



nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

NIELSEN NATIONAL READERSHIP

SURVEY Q1 2012 - Q4 2013

PROVINCIALS – 2 YEAR REPORT



ANNOTATIONS

Release of Nielsen Consumer and Media Insights Q1 2012 - Q4 2013 – 2 Year Report

FURTHER INFORMATION:

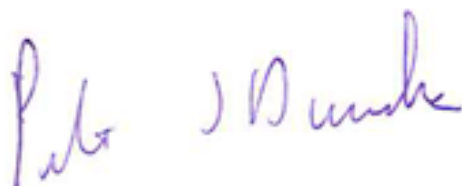
If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact your Account Manager or the Nielsen Media Helpdesk 0800 457 226.

**AUDIT STATEMENT FOR THE
NIELSEN MEDIA RESEARCH
CONSUMER AND MEDIA INSIGHTS SURVEY
FOR THE YEAR ENDED DECEMBER 2013**

The following is an audit statement for the Nielsen Media Research Consumer and Media Insights survey covering the period January to December 2013.

D & D Consultants have made independent verification of the readership estimates. We have also checked that the sample is nationally representative of New Zealanders aged 10 or older.

In addition, fieldwork checks have been undertaken, including a verification of Nielsen Media Research's own supervisor audits, the correct selection of households and respondents within these homes and coding. On the basis of the sampling, fieldwork and analysis checks conducted we are able to state that no significant problems exist in the Readership Report.



Peter Danaher PhD
D & D Consultants



Tracey Dagger PhD

D & D Consultants

D & D Consultants is the official auditor of the
Nielsen Consumer and Media Insights Survey.

PROVINCIAL TOPLINES REPORT

NORTHLAND

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	72	72	72
SAMPLE SIZE (15+):	702	706	686

DAILY NEWSPAPERS (AIR)

THE NORTHERN ADVOCATE	22 30.4%	22 30.6%	22 31.3%
THE NZ HERALD	10 13.7%	10 14.3%	11 15.0%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

THE NORTHERN ADVOCATE	38 52.7%	41 56.8%	41 56.9%
THE NZ HERALD	20 28.3%	22 31.0%	22 31.3%

COMMUNITY NEWSPAPERS (AIR)

THE WHANGAREI REPORT	36 49.9%	38 52.1%	43 59.8%
WHANGAREI LEADER	36 50.0%	37 51.6%	42 58.8%

PROVINCIAL TOPLINES REPORT

TAURANGA

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	127	127	126
SAMPLE SIZE (15+):	965	946	956

DAILY NEWSPAPERS (AIR)

BAY OF PLENTY TIMES	39 30.7%	42 33.4%	43 34.4%
THE NZ HERALD	21 16.7%	21 16.8%	23 18.1%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

BAY OF PLENTY TIMES	66 51.7%	70 54.9%	73 57.6%
THE NZ HERALD	39 31.1%	41 32.4%	44 34.8%

COMMUNITY NEWSPAPERS (AIR)

BAY NEWS	55 43.5%	55 43.6%	56 44.6%
THE WEEKEND SUN	74 58.6%	76 59.8%	73 58.1%

PROVINCIAL TOPLINES REPORT

ROTORUA

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	49	49	49
SAMPLE SIZE (15+):	365	356	345

DAILY NEWSPAPERS (AIR)

THE DAILY POST	17 35.0%	16 33.4%	18 37.6%
THE NZ HERALD	6 12.2%	6 12.8%	6 12.2%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

THE DAILY POST	26 52.7%	24 49.6%	27 55.6%
THE NZ HERALD	10 20.8%	13 26.5%	11 23.2%

COMMUNITY NEWSPAPERS (AIR)

ROTORUA REVIEW	33 68.0%	34 70.4%	33 67.8%
WEEKENDER	33 68.6%	34 68.8%	32 65.5%

PROVINCIAL TOPLINES REPORT

EAST COAST

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	37	37	35
SAMPLE SIZE (15+):	239	239	229

DAILY NEWSPAPERS (AIR)

THE GISBORNE HERALD	20 55.0%	20 54.3%	19 53.8%
THE NZ HERALD	3 9.1%	3 6.9%	2 6.6%
THE DOMINION POST	3 7.3%	3 7.2%	3 7.6%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

