

Q2 2019 - Q1
2020

NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q2 2019 - Q1 2020

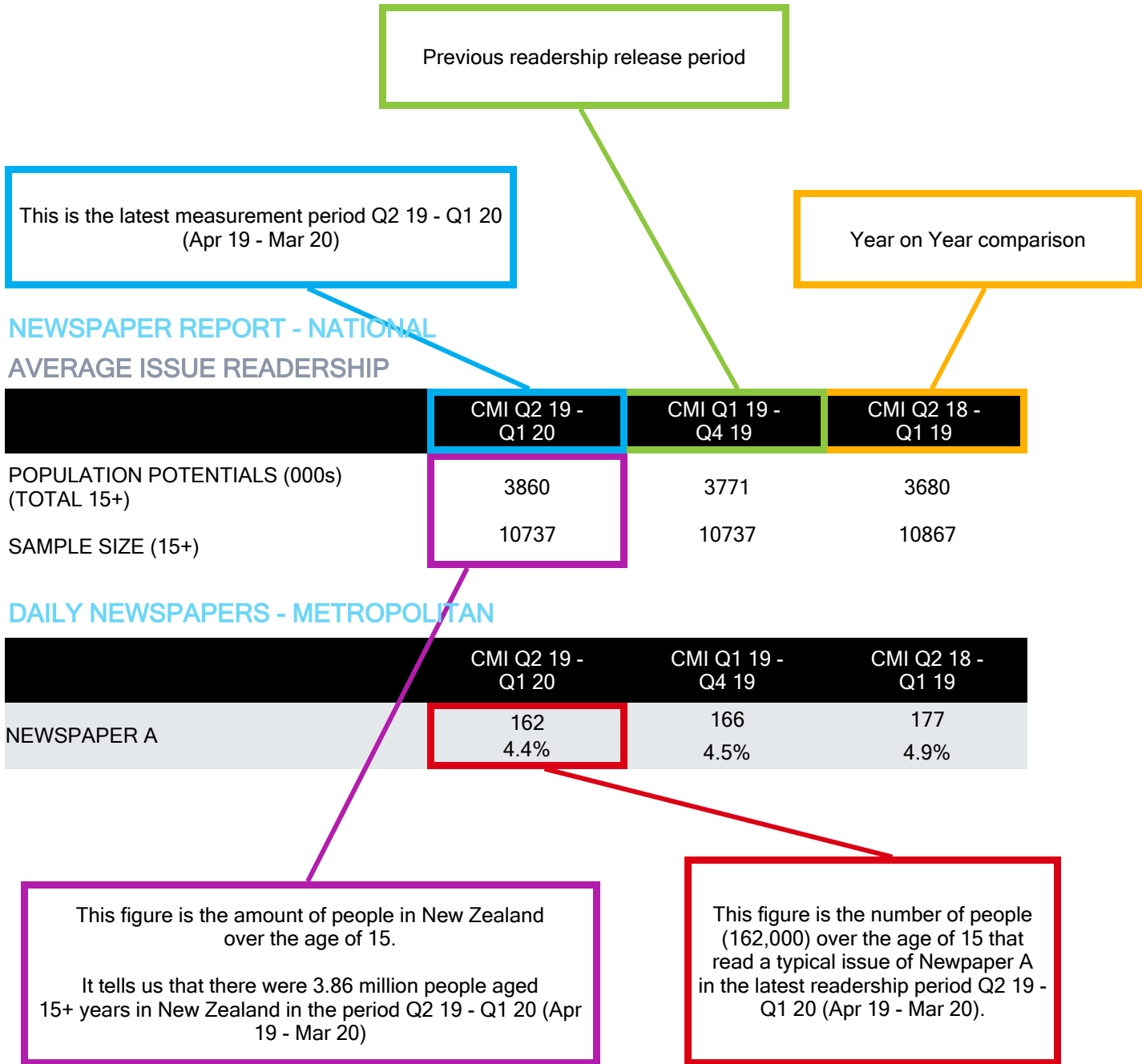
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 18 June 2020.

