



RADIOCENTRE IRELAND



2025-2

JNLR Radio Listenership

Sales House Report

July 24 to June 25



NOTE TO THE READER ...

The following charts outline Weekly Reach and 7am-7pm (PT) share for the 2025-2 JNLR report.

This report is based on the 12-month period July 2024 to June 2025. Reach data is compared, year on year, to the 2024-2 report.

Definitions: In this report, the definition of 'RTE' has been updated to include Raidio na Gaeltachta. The data for the comparison period comprises RTE R1, RTE 2FM and RTE Lyric FM.

Universe estimates and sample size – *refer to 2025-2 data.*

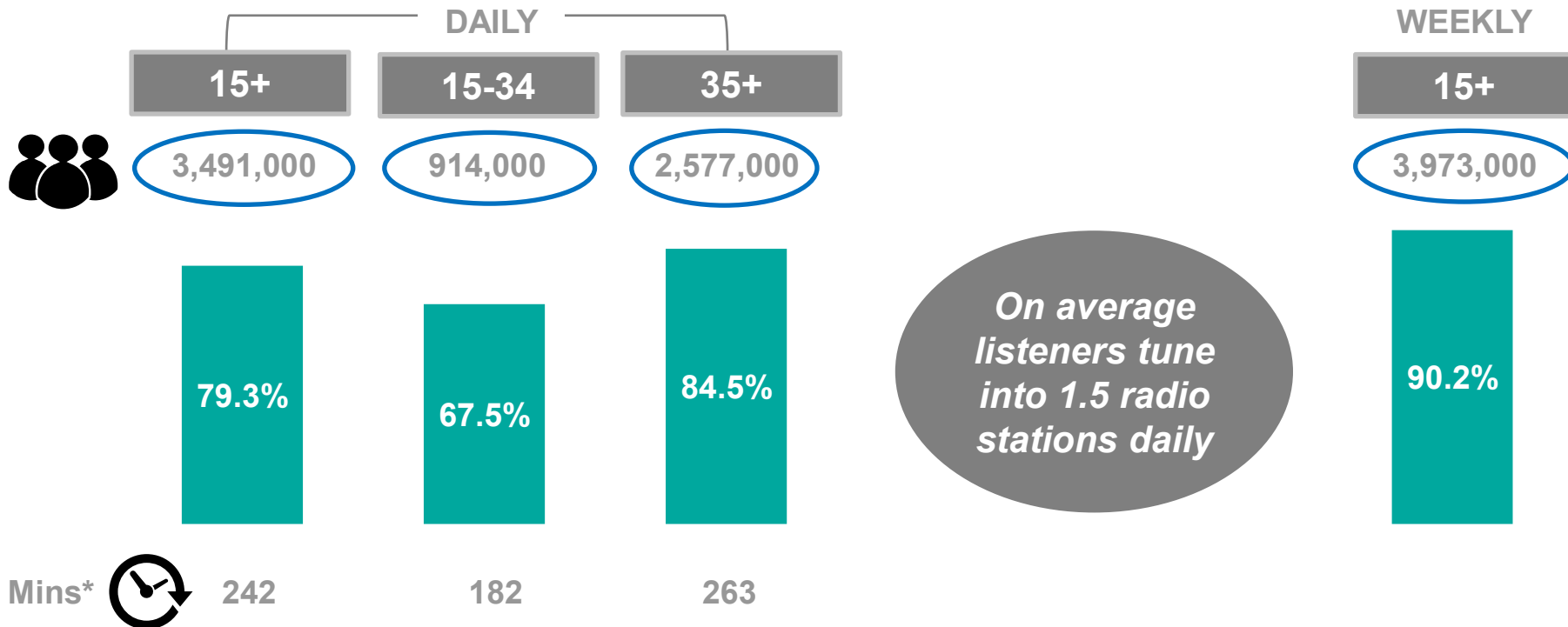
See Appendix for Sales house composition



Radio
Today

RADIO TODAY

More than 3.5 million Irish adults listen to radio on an average day



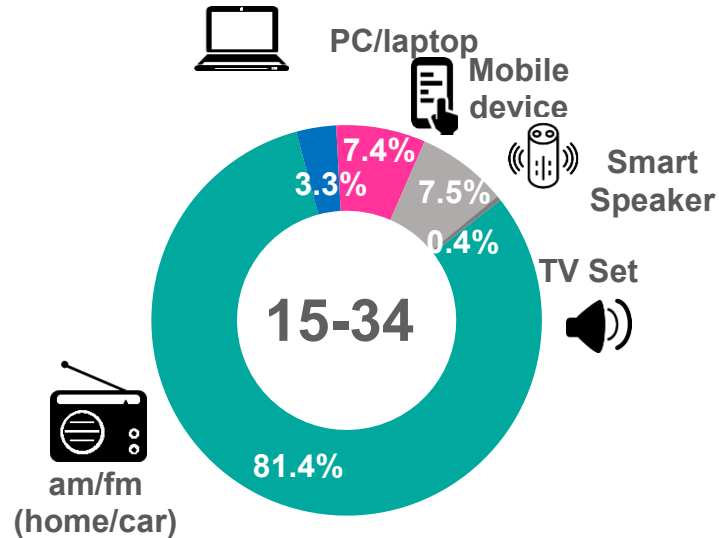
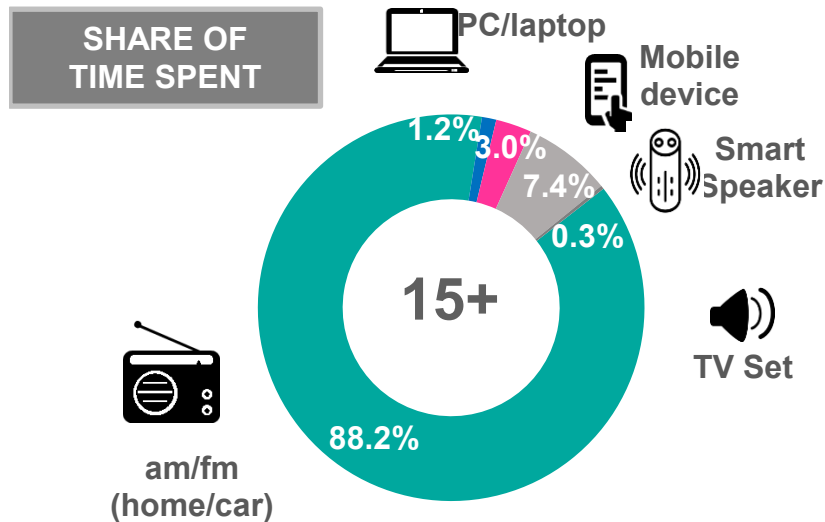
Source: JNLR National Report 2025-2

* Average time spent among listeners 7am-midnight

Source: JNLR Weekly Reach

RADIO TODAY

While most listening happens on the AM/FM radio – 517,000 listen daily on a digital platform



Source: JNLR Platform Data 2025-2

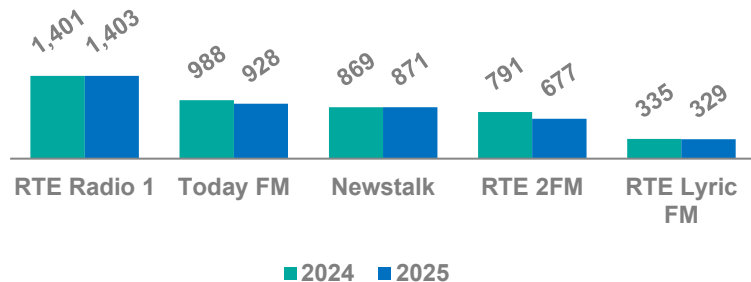
* Based on share of minutes 7am-midnight, to Irish stations



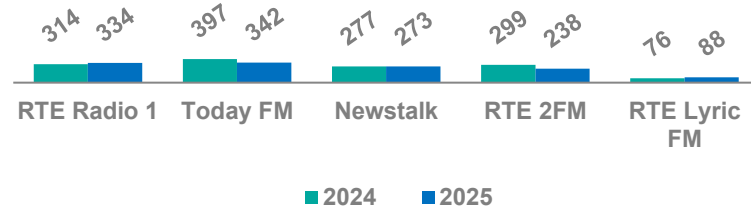
National

WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

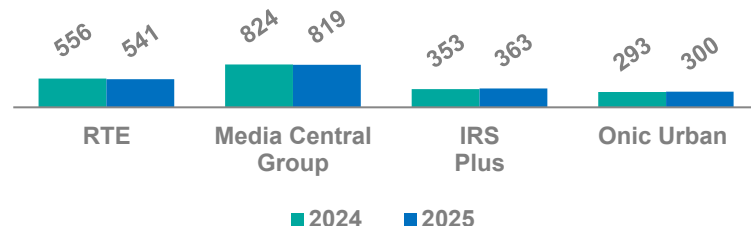
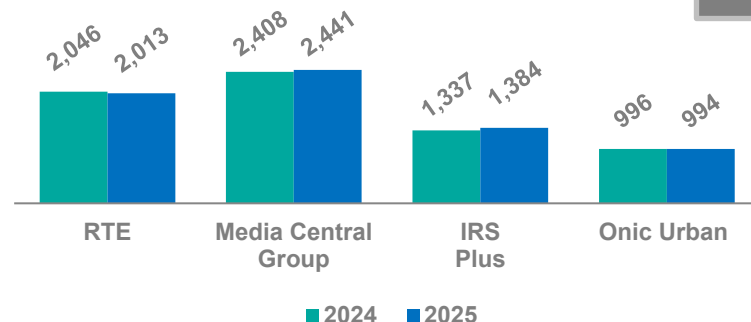
All Adults 000's



National Stations



Sales Houses



Universe: 4,402
Sample: 12,415

Universe: 1,249
Sample: 3,579

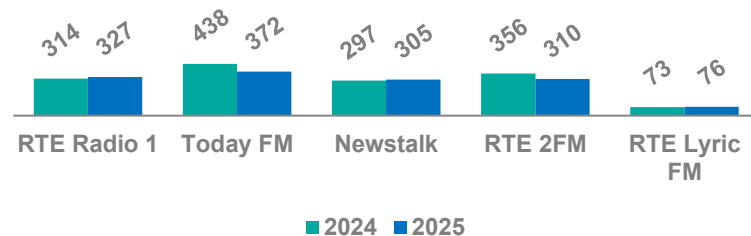
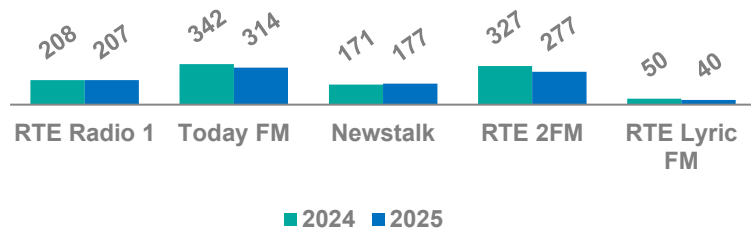
RTE definition 2025 has been updated to include Raidio na Gaeltachta

WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

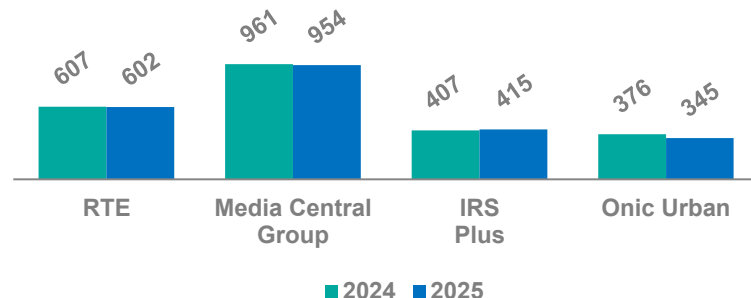
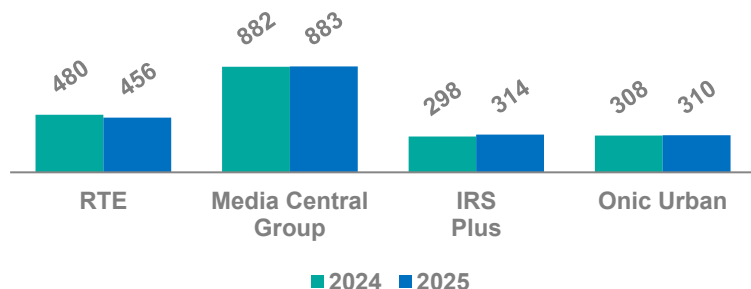
15-34 000's

National Stations

25-44 000's



Sales Houses



Universe: 1,353
Sample: 3,652

Universe: 1,485
Sample: 4,271

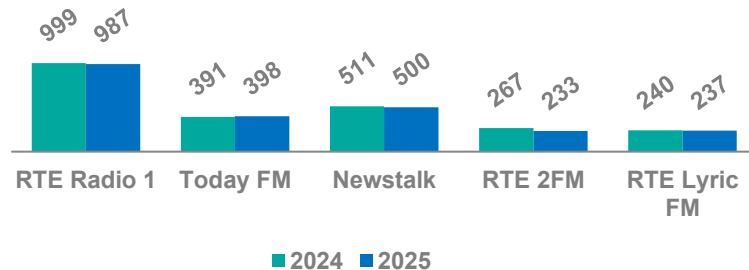
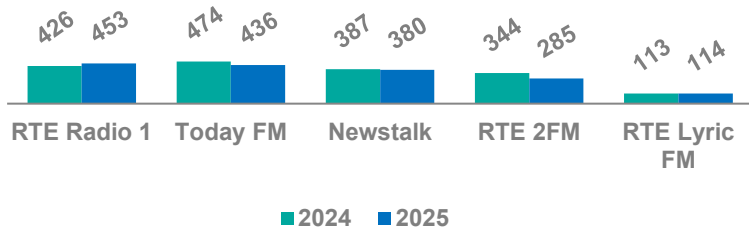
RTE definition 2025 has been updated to include Raidio na Gaeltachta

WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

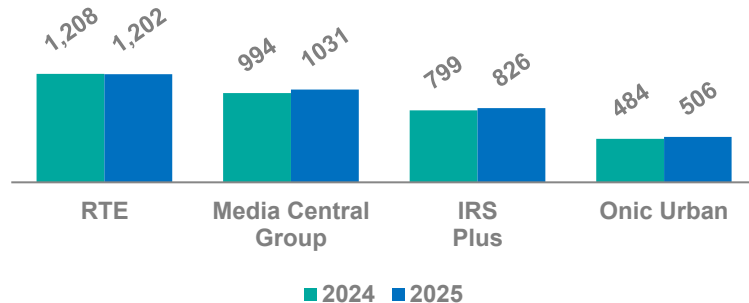
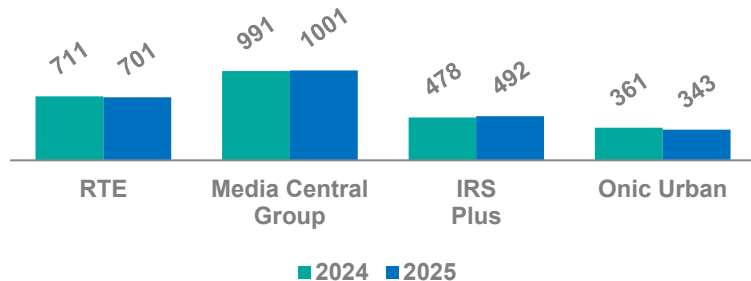
35-54 000's

National Stations

45+ 000's



Sales Houses



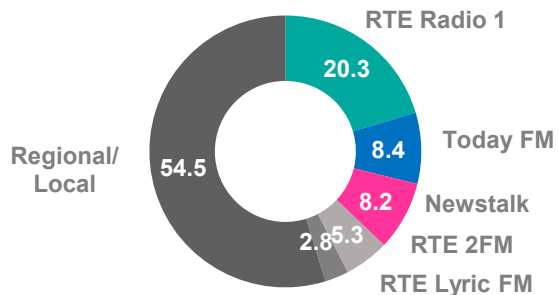
Universe: 1,584
Sample: 4,390

Universe: 2,231
Sample: 6,378

RTE definition 2025 has been updated to include Raidio na Gaeltachta

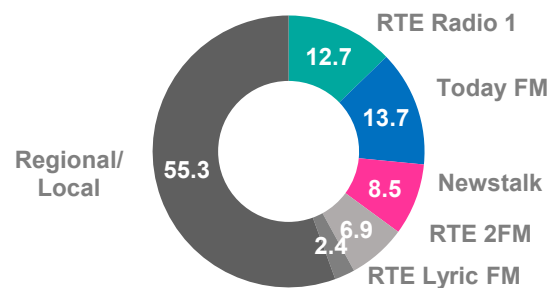
PT MARKET SHARE NATIONAL & SALES HOUSES

All Adults %

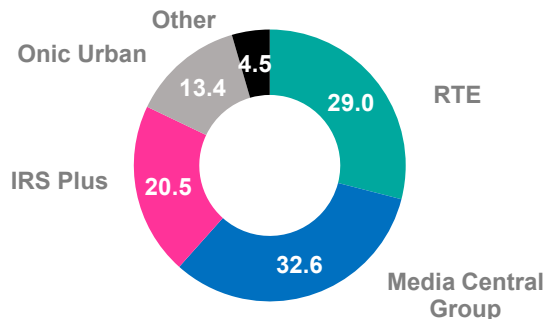


National Stations

SHWK %

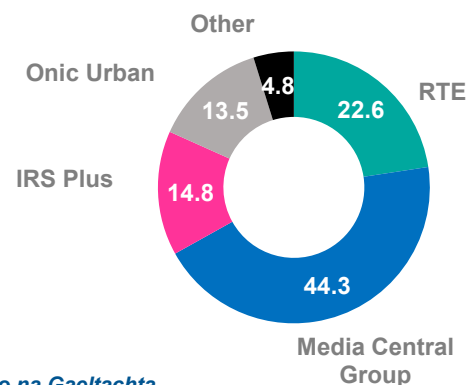


All Adults %



Sales Houses

SHWK %

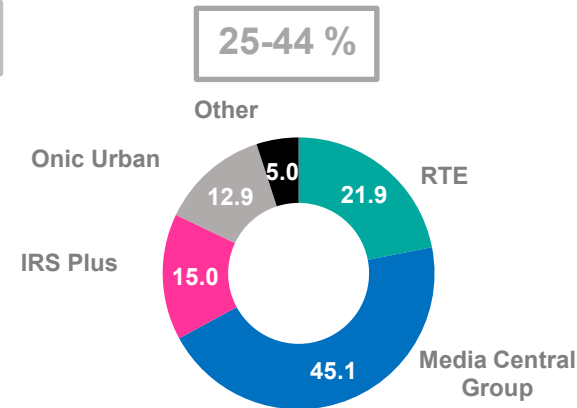
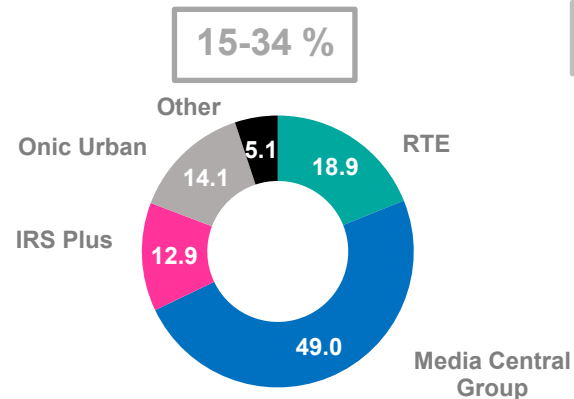
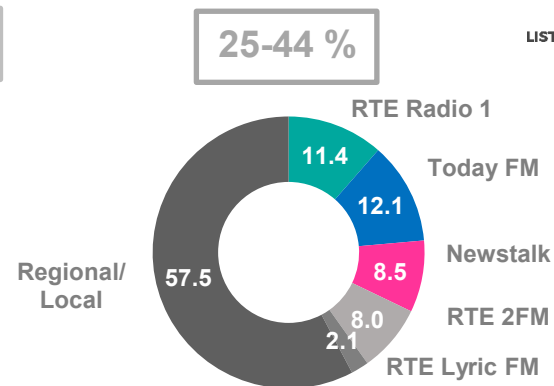
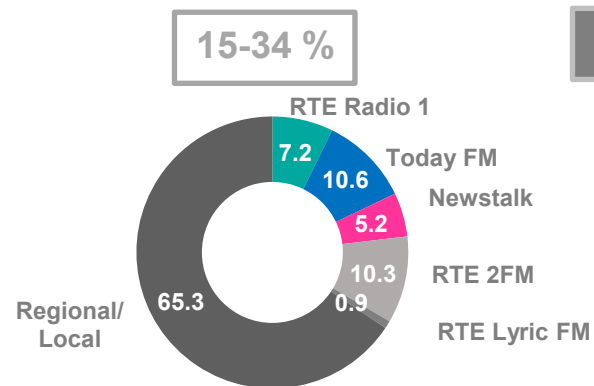


