



2024-3

JNLR Radio Listenership

Sales House Report
October 23 to September 24



NOTE TO THE READER ...

The following charts outline Weekly Reach and 7am-7pm (PT) share for 2024-3, across key demographics.

This report is based on the 12-month period October 2023 to September 2024. Reach data is compared, year on year, to the 2023-3 report.

Definitions:

HKWK label is updated to read SHWK (shopper + dependent children (any age)). This is a label change only as housekeeper was always defined as main shopper.

Universe estimates and sample size – refer to 2024-3 data.

See Appendix for Sales house composition

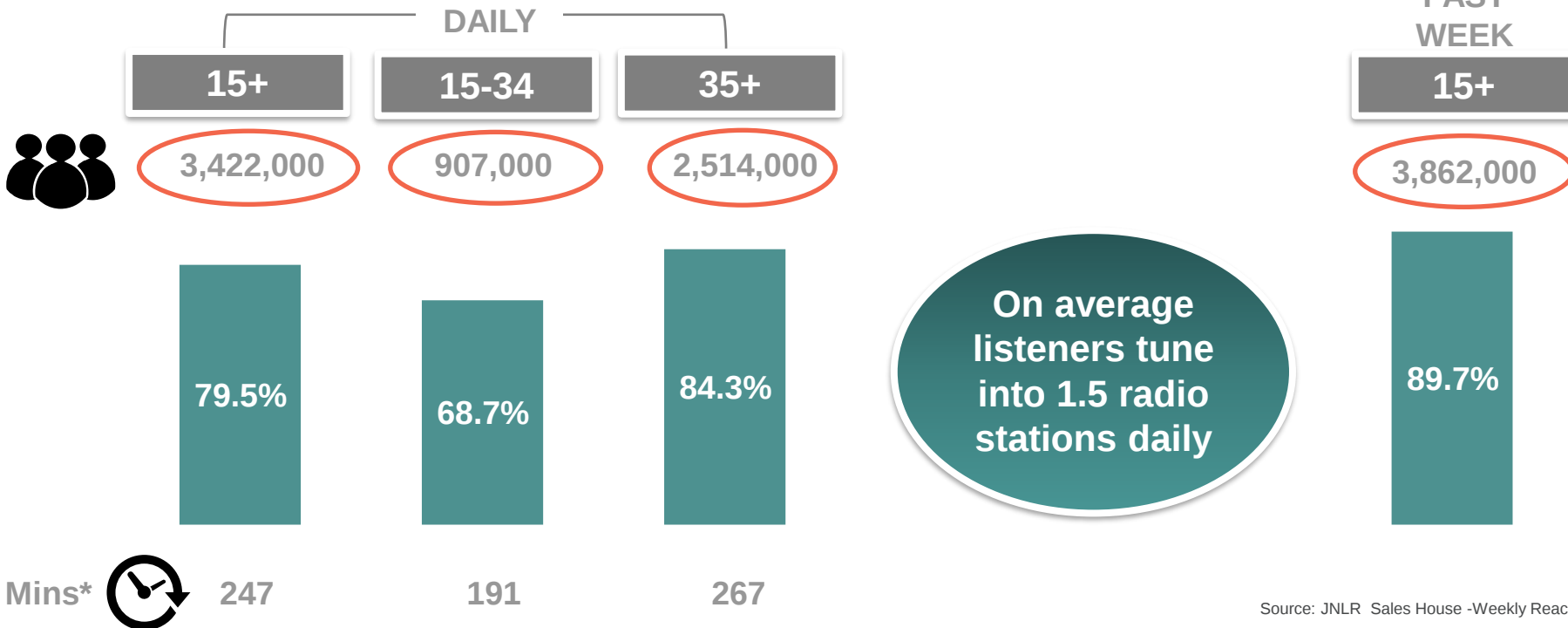


RADIO TODAY

More than 3.4 million Irish adults listen to radio on an average day



PAST
WEEK



Source: JNLR National Report 2024-3

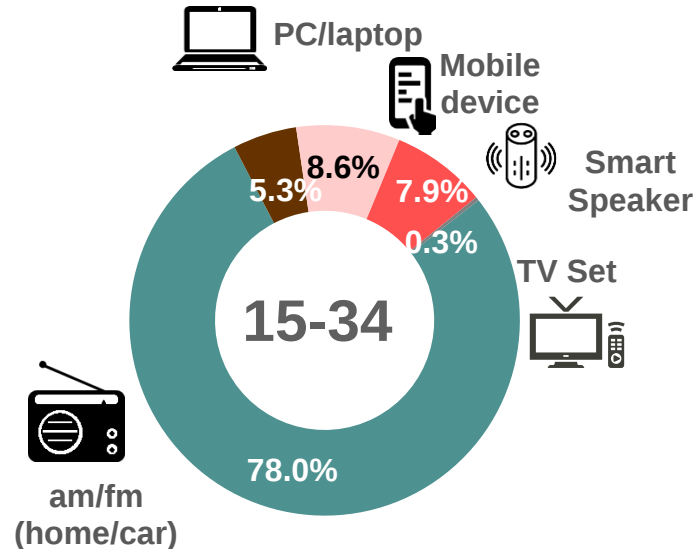
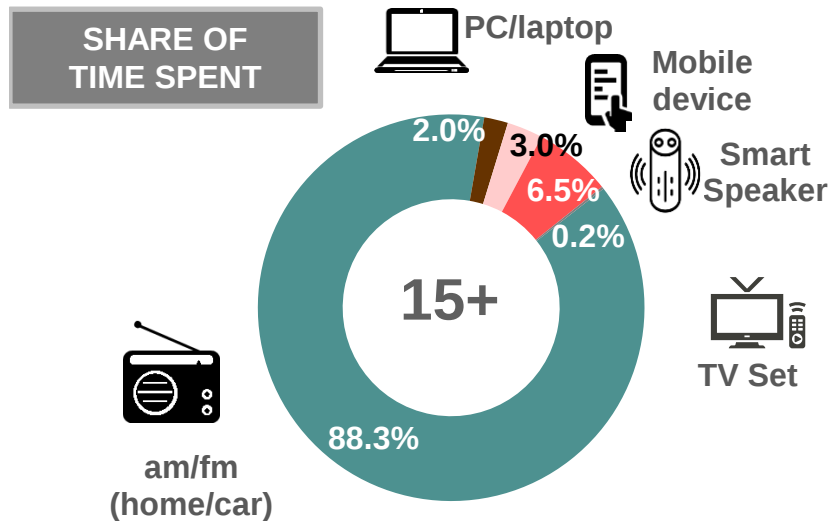
* Average time spent among listeners 7am-midnight

Source: JNLR Sales House -Weekly Reach



RADIO TODAY

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



Source: JNLR Platform Data 2024-3

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



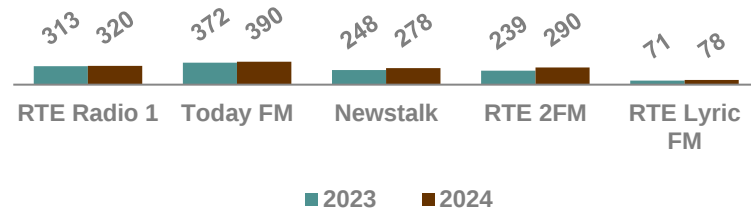
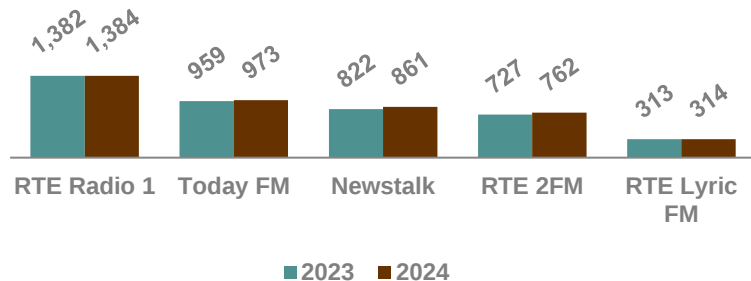
WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES



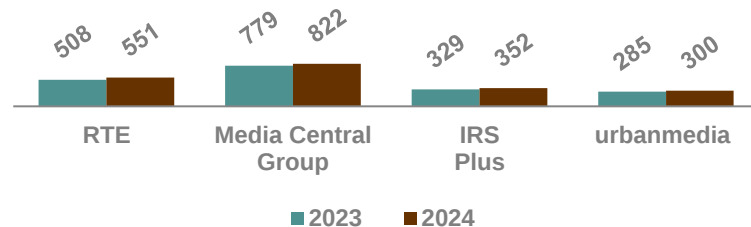
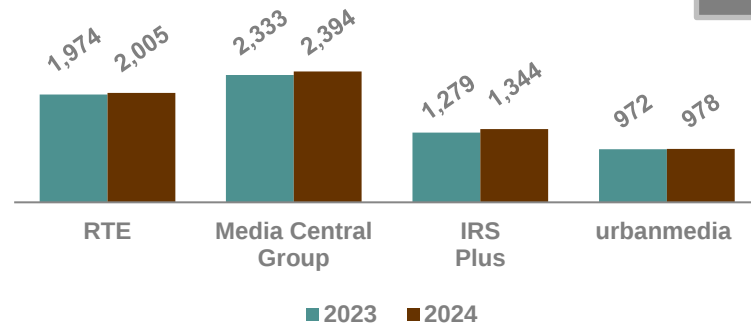
All Adults 000's

National Stations

SHWK 000's



Sales Houses



Universe: 4,304
Sample: 12,390

Universe: 1,237
Sample: 3,552

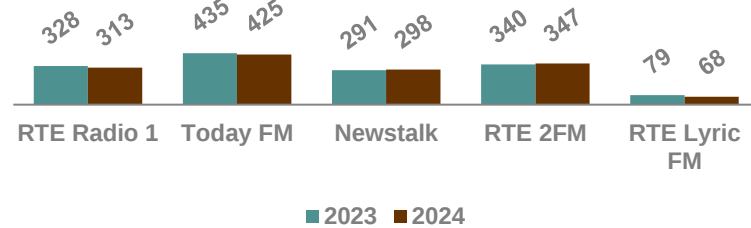
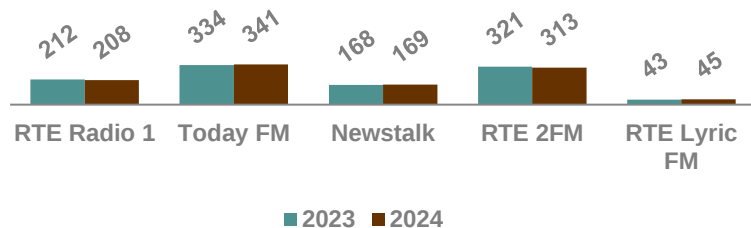
WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES



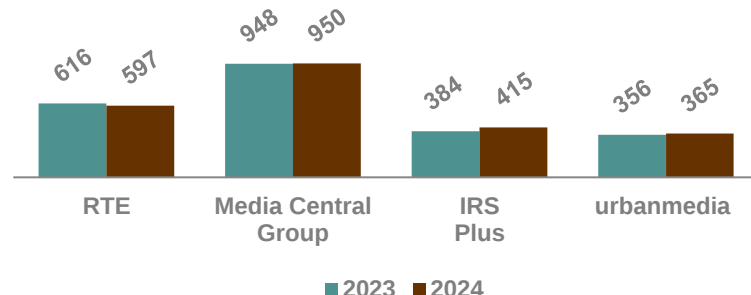
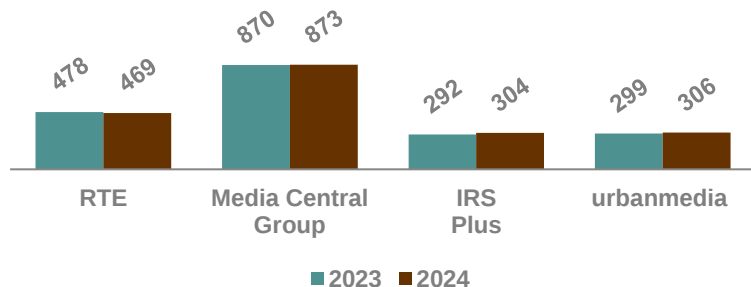
15-34 000's

National Stations

25-44 000's



Sales Houses



Universe: 1,321
Sample: 3,654

Universe: 1,463
Sample: 4,220

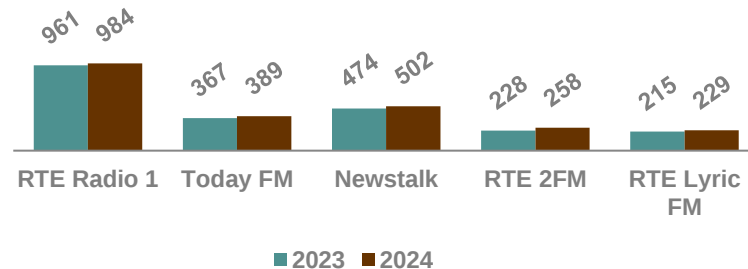
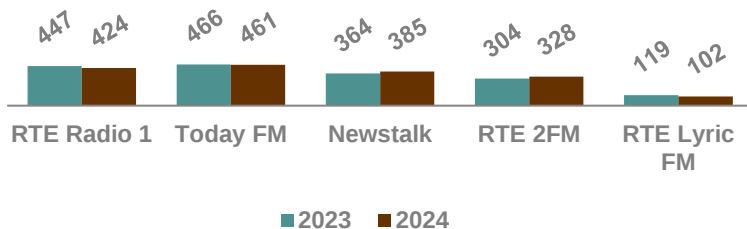


WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

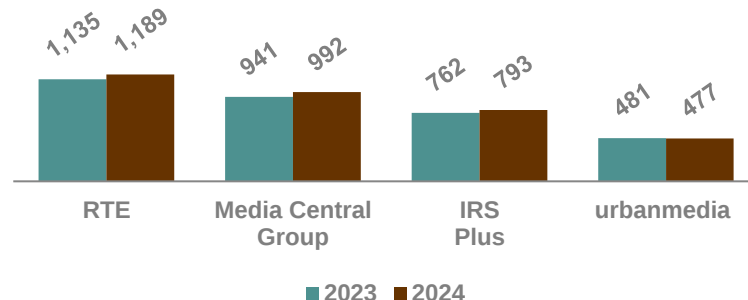
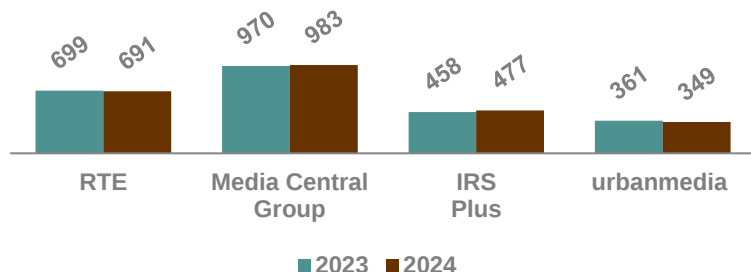
35-54 000's

National Stations

45+ 000's



Sales Houses

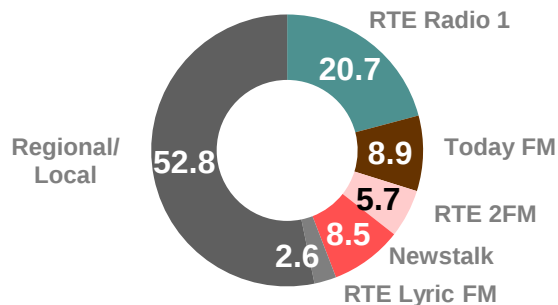


Universe: 1,559
Sample: 4,307

Universe: 2,170
Sample: 6,361

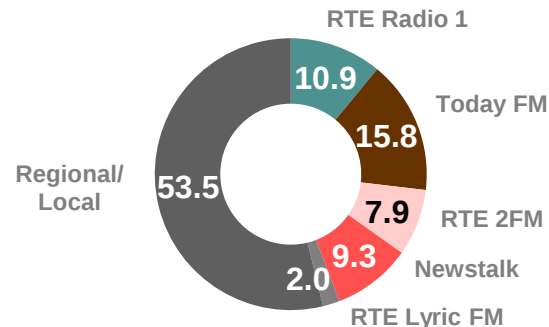
PT MARKET SHARE NATIONAL & SALES HOUSES

All Adults %

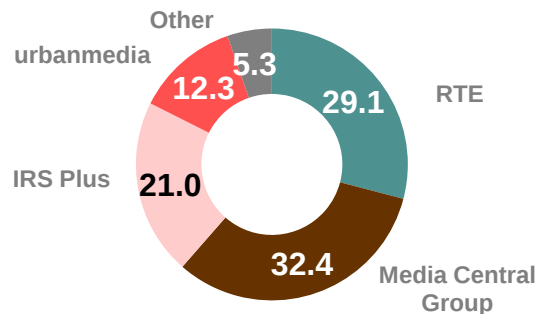


National Stations

SHWK %

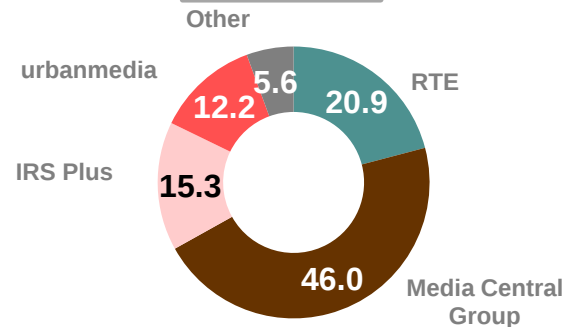


All Adults %



Sales Houses

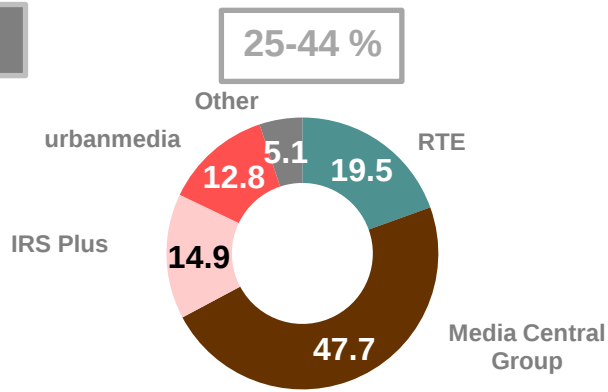
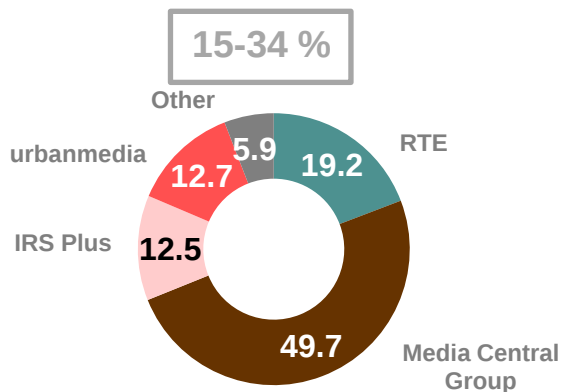
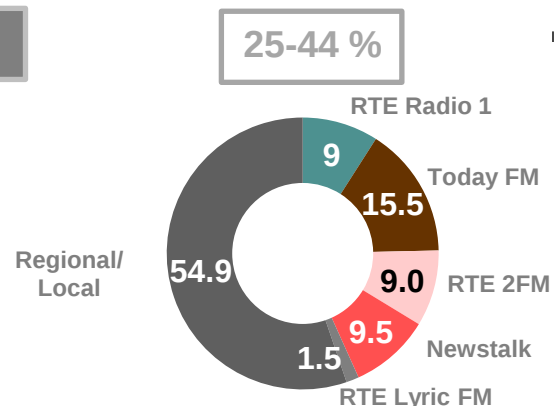
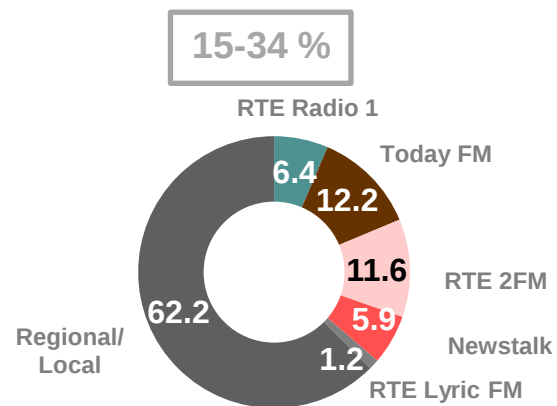
SHWK %



