

JNLR

Press Release

October 2012

Ipsos MRBI/JNLR 2012/3 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (25th October, 2012). It covers the 12-month period from October 2011 to September 2012.

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

A total of c15,600 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, Multi-city and Dublin Commuter 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 47% (=) listening to a national station. Among the younger 15-34 year market, 80% listen daily.

Irish audiences continue to listen to a significant amount of radio everyday – 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 currently has 47.0% share of all minutes while local/regional radio holds the majority share position with 53.0% (*plus 0.6%*)

Considering the various regions throughout the country, national radio holds the majority share position in Dublin (55.7%), the Dublin Commuter belt (56.4%) and the Multi-city areas (50.9%) while local/regional radio is in the majority in the other regions throughout the country, in particular achieving its highest share position in the North West region (60.9%). (See T5).

Among the younger, 15-34 year old audience across the country, local/regional radio is in the majority share position at 65.0% (+1.4%) versus 35.0% for national radio. In particular, the local/regional group holds its strongest share position among this age segment in Dublin, 76.1%; Cork, 66.5%; the Multi-city region, 68.8% and the Dublin Commuter region, 72.6%. (See T7).

Looking at the 35+ age segment, national radio has the majority share, 51.7% (-0.3%). In regional markets, national radio maintains a strong share position in Dublin, 69.4%, the Dublin Commuter region, 68.6% and in the Multi-city area, 59.1%. (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. In Mayo, Kerry, the Shannonside area and Donegal Nth, more than half 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 and Radio Kerry hold the majority share position in their franchise areas. (T9).

The population estimates in this report are based on data provided by the CSO - Census 2011 statistics. (*Estimates between Census years are provided by CSO and are based on the Quarterly National Household Survey.*)

(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		DUBLIN COMMUTER	
	Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Listened at all *	85	(+0)	81	(-1)	86	(+0)	84	(+0)	89	(+0)	90	(+0)	82	(-1)	84	(+0)	82	(+0)
Any National	47	(+0)	45	(-1)	49	(-1)	44	(+0)	46	(-1)	47	(-1)	48	(+0)	48	(-1)	47	(+0)
Any RTE Radio	35	(+0)	35	(-1)	37	(+0)	32	(+1)	33	(+0)	36	(+0)	35	(+0)	36	(-1)	36	(-1)
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	35	(+0)	34	(-2)	37	(+0)	32	(+1)	33	(+0)	34	(-1)	35	(+0)	36	(-1)	36	(-1)
RTÉ Radio 1	24	(-1)	28	(-1)	27	(+0)	20	(-1)	20	(+0)	23	(+0)	23	(+1)	27	(-1)	28	(-1)
RTÉ 2FM	11	(+0)	7	(+0)	11	(+0)	13	(+1)	13	(-1)	12	(-1)	15	(+1)	10	(+0)	9	(+1)
RTÉ Lyric FM	3	(-1)	5	(-1)	5	(+0)	3	(+0)	2	(+0)	3	(+0)	2	(+0)	4	(-1)	5	(-1)
Today FM	14	(+0)	8	(+0)	16	(+0)	17	(+0)	16	(-1)	16	(-1)	16	(+1)	13	(+0)	10	(+0)
Newstalk	8	(+0)	12	(+0)	9	(+0)	5	(-1)	7	(+1)	7	(+0)	6	(+0)	11	(+1)	12	(+0)
Any Regional/Local/M-City/D-C#	58	(+0)	49	(+0)	66	(+1)	60	(+0)	66	(+0)	72	(+1)	53	(+1)	56	(+1)	49	(+0)
Classic Hits 4FM			2	(+0)	6	(-1)									4	(+0)	2	(+0)
Radio Nova			4	(-1)													5	(+0)
Beat 102-103							22	(+0)										
Spin South West									21	(+0)								
i102-104											20	(+0)						
i105-107													11	(+0)				
98FM			11	(+0)														
FM104			22	(+1)														
Q102			10	(+0)														
Sunshine 106.8			3	(+0)														
Spin 1038			15	(-1)														
Phantom 105.2			1	(-1)														
Corks 96FM/C103					49	(+1)												
Corks 96FM					37	(+2)												
C103 (Corks 103FM)					16	(+0)												
Corks Red FM					20	(+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, Classic Hits 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	DUBLIN COMMUTER
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Listened at all *	80	76	84	78	86	84	77	80	77
Any National	22	12	28	27	27	29	22	20	14
Any RTE Radio	14	7	18	17	14	19	15	12	8
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	13	7	18	17	14	18	15	12	8
RTE Radio 1	4	4	8	3	1	6	5	5	4
RTE 2FM	10	3	12	13	14	13	10	8	4
RTE Lyric FM	1	1	1	1	0	0	0	1	1
Today FM	10	5	10	14	15	14	9	9	5
Newstalk	2	2	4	1	2	3	1	3	2
Any Regional/Local/M-City/D-C#	71	69	80	66	74	77	66	73	70
Classic Hits 4FM		0	5						
Radio Nova		4							
Beat 102-103				59					
Spin South West					70				
i102-104						62			
i105-107							35		
98FM		9							
FM104		32							
Q102		9							
Sunshine 106.8		1							
Spin 1038		46							
Phantom 105.2		2							
Corks 96FM/C103			40						
Cork's 96FM			34						
C103 (Corks 103 FM)			7						
Corks Red FM			52						

