



2024-1  
JNLR Radio Listenership

Press Release  
May '24



## Ipsos/JNLR 2024/1 Summary Results

The latest JNLR/Ipsos report into radio listening is published today (16<sup>th</sup> May 2024). It covers the period from April 2023 to March 2024.

The latest results show 3.36 million listeners (15+) tune into radio every weekday – that is **daily radio listening at 80.0%** of all adults. Listening levels in the **past week** increase to **90%** of the population.

A total of c **16,700** people were interviewed during the survey period by Ipsos B&A, on behalf of JNLR - Joint National Listenership Research - that is commissioned by all national, regional and local stations, AAI, IAPI and Coimisiún na Meán.

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 Jan to Dec'23. Figures showing the size of the increase/decrease reflects the movement since this last publication (book-on-book) and are rounded to 1 decimal place).*

A large majority of Irish adults – 80.2% (-0.8%) listen to the radio on an average day. More than half, 51.8% (-0.6%) tune into their local or regional station and 44.4% (-0.6%) listen to a national station. Among the younger, 15 to 34-year, market 69.8% (-1.1%) listen daily.

Irish radio audiences continue to listen to a significant amount of radio everyday – tuning in, on average, for almost 4 hours (228 mins, +1) 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 47.5% share (+0.1%) of all minutes, while Local/Regional Radio holds the majority share position with 52.5% (-0.1%) in this reporting period.

Across the various regional areas throughout the country, National Radio holds the majority share position in Dublin (57.0%), the greater Dublin Commuter belt (57.9%), and marginally, in the Multi-city area (50.9%). On the other hand, Local/Regional radio is in the majority in the other regions throughout the country, in particular achieving its highest share position in Cork (63.5%), in the South-West (60.1%) and in the North-West (57.6%) 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% (-0.6%) versus 38.5% (+0.6%) for National Radio. In particular, the Local/Regional group holds its strongest share position among this age cohort in the South-West area (69.1%), in Cork (65.3%), and in Dublin (65.0%). (See T7).

Considering the older 35+ age segment, Local/Regional radio is marginally ahead in terms of share of all minutes listened, 50.3% (=) compared to National radio, 49.7% (=). However, in regional markets among this age group, National Radio holds the majority share of minutes in Dublin (63.0%), the Dublin Commuter region (63.3%), the Multi-city area (54.7%) and marginally, in the North East & Midlands area (50.1%). (See T8).

Local radio continues to perform strongly in the local radio markets across the country, with 36.1% 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 36.9% while particular stations - Highland Radio, Northern Sound Radio, MidWest Radio and Radio Kerry hold the majority share position (50%+) in their respective franchise areas. (See T9).

Population estimates in this report are based on Labour Force Survey data (to Qtr3'23).

