



RADIOCENTRE IRELAND



2025-3

JNLR Radio Listenership

Sales House Report

October 24 to September 25



NOTE TO THE READER ...

The following charts outline Weekly Reach and 7am-7pm (PT) share for the 2025-3 JNLR Report.

This report is based on the 12-month period October 2024 to September 2025. Reach data is compared, year on year, to the 2024-3 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 2025-3 data.

See Appendix for Sales house composition

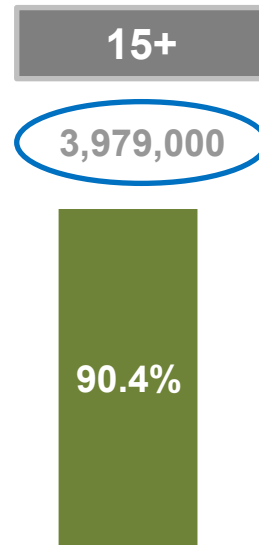
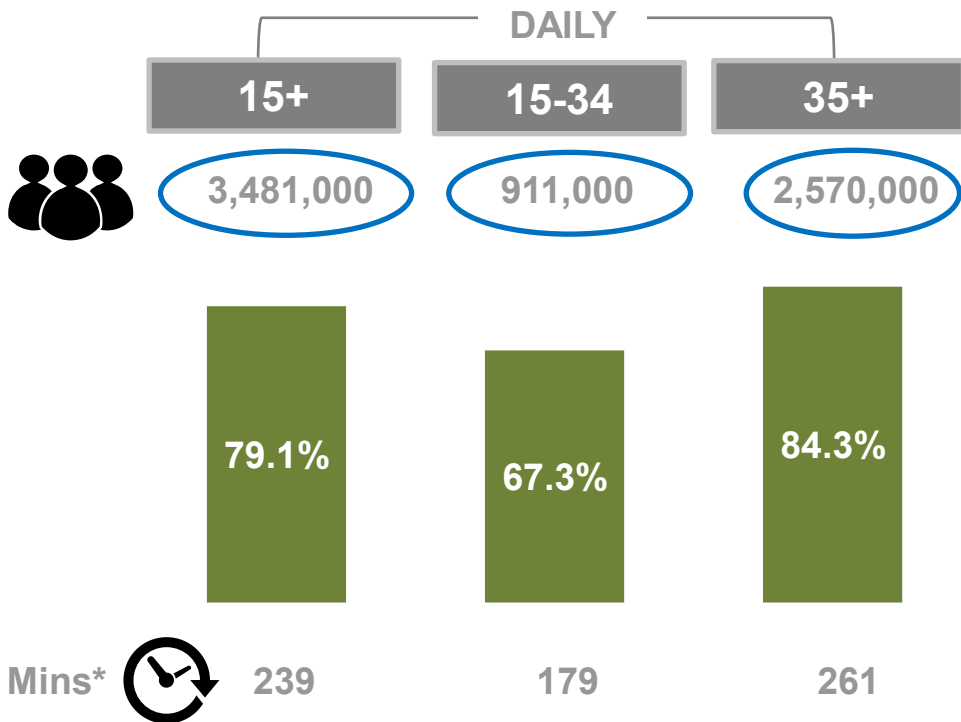
Radio Today

RADIO TODAY

Almost 3.5 million Irish adults listen to radio on an average day



PAST
WEEK



Source: JNLR Sales House -Weekly Reach

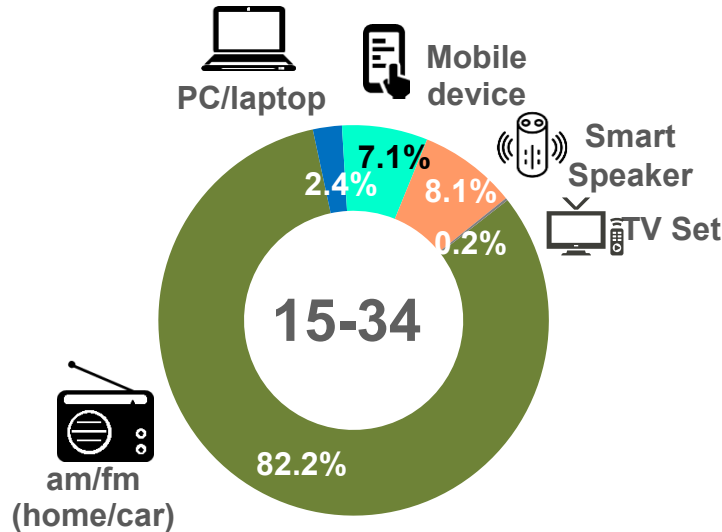
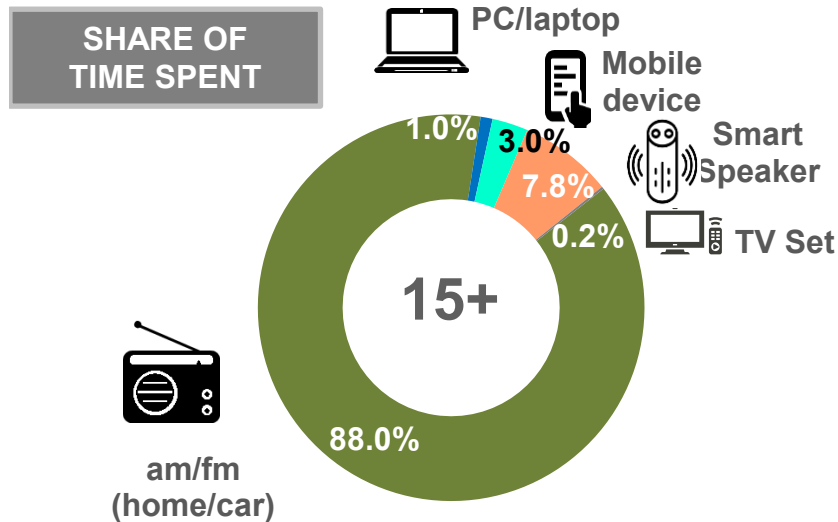
Source: JNLR National Report 2025-3

* Average time spent among listeners 7am-midnight



RADIO TODAY

While most listening happens on the AM/FM radio – 521,000 listen daily on a digital platform



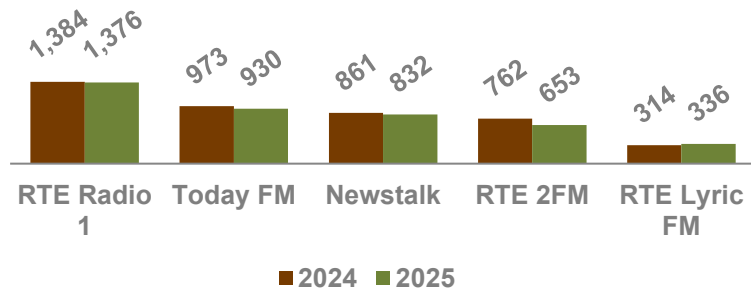
Source: JNLR Platform Data 2025-3

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

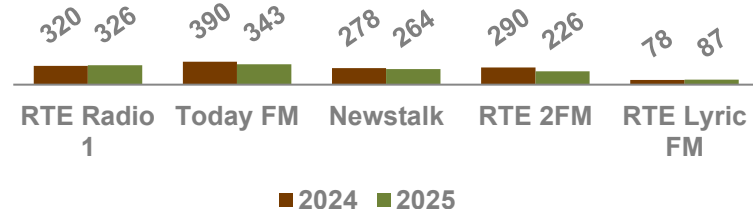
National

WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

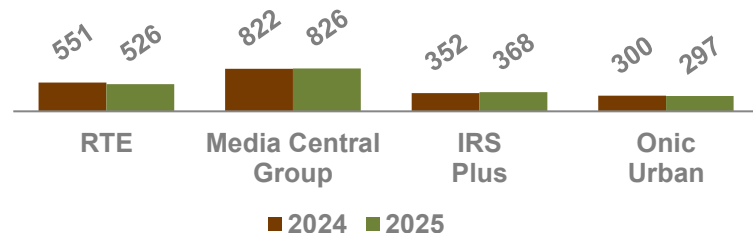
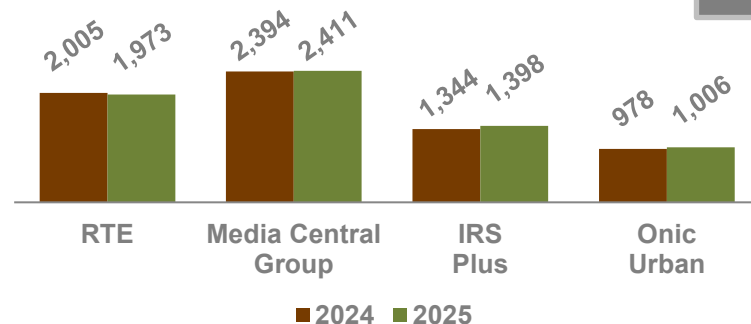
All Adults 000's



National Stations



Sales Houses



Universe: 4,402
Sample: 12,466

Universe: 1,248
Sample: 3,563

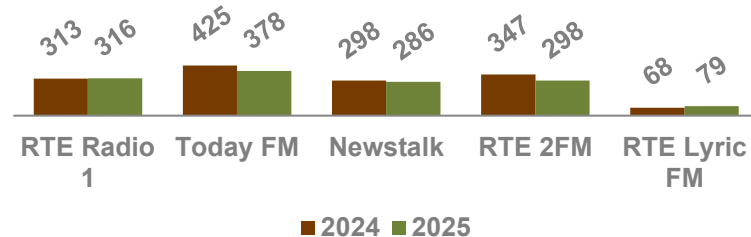
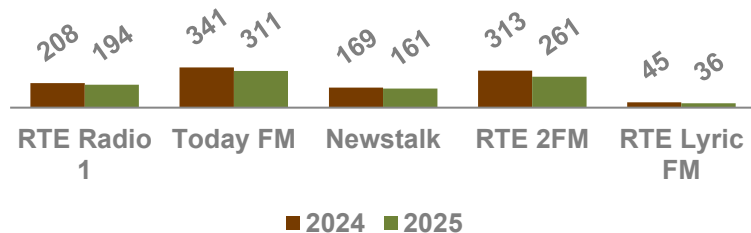
RTE definition 2025 has been updated to include Raidió na Gaeltachta

WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

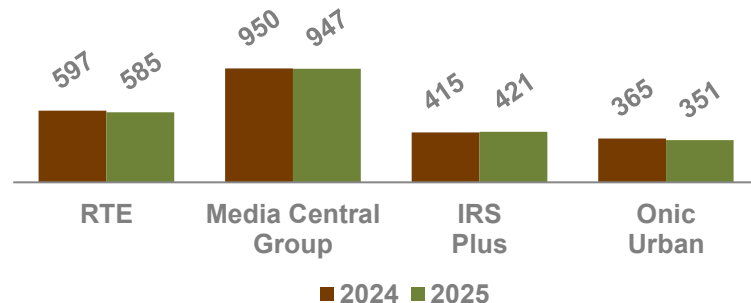
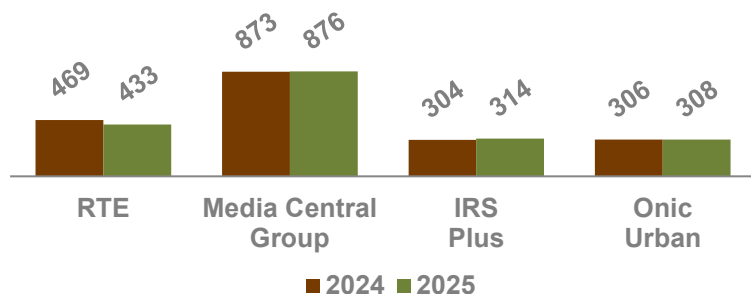
15-34 000's

National Stations

25-44 000's



Sales Houses



Universe: 1,353
Sample: 3,690

Universe: 1,485
Sample: 4,294

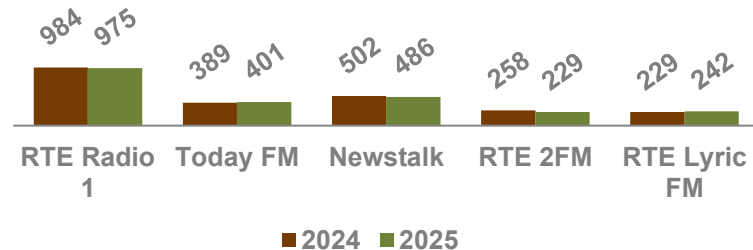
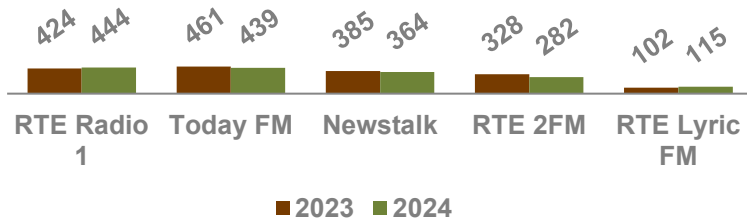
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WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

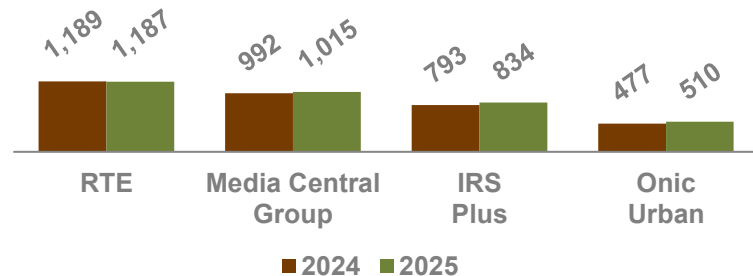
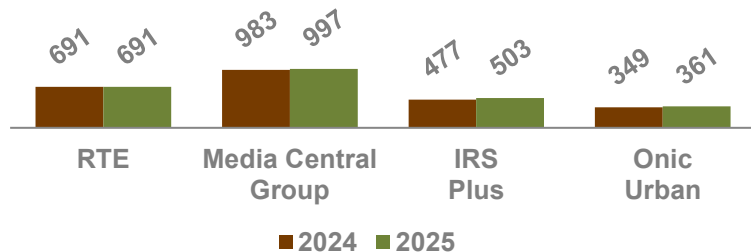
35-54 000's

National Stations

45+ 000's



Sales Houses



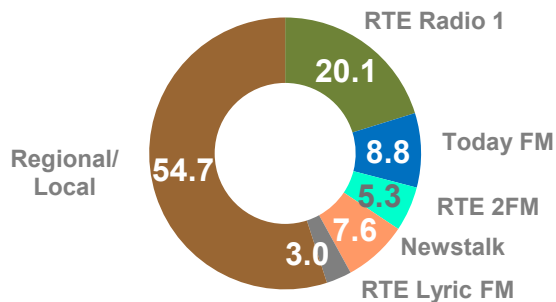
Universe: 1,584
Sample: 4,401

Universe: 2,231
Sample: 6,385

RTE definition 2025 has been updated to include Raidió na Gaeltachta

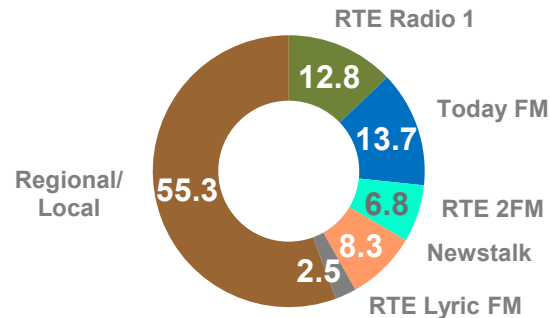
PT MARKET SHARE NATIONAL & SALES HOUSES

All Adults %

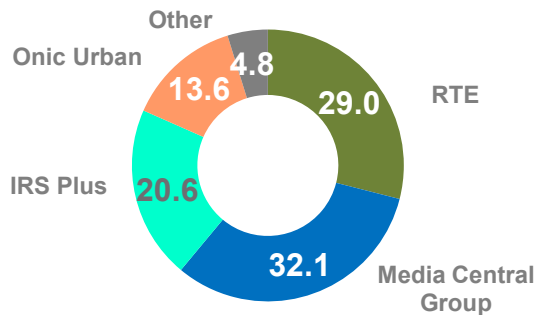


National Stations

SHWK %

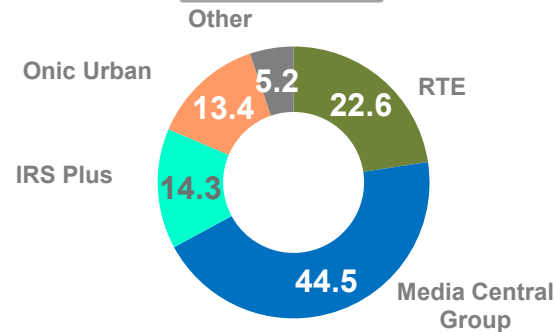


All Adults %



Sales Houses

SHWK %

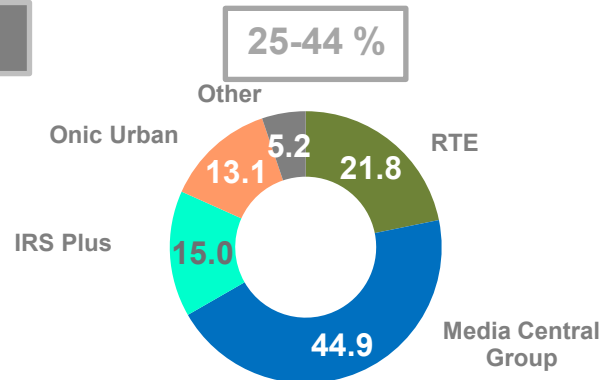
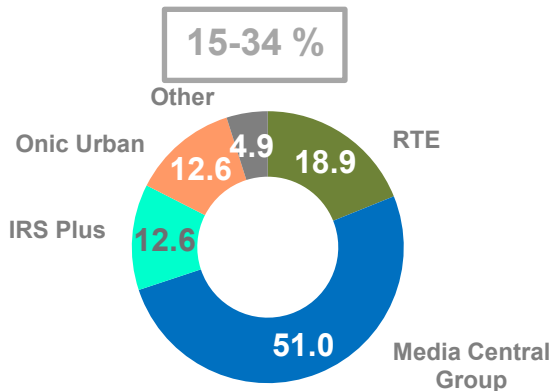
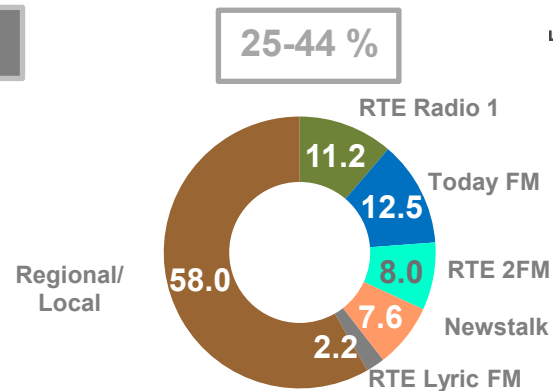
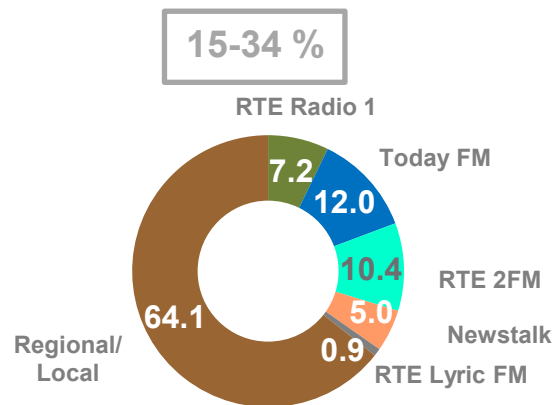


