

JNLR FIGURES FOR JANUARY 2009 – DECEMBER 2009 RELEASED

The JNLR/Ipsos MRBI results for the survey period January 2009 – December 2009, were released today (Thursday 11th February). The survey results indicate that 87% (same) of the adult population was listening daily to a mix of national, regional and local radio throughout the country.

For the purposes of comparison, figures for this survey period are compared with the October 2008 - September 2009 figures. The main changes and highlights are as follows:

National Reach and Market Share

Listenership to any multi-city/regional/local radio again increased to 58% (+1) when compared to the previous survey period.

Weekday reach figures remained unchanged for RTÉ Radio 1 (26%), Today FM (15%), Newstalk (8%) and RTÉ Lyric FM (3%) while RTÉ 2FM achieved a figure of 15% (-1).

With regard to market share, a figure of 50.6% for any multi-city/regional/local station in the 7a.m.-7p.m. period was recorded, representing an increase of 1.0% when compared with the previous survey period.

Increases in market share were recorded for Newstalk at 4.0% (+0.2) and RTÉ Radio 1 at 23.4% (+0.1). RTÉ Lyric FM maintained its market share of 1.6% while RTÉ 2FM and Today FM achieved figures of 10.1% (-0.4) and 9.9% (-0.8) respectively.

National (excluding Dublin and Cork)-local stations

With regard to local radio, virtually all commercial radio stations registered changes to their market share and reach figures for the January 2009– December 2009 period.

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

Local Station Listenership (Reach)

Local Station Market Share

1.	Highland Radio 68% (+1)	1.	Highland Radio 65.5%
2	Limerick's Live 95FM 53% (same)	2.	Radio Kerry 54.7%
3.	WLR FM 51% (Same)	3.	Tipp FM 53.5%
4	Mid West Radio 50% (+2) Shannonside/Northern Sound 50% (-3) Tipp FM 50% (-2)	4.	Mid West Radio 50.9%
5.	Ocean FM 47% (+1) Radio Kerry 47% (+2)	5.	Shannonside/Northern Sound 46.9%

Multi-City and Regional stations

Beat 102-103FM, serving the south-east, maintained a weekday reach figure of 20% (same) and obtained a market share figure of 12.2% (-0.3).

Spin South West maintained its 18% reach figure, and maintained a market share figure of 9.8%. In the north-west region, i102-104FM again maintained a weekday reach figure of 17% and increased its market share figure to 11.0% (+1.1).

i105-107FM, serving the north-east region maintained a reach figure of 3% and achieved a market share figure of 2% (+0.3) when assessed against the previous survey period.

The multi-city service 4FM maintained a weekday reach of 2% and achieved a market share of 1.4% (+0.1) when assessed against the previous survey period. The service has been on air since February 27th 2009.

Dublin-local stations

FM104 maintained its position as the most listened to local radio station in the Dublin market with a listened yesterday figure of 20% (same) while Dublin's Q102 increased its listened yesterday figure to 13% (+1).

Listened yesterday figures for the majority of other local Dublin stations remained the same when compared to the previous survey period: Dublin's 98FM at 15% (same); Country Mix 106.8 at 4% (same) and Phantom 105.2 at 3% (same). Spin 1038 achieved a figure of 13% (-1).

Four Dublin stations recorded increases in market share for the survey period: Dublin's Country Mix 3.0% (+0.4), Dublin's Q102 8.6% (+0.4), Dublin's 98 10.4% (+0.3) and FM 104 at 10.7% (+0.1).

The remaining local stations recorded market share figures as follows: Spin 103.8 at 5.8% (-0.3) and Phantom 105.2 at 1.4% (-0.3).

Cork-local stations

In the Cork franchise area, the combined reach figure for Cork's 96FM/C103 increased to 50% (+1) while market share of 45% (+0.1) was achieved. Separate figures for both services are detailed in the tables provided.

Cork's Red FM maintained a listened yesterday figure of 20% (same) and also obtained a market share figure of 9.8% (same)

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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**JNLR WEEKDAY REACH FIGURES
JANUARY 2009 – DECEMBER 2009**

National	%		% Six Month
Any Regional/Local/Multi-city	58	+1	59
RTÉ Radio 1	26	Same	25
RTÉ 2FM	15	-1	15
Today FM	15	Same	14
Newstalk	8	Same	7
RTÉ Lyric FM	3	same	3

National (excl Dublin/Cork)			
Any Regional/Local/Multi-city	61	+1	62
RTÉ Radio 1	23	-1	22
RTÉ 2FM	17	-1	17
Today FM	16	-1	15
Newstalk	6	Same	6
RTÉ Lyric FM	2	Same	2

Multi-City & Regional Services			
*4FM	2	Same	3
Beat 102-103FM	20	Same	19
Spin South West	18	Same	18
i102-104	17	Same	18
+i105-107	3	Same	5

Dublin			
RTÉ Radio 1	30	Same	31
FM104	20	Same	19
Dublin's 98	15	Same	13
Dublin's Q102	13	+1	13
Spin 1038	13	-1	14
Newstalk	12	Same	10
RTÉ 2FM	12	-1	12
Today FM	10	Same	11
RTÉ Lyric FM	5	Same	5
Country Mix 106.8FM	4	Same	5
Phantom 105.2	3	Same	3
*4FM	-	-	2

Cork			
Cork's 96FM/C103	50	+1	49
Cork's 96FM	39	+1	38
RTÉ Radio 1	27	+2	26
Cork's Red FM	20	Same	20
Today FM	17	-1	16
C103	14	-1	15
RTÉ 2FM	12	Same	11
Newstalk	8	+1	9
RTE Lyric FM	3	Same	4
*4FM	-	-	3

* Figures provided for 4FM are for the survey period February 27th 2009 – December 2009.

