Ipsos B&A

RADIOCENTRE IRELAND

JNLR

The Irish Audio Report 2026



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1. Executive Summary

Audio is part of everyday life in Ireland

Almost everyone is listening.

97%

of Irish adults **tune in to some form of audio** every week

4.3M people

moving between live radio, streaming, podcasts and other audio.

More choice has not displaced radio

Ireland's audio world is getting broader, but radio remains at its centre.

Live radio reaches

90.3%

of adults every week

and still accounts for

70.5%

of **all audio listening time.**

Younger audiences have broader audio repertoires

For **15-24s**, audio is almost universal:

97%

listen every week

Their choices are wider than ever, with

85% listening to **live radio**

78% **streaming music**

41% listening to **YouTube Music.**

Paid audio subscriptions continue to grow

40%

of adults now **pay for at least one premium** audio-related service,

▲ **up 2 percentage points** year on year.

Music streaming is driving that growth, with

36%

subscribing to a premium streaming platform.

How people access audio continues to evolve

Audio increasingly travels with us.

Almost two in five adults (38%)

now use a **smartphone to listen** to audio every day,

▲ **up 6 percentage points** year on year.

Audio accompanies people wherever they are

Home is the biggest listening environment

while almost half of adults **listen in the car** each day

49%

In both places, radio remains the leading audio choice.

Radio dominates ad-supported audio

Not every audio service carries advertising, as many people pay for subscriptions that provide an ad-free listening experience.

When we **focus only on the audio listening time** where advertising is carried, **live radio accounts for**

85.2% of listening among **all adults**

61.0% among **15-24s.**



2. The Audio Market

2.1 A Nation of Audio Listeners



Ireland is a nation of audio listeners.

97%

of adults listen every week

An audience of

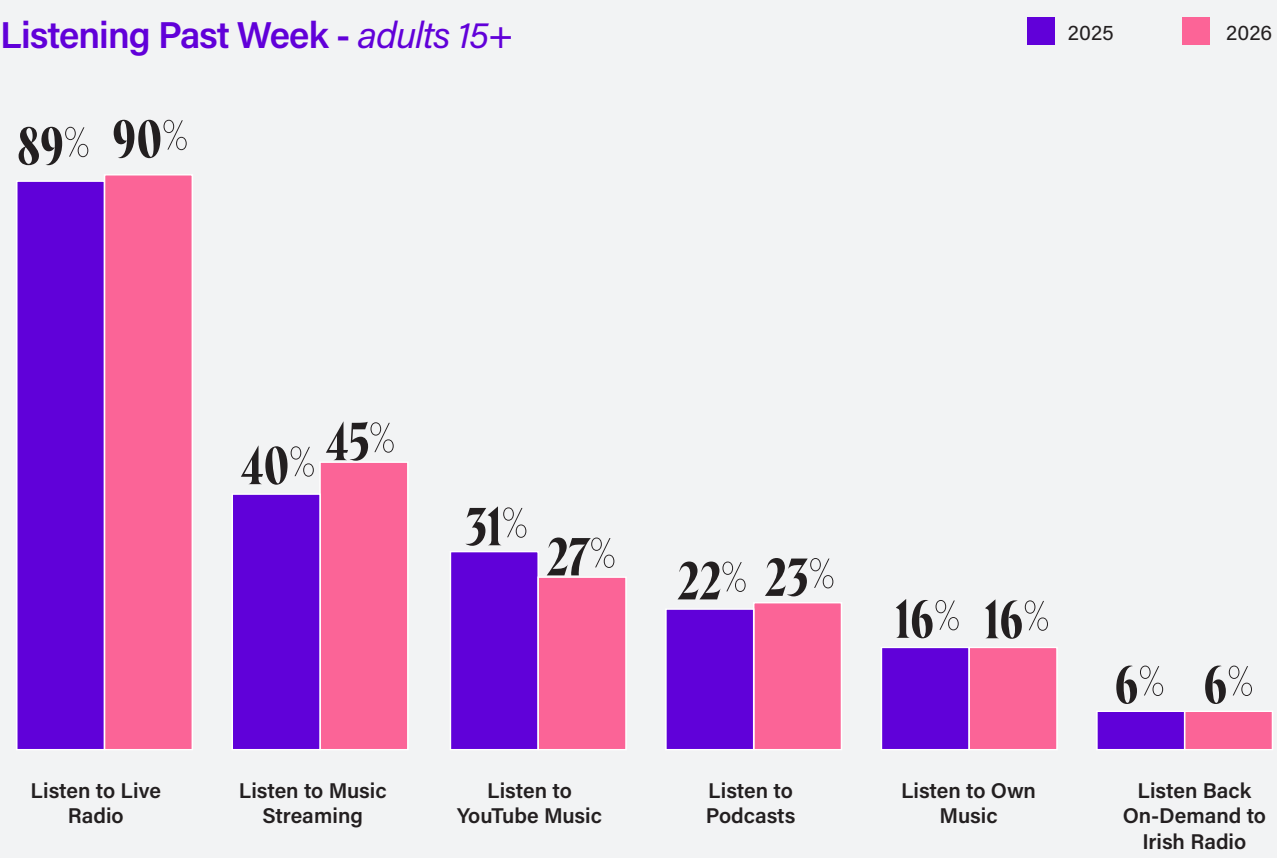
4.35M people

across live radio, streaming, podcasts and other forms of audio.

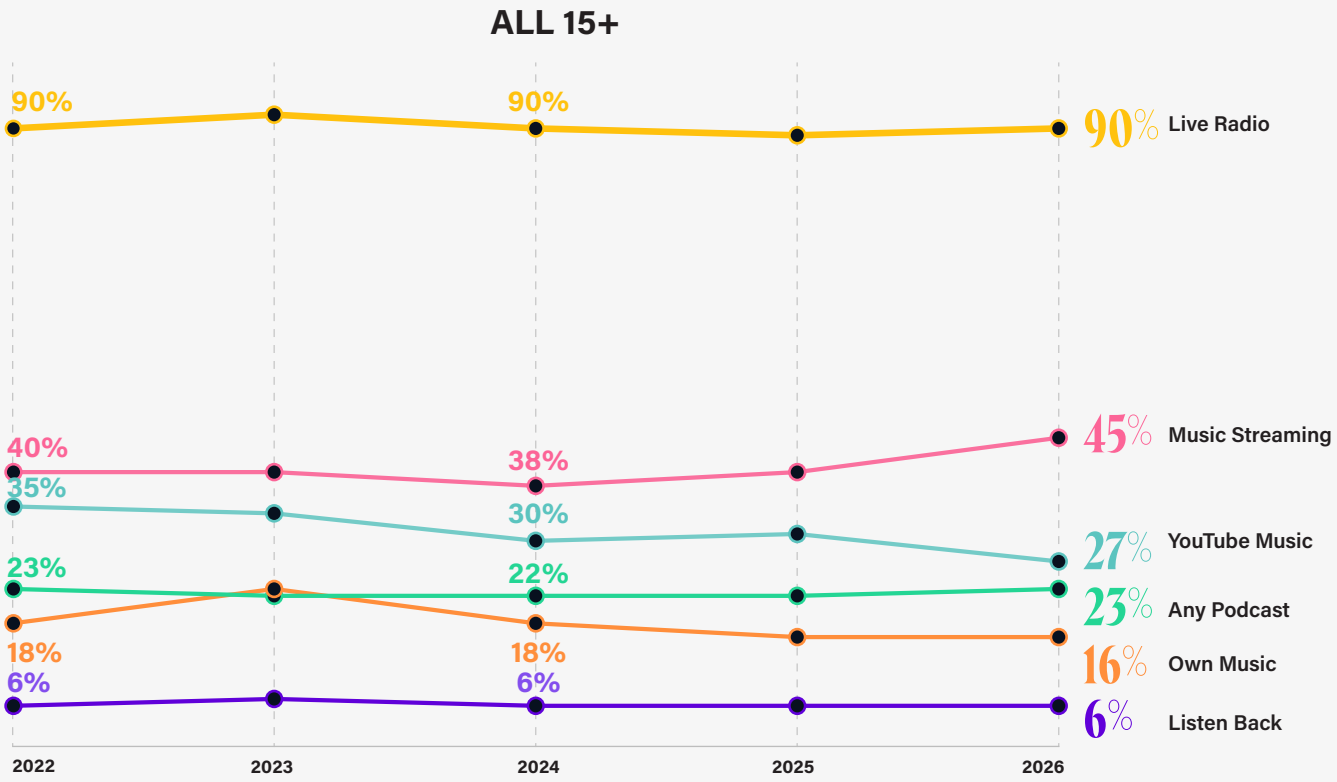
Choice has expanded, but **radio still delivers the greatest scale. Live radio reaches 90%** of the population each week, compared with 58% for any online on-demand audio.

