

**FOR RELEASE: THURSDAY 15<sup>TH</sup> MAY, 2008**

**JNLR FIGURES FOR APRIL 07-MARCH 08 RELEASED**

The JNLR/TNSmrb results for the survey period April 2007-March 2008 were released today (Thursday 15<sup>th</sup> May). The survey results indicate that 84% 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 2007 figures. The main changes and highlights are as follows:

**National**

There were no changes to the national listenership figures when compared with the previous survey period. Listenership to any regional/local radio was at 52%. The reach figures for the various national public service stations were 23% for RTÉ Radio 1, 17% for RTÉ 2FM, while RTÉ Lyric FM retained its reach of 3%. The national commercial broadcasters Today FM and Newstalk 106-108FM, maintained their listened yesterday figures of 16% and 6% respectively.

With regard to market share, the figure for any regional/local station in the 7a.m.-7p.m. period was 47.9%, a slight increase of 0.3% from the last survey period. Minor increases in market share were recorded for Today FM at 12.1% (+0.5) and Newstalk 106-108 at 3.7% (+0.3). RTÉ 2FM retained its market share of 12.8% while both RTÉ Radio 1 and RTÉ Lyric FM recorded small decreases to 21.4%(-0.2) and 1.5%(-0.2) respectively.

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

At a local level virtually all stations recorded changes to both reach and market share for the April 2007-March 2008 survey period. 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                              | 66 (+5)  | Highland Radio                      | 62.8 (+0.3) |
| Limerick's Live 95FM                        | 59(-1)   | Mid West Radio                      | 52.4 (+1.3) |
| WLR FM                                      | 49(Same) | Shannonside/Northern Sound          | 49.7(+0.1)  |
| Shannonside/Northern Sound                  | 48 (-4)  | Tipp FM                             | 47.8 (-1.4) |
| Midwest Radio / Radio Kerry                 | 47 (+2)  | Radio Kerry                         | 46.2(+2.8)  |
|   | 47(+3)   |                                     |             |

## **Regional stations**

Beat 102-103FM attained a weekday reach figure of 18% (+1) when compared with the previous survey period and recorded a market share of 11.6% (+0.2). The current book provides figures for regional youth service Spin South West for the survey period July 2007-March 2008. The station increased its reach to 15% (+1) and its market share to 9.4%(+1.2) when compared with the previous book.

## **Dublin-local stations**

FM104 continues to be the most listened to local radio station in the Dublin market with a listened yesterday figure of 19% (+1) and a market share of 12.6% (+0.2) Both Spin 1038 and Q102 recorded increases in their reach for this survey period at 13%(+1) and 9%(+1) respectively. The remaining Dublin stations remained unchanged: 98FM 15%; Dublin's Country Mix 3% and Phantom 105.2 at 2%.

From a market share perspective almost all of the local Dublin stations recorded minor changes. 98FM's market share for the April 07-March 08 period was 11.2 %(+0.5), Spin1038 increased marginally to 5.9 % (+0.2) while Phantom 105.2 were at 1.3% (+0.2). Q102 and Dublin's Country Mix retained their market share of 6.6% and 2.5% respectively, when compared with the previous survey period.

## **Cork-local stations**

In the Cork franchise area, the combined services of Cork's 96FM/C103 achieved a reach figure of 48%(+3) while market share decreased to 49.8% (-2.4). Separate figures are also available for both services and are detailed in the tables provided. Cork's Red FM retained both its reach and market share figures of 18% and 10.6% when compared with the last survey period.