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
JANUARY 2009 – DECEMBER 2009

National	%	
Any Regional/Local/Multi-City	50.6	+1.0
RTÉ Radio 1	23.4	+0.1
RTÉ 2FM	10.1	-0.4
Today FM	9.9	-0.8
Newstalk	4.0	+0.2
RTÉ Lyric FM	1.6	Same

National (excl Dublin/Cork)		
Any Regional/Local/Multi-city	53.1	+1.0
RTÉ Radio 1	19.6	+0.1
RTÉ 2FM	11.8	-0.3
Today FM	11.1	-1.1
Newstalk	2.7	+0.3
RTÉ Lyric FM	1.0	Same

Multi-City & Regional Services		
*4FM	1.4	+0.1
Beat 102-103FM	12.2	-0.3
i102-104FM	11.0	+1.1
Spin South West	9.8	Same
+ i105-107FM	2.0	+0.3

Dublin		
RTÉ Radio 1	32.8	-0.1
FM104	10.7	+0.1
Dublin's 98	10.4	+0.3
Dublin's Q102	8.6	+0.4
RTÉ 2FM	8.3	-0.6
Newstalk	7.0	-0.5
Today FM	7.0	+0.1
Spin 1038	5.8	-0.3
Country Mix 106.8FM	3.0	+0.4
RTÉ Lyric FM	2.9	+0.1
Phantom 105.2	1.4	-0.3
*4FM	-	-

Cork		
Cork's 96FM/ C103	45.0	+0.1
Cork's 96FM	34.9	+1.3
RTÉ Radio 1	21.4	+0.4
Today FM	10.4	-1.2
C103	10.1	-1.2
Cork's Red FM	9.8	Same
RTÉ 2FM	6.2	+0.2
Newstalk	3.5	+0.3
RTÉ Lyric FM	1.5	+0.1
*4FM	-	-

*Figures provided for 4FM are for the survey period February 27th 2009 – December 2009.

JNLR WEEKDAY REACH FIGURES
JANUARY 2009 – DECEMBER 2009

Local	%	
Highland Radio	68	+1
Limerick's Live 95FM	53	Same
WLR FM	51	Same
Mid West Radio	50	+2
Shannonside/Northern Sound	50	-3
Tipp FM	50	-2
Ocean FM	47	+1
Radio Kerry	47	+2
Clare FM	45	Same
KCLR 96FM	42	+3
Midlands 103FM	41	+2
Galway Bay FM	40	Same
South East Radio	39	Same
LM FM	32	-3
East Coast FM	28	+2
KFM	24	-3

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

Local	%	
Highland Radio	65.5	-0.4
Radio Kerry	54.7	+2.5
Tipp FM	53.5	+0.9
Mid West Radio	50.9	+0.4
Shannonside/Northern Sound	46.9	-1.3
WLR FM	44.5	-1.0
Clare FM	38.9	-0.5
Limerick's Live 95FM	35.4	-1.2
Midlands 103FM	33.9	+1.4
Ocean FM	32.8	+1.0
South East Radio	32.7	+0.8
KCLR 96FM	32.0	-1.2
LM FM	28.3	-1.2
Galway Bay FM	27.1	Same
East Coast FM	20.9	+0.4
KFM	18.6	-0.6

**JNLR WEEKLY REACH FIGURES
JANUARY 2009 – DECEMBER 2009**

National	%		Six Month
RTÉ Radio 1	38	Same	37
RTÉ 2FM	30	Same	29
Today FM	28	Same	27
Newstalk	16	+1	15
RTÉ Lyric FM	8	Same	7

Multi-City & Regional Services			
*4FM (Multi-City)	5	Same	5
Beat 102-103FM	34	Same	36
Spin South West	33	+1	34
i102-104	28	+1	28
+ i105-107	8	+2	11

Dublin			
RTÉ Radio 1	39	+1	40
FM104	29	-1	29
Dublin's 98	23	-1	22
Spin 1038	20	Same	21
Q102	19	Same	20
RTÉ 2FM	19	-1	19
Newstalk	18	Same	17
Today FM	17	+1	18
RTÉ Lyric FM	10	+1	9
Country Mix 106.8FM	7	Same	7
Phantom 105.2FM	6	Same	6
*4FM	-	-	4

Cork			
Cork's 96FM/C103	68	Same	67
Cork's 96 FM	54	Same	53
RTÉ Radio 1	40	Same	39
Cork's Red FM	33	-1	31
Today FM	31	-1	29
C103	26	-2	25
RTÉ 2FM	24	+1	23
Newstalk	15	+2	16
RTÉ Lyric FM	8	-1	7
*4FM	-	-	6

*Figures provided for 4FM are for the survey period February 27th 2009 – December 2009.

JNLR WEEKLY REACH FIGURES
JANUARY 2009 – DECEMBER 2009

<i>Local</i>	%	
Highland Radio	89	+1
Limericks Live 95	79	+2
WLR FM	75	+1
Radio Kerry	73	Same
Galway Bay FM	70	-1
Mid West Radio	70	+3
Tipp FM	70	+2
Shannonside/Northern Sound	65	-3
Clare FM	64	-1
Midlands 103FM	62	+5
South East Radio	61	-2
Ocean FM	60	-1
KCLR 96FM	59	+1
KFM	48	-1
East Coast FM	46	+1
LMFM	43	-3