

**JNLR FIGURES FOR APRIL 07-MARCH 08 RELEASED**

The JNLR/TNSmrb results for the survey period April 2007-March 2008 were released today (Thursday 15<sup>th</sup> May). The survey results indicate that 84% 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 2007 figures. The main changes and highlights are as follows:

**National**

There were no changes to the national listenership figures when compared with the previous survey period. Listenership to any regional/local radio was at 52%. The reach figures for the various national public service stations were 23% for RTÉ Radio 1, 17% for RTÉ 2FM, while RTÉ Lyric FM retained its reach of 3%. The national commercial broadcasters Today FM and Newstalk 106-108FM, maintained their listened yesterday figures of 16% and 6% respectively.

With regard to market share, the figure for any regional/local station in the 7a.m.-7p.m. period was 47.9%, a slight increase of 0.3% from the last survey period. Minor increases in market share were recorded for Today FM at 12.1% (+0.5) and Newstalk 106-108 at 3.7% (+0.3). RTÉ 2FM retained its market share of 12.8% while both RTÉ Radio 1 and RTÉ Lyric FM recorded small decreases to 21.4%(-0.2) and 1.5%(-0.2) respectively.

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

At a local level virtually all stations recorded changes to both reach and market share for the April 2007-March 2008 survey period. 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	66 (+5)	Highland Radio	62.8 (+0.3)
Limerick's Live 95FM	59(-1)	Mid West Radio	52.4 (+1.3)
WLR FM	49(Same)	Shannonside/Northern Sound	49.7(+0.1)
Shannonside/Northern Sound	48 (-4)	Tipp FM	47.8 (-1.4)
Midwest Radio / Radio Kerry	47 (+2)	Radio Kerry	46.2(+2.8)
	47(+3)		

## **Regional stations**

Beat 102-103FM attained a weekday reach figure of 18% (+1) when compared with the previous survey period and recorded a market share of 11.6% (+0.2). The current book provides figures for regional youth service Spin South West for the survey period July 2007-March 2008. The station increased its reach to 15% (+1) and its market share to 9.4%(+1.2) when compared with the previous book.

## **Dublin-local stations**

FM104 continues to be the most listened to local radio station in the Dublin market with a listened yesterday figure of 19% (+1) and a market share of 12.6% (+0.2) Both Spin 1038 and Q102 recorded increases in their reach for this survey period at 13%(+1) and 9%(+1) respectively. The remaining Dublin stations remained unchanged: 98FM 15%; Dublin's Country Mix 3% and Phantom 105.2 at 2%.

From a market share perspective almost all of the local Dublin stations recorded minor changes. 98FM's market share for the April 07-March 08 period was 11.2 %(+0.5), Spin1038 increased marginally to 5.9 % (+0.2) while Phantom 105.2 were at 1.3% (+0.2). Q102 and Dublin's Country Mix retained their market share of 6.6% and 2.5% respectively, when compared with the previous survey period.

## **Cork-local stations**

In the Cork franchise area, the combined services of Cork's 96FM/C103 achieved a reach figure of 48%(+3) while market share decreased to 49.8% (-2.4). Separate figures are also available for both services and are detailed in the tables provided. Cork's Red FM retained both its reach and market share figures of 18% and 10.6% when compared with the last survey period.

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

April 2007 – March 2008

	%		%
			<i>Six Month</i>
<b>National</b>			
Any Regional/Local	52	Same	53
RTÉ Radio 1	23	Same	22
RTÉ 2FM	17	Same	17
Today FM	16	Same	15
Newstalk 106-108FM	6	Same	6
RTÉ Lyric FM	3	Same	3
<b>National (excl Dublin/Cork)</b>			
Any Regional/Local	55	Same	56
RTÉ 2FM	21	Same	20
RTÉ Radio 1	21	Same	21
Today FM	19	Same	18
Newstalk 106-108 FM	4	Same	5
RTÉ Lyric FM	2	Same	3
<b>Regional</b>			
Beat 102-103FM	18	+1	17
Spin South West *	15	+1	-
<b>Dublin</b>			
RTÉ Radio 1	29	+1	27
FM104	19	+1	19
98FM	15	Same	16
RTÉ 2FM	14	Same	13
Spin 1038	13	+1	13
Newstalk 106-108FM	11	Same	11
Today FM	10	+1	9
Q102	9	+1	10
RTÉ Lyric FM	5	-1	5
Dublin's Country Mix 106.8FM	3	Same	3
Phantom 105.2	2	Same	3
<b>Cork</b>			
Cork's 96FM/C103	48	+3	48
Cork's 96FM	35	+2	36
RTÉ Radio 1	21	+2	20
Cork's Red FM	18	Same	15
C103	15	+1	15
Today FM	14	+1	15
RTÉ 2FM	9	+1	10
Newstalk 106-108FM	5	+1	6
RTÉ Lyric FM	3	Same	2

\*Figures provided for SPIN South West are for the survey period July 2007 – March 2008

**JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)**  
**April 2007-March 2008**

<b><i>National</i></b>	<b>%</b>	<b>%</b>
Any Regional/Local	47.9	+0.3
RTÉ Radio 1	21.4	-0.2
RTÉ 2FM	12.8	Same
Today FM	12.1	+0.5
Newstalk 106 -108FM	3.7	+0.3
RTÉ Lyric FM	1.5	-0.2

