

FOR RELEASE: THURSDAY, 16TH FEBRUARY, 2006

JNLR FIGURES FOR 2005 RELEASED

Results from the JNLR/TNSmrb survey for the period January to December 2005 were released today (Thursday 16th October). The survey results demonstrated that 85%(same) of the adult population were listening daily to a mix of national, regional and local radio throughout the country.

As JNLR data is now provided on a rolling quarterly basis, comparisons can be made with the JNLR figures for the period October 2004-September 2005. The main changes and highlights when compared with the most recent book are as follows:

National

The weekday reach figure for local/regional stations increased to 57% (+1) RTÉ Radio 1 and Today FM both dropped one percentage point to 25% and 15% respectively, while listenership to RTÉ 2FM and RTÉ Lyric remained the same at 21% and 3%

Any regional/local stations gained a notable landmark in share of listenership through the achievement of 50.5% of the market for the key 7a.m. to 7p.m. period. RTÉ Radio One's market share was 22.2% (-0.6) with RTÉ2FM and Today FM achieving market shares of 14.4% (-0.3) and 10.9% (-0.2) respectively. Market share for RTÉ Lyric FM remained the same at 1.6%.

National (excluding Dublin and Cork)-local stations

The majority of local stations retained or recorded increases in both their weekday reach and market share figures. The top five local radio stations for the survey period were as follows:

Local Station Listenership (Reach) %			Local Station Market Share %		
Highland Radio	71%	+3	Highland Radio	64.1%	+3.1
Ocean FM	62%	+2	Mid-West Radio	50.5%	+3.9
Limerick's Live 95FM	61%	+1	Radio Kerry	47.6%	+1.7
Shannonside/Northern Sound	57%	Same	Limerick's Live 95FM	47.5%	+4.1
Mid West Radio	54%	-1	Shannonside/Northern Sound	47.1	-1.4

Regional-South East

Beat 102-103FM recorded slight decreases in both their reach and market share, at 18% (-1) and 8.1% (-0.6) respectively.

Dublin-local stations

There was remarkable stability in the local Dublin market. The only local station to record an increase in reach was Q102 who achieved 13% (+1). All other local Dublin stations retained their weekday reach figures when compared with the last survey period; FM104 at 21%, 98FM at 17%, Spin 1038 at 11%, Newstalk at 7%, and Dublin's Country Mix at 4%.

Minor fluctuations in market share were recorded among all Dublin stations, with FM104 maintaining the highest local radio station share in Dublin at 13.6% (-0.4)

Cork-local stations

Cork 96 FM/County Sound 103FM increased both their reach and market share to 49% (+1) and 52.6% (+0.8) respectively. Cork's Red FM also saw an increase in their ratings, achieving 16% reach (+1) and 10.1% 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
January – December 2005

National	%		%
Any Regional/Local	57	+1	58
RTÉ Radio 1	25	-1	25
RTÉ 2FM	21	same	20
Today FM	15	-1	15
RTÉ Lyric FM	3	same	3

National (excl Dublin/Cork)	%		%
Any Regional/Local	58	+1	59
RTÉ 2FM	25	-1	24
RTÉ Radio 1	24	-1	24
Today FM	19	same	18
RTÉ Lyric FM	3	same	3

Regional	%		%
Beat 102-103FM	18	-1	16

Dublin	%		%
RTÉ Radio 1	29	-1	29
FM104	21	same	23
98FM	17	same	18
RTÉ 2FM	15	same	15
Q102	13	+1	13
Spin 1038	11	same	12
Today FM	10	-1	10
Newstalk 106 FM	7	same	8
RTÉ Lyric FM	5	same	5
Dublin's Country Mix 106.8FM	4	same	5

Cork	%		%
Cork 96FM/County Sound 103FM	49	+1	50
RTÉ Radio 1	19	-1	20
Cork's Red FM	16	+1	16
RTÉ 2FM	13	-1	12
Today FM	9	-2	9
RTÉ Lyric FM	3	same	2

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
January – December 2005

<i>National</i>	%	
Any Regional/Local	50.5	+1.1
RTÉ Radio 1	22.2	-0.6
RTÉ 2FM	14.4	-0.3
Today FM	10.9	-0.2
RTÉ Lyric FM	1.6	same

