

Galway Advertiser

Readership Survey 2026

Galway
Advertiser

REDC

Results from Red C independent
consumer readership survey 2026

The Galway Advertiser leading the way since 1970

Since its inception, the Galway Advertiser has been more than just a source of information; it has been a cornerstone of the community.

Established in 1970 by Ronnie O’Gorman, the publication arrived at a time when the media landscape was shifting, and Galway was beginning its transformation into the vibrant, cultural hub we recognize today. As Ireland’s first-ever free newspaper, it broke the traditional mold of local journalism, built on the radical vision that high-quality news should be accessible to everyone, regardless of their means.

A Legacy of Local Connection
The history of the Advertiser is deeply intertwined with the growth of Galway city and county. From its early days operating out of a small office, the paper quickly became the “go-to” medium for everything from hard-hitting local politics to the “small ads” that powered the local economy. For over five decades, it has documented the evolution of the West—from the expansion of the universities and the tech sector to the blossoming of the Galway International Arts Festival.

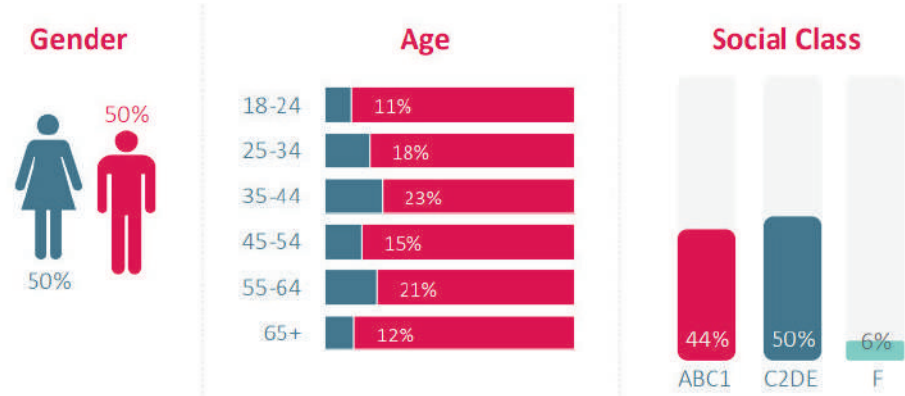
With a staggering weekly print run of 37,680 papers, the Galway Advertiser remains the largest free newspaper in Ireland. This massive distribution ensures that from the bustling streets of Shop Street to the quiet reaches of Connemara and East Galway, the pulse of the county is felt by all.



RED C Research & Marketing Ltd conducted a consumer readership study among residents of County Galway. The research aims to understand readership habits for the Galway Advertiser, assess engagement with both print and digital formats, and explore wider local media behaviour in the county.

The survey took approximately 7 minutes to complete.

The findings within this report are based on Face-to-Face interviews that have been conducted among adults aged 18+ living in County Galway. Only Galway residents qualified for interview; tourists and non-residents were screened out.



The sample was quota-controlled by gender, age & social class to ensure a representative cross-section of the adult population in County Galway.



