



PRESS
RELEASE

REPORT FOUR 2018
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Ipsos MRBI/JNLR 2018/4 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (7th February 2018). It covers the 12-month period from January to December 2018.

The latest results show more than 3.17 million listeners (15+) tune into radio every weekday – that is **daily radio listening at 83%** of all adults.

A total of **c16,900** 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.

A large majority of Irish adults - 83% (+1) - listen to the radio on an average day. More than half, 57% (=) 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 45.2% share (=) of all minutes while Local/Regional Radio holds the majority share position with 54.8% (=) in this reporting period.

Across the various regional areas throughout the country, National Radio holds the majority share position in Dublin (54.0%) and the greater Dublin Commuter belt (54.3%) while Local/regional radio is in the majority in the other regions throughout the country, in particular, achieving its highest share position in Cork (65.3%), the North West (59.8%) 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 64.6% (+1.3%) versus 35.4% (-1.3%) for National Radio. In particular, the Local/regional group holds its strongest share position among this age segment in Dublin (71.4%), in the Dublin Commuter region (69.0%) and in Cork (69.9%).

Among the older 35+ age segment, Local/Regional radio is slightly ahead in terms of share of all minutes listened, 52.0% (-0.4%) compared to National radio. However, in regional markets among this age group, National Radio holds the majority share in Dublin (61.9%), the Dublin Commuter region (61.5%), the Multi-city area (51.1%) and the North East & Midlands area (50.8%). (See T8).

Local radio continues to perform strongly 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 and MWR hold the majority share position (50%+) in their respective franchise areas. (T9).

The population estimates in this report are based on Labour Force Survey estimates 2018 provided by the CSO.

(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 (Oct'17-Sep'18))		(change from (Oct'17-Sep'18))		(change from (Oct'17-Sep'18))		(change from (Oct'17-Sep'18))		(change from (Oct'17-Sep'18))		(change from (Oct'17-Sep'18))		(change from (Oct'17-Sep'18))		(change from (Oct'17-Sep'18))		(change from (Oct'17-Sep'18))	
Listened at all *	83%	+1	76%	+1	86%	+1	83%	+1	86%	+0	89%	+0	83%	+0	80%	+0	77%	+1
Any National	44%	+0	43%	+1	41%	+1	44%	+0	46%	+0	46%	-2	45%	+1	44%	+1	44%	+1
Any RTE Radio	33%	+0	32%	+0	32%	+0	32%	+0	34%	+0	35%	-1	33%	+1	33%	+0	33%	+0
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	33%	+0	32%	+0	32%	+0	32%	+0	33%	+0	34%	+0	33%	+1	33%	+1	33%	+1
RTÉ Radio 1	23%	+0	26%	+0	21%	-1	22%	+1	21%	-1	22%	+1	20%	+1	24%	+0	26%	+0
RTÉ 2FM	10%	+0	6%	+0	10%	+0	11%	+1	13%	+1	12%	-1	14%	+1	9%	+0	7%	+0
RTÉ Lyric FM	3%	+0	3%	-1	4%	+1	3%	+0	3%	+0	3%	+0	2%	+0	3%	+0	3%	-1
Today FM	11%	+0	7%	+0	8%	+0	12%	-1	15%	+1	13%	-1%	12%	+0	9%	+0	8%	+1
Newstalk	11%	+0	15%	+0	9%	+1	9%	+0	9%	+0	9%	+1	10%	+0	12%	+0	14%	+0
Any Regional/Local/M-City/D-C#	57%	+0	46%	+1	68%	+0	58%	+1	61%	+0	69%	+0	56%	+0	54%	+1	47%	+1
Classic Hits 4FM			4%	+0	10%	-1									6%	-1	4%	+0
Radio Nova			5%	+0													6%	+0
Beat 102-103							22%	+1										
Spin South West									21%	-1								
iRadio NW											22%	+0						
iRadio NE													13%	+0				
FM104			16%	+0														
98FM			11%	+0														
Q102			9%	+1														
Sunshine 106.8			7%	+0														
Spin 1038			13%	+0														
Corks 96FM / C103					41%	+0												
C103 (Corks 103FM)					18%	+1												
Cork's 96FM					27%	-1												
Corks Red FM					36%	+3												

