

# JNLR RADIO LISTENERSHIP



PRESS RELEASE

JULY 2021 - JUNE 2022

2022 - 2

## Ipsos/JNLR 2022/2 Summary Results

The latest JNLR/Ipsos report into radio listening is published today (28<sup>th</sup> July 2022). It covers the period from July 2021 to June 2022.

The latest results show 3,194 million listeners (15+) tune into radio every weekday – that is **daily radio listening at 79%** of all adults.

A total of c **16,800** people were interviewed during the survey period by Ipsos, 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 show 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.12).

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. (*Reference to change in this report refers to the previous report incorporating the period May 2021 to March 2022*).

A large majority of Irish adults – 78.6% (-0.9%) listen to the radio on an average day. More than half, 51.6% (-0.7%) tune into their local or regional station and 43.4% (-0.1%) listen to a national station. Among the younger, 15 to 34-year market, 68.5% (-1.5%) listen daily.

Irish radio audiences continue to listen to a significant amount of radio everyday – tuning in, on average, for 4 hours (241 mins, -4) 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 46.4% share (+0.3%) of all minutes while Local/Regional Radio holds the majority share position with 53.6% (-0.3%) in this reporting period.

Across the various regional areas throughout the country, National Radio holds the majority share position in Dublin (58.3%) and the greater Dublin Commuter belt (59.3%) while Local/Regional radio is in the majority in the other regions throughout the country, in particular, achieving its highest share position in Cork (63.6%), in the North West (60.0%) and in the South West (59.5%) Regions (See T5).

Among the younger, 15-34, audience Local/Regional Radio is in the majority share position achieving a combined share of minutes of 64.9% (-0.8%) versus 35.1% (+0.8%) for National Radio. In particular, the Local/Regional group holds its strongest share position among this age cohort in Dublin (68.7%), in Cork (67.9%) and in the Multi-city (66.5%) and Dublin Commuter regions (66.2%). (See T7).

Considering the older 35+ age segment, Local/Regional radio is slightly ahead in terms of share of all minutes listened, 50.8% (=) compared to National radio, 49.2%. However, in regional markets among this age group, National Radio holds the majority share of minutes in Dublin (64.9%), the Dublin Commuter region (65.4%), the Multi-city area (54.1%) and North East & Midlands Region (52.8%). (See T8).

Local radio continues to perform strongly in the local radio markets across the country, with 37% of adults in the country tuning into their local station every day. 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 2022 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		(change from		(change from		(change from		(change from		(change from		(change from		(change from		(change from	
	May'21-Mar'22)		May'21-Mar'22)		May'21-Mar'22)		May'21-Mar'22)		May'21-Mar'22)		May'21-Mar'22)		May'21-Mar'22)		May'21-Mar'22)		May'21-Mar'22)	
Listened at all *	78.6%	-0.9%	71.5%	0.0%	82.7%	-1.1%	79.1%	-1.9%	86.1%	0.5%	85.2%	-0.4%	77.5%	-2.4%	76.8%	-0.6%	72.7%	-0.7%
Any National	43.4%	-0.1%	42.9%	0.2%	41.2%	-1.9%	43.9%	-1.1%	44.1%	2.8%	43.9%	-0.4%	42.5%	-0.3%	44.1%	0.2%	44.1%	0.2%
Any RTE Radio	30.8%	-0.1%	31.7%	0.4%	31.3%	-0.8%	30.3%	-1.4%	29.5%	2.1%	30.3%	-0.7%	28.9%	-0.4%	32.1%	0.3%	32.3%	0.3%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	30.5%	-0.1%	31.6%	0.4%	30.8%	-0.8%	30.1%	-1.3%	29.1%	2.2%	28.8%	-1.0%	28.9%	-0.3%	31.7%	0.3%	32.2%	0.3%
RTÉ Radio 1	22.0%	-0.2%	27.1%	0.4%	19.8%	-1.0%	18.3%	-1.6%	20.5%	0.9%	19.2%	-1.1%	19.8%	0.1%	24.6%	0.1%	26.8%	0.4%
RTÉ 2FM	7.9%	-0.1%	4.3%	-0.3%	8.9%	-0.2%	10.9%	-0.2%	7.9%	1.0%	8.9%	-0.2%	9.3%	-0.3%	6.6%	0.0%	5.2%	-0.4%
RTÉ Lyric FM	3.5%	-0.1%	4.1%	-0.1%	5.3%	-0.6%	3.8%	-0.5%	2.8%	0.1%	3.1%	0.1%	2.1%	0.1%	4.1%	-0.1%	4.1%	0.1%
Today FM	11.0%	-0.1%	7.1%	-0.1%	10.0%	-0.6%	14.3%	0.1%	14.2%	0.5%	13.0%	0.1%	12.1%	0.0%	9.8%	-0.1%	8.1%	-0.2%
Newstalk	10.9%	-0.1%	15.1%	-0.4%	9.2%	-0.6%	8.9%	-1.0%	10.1%	1.8%	8.3%	0.0%	9.3%	-0.2%	12.6%	-0.1%	14.7%	-0.3%
Any Regional/Local/M-City/D-C#	51.6%	-0.7%	39.3%	0.0%	64.2%	1.1%	56.5%	-2.8%	62.5%	-1.0%	62.4%	-0.4%	46.1%	-1.7%	48.6%	-0.3%	39.7%	-0.7%
Classic Hits Radio			3.3%	-0.2%	9.8%	-0.5%									5.8%	-0.5%	3.1%	-0.4%
Radio Nova			5.7%	-0.2%													5.6%	-0.4%
Beat 102-103							22.0%	-0.2%										
Spin South West									21.3%	0.0%								
iRadio NW											17.8%	0.8%						
iRadio NE													8.7%	-0.3%				
FM104			9.5%	-0.9%														
98FM			7.2%	-1.0%														
Q102			6.0%	-0.2%														
Sunshine 106.8			7.1%	0.2%														
Spin 1038			13.4%	0.6%														
Corks 96FM / C103					38.6%	1.4%												
C103 (Corks 103FM)					18.9%	1.7%												
Cork's 96FM					23.3%	-0.4%												
Corks Red FM					28.4%	-0.4%												

