

**JNLR FIGURES FOR JULY 08-JUNE 09 RELEASED**

The JNLR/TNSmrb results for the survey period July 2008- June 2009, were released today (Thursday 20<sup>th</sup> August). The survey results indicate that 86%(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 April '08-March '09 figures. The main changes and highlights are as follows:

**National Reach and Market Share**

Listenership to any multi-city/regional/local radio has increased to 56%(+1). Reach figures remained the same for all of the national services in the current survey period, with RTÉ Radio 1 at 25%, RTÉ 2FM at 16%, Today FM at 15%, Newstalk at 7% and RTÉ Lyric FM at 4%

With regard to market share, the figure for any multi-city/regional/local station in the 7a.m.-7p.m. period was 49.4%, an increase of 0.3% compared with the April 08-March 09 figure. There were increases in market share for RTÉ Radio 1 at 23%(+0.3) and Newstalk at 3.7% (+0.1). Today FM maintained its market share of 10.6%, while there were decreases for RTÉ Lyric FM at 1.6% (-0.1) and RTÉ 2FM at 10.9%(-0.7).

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

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

**Local Station Listenership (Reach)**

**Local Station Market Share**

1.	Highland Radio 65% (same)	1.	Highland Radio 64.2% (+1.8)
2	WLR FM Limerick's Live 95FM 52% (+3) 52% (-4)	2.	Tipp FM 51.5%(-0.8)
3.	Tipp FM Shannonside/Northern Sound 51% (+1) 51% (-3)	3.	Mid West Radio 50.7% (-1.5)
4	Clare FM Ocean FM Radio Kerry 46%(same) 46%(-2) 46%(-1)	4.	Radio Kerry 49.7% (+1.1)
5.	Mid West Radio 45%(-1)	5.	WLR FM Shannonside/Northern Sound 48.4% (+1.4) 48.4% (-2.1)

## **Multi-City and Regional stations**

Beat 102-103FM, serving the south-east, maintained its weekday reach figure of 20% but saw a small decrease in market share to 12.1% (-0.2). Spin South West increased its reach figure to 18% (+1), and obtained a market share figure of 9.9%(+0.7). The regional service for the north-west, i102-104FM again increased both reach and share to 16%(+3) and 9.1% (+1.8) respectively.

Figures were available in the current survey period for the new Multi-City Service 4FM, and the new regional youth service for the North-East/Midlands, i105-107FM. 4FM achieved a weekday reach of 2% and a market share of 1%. The service has been on air since February 27<sup>th</sup> of this year. i105-107FM recorded a listened yesterday figure of 1% and a market share of 0.5%. The station has been broadcasting since November 24<sup>th</sup>, 2008.

## **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 11.5% (-1).

Q102 and Country Mix 106.8 both increased their listened yesterday figure by 1% to 12% and 4% respectively. Dublin's 98FM retained its reach of 15% as did Phantom 105.2 at 3%. Spin 1038's figure decreased to 14%(-1), when compared with the April '08-March '09 book.

Changes to market share were recorded for all the local Dublin stations in the current JNLR book. Q102's market share increased to 8.1%(+1.1), with Country Mix 106.8 and Phantom 105.2 both increasing market share by 0.1 to 2.6% and 1.7% respectively. Spin 1038's market share decreased to 6.5% (-0.6)

## **Cork-local stations**

In the Cork franchise area, the combined reach figure for Cork's 96FM/C103 was 49% (same), while market share for the services decreased to 45.2% (-1.9). Separate figures for both services are detailed in the tables provided. Cork's Red FM retained its reach at 21%, while market share dropped to 10.5%(-1.6).

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**

**July 2008 – June 2009**

<b>National</b>	<b>%</b>		<b>% Six Month</b>
Any Regional/Local/Multi-city	56	+1	57
RTÉ Radio 1	25	Same	26
RTÉ 2FM	16	Same	16
Today FM	15	Same	15
Newstalk	7	Same	8
RTÉ Lyric FM	4	Same	3

<b>National (excl Dublin/Cork)</b>			
Any Regional/Local/Multi-city	58	+1	60
RTÉ Radio 1	24	+1	24
RTÉ 2FM	19	Same	18
Today FM	17	-1	17
Newstalk	6	+1	6
RTÉ Lyric FM	3	+1	2

<b>Multi-City &amp; Regional Services</b>			
*4FM (multi-city)	2	-	-
Beat 102-103FM	20	Same	20
Spin South West	18	+1	19
i102-104	16	+3	17
+i105-107	1	-	-

<b>Dublin</b>			
RTÉ Radio 1	29	Same	29
FM104	20	Same	20
Dublin's 98	15	Same	16
Spin 1038	14	-1	13
Q102	12	+1	12
Newstalk	12	Same	13
RTÉ 2FM	12	Same	12
Today FM	9	-1	10
RTÉ Lyric FM	6	Same	5
Country Mix 106.8FM	4	+1	4
Phantom 105.2	3	Same	3

<b>Cork</b>			
Cork's 96FM/C103	49	Same	50
Cork's 96FM	38	+1	39
RTÉ Radio 1	25	+1	27
Cork's Red FM	21	Same	21
Today FM	18	Same	18
C103	14	-1	13
RTÉ 2FM	10	+1	13
Newstalk	6	Same	6
RTE Lyric FM	3	-1	3

\*Figures provided for 4FM are for the survey period: February 27<sup>th</sup>-June'09

