

Q2 2020 - Q1
2021

NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q2 2020 - Q1 2021

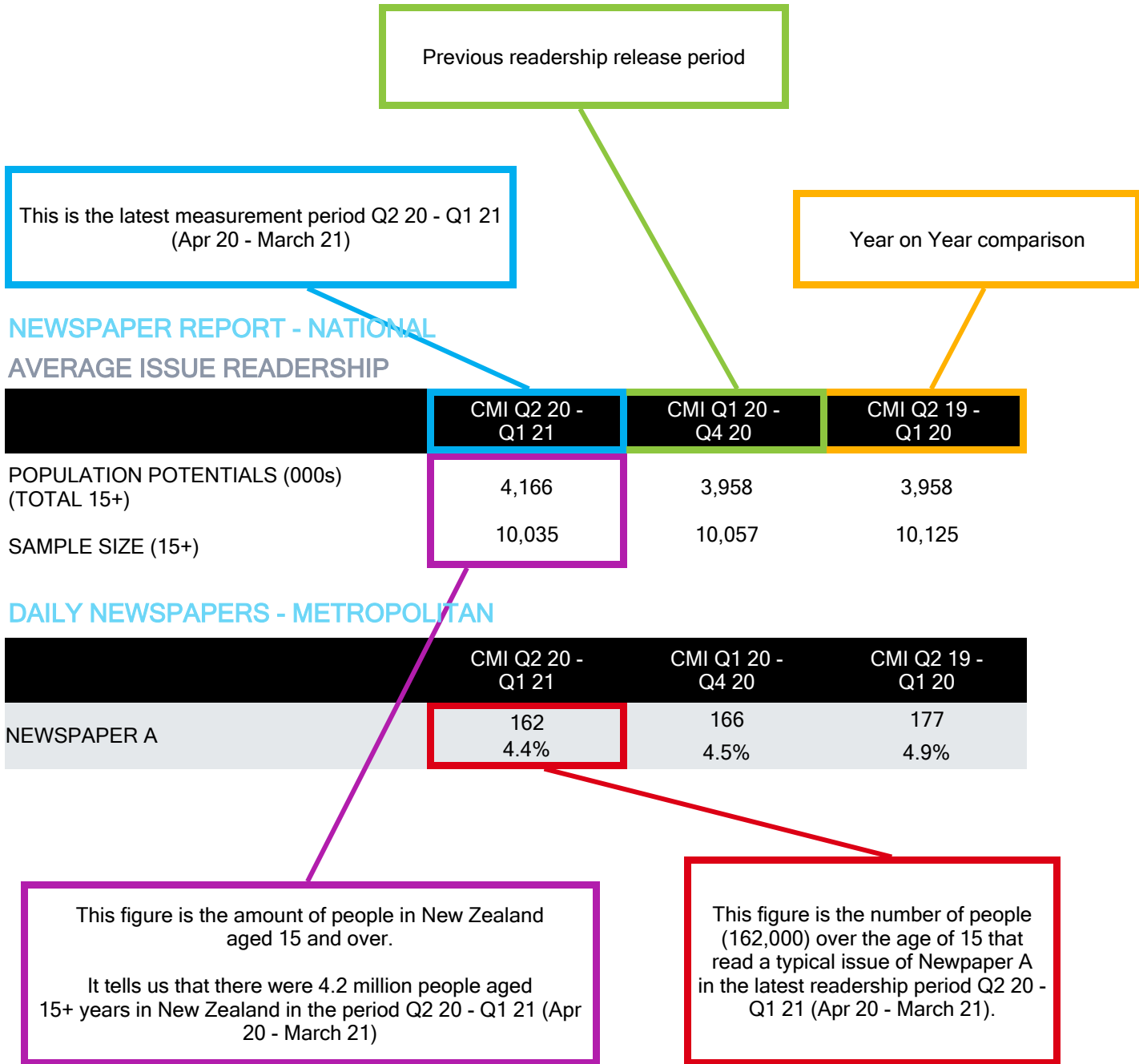
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 24 June 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 Q2 20 - Q1 21

