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Ipsos MRBI/JNLR 2017/3 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (26th October 2017). It covers the 12-month period from October 2016 to September 2017.

The latest results show **daily radio listening at 83%** - that is 83% of all adults – more than 3.1 million listeners (15+), listening every weekday.

A total of **c16,830** people were interviewed during the survey period by Ipsos MRBI, on behalf of JNLR - Joint National Listenership Research - that is commissioned by all national, regional and local stations, BAI, AAI, and IAPI.

The following tables are the keytop line results from the 'week-day' report for the main radio stations at National level, within Dublin and Cork counties, and the South East, South West, North West, North East/Midlands, Multi-city and Dublin Commuter regions. (See p.11).

While Tables 1-4 show the proportion of adults tuning into the stations at some time during the day, the depth of listening or loyalty to various stations is best reflected in the share of listening achieved by each station, as shown in Tables 5-8, whilst Table 9 provides information on the Local Stations in each licensed franchise area.

83% of Irish adults listen to the radio on an average day. More than half, 57% (=) tune into their local or regional station and 45% (+1%) listen to a national station. Among the younger, 15 to 34-year market, 77% (=) listen daily.

Irish radio audiences continue to listen to a significant amount of radio everyday – tuning in, on average, for almost 4 hours per day during the prime 7am to 7pm time (*Irish Adults listening Mon-Fri*). In terms of share of all minutes listened in the country, National Radio currently has 45.5% share (+0.5%) of all minutes while Local/Regional Radio holds the majority share position with 54.5% (-0.5%) in this reporting period.

Across the various regional areas throughout the country, National Radio holds the majority share position in Dublin (56.2%) and the greater Dublin Commuter belt (54.9%) while Local/regional radio is in the majority in the other regions throughout the country, in particular, achieving its highest share position in the North West (61.4%), Cork (60.5%), and South West regions (58.7%). (See T5).

Among the younger, 15-34, audience in the country Local/regional Radio is in the majority share position achieving a combined share of minutes of 67.2% (-0.1%) versus 32.8% (+0.1%) for National Radio. In particular, the Local/regional group holds its strongest share position among this age segment in Dublin (73.7%), in the Dublin Commuter region (72.6%) and in the South East (70.7%).

Among the older 35+ age segment, Local/Regional radio is marginally ahead in terms of share of all minutes listened, 50.6% (-0.6%) compared to National radio. However, in regional markets among this age group, National Radio holds the majority share in Dublin (66.4%), the Dublin Commuter region (64.0%), and in the Multi-city area (55.0%). (See T8).

Local radio continues to be a strong performer in the local radio markets across the country – in many areas reaching more than 40% of the local adult population daily. In particular, on the criterion of share of minutes listened during prime 7am to 7pm, Highland Radio, MWR and Radio Kerry hold the majority share position in their respective franchise areas. (T9).

The population estimates in this report are based on Census 2016 data provided by the CSO.

(See pg 11 for definition of radio broadcast regions).

All Adults Aged 15+

Table 1: Average Weekday Yesterday Listenership

	NATIONAL		CO. DUBLIN		CO. CORK		SOUTH EAST		SOUTH WEST		NORTH WEST		NORTH EAST & MID		MULTI-CITY		DUBLIN COMMUTER	
	Weekdays (change from Jul'16 -Jun'17)		Weekdays (change from Jul'16 -Jun'17)		Weekdays (change from Jul'16 -Jun'17)		Weekdays (change from Jul'16 -Jun'17)		Weekdays (change from Jul'16 -Jun'17)		Weekdays (change from Jul'16 -Jun'17)		Weekdays (change from Jul'16 -Jun'17)		Weekdays (change from Jul'16 -Jun'17)		Weekdays (change from Jul'16 -Jun'17)	
Listened at all *	83%	+1	77%	+2	87%	+2	83%	-1	87%	+0	89%	+0	81%	-1	81%	+1	78%	+1
Any National	45%	+1	43%	+0	47%	+1	44%	-1	46%	+0	47%	+0	43%	+2	46%	+1	44%	+0
Any RTE Radio	34%	+0	34%	+0	37%	+0	32%	-2	36%	+2	36%	+1	31%	+1	36%	+1	34%	+0
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	34%	+0	34%	+0	37%	+0	32%	-2	35%	+1	34%	+0	31%	+1	35%	+0	34%	+0
RTÉ Radio 1	24%	+0	28%	-1	25%	-1	22%	+0	22%	+0	21%	-1	19%	+0	26%	-1	28%	+0
RTÉ 2FM	11%	+1	6%	+1	12%	+1	12%	+0	13%	+1	13%	+1	13%	+1	9%	+1	7%	+1
RTÉ Lyric FM	4%	+0	5%	+0	6%	+0	3%	+0	4%	+0	3%	+0	2%	+0	5%	+0	5%	+0
Today FM	11%	+1	6%	+0	14%	+2	13%	+0	13%	+0	13%	-1	12%	+1	9%	+0	7%	+1
Newstalk	11%	+1	14%	+0	10%	+1	9%	+1	10%	+1	8%	+0	9%	+0	12%	+0	14%	+0
Any Regional/Local/M-City/D-C#	57%	+0	44%	+1	68%	+1	59%	-1	63%	-1	69%	+0	55%	-1	53%	+0	46%	+1
Classic Hits 4FM			3%	+0	12%	+0									6%	+0	3%	+0
Radio Nova			5%	+0													5%	+0
Beat 102-103							24%	-1										
Spin South West									21%	-1								
iRadio NW											23%	+0						
iRadio NE													13%	+1				
FM104			17%	+1														
98FM			10%	+0														
Q102			8%	+0														
Sunshine 106.8			6%	+1														
Spin 1038			13%	+1														
Corks 96FM / C103					40%	+1												
C103 (Corks 103FM)					16%	+0												
Cork's 96FM					29%	+2												
Corks Red FM					32%	+0												

Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.

Adults Aged 15-24

Table 2: Average Weekday Yesterday Listenership

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY	DUBLIN COMMUTER
	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays
Listened at all *	75%	68%	79%	79%	80%	88%	69%	73%	69%
Any National	23%	13%	35%	27%	29%	34%	18%	22%	14%
Any RTE Radio	17%	10%	24%	18%	24%	27%	12%	16%	10%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	17%	10%	24%	18%	24%	24%	12%	15%	10%
RTE Radio 1	4%	4%	5%	4%	4%	6%	3%	4%	4%
RTE 2FM	13%	5%	20%	15%	21%	19%	9%	11%	5%
RTE Lyric FM	1%	1%	3%		1%		1%	1%	1%
Today FM	8%	3%	14%	9%	9%	10%	8%	7%	4%
Newstalk	3%	3%	7%	2%	3%	2%	2%	4%	3%
Any Regional/Local/M-City/D-C#	66%	59%	68%	73%	64%	77%	62%	64%	60%
Classic Hits 4FM		1%	11%					4%	1%
Radio Nova		4%							4%
Beat 102-103				64%					
Spin South West					59%				
iRadio NW						62%			
iRadio NE							36%		
FM104		28%							
98FM		12%							
Q102		6%							
Sunshine 106.8		3%							
Spin 1038		37%							
Corks 96FM / C103			29%						
C103 (Corks 103FM)			7%						
Cork's 96FM			26%						
Corks Red FM			56%						

* Indicates the proportion tuning to the station at some time on the day.

Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.

Adults Aged 15-34

Table 3: Average Weekday Yesterday Listenership

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY	DUBLIN COMMUTER
	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays
Listened at all *	77%	70%	83%	79%	82%	87%	75%	76%	71%
Any National	31%	21%	37%	31%	40%	40%	32%	29%	23%
Any RTE Radio	21%	13%	25%	20%	28%	28%	20%	18%	14%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	20%	13%	25%	20%	28%	26%	20%	18%	14%
RTE Radio 1	6%	7%	6%	4%	5%	6%	5%	6%	7%
RTE 2FM	15%	5%	20%	17%	24%	20%	16%	12%	7%
RTE Lyric FM	2%	2%	3%	1%	2%	1%	1%	2%	2%
Today FM	11%	5%	16%	13%	18%	15%	13%	10%	6%
Newstalk	6%	8%	7%	4%	5%	5%	4%	7%	8%
Any Regional/Local/M-City/D-C#	61%	56%	68%	66%	61%	71%	56%	60%	57%
Classic Hits 4FM		2%	13%					6%	2%
Radio Nova		6%							6%
Beat 102-103				53%					
Spin South West					47%				
iRadio NW						51%			
iRadio NE							27%		
FM104		26%							
98FM		13%							
Q102		9%							
Sunshine 106.8		4%							
Spin 1038		27%							
Corks 96FM / C103			26%						
C103 (Corks 103FM)			5%						
Cork's 96FM			24%						
Corks Red FM			51%						

* Indicates the proportion tuning to the station at some time on the day.

Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.

