

2023-2

JNLR Radio Listenership

Sales House Report
July '22 to June '23

NOTE TO THE READER ...

The following charts outline Weekly Reach and 7am-7pm (PT) share for July 2022 to June 2023 (2023-2), across key demographics.

Definitions:

HKWK is defined as Housekeeper with dependent children (any age)

Universe estimates and sample size – refer to 2023-2 data.

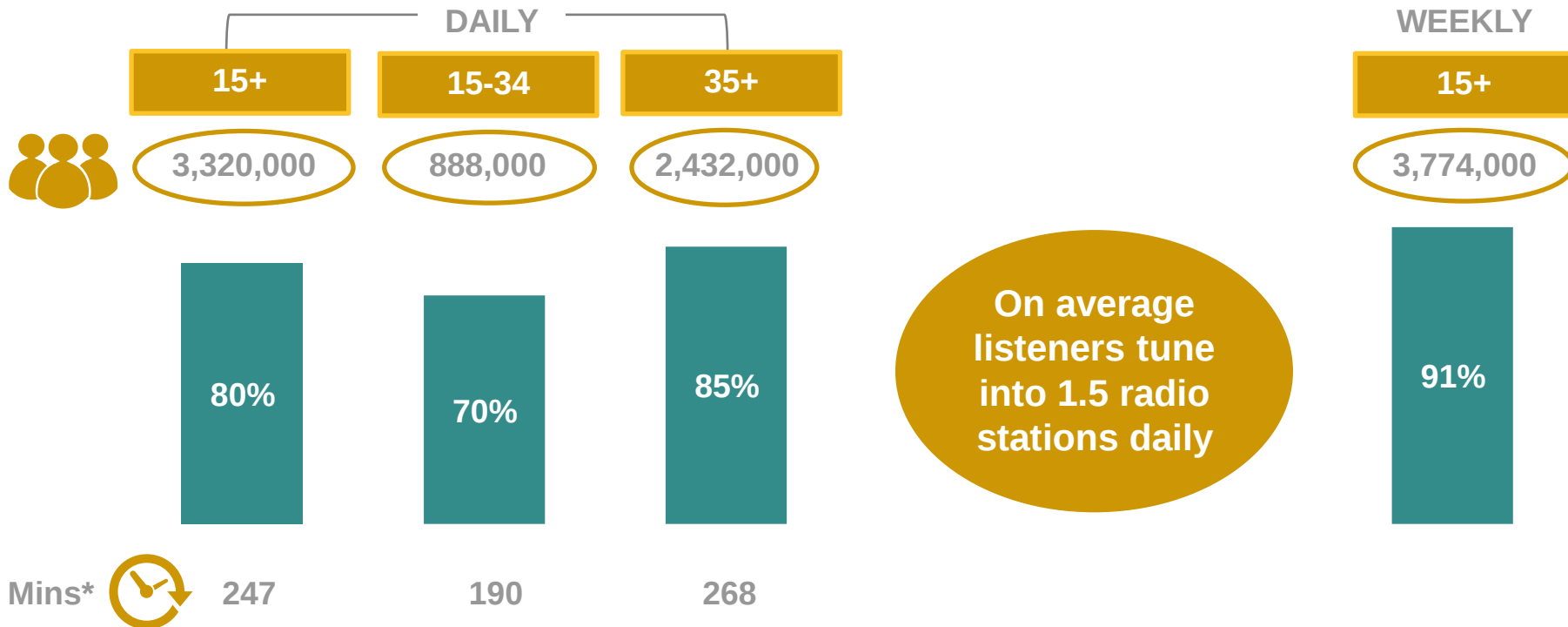
Note: Media Central now includes Red FM. The 2023 data shown in this report reflects this change. However, the 2022 data reflects the Media Central composition in 2022.

See Appendix for Sales house composition

Radio Today

RADIO TODAY

More than 3.3 million Irish adults listen to radio on an average day

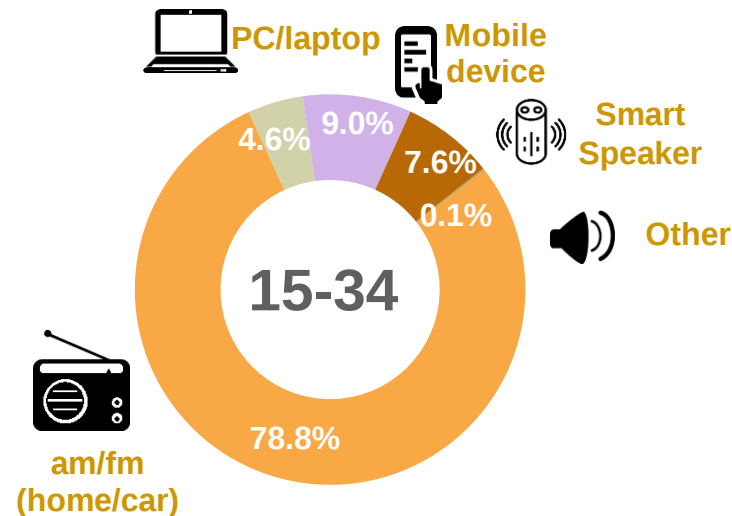
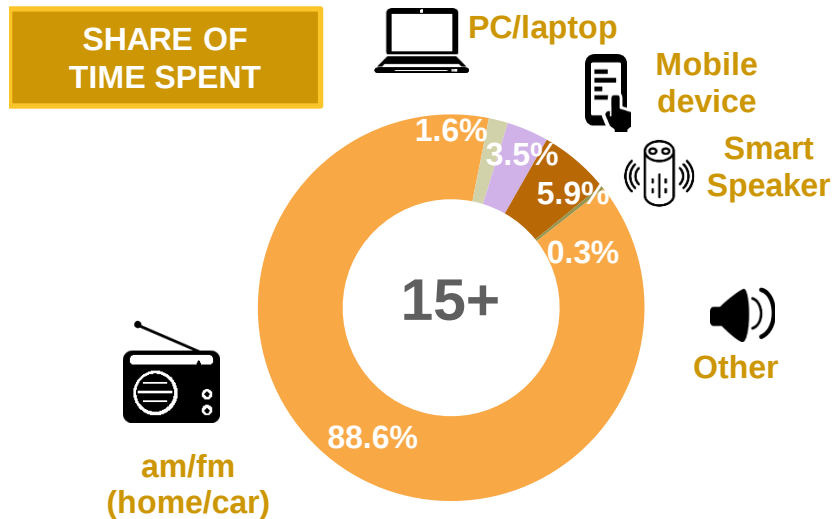


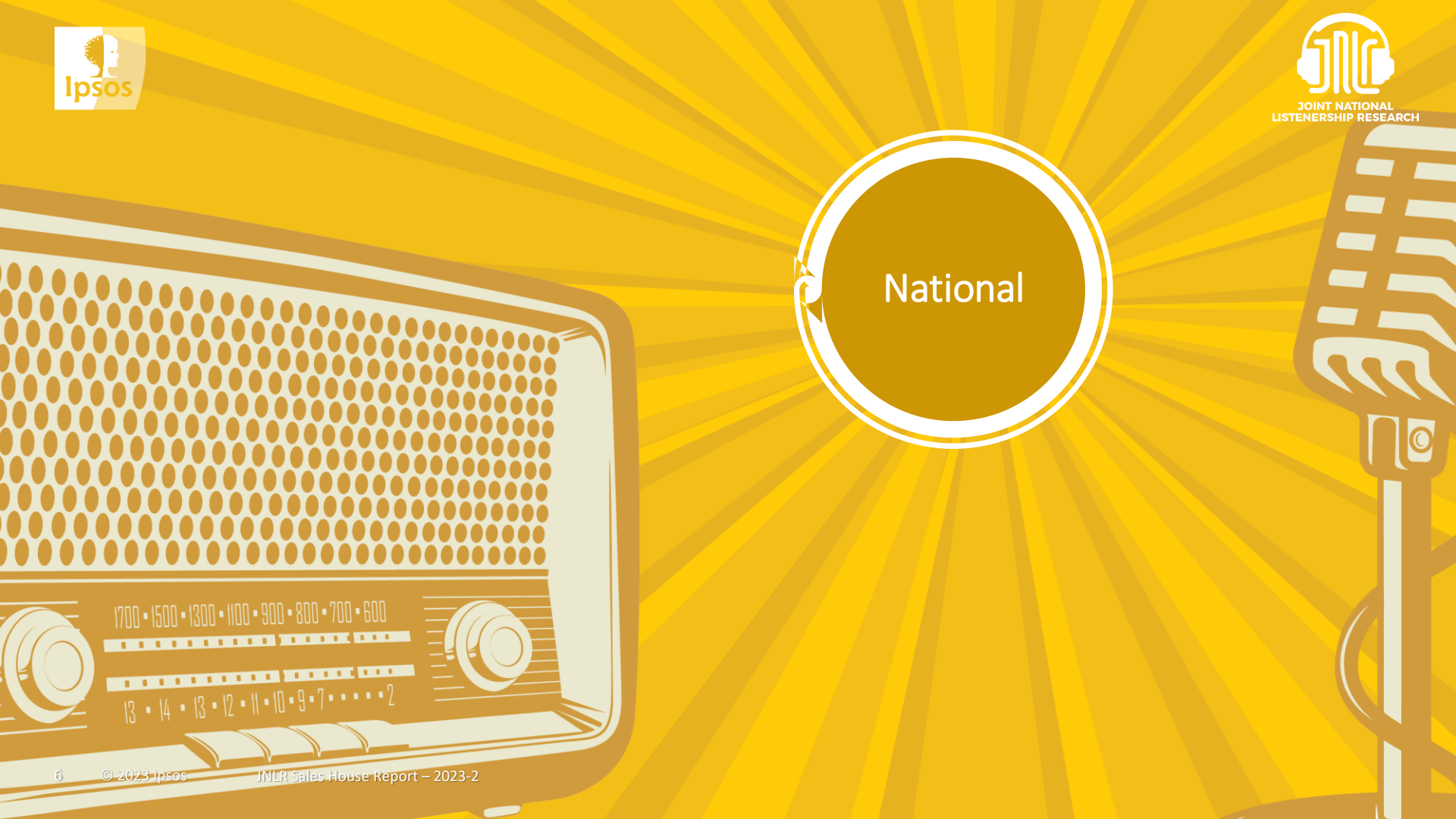
Source: JNLR National Report 2023-2

* Average time spent among listeners 7am-midnight

RADIO TODAY

While most listening happens on the AM/FM radio – 546,000 listen daily on non-FM platforms

