

FOR RELEASE: THURSDAY, 17TH MAY, 2007

JNLR FIGURES FOR APRIL 2006-MARCH 2007 RELEASED

Results from the JNLR/TNSmrb survey for the period April 2006-March 2007 were released today (Thursday 17th May). The survey results again 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 January-December 2006 figures. The main changes and highlights when compared with the most recent book are as follows:

National

Listenership to any regional/local was 55%(-1) when compared with the previous survey period. RTÉ Radio 1's reach decreased to 23% (-1), while RTÉ 2FM, Today FM and Lyric FM all maintained their reach figures at 18%, 16% and 3% respectively. Newstalk received its first 'national' figures for the six months covering September 29th to March 31st, achieving a reach figure of 5%.

With regard to market share, the figure for any regional/local station decreased by 0.5% to 50.5% in the 7a.m.-7p.m. period. Both RTÉ Radio 1 and RTÉ 2FM's market share decreased marginally to 20.5% (-0.4) and 12.6% (-0.3) respectively. Today FM again saw a marginal increase in share to 12.4% (+0.3), while RTÉ Lyric FM's national market share was 1.9% (+0.2). Newstalk's market share for the six months surveyed was 3.2%.

National (excluding Dublin and Cork)-local stations

Changes in both reach and market share were recorded for almost all local stations in the current 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	64%	-5	Highland Radio	64.4	+0.1
Limerick's Live 95FM	59%	-3	Mid West Radio	57.8	-1.1
Shannonside/Northern Sound	55%	-1	Radio Kerry	54.2	-2.8
Mid West Radio & Galway Bay FM	53%	-2/-1	Shannonside/Northern Sound	49.6	+0.8
WLR FM & Ocean FM	50%	+2/-4	WLR FM	49.4	+0.8

Regional-South East

Beat 102-103FM's reach remained the same at 17% while its market share figure increased slightly to 11% (+0.1).

Dublin-local stations

FM104 was the most listened to local radio station in the Dublin market with a reach of 23% (+1) and a market share of 14.1% (+0.8). 98FM's reach increased to 18% (+1) with a market share figure of 14% (-0.1). Spin, Q102 and Dublin's Country all retained their respective reach figures of 12%, 10% and 3% and recorded small changes in market share, with Q102 gaining 6.7% (+0.5), Spin achieving 5.2% (+0.4) and Dublin's Country at 2.7% (-0.1). Phantom 105.2 received figures for five months from November to March, achieving a reach of 2% and gaining a market share of 0.7%.

Cork-local stations

In the Cork franchise area, Cork 96FM/103 County Sound achieved a reach of 47% (-1), while Cork's Red FM retained their listened yesterday figure of 18%. From a market share perspective, Cork 96FM/103 County Sound increased their market share to 53% (+1.3), with Cork's Red FM registering a slight decrease in share at 9.1% (-0.3)

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 2006-March 2007

<i>National</i>	%		%
			<i>Six Month</i>
Any Regional/Local	55	-1	53
RTÉ Radio 1	23	-1	22
RTÉ 2FM	18	Same	17
Today FM	16	Same	15
Newstalk 106FM*	-	-	5
RTÉ Lyric FM	3	Same	3

<i>National (excl Dublin/Cork)</i>	%		%
Any Regional/Local	57	-1	56
RTÉ 2FM	22	Same	21
RTÉ Radio 1	21	-1	20
Today FM	19	Same	19
Newstalk 106 FM*	-	-	3
RTÉ Lyric FM	2	Same	2

<i>Regional</i>	%		%
Beat 102-103FM	17	Same	17

<i>Dublin</i>	%		%
RTÉ Radio 1	28	Same	28
FM104	23	+1	21
98FM	18	+1	16
RTÉ 2FM	13	-1	12
Spin 1038	12	Same	11
Today FM	10	Same	8
Q102	10	Same	9
RTÉ Lyric FM	6	+1	5
Newstalk 106FM*	-	-	11
Dublin's Country Mix 106.8FM	3	Same	3
Phantom 105.2+	2	-	-

<i>Cork</i>	%		%
Cork 96FM/County Sound 103FM	47	-1	45
RTÉ Radio 1	19	-1	19
Cork's Red FM	18	Same	16
Today FM	14	Same	12
RTÉ 2FM	7	-1	6
RTÉ Lyric FM	4	+1	3
Newstalk 106FM*	3	-	3

* 'national' figures provided for Newstalk 106FM cover the six month period from October 06to March 07
+ figures provided for Phantom 105.2 cover the five month period from November 06-March 07

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
April 2006-March 2007

<i>National</i>	%	
Any Regional/Local	50.5	-0.5
RTÉ Radio 1	20.5	-0.4
RTÉ 2FM	12.6	-0.3
Today FM	12.4	+0.3
Newstalk 106 FM*	3.2	-
RTÉ Lyric FM	1.9	+0.2

