

JNLR FIGURES FOR APRIL 2009 – MARCH 2010 RELEASED

Results from the JNLR/Ipsos MRBI survey for the period April 2009 – March 2010 were released today (Thursday 13th May). The survey results indicate that 86% (-1) 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 January – December 2009 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 for RTÉ 2FM and RTÉ Lyric FM are unchanged at 15% and 3% respectively. Slight reductions were recorded for RTÉ Radio 1 at 25% (-1), Today FM at 14% (-1) and Newstalk at 7% (-1).

With regard to market share, an increased figure of 51.9% (+1.3) was recorded for any multi-city/regional/local station in the 7a.m.-7p.m. period.

RTÉ Lyric FM retained its market share of 1.6%. Small decreases in market share were recorded for the remaining national stations: RTÉ Radio 1 at 22.9% (-0.5), RTÉ 2FM at 9.7% (-0.4), Today FM at 9.6% (-0.3) and Newstalk at 3.9% (-0.1).

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% (+1)	1.	Highland Radio 64.1% (-1.4)
2.	Limerick's Live 95FM 53% (same)	2.	Tipp FM 55.3% (+1.8)
3.	Mid West Radio 52%(+2)	3.	Radio Kerry 53.6% (-1.1)
4.	Tipp FM 50% (same)	4.	Mid West Radio 51.5% (+0.6)
4.	WLR FM 50% (-1)	5.	Shannonside/Northern Sound 46.2% (-0.7)
5.	Radio Kerry 47% (same) Shannonside Northern Sound 47% (-3)		

Multi-City and Regional stations

Beat 102-103FM, serving the south-east, achieved a weekday reach figure of 19% (-1.0) and recorded a market share figure of 12.1% (-0.1).

In the north-west region, i102-104 increased both reach and share figures to 19% (+2.0) and 11.9% (+0.9) respectively.

Spin South West maintained its 18% reach figure, and obtained a market share figure of 9.8% (same).

Figures for the north-east/midlands regional service i105-107FM demonstrated an increase in daily listenership to 6% (+3) and market share of 3.6% (+1.6).

4FM, the multi-city service, achieved a weekday reach of 2% (same) and achieved a market share of 1.5% (+0.1).

Dublin-local stations

FM104 continues to have the highest weekday reach of local Dublin stations at 19% (-1) Weekday reach figures for the majority of remaining local Dublin stations remained the same when compared to the previous survey period: Dublin's 98FM at 15%; Spin 1038FM at 13%; Country Mix 106.8 at 4%; and Phantom 105.2 at 3%. Q102 recorded a reach figure of 12% (-1.0) for the current survey period.

98FM recorded the highest market share figure of the local Dublin stations in the April 09-March 10 survey period at 11.6%(+1.2). Other increases in market share were recorded for Dublin's Q102 at 9.4% (+0.8); Spin 1038 at 6% (+0.2) and Phantom 105.2 at 1.5% (+0.1). County Mix 106.8 retained its market share of 3% while FM104 achieved a market share of 10.5% (-0.2).

Cork-local stations

The combined figures for Cork's 96FM/C103 showed reductions in both reach and share, at 48% (-2.0) and 43.6% (-1.4) respectively. Separate figures for both services are detailed in the tables provided.

Cork's Red FM recorded increases in their reach and market share, achieving figures of 21% (+1.0) and 10.3% (+0.5) respectively.

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

-Ends-

Press Queries to

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JNLR WEEKDAY REACH FIGURES
April 2009 – March 2010

National	%	
Any Regional/Local/Multi-city	58	same
RTÉ Radio 1	25	-1
RTÉ 2FM	15	same
Today FM	14	-1
Newstalk	7	-1
RTÉ Lyric FM	3	same

% Six Month

57
24
14
13
7
3

National (excl Dublin/Cork)	%	
Any Regional/Local/Multi-city	61	same
RTÉ Radio 1	22	-1
RTÉ 2FM	17	same
Today FM	15	-1
Newstalk	6	same
RTÉ Lyric FM	2	same

60
23
17
14
6
2

Multi-City & Regional Services	%	
+4FM (multi-city)	2	same
Beat 102-103FM	19	-1
i102-104	19	+2
Spin South West	18	same
i105-107	6	+3

3
20
20
19
7

Dublin	%	
RTÉ Radio 1	29	-1
FM104	19	-1
Dublin's 98	15	same
Spin 1038	13	same
Q102	12	-1
RTÉ 2FM	12	same
Newstalk	10	-2
Today FM	10	same
RTÉ Lyric FM	5	same
Country Mix 106.8FM	4	same
Phantom 105.2	3	same
*4 FM (multi-city)	2	-

27
19
15
13
12
11
8
8
5
3
3
2

Cork	%	
Cork's 96FM/C103	48	-2
Cork's 96FM	38	-1
RTÉ Radio 1	26	-1
Cork's Red FM	21	+1
Today FM	16	-1
C103	14	same
RTÉ 2FM	11	-1
Newstalk	8	same
RTÉ Lyric FM	4	+1
*4 FM (multi-city)	3	-

47
37
26
21
14
13
9
9
4
4

*No comparable 12 month figures are available for 4FM

+Comparative figures for 4FM are assessed against the period February 27th 2009 - December 31st 2009

