

Q1 2019 - Q4 2019

NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q1 2019 - Q4 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 27 February 2020.

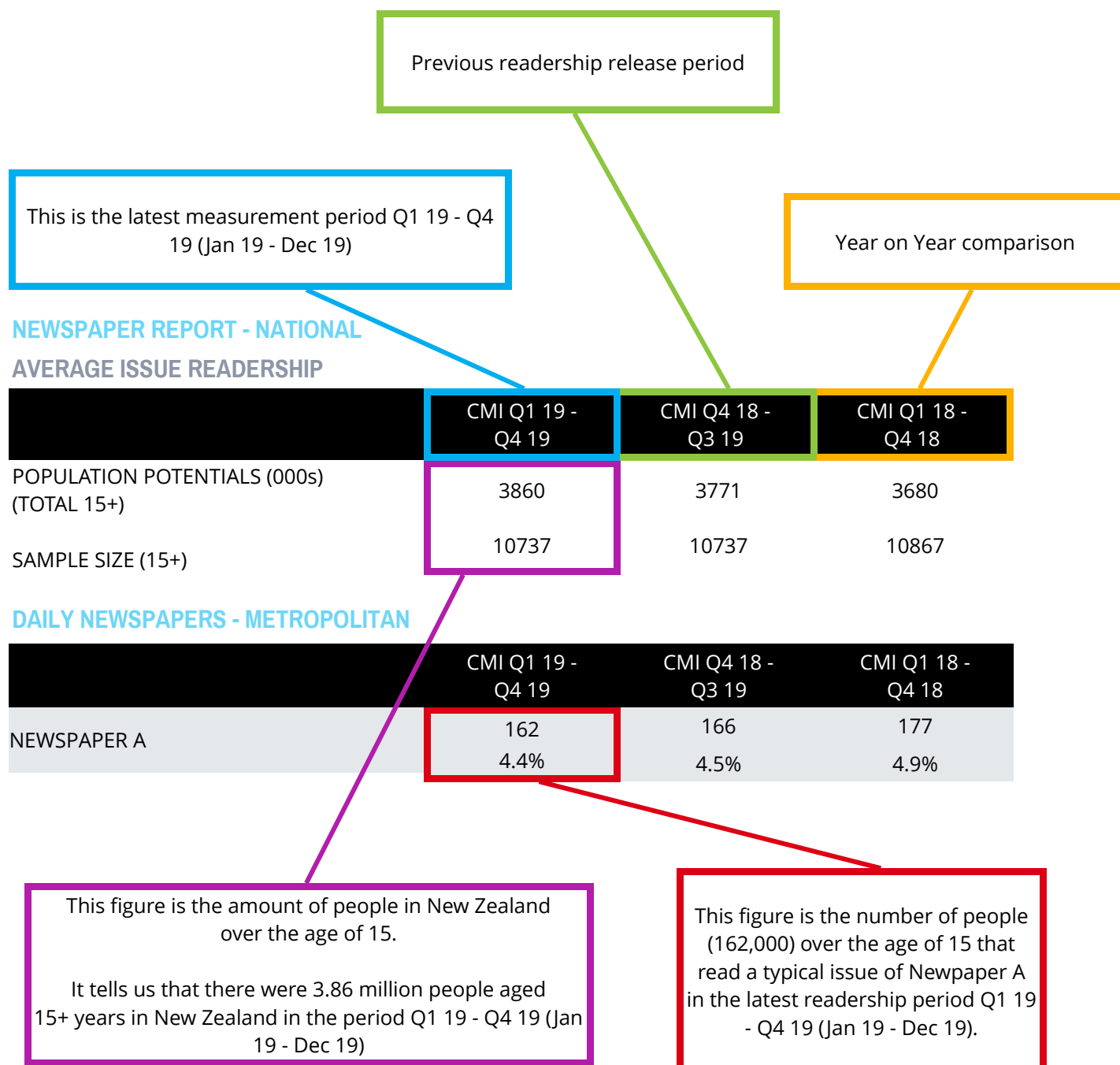
NEW PUBLICATIONS:

