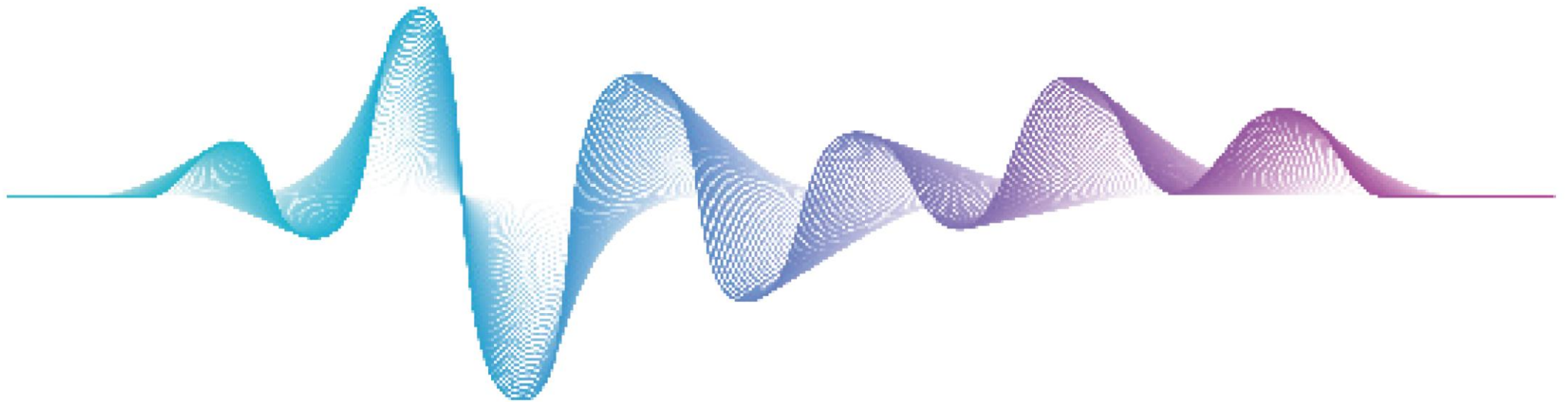


# JNLR RADIO LISTENERSHIP Q3 2020

## PRESS RELEASE

October 2019 - September 2020



## Ipsos MRBI/JNLR 2020/3 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (5<sup>th</sup> November 2020). It covers the 12-month period from October 2019 to September 2020. However, due to Covid-19 restrictions imposed earlier this year, there was no interviewing conducted in Quarter 2, April, May and June 2020. Therefore, the report incorporates 9-months data during this 12-month period.

The latest results show 3.19 million listeners (15+) tune into radio every weekday – that is **daily radio listening at 81%** of all adults.

A total of c **12,120** 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 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.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. (*Reference to change in this report refers to the same period one year ago, October 2018 to September 2019*).

A large majority of Irish adults - 81% (=) listen to the radio on an average day. More than half, 55% (-1) tune into their local or regional station and 44% (+1) listen to a national station. Among the younger, 15 to 34-year market, 72% (-1) listen daily.

Irish radio audiences continue to listen to a significant amount of radio everyday – tuning in, on average, for almost 4 hours (239 mins, +14) 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 46.9% share (+2.0%) of all minutes while Local/Regional Radio holds the majority share position with 53.1% (-2.0%) in this

reporting period.

Across the various regional areas throughout the country, National Radio holds the majority share position in Dublin (59.8%), the greater Dublin Commuter belt (59.8%) and the Multi-City area (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 Cork (64.5%), in the North West (61.1%), the South West (56.6%) and South East Regions (55.0%) (See T5).

Among the younger, 15-34, audience Local/Regional Radio is in the majority share position achieving a combined share of minutes of 64.5% (+0.5%) versus 35.5% (-0.5%) for National Radio. In particular, the Local/Regional group holds its strongest share position among this age cohort in Dublin (69.1%), in Cork (69.4%), in the Dublin Commuter (66.3%), the Multi-city regions (66.8%) and in the North West area (67.9%).

