



JNLR Radio Listenership

Press Release

February 26



Ipsos/JNLR 2025/4 Summary Results

The latest JNLR/Ipsos report into radio listening is published today (12th February 2026). It covers the period from January to December 2025.

The latest results show 3.47 million listeners (15+) tune into radio every weekday – that is **daily radio listening at 78.1%** of all adults. Listening levels in the **past week** stand at **89.7%** of the population.

A total of c **16,750** 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 radio 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 last published report incorporating the period Oct'24 to Sept'25. Figures showing the size of the increase/decrease reflect the movement since this last publication (book-on-book), rounded to 1 decimal place).

A large majority of Irish adults – 78.1% (-1.0%) listen to the radio every day. More than half, 51.7% (-0.7%) tune into their local or regional station and 41.5% (-0.6%) listen to a national station. Among the younger, 15-34-year-old, market 65.8% (-1.5%) listen to radio daily.

Irish radio audiences continue to listen to a significant amount of radio everyday – listeners tune in, on average, for 3 hours, 40 mins (220 mins, (-3) 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 45.6% share (+0.3%), while Local/Regional Radio holds the majority share position with 54.4% (-0.3%) in this reporting period.

Across the various regional areas throughout the country, National Radio holds the majority share position in Dublin (54.3%) and the greater Dublin Commuter belt (54.9%). On the other hand, Local/Regional radio is in the majority in the other regions throughout the country achieving its highest share in Cork (62.1%), in the South-West (60.7%) and in the North-West (60.5%) regions 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 64.3% (+0.1%) versus 35.7% (-0.1%) for National Radio. In particular, the Local/Regional group holds its strongest share position among this age cohort in the South-West area (69.8%), Dublin (68.7%), Multi-city area (66.1%) and in the South-East (65.3%). (See T7).

Considering the older 35+ age segment, Local/Regional radio also has the majority share among this cohort, 52.1% (-0.3%). However, in regional markets among this age group, National Radio holds the majority share of minutes in Dublin (59.0%), the Dublin Commuter region (58.9%), and the Multi-city area (51.9%). (See T8).

Local radio continues to perform strongly in the local radio markets across the country, with 35.5% of all 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 37.1% while particular stations, Highland Radio and Radio Kerry, hold the majority share position in their respective franchise areas. (See T9).

Population estimates in this report are based on Labour Force Survey data (to Qtr 3'25). (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'24-Sep'25)		Oct'24-Sep'25)		Oct'24-Sep'25)		Oct'24-Sep'25)		Oct'24-Sep'25)		Oct'24-Sep'25)		Oct'24-Sep'25)		Oct'24-Sep'25)		Oct'24-Sep'25)	
Listened at all *	78.1%	-1.0%	71.9%	-1.9%	83.5%	-0.1%	81.2%	-1.2%	82.2%	-0.4%	85.8%	-0.2%	73.7%	-0.9%	75.6%	-1.1%	71.6%	-1.6%
Any National	41.5%	-0.6%	40.2%	-2.3%	41.5%	-0.4%	42.9%	0.2%	40.0%	0.1%	43.9%	1.5%	39.3%	-0.7%	41.4%	-1.0%	40.8%	-1.9%
Any RTE Radio	28.5%	-0.4%	29.3%	-1.6%	29.2%	-0.1%	28.6%	0.8%	26.6%	0.2%	27.8%	1.0%	26.8%	-0.9%	29.4%	-0.6%	29.7%	-1.2%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	28.0%	-0.4%	29.1%	-1.6%	28.7%	0.3%	28.5%	0.8%	25.7%	0.1%	25.9%	0.6%	26.5%	-0.9%	28.8%	-0.6%	29.6%	-1.2%
RTÉ Radio 1	20.0%	-0.2%	24.1%	-1.3%	20.5%	1.4%	18.4%	1.0%	17.7%	-0.3%	17.0%	-0.3%	17.1%	-0.6%	21.9%	-0.3%	23.4%	-1.0%
RTÉ 2FM	6.9%	-0.3%	3.8%	-0.4%	6.2%	-1.2%	8.8%	-0.1%	6.9%	0.4%	7.4%	0.1%	9.3%	-0.2%	5.4%	-0.5%	4.9%	-0.3%
RTÉ Lyric FM	4.2%	0.0%	5.1%	-0.3%	5.1%	-0.2%	4.2%	-0.1%	4.0%	0.4%	3.3%	0.6%	2.9%	-0.4%	4.9%	0.0%	5.1%	-0.3%
Today FM	11.3%	-0.1%	6.7%	-0.5%	10.6%	0.1%	16.2%	0.0%	14.6%	-0.2%	14.3%	0.7%	11.1%	-0.3%	9.3%	-0.3%	7.5%	-0.6%
Newstalk	10.4%	-0.2%	13.1%	-1.1%	11.2%	0.4%	7.1%	-0.3%	8.4%	0.4%	10.4%	0.3%	8.5%	0.3%	11.9%	-0.3%	12.7%	-0.9%
Any Regional/Local/M-City/D-C#	51.7%	-0.7%	42.4%	-0.9%	60.4%	-1.0%	55.0%	-0.2%	60.4%	-0.9%	59.9%	-1.5%	47.5%	-0.1%	48.2%	-0.9%	42.0%	-0.5%
Classic Hits Radio			4.1%	-0.1%	14.3%	-0.9%									7.9%	-0.1%	3.9%	-0.2%
Radio Nova			10.3%	-0.3%													10.1%	0.0%
Beat 102-103							23.4%	-0.8%										
Spin South West									19.2%	-1.7%								
iRadio NW											16.8%	0.4%						
iRadio NE													9.0%	0.3%				
FM104			11.4%	-1.2%														
98FM			6.8%	-0.5%														
Q102			6.4%	-0.1%														
Sunshine 106.8			9.1%	0.2%														
Spin 1038			9.6%	-0.3%														
Corks 96FM / C103					34.9%	0.0%												
C103 (Corks 103FM)					15.3%	0.2%												
Cork's 96FM					22.2%	-0.2%												
Corks Red FM					25.7%	-1.4%												

