

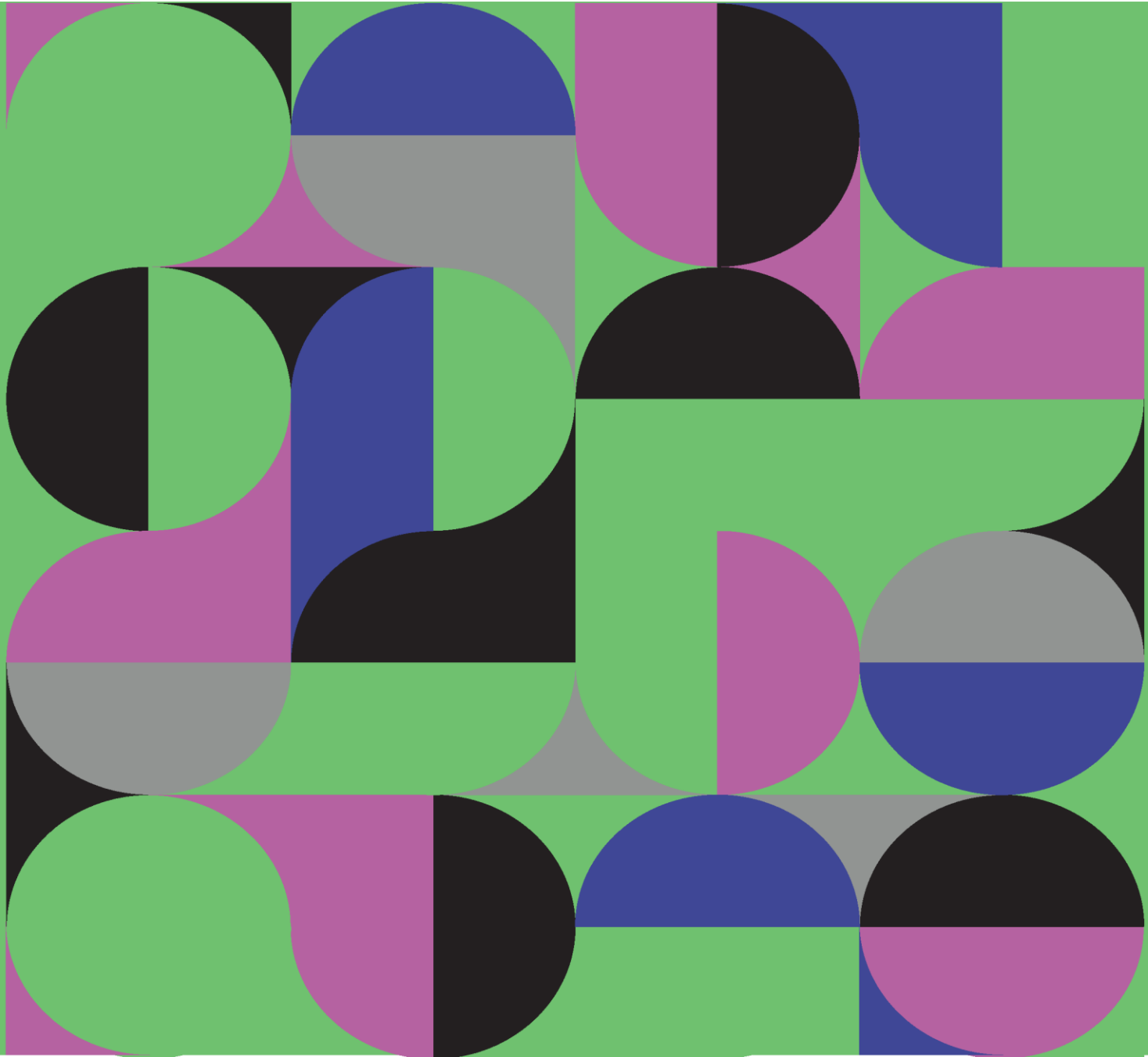


JOINT NATIONAL  
LISTENERSHIP RESEARCH

2024-4

JNLR Radio Listenership

Press Release  
February 2025



## Ipsos/JNLR 2024/4 Summary Results

The latest JNLR/Ipsos report into radio listening is published today (6<sup>th</sup> February 2025). It covers the period from January to December 2024.

