

Joint National Readership Survey

Summary of findings

July 2009 – June 2010

August, 2010



Summary

- Compared to the same period previously, total newspaper readership dropped from 87.8% to 86% of All Adults reading a newspaper on an average day.

Daily Market

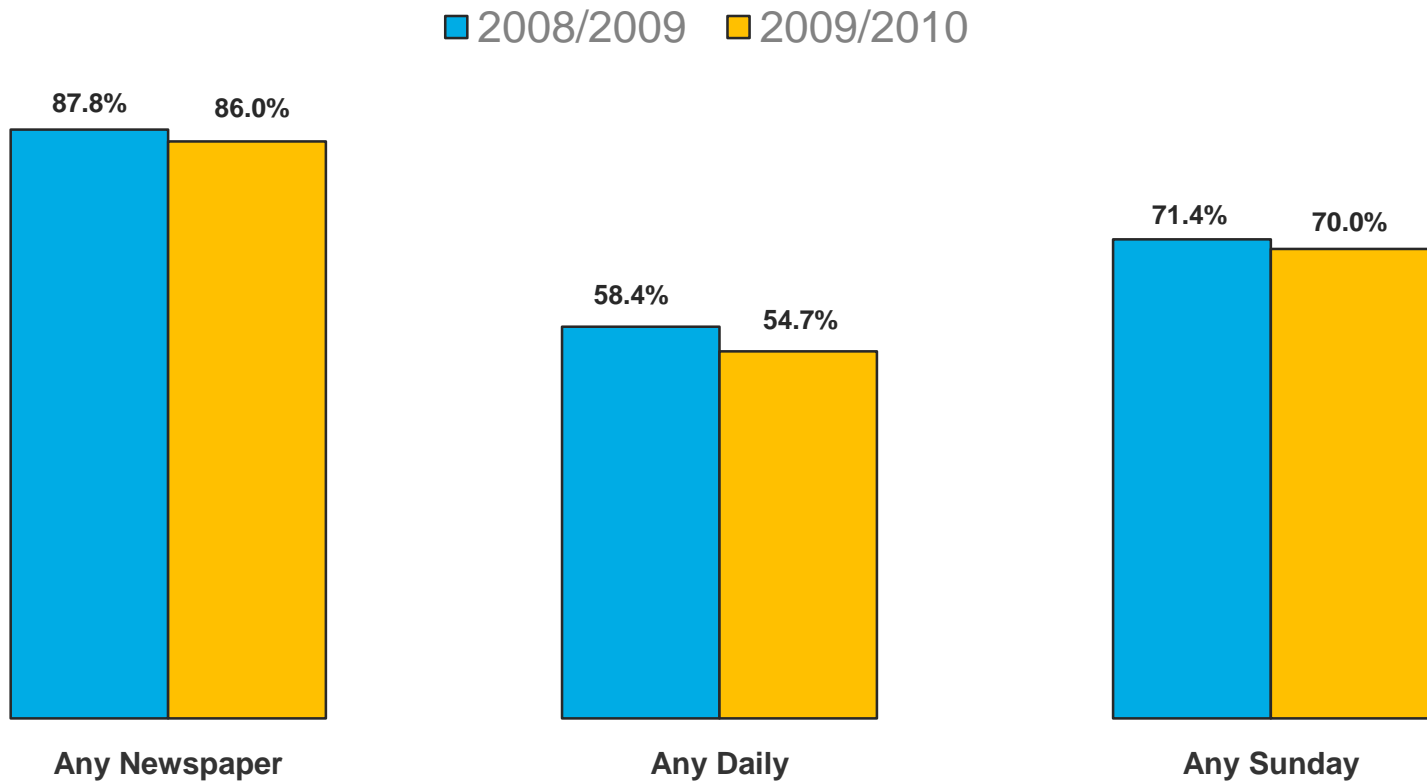
- There was a significant drop in adult daily readership from 58.4% to 54.7%.
- In the Broadsheet market, the Irish Independent still leads with average daily readership of 15.9%, up marginally. However, there was a drop in the core ABC1 Adult audience for both the Irish Independent (from 20.7% to 19.3%) and the Irish Times (from 20.4% to 19.6%).
- In the tabloid market, the Irish Daily Star continues to significantly lead the sector with average daily readership of 11.6%. However, the tabloid market has struggled, with readership losses for The Irish Daily Star (from 13.1% to 11.6%), The Sun (from 8.8% to 8.1%) and the Evening Herald (from 9.1% to 7.4%).

Summary

Sunday / Weekly Market

- Total Sunday newspaper average readership dropped from 71.4% to 70%.
- The highlight has been the continued growth of The Sunday Times with adult average readership increasing from 10.5% to 12% and ABC1 adult readership increasing from 18.9% to 22.4%.
- The Sunday Business Post also performed very well increasing adult readership from 4.6% to 5.5% and its core ABC1 Adult readership from 8% to 10.1%.
- The Sunday Independent maintained performed with adult average readership only decreasing from 28.4% to 28.2% although there was a higher decline among ABC1 adults.
- The trend of reduced tabloid readership in the daily market was also seen in the Sunday market with the Sunday World's average adult readership declining from 25% to 23.9%.