Adults Aged 35+

Table 4: Average Weekday Yesterday Listenership

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY	DUBLIN COMMUTER
	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays
Listened at all *	85%	80%	89%	85%	90%	90%	84%	84%	81%
Any National	52%	56%	51%	50%	49%	50%	48%	54%	56%
Any RTE Radio	41%	47%	42%	38%	39%	39%	36%	45%	46%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	41%	47%	42%	38%	38%	38%	36%	44%	46%
RTE Radio 1	32%	41%	34%	29%	30%	28%	25%	37%	40%
RTE 2FM	9%	6%	8%	10%	8%	10%	11%	7%	7%
RTE Lyric FM	5%	7%	7%	4%	5%	4%	3%	7%	7%
Today FM	10%	6%	12%	13%	11%	12%	12%	9%	7%
Newstalk	13%	18%	12%	11%	12%	9%	12%	15%	17%
Any Regional/Local/M-City/D-C#	55%	37%	68%	56%	65%	68%	55%	50%	39%
Classic Hits 4FM		3%	12%					7%	3%
Radio Nova		5%							5%
Beat 102-103				12%					
Spin South West					10%				
iRadio NW						11%			
iRadio NE							6%		
FM104		12%							
98FM		8%							
Q102		8%							
Sunshine 106.8		7%							
Spin 1038		5%							
Corks 96FM / C103			47%						
C103 (Corks 103FM)			21%						
Cork's 96FM			31%						
Corks Red FM			23%						

* Indicates the proportion tuning to the station at some time on the day.

Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.

All Adults Aged 15+

Table 5: Share of Listening (7am – 7pm)

	NATIONAL		CO. DUBLIN		CO. CORK		SOUTH EAST		SOUTH WEST		NORTH WEST		NORTH EAST & MID		MULTI-CITY		DUBLIN COMMUTER	
	Weekdays (change from Jul'16-Jun'17)		Weekdays (change from Jul'16-Jun'17)		Weekdays (change from Jul'16-Jun'17)		Weekdays (change from Jul'16-Jun'17)		Weekdays (change from Jul'16-Jun'17)		Weekdays (change from Jul'16-Jun'17)		Weekdays (change from Jul'16-Jun'17)		Weekdays (change from Jul'16-Jun'17)		Weekdays (change from Jul'16-Jun'17)	
Any National	45.5%	+0.5	56.2%	-0.5	39.5%	+0.9	42.7%	-0.4	41.3%	-0.5	38.6%	+0.8	44.5%	+1.2	49.1%	+0.7	54.9%	-0.1
Any RTE Radio	31.8%	+0.2	42.5%	-0.9	25.5%	-0.3	29.3%	-0.1	27.4%	+0.1	26.4%	+1.8	29.0%	-0.5	35.0%	+0.3	41.1%	-0.2
RTÉ Radio 1	22.6%	-0.4	35.1%	-1.3	17.0%	-0.5	20.4%	-0.1	16.9%	-0.8	16.0%	+0.7	19.7%	-1.5	26.1%	-0.5	33.3%	-1.0
RTÉ 2FM	6.7%	+0.3	4.0%	+0.4	5.7%	+0.3	7.3%	+0.2	8.2%	+0.5	7.5%	+0.5	8.2%	+0.6	5.6%	+0.4	4.6%	+0.5
RTE Lyric FM	2.0%	+0	3.3%	+0.1	2.6%	-0.2	1.3%	-0.3	1.9%	+0.2	1.3%	-0.1	0.9%	+0.2	2.7%	+0.1	3.0%	+0.2
Today FM	7.5%	+0.1	3.8%	+0	9.0%	+0.8	9.0%	-0.3	8.3%	-0.9	8.5%	-1.0	9.1%	+1.6	6.6%	+0	4.4%	+0.1
Newstalk	6.2%	+0.2	9.9%	+0.3	5.0%	+0.4	4.4%	-0.1	5.6%	+0.4	3.7%	+0	6.5%	+0.2	7.4%	+0.2	9.4%	+0.1
Any Regional/Local/M-City/D-C#	54.5%	-0.5	43.8%	+0.5	60.5%	-0.9	57.3%	+0.4	58.7%	+0.5	61.4%	-0.8	55.5%	-1.2	50.9%	-0.7	45.1%	+0.1
Classic Hits 4FM			2.1%	+0.1	6.8%	+0									4.3%	+0	2.0%	-0.1
Radio Nova			4.0%	-0.1													4.0%	-0.1
Beat 102-103							16.0%	+0.5										
Spin South West									10.7%	-1.1								
iRadio NW											11.8%	-1.1						
iRadio NE													7.5%	-0.4				
FM104			12.1%	+1.2														
98FM			6.5%	-0.6														
Q102			6.3%	+0.1														
Sunshine 106.8			5.1%	+0.1														
Spin 1038			7.4%	+0.8														
Corks 96FM / C103					32.1%	+0.4												
C103 (Corks 103FM)					10.8%	-0.2												
Cork's 96FM					21.3%	+0.6												
Corks Red FM					21.1%	-0.9												
Mean No. of Minutes	228	-3	214	+0	289	-12	220	-2	204	-5	235	+0	213	-7	229	-3	216	-2

Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.

