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Ipsos MRBI/JNLR 2015/4 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (3rd February, 2016). It covers the 12-month period from January to December 2015.

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

A total of c16,750 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 46% (=) listen to a national station. Among the younger 15-34 year market, 77% (-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 46.1% share (+0.1%) of all minutes while Local/Regional Radio holds the majority share position with 53.9% (-0.1%) in this reporting period.

Throughout the country, in the various regional areas, National Radio holds the majority share position in Dublin (58.4%), the wider Dublin Commuter belt (59.2%) and in the Multi-city region (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 the North West (64.3%), Cork (62.2%) and South West regions (61.7%). (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 66.6% (+1.1%) versus 33.4% for National Radio. In particular, the Local/regional group holds its strongest share position among this age segment in Dublin (70.1%), in Cork (71.5%) and in the North West (68.8%). (See T7).

Among at the older 35+ age segment, National Radio and Local/Regional radio holds an equal share of all minutes listened. However, in Regional markets among this age group, National Radio maintains a strong share position in Dublin (68.4%), the Dublin Commuter region (67.9%), and in the Multi-city area (56.0%). (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 Oct '14-Sep'15)		Weekdays (change from Oct '14-Sep'15)		Weekdays (change from Oct '14-Sep'15)		Weekdays (change from Oct '14-Sep'15)		Weekdays (change from Oct '14-Sep'15)		Weekdays (change from Oct '14-Sep'15)		Weekdays (change from Oct '14-Sep'15)		Weekdays (change from Oct '14-Sep'15)		Weekdays (change from Oct '14-Sep'15)	
Listened at all *	83%	(+0)	80%	(-1)	84%	(+1)	81%	(-1)	88%	(+0)	88%	(+0)	82%	(+0)	82%	(-1)	80%	83%
Any National	46%	(+0)	48%	(+0)	42%	(+1)	42%	(-1)	46%	(+0)	45%	(-1)	46%	(+0)	47%	(-1)	49%	46%
Any RTE Radio	35%	(+0)	36%	(+0)	33%	(+2)	32%	(+0)	36%	(+2)	34%	(+0)	34%	(+0)	36%	(+0)	37%	35%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	34%	(+0)	36%	(+0)	32%	(+2)	32%	(+0)	35%	(+1)	33%	(+1)	34%	(+0)	36%	(+1)	37%	34%
RTÉ Radio 1	25%	(+1)	30%	(+0)	24%	(+2)	22%	(+0)	22%	(+1)	22%	(+1)	23%	(+1)	28%	(+1)	30%	25%
RTÉ 2FM	10%	(-1)	7%	(+0)	8%	(+0)	11%	(+0)	14%	(+0)	11%	(-1)	13%	(-1)	9%	(+0)	7%	10%
RTÉ Lyric FM	4%	(+0)	5%	(+0)	4%	(+0)	3%	(+0)	4%	(+1)	3%	(+0)	2%	(+0)	5%	(+0)	5%	4%
Today FM	12%	(-1)	9%	(+0)	12%	(+0)	13%	(+0)	14%	(-1)	13%	(-1)	15%	(+0)	12%	(+0)	10%	12%
Newstalk	11%	(+0)	16%	(-1)	10%	(-2)	7%	(+0)	8%	(-1)	9%	(+1)	10%	(+1)	13%	(-1)	16%	11%
Any Regional/Local/M-City/D-C#	58%	(+0)	47%	(-1)	66%	(+1)	58%	(-2)	66%	(+1)	70%	(+2)	57%	(+0)	55%	(+0)	47%	58%
Classic Hits 4FM			3%	(+0)	11%	(+1)									6%	(+0)	4%	
Radio Nova			6%	(+0)													6%	
Beat 102-103							25%	(+1)										
Spin South West									22%	(-1)								
iRadio NW											23%	(+1)						
iRadio NE													15%	(+0)				
FM104			18%	(-1)														
98FM			10%	(+0)														
Q102			7%	(-2)														
Sunshine 106.8			5%	(-1)														
Spin 1038			14%	(+0)														
TXFM			2%	(+0)														
Corks 96FM / C103					39%	(-1)												
C103 (Corks 103FM)					16%	(+1)												
Cork's 96FM					27%	(-1)												
Corks Red FM					32%	(+2)												

