

# Newspaper Survey - Drogheda & Environs

October 2009



# Presentation Format

- Introduction
  - Background & Objectives
  - Research Methodology
- Findings
  - Readership Behaviour
  - Inside the Newspaper
- Conclusions

# Introduction

# Background & Objectives

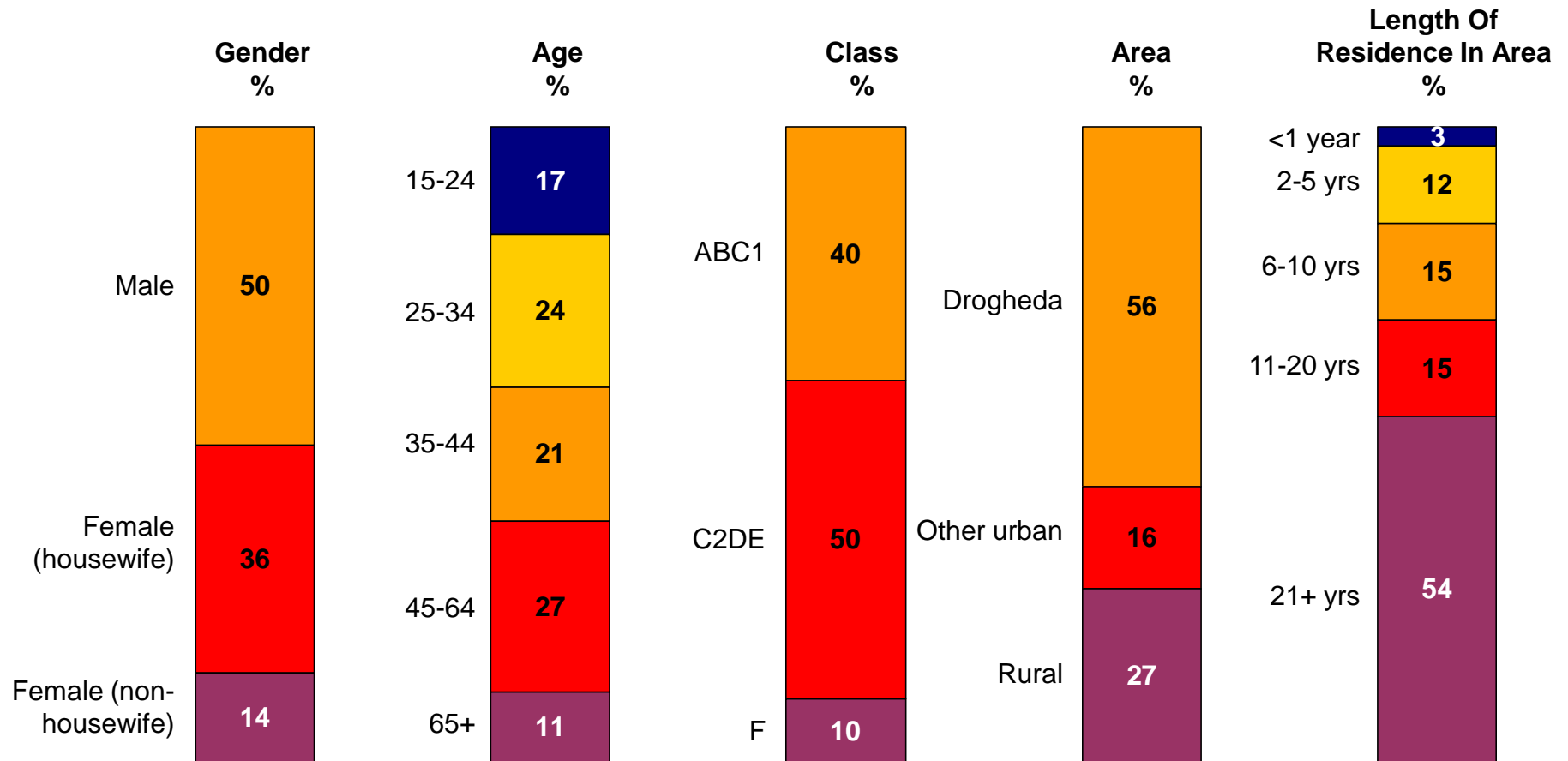
- Drogheda Leader is a weekly publication distributed free throughout the greater Drogheda area, with a circulation of approximately 29,000.
- Within this region, the Drogheda Leader competes with a number of other publications.
- The overall aim of the study was to conduct a detailed analysis of its readership in the catchment area and to measure against the benchmark research conducted in 2002 where applicable. Specific objectives to provide a reliable measure of current readership and attitudes among readers to each of the competing titles:
  - Drogheda Leader
  - Drogheda Independent
  - Dundalk Democrat
  - The Meath Chronicle
  - Drogheda People (Distribution door to door ceased shortly after the research period)

# Research Methodology

- The survey involved a face-to-face interview with a statistical sample of 408 adults aged 15+ years throughout the circulation area of the Drogheda Leader.
- Interviews were conducted in clusters of 12, based on 34 sampling points (starting addresses) drawn on a probability basis from the Register of Electors in the defined area. Interviews were quota controlled by age, sex and social class according to the relevant Census of Population data for that area (2006).
- Interviewing on the survey was conducted between 19<sup>th</sup> August – 11<sup>th</sup> September 2009, on Wednesdays, Thursdays and Fridays only.

