JNLR - JOINT NATIONAL LISTENERSHIP RESEARCH
Ipsos MRBI /22-090290

CORK

Assignment No.
Questionnaire No.

Good morning/afternoon/evening, I am from Ipsos MRBI - an Irish Market Research Company and we are conducting a survey. Firstly, we will be discussing radio listening, and then I will be asking you some questions about other types of media.

Let me assure you first that your opinions will be held by us in the strictest confidence. Are you OK to continue?

Yes 1
No ..... 2 **CLOSE**

Q.1 Firstly, which of the following types of radio are there in your household or do you own yourself?

READ OUT LIST

	Yes	No	DK
Any AM/FM radio in your home	1	1	1
Any car radio	3	3	3
Any radio that receives long-wave	4	4	4
Any radio on your TV set	5	5	5
Any radio on your PC/internet	6	6	6
Any radio on your mobile phone	7	7	7
Any radio via a smart speaker (e.g. *Alexa*, *Amazon Echo* or *Google Home*)	8	8	8

INTERVIEWER: IT IS VITAL THAT YOU READ OUT THIS STATEMENT

I am going to ask you now about listening to the radio. By listening we mean all types of listening - on a radio at home or in the car, on a computer or laptop, a mobile phone or tablet, an APP, a smart speaker (such as *Alexa, Amazon Echo, Google Home*) or on a TV. It also means listening anywhere – at home, in the car, at work or in some other place, to any part of any programme, no matter how long or short a time you listen.

NO QUESTION 2

Q.3 Now tell me when did YOU last listen to or hear anything on the radio – remember, by listening or hearing, I mean ALL types of listening on any type of device?

Today		1
Yesterday	2	**GO TO Q.4**
Longer ago	3	**GO TO Q.7**
Can't recall	4	

(a) Apart from today, when did you last listen to or hear anything on the radio?

Yesterday	2	**GO TO Q.4**
Longer ago	3	**GO TO Q.7**
Can't recall	4	

18

Q.4 Which of these radio stations did you listen to or hear yesterday - it doesn't matter for how long or how short a period you listened? **INTERVIEWER READ OUT LIST: ROTATE START AND TICK**

		Listened	Did Not
☐	RTÉ Radio 1	01	Z
☐	Today FM (100-102)	02	Z
☐	RTÉ 2fm	03	Z
☐	Newstalk 106-108	22	Z
☐	Classic Hits Radio	27	Z
☐	Cork's 96FM	07	Z
☐	C103	06	Z
☐	Cork's RedFM	20	Z
	Other Local or Regional Radio Stations (Write in name) _____	09	Z
☐	RTÉ Lyric fm (96-99FM)	10	Z
☐	RTÉ Raidió na Gaeltachta	11	Z

(a) Did you listen to any other radio station yesterday?

Any other station
(Write in name) _____ 13 Z 19

OFFICE USE ONLY

Community Radio Station	15	**RECORD LISTENING UNDER**
"Pirate Radio" Station.....	16	"ALL OTHER STATIONS" ON
Non-Irish Stations (BBC's etc.)	17	GRID PAGE (CODE 13) *
Digital Station (not on list above)	18	

INTERVIEWER: TICK STATIONS LISTENED TO YESTERDAY ON GRID OVERLEAF. ASK DETAILS OF RADIO LISTENERSHIP FOR ALL STATIONS SHOWN ON GRID IF RESPONDENTS LISTENED TO THEM YESTERDAY. ROTATE STATION STARTED WITH, AS AT Q.4.

Q.5 Here is a list of the ..... radio programmes for yesterday. Would you please look through it carefully and tell me all the times you listened to ..... (mention station) yesterday?
EXPLAIN "LISTENING" AS AT Q.3

INTERVIEWER: WRITE IN THE TIME LISTENING COMMENCED AND STOPPED IN THE APPROPRIATE SECTIONS OF THE GRID. RING CODES FOR ALL INTERVENING FULL BLOCKS LISTENED TO.

