



RADIOCENTRE IRELAND



JOINT NATIONAL  
LISTENERSHIP RESEARCH

## Sales House Report

January 25 to December 25



# NOTE TO THE READER ...

**The following charts outline Weekly Reach and 7am-7pm (PT) share for 2025-4, across key demographics.**

**This report is based on the 12-month period January to December 2025. Reach data is compared, year on year, to the 2024-4 report.**

## **Definitions:**

**The definition of 'RTE' has been updated to include Raidió na Gaeltachta. The data for the comparison period comprises RTE R1, RTE 2FM and RTE Lyric FM.**

**Universe estimates and sample size – refer to 2025-4 data.**

**See Appendix for Sales house composition**

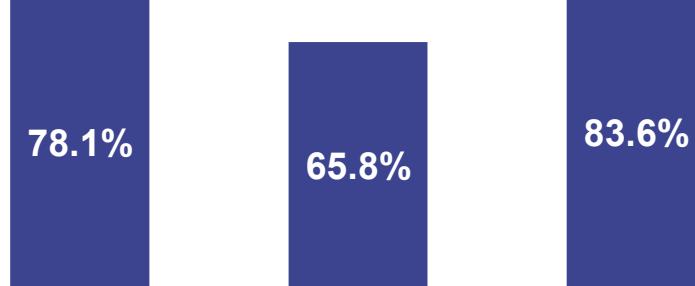
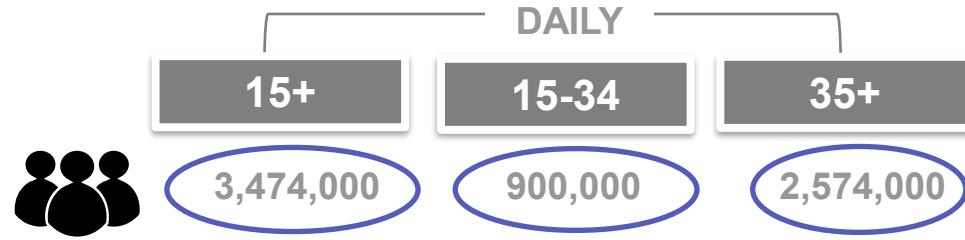


# Radio Today



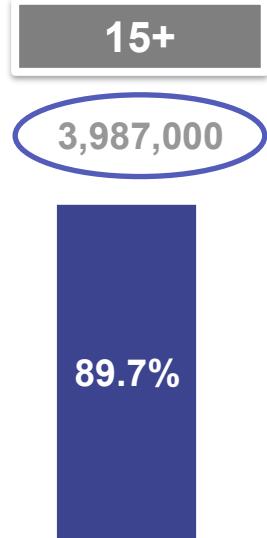
# RADIO TODAY

More than 3.45 million Irish adults listen to radio on an average day



On average  
listeners tune  
into 1.5 radio  
stations daily

**PAST WEEK**



Av. Mins\*  237

176

258

Source: JNLR National Report 2025-4

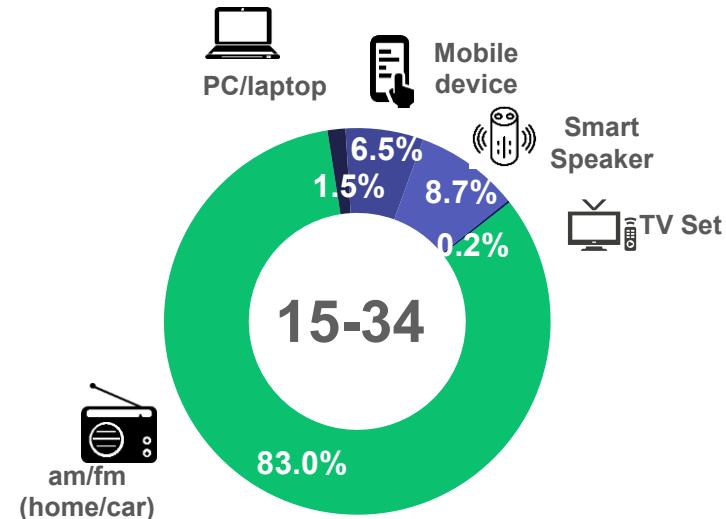
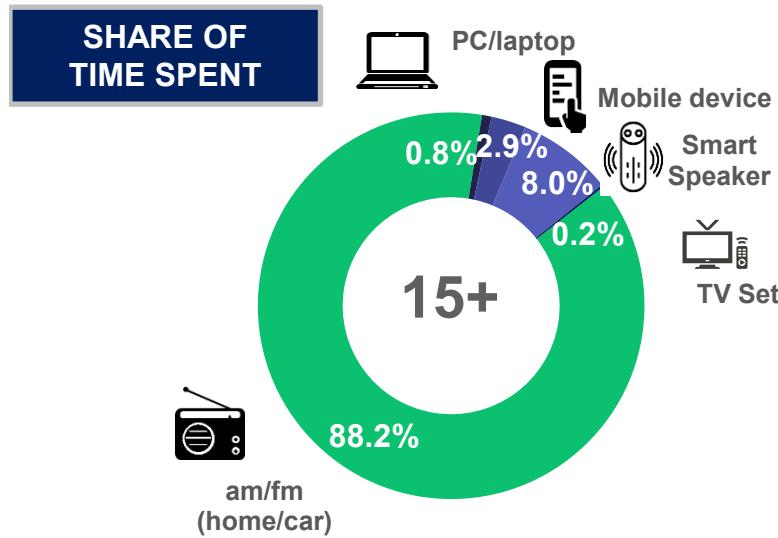
\* Average time spent among listeners 7am-midnight

Source: JNLR Sales House -Weekly Reach



# RADIO TODAY

While most listening happens on the AM/FM radio – 526,000 people listen daily on a digital platform



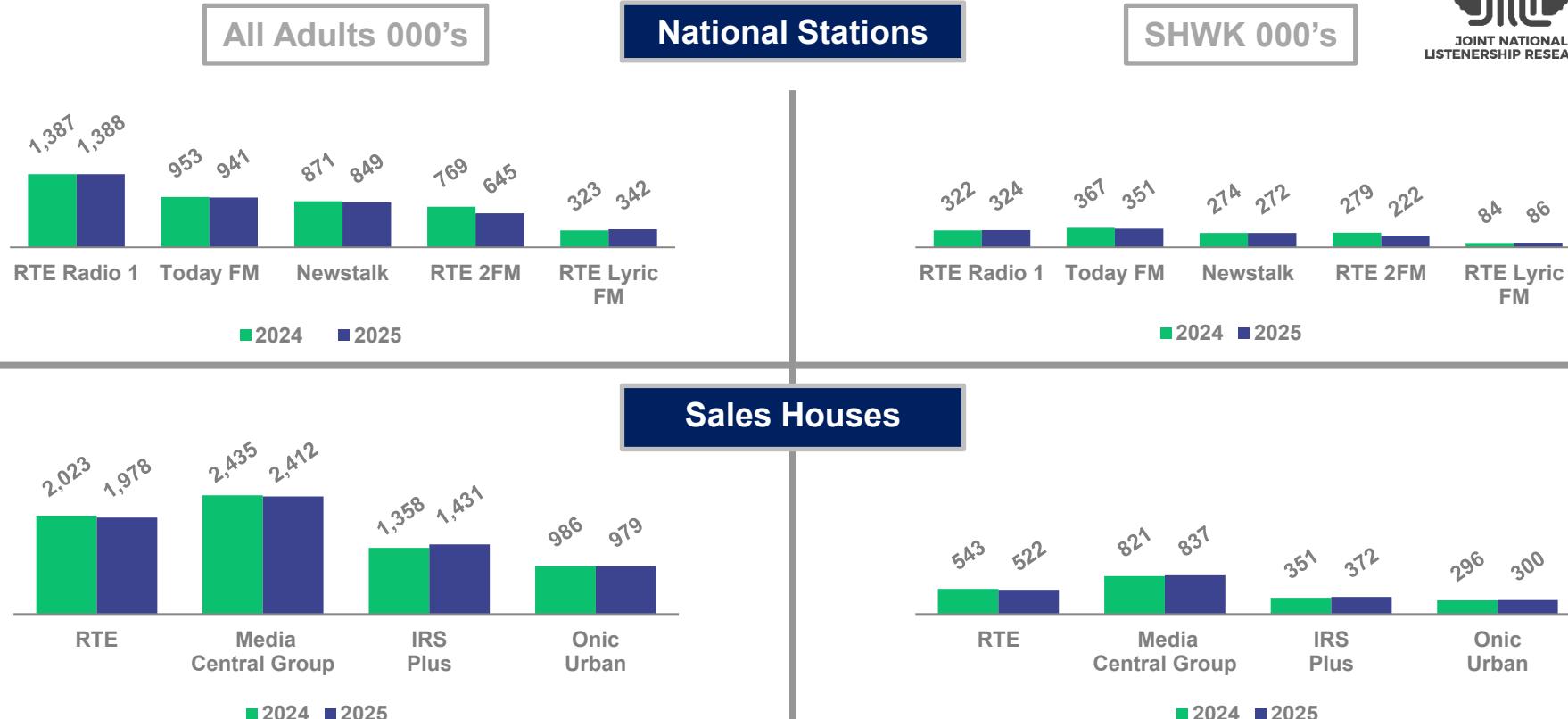
Source: JNLR Platform Data 2025-4

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



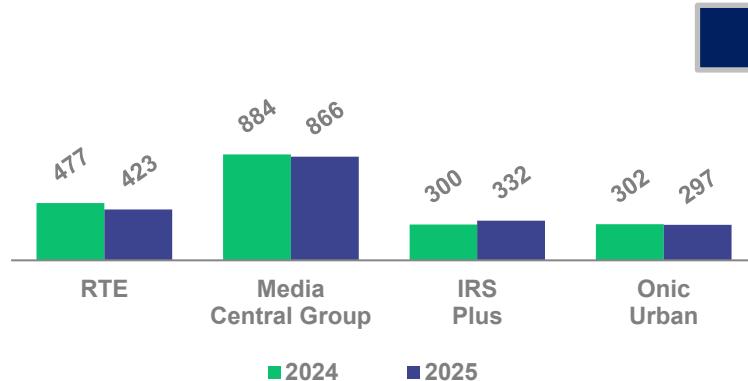
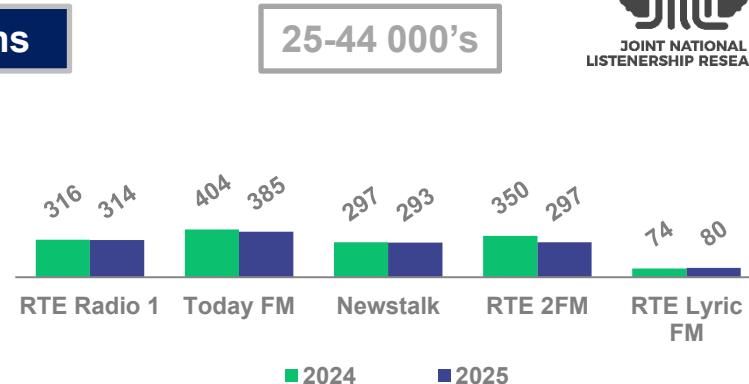
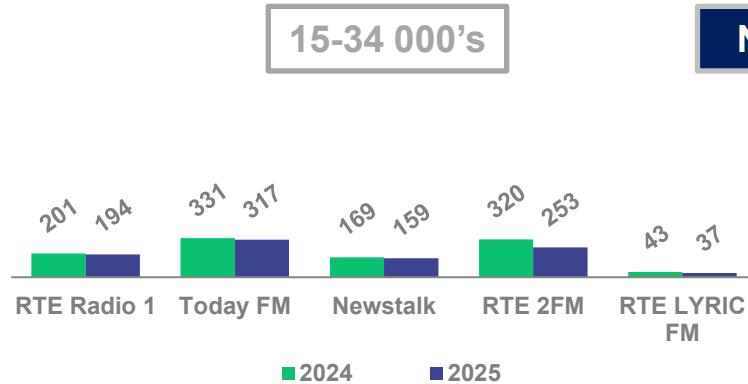
National

# WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

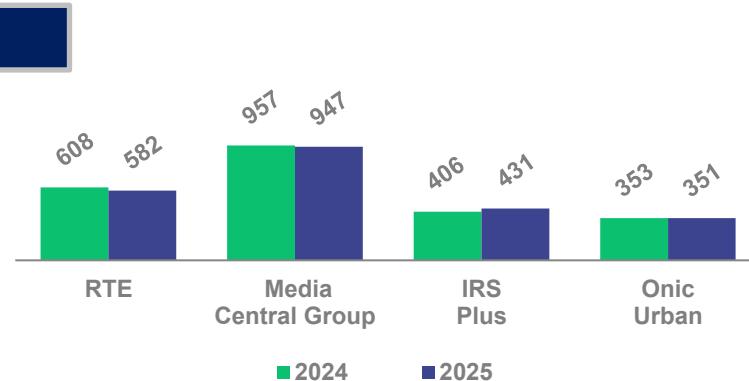


RTE definition 2025 has been updated to include Raidio na Gaeltachta

# WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES



Universe: 1,367  
Sample: 3,660

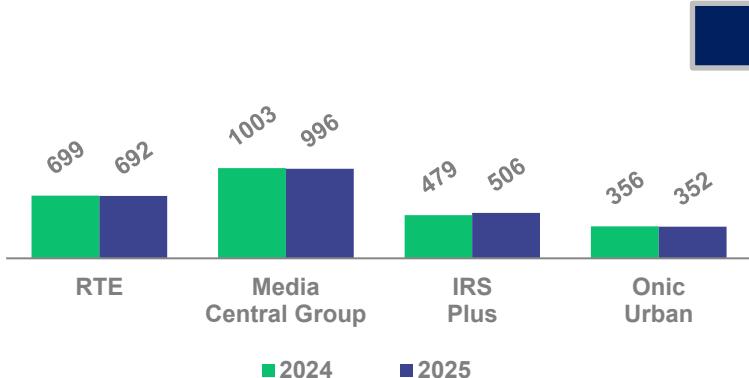
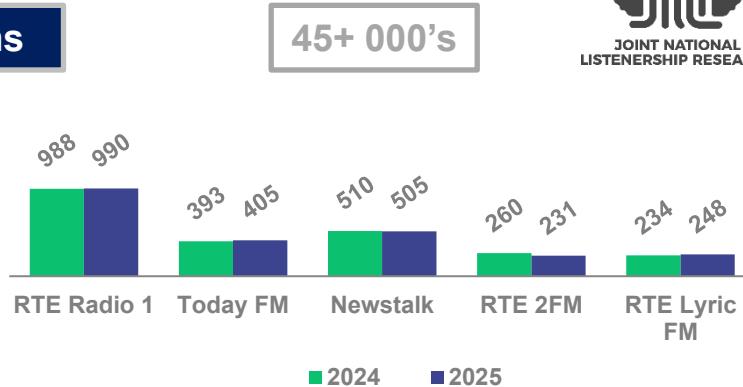
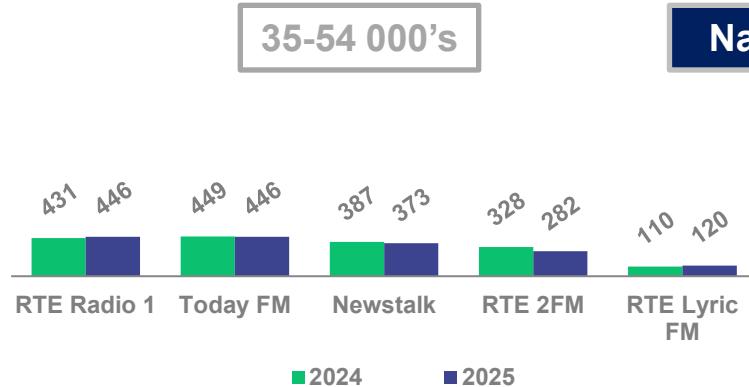