Sample: 9,734

Sample: 2,821

RTE definition 2025 has been updated to include Raidió na Gaeltachta

PT MARKET SHARE NATIONAL & SALES HOUSES

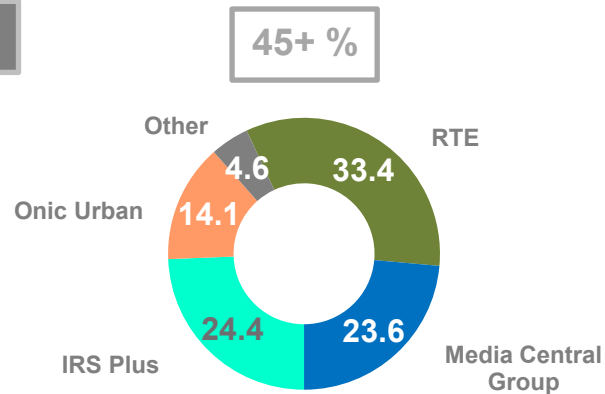
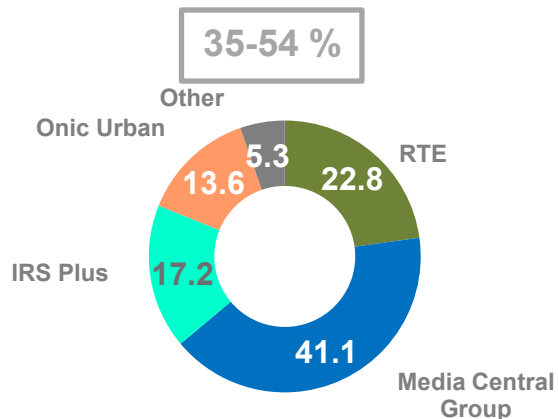
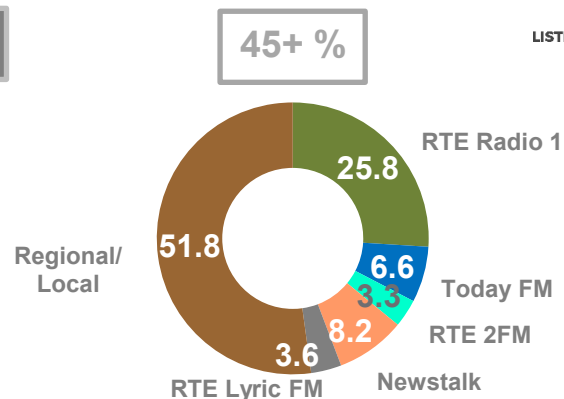
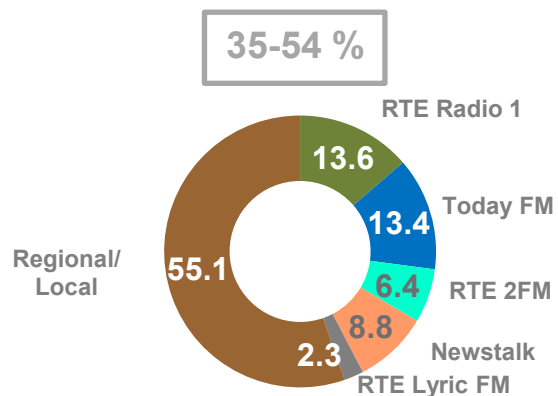


Sample: 2,473

Sample: 3,206

RTE definition 2025 has been updated to include Raidio na Gaeltachta

PT MARKET SHARE NATIONAL & SALES HOUSES



Sample: 3,480

Sample: 5,419

RTE definition 2025 has been updated to include Raidió na Gaeltachta

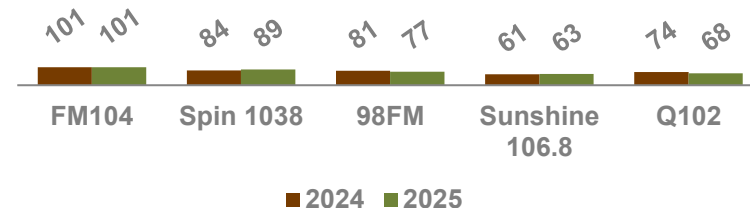
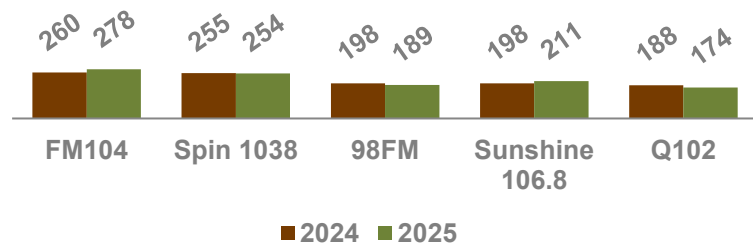
Dublin

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

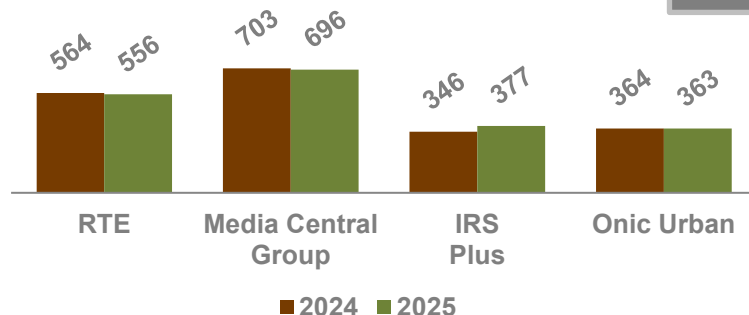
All Adults 000's

Dublin Stations

SHWK 000's



Sales Houses



Universe: 1,266
Sample: 2,978

Universe: 364
Sample: 837

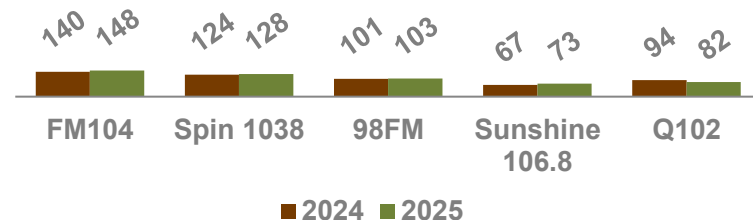
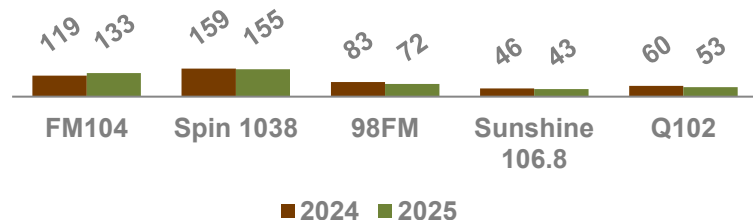
RTE definition 2025 has been updated to include Raidió na Gaeltachta

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

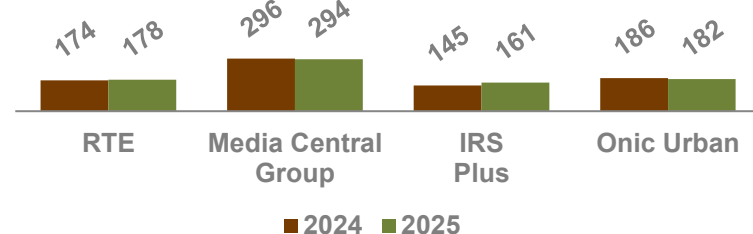
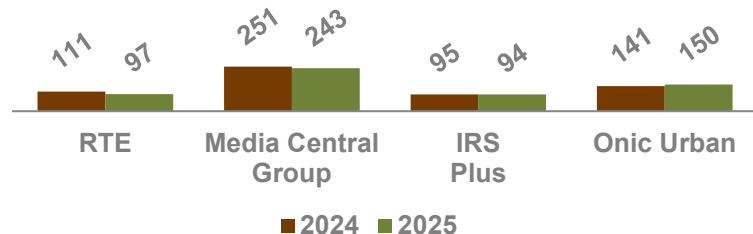
15-34 000's

Dublin Stations

25-44 000's



Sales Houses



Universe: 414
Sample: 842

Universe: 502
Sample: 1,108

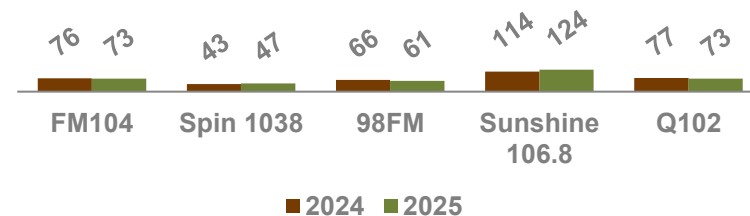
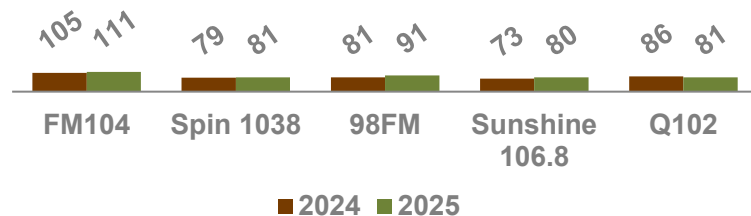
RTE definition 2025 has been updated to include Raidió na Gaeltachta

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

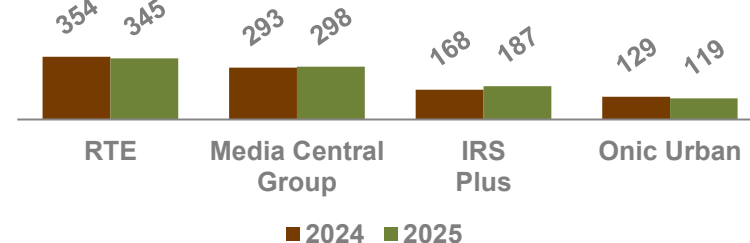
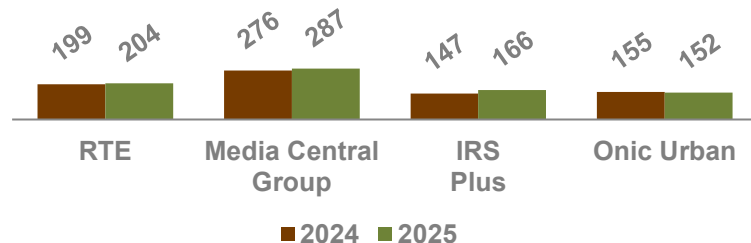
35-54 000's