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	4,116	3,958	3,958
SAMPLE SIZE 15+	10,035	10,057	10,125

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
THE NEW ZEALAND HERALD	654 15.9%	612 15.5%	441 11.1%
WAIKATO TIMES	72 1.8%	67 1.7%	47 1.2%
THE DOMINION POST	168 4.1%	166 4.2%	138 3.5%
THE PRESS	137 3.3%	136 3.4%	136 3.4%
OTAGO DAILY TIMES	106 2.6%	107 2.7%	94 2.4%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
ALL DAILIES	1,290 31.3%	1,254 31.7%	1,042 26.3%
ALL METROPOLITANS	1,026 24.9%	985 24.9%	783 19.8%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	374 9.1%	375 9.5%	332 8.4%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
ALL DAILIES (WEEKLY COVERAGE)	2,127 51.7%	2,052 51.8%	1,792 45.3%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,790 43.5%	1,700 43.0%	1,404 35.5%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	673 16.4%	655 16.6%	605 15.3%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
SUNDAY NEWS	112 2.7%	100 2.5%	69 1.7%
SUNDAY STAR TIMES	242 5.9%	235 5.9%	210 5.3%
HERALD ON SUNDAY	403 9.8%	362 9.1%	304 7.7%

MONTHLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
FISHING AND OUTDOORS	220 5.3%	150 3.8%	

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
DRIVEN (UNDUPLICATED)	272 6.6%		
CANVAS/WEEKEND (UNDUPLICATED)	374 9.1%	346 8.8%	310 7.8%
BE WELL (UNDUPLICATED)	223 5.4%	209 5.3%	151 3.8%
SPY (UNDUPLICATED)	131 3.2%	107 2.7%	109 2.8%
SUNDAY (UNDUPLICATED)	292 7.1%	269 6.8%	202 5.1%
SUNDAY TRAVEL (UNDUPLICATED)	244 5.9%	227 5.7%	201 5.1%
TIMEOUT (UNDUPLICATED)	375 9.1%	369 9.3%	282 7.1%
TRAVEL (UNDUPLICATED)	437 10.6%	429 10.8%	354 8.9%
VIVA (UNDUPLICATED)	295 7.2%	267 6.7%	216 5.5%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	45 1.1%	37 0.9%	21 0.5%
YOUR WEEKEND (UNDUPLICATED)	347 8.4%	324 8.2%	268 6.8%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
NORTH CANTERBURY NEWS	48 1.2%	47 1.2%	46 1.2%

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,253	2,152	2,152
SAMPLE SIZE 15+	5,316	5,303	5,422

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
THE NEW ZEALAND HERALD	590 26.2%	548 25.4%	405 18.8%
WAIKATO TIMES	71 3.2%	67 3.1%	47 2.2%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	102 4.5%	93 4.3%	79 3.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
SUNDAY NEWS	76 3.4%	64 3.0%	41 1.9%
SUNDAY STAR TIMES	122 5.4%	108 5.0%	94 4.4%

**NEWSPAPER REPORT -
NORTHERN**

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
HERALD ON SUNDAY	363 16.1%	323 15.0%	279 13.0%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	882	856	856
SAMPLE SIZE 15+	2,242	2,264	2,245

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
THE DOMINION POST	138 15.6%	144 16.8%	124 14.5%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	113 12.8%	123 14.4%	111 13.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
SUNDAY NEWS	23 2.6%	21 2.5%	11 1.3%
SUNDAY STAR TIMES	63 7.1%	70 8.2%	60 7.0%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	982	950	950
SAMPLE SIZE 15+	2,477	2,490	2,458