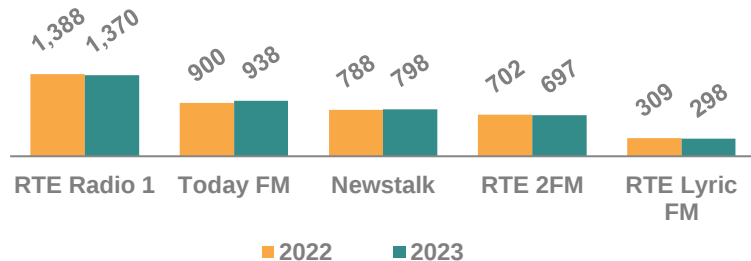




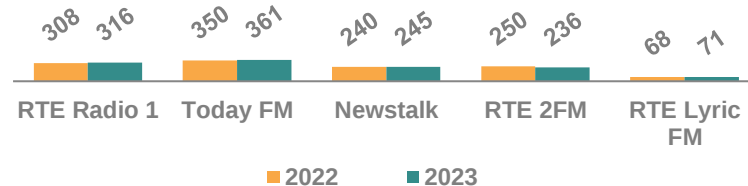
National

WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

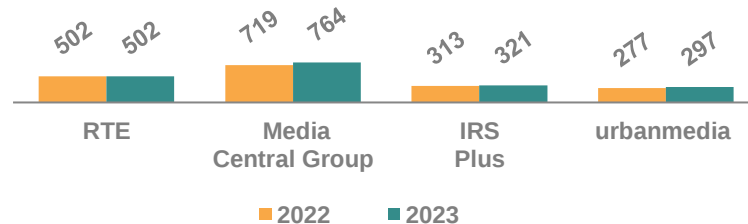
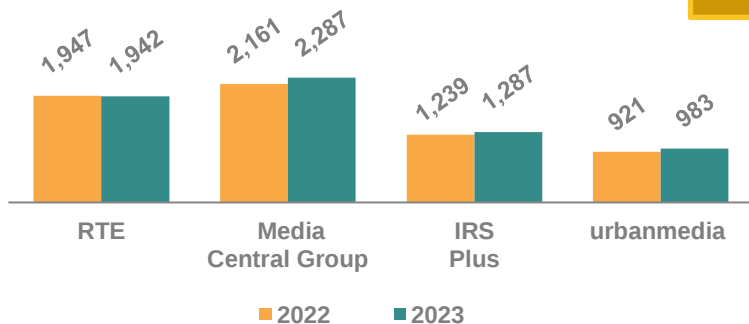
All Adults 000's



National Stations



Sales Houses



Universe: 4,137
Sample: 12,445

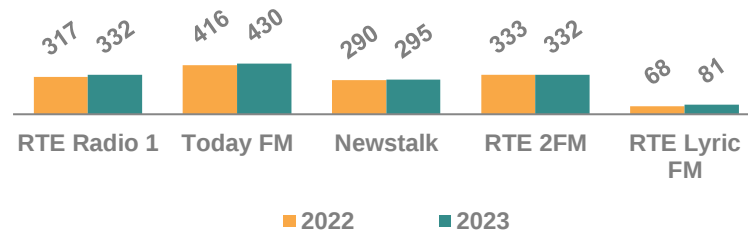
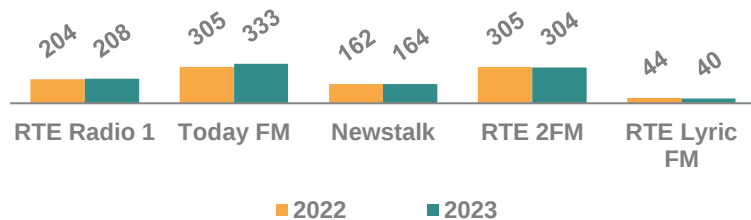
Universe: 1,132
Sample: 3,479

WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

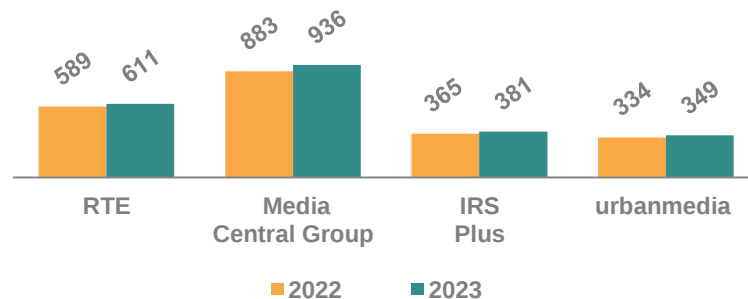
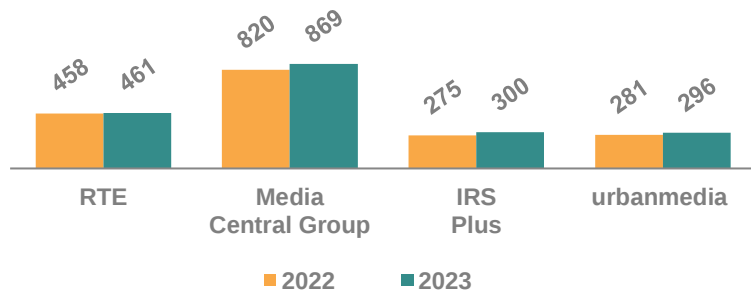
15-34 000's

National Stations

25-44 000's



Sales Houses



Universe: 1,272
Sample: 3,829

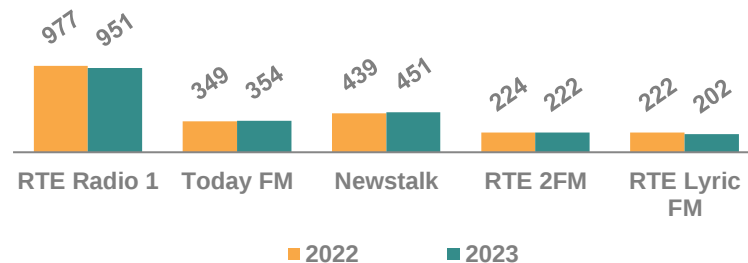
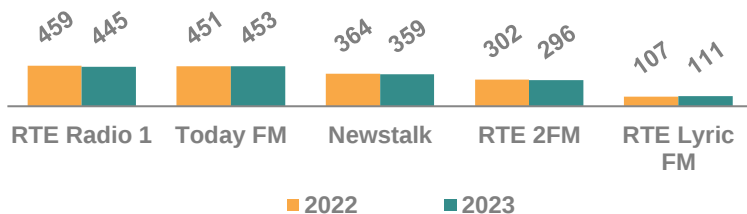
Universe: 1,423
Sample: 4,452

WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

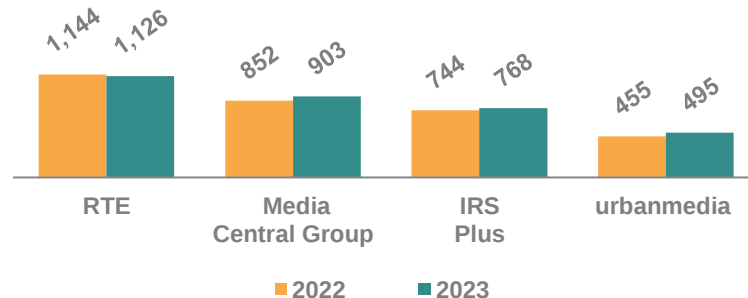
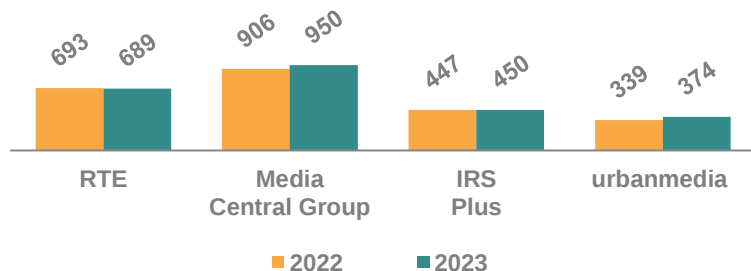
35-54 000's

