

**Galway  
Advertiser**



[www.advertiser.ie](http://www.advertiser.ie)

**Advertiser Newspaper Group**



# Readership Survey

Catchment Area Quantitative Survey

February 2020

Prepared by  
Cathy Glennon

J.1135



RESEARCH  
& INSIGHT





***Almost 9 in 10  
(89%) of Co.  
Galway dwellers  
have ever read the  
Galway Advertiser.***

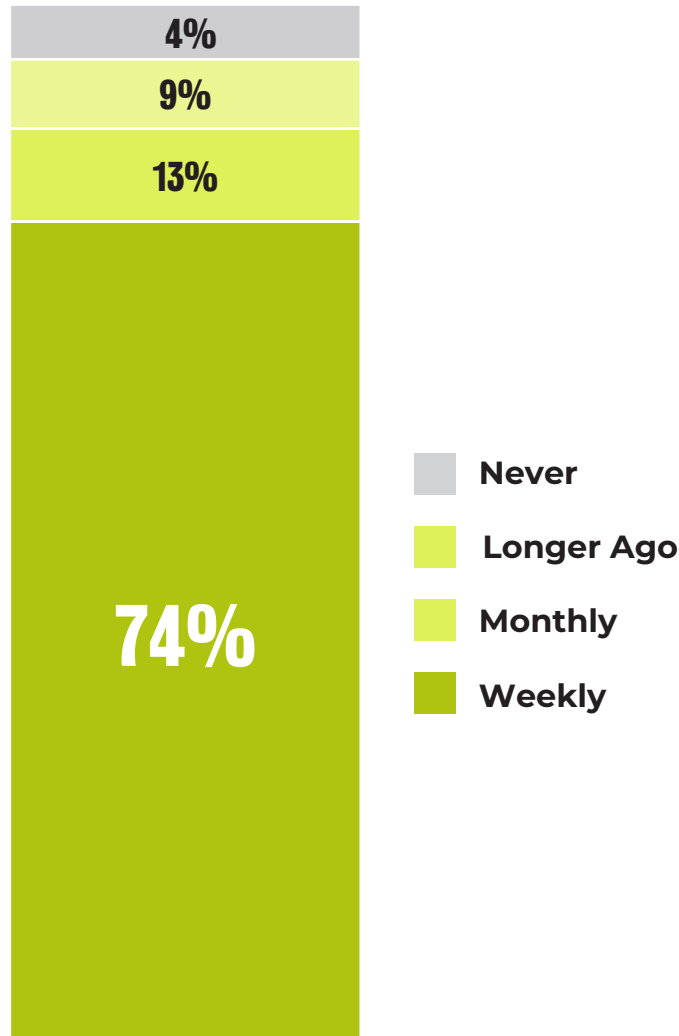
*(Approx. 172,771 adults)*

## Local paper readership

Base: All adults aged 18+ **living in Galway City** - 100/59,278



# Read or Looked at a Copy of The Galway Advertiser



**Galway  
Advertiser**

Three quarters of those living in Galway City have read a Galway Advertiser in the past week. The paper's closest competitor (of the three) in this regard is The City Tribune: 14% read in the past week

