

JNLR FIGURES FOR JULY 2006-JUNE 2007 RELEASED

Results from the JNLR/TNSmrbi survey for the period July 2006-June 2007 were released today (Thursday 23rd August). 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 April 2006-March 2007 figures. The main changes and highlights when compared with the most recent book are as follows:

National

Listenership to any regional/local was 53% (-2) when compared with the previous survey period. The reach figures for national stations remained the same with 23% for RTÉ Radio 1, 18% for RTÉ 2FM, 16% for Today FM and 3% for Lyric FM. Newstalk 106-108FM achieved a reach figure of 5% nationally for the nine months that the station has been broadcasting.

With regard to market share, the figure for any regional/local station in the 7a.m.-7p.m. period was 48.8% (-1.7). Both RTÉ Radio 1 and RTÉ 2FM's market share increased by 0.4% to 20.9% and 13% respectively. Today FM's market share remained the same at 12.4%, while Lyric FM's market share decreased slightly to 1.7% (-0.2). Newstalk 106-108FM achieved a market share figure of 3.2% for the nine months from October 06 to June 07.

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% (same)	Highland Radio 64.2% (-0.2)
Limerick's Live 95FM 59% (same)	Mid West Radio 56% (-1.8)
Shannonside/Northern Sound 54% (-1)	Radio Kerry 51.4% (-2.8)
Mid West Radio 51% (-2)	Tipp FM 46.6% (+1.9)
WLR FM 49% (-1)	WLR FM 46.4% (-3)

Regional-South East

Beat 102-103FM's weekday reach figure was 18% (+1) while its market share figure for the survey period increased to 12.3% (+1.3)

Dublin-local stations

FM104 continues to be the most listened to local radio station in the Dublin market with a listened yesterday figure of 21%(-2) and a market share of 12.7% (-1.3). 98FM also achieved a market share of 12.7% (-1.4) while its reach figure was 16% (-2). Both Spin 1038 and Q102 maintained the reach figures achieved previously at 12% and 10%, while market share for these two stations was 5.3% and 6.4% respectively. Dublin's Country Mix's reach figure remained the same at 3%, while market share for the station decreased marginally to 2.4% (-0.3). Phantom's figures for the eight months that the station has been on air are 2% weekday reach and 1.2% market share.

Cork-local stations

In the Cork franchise area, Cork 96FM/103 County Sound maintained its reach figure of 47%, while their market share saw a marginal decrease to 52.6% (-0.4). Cork's Red FM achieved a listened yesterday figure of 17% (-1) and increased market share by 1% to 10.1%.

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
July 2006 – June 2007

National	%		%
			Six Month
Any Regional/Local	53	-2	52
RTÉ Radio 1	23	Same	23
RTÉ 2FM	18	Same	17
Today FM	16	Same	16
Newstalk 106-108FM*	5	-	5
RTÉ Lyric FM	3	Same	3

National (excl Dublin/Cork)	%		
Any Regional/Local	56	-1	54
RTÉ 2FM	21	-1	21
RTÉ Radio 1	21	Same	21
Today FM	19	Same	19
Newstalk 106-108 FM	-	-	3
RTÉ Lyric FM	2	Same	2

Regional	%		
Beat 102-103FM	18	+1	17

Dublin	%		
RTÉ Radio 1	28	Same	28
FM104	21	-2	19
98FM	16	-2	15
RTÉ 2FM	14	+1	14
Spin 1038	12	Same	13
Newstalk 106-108FM*	11		10
Q102	10	Same	9
Today FM	9	-1	8
RTÉ Lyric FM	5	-1	5
Dublin's Country Mix 106.8FM	3	Same	3
Phantom 105.2+	2	--	2

Cork	%		
Cork 96FM/County Sound 103FM	47	Same	44
RTÉ Radio 1	20	+1	19
Cork's Red FM	17	-1	18
Today FM	14	Same	14
RTÉ 2FM	8	+1	9
RTÉ Lyric FM	3	-1	3
Newstalk 106-108FM*			3

*The Figure provided for Newstalk covers the nine month period from September 29th '06-June 30th 07.

