

Q1 2020 - Q4
2020

NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q1 2020 - Q4 2020

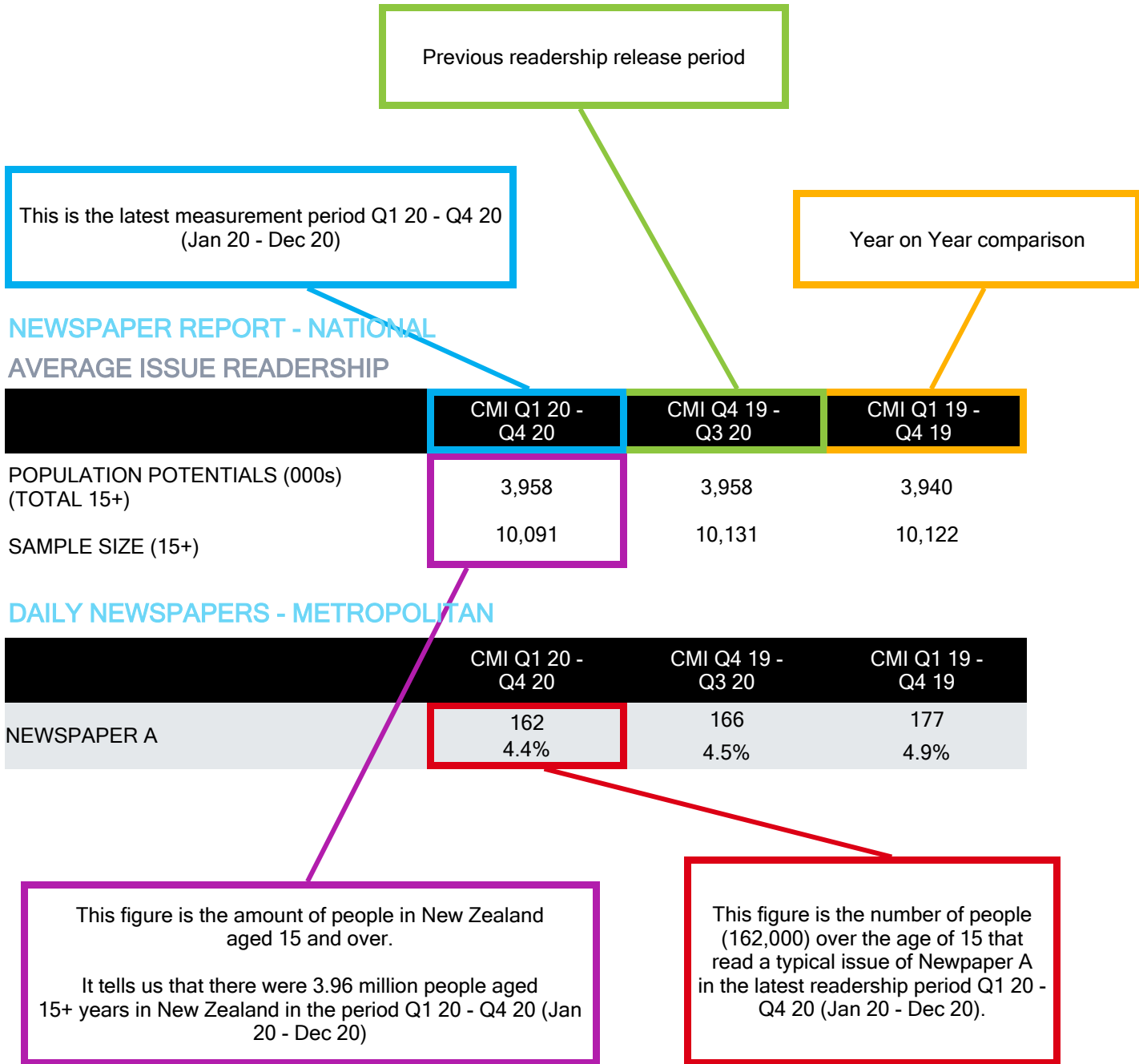
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 4 March 2021.

