



PRESS
RELEASE

REPORT TWO 2018
JULY 2017 - JUNE 2018



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Ipsos MRBI/JNLR 2018/2 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (26th July 2018). It covers the 12-month period from July 2017 to June 2018.

The latest results show more than 3.1 million listeners (15+) tune into radio every weekday – that is **daily radio listening at 82%** 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.

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 45% (+1) listen to a national station. Among the younger, 15 to 34-year market, 77% (=) 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 (+0.6%) of all minutes while Local/Regional Radio holds the majority share position with 54.8% (-0.6%) in this reporting period.

Across the various regional areas throughout the country, National Radio holds the majority share position in Dublin (55.3%) and the greater Dublin Commuter belt (55.1%) while Local/regional radio is in the majority in the other regions throughout the country, in particular, achieving its highest share position in Cork (67.6%) and the South and North West Regions (58.5%). (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 64.2% (-1.2%) versus 35.8% (+1.2%) for National Radio. In particular, the Local/regional group holds its strongest share position among this age segment in Dublin (72.7%), in the Dublin Commuter region (69.1%) and in Cork (70.1%).

Among the older 35+ age segment, Local/Regional radio is marginally ahead in terms of share of all minutes listened, 52.2% (-0.3%) compared to National radio. However, in regional markets among this age group, National Radio holds the majority share in Dublin (64.1%), the Dublin Commuter region (62.7%), and in the Multi-city area (51.2%). (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 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 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		Weekdays		Weekdays		Weekdays		Weekdays		Weekdays		Weekdays		Weekdays		Weekdays	
	(change from Apr'17-Mar'18)		(change from Apr'17-Mar'18)		(change from Apr'17-Mar'18)		(change from Apr'17-Mar'18)		(change from Apr'17-Mar'18)		(change from Apr'17-Mar'18)		(change from Apr'17-Mar'18)		(change from Apr'17-Mar'18)		(change from Apr'17-Mar'18)	
Listened at all *	82%	+0	76%	+0	87%	+0	81%	-1	86%	-1%	89%	+1	82%	+0	80%	-1	77%	+0
Any National	45%	+1	43%	+1	42%	-2	43%	+0	47%	+1	47%	+0	45%	+2	44%	-1	43%	+0
Any RTE Radio	33%	-1	32%	-1	33%	-3	31%	-1	35%	-1	36%	+0	32%	+2	33%	-1	33%	+0
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	33%	+0	32%	-1	33%	-2	31%	+0	35%	+0	33%	+0	32%	+2	33%	-1	33%	+0
RTÉ Radio 1	23%	+0	26%	+0	23%	-2	21%	+0	22%	-1	21%	+0	20%	+1	24%	-1	26%	+0
RTÉ 2FM	10%	-1	6%	+0	9%	-2	10%	-2	13%	+0	13%	+0	13%	+1	9%	+0	7%	+0
RTÉ Lyric FM	3%	+0	4%	-1	4%	+0	3%	+1	3%	-1	3%	+0	2%	+0	4%	+0	4%	+0
Today FM	11%	+0	7%	+1	10%	-1	13%	+1	14%	+2	14%	+1	12%	-1	10%	+1	8%	+0
Newstalk	11%	+1	15%	+1	9%	+0	9%	+1	9%	+0	8%	+1	10%	+0	12%	+0	14%	+0
Any Regional/Local/M-City/D-C#	57%	-1	45%	+0	69%	+0	58%	-1	62%	-2	69%	+0	57%	+0	53%	-1	46%	-1
Classic Hits 4FM			4%	+1	12%	+0									7%	+0	4%	+1
Radio Nova			5%	-1													6%	+0
Beat 102-103							22%	-1										
Spin South West									21%	+0								
iRadio NW											22%	+0						
iRadio NE													13%	+0				
FM104			17%	-1														
98FM			11%	+0														
Q102			8%	-1														
Sunshine 106.8			7%	+0														
Spin 1038			14%	+1														
Corks 96FM / C103					42%	+0												
C103 (Corks 103FM)					18%	+1												
Cork's 96FM					28%	-1												
Corks Red FM					34%	+0												