THE GISBORNE HERALD	31 83.0%	30 81.5%	28 80.5%
THE NZ HERALD	9 23.1%	8 20.3%	7 20.1%
THE DOMINION POST	5 14.1%	5 13.6%	5 14.8%

PROVINCIAL TOPLINES REPORT

HAWKES BAY

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	126	126	126
SAMPLE SIZE (15+):	854	845	853

DAILY NEWSPAPERS (AIR)

HAWKES BAY TODAY	54 42.6%	56 44.2%	57 45.2%
THE DOMINION POST	17 13.9%	17 13.2%	19 15.1%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

HAWKES BAY TODAY	85 67.6%	87 69.4%	90 71.5%
THE DOMINION POST	35 28.1%	34 27.1%	38 30.2%

COMMUNITY NEWSPAPERS (AIR)

THE NAPIER COURIER	32 25.1%	33 25.9%	34 26.7%
HASTINGS LEADER	28 22.0%	30 24.1%	33 25.9%
THE NAPIER MAIL	32 25.1%	32 25.6%	36 28.7%
THE HASTINGS MAIL	25 20.0%	27 21.7%	28 22.5%

PROVINCIAL TOPLINES REPORT

TARANAKI

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	88	88	87
SAMPLE SIZE (15+):	624	623	606

DAILY NEWSPAPERS (AIR)

TARANAKI DAILY NEWS	50 57.2%	52 59.4%	53 60.8%
THE DOMINION POST	2 2.0%	1 1.6%	2 2.2%
THE NZ HERALD	4 4.9%	4 4.7%	4 4.8%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

TARANAKI DAILY NEWS	69 78.8%	71 81.1%	72 82.3%
THE DOMINION POST	4 5.1%	5 5.3%	5 6.0%
THE NZ HERALD	10 11.3%	10 11.2%	10 12.0%

COMMUNITY NEWSPAPERS (AIR)

NORTH TARANAKI MIDWEEK	44 49.7%	44 50.5%	46 52.2%
SOUTH TARANAKI STAR	30 34.6%	30 33.7%	29 33.1%

PROVINCIAL TOPLINES REPORT

WANGANUI

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	54	53	54
SAMPLE SIZE (15+):	328	340	345

DAILY NEWSPAPERS (AIR)

WANGANUI CHRONICLE	32 58.0%	29 54.1%	30 54.4%
THE DOMINION POST	9 16.2%	9 16.2%	6 11.7%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

WANGANUI CHRONICLE	44 81.1%	43 80.1%	43 79.3%
THE DOMINION POST	18 33.3%	18 34.7%	14 26.4%

COMMUNITY NEWSPAPERS (AIR)

RIVER CITY PRESS	29 53.9%	26 48.7%	28 50.8%
MIDWEEK	33 60.3%	27 51.4%	29 52.6%

PROVINCIAL TOPLINES REPORT

MANAWATU

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	88	92	91
SAMPLE SIZE (15+):	659	645	648

DAILY NEWSPAPERS (AIR)

MANAWATU STANDARD	28 32.3%	30 33.0%	31 34.0%
THE DOMINION POST	16 18.1%	18 19.3%	18 19.7%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

MANAWATU STANDARD	51 57.8%	53 57.6%	53 58.8%
THE DOMINION POST	30 34.6%	33 36.3%	35 38.6%

COMMUNITY NEWSPAPERS (AIR)

RANGITIKEI MAIL	5 5.9%	4 4.3%	5 5.4%
FEILDING HERALD	17 19.3%	16 17.7%	16 17.7%
THE GUARDIAN	45 51.0%	46 50.7%	44 48.7%
THE TRIBUNE	39 44.2%	44 47.9%	46 50.6%

PROVINCIAL TOPLINES REPORT

HOROWHENUA

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	31	31	30
SAMPLE SIZE (15+):	182	191	197

DAILY NEWSPAPERS (AIR)

THE DOMINION POST	8 24.7%	9 30.7%	8 27.8%
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DAILY NEWSPAPERS (WEEKLY COVERAGE)

THE DOMINION POST	13 43.2%	15 47.7%	14 45.1%
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COMMUNITY NEWSPAPERS (AIR)

KAPITI OBSERVER	3 8.9%	6 19.3%	5 16.6%
KAPITI NEWS	5 15.0%	7 22.1%	6 19.0%
THE HOROWHENUA MAIL	20 65.5%	20 65.7%	19 63.9%

