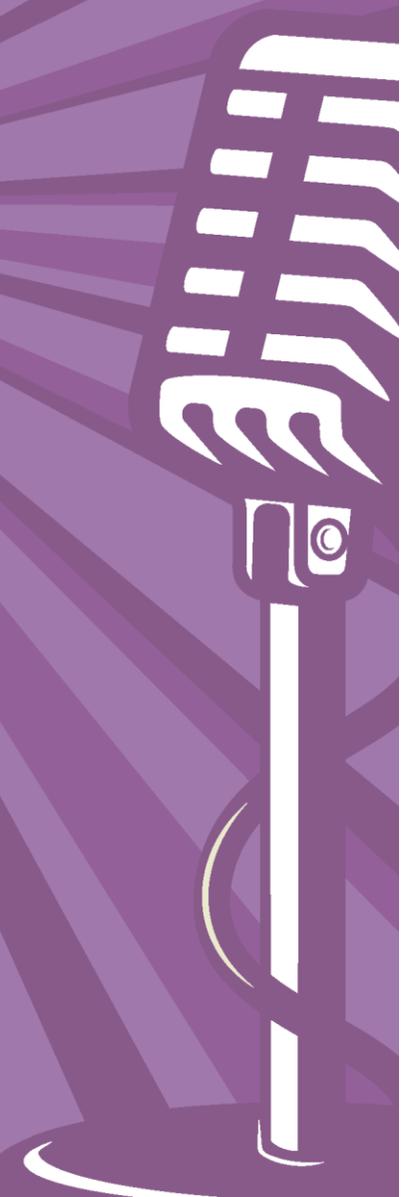
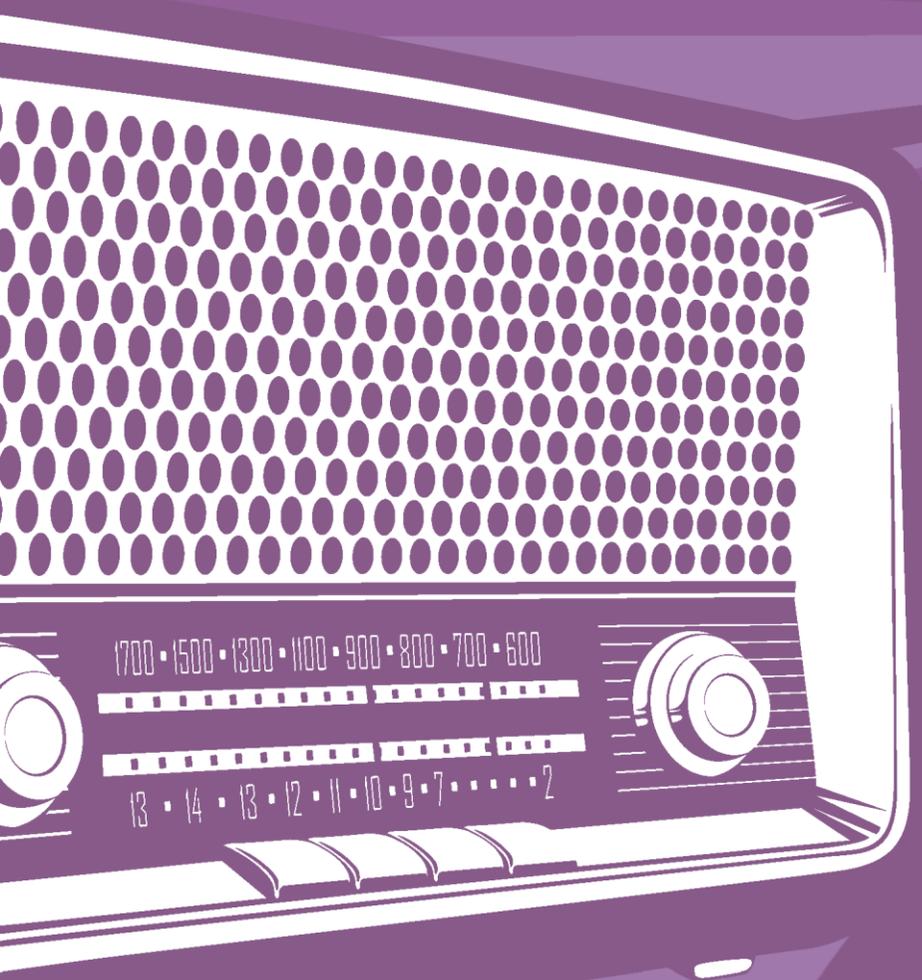