Music streaming is the next biggest part of the mix, reaching 45% of adults, up 5 percentage points year on year. YouTube Music reaches 27% (-4pts YoY). Podcasting and listen-back radio remain relatively stable at 23% and 6%, respectively.

Listening Past Week - *adults 15+*

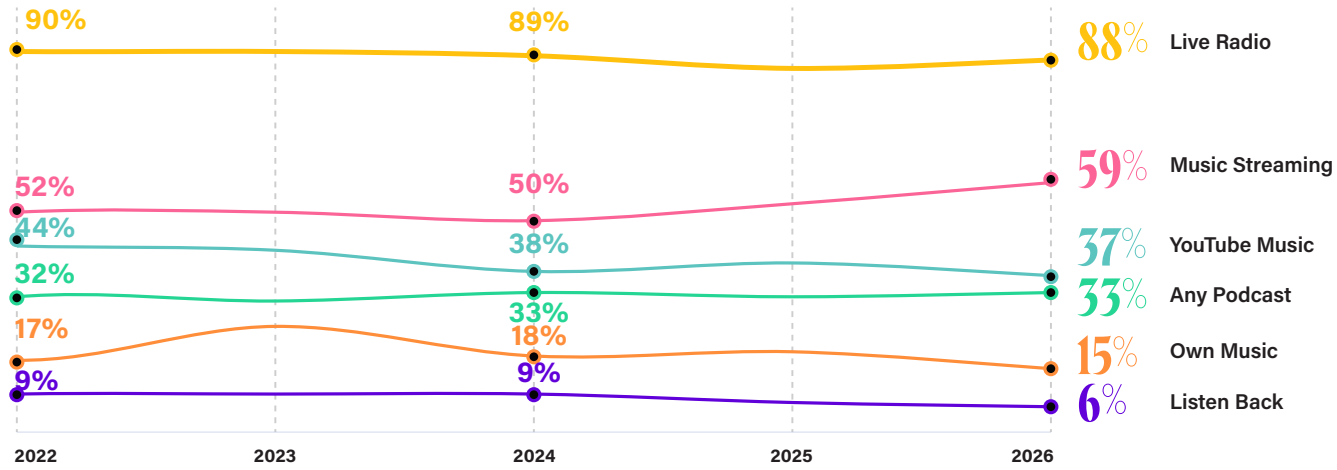


Listening Past Week - *trend*



Among 25-44s, 98% listen to audio every week. Live radio reaches 88%, up two percentage points year on year, while music streaming reaches 59% (+5pts YoY) and podcasts 33% (+1pt). This age group has the highest weekly podcast reach of any age cohort.

Listening past week 25-44



Young people are not moving away from audio, but the way they listen is changing.

Among 15-24s,

97%
Listen to some form of audio every week

85%
Live radio

78%
Music streaming

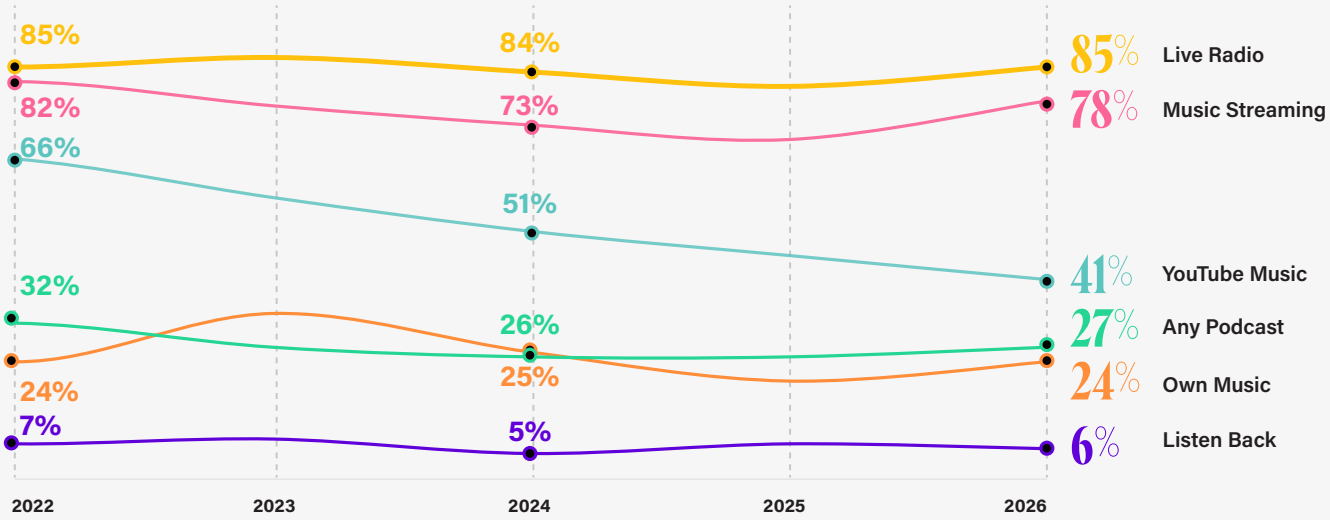
41%
YouTube Music

27%
Podcasts

24%
Their own music collections

Over time, **listening has shifted away from YouTube Music.** Since 2022, weekly reach for YouTube Music among 15-24s has fallen from 66% to 41%, while listening to their own music has remained stable at 24%. Following a period of decline, music streaming rebounded in 2026, increasing to 78%. Live radio listening also strengthened among 15-24s, with weekly reach returning to 85%.

Listening past week 15-24



From weekly reach to daily listening

Weekly reach tells us which audio formats people regularly use, while daily reach gives a clearer picture of which ones form part of their everyday routines.

Among all adults

Live radio
moves from
90% weekly → **77%** daily
indicating that most weekly listeners also listen on an average day.