Universe: 1,492  
Sample: 4,284



RTE definition 2025 has been updated to include Raidio na Gaeltachta

# WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES



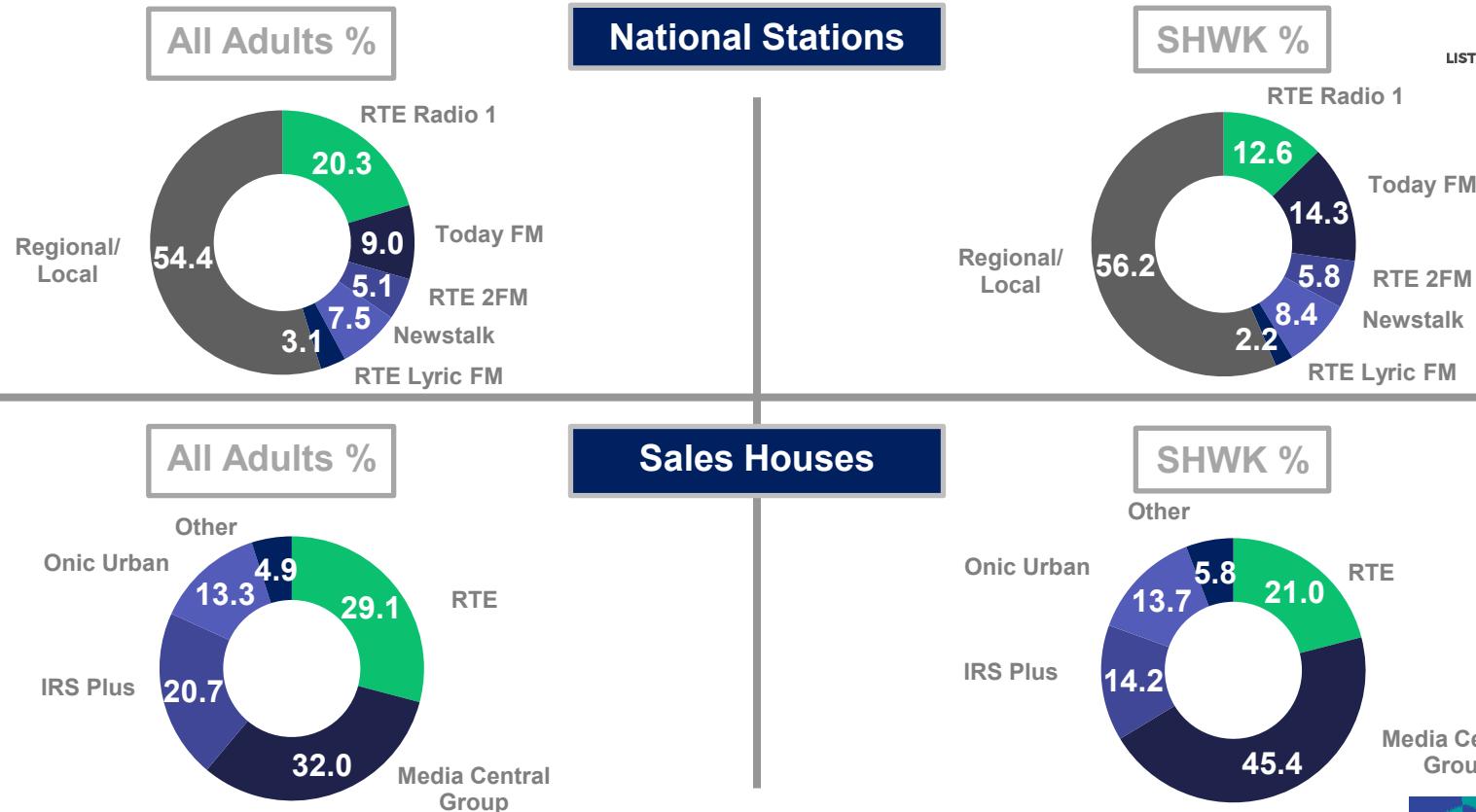
Universe: 1,595  
Sample: 4,409



Universe: 2,261  
Sample: 6,382

RTE definition 2025 has been updated to include Raidio na Gaeltachta

# PT MARKET SHARE NATIONAL & SALES HOUSES

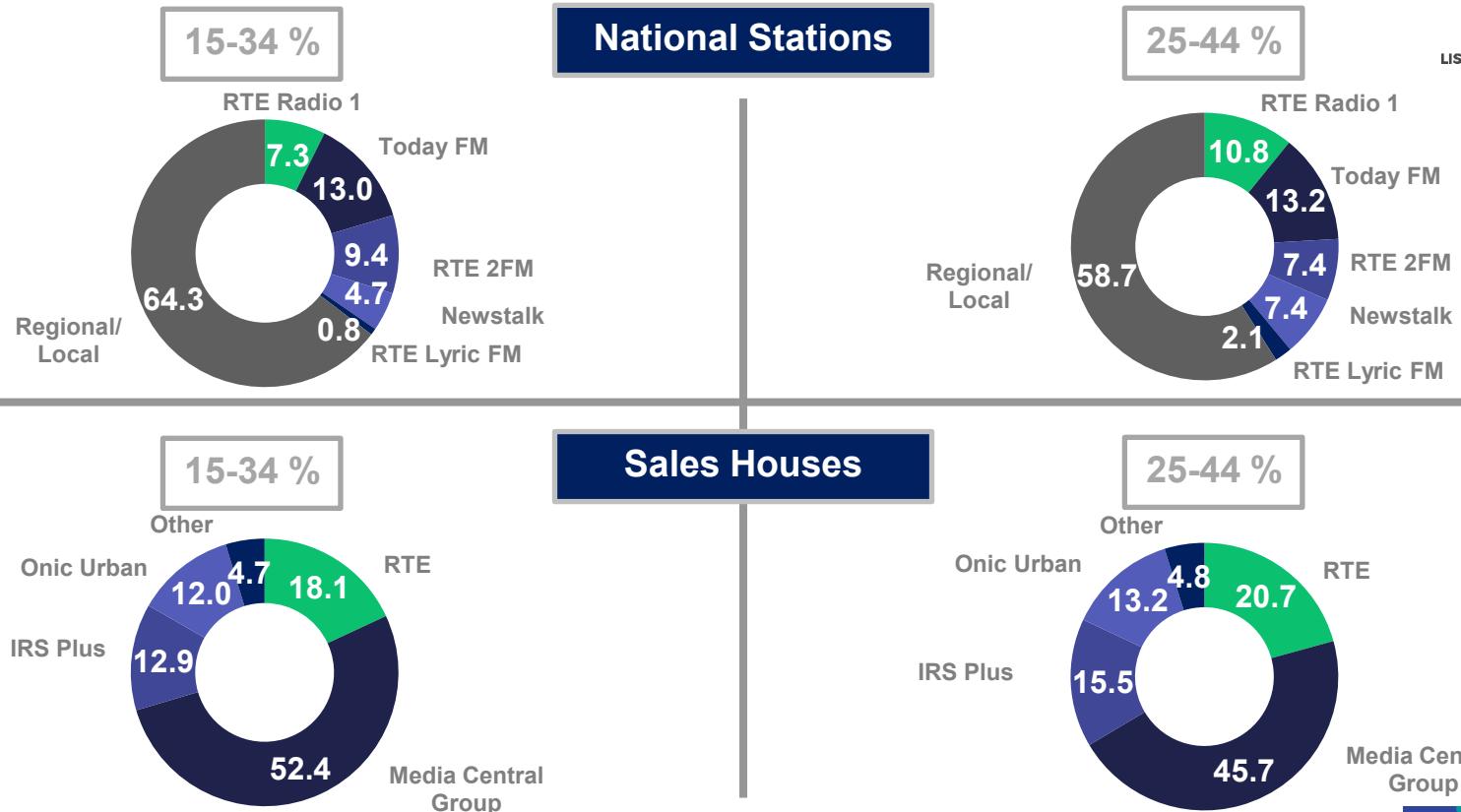


Sample: 9,583

Sample: 2,776

RTE definition 2025 has been updated to include Raidio na Gaeltachta

# PT MARKET SHARE NATIONAL & SALES HOUSES

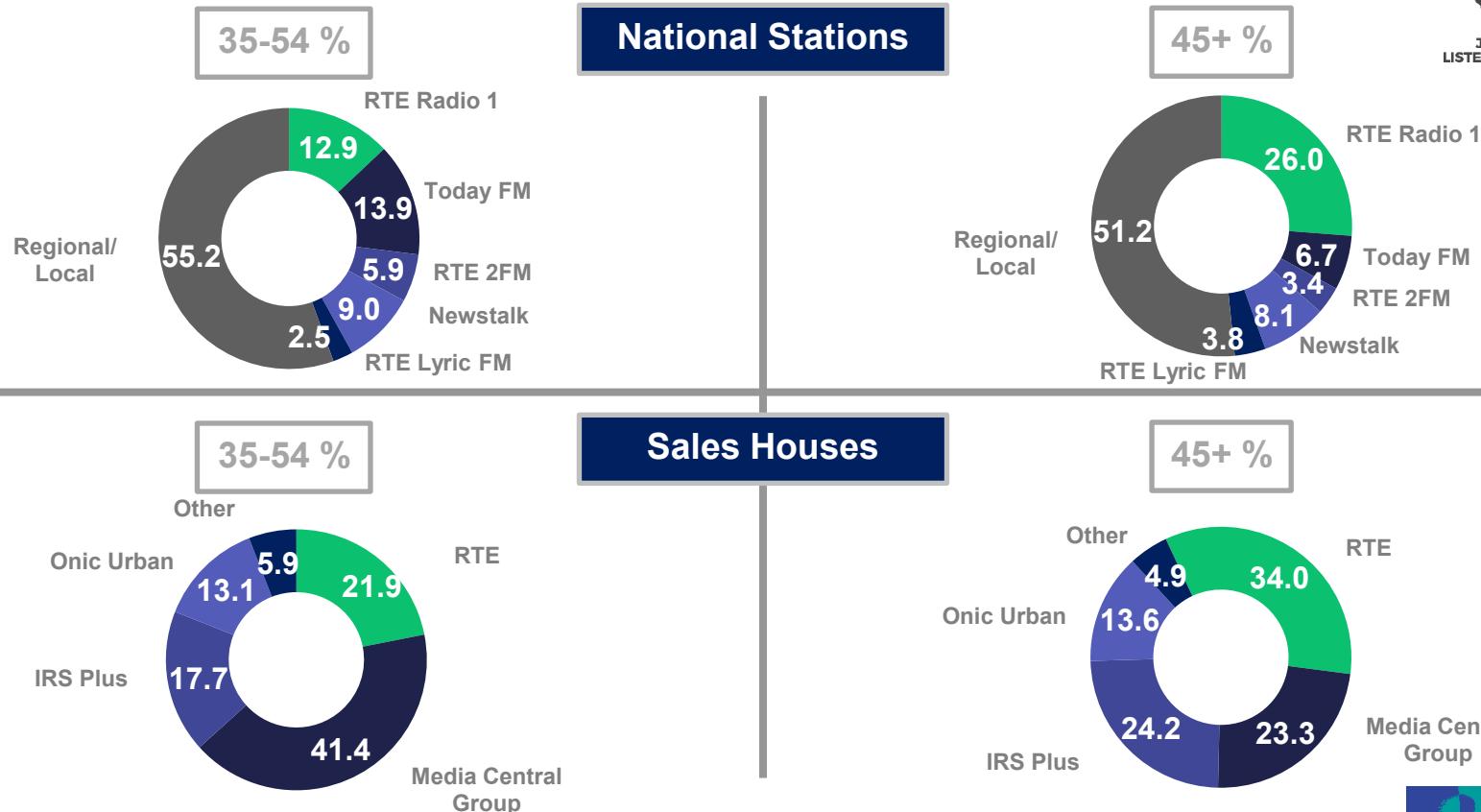


Sample: 2,406

Sample: 3,137

RTE definition 2025 has been updated to include Raidio na Gaeltachta

# PT MARKET SHARE NATIONAL & SALES HOUSES



Sample: 3,420

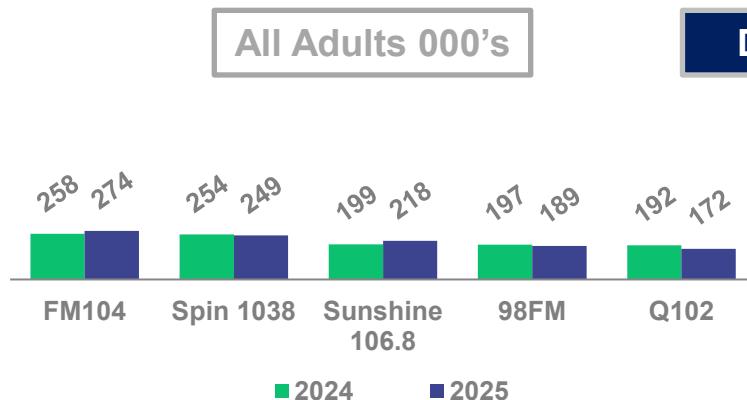
Sample: 5,366

RTE definition 2025 has been updated to include Raidio na Gaeltachta

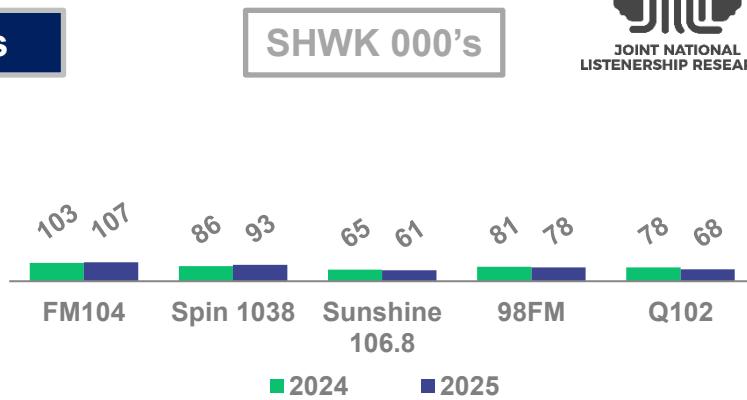


Dublin

# WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES



## Dublin Stations



## Sales Houses



Universe: 1,283  
Sample: 2,964



Universe: 367  
Sample: 826

RTE definition 2025 has been updated to include Raidio na Gaeltachta

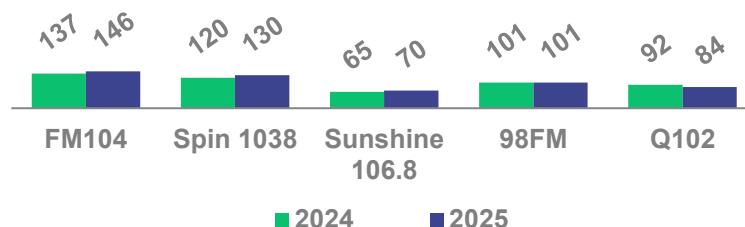
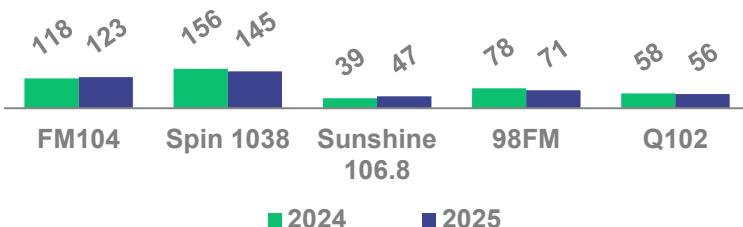
# WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES



