Ipsos B&A RADIOCENTRE IRELAND JNLR

The Irish Audio Report 2026

11th November 2026



Introduction

1. The Audio Market

2. Our Audio Environment

3. The Technology Behind the Listening

4. Summary

1. The Audio Market



97.0%

listened to audio content in the past week

Almost universal listening

4.35M people



Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

Radio Prevails

as the dominant form of audio content consumed. Once again, a small increase in on demand, online audio listening year on year.

90.3%

listened to live radio in past week

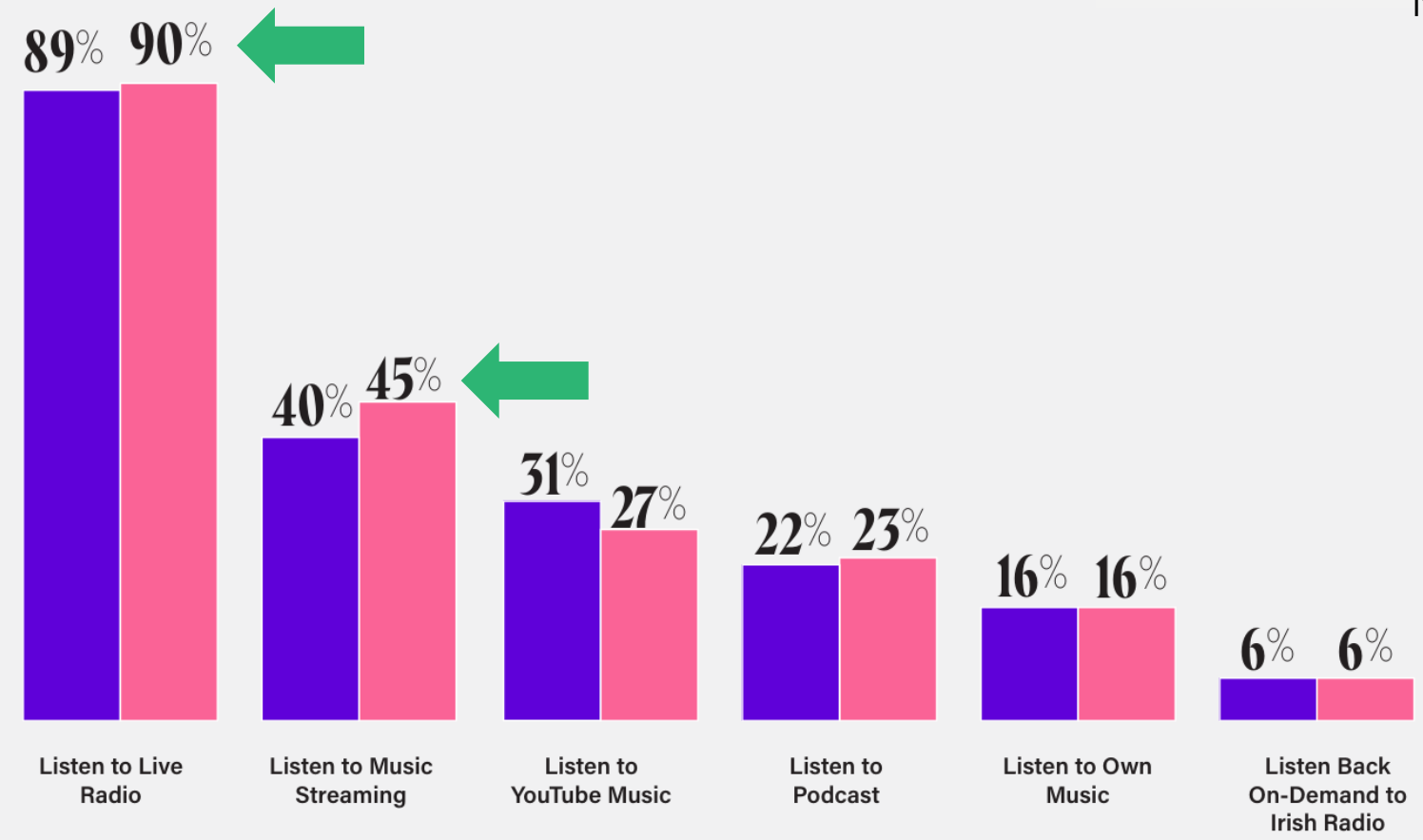
58.5%

listened to on-demand, online audio in past week

Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

Choice has expanded, but radio still delivers the greatest scale.

Listening Past Week



Live radio reaches 90% of the population each week.
Music streaming is the next biggest part of the mix.

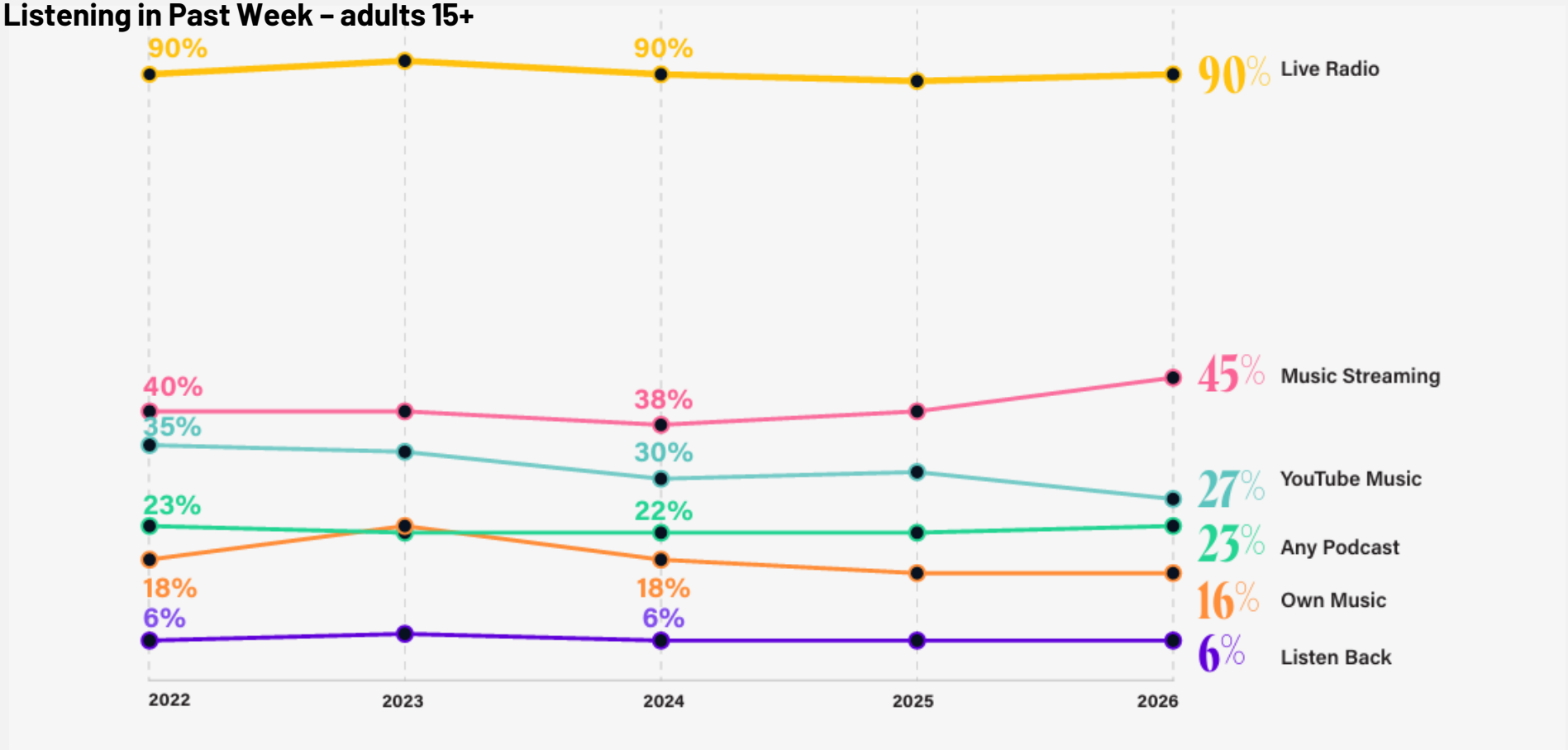


Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

Live Radio has remained stable as a format over time.

