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2

JNLR  
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 REPORT TWO 2017

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Ipsos MRBI

## Ipsos MRBI/JNLR 2017/2 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (27<sup>th</sup> July 2017). It covers the 12-month period from July 2016 to June 2017.

The latest results show **daily radio listening at 82%** - that is 82% of all adults – more than 3 million listeners (15+), listening every weekday.

A total of **c16,825** 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 keytop 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.

82% of Irish adults listen to the radio on an average day. More than half, 57% (+1%) tune into their local or regional station and 44% (=) listen to a national station. Among the younger, 15 to 34-year market, 77% (+1%) listen daily.

Irish radio 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 45.0% share (-0.7%) of all minutes while Local/Regional Radio holds the majority share position with 55.0% (+0.7%) in this reporting period.

Throughout the country, across the various regional areas, National Radio holds the majority share position in Dublin (56.7%) and the greater Dublin Commuter belt (55.0%) 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 (62.2%), Cork (61.4%), and South West regions (58.2%). (See T5).

Among the younger, 15-34, audience in the country Local/regional Radio is in the majority share position achieving a combined share of minutes of 67.3% (+0.2) versus 32.7% for National Radio. In particular, the Local/regional group holds its strongest share position among this age segment in Dublin (71.0%), in the Dublin Commuter region (71.0%), in the South East (70%) and in Cork (69.8%). (See T7).

Among the older 35+ age segment, Local/Regional radio is marginally ahead in terms of share of all minutes listened, 51.2% (+0.8%) compared to National radio. However, in regional markets among this age group, National Radio holds the majority share in Dublin (66.2%), the Dublin Commuter region (63.5%), and in the Multi-city area (54.1%). (See T8).

Local radio continues to be a strong performer 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, Northern Sound, MWR and Radio Kerry hold the majority share position in their respective franchise areas. (T9).

The population estimates in this report are based on Census 2016 data provided by the CSO.