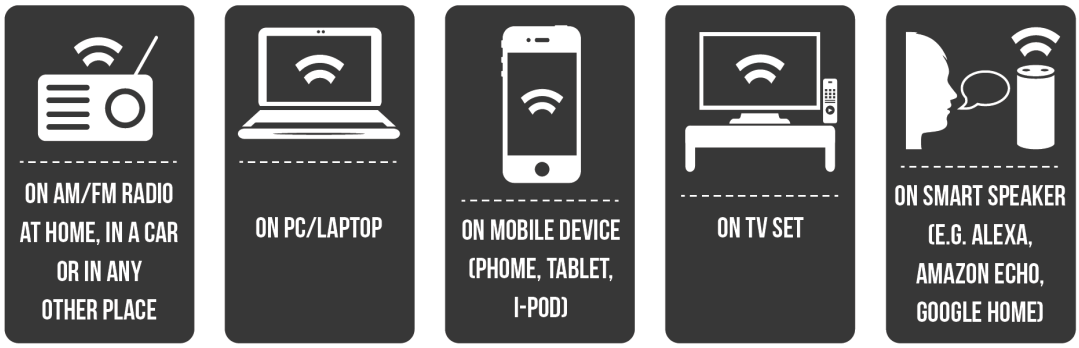
INTERVIEWER: REPEAT PROCEDURE FOR OTHER STATIONS LISTENED TO.

FOR STATIONS WITHOUT PROGRAMME LISTS, ASK RESPONDENT TO THINK BACK CAREFULLY AND TELL YOU ALL THE TIMES HE/SHE LISTENED.

INTERVIEWER: WHEN ALL LISTENING AT Q.5 IS RECORDED ON GRID ASK:

Q.6 When you were listening to ..... (mention station) yesterday, between ..... and ..... (mention time block in which listening occurred), which device did you use to listen?
SHOW CARD & READ OUT

READ OUT
- on AM/FM radio - at home, in car or in any other place
- on PC/laptop
- on mobile device – e.g. phone, tablet, iPod
- on TV set
- on a smart speaker – such as *Alexa*, *Amazon Echo* or *Google Home*



RECORD LISTENING DEVICE ON GRID.
REPEAT FOR ALL TIME BLOCKS WHERE LISTENING HAS OCCURED
(BEGIN AT THE EARLIEST TIME AND WORK THROUGH THE DAY)