Sample: 9,647

Sample: 2,816

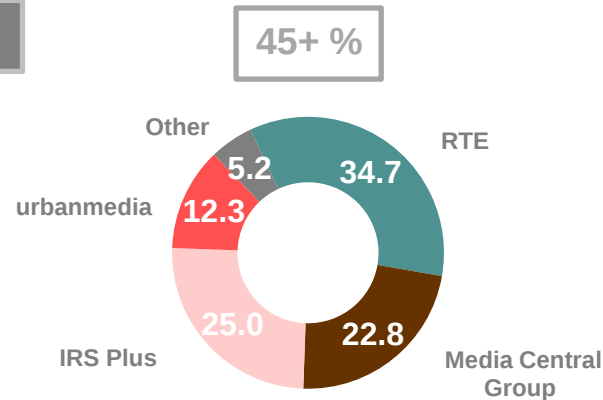
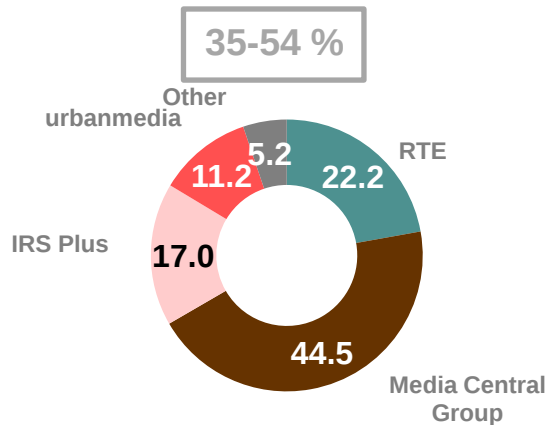
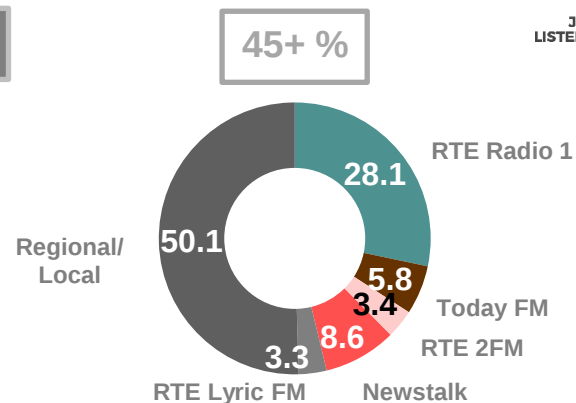
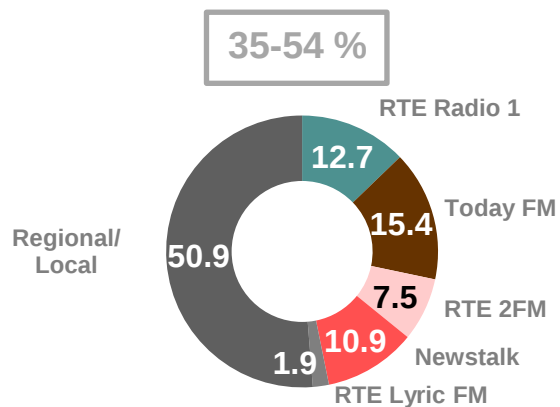
PT MARKET SHARE NATIONAL & SALES HOUSES



Sample: 2,452

Sample: 3,118

PT MARKET SHARE NATIONAL & SALES HOUSES



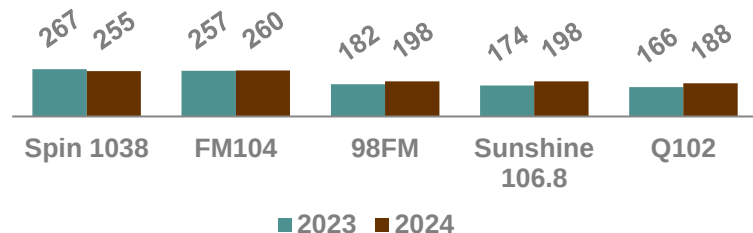
Sample: 3,378

Sample: 5,380



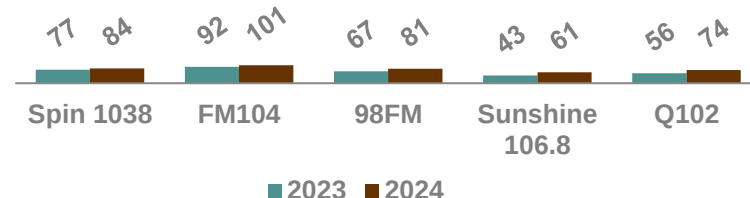
WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

All Adults 000's

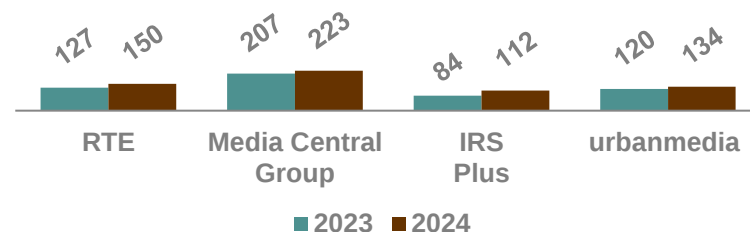
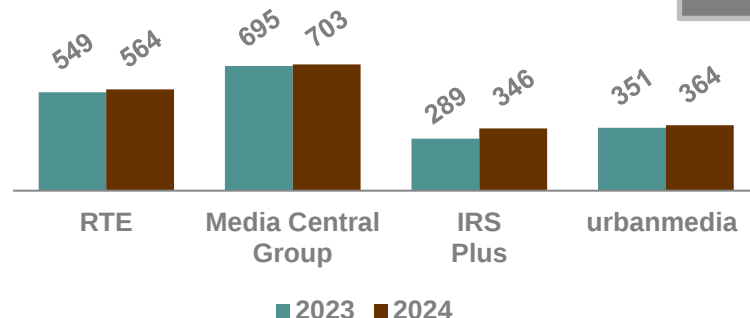


Dublin Stations

SHWK 000's



Sales Houses



Universe: 1,236
Sample: 2,958

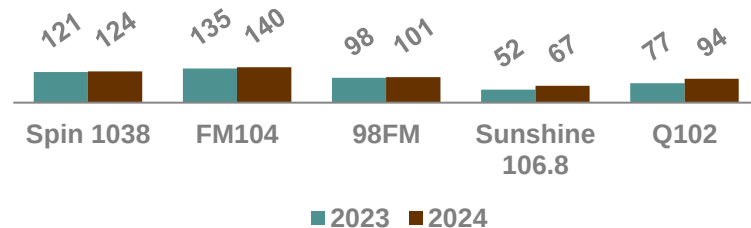
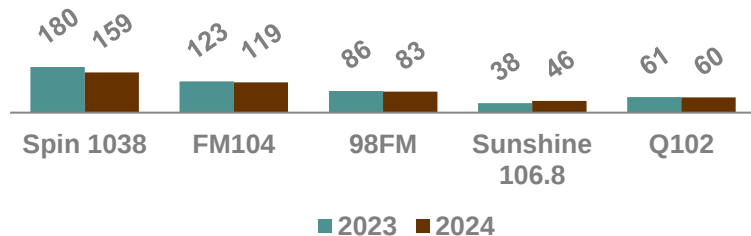
Universe: 354
Sample: 823

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

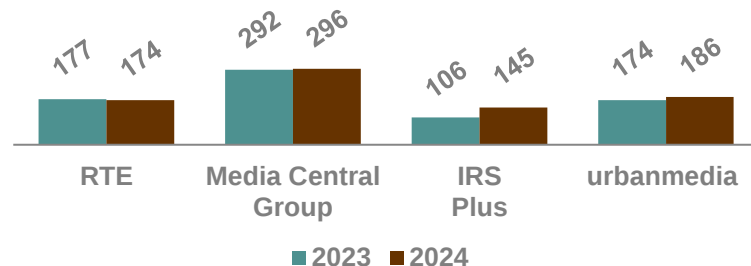
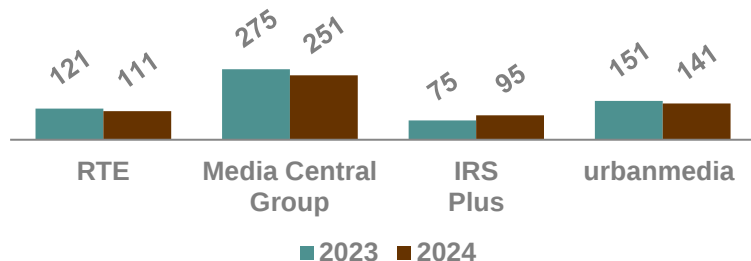
15-34 000's

Dublin Stations

25-44 000's



Sales Houses



Universe: 414
Sample: 881

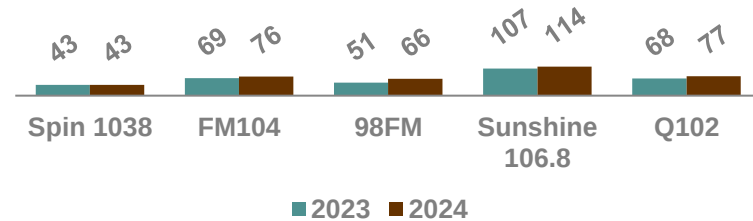
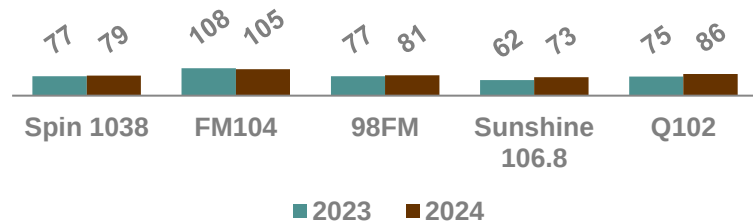
Universe: 490
Sample: 1,106

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

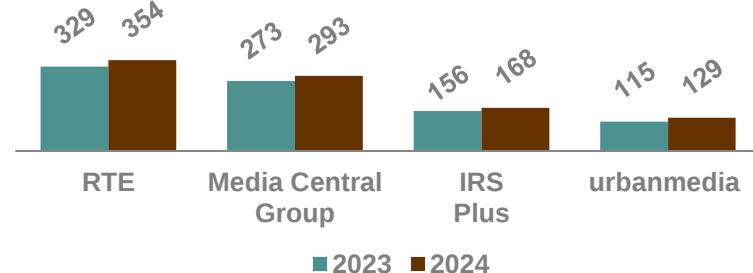
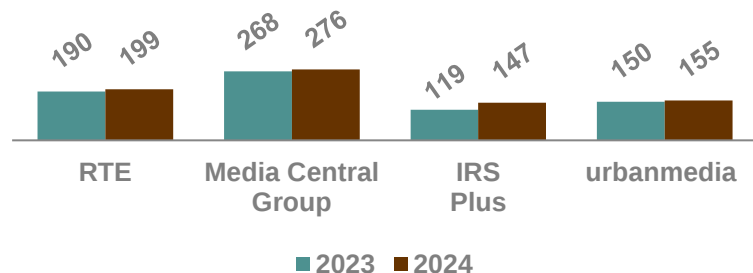
35-54 000's

