

FOR RELEASE: WEDNESDAY, 23RD NOVEMBER, 2005

JNLR FIGURES FOR OCTOBER 04 – SEPTEMBER 05 RELEASED

Results from the JNLR/TNSmrb survey for the period October 2004 to September 2005 were released today (Wednesday 23rd November). The survey results demonstrated that 85%(-1) of the adult population were listening daily to a mix of national, regional and local radio throughout the country.

These latest JNLR figures are the second to be issued since key changes to the information available to stations were instigated. Figures are now provided on a rolling quarterly basis and, as a result comparisons can be made with the JNLR figures for the period July 04-June 05. The main changes and highlights when compared with the most recent book are as follows:

National

The 'reach' figure for local/regional stations increased by one percentage point to 56% while most of the national stations retained their reach figures; RTÉ Radio One 26%, Today FM 16% and Lyric FM 3%. RTÉ 2FM dropped one percentage point to 21%.

Market share covering the key 7a.m.-7p.m. period showed an increase for any regional/local station to 49.4% (+1.4). RTE Radio One's market share was 22.8% (-0.7) with 2FM and Today FM achieving market shares of 14.7% (-0.5) and 11.1% (+0.1) respectively. Market share for Lyric FM decreased slightly to 1.6% (-0.2).

National (excluding Dublin and Cork)-local stations

There were again many fluctuations in both the yesterday listenership and market share figures of local stations during the period October 04-September 05. The top five local radio stations for the survey period were as follows:

Local Station Listenership (Reach) %			Local Station Market Share %		
Highland Radio	68%	+3	Highland Radio	61%	+2
Limerick's Live 95FM	60%	+2	Shannonside/Northern Sound	48.5%	+1.9
Ocean FM	60%	-3	Tipp FM	46.8%	+3.8
Shannonside/Northern Sound	57%	Same	Mid West Radio	46.6%	+3
Mid West Radio	55%	-2	Radio Kerry	45.9%	-1

Regional-South East

Figures for Beat 102-103FM were 19% reach (same) and 8.7% market share (-0.1)

Dublin-local stations

A number of the Dublin stations recorded slight increases on their yesterday listenership figures when compared to the last survey period, among them FM104 at 21% (+1), Spin 1038 at 11% (+1), Newstalk at 7% (+1), and Dublin's Country Mix at 4% (+1). The remaining stations retained the same listened yesterday figures; 98FM 17%, and Q102 12%.

At 14% FM104 had the highest local radio station share in Dublin.

Cork-local stations

96 FM County Sound increased both their reach and market share to 48% (+3) and 51.8% (+4.9) respectively. Red FM also saw an increase in their ratings, achieving 15% reach (+1) and 9.3% market share (+0.8).

Full details of the reach and market share figures, together with the weekly reach figures for all stations are contained in the following pages. A table of weekend figures for all stations is available from the Commission on request.

-Ends-

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JNLR WEEKDAY REACH FIGURES
October 2004 –September 2005

National		
Any Regional/Local	56%	+1
RTÉ Radio 1	26%	Same
RTÉ 2FM	21%	-1
Today FM	16%	Same
RTÉ Lyric FM	3%	Same

Six Month
57%
26%
21%
16%
4%

National (excl Dublin/Cork)		
Any Regional/Local	57%	Same
RTÉ 2FM	26%	-1
RTÉ Radio 1	25%	Same
Today FM	19%	Same
RTÉ Lyric FM	3%	Same

58%
25%
25%
20%
3%

Regional		
Beat 102-103	19%	Same

20%

Dublin		
RTÉ Radio 1	30%	Same
FM104	21%	+1
98FM	17%	Same
RTÉ 2FM	15%	Same
Q102	12%	Same
Spin 1038	11%	+1
Today FM	11%	Same
Newstalk 106 FM	7%	+1
RTÉ Lyric FM	5%	Same
Dublin's Country Mix	4%	+1

31%
22%
17%
15%
13%
12%
10%
8%
6%
4%

Cork		
Cork 96FM/County Sound	48%	+3
RTÉ Radio 1	20%	-4
Red FM	15%	+1
2FM	14%	-1
Today FM	11%	-2
RTÉ Lyric FM	3%	Same

48%
17%
15%
13%
9%
3%

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
October 2004 –September 2005

<i>National</i>		
Any Regional/Local	49.4%	+1.4
RTÉ Radio 1	22.8%	-0.7
RTÉ 2FM	14.7%	-0.5
Today FM	11.1%	+0.1
RTÉ Lyric FM	1.6%	-0.2

