

**WILTON RESEARCH  
& MARKETING LTD**

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**RADIO LISTENERSHIP RESEARCH**

**DUBLIN**

**Age 12-49**





Radio Listenership Survey designed to establish levels of radio listening for the population aged 12-49 years in Dublin was carried out during April 1987 and entailed 1111 interviews representative of the Dublin population in this age group.

This Radio Listenership Survey was carried out in strict accordance with the Guidelines for Radio Listenership Surveys as set down by the Marketing Society.

The objectives of this survey were as follows:

(i) **Average Daily Radio Audience:** To measure the average daily radio audience for the 12 to 49 age group in Dublin for all the main stations broadcasting in that area.

(ii) **Listenership for Specific Time Segments:** To measure the average and unduplicated audience during specific time segments for the 5 main stations in Dublin, Sunshine 101, Q102, NRG103, RTE Radio 1 and Radio 2.

(iii) **Cumulative 7 Day Audience:** To measure the cumulative listenership through the seven day period previous to interview (again for all the main stations).

## METHODOLOGY PROCEDURE

Using the Marketing Society's questionnaire it was first established whether or not respondents had listened to the radio 'yesterday'. The next stage was to establish station listenership and recall was aided by the interviewer asking qualified respondents whether or not they had listened to each of the listed stations and 'any other' station.

These listed stations included KLAS, Sunshine 101, Q102, NRG103, RTE Radio One, RTE Radio Two, Radio Dublin, Treble TR, Heartbeat and Any BBC. (The stations were selected on the basis that they include all stations with estimated listenership levels in excess of 5% in the area.) The order in which these were presented to respondents was rotated to avoid bias.

Each respondent who had listened to Sunshine 101, Q102, NRG103, RTE Radio 1 or RTE Radio 2 was presented with a list of programmes for the appropriate day and was then brought through that day, with all times listening commenced and ended being recorded.

In a similar way the cumulative seven day listenership data was derived.

## SAMPLE DESIGN

The sample was selected on a two-stage stratified basis. The units at stage one consisted of District Electoral Divisions (D.E.D.s or wards) and the elements at stage two were the individuals in the appropriate age groups. 70 sampling points were drawn for this project.

The Primary Sampling Units (P.S.U.s) were the

## DUBLIN COUNTY BOROUGH

### NORTH

Finglas West C  
Coolock B  
Artane E  
Raheny A  
Finglas East F  
Clontarf East B  
Glasnevin B  
Santry A  
Finglas East D  
Ballybough A  
Clontarf East A  
Santry B  
North Dock B  
Drumcondra South A  
Mountjoy A  
Arran Quay D  
Arran Quay B  
Finglas East B  
Clontarf East C  
Clontarf West C  
Mountjoy B  
Arran Quay A

### SOUTH

Ballyfermot C  
Kimmage B  
Kilmainham C  
Crumlin D  
Rathmines West A  
Terenure A  
Crumlin F  
Rathfarnham C  
Rathmines West E  
Rathfarnham B  
South Dock  
Ballyfermot H  
Ballyfermot F  
Ushers E  
Merchants Quay A

## DUBLIN COUNTY

### NORTH

Coolock  
Malahide  
Malahide  
Blanchardstown  
Clonsilla  
Castleknock  
Swords West  
Balbriggan Urban  
Donabate  
Kinsaley

### SOUTH

Tallaght 3  
Dundrum 5

The research was  
conducted by:  
**WILTON RESEARCH  
& MARKETING LTD.**  
44 Fitzwilliam Place Dublin 2  
Tel: 608615/608606



In strict accordance with  
the Marketing Society's  
guidelines for Radio  
Listenership Surveys.



D.E.D.s. They were stratified by region as follows:

- (a) Dublin County Borough (or City)
- (b) Dublin County
- (c) Dun Laoire

Dublin County Borough and Dublin County were further subdivided into North/South strata. For analysis, Dun Laoire responses were combined with those from Dublin South County.

The following procedure was used to select the P.S.U.s. The D.E.D.s were arranged in descending order of magnitude. A cumulative sum of the population, within each stratum, was formed, and a sample of D.E.D.s was chosen systematically after a random start. The 70 sampling points were thus chosen with probability proportionate to the population. Arranging the D.E.D.s by size and selecting them by means of systematic sampling ensures a spread over size.

Quota controls were set for class, and age within sex and marital status. The 1981 Census, Joint National Media Research for 1983-84 and Wilton Research's own data were used in setting these controls.

A simple one stage weighting was applied to project the sample up to the estimated 12 to 49 Dublin population.

Dundrum 5  
Tallaght 1  
Ballybrack 1  
Terenure 4  
Palmerston 1  
Tallaght 2  
Terenure 3  
Clondalkin 2  
Stillorgan 3  
Stillorgan 4  
Rathfarnham 2  
Milltown 2  
Dundrum 3  
Stillorgan 1  
Stillorgan 5  
Milltown 1  
Ballybrack 2

#### **DUN LAOIRE BOROUGH**

Dun Laoire 10  
Blackrock 3  
Dun Laoire 7  
Dalkey 1



# WILTON RESEARCH & MARKETING LTD.

## 1987 RADIO RATINGS

86% of the 12-49 year old Dublin people listen to radio. Listed below are listened yesterday shares from that 86%. These results are derived from the largest Radio Listenership Survey ever conducted in Dublin, according to the Marketing Society's guidelines for Radio Listenership surveys encompassing all age groups from 12-49.

### SUMMARY OF RELEVANT FINDINGS

#### —LISTENED YESTERDAY SHARES—

(Main Stations Only)

Total Market				Adult Market			
Station	Age 12-34	Age 15-34	Age 12-49	Age 20-24	Age 20-29	Age 20-34	Age 20-49
Sunshine 101	55%	53%	48%	40%	36%	42%	36%
N.R.G. 103	25%	25%	20%	25%	20%	22%	16%
R.T.E. 2	24%	26%	25%	29%	27%	29%	30%
R.T.E. 1	32%	34%	44%	28%	33%	44%	56%
Q 102	34%	34%	27%	34%	26%	30%	21%

Youth Market				Ranking Summary					
Station	Age 12-19	Age 15-19	Age 15-24	Age	SUN SHINE 101	NRG 103	RTE 2	RTE 1	Q 102
Sunshine 101	75%	77%	61%	12-34	1	4	5	3	2
N.R.G. 103	30%	32%	30%	15-34	1	5	4	3	3
R.T.E. 2	14%	17%	24%	12-49	1	5	4	2	3
R.T.E. 1	15%	16%	23%	20-24	1	5	3	4	2
Q 102	42%	44%	42%	20-29	1	5	3	2	4
				20-34	2	5	4	1	3
				20-49	2	5	3	1	4
				25-49	2	5	3	1	4
				12-19	1	3	5	4	2
				15-19	1	3	4	5	2
				15-24	1	3	4	5	2

The following stations engaged in promotional activity during this rating period:

N.R.G. 103 — Approximately £50,000 in contests —

Nothing given away in rating period.

Q 102 — £20,000 in contests — £6,200 given away in rating period.

Sunshine 101 — £12,000 in contests — Nothing given away in rating period.

The shares when added will be in excess of 100% due to the fact that there is duplicated listening amongst the stations.



