



JNLR Press Release
July 2013

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Ipsos MRBI/JNLR 2013/2 Summary Results

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

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

A total of c16,000 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 46.4% share of all minutes while local/regional radio holds the majority share position with 53.6% (-0.1).

In the various regions throughout the country, national radio holds the majority share position in Dublin (55.2%) and the Dublin Commuter belt (56.1%) 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 and Cork regions (62.1% and 60.4% respectively). (See T5).

Among the younger, 15-34 year old, audience across the country, local/regional radio is in the majority share position at 64.3% versus 35.7% for national radio (+0.8%). In particular, the local/regional group holds its strongest share position among this age segment in Dublin, 75.6%; Cork, 64.9%; the Multi-city region, 67.5% and the Dublin Commuter region, 73.2%. (See T7).

On the other hand, among at the older 35+ age segment, national radio has a marginal majority share, 50.1% (-0.3%). However, 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, 56.4%. (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. In Kerry, 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 Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Listened at all *	84	(+0)	81	(+0)	86	(+0)	82	(-2)	89	(-1)	89	(-1)	82	(+1)	83	(+0)	81	(+0)
Any National	45	(+0)	44	(+1)	46	(-1)	44	(-1)	46	(+1)	44	(-2)	46	(+0)	47	(+0)	46	(+1)
Any RTE Radio	34	(+0)	34	(+1)	36	(-1)	33	(+0)	34	(+1)	34	(-1)	34	(+0)	35	(+0)	35	(+1)
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	34	(+0)	34	(+1)	36	(-1)	33	(+0)	34	(+1)	31	(-1)	34	(+0)	35	(+0)	35	(+1)
RTÉ Radio 1	24	(+0)	28	(+1)	25	(-1)	23	(+1)	22	(+1)	21	(-1)	21	(+0)	26	(+0)	28	(+1)
RTÉ 2FM	11	(+0)	7	(+1)	11	(+0)	11	(+0)	13	(+1)	11	(+0)	14	(+0)	9	(+0)	8	(+0)
RTÉ Lyric FM	3	(+0)	4	(+0)	5	(+0)	4	(+1)	3	(+0)	2	(+0)	2	(+1)	4	(+0)	4	(+0)
Today FM	13	(+0)	7	(-1)	15	(+0)	14	(-1)	15	(+0)	14	(-2)	14	(-1)	12	(+0)	9	(+0)
Newstalk	8	(+0)	12	(+0)	8	(+0)	6	(+0)	7	(+1)	5	(+0)	7	(+0)	10	(+0)	12	(+0)
Any Regional/Local/M-City/D-C#	58	(+0)	47	(-1)	67	(+0)	58	(-1)	66	(-1)	71	(+0)	53	(+1)	55	(+0)	47	(-1)
Classic Hits 4FM			2	(+0)	8	(+0)								4	(+0)	2	(+0)	
Radio Nova			4	(-1)												4	(-1)	
Beat 102-103							23	(+0)										
Spin South West									20	(-1)								
iRadio NW											21	(+0)						
iRadio NE													12	(+0)				
98FM			9	(-1)														
FM104			22	(+0)														
Q102			9	(-1)														
Sunshine 106.8			3	(+0)														
Spin 1038			13	(-1)														
Phantom 105.2			2	(+0)														
Corks 96FM/C103					53	(+2)												
Corks 96FM					42	(+2)												
C103 (Corks 103FM)					15	(+0)												
Corks Red FM					17	(-2)												

