

Q4 2020 - Q3
2021

NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q4 2020 - Q3 2021

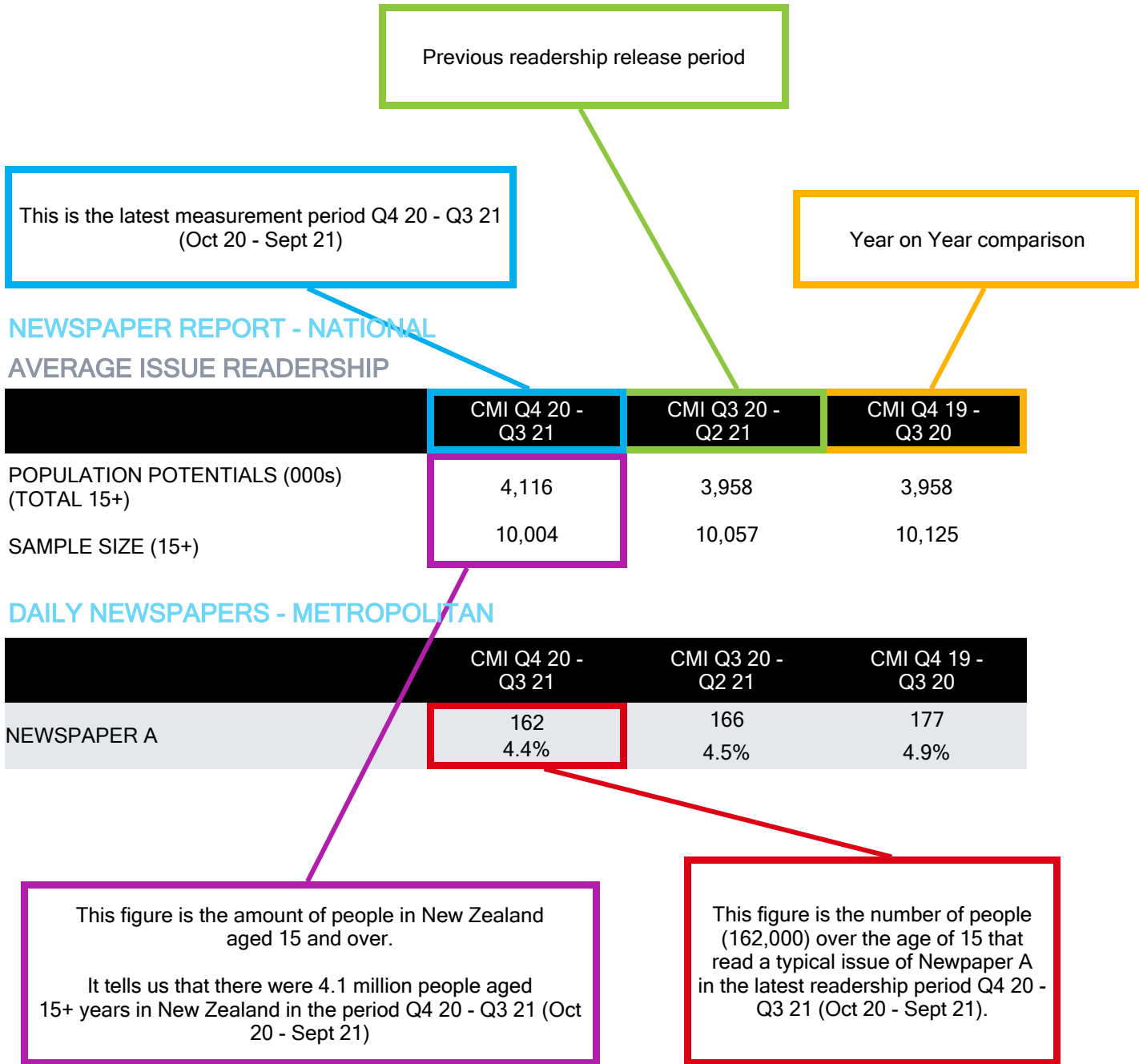
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 25 November 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 Q4 20 - Q3 21