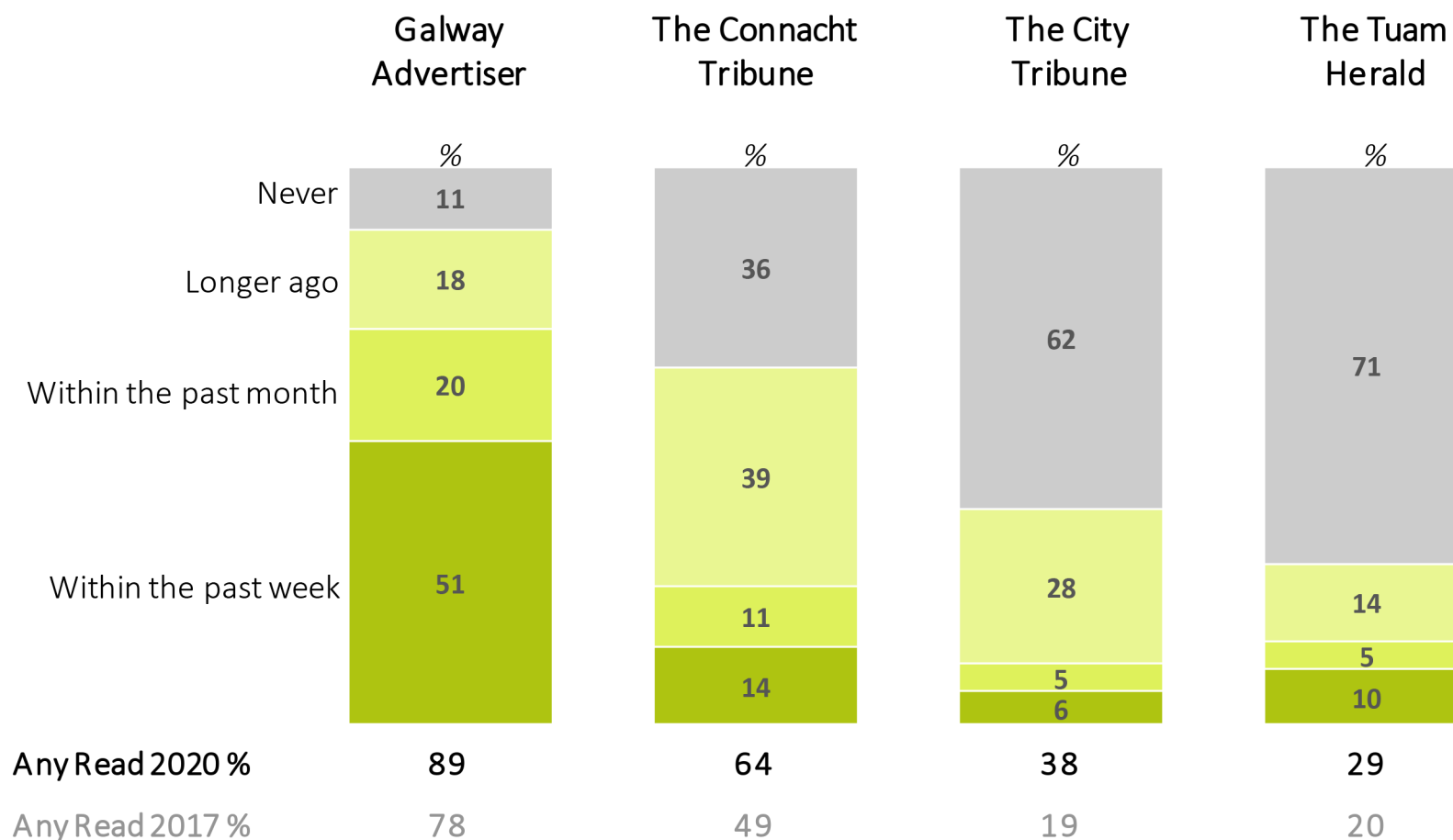


Q.3a Now thinking about newspapers, as I read out the following list of papers that are available in Galway, could you please tell me the last time you read or looked at a copy of each of them? **SHOW SCREEN.**



# Local paper readership

Base: All adults aged 18+ - 300/194,451



More than half of Galway dwellers have looked at the Galway Advertiser within the past week. Much higher than the proportion looking at any other paper in the region.