PROVINCIAL TOPLINES REPORT

WAIRARAPA

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	38	38	41
SAMPLE SIZE (15+):	239	251	249

DAILY NEWSPAPERS (AIR)

WAIRARAPA TIMES-AGE	12 31.9%	13 33.8%	15 36.1%
THE DOMINION POST	12 30.8%	11 29.7%	11 26.1%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

WAIRARAPA TIMES-AGE	17 45.6%	19 49.6%	21 51.8%
THE DOMINION POST	17 45.8%	18 47.1%	17 41.3%

COMMUNITY NEWSPAPERS (AIR)

WAIRARAPA MIDWEEK	27 71.5%	27 70.4%	25 60.4%
WAIRARAPA NEWS	28 74.3%	28 72.9%	26 63.1%

PROVINCIAL TOPLINES REPORT

NELSON

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	77	77	76
SAMPLE SIZE (15+):	531	535	533

DAILY NEWSPAPERS (AIR)

THE NELSON MAIL	33 42.7%	33 42.9%	34 44.2%
THE DOMINION POST	2 2.0%	2 2.1%	2 2.9%
THE PRESS	6 7.9%	6 8.1%	7 9.3%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

THE NELSON MAIL	54 69.8%	54 70.4%	54 71.1%
THE DOMINION POST	5 7.0%	6 8.0%	8 10.2%
THE PRESS	15 20.1%	16 20.4%	17 21.7%

COMMUNITY NEWSPAPERS (AIR)

THE GUARDIAN	15 19.7%	17 22.4%	19 25.3%
NELSON LEADER	25 32.8%		
TASMAN LEADER	30 39.3%		

PROVINCIAL TOPLINES REPORT

MARLBOROUGH

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	38	36	37
SAMPLE SIZE (15+):	281	277	266

DAILY NEWSPAPERS (AIR)

THE MARLBOROUGH EXPRESS	19 54.1%	20 55.1%	20 53.7%
THE PRESS	3 9.3%	4 10.7%	5 12.9%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

THE MARLBOROUGH EXPRESS	28 75.2%	28 77.6%	27 72.8%
THE PRESS	9 25.0%	9 25.7%	10 27.9%

COMMUNITY NEWSPAPERS (AIR)

MARLBOROUGH MIDWEEK	28 74.7%	28 78.6%	29 78.2%
SATURDAY EXPRESS	26 70.1%	26 73.6%	27 73.3%
MARLBOROUGH PROPERTY EXPRESS	17 45.0%	17 48.2%	16 43.9%

PROVINCIAL TOPLINES REPORT WESTLAND

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	14	14	14
SAMPLE SIZE (15+):	152	132	136

DAILY NEWSPAPERS (AIR)

GREYMOUTH STAR	9 62.9%	8 61.4%	8 59.6%
THE PRESS	3 25.0%	4 26.9%	3 21.2%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

GREYMOUTH STAR	12 85.0%	12 86.9%	12 84.1%
THE PRESS	6 42.7%	6 43.2%	6 41.8%

PROVINCIAL TOPLINES REPORT

ASHBURTON

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	24	24	24
SAMPLE SIZE (15+):	144	143	153

DAILY NEWSPAPERS (AIR)

ASHBURTON GUARDIAN	12 49.3%	11 46.4%	12 50.6%
THE PRESS	6 23.3%	7 29.5%	7 30.0%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

ASHBURTON GUARDIAN	18 71.8%	16 67.2%	17 72.1%
THE PRESS	9 36.3%	9 36.7%	11 45.0%

COMMUNITY NEWSPAPERS (AIR)

THE ASHBURTON COURIER	17 70.8%	17 69.5%
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PROVINCIAL TOPLINES REPORT

SOUTH CANTERBURY

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	46	46	46
SAMPLE SIZE (15+):	315	323	316

DAILY NEWSPAPERS (AIR)

THE TIMARU HERALD	30 64.4%	29 62.8%	28 61.6%
OTAGO DAILY TIMES	2 4.8%	2 4.1%	2 3.7%
THE PRESS	4 9.6%	4 8.5%	5 9.8%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