The latest results show 3.47 million listeners (15+) tune into radio every weekday – that is **daily radio listening at 79.8%** of all adults. Listening levels in the **past week** increase to **90.2%** 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 October'23 to September'24. 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 – 79.8% (+0.3%) listen to the radio every day. More than half, 51.8% (+0.6%) tune into their local or regional station and 43.9% (-0.1%) listen to a national station. Among the younger market, 15 to 34's, 68.5% (-0.2%) listen to radio daily.

Irish radio audiences continue to listen to a significant amount of radio everyday – tuning in, on average, for almost 4 hours (230 mins, =) per day, per listener, 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 46.3% share (-0.9%) of all minutes, while Local/Regional Radio holds the majority share position with 53.7% (+0.9%) in this reporting period.

Across the various regional areas throughout the country, National Radio holds the majority share position in Dublin (53.7%) and the greater Dublin Commuter belt (54.2%). On the other hand, Local/Regional radio is in the majority in the other regions throughout the country, in particular, achieving its highest share in Cork (60.8%), in the South-West (61.7%) and in the North-West (58.9%) region of the country. (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 62.9% (+0.7%) versus 37.1% (-0.7%) for National Radio. In particular, the Local/Regional group holds its strongest share position among this age cohort in Dublin (69.5%) in Dublin Commuter area (68.0%), in the Multi-city (65.3%) and South-West areas (68.4%). (See T7).

Considering the older 35+ age segment, Local/Regional radio also has the majority share among this cohort, 51.5% (+1.0%). However, in regional markets among this age group, National Radio holds the majority share of minutes in Dublin (59.5%), the Dublin Commuter region (59.7%), and the Multi-city area (52.4%). (See T8).

Local radio continues to perform strongly in the local radio markets across the country, with 35.6% of adults in the country tuning into their local station every day. On the criterion of share of minutes listened during prime 7am to 7pm, local radio has a total share nationally of 37.4% while particular stations - Highland Radio, Radio Kerry, Northern Sound Radio and Mid-West Radio 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 Qtr1'24). (See pg 12 for definition of radio broadcast regions).

