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PRESS
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1

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Ipsos MRBI/JNLR 2016/1 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (27th April, 2016). It covers the 12-month period from April 2015 to March 2016.

The latest results show **daily radio listening at 83%** - that is 83% of all adults – almost 3 million listeners (15+), listening every weekday.

A total of **c16,800** 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.

83% of Irish adults listen to the radio on an average day (=). More than half, 58% (=) tune into their local or regional station and 45% (-1) listen to a national station. Among the younger 15-34 year market, 76% (-1) listen daily.

Irish 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 45.6% share (-0.5%) of all minutes while Local/Regional Radio holds the majority share position with 54.4% (+0.5%) in this reporting period.

Throughout the country, across the various regional areas, National Radio holds the majority share position in Dublin (57.4%) and the wider Dublin Commuter belt (57.8%) 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 (65.1%), Cork (62.2%) and South West regions (61.5%). (See T5).

Among the younger, 15-34 year old, audience in the country Local/regional Radio is in the majority share position achieving a combined share of minutes of 67.0% (+0.4%) versus 33.0% for National Radio. In particular, the Local/regional group holds its strongest share position among this age segment in Dublin (70.9%), in Cork (70.7%) and in the North West (68.5%). (See T7).

Among at the older 35+ age segment, Local/Regional radio is marginally ahead in terms of share of all minutes listened (50.6%) compared to National radio. However, in Regional markets among this age group, National Radio maintains a strong share position in Dublin (67.1%), the Dublin Commuter region (66.1%), and in the Multi-city area (54.9%). (See T8).

Local radio continues to be a strong performer in the individual 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 in their respective franchise areas. (T9).

The population estimates in this report are based on data provided by the CSO – *Quarterly National Household Survey* statistics.

(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 Jan-Dec'15)	Weekdays (change from Jan-Dec'15)	Weekdays (change from Jan-Dec'15)	Weekdays (change from Jan-Dec'15)	Weekdays (change from Jan-Dec'15)	Weekdays (change from Jan-Dec'15)	Weekdays (change from Jan-Dec'15)	Weekdays (change from Jan-Dec'15)	Weekdays (change from Jan-Dec'15)
Listened at all *	83% (+0)	79% (-1)	83% (-1)	81% (+0)	87% (-1)	89% (+1)	82% (+0)	82% (+0)	80% (+0)
Any National	45% (-1)	46% (-2)	43% (+1)	43% (+1)	44% (-2)	44% (-1)	45% (-1)	46% (-1)	48% (-1)
Any RTE Radio	34% (-1)	36% (+0)	33% (+0)	32% (+0)	34% (-2)	34% (+0)	34% (+0)	35% (-1)	36% (-1)
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	34% (+0)	35% (-1)	33% (+1)	31% (-1)	34% (-1)	33% (+0)	34% (+0)	35% (-1)	36% (-1)
RTÉ Radio 1	25% (+0)	30% (+0)	24% (+0)	22% (+0)	22% (+0)	22% (+0)	22% (-1)	27% (-1)	29% (-1)
RTÉ 2FM	10% (+0)	6% (-1)	9% (+1)	10% (-1)	12% (-2)	11% (+0)	13% (+0)	8% (-1)	7% (+0)
RTÉ Lyric FM	4% (+0)	6% (+1)	4% (+0)	3% (+0)	3% (-1)	3% (+0)	2% (+0)	5% (+0)	5% (+0)
Today FM	12% (+0)	8% (-1)	12% (+0)	14% (+1)	13% (-1)	13% (+0)	13% (-2)	11% (-1)	10% (+0)
Newstalk	10% (-1)	15% (-1)	10% (+0)	7% (+0)	9% (+1)	8% (-1)	9% (-1)	12% (-1)	15% (-1)
Any Regional/Local/M-City/D-C#	58% (+0)	48% (+1)	65% (-1)	57% (-1)	67% (+1)	72% (+2)	57% (+0)	56% (+1)	48% (+1)
Classic Hits 4FM		3% (+0)	10% (-1)					6% (+0)	4% (+0)
Radio Nova		5% (-1)							6% (+0)
Beat 102-103				25% (+0)					
Spin South West					22% (+0)				
iRadio NW						22% (-1)			
iRadio NE							14% (-1)		
FM104		18% (+0)							
98FM		10% (+0)							
Q102		7% (+0)							
Sunshine 106.8		6% (+1)							
Spin 1038		14% (+0)							
TXFM		2% (+0)							
Corks 96FM / C103			41% (+2)						
C103 (Corks 103FM)			17% (+1)						
Cork's 96FM			28% (+1)						
Corks Red FM			30% (-2)						