<i>National (excl Dublin/Cork)</i>	%	
Any Regional/Local	50.1	-1.2
RTÉ Radio 1	16.8	+0.1
RTÉ 2FM	15.5	Same
Today FM	15.1	+0.7
RTÉ Lyric FM	1.2	Same

<i>Regional</i>	%	
Beat 102-103FM	11	+0.1

<i>Dublin</i>	%	
RTÉ Radio 1	29.6	-0.8
FM104	14.1	+0.8
98FM	14	-0.1
RTÉ 2FM	9.7	-0.9
Newstalk*	7.4	-
Today FM	6.9	-0.6
Q102	6.7	+0.5
Spin 1038	5.2	+0.4
Dublin's Country Mix 106.8FM	2.7	-0.1
RTÉ Lyric FM	3.1	+0.6
Phantom 105.2+	0.7	-

<i>Cork</i>	%	
Cork 96FM/ County Sound 103FM	53	+1.3
RTÉ Radio 1	17.1	-2.2
Today FM	12	+1
Cork's Red FM	9.1	-0.3
RTÉ 2FM	5	-0.4
RTÉ Lyric FM	2.4	+0.5

* 'national' figures provided for Newstalk 106FM, cover the six month period from October 06to March 07
+ figures provided for Phantom 105.2 cover the five month period from November 06-March 07

JNLR WEEKDAY REACH FIGURES
April 2006-March 2007

<i>Local</i>	%	
Highland Radio	64	-5
Limerick's Live 95FM	59	-3
Shannonside/Northern Sound	55	-1
Galway Bay FM	53	-1
Mid West Radio	53	-2
WLR FM	50	+2
Ocean FM	50	-4
Radio Kerry	48	-4
KCLR 96FM	45	-1
Tipp FM	43	-2
South East Radio	42	-1
Clare FM	40	-1
LM FM	39	Same
Midlands 103FM	39	+1
Kfm	34	-3
East Coast FM	27	-3

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
April 2006-March 2007

<i>Local</i>	%	
Highland Radio	64.4	+0.1
Mid West Radio	57.8	-1.1
Radio Kerry	54.2	-2.8
Shannonside/Northern Sound	49.6	+0.8
WLR FM	49.4	+0.8
Limerick's Live 95FM	45.2	-1.3
Tipp FM	44.7	-1.5
LM FM	38.5	+1.4
South East Radio	37.8	+0.8
Galway Bay FM	35.8	-2.2
KCLR 96FM	35.3	-2.2
Clare FM	35.1	+0.4
Ocean FM	34.3	-3.9
Midlands 103FM	32.4	-0.2
Kfm	28.3	-2.8
East Coast FM	19.3	-4.1

JNLR WEEKLY REACH FIGURES
April 2006- March 2007

National	%	
RTÉ Radio 1	38	-1
RTÉ 2FM	34	-1
Today FM	30	Same
Newstalk*	-	-
RTÉ Lyric FM	8	Same

Six Month

37
33
29
10
8

Regional	%	
Beat 102-103FM	33	+1

33

Dublin	%	
RTÉ Radio 1	39	-2
FM104	33	-1
98FM	29	-1
RTÉ 2FM	23	-3
Spin 1038	19	+1
Q102	18	-1
Today FM	18	-2
RTÉ Lyric FM	11	+1
Dublin's Country Mix 106.8FM	6	-1
Newstalk*	-	-
Phantom 105.2FM+	4	-

40
31
26
22
17
14
16
12
6
19
-

Cork	%	
Cork 96FM/County Sound 103FM	67	-2
RTÉ Radio 1	34	-1
Cork's Red FM	30	-1
Today FM	25	Same
RTÉ 2FM	20	-2
Newstalk*	-	-
RTÉ Lyric FM	8	+1

65
32
27
23
16
4
7

* 'national' figures provided for Newstalk 106FM cover the six month period from October 06to March 07
+ figures provided for Phantom 105.2 cover the five month period from November 06-March 07

JNLR WEEKLY REACH FIGURES
April 2006 – March 2007

<i>Local</i>	<i>%</i>	
Galway Bay FM	87	+3
Highland Radio	85	-3
Limerick's Live 95FM	85	-2
WLR FM	76	+2
Radio Kerry	75	-2
Mid West Radio	74	-4
Shannonside/Northern Sound	73	+2
Ocean FM	70	-2
KCLR 96FM	68	+3
South East Radio	66	+3
Clare FM	66	-4
Tipp FM	64	-5
Midlands 103	60	-1
Kfm	57	Same
LM FM	54	Same
East Coast FM	54	-2