Dublin Stations

45+ 000's



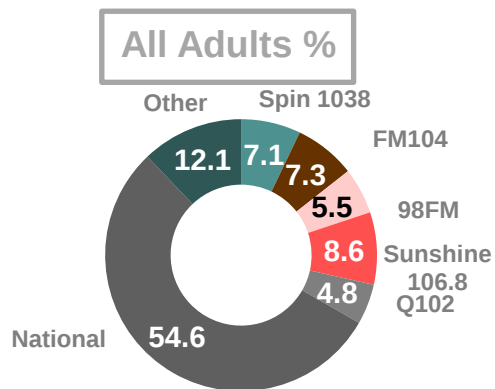
Sales Houses



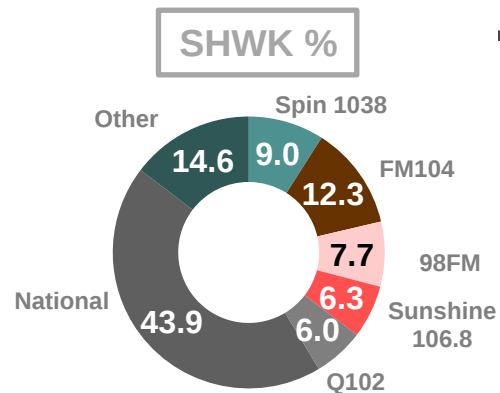
Universe: 460
Sample: 1,080

Universe: 566
Sample: 1,457

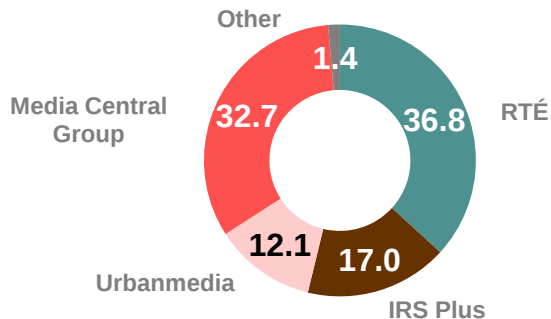
PT MARKET SHARE DUBLIN & SALES HOUSES



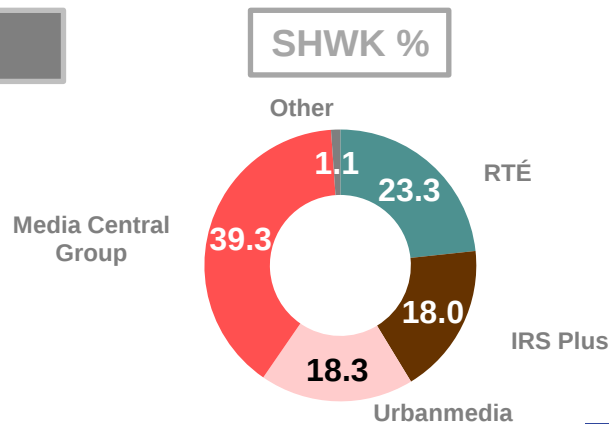
Dublin Stations



All Adults %



Sales Houses

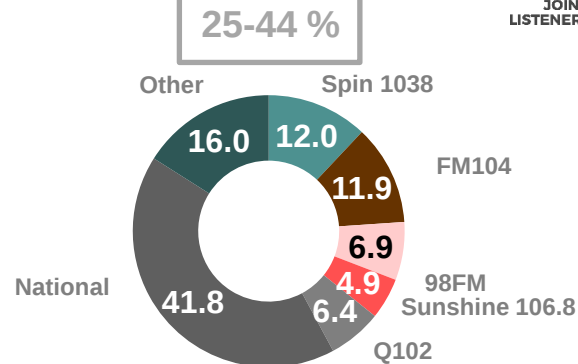
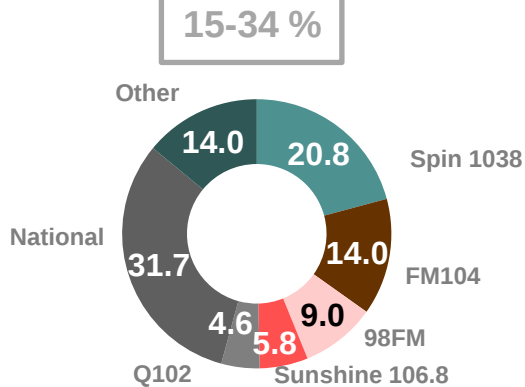


Sample: 2,175

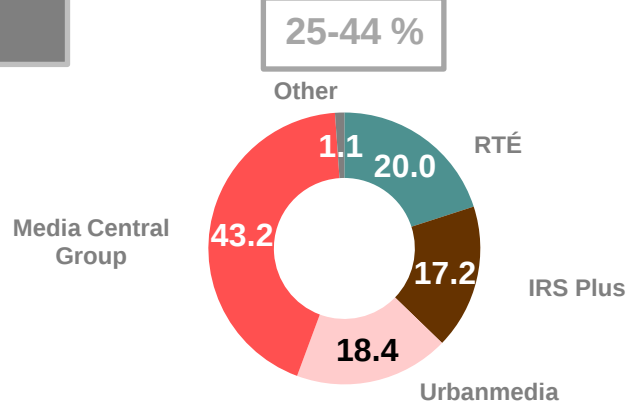
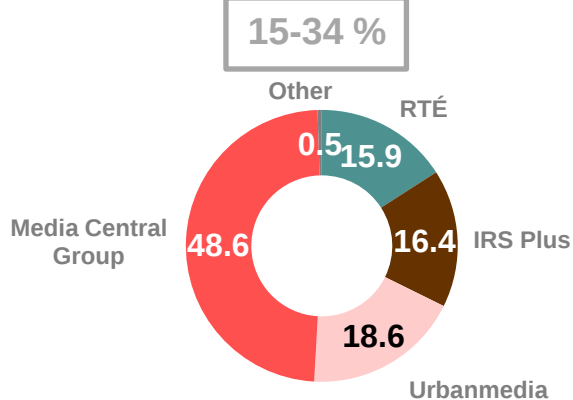
Sample: 624

PT MARKET SHARE DUBLIN & SALES HOUSES

Dublin Stations



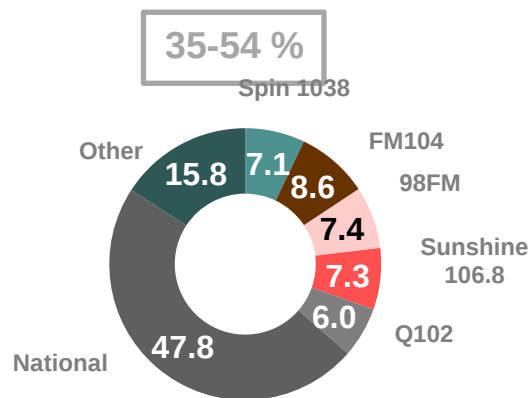
Sales Houses



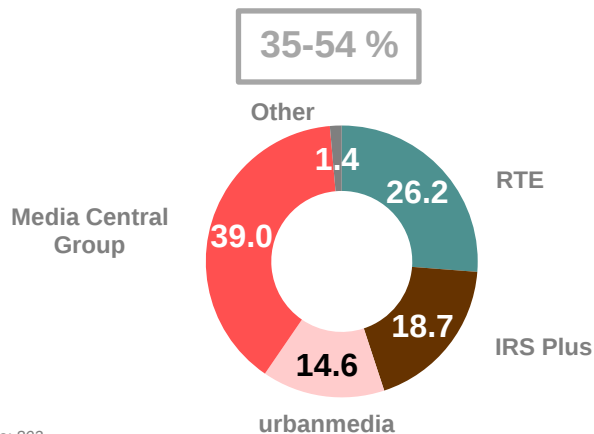
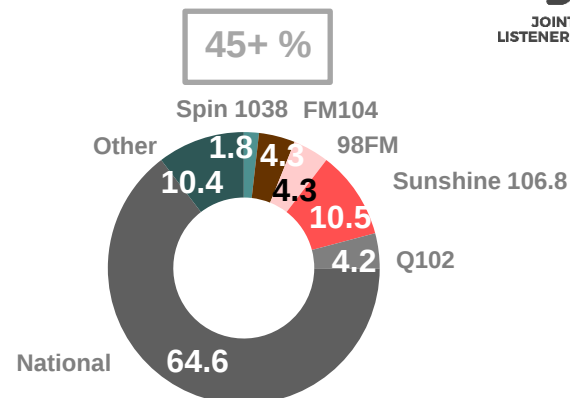
Sample: 516

Sample: 756

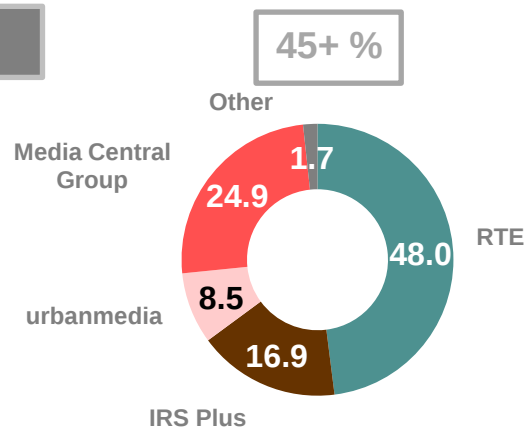
PT MARKET SHARE DUBLIN & SALES HOUSES



Dublin Stations



Sales Houses



Sample: 802

Sample: 1,214

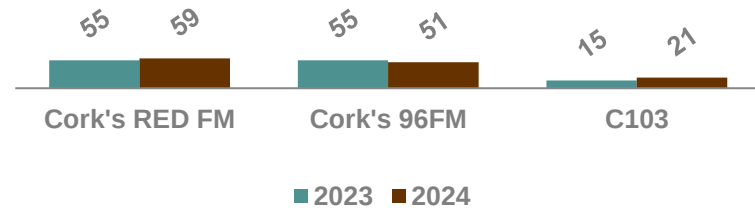
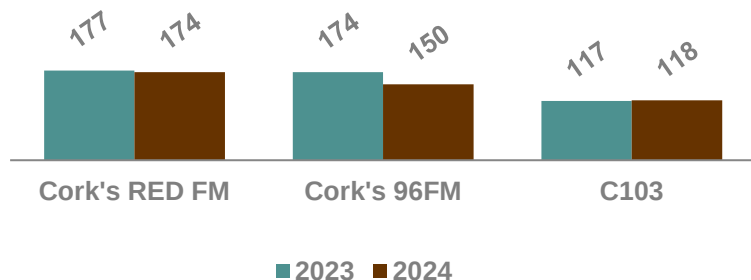


WEEKLY REACH – CORK & CORK SALES HOUSES

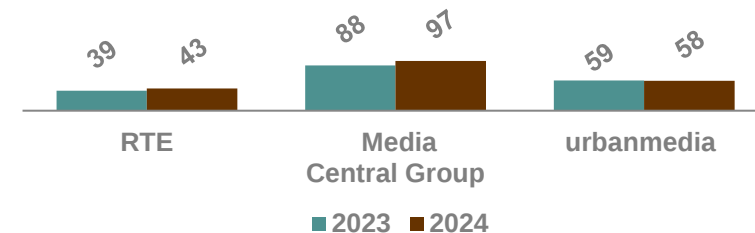
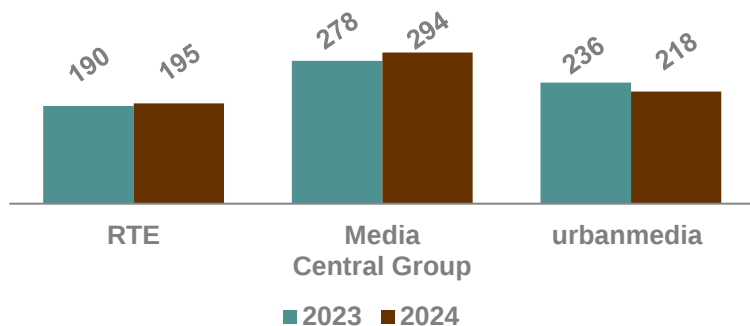
All Adults 000's