National Stations

45+ 000's



Sales Houses

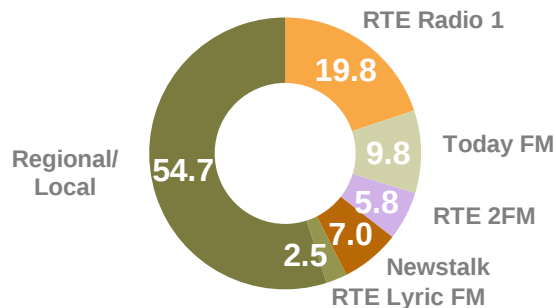


Universe: 1,508
Sample: 4,359

Universe: 2,070
Sample: 6,174

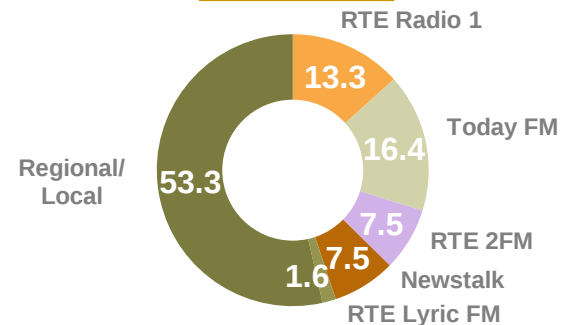
PT MARKET SHARE NATIONAL & SALES HOUSES

All Adults %

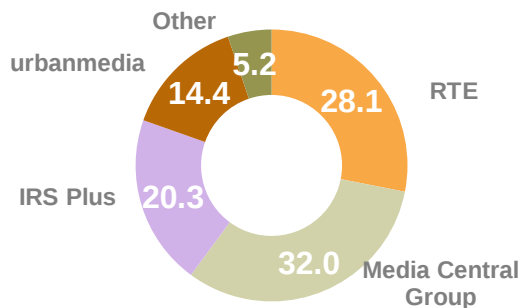


National Stations

HKWK %

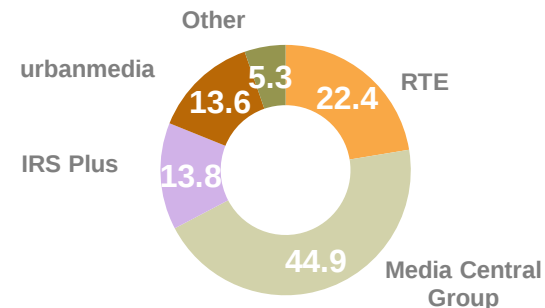


All Adults %



Sales Houses

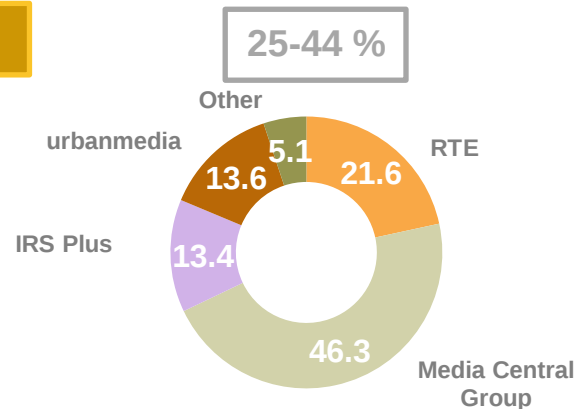
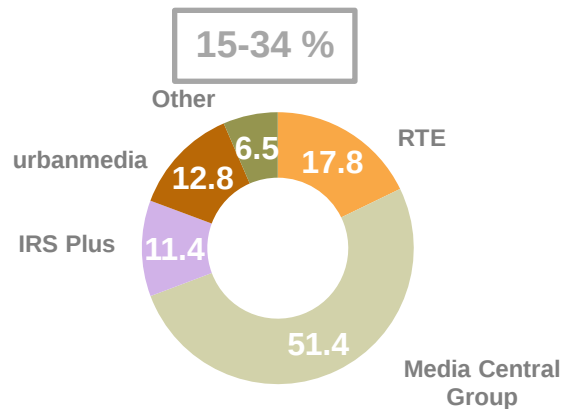
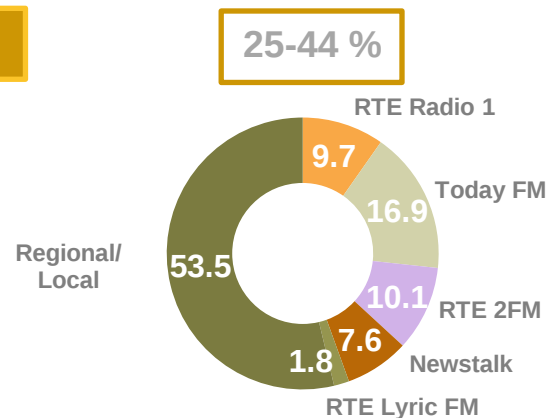
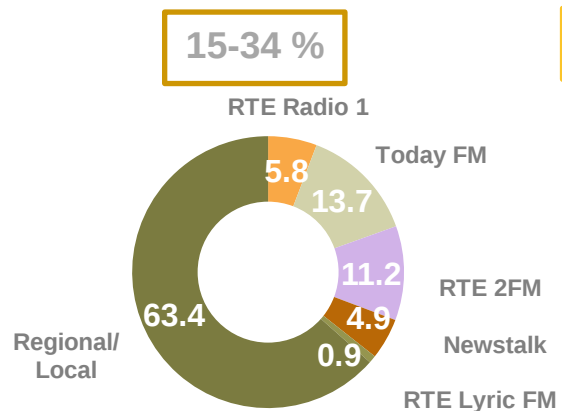
HKWK %



Sample: 9,826

Sample: 2,799

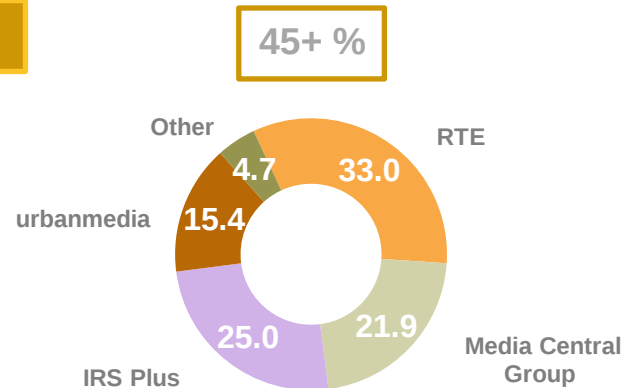
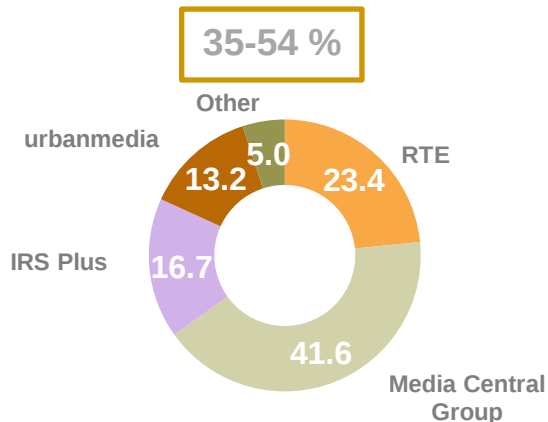
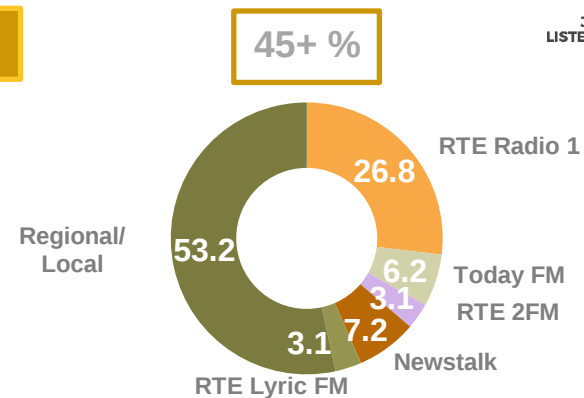
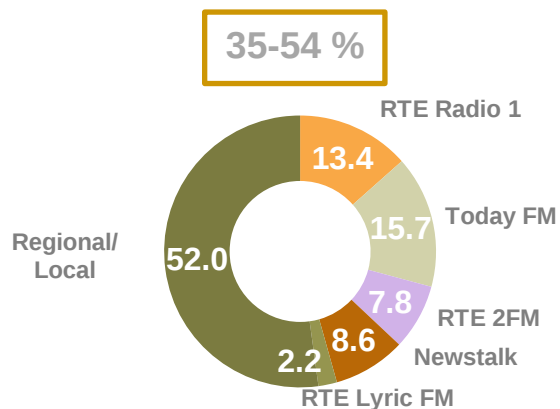
PT MARKET SHARE NATIONAL & SALES HOUSES



Sample: 2,640

Sample: 3,408

PT MARKET SHARE NATIONAL & SALES HOUSES



Sample: 3,535

Sample: 5,228

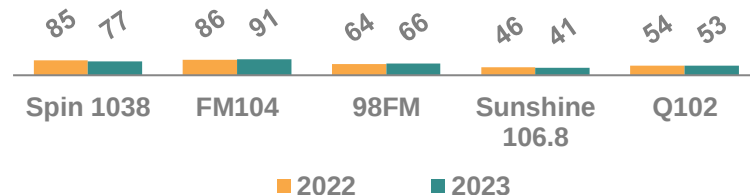
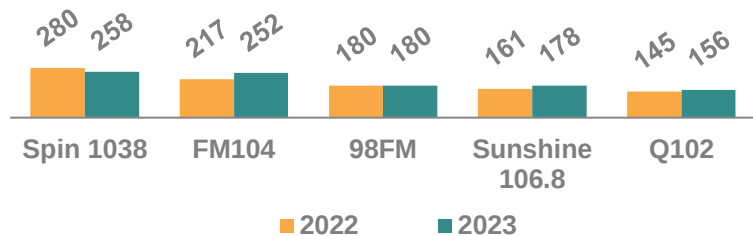
Dublin

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

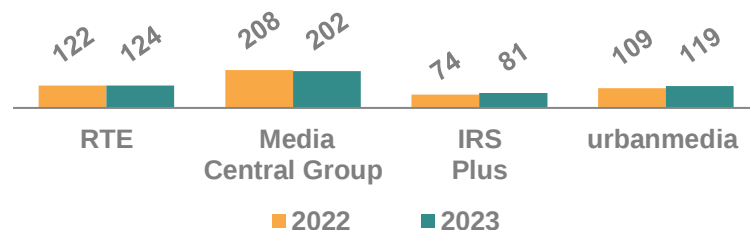
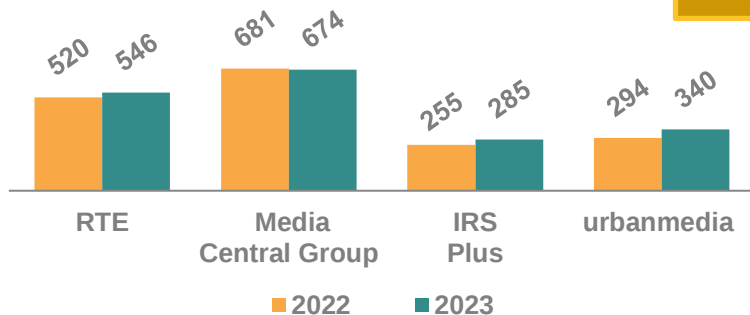
All Adults 000's

Dublin Stations

HKWK 000's



Sales Houses



Universe: 1,189
Sample: 2,973

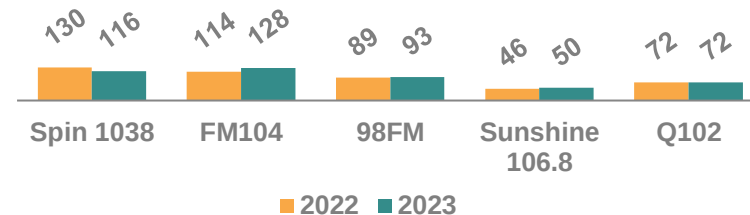
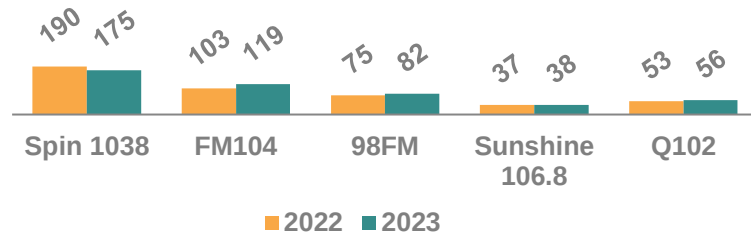
Universe: 314
Sample: 775

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

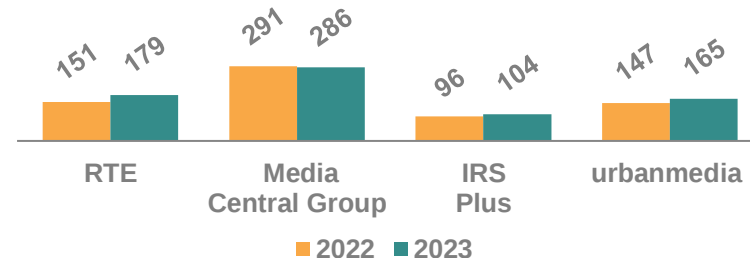
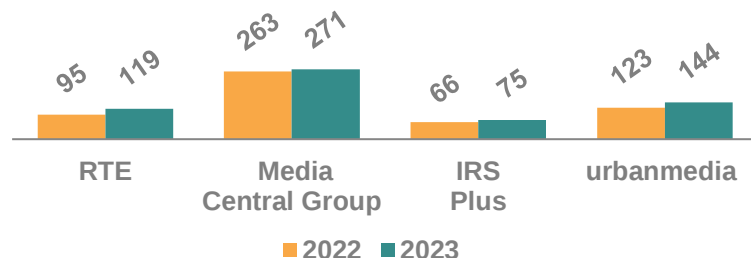
15-34 000's