Considering the older 35+ age segment, Local/Regional radio is marginally ahead in terms of share of all minutes listened, 50.2% (-2.6%) compared to National radio, 49.8% (+2.6%). However, in regional markets among this age group, National Radio holds the majority share of minutes in Dublin (67.4%), the Dublin Commuter region (66.4%), the Multi-city area (54.6%) and North East & Midlands Region (51.5%). (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, MWR and Radio Kerry 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 2020 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	
	Oct'18-Sep'19)		Oct'18-Sep'19)		Oct'18-Sep'19)		Oct'18-Sep'19)		Oct'18-Sep'19)		Oct'18-Sep'19)		Oct'18-Sep'19)		Oct'18-Sep'19)		Oct'18-Sep'19)	
Listened at all *	81%	+0	73%	-1	83%	-1	82%	+0	87%	+1	90%	+2	81%	-1	78%	-1	74%	-2
Any National	44%	+1	43%	+1	38%	+0	47%	+6	47%	+3	46%	+2	45%	+0	44%	+1	44%	+1
Any RTE Radio	33%	+1	32%	+1	30%	+0	34%	+3	32%	+1	35%	+1	32%	+0	33%	+1	33%	+1
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	33%	+2	32%	+1	30%	+0	34%	+3	32%	+2	34%	+2	32%	+0	32%	+1	33%	+1
RTÉ Radio 1	24%	+2	26%	+1	20%	+0	23%	+3	24%	+4	23%	+2	21%	+1	25%	+2	26%	+1
RTÉ 2FM	9%	-1	5%	-1	7%	-3	11%	+0	9%	-2	11%	+0	11%	-2	7%	-1	6%	-1
RTÉ Lyric FM	4%	+1	4%	+0	6%	+2	3%	+0	2%	+0	2%	-1	3%	+1	4%	+0	5%	+1
Today FM	11%	+1	6%	-1	8%	+0	14%	+3	15%	+0	12%	+1	13%	+1	9%	+0	8%	+0
Newstalk	11%	+0	15%	+1	8%	-1	8%	+0	10%	+0	10%	+2	9%	-1	12%	+0	14%	+0
Any Regional/Local/M-City/D-C#	55%	-1	40%	-4	64%	-1	58%	-2	60%	-1	70%	+2	54%	+1	50%	-2	42%	-3
Classic Hits			3%	+0	8%	+1									7%	+2	4%	+1
Radio Nova			4%	-1													4%	-1
Beat 102-103							23%	+0										
Spin South West									20%	+0								
iRadio NW											17%	-4						
iRadio NE													11%	+0				
FM104			12%	-4														
98FM			8%	-2														
Q102			7%	-1														
Sunshine 106.8			6%	-2														
Spin 1038			13%	+0														
Corks 96FM / C103					40%	+1												
C103 (Corks 103FM)					17%	+1												
Cork's 96FM					27%	+2												
Corks Red FM					30%	-2												

\* 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 15-24

### 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 *	69%	56%	72%	75%	77%	77%	70%	64%	59%
Any National	22%	11%	26%	28%	31%	26%	23%	18%	14%
Any RTE Radio	15%	8%	20%	18%	16%	21%	14%	13%	10%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	15%	8%	19%	18%	16%	19%	14%	12%	10%
RTE Radio 1	4%	4%	1%	4%	7%	5%	4%	4%	4%
RTE 2FM	10%	4%	15%	14%	9%	12%	10%	8%	5%
RTE Lyric FM	1%	1%	4%	1%		2%	1%	2%	1%
Today FM	8%	2%	4%	10%	15%	10%	10%	6%	4%
Newstalk	3%	3%	3%	4%	4%	3%	3%	3%	3%
Any Regional/Local/M-City/D-C#	59%	49%	60%	67%	63%	69%	60%	56%	51%
Classic Hits		1%	10%					4%	2%
Radio Nova		1%							2%
Beat 102-103				54%					
Spin South West					57%				
iRadio NW						48%			
iRadio NE							28%		
FM104		17%							
98FM		5%							
Q102		6%							
Sunshine 106.8		2%							
Spin 1038		33%							
Corks 96FM / C103			27%						
C103 (Corks 103FM)			6%						
Cork's 96FM			22%						
Corks Red FM			45%						