*(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 Jan-Dec'23) |       | (change from Jan-Dec'23) |       | (change from Jan-Dec'23) |       | (change from Jan-Dec'23) |       | (change from Jan-Dec'23) |       | (change from Jan-Dec'23) |       | (change from Jan-Dec'23) |       | (change from Jan-Dec'23) |       | (change from Jan-Dec'23) |       |
| Listened at all *                      | 80.2%                    | -0.8% | 75.2%                    | -0.6% | 81.2%                    | -1.2% | 84.1%                    | -1.0% | 81.9%                    | -1.8% | 84.7%                    | -0.4% | 79.7%                    | -0.6% | 77.7%                    | -0.7% | 75.8%                    | -0.8% |
| Any National                           | 44.4%                    | -0.6% | 45.8%                    | -0.1% | 37.7%                    | -0.8% | 46.8%                    | -1.5% | 39.9%                    | -2.1% | 45.3%                    | -0.5% | 45.6%                    | 0.0%  | 44.4%                    | -0.6% | 46.5%                    | -0.5% |
| Any RTE Radio                          | 30.9%                    | -0.3% | 34.0%                    | 0.4%  | 27.8%                    | -1.4% | 30.0%                    | -1.4% | 25.5%                    | -1.8% | 29.9%                    | 0.2%  | 31.1%                    | 0.4%  | 31.8%                    | -0.3% | 33.9%                    | 0.2%  |
| Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM | 30.5%                    | -0.4% | 33.8%                    | 0.4%  | 27.2%                    | -1.4% | 29.8%                    | -1.5% | 25.0%                    | -1.7% | 28.5%                    | -0.1% | 31.1%                    | 0.4%  | 31.3%                    | -0.4% | 33.7%                    | 0.2%  |
| RTÉ Radio 1                            | 21.2%                    | -0.4% | 28.0%                    | 0.5%  | 17.0%                    | -1.2% | 18.3%                    | -0.7% | 18.0%                    | -1.3% | 18.1%                    | -0.7% | 18.7%                    | 0.2%  | 23.6%                    | -0.2% | 27.0%                    | 0.4%  |
| RTÉ 2FM                                | 8.8%                     | 0.1%  | 5.6%                     | -0.1% | 9.3%                     | 0.2%  | 11.3%                    | -0.8% | 6.3%                     | -0.5% | 9.0%                     | 0.7%  | 12.6%                    | 0.4%  | 7.1%                     | -0.1% | 6.5%                     | -0.2% |
| RTÉ Lyric FM                           | 3.7%                     | -0.1% | 4.9%                     | 0.0%  | 3.5%                     | -1.0% | 3.3%                     | 0.1%  | 2.9%                     | 0.0%  | 3.4%                     | -0.1% | 2.8%                     | 0.0%  | 4.4%                     | -0.2% | 4.9%                     | -0.1% |
| Today FM                               | 12.0%                    | -0.3% | 8.2%                     | -0.4% | 8.5%                     | -0.2% | 17.7%                    | -0.4% | 13.0%                    | -0.3% | 14.2%                    | -1.3% | 14.4%                    | 0.2%  | 9.8%                     | -0.5% | 9.1%                     | -0.5% |
| Newstalk                               | 11.6%                    | 0.2%  | 16.2%                    | 0.4%  | 9.2%                     | 1.2%  | 8.7%                     | 0.0%  | 9.9%                     | -0.5% | 9.4%                     | 0.1%  | 10.6%                    | -0.1% | 13.7%                    | 0.3%  | 16.1%                    | 0.0%  |
| Any Regional/Local/M-City/D-C#         | 51.8%                    | -0.6% | 42.6%                    | -0.4% | 61.4%                    | -1.5% | 54.0%                    | -0.3% | 58.4%                    | -0.9% | 59.6%                    | -0.5% | 48.9%                    | -0.4% | 48.3%                    | -0.7% | 42.6%                    | -0.3% |
| Classic Hits Radio                     |                          |       | 4.3%                     | -0.5% | 12.3%                    | -0.2% |                          |       |                          |       |                          |       |                          |       | 7.2%                     | -0.3% | 4.6%                     | -0.4% |
| Radio Nova                             |                          |       | 8.1%                     | 0.5%  |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       | 8.2%                     | 0.6%  |
| Beat 102-103                           |                          |       |                          |       |                          |       | 21.8%                    | 0.1%  |                          |       |                          |       |                          |       |                          |       |                          |       |
| Spin South West                        |                          |       |                          |       |                          |       |                          |       | 18.9%                    | -1.3% |                          |       |                          |       |                          |       |                          |       |
| iRadio NW                              |                          |       |                          |       |                          |       |                          |       |                          |       | 18.2%                    | 0.2%  |                          |       |                          |       |                          |       |
| iRadio NE                              |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       | 8.1%                     | 0.9%  |                          |       |                          |       |
| FM104                                  |                          |       | 11.0%                    | -0.7% |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |
| 98FM                                   |                          |       | 6.8%                     | -0.4% |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |
| Q102                                   |                          |       | 7.3%                     | 0.4%  |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |
| Sunshine 106.8                         |                          |       | 8.5%                     | 0.7%  |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |
| Spin 1038                              |                          |       | 11.2%                    | -0.1% |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |
| Corks 96FM / C103                      |                          |       |                          |       | 35.7%                    | -2.6% |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |
| C103 (Corks 103FM)                     |                          |       |                          |       | 17.5%                    | -1.2% |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |
| Cork's 96FM                            |                          |       |                          |       | 21.7%                    | -2.2% |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |
| Corks Red FM                           |                          |       |                          |       | 27.2%                    | -0.6% |                          |       |                          |       |                          |       |                          |       |                          |       |                          |       |

