

# JNLR Press Release

**May 2012**



## Ipsos MRBI/JNLR 2012/1 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (3<sup>rd</sup> May, 2012). It covers the 12-month period from April 2011 to March 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 - 59% (+1) tuning into their local or regional station and 47% (=) listening to a national station. Among the younger 15-34 year market 81% 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 has 47.2% share of all minutes (*minus 0.4%*) while local/regional radio holds the majority share position with 52.8%.

Looking at the various regions throughout the country, national radio holds the majority share position in Dublin (55.7%), the Dublin Commuter belt (56.5%), the Multi-city areas (51.7%) and the North East/Mid region (50.7%) 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 62.9% (+0.5%) versus 37.1% for national radio. In particular, the local/regional group holds a strong share position among this age segment in Dublin, 71.3%; Cork, 62.1%; the Multi-city region, 65.3% and the Dublin Commuter region, 68.7%. (See T7).

Considering the 35+ age segment, national radio holds the majority share, 51.3%. In regional markets, national radio maintains a strong share position in Dublin, 68.1%, the Dublin Commuter region, 67.7% 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 (particularly in the south and west) . In Mayo, the Shannonside area, Donegal Nth and Kerry, 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 and MWR 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. These population statistics reflect an increase of 100,000 in the 15+ population. The biggest population increase emerges in the Dublin market. (*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 Jan-Dec'11)		Weekdays (change from Jan-Dec'11)		Weekdays (change from Jan-Dec'11)		Weekdays (change from Jan-Dec'11)		Weekdays (change from Jan-Dec'11)		Weekdays (change from Jan-Dec'11)		Weekdays (change from Jan-Dec'11)		Weekdays (change from Jan-Dec'11)		Weekdays (change from Jan-Dec'11)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Listened at all *	85	(+0)	83	(-2)	85	(+0)	84	(-1)	87	(+0)	90	(+1)	82	(+1)	85	(+0)	84	(-1)
Any National	47	(+0)	47	(-1)	49	(+4)	45	(-1)	45	(+1)	47	(+1)	46	(+0)	48	(-1)	48	(-1)
Any RTE Radio	35	(+0)	36	(-2)	36	(+3)	33	(-1)	32	(+1)	36	(+2)	34	(+0)	37	(+0)	37	(-1)
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	35	(+1)	36	(-2)	36	(+3)	33	(-1)	32	(+1)	33	(+1)	34	(+0)	36	(+0)	37	(-1)
RTÉ Radio 1	25	(+0)	30	(-1)	28	(+2)	22	(-2)	20	(+0)	22	(+1)	22	(+0)	28	(+0)	30	(-1)
RTÉ 2FM	11	(+0)	8	(+0)	10	(+1)	12	(+0)	13	(+1)	12	(+0)	15	(+0)	10	(+0)	9	(-1)
RTÉ Lyric FM	4	(+0)	6	(+0)	5	(+0)	3	(+0)	1	(-1)	3	(+1)	2	(+0)	5	(+0)	5	(+0)
Today FM	14	(+1)	9	(+0)	16	(+1)	16	(+0)	15	(+0)	16	(+1)	15	(+1)	13	(+0)	10	(+0)
Newstalk	8	(-1)	13	(+0)	10	(+1)	6	(-1)	6	(+0)	7	(+1)	6	(-1)	11	(+0)	12	(-1)
Any Regional/Local/M-City/D-C#	59	(+1)	51	(-1)	64	(+0)	62	(+2)	65	(+1)	71	(+1)	53	(+1)	56	(+0)	51	(+0)
Classic Hits 4FM			2	(+0)	7	(+0)									3	(+0)	2	(+0)
Radio Nova			5	(+0)													5	(+0)
Beat 102-103							22	(+2)										
Spin South West									20	(+2)								
i102-104											20	(+0)						
i105-107													10	(+1)				
98FM			13	(+1)														
FM104			21	(+0)														
Q102			11	(-1)														
Sunshine 106.8			4	(+1)														
Spin 1038			15	(+0)														
Phantom 105.2			2	(+0)														
Corks 96FM/C103					48	(-1)												
Corks 96FM					35	(-1)												
C103 (Corks 103FM)					17	(+0)												
Corks Red FM					19	(+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	78	84	80	86	84	76	80	79
Any National	23	16	26	30	27	27	21	21	16
Any RTE Radio	15	10	15	18	16	20	13	13	11
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	14	10	15	18	16	18	13	13	10
RTE Radio 1	5	7	7	3	2	5	4	6	7
RTE 2FM	10	4	9	14	14	14	8	7	4
RTE Lyric FM	1	1	2	1	0	1	0	1	1
Today FM	10	5	12	18	16	11	10	8	5
Newstalk	2	3	3	0	1	2	2	2	2
Any Regional/Local/M-City/D-C#	71	72	77	69	71	76	67	72	72
Classic Hits 4FM		0	5					2	0
Radio Nova		5							5
Beat 102-103				60					
Spin South West					63				
i102-104						62			
i105-107							33		
98FM		11							
FM104		34							
Q102		10							
Sunshine 106.8		0							
Spin 1038		48							
Phantom 105.2		2							
Corks 96FM/C103			37						
Cork's 96FM			33						
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 *	81	81	85	80	84	86	76	82	81
Any National	35	26	41	41	39	42	35	33	28
Any RTE Radio	20	16	21	23	22	26	19	19	16
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	20	16	21	23	22	24	19	18	16
RTE Radio 1	8	9	10	6	4	9	6	9	9
RTE 2FM	13	7	13	17	19	16	13	10	7
RTE Lyric FM	2	3	2	2	0	1	1	2	2
Today FM	17	10	23	23	24	21	18	16	11
Newstalk	7	8	9	4	5	7	5	8	8
Any Regional/Local/M-City/D-C#	63	66	69	60	63	68	56	66	65
Classic Hits 4FM		1	7					3	1
Radio Nova		6							7
Beat 102-103				46					
Spin South West					44				
i102-104						46			
i105-107							23		
98FM		16							
FM104		32							
Q102		12							
Sunshine 106.8		1							
Spin 1038		30							
Phantom 105.2		4							
Corks 96FM/C103			36						
Corks 96FM			30						
C103 (Corks 103FM)			8						
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	85	86	86	89	92	85	86	85
Any National	54	61	53	48	47	50	53	58	62
Any RTE Radio	44	51	45	38	38	41	43	48	51
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	43	51	45	38	37	38	43	48	51
RTE Radio 1	35	44	38	30	29	29	31	40	44
RTE 2FM	10	8	9	10	9	10	15	10	10
RTE Lyric FM	5	8	7	4	2	4	3	7	7
Today FM	11	9	12	13	10	13	13	11	10
Newstalk	10	16	10	7	7	7	6	12	15
Any Regional/Local/M-City/D-C#	56	41	62	62	66	72	51	50	41
Classic Hits 4FM		2	7					4	2
Radio Nova		4							4
Beat 102-103				10					
Spin South West					7				
i102-104						6			
i105-107							2		
98FM		10							
FM104		14							
Q102		11							
Sunshine 106.8		5							
Spin 1038		5							
Phantom 105.2		1							
Cork's 96FM/C103			55						
Cork's 96FM			37						
C103 (Corks 103FM)			22						
Corks Red FM			8						

