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Ipsos MRBI/JNLR 2015/1 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (30th April, 2015). It covers the 12-month period from April 2014 to March 2014.

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

A total of c16,650 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 (=) - 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% (=) 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 46.2% (+0.5%) share of all minutes while Local/regional radio holds the majority share position with 53.8% in this reporting period.

In the various regional areas throughout the country, National radio holds the majority share position in Dublin (57.6%) and the wider Dublin Commuter belt (57.1%) 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 (62.5%) and South West regions (60.0%). (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 65.1% versus 34.9% (+1.4%) for National radio. In particular, the Local/regional group holds its strongest share position among this age segment in Dublin (72.2%), the Dublin Commuter region (70.4%) and in Cork (69.8%). (See T7).

Among at the older 35+ age segment, National radio holds a share of 49.8% of all minutes listened (+0.2%). However, in regional markets among this age group, National radio maintains a strong share position in Dublin (69.3%), the Dublin Commuter region (67.3%), and in the Multi-city area (56.3%). (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 Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)	
Listened at all *	84%	(+0)	81%	(+0)	83%	(+0)	82%	(-1)	88%	(+0)	89%	(+1)	82%	(+0)	83%	(+0)	81%	(+0)
Any National	46%	(+0)	49%	(+2)	42%	(+0)	43%	(-1)	47%	(+1)	46%	(+1)	46%	(+0)	48%	(+1)	49%	(+2)
Any RTE Radio	35%	(+1)	36%	(+1)	30%	(-1)	33%	(+1)	34%	(+2)	34%	(+1)	34%	(-1)	35%	(+1)	36%	(+1)
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	34%	(+1)	36%	(+1)	30%	(+0)	32%	(+0)	34%	(+2)	30%	(+0)	34%	(-1)	34%	(+1)	36%	(+1)
RTÉ Radio 1	23%	(+0)	29%	(+1)	22%	(+0)	22%	(+0)	21%	(+0)	19%	(+0)	21%	(+0)	26%	(+1)	29%	(+1)
RTÉ 2FM	11%	(+1)	8%	(+1)	9%	(+0)	12%	(+1)	13%	(+1)	11%	(+1)	15%	(+0)	9%	(+0)	8%	(+0)
RTÉ Lyric FM	4%	(+0)	6%	(+0)	3%	(-1)	4%	(+1)	2%	(+0)	3%	(+0)	3%	(+0)	5%	(+0)	6%	(+1)
Today FM	13%	(+0)	10%	(+1)	13%	(+0)	14%	(-1)	16%	(+0)	14%	(+0)	16%	(+1)	12%	(+0)	11%	(+1)
Newstalk	11%	(+0)	17%	(+0)	11%	(+0)	7%	(-1)	8%	(+0)	9%	(+1)	9%	(+1)	14%	(+1)	16%	(+1)
Any Regional/Local/M-City/D-C#	58%	(+0)	47%	(-1)	65%	(+0)	61%	(+0)	65%	(-1)	68%	(-1)	56%	(+0)	54%	(-1)	48%	(-1)
Classic Hits 4FM			4%	(+0)	10%	(+0)									6%	(+0)	4%	(+0)
Radio Nova			6%	(+1)													6%	(+0)
Beat 102-103							25%	(+0)										
Spin South West									22%	(+1)								
iRadio NW											21%	(+0)						
iRadio NE													14%	(-1)				
FM104			18%	(+0)														
Dublin's 98FM			11%	(+0)														
Q102			9%	(-1)														
Sunshine 106.8			4%	(+0)														
Spin 1038			14%	(+0)														
TXFM			2%	(+0)														
Corks 96FM / C103					42%	(-3)												
C103 (Corks 103FM)					16%	(-1)												
Cork's 96FM					29%	(-2)												
Corks Red FM					27%	(+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%	76%	80%	80%	83%	85%	70%	77%	75%
Any National	23%	15%	28%	21%	29%	28%	24%	22%	17%
Any RTE Radio	15%	9%	16%	10%	22%	21%	16%	14%	10%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	15%	9%	16%	10%	22%	17%	16%	13%	10%
RTE Radio 1	4%	5%	1%	3%	3%	4%	5%	4%	5%
RTE 2FM	11%	4%	16%	7%	19%	14%	11%	10%	5%
RTE Lyric FM	1%	1%	1%	0%	1%		1%	1%	1%
Today FM	9%	5%	15%	14%	9%	9%	11%	8%	6%
Newstalk	3%	5%	6%	2%	1%	2%	2%	4%	4%
Any Regional/Local/M-City/D-C#	70%	69%	72%	73%	70%	78%	61%	69%	68%
Classic Hits 4FM		2%	10%					3%	1%
Radio Nova		5%							6%
Beat 102-103				60%					
Spin South West					63%				
iRadio NW						64%			
iRadio NE							37%		
FM104		31%							
Dublin's 98FM		13%							
Q102		7%							
Sunshine 106.8		3%							
Spin 1038		46%							
TXFM		3%							
Corks 96FM / C103			21%						
C103 (Corks 103FM)			2%						
Cork's 96FM			19%						
Corks Red FM			56%						

