

NEWSPAPERS YEAR ON YEAR COMPARATIVE RESULTS

National Readership Survey

Q3 09 - Q2 10 (July 2009 - June 2010)



	NRS Q3 09 - Q2 10 Jul 09 - Jun 10	NRS Q2 09 - Q1 10 Apr 09 - Mar 10	NRS Q3 08 - Q2 09 Jul 08 - Jun 09	Jul 09 - Jun 10 vs Jul 08 - Jun 09 Comparative Index	Statistical Significant Tests at 95% Confidence Level
NEWSPAPER REPORT - NATIONAL					
- Population (15+)	3,424	3,424	3,379		
- Sample Size (15+)	11,369	11,382	11,299		
Daily Newspapers - Metropolitan:					
- The NZ Herald	602 17.6%	582 17.0%	573 17.0%	104	Not Significant
- Waikato Times	104 3.0%	104 3.0%	105 3.1%	98	Not Significant
- The Dominion Post	234 6.8%	249 7.3%	248 7.3%	93	Not Significant
- The Press	223 6.5%	216 6.3%	220 6.5%	100	Not Significant
- Otago Daily Times	99 2.9%	99 2.9%	105 3.1%	94	Not Significant
Daily Newspapers - Summary:					
- All Dailies	1,612 47.1%	1,596 46.6%	1,601 47.4%	99	Not Significant
- All Metropolitans	1,128 33.0%	1,114 32.5%	1,112 32.9%	100	Not Significant
- All Regional Dailies (Incl. Waikato Times)	610 17.8%	603 17.6%	608 18.0%	99	Not Significant
- All Dailies (Weekly Coverage)	2,410 70.4%	2,392 69.9%	2,397 70.9%	99	Not Significant
- All Metropolitans (Weekly Coverage)	1,850 54.0%	1,820 53.2%	1,817 53.8%	100	Not Significant
- All Regional Dailies (Incl. Waikato Times Weekly Coverage)	929 27.1%	916 26.8%	915 27.1%	100	Not Significant
Weekly Newspapers:					
- Sunday News	279 8.2%	296 8.6%	321 9.5%	86	Significant
- Sunday Star Times	534 15.6%	545 15.9%	585 17.3%	90	Significant
- Herald on Sunday	396 11.6%	378 11.1%	372 11.0%	105	Not Significant
Newspaper Liftouts and Inserted Magazines:					
- Canvas (Unduplicated)	453 13.2%	433 12.6%	417 12.3%	107	Significant
- Sunday (Unduplicated)	506 14.8%	523 15.3%	563 16.7%	89	Significant
- Timeout (Unduplicated)	420 12.3%	393 11.5%	347 10.3%	119	Significant
- Viva (Unduplicated)	330 9.6%	304 8.9%	286 8.5%	114	Significant
- View (Unduplicated)	264 7.7%	248 7.3%	251 7.4%	104	Not Significant
- Your Weekend (Unduplicated)	478 13.9%	475 13.9%		Not Applicable	Not Applicable
- Travel (Unduplicated)	355 10.4%	317 9.3%		Not Applicable	Not Applicable
- The Business Herald (Unduplicated)	405 11.8%	385 11.2%		Not Applicable	Not Applicable
- Waikato Times Motortimes (Unduplicated)	56 1.6%	56 1.6%		Not Applicable	Not Applicable
NEWSPAPER REPORT - NORTHERN					
- Population (15+)	1,828	1,828	1,800		
- Sample Size (15+)	5,854	5,849	5,826		
Daily Newspapers - Metropolitan:					
- The NZ Herald	577 31.6%	559 30.6%	551 30.6%	103	Not Significant
- Waikato Times	104 5.7%	104 5.7%	105 5.8%	98	Not Significant
- All Regional Dailies (Excl. Waikato Times)	131 7.2%	133 7.3%	125 7.0%	103	Not Significant
Weekly Newspapers:					
- Sunday News	182 9.9%	188 10.3%	203 11.3%	88	Significant
- Sunday Star Times	291 15.9%	285 15.6%	299 16.6%	96	Not Significant
- Herald on Sunday	357 19.5%	342 18.7%	342 19.0%	103	Not Significant