2023-3

JNLR Radio Listenership

Press Release
Oct '22 to Sept '23



Ipsos/JNLR 2023/3 Summary Results

The latest JNLR/Ipsos report into radio listening is published today (9th November 2023). It covers the period from October 2022 to September 2023.

The latest results show 3.35 million listeners (15+) tune into radio every weekday – that is **daily radio listening at 81.0%** of all adults. Listening levels in the **past week** increase to **91.6%** of the population.

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, topline 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 relates to the previous published report incorporating the period July’22 to June’23. Figures showing the size of the increase/decrease reflects the movement since this last publication (book-on-book) and is rounded to 1 decimal place).

A large majority of Irish adults – 81.0% listen to the radio on an average day. More than half, 52.6% (-0.1%) tune into their local or regional station and 45.1% (+1.1%) listen to a national station. Among the younger, 15 to 34-year, market 70.8% (+1.0%) listen daily.

Irish radio audiences continue to listen to a significant amount of radio everyday – tuning in, on average, for almost 4 hours (226 mins, -3) 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 (+1.6%) of all minutes while Local/Regional Radio holds the majority share position with 53.1% (-1.6%) in this reporting period.

Across the various regional areas throughout the country, National Radio holds the majority share position in Dublin (56.8%) and the greater Dublin Commuter belt (57.5%) while Local/Regional radio is in the majority in the other regions throughout the country, in particular achieving its highest share position in Cork (64.2%), in the South-West (58.9%) and in the North-West (56.9%) Regions (See T5).

Among the younger 15-34-year audience, Local/Regional Radio is in the majority share position achieving a combined share of minutes of 61.5% (-1.9%) versus 38.5% (+1.9) for National Radio. In particular, the Local/Regional group holds its strongest share position among this age cohort in the South-West area (66.5%), in Cork (66.2%), and in Dublin (65.7%) (See T7).

Considering the older 35+ age segment, Local/Regional radio is ahead in terms of share of all minutes listened, 51.0% (-1.5) compared to National radio, 49.0% (+1.5). However, in regional markets among this age group, National Radio holds the majority share of minutes in Dublin (63.3%), the Dublin Commuter region (63.1%) and the Multi-city area (53.2%). (See T8).

Local radio continues to perform strongly in the local radio markets across the country, with 36.8% 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 local radio has a total share nationally of 37.5% while particular stations - Highland Radio, Northern Sound Radio and MidWest Radio hold the majority share position (50%+) in their respective franchise areas. (T9).

The population estimates in this report are based on Census 2022 population data.