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%	69%	72%	78%	82%	86%	73%	74%	71%
Any National	22%	14%	24%	22%	26%	25%	26%	21%	19%
Any RTE Radio	15%	10%	14%	14%	20%	18%	16%	14%	12%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	15%	10%	14%	14%	20%	18%	15%	14%	11%
RTE Radio 1	5%	5%	2%	3%	4%	6%	5%	5%	6%
RTE 2FM	11%	5%	13%	11%	16%	14%	11%	10%	6%
RTE Lyric FM	1%	1%		2%	1%	0	1%	1%	1%
Today FM	8%	3%	9%	11%	9%	7%	14%	8%	7%
Newstalk	3%	4%	2%	2%	3%	3%	5%	4%	5%
Any Regional/Local/M-City/D-C#	68%	61%	67%	73%	70%	82%	65%	66%	62%
Classic Hits 4FM		2%	5%					4%	2%
Radio Nova		4%							5%
Beat 102-103				67%					
Spin South West					63%				
iRadio NW						70%			
iRadio NE							35%		
FM104		26%							
98FM		9%							
Q102		6%							
Sunshine 106.8		2%							
Spin 1038		39%							
TXFM		2%							
Corks 96FM / C103			23%						
C103 (Corks 103FM)			5%						
Cork's 96FM			21%						
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 *	76%	73%	73%	78%	82%	83%	76%	75%	74%
Any National	31%	24%	31%	31%	36%	34%	36%	30%	28%
Any RTE Radio	20%	14%	19%	18%	23%	24%	23%	18%	16%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	19%	14%	19%	18%	23%	24%	22%	18%	16%
RTE Radio 1	7%	8%	6%	5%	5%	9%	8%	8%	9%
RTE 2FM	13%	5%	14%	14%	18%	16%	16%	10%	7%
RTE Lyric FM	1%	2%	0%	1%	1%	1%	1%	2%	2%
Today FM	13%	7%	12%	15%	17%	13%	19%	11%	10%
Newstalk	7%	9%	6%	5%	5%	5%	7%	8%	9%
Any Regional/Local/M-City/D-C#	63%	59%	64%	65%	65%	71%	59%	62%	60%
Classic Hits 4FM		2%	9%					5%	2%
Radio Nova		5%							6%
Beat 102-103				56%					
Spin South West					49%				
iRadio NW						54%			
iRadio NE							31%		
FM104		29%							
98FM		13%							
Q102		8%							
Sunshine 106.8		3%							
Spin 1038		29%							
TXFM		3%							
Corks 96FM / C103			25%						
C103 (Corks 103FM)			5%						
Cork's 96FM			23%						
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 *	86%	83%	87%	83%	89%	91%	85%	86%	84%
Any National	52%	59%	49%	48%	47%	48%	49%	55%	59%
Any RTE Radio	41%	48%	40%	38%	38%	37%	40%	45%	48%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	41%	48%	40%	37%	38%	36%	39%	44%	48%
RTE Radio 1	33%	42%	33%	29%	29%	27%	30%	37%	41%
RTE 2FM	9%	7%	7%	8%	10%	9%	11%	8%	7%
RTE Lyric FM	5%	8%	6%	4%	4%	4%	3%	6%	7%
Today FM	11%	9%	11%	13%	12%	13%	11%	11%	9%
Newstalk	12%	18%	12%	9%	10%	9%	10%	15%	17%
Any Regional/Local/M-City/D-C#	56%	41%	65%	54%	68%	72%	56%	52%	42%
Classic Hits 4FM		4%	10%					7%	4%
Radio Nova		5%							6%
Beat 102-103				11%					
Spin South West					11%				
iRadio NW						10%			
iRadio NE							6%		
FM104		12%							
98FM		9%							
Q102		7%							
Sunshine 106.8		7%							
Spin 1038		6%							
TXFM		1%							
Corks 96FM / C103			48%						
C103 (Corks 103FM)			23%						
Cork's 96FM			30%						
Corks Red FM			21%						