# Sample Structure

Base: All Adults Catchment Area 15+: 408



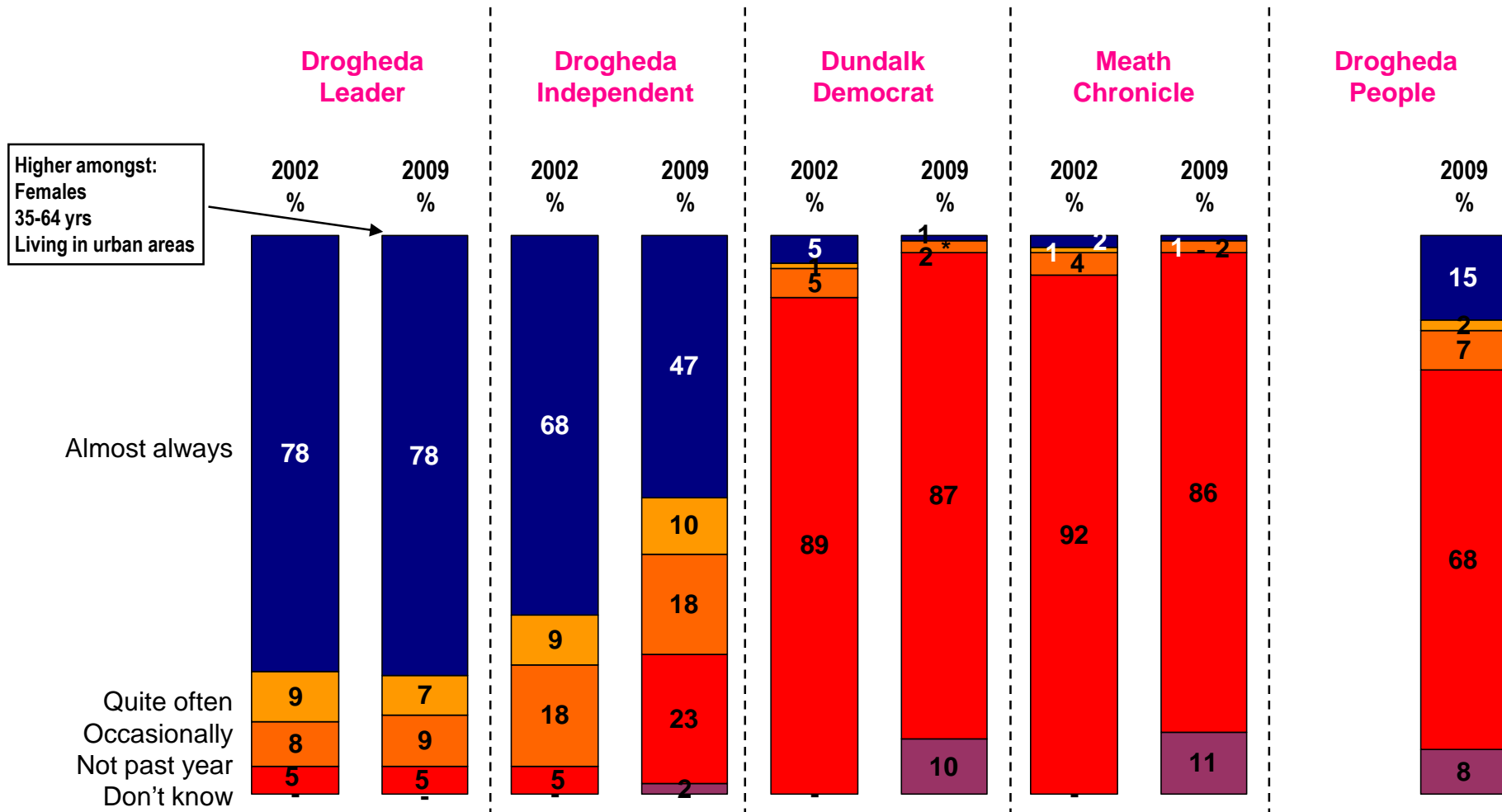
# Findings

# Readership Behaviour



# Newspaper Readership

Base: All Adults Catchment Area 15+: 408

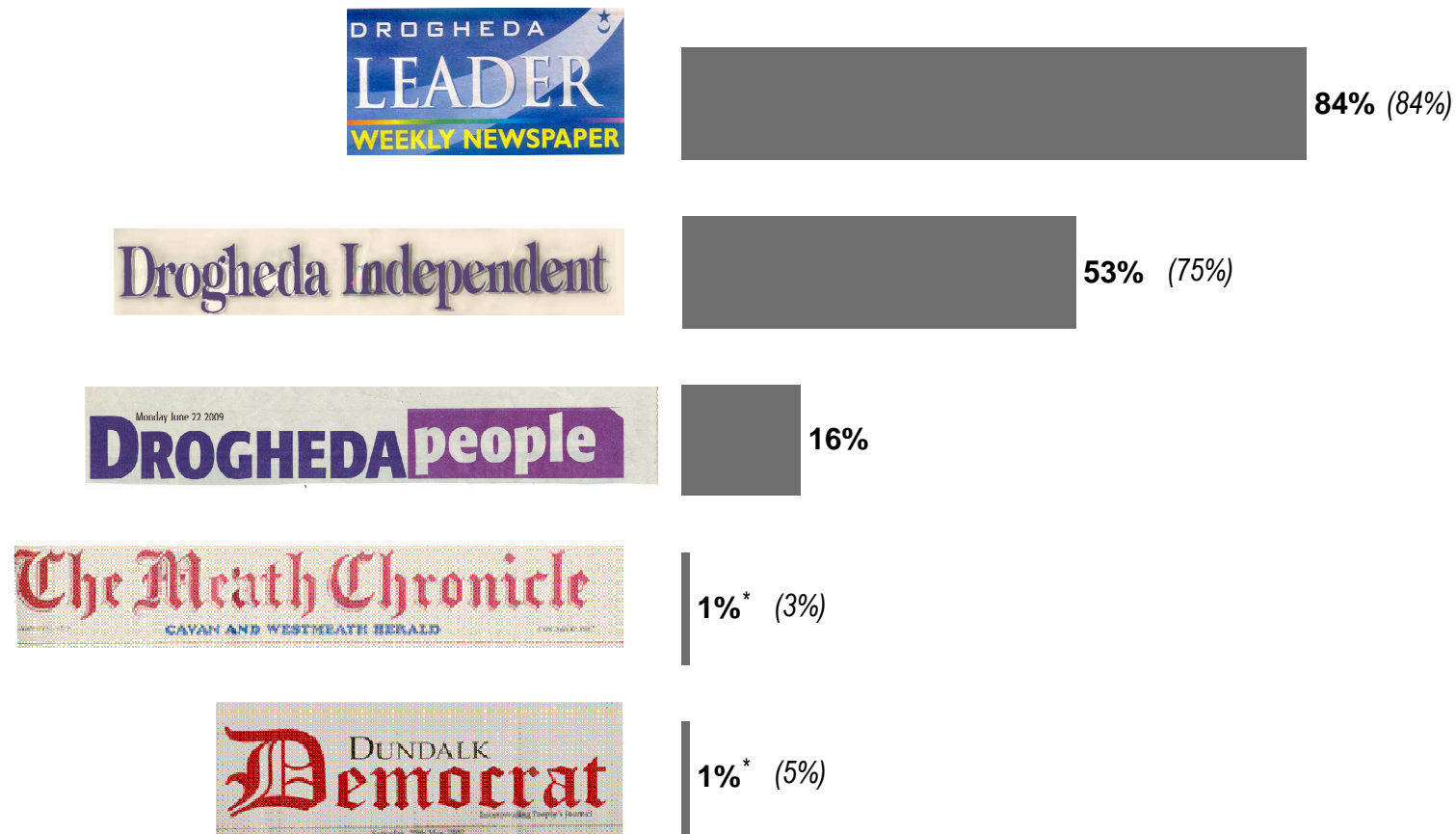


Like in 2002, the Drogheda Leader is cited as the number one almost always read newspaper by respondents, followed by the Drogheda Independent which records a significant decline in those reading it compared to 2002 possibly due to consumers no longer willing to purchase the paper when they can get others for free e.g. Drogheda Leader, Drogheda People.



# Average Issue Readership (AIR) (i.e. Read or Looked at Past 7 Days)

Base: All Adults Catchment Area 15+: 408



\* Caution: Small Base

( ) 2002 figures

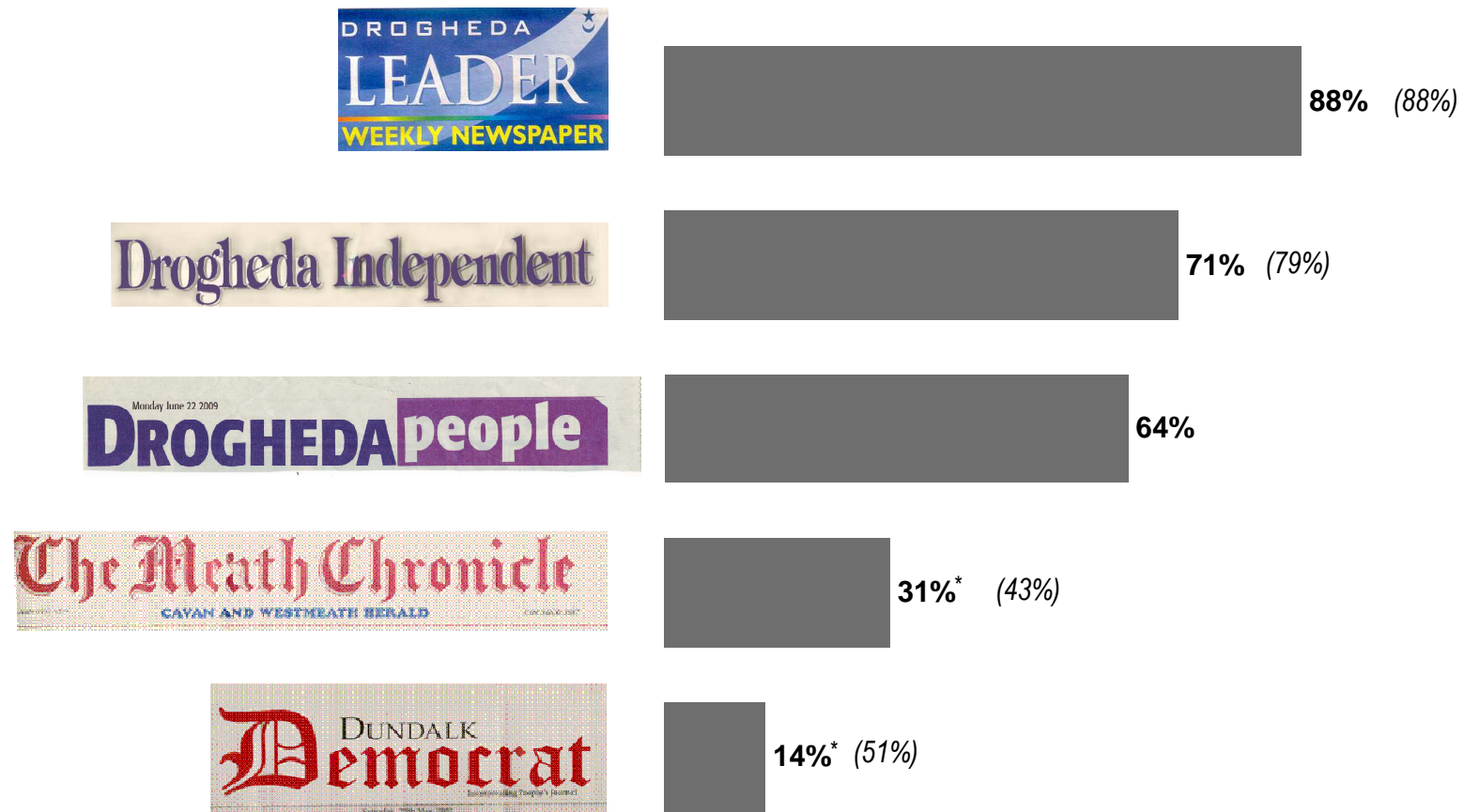
The gap between the Leader and the Independent widens.

Q.2 I would like you to go through some of these again and tell me for each when you last read or looked at a copy?

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# Average Issue Readership (AIR) (i.e. Read or Looked at Past 7 Days)

Base: All who read each paper in past year



\* Caution: Small Base

( ) 2002 figures

**The Drogheda People has high readership incidence amongst those who have read it in the past year.**



Q.2 I would like you to go through some of these again and tell me for each when you last read or looked at a copy?

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# Average Issue Readership X Area

Base: All who read each paper in past year

	Total		Drogheda	Outside Drogheda		Rural
	2002	2009		Other Urban		
	%	%	%	%	%	%
Drogheda Leader	88	88	91	85	93	80
Drogheda Independent	79	71	65	79	64	84
Drogheda People	n/a	64	67	45	45	47
Meath Chronicle*	43	31	20	33	-	100
Dundalk Democrat*	51	14	24	-	-	-

