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PRESS
RELEASE

4

FEB 2017

Ipsos MRBI



Ipsos MRBI/JNLR 2016/4 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (2nd February 2017). It covers the 12-month period from January to December 2016.

The latest results show **daily radio listening at 82%** - that is 82% of all adults – almost 3 million listeners (15+), listening every weekday.

A total of **c16,880** 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 key top 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.

82% of Irish adults listen to the radio on an average day. More than half, 57% (-1%) tune into their local or regional station and 44% (=) listen to a national station. Among the younger, 15 to 34 year market, 76% (=) 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 45.4% share (-0.1%) of all minutes while Local/Regional Radio holds the majority share position with 54.6% (+0.1%) in this reporting period.

Throughout the country, across the various regional areas, National Radio holds the majority share position in Dublin (57.2%) and the greater Dublin Commuter belt (55.7%) 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 (63.0%), Cork (63.0%) and South West regions (58.1%). (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 66.9% (+0.1) versus 33.1% for National Radio. In particular, the Local/regional group holds its strongest share position among this age segment in Dublin (70.7%), in Cork (73.3%), in the Dublin Commuter (69.2%) and Multi-city areas (68.6%). (See T7).

Considering the older 35+ age segment, Local/Regional radio is marginally ahead in terms of share of all minutes listened, 51.1% (+0.1%) compared to National radio. However, in regional markets among this age group, National Radio maintains a strong share position in Dublin (66.6%), the Dublin Commuter region (63.8%), and in the Multi-city area (53.6%). (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, Northern Sound and Radio Kerry hold the majority share position in their respective franchise areas. (T9).

The population estimates in this report are based on data provided by the CSO – *Quarterly National Household Survey* statistics.

(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 Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)	
Listened at all *	82%	+0	76%	-1	82%	+0	83%	+1	86%	-1	90%	+0	82%	+0	80%	-1	77%	-1
Any National	44%	+0	44%	+0	43%	-1	45%	+2	46%	+1	46%	+1	42%	-1	45%	+0	44%	+0
Any RTE Radio	34%	+0	34%	+0	34%	-1	33%	+0	35%	+0	33%	+0	32%	+0	34%	+0	34%	+0
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	33%	+0	34%	+0	34%	-1	33%	+1	34%	+0	32%	+0	32%	+0	34%	+0	34%	+0
RTÉ Radio 1	24%	+0	28%	+0	24%	-2	22%	+0	23%	+0	22%	+0	21%	-1	26%	+0	28%	+0
RTÉ 2FM	10%	+1	5%	+0	11%	+0	11%	+0	12%	+0	10%	+0	12%	+1	8%	+0	6%	+0
RTÉ Lyric FM	4%	+0	5%	+0	5%	+1	3%	+0	3%	+0	3%	+0	1%	-1	5%	+0	5%	+0
Today FM	11%	+0	7%	+0	11%	+0	13%	+0	14%	+0	14%	+0	11%	-1	9%	-1	8%	+0
Newstalk	10%	+0	14%	+0	9%	+0	8%	+0	9%	+1	8%	+0	8%	-1	12%	+0	14%	+0
Any Regional/Local/M-City/D-C#	57%	-1	44%	-1	63%	-1	59%	-1	64%	-2	71%	+0	56%	+0	53%	-1	45%	-1
Classic Hits 4FM			2%	-1	10%	+1									5%	-1	2%	-1
Radio Nova			5%	+0													5%	+0
Beat 102-103							24%	+0										
Spin South West									20%	-1								
iRadio NW											21%	+0						
iRadio NE													13%	+0				
FM104			16%	-1														
98FM			11%	+0														
Q102			7%	+0														
Sunshine 106.8			5%	+0														
Spin 1038			12%	-1														
Corks 96FM / C103					40%	+0												
C103 (Corks 103FM)					18%	+0												
Cork's 96FM					26%	+0												
Corks Red FM					28%	-1												