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
April 2009 – March 2010

National	%	
Any Regional/Local/Multi-City	51.9	+1.3
RTÉ Radio 1	22.9	-0.5
RTÉ 2FM	9.7	-0.4
Today FM	9.6	-0.3
Newstalk	3.9	-0.1
RTÉ Lyric FM	1.6	same

National (excl Dublin/Cork)	%	
RTÉ Radio 1	19.0	-0.6
RTÉ 2FM	11.1	-0.7
Today FM	10.8	-0.3
Newstalk	3.0	+0.3
RTÉ Lyric FM	0.9	-0.1
Any Regional/Local/Multi-city	54.5	+1.4

Multi-City & Regional Services	%	
+4FM	1.5	+0.1
Beat 102-103FM	12.1	-0.1
i102-104FM	11.9	+0.9
Spin South West	9.8	same
i105-107FM	3.6	+1.6

Dublin	%	
RTÉ Radio 1	31.8	-1.0
Dublin's 98	11.6	+1.2
FM104	10.5	-0.2
Dublin's Q102	9.4	+0.8
RTÉ 2FM	8.1	-0.2
Today FM	6.6	-0.4
Newstalk	6.0	-1.0
Spin 1038	6.0	+0.2
Country Mix 106.8FM	3.0	same
RTÉ Lyric FM	2.9	same
Phantom 105.2	1.5	+0.1
* 4FM	1.4	-

Cork	%	
Cork's 96FM/ C103	43.6	-1.4
Cork's 96FM	33.8	-1.1
RTÉ Radio 1	21.7	+0.3
Cork's Red FM	10.3	+0.5
Today FM	9.9	-0.5
C103	9.8	-0.3
RTÉ 2FM	6.2	same
Newstalk	3.8	+0.3
*4FM	1.9	-
RTÉ Lyric FM	1.6	+0.1

*No comparable 12 month figures are available for 4FM

+Comparative figures for 4FM are assessed against the period February 27th - December 31st 2009

JNLR WEEKDAY REACH FIGURES
April 2009- March 2010

Local	%	
Highland Radio	69	+1
Limerick's Live 95FM	53	same
Mid West Radio	52	+2
Tipp FM	50	same
WLR FM	50	-1
Radio Kerry	47	same
Shannonside/Northern Sound	47	-3
Ocean FM	45	-2
Clare FM	44	-1
Midlands 103FM	43	+2
Galway Bay FM	41	+1
KCLR 96FM	40	-2
South East Radio	38	-1
LM FM	32	same
East Coast FM	25	-3
KFM	22	-2

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
April 2009 – March 2010

Local	%	
Highland Radio	64.1	-1.4
Tipp FM	55.3	+1.8
Radio Kerry	53.6	-1.1
Mid West Radio	51.5	+0.6
Shannonside/Northern Sound	46.2	-0.7
WLR FM	43.5	-1.0
Clare FM	40.4	+1.5
Limerick's Live 95FM	35.0	-0.4
KCLR 96FM	34.0	+2.0
Midlands 103FM	33.7	-0.2
South East Radio	33.1	+0.4
Ocean FM	29.6	-3.2
Galway Bay FM	29.5	+2.4
LM FM	28.3	same
East Coast FM	21.3	+0.4
KFM	18.5	-0.1

JNLR WEEKLY REACH FIGURES
April 2009 – March 2010

National	%	
RTÉ Radio 1	37	-1
RTÉ 2FM	29	-1
Today FM	27	-1
Newstalk	15	-1
RTÉ Lyric FM	8	same

Six Month

37
28
26
15
8

Multi-City & Regional Services	%	
+4FM (Multi-City)	5	same
Beat 102-103FM	35	+1
Spin South West	34	+1
i102-104	29	+1
i105-107	11	+3

6
36
34
31
13

Dublin	%	
RTÉ Radio 1	37	-2
FM104	28	-1
Dublin's 98	23	same
Spin 1038	20	same
RTÉ 2FM	19	same
Q102	18	-1
Newstalk	17	-1
Today FM	15	-2
RTÉ Lyric FM	10	same
Country Mix 106.8FM	6	-1
Phantom 105.2FM	6	same
*4FM	4	-

36
27
22
19
17
18
15
14
9
5
5
5

Cork	%	
Cork's 96FM/C103	67	-1
Cork's 96 FM	53	-1
RTÉ Radio 1	39	-1
Cork's Red FM	34	+1
Today FM	30	-1
C103	25	-1
RTÉ 2FM	22	-2
Newstalk	15	same
RTÉ Lyric FM	9	+1
*4FM	6	-

66
52
38
34
29
25
20
17
9
7

*No comparable 12 month figures available

+Comparative figures for 4FM are assessed against the period February 27th - December 31st 2009

JNLR WEEKLY REACH FIGURES
April 2009 – March 2010

<i>Local</i>	%	
Highland Radio	90	+1
Limericks Live 95	79	same
Radio Kerry	74	+1
WLR FM	73	-2
Mid West Radio	73	+3
Galway Bay FM	69	-1
Tipp FM	69	-1
Midlands 103FM	66	+4
Clare FM	63	-1
Shannonside/Northern Sound	60	-5
South East Radio	60	-1
Ocean FM	59	-1
KCLR 96FM	57	-2
KFM	50	+2
East Coast FM	48	+2
LMFM	42	-1