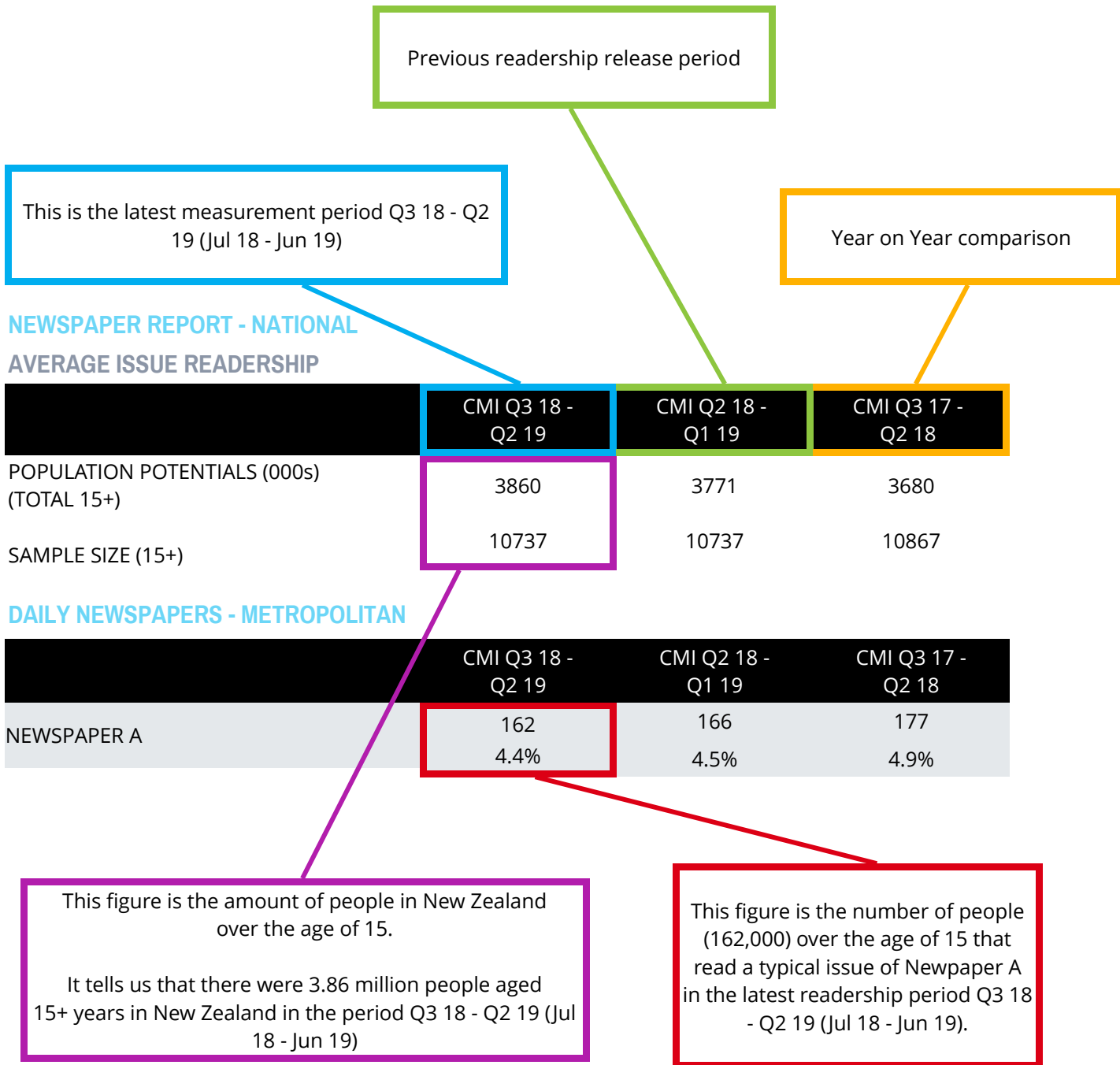
### EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 5 September 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

## Q3 18 - Q2 19

# READERSHIP

## NEWSPAPER REPORT - NATIONAL

### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,940	3,940	3,860
SAMPLE SIZE 15+	10,076	10,050	10,320