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

April 2007 – March 2008

|                                    | %  |      | %                |
|------------------------------------|----|------|------------------|
|                                    |    |      | <i>Six Month</i> |
| <b>National</b>                    |    |      |                  |
| Any Regional/Local                 | 52 | Same | 53               |
| RTÉ Radio 1                        | 23 | Same | 22               |
| RTÉ 2FM                            | 17 | Same | 17               |
| Today FM                           | 16 | Same | 15               |
| Newstalk 106-108FM                 | 6  | Same | 6                |
| RTÉ Lyric FM                       | 3  | Same | 3                |
| <b>National (excl Dublin/Cork)</b> |    |      |                  |
| Any Regional/Local                 | 55 | Same | 56               |
| RTÉ 2FM                            | 21 | Same | 20               |
| RTÉ Radio 1                        | 21 | Same | 21               |
| Today FM                           | 19 | Same | 18               |
| Newstalk 106-108 FM                | 4  | Same | 5                |
| RTÉ Lyric FM                       | 2  | Same | 3                |
| <b>Regional</b>                    |    |      |                  |
| Beat 102-103FM                     | 18 | +1   | 17               |
| Spin South West *                  | 15 | +1   | -                |
| <b>Dublin</b>                      |    |      |                  |
| RTÉ Radio 1                        | 29 | +1   | 27               |
| FM104                              | 19 | +1   | 19               |
| 98FM                               | 15 | Same | 16               |
| RTÉ 2FM                            | 14 | Same | 13               |
| Spin 1038                          | 13 | +1   | 13               |
| Newstalk 106-108FM                 | 11 | Same | 11               |
| Today FM                           | 10 | +1   | 9                |
| Q102                               | 9  | +1   | 10               |
| RTÉ Lyric FM                       | 5  | -1   | 5                |
| Dublin's Country Mix 106.8FM       | 3  | Same | 3                |
| Phantom 105.2                      | 2  | Same | 3                |
| <b>Cork</b>                        |    |      |                  |
| Cork's 96FM/C103                   | 48 | +3   | 48               |
| Cork's 96FM                        | 35 | +2   | 36               |
| RTÉ Radio 1                        | 21 | +2   | 20               |
| Cork's Red FM                      | 18 | Same | 15               |
| C103                               | 15 | +1   | 15               |
| Today FM                           | 14 | +1   | 15               |
| RTÉ 2FM                            | 9  | +1   | 10               |
| Newstalk 106-108FM                 | 5  | +1   | 6                |
| RTÉ Lyric FM                       | 3  | Same | 2                |

\*Figures provided for SPIN South West are for the survey period July 2007 – March 2008

**JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)**  
**April 2007-March 2008**

| <b><i>National</i></b> | <b>%</b> | <b>%</b> |
|------------------------|----------|----------|
| Any Regional/Local     | 47.9     | +0.3     |
| RTÉ Radio 1            | 21.4     | -0.2     |
| RTÉ 2FM                | 12.8     | Same     |
| Today FM               | 12.1     | +0.5     |
| Newstalk 106 -108FM    | 3.7      | +0.3     |
| RTÉ Lyric FM           | 1.5      | -0.2     |

| <b><i>National (excl Dublin/Cork)</i></b> |      |      |
|---|------|------|
| Any Regional/Local                        | 48.6 | +0.4 |
| RTÉ Radio 1                               | 17.7 | -0.1 |
| Today FM                                  | 15.0 | -0.8 |
| RTÉ 2FM                                   | 14.5 | -0.1 |
| Newstalk 106-108FM                        | 2.3  | +0.3 |
| RTÉ Lyric FM                              | 0.9  | Same |

| <b><i>Regional</i></b> |      |      |
|------------------------|------|------|
| Beat 102-103FM         | 11.6 | +0.2 |
| Spin South West *      | 9.4  | +1.2 |

| <b><i>Dublin</i></b> |      |      |
|----------------------|------|------|
| RTÉ Radio 1          | 30.6 | -0.5 |
| FM104                | 12.6 | +0.2 |
| RTÉ 2FM              | 11.8 | -0.1 |
| 98FM                 | 11.2 | +0.5 |
| Newstalk 106-108FM   | 7.4  | +0.2 |
| Today FM             | 6.7  | +0.2 |
| Q102                 | 6.6  | Same |
| Spin 1038            | 5.9  | +0.2 |
| RTÉ Lyric FM         | 2.9  | -0.8 |
| Country Mix 106.8FM  | 2.5  | Same |
| Phantom 105.2        | 1.3  | +0.2 |

| <b><i>Cork</i></b> |      |      |
|--------------------|------|------|
| Cork's 96FM/ C103  | 49.8 | -2.4 |
| Cork's 96FM        | 35.2 | -2.2 |
| RTÉ Radio 1        | 19.1 | +0.6 |
| C103               | 14.6 | -0.4 |
| Cork's Red FM      | 10.6 | Same |
| Today FM           | 9.6  | +0.3 |
| RTÉ 2FM            | 6.1  | +1.1 |
| Newstalk           | 2.2  | +0.6 |
| RTÉ Lyric FM       | 1.4  | -0.1 |

*\*Figures provided for SPIN South West are for the survey period July 2007 – March 2008\**

## **JNLR WEEKDAY REACH FIGURES**

**April 2007- March 2008**

| <b><i>Local</i></b>        | <b>%</b> |      |
|----------------------------|----------|------|
| Highland Radio             | 66       | +5   |
| Limerick's Live 95FM       | 59       | -1   |
| WLR FM                     | 49       | Same |
| Shannonside/Northern Sound | 48       | -4   |
| Radio Kerry                | 47       | +3   |
| Mid West Radio             | 47       | +2   |
| KCLR 96FM                  | 45       | +1   |
| Ocean FM                   | 45       | Same |
| Tipp FM                    | 44       | Same |
| Clare FM                   | 40       | -2   |
| South East Radio           | 39       | +2   |
| Galway Bay FM              | 39       | -1   |
| Midlands 103FM             | 36       | -2   |
| LM FM                      | 32       | -4   |
| Kfm                        | 29       | -2   |
| East Coast FM              | 28       | +3   |