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 19 - Q1 20

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,958	3,940	3,940
SAMPLE SIZE 15+	10,125	10,127	10,050

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
THE NEW ZEALAND HERALD	441 11.1%	455 11.6%	477 12.1%
WAIKATO TIMES	47 1.2%	42 1.1%	45 1.1%
THE DOMINION POST	138 3.5%	142 3.6%	151 3.8%
THE PRESS	136 3.4%	134 3.4%	144 3.6%
OTAGO DAILY TIMES	94 2.4%	91 2.3%	95 2.4%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
ALL DAILIES	1,042 26.3%	1,046 26.5%	1,104 28.0%
ALL METROPOLITANS	783 19.8%	797 20.2%	844 21.4%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	332 8.4%	322 8.2%	339 8.6%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
ALL DAILIES (WEEKLY COVERAGE)	1,792 45.3%	1,806 45.8%	1,830 46.4%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,404 35.5%	1,446 36.7%	1,474 37.4%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	605 15.3%	588 14.9%	591 15.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
SUNDAY NEWS	69 1.7%	68 1.7%	73 1.9%
SUNDAY STAR TIMES	210 5.3%	206 5.2%	214 5.4%
HERALD ON SUNDAY	304 7.7%	325 8.2%	324 8.2%

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
CANVAS/WEEKEND (UNDUPLICATED)	310 7.8%	339 8.6%	
BE WELL (UNDUPLICATED)	151 3.8%	146 3.7%	
SPY (UNDUPLICATED)	109 2.8%	120 3.0%	125 3.2%
SUNDAY (UNDUPLICATED)	202 5.1%	189 4.8%	200 5.1%

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
SUNDAY TRAVEL (UNDUPLICATED)	201 5.1%	218 5.5%	216 5.5%
THE BUSINESS (UNDUP)	235 5.9%	258 6.5%	267 6.8%
THE COUNTRY (NIM)	31 0.8%		
TIMEOUT (UNDUPLICATED)	282 7.1%	302 7.7%	301 7.6%
TRAVEL (UNDUPLICATED)	354 8.9%	371 9.4%	323 8.2%
VIVA (UNDUPLICATED)	216 5.5%	231 5.9%	243 6.2%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	21 0.5%	20 0.5%	22 0.5%
YOUR WEEKEND (UNDUPLICATED)	268 6.8%	262 6.6%	279 7.1%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
NORTH CANTERBURY NEWS	46 1.2%	39 1.0%	44 1.1%

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,152	2,170	2,170
SAMPLE SIZE 15+	5,422	5,440	5,406

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
THE NEW ZEALAND HERALD	405 18.8%	422 19.5%	446 20.6%
WAIKATO TIMES	47 2.2%	42 1.9%	45 2.1%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	79 3.7%	81 3.7%	94 4.3%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
SUNDAY NEWS	41 1.9%	43 2.0%	39 1.8%
SUNDAY STAR TIMES	94 4.4%	95 4.4%	106 4.9%

NEWSPAPER REPORT - NORTHERN

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
HERALD ON SUNDAY	279 13.0%	300 13.8%	300 13.8%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	856	837	837
SAMPLE SIZE 15+	2,245	2,226	2,206

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
THE DOMINION POST	124 14.5%	127 15.1%	135 16.1%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	111 13.0%	104 12.4%	105 12.6%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
SUNDAY NEWS	11 1.3%	12 1.4%	18 2.2%
SUNDAY STAR TIMES	60 7.0%	55 6.6%	52 6.2%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	950	934	934
SAMPLE SIZE 15+	2,458	2,461	2,438

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
THE PRESS	136 14.3%	134 14.4%	143 15.4%
OTAGO DAILY TIMES	93 9.8%	91 9.7%	95 10.2%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	96 10.1%	95 10.2%	95 10.2%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
SUNDAY NEWS	17 1.8%	13 1.4%	16 1.7%
SUNDAY STAR TIMES	56 5.9%	55 5.9%	56 6.0%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,211	1,268	1,263
SAMPLE SIZE 15+	3,144	3,137	3,096