* 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, Classic Hits 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	DUBLIN COMMUTER
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Listened at all *	80	78	85	80	86	85	77	80	78
Any National	34	22	41	39	42	40	35	31	25
Any RTE Radio	19	13	23	22	22	24	20	18	14
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	19	13	23	22	22	23	20	17	14
RTE Radio 1	7	7	10	6	4	8	7	8	8
RTE 2FM	13	6	15	16	19	15	14	10	7
RTE Lyric FM	1	2	1	1	1	1	0	2	2
Today FM	17	9	20	24	24	22	19	15	10
Newstalk	6	7	8	4	7	6	5	7	7
Any Regional/Local/M-City/D-C#	63	63	71	59	64	69	56	65	63
Classic Hits 4FM		1	5					2	1
Radio Nova		5							6
Beat 102-103				46					
Spin South West					49				
i102-104						46			
i105-107							25		
98FM		14							
FM104		33							
Q102		11							
Sunshine 106.8		1							
Spin 1038		31							
Phantom 105.2		2							
Corks 96FM/C103			41						
Corks 96FM			35						
C103 (Corks 103FM)			8						
Corks Red FM			40						

* 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, Classic Hits 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	DUBLIN COMMUTER
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Listened at all *	87	84	87	86	91	93	86	87	85
Any National	54	61	54	46	49	51	55	59	62
Any RTE Radio	44	50	45	37	38	42	44	48	51
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	44	50	45	37	38	40	44	48	50
RTE Radio 1	35	42	37	28	29	31	32	39	42
RTE 2FM	11	9	9	11	10	10	15	10	10
RTE Lyric FM	5	7	7	4	2	4	3	6	6
Today FM	12	8	13	13	12	13	14	11	9
Newstalk	10	16	10	6	7	7	6	13	15
Any Regional/Local/M-City/D-C#	55	39	62	61	68	73	51	49	39
Classic Hits 4FM		3	7					4	3
Radio Nova		4							4
Beat 102-103				10					
Spin South West					7				
i102-104						7			
i105-107							3		
98FM		9							
FM104		15							
Q102		10							
Sunshine 106.8		5							
Spin 1038		4							
Phantom 105.2		1							
Cork's 96FM/C103			55						
Cork's 96FM			38						
C103 (Corks 103FM)			20						
Corks Red FM			9						