\* Caution: Small Base

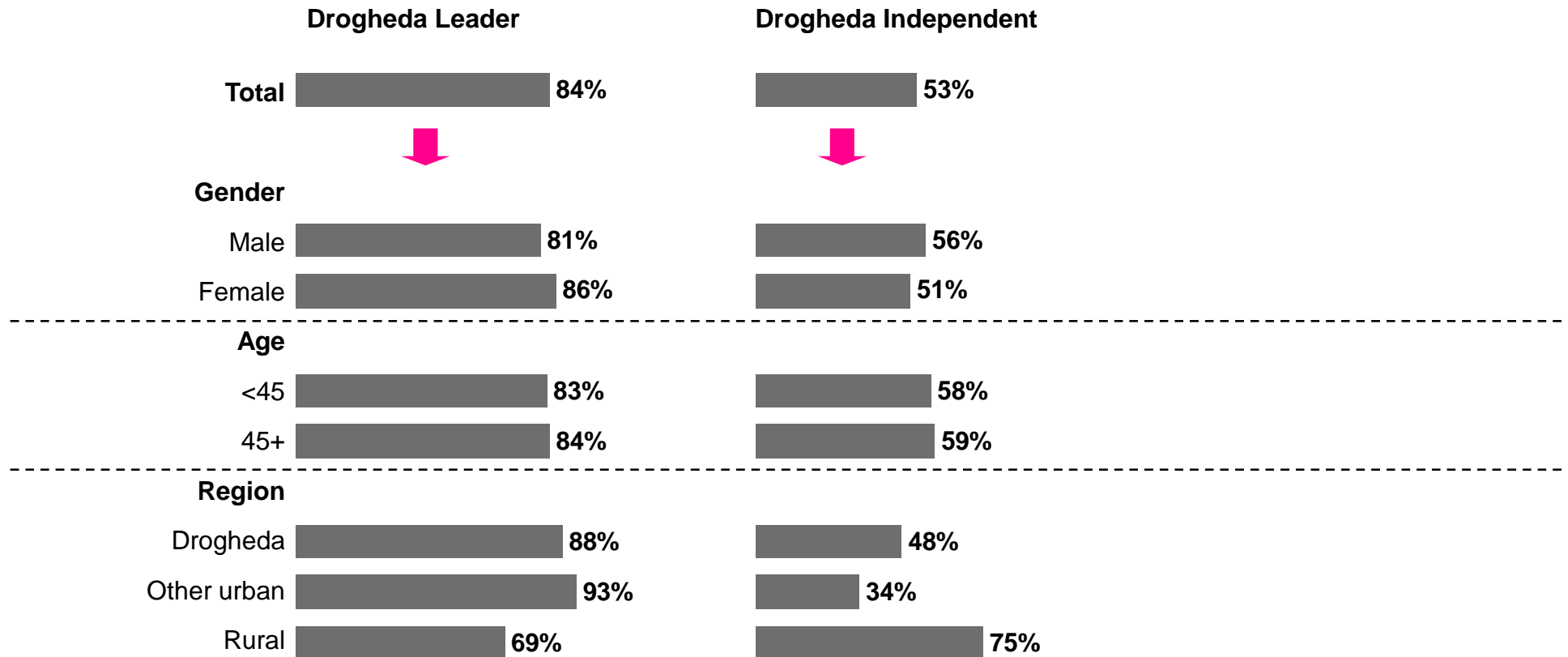
Similar to 2002, the Leader remains strong in urban areas, whilst the Independent punches above its weight in the rural community. Lighter weight distribution of the Leader in the rural community may mean residents must purchase the Independent as they possibly don't receive the Leader.

Q.2 I would like you to go through some of these again and tell me for each when you last read or looked at a copy?

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# AIR Demographic Analysis

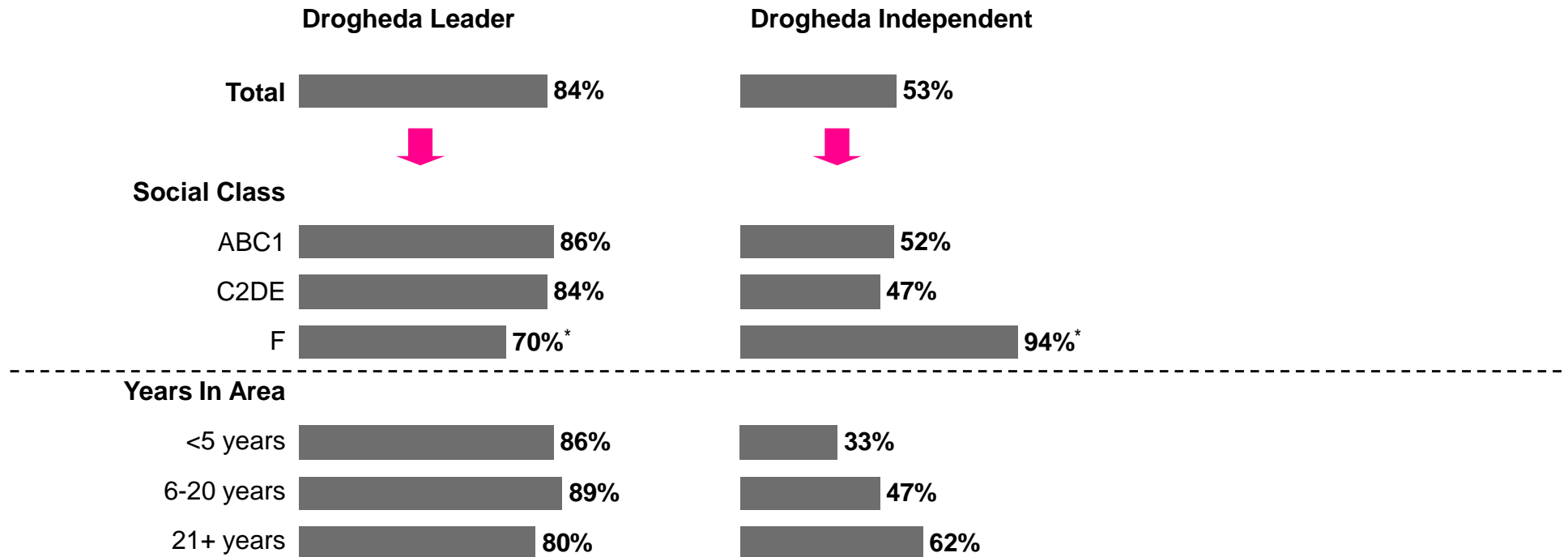
Base: All Adults Catchment Area 15+: 408



Higher readership for the Leader is recorded amongst females, those living in urban areas, and those living in the area 6-20 years. Whilst the Independent attracts more males, those living in rural areas and those 21+ years living in the area.

# AIR Demographic Analysis

Base: All Adults Catchment Area 15+: 408

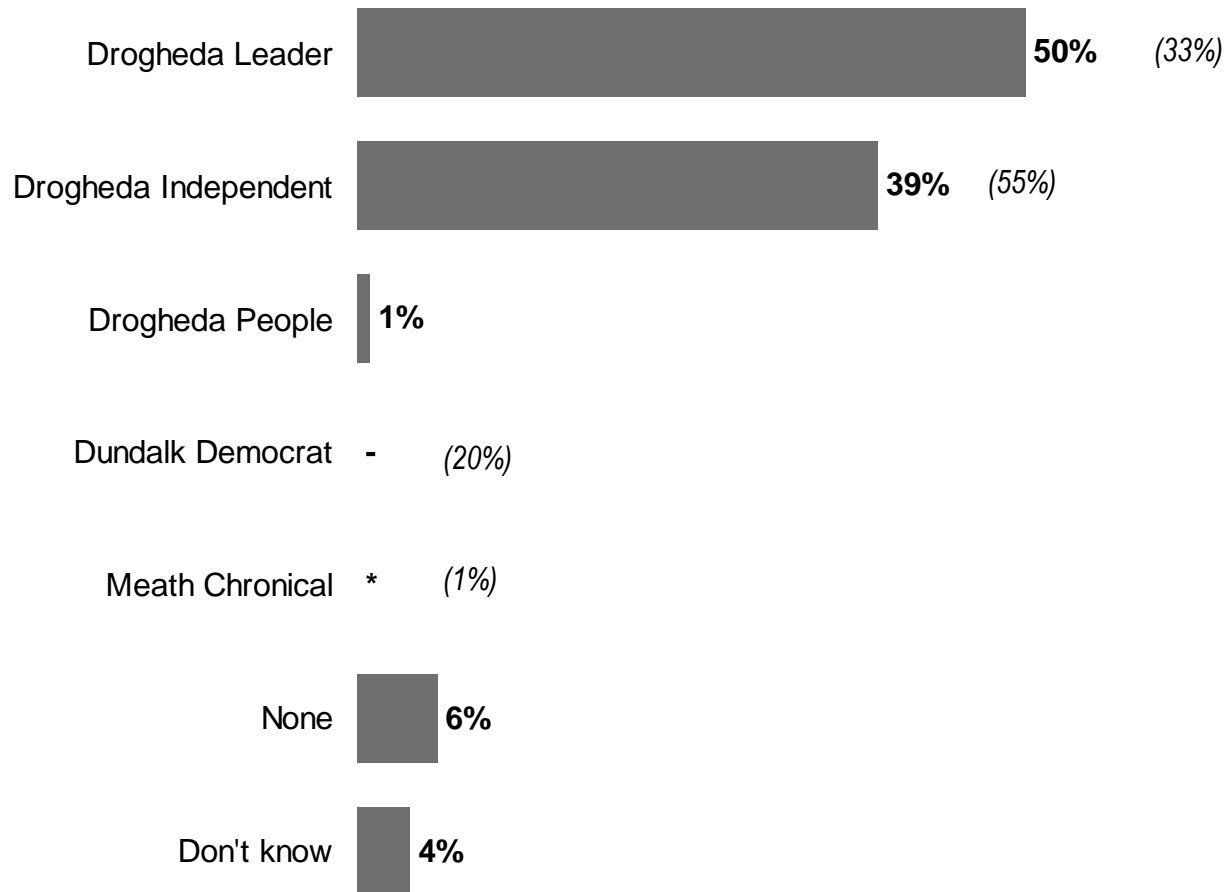


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Higher readership for the Leader is recorded amongst females, those living in urban areas, and those living in the area 6-20 years. Whilst the Independent attracts more males, those living in rural areas and those 21+ years living in the area.