## **JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)**

**April 2007-March 2008**

| <b><i>Local</i></b>        | <b>%</b> |      |
|----------------------------|----------|------|
| Highland Radio             | 62.8     | +0.3 |
| Mid West Radio             | 52.4     | +1.3 |
| Shannonside/Northern Sound | 49.7     | +0.1 |
| Tipp FM                    | 47.8     | -1.4 |
| Radio Kerry                | 46.2     | +2.8 |
| Limerick's Live 95FM       | 44.0     | +0.4 |
| WLR FM                     | 42.6     | -2.4 |
| Clare FM                   | 37.0     | -0.7 |
| KCLR 96FM                  | 34.3     | -0.4 |
| Midlands 103FM             | 34.2     | +0.2 |
| LM FM                      | 32.0     | -2.2 |
| South East Radio           | 31.5     | -2.1 |
| Ocean FM                   | 30.2     | +1.7 |
| Galway Bay FM              | 23.8     | -3.3 |
| East Coast FM              | 23.5     | +4.8 |
| Kfm                        | 22.5     | -1.4 |

*\*Figures provided for SPIN South West are for the survey period July 2007 – March 2008\**

**JNLR WEEKLY REACH FIGURES**  
**April 2007- March 2008**

| <b>National</b>    | <b>%</b> |      | <b>Six Month</b> |
|--------------------|----------|------|------------------|
| RTÉ Radio 1        | 37       | Same | 36               |
| RTÉ 2FM            | 33       | Same | 32               |
| Today FM           | 30       | Same | 29               |
| Newstalk 106-108FM | 14       | +1   | 14               |
| RTÉ Lyric FM       | 7        | -1   | 7                |

| <b>Regional</b>  |    |      |    |
|------------------|----|------|----|
| Beat 102-103FM   | 31 | Same | 32 |
| Spin South West* | 27 | +4   | -  |

| <b>Dublin</b>                |    |      |    |
|------------------------------|----|------|----|
| FM104                        | 39 | Same | 28 |
| RTÉ Radio 1                  | 36 | Same | 34 |
| 98FM                         | 35 | Same | 24 |
| RTÉ 2FM                      | 22 | -1   | 20 |
| Spin 1038                    | 18 | +1   | 17 |
| Newstalk 106-108FM           | 18 | -1   | 18 |
| Today FM                     | 17 | +1   | 15 |
| Q102                         | 16 | +1   | 15 |
| RTÉ Lyric FM                 | 10 | -1   | 9  |
| Dublin's Country Mix 106.8FM | 5  | +1   | 5  |
| Phantom 105.2FM+             | 4  | Same | 4  |

| <b>Cork</b>        |    |    |    |
|--------------------|----|----|----|
| Cork's 96FM/C103   | 68 | +3 | 68 |
| Cork's 96 FM       | 53 | +2 | 54 |
| RTÉ Radio 1        | 32 | +1 | 32 |
| Cork's Red FM      | 31 | +1 | 31 |
| C103               | 28 | +1 | 27 |
| Today FM           | 27 | +2 | 28 |
| RTÉ 2FM            | 24 | +2 | 24 |
| Newstalk 106-108FM | 10 | +2 | 10 |
| RTÉ Lyric FM       | 8  | +1 | 8  |

*\*Figures provided for SPIN South West are for the survey period July 2007 – March 2008\**

**JNLR WEEKLY REACH FIGURES**  
**April 2007 – March 2008**

| <i>Local</i>               | %  |      |
|----------------------------|----|------|
| Highland Radio             | 84 | +2   |
| Limerick's Live 95FM       | 83 | +2   |
| Galway Bay FM              | 80 | -2   |
| Radio Kerry                | 74 | +1   |
| WLR FM                     | 71 | -2   |
| Mid West Radio             | 67 | +2   |
| Clare FM                   | 65 | Same |
| Shannonside/Northern Sound | 64 | -4   |
| KCLR 96FM                  | 63 | -3   |
| Tipp FM                    | 62 | +1   |
| Ocean FM                   | 61 | -4   |
| Midlands 103               | 57 | -2   |
| South East Radio           | 57 | -3   |
| Kfm                        | 53 | -2   |
| East Coast FM              | 48 | +2   |
| LM FM                      | 48 | -3   |