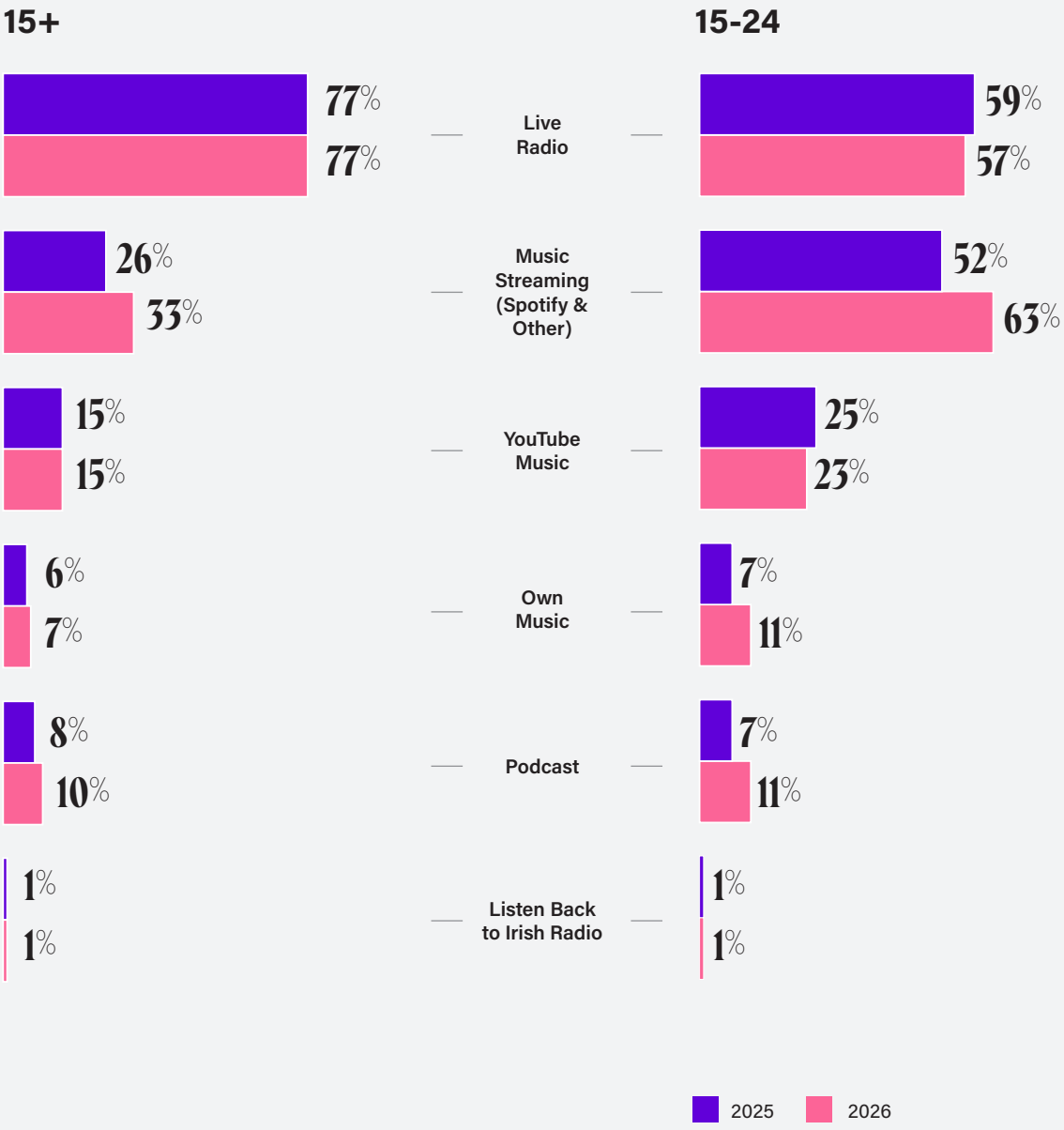
Any online on-demand audio
moves from
58% weekly → **42%** daily

Music streaming
moves from
45% weekly → **33%** daily

Podcasts
move from
23% weekly → **10%** daily
reflecting a more occasional pattern of listening.

The daily pattern is different among 15-24s. Any online on-demand audio reaches 69% on an average day, compared with 57% for live radio. Music streaming is the main driver, reaching 63% daily.

Reach - *average day*



2.2 Where the Listening Time Goes



Reach is only part of the story. Time spent shows how deeply different forms of audio fit into the day.

Live radio accounts for

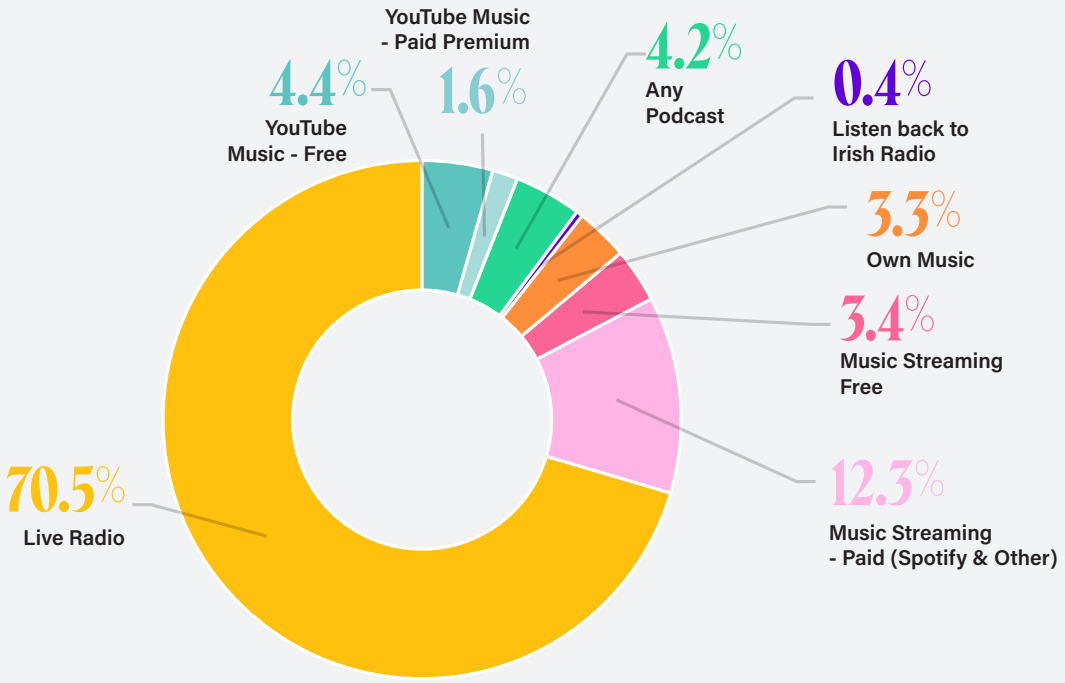
70.5%

of all audio listening time among adults
more than all on-demand formats combined.

This Audio Report measures how long people spend with each form of audio and highlights that people listen to radio for longer periods. **Radio accompanies listeners throughout the day—at home, in the car and at work—rather than being reserved for a particular programme, episode or moment**. On-demand audio is more likely to involve shorter, selected listening sessions, while radio often provides a continuous backdrop to everyday life.