Any regional/local/M-City/D-C includes any audience 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%	70%	75%	78%	83%	87%	71%	75%	71%
Any National	22%	14%	21%	22%	28%	26%	25%	21%	18%
Any RTE Radio	15%	10%	12%	14%	21%	20%	16%	14%	11%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	15%	10%	12%	14%	21%	19%	15%	13%	11%
RTE Radio 1	5%	4%	2%	4%	3%	6%	7%	5%	5%
RTE 2FM	11%	5%	10%	10%	18%	15%	10%	9%	6%
RTE Lyric FM	1%	2%	1%	2%	1%		1%	1%	2%
Today FM	9%	3%	10%	11%	9%	8%	14%	8%	7%
Newstalk	3%	4%	2%	3%	3%	2%	5%	4%	5%
Any Regional/Local/M-City/D-C#	69%	63%	72%	72%	72%	81%	63%	67%	63%
Classic Hits 4FM		1%	8%					4%	2%
Radio Nova		4%							6%
Beat 102-103				63%					
Spin South West					65%				
iRadio NW						71%			
iRadio NE							35%		
FM104		29%							
98FM		10%							
Q102		7%							
Sunshine 106.8		2%							
Spin 1038		42%							
TXFM		2%							
Corks 96FM / C103			21%						
C103 (Corks 103FM)			3%						
Cork's 96FM			20%						
Corks Red FM			59%						

* Indicates the proportion tuning to the station at some time on the day.

Any regional/local/M-City/D-C includes any audience 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%	74%	76%	78%	84%	84%	75%	76%	74%
Any National	32%	25%	30%	30%	39%	35%	36%	30%	28%
Any RTE Radio	20%	14%	18%	18%	26%	25%	23%	18%	16%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	20%	14%	18%	18%	26%	24%	23%	18%	16%
RTE Radio 1	8%	8%	5%	5%	5%	10%	9%	8%	9%
RTE 2FM	13%	6%	13%	13%	21%	16%	16%	10%	7%
RTE Lyric FM	1%	2%	0%	1%	1%	0%	1%	2%	2%
Today FM	13%	7%	13%	16%	19%	14%	18%	12%	10%
Newstalk	7%	10%	6%	4%	5%	5%	7%	9%	10%
Any Regional/Local/M-City/D-C#	63%	60%	67%	64%	65%	71%	59%	63%	60%
Classic Hits 4FM		2%	11%					5%	2%
Radio Nova		6%							6%
Beat 102-103				54%					
Spin South West					51%				
iRadio NW						55%			
iRadio NE							31%		
FM104		29%							
98FM		13%							
Q102		8%							
Sunshine 106.8		3%							
Spin 1038		30%							
TXFM		3%							
Corks 96FM / C103			24%						
C103 (Corks 103FM)			4%						
Cork's 96FM			22%						
Corks Red FM			52%						

* Indicates the proportion tuning to the station at some time on the day.