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 *	76%	65%	79%	81%	77%	86%	78%	72%	67%
Any National	24%	14%	32%	25%	29%	27%	29%	22%	17%
Any RTE Radio	17%	8%	24%	17%	21%	22%	18%	15%	11%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	16%	8%	24%	16%	20%	19%	18%	15%	11%
RTE Radio 1	4%	5%	2%	4%	3%	6%	5%	4%	5%
RTE 2FM	12%	4%	20%	13%	18%	14%	13%	10%	5%
RTE Lyric FM	1%	1%	1%	0%	1%	1%	1%	1%	1%
Today FM	8%	4%	9%	13%	8%	8%	10%	6%	5%
Newstalk	4%	3%	5%	3%	4%	2%	5%	4%	3%
Any Regional/Local/M-City/D-C#	66%	59%	67%	72%	60%	75%	67%	62%	59%
Classic Hits 4FM		2%	4%					3%	2%
Radio Nova		4%							4%
Beat 102-103				58%					
Spin South West					56%				
iRadio NW						63%			
iRadio NE							37%		
FM104		24%							
98FM		9%							
Q102		5%							
Sunshine 106.8		4%							
Spin 1038		38%							
Corks 96FM / C103			25%						
C103 (Corks 103FM)			2%						
Cork's 96FM			24%						
Corks Red FM			58%						

* 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%	82%	78%	79%	85%	80%	74%	71%
Any National	32%	23%	33%	31%	40%	38%	38%	29%	25%
Any RTE Radio	20%	13%	23%	20%	27%	26%	23%	18%	15%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	20%	13%	23%	20%	26%	25%	23%	18%	15%
RTE Radio 1	6%	7%	4%	6%	6%	8%	6%	7%	8%
RTE 2FM	14%	5%	19%	15%	21%	18%	17%	11%	7%
RTE Lyric FM	1%	1%	1%	1%	2%	2%	1%	1%	1%
Today FM	11%	6%	8%	15%	16%	15%	14%	9%	7%
Newstalk	7%	8%	7%	5%	7%	4%	8%	8%	9%
Any Regional/Local/M-City/D-C#	61%	56%	68%	64%	56%	67%	60%	59%	57%
Classic Hits 4FM		3%	7%					5%	3%
Radio Nova		6%							6%
Beat 102-103				48%					
Spin South West					45%				
iRadio NW						49%			
iRadio NE							28%		
FM104		25%							
98FM		13%							
Q102		9%							
Sunshine 106.8		5%							
Spin 1038		27%							
Corks 96FM / C103			28%						
C103 (Corks 103FM)			4%						
Cork's 96FM			25%						
Corks Red FM			53%						

* 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%	80%	88%	84%	89%	91%	85%	83%	80%
Any National	50%	54%	44%	49%	48%	49%	49%	51%	54%
Any RTE Radio	39%	42%	36%	38%	37%	38%	37%	40%	43%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	39%	42%	36%	37%	36%	37%	37%	40%	43%
RTE Radio 1	30%	36%	29%	28%	28%	28%	27%	33%	36%
RTE 2FM	9%	6%	6%	9%	10%	10%	12%	7%	7%
RTE Lyric FM	4%	5%	6%	4%	3%	3%	3%	4%	4%
Today FM	11%	8%	8%	11%	14%	13%	11%	10%	8%
Newstalk	13%	18%	11%	11%	10%	10%	11%	14%	17%
Any Regional/Local/M-City/D-C#	55%	40%	68%	56%	63%	70%	54%	51%	42%
Classic Hits 4FM		4%	11%					7%	4%
Radio Nova		5%							6%
Beat 102-103				12%					
Spin South West					12%				
iRadio NW						11%			
iRadio NE							5%		
FM104		12%							
98FM		10%							
Q102		8%							
Sunshine 106.8		9%							
Spin 1038		6%							
Corks 96FM / C103			47%						
C103 (Corks 103FM)			24%						
Cork's 96FM			29%						
Corks Red FM			28%						

