



JOINT NATIONAL  
LISTENERSHIP RESEARCH



2021

JNLR RADIO LISTENERSHIP 2021-4

PRESS RELEASE

MAY - DECEMBER 2021

## Ipsos MRBI/JNLR 2021/4 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (10<sup>th</sup> February 2022). It covers the period from May to December 2021. Due to Covid-19 restrictions there was no interviewing conducted in January, February, March and April 2021.

The latest results show 3.208 million listeners (15+) tune into radio every weekday – that is **daily radio listening at 80%** of all adults.

A total of c **12,600** 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 show 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.12).

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. *(Reference to change in this report refers to the previous report published in December 2021 incorporating the period October 2020-October 2021).*

A large majority of Irish adults - 80% (=) listen to the radio on an average day. More than half, 53% (=) tune into their local or regional station and 44% (+1) listen to a national station. Among the younger, 15 to 34-year market, 71% (+1) listen daily.

Irish radio audiences continue to listen to a significant amount of radio everyday – tuning in, on average, for 4 hours (242 mins, =) 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 45.6% share (+0.2%) of all minutes while Local/Regional Radio holds the majority share position with 54.4% (-0.2%) in this reporting period.

Across the various regional areas throughout the country, National Radio holds the majority share position in Dublin (56.0%) and the greater Dublin Commuter belt (56.5%) while Local/Regional radio is in the majority in the other regions throughout the country, in particular, achieving its highest share position in Cork (62.2%), in the South West (62.4%) and in the North West (60.2%) Regions (See T5).

Among the younger, 15-34, audience Local/Regional Radio is in the majority share position achieving a combined share of minutes of 66.1% (-1.0%) versus 33.9% (+1.0%) for National Radio. In particular, the Local/Regional group holds its strongest share position among this age cohort in Dublin (70.1%), in Cork (68.3%) and in the South West region (69.6%). (See T7).

Considering the older 35+ age segment, Local/Regional radio is slightly ahead in terms of share of all minutes listened, 51.4% (+0.1%) compared to National radio, 48.6%. However, in regional markets among this age group, National Radio holds the majority share of minutes in Dublin (62.5%), the Dublin Commuter region (62.5%), the Multi-city area (53.2%) and North East & Midlands Region (52.4%). (See T8).

Local radio continues to perform strongly 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 (50%+) in their respective franchise areas. (T9).

The population estimates in this report are based on Labour Force Survey estimates 2021 provided by the CSO.

*(See pg 12 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		Weekdays		Weekdays		Weekdays		Weekdays		Weekdays		Weekdays		Weekdays		Weekdays	
	(change from		(change from		(change from		(change from		(change from		(change from		(change from		(change from		(change from	
	Oct'20-Oct-21)		Oct'20-Oct-21)		Oct'20-Oct-21)		Oct'20-Oct-21)		Oct'20-Oct-21)		Oct'20-Oct-21)		Oct'20-Oct-21)		Oct'20-Oct-21)		Oct'20-Oct-21)	
Listened at all *	80%	+0	71%	+1	84%	-1	83%	-1	86%	+0	86%	+0	81%	+1	77%	+0	73%	+1
Any National	44%	+1	42%	+1	43%	+2	45%	+0	41%	-2	44%	-2	44%	+1	44%	+1	43%	+1
Any RTE Radio	31%	+0	30%	+0	31%	+1	32%	+0	27%	-2	31%	-1	30%	+1	31%	+0	31%	+0
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	31%	+1	30%	+0	31%	+1	32%	+0	27%	-2	30%	+0	30%	+1	31%	+0	31%	+0
RTÉ Radio 1	22%	+0	26%	+0	20%	+0	21%	+0	20%	-1	20%	+0	21%	+1	24%	+0	26%	+0
RTÉ 2FM	8%	+0	5%	+0	9%	+0	11%	+1	7%	+0	9%	-1	9%	+0	7%	+0	6%	+0
RTÉ Lyric FM	3%	+0	4%	+0	6%	+1	4%	+0	3%	+0	3%	+0	2%	+0	4%	+0	4%	+0
Today FM	11%	+0	7%	+1	11%	+0	14%	+0	14%	+1	13%	+0	13%	+0	10%	+0	9%	+1
Newstalk	11%	+0	15%	+0	10%	+1	10%	+1	8%	-1	8%	-1	9%	+0	12%	+0	14%	+0
Any Regional/Local/M-City/D-C#	53%	+0	40%	+1	64%	-1	62%	-1	65%	+0	62%	+0	48%	+0	49%	+0	40%	+1
Classic Hits Radio			4%	+0	11%	+0								7%	+0	4%	+0	
Radio Nova			6%	+0												6%	+0	
Beat 102-103							23%	+0										
Spin South West									21%	-1								
iRadio NW											17%	+0						
iRadio NE													9%	+0				
FM104			11%	+0														
98FM			8%	+0														
Q102			6%	-1														
Sunshine 106.8			7%	+0														
Spin 1038			12%	+0														
Corks 96FM / C103					37%	-1												
C103 (Corks 103FM)					16%	-1												
Cork's 96FM					24%	+0												
Corks Red FM					30%	-1												

