



14/11/2022

# JNLR RESULTS Q3 2022

**JNLR/IPSOS 2022-3**

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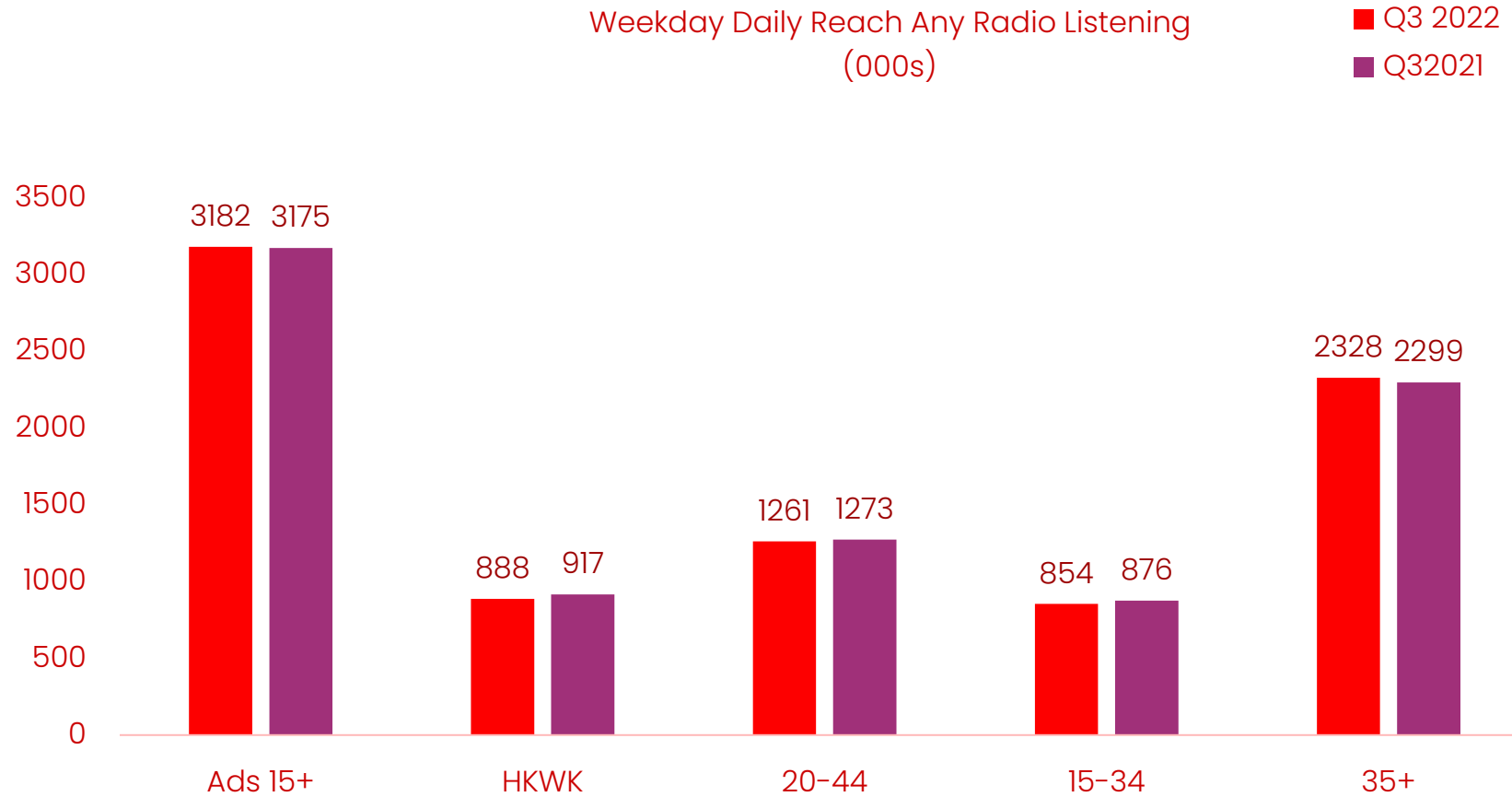
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# NATIONAL

