

**FOR RELEASE: THURSDAY, 24<sup>TH</sup> AUGUST, 2006**

### **JNLR FIGURES FOR JULY 05 – JUNE 06 RELEASED**

Results from the JNLR/TNSmrb survey for the period July 2005 to June 2006 were released today (Thursday 24<sup>th</sup> August). 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.

For the purposes of comparison, figures for this survey period are compared with the April 05-March 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 weekday reach figures at national level when compared with the previous period. Listenership to any regional/local station was 58% (+1). RTÉ Radio One achieved a reach of 24%(-1), while RTÉ 2FM achieved 19%(-1). Today FM and Lyric FM maintained their reach figures at 15% and 3% respectively.

With regard to market share, the figure for any regional/local station continued its steady increase to 51.7% (+0.8) in the key 7a.m.-7p.m. period. RTÉ Radio One's market share was 21.7%(-0.7) with RTÉ 2FM and Today FM achieving market shares of 13.4% (-0.5) and 11.5(+0.6) respectively. RTÉ Lyric FM's market share was 1.5%(-0.1)

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

For the majority of local stations there was an increase recorded in market share for the period July 05-June 06, while reach remained relatively unchanged. 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	72%	Same	Highland Radio	65.1%	+1
Limerick's Live 95FM	64%	-1	Mid West Radio	57%	+1.5
Ocean FM	60%	-3	Radio Kerry	51.8%	+2.4
Shannonside/Northern Sound	57%	-2	Limerick's Live 95FM	51.3%	+1.5
Radio Kerry	55%	-1	WLR FM	51.2%	+3.4

## **Regional-South East**

Beat 102-103FM recorded a weekday reach of 16%(-1) and marginally increased their market share to 8.6% (+0.1).

## **Dublin-local stations**

The majority of local stations in the Dublin market saw changes to both reach and market share figures. Increases in reach were achieved by FM 104 at 22%(+1), 98FM at 18% (+2) and Spin 1038 at 12%(+1). Q102's reach figure decreased slightly to 11%(-1), while both Newstalk 106 and Dublin's Country Mix maintained reach figures of 8% and 6% respectively. There were increases in market share for FM104 at 13.6%(+0.6) and 98FM at 12.9%(+1.3).

## **Cork-local stations**

Cork 96 FM/County Sound 103FM maintained its reach figure of 48%, while Cork's Red FM increased its reach to 17%(+2). From a market share perspective, both stations saw marginal decreases; 52% (-0.6) for Cork 96FM/County Sound 103 and 8.9% (-0.3)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**

**David Martin/Aishling Deegan**  
**Fleishman-Hillard**  
**t. 01 6188410/085 6030969**  
**01 6188482/087 2947193**

**or**

**Aoife Clabby**  
**BCI**  
**01 6441200**

**JNLR WEEKDAY REACH FIGURES**  
**July 2005-June 2006**

<i>National</i>	%		%	
			<i>Six Month</i>	
Any Regional/Local	58	+1	57	
RTÉ Radio 1	24	-1	24	
RTÉ 2FM	19	-1	18	
Today FM	15	same	16	
RTÉ Lyric FM	3	same	3	

<i>National (excl Dublin/Cork)</i>	%		%	
Any Regional/Local	59	same	59	
RTÉ 2FM	23	same	21	
RTÉ Radio 1	23	-1	22	
Today FM	19	same	19	
RTÉ Lyric FM	2	-1	2	

<i>Regional</i>	%			
Beat 102-103FM	16	-1	16	

<i>Dublin</i>	%		%	
RTÉ Radio 1	28	-1	28	
FM104	22	+1	21	
98FM	18	+2	17	
RTÉ 2FM	15	same	15	
Spin 1038	12	+1	12	
Q102	11	-1	10	
Today FM	10	+1	10	
Newstalk 106 FM	8	same	9	
RTÉ Lyric FM	6	same	6	
Dublin's Country Mix 106.8FM	4	same	4	

<i>Cork</i>	%			
Cork 96FM/County Sound 103FM	48	same	46	
RTÉ Radio 1	20	+1	20	
Cork's Red FM	17	+2	18	
Today FM	12	+2	15	
RTÉ 2FM	10	-1	9	
RTÉ Lyric FM	3	+1	3	

**JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)**  
**July 2005-June 2006**

<b><i>National</i></b>	<b>%</b>	
Any Regional/Local	51.7	+0.8
RTÉ Radio 1	21.7	-0.7
RTÉ 2FM	13.4	-0.5
Today FM	11.5	+0.6
RTÉ Lyric FM	1.5	-0.1