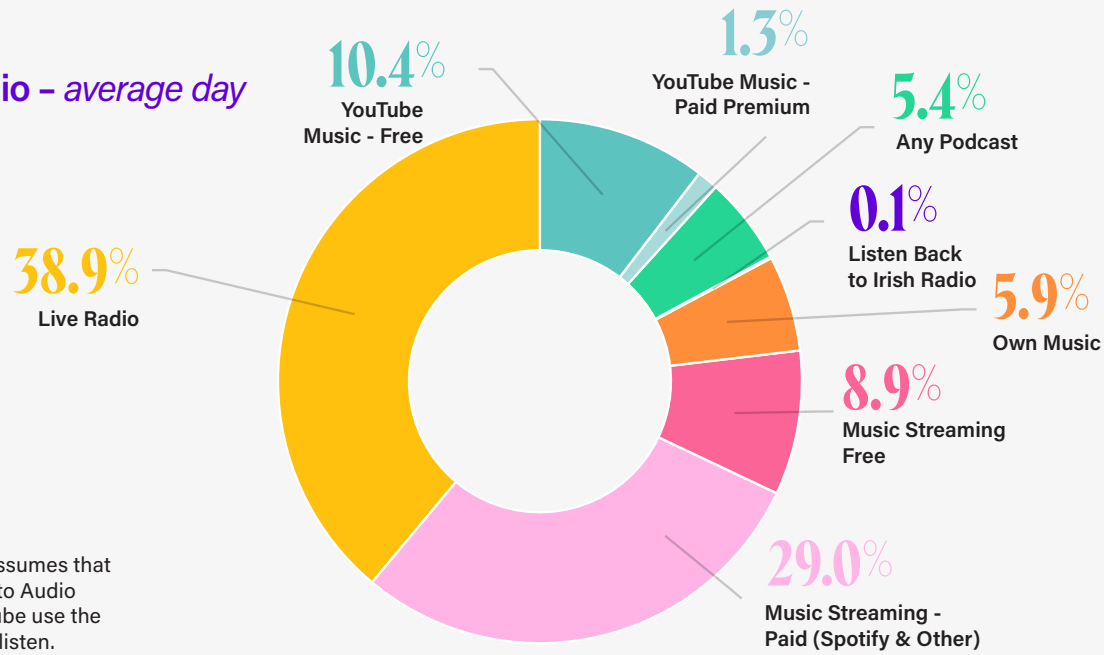
Music streaming is the second-largest part of the audio day, accounting for 15.7% of listening time, up from 13.5% in 2025. YouTube Music accounts for a further 6.0%, while podcasts represent 4.2% of total audio listening time.

15+
Share of audio – *average day*



Note. This analysis assumes that paid-up subscribers to Audio Streaming and YouTube use the premium services to listen.

15-24
Share of audio – *average day*



Note. This analysis assumes that paid-up subscribers to Audio Streaming and YouTube use the premium services to listen.

Younger listeners divide their time much more evenly. Among 15-24s, live radio accounts for 38.9% of all audio minutes, just ahead of music streaming at 37.9%. Podcast share of listening grew to 5.4% in 2026.

Audio – share of time spent – *trend, adults 15+*

		2022	2023	2024	2025	2026
Live Radio	%	74.3	73.9	75.5	73.8	70.5
Listen Back to Irish Radio	%	0.7	0.4	0.5	0.3	0.4
Any Radio (Live or listen back)	%	75.0	74.3	76.0	74.2	70.8
Music Streaming (Spotify & Other)	%	12.2	11.6	11.8	13.5	15.7
YouTube Music	%	6.5	6.7	5.9	6.4	6.0
Own Music	%	2.5	4.3	3.0	2.4	3.3
Any Podcast	%	3.8	3.2	3.4	3.5	4.2

Audio - share of time spent - *by age group*

		15+	15-24	25-44	45-64	65+
Live Radio	%	70.5	38.9	60.2	79.1	93.0
Listen Back to Irish Radio	%	0.4	0.1	0.3	0.7	0.2
Any Radio (Live or listen back)	%	70.8	39.0	60.5	79.8	93.2
Music Streaming (Spotify & Other)	%	15.7	37.9	20.7	9.8	2.7
YouTube Music	%	6.0	11.8	8.7	3.9	1.4
Own Music	%	3.3	5.9	3.4	2.8	2.0
Any Podcast	%	4.2	5.4	6.5	3.6	0.6
Irish Podcast	%	1.9	1.3	3.4	1.7	0.3
International Podcast	%	2.3	4.1	3.2	1.9	0.3

2.3 The Audio Advertisers Can Actually Reach



Listening time and advertising opportunity are not the same thing.

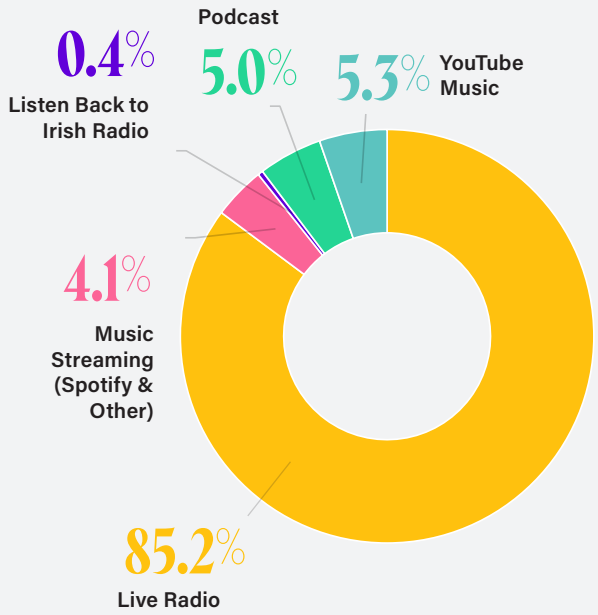
A growing share of on-demand listening happens through ad-free paid subscriptions.

Those minutes may be part of the audio day, but they are not available to advertisers.

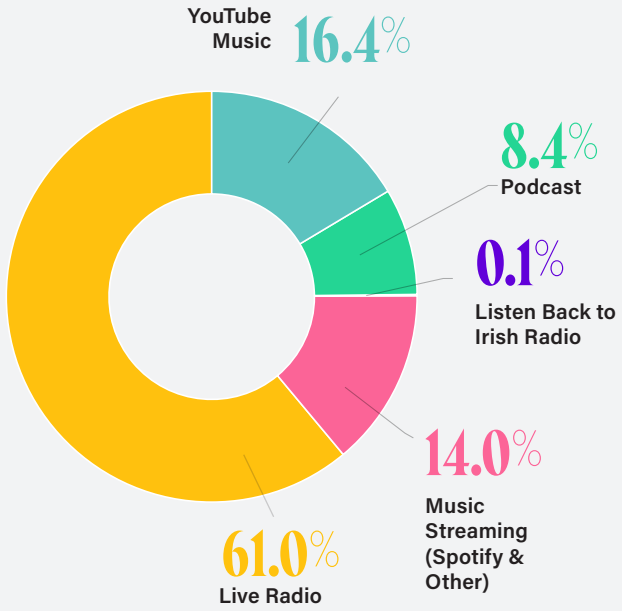
Once potentially ad-free listening is removed, the commercial audio landscape looks very different. Live radio accounts for 85.2% of advertising-accessible listening time among adults, with all on-demand audio accounting for 14.8%.

