

2026-2
JNLR Radio Listenership
Sales House Report
July 2025 to June 2026

NOTE TO THE READER...

The following charts outline Weekly Reach and 7am-7pm (PT) share for JNLR 2026-2, across key demographics.

This report is based on the 12-month period July 2025 to June 2026. Reach data is compared, year on year, to the 2025-2 report.

Definitions:

The definition of 'RTÉ' includes Raidió na Gaeltachta.

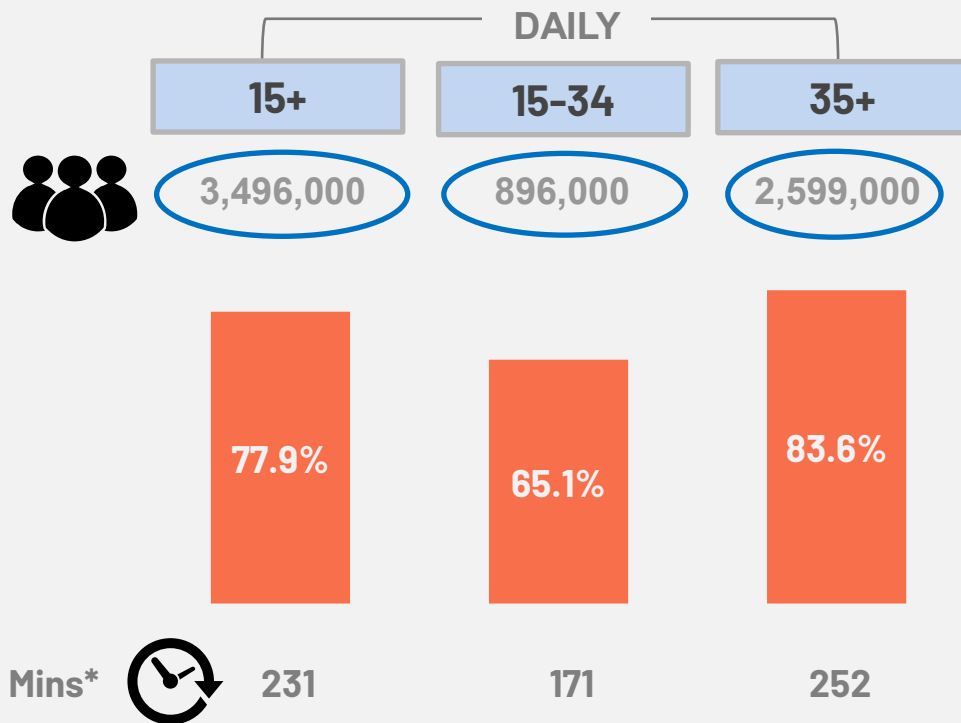
Universe estimates and sample size – refer to 2026-2 data.

See Appendix for Sales house composition

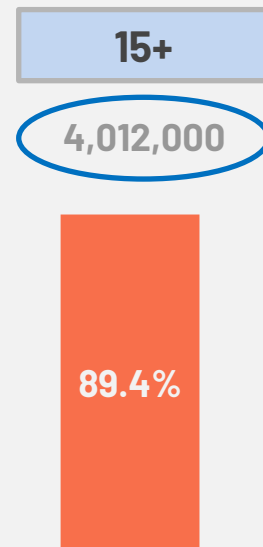


RADIO TODAY

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



WEEKLY



*On average
listeners tune
into 1.5 radio
stations daily*

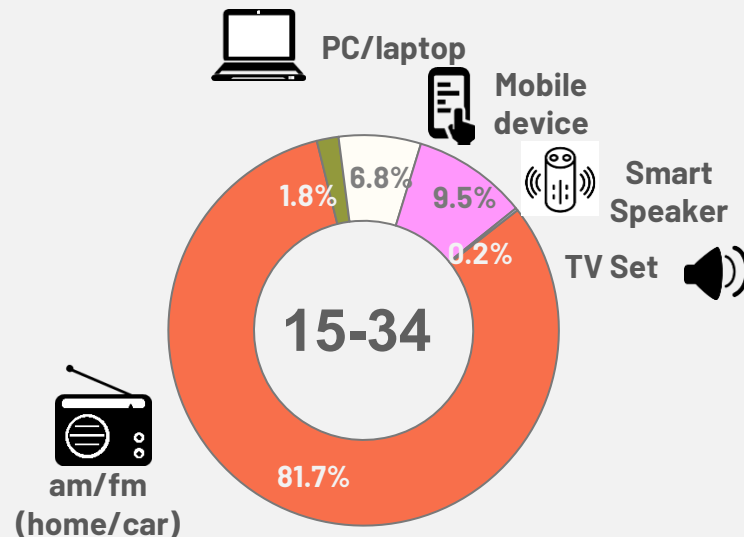
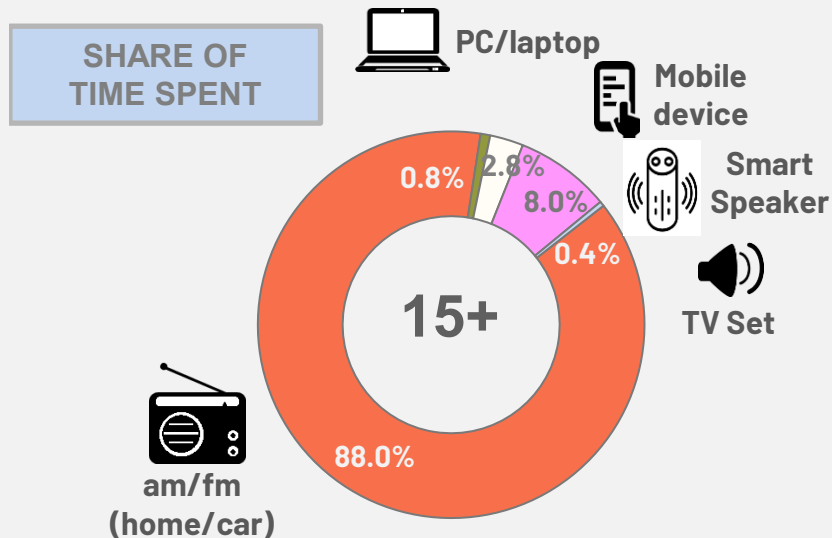
Source: JNLR National Report 2026-2

* Average time spent among listeners 7am-midnight

Source: JNLR Weekly Reach

RADIO TODAY

While most listening happens on the AM/FM radio – 536,000 listen daily on a digital platform



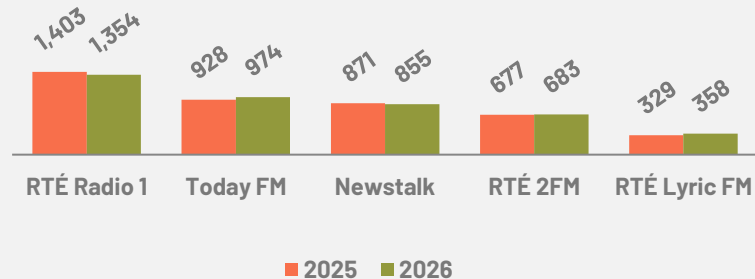
Source: JNLR Platform Data 2026-2

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

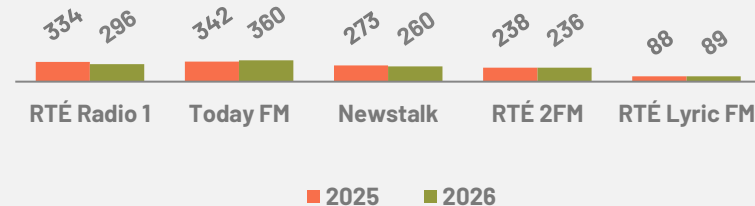


WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

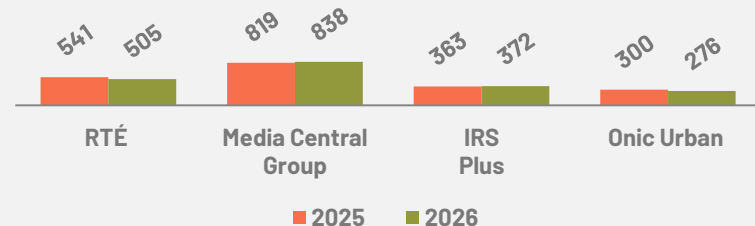
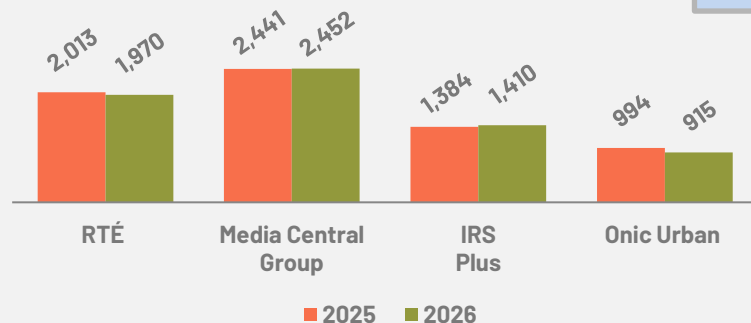
All Adults 000's



National Stations



Sales Houses



Universe: 4,488
Sample: 12,467

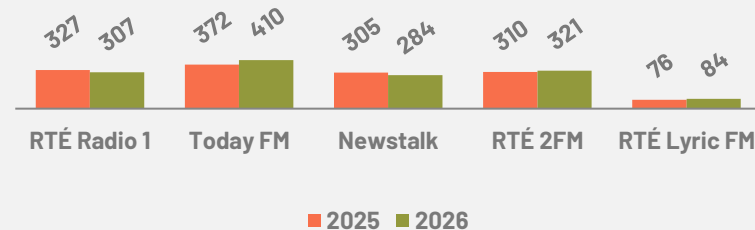
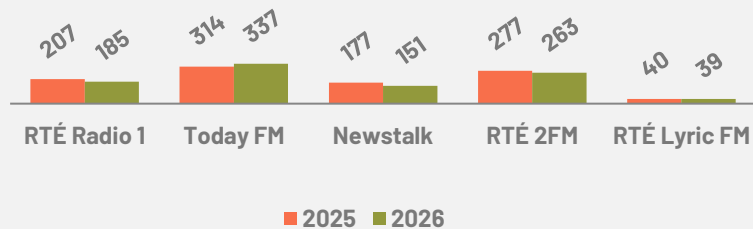
Universe: 1,265
Sample: 3,513

WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

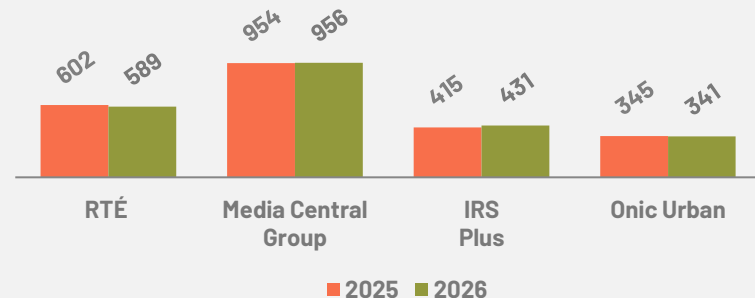
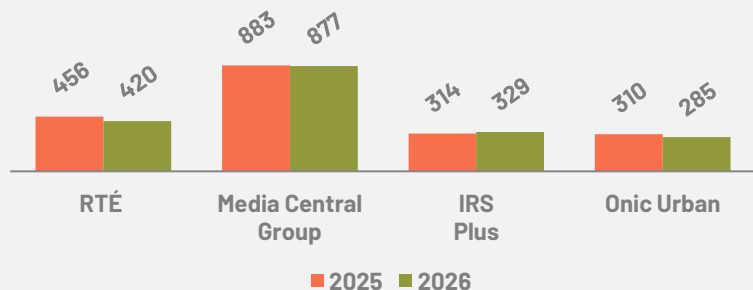
15-34 000's

National Stations

25-44 000's



Sales Houses



Universe: 1,378
Sample: 3,622

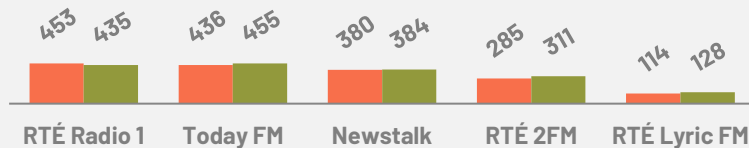
Universe: 1,493
Sample: 4,289

WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

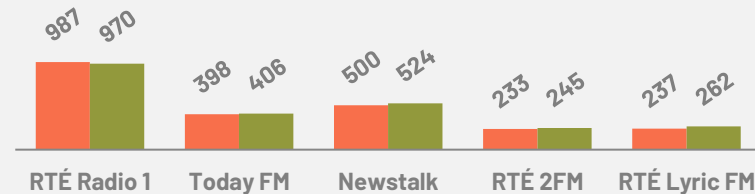
35-54 000's

National Stations

45+ 000's

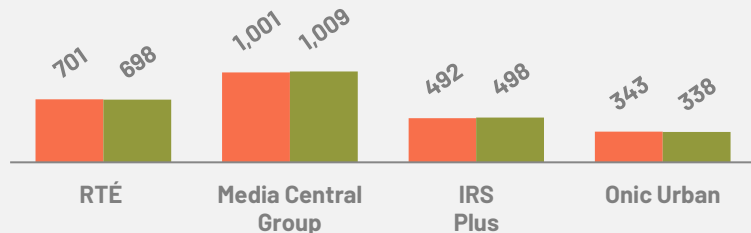


■ 2025 ■ 2026

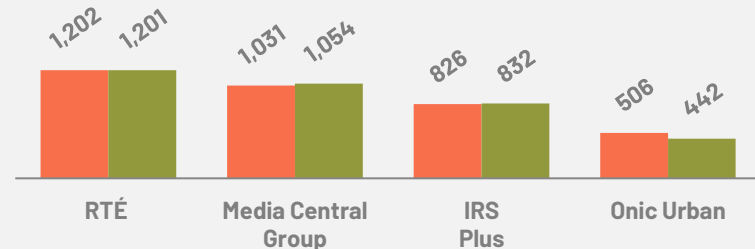


■ 2025 ■ 2026

Sales Houses



■ 2025 ■ 2026



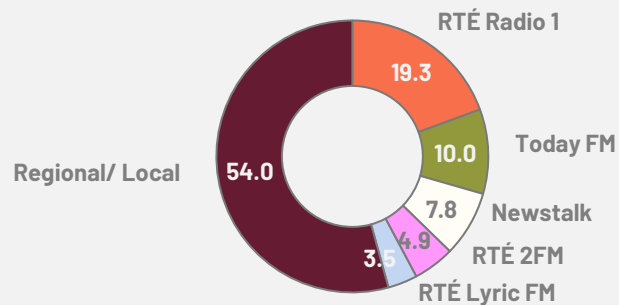
■ 2025 ■ 2026

Universe: 1,603
Sample: 4,413

Universe: 2,293
Sample: 6,416

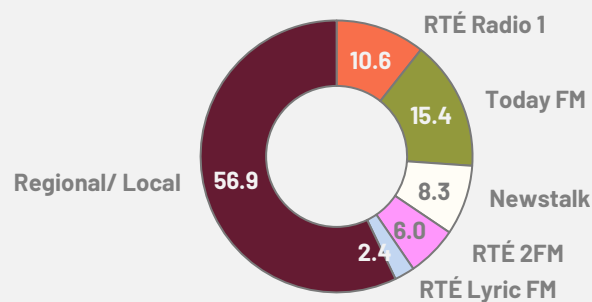
PT MARKET SHARE NATIONAL & SALES HOUSES

All Adults %

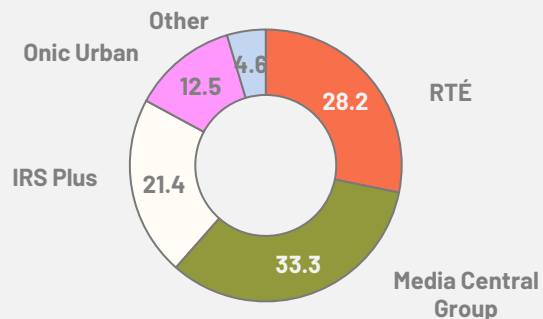


National Stations

SHWK %

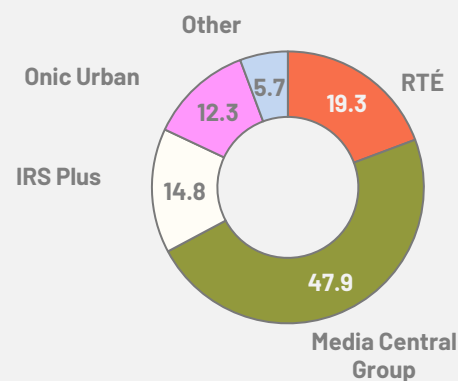


All Adults %



Sales Houses

SHWK %



Sample: 9,546

Sample: 2,764

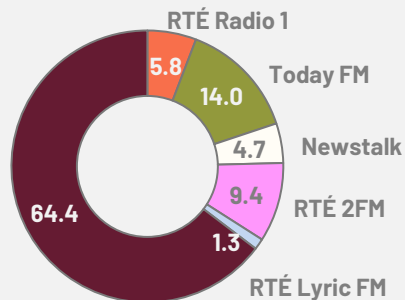
PT MARKET SHARE NATIONAL & SALES HOUSES

15-34 %

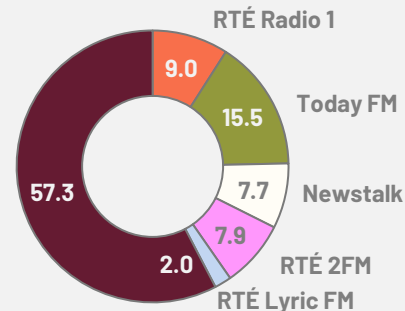
National Stations

25-44 %

Regional/ Local



Regional/ Local

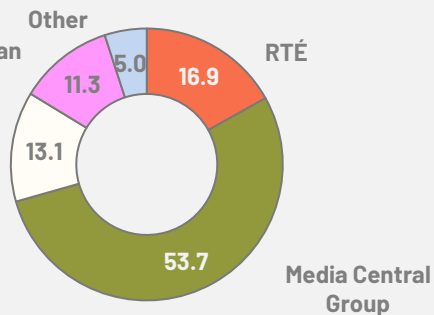


15-34 %

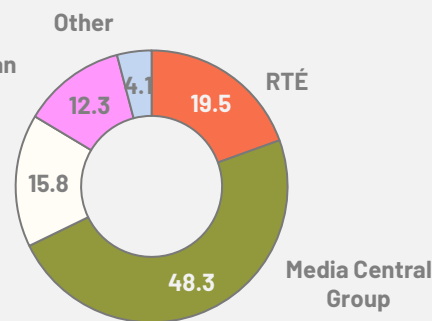
Sales Houses

25-44 %

Onic Urban
IRS Plus



Onic Urban
IRS Plus



Sample: 2,350

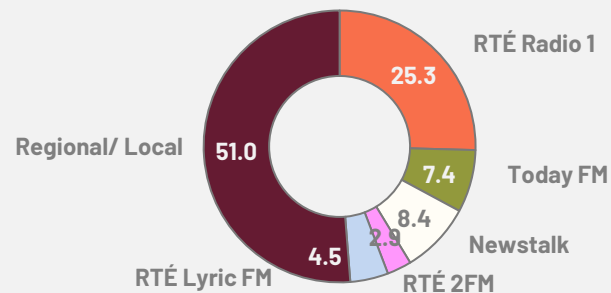
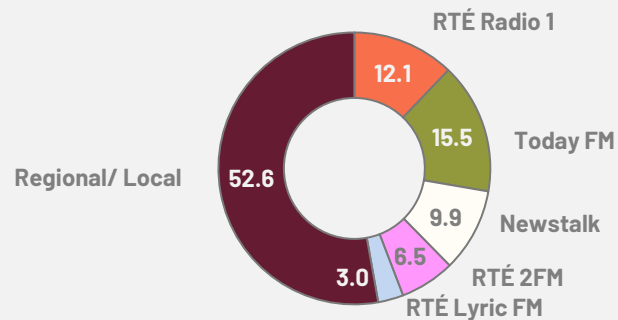
Sample: 3,130

