

HOME ENTERTAINMENT

MORE THAN 3 MILLION

people aged 15+ state that they have some type of home entertainment products in their household.

So, which media do these consumers like the sound of?

Well, **68%** of these people have read a newspaper in the last seven days.



Moderate to Heavy Media Consumption*

Home Entertainment Equipment in Household	Entertainment Section (Daily Paper) %	TV %	Radio %	Internet %
Colour TV	95	95	94	94
DVD Player	84	82	82	86
Stereo System	78	73	74	78
CD Player	78	70	71	76
VCR	69	66	63	65
Digital Camera	69	62	64	74
Video Camera or Camcorder	27	25	26	30
DVD Recorder	27	25	24	27
iPod	27	22	24	30
MP3 Player	23	23	25	31

Daily newspapers are the best vehicle for generating a **consumer response to advertising**.

76% of 15+ readers with home entertainment products in their household decide where to buy something from information in a Daily Newspaper.

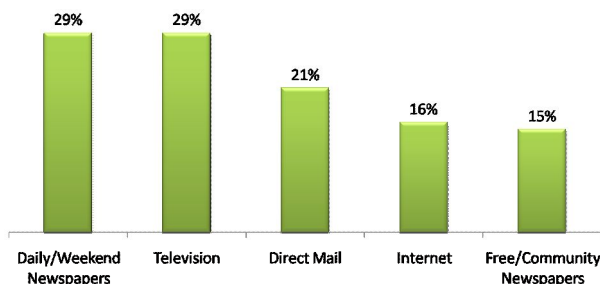
Decide Where To Buy From

	%
Daily Paper	76
TV	58
Radio	46

* Moderate to heavy media consumption refers to:

Daily Paper: read 3+ p/w
 TV: watch 14+ hours p/w
 Radio: listen to 7+ hours p/w
 Internet: Use 60+ mins p/w

Main Media Source for Information on Home Appliances



Out of the top five media sources for information on Home appliances, almost a **third** of people 15+ look to daily/weekend newspapers. This makes newspapers jointly the top source for 15+ New Zealanders who have home entertainment products in their households.

Source: NMR 'National Readership Survey' Q3 2007 to Q2 2008
 Base: All 15+ Home Entertainment Products in Household -
 Population: 3,054,000 Sample: 10,408