## AVERAGE DAILY RADIO AUDIENCE

	SEX		MARITAL STATUS				AGE											
	TOTAL	Male	Female	Male		Female		12-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64
				Marr	Single	Marr	Single											
No. of interviews	1111	547	564	247	300	267	297	99	208	199	153	130	123	109	90	407	283	322
Pop. estimate (000s)	607	299	308	135	164	146	162	54	114	109	84	71	67	60	49	222	155	176
Any Radio Station	518 85%	256 86%	263 85%	117 87%	139 85%	116 79%	147 91%	46 86%	103 91%	94 86%	67 80%	59 83%	57 85%	49 82%	43 88%	197 89%	126 81%	149 85%
KLAS	16 3%	12 4%	4 1%	9 6%	3 2%	2 1%	2 1%	1 2%	2 1%	1 1%	1 1%	4 5%	4 6%	1 2%	3 6%	3 1%	5 3%	8 4%
SUNSHINE 101	251 41%	118 39%	133 43%	40 30%	78 48%	42 28%	92 57%	34 64%	78 69%	43 40%	27 33%	21 30%	20 29%	14 23%	14 28%	121 55%	49 31%	47 27%
Q102	140 23%	72 24%	68 22%	20 15%	52 32%	12 8%	56 35%	17 32%	45 40%	37 34%	14 16%	14 20%	7 10%	3 6%	3 7%	82 37%	28 18%	13 7%
NRG103	105 17%	53 18%	52 17%	12 9%	41 25%	12 8%	40 25%	13 24%	33 29%	27 25%	12 14%	9 12%	5 8%	3 6%	3 6%	60 27%	21 13%	11 7%
RTE RADIO 1	228 38%	113 38%	115 37%	74 55%	39 24%	78 54%	37 23%	7 12%	16 14%	31 28%	33 39%	32 45%	39 59%	36 60%	36 72%	46 21%	65 42%	110 63%
RTE RADIO 2	131 22%	71 24%	60 19%	38 28%	33 20%	31 21%	28 18%	4 7%	17 15%	31 29%	21 25%	16 22%	17 25%	15 25%	10 20%	48 22%	37 24%	42 24%
RADIO DUBLIN	23 4%	9 3%	14 5%	2 2%	7 4%	5 4%	9 5%	1 2%	7 6%	5 5%	1 1%	2 2%	3 4%	3 5%	2 3%	12 5%	3 2%	7 4%
TREBLE TR	50 8%	27 9%	22 7%	14 10%	14 8%	15 10%	7 4%	4 7%	5 4%	5 5%	6 7%	8 11%	7 10%	7 12%	9 18%	10 4%	14 9%	22 13%
HEARTBEAT	49 8%	19 6%	30 10%	4 3%	15 9%	7 4%	23 14%	4 7%	21 18%	11 11%	4 5%	4 5%	2 2%	2 3%	2 3%	32 14%	8 5%	5 3%
ANY BBC	37 6%	25 8%	12 4%	19 14%	7 4%	8 6%	4 2%	1 2%	1 1%	3 3%	3 4%	8 12%	5 8%	8 13%	8 16%	4 2%	11 7%	21 12%
OTHER	22 4%	13 4%	10 3%	3 2%	9 6%	7 4%	3 2%	2 4%	4 3%	4 4%	3 3%	4 5%	3 5%	1 2%	1 2%	8 4%	7 4%	5 3%
DIDN'T LISTEN YESTERDAY	88 14%	43 14%	45 15%	18 13%	25 15%	30 21%	15 9%	7 13%	10 9%	15 14%	17 20%	12 17%	10 15%	11 18%	6 12%	25 11%	29 19%	27 15%

	CLASS			REGION				AVERAGE AUDIENCE												
	TOTAL	ABC1	C2DE	Dublin City		Dublin County		Any Radio	KLAS	SUN SHINE		NRG 103	RTE RAD1	RTE RAD2	RADIO DUB LIN	TRE BLE TR	HEART BEAT	ANY BBC	OTHER	
				South	North	South	North			101	Q102									
No. of interviews	1111	504	607	240	351	360	160	949	30	460	257	193	418	239	42	91	89	68	41	
Pop. estimate (000s)	607	275	332	131	192	197	87	518	16	251	140	105	228	131	23	50	49	37	22	
Any Radio Station	518 85%	240 87%	278 84%	113 86%	164 85%	174 89%	68 77%	518 100%	16 100%	251 100%	140 100%	105 100%	228 100%	131 100%	23 100%	50 100%	49 100%	37 100%	22 100%	
KLAS	16 3%	12 4%	4 1%	3 2%	5 3%	8 4%	1 1%	16 3%	16 100%	5 2%	3 2%	2 2%	10 5%	3 3%	- -	3 5%	3 6%	3 9%	- -	
SUNSHINE 101	251 41%	98 36%	154 46%	47 36%	88 46%	74 37%	43 49%	251 48%	5 33%	251 100%	79 56%	61 58%	64 28%	48 37%	17 74%	22 44%	31 63%	11 29%	9 41%	
Q102	140 23%	66 24%	74 22%	33 25%	46 24%	51 26%	10 12%	140 27%	3 17%	79 31%	140 100%	48 46%	37 16%	36 28%	10 45%	13 26%	20 42%	5 15%	4 20%	
NRG103	105 17%	46 17%	59 18%	25 19%	31 16%	38 19%	12 14%	105 20%	2 13%	61 24%	48 34%	105 100%	25 11%	22 17%	9 38%	11 23%	11 22%	5 13%	4 20%	
RTE RADIO 1	228 38%	129 47%	99 30%	46 35%	68 35%	82 42%	32 37%	228 44%	10 63%	64 25%	37 26%	25 23%	228 100%	69 53%	8 33%	29 58%	13 26%	28 75%	8 34%	
RTE RADIO 2	131 22%	73 26%	58 17%	26 20%	38 20%	47 24%	19 22%	131 25%	3 20%	48 19%	36 26%	22 21%	69 30%	131 100%	4 17%	10 21%	7 15%	7 18%	8 34%	
RADIO DUBLIN	23 4%	7 2%	16 5%	8 6%	8 4%	5 2%	2 2%	23 4%	- -	17 7%	10 7%	9 8%	8 3%	4 3%	23 100%	4 9%	4 9%	2 4%	2 7%	
TREBLE TR	50 8%	19 7%	31 9%	17 13%	13 7%	14 7%	5 6%	50 10%	3 17%	22 9%	13 9%	11 11%	29 13%	10 8%	4 19%	50 100%	2 4%	4 10%	2 7%	
HEARTBEAT	49 8%	18 7%	31 9%	11 9%	20 11%	13 6%	4 5%	49 9%	3 17%	31 12%	20 14%	11 10%	13 6%	7 5%	4 19%	2 4%	49 100%	1 3%	3 12%	
ANY BBC	37 6%	26 9%	11 3%	7 5%	8 4%	19 9%	4 5%	37 7%	3 20%	11 4%	5 4%	5 5%	28 12%	7 5%	2 7%	4 8%	1 2%	37 100%	2 10%	
OTHER	22 4%	7 3%	15 5%	8 6%	2 1%	7 3%	5 6%	22 4%	- -	9 4%	4 3%	4 4%	8 3%	8 6%	2 7%	2 3%	3 6%	2 6%	22 100%	
DIDN'T LISTEN YESTERDAY	88 14%	35 13%	53 16%	19 14%	28 15%	22 11%	20 22%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	

This Radio Listenership Survey was carried out in strict accordance with the guidelines for Radio Listenership Surveys as set down by the Marketing Society.



# **AVERAGE DAILY RADIO AUDIENCE**

**(Main Contemporary Stations)**

## **TOTAL MARKET (in people)**

Age	12-49	12-34	15-49	15-34
Sunshine 101	251,000	204,000	217,000	170,000
NRG 103	105,000	94,000	92,000	81,000
R.T.E. 2	131,000	89,000	127,000	85,000
Q 102	140,000	127,000	123,000	110,000

## **ADULT MARKET (in people)**

Age	25-49	35-49	25-34	25-29
Sunshine 101	96,000	47,000	49,000	27,000
NRG 103	32,000	11,000	21,000	12,000
R.T.E. 2	79,000	42,000	37,000	21,000
Q 102	41,000	13,000	28,000	14,000

Age	20-49	20-34	20-29	20-24
Sunshine 101	139,000	92,000	70,000	43,000
NRG 103	59,000	48,000	39,000	27,000
R.T.E. 2	110,000	68,000	52,000	31,000
Q 102	78,000	64,000	51,000	37,000

