

JNLR

Press Release

February 2012





Ipsos MRBI/JNLR 2011/4 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (2nd February, 2012). It covers the 12-month period from January to December 2011.

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% (+1) listening to a national station. Among the younger 15-34 year market 82% listen daily.

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 47.6% share of all minutes (*plus 1%*) while local/regional radio holds the majority share position with 52.4%.

Looking at the various regions throughout the country, national radio holds the majority share position in Dublin (57.1%), the Dublin Commuter belt (57.7%), the Multi-city areas (52.1%) and the North East/Mid region (51.7%) while local/regional radio is in the majority in the other regions throughout the country. (See T5).

Among the younger, 15-34 year old audience across the country, local/regional radio holds the national majority share position at 62.4% (-1%) versus 37.6% (+1%) for national radio. In particular, the local/regional group holds a strong share position among this age segment in Dublin, 70.5%; Cork, 64.4%; the Multi-city region, 65% and the Dublin Commuter region, 67.6%. (See T7).

Considering the 35+ age segment, national radio holds the majority share, 51.5% (+1%). In regional markets, national radio maintains a strong share position in Dublin, 68.8%, the Dublin Commuter region, 68.4% and in the Multi-city area, 59.4%. (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) . In 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).

(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 Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Listened at all *	85	(+1)	85	(+0)	85	(+3)	85	(+0)	87	(+1)	89	(+1)	81	(-1)	85	(+1)	85	(+0)
Any National	47	(+1)	48	(+0)	45	(+1)	46	(+0)	44	(+0)	46	(-1)	46	(+0)	49	(+1)	49	(+0)
Any RTE Radio	35	(+0)	38	(+1)	33	(+0)	34	(+0)	31	(-1)	34	(-1)	34	(+0)	37	(+0)	38	(+0)
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	34	(+0)	38	(+1)	33	(+0)	34	(+0)	31	(+0)	32	(-1)	34	(+0)	36	(+0)	38	(+0)
RTÉ Radio 1	25	(+0)	31	(+0)	26	(+0)	24	(+1)	20	(-2)	21	(-1)	22	(+1)	28	(+0)	31	(+1)
RTÉ 2FM	11	(+0)	8	(+0)	9	(+0)	12	(+0)	12	(+1)	12	(+0)	15	(-1)	10	(+0)	10	(+0)
RTÉ Lyric FM	4	(+1)	6	(+0)	5	(+1)	3	(+0)	2	(+0)	2	(+0)	2	(+0)	5	(+1)	5	(+0)
Today FM	13	(+0)	9	(-1)	15	(+2)	16	(+1)	15	(+0)	15	(+1)	14	(+1)	13	(+1)	10	(+0)
Newstalk	9	(+1)	13	(+1)	9	(+0)	7	(+1)	6	(+0)	6	(+0)	7	(+0)	11	(+1)	13	(+1)
Any Regional/Local/M-City/D-C#	58	(+0)	52	(-1)	64	(+1)	60	(+0)	64	(+0)	70	(+2)	52	(+0)	56	(+0)	51	(+0)
Classic Hits 4FM			2	(+0)	7	(+0)									3	(+0)	2	(+0)
Radio Nova			5	(+0)													5	(+0)
Beat 102-103							20	(+0)										
Spin South West									18	(-1)								
i102-104											20	(+1)						
i105-107													9	(-1)				
98FM			12	(-1)														
FM104			21	(+1)														
Q102			12	(-1)														
Sunshine 106.8			3	(+0)														
Spin 1038			15	(+1)														
Phantom 105.2			2	(-1)														
Corks 96FM/C103					49	(+1)												
Corks 96FM					36	(+1)												
C103 (Corks 103FM)					17	(+0)												
Corks Red FM					19	(+1)												