The % of those listening to Music Streaming has grown in 2026, but listening to YouTube Music has declined.

Listening in Past Week – adults 15+



Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

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

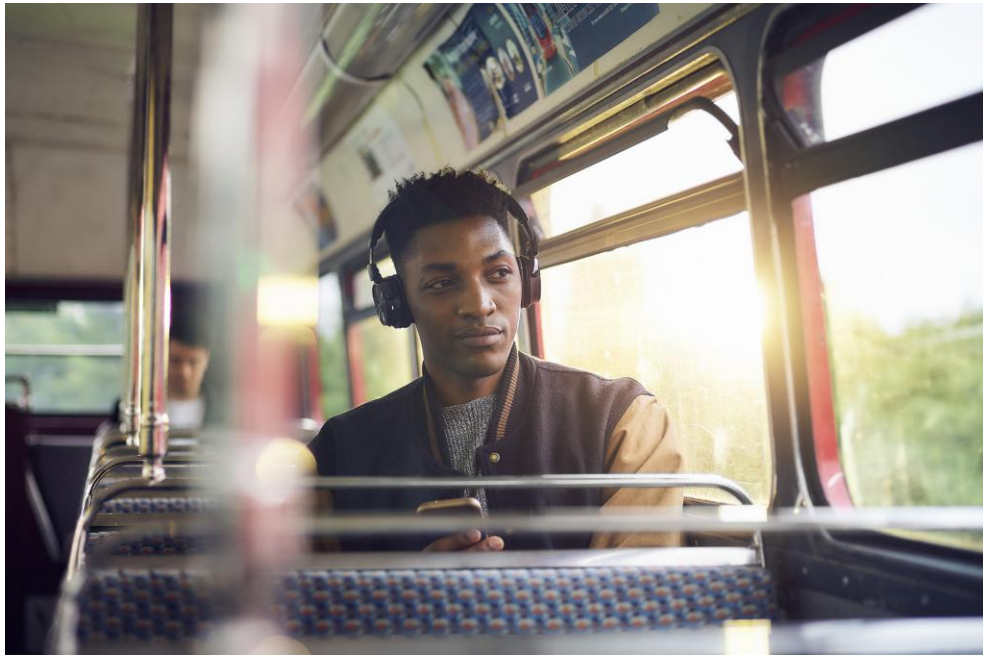
85% Live radio

78% Music streaming

41% YouTube Music

27% Podcasts

24% Their own music collections

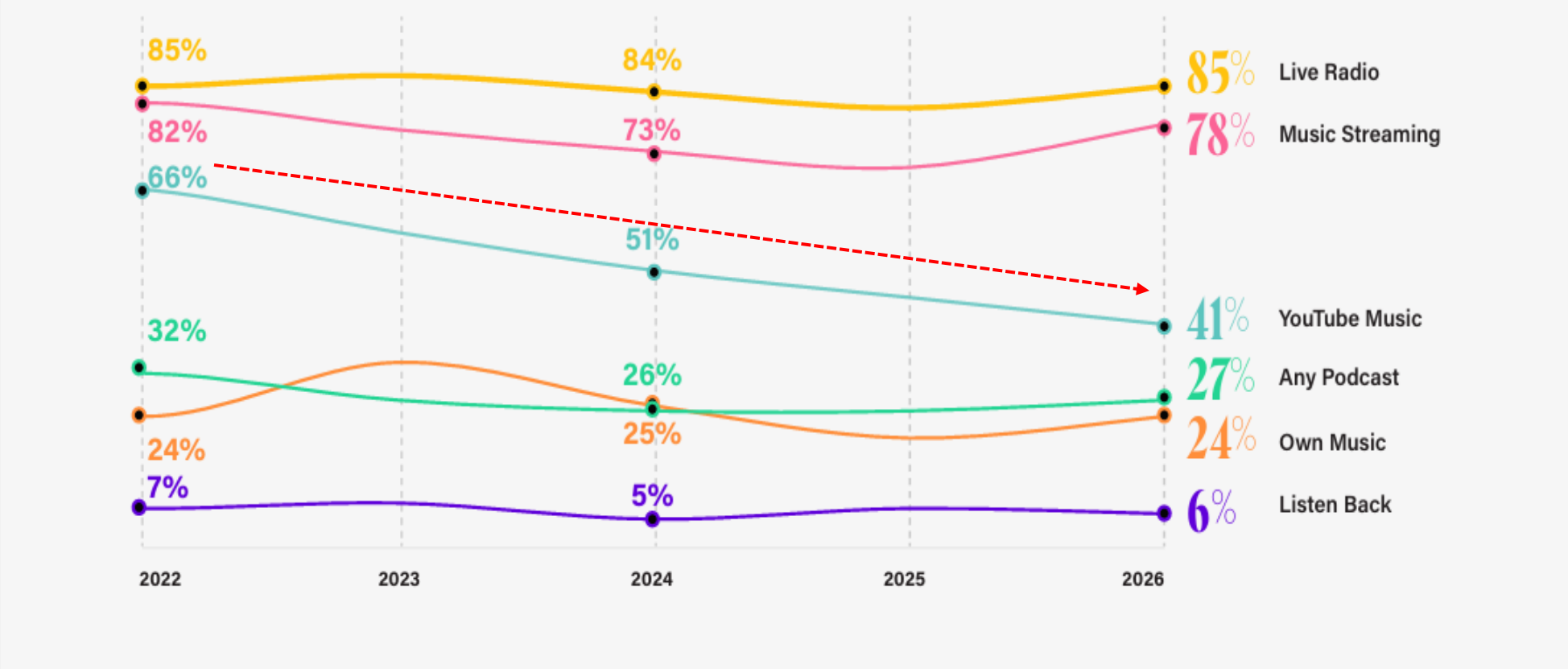


Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: 15-24

Live Radio listening remains stable, but 15-24s have shifted away from YouTube Music.

Music streaming is not at the level it was in 2022, but 2026 has shown significant YoY growth.