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
THE PRESS	137 13.9%	136 14.3%	136 14.3%
OTAGO DAILY TIMES	106 10.8%	107 11.2%	93 9.8%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	93 9.5%	94 9.9%	96 10.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
SUNDAY NEWS	14 1.4%	16 1.6%	17 1.8%
SUNDAY STAR TIMES	57 5.9%	57 6.0%	56 5.9%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,285	1,209	1,211
SAMPLE SIZE 15+	3,040	3,071	3,144

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
THE NEW ZEALAND HERALD	399 31.0%	372 30.8%	284 23.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
SUNDAY NEWS	42 3.3%	38 3.2%	25 2.1%
SUNDAY STAR TIMES	68 5.3%	59 4.9%	55 4.6%
HERALD ON SUNDAY	245 19.1%	215 17.8%	193 16.0%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
RODNEY TIMES	29 2.3%	22 1.8%	25 2.0%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
CENTRAL LEADER	84 6.6%	85 7.1%	69 5.7%
EAST & BAYS COURIER	24 1.8%	21 1.8%	30 2.5%
EASTERN COURIER	61 4.7%	50 4.1%	50 4.1%
MANUKAU COURIER	79 6.1%	68 5.6%	87 7.2%
NORTH HARBOUR NEWS	16 1.2%	14 1.2%	12 1.0%
NOR-WEST NEWS	6 0.5%	6 0.5%	6 0.5%
NORTH SHORE TIMES	55 4.3%	53 4.4%	57 4.7%
PAPAKURA COURIER	38 2.9%	31 2.6%	20 1.7%
WESTERN LEADER	56 4.4%	57 4.7%	88 7.3%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	160	169	153
SAMPLE SIZE 15+	507	543	557

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
THE NEW ZEALAND HERALD	27 16.7%	25 14.8%	13 8.4%
WAIKATO TIMES	28 17.3%	32 19.1%	20 12.9%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
SUNDAY NEWS	3 1.6%	2 1.2%	2 1.4%
SUNDAY STAR TIMES	9 5.7%	10 5.9%	6 4.0%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
HAMILTON PRESS	45 27.8%	42 24.8%	36 23.5%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	354	342	337
SAMPLE SIZE 15+	931	943	915

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
THE DOMINION POST	88 24.8%	88 25.8%	76 22.5%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
SUNDAY NEWS	13 3.8%	8 2.4%	1 0.3%
SUNDAY STAR TIMES	32 8.9%	35 10.4%	27 8.1%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
THE HUTT NEWS	73 20.7%	72 21.2%	56 16.5%
KAPI-MANA NEWS	36 10.2%	30 8.9%	33 9.9%

NEWSPAPER REPORT - WELLINGTON

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
UPPER HUTT LEADER	20 5.6%	22 6.3%	23 7.0%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	332	339	333
SAMPLE SIZE 15+	962	969	975

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
THE PRESS	88 26.4%	93 27.4%	85 25.6%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
SUNDAY NEWS	8 2.3%	8 2.3%	10 3.0%
SUNDAY STAR TIMES	28 8.4%	26 7.7%	29 8.7%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
THE STAR (CHRISTCHURCH)	90 27.1%	90 26.6%	77 23.0%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	533	516	515
SAMPLE SIZE 15+	1,372	1,351	1,314

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
BAY HARBOUR NEWS	7 1.3%	10 1.9%	17 3.2%
SELWYN TIMES	47 8.9%	39 7.6%	32 6.2%
NORTH CANTERBURY NEWS	48 8.9%	46 9.0%	46 9.0%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	100	111	105
SAMPLE SIZE 15+	342	362	364

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
OTAGO DAILY TIMES	48 47.7%	55 49.8%	39 36.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
SUNDAY NEWS	1 1.2%	1 0.9%	0 0.3%
SUNDAY STAR TIMES	7 7.0%	6 5.6%	4 3.9%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
THE STAR (DUNEDIN)	44 44.2%	49 44.2%	38 36.1%