* 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 *	60.7%	44.3%	75.4%	69.5%	68.7%	76.1%	52.3%	56.0%	44.4%
Any National	23.1%	11.5%	33.8%	24.9%	19.1%	30.3%	25.4%	20.3%	15.3%
Any RTE Radio	13.7%	7.1%	21.9%	12.7%	10.8%	14.8%	16.7%	12.4%	10.1%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	13.4%	7.1%	21.4%	12.7%	10.5%	13.5%	16.7%	12.0%	10.1%
RTE Radio 1	5.4%	4.0%	13.1%	4.0%	2.6%	4.7%	5.2%	5.7%	4.6%
RTE 2FM	7.8%	3.4%	8.1%	7.6%	7.4%	8.7%	11.2%	6.0%	5.4%
RTE Lyric FM	0.9%	0.2%	1.1%	1.3%	0.6%	1.1%	1.2%	0.7%	0.7%
Today FM	10.3%	3.9%	13.7%	14.3%	9.9%	16.1%	9.8%	8.1%	5.2%
Newstalk	2.1%	2.6%	4.4%	0.7%	1.5%	3.0%	0.7%	2.7%	2.3%
Any Regional/Local/M-City/D-C#	45.9%	35.7%	54.5%	55.7%	57.9%	59.0%	32.5%	42.0%	32.8%
Classic Hits Radio		1.3%	15.3%					6.1%	1.5%
Radio Nova		4.7%							4.1%
Beat 102-103				45.8%					
Spin South West					43.2%				
iRadio NW						40.5%			
iRadio NE							14.9%		
FM104		16.1%							
98FM		3.5%							
Q102		5.1%							
Sunshine 106.8		3.8%							
Spin 1038		16.9%							
Corks 96FM / C103			22.4%						
C103 (Corks 103FM)			4.8%						
Cork's 96FM			19.8%						
Corks Red FM			35.9%						

* 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 *	65.8%	54.0%	77.8%	75.3%	71.7%	77.6%	60.1%	61.6%	54.0%
Any National	27.5%	18.1%	31.8%	32.7%	25.4%	36.7%	29.3%	24.3%	20.7%
Any RTE Radio	16.0%	11.0%	19.8%	17.7%	14.0%	18.5%	18.2%	14.5%	12.9%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	15.5%	11.0%	19.0%	17.7%	13.3%	16.9%	17.9%	13.9%	12.9%
RTE Radio 1	6.4%	7.3%	10.4%	6.1%	3.4%	5.8%	4.6%	7.0%	7.0%
RTE 2FM	8.5%	3.5%	8.3%	10.7%	9.0%	10.6%	12.2%	6.4%	5.5%
RTE Lyric FM	1.4%	1.2%	1.0%	1.7%	1.0%	1.6%	1.7%	1.2%	1.4%
Today FM	11.3%	4.3%	11.3%	16.5%	13.2%	17.7%	13.2%	8.3%	5.6%
Newstalk	4.9%	7.1%	7.2%	2.1%	2.8%	5.8%	2.0%	6.3%	6.4%
Any Regional/Local/M-City/D-C#	48.6%	42.3%	57.0%	58.3%	58.9%	55.2%	38.0%	45.8%	39.9%
Classic Hits Radio		2.9%	15.3%					7.0%	2.8%
Radio Nova		9.0%							8.3%
Beat 102-103				44.0%					
Spin South West					40.3%				
iRadio NW						33.8%			
iRadio NE							17.0%		
FM104		14.9%							
98FM		6.9%							
Q102		6.0%							
Sunshine 106.8		4.4%							
Spin 1038		16.3%							
Corks 96FM / C103			26.0%						
C103 (Corks 103FM)			7.6%						
Cork's 96FM			20.9%						
Corks Red FM			35.0%						