Any regional/local/M-City/D-C includes any audience 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%	90%	90%	86%	86%	84%
Any National	53%	60%	49%	48%	48%	49%	51%	57%	61%
Any RTE Radio	42%	49%	40%	38%	40%	38%	40%	46%	49%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	42%	49%	40%	38%	39%	36%	40%	45%	49%
RTE Radio 1	33%	43%	34%	29%	29%	26%	30%	38%	42%
RTE 2FM	9%	7%	6%	9%	11%	10%	12%	8%	8%
RTE Lyric FM	5%	7%	6%	4%	5%	4%	3%	6%	7%
Today FM	12%	10%	11%	12%	12%	13%	13%	11%	10%
Newstalk	13%	19%	12%	8%	9%	11%	11%	16%	19%
Any Regional/Local/M-City/D-C#	55%	39%	65%	56%	67%	69%	55%	50%	40%
Classic Hits 4FM		4%	11%					7%	4%
Radio Nova		6%							6%
Beat 102-103				12%					
Spin South West					11%				
iRadio NW						10%			
iRadio NE							6%		
FM104		12%							
98FM		8%							
Q102		6%							
Sunshine 106.8		7%							
Spin 1038		5%							
TXFM		1%							
Corks 96FM / C103			47%						
C103 (Corks 103FM)			21%						
Cork's 96FM			30%						
Corks Red FM			22%						

* Indicates the proportion tuning to the station at some time on the day.

Any regional/local/M-City/D-C includes any audience 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 '14-Sep '15)		Weekdays (change from Oct '14-Sep '15)		Weekdays (change from Oct '14-Sep '15)		Weekdays (change from Oct '14-Sep '15)		Weekdays (change from Oct '14-Sep '15)		Weekdays (change from Oct '14-Sep '15)		Weekdays (change from Oct '14-Sep '15)		Weekdays (change from Oct '14-Sep '15)		Weekdays (change from Oct '14-Sep '15)	
Any National	46.1%	(+0.1)	58.4%	(+0.7)	37.8%	(-0.4)	45.4%	(+1.1)	38.3%	(-0.3)	35.7%	(-0.7)	48.8%	(+0.9)	50.2%	(+0)	59.2%	(+1.0)
Any RTE Radio	32.1%	(+0.6)	42.5%	(+1.1)	25.4%	(+1.1)	30.8%	(+0.2)	26.5%	(+0.9)	23.3%	(-0.7)	33.2%	(+0.9)	35.1%	(+0.8)	42.6%	(+1.2)
RTÉ Radio 1	23.1%	(+0.8)	35.0%	(+1.0)	18.3%	(+1.1)	21.1%	(+0.2)	16.7%	(+0.8)	14.0%	(+0.3)	22.9%	(+1.9)	26.6%	(+0.9)	34.5%	(+1.3)
RTÉ 2FM	6.5%	(-0.3)	4.1%	(+0)	5.2%	(+0.3)	7.7%	(-0.2)	7.5%	(-0.4)	6.4%	(-0.5)	8.8%	(-1.1)	5.4%	(-0.1)	4.7%	(-0.2)
RTÉ Lyric FM	2.0%	(+0.1)	3.2%	(+0.1)	1.5%	(-0.3)	1.9%	(+0.3)	1.8%	(+0.2)	1.5%	(+0)	1.3%	(+0.1)	2.4%	(+0)	3.1%	(+0.1)
Today FM	7.6%	(-0.3)	5.6%	(-0.3)	6.6%	(-0.5)	10.1%	(+0.4)	7.8%	(-0.9)	8.1%	(-0.3)	9.3%	(+0)	7.2%	(-0.4)	6.6%	(-0.1)
Newstalk	6.5%	(-0.1)	10.3%	(-0.1)	5.8%	(-1.0)	4.5%	(+0.5)	4.0%	(-0.4)	4.3%	(+0.3)	6.3%	(+0)	7.9%	(-0.4)	10.0%	(-0.1)
Any Regional/Local/M-City/D-C#	53.9%	(-0.1)	41.6%	(-0.7)	62.2%	(+0.4)	54.6%	(-1.1)	61.7%	(+0.3)	64.3%	(+0.7)	51.2%	(-0.9)	49.8%	(+0)	40.8%	(-1.0)
Classic Hits 4FM			2.5%	(+0.2)	6.9%	(+0.2)									3.9%	(+0.1)	2.4%	(+0.2)
Radio Nova			3.8%	(+0)													3.8%	(-0.2)
Beat 102-103							16.9%	(+1.0)										
Spin South West									10.8%	(-0.5)								
iRadio NW											13.3%	(-0.3)						
iRadio NE													8.5%	(-0.8)				
FM104			10.9%	(-0.1)														
98FM			6.2%	(+0)														
Q102			5.5%	(-0.6)														
Sunshine 106.8			4.3%	(-0.1)														
Spin 1038			6.9%	(-0.1)														
TXFM			0.7%	(-0.1)														
Corks 96FM / C103					32.4%	(-1.8)												
C103 (Corks 103FM)					12.6%	(-1.0)												
Cork's 96FM					19.8%	(-0.8)												
Corks Red FM					22.3%	(+1.9)												
Mean No. of Minutes	229	(+0)	217	(+1)	287	(+1)	202	(+1)	218	(-4)	244	(+2)	215	(+0)	232	(+0)	218	(-1)

