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Ipsos MRBI/JNLR 2013/1 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (25th April, 2013). It covers the 12-month period from April 2012 to March 2013.

The latest results show **daily radio listening at 84%** - that is 84% of all adults listening every weekday.

A total of c15,750 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.

84% of Irish adults listen to the radio on an average day - 58% (=) tuning into their local or regional station and 45% (=) 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 46% share of all minutes while local/regional radio holds the majority share position with 54% (=).

Considering the various regions throughout the country, national radio holds the majority share position in Dublin (54.1%) and the Dublin Commuter belt (55.5%) 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 and South West regions (61.4% and 61.1% respectively). (See T5).

Among the younger, 15-34 year old, audience across the country, local/regional radio is in the majority share position at 65.1% (-1.1%) versus 34.9% for national radio (+1.1%). In particular, the local/regional group holds its strongest share position among this age segment in Dublin, 77.5%; Cork, 67.2%; the Multi-city region, 68.3% and the Dublin Commuter region, 74.2%. (See T7).

On the other hand, among at the older 35+ age segment, national radio has the majority share, 50.4% (=). In regional markets among this age group, national radio maintains a strong share position in Dublin, 67.4%, the Dublin Commuter region, 67.3% and in the Multi-city area, 56.6%. (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, Donegal Nth and Donegal Sth/Sligo, at least 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, MWR, 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 – *Quarterly National Household Survey* statistics.

(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'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Listened at all *	84	(+0)	81	(+0)	86	(+2)	84	(+0)	90	(+0)	90	(+0)	81	(-1)	83	(-1)	81	(+0)
Any National	45	(+0)	43	(+0)	47	(+1)	45	(+1)	45	(-1)	46	(+0)	46	(-1)	47	(+0)	45	(+0)
Any RTE Radio	34	(+0)	33	(+0)	37	(+1)	33	(+1)	33	(-1)	35	(+0)	34	(-1)	35	(+0)	34	(+0)
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	34	(+0)	33	(+0)	37	(+1)	33	(+1)	33	(+0)	32	(-1)	34	(-1)	35	(+0)	34	(+0)
RTÉ Radio 1	24	(+0)	27	(+0)	26	(+0)	22	(+1)	21	(-1)	22	(-1)	21	(-1)	26	(+0)	27	(+0)
RTÉ 2FM	11	(+0)	6	(+0)	11	(+0)	11	(-1)	12	(-1)	11	(+0)	14	(-1)	9	(+0)	8	(+1)
RTÉ Lyric FM	3	(+0)	4	(+0)	5	(+0)	3	(+0)	3	(+1)	2	(+0)	1	(-1)	4	(+0)	4	(+0)
Today FM	13	(+0)	8	(+0)	15	(+2)	15	(-1)	15	(-1)	16	(+1)	15	(-1)	12	(+0)	9	(+0)
Newstalk	8	(+0)	12	(+0)	8	(+0)	6	(+1)	6	(-1)	5	(-1)	7	(+1)	10	(+0)	12	(+0)
Any Regional/Local/M-City/D-C#	58	(+0)	48	(-1)	67	(+2)	59	(-2)	67	(+0)	71	(+0)	52	(-1)	55	(-1)	48	(-1)
Classic Hits 4FM			2	(+0)	8	(+2)								4	(+0)	2	(+0)	
Radio Nova			5	(+1)												5	(+0)	
Beat 102-103							23	(+0)										
Spin South West									21	(+0)								
i102-104											21	(+1)						
i105-107													12	(+0)				
98FM			10	(-1)														
FM104			22	(+0)														
Q102			10	(+0)														
Sunshine 106.8			3	(+0)														
Spin 1038			14	(+0)														
Phantom 105.2			2	(+0)														
Corks 96FM/C103					51	(+2)												
Corks 96FM					40	(+3)												
C103 (Corks 103FM)					15	(-1)												
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 *	78	74	83	78	84	82	75	77	73
Any National	21	8	30	24	27	33	21	21	11
Any RTE Radio	13	5	18	14	15	21	15	12	6
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	13	5	18	14	15	19	15	12	6
RTE Radio 1	4	2	7	4	1	6	5	4	3
RTE 2FM	9	2	10	10	14	12	12	8	3
RTE Lyric FM	1	1	1	0	0	1	0	1	1
Today FM	9	3	11	13	13	15	9	8	4
Newstalk	3	2	6	1	3	4	2	3	2
Any Regional/Local/M-City/D-C#	69	68	75	67	73	73	64	69	66
Classic Hits 4FM		1	3					1	
Radio Nova		5							5
Beat 102-103				60					
Spin South West					68				
i102-104						61			
i105-107							35		
98FM		9							
FM104		31							
Q102		9							
Sunshine 106.8		1							
Spin 1038		42							
Phantom 105.2		2							
Corks 96FM/C103			35						
Cork's 96FM			31						
C103 (Corks 103 FM)			5						
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	82	81	86	84	75	79	77
Any National	32	20	39	37	39	42	35	30	24
Any RTE Radio	19	11	25	18	23	24	20	18	13
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	18	11	25	18	23	23	20	17	13
RTE Radio 1	7	7	11	6	6	9	5	8	7
RTE 2FM	12	4	15	12	17	14	15	10	6
RTE Lyric FM	1	2	2	1	1	1	0	1	2
Today FM	16	7	18	22	21	24	18	14	9
Newstalk	6	6	7	5	5	5	5	6	7
Any Regional/Local/M-City/D-C#	63	64	69	60	65	67	56	64	62
Classic Hits 4FM		1	6					2	1
Radio Nova		6							6
Beat 102-103				48					
Spin South West					49				
i102-104						46			
i105-107							27		
98FM		12							
FM104		33							
Q102		10							
Sunshine 106.8		1							
Spin 1038		30							
Phantom 105.2		3							
Corks 96FM/C103			43						
Corks 96FM			38						
C103 (Corks 103FM)			8						
Corks Red FM			37						