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NEWSPAPER REPORT - CENTRAL					
- Population (15+)	760	760	753		
- Sample Size (15+)	2,633	2,638	2,633		
Daily Newspapers - Metropolitan:					
- The Dominion Post	210 27.7%	226 29.7%	227 30.1%	92	Not Significant
- All Regional Dailies (Excl. Waikato Times)	194 25.5%	189 24.8%	188 24.9%	102	Not Significant
Weekly Newspapers:					
- Sunday News	54 7.1%	63 8.2%	65 8.6%	83	Significant
- Sunday Star Times	119 15.6%	129 17.0%	147 19.6%	80	Significant
NEWSPAPER REPORT - SOUTHERN					
- Population (15+)	835	835	825		
- Sample Size (15+)	2,882	2,895	2,840		
Daily Newspapers - Metropolitan:					
- The Press	223 26.7%	216 25.9%	220 26.7%	100	Not Significant
- Otago Daily Times	99 11.9%	99 11.8%	105 12.7%	94	Not Significant
- All Regional Dailies (Excl. Waikato Times)	183 22.0%	179 21.5%	191 23.2%	95	Not Significant
Weekly Newspapers:					
- Sunday News	43 5.2%	46 5.5%	53 6.5%	80	Significant
- Sunday Star Times	125 14.9%	131 15.7%	139 16.9%	89	Significant
NEWSPAPER REPORT - AUCKLAND					
- Population (15+)	1,052	1,052	1,034		
- Sample Size (15+)	3,203	3,196	3,210		
Daily Newspapers - Metropolitan:					
- The NZ Herald	420 39.9%	407 38.7%	399 38.6%	103	Not Significant
Weekly Newspapers:					
- Sunday News	101 9.6%	99 9.4%	112 10.8%	89	Not Significant
- Sunday Star Times	190 18.0%	176 16.7%	188 18.2%	99	Not Significant
- Herald on Sunday	244 23.2%	220 21.0%	220 21.3%	109	Not Significant
Community Newspapers:					
- Fairfax Suburban Group (Combined AIR)	687 65.3%	685 65.1%	679 65.7%	99	Not Significant
- Fairfax Suburban Group (Weekly Coverage)	776 73.8%	779 74.0%	766 74.1%	100	Not Significant
- Rodney Times	46 4.3%	44 4.2%	41 4.0%	109	Not Significant
- Auckland City Harbour News	31 2.9%	33 3.1%	24 2.3%	129	Not Significant
- Central Leader	94 8.9%	99 9.5%	111 10.8%	83	Significant
- East & Bays Courier	54 5.1%	49 4.7%	59 5.7%	90	Not Significant
- Eastern Courier	76 7.2%	81 7.7%	75 7.3%	99	Not Significant
- Manukau Courier	146 13.9%	146 13.9%	154 14.9%	93	Not Significant
- North Harbour News	32 3.0%	35 3.4%	32 3.1%	98	Not Significant
- Nor-West News	14 1.3%	10 0.9%	12 1.1%	114	Not Significant
- North Shore Times	146 13.9%	137 13.1%	131 12.6%	110	Not Significant
- Papakura Courier	41 3.9%	39 3.7%	33 3.2%	121	Not Significant
- Western Leader	134 12.8%	126 12.0%	117 11.3%	112	Not Significant
- The Auckland (Net Unduplicated)	182 17.3%	186 17.7%	252 24.4%	71	Significant

