

NEWSPAPERS YEAR ON YEAR COMPARATIVE RESULTS

Nielsen Consumer and Media Insights

Q3 2010 - Q3 2011



	CMI Q3 10 - Q3 11 Jul 10 - Sep 11	CMI Q2 10 - Q2 11 Apr 10 - Jun 11	CMI Q4 09 - Q3 10 Oct 09 - Sep 10	Jul 10 - Sep 11 vs Oct 09 - Sep 10 Comparative Index	Statistical Significant Tests at 95% Confidence Level
NEWSPAPER REPORT - NATIONAL					
- Population (15+)	3,473	3,473	3,424		
- Sample Size (15+)	13,999	13,847	11,352		
Daily Newspapers - Metropolitan:					
- The NZ Herald	574 16.5%	586 16.9%	607 17.7%	93	Significant
- Waikato Times	88 2.5%	91 2.6%	101 2.9%	86	Significant
- The Dominion Post	237 6.8%	231 6.6%	225 6.6%	104	Not Significant
- The Press	230 6.6%	238 6.8%	221 6.4%	103	Not Significant
- Otago Daily Times	103 3.0%	105 3.0%	99 2.9%	102	Not Significant
Daily Newspapers - Summary:					
- All Dailies	1,575 45.3%	1,596 45.9%	1,596 46.6%	97	Significant
- All Metropolitans	1,112 32.0%	1,126 32.4%	1,122 32.8%	98	Not Significant
- All Regional Dailies (Incl. Waikato Times)	590 17.0%	601 17.3%	602 17.6%	97	Not Significant
- All Dailies (Weekly Coverage)	2,390 68.8%	2,403 69.2%	2,384 69.6%	99	Not Significant
- All Metropolitans (Weekly Coverage)	1,836 52.9%	1,849 53.2%	1,837 53.7%	99	Not Significant
- All Regional Dailies (Incl. Waikato Times Weekly Coverage)	910 26.2%	916 26.4%	914 26.7%	98	Not Significant
Weekly Newspapers:					
- Sunday News	252 7.3%	261 7.5%	276 8.0%	90	Significant
- Sunday Star Times	540 15.6%	542 15.6%	528 15.4%	101	Not Significant
- Herald on Sunday	382 11.0%	382 11.0%	383 11.2%	98	Not Significant
- National Business Review	62 1.8%	65 1.9%	72 2.1%	86	Not Significant
Fortnightly Newspapers:					
- Dairy News	61 1.7%	63 1.8%	67 2.0%	89	Not Significant
- Rural News	201 5.8%	209 6.0%	211 6.2%	94	Not Significant
- Otago Southland Farmer	36 1.0%	40 1.1%	40 1.2%	89	Not Significant
Monthly Newspapers:					
- Hawkes Bay Country Scene	16 0.5%	16 0.5%		Not Applicable	Not Applicable

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Newspaper Liftouts and Inserted Magazines:					
- Canvas (unduplicated)	423 12.2%	432 12.4%	450 13.1%	93	Significant
- Sunday (unduplicated)	487 14.0%	500 14.4%	502 14.7%	96	Not Significant
- Timeout (unduplicated)	431 12.4%	435 12.5%	417 12.2%	102	Not Significant
- Viva (unduplicated)	334 9.6%	335 9.7%	328 9.6%	100	Not Significant
- View (unduplicated)	257 7.4%	257 7.4%	255 7.4%	99	Not Significant
- Your Weekend (unduplicated)	501 14.4%	507 14.6%	467 13.7%	106	Not Significant
- Travel (unduplicated)	336 9.7%	348 10.0%	351 10.3%	94	Not Significant
- The Red Bulletin (unduplicated)	220 6.3%			Not Applicable	Not Applicable
- The Business Herald (unduplicated)	394 11.3%	399 11.5%	410 12.0%	95	Not Significant
- Weekend Magazine (unduplicated)	367 10.6%			Not Applicable	Not Applicable
NEWSPAPER REPORT - NORTHERN					
- Population (15+)	1,858	1,857	1,828		
- Sample Size (15+)	7,209	7,136	5,844		
Daily Newspapers - Metropolitan:					
- The NZ Herald	550 29.6%	562 30.2%	577 31.6%	94	Significant
- Waikato Times	88 4.7%	90 4.9%	100 5.5%	86	Significant
- All Regional Dailies (Excl. Waikato Times)	121 6.5%	122 6.5%	122 6.7%	97	Not Significant
Weekly Newspapers:					
- Sunday News	161 8.7%	174 9.4%	182 9.9%	87	Significant
- Sunday Star Times	275 14.8%	282 15.2%	286 15.6%	95	Not Significant
- Herald on Sunday	352 19.0%	352 19.0%	343 18.8%	101	Not Significant
NEWSPAPER REPORT - CENTRAL					
- Population (15+)	769	769	760		
- Sample Size (15+)	3,252	3,252	2,637		
Daily Newspapers - Metropolitan:					
- The Dominion Post	212 27.5%	204 26.5%	204 26.8%	103	Not Significant
- All Regional Dailies (Excl. Waikato Times)	197 25.6%	197 25.6%	193 25.4%	101	Not Significant
Weekly Newspapers:					
- Sunday News	43 5.6%	42 5.5%	55 7.3%	77	Significant
- Sunday Star Times	123 16.0%	121 15.7%	115 15.1%	106	Not Significant