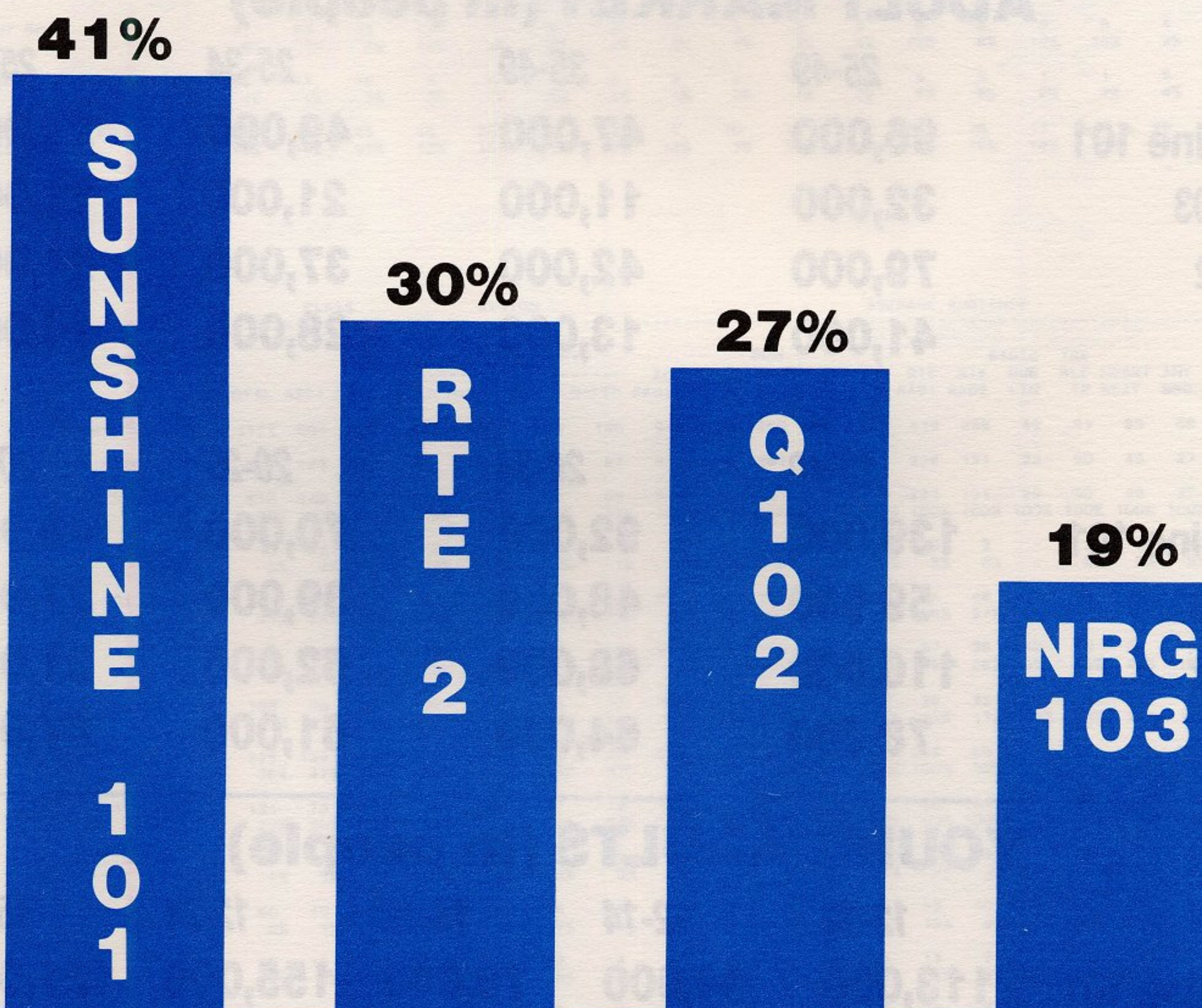
## **YOUNG ADULTS (in people)**

Age	12-19	12-14	15-19	12-24	15-24
Sunshine 101	113,000	34,000	78,000	155,000	121,000
NRG 103	46,000	13,000	33,000	73,000	60,000
R.T.E. 2	21,000	4,000	17,000	52,000	48,000
Q 102	63,000	17,000	45,000	99,000	82,000

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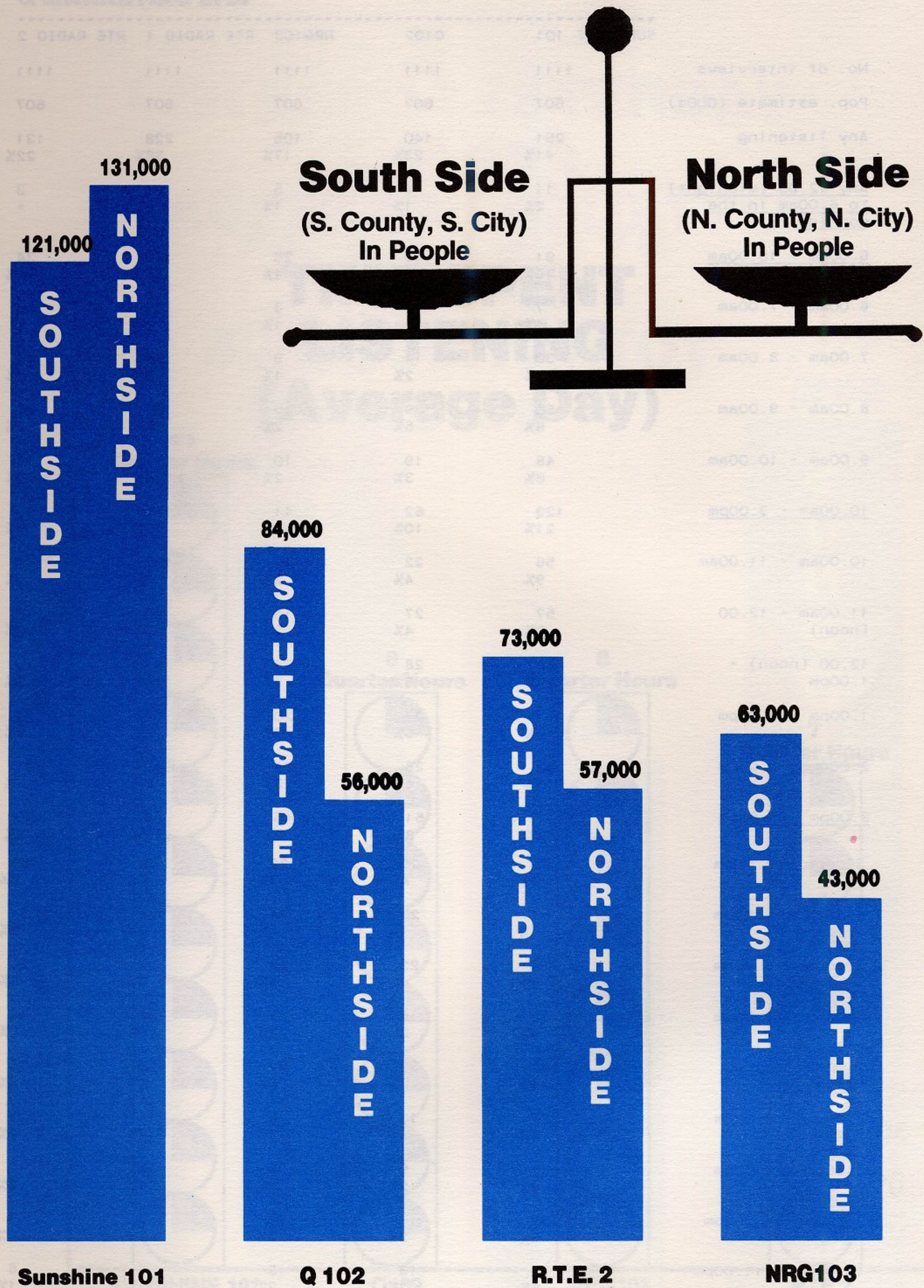
# **THE AFFLUENT ABC 1 LISTENED YESTERDAY SHARES**



**86% of 12-49 year old Dublin people listen to Radio. Listed above are Listened Yesterday shares from that 86%. These results are derived from the largest Radio Listenership Survey ever conducted in Dublin, according to the Marketing Society's Guidelines for Radio Listenership Surveys encompassing all age groups from 12-49.**

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## Geographical Balance

This Radio Listenership Survey was carried out in strict accordance with the guidelines for Radio Listenership Surveys as set down by the Marketing Society.



