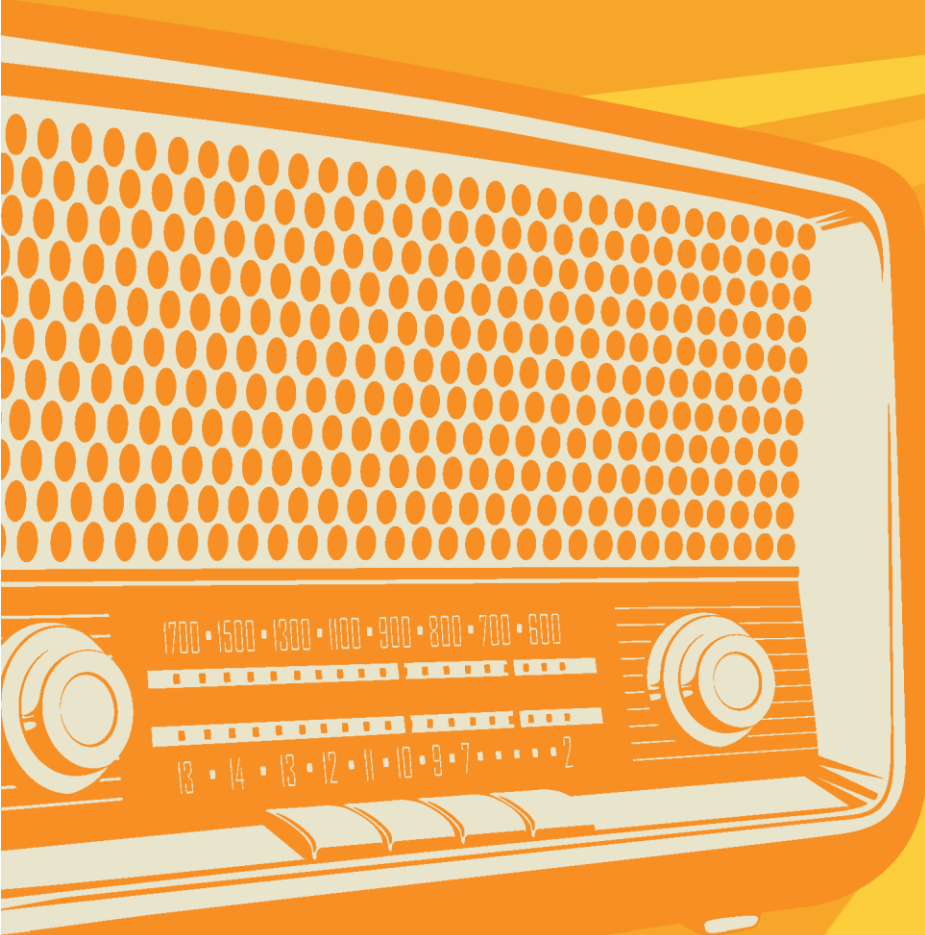




2023-2

JNLR Radio Listenership

Press Release
July '22 to June 2023



Ipsos/JNLR 2023/2 Summary Results

The latest JNLR/Ipsos report into radio listening is published today (17th August 2023). It covers the period from July 2022 to June 2023.

The latest results show 3.320 million listeners (15+) tune into radio every weekday – that is **daily radio listening at 80.2%** of all adults. **Weekly** listening increases to **91.2%** of the population.

A total of c **16,800** people were interviewed during the survey period by Ipsos, 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, topline 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 relates to the previous published report incorporating the period April’22 to March’23. Figures showing the size of the increase/decrease reflects the movement since this last publication (book-on-book) and is rounded to 1 decimal place).

A large majority of Irish adults – 80.2% listen to the radio on an average day. More than half, 52.7% (+0.2%) tune into their local or regional station and 44.0% (+0.7%) listen to a national station. Among the younger, 15 to 34-year, market 69.8% (+0.7%) listen daily.

Irish radio audiences continue to listen to a significant amount of radio everyday – tuning in, on average, for almost 4 hours (229 mins, -4) 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 45.3% share (+0.5%) of all minutes while Local/Regional Radio holds the majority share position with 54.7% (-0.5%) in this reporting period.