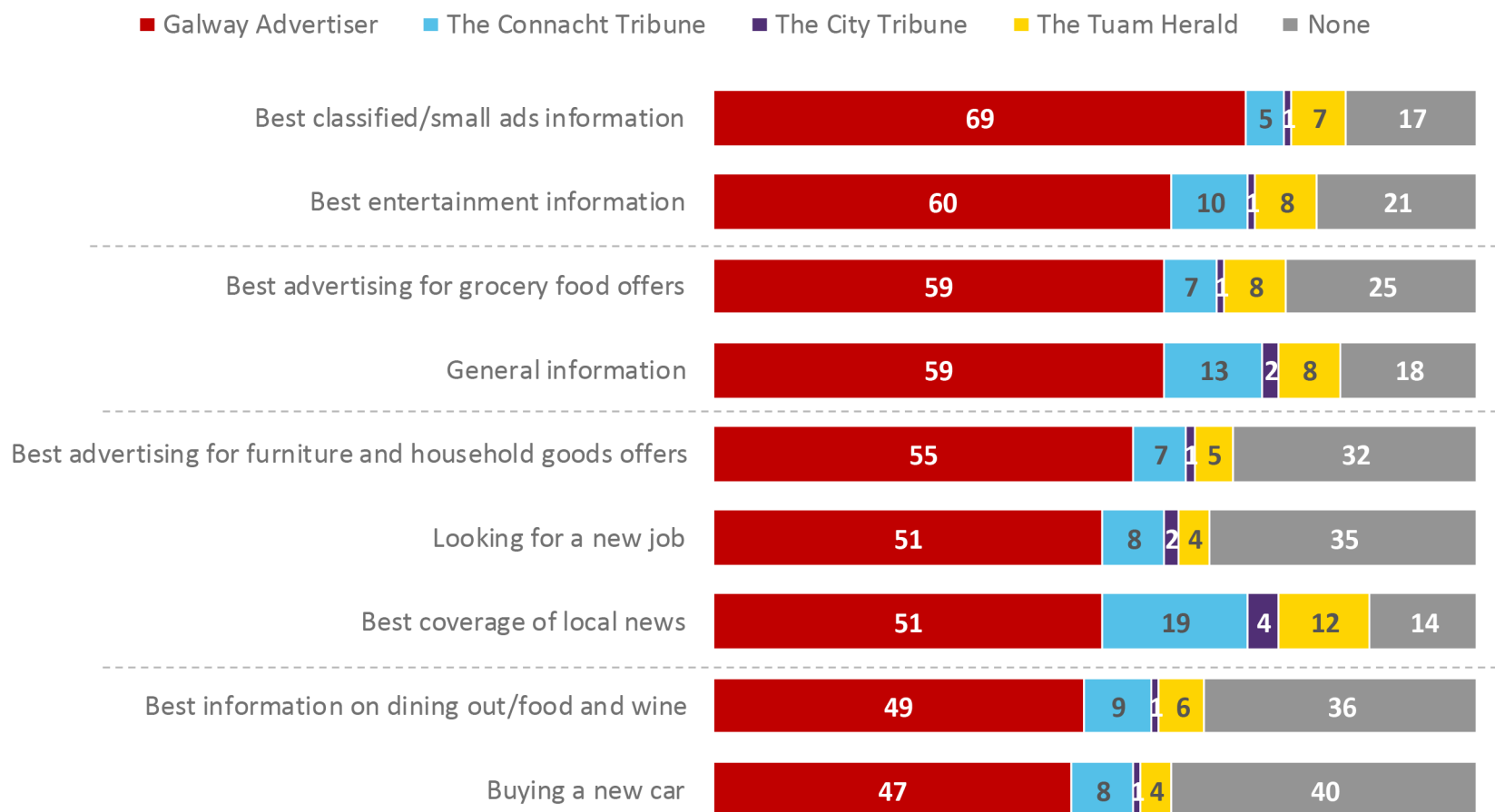


Q.3a Now thinking about newspapers, as I read out the following list of papers that are available in Galway, could you please tell me the last time you read or looked at a copy of each of them? **SHOW SCREEN.**

# Papers considered for each purpose (1 of 2)



Base: All adults aged 18+ - 300/194,451



Galway Advertiser is the paper considered by most for a number of purposes: 69% see it as the paper for best classified/small ads, while 3 in 5 would associate it with best entertainment, best advertising for grocery food offers and/or general information.