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 via nzmediahelpdesk@nielsen.com.

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 Q1 20 - Q4 20

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,958	3,958	3,940
SAMPLE SIZE 15+	10,057	10,091	10,127

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
THE NEW ZEALAND HERALD	612 15.5%	585 14.8%	455 11.6%
WAIKATO TIMES	67 1.7%	61 1.5%	42 1.1%
THE DOMINION POST	166 4.2%	154 3.9%	142 3.6%
THE PRESS	136 3.4%	145 3.7%	134 3.4%
OTAGO DAILY TIMES	107 2.7%	107 2.7%	91 2.3%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
ALL DAILIES	1,254 31.7%	1,216 30.7%	1,046 26.5%
ALL METROPOLITANS	985 24.9%	956 24.1%	797 20.2%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	375 9.5%	358 9.0%	322 8.2%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
ALL DAILIES (WEEKLY COVERAGE)	2,052 51.8%	1,993 50.4%	1,806 45.8%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,700 43.0%	1,647 41.6%	1,446 36.7%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	655 16.6%	626 15.8%	588 14.9%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
SUNDAY NEWS	100 2.5%	78 2.0%	68 1.7%
SUNDAY STAR TIMES	235 5.9%	228 5.8%	206 5.2%
HERALD ON SUNDAY	362 9.1%	370 9.4%	325 8.2%

MONTHLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
FISHING AND OUTDOORS	150 3.8%		

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
CANVAS/WEEKEND (UNDUPLICATED)	346 8.8%	322 8.1%	339 8.6%
BE WELL (UNDUPLICATED)	209 5.3%	180 4.5%	146 3.7%
SPY (UNDUPLICATED)	107 2.7%	99 2.5%	120 3.0%
SUNDAY (UNDUPLICATED)	269 6.8%	244 6.2%	189 4.8%
SUNDAY TRAVEL (UNDUPLICATED)	227 5.7%	225 5.7%	218 5.5%
TIMEOUT (UNDUPLICATED)	369 9.3%	336 8.5%	302 7.7%
TRAVEL (UNDUPLICATED)	429 10.8%	417 10.5%	371 9.4%
VIVA (UNDUPLICATED)	267 6.7%	236 6.0%	231 5.9%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	37 0.9%	31 0.8%	20 0.5%
YOUR WEEKEND (UNDUPLICATED)	324 8.2%	297 7.5%	262 6.6%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
NORTH CANTERBURY NEWS	47 1.2%	43 1.1%	39 1.0%

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,152	2,152	2,170
SAMPLE SIZE 15+	5,303	5,317	5,440

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
THE NEW ZEALAND HERALD	548 25.4%	524 24.4%	422 19.5%
WAIKATO TIMES	67 3.1%	60 2.8%	42 1.9%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	93 4.3%	83 3.9%	81 3.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
SUNDAY NEWS	64 3.0%	51 2.4%	43 2.0%
SUNDAY STAR TIMES	108 5.0%	104 4.8%	95 4.4%

**NEWSPAPER REPORT -
NORTHERN**

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
HERALD ON SUNDAY	323 15.0%	333 15.5%	300 13.8%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	856	856	837
SAMPLE SIZE 15+	2,264	2,282	2,226

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
THE DOMINION POST	144 16.8%	137 16.0%	127 15.1%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	123 14.4%	129 15.0%	104 12.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
SUNDAY NEWS	21 2.5%	14 1.6%	12 1.4%
SUNDAY STAR TIMES	70 8.2%	70 8.2%	55 6.6%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	950	950	934
SAMPLE SIZE 15+	2,490	2,492	2,461

