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Ipsos MRBI/JNLR 2014/2 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (31st July, 2014). It covers the 12-month period from July 2013 to June 2014.

The latest results show **daily radio listening at 83%** - that is 83% of all adults listening every weekday.

A total of c16,600 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.

83% of Irish adults listen to the radio on an average day (=) - more than half 57% (=) tuning into their local or regional station and 46% (+1) listening to a national station. Among the younger 15-34 year market, 77% (=) 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 47.1% share of all minutes while local/regional radio holds the majority share position with 52.9% (+0.1%) in this reporting period.

In the various regions throughout the country, national radio holds the majority share position in Dublin (57.8%), the wider Dublin Commuter belt (57.7%) and the Multi-city area (50.8%) 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 (62.2%), Cork (60.5%) and South West regions (58.5%). (See T5).

Among the younger, 15-34 year old audience across the country, local/regional radio is in the majority share position in all regions achieving a national combined share of 66.8% (+1.2%) versus 33.2% for national radio. In particular, the local/regional group holds its strongest share position among this age segment in Dublin (73.2%), the Dublin Commuter region (71.1%) and in Cork (70.8%). (See T7).

On the other hand, among at the older 35+ age segment, national radio has the majority share of minutes, 51.6% (+0.3%). However, in regional markets among this age group, national radio maintains a strong share position in Dublin (68.7%), the Dublin Commuter region (67.4%), and in the Multi-city area (57.7%). (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 particular, on the criterion of share of minutes listened during prime 7am to 7pm, Highland Radio, MWR 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'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Listened at all *	83	(+0)	80	(+1)	82	(-1)	83	(+2)	88	(+1)	88	(+0)	81	(+0)	82	(+0)	80	(+0)
Any National	46	(+1)	45	(+0)	43	(+0)	45	(+2)	47	(-2)	46	(+1)	46	(+1)	47	(+0)	47	(+1)
Any RTE Radio	34	(+0)	34	(+0)	31	(-1)	32	(+1)	34	(-1)	35	(+0)	34	(+1)	34	(-1)	35	(+0)
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	33	(+0)	34	(+0)	30	(-1)	32	(+1)	34	(-1)	32	(-1)	34	(+1)	34	(+0)	35	(+0)
RTÉ Radio 1	24	(+0)	27	(+0)	22	(-1)	21	(+0)	21	(-1)	22	(+0)	22	(+0)	25	(-1)	27	(+0)
RTÉ 2FM	10	(+0)	7	(+0)	9	(+0)	12	(+0)	13	(-1)	11	(+0)	13	(+0)	9	(+0)	8	(+0)