* 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%	77%	80%	82%	85%	76%	77%	76%
Any National	34%	28%	33%	32%	41%	39%	37%	32%	28%
Any RTE Radio	20%	15%	18%	17%	25%	26%	23%	18%	16%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	20%	15%	18%	17%	25%	22%	23%	18%	16%
RTE Radio 1	7%	9%	4%	6%	4%	7%	7%	7%	9%
RTE 2FM	13%	6%	14%	12%	21%	16%	18%	11%	7%
RTE Lyric FM	1%	2%	1%	1%	1%	2%	1%	2%	2%
Today FM	16%	8%	17%	20%	22%	18%	19%	14%	10%
Newstalk	7%	11%	9%	4%	5%	6%	4%	9%	10%
Any Regional/Local/M-City/D-C#	62%	61%	64%	65%	60%	68%	59%	62%	61%
Classic Hits 4FM		2%	10%					5%	2%
Radio Nova		6%							7%
Beat 102-103				50%					
Spin South West					47%				
iRadio NW						48%			
iRadio NE							30%		
FM104		29%							
Dublin's 98FM		14%							
Q102		10%							
Sunshine 106.8		2%							
Spin 1038		30%							
TXFM		3%							
Corks 96FM / C103			26%						
C103 (Corks 103FM)			3%						
Cork's 96FM			23%						
Corks Red FM			45%						

* 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%	86%	83%	91%	90%	85%	86%	84%
Any National	53%	61%	46%	48%	49%	49%	51%	56%	61%
Any RTE Radio	42%	49%	37%	40%	38%	38%	40%	45%	48%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	41%	49%	37%	40%	38%	34%	40%	44%	48%
RTE Radio 1	32%	41%	31%	30%	28%	24%	28%	36%	40%
RTE 2FM	10%	8%	7%	11%	10%	9%	14%	8%	9%
RTE Lyric FM	5%	8%	5%	5%	3%	3%	3%	7%	8%
Today FM	12%	11%	10%	11%	13%	13%	14%	12%	11%
Newstalk	13%	21%	12%	9%	9%	11%	11%	16%	20%
Any Regional/Local/M-City/D-C#	55%	39%	65%	60%	67%	68%	54%	50%	40%
Classic Hits 4FM		5%	10%					7%	4%
Radio Nova		5%							5%
Beat 102-103				14%					
Spin South West					10%				
iRadio NW						9%			
iRadio NE							6%		
FM104		12%							
Dublin's 98FM		9%							
Q102		8%							
Sunshine 106.8		6%							
Spin 1038		5%							
TXFM		2%							
Corks 96FM / C103			50%						
C103 (Corks 103FM)			22%						
Cork's 96FM			32%						
Corks Red FM			18%						