+The figure provided for Phantom 105.2 covers the eight month period from 31st October 06 to 30th June 07

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
July 2006-June 2007

<i>National</i>	%	%
Any Regional/Local	48.8	-1.7
RTÉ Radio 1	20.9	+0.4
RTÉ 2FM	13	+0.4
Today FM	12.4	Same
Newstalk 106 -108FM*	3.2	-
RTÉ Lyric FM	1.7	-0.2

<i>National (excl Dublin/Cork)</i>	%	%
Any Regional/Local	49.3	-0.8
RTÉ Radio 1	16.7	-0.1
Today FM	15.6	+0.5
RTÉ 2FM	15.3	-0.2
RTÉ Lyric FM	1	-0.2

<i>Regional</i>	%	%
Beat 102-103FM	12.3	+1.3

<i>Dublin</i>	%	%
RTÉ Radio 1	31	+1.4
98FM	12.7	-1.3
FM104	12.7	-1.4
RTÉ 2FM	11.5	+1.8
Newstalk 106-108FM*	7.7	-
Today FM	6.5	-0.4
Q102	6.4	-0.3
Spin 1038	5.3	+0.1
RTÉ Lyric FM	3.2	+0.1
Dublin's Country Mix 106.8FM	2.4	-0.3
Phantom 105.2+	1.2	-

<i>Cork</i>	%	%
Cork 96FM/ County Sound 103FM	52.6	-0.4
RTÉ Radio 1	17.8	+0.7
Today FM	10.8	-1.2
Cork's Red FM	10.1	+1
RTÉ 2FM	5.1	+0.1
RTÉ Lyric FM	1.9	-0.5

*The Figure provided for Newstalk covers the nine month period from September 29th '06-June 30th 07.

+The figure provided for Phantom 105.2 covers the eight month period from 31st October 06 to 30th June 07

JNLR WEEKDAY REACH FIGURES
July 2006-June 2007

<i>Local</i>	%	
Highland Radio	64	Same
Limerick's Live 95FM	59	Same
Shannonside/Northern Sound	54	-1
Mid West Radio	51	-2
WLR FM	49	-1
Galway Bay FM	48	-5
Ocean FM	47	-3
Radio Kerry	47	-1
KCLR 96FM	47	+2
Clare FM	43	+3
Tipp FM	43	Same
Midlands 103FM	40	+1
LM FM	38	-1
South East Radio	38	-4
Kfm	32	-2
East Coast FM	27	Same

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
July 2006-June 2007

<i>Local</i>	%	
Highland Radio	64.2	-0.2
Mid West Radio	56	-1.8
Radio Kerry	51.4	-2.8
Tipp FM	46.6	+1.9
WLR FM	46.4	-3
Shannonside/Northern Sound	45.2	-4.4
Limerick's Live 95FM	44.9	-0.3
Clare FM	40	+4.9
LM FM	38.2	-0.3
KCLR 96FM	36.3	+1
South East Radio	33.7	-4.1
Ocean FM	33.3	-1
Galway Bay FM	33	-2.8
Midlands 103FM	33	+0.6
Kfm	24.3	-4
East Coast FM	18.3	-1

JNLR WEEKLY REACH FIGURES
July 2006- June 2007

National	%	
RTÉ Radio 1	37	-1
RTÉ 2FM	34	Same
Today FM	30	Same
Newstalk 106-108FM*	11	
RTÉ Lyric FM	8	Same

Six Month

36
34
30
12
8

Regional	%	
Beat 102-103FM	32	-1

32

Dublin	%	
RTÉ Radio 1	40	+1
FM104	32	-1
98FM	28	-1
RTÉ 2FM	25	+2
Newstalk 106-108FM*	19	-
Spin 1038	19	Same
Today FM	18	Same
Q102	17	-1
RTÉ Lyric FM	11	Same
Dublin's Country Mix 106.8FM	5	-1
Phantom 105.2FM+	4	-

38
30
26
25
19
18
16
16
10
4
5

Cork	%	
Cork 96FM/County Sound 103FM	65	-2
RTÉ Radio 1	34	Same
Cork's Red FM	29	-1
Today FM	25	Same
RTÉ 2FM	20	Same
Newstalk 106-108FM*	-	-
RTÉ Lyric FM	7	-1

64
31
30
28
24
6
7

*The Figure provided for Newstalk covers the nine month period from September 29th '06-June 30th 07.

+The figure provided for Phantom 105.2 covers the eight month period from 31st October 06 to 30th June 07

JNLR WEEKLY REACH FIGURES
July 2006 – July 2007

<i>Local</i>	%	
Galway Bay FM	86	-1
Highland Radio	85	Same
Limerick's Live 95FM	84	-1
WLR FM	76	Same
Mid West Radio	75	+1
Radio Kerry	73	-2
Shannonside/Northern Sound	70	-3
Ocean FM	70	Same
KCLR 96FM	69	+1
Clare FM	67	+1
Tipp FM	62	-2
South East Radio	61	-5
Midlands 103	61	+1
Kfm	58	+1
East Coast FM	54	Same
LM FM	52	-2