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NEWSPAPER REPORT - SOUTHERN					
- Population (15+)	846	846	835		
- Sample Size (15+)	3,538	3,459	2,871		
Daily Newspapers - Metropolitan:					
- The Press	230 27.2%	238 28.1%	221 26.4%	103	Not Significant
- Otago Daily Times	103 12.2%	105 12.4%	99 11.9%	102	Not Significant
- All Regional Dailies (Excl. Waikato Times)	187 22.1%	194 22.9%	188 22.5%	98	Not Significant
Weekly Newspapers:					
- Sunday News	47 5.6%	45 5.3%	39 4.6%	121	Not Significant
- Sunday Star Times	143 16.9%	140 16.5%	128 15.3%	110	Not Significant
NEWSPAPER REPORT - AUCKLAND					
- Population (15+)	1,070	1,070	1,052		
- Sample Size (15+)	4,027	3,904	3,213		
Daily Newspapers - Metropolitan:					
- The NZ Herald	401 37.4%	411 38.4%	423 40.2%	93	Significant
Weekly Newspapers:					
- Sunday News	98 9.1%	100 9.4%	100 9.5%	96	Not Significant
- Sunday Star Times	189 17.6%	196 18.3%	195 18.6%	95	Not Significant
- Herald on Sunday	241 22.5%	240 22.4%	236 22.5%	100	Not Significant
Community Newspapers:					
- Fairfax Suburban Group (Combined AIR)	671 62.7%	684 63.9%	690 65.6%	96	Significant
- Fairfax Suburban Group (Weekly Coverage)	778 72.7%	786 73.4%	781 74.2%	98	Not Significant
- Rodney Times	41 3.8%	40 3.8%	44 4.2%	91	Not Significant
- Auckland City Harbour News	30 2.8%	31 2.9%	28 2.6%	107	Not Significant
- Central Leader	99 9.3%	104 9.7%	99 9.4%	98	Not Significant
- East & Bays Courier	61 5.7%	58 5.4%	53 5.0%	113	Not Significant
- Eastern Courier	85 7.9%	82 7.7%	79 7.5%	106	Not Significant
- Manukau Courier	136 12.7%	134 12.5%	142 13.5%	94	Not Significant
- North Harbour News	36 3.3%	32 3.0%	30 2.9%	116	Not Significant
- Nor-West News	5 0.5%	8 0.8%	14 1.3%	39	Significant
- North Shore Times	137 12.8%	142 13.2%	150 14.3%	90	Not Significant
- Papakura Courier	37 3.5%	39 3.6%	37 3.5%	98	Not Significant
- Western Leader	129 12.0%	141 13.1%	140 13.3%	91	Not Significant