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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

Q1 19 - Q4 19

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,940	3,940	3,860
SAMPLE SIZE 15+	10,127	10,122	10,044

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
THE NEW ZEALAND HERALD	455 11.6%	465 11.8%	453 11.7%
WAIKATO TIMES	42 1.1%	47 1.2%	48 1.2%
THE DOMINION POST	142 3.6%	149 3.8%	142 3.7%
THE PRESS	134 3.4%	125 3.2%	143 3.7%
OTAGO DAILY TIMES	91 2.3%	94 2.4%	89 2.3%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
ALL DAILIES	1,046 26.5%	1,064 27.0%	1,076 27.9%
ALL METROPOLITANS	797 20.2%	807 20.5%	808 20.9%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	322 8.2%	334 8.5%	346 9.0%

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
ALL DAILIES (WEEKLY COVERAGE)	1,806 45.8%	1,815 46.1%	1,774 46.0%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,446 36.7%	1,449 36.8%	1,407 36.5%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	588 14.9%	607 15.4%	605 15.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
SUNDAY NEWS	68 1.7%	72 1.8%	76 2.0%
SUNDAY STAR TIMES	206 5.2%	206 5.2%	215 5.6%
HERALD ON SUNDAY	325 8.2%	314 8.0%	313 8.1%

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
CANVAS/WEEKEND (UNDUPLICATED)	339 8.6%	374 9.5%	
BE WELL (UNDUPLICATED)	146 3.7%		
SPY (UNDUPLICATED)	120 3.0%	124 3.2%	116 3.0%
SUNDAY (UNDUPLICATED)	189 4.8%	191 4.8%	208 5.4%
SUNDAY TRAVEL (UNDUPLICATED)	218 5.5%	217 5.5%	204 5.3%
THE BUSINESS (UNDUP)	258 6.5%	267 6.8%	262 6.8%
TIMEOUT (UNDUPLICATED)	302 7.7%	316 8.0%	267 6.9%
TRAVEL (UNDUPLICATED)	371 9.4%	379 9.6%	284 7.4%
VIVA (UNDUPLICATED)	231 5.9%	241 6.1%	223 5.8%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	20 0.5%	23 0.6%	21 0.5%
YOUR WEEKEND (UNDUPLICATED)	262 6.6%	271 6.9%	276 7.2%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
NORTH CANTERBURY NEWS	39 1.0%	42 1.1%	42 1.1%

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,170	2,170	2,120
SAMPLE SIZE 15+	5,440	5,451	5,389

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
THE NEW ZEALAND HERALD	422 19.5%	431 19.9%	425 20.1%
WAIKATO TIMES	42 1.9%	47 2.2%	48 2.2%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	81 3.7%	87 4.0%	96 4.5%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
SUNDAY NEWS	43 2.0%	42 1.9%	42 2.0%
SUNDAY STAR TIMES	95 4.4%	97 4.5%	103 4.9%

NEWSPAPER REPORT - NORTHERN

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
HERALD ON SUNDAY	300 13.8%	289 13.3%	293 13.8%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	837	837	824
SAMPLE SIZE 15+	2,226	2,208	2,231

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
THE DOMINION POST	127 15.1%	132 15.8%	129 15.6%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	104 12.4%	107 12.8%	109 13.2%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
SUNDAY NEWS	12 1.4%	15 1.8%	17 2.0%
SUNDAY STAR TIMES	55 6.6%	55 6.6%	53 6.4%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	934	934	916
SAMPLE SIZE 15+	2,461	2,463	2,424

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
THE PRESS	134 14.4%	125 13.4%	143 15.6%
OTAGO DAILY TIMES	91 9.7%	93 10.0%	89 9.7%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	95 10.2%	94 10.1%	95 10.3%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
SUNDAY NEWS	13 1.4%	15 1.6%	18 2.0%
SUNDAY STAR TIMES	55 5.9%	53 5.7%	60 6.5%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,268	1,268	1,238
SAMPLE SIZE 15+	3,137	3,152	3,070