Cork Stations

SHWK 000's



Sales Houses



Universe: 488
Sample: 1,008

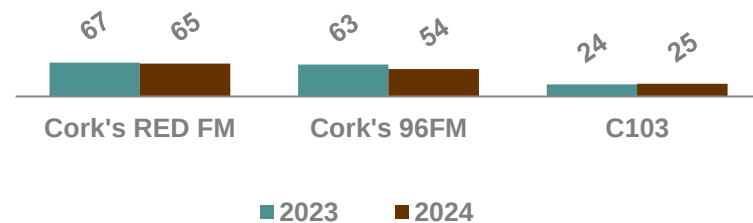
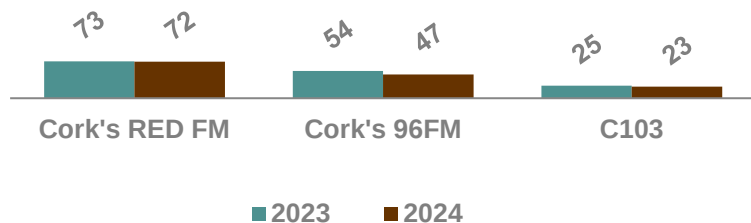
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Sample: 302

WEEKLY REACH – CORK & CORK SALES HOUSES

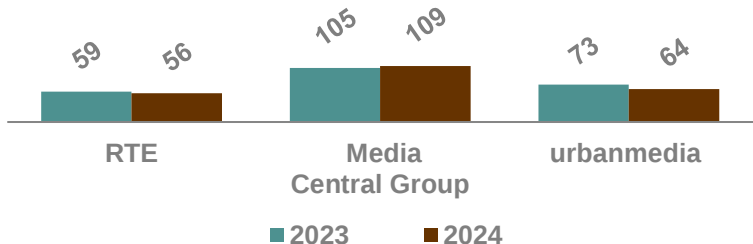
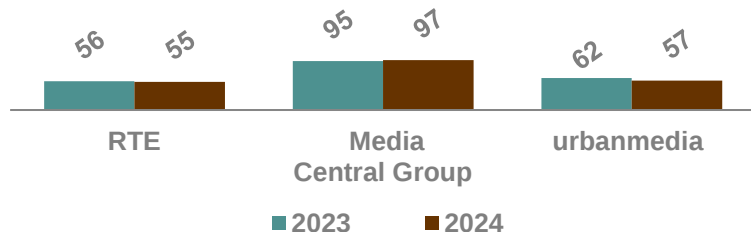
15-34 000's

Cork Stations

25-44 000's



Sales Houses



Universe: 150
Sample: 271

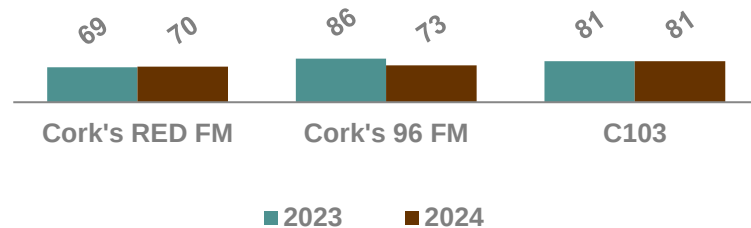
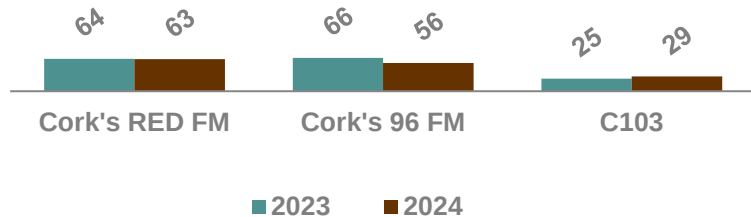
Universe: 162
Sample: 338

WEEKLY REACH – CORK & CORK SALES HOUSES

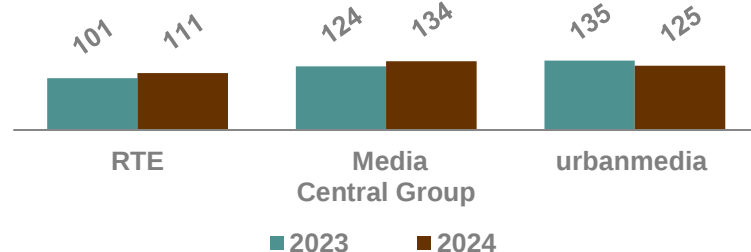
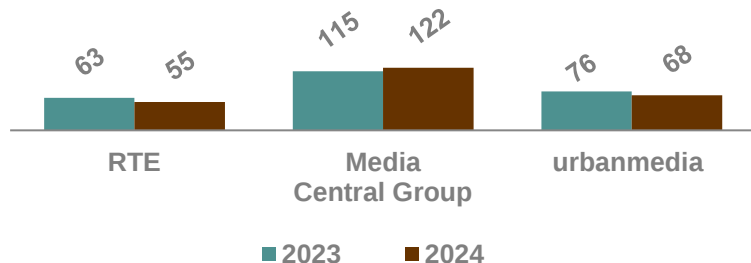
35-54 000's

Cork Stations

45+ 000's



Sales Houses

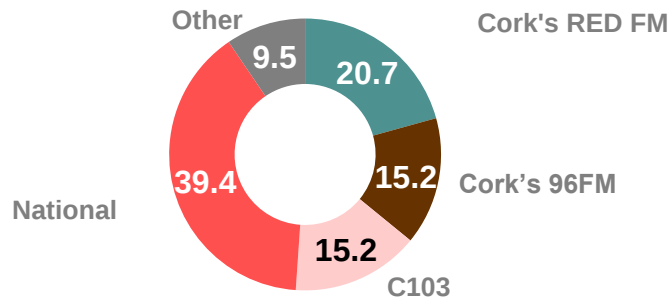


Universe: 173
Sample: 374

Universe: 248
Sample: 527

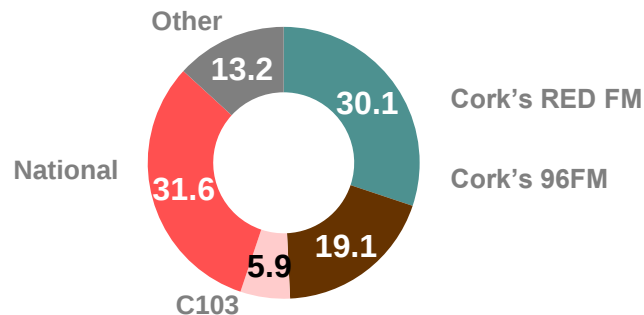
PT MARKET SHARE CORK & SALES HOUSES

All Adults %

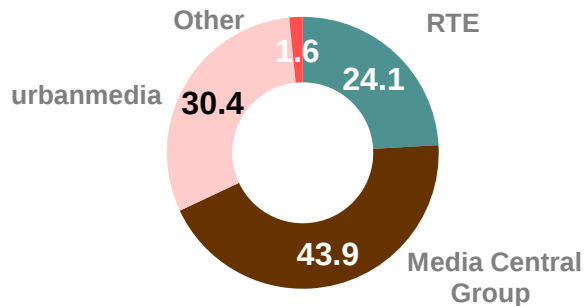


Cork Stations

SHWK %

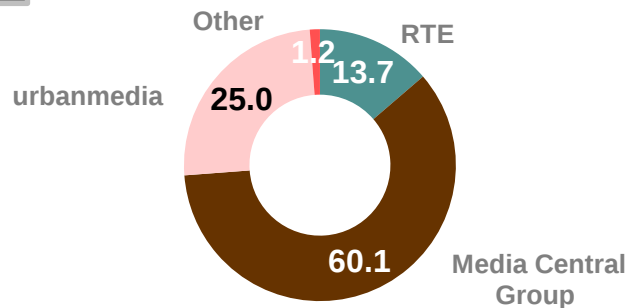


All Adults %



Sales Houses

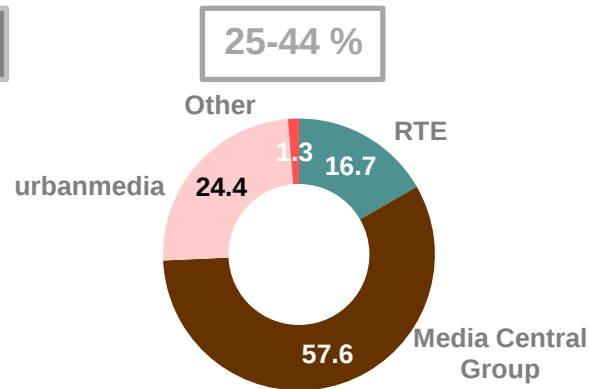
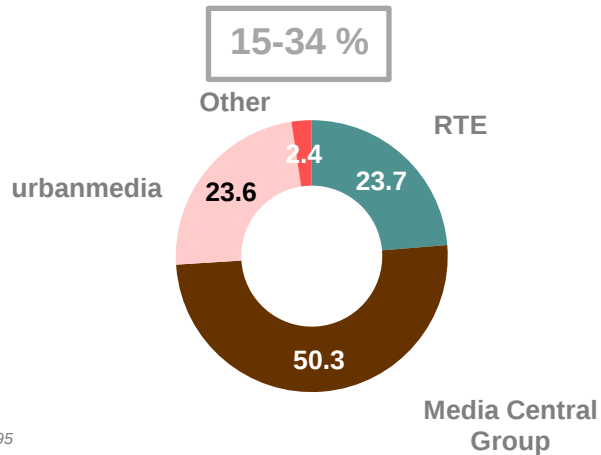
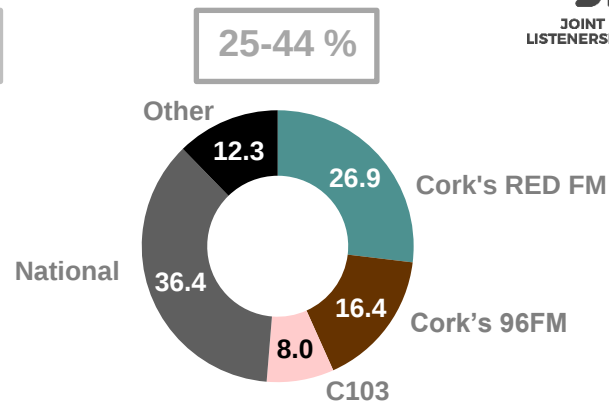
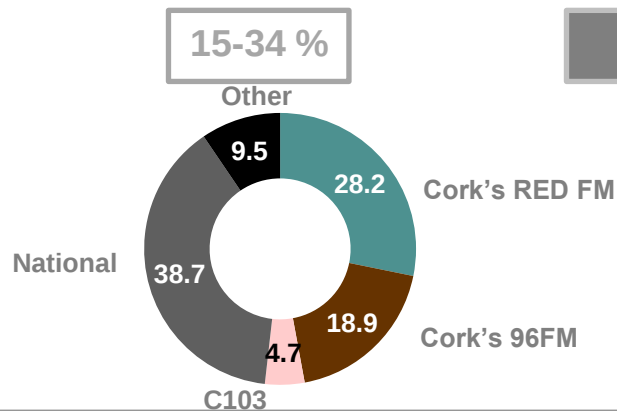
SHWK %