# Favourite Local Newspaper

Base: All Adults Catchment Area 15+: 408



( ) 2002 figures

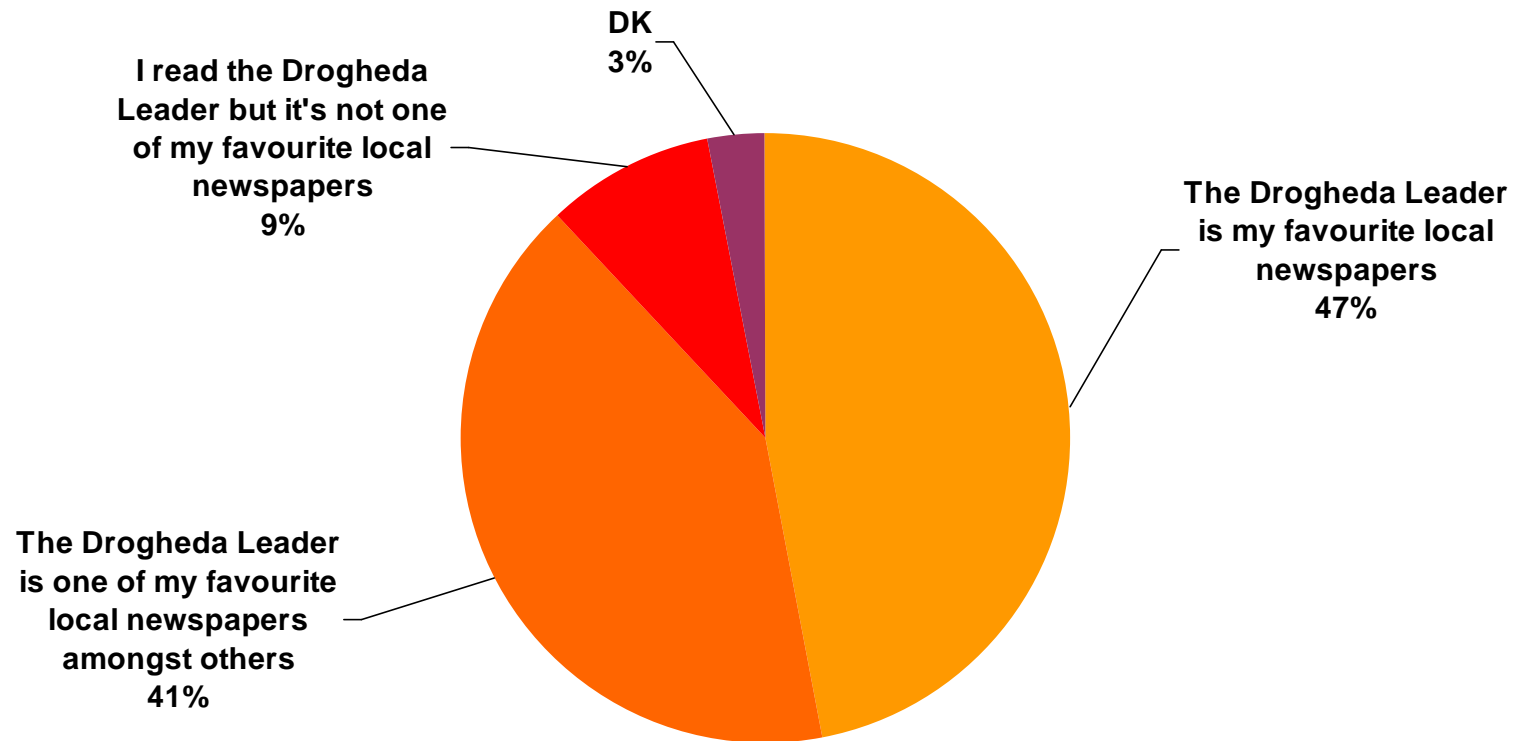
**Not only does the Drogheda Leader have the highest readership, but it is also cited as the catchment area's favourite newspaper.**

Q.5 Taking everything into consideration, which one of these is your favourite local newspaper overall?

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# Attitude Towards Drogheda Leader

Base: All who read the Drogheda Leader always/quite often: 355

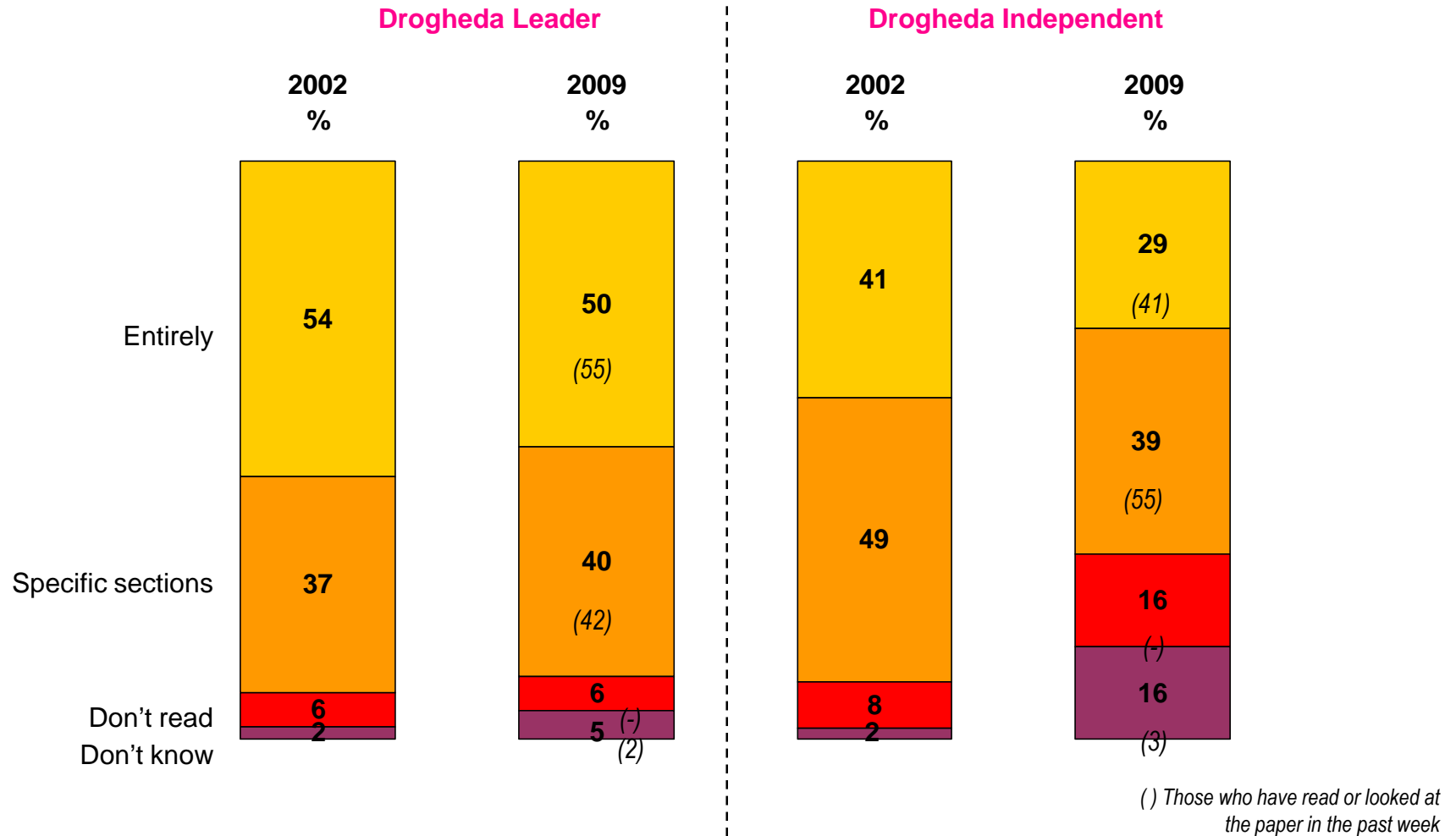


Nearly half of those regularly reading the Drogheda Leader state it is their favourite local newspaper, followed closely by those who say it is one of their favourite newspapers amongst others.



# Readership Patterns

Base: All Adults Catchment Area 15+: 408



No significant change is recorded amongst reading patterns of the Drogheda Leader since 2002.

