

# CRAOL

Community  
Radio Research

December 2024



# Table of Contents



- A. Background & Objectives
- B. Methodology
- C. Sample profile
- D. Main Findings
- E. Summary

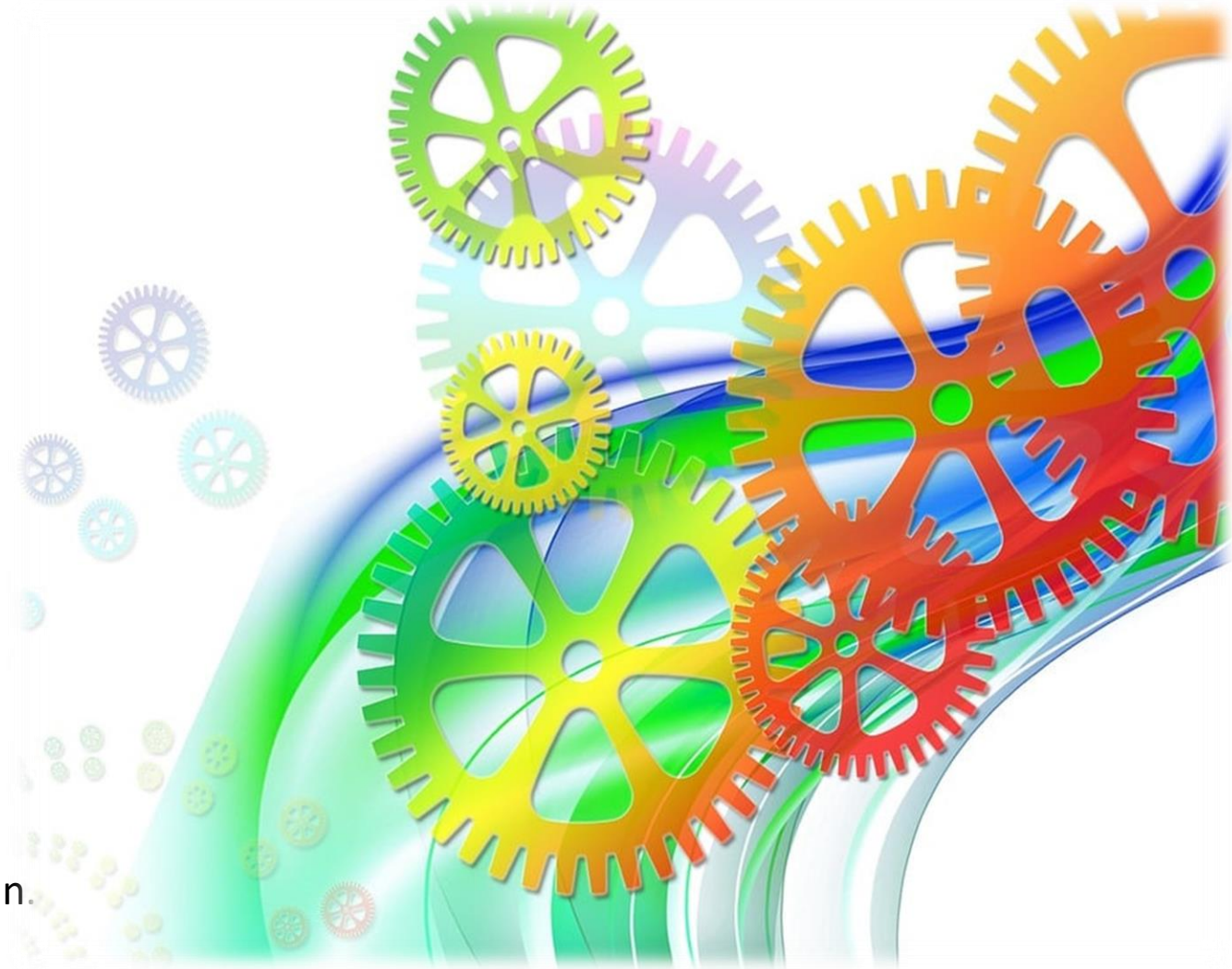
## **MAIN FINDINGS:**

- Awareness and listenership
- Listening patterns and content preferences
- Attitudes towards community radio
- Content quality and relevance
- Sense of community and impact
- Working from home
- How do listeners tune in?



# Background & Objectives

- Amárach has been tasked by CRAOL to conduct research that examines the scale of community radio's performance and explores the implications for its listenership in the future.
- Core Objectives:
  - Quantify the scale and scope of community radio's performance across Ireland.
  - Project the implications for community radio listenership in future.
- Supporting Individual Objectives:
  - Measure awareness and levels of listenership.
  - Explore listening patterns and content preferences.
  - Assess attitudes towards community radio.
  - Evaluate content quality and relevance.
  - Investigate the sense of community and broader impact.
  - Understand how working from home influences listenership.
  - Identify the primary methods listeners use to tune in.





## Methodology

Online survey

Questionnaire designed in collaboration with  
CRAOL Community Radio Forum of Ireland Society Ltd.



## Sample

A nationally representative  
sample of 1,200 adults 18+ in the Republic of Ireland



## Fieldwork dates

31<sup>st</sup> October – 8<sup>th</sup> November 2024



## Margin of Error

±2.8% at 95% confidence interval

The margin of error indicates the percentage points the  
results may differ from the overall population.

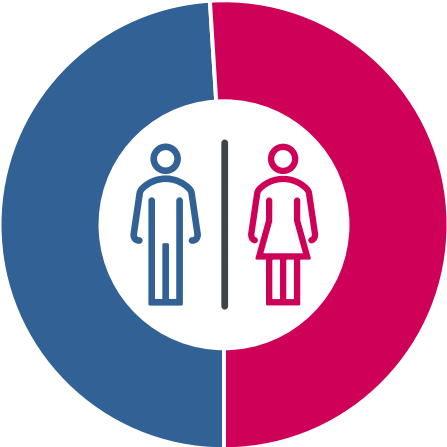
*Margin of error changes according to the size of sample, the size of the population and to  
the observed percentage in question.*

# Sample Profile – nationally representative of ROI 18+

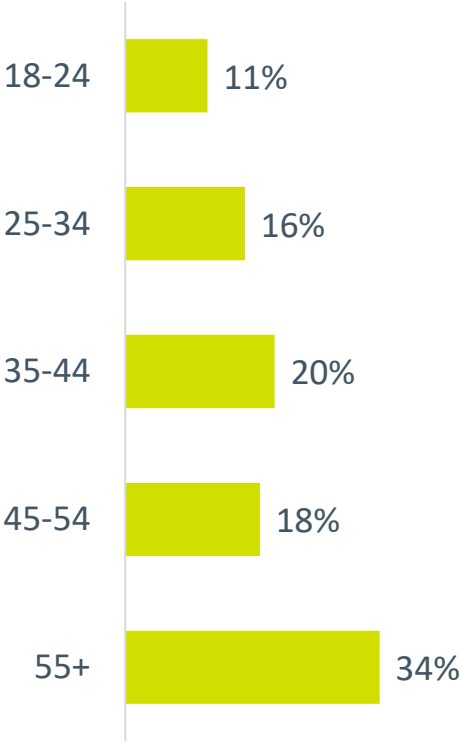


## Gender

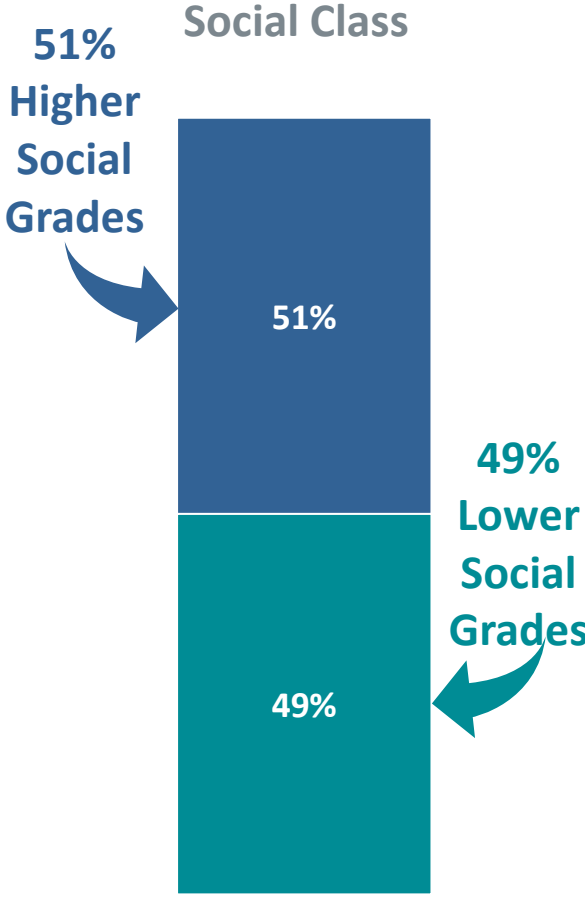
49% ■ Male ■ Female 51%



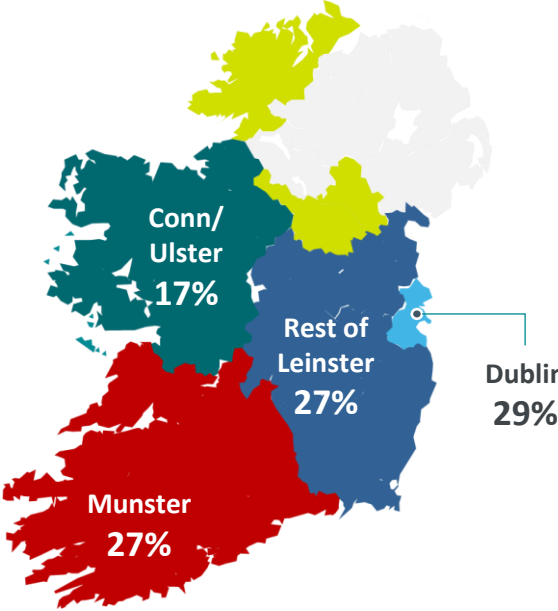
## Age



## Social Class



## Region



A note on reporting: percentages may not add up to 100% due to rounding.



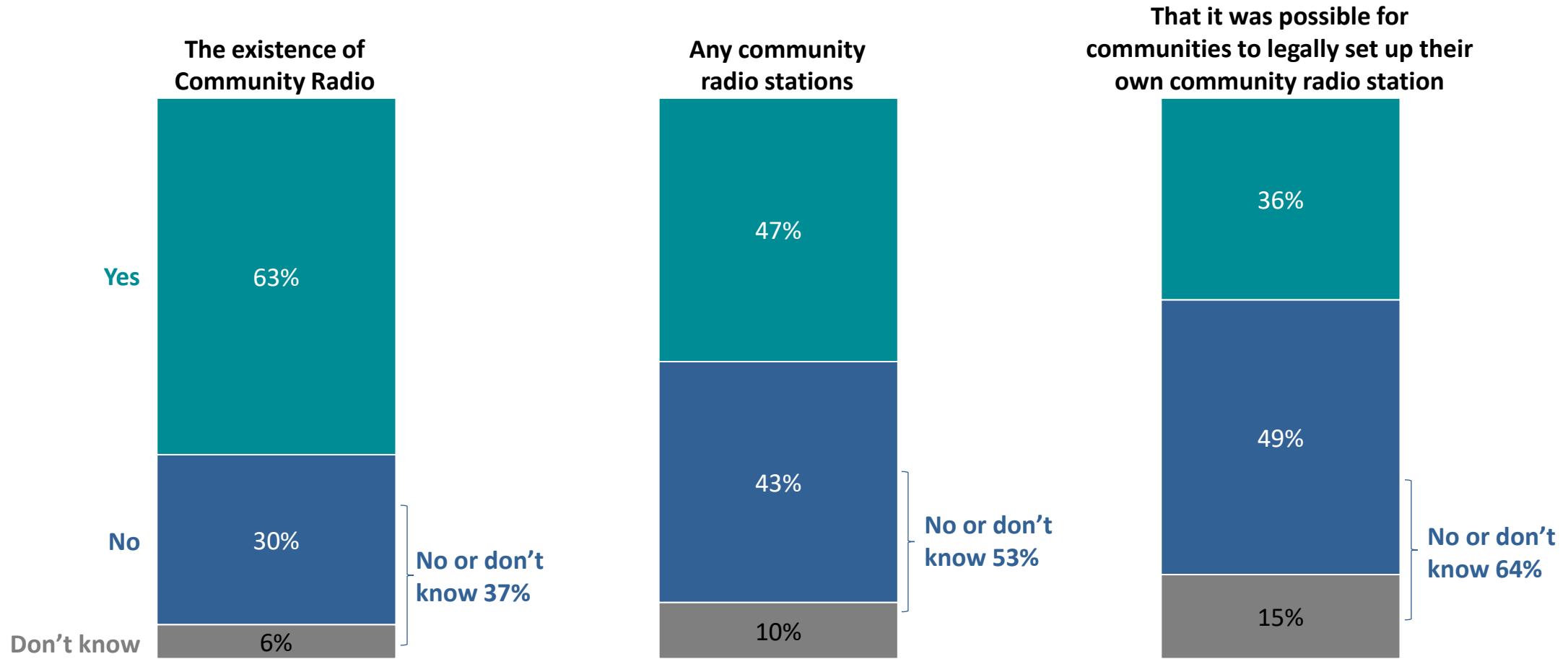
# Section 1: Awareness and Listenership





# Nearly two-thirds (63%) of adults reported being aware of community radio, while almost half (47%) recognized individual community radio stations.

(BASE : All respondents – 1,200)





# Awareness of community radio was highest among males (67%) and adults aged 55 and older (69%). Awareness of individual community radio stations was highest in Munster and Connaught/Ulster (57% and 54%).