Across the various regional areas throughout the country, National Radio holds the majority share position in Dublin (55.2%) and the greater Dublin Commuter belt (54.6%) while Local/Regional radio is in the majority in the other regions throughout the country, in particular, achieving its highest share position in Cork (64.6%), in the North-West (58.0%) and in the South-West (58.3%) Regions (See T5).

Among the younger, 15-34-year, audience Local/Regional Radio is in the majority share position achieving a combined share of minutes of 63.4% (-0.2%) versus 36.6% (+0.2) for National Radio. In particular, the Local/Regional group holds its strongest share position among this age cohort in Dublin (67.2%), in Cork (67.1%) and in the South West area (68.8%). (See T7).

Considering the older 35+ age segment, Local/Regional radio is ahead in terms of share of all minutes listened, 52.5% (-0.6) compared to National radio, 47.5%. However, in regional markets among this age group, National Radio holds the majority share of minutes in Dublin (61.7%), the Dublin Commuter region (60.0%), the Multi-city area (51.2%) and the South East Area (50.3%). (See T8).

Local radio continues to perform strongly in the local radio markets across the country, with 37.3% of adults in the country tuning into their local station every day. In particular, on the criterion of share of minutes listened during prime 7am to 7pm local radio has a national share of 39.5% while particular stations - Highland Radio, Northern Sound Radio MidWest Radio, and Radio Kerry hold the majority share position (50%+) in their respective franchise areas. (T9).

The population estimates in this report are based on Census 2022 population data.

(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	
	Apr'22-Mar'23)		Apr'22-Mar'23)		Apr'22-Mar'23)		Apr'22-Mar'23)		Apr'22-Mar'23)		Apr'22-Mar'23)		Apr'22-Mar'23)		Apr'22-Mar'23)		Apr'22-Mar'23)	
Listened at all *	80.2%	0.8%	74.1%	0.9%	82.9%	-0.8%	84.2%	2.3%	85.3%	-0.3%	86.2%	-0.5%	77.6%	2.1%	77.5%	0.1%	74.6%	1.0%
Any National	44.0%	0.7%	43.8%	0.7%	40.1%	1.0%	48.1%	1.0%	42.9%	-1.5%	47.1%	1.0%	40.7%	1.6%	43.7%	0.1%	43.9%	0.5%
Any RTE Radio	30.0%	0.2%	31.5%	0.5%	30.2%	0.4%	30.6%	0.4%	27.6%	-1.0%	31.3%	0.3%	25.8%	0.6%	30.8%	0.0%	30.7%	0.3%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	29.7%	0.2%	31.3%	0.4%	29.9%	0.3%	30.6%	0.3%	27.0%	-1.3%	30.3%	0.8%	25.8%	0.6%	30.5%	0.0%	30.5%	0.3%
RTÉ Radio 1	20.7%	0.1%	25.4%	0.2%	19.8%	0.9%	18.0%	-0.2%	19.2%	-0.6%	20.4%	0.7%	15.9%	0.0%	22.8%	0.2%	24.2%	0.0%
RTÉ 2FM	8.4%	0.1%	5.1%	0.2%	9.2%	-0.2%	11.9%	0.3%	7.2%	-0.5%	9.3%	-0.1%	9.8%	0.4%	6.8%	-0.1%	5.5%	0.3%
RTÉ Lyric FM	3.6%	0.0%	4.8%	-0.1%	5.2%	0.3%	4.0%	0.6%	2.9%	-0.5%	2.6%	0.0%	1.7%	0.2%	4.3%	0.0%	4.5%	-0.1%
Today FM	12.1%	0.7%	7.7%	0.4%	9.5%	0.4%	18.5%	0.3%	14.4%	-0.5%	15.7%	1.2%	12.6%	1.8%	10.0%	0.2%	8.4%	0.4%
Newstalk	10.6%	0.0%	14.4%	0.3%	8.5%	0.0%	7.7%	0.4%	9.9%	-0.5%	9.8%	0.2%	8.9%	-0.3%	12.3%	0.2%	14.1%	0.3%
Any Regional/Local/M-City/D-C#	52.7%	0.2%	42.4%	1.0%	61.9%	-3.2%	55.0%	0.7%	61.5%	0.8%	60.6%	-1.6%	50.5%	1.5%	49.0%	-0.3%	42.9%	1.0%
Classic Hits Radio			4.6%	0.2%	10.3%	0.7%									7.1%	0.4%	4.8%	0.3%
Radio Nova			7.2%	0.5%													7.0%	0.6%
Beat 102-103							23.0%	-0.3%										
Spin South West									21.8%	0.8%								
iRadio NW											17.1%	-0.1%						
iRadio NE													7.6%	-0.8%				
FM104			11.4%	0.4%														
98FM			8.1%	0.5%														
Q102			6.8%	0.7%														
Sunshine 106.8			8.2%	0.4%														
Spin 1038			12.6%	-0.1%														
Corks 96FM / C103					38.3%	-1.9%												
C103 (Corks 103FM)					16.5%	-1.2%												
Cork's 96FM					25.4%	-0.7%												
Corks Red FM					27.5%	-0.8%												