* 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	80	82	80	86	83	75	81	80
Any National	22	13	25	30	27	27	17	19	13
Any RTE Radio	14	9	13	18	16	20	10	12	9
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	13	9	13	18	16	18	10	11	9
RTE Radio 1	4	5	5	3	2	4	3	5	5
RTE 2FM	10	4	8	14	13	15	7	7	5
RTE Lyric FM	1	0	2	2	0	1	0	1	1
Today FM	11	4	13	18	17	12	8	9	5
Newstalk	2	2	4	1	2	1	1	2	2
Any Regional/Local/M-City/D-C#	71	75	74	67	71	73	65	74	75
Classic Hits 4FM		0	6					2	0
Radio Nova		5							6
Beat 102-103				57					
Spin South West					62				
i102-104						61			
i105-107							30		
98FM		9							
FM104		32							
Q102		11							
Sunshine 106.8		0							
Spin 1038		50							
Phantom 105.2		3							
Corks 96FM/C103			35						
Cork's 96FM			31						
C103 (Corks 103 FM)			7						
Corks Red FM			50						

* 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 *	82	83	85	81	83	86	76	83	82
Any National	35	26	37	40	38	41	35	33	28
Any RTE Radio	20	16	19	22	20	25	18	18	16
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	19	16	19	22	20	23	18	18	16
RTE Radio 1	7	8	9	7	5	8	5	8	8
RTE 2FM	13	8	11	16	17	16	14	10	9
RTE Lyric FM	2	2	1	2	1	1	1	2	2
Today FM	17	9	22	22	23	21	18	16	11
Newstalk	7	9	10	5	4	6	6	8	8
Any Regional/Local/M-City/D-C#	63	69	69	59	62	67	55	67	67
Classic Hits 4FM		1	8					3	1
Radio Nova		7							7
Beat 102-103				45					
Spin South West					42				
i102-104						47			
i105-107							21		
98FM		16							
FM104		32							
Q102		13							
Sunshine 106.8		1							
Spin 1038		30							
Phantom 105.2		4							
Corks 96FM/C103			38						
Corks 96FM			31						
C103 (Corks 103FM)			9						
Corks Red FM			38						