(BASE : All respondents – 1,200)

	GENDER		AGE					CLASS		REGION			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster
N=	593	607	134	192	242	218	413	610	590	347	322	321	210

## The existence of Community Radio

Yes	63%	67%	60%	55%	63%	60%	61%	69%	65%	61%	61%	59%	68%	67%
No/Don't know	37%	33%	40%	45%	37%	40%	39%	31%	35%	39%	39%	41%	32%	33%

## Any community radio stations

Yes	47%	50%	45%	49%	47%	46%	43%	50%	47%	47%	40%	40%	57%	54%
No/Don't know	53%	50%	55%	51%	53%	54%	57%	50%	53%	53%	60%	60%	43%	46%

## That it was possible for communities to legally set up their own community radio station

Yes	36%	39%	32%	38%	36%	31%	34%	39%	39%	33%	37%	29%	40%	38%
No/Don't know	64%	61%	68%	62%	64%	69%	66%	61%	61%	67%	63%	71%	60%	62%

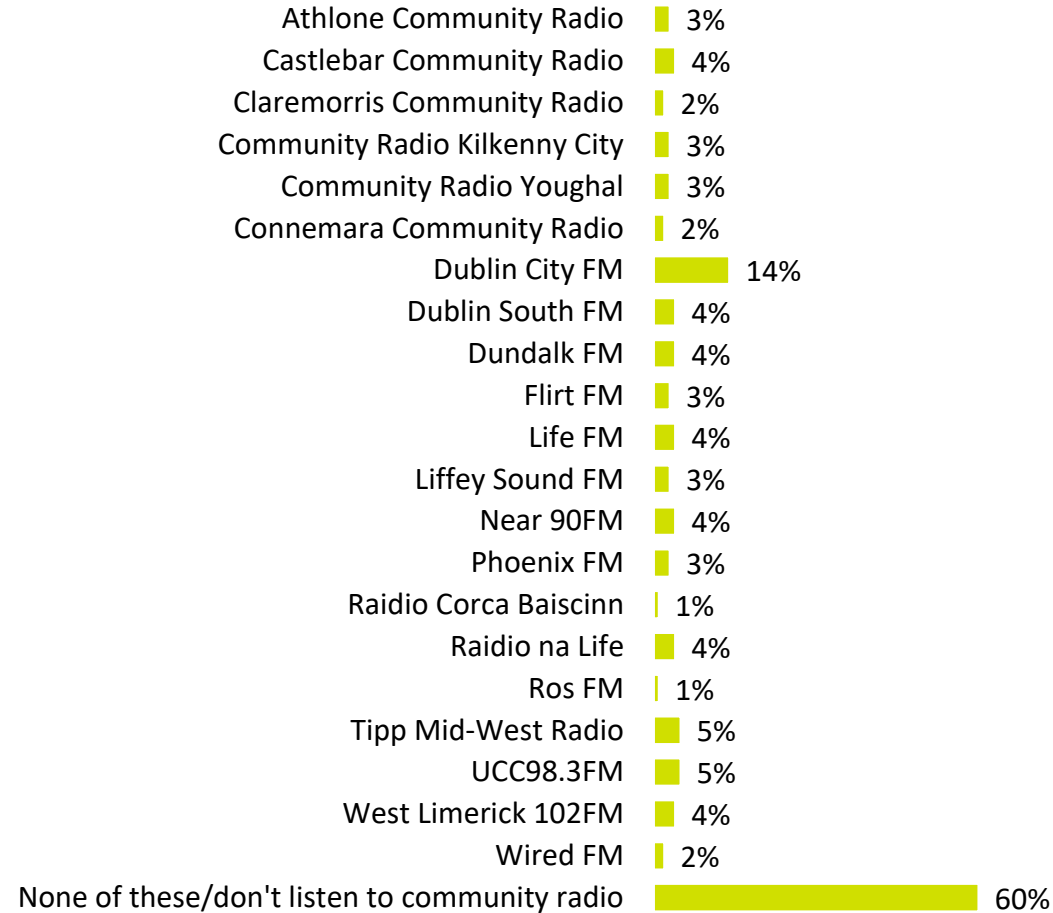
Note: percentages for subgroups have been highlighted where they are significantly higher compared to the total sample, indicating areas of notable divergence or stronger engagement.





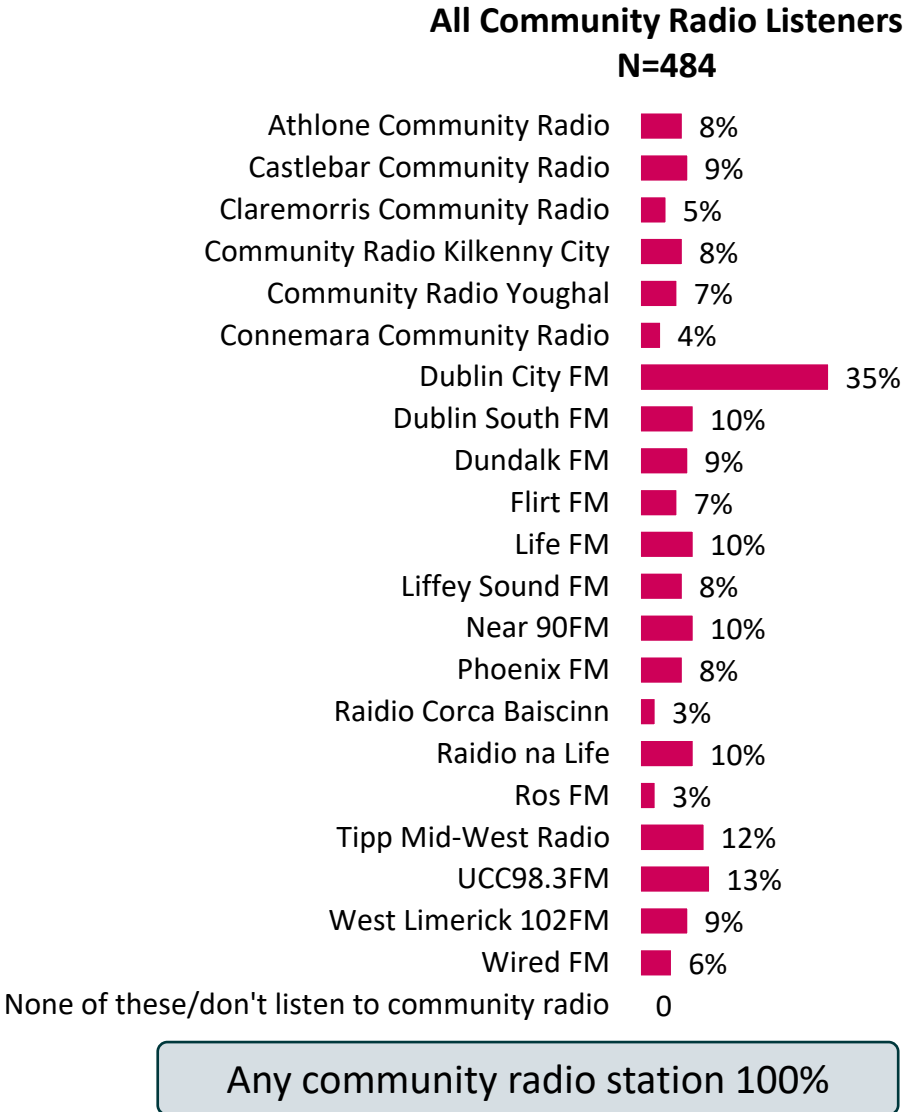
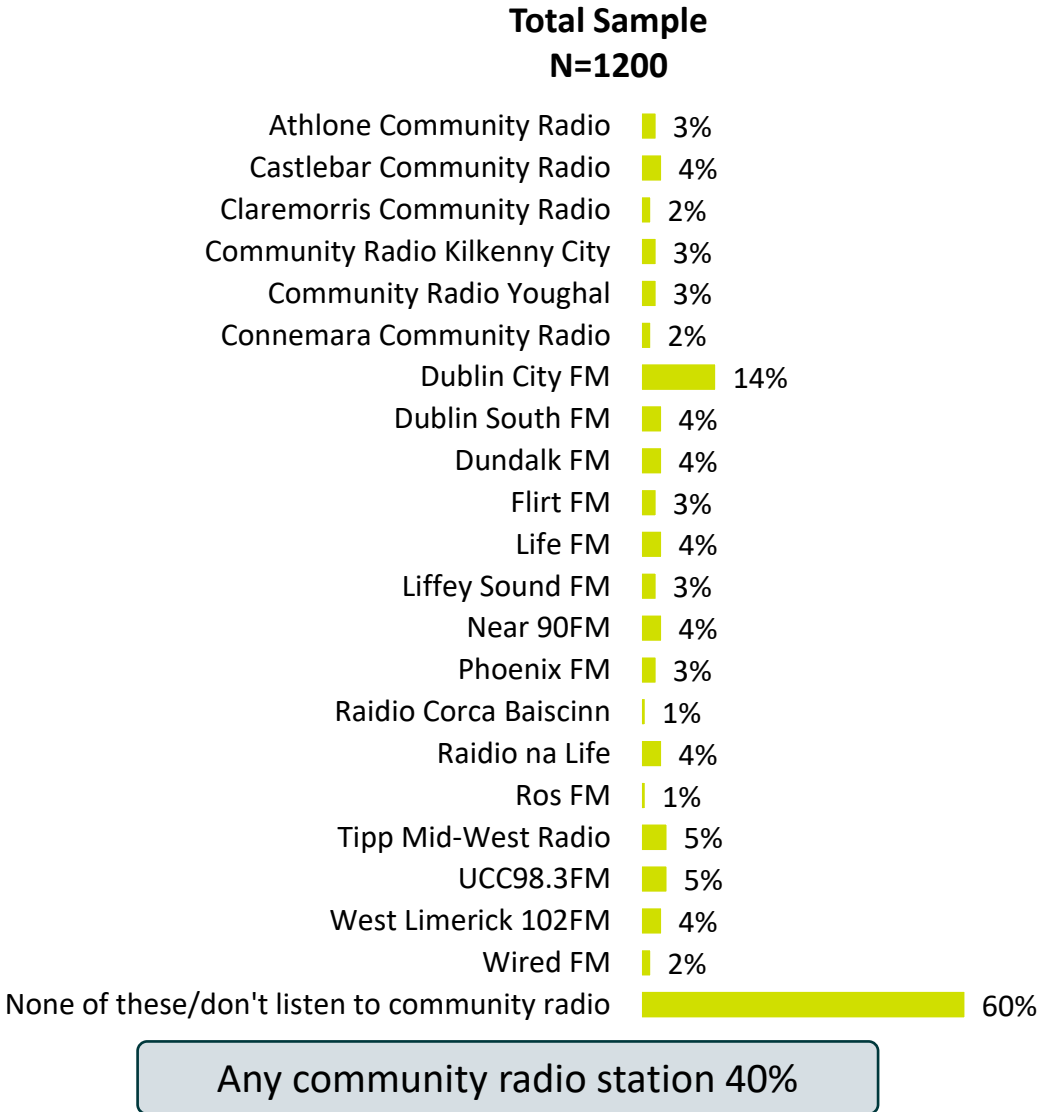
# Four in ten adults (40%) reported listening to at least one community radio station.

(BASE : All respondents – 1,200)



Any community radio station 40%

# Among community radio listeners, Dublin City FM emerged as the most popular station.



Q2. Which of these community radio stations, if any, do you listen to? SHOW LOGOS

Compared to the general adult population, community radio listeners, particularly frequent listeners, are more likely to be male and aged 18–34.



	TOTAL	ALL CR LISTENERS	FREQUENCY OF LISTENING	
			Weekly+	Less often
<i>N=</i>	1200	484	230	254
<b><u>GENDER</u></b>				
Male	49%	57%	59%	56%
Female	51%	43%	41%	44%
<b><u>AGE</u></b>				
18-24	11%	18%	20%	16%
25-34	16%	19%	22%	16%
35-44	20%	19%	10%	26%
45-54	18%	15%	15%	15%
55+	34%	29%	32%	26%
<b><u>SOCIAL CLASS</u></b>				
ABC1	51%	52%	45%	59%
C2DE	49%	48%	55%	41%
<b><u>REGION</u></b>				
Dublin	29%	31%	31%	31%
ROL	27%	22%	23%	22%
Munster	27%	31%	28%	34%
Conn/Ulster	17%	16%	18%	14%



- Nearly two-thirds (63%) of adults are aware of community radio and 47% recognise individual stations.
- Awareness of individual stations is highest among males (67%) and adults aged 55+ (69%). Regionally, it is highest in Munster (57%) and Connaught/Ulster (54%).
- Overall, 40% of adults listen to at least one community radio station.
- Dublin City FM is the most popular community radio station, listened to by 14% of the total sample and 35% of all community radio listeners.
- Frequent community radio listeners (weekly+) are more likely to be male and aged 18-34, compared to the general adult population.

# Section 2: Listening Patterns and Content Preferences





The data shows that community radio listeners are evenly split between newer and long-term listeners. This indicates a mix of recently engaged and highly loyal audiences.

(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster
N=	484	277	207	180	164	141	254	231	150	108	149	77
Less than a year	33%	31%	36%	37%	35%	27%	32%	34%	29%	33%	38%	33%
1-2 years	18%	17%	19%	23%	14%	16%	15%	22%	17%	22%	15%	23%
3-5 years	16%	18%	13%	16%	10%	21%	17%	14%	22%	12%	14%	12%
More than 5 years	33%	34%	32%	24%	41%	36%	36%	30%	32%	34%	34%	32%



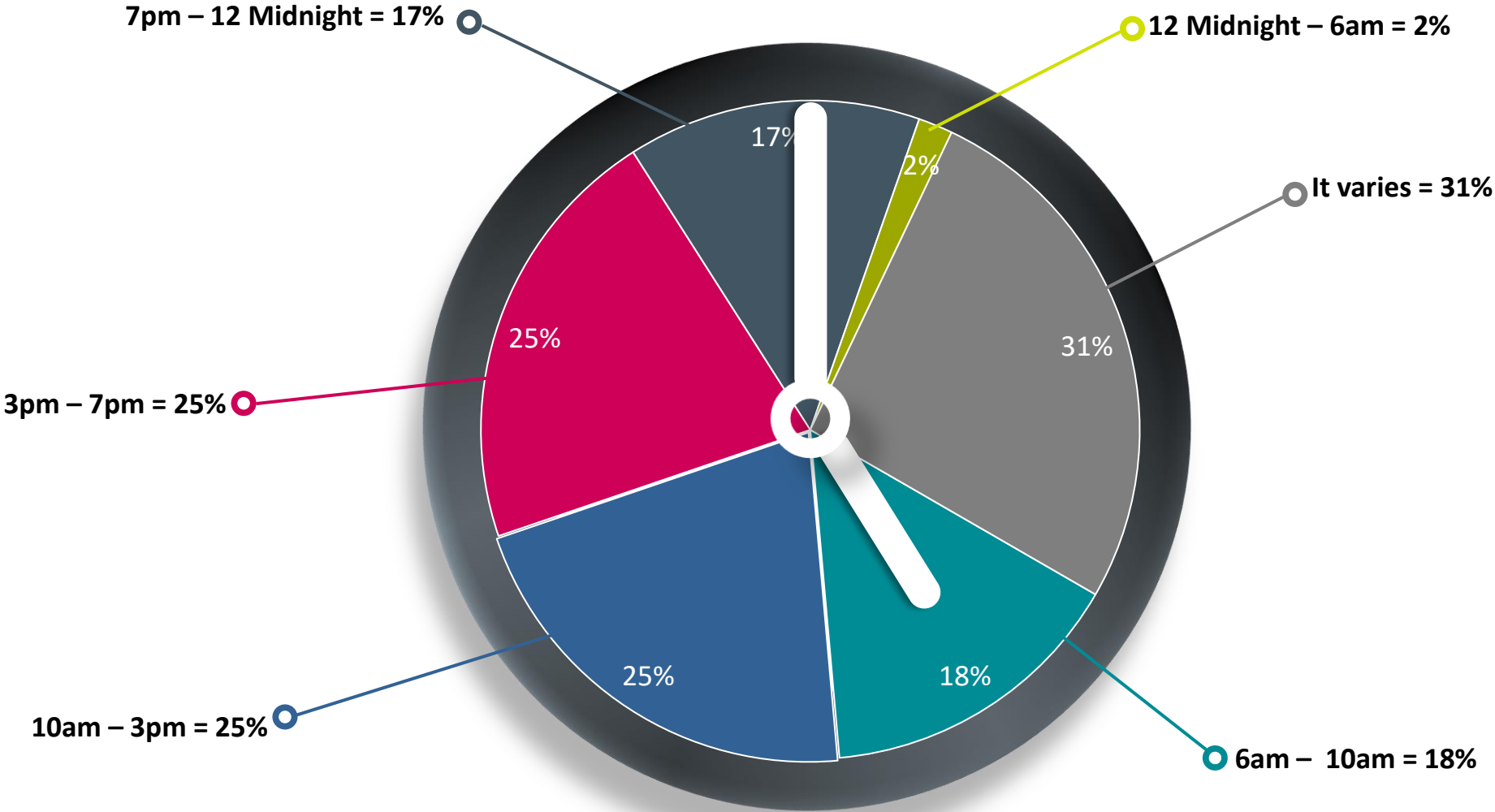
The majority (52%) of community radio listeners tune in infrequently (less often than weekly). This suggests that community radio serves more as an occasional rather than a regular habit for most listeners.



