

FOR RELEASE: THURSDAY 12TH FEBRUARY, 2009

JNLR FIGURES FOR JANUARY- DECEMBER 2008 RELEASED

The JNLR/TNSmrb results for the survey period January-December 2008 were released today (Thursday 12th February). The survey results indicate that 85%(same) 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 October 07 – September 08 figures. The main changes and highlights are as follows:

National Reach and Market Share

Listenership to any regional/local radio again increased to 55% (+1) when compared to the previous survey period. RTÉ Radio One and Newstalk also increased their weekday reach to 24%(+1) and 7%(+1) respectively. Today FM and Lyric FM remain unchanged at 16% and 4%, while RTÉ 2FM achieved a listened yesterday figure of 16%(-1).

With regard to market share, the figure for any regional/local station in the 7a.m.-7p.m. period was 49.6%, an increase of 0.4% on the last survey period. RTÉ Radio One's market share also increased slightly to 21.9%(+0.4), while RTÉ Lyric FM retained its share of 1.7%. Small decreases in market share were recorded for the remaining national stations: Today FM at 10.9 % (-0.1), RTÉ 2FM at 11.8%(-0.5) and Newstalk 106-108 at 3.5% (-0.1).

National (excluding Dublin and Cork)-local stations

At a local level virtually all stations recorded changes to both reach and market share for the January-December 2008 survey period. The top five local radio stations for the survey period were as follows:

Local Station Listenership (Reach) %		Local Station Market Share %	
Highland Radio	66 (same)	Highland Radio	60.3 (+1)
Limerick's Live 95FM	55 (-3)	Mid West Radio	56.3 (+0.5)
Shannonside Northern Sound & Mid-West Radio	50 (+2) 50 (+1)	Shannonside/Northern Sound	51.3 (-2.9)
WLR FM	49 (same)	Tipp FM	49 (+3)
Tipp FM	48 (+2)	Radio Kerry	46.5(+0.6)

Regional stations

Beat 102-103FM increased its weekday reach figure to 20%(+1) and its market share figure to 11.4% (+0.2). Spin South West maintained its 16% reach, and obtained a market share figure of 8.8%(-1). Figures for the eleven months that i102-104FM has been on air were also made available. The station achieved a weekday reach figure of 11%(+2) and market share of 5.9% (+0.7).

Dublin-local stations

FM104 maintained its position as the most listened to local radio station in the Dublin market with a listened yesterday figure of 20% (same) and a market share of 13.3% (-0.5). With the exception of Spin 1038, who increased their reach to 15% (+1), figures for the remaining Dublin stations remained the same: Dublin's 98 at 15%, Q102 at 11%, Phantom 105.2 at 3% and Country Mix 106.8FM at 3%.

All the local Dublin stations recorded minor changes in market share for the January-December survey period. Increases were achieved by Spin 1038 to 7% (+0.4), Phantom 105.2 at 1.8% (+0.3) and Q102, also at 7% (+0.1). Dublin's 98 recorded an 11.9% market share (-0.3), while Country Mix's market share went to 2.6% (-0.2)

Cork-local stations

In the Cork franchise area, the combined services of Cork's 96FM/C103 increased to 50% (+1), while the market share for the services was 47.8% (-0.8). Separate figures for both services are detailed in the tables provided. Cork's Red FM increased its reach and market share in the January-December survey period to 19%(+1) and 11.6% (+0.3) 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

Suzanne Sullivan
Q4 Public Relations
01 4751444 / 086 3797291

or

Aoife Clabby
BCI
01 6441200 / 087 2039037

JNLR WEEKDAY REACH FIGURES

January – December 2008

<i>National</i>	%		%
			<i>Six Month</i>
Any Regional/Local	55	+1	55
RTÉ Radio 1	24	+1	25
RTÉ 2FM	16	-1	16
Today FM	16	Same	15
Newstalk	7	+1	7
RTÉ Lyric FM	4	Same	4

<i>National (excl Dublin/Cork)</i>			
Any Regional/Local	57	+1	57
RTÉ Radio 1	22	+1	23
RTÉ 2FM	20	Same	20
Today FM	18	Same	17
Newstalk	5	Same	5
RTÉ Lyric FM	3	Same	3

<i>Regional</i>			
Beat 102-103FM	20	+1	20
Spin South West	16	Same	18
i102-104+	11	+2	15

<i>Dublin</i>			
RTÉ Radio 1	28	+1	29
FM104	20	Same	20
Dublin's 98	15	Same	15
Spin 1038	15	+1	16
RTÉ 2FM	12	Same	12
Newstalk	11	Same	11
Q102	11	Same	11
Today FM	9	Same	9
RTÉ Lyric FM	6	Same	6
Phantom 105.2	3	Same	4
Country Mix 106.8FM	3	Same	4

<i>Cork</i>			
Cork's 96FM/C103	50	+1	49
Cork's 96FM	38	+1	38
RTÉ Radio 1	23	+1	23
Cork's Red FM	19	+1	20
Today FM	18	+2	19
C103	15	+1	15
RTÉ 2FM	9	Same	8
Newstalk	6	+1	5
RTÉ Lyric FM	4	+1	4