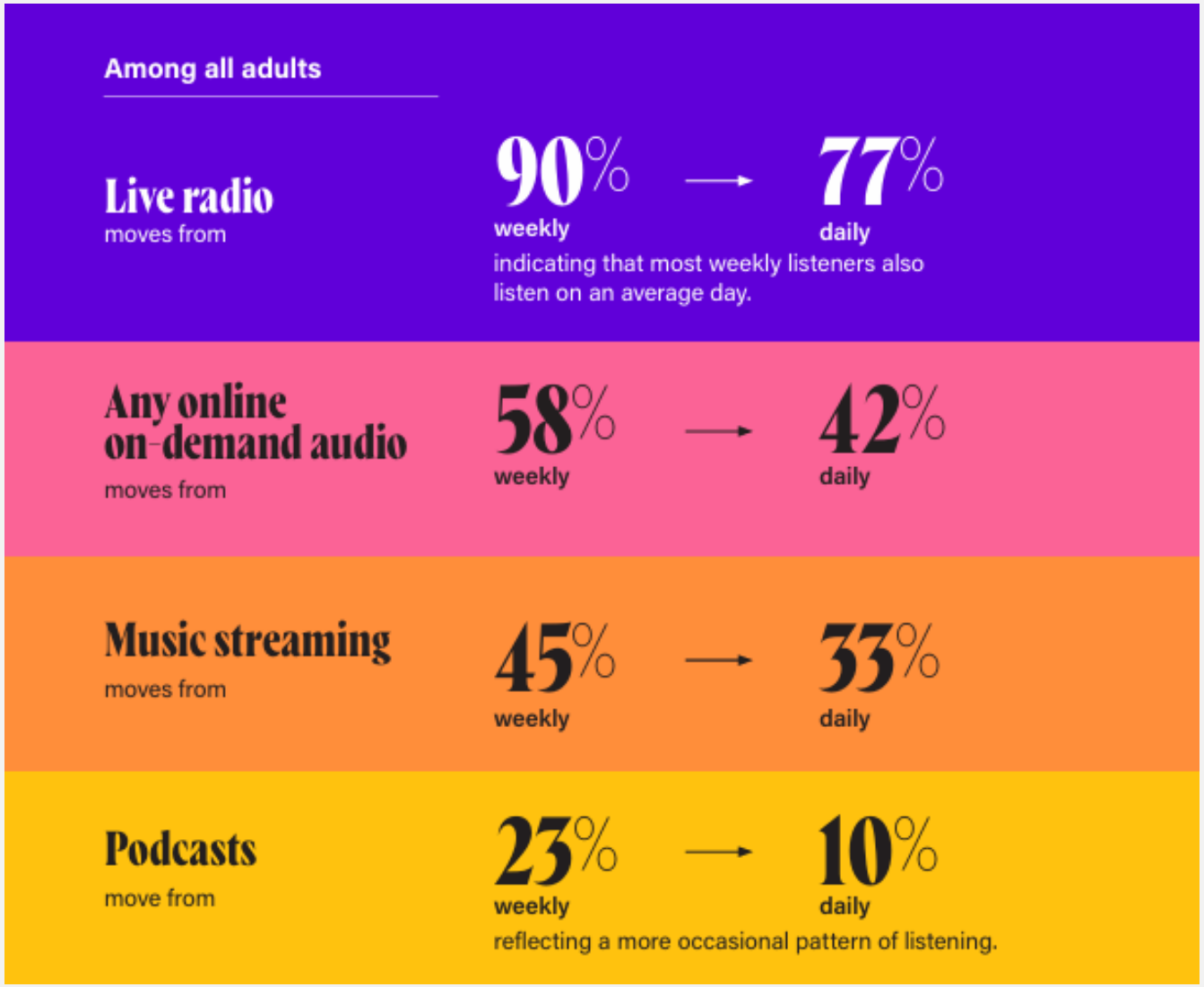
Listening in Past Week – 15-24



Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: 15-24



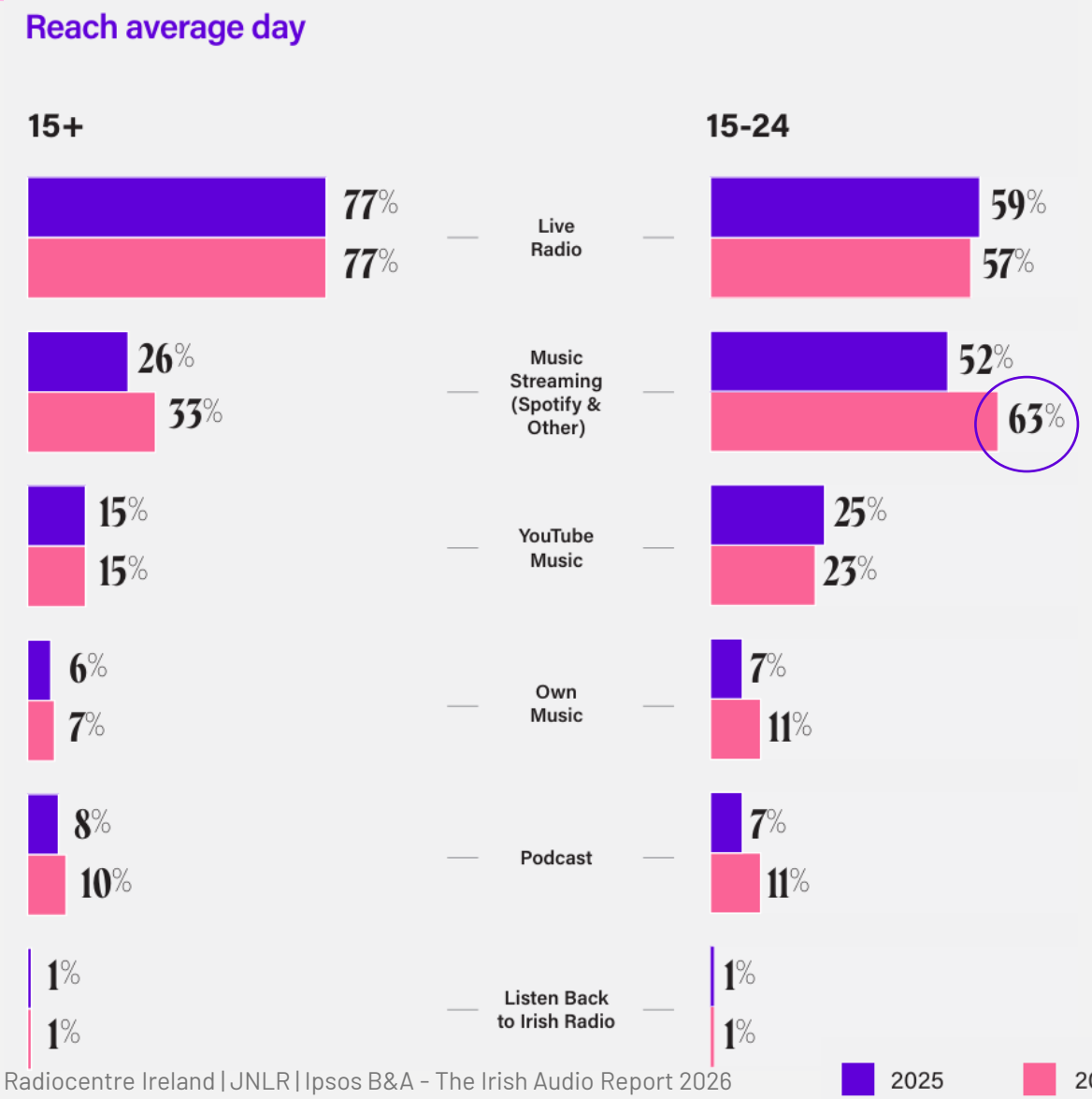
And Now The Daily Picture



Weekly Radio listeners also listen on an average day.

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.

Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+



The daily pattern is different among 15-24s.

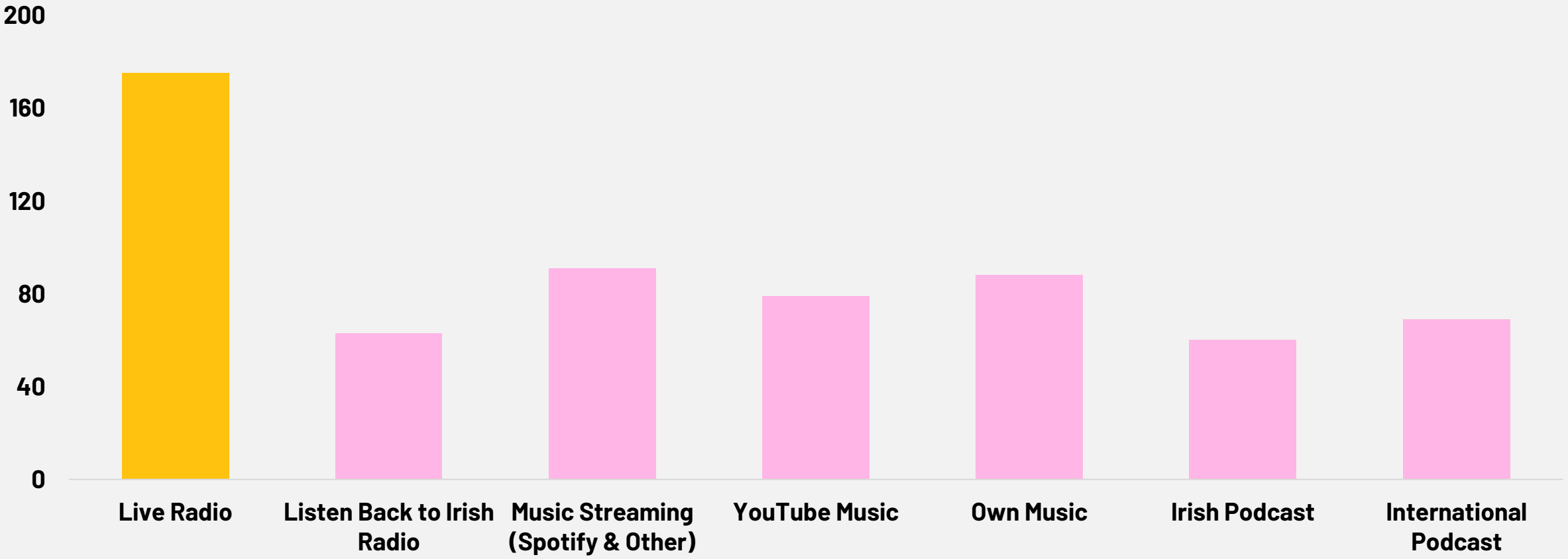
Any online on-demand audio reaches 69% on an average day, compared with 57% for live radio. Music streaming is the main driver.