* 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	83	87	85	92	92	85	86	83
Any National	53	58	52	49	48	49	53	57	59
Any RTE Radio	43	47	44	40	38	40	42	46	47
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	42	47	43	40	37	37	42	45	47
RTE Radio 1	34	41	35	31	29	29	30	37	40
RTE 2FM	10	8	9	10	10	9	14	9	9
RTE Lyric FM	4	6	7	5	4	3	2	5	6
Today FM	11	8	13	11	12	12	13	11	9
Newstalk	9	15	9	6	7	6	8	12	15
Any Regional/Local/M-City/D-C#	55	38	65	59	69	73	50	50	38
Classic Hits 4FM		3	9					5	3
Radio Nova		4							4
Beat 102-103				10					
Spin South West					6				
i102-104						8			
i105-107							4		
98FM		8							
FM104		14							
Q102		9							
Sunshine 106.8		4							
Spin 1038		4							
Phantom 105.2		1							
Cork's 96FM/C103			56						
Cork's 96FM			41						
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 Jan-Dec'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)		Weekdays (change from Jan-Dec'12)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Any National	46.3	(+0.4)	54.1	(+0.6)	40.7	(+0.5)	45.0	(+1.4)	38.9	(-0.9)	38.6	(-0.1)	50.5	(+0.7)	49.5	(+0.5)	55.5	(+0.8)
Any RTE Radio	32.4	(+0.3)	40.3	(+0.3)	29.1	(+0.3)	29.9	(+1.8)	25.2	(-0.1)	25.2	(+0.4)	35.4	(+0.2)	35.3	(+0.4)	40.5	(+0.2)
RTÉ Radio 1	23	(+0.2)	32.9	(+0.4)	20.1	(-0.7)	19.8	(+2.0)	15.2	(-0.6)	16.6	(-0.5)	23.4	(+0.6)	26.4	(-0.1)	32.4	(+0.3)
RTÉ 2FM	7.2	(+0)	4.7	(-0.1)	6.0	(+0.9)	8.2	(-0.3)	8.5	(+0.1)	5.4	(+0)	11.4	(-0.4)	6.0	(+0.3)	5.6	(-0.1)
RTÉ Lyric FM	1.7	(+0.1)	2.5	(+0.1)	2.5	(+0.1)	1.3	(+0.1)	1.2	(+0.3)	1.1	(+0.2)	0.6	(+0)	2.2	(+0.2)	2.3	(+0.1)
Today FM	9.4	(+0)	5.9	(-0.2)	7.9	(+0.4)	12.1	(-0.7)	10.2	(-0.8)	11.0	(+0.1)	11.2	(-0.1)	8.4	(+0)	7.2	(-0.1)
Newstalk	4.5	(+0.1)	7.8	(+0.4)	3.7	(-0.3)	3.0	(+0.3)	3.5	(+0.1)	2.5	(-0.5)	3.8	(+0.5)	5.8	(+0.1)	7.7	(+0.6)
Any Regional/Local/M-City/D-C#	53.7	(-0.4)	45.9	(-0.6)	59.3	(-0.5)	55.0	(-1.4)	61.1	(+0.9)	61.4	(+0.1)	49.5	(-0.7)	50.5	(-0.5)	44.5	(-0.8)
Classic Hits 4FM			1.6	(+0.3)	4.8	(+1.0)									2.6	(+0.2)	1.4	(+0.2)
Radio Nova			3.5	(+0.8)													3.4	(+0.8)
Beat 102-103							14.1	(+1.1)										
Spin South West									10.8	(-0.1)								
i102-104											11.2	(+0.4)						
i105-107													8.3	(-0.4)				
98FM			6.4	(-0.9)														
FM104			14.5	(+0.3)														
Q102			8.7	(-0.6)														
Sunshine 106.8			2.1	(-0.3)														
Spin 1038			7.8	(-0.2)														
Phantom 105.2			0.9	(+0)														
Corks 96FM/C103					42.9	(-0.1)												
Corks 96FM					32.2	(+1.2)												
C103 (Corks 103FM)					10.7	(-1.3)												
Corks Red FM					9.6	(-1.7)												
Mean No. of Minutes	236	(+0)	221	(-2)	297	(+0)	203	(+0)	232	(+1)	238	(-2)	237	(+0)	241	(+1)	227	(-1)