+Figures provided for i105-107 are for the survey period: November 17<sup>th</sup> '08-June09

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

**July 2008 – June 2009**

<b>National</b>	<b>%</b>	
Any Regional/Local/Multi-City	49.4	+0.3
RTÉ Radio 1	23	+0.3
RTÉ 2FM	10.9	-0.7
Today FM	10.6	Same
Newstalk	3.7	+0.1
RTÉ Lyric FM	1.6	-0.1

<b>National (excl Dublin/Cork)</b>		
Any Regional/Local/Multi-city	50.8	+0.8
RTÉ Radio 1	19.4	Same
RTÉ 2FM	12.9	-0.8
Today FM	12.2	-0.2
Newstalk	2.3	+0.2
RTÉ Lyric FM	1.2	Same

<b>Multi-City &amp; Regional Services</b>		
*4FM (Multi-City)	1	-
Beat 102-103FM	12.1	-0.2
Spin South West	9.9	+0.7
i102-104FM	9.1	+1.8
+ i105-107FM	0.5	-

<b>Dublin</b>		
RTÉ Radio 1	32	+0.6
FM104	11.5	-1
Dublin's 98	10.9	-0.1
RTÉ 2FM	9.2	-0.9
Q102	8.1	+1.1
Newstalk	7.4	+0.1
Spin 1038	6.5	-0.6
Today FM	6.2	+0.2
RTÉ Lyric FM	2.8	-0.2
Country Mix 106.8FM	2.6	+0.1
Phantom 105.2	1.7	+0.1

<b>Cork</b>		
Cork's 96FM/ C103	45.2	-1.9
Cork's 96FM	34	-0.4
RTÉ Radio 1	21.3	+2
Today FM	11.9	-0.2
C103	11.3	-1.4
Cork's Red FM	10.5	-1.6
RTÉ 2FM	5.7	+0.7
Newstalk	2.5	+0.2
RTÉ Lyric FM	1.3	Same

\*Figures provided for 4FM are for the survey period: February 27<sup>th</sup>-June'09

+Figures provided for i105-107 are for the survey period: November 17<sup>th</sup> '08-June09

**JNLR WEEKDAY REACH FIGURES****July 2008- June 2009**

<b><i>Local</i></b>	<b>%</b>	
Highland Radio	65	Same
WLR FM	52	+3
Limerick's Live 95FM	52	-4
Tipp FM	51	+1
Shannonside/Northern Sound	51	-3
Clare FM	46	Same
Radio Kerry	46	-1
Ocean FM	46	-2
Mid West Radio	45	-1
South East Radio	42	+2
KCLR 96FM	38	+4
Galway Bay FM	38	+3
Midlands 103FM	36	+1
LM FM	34	+1
East Coast FM	29	-2
Kfm	25	+2

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

<b><i>Local</i></b>	<b>%</b>	
Highland Radio	64.2	+1.8
Tipp FM	51.5	-0.8
Mid West Radio	50.7	-1.5
Radio Kerry	49.7	+1.1
WLR FM	48.4	+1.4
Shannonside/Northern Sound	48.4	-2.1
Clare FM	40.2	-0.4
Limerick's Live 95FM	39.7	-2.4
South East Radio	34.9	+3.3
Ocean FM	33.6	-1.1
KCLR 96FM	33.2	+3.1
Midlands 103FM	31.4	+0.2
LM FM	30.4	-2.3
East Coast FM	25.1	-2
Galway Bay FM	23.4	+2.8
Kfm	17.5	+1

**JNLR WEEKLY REACH FIGURES**  
**July 2008 – June 2009**

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

<b>Multi-City &amp; Regional Services</b>			
*4FM (Multi-City)	5	-	-
Beat 102-103FM	33	Same	33
Spin South West	31	+1	32
i102-104	27	+4	29
+ i105-107	4	-	-

<b>Dublin</b>			
RTÉ Radio 1	38	+1	38
FM104	30	+1	29
Dublin's 98	24	+1	23
Spin 1038	20	Same	19
Q102	19	+1	19
RTÉ 2FM	19	+1	19
Newstalk	19	Same	20
Today FM	15	-1	16
RTÉ Lyric FM	10	-1	10
Country Mix 106.8FM	6	Same	6
Phantom 105.2FM	5	-1	6

<b>Cork</b>			
Cork's 96FM/C103	67	-1	70
Cork's 96 FM	53	-1	54
RTÉ Radio 1	39	+2	42
Cork's Red FM	34	Same	35
Today FM	32	Same	32
C103	27	-1	27
RTÉ 2FM	23	+1	25
Newstalk	11	+1	12
RTÉ Lyric FM	10	Same	10

*\*Figures provided for 4FM are for the survey period: February 27<sup>th</sup>-June'09*

*+Figures provided for i105-107 are for the survey period: November 17<sup>th</sup> '08-June09*

**JNLR WEEKLY REACH FIGURES****July 2008 – June 2009**

<b><i>Local</i></b>	<b>%</b>	
Highland Radio	87	+3
Limericks Live 95	78	-2
WLR	72	Same
Galway Bay FM	72	Same
Radio Kerry	71	+1
Tipp FM	70	-1
Mid West Radio	66	+1
Shannonside/Northern Sound	66	-2
Clare FM	65	-1
South East Radio	63	+3
Ocean	61	+1
KCLR 96FM	60	+2
Midlands Radio	56	+1
KFM (Kildare)	49	+1
East Coast Radio	48	-1
LMFM	44	-1