More young people are listening to music streaming than Live Radio daily, although for shorter periods of time.

Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

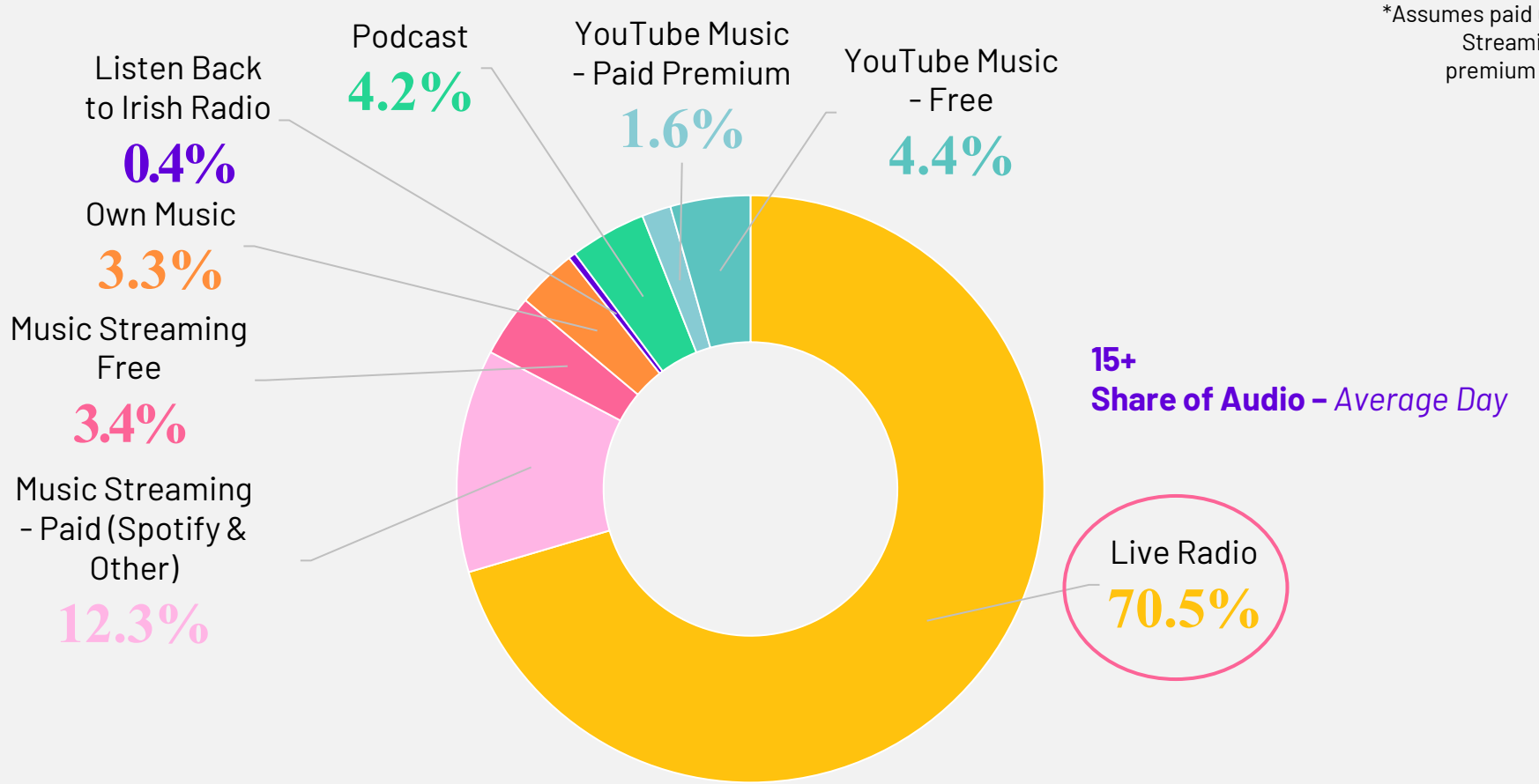
Radio accompanies listeners throughout the day rather than being reserved for a particular programme, episode or moment. On-demand audio is more likely to involve shorter, selected listening sessions

Average Time Spent – Relative Position Among Audio Format Listeners



Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All audio format listeners

The bulk of our Audio day continues to be spent with Live Radio.

