



Nielsen National Readership Report

Newspaper Toplines

Q3 24 - Q2 25

Annotations

Release of Nielsen Consumer and Media Insights
Q3 24 - Q2 25

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 September 4th 2025**

Further information

If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact your Account Manager or the Nielsen Customer Experience team via nzmediahelpdesk@nielsen.com.



How to read this document

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
POPULATION POTENTIALS (000s) Total 15+	4,358	4,358	4,253
Newspaper A	684 15.7%	706 16.2%	634 14.9%

This is the latest measurement period
Q3 24 - Q2 25

Previous readership release period

Year on Year comparison

This figure is the amount of people in New Zealand aged 15 and over. It tells us that there were over 4.3 million people aged 15+ years in New Zealand in the period Q3 24 - Q2 25

This figure is the number of people (684,000) who read Newspaper A in the issue period. This equates to 15.7% of the New Zealand population (15+).

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 24 - Q2 25

Newspaper Report - National

	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Population Potentials (000s) Total 15+	4,358	4,358	4,253
Total Sample (15+)	10,004	10,004	10,008

Daily Newspapers - Metropolitan

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Otago Daily Times	91 2.1%	92 2.1%	80 1.9%
The New Zealand Herald	504 11.6%	500 11.5%	521 12.2%
The Post	116 2.7%	115 2.6%	111 2.6%
The Press	93 2.1%	96 2.2%	90 2.1%
Waikato Times	57 1.3%	55 1.3%	45 1.1%

Daily Newspapers - Summary

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
All Dailies	973 22.3%	984 22.6%	982 23.1%
All Metropolitans	774 17.7%	774 17.8%	779 18.3%
All Regional Dailies (Including Waikato Times)	275 6.3%	292 6.7%	279 6.6%

Daily Newspapers - Summary (Weekly Coverage)

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
All Dailies (Weekly Coverage)	1,893 43.4%	1,888 43.3%	1,825 42.9%
All Metropolitans (Weekly Coverage)	1,581 36.3%	1,573 36.1%	1,517 35.7%
All Regional Dailies (Incl. Waikato Times Weekly Coverage)	582 13.4%	603 13.8%	587 13.8%

Weekly Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Herald On Sunday	308 7.1%	303 7.0%	313 7.4%
Sunday Star Times	195 4.5%	188 4.3%	178 4.2%

Monthly Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Fishing and Outdoors	236 5.4%	253 5.8%	295 6.9%

Newspaper Liftouts and Inserted Magazines

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Canvas/Weekend (Unduplicated)	264 6.1%	264 6.0%	277 6.5%
Driven Car Guide (Unduplicated)	169 3.9%	159 3.6%	175 4.1%
Sunday (NIM)	166 3.8%	163 3.8%	183 4.3%
Timeout (Unduplicated)	281 6.5%	275 6.3%	296 7.0%
Travel (Unduplicated)	415 9.5%	420 9.6%	408 9.6%
Travel/Reset on Sunday (Unduplicated)	210 4.8%	198 4.5%	172 4.1%
Viva (Unduplicated)	215 4.9%	219 5.0%	222 5.2%
Your Weekend (NIM)	205 4.7%	198 4.5%	205 4.8%

Newspaper Report - Northern

	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Population Potentials (000s) Total 15+	2,402	2,402	2,332
Total Sample (15+)	5,508	5,558	5,383

Daily Newspapers - Metropolitan

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
The New Zealand Herald	443 18.5%	437 18.2%	464 19.9%
Waikato Times	57 2.4%	55 2.3%	45 1.9%

Daily Newspapers - Summary

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
All Regional Dailies (Excluding Waikato Times)	69 2.9%	73 3.0%	69 2.9%

Weekly Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Herald On Sunday	281 11.7%	276 11.5%	284 12.2%
Sunday Star Times	91 3.8%	85 3.5%	80 3.4%

Newspaper Report - Central

	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Population Potentials (000s) Total 15+	907	907	901
Total Sample (15+)	2,124	2,097	2,185

Daily Newspapers - Metropolitan

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
The Post	88 9.7%	88 9.7%	90 10.0%

Daily Newspapers - Summary

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
All Regional Dailies (Excluding Waikato Times)	78 8.6%	86 9.5%	87 9.7%

Weekly Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Sunday Star Times	42 4.6%	45 4.9%	40 4.5%

Newspaper Report - Southern

	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Population Potentials (000s) Total 15+	1,049	1,049	1,020
Total Sample (15+)	2,372	2,349	2,440

Daily Newspapers - Metropolitan

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Otago Daily Times	91 8.7%	92 8.8%	80 7.8%
The Press	93 8.8%	96 9.2%	90 8.8%