\* 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 Radio & 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 *	69%	52%	79%	74%	76%	77%	72%	64%	57%
Any National	25%	15%	42%	37%	22%	27%	20%	23%	17%
Any RTE Radio	17%	10%	26%	27%	14%	21%	11%	15%	10%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	16%	10%	26%	27%	14%	19%	11%	15%	10%
RTE Radio 1	6%	7%	2%	6%	5%	7%	5%	6%	7%
RTE 2FM	10%	3%	24%	20%	8%	12%	5%	8%	3%
RTE Lyric FM	1%	0%	2%	3%	1%	1%	1%	1%	0%
Today FM	8%	3%	12%	13%	8%	6%	8%	6%	5%
Newstalk	5%	5%	7%	6%	4%	2%	3%	5%	6%
Any Regional/Local/M-City/D-C#	56%	43%	63%	61%	67%	60%	60%	52%	47%
Classic Hits Radio		1%	12%					4%	1%
Radio Nova		2%							3%
Beat 102-103				51%					
Spin South West					58%				
iRadio NW						49%			
iRadio NE							23%		
FM104		13%							
98FM		6%							
Q102		4%							
Sunshine 106.8		2%							
Spin 1038		29%							
Corks 96FM / C103			25%						
C103 (Corks 103FM)			1%						
Cork's 96FM			25%						
Corks Red FM			42%						

\* 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 Radio & 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 *	71%	58%	78%	76%	78%	80%	73%	66%	61%
Any National	30%	21%	36%	38%	29%	35%	30%	27%	23%
Any RTE Radio	18%	13%	22%	25%	15%	23%	17%	16%	13%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	18%	13%	22%	25%	15%	22%	17%	16%	13%
RTE Radio 1	7%	8%	4%	7%	6%	8%	5%	7%	8%
RTE 2FM	12%	5%	19%	18%	9%	15%	12%	9%	6%
RTE Lyric FM	1%	0%	2%	2%	1%	1%	1%	1%	1%
Today FM	11%	6%	14%	17%	13%	12%	12%	9%	7%
Newstalk	6%	8%	8%	5%	6%	5%	4%	7%	8%
Any Regional/Local/M-City/D-C#	54%	45%	63%	60%	64%	59%	52%	52%	46%
Classic Hits Radio		2%	13%					5%	2%
Radio Nova		5%							5%
Beat 102-103				45%					
Spin South West					48%				
iRadio NW						41%			
iRadio NE							20%		
FM104		14%							
98FM		8%							
Q102		6%							
Sunshine 106.8		4%							
Spin 1038		26%							
Corks 96FM / C103			23%						
C103 (Corks 103FM)			2%						
Cork's 96FM			23%						
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 Radio & 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 *	84%	77%	87%	86%	89%	88%	85%	83%	79%
Any National	50%	52%	46%	49%	46%	48%	50%	52%	54%
Any RTE Radio	37%	40%	35%	35%	32%	34%	36%	39%	41%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	36%	39%	35%	34%	32%	33%	36%	38%	40%
RTE Radio 1	29%	35%	27%	27%	26%	26%	28%	33%	35%
RTE 2FM	7%	5%	5%	8%	6%	7%	8%	5%	5%
RTE Lyric FM	5%	6%	8%	5%	3%	4%	2%	5%	5%
Today FM	11%	8%	10%	13%	14%	13%	13%	11%	9%
Newstalk	13%	19%	10%	12%	9%	10%	11%	15%	18%
Any Regional/Local/M-City/D-C#	53%	37%	64%	62%	65%	63%	46%	48%	37%
Classic Hits Radio		5%	10%					7%	5%
Radio Nova		7%							7%
Beat 102-103				13%					
Spin South West					11%				
iRadio NW						8%			
iRadio NE							4%		
FM104		9%							
98FM		8%							
Q102		7%							
Sunshine 106.8		8%							
Spin 1038		5%							
Corks 96FM / C103			43%						
C103 (Corks 103FM)			22%						
Cork's 96FM			25%						
Corks Red FM			24%						

