

Rankings Most Favorite Presenters

- Results European TV Survey-

Ireland 2009



December 2009

About the European TV survey...

- The annual television survey on behalf of cable and media company UPC was carried out this year between October 26th and November 16th 2009.
- The survey was conducted *online* among a *representative sample* of the population. A total of *1056 respondents* were asked for their opinions in Ireland.
- All ratings in the country were weighted to obtain a representative sample based on age and gender distribution.
- The survey was carried out in 10 European countries, i.e., Austria, Belgium, the Czech Republic, Hungary, Ireland, The Netherlands, Poland, Romania, Slovakia, and Switzerland. Respondents in those countries were asked to indicate their favourite national presenters in four categories: news, sports, talk shows and entertainment. A total of 10.804 respondents completed the survey.
- The survey was coordinated by Reputation Institute. This is the sixth time that UPC has commissioned the annual television survey.

About the sample in Ireland

Gender	N	%
Male	528	50%
Female	528	50%
Total	1056	100%

Age	N	%
18-24	117	11.1%
25-34	207	19.6%
35-44	261	24.7%
45-64	470	44.5%
Total	1056	100%

Region	N	%
Dublin City & County	345	32.7%
Rest of Leinster	288	27.3%
Munster	264	25%
Connaught & Part of Ulster	159	15.1%
Total	1056	100%

Household income (annual)	N	%
less than 35.000 euro	355	33.6%
35.000 - 59.999 euro	295	28%
60.000 - 99.999 euro	192	18.2%
100.000 euro or more	50	4.8%
don't know / prefer not to state	163	15.5%
Total	1056	100%

Education	N	%
Junior Certificate	112	10.6%
Leaving Certificate	237	22.5%
Certificate	140	13.2%
Diploma	191	18%
Graduate / Higher diploma	105	10%
Bachelor's degree	190	18%
Master's degree / Doctorate	81	7.7%
Total	1056	100%

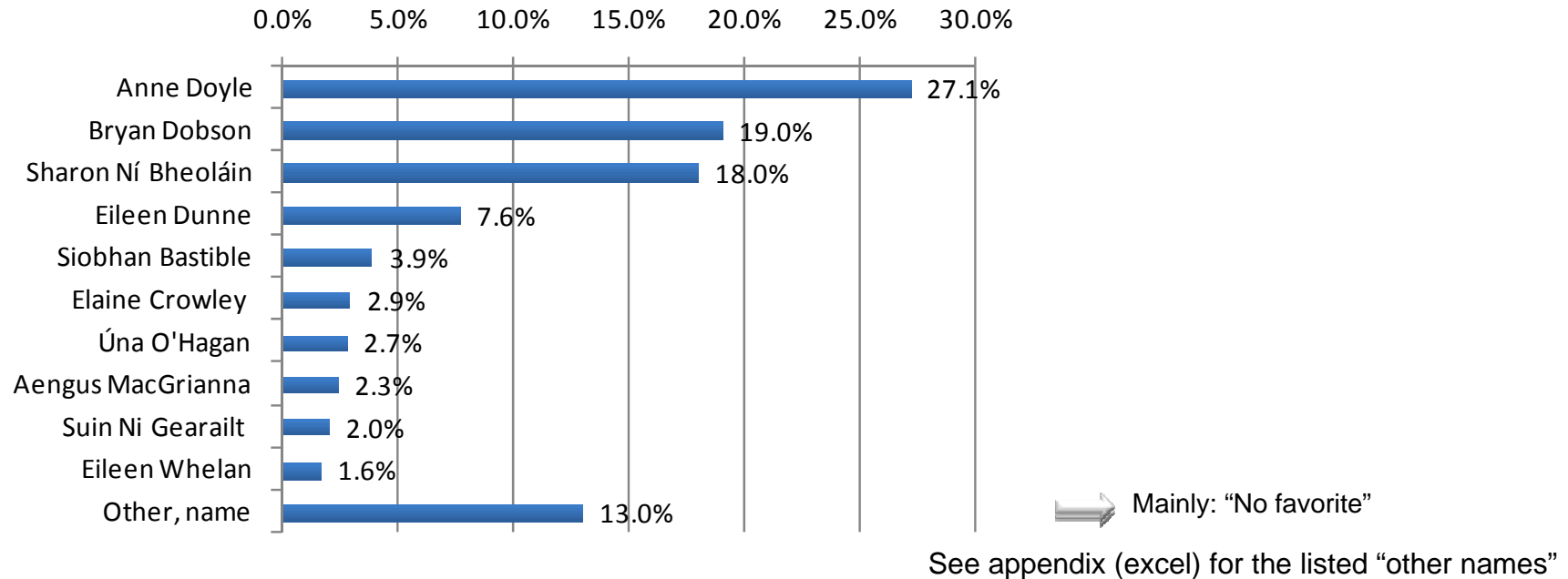
Region (detailed)	N	%
Dublin	345	32.7%
Wicklow	43	4%
Wexford	34	3.2%
Carlow	10	0.9%
Kildare	58	5.4%
Meath	43	4.1%
Louth	29	2.7%
Monaghan	4	0.4%
Cavan	14	1.3%
Longford	6	0.6%
Westmeath	21	2%
Offaly	15	1.4%
Laois	11	1%
Kilkenny	19	1.8%
Waterford	35	3.3%
Cork	116	11%
Kerry	28	2.7%
Limerick	39	3.7%
Tipperary	24	2.3%
Clare	21	2%
Galway	43	4%
Mayo	24	2.3%
Roscommon	9	0.8%
Sligo	17	1.6%
Leitrim	10	0.9%
Donegal	39	3.7%
Total	1056	100%

