

JNLR FIGURES FOR JULY 2009 – JUNE 2010 RELEASED

The latest results from the JNLR/Ipsos MRBI survey covering the period July 2009 – June 2010 were released today (Thursday 29th July).

The survey results indicate that 86% (same) of the adult population was listening daily to a mix of national, regional, multi-city and local radio throughout the country.

For the purposes of comparison, figures for this survey period are compared with the April 2009– March 2010 figures. The main changes and highlights are as follows:

National Reach and Market Share

Listenership to any multi-city/regional/local radio service remained the same at 58%.

Weekday reach figures are unchanged for Today FM (14%), Newstalk (7%) and RTÉ Lyric FM (3%). Slight reductions were recorded for RTÉ Radio 1 at 24% (-1) and RTÉ 2FM at 14% (-1).

With regard to market share, an increased figure of 52.5% (+0.6) was recorded for any multi-city/regional/local station in the 7a.m.-7p.m. period.

Newstalk increased its market share figure to 4.0% (+0.1) while Today FM and RTÉ Lyric FM retained share figures of 9.6% and 1.6% respectively. Small decreases were recorded for the remaining national stations: RTÉ Radio 1 at 22.6% (-0.3) and RTÉ 2FM at 9.3% (-0.4).

National (excluding Dublin and Cork)-local stations

Changes in both reach and market share were recorded for almost all local stations in the current survey period.

The top five local radio stations for the survey period were as follows:

Local Station Listenership (Reach)

Local Station Market Share

1.	Highland Radio 69% (same)	1.	Highland Radio 63.7% (-0.4)
2.	Mid West Radio 52% (same)	2.	Tipp FM 57.8% (+2.5)
3.	Limerick's Live 95FM 51% (-2)	3.	Radio Kerry 55.6% (+2.0)
4.	Radio Kerry 50% (+3)	4.	Mid West Radio 50.5% (-1.0)
5.	Tipp FM 49% (-1)	5.	Shannonside/Northern Sound 46.8% (+0.6)

Multi-City and Regional stations

Beat 102-103FM, serving the south-east, maintained a weekday reach figure of 19% and recorded a market share figure of 11.5% (-0.6).

In the north-west region, i102-104 maintained a weekday reach figure of 19% and increased its market share figure to 13.6% (+1.7).

Spin South West increased its weekday reach figure to 19% (+1.0) and also increased its market share figure to 10% (+0.2).

In the north-east/midlands area, i105-107FM maintained a daily listenership figure of 6% and increased its market share to 3.8% (+0.2).

4FM, the multi-city service, achieved a weekday reach of 3% (+1) and increased its market share to 2.0% (+0.5).

Dublin-local stations

FM104 continues to have the highest weekday reach of local Dublin stations at 19% (same). Spin 1038FM and Q102 increased their reach by 1% each to 14% and 13% respectively. 98FM achieved a figure of 14% (-1).

Weekday reach figures for the other local Dublin stations remained the same when compared to the previous survey period: Country Mix 106.8 at 4% and Phantom 105.2 at 3% .

In terms of market share figures, 98FM again recorded the highest market share figure of the local Dublin stations at 10.9% (-0.7). Increases in market share figure were recorded for Q102 at 10.3% (+0.9), Spin 1038 at 6.3% (+0.3) and Country Mix 106.8FM at 3.3% (+0.3). The remaining stations FM104 and Phantom FM recorded figures of 9.7% (-0.8) and 1.1% (-0.4) respectively.

Cork-local stations

The combined reach of Cork's 96FM/C103 was 48% (same) while a share figure of 43.3 (-0.3) was recorded. Separate figures for both services are detailed in the tables provided.

Cork's Red FM achieved a reach figure of 20% (-1) and increased its recorded share figure to 10.4 (+0.1).

Full details of the reach and market share figures together with the weekly reach figures for all stations are contained in the following pages.

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Press Queries to

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JNLR WEEKDAY REACH FIGURES
(July 2009 – June 2010)

National	%		% Six Month
Any Regional/Local/Multi-city	58	Same	57
RTÉ Radio 1	24	-1	24
RTÉ 2FM	14	-1	14
Today FM	14	Same	13
Newstalk	7	Same	8
RTÉ Lyric FM	3	Same	3

National (excl Dublin/Cork)			
Any Regional/Local/Multi-city	61	Same	59
RTÉ Radio 1	22	Same	22
RTÉ 2FM	16	-1	16
Today FM	15	Same	15
Newstalk	6	Same	7
RTÉ Lyric FM	2	Same	2

Multi-City & Regional Services			
Beat 102-103FM	19	Same	19
Spin South West	19	+1	20
i102-104	19	Same	20
i105-107	6	Same	7
4FM (multi-city)	3	+1	3

Dublin			
RTÉ Radio 1	29	Same	28
FM104	19	Same	18
98FM	14	-1	15
Spin 1038	14	+1	15
Q102	13	+1	14
RTÉ 2FM	12	Same	11
Newstalk	10	Same	9
Today FM	10	Same	9
RTÉ Lyric FM	5	Same	5
Country Mix 106.8FM	4	Same	3
Phantom 105.2	3	Same	3
4FM (multi-city)	2	Same	2

