

JNLR FIGURES FOR OCTOBER 2009 – SEPTEMBER 2010 RELEASED

The latest results from the Ipsos MRBI JNLR survey covering the period October 2009- September 2010 were released today (Thursday 28th October 2010).

The survey results indicate that 85% (-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 July 2009- June 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%.

The weekday reach figure for Newstalk increased to 8% (+1) while figures were unchanged for RTÉ Radio 1 at 24%, RTÉ 2FM at 14% and RTÉ Lyric FM at 3%. Today FM recorded a figure of 13% (-1).

With regard to market share, an increased figure of 53.8% (+1.3) was recorded for any multi-city/regional/local station in the 7a.m.-7p.m. period.

Newstalk increased its market share figure to 4.1% (+0.1) while RTÉ Lyric FM retained a share figure of 1.6%. Small decreases were recorded for RTÉ 2FM at 8.7% (-0.6), RTÉ Radio 1 at 22.1% (-0.5), and Today FM at 9.3% (-0.3).

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 63.4% (-0.3)
2	Radio Kerry 51% (+1) Limerick's Live 95FM 51% (same)	2.	Radio Kerry 56.3% (+0.7)
3.	Mid West Radio 50% (-2)	3.	Tipp FM 54.3% (-3.5)
4.	WLR FM 48% (+1)	4.	Mid West Radio 49.6% (-0.9)
5.	Shannonside/Northern Sound 46% (-1)	5.	Shannonside/Northern Sound 46.2% (-0.6)

Multi-City and Regional stations

Spin South West increased its weekday reach figure to 21% (+2.0) and also increased its market share figure to 10.9% (+0.9).

Beat 102-103FM, serving the south-east, increased its weekday reach figure to 20% (+1.0) and also increased its market share figure to 12.3% (0.8).

In the north-west region, i102-104 increased its weekday reach figure to 20% (+1.0) and increased its market share figure to 14.7% (+1.1).

In the north-east/midlands area, i105-107FM increased its weekday reach figure to 7% (+1.0) and increased its market share to 5.1% (+1.3).

4FM, the multi-city service, maintained a weekday reach figure of 3% (same) and recorded a market share figure of 1.9% (-0.1).

Dublin-local stations

Weekday reach figures remained the same for several local Dublin stations: FM104 at 19%, 98FM at 14%, Spin 1038 at 14% and Dublin's Q102 at 13%. The other stations, Country Mix 106.8 FM and Phantom 105.2, recorded figures of 3% and 2% respectively.

In terms of market share figures, increases were recorded for FM104 at 11.5% (+1.8), 98FM at 11.3% (+0.4), Dublin's Q102 at 11.2% (+0.9) and Spin 1038 at 6.5% (+0.2). Country Mix 106.8FM recorded a figure of 3.1% (-0.2) and Phantom 105.2 recorded a figure of 0.9% (-0.2).

Cork-local stations

Cork's Red FM achieved a reach figure of 21% (+1) and increased its market share figure to 11.3 (+0.9).

The combined reach of Cork's 96FM/C103 remained at 48% (same) while a share figure of 43.5 (+0.2) was recorded. Separate figures for both services are detailed in the tables provided.

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

NOTE TO MEDIA:

For individual programme listenership results please contact the individual station.

-Ends-

Press Queries to: Brian Furey BAI 01 6441200

JNLR WEEKDAY REACH FIGURES
October 2009-September 2010

National	%		% Six Month
Any Regional/Local/Multi-city	58	Same	59
RTÉ Radio 1	24	Same	24
RTÉ 2FM	14	Same	13
Today FM	13	-1	14
Newstalk	8	+1	8
RTÉ Lyric FM	3	Same	3

National (excl Dublin/Cork)	%		
Any Regional/Local/Multi-city	60	-1	61
RTÉ Radio 1	22	Same	22
RTÉ 2FM	16	Same	15
Today FM	15	Same	15
Newstalk	6	Same	6
RTÉ Lyric FM	2	Same	2

Multi-City & Regional Services	%		
Spin South West	21	+2	23
Beat 102-103FM	20	+1	20
i102-104	20	+1	20
i105-107	7	+1	8
4FM (multi-city)	3	Same	3

Dublin	%		
RTÉ Radio 1	28	-1	29
FM104	19	Same	20
98FM	14	Same	14
Spin 1038	14	Same	15
Dublin's Q102	13	Same	15
Newstalk	10	Same	12
RTÉ 2FM	10	-2	10
Today FM	9	-1	9
RTÉ Lyric FM	5	Same	5
Country Mix 106.8FM	3	-1	4
Phantom 105.2	2	-1	2
4FM	2	Same	2

Cork	%		
Cork's 96FM/C103	48	Same	48
Cork's 96FM	36	-2	36
RTÉ Radio 1	25	Same	24
Cork's Red FM	21	+1	19
Today FM	15	-1	16
C103	14	Same	15
RTÉ 2FM	9	-1	9
Newstalk	9	Same	9
RTE Lyric FM	4	Same	4
4FM	4	Same	4

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
October 2009-September 2010