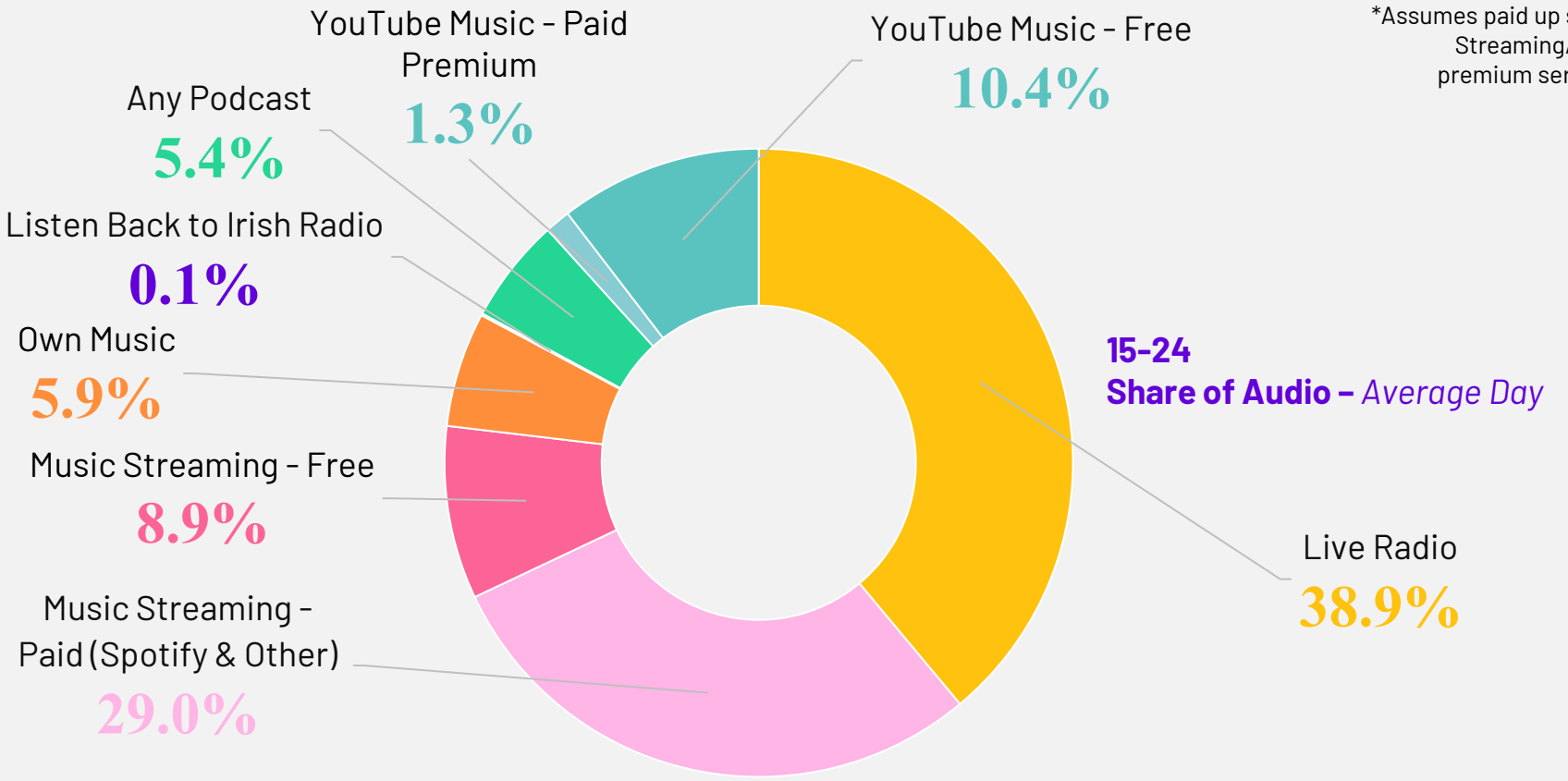


*Assumes paid up subscribers to Streaming/ YouTube use premium services to listen

Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

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%.



*Assumes paid up subscribers to Streaming/ YouTube use premium services to listen

Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: 15-24

Share of listening to Live Radio has declined yet it continues to deliver 70.5% of audio minutes.

		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

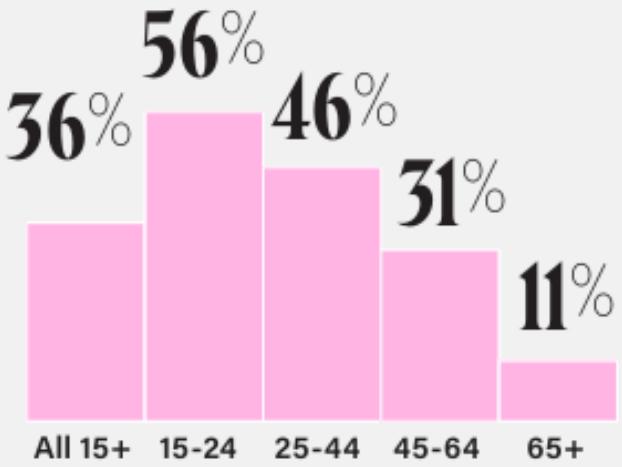
Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+



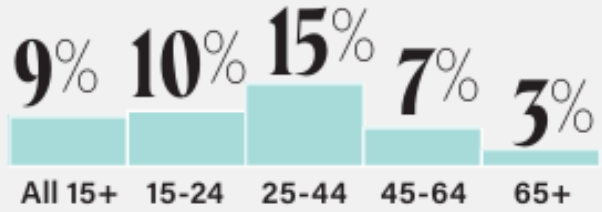
The Audio Advertisers Can Actually Reach

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.

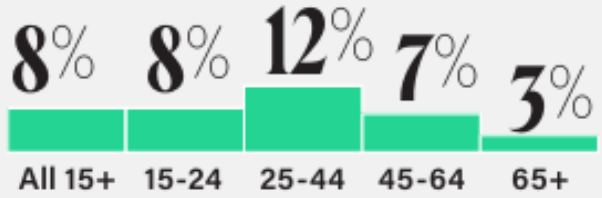
Note: Any subscription to audio streaming; YouTube premium, or any podcast



Paid Subscription Audio Streaming (such as Spotify Premium)



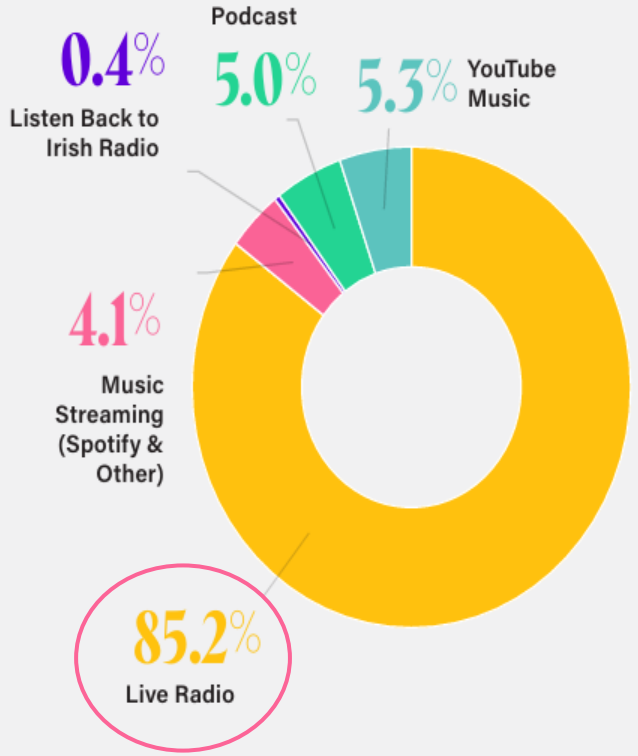
Paid Subscription YouTube Premium



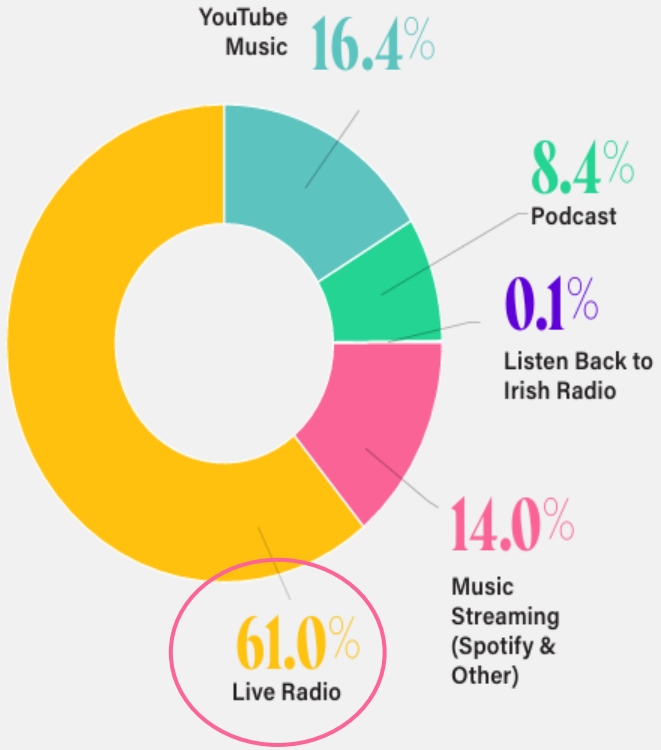
Paid Subscription Podcast (any podcast)

Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

adults 15+
Share of Commercial Audio (average day)



adults 15-24
Share of Commercial Audio (average day)