\* 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 *                      | 64.7%    | 54.6%      | 74.1%    | 73.6%      | 68.4%      | 73.3%      | 59.4%            | 61.2%      | 54.3%           |
| Any National                           | 25.9%    | 16.6%      | 35.4%    | 35.4%      | 17.4%      | 31.4%      | 27.6%            | 22.4%      | 18.1%           |
| Any RTE Radio                          | 16.1%    | 11.5%      | 26.4%    | 19.8%      | 7.0%       | 19.6%      | 17.2%            | 14.7%      | 11.7%           |
| Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM | 15.7%    | 11.1%      | 25.2%    | 19.3%      | 7.0%       | 18.6%      | 17.2%            | 14.2%      | 11.4%           |
| RTE Radio 1                            | 4.9%     | 6.5%       | 3.8%     | 5.9%       | 2.1%       | 6.0%       | 3.5%             | 5.2%       | 6.2%            |
| RTE 2FM                                | 10.8%    | 4.8%       | 20.6%    | 12.5%      | 5.0%       | 11.8%      | 14.5%            | 9.0%       | 5.6%            |
| RTE Lyric FM                           | 0.9%     | 1.2%       | 1.9%     | 1.2%       | 0.0%       | 1.1%       | 0.2%             | 1.1%       | 1.0%            |
| Today FM                               | 10.0%    | 4.9%       | 9.2%     | 14.7%      | 8.2%       | 11.2%      | 13.6%            | 7.5%       | 6.6%            |
| Newstalk                               | 4.0%     | 5.4%       | 2.9%     | 4.4%       | 3.3%       | 4.0%       | 3.3%             | 4.4%       | 5.1%            |
| Any Regional/Local/M-City/D-C#         | 49.5%    | 43.9%      | 53.2%    | 52.4%      | 59.4%      | 58.9%      | 41.7%            | 47.6%      | 43.3%           |
| Classic Hits Radio                     |          | 1.8%       | 7.9%     |            |            |            |                  | 3.4%       | 2.0%            |
| Radio Nova                             |          | 4.3%       |          |            |            |            |                  |            | 4.3%            |
| Beat 102-103                           |          |            |          | 40.8%      |            |            |                  |            |                 |
| Spin South West                        |          |            |          |            | 46.8%      |            |                  |            |                 |
| iRadio NW                              |          |            |          |            |            | 43.0%      |                  |            |                 |
| iRadio NE                              |          |            |          |            |            |            | 16.1%            |            |                 |
| FM104                                  |          | 11.6%      |          |            |            |            |                  |            |                 |
| 98FM                                   |          | 6.4%       |          |            |            |            |                  |            |                 |
| Q102                                   |          | 3.5%       |          |            |            |            |                  |            |                 |
| Sunshine 106.8                         |          | 3.1%       |          |            |            |            |                  |            |                 |
| Spin 1038                              |          | 26.7%      |          |            |            |            |                  |            |                 |
| Corks 96FM / C103                      |          |            | 26.6%    |            |            |            |                  |            |                 |
| C103 (Corks 103FM)                     |          |            | 11.4%    |            |            |            |                  |            |                 |
| Cork's 96FM                            |          |            | 17.3%    |            |            |            |                  |            |                 |
| Corks Red FM                           |          |            | 33.8%    |            |            |            |                  |            |                 |

\* 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 *                      | 69.8%    | 63.1%      | 75.3%    | 77.9%      | 71.3%      | 76.6%      | 66.7%            | 66.8%      | 63.0%           |
| Any National                           | 30.8%    | 24.7%      | 34.4%    | 39.4%      | 22.5%      | 35.5%      | 33.6%            | 27.4%      | 25.5%           |
| Any RTE Radio                          | 18.1%    | 15.2%      | 24.6%    | 21.4%      | 9.8%       | 21.3%      | 18.8%            | 16.7%      | 15.1%           |
| Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM | 17.8%    | 15.1%      | 23.9%    | 21.1%      | 9.7%       | 20.5%      | 18.6%            | 16.3%      | 14.9%           |
| RTE Radio 1                            | 6.4%     | 9.5%       | 4.8%     | 6.4%       | 2.8%       | 6.4%       | 4.1%             | 7.1%       | 8.7%            |
| RTE 2FM                                | 11.5%    | 5.7%       | 18.9%    | 14.7%      | 7.3%       | 13.4%      | 15.0%            | 9.3%       | 6.4%            |
| RTE Lyric FM                           | 1.3%     | 1.6%       | 1.9%     | 1.3%       | 0.2%       | 1.6%       | 0.6%             | 1.6%       | 1.6%            |
| Today FM                               | 12.0%    | 7.8%       | 8.9%     | 19.1%      | 9.9%       | 14.1%      | 15.9%            | 9.2%       | 8.9%            |
| Newstalk                               | 6.6%     | 8.7%       | 5.7%     | 4.6%       | 4.9%       | 5.4%       | 6.6%             | 7.5%       | 8.5%            |
| Any Regional/Local/M-City/D-C#         | 51.1%    | 47.2%      | 55.8%    | 53.4%      | 57.2%      | 58.7%      | 44.1%            | 49.5%      | 46.5%           |
| Classic Hits Radio                     |          | 2.8%       | 8.8%     |            |            |            |                  | 4.9%       | 3.2%            |
| Radio Nova                             |          | 6.6%       |          |            |            |            |                  |            | 6.6%            |
| Beat 102-103                           |          |            |          | 40.7%      |            |            |                  |            |                 |
| Spin South West                        |          |            |          |            | 40.9%      |            |                  |            |                 |
| iRadio NW                              |          |            |          |            |            | 38.8%      |                  |            |                 |
| iRadio NE                              |          |            |          |            |            |            | 15.8%            |            |                 |
| FM104                                  |          | 15.4%      |          |            |            |            |                  |            |                 |
| 98FM                                   |          | 8.8%       |          |            |            |            |                  |            |                 |
| Q102                                   |          | 5.6%       |          |            |            |            |                  |            |                 |
| Sunshine 106.8                         |          | 4.4%       |          |            |            |            |                  |            |                 |
| Spin 1038                              |          | 21.8%      |          |            |            |            |                  |            |                 |
| Corks 96FM / C103                      |          |            | 27.3%    |            |            |            |                  |            |                 |
| C103 (Corks 103FM)                     |          |            | 9.4%     |            |            |            |                  |            |                 |
| Cork's 96FM                            |          |            | 20.4%    |            |            |            |                  |            |                 |
| Corks Red FM                           |          |            | 33.9%    |            |            |            |                  |            |                 |