Ranking of most favorite presenters

News presenter	Sports presenter	Talk show host	Entertainment presenter
1. Anne Doyle	1. Bill O'Herlihy	1. Ryan Tubridy	1. Dermot O'Leary
2. Bryan Dobson	2. Des Cahill	2. Podge & Rodge	2. Daire O'Brien
3. Sharon Ní Bheoláin	3. Matt Cooper	3. Miriam O'Callaghan	3. Lucy Kennedy
4. Eileen Dunne	4. Michael Lyster	4. Martin King	4. Marty Whelan
5. Siobhan Bastible	5. Tony O'Donoghue	5. Grainne Seoige	5. Bill Cullen
6. Elaine Crowley	6. Pat Spillane	6. Mark Cagney	6. Brendan O'Connor
7. Úna O'Hagan	7. Sinead Kissane	7. Blathnaid Ni Chofaigh	7. Alan Hughes
8. Aengus MacGrianna	8. Michael Fitzgerald	8. Sinead Desmond	8. Sonya Lennon
9. Suin Ni Gearailt	9. Shane O'Donoghue	9. Sheana Keane	9. Karen Koster
10. Eileen Whelan	10. Marty Morrisey	10. Síle Seoige	10. Sybil Mulcahy
	11. Con Murphy	11. Sybil Mulcahy	11. Brian Ormond
	12. Trevor Welch		

