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Ipsos MRBI/JNLR 2014/4 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (5th February, 2015). It covers the 12-month period from January to December 2014.

The latest results show **daily radio listening at 84%** - that is 84% of all adults listening every weekday.

A total of c16,700 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 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.

84% of Irish adults listen to the radio on an average day (+1) - more than half 58% (=) tuning into their local or regional station and 46% (=) listening to a national station. Among the younger 15-34 year market, 78% (+1) listen daily.

Irish 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 45.7% share of all minutes while Local/regional radio holds the majority share position with 54.3% (+0.9%) in this end-year reporting period.

In the various regional areas throughout the country, National radio holds the majority share position in Dublin (57.1%) and the wider Dublin Commuter belt (56.3%) 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 (64.2%), Cork (62.1%) and South West regions (61.1%). (See T5).

Among the younger, 15-34 year old audience throughout the country, Local/regional radio is in the majority share position achieving a combined share of 66.5% (+0.3%) versus 33.5% for National radio. In particular, the Local/regional group holds its strongest share position among this age segment in Dublin (74.1%), the Dublin Commuter region (71.8%) and in Cork (71.1%). (See T7).

Among at the older 35+ age segment, National radio holds a share of 49.6% of all minutes listened (-1.1%). However, in regional markets among this age group, National radio maintains a strong share position in Dublin (68.7%), the Dublin Commuter region (66.3%), and in the Multi-city area (55.7%). (See T8).

Local radio continues to be a strong performer in the individual 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 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'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)	
Listened at all *	84%	(+1)	81%	(+1)	83%	(+1)	83%	(+1)	88%	(+0)	88%	(+0)	82%	(+1)	83%	(+1)	81%	(+0)
Any National	46%	(+0)	47%	(+1)	42%	(+0)	44%	(+0)	46%	(+0)	45%	(+1)	46%	(+0)	47%	(+0)	47%	(+0)
Any RTE Radio	34%	(+0)	35%	(+0)	31%	(+0)	32%	(+0)	32%	(-1)	33%	(+0)	35%	(+1)	34%	(+0)	35%	(+0)
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	33%	(+0)	35%	(+0)	30%	(+0)	32%	(+0)	32%	(-1)	30%	(+0)	35%	(+1)	33%	(-1)	35%	(+0)
RTÉ Radio 1	23%	(+0)	28%	(+0)	22%	(+1)	22%	(+0)	21%	(+0)	19%	(-1)	21%	(-1)	25%	(+0)	28%	(+1)
RTÉ 2FM	10%	(+0)	7%	(+0)	9%	(+0)	11%	(-1)	12%	(+0)	10%	(+1)	15%	(+1)	9%	(+1)	8%	(+0)
RTÉ Lyric FM	4%	(+0)	6%	(+0)	4%	(+0)	3%	(+0)	2%	(+0)	3%	(+0)	3%	(+0)	5%	(+0)	5%	(-1)
Today FM	13%	(+0)	9%	(+0)	13%	(-1)	15%	(-1)	16%	(+0)	14%	(+1)	15%	(+0)	12%	(+0)	10%	(+0)
Newstalk	11%	(+1)	17%	(+1)	11%	(+2)	8%	(+0)	8%	(+0)	8%	(+0)	8%	(+0)	13%	(+0)	15%	(+0)
Any Regional/Local/M-City/D-C#	58%	(+0)	48%	(+2)	65%	(+1)	61%	(+1)	66%	(+1)	69%	(+0)	56%	(+0)	55%	(+1)	49%	(+2)
Classic Hits 4FM			4%	(+0)	10%	(+1)									6%	(+1)	4%	(+1)
Radio Nova			5%	(+0)													6%	(+1)
Beat 102-103							25%	(+0)										
Spin South West									21%	(+1)								
iRadio NW											21%	(+0)						
iRadio NE													15%	(+0)				
Dublin's 98FM			11%	(+1)														
FM104			18%	(+0)														
Q102			10%	(+2)														
Sunshine 106.8			4%	(+0)														
Spin 1038			14%	(+0)														
TXFM			2%	(+0)														
Corks 96FM/C103					45%	(+0)												
Corks 96FM					31%	(-1)												
C103 (Corks 103FM)					17%	(+1)												
Corks Red FM					24%	(+3)												