RTÉ Lyric FM	4	(+0)	6	(+1)	4	(-1)	3	(+1)	3	(+0)	3	(+0)	3	(+1)	5	(+0)	5	(+0)
Today FM	13	(+1)	8	(+1)	14	(+0)	16	(+0)	15	(-1)	14	(+0)	15	(+1)	12	(+0)	10	(+1)
Newstalk	10	(+1)	15	(+1)	10	(+1)	8	(+1)	8	(+1)	8	(+1)	8	(+0)	12	(+1)	14	(+1)
Any Regional/Local/M-City/D-C#	57	(+0)	46	(+1)	63	(+0)	60	(+1)	64	(+1)	68	(-1)	56	(+2)	54	(+1)	47	(+1)
Classic Hits 4FM			4	(+1)	7	(+0)								5	(+0)	3	(+0)	
Radio Nova			5	(+0)												6	(+1)	
Beat 102-103							25	(+1)										
Spin South West									20	(+1)								
iRadio NW											21	(+0)						
iRadio NE													14	(+1)				
Dublin's 98FM			10	(+1)														
FM104			18	(-1)														
Q102			9	(+0)														
Sunshine 106.8			3	(+0)														
Spin 1038			13	(+0)														
TXFM (Phantom 105.2)			2	(+1)														
Corks 96FM/C103					47	(-4)												
Corks 96FM					34	(-4)												
C103 (Corks 103FM)					17	(+1)												
Corks Red FM					19	(+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, iRadio, 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 *	76	73	74	77	84	82	74	75	74
Any National	20	11	20	23	32	21	22	19	14
Any RTE Radio	13	6	12	10	24	15	14	13	8
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	12	6	12	10	24	13	14	12	8
RTE Radio 1	4	3	4	2	4	3	5	4	4
RTE 2FM	9	2	9	8	20	10	8	8	4
RTE Lyric FM	1	1	1	0	1	0	2	1	2
Today FM	8	3	11	14	13	7	10	8	5
Newstalk	2	2	4	1	2	2	2	3	2
Any Regional/Local/M-City/D-C#	69	67	68	72	69	75	66	67	67
Classic Hits 4FM		0	5					2	0
Radio Nova		4							4
Beat 102-103				65					
Spin South West					61				
iRadio NW						60			
iRadio NE							38		
Dublin's 98FM		10							
FM104		29							
Q102		9							
Sunshine 106.8		2							
Spin 1038		46							
Phantom 105.2		3							
Corks 96FM/C103			27						
Cork's 96FM			23						
C103 (Corks 103 FM)			4						
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, iRadio, 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 *	77	74	74	78	83	84	76	76	74
Any National	31	23	31	35	41	36	34	30	25
Any RTE Radio	18	13	18	17	21	23	20	17	14
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	17	13	17	17	21	20	20	16	14
RTE Radio 1	6	8	6	5	4	6	6	7	7
RTE 2FM	11	5	12	14	17	15	13	10	6
RTE Lyric FM	1	2	1	1	2	1	1	2	2
Today FM	15	8	16	21	23	19	18	14	10
Newstalk	6	9	6	4	5	5	4	8	9
Any Regional/Local/M-City/D-C#	62	60	64	60	61	67	61	61	60
Classic Hits 4FM		2	7					4	2
Radio Nova		6							7
Beat 102-103				51					
Spin South West					47				
iRadio NW						47			
iRadio NE							32		
Dublin's 98FM		12							
FM104		28							
Q102		10							
Sunshine 106.8		2							
Spin 1038		27							
Phantom 105.2		3							
Corks 96FM/C103			36						
Corks 96FM			31						
C103 (Corks 103FM)			8						
Corks Red FM			33						

