

**FOR RELEASE: THURSDAY, 16<sup>TH</sup> NOVEMBER, 2006**

### **JNLR FIGURES FOR OCTOBER 05 – SEPTEMBER 06 RELEASED**

Results from the JNLR/TNSmrbi survey for the period October 05-September 06 were released today (Thursday 16<sup>th</sup> November). The survey results demonstrated 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 05-June 06 JNLR figures, reflecting the rolling nature of the listenership survey. The main changes and highlights when compared with the most recent book are as follows:

#### **National**

There were minor fluctuations in the reach figures of almost all of the national stations when compared with the previous survey period. Listenership to any regional/local was 57% (-1) with RTÉ Radio 1 and RTÉ 2FM achieving reach figures of 23%(-1) and 18%(-1) respectively. Today FM's reach figure increased to 16%(+1), while RTÉ Lyric FM maintained its listened yesterday figure of 3%.

With regard to market share, the figure for any regional/local station increased marginally to 52.1%(+0.4) in the 7a.m.-7p.m. period. RTÉ Radio One's market share was 21.1%(-0.6), with RTÉ 2FM and Today FM achieving market shares of 13% (-0.4) and 11.7% (+0.2) respectively. RTÉ Lyric FM's market share remained the same at 1.1%.

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

Changes in both reach and market share were recorded for almost all local stations in the survey period October 05-September 06. 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	70%	-2	Highland Radio	64.7%	-0.4
Limerick's Live 95FM	64%	Same	Mid West Radio	60%	+3
Ocean FM	58%	-2	Radio Kerry	55.8%	+ 4
Mid West Radio	56%	+1	Limerick's Live 95FM	53.7%	+2.4
Shannonside/Northern Sound	55%	-2	WLR FM	50.6%	-0.6

## **Regional-South East**

Beat 102-103FM recorded a weekday reach of 16% (same) and their market share increased slightly to 8.8% (+0.2).

## **Dublin-local stations**

The majority of local stations in the Dublin market maintained their reach figures, when compared with the previous survey period, with the exception of FM 104 at 23% (+1). Market share figures, on the other hand, saw marginal changes to all local Dublin stations. FM104, 98FM and Spin 1038 achieved market share increases to 13.8%(+0.2), 13.7%(+0.8) and 5.6% (+0.3) respectively. Q102, Newstalk 106FM and Dublin's Country Mix 106.8 all recorded marginal decreases to 7.2%(-0.3), 5.5%(-0.1) and 2.9%(-0.1)

## **Cork-local stations**

Both Cork's 96 FM/County Sound 103FM and Cork's Red FM maintained their respective reach figures of 48% and 17% when compared with the July 06-June 06 survey period. From a market share perspective, both stations saw marginal changes; 51.9%(-0.1) for Cork's 96FM/County Sound 103 and 9% (+0.1) for Cork's Red FM.

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 2005-September 2006**

<b>National</b>	<b>%</b>		<b>%</b>
			<b>Six Month</b>
Any Regional/Local	57	-1	57
RTÉ Radio 1	23	-1	23
RTÉ 2FM	18	-1	18
Today FM	16	+1	17
RTÉ Lyric FM	3	Same	4

<b>National (excl Dublin/Cork)</b>	<b>%</b>		<b>%</b>
Any Regional/Local	59	Same	58
RTÉ Radio 1	23	Same	22
RTÉ 2FM	22	-1	22
Today FM	19	Same	20
RTÉ Lyric FM	2	Same	2

<b>Regional</b>	<b>%</b>		<b>%</b>
Beat 102-103FM	16	Same	17

<b>Dublin</b>	<b>%</b>		<b>%</b>
RTÉ Radio 1	27	-1	27
FM104	23	+1	24
98FM	18	Same	20
RTÉ 2FM	15	Same	13
Spin 1038	12	Same	13
Q102	11	Same	11
Today FM	10	Same	11
Newstalk 106 FM	8	Same	8
RTÉ Lyric FM	5	-1	6
Dublin's Country Mix 106.8FM	4	Same	3

<b>Cork</b>	<b>%</b>		<b>%</b>
Cork 96FM/County Sound 103FM	48	Same	48
RTÉ Radio 1	20	Same	19
Cork's Red FM	17	Same	20
Today FM	13	+1	17
RTÉ 2FM	10	Same	9
RTÉ Lyric FM	3	Same	4

**JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)**  
**October 2005-September 2006**

<b><i>National</i></b>	<b>%</b>	
Any Regional/Local	52.1	+0.4
RTÉ Radio 1	21.1	-0.6
RTÉ 2FM	13	-0.4
Today FM	11.7	+0.2
RTÉ Lyric FM	1.6	+0.1

<b><i>National (excl Dublin/Cork)</i></b>	<b>%</b>	
Any Regional/Local	51.7	+0.3
RTÉ Radio 1	17.5	-0.4
RTÉ 2FM	15.1	-0.3
Today FM	14	+0.1
RTÉ Lyric FM	1.1	Same

<b><i>Regional</i></b>	<b>%</b>	
Beat 102-103FM	8.8	+0.2

<b><i>Dublin</i></b>	<b>%</b>	
RTÉ Radio 1	29.4	-1.2
FM104	13.8	+0.2
98FM	13.7	+0.8
RTÉ 2FM	11.2	-0.3
Q102	7.2	-0.3
Today FM	7.2	+0.3
Spin 1038	5.6	+0.3
NewsTalk 106FM	5.5	-0.1
Dublin's Country Mix 106.8FM	2.9	-0.1
RTÉ Lyric FM	2.5	+0.3

<b><i>Cork</i></b>	<b>%</b>	
Cork 96FM/County Sound 103FM	51.9	-0.1
RTÉ Radio 1	20	+0.1
Today FM	10.2	+0.4
Cork's Red FM	9	+0.1
RTÉ 2FM	6.2	-0.8
RTÉ Lyric FM	1.9	+0.4

**JNLR WEEKDAY REACH FIGURES**  
**October 2005-September 2006**

<i>Local</i>	%	
Highland Radio	70	-2
Limerick's Live 95FM	64	Same
Ocean FM	58	-2
Mid West Radio	56	+2
Shannonside/Northern Sound	55	-2
Galway Bay FM	54	+1
Radio Kerry	53	-2
WLR FM	50	-1
KCLR 96FM	48	+1
South East Radio	47	-2
Tipp FM	46	+2
Clare FM	44	-1
LM FM	39	+1
Midlands 103FM	36	-2
Kfm	35	+1
East Coast FM	30	Same

**JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)**  
**October 2005-September 2006**

<i>Local</i>	%	
Highland Radio	64.7	-0.4
Mid West Radio	60	+3
Radio Kerry	55.8	+4
Limerick's Live 95FM	53.7	+2.4
WLR FM	50.6	-0.6
Shannonside/Northern Sound	47.6	-0.3
Tipp FM	44.1	-2.9
South East Radio	41.8	-0.1
Ocean FM	40.1	-0.3
Galway Bay FM	39.9	+1.4
KCLR 96FM	39.1	+0.9
LM FM	36.3	+0.5
Clare FM	35	+2.7
Midlands 103FM	28.4	-3
Kfm	28.1	-2.5
East Coast FM	22.4	-2.5

**JNLR WEEKLY REACH FIGURES**  
**October 2005- September2006**

<i>National</i>	<b>%</b>	
RTÉ Radio 1	39	-1
RTÉ 2FM	36	-1
Today FM	30	Same
RTÉ Lyric FM	8	Same

<i>Six Month</i>
39
35
31
8

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

32
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<i>Dublin</i>	<b>%</b>	
RTÉ Radio 1	39	-3
FM104	35	-1
98FM	30	Same
RTÉ 2FM	28	-2
Q102	21	-1
Today FM	20	-1
Spin 1038	19	Same
NewsTalk 106FM	16	-2
RTÉ Lyric FM	10	Same
Dublin's Country Mix 106.8FM	7	-2

39
36
32
24
21
20
21
17
10
6

<i>Cork</i>	<b>%</b>	
Cork 96FM/County Sound 103 FM	69	-2
RTÉ Radio 1	34	-1
Cork's Red FM	31	Same
RTÉ 2FM	24	-1
Today FM	24	+1
RTÉ Lyric FM	7	Same

69
36
34
25
27
9

**JNLR WEEKLY REACH FIGURES**  
**October 2005-September 2006**

<i>Local</i>	%	
Highland Radio	88	-1
Limerick's Live 95FM	85	+1
Galway Bay FM	83	+3
Radio Kerry	80	Same
Mid West Radio	77	+2
Ocean FM	75	-1
WLR FM	74	-1
Clare FM	72	-2
Tipp FM	70	+2
Shannonside/Northern Sound	70	-1
South East Radio	67	-1
KCLR 96FM	64	+2
Midlands 103	63	+1
East Coast FM	56	Same
LM FM	56	+1
Kfm	53	-1