

JNLR FIGURES FOR APRIL 2010 – MARCH 2011 RELEASED

The latest results from the Ipsos MRBI JNLR survey covering the period April 2010 – March 2011 were released today (Thursday 5th May 2011).

The survey results indicated 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 January 2010 - December 2010 figures. The main changes and highlights are as follows:

National Reach and Market Share

Listenership of 58% (+1) was recorded to any multi city/regional/local/dublin commuter radio service.

The weekday reach figures remained unchanged for RTÉ Radio 1 (25%), Today FM (13%), Newstalk (8%) and RTÉ Lyric FM (3%) while RTÉ 2FM recorded a figure of 12% (-1).

With regards to market share, a figure of 53.2% (-0.4) was recorded for any multi city/regional/local/dublin commuter radio service in the 07:00hrs-19:00hrs period

RTÉ Radio 1, Today FM and Newstalk recorded increased in market share at 23.2% (+0.5), 9.5% (+0.2) and 4.1% (+0.1) respectively. RTÉ Lyric FM retained a market share figure of 1.7% while RTÉ 2FM recorded figure of 7.8% (-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 placed local radio stations for this survey period were as follows:

Local Station Listenership (Reach)		Local Station Market Share	
1.	Highland Radio 66% (-1)	1.	Highland Radio 61.7% (-0.6)
2.	Shannonside 53%(same)	2.	Radio Kerry 58.0% (+1.0)
3.	Midwest Radio 51% (+2) Radio Kerry 51% (same)	3.	Tipp FM 51.2% (-4.5)
4.	WLR FM 49% (+1)	4.	Midwest Radio 49.2% (+0.3)
5.	Limerick's Live 95FM 48% (-2)	5.	Shannonside 48.7% (-0.3)

Multi-City/Regional/Dublin Commuter

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

In terms of regional services, in the north-east/midlands region, i105-107FM retained its reach figure of 9% and increased its market share to 7.3% (+0.3). In the south-west, Spin South West retained its weekday

reach figure of 21% and recorded a market share figure of 10.9% (-0.1). In the north-west region, i102-104FM retained its weekday reach figure of 20% and increased its market share to 14.3% (+0.3). In the south-east region, Beat 102-103FM retained a weekday reach figure of 19% and recorded a market share figure of 12.2% (-0.9).

Listening data for Radio Nova is included in a supplementary volume based on the period since launch (September 2010-March 2011). Radio Nova recorded a reach figure of 5% while the station recorded a market share figure of 2.9%.

Dublin local stations

In Dublin, increases in reach figures were recorded for Spin 1038 at 15% (+1) and Q102 at 14% (+1). FM 104, Sunshine 106.8 and Phantom 105.2 retained weekday reach figures of 20%, 3% and 2% respectively. 98FM recorded a reach figure of 13% (-1).

In terms of market share FM 104 increased its figure to 11.4% (+0.2). Q102 retained its share figure of 11.1% while the remaining stations recorded figures as follows: 98FM 9.0% (-2.6), Spin 1038 6.5% (-0.1), Sunshine 106.8 2.9% (-0.3) and Phantom 105.2 0.7% (-0.1).

Cork local stations

The combined reach of Cork's 96FM/C103 increased to 49% (+3.0) while a share figure of 45.0% (+3.3) was recorded.

Cork's Red FM achieved a reach figure of 18% (-1.0) and a market share figure of 10.3% (-0.3).

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

Note to Editors:

For individual programme listenership results please contact individual stations.

Media Queries to: Brian Furey BAI 01-6441200

JNLR WEEKDAY REACH FIGURES

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

National (excl Dublin/Cork)	%		
Any Regional/Local/Multi-city	60	Same	58
RTÉ Radio 1	22	-1	23
Today FM	15	+1	14
RTÉ 2FM	14	-1	13
Newstalk	6	Same	6
RTÉ Lyric FM	2	Same	2

Multi-City/Regional	%		
Spin South West	21	Same	19
i102-104	20	Same	19
Beat 102-103FM	19	Same	18
i105-107	9	Same	9
4FM (multi-city)	3	Same	3

Dublin	%		
RTÉ Radio 1	30	+1	31
FM104	20	Same	20
Spin 1038	15	+1	15
Q102	14	+1	13
98FM	13	-1	12
Newstalk	12	+2	12
RTÉ 2FM	10	Same	9
Today FM	9	Same	9
RTÉ Lyric FM	5	Same	5
Sunshine 106.8	3	Same	3
Phantom 105.2	2	Same	2
4FM	2	Same	2

Cork	%		
Cork's 96FM & C103	49	+3	49
Cork's 96FM	36	+1	37
RTÉ Radio 1	25	-1	25
Cork's Red FM	18	-1	18
C103	16	+2	16
Today FM	14	-1	12
Newstalk	9	Same	9