* 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 *	66.6%	57.4%	71.8%	76.9%	71.1%	76.9%	60.4%	63.7%	58.9%
Any National	23.3%	16.8%	30.7%	35.2%	18.4%	27.8%	19.5%	21.2%	17.1%
Any RTE Radio	14.1%	10.1%	20.3%	19.4%	9.5%	20.7%	9.5%	13.6%	10.4%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	13.9%	9.9%	20.3%	19.4%	9.5%	19.7%	9.5%	13.3%	10.2%
RTE Radio 1	4.3%	5.4%	2.5%	3.6%	1.6%	8.1%	1.9%	5.0%	5.8%
RTE 2FM	9.5%	4.1%	16.7%	15.7%	8.9%	11.3%	8.5%	8.2%	4.4%
RTE Lyric FM	0.5%	0.6%	1.5%	0.4%	0.0%	0.4%	0.0%	0.6%	0.5%
Today FM	9.8%	6.7%	10.1%	17.3%	9.8%	8.7%	10.2%	7.8%	6.6%
Newstalk	2.9%	3.8%	4.6%	1.6%	1.8%	2.6%	2.0%	3.2%	3.6%
Any Regional/Local/M-City/D-C#	54.0%	47.6%	53.8%	60.4%	63.4%	64.6%	47.9%	52.0%	48.7%
Classic Hits Radio		2.9%	5.8%					3.7%	2.8%
Radio Nova		3.6%							4.0%
Beat 102-103				51.7%					
Spin South West					50.5%				
iRadio NW						46.2%			
iRadio NE							17.3%		
FM104		13.5%							
98FM		7.1%							
Q102		3.6%							
Sunshine 106.8		3.7%							
Spin 1038		30.9%							
Corks 96FM / C103			22.9%						
C103 (Corks 103FM)			3.8%						
Cork's 96FM			19.9%						
Corks Red FM			38.0%						

* 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 *	69.8%	63.7%	75.3%	78.7%	73.5%	76.6%	64.5%	67.1%	64.1%
Any National	30.1%	25.7%	33.0%	40.2%	24.7%	35.2%	27.9%	27.7%	26.0%
Any RTE Radio	17.8%	15.7%	23.0%	21.7%	12.1%	22.4%	14.4%	17.4%	15.7%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	17.6%	15.6%	23.0%	21.7%	12.1%	21.3%	14.4%	17.2%	15.6%
RTE Radio 1	6.3%	8.9%	6.3%	4.3%	3.4%	8.0%	2.8%	7.5%	8.4%
RTE 2FM	11.3%	6.3%	16.8%	17.0%	9.6%	13.2%	12.0%	9.7%	6.9%
RTE Lyric FM	1.0%	1.2%	2.5%	1.0%	0.1%	0.7%	0.6%	1.2%	1.1%
Today FM	12.2%	8.0%	10.3%	22.0%	13.3%	14.0%	13.0%	9.3%	8.2%
Newstalk	5.6%	7.9%	6.5%	3.1%	3.6%	5.6%	3.9%	6.3%	7.2%
Any Regional/Local/M-City/D-C#	52.4%	48.1%	56.0%	58.8%	59.3%	58.1%	46.5%	50.6%	48.2%
Classic Hits Radio		3.2%	6.6%					4.6%	3.2%
Radio Nova		6.0%							6.1%
Beat 102-103				47.5%					
Spin South West					43.0%				
iRadio NW						38.2%			
iRadio NE							16.2%		
FM104		15.3%							
98FM		10.5%							
Q102		5.2%							
Sunshine 106.8		4.4%							
Spin 1038		25.2%							
Corks 96FM / C103			27.4%						
C103 (Corks 103FM)			7.4%						
Cork's 96FM			22.9%						
Corks Red FM			35.8%						