Sample: 9,734

Sample: 2,840

RTE definition 2025 has been updated to include Raidio na Gaeltachta

PT MARKET SHARE NATIONAL & SALES HOUSES

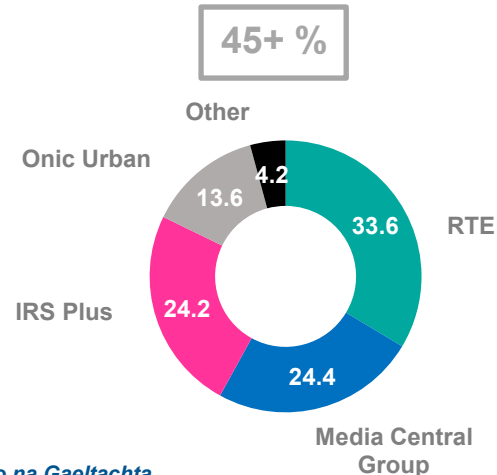
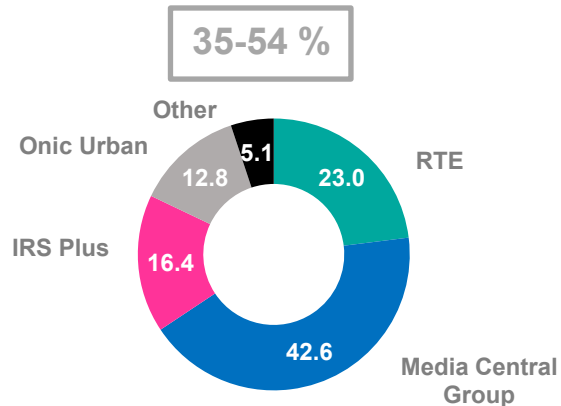
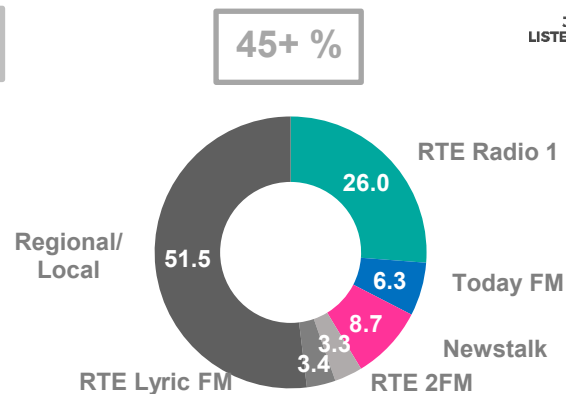
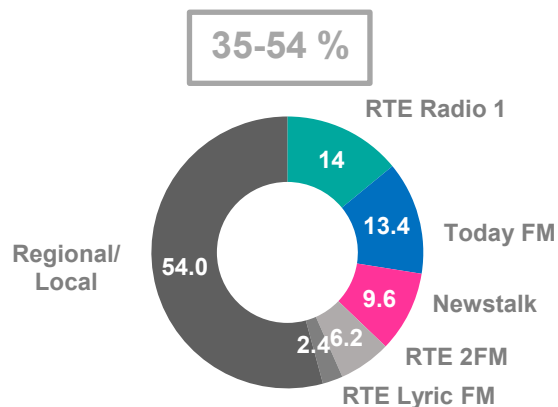


Sample: 2,469

Sample: 3,187

RTE definition 2025 has been updated to include Raidió na Gaeltachta

PT MARKET SHARE NATIONAL & SALES HOUSES



Sample: 3,476

Sample: 5,428

RTE definition 2025 has been updated to include Raidio na Gaeltachta



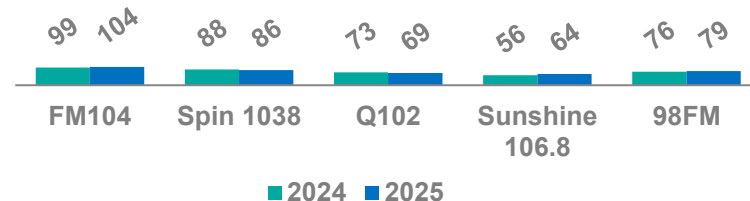
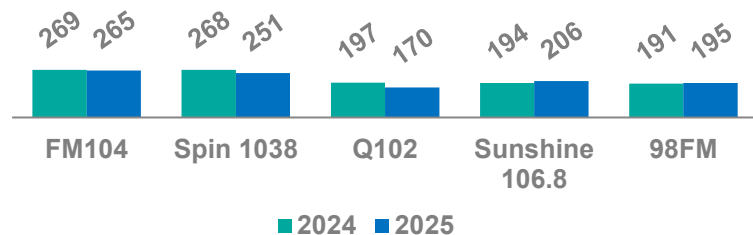
Dublin

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

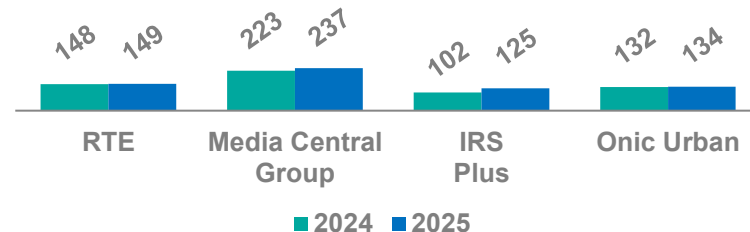
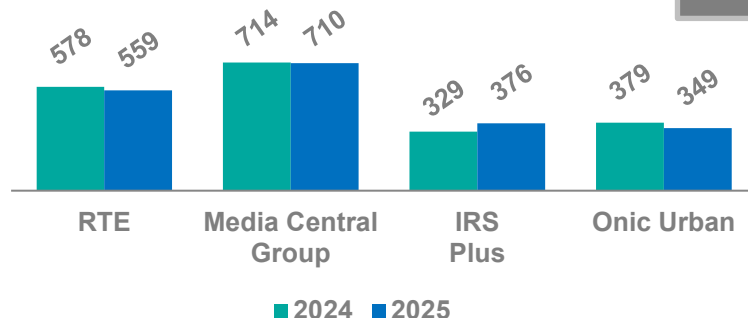
All Adults 000's

Dublin Stations

SHWK 000's



Sales Houses



Universe: 1,266
Sample: 2,975

Universe: 370
Sample: 855

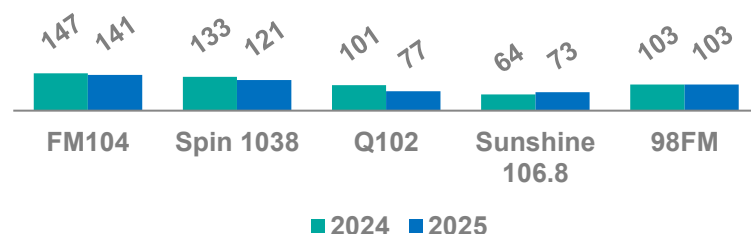
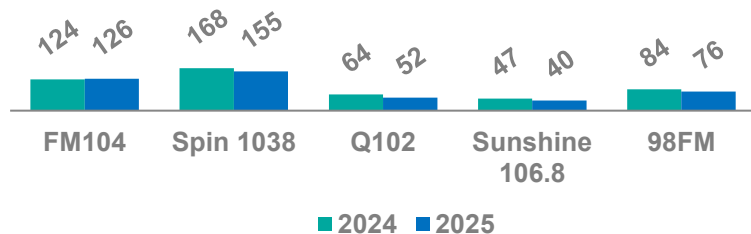
RTE definition 2025 has been updated to include Raidio na Gaeltachta

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

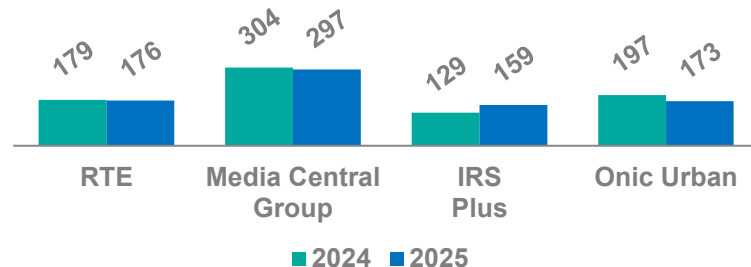
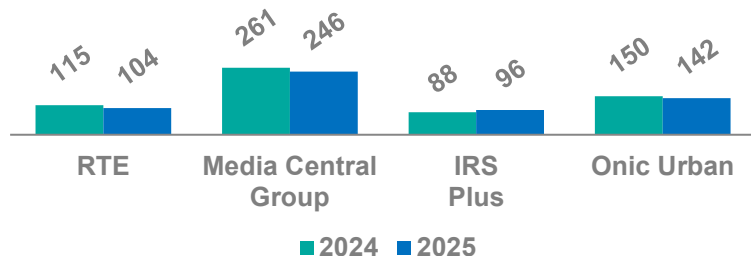
15-34 000's

Dublin Stations

25-44 000's



Sales Houses



Universe: 414
Sample: 846

Universe: 502
Sample: 1,104

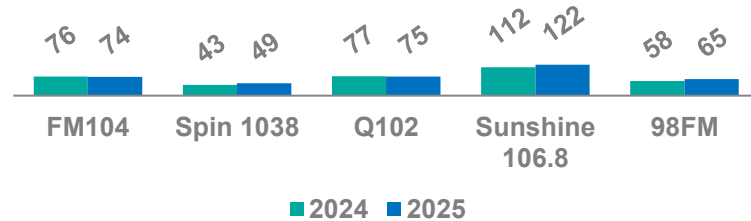
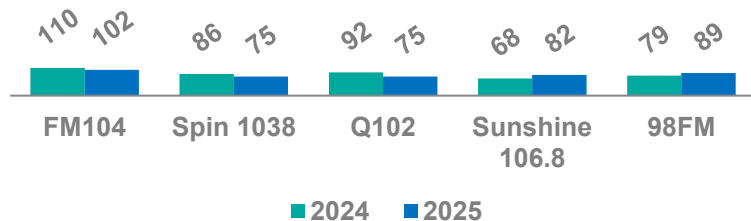
RTE definition 2025 has been updated to include Raidio na Gaeltachta

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

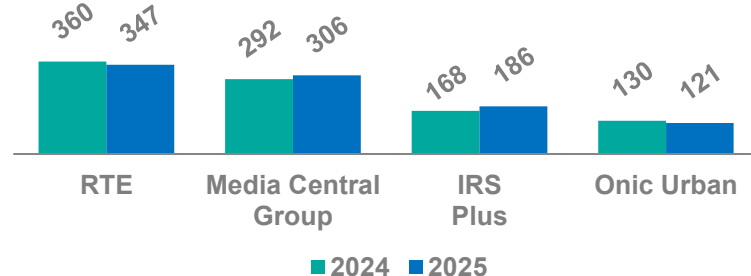
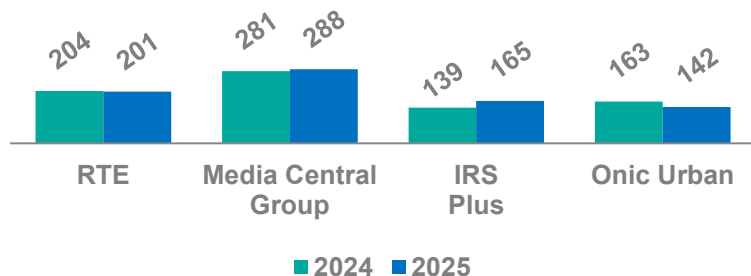
35-54 000's