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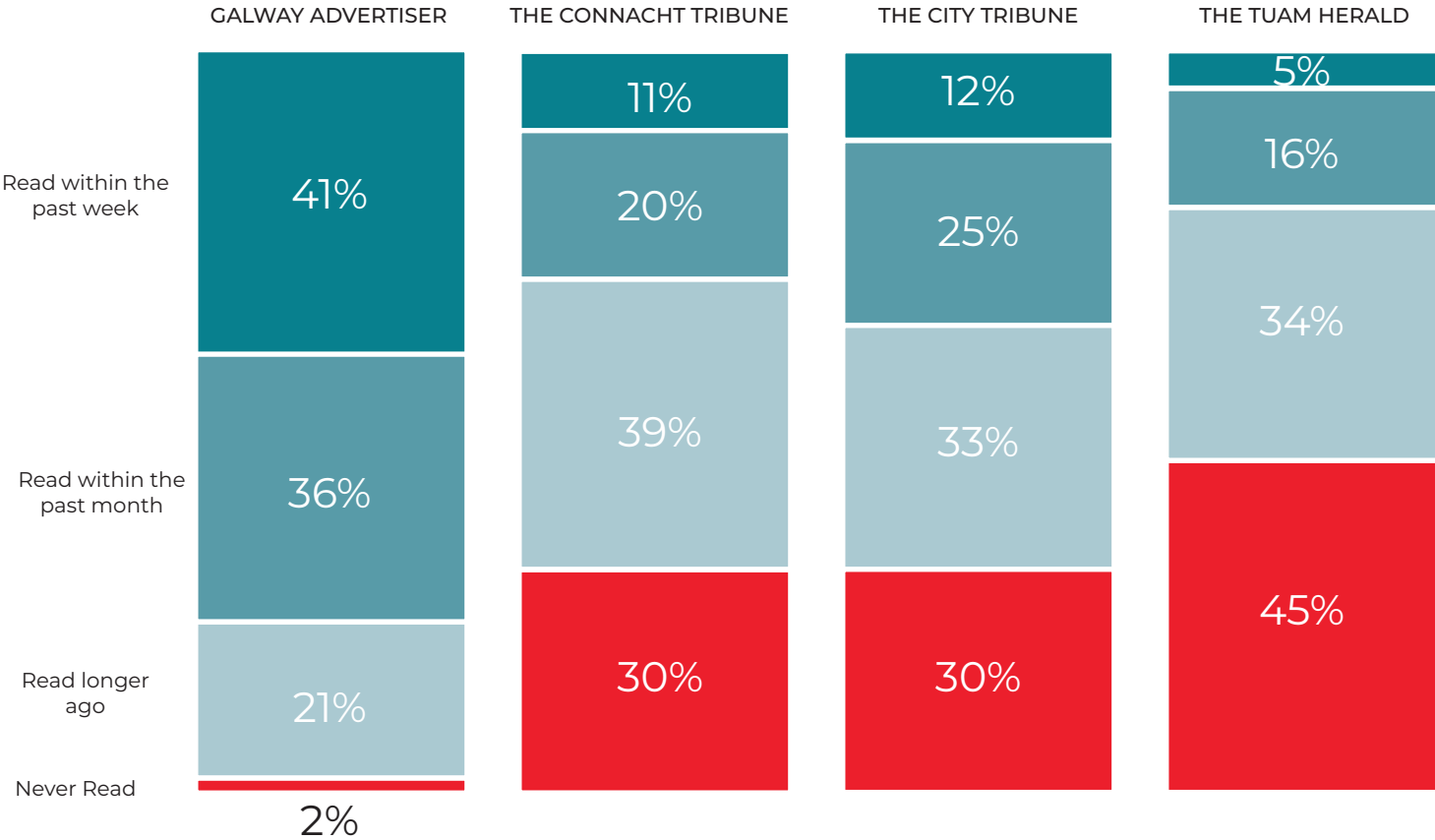
Don't be the odd one out! 3 in 4

People in Galway City & County
read the Galway Advertiser

The Galway Advertiser is the most read publication in the city and county

The Galway Advertiser is firmly established as the most widely read local paper in County Galway.

Only 2% of respondents have never read it, meaning virtually everyone has come across it and 77% have read it within the past month or week.



Q: For the following papers both free and paid for available in Co. Galway can you tell me the last time you read or looked at a copy of these publications?

A scenic view of a coastal town with a row of colorful buildings (white, blue, yellow, and red) along the waterfront. In the foreground, a boat with orange masts is docked. The water is blue, and the sky is cloudy. A red geometric overlay is present in the bottom right corner.

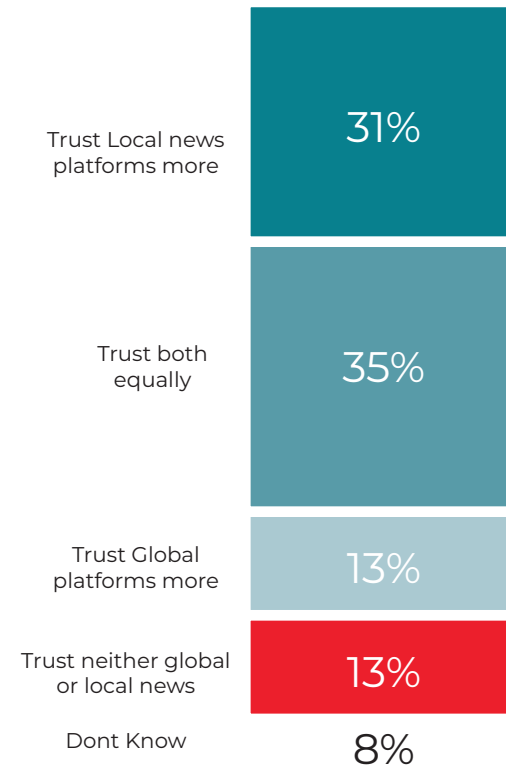
**Rooted in trust,
The local news
advantage**

Local news sources are more trusted than global platforms

While global platforms struggle with skepticism, local news remains a safe harbor. With 31% of consumers favouring local outlets—more than double the 13% who trust global ones.