* 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 Oct'17-Sep'18)		Weekdays (change from Oct'17-Sep'18)		Weekdays (change from Oct'17-Sep'18)		Weekdays (change from Oct'17-Sep'18)		Weekdays (change from Oct'17-Sep'18)		Weekdays (change from Oct'17-Sep'18)		Weekdays (change from Oct'17-Sep'18)		Weekdays (change from Oct'17-Sep'18)		Weekdays (change from Oct'17-Sep'18)	
Any National	45.2%	+0	54.0%	-0.8	34.7%	+2.4	44.2%	+1.5	41.8%	-0.3	40.2%	-2.2	48.5%	-0.5	47.1%	+0.3	54.3%	-0.5
Any RTE Radio	30.9%	-0.3	38.7%	-0.7	24.8%	+0.8	29.8%	+1.2	26.5%	-1.3	25.5%	-1.6	32.9%	-0.2	32.7%	-0.3	38.7%	-0.5
RTÉ Radio 1	21.9%	+0	32.4%	-0.2	16.1%	+0.3	20.4%	+1.0	17.8%	-1.4	17.0%	+0	19.9%	-0.5	24.6%	+0	31.8%	+0.1
RTÉ 2FM	7.0%	-0.2	4.0%	-0.1	6.2%	-0.3	7.5%	-0.1	7.8%	-0.7	6.6%	-0.8	11.1%	-0.1	5.9%	-0.1	4.8%	-0.2
RTE Lyric FM	1.7%	+0	2.2%	-0.4	2.3%	+0.7	1.3%	+0.1	0.7%	-0.5	1.3%	-0.1	1.8%	+0.3	2.0%	+0	2.1%	-0.3
Today FM	7.4%	+0.1	4.6%	+0.2	4.8%	+0.6	8.6%	-0.4	10.8%	+0.8	9.7%	-0.4	8.1%	-0.7	6.5%	+0.3	5.3%	+0.2
Newstalk	6.9%	+0.2	10.6%	-0.4	5.0%	+0.9	5.8%	+0.6	4.4%	+0.1	5.0%	-0.2	7.5%	+0.4	7.9%	+0.3	10.4%	+0
Any Regional/Local/M-City/D-C#	54.8%	+0	46.0%	+0.8	65.3%	-2.4	55.8%	-1.5	58.2%	+0.3	59.8%	+2.2	51.5%	+0.5	52.9%	-0.3	45.7%	+0.5
Classic Hits 4FM			2.8%	+0	5.7%	-0.5									4.6%	-0.2	2.9%	+0.1
Radio Nova			3.9%	-0.1													3.8%	-0.1
Beat 102-103							15.8%	+0.4										
Spin South West									12.2%	-0.4								
iRadio NW											10.6%	-0.2						
iRadio NE													8.2%	+0.4				
FM104			9.9%	+0.6														
98FM			8.3%	+0.8														
Q102			6.4%	+0.3														
Sunshine 106.8			7.4%	-1.2														
Spin 1038			6.7%	+0.3														
Corks 96FM / C103					34.8%	-0.9												
C103 (Corks 103FM)					13.3%	+0.3												
Cork's 96FM					21.5%	-1.2												
Corks Red FM					24.4%	-0.8												
Mean No. of Minutes	230	-2	209	-1	304	-2	236	+3	208	-5	241	-3	203	+2	229	-2	209	-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 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	25.3%	16.3%	30.8%	26.6%	30.6%	25.3%	25.8%	24.4%	19.0%
Any RTE Radio	16.6%	9.7%	21.6%	16.5%	21.3%	16.4%	16.3%	16.2%	12.4%
RTE Radio 1	4.2%	6.6%	0.5%	3.7%	0.9%	6.1%	3.4%	4.2%	7.7%
RTE 2FM	11.5%	2.7%	18.9%	12.4%	20.0%	8.6%	12.4%	10.7%	3.9%
RTE Lyric FM	0.7%	0.4%	2.2%	0.2%	0.2%	0.6%	0.5%	1.1%	0.8%
Today FM	5.7%	2.8%	5.5%	7.5%	6.8%	7.5%	5.9%	4.8%	3.0%
Newstalk	3.0%	3.9%	3.7%	2.6%	2.6%	1.4%	3.6%	3.4%	3.6%
Any Regional/Local/M-City/D-C#	74.7%	83.7%	69.2%	73.4%	69.4%	74.7%	74.2%	75.6%	81.0%
Classic Hits 4FM		2.1%	3.2%					2.7%	1.9%
Radio Nova		3.1%							3.4%
Beat 102-103				52.1%					
Spin South West					56.8%				
iRadio NW						52.2%			
iRadio NE							40.5%		
FM104		20.6%							
98FM		9.8%							
Q102		5.4%							
Sunshine 106.8		5.7%							
Spin 1038		36.7%							
Corks 96FM / C103			17.1%						
C103 (Corks 103FM)			1.1%						
Cork's 96FM			16.0%						
Corks Red FM			47.3%						
Mean No. of Minutes	141	119	169	169	126	138	134	129	119

