

2021

JNLR RADIO LISTENERSHIP 2021-3

PRESS RELEASE

OCTOBER 2020 TO OCTOBER 2021

Ipsos MRBI/JNLR 2021/3 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (8th December 2021). It covers the period from October 2020 to October 2021. However, due to Covid-19 restrictions there was no interviewing conducted in November 2020 and again in January, February, March and April 2021. Because of these significant disruptions, fieldwork for this report was extended to include October 2021.

The latest results show 3.175 million listeners (15+) tune into radio every weekday – that is **daily radio listening at 80%** of all adults.

A total of c **12,700** 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.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. *(Reference to change in this report refers to the previous report published in 2020 incorporating the period October 2019-September 2020).*

A large majority of Irish adults - 80% (-1) listen to the radio on an average day. More than half, 53% (-2) tune into their local or regional station and 43% (-1) listen to a national station. Among the younger, 15 to 34-year market, 70% (-2) listen daily.

Irish radio audiences continue to listen to a significant amount of radio everyday – tuning in, on average, for 4 hours (242 mins, +3) 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 (-1.5%) of all minutes while Local/Regional Radio holds the majority share position with 54.6% (+1.5%) 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 (56.8%) while Local/Regional radio is in the majority in the other regions throughout the country, in particular, achieving its highest share position in Cork (63.7%), in the South West (61.5%) and in the North West (59.4%) 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 67.1% (+2.6%) versus 32.9% (-2.6%) for National Radio. In particular, the Local/Regional group holds its strongest share position among this age cohort in Dublin (71.4%), in Cork (71.8%), in the South West region (69.8%) and in the Multi-City area (69.5%).

Considering the older 35+ age segment, Local/Regional radio is slightly ahead in terms of share of all minutes listened, 51.3% (+1.1%) compared to National radio, 48.7% (-1.1%). However, in regional markets among this age group, National Radio holds the majority share of minutes in Dublin (63.1%), the Dublin Commuter region (63.3%), the Multi-city area (53.8%) and North East & Midlands Region (50.5%). (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'19-Sept'20)		Oct'19-Sept'20)		Oct'19-Sept'20)		Oct'19-Sept'20)		Oct'19-Sept'20)		Oct'19-Sept'20)		Oct'19-Sept'20)		Oct'19-Sept'20)		Oct'19-Sept'20)	
Listened at all *	80%	-1	70%	-3	85%	+2	84%	+2	86%	-1	86%	-4	80%	-1	77%	-1	72%	-2
Any National	43%	-1	41%	-2	41%	+3	45%	-2	43%	-4	46%	+0	43%	-2	43%	-1	42%	-2
Any RTE Radio	31%	-2	30%	-2	30%	+0	32%	-2	29%	-3	32%	-3	29%	-3	31%	-2	31%	-2
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	30%	-3	30%	-2	30%	+0	32%	-2	29%	-3	30%	-4	29%	-3	31%	-1	31%	-2
RTÉ Radio 1	22%	-2	26%	+0	20%	+0	21%	-2	21%	-3	20%	-3	20%	-1	24%	-1	26%	+0
RTÉ 2FM	8%	-1	5%	+0	9%	+2	10%	-1	7%	-2	10%	-1	9%	-2	7%	+0	6%	+0
RTÉ Lyric FM	3%	-1	4%	+0	5%	-1	4%	+1	3%	+1	3%	+1	2%	-1	4%	+0	4%	-1
Today FM	11%	+0	6%	+0	11%	+3	14%	+0	13%	-2	13%	+1	13%	+0	10%	+1	8%	+0
Newstalk	11%	+0	15%	+0	9%	+1	9%	+1	9%	-1	9%	-1	9%	+0	12%	+0	14%	+0
Any Regional/Local/M-City/D-C#	53%	-2	39%	-1	65%	+1	63%	+5	65%	+5	62%	-8	48%	-6	49%	-1	39%	-3
Classic Hits Radio			4%	+1	11%	+3									7%	+0	4%	+0
Radio Nova			6%	+2													6%	+2
Beat 102-103							23%	+0										
Spin South West									22%	+2								
iRadio NW											17%	+0						
iRadio NE													9%	-2				
FM104			11%	-1														
98FM			8%	+0														
Q102			7%	+0														
Sunshine 106.8			7%	+1														
Spin 1038			12%	-1														
Corks 96FM / C103					38%	-2												
C103 (Corks 103FM)					17%	+0												
Cork's 96FM					24%	-3												
Corks Red FM					31%	+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 *	68%	52%	78%	77%	79%	77%	69%	64%	56%
Any National	25%	13%	41%	36%	24%	30%	22%	23%	16%
Any RTE Radio	17%	9%	23%	25%	15%	24%	14%	15%	10%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	17%	9%	23%	25%	15%	22%	14%	14%	10%
RTE Radio 1	6%	7%	3%	7%	4%	8%	6%	6%	7%
RTE 2FM	11%	3%	21%	17%	11%	15%	8%	9%	4%
RTE Lyric FM	1%	0%	1%	3%	1%	1%	1%	1%	0%
Today FM	8%	3%	15%	12%	10%	7%	8%	6%	4%
Newstalk	4%	5%	7%	6%	4%	2%	2%	5%	6%
Any Regional/Local/M-City/D-C#	56%	44%	65%	66%	70%	59%	56%	53%	47%
Classic Hits Radio		1%	14%					4%	1%
Radio Nova		2%							3%
Beat 102-103				55%					
Spin South West					63%				
iRadio NW						47%			
iRadio NE							23%		
FM104		15%							
98FM		6%							
Q102		4%							
Sunshine 106.8		2%							
Spin 1038		28%							
Corks 96FM / C103			28%						
C103 (Corks 103FM)			2%						
Cork's 96FM			26%						
Corks Red FM			47%						