(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 Jul'22-Jun'23)		(change from Jul'22-Jun'23)		(change from Jul'22-Jun'23)		(change from Jul'22-Jun'23)		(change from Jul'22-Jun'23)		(change from Jul'22-Jun'23)		(change from Jul'22-Jun'23)		(change from Jul'22-Jun'23)		(change from Jul'22-Jun'23)	
Listened at all *	81.0%	0.7%	76.1%	2.0%	81.9%	-1.1%	85.8%	1.6%	84.1%	-1.2%	85.4%	-0.9%	79.3%	1.7%	78.2%	0.6%	76.5%	1.8%
Any National	45.1%	1.1%	45.7%	1.9%	38.8%	-1.3%	49.1%	1.0%	42.9%	0.1%	46.6%	-0.4%	44.5%	3.8%	44.7%	0.9%	46.1%	2.2%
Any RTE Radio	31.0%	1.0%	33.0%	1.5%	29.6%	-0.6%	31.7%	1.0%	27.7%	0.1%	30.5%	-0.8%	29.4%	3.6%	31.6%	0.8%	32.6%	1.8%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	30.7%	1.0%	32.8%	1.5%	29.1%	-0.8%	31.6%	1.0%	27.1%	0.1%	29.4%	-0.9%	29.4%	3.6%	31.2%	0.8%	32.3%	1.8%
RTÉ Radio 1	21.3%	0.5%	26.8%	1.4%	19.2%	-0.6%	19.0%	1.0%	19.1%	-0.1%	19.2%	-1.2%	17.5%	1.5%	23.3%	0.5%	25.5%	1.3%
RTÉ 2FM	8.8%	0.5%	5.6%	0.5%	8.6%	-0.5%	12.0%	0.1%	7.5%	0.3%	9.3%	0.0%	11.7%	1.9%	7.2%	0.4%	6.2%	0.7%
RTÉ Lyric FM	3.8%	0.3%	4.8%	0.0%	5.2%	0.0%	4.0%	0.0%	2.8%	0.0%	3.0%	0.5%	2.6%	1.0%	4.6%	0.3%	4.8%	0.3%
Today FM	12.4%	0.4%	8.3%	0.6%	9.3%	-0.2%	18.5%	0.0%	14.1%	-0.4%	16.1%	0.4%	13.6%	1.0%	10.2%	0.3%	9.1%	0.7%
Newstalk	11.3%	0.6%	15.5%	1.0%	8.4%	0.0%	8.5%	0.8%	10.0%	0.1%	10.1%	0.3%	9.9%	1.0%	13.0%	0.7%	15.3%	1.2%
Any Regional/Local/M-City/D-C#	52.6%	-0.1%	43.5%	1.2%	62.3%	0.4%	54.9%	0.0%	59.8%	-1.7%	60.0%	-0.5%	49.8%	-0.7%	49.1%	0.1%	43.6%	0.7%
Classic Hits Radio			4.7%	0.1%	11.7%	1.4%									7.3%	0.1%	4.7%	-0.1%
Radio Nova			7.5%	0.4%													7.5%	0.4%
Beat 102-103							23.2%	0.2%										
Spin South West									21.1%	-0.8%								
iRadio NW											17.4%	0.3%						
iRadio NE													7.7%	0.1%				
FM104			12.2%	0.8%														
98FM			8.0%	-0.1%														
Q102			7.3%	0.5%														
Sunshine 106.8			7.9%	-0.3%														
Spin 1038			12.1%	-0.4%														
Corks 96FM / C103					37.8%	-0.5%												
C103 (Corks 103FM)					16.8%	0.4%												
Cork's 96FM					24.8%	-0.6%												
Corks Red FM					27.1%	-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 *	66.1%	59.4%	71.4%	79.1%	67.9%	73.0%	58.9%	62.9%	59.8%
Any National	25.2%	17.1%	33.1%	35.8%	20.8%	28.5%	24.7%	22.3%	17.8%
Any RTE Radio	15.4%	10.9%	22.1%	18.3%	10.7%	20.7%	14.0%	14.5%	11.2%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	15.2%	10.7%	22.1%	18.3%	10.7%	19.8%	14.0%	14.3%	11.1%
RTE Radio 1	4.5%	5.8%	3.2%	4.2%	2.1%	6.5%	2.4%	5.3%	6.2%
RTE 2FM	10.8%	4.9%	17.4%	13.9%	9.8%	12.7%	12.6%	9.0%	5.1%
RTE Lyric FM	0.7%	0.7%	2.8%	0.5%	0.0%	1.0%	0.0%	0.9%	0.5%
Today FM	10.3%	5.7%	11.2%	17.9%	9.7%	10.3%	12.0%	7.7%	6.2%
Newstalk	3.2%	4.7%	3.4%	2.8%	3.0%	1.9%	2.3%	3.8%	4.6%
Any Regional/Local/M-City/D-C#	52.5%	49.2%	53.8%	60.6%	60.1%	59.6%	43.9%	50.9%	49.3%
Classic Hits Radio		2.5%	8.5%					4.0%	2.4%
Radio Nova		4.0%							4.2%
Beat 102-103				52.0%					
Spin South West					48.4%				
iRadio NW						44.5%			
iRadio NE							15.6%		
FM104		13.8%							
98FM		7.1%							
Q102		4.4%							
Sunshine 106.8		3.0%							
Spin 1038		30.3%							
Corks 96FM / C103			25.5%						
C103 (Corks 103FM)			9.0%						
Cork's 96FM			19.3%						
Corks Red FM			32.9%						