## All Adults Aged 15+

### Table 1: Average Weekday Yesterday Listenership

	NATIONAL		CO. DUBLIN		CO. CORK		SOUTH EAST		SOUTH WEST		NORTH WEST		NORTH EAST & MID		MULTI-CITY		DUBLIN COMMUTER	
	Weekdays		Weekdays		Weekdays		Weekdays		Weekdays		Weekdays		Weekdays		Weekdays		Weekdays	
	(change from		(change from		(change from		(change from		(change from		(change from		(change from		(change from		(change from	
	Oct'23-Sep'24)		Oct'23-Sep'24)		Oct'23-Sep'24)		Oct'23-Sep'24)		Oct'23-Sep'24)		Oct'23-Sep'24)		Oct'23-Sep'24)		Oct'23-Sep'24)		Oct'23-Sep'24)	
Listened at all *	79.8%	0.3%	76.1%	0.9%	81.8%	0.2%	83.8%	0.8%	80.3%	0.0%	86.5%	0.4%	76.0%	-0.7%	77.7%	0.1%	75.5%	0.2%
Any National	43.9%	-0.1%	44.3%	0.3%	44.0%	0.8%	45.0%	-0.3%	38.2%	-0.9%	45.7%	0.2%	42.4%	-0.9%	43.7%	-0.3%	44.0%	-0.5%
Any RTE Radio	30.7%	0.0%	33.4%	0.1%	31.5%	0.6%	28.8%	0.0%	24.3%	-0.7%	29.9%	0.4%	29.5%	-0.7%	31.5%	0.0%	32.7%	-0.3%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	30.1%	0.0%	33.3%	0.2%	30.7%	0.5%	28.6%	-0.1%	24.0%	-0.8%	27.8%	0.4%	29.2%	-0.8%	30.9%	-0.1%	32.5%	-0.4%
RTÉ Radio 1	20.8%	0.1%	27.4%	0.1%	19.0%	0.6%	17.5%	-0.3%	16.7%	-0.3%	18.0%	0.4%	18.2%	-0.1%	23.0%	-0.2%	26.1%	-0.3%
RTÉ 2FM	8.7%	-0.1%	5.4%	0.3%	10.0%	0.0%	10.0%	-0.5%	6.6%	-0.3%	9.2%	0.4%	11.3%	-1.0%	7.1%	0.2%	6.0%	0.0%
RTÉ Lyric FM	3.9%	0.2%	5.1%	0.0%	5.6%	0.5%	3.5%	0.7%	2.8%	-0.2%	2.6%	-0.4%	2.9%	0.6%	4.6%	0.1%	4.8%	0.0%
Today FM	10.9%	-0.3%	6.7%	-0.4%	9.2%	-0.2%	17.4%	-0.2%	12.7%	-0.4%	13.1%	0.0%	11.4%	-0.5%	8.7%	-0.5%	7.4%	-0.7%
Newstalk	11.8%	-0.1%	16.4%	0.3%	11.5%	0.5%	9.5%	0.3%	8.4%	-0.7%	10.7%	0.4%	9.3%	-1.0%	13.7%	0.0%	15.7%	-0.2%
Any Regional/Local/M-City/D-C#	51.8%	0.6%	44.5%	1.2%	60.3%	0.4%	55.6%	1.1%	58.4%	1.5%	60.6%	0.6%	45.8%	-0.7%	49.3%	0.7%	43.6%	0.9%
Classic Hits Radio			4.5%	0.2%	14.0%	1.0%									7.9%	0.0%	4.7%	-0.1%
Radio Nova			10.5%	1.1%													9.9%	0.8%
Beat 102-103							24.4%	2.3%										
Spin South West									19.7%	1.7%								
iRadio NW											16.7%	0.3%						
iRadio NE													7.9%	-0.1%				
FM104			11.1%	0.6%														
98FM			7.2%	0.5%														
Q102			7.3%	0.5%														
Sunshine 106.8			9.1%	0.2%														
Spin 1038			11.5%	-0.1%														
Corks 96FM / C103					31.5%	-0.9%												
C103 (Corks 103FM)					14.7%	-1.0%												
Cork's 96FM					19.4%	-0.4%												
Corks Red FM					27.9%	0.8%												

\* 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 15-24

### 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 *	65.0%	54.3%	72.1%	73.6%	67.9%	80.1%	57.9%	61.3%	53.2%
Any National	26.1%	16.6%	36.2%	32.8%	20.5%	30.2%	27.2%	23.2%	17.6%
Any RTE Radio	17.0%	11.7%	25.3%	19.0%	10.8%	18.2%	18.9%	16.0%	12.1%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	16.5%	11.7%	24.0%	18.3%	10.8%	16.8%	18.9%	15.4%	12.1%
RTE Radio 1	4.9%	6.1%	8.5%	1.8%	2.9%	4.4%	4.4%	6.1%	6.1%
RTE 2FM	11.3%	5.4%	14.7%	14.8%	7.6%	12.2%	14.8%	9.2%	6.0%
RTE Lyric FM	0.8%	1.1%	1.3%	1.8%	0.3%	0.6%	0.3%	0.7%	0.8%
Today FM	9.3%	4.7%	10.4%	13.2%	11.5%	8.8%	11.0%	7.0%	5.4%
Newstalk	4.2%	4.5%	6.9%	3.6%	1.2%	5.0%	3.9%	4.7%	4.7%
Any Regional/Local/M-City/D-C#	49.8%	44.3%	56.5%	56.3%	59.1%	64.6%	36.5%	48.8%	42.4%
Classic Hits Radio		2.6%	12.4%					6.0%	3.8%
Radio Nova		7.3%							6.9%
Beat 102-103				46.6%					
Spin South West					46.8%				
iRadio NW						44.5%			
iRadio NE							13.3%		
FM104		14.3%							
98FM		6.7%							
Q102		4.2%							
Sunshine 106.8		3.8%							
Spin 1038		28.1%							
Corks 96FM / C103			26.3%						
C103 (Corks 103FM)			5.5%						
Cork's 96FM			22.2%						
Corks Red FM			36.2%						