15-34 000's

Dublin Stations

25-44 000's



Sales Houses



Universe: 417  
Sample: 844



Universe: 508  
Sample: 1,123

RTE definition 2025 has been updated to include Raidio na Gaeltachta

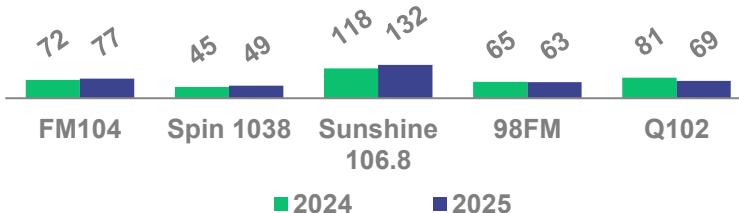
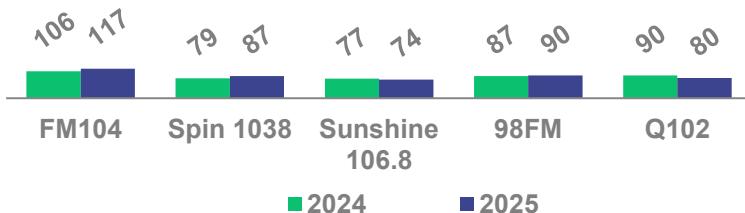
# WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES



35-54 000's

Dublin Stations

45+ 000's



Sales Houses



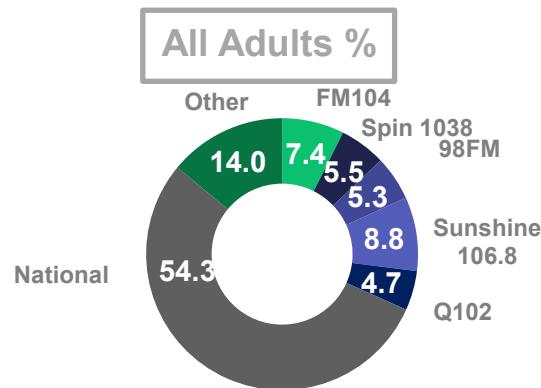
Universe: 487  
Sample: 1,101



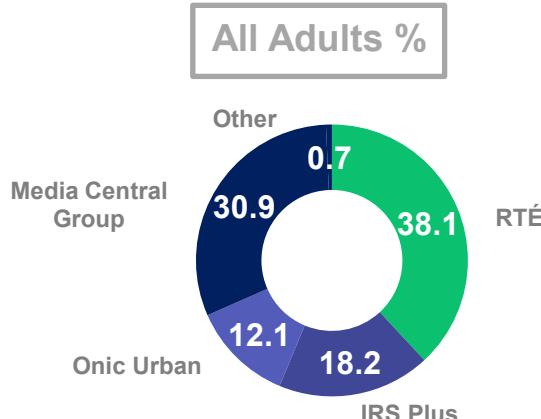
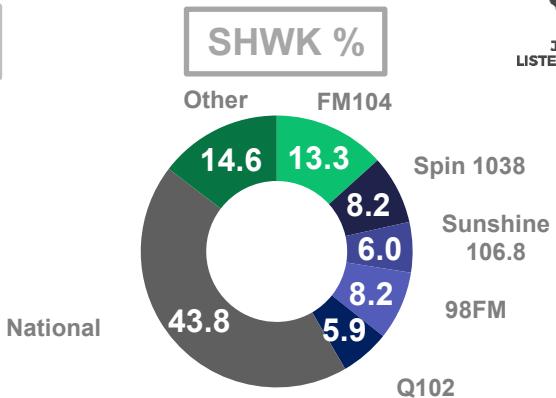
Universe: 596  
Sample: 1,495