\* 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 Jan'11-Dec'11)		Weekdays (change from Jan'11-Dec'11)		Weekdays (change from Jan'11-Dec'11)		Weekdays (change from Jan'11-Dec'11)		Weekdays (change from Jan'11-Dec'11)		Weekdays (change from Jan'11-Dec'11)		Weekdays (change from Jan'11-Dec'11)		Weekdays (change from Jan'11-Dec'11)		Weekdays (change from Jan'11-Dec'11)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Any National	47.2	(-.4)	55.7	(-1.4)	43.8	(+2.5)	43.4	(-2.1)	39.7	(-.2)	39.2	(+.9)	50.7	(-1.0)	51.7	(-.4)	56.5	(-1.2)
Any RTE Radio	32.8	(-.6)	41.0	(-1.7)	28.8	(+1.3)	28.0	(-2.4)	26.6	(-.2)	25.3	(+.1)	36.0	(-.6)	36.3	(-.8)	41.3	(-1.4)
RTÉ Radio 1	22.9	(-.5)	32.0	(-1.1)	21.6	(+.7)	19.2	(-1.9)	17.7	(-.7)	15.2	(+.9)	22.5	(-.7)	26.6	(-.5)	31.6	(-.8)
RTÉ 2FM	7.5	(+0)	5.5	(-.4)	5.1	(+.6)	7.4	(-.4)	7.8	(+.7)	7.1	(-.2)	12.3	(+.2)	6.5	(-.1)	6.3	(-.5)
RTÉ Lyric FM	1.8	(-.1)	3.2	(-.3)	1.9	(-.1)	1.4	(+0)	.9	(-.1)	.8	(-.2)	1.2	(-.1)	2.4	(-.2)	3.1	(-.2)
Today FM	9.7	(+.2)	6.9	(+.3)	10.4	(+.4)	12.7	(+.4)	10.0	(-.2)	10.5	(+.4)	10.8	(+0)	9.3	(+.3)	7.9	(+.3)
Newstalk	4.8	(+.1)	7.8	(+0)	4.5	(+.6)	2.7	(-.1)	3.0	(+0)	3.4	(+.4)	3.9	(-.3)	6.1	(+.2)	7.3	(-.1)
Any Regional/Local/M-City/D-C#	52.8	(+.4)	44.3	(+1.4)	56.2	(-2.5)	56.6	(+2.1)	60.3	(+.2)	60.8	(-.9)	49.3	(+1.0)	48.3	(+.4)	43.5	(+1.2)
Classic Hits 4FM			1.2	(-.1)	3.7	(-.4)									2.1	(+.1)	1.1	(+0)
Radio Nova			3.3	(+.2)													3.4	(+0)
Beat 102-103							12.0	(+.9)										
Spin South West									10.9	(+.7)								
i102-104											11.5	(-.1)						
i105-107													6.7	(+.8)				
98FM			8.7	(+.7)														
FM104			11.4	(-.2)														
Q102			9.2	(-.4)														
Sunshine 106.8			2.4	(+.1)														
Spin 1038			6.8	(+1.1)														
Phantom 105.2			.8	(+0)														
Corks 96FM/C103					40.0	(-2.0)												
Corks 96FM					27.2	(-1.8)												
C103 (Corks 103FM)					12.7	(-.3)												
Corks Red FM					10.6	(-.1)												
Mean No. of Minutes	236	(-1)	230	(-7)	279	(+5)	211	(-7)	231	(-1)	248	(+1)	225	(+2)	239	(-3)	231	(-6)