* 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 *	84.9%	79.6%	86.2%	86.3%	89.9%	90.0%	83.3%	82.6%	80.1%
Any National	50.1%	53.5%	43.2%	51.2%	50.0%	51.7%	46.3%	51.5%	53.3%
Any RTE Radio	35.5%	39.9%	33.3%	34.2%	33.7%	34.9%	30.8%	37.3%	38.6%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	35.0%	39.6%	32.9%	34.1%	32.9%	33.8%	30.8%	36.9%	38.3%
RTE Radio 1	27.2%	34.2%	25.6%	23.4%	25.4%	25.3%	21.7%	30.2%	32.4%
RTE 2FM	7.0%	4.4%	5.8%	9.8%	6.3%	7.7%	8.8%	5.4%	4.7%
RTE Lyric FM	4.7%	6.8%	6.4%	5.2%	3.9%	3.3%	2.2%	5.8%	6.3%
Today FM	12.0%	7.5%	9.2%	17.2%	14.9%	16.3%	12.4%	10.3%	8.5%
Newstalk	12.8%	18.0%	9.3%	9.6%	12.4%	11.4%	11.1%	15.2%	17.8%
Any Regional/Local/M-City/D-C#	52.9%	39.3%	64.4%	53.4%	62.4%	61.5%	52.3%	48.2%	40.2%
Classic Hits Radio		5.4%	11.9%					8.4%	5.6%
Radio Nova		7.8%							7.5%
Beat 102-103				13.3%					
Spin South West					13.5%				
iRadio NW						8.8%			
iRadio NE							3.8%		
FM104		9.3%							
98FM		6.9%							
Q102		7.6%							
Sunshine 106.8		10.3%							
Spin 1038		5.8%							
Corks 96FM / C103			43.0%						
C103 (Corks 103FM)			20.4%						
Cork's 96FM			26.4%						
Corks Red FM			24.0%						