* 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, Classic Hits 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		DUBLIN COMMUTER	
	Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)		Weekdays (change from Jul'11-Jun'12)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Any National	47.0	(-6)	55.7	(-2)	42.9	(-3)	44.3	(-3)	39.8	(-5)	39.1	(+0)	49.9	(-1.9)	50.9	(-6)	56.4	(-6)
Any RTE Radio	32.7	(-3)	41.9	(-2)	29.2	(-7)	28.5	(+3)	25.3	(-4)	25.0	(+3)	35.5	(-1.0)	36.0	(-5)	41.8	(-5)
RTÉ Radio 1	22.9	(-1)	32.8	(+5)	22.3	(-3)	18.0	(-4)	15.5	(-4)	16.4	(+9)	22.4	(-9)	27.0	(+3)	32.2	(+2)
RTÉ 2FM	7.7	(+0)	5.9	(-1)	4.9	(-3)	8.7	(+4)	8.8	(+3)	6.1	(-7)	12.3	(+3)	6.3	(-3)	6.7	(+1)
RTÉ Lyric FM	1.7	(-2)	2.7	(-7)	1.9	(-1)	1.4	(+2)	1.0	(-2)	1.0	(+1)	0.7	(-5)	2.2	(-4)	2.6	(-7)
Today FM	9.7	(-2)	6.1	(-2)	9.5	(+1)	13.0	(-7)	10.8	(-5)	10.8	(-2)	11.3	(-1)	8.9	(-4)	7.2	(-3)
Newstalk	4.6	(+0)	7.7	(+2)	4.2	(+3)	2.8	(+1)	3.6	(+3)	3.3	(+0)	3.2	(-7)	6.0	(+2)	7.3	(+1)
Any Regional/Local/M-City/D-C#	53.0	(+6)	44.3	(+2)	57.1	(+3)	55.7	(+3)	60.2	(+5)	60.9	(+0)	50.1	(+1.9)	49.1	(+6)	43.6	(+6)
Classic Hits 4FM			1.1	(-3)	3.9	(-3)									2.3	(-1)	1.1	(-1)
Radio Nova			2.7	(-4)													2.8	(-3)
Beat 102-103							12.2	(+6)										
Spin South West									11.4	(+4)								
i102-104											11.3	(-1)						
i105-107													8.4	(+8)				
98FM			6.9	(-8)														
FM104			13.6	(+1.4)														
Q102			8.1	(-2)														
Sunshine 106.8			2.6	(+3)														
Spin 1038			8.1	(+4)														
Phantom 105.2			.7	(+0)														
Corks 96FM/C103					40.1	(+1)												
Corks 96FM					28.9	(+1.0)												
C103 (Corks 103FM)					11.2	(-9)												
Corks Red FM					11.6	(+1)												
Mean No. of Minutes	235	(-2)	224	(-6)	301	(+8)	205	(-4)	227	(-5)	239	(-6)	231	(+5)	240	(-2)	227	(-4)

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

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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	DUBLIN COMMUTER
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Any National	22.8	13.4	20.7	30.8	25.3	24.8	28.4	19.2	16.5
Any RTE Radio	12.5	7.7	12.3	12.6	14.0	12.5	17.8	10.8	9.4
RTE Radio 1	3.2	2.5	4.0	3.8	.3	3.3	4.6	3.4	3.6
RTE 2FM	9.0	4.5	8.1	8.7	13.5	8.1	13.2	6.9	5.2
RTE Lyric FM	.1	.2	.3	.2	.2	0	0	.2	.2
Today FM	8.2	3.0	6.7	14.6	9.4	11.4	9.0	6.1	4.0
Newstalk	2.0	2.7	1.7	3.5	2.0	.9	1.7	2.3	3.2
Any Regional/Local/M-City/D-C#	77.2	86.6	79.3	69.2	74.7	75.2	71.6	80.8	83.5
Classic Hits 4FM		.6	6.5					2.5	0.5
Radio Nova		4.1							3.6
Beat 102-103				52.1					
Spin South West					63.2				
i102-104						50.9			
i105-107							33.9		
98FM		7.3							
FM104		26.2							
Q102		6.7							
Sunshine 106.8		0							
Spin 1038		40.3							
Phantom 105.2		.8							
Corks 96FM/C103			32.9						
Corks 96FM			29.0						
C103 (Corks 103FM)			3.8						
Corks Red FM			34.4						
Mean No. of Minutes	163	150	252	133	148	164	155	171	149