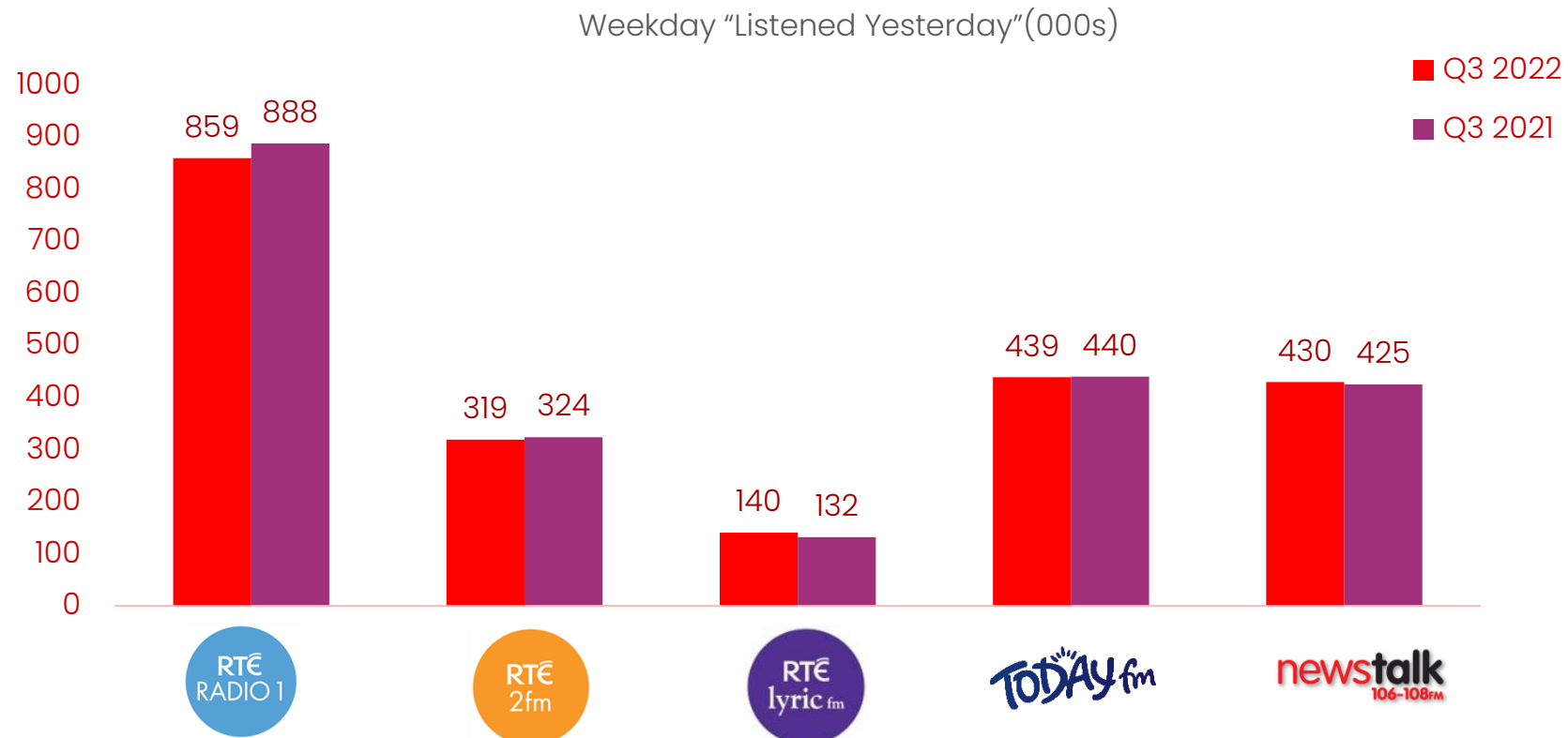
Daily Reach Weekday

National: 3.18 million people tune into the radio everyday,  
equating to 78% of the population