National All Adult Readership

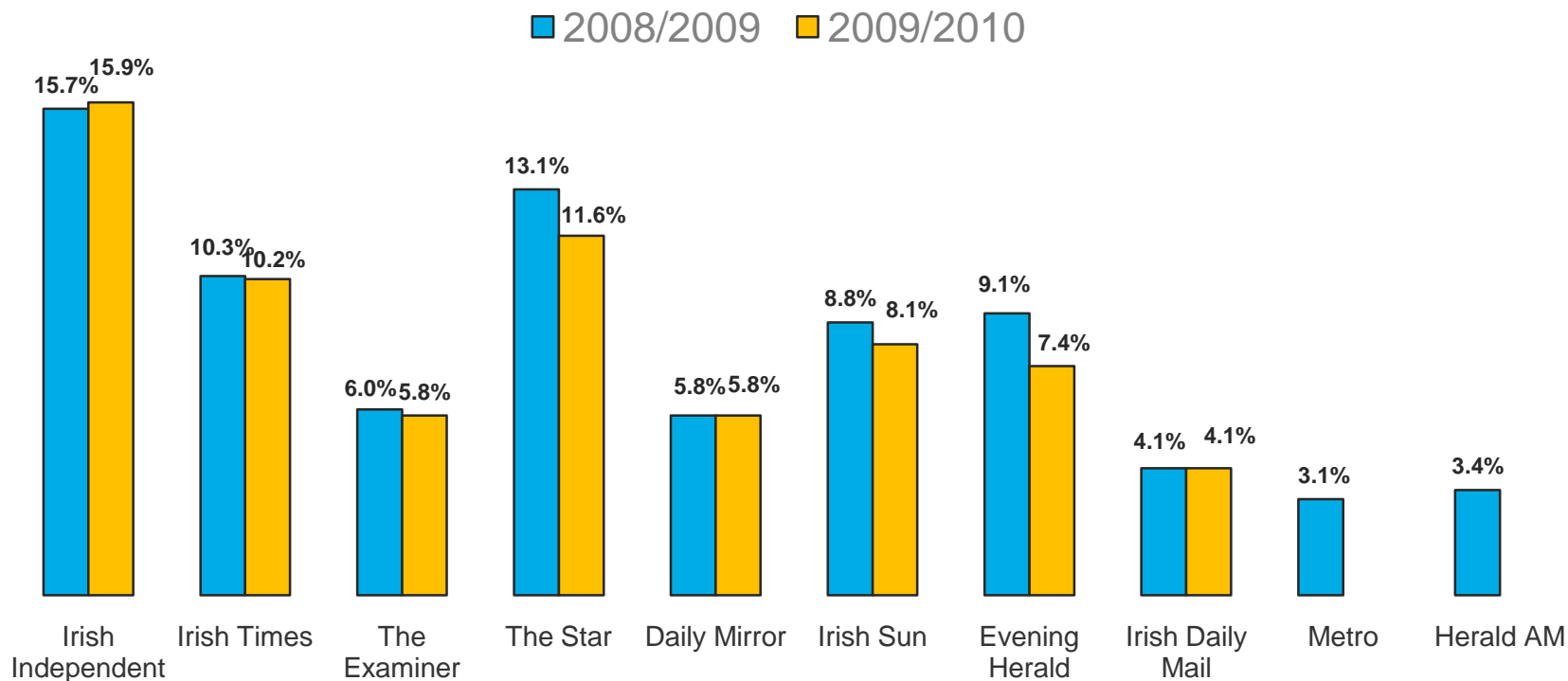


Source: JNRS/Lansdowne



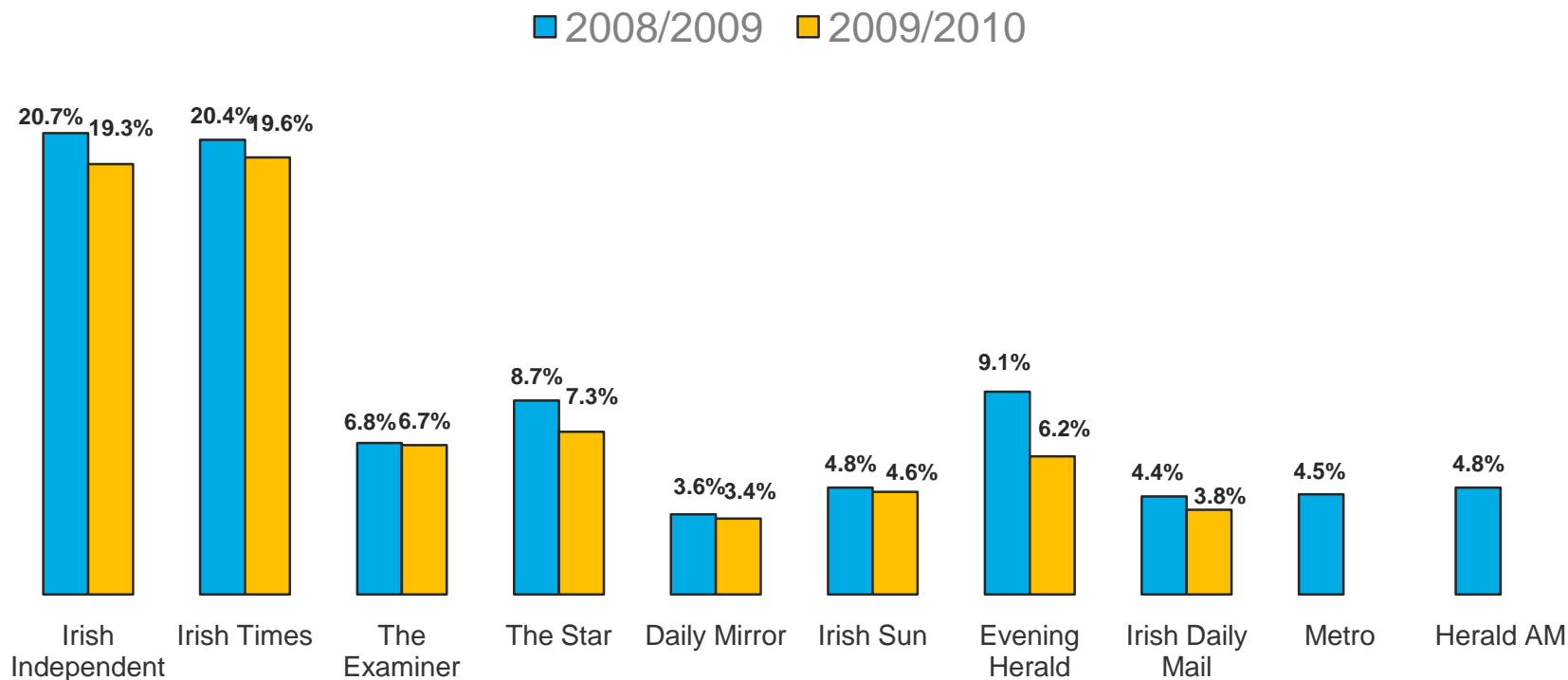
Daily Market

National All Adult Readership – Daily Titles



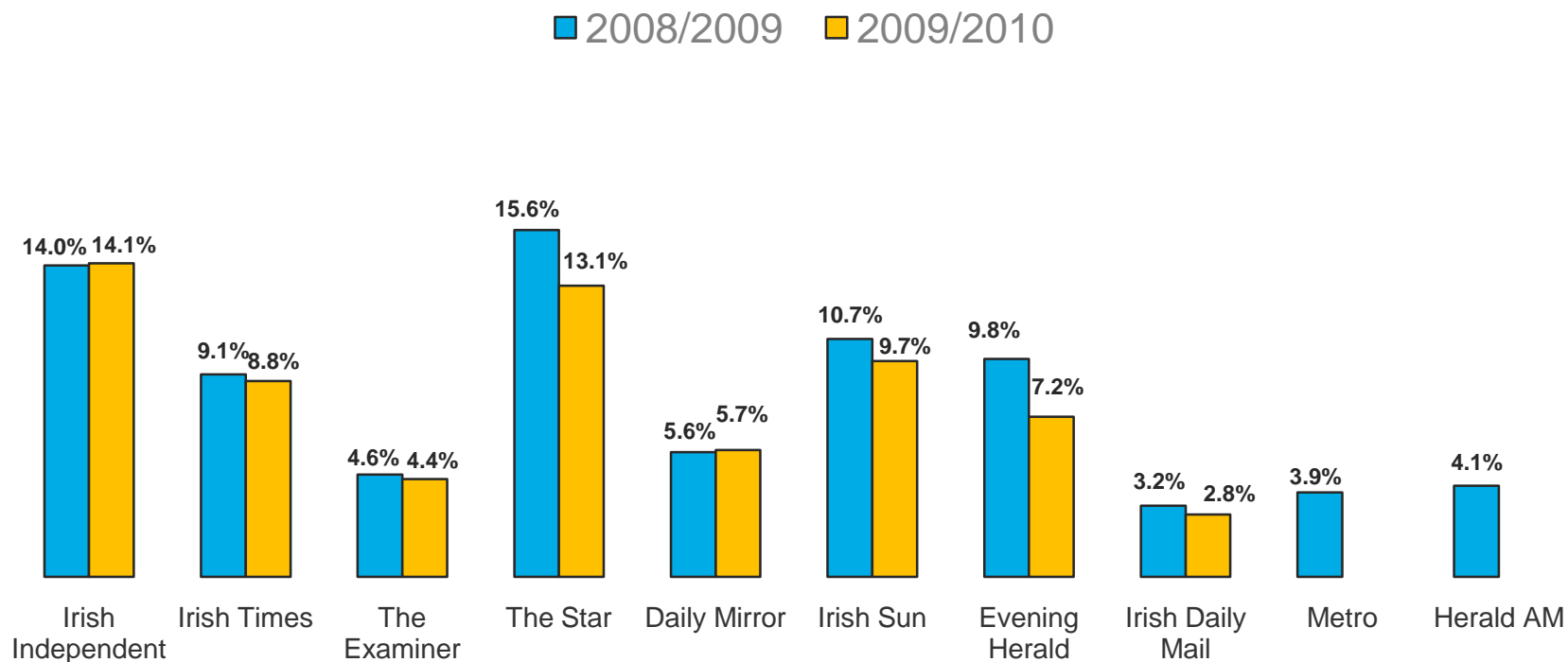
Source: JNRS/Lansdowne

National ABC1 Adult Readership – Daily Titles



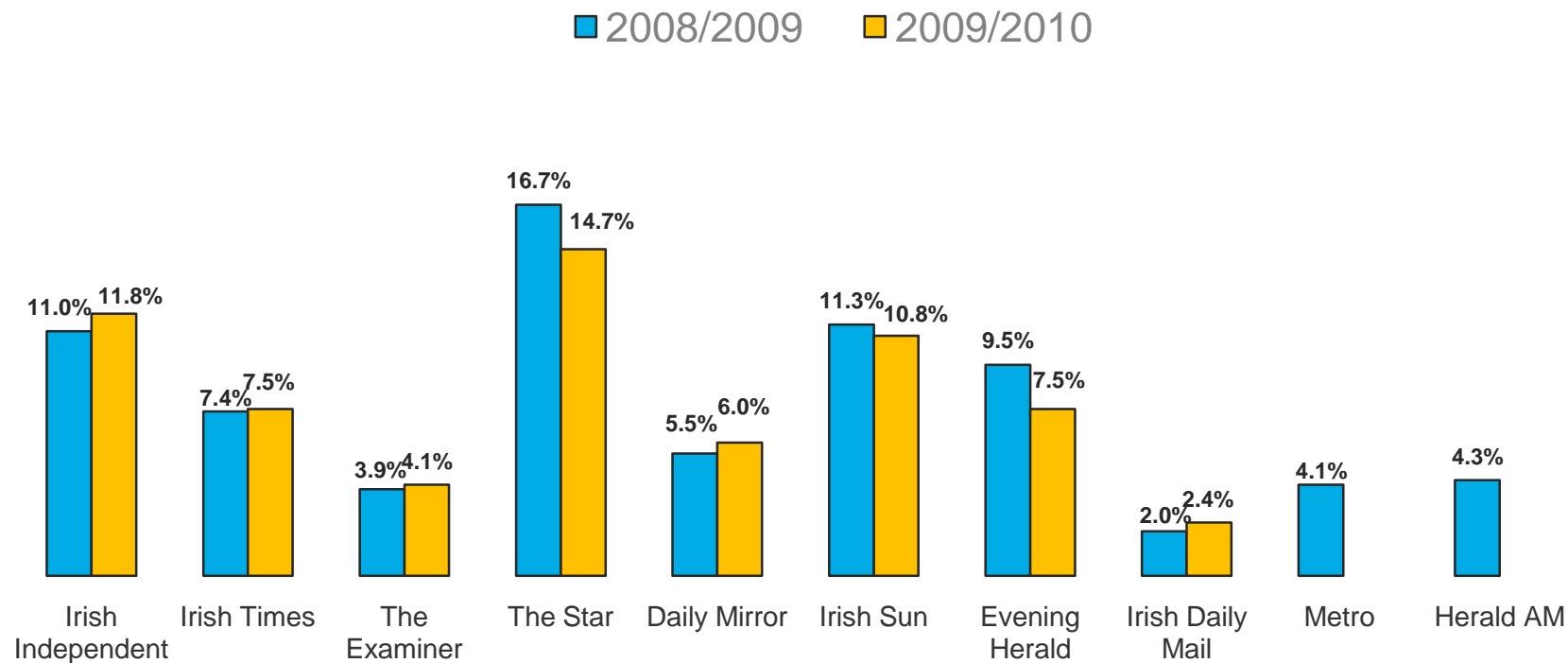
Source: JNRS/Lansdowne

National 25-44 Adult Readership – Daily Titles



Source: JNRS/Lansdowne

National 15-34 Adult Readership – Daily Titles



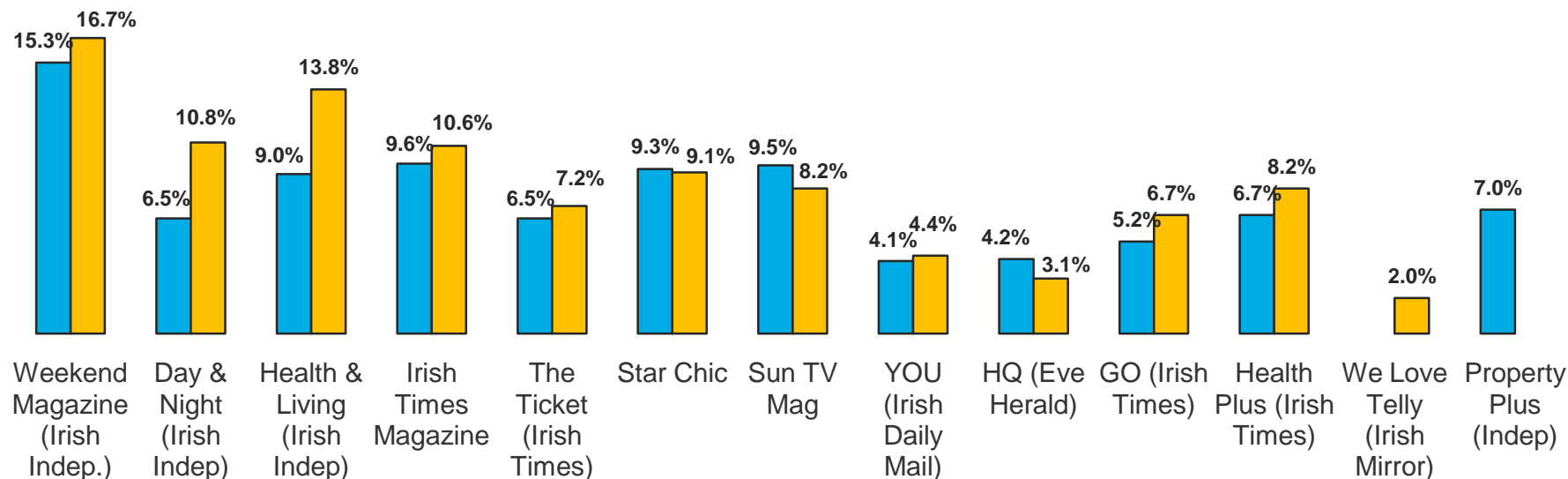