\* 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 Radio & 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 *	65.9%	55.4%	74.7%	68.5%	77.7%	73.0%	63.7%	63.7%	57.5%
Any National	21.4%	12.8%	33.1%	28.6%	24.5%	23.8%	18.5%	19.7%	13.6%
Any RTE Radio	13.8%	8.5%	23.4%	17.6%	14.0%	18.4%	9.5%	13.1%	8.3%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	13.6%	8.5%	23.4%	17.6%	13.3%	17.3%	9.5%	12.7%	8.3%
RTE Radio 1	5.0%	6.7%	3.5%	2.9%	5.3%	7.6%	2.3%	5.8%	5.6%
RTE 2FM	8.3%	2.3%	19.5%	12.9%	8.5%	9.3%	6.3%	7.2%	3.0%
RTE Lyric FM	0.9%	0.5%	2.2%	1.8%	0.2%	0.4%	0.9%	0.7%	0.4%
Today FM	6.7%	3.0%	7.4%	10.0%	9.6%	5.2%	8.6%	5.1%	4.2%
Newstalk	3.9%	4.1%	7.6%	4.7%	4.7%	2.5%	2.2%	4.2%	3.6%
Any Regional/Local/M-City/D-C#	55.1%	47.1%	63.2%	56.0%	69.2%	60.7%	51.8%	54.1%	48.8%
Classic Hits Radio		1.2%	10.4%					3.0%	0.9%
Radio Nova		2.2%							2.9%
Beat 102-103				48.7%					
Spin South West					59.1%				
iRadio NW						50.5%			
iRadio NE							22.0%		
FM104		12.3%							
98FM		6.2%							
Q102		3.2%							
Sunshine 106.8		2.9%							
Spin 1038		33.1%							
Corks 96FM / C103			27.0%						
C103 (Corks 103FM)			4.7%						
Cork's 96FM			23.0%						
Corks Red FM			43.7%						

\* 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 Radio & 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 *	68.5%	59.4%	76.1%	69.3%	79.5%	77.7%	66.8%	66.4%	60.7%
Any National	28.6%	21.1%	34.6%	33.7%	32.3%	34.5%	27.3%	26.4%	22.0%
Any RTE Radio	17.2%	11.9%	23.5%	21.4%	17.3%	21.3%	15.7%	15.6%	12.3%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	17.0%	11.9%	23.5%	21.3%	17.0%	20.6%	15.7%	15.4%	12.3%
RTE Radio 1	6.2%	8.2%	4.1%	4.3%	6.5%	7.2%	4.4%	7.0%	7.8%
RTE 2FM	10.6%	4.2%	18.5%	15.8%	10.5%	13.0%	10.9%	8.6%	5.0%
RTE Lyric FM	1.2%	0.7%	3.0%	1.8%	0.5%	0.7%	1.3%	1.2%	1.0%
Today FM	10.1%	5.7%	12.2%	13.8%	13.4%	12.1%	11.2%	8.7%	6.6%
Newstalk	6.6%	7.9%	8.9%	5.3%	6.8%	5.4%	4.6%	7.5%	7.6%
Any Regional/Local/M-City/D-C#	52.4%	45.6%	61.2%	54.1%	64.8%	59.3%	47.0%	51.5%	46.0%
Classic Hits Radio		1.8%	11.5%					4.5%	1.5%
Radio Nova		4.8%							5.0%
Beat 102-103				43.1%					
Spin South West					48.5%				
iRadio NW						42.5%			
iRadio NE							18.5%		
FM104		13.3%							
98FM		7.1%							
Q102		5.0%							
Sunshine 106.8		3.8%							
Spin 1038		27.5%							
Corks 96FM / C103			27.2%						
C103 (Corks 103FM)			6.1%						
Cork's 96FM			22.5%						
Corks Red FM			40.8%						