* 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 *	70.8%	66.4%	75.3%	80.9%	71.4%	75.8%	65.5%	68.1%	66.4%
Any National	31.3%	26.0%	33.8%	40.3%	26.1%	35.4%	32.5%	28.6%	26.9%
Any RTE Radio	18.7%	16.0%	23.8%	22.3%	12.4%	22.5%	17.6%	17.8%	16.2%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	18.5%	15.9%	23.8%	22.3%	12.4%	21.5%	17.5%	17.6%	16.0%
RTE Radio 1	6.3%	9.3%	5.4%	5.3%	3.1%	6.9%	3.2%	7.3%	8.6%
RTE 2FM	12.2%	6.6%	18.1%	16.6%	9.9%	13.8%	14.7%	10.3%	7.3%
RTE Lyric FM	1.2%	1.3%	2.9%	1.0%	0.1%	1.6%	0.4%	1.4%	1.2%
Today FM	12.5%	7.9%	11.1%	20.5%	12.8%	14.7%	15.0%	9.8%	8.7%
Newstalk	6.1%	8.4%	6.1%	4.0%	4.2%	5.2%	5.1%	6.9%	8.0%
Any Regional/Local/M-City/D-C#	52.5%	49.9%	57.2%	59.6%	57.4%	57.2%	44.9%	51.1%	49.5%
Classic Hits Radio		2.8%	8.8%					4.5%	2.6%
Radio Nova		6.5%							6.3%
Beat 102-103				47.8%					
Spin South West					42.2%				
iRadio NW						39.2%			
iRadio NE							15.4%		
FM104		16.3%							
98FM		10.4%							
Q102		6.0%							
Sunshine 106.8		4.0%							
Spin 1038		24.6%							
Corks 96FM / C103			28.7%						
C103 (Corks 103FM)			9.8%						
Cork's 96FM			22.5%						
Corks Red FM			32.2%						

* 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 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 *	85.5%	81.3%	84.7%	87.7%	89.1%	89.1%	85.3%	83.0%	81.7%
Any National	51.2%	56.2%	41.0%	52.6%	49.6%	51.0%	49.8%	52.4%	56.1%
Any RTE Radio	36.5%	42.1%	32.1%	35.4%	33.8%	33.6%	34.5%	38.3%	41.1%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	36.1%	41.8%	31.4%	35.3%	32.9%	32.4%	34.5%	37.8%	40.8%
RTE Radio 1	27.9%	36.1%	25.1%	24.4%	25.4%	24.0%	23.7%	31.0%	34.3%
RTE 2FM	7.3%	5.0%	4.5%	10.2%	6.6%	7.5%	10.3%	5.7%	5.6%
RTE Lyric FM	5.0%	6.7%	6.3%	5.1%	3.9%	3.6%	3.6%	6.1%	6.7%
Today FM	12.4%	8.5%	8.6%	17.8%	14.6%	16.6%	13.0%	10.5%	9.3%
Newstalk	13.6%	19.3%	9.4%	10.3%	12.3%	12.0%	12.0%	16.0%	19.1%
Any Regional/Local/M-City/D-C#	52.7%	40.2%	64.5%	53.1%	60.8%	61.1%	52.0%	48.1%	40.6%
Classic Hits Radio		5.7%	12.9%					8.6%	5.8%
Radio Nova		8.0%							8.1%
Beat 102-103				13.4%					
Spin South West					12.7%				
iRadio NW						8.9%			
iRadio NE							4.4%		
FM104		9.9%							
98FM		6.7%							
Q102		8.0%							
Sunshine 106.8		9.9%							
Spin 1038		5.5%							
Corks 96FM / C103			41.7%						
C103 (Corks 103FM)			19.9%						
Cork's 96FM			25.8%						
Corks Red FM			24.9%						