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

Any regional/local/M-City/D-C includes any audience 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 *	78%	75%	77%	78%	84%	84%	72%	77%	74%
Any National	22%	14%	27%	21%	28%	25%	24%	20%	15%
Any RTE Radio	15%	9%	15%	9%	23%	19%	16%	14%	10%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	14%	8%	15%	9%	23%	16%	16%	13%	10%
RTE Radio 1	4%	5%	2%	3%	3%	4%	5%	4%	5%
RTE 2FM	10%	4%	13%	7%	20%	12%	10%	9%	5%
RTE Lyric FM	0%	0%	0%	0%	1%	0%	1%	1%	1%
Today FM	9%	4%	15%	13%	10%	8%	11%	8%	5%
Newstalk	3%	4%	6%	2%	1%	2%	2%	4%	4%
Any Regional/Local/M-City/D-C#	70%	68%	70%	73%	70%	78%	64%	69%	67%
Classic Hits 4FM		1%	6%					3%	1%
Radio Nova		4%							5%
Beat 102-103				61%					
Spin South West					62%				
iRadio NW						63%			
iRadio NE							40%		
Dublin's 98FM		12%							
FM104		30%							
Q102		7%							
Sunshine 106.8		2%							
Spin 1038		46%							
TXFM		3%							
Corks 96FM/C103			23%						
Cork's 96FM			20%						
C103 (Corks 103 FM)			3%						
Corks Red FM			52%						

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

Any regional/local/M-City/D-C includes any audience 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 *	78%	76%	74%	80%	82%	84%	77%	76%	76%
Any National	33%	25%	33%	33%	40%	36%	36%	30%	27%
Any RTE Radio	19%	14%	17%	17%	23%	23%	22%	17%	15%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	18%	14%	17%	17%	23%	20%	22%	16%	15%
RTE Radio 1	6%	8%	5%	6%	4%	5%	7%	7%	8%
RTE 2FM	12%	6%	12%	12%	19%	14%	17%	10%	7%
RTE Lyric FM	1%	1%	0%	1%	1%	1%	1%	1%	1%
Today FM	16%	8%	17%	20%	22%	17%	20%	13%	10%
Newstalk	7%	11%	9%	4%	5%	5%	4%	9%	10%
Any Regional/Local/M-City/D-C#	62%	62%	63%	64%	60%	69%	60%	62%	62%
Classic Hits 4FM		2%	9%					5%	3%
Radio Nova		6%							7%
Beat 102-103				50%					
Spin South West					46%				
iRadio NW						48%			
iRadio NE							32%		
Dublin's 98FM		14%							
FM104		29%							
Q102		10%							
Sunshine 106.8		2%							
Spin 1038		29%							
TXFM		3%							
Corks 96FM/C103			28%						
Corks 96FM			25%						
C103 (Corks 103FM)			5%						
Corks Red FM			40%						

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

Any regional/local/M-City/D-C includes any audience 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 *	86%	84%	87%	84%	90%	90%	85%	86%	84%
Any National	52%	60%	47%	49%	48%	48%	51%	55%	59%
Any RTE Radio	41%	47%	38%	39%	37%	37%	41%	44%	47%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	41%	47%	37%	38%	37%	34%	41%	43%	47%
RTE Radio 1	32%	40%	30%	29%	29%	25%	29%	35%	39%
RTE 2FM	9%	8%	7%	10%	8%	8%	14%	8%	9%
RTE Lyric FM	5%	8%	6%	5%	2%	4%	4%	6%	8%
Today FM	11%	9%	11%	13%	13%	12%	13%	11%	10%
Newstalk	13%	20%	12%	10%	9%	10%	10%	16%	19%
Any Regional/Local/M-City/D-C#	56%	39%	66%	60%	69%	69%	55%	52%	41%
Classic Hits 4FM		4%	10%					7%	4%
Radio Nova		5%							5%
Beat 102-103				13%					
Spin South West					10%				
iRadio NW						9%			
iRadio NE							6%		
Dublin's 98FM		9%							
FM104		12%							
Q102		9%							
Sunshine 106.8		5%							
Spin 1038		5%							
TXFM		1%							
Cork's 96FM/C103			54%						
Cork's 96FM			35%						
C103 (Corks 103FM)			23%						
Corks Red FM			16%						