Dublin Stations

45+ 000's



Sales Houses

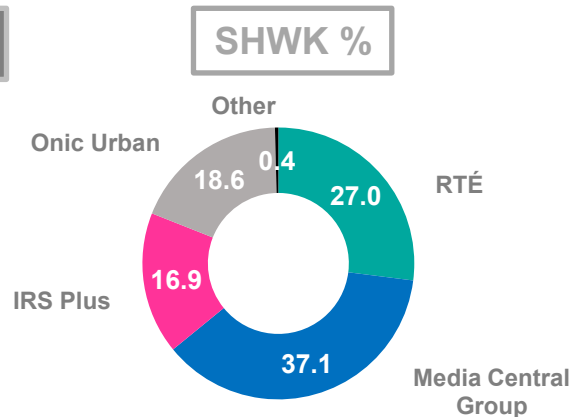
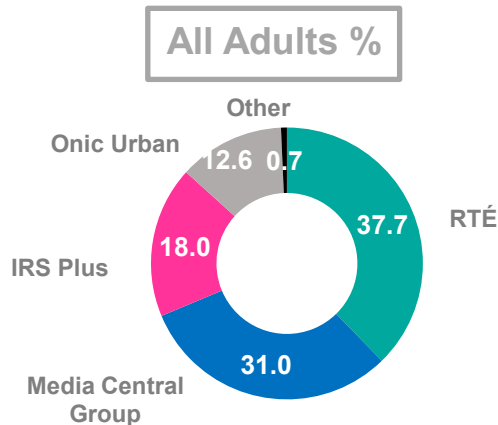
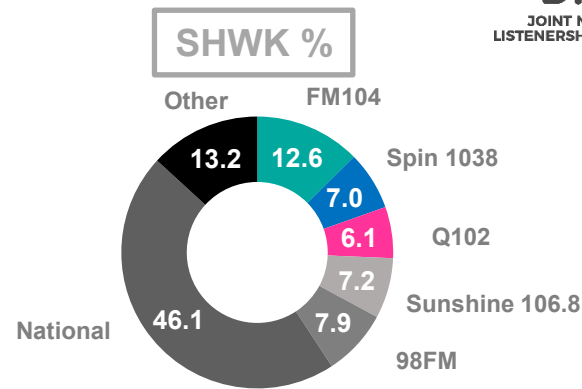
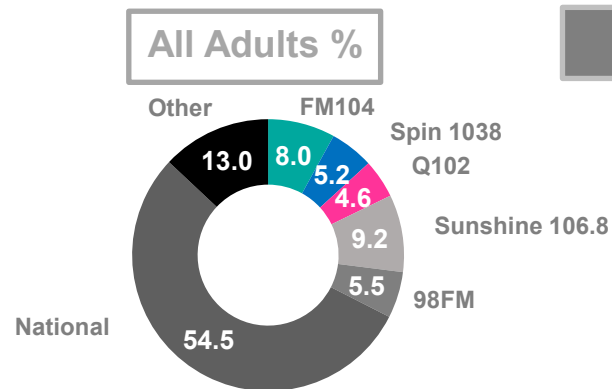


Universe: 478
Sample: 1,115

Universe: 587
Sample: 1,514

RTE definition 2025 has been updated to include Raidio na Gaeltachta

PT MARKET SHARE DUBLIN & SALES HOUSES

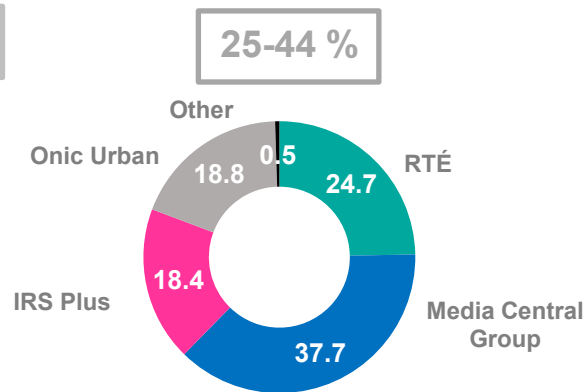
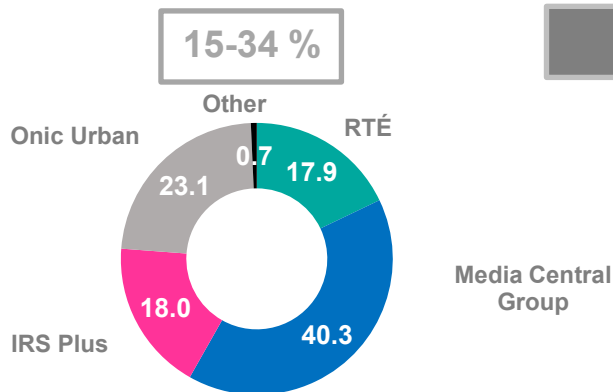
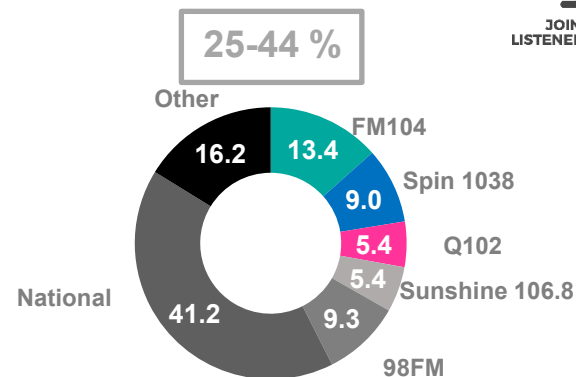
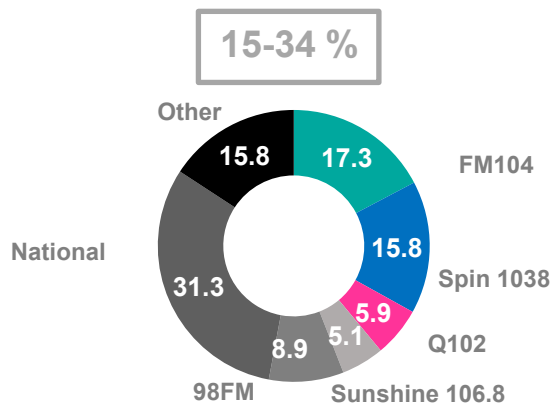


Sample: 2,173

Sample: 655

RTE definition 2025 has been updated to include Raidio na Gaeltachta

PT MARKET SHARE DUBLIN & SALES HOUSES

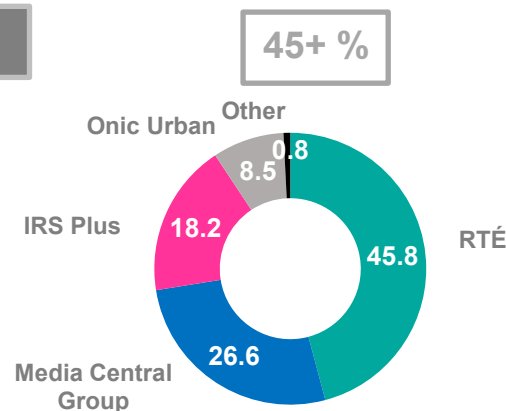
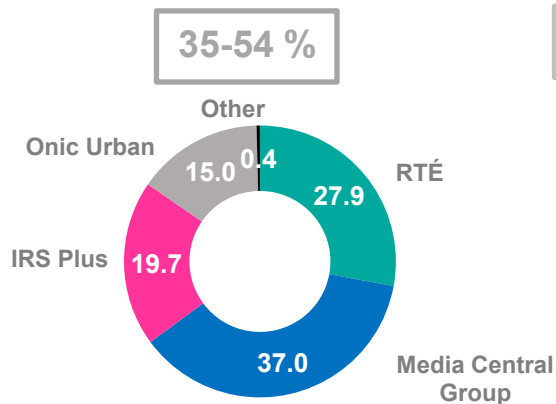
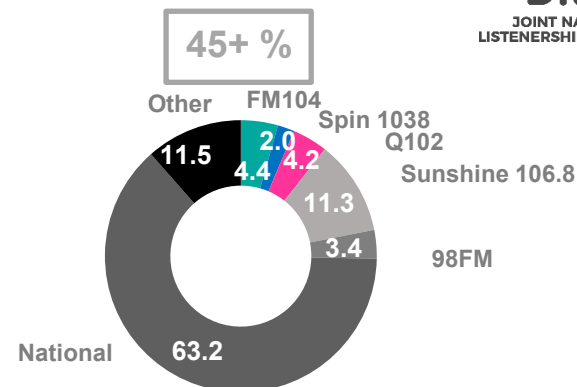
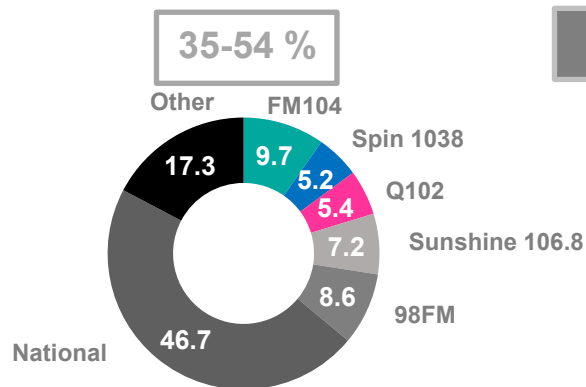


Sample: 474

Sample: 759

RTE definition 2025 has been updated to include Raidió na Gaeltachta

PT MARKET SHARE DUBLIN & SALES HOUSES



Sample: 845

Sample: 1,251

RTE definition 2025 has been updated to include Raidio na Gaeltachta



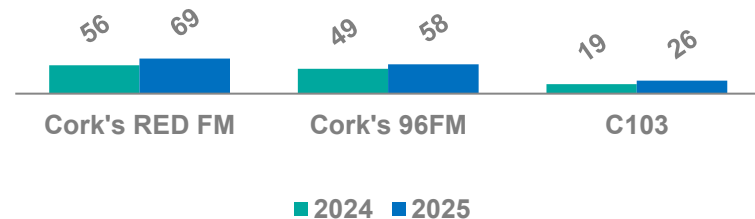
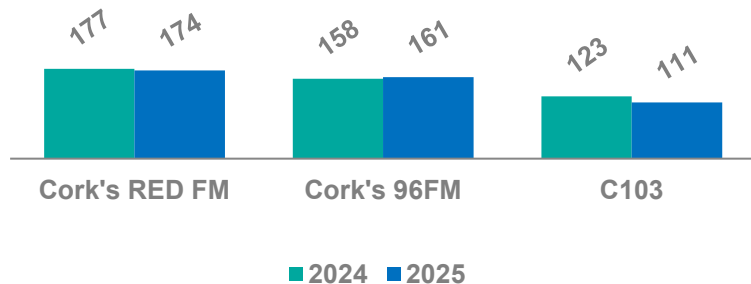
Cork

WEEKLY REACH – CORK & CORK SALES HOUSES

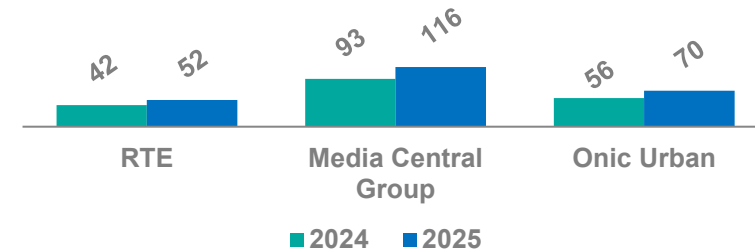
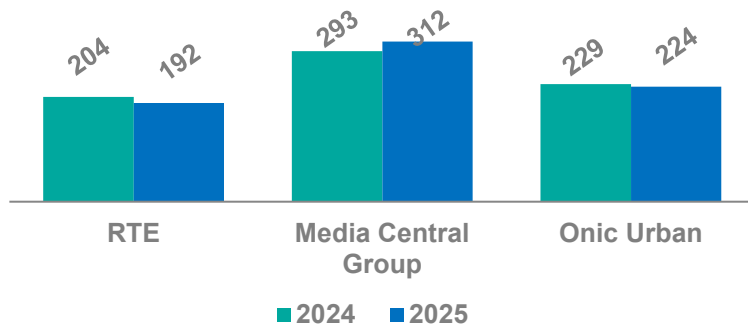
All Adults 000's