Hyper-local placement provides immediate credibility.

Furthermore, because 35% trust both equally, a local-first strategy actually captures 66% of your total addressable market with high-confidence sentiment, bypassing the “global distrust” found in the 55+ demographic.

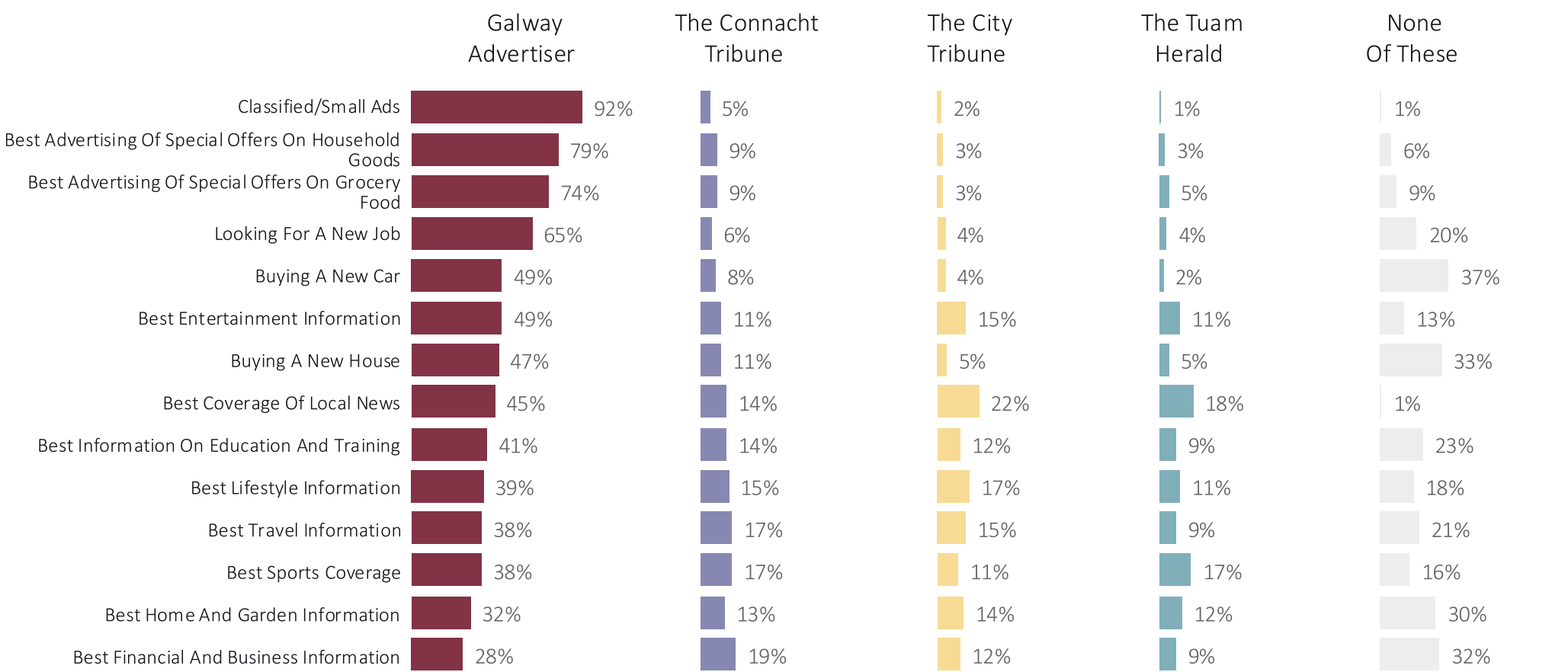


A harbor scene at dusk. Several sailboats are moored in the water, their masts and rigging visible against the twilight sky. The water reflects the lights from the boats and the buildings on the shore. In the background, a large, light-colored building with a church-like facade and arched windows is illuminated. A crowd of people is gathered on the shore near the boats. The scene is framed by a dark blue and red geometric overlay in the bottom right corner.

**The clear choice
across the board**

Galway Advertiser is the go-to for classifieds, offers and jobs

Its strongest pull is in advertising, leading on offers and classifieds. Other titles attract only small shares, and for specific needs like buying a car, people often turn to alternative sources beyond local papers.