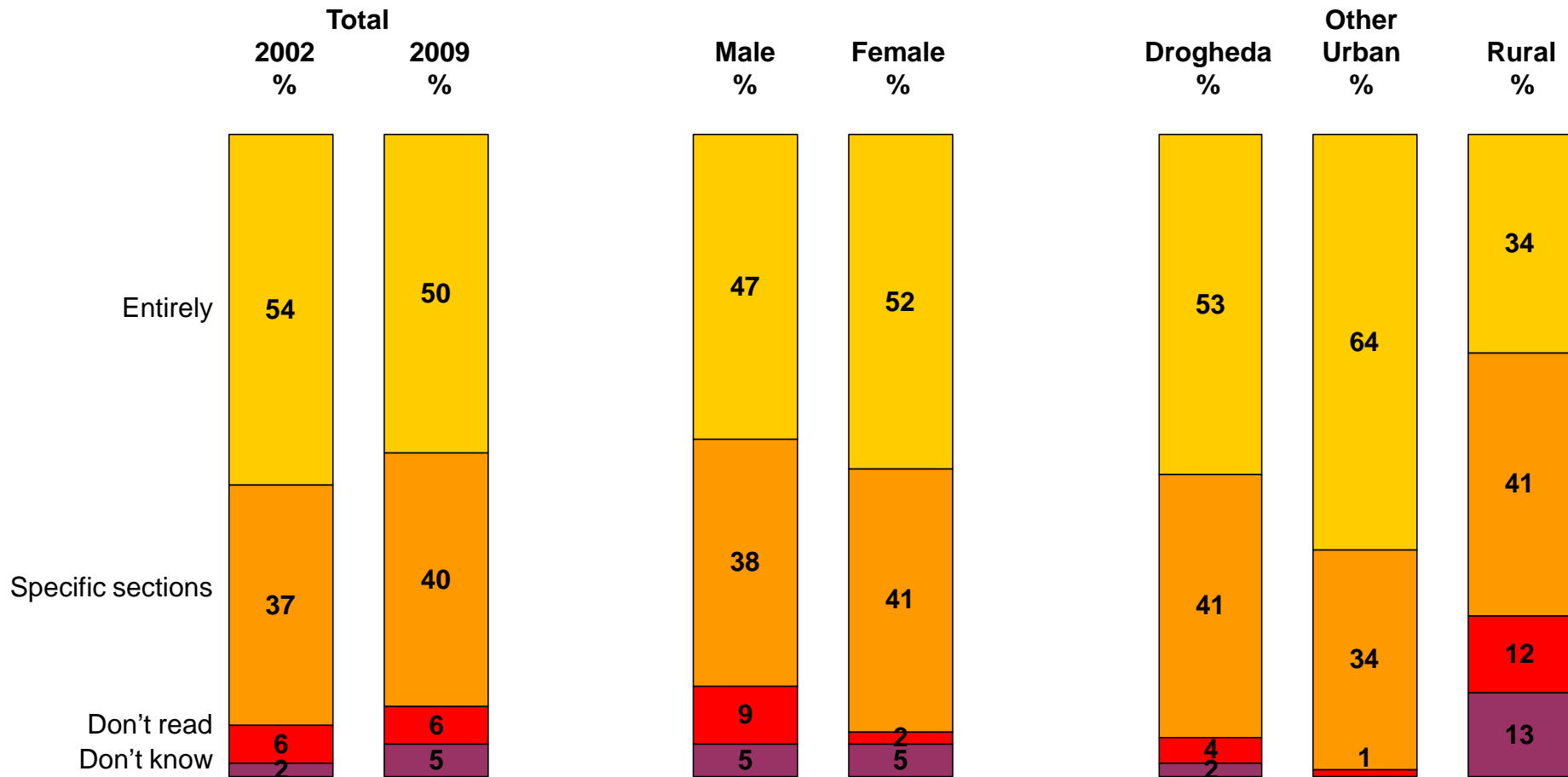
Q.7 For each of these newspapers, would you say that you usually read it entirely or just look at specific sections that particularly interest you e.g. sports section, classifieds, local news?

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TNS mrbi/201654/Drogheda Leader Newspaper Survey/August 2009

# Readership Patterns (Drogheda Leader)

Base: All Adults Catchment Area 15+: 408



Those living in other urban areas are more likely to read the Drogheda Leader entirely.

Q.7 For each of these newspapers, would you say that you usually read it entirely or just look at specific sections that particularly interest you e.g. sports section, classifieds, local news?

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TNS mrbi/201654/Drogheda Leader Newspaper Survey/August 2009

# Household Readership

Base: All Adults Catchment Area 15+: 408

Average no. of people usually read per household ...



The mean no. of readers per issue in households is marginally higher for the Drogheda Leader over the Drogheda Independent.

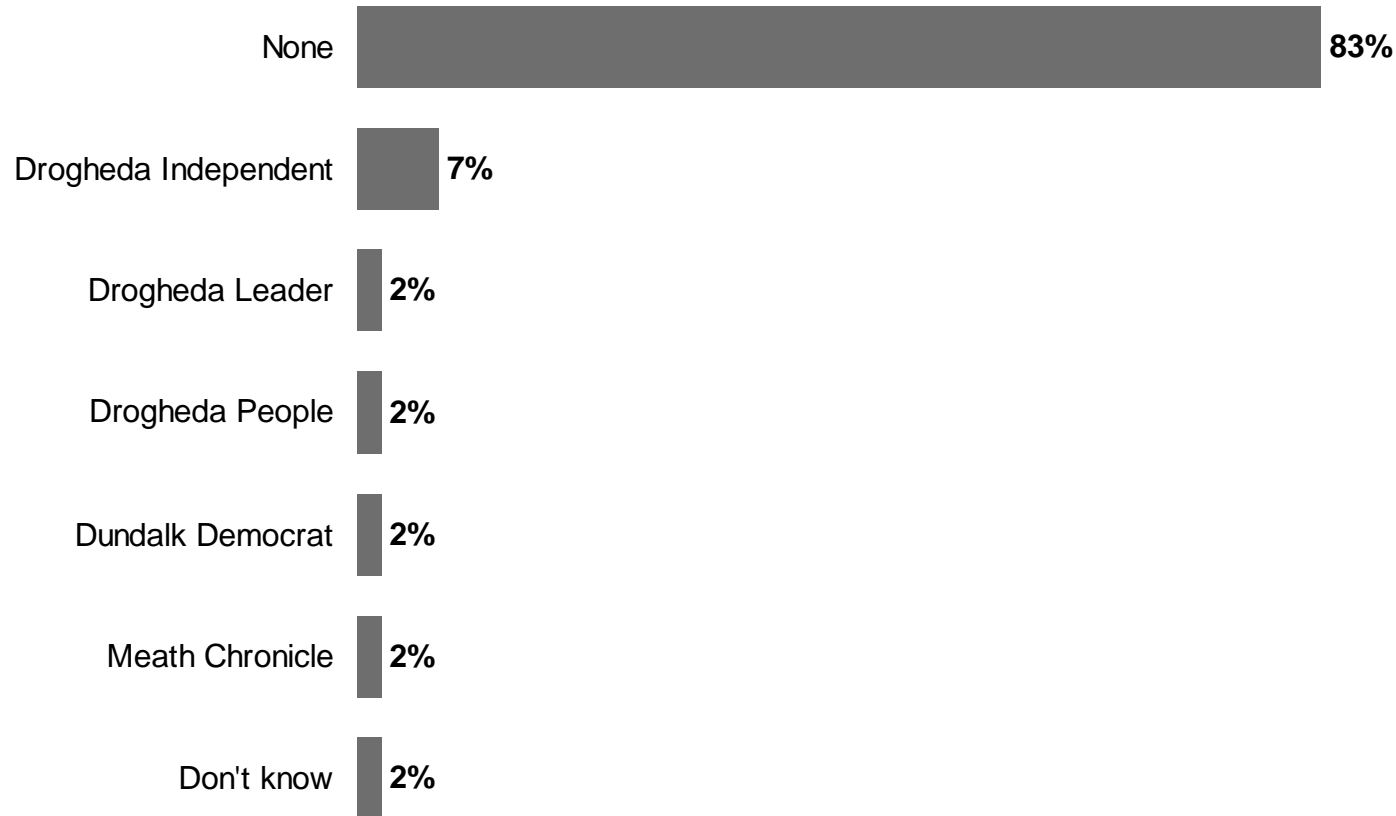
Q.8 Could you tell me approximately how many people in your household usually read the Drogheda Leader – it doesn't matter where?

Q.8a And could you tell me approximately how many people in your household usually read the Drogheda Independent Newspaper – it doesn't matter where?

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# Incidence Of No Longer Reading Newspapers Used To Read Nowadays

Base: All Adults Catchment Area 15+: 408

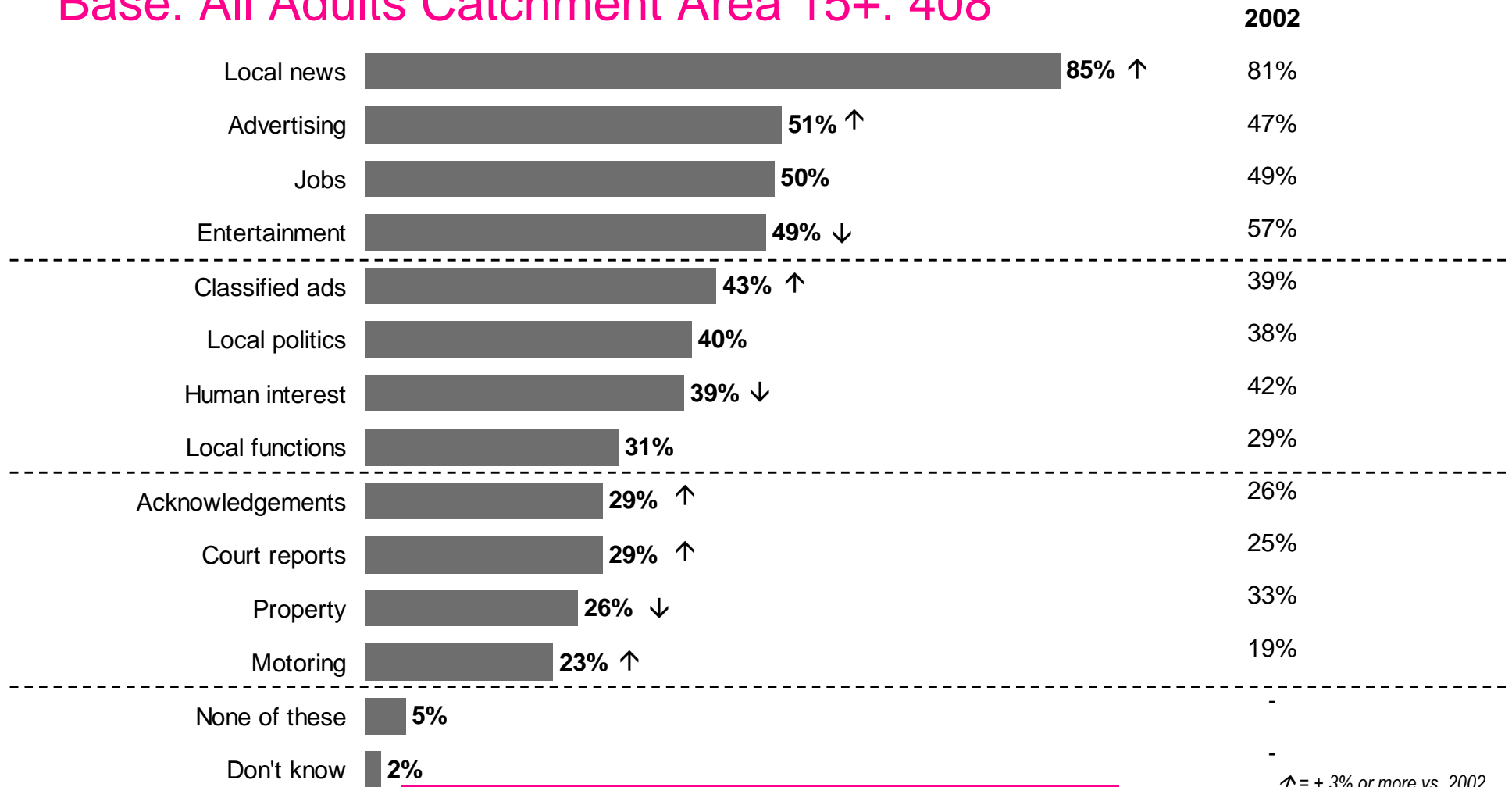


Fall off in readership is highest for the Drogheda Independent.

