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## Ipsos MRBI/JNLR 2015/3 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (29<sup>th</sup> October, 2015). It covers the 12-month period from October 2014 to September 2015.

The latest results show **daily radio listening at 83%** - that is 83% of all adults, (15+), 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.

83% of Irish adults listen to the radio on an average day (-1%). More than half, 58% (=) tune into their local or regional station and 46% (=) listen 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 46.0% share (+0.1%) of all minutes while Local/regional Radio holds the majority share position with 54.0% in this reporting period.

Throughout the country, in the various regional areas, National Radio holds the majority share position in Dublin (57.7%), the wider Dublin Commuter belt (58.2%) and in the Multi-city region (50.2%) 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 (63.6%), Cork (61.8%) and South West regions (61.4%). (See T5).

Among the younger, 15-34 year old, audience in the country Local/regional Radio is in the majority share position achieving a combined share of minutes of 65.5% (+0.8%) versus 34.5% for National Radio. In particular, the Local/regional group holds its strongest share position among this age segment in Dublin (71.3%), the Dublin Commuter region (68.4%) and in Cork (68.6%). (See T7).

Among at the older 35+ age segment, National Radio holds a share of 49.6% of all minutes listened (+0.3%). However, in Regional markets among this age group, National Radio maintains a strong share position in Dublin (68.4%), the Dublin Commuter region (67.6%), and in the Multi-city area (56.0%). (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 Jul '14-Jun '15)		Weekdays (change from Jul '14-Jun '15)		Weekdays (change from Jul '14-Jun '15)		Weekdays (change from Jul '14-Jun '15)		Weekdays (change from Jul '14-Jun '15)		Weekdays (change from Jul '14-Jun '15)		Weekdays (change from Jul '14-Jun '15)		Weekdays (change from Jul '14-Jun '15)		Weekdays (change from Jul '14-Jun '15)	
Listened at all *	83%	(-1)	81%	(+0)	83%	(+0)	82%	(-1)	88%	(+0)	88%	(+0)	82%	(+1)	83%	(+1)	81%	(+0)
Any National	46%	(+0)	48%	(-1)	41%	(+0)	43%	(+0)	46%	(+0)	46%	(+1)	46%	(+0)	48%	(+0)	49%	(+0)
Any RTE Radio	35%	(+0)	36%	(-1)	31%	(+1)	32%	(-1)	34%	(+0)	34%	(+0)	34%	(-1)	36%	(+0)	37%	(+0)
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	34%	(+0)	36%	(-1)	30%	(+0)	32%	(-1)	34%	(+0)	32%	(+1)	34%	(-1)	35%	(+0)	37%	(+0)
RTÉ Radio 1	24%	(+0)	30%	(+0)	22%	(+0)	22%	(+0)	21%	(+0)	21%	(+1)	22%	(+1)	27%	(+0)	30%	(+0)
RTÉ 2FM	11%	(+0)	7%	(+0)	8%	(-1)	11%	(+0)	14%	(+1)	12%	(+1)	14%	(-2)	9%	(+0)	8%	(-1)
RTÉ Lyric FM	4%	(+0)	5%	(-1)	4%	(+0)	3%	(+0)	3%	(+1)	3%	(+0)	2%	(+0)	5%	(+1)	5%	(+0)
Today FM	13%	(+0)	9%	(-1)	12%	(+0)	13%	(-1)	15%	(+1)	14%	(+0)	15%	(+0)	12%	(+0)	10%	(-1)
Newstalk	11%	(+0)	17%	(+0)	12%	(+1)	7%	(+0)	9%	(+1)	8%	(+0)	9%	(+0)	14%	(+0)	16%	(+0)
Any Regional/Local/M-City/D-C#	58%	(+0)	48%	(+1)	65%	(+0)	60%	(-1)	65%	(+1)	68%	(+0)	57%	(+2)	55%	(+1)	48%	(+1)
Classic Hits 4FM			3%	(+0)	10%	(+0)									6%	(+0)	3%	(+0)
Radio Nova			6%	(+1)													6%	(+0)
Beat 102-103							24%	(-1)										
Spin South West									23%	(+2)								
iRadio NW											22%	(+1)						
iRadio NE													15%	(+1)				
FM104			19%	(+1)														
98FM			10%	(+0)														
Q102			9%	(+0)														
Sunshine 106.8			6%	(+1)														
Spin 1038			14%	(-1)														
TXFM			2%	(+0)														
Corks 96FM / C103					40%	(+0)												
C103 (Corks 103FM)					15%	(+0)												
Cork's 96FM					28%	(+0)												
Corks Red FM					30%	(+0)												