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	21.7	7.5	24.1	27.4	24.7	27.9	26.9	19.3	11.3
Any RTE Radio	11.2	3.7	12.8	8.7	15.2	13.4	15.7	10.6	5.6
RTE Radio 1	3.0	1.6	3.5	3.0	0.9	5.5	3.7	3.3	2.3
RTE 2FM	7.7	1.9	9.0	5.3	14.2	5.9	11.9	6.8	3.1
RTE Lyric FM	0.3	0.1	0.3	0.1	0.2	0.9	0	0.3	0.1
Today FM	8.5	2.9	8.0	15.9	7.5	12.3	9.8	6.4	4.1
Newstalk	1.9	0.9	3.1	2.8	1.8	2.2	1.5	2.2	1.6
Any Regional/Local/M-City/D-C#	78.3	92.5	75.9	72.6	75.3	72.1	73.1	80.7	88.7
Classic Hits 4FM		1.7	1.8					1.5	1.4
Radio Nova		6.6							5.6
Beat 102-103				54.3					
Spin South West					63.0				
i102-104						53.2			
i105-107							35.4		
98FM		7.9							
FM104		28.0							
Q102		5.4							
Sunshine 106.8		0.2							
Spin 1038		41.1							
Phantom 105.2		1.1							
Corks 96FM/C103			30.1						
Corks 96FM			28.0						
C103 (Corks 103FM)			2.1						
Corks Red FM			40.1						
Mean No. of Minutes	159	149	220	135	143	163	154	165	151

