

NEWSPAPERS YEAR ON YEAR COMPARATIVE RESULTS

Nielsen Consumer and Media Insights

Q4 2010 - Q4 2011



	NRS Q4 10 - Q4 11 Oct 10 - Dec 11	NRS Q3 10 - Q3 11 Jul 10 - Sep 11	NRS Q1 10 - Q4 10 Jan 10 - Dec 10	Q4 10 - Q4 11 vs Q1 10 - Q4 10 Comparative Index	Statistical Significant Tests at 95% Confidence Level
NEWSPAPER REPORT - NATIONAL					
- Population (15+)	3,472	3,473	3,424		
- Sample Size (15+)	14,166	13,999	11,336		
Daily Newspapers - Metropolitan:					
- The NZ Herald	570 16.4%	574 16.5%	599 17.5%	94	Significant
- Waikato Times	94 2.7%	88 2.5%	96 2.8%	96	Not Significant
- The Dominion Post	232 6.7%	237 6.8%	231 6.8%	99	Not Significant
- The Press	233 6.7%	230 6.6%	228 6.7%	101	Not Significant
- Otago Daily Times	105 3.0%	103 3.0%	97 2.8%	107	Not Significant
Daily Newspapers - Summary:					
- All Dailies	1,572 45.3%	1,575 45.3%	1,598 46.7%	97	Significant
- All Metropolitans	1,108 31.9%	1,112 32.0%	1,121 32.8%	97	Not Significant
- All Regional Dailies (Incl. Waikato Times)	599 17.2%	590 17.0%	607 17.7%	97	Not Significant
- All Dailies (Weekly Coverage)	2,400 69.1%	2,390 68.8%	2,386 69.7%	99	Not Significant
- All Metropolitans (Weekly Coverage)	1,832 52.8%	1,836 52.9%	1,831 53.5%	99	Not Significant
- All Regional Dailies (Incl. Waikato Times Weekly Coverage)	930 26.8%	910 26.2%	918 26.8%	100	Not Significant
Weekly Newspapers:					
- Sunday News	259 7.4%	252 7.3%	280 8.2%	91	Significant
- Sunday Star Times	537 15.5%	540 15.6%	533 15.6%	99	Not Significant
- Herald on Sunday	382 11.0%	382 11.0%	379 11.1%	99	Not Significant
- National Business Review	58 1.7%	62 1.8%	69 2.0%	83	Significant
Fortnightly Newspapers:					
- Dairy News	60 1.7%	61 1.7%	64 1.9%	92	Not Significant
- Rural News	198 5.7%	201 5.8%	213 6.2%	92	Not Significant
- Otago Southland Farmer	40 1.1%	36 1.0%	37 1.1%	106	Not Significant
Monthly Newspapers:					
- Hawkes Bay Country Scene	19 0.5%	16 0.5%	13 0.4%	148	Significant
- Waikato Times Farmer	57 1.6%				Not Applicable

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Newspaper Liftouts and Inserted Magazines:					
- Canvas (unduplicated)	424 12.2%	423 12.2%	442 12.9%	95	Not Significant
- Sunday (unduplicated)	479 13.8%	487 14.0%	506 14.8%	93	Significant
- Timeout (unduplicated)	451 13.0%	431 12.4%	425 12.4%	104	Not Significant
- Viva (unduplicated)	339 9.8%	334 9.6%	322 9.4%	104	Not Significant
- View (unduplicated)	269 7.8%	257 7.4%	251 7.3%	106	Not Significant
- Your Weekend (unduplicated)	507 14.6%	501 14.4%	488 14.3%	102	Not Significant
- Travel (unduplicated)	345 9.9%	336 9.7%	340 9.9%	100	Not Significant
- The Red Bulletin (unduplicated)	231 6.7%	220 6.3%		Not Applicable	Not Applicable
- The Business Herald (unduplicated)	394 11.3%	394 11.3%	412 12.0%	94	Not Significant
- Weekend Magazine (unduplicated)	388 11.2%	367 10.6%		Not Applicable	Not Applicable
NEWSPAPER REPORT - NORTHERN					
- Population (15+)	1,858	1,858	1,828		
- Sample Size (15+)	7,332	7,209	5,849		
Daily Newspapers - Metropolitan:					
- The NZ Herald	548 29.5%	550 29.6%	572 31.3%	94	Significant
- Waikato Times	94 5.0%	88 4.7%	96 5.3%	96	Not Significant
- All Regional Dailies (Excl. Waikato Times)	128 6.9%	121 6.5%	124 6.8%	101	Not Significant
Weekly Newspapers:					
- Sunday News	165 8.9%	161 8.7%	184 10.0%	89	Significant
- Sunday Star Times	272 14.7%	275 14.8%	289 15.8%	93	Not Significant
- Herald on Sunday	354 19.0%	352 19.0%	347 19.0%	100	Not Significant
NEWSPAPER REPORT - CENTRAL					
- Population (15+)	769	769	760		
- Sample Size (15+)	3,243	3,252	2,630		
Daily Newspapers - Metropolitan:					
- The Dominion Post	207 27.0%	212 27.5%	206 27.0%	100	Not Significant
- All Regional Dailies (Excl. Waikato Times)	193 25.0%	197 25.6%	197 25.9%	96	Not Significant
Weekly Newspapers:					
- Sunday News	41 5.3%	43 5.6%	50 6.6%	81	Significant
- Sunday Star Times	123 16.0%	123 16.0%	110 14.5%	111	Not Significant