PT MARKET SHARE NATIONAL & SALES HOUSES

35-54 %

National Stations

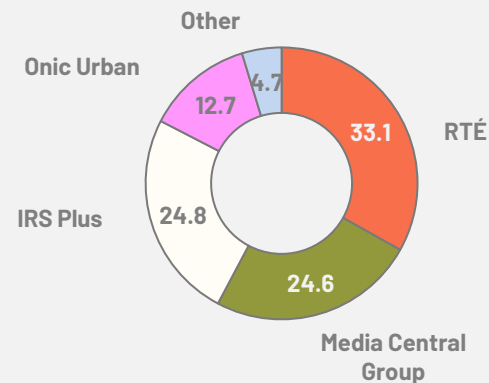
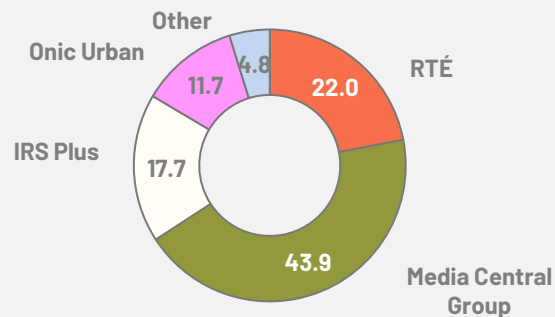
45+ %



35-54 %

Sales Houses

45+ %



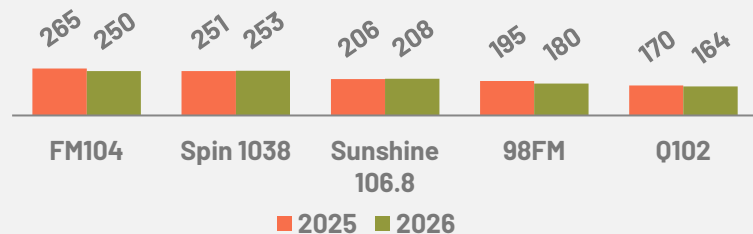
Sample: 3,401

Sample: 5,374

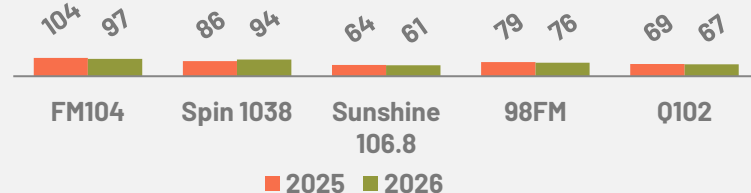


WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

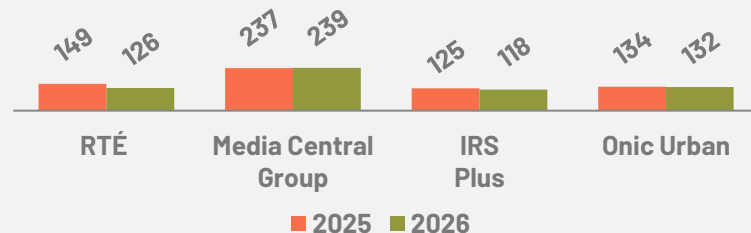
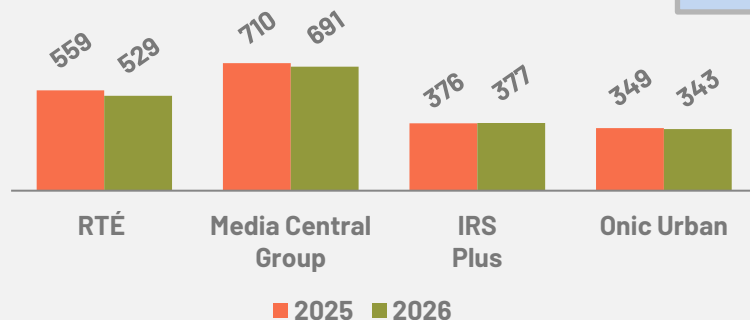
All Adults 000's



Dublin Stations



Sales Houses



Universe: 2,964
Sample: 1,301

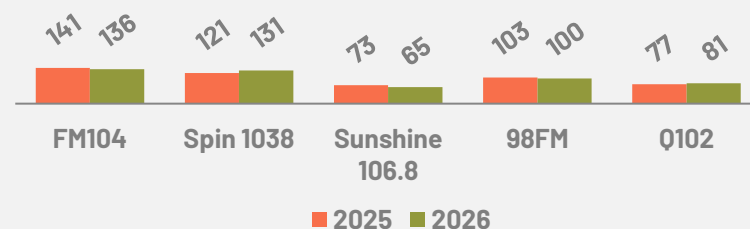
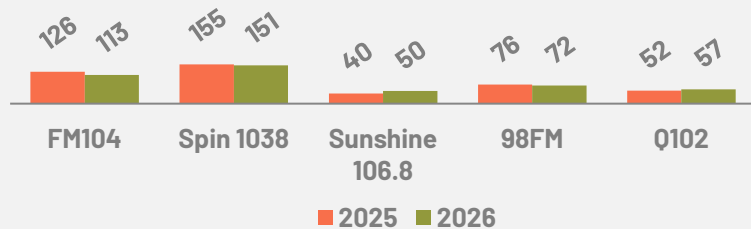
Universe: 380
Sample: 834

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

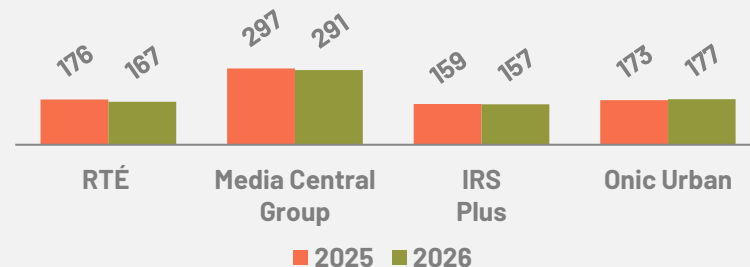
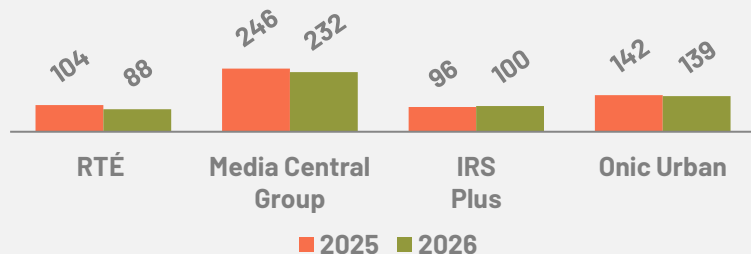
15-34 000's

Dublin Stations

25-44 000's



Sales Houses



Universe: 418
Sample: 845

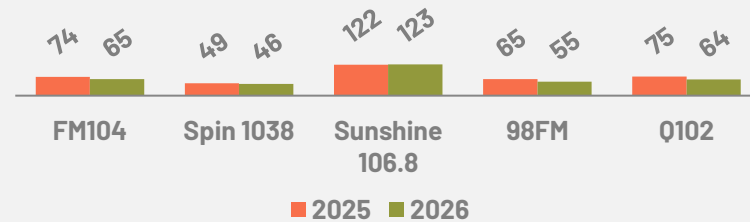
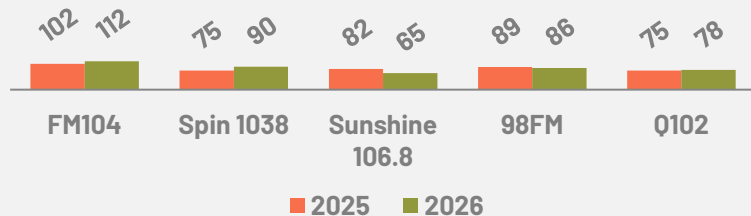
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Sample: 1,113

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

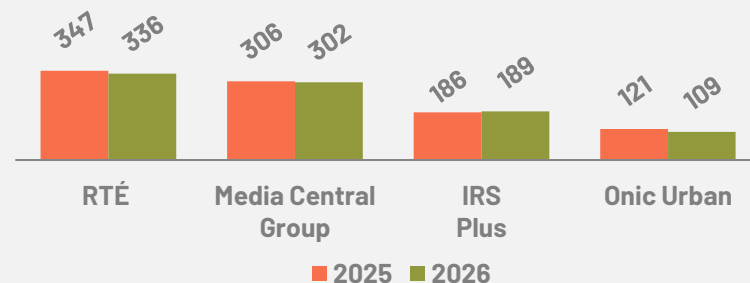
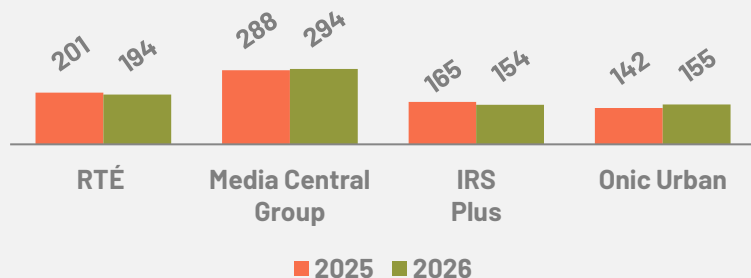
35-54 000's