* 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 Jul'22-Jun'23)		Weekdays (change from Jul'22-Jun'23)		Weekdays (change from Jul'22-Jun'23)		Weekdays (change from Jul'22-Jun'23)		Weekdays (change from Jul'22-Jun'23)		Weekdays (change from Jul'22-Jun'23)		Weekdays (change from Jul'22-Jun'23)		Weekdays (change from Jul'22-Jun'23)		Weekdays (change from Jul'22-Jun'23)	
Any National	46.9%	1.6%	56.8%	1.6%	35.8%	0.4%	47.9%	-0.4%	41.1%	-0.5%	43.1%	1.1%	48.4%	4.8%	49.8%	2.0%	57.5%	2.9%
Any RTE Radio	29.6%	1.1%	39.9%	0.5%	23.8%	0.5%	27.7%	0.2%	23.8%	-0.1%	23.1%	-0.4%	29.5%	4.1%	32.6%	1.2%	38.8%	1.6%
RTÉ Radio 1	20.4%	0.6%	31.8%	0.1%	14.3%	0.4%	17.4%	0.7%	17.3%	-0.2%	15.1%	-0.2%	18.2%	1.6%	23.6%	0.7%	30.3%	0.7%
RTÉ 2FM	6.2%	0.4%	4.2%	0.9%	6.1%	0.3%	7.6%	-0.4%	4.1%	0.4%	5.6%	-0.6%	9.3%	1.5%	5.3%	0.5%	4.7%	0.9%
RTE Lyric FM	2.5%	0.1%	3.7%	-0.4%	3.2%	-0.2%	2.4%	-0.2%	1.8%	-0.2%	1.4%	0.3%	1.9%	0.9%	3.2%	0.0%	3.7%	0.0%
Today FM	9.7%	-0.1%	5.5%	0.0%	6.5%	-0.2%	14.5%	-1.4%	11.1%	-0.3%	13.7%	0.8%	11.1%	-0.3%	8.3%	0.0%	6.9%	0.0%
Newstalk	7.6%	0.6%	11.4%	1.1%	5.4%	0.1%	5.7%	0.9%	6.2%	-0.2%	6.2%	0.6%	7.9%	1.1%	9.0%	0.9%	11.8%	1.3%
Any Regional/Local/M-City/D-C#	53.1%	-1.6%	43.2%	-1.6%	64.2%	-0.4%	52.1%	0.4%	58.9%	0.5%	56.9%	-1.1%	51.6%	-4.8%	50.2%	-2.0%	42.5%	-2.9%
Classic Hits Radio			3.4%	0.0%	7.4%	1.1%									5.3%	-0.1%	3.4%	-0.4%
Radio Nova			6.3%	0.4%													6.5%	0.4%
Beat 102-103							15.5%	-0.5%										
Spin South West									12.6%	0.0%								
iRadio NW											9.0%	-0.1%						
iRadio NE													5.1%	0.0%				
FM104			7.6%	0.3%														
98FM			4.9%	-1.1%														
Q102			5.3%	-0.2%														
Sunshine 106.8			7.4%	-1.1%														
Spin 1038			7.2%	-0.5%														
Corks 96FM / C103					35.5%	-1.6%												
C103 (Corks 103FM)					15.1%	0.2%												
Cork's 96FM					20.3%	-1.8%												
Corks Red FM					19.9%	-0.5%												
Mean No. of Minutes	226	-3	199	+1	308	-16	220	-4	218	-6	227	+1	210	=	226	-5	202	=