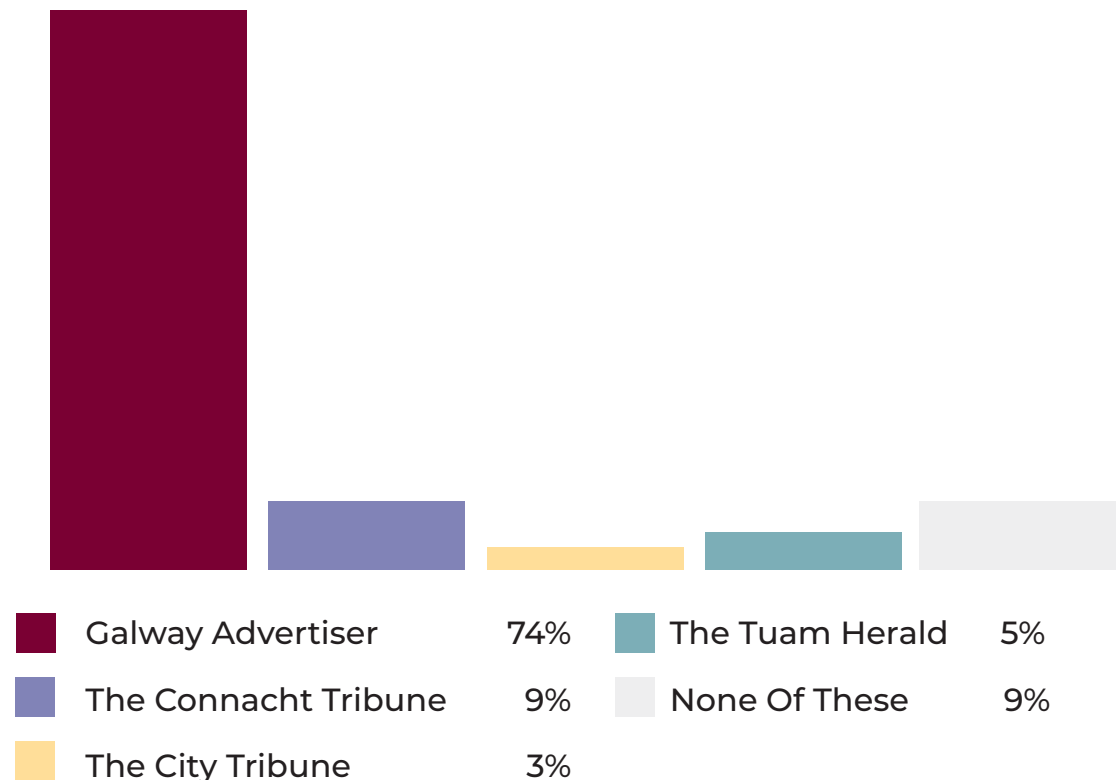


**The first item
in Galway's
shopping basket**

74%

Best advertising of special offers on grocery

We are the weekly ritual for Galway shoppers. By highlighting grocery specials alongside local news, your brand becomes part of the household budget planning, driving significant footfall to local aisles through high-frequency visibility.