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%	67%	77%	76%	82%	86%	74%	73%	69%
Any National	24%	13%	31%	28%	31%	29%	26%	22%	15%
Any RTE Radio	18%	9%	24%	19%	24%	24%	18%	16%	10%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	17%	9%	24%	19%	23%	21%	17%	15%	10%
RTE Radio 1	5%	5%	5%	4%	3%	6%	5%	5%	5%
RTE 2FM	13%	4%	20%	16%	22%	15%	13%	10%	5%
RTE Lyric FM	1%	1%	1%		1%	0%	1%	1%	1%
Today FM	7%	4%	8%	10%	9%	7%	7%	6%	5%
Newstalk	3%	3%	4%	2%	3%	3%	5%	4%	3%
Any Regional/Local/M-City/D-C#	66%	59%	67%	67%	65%	75%	65%	63%	61%
Classic Hits 4FM		2%	4%					4%	3%
Radio Nova		5%							5%
Beat 102-103				53%					
Spin South West					60%				
iRadio NW						65%			
iRadio NE							41%		
FM104		25%							
98FM		10%							
Q102		7%							
Sunshine 106.8		3%							
Spin 1038		39%							
Corks 96FM / C103			29%						
C103 (Corks 103FM)			4%						
Cork's 96FM			27%						
Corks Red FM			54%						

* 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%	70%	79%	77%	82%	86%	77%	75%	71%
Any National	32%	22%	32%	33%	41%	40%	35%	29%	24%
Any RTE Radio	21%	13%	23%	20%	29%	28%	22%	19%	14%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	21%	13%	23%	20%	28%	26%	22%	18%	14%
RTE Radio 1	7%	8%	5%	6%	5%	6%	6%	7%	8%
RTE 2FM	14%	6%	18%	15%	24%	20%	17%	11%	6%
RTE Lyric FM	1%	1%	2%	1%	2%	1%	1%	1%	1%
Today FM	11%	6%	10%	14%	17%	14%	13%	10%	8%
Newstalk	6%	7%	5%	5%	6%	4%	7%	7%	8%
Any Regional/Local/M-City/D-C#	61%	57%	66%	62%	60%	68%	58%	59%	57%
Classic Hits 4FM		3%	8%					5%	3%
Radio Nova		6%							6%
Beat 102-103				46%					
Spin South West					48%				
iRadio NW						50%			
iRadio NE							30%		
FM104		26%							
98FM		13%							
Q102		10%							
Sunshine 106.8		5%							
Spin 1038		28%							
Corks 96FM / C103			28%						
C103 (Corks 103FM)			4%						
Cork's 96FM			25%						
Corks Red FM			49%						

* 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%	90%	83%	88%	90%	85%	84%	80%
Any National	51%	54%	46%	48%	49%	50%	50%	52%	54%
Any RTE Radio	39%	43%	38%	35%	38%	39%	37%	41%	43%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	39%	43%	37%	35%	37%	36%	37%	40%	43%
RTE Radio 1	31%	37%	31%	27%	29%	27%	26%	33%	36%
RTE 2FM	9%	6%	5%	8%	9%	10%	12%	7%	8%
RTE Lyric FM	4%	6%	5%	4%	4%	4%	3%	5%	5%
Today FM	11%	7%	10%	12%	13%	13%	12%	9%	8%
Newstalk	13%	19%	11%	10%	11%	10%	11%	14%	17%
Any Regional/Local/M-City/D-C#	55%	38%	70%	56%	63%	69%	56%	51%	40%
Classic Hits 4FM		4%	14%					8%	4%
Radio Nova		5%							6%
Beat 102-103				12%					
Spin South West					10%				
iRadio NW						10%			
iRadio NE							5%		
FM104		12%							
98FM		10%							
Q102		8%							
Sunshine 106.8		8%							
Spin 1038		5%							
Corks 96FM / C103			48%						
C103 (Corks 103FM)			25%						
Cork's 96FM			30%						
Corks Red FM			26%						