Daily Newspapers - Summary

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
All Regional Dailies (Excluding Waikato Times)	72 6.9%	79 7.5%	79 7.7%

Weekly Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Sunday Star Times	62 5.9%	59 5.6%	58 5.7%

Newspaper Report - Auckland Metropolitan

	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Population Potentials (000s) Total 15+	1,300	1,299	1,256
Total Sample (15+)	3,057	3,073	2,905

Daily Newspapers - Metropolitan

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
The New Zealand Herald	293 22.5%	286 22.0%	296 23.6%

Weekly Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Herald On Sunday	191 14.7%	189 14.6%	188 15.0%
Sunday Star Times	55 4.2%	50 3.8%	47 3.8%

Community Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Central Leader	50 3.8%	50 3.8%	54 4.3%
Eastern Bays Courier	57 4.4%	63 4.8%	0.0%
Manukau & Papakura Courier	107 8.2%	105 8.1%	0.0%
North Shore Times	73 5.6%	65 5.0%	58 4.6%
Rodney Times	39 3.0%	34 2.6%	37 3.0%
Western Leader	67 5.1%	69 5.3%	60 4.8%

Newspaper Report - Hamilton

	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Population Potentials (000s) Total 15+	182	182	176
Total Sample (15+)	486	499	527

Daily Newspapers - Metropolitan

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
The New Zealand Herald	24 13.0%	23 12.7%	22 12.5%
Waikato Times	24 12.9%	23 12.6%	20 11.5%

Weekly Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Sunday Star Times	7 3.8%	6 3.3%	4 2.5%

Community Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
The Waikato Local	25 13.8%	28 15.3%	0.0%

Newspaper Report - Wellington

	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Population Potentials (000s) Total 15+	361	361	361
Total Sample (15+)	834	811	885

Daily Newspapers - Metropolitan

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
The Post	54 15.0%	55 15.4%	58 16.1%

Weekly Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Sunday Star Times	16 4.4%	20 5.6%	21 5.7%

Community Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Kapi-Mana News	26 7.1%	23 6.5%	35 9.7%
The Hutt News	55 15.3%	60 16.7%	0.0%

Newspaper Report - Christchurch

	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Population Potentials (000s) Total 15+	353	358	345
Total Sample (15+)	864	847	912

Daily Newspapers - Metropolitan

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
The Press	51 14.5%	55 15.5%	56 16.3%

Weekly Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Sunday Star Times	31 8.8%	25 6.9%	25 7.3%

Community Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
The Star (Christchurch)	80 22.7%	86 24.1%	87 25.1%

Newspaper Report - Canterbury

	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Population Potentials (000s) Total 15+	574	574	552
Total Sample (15+)	1,277	1,255	1,325

Community Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Bay Harbour News	10 1.8%	9 1.6%	11 2.1%
North Canterbury News	45 7.9%	42 7.2%	0.0%
Selwyn Times	45 7.9%	45 7.8%	43 7.7%
The Star (Christchurch)	94 16.3%	97 16.9%	98 17.8%

Newspaper Report - Dunedin

	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Population Potentials (000s) Total 15+	130	133	123
Total Sample (15+)	344	346	345

Daily Newspapers - Metropolitan

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Otago Daily Times	43 33.2%	43 32.6%	42 33.8%

Weekly Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Sunday Star Times	9 7.3%	7 5.3%	4 3.1%

Community Newspapers

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
The Star (Dunedin)	32 24.5%	31 23.5%	38 30.7%

Basic Demographics Q3 24 - Q2 25

Newspaper Report - National

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Population Potential (000s)	4,358	1,979	2,038	2,012	3,790	2,774
Sample Size (15+)	10,004	4,612	4,664	5,698	9,005	6,911

Daily Newspapers - Metropolitan

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Otago Daily Times	91 2.1%	43 2.2%	45 2.2%	43 2.1%	83 2.2%	63 2.3%
The New Zealand Herald	504 11.6%	251 12.7%	236 11.6%	257 12.8%	463 12.2%	352 12.7%
The Post	116 2.7%	67 3.4%	46 2.3%	58 2.9%	108 2.9%	88 3.2%
The Press	93 2.1%	50 2.5%	40 1.9%	49 2.4%	81 2.1%	72 2.6%
Waikato Times	57 1.3%	29 1.5%	24 1.2%	29 1.5%	53 1.4%	41 1.5%

Daily Newspapers - Summary

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
All Dailies	973 22.3%	489 24.7%	451 22.1%	497 24.7%	888 23.4%	681 24.5%
All Metropolitans	774 17.7%	393 19.8%	355 17.4%	391 19.4%	707 18.7%	553 19.9%
All Regional Dailies (Including Waikato Times)	275 6.3%	136 6.9%	129 6.3%	150 7.5%	252 6.6%	183 6.6%