* 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 *	70%	58%	77%	79%	80%	79%	72%	66%	60%
Any National	29%	20%	35%	36%	30%	37%	32%	26%	21%
Any RTE Radio	18%	12%	20%	23%	16%	25%	19%	16%	13%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	18%	12%	20%	23%	16%	24%	19%	15%	13%
RTE Radio 1	7%	8%	4%	7%	5%	9%	6%	7%	8%
RTE 2FM	12%	5%	17%	16%	11%	16%	13%	9%	6%
RTE Lyric FM	1%	0%	1%	2%	1%	1%	1%	1%	1%
Today FM	11%	5%	15%	16%	14%	12%	13%	9%	6%
Newstalk	6%	8%	7%	5%	5%	4%	4%	6%	7%
Any Regional/Local/M-City/D-C#	54%	45%	65%	64%	68%	59%	49%	52%	45%
Classic Hits Radio		2%	14%					6%	2%
Radio Nova		4%							5%
Beat 102-103				48%					
Spin South West					51%				
iRadio NW						41%			
iRadio NE							20%		
FM104		15%							
98FM		8%							
Q102		6%							
Sunshine 106.8		4%							
Spin 1038		25%							
Corks 96FM / C103			24%						
C103 (Corks 103FM)			4%						
Cork's 96FM			22%						
Corks Red FM			46%						