Dublin Stations

45+ 000's



Sales Houses

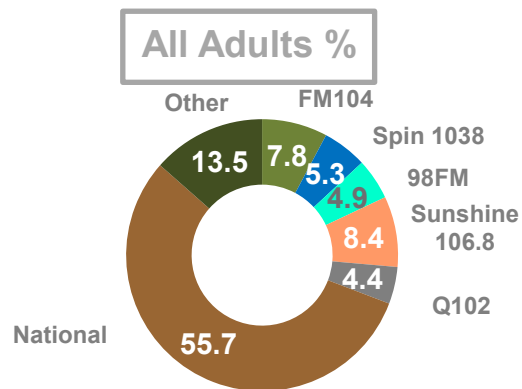


Universe: 478
Sample: 1,102

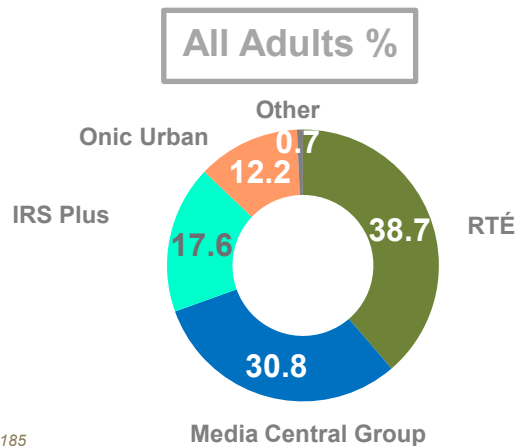
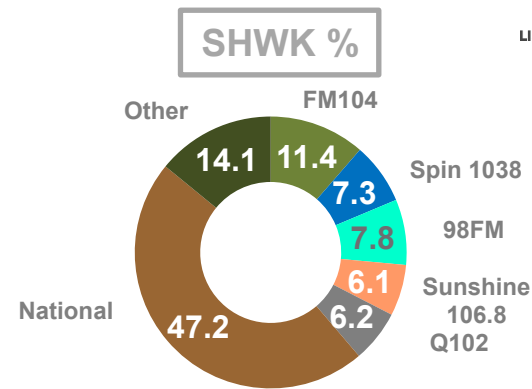
Universe: 587
Sample: 1,520

RTE definition 2025 has been updated to include Raidio na Gaeltachta

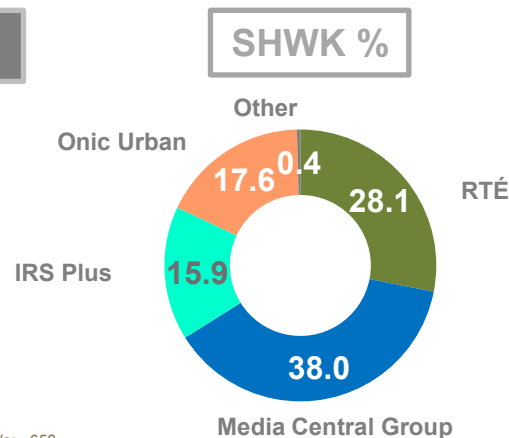
PT MARKET SHARE DUBLIN & SALES HOUSES



Dublin Stations



Sales Houses

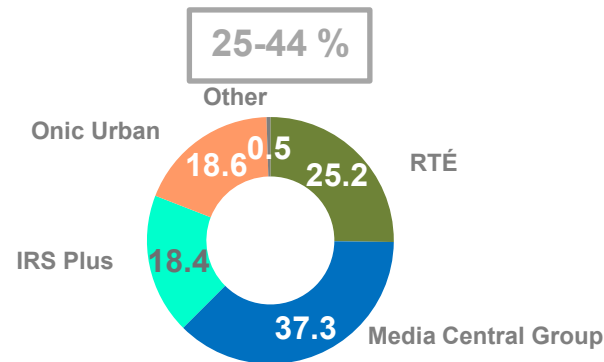
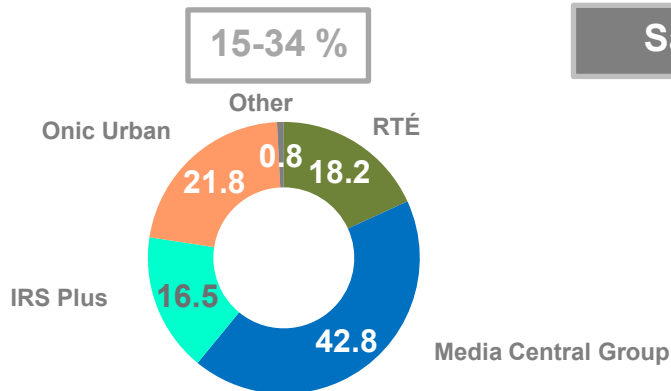
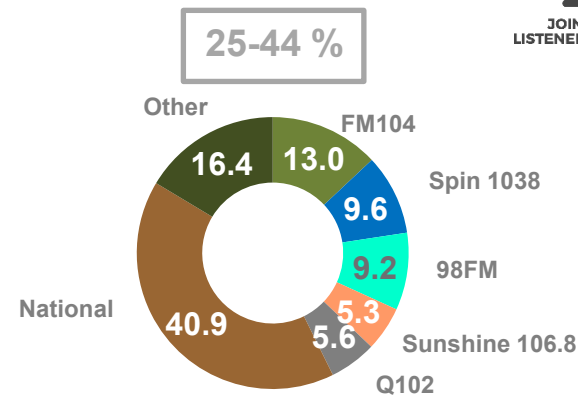
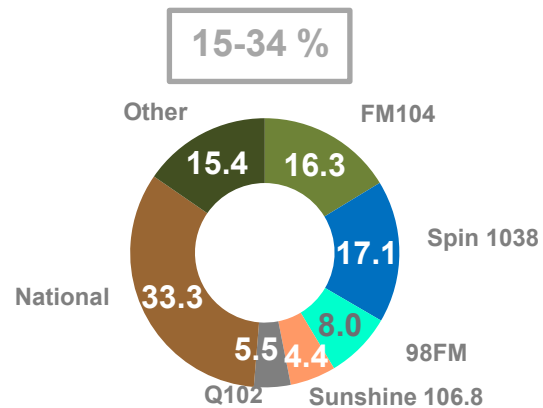


Sample: 2,185

Sample: 652

RTE definition 2025 has been updated to include Raidió na Gaeltachta

PT MARKET SHARE DUBLIN & SALES HOUSES

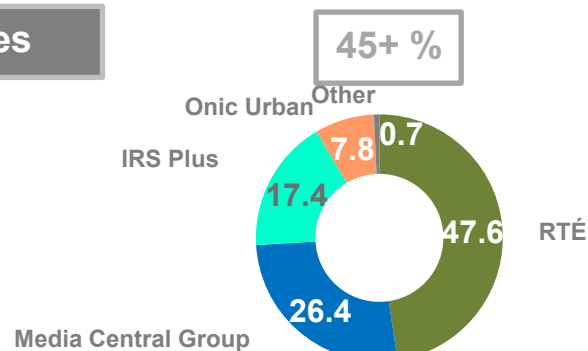
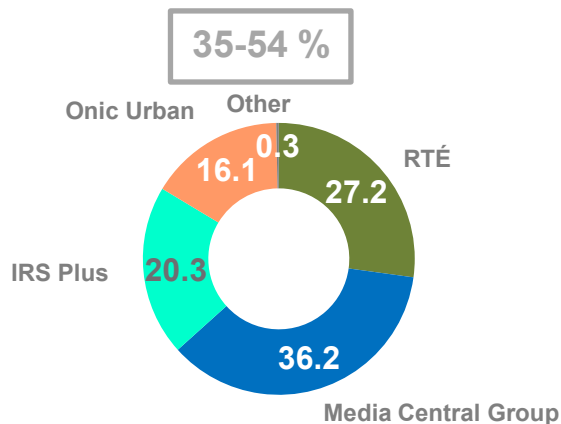
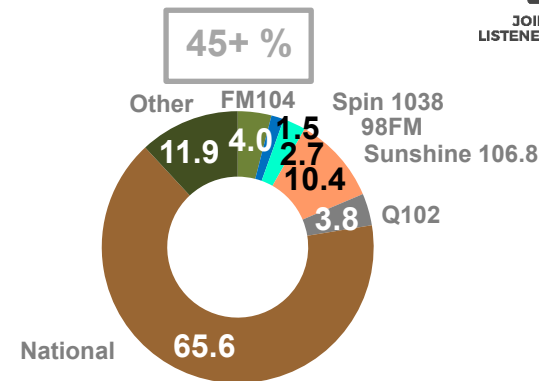
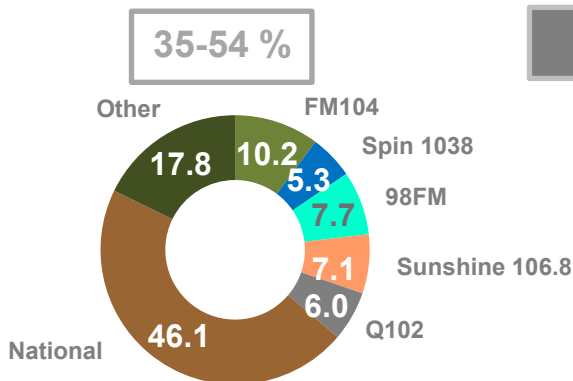


Sample: 463

Sample: 780

RTE definition 2025 has been updated to include Raidió na Gaeltachta

PT MARKET SHARE DUBLIN & SALES HOUSES



Sample: 853

Sample: 1,251

RTE definition 2025 has been updated to include Raidió na Gaeltachta

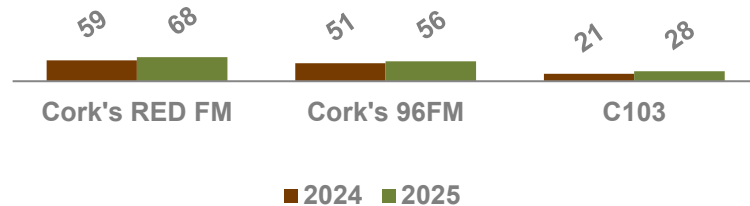
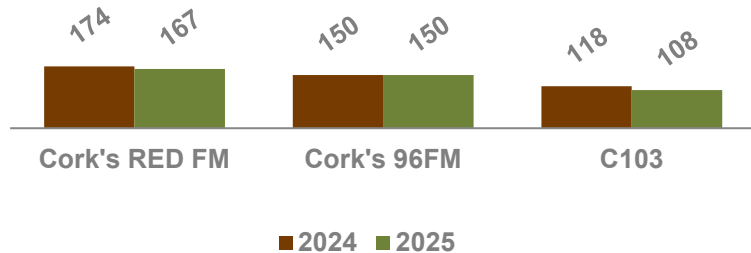
Cork