* 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 '15)		Weekdays (change from Jan-Dec '15)		Weekdays (change from Jan-Dec '15)		Weekdays (change from Jan-Dec '15)		Weekdays (change from Jan-Dec '15)		Weekdays (change from Jan-Dec '15)		Weekdays (change from Jan-Dec '15)		Weekdays (change from Jan-Dec '15)		Weekdays (change from Jan-Dec '15)	
Any National	45.6%	(-0.5)	57.4%	(-1.0)	37.8%	(+0)	46.0%	(+0.6)	38.5%	(+0.2)	34.9%	(-0.8)	46.8%	(-2.0)	49.4%	(-0.8)	57.8%	(-1.4)
Any RTE Radio	31.9%	(-0.2)	42.7%	(+0.2)	25.4%	(+0)	29.8%	(-1.0)	26.1%	(-0.4)	22.4%	(-0.9)	33.4%	(+0.2)	34.9%	(-0.2)	42.4%	(-0.2)
RTÉ Radio 1	23.5%	(+0.4)	35.1%	(+0.1)	18.2%	(-0.1)	21.8%	(+0.7)	17.1%	(+0.4)	14.5%	(+0.5)	23.8%	(+0.9)	26.8%	(+0.2)	34.3%	(-0.2)
RTÉ 2FM	6.1%	(-0.4)	3.9%	(-0.2)	5.4%	(+0.2)	5.9%	(-1.8)	7.2%	(-0.3)	6.0%	(-0.4)	8.2%	(-0.6)	5.3%	(-0.1)	4.6%	(-0.1)
RTÉ Lyric FM	2.0%	(+0)	3.3%	(+0.1)	1.5%	(+0)	1.9%	(+0)	1.5%	(-0.3)	1.4%	(-0.1)	1.1%	(-0.2)	2.5%	(+0.1)	3.1%	(+0)
Today FM	7.5%	(-0.1)	5.1%	(-0.5)	6.9%	(+0.3)	10.8%	(+0.7)	8.1%	(+0.3)	8.7%	(+0.6)	7.7%	(-1.6)	7.2%	(+0)	6.1%	(-0.5)
Newstalk	6.2%	(-0.3)	9.6%	(-0.7)	5.5%	(-0.3)	5.4%	(+0.9)	4.3%	(+0.3)	3.8%	(-0.5)	5.7%	(-0.6)	7.3%	(-0.6)	9.3%	(-0.7)
Any Regional/Local/M-City/D-C#	54.4%	(+0.5)	42.6%	(+1.0)	62.2%	(+0)	54.0%	(-0.6)	61.5%	(-0.2)	65.1%	(+0.8)	53.2%	(+2.0)	50.6%	(+0.8)	42.2%	(+1.4)
Classic Hits 4FM			2.7%	(+0.2)	7.1%	(+0.2)									4.1%	(+0.2)	2.6%	(+0.2)
Radio Nova			3.5%	(-0.3)													3.6%	(-0.2)
Beat 102-103							17.4%	(+0.5)										
Spin South West									10.9%	(+0.1)								
iRadio NW											13.3%	(+0)						
iRadio NE													7.8%	(-0.7)				
FM104			11.5%	(+0.6)														
98FM			6.3%	(+0.1)														
Q102			5.9%	(+0.4)														
Sunshine 106.8			4.8%	(+0.5)														
Spin 1038			6.3%	(-0.6)														
TXFM			0.8%	(+0.1)														
Corks 96FM / C103					33.9%	(+1.5)												
C103 (Corks 103FM)					14.0%	(+1.4)												
Cork's 96FM					19.9%	(+0.1)												
Corks Red FM					20.4%	(-1.9)												
Mean No. of Minutes	230	(+1)	222	(+5)	282	(-5)	195	(-7)	223	(+5)	245	(+1)	214	(-1)	234	(+2)	222	(+4)

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	22.5%	16.7%	22.3%	23.1%	26.4%	18.7%	26.4%	22.3%	22.1%
Any RTE Radio	12.8%	10.2%	12.5%	12.7%	17.9%	12.3%	9.0%	12.5%	10.6%
RTE Radio 1	3.3%	6.3%	1.1%	2.7%	1.8%	2.9%	2.0%	3.7%	5.6%
RTE 2FM	8.9%	3.3%	11.4%	9.0%	15.6%	8.8%	6.2%	8.2%	4.1%
RTE Lyric FM	0.4%	0.7%		1.1%	0.4%		0.2%	0.3%	0.5%
Today FM	7.0%	3.0%	8.4%	9.0%	6.8%	4.0%	13.2%	6.9%	7.2%
Newstalk	2.7%	3.5%	1.4%	1.4%	1.8%	2.4%	4.1%	2.9%	4.3%
Any Regional/Local/M-City/D-C#	77.5%	83.3%	77.7%	76.9%	73.6%	81.3%	73.6%	77.7%	77.9%
Classic Hits 4FM		4.4%	3.8%					3.7%	3.6%
Radio Nova		3.7%							3.6%
Beat 102-103				62.5%					
Spin South West					57.4%				
iRadio NW						62.2%			
iRadio NE							32.0%		
FM104		22.4%							
98FM		9.4%							
Q102		6.0%							
Sunshine 106.8		2.6%							
Spin 1038		32.0%							
TXFM		2.1%							
Corks 96FM / C103			21.5%						
C103 (Corks 103FM)			1.2%						
Cork's 96FM			20.3%						
Corks Red FM			49.5%						
Mean No. of Minutes	149	145	190	140	126	161	130	157	148

