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Introduction – JNRS Topline Results July 2008 to June 2009



This preliminary report contains the topline readership results from the JNRS survey covering the period from July 2008 to June 2009. The data is weighted to the adult population of the Republic of Ireland aged 15 or over, currently estimated at 3,532,000. This estimate is based on projections from the Central Statistics Office (as at February 2009), using results from the 2006 Census of Population and the Quarterly National Household Survey.



It should be noted that CSO projections show no significant growth in the adult population over the past year. Although population growth has stabilised, there have been changes within the population in relation to social class (DE's have increased to 26.76% from 26.0% in 2007/2008), and working status (the proportion of people not currently working is 44% up from 39% in 2007/2008) reflecting the current economic recession.



By comparison with the 2007/2008 report, newspaper magazines GO (Irish Times), HEALTHplus (Irish Times) and Property Plus (Irish Independent) have been added to the 2008/2009 report. The Sunday newspaper The Irish People is no longer being measured on the survey



From January 2009 some sections of the Special Interest Group questions have been revised or new questions have been added. This data will be available in the 2009 report. Areas that are affected include Property (methods used to buy or sell), Holidays, Transport (frequency of travelling on transport other than car), Retail Outlets and Lifestyle plans.



The 2008/2009 JNRS Readership and SIG electronic data is available from Telmar using ResearchGuru and will be accessible by subscribers from **09.30 a.m. on Friday 28th August 2009**. If subscribers experience any difficulty accessing the ReSearchGuru site, please contact Robin Bilke at Telmar UK (0044207 5697500) or at Robin@Telmar.co.uk. The general release of the JNRS 2008/2009 data will be from **Wednesday 2nd September 2009**.



For detailed information about the sampling design, methodology and content of the 2008/2009 JNRS survey, that was previously available in the introduction and appendices to the hard copy reports, please access www.jnrs.ie, or contact Annemarie Dillon at MillwardBrownLansdowne (01 290 8400). Annemarie.Dillon@millwardbrownlansdowne.ie



JNRS 2008/2009 – READERSHIP ESTIMATES
CONFIDENCE LIMITS (95% LEVEL) – SAMPLE = 6,929
Universe Estimate: 3,532,000 Adults aged 15+



As the sample survey technique provides estimates, which are reliable within measurable confidence limits. Please allow for these confidence limits (shown below) when interpreting and using the data.

	Incidence of Reading (A.I.R.)	No. of Readers (‘000)	Readership Range (‘000)	
Any Newspaper	87.8%	3,100	3,068	3,122
Any Daily	58.4%	2,062	2,018	2,099
Any Morning	54.7%	1,932	1,887	1,970
Irish Independent	15.7%	555	524	584
Irish Times	10.3%	364	338	389
Irish Examiner	6.0%	210	190	229
Irish Daily Star	13.1%	462	433	489
Irish Daily Mirror	5.8%	204	184	223
Irish Sun	8.8%	311	287	334
Irish Daily Mail	4.1%	146	129	162
Evening Herald	9.1%	321	297	344
Any Free Morning	4.3%	154	137	171
Herald AM	3.4%	120	105	135
Metro	3.1%	110	95	124
Any Sunday	71.4%	2,521	2,479	2,544
Sunday Independent	28.4%	1,003	964	1,039
Sunday World	25.0%	883	846	917
Sunday Tribune	4.9%	172	154	190
Sunday Business Post	4.6%	162	144	179
Irish Daily Star Sunday	6.6%	232	211	252
Sunday Times	10.5%	371	345	396
Irish News of the World	15.0%	529	498	558
Irish Sunday Mirror	3.9%	137	121	153
Irish Mail on Sunday	8.3%	295	272	317
Irish Farmers Journal	6.8%	240	219	260
Any Mediaforce/RNAI	44.7%	1,579	1,535	1,618
Any M-Force/RNAI (Ex Dub Cork City)	63.2%	1,504	1,460	1,543

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	Incidence of Reading (A.I.R.)	No. of Readers (‘000)	Readership Range (‘000)	
RTE Guide	8.3%	294	271	316
Hot Press	0.8%	29	21	36
Newspaper magazines				
Weekend (Irish Independent)	15.3%	540	509	569
Day and Night (Irish Independent)	6.5%	231	210	251
Health and Living (Irish Independent)	9.0%	317	293	340
Property Plus (Irish Independent)	7.0%	246	224	267
The Irish Times Magazine	9.6%	339	314	363
The Ticket (Irish Times)	6.5%	231	210	251
Health Plus (Irish Times)	6.7%	236	215	256
GO (Irish Times)	5.2%	183	164	201
Star Chic (Daily Star)	9.3%	330	305	354
The TV Mag (Sun)	9.5%	337	312	361
You (Irish Daily Mail)	4.1%	145	128	161
HQ (Evening Herald)	4.2%	150	133	166
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Life (Sunday Independent)	19.2%	680	646	712
Tribune Magazine (Sunday Tribune)	3.5%	122	107	137
Amen (Star Sun)	3.1%	108	94	122
Sunday Times Magazine	7.7%	271	248	293
Culture (Sunday Times)	7.0%	247	225	268
Style (Sunday Times)	6.1%	215	195	234
Fabulous (News of the World)	8.7%	307	283	330
TV Week (Irish Mail on Sunday)	5.8%	204	184	223
Sunday Magazine (Sunday World)	17.3%	611	579	641
Agenda (Sunday Business Post)	2.6%	91	78	104
Irish Country Living (Irish Farmers Journal)	3.5%	124	109	139

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