* 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%	76%	88%	86%	89%	88%	84%	82%	78%
Any National	49%	52%	44%	49%	47%	50%	48%	52%	53%
Any RTE Radio	36%	39%	35%	35%	34%	35%	34%	39%	40%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	36%	39%	34%	35%	33%	33%	34%	38%	40%
RTE Radio 1	29%	35%	27%	27%	27%	25%	27%	33%	36%
RTE 2FM	7%	5%	5%	8%	6%	8%	8%	6%	5%
RTE Lyric FM	4%	6%	7%	4%	3%	3%	2%	5%	5%
Today FM	11%	7%	10%	14%	13%	14%	13%	10%	9%
Newstalk	13%	19%	10%	11%	10%	10%	11%	15%	18%
Any Regional/Local/M-City/D-C#	52%	36%	65%	62%	64%	64%	48%	47%	37%
Classic Hits Radio		4%	10%					7%	5%
Radio Nova		7%							6%
Beat 102-103				13%					
Spin South West					10%				
iRadio NW						8%			
iRadio NE							4%		
FM104		9%							
98FM		8%							
Q102		7%							
Sunshine 106.8		8%							
Spin 1038		5%							
Corks 96FM / C103			44%						
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'19-Sep'20)		Weekdays (change from Oct'19-Sep'20)		Weekdays (change from Oct'19-Sep'20)		Weekdays (change from Oct'19-Sep'20)		Weekdays (change from Oct'19-Sep'20)		Weekdays (change from Oct'19-Sep'20)		Weekdays (change from Oct'19-Sep'20)		Weekdays (change from Oct'19-Sep'20)		Weekdays (change from Oct'19-Sep'20)	
Any National	45.4%	-1.5	56.0%	-3.8	36.3%	+0.8	43.4%	-1.6	38.5%	-4.9	40.6%	+1.7	47.9%	-1.7	48.8%	-1.4	56.8%	-3.0
Any RTE Radio	29.3%	-3.1	39.0%	-4.2	25.3%	-0.7	25.5%	-3.9	23.4%	-4.2	24.1%	-2.1	29.4%	-3.2	32.7%	-3.1	39.0%	-3.9
RTÉ Radio 1	21.3%	-2.8	32.5%	-3.8	16.1%	-1.1	17.3%	-3.7	17.7%	-4	15.4%	-2.5	21.6%	-1.8	24.8%	-2.7	32.2%	-2.9
RTÉ 2FM	5.5%	-0.3	3.6%	+0.3	5.6%	+0.6	6.3%	-0.5	4.0%	-1.1	6.1%	-0.1	6.6%	-1.0	4.7%	-0.2	4.0%	+0
RTE Lyric FM	2.1%	-0.1	2.5%	-1.0	3.3%	-0.4	1.7%	+0.2	1.5%	+0.8	1.7%	+0.7	1.1%	-0.4	2.6%	-0.5	2.4%	-1.2
Today FM	8.9%	+1.1	4.9%	-0.8	6.6%	+2.2	11.5%	+1.0	10.4%	+0.8	10.7%	+3.2	11.7%	+0.7	7.8%	+1.2	6.6%	-0.3
Newstalk	7.1%	+0.4	12.0%	+1.1	4.4%	-0.7	6.3%	+1.2	4.7%	-1.4	5.7%	+0.5	6.7%	+0.8	8.2%	+0.4	11.2%	+1.2
Any Regional/Local/M-City/D-C#	54.6%	+1.5	44.0%	+3.8	63.7%	-0.8	56.6%	+1.6	61.5%	+4.9	59.4%	-1.7	52.1%	+1.7	51.2%	+1.4	43.2%	+3.0
Classic Hits Radio			2.8%	+0.5	6.9%	+2.10									5.2%	+0.6	3.1%	+0.6
Radio Nova			4.9%	+1.9													4.7%	+1.7
Beat 102-103							15.3%	-0.2										
Spin South West									12.2%	+2.4								
iRadio NW											9.8%	+1.7						
iRadio NE													6.6%	-0.1				
FM104			8.1%	-1.0														
98FM			6.4%	-0.1														
Q102			6.0%	+0.7														
Sunshine 106.8			7.3%	+1.6														
Spin 1038			7.5%	+0.7														
Corks 96FM / C103					32.4%	-4.4												
C103 (Corks 103FM)					12.9%	-1.3												
Cork's 96FM					19.6%	-3.0												
Corks Red FM					23.8%	+1.3												
Mean No. of Minutes	242	+3	220	+4	315	-8	285	+38	230	+19	238	-19	193	-15	240	+4	218	+3

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	28.4%	16.9%	34.3%	31.5%	22.4%	33.4%	20.5%	27.5%	20.8%
Any RTE Radio	17.6%	10.7%	23.6%	15.2%	11.8%	25.4%	13.0%	18.2%	11.2%
RTE Radio 1	3.7%	5.7%	1.2%	1.7%	2.3%	6.5%	6.6%	4.0%	5.9%
RTE 2FM	12.5%	4.6%	21.5%	11.7%	8.6%	15.7%	6.0%	12.6%	5.0%
RTE Lyric FM	0.7%		0.9%	1.8%	1.0%	0.1%	0.4%	0.5%	
Today FM	7.6%	2.5%	5.8%	12.2%	8.0%	6.1%	6.4%	5.6%	5.8%
Newstalk	3.3%	3.7%	4.8%	4.1%	2.7%	1.9%	1.1%	3.7%	3.9%
Any Regional/Local/M-City/D-C#	71.6%	83.1%	65.7%	68.5%	77.6%	66.6%	79.5%	72.5%	79.2%
Classic Hits Radio		1.8%	12.3%					5.7%	1.4%
Radio Nova		2.1%							4.3%
Beat 102-103				50.5%					
Spin South West					62.0%				
iRadio NW						40.9%			
iRadio NE							31.7%		
FM104		17.0%							
98FM		6.0%							
Q102		4.2%							
Sunshine 106.8		2.4%							
Spin 1038		46.4%							
Corks 96FM / C103			19.3%						
C103 (Corks 103FM)			1.7%						
Cork's 96FM			17.7%						
Corks Red FM			33.6%						
Mean No. of Minutes	163	120	241	234	157	165	106	157	119

