

HOME OWNERS

MORE THAN 2.1 MILLION

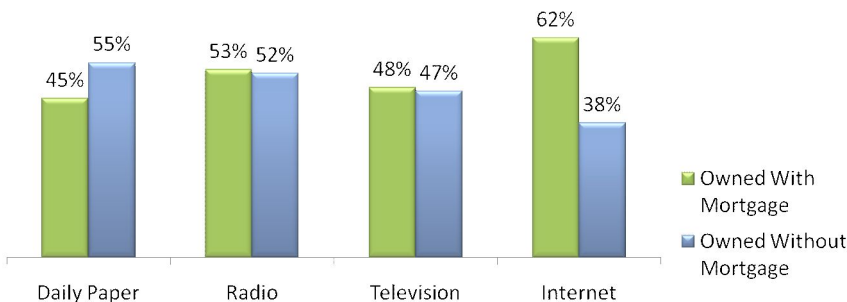
people aged 15+ state that they personally own their own home in New Zealand.

So, which media do these consumers find the most accommodating?

Well, **75%** of these people have read a newspaper in the last seven days.



Tenure of Moderate to Heavy Media Consumers*



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

76% of 15+ readers who own homes decide where to buy something from information in a Daily Newspaper.

Decide Where To Buy From

	%
Daily Paper	76
TV	55
Radio	45

Moderate to heavy daily newspaper readers are more likely to own their own home without a mortgage than moderate to heavy television, radio and internet users.

Consequently, they are the least likely to own their own home with a mortgage.

*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



Newspaper readers are more likely to prefer their house to be relaxed and lived in.

Moderate to Heavy Media Consumption*

	%
Daily Paper	84
TV	83
Radio	83
Internet	83

Source: NMR 'National Readership Survey' Q3 2007 to Q2 2008
 Base: All 15+ Home Owners - Population: 2,137,000 Sample: 7,548