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National Figures - Auckland Communities:					
- Fairfax Suburban Group (Combined AIR)	700 20.5%	699 20.4%	701 20.7%	99	Not Significant
- Fairfax Suburban Group (Weekly Coverage)	791 23.1%	794 23.2%	789 23.4%	99	Not Significant
- Rodney Times	75 2.2%	72 2.1%	69 2.0%	108	Not Significant
- Franklin County News	61 1.8%	55 1.6%	51 1.5%	118	Not Significant
- The Aucklander (Net Unduplicated)	197 5.8%	198 5.8%	259 7.7%	75	Significant
NEWSPAPER REPORT - HAMILTON					
- Population (15+)	132	132	130		
- Sample Size (15+)	411	410	414		
Daily Newspapers - Metropolitan:					
- The NZ Herald	22 16.8%	21 16.2%	21 15.8%	106	Not Significant
- Waikato Times	57 43.2%	57 43.5%	59 45.3%	95	Not Significant
Weekly Newspapers:					
- Sunday News	13 9.8%	15 11.1%	14 11.1%	88	Not Significant
- Sunday Star Times	22 16.5%	25 18.7%	24 18.2%	91	Not Significant
Community Newspapers:					
- Hamilton Press	83 62.7%	84 63.5%	77 59.5%	105	Not Significant
- Hamilton News	70 53.4%	70 53.0%	66 50.6%	106	Not Significant
NEWSPAPER REPORT - WELLINGTON					
- Population (15+)	309	309	305		
- Sample Size (15+)	1,038	1,041	1,021		
Daily Newspapers - Metropolitan:					
- The Dominion Post	135 43.8%	144 46.4%	147 48.3%	91	Significant
Weekly Newspapers:					
- Sunday News	16 5.2%	19 6.0%	22 7.1%	73	Not Significant
- Sunday Star Times	56 18.1%	62 20.0%	71 23.3%	78	Significant
Community Newspapers:					
- Central Community Newspapers (Weekly Coverage)	205 66.4%	209 67.5%	211 69.1%	96	Not Significant
- Citylife Independent Herald	27 8.7%	27 8.7%	23 7.7%	Not Applicable	Not Applicable
- Citylife Porirua News	28 9.2%	34 11.0%	33 10.9%	Not Applicable	Not Applicable
- Citylife Cook Strait News	28 8.9%	27 8.9%	24 7.9%	Not Applicable	Not Applicable
- Citylife Wainuiomata News	14 4.5%	14 4.6%	9 3.1%	Not Applicable	Not Applicable
- The Hutt News	72 23.2%	71 23.0%	77 25.4%	91	Not Significant
- Kapi-Mana News	39 12.7%	44 14.3%	44 14.3%	89	Not Significant
- Upper Hutt Leader	35 11.3%	36 11.6%	38 12.4%	91	Not Significant
- Wellingtonian	82 26.5%	84 27.3%	82 26.9%	98	Not Significant

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NEWSPAPER REPORT - CHRISTCHURCH					
- Population (15+)	315	315	311		
- Sample Size (15+)	1,075	1,078	1,054		
Daily Newspapers - Metropolitan:					
- The Press	161 51.3%	155 49.3%	150 48.3%	106	Not Significant
Weekly Newspapers:					
- Sunday News	24 7.6%	24 7.7%	25 8.1%	94	Not Significant
- Sunday Star Times	54 17.2%	55 17.4%	55 17.7%	97	Not Significant
Community Newspapers:					
- North Canterbury News	16 5.2%	15 4.9%	18 5.8%	90	Not Significant
- Selwyn Times	4 1.3%	5 1.6%	5 1.7%	76	Not Significant
- Canterbury Community Newspapers (Weekly Coverage)	101 32.0%	93 29.7%	120 38.7%	83	Significant
- Community News (Weekly Coverage)	89 28.3%	80 25.5%	107 34.4%	82	Significant
- The Star (Weekly Coverage)	164 52.2%	157 50.0%	164 52.7%	99	Not Significant
- Community News Pegasus Post	43 13.6%	39 12.5%	42 13.6%	100	Not Significant
- Community News News Advertiser	38 12.1%	31 9.8%	35 11.4%	106	Not Significant
- Community News Observer	21 6.7%	18 5.6%	27 8.6%	78	Not Significant
- Community News Western News	9 2.9%	9 2.7%	17 5.5%	53	Significant
- The Star Midweek	146 46.4%	140 44.5%	145 46.5%	100	Not Significant
- The Star Weekend	135 42.8%	126 40.1%	131 42.1%	102	Not Significant
- Christchurch Mail	138 43.9%	131 41.5%	128 41.2%	107	Not Significant
NEWSPAPER REPORT - DUNEDIN					
- Population (15+)	98	98	97		
- Sample Size (15+)	317	314	299		
Daily Newspapers - Metropolitan:					
- Otago Daily Times	54 55.6%	54 55.7%	60 61.9%	90	Not Significant
Weekly Newspapers:					
- Sunday News	6 5.7%	6 6.1%	5 4.8%	120	Not Significant
- Sunday Star Times	17 17.0%	19 19.5%	18 18.9%	90	Not Significant
Community Newspapers:					
- The Star (Dunedin)	49 49.8%	53 54.0%	61 62.5%	80	Significant
- D Scene	50 50.6%	53 53.7%	53 54.8%	92	Not Significant