National	%	
Any Regional/Local/Multi-City	53.8	+1.3
RTÉ Radio 1	22.1	-0.5
Today FM	9.3	-0.3
RTÉ 2FM	8.7	-0.6
Newstalk	4.1	+0.1
RTÉ Lyric FM	1.6	Same

National (excl Dublin/Cork)	%	
Any Regional/Local/Multi-city	56.1	+0.6
RTÉ Radio 1	18.5	-0.2
Today FM	10.7	Same
RTÉ 2FM	10.0	-0.7
Newstalk	3.3	+0.2
RTÉ Lyric FM	0.9	Same

Multi-City & Regional Services	%	
i102-104FM	14.7	+1.1
Beat 102-103FM	12.3	+0.8
Spin South West	10.9	+0.9
i105-107FM	5.1	+1.3
4FM (Multi-City)	1.9	-0.1

Dublin	%	
RTÉ Radio 1	30.9	-1.3
FM104	11.5	+1.8
98FM	11.3	+0.4
Dublin's Q102	11.2	+0.9
RTÉ 2FM	7.5	-0.6
Spin 1038	6.5	+0.2
Newstalk	5.9	-0.1
Today FM	5.8	-0.9
Country Mix 106.8FM	3.1	-0.2
RTÉ Lyric FM	3.0	Same
4FM	1.7	-0.3
Phantom 105.2	0.9	-0.2

Cork	%	
Cork's 96FM/ C103	43.5	+0.2
Cork's 96FM	32.4	-0.8
RTÉ Radio 1	20.6	-0.1
Cork's Red FM	11.3	+0.9
C103	11.1	+0.9
Today FM	10.1	-0.9
RTÉ 2FM	5.3	-0.2
Newstalk	3.8	-0.2
4FM	2.9	+0.3
RTÉ Lyric FM	1.9	+0.2

JNLR WEEKDAY REACH FIGURES
October 2009-September 2010

Local	%	
Highland Radio	69	Same
Radio Kerry	51	+1
Limerick's Live 95FM	51	Same
Mid West Radio	50	-2
WLR FM	48	+1
Shannonside/Northern Sound	46	-1
Tipp FM	44	-5
Clare FM	43	-1
Galway Bay FM	41	Same
Ocean FM	41	-2
KCLR 96FM	40	+3
Midlands 103FM	39	-3
South East Radio	36	Same
LM FM	28	-3
East Coast FM	26	+1
KFM	24	Same

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
October 2009-September 2010

Local	%	
Highland Radio	63.4	-0.3
Radio Kerry	56.3	+0.7
Tipp FM	54.3	-3.5
Mid West Radio	49.6	-0.9
Shannonside/Northern Sound	46.2	-0.6
WLR FM	45.6	+1.9
Clare FM	42.6	+0.3
KCLR 96FM	36.6	+3.3
Limerick's Live 95FM	36.0	+0.4
Midlands 103FM	30.3	-3.4
South East Radio	29.0	-0.6
LM FM	28.5	-2.7
Galway Bay FM	28.2	-0.8
Ocean FM	27.1	+0.6
KFM	26.8	+4.0
East Coast FM	21.4	+1.6

JNLR WEEKLY REACH FIGURES
October 2009-September 2010

National	%	
RTÉ Radio 1	37	Same
RTÉ 2FM	28	-1
Today FM	26	-1
Newstalk	15	Same
RTÉ Lyric FM	7	Same

Six Month

37
27
26
15
7

Multi-City & Regional Services	%	
Beat 102-103FM	35	+1
Spin South West	34	Same
i102-104	31	+1
i105-107	14	+1
4FM (Multi-City)	6	Same

34
35
31
15
5

Dublin	%	
RTÉ Radio 1	37	-1
FM104	28	Same
98FM	22	-1
Spin 1038	20	-1
Dublin's Q102	20	Same
RTÉ 2FM	17	-2
Newstalk	17	+1
Today FM	15	-1
RTÉ Lyric FM	10	Same
Country Mix 106.8FM	6	Same
Phantom 105.2FM	5	-1
4FM	4	Same

38
29
22
22
23
18
19
16
10
7
5
4

Cork	%	
Cork's 96FM/C103	68	Same
Cork's 96 FM	53	Same
RTÉ Radio 1	37	Same
Cork's Red FM	34	Same
Today FM	28	-2
C103	25	-1
RTÉ 2FM	21	-1
Newstalk	16	Same
RTÉ Lyric FM	9	+1
4FM	7	Same

71
54
37
33
26
27
22
15
9
6

JNLR WEEKLY REACH FIGURES
October 2009-September 2010

<i>Local</i>	%	
Highland Radio	89	Same
Limericks Live 95	77	Same
Radio Kerry	76	Same
Mid West Radio	74	Same
Galway Bay FM	73	+3
WLR	72	-1
Tipp FM	67	-3
Midlands 103FM	66	-3
South East Radio	61	Same
Clare FM	61	-2
Shannonside/Northern Sound	59	Same
KCLR 96FM	56	+2
KFM	53	-1
Ocean FM	53	-3
East Coast Radio	51	+1
LMFM	39	-3