Dublin Stations

45+ 000's



Sales Houses

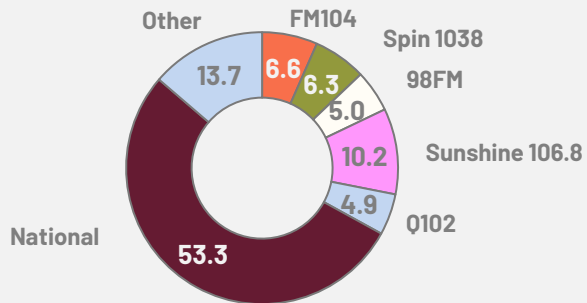


Universe: 497
Sample: 1,098

Universe: 608
Sample: 1,490

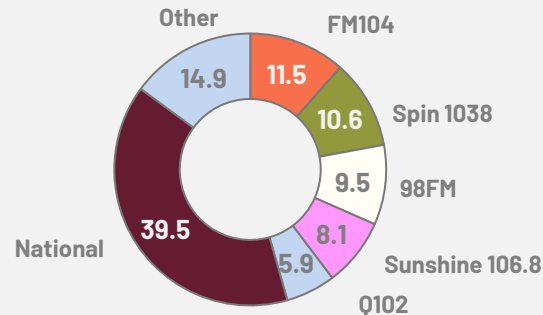
PT MARKET SHARE DUBLIN & SALES HOUSES

All Adults %

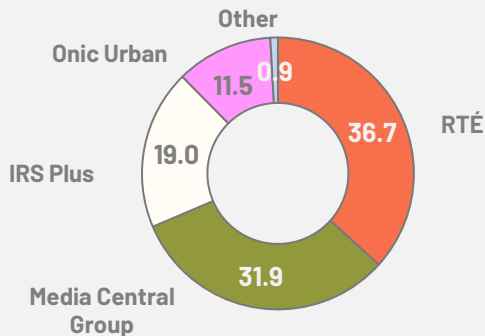


Dublin Stations

SHWK %

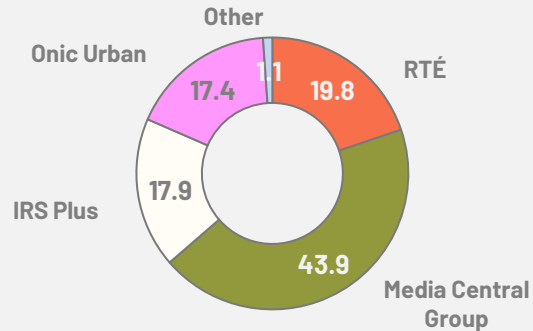


All Adults %



Sales Houses

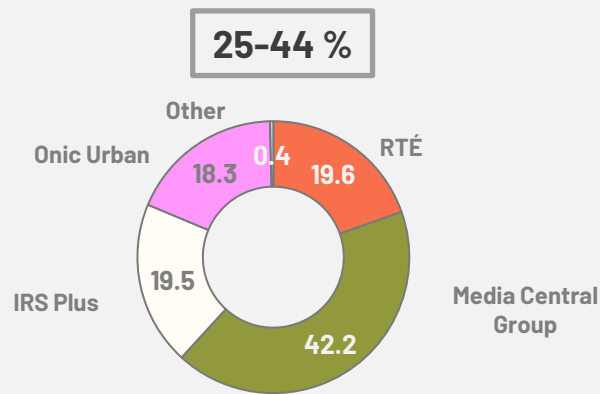
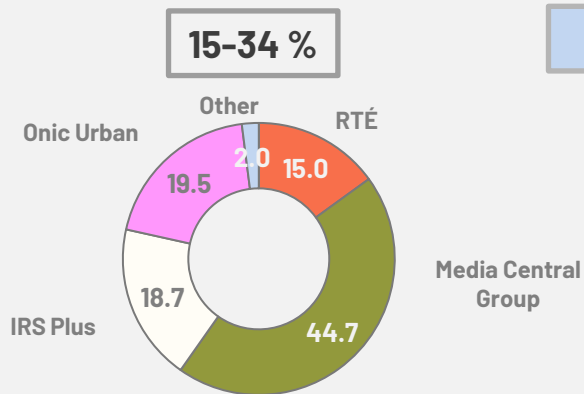
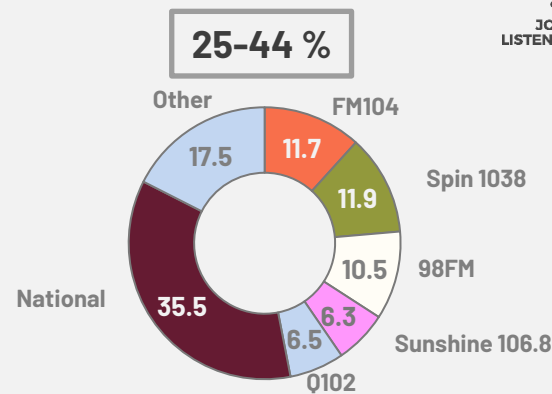
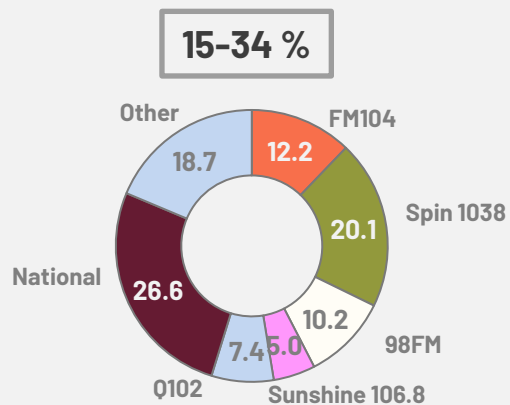
SHWK %



Sample: 2,081

Sample: 608

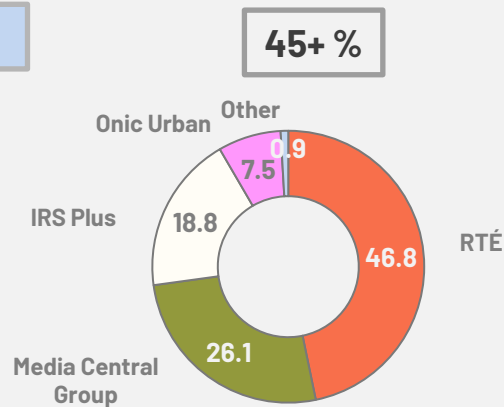
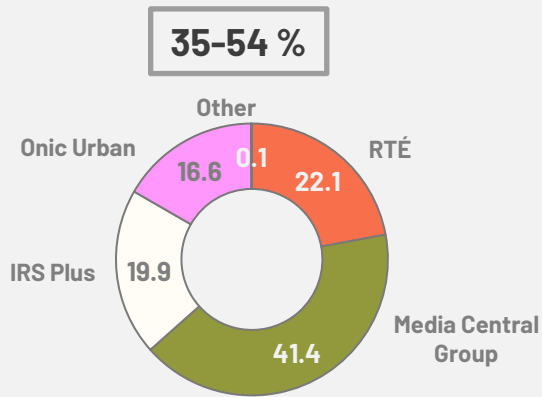
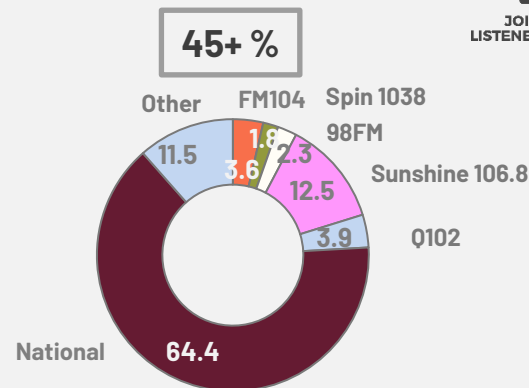
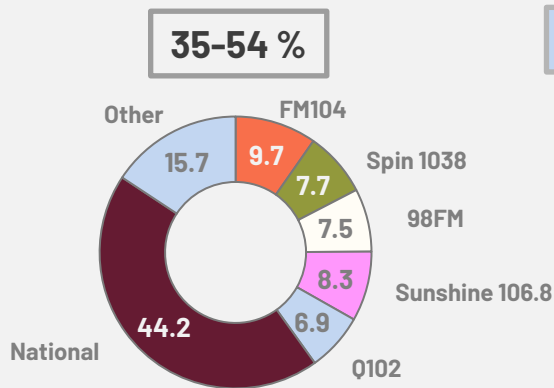
PT MARKET SHARE DUBLIN & SALES HOUSES



Sample: 445

Sample: 729

PT MARKET SHARE DUBLIN & SALES HOUSES



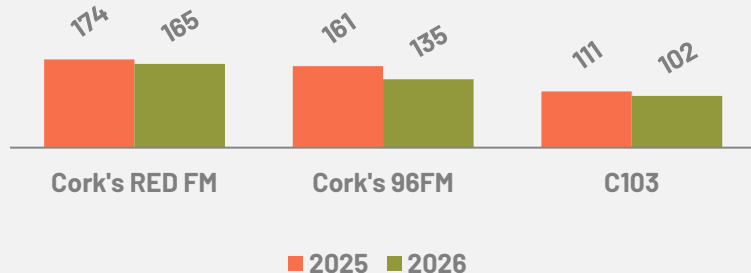
Sample: 782

Sample: 1,198



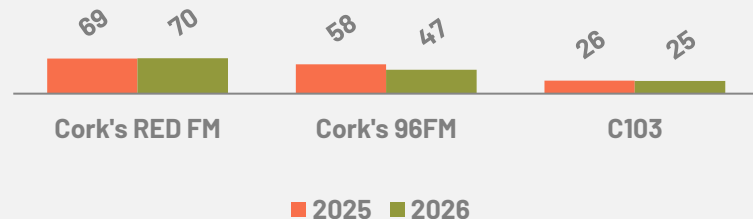
WEEKLY REACH – CORK & CORK SALES HOUSES

All Adults 000's

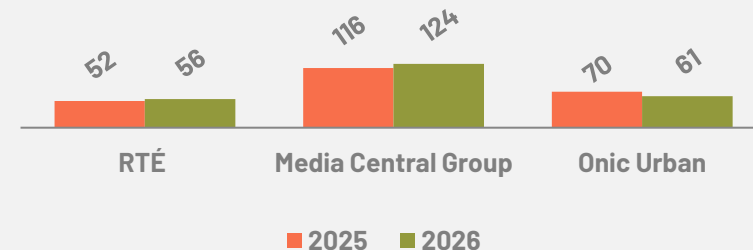
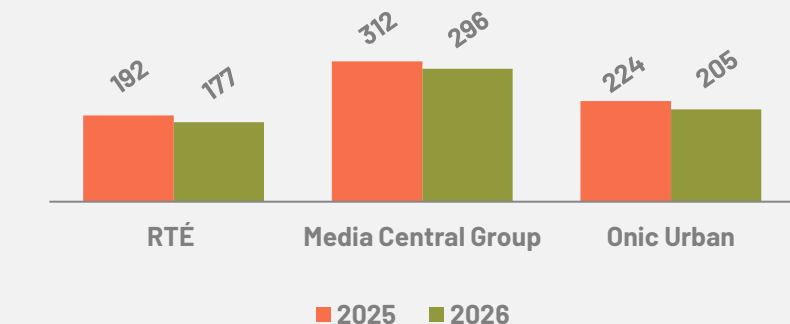


Cork Stations

SHWK 000's



Sales Houses



Universe: 1,005
Sample: 509

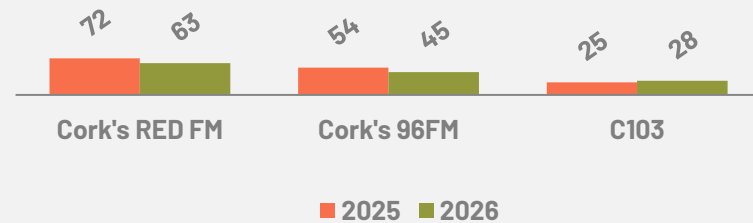
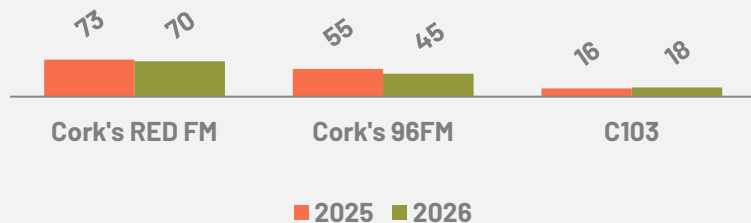
Universe: 322
Sample: 171