* 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	86	85	87	88	90	84	86	86
Any National	53	63	50	49	47	49	53	58	63
Any RTE Radio	44	53	42	40	37	39	43	48	53
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	43	53	42	40	36	36	43	48	52
RTE Radio 1	35	46	37	32	28	28	32	40	45
RTE 2FM	10	9	7	10	9	10	15	10	10
RTE Lyric FM	5	8	7	4	3	3	2	6	7
Today FM	11	9	11	12	11	12	11	11	10
Newstalk	10	16	9	7	6	7	7	12	15
Any Regional/Local/M-City/D-C#	55	41	62	61	65	71	50	49	40
Classic Hits 4FM		3	7					4	2
Radio Nova		4							4
Beat 102-103				8					
Spin South West					7				
i102-104						6			
i105-107							2		
98FM		9							
FM104		14							
Q102		12							
Sunshine 106.8		5							
Spin 1038		4							
Phantom 105.2		1							
Cork's 96FM/C103			55						
Cork's 96FM			39						
C103 (Corks 103FM)			22						
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, 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 Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)		Weekdays (change from Oct'10-Sep'11)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Any National	47.6	(+9)	57.1	(+2.3)	41.3	(+1.1)	45.5	(+4)	39.9	(+3)	38.3	(-1.2)	51.7	(+1.5)	52.1	(+8)	57.7	(+1.5)
Any RTE Radio	33.4	(+3)	42.7	(+1.9)	27.5	(-2)	30.4	(+2)	26.8	(+4)	25.2	(-2.1)	36.6	(+9)	37.1	(+1)	42.7	(+1.2)
RTÉ Radio 1	23.4	(+1)	33.1	(+1.7)	20.9	(-1)	21.1	(+9)	18.4	(-8)	14.3	(-2.1)	23.2	(+1)	27.1	(+0)	32.4	(+1.0)
RTÉ 2FM	7.5	(+1)	5.9	(+1)	4.5	(-4)	7.8	(-8)	7.1	(+1.2)	7.3	(+0)	12.1	(+7)	6.6	(-1)	6.8	(-2)
RTÉ Lyric FM	1.9	(+1)	3.5	(+1)	2.0	(+3)	1.4	(+2)	1.0	(+1)	1.0	(-1)	1.3	(+2)	2.6	(+2)	3.3	(+3)
Today FM	9.5	(+4)	6.6	(-2)	10.0	(+2.1)	12.3	(+2)	10.2	(-2)	10.1	(+6)	10.8	(+4)	9.0	(+3)	7.6	(-3)
Newstalk	4.7	(+3)	7.8	(+7)	3.9	(-7)	2.8	(+0)	3.0	(+1)	3.0	(+3)	4.2	(+2)	5.9	(+3)	7.4	(+7)
Any Regional/Local/M-City/D-C#	52.4	(-9)	42.9	(-2.3)	58.7	(-1.1)	54.5	(-4)	60.1	(-3)	61.7	(+1.2)	48.3	(-1.5)	47.9	(-8)	42.3	(-1.5)
Classic Hits 4FM			1.3	(+2)	4.1	(+4)									2.0	(+2)	1.1	(+1)
Radio Nova			3.1	(-2)													3.4	(+1)
Beat 102-103							11.1	(-1.0)										
Spin South West									10.2	(-2)								
i102-104											11.6	(-1)						
i105-107													5.9	(-1.7)				
98FM			8.0	(-1.5)														
FM104			11.6	(+2)														
Q102			9.6	(-7)														
Sunshine 106.8			2.3	(+0)														
Spin 1038			5.7	(-2)														
Phantom 105.2			0.8	(+0)														
Corks 96FM/C103					42.0	(-2.4)												
Corks 96FM					29.0	(-1.6)												
C103 (Corks 103FM)					13.0	(-8)												
Corks Red FM					10.7	(+4)												
Mean No. of Minutes	237	(+1)	237	(+2)	274	(+10)	218	(-4)	232	(-4)	247	(-1)	223	(+1)	242	(+4)	237	(+2)

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 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	25.5	17.9	23.3	39.6	29.1	27.3	21.9	21.8	18.7
Any RTE Radio	13.3	9.0	11.4	21.1	12.6	14.3	14.0	11.1	10.1
RTE Radio 1	3.6	4.3	3.7	3.2	1.7	2.2	4.3	4.3	5.3
RTE 2FM	9.2	4.4	7.0	16.8	10.9	10.9	9.7	6.2	4.6
RTE Lyric FM	0.3	0.3	0.8	1.0	0	0.1	0	0.3	0.2
Today FM	10.5	4.6	10.1	18.3	15.3	12.5	7.3	8.4	5.1
Newstalk	1.7	4.3	1.8	0.3	1.1	0.5	0.6	2.3	3.5
Any Regional/Local/M-City/D-C#	74.5	82.1	76.7	60.4	70.9	72.7	78.1	78.2	81.3
Classic Hits 4FM		0.3	6.1					2.2	0.2
Radio Nova		6.2							6.3
Beat 102-103				41.7					
Spin South West					55.0				
i102-104						51.0			
i105-107							26.8		
98FM									
FM104									
Q102									
Sunshine 106.8									
Spin 1038									
Phantom 105.2									
Corks 96FM/C103									
Corks 96FM									
C103 (Corks 103FM)									
Corks Red FM									
Mean No. of Minutes	158	148	216	142	151	160	145	163	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	37.6	29.5	35.6	46.5	39.2	39.8	41.7	35.0	32.4
Any RTE Radio	17.1	13.9	13.4	21.3	17.6	19.4	19.0	15.5	15.0
RTE Radio 1	6.0	6.8	6.4	5.8	5.1	5.1	4.9	6.4	6.6
RTE 2FM	10.0	5.7	6.4	14.7	12.1	12.1	13.0	7.7	7.0
RTE Lyric FM	0.7	1.2	0.4	0.7	0.4	0.2	1.1	0.9	1.3
Today FM	16.1	9.1	17.3	22.7	18.9	17.8	18.5	14.1	10.9
Newstalk	4.3	6.5	4.9	2.6	2.7	2.6	4.2	5.4	6.4
Any Regional/Local/M-City/D-C#	62.4	70.5	64.4	53.5	60.8	60.2	58.3	65.0	67.6
Classic Hits 4FM		0.9	5.8					2.2	0.7
Radio Nova		4.7							5.0
Beat 102-103				34.8					
Spin South West					32.7				
i102-104						36.4			
i105-107							18.1		
98FM		13.3							
FM104		22.9							
Q102		10.5							
Sunshine 106.8		0.8							
Spin 1038		15.3							
Phantom 105.2		2.0							
Corks 96FM/C103			28.8						
Corks 96FM			23.4						
C103 (Corks 103FM)			5.4						
Corks Red FM			26.4						
Mean No. of Minutes	192	188	237	172	183	199	181	198	191