(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				LENGTH OF TIME LISTENING			
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Less than a year	1-5 years	5+ years
N=	484	277	207	180	164	141	254	231	150	108	149	77	161	164	160
Every day	6%	7%	5%	10%	2%	6%	5%	8%	7%	7%	7%	2%	3%	7%	8%
Several days a week	20%	23%	17%	23%	17%	21%	17%	24%	16%	22%	19%	29%	8%	30%	23%
Once a week	21%	20%	23%	21%	17%	26%	19%	23%	25%	20%	17%	23%	19%	26%	19%
Less often	52%	51%	55%	46%	64%	47%	60%	45%	52%	51%	57%	45%	71%	36%	51%

The most popular time slots are 10am-3pm and 3pm-7pm, each drawing 25% of listeners. This highlights a peak in midday and afternoon listening. Nearly one third (31%) of listeners tune in at different times of the day, indicating flexible listening patterns.





# More frequent listeners (weekly or more) tend to tune in between 10am–3pm and 3pm–7pm, while infrequent listeners show more variable listening patterns.

(BASE : All community radio listeners – 484)

	GENDER			AGE			CLASS		REGION				FREQUENCY OF LISTENING	
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
6am – 10am	18%	17%	18%	26%	15%	10%	17%	18%	17%	23%	15%	15%	22%	13%
10am – 3pm	25%	30%	19%	26%	21%	29%	19%	32%	22%	22%	31%	24%	32%	19%
3pm – 7pm	25%	24%	26%	29%	17%	30%	27%	22%	25%	25%	21%	32%	36%	14%
7pm – 12 midnight	17%	19%	14%	16%	17%	17%	20%	14%	17%	17%	20%	11%	20%	14%
12 midnight – 6am	2%	3%	2%	5%	1%	1%	3%	2%	4%	2%	2%	0	4%	1%
It varies	31%	26%	37%	23%	39%	30%	33%	28%	36%	28%	28%	28%	14%	46%

**Overall, the audience for community radio appears relatively stable – 43% report their listening has stayed the same, 28% say their listening has increased and another 28% indicate it has decreased.**



(BASE : All community radio listeners – 484)

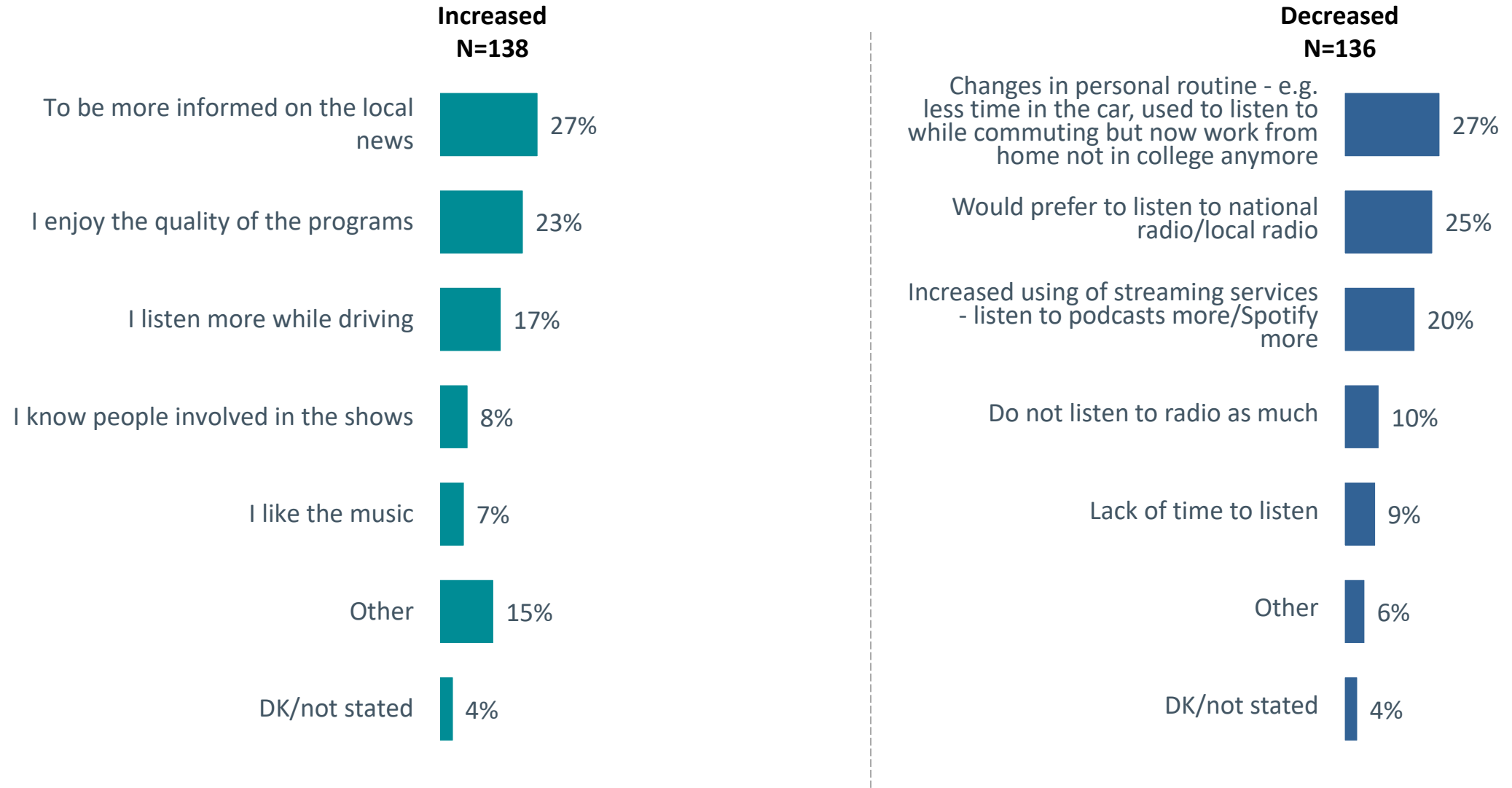
	GENDER		AGE			CLASS		REGION				LENGTH OF TIME LISTENING			
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Less than a year	1-5 years	5+ years
N=	484	277	207	180	164	141	254	231	150	108	149	77	161	164	160
Increased significantly	7%	7%	7%	9%	6%	5%	5%	9%	8%	6%	7%	5%	6%	4%	11%
Increased slightly	22%	23%	20%	28%	13%	24%	21%	22%	23%	21%	20%	23%	21%	31%	13%
Stayed the same	43%	41%	46%	37%	48%	45%	42%	45%	41%	45%	41%	51%	43%	49%	37%
Decreased slightly	12%	12%	12%	11%	12%	14%	14%	10%	16%	11%	9%	11%	6%	13%	18%
Decreased significantly	16%	17%	15%	15%	21%	12%	18%	14%	12%	16%	23%	10%	24%	3%	21%
<b>Summary</b>															
Increased	28%	30%	27%	37%	19%	29%	26%	32%	31%	28%	27%	28%	26%	35%	24%
Decreased	28%	29%	27%	26%	33%	26%	32%	23%	28%	28%	32%	21%	30%	16%	39%

Q6. How has your listening to community radio changed over the past few years?

**The main reasons for increased listening to community radio focus on staying informed and program enjoyment. These results highlight the importance of local content and program quality in driving increased listenership. The main reasons for decreased listening centre around lifestyle changes and alternative media preferences, indicating growing competition from digital media.**



(BASE : All community radio listeners whose listening has..)

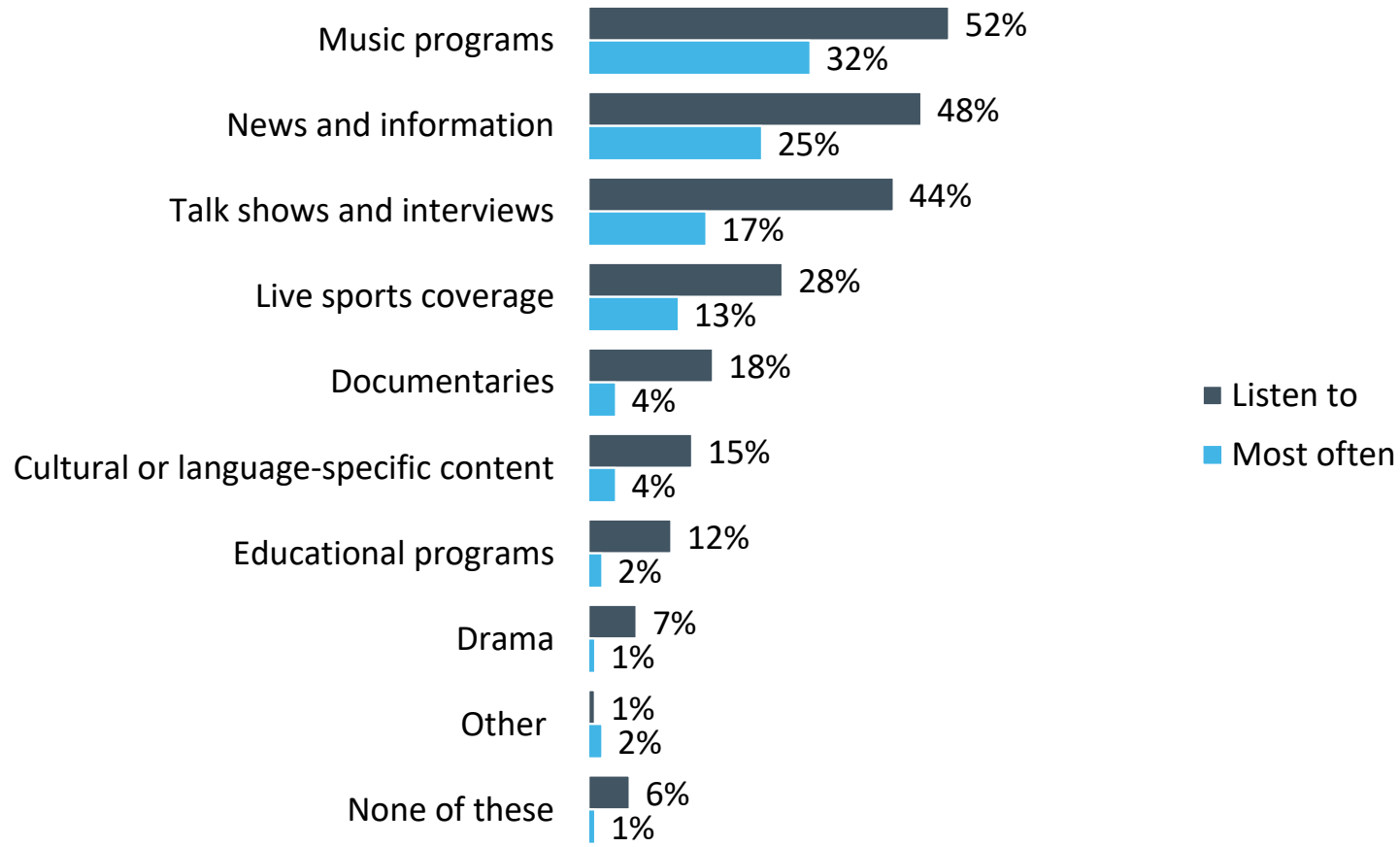


Q7a. Why do you say that your listening to community radio has increased significantly/slightly over the past few years?  
 Q7b. Why do you say that your listening to community radio has decreased significantly/slightly over the past few years?

# The results point towards music and news as key drivers of community radio listenership. There is notable interest in talk shows and sports. Less popular genres include documentaries, cultural/language specific content, educational programs and drama.



(BASE : All community radio listeners - 484)



Q8a. Which of the following types of community radio programming do you listen to  
Q8b. Which ONE of these types of community radio programming do you listen to most often?





# People's choices of community radio programs are influenced by gender, age, socio-economic status and region.

(BASE : All community radio listeners - 484)

	GENDER		AGE			CLASS		REGION			FREQUENCY OF LISTENING			
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
Music programs	52%	45%	61%	60%	41%	54%	50%	54%	61%	46%	49%	48%	62%	43%
News and information	48%	49%	46%	40%	51%	54%	49%	47%	51%	52%	43%	44%	55%	41%
Talk shows and interviews	44%	43%	45%	42%	41%	49%	38%	50%	41%	48%	48%	35%	52%	36%
Live sports coverage	28%	34%	20%	33%	18%	34%	25%	31%	18%	33%	30%	36%	30%	27%
Documentaries	18%	20%	16%	17%	20%	17%	17%	20%	15%	23%	18%	19%	24%	13%
Cultural or language-specific content	15%	16%	14%	17%	18%	9%	16%	13%	20%	13%	13%	11%	20%	10%
Educational programs	12%	12%	11%	17%	8%	8%	13%	9%	14%	12%	7%	14%	17%	7%
Drama	7%	6%	8%	9%	6%	5%	7%	6%	8%	6%	6%	6%	11%	3%
Other	1%	1%	1%	0	1%	3%	1%	1%	3%	1%	1%	0	1%	2%
None of these	6%	6%	5%	5%	8%	3%	6%	6%	4%	2%	9%	7%	0	11%

# Music and news are the most preferred genres across all demographic groups.



(BASE : All community radio listeners - 484)

	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	457	260	197	170	150	137	239	218	145	106	135	71	230	227
Music programs	32%	26%	40%	40%	27%	28%	34%	30%	39%	23%	33%	29%	33%	31%
News and information	25%	26%	23%	19%	31%	25%	25%	24%	29%	29%	19%	22%	23%	27%
Talk shows and interviews	17%	18%	15%	11%	19%	23%	15%	19%	13%	15%	22%	18%	18%	16%
Live sports coverage	13%	15%	9%	17%	7%	14%	10%	16%	4%	21%	13%	19%	11%	15%
Documentaries	4%	5%	4%	4%	7%	2%	4%	4%	4%	5%	4%	3%	5%	3%
Cultural or language-specific content	4%	5%	2%	2%	5%	4%	6%	2%	3%	3%	6%	3%	5%	2%
Educational programs	2%	2%	2%	4%	1%	1%	2%	1%	3%	1%	1%	2%	4%	0
Drama	1%	*	2%	2%	1%	0	*	1%	0	0	1%	4%	1%	*
Other	2%	2%	1%	0	3%	3%	2%	1%	3%	1%	1%	0	*	3%
None of these	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0	*	1%

Q8b. Which ONE of these types of community radio programming do you listen to most often?

# The majority (53%) of listeners appear satisfied with the programming on arts, culture or drama, a figure that rises to 70% among frequent listeners.



