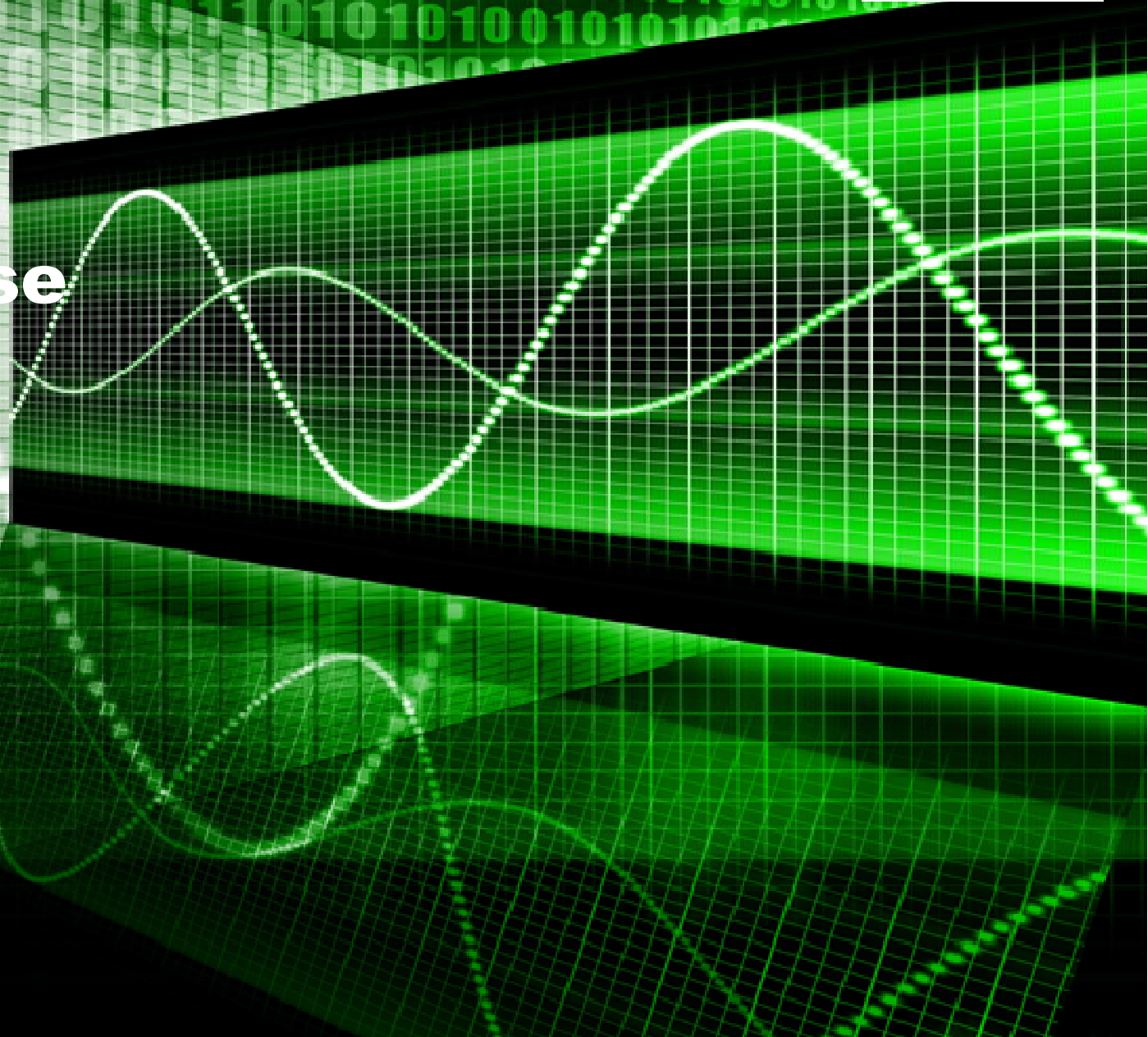


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Press Release

May 2011





Ipsos MRBI/JNLR 2011/1 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (5th May, 2011). It covers the 12-month period from April 2010 to March 2011.

The latest results show **daily radio listening at 85%** - that is 85% of all adults listening every weekday.

A total of c15,300 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 and Multi-city regions.

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.

85% of Irish adults listen to the radio on an average day - 58% tuning into their local or regional station and 47% listening to a national station (*this represents an increase of 1% to the local/regional station group*).

