



NEWSPAPER READERSHIP (All people Aged 12+)

Base :

All People Aged 12+ (including internet readership)

	<u>Yr-end</u> <u>Report</u> <u>Yr. 2008</u>	<u>Quarter-Yr</u> <u>Report</u> <u>Yr. 2009</u>	<u>Mid-Yr</u> <u>Report</u> <u>Yr. 2009</u>	<u>Quarter-Yr</u> <u>Report</u> <u>Yr. 2009</u>	<u>Yr-End</u> <u>Report</u> <u>Yr. 2009</u>	<u>Quarter-Yr</u> <u>Report</u> <u>Yr. 2010</u>	<u>Mid-Yr</u> <u>Report</u> <u>Yr. 2010</u>	<u>Quarter-Yr</u> <u>Report</u> <u>Yr. 2010</u>	<u>Yr-End</u> <u>Report</u> <u>Yr. 2010</u>	<u>Mid-Yr</u> <u>Report</u> <u>Yr. 2011</u>
Projected Universe	5,343,000	5,343,000	5,343,000	5,343,000	5,375,000	5,375,000	5,375,000	5,375,000	5,410,000	5,410,000
No. of individual interviewed	5,843	5,884	5,908	5,869	5,829	5,818	5,819	5,845	5,928	6,049
Fieldwork Period	01 Jan 08 - 31 Dec, 08	01 Apr 08 - 31 Mar, 09	01 Jul 08 - 30 Jun, 09	01 Oct 08 - 30 Sept, 09	01 Jan 09 - 31 Dec, 09	01 Apr 09 - 31 Mar, 10	01 Jul 09 - 30 Jun, 10	01 Oct 09 - 30 Sept, 10	01 Jan 10 - 31 Dec, 10	01 Jul 10 - 30 Jun, 11
Apple Daily News 蘋果日報	1,633,000 31%	1,594,000 30%	1,577,000 30%	1,528,000 29%	1,590,000 30%	1,627,000 30%	1,592,000 30%	1,594,000 30%	1,566,000 29%	1,571,000 29%
Oriental Daily News 東方日報	1,762,000 33%	1,674,000 31%	1,754,000 33%	1,656,000 31%	1,588,000 30%	1,557,000 29%	1,465,000 27%	1,481,000 28%	1,457,000 27%	1,455,000 27%
The Sun 太陽報	537,000 10%	495,000 9%	500,000 9%	479,000 9%	420,000 8%	410,000 8%	378,000 7%	362,000 7%	371,000 7%	357,000 7%
Ming Pao 明報	447,000 8%	453,000 8%	488,000 9%	462,000 9%	441,000 8%	431,000 8%	431,000 8%	456,000 8%	444 8%	419 8%
South China Morning Post 南華早報	296,000 6%	302,000 6%	318,000 6%	306,000 6%	289,000 5%	282,000 5%	282,000 5%	291,000 5%	309,000 6%	293,000 5%
Sing Tao Daily 星島日報	339,000 6%	362,000 7%	383,000 7%	379,000 7%	373,000 7%	368,000 7%	351,000 7%	383,000 7%	361,000 7%	309,000 6%
Hong Kong Economic Times 經濟日報	220,000 4%	208,000 4%	206,000 4%	214,000 4%	215,000 4%	220,000 4%	219,000 4%	198,000 4%	194,000 4%	178,000 3%
Sing Pao 成報	61,000 1%	- -	54,000 1%	68,000 1%	66,000 1%	77,000 1%	72,000 1%	68,000 1%	69,000 1%	- below 1%
Hong Kong Daily News 新報	74,000 1%	79,000 1%	76,000 1%	83,000 2%	85,000 2%	88,000 2%	80,000 1%	91,000 2%	61,000 1%	- below 1%
Hong Kong Economic Journal 信報	74,000 1%	71,000 1%	71,000 1%	70,000 1%	74,000 1%	86,000 2%	86,000 2%	98,000 2%	102,000 2%	81,000 2%
Headline Daily 頭條日報	1,093,000 20%	1,058,000 20%	1,061,000 20%	1,102,000 21%	1,287,000 24%	1,484,000 28%	1,493,000 28%	1,534,000 29%	1,528,000 28%	1,550,000 29%
Metro 都市日報	616,000 12%	570,000 11%	518,000 10%	529,000 10%	580,000 11%	713,000 13%	739,000 14%	741,000 14%	715,000 13%	737,000 14%
am730	623,000 12%	573,000 11%	558,000 10%	539,000 10%	661,000 12%	828,000 15%	858,000 16%	878,000 16%	923,000 17%	950,000 18%