* 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 Apr'22-Mar'23)		Weekdays (change from Apr'22-Mar'23)		Weekdays (change from Apr'22-Mar'23)		Weekdays (change from Apr'22-Mar'23)		Weekdays (change from Apr'22-Mar'23)		Weekdays (change from Apr'22-Mar'23)		Weekdays (change from Apr'22-Mar'23)		Weekdays (change from Apr'22-Mar'23)		Weekdays (change from Apr'22-Mar'23)	
Any National	45.3%	0.5%	55.2%	-0.1%	35.4%	2.2%	48.3%	0.6%	41.7%	-1.0%	42.0%	1.7%	43.6%	0.3%	47.9%	0.6%	54.6%	-0.7%
Any RTE Radio	28.5%	0.0%	39.4%	0.2%	23.3%	1.4%	27.5%	0.6%	23.9%	-0.6%	23.5%	0.7%	25.4%	-1.3%	31.4%	0.3%	37.2%	-0.7%
RTÉ Radio 1	19.8%	0.0%	31.8%	0.3%	13.9%	0.7%	16.7%	-0.8%	17.5%	0.0%	15.2%	1.3%	16.7%	-1.0%	23.0%	0.4%	29.6%	-0.5%
RTÉ 2FM	5.8%	0.0%	3.3%	0.0%	5.8%	0.3%	8.0%	0.6%	3.8%	-0.7%	6.2%	0.0%	7.7%	-0.2%	4.8%	0.0%	3.7%	0.0%
RTE Lyric FM	2.5%	0.1%	4.1%	-0.1%	3.4%	0.3%	2.6%	0.7%	2.1%	-0.2%	1.0%	-0.1%	1.0%	-0.1%	3.2%	0.0%	3.7%	-0.2%
Today FM	9.8%	0.5%	5.4%	-0.1%	6.7%	0.4%	15.9%	-0.2%	11.4%	-0.2%	12.9%	0.8%	11.4%	1.8%	8.3%	0.4%	6.9%	0.3%
Newstalk	7.0%	0.0%	10.4%	-0.2%	5.3%	0.4%	4.9%	0.2%	6.4%	-0.1%	5.7%	0.2%	6.8%	-0.2%	8.1%	0.0%	10.5%	-0.3%
Any Regional/Local/M-City/D-C#	54.7%	-0.5%	44.8%	0.1%	64.6%	-2.2%	51.7%	-0.6%	58.3%	1.0%	58.0%	-1.7%	56.4%	-0.3%	52.1%	-0.6%	45.4%	0.7%
Classic Hits Radio			3.4%	0.2%	6.3%	0.3%									5.4%	0.4%	3.9%	0.3%
Radio Nova			5.9%	-0.5%													6.1%	-0.1%
Beat 102-103							16.0%	-0.7%										
Spin South West									12.5%	1.1%								
iRadio NW											9.1%	0.2%						
iRadio NE													5.1%	-1.4%				
FM104			7.3%	0.2%														
98FM			6.0%	0.3%														
Q102			5.5%	0.6%														
Sunshine 106.8			8.5%	-0.5%														
Spin 1038			7.7%	-0.3%														
Corks 96FM / C103					37.0%	-2.0%												
C103 (Corks 103FM)					14.9%	-1.8%												
Cork's 96FM					22.1%	-0.2%												
Corks Red FM					20.3%	-0.8%												
Mean No. of Minutes	229	-4	198	-3	324	-9	224	-13	224	+4	226	-3	210	+1	231	-3	202	-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 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	29.9%	21.6%	36.7%	35.5%	19.7%	31.1%	34.1%	29.7%	24.3%
Any RTE Radio	15.1%	12.8%	21.9%	19.6%	7.3%	15.1%	9.9%	15.6%	13.2%
RTE Radio 1	4.0%	6.6%	0.6%	3.4%	1.4%	6.8%	1.6%	4.5%	7.2%
RTE 2FM	10.6%	5.6%	20.5%	15.7%	5.9%	7.5%	8.3%	10.6%	5.6%
RTE Lyric FM	0.2%	0.3%	0.8%	0.0%	0.0%	0.2%	0.0%	0.4%	0.2%
Today FM	11.8%	5.3%	9.9%	13.9%	11.1%	14.0%	21.6%	10.8%	7.7%
Newstalk	3.0%	3.6%	4.8%	2.0%	1.3%	2.0%	2.5%	3.2%	3.4%
Any Regional/Local/M-City/D-C#	70.1%	78.4%	63.3%	64.5%	80.3%	68.9%	65.9%	70.3%	75.7%
Classic Hits Radio		5.0%	3.5%					4.6%	4.8%
Radio Nova		3.8%							5.1%
Beat 102-103				48.4%					
Spin South West					49.6%				
iRadio NW						42.3%			
iRadio NE							16.6%		
FM104		13.1%							
98FM		8.0%							
Q102		3.2%							
Sunshine 106.8		2.6%							
Spin 1038		42.1%							
Corks 96FM / C103			20.1%						
C103 (Corks 103FM)			3.3%						
Cork's 96FM			16.8%						
Corks Red FM			35.6%						
Mean No. of Minutes	152	134	207	172	149	140	121	154	135

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	36.6%	32.8%	32.9%	41.4%	31.2%	41.3%	41.4%	35.5%	35.2%
Any RTE Radio	18.1%	18.1%	20.3%	17.4%	9.4%	20.6%	17.2%	18.9%	18.4%
RTE Radio 1	5.8%	10.6%	3.8%	3.3%	3.0%	5.7%	3.8%	7.3%	10.4%
RTE 2FM	11.2%	6.0%	14.5%	13.4%	6.2%	13.6%	12.8%	10.1%	6.7%
RTE Lyric FM	0.9%	1.2%	2.0%	0.3%	0.1%	0.5%	0.6%	1.2%	1.0%
Today FM	13.7%	7.8%	8.1%	21.6%	17.8%	16.0%	20.0%	11.4%	10.4%
Newstalk	4.9%	6.9%	4.5%	2.4%	4.1%	4.7%	4.2%	5.2%	6.4%
Any Regional/Local/M-City/D-C#	63.4%	67.2%	67.1%	58.6%	68.8%	58.7%	58.6%	64.5%	64.8%
Classic Hits Radio		2.7%	2.7%					3.6%	2.8%
Radio Nova		6.1%							6.3%
Beat 102-103				41.6%					
Spin South West					37.0%				
iRadio NW						30.5%			
iRadio NE							15.9%		
FM104		13.5%							
98FM		10.6%							
Q102		4.7%							
Sunshine 106.8		4.2%							
Spin 1038		24.3%							
Corks 96FM / C103			29.4%						
C103 (Corks 103FM)			7.8%						
Cork's 96FM			21.6%						
Corks Red FM			32.7%						
Mean No. of Minutes	175	150	265	193	169	166	142	177	151