RTE definition 2025 has been updated to include Raidio na Gaeltachta

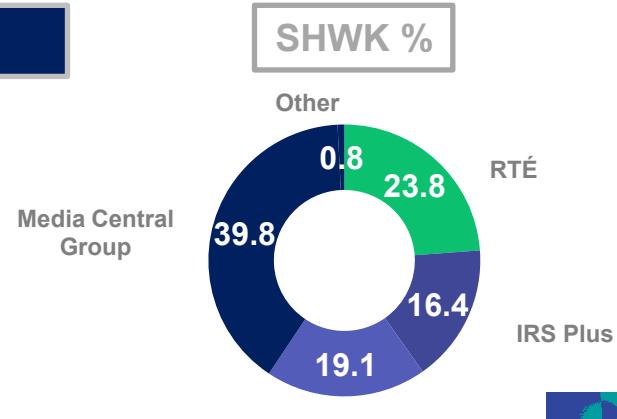
# PT MARKET SHARE DUBLIN & SALES HOUSES



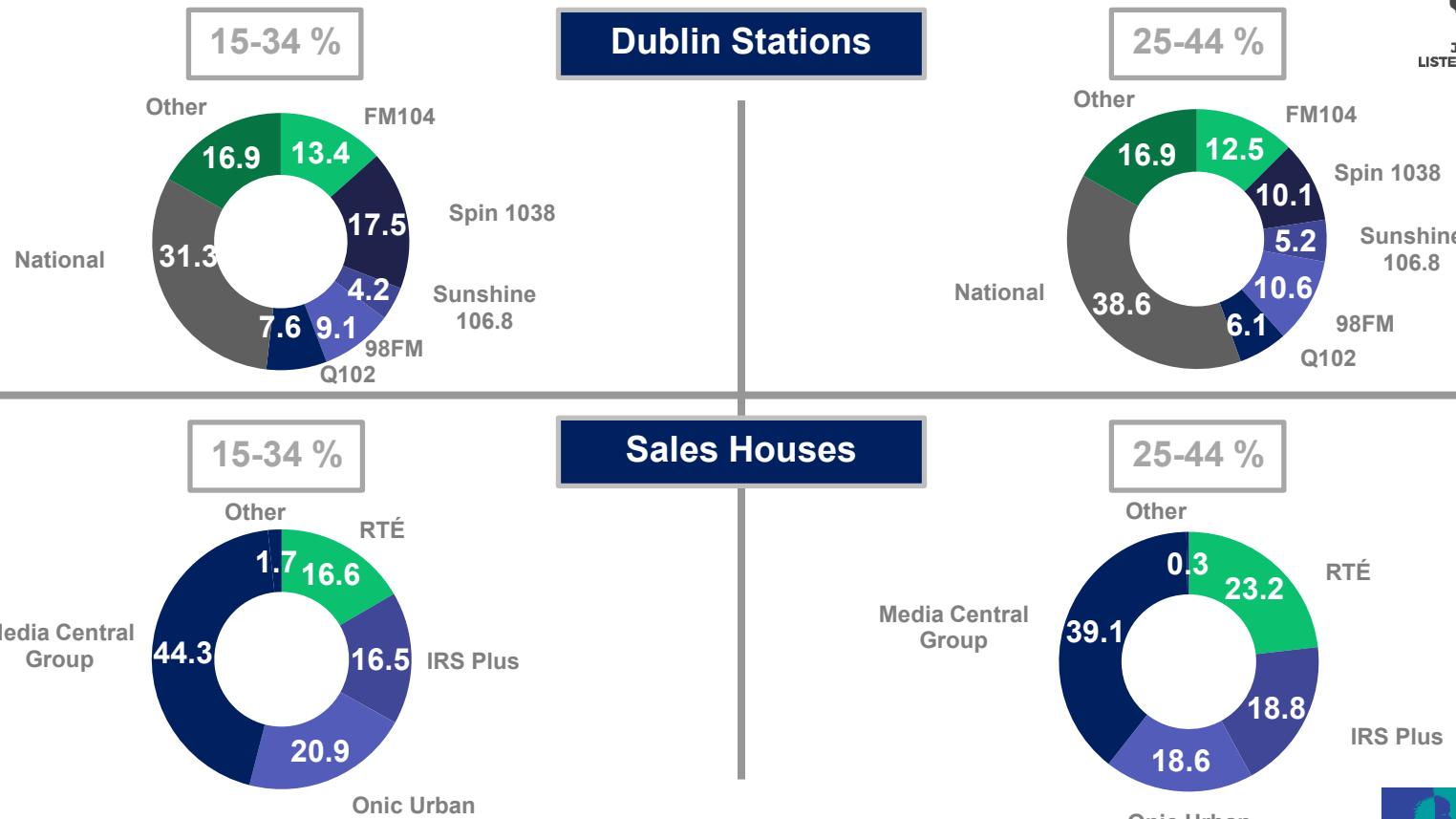
## Dublin Stations



## Sales Houses



# PT MARKET SHARE DUBLIN & SALES HOUSES

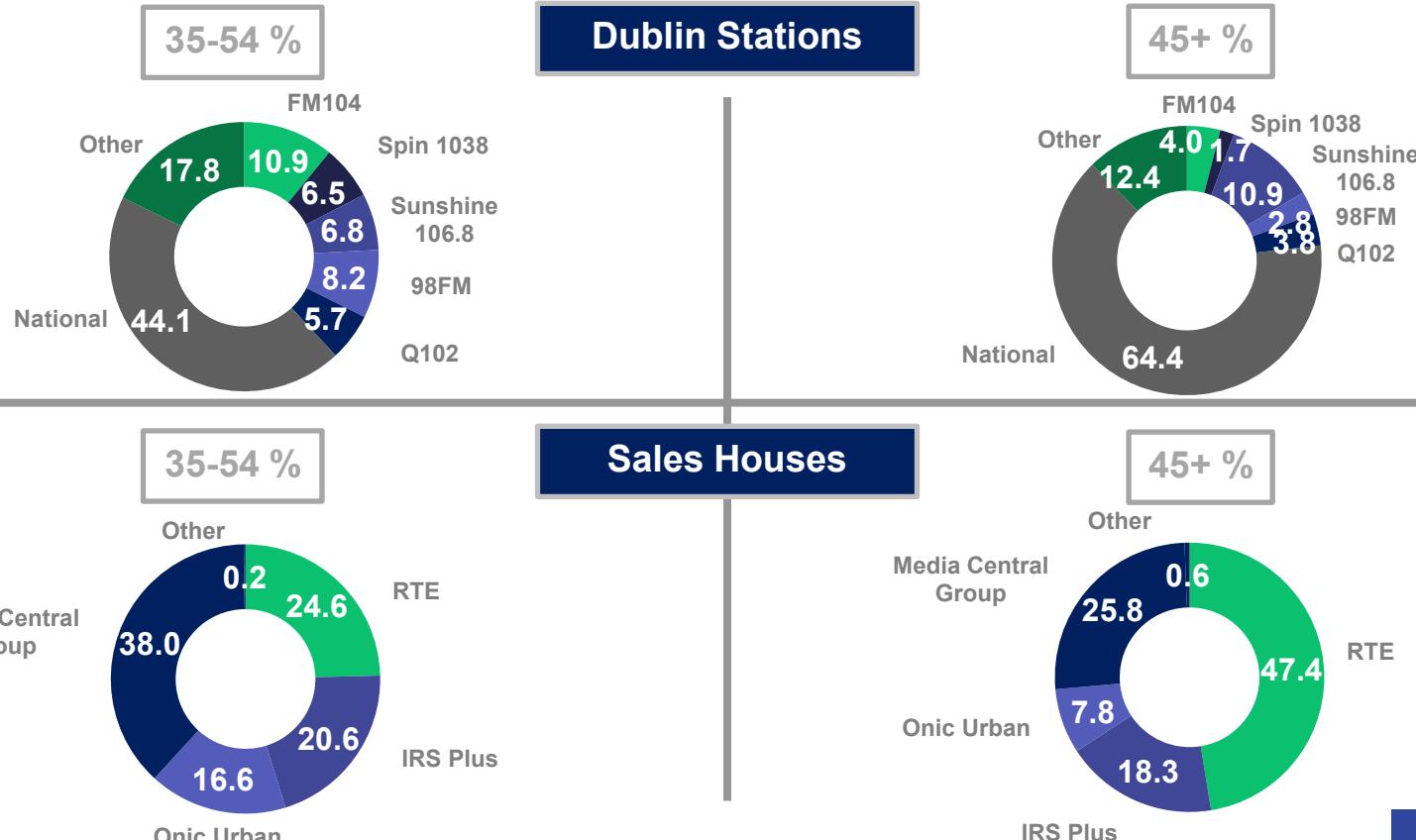


Sample: 440

Sample: 756

RTE definition 2025 has been updated to include Raidio na Gaeltachta

# PT MARKET SHARE DUBLIN & SALES HOUSES



Sample: 820

Sample: 1,211

RTE definition 2025 has been updated to include Raidio na Gaeltachta



Cork

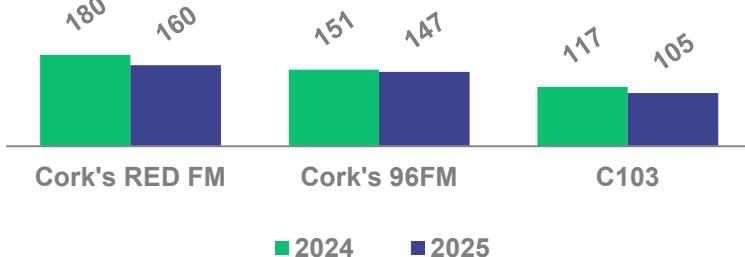
# WEEKLY REACH – CORK & CORK SALES HOUSES