* 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, iRadio, 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	87	85	90	90	84	86	84
Any National	53	59	49	49	51	51	52	57	59
Any RTE Radio	42	47	38	39	40	41	42	45	47
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	42	47	37	38	39	38	41	44	47
RTE Radio 1	33	39	31	29	29	29	31	36	39
RTE 2FM	10	8	6	11	11	9	12	8	9
RTE Lyric FM	5	8	6	4	3	4	4	7	7
Today FM	11	8	12	14	12	11	14	11	10
Newstalk	12	18	12	10	9	10	10	15	17
Any Regional/Local/M-City/D-C#	55	38	63	60	66	69	53	50	40
Classic Hits 4FM		5	7					6	4
Radio Nova		5							5
Beat 102-103				12					
Spin South West					8				
iRadio NW						9			
iRadio NE							5		
Dublin's 98FM		8							
FM104		12							
Q102		9							
Sunshine 106.8		4							
Spin 1038		5							
TXFM (Phantom 105.2)		1							
Cork's 96FM/C103			54						
Cork's 96FM			36						
C103 (Corks 103FM)			22						
Corks Red FM			12						

* 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, iRadio, 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'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)		Weekdays (change from Apr'13-Mar'14)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Any National	47.1	(-0.1)	57.8	(-0.5)	39.5	(+1.0)	44.8	(-0.7)	41.5	(-1.4)	37.8	(+0.3)	49.3	(+0.1)	50.8	(+0)	57.7	(-0.4)
Any RTE Radio	31.9	(-0.6)	41.7	(-1.1)	24.7	(-0.1)	28.3	(-0.1)	26.6	(-2.1)	25.2	(-0.3)	32.9	(-0.6)	34.6	(-0.9)	40.7	(-1.4)
RTÉ Radio 1	22.7	(-0.4)	33.4	(-0.7)	16.8	(+0.1)	19.0	(+0.3)	16.6	(-1.1)	15.8	(-0.7)	22.8	(-0.3)	25.6	(-0.8)	32.0	(-1.4)
RTÉ 2FM	6.6	(-0.5)	4.9	(-0.8)	5.1	(+0.3)	8.1	(-0.5)	8.6	(-1.0)	6.4	(-0.1)	8.4	(-0.5)	5.8	(-0.5)	5.4	(-0.6)
RTÉ Lyric FM	1.8	(+0.1)	3.2	(+0.4)	1.8	(-0.5)	0.9	(+0.1)	1.2	(+0)	0.9	(+0)	1.4	(+0.3)	2.4	(+0.2)	3.1	(+0.6)
Today FM	9.2	(+0.2)	6.1	(+0.3)	9.4	(+0.6)	12.6	(-0.8)	9.9	(-0.2)	8.7	(+0.1)	11.6	(+0.5)	8.6	(+0.4)	7.6	(+0.7)
Newstalk	6.1	(+0.5)	10.0	(+0.3)	5.4	(+0.5)	3.8	(+0.1)	5.1	(+0.9)	3.9	(+0.5)	4.8	(+0.2)	7.5	(+0.4)	9.3	(+0.2)
Any Regional/Local/M-City/D-C#	52.9	(+0.1)	42.2	(+0.5)	60.5	(-1.0)	55.2	(+0.7)	58.5	(+1.4)	62.2	(-0.3)	50.7	(-0.1)	49.2	(+0)	42.3	(+0.4)
Classic Hits 4FM			2.3	(+0)	4.0	(+0.3)								3.1	(+0.2)	2.0	(+0)	
Radio Nova			3.9	(+0.1)												4.1	(+0.6)	
Beat 102-103							16.7	(+1.2)										
Spin South West									10.4	(+1.0)								
iRadio NW											12.3	(-0.7)						
iRadio NE													9.0	(+0.4)				
Dublin's 98FM			5.9	(+0.4)														
FM104			11.6	(-0.9)														
Q102			6.9	(+0)														
Sunshine 106.8			2.5	(-0.2)														
Spin 1038			7.1	(+0.5)														
TXFM (Phantom 105.2)			1.3	(+0.3)														
Corks 96FM/C103					43.7	(-4.1)												
Corks 96FM					30.0	(-5.2)												
C103 (Corks 103FM)					13.7	(+1.1)												
Corks Red FM					10.9	(+2.4)												
Mean No. of Minutes	234	(+0)	230	(-1)	286	(-6)	210	(-4)	213	(+3)	234	(-1)	230	(+0)	237	(-3)	231	(-2)

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, iRadio, 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	17.6	9.4	21.8	17.3	29.5	13.6	21.8	17.9	12.8
Any RTE Radio	9.9	6.0	12.2	5.6	19.3	8.0	11.0	10.6	7.1
RTE Radio 1	2.3	3.1	2.2	0.8	1.8	2.0	2.3	2.5	2.9
RTE 2FM	6.7	2.4	9.0	4.8	17.3	4.6	6.9	7.0	3.4
RTE Lyric FM	0.6	0.5	0.9	0	0.1	0.1	1.9	0.7	0.9
Today FM	6.6	2.8	7.8	10.6	9.0	3.9	10.2	6.1	5.1
Newstalk	1.1	0.7	1.8	1.1	1.2	1.7	0.6	1.3	0.6
Any Regional/Local/M-City/D-C#	82.4	90.6	78.2	82.7	70.5	86.4	78.2	82.1	87.2
Classic Hits 4FM		0.3	5.8					2.6	0.2
Radio Nova		5.4							6.2
Beat 102-103				70.8					
Spin South West					51.1				
iRadio NW						58.7			
iRadio NE							38.5		
Dublin's 98FM		6.1							
FM104		21.1							
Q102		9.9							
Sunshine 106.8		1.7							
Spin 1038		42.3							
TXFM (Phantom 105.2)		3.7							
Corks 96FM/C103			26.8						
Corks 96FM			25.4						
C103 (Corks 103FM)			1.4						
Corks Red FM			38.7						
Mean No. of Minutes	152	153	202	123	139	152	142	160	151