# Inside The Newspaper

# Topics Most Important to Cover in Local Newspapers

Base: All Adults Catchment Area 15+: 408



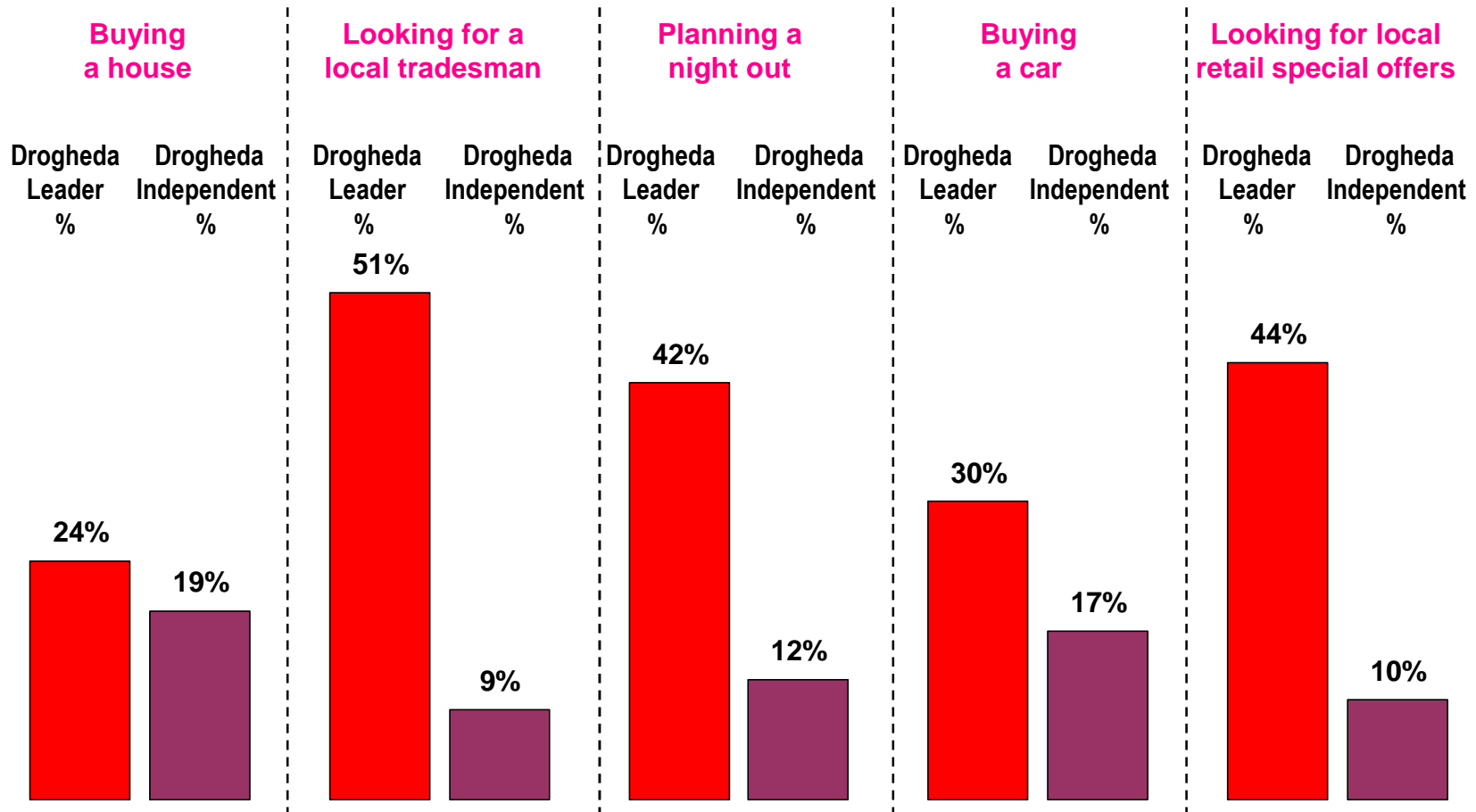
↑ = + 3% or more vs. 2002  
 ↓ = -3% or more vs. 2002

\* Percentage less than 1%

The importance of covering local news, advertising, classified ads, acknowledgements and motoring has grown since the 2002 survey. 'Human Interest' was replaced in the top five by 'Classified Ads'.

# Newspaper More Likely to Consult For ...

Base: All Adults Catchment Area 15+: 408



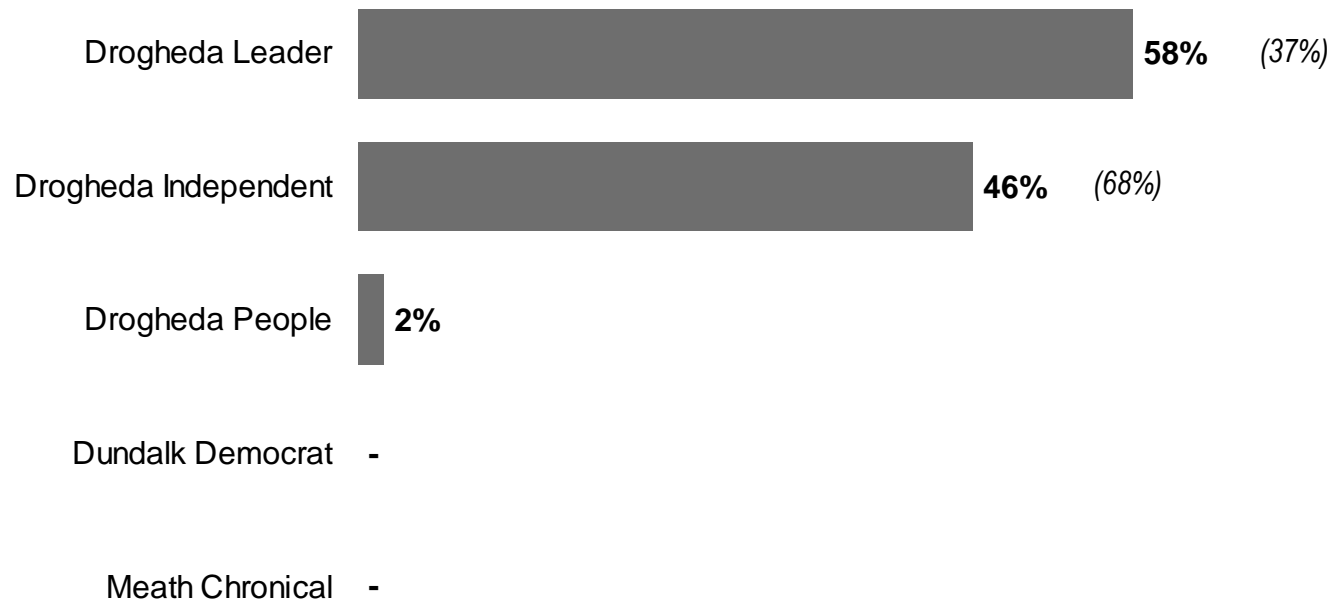
**The Drogheda Leader is clearly the number one choice for consultation on classifieds for the local area amongst respondents.**

Q.10 Thinking now about the Drogheda Leader and the Drogheda Independent Newspaper which one would you be more likely to consult if you were.....? the sixth sense of business™

TNS mrbi/201654/Drogheda Leader Newspaper Survey/August 2009

# Best Coverage of Local News & Events

Base: All Adults Catchment Area 15+: 408



( ) 2002 figures

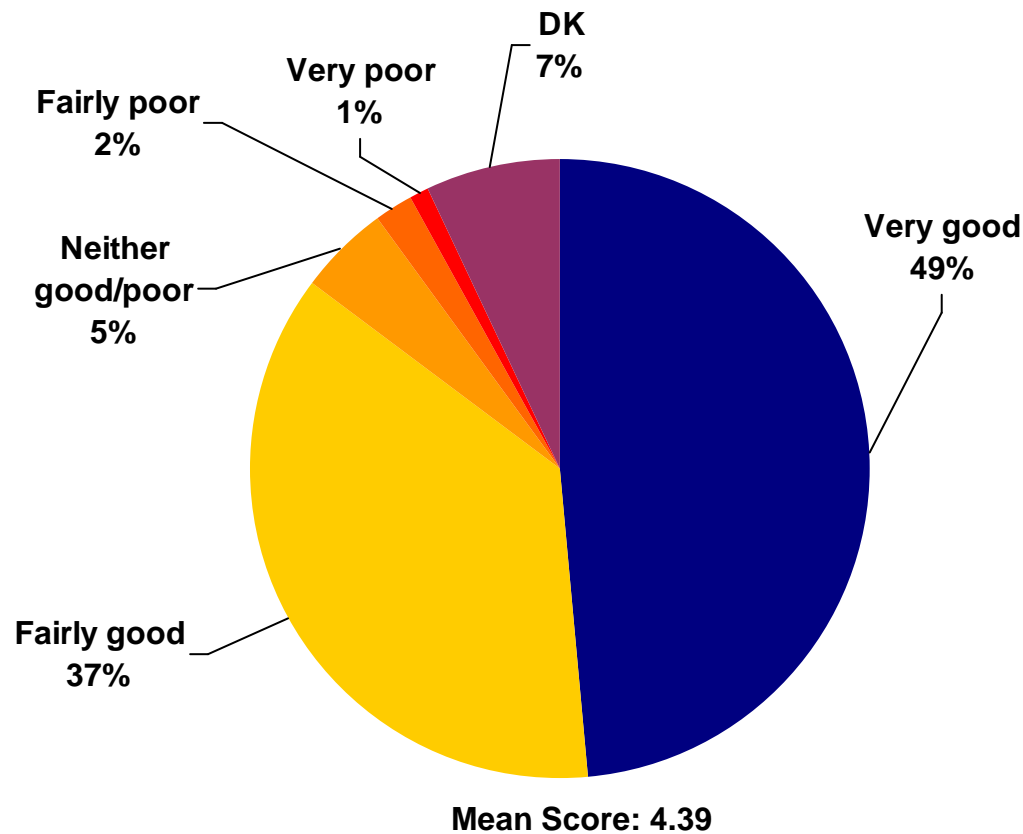
The newspaper is also perceived to have the best coverage of local news and events. Note 85% of respondents stated that local news was the most important topic to be covered in local newspapers.