# 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 *	77%	72%	79%	79%	81%	87%	71%	76%	72%
Any National	23%	14%	25%	22%	25%	29%	25%	21%	18%
Any RTE Radio	16%	9%	15%	13%	18%	22%	17%	14%	11%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	15%	9%	15%	13%	18%	21%	16%	13%	10%
RTE Radio 1	5%	4%	1%	4%	2%	7%	7%	4%	5%
RTE 2FM	12%	5%	15%	9%	16%	16%	11%	10%	6%
RTE Lyric FM	1%	1%	1%	2%	1%		1%	1%	1%
Today FM	9%	3%	12%	12%	8%	9%	14%	8%	6%
Newstalk	4%	5%	3%	3%	3%	3%	4%	4%	5%
Any Regional/Local/M-City/D-C#	69%	66%	73%	72%	70%	80%	63%	69%	65%
Classic Hits 4FM		1%	8%					3%	2%
Radio Nova		5%							6%
Beat 102-103				61%					
Spin South West					66%				
iRadio NW						70%			
iRadio NE							39%		
FM104		32%							
98FM		11%							
Q102		7%							
Sunshine 106.8		2%							
Spin 1038		42%							
TXFM		2%							
Corks 96FM / C103			23%						
C103 (Corks 103FM)			3%						
Cork's 96FM			22%						
Corks Red FM			61%						

\* 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%	76%	80%	82%	84%	76%	77%	76%
Any National	33%	26%	32%	32%	39%	38%	37%	31%	28%
Any RTE Radio	20%	15%	17%	19%	24%	26%	25%	18%	16%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	20%	14%	17%	19%	24%	24%	24%	18%	16%
RTE Radio 1	7%	8%	4%	7%	5%	8%	8%	7%	8%
RTE 2FM	14%	7%	13%	13%	20%	18%	18%	11%	8%
RTE Lyric FM	1%	2%	0%	1%	1%	1%	1%	2%	2%
Today FM	14%	8%	15%	17%	20%	17%	19%	13%	10%
Newstalk	8%	11%	8%	5%	5%	5%	7%	9%	10%
Any Regional/Local/M-City/D-C#	63%	62%	65%	64%	63%	68%	60%	63%	62%
Classic Hits 4FM		2%	9%					5%	2%
Radio Nova		7%							8%
Beat 102-103				52%					
Spin South West					50%				
iRadio NW						53%			
iRadio NE							32%		
FM104		31%							
98FM		14%							
Q102		10%							
Sunshine 106.8		3%							
Spin 1038		31%							
TXFM		3%							
Corks 96FM / C103			25%						
C103 (Corks 103FM)			4%						
Cork's 96FM			23%						
Corks Red FM			50%						

\* 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%	84%	90%	90%	85%	86%	85%
Any National	52%	61%	46%	48%	49%	49%	50%	56%	61%
Any RTE Radio	42%	49%	38%	39%	39%	38%	39%	45%	49%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	41%	49%	37%	38%	38%	36%	39%	44%	49%
RTE Radio 1	33%	42%	32%	29%	28%	26%	29%	37%	42%
RTE 2FM	9%	7%	6%	10%	11%	10%	12%	8%	8%
RTE Lyric FM	5%	8%	6%	4%	4%	3%	3%	6%	7%
Today FM	12%	10%	11%	11%	12%	13%	14%	12%	11%
Newstalk	13%	20%	13%	8%	10%	10%	11%	16%	19%
Any Regional/Local/M-City/D-C#	56%	40%	65%	57%	67%	68%	55%	50%	41%
Classic Hits 4FM		4%	11%					7%	4%
Radio Nova		6%							6%
Beat 102-103				11%					
Spin South West					11%				
iRadio NW						9%			
iRadio NE							6%		
FM104		12%							
98FM		9%							
Q102		8%							
Sunshine 106.8		7%							
Spin 1038		5%							
TXFM		1%							
Corks 96FM / C103			48%						
C103 (Corks 103FM)			21%						
Cork's 96FM			30%						
Corks Red FM			20%						