WEEKLY REACH – CORK & CORK SALES HOUSES

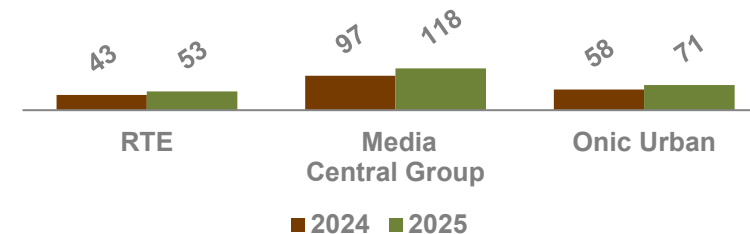
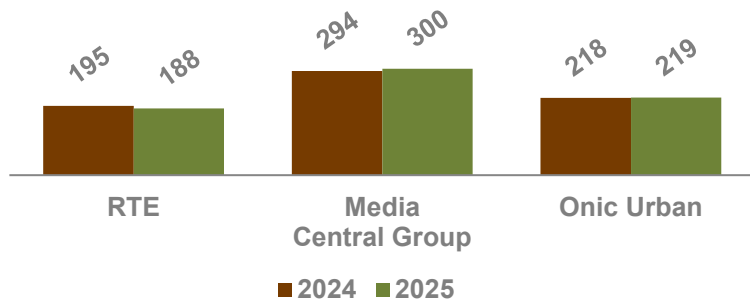
All Adults 000's

Cork Stations

SHWK 000's



Sales Houses



Universe: 500
Sample: 1,009

Universe: 171
Sample: 349

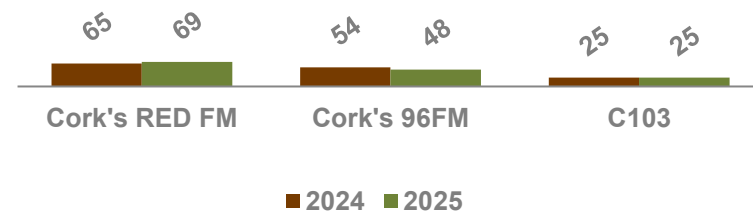
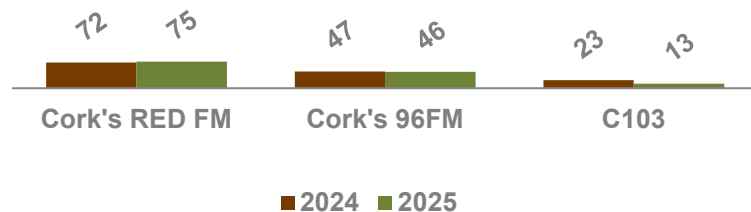
RTE definition 2025 has been updated to include Raidio na Gaeltachta

WEEKLY REACH – CORK & CORK SALES HOUSES

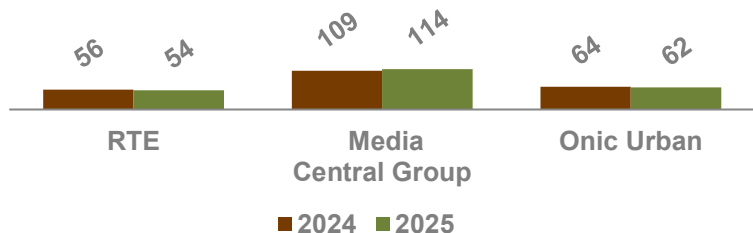
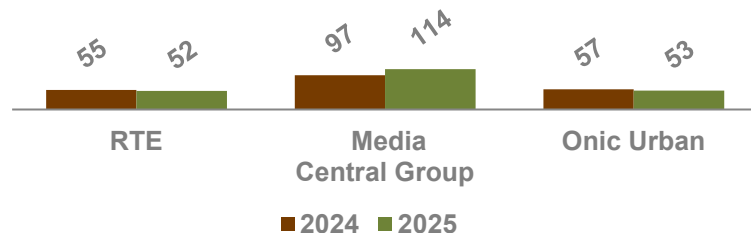
15-34 000's

Cork Stations

25-44 000's



Sales Houses



Universe: 156
Sample: 287

Universe: 165
Sample: 330

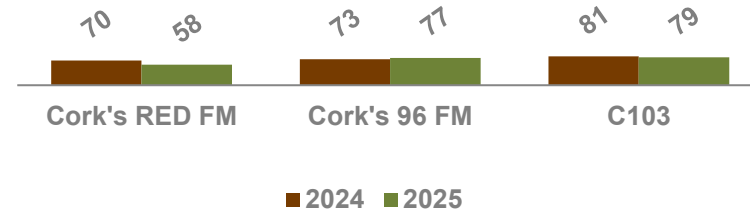
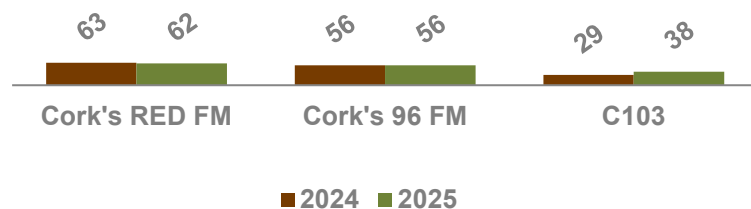
RTE definition 2025 has been updated to include Raidio na Gaeltachta

WEEKLY REACH – CORK & CORK SALES HOUSES

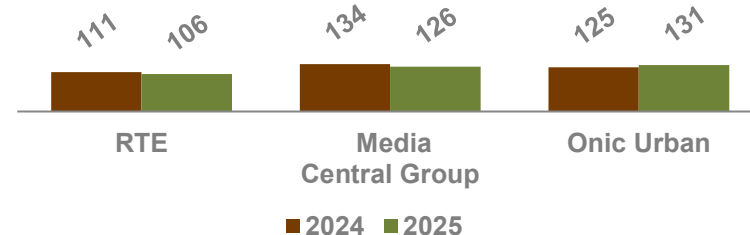
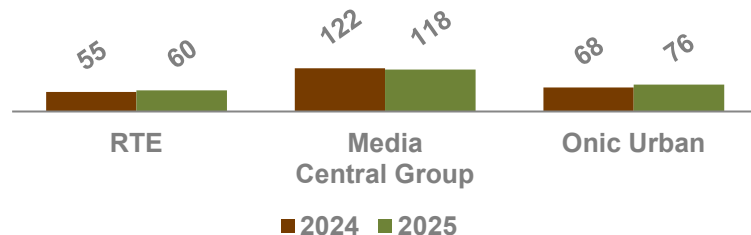
35-54 000's