Q.6a Thinking now of these newspapers which of all of them do you find gives the best coverage of local news and events? *the sixth sense of business™*



# Rating Of Drogheda Leader on Local News Coverage

Base: All Adults Catchment Area 15+: 408



## Summary of Mean Scores

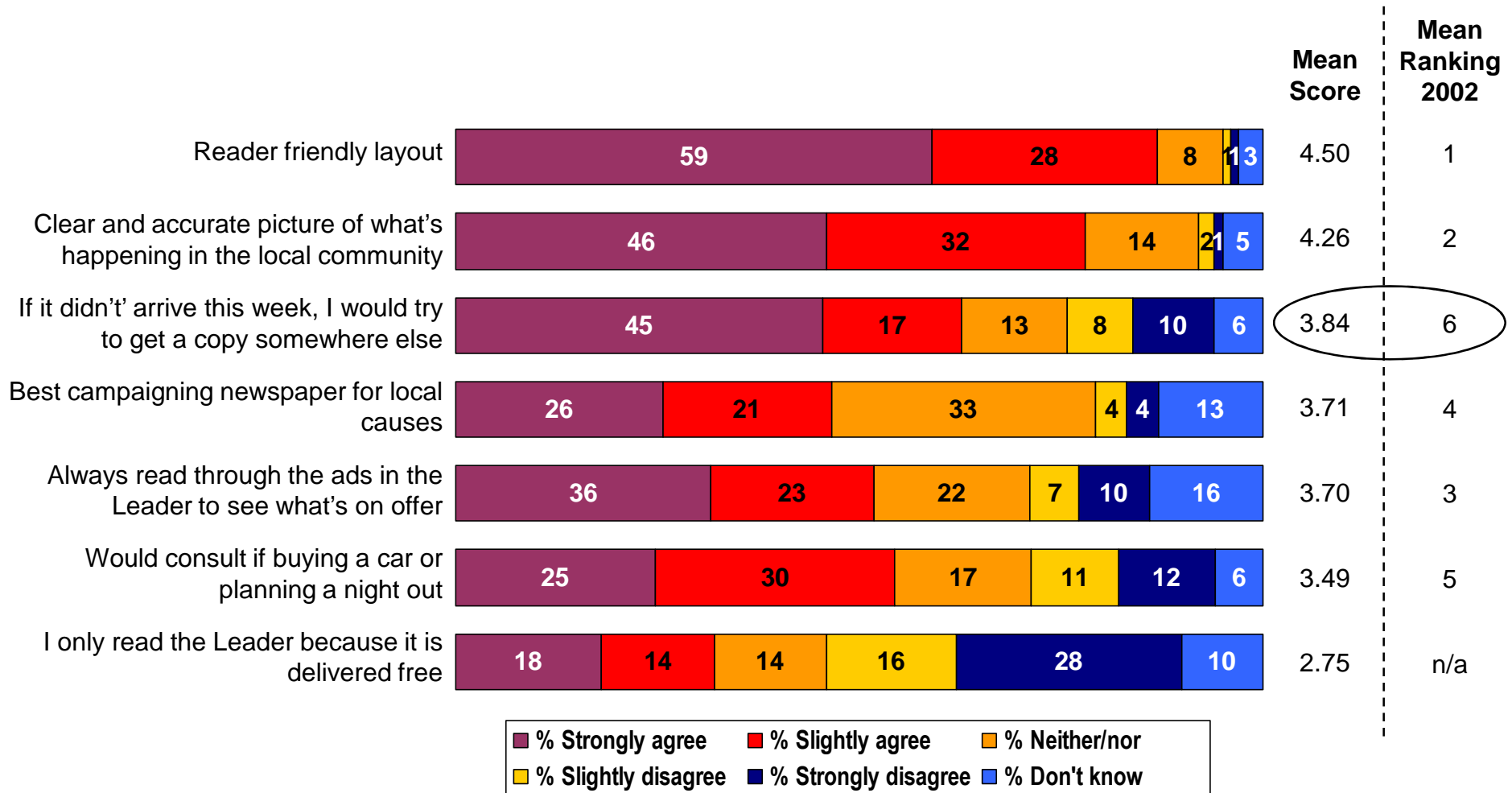
	%
<b>Gender</b>	
Male	4.30
Female	4.48
<b>Region</b>	
Drogheda	4.45
Other urban	4.37
Rural	4.28
<b>Living In Area</b>	
<5 years	4.44
6-20 years	4.45
21+ years	4.34

Coverage of local news is rated excellently by respondents particularly amongst females who have higher readership of the paper.

Q.6b Now, thinking about the Drogheda Leader, and looking at this card how would you rate it for its coverage of Local News? *the sixth sense of business™*

# Drogheda Leader Image Statements

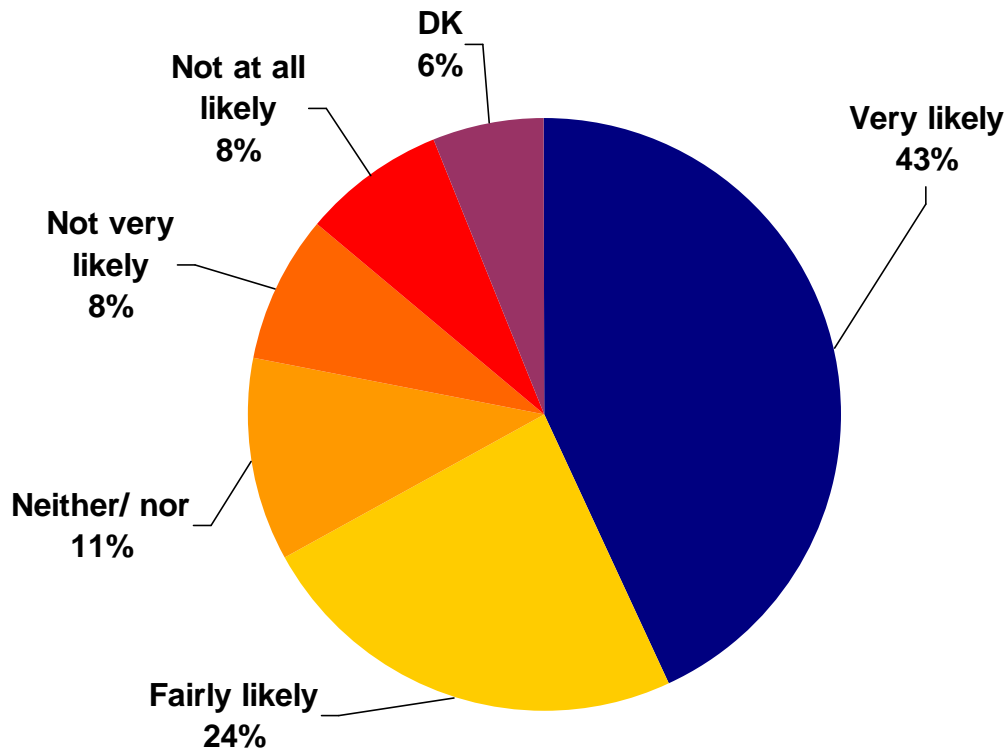
Base: All who read the Drogheda Leader always/quite often: 355



The image of the Drogheda Leader remains similar to 2002 with the exception of the statement "If it didn't arrive this week, I would try to get a copy elsewhere" moving from sixth to third place in the mean rankings.