\* 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 Jul '14-Jul '15)		Weekdays (change from Jul '14-Jul '15)		Weekdays (change from Jul '14-Jul '15)		Weekdays (change from Jul '14-Jul '15)		Weekdays (change from Jul '14-Jul '15)		Weekdays (change from Jul '14-Jul '15)		Weekdays (change from Jul '14-Jul '15)		Weekdays (change from Jul '14-Jul '15)		Weekdays (change from Jul '14-Jul '15)	
Any National	46.0%	(+0.1)	57.7%	(-0.5)	38.2%	(+1.4)	44.3%	(-1.2)	38.6%	(-0.6)	36.4%	(+0.4)	47.9%	(+1.1)	50.2%	(+0.4)	58.2%	(+0.2)
Any RTE Radio	31.5%	(+0)	41.4%	(-0.3)	24.3%	(+0.5)	30.6%	(-0.1)	25.6%	(-0.4)	24.0%	(+0.5)	32.3%	(+0.7)	34.3%	(+0)	41.4%	(+0.2)
RTÉ Radio 1	22.3%	(+0.4)	34.0%	(+0.2)	17.2%	(+0.2)	20.9%	(+0.3)	15.9%	(-0.6)	13.7%	(+0.2)	21.0%	(+2.3)	25.7%	(+0.1)	33.2%	(+0.7)
RTÉ 2FM	6.8%	(-0.3)	4.1%	(-0.4)	4.9%	(+0.3)	7.9%	(-0.5)	7.9%	(-0.3)	6.9%	(+0.6)	9.9%	(-1.2)	5.5%	(+0)	4.9%	(-0.4)
RTÉ Lyric FM	1.9%	(+0)	3.1%	(-0.1)	1.8%	(-0.1)	1.6%	(+0)	1.6%	(+0.6)	1.5%	(+0.1)	1.2%	(-0.2)	2.4%	(+0)	3.0%	(-0.1)
Today FM	7.9%	(+0)	5.9%	(-0.3)	7.1%	(+0.5)	9.7%	(-0.9)	8.7%	(+0.4)	8.4%	(-0.2)	9.3%	(-0.1)	7.6%	(+0.3)	6.7%	(-0.1)
Newstalk	6.6%	(+0)	10.4%	(+0.1)	6.8%	(+0.3)	4.0%	(-0.2)	4.4%	(-0.5)	4.0%	(+0)	6.3%	(+0.4)	8.3%	(+0.1)	10.1%	(+0.1)
Any Regional/Local/M-City/D-C#	54.0%	(-0.1)	42.3%	(+0.5)	61.8%	(-1.4)	55.7%	(+1.2)	61.4%	(+0.6)	63.6%	(-0.4)	52.1%	(-1.1)	49.8%	(-0.4)	41.8%	(-0.2)
Classic Hits 4FM			2.3%	(-0.3)	6.7%	(-0.5)									3.8%	(-0.3)	2.2%	(-0.1)
Radio Nova			3.8%	(+0.3)													4.0%	(+0.4)
Beat 102-103							15.9%	(+0.3)										
Spin South West									11.3%	(+0.4)								
iRadio NW											13.6%	(+0.6)						
iRadio NE													9.3%	(-0.1)				
FM104			11.0%	(-0.1)														
98FM			6.2%	(-0.2)														
Q102			6.1%	(+0.9)														
Sunshine 106.8			4.4%	(+0.4)														
Spin 1038			7.0%	(-0.1)														
TXFM			0.8%	(-0.2)														
Corks 96FM / C103					34.2%	(-0.4)												
C103 (Corks 103FM)					13.6%	(-0.4)												
Cork's 96FM					20.6%	(+0)												
Corks Red FM					20.4%	(-0.2)												
Mean No. of Minutes	229	(+0)	216	(+2)	286	(-1)	201	(-4)	222	(+0)	242	(+7)	215	(-1)	232	(+2)	219	(+1)

# 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	22.3%	17.2%	21.8%	23.1%	23.6%	21.2%	24.4%	21.3%	20.1%
Any RTE Radio	12.7%	9.2%	9.8%	11.7%	16.7%	13.8%	11.6%	11.4%	10.1%
RTE Radio 1	3.1%	4.4%	0.3%	2.5%	1.4%	3.6%	3.7%	2.9%	4.9%
RTE 2FM	8.8%	3.7%	8.9%	8.2%	15.3%	9.0%	7.4%	7.5%	4.3%
RTE Lyric FM	0.4%	0.9%	0.3%	1.1%	0.1%		0.3%	0.4%	0.7%
Today FM	6.8%	3.2%	9.2%	9.4%	5.9%	4.9%	10.0%	6.5%	5.2%
Newstalk	2.9%	4.9%	2.7%	1.9%	1.0%	2.5%	2.8%	3.4%	4.7%
Any Regional/Local/M-City/D-C#	77.7%	82.8%	78.2%	76.9%	76.4%	78.8%	75.6%	78.7%	79.9%
Classic Hits 4FM		2.2%	5.4%					3.0%	2.1%
Radio Nova		2.4%							4.1%
Beat 102-103				56.8%					
Spin South West					63.8%				
iRadio NW						60.0%			
iRadio NE							38.3%		
FM104		24.0%							
98FM		9.9%							
Q102		6.5%							
Sunshine 106.8		1.2%							
Spin 1038		34.0%							
TXFM		1.1%							
Corks 96FM / C103			23.8%						
C103 (Corks 103FM)			0.7%						
Cork's 96FM			23.1%						
Corks Red FM			48.3%						
Mean No. of Minutes	149	148	184	132	130	156	134	155	150