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
THE NEW ZEALAND HERALD	284 23.4%	304 23.9%	310 24.6%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
SUNDAY NEWS	25 2.1%	27 2.1%	24 1.9%
SUNDAY STAR TIMES	55 4.6%	66 5.2%	66 5.2%
HERALD ON SUNDAY	193 16.0%	214 16.9%	209 16.5%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
RODNEY TIMES	25 2.0%	29 2.3%	24 1.9%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
RODNEY TIMES	25 2.0%	29 2.3%	24 1.9%
CENTRAL LEADER	69 5.7%	63 5.0%	67 5.3%
EAST & BAYS COURIER	30 2.5%	35 2.8%	46 3.7%
EASTERN COURIER	50 4.1%	59 4.7%	67 5.3%
MANUKAU COURIER	87 7.2%	96 7.6%	106 8.4%
NORTH HARBOUR NEWS	12 1.0%	11 0.9%	11 0.9%
NOR-WEST NEWS	6 0.5%	7 0.5%	12 0.9%
NORTH SHORE TIMES	57 4.7%	58 4.6%	74 5.9%
PAPAKURA COURIER	20 1.7%	16 1.3%	19 1.5%
WESTERN LEADER	88 7.3%	89 7.0%	82 6.5%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	153	154	147
SAMPLE SIZE 15+	557	567	564

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
THE NEW ZEALAND HERALD	13 8.4%	16 10.3%	17 11.3%
WAIKATO TIMES	20 12.9%	22 14.4%	26 17.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
SUNDAY NEWS	2 1.4%	3 2.0%	3 1.8%
SUNDAY STAR TIMES	6 4.0%	4 2.6%	6 4.3%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
HAMILTON PRESS	36 23.5%	43 28.0%	48 32.4%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	337	339	340
SAMPLE SIZE 15+	915	897	868

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
THE DOMINION POST	76 22.5%	76 22.5%	85 25.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
SUNDAY NEWS	1 0.3%	2 0.6%	4 1.3%
SUNDAY STAR TIMES	27 8.1%	25 7.3%	22 6.6%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	109 32.2%	110 32.5%	107 31.5%
THE HUTT NEWS	56 16.5%	56 16.5%	56 16.6%

NEWSPAPER REPORT - WELLINGTON

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
KAPI-MANA NEWS	33 9.9%	35 10.2%	37 10.8%
UPPER HUTT LEADER	23 7.0%	23 6.7%	19 5.7%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	333	336	335
SAMPLE SIZE 15+	975	980	970

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
THE PRESS	85 25.6%	84 25.1%	91 27.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
SUNDAY NEWS	10 3.0%	8 2.5%	7 2.0%
SUNDAY STAR TIMES	29 8.7%	27 8.1%	26 7.9%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
THE STAR (CHRISTCHURCH)	77 23.0%	86 25.7%	84 25.2%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	515	512	516
SAMPLE SIZE 15+	1,314	1,328	1,306

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
THE STAR MAX CIRC (AIR)	166 32.2%	162 31.6%	164 31.7%
BAY HARBOUR NEWS	17 3.2%	13 2.6%	9 1.8%
NORTH CANTERBURY NEWS	46 9.0%	39 7.6%	44 8.6%
SELWYN TIMES	32 6.2%	31 6.1%	35 6.7%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	105	104	102
SAMPLE SIZE 15+	364	365	342

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
OTAGO DAILY TIMES	39 36.8%	39 38.0%	44 42.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
SUNDAY NEWS	0 0.3%	0 0.0%	2 1.9%
SUNDAY STAR TIMES	4 3.9%	5 4.8%	5 5.4%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
THE STAR (DUNEDIN)	38 36.1%	38 36.8%	47 45.9%