Favorite TV presenters: News

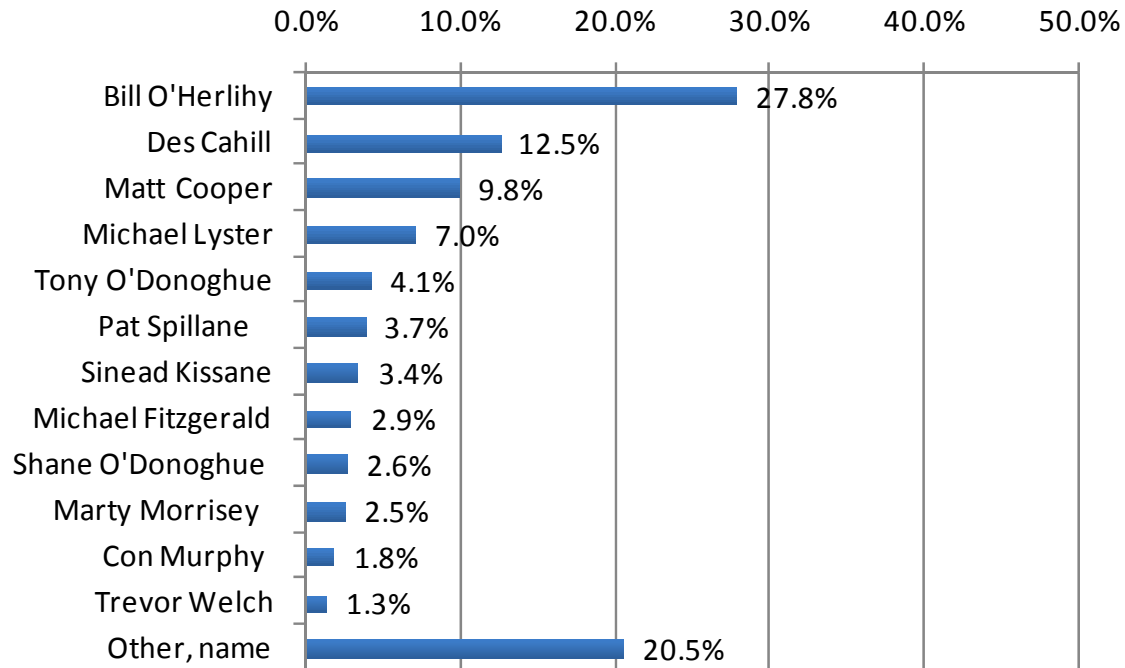
Q: Who is your most favorite news presenter?



The most favorite news presenter in Ireland is Anne Doyle. The number two, but with some distance, is Bryan Dobson, who is closely followed by Sharon Ní Bheoláin. Least popular is Eileen Whelan.

Favorite TV presenters: Sports

Q: Who is your most favorite sports presenter?



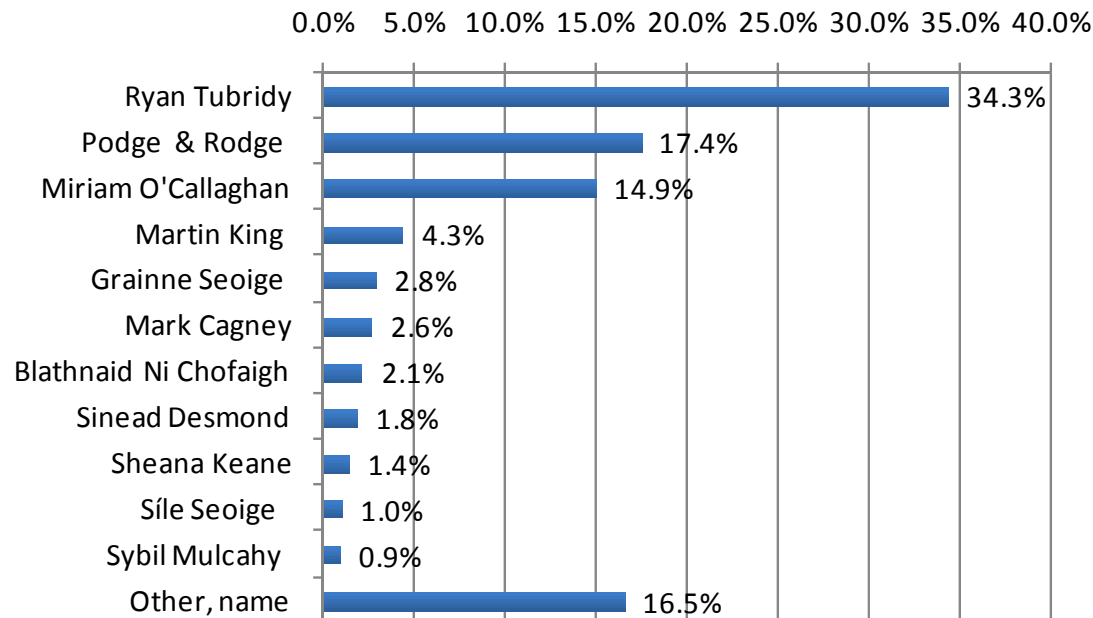
➔ Mainly: "No favorite"

See appendix (excel) for the listed "other names"

The most favorite sports presenter in Ireland is Bill O'Herlihy. He is favored by more than a quarter of the Irish population. He is followed, at some distance by Des Cahill. Least popular is Trevor Welch.

