



Headlines

- Radio continues to saturate the media landscape with 82% of the population or over 3 million adults tuning in for an average of 4 hours per day.
- 95% of Listening is live and is on AM/FM Radio.
- Live radio commands 86% listenership versus 8% of owned music and 5% for Spotify.
- National Radio is strongest in Dublin @ 55% share and the greater Dublin commuter belt @ 55% while local/regional radio is stronger in other regions peaking in Cork @ 68% and the south west region @ 59%.
- Local radio scores highly among the 15-34 age group with 64% of minutes versus 36% for National radio. Dublin @ 73%, the Dublin commuter region @ 69% and in Cork @ 70% demonstrates this audience's affinity with their local Station.
- However for the 35+ age bracket national radio holds the majority share in Dublin @ 63% and the Dublin commuter region @ 61%.
- RTÉ Radio 1 delivers 1,390,000 listeners. 2FM's weekly reach figure is at 850,000. RTÉ Lyric FM has a national weekday share of 1.8% and 277,000 listeners tuning in on a weekly basis.
- Newstalk has hit an all-time market share high of 6.7% nationally and 11.1% in Dublin. Ivan Yeats added 8,000 listeners to overtake Pat Kenny as the Number 1 show.
- Today FM maintained their national weekly reach of 878,000. Ian Dempsey, Dermot & Dave and Matt Cooper all showed marginal gains across their respective time slots. Muireann O'Connell welcomed 5,000 new listeners to her lunchtime show (12-2pm) in just 3 months and now delivers 106,000 listeners every day.

All Adult Weekly Reach:

National

Radio 1	1,390,000	✗
Today FM	884,000	✓
2FM	850,000	✓
Newstalk	771,000	✓
Lyric FM	277,000	✗
Classic Hits	279,000	✓
Home Local	2,232,000	●

Breakfast Segment

Morning Ireland	438,000	✓	from 431,000
Ian Dempsey	167,000	✓	from 160,000
Breakfast Republic	186,000	✓	from 178,000
Newstalk	126,000	●	from 119,000

Mid-Morning

Sean O' Rourke	307,000	✗	from 312,000
Dermot & Dave	162,000	✓	from 161,000
Ryan Tubridy	311,000	✗	from 318,000
Pat Kenny	152,000	✓	from 143,000

Evening Drivetime

Drivetime Radio 1	228,000	✓	from 227,000
The Last Word	138,000	✓	from 134,000
The Hard Shoulder	153,000	✓	from 145,000
Eoghan McDermott (RTE)	144,000	✓	from 134,000

Dublin Weekly Reach

Radio 1	434,000	✓
FM104	337,000	✓
Spin 103.8	276,000	✓
Newstalk	284,000	✓
98FM	231,000	✓
Q102	198,000	✓
Radio Nova	114,000	✓
Sunshine	146,000	✓
2FM	141,000	✓
Lyric	46,000	●
Today FM	156,000	✓

Regional Stations Weekly Reach

96 Cork	203,000	✗
iRadio 102-107 NW	214,000	✓
Beat FM (SE)	149,000	✗
Spin Southwest	149,000	✗
Galway Bay FM	120,000	✓
Red FM Cork	199,000	✗
Limerick 95 FM	103,000	✓
LMFM	111,000	✓
Northern Sound / Shannonside	64,000	✗
Midlands 103	118,000	✓
WLR	66,000	✓
Highland	84,000	✗
Tipp FM	65,000	✓
Midwest	87,000	✓
Radio Kerry	83,000	●
South East	70,000	✗
KCLR	67,000	✗
Clare FM	54,000	●
Ocean FM	55,000	✗
KFM	81,000	✗
East Coast	53,000	✓