* 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 *	83.6%	80.5%	86.1%	83.7%	86.4%	89.3%	79.9%	82.2%	80.1%
Any National	47.7%	50.9%	45.9%	47.2%	45.9%	46.8%	43.8%	49.5%	50.5%
Any RTE Radio	34.1%	38.1%	33.5%	33.1%	31.6%	31.7%	30.7%	36.4%	37.8%
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	33.5%	37.8%	33.1%	33.1%	30.7%	29.7%	30.4%	35.8%	37.6%
RTE Radio 1	26.0%	32.2%	25.0%	23.6%	23.4%	21.7%	22.7%	29.0%	31.4%
RTE 2FM	6.2%	3.9%	5.2%	8.0%	6.1%	6.1%	8.0%	4.9%	4.6%
RTE Lyric FM	5.4%	7.0%	7.0%	5.2%	5.2%	4.0%	3.5%	6.6%	6.8%
Today FM	11.4%	7.8%	10.3%	16.0%	15.1%	12.9%	10.2%	9.8%	8.4%
Newstalk	12.8%	15.9%	13.0%	9.3%	10.7%	12.3%	11.4%	14.5%	15.7%
Any Regional/Local/M-City/D-C#	53.0%	42.5%	61.9%	53.6%	61.1%	61.9%	51.8%	49.4%	43.0%
Classic Hits Radio		4.7%	13.8%					8.3%	4.4%
Radio Nova		11.0%							11.0%
Beat 102-103				14.6%					
Spin South West					10.7%				
iRadio NW						9.8%			
iRadio NE							5.4%		
FM104		9.6%							
98FM		6.7%							
Q102		6.6%							
Sunshine 106.8		11.4%							
Spin 1038		6.4%							
Corks 96FM / C103			38.9%						
C103 (Corks 103FM)			18.8%						
Cork's 96FM			22.8%						
Corks Red FM			21.5%						

* 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'24-Sep'25)		Weekdays (change from Oct'24-Sep'25)		Weekdays (change from Oct'24-Sep'25)		Weekdays (change from Oct'24-Sep'25)		Weekdays (change from Oct'24-Sep'25)		Weekdays (change from Oct'24-Sep'25)		Weekdays (change from Oct'24-Sep'25)		Weekdays (change from Oct'24-Sep'25)		Weekdays (change from Oct'24-Sep'25)	
Any National	45.6%	0.3%	54.3%	-1.4%	37.9%	1.0%	46.4%	1.4%	39.3%	0.2%	39.5%	1.3%	45.6%	1.3%	48.5%	-0.3%	54.9%	-1.2%
Any RTE Radio	29.1%	0.1%	38.1%	-0.6%	24.6%	1.0%	28.4%	2.1%	23.4%	-0.2%	21.7%	0.6%	28.2%	-0.5%	32.5%	0.1%	38.3%	-0.3%
RTÉ Radio 1	20.3%	0.2%	30.0%	-0.3%	16.4%	1.7%	18.3%	1.4%	16.1%	-0.8%	13.5%	-0.3%	18.0%	-0.3%	23.9%	0.6%	29.4%	0.2%
RTÉ 2FM	5.1%	-0.3%	2.9%	-0.4%	3.7%	-0.9%	6.8%	0.7%	4.5%	0.6%	5.1%	0.2%	8.2%	0.0%	3.9%	-0.6%	3.7%	-0.5%
RTE Lyric FM	3.1%	0.1%	4.7%	0.1%	3.9%	0.5%	3.0%	0.0%	1.7%	-0.2%	1.7%	0.3%	1.8%	-0.2%	4.0%	0.1%	4.7%	0.0%
Today FM	9.0%	0.2%	5.3%	0.1%	6.6%	-0.1%	13.2%	-1.1%	10.4%	-0.2%	11.4%	0.6%	10.7%	1.3%	7.0%	0.0%	6.0%	0.0%
Newstalk	7.5%	-0.1%	10.9%	-0.8%	6.8%	0.1%	4.9%	0.4%	5.5%	0.6%	6.3%	0.2%	6.7%	0.5%	9.0%	-0.3%	10.6%	-0.9%
Any Regional/Local/M-City/D-C#	54.4%	-0.3%	45.7%	1.4%	62.1%	-1.0%	53.6%	-1.4%	60.7%	-0.2%	60.5%	-1.3%	54.4%	-1.3%	51.5%	0.3%	45.1%	1.2%
Classic Hits Radio			3.8%	0.2%	11.2%	-0.3%									6.8%	0.2%	3.4%	0.1%
Radio Nova			9.4%	0.2%													9.0%	0.3%
Beat 102-103							14.8%	-1.4%										
Spin South West									10.8%	-2.3%								
iRadio NW											10.2%	-0.1%						
iRadio NE													7.7%	0.4%				
FM104			7.4%	-0.4%														
98FM			5.3%	0.4%														
Q102			4.7%	0.3%														
Sunshine 106.8			8.8%	0.4%														
Spin 1038			5.5%	0.3%														
Corks 96FM / C103					30.3%	0.2%												
C103 (Corks 103FM)					13.3%	0.1%												
Cork's 96FM					17.0%	0.1%												
Corks Red FM					19.3%	-1.1%												
Mean No. of Minutes	220	-3	217	-1	288	-12	209	5	202	2	206	3	199	-7	223	-3	214	-2

