

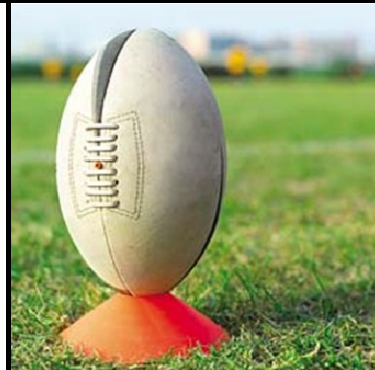
SPORTS

MORE THAN 3 MILLION

people aged 15+ state that they are interested in sports in New Zealand.

So, which media do these consumers give a sporting chance?

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



Moderate to Heavy Media Consumption*

Top Ten Sports by Interest	Sports Section (Daily Paper) %	TV %	Radio %	Internet %
Rugby	77	53	52	52
Walking	36	40	38	43
Fishing	37	33	36	33
Rugby League	49	34	35	31
Tramping	25	26	28	31
Car Racing	29	30	31	28
Netball	34	29	28	28
Swimming	25	25	26	30
Gym	23	23	24	28
Cricket	43	25	25	26

Newspaper readers are much more likely to have visited a sports store in the last month than those who state they are interested in sport.

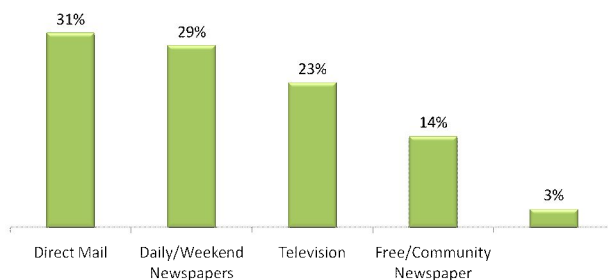
Moderate to Heavy Media Consumption*

	Index
Sports Section (Daily Paper)	135
Internet	117
Radio	101
TV	96

* 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 Chain Stores



Those interested in sport choose daily/weekend newspapers for information on chain stores 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' Q2 2007 to Q3 2008
Base: All 15+ 'Interested in sport' - Population: 3,026,000 Sample: 10,083