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	34.0%	25.7%	41.4%	36.3%	23.9%	34.8%	41.5%	33.9%	28.2%
Any RTE Radio	18.4%	14.9%	26.5%	19.1%	9.4%	15.6%	19.8%	18.3%	15.3%
RTE Radio 1	4.2%	6.0%	1.3%	3.9%	2.6%	6.3%	1.8%	4.6%	6.7%
RTE 2FM	13.6%	8.3%	23.7%	14.7%	6.8%	8.5%	18.0%	12.9%	8.1%
RTE Lyric FM	0.4%	0.3%	1.4%	0.0%	0.0%	0.4%	0.0%	0.5%	0.3%
Today FM	12.0%	4.7%	10.5%	14.4%	12.0%	17.2%	18.6%	11.0%	7.1%
Newstalk	3.7%	6.1%	4.4%	2.8%	2.5%	1.9%	3.1%	4.6%	5.8%
Any Regional/Local/M-City/D-C#	66.0%	74.3%	58.6%	63.7%	76.1%	65.2%	58.5%	66.1%	71.8%
Classic Hits Radio		3.0%	5.4%					4.6%	3.4%
Radio Nova		4.3%							5.5%
Beat 102-103				50.6%					
Spin South West					51.1%				
iRadio NW						42.3%			
iRadio NE							17.4%		
FM104		12.8%							
98FM		7.2%							
Q102		3.9%							
Sunshine 106.8		1.8%							
Spin 1038		40.5%							
Corks 96FM / C103			23.0%						
C103 (Corks 103FM)			6.6%						
Cork's 96FM			16.3%						
Corks Red FM			24.9%						
Mean No. of Minutes	147	128	187	165	145	142	124	144	128

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	38.5%	34.3%	33.8%	41.2%	33.5%	42.3%	47.1%	37.3%	37.0%
Any RTE Radio	19.5%	19.2%	21.5%	19.1%	10.6%	19.3%	20.7%	19.8%	19.1%
RTE Radio 1	5.8%	10.8%	3.2%	4.1%	2.8%	5.8%	2.7%	7.0%	9.8%
RTE 2FM	12.4%	6.8%	16.3%	14.2%	7.7%	11.9%	17.3%	11.2%	7.8%
RTE Lyric FM	0.9%	1.2%	1.9%	0.4%	0.1%	0.6%	0.6%	1.2%	1.2%
Today FM	13.5%	7.3%	7.9%	18.7%	19.3%	18.5%	19.8%	11.4%	10.0%
Newstalk	5.4%	7.8%	4.4%	3.5%	3.6%	4.5%	6.5%	6.0%	7.8%
Any Regional/Local/M-City/D-C#	61.5%	65.7%	66.2%	58.8%	66.5%	57.7%	52.9%	62.7%	63.0%
Classic Hits Radio		1.8%	4.3%					3.5%	1.9%
Radio Nova		8.5%							8.3%
Beat 102-103				42.0%					
Spin South West					39.0%				
iRadio NW						31.0%			
iRadio NE							15.9%		
FM104		14.4%							
98FM		8.8%							
Q102		5.2%							
Sunshine 106.8		3.3%							
Spin 1038		23.3%							
Corks 96FM / C103			28.7%						
C103 (Corks 103FM)			10.0%						
Cork's 96FM			18.7%						
Corks Red FM			29.8%						
Mean No. of Minutes	172	149	252	184	161	168	146	171	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 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	49.0%	63.3%	36.4%	49.8%	42.7%	43.2%	48.7%	53.2%	63.1%
Any RTE Radio	32.1%	45.9%	24.5%	30.1%	26.5%	24.0%	31.3%	36.0%	44.2%
RTE Radio 1	24.1%	37.9%	17.4%	21.1%	20.4%	17.1%	21.4%	28.1%	35.9%
RTE 2FM	4.7%	3.4%	3.2%	5.8%	3.4%	4.2%	7.6%	3.7%	3.8%
RTE Lyric FM	2.9%	4.4%	3.5%	3.0%	2.2%	1.5%	2.2%	3.7%	4.4%
Today FM	8.7%	5.0%	6.1%	13.3%	9.4%	12.7%	9.3%	7.4%	6.0%
Newstalk	8.2%	12.5%	5.7%	6.4%	6.8%	6.6%	8.1%	9.8%	12.9%
Any Regional/Local/M-City/D-C#	51.0%	36.7%	63.6%	50.2%	57.3%	56.8%	51.3%	46.8%	36.9%
Classic Hits Radio		3.9%	8.3%					5.7%	3.8%
Radio Nova		5.7%							6.0%
Beat 102-103				8.1%					
Spin South West					7.1%				
iRadio NW						4.1%			
iRadio NE							2.9%		
FM104		5.7%							
98FM		3.8%							
Q102		5.3%							
Sunshine 106.8		8.6%							
Spin 1038		2.6%							
Corks 96FM / C103			37.4%						
C103 (Corks 103FM)			16.6%						
Cork's 96FM			20.8%						
Corks Red FM			17.1%						
Mean No. of Minutes	246	220	329	233	236	247	231	247	224