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%	71%	79%	80%	87%	73%	72%	69%
Any National	21%	13%	23%	25%	31%	24%	20%	20%	15%
Any RTE Radio	15%	10%	17%	16%	24%	18%	12%	14%	10%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	15%	10%	17%	16%	23%	16%	12%	13%	10%
RTE Radio 1	4%	5%	2%	2%	4%	4%	3%	4%	5%
RTE 2FM	11%	4%	15%	13%	20%	12%	9%	9%	4%
RTE Lyric FM	1%	1%		1%	1%	0%		1%	1%
Today FM	8%	4%	9%	12%	11%	6%	9%	7%	5%
Newstalk	3%	3%	3%	2%	2%	3%	2%	3%	3%
Any Regional/Local/M-City/D-C#	67%	60%	62%	71%	65%	82%	63%	63%	60%
Classic Hits 4FM		1%	8%					3%	1%
Radio Nova		3%							3%
Beat 102-103				63%					
Spin South West					60%				
iRadio NW						65%			
iRadio NE							32%		
FM104		24%							
98FM		9%							
Q102		5%							
Sunshine 106.8		2%							
Spin 1038		39%							
Corks 96FM / C103			29%						
C103 (Corks 103FM)			7%						
Cork's 96FM			23%						
Corks Red FM			49%						

* 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 *	76%	70%	72%	79%	80%	85%	77%	73%	71%
Any National	31%	24%	31%	35%	39%	36%	32%	29%	25%
Any RTE Radio	19%	14%	21%	20%	26%	22%	20%	18%	15%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	19%	14%	21%	20%	25%	21%	20%	18%	15%
RTE Radio 1	7%	9%	6%	4%	4%	5%	6%	7%	9%
RTE 2FM	13%	4%	16%	16%	22%	16%	14%	10%	6%
RTE Lyric FM	1%	2%	1%	1%	1%	1%	0%	1%	2%
Today FM	12%	7%	12%	16%	19%	15%	12%	10%	8%
Newstalk	6%	9%	6%	4%	4%	6%	6%	8%	9%
Any Regional/Local/M-City/D-C#	60%	55%	60%	64%	60%	71%	58%	58%	56%
Classic Hits 4FM		2%	10%					5%	2%
Radio Nova		4%							4%
Beat 102-103				52%					
Spin South West					46%				
iRadio NW						51%			
iRadio NE							27%		
FM104		25%							
98FM		14%							
Q102		7%							
Sunshine 106.8		3%							
Spin 1038		25%							
Corks 96FM / C103			27%						
C103 (Corks 103FM)			7%						
Cork's 96FM			21%						
Corks Red FM			44%						

* 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%	79%	87%	84%	88%	92%	85%	83%	80%
Any National	51%	55%	49%	49%	48%	49%	47%	53%	54%
Any RTE Radio	40%	45%	40%	39%	38%	38%	38%	43%	45%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	40%	45%	40%	39%	38%	36%	38%	43%	44%
RTE Radio 1	32%	39%	33%	30%	30%	28%	28%	36%	38%
RTE 2FM	8%	5%	9%	10%	8%	8%	11%	7%	6%
RTE Lyric FM	5%	7%	7%	5%	4%	4%	2%	6%	6%
Today FM	10%	7%	10%	12%	12%	13%	11%	9%	7%
Newstalk	12%	17%	11%	10%	11%	9%	10%	14%	17%
Any Regional/Local/M-City/D-C#	55%	37%	65%	57%	66%	71%	56%	50%	39%
Classic Hits 4FM		2%	10%					6%	2%
Radio Nova		5%							5%
Beat 102-103				11%					
Spin South West					10%				
iRadio NW						9%			
iRadio NE							6%		
FM104		11%							
98FM		9%							
Q102		7%							
Sunshine 106.8		6%							
Spin 1038		5%							
Corks 96FM / C103			46%						
C103 (Corks 103FM)			23%						
Cork's 96FM			28%						
Corks Red FM			21%						