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	4,116	4,116	3,958
SAMPLE SIZE 15+	10,004	10,011	10,091

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
THE NEW ZEALAND HERALD	589 14.3%	608 14.8%	585 14.8%
WAIKATO TIMES	73 1.8%	68 1.7%	61 1.5%
THE DOMINION POST	157 3.8%	169 4.1%	154 3.9%
THE PRESS	124 3.0%	131 3.2%	145 3.7%
OTAGO DAILY TIMES	97 2.3%	99 2.4%	107 2.7%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
ALL DAILIES	1,194 29.0%	1,224 29.7%	1,216 30.7%
ALL METROPOLITANS	933 22.7%	969 23.5%	956 24.1%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	356 8.6%	346 8.4%	358 9.0%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
ALL DAILIES (WEEKLY COVERAGE)	2,078 50.5%	2,078 50.5%	1,993 50.4%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,715 41.7%	1,724 41.9%	1,647 41.6%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	672 16.3%	654 15.9%	626 15.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
SUNDAY NEWS	130 3.2%	123 3.0%	78 2.0%
SUNDAY STAR TIMES	226 5.5%	219 5.3%	228 5.8%
HERALD ON SUNDAY	353 8.6%	386 9.4%	370 9.4%

MONTHLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
FISHING AND OUTDOORS	281 6.8%	248 6.0%	

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
DRIVEN (UNDUPLICATED)	221 5.4%	219 5.3%	
CANVAS/WEEKEND (UNDUPLICATED)	333 8.1%	356 8.6%	322 8.1%
BE WELL (UNDUPLICATED)	200 4.9%	207 5.0%	180 4.5%
SPY (UNDUPLICATED)	136 3.3%	138 3.3%	99 2.5%
SUNDAY (UNDUPLICATED)	285 6.9%	275 6.7%	244 6.2%
SUNDAY TRAVEL (UNDUPLICATED)	237 5.8%	247 6.0%	225 5.7%
TIMEOUT (UNDUPLICATED)	347 8.4%	356 8.6%	336 8.5%
TRAVEL (UNDUPLICATED)	408 9.9%	400 9.7%	417 10.5%
VIVA (UNDUPLICATED)	283 6.9%	292 7.1%	236 6.0%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	47 1.1%	44 1.1%	31 0.8%
YOUR WEEKEND (UNDUPLICATED)	353 8.6%	354 8.6%	297 7.5%

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,253	2,253	2,152
SAMPLE SIZE 15+	5,336	5,377	5,317

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
THE NEW ZEALAND HERALD	536 23.8%	549 24.4%	524 24.4%
WAIKATO TIMES	73 3.2%	67 3.0%	60 2.8%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	95 4.2%	90 4.0%	83 3.9%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
SUNDAY NEWS	88 3.9%	85 3.8%	51 2.4%
SUNDAY STAR TIMES	105 4.7%	103 4.6%	104 4.8%

**NEWSPAPER REPORT -
NORTHERN**

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
HERALD ON SUNDAY	317 14.1%	344 15.3%	333 15.5%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	882	882	856
SAMPLE SIZE 15+	2,210	2,203	2,282

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
THE DOMINION POST	128 14.5%	138 15.7%	137 16.0%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	105 11.9%	104 11.8%	129 15.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
SUNDAY NEWS	27 3.1%	24 2.8%	14 1.6%
SUNDAY STAR TIMES	50 5.7%	51 5.8%	70 8.2%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	982	982	950
SAMPLE SIZE 15+	2,458	2,431	2,492

