

Q3 2019 - Q2
2020

NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q3 2019 - Q2 2020

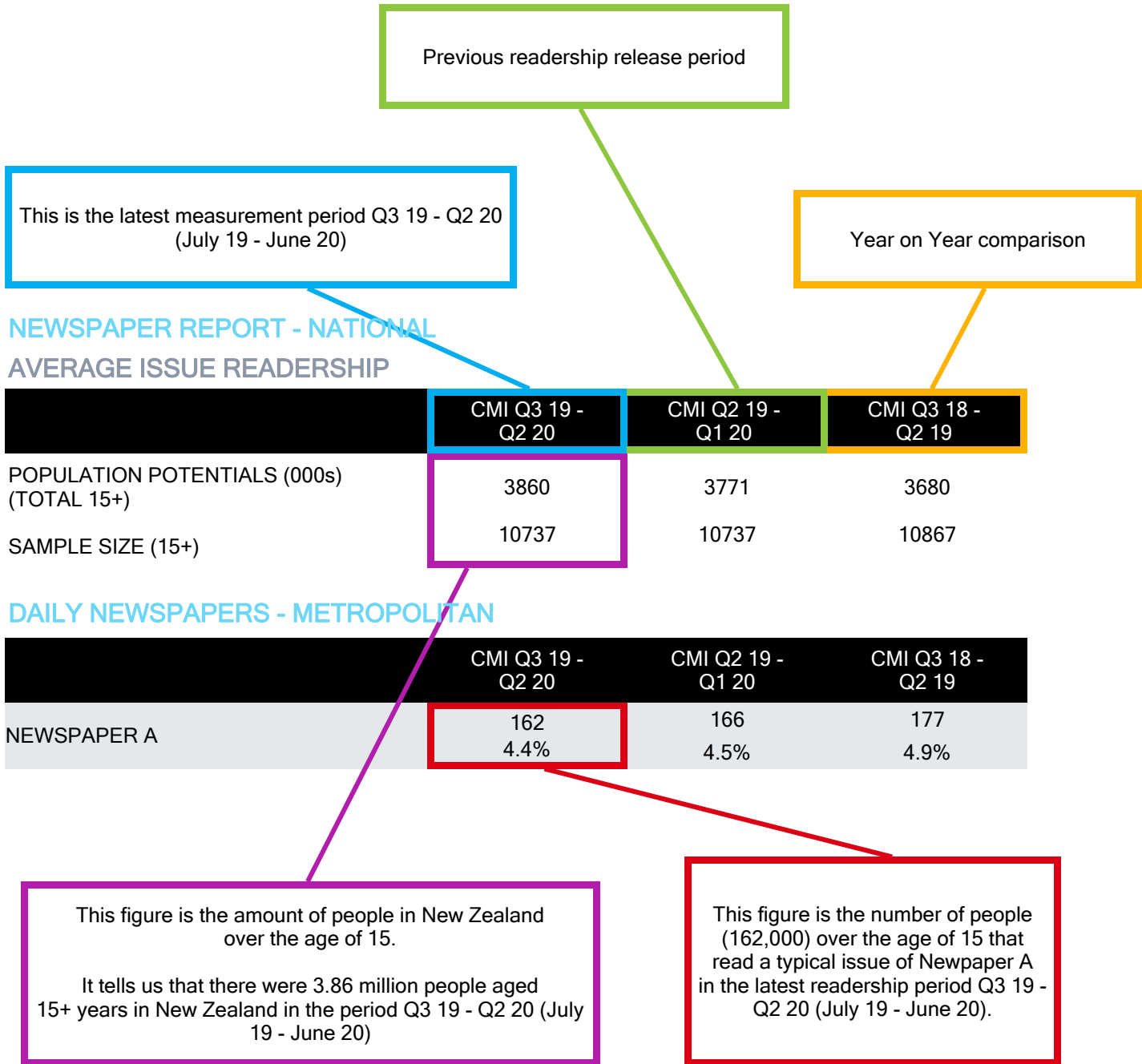
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 10 September 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