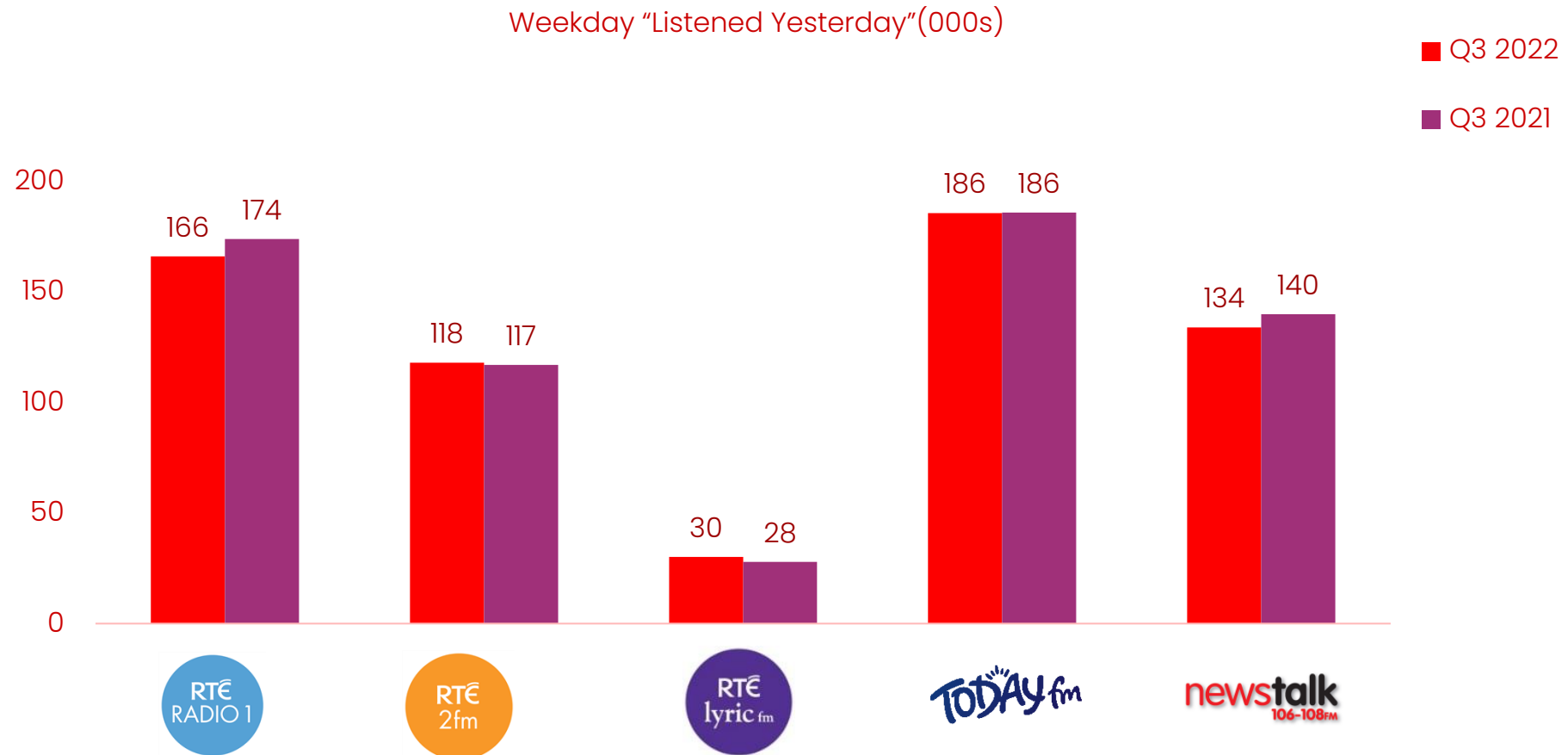
JNLR 2022/3 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National: Radio 1 saw its listenership fall by 29,000 YOY.  
The rest of the stations remain more or less unchanged YOY.