* 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 Apr'17-Mar'18)		Weekdays (change from Apr'17-Mar'18)		Weekdays (change from Apr'17-Mar'18)		Weekdays (change from Apr'17-Mar'18)		Weekdays (change from Apr'17-Mar'18)		Weekdays (change from Apr'17-Mar'18)		Weekdays (change from Apr'17-Mar'18)		Weekdays (change from Apr'17-Mar'18)		Weekdays (change from Apr'17-Mar'18)	
Any National	45.2%	+0.6	55.3%	+0.3	32.4%	-2.6	41.6%	+0.6	41.5%	+1.6	41.5%	+1.2	49.6%	+3.0	47.0%	-0.2	55.1%	+1
Any RTE Radio	31.1%	+0.3	39.8%	-0.4	23.0%	-1.6	28.1%	+0.8	28.2%	-0.2	27.1%	+0	32.4%	+4.3	33.2%	-0.3	39.6%	+0.7
RTÉ Radio 1	21.9%	+0.4	32.6%	-0.2	15.6%	-0.9	19.2%	+0.7	18.4%	-0.1	16.5%	+0.5	20.9%	+2.6	24.4%	-0.1	31.6%	+0.6
RTÉ 2FM	6.9%	+0.1	4.4%	+0	5.8%	-0.2	7.5%	-0.1	7.7%	+0.2	7.0%	+0	9.6%	+1.1	6.0%	+0.2	5.3%	+0.3
RTE Lyric FM	1.8%	+0	2.6%	-0.3	1.6%	-0.3	1.0%	+0.1	1.5%	-0.4	1.5%	+0	1.6%	+0.5	2.2%	-0.2	2.6%	-0.1
Today FM	7.4%	+0.1	4.4%	+0.1	5.2%	-1.0	8.9%	-0.1	8.4%	+1.7	9.3%	+0.2	10.1%	-0.1	6.3%	+0	5.2%	+0.1
Newstalk	6.7%	+0.1	11.1%	+0.6	4.2%	-0	4.7%	+0	4.9%	+0.1	5.1%	+1.0	7.1%	-1.1	7.6%	+0.2	10.3%	+0.3
Any Regional/Local/M-City/D-C#	54.8%	-0.6	44.7%	-0.3	67.6%	+2.6	58.4%	-0.6	58.5%	-1.6	58.5%	-1.2	50.4%	-3.0	53.0%	+0.2	44.9%	-1.0
Classic Hits 4FM			2.8%	+0.7	7.2%	+0.2									5.0%	+0.5	2.8%	+0.7
Radio Nova			3.4%	-0.6													3.5%	-0.5
Beat 102-103							16.0%	+0.3										
Spin South West									11.5%	+0.1								
iRadio NW											10.5%	-0.8						
iRadio NE													7.6%	-0.6				
FM104			10.6%	-1.1														
98FM			7.2%	+0.7														
Q102			6.0%	-0.3														
Sunshine 106.8			7.8%	+0.1														
Spin 1038			6.5%	+0.2														
Corks 96FM / C103					35.0%	+2.0												
C103 (Corks 103FM)					13.6%	+2.4												
Cork's 96FM					21.3%	-0.6												
Corks Red FM					25.0%	+0.8												
Mean No. of Minutes	231	+3	210	-3	302	+5	235	+12	209	+1	244	+7	201	-2	230	+1	209	-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 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	26.2%	16.5%	29.2%	31.1%	30.2%	27.0%	28.9%	24.1%	19.0%
Any RTE Radio	18.1%	10.2%	21.2%	22.0%	23.0%	18.3%	18.4%	16.3%	11.7%
RTE Radio 1	4.5%	5.8%	3.5%	5.4%	0.7%	5.4%	4.6%	4.4%	6.2%
RTE 2FM	12.5%	3.9%	16.4%	16.0%	21.6%	10.1%	12.7%	10.1%	4.6%
RTE Lyric FM	0.5%	0.4%	1.3%		0.2%		1.1%	0.9%	0.9%
Today FM	5.7%	3.9%	5.2%	7.1%	6.1%	7.3%	6.1%	5.2%	4.3%
Newstalk	2.5%	2.4%	2.8%	2.0%	1.2%	1.4%	4.4%	2.6%	3.0%
Any Regional/Local/M-City/D-C#	73.8%	83.5%	70.8%	68.9%	69.8%	73.0%	71.1%	75.9%	81.0%
Classic Hits 4FM		1.8%	2.7%					2.9%	2.0%
Radio Nova		3.3%							3.7%
Beat 102-103				48.6%					
Spin South West					56.1%				
iRadio NW						53.2%			
iRadio NE							38.1%		
FM104		24.1%							
98FM		7.4%							
Q102		6.4%							
Sunshine 106.8		4.5%							
Spin 1038		35.9%							
Corks 96FM / C103			22.9%						
C103 (Corks 103FM)			2.8%						
Cork's 96FM			20.2%						
Corks Red FM			44.2%						
Mean No. of Minutes	144	125	194	170	129	141	121	139	124

