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Independent survey shows Limerick's leading paper

A MAJOR independent report has shown that the weekend *Limerick Leader* continues to be the leading paper in Limerick in every aspect and by a very considerable margin.

A comprehensive survey was conducted by Envision Marketing Consultants, the Galway-based media and market research specialists. The results, which were compiled from data taken independently by the research team, and without direct *Limerick Leader* involvement, were disclosed to all *Limerick Leader* staff members during a full-day series of in-house briefings last week.

Among the findings are:

- General news: *Limerick Leader* weekend editions were preferred by 77 per cent of all respondents, with just 20 per

cent nominating some other free or charged-for paper.

The combined competition which the survey identified comprised both Limerick-based papers and the several others available from all adjoining counties.

- "The highest readership of the *Limerick Leader* was evident in the middle and upper income groups. These are more likely than others to read the business and property pages of the *Leader*, and are particularly satisfied with property and rugby reporting in the *Leader*."

Joe Gleeson, *Limerick Leader* general manager, said that the company had taken a conscious decision to consult its readers comprehensively before commencing an ongoing programme of change and development.

"The new look newspaper which we are presenting today is just the first of a number of positive responses to the requirements of our readers and advertisers in the 1990s. The survey also confirmed and quantified the continuing pre-eminence of the *Limerick Leader* far ahead of the sum of all other papers and other media within the region, and its ultimate value for money as an advertising medium as well as on the news-stands."

- County news: *Limerick Leader* was preferred by 78 per cent of county respondents, with all other papers together being preferred by a total of 16 per cent.
- Fully 66 per cent of all those surveyed — male and female, all ages — reported having read the sports pages of

the weekend *Limerick Leader* on the previous weekend.

- Fully 85 per cent of adults 25 or under read the entertainments section weekly.
- In all, 79 per cent of readers rate the *Limerick Leader* as the best paper for property coverage.
- And 71 per cent throughout the city and county rate the *Limerick Leader* as the best local paper for classified advertising.
- Rural Roundabout was read by 71 per cent of all county respondents.
- Farmlander was read by 95 per cent of all its target audience — farm families.

Said Hugh O'Donnell, business development manager at the *Limerick Leader*:

"We had always known that the *Limerick Leader* held a pre-

eminent position in the Limerick media market, and in the hearts of the people.

"The findings of this survey have helped us to plan for the future. Our plans, commencing with the new-design newspaper, are positive; our outlook is progressive. We will continue to serve Limerick, both city and county as they have always faithfully supported us."

The survey was undertaken in two parts. Firstly, professionally selected groups, each characteristic of its area, were assembled in different parts of the city and county, for evening seminars, during which opinions were recorded and group discussions took place. This allowed the research team to refine the comprehensive questionnaire which was the basis of the wider phase two survey.

US bride Lynn in 'Dreamland'

By PATRICIA FEEHILY

MILK production is expected to increase dramatically in Gerard Leahy's Friesian herd at Ballingaddy since his new American wife, Lynn, introduced country and classical music to the milking parlour.

Gerard hit the headlines last month when he wed long-distance sweetheart, Lynn Buffington, from Clavmont,



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