Sample: 816

Sample: 247

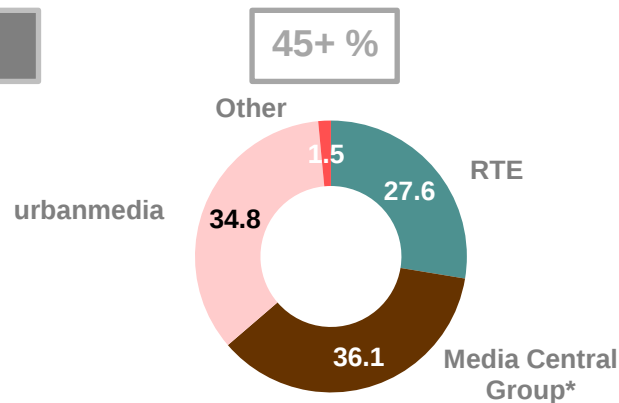
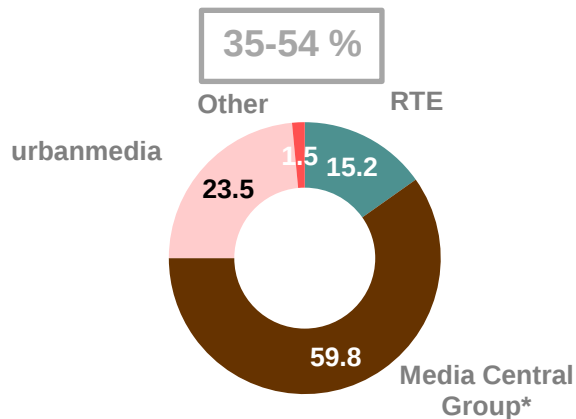
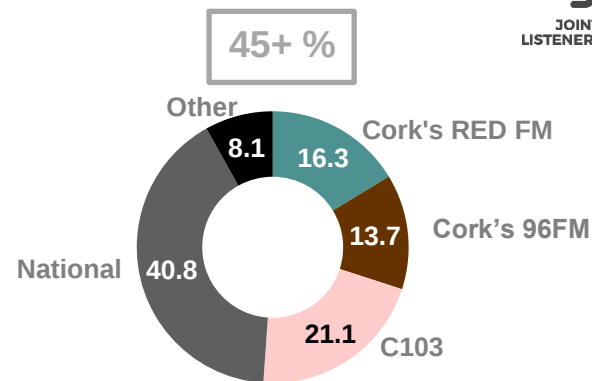
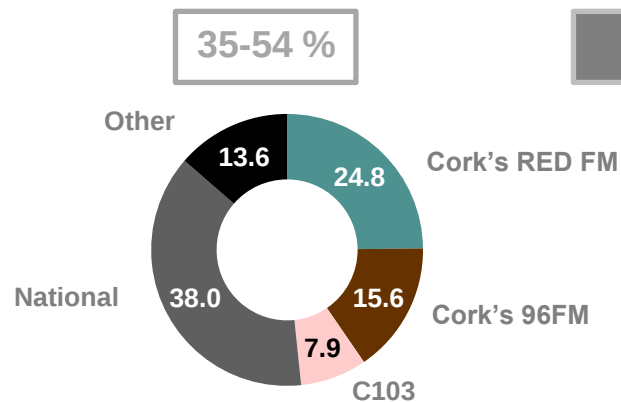
PT MARKET SHARE CORK & SALES HOUSES



Sample: 195

Sample: 261

PT MARKET SHARE CORK & SALES HOUSES



Sample: 310

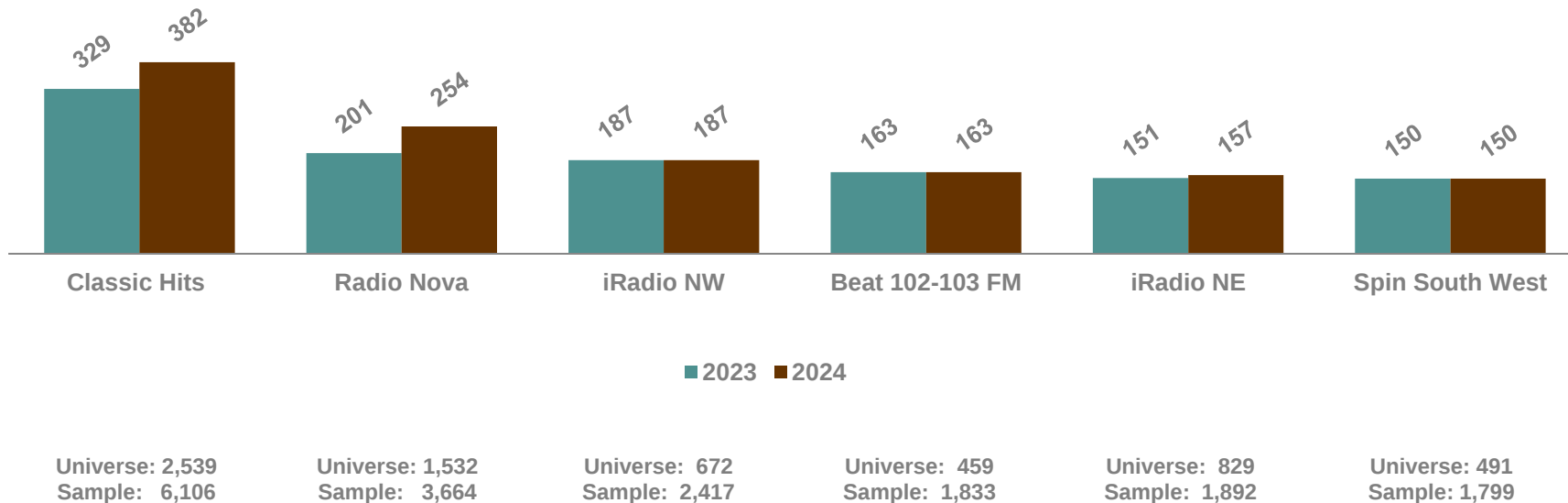
Sample: 450

Regional



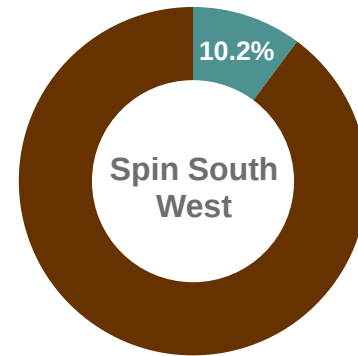
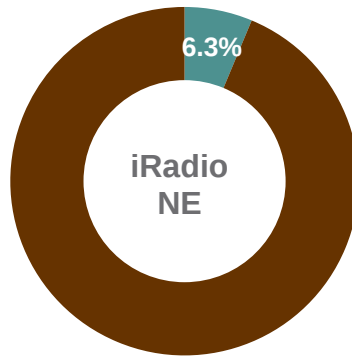
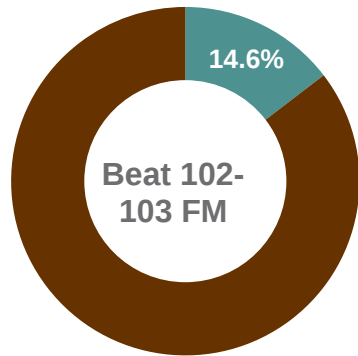
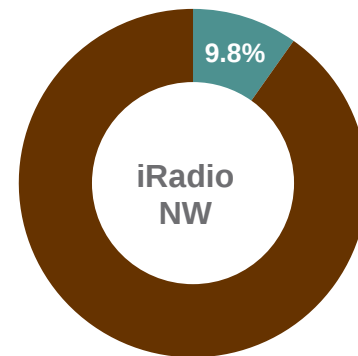
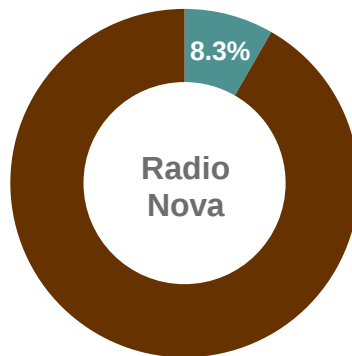
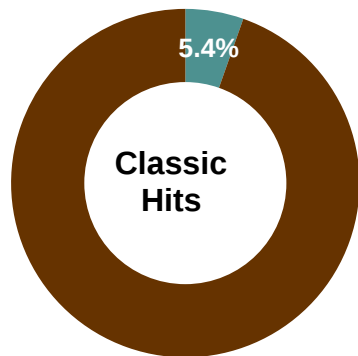
WEEKLY REACH – REGIONAL