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National Figures - Auckland Communities:					
- Fairfax Suburban Group (Combined AIR)	684 19.7%	701 20.2%	706 20.6%	96	Not Significant
- Fairfax Suburban Group (Weekly Coverage)	791 22.8%	804 23.1%	797 23.3%	98	Not Significant
- Rodney Times	85 2.4%	86 2.5%	78 2.3%	107	Not Significant
- Franklin County News	51 1.5%	53 1.5%	59 1.7%	84	Not Significant
NEWSPAPER REPORT - HAMILTON					
- Population (15+)	134	134	132		
- Sample Size (15+)	634	604	409		
Daily Newspapers - Metropolitan:					
- The NZ Herald	18 13.1%	19 14.1%	22 16.8%	78	Not Significant
- Waikato Times	48 36.1%	51 37.8%	55 41.7%	87	Not Significant
Weekly Newspapers:					
- Sunday News	10 7.6%	12 8.8%	13 9.5%	79	Not Significant
- Sunday Star Times	14 10.1%	15 11.0%	19 14.3%	71	Significant
Community Newspapers:					
- Hamilton Press	72 53.7%	74 55.5%	79 59.9%	90	Significant
- Hamilton News	51 37.7%	52 39.0%	65 49.4%	76	Significant
NEWSPAPER REPORT - WELLINGTON					
- Population (15+)	313	313	309		
- Sample Size (15+)	1,267	1,260	1,028		
Daily Newspapers - Metropolitan:					
- The Dominion Post	133 42.6%	131 41.8%	130 42.0%	101	Not Significant
Weekly Newspapers:					
- Sunday News	15 4.9%	15 4.9%	18 5.7%	86	Not Significant
- Sunday Star Times	64 20.3%	60 19.1%	56 18.1%	112	Not Significant
Community Newspapers:					
- Central Community Newspapers (Weekly Coverage)	197 62.9%	198 63.2%	204 66.1%	95	Not Significant
- Citylife Independent Herald	19 5.9%	19 6.2%	29 9.3%	64	Significant
- Citylife Porirua News	25 8.1%	27 8.5%	23 7.5%	109	Not Significant
- Citylife Cook Strait News	25 8.0%	24 7.6%	25 8.2%	97	Not Significant
- Citylife Wainuiomata News	12 3.7%	12 3.8%	16 5.1%	73	Not Significant
- The Hutt News	71 22.6%	72 23.1%	73 23.7%	96	Not Significant
- Kapi-Mana News	40 12.7%	39 12.6%	39 12.6%	101	Not Significant
- Upper Hutt Leader	33 10.4%	33 10.7%	34 11.1%	94	Not Significant
- Wellingtonian	77 24.8%	75 23.9%	79 25.6%	97	Not Significant

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NEWSPAPER REPORT - CHRISTCHURCH					
- Population (15+)	318	319	315		
- Sample Size (15+)	1,361	1,268	1,075		
Daily Newspapers - Metropolitan:					
- The Press	161 50.5%	165 51.7%	159 50.6%	100	Not Significant
Weekly Newspapers:					
- Sunday News	25 7.9%	25 7.7%	20 6.5%	121	Not Significant
- Sunday Star Times	75 23.6%	73 23.0%	59 18.7%	126	Significant
Community Newspapers:					
- North Canterbury News	10 3.1%	14 4.4%	16 5.1%	61	Significant
- Selwyn Times	3 1.0%	3 1.0%	5 1.5%	71	Not Significant
- Canterbury Community Newspapers (Weekly Coverage)	89 27.9%	100 31.3%	97 30.7%	91	Not Significant
- Community News (Weekly Coverage)	81 25.4%	89 28.1%	83 26.5%	96	Not Significant
- The Star (Weekly Coverage)	159 50.1%	165 51.9%	161 51.0%	98	Not Significant
- Community News Pegasus Post	30 9.4%	32 10.0%	39 12.5%	75	Significant
- Community News News Advertiser	31 9.8%	39 12.1%	34 10.7%	92	Not Significant
- Community News Observer	24 7.5%	29 9.2%	24 7.5%	100	Not Significant
- Community News Western News	10 3.2%	11 3.5%	7 2.2%	141	Not Significant
- The Star Midweek	142 44.5%	147 46.2%	141 44.7%	99	Not Significant
- The Star Weekend	131 41.2%	140 43.9%	132 41.8%	99	Not Significant
- Christchurch Mail	137 43.0%	139 43.8%	133 42.3%	102	Not Significant
NEWSPAPER REPORT - DUNEDIN					
- Population (15+)	99	99	98		
- Sample Size (15+)	468	447	310		
Daily Newspapers - Metropolitan:					
- Otago Daily Times	56 56.9%	58 58.4%	53 54.0%	105	Not Significant
Weekly Newspapers:					
- Sunday News	3 3.4%	3 3.4%	4 4.6%	75	Not Significant
- Sunday Star Times	16 16.6%	15 15.1%	16 16.4%	102	Not Significant
Community Newspapers:					
- The Star (Dunedin)	59 59.9%	57 57.4%	51 52.6%	114	Significant
- D Scene	50 50.5%	47 47.6%	53 54.4%	93	Not Significant