(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 Apr'16 - Mar'17)		Weekdays (change from Apr'16 - Mar'17)		Weekdays (change from Apr'16 - Mar'17)		Weekdays (change from Apr'16 - Mar'17)		Weekdays (change from Apr'16 - Mar'17)		Weekdays (change from Apr'16 - Mar'17)		Weekdays (change from Apr'16 - Mar'17)		Weekdays (change from Apr'16 - Mar'17)		Weekdays (change from Apr'16 - Mar'17)	
Listened at all *	82%	+0	75%	+0	85%	+2	84%	+1	87%	+0	89%	+0	82%	+0	80%	+0	77%	+0
Any National	44%	+0	43%	+0	46%	+2	45%	+0	46%	+0	47%	+1	41%	-1	45%	+0	44%	+0
Any RTE Radio	34%	+0	34%	+0	37%	+2	34%	+0	34%	+0	35%	+1	30%	-2	35%	+0	34%	+0
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	34%	+0	34%	+0	37%	+2	34%	+0	34%	+0	34%	+1	30%	-1	35%	+1	34%	+0
RTÉ Radio 1	24%	+0	29%	+0	26%	+2	22%	+0	22%	-1	22%	+1	19%	-1	27%	+1	28%	+0
RTÉ 2FM	10%	+0	5%	+0	11%	+0	12%	+0	12%	+1	12%	+1	12%	+0	8%	+0	6%	+0
RTÉ Lyric FM	4%	+0	5%	+0	6%	+0	3%	-1	4%	+1	3%	+0	2%	+1	5%	+0	5%	+0
Today FM	10%	-1	6%	+0	12%	+0	13%	-1	13%	-2	14%	+0	11%	+0	9%	+0	6%	-1
Newstalk	10%	+0	14%	+0	9%	+0	8%	-1	9%	+0	8%	+0	9%	+1	12%	+0	14%	+0
Any Regional/Local/M-City/D-C#	57%	+1	43%	+0	67%	+2	60%	+1	64%	+0	69%	+0	56%	+0	53%	+0	45%	+0
Classic Hits 4FM			3%	+1	12%	+1									6%	+0	3%	+1
Radio Nova			5%	+0													5%	+0
Beat 102-103							25%	+2										
Spin South West									22%	+0								
iRadio NW											23%	+1						
iRadio NE													12%	-1				
FM104			16%	+0														
98FM			10%	+0														
Q102			8%	+0														
Sunshine 106.8			5%	+0														
Spin 1038			12%	-1														
Corks 96FM / C103					39%	+0												
C103 (Corks 103FM)					16%	-1												
Cork's 96FM					27%	+1												
Corks Red FM					32%	+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 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 *	75%	66%	79%	79%	79%	87%	72%	72%	67%
Any National	22%	13%	30%	24%	29%	30%	17%	20%	14%
Any RTE Radio	16%	11%	21%	16%	24%	24%	11%	15%	11%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	16%	11%	21%	16%	23%	22%	11%	15%	11%
RTE Radio 1	5%	6%	4%	3%	3%	6%	3%	5%	6%
RTE 2FM	11%	4%	19%	13%	21%	17%	8%	10%	5%
RTE Lyric FM	1%	1%	3%	0%	1%	0%		1%	1%
Today FM	7%	2%	14%	10%	8%	9%	6%	6%	3%
Newstalk	3%	2%	6%	2%	2%	2%	2%	3%	2%
Any Regional/Local/M-City/D-C#	66%	57%	70%	73%	64%	80%	62%	63%	58%
Classic Hits 4FM		1%	12%					4%	1%
Radio Nova		3%							3%
Beat 102-103				66%					
Spin South West					56%				
iRadio NW						64%			
iRadio NE							34%		
FM104		26%							
98FM		10%							
Q102		5%							
Sunshine 106.8		3%							
Spin 1038		35%							
Corks 96FM / C103			28%						
C103 (Corks 103FM)			7%						
Cork's 96FM			24%						
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 a local station, 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 *	77%	69%	81%	80%	81%	86%	76%	74%	70%
Any National	31%	23%	35%	32%	40%	39%	31%	29%	24%
Any RTE Radio	20%	14%	24%	19%	27%	26%	19%	18%	14%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	20%	14%	24%	19%	26%	24%	19%	18%	14%
RTE Radio 1	6%	8%	6%	3%	4%	7%	5%	7%	8%
RTE 2FM	13%	5%	18%	16%	23%	19%	15%	11%	6%
RTE Lyric FM	1%	2%	3%	1%	1%	1%	0%	2%	2%
Today FM	12%	5%	15%	15%	18%	16%	11%	10%	7%
Newstalk	6%	8%	7%	3%	5%	5%	5%	7%	8%
Any Regional/Local/M-City/D-C#	61%	54%	68%	65%	61%	72%	57%	59%	55%
Classic Hits 4FM		2%	13%					6%	2%
Radio Nova		5%							5%
Beat 102-103				54%					
Spin South West					47%				
iRadio NW						51%			
iRadio NE							26%		
FM104		24%							
98FM		13%							
Q102		8%							
Sunshine 106.8		3%							
Spin 1038		24%							
Corks 96FM / C103			25%						
C103 (Corks 103FM)			6%						
Cork's 96FM			22%						
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 a local station, 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 *	85%	79%	87%	86%	90%	90%	84%	83%	80%
Any National	51%	55%	51%	51%	49%	50%	46%	54%	55%
Any RTE Radio	41%	47%	43%	40%	38%	39%	36%	45%	46%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	41%	47%	43%	40%	37%	38%	36%	44%	46%
RTE Radio 1	33%	41%	35%	31%	30%	28%	26%	38%	40%
RTE 2FM	8%	5%	8%	11%	7%	10%	10%	7%	6%
RTE Lyric FM	5%	7%	7%	4%	5%	4%	2%	7%	7%
Today FM	10%	6%	11%	13%	11%	13%	10%	9%	6%
Newstalk	12%	17%	10%	11%	11%	9%	11%	15%	17%
Any Regional/Local/M-City/D-C#	55%	37%	67%	58%	66%	68%	55%	49%	39%
Classic Hits 4FM		3%	11%					6%	3%
Radio Nova		5%							5%
Beat 102-103				12%					
Spin South West					11%				
iRadio NW						11%			
iRadio NE							6%		
FM104		12%							
98FM		8%							
Q102		8%							
Sunshine 106.8		6%							
Spin 1038		5%							
Corks 96FM / C103			46%						
C103 (Corks 103FM)			21%						
Cork's 96FM			30%						
Corks Red FM			23%						

