

Summary of Radio Listenership Behaviour

(Base: Key Business People – 480)

- Listenership to radio high across both average week day and weekend day:

Average Weekday	Average Weekend-day
1hr 30mins	1hr 20mins

- Commuter timed programming achieve high listenership. Key slots are:

	AM	PM
Radio One	Morning Ireland	Drive Time
Today FM	Ian Dempsey Breakfast Show	The Last Word with Matt Cooper
Newstalk 106	The Breakfast Show	The Right Hook