

NEWSPAPERS YEAR ON YEAR COMPARATIVE RESULTS

National Readership Survey

Q4 09 - Q3 10 (October 2009 - September 2010)



	NRS Q4 09 - Q3 10 Oct 09 - Sep 10	NRS Q3 09 - Q2 10 Jul 09 - Jun 10	NRS Q4 08 - Q3 09 Oct 08 - Sep 09	Oct 09 - Sep 10 vs Oct 08 - Sep 09 Comparative Index	Statistical Significant Tests at 95% Confidence Level
NEWSPAPER REPORT - NATIONAL					
- Population (15+)	3,424	3,424	3,379		
- Sample Size (15+)	11,352	11,369	11,336		
Daily Newspapers - Metropolitan:					
- The NZ Herald	607 17.7%	602 17.6%	568 16.8%	105	Not Significant
- Waikato Times	101 2.9%	104 3.0%	104 3.1%	95	Not Significant
- The Dominion Post	225 6.6%	234 6.8%	247 7.3%	90	Significant
- The Press	221 6.4%	223 6.5%	223 6.6%	98	Not Significant
- Otago Daily Times	99 2.9%	99 2.9%	98 2.9%	100	Not Significant
Daily Newspapers - Summary:					
- All Dailies	1,596 46.6%	1,612 47.1%	1,586 46.9%	99	Not Significant
- All Metropolitans	1,122 32.8%	1,128 33.0%	1,101 32.6%	101	Not Significant
- All Regional Dailies (Incl. Waikato Times)	602 17.6%	610 17.8%	605 17.9%	98	Not Significant
- All Dailies (Weekly Coverage)	2,384 69.6%	2,410 70.4%	2,376 70.3%	99	Not Significant
- All Metropolitans (Weekly Coverage)	1,837 53.7%	1,850 54.0%	1,805 53.4%	100	Not Significant
- All Regional Dailies (Incl. Waikato Times Weekly Coverage)	914 26.7%	929 27.1%	910 26.9%	99	Not Significant
Weekly Newspapers:					
- Sunday News	276 8.0%	279 8.2%	310 9.2%	88	Significant
- Sunday Star Times	528 15.4%	534 15.6%	570 16.9%	91	Significant
- Herald on Sunday	383 11.2%	396 11.6%	380 11.2%	99	Not Significant
Newspaper Liftouts and Inserted Magazines:					
- Canvas (unduplicated)	450 13.1%	453 13.2%	419 12.4%	106	Not Significant
- Sunday (unduplicated)	502 14.7%	506 14.8%	545 16.1%	91	Significant
- Timeout (unduplicated)	417 12.2%	420 12.3%	359 10.6%	115	Significant
- Viva (unduplicated)	328 9.6%	330 9.6%	292 8.6%	111	Significant
- View (unduplicated)	255 7.4%	264 7.7%	249 7.4%	101	Not Significant
- Your Weekend (unduplicated)	467 13.7%	478 13.9%	477 14.1%	97	Not Significant
- Travel (unduplicated)	351 10.3%	355 10.4%	297 8.8%	117	Significant
- The Business Herald (unduplicated)	410 12.0%	405 11.8%	357 10.6%	113	Significant
- Waikato Times Motortimes (unduplicated)	59 1.7%	56 1.6%		Not Applicable	Not Applicable
Auckland Newspaper Liftouts and Inserted Magazines:					
- The Aucklander (Unduplicated – NIM Only)	195 18.5%	182 17.3%		Not Applicable	Not Applicable