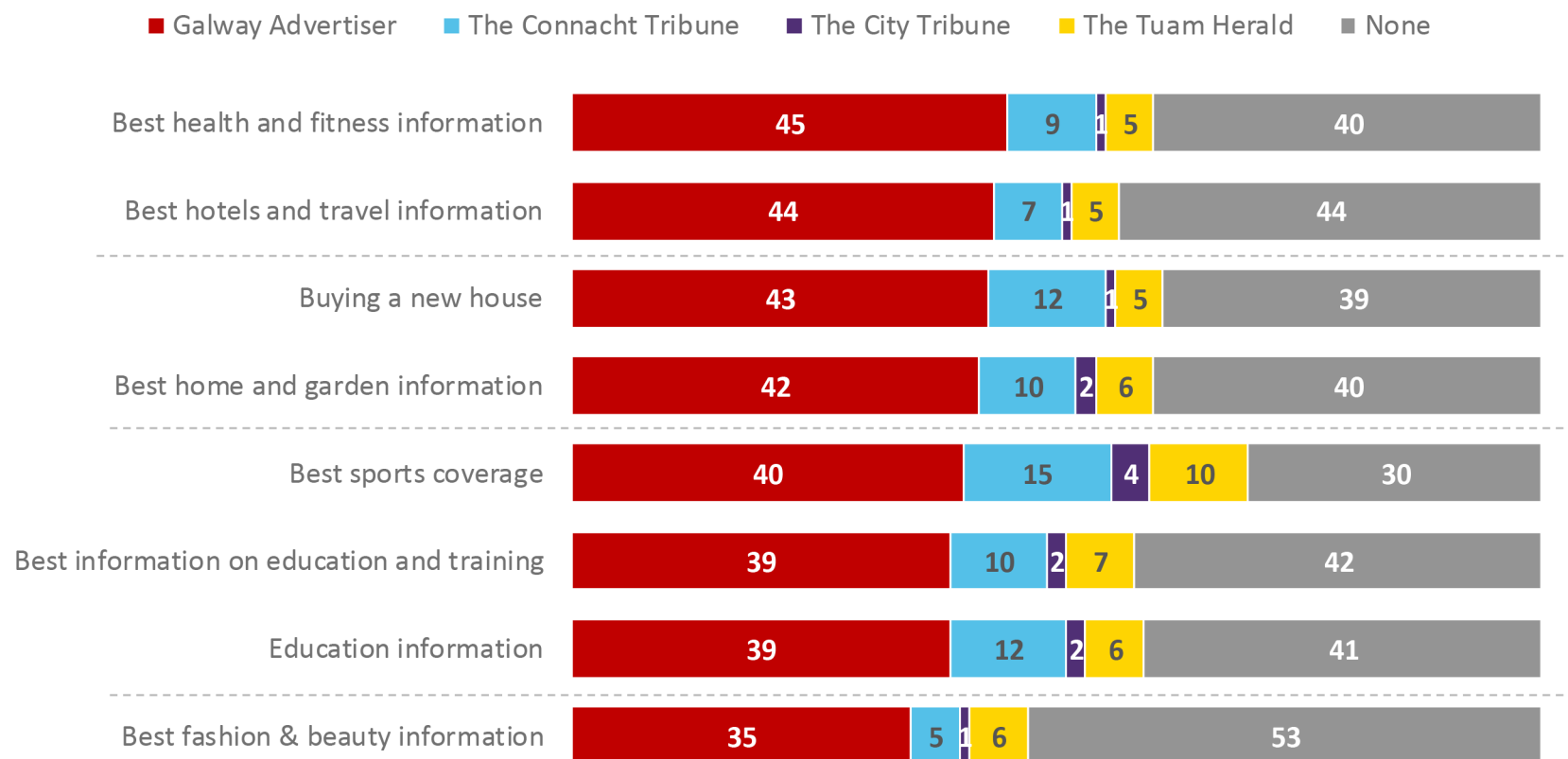


Q.5 Of the four papers mentioned, which of them, if any, are you most likely to consider if looking for the following? You can mention as many or as few papers as you like for each statement. SHOW SCREEN. MULTICODE POSSIBLE.