Source :

2008 Nielsen Media Index Hong Kong Year-end Report
2009 Nielsen Media Index Hong Kong 1st Quarter-Year Report
2009 Nielsen Media Index Hong Kong Mid-Year Report
2009 Nielsen Media Index Hong Kong 3rd Quarter-Year Report
2009 Nielsen Media Index Hong Kong Year-end Report
2010 Nielsen Media Index (Apr 2009 - Mar 2010)
2010 Nielsen Media Index Mid-Year Report (Jul 2009 - Jun 2010)
2010 Nielsen Media Index (Oct 2009 - Sept 2010)
2010 Nielsen Media Index Hong Kong Year-end Report
2011 Nielsen Media Index Mid-Year Report (Jul 2010 - Jun 2011)

蘋果日報有限公司
Apple Daily Limited

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TOP FIVE NEWSPAPER READERSHIP PROFILE (1 Jul 2010 - 30 Jun 2011)

	Apple Daily ('000)	(%)	Oriental Daily ('000)	(%)	Headline Daily ('000)	(%)	am730 ('000)	(%)	Metro ('000)	(%)
Aged 12+ Readership Total	1,571		1,455		1,550		950		737	
Sex										
Male	768	48.89	731	50.24	660	42.58	429	45.16	361	48.98
Female	803	51.11	724	49.76	890	57.42	522	54.95	377	51.15
Age										
Below 15	44	2.8	46	3.16	43	2.77	23	2.42	15	2.04
15-24	201	12.79	169	11.62	219	14.13	131	13.79	111	15.06
25-44	696	44.3	548	37.66	688	44.39	451	47.47	330	44.78
45-54	377	24	374	25.7	407	26.26	230	24.21	206	27.95
55 +	253	16.1	317	21.79	194	12.52	115	12.11	76	10.31
Education*										
Primary or below	143	9.1	234	16.08	122	7.87	75	7.89	59	8.01
F1-F3	266	16.93	363	24.95	257	16.58	145	15.26	104	14.11
F4-F5	504	32.08	480	32.99	546	35.23	313	32.95	262	35.55
Post secondary/ University or above	649	41.31	373	25.64	613	39.55	411	43.26	310	42.06
Monthly Personal Income*										
Below \$10,000	487	31	544	37.39	576	37.16	350	36.84	299	40.57
\$10,000 - 14,999	253	16.1	213	14.64	265	17.1	153	16.11	128	17.37
\$15,000 - 19,999	157	9.99	92	6.32	148	9.55	91	9.58	65	8.82
\$20,000 - 29,999	147	9.36	67	4.6	116	7.48	69	7.26	61	8.28
\$30,000+	146	9.29	77	5.29	137	8.83	88	9.26	82	11.13
Monthly Household Income*										
Below \$15,000	462	29.41	611	41.99	506	32.65	334	35.16	273	37.04
\$15,000 - 19,999	176	11.2	175	12.03	212	13.68	120	12.63	84	11.4
\$20,000 - 29,999	305	19.41	239	16.43	297	19.16	160	16.84	140	19
\$30,000 - 39,999	204	12.99	151	10.38	188	12.13	96	10.11	87	11.8
\$40,000 - 49,999	117	7.45	82	5.64	100	6.45	58	6.11	41	5.56
\$50,000+	260	16.55	138	9.48	205	13.23	144	15.16	111	15.06
Occupation*										
Professional/ Manager/Executive	224	14.26	106	7.29	239	15.42	144	15.16	134	18.18
Trader/Proprietor	42	2.67	23	1.58	23	1.48	11	1.16	13	1.76
Office Skilled	275	17.5	156	10.72	258	16.65	157	16.53	124	16.82
Office Unskilled	150	9.55	122	8.38	209	13.48	125	13.16	102	13.84
Factory/Shop Skilled	135	8.59	150	10.31	116	7.48	62	6.53	64	8.68
Factory/Shop Unskilled	240	15.28	276	18.97	217	14	113	11.89	112	15.2
Student	139	8.85	133	9.14	146	9.42	84	8.84	74	10.04
Full-Time Housewife	214	13.62	247	16.98	215	13.87	137	14.42	76	10.31
Retired	82	5.22	139	9.55	55	3.55	31	3.26	13	1.76
Unemployed	70	4.46	102	7.01	72	4.65	85	8.95	27	3.66
Shopping Decision Maker	838	53.34	782	53.75	870	56.13	535	56.32	385	52.24
Main Income Earner	573	36.47	539	37.04	556	35.87	341	35.89	296	40.16
Base	: All people aged 12+ (including internet readership)									
Source	: 2011 Nielsen Media Index Mid-Year Report									
Fieldwork Period	: 1 Jul 2010 - 30 Jun 2011									
Remarks	: *Rebased as 100% (exclude those saying "refused" or "don't know")									

