

FOR RELEASE: THURSDAY, 15TH FEBRUARY, 2007

JNLR FIGURES FOR JANUARY-DECEMBER 2006 RELEASED

Results from the JNLR/TNSmrb survey for the period January-December 2006 were released today (Thursday 15th February). The survey results indicated 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 October 05-September 06 figures. The main changes and highlights when compared with the most recent book are as follows:

National

Listenership to any regional/local was 56% (-1) when compared with the previous survey period. RTÉ Radio 1 increased its reach to 24% (+1), while the other national stations maintained their reach figures with RTÉ 2FM at 18%, Today FM at 16% and RTÉ Lyric FM at 3%. Newstalk 106-108FM did not receive 'national' figures in the current survey.

Regarding market share, the figure for any regional/local station decreased by 1.1% to 51% in the 7a.m.-7p.m. period. Both RTÉ Radio 1 and RTÉ 2FM's market share decreased marginally to 20.9% (-0.2) and 12.9% (-0.1) respectively. Today FM increased marginally to 12.1% (+0.4) while RTÉ Lyric FM's national market share was 1.7% (+0.1)

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 January-December 2006. The top five local radio stations for the survey period were as follows:

Local Station Listenership (Reach) %			Local Station Market Share %		
Highland Radio	69%	-1	Highland Radio	64.3%	-0.4
Limerick's Live 95FM	62%	-2	Mid West Radio	58.9%	-1.1
Shannonside/Northern Sound	56%	+1	Radio Kerry	57%	+ 1.2
Mid West Radio	55%	-1	Shannonside/Northern Sound	48.8%	+1.2
Galway Bay Ocean FM	54%	Same -4	WLR FM	48.6%	-2

Regional-South East

Beat 102-103FM increased both its reach and market share figures to 17% and 10.9% respectively.

Dublin-local stations

Almost all local stations in the Dublin market saw changes to both the reach and market share figures for the survey period January-December 2006, with the exception of Spin 1038 which maintained its reach figure of 12%. Newstalk increased its reach in the Dublin market to 9% (+1). FM104, 98FM, Q102 and Dublin's Country Mix 106.8 all saw 1% decreases in reach to 22%, 17%, 10% and 3% respectively.

With regard to market share Newstalk 106FM saw the largest increase in market share at 1.2% giving them a 6.7% market share in Dublin. 98FM also achieved an increase to 14.1%, while the remaining local stations saw small decreases in share; FM104 at 13.3% (-0.5), Q102 at 6.2% (-1), Spin 1038 with 4.8% (-0.8) and Dublin's Country Mix 106.8 at 2.8% (-0.1).

Cork-local stations

In the Cork market Cork 96FM/County Sound 103FM maintained its reach of 48%, while Cork's Red FM increased its reach to 18% (+1) when compared with the previous survey period. From a market share perspective, both stations saw marginal changes; 51.7%(-0.2) for Cork's 96FM/County Sound 103 and 9.4% (+0.4) 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

Catherine Logan
Q4 Public Relations
01 4751444/086 8114785

or

Aoife Clabby
BCI
01 6441200

JNLR WEEKDAY REACH FIGURES
January 2006-December 2006

<i>National</i>	%		<i>Six Month</i>
Any Regional/Local	56	-1	55
RTÉ Radio 1	24	+1	23
RTÉ 2FM	18	Same	18
Today FM	16	Same	16
RTÉ Lyric FM	3	Same	3

<i>National (excl Dublin/Cork)</i>	%		<i>%</i>
Any Regional/Local	58	-1	57
RTÉ 2FM	22	Same	22
RTÉ Radio 1	22	-1	21
Today FM	19	Same	19
RTÉ Lyric FM	2	Same	3

<i>Regional</i>	%		<i>%</i>
Beat 102-103FM	17	+1	18

<i>Dublin</i>	%		<i>%</i>
RTÉ Radio 1	28	+1	29
FM104	22	-1	23
98FM	17	-1	18
RTÉ 2FM	14	-1	13
Spin 1038	12	Same	11
Today FM	10	Same	10
Q102	10	-1	11
Newstalk 106 FM	9	+1	10
RTÉ Lyric FM	5	Same	5
Dublin's Country Mix 106.8FM	3	-1	3

<i>Cork</i>	%		<i>%</i>
Cork 96FM/County Sound 103FM	48	Same	49
RTÉ Radio 1	20	Same	21
Cork's Red FM	18	+1	17
Today FM	14	+1	14
RTÉ 2FM	8	-2	7
RTÉ Lyric FM	3	Same	4