## Papers considered for each purpose (2 of 2)

Base: All adults aged 18+ - 300/194,451



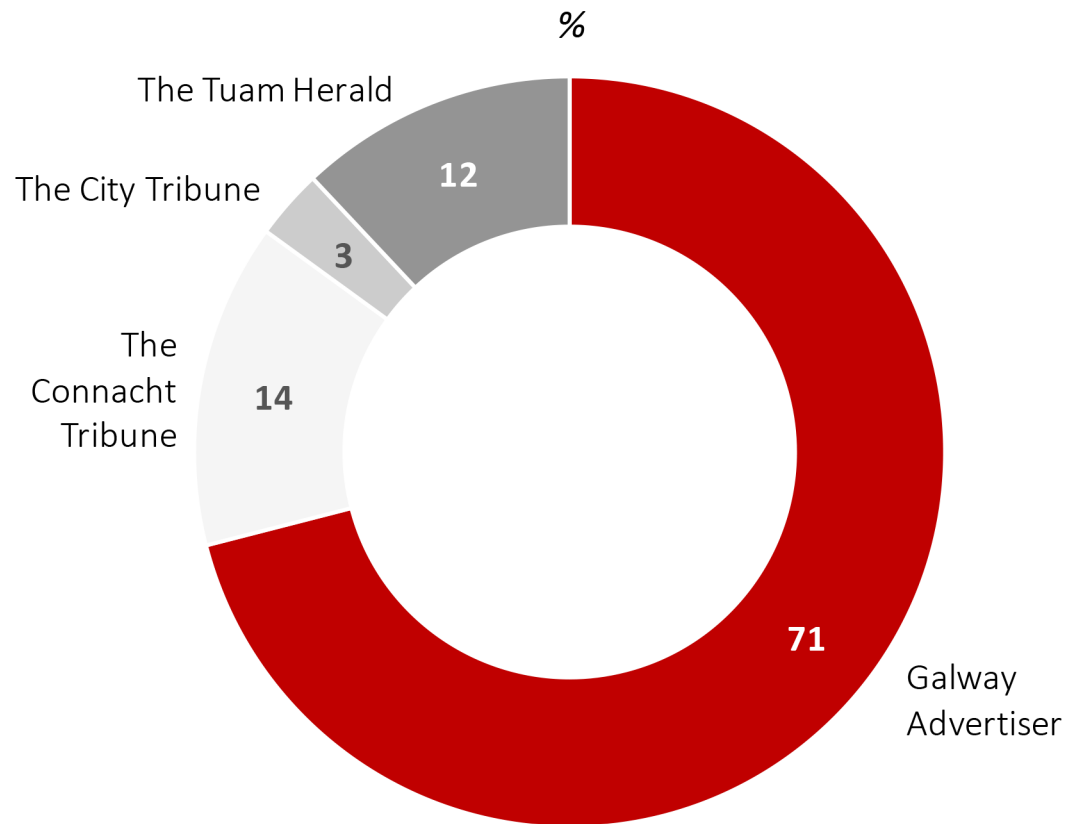
Other papers not seen as a competitor to Galway Advertiser on each purpose.