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
THE NEW ZEALAND HERALD	472 12.0%	477 12.1%	453 11.7%
WAIKATO TIMES	45 1.1%	45 1.1%	51 1.3%
THE DOMINION POST	152 3.8%	151 3.8%	153 4.0%
THE PRESS	137 3.5%	144 3.6%	157 4.1%
OTAGO DAILY TIMES	95 2.4%	95 2.4%	84 2.2%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
ALL DAILIES	1,082 27.5%	1,104 28.0%	1,123 29.1%
ALL METROPOLITANS	832 21.1%	844 21.4%	826 21.4%

## NEWSPAPER REPORT - NATIONAL

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	326 8.3%	339 8.6%	379 9.8%

### DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
ALL DAILIES (WEEKLY COVERAGE)	1,826 46.3%	1,830 46.4%	1,844 47.8%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,475 37.4%	1,474 37.4%	1,439 37.3%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	592 15.0%	591 15.0%	659 17.1%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
SUNDAY NEWS	74 1.9%	73 1.9%	89 2.3%
SUNDAY STAR TIMES	214 5.4%	214 5.4%	247 6.4%
HERALD ON SUNDAY	317 8.1%	324 8.2%	336 8.7%

## NEWSPAPER REPORT - NATIONAL

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
CANVAS (UNDUPLICATED)	315 8.0%	310 7.9%	288 7.5%
SPY (UNDUPLICATED)	120 3.1%	125 3.2%	119 3.1%
SUNDAY (UNDUPLICATED)	193 4.9%	200 5.1%	223 5.8%
SUNDAY TRAVEL (UNDUPLICATED)	213 5.4%	216 5.5%	210 5.4%
THE BUSINESS (UNDUP)	263 6.7%	267 6.8%	262 6.8%
TIMEOUT (UNDUPLICATED)	310 7.9%	301 7.6%	256 6.6%
TRAVEL (UNDUPLICATED)	347 8.8%	323 8.2%	281 7.3%
VIVA (UNDUPLICATED)	242 6.1%	243 6.2%	227 5.9%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	20 0.5%	22 0.5%	18 0.5%
WEEKEND MAGAZINE (UNDUPLICATED)	326 8.3%	318 8.1%	286 7.4%
YOUR WEEKEND (UNDUPLICATED)	273 6.9%	279 7.1%	293 7.6%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
NORTH CANTERBURY NEWS	46 1.2%	44 1.1%	

## NEWSPAPER REPORT - NORTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,170	2,170	2,120
SAMPLE SIZE 15+	5,427	5,406	5,511

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
THE NEW ZEALAND HERALD	441 20.3%	446 20.6%	423 20.0%
WAIKATO TIMES	45 2.1%	45 2.1%	51 2.4%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	89 4.1%	94 4.3%	96 4.5%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
SUNDAY NEWS	42 1.9%	39 1.8%	53 2.5%
SUNDAY STAR TIMES	99 4.6%	106 4.9%	119 5.6%



**NEWSPAPER REPORT - NORTHERN**

**WEEKLY NEWSPAPERS**

**AVERAGE ISSUE READERSHIP**

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
HERALD ON SUNDAY	295 13.6%	300 13.8%	313 14.8%

## NEWSPAPER REPORT - CENTRAL

### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	837	837	824
SAMPLE SIZE 15+	2,216	2,206	2,319

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
THE DOMINION POST	134 16.0%	135 16.1%	142 17.2%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	99 11.8%	105 12.6%	125 15.2%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
SUNDAY NEWS	19 2.3%	18 2.2%	17 2.0%
SUNDAY STAR TIMES	56 6.6%	52 6.2%	66 8.0%

## NEWSPAPER REPORT - SOUTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	934	934	916
SAMPLE SIZE 15+	2,433	2,438	2,490

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
THE PRESS	137 14.7%	143 15.4%	157 17.1%
OTAGO DAILY TIMES	95 10.1%	95 10.2%	84 9.1%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	94 10.1%	95 10.2%	108 11.8%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
SUNDAY NEWS	13 1.4%	16 1.7%	19 2.0%
SUNDAY STAR TIMES	59 6.3%	56 6.0%	62 6.8%

## NEWSPAPER REPORT - AUCKLAND

### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,263	1,263	1,238
SAMPLE SIZE 15+	3,108	3,096	3,141