# 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	26.3	20.5	24.8	35.4	31.7	26.1	24.4	24.2	22.0
Any RTE Radio	14.0	10.7	13.9	16.3	13.9	14.2	15.6	13.0	12.2
RTE Radio 1	4.3	5.5	5.2	3.0	.9	3.1	4.7	5.4	6.8
RTE 2FM	9.1	4.3	7.7	12.5	13.0	9.8	10.9	6.7	4.7
RTE Lyric FM	0.4	.4	1.0	.8	0	.2	0	0.5	0.4
Today FM	10.3	5.2	9.2	18.9	17.0	11.2	8	8.5	5.5
Newstalk	1.9	4.7	1.8	0.1	.8	0.7	0.8	2.7	4.2
Any Regional/Local/M-City/D-C#	73.7	79.5	75.2	64.6	68.3	73.9	75.6	75.8	78.0
Classic Hits 4FM		0.3	5.4					2.0	0.3
Radio Nova		5.5							5.6
Beat 102-103				45.7					
Spin South West					53.6				
i102-104						49.1			
i105-107							31.2		
98FM		8.7							
FM104		21.9							
Q102		10.6							
Sunshine 106.8		0							
Spin 1038		31.7							
Phantom 105.2		.8							
Corks 96FM/C103			34.6						
Corks 96FM			29.3						
C103 (Corks 103FM)			5.3						
Corks Red FM			28.5						
Mean No. of Minutes	161	154	230	132	154	167	145	167	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	37.1	28.7	37.9	44.0	39.7	39.4	41.8	34.7	31.3
Any RTE Radio	17.2	13.4	16.1	19.6	17.9	18.5	20.3	15.7	14.3
RTE Radio 1	5.9	6.6	7.4	5.5	3.4	5.4	5.3	6.5	6.8
RTE 2FM	10.1	5.3	7.8	13.4	14.3	11.0	14.2	7.6	5.9
RTE Lyric FM	0.7	1.3	0.8	0.7	0.1	0.2	.8	1.0	1.4
Today FM	15.7	9.3	17.1	22.2	19.4	17.7	17.7	13.9	11.0
Newstalk	4.1	6.0	4.7	2.2	2.4	3.2	3.8	5.2	6.0
Any Regional/Local/M-City/D-C#	62.9	71.3	62.1	56.0	60.3	60.6	58.2	65.3	68.7
Classic Hits 4FM		1.0	5.4					2.4	0.9
Radio Nova		5.1							5.1
Beat 102-103				36.2					
Spin South West					33.3				
i102-104						35.2			
i105-107							19.3		
98FM		14.0							
FM104		21.6							
Q102		10.0							
Sunshine 106.8		0.8							
Spin 1038		17.1							
Phantom 105.2		1.6							
Corks 96FM/C103			28.1						
Corks 96FM			23.6						
C103 (Corks 103FM)			4.5						
Corks Red FM			24.5						
Mean No. of Minutes	193	186	245	162	181	205	187	197	188