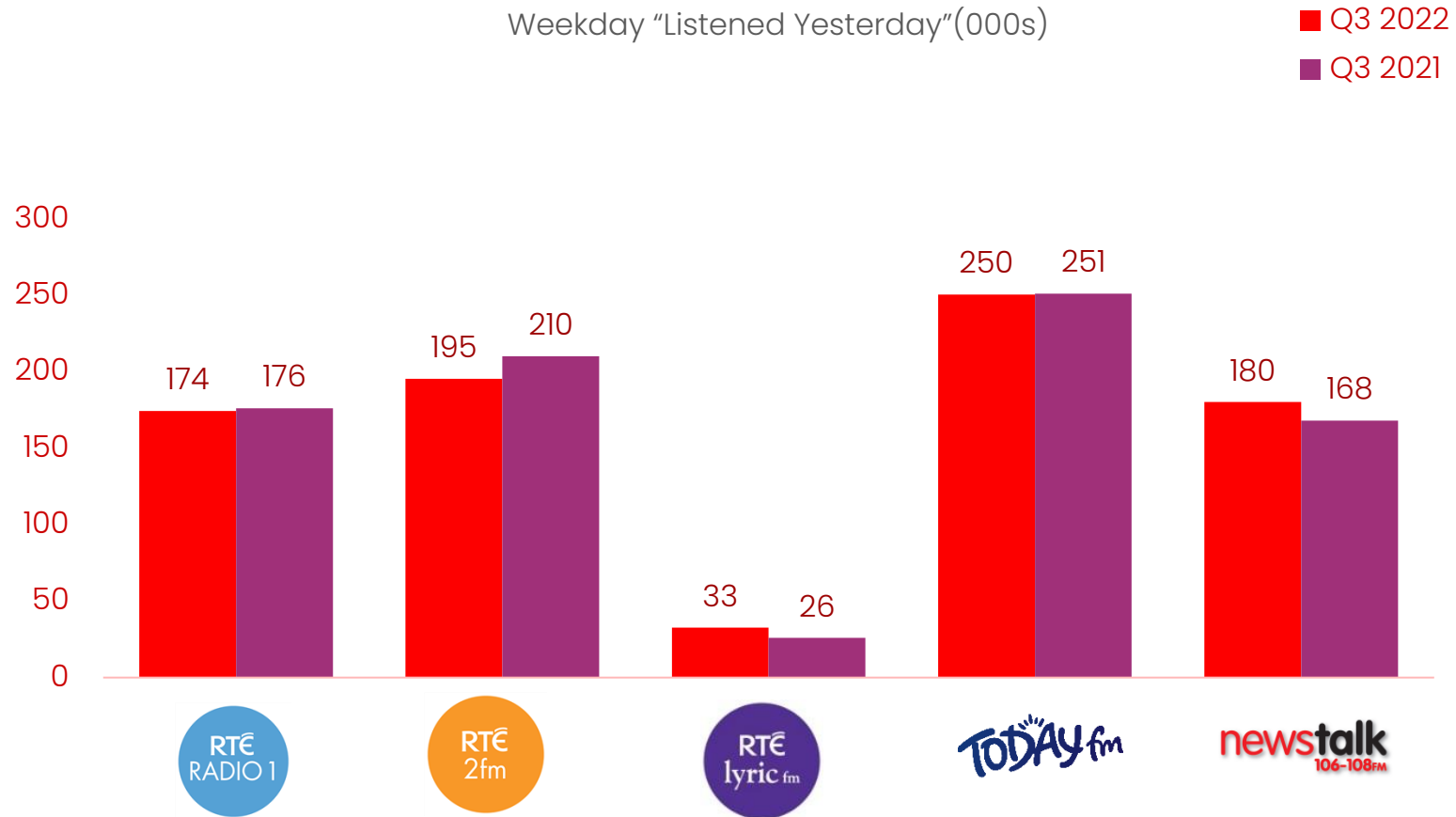
2022/3 National Weekday, DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National HKWK: today FM are the most listened to station for HKWK, usurping Radio 1 from the top spot as it lost listeners in this category too