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	47.5%	61.7%	36.0%	50.3%	43.9%	42.2%	44.0%	51.2%	60.0%
Any RTE Radio	31.1%	45.6%	24.1%	30.5%	27.0%	24.1%	27.1%	34.8%	42.5%
RTE Radio 1	23.3%	37.9%	16.7%	20.6%	20.6%	17.3%	19.2%	27.2%	34.9%
RTE 2FM	4.5%	2.6%	3.3%	6.4%	3.2%	4.6%	6.7%	3.4%	2.9%
RTE Lyric FM	2.9%	4.9%	3.8%	3.3%	2.5%	1.2%	1.1%	3.7%	4.4%
Today FM	8.9%	4.8%	6.3%	14.2%	10.0%	12.2%	9.6%	7.5%	5.9%
Newstalk	7.5%	11.3%	5.6%	5.6%	6.9%	5.9%	7.3%	8.9%	11.6%
Any Regional/Local/M-City/D-C#	52.5%	38.3%	64.0%	49.7%	56.1%	57.8%	56.0%	48.8%	40.0%
Classic Hits Radio		3.7%	7.3%					5.9%	4.1%
Radio Nova		5.9%							6.1%
Beat 102-103				8.5%					
Spin South West					7.2%				
iRadio NW						4.4%			
iRadio NE							2.9%		
FM104		5.5%							
98FM		4.7%							
Q102		5.7%							
Sunshine 106.8		9.7%							
Spin 1038		2.9%							
Corks 96FM / C103			39.2%						
C103 (Corks 103FM)			16.9%						
Cork's 96FM			22.3%						
Corks Red FM			16.8%						
Mean No. of Minutes	249	218	346	236	240	247	232	251	223

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 Apr'22- Mar'23)		Weekdays (change from Apr'22- Mar'23)	
	%	%	%	%
Kildare (<i>KFM</i>)	21.1%	1.1%	19.8%	0.3%
Louth/Meath (<i>LMFM</i>)	25.1%	1.5%	37.1%	2.4%
Kilkenny/Carlow (<i>KCLR 96FM</i>)	29.5%	-2.8%	26.9%	-0.6%
Laois/Offaly/Westmeath (<i>Midlands 103</i>)	33.4%	-0.8%	33.0%	-3.1%
Wexford (<i>South East Radio</i>)	32.1%	2.6%	32.8%	-0.8%
Wicklow (<i>East Coast FM</i>)	31.5%	0.3%	29.0%	1.0%
Limerick (<i>Live 95FM</i>)	33.4%	0.6%	26.4%	1.4%
Tipperary (<i>Tipp FM</i>)	33.3%	-1.0%	32.4%	1.4%
Waterford (<i>WLR FM</i>)	43.0%	2.5%	38.8%	-1.1%
Clare (<i>Clare FM</i>)	39.6%	-0.1%	37.3%	-0.4%
Kerry (<i>Radio Kerry</i>)	47.3%	-0.7%	50.2%	-4.1%
Galway (<i>Galway Bay FM</i>)	26.9%	-3.4%	24.5%	-3.1%
Mayo (<i>MidWest Radio</i>)	61.4%	-0.3%	53.6%	-1.3%
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	36.8%	1.2%	49.1%	0.2%
Roscommon/Longford/Sth Leitrim (<i>Shannonside 104FM</i>)	35.7%	0.0%	39.4%	-1.0%
Cavan/Monaghan (<i>Northern Sound</i>)	38.0%	2.5%	60.9%	2.4%
Donegal South/Sligo/Nth Leitrim (<i>Ocean FM</i>)	38.3%	-0.8%	27.2%	-3.7%
Donegal Nth (<i>Highland Radio</i>)	59.1%	-0.9%	66.5%	-1.7%

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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.

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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.

*A small area of South West Laois is part of the South West Region while the remainder of Laois county is part of the North East & Midlands region.