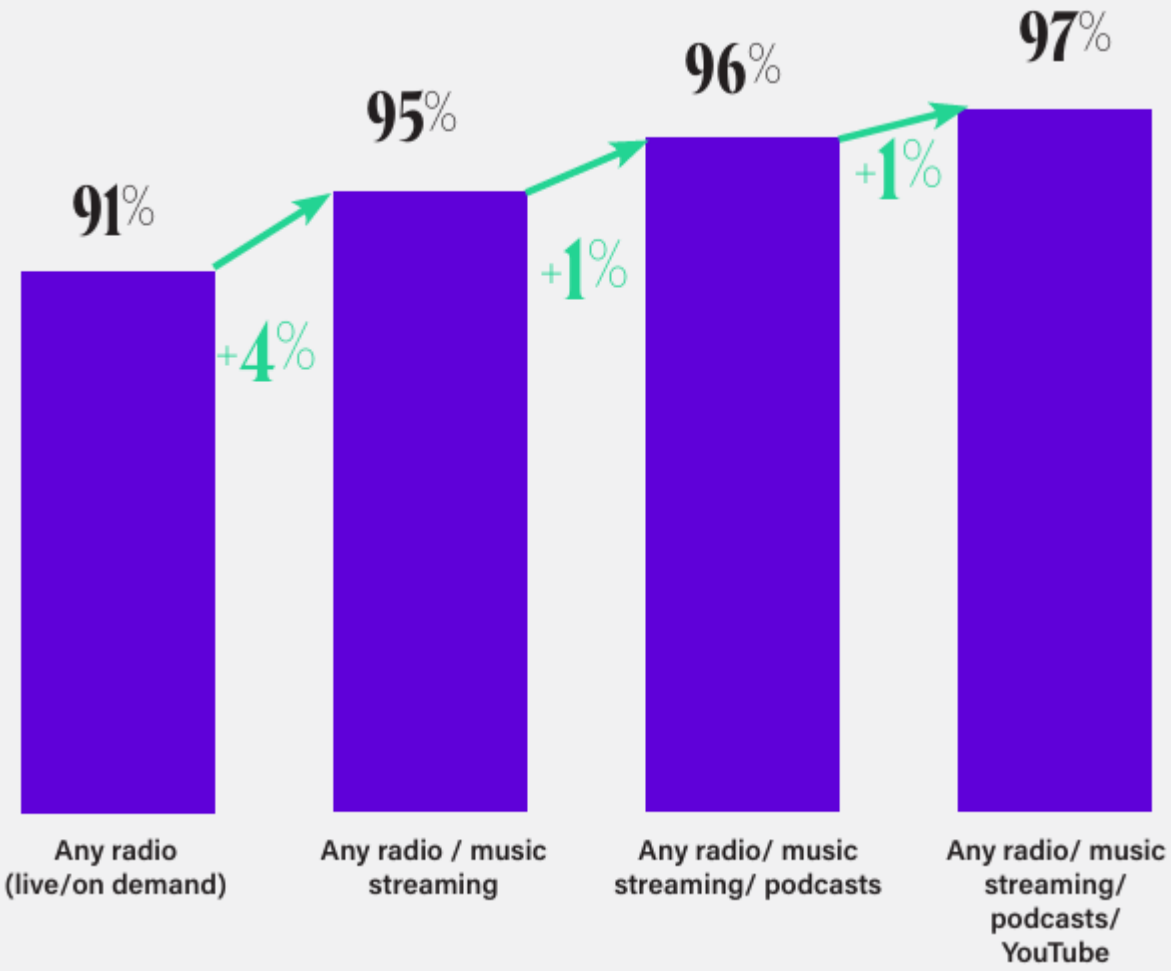
Removing ad-free listening reveals a very different commercial landscape.

Even among 15-24s, the audience with the broadest audio repertoire, live radio accounts for 61% of commercially available audio listening time.

For brands, the distinction between listening and reachable listening is crucial.

*Assumes paid up subscribers to Streaming/ YouTube use premium services to listen

Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+



Radio provides the foundation for mass reach.

Different audio formats can add reach but radio does most of the heavy lifting.

Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+



2. Our Audio Environment

Audio follows people through everyday life.

70%

are listening to audio content at home, with in-car listening the next most used location to listen.



70%

Listen to audio at home



49%

Listen to audio in the car



67%

Use a radio/music system to listen



38%

Use a smart phone to listen

Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

The home audio environment is broader than it once was, but radio remains at its heart.

At home, live radio is the leading choice followed by music streaming.

Format listening x location – *average day*

		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 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	*



Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

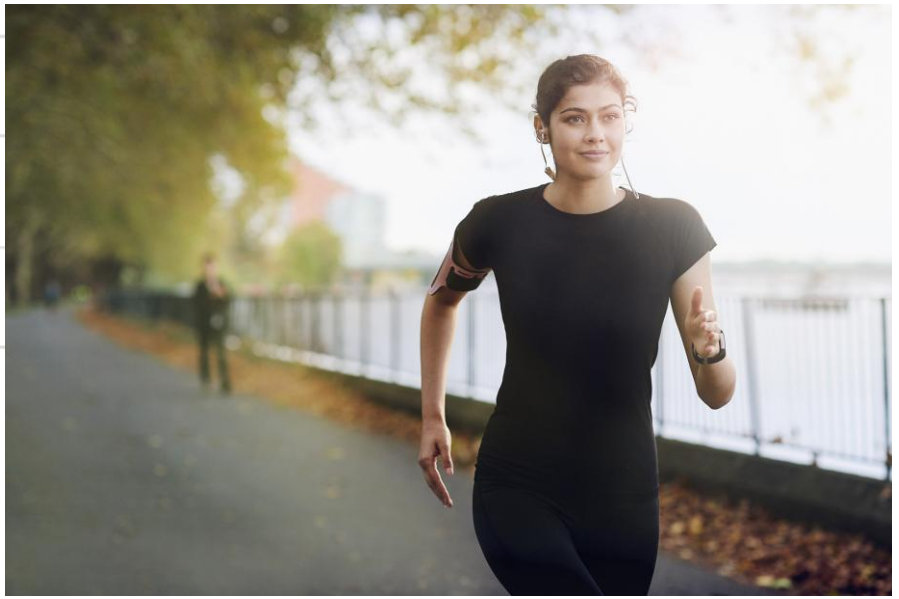
For younger audiences in particular, audio travels with them.

1 in 4 listen while out walking, cycling or running.

Music streaming leads the way for this age group, with 20% listening on the move.

Listening x location – *age group*

		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



Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

More Ways to Listen





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

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

67%

of adults use a dedicated radio/music system daily

66%

of 15-24s reach for the phone

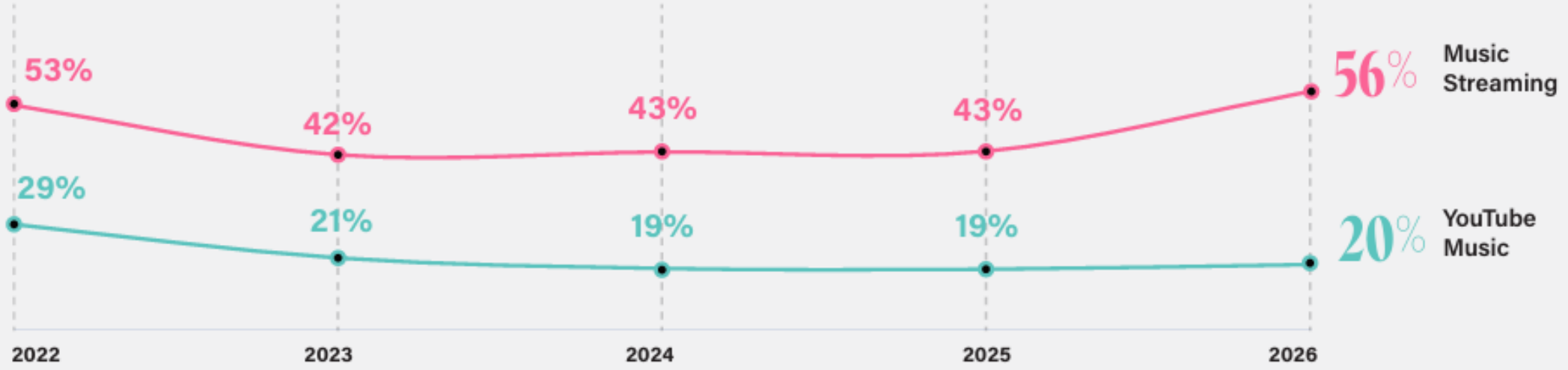
Devices used to listen – *average day*

		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

Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

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.