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, Classic Hits 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	DUBLIN COMMUTER
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Any National	35.0	23.9	33.5	44.0	42.3	37.9	41.1	31.2	27.4
Any RTE Radio	16.2	11.2	15.7	18.7	18.3	15.9	21.2	13.9	12.5
RTE Radio 1	5.1	4.7	7.0	4.6	2.2	5.6	5.3	5.6	5.4
RTE 2FM	10.2	4.9	8.3	13.6	15.8	8.6	15.9	7.1	5.7
RTE Lyric FM	.6	1.2	.4	0.4	0.4	0.7	.1	.9	1.0
Today FM	15.0	7.8	13.8	22.0	19.5	19.4	17.1	12.7	9.6
Newstalk	3.8	4.9	4.0	3.3	4.5	2.5	2.9	4.6	5.3
Any Regional/Local/M-City/D-C#	65.0	76.1	66.5	56.0	57.7	62.1	58.9	68.8	72.6
Classic Hits 4FM		.8	4.1					2.3	.7
Radio Nova		4.2							4.0
Beat 102-103				36.3					
Spin South West					34.7				
i102-104						35.4			
i105-107							24.4		
98FM		10.4							
FM104		27.2							
Q102		8.5							
Sunshine 106.8		0.5							
Spin 1038		23.2							
Phantom 105.2		1.2							
Corks 96FM/C103			34.2						
Corks 96FM			30.2						
C103 (Corks 103FM)			4.0						
Corks Red FM			24.9						
Mean No. of Minutes	192	178	276	155	175	195	196	196	180

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, Classic Hits 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	DUBLIN COMMUTER
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Any National	51.7	69.4	47.3	44.3	39.0	39.5	53.4	59.1	68.6
Any RTE Radio	39.2	55.2	35.6	31.7	27.7	28.1	41.1	45.3	54.2
RTE Radio 1	29.9	45.0	29.6	22.3	20.0	20.1	29.2	36.0	43.4
RTE 2FM	6.7	6.4	3.2	7.1	6.4	5.3	10.9	6.0	7.1
RTE Lyric FM	2.1	3.4	2.7	1.7	1.2	1.1	1.0	2.7	3.3
Today FM	7.6	5.4	7.4	10.0	7.9	7.9	9.0	7.2	6.2
Newstalk	4.9	8.8	4.3	2.7	3.3	3.6	3.3	6.5	8.2
Any Regional/Local/M-City/D-C#	48.3	30.6	52.7	55.7	61.0	60.5	46.6	40.9	31.4
Classic Hits 4FM		1.2	3.8					2.2	1.3
Radio Nova		2.1							2.3
Beat 102-103				4.3					
Spin South West					3.6				
i102-104						2.9			
i105-107							2.1		
98FM		5.3							
FM104		7.7							
Q102		7.9							
Sunshine 106.8		3.6							
Spin 1038		1.6							
Phantom 105.2		0.5							
Cork's 96FM/C103			43.0						
Corks 96FM			28.3						
C103 (Corks 103FM)			14.7						
Corks Red FM			5.3						
Mean No. of Minutes	257	253	314	230	252	260	249	265	255

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, Classic Hits 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	
	(change from Jul'11-Jun'12)		(change from Jul'11-Jun'12)	
	%	%	%	%
Kildare	24	(+0)	22.1	(+0)
Kilkenny/Carlow	36	(-2)	36.0	(-7)
Louth/Meath	26	(+1)	35.5	(+1.5)
Laois/Offaly/Westmeath	35	(-1)	28.5	(-2.4)
Wexford	38	(-1)	33.3	(+0)
Wicklow	26	(-3)	20.7	(-2.8)
Limerick	42	(-3)	33.1	(+5)
Tipperary	50	(+0)	54.9	(+3)
Waterford	45	(+0)	45.6	(-1.4)
Clare	47	(+0)	41.5	(-1.0)
Kerry	51	(+2)	51.5	(+9)
Galway	45	(-1)	28.1	(-1.1)
Mayo	58	(-1)	50.0	(-1.5)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	46	(+1)	43.2	(-2.2)
Roscommon/Longford/Sth Leitrim	53	(+0)	45.1	(-1.6)
Cavan/Monaghan	39	(+1)	40.9	(-2.9)
Donegal Nth	66	(-1)	64.5	(+2.2)
Donegal South/Sligo/Nth Leitrim	49	(+1)	37.0	(+3.8)

* * * * *

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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.