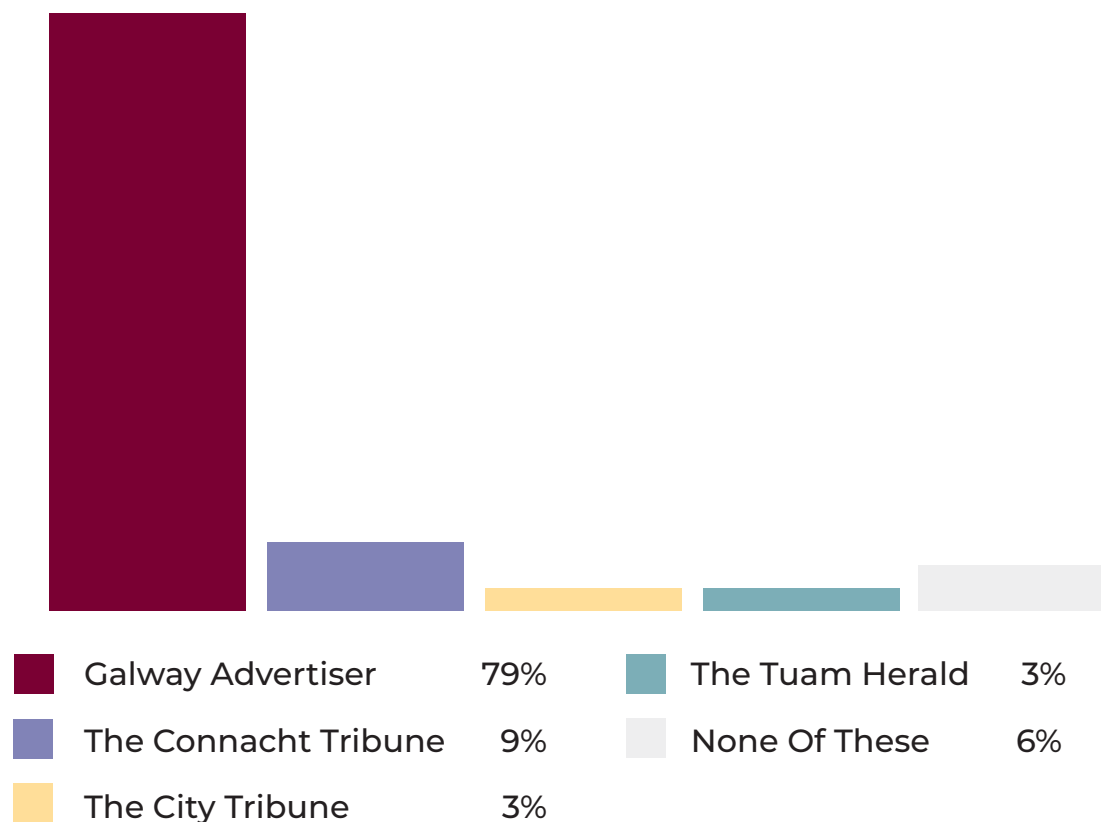
A woman with blonde hair, wearing a long white double-breasted coat over a white t-shirt and blue jeans, stands in a modern furniture showroom. She is looking down at a small object in her hand. The background features contemporary furniture, including a bed with a tufted headboard and a sofa. The room has large windows and modern lighting. A large red geometric graphic is overlaid on the right side of the image.

**Everything for
your home
in one place**

79%

Best Advertising Of Special Offers On Household Goods

Homeowners trust us to curate the best local value. From furniture to flooring, we place your offers directly into the hands of decision-makers at the exact moment they are looking to upgrade their living spaces.



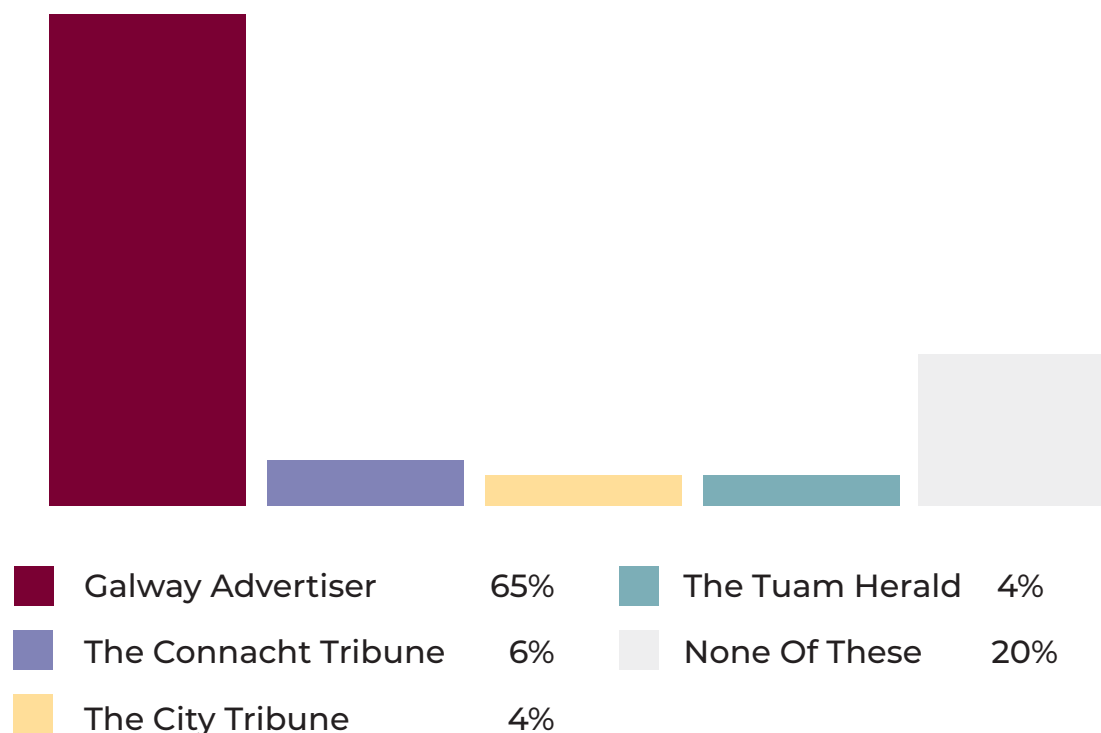
A photograph of a business meeting. A woman in a dark blazer is seated at a white table, writing on a document with a pen. A laptop is open in front of her. Another person's hands are visible, clasped together on the table. The background is a bright, out-of-focus office space. A red geometric graphic overlay is in the bottom right corner.