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	32.9%	28.6%	28.2%	34.9%	30.2%	38.1%	37.2%	30.5%	31.2%
Any RTE Radio	17.3%	14.8%	16.5%	17.6%	12.9%	21.0%	19.2%	16.4%	16.0%
RTE Radio 1	5.2%	7.7%	1.9%	4.5%	4.7%	5.6%	7.3%	5.3%	8.0%
RTE 2FM	11.0%	5.9%	13.4%	12.1%	7.6%	13.5%	11.7%	9.7%	7.0%
RTE Lyric FM	0.7%	1.1%	1.1%	1.0%	0.5%	0.3%	0.2%	0.9%	0.9%
Today FM	10.3%	5.4%	7.1%	13.0%	13.3%	12.4%	13.4%	8.4%	7.8%
Newstalk	5.3%	8.4%	4.6%	4.3%	4.0%	4.7%	4.6%	5.6%	7.4%
Any Regional/Local/M-City/D-C#	67.1%	71.4%	71.8%	65.1%	69.8%	61.9%	62.8%	69.5%	68.8%
Classic Hits Radio		3.0%	10.3%					6.1%	2.7%
Radio Nova		5.6%							5.9%
Beat 102-103				41.5%					
Spin South West					46.1%				
iRadio NW						34.2%			
iRadio NE							24.3%		
FM104		13.9%							
98FM		7.3%							
Q102		6.2%							
Sunshine 106.8		5.8%							
Spin 1038		28.3%							
Corks 96FM / C103			19.4%						
C103 (Corks 103FM)			3.1%						
Cork's 96FM			16.3%						
Corks Red FM			41.3%						
Mean No. of Minutes	185	156	269	250	166	177	140	183	156

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	48.7%	63.1%	38.8%	46.0%	40.4%	41.2%	50.5%	53.8%	63.3%
Any RTE Radio	32.5%	45.3%	28.1%	28.0%	25.8%	24.9%	32.0%	37.2%	44.9%
RTE Radio 1	25.6%	38.9%	20.6%	21.2%	20.6%	17.7%	25.2%	30.2%	38.3%
RTE 2FM	4.0%	2.9%	3.1%	4.5%	3.2%	4.3%	5.3%	3.4%	3.3%
RTE Lyric FM	2.5%	2.9%	4.0%	1.9%	1.7%	2.0%	1.3%	3.1%	2.8%
Today FM	8.6%	4.8%	6.4%	11.1%	9.7%	10.3%	11.3%	7.7%	6.3%
Newstalk	7.6%	13.0%	4.3%	7.0%	4.9%	6.0%	7.3%	8.9%	12.1%
Any Regional/Local/M-City/D-C#	51.3%	36.9%	61.2%	54.0%	59.6%	58.8%	49.5%	46.2%	36.7%
Classic Hits Radio		2.7%	5.8%					4.9%	3.2%
Radio Nova		4.7%							4.4%
Beat 102-103				7.2%					
Spin South West					4.6%				
iRadio NW						3.8%			
iRadio NE							2.1%		
FM104		6.7%							
98FM		6.2%							
Q102		5.9%							
Sunshine 106.8		7.7%							
Spin 1038		2.1%							
Corks 96FM / C103			36.5%						
C103 (Corks 103FM)			15.9%						
Cork's 96FM			20.6%						
Corks Red FM			18.3%						
Mean No. of Minutes	263	245	333	298	252	259	214	262	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 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%	-9	25.1%	+1.9
Louth/Meath (<i>LMFM</i>)	22%	-4	35.3%	+3.4
Kilkenny/Carlow (<i>KCLR 96FM</i>)	37%	+3	33.1%	-0.4
Laois/Offaly/Westmeath (<i>Midlands 103</i>)	35%	+6	31.5%	+0.4
Wexford (<i>South East Radio</i>)	46%	+11	39.0%	+5.0
Wicklow (<i>East Coast FM</i>)	29%	-5	24.9%	-5.4
Limerick (<i>Live 95FM</i>)	39%	+4	31.4%	+4.1
Tipperary (<i>Tipp FM</i>)	46%	+7	38.1%	-0.9
Waterford (<i>WLR FM</i>)	49%	-1	45.9%	+1.3
Clare (<i>Clare FM</i>)	42%	-2	37.4%	-2.1
Kerry (<i>Radio Kerry</i>)	44%	-1	53.8%	-0.2
Galway (<i>Galway Bay FM</i>)	29%	-9	26.8%	-2.9
Mayo (<i>MWR</i>)	60%	-7	54.2%	-1.1
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	39%	-4	43.9%	-2.0
Roscommon/Longford/Sth Leitrim (<i>Shannonside 104FM</i>)	43%	-3	45.4%	-0.7
Cavan/Monaghan (<i>Northern Sound</i>)	36%	-3	42.2%	-3.6
Donegal South/Sligo/Nth Leitrim (<i>Ocean FM</i>)	52%	+3	46.0%	+14.5
Donegal Nth (<i>Highland Radio</i>)	53%	-12	57.7%	-8.9

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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.