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NEWSPAPER REPORT - NORTHERN					
- Population (15+)	1,828	1,828	1,800		
- Sample Size (15+)	5,844	5,854	5,844		
Daily Newspapers - Metropolitan:					
- The NZ Herald	577 31.6%	577 31.6%	547 30.4%	104	Not Significant
- Waikato Times	100 5.5%	104 5.7%	104 5.8%	95	Not Significant
- All Regional Dailies (Excl. Waikato Times)	122 6.7%	131 7.2%	128 7.1%	94	Not Significant
Weekly Newspapers:					
- Sunday News	182 9.9%	182 9.9%	194 10.8%	92	Not Significant
- Sunday Star Times	286 15.6%	291 15.9%	292 16.2%	96	Not Significant
- Herald on Sunday	343 18.8%	357 19.5%	350 19.5%	96	Not Significant
NEWSPAPER REPORT - CENTRAL					
- Population (15+)	760	760	753		
- Sample Size (15+)	2,637	2,633	2,641		
Daily Newspapers - Metropolitan:					
- The Dominion Post	204 26.8%	210 27.7%	223 29.7%	90	Significant
- All Regional Dailies (Excl. Waikato Times)	193 25.4%	194 25.5%	183 24.3%	105	Not Significant
Weekly Newspapers:					
- Sunday News	55 7.3%	54 7.1%	65 8.6%	84	Not Significant
- Sunday Star Times	115 15.1%	119 15.6%	144 19.2%	79	Significant
NEWSPAPER REPORT - SOUTHERN					
- Population (15+)	835	835	825		
- Sample Size (15+)	2,871	2,882	2,851		
Daily Newspapers - Metropolitan:					
- The Press	221 26.4%	223 26.7%	223 27.1%	98	Not Significant
- Otago Daily Times	99 11.9%	99 11.9%	98 11.8%	101	Not Significant
- All Regional Dailies (Excl. Waikato Times)	188 22.5%	183 22.0%	192 23.2%	97	Not Significant
Weekly Newspapers:					
- Sunday News	39 4.6%	43 5.2%	51 6.2%	75	Significant
- Sunday Star Times	128 15.3%	125 14.9%	134 16.2%	95	Not Significant

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NEWSPAPER REPORT - AUCKLAND					
- Population (15+)	1,052	1,052	1,034		
- Sample Size (15+)	3,213	3,203	3,213		
Daily Newspapers - Metropolitan:					
- The NZ Herald	423 40.2%	420 39.9%	394 38.1%	105	Not Significant
Weekly Newspapers:					
- Sunday News	100 9.5%	101 9.6%	108 10.5%	91	Not Significant
- Sunday Star Times	195 18.6%	190 18.0%	176 17.1%	109	Not Significant
- Herald on Sunday	236 22.5%	244 23.2%	220 21.3%	106	Not Significant
Community Newspapers:					
- Fairfax Suburban Group (Combined AIR)	690 65.6%	687 65.3%	670 64.8%	101	Not Significant
- Fairfax Suburban Group (Weekly Coverage)	781 74.2%	776 73.8%	760 73.6%	101	Not Significant
- Rodney Times	44 4.2%	46 4.3%	45 4.3%	97	Not Significant
- Auckland City Harbour News	28 2.6%	31 2.9%	26 2.5%	103	Not Significant
- Central Leader	99 9.4%	94 8.9%	104 10.0%	94	Not Significant
- East & Bays Courier	53 5.0%	54 5.1%	62 6.0%	84	Not Significant
- Eastern Courier	79 7.5%	76 7.2%	80 7.7%	97	Not Significant
- Manukau Courier	142 13.5%	146 13.9%	147 14.2%	95	Not Significant
- North Harbour News	30 2.9%	32 3.0%	33 3.1%	92	Not Significant
- Nor-West News	14 1.3%	14 1.3%	11 1.1%	124	Not Significant
- North Shore Times	150 14.3%	146 13.9%	126 12.1%	117	Significant
- Papakura Courier	37 3.5%	41 3.9%	35 3.4%	103	Not Significant
- Western Leader	140 13.3%	134 12.8%	115 11.2%	119	Significant
National Figures - Auckland Communities:					
- Fairfax Suburban Group (Combined AIR)	706 20.6%	700 20.5%	686 20.3%	102	Not Significant
- Fairfax Suburban Group (Weekly Coverage)	797 23.3%	791 23.1%	779 23.0%	101	Not Significant
- Rodney Times	78 2.3%	75 2.2%	72 2.1%	107	Not Significant
- Franklin County News	59 1.7%	61 1.8%	52 1.6%	112	Not Significant