Cork Stations

SHWK 000's



Sales Houses



Universe: 500
Sample: 1,021

Universe: 161
Sample: 350

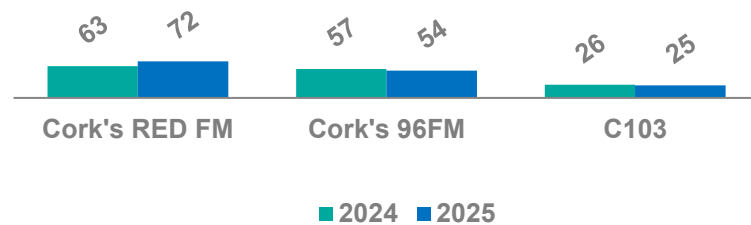
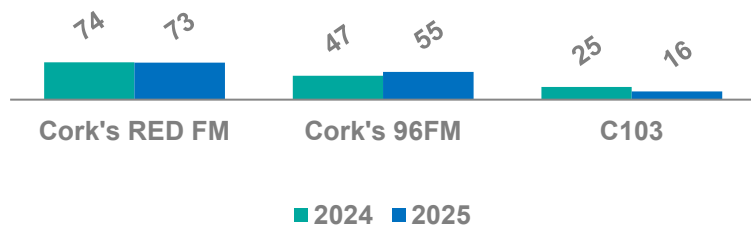
RTE definition 2025 has been updated to include Raidio na Gaeltachta

WEEKLY REACH – CORK & CORK SALES HOUSES

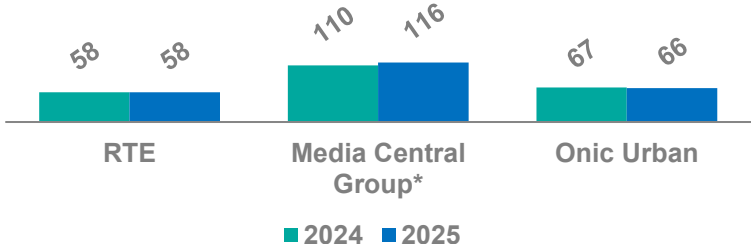
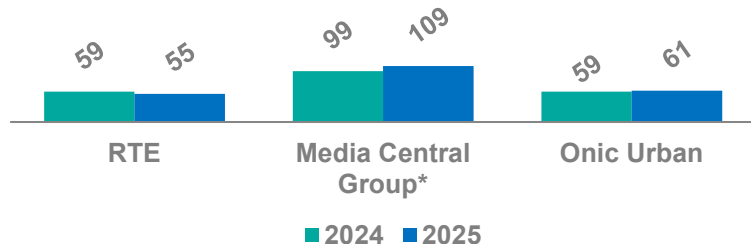
15-34 000's

Cork Stations

25-44 000's



Sales Houses



Universe: 156
Sample: 296

Universe: 165
Sample: 335

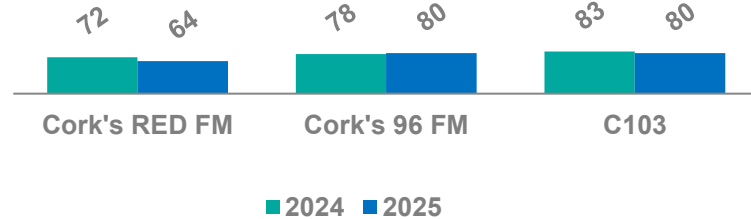
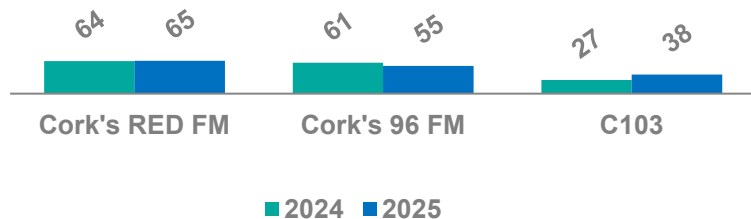
RTE definition 2025 has been updated to include Raidio na Gaeltachta

WEEKLY REACH – CORK & CORK SALES HOUSES

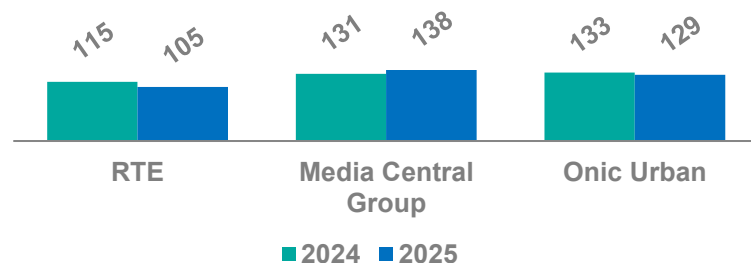
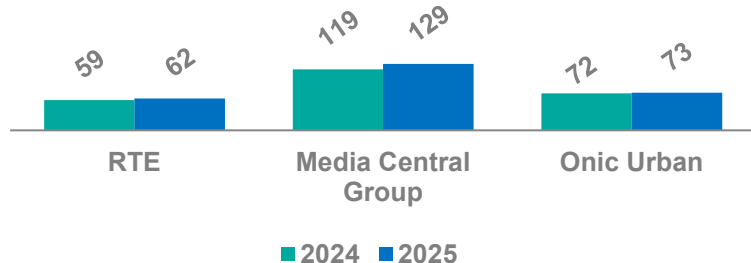
35-54 000's

Cork Stations

45+ 000's



Sales Houses



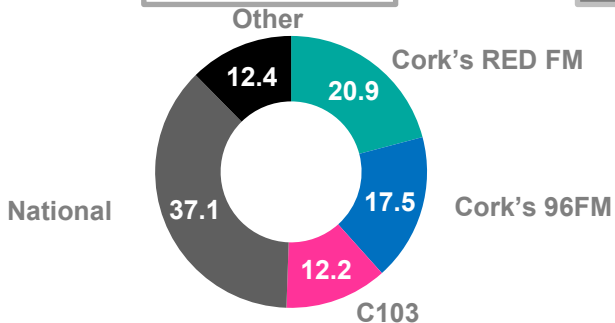
Universe: 176
Sample: 366

Universe: 254
Sample: 528

RTE definition 2025 has been updated to include Raidio na Gaeltachta

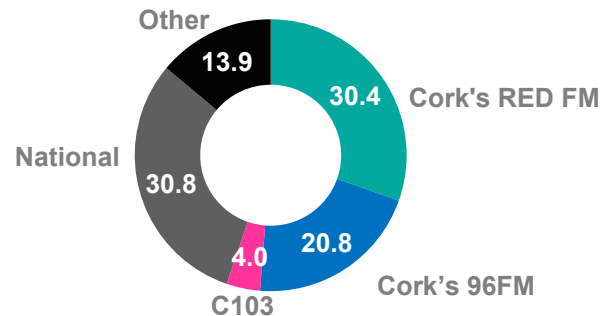
PT MARKET SHARE CORK & SALES HOUSES

All Adults %

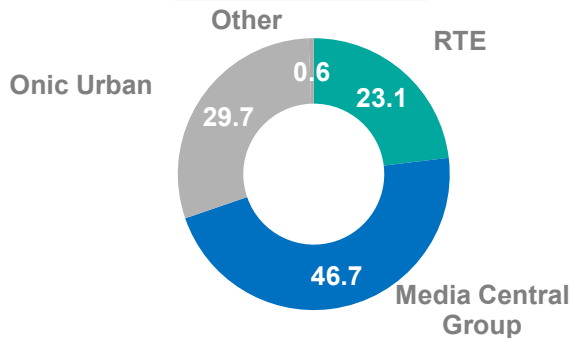


Cork Stations

SHWK %

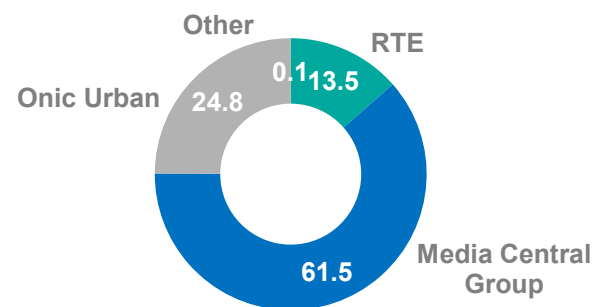


All Adults %



Sales Houses

SHWK %



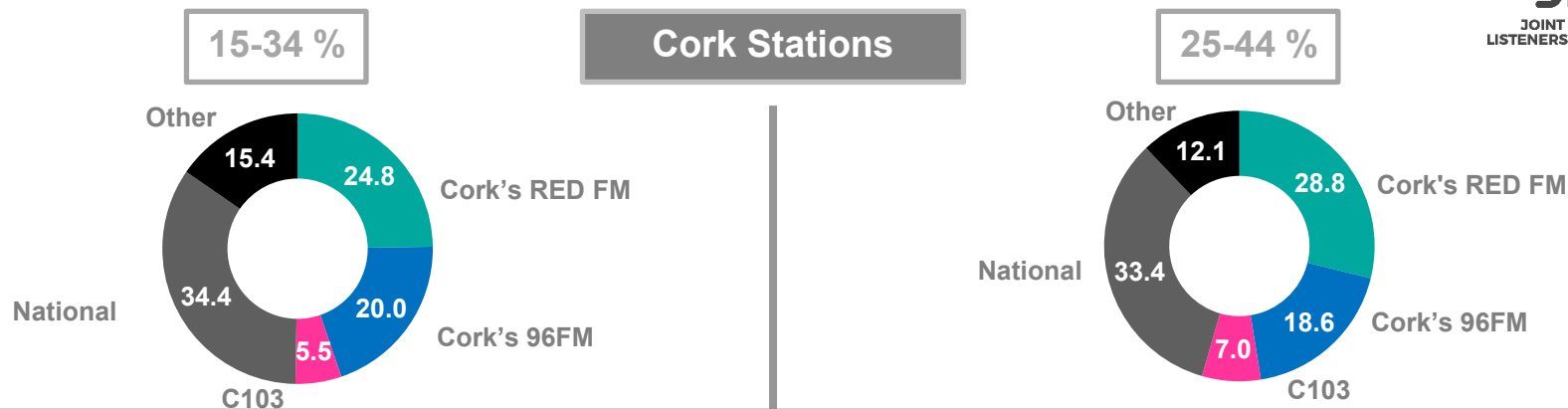
Sample: 839

Sample: 273

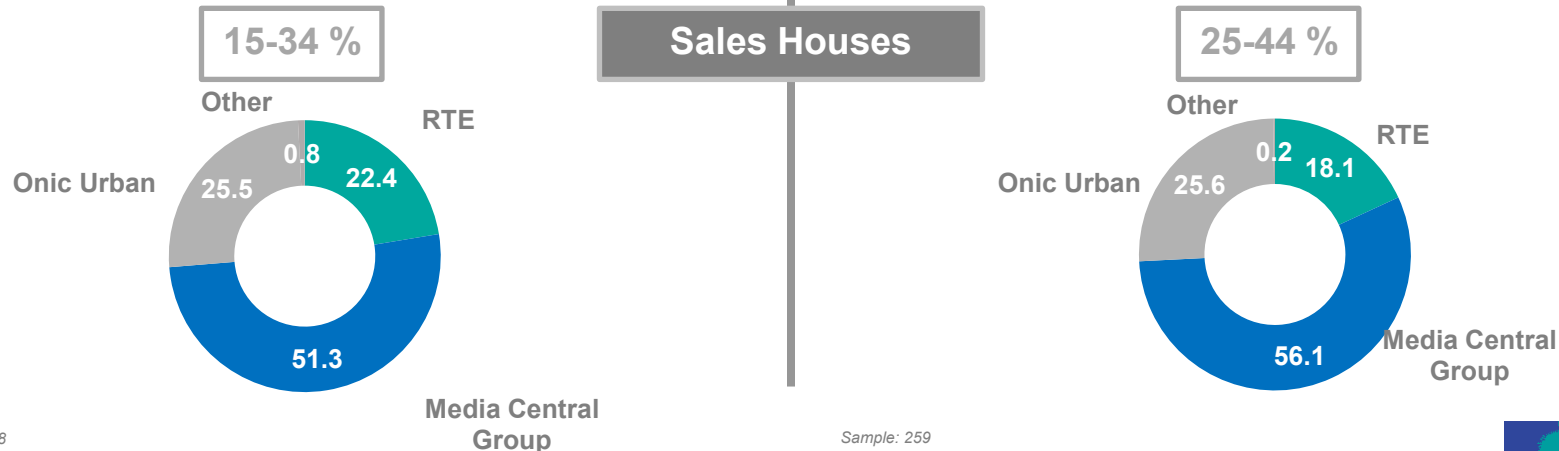
RTE definition 2025 has been updated to include Raidio na Gaeltachta