+Figures provided for i102-104FM are for the survey period February-December 2008

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
January – December 2008

<i>National</i>	%	%
Any Regional/Local	49.6	+0.4
RTÉ Radio 1	21.9	+0.4
RTÉ 2FM	11.8	-0.5
Today FM	10.9	-0.1
Newstalk	3.5	-0.1
RTÉ Lyric FM	1.7	Same

<i>National (excl Dublin/Cork)</i>		
Any Regional/Local	50.1	+0.7
RTÉ Radio 1	18.6	+0.1
RTÉ 2FM	13.6	-0.6
Today FM	13.1	-0.3
Newstalk	2.2	-0.2
RTÉ Lyric FM	1.2	Same

<i>Regional</i>		
Beat 102-103FM	11.4	+0.2
Spin South West	8.8	-1
i102-104FM+	5.9	+0.7

<i>Dublin</i>		
RTÉ Radio 1	30.5	+1.1
FM104	13.3	-0.5
Dublin's 98	11.9	-0.3
RTÉ 2FM	10.4	-0.6
Spin 1038	7	+0.4
Q102	7	+0.1
Newstalk	6.8	-0.1
Today FM	5.7	-0.1
RTÉ Lyric FM	2.7	-0.1
Country Mix 106.8FM	2.6	-0.2
Phantom 105.2	1.8	+0.3

<i>Cork</i>		
Cork's 96FM/ C103	47.8	-0.8
Cork's 96FM	34.9	-1
RTÉ Radio 1	18	-0.5
C103	13	+0.3
Cork's Red FM	11.6	+0.3
Today FM	12.1	+0.8
RTÉ 2FM	5.9	-0.2
Newstalk	2.1	Same
RTÉ Lyric FM	1.6	+0.3

+Figures provided for 102-104FM are for the survey period February-December 2008

JNLR WEEKDAY REACH FIGURES

January- December 2008

<i>Local</i>	%	
Highland Radio	66	Same
Limerick's Live 95FM	55	-3
Shannonside/Northern Sound	50	+2
Mid West Radio	50	+1
WLR FM	49	Same
Tipp FM	48	+2
Radio Kerry	47	Same
Ocean FM	46	-1
Clare FM	44	+1
South East Radio	41	-1
Galway Bay FM	39	-1
KCLR 96FM	36	-2
Midlands 103FM	33	-1
LM FM	32	+1
East Coast FM	31	-2
Kfm	23	-2

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

January 2008- December 2008

<i>Local</i>	%	
Highland Radio	60.3	+1
Mid West Radio	56.3	+0.5
Shannonside/Northern Sound	51.3	-2.9
Tipp FM	49	+3
Radio Kerry	46.5	+0.6
WLR FM	46.2	+1.7
Limerick's Live 95FM	43.9	-0.8
Clare FM	41.3	+3
LM FM	34.5	+2.7
South East Radio	33.2	-1.5
KCLR 96FM	32.2	+0.6
Midlands 103FM	30.4	-1.4
Ocean FM	30.2	+1.3
East Coast FM	29.5	-2.3
Galway Bay FM	21.1	-1.4
Kfm	17.9	-1.3

JNLR WEEKLY REACH FIGURES

January- December 2008

National	%		Six Month
RTÉ Radio 1	37	Same	38
RTÉ 2FM	31	-1	31
Today FM	29	Same	29
Newstalk	14	Same	15
RTÉ Lyric FM	8	Same	9

Regional			
Beat 102-103FM	33	Same	33
Spin South West	30	+1	29
i 102-104+	18	+2	24

Dublin			
RTÉ Radio 1	36	+1	37
FM104	30	+1	31
Dublin's 98	23	Same	25
Spin 1038	20	+1	21
RTÉ 2FM	19	Same	19
Newstalk	18	Same	18
Q102	17	+1	18
Today FM	16	+1	15
RTÉ Lyric FM	10	-1	11
Country Mix 106.8FM	6	+1	6
Phantom 105.2FM	5	Same	5

Cork			
Cork's 96FM/C103	69	+1	66
Cork's 96 FM	54	-1	52
RTÉ Radio 1	35	+1	35
Cork's Red FM	33	+1	33
Today FM	31	+1	32
C103	28	+1	28
RTÉ 2FM	22	-1	21
RTÉ Lyric FM	10	+1	11
Newstalk	10	Same	10

+ Figures provided for i102-104FM are for the survey period February-December 2008

JNLR WEEKLY REACH FIGURES
January – December 2008

<i>Local</i>	%	
Highland Radio	84	Same
Limerick's Live 95FM	81	-4
Galway Bay FM	73	-1
WLR FM	71	Same
Mid West Radio	70	+3
Radio Kerry	70	-1
Tipp FM	68	Same
Clare FM	66	-1
Shannonside/Northern Sound	65	+1
South East Radio	59	+1
Ocean FM	57	Same
KCLR 96FM	57	-1
Midlands 103	55	-1
Kfm	51	-1
East Coast FM	49	-3
LM FM	47	-1