# 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	34.5%	28.7%	31.4%	35.4%	40.8%	34.7%	40.0%	33.0%	31.6%
Any RTE Radio	17.5%	14.4%	13.4%	15.8%	21.5%	18.3%	20.4%	15.8%	15.7%
RTE Radio 1	5.7%	8.4%	3.0%	4.5%	3.1%	4.9%	5.5%	6.2%	8.8%
RTE 2FM	10.9%	4.8%	10.1%	10.8%	17.5%	11.7%	14.3%	8.5%	5.7%
RTE Lyric FM	0.7%	1.0%	0.1%	0.5%	0.8%	0.8%	0.4%	0.7%	1.0%
Today FM	11.5%	5.8%	11.2%	16.3%	16.9%	12.8%	14.5%	10.2%	7.7%
Newstalk	5.6%	8.5%	6.8%	3.3%	2.4%	3.6%	5.1%	6.9%	8.2%
Any Regional/Local/M-City/D-C#	65.5%	71.3%	68.6%	64.6%	59.2%	65.3%	60.0%	67.0%	68.4%
Classic Hits 4FM		1.8%	6.0%					3.1%	1.8%
Radio Nova		4.0%							4.5%
Beat 102-103				46.0%					
Spin South West					37.0%				
iRadio NW						44.8%			
iRadio NE							26.8%		
FM104		22.1%							
98FM		9.6%							
Q102		8.4%							
Sunshine 106.8		2.2%							
Spin 1038		21.2%							
TXFM		1.7%							
Corks 96FM / C103			21.9%						
C103 (Corks 103FM)			2.6%						
Cork's 96FM			19.3%						
Corks Red FM			40.2%						
Mean No. of Minutes	180	171	233	158	161	186	172	183	173

# 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	49.6%	68.4%	40.5%	47.1%	38.1%	36.9%	50.4%	56.0%	67.6%
Any RTE Radio	36.0%	51.3%	28.1%	35.1%	26.6%	25.5%	36.1%	40.6%	50.5%
RTE Radio 1	27.5%	43.4%	22.1%	26.0%	19.1%	16.1%	25.8%	32.3%	41.8%
RTE 2FM	5.5%	3.8%	3.2%	7.0%	5.4%	5.6%	8.5%	4.6%	4.7%
RTE Lyric FM	2.3%	3.9%	2.3%	1.9%	1.8%	1.7%	1.4%	2.9%	3.7%
Today FM	6.7%	5.9%	5.7%	7.7%	6.6%	7.2%	7.7%	6.7%	6.3%
Newstalk	6.9%	11.1%	6.8%	4.3%	4.8%	4.1%	6.6%	8.7%	10.8%
Any Regional/Local/M-City/D-C#	50.4%	31.6%	59.5%	52.9%	61.9%	63.1%	49.6%	44.0%	32.4%
Classic Hits 4FM		2.6%	7.0%					4.0%	2.4%
Radio Nova		3.7%							3.8%
Beat 102-103				6.6%					
Spin South West					4.8%				
iRadio NW						5.1%			
iRadio NE							3.7%		
FM104		6.9%							
98FM		5.0%							
Q102		5.2%							
Sunshine 106.8		5.2%							
Spin 1038		1.7%							
TXFM		0.5%							
Corks 96FM / C103			38.4%						
C103 (Corks 103FM)			17.4%						
Cork's 96FM			21.0%						
Corks Red FM			13.6%						
Mean No. of Minutes	251	239	309	220	245	263	233	255	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 Jul'14-Jun'15)		(change from Jul'14-Jun '15)	
	%	%	%	%
Kildare	24%	(+0)	19.9%	(-3.0)
Louth/Meath	31%	(+2)	28.6%	(-0.3)
Kilkenny/Carlow	34%	(-4)	35.3%	(-0.5)
Laois/Offaly/Westmeath	34%	(+1)	37.4%	(+0.3)
Wexford	42%	(+1)	37.6%	(+1.9)
Wicklow	29%	(-1)	23.8%	(+0.8)
Limerick	41%	(+4)	33.0%	(+3.9)
Tipperary	34%	(-2)	41.3%	(-0.6)
Waterford	41%	(-1)	37.2%	(-1.4)
Clare	47%	(+0)	46.0%	(+5.2)
Kerry	50%	(-2)	54.4%	(-1.2)
Galway	33%	(-1)	29.3%	(-0.2)
Mayo	58%	(+0)	55.2%	(+0.9)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	46%	(-2)	44.2%	(-3.3)
Roscommon/Longford/Sth Leitrim	48%	(+0)	41.5%	(-2.5)
Cavan/Monaghan	45%	(-3)	47.6%	(-4.5)
Donegal South/Sligo/Nth Leitrim	45%	(+0)	33.2%	(+1.1)
Donegal Nth	62%	(+2)	63.3%	(-0.3)

These figures are the copyright of JNLR. When quoting, please acknowledge the source “JNLR/Ipsos MRBI 2015/3 (October 2014-September 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.