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
THE NEW ZEALAND HERALD	304 23.9%	309 24.4%	302 24.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
SUNDAY NEWS	27 2.1%	29 2.3%	27 2.2%
SUNDAY STAR TIMES	66 5.2%	62 4.9%	61 4.9%
HERALD ON SUNDAY	214 16.9%	204 16.1%	208 16.8%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
STUFF SUBURBAN GROUP (COMB AIR)	405 31.9%	423 33.4%	458 36.9%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
STUFF SUBURBAN GROUP (WC)	458 36.1%	475 37.4%	497 40.2%
RODNEY TIMES	29 2.3%	27 2.1%	23 1.9%
CENTRAL LEADER	63 5.0%	70 5.5%	73 5.9%
EAST & BAYS COURIER	35 2.8%	37 2.9%	47 3.8%
EASTERN COURIER	59 4.7%	67 5.3%	68 5.5%
MANUKAU COURIER	96 7.6%	100 7.9%	97 7.8%
NORTH HARBOUR NEWS	11 0.9%	11 0.9%	10 0.8%
NOR-WEST NEWS	7 0.5%	9 0.7%	9 0.8%
NORTH SHORE TIMES	58 4.6%	61 4.8%	80 6.4%
PAPAKURA COURIER	16 1.3%	20 1.6%	25 2.0%
WESTERN LEADER	89 7.0%	85 6.7%	85 6.9%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	154	153	148
SAMPLE SIZE 15+	567	546	556

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
THE NEW ZEALAND HERALD	16 10.3%	16 10.2%	14 9.4%
WAIKATO TIMES	22 14.4%	25 16.0%	23 15.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
SUNDAY NEWS	3 2.0%	3 1.7%	2 1.4%
SUNDAY STAR TIMES	4 2.6%	5 3.3%	9 5.8%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
HAMILTON PRESS	43 28.0%	47 30.5%	49 32.8%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	339	339	334
SAMPLE SIZE 15+	897	880	886

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
THE DOMINION POST	76 22.5%	82 24.1%	85 25.5%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
SUNDAY NEWS	2 0.6%	4 1.1%	4 1.3%
SUNDAY STAR TIMES	25 7.3%	24 7.1%	25 7.4%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	110 32.5%	111 32.8%	104 31.1%
THE HUTT NEWS	56 16.5%	55 16.2%	54 16.3%

NEWSPAPER REPORT - WELLINGTON

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
KAPI-MANA NEWS	35 10.2%	36 10.7%	36 10.9%
UPPER HUTT LEADER	23 6.7%	24 7.2%	22 6.6%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	336	335	330
SAMPLE SIZE 15+	980	962	967

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
THE PRESS	84 25.1%	78 23.4%	90 27.3%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
SUNDAY NEWS	8 2.5%	8 2.3%	7 2.2%
SUNDAY STAR TIMES	27 8.1%	27 8.1%	26 7.8%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
THE STAR (CHRISTCHURCH)	86 25.7%	84 25.2%	74 22.5%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	512	515	505
SAMPLE SIZE 15+	1,328	1,300	1,301

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
THE STAR MAX CIRC (AIR)	162 31.6%	158 30.7%	150 29.6%
BAY HARBOUR NEWS	13 2.6%	12 2.4%	10 2.1%
NORTH CANTERBURY NEWS	39 7.6%	42 8.1%	42 8.4%
SELWYN TIMES	31 6.1%	30 5.8%	30 5.9%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	104	104	100
SAMPLE SIZE 15+	365	357	331

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
OTAGO DAILY TIMES	39 38.0%	43 41.4%	38 38.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
SUNDAY NEWS	0 0.0%	1 1.0%	3 2.5%
SUNDAY STAR TIMES	5 4.8%	5 5.1%	5 5.2%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
THE STAR (DUNEDIN)	38 36.8%	47 45.3%	