Dublin Stations

25-44 000's



Sales Houses



Universe: 414
Sample: 959

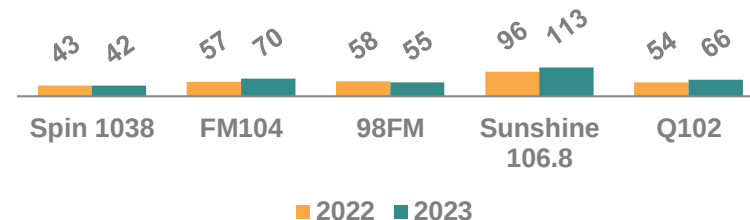
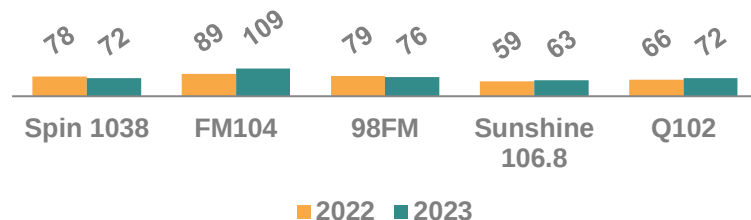
Universe: 467
Sample: 1,152

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

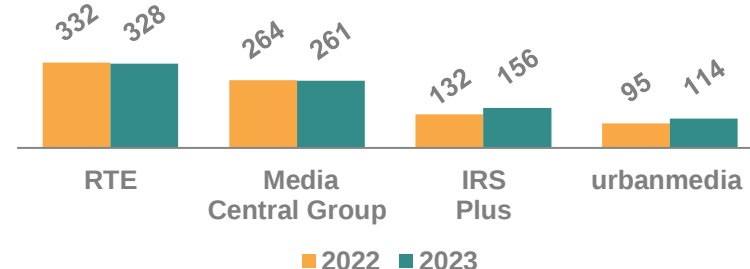
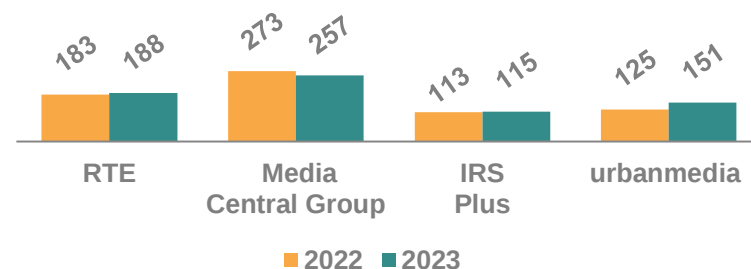
35-54 000's

Dublin Stations

45+ 000's



Sales Houses

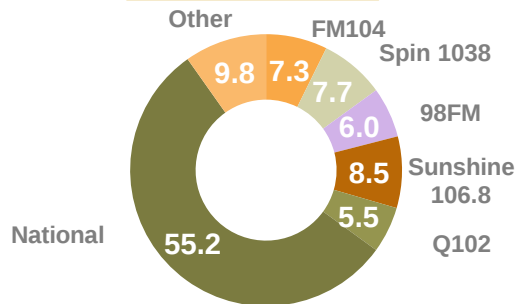


Universe: 432
Sample: 1064

Universe: 535
Sample: 1,370

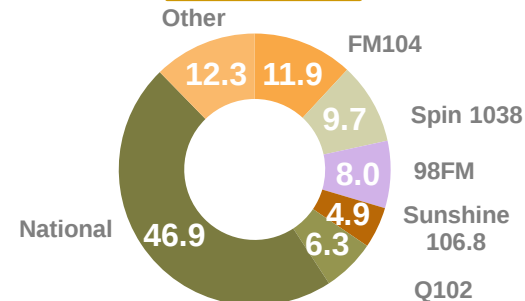
PT MARKET SHARE DUBLIN & SALES HOUSES

All Adults %

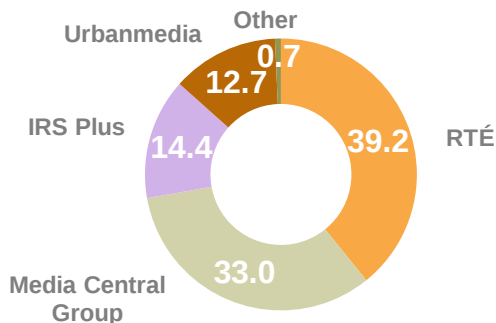


Dublin Stations

HKWK %

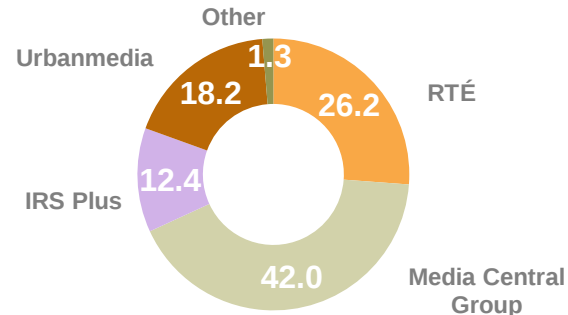


All Adults %



Sales Houses

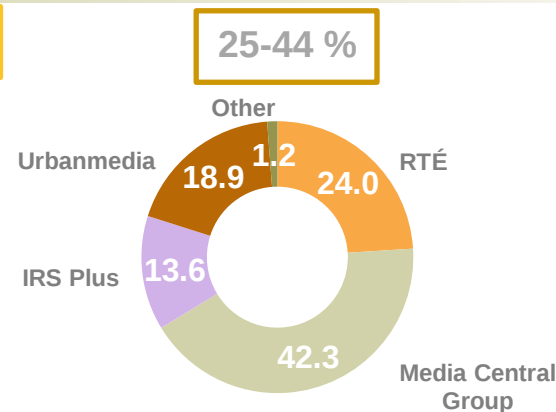
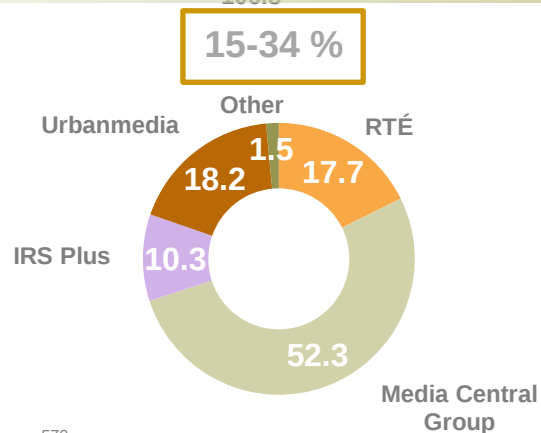
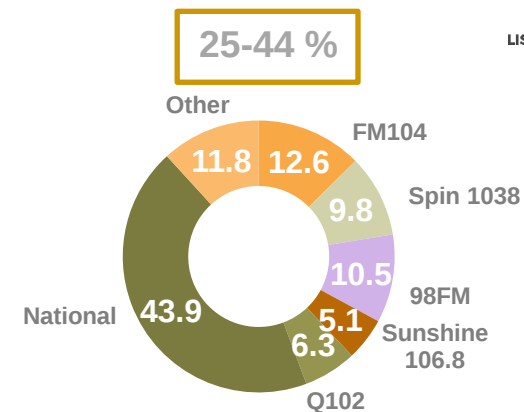
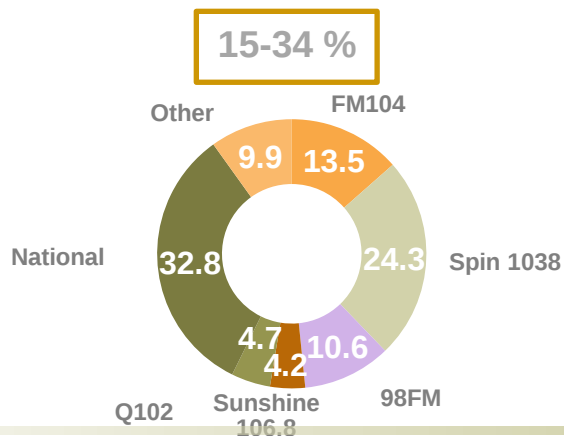
HKWK %



Sample: 2133

Sample: 560

PT MARKET SHARE DUBLIN & SALES HOUSES



Sample: 579

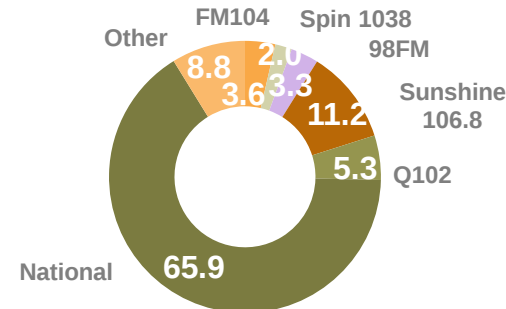
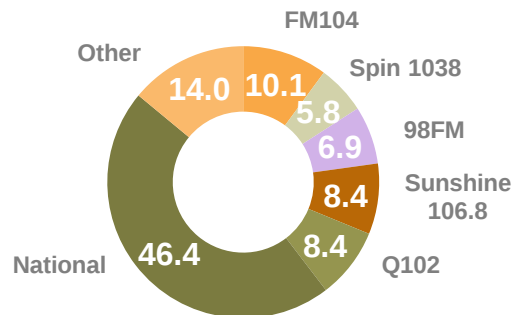
Sample: 799

PT MARKET SHARE DUBLIN & SALES HOUSES

35-54 %

Dublin Stations

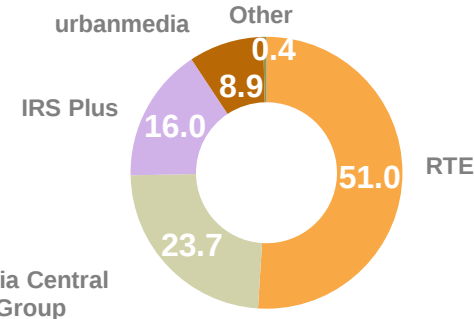
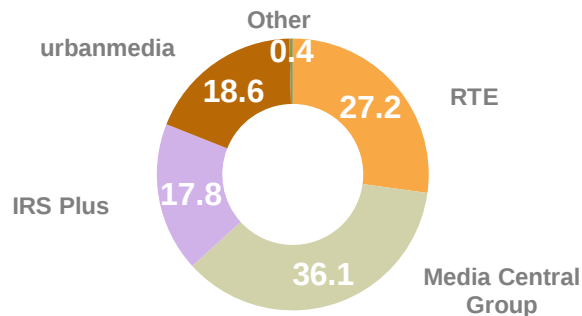
45+ %



35-54 %

Sales Houses

45+ %



Sample: 777

Sample: 1,093

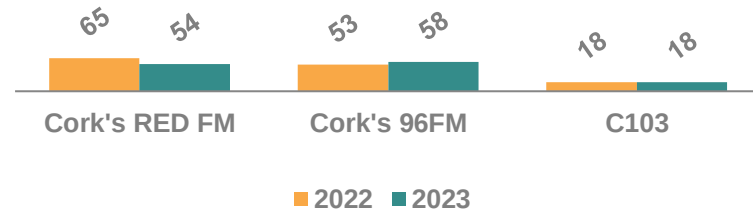
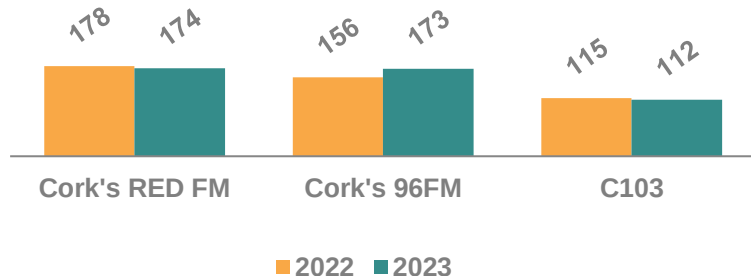
Cork