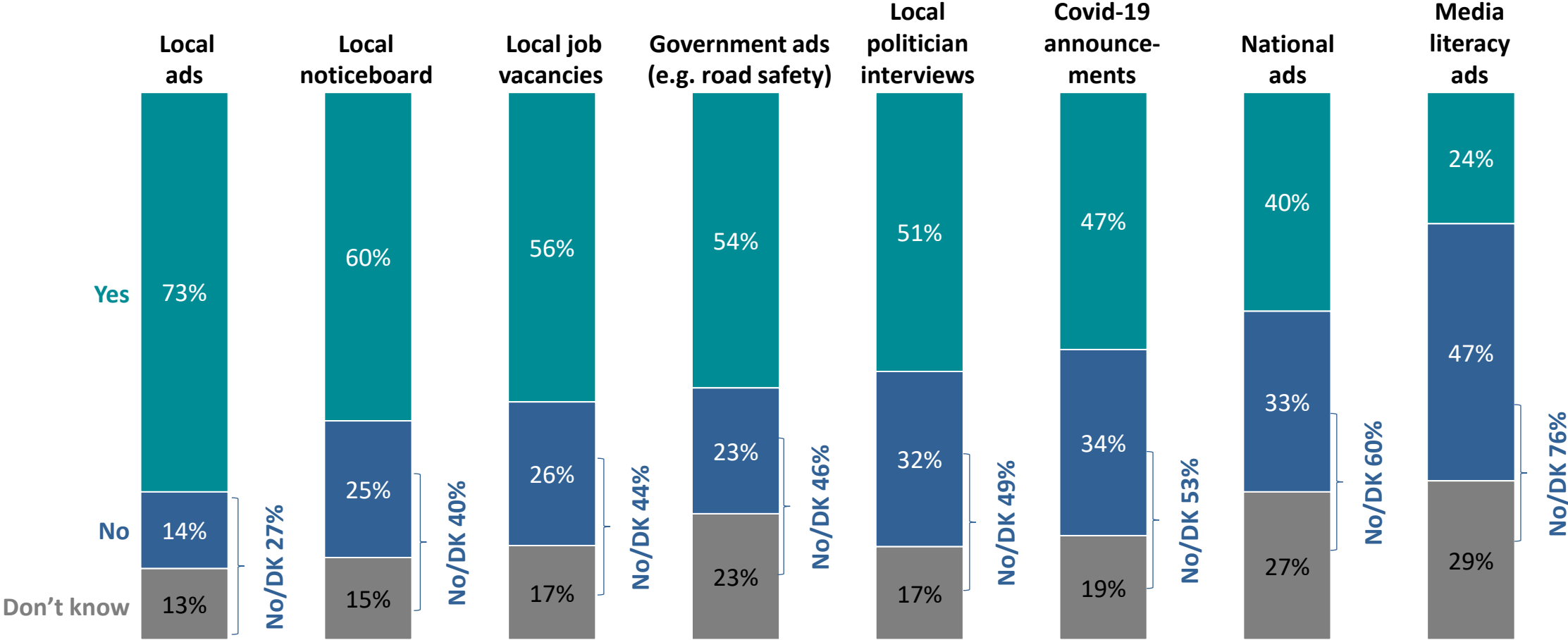
(BASE : All community radio listeners - 484)

	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
Yes, it provides good programming	53%	53%	52%	61%	44%	53%	49%	57%	50%	55%	53%	57%	70%	37%
No, the programming could be improved	16%	14%	19%	17%	19%	12%	19%	13%	18%	19%	14%	14%	14%	18%
Don't know	31%	32%	29%	22%	37%	35%	32%	30%	32%	26%	33%	30%	16%	44%

# Local ads and noticeboards are the most commonly heard content on community radio, while media literacy ads are the least common.



(BASE : All community radio listeners – 484)



# The largest consumers of content on community radio are those aged 55+, from C2DE socio-economic groups, and frequent listeners.



(BASE : All community radio listeners – 484)

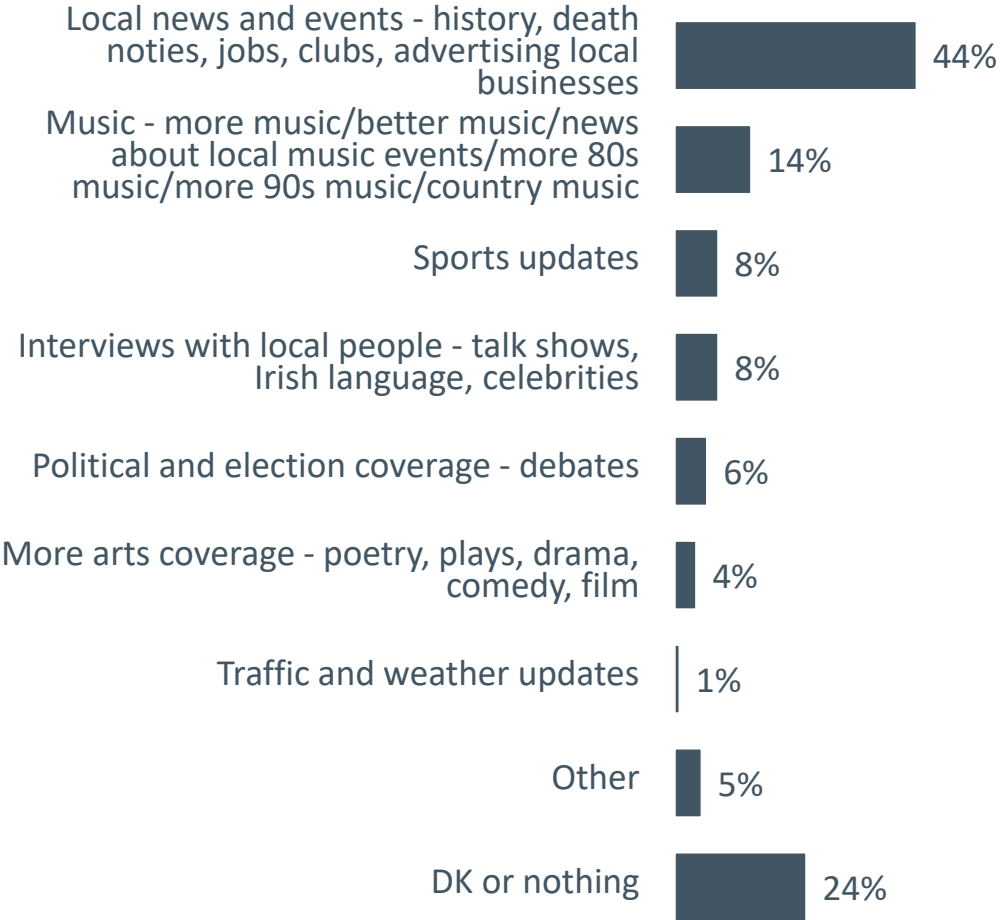
	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
Local ads	73%	75%	72%	75%	64%	82%	69%	78%	68%	77%	77%	73%	77%	70%
Local noticeboard	60%	62%	58%	45%	61%	79%	53%	68%	53%	62%	66%	60%	65%	56%
Local job vacancies	56%	55%	59%	51%	53%	67%	49%	64%	49%	58%	61%	60%	60%	53%
Government ads (e.g. road safety)	54%	56%	50%	61%	38%	63%	47%	61%	56%	53%	53%	53%	64%	45%
Local politician interviews	51%	55%	46%	49%	43%	63%	45%	58%	41%	51%	58%	58%	62%	41%
Covid-19 announcements	47%	49%	45%	50%	33%	59%	42%	53%	45%	55%	45%	43%	60%	35%
National ads	40%	40%	40%	50%	30%	39%	35%	45%	39%	38%	44%	37%	51%	30%
Media literacy ads	24%	21%	28%	24%	23%	25%	20%	29%	27%	21%	22%	27%	35%	15%

Q9. Have you heard any of the following on community radio?

# The most requested content types on community radio include local news and events (44%) and music (14%) – the key drivers of community radio listenership.



(BASE : All community radio listeners – 484)







**Overall, people value community radio most for its local focus, familiar voices and its ability to foster conversation. Frequent listeners, in particular, are more likely to find it more relevant than national or local radio and prefer the music selection.**

(BASE : All community radio listeners – 484)

	GENDER			AGE			CLASS		REGION				FREQUENCY OF LISTENING	
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
Keeps me up to date about what is going on in my area	56%	56%	55%	46%	54%	71%	56%	55%	52%	62%	53%	59%	57%	54%
More relevant to me than national radio	28%	29%	27%	36%	13%	35%	24%	32%	25%	26%	31%	32%	36%	21%
Often talk about what I heard on community radio with neighbours, friends and family	28%	28%	29%	35%	16%	35%	25%	32%	25%	28%	33%	28%	34%	23%
Familiar voices of people I know and recognise	26%	25%	27%	24%	18%	37%	22%	30%	26%	20%	31%	22%	30%	22%
Prefer the selection of music they play	25%	22%	30%	27%	20%	30%	26%	25%	27%	23%	24%	28%	33%	18%
More relevant to me than local radio	18%	19%	17%	22%	16%	16%	17%	19%	18%	18%	20%	16%	24%	13%
Other	5%	4%	6%	1%	10%	6%	7%	4%	7%	8%	4%	2%	3%	7%
Don't really listen to it that much	1%	1%	2%	1%	3%	0	1%	2%	1%	0	3%	2%	0	3%



**Nearly half of listeners (46%) have participated in an activity with their community radio station, with engagement rising to 64% among frequent listeners. The most popular activities among those who have engaged include making a request or dedication (19%) and taking part in a quiz or survey (17%).**

(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
Made a request or dedication	19%	20%	19%	16%	20%	23%	14%	25%	14%	20%	22%	24%	28%	12%
Took part in a quiz or survey	17%	17%	18%	18%	14%	20%	14%	20%	16%	11%	22%	17%	26%	9%
Asked a question during a show by phone or text	14%	16%	13%	16%	14%	13%	15%	14%	15%	20%	12%	11%	20%	9%
Answered a call from your community station	10%	11%	10%	15%	4%	12%	9%	12%	12%	10%	8%	13%	18%	4%
Asked for information about an event to be mentioned on the radio	9%	8%	10%	10%	8%	7%	11%	6%	9%	11%	9%	5%	13%	5%
Volunteered to become involved in community radio activities	8%	9%	6%	13%	6%	4%	8%	8%	9%	9%	7%	7%	12%	5%
Other	1%	1%	2%	1%	2%	1%	1%	1%	1%	3%	1%	1%	2%	1%
None of these	54%	53%	56%	47%	61%	57%	58%	50%	57%	54%	55%	48%	36%	70%
Any of these	46%	47%	44%	53%	39%	43%	42%	50%	43%	46%	45%	52%	64%	30%

Q11. Have you ever done any of the following with your community radio station?



**Over one-third of listeners (34%) have had a friend or family member interviewed on community radio, while 56% have not, and 10% are unsure. Among those listening for more than five years, this figure rises to nearly half (46%).**

(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				LENGTH OF TIME LISTENING			
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Less than a year	1-5 years	5+ years
N=	484	277	207	180	164	141	254	231	150	108	149	77	161	164	160
Yes	34%	36%	31%	34%	29%	39%	33%	35%	30%	36%	35%	35%	24%	32%	46%
No	56%	52%	61%	53%	62%	52%	57%	54%	60%	56%	57%	46%	66%	58%	44%
Don't know	10%	12%	8%	12%	9%	9%	10%	10%	10%	8%	8%	18%	11%	10%	11%



- Community radio listeners are evenly split between newer and long-term listeners, showing a mix of recently engaged and highly loyal audiences.
- Most listeners (52%) tune in infrequently (less than weekly), suggesting occasional rather than habitual listening. Peak times are 10am-3pm and 3pm-7pm, attracting 25% of listeners each, while 31% tune in at flexible times.
- Listener levels are stable for 43%, with 28% reporting increased listening (driven by staying informed and program enjoyment) and 28% citing decreases (due to lifestyle changes and competition from alternative media including digital).
- Key drivers of content preference include music, news and local content. Talk shows and sports are popular genres, while documentaries, cultural content and drama are less favoured. The majority (53%) of listeners are satisfied with arts, culture and drama programming, rising to 70% for frequent listeners. Content preferences vary by gender, age, socio-economic status and region, but music and news are universally favoured.
- Frequent listeners and those aged 55+, from C2DE socio-economic groups are the largest consumers of community radio content such as ads, noticeboards, local politician interviews etc.



- Nearly half (46%) of listeners have engaged with their station, rising to 64% for frequent listeners. Common activities include requests/dedications (19%) and quizzes/surveys (17%). Over one-third (34%) know someone interviewed on community radio, rising to 46% among long-term listeners.
- In terms of the value of community radio, listeners value its local focus, familiar voices and ability to foster conversation. Listeners find it more relevant than national or local radio and prefer its music selection.
- The most requested content types are local news and events (44%) and music (14%).
- Overall, these findings highlight the importance of local content, program quality and targeted engagement to maintain and grow listenership.

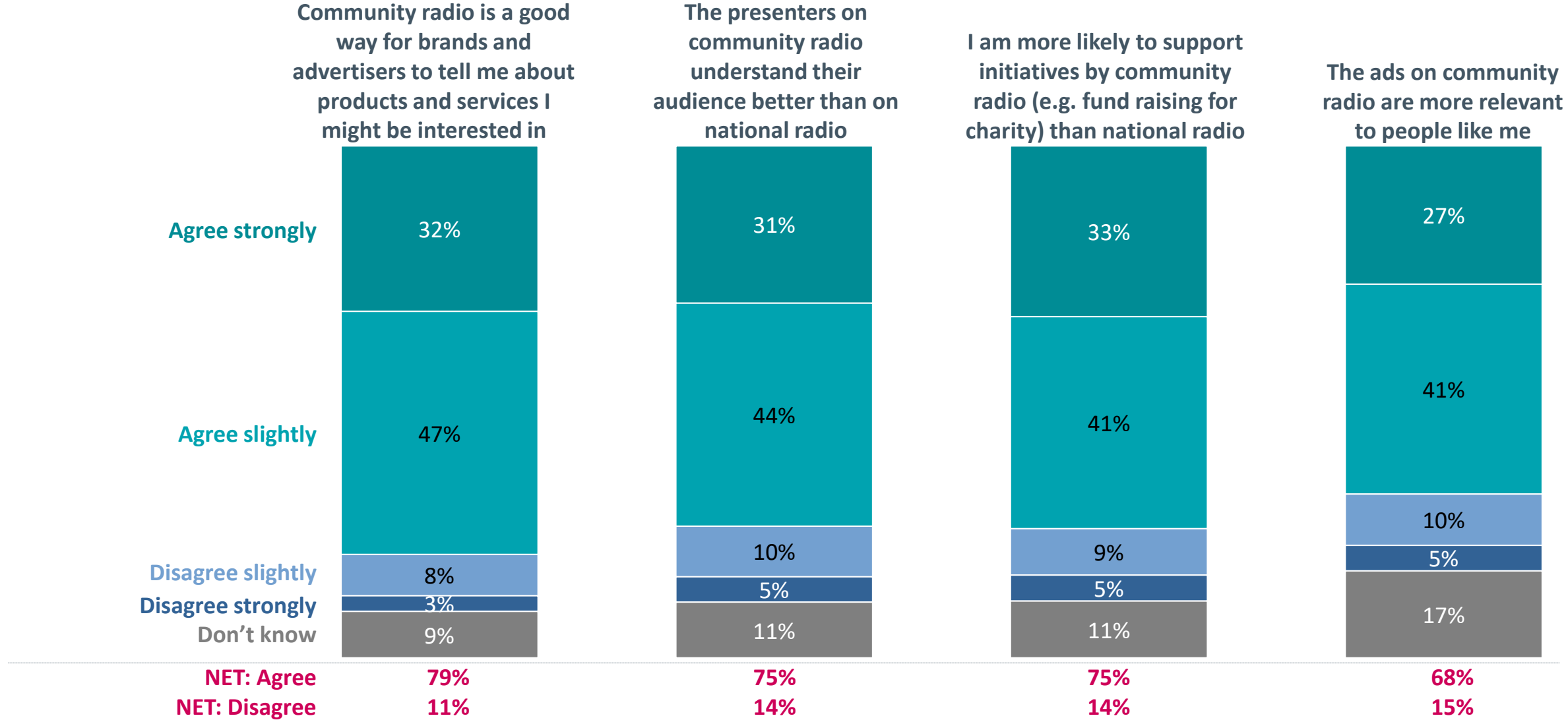
# Section 3: Attitudes Towards Community Radio



# Overall, the majority of community radio listeners view community radio positively, particularly in terms of valuing its presenters, audience connection, relevance of ads and role in brand communication.