* 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	76	79	73	84	81	75	77	75
Any National	21	9	28	22	28	29	24	21	13
Any RTE Radio	13	5	17	13	18	20	15	13	8
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	13	5	17	13	18	17	15	13	8
RTE Radio 1	4	2	7	4	3	5	5	4	3
RTE 2FM	9	2	10	9	16	11	11	9	4
RTE Lyric FM	1	1	1	0	0	1	0	1	1
Today FM	9	2	11	13	12	12	12	7	4
Newstalk	3	3	6	1	3	3	3	4	3
Any Regional/Local/M-City/D-C#	68	70	71	65	72	71	63	68	68
Classic Hits 4FM		1	4					2	1
Radio Nova		5							4
Beat 102-103				58					
Spin South West					67				
iRadio NW						61			
iRadio NE							33		
98FM		9							
FM104		34							
Q102		7							
Sunshine 106.8		1							
Spin 1038		42							
Phantom 105.2		2							
Corks 96FM/C103			37						
Cork's 96FM			36						
C103 (Corks 103 FM)			2						
Corks Red FM			46						

* 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	79	86	83	76	79	77
Any National	33	21	39	36	41	38	37	30	24
Any RTE Radio	19	12	26	18	24	23	20	18	13
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	19	12	26	18	24	21	20	18	13
RTE Radio 1	7	7	11	6	6	8	5	8	7
RTE 2FM	12	4	17	13	19	14	16	10	6
RTE Lyric FM	1	2	2	1	1	1	1	1	1
Today FM	16	7	20	20	22	20	19	13	9
Newstalk	6	7	8	5	5	3	6	7	7
Any Regional/Local/M-City/D-C#	62	63	67	61	65	67	55	63	62
Classic Hits 4FM		1	6					3	1
Radio Nova		5							5
Beat 102-103				48					
Spin South West					48				
iRadio NW						47			
iRadio NE							26		
98FM		10							
FM104		34							
Q102		9							
Sunshine 106.8		1							
Spin 1038		27							
Phantom 105.2		3							
Corks 96FM/C103			43						
Corks 96FM			39						
C103 (Corks 103FM)			7						
Corks Red FM			34						

* 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 *	86	83	88	83	91	91	84	85	82
Any National	52	59	50	48	49	47	51	56	59
Any RTE Radio	43	48	41	41	39	39	41	46	48
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	42	48	41	41	39	36	41	45	48
RTE Radio 1	33	41	33	32	30	28	30	37	41
RTE 2FM	10	8	7	10	10	10	13	9	9
RTE Lyric FM	4	6	6	5	4	3	2	5	6
Today FM	11	8	12	11	12	11	11	11	9
Newstalk	9	15	8	6	7	6	7	12	15
Any Regional/Local/M-City/D-C#	55	37	66	57	67	72	53	50	38
Classic Hits 4FM		3	9					5	3
Radio Nova		4							4
Beat 102-103				11					
Spin South West					6				
iRadio NW						9			
iRadio NE							4		
98FM		8							
FM104		14							
Q102		10							
Sunshine 106.8		4							
Spin 1038		4							
Phantom 105.2		1							
Cork's 96FM/C103			58						
Cork's 96FM			44						
C103 (Corks 103FM)			19						
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 Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)		Weekdays (change from Apr'12-Mar'13)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Any National	46.4	(+0.1)	55.2	(+1.1)	39.6	(-1.1)	45.4	(+0.4)	40.5	(+1.6)	37.9	(-0.7)	49.7	(-0.8)	49.7	(+0.2)	56.1	(+0.6)
Any RTE Radio	32.8	(+0.4)	41.1	(+0.8)	27.4	(-1.7)	31.0	(+1.1)	27.2	(+2.0)	25.6	(+0.4)	35.1	(-0.3)	35.6	(+0.3)	41.2	(+0.7)
RTÉ Radio 1	23.1	(+0.1)	33.6	(+0.7)	17.9	(-2.2)	21.5	(+1.7)	16.4	(+1.2)	16.2	(-0.4)	23.4	(+0)	26.3	(-0.1)	33.1	(+0.7)
RTÉ 2FM	7.4	(+0.2)	5.2	(+0.5)	6.2	(+0.2)	7.9	(-0.3)	9.4	(+0.9)	5.9	(+0.5)	10.9	(-0.5)	6.4	(+0.4)	6.0	(+0.4)
RTÉ Lyric FM	1.7	(+0)	2.2	(-0.3)	2.8	(+0.3)	1.5	(+0.2)	1.1	(-0.1)	1.1	(+0)	0.7	(+0.1)	2.1	(-0.1)	2.1	(-0.2)
Today FM	9.0	(-0.4)	5.7	(-0.2)	8.1	(+0.2)	11.3	(-0.8)	9.6	(-0.6)	10.0	(-1.0)	11.2	(+0)	8.0	(-0.4)	7.0	(-0.2)
Newstalk	4.6	(+0.1)	8.2	(+0.4)	4.0	(+0.3)	3.0	(+0)	3.7	(+0.2)	2.3	(-0.2)	3.5	(-0.3)	6.0	(+0.2)	7.9	(+0.2)
Any Regional/Local/M-City/D-C#	53.6	(-0.1)	44.8	(-1.1)	60.4	(+1.1)	54.6	(-0.4)	59.5	(-1.6)	62.1	(+0.7)	50.3	(+0.8)	50.3	(-0.2)	43.9	(-0.6)
Classic Hits 4FM			1.9	(+0.3)	4.8	(+0)									2.7	(+0.1)	1.6	(+0.2)
Radio Nova			3.7	(+0.2)													3.4	(+0.0)
Beat 102-103							15.0	(+0.9)										
Spin South West									9.5	(-1.3)								
iRadio NW											12.2	(+1.0)						
iRadio NE													7.6	(-0.7)				
98FM			5.9	(-0.5)														
FM104			14.1	(-0.4)														
Q102			8.6	(-0.1)														
Sunshine 106.8			2.5	(+0.4)														
Spin 1038			7.1	(-0.7)														
Phantom 105.2			0.9	(+0)														
Corks 96FM/C103					45.3	(+2.4)												
Corks 96FM					34.6	(+2.2)												
C103 (Corks 103FM)					10.7	(+0)												
Corks Red FM					8.8	(-0.8)												
Mean No. of Minutes	236	(+0)	223	(+2)	293	(-4)	209	(+6)	227	(-5)	236	(-2)	241	(+4)	241	(+0)	230	(+3)