Source: JNRS/Lansdowne



Daily Supplements

National All Adults Readership – Daily Newspaper Magazines

■ 2008/2009 ■ 2009/2010

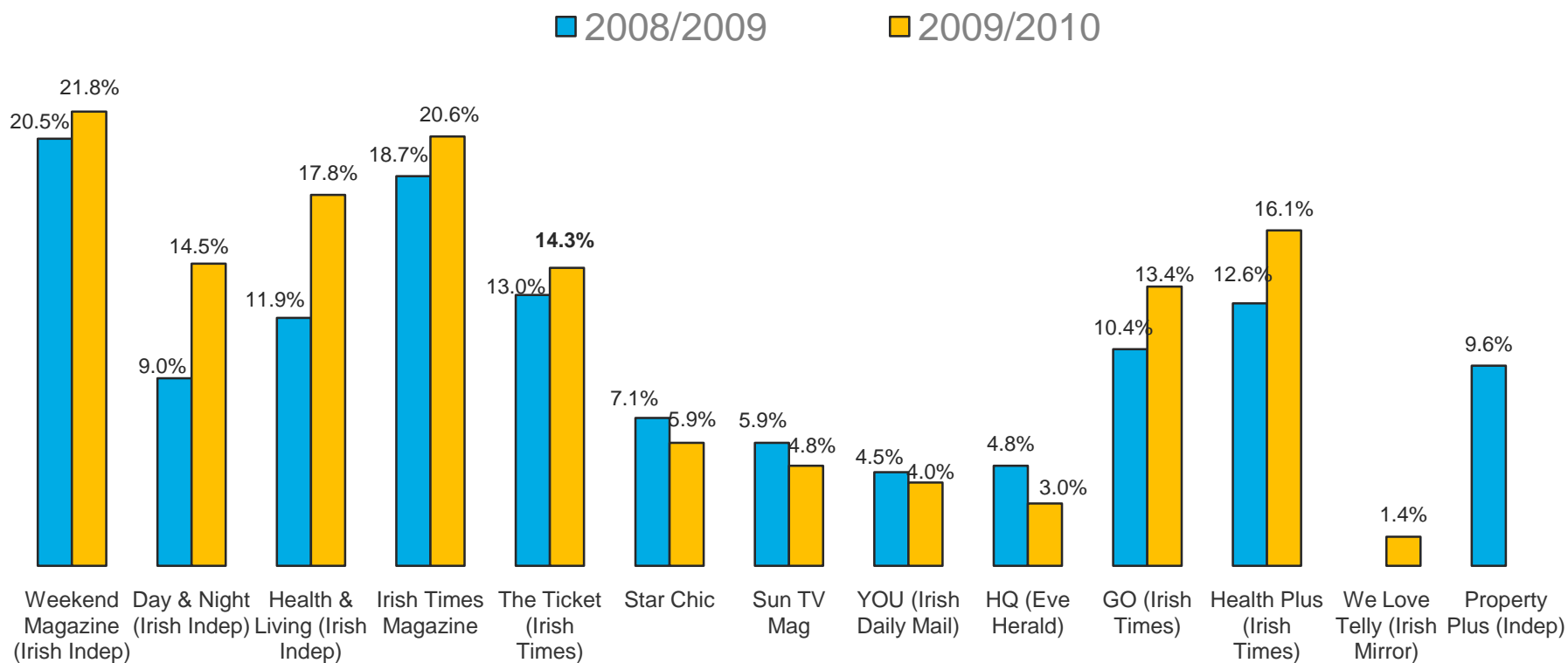


Source: JNRS/Lansdowne



NB/ Property Plus (Irish Indep.) no longer part of JNRS survey as publication ceased in early 2010. We Love Telly (Irish Mirror) is a new entrant to the JNRS survey effective from this period onwards.

National ABC1 Adults Readership – Daily Newspaper Magazines



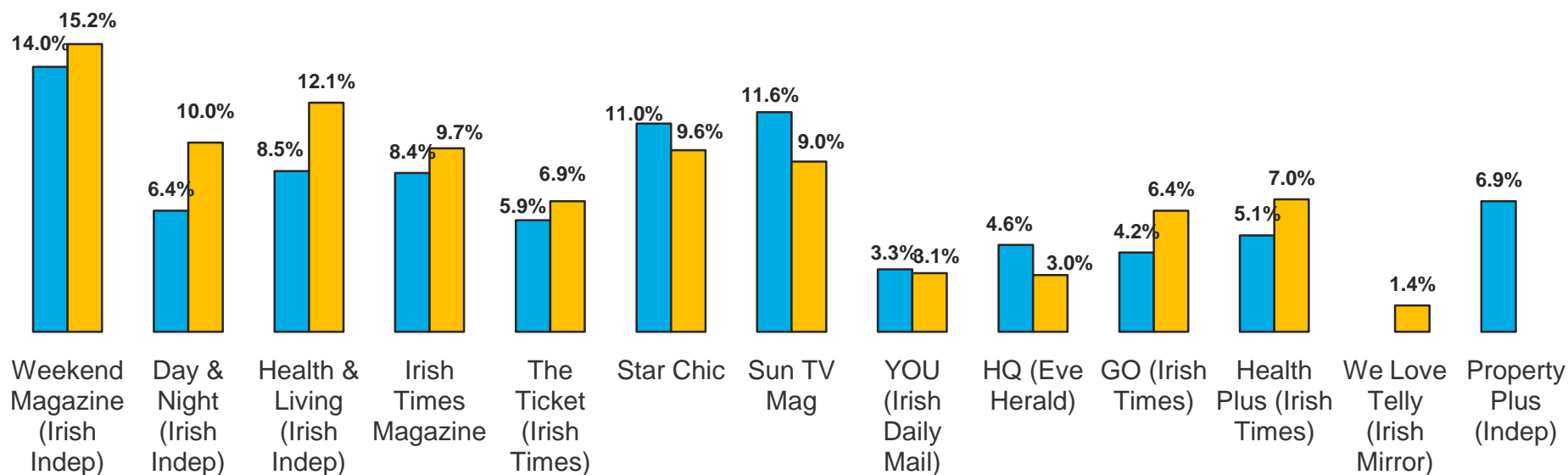
Source: JNRS/Lansdowne