Irish audiences continue to listen to a significant amount of radio daily . 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 has 47% share of all minutes while local/regional radio holds the majority share position with 53% (*plus 1% for National radio; minus 1% for local/regional*).

Looking at the various regions throughout the country, national radio holds the majority share position in Dublin and the Multi-city area (*plus 2%; 1% respectively*) while local/regional radio is in the majority in other regions. In the North East/Midlands region, both hold an equal share. (See T5).

Among the younger, 15-34 year old audience across the country, local/regional radio holds the national majority share position at 63% (*+1%*) versus 37% for national radio. In particular, this station group has a very strong share position among this age segment in Dublin, 71% (=); Cork, 67% (*+4%*); Nth.West, 64% (*+2%*) and the Multi-city region, 66% (=).

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 and in Kerry, Mayo, the Shannonside area and Donegal Nth, more than 50% of the adult population tune in daily. In particular, on the criterion of share of minutes listened during prime 7am to 7pm, Highland Radio, Tipp FM and Radio Kerry continue to hold the majority share position in their franchise areas. (T9).

Listening data for Radio Nova is included in a supplementary volume based on the period since launch - September 2010 to March 2011. In this period, Radio Nova reaches 5% of the population in the Dublin Commuter area, on an average day, and has a share of 2.9% of minutes listened (prime-time 7am-7pm).

(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	
	Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Listened at all *	85	(+0)	87	(+2)	82	(+1)	86	(+0)	87	(+1)	88	(+0)	84	(+0)	86	(+1)
Any National	47	(+0)	48	(+2)	44	(-1)	47	(+2)	44	(+1)	45	(-1)	48	(-2)	48	(+0)
Any RTE Radio	36	(+0)	38	(+1)	32	(-1)	35	(+1)	31	(+0)	36	(-1)	36	(-2)	37	(+0)
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	35	(-1)	38	(+1)	32	(-1)	35	(+1)	31	(+0)	34	(-1)	36	(-2)	36	(-1)
RTÉ Radio 1	25	(+0)	30	(+1)	25	(-1)	21	(-1)	22	(+1)	23	(+0)	22	(-1)	28	(+1)
RTÉ 2FM	12	(-1)	10	(+0)	8	(-1)	15	(+0)	11	(+0)	12	(-1)	17	(-2)	11	(+0)
RTÉ Lyric FM	3	(+0)	5	(+0)	4	(+0)	2	(-1)	2	(+0)	2	(+0)	2	(+0)	4	(+0)
Today FM	13	(+0)	9	(+0)	14	(-1)	16	(+1)	16	(+1)	13	(+0)	15	(-1)	12	(+0)
Newstalk	8	(+0)	12	(+2)	9	(+0)	5	(+0)	5	(+0)	6	(+1)	7	(-1)	10	(+1)
Any Regional/Local/M-City/D-C#	58	(+1)	52	(+1)	61	(+1)	59	(-1)	65	(-1)	68	(-1)	53	(+1)	56	(+1)
4FM			2	(+0)	5	(+1)									3	(+0)
Beat 102-103							19	(+0)								
Spin South West									21	(+0)						
i102-104											20	(+0)				
i105-107													9	(+0)		
98FM			13	(-1)												
FM104			20	(+0)												
Q102			14	(+1)												
Country Mix/Sunshine 106.8			3	(+0)												
Spin 1038			15	(+1)												
Phantom 105.2			2	(+0)												
Corks 96FM/C103					49	(+3)										
Corks 96FM					36	(+1)										
C103 (Corks 103FM)					16	(+2)										
Corks Red FM					18	(-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, 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
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Listened at all *	82	88	74	76	88	85	77	85
Any National	24	15	27	31	23	29	27	22
Any RTE Radio	15	10	14	20	10	18	17	12
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	14	10	13	20	10	18	17	12
RTE Radio 1	3	3	4	1	3	3	4	4
RTE 2FM	11	6	9	19	7	15	14	8
RTE Lyric FM	1	1	1	0	0	0	0	1
Today FM	11	4	12	17	16	13	13	9
Newstalk	3	4	5	1	2	2	6	5
Any Regional/Local/M-City/D-C#	73	82	69	64	80	75	64	78
4FM		0	4					1
Beat 102-103				55				
Spin South West					70			
i102-104						61		
i105-107							30	
98FM		13						
FM104		37						
Q102		13						
Country Mix/Sunshine 106.8		1						
Spin 1038		55						
Phantom 105.2		4						
Corks 96FM/C103			37					
Cork 96FM			34					
C103 (Corks 103 FM)			3					
Corks Red FM			51					