<i>National (excl Dublin/Cork)</i>		
Any Regional/Local	48.3%	+1.1
RTÉ 1	19.1%	-0.3
RTÉ 2FM	17.0%	-0.6
Today FM	13.7%	+0.1
RTÉ Lyric FM	1.3%	-0.2

<i>Regional</i>		
Beat 102-103	8.7%	-0.1

<i>Dublin</i>		
RTÉ Radio 1	32.9%	-0.3
FM104	14%	+0.1
RTÉ 2FM	11.4%	+0.4
98FM	10.9%	-0.3
Q102	8.9%	-0.2
Today FM	6.7%	-0.1
Spin 1038	4.7%	+0.4
NewsTalk 106FM	4.3%	+0.5
Dublin's Country Mix	3.1%	+0.1
RTÉ Lyric FM	2.4%	-0.2

<i>Cork</i>		
Cork 96FM/County Sound	51.8%	+4.9
RTÉ Radio 1	19.4%	-4.3
RTÉ 2FM	10%	-1.7
Red FM	9.3%	+0.8
Today FM	7.1%	+0.4
RTÉ Lyric FM	1.6%	-0.3

JNLR WEEKDAY REACH FIGURES
October 2004 – September 2005

<i>Local</i>		
Highland Radio	68%	+3
Limerick's Live 95FM	60%	+2
Ocean FM	60%	-3
Shannonside/Northern Sound	57%	Same
Mid West Radio	55%	-2
Radio Kerry	53%	+2
Galway Bay FM	48%	Same
South East Radio	47%	+3
KCLR 96FM	47%	-1
WLR FM	47%	-1
Clare FM	44%	Same
Tipp FM	43%	+1
Midlands Radio 3	41%	Same
LM FM	35%	+1
Kfm	32%	Same
East Coast FM	29%	-3

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
October 2004 –September 2005

<i>Local</i>		
Highland Radio	61%	+2
Shannonside/Northern Sound	48.5%	+1.9
Tipp FM	46.8%	+3.8
Mid West Radio	46.6%	+3
Radio Kerry	45.9%	-1
WLR FM	44.6%	+1.4
Limerick's Live 95FM	43.4%	+0.8
Ocean FM	38.5%	+1.5
Midlands Radio 3	37.6%	+0.7
Clare FM	35.2%	-2.5
East Coast FM	35.2%	-5.8
LM FM	33.4%	+0.4
South East Radio	33.4%	+1.1
Galway Bay FM	31.4%	+2.2
KCLR 96FM	31.1%	+1.9
Kfm	25.6%	+2.8

JNLR WEEKLY REACH FIGURES
October 2004 – September 2005

<i>National</i>		
RTÉ Radio 1	41%	Same
RTÉ 2FM	39%	Same
Today FM	31%	Same
RTÉ Lyric FM	9%	Same

<i>Six Month</i>
42%
38%
31%
9%

<i>Regional</i>		
Beat 102-103	32%	Same

34%

<i>Dublin</i>		
RTÉ Radio 1	44%	-1
FM104	36%	+2
RTÉ 2FM	31%	Same
98FM	30%	Same
Q102	25%	Same
Today FM	22%	Same
NewsTalk 106 FM	16%	+2
Spin 1038	16%	+1
RTÉ Lyric FM	10%	-1
Dublin's Country Mix	8%	+1

44%
36%
29%
30%
25%
21%
18%
18%
12%
9%

<i>Cork</i>		
96FM County Sound	69%	+5
RTÉ Radio 1	35%	-2
Red FM	30%	+1
RTÉ 2FM	27%	-2
Today FM	25%	-1
RTÉ Lyric FM	8%	Same

70%
34%
28%
25%
22%
9%

JNLR WEEKLY REACH FIGURES
October 2004 – September 2005

<i>Local</i>		
Highland Radio	84%	+2
Limerick's Live 95FM	84%	+1
Galway Bay FM	80%	-2
Mid West Radio	76%	-1
Ocean FM	75%	+1
WLR FM	74%	+1
Radio Kerry	74%	+1
Clare FM	72%	+1
Shannonside/Northern Sound	72%	Same
South East Radio	70%	-1
Tipp FM	68%	+1
KCLR 96FM	66%	-1
Midlands 103	61%	+1
East Coast FM	55%	-1
Kfm	53%	+3
LM FM	51%	-2