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
THE PRESS	124 12.7%	130 13.3%	144 15.2%
OTAGO DAILY TIMES	97 9.8%	99 10.1%	107 11.3%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	88 8.9%	91 9.2%	88 9.3%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
SUNDAY NEWS	14 1.5%	14 1.4%	13 1.4%
SUNDAY STAR TIMES	71 7.3%	64 6.5%	55 5.8%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,285	1,285	1,210
SAMPLE SIZE 15+	3,055	3,108	3,081

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
THE NEW ZEALAND HERALD	368 28.7%	377 29.4%	356 29.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
SUNDAY NEWS	52 4.0%	51 3.9%	33 2.7%
SUNDAY STAR TIMES	64 5.0%	63 4.9%	63 5.2%
HERALD ON SUNDAY	221 17.2%	240 18.7%	231 19.1%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
RODNEY TIMES	26 2.0%	27 2.1%	26 2.1%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
CENTRAL LEADER	82 6.4%	84 6.5%	77 6.4%
EAST & BAYS COURIER	26 2.0%	26 2.0%	23 1.9%
EASTERN COURIER	65 5.1%	63 4.9%	43 3.6%
MANUKAU COURIER	71 5.5%	72 5.6%	81 6.7%
NORTH HARBOUR NEWS	18 1.4%	16 1.2%	13 1.1%
NOR-WEST NEWS	11 0.9%	10 0.8%	6 0.5%
NORTH SHORE TIMES	58 4.5%	58 4.5%	60 5.0%
PAPAKURA COURIER	38 3.0%	38 3.0%	21 1.7%
WESTERN LEADER	59 4.6%	57 4.4%	64 5.3%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	170	166	156
SAMPLE SIZE 15+	480	479	571

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
THE NEW ZEALAND HERALD	26 15.5%	26 15.7%	22 14.0%
WAIKATO TIMES	28 16.7%	29 17.5%	27 17.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
SUNDAY NEWS	3 2.0%	2 1.2%	2 1.2%
SUNDAY STAR TIMES	6 3.6%	8 4.5%	7 4.8%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
HAMILTON PRESS	51 30.0%	49 29.4%	40 25.2%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	355	355	341
SAMPLE SIZE 15+	923	913	954

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
THE DOMINION POST	89 25.0%	94 26.4%	83 24.2%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
SUNDAY NEWS	14 3.8%	15 4.2%	4 1.2%
SUNDAY STAR TIMES	27 7.7%	31 8.7%	34 10.0%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
THE HUTT NEWS	69 19.3%	73 20.5%	64 18.9%
KAPI-MANA NEWS	39 11.0%	41 11.7%	36 10.5%

NEWSPAPER REPORT - WELLINGTON

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
UPPER HUTT LEADER	28 7.9%	22 6.3%	21 6.2%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	344	338	333
SAMPLE SIZE 15+	933	926	998

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
THE PRESS	82 23.9%	82 24.4%	95 28.6%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
SUNDAY NEWS	9 2.6%	8 2.4%	6 1.8%
SUNDAY STAR TIMES	41 12.0%	35 10.4%	24 7.1%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
THE STAR (CHRISTCHURCH)	104 30.1%	97 28.8%	85 25.4%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	532	533	515
SAMPLE SIZE 15+	1,365	1,345	1,359

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
BAY HARBOUR NEWS	11 2.0%	9 1.7%	11 2.2%
SELWYN TIMES	47 8.8%	45 8.4%	38 7.4%
NORTH CANTERBURY NEWS	51 9.6%	48 9.0%	43 8.4%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
POPULATION POTENTIALS (000s) (TOTAL 15+):	103	101	105
SAMPLE SIZE 15+	338	337	372

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
OTAGO DAILY TIMES	42 40.3%	44 43.4%	48 46.2%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
SUNDAY NEWS	1 1.0%	1 0.7%	0 0.4%
SUNDAY STAR TIMES	9 9.0%	8 7.8%	4 3.7%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
THE STAR (DUNEDIN)	47 45.3%	47 46.4%	38 36.7%