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	22.3	7.5	22.2	26.5	31.1	23.8	32.4	18.7	11.0
Any RTE Radio	11.5	3.8	11.6	8.6	20.9	12.2	15.9	11.2	6.1
RTE Radio 1	2.9	1.4	3.2	3.3	1.5	4.7	3.9	3.0	2.0
RTE 2FM	7.9	2.0	7.9	4.8	19.4	5.5	11.2	7.5	3.7
RTE Lyric FM	0.3	0.4	0.4	0.2	0	0.9	0	0.4	0.4
Today FM	8.8	2.2	7.0	15.5	7.7	9.8	15.6	5.4	3.3
Newstalk	1.9	1.5	3.4	2.4	2.2	1.8	0.9	2.1	1.6
Any Regional/Local/M-City/D-C#	77.7	92.5	77.8	73.5	68.9	76.2	67.6	81.3	89.0
Classic Hits 4FM		1.8	2.1					1.7	1.5
Radio Nova		7.1							5.8
Beat 102-103				56.9					
Spin South West					57.4				
iRadio NW						55.5			
iRadio NE							29.7		
98FM		8.0							
FM104		28.6							
Q102		5.5							
Sunshine 106.8		0.1							
Spin 1038		39.5							
Phantom 105.2		1.1							
Corks 96FM/C103			33.6						
Corks 96FM			33.3						
C103 (Corks 103FM)			0.3						
Corks Red FM			40.3						
Mean No. of Minutes	157	148	206	132	140	162	160	161	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	35.7	24.4	35.1	38.7	46.4	39.7	41.3	32.5	26.8
Any RTE Radio	17.1	11.6	17.2	15.9	23.5	19.0	19.7	16.3	13.1
RTE Radio 1	5.7	7.0	5.7	3.9	4.2	6.5	4.5	6.5	6.9
RTE 2FM	10.4	4.0	11.0	11.6	18.9	9.4	14.6	8.6	5.6
RTE Lyric FM	0.6	.7	0.2	0.3	0.4	1.1	0.3	0.6	0.6
Today FM	14.7	6.9	14.5	18.6	19.2	18.2	18.6	11.7	8.0
Newstalk	3.9	5.9	3.3	4.2	3.5	2.5	2.9	4.5	5.6
Any Regional/Local/M-City/D-C#	64.3	75.6	64.9	61.3	53.6	60.3	58.7	67.5	73.2
Classic Hits 4FM		0.7	5.0					2.3	0.7
Radio Nova		6.2							5.6
Beat 102-103				42.4					
Spin South West					32.3				
iRadio NW						35.7			
iRadio NE							23.3		
98FM		7.9							
FM104		29.0							
Q102		7.1							
Sunshine 106.8		0.5							
Spin 1038		22.4							
Phantom 105.2		1.3							
Corks 96FM/C103			36.4						
Corks 96FM			32.0						
C103 (Corks 103FM)			4.4						
Corks Red FM			21.0						
Mean No. of Minutes	186	172	253	153	171	197	183	192	176