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	51.5	68.8	44.1	45.2	40.2	37.8	55.4	59.4	68.4
Any RTE Radio	39.7	55.0	34.3	33.5	29.8	27.3	43.2	46.4	54.3
RTE Radio 1	30.2	44.3	27.9	26.3	22.9	17.6	30.0	36.0	43.3
RTE 2FM	6.5	6.0	3.6	5.5	5.4	5.6	11.7	6.1	6.7
RTE Lyric FM	2.3	4.5	2.8	1.6	1.2	1.2	1.3	3.4	4.1
Today FM	7.0	5.5	6.4	8.9	7.3	7.3	8.0	6.9	6.2
Newstalk	4.8	8.4	3.4	2.8	3.1	3.2	4.3	6.2	7.8
Any Regional/Local/M-City/D-C#	48.5	31.2	55.9	54.8	59.8	62.2	44.6	40.6	31.6
Classic Hits 4FM		1.4	3.3					2.0	1.3
Radio Nova		2.5							2.7
Beat 102-103				3.1					
Spin South West					2.6				
i102-104						2.9			
i105-107							1.4		
98FM		5.7							
FM104		6.7							
Q102		9.2							
Sunshine 106.8		2.9							
Spin 1038		1.6							
Phantom 105.2		0.3							
Cork's 96FM/C103			48.5						
Corks 96FM			31.8						
C103 (Corks 103FM)			16.7						
Corks Red FM			3.0						
Mean No. of Minutes	260	267	297	239	255	270	245	267	264

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	
	<i>(change from Jul'10-Jun'11)</i>		<i>(change from Oct'10-Sep'11)</i>	
	%	%	%	%
Kildare	23	(-2)	17.8	(-4.3)
Kilkenny/Carlow	39	(-2)	36.1	(+1.8)
Louth/Meath	25	(+1)	35.8	(+3.9)
Laois/Offaly/Westmeath	39	(+0)	34.8	(-1.2)
Wexford	37	(+2)	31.1	(-0.9)
Wicklow	22	(-2)	21.2	(-2.4)
Limerick	47	(-1)	34.4	(-0.8)
Tipperary	44	(-1)	52.4	(+0.3)
Waterford	47	(+0)	48.6	(+2.1)
Clare	47	(+1)	48.2	(-0.5)
Kerry	50	(+0)	53.1	(-1.1)
Galway	38	(+1)	24.8	(-0.2)
Mayo	63	(+5)	53.3	(+2.3)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	46	(-1)	48.3	(+0.1)
Roscommon/Longford/Sth Leitrim	54	(-1)	53.3	(+1.8)
Cavan/Monaghan	38	(+0)	41.9	(-1.5)
Donegal Nth	67	(+2)	62.8	(+0.1)
Donegal South/Sligo/Nth Leitrim	50	(+0)	32.8	(+0.1)

* * * * *

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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.