RTÉ 2FM	8	-1
4FM	5	+1
RTE Lyric FM	4	Same

8
5
4

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

National	%	
Any Regional/Local/Multi-City/DC	53.2	-0.4
RTÉ Radio 1	23.2	+0.5
Today FM	9.5	+0.2
RTÉ 2FM	7.8	-0.4
Newstalk	4.1	+0.1
RTÉ Lyric FM	1.7	Same

National (excl Dublin/Cork)	%	
Any Regional/Local/Multi-City	55.7	-0.3
RTÉ Radio 1	19.5	+0.3
Today FM	11.1	+0.3
RTÉ 2FM	9.0	-0.2
Newstalk	3.0	-0.1
RTÉ Lyric FM	0.9	-0.1

Multi-City/Regional	%	
i102-104FM	14.3	+0.3
Beat 102-103FM	12.2	-0.9
Spin South West	10.9	-0.1
i105-107FM	7.3	+0.3
4FM (Multi-City)	1.8	Same

Dublin	%	
RTÉ Radio 1	32.2	+1.7
FM104	11.4	+0.2
Q102	11.1	Same
98FM	9.0	-2.6
RTÉ 2FM	6.6	-0.4
Spin 1038	6.5	-0.1
Newstalk	6.4	+0.5
Today FM	6.1	+0.3
RTÉ Lyric FM	3.3	+0.1
Sunshine 106.8	2.9	-0.3
4FM	1.3	Same
Phantom 105.2	0.7	-0.1

Cork	%	
Cork's 96FM & C103	45.0	+3.3
Cork's 96FM	31.2	+0.9
RTÉ Radio 1	21.3	-0.1
C103	13.7	+2.3
Cork's Red FM	10.3	-0.3
Today FM	9.2	-0.5
RTÉ 2FM	4.6	+1.2

Newstalk	4.4	-0.3
4FM	3.1	-0.3
RTÉ Lyric FM	1.9	-0.1

JNLR WEEKDAY REACH FIGURES

Local	%	
Highland Radio	66	-1
Shannonside	53	Same
Mid West Radio	51	+2
Radio Kerry	51	Same
WLR FM	49	+1
Limerick's Live 95FM	48	-2
Shannonside/Northern Sound	46	-1
Ocean FM	45	+3
Clare FM	45	-1
Tipp FM	43	-2
Northern Sound	40	-1
Galway Bay FM	40	-1
KCLR 96FM	39	Same
Midlands 103FM	36	Same
South East Radio	35	-1
K FM	28	+1
LM FM	27	-1
East Coast FM	25	-3

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

Local	%	
Highland Radio	61.7	-0.6
Radio Kerry	58.0	+1.0
Tipp FM	51.2	-4.5
Mid West Radio	49.2	+0.3
Shannonside	48.7	-0.3
WLR FM	48.3	+3.2
Shannonside/Northern Sound	46.1	-0.9
Clare FM	44.5	-1.1
Northern Sound	42.8	-1.6
KCLR 96FM	34.9	-1.6
Limerick's Live 95FM	33.3	-1.3
Midlands 103FM	30.8	+2.6
LM FM	30.2	+1.1
South East Radio	29.5	+0.4
K FM	29.1	-0.4
Ocean FM	28.9	+2.3
Galway Bay FM	26.1	-2.7
East Coast FM	22.4	-2.7

JNLR WEEKLY REACH FIGURES

National	%	
RTÉ Radio 1	37	Same
RTÉ 2FM	26	Same
Today FM	25	Same
Newstalk	15	Same
RTÉ Lyric FM	7	Same

Six Month
37
24
24
15
7

Multi-City, Regional and Dublin CB	%	
Beat 102-103FM	34	-1
Spin South West	33	-1
i102-104	32	Same
i105-107	16	+1
4FM (Multi-City)	6	Same

34
31
32
17
6

Dublin	%	
RTÉ Radio 1	39	+2
FM104	30	+2
98FM	21	-1
Spin 1038	21	+1
Q102	21	+1
Newstalk	18	+1
RTÉ 2FM	17	Same
Today FM	16	+1
RTÉ Lyric FM	10	Same
Sunshine 106.8FM	6	Same
4FM	4	Same
Phantom 105.2FM	4	-1

39
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Cork	%	
Cork's 96FM & C103	69	+2
Cork's 96 FM	53	Same
RTÉ Radio 1	37	Same
Cork's Red FM	32	-1
C103	26	+2
Today FM	23	-3
RTÉ 2FM	19	-1
Newstalk	15	Same
RTÉ Lyric FM	8	-1
4FM	7	Same

69
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JNLR WEEKLY REACH FIGURES

<i>Local</i>	%	
Highland Radio	88	-1
Radio Kerry	77	Same
Mid West Radio	76	+2
Limericks Live 95	74	-2
Galway Bay FM	74	-1
WLR	72	+1
Midlands Radio	68	+2
South East Radio	64	+1
Shannonside	64	+1
Clare FM	64	Same
Tipp FM	63	-3
Shannonside/Northern Sound	60	-1
Ocean FM	56	+1
Northern Sound	56	-2
KCLR 96FM	56	Same
KFM	55	Same
East Coast Radio	48	-5
LMFM	39	-2