

SOCIAL

**MORE THAN
2.2 MILLION**

people aged 15+ claim to be entertainers/socialisers in New Zealand.

So, which media do these consumers like to spend their time with?

Well, **67%** of these people have read a newspaper in the last seven days.



Moderate to Heavy Media Consumption*

Activities in the Last Month	Daily Paper %	TV %	Radio %	Internet %
Dined at a Restaurant/Brasserie	56	49	51	56
Gone to Hotel/Bar/Club for Drink	38	34	36	37
Visited an Art Gallery or Museum	13	9	8	12
Gone to Theatre/Classical Concert	5	4	4	5

Newspaper readers are more likely to enjoy dining out than those who claim to be entertainers/socialisers.

Moderate to Heavy Media Consumption* Index

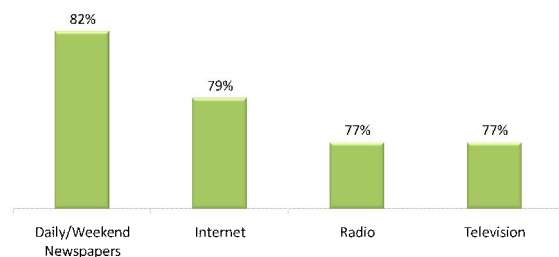
(Daily Paper)	105
TV	99
Radio	99
Internet	106

* 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



Socialise with friends at a cafe or a restaurant



Source: NMR 'National Readership Survey' Q3 2007 to Q2 2008
Base: All 15+ 'Entertainer/Socialiser' - Population: 2,266,000 Sample: 7,454