WEEKLY REACH – CORK & CORK SALES HOUSES

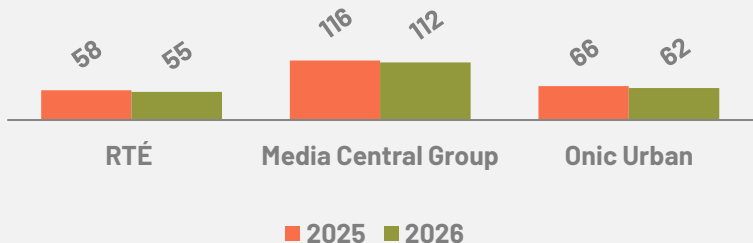
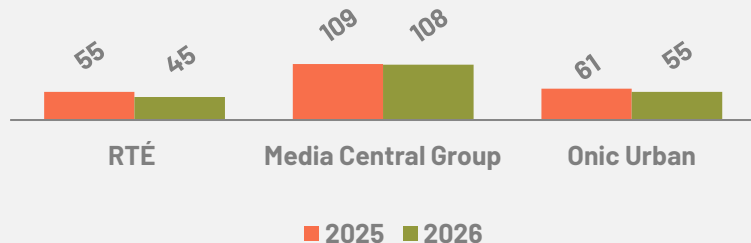
15-34 000's

Cork Stations

25-44 000's



Sales Houses



Universe: 160
Sample: 285

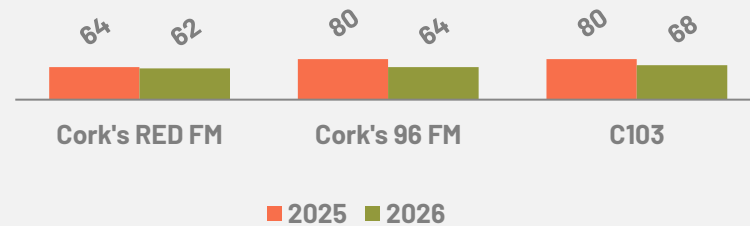
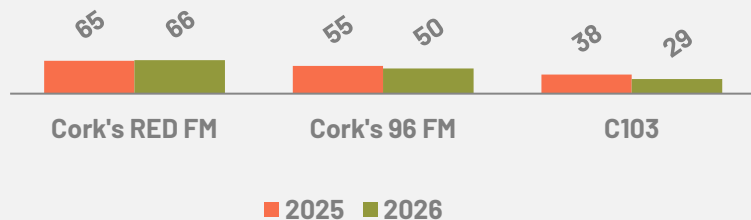
Universe: 167
Sample: 317

WEEKLY REACH – CORK & CORK SALES HOUSES

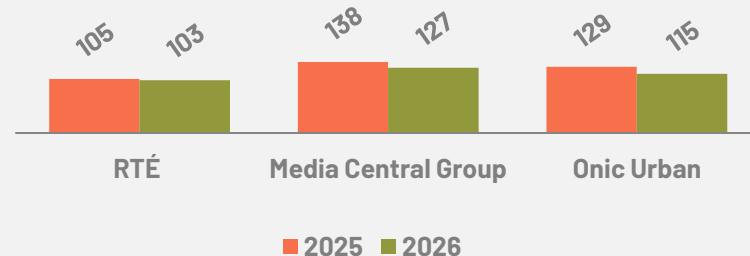
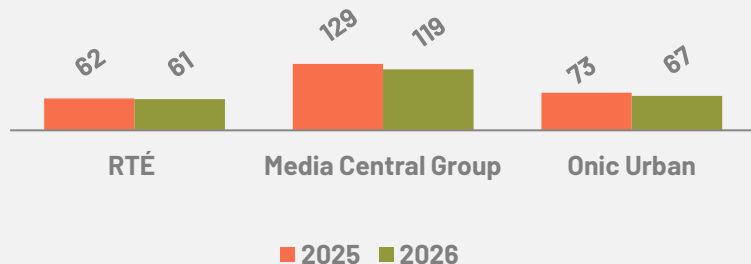
35-54 000's

Cork Stations

45+ 000's



Sales Houses

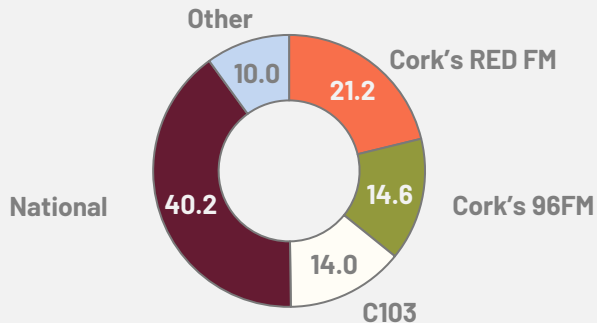


Universe: 178
Sample: 332

Universe: 260
Sample: 528

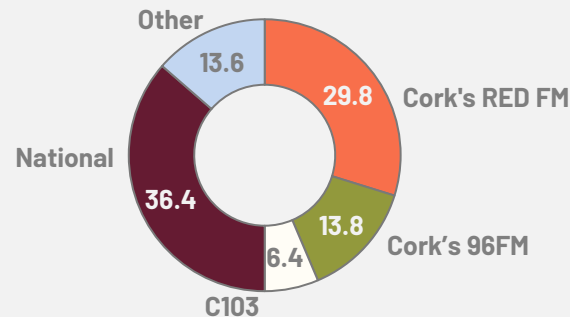
PT MARKET SHARE CORK & SALES HOUSES

All Adults %

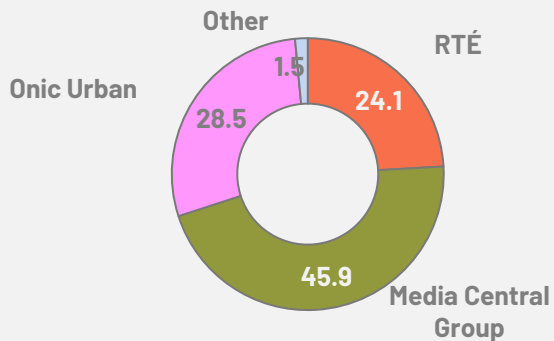


Cork Stations

SHWK %

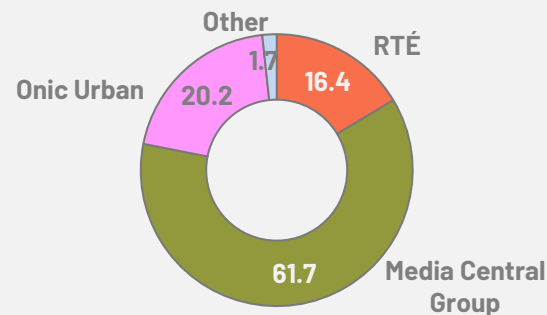


All Adults %



Sales Houses

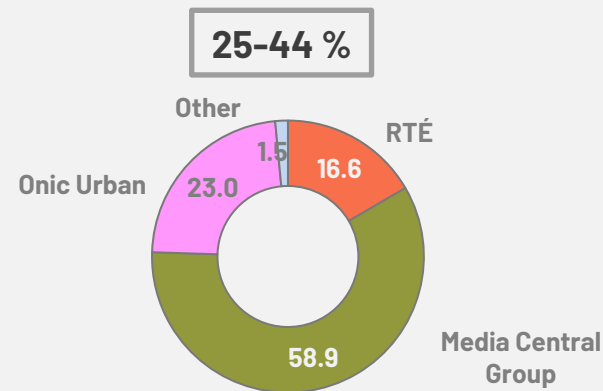
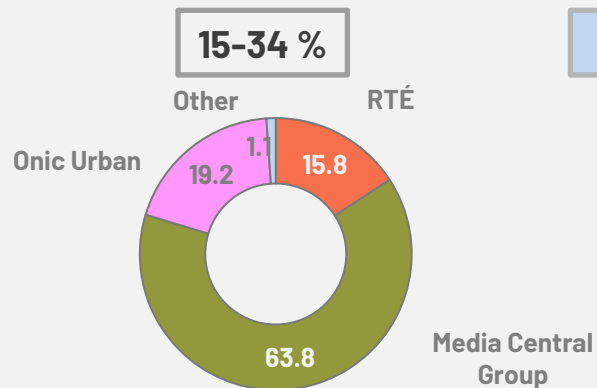
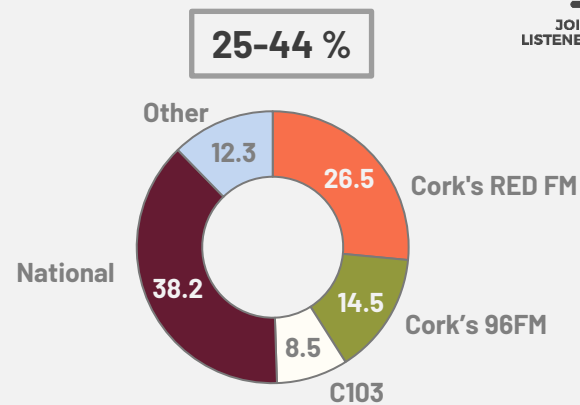
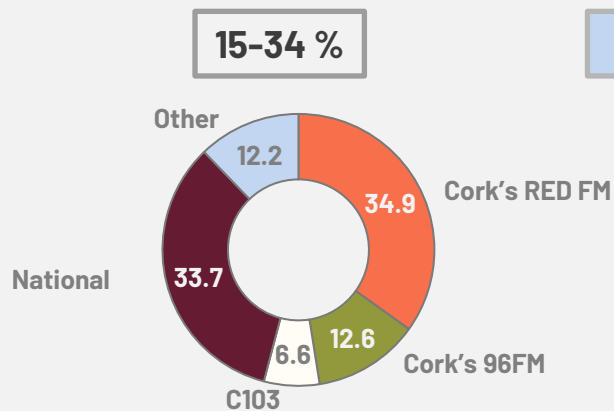
SHWK %