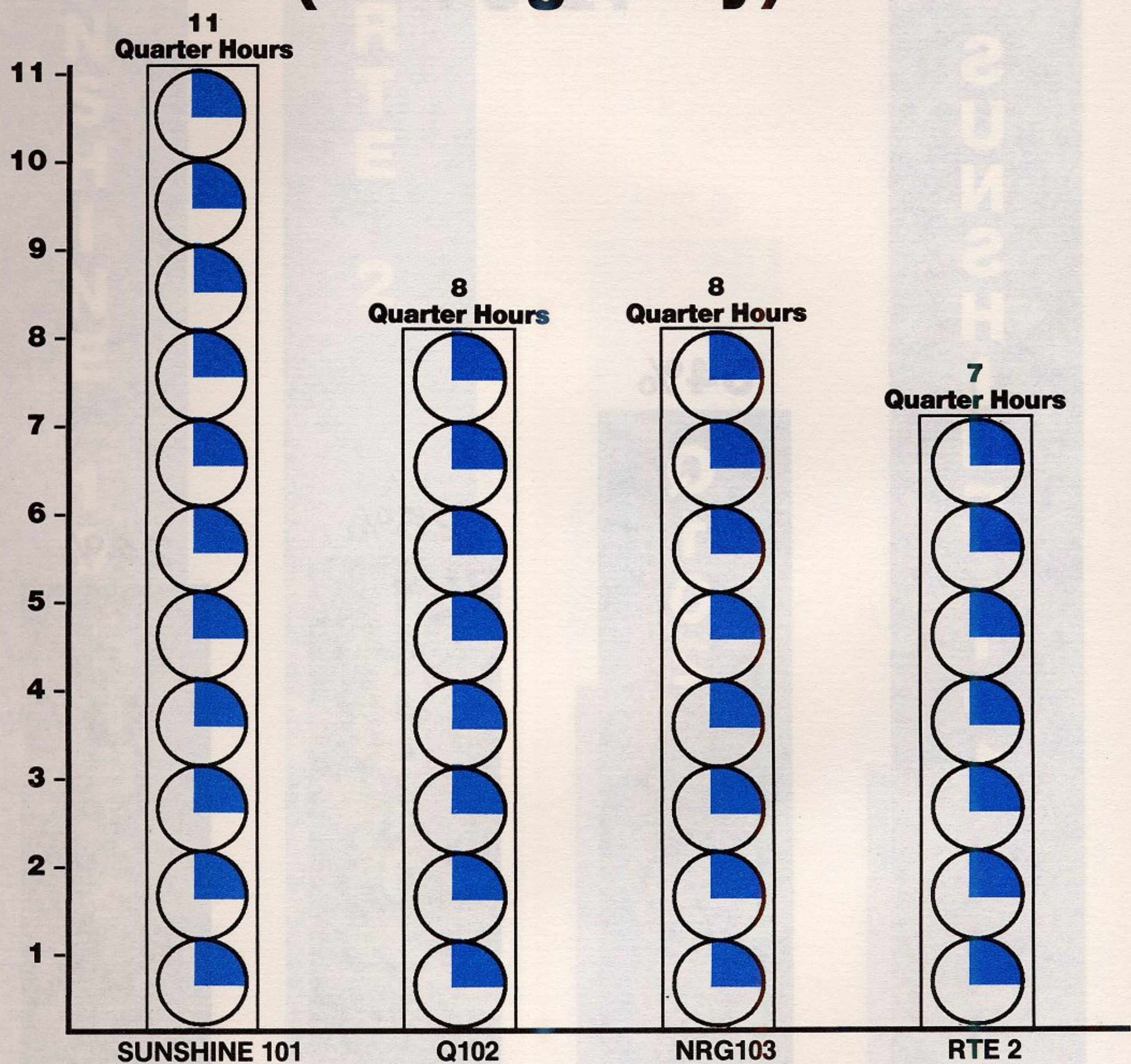
## (Unduplicated) RADIO AUDIENCE: MAIN STATIONS x BROAD TIME SEGMENTS Base : Total

	SUNSHINE 101	Q102	NRG103	RTE RADIO 1	RTE RADIO 2
No. of interviews	1111	1111	1111	1111	1111
Pop. estimate (000s)	607	607	607	607	607
Any listening	251 41%	140 23%	105 17%	228 38%	131 22%
<u>Any 12.00 (midnight) to 6.00am in the morning</u>	11 2%	4 1%	5 1%	1 *	3 *
<u>6.00am - 10.00am</u>	91 15%	42 7%	26 4%	160 26%	34 6%
6.00am - 7.00am	7 1%	2 *	3 1%	5 1%	3 *
7.00am - 8.00am	30 5%	14 2%	9 1%	38 6%	15 3%
8.00am - 9.00am	50 8%	29 5%	15 2%	95 16%	20 3%
9.00am - 10.00am	48 8%	19 3%	10 2%	111 18%	15 3%
<u>10.00am - 3.00pm</u>	129 21%	62 10%	41 7%	155 25%	52 9%
10.00am - 11.00am	56 9%	22 4%	11 2%	102 17%	11 2%
11.00am - 12.00 (noon)	57 9%	27 4%	14 2%	56 9%	18 3%
12.00 (noon) - 1.00pm	64 11%	28 5%	21 4%	62 10%	20 3%
1.00pm - 2.00pm	61 10%	27 5%	20 3%	68 11%	22 4%
2.00pm - 3.00pm	53 9%	25 4%	21 3%	46 8%	27 4%
<u>3.00pm - 7.00pm</u>	113 19%	51 8%	45 7%	72 12%	50 8%
3.00pm - 4.00pm	56 9%	25 4%	22 4%	30 5%	29 5%
4.00pm - 5.00pm	64 11%	22 4%	24 4%	25 4%	21 3%
5.00pm - 6.00pm	54 9%	23 4%	23 4%	32 5%	20 3%
6.00pm - 7.00pm	38 6%	15 2%	13 2%	31 5%	15 2%
<u>7.00pm - 12.00 (midnight)</u>	82 14%	39 6%	31 5%	25 4%	35 6%
7.00pm - 8.00pm	27 4%	13 2%	6 1%	14 2%	14 2%
8.00pm - 9.00pm	31 5%	9 2%	9 2%	6 1%	10 2%
9.00pm - 10.00pm	32 5%	11 2%	10 2%	7 1%	7 1%
10.00pm - 11.00pm	34 6%	13 2%	13 2%	7 1%	8 1%
11.00pm - 12.00 (midnight)	30 5%	15 3%	14 2%	4 1%	14 2%
Average no. of hours listened	2.6	2.0	2.0	2.7	1.8
Average no. of quarter hours listened	10.5	7.8	8.1	10.7	7.1

This Radio Listenership Survey was carried out in strict accordance with the guidelines for Radio Listenership Surveys as set down by the Marketing Society.



## TIME SPENT LISTENING (Average Day)



## THE ALL IMPORTANT QUARTER HOUR

$\frac{1}{4}$  HOURS ROUNDED TO NEAREST WHOLE.



## **LISTENED YESTERDAY SHARES**

**TOTAL AUDIENCE**

**12-34**

**55%**

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**34%**

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**25%**

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**24%**

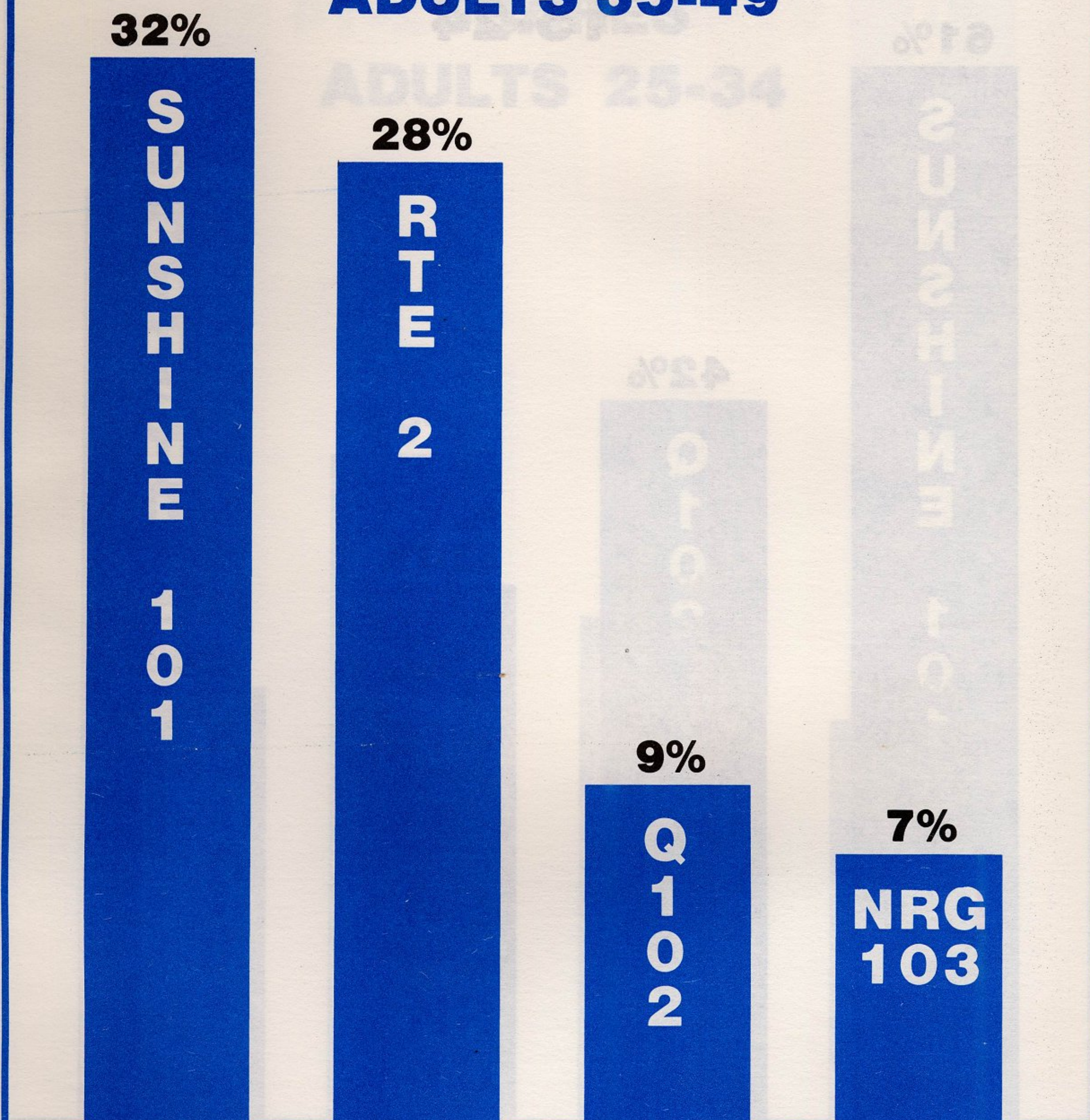
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**86% of 12-49 year old Dublin people listen to Radio.**  
**Listed above are Listened Yesterday shares from that 86%. These results are derived from the largest Radio Listenership Survey ever conducted in Dublin, according to the Marketing Society's Guidelines for Radio Listenership Surveys encompassing all age groups from 12-49.**