<b><i>National (excl Dublin/Cork)</i></b>	<b>%</b>	
Any Regional/Local	51.4	+0.7
RTÉ Radio 1	17.9	-0.6
RTÉ 2FM	15.4	-0.3
Today FM	13.9	+0.3
RTÉ Lyric FM	1.1	same

<b><i>Regional</i></b>	<b>%</b>	
Beat 102-103FM	8.6	+0.1

<b><i>Dublin</i></b>	<b>%</b>	
RTÉ Radio 1	30.6	-1.6
FM104	13.6	+0.6
98FM	12.9	+1.3
RTÉ 2FM	11.5	-0.4
Q102	7.5	-0.4
Today FM	6.9	+0.5
NewsTalk 106FM	5.6	same
Spin 1038	5.3	same
Dublin's Country Mix 106.8FM	3.0	same
RTÉ Lyric FM	2.2	-0.3

<b><i>Cork</i></b>	<b>%</b>	
Cork 96FM/County Sound 103FM	52.0	-0.6
RTÉ Radio 1	19.9	-0.4
Today FM	9.8	+2.6
Cork's Red FM	8.9	-0.3
RTÉ 2FM	7.0	-1.1
RTÉ Lyric FM	1.5	same

**JNLR WEEKDAY REACH FIGURES**  
**July 2005-June 2006**

<i>Local</i>	%	
Highland Radio	72	same
Limerick's Live 95FM	64	-1
Ocean FM	60	-3
Shannonside/Northern Sound	57	-2
Radio Kerry	55	-1
Mid West Radio	54	-1
Galway Bay FM	53	+2
WLR FM	51	+2
South East Radio	49	+2
KCLR 96FM	47	same
Clare FM	45	-3
Tipp FM	44	-3
LM FM	38	+1
Midlands Radio 3	38	+1
Kfm	34	+4
East Coast FM	30	-1

**JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)**  
**July 2005-June 2006**

<i>Local</i>	%	
Highland Radio	65.1	+1
Mid West Radio	57	+1.5
Radio Kerry	51.8	+2.4
Limerick's Live 95FM	51.3	+1.5
WLR FM	51.2	+3.4
Shannonside/Northern Sound	47.9	-0.5
Tipp FM	47.0	-3.2
South East Radio	41.9	+4.4
Ocean FM	40.4	-2.1
Galway Bay FM	38.5	+3.1
KCLR 96FM	38.2	+0.2
Clare FM	32.3	-2.7
Midlands Radio 3	31.4	+0.3
Kfm	30.6	+4.8
East Coast FM	24.9	-1.6

**JNLR WEEKLY REACH FIGURES**  
**July 2005-June 2006**

<b><i>National</i></b>	<b>%</b>	
RTÉ Radio 1	40	same
RTÉ 2FM	37	same
Today FM	30	same
RTÉ Lyric FM	8	-1

<b><i>Six Month</i></b>
39
36
31
8

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

32
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<b><i>Dublin</i></b>	<b>%</b>	
RTÉ Radio 1	42	same
FM104	36	+1
98FM	30	+1
RTÉ 2FM	30	same
Q102	22	-1
Today FM	21	+1
Spin 1038	19	+2
NewsTalk 106FM	18	+1
RTÉ Lyric FM	10	-1
Dublin's Country Mix 106.8FM	9	same

41
34
29
28
20
20
18
17
9
8

<b><i>Cork</i></b>	<b>%</b>	
Cork 96FM/County Sound 103 FM	71	+2
RTÉ Radio 1	35	+2
Cork's Red FM	31	+2
RTÉ 2FM	25	+1
Today FM	23	+2
RTÉ Lyric FM	7	same

70
35
33
27
27
6

**JNLR WEEKLY REACH FIGURES**  
**July 2005-June 2006**

<i>Local</i>	%	
Highland Radio	89	same
Limerick's Live 95FM	84	-1
Radio Kerry	80	+2
Galway Bay FM	80	-1
Ocean FM	76	-4
Mid West Radio	75	-3
WLR FM	75	-1
Clare FM	74	-1
Shannonside/Northern Sound	71	-2
Tipp FM	68	-4
South East Radio	68	+1
KCLR 96FM	62	same
Midlands 103	62	-2
East Coast FM	56	same
LM FM	55	+1
Kfm	54	+2