STATION LISTENED TO

MONDAY - FRIDAY Listened YESTERDAY		O RTÉ Radio 1	Today FM	RTÉ 2fm	Newstalk 106-108	Classic Hits Radio	Cork's 96FM	C103	Cork's Red FM	Other Local or Regional Stations	O RTÉ Lyric fm	RTÉ Raidió na Gaeltachta
01	6am - 6.15	01	02	03	22	27	07	06	20	09	10	11
02	6.15 - 6.30	01	02	03	22	27	07	06	20	09	10	11
03	6.30 - 6.45	01	02	03	22	27	07	06	20	09	10	11
04	6.45 - 7am	01	02	03	22	27	07	06	20	09	10	11
05	7am - 7.15	01	02	03	22	27	07	06	20	09	10	11
06	7.15 - 7.30	01	02	03	22	27	07	06	20	09	10	11
07	7.30 - 7.45	01	02	03	22	27	07	06	20	09	10	11
08	7.45 - 8am	01	02	03	22	27	07	06	20	09	10	11
09	8am - 8.15	01	02	03	22	27	07	06	20	09	10	11
10	8.15 - 8.30	01	02	03	22	27	07	06	20	09	10	11
11	8.30 - 8.45	01	02	03	22	27	07	06	20	09	10	11
12	8.45 - 9am	01	02	03	22	27	07	06	20	09	10	11
13	9am - 9.15	01	02	03	22	27	07	06	20	09	10	11
14	9.15 - 9.30	01	02	03	22	27	07	06	20	09	10	11
15	9.30 - 9.45	01	02	03	22	27	07	06	20	09	10	11
16	9.45 - 10am	01	02	03	22	27	07	06	20	09	10	11
17	10am - 10.15	01	02	03	22	27	07	06	20	09	10	11
18	10.15 - 10.30	01	02	03	22	27	07	06	20	09	10	11
19	10.30 - 10.45	01	02	03	22	27	07	06	20	09	10	11
20	10.45 - 11am	01	02	03	22	27	07	06	20	09	10	11
21	11am - 11.15	01	02	03	22	27	07	06	20	09	10	11
22	11.15 - 11.30	01	02	03	22	27	07	06	20	09	10	11
23	11.30 - 11.45	01	02	03	22	27	07	06	20	09	10	11
24	11.45 - 12am	01	02	03	22	27	07	06	20	09	10	11
25	12noon - 12.15	01	02	03	22	27	07	06	20	09	10	11
26	12.15 - 12.30	01	02	03	22	27	07	06	20	09	10	11
27	12.30 - 12.45	01	02	03	22	27	07	06	20	09	10	11
28	12.45 - 1pm	01	02	03	22	27	07	06	20	09	10	11
29	1pm - 1.15	01	02	03	22	27	07	06	20	09	10	11
30	1.15 - 1.30	01	02	03	22	27	07	06	20	09	10	11
31	1.30 - 1.45	01	02	03	22	27	07	06	20	09	10	11
32	1.45 - 2pm	01	02	03	22	27	07	06	20	09	10	11
33	2pm - 2.15	01	02	03	22	27	07	06	20	09	10	11
34	2.15 - 2.30	01	02	03	22	27	07	06	20	09	10	11
35	2.30 - 2.45	01	02	03	22	27	07	06	20	09	10	11
36	2.45 - 3pm	01	02	03	22	27	07	06	20	09	10	11
37	3pm - 3.15	01	02	03	22	27	07	06	20	09	10	11
38	3.15 - 3.30	01	02	03	22	27	07	06	20	09	10	11
39	3.30 - 3.45	01	02	03	22	27	07	06	20	09	10	11
40	3.45 - 4pm	01	02	03	22	27	07	06	20	09	10	11
41	4pm - 4.15	01	02	03	22	27	07	06	20	09	10	11
42	4.15 - 4.30	01	02	03	22	27	07	06	20	09	10	11
43	4.30 - 4.45	01	02	03	22	27	07	06	20	09	10	11
44	4.45 - 5pm	01	02	03	22	27	07	06	20	09	10	11
45	5pm - 5.15	01	02	03	22	27	07	06	20	09	10	11
46	5.15 - 5.30	01	02	03	22	27	07	06	20	09	10	11
47	5.30 - 5.45	01	02	03	22	27	07	06	20	09	10	11
48	5.45 - 6pm	01	02	03	22	27	07	06	20	09	10	11
49	6pm - 6.15	01	02	03	22	27	07	06	20	09	10	11
50	6.15 - 6.30	01	02	03	22	27	07	06	20	09	10	11
51	6.30 - 6.45	01	02	03	22	27	07	06	20	09	10	11
52	6.45 - 7pm	01	02	03	22	27	07	06	20	09	10	11
53	7pm - 7.30	01	02	03	22	27	07	06	20	09	10	11
54	7.30 - 8pm	01	02	03	22	27	07	06	20	09	10	11
55	8pm - 8.30	01	02	03	22	27	07	06	20	09	10	11
56	8.30 - 9pm	01	02	03	22	27	07	06	20	09	10	11
57	9pm - 9.30	01	02	03	22	27	07	06	20	09	10	11
58	9.30 - 10pm	01	02	03	22	27	07	06	20	09	10	11
59	10pm - 10.30	01	02	03	22	27	07	06	20	09	10	11
60	10.30 - 11pm	01	02	03	22	27	07	06	20	09	10	11
61	11pm - 11.30	01	02	03	22	27	07	06	20	09	10	11
62	11.30 - 12m'night	01	02	03	22	27	07	06	20	09	10	11
63	12m'night - 12.30	01	02	03	22	27	07	06	20	09	10	11
64	12.30 - 1am	01	02	03	22	27	07	06	20	09	10	11
65	1am - 1.30	01	02	03	22	27	07	06	20	09	10	11
66	1.30 - 2am	01	02	03	22	27	07	06	20	09	10	11
67	2am - 3am	01	02	03	22	27	07	06	20	09	10	11
68	3am - 4am	01	02	03	22	27	07	06	20	09	10	11
69	4am - 5am	01	02	03	22	27	07	06	20	09	10	11
70	5am - 6am	01	02	03	22	27	07	06	20	09	10	11