Even among 15-24s - the audience with the broadest audio repertoire - live radio accounts for 61% of commercially available audio listening time. For brands, that distinction between listening and reachable listening is crucial.

15+
Share of commercial audio -
average day

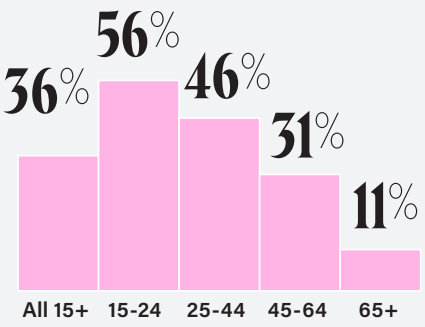


15-24
Share of commercial audio -
average day

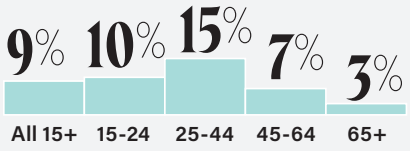


Note. This analysis assumes that paid-up subscribers to Audio Streaming and YouTube use the premium services to listen.

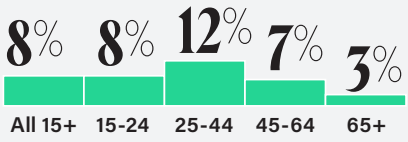
More audio listening is moving behind a paywall. Over one-third of adults (36%) now pay for an ad-free music-streaming service, rising to 56% among 15-24s and 46% among 25-44s.



Paid Subscription Audio Streaming (such as Spotify Premium)



Paid Subscription YouTube Premium

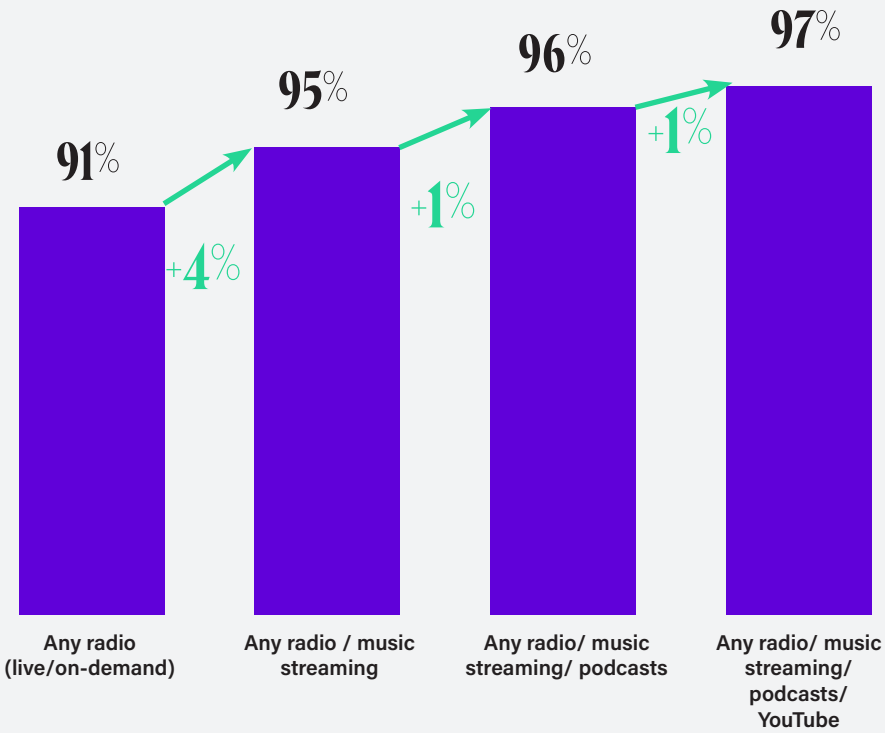


Paid Subscription Podcast (any podcast)

Incremental reach - weekly listening

Radio provides the foundation for mass reach. Around nine in ten adults listen to radio every week. Adding music streaming lifts combined reach to 95% and adding podcasts takes it to 96%. YouTube Music brings the total to 97%.

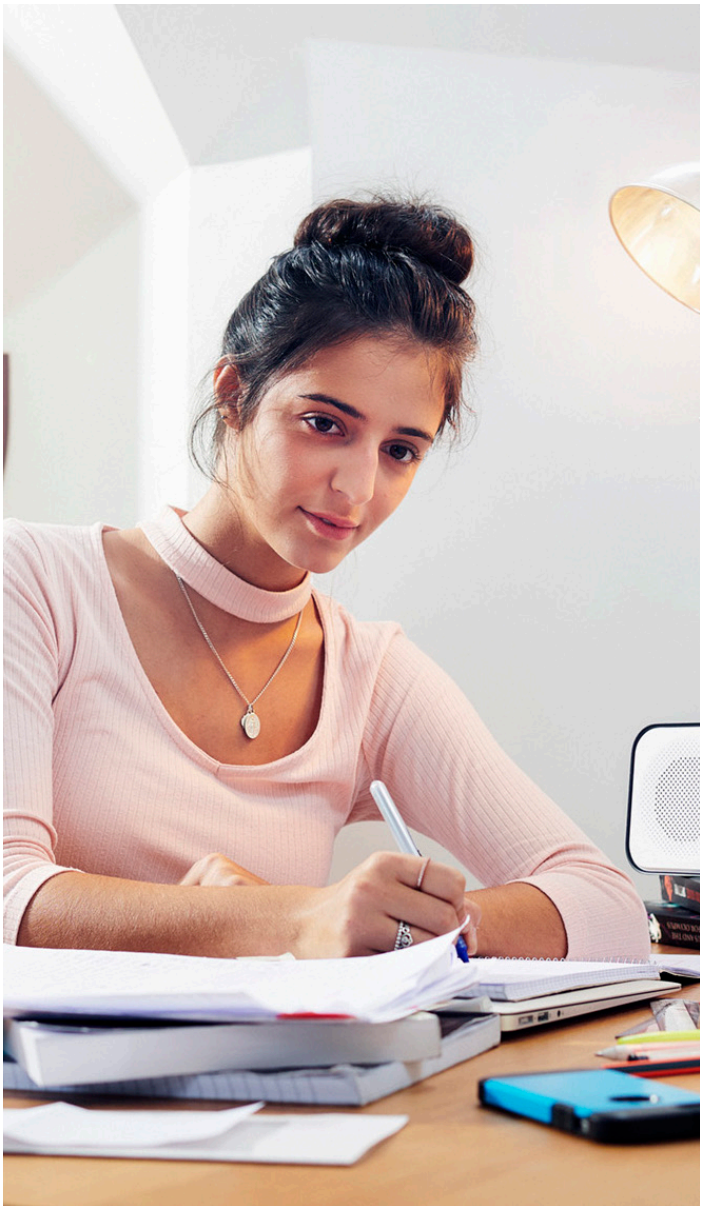
The story is one of complementarity: different forms of audio can add reach, but radio does most of the heavy lifting.





3. Our Audio Environment

3.1 Audio Goes Wherever We Go



Audio follows people through everyday life.