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, iRadio, 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	33.2	26.8	29.2	40.3	39.0	33.4	39.0	30.9	28.9
Any RTE Radio	14.7	12.3	13.8	14.0	16.0	16.0	16.6	13.7	12.5
RTE Radio 1	4.5	6.8	2.9	3.1	2.4	3.3	4.8	4.5	6.1
RTE 2FM	9.1	4.1	9.4	10.9	13.0	10.9	11.1	7.6	5.0
RTE Lyric FM	0.7	1.2	0.3	0	0.6	0.4	0.6	0.9	1.2
Today FM	14.2	7.0	12.6	22.7	19.3	14.7	19.1	12.1	9.5
Newstalk	4.3	7.6	2.8	3.6	3.6	2.8	3.3	5.1	6.9
Any Regional/Local/M-City/D-C#	66.8	73.2	70.8	59.7	61.0	66.6	61.0	69.1	71.1
Classic Hits 4FM		1.5	4.4					3.3	1.3
Radio Nova		5.4							5.9
Beat 102-103				47.8					
Spin South West					35.9				
iRadio NW						37.5			
iRadio NE							28.6		
Dublin's 98FM		8.9							
FM104		23.7							
Q102		8.0							
Sunshine 106.8		1.4							
Spin 1038		20.5							
TXFM (Phantom 105.2)		3.5							
Corks 96FM/C103			37.9						
Corks 96FM			30.9						
C103 (Corks 103FM)			7.1						
Corks Red FM			24.7						
Mean No. of Minutes	181	175	249	159	160	179	170	187	174

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, iRadio, 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	51.6	68.7	43.4	46.0	42.2	39.1	52.4	57.7	67.4
Any RTE Radio	37.4	52.1	28.9	32.4	29.5	27.9	37.8	41.9	50.3
RTE Radio 1	28.6	42.8	22.0	23.5	20.6	19.4	28.2	32.9	40.8
RTE 2FM	5.9	5.1	3.4	7.3	7.3	5.0	7.6	5.2	5.5
RTE Lyric FM	2.2	4.0	2.3	1.1	1.3	1.1	1.6	2.9	3.7
Today FM	7.6	5.8	8.2	9.7	7.2	7.0	9.3	7.4	7.0
Newstalk	6.6	10.8	6.3	3.9	5.5	4.3	5.3	8.4	10.2
Any Regional/Local/M-City/D-C#	48.4	31.3	56.6	54.0	57.8	60.9	47.6	42.3	32.6
Classic Hits 4FM		2.6	3.9					3.0	2.3
Radio Nova		3.3							3.4
Beat 102-103				7.8					
Spin South West					3.4				
iRadio NW						4.9			
iRadio NE							3.1		
Dublin's 98FM		4.8							
FM104		7.3							
Q102		6.6							
Sunshine 106.8		2.8							
Spin 1038		2.3							
TXFM (Phantom 105.2)		0.5							
Cork's 96FM/C103			45.8						
Corks 96FM			29.6						
C103 (Corks 103FM)			16.2						
Corks Red FM			5.7						
Mean No. of Minutes	258	258	302	231	234	258	258	262	260

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, iRadio, 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'13-Mar'14)		(change from Apr'13-Mar'14)	
	%	%	%	%
Kildare	22	(-3)	16.3	(-0.8)
Kilkenny/Carlow	35	(+1)	27.4	(-2.5)
Louth/Meath	24	(+1)	29.5	(-0.8)
Laois/Offaly/Westmeath	36	(+0)	32.8	(-3.6)
Wexford	40	(+3)	34.0	(+3.0)
Wicklow	32	(+2)	24.3	(-1.0)
Limerick	45	(+2)	38.6	(+1.1)
Tipperary	34	(-2)	42.1	(-6.9)
Waterford	45	(-1)	39.3	(-2.1)
Clare	46	(+2)	38.3	(+2.2)
Kerry	51	(+1)	52.3	(+2.0)
Galway	32	(+0)	24.6	(-1.7)
Mayo	63	(+1)	59.8	(+1.4)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	44	(+1)	42.0	(+1.3)
Roscommon/Longford/Sth Leitrim	48	(+0)	46.1	(+2.5)
Cavan/Monaghan	40	(+1)	36.5	(-0.5)
Donegal Nth	64	(+0)	60.9	(-2.9)
Donegal South/Sligo/Nth Leitrim	44	(+0)	29.3	(+0.7)

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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.