\* 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 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 *                      | 84.8%    | 81.3%      | 83.7%    | 86.7%      | 86.2%      | 88.1%      | 85.6%            | 82.9%      | 82.2%           |
| Any National                           | 50.6%    | 56.5%      | 39.1%    | 49.9%      | 47.0%      | 49.4%      | 51.0%            | 52.4%      | 56.9%           |
| Any RTE Radio                          | 36.6%    | 43.6%      | 29.2%    | 33.6%      | 31.8%      | 33.5%      | 36.7%            | 39.0%      | 43.3%           |
| Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM | 36.1%    | 43.3%      | 28.7%    | 33.5%      | 31.2%      | 31.8%      | 36.7%            | 38.4%      | 43.1%           |
| RTE Radio 1                            | 27.8%    | 37.3%      | 22.3%    | 23.3%      | 24.2%      | 23.0%      | 25.4%            | 31.5%      | 36.1%           |
| RTE 2FM                                | 7.6%     | 5.5%       | 5.1%     | 9.8%       | 5.9%       | 7.2%       | 11.6%            | 6.1%       | 6.5%            |
| RTE Lyric FM                           | 4.7%     | 6.6%       | 4.1%     | 4.1%       | 3.9%       | 4.1%       | 3.7%             | 5.7%       | 6.6%            |
| Today FM                               | 12.1%    | 8.3%       | 8.4%     | 17.1%      | 14.3%      | 14.3%      | 13.7%            | 10.1%      | 9.2%            |
| Newstalk                               | 13.9%    | 20.0%      | 10.8%    | 10.4%      | 11.9%      | 11.1%      | 12.4%            | 16.6%      | 19.8%           |
| Any Regional/Local/M-City/D-C#         | 52.1%    | 40.3%      | 63.9%    | 54.3%      | 58.9%      | 60.0%      | 51.1%            | 47.8%      | 40.6%           |
| Classic Hits Radio                     |          | 5.1%       | 13.9%    |            |            |            |                  | 8.3%       | 5.3%            |
| Radio Nova                             |          | 8.9%       |          |            |            |            |                  |            | 9.1%            |
| Beat 102-103                           |          |            |          | 13.8%      |            |            |                  |            |                 |
| Spin South West                        |          |            |          |            | 9.9%       |            |                  |            |                 |
| iRadio NW                              |          |            |          |            |            | 9.8%       |                  |            |                 |
| iRadio NE                              |          |            |          |            |            |            | 4.7%             |            |                 |
| FM104                                  |          | 8.8%       |          |            |            |            |                  |            |                 |
| 98FM                                   |          | 5.8%       |          |            |            |            |                  |            |                 |
| Q102                                   |          | 8.1%       |          |            |            |            |                  |            |                 |
| Sunshine 106.8                         |          | 10.6%      |          |            |            |            |                  |            |                 |
| Spin 1038                              |          | 5.8%       |          |            |            |            |                  |            |                 |
| Corks 96FM / C103                      |          |            | 39.4%    |            |            |            |                  |            |                 |
| C103 (Corks 103FM)                     |          |            | 21.1%    |            |            |            |                  |            |                 |
| Cork's 96FM                            |          |            | 22.2%    |            |            |            |                  |            |                 |
| Corks Red FM                           |          |            | 24.3%    |            |            |            |                  |            |                 |