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# **LISTENED YESTERDAY SHARES ADULTS 35-49**



**86% of 12-49 year old Dublin people listen to Radio.**  
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# **LISTENED YESTERDAY SHARES**

## **YOUNG ADULTS**

**15-24**

**61%**

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**42%**

**Q  
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**30%**

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**24%**

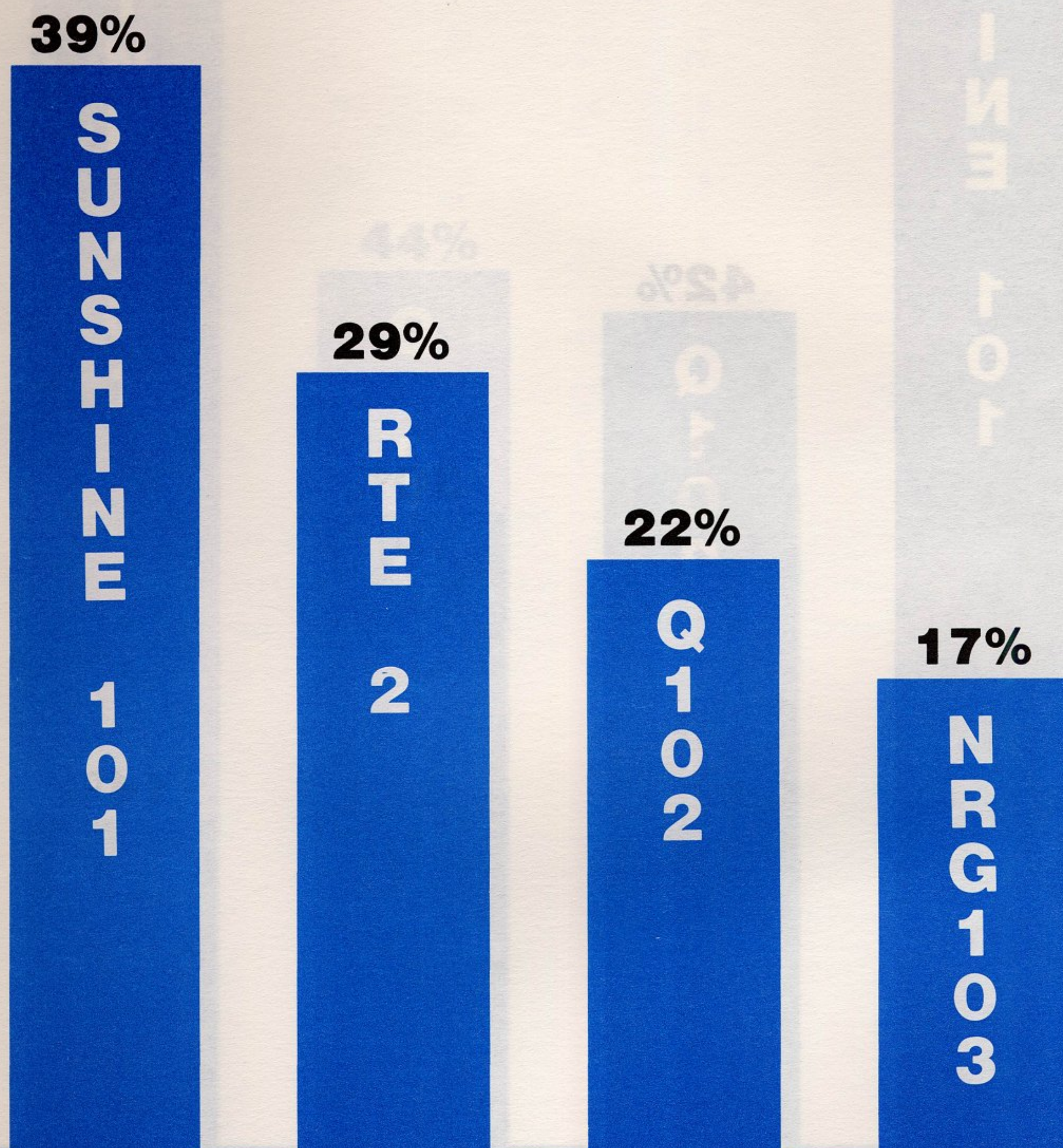
**R  
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2**

**86% of 12-49 year old Dublin people listen to Radio.**  
**Listed above are Listened Yesterday shares from that 86%. These results are derived from the largest Radio Listenership Survey ever conducted in Dublin, according to the Marketing Society's Guidelines for Radio Listenership Surveys encompassing all age groups from 12-49.**

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## LISTENED YESTERDAY SHARES ADULTS 25-34



86% of 12-49 year old Dublin people listen to Radio. Listed above are Listened Yesterday shares from that 86%. These results are derived from the largest Radio Listenership Survey ever conducted in Dublin, according to the Marketing Society's Guidelines for Radio Listenership Surveys encompassing all age groups from 12-49.

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**75%**

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**LISTENED YESTERDAY  
SHARES  
TEENS  
12-14**

**42%**

**Q  
1  
0  
2**

**30%**

**N  
R  
G  
1  
0  
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**14%**

**RTE  
2**

**86% of 12-49 year old Dublin people listen to Radio.  
Listed above are Listened Yesterday shares from that 86%. These results are derived  
from the largest Radio Listenership Survey ever conducted in Dublin, according to  
the Marketing Society's Guidelines for Radio Listenership Surveys encompassing all  
age groups from 12-49.**

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**WILTON RESEARCH  
& MARKETING LTD.**

**77%**

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**1  
0  
1**

# **LISTENED YESTERDAY SHARES TEENS 15-19**

**44%**

**Q  
1  
0  
2**

**32%**

**N  
R  
G  
1  
0  
3**

**17%**

**R  
T  
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2**

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MAIN STATIONS x 7 DAY CUMULATIVE AUDIENCE  
Base : Total

	KLAS	SUN SHINE 101	Q102	NRG103	RTE RADIO 1	RTE RADIO 2
No. of interviews	1111	1111	1111	1111	1111	1111
Pop. estimate (000s)	607	607	607	607	607	607
7 days	6 1%	133 22%	58 10%	45 7%	114 19%	46 8%
6 days	1 *	46 8%	25 4%	23 4%	48 8%	20 3%
5 days	2 *	44 7%	30 5%	25 4%	76 13%	45 7%
4 days	3 1%	25 4%	19 3%	11 2%	15 2%	21 3%
3 days	3 1%	30 5%	26 4%	15 2%	17 3%	26 4%
2 days	5 1%	45 7%	37 6%	31 5%	28 5%	27 5%
1 day	6 1%	31 5%	25 4%	23 4%	16 3%	24 4%
Did not listen any day	580 96%	254 42%	388 64%	433 71%	292 48%	398 66%
7 day Cumulative	27 4%	353 58%	219 36%	174 29%	315 52%	209 34%
Average No. of days	3.6	4.9	4.4	4.3	5.2	4.3