SEVEN SELECTIVE NEWSPAPER READERSHIP PROFILE (1 Jul 2010 - 30 Jun 2011)

	Apple Daily (000)	(%)	Ming Pao (000)	(%)	The Sun (000)	(%)	SCMP (000)	(%)	Sing Tao (000)	(%)	HK Economic Times (000)	(%)	HK Economic Journal (000)	(%)
Aged 12+ Readership Total	1571		419		357		293		309		178		81	
Sex														
Male	768	48.89	227	54.18	183	51.26	168	57.34	136	44.01	104	58.43	53	65.43
Female	803	51.11	192	45.82	174	48.74	125	42.66	173	55.99	73	41.01	27	33.33
Age														
Below 15	44	2.8	33	7.88	10	2.8	18	6.14	24	7.77	2	1.12	1	1.23
15-24	201	12.79	73	17.42	48	13.45	69	23.55	70	22.65	24	13.48	8	9.88
25-44	696	44.3	149	35.56	152	42.58	168	57.34	137	44.34	74	41.57	33	40.74
45-54	377	24	106	25.3	94	26.33	34	11.6	62	20.06	63	35.39	30	37.04
55 +	253	16.1	58	13.84	53	14.85	4	1.37	16	5.18	14	7.87	8	9.88
Education*														
Primary or below	143	9.1	23	5.49	46	12.89	5	1.71	12	3.88	12	6.74	4	4.94
F1-F3	266	16.93	71	16.95	94	26.33	17	5.8	60	19.42	18	10.11	9	11.11
F4-F5	504	32.08	116	27.68	128	35.85	51	17.41	98	31.72	33	18.54	13	16.05
Post secondary/ University or above	649	41.31	206	49.16	87	24.37	220	75.09	135	43.69	115	64.61	55	67.9
Monthly Personal Income*														
Below \$10,000	487	31	102	24.34	149	41.74	45	15.36	106	34.3	50	28.09	19	23.46
\$10,000 - 14,999	253	16.1	67	15.99	56	15.69	18	6.14	36	11.65	21	11.8	11	13.58
\$15,000 - 19,999	157	9.99	39	9.31	20	5.6	9	3.07	25	8.09	17	9.55	3	3.7
\$20,000 - 29,999	147	9.36	31	7.4	24	6.72	19	6.48	25	8.09	21	11.8	9	11.11
\$30,000+	146	9.29	55	13.12	18	5.04	144	49.14	36	11.65	45	25.28	26	32.1
Monthly Household Income*														
Below \$15,000	462	29.41	112	26.73	146	40.9	63	21.5	101	32.69	52	29.21	20	24.69
\$15,000 - 19,999	176	11.2	51	12.17	55	15.41	12	4.1	38	12.3	20	11.24	9	11.11
\$20,000 - 29,999	305	19.41	65	15.51	76	21.29	25	8.53	44	14.24	15	8.43	10	12.35
\$30,000 - 39,999	204	12.99	56	13.37	29	8.12	17	5.8	47	15.21	21	11.8	11	13.58
\$40,000 - 49,999	117	7.45	29	6.92	14	3.92	11	3.75	15	4.85	12	6.74	6	7.41
\$50,000+	260	16.55	75	17.9	28	7.84	164	55.97	56	18.12	51	28.65	24	29.63
Occupation*														
Professional/ Manager/Executive	224	14.26	64	15.27	32	8.96	150	51.19	53	17.15	56	31.46	28	34.57
Trader/Proprietor	42	2.67	13	3.1	7	1.96	11	3.75	8	2.59	9	5.06	7	8.64
Office Skilled	275	17.5	70	16.71	35	9.8	21	7.17	44	14.24	20	11.24	12	14.81
Office Unskilled	150	9.55	35	8.35	35	9.8	9	3.07	25	8.09	12	6.74	9	11.11
Factory/Shop Skilled	135	8.59	34	8.11	43	12.04	10	3.41	15	4.85	14	7.87	3	3.7
Factory/Shop Unskilled	240	15.28	38	9.07	72	20.17	10	3.41	33	10.68	16	8.99	2	2.47
Student	139	8.85	74	17.66	28	7.84	71	24.23	75	24.27	11	6.18	4	4.94
Full-Time Housewife	214	13.62	46	10.98	62	17.37	9	3.07	32	10.36	18	10.11	5	6.17
Retired	82	5.22	39	9.31	25	7	1	0.34	10	3.24	1	0.56	10	12.35
Unemployed	70	4.46	7	1.67	18	5.04	1	0.34	15	4.85	20	11.24	0	0
Shopping Decision Maker	838	53.34	203	48.45	185	51.82	141	48.12	139	44.98	89	50	35	43.21
Main Income Earner	573	36.47	165	39.38	120	33.61	130	44.37	93	30.1	88	49.44	36	44.44