Q3 19 - Q2 20

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,958	3,958	3,940
SAMPLE SIZE 15+	10,131	10,125	10,076

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
THE NEW ZEALAND HERALD	546 13.8%	441 11.1%	472 12.0%
WAIKATO TIMES	56 1.4%	47 1.2%	45 1.1%
THE DOMINION POST	145 3.7%	138 3.5%	152 3.8%
THE PRESS	143 3.6%	136 3.4%	137 3.5%
OTAGO DAILY TIMES	104 2.6%	94 2.4%	95 2.4%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
ALL DAILIES	1,193 30.1%	1,042 26.3%	1,082 27.5%
ALL METROPOLITANS	910 23.0%	783 19.8%	832 21.1%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	382 9.6%	332 8.4%	326 8.3%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
ALL DAILIES (WEEKLY COVERAGE)	1,990 50.3%	1,792 45.3%	1,826 46.3%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,597 40.3%	1,404 35.5%	1,475 37.4%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	677 17.1%	605 15.3%	592 15.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
SUNDAY NEWS	71 1.8%	69 1.7%	74 1.9%
SUNDAY STAR TIMES	219 5.5%	210 5.3%	214 5.4%
HERALD ON SUNDAY	354 9.0%	304 7.7%	317 8.1%

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
CANVAS/WEEKEND (UNDUPLICATED)	316 8.0%	310 7.8%	
BE WELL (UNDUPLICATED)	169 4.3%	151 3.8%	
SPY (UNDUPLICATED)	107 2.7%	109 2.8%	120 3.1%
SUNDAY (UNDUPLICATED)	225 5.7%	202 5.1%	193 4.9%

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
SUNDAY TRAVEL (UNDUPLICATED)	224 5.7%	201 5.1%	213 5.4%
THE BUSINESS (UNDUP)	171 4.3%	235 5.9%	263 6.7%
THE COUNTRY (NIM)	31 0.8%	31 0.8%	
TIMEOUT (UNDUPLICATED)	325 8.2%	282 7.1%	310 7.9%
TRAVEL (UNDUPLICATED)	417 10.5%	354 8.9%	347 8.8%
VIVA (UNDUPLICATED)	226 5.7%	216 5.5%	242 6.1%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	28 0.7%	21 0.5%	20 0.5%
YOUR WEEKEND (UNDUPLICATED)	292 7.4%	268 6.8%	273 6.9%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
NORTH CANTERBURY NEWS	47 1.2%	46 1.2%	46 1.2%

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,152	2,152	2,170
SAMPLE SIZE 15+	5,365	5,422	5,427

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
THE NEW ZEALAND HERALD	498 23.1%	405 18.8%	441 20.3%
WAIKATO TIMES	56 2.6%	47 2.2%	45 2.1%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	96 4.5%	79 3.7%	89 4.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
SUNDAY NEWS	44 2.0%	41 1.9%	42 1.9%
SUNDAY STAR TIMES	100 4.6%	94 4.4%	99 4.6%

**NEWSPAPER REPORT -
NORTHERN**

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
HERALD ON SUNDAY	324 15.0%	279 13.0%	295 13.6%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	856	856	837
SAMPLE SIZE 15+	2,270	2,245	2,216

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
THE DOMINION POST	129 15.1%	124 14.5%	134 16.0%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	127 14.9%	111 13.0%	99 11.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
SUNDAY NEWS	12 1.3%	11 1.3%	19 2.3%
SUNDAY STAR TIMES	64 7.4%	60 7.0%	56 6.6%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	950	950	934
SAMPLE SIZE 15+	2,496	2,458	2,433

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
THE PRESS	143 15.0%	136 14.3%	137 14.7%
OTAGO DAILY TIMES	104 10.9%	93 9.8%	95 10.1%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	104 10.9%	96 10.1%	94 10.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
SUNDAY NEWS	16 1.6%	17 1.8%	13 1.4%
SUNDAY STAR TIMES	56 5.9%	56 5.9%	59 6.3%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,211	1,211	1,263
SAMPLE SIZE 15+	3,096	3,144	3,108