* 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 Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)		Weekdays (change from Jan-Dec'14)	
Any National	46.2%	(+0.5)	57.6%	(+0.5)	37.5%	(-0.4)	44.2%	(-0.2)	40.0%	(+1.1)	37.0%	(+1.2)	47.1%	(+1.5)	50.0%	(+0.8)	57.1%	(+0.8)
Any RTE Radio	31.0%	(+0.4)	40.8%	(+0.1)	23.9%	(+0.1)	30.4%	(+1.7)	25.2%	(+1.3)	23.7%	(+0.7)	30.6%	(+0.3)	33.7%	(+0.5)	39.5%	(+0.1)
RTÉ Radio 1	21.1%	(-0.4)	32.3%	(+0)	16.6%	(+0.1)	20.1%	(+0.7)	15.7%	(+0.2)	13.1%	(-0.9)	18.6%	(-0.8)	24.4%	(-0.2)	30.5%	(-0.1)
RTÉ 2FM	7.1%	(+0.6)	4.7%	(-0.2)	5.2%	(+0.9)	8.6%	(+1.0)	8.2%	(+0.7)	6.3%	(+0.7)	10.5%	(+1.3)	5.7%	(+0.5)	5.3%	(+0.1)
RTÉ Lyric FM	2.0%	(+0.1)	3.6%	(+0.3)	1.7%	(-0.2)	1.6%	(+0.1)	1.1%	(+0.4)	1.2%	(+0.2)	1.4%	(+0)	2.6%	(+0.1)	3.6%	(+0.3)
Today FM	8.6%	(-0.1)	6.3%	(+0.4)	7.2%	(-0.9)	10.1%	(-1.6)	9.5%	(-0.3)	9.0%	(+0.3)	11.3%	(+0.7)	8.0%	(+0)	7.6%	(+0.3)
Newstalk	6.6%	(+0.2)	10.5%	(+0)	6.4%	(+0.4)	3.7%	(-0.3)	5.3%	(+0.1)	4.3%	(+0.3)	5.1%	(+0.4)	8.3%	(+0.3)	10.0%	(+0.3)
Any Regional/Local/M-City/D-C#	53.8%	(-0.5)	42.4%	(-0.5)	62.5%	(+0.4)	55.8%	(+0.2)	60.0%	(-1.1)	63.0%	(-1.2)	52.9%	(-1.5)	50.0%	(-0.8)	42.9%	(-0.8)
Classic Hits 4FM			2.6%	(+0.1)	7.1%	(+0.9)									4.1%	(+0.2)	2.3%	(+0.1)
Radio Nova			3.7%	(+0.3)													4.0%	(+0.2)
Beat 102-103							16.3%	(-0.4)										
Spin South West									10.9%	(-0.3)								
iRadio NW											12.0%	(+0.1)						
iRadio NE													9.6%	(+0.2)				
FM104			10.7%	(-1.0)														
Dublin's 98FM			6.7%	(+0.3)														
Q102			5.9%	(-0.6)														
Sunshine 106.8			3.4%	(+0.1)														
Spin 1038			7.2%	(+0.2)														
TXFM			1.2%	(-0.1)														
Corks 96FM / C103					35.4%	(-4.1)												
C103 (Corks 103FM)					14.3%	(-0.4)												
Cork's 96FM					21.0%	(-3.8)												
Corks Red FM					18.7%	(+4.0)												
Mean No. of Minutes	230	(-2)	215	(-6)	284	(+4)	206	(+4)	224	(+0)	232	(+0)	221	(-8)	229	(-2)	220	(-6)

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	21.3%	15.8%	23.7%	19.0%	27.4%	19.0%	23.1%	20.0%	16.3%
Any RTE Radio	12.0%	8.7%	10.2%	6.5%	19.2%	12.8%	13.8%	11.2%	9.1%
RTE Radio 1	2.9%	4.8%	0.3%	1.6%	1.6%	3.2%	3.4%	3.0%	5.0%
RTE 2FM	8.2%	3.0%	9.3%	4.9%	17.4%	6.9%	9.6%	6.8%	3.2%
RTE Lyric FM	0.4%	0.7%	0.3%	0.1%	0.2%		0.8%	0.6%	0.9%
Today FM	6.6%	2.6%	8.2%	11.2%	7.5%	5.0%	8.6%	5.2%	3.3%
Newstalk	2.6%	4.5%	5.3%	1.2%	0.6%	1.3%	0.7%	3.7%	3.9%
Any Regional/Local/M-City/D-C#	78.7%	84.2%	76.3%	81.0%	72.6%	81.0%	76.9%	80.0%	83.7%
Classic Hits 4FM		1.4%	9.2%					4.1%	1.2%
Radio Nova		3.6%							5.8%
Beat 102-103				57.1%					
Spin South West					56.6%				
iRadio NW						54.2%			
iRadio NE							35.0%		
FM104		24.0%							
Dublin's 98FM		10.9%							
Q102		4.5%							
Sunshine 106.8		1.3%							
Spin 1038		34.5%							
TXFM		3.3%							
Corks 96FM / C103			16.9%						
C103 (Corks 103FM)			0.6%						
Cork's 96FM			16.3%						
Corks Red FM			44.1%						
Mean No. of Minutes	153	159	198	134	134	144	139	159	159

