

Q4 2019 - Q3
2020

NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q4 2019 - Q3 2020

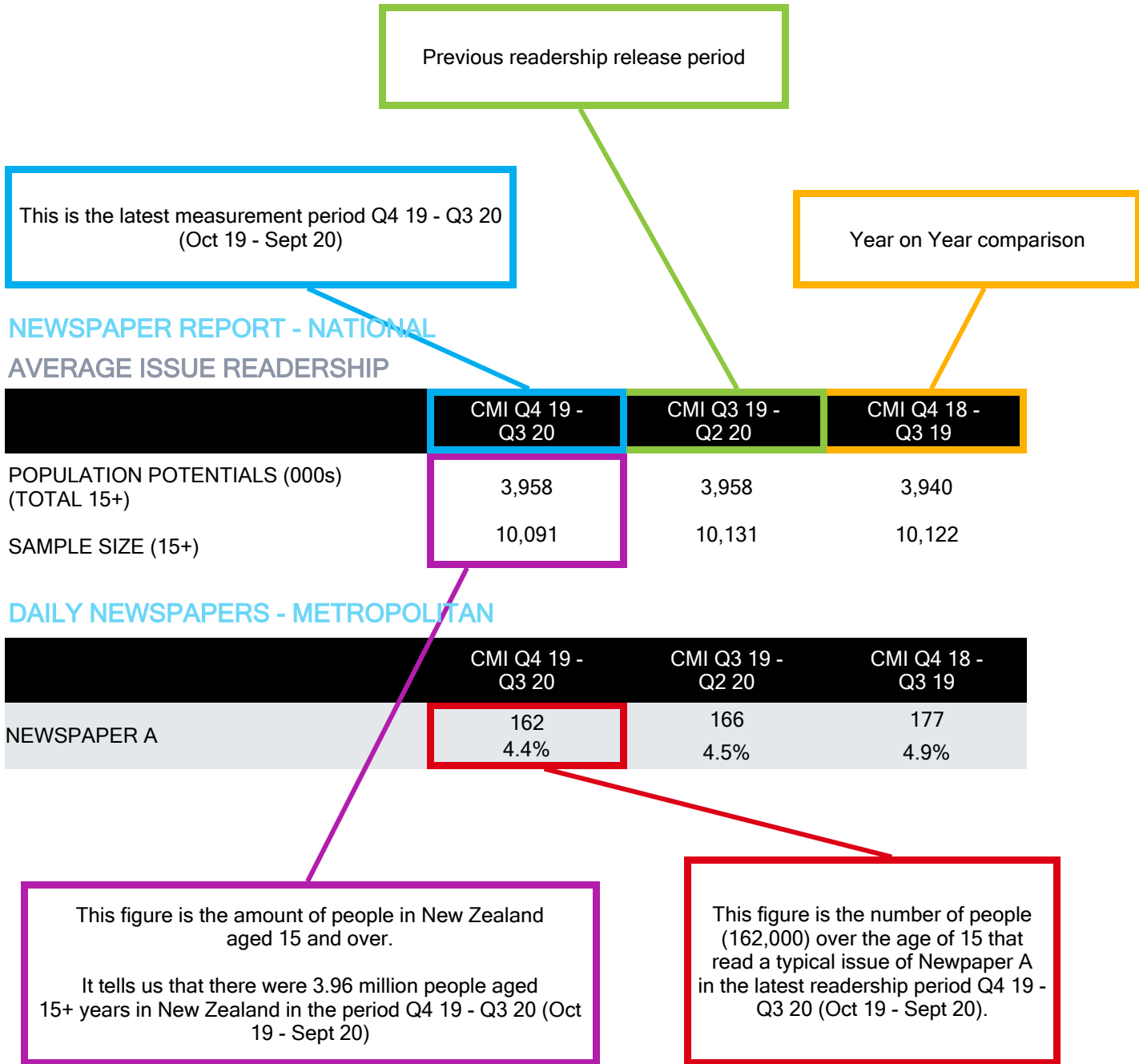
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 26 November 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 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 Q4 19 - Q3 20