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		Weekdays	
	(change from Jul'22-Jun'23)		(change from Jul'22-Jun'23)	
	%	%	%	%
Kildare (<i>KFM</i>)	21.8%	0.7%	15.7%	-4.1%
Louth/Meath (<i>LMFM</i>)	23.1%	-2.0%	31.7%	-5.4%
Kilkenny/Carlow (<i>KCLR 96FM</i>)	29.0%	-0.4%	26.9%	-0.1%
Laois/Offaly/Westmeath (<i>Midlands 103</i>)	34.1%	0.7%	32.0%	-1.0%
Wexford (<i>South East Radio</i>)	33.6%	1.5%	34.0%	1.2%
Wicklow (<i>East Coast FM</i>)	28.0%	-3.5%	27.0%	-2.0%
Limerick (<i>Live 95FM</i>)	33.7%	0.2%	28.4%	2.0%
Tipperary (<i>Tipp FM</i>)	33.8%	0.5%	33.8%	1.4%
Waterford (<i>WLR FM</i>)	39.5%	-3.5%	36.6%	-2.2%
Clare (<i>Clare FM</i>)	35.0%	-4.6%	36.1%	-1.2%
Kerry (<i>Radio Kerry</i>)	46.2%	-1.2%	48.9%	-1.2%
Galway (<i>Galway Bay FM</i>)	23.6%	-3.2%	24.4%	-0.1%
Mayo (<i>MidWest Radio</i>)	61.1%	-0.4%	53.6%	0.0%
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	36.1%	-0.7%	46.7%	-2.4%
Roscommon/Longford/Sth Leitrim (<i>Shannonside 104FM</i>)	35.5%	-0.2%	37.5%	-1.9%
Cavan/Monaghan (<i>Northern Sound</i>)	36.6%	-1.3%	58.4%	-2.5%
Donegal South/Sligo/Nth Leitrim (<i>Ocean FM</i>)	38.5%	0.3%	25.6%	-1.6%
Donegal Nth (<i>Highland Radio</i>)	58.1%	-1.0%	64.7%	-1.9%

These figures are the copyright of JNLR. When quoting, please acknowledge the source “JNLR/Ipsos 2023-3 (October 2022 to September 2023)”.

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.

*A small area of South West Laois is part of the South West Region while the remainder of Laois county is part of the North East & Midlands region.