Cork Stations

45+ 000's



Sales Houses



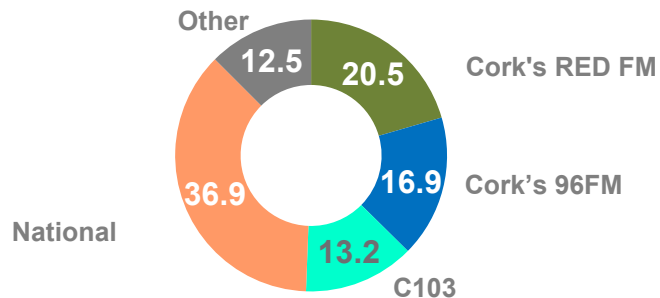
Universe: 176
Sample: 362

Universe: 254
Sample: 525

RTE definition 2025 has been updated to include Raidio na Gaeltachta

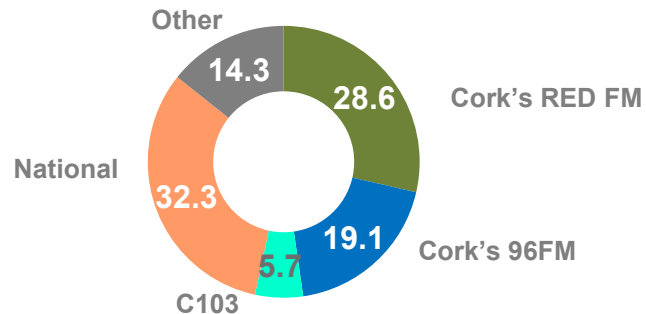
PT MARKET SHARE CORK & SALES HOUSES

All Adults %

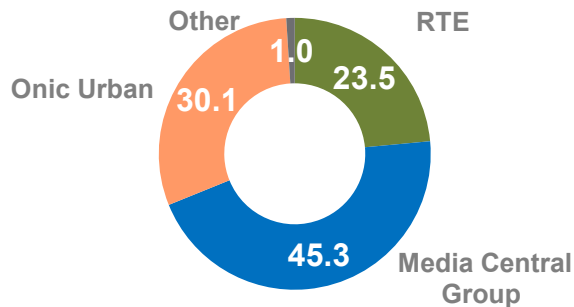


Cork Stations

SHWK %

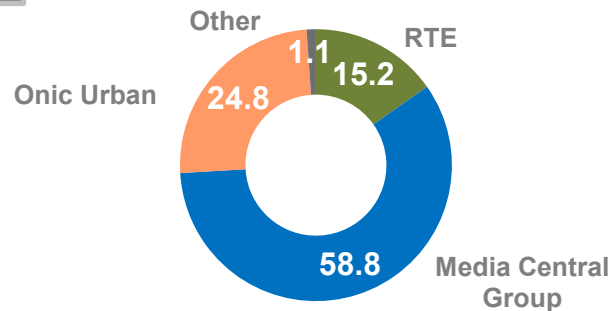


All Adults %



Sales Houses

SHWK %

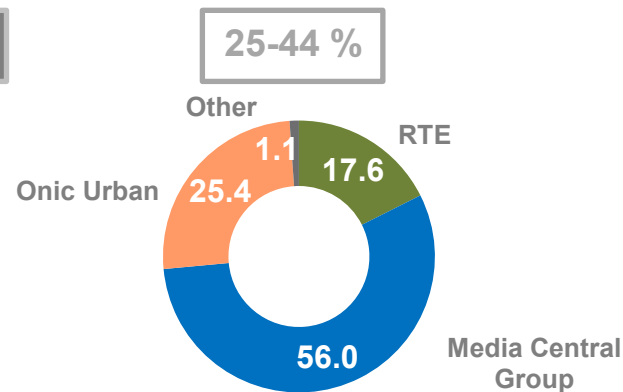
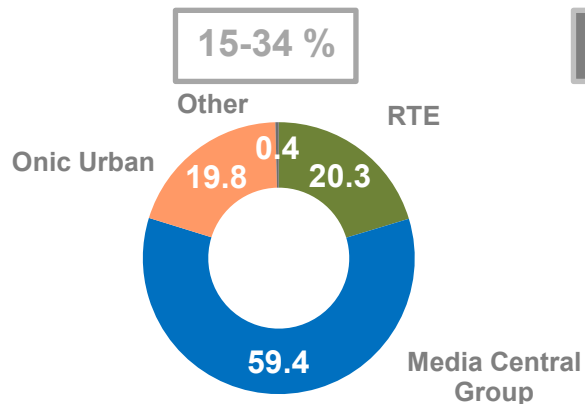
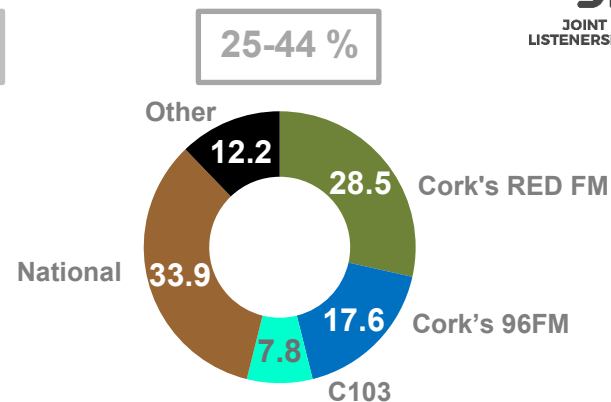
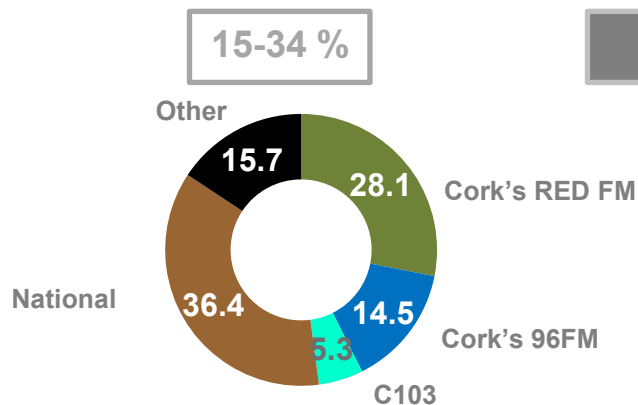


Sample: 831

Sample: 282

RTE definition 2025 has been updated to include Raidio na Gaeltachta

PT MARKET SHARE CORK & SALES HOUSES

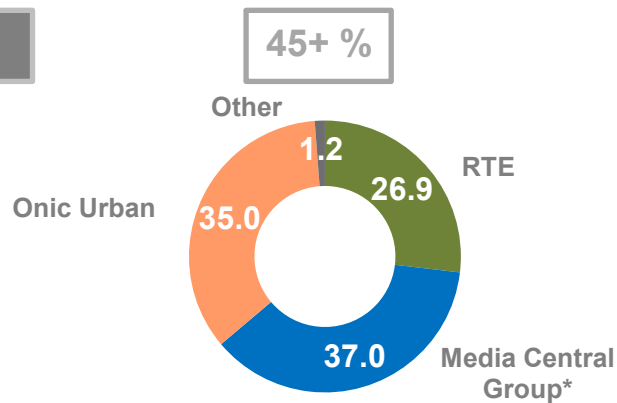
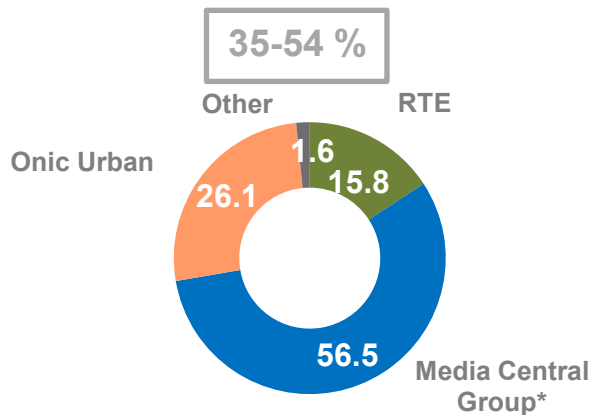
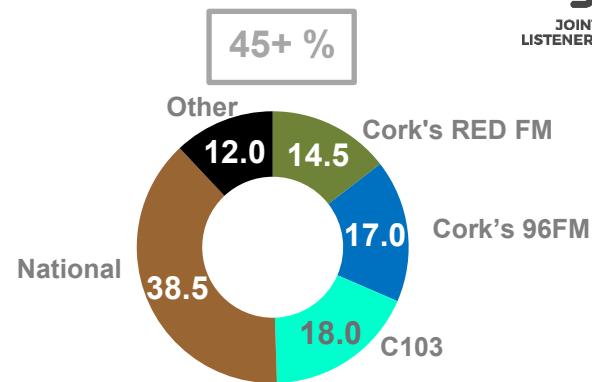
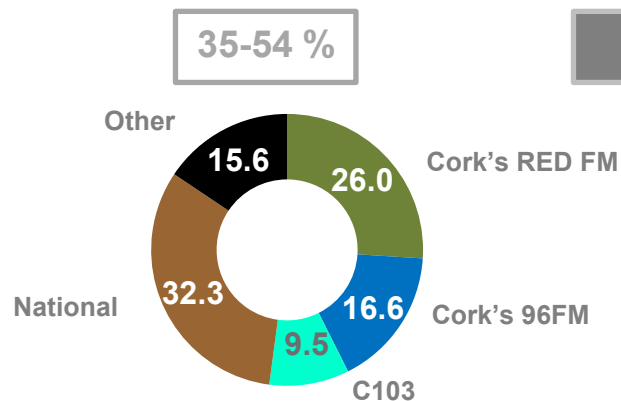


Sample: 224

Sample: 260

RTE definition 2025 has been updated to include Raidió na Gaeltachta

PT MARKET SHARE CORK & SALES HOUSES



Sample: 295

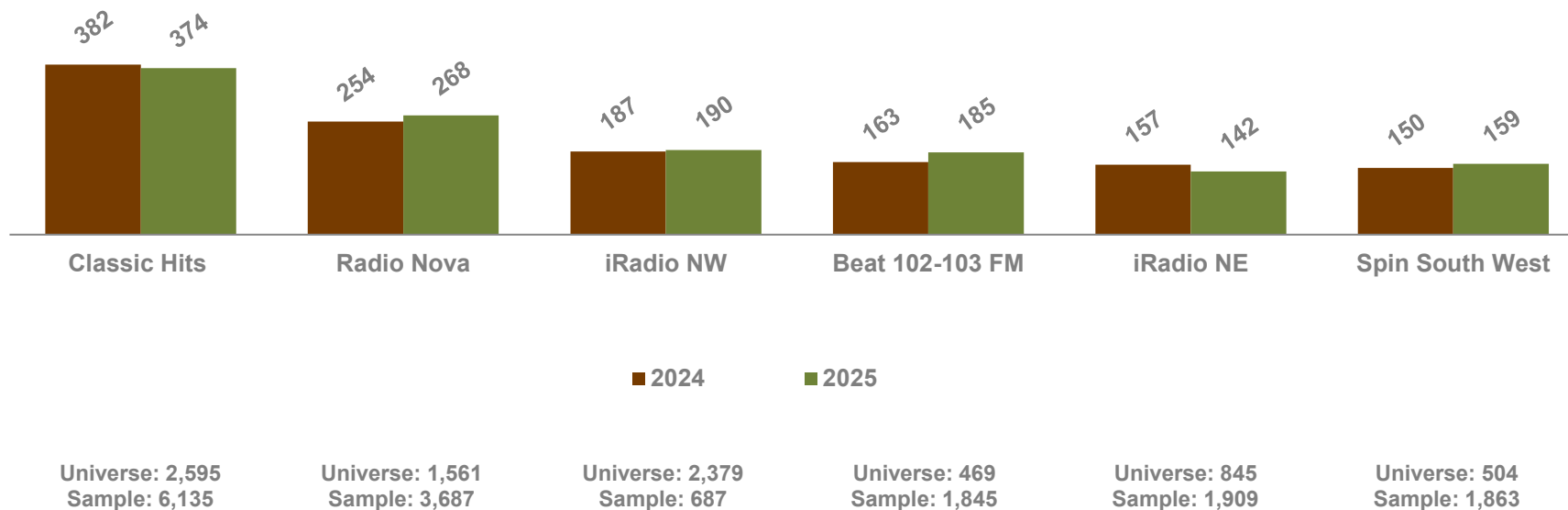
Sample: 453

RTE definition 2025 has been updated to include Raidió na Gaeltachta

Regional

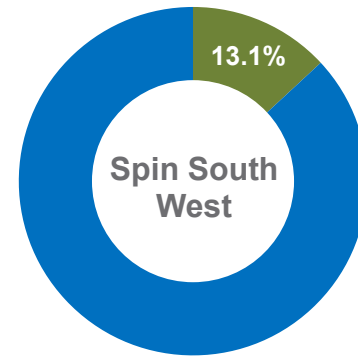
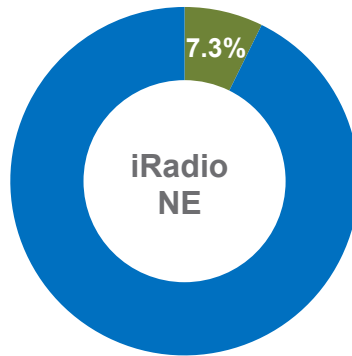
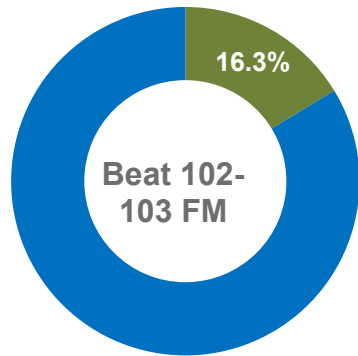
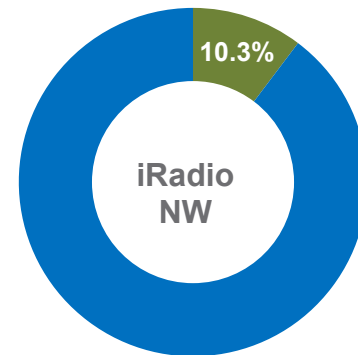
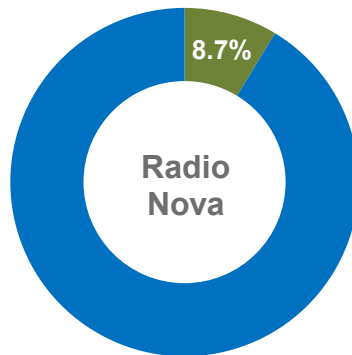
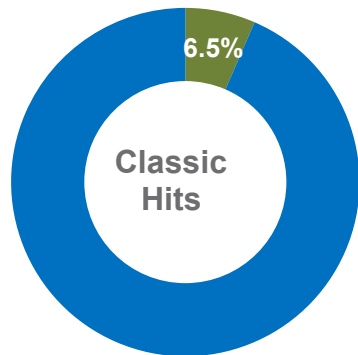
WEEKLY REACH – REGIONAL