\* 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 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 *	68.5%	61.9%	73.1%	78.0%	69.5%	79.3%	62.4%	65.4%	61.1%
Any National	31.2%	23.5%	41.4%	37.5%	26.3%	35.0%	31.6%	28.4%	24.1%
Any RTE Radio	19.1%	15.4%	28.4%	19.9%	13.9%	20.2%	19.0%	18.5%	15.5%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	18.7%	15.4%	27.2%	19.5%	13.8%	18.6%	19.0%	17.9%	15.5%
RTE Radio 1	6.6%	8.7%	8.7%	3.9%	5.6%	6.0%	4.4%	8.0%	8.3%
RTE 2FM	12.0%	6.1%	18.5%	14.9%	8.7%	12.7%	15.1%	9.8%	6.8%
RTE Lyric FM	1.4%	2.1%	2.9%	1.8%	0.3%	0.5%	0.7%	1.7%	1.8%
Today FM	11.2%	6.0%	11.2%	17.8%	13.1%	12.6%	13.5%	8.3%	6.7%
Newstalk	6.4%	8.0%	9.0%	4.6%	3.1%	6.5%	5.7%	7.3%	7.8%
Any Regional/Local/M-City/D-C#	49.7%	46.8%	56.7%	56.9%	55.4%	58.5%	37.7%	48.8%	45.1%
Classic Hits Radio		3.6%	14.5%					6.8%	4.0%
Radio Nova		9.6%							9.0%
Beat 102-103				43.8%					
Spin South West					39.2%				
iRadio NW						37.3%			
iRadio NE							14.5%		
FM104		15.3%							
98FM		8.6%							
Q102		6.0%							
Sunshine 106.8		4.7%							
Spin 1038		22.2%							
Corks 96FM / C103			25.0%						
C103 (Corks 103FM)			5.2%						
Cork's 96FM			21.3%						
Corks Red FM			33.2%						

\* 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 *	84.7%	83.1%	85.6%	86.2%	84.7%	89.4%	82.0%	83.6%	82.5%
Any National	49.5%	54.6%	45.2%	48.0%	43.1%	50.0%	47.2%	51.0%	53.8%
Any RTE Radio	35.8%	42.3%	32.9%	32.5%	28.6%	33.7%	34.2%	37.7%	41.1%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	35.1%	42.1%	32.3%	32.3%	28.1%	31.5%	33.8%	37.1%	40.8%
RTE Radio 1	27.1%	36.7%	23.6%	23.1%	21.3%	22.8%	24.3%	30.1%	34.8%
RTE 2FM	7.2%	5.0%	6.2%	8.0%	5.7%	7.7%	9.7%	5.8%	5.5%
RTE Lyric FM	4.9%	6.6%	6.7%	4.3%	3.8%	3.4%	3.9%	5.9%	6.2%
Today FM	10.8%	7.1%	8.3%	17.3%	12.5%	13.3%	10.5%	8.9%	7.7%
Newstalk	14.1%	20.6%	12.6%	11.5%	10.6%	12.4%	10.9%	16.7%	19.5%
Any Regional/Local/M-City/D-C#	52.8%	43.3%	61.9%	55.1%	59.7%	61.5%	49.5%	49.5%	42.9%
Classic Hits Radio		5.0%	13.8%					8.4%	5.1%
Radio Nova		10.9%							10.4%
Beat 102-103				16.5%					
Spin South West					11.7%				
iRadio NW						8.5%			
iRadio NE							5.0%		
FM104		9.0%							
98FM		6.6%							
Q102		7.9%							
Sunshine 106.8		11.3%							
Spin 1038		6.3%							
Corks 96FM / C103			34.4%						
C103 (Corks 103FM)			19.0%						
Cork's 96FM			18.6%						
Corks Red FM			25.5%						