All Adults 000's

Cork Stations

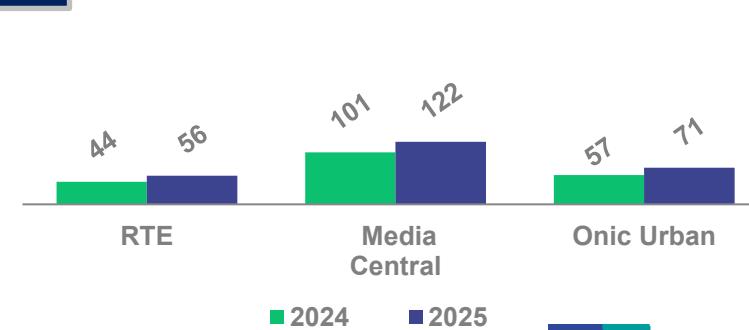
SHWK 000's



Sales Houses



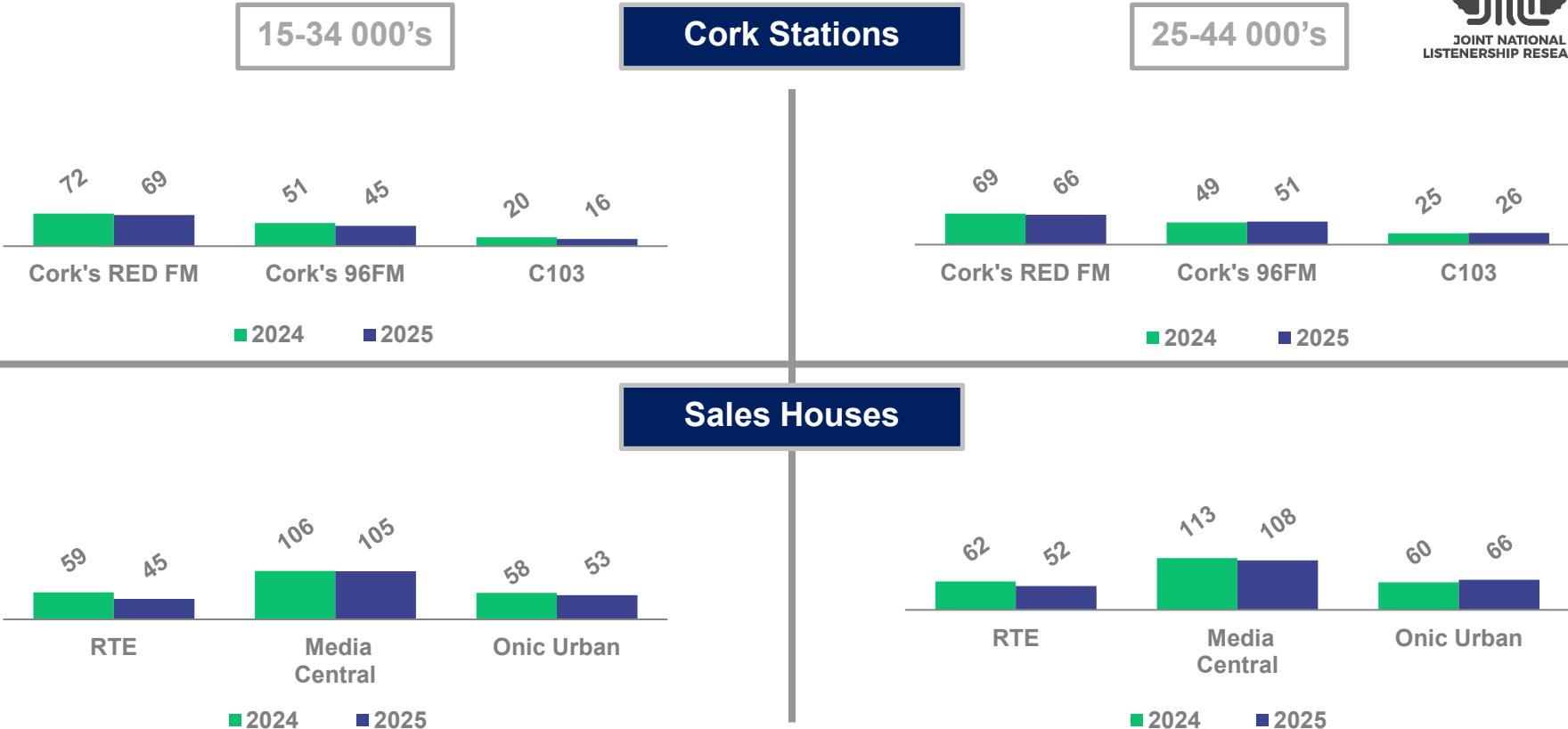
Universe: 505  
Sample: 1,008



Universe: 174  
Sample: 347

RTE definition 2025 has been updated to include Raidio na Gaeltachta

# WEEKLY REACH – CORK & CORK SALES HOUSES



Universe: 158  
Sample: 287

Universe: 167  
Sample: 321

RTE definition 2025 has been updated to include Raidio na Gaeltachta

# WEEKLY REACH – CORK & CORK SALES HOUSES



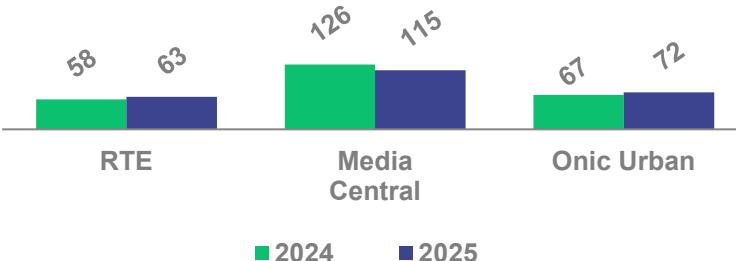
35-54 000's

Cork Stations

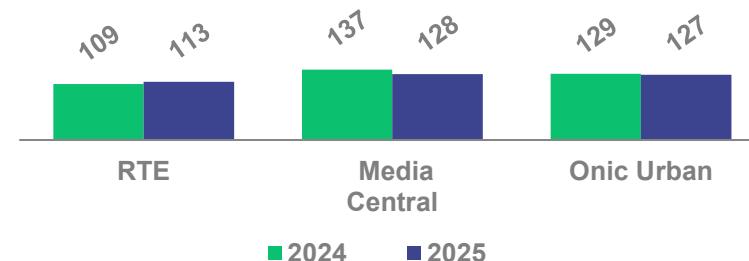
45+ 000's



Sales Houses



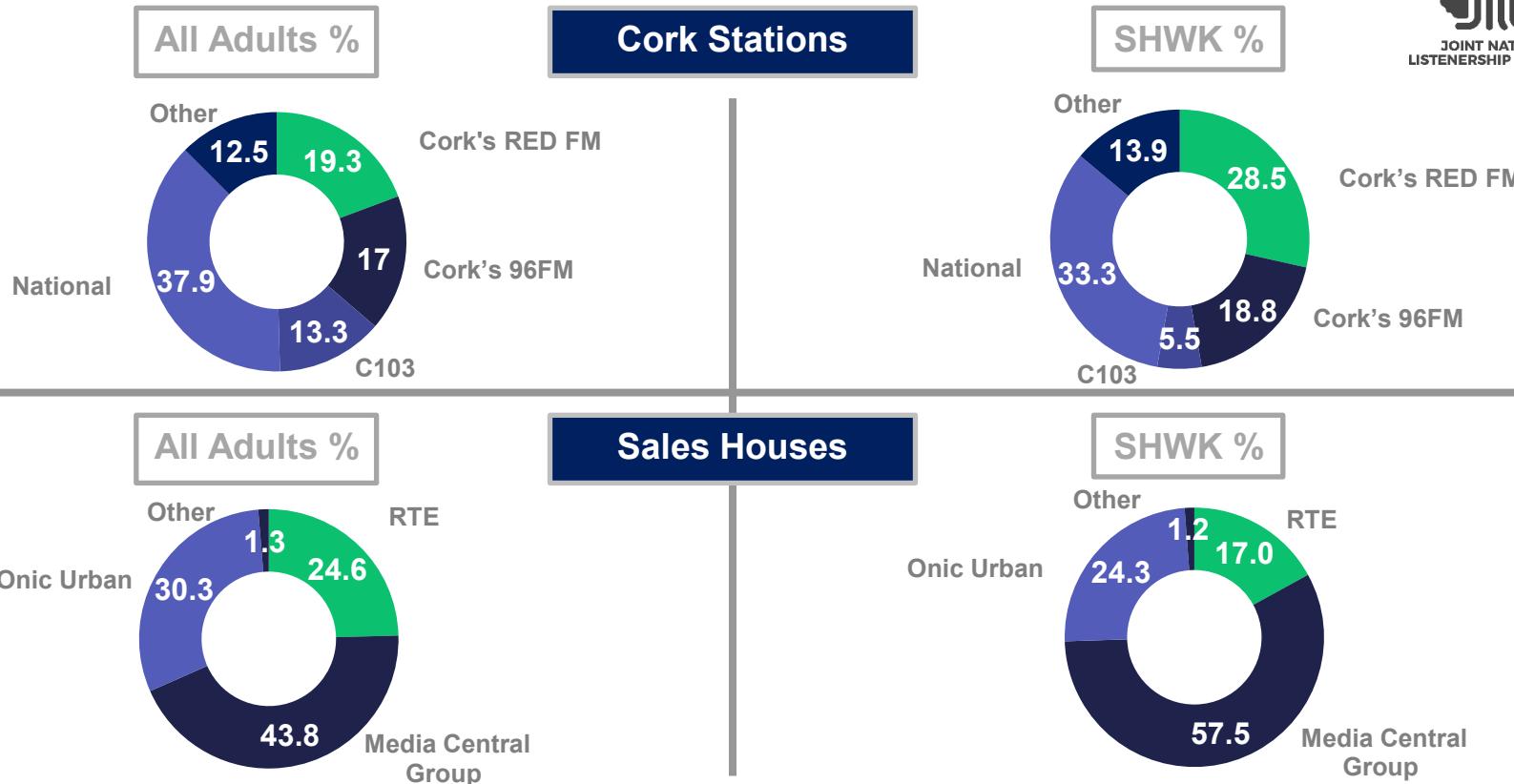
Universe: 177  
Sample: 347



Universe: 257  
Sample: 532

RTE definition 2025 has been updated to include Raidio na Gaeltachta

# PT MARKET SHARE CORK & SALES HOUSES

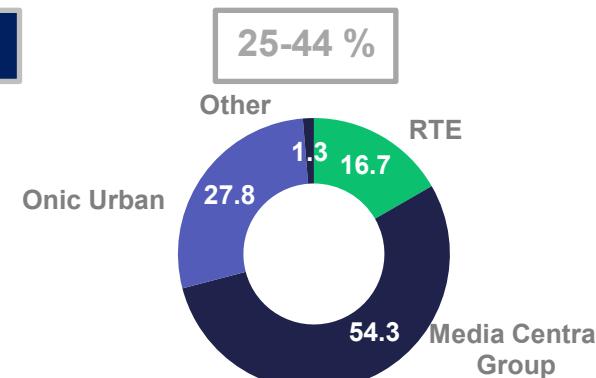
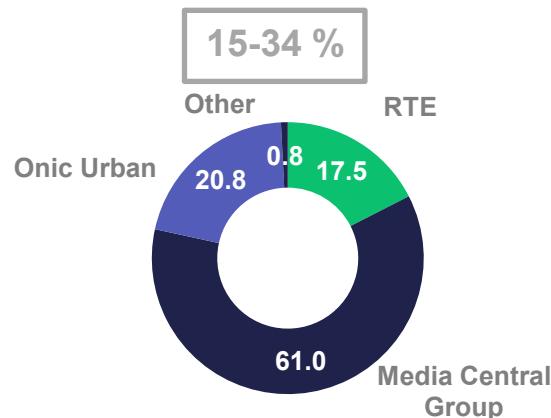
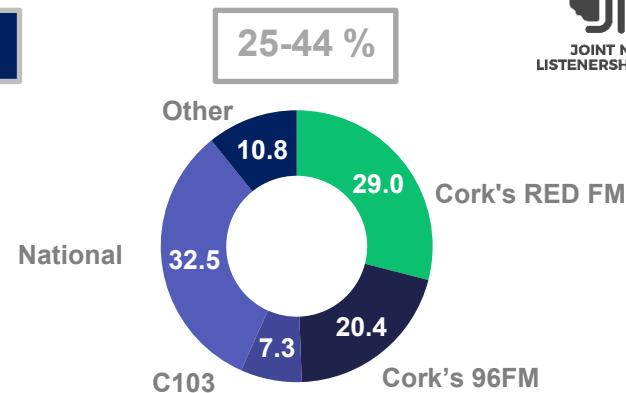
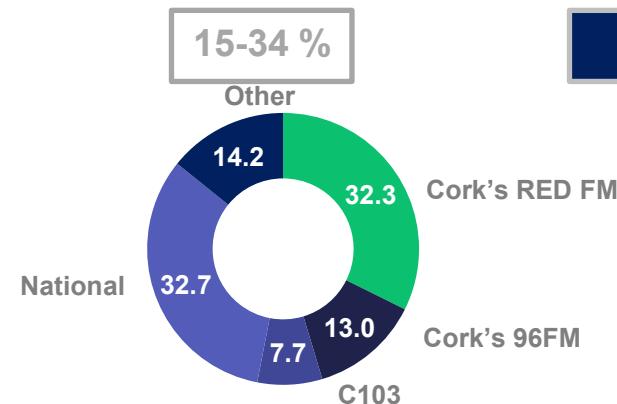