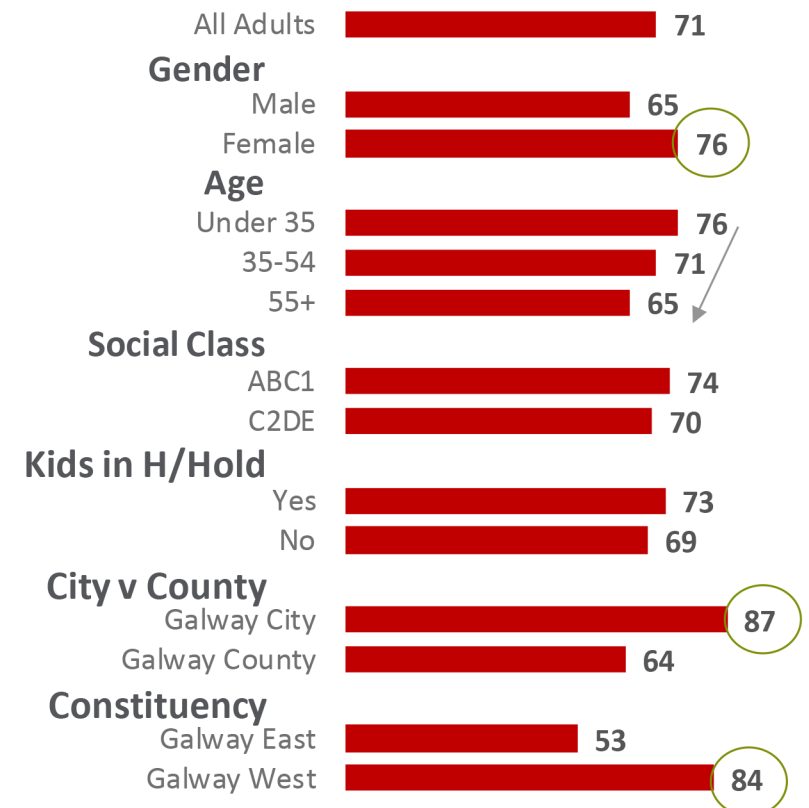
Q.5 Of the four papers mentioned, which of them, if any, are you most likely to consider if looking for the following? You can mention as many or as few papers as you like for each statement. SHOW SCREEN.  
MULTICODE POSSIBLE.

# One paper would choose

Base: All adults aged 18+ - 300/194,451



## % would choose Galway Advertiser



Q.3b Looking at this list of four newspapers, if only one of them were available, which of them would you choose to read? **SINGLE CODE.**



# Galway Advertiser considered x demos



Base: All adults aged 18+ - 251

Consider Galway Advertiser ↓	All Adults	Gender		Age			Social Class		Kids in Household	
		Male	Female	Under 35	35-54	55+	ABC1	C2DE	Yes	No
Base:	300	153	147	76	123	101	132	151	113	187
	%	%	%	%	%		%	%	%	%
Best classified/small ads information	69	63	76	71	72	65	76	66	70	69
Best entertainment information	60	55	65	64	59	58	66	59	57	62
Best advertising for grocery food offers	59	52	65	56	61	58	60	60	60	58
General information	59	51	66	66	60	50	65	57	60	58
Best advertising for furniture and household goods offers	55	49	62	49	59	56	59	54	58	54
Looking for a new job	51	49	53	59	56	37	50	52	54	49
Best coverage of local news	51	47	54	51	55	44	54	50	55	48
Best information on dining out/food and wine	49	43	55	48	50	49	54	47	49	49
Buying a new car	47	44	49	44	52	42	49	44	48	46
Best health and fitness information	45	40	49	43	49	42	49	44	43	46
Best hotels and travel information	44	39	48	40	45	45	46	42	40	46
Buying a new house	43	39	47	45	47	36	52	38	44	42
Best home and garden information	42	40	44	35	43	47	46	42	39	44
Best sports coverage	40	40	40	42	40	39	43	40	37	42
Best information on education and training	39	33	45	47	38	34	50	34	39	40
Education information	39	34	44	46	37	35	48	35	41	38
Best fashion & beauty information	35	24	47	31	40	34	45	30	36	35