# Likelihood Of Getting Drogheda Leader If It Wasn't Distributed Through Door

Base: All who read the Drogheda Leader always/quite often: 355



Mean Score: 3.90

## Summary of Mean Scores

	%
<b>Gender</b>	
Male	3.72
Female	4.08
<b>Age</b>	
15-24	3.48
25-34	4.09
35-44	3.78
45-64	4.15
65+	3.72
<b>Living In Area</b>	
Drogheda	3.77
Other Urban	4.02
Rural	4.24

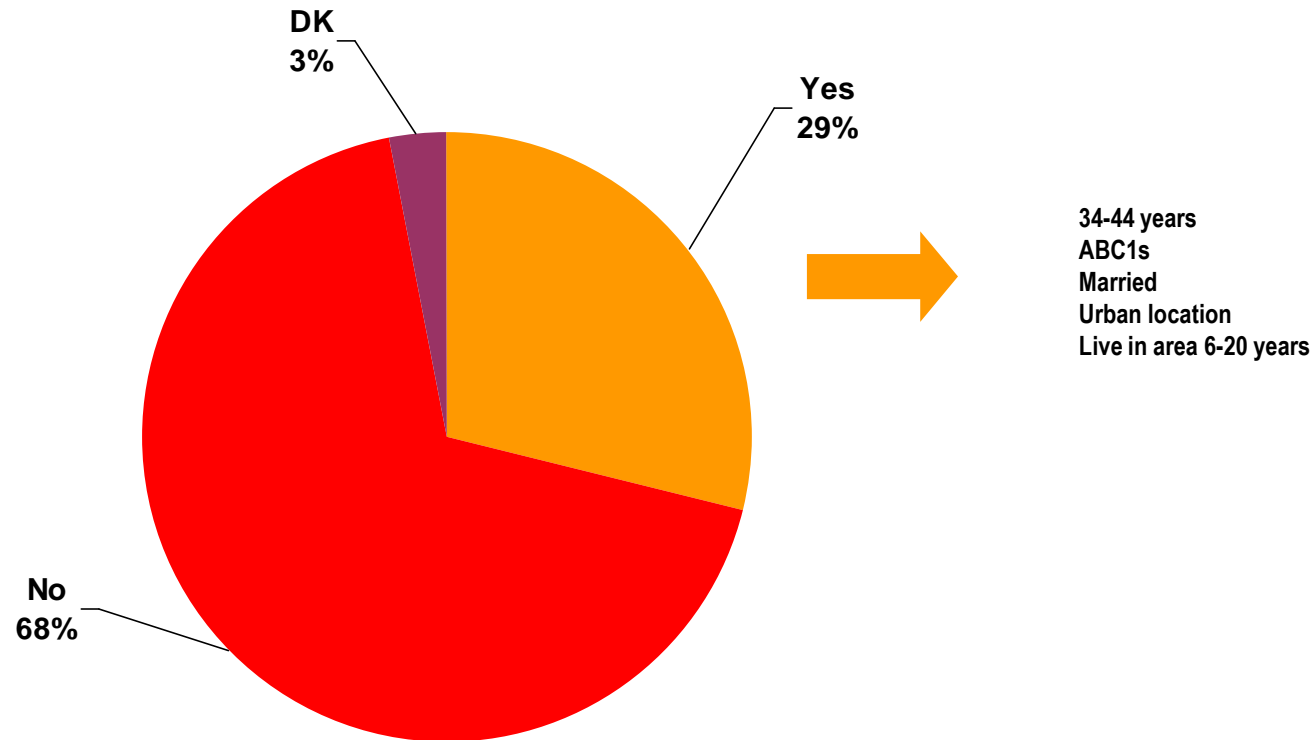
Two thirds of respondents are likely to pick up a copy of the Drogheda Leader if it wasn't distributed through their door.

Q.12 If the Drogheda Leader was no longer distributed free through your door, how likely would you be to pick up a copy elsewhere i.e. in a local shop or supermarket?

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# Incidence of Consulting Drogheda Directory in the Past Year

Base: All who read the Drogheda Leader always/quite often: 355

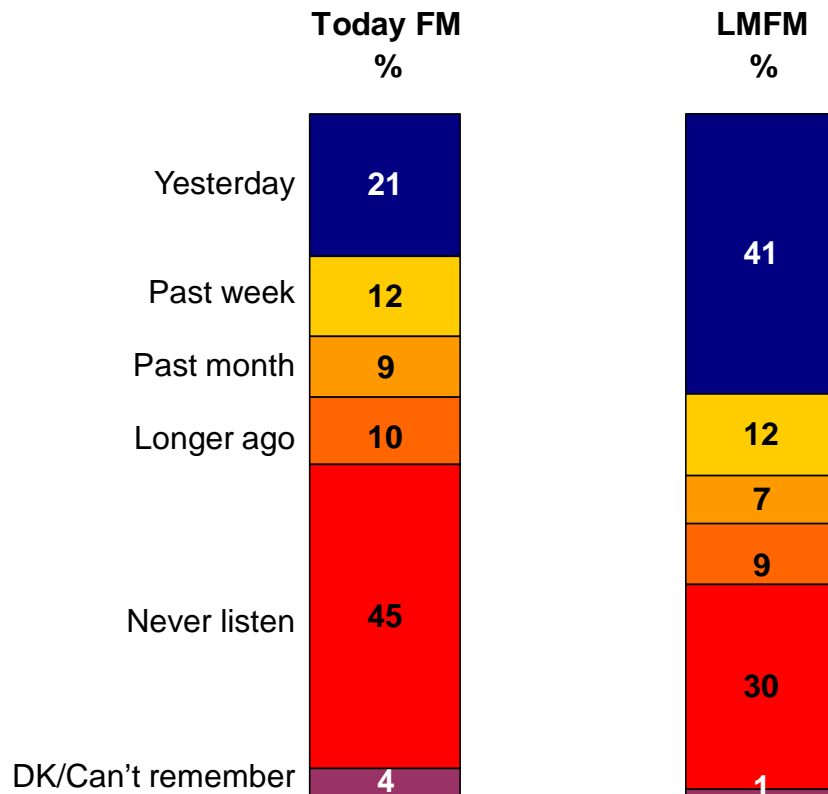


Just under one third of those who read the Drogheda Leader consulted the Drogheda Directory in the past year – note the Drogheda Directory is part of every issue so readers may have consulted it without realising it was branded differently.

# Radio Listenership

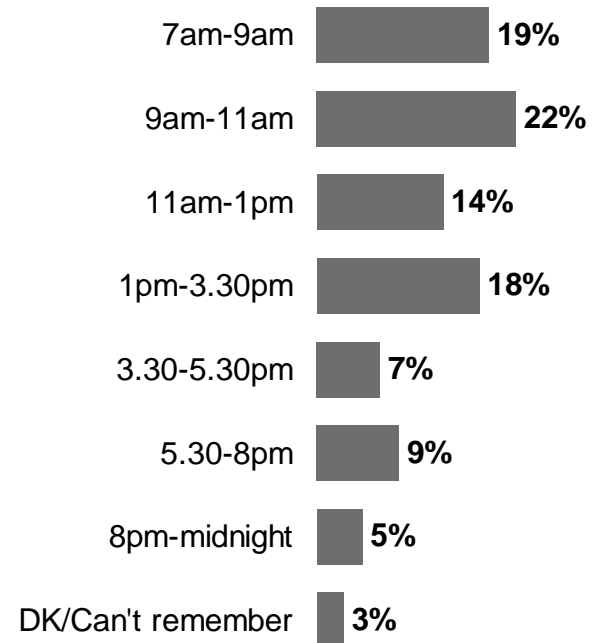
Base: All Adults Catchment Area 15+: 408

## Last Listened



## Times Of Day Last Listened to LMFM

Base: All who listen to LMFM: 276



# Conclusions

# Conclusions

## *Readership*

*The official industry definition of an “Average Issue Reader (AIR)” in the Irish market is broad, in that a reader is defined as anyone who has read or looked at a copy of the specific newspaper during the period equal to the publication interval (i.e. for weekly titles - during the past 7 days prior to interview).*

- Of all the publications the highest AIR is achieved by the Drogheda Leader, 84% of the catchment area claim to have read or looked at an issue in the past week.
- The Drogheda Independent is the next most popular publication in the catchment area, 53% claim to have read or looked at a copy in the past week a significant decrease in its AIR since 2002 (75%).
- Leaving the gap between the Leader and the Independent even wider than that recorded in 2002.
- The Leader remains strong in Urban areas whilst the Independent’s core readers are more likely to be residing in Rural areas.
- The Drogheda People is beginning to make an impact on the market with a 16% AIR score recorded which increases to 64% amongst those who have read the paper in the past year. Its readers are more concentrated in the immediate Drogheda area.

# Conclusions

- The favourite local newspaper recorded, from the competitive set, was cited as the Drogheda Leader by half of respondents followed by the Drogheda Independent. A further 40% claim the Leader is one of their favourites amongst others leaving the paper in a very strong position within the catchment area.
- Similar to 2002 the Leader is preferred more by females than males whilst a higher proportion of males rate the Independent as their favourite. We also note a higher proportion of residents in the Drogheda area mention the Leader as their favourite whilst the Independent is more popular amongst rural residents.
- Readership behaviour of the Leader has recorded no significant change since the 2002 research; note half of respondents claim to read the paper entirely whilst 40% claim to target specific sections of the Newspaper. Compared to the Independent where 29% claim to read the paper entirely and 39% claim to target specific sections.
- Given the choice of the two papers – Leader and Independent the majority are likely to consult the Leader for all the classified information a local Newspaper normally covers e.g. buying a home, buying a car, planning a night out etc.



# Conclusions

- The top 5 most important items to include in a local newspaper are:
  - local news (85%)
  - advertising (51%)
  - jobs (50%)
  - entertainment (49%)
  - classified ads (43%)
- The Leader is also perceived to have the best coverage of local news and events, the news an area which is also cited as the most important topic to cover in a local Newspaper. The Leader is also rated as having good coverage of local news by 86% of respondents.
- In terms of imagery, the Drogheda Leader scores best on having a reader-friendly layout and presenting a clear and accurate picture of what's happening in the local community, no change since 2002.
- It is interesting to note that over two thirds of those who read the paper always/quite often would try to get a copy somewhere else if it didn't arrive through their door a large increase since the 2002 research.

# Finally

- In summary, the Drogheda Leader has assumed poll position amongst the competition in its catchment area.
- The favourability and readership of the paper puts it in a very strong position especially from an advertising perspective.
- If the Leader is considering switching from their door to door distribution in favour of a key location pick up point, not all of the 67% who claim they are likely to seek out the paper are likely to follow through. The pick up points will also have to be widespread in high footfall areas.

# Newspaper Survey - Drogheda & Environs

October 2009