Cork			
Cork's 96FM/C103	48	Same	48
Cork's 96FM	38	Same	37
RTÉ Radio 1	25	-1	24
Cork's Red FM	20	-1	20
Today FM	16	Same	16
C103	14	Same	13
RTÉ 2FM	10	-1	8
Newstalk	9	+1	10
RTÉ Lyric FM	4	Same	4
4FM (multi-city)	4	+1	4

JNLR WEEKDAY SHARE FIGURES (7AM-7PM)
(July 2009 – June 2010)

National	%	
Any Regional/Local/Multi-City	52.5	+0.6
RTÉ Radio 1	22.6	-0.3
RTÉ 2FM	9.3	-0.4
Today FM	9.6	Same
Newstalk	4.0	+0.1
RTÉ Lyric FM	1.6	Same

National (excl Dublin/Cork)	%	
RTÉ Radio 1	18.7	-0.3
RTÉ 2FM	10.7	-0.4
Today FM	10.7	-0.1
Newstalk	3.1	+0.1
RTÉ Lyric FM	0.9	Same

Multi-City & Regional Services	%	
i102-104FM	13.6	+1.7
Beat 102-103FM	11.5	-0.6
Spin South West	10.0	+0.2
i105-107FM	3.8	+0.2
4FM (Multi-City)	2.0	+0.5

Dublin	%	
RTÉ Radio 1	32.2	+0.4
98FM	10.9	-0.7
Q102	10.3	+0.9
FM104	9.7	-0.8
RTÉ 2FM	8.1	Same
Today FM	6.7	+0.1
Spin 1038	6.3	+0.3
Newstalk	6.0	Same
RTÉ Lyric FM	3.0	+0.1
Dublin's Country Mix 106.8FM	3.3	+0.3
Phantom 105.2	1.1	-0.4
4FM (multi-city)	2.0	+0.6

Cork	%	
Cork's 96FM/ C103	43.3	-0.3
Cork's 96FM	33.2	-0.6
RTÉ Radio 1	20.7	-1.0
Today FM	11.0	+1.1
Cork's Red FM	10.4	+0.1
C103	10.2	+0.4
RTÉ 2FM	5.5	-5.5
Newstalk	4.0	+0.2
RTÉ Lyric FM	1.7	+0.1
4FM (multi-city)	2.6	+0.7

JNLR WEEKDAY REACH FIGURES
(July 2009 – June 2010)

Local	%	
Highland Radio	69	Same
Mid-West Radio	52	Same
Limerick's Live 95FM	51	-2
Radio Kerry	50	+3
Tipp FM	49	-1
WLR FM	47	-3
Shannonside/Northern Sound	47	Same
Clare FM	44	Same
Ocean FM	43	-2
Midlands 103FM	42	-1
Galway Bay FM	41	Same
KCLR 96FM	37	-3
South East Radio	36	-2
LM FM	31	-1
East Coast FM	25	Same
Kfm	24	+2

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)

Local	%	
Highland Radio	63.7	-0.4
Tipp FM	57.8	+2.5
Radio Kerry	55.6	+2.0
Mid West Radio	50.5	-1.0
Shannonside/Northern Sound	46.8	+0.6
WLR FM	43.7	+0.2
Clare FM	42.3	+1.9
Limerick's Live 95FM	35.6	+0.6
KCLR 96FM	33.3	-0.7
Midlands 103FM	33.7	Same
LM FM	31.2	+2.9
South East Radio	29.6	-3.5
Ocean FM	26.5	-3.1
Galway Bay FM	29.0	-0.5
Kfm	22.8	+4.3
East Coast FM	19.8	-1.5

JNLR WEEKLY REACH FIGURES
(July 2009 – June 2010)

National	%	
RTÉ Radio 1	37	Same
RTÉ 2FM	29	Same
Today FM	27	Same
Newstalk	15	Same
RTÉ Lyric FM	7	-1

Six Month

36
29
26
15
7

Multi-City & Regional Services	%	
Beat 102-103FM	34	-1
Spin South West	34	Same
i102-104	30	+1
i105-107	13	+2
4FM (Multi-City)	6	+1

34
33
32
14
6

Dublin	%	
RTÉ Radio 1	38	+1
FM104	28	Same
98FM	23	Same
Spin 1038	21	+1
Q102	20	+2
RTÉ 2FM	19	Same
Newstalk	16	-1
Today FM	16	+1
RTÉ Lyric FM	10	Same
Country Mix 106.8FM	6	Same
Phantom 105.2FM	6	Same
4FM	4	same

35
27
23
21
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18
16
15
10
5
5
5

Cork	%	
Cork's 96FM/C103	68	+1
Cork's 96 FM	53	Same
RTÉ Radio 1	37	-2
Cork's Red FM	34	Same
Today FM	30	Same
C103	26	+1
RTÉ 2FM	22	Same
Newstalk	16	+1
RTÉ Lyric FM	8	-1
4 FM	7	+1

69
54
35
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7

JNLR WEEKLY REACH FIGURES
(July 2009 – June 2010)

<i>Local</i>	%	
Highland Radio	89	-1
Limericks Live 95	77	-2
WLR	73	Same
Radio Kerry	76	+2
Mid West Radio	74	+1
Tipp FM	70	+1
Galway Bay FM	70	+1
Midlands 103FM	69	+3
Clare FM	63	Same
South East Radio	61	+1
Shannonside/Northern Sound	59	-1
Ocean	56	-3
KCLR 96FM	54	-3
KFM (Kildare)	54	+4
East Coast Radio	50	+2
LMFM	42	Same