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
THE NEW ZEALAND HERALD	337 27.9%	284 23.4%	312 24.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
SUNDAY NEWS	27 2.2%	25 2.1%	28 2.2%
SUNDAY STAR TIMES	57 4.7%	55 4.6%	63 5.0%
HERALD ON SUNDAY	217 17.9%	193 16.0%	210 16.6%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
RODNEY TIMES	23 1.9%	25 2.0%	27 2.1%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
RODNEY TIMES	23 1.9%	25 2.0%	27 2.1%
CENTRAL LEADER	69 5.7%	69 5.7%	69 5.5%
EAST & BAYS COURIER	27 2.2%	30 2.5%	41 3.2%
EASTERN COURIER	44 3.6%	50 4.1%	69 5.5%
MANUKAU COURIER	80 6.6%	87 7.2%	103 8.2%
NORTH HARBOUR NEWS	14 1.1%	12 1.0%	10 0.8%
NOR-WEST NEWS	7 0.6%	6 0.5%	9 0.7%
NORTH SHORE TIMES	59 4.8%	57 4.7%	66 5.3%
PAPAKURA COURIER	20 1.7%	20 1.7%	19 1.5%
WESTERN LEADER	73 6.0%	88 7.3%	84 6.6%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	152	153	145
SAMPLE SIZE 15+	582	557	556

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
THE NEW ZEALAND HERALD	22 14.2%	13 8.4%	15 10.0%
WAIKATO TIMES	25 16.3%	20 12.9%	22 15.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
SUNDAY NEWS	3 2.0%	2 1.4%	2 1.6%
SUNDAY STAR TIMES	7 4.9%	6 4.0%	4 2.7%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
HAMILTON PRESS	39 25.5%	36 23.5%	42 28.9%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	337	337	339
SAMPLE SIZE 15+	952	915	859

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
THE DOMINION POST	78 23.2%	76 22.5%	81 24.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
SUNDAY NEWS	2 0.6%	1 0.3%	4 1.3%
SUNDAY STAR TIMES	29 8.5%	27 8.1%	25 7.4%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	114 33.7%	109 32.2%	105 30.9%
THE HUTT NEWS	63 18.5%	56 16.5%	50 14.8%

NEWSPAPER REPORT - WELLINGTON

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
KAPI-MANA NEWS	35 10.3%	33 9.9%	34 10.2%
UPPER HUTT LEADER	23 6.9%	23 7.0%	24 7.1%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	335	333	334
SAMPLE SIZE 15+	999	975	965

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
THE PRESS	93 27.7%	85 25.6%	86 25.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
SUNDAY NEWS	7 2.2%	10 3.0%	6 1.9%
SUNDAY STAR TIMES	25 7.4%	29 8.7%	29 8.7%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
THE STAR (CHRISTCHURCH)	86 25.8%	77 23.0%	82 24.6%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	515	515	515
SAMPLE SIZE 15+	1,343	1,314	1,302

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
THE STAR MAX CIRC (AIR)	178 34.5%	166 32.2%	157 30.5%
BAY HARBOUR NEWS	12 2.3%	17 3.2%	10 2.0%
NORTH CANTERBURY NEWS	47 9.1%	46 9.0%	46 8.9%
SELWYN TIMES	39 7.6%	32 6.2%	28 5.5%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	104	105	103
SAMPLE SIZE 15+	374	364	343

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
OTAGO DAILY TIMES	44 42.4%	39 36.8%	44 42.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
SUNDAY NEWS	0 0.5%	0 0.3%	2 1.7%
SUNDAY STAR TIMES	4 3.6%	4 3.9%	6 6.1%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
THE STAR (DUNEDIN)	38 36.1%	38 36.1%	45 43.5%