# 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	51.3	68.1	46.4	43.3	39.7	39.1	54.2	59.1	67.7
Any RTE Radio	38.9	53.7	34.6	30.8	29.6	27.8	42	45.3	53.3
RTE Radio 1	29.6	43.7	28.1	23.7	22.5	18.7	29.2	35.4	42.7
RTE 2FM	6.5	5.6	3.9	5.4	5.6	5.6	11.5	6.0	6.5
RTE Lyric FM	2.2	4.0	2.5	1.6	1.2	1.1	1.3	3.1	3.8
Today FM	7.3	5.8	7.4	9.6	6.9	7.8	8.2	7.3	6.5
Newstalk	5.0	8.6	4.4	2.9	3.3	3.5	4.0	6.4	7.9
Any Regional/Local/M-City/D-C#	48.7	31.9	53.6	56.7	60.3	60.9	45.8	40.9	32.3
Classic Hits 4FM		1.2	3.0					2.0	1.1
Radio Nova		2.5							2.6
Beat 102-103				4.1					
Spin South West					3.4				
i102-104						2.8			
i105-107							1.8		
98FM		6.2							
FM104		6.7							
Q102		8.8							
Sunshine 106.8		3.1							
Spin 1038		2.0							
Phantom 105.2		0.4							
Cork's 96FM/C103			45.4						
Corks 96FM			28.9						
C103 (Corks 103FM)			16.5						
Corks Red FM			4.3						
Mean No. of Minutes	258	259	297	235	255	269	244	264	257

# 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	26	(+3)	21.8	(+4)
Kilkenny/Carlow	40	(+1)	37.0	(+.9)
Louth/Meath	26	(+1)	36.1	(+.3)
Laois/Offaly/Westmeath	38	(-1)	33.2	(-1.6)
Wexford	39	(+2)	32.2	(+1.1)
Wicklow	27	(+5)	24.4	(+3.2)
Limerick	45	(-2)	34.2	(-.2)
Tipperary	48	(+4)	57.0	(+4.6)
Waterford	45	(-2)	46.9	(-1.7)
Clare	47	(+0)	45.6	(-2.6)
Kerry	52	(+2)	51.4	(-1.7)
Galway	41	(+3)	25.8	(+1)
Mayo	61	(-2)	51.1	(-2.2)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	47	(+1)	47.0	(-1.3)
Roscommon/Longford/Sth Leitrim	55	(+1)	49.6	(-3.7)
Cavan/Monaghan	39	(+1)	43.6	(+1.7)
Donegal Nth	66	(-1)	62.1	(-0.7)
Donegal South/Sligo/Nth Leitrim	48	(-2)	33.7	(+0.9)

\* \* \* \* \*

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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.