

SUPPLEMENT TO:

THE NEW ZEALAND DAILY NEWSPAPER:
AN ENDANGERED SPECIES

Revision of Figures for:

Circulation/Household Ratio, 1980
Readership Calculation for 1980

Provision of Graphs Illustrating:

Circulation/Household Relationships, 1956-1981
Circulation/Household Ratio, 1961-1980
Readership Ratios, 1961-1980

12 August 1981

REVISION

In this paper the writer estimated the number of New Zealand private households in 1980 as 949,000.

Information since received from the 1981 census indicates that the number of private households last March was approximately 1,001,000. This means that the fall-off in national population increase since 1976 has had little or no effect on the steady, long-term rise in the number of private households and the writer's estimate was much too conservative.

From the 1976 base of 923,300, the five-year increase in households was approximately 78,000 and the annual average approximately 15,500. Accordingly the writer's estimate for 1980 is now revised to 985,000.

This affects the far-right (1980) column of Table 6 on p 15 as follows:

		<u>Decrease from 1966</u>
Average occupancy rate becomes	3.04	-14 %
Assumed occupancy aged 10 and over is	2.49	-8.8%
Combined circulation per household is	1.07	-27 %
Newspaper readership as calculated is	2.66	-33 %

It will be appreciated that consequential changes are required on other pages of the paper as follows:

p 14 - 2nd para, 949,000 becomes 985,000 and 32.5 percent becomes 37.6 percent.
4th para, three percent becomes eight percent.
Footnote, 1.14 becomes 1.07 and 16 percent becomes seven percent.

p 16 - graphlines (1), (4) and (5) understate the position.

p 21 - last para, 3% becomes 8% and 52% becomes 47.6%. The 1980 Year Book figure of 94% now appears too high, as 883,000 licences at 31 March 1980 spread over 985,000 households gives a ratio of 90%.

p 24 graphline (2) overstates and graphline (4) understates.

NPA Critique

On p 2 the NPA critique has based a calculation on the writer's 949,000 estimate and has used net circulation figures where net sales figures were intended.

Modifying the NPA calculation to take account of both these factors produces the following result:-

(1980 Daily Sales	1,032,500)
(1980 Permanent Dwellings	985,000)

76% of total daily sales = 785,000 home delivery copies, and home delivered penetration = 80%

Consequently the number of New Zealand homes not receiving home deliveries is 200,000, not 151,000 as earlier calculated.

Relationship of Daily Newspaper Circulation to NZ Private Households

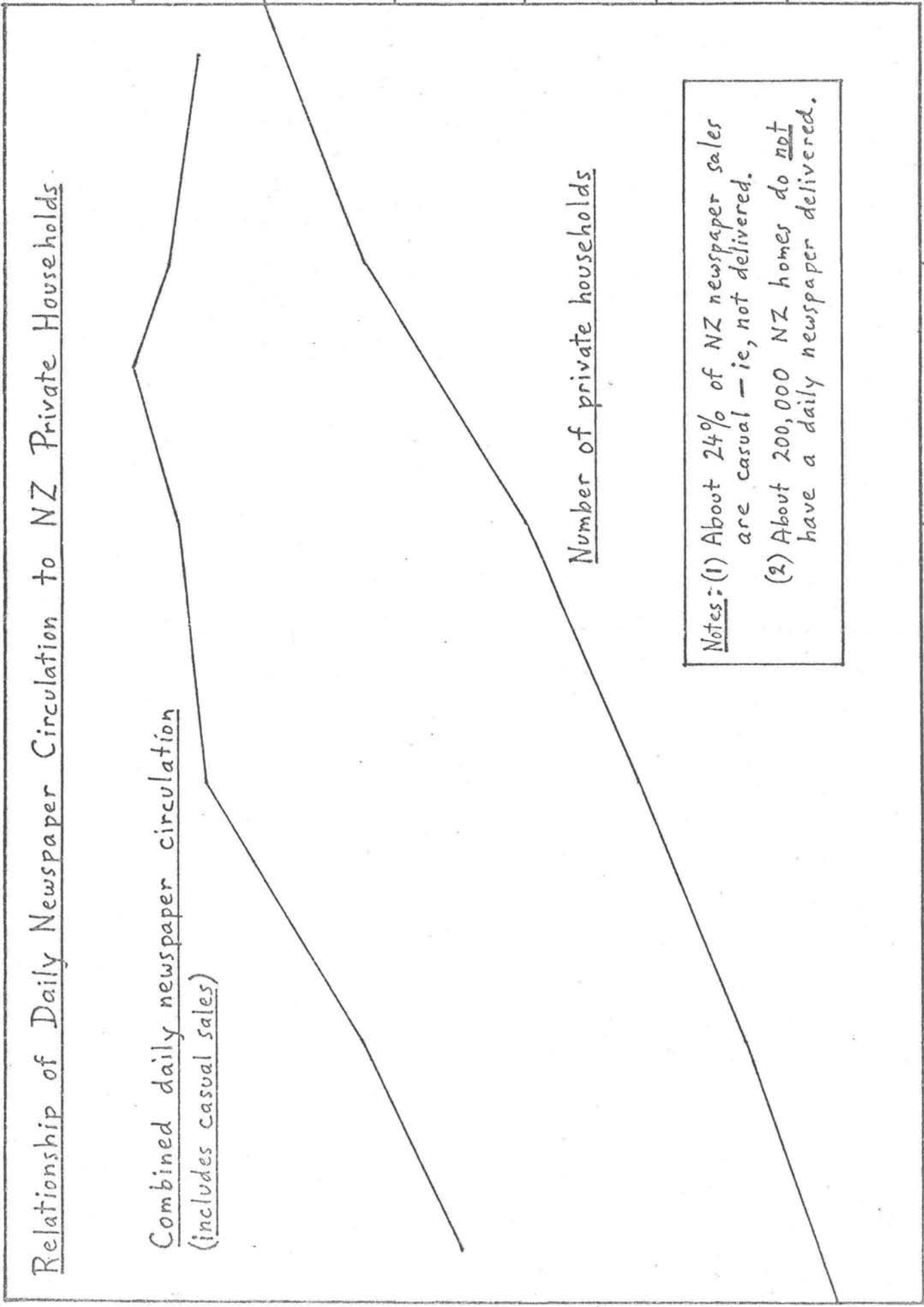
(000s)
- 1100
- 1000
- 900
- 800
- 700
- 600