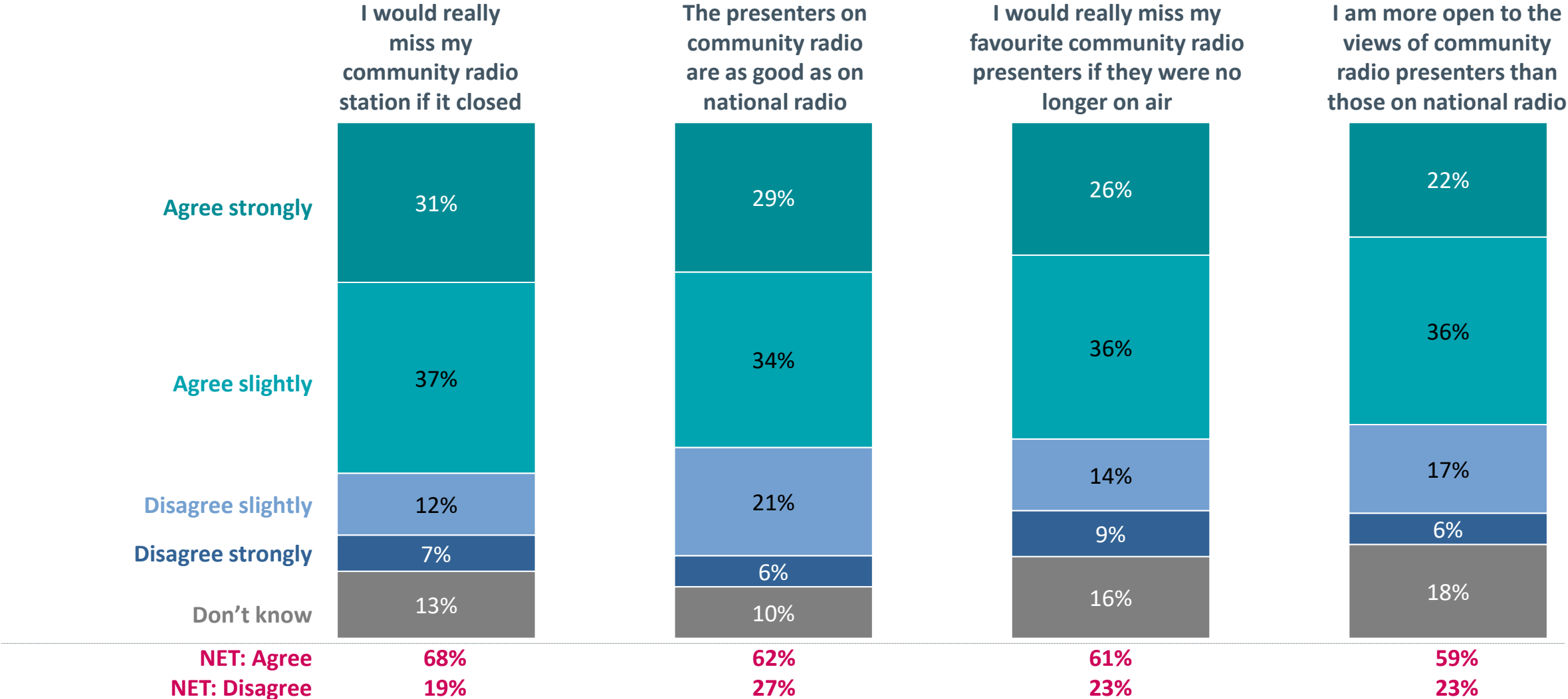
(BASE : All community radio listeners – 484)



# Emotional ties to stations and presenters are significant. However, there is a consistent minority (9–18%) who remain uncertain .



(BASE : All community radio listeners – 484)



Q13. Thinking about community radio to what extent do you agree or disagree with the following statements

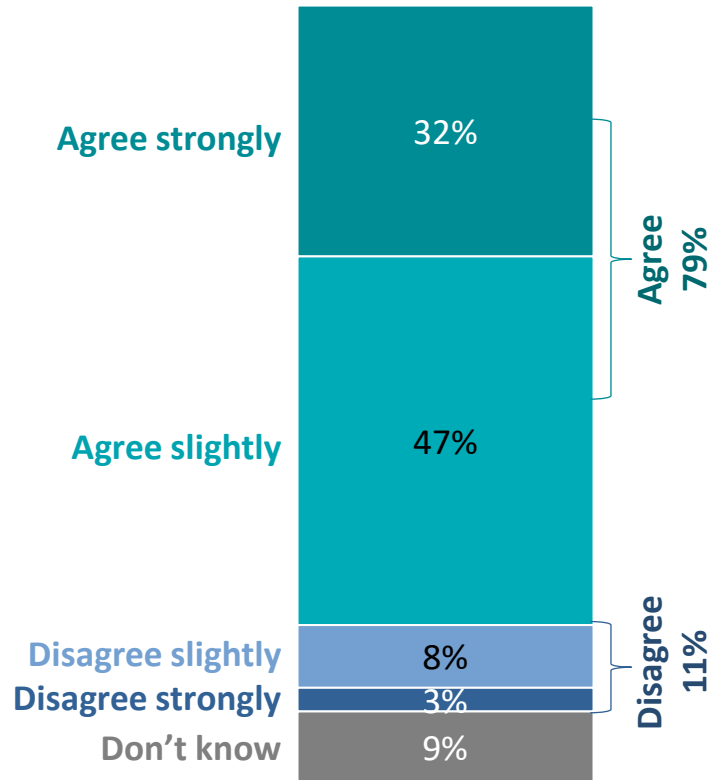




# More than three-quarters (79%) believe community radio is an effective way for brands to share relevant products and services, with this figure rising to 88% among those aged 55 and older.

(BASE : All community radio listeners – 484)

Community radio is a good way for brands and advertisers to tell me about products and services I might be interested in



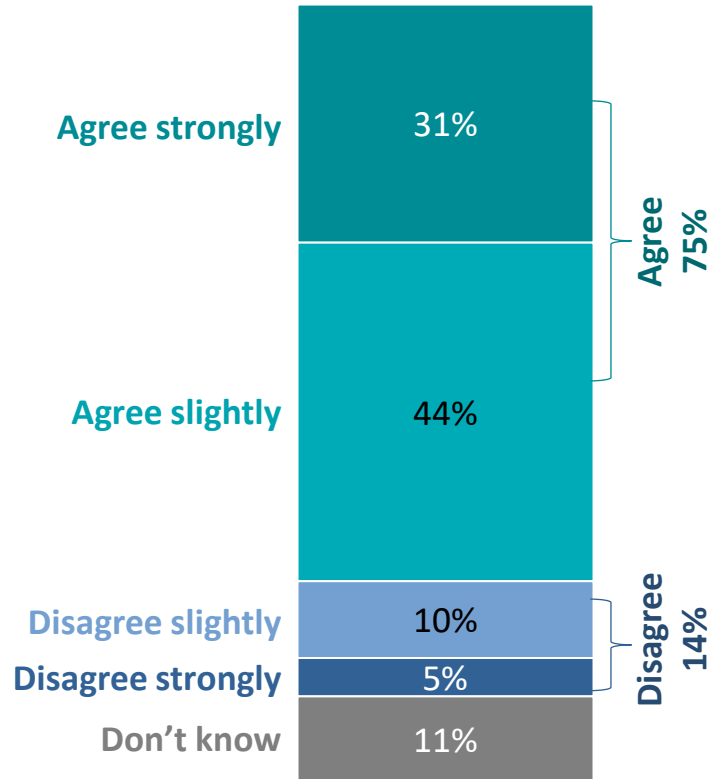
	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING	
	Male	Female	U35	35-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	277	207	180	164	141	254	231	150	108	149	77	230	254
Agree strongly	30%	35%	31%	31%	35%	30%	35%	31%	34%	32%	31%	44%	22%
Agree slightly	50%	44%	44%	45%	53%	46%	48%	50%	43%	43%	56%	39%	55%
Disagree slightly	8%	8%	12%	7%	3%	8%	7%	6%	8%	10%	7%	8%	8%
Disagree strongly	3%	4%	5%	3%	2%	4%	2%	5%	5%	3%	0	4%	2%
Don't know	9%	10%	7%	14%	7%	11%	8%	8%	10%	12%	6%	5%	13%
<b>Summary</b>													
Agree	80%	79%	76%	76%	88%	76%	83%	81%	77%	75%	87%	82%	77%
Disagree	11%	11%	17%	10%	5%	13%	9%	11%	13%	12%	7%	12%	10%



# Three quarters (75%) believe community radio presenters have a better understanding of their audience, with this figure rising to 84% of frequent listeners.

(BASE : All community radio listeners – 484)

The presenters on community radio understand their audience better than on national radio



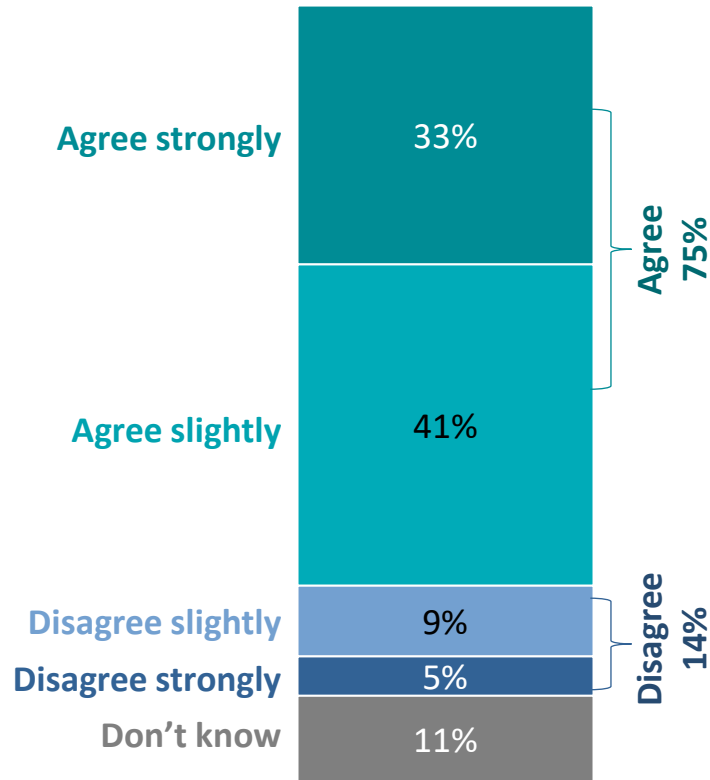
	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING	
	Male	Female	U35	35-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	277	207	180	164	141	254	231	150	108	149	77	230	254
Agree strongly	32%	29%	25%	31%	37%	28%	34%	26%	31%	33%	36%	39%	23%
Agree slightly	44%	44%	50%	37%	44%	42%	46%	46%	43%	41%	45%	44%	44%
Disagree slightly	9%	10%	10%	10%	9%	11%	8%	12%	7%	11%	5%	7%	12%
Disagree strongly	5%	4%	6%	4%	3%	4%	5%	6%	7%	3%	2%	4%	5%
Don't know	10%	13%	9%	18%	6%	15%	7%	10%	12%	12%	12%	6%	16%
<b>Summary</b>													
Agree	76%	73%	75%	69%	81%	69%	80%	73%	74%	74%	81%	84%	67%
Disagree	14%	14%	16%	14%	12%	16%	12%	18%	14%	14%	7%	11%	17%



# A similar proportion (75%) agree they are more likely to support initiatives by community radio than national radio, with this figure rising to 82% of frequent listeners.

(BASE : All community radio listeners – 484)

I am more likely to support initiatives by community radio (e.g. fund raising for charity) than national radio



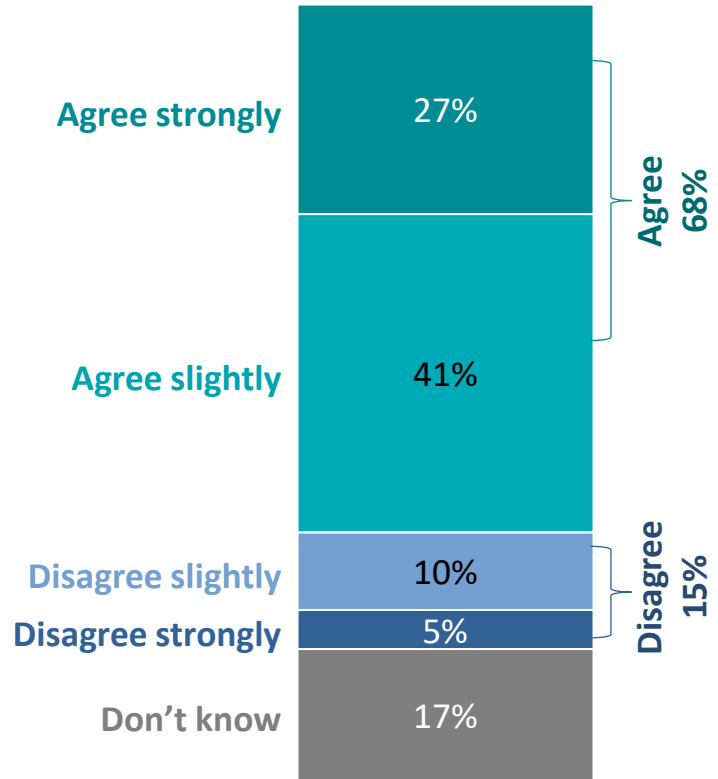
	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING	
	Male	Female	U35	35-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	277	207	180	164	141	254	231	150	108	149	77	230	254
Agree strongly	31%	36%	32%	30%	39%	32%	35%	33%	32%	37%	29%	43%	25%
Agree slightly	42%	40%	38%	44%	42%	39%	44%	42%	39%	37%	51%	40%	43%
Disagree slightly	9%	9%	13%	7%	8%	10%	8%	10%	12%	9%	7%	7%	12%
Disagree strongly	6%	3%	4%	6%	4%	6%	4%	7%	3%	5%	2%	4%	5%
Don't know	12%	11%	13%	13%	7%	13%	9%	9%	14%	12%	10%	7%	15%
<b>Summary</b>													
Agree	73%	77%	70%	74%	80%	70%	79%	75%	71%	74%	81%	82%	67%
Disagree	15%	13%	17%	13%	12%	16%	12%	16%	15%	14%	9%	11%	17%



# A smaller majority (68%) find ads on community radio more relevant, while a notable 17% are unsure.

(BASE : All community radio listeners – 484)