\* 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 Oct'23-Sep'24)		Weekdays (change from Oct'23-Sep'24)		Weekdays (change from Oct'23-Sep'24)		Weekdays (change from Oct'23-Sep'24)		Weekdays (change from Oct'23-Sep'24)		Weekdays (change from Oct'23-Sep'24)		Weekdays (change from Oct'23-Sep'24)		Weekdays (change from Oct'23-Sep'24)		Weekdays (change from Oct'23-Sep'24)	
Any National	46.3%	-0.9%	53.7%	-0.9%	39.2%	-0.2%	46.8%	-1.7%	38.3%	-2.1%	41.1%	-0.6%	46.7%	-1.7%	48.8%	-1.2%	54.2%	-1.4%
Any RTE Radio	29.6%	-0.2%	37.2%	-0.3%	24.9%	0.2%	26.3%	-1.1%	23.5%	-0.7%	23.1%	-0.4%	30.0%	-0.3%	32.2%	-0.4%	36.7%	-0.5%
RTÉ Radio 1	20.6%	-0.1%	30.0%	-0.1%	14.4%	-0.1%	17.1%	-1.1%	17.2%	0.1%	14.5%	0.2%	19.5%	0.0%	23.5%	-0.5%	29.2%	-0.5%
RTÉ 2FM	5.8%	0.0%	3.6%	0.5%	6.0%	-0.4%	6.3%	-0.7%	4.2%	-0.6%	5.2%	0.2%	8.0%	-0.7%	4.8%	0.3%	4.2%	0.5%
RTE Lyric FM	2.6%	-0.1%	3.1%	-0.6%	3.8%	0.6%	2.6%	0.7%	1.9%	-0.2%	1.6%	-0.6%	2.1%	0.4%	3.1%	-0.1%	2.9%	-0.5%
Today FM	8.3%	-0.6%	4.5%	-1.0%	7.1%	-0.4%	14.0%	-0.3%	10.0%	-0.3%	11.0%	-0.4%	8.1%	-0.7%	6.5%	-0.9%	5.0%	-1.2%
Newstalk	8.4%	-0.1%	11.9%	0.4%	7.2%	0.0%	6.5%	-0.3%	4.8%	-1.1%	7.0%	0.2%	8.5%	-0.6%	10.0%	0.1%	12.4%	0.3%
Any Regional/Local/M-City/D-C#	53.7%	0.9%	46.3%	0.9%	60.8%	0.2%	53.2%	1.7%	61.7%	2.1%	58.9%	0.6%	53.3%	1.7%	51.2%	1.2%	45.8%	1.4%
Classic Hits Radio			3.1%	0.1%	9.7%	1.2%									5.6%	0.3%	3.1%	0.1%
Radio Nova			8.1%	-0.2%													8.2%	0.0%
Beat 102-103							16.5%	1.9%										
Spin South West									11.9%	1.7%								
iRadio NW											10.2%	0.4%						
iRadio NE													6.5%	0.2%				
FM104			7.7%	0.4%														
98FM			5.4%	-0.1%														
Q102			5.2%	0.5%														
Sunshine 106.8			9.2%	0.6%														
Spin 1038			6.8%	-0.3%														
Corks 96FM / C103					28.4%	-2.1%												
C103 (Corks 103FM)					13.8%	-1.5%												
Cork's 96FM					14.6%	-0.6%												
Corks Red FM					21.9%	1.2%												
Mean No. of Minutes	<b>230</b>	=	<b>235</b>	-1	<b>304</b>	9	<b>216</b>	-2	<b>207</b>	-5	<b>205</b>	-3	<b>204</b>	4	<b>236</b>	1	<b>230</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	33.1%	25.1%	38.0%	36.3%	20.2%	30.6%	38.2%	30.2%	25.8%
Any RTE Radio	20.0%	17.3%	24.4%	17.0%	8.4%	15.5%	23.9%	19.6%	17.4%
RTE Radio 1	5.5%	7.5%	9.3%	0.7%	1.8%	4.1%	3.0%	7.4%	7.6%