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	34.9	22.5	32.8	41.5	44.0	41.9	40.7	31.7	25.8
Any RTE Radio	16.4	11.0	17.1	15.1	21.2	18.6	19.8	15.7	12.5
RTE Radio 1	5.8	6.7	6.9	4.4	3.7	7.0	4.2	6.8	6.7
RTE 2FM	9.6	3.0	9.8	10.4	16.8	8.6	15.5	7.5	4.6
RTE Lyric FM	0.6	1.1	0.3	0.2	0.6	1.0	0.1	0.8	0.9
Today FM	14.6	6.4	12.5	21.9	18.6	20.5	17.5	11.7	8.0
Newstalk	3.9	5.1	3.1	4.4	4.0	2.8	3.3	4.3	5.3
Any Regional/Local/M-City/D-C#	65.1	77.5	67.2	58.5	56.0	58.1	59.3	68.3	74.2
Classic Hits 4FM		0.6	4.4					2.1	0.6
Radio Nova		5.8							5.5
Beat 102-103				39.6					
Spin South West					34.8				
i102-104						33.1			
i105-107							25.9		
98FM		8.3							
FM104		28.3							
Q102		8.6							
Sunshine 106.8		0.3							
Spin 1038		23.8							
Phantom 105.2		1.4							
Corks 96FM/C103			36.9						
Corks 96FM			33.0						
C103 (Corks 103FM)			4.0						
Corks Red FM			22.1						
Mean No. of Minutes	188	173	266	153	176	195	182	195	177

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	50.4	67.4	44.2	46.2	37.4	37.6	53.7	56.6	67.3
Any RTE Radio	38.2	52.6	34.4	34.7	26.5	27.4	40.6	43.1	51.7
RTE Radio 1	29.2	43.9	26.0	24.8	18.8	19.8	29.8	34.2	42.6
RTE 2FM	6.3	5.4	4.3	7.5	5.9	4.3	10.0	5.4	6.0
RTE Lyric FM	2.0	3.1	3.5	1.7	1.3	1.1	0.8	2.7	2.9
Today FM	7.5	5.7	5.8	8.9	7.5	7.8	9.1	7.1	6.9
Newstalk	4.7	9.0	3.9	2.6	3.4	2.3	4.0	6.4	8.7
Any Regional/Local/M-City/D-C#	49.6	32.6	55.8	53.8	62.6	62.4	46.3	43.4	32.7
Classic Hits 4FM		2.1	5.0					2.9	1.8
Radio Nova		2.6							2.6
Beat 102-103				5.9					
Spin South West					3.3				
i102-104						3.9			
i105-107							2.4		
98FM		5.6							
FM104		8.7							
Q102		8.7							
Sunshine 106.8		2.9							
Spin 1038		1.1							
Phantom 105.2		0.7							
Cork's 96FM/C103			45.5						
Corks 96FM			31.9						
C103 (Corks 103FM)			13.6						
Corks Red FM			4.1						
Mean No. of Minutes	260	249	313	227	258	257	263	266	256

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 Jan-Dec'12)		(change from Jan-Dec'12)	
	%	%	%	%
Kildare	20	(-3)	20.2	(-3.2)
Kilkenny/Carlow	35	(-2)	29.9	(-3.7)
Louth/Meath	25	(+0)	34.0	(+0.4)
Laos/Offaly/Westmeath	35	(-2)	27.8	(-3.5)
Wexford	38	(-1)	37.2	(+0.4)
Wicklow	27	(+1)	21.5	(+1.2)
Limerick	45	(+1)	35.5	(-0.2)
Tipperary	43	(-5)	50.3	(-3.4)
Waterford	46	(+0)	42.0	(-3.0)
Clare	48	(+1)	46.1	(+2.9)
Kerry	49	(-1)	53.9	(+2.9)
Galway	43	(-2)	28.7	(+0)
Mayo	60	(+1)	52.0	(+0.4)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	41	(-2)	40.2	(-1.6)
Roscommon/Longford/Sth Leitrim	49	(-1)	41.0	(-1.7)
Cavan/Monaghan	35	(-1)	39.1	(-1.4)
Donegal Nth	67	(+2)	66.7	(+2.1)
Donegal South/Sligo/Nth Leitrim	52	(+2)	34.4	(-0.6)

* * * * *

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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.