

JNLR

Press Release

July 2011



Ipsos MRBI/JNLR 2011/1 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (28th July, 2011). It covers the 12-month period from July 2010 to June 2011.

The latest results show **daily radio listening at 85%** - that is 85% of all adults listening every weekday.

A total of c15,300 people were interviewed during the survey period by Ipsos MRBI, on behalf of JNLR - Joint National Listenership Research - that is funded by all national, regional and local stations, BAI, AAI, and IAPI.

The following tables are the key top line results from the 'week-day' report for the main radio stations at National level, within Dublin and Cork counties, and the South East, South West, North West, North East/Midlands and Multi-city regions. (See p.11).

While Tables 1-4 show the proportion of adults tuning into the stations at some time during the day, the depth of listening or loyalty to various stations is best reflected in the share of listening achieved by each station, as shown in Tables 5-8, whilst Table 9 provides information on the Local Stations in each licensed franchise area.

85% of Irish adults listen to the radio on an average day - 58% tuning into their local or regional station and 46% listening to a national station.

Irish audiences continue to listen to a significant amount of radio daily – tuning in, on average, for almost 4 hours per day during the prime 7am to 7pm time (*Irish Adults listening Mon-Fri*). In terms of share of all minutes listened, national radio has 46% share of all minutes while local/regional radio holds the majority share position with 54% (*plus 1% for local/regional radio*).

Looking at the various regions throughout the country, national radio holds the majority share position in Dublin (55%) and the Multi-city area (51%) while local/regional radio is in the majority in other regions. (See T5).

Among the younger, 15-34 year old audience across the country, local/regional radio holds the national majority share position at 65% (+2%) versus 35% for national radio. In particular, the local/regional group has a strong share position among this age segment in Dublin, 73%; Cork, 69%; and the Multi-city region, 67%. (See T7).

And among the 35+ age segment, national radio is marginally ahead in terms of share (51%). In regional markets, national radio maintains a strong share position in Dublin, (68%) and in the Multi-city area (59%). (See T8).

Local radio continues to be a strong performer in the individual radio markets across the country – in many areas reaching more than 40% of the local adult population daily (particularly in the south and west) and in Kerry, Mayo, the Shannonside area and Donegal Nth, more than 50% of the adult population tune in daily. In particular, on the criterion of share of minutes listened during prime 7am to 7pm, Highland Radio, Tipp FM, Radio Kerry, MWR and Shannonside 104FM hold the majority share position in their franchise areas. (T9).

Listening data for Radio Nova is included in a supplementary volume based on the period since launch - September 2010 to June 2011. In this period, Radio Nova reaches 5% of the population in the Dublin Commuter area, on an average day, and has a share of 3.0% of minutes listened (prime-time 7am-7pm).

(See pg 11 for definition of radio broadcast regions).

All Adults Aged 15+

Table 1: Average Weekday Yesterday Listenership

	NATIONAL		CO. DUBLIN		CO. CORK		SOUTH EAST		SOUTH WEST		NORTH WEST		NORTH EAST & MID		MULTI-CITY	
	Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Listened at all *	85	(+0)	86	(-1)	82	(+0)	86	(+0)	86	(-1)	88	(+0)	83	(-1)	85	(-1)
Any National	46	(-1)	48	(+0)	43	(-1)	45	(-2)	43	(-1)	46	(+1)	47	(-1)	48	(+0)
Any RTE Radio	35	(-1)	37	(-1)	32	(+0)	34	(-1)	32	(+1)	35	(-1)	36	(+0)	37	(+0)
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	34	(-1)	37	(-1)	32	(+0)	34	(-1)	31	(+0)	32	(-2)	36	(+0)	36	(+0)
RTÉ Radio 1	25	(+0)	31	(+1)	25	(+0)	22	(+1)	22	(+0)	22	(-1)	22	(+0)	28	(+0)
RTÉ 2FM	11	(-1)	9	(-1)	9	(+1)	13	(-2)	10	(-1)	11	(-1)	17	(+0)	10	(-1)
RTÉ Lyric FM	3	(+0)	5	(+0)	4	(+0)	3	(+1)	2	(+0)	2	(+0)	1	(-1)	4	(+0)
Today FM	13	(+0)	9	(+0)	13	(-1)	15	(-1)	14	(-2)	14	(+1)	14	(-1)	12	(+0)
Newstalk	8	(+0)	12	(+0)	9	(-1)	6	(+1)	5	(+0)	6	(+0)	6	(-1)	10	(+0)
Any Regional/Local/M-City/D-C#	58	(+0)	53	(+1)	63	(+2)	61	(+2)	65	(+0)	68	(+0)	52	(-1)	56	(+0)
4FM			2	(+0)	5	(+0)									3	(+0)
Beat 102-103							20	(+1)								
Spin South West									20	(-1)						
i102-104											20	(+0)				
i105-107													9	(+0)		
98FM			13	(+0)												
FM104			21	(+1)												
Q102			13	(-1)												
Sunshine 106.8			4	(+1)												
Spin 1038			15	(+0)												
Phantom 105.2			2	(+0)												
Corks 96FM/C103					49	(+0)										
Corks 96FM					36	(+0)										
C103 (Corks 103FM)					17	(+1)										
Corks Red FM					18	(+0)										

* Indicates the proportion tuning to the station at some time on the day.