\* 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 *	72%	62%	75%	74%	82%	80%	75%	69%	64%
Any National	30%	21%	29%	32%	41%	35%	33%	27%	23%
Any RTE Radio	19%	13%	20%	21%	20%	26%	19%	17%	15%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	19%	13%	20%	21%	20%	25%	19%	17%	14%
RTE Radio 1	6%	6%	4%	6%	8%	8%	6%	6%	6%
RTE 2FM	12%	6%	14%	16%	13%	17%	14%	10%	7%
RTE Lyric FM	2%	2%	3%	1%	0%	1%	1%	2%	2%
Today FM	11%	5%	8%	13%	21%	11%	15%	8%	7%
Newstalk	6%	7%	6%	5%	5%	5%	5%	7%	7%
Any Regional/Local/M-City/D-C#	56%	49%	61%	61%	58%	65%	56%	54%	50%
Classic Hits		2%	9%					5%	2%
Radio Nova		2%							3%
Beat 102-103				45%					
Spin South West					47%				
iRadio NW						41%			
iRadio NE							25%		
FM104		17%							
98FM		8%							
Q102		7%							
Sunshine 106.8		3%							
Spin 1038		28%							
Corks 96FM / C103			27%						
C103 (Corks 103FM)			6%						
Cork's 96FM			22%						
Corks Red FM			42%						

\* 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%	86%	86%	88%	93%	84%	83%	80%
Any National	51%	55%	42%	53%	49%	50%	51%	52%	56%
Any RTE Radio	39%	42%	34%	40%	37%	39%	37%	40%	43%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	39%	42%	34%	40%	37%	37%	37%	40%	43%
RTE Radio 1	32%	37%	27%	31%	30%	30%	29%	34%	37%
RTE 2FM	7%	4%	4%	9%	7%	8%	9%	6%	5%
RTE Lyric FM	4%	6%	7%	4%	2%	3%	3%	5%	6%
Today FM	10%	7%	8%	15%	12%	12%	12%	9%	8%
Newstalk	13%	20%	9%	10%	12%	12%	10%	15%	18%
Any Regional/Local/M-City/D-C#	54%	35%	66%	57%	61%	73%	53%	49%	38%
Classic Hits		4%	7%					7%	5%
Radio Nova		5%							5%
Beat 102-103				14%					
Spin South West					9%				
iRadio NW						8%			
iRadio NE							5%		
FM104		8%							
98FM		8%							
Q102		7%							
Sunshine 106.8		7%							
Spin 1038		5%							
Corks 96FM / C103			45%						
C103 (Corks 103FM)			22%						
Cork's 96FM			29%						
Corks Red FM			24%						