\* 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<br>(change from Jan-Dec'23) |          | Weekdays<br>(change from Jan-Dec'23) |           | Weekdays<br>(change from Jan-Dec'23) |            | Weekdays<br>(change from Jan-Dec'23) |           | Weekdays<br>(change from Jan-Dec'23) |          | Weekdays<br>(change from Jan-Dec'23) |          | Weekdays<br>(change from Jan-Dec'23) |          | Weekdays<br>(change from Jan-Dec'23) |          | Weekdays<br>(change from Jan-Dec'23) |          |
| Any National                   | 47.5%                                | 0.1%     | 57.0%                                | -0.7%     | 36.5%                                | 2.4%       | 49.0%                                | 0.6%      | 39.9%                                | -0.6%    | 42.4%                                | -0.7%    | 49.4%                                | -0.8%    | 50.9%                                | 0.4%     | 57.9%                                | -1.0%    |
| Any RTE Radio                  | 29.7%                                | 0.1%     | 39.2%                                | 0.0%      | 23.6%                                | 0.8%       | 28.6%                                | 0.7%      | 23.1%                                | -0.5%    | 23.6%                                | 0.0%     | 29.8%                                | -0.6%    | 33.0%                                | 0.4%     | 38.5%                                | -0.3%    |
| RTÉ Radio 1                    | 20.7%                                | 0.0%     | 31.5%                                | 0.7%      | 14.2%                                | -0.1%      | 18.7%                                | 0.4%      | 16.7%                                | -0.3%    | 15.1%                                | -0.3%    | 18.8%                                | -0.5%    | 24.4%                                | 0.5%     | 30.3%                                | 0.3%     |
| RTÉ 2FM                        | 6.1%                                 | 0.1%     | 3.6%                                 | -0.3%     | 7.1%                                 | 1.0%       | 7.6%                                 | 0.2%      | 4.0%                                 | -0.1%    | 5.0%                                 | 0.1%     | 9.3%                                 | 0.0%     | 5.0%                                 | -0.1%    | 4.3%                                 | -0.4%    |
| RTE Lyric FM                   | 2.4%                                 | -0.1%    | 3.6%                                 | -0.5%     | 2.0%                                 | -0.2%      | 2.2%                                 | 0.3%      | 1.9%                                 | 0.0%     | 2.1%                                 | -0.1%    | 1.6%                                 | 0.0%     | 3.0%                                 | -0.2%    | 3.5%                                 | -0.3%    |
| Today FM                       | 9.5%                                 | -0.1%    | 6.1%                                 | -0.3%     | 6.2%                                 | 0.5%       | 14.5%                                | -0.2%     | 10.3%                                | 0.1%     | 12.8%                                | -0.9%    | 10.9%                                | -0.3%    | 8.1%                                 | -0.2%    | 7.2%                                 | -0.4%    |
| Newstalk                       | 8.2%                                 | 0.2%     | 11.7%                                | -0.4%     | 6.7%                                 | 1.1%       | 6.0%                                 | 0.1%      | 6.5%                                 | -0.2%    | 6.0%                                 | 0.2%     | 8.8%                                 | 0.1%     | 9.8%                                 | 0.2%     | 12.2%                                | -0.4%    |
| Any Regional/Local/M-City/D-C# | 52.5%                                | -0.1%    | 43.0%                                | 0.7%      | 63.5%                                | -2.4%      | 51.0%                                | -0.6%     | 60.1%                                | 0.6%     | 57.6%                                | 0.7%     | 50.6%                                | 0.8%     | 49.1%                                | -0.4%    | 42.1%                                | 1.0%     |
| Classic Hits Radio             |                                      |          | 3.2%                                 | -0.5%     | 7.8%                                 | -0.3%      |                                      |           |                                      |          |                                      |          |                                      |          | 5.0%                                 | -0.4%    | 3.1%                                 | -0.6%    |
| Radio Nova                     |                                      |          | 7.2%                                 | 0.3%      |                                      |            |                                      |           |                                      |          |                                      |          |                                      |          |                                      |          | 7.1%                                 | 0.3%     |
| Beat 102-103                   |                                      |          |                                      |           |                                      |            | 14.1%                                | -0.2%     |                                      |          |                                      |          |                                      |          |                                      |          |                                      |          |
| Spin South West                |                                      |          |                                      |           |                                      |            |                                      |           | 12.0%                                | -0.9%    |                                      |          |                                      |          |                                      |          |                                      |          |
| iRadio NW                      |                                      |          |                                      |           |                                      |            |                                      |           |                                      |          | 10.3%                                | 0.6%     |                                      |          |                                      |          |                                      |          |
