

EMBARGO: UNTIL 17:00HRS ON 17th FEBRUARY 2011

JNLR FIGURES FOR JANUARY 2010 – DECEMBER 2010 RELEASED

The latest results from the Ipsos MRBI JNLR survey covering the period January 2010 – December 2010 were released today (Thursday 17th February 2011).

The survey results indicate that 85% (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 October 2009- September 2010 figures. The main changes and highlights are as follows:

National Reach and Market Share

Listenership of 57% (-1) was recorded to any multi-city/regional/local radio service.

The weekday reach figures for RTÉ Radio 1 increased to 25% (+1) while figures remained unchanged for Today FM (13%), Newstalk (8%) and RTÉ Lyric FM (3%). RTÉ 2FM recorded a figure of 13% (-1).

With regard to market share, a figure of 53.6% (-0.2) was recorded for any multi-city/regional/local station in the 7a.m.-7p.m. period.

RTÉ Radio 1 and RTÉ Lyric FM recorded slight increases in market share at 22.7% (+0.6) and 1.7% (+0.1) respectively. Today FM retained a market share figure of 9.3%. Decreases were recorded for RTÉ 2FM at 8.2% (-0.5) and Newstalk at 4.0% (-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 67% (-2)	1.	Highland Radio 62.3% (-1.1)
2.	Shannonside 53%	2.	Radio Kerry 57% (+0.7)
3.	Radio Kerry 51% (same)	3.	Tipp FM 55.7% (+1.4)
4.	Limerick's Live95FM 50% (-1)	4.	Shannonside 49%
5.	Midwest Radio 49% (-1)	5.	Midwest Radio 48.9% (-0.7)

Multi-City and Regional stations

4FM, the multi-city service, maintained a weekday reach figure of 3% (same) and recorded a market share figure of 1.8% (-0.1).

In terms of regional services, in the north-east/midlands region, i105-107FM increased its weekday reach figure to 9% (+2) and recorded a market share figure of 7% (+1.9). In the south-west region, Spin South West maintained its weekday reach figure of 21% and increased its market share figure to 11% (+0.1). In the north-west region, i102-104FM maintained its weekday reach figure of 20% and recorded a market share figure of 14% (-0.7). Beat 102-103FM, serving the south-east region, recorded a weekday reach figure of 19% (-1.0) and recorded an increase in market share to 13.1% (+0.8).

Dublin-local stations

In Dublin, FM104 increased its weekday reach figure to 20% (+1.0). The remaining Dublin stations all retained weekday reach figures with: 98FM at 14%, Spin 1038 at 14% and Dublin's Q102 at 13%, Country Mix/ Sunshine 106.8 FM at 3% and Phantom 105.2 at 2%.

In terms of market share figures, increases were recorded for a number of stations; 98FM at 11.6% (+0.3), Spin 1038 at 6.6% (+0.1) and Country Mix/Sunshine 106.8FM at 3.2% (+0.1). The remaining stations recorded figures of: FM104 11.2% (-0.3), Q102 at 11.1% (-0.1%) and Phantom 105.2 0.8% (-0.1).

Cork-local stations

Cork's Red FM achieved a reach figure of 19% (-2) and recorded a market share figure of 10.6% (-0.7).

The combined reach of Cork's 96FM/C103 was 46% (-2.0) while a share figure of 41.6% (-1.9) 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 EDITORS:

For individual programme listenership results please contact the individual station.

Due to the extreme weather conditions occurring in late November and December a small proportion of the total sample (c2%) was completed in the first week of January in franchise areas worst affected by the weather.

Press Queries to:

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JNLR WEEKDAY REACH FIGURES

January 2010- December 2010

National	%		% Six Month
Any Regional/Local/Multi-city	57	-1	58
RTÉ Radio 1	25	+1	25
RTÉ 2FM	13	-1	12
Today FM	13	same	13
Newstalk	8	same	8
RTÉ Lyric FM	3	same	3

National (excl Dublin/Cork)	%		
Any Regional/Local/Multi-city	60	same	60
RTÉ Radio 1	23	+1	23
RTÉ 2FM	15	-1	14
Today FM	14	-1	15
Newstalk	6	same	6
RTÉ Lyric FM	2	same	2

Multi-City & Regional Services	%		
Spin South West	21	same	22
i102-104	20	same	20
Beat 102-103FM	19	-1	20
i105-107	9	+2	11
4FM (multi-city)	3	same	2

Dublin	%		
RTÉ Radio 1	29	+1	30
FM104	20	+1	21
98FM	14	same	14
Spin 1038	14	same	14
Q102	13	same	12
Newstalk	10	same	12
RTÉ 2FM	10	same	8
Today FM	9	same	8
RTÉ Lyric FM	5	same	5
Country Mix / Sunshine 106.8	3	same	4
Phantom 105.2	2	same	2
4FM	2	same	1

Cork	%	
Cork's 96FM & C103	46	-2
Cork's 96FM	35	-1
RTÉ Radio 1	26	+1
Cork's Red FM	19	-2
Today FM	15	same
C103	14	same
RTÉ 2FM	9	same
Newstalk	9	same
RTE Lyric FM	4	same
4FM	4	same

46
34
27
18
13
14
10
9
4
4

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
January 2010- December 2010