Any regional/local/M-City/D-C includes any audience to a local station, to Beat 102-103, Spin Sth West, iRadio, Classic Hits 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	35.2%	31.7%	33.8%	26.5%	28.6%	36.7%	49.3%	35.2%	37.2%
Any RTE Radio	19.1%	18.1%	19.9%	17.3%	14.2%	14.6%	26.9%	19.0%	20.0%
RTE Radio 1	7.7%	9.7%	12.6%	3.9%	1.3%	5.1%	10.0%	8.8%	9.1%
RTE 2FM	10.5%	7.7%	6.1%	12.3%	12.8%	7.9%	16.2%	9.1%	10.0%
RTE Lyric FM	0.6%	0.6%	0.7%	1.0%	0.0%	0.4%	0.7%	0.6%	0.8%
Today FM	13.2%	7.6%	9.7%	8.0%	12.0%	20.8%	22.1%	12.3%	12.2%
Newstalk	2.8%	6.0%	4.1%	1.1%	2.4%	1.4%	0.4%	3.8%	5.0%
Any Regional/Local/M-City/D-C#	64.8%	68.3%	66.2%	73.5%	71.4%	63.3%	50.7%	64.8%	62.8%
Classic Hits Radio		1.6%	14.9%					8.2%	1.7%
Radio Nova		8.7%							7.7%
Beat 102-103				51.0%					
Spin South West					50.5%				
iRadio NW						36.0%			
iRadio NE							22.6%		
FM104		15.8%							
98FM		4.0%							
Q102		7.0%							
Sunshine 106.8		4.8%							
Spin 1038		22.3%							
Corks 96FM / C103			16.7%						
C103 (Corks 103FM)			4.2%						
Cork's 96FM			12.5%						
Corks Red FM			34.0%						
Mean No. of Minutes	150	150	203	144	120	152	120	151	143