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, 4FM & Radio Nova.

Adults Aged 15-24

Table 2: Average Weekday Yesterday Listenership

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Listened at all *	81	87	73	80	86	83	74	83
Any National	22	13	23	31	25	28	20	19
Any RTE Radio	13	8	13	19	13	17	11	11
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	13	8	13	19	13	16	11	11
RTE Radio 1	3	4	5	3	4	2	3	4
RTE 2FM	10	5	9	17	9	13	8	7
RTE Lyric FM	1	1	1	0	0	1	0	1
Today FM	11	4	9	18	17	13	10	8
Newstalk	3	3	4	1	2	2	4	3
Any Regional/Local/M-City/D-C#	73	82	69	67	75	72	66	77
4FM		0	4					1
Beat 102-103				58				
Spin South West					66			
i102-104						61		
i105-107							32	
98FM		14						
FM104		38						
Q102		10						
Sunshine 106.8		1						
Spin 1038		54						
Phantom 105.2		4						
Corks 96FM/C103			36					
Cork's 96FM			32					
C103 (Corks 103 FM)			6					
Corks Red FM			49					

* Indicates the proportion tuning to the station at some time on the day.

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, 4FM & Radio Nova.

Adults Aged 15-34

Table 3: Average Weekday Yesterday Listenership

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Listened at all *	83	86	77	83	84	85	79	84
Any National	34	26	32	42	36	40	38	32
Any RTE Radio	20	15	17	25	19	24	22	18
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	20	15	17	25	19	23	22	18
RTE Radio 1	7	8	7	7	5	7	4	8
RTE 2FM	14	8	11	19	14	17	19	11
RTE Lyric FM	1	2	1	1	1	1	1	1
Today FM	17	10	16	23	22	20	18	14
Newstalk	6	9	7	5	4	5	6	8
Any Regional/Local/M-City/D-C#	64	73	65	59	65	66	55	68
4FM		1	5					2
Beat 102-103				44				
Spin South West					46			
i102-104						45		
i105-107							21	
98FM		18						
FM104		36						
Q102		14						
Sunshine 106.8		1						
Spin 1038		31						
Phantom 105.2		4						
Corks 96FM/C103			38					
Corks 96FM			32					
C103 (Corks 103FM)			8					
Corks Red FM			36					

* Indicates the proportion tuning to the station at some time on the day.

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, 4FM & Radio Nova.

Adults Aged 35+

Table 4: Average Weekday Yesterday Listenership

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Listened at all *	86	86	84	88	87	90	85	85
Any National	53	62	50	47	47	49	52	58
Any RTE Radio	44	52	42	38	38	40	43	48
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	43	52	42	38	38	36	43	47
RTE Radio 1	35	46	37	30	31	30	32	41
RTE 2FM	10	9	7	10	8	8	15	9
RTE Lyric FM	4	7	6	4	2	3	2	6
Today FM	10	9	11	11	11	11	12	10
Newstalk	9	15	10	6	5	6	6	11
Any Regional/Local/M-City/D-C#	55	39	61	62	65	69	51	49
4FM		2	5					3
Beat 102-103				6				
Spin South West					7			
i102-104						6		
i105-107							2	
98FM		10						
FM104		12						
Q102		13						
Sunshine 106.8		5						
Spin 1038		4						
Phantom 105.2		1						
Cork's 96FM/C103			56					
Cork's 96FM			38					
C103 (Corks 103FM)			23					
Corks Red FM			7					

* Indicates the proportion tuning to the station at some time on the day.

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, 4FM & Radio Nova.