PT MARKET SHARE CORK & SALES HOUSES

Cork Stations



Sales Houses

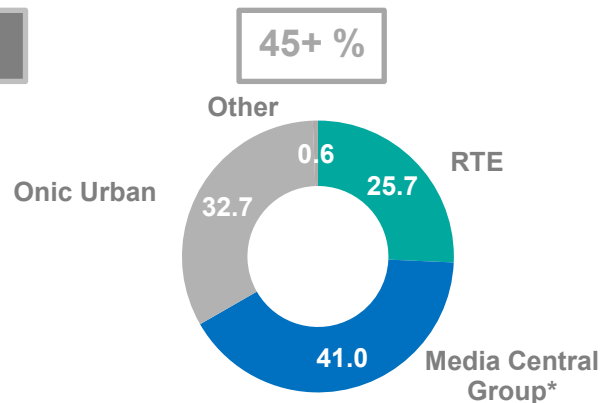
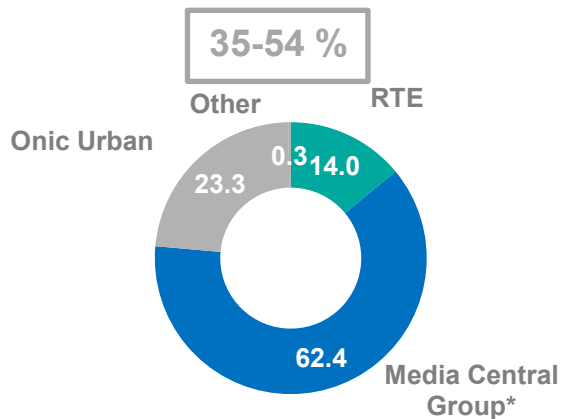
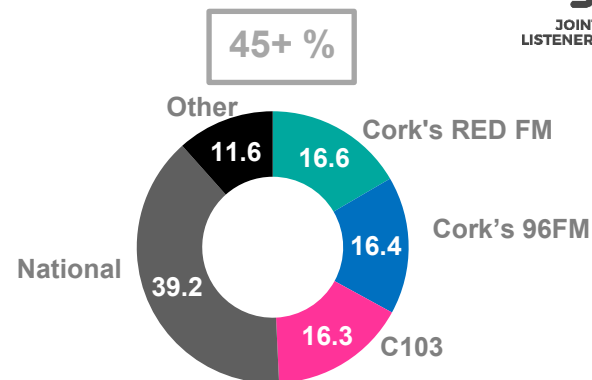
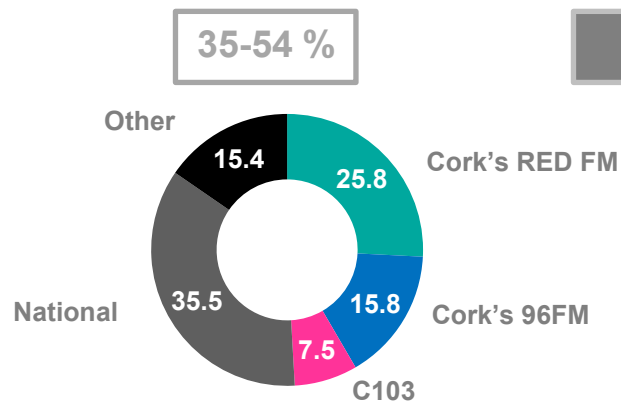


Sample: 228

Sample: 259

RTE definition 2025 has been updated to include Raidio na Gaeltachta

PT MARKET SHARE CORK & SALES HOUSES



Sample: 295

Sample: 458

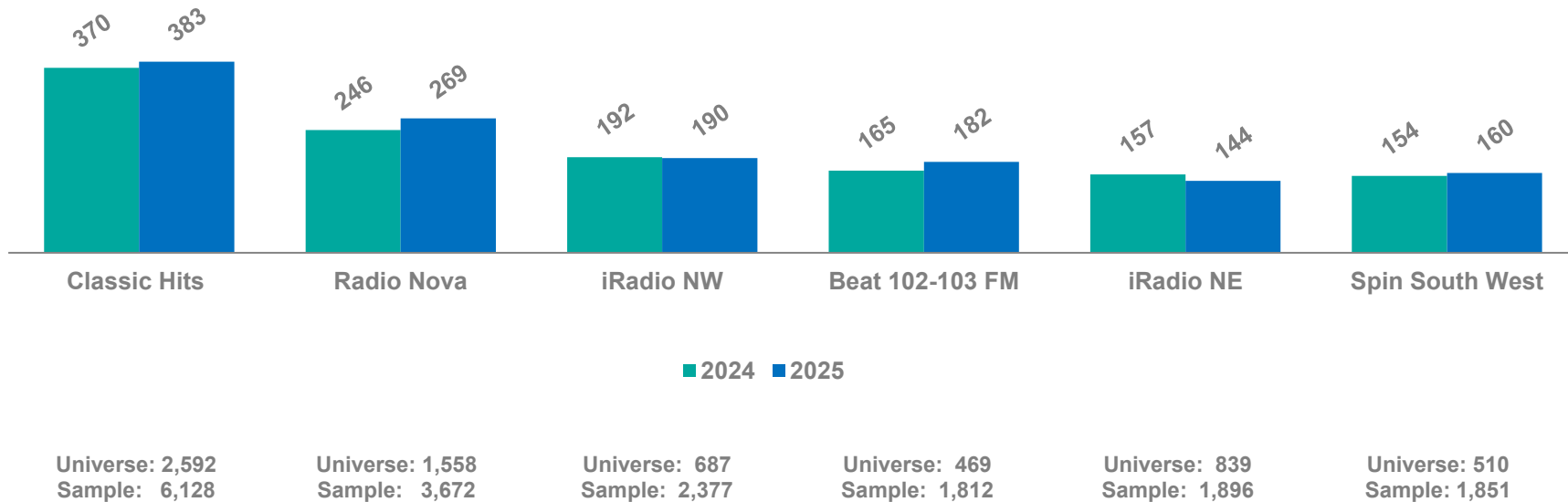
RTE definition 2025 has been updated to include Raidio na Gaeltachta



Regional

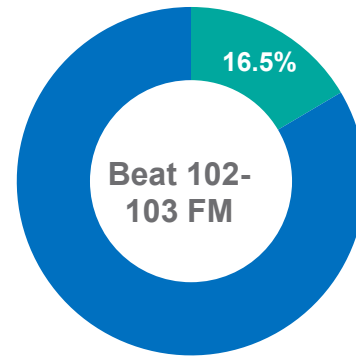
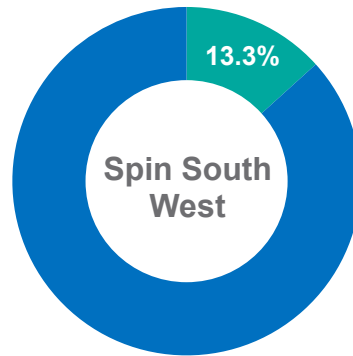
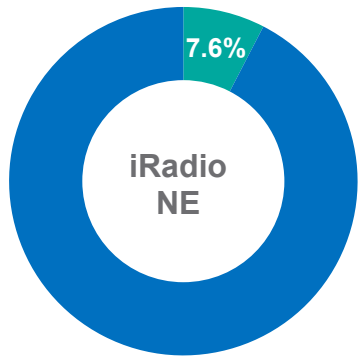
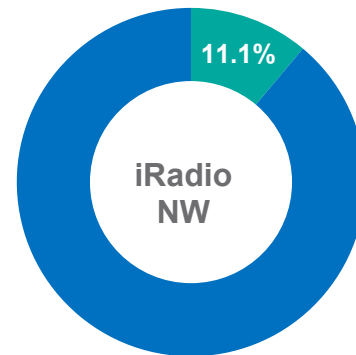
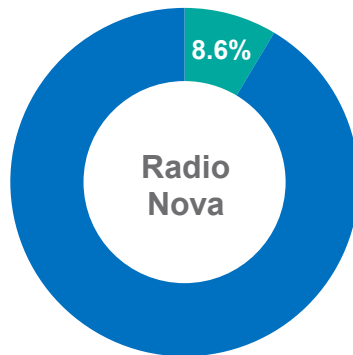
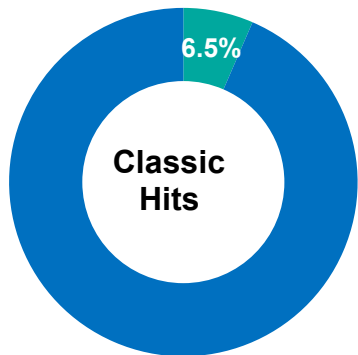
WEEKLY REACH – REGIONAL