National	%	
Any Regional/Local/Multi-City	53.6	-0.2
RTÉ Radio 1	22.7	+0.6
Today FM	9.3	same
RTÉ 2FM	8.2	-0.5
Newstalk	4.0	-0.1
RTÉ Lyric FM	1.7	+0.1

National (excl Dublin/Cork)	%	
Any Regional/Local/Multi-city	56.0	-0.1
RTÉ Radio 1	19.2	+0.7
Today FM	10.8	+0.1
RTÉ 2FM	9.2	-0.8
Newstalk	3.1	-0.2
RTÉ Lyric FM	1.0	+0.1

Multi-City &Regional Services	%	
i102-104FM	14.0	-0.7
Beat 102-103FM	13.1	+0.8
Spin South West	11.0	+0.1
i105-107FM	7.0	+1.9
4FM (multi-city)	1.8	-0.1

Dublin	%	
RTÉ Radio 1	30.5	-0.4
98FM	11.6	+0.3
FM104	11.2	-0.3
Q102	11.1	-0.1
RTÉ 2FM	7.0	-0.5
Spin 1038	6.6	+0.1
Newstalk	5.9	Same
Today FM	5.8	Same
RTÉ Lyric FM	3.2	+0.2
Country Mix / Sunshine 106.8	3.2	+0.1
4FM	1.3	-0.4
Phantom 105.2	0.8	-0.1

Cork	%	
Cork's 96FM & C103	41.6	-1.9
Cork's 96FM	30.3	-2.1
RTÉ Radio 1	22.3	+1.7
C103	11.4	+0.3
Cork's Red FM	10.6	-0.7
Today FM	9.7	-0.4
RTÉ 2FM	5.4	+0.1
Newstalk	4.7	+0.9
4FM	3.4	+0.5
RTÉ Lyric FM	2.0	+0.1

JNLR WEEKDAY REACH FIGURES
January 2010- December 2010

Local	%	
Highland Radio	67	-2
Shannonside	53	n/a
Radio Kerry	51	Same
Limerick's Live 95FM	50	-1
Mid West Radio	49	-1
WLR FM	48	Same
Shannonside/Northern Sound	47	+1
Clare FM	46	+3
Tipp FM	45	+1
Ocean FM	42	+1
Galway Bay FM	41	Same
Northern Sound	41	n/a
KCLR 96FM	39	-1
South East Radio	36	Same
Midlands 103FM	36	-3
LM FM	28	Same
East Coast FM	28	+2
K FM	27	+3

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

Local	%	
Highland Radio	62.3	-1.1
Radio Kerry	57.0	+0.7
Tipp FM	55.7	+1.4
Shannonside	49.0	n/a
Mid West Radio	48.9	-0.7
Shannonside/Northern Sound	47.0	+0.8
Clare FM	45.6	+3.0
WLR FM	45.1	-0.5
Northern Sound	44.4	n/a
KCLR 96FM	36.5	-0.1
Limerick's Live 95FM	34.6	-1.4
K FM	29.5	+2.7
South East Radio	29.1	+0.1
LM FM	29.1	+0.6
Midlands 103FM	28.2	-2.1
Galway Bay FM	28.2	Same
Ocean FM	26.6	-0.5
East Coast FM	25.1	+3.7

JNLR WEEKLY REACH FIGURES

National	%		Six Month
RTÉ Radio 1	37	same	38
RTÉ 2FM	26	-2	24
Today FM	25	-1	24
Newstalk	15	Same	15
RTÉ Lyric FM	7	Same	8

Multi-City & Regional Services	%		
Beat 102-103FM	35	same	36
Spin South West	34	same	35
i102-104	32	+1	32
i105-107	15	+1	17
4FM	6	Same	5

Dublin	%		
RTÉ Radio 1	37	same	39
FM104	28	same	29
98FM	22	same	21
Spin 1038	20	same	20
Q102	20	same	19
Newstalk	17	same	19
RTE 2FM	17	same	15
Today FM	15	same	15
RTÉ Lyric FM	10	same	9
Country Mix / Sunshine 106.8	6	same	7
Phantom 105.2FM	5	same	4
4FM	4	same	2

Cork	%		
Cork's 96FM & C103	67	-1	67
Cork's 96 FM	53	same	52
RTÉ Radio 1	37	same	40
Cork's Red FM	33	-1	30
Today FM	26	-2	24
C103	24	-1	23
RTÉ 2FM	20	-1	20
Newstalk	15	-1	15
RTÉ Lyric FM	9	same	9
4FM	7	same	7

JNLR WEEKLY REACH FIGURES

January 2010 – December 2010

Local	%	
Highland Radio	89	same
Radio Kerry	77	+1
Limericks Live 95	76	-1
Galway Bay FM	75	+2
Mid West Radio	74	same
WLR	71	-1
Tipp FM	66	-1
Midlands Radio	66	same
Clare FM	64	+3
South East Radio	63	+2
Shannonside	63	n/a
Shannonside/Northern Sound	61	+2
Northern Sound	58	n/a
KCLR 96FM	56	same
K FM (Kildare)	55	+2
Ocean FM	55	+2
East Coast Radio	53	+2
LMFM	41	+2