Sample: 831

Sample: 289

RTE definition 2025 has been updated to include Raidio na Gaeltachta

# PT MARKET SHARE CORK & SALES HOUSES

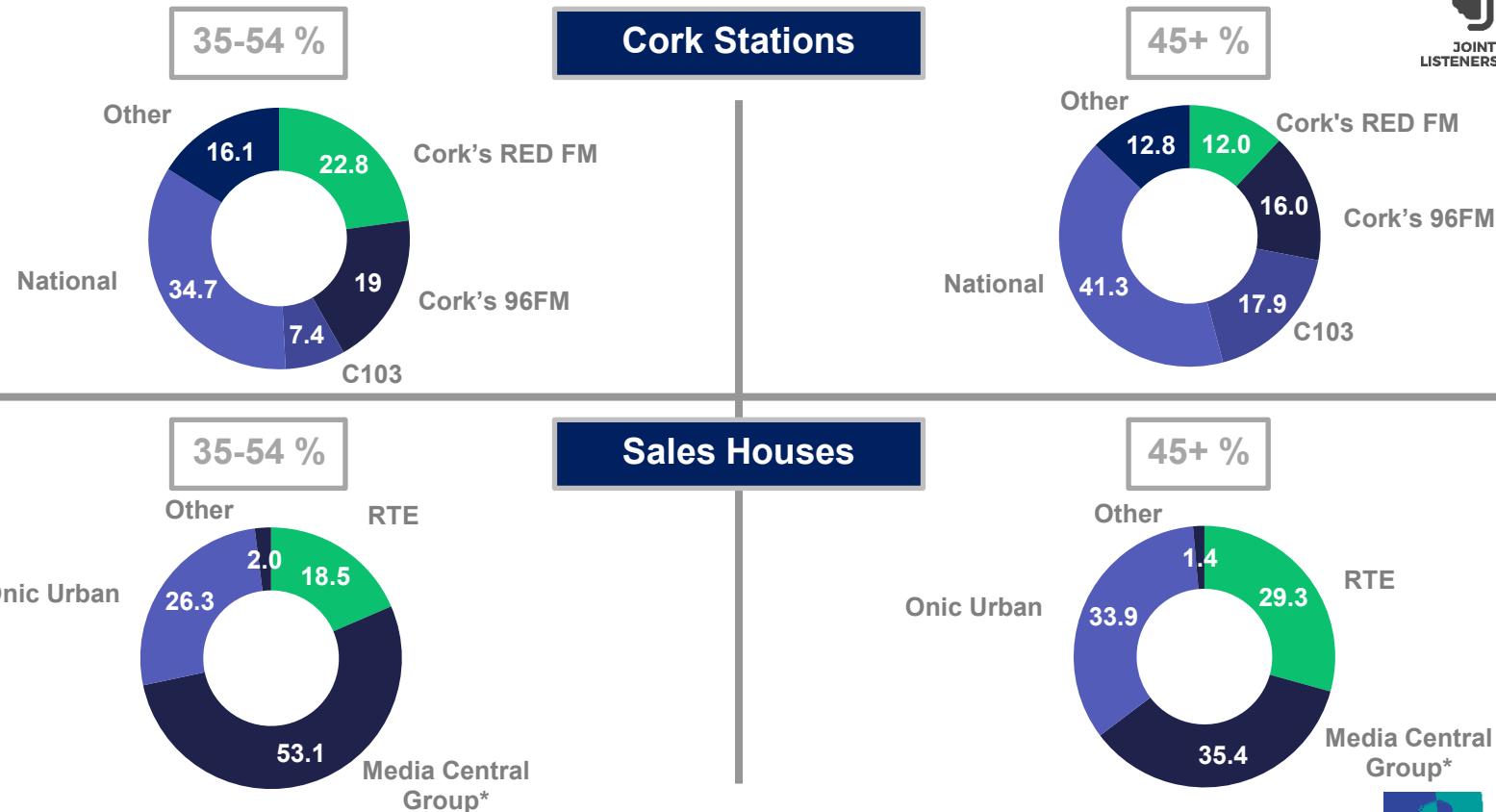


Sample: 221

Sample: 251

RTE definition 2025 has been updated to include Raidio na Gaeltachta

# PT MARKET SHARE CORK & SALES HOUSES



Sample: 283

Sample: 461

RTE definition 2025 has been updated to include Raidio na Gaeltachta

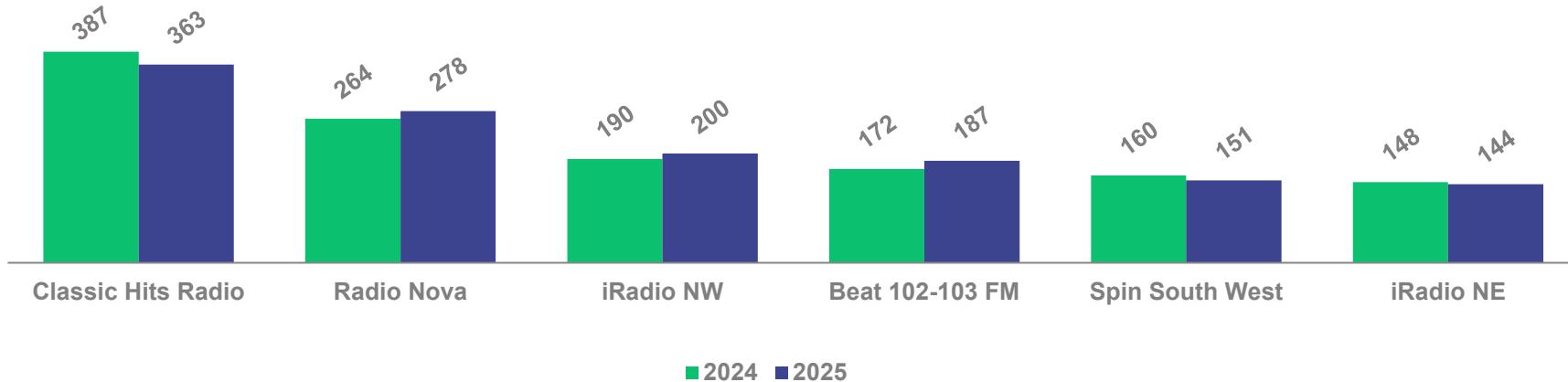


Regional

# WEEKLY REACH – REGIONAL



All Adults



■ 2024 ■ 2025

Universe: 2,621  
Sample: 6116

Universe: 1,576  
Sample: 3,671

Universe: 695  
Sample: 2,379

Universe: 474  
Sample: 1,844

Universe: 509  
Sample: 1,851

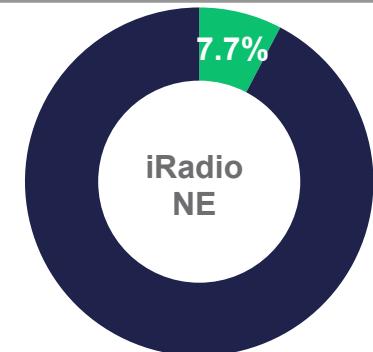
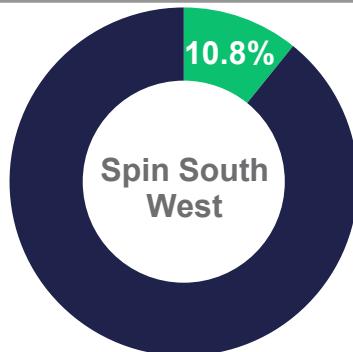
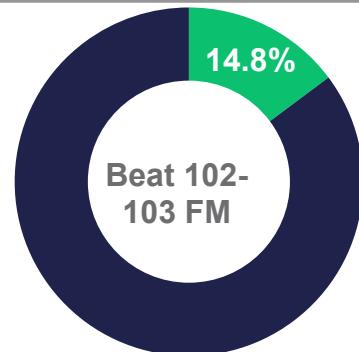
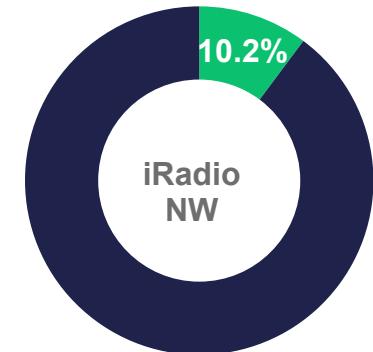
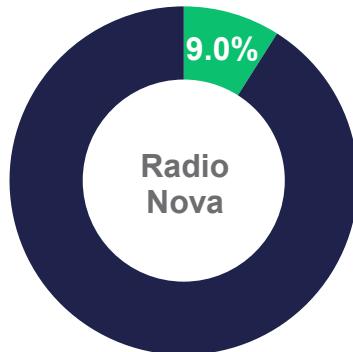
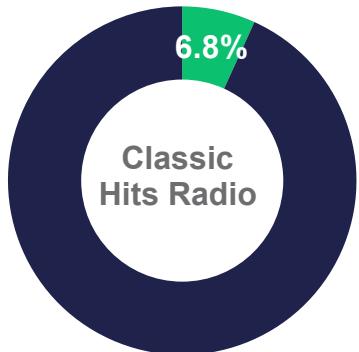
Universe: 850  
Sample: 1914



# PT MARKET SHARE REGIONAL – 2025-4



All Adults





Local  
Area

# WEEKLY REACH – LOCAL AREAS



## All Adults

2024 2025



Galway Bay FM

Uni: 242  
Sample: 483

LMFM

Uni: 294  
Sample: 481

Midlands 103

Uni: 233  
Sample: 483

Limerick's Live 95

Uni: 186  
Sample: 482

Highland Radio

Uni: 119  
Sample: 462

MWR

Uni: 120  
Sample: 494

Radio Kerry

Uni: 139  
Sample: 479

Tipp FM

Uni: 147  
Sample: 814

Northern Sound

Uni: 121  
Sample: 479

South East Radio

Uni: 140  
Sample: 483

KFM

Uni: 207  
Sample: 482

WLR

Uni: 111  
Sample: 471

KCLR

Uni: 143  
Sample: 483

Shannonside

Uni: 119  
Sample: 471

Clare FM

Uni: 112  
Sample: 472

East Coast Radio

Uni: 131  
Sample: 480

Ocean FM

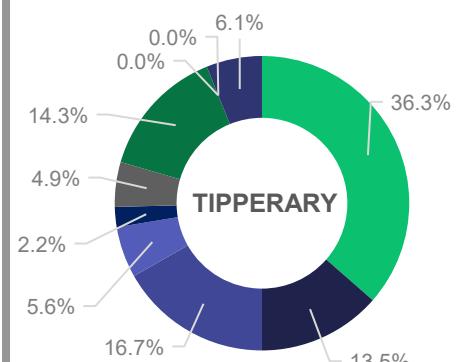
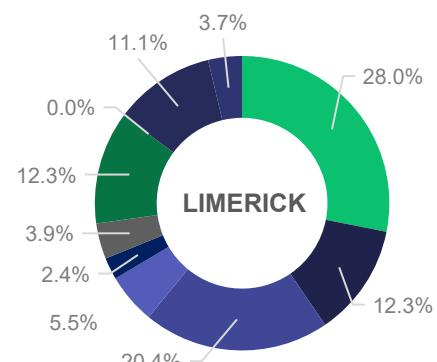
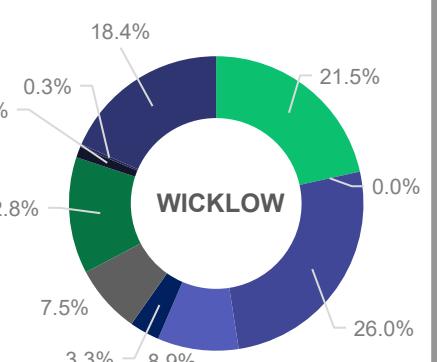
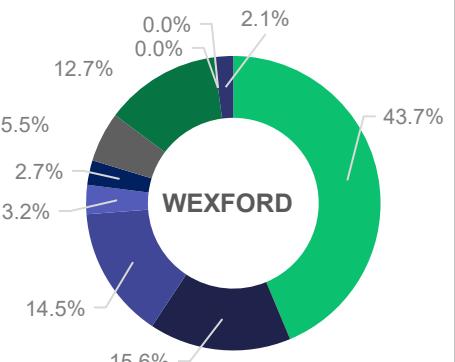
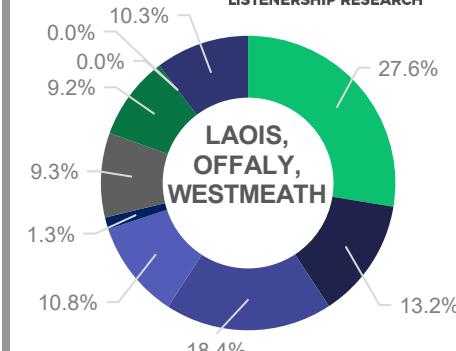
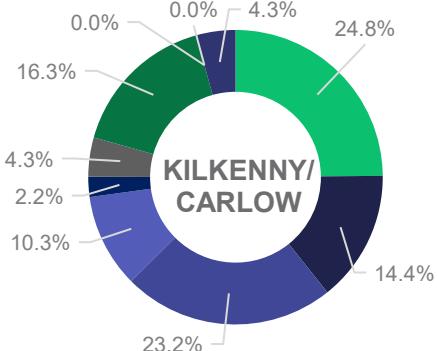
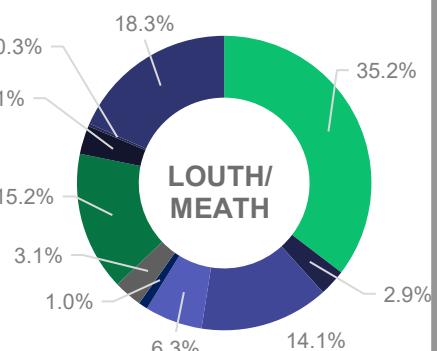
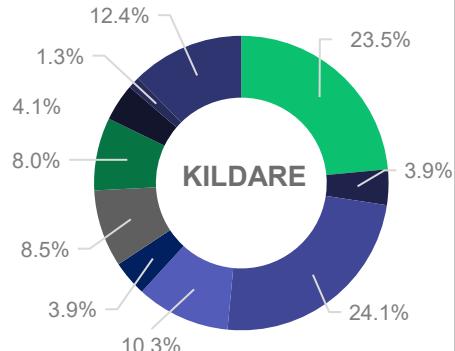
Uni: 95  
Sample: 469



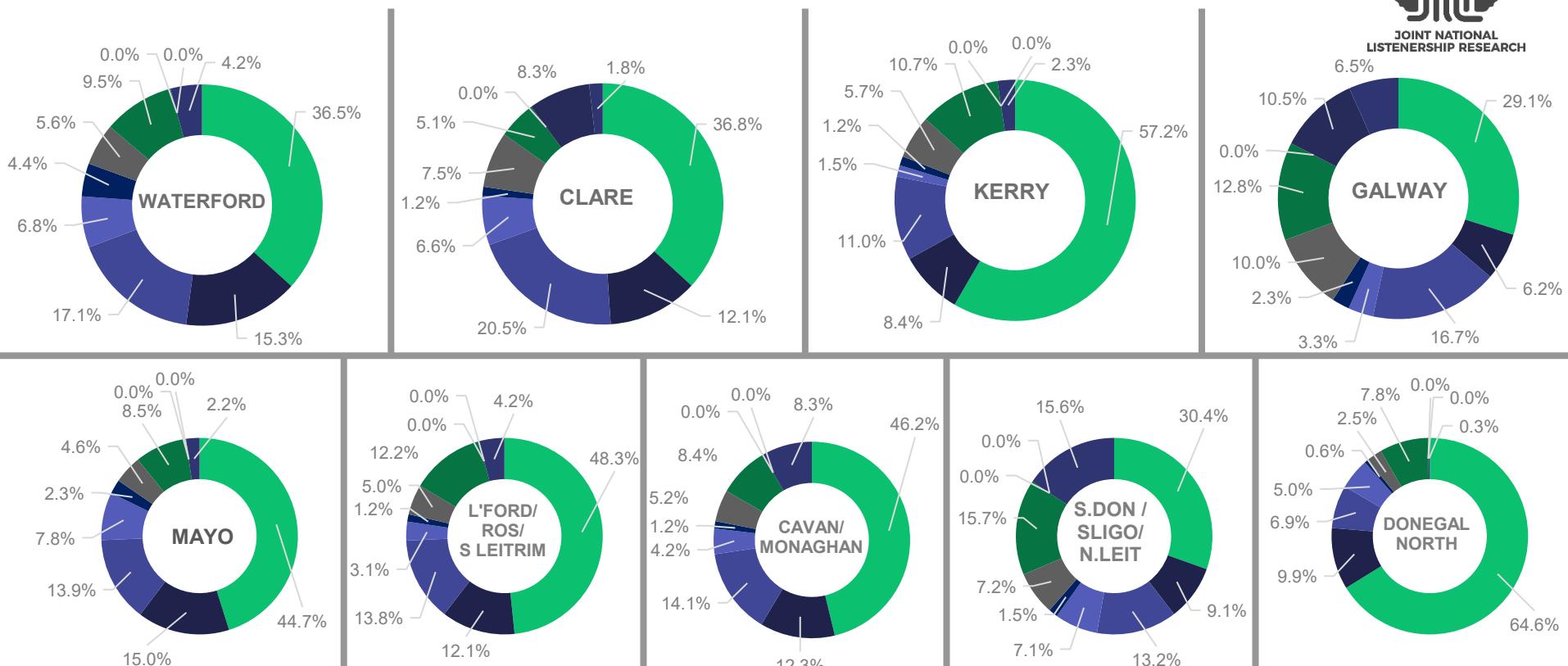
# PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL  
LISTENERSHIP RESEARCH