Combined daily newspaper circulation
(includes casual sales)

Number of private households

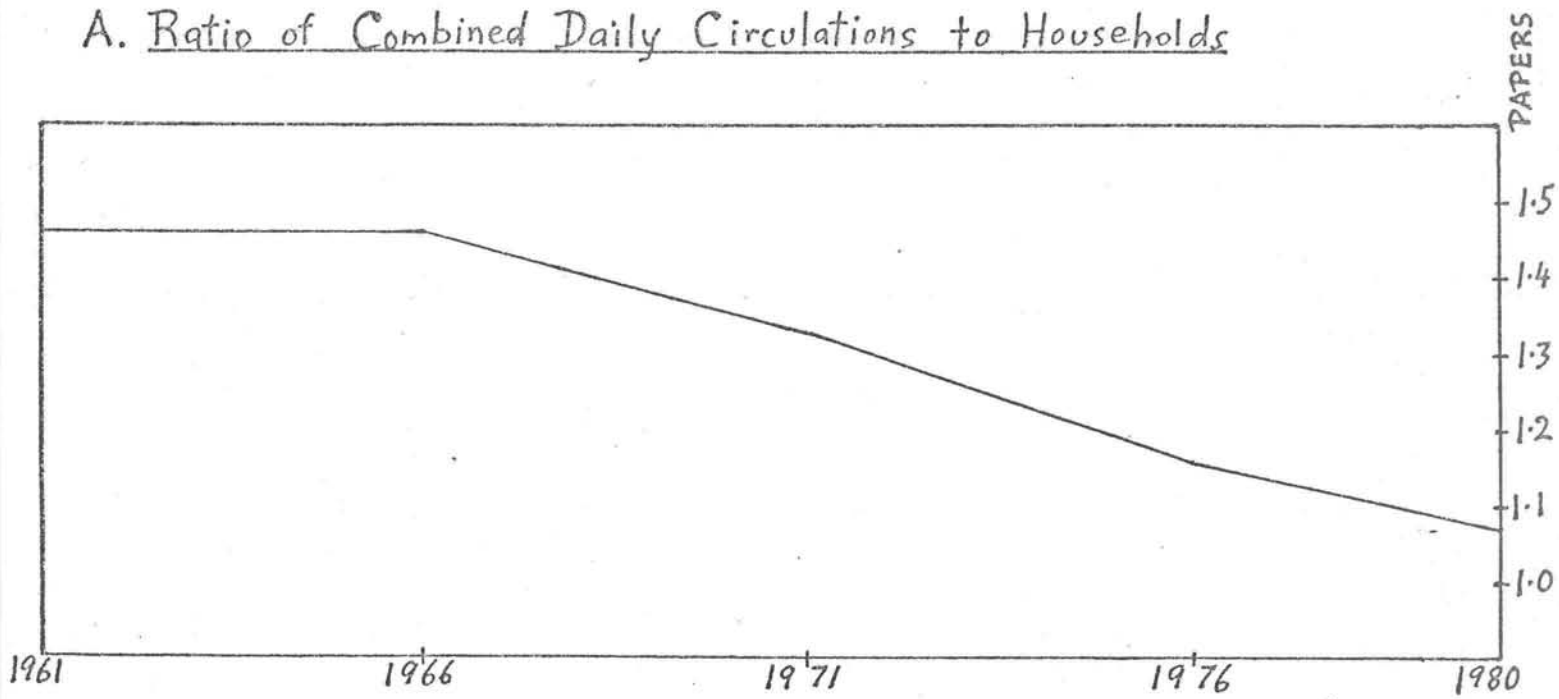
Notes: (1) About 24% of NZ newspaper sales are casual - ie, not delivered.
(2) About 200,000 NZ homes do not have a daily newspaper delivered.