Adults Aged 15-24

Table 6: Share of Listening (7am – 7pm)

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY	DUBLIN COMMUTER
	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays
Any National	23.6%	15.7%	29.8%	23.2%	34.1%	25.5%	19.2%	23.9%	18.0%
Any RTE Radio	15.6%	10.3%	18.3%	15.4%	26.1%	17.6%	11.0%	14.8%	11.0%
RTE Radio 1	3.5%	4.6%	2.9%	4.5%	1.3%	3.9%	1.9%	3.5%	4.9%
RTE 2FM	11.2%	4.8%	14.8%	10.9%	24.5%	11.1%	8.7%	10.1%	5.3%
RTE Lyric FM	0.4%	0.9%	0.6%		0.1%	0.3%	0.4%	0.6%	0.8%
Today FM	6.0%	3.2%	7.9%	6.6%	6.9%	6.8%	6.9%	6.7%	4.7%
Newstalk	2.0%	2.3%	3.6%	1.3%	1.2%	1.1%	1.3%	2.4%	2.4%
Any Regional/Local/M-City/D-C#	76.4%	84.3%	70.2%	76.8%	65.9%	74.5%	80.8%	76.1%	82.0%
Classic Hits 4FM		1.2%	6.9%					3.7%	1.3%
Radio Nova		3.9%							3.7%
Beat 102-103				57.6%					
Spin South West					53.1%				
iRadio NW						48.8%			
iRadio NE							34.7%		
FM104		24.6%							
98FM		10.5%							
Q102		5.6%							
Sunshine 106.8		1.8%							
Spin 1038		36.4%							
Corks 96FM / C103			17.6%						
C103 (Corks 103FM)			3.0%						
Cork's 96FM			14.5%						
Corks Red FM			43.5%						
Mean No. of Minutes	157	148	226	160	116	161	135	160	146

Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.

Adults Aged 15-34

Table 7: Share of Listening (7am – 7pm)

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI- CITY	DUBLIN COMMUTER
	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays
Any National	32.8%	26.3%	31.9%	29.3%	43.3%	36.2%	36.6%	31.1%	27.4%
Any RTE Radio	18.3%	13.1%	17.3%	17.0%	26.8%	21.0%	19.5%	16.8%	13.5%
RTE Radio 1	4.7%	6.5%	3.7%	3.8%	3.1%	4.1%	4.2%	4.7%	6.2%
RTE 2FM	12.5%	5.0%	12.3%	12.8%	23.1%	15.4%	15.0%	10.6%	5.8%
RTE Lyric FM	0.9%	1.6%	1.3%	0.2%	0.5%	0.4%	0.3%	1.3%	1.5%
Today FM	10.3%	5.6%	10.5%	10.9%	15.0%	12.7%	13.2%	9.1%	6.7%
Newstalk	4.2%	7.6%	4.1%	1.5%	1.6%	2.5%	3.9%	5.3%	7.3%
Any Regional/Local/M-City/D-C#	67.2%	73.7%	68.1%	70.7%	56.7%	63.8%	63.4%	68.9%	72.6%
Classic Hits 4FM		1.7%	9.1%					4.7%	1.6%
Radio Nova		5.2%							5.7%
Beat 102-103				48.4%					
Spin South West					34.7%				
iRadio NW						36.7%			
iRadio NE							20.7%		
FM104		22.0%							
98FM		9.4%							
Q102		8.1%							
Sunshine 106.8		4.9%							
Spin 1038		22.1%							
Corks 96FM / C103			20.6%						
C103 (Corks 103FM)			2.7%						
Cork's 96FM			18.0%						
Corks Red FM			37.1%						
Mean No. of Minutes	178	165	247	175	152	182	159	179	164

Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.