LISTENING DEVICE

Any other stations	MONDAY - FRIDAY Listened YESTERDAY		On am/fm radio at home/ in car	On PC/ laptop	On mobile device (phone, tablet, iPod,)	On TV set	On a smart speaker (Alexa etc.)
13	01	6am - 6.15	1	2	3	4	6
13	02	6.15 - 6.30	1	2	3	4	6
13	03	6.30 - 6.45	1	2	3	4	6
13	04	6.45 - 7am	1	2	3	4	6
13	05	7am - 7.15	1	2	3	4	6
13	06	7.15 - 7.30	1	2	3	4	6
13	07	7.30 - 7.45	1	2	3	4	6
13	08	7.45 - 8am	1	2	3	4	6
13	09	8am - 8.15	1	2	3	4	6
13	10	8.15 - 8.30	1	2	3	4	6
13	11	8.30 - 8.45	1	2	3	4	6
13	12	8.45 - 9am	1	2	3	4	6
13	13	9am - 9.15	1	2	3	4	6
13	14	9.15 - 9.30	1	2	3	4	6
13	15	9.30 - 9.45	1	2	3	4	6
13	16	9.45 - 10am	1	2	3	4	6
13	17	10am - 10.15	1	2	3	4	6
13	18	10.15 - 10.30	1	2	3	4	6
13	19	10.30 - 10.45	1	2	3	4	6
13	20	10.45 - 11am	1	2	3	4	6
13	21	11am - 11.15	1	2	3	4	6
13	22	11.15 - 11.30	1	2	3	4	6
13	23	11.30 - 11.45	1	2	3	4	6
13	24	11.45 - 12am	1	2	3	4	6
13	25	12noon - 12.15	1	2	3	4	6
13	26	12.15 - 12.30	1	2	3	4	6
13	27	12.30 - 12.45	1	2	3	4	6
13	28	12.45 - 1pm	1	2	3	4	6
13	29	1pm - 1.15	1	2	3	4	6
13	30	1.15 - 1.30	1	2	3	4	6
13	31	1.30 - 1.45	1	2	3	4	6
13	32	1.45 - 2pm	1	2	3	4	6
13	33	2pm - 2.15	1	2	3	4	6
13	34	2.15 - 2.30	1	2	3	4	6
13	35	2.30 - 2.45	1	2	3	4	6
13	36	2.45 - 3pm	1	2	3	4	6
13	37	3pm - 3.15	1	2	3	4	6
13	38	3.15 - 3.30	1	2	3	4	6
13	39	3.30 - 3.45	1	2	3	4	6
13	40	3.45 - 4pm	1	2	3	4	6
13	41	4pm - 4.15	1	2	3	4	6
13	42	4.15 - 4.30	1	2	3	4	6
13	43	4.30 - 4.45	1	2	3	4	6
13	44	4.45 - 5pm	1	2	3	4	6
13	45	5pm - 5.15	1	2	3	4	6
13	46	5.15 - 5.30	1	2	3	4	6
13	47	5.30 - 5.45	1	2	3	4	6
13	48	5.45 - 6pm	1	2	3	4	6
13	49	6pm - 6.15	1	2	3	4	6
13	50	6.15 - 6.30	1	2	3	4	6
13	51	6.30 - 6.45	1	2	3	4	6
13	52	6.45 - 7pm	1	2	3	4	6
13	53	7pm - 7.30	1	2	3	4	6
13	54	7.30 - 8pm	1	2	3	4	6
13	55	8pm - 8.30	1	2	3	4	6
13	56	8.30 - 9pm	1	2	3	4	6
13	57	9pm - 9.30	1	2	3	4	6
13	58	9.30 - 10pm	1	2	3	4	6
13	59	10pm - 10.30	1	2	3	4	6
13	60	10.30 - 11pm	1	2	3	4	6
13	61	11pm - 11.30	1	2	3	4	6
13	62	11.30 - 12m'night	1	2	3	4	6
13	63	12m'night - 12.30	1	2	3	4	6
13	64	12.30 - 1am	1	2	3	4	6
13	65	1am - 1.30	1	2	3	4	6
13	66	1.30 - 2am	1	2	3	4	6
13	67	2am - 3am	1	2	3	4	6
13	68	3am - 4am	1	2	3	4	6
13	69	4am - 5am	1	2	3	4	6
13	70	5am - 6am	1	2	3	4	6

ASK ALL

Q.7 During the past week, on how many of the five **WEEK-DAYS** did you listen to each of the following stations - at any time during the day? **READ OUT STATIONS: ROTATE START**

	Five Days	Four Days	Three Days	Two Days	One Day	None	
☐ RTÉ Radio 1	5	4	3	2	1	0	31
☐ Today FM(100-102)	5	4	3	2	1	0	32
☐ RTÉ 2fm	5	4	3	2	1	0	33
☐ Newstalk 106-108	5	4	3	2	1	0	35d
☐ Classic Hits Radio	5	4	3	2	1	0	36
☐ Cork's 96FM	5	4	3	2	1	0	37
☐ C103	5	4	3	2	1	0	37b
☐ Cork's RedFM	5	4	3	2	1	0	37a
Other _____ Local or Regional Radio Stations	5	4	3	2	1	0	39
☐ RTÉ Lyric fm (96-99FM)	5	4	3	2	1	0	40
☐ RTÉ Raidió na Gaeltachta	5	4	3	2	1	0	41