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	33.0%	29.1%	29.3%	33.8%	35.5%	31.5%	39.5%	32.3%	33.3%
Any RTE Radio	17.5%	16.2%	15.9%	14.4%	19.9%	17.7%	17.4%	17.4%	17.1%
RTE Radio 1	6.5%	10.3%	3.7%	4.3%	3.3%	6.0%	5.5%	7.5%	9.9%
RTE 2FM	10.2%	4.4%	12.2%	9.6%	16.0%	11.1%	11.4%	8.9%	5.7%
RTE Lyric FM	0.6%	1.3%		0.5%	0.5%	0.2%	0.3%	0.8%	1.3%
Today FM	10.5%	5.9%	9.4%	14.9%	12.9%	10.3%	16.1%	9.1%	8.6%
Newstalk	5.0%	7.0%	4.1%	4.4%	2.7%	3.5%	5.9%	5.8%	7.5%
Any Regional/Local/M-City/D-C#	67.0%	70.9%	70.7%	66.2%	64.5%	68.5%	60.5%	67.7%	66.7%
Classic Hits 4FM		2.9%	7.9%					4.4%	2.5%
Radio Nova		4.0%							3.7%
Beat 102-103				51.7%					
Spin South West					36.2%				
iRadio NW						48.0%			
iRadio NE							24.9%		
FM104		22.9%							
98FM		10.1%							
Q102		6.8%							
Sunshine 106.8		3.1%							
Spin 1038		19.1%							
TXFM		1.8%							
Corks 96FM / C103			21.4%						
C103 (Corks 103FM)			2.2%						
Cork's 96FM			19.2%						
Corks Red FM			39.8%						
Mean No. of Minutes	178	172	230	158	161	188	157	186	175

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	49.4%	67.1%	40.5%	49.9%	39.2%	35.8%	48.8%	54.9%	66.1%
Any RTE Radio	36.2%	51.7%	28.4%	34.6%	27.6%	23.6%	37.9%	40.5%	51.0%
RTE Radio 1	28.6%	43.6%	22.8%	27.4%	20.4%	16.6%	28.9%	33.0%	42.6%
RTE 2FM	4.9%	3.8%	3.3%	4.8%	5.0%	4.7%	7.3%	4.1%	4.2%
RTE Lyric FM	2.4%	4.0%	2.0%	2.3%	1.7%	1.7%	1.3%	3.0%	3.8%
Today FM	6.6%	4.8%	6.2%	9.5%	6.9%	8.3%	5.3%	6.6%	5.2%
Newstalk	6.6%	10.5%	5.9%	5.7%	4.7%	3.9%	5.6%	7.8%	9.9%
Any Regional/Local/M-City/D-C#	50.6%	32.9%	59.5%	50.1%	60.8%	64.2%	51.2%	45.1%	33.9%
Classic Hits 4FM		2.7%	6.9%					4.1%	2.7%
Radio Nova		3.4%							3.5%
Beat 102-103				6.6%					
Spin South West					4.8%				
iRadio NW						4.6%			
iRadio NE							3.1%		
FM104		7.6%							
98FM		5.0%							
Q102		5.5%							
Sunshine 106.8		5.4%							
Spin 1038		2.0%							
TXFM		0.4%							
Corks 96FM / C103			37.8%						
C103 (Corks 103FM)			17.7%						
Cork's 96FM			20.1%						
Corks Red FM			14.3%						
Mean No. of Minutes	252	246	303	210	246	266	238	255	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 Jan-Dec '15)		(change from Jan-Dec '15)	
	%	%	%	%
Kildare	26%	(+2)	22.5%	(+1.9)
Louth/Meath	29%	(-1)	28.5%	(+2.6)
Kilkenny/Carlow	31%	(+0)	30.5%	(+0.7)
Laois/Offaly/Westmeath	34%	(+0)	40.3%	(+2.4)
Wexford	38%	(-3)	36.2%	(-2.3)
Wicklow	29%	(+1)	23.7%	(-0.6)
Limerick	48%	(+1)	37.2%	(+1.0)
Tipperary	32%	(-1)	35.1%	(-3.9)
Waterford	40%	(+1)	35.0%	(-0.1)
Clare	49%	(+0)	46.1%	(-1.8)
Kerry	48%	(+0)	53.3%	(-1.1)
Galway	38%	(+3)	32.7%	(+2.1)
Mayo	58%	(+3)	56.3%	(+0.7)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	45%	(-1)	44.0%	(-1.0)
Roscommon/Longford/Sth Leitrim	49%	(-1)	43.3%	(-1.2)
Cavan/Monaghan	42%	(-1)	44.9%	(-0.7)
Donegal South/Sligo/Nth Leitrim	45%	(+0)	33.7%	(-1.8)
Donegal Nth	61%	(+2)	63.5%	(+0.4)
	*	*	*	*

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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 9000.0

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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.