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	35.8%	27.3%	29.9%	35.1%	40.0%	41.7%	45.7%	33.1%	30.9%
Any RTE Radio	21.6%	15.4%	20.6%	20.8%	26.1%	22.6%	26.9%	19.7%	17.0%
RTE Radio 1	6.5%	9.7%	4.5%	6.4%	3.3%	5.1%	6.1%	6.9%	9.6%
RTE 2FM	14.2%	5.1%	15.3%	13.6%	22.2%	15.6%	20.2%	11.6%	6.5%
RTE Lyric FM	0.5%	0.6%	0.8%	0.3%	0.5%	0.2%	0.6%	0.7%	0.8%
Today FM	10.2%	5.9%	5.7%	11.6%	10.8%	16.6%	13.9%	8.8%	7.7%
Newstalk	4.1%	6.0%	3.5%	2.8%	3.0%	2.4%	4.9%	4.6%	6.2%
Any Regional/Local/M-City/D-C#	64.2%	72.7%	70.1%	64.9%	60.0%	58.3%	54.3%	66.9%	69.1%
Classic Hits 4FM		2.9%	4.4%					4.4%	3.2%
Radio Nova		5.3%							4.8%
Beat 102-103				40.8%					
Spin South West					38.2%				
iRadio NW						34.7%			
iRadio NE							22.7%		
FM104		20.5%							
98FM		9.6%							
Q102		8.7%							
Sunshine 106.8		4.9%							
Spin 1038		20.5%							
Corks 96FM / C103			22.7%						
C103 (Corks 103FM)			2.9%						
Cork's 96FM			19.8%						
Corks Red FM			41.7%						
Mean No. of Minutes	175	154	248	193	147	174	155	171	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	47.8%	64.1%	33.1%	43.5%	41.8%	41.4%	50.7%	51.2%	62.7%
Any RTE Radio	33.9%	47.4%	23.8%	30.2%	28.7%	28.2%	34.0%	37.2%	46.7%
RTE Radio 1	26.3%	39.8%	19.0%	23.0%	22.0%	19.4%	25.3%	29.6%	38.5%
RTE 2FM	4.8%	4.1%	2.9%	5.7%	4.3%	4.9%	6.5%	4.3%	4.9%
RTE Lyric FM	2.2%	3.3%	1.8%	1.2%	1.8%	1.9%	1.9%	2.6%	3.1%
Today FM	6.6%	3.9%	5.0%	8.0%	7.8%	7.5%	8.9%	5.5%	4.4%
Newstalk	7.4%	12.7%	4.3%	5.3%	5.4%	5.7%	7.8%	8.5%	11.6%
Any Regional/Local/M-City/D-C#	52.2%	35.9%	66.9%	56.5%	58.2%	58.6%	49.3%	48.8%	37.3%
Classic Hits 4FM		2.8%	8.0%					5.2%	2.7%
Radio Nova		2.8%							3.1%
Beat 102-103				8.6%					
Spin South West					5.2%				
iRadio NW						4.5%			
iRadio NE							3.1%		
FM104		7.5%							
98FM		6.4%							
Q102		5.2%							
Sunshine 106.8		8.6%							
Spin 1038		2.2%							
Corks 96FM / C103			38.7%						
C103 (Corks 103FM)			16.9%						
Cork's 96FM			21.8%						
Corks Red FM			19.9%						
Mean No. of Minutes	255	238	324	252	233	271	220	256	236

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 (change from Apr'17- Mar'18)		Weekdays (change from Apr'17- Mar'18)	
	%	%	%	%
Kildare (<i>KFM</i>)	26%	-3	28.6%	-5.6
Louth/Meath (<i>LMFM</i>)	25%	-2	26.0%	-3.1
Kilkenny/Carlow (<i>KCLR 96FM</i>)	33%	-2	38.8%	-2
Laois/Offaly/Westmeath (<i>Midlands 103</i>)	34%	+1	32.2%	-0.6
Wexford (<i>South East Radio</i>)	42%	+2	39.1%	+1.6
Wicklow (<i>East Coast FM</i>)	33%	+4	30.7%	+0.6
Limerick (<i>Limerick Live 95FM</i>)	38%	-1	29.8%	-1.1
Tipperary (<i>Tipp FM</i>)	33%	+0	35.9%	-0.8
Waterford (<i>WLR FM</i>)	49%	+3	43.8%	+1.9
Clare (<i>Clare FM</i>)	38%	+0	33.9%	-0.7
Kerry (<i>Radio Kerry</i>)	49%	-2	48.9%	-0.7
Galway (<i>Galway Bay FM</i>)	31%	+3	25.8%	+3.2
Mayo (<i>MWR</i>)	63%	+2	54.9%	-0.6
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	42%	-4	42.3%	-2.7
Roscommon/Longford/Sth Leitrim (<i>Shannonside 104FM</i>)	47%	-2	42.4%	-3.5
Cavan/Monaghan (<i>Northern Sound Radio</i>)	38%	-4	42.2%	-1.8
Donegal South/Sligo/Nth Leitrim (<i>Ocean FM</i>)	49%	-1	30.2%	-0.1
Donegal Nth (<i>Highland Radio</i>)	58%	+0	59.7%	-2.0

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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.