Favorite TV presenters: Talk shows

Q: Who is your most favorite talk show host?



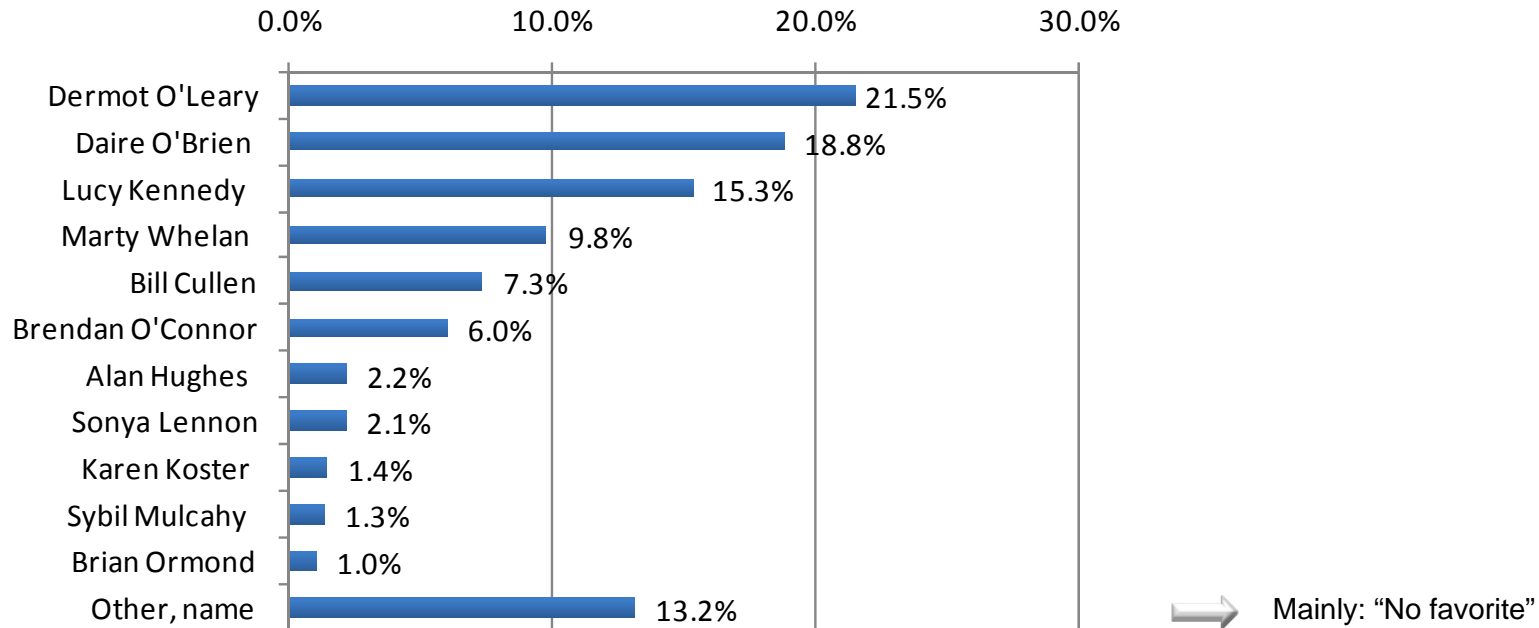
➔ Mainly: "No favorite"

See appendix (excel) for the listed "other names"

The most favorite talk show host is Ryan Tubridy. He is favored by more than one third of the population. Podge & Rodge come in second. Sybil Mulcahy is least popular.

Favorite TV presenters: Entertainment

Q: Who is your most favorite presenter of entertainment programs?



See appendix (excel) for the listed "other names"

The most favorite presenter of entertainment programs is Dermot O'Leary. Daire O'Brien follows closely. Least popular is Brain Ormond.

Ranking of most favorite presenters by gender

News presenters

Sharon Ní Bheoláin is the most favorite news presenter among men followed by Anne Doyle. Anne Doyle is the most favorite presenter among women, followed by Bryan Dobson.