	RADIO DUBLIN	TREBLE TR	HEART BEAT	ANY BBC	OTHER
No. of interviews	1111	1111	1111	1111	1111
Pop. estimate (000s)	607	607	607	607	607
7 days	3 *	14 2%	19 3%	15 3%	8 1%
6 days	1 *	7 1%	7 1%	4 1%	3 *
5 days	8 1%	8 1%	10 2%	6 1%	3 *
4 days	4 1%	13 2%	3 *	7 1%	2 *
3 days	9 1%	11 2%	17 3%	5 1%	2 *
2 days	8 1%	16 3%	15 2%	8 1%	5 1%
1 day	14 2%	31 5%	20 3%	13 2%	4 1%
Did not listen any day	561 92%	508 84%	517 85%	550 91%	581 96%
7 day Cumulative	46 8%	99 16%	90 15%	57 9%	26 4%
Average No. of days	2.9	3.3	3.7	4.0	4.3

This Radio Listenership Survey was carried out in strict accordance with the guidelines for Radio Listenership Surveys as set down by the Marketing Society.



# WEEKLY AUDIENCE (Un-duplicated) in people 12-49

353,000

S  
U  
N  
S  
H  
I  
N  
E  
  
1  
0  
1

219,000

Q  
1  
0  
2

209,000

R  
T  
E  
  
2

174,000

N  
R  
G  
1  
0  
3

## 7 DAY CUMULATIVE AUDIENCE

*This Radio Listenership Survey was carried out in strict accordance with the guidelines for Radio Listenership Surveys as set down by the Marketing Society.*



**Adults 25-49**  
**7 a.m. - 10 a.m.**  
**Average Quarter Hour**  
**(in people)**

**16,000  
AQH**

**S  
U  
N  
S  
H  
I  
N  
E  
  
1  
0  
1**

**7,000  
AQH**

**R  
T  
E  
  
2**

**7,000  
AQH**

**Q  
1  
0  
2**

**3,000  
AQH**

**NRG  
103**

**BREAKFAST**

NUMBERS ARE ROUNDED TO NEAREST THOUSAND



**Age 12-49**

**7 a.m. - 10 a.m.**

**Average Quarter Hour  
(in people)**

**31,000  
AQH**

**S  
U  
N  
S  
H  
I  
N  
E  
  
1  
0  
1**

**14,000  
AQH**

**Q  
1  
0  
2**

**12,000  
AQH**

**R  
T  
E  
  
2**

**8,000  
AQH**

**NRG  
103**

**BREAKFAST**

NUMBERS ARE ROUNDED TO NEAREST THOUSAND



## Adults 25-49

10 a.m. - 3 p.m.

Average Quarter Hour  
(in people)