Daily Newspapers - Summary (Weekly Coverage)

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
All Dailies (Weekly Coverage)	1,893 43.4%	894 45.2%	911 44.7%	945 46.9%	1,710 45.1%	1,268 45.7%
All Metropolitans (Weekly Coverage)	1,581 36.3%	760 38.4%	750 36.8%	780 38.8%	1,433 37.8%	1,065 38.4%
All Regional Dailies (Incl. Waikato Times Weekly Coverage)	582 13.4%	271 13.7%	284 14.0%	312 15.5%	523 13.8%	386 13.9%

Weekly Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Herald On Sunday	308 7.1%	153 7.7%	145 7.1%	159 7.9%	287 7.6%	209 7.5%
Sunday Star Times	195 4.5%	97 4.9%	94 4.6%	104 5.2%	186 4.9%	143 5.2%

Monthly Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Fishing and Outdoors	236 5.4%	141 7.1%	77 3.8%	117 5.8%	212 5.6%	161 5.8%

Newspaper Liftouts and Inserted Magazines

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Canvas/Weekend (Unduplicated)	264 6.1%	115 5.8%	147 7.2%	152 7.5%	243 6.4%	180 6.5%
Driven Car Guide (Unduplicated)	169 3.9%	124 6.3%	41 2.0%	76 3.8%	153 4.0%	120 4.3%
Sunday (NIM)	166 3.8%	84 4.2%	79 3.9%	91 4.5%	156 4.1%	122 4.4%
Timeout (Unduplicated)	281 6.5%	133 6.7%	140 6.9%	150 7.5%	259 6.8%	184 6.6%
Travel (Unduplicated)	415 9.5%	203 10.2%	198 9.7%	214 10.6%	386 10.2%	280 10.1%
Travel/Reset on Sunday (Unduplicated)	210 4.8%	104 5.2%	103 5.0%	118 5.9%	197 5.2%	146 5.3%
Viva (Unduplicated)	215 4.9%	87 4.4%	127 6.2%	128 6.3%	203 5.4%	154 5.5%
Your Weekend (NIM)	205 4.7%	102 5.2%	100 4.9%	107 5.3%	192 5.1%	151 5.4%

Newspaper Report - Northern

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Population Potential (000s)	2,402	1,092	1,118	1,074	2,083	1,511
Sample Size (15+)	5,508	2,577	2,476	3,030	4,914	3,781

Daily Newspapers - Metropolitan

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
The New Zealand Herald	443 18.5%	222 20.3%	207 18.5%	223 20.7%	407 19.5%	310 20.5%
Waikato Times	57 2.4%	29 2.6%	24 2.1%	29 2.7%	53 2.5%	41 2.7%

Daily Newspapers - Summary

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
All Regional Dailies (Excluding Waikato Times)	69 2.9%	35 3.2%	33 3.0%	35 3.3%	65 3.1%	42 2.8%

Weekly Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Herald On Sunday	281 11.7%	140 12.8%	133 11.9%	144 13.4%	264 12.7%	190 12.5%
Sunday Star Times	91 3.8%	47 4.3%	43 3.8%	49 4.6%	88 4.2%	68 4.5%

Newspaper Report - Central

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Population Potential (000s)	907	407	430	430	791	585
Sample Size (15+)	2,124	988	1,009	1,245	1,928	1,490

Daily Newspapers - Metropolitan

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
The Post	88 9.7%	49 12.1%	37 8.7%	44 10.2%	82 10.3%	67 11.5%

Daily Newspapers - Summary

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
All Regional Dailies (Excluding Waikato Times)	78 8.6%	39 9.5%	37 8.7%	45 10.4%	69 8.8%	56 9.6%

Weekly Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Sunday Star Times	42 4.6%	23 5.7%	18 4.3%	20 4.7%	39 5.0%	32 5.5%

Newspaper Report - Southern

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Population Potential (000s)	1,049	480	490	508	916	679
Sample Size (15+)	2,372	1,047	1,179	1,423	2,163	1,640

Daily Newspapers - Metropolitan

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Otago Daily Times	91 8.7%	43 9.1%	45 9.1%	43 8.5%	83 9.0%	63 9.3%
The Press	93 8.8%	50 10.4%	40 8.1%	49 9.6%	81 8.9%	72 10.6%

Daily Newspapers - Summary

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
All Regional Dailies (Excluding Waikato Times)	72 6.9%	34 7.1%	35 7.2%	42 8.2%	66 7.2%	43 6.4%

Weekly Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Sunday Star Times	62 5.9%	26 5.5%	33 6.7%	34 6.8%	59 6.4%	43 6.3%

Newspaper Report - Auckland Metropolitan

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Population Potential (000s)	1,300	595	601	549	1,120	802
Sample Size (15+)	3,057	1,522	1,212	1,553	2,681	2,086