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NEWSPAPER REPORT - HAMILTON					
- Population (15+)	132	132	130		
- Sample Size (15+)	409	411	415		
Daily Newspapers - Metropolitan:					
- The NZ Herald	22 16.8%	22 16.8%	20 15.1%	111	Not Significant
- Waikato Times	55 41.7%	57 43.2%	57 44.1%	95	Not Significant
Weekly Newspapers:					
- Sunday News	13 9.5%	13 9.8%	14 10.6%	90	Not Significant
- Sunday Star Times	19 14.3%	22 16.5%	24 18.4%	78	Not Significant
Community Newspapers:					
- Hamilton Press	79 59.9%	83 62.7%	81 62.2%	96	Not Significant
- Hamilton News	65 49.4%	70 53.4%	66 51.0%	97	Not Significant
NEWSPAPER REPORT - WELLINGTON					
- Population (15+)	309	309	305		
- Sample Size (15+)	1,028	1,038	1,020		
Daily Newspapers - Metropolitan:					
- The Dominion Post	130 42.0%	135 43.8%	145 47.7%	88	Significant
Weekly Newspapers:					
- Sunday News	18 5.7%	16 5.2%	19 6.4%	89	Not Significant
- Sunday Star Times	56 18.1%	56 18.1%	69 22.6%	80	Significant
Community Newspapers:					
- Central Community Newspapers (Weekly Coverage)	204 66.1%	205 66.4%	208 68.3%	97	Not Significant
- Citylife Independent Herald	29 9.3%	27 8.7%	22 7.2%	129	Not Significant
- Citylife Porirua News	23 7.5%	28 9.2%	34 11.2%	67	Significant
- Citylife Cook Strait News	25 8.2%	28 8.9%	27 8.8%	93	Not Significant
- Citylife Wainuiomata News	16 5.1%	14 4.5%	9 3.0%	170	Significant
- The Hutt News	73 23.7%	72 23.2%	73 23.9%	99	Not Significant
- Kapi-Mana News	39 12.6%	39 12.7%	44 14.3%	88	Not Significant
- Upper Hutt Leader	34 11.1%	35 11.3%	38 12.4%	90	Not Significant
- Wellingtonian	79 25.6%	82 26.5%	83 27.2%	94	Not Significant

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NEWSPAPER REPORT - CHRISTCHURCH					
- Population (15+)	315	315	311		
- Sample Size (15+)	1,075	1,075	1,056		
Daily Newspapers - Metropolitan:					
- The Press	159 50.6%	161 51.3%	156 50.1%	101	Not Significant
Weekly Newspapers:					
- Sunday News	20 6.5%	24 7.6%	28 9.0%	73	Significant
- Sunday Star Times	59 18.7%	54 17.2%	60 19.4%	97	Not Significant
Community Newspapers:					
- North Canterbury News	16 5.1%	16 5.2%	20 6.4%	80	Not Significant
- Selwyn Times	5 1.5%	4 1.3%	6 1.9%	76	Not Significant
- Canterbury Community Newspapers (Weekly Coverage)	97 30.7%	101 32.0%	118 37.8%	81	Significant
- Community News (Weekly Coverage)	83 26.5%	89 28.3%	103 33.1%	80	Significant
- The Star (Weekly Coverage)	161 51.0%	164 52.2%	166 53.4%	96	Not Significant
- Community News Pegasus Post	39 12.5%	43 13.6%	43 13.9%	90	Not Significant
- Community News News Advertiser	34 10.7%	38 12.1%	35 11.3%	95	Not Significant
- Community News Observer	24 7.5%	21 6.7%	24 7.7%	98	Not Significant
- Community News Western News	7 2.2%	9 2.9%	15 4.9%	46	Significant
- The Star Midweek	141 44.7%	146 46.4%	150 48.1%	93	Not Significant
- The Star Weekend	132 41.8%	135 42.8%	135 43.4%	96	Not Significant
- Christchurch Mail	133 42.3%	138 43.9%	136 43.8%	97	Not Significant
NEWSPAPER REPORT - DUNEDIN					
- Population (15+)	98	98	97		
- Sample Size (15+)	310	317	310		
Daily Newspapers - Metropolitan:					
- Otago Daily Times	53 54.0%	54 55.6%	56 57.8%	93	Not Significant
Weekly Newspapers:					
- Sunday News	4 4.6%	6 5.7%	4 3.9%	117	Not Significant
- Sunday Star Times	16 16.4%	17 17.0%	16 16.9%	97	Not Significant
Community Newspapers:					
- The Star (Dunedin)	51 52.6%	49 49.8%	56 57.3%	92	Not Significant
- D Scene	53 54.4%	50 50.6%	49 50.4%	108	Not Significant