\* 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 Radio & 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 *	83.1%	77.8%	85.6%	83.2%	88.6%	88.2%	82.4%	81.8%	78.7%
Any National	50.0%	54.2%	44.1%	48.2%	48.5%	47.7%	49.4%	52.6%	55.3%
Any RTE Radio	37.0%	41.9%	34.8%	34.0%	34.0%	33.9%	35.0%	40.0%	42.4%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	36.5%	41.8%	34.0%	33.9%	33.6%	32.2%	35.0%	39.6%	42.3%
RTE Radio 1	29.1%	36.8%	26.8%	24.2%	25.7%	24.1%	26.9%	33.0%	36.4%
RTE 2FM	6.7%	4.4%	4.6%	8.8%	6.9%	7.2%	8.5%	5.6%	5.3%
RTE Lyric FM	4.6%	5.8%	6.3%	4.6%	3.7%	4.1%	2.4%	5.5%	5.6%
Today FM	11.5%	7.8%	9.0%	14.5%	14.6%	13.3%	12.6%	10.3%	8.9%
Newstalk	12.9%	18.8%	9.4%	10.4%	11.3%	9.5%	11.4%	15.1%	18.4%
Any Regional/Local/M-City/D-C#	51.3%	36.0%	65.5%	57.6%	61.7%	63.7%	45.7%	47.2%	36.6%
Classic Hits Radio		4.1%	9.0%					6.4%	3.9%
Radio Nova		6.2%							5.9%
Beat 102-103				13.0%					
Spin South West					11.2%				
iRadio NW						7.8%			
iRadio NE							4.3%		
FM104		7.6%							
98FM		7.2%							
Q102		6.5%							
Sunshine 106.8		8.9%							
Spin 1038		6.1%							
Corks 96FM / C103			43.8%						
C103 (Corks 103FM)			24.7%						
Cork's 96FM			23.6%						
Corks Red FM			22.8%						