<i>National (excl Dublin/Cork)</i>	%	
Any Regional/Local	49.4	+1.1
RTÉ Radio 1	18.8	-0.3
RTÉ 2FM	16.6	-0.4
Today FM	13.5	-0.2
RTÉ Lyric FM	1.2	-0.1

<i>Regional</i>	%	
Beat 102-103FM	8.1	-0.6

<i>Dublin</i>	%	
RTÉ Radio 1	31.6	-1.3
FM104	13.6	-0.4
RTÉ 2FM	11.6	+0.2
98FM	11.2	+0.3
Q102	9.5	+0.6
Today FM	6.4	-0.3
Spin 1038	5.1	+0.4
NewsTalk 106FM	4.8	+0.5
Dublin's Country Mix 106.8FM	2.8	-0.3
RTÉ Lyric FM	2.6	+0.2

<i>Cork</i>	%	
Cork 96FM/County Sound 103FM	52.6	+0.8
RTÉ Radio 1	18.9	-0.5
Cork's Red FM	10.1	+0.8
RTÉ 2FM	9.2	-0.8
Today FM	6.9	-0.2
RTÉ Lyric FM	1.4	-0.2

JNLR WEEKDAY REACH FIGURES
January – December 2005

<i>Local</i>	%	
Highland Radio	71	+3
Ocean FM	62	+2
Limerick's Live 95FM	61	+1
Shannonside/Northern Sound	57	same
Mid West Radio	54	-1
Radio Kerry	53	same
Galway Bay FM	50	+2
South East Radio	50	+3
WLR FM	50	+3
KCLR 96FM	49	+2
Clare FM	46	+2
Tipp FM	44	+1
Midlands Radio 3	39	-2
LM FM	35	same
East Coast FM	32	+3
Kfm	28	-4

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
January –December 2005

<i>Local</i>	%	
Highland Radio	64.1	+3.1
Mid West Radio	50.5	+3.9
Radio Kerry	47.6	+1.7
Limerick's Live 95FM	47.5	+4.1
Shannonside/Northern Sound	47.1	-1.4
WLR FM	47.0	+2.4
Tipp FM	46.7	-0.1
Ocean FM	39.9	+1.4
South East Radio	38.1	+4.7
Clare FM	35.3	+0.1
Midlands Radio 3	34.6	-3
LM FM	34.4	+1
KCLR 96FM	34.3	+3.2
Galway Bay FM	33.8	+2.4
East Coast FM	31.7	-3.5
Kfm	22.5	-3.1

JNLR WEEKLY REACH FIGURES
January – December 2005

<i>National</i>	%	
RTÉ Radio 1	41	same
RTÉ 2FM	38	-1
Today FM	30	-1
RTÉ Lyric FM	9	same

<i>Six Month</i>
41
38
30
9

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

%
31

<i>Dublin</i>	%	
RTÉ Radio 1	43	-1
FM104	36	same
RTÉ 2FM	31	same
98FM	30	same
Q102	25	same
Today FM	21	-1
Spin 1038	17	+1
NewsTalk 106FM	16	same
RTÉ Lyric FM	11	+1
Dublin's Country Mix 106.8FM	8	same

%
42
38
32
31
24
21
20
18
11
10

<i>Cork</i>	%	
Cork 96FM/County Sound 103 FM	70	+1
RTÉ Radio 1	34	-1
Cork's Red FM	29	-1
RTÉ 2FM	24	-3
Today FM	21	-4
RTÉ Lyric FM	8	same

%
72
34
29
24
20
8

JNLR WEEKLY REACH FIGURES
January – December 2005

<i>Local</i>	%	
Highland Radio	86	+2
Limerick's Live 95FM	85	+1
Galway Bay FM	83	+3
Ocean FM	77	+2
WLR FM	76	+2
Radio Kerry	76	+2
Mid West Radio	75	-1
Clare FM	74	+2
Shannonside/Northern Sound	72	same
South East Radio	69	-1
Tipp FM	69	+1
KCLR 96FM	67	+1
Midlands 103	63	+2
East Coast FM	56	+1
LM FM	51	same
Kfm	49	-4