\* 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'18-Sep'19)		Weekdays (change from Oct'18-Sep'19)		Weekdays (change from Oct'18-Sep'19)		Weekdays (change from Oct'18-Sep'19)		Weekdays (change from Oct'18-Sep'19)		Weekdays (change from Oct'18-Sep'19)		Weekdays (change from Oct'18-Sep'19)		Weekdays (change from Oct'18-Sep'19)		Weekdays (change from Oct'18-Sep'19)	
Any National	46.9%	+2.0	59.8%	+6.2	35.5%	-0.9	45.0%	+0.7	43.4%	+0	38.9%	+2.0	49.6%	+1.2	50.2%	+2.8	59.8%	+6.3
Any RTE Radio	32.4%	+1.7	43.2%	+5.7	26.0%	+0.7	29.4%	-0.9	27.6%	+1.5	26.2%	+1	32.6%	-0.7	35.8%	+3.3	42.9%	+5.8
RTÉ Radio 1	24.1%	+2.1	36.3%	+5.4	17.2%	+0.8	21.0%	+0.5	21.7%	+3.0	17.9%	+1.1	23.4%	+1.2	27.5%	+3.5	35.1%	+5.3
RTÉ 2FM	5.8%	-0.6	3.3%	-0.5	5.0%	-1.3	6.8%	-0.5	5.1%	-1.6	6.2%	+0.5	7.6%	-1.9	4.9%	-0.7	4.0%	-0.6
RTE Lyric FM	2.2%	+0.4	3.5%	+1.0	3.7%	+1.5	1.5%	-0.3	0.7%	+0	1.0%	+0	1.5%	-0.1	3.1%	+1.0	3.6%	+1.1
Today FM	7.8%	+0.3	5.7%	+0.4	4.4%	-1.9	10.5%	+2.3	9.6%	-2.0	7.5%	-0.2	11.0%	+3.1	6.6%	-0.6	6.9%	+0.8
Newstalk	6.7%	+0	10.9%	+0.1	5.1%	+0.3	5.1%	-0.7	6.1%	+0.5	5.2%	+1.3	5.9%	-1.3	7.8%	+0	10.0%	-0.3
Any Regional/Local/M-City/D-C#	53.1%	-2.0	40.2%	-6.2	64.5%	+0.9	55.0%	-0.7	56.6%	+0	61.1%	-2.0	50.4%	-1.2	49.8%	-2.8	40.2%	-6.3
Classic Hits			2.3%	-0.5	4.8%	+0									4.6%	+0.3	2.5%	-0.2
Radio Nova			3.0%	-0.5													3.0%	-0.9
Beat 102-103							15.5%	-0.4										
Spin South West									9.8%	+0.4								
iRadio NW											8.1%	-2.1						
iRadio NE													6.7%	-0.4				
FM104			9.1%	-2.4														
98FM			6.5%	-0.2														
Q102			5.3%	-1.9														
Sunshine 106.8			5.7%	-1.4														
Spin 1038			6.8%	+0														
Corks 96FM / C103					36.8%	+2.0												
C103 (Corks 103FM)					14.2%	+0.7												
Cork's 96FM					22.6%	+1.3												
Corks Red FM					22.5%	-0.9												
Mean No. of Minutes	<b>239</b>	<b>+14</b>	<b>216</b>	<b>+16</b>	<b>323</b>	<b>+16</b>	<b>247</b>	<b>+20</b>	<b>211</b>	<b>+6</b>	<b>257</b>	<b>+20</b>	<b>208</b>	<b>+5</b>	<b>236</b>	<b>+13</b>	<b>215</b>	<b>+13</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	27.2%	16.2%	33.5%	29.0%	24.0%	25.2%	32.7%	24.0%	20.0%
Any RTE Radio	17.0%	10.6%	27.4%	15.5%	12.1%	15.1%	14.9%	16.6%	12.6%
RTE Radio 1	3.9%	4.8%	0.9%	1.9%	5.4%	5.3%	4.4%	3.7%	5.3%
RTE 2FM	11.8%	3.9%	22.9%	13.3%	6.6%	8.2%	10.4%	10.5%	5.9%
RTE Lyric FM	1.0%	1.6%	2.9%	0.4%		0.7%	0.1%	1.7%	1.3%
Today FM	7.3%	2.1%	2.3%	10.9%	10.7%	8.1%	13.4%	4.2%	4.1%
Newstalk	2.9%	3.6%	3.8%	2.6%	1.2%	2.0%	4.5%	3.3%	3.3%
Any Regional/Local/M-City/D-C#	72.8%	83.8%	66.5%	71.0%	76.0%	74.8%	67.3%	76.0%	80.0%
Classic Hits		2.8%	6.7%					4.9%	2.8%
Radio Nova		0.1%							0.7%
Beat 102-103				52.8%					
Spin South West					64.1%				
iRadio NW						42.1%			
iRadio NE							30.0%		
FM104		24.7%							
98FM		6.5%							
Q102		6.1%							
Sunshine 106.8		3.2%							
Spin 1038		38.1%							
Corks 96FM / C103			21.5%						
C103 (Corks 103FM)			4.3%						
Cork's 96FM			17.2%						
Corks Red FM			37.0%						
Mean No. of Minutes	<b>154</b>	<b>136</b>	<b>206</b>	<b>192</b>	<b>108</b>	<b>175</b>	<b>118</b>	<b>144</b>	<b>131</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 15-34