THE TIMARU HERALD	38 82.0%	38 81.6%	37 79.7%
OTAGO DAILY TIMES	5 11.2%	4 8.8%	4 8.2%
THE PRESS	11 22.7%	10 21.5%	11 23.7%

COMMUNITY NEWSPAPERS (AIR)

SOUTH CANTERBURY HERALD	35 75.6%	35 75.0%	34 73.9%
THE COURIER (TIMARU)	35 74.9%	34 74.4%	

PROVINCIAL TOPLINES REPORT

NORTH OTAGO

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	17	23	23
SAMPLE SIZE (15+):	117	153	150

DAILY NEWSPAPERS (AIR)

THE OAMARU MAIL	7 42.8%	8 36.2%	8 36.2%
OTAGO DAILY TIMES	8 46.7%	9 41.5%	10 44.9%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

THE OAMARU MAIL	12 68.5%	13 58.8%	13 59.5%
OTAGO DAILY TIMES	12 70.1%	13 58.5%	13 59.3%

PROVINCIAL TOPLINES REPORT

SOUTHLAND

	CMI Q1 12 - Q4 13	CMI Q3 11 - Q2 13	CMI Q1 11 - Q4 12
POPULATION POTENTIALS (TOTAL 15+) [000s]:	116	116	116
SAMPLE SIZE (15+):	691	683	669

DAILY NEWSPAPERS (AIR)

THE SOUTHLAND TIMES	53 45.6%	56 48.3%	57 49.2%
OTAGO DAILY TIMES	21 18.5%	21 18.2%	22 19.1%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

THE SOUTHLAND TIMES	77 66.3%	79 67.8%	81 70.0%
OTAGO DAILY TIMES	36 31.4%	37 31.5%	40 34.3%

COMMUNITY NEWSPAPERS (AIR)

MIRROR	26 22.0%	25 21.7%	26 22.8%
NEWSLINK	15 12.8%	14 12.4%	13 11.3%
SOUTHLAND EXPRESS	45 39.2%	50 42.8%	49 42.6%
THE EYE	34 29.2%	35 30.5%	37 31.7%

PROVINCIAL TOPLINES REPORT

WHAKATANE

	CMI Q1 12 - Q4 13
POPULATION POTENTIALS (TOTAL 15+) [000s]:	38
SAMPLE SIZE (15+):	221

DAILY NEWSPAPERS (AIR)

THE DAILY POST	1 2.4%
THE NZ HERALD	8 20.1%
THE DOMINION POST	0 1.2%

DAILY NEWSPAPERS (WEEKLY COVERAGE)

THE DAILY POST	1 3.1%
THE NZ HERALD	14 36.5%
THE DOMINION POST	1 3.4%

COMMUNITY NEWSPAPERS (AIR)

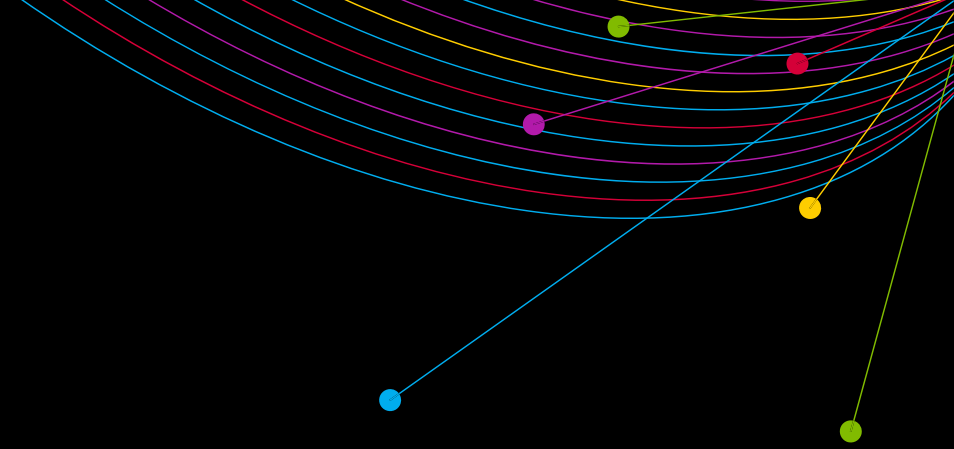
WHAKATANE BEACON	22 58.0%
BAY NEWS	1 3.5%
WHAKATANE NEWS	18 46.2%

ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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