All Adults Aged 15+

Table 5: Share of Listening (7am – 7pm)

	NATIONAL		CO. DUBLIN		CO. CORK		SOUTH EAST		SOUTH WEST		NORTH WEST		NORTH EAST & MID		MULTI-CITY	
	Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)		Weekdays (change from Apr'10-Mar'11)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Any National	46.1	(-.7)	54.8	(+0)	39.9	(-1.5)	43.4	(-1.4)	39.3	(-.7)	38.4	(+.3)	49.5	(-.7)	50.8	(+.2)
Any RTE Radio	33.1	(-.1)	41.9	(-.4)	27.1	(-.8)	28.7	(-.8)	26.5	(+.8)	26.8	(+.2)	35.7	(+.9)	37.3	(+.3)
RTÉ Radio 1	23.5	(+.3)	32.6	(+.4)	20.8	(-.5)	18.9	(+.2)	19.2	(+1.2)	16.8	(-.3)	22.8	(+.7)	27.7	(+.7)
RTÉ 2FM	7.3	(-.5)	5.8	(-.8)	4.5	(-.1)	8.3	(-1.1)	6.3	(-.3)	6.3	(-.1)	12.1	(+.2)	6.5	(-.4)
RTÉ Lyric FM	1.6	(-.1)	3.2	(-.1)	1.7	(-.2)	1.4	(+.1)	.7	(-.2)	.9	(+0)	.7	(-.1)	2.2	(-.2)
Today FM	8.9	(-.6)	6.2	(+.1)	8.3	(-.9)	11.9	(-.7)	9.9	(-1.2)	9.2	(-.1)	10.7	(-1.3)	8.2	(-.3)
Newstalk	4.1	(+.0)	6.7	(+.3)	4.5	(+.1)	2.7	(-.1)	2.9	(-.3)	2.5	(+.2)	3.2	(-.1)	5.3	(+.2)
Any Regional/Local/M-City/D-C#	53.9	(+.7)	45.2	(+.0)	60.1	(+1.5)	56.6	(+1.4)	60.7	(+.7)	61.6	(-.3)	50.5	(+.7)	49.2	(-.2)
4FM			.8	(-.5)	2.7	(-.4)									1.5	(-.3)
Beat 102-103							12.2	(+0)								
Spin South West									11.1	(+.2)						
i102-104											12.9	(-1.4)				
i105-107													7.6	(+.3)		
98FM			9.0	(+0)												
FM104			12.4	(+1.0)												
Q102			10.7	(-.4)												
Sunshine 106.8			2.4	(-.5)												
Spin 1038			5.9	(-.6)												
Phantom 105.2			.8	(+.1)												
Corks 96FM/C103					45.9	(+.9)										
Corks 96FM					31.8	(+.6)										
C103 (Corks 103FM)					14.1	(+.4)										
Corks Red FM					10.7	(+.4)										
Mean No. of Minutes	236	(+1)	233	(-2)	271	(+9)	219	(-3)	235	(+4)	244	(+0)	223	(+1)	238	(+0)

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, 4FM & Radio Nova.

Adults Aged 15-24

Table 6: Share Of Listening (7am – 7pm)

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Any National	21.4	14.3	21.4	33.1	26.7	21.4	16.7	18.8
Any RTE Radio	10.2	8.6	9.9	15.7	9.8	10.0	7.1	9.7
RTE Radio 1	3.3	3.8	4.4	1.2	2.6	1.4	3.2	4.0
RTE 2FM	6.6	4.4	5.3	13.6	7.2	7.6	3.9	5.3
RTE Lyric FM	.3	.5	.2	.9	0	.1	0	.3
Today FM	9.7	3.3	9.6	16.9	16.1	10.4	7.7	7.1
Newstalk	1.5	2.4	1.8	.5	.9	1.0	1.8	2.1
Any Regional/Local/M-City/D-C#	78.6	85.7	78.6	66.9	73.3	78.6	83.3	81.2
4FM		0	2.6					.7
Beat 102-103				47.3				
Spin South West					56.3			
i102-104						60.9		
i105-107							41.7	
98FM		9.3						
FM104		25.5						
Q102		9.8						
Sunshine 106.8		1.1						
Spin 1038		35.4						
Phantom 105.2		2.2						
Corks 96FM/C103			36.7					
Corks 96FM			33.0					
C103 (Corks 103FM)			3.7					
Corks Red FM			37.2					
Mean No. of Minutes	163	147	213	152	162	154	170	163

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, 4FM & Radio Nova.