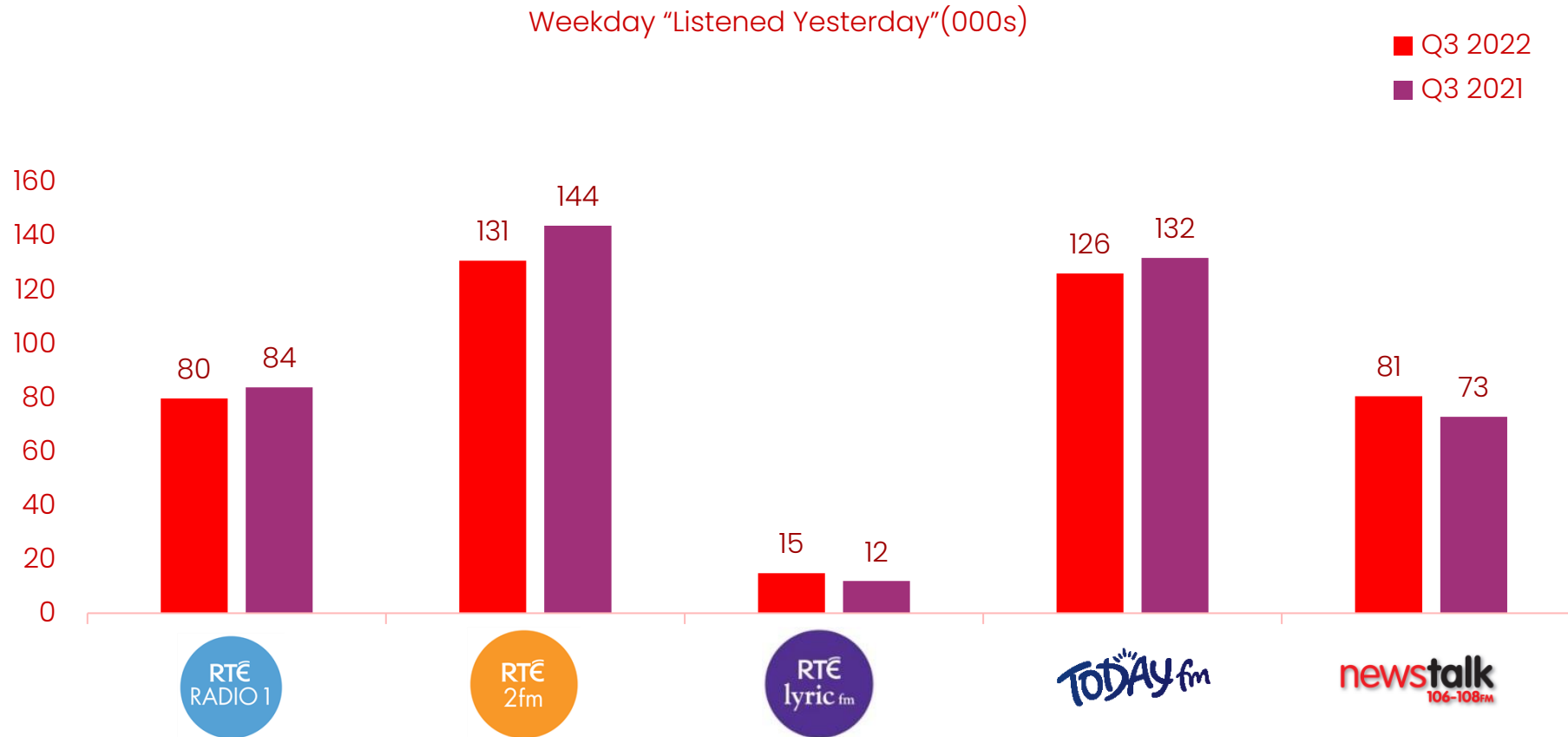
2022/3 National Weekday, DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