1956 1961 1966 1971 1976 1981

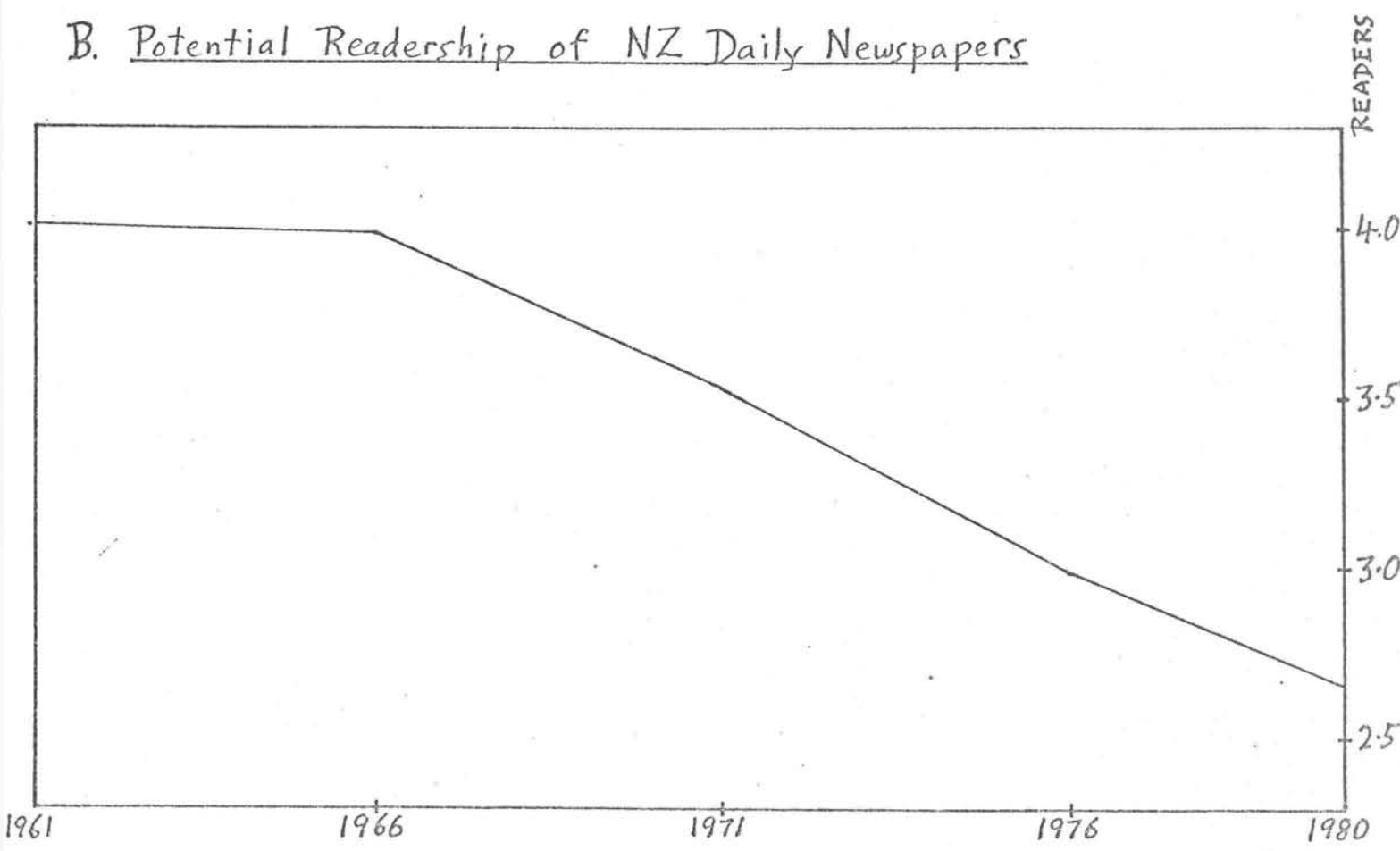


GRAPHS BASED ON TABLE 6 AS REVISED *

A. Ratio of Combined Daily Circulations to Households



B. Potential Readership of NZ Daily Newspapers



* See text of this supplement