* 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 Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)		Weekdays (change from Oct'15-Sep'16)	
Any National	45.4%	-0.1	57.2%	+0.3	37.0%	-0.2	45.3%	+0.5	41.9%	+1.1	37.0%	+0.3	44.8%	-1.4	48.2%	-0.1	55.7%	-0.2
Any RTE Radio	31.9%	+0.0	42.6%	-0.3	25.7%	-0.5	30.9%	+1.3	28.4%	+0.2	23.2%	+0.5	32.5%	-0.6	34.6%	-0.1	41.4%	+0.0
RTÉ Radio 1	23.6%	-0.2	35.1%	-0.4	18.2%	-0.8	22.3%	+1.1	19.9%	+0.4	14.9%	+0.1	23.8%	-0.2	26.4%	-0.2	33.5%	+0.0
RTÉ 2FM	6.0%	+0.2	3.7%	+0.2	5.4%	+0.2	6.8%	+0.4	6.8%	-0.2	5.8%	+0.3	8.1%	+0.1	5.3%	+0.2	4.6%	+0.2
RTÉ Lyric FM	2.0%	+0.0	3.7%	+0.1	2.1%	+0.3	1.7%	-0.1	1.5%	+0.1	1.4%	+0.2	0.4%	-0.5	2.6%	+0.0	3.1%	-0.1
Today FM	7.6%	+0.1	4.5%	-0.1	6.6%	+0.8	9.7%	-0.3	9.4%	+1.1	9.9%	-0.2	7.6%	-0.3	6.4%	+0.0	4.7%	-0.7
Newstalk	5.9%	-0.1	10.1%	+0.7	4.6%	-0.6	4.7%	-0.4	4.2%	-0.1	3.9%	-0.1	4.7%	-0.5	7.2%	+0.1	9.6%	+0.5
Any Regional/Local/M-City/D-C#	54.6%	+0.1	42.8%	-0.3	63.0%	+0.2	54.7%	-0.5	58.1%	-1.1	63.0%	-0.3	55.2%	+1.4	51.8%	+0.1	44.3%	+0.2
Classic Hits 4FM			1.9%	-0.5	7.2%	+0.0									4.0%	-0.3	1.9%	-0.6
Radio Nova			3.7%	+0.3													3.6%	+0.0
Beat 102-103							15.7%	-0.2										
Spin South West									9.7%	-0.7								
iRadio NW											12.5%	+0.1						
iRadio NE													8.1%	+0.0				
FM104			10.6%	-0.1														
98FM			8.0%	+0.2														
Q102			6.1%	+0.4														
Sunshine 106.8			4.8%	-0.4														
Spin 1038			5.9%	-0.1														
Corks 96FM / C103					34.0%	+0.9												
C103 (Corks 103FM)					14.7%	+0.1												
Cork's 96FM					19.3%	+0.8												
Corks Red FM					20.7%	-0.4												
Mean No. of Minutes	233	+0	216	-3	298	+4	221	+5	215	+1	241	-2	219	-2	234	+0	222	+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 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	21.5%	17.6%	23.0%	23.5%	35.8%	15.7%	20.0%	20.9%	19.3%
Any RTE Radio	13.2%	10.8%	15.7%	14.1%	22.1%	10.7%	9.4%	12.7%	10.6%
RTE Radio 1	3.3%	6.4%	1.9%	3.8%	1.5%	2.2%	2.0%	3.5%	5.5%
RTE 2FM	9.1%	2.7%	13.7%	9.2%	20.6%	7.0%	7.4%	8.3%	3.8%
RTE Lyric FM	0.6%	1.7%		1.1%	0.0%	0.4%		0.6%	1.3%
Today FM	6.2%	2.7%	5.9%	8.2%	11.5%	3.5%	9.1%	5.7%	4.9%
Newstalk	2.1%	4.1%	1.4%	1.2%	2.2%	1.4%	1.5%	2.4%	3.7%
Any Regional/Local/M-City/D-C#	78.5%	82.4%	77.0%	76.5%	64.2%	84.3%	80.0%	79.1%	80.7%
Classic Hits 4FM		2.9%	5.2%					2.9%	2.3%
Radio Nova		2.7%							2.5%
Beat 102-103				58.5%					
Spin South West					51.9%				
iRadio NW						57.5%			
iRadio NE							39.0%		
FM104		19.4%							
98FM		9.9%							
Q102		5.0%							
Sunshine 106.8		3.2%							
Spin 1038		36.2%							
Corks 96FM / C103			20.4%						
C103 (Corks 103FM)			5.7%						
Cork's 96FM			14.8%						
Corks Red FM			48.0%						
Mean No. of Minutes	150	144	210	156	112	156	131	157	144