| iRadio NE                      |                                      |          |                                      |           |                                      |            |                                      |           |                                      |          |                                      |          | 5.3%                                 | 0.6%     |                                      |          |                                      |          |
| FM104                          |                                      |          | 7.4%                                 | -0.1%     |                                      |            |                                      |           |                                      |          |                                      |          |                                      |          |                                      |          |                                      |          |
| 98FM                           |                                      |          | 4.5%                                 | -0.3%     |                                      |            |                                      |           |                                      |          |                                      |          |                                      |          |                                      |          |                                      |          |
| Q102                           |                                      |          | 5.3%                                 | 0.3%      |                                      |            |                                      |           |                                      |          |                                      |          |                                      |          |                                      |          |                                      |          |
| Sunshine 106.8                 |                                      |          | 7.3%                                 | 0.7%      |                                      |            |                                      |           |                                      |          |                                      |          |                                      |          |                                      |          |                                      |          |
| Spin 1038                      |                                      |          | 7.0%                                 | 0.2%      |                                      |            |                                      |           |                                      |          |                                      |          |                                      |          |                                      |          |                                      |          |
| Corks 96FM / C103              |                                      |          |                                      |           | 33.2%                                | -2.2%      |                                      |           |                                      |          |                                      |          |                                      |          |                                      |          |                                      |          |
| C103 (Corks 103FM)             |                                      |          |                                      |           | 16.5%                                | -0.3%      |                                      |           |                                      |          |                                      |          |                                      |          |                                      |          |                                      |          |
| Cork's 96FM                    |                                      |          |                                      |           | 16.7%                                | -1.9%      |                                      |           |                                      |          |                                      |          |                                      |          |                                      |          |                                      |          |
| Corks Red FM                   |                                      |          |                                      |           | 20.6%                                | -0.3%      |                                      |           |                                      |          |                                      |          |                                      |          |                                      |          |                                      |          |
| Mean No. of Minutes            | <b>228</b>                           | <b>1</b> | <b>219</b>                           | <b>11</b> | <b>287</b>                           | <b>-14</b> | <b>218</b>                           | <b>-5</b> | <b>217</b>                           | <b>2</b> | <b>224</b>                           | <b>2</b> | <b>206</b>                           | <b>0</b> | <b>228</b>                           | <b>2</b> | <b>218</b>                           | <b>8</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 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                   | 37.3%      | 31.6%      | 44.1%      | 44.1%      | 25.3%      | 35.8%      | 42.8%            | 37.4%      | 34.7%           |
| Any RTE Radio                  | 21.5%      | 18.6%      | 33.4%      | 24.7%      | 11.7%      | 16.0%      | 21.7%            | 22.3%      | 19.0%           |
| RTE Radio 1                    | 5.4%       | 8.0%       | 3.6%       | 6.7%       | 3.5%       | 5.8%       | 3.0%             | 6.2%       | 8.4%            |
| RTE 2FM                        | 14.8%      | 8.8%       | 27.7%      | 15.6%      | 8.1%       | 9.1%       | 18.4%            | 14.7%      | 9.1%            |
| RTE Lyric FM                   | 0.9%       | 1.5%       | 0.8%       | 2.3%       | 0.0%       | 0.4%       | 0.3%             | 0.8%       | 1.2%            |
| Today FM                       | 11.8%      | 5.2%       | 7.2%       | 16.0%      | 10.5%      | 16.6%      | 19.5%            | 9.9%       | 9.0%            |
| Newstalk                       | 4.0%       | 7.8%       | 3.6%       | 3.5%       | 3.2%       | 3.3%       | 1.5%             | 5.1%       | 6.8%            |