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
THE PRESS	136 14.3%	144 15.2%	134 14.4%
OTAGO DAILY TIMES	107 11.2%	107 11.3%	91 9.7%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	94 9.9%	88 9.3%	95 10.2%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
SUNDAY NEWS	16 1.6%	13 1.4%	13 1.4%
SUNDAY STAR TIMES	57 6.0%	55 5.8%	55 5.9%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,209	1,210	1,268
SAMPLE SIZE 15+	3,071	3,081	3,137

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
THE NEW ZEALAND HERALD	372 30.8%	356 29.4%	304 23.9%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
SUNDAY NEWS	38 3.2%	33 2.7%	27 2.1%
SUNDAY STAR TIMES	59 4.9%	63 5.2%	66 5.2%
HERALD ON SUNDAY	215 17.8%	231 19.1%	214 16.9%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
RODNEY TIMES	22 1.8%	26 2.1%	29 2.3%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
CENTRAL LEADER	85 7.1%	77 6.4%	63 5.0%
EAST & BAYS COURIER	21 1.8%	23 1.9%	35 2.8%
EASTERN COURIER	50 4.1%	43 3.6%	59 4.7%
MANUKAU COURIER	68 5.6%	81 6.7%	96 7.6%
NORTH HARBOUR NEWS	14 1.2%	13 1.1%	11 0.9%
NOR-WEST NEWS	6 0.5%	6 0.5%	7 0.5%
NORTH SHORE TIMES	53 4.4%	60 5.0%	58 4.6%
PAPAKURA COURIER	31 2.6%	21 1.7%	16 1.3%
WESTERN LEADER	57 4.7%	64 5.3%	89 7.0%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	169	156	154
SAMPLE SIZE 15+	543	571	567

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
THE NEW ZEALAND HERALD	25 14.8%	22 14.0%	16 10.3%
WAIKATO TIMES	32 19.1%	27 17.4%	22 14.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
SUNDAY NEWS	2 1.2%	2 1.2%	3 2.0%
SUNDAY STAR TIMES	10 5.9%	7 4.8%	4 2.6%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
HAMILTON PRESS	42 24.8%	40 25.2%	43 28.0%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	342	341	339
SAMPLE SIZE 15+	943	954	897

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
THE DOMINION POST	88 25.8%	83 24.2%	76 22.5%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
SUNDAY NEWS	8 2.4%	4 1.2%	2 0.6%
SUNDAY STAR TIMES	35 10.4%	34 10.0%	25 7.3%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
THE HUTT NEWS	72 21.2%	64 18.9%	56 16.5%
KAPI-MANA NEWS	30 8.9%	36 10.5%	35 10.2%

NEWSPAPER REPORT - WELLINGTON

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
UPPER HUTT LEADER	22 6.3%	21 6.2%	23 6.7%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	339	333	336
SAMPLE SIZE 15+	969	998	980

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
THE PRESS	93 27.4%	95 28.6%	84 25.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
SUNDAY NEWS	8 2.3%	6 1.8%	8 2.5%
SUNDAY STAR TIMES	26 7.7%	24 7.1%	27 8.1%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
THE STAR (CHRISTCHURCH)	90 26.6%	85 25.4%	86 25.7%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	516	515	512
SAMPLE SIZE 15+	1,351	1,359	1,328

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
BAY HARBOUR NEWS	10 1.9%	11 2.2%	13 2.6%
SELWYN TIMES	39 7.6%	38 7.4%	31 6.1%
NORTH CANTERBURY NEWS	46 9.0%	43 8.4%	39 7.6%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	111	105	104
SAMPLE SIZE 15+	362	372	365

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
OTAGO DAILY TIMES	55 49.8%	48 46.2%	39 38.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
SUNDAY NEWS	1 0.9%	0 0.4%	0 0.0%
SUNDAY STAR TIMES	6 5.6%	4 3.7%	5 4.8%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
THE STAR (DUNEDIN)	49 44.2%	38 36.7%	38 36.8%