Adults Aged 35+

Table 8: Share of Listening (7am – 7pm)

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY	DUBLIN COMMUTER
	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays	Weekdays
Any National	49.4%	66.4%	42.1%	46.5%	40.8%	39.2%	46.7%	55.0%	64.0%
Any RTE Radio	35.9%	52.7%	28.4%	32.8%	27.6%	27.9%	31.5%	41.1%	50.2%
RTE Radio 1	28.0%	44.9%	21.7%	25.2%	20.6%	19.3%	23.8%	33.2%	42.3%
RTE 2FM	5.0%	3.7%	3.3%	5.8%	4.2%	5.3%	6.3%	4.0%	4.2%
RTE Lyric FM	2.4%	3.9%	3.1%	1.7%	2.3%	1.5%	1.1%	3.2%	3.5%
Today FM	6.6%	3.1%	8.5%	8.5%	6.5%	7.3%	8.0%	5.8%	3.6%
Newstalk	6.8%	10.6%	5.3%	5.2%	6.7%	4.0%	7.2%	8.1%	10.1%
Any Regional/Local/M-City/D-C#	50.6%	33.6%	57.9%	53.5%	59.2%	60.8%	53.3%	45.0%	36.0%
Classic Hits 4FM		2.2%	6.0%					4.1%	2.2%
Radio Nova		3.6%							3.4%
Beat 102-103				6.9%					
Spin South West					4.2%				
iRadio NW						4.9%			
iRadio NE							3.9%		
FM104		8.7%							
98FM		5.5%							
Q102		5.7%							
Sunshine 106.8		5.1%							
Spin 1038		2.3%							
Corks 96FM / C103			36.2%						
C103 (Corks 103FM)			13.7%						
Cork's 96FM			22.5%						
Corks Red FM			15.5%						
Mean No. of Minutes	249	238	308	238	225	257	235	252	241

Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.

All Adults Aged 15+

Table 9: Average Weekday Yesterday Listenership & Share Of Listening (7am-7pm) For Local Stations

Station Area	Yesterday Listenership		Market Share (7-7)	
	Weekdays		Weekdays	
	(change from Jul'16-Jun'17)		(change from Jul'16-Jun'17)	
	%	%	%	%
Kildare (<i>KFM</i>)	27.0%	+3	32.1%	+6.2
Louth/Meath (<i>LMFM</i>)	26.0%	-1	32.9%	-3.0
Kilkenny/Carlow (<i>KCLR 96FM</i>)	35.0%	-1	36.1%	+1.1
Laois/Offaly/Westmeath (<i>Midlands 103</i>)	33.0%	+0	34.2%	+1.7
Wexford (<i>South East Radio</i>)	39.0%	-1	41.2%	+1.2
Wicklow (<i>East Coast FM</i>)	24.0%	-2	24.1%	-0.5
Limerick (<i>Limerick Live 95FM</i>)	37.0%	-2	28.6%	-1.2
Tipperary (<i>Tipp FM</i>)	32.0%	-3	33.0%	-2.3
Waterford (<i>WLR FM</i>)	39.0%	+1	34.7%	-0.9
Clare (<i>Clare FM</i>)	43.0%	-4	36.8%	-3.9
Kerry (<i>Radio Kerry</i>)	50.0%	+2	53.0%	+2.4
Galway (<i>Galway Bay FM</i>)	29.0%	-1	25.2%	-2.0
Mayo (<i>MWR</i>)	63.0%	+4	58.2%	+4.0
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	47.0%	-4	47.7%	-3.3
Roscommon/Longford/Sth Leitrim (<i>Shannonside 104FM</i>)	52.0%	-1	47.6%	-0.6
Cavan/Monaghan (<i>Northern Sound Radio</i>)	43.0%	-6	47.9%	-6.3
Donegal South/Sligo/Nth Leitrim (<i>Ocean FM</i>)	46.0%	+0	29.0%	-0.6
Donegal Nth (<i>Highland Radio</i>)	56.0%	+0	62.5%	+3.0

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The Report provides information on all individual stations over a range of demographics and special interest categories. The full report can be purchased from Ipsos MRBI. Tel. 01-438 9000.

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Radio Broadcast Regions

Region	Component Counties/Franchise Areas
South East	Carlow, Kilkenny, Wexford, Waterford & Tipperary South Riding
South West	Limerick, Clare, Kerry, Tipperary North Riding & South West Laois*
North West	Galway, Mayo, Roscommon, Longford, Leitrim, Sligo & Donegal
North East & Midlands	Kildare, Louth, Meath, Laois*, Offaly, Westmeath, Cavan & Monaghan
Multi-City	Full counties Dublin, Cork; Limerick; Clare and Galway and part counties Kildare, Meath and Wicklow.
Dublin Commuter	Dublin and part counties Kildare, Meath and Wicklow.