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NEWSPAPER REPORT - SOUTHERN					
- Population (15+)	846	846	835		
- Sample Size (15+)	3,591	3,538	2,857		
Daily Newspapers - Metropolitan:					
- The Press	233 27.6%	230 27.2%	228 27.4%	101	Not Significant
- Otago Daily Times	105 12.4%	103 12.2%	97 11.6%	107	Not Significant
- All Regional Dailies (Excl. Waikato Times)	186 22.0%	187 22.1%	192 23.0%	96	Not Significant
Weekly Newspapers:					
- Sunday News	52 6.2%	47 5.6%	46 5.6%	111	Not Significant
- Sunday Star Times	142 16.8%	143 16.9%	134 16.1%	104	Not Significant
NEWSPAPER REPORT - AUCKLAND					
- Population (15+)	1,071	1,070	1,052		
- Sample Size (15+)	4,145	4,027	3,208		
Daily Newspapers - Metropolitan:					
- The NZ Herald	394 36.8%	401 37.4%	420 39.9%	92	Significant
Weekly Newspapers:					
- Sunday News	103 9.6%	98 9.1%	103 9.8%	99	Not Significant
- Sunday Star Times	183 17.1%	189 17.6%	202 19.2%	89	Significant
- Herald on Sunday	246 23.0%	241 22.5%	237 22.5%	102	Not Significant
Community Newspapers:					
- Fairfax Suburban Group (Combined AIR)	673 62.8%	671 62.7%	686 65.2%	96	Significant
- Fairfax Suburban Group (WC)	779 72.8%	778 72.7%	780 74.1%	98	Not Significant
- Rodney Times	39 3.6%	41 3.8%	43 4.1%	90	Not Significant
- Auckland City Harbour News	32 3.0%	30 2.8%	29 2.7%	109	Not Significant
- Central Leader	97 9.1%	99 9.3%	100 9.5%	96	Not Significant
- East & Bays Courier	63 5.9%	61 5.7%	54 5.1%	115	Not Significant
- Eastern Courier	81 7.6%	85 7.9%	80 7.6%	99	Not Significant
- Manukau Courier	138 12.9%	136 12.7%	131 12.5%	104	Not Significant
- North Harbour News	34 3.2%	36 3.3%	37 3.5%	90	Not Significant
- Nor-West News	6 0.5%	5 0.5%	9 0.8%	64	Not Significant
- North Shore Times	137 12.8%	137 12.8%	152 14.4%	89	Significant
- Papakura Courier	38 3.5%	37 3.5%	36 3.4%	104	Not Significant
- Western Leader	130 12.1%	129 12.0%	146 13.9%	87	Significant