24,000  
AQH

S  
U  
N  
S  
H  
I  
N  
E

1  
0  
1

10,000  
AQH

R  
T  
E

2

9,000  
AQH

Q  
1  
0  
2

5,000  
AQH

NRG  
103

MIDDLE DAY

NUMBERS ARE ROUNDED TO NEAREST THOUSAND



**Age 12-49**

**10 a.m. - 3 p.m.**

**Average Quarter Hour  
(in people)**

**51,000  
AQH**

**S  
U  
N  
S  
H  
I  
N  
E  
  
1  
0  
1**

**22,000  
AQH**

**Q  
1  
0  
2**

**17,000  
AQH**

**R  
T  
E  
  
2**

**15,000  
AQH**

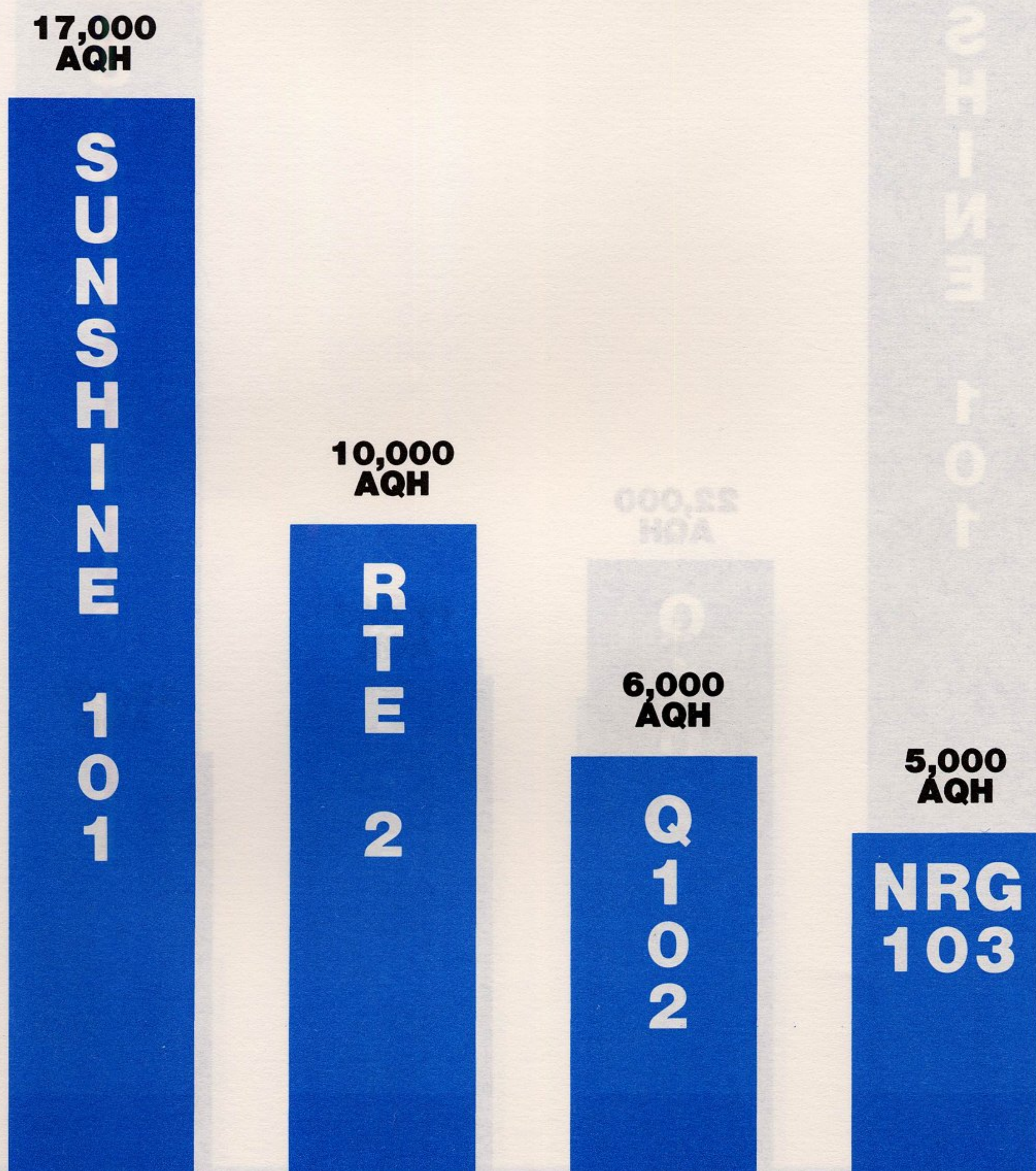
**N  
R  
G  
1  
0  
3**

**MIDDLE DAY**

NUMBERS ARE ROUNDED TO NEAREST THOUSAND



**Adults 25-49**  
**3 p.m. - 7 p.m.**  
**Average Quarter Hour**  
**(in people)**



**AFTERNOON DRIVE**

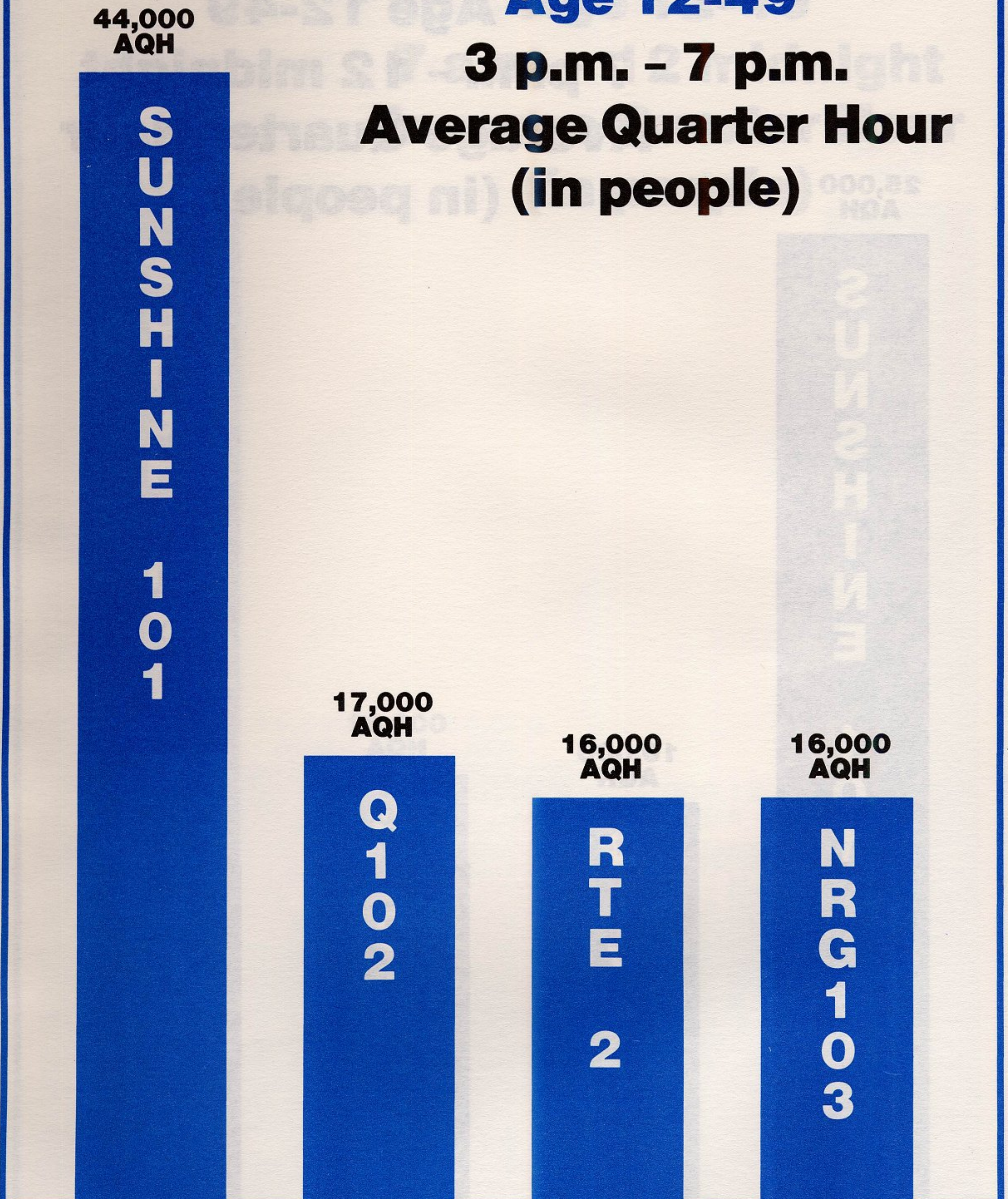
NUMBERS ARE ROUNDED TO NEAREST THOUSAND



**Age 12-49**

**3 p.m. - 7 p.m.**

**Average Quarter Hour  
(in people)**



**AFTERNOON DRIVE**

NUMBERS ARE ROUNDED TO NEAREST THOUSAND



**Age 12-49**

**7 p.m. - 12 midnight**  
**Average Quarter Hour**  
**(in people)**

25,000  
AQH

S  
U  
N  
S  
H  
I  
N  
E  
  
1  
0  
1

10,000  
