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Ipsos MRBI

Ipsos MRBI/JNLR 2017/1 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (27th April 2017). It covers the 12-month period from April 2016 to March 2017.

The latest results show **daily radio listening at 82%** - that is 82% of all adults – more than 3 million listeners (15+), listening every weekday.

A total of **c16,870** people were interviewed during the survey period by Ipsos MRBI, on behalf of JNLR - Joint National Listenership Research - that is commissioned by all national, regional and local stations, BAI, AAI, and IAPI.

The following tables are the keytop 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.

82% of Irish adults listen to the radio on an average day. More than half, 56% (-1%) tune into their local or regional station and 44% (=) listen to a national station. Among the younger, 15 to 34-year market, 76% (=) listen daily.

Irish radio 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 in the country, National Radio currently has 45.7% share (+0.3%) of all minutes while Local/Regional Radio holds the majority share position with 54.3% (-0.3%) in this reporting period.

Throughout the country, across the various regional areas, National Radio holds the majority share position in Dublin (57.9%) and the greater Dublin Commuter belt (56.2%) while Local/regional radio is in the majority in the other regions throughout the country, in particular achieving its highest share position in the Cork (62.3%), North West (61.4%) and South West regions (58.3%). (See T5).

Among the younger, 15-34, audience in the country Local/regional Radio is in the majority share position achieving a combined share of minutes of 67.1% (+0.2) versus 32.9% for National Radio. In particular, the Local/regional group holds its strongest share position among this age segment in Dublin (70.9%), in Cork (71.6%), in the Dublin Commuter (70.8%) and Multi-city areas (69.0%). (See T7).

Considering the older 35+ age segment, Local/Regional radio is marginally ahead in terms of share of all minutes listened, 50.4% (-0.7%) compared to National radio. However, in regional markets among this age group, National Radio increases its share position in Dublin (68.0%), the Dublin Commuter region (65.2%), and in the Multi-city area (54.7%). (See T8).

Local radio continues to be a strong performer in the local 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, Northern Sound, Radio Kerry and MWR hold the majority share position in their respective franchise areas. (T9).

The population estimates in this report are based on Census 2016 data provided by the CSO.

(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'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)	
Listened at all *	82%	+0	75%	-1	83%	+1	83%	+0	87%	+1	89%	-1	82%	+0	80%	+0	77%	+0
Any National	44%	+0	43%	-1	44%	+1	45%	+0	46%	+0	46%	+0	42%	+0	45%	+0	44%	+0
Any RTE Radio	34%	+0	34%	+0	35%	+1	34%	+1	34%	-1	34%	+1	32%	+0	35%	+1	34%	+0
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	34%	+1	34%	+0	35%	+1	34%	+1	34%	+0	33%	+1	31%	-1	34%	+0	34%	+0
RTÉ Radio 1	24%	+0	29%	+1	24%	+0	22%	+0	23%	+0	21%	-1	20%	-1	26%	+0	28%	+0
RTÉ 2FM	10%	+0	5%	+0	11%	+0	12%	+1	11%	-1	11%	+1	12%	+0	8%	+0	6%	+0
RTÉ Lyric FM	4%	+0	5%	+0	6%	+1	4%	+1	3%	+0	3%	+0	1%	+0	5%	+0	5%	+0
Today FM	11%	+0	6%	-1	12%	+1	14%	+1	15%	+1	14%	+0	11%	+0	9%	+0	7%	-1
Newstalk	10%	+0	14%	+0	9%	+0	9%	+1	9%	+0	8%	+0	8%	+0	12%	+0	14%	+0
Any Regional/Local/M-City/D-C#	56%	-1	43%	-1	65%	+2	59%	+0	64%	+0	69%	-2	56%	+0	53%	+0	45%	+0
Classic Hits 4FM			2%	+0	11%	+1							6%	+1	2%	+0		
Radio Nova			5%	+0											5%	+0		
Beat 102-103							23%	-1										
Spin South West									22%	+2								
iRadio NW											22%	+1						
iRadio NE													13%	+0				
FM104			16%	+0														
98FM			10%	-1														
Q102			8%	+1														
Sunshine 106.8			5%	+0														
Spin 1038			13%	+1														
Corks 96FM / C103					39%	-1												
C103 (Corks 103FM)					17%	-1												
Cork's 96FM					26%	+0												
Corks Red FM					31%	+3												