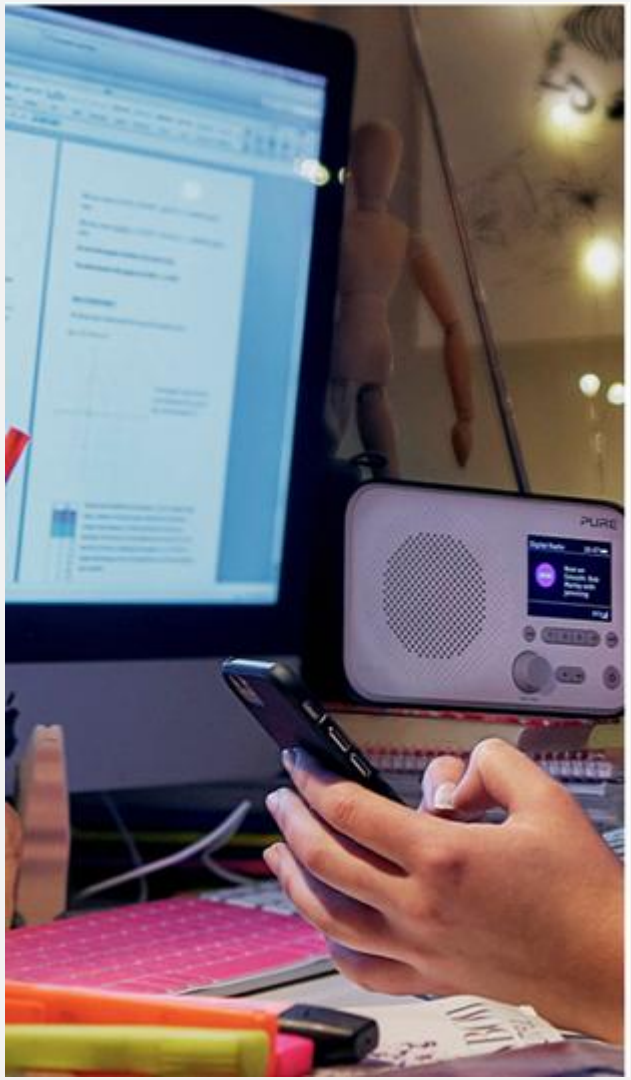
Smartphone/mobile streaming trend among 15-24s



Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: 15-24



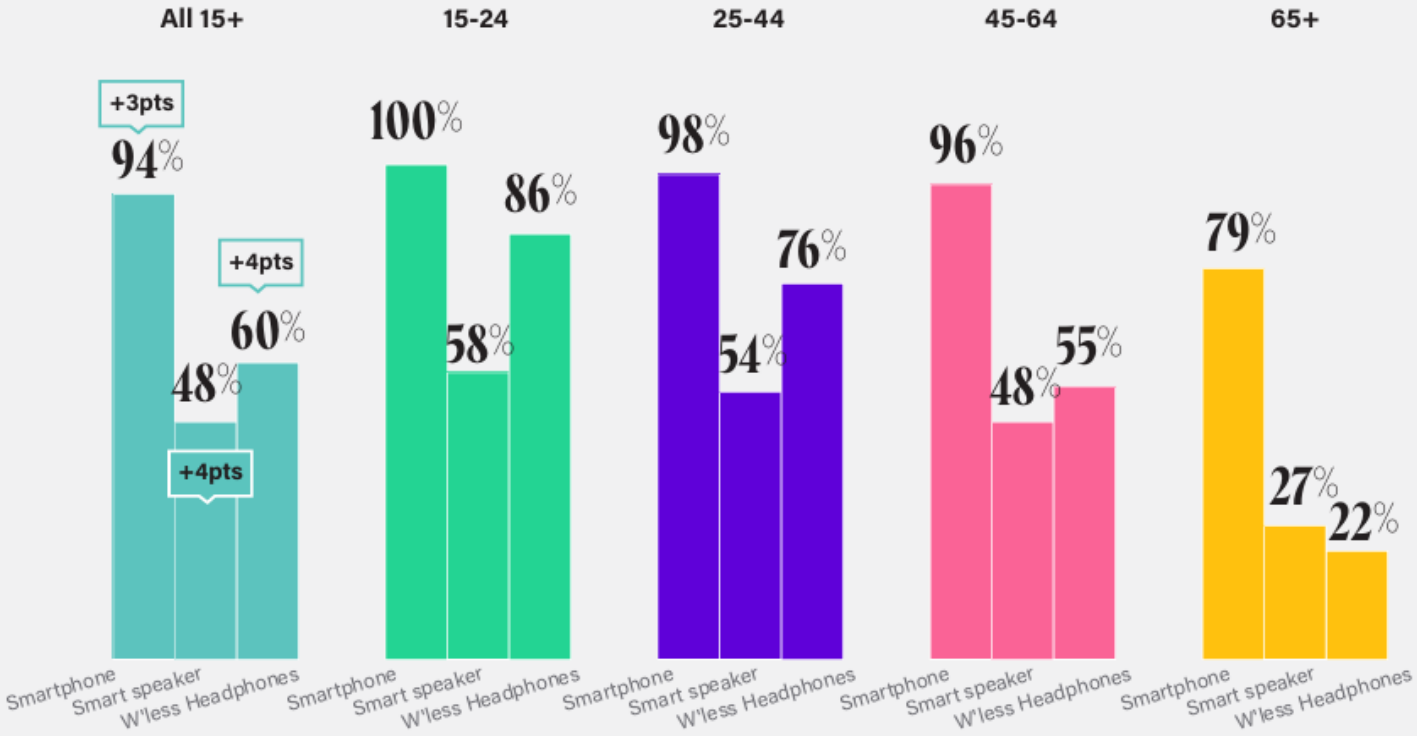
3. The Technology Behind the Listening



Technology is not replacing audio habits, it is giving people more ways to enjoy them.

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

Device Ownership x Age Group



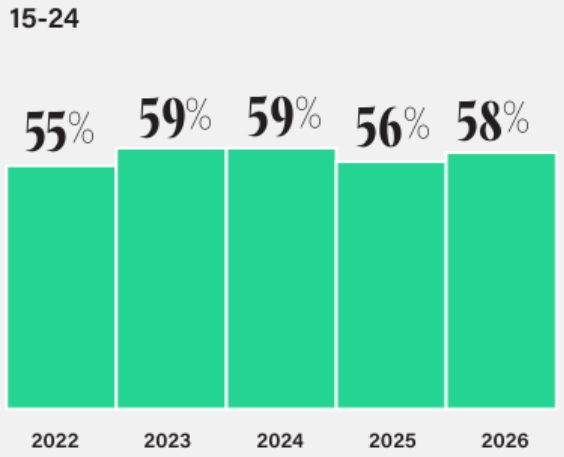
Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

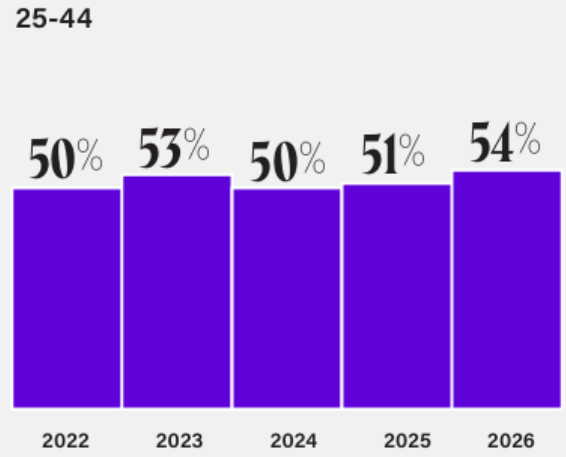
Smart speakers are now an established part of the home, creating another route into radio and the wider world of audio.