\* 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 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'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)		Weekdays (change from Jan-Dec'16)	
Any National	45.0%	-0.7	56.7%	-1.2	38.6%	+0.9	43.1%	-2.4	41.8%	+0.1	37.8%	-0.8	43.3%	-1.0	48.4%	-0.4	55.0%	-1.2
Any RTE Radio	31.6%	-0.6	43.4%	-0.2	25.8%	+0.3	29.4%	-1.6	27.3%	-0.7	24.6%	+0.3	29.5%	-2.3	34.7%	-0.4	41.3%	-0.8
RTÉ Radio 1	23.0%	-0.8	36.4%	-0.1	17.5%	-0.2	20.5%	-1.0	17.7%	-2.1	15.3%	+0.1	21.2%	-2.2	26.6%	-0.4	34.3%	-0.5
RTÉ 2FM	6.4%	+0.3	3.6%	+0.2	5.4%	+0.1	7.1%	-0.2	7.7%	+1.2	7.0%	+0.4	7.6%	-0.4	5.2%	+0.1	4.1%	-0.1
RTÉ Lyric FM	2.0%	+0	3.2%	-0.3	2.8%	+0.3	1.6%	-0.6	1.7%	+0.2	1.4%	-0.1	0.7%	+0.2	2.6%	+0	2.8%	-0.2
Today FM	7.4%	-0.3	3.8%	-0.5	8.2%	+0.7	9.3%	-0.2	9.2%	-0.1	9.5%	-0.6	7.5%	-0.5	6.6%	+0.2	4.3%	-0.2
Newstalk	6.0%	+0.2	9.6%	-0.4	4.6%	-0.1	4.5%	-0.4	5.2%	+0.9	3.7%	-0.5	6.3%	+1.7	7.2%	-0.1	9.3%	-0.2
Any Regional/Local/M-City/D-C#	55.0%	+0.7	43.3%	+1.2	61.4%	-0.9	56.9%	+2.4	58.2%	-0.1	62.2%	+0.8	56.7%	+1.0	51.6%	+0.4	45.0%	+1.2
Classic Hits 4FM			2.0%	+0.2	6.8%	+0.3									4.3%	+0.3	2.1%	+0.1
Radio Nova			4.1%	+0.4													4.1%	+0.2
Beat 102-103							15.5%	+0.7										
Spin South West									11.8%	+0.8								
iRadio NW											12.9%	+0.1						
iRadio NE													7.9%	-0.4				
FM104			10.9%	+0.5														
98FM			7.1%	-0.4														
Q102			6.2%	+0.3														
Sunshine 106.8			5.0%	+0.7														
Spin 1038			6.6%	-0.4														
Corks 96FM / C103					31.7%	-0.9												
C103 (Corks 103FM)					11.0%	-1.9												
Cork's 96FM					20.7%	+1.1												
Corks Red FM					22.0%	-0.2												
Mean No. of Minutes	<b>231</b>	<b>+0</b>	<b>214</b>	<b>+1</b>	<b>301</b>	<b>+4</b>	<b>222</b>	<b>-2</b>	<b>209</b>	<b>+1</b>	<b>235</b>	<b>-5</b>	<b>220</b>	<b>+1</b>	<b>232</b>	<b>+0</b>	<b>218</b>	<b>+0</b>

# Any regional/local/M-City/D-C includes any audience to a local station, 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	22.8%	15.9%	29.4%	22.0%	32.8%	21.3%	18.1%	23.5%	17.9%
Any RTE Radio	15.2%	11.2%	17.7%	15.1%	25.7%	14.0%	11.2%	15.0%	11.7%
RTE Radio 1	3.5%	5.9%	2.2%	3.7%	1.1%	3.9%	2.0%	3.7%	5.9%
RTE 2FM	10.9%	4.0%	15.0%	10.7%	24.5%	8.7%	9.2%	10.4%	4.8%
RTE Lyric FM	0.5%	1.3%	0.5%	0.7%		0.3%		0.6%	1.1%
Today FM	5.9%	3.1%	8.6%	6.2%	6.5%	6.2%	5.5%	6.6%	4.3%
Newstalk	1.7%	1.6%	3.1%	0.6%	0.6%	1.1%	1.4%	1.9%	1.8%
Any Regional/Local/M-City/D-C#	77.2%	84.1%	70.6%	78.0%	67.2%	78.7%	81.9%	76.5%	82.1%
Classic Hits 4FM		0.8%	6.4%					3.0%	0.9%
Radio Nova		4.1%							3.9%
Beat 102-103				61.8%					
Spin South West					52.9%				
iRadio NW						53.9%			
iRadio NE							38.0%		
FM104		20.6%							
98FM		12.3%							
Q102		6.7%							
Sunshine 106.8		2.4%							
Spin 1038		35.4%							
Corks 96FM / C103			16.2%						
C103 (Corks 103FM)			3.6%						
Cork's 96FM			12.6%						
Corks Red FM			44.0%						
Mean No. of Minutes	157	143	243	158	122	157	137	162	141