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,958	3,958	3,940
SAMPLE SIZE 15+	10,091	10,131	10,122

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
THE NEW ZEALAND HERALD	585 14.8%	546 13.8%	465 11.8%
WAIKATO TIMES	61 1.5%	56 1.4%	47 1.2%
THE DOMINION POST	154 3.9%	145 3.7%	149 3.8%
THE PRESS	145 3.7%	143 3.6%	125 3.2%
OTAGO DAILY TIMES	107 2.7%	104 2.6%	94 2.4%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
ALL DAILIES	1,216 30.7%	1,193 30.1%	1,064 27.0%
ALL METROPOLITANS	956 24.1%	910 23.0%	807 20.5%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	358 9.0%	382 9.6%	334 8.5%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
ALL DAILIES (WEEKLY COVERAGE)	1,993 50.4%	1,990 50.3%	1,815 46.1%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,647 41.6%	1,597 40.3%	1,449 36.8%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	626 15.8%	677 17.1%	607 15.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
SUNDAY NEWS	78 2.0%	71 1.8%	72 1.8%
SUNDAY STAR TIMES	228 5.8%	219 5.5%	206 5.2%
HERALD ON SUNDAY	370 9.4%	354 9.0%	314 8.0%

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
CANVAS/WEEKEND (UNDUPLICATED)	322 8.1%	316 8.0%	374 9.5%
BE WELL (UNDUPLICATED)	180 4.5%	169 4.3%	
SPY (UNDUPLICATED)	99 2.5%	107 2.7%	124 3.2%
SUNDAY (UNDUPLICATED)	244 6.2%	225 5.7%	191 4.8%

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
SUNDAY TRAVEL (UNDUPLICATED)	225 5.7%	224 5.7%	217 5.5%
TIMEOUT (UNDUPLICATED)	336 8.5%	325 8.2%	316 8.0%
TRAVEL (UNDUPLICATED)	417 10.5%	417 10.5%	379 9.6%
VIVA (UNDUPLICATED)	236 6.0%	226 5.7%	241 6.1%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	31 0.8%	28 0.7%	23 0.6%
YOUR WEEKEND (UNDUPLICATED)	297 7.5%	292 7.4%	271 6.9%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
NORTH CANTERBURY NEWS	43 1.1%	47 1.2%	42 1.1%

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,152	2,152	2,170
SAMPLE SIZE 15+	5,317	5,365	5,451

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
THE NEW ZEALAND HERALD	524 24.4%	498 23.1%	431 19.9%
WAIKATO TIMES	60 2.8%	56 2.6%	47 2.2%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	83 3.9%	96 4.5%	87 4.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
SUNDAY NEWS	51 2.4%	44 2.0%	42 1.9%
SUNDAY STAR TIMES	104 4.8%	100 4.6%	97 4.5%

**NEWSPAPER REPORT -
NORTHERN**

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
HERALD ON SUNDAY	333 15.5%	324 15.0%	289 13.3%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	856	856	837
SAMPLE SIZE 15+	2,282	2,270	2,208

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
THE DOMINION POST	137 16.0%	129 15.1%	132 15.8%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	129 15.0%	127 14.9%	107 12.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
SUNDAY NEWS	14 1.6%	12 1.3%	15 1.8%
SUNDAY STAR TIMES	70 8.2%	64 7.4%	55 6.6%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	950	950	934
SAMPLE SIZE 15+	2,492	2,496	2,463

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
THE PRESS	144 15.2%	143 15.0%	125 13.4%
OTAGO DAILY TIMES	107 11.3%	104 10.9%	93 10.0%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	88 9.3%	104 10.9%	94 10.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
SUNDAY NEWS	13 1.4%	16 1.6%	15 1.6%
SUNDAY STAR TIMES	55 5.8%	56 5.9%	53 5.7%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,210	1,211	1,268
SAMPLE SIZE 15+	3,081	3,096	3,152