- 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, 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
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Listened at all *	83	87	77	81	85	84	81	85
Any National	36	27	35	43	38	39	42	33
Any RTE Radio	21	16	15	25	18	24	25	18
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	20	16	15	24	18	24	25	18
RTE Radio 1	6	8	5	5	5	7	6	7
RTE 2FM	15	9	10	20	14	18	21	12
RTE Lyric FM	1	2	1	1	1	1	1	1
Today FM	18	10	20	23	24	20	21	15
Newstalk	7	8	7	5	4	4	8	8
Any Regional/Local/M-City/D-C#	63	72	63	56	66	66	53	68
4FM		1	4					2
Beat 102-103				42				
Spin South West					48			
i102-104						45		
i105-107							19	
98FM		18						
FM104		34						
Q102		15						
Country Mix/Sunshine 106.8		1						
Spin 1038		32						
Phantom 105.2		3						
Corks 96FM/C103			38					
Corks 96FM			33					
C103 (Corks 103FM)			7					
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, 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
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Listened at all *	87	86	85	89	88	90	86	86
Any National	53	62	49	48	48	49	52	58
Any RTE Radio	45	53	42	40	38	42	43	49
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	44	53	42	40	38	39	43	48
RTE Radio 1	36	46	37	30	31	32	32	41
RTE 2FM	11	10	7	11	9	9	15	10
RTE Lyric FM	4	8	6	3	2	3	2	6
Today FM	10	9	11	12	11	10	12	10
Newstalk	9	14	11	6	6	7	7	11
Any Regional/Local/M-City/D-C#	54	38	61	60	65	69	52	49
4FM		3	5					3
Beat 102-103				6				
Spin South West					6			
i102-104						6		
i105-107							2	
98FM		9						
FM104		11						
Q102		13						
Country Mix/Sunshine 106.8		5						
Spin 1038		4						
Phantom 105.2		1						
Cork⊕ 96FM/C103			55					
Cork⊕ 96FM			38					
C103 (Corks 103FM)			22					
Corks Red FM			6					

• 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, 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	
	Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)		Weekdays (change from Jan-Dec '10)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Any National	47	(+1)	55	(+2)	41	(-3)	45	(+2)	40	(+1)	38	(+0)	50	(-1)	51	(+1)
Any RTE Radio	33	(+0)	42	(+1)	28	(-2)	29	(+0)	26	(+1)	27	(+1)	35	(+0)	37	(+0)
RTÉ Radio 1	23	(+0)	32	(+1)	21	(-1)	19	(+1)	18	(+1)	17	(+0)	22	(+1)	27	(+0)
RTÉ 2FM	8	(+0)	7	(+0)	5	(+0)	9	(+0)	7	(+0)	6	(+0)	12	(-1)	7	(+0)
RTÉ Lyric FM	2	(+0)	3	(+0)	2	(+0)	1	(-1)	1	(+0)	1	(+0)	1	(+0)	2	(+0)
Today FM	10	(+1)	6	(+0)	9	(-1)	13	(+2)	11	(+1)	9	(-1)	12	(+0)	9	(+1)
Newstalk	4	(+0)	6	(+0)	4	(-1)	3	(+0)	3	(+0)	2	(+0)	3	(-1)	5	(+0)
Any Regional/Local/M-City/D-C#	53	(-1)	45	(-2)	59	(+3)	55	(-2)	60	(-1)	62	(+0)	50	(+1)	49	(-1)
4FM			1	(+0)	3	(+0)									2	(+0)
Beat 102-103							12	(-1)								
Spin South West									11	(+0)						
i102-104											14	(+0)				
i105-107													7	(+0)		
98FM			9	(-3)												
FM104			11	(+0)												
Q102			11	(+0)												
Country Mix/Sunshine 106.8			3	(+0)												
Spin 1038			7	(+0)												
Phantom 105.2			1	(+0)												
Corks 96FM/C103					45	(+3)										
Corks 96FM					31	(+1)										
C103 (Corks 103FM)					14	(+3)										
Corks Red FM					10	(-1)										
Mean No. of Minutes	235	(+1)	235	(-2)	262	(+7)	222	(+1)	231	(+5)	244	(-3)	222	(+1)	238	(+2)