WEEKLY REACH – CORK & CORK SALES HOUSES

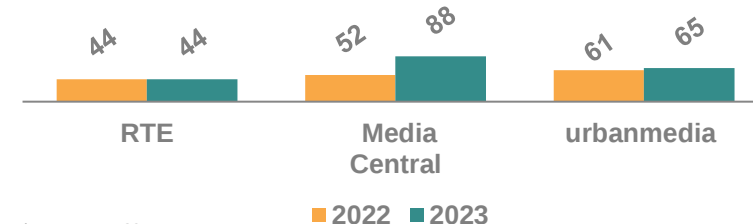
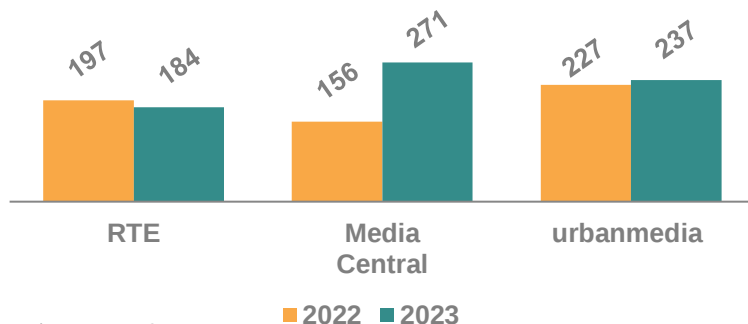
All Adults 000's

Cork Stations

HKWK 000's



Sales Houses



Universe: 470
Sample: 1,003

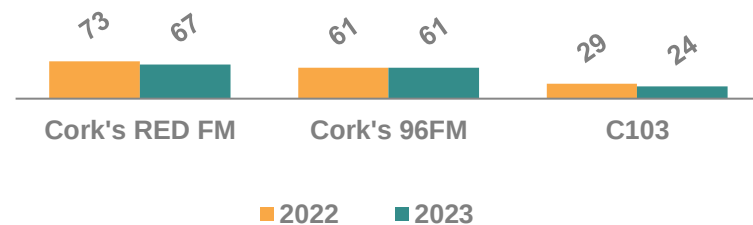
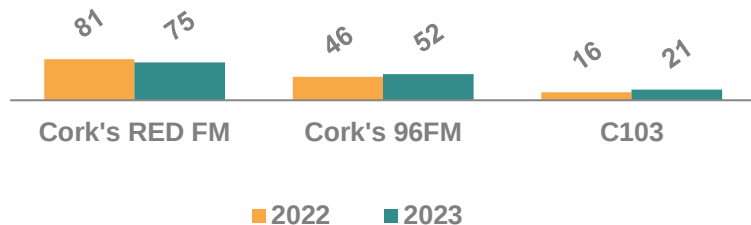
Universe: 129
Sample: 283

WEEKLY REACH – CORK & CORK SALES HOUSES

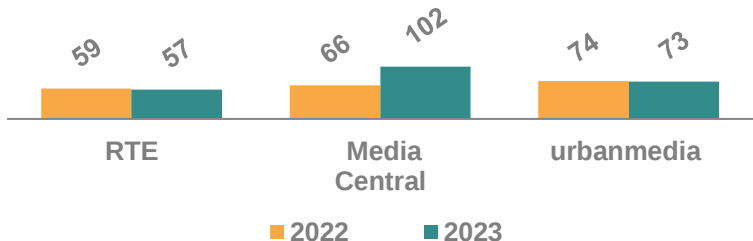
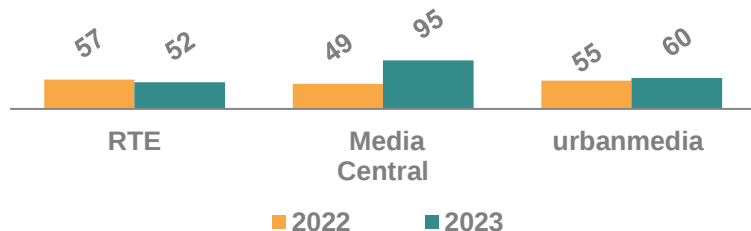
15-34 000's

Cork Stations

25-44 000's



Sales Houses



Universe: 142
Sample: 294

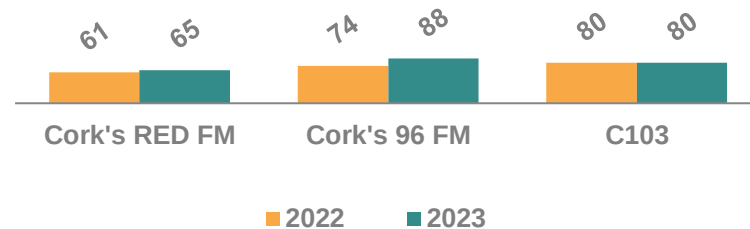
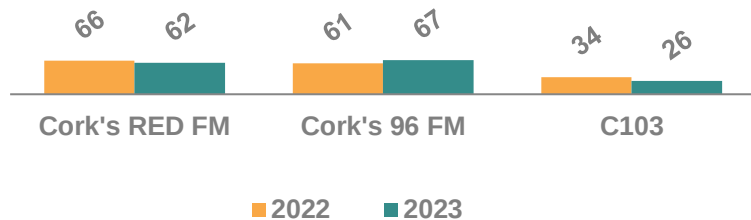
Universe: 158
Sample: 353

WEEKLY REACH – CORK & CORK SALES HOUSES

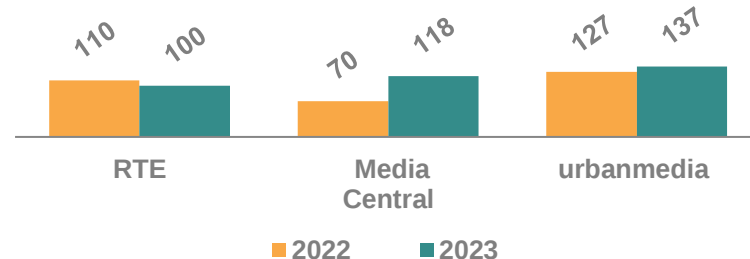
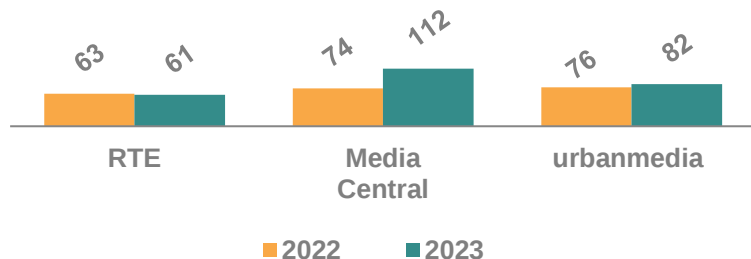
35-54 000's

Cork Stations

45+ 000's



Sales Houses

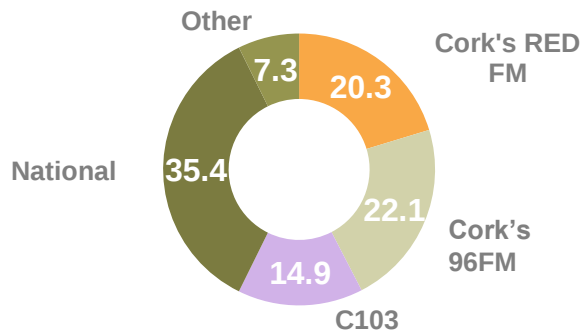


Universe: 170
Sample: 366

Universe: 239
Sample: 508

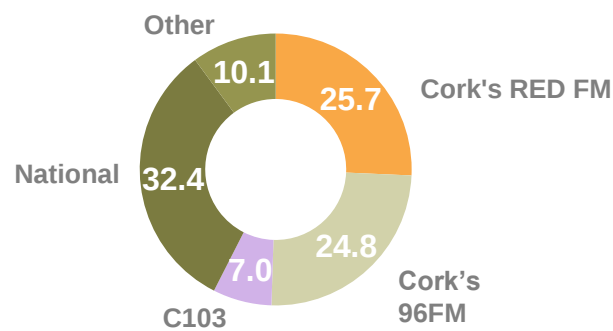
PT MARKET SHARE CORK & SALES HOUSES

All Adults %

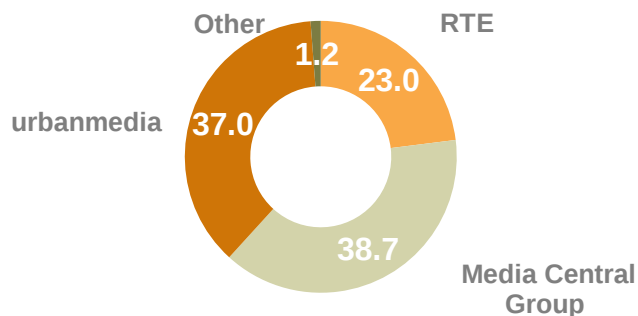


Cork Stations

HKWK %

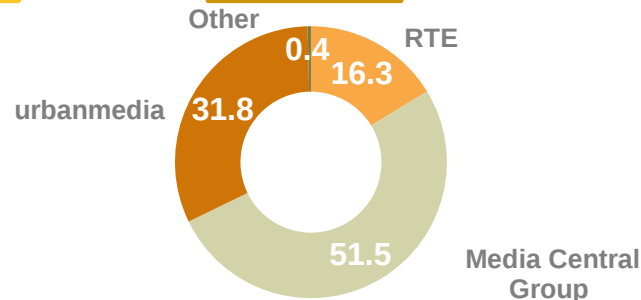


All Adults %



Sales Houses

HKWK %



Sample: 812

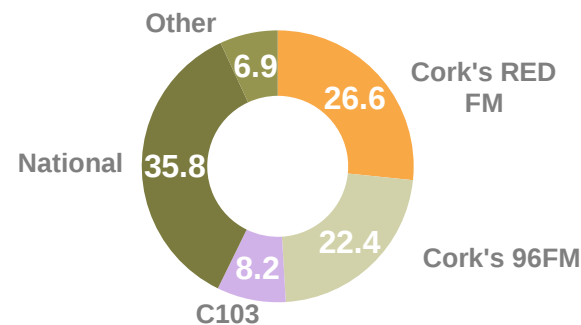
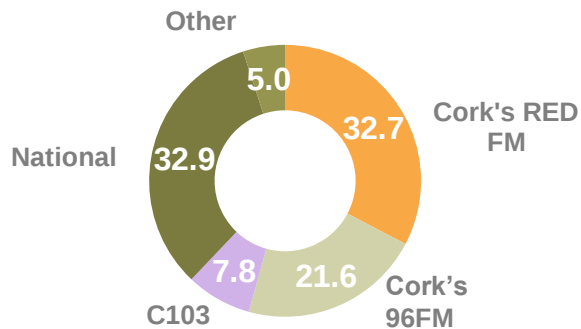
Sample: 239