\* 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 Radio & 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 May'21-Mar'22)		Weekdays change from May'21-Mar'22)		Weekdays change from May'21-Mar'22)		Weekdays change from May'21-Mar'22)		Weekdays change from May'21-Mar'22)		Weekdays change from May'21-Mar'22)		Weekdays change from May'21-Mar'22)		Weekdays change from May'21-Mar'22)		Weekdays change from May'21-Mar'22)	
Any National	46.4%	0.3%	58.3%	0.4%	36.4%	-1.6%	44.5%	0.3%	40.5%	2.2%	40.0%	0.3%	49.8%	0.6%	49.8%	0.5%	59.3%	1.3%
Any RTE Radio	30.1%	0.3%	39.9%	0.5%	25.2%	-1.3%	26.8%	0.4%	24.5%	1.9%	23.3%	-0.7%	32.8%	1.2%	33.2%	0.3%	40.5%	1.3%
RTÉ Radio 1	21.3%	0.2%	32.8%	0.4%	15.9%	-0.9%	17.4%	0.6%	16.7%	0.4%	14.4%	-1.3%	23.7%	1.5%	24.6%	-0.1%	32.4%	1.1%
RTÉ 2FM	5.8%	0.1%	3.3%	0.0%	5.7%	-0.1%	6.9%	-0.1%	5.4%	1.2%	5.8%	0.0%	7.3%	-0.1%	4.9%	0.2%	4.3%	0.1%
RTE Lyric FM	2.4%	-0.1%	3.4%	0.1%	2.9%	-0.3%	2.1%	-0.1%	2.0%	0.3%	1.7%	-0.1%	1.6%	-0.1%	3.0%	-0.1%	3.4%	0.1%
Today FM	9.1%	0.0%	6.3%	-0.1%	6.3%	0.1%	11.7%	0.5%	10.8%	-0.6%	11.4%	0.8%	9.5%	-0.3%	8.2%	0.0%	7.3%	-0.2%
Newstalk	7.2%	0.0%	12.2%	0.0%	4.8%	-0.4%	6.1%	-0.5%	5.2%	0.8%	5.3%	0.3%	7.5%	-0.3%	8.4%	0.1%	11.6%	0.3%
Any Regional/Local/M-City/D-C#	53.6%	-0.3%	41.7%	-0.4%	63.6%	1.6%	55.5%	-0.3%	59.5%	-2.2%	60.0%	-0.3%	50.2%	-0.6%	50.2%	-0.5%	40.7%	-1.3%
Classic Hits Radio			3.2%	0.0%	5.6%	0.0%				0.1%					4.4%	-0.5%	2.9%	-0.4%
Radio Nova			6.0%	0.7%													5.5%	0.4%
Beat 102-103							16.1%	1.2%										
Spin South West									12.2%	0.1%								
iRadio NW											10.0%	0.0%						
iRadio NE													7.3%	0.8%				
FM104			6.5%	-0.2%														
98FM			5.0%	-1.2%														
Q102			4.4%	-0.5%														
Sunshine 106.8			7.7%	0.6%														
Spin 1038			8.4%	0.7%														
Corks 96FM / C103					36.1%	2.2%												
C103 (Corks 103FM)					17.2%	2.7%												
Cork's 96FM					19.0%	-0.5%												
Corks Red FM					21.1%	-0.6%												
Mean No. of Minutes	241	-4	208	-3.4	335	3.8	266	-0.2	225	-3.4	250	4.0	198	0.9	240	-0.7	210	-3.7

# Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits Radio & 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	28.0%	21.5%	35.5%	28.7%	22.3%	30.4%	20.9%	28.1%	23.4%
Any RTE Radio	17.2%	13.6%	26.4%	13.6%	11.1%	21.6%	11.4%	18.9%	12.9%
RTE Radio 1	4.1%	8.6%	1.7%	2.5%	4.4%	6.2%	2.1%	5.1%	6.7%
RTE 2FM	11.4%	3.7%	23.8%	9.1%	6.5%	11.2%	7.4%	11.8%	5.2%
RTE Lyric FM	0.9%	1.3%	0.7%	2.0%	0.0%	0.1%	1.9%	0.7%	1.0%
Today FM	7.2%	4.4%	3.8%	9.3%	8.8%	6.0%	7.3%	5.5%	7.3%
Newstalk	3.7%	3.4%	5.3%	5.8%	2.5%	2.9%	2.2%	3.7%	3.1%
Any Regional/Local/M-City/D-C#	72.0%	78.5%	64.5%	71.3%	77.7%	69.6%	79.1%	71.9%	76.6%
Classic Hits Radio		1.7%	7.7%					3.6%	1.3%
Radio Nova		3.7%							5.8%
Beat 102-103				56.3%					
Spin South West					61.9%				
iRadio NW						44.5%			
iRadio NE							32.7%		
FM104		11.5%							
98FM		5.8%							
Q102		3.6%							
Sunshine 106.8		4.5%							
Spin 1038		47.4%							
Corks 96FM / C103			23.9%						
C103 (Corks 103FM)			5.2%						
Cork's 96FM			18.6%						
Corks Red FM			32.3%						
Mean No. of Minutes	158	119	247	200	140	155	110	152	121

# Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits Radio & 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	35.1%	31.3%	32.1%	37.0%	34.2%	39.5%	35.9%	33.5%	33.8%
Any RTE Radio	18.5%	16.1%	19.2%	18.5%	16.6%	20.0%	18.6%	17.6%	17.0%
RTE Radio 1	5.5%	9.2%	1.8%	5.0%	7.4%	4.7%	4.9%	5.9%	9.0%
RTE 2FM	11.5%	5.7%	15.3%	12.0%	9.0%	13.0%	12.7%	9.8%	6.9%
RTE Lyric FM	1.1%	1.1%	2.1%	1.4%	0.1%	0.3%	1.1%	1.2%	1.1%
Today FM	10.3%	6.7%	7.1%	12.2%	13.1%	14.2%	10.8%	9.2%	8.3%
Newstalk	6.2%	8.4%	5.8%	6.3%	4.6%	5.2%	6.5%	6.7%	8.6%
Any Regional/Local/M-City/D-C#	64.9%	68.7%	67.9%	63.0%	65.8%	60.5%	64.1%	66.5%	66.2%
Classic Hits Radio		2.8%	8.0%					4.8%	2.3%
Radio Nova		5.7%							6.3%
Beat 102-103				45.1%					
Spin South West					43.3%				
iRadio NW						32.7%			
iRadio NE							25.3%		
FM104		13.0%							
98FM		7.4%							
Q102		4.6%							
Sunshine 106.8		5.0%							
Spin 1038		29.7%							
Corks 96FM / C103			25.6%						
C103 (Corks 103FM)			6.7%						
Cork's 96FM			18.9%						
Corks Red FM			33.9%						
Mean No. of Minutes	182	147	279	227	157	189	132	179	146

# Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits Radio & 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	49.2%	64.9%	37.7%	46.6%	41.8%	40.1%	52.8%	54.1%	65.4%
Any RTE Radio	33.0%	45.6%	27.1%	29.1%	26.1%	24.1%	35.8%	37.3%	46.0%
RTE Radio 1	25.3%	38.5%	20.4%	20.9%	18.6%	16.8%	27.8%	29.4%	38.0%
RTE 2FM	4.3%	2.7%	2.7%	5.4%	4.7%	4.0%	6.1%	3.6%	3.7%
RTE Lyric FM	2.7%	4.0%	3.1%	2.3%	2.4%	2.0%	1.7%	3.4%	3.9%
Today FM	8.8%	6.2%	6.0%	11.6%	10.3%	10.7%	9.2%	8.0%	7.0%
Newstalk	7.5%	13.1%	4.5%	6.0%	5.4%	5.3%	7.8%	8.8%	12.3%
Any Regional/Local/M-City/D-C#	50.8%	35.1%	62.3%	53.4%	58.2%	59.9%	47.2%	45.9%	34.6%
Classic Hits Radio		3.3%	4.9%					4.3%	3.0%
Radio Nova		6.1%							5.3%
Beat 102-103				7.8%					
Spin South West					5.8%				
iRadio NW						4.5%			
iRadio NE							3.4%		
FM104		5.0%							
98FM		4.4%							
Q102		4.3%							
Sunshine 106.8		8.4%							
Spin 1038		3.2%							
Corks 96FM / C103			39.4%						
C103 (Corks 103FM)			20.4%						
Cork's 96FM			19.0%						
Corks Red FM			17.2%						
Mean No. of Minutes	262	231	358	280	246	272	222	263	234

# Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits Radio & 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 (change from May'21-Mar'22)		Weekdays (change from May'21-Mar'22)	
	%	%	%	%
Kildare ( <i>KFM</i> )	18.7%	-1.5%	18.2%	-3.9%
Louth/Meath ( <i>LMFM</i> )	21.1%	-0.9%	35.3%	-1.4%
Kilkenny/Carlow ( <i>KCLR 96FM</i> )	37.8%	0.5%	35.2%	-0.6%
Laois/Offaly/Westmeath ( <i>Midlands 103</i> )	30.6%	-0.3%	29.9%	0.2%
Wexford ( <i>South East Radio</i> )	37.2%	-3.3%	37.5%	-1.7%
Wicklow ( <i>East Coast FM</i> )	30.6%	-0.2%	24.7%	-2.8%
Limerick ( <i>Live 95FM</i> )	39.3%	-0.1%	31.0%	-1.1%
Tipperary ( <i>Tipp FM</i> )	41.0%	-2.2%	35.9%	-1.6%
Waterford ( <i>WLR FM</i> )	33.5%	-7.0%	34.4%	-3.4%
Clare ( <i>Clare FM</i> )	42.9%	0.2%	41.9%	1.7%
Kerry ( <i>Radio Kerry</i> )	39.8%	0.0%	48.1%	-1.7%
Galway ( <i>Galway Bay FM</i> )	30.3%	-0.3%	27.6%	-0.9%
Mayo ( <i>MWR</i> )	60.0%	-3.6%	55.9%	1.3%
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	34.3%	-1.6%	43.0%	1.2%
Roscommon/Longford/Sth Leitrim ( <i>Shannonside 104FM</i> )	36.7%	-2.3%	42.3%	0.7%
Cavan/Monaghan ( <i>Northern Sound</i> )	32.1%	-0.9%	43.8%	1.7%
Donegal South/Sligo/Nth Leitrim ( <i>Ocean FM</i> )	48.5%	-1.7%	42.6%	0.1%
Donegal Nth ( <i>Highland Radio</i> )	54.8%	1.8%	62.9%	0.7%

\* \* \* \* \*

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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.

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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.