NB/ Property Plus (Irish Indep.) no longer part of JNRS survey as publication ceased in early 2010. We Love Telly (Irish Mirror) is a new entrant to the JNRS survey effective from this period onwards.

National 25-44 Adults Readership – Daily Newspaper Magazines

■ 2008/2009 ■ 2009/2010



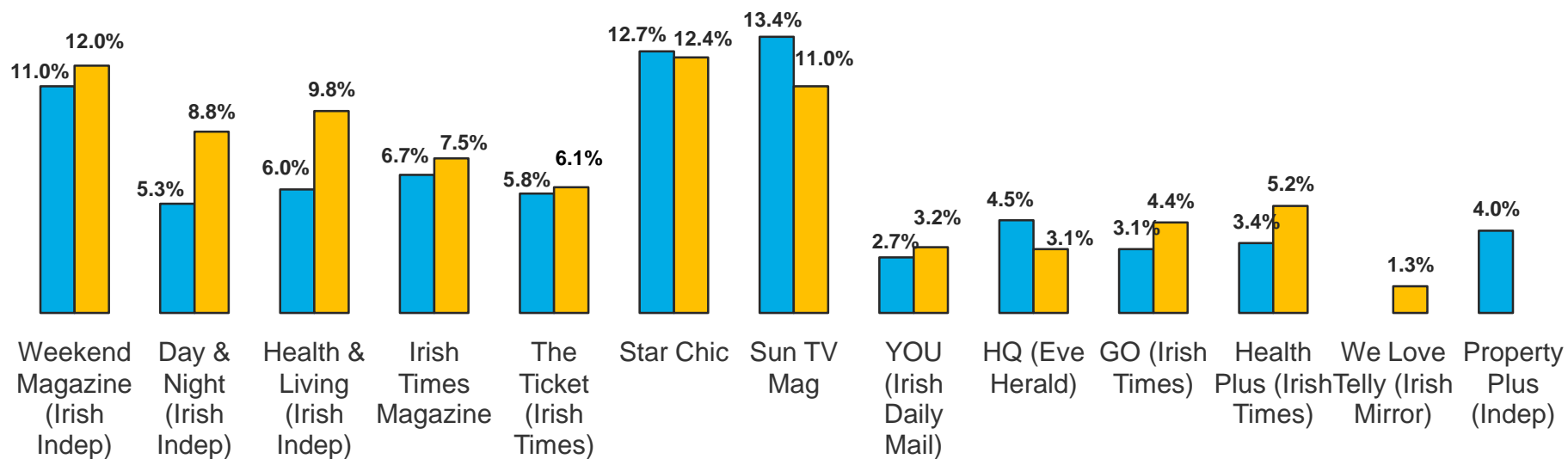
Source: JNRS/Lansdowne



NB/ Property Plus (Irish Indep.) no longer part of JNRS survey as publication ceased in early 2010. We Love Telly (Irish Mirror) is a new entrant to the JNRS survey effective from this period onwards.