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, 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
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Any National	23	14	26	33	22	20	27	19
Any RTE Radio	11	9	12	16	8	9	13	10
RTE Radio 1	3	3	4	1	2	2	4	3
RTE 2FM	8	5	7	14	6	7	9	6
RTE Lyric FM	*	1	*	1	*	*	0	*
Today FM	10	4	12	17	13	10	11	7
Newstalk	2	2	2	*	1	2	3	2
Any Regional/Local/M-City/D-C#	77	86	74	67	78	80	73	81
4FM		0	3					1
Beat 102-103				50				
Spin South West					58			
i102-104						62		
i105-107							43	
98FM		9						
FM104		22						
Q102		13						
Country Mix/Sunshine 106.8		1						
Spin 1038		36						
Phantom 105.2		2						
Corks 96FM/C103			33					
Corks 96FM			31					
C103 (Corks 103FM)			2					
Corks Red FM			39					
Mean No. of Minutes	162	151	196	165	158	160	163	162

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, 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
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Any National	37	29	33	45	40	36	46	34
Any RTE Radio	16	16	9	18	14	15	20	15
RTE Radio 1	5	8	4	3	4	4	4	6
RTE 2FM	10	7	5	14	9	10	15	8
RTE Lyric FM	1	1	*	1	*	*	1	1
Today FM	17	8	19	24	23	19	21	14
Newstalk	4	6	5	3	3	2	5	5
Any Regional/Local/M-City/D-C#	63	71	67	55	60	64	54	66
4FM		*	3					1
Beat 102-103				35				
Spin South West					33			
i102-104						42		
i105-107							22	
98FM		14						
FM104		22						
Q102		14						
Country Mix/Sunshine 106.8		1						
Spin 1038		16						
Phantom 105.2		1						
Corks 96FM/C103			37					
Corks 96FM			31					
C103 (Corks 103FM)			6					
Corks Red FM			26					
Mean No. of Minutes	196	192	225	190	189	202	190	199

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, 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
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Any National	51	67	45	45	40	39	52	58
Any RTE Radio	40	55	36	34	30	31	41	47
RTE Radio 1	31	44	29	25	23	22	30	37
RTE 2FM	7	7	4	8	6	5	10	6
RTE Lyric FM	2	4	3	1	1	1	1	3
Today FM	6	5	5	8	7	6	8	6
Newstalk	4	7	4	3	3	2	3	5
Any Regional/Local/M-City/D-C#	49	33	55	55	60	61	48	42
4FM		2	3					2
Beat 102-103				3				
Spin South West					2			
i102-104						4		
i105-107							1	
98FM		7						
FM104		6						
Q102		10						
Country Mix/Sunshine 106.8		4						
Spin 1038		2						
Phantom 105.2		*						
Corks 96FM/C103			48					
Corks 96FM			31					
C103 (Corks 103FM)			17					
Corks Red FM			3					
Mean No. of Minutes	256	265	284	237	252	265	239	262

Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, i102-104, i105-107, 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	
	<i>(change from Jan-Dec '10)</i>		<i>(change from Jan-Dec '10)</i>	
	%	%	%	%
Kildare	28	(+1)	29	(-1)
Kilkenny/Carlow	39	(+0)	35	(-2)
Louth/Meath	27	(-1)	30	(+1)
Laois/Offaly/Westmeath	36	(+0)	31	(+3)
Wexford	35	(-1)	30	(+1)
Wicklow	25	(-3)	22	(-3)
Limerick	48	(-2)	33	(-2)
Tipperary	43	(-2)	51	(-4)
Waterford	49	(+1)	48	(+3)
Clare	45	(-1)	45	(-1)
Kerry	51	(+0)	58	(+1)
Galway	40	(-1)	26	(-2)
Mayo	51	(+2)	49	(+0)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	46	(-1)	46	(-1)
Roscommon/Longford/Sth Leitrim	53	(+0)	49	(+0)
Cavan/Monaghan	40	(-1)	43	(-1)
Donegal Nth	66	(-1)	62	(+0)
Donegal South/Sligo/Nth Leitrim	45	(+3)	29	(+2)

* * * * *

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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.