Any regional/local/M-City/D-C includes any audience 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	21.7%	15.3%	20.1%	23.1%	25.9%	18.8%	26.5%	21.3%	20.8%
Any RTE Radio	12.2%	8.1%	10.2%	12.3%	18.6%	12.6%	9.9%	11.4%	9.2%
RTE Radio 1	2.8%	3.8%	1.1%	2.3%	1.2%	2.9%	3.2%	2.9%	4.3%
RTE 2FM	8.6%	3.2%	8.8%	8.7%	17.0%	8.6%	5.9%	7.4%	3.8%
RTE Lyric FM	0.5%	1.2%	0.3%	1.3%	0.4%	0.0%	0.4%	0.6%	0.9%
Today FM	6.9%	2.6%	8.5%	8.9%	6.2%	4.5%	13.0%	6.9%	6.8%
Newstalk	2.6%	4.6%	1.4%	1.9%	1.1%	1.7%	3.6%	3.0%	4.8%
Any Regional/Local/M-City/D-C#	78.3%	84.7%	79.9%	76.9%	74.1%	81.2%	73.5%	78.7%	79.2%
Classic Hits 4FM		2.3%	5.5%					3.5%	2.2%
Radio Nova		2.9%							3.7%
Beat 102-103				61.4%					
Spin South West					58.6%				
iRadio NW						61.8%			
iRadio NE							33.9%		
FM104		25.8%							
98FM		9.2%							
Q102		7.0%							
Sunshine 106.8		1.2%							
Spin 1038		34.4%							
TXFM		1.2%							
Corks 96FM / C103			20.2%						
C103 (Corks 103FM)			0.9%						
Cork's 96FM			19.3%						
Corks Red FM			51.6%						
Mean No. of Minutes	147	140	197	133	127	156	130	154	142

Any regional/local/M-City/D-C includes any audience 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	33.4%	29.9%	28.5%	33.7%	38.8%	31.2%	40.1%	32.6%	33.7%
Any RTE Radio	17.6%	15.4%	15.7%	14.9%	21.6%	17.8%	18.5%	17.0%	16.6%
RTE Radio 1	6.4%	10.0%	3.0%	3.8%	3.6%	5.6%	6.3%	7.4%	10.2%
RTE 2FM	10.4%	4.0%	12.5%	10.5%	17.5%	11.0%	11.6%	8.5%	5.0%
RTE Lyric FM	0.6%	1.2%	0.1%	0.6%	0.4%	0.4%	0.4%	0.7%	1.1%
Today FM	10.5%	5.9%	8.5%	15.2%	14.7%	10.3%	16.3%	9.2%	8.5%
Newstalk	5.3%	8.6%	4.3%	3.6%	2.5%	3.2%	5.4%	6.5%	8.6%
Any Regional/Local/M-City/D-C#	66.6%	70.1%	71.5%	66.3%	61.2%	68.8%	59.9%	67.4%	66.3%
Classic Hits 4FM		2.1%	7.6%					3.8%	1.9%
Radio Nova		3.8%							3.9%
Beat 102-103				50.0%					
Spin South West					36.2%				
iRadio NW						47.0%			
iRadio NE							26.2%		
FM104		22.2%							
98FM		9.8%							
Q102		6.6%							
Sunshine 106.8		3.0%							
Spin 1038		21.3%							
TXFM		1.2%							
Corks 96FM / C103			19.3%						
C103 (Corks 103FM)			2.5%						
Cork's 96FM			16.8%						
Corks Red FM			43.2%						
Mean No. of Minutes	179	170	236	157	158	186	166	183	172