# National 20-44s: Today FM lead for 20-44s too followed by 2FM



2022/3 National Weekday, DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

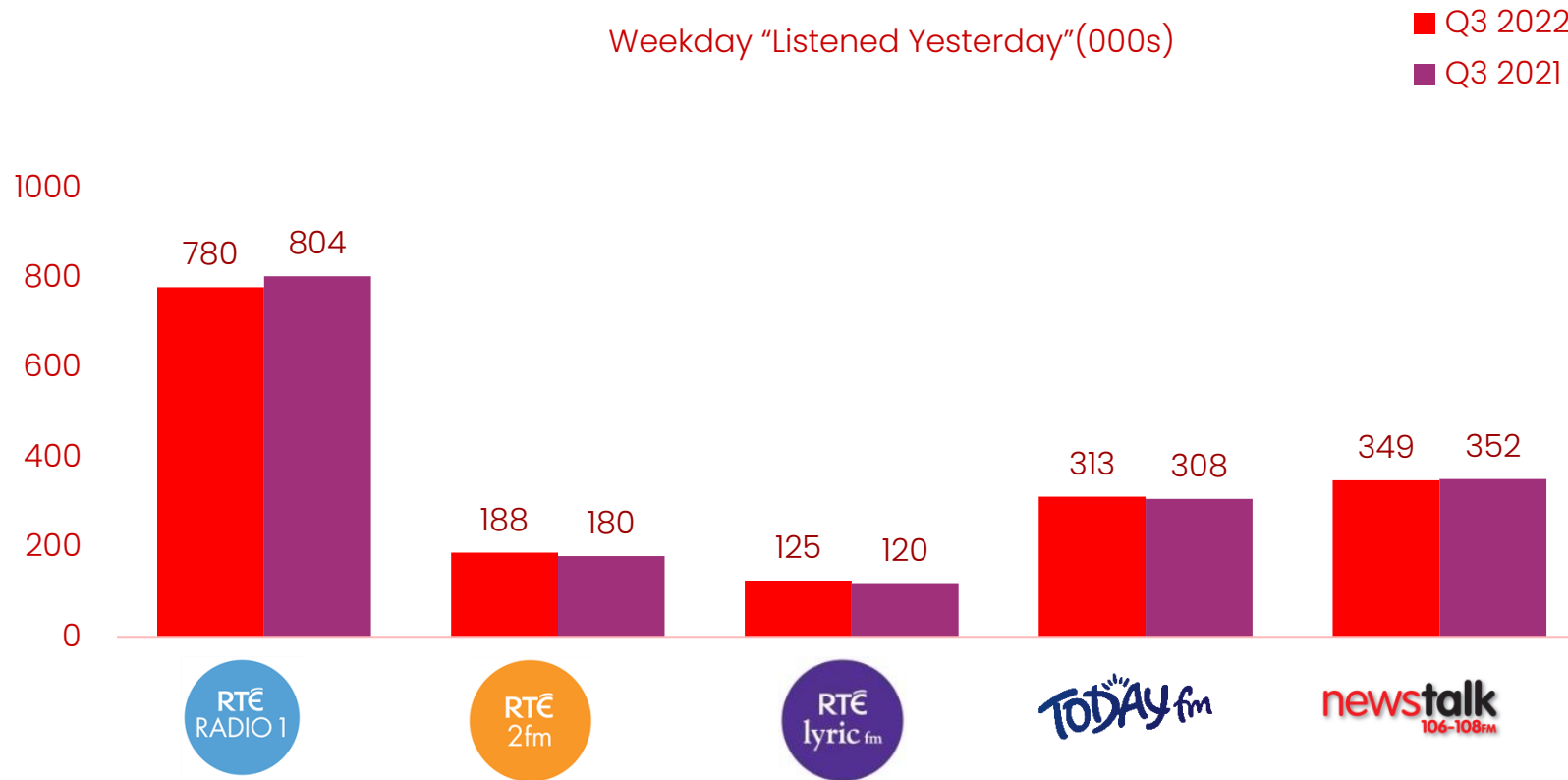
# National 15-34s: 2Fm and Today FM are the top stations among this audience even though they are down slightly YOY