\* 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 Radio & 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'20-Oct'21)		Weekdays change from Oct'20-Oct'21)		Weekdays change from Oct'20-Oct'21)		Weekdays change from Oct'20-Oct'21)		Weekdays change from Oct'20-Oct'21)		Weekdays change from Oct'20-Oct'21)		Weekdays change from Oct'20-Oct'21)		Weekdays change from Oct'20-Oct'21)		Weekdays change from Oct'20-Oct'21)	
Any National	45.6%	+0.2	56.0%	+0	37.8%	+1.5	43.2%	-0.2	37.6%	-0.9	39.8%	-0.8	48.8%	+0.9	48.8%	+0	56.5%	-0.3
Any RTE Radio	29.8%	+0.5	38.5%	-0.5	26.8%	+1.5	26.0%	+0.5	22.6%	-0.8	24.4%	+0.3	31.3%	+1.9	32.8%	+0.1	38.5%	-0.5
RTÉ Radio 1	21.4%	+0.1	31.7%	-0.8	16.5%	+0.4	17.0%	-0.3	17.2%	-0.5	16.2%	+0.8	22.9%	+1.3	24.7%	-0.1	31.4%	-0.8
RTÉ 2FM	5.7%	+0.2	3.5%	-0.1	6.2%	+0.6	6.6%	+0.3	3.6%	-0.4	5.8%	-0.3	7.0%	+0.4	4.8%	+0.1	4.1%	+0.1
RTE Lyric FM	2.2%	+0.1	2.9%	+0.4	3.2%	-0.1	1.7%	+0	1.6%	+0.1	1.7%	+0	1.2%	+0.1	2.7%	+0.1	2.7%	+0.3
Today FM	8.8%	-0.1	5.5%	+0.6	6.4%	-0.2	10.2%	-1.3	11.0%	+0.6	10.4%	-0.3	10.8%	-0.9	8.1%	+0.3	7.0%	+0.4
Newstalk	7.0%	-0.1	11.9%	-0.1	4.7%	+0.3	7.0%	+0.7	4.0%	-0.7	5.0%	-0.7	6.8%	+0.1	7.9%	-0.3	11.0%	-0.2
Any Regional/Local/M-City/D-C#	54.4%	-0.2	44.0%	+0	62.2%	-1.5	56.8%	+0.2	62.4%	+0.9	60.2%	+0.8	51.2%	-0.9	51.2%	+0	43.5%	+0.3
Classic Hits Radio			3.5%	+0.7	5.7%	-1.2									5.2%	+0	3.6%	+0.5
Radio Nova			5.7%	+0.8													5.3%	+0.6
Beat 102-103							15.3%	+0										
Spin South West									12.2%	+0								
iRadio NW											9.9%	+0.1						
iRadio NE													6.2%	-0.4				
FM104			7.4%	-0.7														
98FM			6.7%	+0.3														
Q102			5.3%	-0.7														
Sunshine 106.8			7.1%	-0.2														
Spin 1038			7.3%	-0.2														
Corks 96FM / C103					33.8%	+1.4												
C103 (Corks 103FM)					13.1%	+0.2												
Cork's 96FM					20.7%	+1.1												
Corks Red FM					22.0%	-1.8												
Mean No. of Minutes	<b>242</b>	<b>+0</b>	<b>214</b>	<b>-6</b>	<b>328</b>	<b>+13</b>	<b>271</b>	<b>-14</b>	<b>228</b>	<b>-2</b>	<b>242</b>	<b>+4</b>	<b>192</b>	<b>-1</b>	<b>241</b>	<b>+1</b>	<b>213</b>	<b>-5</b>

# Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits Radio & 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	29.7%	19.4%	40.1%	34.5%	19.1%	30.8%	17.4%	30.5%	23.7%
Any RTE Radio	18.7%	11.9%	30.8%	17.5%	8.8%	23.6%	8.8%	20.4%	11.1%
RTE Radio 1	3.8%	6.8%	1.6%	1.4%	4.2%	5.9%	4.9%	4.7%	6.4%
RTE 2FM	13.6%	5.1%	27.8%	14.1%	3.6%	14.4%	3.6%	14.0%	4.7%
RTE Lyric FM	0.7%	0.0%	1.2%	1.9%	1.0%	0.1%	0.4%	0.6%	0.0%
Today FM	7.4%	3.6%	4.6%	11.3%	8.0%	5.2%	7.1%	6.3%	8.3%
Newstalk	3.6%	3.9%	4.7%	5.7%	2.2%	2.0%	1.4%	3.8%	4.3%
Any Regional/Local/M-City/D-C#	70.3%	80.6%	59.9%	65.5%	80.9%	69.2%	82.6%	69.5%	76.3%
Classic Hits Radio		2.0%	9.3%					4.5%	1.4%
Radio Nova		2.4%							4.7%
Beat 102-103				48.9%					
Spin South West					65.1%				
iRadio NW						44.3%			
iRadio NE							26.7%		
FM104		13.1%							
98FM		6.3%							
Q102		4.6%							
Sunshine 106.8		2.5%							
Spin 1038		46.2%							
Corks 96FM / C103			21.1%						
C103 (Corks 103FM)			0.6%						
Cork's 96FM			20.4%						
Corks Red FM			28.9%						
Mean No. of Minutes	161	114	253	222	152	154	108	157	118

# Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits Radio & 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	33.9%	29.9%	31.7%	35.8%	30.4%	38.4%	34.6%	32.4%	32.9%
Any RTE Radio	18.0%	14.9%	19.3%	19.2%	11.8%	20.5%	17.9%	17.2%	16.2%
RTE Radio 1	5.2%	7.5%	2.0%	4.5%	6.6%	5.2%	6.1%	5.5%	7.9%
RTE 2FM	11.8%	6.4%	16.0%	13.6%	4.7%	13.5%	11.6%	10.4%	7.4%
RTE Lyric FM	0.7%	1.0%	1.1%	1.1%	0.5%	0.3%	0.2%	0.8%	0.8%
Today FM	10.4%	6.7%	7.2%	11.6%	14.4%	13.4%	11.7%	9.3%	9.1%
Newstalk	5.5%	8.3%	5.2%	5.1%	4.1%	4.6%	5.0%	5.9%	7.7%
Any Regional/Local/M-City/D-C#	66.1%	70.1%	68.3%	64.2%	69.6%	61.6%	65.4%	67.6%	67.1%
Classic Hits Radio		3.3%	8.9%					5.7%	2.8%
Radio Nova		5.4%							5.8%
Beat 102-103				41.3%					
Spin South West					45.9%				
iRadio NW						34.4%			
iRadio NE							21.5%		
FM104		13.1%							
98FM		8.8%							
Q102		5.0%							
Sunshine 106.8		5.7%							
Spin 1038		27.5%							
Corks 96FM / C103			21.6%						
C103 (Corks 103FM)			1.7%						
Cork's 96FM			20.0%						
Corks Red FM			37.0%						
Mean No. of Minutes	185	153	284	233	165	177	138	186	154

# Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits Radio & 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	48.6%	62.5%	39.8%	45.4%	39.2%	40.1%	52.4%	53.2%	62.5%
Any RTE Radio	32.8%	44.5%	29.2%	28.0%	24.9%	25.3%	34.7%	37.0%	44.1%
RTE Radio 1	25.6%	37.8%	21.3%	20.8%	19.4%	18.8%	27.1%	29.9%	37.3%
RTE 2FM	4.1%	2.8%	3.1%	4.5%	3.4%	4.0%	5.8%	3.3%	3.2%
RTE Lyric FM	2.6%	3.4%	3.8%	1.9%	1.8%	2.0%	1.5%	3.2%	3.2%
Today FM	8.4%	5.2%	6.1%	9.8%	10.2%	9.6%	10.6%	7.7%	6.5%
Newstalk	7.4%	12.8%	4.5%	7.6%	4.0%	5.1%	7.2%	8.4%	11.9%
Any Regional/Local/M-City/D-C#	51.4%	37.5%	60.2%	54.6%	60.8%	59.9%	47.6%	46.8%	37.5%
Classic Hits Radio		3.5%	4.7%					5.0%	3.7%
Radio Nova		5.7%							5.2%
Beat 102-103				7.5%					
Spin South West					5.1%				
iRadio NW						4.2%			
iRadio NE							2.4%		
FM104		5.9%							
98FM		6.1%							
Q102		5.4%							
Sunshine 106.8		7.5%							
Spin 1038		2.3%							
Corks 96FM / C103			37.7%						
C103 (Corks 103FM)			16.9%						
Cork's 96FM			20.9%						
Corks Red FM			17.1%						
Mean No. of Minutes	263	238	345	284	249	265	214	261	235

# Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits Radio & 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 (change from Oct'19-Sep'20)		Weekdays (change from Oct'19-Sep'20)	
	%	%	%	%
Kildare ( <i>KFM</i> )	20%	+0	22.9%	-2.2
Louth/Meath ( <i>LMFM</i> )	22%	+0	35.4%	0.1
Kilkenny/Carlow ( <i>KCLR 96FM</i> )	40%	+3	36.7%	+3.6
Laois/Offaly/Westmeath ( <i>Midlands 103</i> )	33%	-2	31.4%	-0.1
Wexford ( <i>South East Radio</i> )	42%	-4	37.7%	-1.3
Wicklow ( <i>East Coast FM</i> )	32%	+3	27.9%	+3
Limerick ( <i>Live 95FM</i> )	42%	+3	31.3%	-0.1
Tipperary ( <i>Tipp FM</i> )	45%	-1	38.5%	+0.4
Waterford ( <i>WLR FM</i> )	43%	-6	40.1%	-5.8
Clare ( <i>Clare FM</i> )	42%	+0	40.5%	+3.1
Kerry ( <i>Radio Kerry</i> )	42%	-2	50.8%	-3
Galway ( <i>Galway Bay FM</i> )	28%	-1	25.2%	-1.6
Mayo ( <i>MWR</i> )	62%	+2	55.3%	+1.1
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	38%	-1	42.2%	-1.7
Roscommon/Longford/Sth Leitrim ( <i>Shannonside 104FM</i> )	40%	-3	42.5%	-2.9
Cavan/Monaghan ( <i>Northern Sound</i> )	35%	-1	42.0%	-0.2
Donegal South/Sligo/Nth Leitrim ( <i>Ocean FM</i> )	50%	-2	44.4%	-1.6
Donegal Nth ( <i>Highland Radio</i> )	51%	-2	60.8%	+3.1

\* \* \* \* \*

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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.

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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.