**Finding your job
is our job**

65%

Best place to search for a job

Top local talent looks here first. Despite the noise of global recruitment sites, we are the dominant force for Galway-based roles, connecting employers with high-quality candidates who are specifically seeking to build their careers within the county.





**Great nights
start here**

49%

The place to go for entertainment information

We are the pulse of Galway's social life. From the Arts Festival to weekend gigs, we are the undisputed authority on what's happening, ensuring your venue or event is seen by an active, outgoing audience.



Galway Advertiser	49%	The Tuam Herald	11%
The Connacht Tribune	11%	None Of These	14%
The City Tribune	15%		

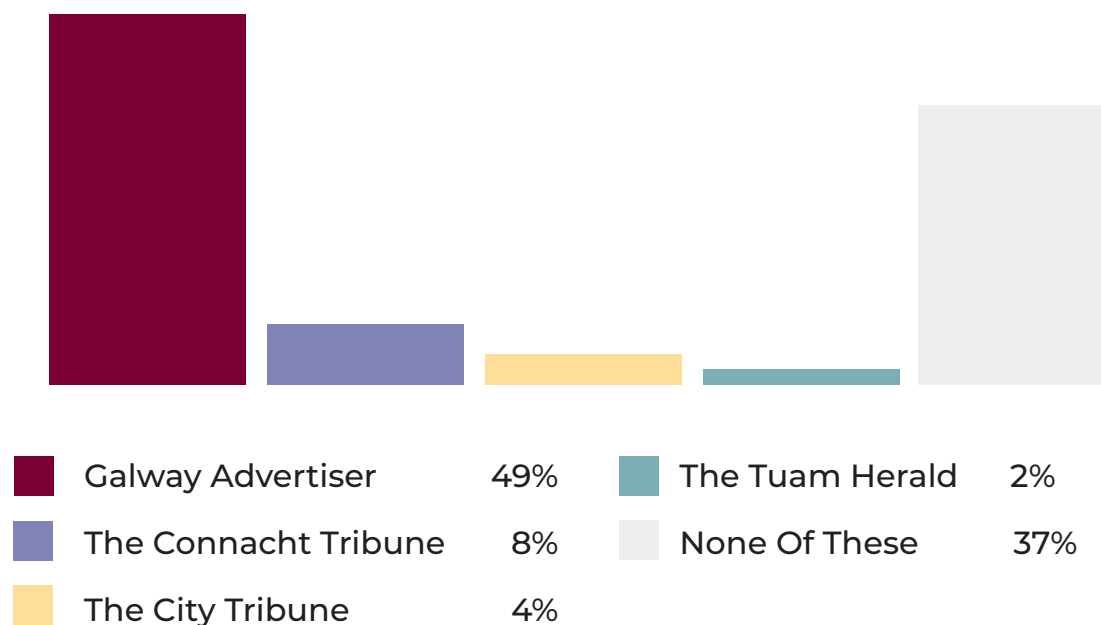


**Driving Galway
forward**

49%

Best place to look when looking to buy a new car

Buying a car is a high-trust purchase. We provide the local showroom experience on paper, acting as the primary research tool for Galway drivers. Even with online listings, our platform remains the definitive guide for regional inventory.





**Your forever
starts here**

47%

Best place to look when searching for a new house

Property is about location, and nobody knows Galway better. We remain the premier showcase for local listings; while portals exist, buyers value our curated regional focus when making life's biggest investment in their own community.