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	35.7%	31.3%	32.7%	34.7%	30.2%	38.8%	45.4%	33.9%	35.1%
Any RTE Radio	18.1%	16.6%	17.5%	17.4%	13.3%	16.8%	24.0%	17.8%	18.7%
RTE Radio 1	7.3%	10.2%	9.7%	4.6%	3.1%	5.5%	6.8%	8.6%	9.7%
RTE 2FM	9.4%	4.9%	6.7%	11.6%	9.8%	8.8%	16.4%	7.7%	7.5%
RTE Lyric FM	0.8%	1.3%	0.6%	1.2%	0.3%	0.7%	0.7%	0.9%	1.3%
Today FM	13.0%	5.0%	10.2%	14.9%	14.5%	19.0%	20.1%	9.6%	7.6%
Newstalk	4.7%	9.7%	5.0%	2.4%	2.4%	2.9%	1.3%	6.5%	8.8%
Any Regional/Local/M-City/D-C#	64.3%	68.7%	67.3%	65.3%	69.8%	61.2%	54.6%	66.1%	64.9%
Classic Hits Radio		3.0%	13.4%					8.5%	3.0%
Radio Nova		12.3%							11.3%
Beat 102-103				41.5%					
Spin South West					41.6%				
iRadio NW						28.4%			
iRadio NE							24.3%		
FM104		13.4%							
98FM		9.1%							
Q102		7.6%							
Sunshine 106.8		4.2%							
Spin 1038		17.5%							
Corks 96FM / C103			20.8%						
C103 (Corks 103FM)			7.7%						
Cork's 96FM			13.0%						
Corks Red FM			32.3%						
Mean No. of Minutes	162	151	227	159	136	158	136	163	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	47.9%	59.0%	39.4%	49.6%	41.0%	39.7%	45.7%	51.9%	58.9%
Any RTE Radio	31.6%	42.4%	26.6%	31.3%	25.3%	22.9%	29.1%	35.9%	42.3%
RTE Radio 1	23.3%	34.0%	18.3%	22.0%	18.7%	15.5%	20.3%	27.4%	33.4%
RTE 2FM	4.1%	2.5%	2.9%	5.6%	3.5%	4.1%	6.5%	3.0%	2.9%
RTE Lyric FM	3.6%	5.3%	4.9%	3.5%	2.0%	1.9%	2.1%	4.7%	5.4%
Today FM	8.1%	5.4%	5.5%	12.7%	9.6%	9.6%	8.7%	6.4%	5.6%
Newstalk	8.1%	11.2%	7.3%	5.6%	6.1%	7.2%	7.8%	9.6%	11.0%
Any Regional/Local/M-City/D-C#	52.1%	41.0%	60.6%	50.4%	59.0%	60.3%	54.3%	48.1%	41.1%
Classic Hits Radio		4.0%	10.5%					6.4%	3.5%
Radio Nova		8.9%							8.5%
Beat 102-103				7.8%					
Spin South West					4.8%				
iRadio NW						5.7%			
iRadio NE							4.3%		
FM104		6.1%							
98FM		4.5%							
Q102		4.1%							
Sunshine 106.8		9.7%							
Spin 1038		3.1%							
Corks 96FM / C103			33.1%						
C103 (Corks 103FM)			15.0%						
Cork's 96FM			18.1%						
Corks Red FM			15.5%						
Mean No. of Minutes	240	238	313	228	223	222	220	244	235

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 Oct'24 to Sept'25)		(Change from Oct'24 to Sept'25)	
	%	%	%	%
Kildare (<i>KFM</i>)	21.4%	-0.1%	23.5%	-0.4%
Louth/Meath (<i>LMFM</i>)	24.4%	-2.6%	35.2%	-3.5%
Kilkenny/Carlow (<i>KCLR 96FM</i>)	27.4%	2.2%	24.8%	1.1%
Laois/Offaly/Westmeath (<i>Midlands 103</i>)	31.8%	-0.8%	27.6%	-3.1%
Wexford (<i>South East Radio</i>)	32.9%	-0.4%	43.7%	3.9%
Wicklow (<i>East Coast FM</i>)	27.5%	1.0%	21.5%	-1.2%
Limerick (<i>Live 95FM</i>)	30.6%	-1.3%	28.0%	2.8%
Tipperary (<i>Tipp FM</i>)	34.2%	1.4%	36.3%	0.7%
Waterford (<i>WLR FM</i>)	43.3%	-2.0%	36.5%	-1.3%
Clare (<i>Clare FM</i>)	40.1%	-0.2%	36.8%	0.5%
Kerry (<i>Radio Kerry</i>)	48.9%	0.3%	57.2%	3.2%
Galway (<i>Galway Bay FM</i>)	28.1%	-4.5%	29.1%	-3.2%
Mayo (<i>MidWest Radio</i>)	53.8%	-2.9%	44.7%	-5.5%
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	36.1%	1.1%	47.4%	1.5%
Roscommon/Longford/Sth Leitrim (<i>Shannonside 104FM</i>)	40.6%	2.7%	48.3%	3.1%
Cavan/Monaghan (<i>Northern Sound</i>)	31.7%	-0.4%	46.2%	-0.8%
Donegal South/Sligo/Nth Leitrim (<i>Ocean FM</i>)	38.1%	-2.7%	30.4%	-2.8%
Donegal Nth (<i>Highland Radio</i>)	56.6%	-1.9%	64.6%	-0.6%

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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.