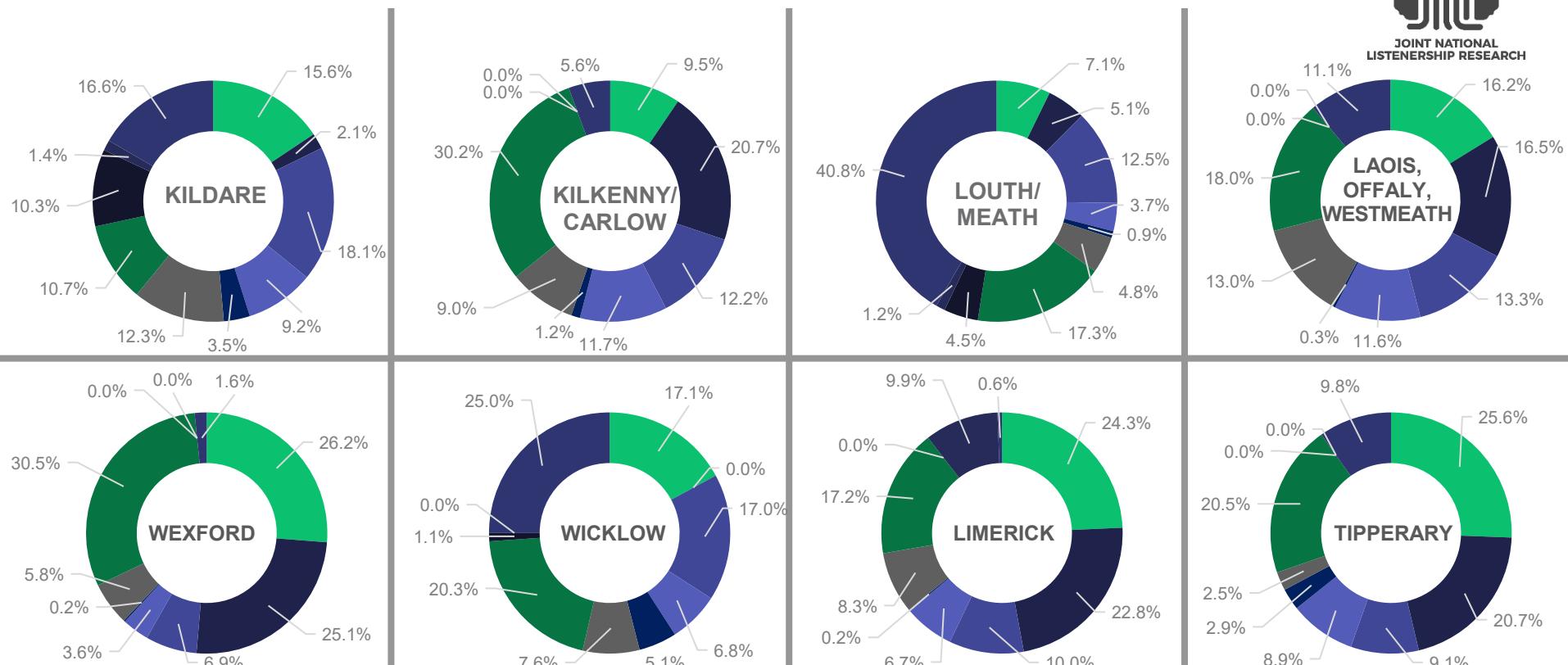
# PT SHARE LOCAL AREAS - ALL ADULTS



# 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

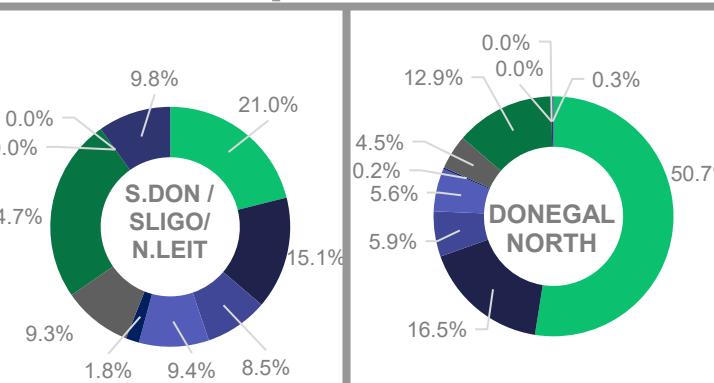
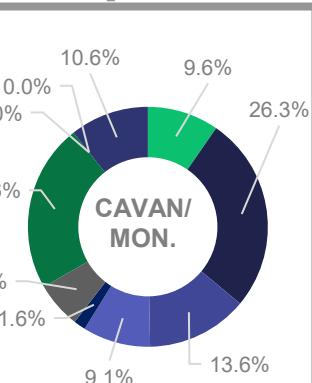
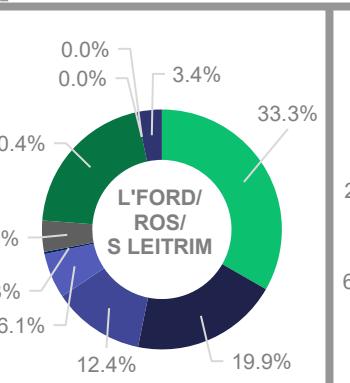
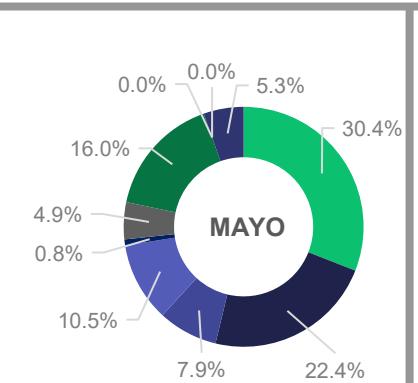
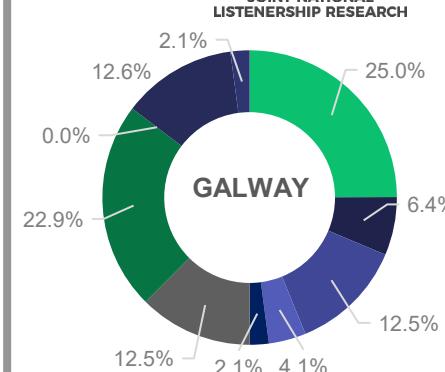
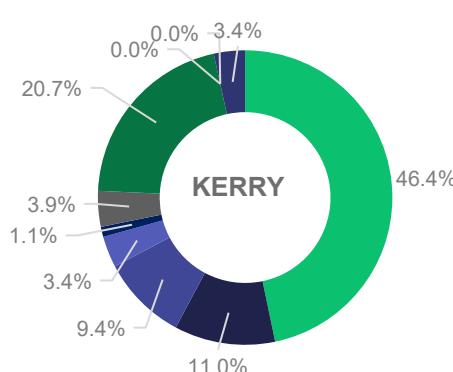
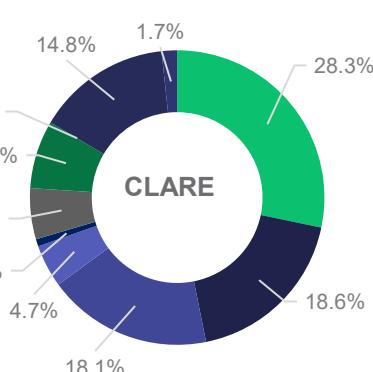
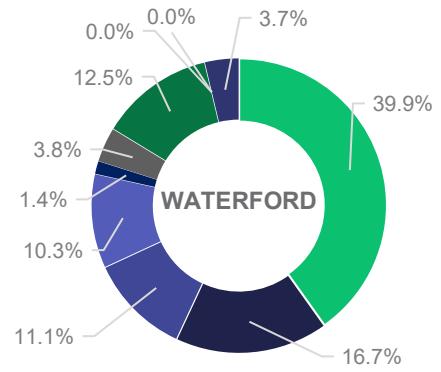
TODAY FM

RADIO NOVA 100FM

CLASSIC HITS 4FM

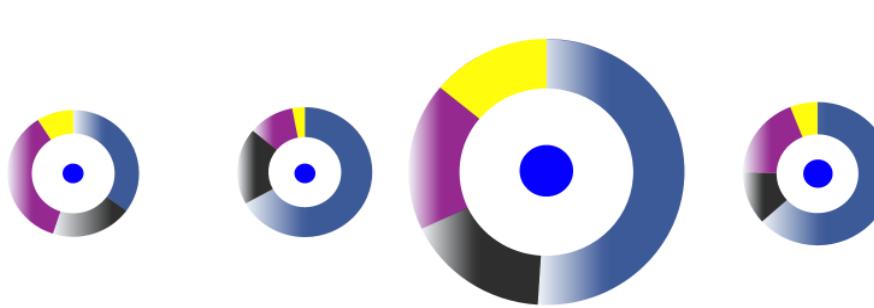
OTHER REGION/LOCAL C/D/C

# PT SHARE LOCAL AREAS – SHOPPERS WITH CHILDREN



## Radio & Social Media

Radio is the original social media.  
Irish radio has over **15.2 million** connections.



	All RTÉ	IRS+	Media Central	ONIC
Facebook	808,327	1,295,332	4,436,000	1,491,292
X	451,878	353,204	1,516,800	270,139
Instagram	836,438	220,968	1,543,412	436,482
TikTok	203,927	52,896	1,241,875	137,144

# Appendix

## RTE

- RTE Radio 1, RTE 2FM, RTE Lyric FM and Raidió 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.

## OnicUrban

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