Male		Female	
1. Sharon Ní Bheoláin	24.6%	1. Anne Doyle	30.9%
2. Anne Doyle	23.3%	2. Bryan Dobson	18.8%
3. Bryan Dobson	19.3%	3. Eileen Dunne	11.4%
4. Siobhan Bastible	4.4%	4. Sharon Ní Bheoláin	11.2%
5. Eileen Dunne	3.8%	5. Elaine Crowley	3.8%
6. Úna O'Hagan	3.0%	6. Aengus MacGrianna	3.4%
7. Suin Ni Gearailt	2.7%	7. Siobhan Bastible	3.4%
8. Elaine Crowley	2.1%	8. Úna O'Hagan	2.5%
9. Eileen Whelan	1.5%	9. Eileen Whelan	1.7%
10. Aengus MacGrianna	1.1%	10. Suin Ni Gearailt	1.1%

Sport presenters

Both men and women have exactly the same top 3 list; Bill O'Herlihy, Des Cahill and Matt Cooper. Yet, far more men than women favor Bill O'Herlihy.

Male		Female	
1. Bill O'Herlihy	32.5%	1. Bill O'Herlihy	23.1%
2. Des Cahill	12.1%	2. Des Cahill	12.9%
3. Matt Cooper	8.5%	3. Matt Cooper	11.2%
4. Michael Lyster	6.2%	4. Michael Lyster	7.8%
5. Tony O'Donoghue	6.2%	5. Pat Spillane	5.3%
6. Sinead Kissane	2.6%	6. Sinead Kissane	4.0%
7. Michael Fitzgerald	2.5%	7. Michael Fitzgerald	3.4%
8. Con Murphy	2.5%	8. Marty Morrisey	3.0%
9. Pat Spillane	2.3%	9. Shane O'Donoghue	3.0%
10. Shane O'Donoghue	2.3%	10. Tony O'Donoghue	2.1%
11. Marty Morrisey	1.9%	11. Trevor Welch	1.1%
12. Trevor Welch	1.3%	12. Con Murphy	1.1%

Ranking of most favorite presenters by gender

Talk show hosts

The top 3 presenters among men and women is the same, only the sequence is different. More than 40% of the women favor Ryan Tubridy against 28.2% of the men. On the contrary, men (22.3%) favor Podge & Rodge far more than women (12.5%).

Male		Female	
1. Ryan Tubridy	28.2%	1. Ryan Tubridy	40.4%
2. Podge & Rodge	22.3%	2. Miriam O'Callaghan	13.5%
3. Miriam O'Callaghan	16.5%	3. Podge & Rodge	12.5%
4. Martin King	4.7%	4. Martin King	4.0%
5. Grainne Seoige	2.5%	5. Mark Cagney	3.2%
6. Mark Cagney	2.1%	6. Grainne Seoige	3.0%
7. Sheana Keane	1.7%	7. Blathnaid Ni Chofaigh	2.7%
8. Sinead Desmond	1.5%	8. Sinead Desmond	2.1%
9. Blathnaid Ni Chofaigh	1.5%	9. Sybil Mulcahy	1.1%
10. Sile Seoige	1.3%	10. Sheana Keane	.9%

Presenters of entertainment programs

The top 3 presenters among men and women is the same, only the sequence is different. Women favor Dermot O'Leary (26.8%) far more than men (16.3%). Men favor Daire O'Brien (20.8%) more than women (16.7%).

Male		Female	
1. Daire O'Brien	20.8%	1. Dermot O'Leary	26.8%
2. Lucy Kennedy	17.4%	2. Daire O'Brien	16.7%
3. Dermot O'Leary	16.3%	3. Lucy Kennedy	13.3%
4. Marty Whelan	9.3%	4. Marty Whelan	10.4%
5. Bill Cullen	8.3%	5. Bill Cullen	6.3%
6. Brendan O'Connor	6.8%	6. Brendan O'Connor	5.1%
7. Sonya Lennon	2.3%	7. Alan Hughes	2.7%
8. Alan Hughes	1.7%	8. Sonya Lennon	2.1%
9. Karen Koster	1.3%	9. Sybil Mulcahy	2.1%
10. Brian Ormond	1.1%	10. Karen Koster	1.5%
11. Sybil Mulcahy	.6%	11. Brian Ormond	.9%