# Any regional/local/M-City/D-C includes any audience to a local station, 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	32.7%	29.0%	30.2%	30.0%	45.4%	34.2%	32.3%	31.4%	29.0%
Any RTE Radio	17.6%	14.2%	16.0%	16.9%	25.8%	17.7%	18.1%	16.1%	14.0%
RTE Radio 1	4.8%	8.0%	3.4%	3.8%	2.7%	4.0%	4.4%	5.1%	7.2%
RTE 2FM	11.8%	4.6%	11.5%	12.3%	22.7%	12.7%	13.4%	9.7%	5.3%
RTE Lyric FM	0.9%	1.6%	1.0%	0.7%	0.4%	0.3%	0.3%	1.1%	1.5%
Today FM	10.6%	5.9%	10.1%	12.2%	17.7%	13.9%	10.9%	9.6%	6.9%
Newstalk	4.4%	8.9%	4.1%	0.9%	2.0%	2.6%	3.4%	5.7%	8.1%
Any Regional/Local/M-City/D-C#	67.3%	71.0%	69.8%	70.0%	54.6%	65.8%	67.7%	68.6%	71.0%
Classic Hits 4FM		1.5%	9.1%					4.8%	1.4%
Radio Nova		5.6%							6.1%
Beat 102-103				49.4%					
Spin South West					35.7%				
iRadio NW						38.9%			
iRadio NE							24.1%		
FM104		19.0%							
98FM		11.7%							
Q102		7.6%							
Sunshine 106.8		4.5%							
Spin 1038		19.4%							
Corks 96FM / C103			18.7%						
C103 (Corks 103FM)			3.2%						
Cork's 96FM			15.4%						
Corks Red FM			39.9%						
Mean No. of Minutes	182	167	267	170	159	185	161	186	166

# Any regional/local/M-City/D-C includes any audience to a local station, 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	48.8%	66.2%	41.7%	46.7%	40.7%	38.8%	46.3%	54.1%	63.5%
Any RTE Radio	36.0%	53.4%	29.5%	32.8%	27.8%	26.6%	32.6%	40.9%	50.3%
RTE Radio 1	28.6%	46.2%	22.7%	25.1%	21.8%	18.6%	25.8%	33.9%	43.1%
RTE 2FM	4.7%	3.3%	3.1%	5.6%	3.6%	5.3%	6.0%	3.6%	3.7%
RTE Lyric FM	2.4%	3.8%	3.5%	1.9%	2.0%	1.7%	0.8%	3.1%	3.3%
Today FM	6.4%	3.0%	7.5%	8.5%	6.9%	8.2%	6.6%	5.5%	3.5%
Newstalk	6.5%	9.8%	4.8%	5.4%	6.1%	4.0%	7.1%	7.7%	9.7%
Any Regional/Local/M-City/D-C#	51.2%	33.8%	58.3%	53.3%	59.3%	61.2%	53.7%	45.9%	36.5%
Classic Hits 4FM		2.2%	5.9%					4.1%	2.4%
Radio Nova		3.6%							3.4%
Beat 102-103				6.3%					
Spin South West					5.2%				
iRadio NW						5.4%			
iRadio NE							3.5%		
FM104		8.1%							
98FM		5.5%							
Q102		5.8%							
Sunshine 106.8		5.2%							
Spin 1038		2.3%							
Corks 96FM / C103			36.6%						
C103 (Corks 103FM)			13.9%						
Cork's 96FM			22.7%						
Corks Red FM			15.4%						
Mean No. of Minutes	252	237	316	243	228	255	244	254	244

# Any regional/local/M-City/D-C includes any audience to a local station, 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 Apr'16-Mar'17)		(change from Apr'16-Mar'17)	
	%	%	%	%
Kildare	24.0%	+4	25.9%	+4.7
Louth/Meath	27.0%	-1	35.9%	+2.3
Kilkenny/Carlow	36.0%	+1	35.0%	+3.4
Laois/Offaly/Westmeath	33.0%	-1	32.5%	-1.0
Wexford	40.0%	-2	40.0%	+0.1
Wicklow	26.0%	-4	24.6%	-0.1
Limerick	39.0%	+1	29.8%	-0.2
Tipperary	35.0%	+0	35.3%	-0.1
Waterford	38.0%	-2	35.6%	-2.1
Clare	47.0%	-2	40.7%	-3.4
Kerry	48.0%	+1	50.6%	-1.4
Galway	30.0%	-2	27.2%	-0.5
Mayo	59.0%	+1	54.2%	+2.5
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	51.0%	+2	51.0%	+0.3
Roscommon/Longford/Sth Leitrim	53.0%	+1	48.2%	+0.9
Cavan/Monaghan	49.0%	+2	54.2%	-0.6
Donegal South/Sligo/Nth Leitrim	46.0%	+0	29.6%	-3.8
Donegal Nth	56.0%	+1	59.5%	+3.0

\* \* \* \* \*

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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.