Base : All people aged 12+ (including internet readership)
Source : 2011 Nielsen Media Index Mid-Year Report
Fieldwork Period : 1 Jul 2010 - 30 Jun 2011
Remarks : *Rebased as 100% (exclude those saying "refused" or "don't know")

TOP FIVE NEWSPAPER SECTION REGULAR READ FOR 1 Jul 2010 - 30 Jun 2011

	Apple Daily		Oriental Daily		Headline Daily		am730	Metro		
	('000)	(%)	('000)	(%)	('000)	(%)	('000)	(%)	('000)	(%)
Aged 12+ Readership Total	1571		1455		1550		950		737	
Any News	1512	96.24	1393	95.74	1493	96.32	919	96.74	705	95.66
Local News	1498	95.35	1377	94.64	1479	95.42	908	95.58	695	94.3
China News	999	63.59	974	66.94	957	61.74	601	63.26	452	61.33
World News	1042	66.33	974	66.94	966	62.32	616	64.84	449	60.92
Court News	499	31.76	464	31.89	479	30.9	295	31.05	185	25.1
Financial/ Investment News	703	44.75	514	35.33	640	41.29	429	45.16	288	39.08
Property/Real Estate	457	29.09	291	20	421	27.16	281	29.58	197	26.73
Trading/Business News	302	19.22	236	16.22	280	18.06	189	19.89	131	17.77
Computers/ Technology/ Telecommunications	441	28.07	319	21.92	479	30.9	336	35.37	242	32.84
News Tidbits	433	27.56	461	31.68	499	32.19	326	34.32	214	29.04
Personality & Show Business Gossip	1161	73.9	1076	73.95	1159	74.77	706	74.32	532	72.18
Food Section	706	44.94	609	41.86	834	53.81	528	55.58	392	53.19
Life/Culture	457	29.09	430	29.55	557	35.94	379	39.89	252	34.19
Travel/Holidays	609	38.77	491	33.75	708	45.68	452	47.58	330	44.78
Features/Articles/ Columnist	487	31	427	29.35	475	30.65	312	32.84	199	27
Beauty And Fashion	324	20.62	275	18.9	397	25.61	257	27.05	188	25.51
Home And Family/ Parenting	315	20.05	290	19.93	385	24.84	256	26.95	170	23.07
Children's Page	182	11.58	153	10.52	218	14.06	150	15.79	85	11.53
Education/School Page	154	9.8	146	10.03	194	12.52	136	14.32	84	11.4
Social Page	301	19.16	320	21.99	342	22.06	236	24.84	138	18.72
Sports-Other Sports (Excl. Basketball/ Soccer)	291	18.52	318	21.86	247	15.94	152	16	123	16.69
Sports-Basketball/ Soccer	376	23.93	419	28.8	359	23.16	220	23.16	178	24.15
Horse-Racing Page	209	13.3	259	17.8	109	7.03	73	7.68	63	8.55
Lottery/Gambling (Excl. Horse Racing)	157	9.99	184	12.65	165	10.65	122	12.84	69	9.36
Car Section	227	14.45	168	11.55	206	13.29	156	16.42	108	14.65
Advertising	276	17.57	261	17.94	361	23.29	242	25.47	142	19.27
Recruitment/ Classified Jobs	206	13.11	184	12.65	253	16.32	191	20.11	112	15.2
Weather	352	22.41	342	23.51	455	29.35	302	31.79	191	25.92
Health	339	21.58	305	20.96	449	28.97	307	32.32	170	23.07
Others	264	16.8	273	18.76	326	21.03	206	21.68	115	15.6

Base

: All people aged 12+ (including internet readership)

Source

: 2011 Nielsen Media Index Mid-Year Report

Fieldwork Period

: 1 Jul 2010 - 30 Jun 2011