Galway Advertiser	47%	The Tuam Herald	5%
The Connacht Tribune	11%	None Of These	32%
The City Tribune	5%		

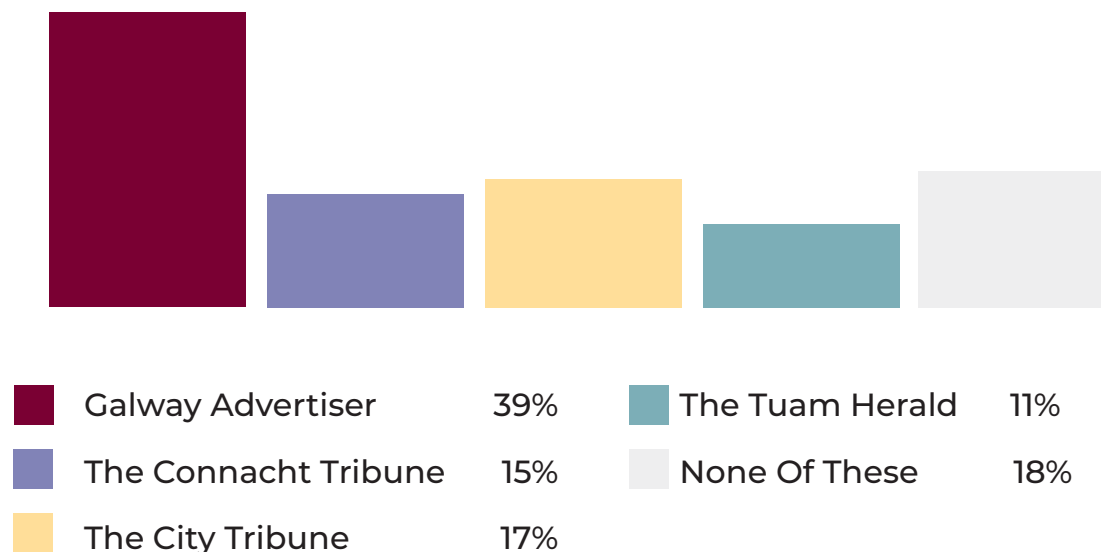
A close-up photograph of a woman with blonde, wavy hair, smiling broadly with her eyes closed. She is wearing a red jacket over a white shirt. The background is a soft-focus landscape with hills and a bright sky. Overlaid on the right side of the image are several semi-transparent red geometric shapes, including triangles and lines, creating a modern, dynamic design.

**Elevate your
everyday**

39%

Best place to find lifestyle information

We define the “Galway Style.” Our lifestyle coverage creates a premium environment for brands, blending local trends with aspirational content that resonates far more deeply than generic, non-regional digital lifestyle blogs.



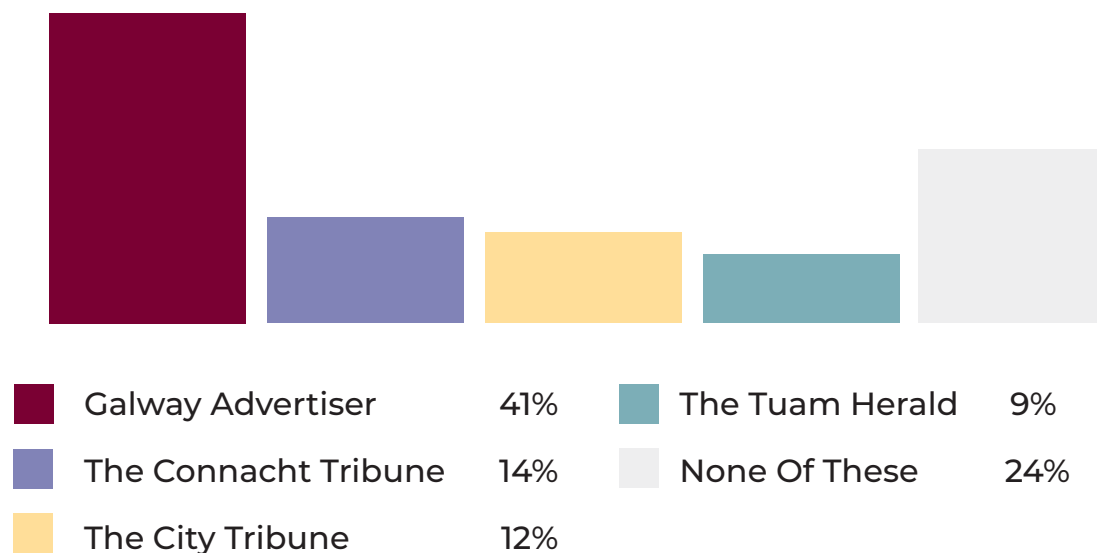
A photograph of three young women in a classroom or study hall. One woman with long brown hair is leaning over a laptop, smiling at a woman with long red hair who is sitting at the desk. A third woman with dark hair is partially visible on the left, also smiling. The background is a blurred classroom with other students and bright lights. A large red geometric graphic is overlaid on the right side of the image.