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National Figures - Auckland Communities:					
- Fairfax Suburban Group (Combined AIR)	688 19.8%	684 19.7%	701 20.5%	97	Not Significant
- Fairfax Suburban Group (WC)	795 22.9%	791 22.8%	795 23.2%	99	Not Significant
- Rodney Times	79 2.3%	85 2.4%	79 2.3%	99	Not Significant
- Franklin County News	49 1.4%	51 1.5%	55 1.6%	86	Not Significant
NEWSPAPER REPORT - HAMILTON					
- Population (15+)	134	134	132		
- Sample Size (15+)	669	634	418		
Daily Newspapers - Metropolitan:					
- The NZ Herald	20 15.0%	18 13.1%	20 15.2%	98	Not Significant
- Waikato Times	49 36.5%	48 36.1%	52 39.2%	93	Not Significant
Weekly Newspapers:					
- Sunday News	10 7.1%	10 7.6%	12 9.4%	76	Not Significant
- Sunday Star Times	15 11.4%	14 10.1%	16 12.5%	92	Not Significant
Community Newspapers:					
- Hamilton Press	70 52.1%	72 53.7%	75 57.2%	91	Not Significant
- Hamilton News	51 37.7%	51 37.7%	60 45.9%	82	Significant
NEWSPAPER REPORT - WELLINGTON					
- Population (15+)	313	313	309		
- Sample Size (15+)	1,266	1,267	1,018		
Daily Newspapers - Metropolitan:					
- The Dominion Post	132 42.3%	133 42.6%	131 42.4%	100	Not Significant
Weekly Newspapers:					
- Sunday News	13 4.3%	15 4.9%	15 4.8%	89	Not Significant
- Sunday Star Times	64 20.4%	64 20.3%	55 17.8%	115	Not Significant
Community Newspapers:					
- Central Community Newspapers (Weekly Coverage)	199 63.6%	197 62.9%	205 66.2%	96	Not Significant
- Citylife Independent Herald	14 4.6%	19 5.9%	23 7.5%	61	Significant
- Citylife Porirua News	30 9.5%	25 8.1%	26 8.5%	113	Not Significant
- Citylife Cook Strait News	27 8.6%	25 8.0%	25 8.1%	106	Not Significant
- Citylife Wainuiomata News	11 3.6%	12 3.7%	13 4.1%	89	Not Significant
- The Hutt News	71 22.7%	71 22.6%	74 23.9%	95	Not Significant
- Kapi-Mana News	42 13.4%	40 12.7%	43 13.8%	97	Not Significant
- Upper Hutt Leader	35 11.3%	33 10.4%	36 11.7%	97	Not Significant
- Wellingtonian	80 25.7%	77 24.8%	77 24.8%	104	Not Significant

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NEWSPAPER REPORT - CHRISTCHURCH					
- Population (15+)	318	318	315		
- Sample Size (15+)	1,464	1,361	1,073		
Daily Newspapers - Metropolitan:					
- The Press	158 49.7%	161 50.5%	161 51.3%	97	Not Significant
Weekly Newspapers:					
- Sunday News	26 8.1%	25 7.9%	25 7.8%	104	Not Significant
- Sunday Star Times	69 21.6%	75 23.6%	67 21.4%	101	Not Significant
Community Newspapers:					
- North Canterbury News	9 2.9%	10 3.1%	15 4.7%	62	Significant
- Selwyn Times	4 1.3%	3 1.0%	5 1.6%	85	Not Significant
- Canterbury Community Newspapers (Weekly Coverage)	93 29.1%	89 27.9%	104 33.0%	88	Significant
- Community News (Weekly Coverage)	85 26.8%	81 25.4%	91 29.0%	92	Not Significant
- The Star (Weekly Coverage)	160 50.1%	159 50.1%	171 54.4%	92	Significant
- Community News Pegasus Post	36 11.2%	30 9.4%	36 11.5%	97	Not Significant
- Community News News Advertiser	34 10.6%	31 9.8%	38 12.1%	87	Not Significant
- Community News Observer	21 6.7%	24 7.5%	30 9.7%	70	Significant
- Community News Western News	10 3.0%	10 3.2%	9 2.7%	111	Not Significant
- The Star Midweek	142 44.5%	142 44.5%	153 48.5%	92	Significant
- The Star Weekend	131 41.2%	131 41.2%	144 45.7%	90	Significant
- Christchurch Mail	142 44.6%	137 43.0%	142 45.2%	99	Not Significant
NEWSPAPER REPORT - DUNEDIN					
- Population (15+)	99	99	98		
- Sample Size (15+)	489	468	309		
Daily Newspapers - Metropolitan:					
- Otago Daily Times	56 57.0%	56 56.9%	53 53.9%	106	Not Significant
Weekly Newspapers:					
- Sunday News	3 3.4%	3 3.4%	5 5.4%	63	Not Significant
- Sunday Star Times	16 16.3%	16 16.6%	14 14.0%	117	Not Significant
Community Newspapers:					
- The Star (Dunedin)	57 58.0%	59 59.9%	49 49.8%	117	Significant
- D Scene	48 48.6%	50 50.5%	51 52.6%	92	Not Significant