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	35.4%	28.6%	30.1%	35.7%	44.2%	37.9%	40.7%	33.3%	31.0%
Any RTE Radio	20.6%	15.3%	20.1%	20.5%	26.1%	19.9%	23.6%	18.9%	16.5%
RTE Radio 1	6.0%	8.9%	2.4%	7.4%	3.7%	5.7%	3.9%	6.3%	9.1%
RTE 2FM	13.6%	4.7%	16.8%	12.8%	21.7%	12.9%	19.4%	11.3%	5.8%
RTE Lyric FM	0.8%	1.7%	0.9%	0.1%	0.6%	0.6%	0.2%	1.2%	1.5%
Today FM	9.5%	4.9%	4.9%	12.1%	13.9%	15.6%	10.9%	7.9%	6.1%
Newstalk	5.4%	8.4%	5.1%	3.2%	4.2%	2.5%	6.3%	6.5%	8.4%
Any Regional/Local/M-City/D-C#	64.6%	71.4%	69.9%	64.3%	55.8%	62.1%	59.3%	66.7%	69.0%
Classic Hits 4FM		3.7%	3.9%					4.1%	3.7%
Radio Nova		4.9%							4.9%
Beat 102-103				40.3%					
Spin South West					38.1%				
iRadio NW						35.5%			
iRadio NE							25.1%		
FM104		18.6%							
98FM		11.7%							
Q102		8.0%							
Sunshine 106.8		4.7%							
Spin 1038		19.6%							
Corks 96FM / C103			23.5%						
C103 (Corks 103FM)			2.9%						
Cork's 96FM			20.6%						
Corks Red FM			41.0%						
Mean No. of Minutes	174	154	234	205	144	174	155	168	154

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	48.0%	61.9%	36.1%	46.9%	41.2%	40.7%	50.8%	51.1%	61.5%
Any RTE Radio	33.8%	46.0%	26.2%	32.7%	26.6%	26.8%	35.7%	36.7%	45.5%
RTE Radio 1	26.4%	39.7%	20.2%	24.6%	21.1%	19.7%	24.8%	30.0%	38.8%
RTE 2FM	5.1%	3.8%	3.0%	5.9%	4.6%	5.1%	8.6%	4.3%	4.5%
RTE Lyric FM	2.0%	2.4%	2.7%	1.7%	0.7%	1.5%	2.3%	2.2%	2.2%
Today FM	6.8%	4.6%	4.8%	7.5%	10.1%	8.2%	7.3%	6.1%	5.0%
Newstalk	7.3%	11.3%	5.0%	6.7%	4.5%	5.7%	7.8%	8.3%	11.0%
Any Regional/Local/M-City/D-C#	52.0%	38.1%	63.9%	53.1%	58.8%	59.3%	49.2%	48.9%	38.5%
Classic Hits 4FM		2.6%	6.2%					4.8%	2.6%
Radio Nova		3.5%							3.4%
Beat 102-103				8.1%					
Spin South West					6.3%				
iRadio NW						4.5%			
iRadio NE							3.1%		
FM104		7.2%							
98FM		7.3%							
Q102		5.9%							
Sunshine 106.8		8.3%							
Spin 1038		2.7%							
Corks 96FM / C103			38.2%						
C103 (Corks 103FM)			16.5%						
Cork's 96FM			21.8%						
Corks Red FM			19.4%						
Mean No. of Minutes	254	235	334	249	231	267	224	256	235

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 Oct'17-Sep'18)		(change from Oct'17-Sep'18)	
	%	%	%	%
Kildare (<i>KFM</i>)	26%	-1	26.0%	-0.2
Louth/Meath (<i>LMFM</i>)	26%	+0	29.3%	+0.5
Kilkenny/Carlow (<i>KCLR 96FM</i>)	31%	-1	30.5%	-6.7
Laois/Offaly/Westmeath (<i>Midlands 103</i>)	30%	+0	25.8%	-3.2
Wexford (<i>South East Radio</i>)	39%	-2	37.1%	-0.4
Wicklow (<i>East Coast FM</i>)	35%	+0	30.0%	-2.6
Limerick (<i>Limerick Live 95FM</i>)	39%	+1	32.3%	+0.5
Tipperary (<i>Tipp FM</i>)	36%	+2	35.4%	+0.7
Waterford (<i>WLR FM</i>)	49%	-1	44.9%	-1.5
Clare (<i>Clare FM</i>)	40%	+2	35.8%	+2.9
Kerry (<i>Radio Kerry</i>)	46%	-1	48.3%	+1.2
Galway (<i>Galway Bay FM</i>)	33%	+0	29.0%	+1.7
Mayo (<i>MWR</i>)	63%	+2	54.8%	+3.9
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	45%	+1	45.8%	+3.5
Roscommon/Longford/Sth Leitrim (<i>Shannonside 104FM</i>)	52%	+3	44.9%	+3.9
Cavan/Monaghan (<i>Northern Sound</i>)	39%	+0	47.0%	+2.9
Donegal South/Sligo/Nth Leitrim (<i>Ocean FM</i>)	48%	-2	30.8%	-0.1
Donegal Nth (<i>Highland Radio</i>)	57%	-2	58.9%	-0.2

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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.