Home remains the biggest listening environment, with

70%

of adults
listening there on an average day, a behaviour seen across every age group.

Almost one in two adults listen to audio while driving, making it the second-biggest listening environment. Live radio is the clear go-to choice, reaching 45% in the car each day, while streaming reaches 8%.

Listening x location - *trend, adults 15+ (Reach)*

		2022	2023	2024	2025	2026
Home	%	74	69	71	67	70
Car/Van	%	39	41	43	49	49
Work/School/College	%	11	11	11	12	11
Out Walking/Cycling/Running	%	9	11	8	10	12
Bus/Train/Dart	%	2	3	2	2	2
Someone Else's Home	%	1	1	1	1	1

At home, live radio is the leading choice, with 52% listening daily. Music streaming reaches 22%, followed by YouTube Music at 11% and podcasts at 7%. The home audio environment is broader than it once was, but radio remains at its heart. **Audio continues to find a place in the day beyond the home and the car.** Listening at work, school or college is less common overall but becomes much more significant among younger audiences.

Format listening x location - *average day, adults 15+ (Reach)*

		Home	Work/ school/ college	Car/van	Bus/ train/ dart	Walking/ cycling/ running	Someone else's home
Live radio	%	52	7	45	1	2	1
Listen back to irish radio	%	1	*	*	*	*	*
Music streaming	%	22	3	8	1	8	*
YouTube Music	%	11	1	2	*	2	*
Own music	%	5	*	2	*	1	*
Podcast	%	7	1	2	*	1	*

For younger audiences in particular, audio travels with them.
Overall, 12% listen while walking, cycling or running, rising to one in four 15-24s. Music streaming leads the way for this age group, with 20% listening on the move – up 8 percentage points year on year. Live radio and YouTube Music both reach 4%, while just over 1% listen to podcasts.
It shows how music streaming has become part of younger listeners' everyday movement, whether they are walking somewhere, exercising or simply out and about.

Listening x location - *by age group (Reach)*

		15+	15-24	25-44	45-64	65+
Home	%	70	63	65	69	84
Car/Van	%	49	39	56	56	33
Work/School/College	%	11	16	15	11	2
Out Walking/Cycling/ Running	%	12	25	16	8	2
Bus/Train/Dart	%	2	4	2	1	*
Someone Else's Home	%	1	3	1	*	1

3.2 More Ways to Listen



The idea of "listening to the radio" no longer describes a single device.

Audio now reaches people through traditional sets, smartphones, smart speakers, laptops, tablets and TVs.

Dedicated radio or music systems are still used daily by

67%

of adults.

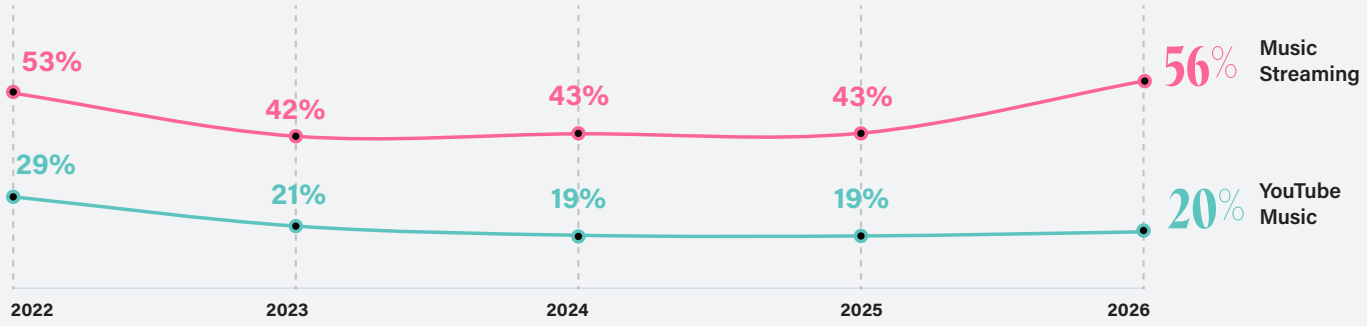
Dedicated radio or music systems are still used daily by 67% of adults, rising to 83% among those aged 65+, while younger listeners are much more likely to reach for a phone.

Devices used to listen - *average day (Reach)*

		15+	15-24	25-44	45-64	65+
Radio/CD player/turntable	%	67	44	61	73	83
Smartphone	%	38	66	50	30	9
Smart speaker	%	11	8	13	13	8
PC/laptop	%	5	7	7	5	2
Tablet	%	3	2	3	2	2
TV	%	3	3	4	3	2

The smartphone is becoming an increasingly important audio device. 38% of adults use one to listen each day, up 6 percentage points year on year. Streaming is the biggest driver, with 27% of adults streaming on mobile daily. Among 15-24s, 56% stream music on their phone each day, while 14% use their smartphone to listen to live radio.

Smartphone/mobile streaming trend among 15-24s *(Reach)*

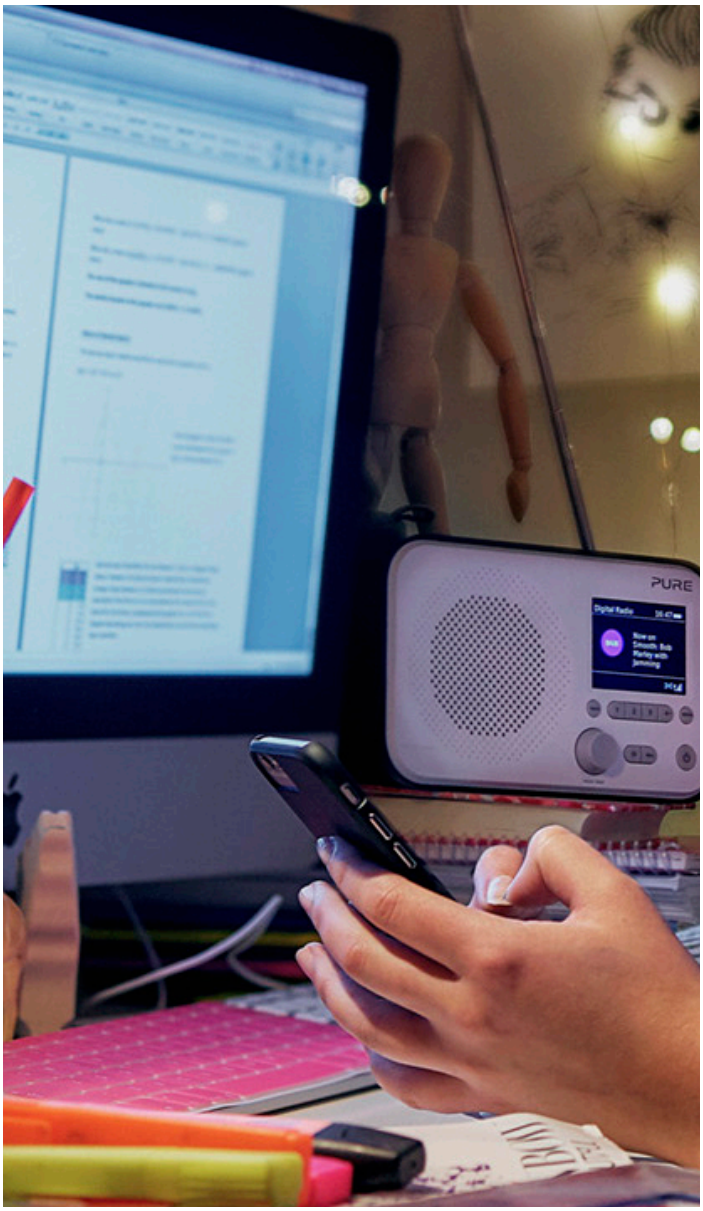


Smart speaker listening has settled after several years of growth. 11% of adults use a smart speaker for audio each day, unchanged from 2025. Among smart speaker owners, 22% listen through the device daily.