National 15-34 Adults Readership – Daily Newspaper Magazines

■ 2008/2009 ■ 2009/2010



Source: JNRS/Lansdowne

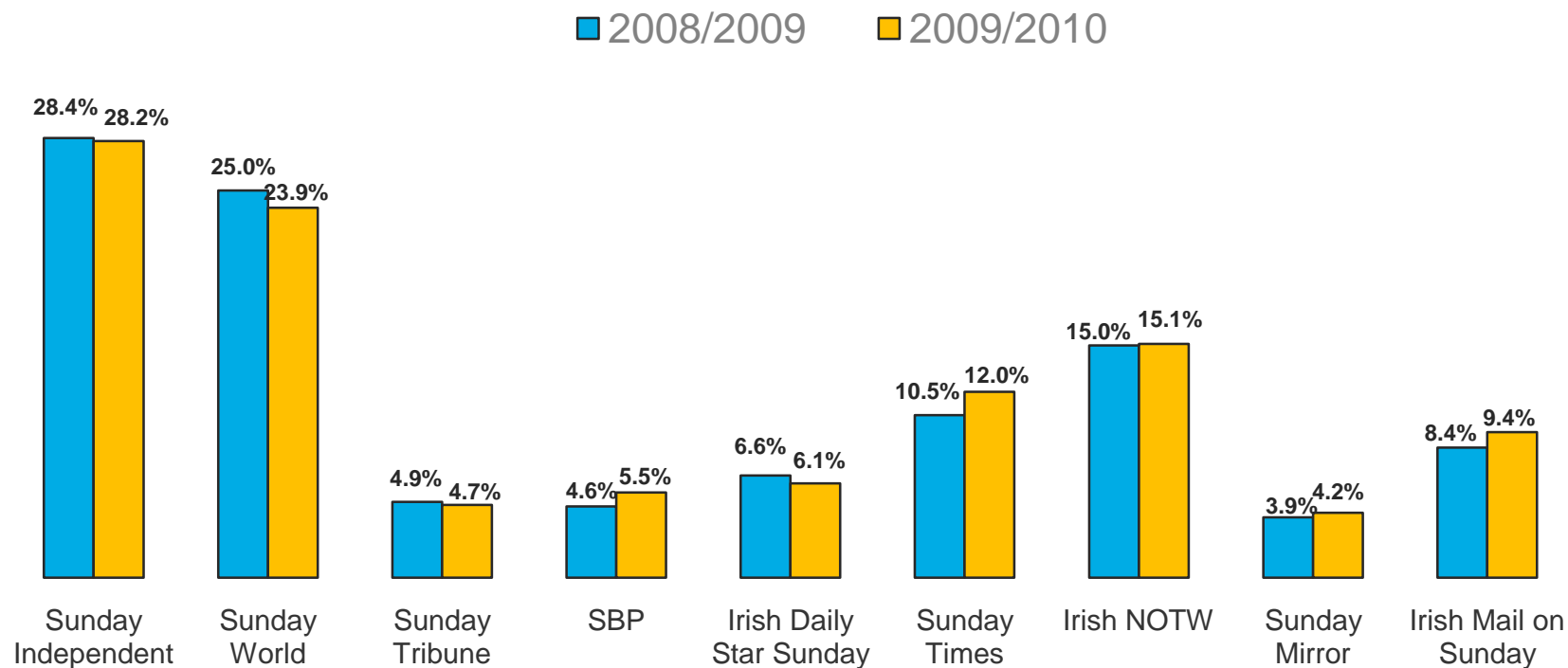


NB/ Property Plus (Irish Indep.) no longer part of JNRS survey as publication ceased in early 2010. We Love Telly (Irish Mirror) is a new entrant to the JNRS survey effective from this period onwards.



