

**FOR RELEASE: THURSDAY 14<sup>TH</sup> MAY, 2009**

**JNLR FIGURES FOR APRIL 2008-MARCH 2009 RELEASED**

The JNLR/TNSmrb results for the survey period April 2008-March 2009, were released today (Thursday 14<sup>th</sup> May). The survey results indicate that 86%(+1) of the adult population were 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 January-December 2008 figures. The main changes and highlights are as follows:

**National Reach and Market Share**

Listenership to any regional/local radio remained the same at 55%. There was an increase in weekday reach for RTÉ Radio 1 to 25% (+1), while Today FM's reach figure decreased to 15% (-1). The remaining national services maintained their listened yesterday figures, with RTÉ 2FM at 16%, Newstalk at 7% and RTÉ Lyric FM at 4%.

With regard to market share, the figure for any regional/local station in the 7a.m.-7p.m. period was 49.1%, a decrease of 0.5% compared with the January-December '08 figure. There were increases in market share for RTÉ Radio 1 at 22.7%(+0.8) and Newstalk at 3.6% (+0.1). RTÉ Lyric FM maintained its market share of 1.7%, while there were marginal decreases for RTÉ 2FM at 11.6%(-0.2) and Today FM at 10.6%(-0.3).

**National (excluding Dublin and Cork)-local stations**

At a local level all commercial radio stations registered changes to their market share, while the reach figure changed for twelve of the sixteen stations concerned. The top five local radio stations for the April 08-March 09 survey period were as follows:

<b>Local Station Listenership (Reach) %</b>		<b>Local Station Market Share %</b>	
Highland Radio	65 (-1)	Highland Radio	62.4 (+2.1)
Limerick's Live 95FM	56 (+1)	Tipp FM	52.3 (+3.3)
Shannonside Northern Sound	54 (+4)	Mid-West Radio	52.2 (-4.1)
Tipp FM	50 (+2)	Shannonside/Northern Sound	50.5 (-0.8)
WLR FM	49 (Same)	Radio Kerry	48.6(+2.1)

## **Regional stations**

Beat 102-103FM, serving the south-east, maintained its weekday reach figure of 20% and increased its market share figure to 12.3% (+0.9). Spin South West increased its reach figure to 17% (+1), and obtained a market share figure of 9.1%(+0.3). Twelve month figures were available in the April 08-March 09 book for the north-west regional service, i102-104FM. The station achieved increased its weekday reach figure to 13%(+2) and its market share to 7.3% (+1.4).

## **Dublin-local stations**

FM104 continues to be the most listened to local radio station in the Dublin market with a listened yesterday figure of 20% (same) and a market share of 12.5% (-0.8).

Listened yesterday figures for the remaining Dublin stations remained the same when compared with the previous survey period: Dublin's 98FM, 15%; Spin 1038, 15%; Q102, 11%; Country Mix 106.8, 3% and; Phantom 105.2, 3%.

Almost all the local Dublin stations recorded minor changes in market share for the April 08-March 09 period. Spin 1038's market share increased to 7.1% (+0.1), while Q102 retained its share of 7%. The remaining stations registered decreases in market share, with Dublin's 98 at 12.6% (-0.7), Country Mix 106.8 at 2.5% (-0.1) and Phantom 105.2 at 1.6% (-0.2)

## **Cork-local stations**

In the Cork franchise area, the combined services of Cork's 96FM/C103 decreased to 49% (-1), while market share for the services was 47.1%(-0.7). Separate figures for both services are detailed in the tables provided. Cork's Red FM increased both reach and market share to 21%(+2) and 12.1% (+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-**

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**JNLR WEEKDAY REACH FIGURES**

**April 2008 – March 2009**

	%		%
<b><i>National</i></b>			<b><i>Six Month</i></b>
Any Regional/Local	55	Same	56
RTÉ Radio 1	25	+1	26
RTÉ 2FM	16	Same	16
Today FM	15	-1	15
Newstalk	7	Same	8
RTÉ Lyric FM	4	Same	3

<b><i>National (excl Dublin/Cork)</i></b>			
Any Regional/Local	57	Same	58
RTÉ Radio 1	23	+1	25
RTÉ 2FM	19	-1	18
Today FM	18	Same	17
Newstalk	5	Same	6
RTÉ Lyric FM	2	-1	3

<b><i>Regional</i></b>			
Beat 102-103FM	20	Same	21
Spin South West	17	+1	19
i102-104	13	+2	15

<b><i>Dublin</i></b>			
RTÉ Radio 1	29	+1	29
FM104	20	Same	20
Dublin's 98	15	Same	15
Spin 1038	15	Same	15
Newstalk	12	+1	12
RTÉ 2FM	12	Same	13
Q102	11	Same	11
Today FM	10	+1	9
RTÉ Lyric FM	6	Same	5
Country Mix 106.8FM	3	Same	3
Phantom 105.2	3	Same	3

<b><i>Cork</i></b>			
Cork's 96FM/C103	49	-1	49
Cork's 96FM	37	-1	37
RTÉ Radio 1	24	+1	25
Cork's Red FM	21	+2	20
Today FM	18	Same	19
C103	15	Same	16
RTÉ 2FM	9	Same	11
Newstalk	6	Same	7
RTÉ Lyric FM	4	Same	3

**JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)****April 2008 – March 2009**

<b>National</b>	<b>%</b>	<b>%</b>
Any Regional/Local	49.1	-0.5
RTÉ Radio 1	22.7	+0.8
RTÉ 2FM	11.6	-0.2
Today FM	10.6	-0.3
Newstalk	3.6	+0.1
RTÉ Lyric FM	1.7	Same

<b>National (excl Dublin/Cork)</b>		
Any Regional/Local	50	-0.1
RTÉ Radio 1	19.4	+0.8
RTÉ 2FM	13.7	+0.1
Today FM	12.4	-0.7
Newstalk	2.1	-0.1
RTÉ Lyric FM	1.2	Same

<b>Regional</b>		
Beat 102-103FM	12.3	+0.9
Spin South West	9.1	+0.3
i102-104FM	7.3	+1.4

<b>Dublin</b>		
RTÉ Radio 1	31.4	+0.9
FM104	12.5	-0.8
Dublin's 98	11	-0.9
RTÉ 2FM	10.1	-0.3
Spin 1038	7.1	+0.1
Q102	7	Same
Newstalk	7.3	+0.5
Today FM	6	+0.3
RTÉ Lyric FM	3	+0.3
Country Mix 106.8FM	2.5	-0.1
Phantom 105.2	1.6	-0.2

<b>Cork</b>		
Cork's 96FM/ C103	47.1	-0.7
Cork's 96FM	34.4	-0.5
RTÉ Radio 1	19.2	+1.2
C103	12.7	-0.3
Cork's Red FM	12.1	+0.5
Today FM	12.1	Same
RTÉ 2FM	5	-0.9
Newstalk	2.2	+0.1
RTÉ Lyric FM	1.3	-0.3

**JNLR WEEKDAY REACH FIGURES****April 2008- March 2009**

<b><i>Local</i></b>	<b>%</b>	
Highland Radio	65	-1
Limerick's Live 95FM	56	+1
Shannonside/Northern Sound	54	+4
Tipp FM	50	+2
WLR FM	49	Same
Ocean FM	48	+2
Radio Kerry	47	Same
Clare FM	46	+2
Mid West Radio	46	-4
South East Radio	40	-1
Midlands 103FM	35	+2
Galway Bay FM	35	-4
KCLR 96FM	34	-2
LM FM	33	+1
East Coast FM	31	Same
Kfm	23	Same

**JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)****April 2008 – March 2009**

<b><i>Local</i></b>	<b>%</b>	
Highland Radio	62.4	+2.1
Tipp FM	52.3	+3.3
Mid West Radio	52.2	-4.1
Shannonside/Northern Sound	50.5	-0.8
Radio Kerry	48.6	+2.1
WLR FM	46.0	+0.7
Limerick's Live 95FM	42	-1.9
Clare FM	40.6	-0.7
Ocean FM	34.7	+4.5
LM FM	32.7	-1.8
South East Radio	31.6	-1.6
Midlands 103FM	31.2	+0.8
KCLR 96FM	30.1	-2.1
East Coast FM	27.1	-2.4
Galway Bay FM	20.6	-0.5
Kfm	16.5	-1.4

**JNLR WEEKLY REACH FIGURES****April 2008 – March 2009**

<b>National</b>	<b>%</b>		<b>Six Month</b>
RTÉ Radio 1	38	+1	39
RTÉ 2FM	31	Same	30
Today FM	29	Same	28
Newstalk	15	+1	16
RTÉ Lyric FM	8	Same	8

<b>Regional</b>			
Beat 102-103FM	33	Same	34
Spin South West	30	Same	30
i 102-104+	23	+5	27

<b>Dublin</b>			
RTÉ Radio 1	37	+1	37
FM104	29	-1	30
Dublin's 98	23	Same	23
Spin 1038	20	Same	20
Newstalk	19	+1	18
Q102	18	+1	19
RTÉ 2FM	18	-1	18
Today FM	16	Same	16
RTÉ Lyric FM	11	+1	8
Phantom 105.2FM	6	+1	5
Country Mix 106.8FM	6	Same	7

<b>Cork</b>			
Cork's 96FM/C103	68	-1	68
Cork's 96 FM	54	Same	52
RTÉ Radio 1	37	+2	39
Cork's Red FM	34	+1	34
Today FM	32	+1	33
C103	28	Same	28
RTÉ 2FM	22	Same	22
Newstalk	10	Same	12
RTÉ Lyric FM	10	Same	9

**JNLR WEEKLY REACH FIGURES**  
**April 2008 – March 2009**

<i>Local</i>	%	
Highland Radio	84	Same
Limericks Live 95	80	-1
WLR	72	+1
Galway Bay FM	72	-1
Tipp FM	71	+3
Radio Kerry	70	Same
Shannonside/Northern Sound	68	+3
Clare FM	66	Same
Mid West Radio	65	-5
South East Radio	60	+1
Ocean	60	+3
KCLR 96FM	58	+1
Midlands Radio	55	Same
East Coast Radio	49	Same
KFM (Kildare)	48	-3
LMFM	45	-2