| Any Regional/Local/M-City/D-C# | 62.7%      | 68.4%      | 55.9%      | 55.9%      | 74.7%      | 64.2%      | 57.2%            | 62.6%      | 65.3%           |
| Classic Hits Radio             |            | 2.7%       | 5.2%       |            |            |            |                  | 4.0%       | 2.7%            |
| Radio Nova                     |            | 6.9%       |            |            |            |            |                  |            | 7.0%            |
| Beat 102-103                   |            |            |            | 40.7%      |            |            |                  |            |                 |
| Spin South West                |            |            |            |            | 52.1%      |            |                  |            |                 |
| iRadio NW                      |            |            |            |            |            | 41.5%      |                  |            |                 |
| iRadio NE                      |            |            |            |            |            |            | 20.8%            |            |                 |
| FM104                          |            | 10.5%      |            |            |            |            |                  |            |                 |
| 98FM                           |            | 7.7%       |            |            |            |            |                  |            |                 |
| Q102                           |            | 2.3%       |            |            |            |            |                  |            |                 |
| Sunshine 106.8                 |            | 2.2%       |            |            |            |            |                  |            |                 |
| Spin 1038                      |            | 35.3%      |            |            |            |            |                  |            |                 |
| Corks 96FM / C103              |            |            | 23.0%      |            |            |            |                  |            |                 |
| C103 (Corks 103FM)             |            |            | 6.8%       |            |            |            |                  |            |                 |
| Cork's 96FM                    |            |            | 16.2%      |            |            |            |                  |            |                 |
| Corks Red FM                   |            |            | 23.1%      |            |            |            |                  |            |                 |
| Mean No. of Minutes            | <b>151</b> | <b>143</b> | <b>179</b> | <b>164</b> | <b>139</b> | <b>140</b> | <b>128</b>       | <b>144</b> | <b>142</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 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%      | 35.0%      | 34.7%      | 46.3%      | 30.9%      | 40.0%      | 46.0%            | 36.4%      | 37.1%           |
| Any RTE Radio                  | 19.7%      | 18.2%      | 23.1%      | 22.3%      | 12.1%      | 18.7%      | 20.3%            | 19.3%      | 18.3%           |
| RTE Radio 1                    | 6.2%       | 10.8%      | 2.6%       | 6.1%       | 3.2%       | 5.5%       | 3.8%             | 7.1%       | 9.8%            |
| RTE 2FM                        | 12.2%      | 5.9%       | 18.3%      | 14.8%      | 8.6%       | 11.7%      | 16.0%            | 10.5%      | 6.9%            |
| RTE Lyric FM                   | 1.0%       | 1.4%       | 1.4%       | 1.3%       | 0.1%       | 0.5%       | 0.4%             | 1.2%       | 1.4%            |
| Today FM                       | 13.0%      | 8.1%       | 7.6%       | 19.4%      | 14.7%      | 17.8%      | 19.2%            | 10.5%      | 10.2%           |
| Newstalk                       | 5.8%       | 8.7%       | 4.0%       | 4.7%       | 4.1%       | 3.4%       | 6.6%             | 6.6%       | 8.6%            |
| Any Regional/Local/M-City/D-C# | 61.5%      | 65.0%      | 65.3%      | 53.7%      | 69.1%      | 60.0%      | 54.0%            | 63.6%      | 62.9%           |
| Classic Hits Radio             |            | 2.6%       | 4.8%       |            |            |            |                  | 3.7%       | 2.5%            |
| Radio Nova                     |            | 9.5%       |            |            |            |            |                  |            | 9.5%            |
| Beat 102-103                   |            |            |            | 37.0%      |            |            |                  |            |                 |
| Spin South West                |            |            |            |            | 43.7%      |            |                  |            |                 |
| iRadio NW                      |            |            |            |            |            | 31.8%      |                  |            |                 |
| iRadio NE                      |            |            |            |            |            |            | 16.2%            |            |                 |
| FM104                          |            | 14.6%      |            |            |            |            |                  |            |                 |
| 98FM                           |            | 8.7%       |            |            |            |            |                  |            |                 |
| Q102                           |            | 4.5%       |            |            |            |            |                  |            |                 |
| Sunshine 106.8                 |            | 3.0%       |            |            |            |            |                  |            |                 |
| Spin 1038                      |            | 21.5%      |            |            |            |            |                  |            |                 |
| Corks 96FM / C103              |            |            | 24.4%      |            |            |            |                  |            |                 |
| C103 (Corks 103FM)             |            |            | 8.5%       |            |            |            |                  |            |                 |
| Cork's 96FM                    |            |            | 15.8%      |            |            |            |                  |            |                 |
| Corks Red FM                   |            |            | 32.5%      |            |            |            |                  |            |                 |
| Mean No. of Minutes            | <b>173</b> | <b>168</b> | <b>228</b> | <b>178</b> | <b>150</b> | <b>166</b> | <b>142</b>       | <b>172</b> | <b>166</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 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                   | 49.7%      | 63.0%      | 37.0%      | 49.8%      | 41.7%      | 43.0%      | 50.1%            | 54.7%      | 63.3%           |