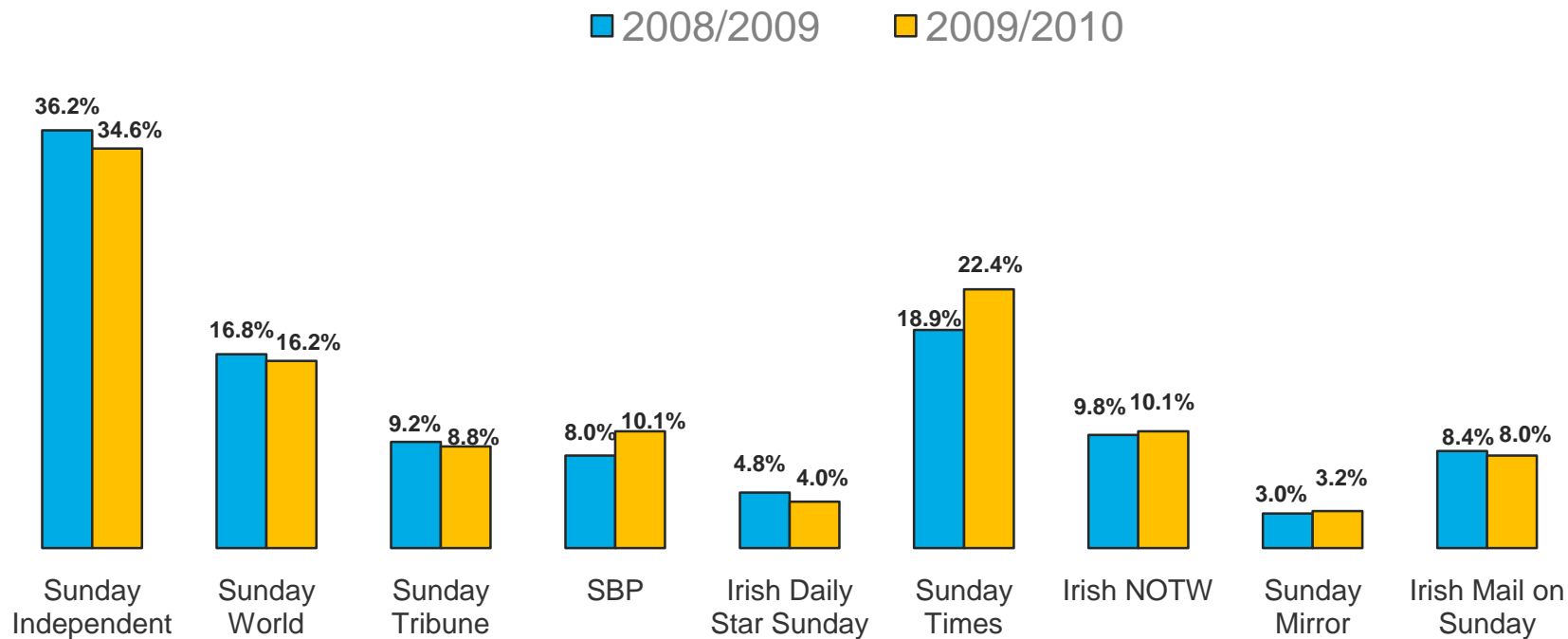
Sunday Market

National All Adult Readership – Sunday Titles



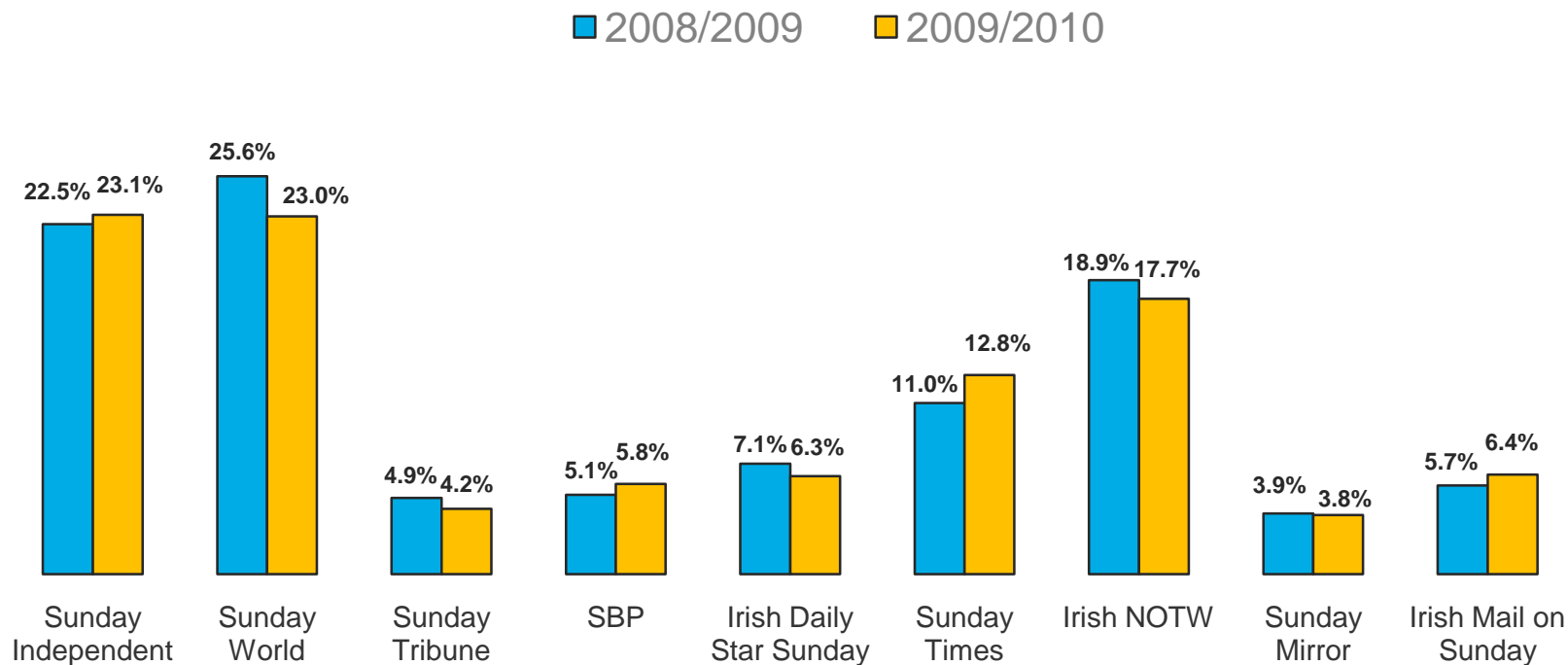
Source: JNRS/Lansdowne

National ABC1 Adult Readership – Sunday Titles



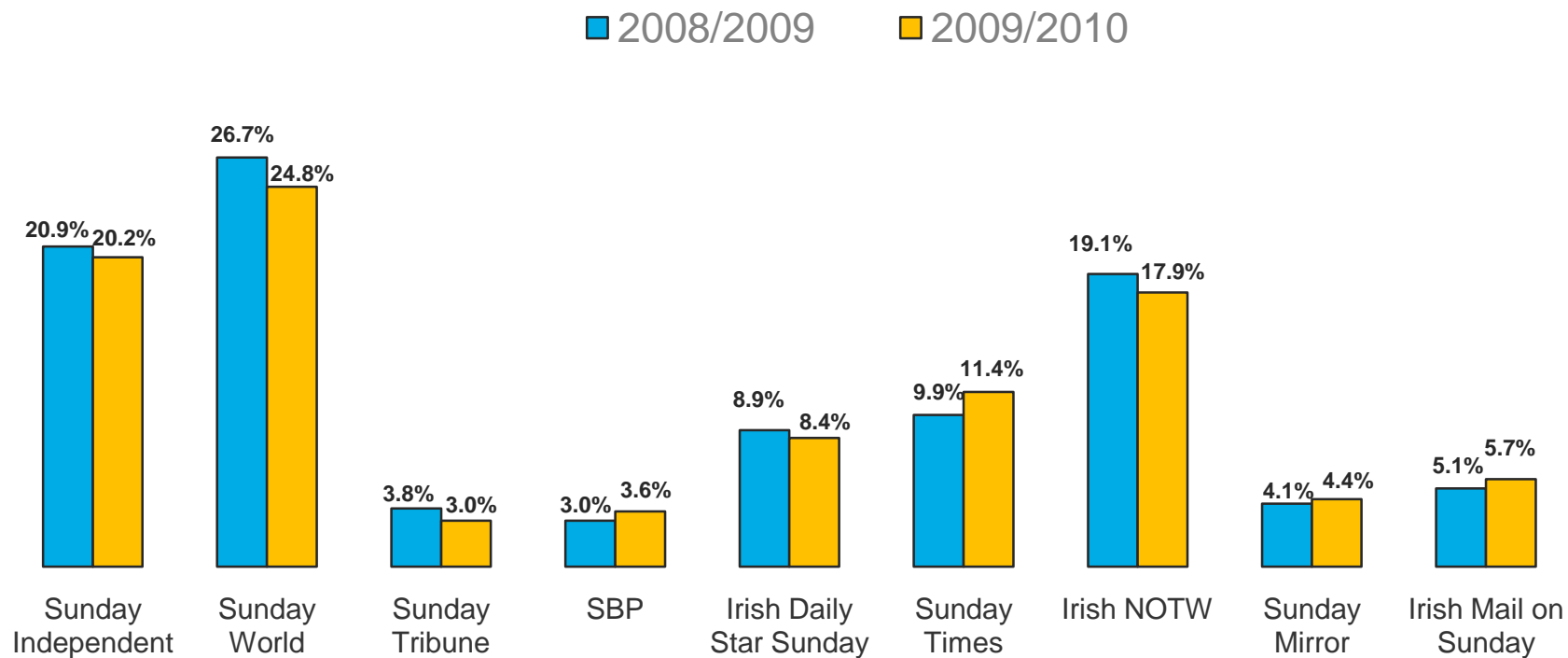
Source: JNRS/Lansdowne

National 25-44 Adult Readership – Sunday Titles



Source: JNRS/Lansdowne

National 15-34 Adult Readership – Sunday Titles



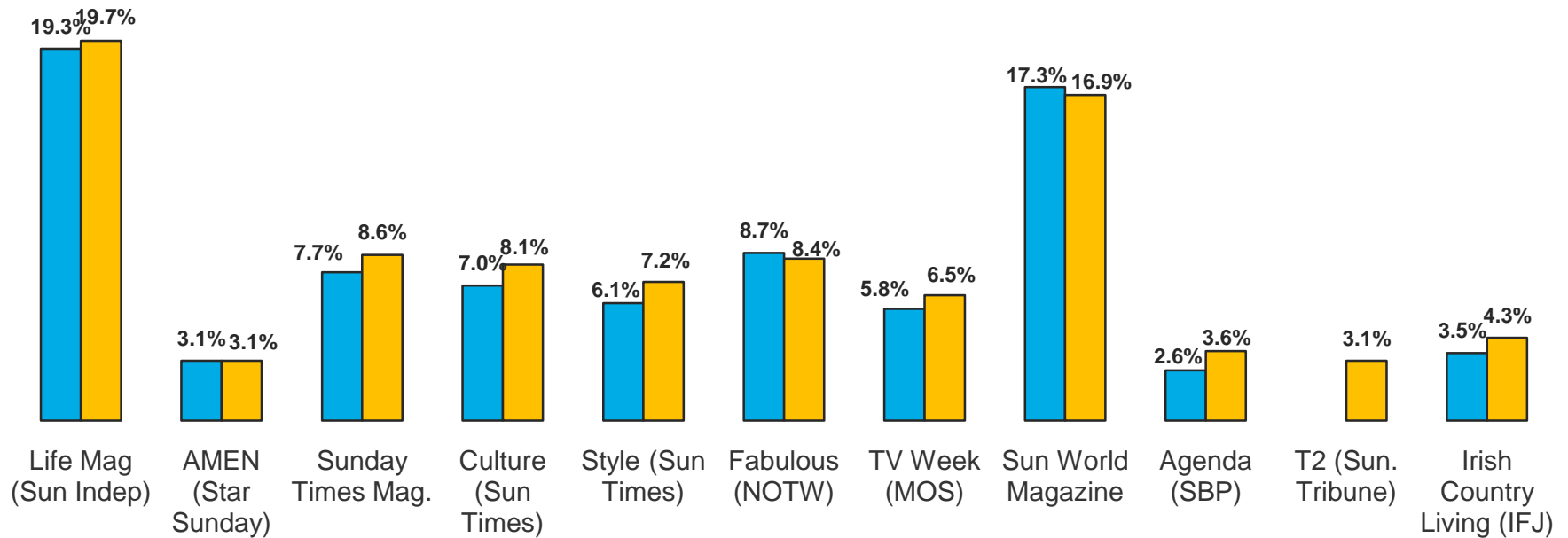
Source: JNRS/Lansdowne

A stack of newspapers is shown, with a white horizontal bar overlaid across the middle. The text "Sunday Supplements" is centered