<b><i>National (excl Dublin/Cork)</i></b>		
Any Regional/Local	48.6	+0.4
RTÉ Radio 1	17.7	-0.1
Today FM	15.0	-0.8
RTÉ 2FM	14.5	-0.1
Newstalk 106-108FM	2.3	+0.3
RTÉ Lyric FM	0.9	Same

<b><i>Regional</i></b>		
Beat 102-103FM	11.6	+0.2
Spin South West *	9.4	+1.2

<b><i>Dublin</i></b>		
RTÉ Radio 1	30.6	-0.5
FM104	12.6	+0.2
RTÉ 2FM	11.8	-0.1
98FM	11.2	+0.5
Newstalk 106-108FM	7.4	+0.2
Today FM	6.7	+0.2
Q102	6.6	Same
Spin 1038	5.9	+0.2
RTÉ Lyric FM	2.9	-0.8
Country Mix 106.8FM	2.5	Same
Phantom 105.2	1.3	+0.2

<b><i>Cork</i></b>		
Cork's 96FM/ C103	49.8	-2.4
Cork's 96FM	35.2	-2.2
RTÉ Radio 1	19.1	+0.6
C103	14.6	-0.4
Cork's Red FM	10.6	Same
Today FM	9.6	+0.3
RTÉ 2FM	6.1	+1.1
Newstalk	2.2	+0.6
RTÉ Lyric FM	1.4	-0.1

*\*Figures provided for SPIN South West are for the survey period July 2007 – March 2008\**

## **JNLR WEEKDAY REACH FIGURES**

**April 2007- March 2008**

<b><i>Local</i></b>	<b>%</b>	
Highland Radio	66	+5
Limerick's Live 95FM	59	-1
WLR FM	49	Same
Shannonside/Northern Sound	48	-4
Radio Kerry	47	+3
Mid West Radio	47	+2
KCLR 96FM	45	+1
Ocean FM	45	Same
Tipp FM	44	Same
Clare FM	40	-2
South East Radio	39	+2
Galway Bay FM	39	-1
Midlands 103FM	36	-2
LM FM	32	-4
Kfm	29	-2
East Coast FM	28	+3

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

**April 2007-March 2008**

<b><i>Local</i></b>	<b>%</b>	
Highland Radio	62.8	+0.3
Mid West Radio	52.4	+1.3
Shannonside/Northern Sound	49.7	+0.1
Tipp FM	47.8	-1.4
Radio Kerry	46.2	+2.8
Limerick's Live 95FM	44.0	+0.4
WLR FM	42.6	-2.4
Clare FM	37.0	-0.7
KCLR 96FM	34.3	-0.4
Midlands 103FM	34.2	+0.2
LM FM	32.0	-2.2
South East Radio	31.5	-2.1
Ocean FM	30.2	+1.7
Galway Bay FM	23.8	-3.3
East Coast FM	23.5	+4.8
Kfm	22.5	-1.4

*\*Figures provided for SPIN South West are for the survey period July 2007 – March 2008\**

**JNLR WEEKLY REACH FIGURES**  
**April 2007- March 2008**

<b>National</b>	<b>%</b>	
RTÉ Radio 1	37	Same
RTÉ 2FM	33	Same
Today FM	30	Same
Newstalk 106-108FM	14	+1
RTÉ Lyric FM	7	-1

<b>Six Month</b>
36
32
29
14
7

<b>Regional</b>		
Beat 102-103FM	31	Same
Spin South West*	27	+4

32
-

<b>Dublin</b>		
FM104	29	Same
RTÉ Radio 1	36	Same
98FM	25	Same
RTÉ 2FM	22	-1
Spin 1038	18	+1
Newstalk 106-108FM	18	-1
Today FM	17	+1
Q102	16	+1
RTÉ Lyric FM	10	-1
Dublin's Country Mix 106.8FM	5	+1
Phantom 105.2FM+	4	Same

28
34
24
20
17
18
15
15
9
5
4

<b>Cork</b>		
Cork's 96FM/C103	68	+3
Cork's 96 FM	53	+2
RTÉ Radio 1	32	+1
Cork's Red FM	31	+1
C103	28	+1
Today FM	27	+2
RTÉ 2FM	24	+2
Newstalk 106-108FM	10	+2
RTÉ Lyric FM	8	+1

68
54
32
31
27
28
24
10
8

*\*Figures provided for SPIN South West are for the survey period July 2007 – March 2008\**

**JNLR WEEKLY REACH FIGURES**  
**April 2007 – March 2008**

<i>Local</i>	%	
Highland Radio	84	+2
Limerick's Live 95FM	83	+2
Galway Bay FM	80	-2
Radio Kerry	74	+1
WLR FM	71	-2
Mid West Radio	67	+2
Clare FM	65	Same
Shannonside/Northern Sound	64	-4
KCLR 96FM	63	-3
Tipp FM	62	+1
Ocean FM	61	-4
Midlands 103	57	-2
South East Radio	57	-3
Kfm	53	-2
East Coast FM	48	+2
LM FM	48	-3