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

Any regional/local/M-City/D-C includes any audience 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'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)		Weekdays (change from Oct'13-Sep'14)	
Any National	45.7%	(-0.9)	57.1%	(-1.2)	37.9%	(-1.3)	44.4%	(-0.9)	38.9%	(-0.8)	35.8%	(-0.4)	45.6%	(-1.5)	49.2%	(-1.1)	56.3%	(-1.3)
Any RTE Radio	30.6%	(-0.8)	40.7%	(-0.9)	23.8%	(-1.5)	28.7%	(-0.7)	23.9%	(-0.4)	23.0%	(-0.5)	30.3%	(-0.8)	33.2%	(-0.9)	39.4%	(-0.8)
RTÉ Radio 1	21.5%	(-0.6)	32.3%	(-0.2)	16.5%	(-0.7)	19.4%	(-0.2)	15.5%	(-0.4)	14.0%	(-0.6)	19.4%	(-1.8)	24.6%	(-0.3)	30.6%	(-0.4)
RTÉ 2FM	6.5%	(-0.1)	4.9%	(-0.5)	4.3%	(-0.7)	7.6%	(-0.7)	7.5%	(+0.2)	5.6%	(+0.2)	9.2%	(+0.7)	5.2%	(-0.4)	5.2%	(-0.4)
RTÉ Lyric FM	1.9%	(-0.1)	3.3%	(-0.1)	1.9%	(-0.1)	1.5%	(+0.3)	0.7%	(-0.1)	1.0%	(-0.1)	1.4%	(+0.1)	2.5%	(-0.1)	3.3%	(-0.1)
Today FM	8.7%	(-0.3)	5.9%	(-0.2)	8.1%	(-1.0)	11.7%	(-0.2)	9.8%	(-0.1)	8.7%	(+0.2)	10.6%	(-0.8)	8.0%	(-0.5)	7.3%	(-0.2)
Newstalk	6.4%	(+0.1)	10.5%	(-0.2)	6.0%	(+1.3)	4.0%	(-0.1)	5.2%	(-0.3)	4.0%	(-0.2)	4.7%	(+0.1)	8.0%	(+0.3)	9.7%	(-0.2)
Any Regional/Local/M-City/D-C#	54.3%	(+0.9)	42.9%	(+1.2)	62.1%	(+1.3)	55.6%	(+0.9)	61.1%	(+0.8)	64.2%	(+0.4)	54.4%	(+1.5)	50.8%	(+1.1)	43.7%	(+1.3)
Classic Hits 4FM			2.5%	(+0.2)	6.2%	(+0.5)									3.9%	(+0.3)	2.2%	(+0.2)
Radio Nova			3.4%	(-0.4)													3.8%	(-0.2)
Beat 102-103							16.7%	(-0.1)										
Spin South West									11.2%	(+0.7)								
iRadio NW											11.9%	(+0.2)						
iRadio NE													9.4%	(+0)				
Dublin's 98FM			6.4%	(+0.3)														
FM104			11.7%	(+0)														
Q102			6.5%	(+0.5)														
Sunshine 106.8			3.3%	(+0.8)														
Spin 1038			7.0%	(+0)														
TXFM			1.3%	(+0)														
Corks 96FM/C103					39.5%	(-0.4)												
Corks 96FM					24.8%	(-1.8)												
C103 (Corks 103FM)					14.7%	(+1.3)												
Corks Red FM					14.7%	(+1.2)												
Mean No. of Minutes	232	(+3)	221	(+1)	280	(+0)	202	(+0)	224	(+6)	232	(+4)	229	(+5)	231	(+2)	226	(+4)

Any regional/local/M-City/D-C includes any audience 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	19.7%	13.9%	22.1%	16.2%	26.4%	18.1%	22.1%	18.7%	15.3%
Any RTE Radio	11.2%	8.5%	8.4%	5.8%	17.8%	12.0%	13.6%	10.4%	9.1%
RTE Radio 1	3.0%	5.5%	1.3%	1.3%	1.4%	3.3%	2.6%	3.4%	5.2%
RTE 2FM	7.5%	2.6%	7.0%	4.6%	16.2%	7.0%	9.4%	6.2%	3.2%
RTE Lyric FM	0.4%	0.3%			0.1%		1.6%	0.3%	0.6%
Today FM	6.6%	2.5%	9.3%	9.8%	7.8%	5.2%	7.7%	5.6%	3.6%
Newstalk	2.0%	2.9%	4.4%	0.6%	0.8%	0.9%	0.8%	2.7%	2.5%
Any Regional/Local/M-City/D-C#	80.3%	86.1%	77.9%	83.8%	73.6%	81.9%	77.9%	81.3%	84.7%
Classic Hits 4FM		1.6%	8.2%					3.9%	1.3%
Radio Nova		3.2%							5.4%
Beat 102-103				61.3%					
Spin South West					53.5%				
iRadio NW						56.0%			
iRadio NE							37.4%		
Dublin's 98FM		10.4%							
FM104		21.3%							
Q102		7.4%							
Sunshine 106.8		2.0%							
Spin 1038		36.3%							
TXFM		3.1%							
Corks 96FM/C103			18.7%						
Corks 96FM			17.6%						
C103 (Corks 103FM)			1.1%						
Corks Red FM			44.2%						
Mean No. of Minutes	154	161	198	126	136	148	145	161	161