on this bar. The background shows the masthead of a newspaper, including the word "THE" in large letters, and several headlines such as "Dark Tunnel", "How U.S. Suspensions", "Evidently Baseless", "Bedevil Mexican Firm", "Drug Analysts Raised Alarm", "When TMM Invested", "It's Ruled to Try", and "CEO Like Puffenberger".

Sunday Supplements

National All Adults Readership – Sunday/Weekly Newspaper Magazines

■ 2008/2009 ■ 2009/2010



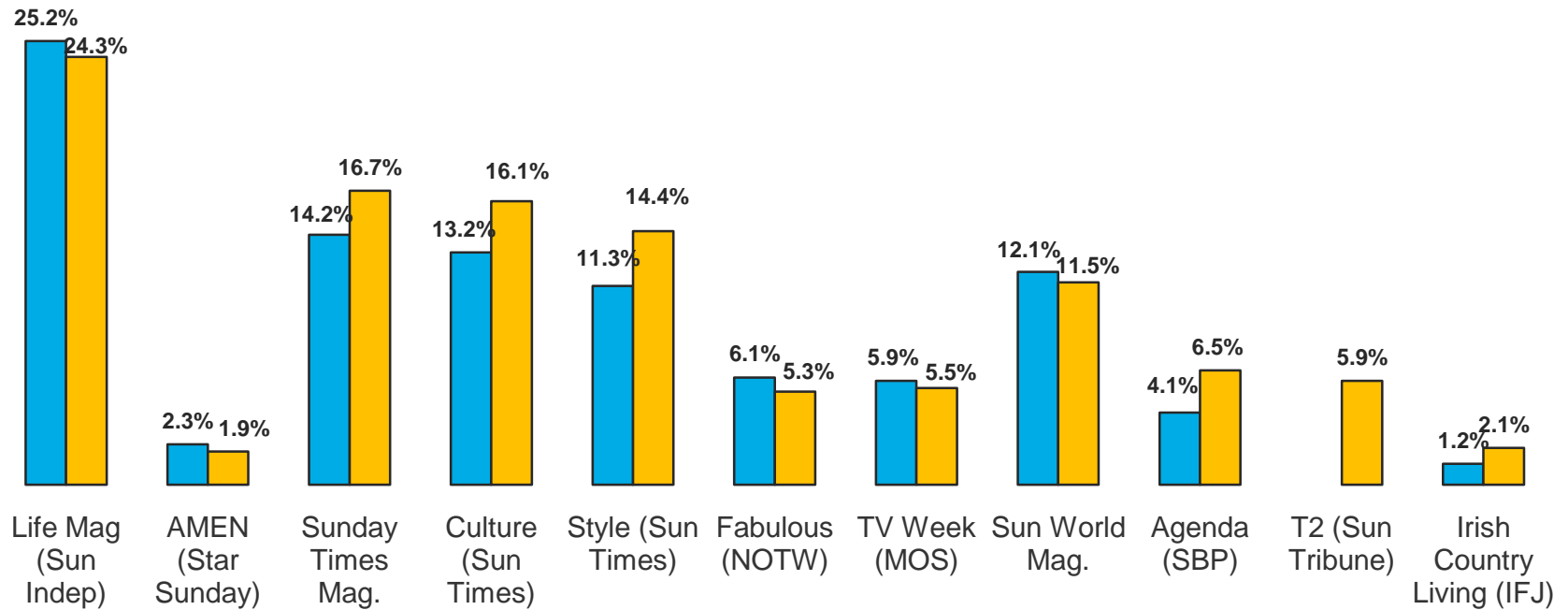
Source: JNRS/Lansdowne



NB/ T2 (Sun Tribune) is a new additions to the JNRS survey, replaces the Sun Tribune Magazine.