RTE 2FM	13.0%	8.1%	12.7%	13.5%	6.1%	10.4%	20.5%	10.6%	8.4%
RTE Lyric FM	1.0%	1.8%	0.7%	2.6%	0.4%	0.2%	0.3%	0.9%	1.4%
Today FM	9.2%	3.0%	7.1%	15.6%	11.0%	11.5%	12.1%	6.1%	4.0%
Newstalk	3.9%	4.9%	6.5%	3.8%	0.8%	3.6%	2.2%	4.5%	4.4%
Any Regional/Local/M-City/D-C#	66.9%	74.9%	62.0%	63.7%	79.8%	69.4%	61.8%	69.8%	74.2%
Classic Hits Radio		1.3%	11.5%					6.5%	3.0%
Radio Nova		6.5%							9.8%
Beat 102-103				49.0%					
Spin South West					53.1%				
iRadio NW						40.1%			
iRadio NE							21.2%		
FM104		16.5%							
98FM		9.2%							
Q102		2.8%							
Sunshine 106.8		10.4%							
Spin 1038		28.0%							
Corks 96FM / C103			22.0%						
C103 (Corks 103FM)			3.4%						
Cork's 96FM			18.6%						
Corks Red FM			27.4%						
Mean No. of Minutes	<b>157</b>	<b>155</b>	<b>226</b>	<b>158</b>	<b>118</b>	<b>140</b>	<b>131</b>	<b>162</b>	<b>154</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	37.1%	30.5%	40.7%	40.9%	31.6%	36.5%	41.5%	34.7%	32.0%
Any RTE Radio	20.5%	17.1%	25.0%	18.6%	15.2%	17.8%	22.9%	20.4%	18.2%
RTE Radio 1	6.6%	9.2%	6.8%	3.9%	6.3%	5.1%	3.7%	8.0%	9.1%
RTE 2FM	12.1%	6.2%	14.4%	12.5%	8.5%	11.0%	18.6%	10.2%	7.6%
RTE Lyric FM	1.3%	1.6%	2.2%	2.2%	0.3%	0.2%	0.4%	1.5%	1.5%
Today FM	10.9%	5.6%	9.2%	17.1%	13.4%	15.1%	13.2%	7.8%	6.1%
Newstalk	5.7%	7.8%	6.5%	5.3%	3.0%	3.6%	5.4%	6.4%	7.6%
Any Regional/Local/M-City/D-C#	62.9%	69.5%	59.3%	59.1%	68.4%	63.5%	58.5%	65.3%	68.0%
Classic Hits Radio		2.2%	11.3%					5.9%	2.7%
Radio Nova		11.2%							11.6%
Beat 102-103				41.0%					
Spin South West					38.7%				
iRadio NW						33.1%			
iRadio NE							19.4%		
FM104		15.4%							
98FM		8.7%							
Q102		5.1%							
Sunshine 106.8		6.3%							
Spin 1038		20.0%							
Corks 96FM / C103			21.1%						
C103 (Corks 103FM)			3.9%						
Cork's 96FM			17.2%						
Corks Red FM			25.9%						
Mean No. of Minutes	<b>174</b>	<b>180</b>	<b>247</b>	<b>173</b>	<b>139</b>	<b>156</b>	<b>135</b>	<b>182</b>	<b>176</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	48.5%	59.5%	38.8%	48.4%	39.6%	42.1%	47.7%	52.4%	59.7%
Any RTE Radio	31.8%	42.3%	24.9%	28.4%	25.2%	24.3%	31.4%	35.2%	41.3%
RTE Radio 1	24.0%	35.3%	16.6%	20.7%	19.4%	16.7%	22.6%	27.5%	34.1%
RTE 2FM	4.2%	3.0%	3.5%	4.6%	3.3%	3.9%	6.0%	3.4%	3.4%
RTE Lyric FM	2.9%	3.4%	4.2%	2.7%	2.2%	1.9%	2.5%	3.5%	3.2%