All Adults



PT MARKET SHARE REGIONAL – 2025-2

All Adults



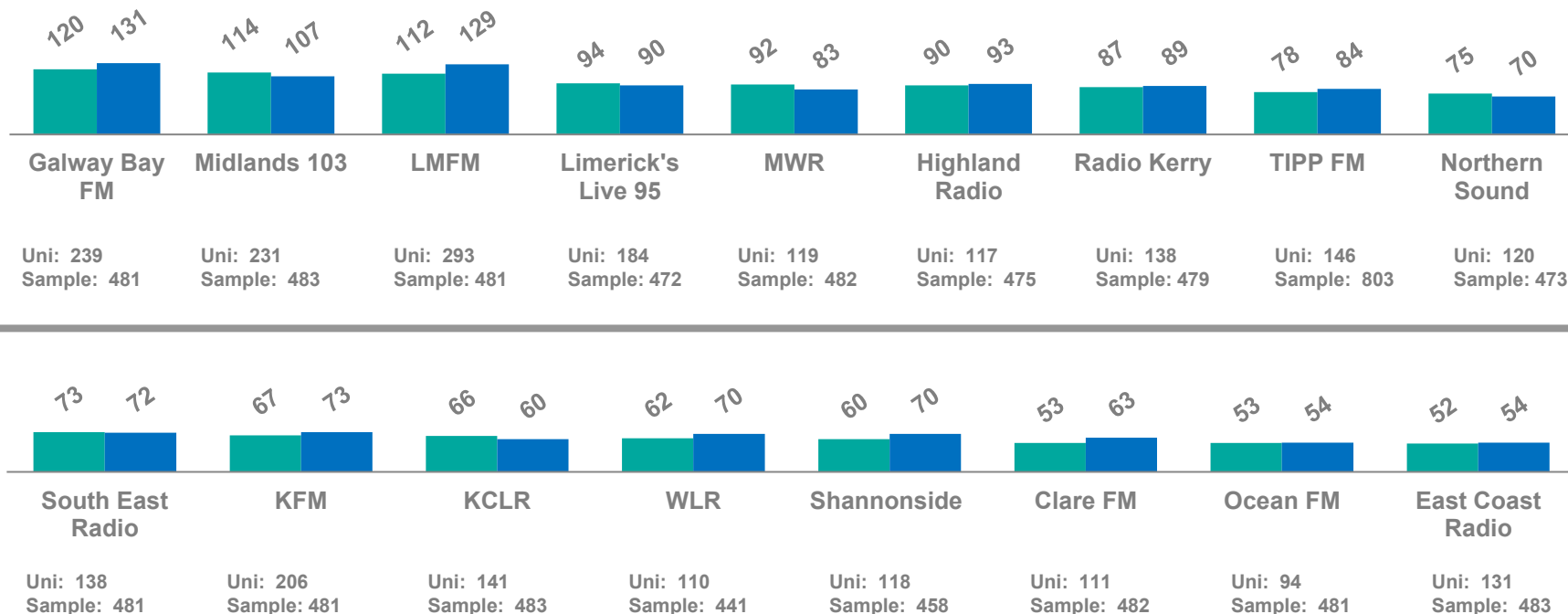


Local
Area

WEEKLY REACH – LOCAL AREAS

All Adults

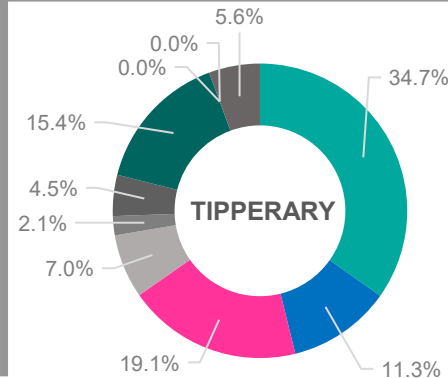
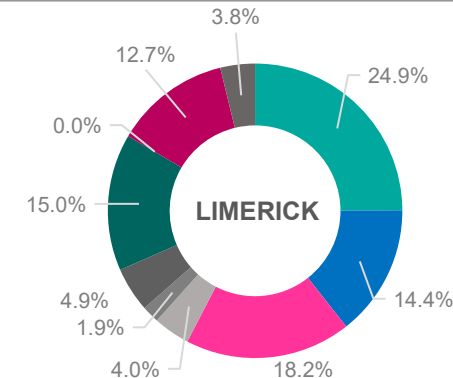
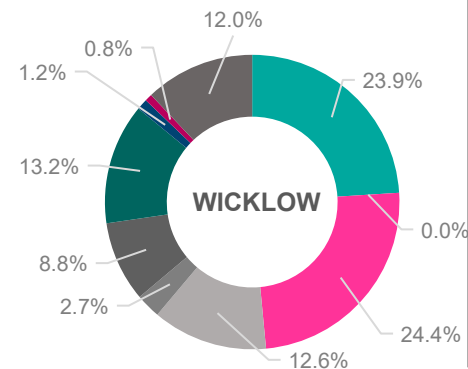
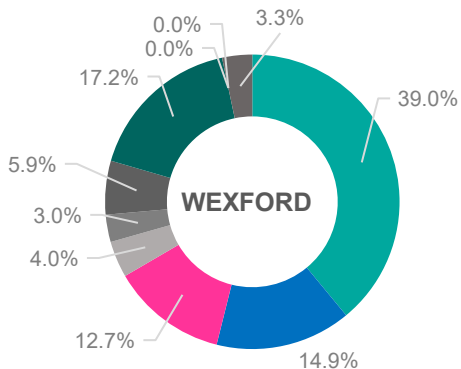
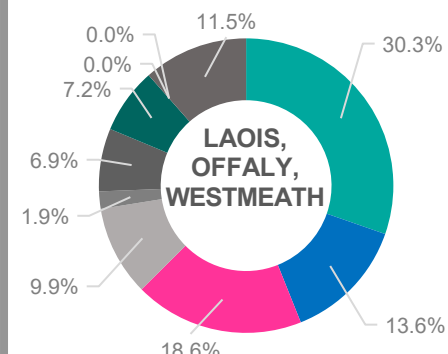
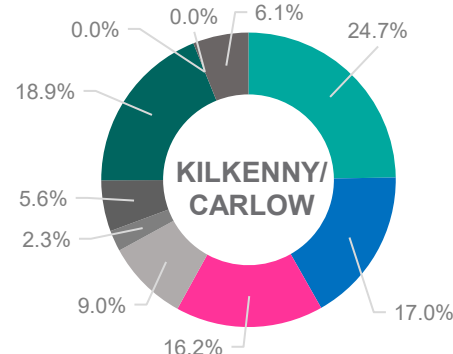
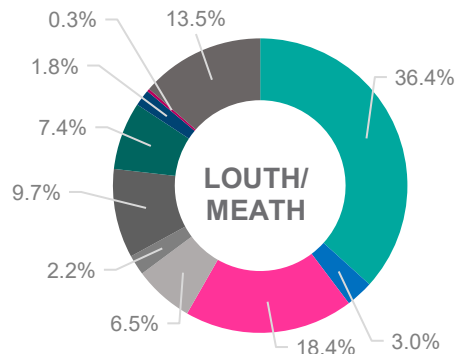
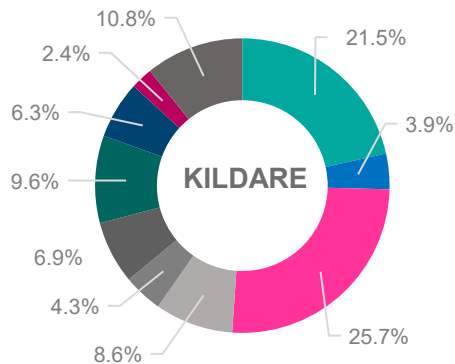
2024 2025



PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL
LISTENERSHIP RESEARCH

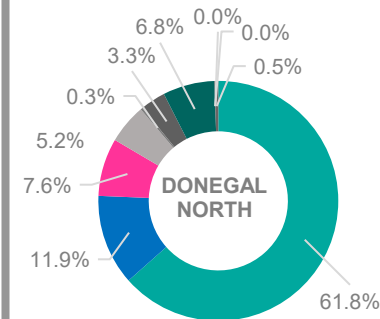
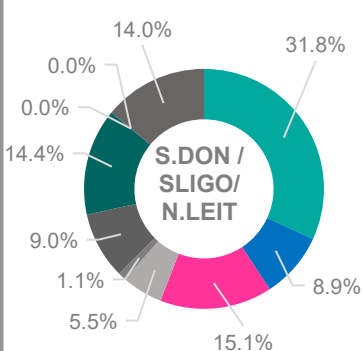
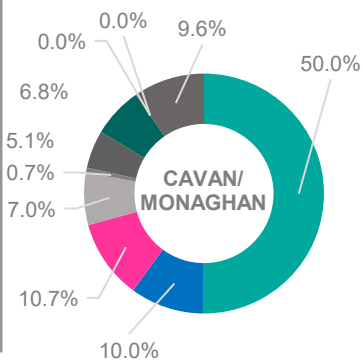
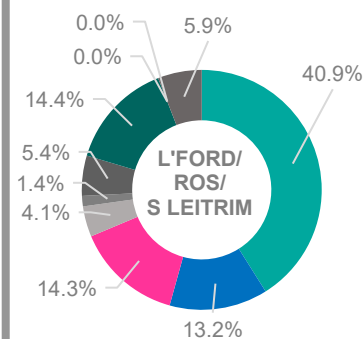
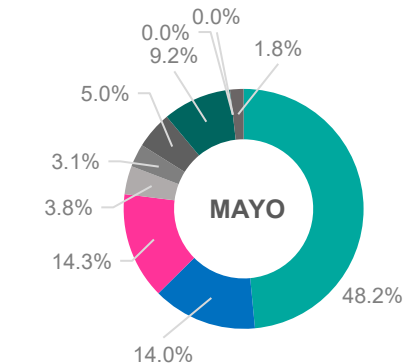
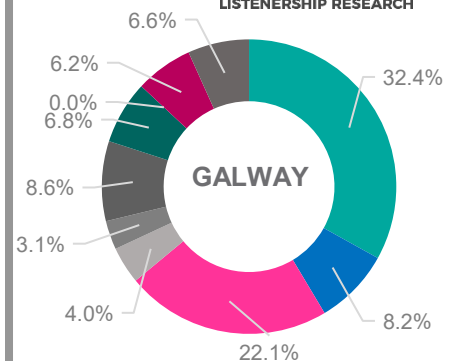
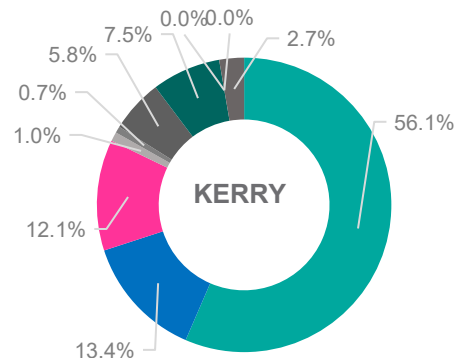
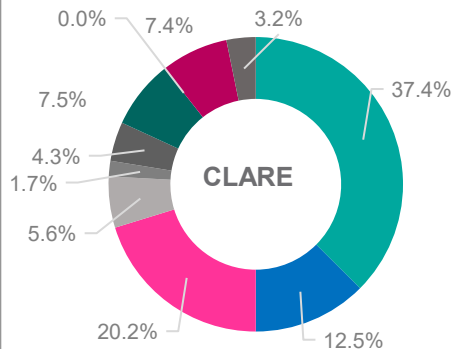
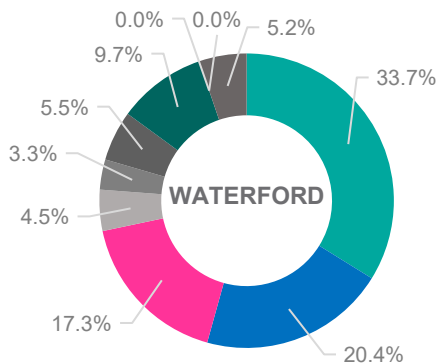


■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTÉ RADIO 1 ■ RTÉ 2FM ■ RTÉ LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOCAL C/D-C

PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL
LISTENERSHIP RESEARCH

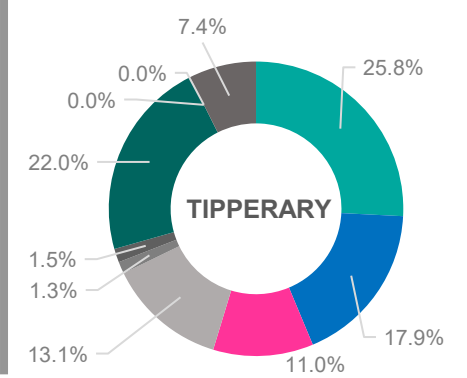
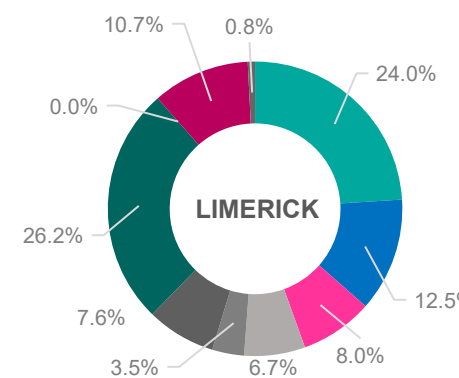
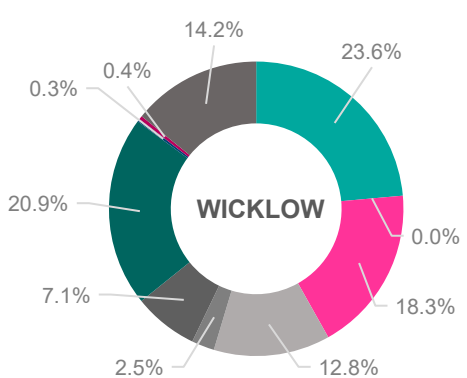
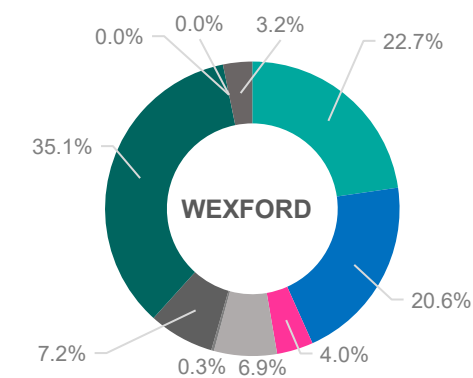
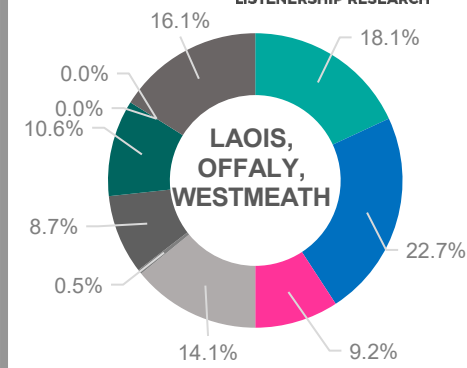
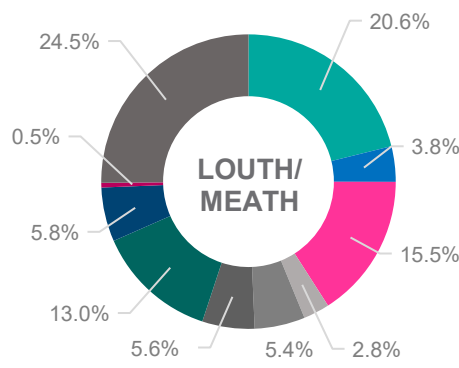
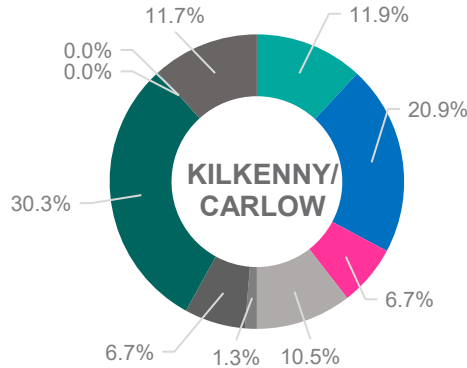
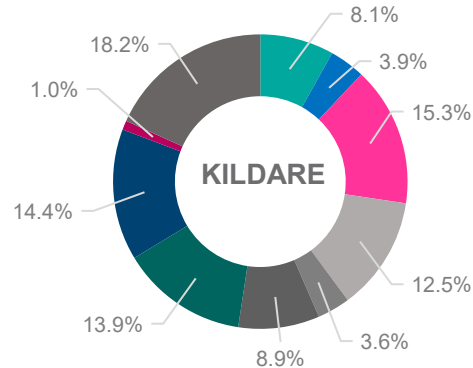


■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTÉ RADIO 1 ■ RTÉ 2FM ■ RTÉ LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOC/M-C/D-C

PT SHARE LOCAL AREAS - SHOPPERS WITH CHILDREN



JOINT NATIONAL
LISTENERSHIP RESEARCH



■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTE RADIO 1 ■ RTE 2FM ■ RTE LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOCAL/C/D-C

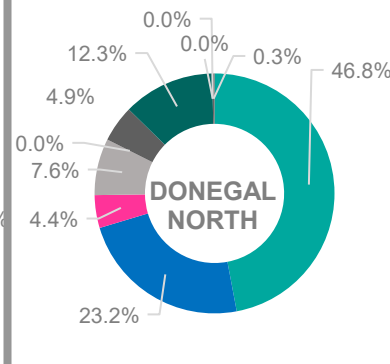
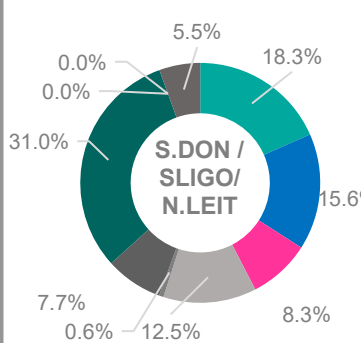
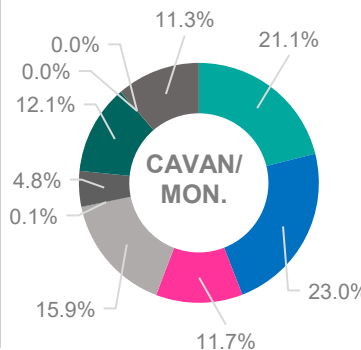
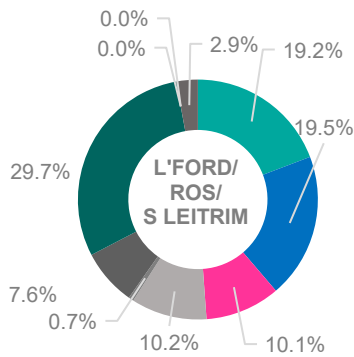
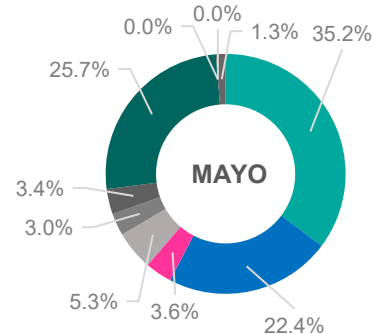
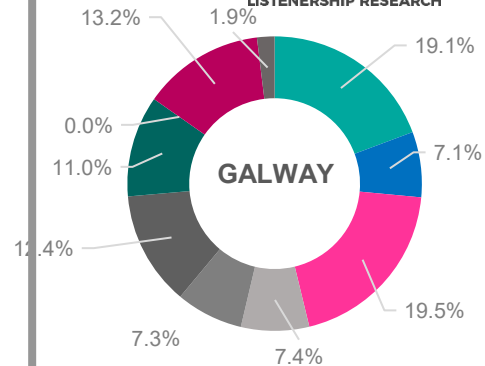
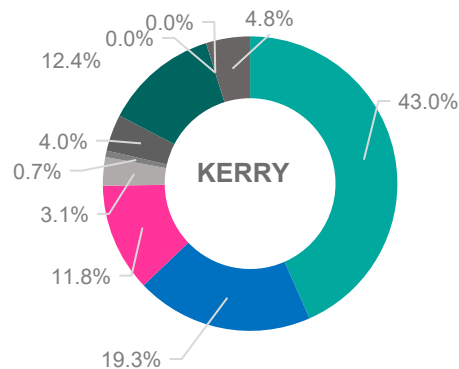
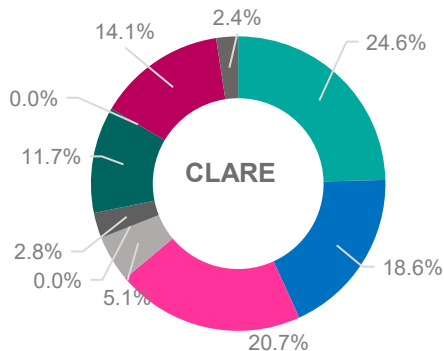
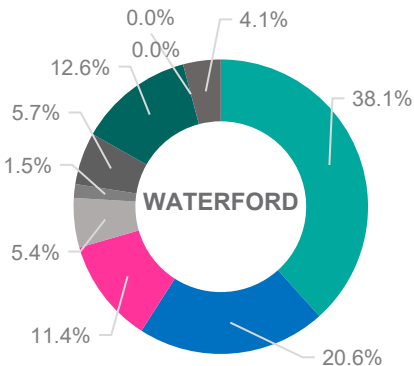
Small Sample Sizes



PT SHARE LOCAL AREAS – SHOPPERS WITH CHILDREN



JOINT NATIONAL
LISTENER RESEARCH



■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTÉ RADIO 1 ■ RTÉ 2FM ■ RTÉ LYRIC FM ■ NEW TALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOCAL/C/D-C

Small Sample Sizes

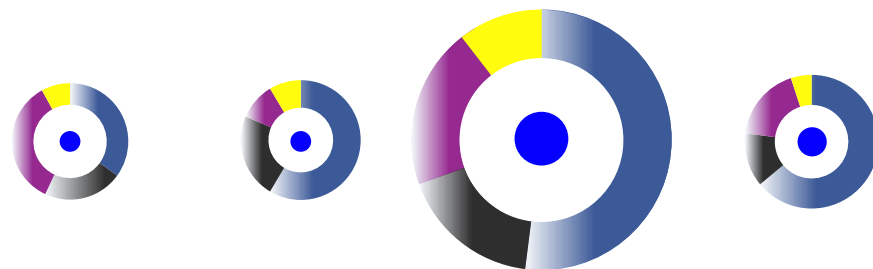




















Radio & Social Media

Radio is the original Social Media.

Irish Radio has over **14.6 Million** connections.



All RTÉ	IRS+	Media Central	ONIC
 750,886	 1,281,839	 4,365,000	 1,465,000
 469,100	 356,188	 1,637,200	 284,203
 751,600	 194,774	 1,458,069	 408,811
 167,200	 45,770	 864,531	 115,471

Appendix

SALES HOUSE COMPOSITION

RTE

- RTE Radio 1, RTE 2FM, RTE Lyric FM and Raidio na Gaeltachta

IRS +

- KFM, KCLR, Midlands Radio 3, South East Radio, East Coast Radio, Tipp FM, Clare FM, Radio Kerry, MWR, Shannonside, Northern Sound, Ocean FM, Highland Radio, Sunshine 106.8 and Radio Nova

Media Central Group

- Today FM, Newstalk, 98FM, Spin 1038, Spin South-West, iRadio North-West, iRadio North-East, Beat 102-103, Classic Hits Radio and Red FM.

Onic Urban

- FM104, Q102, Cork's 96FM, C103, LMFM, Live 95FM, Galway Bay FM and WLR FM