National ABC1 Adults Readership – Sunday/Weekly Newspaper Magazines

■ 2008/2009 ■ 2009/2010



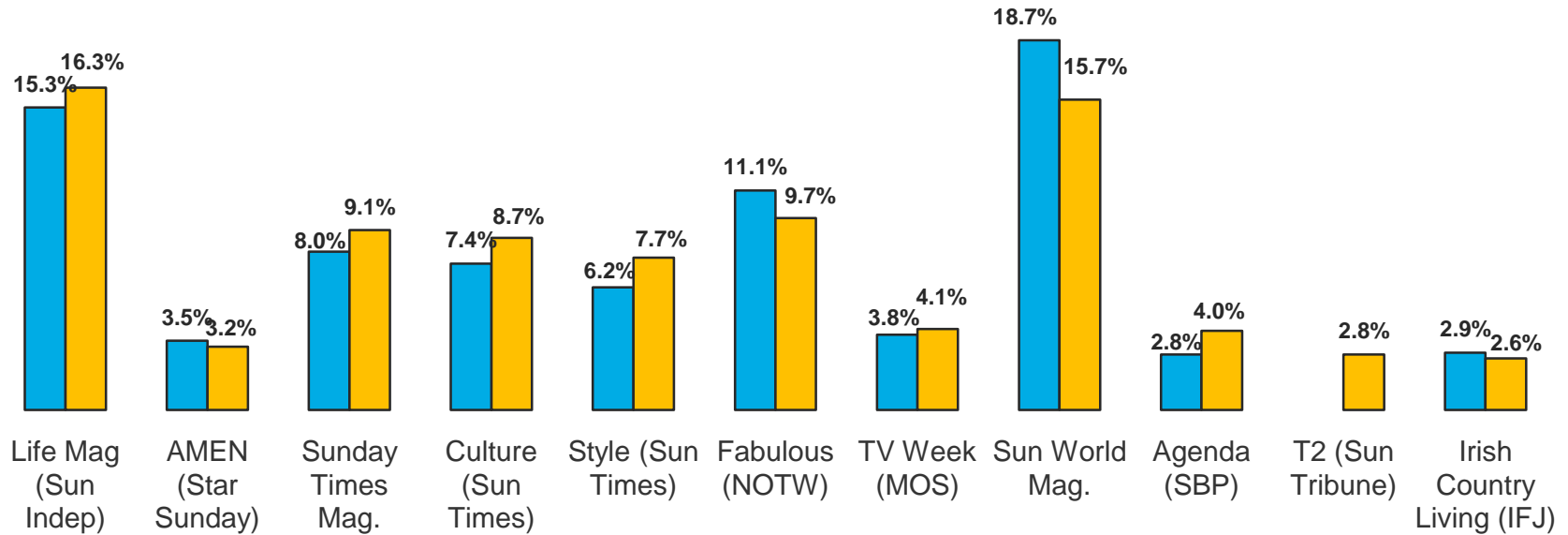
Source: JNRS/Lansdowne



NB/ T2 (Sun Tribune) is a new additions to the JNRS survey, replaces the Sun Tribune Magazine.

National 25-44 Adults Readership – Sunday/Weekly Newspaper Magazines

■ 2008/2009 ■ 2009/2010



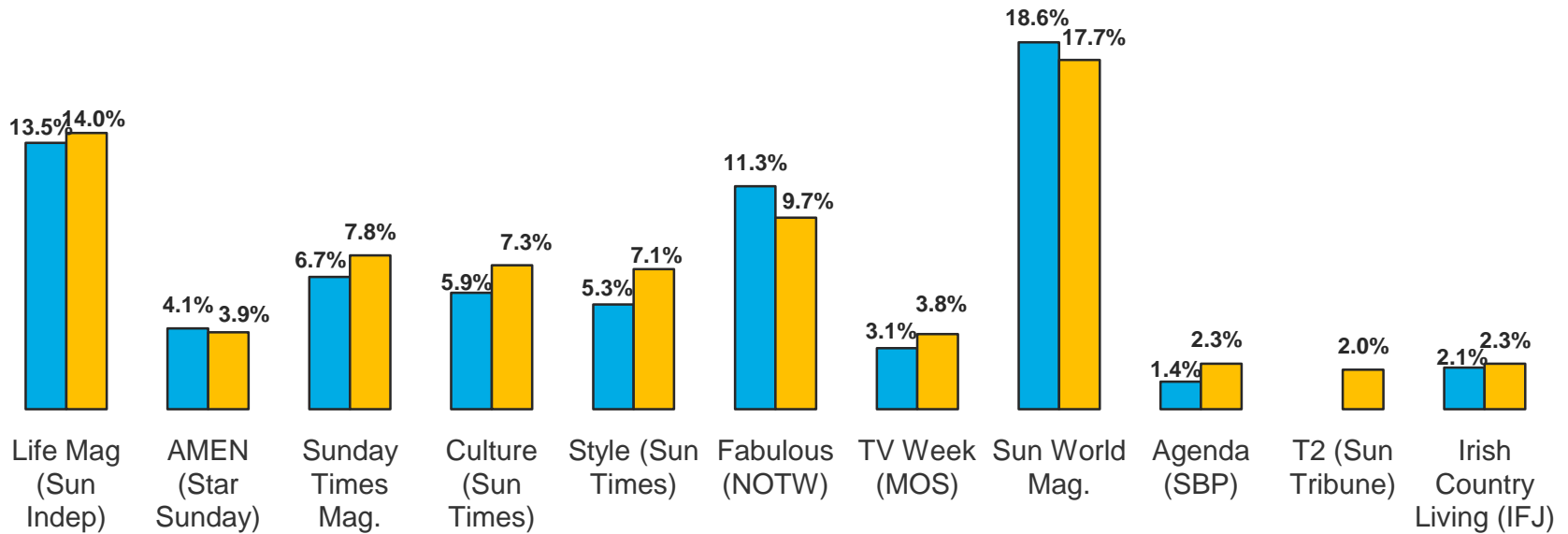
Source: JNRS/Lansdowne



NB/ T2 (Sun Tribune) is a new additions to the JNRS survey, replaces the Sun Tribune Magazine.

National 15-34 Adults Readership – Sunday/Weekly Newspaper Magazines

■ 2008/2009 ■ 2009/2010



Source: JNRS/Lansdowne



NB/ T2 (Sun Tribune) is a new additions to the JNRS survey, replaces the Sun Tribune Magazine.



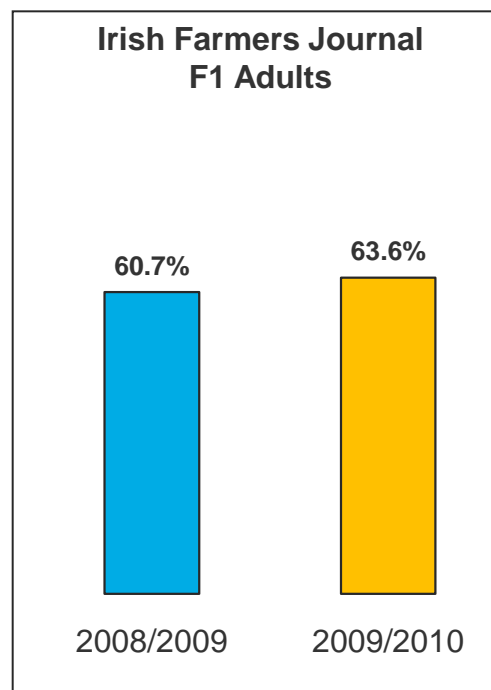
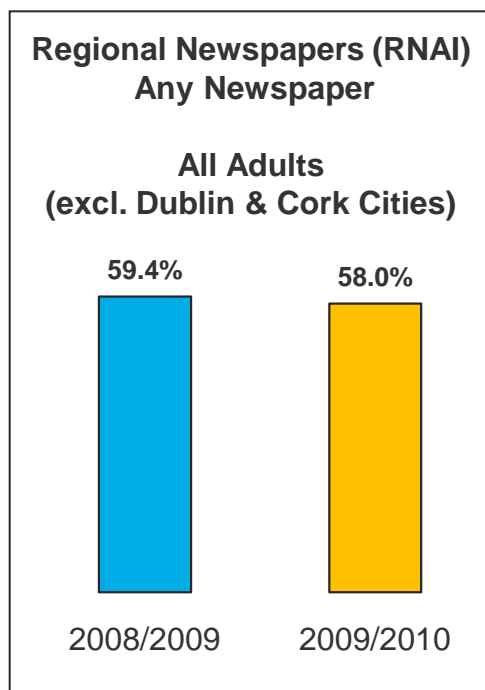
Weekly Market



Carat

Core Target Readership – Weekly Newspapers

■ 2008/2009 ■ 2009/2010



Source: JNRS/Lansdowne

Thank You