

**FOR RELEASE: THURSDAY, 15 NOVEMBER, 2007**

### **JNLR FIGURES FOR OCTOBER 2006-SEPTEMBER 2007 RELEASED**

Results from the JNLR/TNSmrb survey for the period October-September 2007 were released today (Thursday 15th November). The survey results indicate that 85% 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 July 2006-June 2007 figures. The main changes and highlights when compared with the most recent book are as follows:

#### **National**

Listenership to any regional/local was 52%(-1) when compared with the previous survey period. The reach figures for national stations were the same with the exception of Newstalk 106-108FM who increased their reach to 6% (+1). RTÉ's Radio 1, 2FM and Lyric services stayed at 23%, 18% and 3% reach respectively, while Today FM's figure remained at 16%.

With regard to market share, the figure for any regional/local station in the 7a.m.-7p.m. period was marginally lower than the July 06-June 07 figure at 48% (-0.8). The changes in market share across the national stations showed some small fluctuations: RTÉ Radio 1's market share was 21.2% (+0.3), RTÉ 2FM was 12.7 (-0.3) while Today FM's and Newstalk's market share increased by 0.1% to 12.5% and 3.3% respectively. RTÉ Lyric FM remained the same at 1.7%.

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

The October '06 to September '07 saw mixed fortunes for the local stations with almost all experiencing some increase or decrease. The top five local radio stations for the survey period were as follows:

<b>Local Station Listenership (Reach) %</b>			<b>Local Station Market Share %</b>	
Highland Radio	60	(-4)	Highland Radio	63.4 (-0.8)
Limerick's Live 95FM	58	(-1)	Mid West Radio	53.6 (-2.4)
Shannonside/Northern Sound	55	(+1)	Tipp FM	52.9 (+6.3)
WLR FM	51	(+2)	Radio Kerry	47.5 (-3.9)
Midwest Radio / RadioKerry / KCLRFM	46	(-5)	WLR FM	47.4 (+1)
	46	(-1)		
	46%	(-1)		

## **Regional-South East**

Beat 102-103FM's weekday reach figure remained the same at 18% when compared with the previous survey period while its market share figure decreased slightly to 11.7%(-0.6).

## **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% (-1) and a market share of 12.5% (-0.2) Other stations to record changes in both reach and market share were 98FM, at 15% reach (-1) and 11.7% market share (-1) and Q102 with 9%(-1) reach and 6.3%(-0.1) market share. Spin 1038 and Dublin's country both maintained their reach of 12% and 3% respectively, but saw minor changes to market share; 5.2% (0.1) and 2.5%(+0.1). Finally, Phantom 105.2 maintained a reach of 2% and market share of 1.2% when compared with the previous survey period.

## **Cork-local stations**

In the Cork franchise area, Cork 96FM/103 County Sound achieved a reach figure of 46%(-1) while market share increased slightly to 52.9% (+0.3). Cork's Red FM increased its listened yesterday figure to 18% (+1) and market share to 10.3% (+0.2) Separated figures were also provided for Cork's 96 FM and Cork's 103FM County Sound as follows: Cork's 96FM had reach of 34% and market share of 39.1% while Cork's 103FM County Sound had a reach of 14% and market share of 13.8%.

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**

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**JNLR WEEKDAY REACH FIGURES**  
**October 2006 – September 2007**

	%		%
<b><i>National</i></b>			<b><i>Six Month</i></b>
Any Regional/Local	52	-1	52
RTÉ Radio 1	23	Same	24
RTÉ 2FM	18	Same	18
Today FM	16	Same	16
Newstalk 106-108FM	6	+1	6
RTÉ Lyric FM	3	Same	3
<b><i>National (excl Dublin/Cork)</i></b>			
Any Regional/Local	55	-1	55
RTÉ 2FM	21	Same	21
RTÉ Radio 1	21	Same	21
Today FM	19	Same	20
Newstalk 106-108 FM	3	-	4
RTÉ Lyric FM	2	same	2
<b><i>Regional</i></b>			
Beat 102-103FM	18	Same	19
<b><i>Dublin</i></b>			
RTÉ Radio 1	29	+1	30
FM104	20	-1	19
98FM	15	-1	15
RTÉ 2FM	13	-1	14
Spin 1038	12	Same	13
Newstalk 106-108FM	11	Same	10
Today FM	9	Same	10
Q102	9	-1	8
RTÉ Lyric FM	5	Same	5
Dublin's Country Mix 106.8FM	3	Same	3
Phantom 105.2+	2	Same	2
<b><i>Cork</i></b>			
Cork 96FM/County Sound 103FM	46	-1	46
RTÉ Radio 1	20	Same	21
Cork's Red FM	18	+1	20
Today FM	13	-1	13
RTÉ 2FM	7	-1	9
Newstalk 106-108FM	4	-	5
RTÉ Lyric FM	3	Same	3

**JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)**  
**October 2006-September 2007**

<b><i>National</i></b>	<b>%</b>	<b>%</b>
Any Regional/Local	48	-0.8
RTÉ Radio 1	21.2	+0.3
RTÉ 2FM	12.7	-0.3
Today FM	12.5	+0.1
Newstalk 106 -108FM	3.3	+0.1
RTÉ Lyric FM	1.7	Same

<b><i>National (excl Dublin/Cork)</i></b>		<b>%</b>
Any Regional/Local	48.8	-0.5
RTÉ Radio 1	16.9	+0.2
Today FM	15.7	+0.1
RTÉ 2FM	15.2	-0.1
RTÉ Lyric FM	0.9	-0.1

<b><i>Regional</i></b>		<b>%</b>
Beat 102-103FM	11.7	-0.6

<b><i>Dublin</i></b>		<b>%</b>
RTÉ Radio 1	31.5	+0.5
FM104	12.5	-0.2
98FM	11.7	-1
RTÉ 2FM	10.9	-0.6
Newstalk 106-108FM	7.7	Same
Today FM	6.8	+0.3
Q102	6.3	-0.1
Spin 1038	5.2	-0.1
RTÉ Lyric FM	3.5	+0.3
Dublin's Country Mix 106.8FM	2.5	+0.1
Phantom 105.2+	1.2	Same

<b><i>Cork</i></b>		<b>%</b>
Cork 96FM/ County Sound 103FM	52.9	+0.3
RTÉ Radio 1	18.4	+0.6
Cork's Red FM	10.3	+0.2
Today FM	9.3	-1.5
RTÉ 2FM	4.6	-0.5
RTÉ Lyric FM	1.7	-0.2
Newstalk	1.7	-

**JNLR WEEKDAY REACH FIGURES**  
**October 2006- September 2007**

<i>Local</i>	%	
Highland Radio	60	-4
Limerick's Live 95FM	58	-1
Shannonside/Northern Sound	55	+1
WLR FM	51	+2
Mid West Radio	46	-5
Radio Kerry	46	-1
KCLR 96FM	46	-1
Ocean FM	45	-2
Tipp FM	44	+1
Galway Bay FM	43	-5
Clare FM	42	-1
Midlands 103FM	40	Same
LM FM	36	-2
South East Radio	36	-2
Kfm	29	-3
East Coast FM	26	-1

**JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)**  
**October 2006-September 2007**

<i>Local</i>	%	
Highland Radio	63.4	-0.8
Mid West Radio	53.6	-2.4
Tipp FM	52.9	+6.3
Radio Kerry	47.5	-3.9
WLR FM	47.4	+1
Shannonside/Northern Sound	47	+1.8
Limerick's Live 95FM	41.9	-3
Clare FM	38.8	-1.2
LM FM	36.1	-2.1
Midlands 103FM	35.8	+2.8
KCLR 96FM	34.7	-1.6
Ocean FM	33.5	+0.2
South East Radio	31.5	-2.2
Galway Bay FM	29.2	-3.8
Kfm	23.4	-0.9
East Coast FM	17.8	-0.5

**JNLR WEEKLY REACH FIGURES**  
**October 2006- September 2007**

<b>National</b>	<b>%</b>	
RTÉ Radio 1	37	Same
RTÉ 2FM	34	Same
Today FM	30	Same
Newstalk 106-108FM	12	+1
RTÉ Lyric FM	8	Same

<b>Six Month</b>
38
35
31
13
8

<b>Regional</b>	<b>%</b>	
Beat 102-103FM	31	-1

30
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<b>Dublin</b>	<b>%</b>	
RTÉ Radio 1	39	-1
FM104	31	-1
98FM	26	-2
RTÉ 2FM	24	-1
Newstalk 106-108FM	19	Same
Spin 1038	18	-1
Today FM	18	Same
Q102	16	-1
RTÉ Lyric FM	11	Same
Dublin's Country Mix 106.8FM	5	Same
Phantom 105.2FM+	4	-

39
30
26
25
19
18
19
17
11
5
4

<b>Cork</b>	<b>%</b>	
Cork 96FM/County Sound 103FM	66	65
Cork's 96 FM	51	-
RTÉ Radio 1	32	34
Cork's Red FM	29	29
Cork's 103FM County Sound	26	-
Today FM	25	25
RTÉ 2FM	20	20
Newstalk 106-108FM*	7	-
RTÉ Lyric FM	7	7

67
52
32
32
28
26
24
9
7

**JNLR WEEKLY REACH FIGURES**  
**October 2006 – September 2007**

<i>Local</i>	%	
Galway Bay FM	85	-1
Highland Radio	83	-2
Limerick's Live 95FM	82	-2
WLR FM	76	Same
Radio Kerry	72	-1
Shannonside/Northern Sound	70	Same
Mid West Radio	69	-6
Clare FM	67	Same
KCLR 96FM	67	-2
Ocean FM	66	-4
Tipp FM	60	-2
Midlands 103	60	-1
South East Radio	59	-2
Kfm	54	-4
East Coast FM	50	-4
LM FM	49	-3