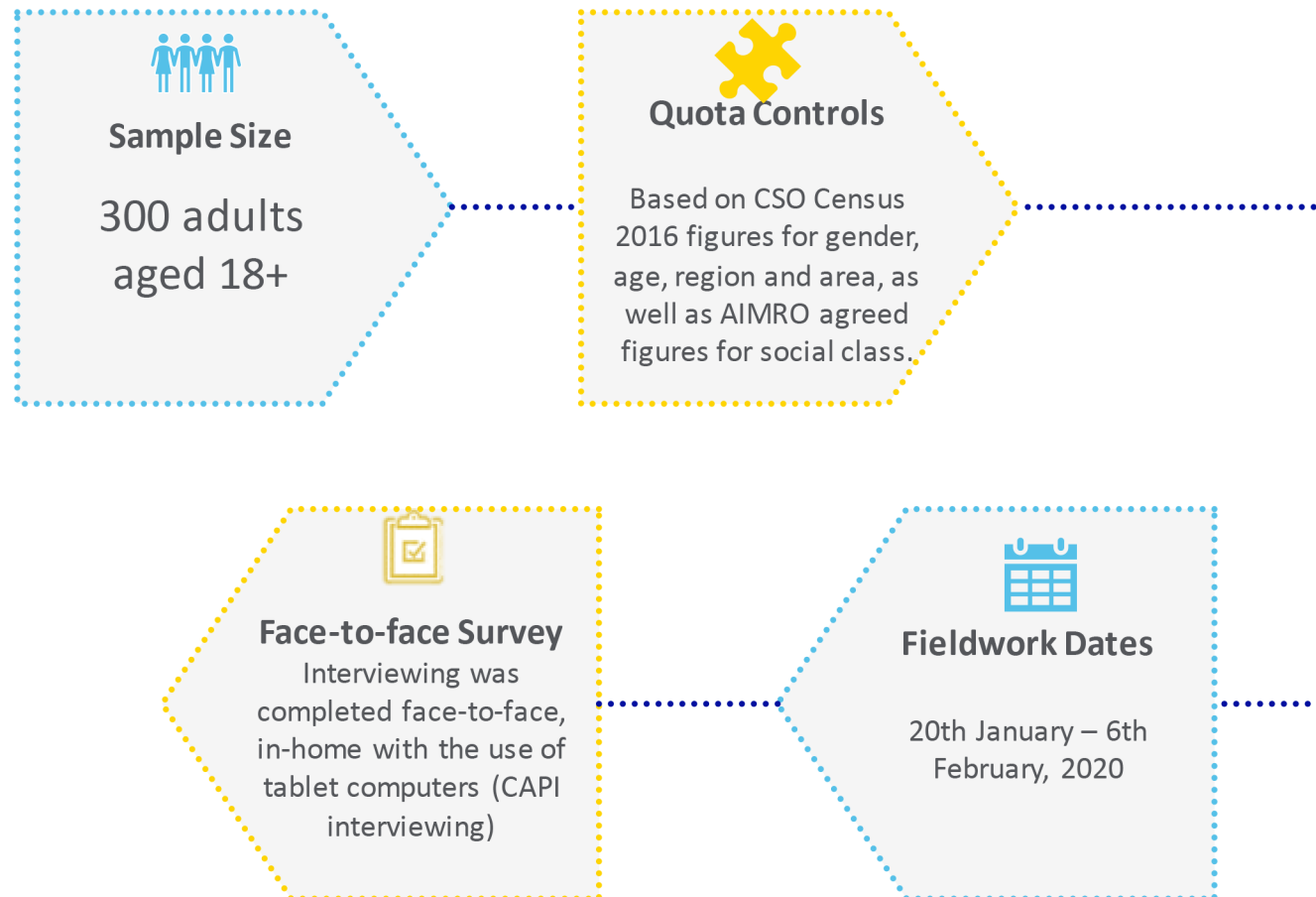
Women, those under 55 and the middle class are more likely to make associations with Galway Advertiser.



Q.5 Of the four papers mentioned, which of them, if any, are you most likely to consider if looking for the following? You can mention as many or as few papers as you like for each statement.

## Methodology

Face-to-face, in-home catchment area survey.



- Given the population of adults aged 18+ living in Co. Galway is 194,451 and that we interviewed 300 adults aged 18+, a margin of error of +/- 6% points is applicable at a 95% confidence level.