4. The Technology Behind the Listening

4.1 More Devices, More Ways Into Audio



Technology is not replacing audio habits; it is giving people more ways to access them.

The growth of connected devices benefits the whole audio market, including radio.

Smartphones are now universal among 15-24s

and close to universal among most other age groups, with the exception of those aged 65+.

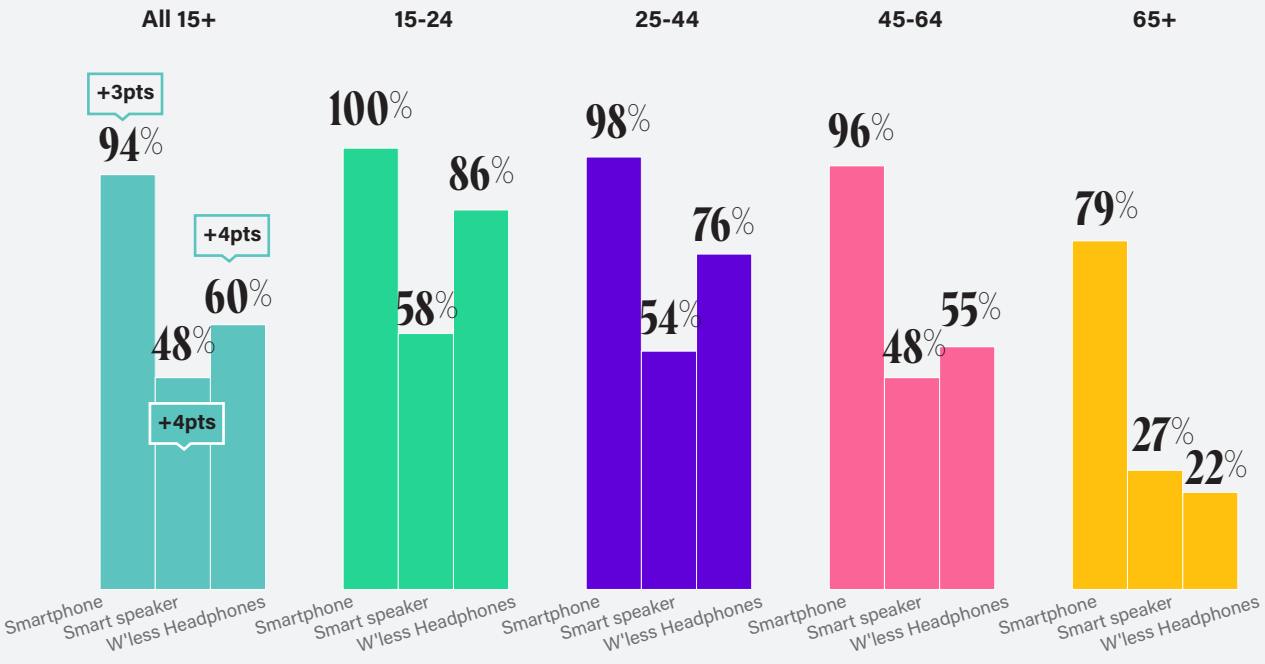
Ownership of:

smartphones, smart speakers, and wireless headphones

has increased since 2025.

Smart speakers in particular are now an established part of the home, creating another route into radio and the wider world of audio.

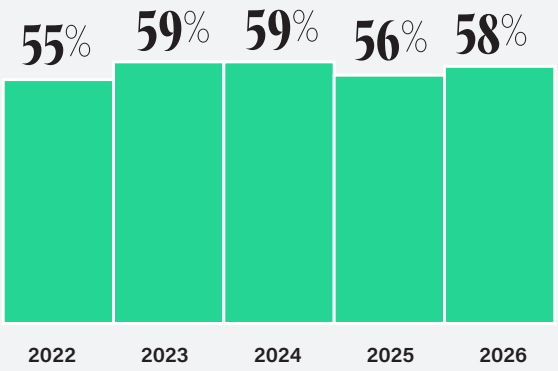
Device ownership - *by age group*



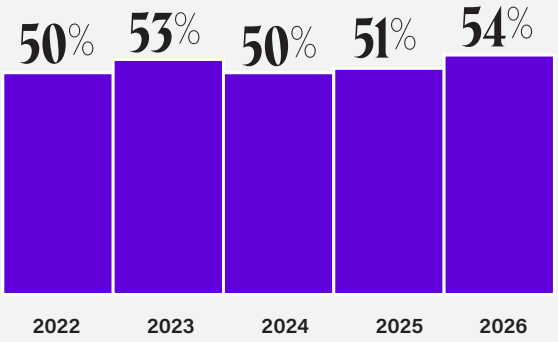
Ownership of Smart Speakers - *trend, by age group*

Ownership of smart speakers highest among younger cohorts although biggest growth is seen among those 65+.