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
THE NEW ZEALAND HERALD	312 24.7%	310 24.6%	301 24.3%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
SUNDAY NEWS	28 2.2%	24 1.9%	31 2.5%
SUNDAY STAR TIMES	63 5.0%	66 5.2%	76 6.1%
HERALD ON SUNDAY	210 16.6%	209 16.5%	216 17.5%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
STUFF SUBURBAN GROUP (COMB AIR)	436 34.5%	450 35.7%	476 38.5%

## NEWSPAPER REPORT - AUCKLAND

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
STUFF SUBURBAN GROUP (WC)	486 38.5%	498 39.4%	525 42.4%
RODNEY TIMES	27 2.1%	24 1.9%	29 2.4%
CENTRAL LEADER	69 5.5%	67 5.3%	77 6.2%
EAST & BAYS COURIER	41 3.2%	46 3.7%	40 3.2%
EASTERN COURIER	69 5.5%	67 5.3%	64 5.2%
MANUKAU COURIER	103 8.2%	106 8.4%	95 7.7%
NORTH HARBOUR NEWS	10 0.8%	11 0.9%	12 1.0%
NOR-WEST NEWS	9 0.7%	12 0.9%	10 0.8%
NORTH SHORE TIMES	66 5.3%	74 5.9%	86 7.0%
PAPAKURA COURIER	19 1.5%	19 1.5%	27 2.1%
WESTERN LEADER	84 6.6%	82 6.5%	103 8.3%

## NEWSPAPER REPORT - HAMILTON

### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	145	147	155
SAMPLE SIZE 15+	556	564	558

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
THE NEW ZEALAND HERALD	15 10.0%	17 11.3%	15 9.4%
WAIKATO TIMES	22 15.4%	26 17.4%	26 16.8%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
SUNDAY NEWS	2 1.6%	3 1.8%	2 1.3%
SUNDAY STAR TIMES	4 2.7%	6 4.3%	8 5.0%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
HAMILTON PRESS	42 28.9%	48 32.4%	59 37.9%

## NEWSPAPER REPORT - WELLINGTON

### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	339	340	333
SAMPLE SIZE 15+	859	868	938

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
THE DOMINION POST	81 24.0%	85 25.1%	91 27.3%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
SUNDAY NEWS	4 1.3%	4 1.3%	6 1.9%
SUNDAY STAR TIMES	25 7.4%	22 6.6%	32 9.5%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	105 30.9%	107 31.5%	124 37.3%
THE HUTT NEWS	50 14.8%	56 16.6%	64 19.3%

# NEWSPAPER REPORT - WELLINGTON

## COMMUNITY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
KAPI-MANA NEWS	34 10.2%	37 10.8%	47 14.1%
UPPER HUTT LEADER	24 7.1%	19 5.7%	24 7.1%



## NEWSPAPER REPORT - CHRISTCHURCH

### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	334	335	329
SAMPLE SIZE 15+	965	970	1,001

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
THE PRESS	86 25.7%	91 27.1%	104 31.5%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
SUNDAY NEWS	6 1.9%	7 2.0%	8 2.6%
SUNDAY STAR TIMES	29 8.7%	26 7.9%	24 7.2%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
THE STAR (CHRISTCHURCH)	82 24.6%	84 25.2%	78 23.6%

## NEWSPAPER REPORT - CANTERBURY

### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	515	516	502
SAMPLE SIZE 15+	1,302	1,306	1,342

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
THE STAR MAX CIRC (AIR)	157 30.5%	164 31.7%	119 23.6%
BAY HARBOUR NEWS	10 2.0%	9 1.8%	11 2.2%
NORTH CANTERBURY NEWS	46 8.9%	44 8.6%	
SELWYN TIMES	28 5.5%	35 6.7%	35 7.0%

## NEWSPAPER REPORT - DUNEDIN

### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	103	102	100
SAMPLE SIZE 15+	343	342	342

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
OTAGO DAILY TIMES	44 42.7%	44 42.8%	39 38.6%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
SUNDAY NEWS	2 1.7%	2 1.9%	1 1.3%
SUNDAY STAR TIMES	6 6.1%	5 5.4%	9 8.6%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
THE STAR (DUNEDIN)	45 43.5%	47 45.9%	48 47.9%