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
THE NEW ZEALAND HERALD	356 29.4%	337 27.9%	309 24.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
SUNDAY NEWS	33 2.7%	27 2.2%	29 2.3%
SUNDAY STAR TIMES	63 5.2%	57 4.7%	62 4.9%
HERALD ON SUNDAY	231 19.1%	217 17.9%	204 16.1%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
RODNEY TIMES	26 2.1%	23 1.9%	27 2.1%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
RODNEY TIMES	26 2.1%	23 1.9%	27 2.1%
CENTRAL LEADER	77 6.4%	69 5.7%	70 5.5%
EAST & BAYS COURIER	23 1.9%	27 2.2%	37 2.9%
EASTERN COURIER	43 3.6%	44 3.6%	67 5.3%
MANUKAU COURIER	81 6.7%	80 6.6%	100 7.9%
NORTH HARBOUR NEWS	13 1.1%	14 1.1%	11 0.9%
NOR-WEST NEWS	6 0.5%	7 0.6%	9 0.7%
NORTH SHORE TIMES	60 5.0%	59 4.8%	61 4.8%
PAPAKURA COURIER	21 1.7%	20 1.7%	20 1.6%
WESTERN LEADER	64 5.3%	73 6.0%	85 6.7%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	156	152	153
SAMPLE SIZE 15+	571	582	546

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
THE NEW ZEALAND HERALD	22 14.0%	22 14.2%	16 10.2%
WAIKATO TIMES	27 17.4%	25 16.3%	25 16.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
SUNDAY NEWS	2 1.2%	3 2.0%	3 1.7%
SUNDAY STAR TIMES	7 4.8%	7 4.9%	5 3.3%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
HAMILTON PRESS	40 25.2%	39 25.5%	47 30.5%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	341	337	339
SAMPLE SIZE 15+	954	952	880

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
THE DOMINION POST	83 24.2%	78 23.2%	82 24.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
SUNDAY NEWS	4 1.2%	2 0.6%	4 1.1%
SUNDAY STAR TIMES	34 10.0%	29 8.5%	24 7.1%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	115 33.7%	114 33.7%	111 32.8%
THE HUTT NEWS	64 18.9%	63 18.5%	55 16.2%

NEWSPAPER REPORT - WELLINGTON

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
KAPI-MANA NEWS	36 10.5%	35 10.3%	36 10.7%
UPPER HUTT LEADER	21 6.2%	23 6.9%	24 7.2%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	333	335	335
SAMPLE SIZE 15+	998	999	962

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
THE PRESS	95 28.6%	93 27.7%	78 23.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
SUNDAY NEWS	6 1.8%	7 2.2%	8 2.3%
SUNDAY STAR TIMES	24 7.1%	25 7.4%	27 8.1%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
THE STAR (CHRISTCHURCH)	85 25.4%	86 25.8%	84 25.2%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	515	515	515
SAMPLE SIZE 15+	1,359	1,343	1,300

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
THE STAR MAX CIRC (AIR)	171 33.3%	178 34.5%	158 30.7%
BAY HARBOUR NEWS	11 2.2%	12 2.3%	12 2.4%
NORTH CANTERBURY NEWS	43 8.4%	47 9.1%	42 8.1%
SELWYN TIMES	38 7.4%	39 7.6%	30 5.8%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
POPULATION POTENTIALS (000s) (TOTAL 15+):	105	104	104
SAMPLE SIZE 15+	372	374	357

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
OTAGO DAILY TIMES	48 46.2%	44 42.4%	43 41.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
SUNDAY NEWS	0 0.4%	0 0.5%	1 1.0%
SUNDAY STAR TIMES	4 3.7%	4 3.6%	5 5.1%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
THE STAR (DUNEDIN)	38 36.7%	38 36.1%	47 45.3%