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	50.1	67.4	41.4	47.4	38.7	37.3	52.5	56.4	67.3
Any RTE Radio	38.3	52.8	31.6	35.6	28.3	27.8	40.1	43.1	51.9
RTE Radio 1	29.3	44.2	22.9	26.9	20.1	19.4	29.5	33.9	43.0
RTE 2FM	6.4	5.7	4.2	6.8	6.5	4.7	9.8	5.6	6.1
RTE Lyric FM	2.1	2.8	3.8	1.8	1.4	1.1	0.8	2.7	2.6
Today FM	7.0	5.3	5.4	9.1	6.7	7.2	8.8	6.6	6.6
Newstalk	4.8	9.2	4.3	2.6	3.7	2.3	3.6	6.6	8.7
Any Regional/Local/M-City/D-C#	49.9	32.6	58.6	52.6	61.3	62.7	47.5	43.6	32.7
Classic Hits 4FM		2.3	4.7					2.8	2.0
Radio Nova		2.7							2.5
Beat 102-103				6.6					
Spin South West					2.6				
iRadio NW						4.4			
iRadio NE							2.4		
98FM		5.0							
FM104		8.2							
Q102		9.1							
Sunshine 106.8		3.3							
Spin 1038		1.1							
Phantom 105.2		0.7							
Cork's 96FM/C103			48.9						
Corks 96FM			35.7						
C103 (Corks 103FM)			13.2						
Corks Red FM			3.9						
Mean No. of Minutes	261	253	313	234	252	253	269	267	261

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 Apr'12-Mar'13)		(change from Apr'12-Mar'13)	
	%	%	%	%
Kildare	24	(+4)	21.6	(+1.4)
Kilkenny/Carlow	35	(+0)	29.8	(-0.1)
Louth/Meath	25	(+0)	33.6	(-0.4)
Laois/Offaly/Westmeath	35	(+0)	29.3	(+1.5)
Wexford	35	(-3)	34.2	(-3.0)
Wicklow	25	(-2)	20.2	(-1.3)
Limerick	45	(+0)	36.7	(+1.2)
Tipperary	41	(-2)	51.5	(+1.2)
Waterford	46	(+0)	42.0	(+0)
Clare	47	(-1)	44.5	(-1.6)
Kerry	51	(+2)	53.7	(-0.2)
Galway	39	(-4)	28.5	(-0.2)
Mayo	59	(-1)	50.7	(-1.3)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	40	(-1)	39.3	(-0.9)
Roscommon/Longford/Sth Leitrim	47	(-2)	39.5	(-1.5)
Cavan/Monaghan	33	(-2)	38.9	(-0.2)
Donegal Nth	65	(-2)	67.1	(+0.4)
Donegal South/Sligo/Nth Leitrim	51	(-1)	33.5	(-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.