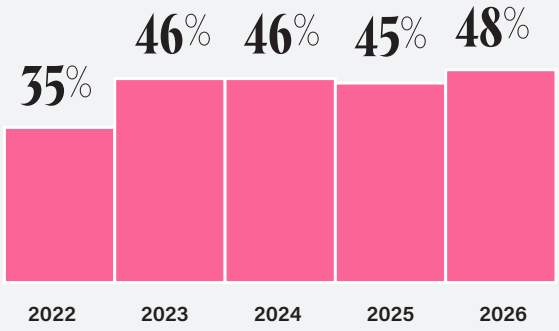
15-24



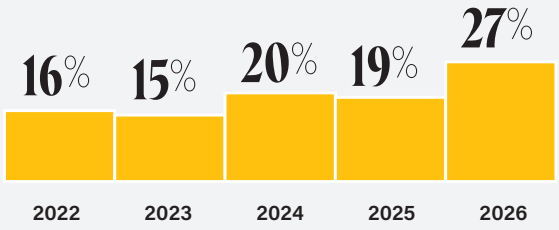
25-44



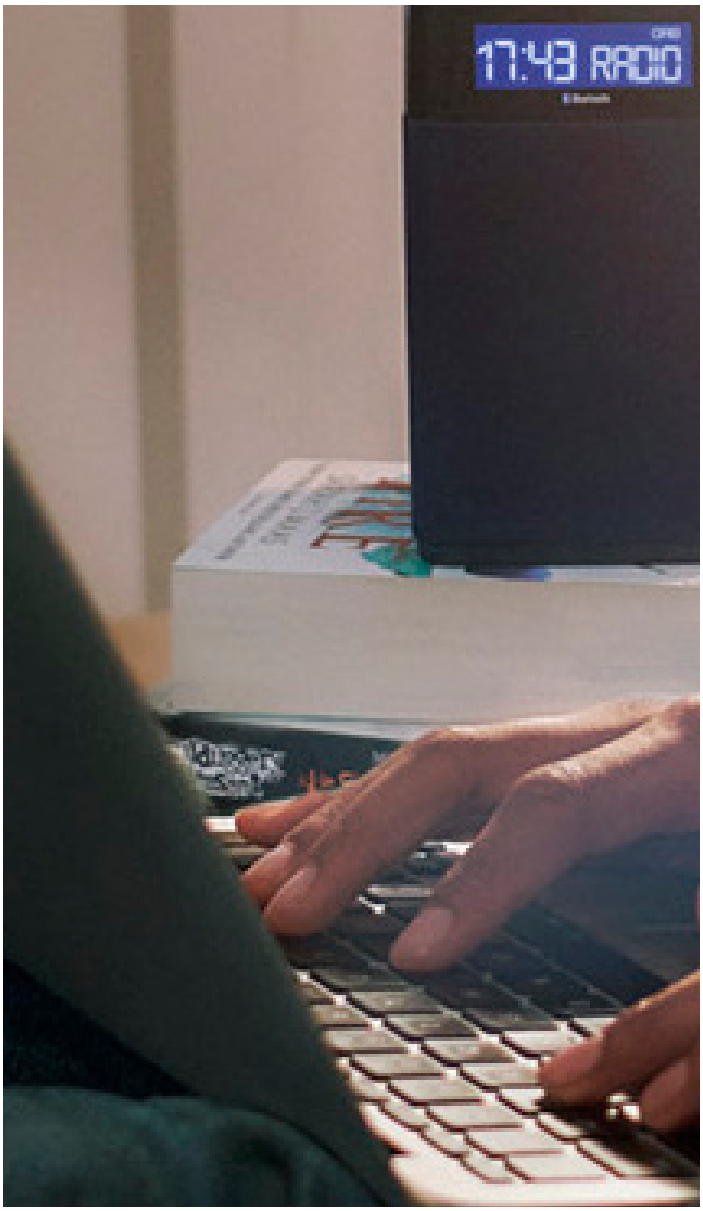
45-64



65+



4.2 The Rise of Paid Audio



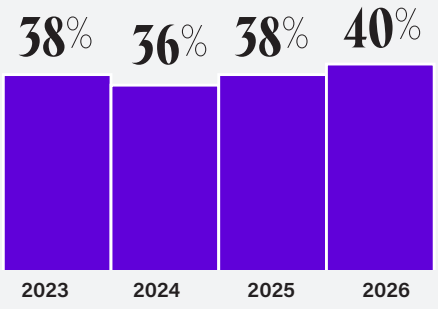
One of the biggest changes in audio is not simply what people listen to, but how they pay for it.

40%

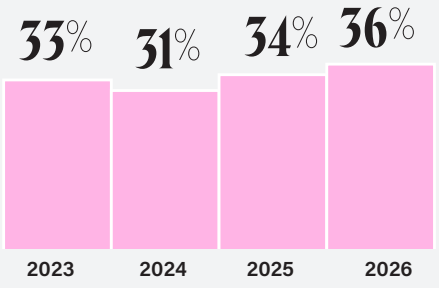
of adults now have at least one paid premium audio-related subscription,

▲ **up 2 percentage** points year on year, with music streaming driving most of the growth.

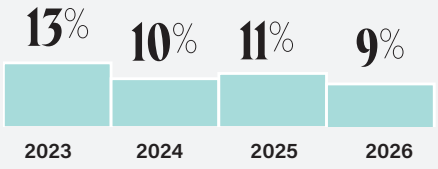
Any Paid Subscriptions - *adults 15+*



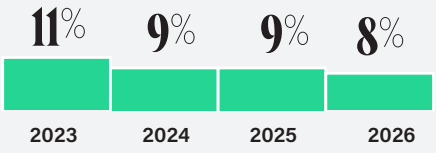
Any subscriptions (ad free)



Paid subscription (ad free) Audio Streaming (such as Spotify Premium)



Paid subscription (ad free) YouTube Premium



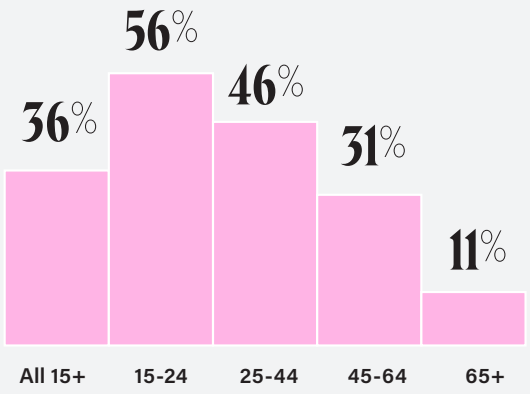
Paid subscription Podcasts

Music streaming dominates the subscription market. More than one in three Irish adults (36%) now pay for a service such as Spotify Premium, up 2 percentage points year on year.

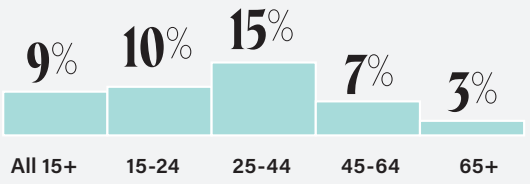
YouTube Premium has a smaller paid audience, with 9% of adults subscribing.

Paid podcast services are used by 8% of adults, down 1 percentage point year on year.

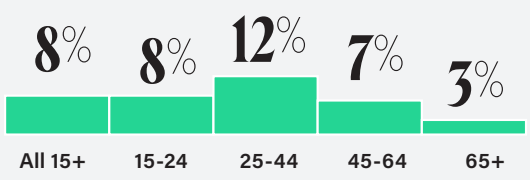
Paid subscriptions - *by age group*



Paid Subscription Audio Streaming
(such as Spotify Premium)



Paid Subscription
YouTube Premium



Paid Subscription Podcast
(any podcast)

Paid audio subscriptions are particularly concentrated among younger audiences.

More than half of 15-24s (56%) pay for an audio streaming service such as Spotify Premium, compared with 36% of adults overall and just 11% of those aged 65+.

Paid subscriptions to YouTube Premium and podcasts are much less common, highlighting that **paid music streaming is by far the dominant subscription-based audio choice.**



5. Notes on the Report

The JNLR survey measures radio listening activity among the general public, aged 15+, in the Republic of Ireland.

The JNLR survey measures radio listening activity among the general public, aged 15+, in the Republic of Ireland.

The survey is a continuous one, with interviews conducted across the twelve months of the year among a sample of c16,750 respondents.

Since 2017, each year in Quarter 2 (April, May and June) an additional module is included alongside the core questionnaire, which addresses activity on the broader audio market.

In this module, questions address engagement in the various audio formats including live radio, audio streaming, listen-back, podcasting, YouTube music and personal music archives (referred to in this report as 'own music').

- This report is sourced from JNLR data collected in Quarter 2, 2026 (April to June 2026) via the audio module, implemented in tandem with the core interview.
- The data in this report is based on a large national sample of 3,113 interviews, conducted in home, across all radio franchise areas, among a sample of individuals aged 15+.
- The interview captured information on radio and other audio content.
- The in-home, face to face, methodology ensures inclusion of all age and regional cohorts and both offline and online communities.