2022/3 National Weekday, DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"



National 35+: Not surprisingly given the overall downward trend for radio 1, it's down 24,000 yet other stations like RTE2, Lyric and Today FM are up slightly



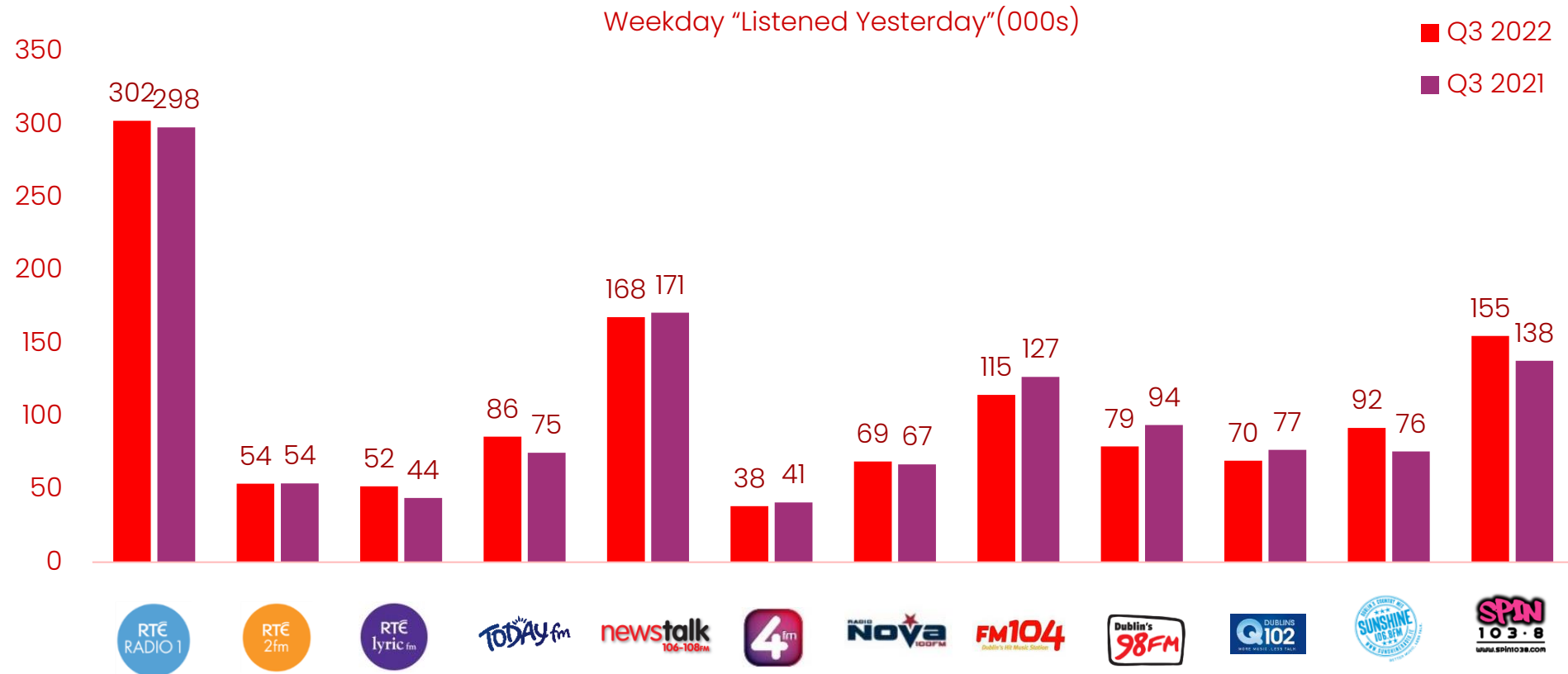
2022/3 National Weekday, DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