Any regional/local/M-City/D-C includes any audience 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	33.5%	25.9%	28.9%	37.7%	41.9%	34.2%	39.5%	30.3%	28.2%
Any RTE Radio	14.5%	11.8%	9.5%	13.3%	18.3%	16.1%	18.1%	12.3%	12.3%
RTE Radio 1	4.7%	7.4%	2.7%	3.4%	2.0%	3.8%	4.1%	5.1%	7.1%
RTE 2FM	8.8%	3.6%	5.5%	9.8%	15.4%	9.8%	13.4%	5.9%	4.4%
RTE Lyric FM	0.5%	0.6%		0.1%	0.8%	0.5%	0.6%	0.5%	0.6%
Today FM	14.1%	6.1%	12.4%	22.0%	20.5%	15.2%	18.9%	11.7%	9.0%
Newstalk	4.9%	7.9%	7.0%	2.3%	3.2%	2.9%	2.4%	6.3%	6.9%
Any Regional/Local/M-City/D-C#	66.5%	74.1%	71.1%	62.3%	58.1%	65.8%	60.5%	69.7%	71.8%
Classic Hits 4FM		1.9%	7.4%					4.1%	1.8%
Radio Nova		4.6%							5.3%
Beat 102-103				43.5%					
Spin South West					35.9%				
iRadio NW						37.3%			
iRadio NE							25.4%		
Dublin's 98FM		10.7%							
FM104		23.0%							
Q102		8.7%							
Sunshine 106.8		1.8%							
Spin 1038		19.5%							
TXFM		3.4%							
Corks 96FM/C103			27.2%						
Corks 96FM			22.1%						
C103 (Corks 103FM)			5.1%						
Corks Red FM			32.0%						
Mean No. of Minutes	181	174	243	163	159	173	176	184	177

Any regional/local/M-City/D-C includes any audience 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	49.60%	68.7%	41.2%	46.6%	38.2%	36.2%	47.5%	55.7%	66.3%
Any RTE Radio	35.70%	51.5%	29.0%	33.6%	25.4%	24.9%	34.0%	40.5%	49.0%
RTE Radio 1	26.80%	41.5%	21.5%	24.5%	18.9%	16.8%	24.1%	31.4%	39.0%
RTE 2FM	5.80%	5.4%	3.9%	6.9%	5.5%	4.5%	8.0%	5.0%	5.5%
RTE Lyric FM	2.40%	4.3%	2.6%	1.9%	0.7%	1.2%	1.7%	3.1%	4.2%
Today FM	7.00%	5.8%	6.6%	8.4%	7.1%	6.9%	8.1%	6.7%	6.6%
Newstalk	6.80%	11.4%	5.6%	4.6%	5.7%	4.4%	5.4%	8.5%	10.7%
Any Regional/Local/M-City/D-C#	50.40%	31.3%	58.8%	53.4%	61.8%	63.8%	52.5%	44.3%	33.7%
Classic Hits 4FM		2.7%	5.8%					3.8%	2.3%
Radio Nova		2.9%							3.2%
Beat 102-103				8.0%					
Spin South West					4.8%				
iRadio NW						5.1%			
iRadio NE							4.6%		
Dublin's 98FM		4.8%							
FM104		7.5%							
Q102		5.6%							
Sunshine 106.8		3.8%							
Spin 1038		2.4%							
TXFM		0.6%							
Cork's 96FM/C103			43.9%						
Corks 96FM			25.7%						
C103 (Corks 103FM)			18.2%						
Corks Red FM			8.5%						
Mean No. of Minutes	254	246	297	219	249	255	252	254	251

Any regional/local/M-City/D-C includes any audience 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'13-Sep'14)		(change from Oct'13-Sep'14)	
	%	%	%	%
Kildare	23%	(+1)	20.8%	(+0.7)
Kilkenny/Carlow	40%	(+4)	31.9%	(+5.1)
Louth/Meath	27%	(+3)	31.2%	(+1.0)
Laois/Offaly/Westmeath	34%	(+0)	33.0%	(+0)
Wexford	40%	(+2)	36.2%	(+1.3)
Wicklow	32%	(-1)	19.6%	(-3.0)
Limerick	40%	(-4)	32.2%	(-4.8)
Tipperary	36%	(+1)	43.5%	(+0.3)
Waterford	45%	(-1)	40.6%	(+0.3)
Clare	47%	(+0)	36.6%	(-0.6)
Kerry	54%	(+3)	54.6%	(+1.3)
Galway	35%	(+0)	28.9%	(+1.8)
Mayo	62%	(+0)	57.5%	(-2.5)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	44%	(-1)	45.9%	(+2.1)
Roscommon/Longford/Sth Leitrim	47%	(-3)	45.4%	(-1.4)
Cavan/Monaghan	42%	(+1)	46.5%	(+6.6)
Donegal Nth	62%	(+1)	62.4%	(+0.6)
Donegal South/Sligo/Nth Leitrim	44%	(+1)	30.0%	(+0.3)

* * * * *

These figures are the copyright of JNLR. When quoting, please acknowledge the source “JNLR/Ipsos MRBI 2014/4 (Jan to Dec 2015)”.

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.