Skip Col 42

ASK ALL

Q.8 In terms of the statements on this card, could you summarise with me now, when you last listened to each of these stations? **SHOW CARD** **READ OUT STATIONS: ROTATE START**

	Yesterday	Within past week	Within past month	Within past 6 mths	Within past year	Longer ago	Never	
☐ RTÉ Radio 1	1	2	3	4	5	6	7	43
☐ Today FM(100-102)	1	2	3	4	5	6	7	44
☐ RTÉ 2fm	1	2	3	4	5	6	7	45
☐ Newstalk 106-108	1	2	3	4	5	6	7	47d
☐ Classic Hits Radio	1	2	3	4	5	6	7	48
☐ Cork's 96FM	1	2	3	4	5	6	7	49
☐ C103	1	2	3	4	5	6	7	49b
☐ Cork's RedFM	1	2	3	4	5	6	7	49a
Other _____ Local or Regional Radio Stations	1	2	3	4	5	6	7	51
☐ RTÉ Lyric fm (96-99FM)	1	2	3	4	5	6	7	52
☐ RTÉ Raidió na Gaeltachta	1	2	3	4	5	6	7	53

CLASSIFICATION

I have a few questions for classification purposes, to ensure that we have interviewed a true cross section of people.

Your answers will be held in strict confidence and used only for statistical purposes.

AGE: **PLEASE RECORD THE ACTUAL AGE AS GIVEN TO YOU BY THE RESPONDENT**

STATE ACTUAL AGE ☐☐ ***(ESTIMATED AGE)*** ☐☐

15 01	19 05	35-39 09	55-59 13
16 02	20-24 06	40-44 10	60-64 14
17 03	25-29 07	45-49 11	65-69 15
18 04	30-34 08	50-54 12	70+ 16

GENDER: **What is your gender?**

Male 1
Female 2

STATUS: **What is your current status? Are you …?**

Single 1
Married / Living as married 2
Separated / Divorced 3
Widowed 4

SHOPPER: **Who normally does most of the shopping for groceries for your household?**

Respondent/shared 1
Other person 2

CHIEF INCOME EARNER: Are you the Chief Income Earner/HOH in this household, or not?

Yes 1
No 2

ASK ALL - OCCUPATION CHIEF INCOME EARNER (C.I.E.)/ H.O.H.

If C.I.E. is unemployed less than 6 months or has private/contributory/widow/widower pension, ASK FOR PREVIOUS OCCUPATION

A Specify details - Occupation of Chief Income Earner (WRITE IN DETAIL)

_____

IF	Farmer 50+ acres	Code as F1
	Farmer <50 acres	Code as F2
	Student	Code as C1
	Home maker (state pension only)	Code as E

B **EMPLOYMENT TYPE**
Is the Chief Income Earner employed, self-employed, unemployed or retired? (Code to pre-codes)

Employed		01
Self-employed		02
Unemployed *(less than 6 months)*		03
Unemployed *(more than 6 months)*	04 (E)	
Retired *(private pension - contributory, widow(er))*		05
Retired *(state pension only)*	06 (E)	
Farmer 50+ acres	07 (F1)	
Farmer <50 acres	08 (F2)	
Student	09 (C1)	
Other – dependent on state pension only	10 (E)	

C ***(If Retired with private pension or unemployed less than 6 months ask in relation to previous job)***

Special responsibilities of C.I.E.
Does the Chief Income Earner have a management or supervisory role within the company? (Code to pre-codes)

Owner/Managing Director	1
Other Director / Partner	2
Manager	3
Supervisor	4
Foreman	5
Sole Trader	6
Other management role	7
None of these roles	9

D **NO. OF STAFF C.I.E. RESPONSIBLE FOR**
(*Ask for ALL incl. those with no special responsibilities*). [ ][ ][ ][ ] *If not responsible for any employees, write in zero*

E **QUALIFICATIONS OF C.I.E.**
Does Chief Income Earner have particular qualifications for this job?