PT MARKET SHARE CORK & SALES HOUSES

15-34 %

Cork Stations

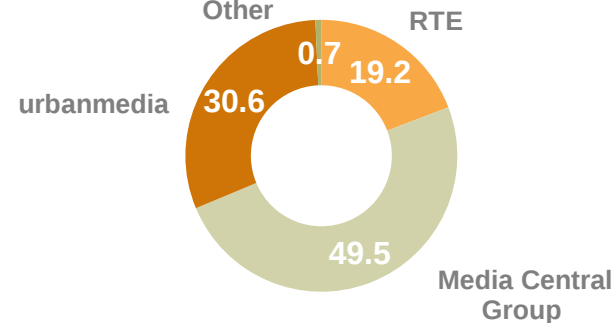
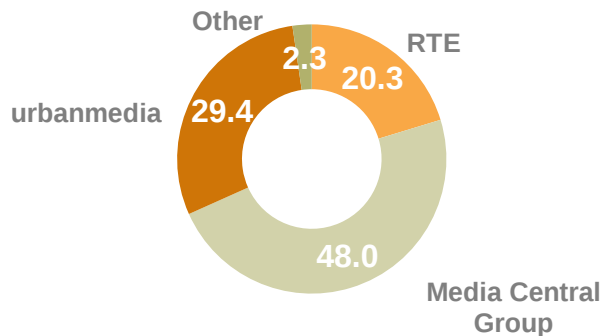
25-44 %



15-34 %

Sales Houses

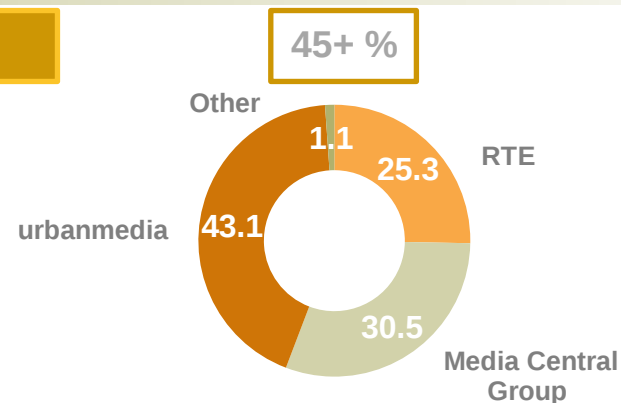
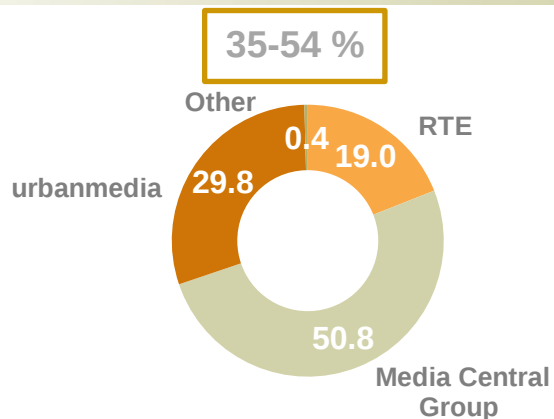
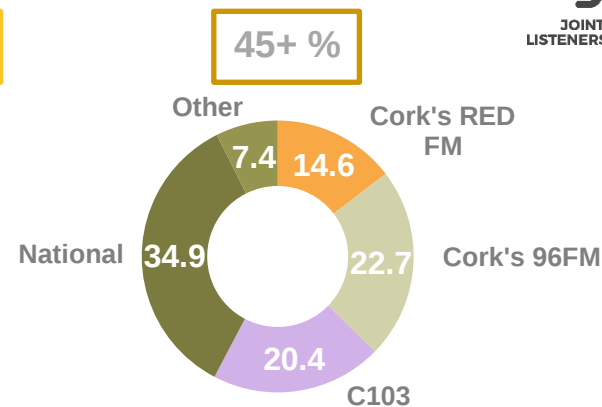
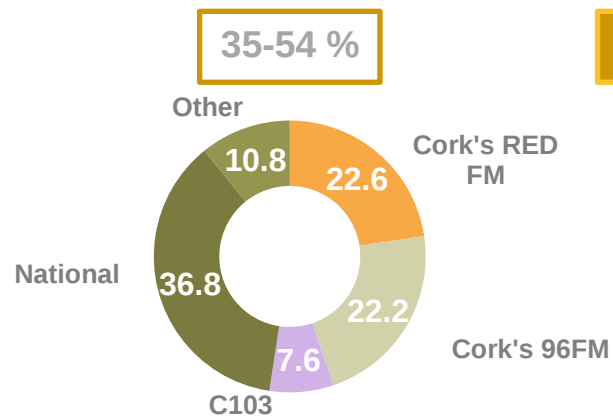
25-44 %



Sample: 212

Sample: 276

PT MARKET SHARE CORK & SALES HOUSES



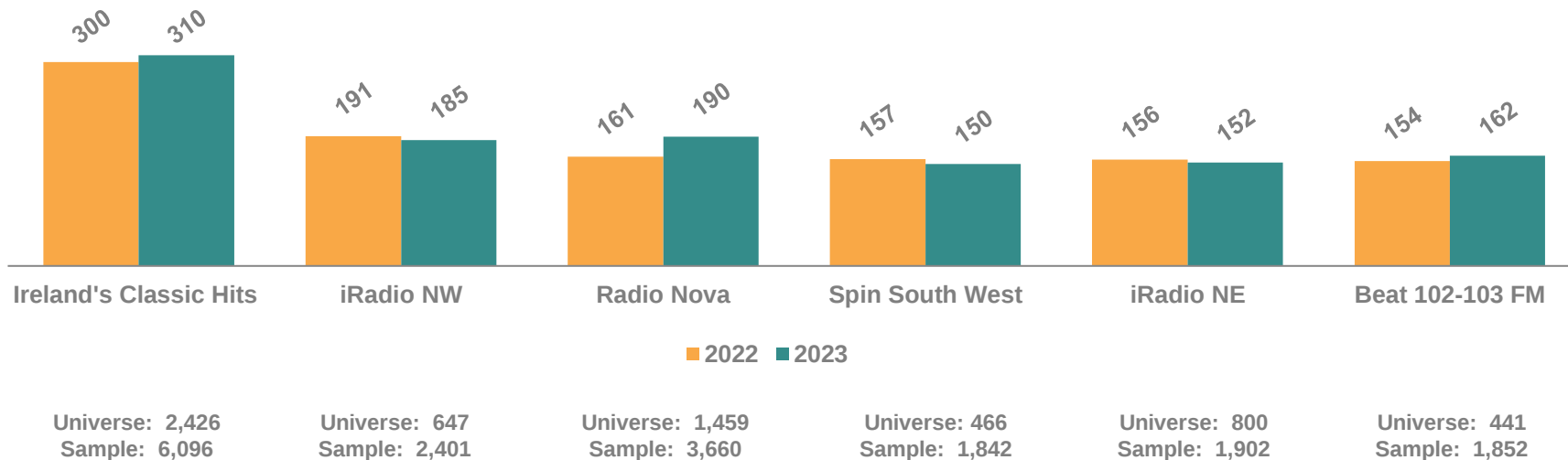
Sample: 307

Sample: 436

Regional

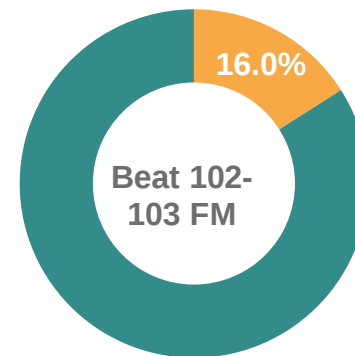
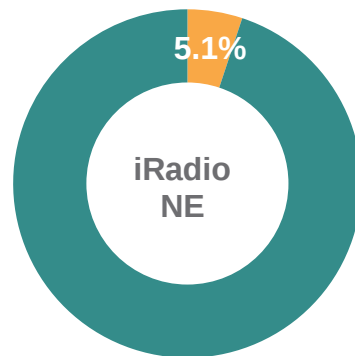
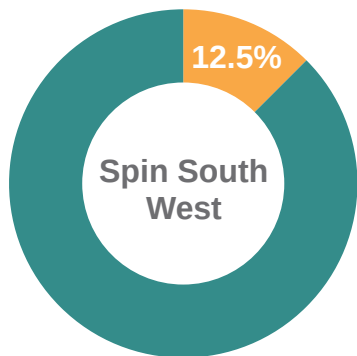
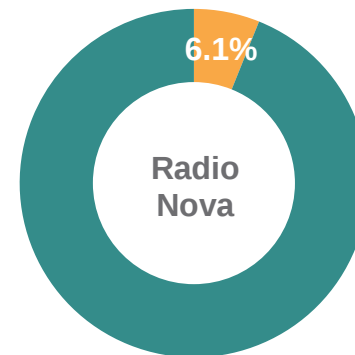
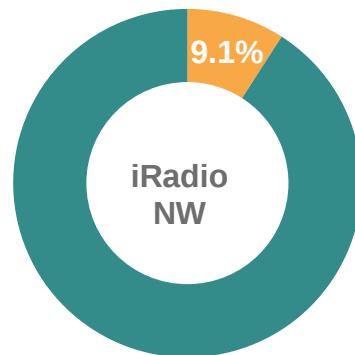
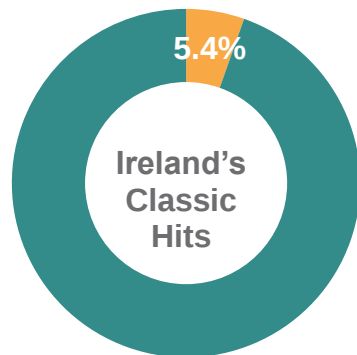
WEEKLY REACH – REGIONAL