Adults Aged 15-34

Table 7: Share Of Listening (7am – 7pm)

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Any National	35.4	26.9	31.3	43.8	38.6	38.4	39.7	32.8
Any RTE Radio	16.3	14.0	11.2	19.2	14.6	17.9	18.5	15.1
RTE Radio 1	6.1	8.2	5.8	4.5	4.4	5.4	4.4	7.0
RTE 2FM	9.5	5.1	4.8	14.3	9.8	11.0	13.6	7.4
RTE Lyric FM	.5	.8	.3	.4	.4	.5	.5	.6
Today FM	15.0	7.1	15.0	22.3	21.6	17.8	16.8	12.5
Newstalk	4.1	5.7	5.1	2.3	2.4	2.7	4.3	5.1
Any Regional/Local/M-City/D-C#	64.6	73.1	68.7	56.2	61.4	61.6	60.3	67.2
4FM		.1	2.5					.9
Beat 102-103				35.3				
Spin South West					33.4			
i102-104						39.4		
i105-107							22.4	
98FM		13.2						
FM104		25.3						
Q102		13.3						
Sunshine 106.8		.8						
Spin 1038		15.3						
Phantom 105.2		1.5						
Corks 96FM/C103			38.0					
Corks 96FM			31.8					
C103 (Corks 103FM)			6.2					
Corks Red FM			26.4					
Mean No. of Minutes	196	192	231	178	190	198	193	199

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, 4FM & Radio Nova.

Adults Aged 35+

Table 8: Share of Listening (7am – 7pm)

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Any National	50.6	68.2	43.7	43.2	39.5	38.5	53.6	59.0
Any RTE Radio	40.1	55.3	34.3	32.3	30.8	30.0	42.9	47.4
RTE Radio 1	30.7	44.4	27.5	24.3	24.5	20.9	30.6	37.1
RTE 2FM	6.5	6.1	4.4	6.0	5.0	4.6	11.4	6.2
RTE Lyric FM	2.1	4.4	2.3	1.8	.8	1.0	.8	3.0
Today FM	6.4	5.7	5.3	8.1	5.6	6.1	8.1	6.2
Newstalk	4.2	7.2	4.2	2.9	3.1	2.4	2.7	5.4
Any Regional/Local/M-City/D-C#	49.4	31.8	56.3	56.8	60.5	61.5	46.4	41.0
4FM		1.1	2.8					1.8
Beat 102-103				3.5				
Spin South West					3.1			
i102-104						3.3		
i105-107							1.3	
98FM		7.0						
FM104		6.2						
Q102		9.5						
Sunshine 106.8		3.1						
Spin 1038		1.4						
Phantom 105.2		.5						
Cork's 96FM/C103			49.5					
Corks 96FM			31.8					
C103 (Corks 103FM)			17.7					
Corks Red FM			3.6					
Mean No. of Minutes	257	260	293	239	257	267	240	262

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, 4FM & Radio Nova.

All Adults Aged 15+

Table 9: Average Weekday Yesterday Listenership & Share Of Listening (7am-7pm) For Local Stations

Station Area	Yesterday Listenership		Market Share (7-7)	
	Weekdays		Weekdays	
	<i>(change from Apr'10-Mar'11)</i>		<i>(change from Apr'10-Mar'11)</i>	
	%	%	%	%
Kildare	26	(-2)	25.5	(-3.6)
Kilkenny/Carlow	44	(+5)	37.0	(+2.1)
Louth/Meath	26	(-1)	30.3	(+1)
Laois/Offaly/Westmeath	37	(+1)	34.1	(+3.3)
Wexford	36	(+1)	32.6	(+3.1)
Wicklow	23	(-2)	22.7	(+3)
Limerick	48	(+0)	34.4	(+1.1)
Tipperary	43	(+0)	52.3	(+1.1)
Waterford	49	(+0)	48.5	(+2)
Clare	46	(+1)	47.3	(+2.8)
Kerry	51	(+0)	56.5	(-1.5)
Galway	36	(-4)	24.5	(-1.6)
Mayo	55	(+4)	50.8	(+1.6)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	47	(+1)	46.9	(+8)
Roscommon/Longford/Sth Leitrim	54	(+1)	51.5	(+2.8)
Cavan/Monaghan	39	(-1)	40.7	(-2.1)
Donegal Nth	67	(+1)	63.5	(+1.8)
Donegal South/Sligo/Nth Leitrim	49	(+4)	34.3	(+5.4)

* * * * *

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The Report provides information on all individual stations over a range of demographics and special interest categories. The full report can be purchased from Ipsos MRBI. Tel. 01-438 9000.

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Radio Broadcast Regions

Region	Component Counties/Franchise Areas
South East	Carlow, Kilkenny, Wexford, Waterford & Tipperary South Riding
South West	Limerick, Clare, Kerry, Tipperary North Riding & South West Laois*
North West	Galway, Mayo, Roscommon, Longford, Leitrim, Sligo & Donegal
North East & Midlands	Kildare, Louth, Meath, Laois*, Offaly, Westmeath, Cavan & Monaghan
Multi-City	Full counties Dublin, Cork; Limerick; Clare and Galway and part counties Kildare, Meath and Wicklow.
Dublin Commuter	Dublin and part counties Kildare, Meath and Wicklow.