| Any RTE Radio                  | 32.3%      | 44.9%      | 23.7%      | 30.4%      | 25.3%      | 24.7%      | 31.8%            | 36.6%      | 43.8%           |
| RTE Radio 1                    | 24.4%      | 37.1%      | 17.4%      | 22.3%      | 19.4%      | 17.3%      | 22.1%            | 28.8%      | 35.6%           |
| RTE 2FM                        | 4.6%       | 3.0%       | 4.0%       | 5.5%       | 3.0%       | 3.5%       | 7.8%             | 3.6%       | 3.6%            |
| RTE Lyric FM                   | 2.8%       | 4.2%       | 2.2%       | 2.4%       | 2.2%       | 2.4%       | 1.9%             | 3.5%       | 4.1%            |
| Today FM                       | 8.7%       | 5.6%       | 5.8%       | 13.1%      | 9.4%       | 11.7%      | 9.0%             | 7.5%       | 6.4%            |
| Newstalk                       | 8.8%       | 12.5%      | 7.4%       | 6.3%       | 7.0%       | 6.6%       | 9.2%             | 10.6%      | 13.2%           |
| Any Regional/Local/M-City/D-C# | 50.3%      | 37.0%      | 63.0%      | 50.2%      | 58.3%      | 57.0%      | 49.9%            | 45.3%      | 36.7%           |
| Classic Hits Radio             |            | 3.4%       | 8.6%       |            |            |            |                  | 5.3%       | 3.2%            |
| Radio Nova                     |            | 6.6%       |            |            |            |            |                  |            | 6.5%            |
| Beat 102-103                   |            |            |            | 7.5%       |            |            |                  |            |                 |
| Spin South West                |            |            |            |            | 5.6%       |            |                  |            |                 |
| iRadio NW                      |            |            |            |            |            | 5.3%       |                  |            |                 |
| iRadio NE                      |            |            |            |            |            |            | 3.0%             |            |                 |
| FM104                          |            | 5.5%       |            |            |            |            |                  |            |                 |
| 98FM                           |            | 3.4%       |            |            |            |            |                  |            |                 |
| Q102                           |            | 5.5%       |            |            |            |            |                  |            |                 |
| Sunshine 106.8                 |            | 8.5%       |            |            |            |            |                  |            |                 |
| Spin 1038                      |            | 3.1%       |            |            |            |            |                  |            |                 |
| Corks 96FM / C103              |            |            | 35.7%      |            |            |            |                  |            |                 |
| C103 (Corks 103FM)             |            |            | 18.7%      |            |            |            |                  |            |                 |
| Cork's 96FM                    |            |            | 17.0%      |            |            |            |                  |            |                 |
| Corks Red FM                   |            |            | 17.2%      |            |            |            |                  |            |                 |
| Mean No. of Minutes            | <b>247</b> | <b>238</b> | <b>310</b> | <b>233</b> | <b>239</b> | <b>244</b> | <b>228</b>       | <b>249</b> | <b>237</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 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 Jan-Dec'23) |       | (change from Jan-Dec'23) |       |
|   | %                        | %     | %                        | %     |
| Kildare ( <i>KFM</i> )                                      | 20.4%                    | -1.8% | 16.0%                    | -0.8% |
| Louth/Meath ( <i>LMFM</i> )                                 | 23.6%                    | -0.3% | 28.1%                    | -0.8% |
| Kilkenny/Carlow ( <i>KCLR 96FM</i> )                        | 31.1%                    | 1.0%  | 30.5%                    | 2.9%  |
| Laois/Offaly/Westmeath ( <i>Midlands 103</i> )              | 32.2%                    | -0.1% | 33.2%                    | 0.5%  |
| Wexford ( <i>South East Radio</i> )                         | 34.4%                    | 2.0%  | 34.4%                    | -0.8% |
| Wicklow ( <i>East Coast FM</i> )                            | 29.4%                    | -0.9% | 27.6%                    | -0.9% |
| Limerick ( <i>Live 95FM</i> )                               | 32.7%                    | -1.4% | 29.5%                    | -1.0% |
| Tipperary ( <i>Tipp FM</i> )                                | 33.7%                    | -1.7% | 33.7%                    | -1.6% |
| Waterford ( <i>WLR FM</i> )                                 | 36.8%                    | -1.6% | 34.0%                    | -2.4% |
| Clare ( <i>Clare FM</i> )                                   | 34.7%                    | -0.3% | 33.7%                    | 0.4%  |
| Kerry ( <i>Radio Kerry</i> )                                | 47.7%                    | 1.4%  | 54.0%                    | 3.1%  |
| Galway ( <i>Galway Bay FM</i> )                             | 26.5%                    | 0.0%  | 24.2%                    | 0.9%  |
| Mayo ( <i>MidWest Radio</i> )                               | 57.3%                    | -3.3% | 53.0%                    | -2.0% |
| Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan            | 35.0%                    | -0.2% | 47.3%                    | 1.7%  |
| Roscommon/Longford/Sth Leitrim ( <i>Shannonside 104FM</i> ) | 33.5%                    | 0.1%  | 39.0%                    | 2.2%  |
| Cavan/Monaghan ( <i>Northern Sound</i> )                    | 36.4%                    | -0.5% | 57.6%                    | 1.0%  |
| Donegal South/Sligo/Nth Leitrim ( <i>Ocean FM</i> )         | 41.6%                    | 2.4%  | 29.7%                    | 2.3%  |
| Donegal Nth ( <i>Highland Radio</i> )                       | 53.7%                    | 0.5%  | 59.5%                    | -1.6% |

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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 B&A.

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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.