All Adults



PT MARKET SHARE REGIONAL – 2024-3

All Adults





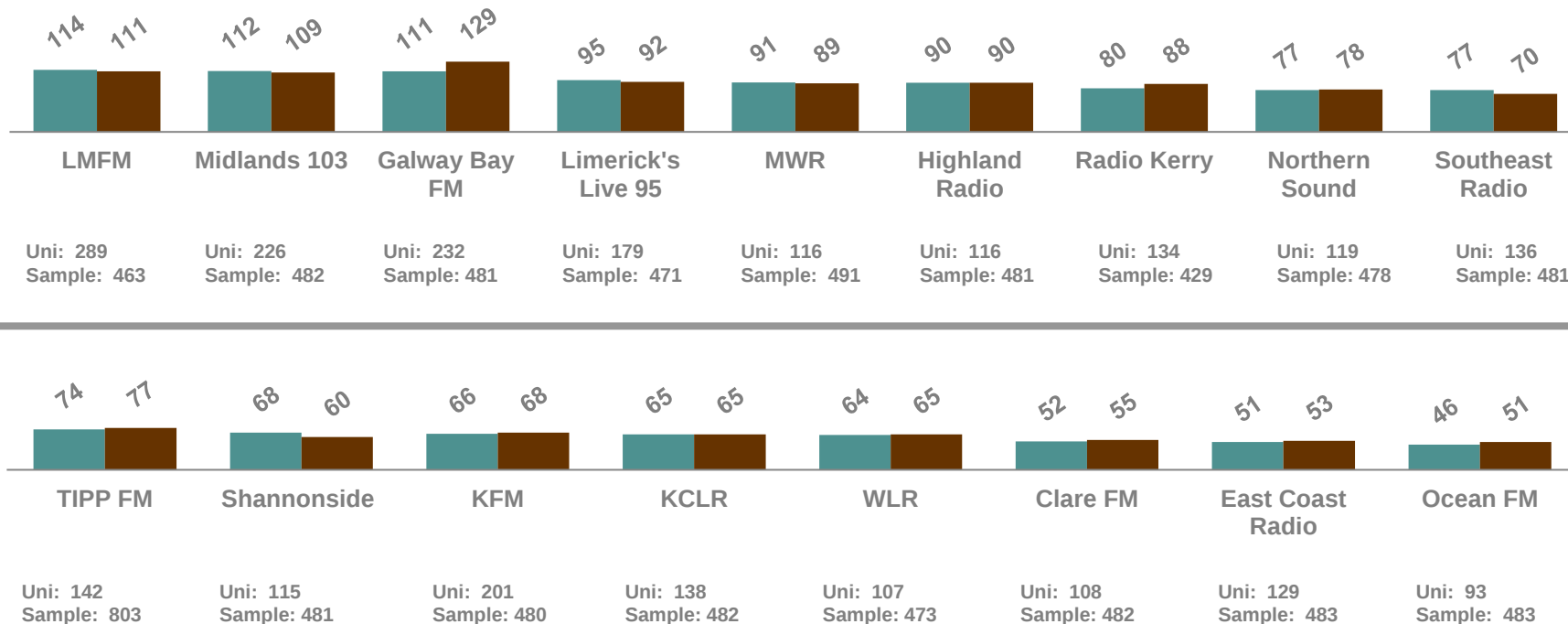
Local
Area



WEEKLY REACH – LOCAL AREAS

All Adults

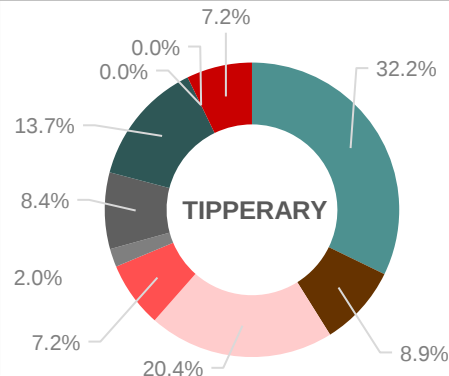
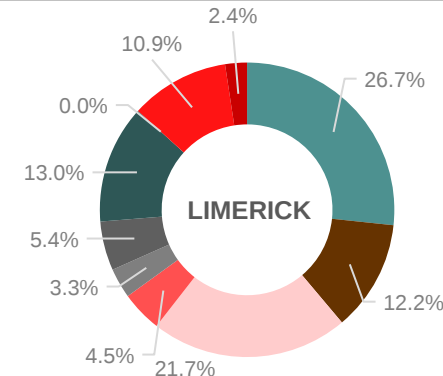
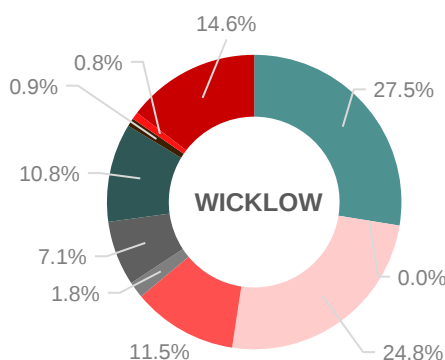
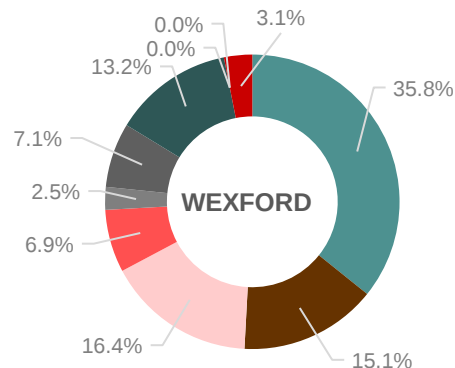
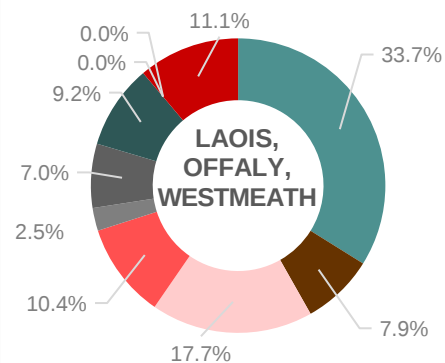
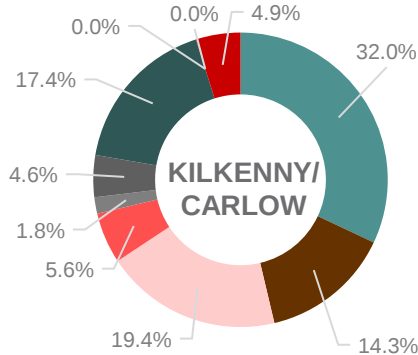
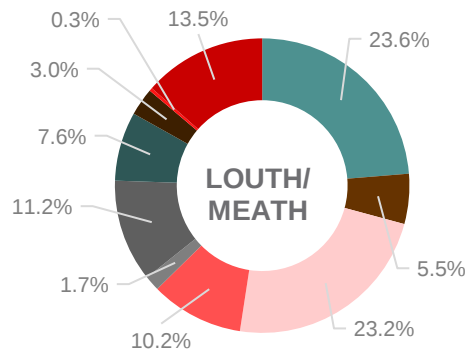
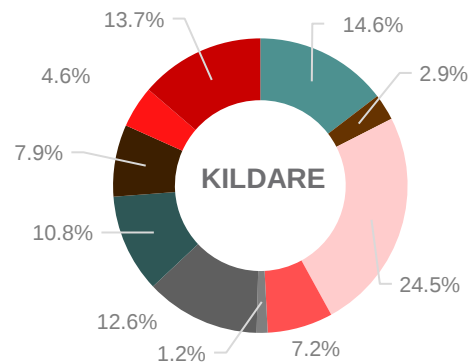
2023 2024



PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL
LISTENERSHIP RESEARCH

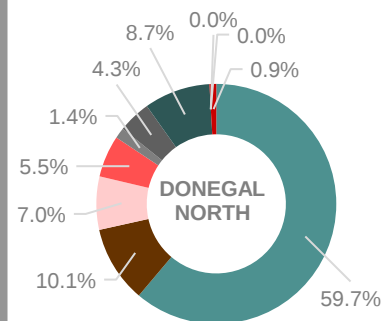
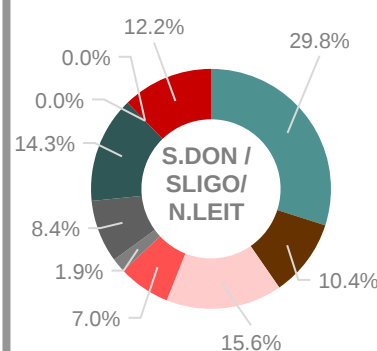
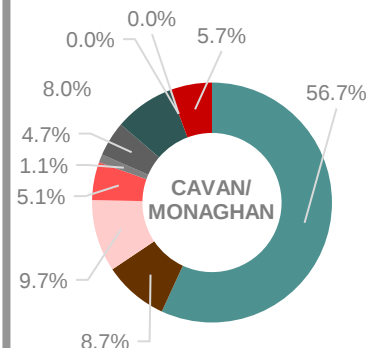
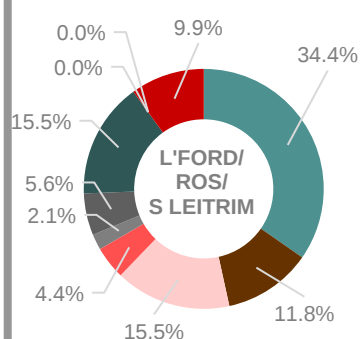
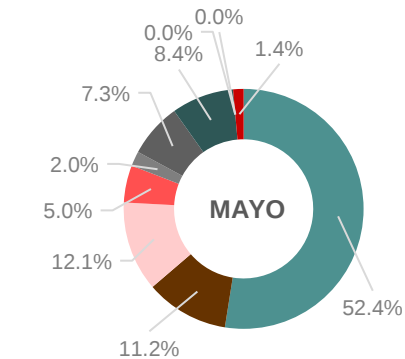
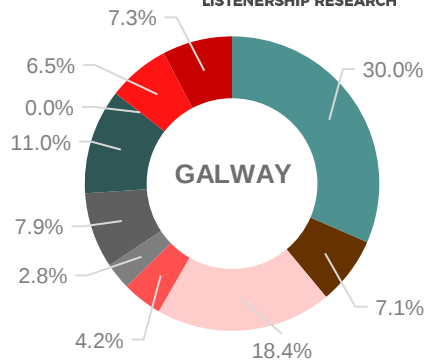
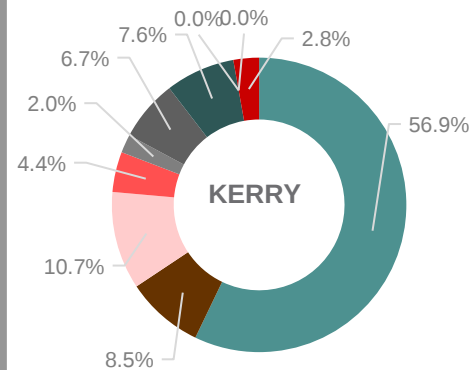
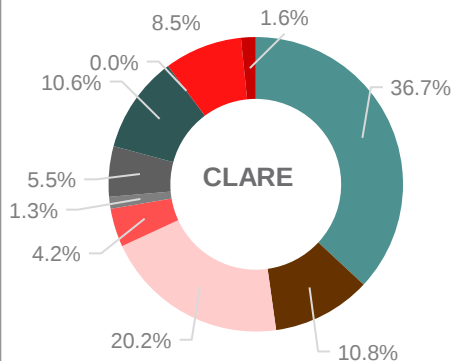
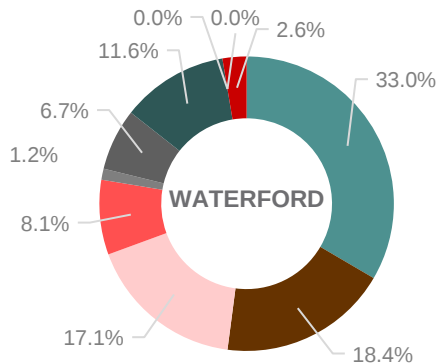


HOME LOCAL STATION REGIONAL STATION RTE RADIO 1 RTE 2FM RTE LYRIC FM NEWSTALK TODAY FM RADIO NOVA 100FM CLASSIC HITS 4FM OTHER REGION/LOC/M-C/D-C

PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL
LISTENERSHIP RESEARCH

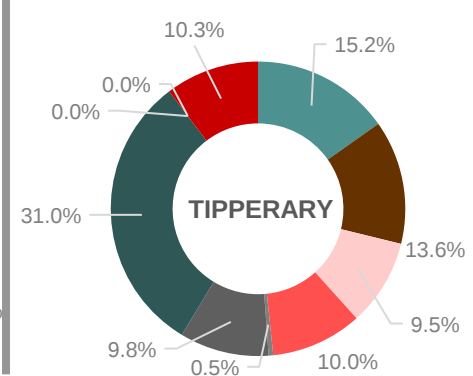
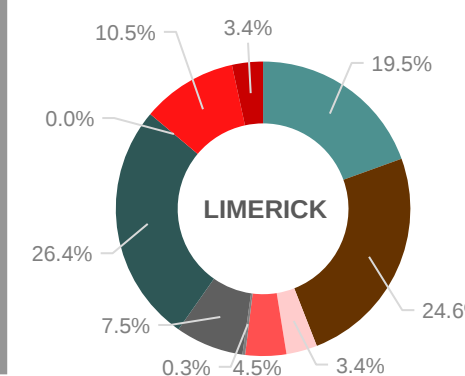
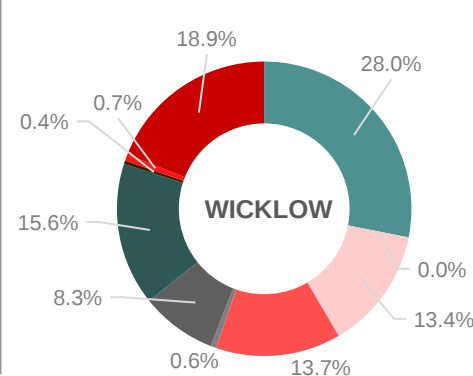
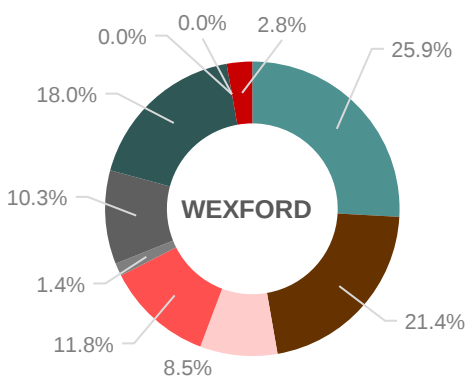
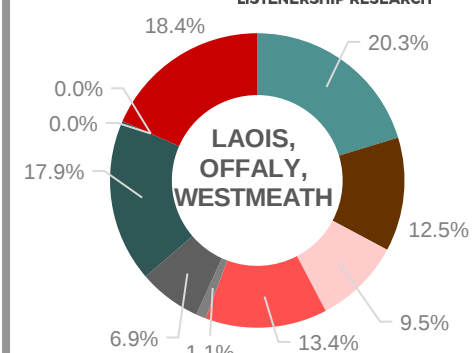
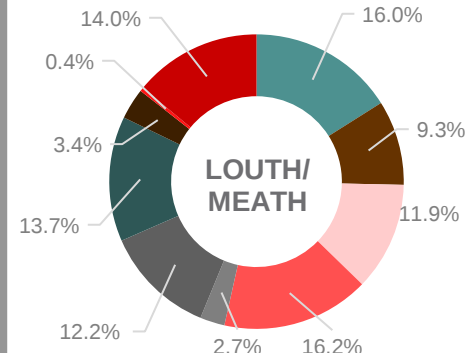
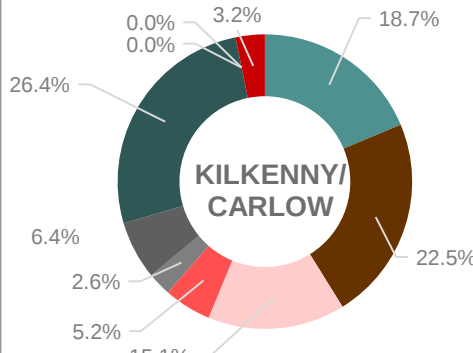
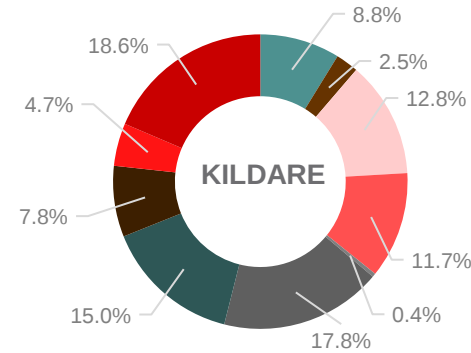


■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTE RADIO 1 ■ RTE 2FM ■ RTE LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOC/M-C/D-C

PT SHARE LOCAL AREAS - SHOPPERS WITH CHILDREN



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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

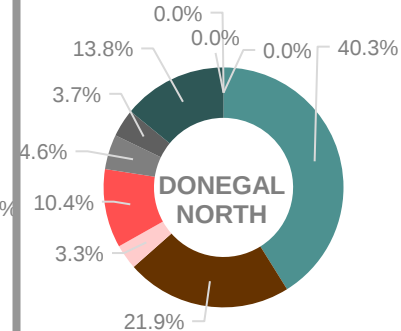
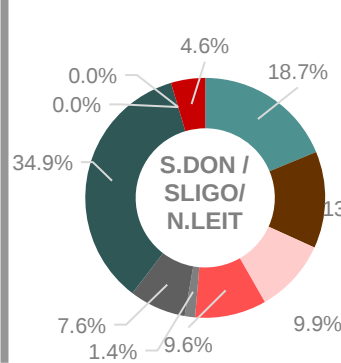
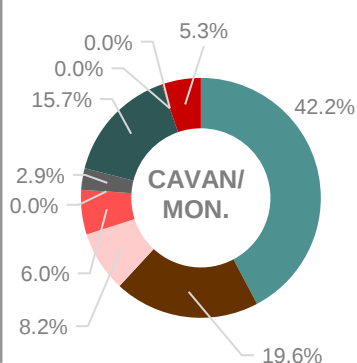
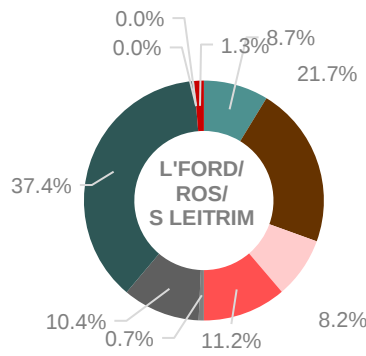
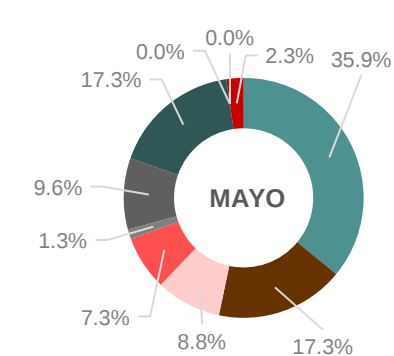
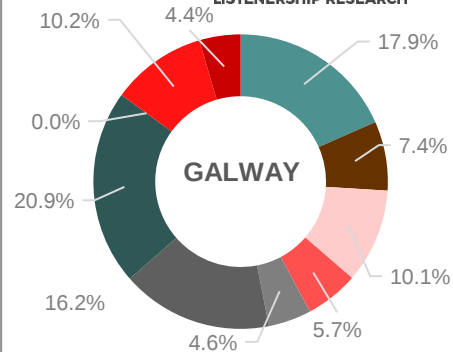
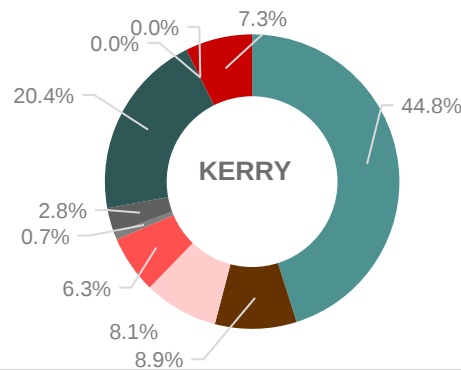
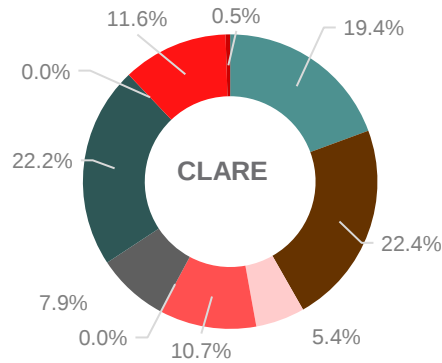
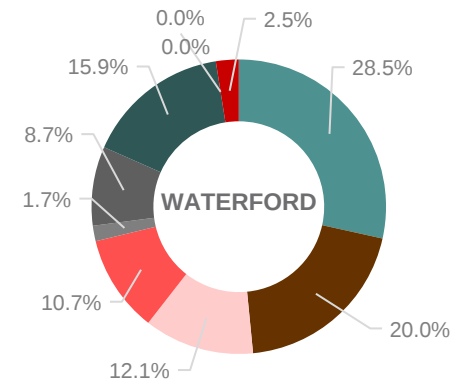
Small Sample Sizes



PT SHARE LOCAL AREAS – SHOPPERS WITH CHILDREN



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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

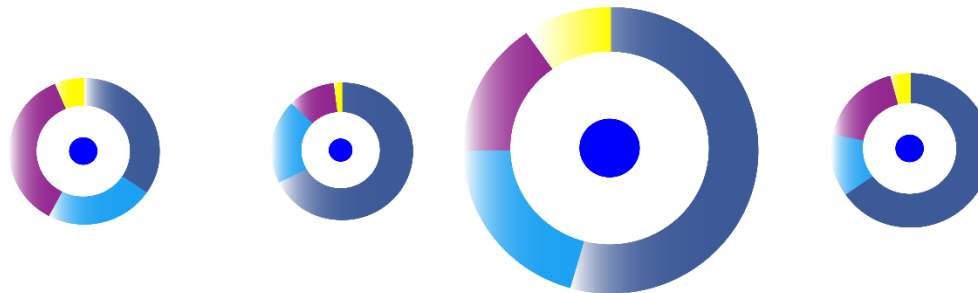
Small Sample Sizes



Radio & Social Media



Radio is the original Social Media.
Irish Radio has over **13.9 Million** connections.



All RTE

	711,155
	474,193
	738,649
	127,168

IRS+

	1,224,042
	355,895
	196,138
	32,402

Media Central

	4,283,000
	1,603,800
	1,203,700
	747,800

Urban Media

	1,490,037
	300,515
	397,542
	91,067

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, 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.

Urbanmedia

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