All Adults



PT MARKET SHARE REGIONAL – 2023-2

All Adults



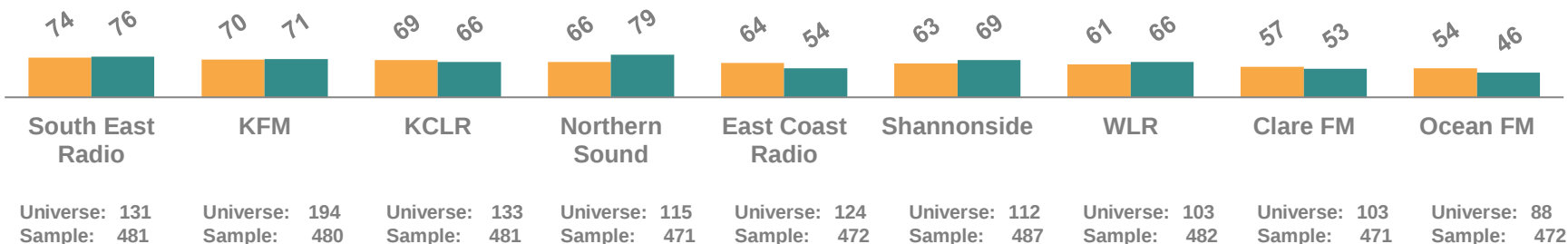
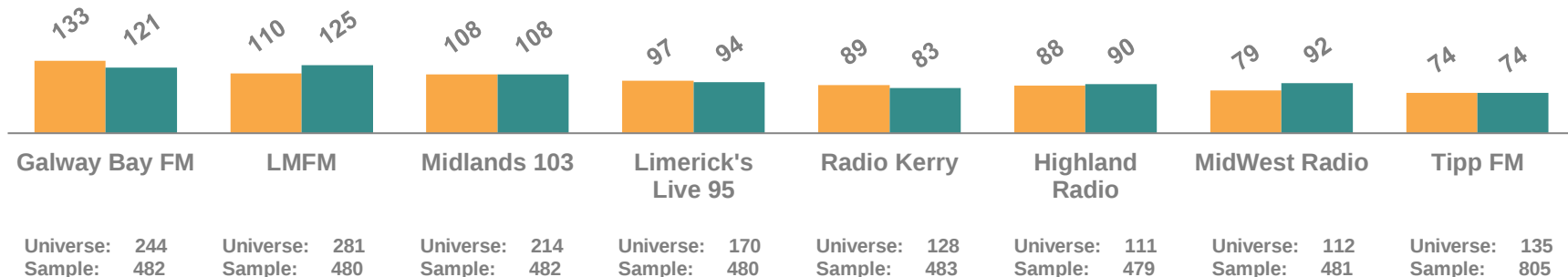


Local Area

WEEKLY REACH – LOCAL AREAS

All Adults

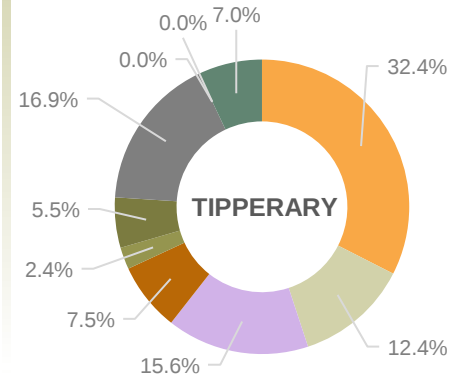
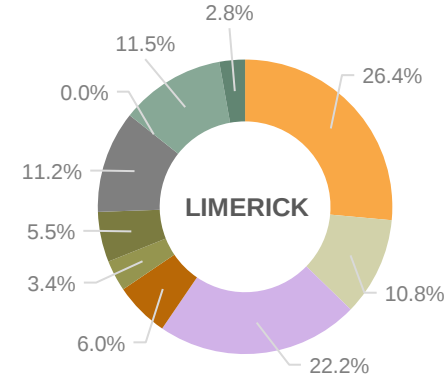
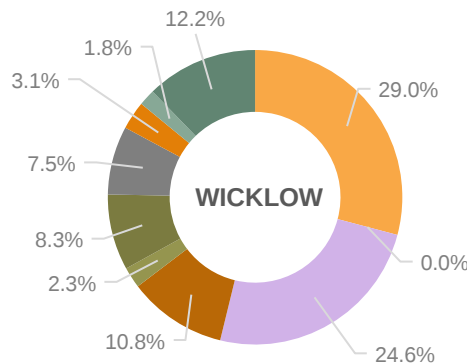
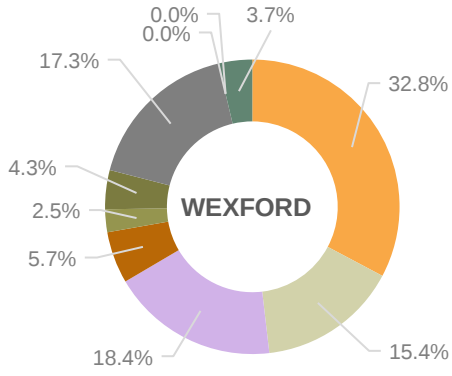
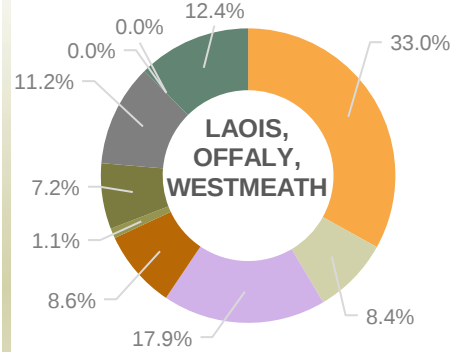
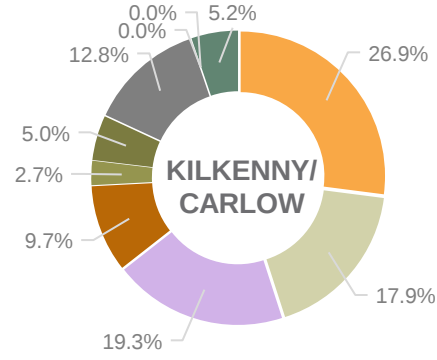
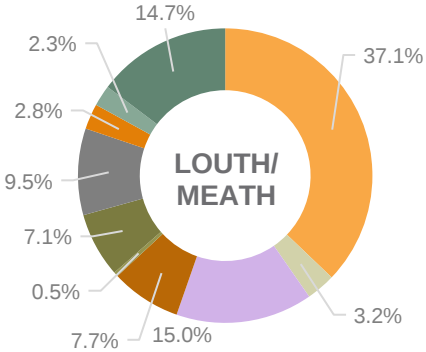
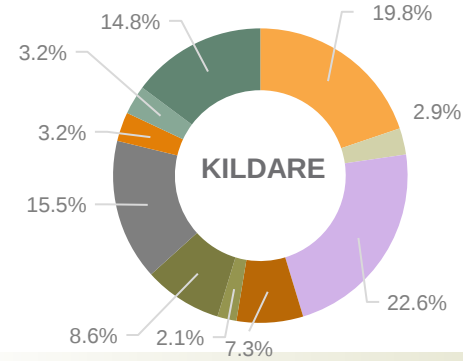
2022 2023



PT SHARE LOCAL AREAS - ALL ADULTS



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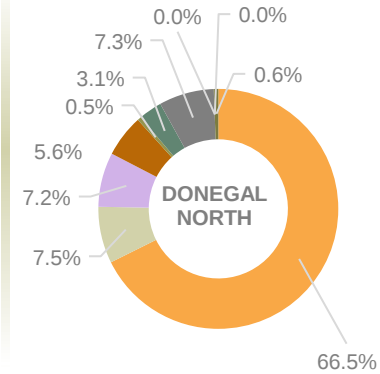
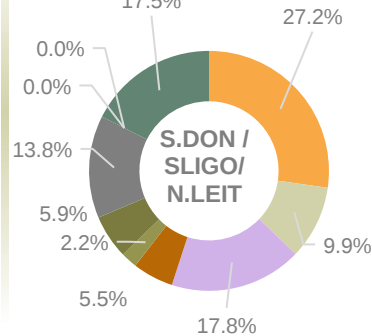
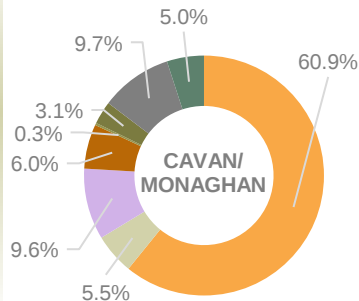
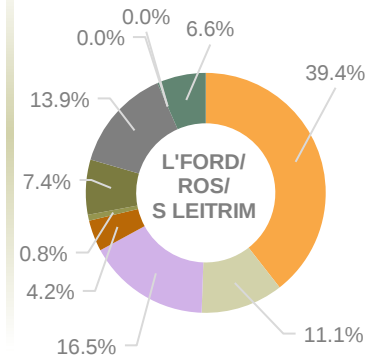
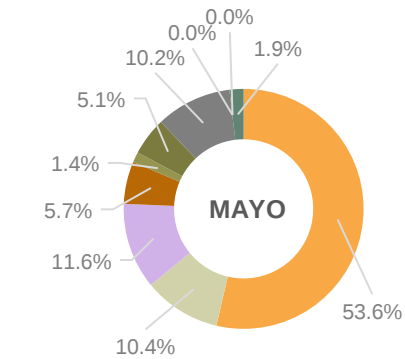
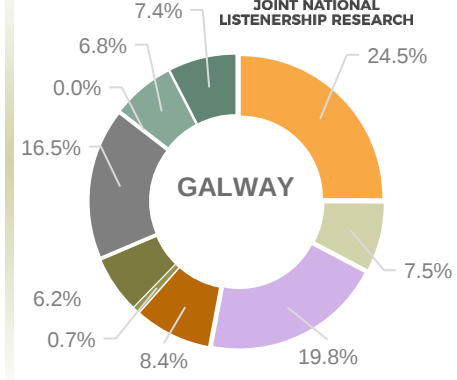
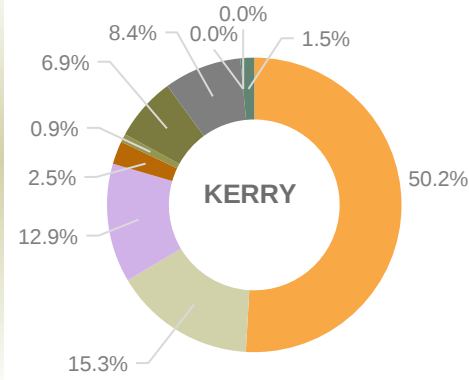
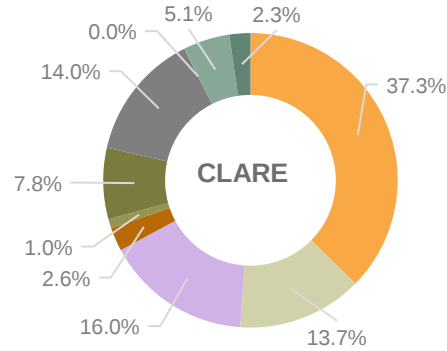
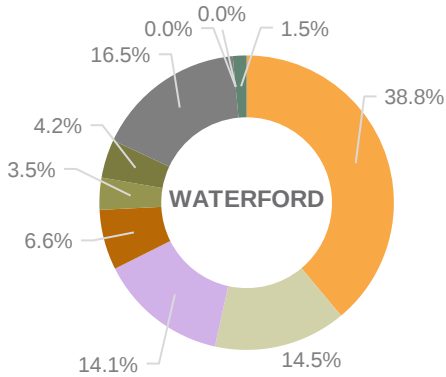


HOME LOCAL STATION REGIONAL STATION RTE RADIO 1 RTE 2FM RTE LYRIC FM NEWSTALK TODAY FM RADIO NOVA 100FM CLASSIC HITS 4FM OTHER REGION/LOC/M-C/D-C

PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL
LISTENERSHIP RESEARCH

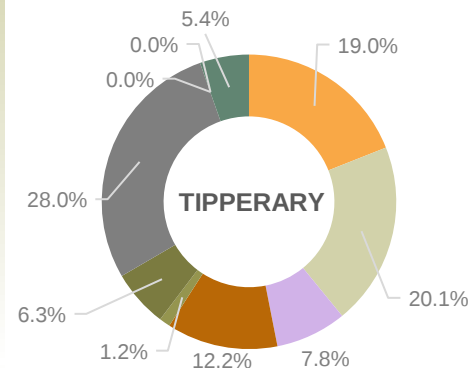
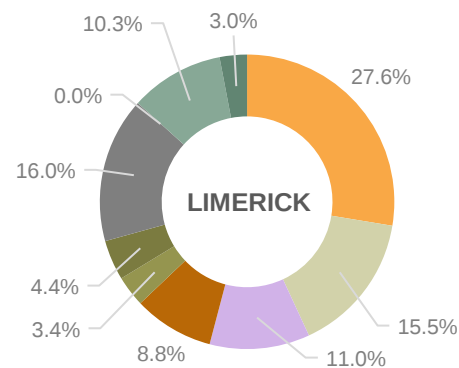
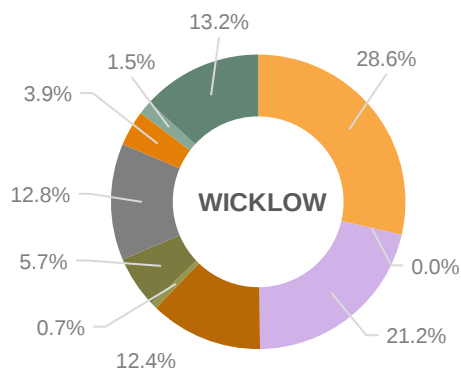
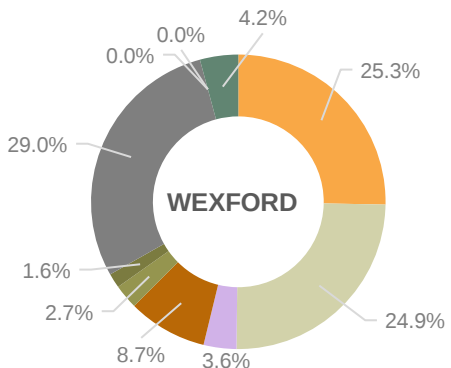
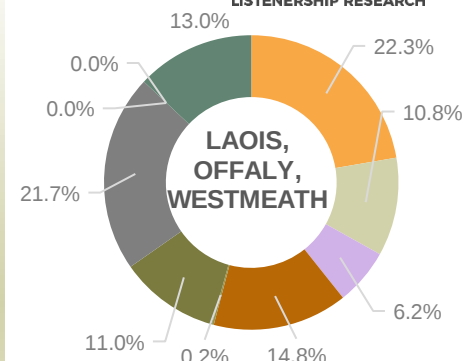
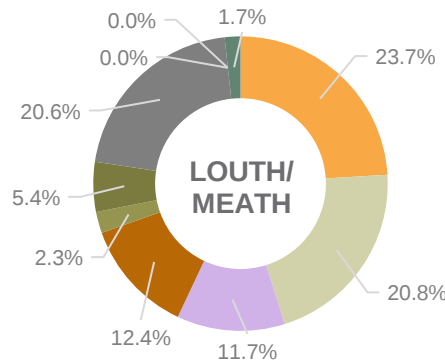
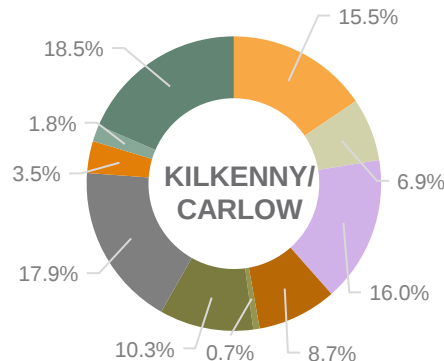
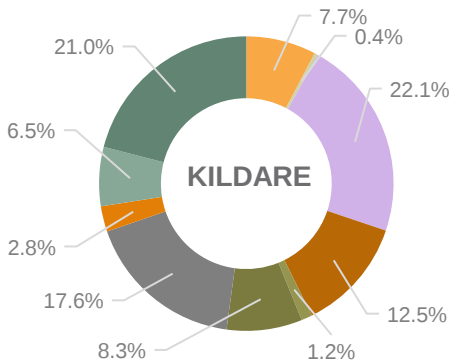


■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTE RADIO 1 ■ RTE 2FM ■ RTE LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLA SSIC HITS 4FM ■ OTHER REGION/LOC/M-C/D-C

PT SHARE LOCAL AREAS - HOUSEKEEPERS & CHILDREN



JOINT NATIONAL
LISTENERSHIP RESEARCH

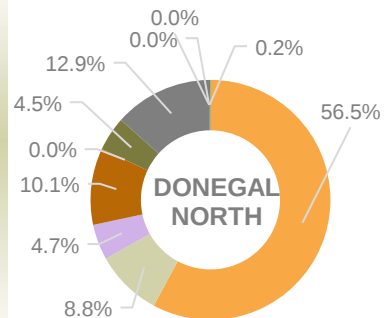
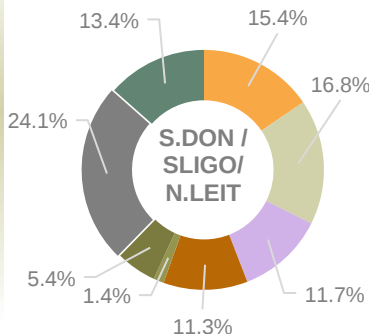
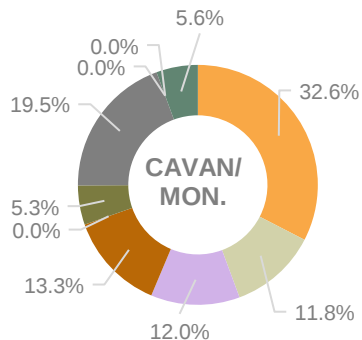
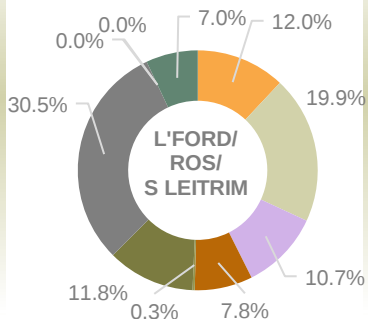
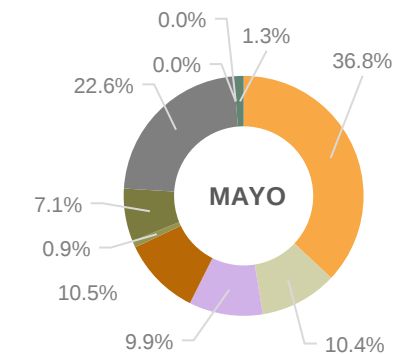
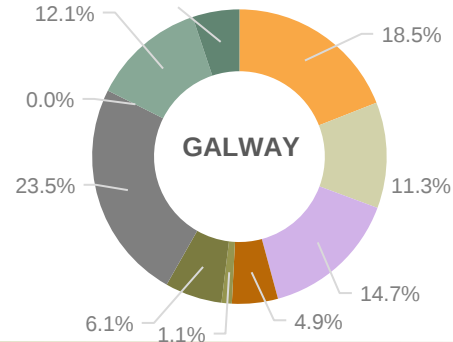
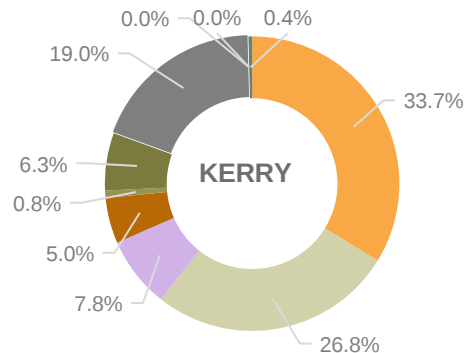
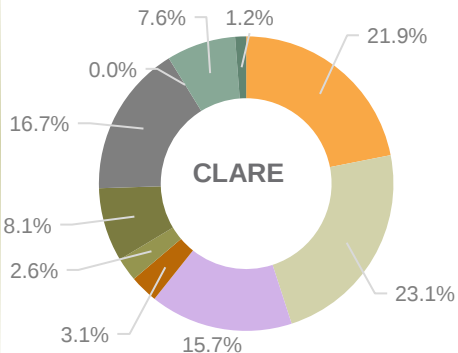
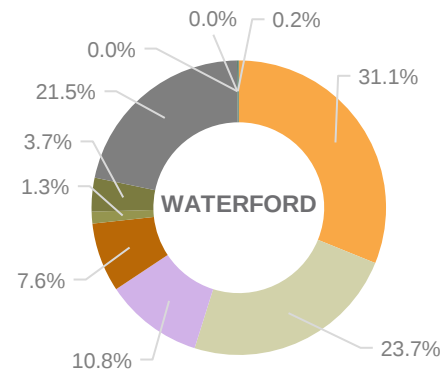


HOME LOCAL STATION REGIONAL STATION RTE RADIO 1 RTE 2FM RTE LYRIC FM NEWSTALK TODAY FM RADIO NOVA 100FM CLA SSIC HITS 4FM OTHER REGION/LOC/M-C/D-C

PT SHARE LOCAL AREAS - HOUSEKEEPERS & CHILDREN



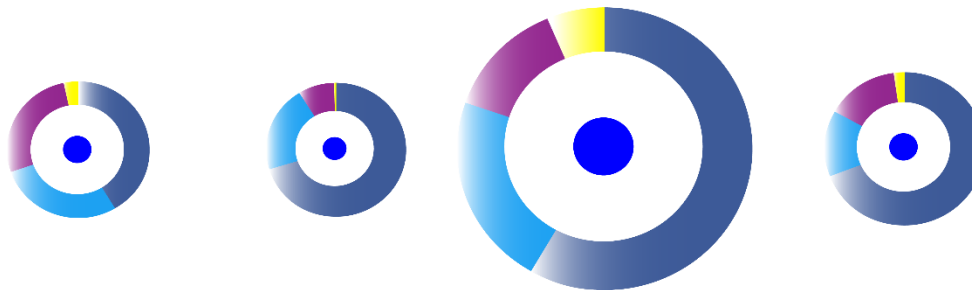
JOINT NATIONAL
LISTENER RESEARCH



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

Radio & Social Media

Radio is the original Social Media.
Irish Radio has over **12.8 Million** connections.



All RTE

	698,000
	472,000
	624,000
	76,200

IRS+

	1,148,800
	342,982
	138,592
	14,713

Media Central

	4,220,000
	1,573,800
	953,000
	467,137

Urban Media

	1,455,714
	296,511
	321,365
	48,736

Appendix

SALES HOUSE COMPOSITION

RTE

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

IRS +

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

Media Central

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

Urbanmedia

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