The ads on community radio are more relevant to people like me



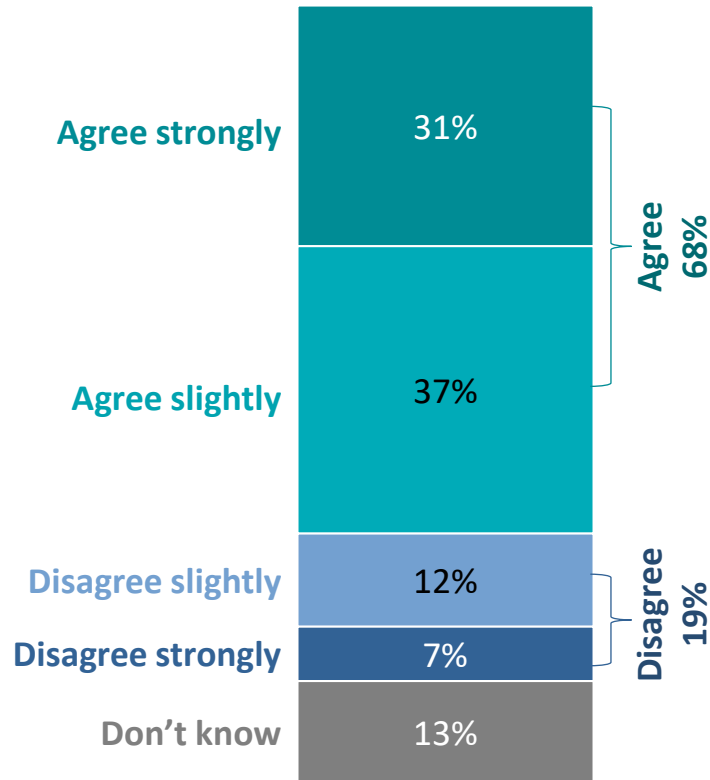
	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING	
	Male	Female	U35	35-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	277	207	180	164	141	254	231	150	108	149	77	230	254
Agree strongly	29%	25%	30%	21%	30%	25%	29%	28%	29%	26%	25%	40%	16%
Agree slightly	41%	41%	41%	38%	44%	37%	46%	44%	34%	39%	50%	41%	41%
Disagree slightly	11%	9%	13%	10%	7%	12%	8%	12%	12%	9%	7%	8%	12%
Disagree strongly	4%	6%	5%	6%	4%	6%	4%	5%	6%	6%	1%	5%	5%
Don't know	15%	19%	10%	25%	15%	20%	13%	11%	20%	20%	17%	6%	26%
<b>Summary</b>													
Agree	70%	66%	71%	59%	74%	62%	75%	72%	63%	65%	75%	81%	57%
Disagree	15%	15%	18%	15%	11%	18%	12%	17%	18%	15%	8%	13%	17%



**More than two-thirds (68%) would miss their community radio station if it closed, with this figure rising to 83% of frequent listeners. In contrast, 55% of infrequent listeners would miss their station if it closed, indicating a weaker emotional connection.**

(BASE : All community radio listeners – 484)

**I would really miss my community radio station if it closed**



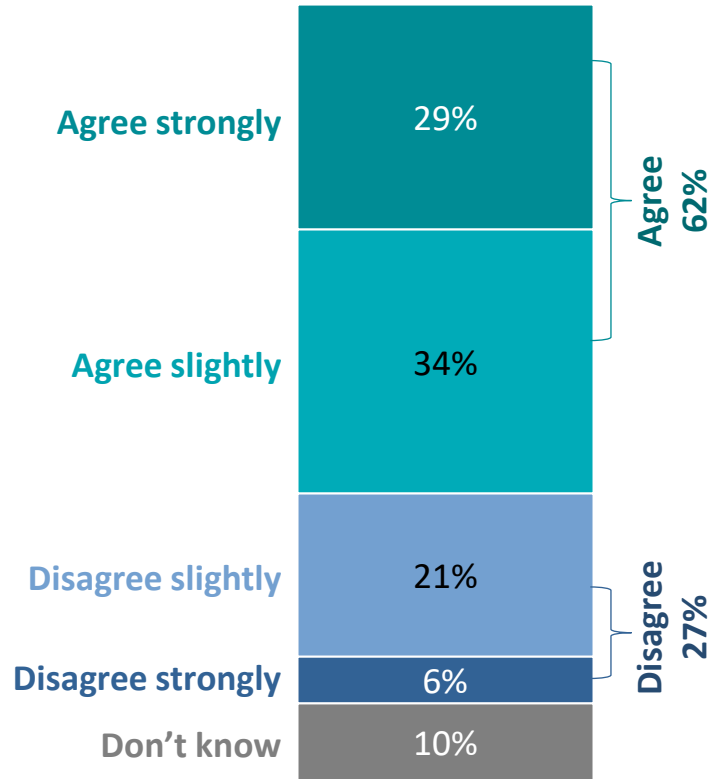
	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING	
	Male	Female	U35	35-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	277	207	180	164	141	254	231	150	108	149	77	230	254
Agree strongly	30%	33%	27%	27%	42%	29%	33%	33%	31%	32%	27%	45%	19%
Agree slightly	36%	38%	45%	34%	29%	34%	40%	35%	37%	33%	47%	38%	35%
Disagree slightly	15%	8%	14%	9%	12%	14%	10%	11%	9%	12%	19%	9%	15%
Disagree strongly	7%	7%	5%	11%	6%	10%	4%	7%	10%	7%	2%	4%	10%
Don't know	11%	15%	8%	19%	11%	14%	12%	14%	12%	16%	6%	5%	20%
<b>Summary</b>													
Agree	66%	71%	72%	61%	72%	63%	74%	68%	68%	65%	73%	83%	55%
Disagree	23%	14%	20%	20%	18%	23%	15%	18%	19%	19%	21%	13%	25%



The majority (62%) of respondents believe that community radio presenters are as good as those on national radio, with 34% agreeing slightly and 29% agreeing strongly. However, 27% disagree, with this figure rising to 33% among infrequent listeners.

(BASE : All community radio listeners – 484)

The presenters on community radio are as good as on national radio



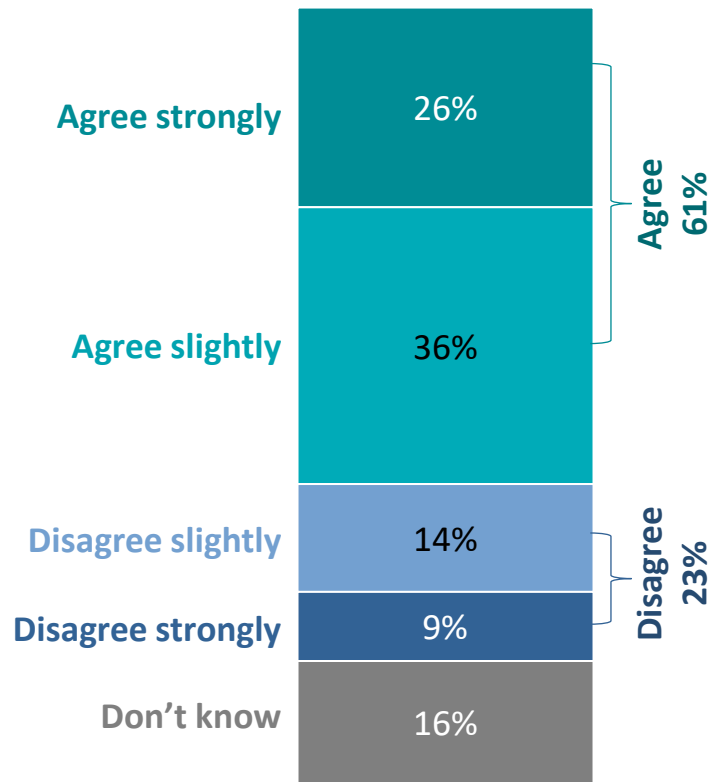
	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING	
	Male	Female	U35	35-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	277	207	180	164	141	254	231	150	108	149	77	230	254
Agree strongly	26%	32%	24%	29%	34%	24%	33%	30%	23%	31%	28%	37%	21%
Agree slightly	33%	35%	38%	30%	33%	32%	36%	34%	38%	30%	35%	38%	30%
Disagree slightly	23%	18%	22%	19%	23%	23%	19%	20%	23%	21%	20%	17%	25%
Disagree strongly	9%	2%	4%	12%	2%	9%	4%	7%	5%	7%	5%	4%	8%
Don't know	9%	12%	12%	11%	7%	12%	8%	9%	10%	10%	13%	4%	16%
<b>Summary</b>													
Agree	59%	67%	62%	59%	68%	56%	69%	64%	62%	62%	62%	75%	51%
Disagree	32%	21%	26%	31%	25%	31%	23%	27%	28%	28%	25%	21%	33%



**Overall, 61% of respondents feel an emotional connection to their favourite community radio presenters and would miss them if they were no longer on air. However, 23% do not share this connection, a figure that rises to 31% among infrequent listeners.**

(BASE : All community radio listeners – 484)

I would really miss my favourite community radio presenters if they were no longer on air



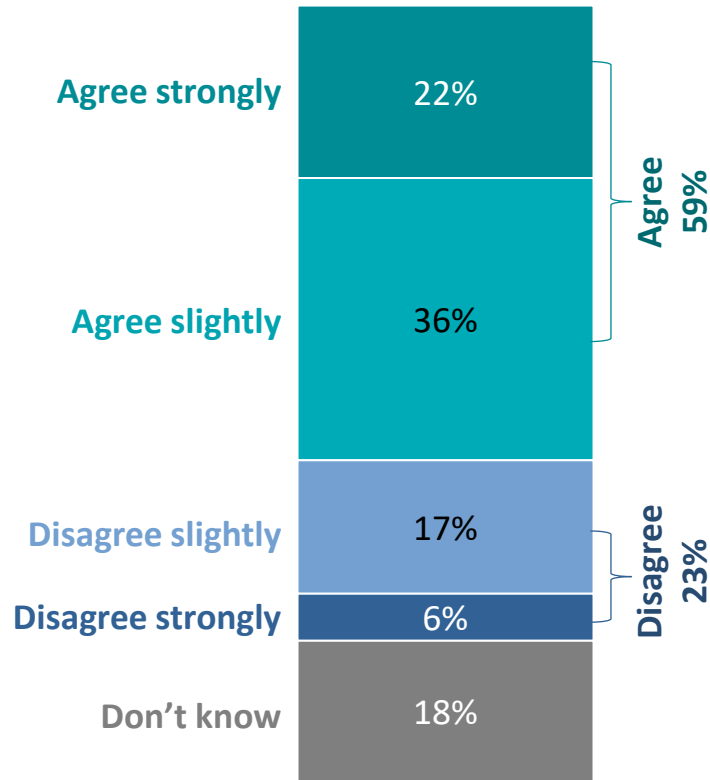
	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING	
	Male	Female	U35	35-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	277	207	180	164	141	254	231	150	108	149	77	230	254
Agree strongly	24%	27%	21%	25%	32%	23%	28%	28%	23%	25%	25%	38%	15%
Agree slightly	35%	36%	38%	32%	37%	31%	41%	33%	37%	33%	45%	40%	32%
Disagree slightly	16%	12%	20%	11%	9%	16%	11%	15%	16%	13%	11%	10%	17%
Disagree strongly	9%	9%	8%	13%	6%	13%	5%	9%	7%	13%	3%	5%	13%
Don't know	16%	16%	13%	19%	15%	16%	15%	15%	17%	16%	16%	7%	23%
<b>Summary</b>													
Agree	60%	63%	59%	57%	70%	54%	69%	61%	60%	58%	70%	78%	46%
Disagree	25%	21%	29%	24%	15%	30%	16%	24%	23%	27%	14%	15%	31%



# A smaller majority (59%) are more open to the views of community radio presenters than to those on national radio. Nearly one in four (23%) disagree, and a notable 18% are unsure.

(BASE : All community radio listeners – 484)

I am more open to the views of community radio presenters than those on national radio



	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING	
	Male	Female	U35	35-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	277	207	180	164	141	254	231	150	108	149	77	230	254
Agree strongly	22%	22%	26%	15%	26%	18%	27%	23%	20%	23%	24%	30%	15%
Agree slightly	39%	33%	41%	34%	33%	34%	39%	34%	36%	37%	38%	42%	31%
Disagree slightly	17%	17%	14%	17%	21%	21%	13%	19%	18%	14%	17%	12%	21%
Disagree strongly	5%	7%	5%	9%	4%	6%	6%	7%	7%	6%	3%	4%	8%
Don't know	17%	20%	14%	25%	15%	20%	16%	17%	18%	20%	18%	11%	25%
<b>Summary</b>													
Agree	61%	56%	67%	48%	60%	52%	66%	57%	57%	60%	63%	72%	47%
Disagree	22%	25%	19%	26%	25%	27%	19%	26%	26%	20%	20%	17%	29%





- **Positive Perceptions and Engagement:** The majority of listeners value community radio for its presenters, audience connection, relevant ads, and role in brand communication. Emotional ties to stations and presenters appear significant, though 9–18% remain uncertain.
- **Effectiveness for Brands:** Over three-quarters (79%) find community radio effective for sharing relevant products and services, with this figure rising to 88% among listeners aged 55+.
- **Presenter-Audience Connection:** Three-quarters (75%) believe community radio presenters better understand their audience, increasing to 84% among frequent listeners. Similarly, 75% are more likely to support community radio initiatives compared to national radio, with frequent listeners at 82%.
- **Relevance of Ads and Emotional Connection:** A smaller majority (68%) find ads on community radio more relevant, though 17% are unsure. Over two-thirds (68%) would miss their community station if it closed, rising to 83% for frequent listeners, but only 55% of infrequent listeners share this sentiment.
- **Presenter Quality and Openness:** 62% rate community radio presenters as good as national ones, with stronger agreement among frequent listeners. 59% are more open to the views of community radio presenters compared to national ones, though 23% disagree and 18% remain unsure.
- **Diverse Emotional Ties:** 61% feel emotionally connected to their favourite presenters, but 23% do not, with the disconnect rising to 31% among infrequent listeners.

# Section 4: Content Quality and Relevance



**Overall, the majority of respondents are satisfied with the content quality on their community radio station, with 73% rating it as excellent or good. This figure rises to 87% among frequent listeners.**



(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
Excellent	21%	20%	23%	23%	17%	24%	17%	26%	22%	23%	23%	13%	30%	13%
Good	51%	52%	51%	51%	47%	57%	52%	50%	53%	51%	45%	61%	57%	47%
Average	23%	22%	24%	24%	27%	16%	26%	19%	22%	22%	24%	23%	12%	32%
Poor	3%	3%	2%	2%	4%	3%	4%	2%	3%	3%	4%	1%	*	5%
Very poor	2%	3%	1%	1%	5%	0	1%	3%	1%	1%	4%	1%	1%	3%
<b>Summary</b>														
Excellent/good	73%	72%	74%	73%	64%	81%	69%	76%	74%	75%	68%	74%	87%	60%
Very poor/poor	5%	6%	3%	3%	9%	3%	5%	5%	4%	4%	8%	3%	1%	8%



**Overall, the content is highly regarded for its relevance to the local community, with a strong majority (91%) of respondents viewing it as relevant. However, there is room for improvement among the under-35s, with 71% rating it as somewhat relevant.**

(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
Very relevant	31%	28%	34%	23%	32%	39%	25%	37%	28%	34%	38%	19%	40%	22%
Somewhat relevant	60%	62%	57%	71%	53%	54%	65%	55%	62%	59%	52%	74%	53%	67%
Not very relevant	7%	7%	7%	5%	10%	7%	9%	5%	9%	8%	5%	6%	6%	8%
Not relevant at all	2%	3%	1%	1%	5%	0	1%	3%	1%	0	6%	1%	1%	3%
<b>Summary</b>														
Relevant	91%	90%	91%	94%	86%	93%	90%	91%	90%	92%	89%	93%	93%	89%
Not Relevant	9%	10%	9%	6%	14%	7%	10%	9%	10%	8%	11%	7%	7%	11%



Overall, community radio plays an important role in keeping people informed and connected, though a significant portion (26%) does not consider it a key part of their daily routine. Among those under 35, community radio plays a greater role in providing background entertainment/music, while for those aged 55 and older, it plays a more significant role in keeping them informed.