All Adults



PT MARKET SHARE REGIONAL – 2025-3

All Adults



Local Area

WEEKLY REACH – LOCAL AREAS

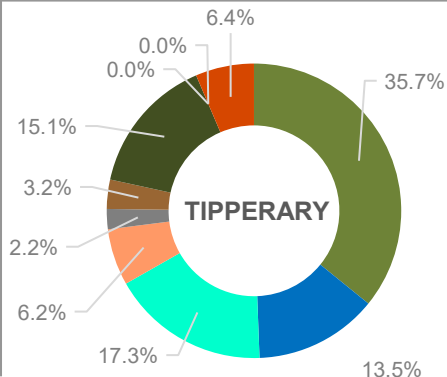
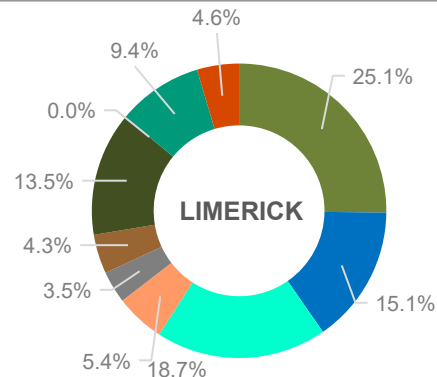
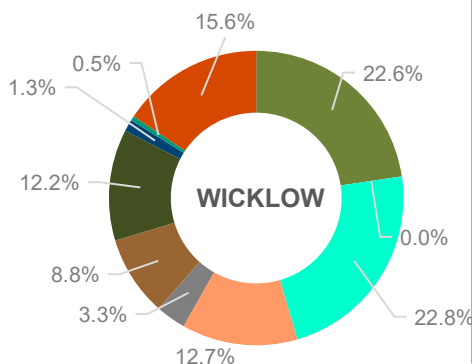
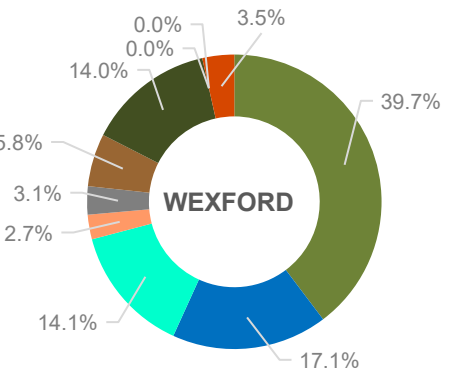
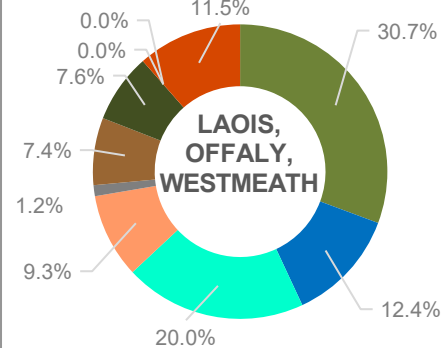
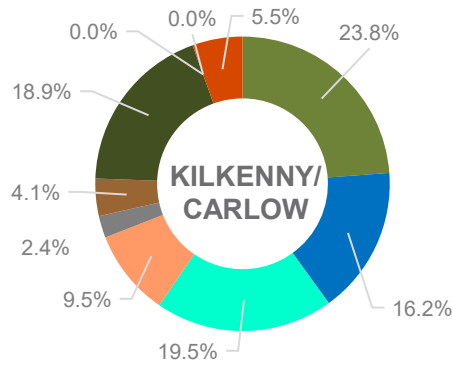
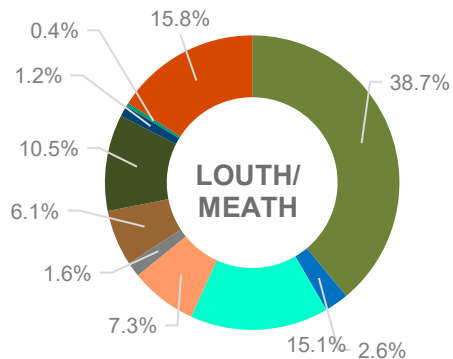
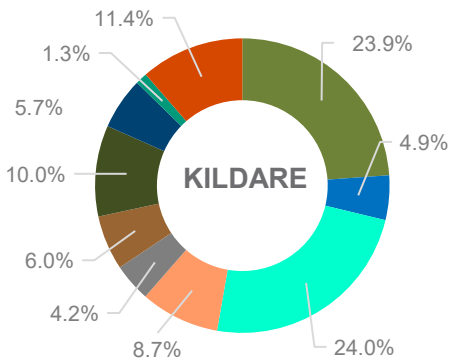
All Adults



PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL
LISTENERSHIP RESEARCH

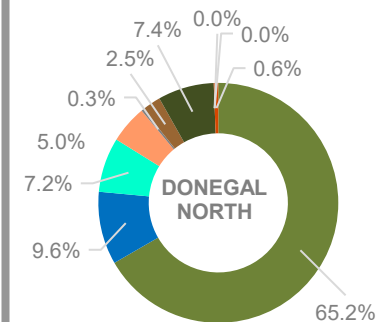
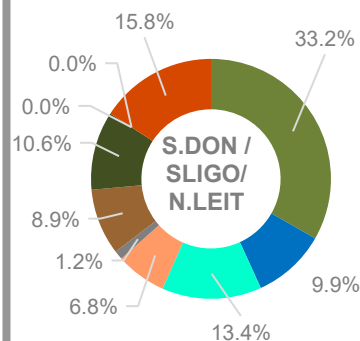
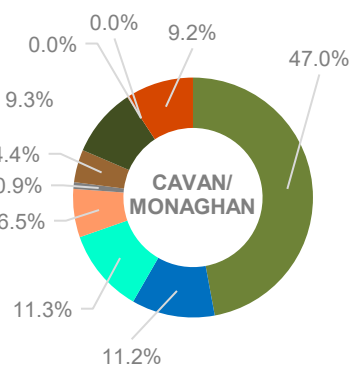
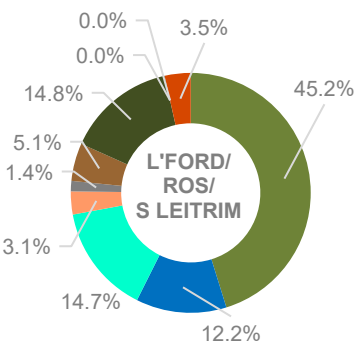
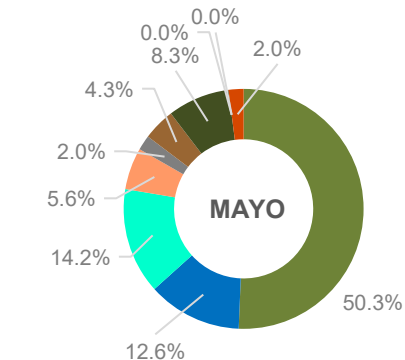
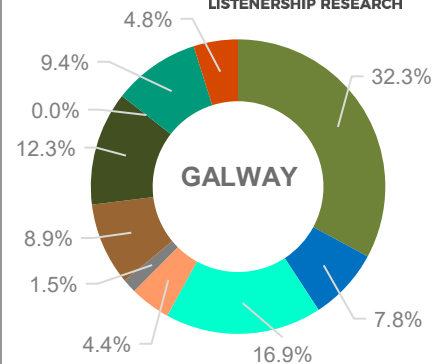
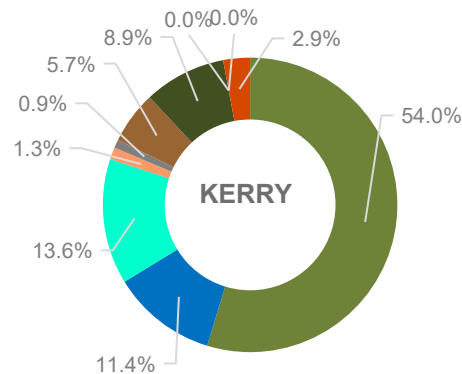
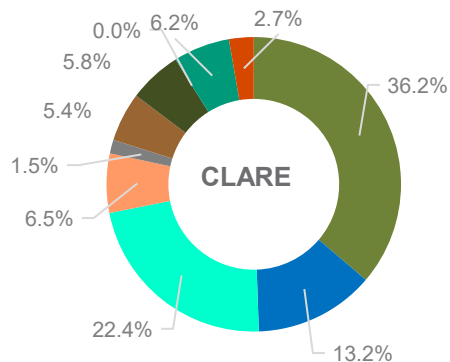
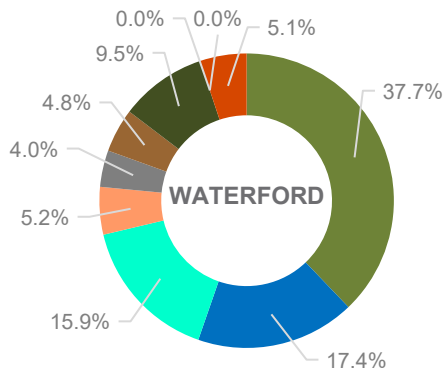


■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTE RADIO 1 ■ RTE 2FM ■ RTE LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOC/M-C/D-C

PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL
LISTENERSHIP RESEARCH

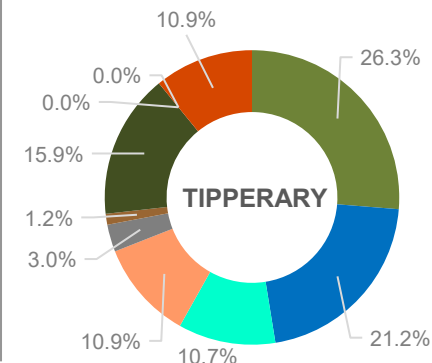
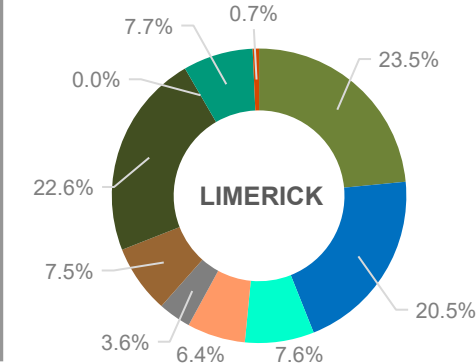
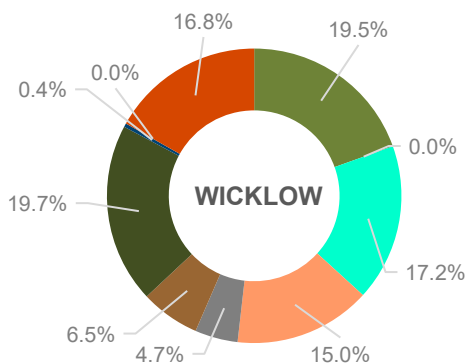
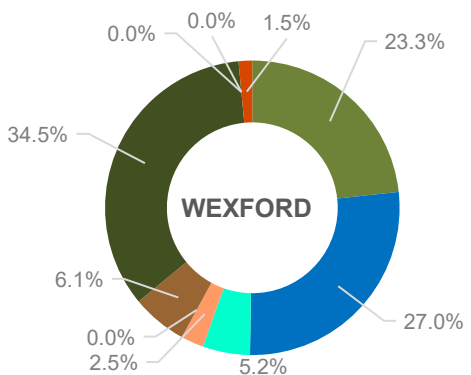
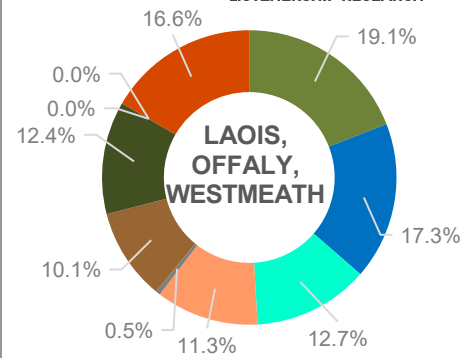
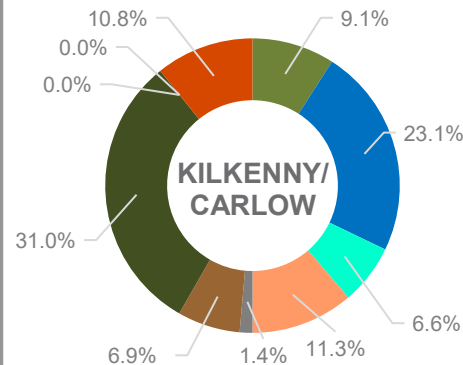
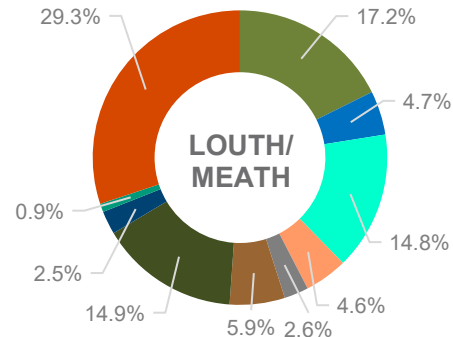
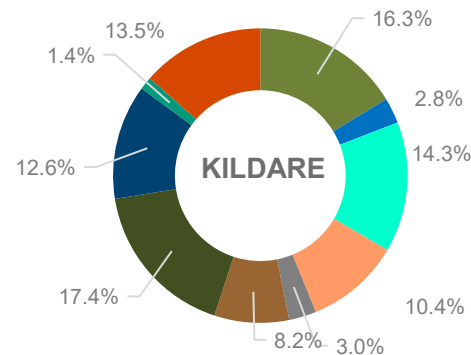


HOME LOCAL STATION REGIONAL STATION RTE RADIO 1 RTE 2FM RTE LYRIC FM NEWSTALK TODAY FM RADIO NOVA 100FM CLASSIC HITS 4FM OTHER REGION/LOC/M-C/D-C

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/LOC/M-C/D-C

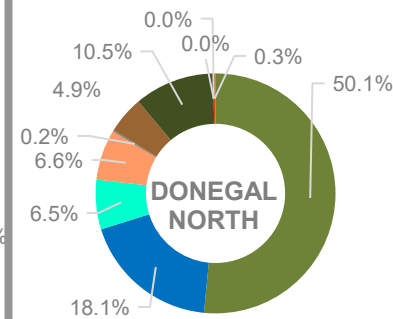
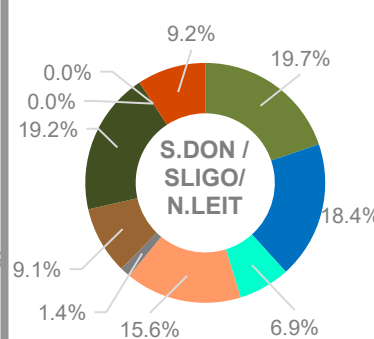
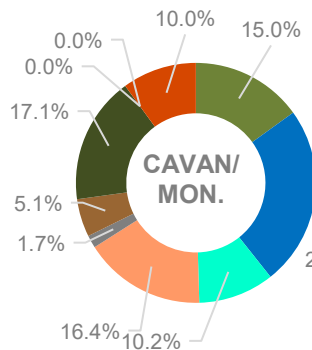
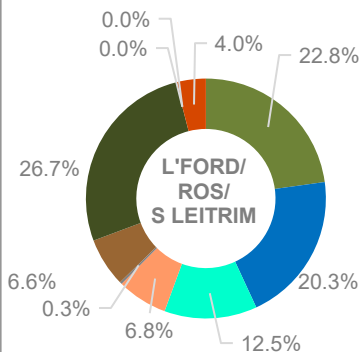
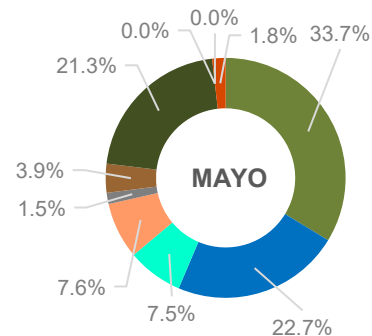
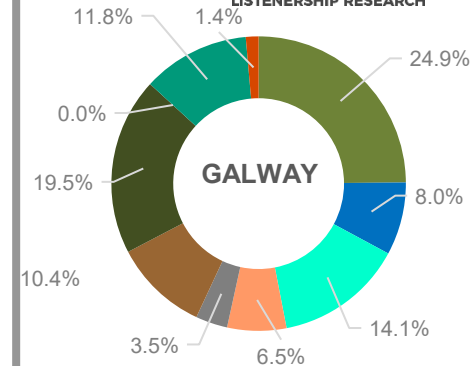
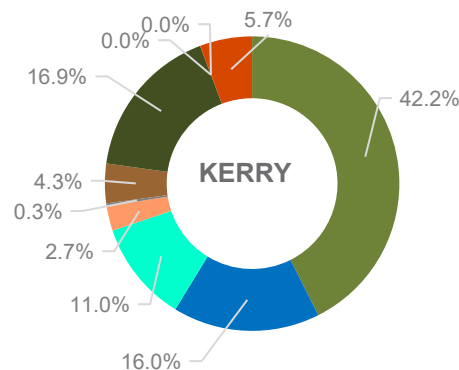
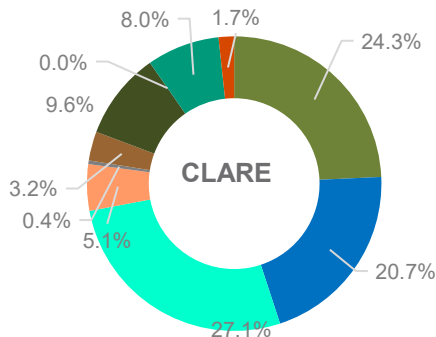
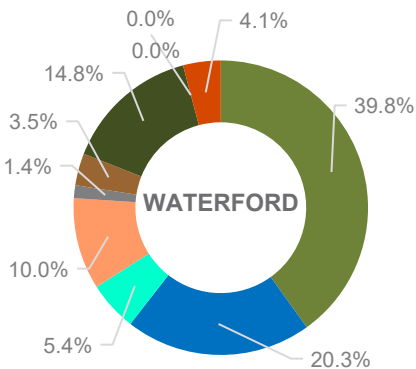
Small Sample Sizes



PT SHARE LOCAL AREAS – SHOPPERS WITH CHILDREN



JOINT NATIONAL
LISTENERSHIP RESEARCH



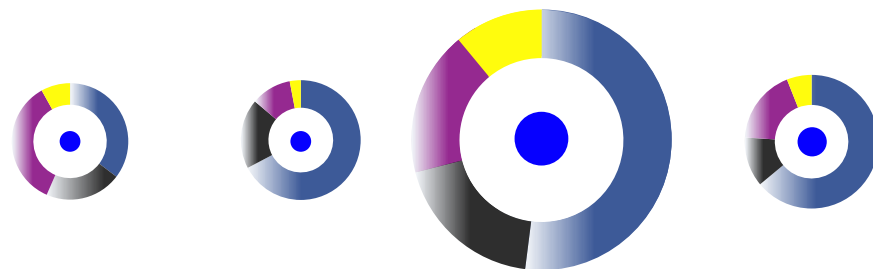
■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTE RADIO 1 ■ RTE 2FM ■ RTE LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOC/M-C/D-C

Small Sample Sizes



Radio & Social Media

Radio is the original social media.
Irish radio has over **14.8 million** connections.



All RTÉ

	787,970
	465,390
	799,200
	183,730

IRS+

	1,301,537
	357,074
	202,910
	49,732

Media Central

	4,398,000
	1,580,900
	1,499,069
	902,191

ONIC

	1,478,514
	279,628
	410,675
	131,685

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