### 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	35.5%	30.9%	30.6%	37.2%	42.7%	32.1%	41.6%	33.2%	33.7%
Any RTE Radio	19.7%	15.8%	21.2%	19.9%	19.6%	19.8%	19.2%	19.0%	17.5%
RTE Radio 1	5.8%	7.4%	3.6%	5.3%	5.5%	6.1%	5.3%	6.2%	8.1%
RTE 2FM	12.6%	5.8%	16.1%	13.1%	14.1%	12.6%	13.4%	10.9%	7.1%
RTE Lyric FM	1.2%	2.4%	1.3%	1.5%		0.4%	0.5%	1.6%	2.2%
Today FM	10.6%	7.5%	4.5%	13.0%	19.1%	8.8%	17.7%	8.2%	8.9%
Newstalk	5.2%	7.6%	4.9%	4.3%	3.9%	3.5%	4.7%	6.1%	7.3%
Any Regional/Local/M-City/D-C#	64.5%	69.1%	69.4%	62.8%	57.3%	67.9%	58.4%	66.8%	66.3%
Classic Hits		1.7%	5.7%					5.6%	2.3%
Radio Nova		2.2%							2.6%
Beat 102-103				41.1%					
Spin South West					37.4%				
iRadio NW						30.8%			
iRadio NE							23.0%		
FM104		19.5%							
98FM		8.3%							
Q102		6.4%							
Sunshine 106.8		5.3%							
Spin 1038		24.3%							
Corks 96FM / C103			24.4%						
C103 (Corks 103FM)			4.1%						
Cork's 96FM			20.3%						
Corks Red FM			38.8%						
Mean No. of Minutes	<b>174</b>	<b>153</b>	<b>257</b>	<b>208</b>	<b>143</b>	<b>181</b>	<b>139</b>	<b>169</b>	<b>151</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 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	49.8%	67.4%	36.9%	47.2%	43.5%	40.4%	51.5%	54.6%	66.4%
Any RTE Radio	35.6%	50.4%	27.4%	32.1%	29.4%	27.7%	35.9%	40.1%	49.3%
RTE Radio 1	28.8%	43.8%	21.2%	25.5%	25.4%	20.5%	27.8%	32.9%	41.9%
RTE 2FM	4.0%	2.6%	1.8%	5.1%	3.1%	4.8%	6.2%	3.3%	3.2%
RTE Lyric FM	2.5%	3.7%	4.4%	1.5%	0.9%	1.1%	1.7%	3.5%	4.0%
Today FM	7.1%	5.3%	4.4%	9.8%	7.5%	7.3%	9.4%	6.2%	6.4%
Newstalk	7.1%	11.7%	5.1%	5.3%	6.6%	5.5%	6.2%	8.3%	10.7%
Any Regional/Local/M-City/D-C#	50.2%	32.6%	63.1%	52.8%	56.5%	59.6%	48.5%	45.4%	33.6%
Classic Hits		2.5%	4.6%					4.4%	2.5%
Radio Nova		3.3%							3.1%
Beat 102-103				8.3%					
Spin South West					3.6%				
iRadio NW						3.1%			
iRadio NE							2.7%		
FM104		6.4%							
98FM		6.0%							
Q102		5.1%							
Sunshine 106.8		5.8%							
Spin 1038		2.2%							
Corks 96FM / C103			40.4%						
C103 (Corks 103FM)			17.1%						
Cork's 96FM			23.3%						
Corks Red FM			17.8%						
Mean No. of Minutes	<b>264</b>	<b>242</b>	<b>349</b>	<b>260</b>	<b>236</b>	<b>283</b>	<b>236</b>	<b>263</b>	<b>242</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.

## 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'18-Sep'19)		(change from Oct'18-Sep'19)	
	%	%	%	%
Kildare ( <i>KFM</i> )	29%	+1	23.2%	-2.2
Louth/Meath ( <i>LMFM</i> )	26%	+1	31.9%	+2.1
Kilkenny/Carlow ( <i>KCLR 96FM</i> )	34%	-4	33.5%	+2.3
Laois/Offaly/Westmeath ( <i>Midlands 103</i> )	29%	-3	31.1%	-0.4
Wexford ( <i>South East Radio</i> )	35%	-5	34.0%	+1.1
Wicklow ( <i>East Coast FM</i> )	34%	+3	30.3%	+7.0
Limerick ( <i>Live 95FM</i> )	35%	-3	27.3%	+0.9
Tipperary ( <i>Tipp FM</i> )	39%	+4	39.0%	-1.5
Waterford ( <i>WLR FM</i> )	50%	+3	44.6%	-0.6
Clare ( <i>Clare FM</i> )	44%	+3	39.5%	-0.7
Kerry ( <i>Radio Kerry</i> )	45%	-1	54.0%	+2.4
Galway ( <i>Galway Bay FM</i> )	38%	+8	29.7%	+1.3
Mayo ( <i>MWR</i> )	67%	+5	55.3%	-3.1
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	43%	-1	45.9%	+0.6
Roscommon/Longford/Sth Leitrim ( <i>Shannonside 104FM</i> )	46%	-4	46.1%	-0.1
Cavan/Monaghan ( <i>Northern Sound</i> )	39%	+1	45.8%	+1.7
Donegal South/Sligo/Nth Leitrim ( <i>Ocean FM</i> )	49%	-1	31.5%	-1.8
Donegal Nth ( <i>Highland Radio</i> )	65%	+3	66.6%	+1.1

\* \* \* \* \*

These figures are the copyright of JNLR. When quoting, please acknowledge the source “JNLR/Ipsos MRBI 2020/3 (October 2019 to September 2020)”.

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.

**Copyright: JNLR 2020/3 issued 5<sup>th</sup> November 2020**



Ipsos MRBI





## 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.