Sample: 841

Sample: 288

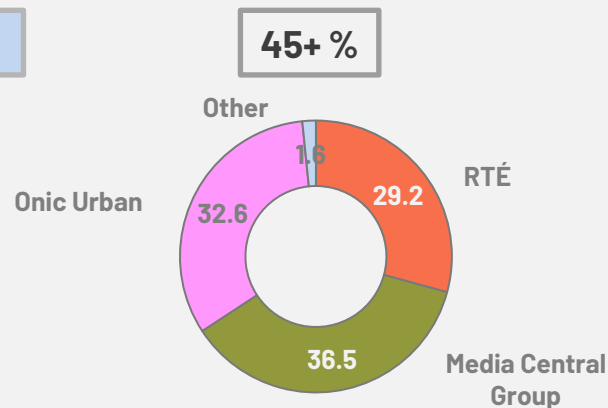
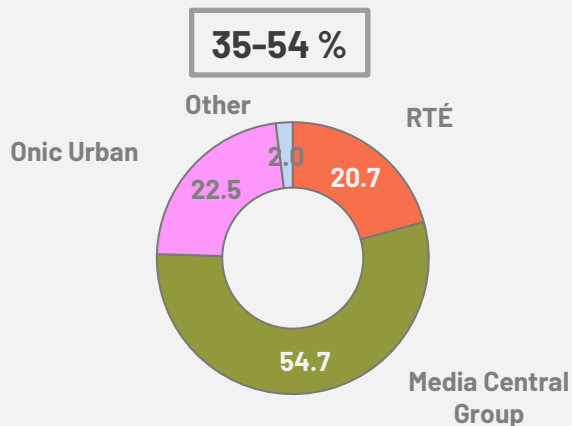
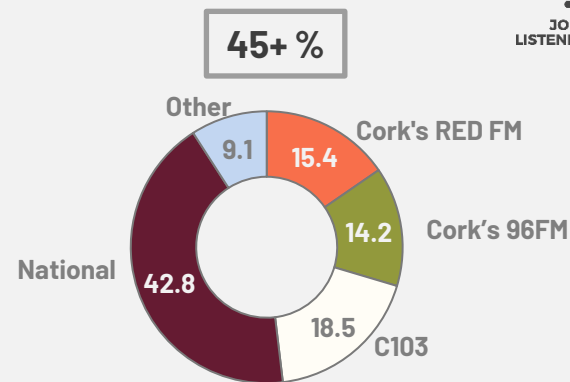
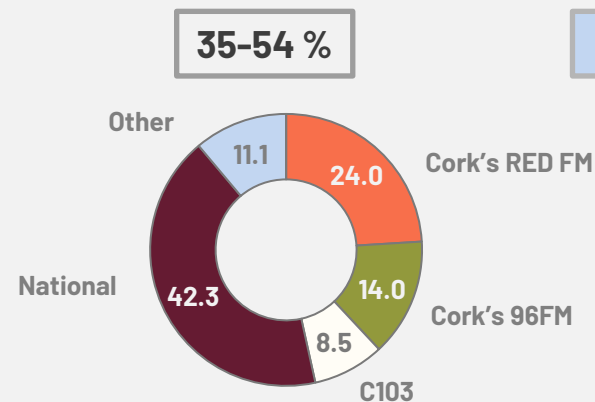
PT MARKET SHARE CORK & SALES HOUSES



Sample: 223

Sample: 263

PT MARKET SHARE CORK & SALES HOUSES



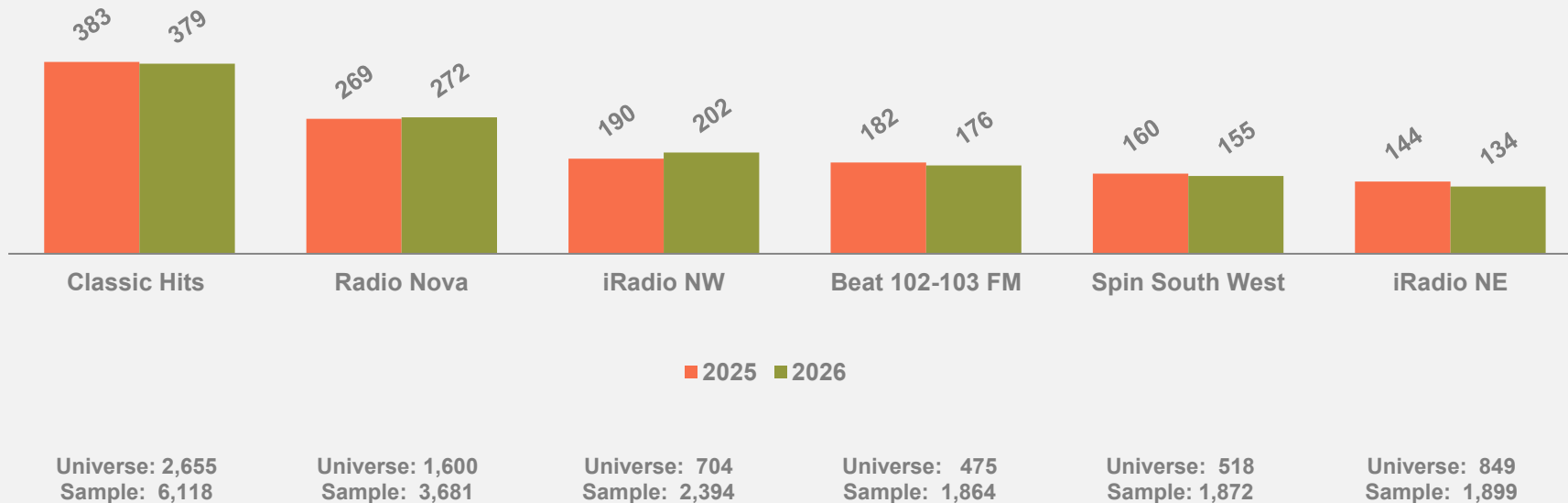
Sample: 284

Sample: 457

Regional

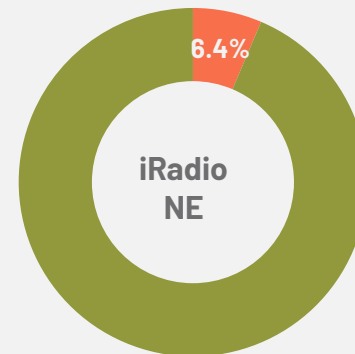
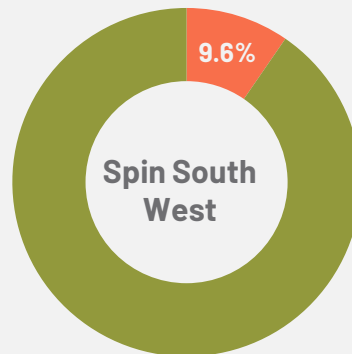
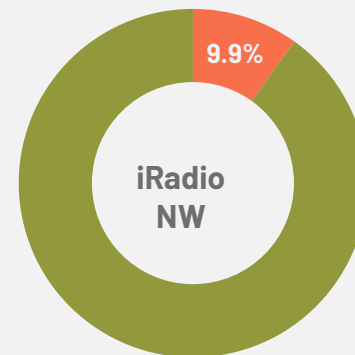
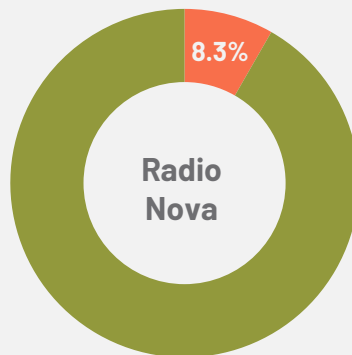
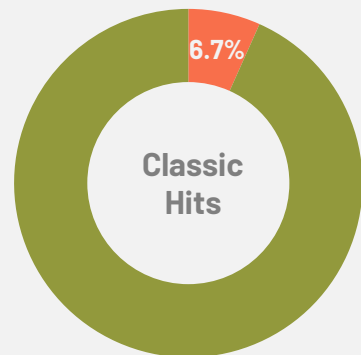
WEEKLY REACH – REGIONAL