AQH

Q  
1  
0  
2

8,000  
AQH

R  
T  
E  
  
2

8,000  
AQH

N  
R  
G  
1  
0  
3

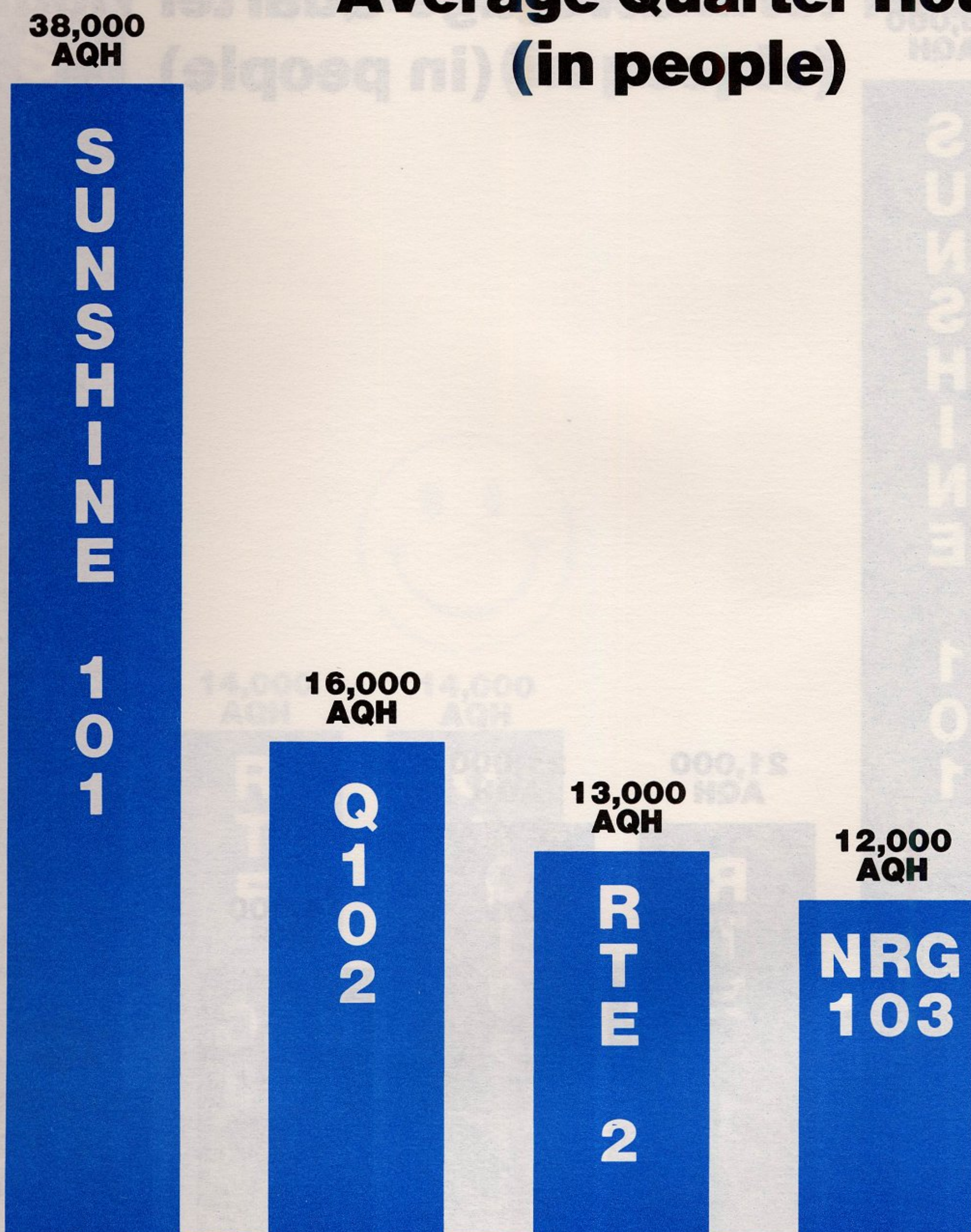
**EVENINGS**

NUMBERS ARE ROUNDED TO NEAREST THOUSAND



## Age 12-49

**7 a.m. - 12 midnight**  
**Average Quarter Hour**  
**(in people)**



**7 a.m. - MIDNIGHT AVERAGE**

NUMBERS ARE ROUNDED TO NEAREST THOUSAND



**Age 12-49**

**9 a.m. - 3 p.m.**

**Average Quarter Hour  
(in people)**

63,000  
AQH

S  
U  
N  
S  
H  
I  
N  
E  
  
1  
0  
1

21,000  
AQH

R  
T  
E  
  
1

21,000  
AQH

Q  
1  
0  
2

14,000  
AQH

N  
R  
G  
  
1  
0  
3

7,000  
AQH

R  
T  
E  
  
2

**SUNDAY 9 a.m. - 3 p.m.**

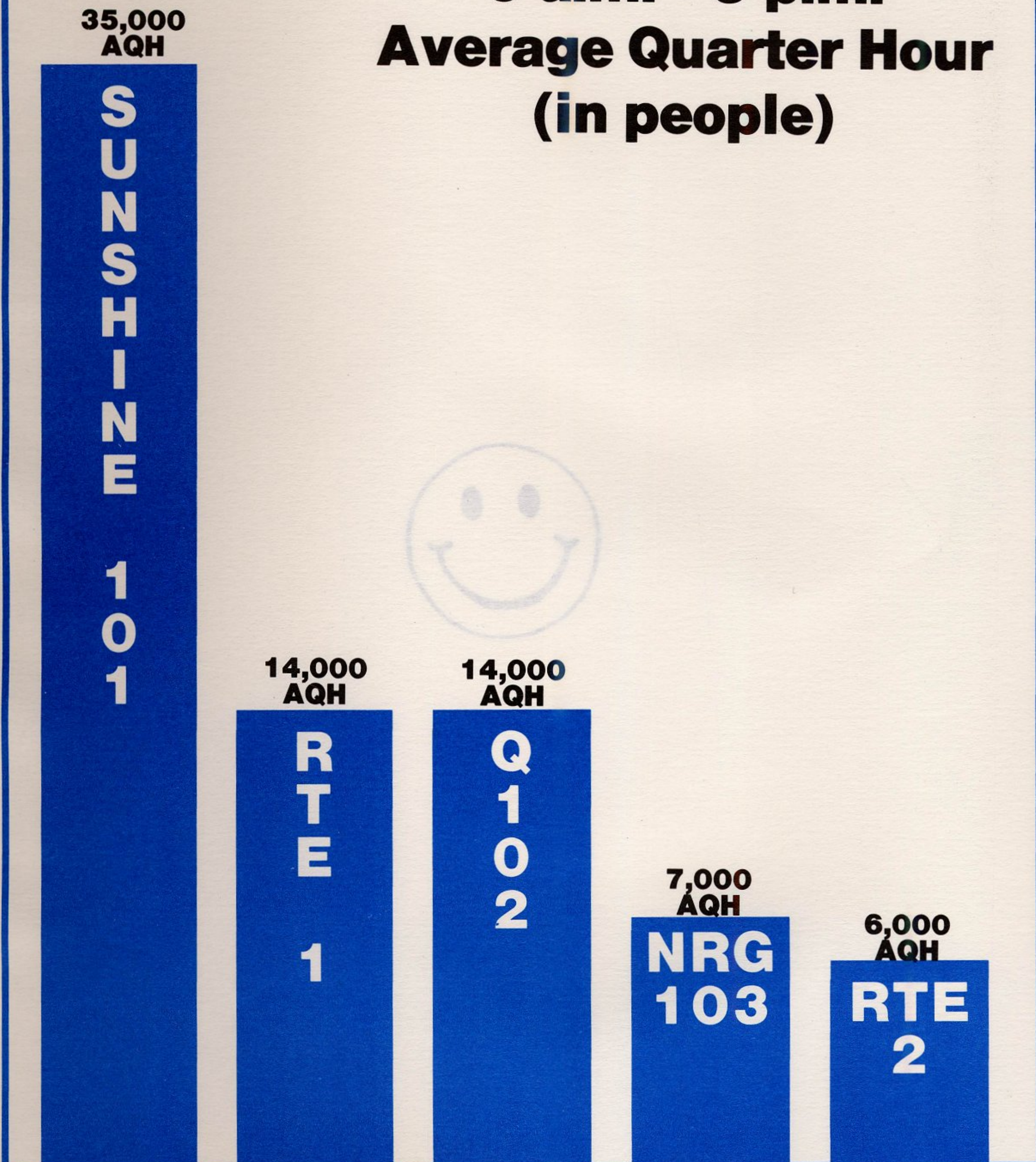
NUMBERS ARE ROUNDED TO NEAREST THOUSAND



**Age 20-49**

**9 a.m. - 3 p.m.**

**Average Quarter Hour  
(in people)**



**SUNDAY 9 a.m. - 3 p.m.**

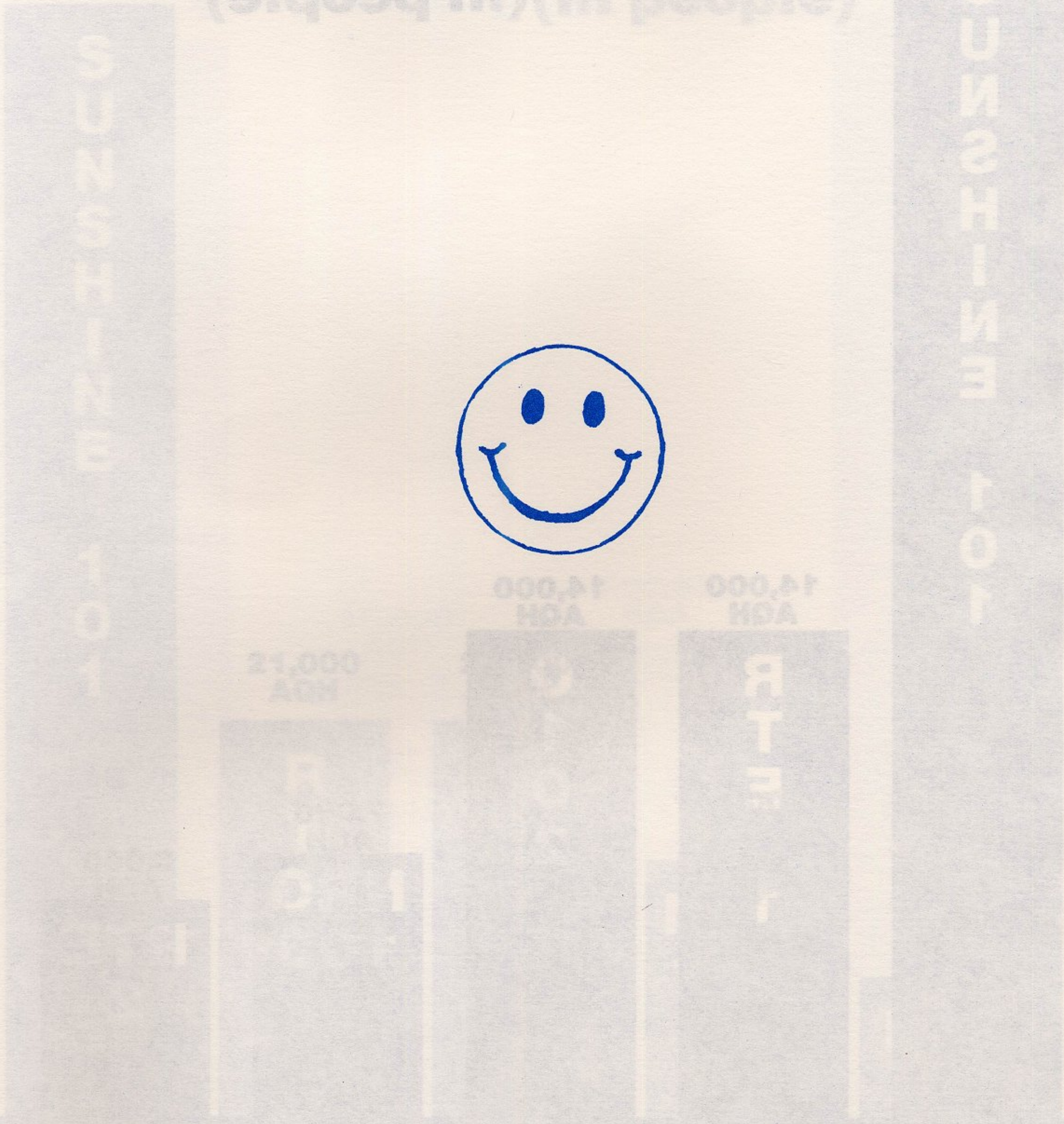
NUMBERS ARE ROUNDED TO NEAREST THOUSAND



Age 12-49

3 p.m. - 8 p.m.

Quarterly Average  
(in people)



SUNSHINE



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