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	33.1%	29.3%	26.7%	36.0%	45.5%	33.4%	34.5%	31.4%	30.8%
Any RTE Radio	17.6%	15.2%	15.0%	19.2%	23.1%	16.0%	18.7%	16.5%	16.0%
RTE Radio 1	5.8%	9.6%	4.2%	5.2%	3.0%	3.3%	5.9%	6.2%	8.6%
RTE 2FM	10.9%	4.1%	10.6%	13.1%	19.8%	11.1%	12.6%	9.2%	6.1%
RTE Lyric FM	0.7%	1.5%	0.3%	0.8%	0.2%	0.4%	0.2%	0.9%	1.3%
Today FM	10.8%	6.0%	8.1%	13.5%	19.9%	14.2%	11.5%	9.0%	6.9%
Newstalk	4.7%	8.1%	3.6%	3.3%	2.5%	3.2%	4.3%	5.8%	7.9%
Any Regional/Local/M-City/D-C#	66.9%	70.7%	73.3%	64.0%	54.5%	66.6%	65.5%	68.6%	69.2%
Classic Hits 4FM		2.4%	8.7%					4.7%	1.9%
Radio Nova		4.5%							3.8%
Beat 102-103				44.6%					
Spin South West					34.1%				
iRadio NW						41.7%			
iRadio NE							27.6%		
FM104		19.8%							
98FM		12.8%							
Q102		8.2%							
Sunshine 106.8		2.8%							
Spin 1038		17.7%							
Corks 96FM / C103			22.5%						
C103 (Corks 103FM)			4.7%						
Cork's 96FM			17.7%						
Corks Red FM			40.3%						
Mean No. of Minutes	182	175	260	178	154	187	154	191	177

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	48.9%	66.6%	40.3%	48.2%	41.1%	37.9%	47.4%	53.6%	63.8%
Any RTE Radio	36.0%	51.8%	29.2%	34.4%	29.6%	25.0%	36.0%	40.5%	49.7%
RTE Radio 1	28.7%	43.6%	22.7%	27.4%	23.7%	17.8%	28.5%	32.9%	41.6%
RTE 2FM	4.6%	3.5%	3.8%	4.9%	3.8%	4.5%	6.9%	4.0%	4.2%
RTE Lyric FM	2.3%	4.5%	2.7%	1.9%	1.8%	1.7%	0.5%	3.2%	3.7%
Today FM	6.7%	4.0%	6.2%	8.6%	7.0%	8.8%	6.6%	5.6%	4.0%
Newstalk	6.2%	10.8%	5.0%	5.2%	4.6%	4.0%	4.8%	7.6%	10.1%
Any Regional/Local/M-City/D-C#	51.1%	33.4%	59.7%	51.8%	58.9%	62.1%	52.6%	46.4%	36.2%
Classic Hits 4FM		1.7%	6.6%					3.8%	1.9%
Radio Nova		3.4%							3.5%
Beat 102-103				7.0%					
Spin South West					4.2%				
iRadio NW						5.2%			
iRadio NE							3.2%		
FM104		7.5%							
98FM		6.4%							
Q102		5.5%							
Sunshine 106.8		5.4%							
Spin 1038		1.9%							
Corks 96FM / C103			37.7%						
C103 (Corks 103FM)			17.9%						
Cork's 96FM			19.8%						
Corks Red FM			14.3%						
Mean No. of Minutes	253	235	312	239	236	260	246	253	242

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 Oct '15-Sep'16)		(change from Oct '15-Sep'16)	
	%	%	%	%
Kildare	22%	-1	22.4%	+0.4
Louth/Meath	29%	+2	36.8%	+6.6
Kilkenny/Carlow	36%	-1	32.8%	+0.3
Laois/Offaly/Westmeath	33%	+1	33.1%	-0.7
Wexford	43%	+1	38.3%	-1.2
Wicklow	31%	+0	25.1%	+1.6
Limerick	39%	-4	29.9%	-3.0
Tipperary	34%	-3	34.4%	-1.8
Waterford	41%	-2	38.0%	-0.8
Clare	50%	-2	45.7%	-2.7
Kerry	49%	+2	53.8%	+2.4
Galway	35%	-2	29.8%	+0.8
Mayo	61%	+6	54.6%	+1.5
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	49%	+1	49.4%	-0.3
Roscommon/Longford/Sth Leitrim	49%	+0	44.5%	-2.1
Cavan/Monaghan	49%	+2	55.4%	+1.9
Donegal South/Sligo/Nth Leitrim	48%	+0	35.5%	-0.3
Donegal Nth	57%	+1	58.2%	+0.1

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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 9000.0

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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.