All Adults



PT MARKET SHARE REGIONAL – 2026-2

All Adults

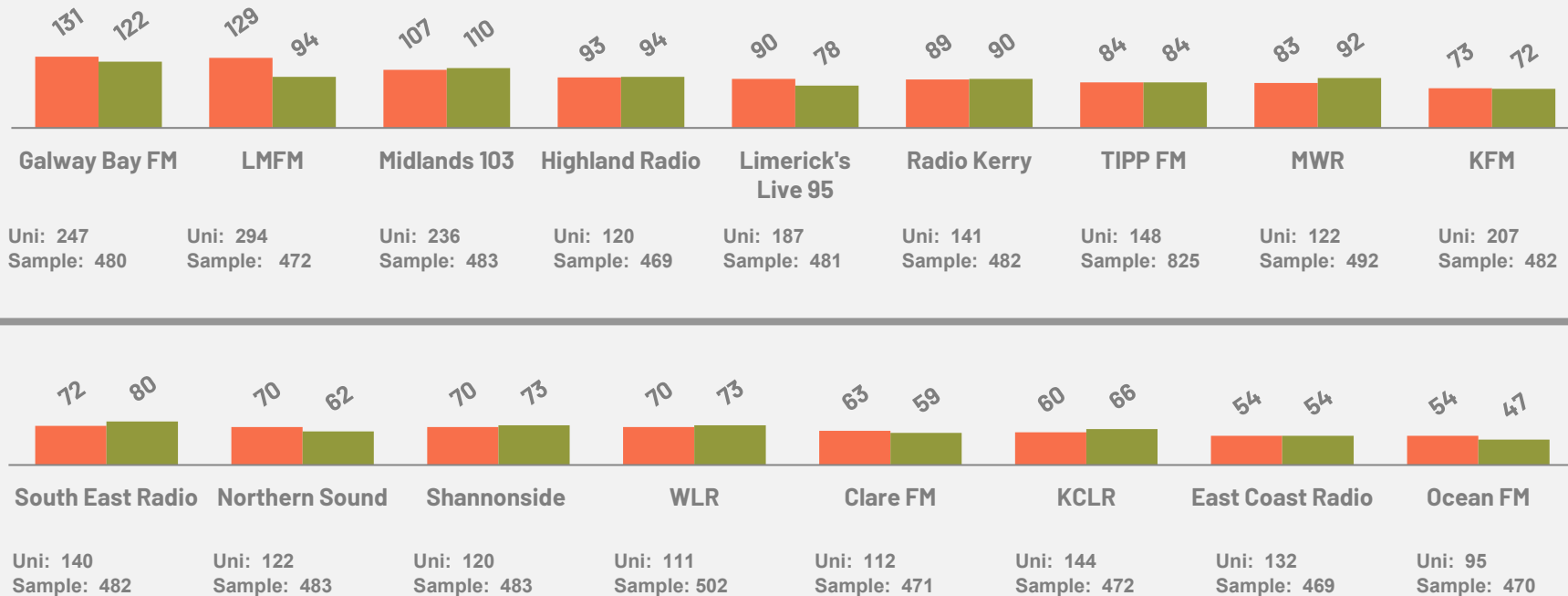




WEEKLY REACH – LOCAL AREAS

All Adults

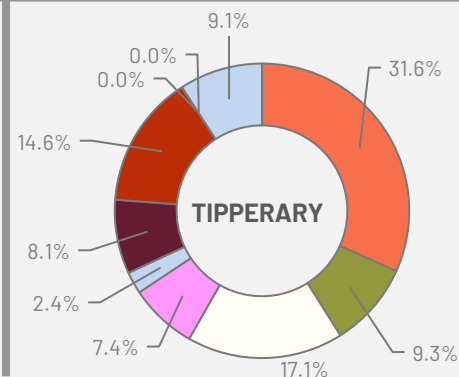
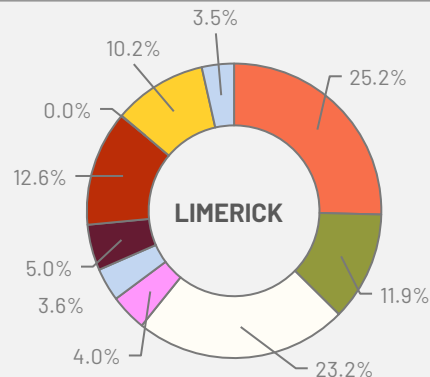
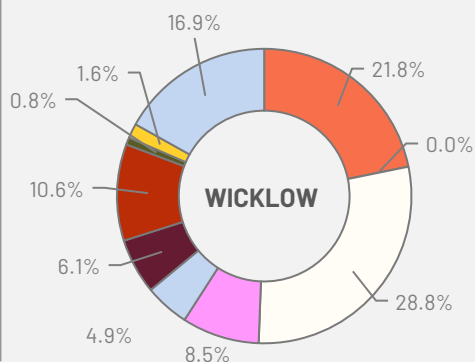
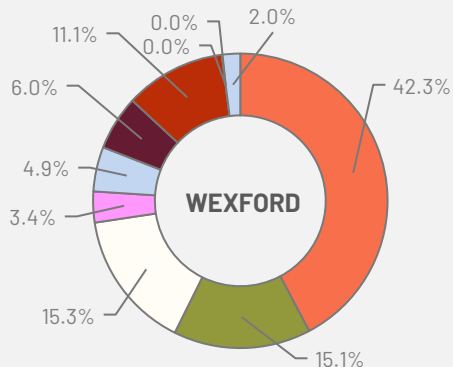
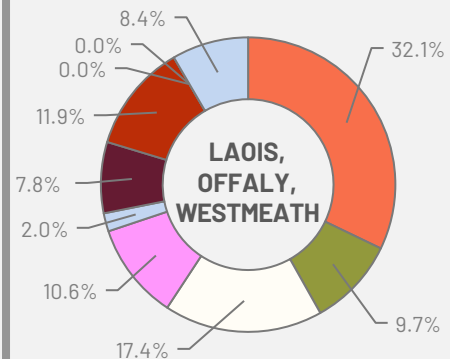
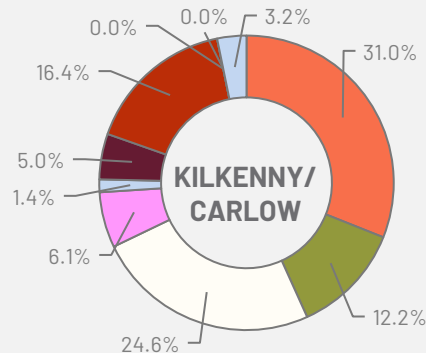
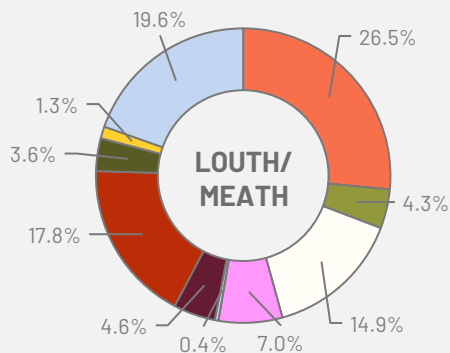
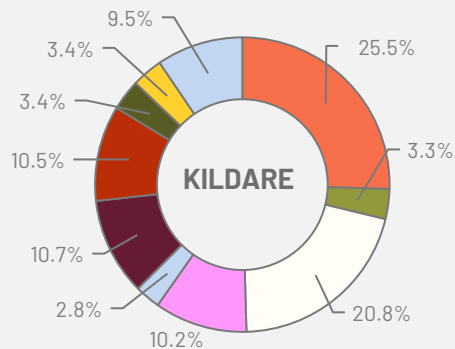
2025 2026



PT SHARE LOCAL AREAS - ALL ADULTS



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LISTENERSHIP RESEARCH

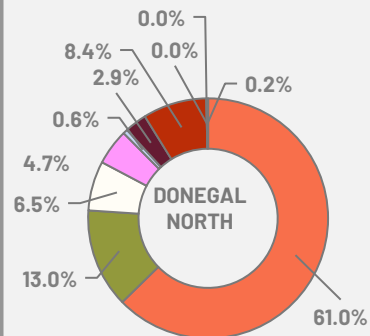
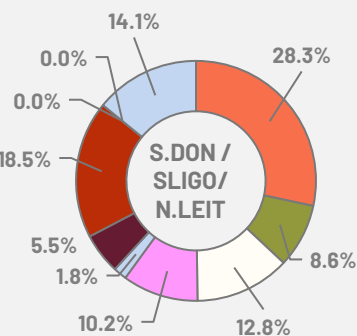
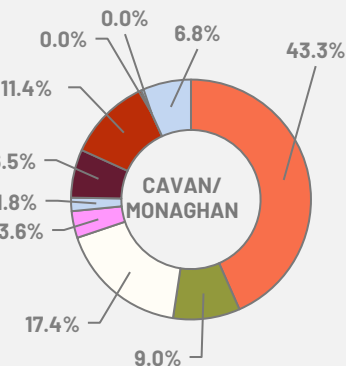
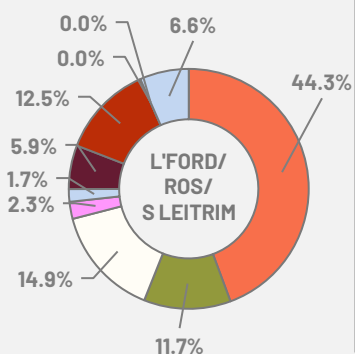
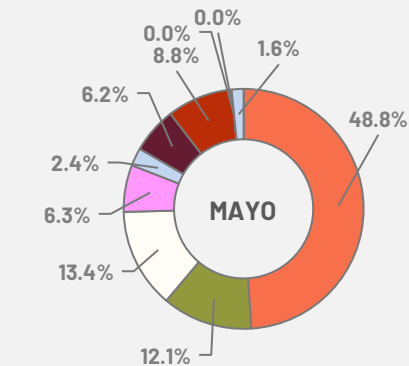
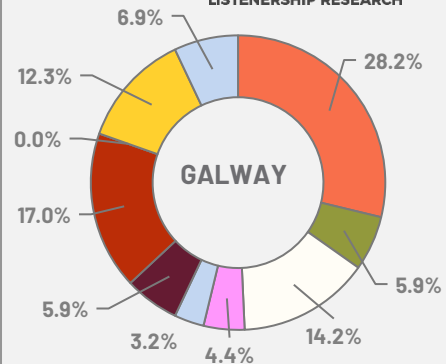
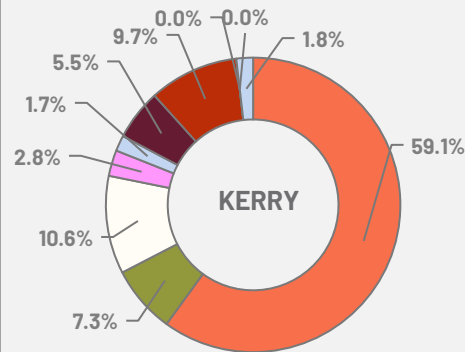
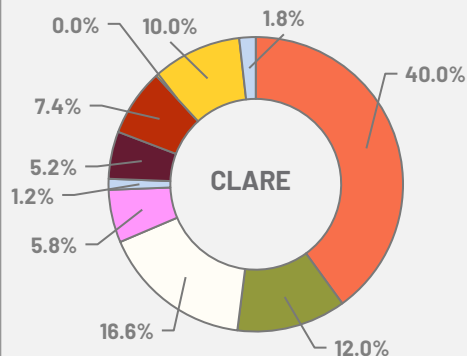
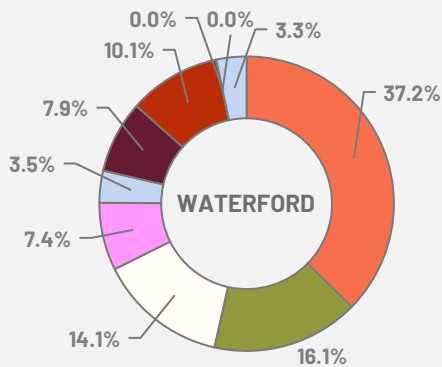


■ HOME LOCAL STATION ■ REGIONAL STATION □ RTÉ RADIO 1 ■ RTÉ 2FM ■ RTÉ LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOC/M-C/D-C

PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL
LISTENERSHIP RESEARCH

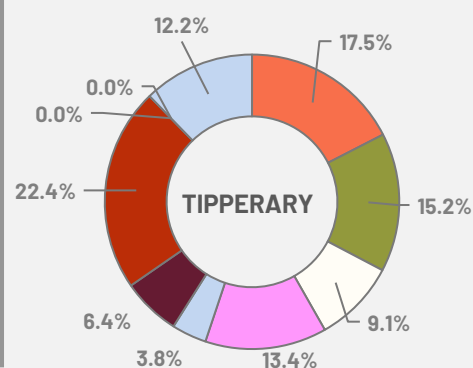
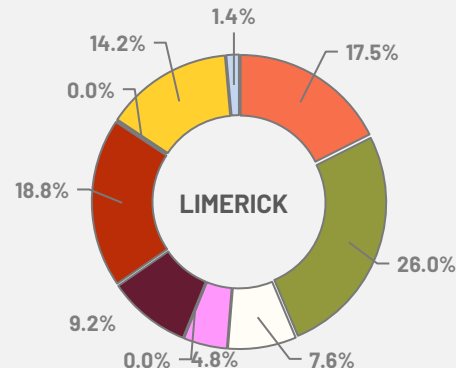
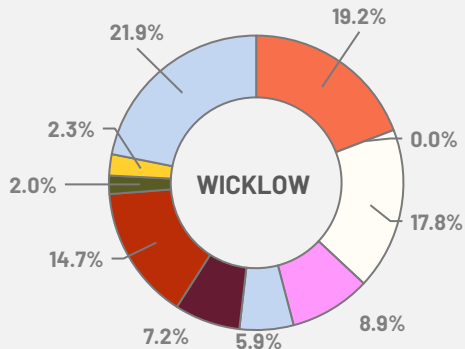
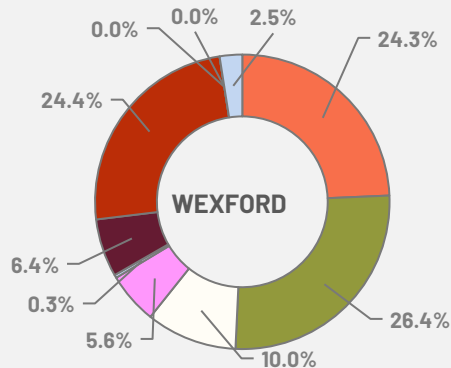
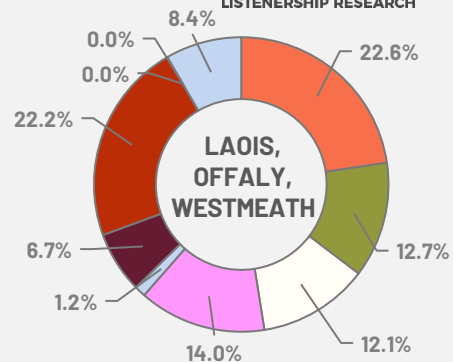
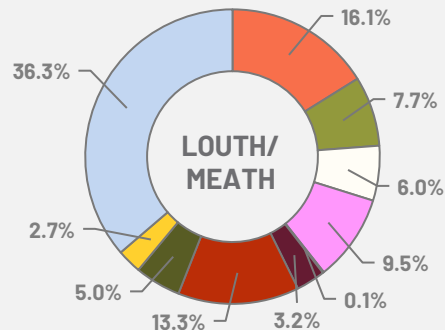
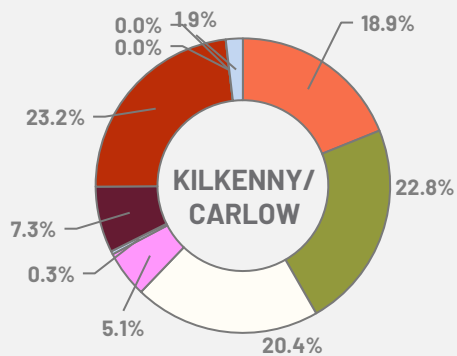
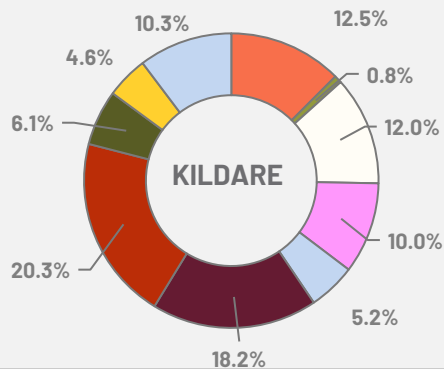


HOME LOCAL STATION REGIONAL STATION RTÉ RADIO 1 RTÉ 2FM RTÉ LYRIC FM NEWSTALK TODAY FM RADIO NOVA 100FM CLASSIC HITS 4FM OTHER REGION/LOC/M-C/D-C

PT SHARE LOCAL AREAS - SHOPPERS WITH CHILDREN



JOINT NATIONAL
LISTENERSHIP RESEARCH

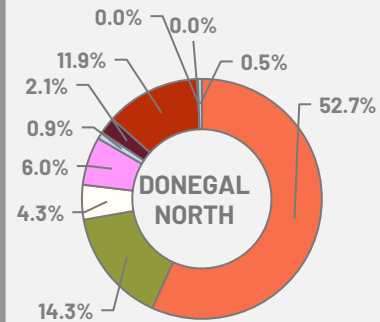
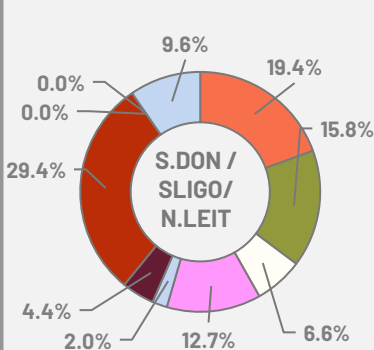
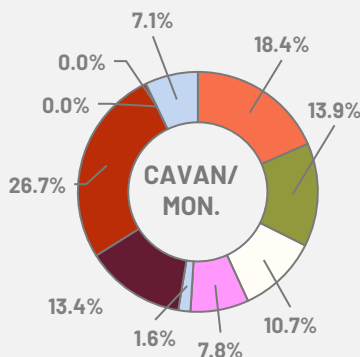
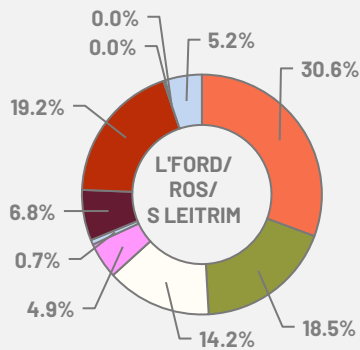
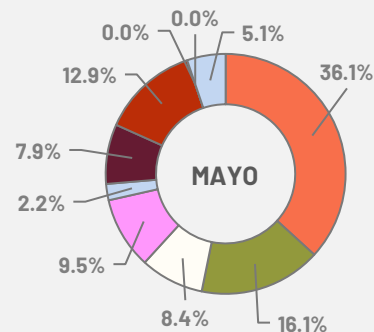
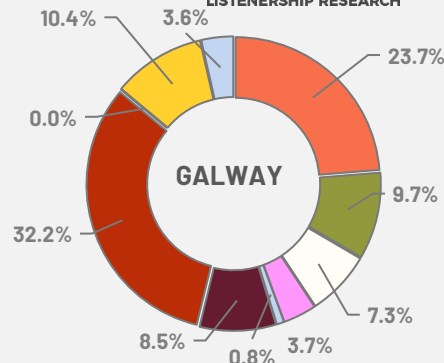
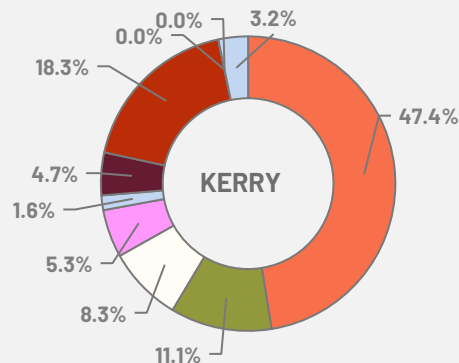
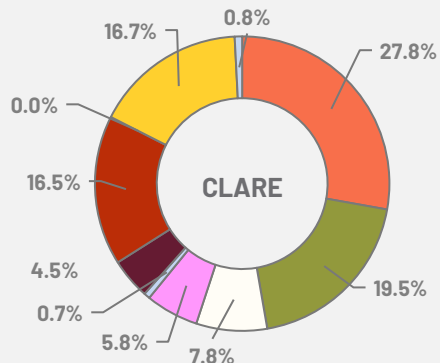
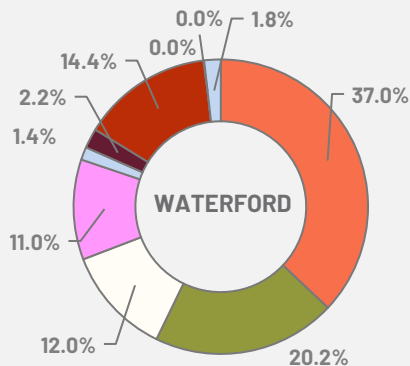


HOME LOCAL STATION REGIONAL STATION RTÉ RADIO 1 RTÉ 2FM RTÉ LYRIC FM NEWSTALK TODAY FM RADIO NOVA 100FM CLASSIC HITS 4FM OTHER REGION/LOC/M-C/D-C

PT SHARE LOCAL AREAS – SHOPPERS WITH CHILDREN



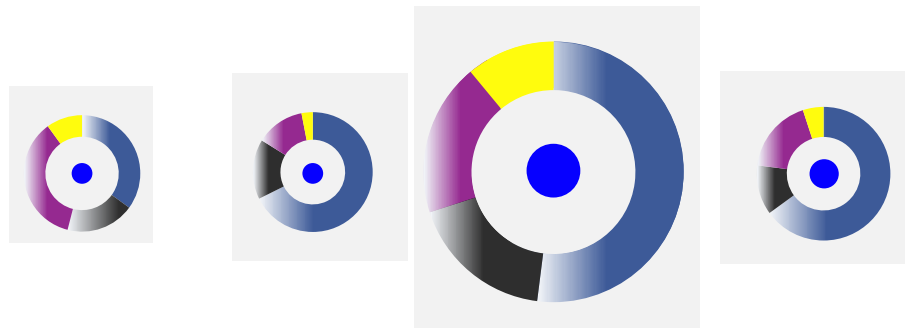
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HOME LOCAL STATION REGIONAL STATION RTÉ RADIO 1 RTÉ 2FM RTÉ LYRIC FM NEWSTALK TODAY FM RADIO NOVA 100FM CLASSIC HITS 4FM OTHER REGION/LOC/M-C/D-C

Radio & Social Media

Radio is the original social media.
Irish radio has over **15.6 million** connections.



All RTÉ	IRS+	Media Central	ONIC
 848,768	 1,398,963	 4,511,000	 1,582,674
 450,052	 341,850	 1,520,700	 285,618
 880,887	 263,510	 1,648,031	 425,313
 237,627	 83,134	 1,006,100	 148,483

Appendix

SALES HOUSE COMPOSITION

RTÉ

- RTÉ Radio 1, RTÉ 2FM, RTÉ Lyric FM and RTÉ 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.

Onic Urban

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