**Top of the class
for education**

41%

Best information on Education and Training

From evening classes to higher education, we are the trusted advisor for self-improvement. We connect educational institutions with a demographic hungry for growth, maintaining a dominant presence for enrollment drives and open-day announcements.



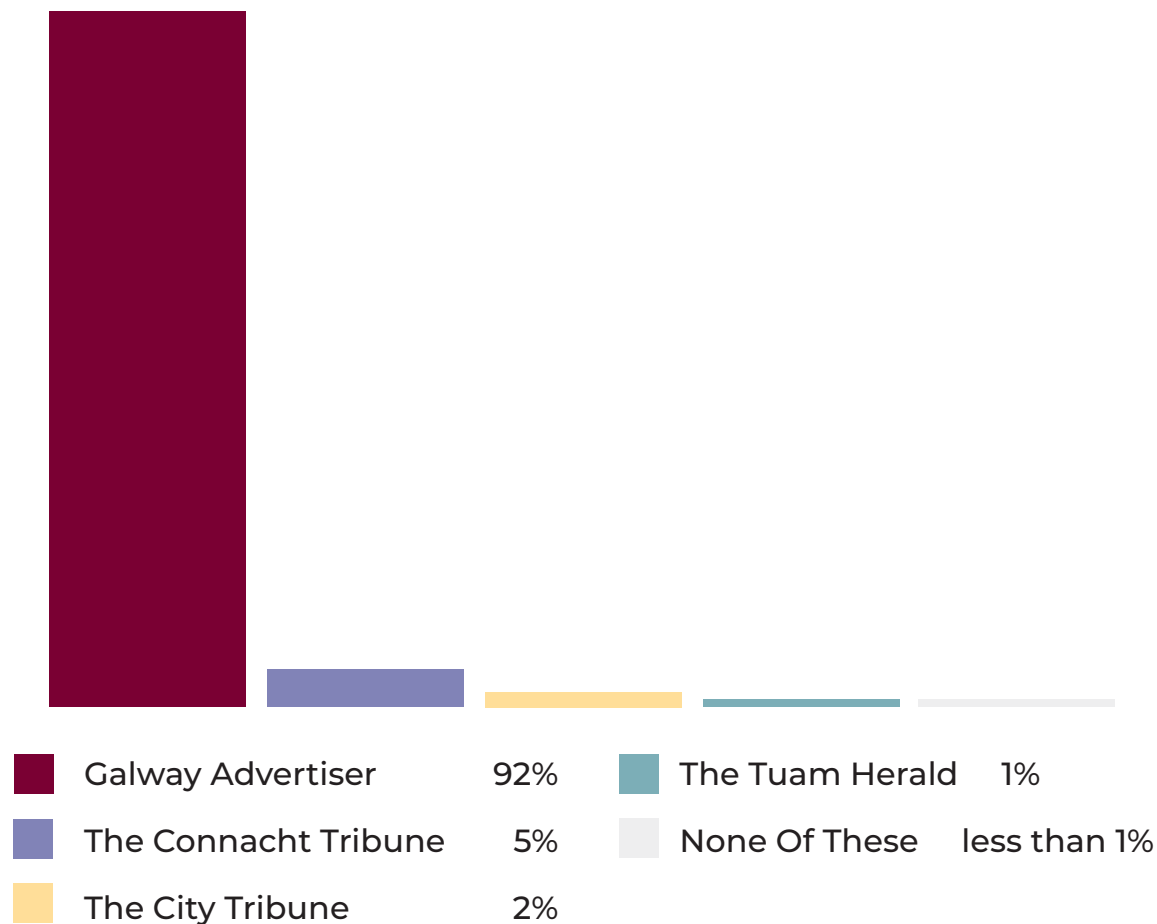


**Small ads,
Large influence**

92%

The place to look for Classifieds and small ads

The ultimate community marketplace. While digital sites feel anonymous, our classifieds carry a “neighbourly” trust that reduces buyer friction. We remain the first port of call for Galwegians looking for reliable, peer-to-peer local transactions.





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