Daily Newspapers - Metropolitan

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
The New Zealand Herald	293 22.5%	150 25.2%	131 21.8%	139 25.3%	266 23.7%	194 24.2%

Weekly Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Herald On Sunday	191 14.7%	101 16.9%	85 14.1%	93 16.9%	179 16.0%	122 15.2%
Sunday Star Times	55 4.2%	28 4.7%	26 4.3%	30 5.4%	53 4.7%	41 5.1%

Community Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Central Leader	50 3.8%	23 3.9%	26 4.3%	29 5.3%	45 4.1%	34 4.3%
Eastern Bays Courier	57 4.4%	26 4.4%	29 4.8%	30 5.4%	55 4.9%	41 5.2%
Manukau & Papakura Courier	107 8.2%	54 9.0%	47 7.7%	50 9.1%	95 8.5%	67 8.3%
North Shore Times	73 5.6%	31 5.3%	39 6.5%	36 6.6%	69 6.1%	45 5.7%
Rodney Times	39 3.0%	19 3.2%	19 3.2%	23 4.1%	38 3.4%	23 2.9%
Western Leader	67 5.1%	32 5.3%	31 5.2%	33 6.1%	63 5.6%	47 5.9%

Newspaper Report - Hamilton

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Population Potential (000s)	182	86	78	86	163	117
Sample Size (15+)	486	223	233	292	452	342

Daily Newspapers - Metropolitan

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
The New Zealand Herald	24 13.0%	12 14.1%	11 14.1%	13 15.0%	22 13.2%	17 14.9%
Waikato Times	24 12.9%	13 14.7%	9 11.9%	13 15.7%	21 13.1%	17 14.4%

Weekly Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Sunday Star Times	7 3.8%	4 4.8%	3 3.5%	4 4.1%	7 4.2%	6 4.7%

Community Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
The Waikato Local	25 13.8%	10 11.8%	12 15.0%	13 15.4%	23 14.2%	15 12.4%

Newspaper Report - Wellington

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Population Potential (000s)	361	161	171	169	319	238
Sample Size (15+)	834	416	356	471	763	598

Daily Newspapers - Metropolitan

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
The Post	54 15.0%	30 18.6%	23 13.5%	27 15.9%	49 15.4%	41 17.4%

Weekly Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Sunday Star Times	16 4.4%	11 6.5%	5 3.0%	8 4.5%	15 4.8%	12 5.1%

Community Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Kapi-Mana News	26 7.1%	16 10.2%	9 5.1%	12 7.3%	23 7.1%	18 7.4%
The Hutt News	55 15.3%	21 12.8%	33 19.3%	34 20.2%	51 15.9%	42 17.5%

Newspaper Report - Christchurch

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Population Potential (000s)	353	163	161	163	312	231
Sample Size (15+)	864	431	380	494	794	615

Daily Newspapers - Metropolitan

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
The Press	51 14.5%	26 15.9%	25 15.3%	30 18.5%	48 15.3%	42 18.2%

Weekly Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Sunday Star Times	31 8.8%	13 7.9%	18 11.2%	19 11.6%	29 9.4%	24 10.3%

Community Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
The Star (Christchurch)	80 22.7%	37 22.8%	42 26.2%	48 29.6%	73 23.4%	62 26.7%

Newspaper Report - Canterbury

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Population Potential (000s)	574	266	266	280	500	374
Sample Size (15+)	1,277	627	578	745	1,167	898

Community Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Bay Harbour News	10 1.8%	6 2.4%	4 1.3%	5 1.6%	10 1.9%	7 1.9%
North Canterbury News	45 7.9%	27 10.1%	17 6.4%	21 7.3%	40 8.0%	32 8.4%
Selwyn Times	45 7.9%	19 7.3%	22 8.3%	28 10.0%	41 8.1%	35 9.5%
The Star (Christchurch)	94 16.3%	45 16.8%	47 17.7%	54 19.2%	83 16.7%	69 18.3%

Newspaper Report - Dunedin

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Population Potential (000s)	130	59	57	56	114	84
Sample Size (15+)	344	129	183	199	313	242

Daily Newspapers - Metropolitan

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Otago Daily Times	43 33.2%	22 37.9%	19 33.8%	22 39.5%	39 34.3%	31 37.4%

Weekly Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
Sunday Star Times	9 7.3%	4 6.6%	5 8.3%	6 10.0%	9 7.7%	5 6.5%

Community Newspapers

	Average Issue Readership					
	Total 15+	Men 20+	Women 20+	Main Household Shopper	Total Household Shopper	Main Income Earner
The Star (Dunedin)	32 24.5%	15 24.9%	16 28.7%	18 31.7%	31 27.1%	25 29.3%

About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviours across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future.

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