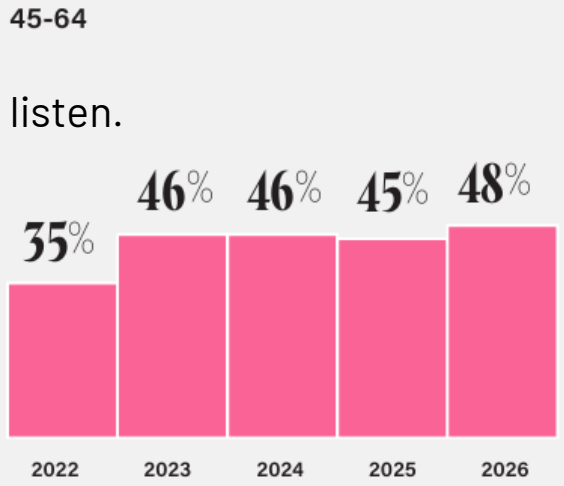


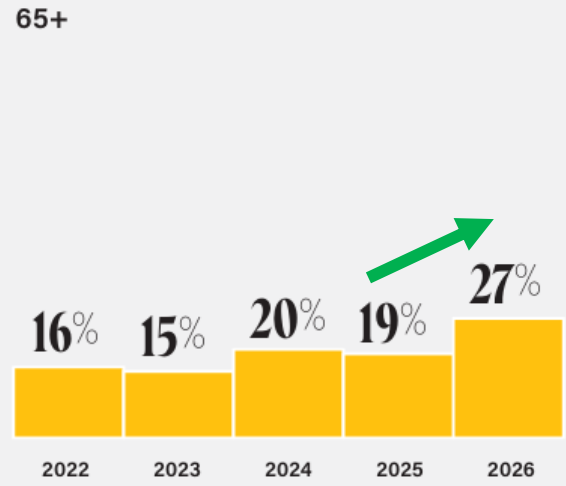
22%

of Smart Speaker owners use the device daily to listen.





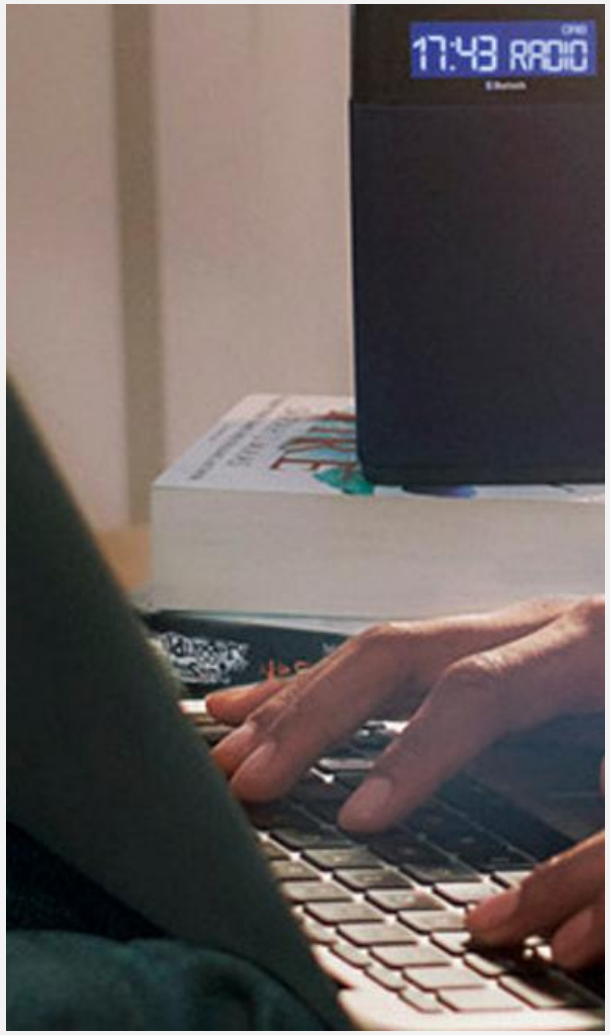




Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

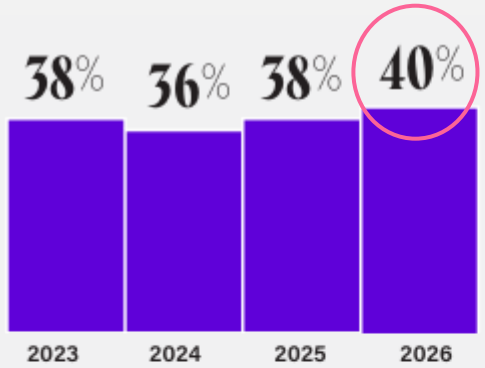
The Rise of Paid Audio



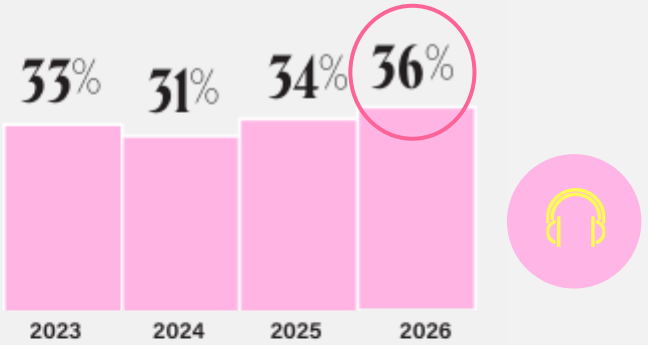


40% of adults now have at least one paid premium audio-related subscription. Music streaming dominates the subscription market.

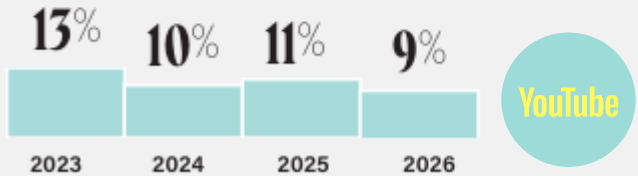
Paid Subscription, adults 15+



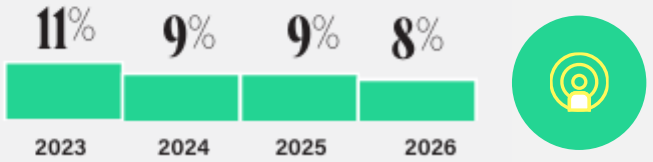
Any subscriptions (ad free)



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

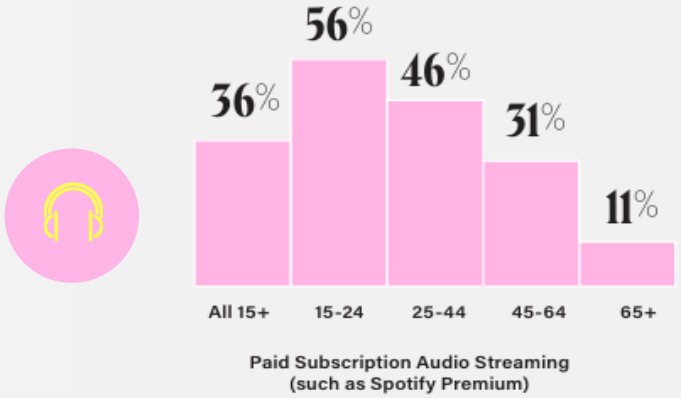


Paid subscription (ad free) YouTube Premium

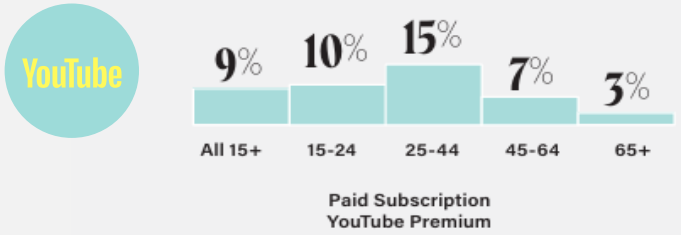


Paid subscription Podcasts

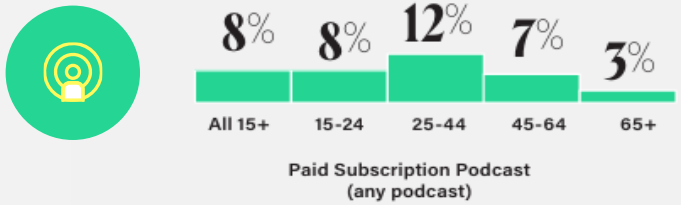
Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+



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 pay for an audio streaming service.

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.**

Source: JNLR 2026-2 Audio Module (Apr '26 to Jun '26 - 3 mth data)
Base: All 15+

4. 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.**

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Thank you