Any regional/local/M-City/D-C includes any audience to a local station, 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 *	75%	67%	73%	78%	79%	87%	71%	72%	68%
Any National	21%	13%	25%	25%	29%	26%	17%	19%	14%
Any RTE Radio	15%	10%	18%	16%	22%	19%	11%	14%	10%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	15%	10%	18%	16%	21%	17%	11%	13%	10%
RTE Radio 1	4%	5%	5%	3%	3%	4%	3%	5%	5%
RTE 2FM	11%	4%	16%	13%	19%	14%	8%	9%	4%
RTE Lyric FM	1%	2%	2%	0%	0%	0%		1%	1%
Today FM	8%	3%	13%	10%	10%	9%	7%	7%	4%
Newstalk	3%	2%	6%	2%	2%	3%	2%	3%	3%
Any Regional/Local/M-City/D-C#	66%	60%	64%	71%	65%	81%	62%	63%	60%
Classic Hits 4FM		1%	12%					4%	1%
Radio Nova		2%							2%
Beat 102-103				63%					
Spin South West					60%				
iRadio NW						65%			
iRadio NE							33%		
FM104		28%							
98FM		9%							
Q102		7%							
Sunshine 106.8		3%							
Spin 1038		38%							
Corks 96FM / C103			29%						
C103 (Corks 103FM)			8%						
Cork's 96FM			25%						
Corks Red FM			49%						

* Indicates the proportion tuning to the station at some time on the day.

Any regional/local/M-City/D-C includes any audience to a local station, 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 *	76%	69%	76%	79%	80%	85%	76%	74%	70%
Any National	30%	23%	32%	35%	38%	36%	31%	28%	24%
Any RTE Radio	20%	14%	22%	20%	26%	23%	20%	18%	15%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	19%	14%	22%	20%	25%	22%	20%	17%	15%
RTE Radio 1	6%	9%	6%	4%	4%	5%	5%	7%	8%
RTE 2FM	13%	4%	16%	16%	21%	17%	15%	10%	5%
RTE Lyric FM	1%	2%	2%	1%	1%	0%	0%	2%	2%
Today FM	12%	5%	14%	16%	19%	16%	12%	10%	6%
Newstalk	6%	8%	8%	4%	4%	5%	5%	7%	8%
Any Regional/Local/M-City/D-C#	60%	55%	63%	62%	61%	72%	57%	59%	56%
Classic Hits 4FM		2%	12%					5%	2%
Radio Nova		5%							5%
Beat 102-103				50%					
Spin South West					48%				
iRadio NW						51%			
iRadio NE							26%		
FM104		25%							
98FM		12%							
Q102		8%							
Sunshine 106.8		3%							
Spin 1038		26%							
Corks 96FM / C103			26%						
C103 (Corks 103FM)			7%						
Cork's 96FM			21%						
Corks Red FM			48%						

* Indicates the proportion tuning to the station at some time on the day.

Any regional/local/M-City/D-C includes any audience to a local station, 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 *	85%	79%	86%	85%	90%	91%	85%	83%	80%
Any National	51%	55%	49%	50%	49%	50%	47%	53%	55%
Any RTE Radio	41%	45%	41%	40%	38%	38%	37%	44%	45%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	40%	45%	41%	40%	38%	37%	37%	43%	45%
RTE Radio 1	33%	40%	33%	30%	31%	28%	28%	37%	39%
RTE 2FM	8%	5%	8%	10%	7%	9%	11%	7%	6%
RTE Lyric FM	5%	7%	7%	6%	4%	4%	2%	6%	6%
Today FM	11%	6%	11%	13%	13%	13%	11%	9%	7%
Newstalk	12%	18%	10%	11%	11%	10%	10%	15%	17%
Any Regional/Local/M-City/D-C#	55%	36%	66%	57%	66%	68%	55%	49%	38%
Classic Hits 4FM		3%	10%					6%	3%
Radio Nova		5%							5%
Beat 102-103				12%					
Spin South West					10%				
iRadio NW						10%			
iRadio NE							6%		
FM104		11%							
98FM		9%							
Q102		7%							
Sunshine 106.8		6%							
Spin 1038		5%							
Corks 96FM / C103			45%						
C103 (Corks 103FM)			21%						
Cork's 96FM			29%						
Corks Red FM			22%						

* Indicates the proportion tuning to the station at some time on the day.