Today FM	7.6%	4.2%	6.5%	13.2%	9.3%	10.0%	7.1%	6.2%	4.8%
Newstalk	9.0%	13.0%	7.4%	6.8%	5.2%	7.8%	9.1%	11.0%	13.6%
Any Regional/Local/M-City/D-C#	51.5%	40.5%	61.2%	51.6%	60.4%	57.9%	52.3%	47.6%	40.3%
Classic Hits Radio		3.3%	9.2%					5.6%	3.3%
Radio Nova		7.3%							7.4%
Beat 102-103				9.9%					
Spin South West					6.5%				
iRadio NW						4.9%			
iRadio NE							4.0%		
FM104		5.8%							
98FM		4.5%							
Q102		5.2%							
Sunshine 106.8		10.0%							
Spin 1038		3.5%							
Corks 96FM / C103			30.5%						
C103 (Corks 103FM)			16.6%						
Cork's 96FM			13.9%						
Corks Red FM			20.8%						
Mean No. of Minutes	<b>249</b>	<b>254</b>	<b>326</b>	<b>232</b>	<b>230</b>	<b>221</b>	<b>226</b>	<b>255</b>	<b>248</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 (change from Oct'23-Sep'24)		Weekdays (change from Oct'23-Sep'24)	
	%	%	%	%
Kildare ( <i>KFM</i> )	16.2%	0.3%	16.4%	1.8%
Louth/Meath ( <i>LMFM</i> )	21.2%	0.9%	28.4%	4.7%
Kilkenny/Carlow ( <i>KCLR 96FM</i> )	29.9%	-1.8%	30.5%	-1.6%
Laois/Offaly/Westmeath ( <i>Midlands 103</i> )	31.6%	-0.3%	33.0%	-0.7%
Wexford ( <i>South East Radio</i> )	28.9%	-1.6%	31.8%	-3.9%
Wicklow ( <i>East Coast FM</i> )	26.9%	-3.1%	25.5%	-2.0%
Limerick ( <i>Live 95FM</i> )	32.4%	0.9%	23.3%	-3.4%
Tipperary ( <i>Tipp FM</i> )	31.3%	-0.5%	33.1%	0.9%
Waterford ( <i>WLR FM</i> )	41.7%	2.5%	33.3%	0.3%
Clare ( <i>Clare FM</i> )	37.7%	3.0%	40.2%	3.5%
Kerry ( <i>Radio Kerry</i> )	46.7%	0.1%	55.9%	-1.1%
Galway ( <i>Galway Bay FM</i> )	32.8%	1.0%	31.9%	1.9%
Mayo ( <i>MidWest Radio</i> )	59.2%	0.9%	53.4%	1.0%
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	32.4%	-1.4%	43.0%	-2.0%
Roscommon/Longford/Sth Leitrim ( <i>Shannonside 104FM</i> )	29.8%	0.5%	33.6%	-0.8%
Cavan/Monaghan ( <i>Northern Sound</i> )	35.0%	-3.3%	53.5%	-3.2%
Donegal South/Sligo/Nth Leitrim ( <i>Ocean FM</i> )	37.8%	-0.3%	28.9%	-0.9%
Donegal Nth ( <i>Highland Radio</i> )	60.1%	3.2%	62.1%	2.4%

These figures are the copyright of JNLR. When quoting, please acknowledge the source “JNLR/Ipsos B&A 2024-4 (*January to December 2024*)”.

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.

Tel. 01-438 9000.

**Copyright: JNLR 2024-4 issued 6<sup>th</sup> FEBRUARY 2025**

## 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.