

HOME IMPROVEMENT

**MORE THAN
1.6 MILLION**

people aged 15+ state that they have been involved in some type of home improvement in the last 12 months in New Zealand.

So, which media do these consumers feel most at home with?

Well, **74%** of these people have read a newspaper in the last seven days.



Moderate to Heavy Media Consumption*

Intended Home Improvements Over the Next 12 Months	Home Improvement Section (Daily Paper) %	TV %	Radio %	Internet %
Painting Inside	37	30	32	35
Painting Outside	32	27	29	30
Decking, Paving,	30	23	27	27
Bathroom	20	16	18	19
Carpeting/Re-carpeting	15	11	12	12
Kitchen Renovations	13	11	12	12

Newspaper readers are much more likely to have visited a hardware store in the last month than those who state they have carried out some type of home improvement in the last 12 months.

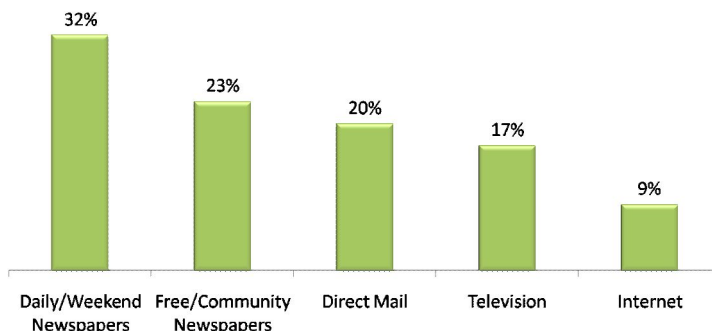
Moderate to Heavy Media Consumption* Index

Home Improvement Section (Daily Paper)	107
TV	101
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* 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

Main Media Source for Information



Those that have been involved in home improvement in the last 12 months choose daily/weekend newspapers for information on home improvement items more than any other media source.

Out of the top five media sources for information on chain stores, almost a **third** of people 15+ look to daily/weekend newspapers.

Source: NMR 'National Readership Survey' Q3 2007 to Q2 2008
Base: All 15+ Home Improvement Last 12 Months-
Population: 1,613,000 Sample: 5,409