Any regional/local/M-City/D-C includes any audience 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	50.0%	68.4%	40.9%	48.9%	38.1%	36.8%	51.4%	56.0%	67.9%
Any RTE Radio	36.5%	52.1%	28.5%	35.6%	27.6%	24.7%	37.6%	41.0%	51.5%
RTE Radio 1	28.2%	43.8%	23.3%	26.3%	19.9%	16.2%	27.7%	33.0%	42.8%
RTE 2FM	5.3%	4.1%	2.8%	6.9%	5.0%	5.2%	8.0%	4.4%	4.6%
RTE Lyric FM	2.4%	3.9%	1.9%	2.3%	2.1%	1.8%	1.6%	3.0%	3.7%
Today FM	6.7%	5.5%	6.0%	8.5%	6.1%	7.5%	7.2%	6.6%	6.0%
Newstalk	6.8%	10.9%	6.3%	4.8%	4.4%	4.6%	6.6%	8.4%	10.5%
Any Regional/Local/M-City/D-C#	50.0%	31.6%	59.1%	51.1%	61.9%	63.2%	48.6%	44.0%	32.1%
Classic Hits 4FM		2.7%	6.7%					4.0%	2.6%
Radio Nova		3.8%							3.8%
Beat 102-103				6.9%					
Spin South West					4.5%				
iRadio NW						4.6%			
iRadio NE							3.3%		
FM104		6.9%							
98FM		5.0%							
Q102		5.1%							
Sunshine 106.8		4.7%							
Spin 1038		1.9%							
TXFM		0.6%							
Corks 96FM / C103			36.7%						
C103 (Corks 103FM)			15.9%						
Cork's 96FM			20.7%						
Corks Red FM			15.4%						
Mean No. of Minutes	251	240	309	220	241	265	235	255	240

Any regional/local/M-City/D-C includes any audience 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'14-Sep'15)		(change from Oct'14-Sep'15)	
	%	%	%	%
Kildare	24%	(+0)	20.6%	(+0.7)
Louth/Meath	30%	(-1)	25.9%	(-2.7)
Kilkenny/Carlow	31%	(-3)	29.8%	(-5.5)
Laois/Offaly/Westmeath	34%	(+0)	37.9%	(+0.5)
Wexford	41%	(-1)	38.5%	(+0.9)
Wicklow	28%	(-1)	24.3%	(+0.5)
Limerick	47%	(+6)	36.2%	(+3.2)
Tipperary	33%	(-1)	39.0%	(-2.3)
Waterford	39%	(-2)	35.1%	(-2.1)
Clare	49%	(+2)	47.9%	(+1.9)
Kerry	48%	(-2)	54.4%	(+0)
Galway	35%	(+2)	30.6%	(+1.3)
Mayo	55%	(-3)	55.6%	(+0.4)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	46%	(+0)	45.0%	(+0.8)
Roscommon/Longford/Sth Leitrim	50%	(+2)	44.5%	(+3.0)
Cavan/Monaghan	43%	(-2)	45.6%	(-2.0)
Donegal South/Sligo/Nth Leitrim	45%	(+0)	35.5%	(+2.3)
Donegal Nth	59%	(-3)	63.1%	(-0.2)

These figures are the copyright of JNLR. When quoting, please acknowledge the source “JNLR/Ipsos MRBI 2015/4 (January-December 2015)”.

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.