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
January 2006-December 2006

<i>National</i>	%	
Any Regional/Local	51	-1.1
RTÉ Radio 1	20.9	-0.2
RTÉ 2FM	12.9	-0.1
Today FM	12.1	+0.4
RTÉ Lyric FM	1.7	+0.1

<i>National (excl Dublin/Cork)</i>	%	
Any Regional/Local	51.3	-0.4
RTÉ Radio 1	16.7	-0.8
RTÉ 2FM	15.5	+0.4
Today FM	14.4	+0.4
RTÉ Lyric FM	1.2	+0.1

<i>Regional</i>	%	
Beat 102-103FM	10.9	+2.1

<i>Dublin</i>	%	
RTÉ Radio 1	30.4	+1
98FM	14.1	+0.4
FM104	13.3	-0.5
RTÉ 2FM	10.6	-0.6
Today FM	7.5	+0.3
NewsTalk 106FM	6.7	+1.2
Q102	6.2	-1
Spin 1038	4.8	-0.8
Dublin's Country Mix 106.8FM	2.8	-0.1
RTÉ Lyric FM	2.5	Same

<i>Cork</i>	%	
Cork 96FM/County Sound 103FM	51.7	-0.2
RTÉ Radio 1	19.3	-0.7
Today FM	11	+0.8
Cork's Red FM	9.4	+0.4
RTÉ 2FM	5.4	-0.8
RTÉ Lyric FM	1.9	Same

JNLR WEEKDAY REACH FIGURES
January 2006-December 2006

<i>Local</i>	%	
Highland Radio	69	-1
Limerick's Live 95FM	62	-2
Shannonside/Northern Sound	56	+1
Mid West Radio	55	-1
Galway Bay FM	54	Same
Ocean FM	54	-4
Radio Kerry	52	-1
WLR FM	48	-2
KCLR 96FM	46	-2
Tipp FM	45	-1
South East Radio	43	-4
Clare FM	41	-3
LM FM	39	Same
Midlands 103FM	38	+2
Kfm	37	+2
East Coast FM	30	Same

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
January 2006-December 2006

<i>Local</i>	%	
Highland Radio	64.3	-0.4
Mid West Radio	58.9	-1.1
Radio Kerry	57	+1.2
Shannonside/Northern Sound	48.8	+1.2
WLR FM	48.6	-2
Limerick's Live 95FM	46.5	-7.2
Tipp FM	46.2	+2.1
Ocean FM	38.2	-1.9
Galway Bay FM	38	-1.9
KCLR 96FM	37.5	-1.6
LM FM	37.1	+0.8
South East Radio	37	-4.8
Clare FM	34.7	-0.3
Midlands 103FM	32.6	+4.2
Kfm	31.1	+3
East Coast FM	23.4	+1

JNLR WEEKLY REACH FIGURES
January 2006- December 2006

<i>National</i>	%	
RTÉ Radio 1	39	Same
RTÉ 2FM	35	-1
Today FM	30	Same
RTÉ Lyric FM	8	Same

<i>Six Month</i>
39
34
30
9

<i>Regional</i>	%	
Beat 102-103FM	32	+1

32

<i>Dublin</i>	%	
RTÉ Radio 1	41	+2
FM104	34	-1
98FM	30	Same
RTÉ 2FM	26	-2
Today FM	20	Same
Q102	19	-2
Spin 1038	18	-1
NewsTalk 106FM	17	+1
RTÉ Lyric FM	10	Same
Dublin's Country Mix 106.8FM	7	Same

41
34
30
23
19
18
19
17
11
6

<i>Cork</i>	%	
Cork 96FM/County Sound 103 FM	69	Same
RTÉ Radio 1	35	+1
Cork's Red FM	31	Same
Today FM	25	+1
RTÉ 2FM	22	-2
RTÉ Lyric FM	7	Same

67
36
29
23
17
8

JNLR WEEKLY REACH FIGURES
January 2006 –December 2006

<i>Local</i>	%	
Highland Radio	88	Same
Limerick's Live 95FM	87	+2
Galway Bay FM	84	+1
Mid West Radio	78	+1
Radio Kerry	77	-3
WLR FM	74	Same
Ocean FM	72	-3
Shannonside/Northern Sound	71	+1
Clare FM	70	-2
Tipp FM	69	-1
KCLR 96FM	65	+1
South East Radio	63	-4
Midlands 103	61	-2
Kfm	57	+4
East Coast FM	56	Same
LM FM	54	-2