(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
It helps me stay informed about local events and news	46%	46%	45%	45%	36%	57%	40%	52%	38%	45%	53%	47%	59%	34%
It provides background entertainment/music	39%	40%	38%	54%	29%	32%	40%	39%	44%	42%	30%	43%	60%	21%
It helps me feel more connected to my community	30%	30%	31%	31%	25%	35%	28%	32%	27%	36%	32%	24%	39%	22%
Other	1%	*	1%	1%	1%	0	1%	1%	0	1%	2%	1%	1%	1%
It doesn't play a significant role	26%	25%	28%	14%	39%	27%	29%	23%	30%	24%	27%	20%	7%	43%

**Overall, social media and online listening are the most common ways respondents engage with their community radio station. However, a significant portion (39%) do not engage online at all, a figure that rises to 51% among those aged 35-54.**



(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
Follow on social media (e.g. Facebook, Twitter, Instagram)	32%	29%	35%	41%	29%	23%	29%	35%	31%	36%	30%	30%	42%	22%
Listen to live streams or podcasts online	30%	31%	27%	37%	24%	26%	29%	30%	32%	26%	31%	27%	39%	21%
Visit their website	19%	23%	15%	18%	16%	25%	17%	21%	20%	18%	18%	23%	23%	16%
Participate in online discussions or forums	6%	6%	6%	12%	3%	3%	6%	6%	4%	5%	7%	9%	10%	2%
Subscribe to newsletters or email updates	6%	6%	6%	9%	4%	5%	6%	6%	6%	9%	5%	4%	10%	3%
Other	*	*	*	1%	0	1%	*	*	1%	0	0	1%	*	*
I do not engage with them online	39%	38%	41%	25%	51%	44%	43%	35%	40%	37%	45%	30%	24%	53%



- Community radio content is widely appreciated, with 73% rating it as excellent or good, and 91% viewing it as locally relevant, though younger audiences (under 35) are less likely to find it highly relevant.
- While older listeners rely on community radio for information, younger audiences use it more for background entertainment.
- Social media and online platforms are popular for engagement, but 39% of respondents, particularly those aged 35-54, do not engage with their community radio station online.

# Section 5: Sense of Community and Impact





# Overall, the majority of respondents believe community radio plays an important role in keeping the community connected and informed.



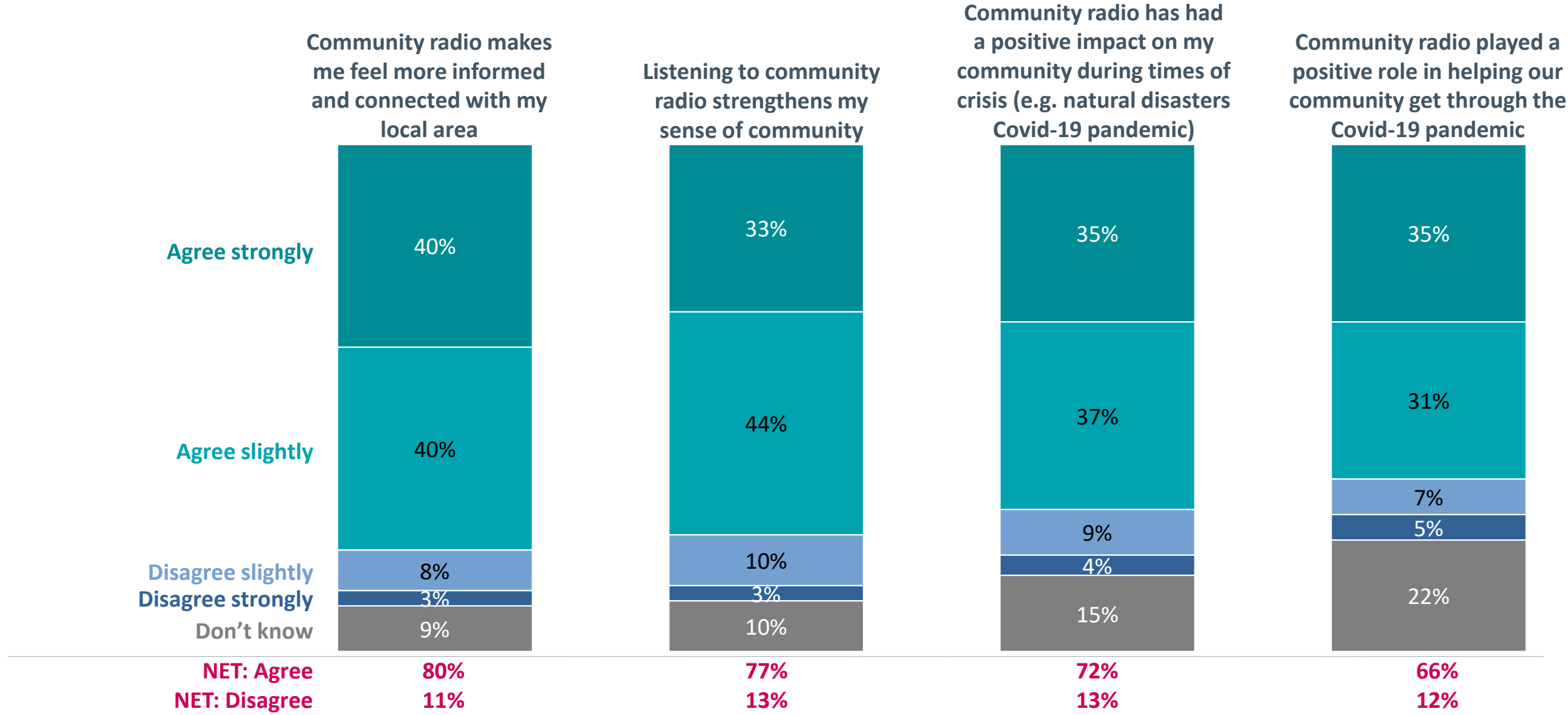
(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
<i>N=</i>	484	277	207	180	164	141	254	231	150	108	149	77	230	254
Extremely important	30%	27%	33%	28%	26%	36%	24%	36%	22%	39%	31%	29%	41%	20%
Quite important	48%	49%	46%	53%	44%	46%	50%	45%	51%	39%	46%	56%	48%	47%
Neither important nor unimportant	17%	18%	16%	14%	21%	17%	20%	15%	23%	17%	15%	12%	9%	25%
Quite unimportant	3%	3%	3%	3%	5%	1%	3%	2%	3%	4%	3%	1%	1%	5%
Extremely unimportant	2%	2%	3%	2%	4%	1%	3%	2%	1%	1%	5%	1%	1%	3%
<b>Summary</b>														
Important	77%	76%	78%	81%	70%	82%	74%	81%	73%	78%	77%	85%	89%	67%
Unimportant	5%	5%	5%	5%	9%	2%	6%	4%	5%	5%	8%	3%	2%	8%

# Most respondents believe that community radio has had a positive and meaningful impact during crises, strengthens their sense of community, and helps them feel more informed and connected with their local area.



(BASE : All community radio listeners – 484)



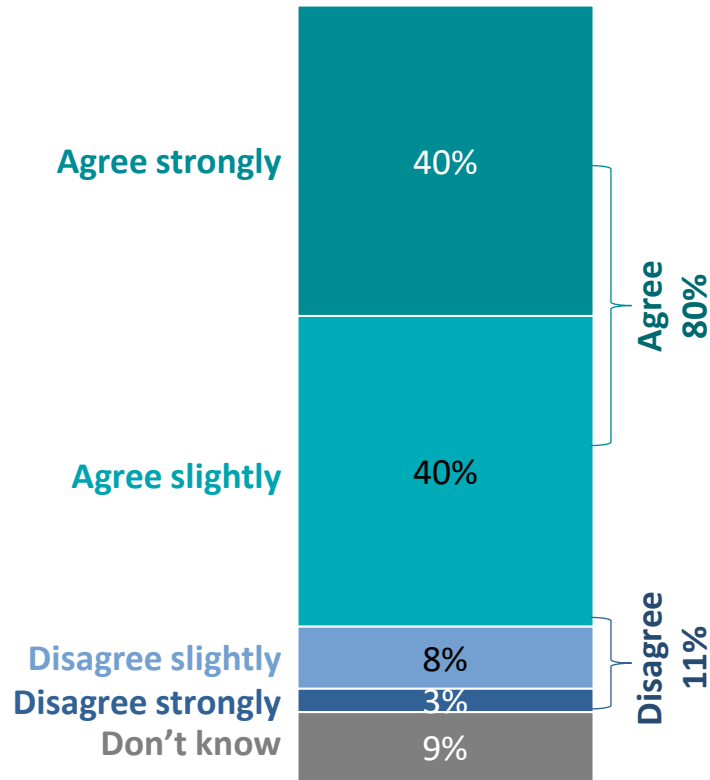
Q21. To what extent do you agree or disagree with the following statements



# Overall, 80% agree that community radio makes them feel more informed and connected with their local area, including 40% who agree strongly.

(BASE : All community radio listeners – 484)

Community radio makes me feel more informed and connected with my local area



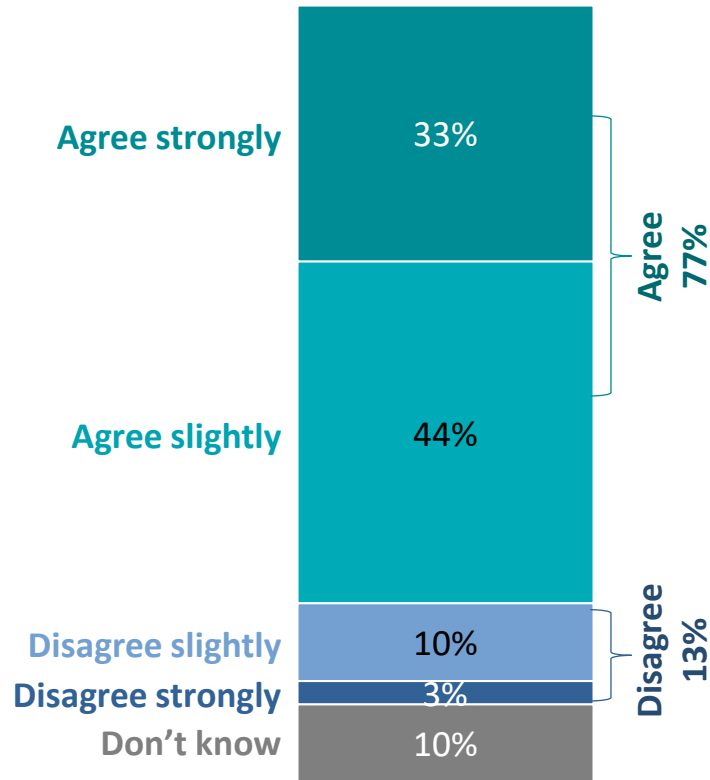
	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING	
	Male	Female	U35	35-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	277	207	180	164	141	254	231	150	108	149	77	230	254
Agree strongly	39%	41%	38%	32%	51%	37%	43%	41%	37%	43%	36%	53%	28%
Agree slightly	41%	39%	41%	43%	35%	43%	37%	37%	37%	39%	52%	33%	46%
Disagree slightly	9%	6%	9%	8%	6%	8%	7%	12%	8%	5%	4%	6%	9%
Disagree strongly	3%	4%	4%	5%	1%	4%	3%	2%	6%	3%	2%	4%	3%
Don't know	9%	10%	7%	13%	8%	8%	11%	8%	13%	10%	6%	4%	14%
<b>Summary</b>													
Agree	80%	80%	80%	75%	86%	80%	80%	77%	74%	82%	88%	86%	74%
Disagree	12%	10%	13%	12%	6%	12%	9%	15%	13%	8%	6%	10%	12%



# A similar proportion (77%) agree that listening to community radio strengthens their sense of community, with this rising to 84% among frequent listeners and residents of Connaught/Ulster.

(BASE : All community radio listeners – 484)

Listening to community radio strengthens my sense of community



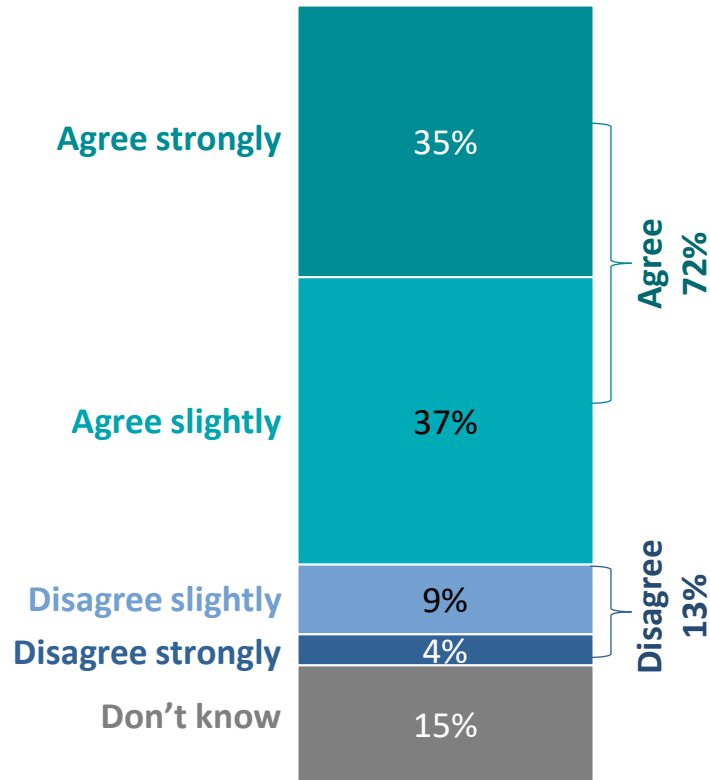
	GENDER		AGE			CLASS		REGION			FREQUENCY OF LISTENING		
	Male	Female	U35	35-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	277	207	180	164	141	254	231	150	108	149	77	230	254
Agree strongly	32%	35%	34%	26%	41%	32%	35%	38%	29%	35%	27%	45%	23%
Agree slightly	45%	42%	45%	43%	42%	42%	46%	41%	45%	40%	57%	39%	48%
Disagree slightly)	11%	9%	13%	8%	8%	10%	9%	10%	13%	8%	9%	9%	10%
Disagree strongly	3%	3%	2%	6%	1%	5%	1%	4%	2%	4%	0	3%	3%
Don't know	9%	11%	6%	15%	8%	10%	9%	7%	11%	13%	8%	3%	16%
<b>Summary</b>													
Agree	78%	77%	79%	70%	83%	75%	80%	79%	74%	75%	84%	84%	71%
Disagree	14%	12%	15%	15%	9%	15%	11%	14%	16%	12%	9%	13%	13%



# Nearly three-quarters (72%) agree that community radio had a positive impact during times of crisis, with agreement notably higher among females, those aged 55+ and frequent listeners.