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	34.9%	27.8%	30.2%	35.7%	44.6%	37.0%	40.4%	32.2%	29.6%
Any RTE Radio	16.0%	13.2%	10.7%	13.1%	21.7%	18.1%	19.5%	14.1%	13.7%
RTE Radio 1	5.1%	8.4%	2.3%	3.4%	2.6%	4.0%	4.8%	5.7%	8.3%
RTE 2FM	10.0%	3.9%	8.1%	9.6%	18.4%	11.1%	14.3%	7.0%	4.5%
RTE Lyric FM	0.6%	0.8%	0.1%	0.1%	0.8%	0.9%	0.4%	0.6%	0.8%
Today FM	13.8%	6.2%	11.6%	20.6%	20.3%	15.7%	18.4%	11.3%	8.7%
Newstalk	5.1%	8.3%	8.0%	1.9%	2.6%	3.2%	2.5%	6.8%	7.2%
Any Regional/Local/M-City/D-C#	65.1%	72.2%	69.8%	64.3%	55.4%	63.0%	59.6%	67.8%	70.4%
Classic Hits 4FM		1.8%	6.6%					3.7%	1.6%
Radio Nova		4.5%							5.2%
Beat 102-103				41.4%					
Spin South West					36.7%				
iRadio NW						36.0%			
iRadio NE							25.0%		
FM104		21.3%							
Dublin's 98FM		11.0%							
Q102		8.0%							
Sunshine 106.8		2.0%							
Spin 1038		20.4%							
TXFM		2.8%							
Corks 96FM / C103			22.2%						
C103 (Corks 103FM)			4.3%						
Cork's 96FM			17.9%						
Corks Red FM			37.6%						
Mean No. of Minutes	182	176	238	163	161	177	179	184	178

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	49.8%	69.3%	40.1%	46.9%	38.8%	37.0%	49.2%	56.3%	67.3%
Any RTE Radio	35.9%	51.6%	28.6%	35.8%	26.1%	25.3%	34.2%	40.6%	49.1%
RTE Radio 1	26.4%	41.6%	21.8%	25.3%	19.0%	15.6%	23.0%	31.0%	38.7%
RTE 2FM	6.2%	5.0%	4.1%	8.3%	5.7%	4.9%	9.3%	5.2%	5.6%
RTE Lyric FM	2.5%	4.8%	2.3%	2.0%	1.2%	1.3%	1.7%	3.3%	4.6%
Today FM	7.0%	6.3%	5.6%	6.8%	6.7%	7.1%	9.1%	6.9%	7.2%
Newstalk	7.0%	11.4%	5.9%	4.3%	6.0%	4.6%	6.0%	8.8%	11.0%
Any Regional/Local/M-City/D-C#	50.2%	30.7%	59.9%	53.1%	61.2%	63.0%	50.8%	43.7%	32.7%
Classic Hits 4FM		2.9%	7.3%					4.2%	2.6%
Radio Nova		3.4%							3.5%
Beat 102-103				8.4%					
Spin South West					4.3%				
iRadio NW						5.3%			
iRadio NE							4.7%		
FM104		6.5%							
Dublin's 98FM		5.0%							
Q102		5.1%							
Sunshine 106.8		4.0%							
Spin 1038		2.0%							
TXFM		0.6%							
Corks 96FM / C103			40.1%						
C103 (Corks 103FM)			18.0%						
Cork's 96FM			22.2%						
Corks Red FM			11.9%						
Mean No. of Minutes	251	236	306	226	249	254	239	250	241

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 Jan-Dec'14)		(change from Jan-Dec'14)	
	%	%	%	%
Kildare	23%	(+0)	22.5%	(+1.7)
Kilkenny/Carlow	41%	(+1)	33.9%	(+2.0)
Louth/Meath	27%	(+0)	28.1%	(-3.1)
Laois/Offaly/Westmeath	32%	(-2)	31.1%	(-1.9)
Wexford	41%	(+1)	38.6%	(+2.4)
Wicklow	31%	(-1)	20.6%	(+1)
Limerick	38%	(-2)	29.4%	(-2.8)
Tipperary	36%	(+0)	41.7%	(-1.8)
Waterford	44%	(-1)	40.8%	(+0.2)
Clare	48%	(+1)	39.9%	(+3.3)
Kerry	52%	(-2)	54.9%	(+0.3)
Galway	34%	(-1)	27.1%	(-1.8)
Mayo	59%	(-3)	54.3%	(-3.2)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	46%	(+2)	47.8%	(+1.9)
Roscommon/Longford/Sth Leitrim	49%	(+2)	46.9%	(+1.5)
Cavan/Monaghan	43%	(+1)	49.1%	(+2.6)
Donegal Nth	61%	(-1)	62.3%	(-0.1)
Donegal South/Sligo/Nth Leitrim	45%	(+1)	32.1%	(+2.1)
	*	*	*	*

These figures are the copyright of JNLR. When quoting, please acknowledge the source “JNLR/Ipsos MRBI 2015/1 (Apr 2014-Mar 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.