Yes	1
No	2

F **WORK TYPE OF C.I.E.**

Manual	1
Non-manual	2

SC. **SOCIAL CLASS - CODE**

If Manager or Supervisor (in non-manual role), (Code 3 or 4 @ C above,) and you are unsure if S/Class is AB or C1:
12+ employees – Code A/ B
<12 employees – Code C1

A	1
B	2
C1	3
C2	4
D	5
E	6
F1	7
F2	8

IN ALL FARMING HOUSEHOLDS, ASK:

(a) Are you the person responsible for running the farm - either solely responsible, or responsible jointly with somebody else?

Yes	1
No	2

(b) Is the farmer in this household a part time or a full-time farmer?

Full-time	1
Part-time	2

PERSONAL EMPLOYMENT STATUS:
Which of these best describes YOUR OWN current situation? **SHOW CARD**

Working/employee (full/part-time)	1
Self-employed	2
Unemployed - seeking work	3
Unemployed due to illness/disability	8
Retired	4
Full-time homemaker (looking after family)	5
Student	6
Other	7

ASK THOSE WORKING OR SELF-EMPLOYED (CODE 1 OR 2)

(a) Do you have …?

A full-time occupation/paid job of 30+ hours per week	1
A part-time occupation/paid job of 18-29 hours per week	2
A part-time occupation/paid job of 17 hours or less per week	3

(b) Do you ever work from home?

Yes	1 – **ASK Q(c)**
No	2

IF YES

(c) How many days per week do you usually work from home?

1 2 3 4 5 6+

EDUCATION:

A Did you complete a university / college degree?

Yes	1
No	2

B And did you complete the Leaving Certificate or did you finish school before the Leaving Certificate?

Completed Leaving Cert	1
Did not complete Leaving Cert	2
Still in 2nd level	3
Not stated	4

HOUSEHOLD: Number of persons in household (incl. respondent)?

1 – 2 persons	1
3 – 4 persons	2
5 – 6 persons	3
7+ persons	4

Are there dependent children/young adults living in the household?

Yes …….. 1 No …….. 2

Are there children aged 2 or under?	Yes	1	No	X
Are there children aged between 3 and 5?	Yes	2	No	X
Are there children aged between 6 and 10?	Yes	3	No	X
Are there children aged between 11 and 12?	Yes	4	No	X
Are there children aged between 13 and 15?	Yes	5	No	X
Are there children aged between 16 and 17?	Yes	6	No	X
Are there children aged 18 and over?	Yes	7	No	X

HOUSE TENURE: Is this home …?
SHOW CARD

Owned outright (no mortgage)	1
Being purchased (with mortgage)	2
Being purchased (shared mortgage)	3
Rented from council/corporation	4
Rented privately	5
Other	6

PLEASE REMEMBER TO FILL IN THESE DETAILS

DAY:

Monday	6	Tuesday	1	Wednesday	2
Thursday	3	Friday	4	Saturday	5

DATE: (e.g. 15th) [ ]

MONTH:

Jan	01	Feb	02	Mar	03
Apr	04	May	05	Jun	06
Jul	07	Aug	08	Sept	09
Oct	10	Nov	11	Dec	12

TIME OF INTERVIEW: From _____ to _____

OUO
(Office Use Only)

ISO 9001 QUALITY ASSURANCE

ISO QUALITY CONTROL FORM

INTERVIEWER: RECORD RESPONDENT DETAILS. DETAILS MUST BE COMPLETE AND WRITTEN CLEARLY.

ASSIGN. NO. ☐☐ / ☐☐ / ☐☐☐☐ **Q'AIRE. NO.** ☐☐

FIRST NAME _____ **LAST NAME** _____

ADDRESS _____

INTERVIEWER TICK RESPONDENT DETAILS

Male..... ☐ Female ..... ☐

15-24 ..... ☐ 25-34..... ☐ 35+ ..... ☐

THANK YOU VERY MUCH FOR TAKING PART IN THIS SURVEY.

Our Quality Control Manager may contact people interviewed on this survey to validate that this interview was conducted to your satisfaction and to Ipsos MRBI's satisfaction.

Q.A Would you be willing to be contacted for the purposes of this validation?

Yes …… ☐ No ……. ☐

RECORD TELEPHONE NUMBER

Q.B Would it be okay to contact you to take part in future research?

Yes …… ☐ No ……. ☐

I certify that I have interviewed the above named respondent in accordance with SURVEY INSTRUCTIONS and QUALITY CONTROL procedures.

SIGNED _____ **DATE** _____

Ipsos MRBI is GDPR compliant.

Interviewer
Coder