(BASE : All community radio listeners – 484)

Community radio has had a positive impact on my community during times of crisis (e.g. natural disasters Covid-19 pandemic)



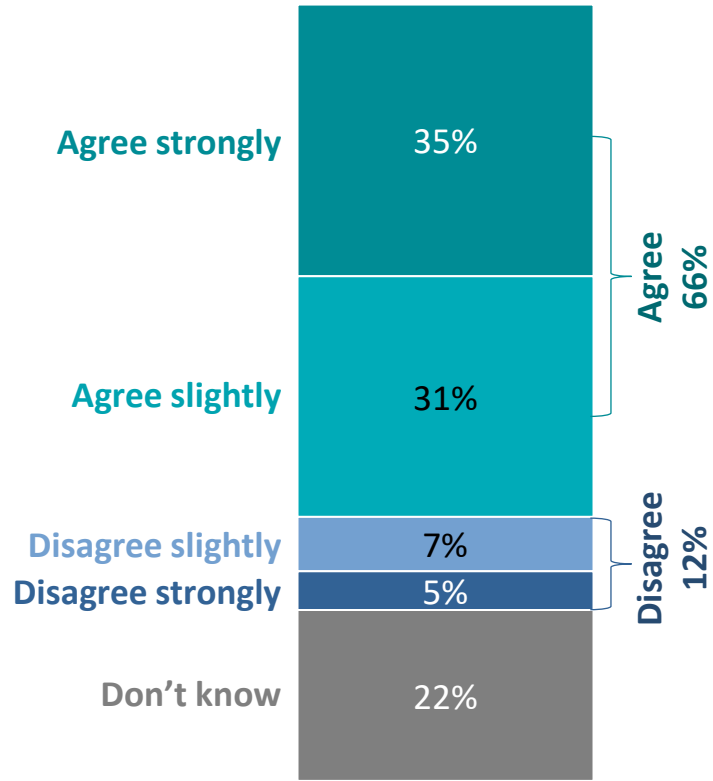
	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING	
	Male	Female	U35	35-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	277	207	180	164	141	254	231	150	108	149	77	230	254
Agree strongly	31%	41%	27%	34%	47%	33%	37%	36%	34%	38%	30%	46%	26%
Agree slightly	42%	30%	46%	28%	35%	37%	37%	35%	36%	34%	46%	37%	37%
Disagree slightly	9%	8%	15%	6%	5%	9%	8%	11%	9%	8%	7%	8%	10%
Disagree strongly	4%	4%	4%	5%	2%	5%	3%	2%	5%	7%	1%	4%	4%
Don't know	14%	17%	8%	27%	12%	16%	15%	17%	17%	13%	16%	6%	24%
<b>Summary</b>													
Agree	73%	71%	73%	63%	82%	70%	74%	71%	70%	73%	75%	82%	63%
Disagree	13%	12%	19%	11%	7%	14%	11%	12%	14%	15%	8%	12%	13%



**Two-thirds (66%) believe that community radio played a positive role in helping their community navigate the challenges of the Covid-19 pandemic, while a small minority (12%) disagree. However, a notable 22% are unsure, with this figure rising to 33% among infrequent listeners.**

(BASE : All community radio listeners – 484)

Community radio played a positive role in helping our community get through the Covid-19 pandemic

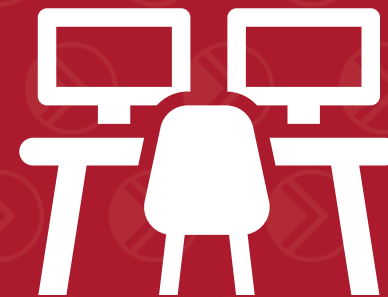


	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING	
	Male	Female	U35	35-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	277	207	180	164	141	254	231	150	108	149	77	230	254
Agree strongly	34%	36%	29%	31%	47%	31%	39%	32%	36%	38%	33%	48%	23%
Agree slightly	31%	31%	42%	20%	28%	32%	29%	30%	29%	28%	40%	32%	29%
Disagree slightly	8%	5%	10%	5%	5%	7%	6%	9%	6%	7%	3%	5%	8%
Disagree strongly	5%	6%	3%	10%	3%	6%	5%	4%	6%	10%	0	5%	6%
Don't know	22%	23%	15%	33%	17%	23%	21%	25%	22%	18%	24%	10%	33%
<b>Summary</b>													
Agree	65%	67%	72%	51%	75%	64%	68%	62%	66%	66%	73%	80%	53%
Disagree	14%	11%	13%	16%	8%	13%	11%	13%	12%	16%	3%	10%	15%



- The majority of respondents believe community radio plays an important role in keeping the community connected and informed - 80% agree that community radio makes them feel more informed and connected with their local area, with 40% agreeing strongly.
- Overall, three quarters (77%) feel that community radio strengthens their sense of community, especially among frequent listeners (84%).
- A significant majority (72%) agree that community radio had a positive impact on their community during times of crisis
- Two-thirds (66%) believe community radio positively supported the community during the Covid-19 pandemic, though 22% are unsure.

# Section 6: Working from Home





**One-third (33%) of respondents listen to community radio at least once a week while working from home, including 8% who tune in daily. Meanwhile, 36% listen less frequently or never, and 30% do not work from home.**



(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
Every day	8%	9%	7%	14%	2%	8%	7%	9%	8%	7%	12%	3%	15%	0
Several days a week	14%	17%	10%	18%	10%	13%	12%	16%	11%	15%	9%	27%	27%	0
Once a week	11%	11%	11%	11%	7%	15%	11%	11%	14%	12%	8%	7%	18%	0
Less often	21%	20%	23%	22%	24%	17%	26%	16%	23%	24%	21%	16%	9%	41%
Never	15%	16%	15%	10%	26%	8%	22%	8%	17%	11%	20%	8%	5%	24%
I don't work from home	30%	28%	34%	24%	30%	39%	22%	40%	26%	31%	30%	39%	26%	35%

The majority (54%) of community radio listeners report that working from home has not impacted their listening habits. However, over a third (35%) say their listening has increased, rising to 47% amongst under 35s, while 11% note a decrease.



(BASE : All community radio listeners who work from home – 337)

	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	337	201	136	136	115	85	197	139	111	74	105	47	171	166
Increased it significantly	9%	9%	8%	15%	5%	3%	7%	11%	9%	14%	4%	8%	15%	2%
Increased it somewhat	26%	24%	29%	33%	18%	27%	26%	26%	28%	28%	28%	15%	35%	18%
No change	54%	57%	49%	40%	62%	66%	54%	54%	53%	43%	58%	65%	41%	67%
Decreased it somewhat	6%	5%	9%	11%	3%	3%	6%	6%	5%	4%	7%	10%	8%	5%
Decreased it significantly	5%	4%	6%	2%	11%	1%	7%	2%	4%	11%	3%	2%	2%	8%
<b>Summary</b>														
Increased	35%	33%	37%	47%	23%	30%	33%	38%	37%	42%	32%	23%	49%	20%
Decreased	11%	9%	14%	13%	14%	4%	13%	9%	10%	15%	10%	12%	9%	13%



- These findings suggest that community radio maintains a strong presence among those who work from home, with one third (33%) listening once a week or more often. However, a similar proportion (36%) listen less frequently or never, highlighting a potential audience gap.
- The results indicate that working from home has largely not altered listening habits for most (54%). However, more than a third (35%) report increased listening, rising to 47% among younger listeners under 35. This finding highlights an opportunity to further engage younger audiences, particularly within the context of remote working.

# Section 7: How do listeners tune in?





**FM radio is the most common way to listen to community radio, with 56% using a car radio and 37% listening at home. Digital methods are less popular, with 18% using smart speakers, 17% using smartphone apps, and 16% streaming online. Podcasts account for 9%, while 3% use other methods.**

(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION			FREQUENCY OF LISTENING			
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
FM car radio	56%	54%	58%	59%	51%	57%	57%	55%	56%	64%	54%	47%	62%	50%
FM radio at home	37%	37%	36%	33%	25%	55%	32%	42%	28%	36%	41%	46%	48%	26%
Smart speaker (e.g. Amazon, Echo, Google Home)	18%	19%	16%	20%	22%	10%	19%	16%	20%	25%	13%	13%	21%	15%
Radio app on my smartphone	17%	21%	12%	20%	15%	16%	18%	16%	20%	11%	20%	13%	19%	15%
Online streaming through a website	16%	17%	15%	18%	21%	9%	18%	14%	21%	12%	17%	11%	16%	16%
Podcasts	9%	9%	9%	11%	8%	8%	9%	9%	5%	13%	11%	7%	9%	8%
Other	3%	4%	2%	2%	6%	1%	3%	3%	2%	2%	6%	2%	0	6%



The majority (69%) of community radio listeners tune into at least one podcast weekly, with 41% listening to 1-2 and 18% listening to 3-5 podcasts. A smaller proportion (9%) listens to 6 or more podcasts, while 31% do not engage with podcasts at all. Among those under 35, podcast listening is notably higher, with 86% listening to at least one podcast weekly.

(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
More than 10	3%	3%	3%	4%	5%	0	5%	1%	4%	3%	2%	3%	3%	4%
6-10	6%	6%	7%	5%	9%	5%	9%	4%	6%	12%	5%	3%	7%	6%
3-5	18%	17%	19%	22%	21%	9%	22%	13%	19%	18%	20%	12%	18%	18%
1-2	41%	41%	42%	56%	33%	33%	37%	46%	43%	32%	42%	51%	44%	39%
None	31%	33%	29%	14%	32%	53%	27%	36%	29%	36%	31%	31%	28%	34%



**Most community radio listeners consume some audio content online weekly, with 39% listening for 1-3 hours and 34% for less than an hour. A smaller group listens for 4-6 hours (13%), while heavy consumption of 7+ hours is rare (4%). Notably, 9% do not listen to community radio content online at all.**

(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster
N=	294	171	123	136	80	78	145	149	89	68	82	54
More than 6 hours	4%	4%	3%	4%	2%	1%	6%	2%	6%	4%	2%	3%
4-6 hours	13%	14%	11%	9%	16%	16%	10%	16%	13%	11%	17%	8%
1-3 hours	39%	40%	37%	38%	35%	44%	36%	41%	33%	36%	42%	47%
Less than 1 hour	34%	34%	33%	38%	31%	29%	37%	31%	37%	38%	29%	29%
None	9%	8%	12%	8%	13%	8%	11%	8%	10%	8%	9%	12%
Don't know	2%	0	4%	1%	3%	2%	1%	2%	1%	2%	1%	2%



**Overall, half of the respondents (50%) expect their future listening habits for community radio to remain unchanged. However, 40% stated that they are more likely to listen in the future, rising to 52% among under 35s. Only 10% are less likely to tune in, indicating overall stability with potential for increased engagement.**

(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
Much more likely	14%	15%	13%	18%	12%	11%	12%	15%	12%	12%	18%	10%	21%	7%
Somewhat more likely	27%	24%	31%	34%	21%	23%	28%	25%	28%	29%	27%	21%	29%	24%
About the same	50%	51%	48%	37%	56%	58%	47%	52%	52%	51%	41%	60%	46%	53%
Somewhat less likely	5%	5%	5%	6%	4%	5%	7%	3%	4%	5%	6%	5%	3%	7%
Much less likely	5%	6%	3%	5%	7%	3%	5%	4%	4%	3%	8%	4%	1%	8%
<b>Summary</b>														
More likely	40%	38%	44%	52%	33%	34%	40%	41%	40%	41%	45%	32%	50%	32%
Less likely	10%	11%	8%	10%	11%	8%	13%	7%	7%	7%	14%	9%	4%	15%





**Overall, the majority (70%) of respondents would seek out and listen to local community radio if they moved to a new community, with 21% saying "definitely" and 49% saying "probably." However, 20% are unlikely to do so and 10% are unsure.**

(BASE : All community radio listeners – 484)

	GENDER		AGE			CLASS		REGION				FREQUENCY OF LISTENING		
	TOTAL	Male	Female	U35	35-54	55+	ABC1	C2DE	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Weekly+	Less often
N=	484	277	207	180	164	141	254	231	150	108	149	77	230	254
Yes, definitely	21%	24%	18%	15%	18%	34%	14%	29%	12%	28%	25%	24%	31%	13%
Yes, probably	49%	45%	53%	55%	42%	49%	53%	44%	59%	44%	38%	55%	50%	47%
No, probably not	17%	17%	17%	20%	18%	10%	20%	13%	16%	18%	21%	10%	11%	23%
No, definitely not	3%	5%	2%	4%	6%	0	4%	2%	2%	5%	5%	1%	2%	5%
Don't know	10%	9%	10%	7%	15%	7%	9%	11%	11%	5%	12%	9%	7%	12%
<b>Summary</b>														
Yes	70%	69%	71%	69%	61%	82%	67%	74%	71%	72%	63%	79%	81%	61%
No	20%	22%	18%	24%	25%	10%	24%	16%	18%	23%	25%	12%	13%	27%



- FM radio is the most common way to listen to community radio, with 56% using a car radio and 37% listening at home; digital methods like smart speakers (18%), smartphone apps (17%), and streaming (16%) are less popular.
- Overall, 69% of community radio listeners tune into at least one podcast weekly, with higher engagement among those under 35 (86%).
- Most listeners consume some audio content online weekly, with 39% listening for 1-3 hours, while 9% do not listen to community radio online.
- Half (50%) expect their listening habits to remain unchanged, but 40% are more likely to listen to community radio in the future.
- A significant majority (70%) of listeners would seek out local community radio if they moved to a new area, with 21% saying "definitely" and 49% saying "probably."




- Nearly two-thirds (63%) of adults are aware of community radio, with 47% recognizing individual stations, especially among males, those aged 55+, and residents of Munster and Connaught/Ulster. Overall, 40% listen to at least one station, with Dublin City FM being the most popular, and frequent listeners tend to be younger males aged 18–34.
- Community radio attracts a mix of newer and long-term listeners, with most tuning in less than weekly and peak listening times between 10 am-7 pm. For most, listening levels remain stable, but changes are influenced by a desire for information and program enjoyment (leading to increased listening) or changes in routine and competition from national/local radio and digital media (leading to decreased listening).
- Listeners value its local focus, familiar voices, and relevance over national or local radio, favouring music, news, and local content. Engagement is significant, with nearly half interacting with stations and many knowing someone featured on air. To sustain growth, prioritizing local content, program quality, and targeted engagement is essential.
- Community radio is widely valued for its emotional connection, relevance, and audience understanding, with most listeners finding its presenters relatable and ads more relevant than national radio. However, a notable minority remain uncertain, and emotional ties are weaker among infrequent listeners.
- The majority of respondents are satisfied with the quality and relevance of community radio content, especially frequent listeners. While many engage with community radio online, engagement is lower among those aged 35-54.




- The majority of respondents believe community radio plays a crucial role in keeping the community informed and connected, with 80% feeling more informed about their local area, 77% stating it strengthens their sense of community, and 72% agreeing it had a positive impact during crises, including the Covid-19 pandemic.
- Community radio maintains a solid presence among remote workers, with 33% of listeners tuning in weekly. However, an untapped potential remains as 36% of listeners less often/never and the remainder don't work from home. Among those working from home, 35% report increased listening (rising to 47% under age 35). This presents a key opportunity for growth.
- Most people listen to community radio through traditional FM radio, while digital methods like smart speakers or smartphone apps are less commonly used. The majority of community radio listeners tune into at least one podcast weekly, highest among under 35s. The vast majority also consume some form of online audio content each week.
- Reassuringly, while half expect their listening habits to remain unchanged, 40% are more likely to listen to community radio in the future. In addition, 70% agreed that they would “definitely” or “probably” seek out and listen to local community radio if they moved to a new area.




 [info@amarach.com](mailto:info@amarach.com)

 01 410 5200

 [www.amarach.com](http://www.amarach.com)

 [amarach.research](https://www.linkedin.com/company/amarach-research)

 [@AmarachResearch](https://twitter.com/AmarachResearch)

**amárach** 