Any regional/local/M-City/D-C includes any audience to a local station, 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 Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)	
Any National	45.7%	+0.3	57.9%	+0.7	37.7%	+0.7	45.5%	+0.2	41.7%	-0.2	38.6%	+1.6	44.3%	-0.5	48.8%	+0.6	56.2%	+0.5
Any RTE Radio	32.2%	+0.3	43.6%	+1.0	25.5%	-0.2	31.0%	+0.1	28.0%	-0.4	24.3%	+1.1	31.8%	-0.7	35.1%	+0.5	42.1%	+0.7
RTÉ Radio 1	23.8%	+0.2	36.5%	+1.4	17.7%	-0.5	21.5%	-0.8	19.8%	-0.1	15.2%	+0.3	23.4%	-0.4	27.0%	+0.6	34.8%	+1.3
RTÉ 2FM	6.1%	+0.1	3.4%	-0.3	5.3%	-0.1	7.3%	+0.5	6.5%	-0.3	6.6%	+0.8	8.0%	-0.1	5.1%	-0.2	4.2%	-0.4
RTÉ Lyric FM	2.0%	+0	3.5%	-0.2	2.5%	+0.4	2.2%	+0.5	1.5%	+0	1.5%	+0.1	0.5%	+0.1	2.6%	+0	3.0%	-0.1
Today FM	7.7%	+0.1	4.3%	-0.2	7.5%	+0.9	9.5%	-0.2	9.3%	-0.1	10.1%	+0.2	8.0%	+0.4	6.4%	+0	4.5%	-0.2
Newstalk	5.8%	-0.1	10.0%	-0.1	4.7%	+0.1	4.9%	+0.2	4.3%	+0.1	4.2%	+0.3	4.6%	-0.1	7.3%	+0.1	9.5%	-0.1
Any Regional/Local/M-City/D-C#	54.3%	-0.3	42.1%	-0.7	62.3%	-0.7	54.5%	-0.2	58.3%	+0.2	61.4%	-1.6	55.7%	+0.5	51.2%	-0.6	43.8%	-0.5
Classic Hits 4FM			1.8%	-0.1	6.5%	-0.7									4.0%	+0	2.0%	+0.1
Radio Nova			3.7%	+0													3.9%	+0.3
Beat 102-103							14.8%	-0.9										
Spin South West									11.0%	+1.3								
iRadio NW											12.8%	+0.3						
iRadio NE													8.3%	+0.2				
FM104			10.4%	-0.2														
98FM			7.5%	-0.5														
Q102			5.9%	-0.2														
Sunshine 106.8			4.3%	-0.5														
Spin 1038			7.0%	+1.1														
Corks 96FM / C103					32.6%	-1.4												
C103 (Corks 103FM)					12.9%	-1.8												
Cork's 96FM					19.6%	+0.3												
Corks Red FM					22.2%	+1.5												
Mean No. of Minutes	231	-2	213	-3	297	-1	224	+3	208	-7	240	-1	219	0	232	-2	218	-4

Any regional/local/M-City/D-C includes any audience to a local station, 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	21.0%	17.6%	24.6%	22.2%	29.9%	18.3%	17.6%	20.9%	18.8%
Any RTE Radio	13.2%	11.2%	15.5%	14.7%	20.6%	11.4%	9.4%	12.7%	10.9%
RTE Radio 1	3.3%	6.0%	2.7%	3.1%	1.2%	2.1%	2.1%	3.8%	5.5%
RTE 2FM	9.0%	3.2%	12.3%	10.8%	19.4%	7.8%	7.3%	7.6%	3.7%
RTE Lyric FM	0.8%	2.1%	0.5%	0.8%		0.4%		1.0%	1.7%
Today FM	6.0%	3.5%	6.7%	6.5%	8.4%	5.9%	7.1%	5.9%	5.0%
Newstalk	1.8%	3.0%	2.4%	1.1%	0.9%	0.9%	1.1%	2.3%	2.9%
Any Regional/Local/M-City/D-C#	79.0%	82.4%	75.4%	77.8%	70.1%	81.7%	82.4%	79.1%	81.2%
Classic Hits 4FM		0.4%	8.1%					3.0%	0.6%
Radio Nova		2.3%							2.3%
Beat 102-103				57.9%					
Spin South West					55.9%				
iRadio NW						56.4%			
iRadio NE							39.9%		
FM104		19.1%							
98FM		10.6%							
Q102		7.7%							
Sunshine 106.8		2.2%							
Spin 1038		38.3%							
Corks 96FM / C103			18.3%						
C103 (Corks 103FM)			6.0%						
Cork's 96FM			12.3%						
Corks Red FM			45.0%						
Mean No. of Minutes	151	147	211	147	111	157	137	155	144

Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio

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	32.9%	29.1%	28.4%	35.7%	44.4%	34.7%	33.2%	31.0%	29.2%
Any RTE Radio	17.6%	14.6%	15.1%	19.5%	23.6%	17.0%	19.2%	16.0%	14.7%
RTE Radio 1	5.3%	8.9%	3.5%	4.7%	4.0%	3.3%	5.2%	5.5%	7.8%
RTE 2FM	11.2%	3.8%	10.6%	14.1%	19.1%	12.5%	13.7%	8.9%	5.3%
RTE Lyric FM	0.9%	1.9%	1.0%	0.7%	0.5%	0.3%	0.3%	1.2%	1.6%
Today FM	10.7%	5.6%	8.8%	13.5%	19.0%	14.9%	11.2%	9.0%	6.4%
Newstalk	4.6%	8.9%	4.5%	2.7%	1.8%	2.8%	2.9%	6.0%	8.1%
Any Regional/Local/M-City/D-C#	67.1%	70.9%	71.6%	64.3%	55.6%	65.3%	66.8%	69.0%	70.8%
Classic Hits 4FM		1.5%	9.6%					4.5%	1.4%
Radio Nova		5.2%							5.4%
Beat 102-103				43.1%					
Spin South West					37.0%				
iRadio NW						40.1%			
iRadio NE							26.0%		
FM104		18.6%							
98FM		12.1%							
Q102		8.3%							
Sunshine 106.8		2.7%							
Spin 1038		20.7%							
Corks 96FM / C103			18.7%						
C103 (Corks 103FM)			4.3%						
Cork's 96FM			14.3%						
Corks Red FM			41.1%						
Mean No. of Minutes	181	168	263	173	149	189	158	186	168

Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio

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	49.6%	68.0%	41.0%	48.2%	41.0%	39.7%	47.3%	54.7%	65.2%
Any RTE Radio	36.6%	53.8%	29.2%	34.2%	29.1%	26.4%	35.2%	41.4%	51.3%
RTE Radio 1	29.4%	46.3%	22.6%	26.1%	23.7%	18.6%	28.2%	34.2%	43.9%
RTE 2FM	4.6%	3.2%	3.5%	5.4%	3.4%	4.9%	6.4%	3.8%	3.8%
RTE Lyric FM	2.4%	4.1%	3.0%	2.6%	1.7%	1.8%	0.5%	3.1%	3.5%
Today FM	6.8%	3.9%	7.1%	8.4%	6.9%	8.7%	7.1%	5.6%	3.9%
Newstalk	6.2%	10.3%	4.7%	5.6%	5.0%	4.6%	5.0%	7.7%	10.0%
Any Regional/Local/M-City/D-C#	50.4%	32.0%	59.0%	51.8%	59.0%	60.3%	52.7%	45.3%	34.8%
Classic Hits 4FM		2.0%	5.4%					3.8%	2.2%
Radio Nova		3.2%							3.5%
Beat 102-103				6.9%					
Spin South West					4.5%				
iRadio NW						5.0%			
iRadio NE							3.5%		
FM104		7.6%							
98FM		5.8%							
Q102		5.1%							
Sunshine 106.8		4.8%							
Spin 1038		2.2%							
Corks 96FM / C103			37.4%						
C103 (Corks 103FM)			15.9%						
Cork's 96FM			21.5%						
Corks Red FM			15.5%						
Mean No. of Minutes	253	235	311	244	231	259	244	253	242

Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio

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'16)		(change from Jan-Dec'16)	
	%	%	%	%
Kildare	20%	-2	21.2%	-1.2
Louth/Meath	28%	-1	33.6%	-3.2
Kilkenny/Carlow	35%	-1	31.6%	-1.2
Laois/Offaly/Westmeath	34%	+1	33.5%	+0.4
Wexford	42%	-1	39.9%	+1.6
Wicklow	30%	-1	24.7%	-0.4
Limerick	38%	-1	30.0%	+0.1
Tipperary	35%	+1	35.4%	+1.0
Waterford	40%	-1	37.7%	-0.3
Clare	49%	-1	44.1%	-1.6
Kerry	47%	-2	52.0%	-1.8
Galway	32%	-3	27.7%	-2.1
Mayo	58%	-3	51.7%	-2.9
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	49%	+0	50.7%	+1.3
Roscommon/Longford/Sth Leitrim	52%	+3	47.3%	+2.8
Cavan/Monaghan	47%	-2	54.8%	-0.6
Donegal South/Sligo/Nth Leitrim	46%	-2	33.4%	-2.1
Donegal Nth	55%	-2	56.5%	-1.7

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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.