# Dublin

Daily Reach Weekday

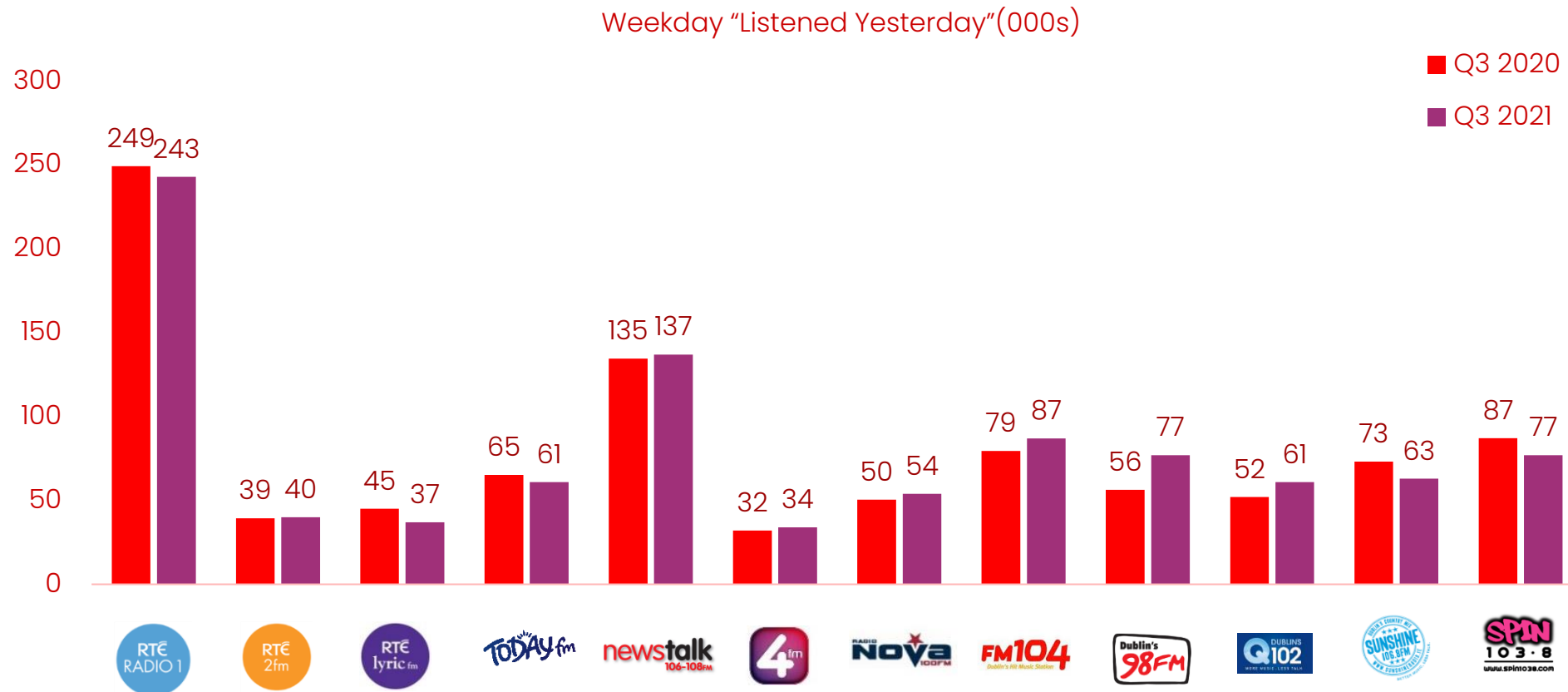


Dublin: Spin is the top local station in Dublin, with 17,000 new listeners yoy  
 Sunshine had a great year, with 16,000 new listeners while fm104 lost 12,000 listeners



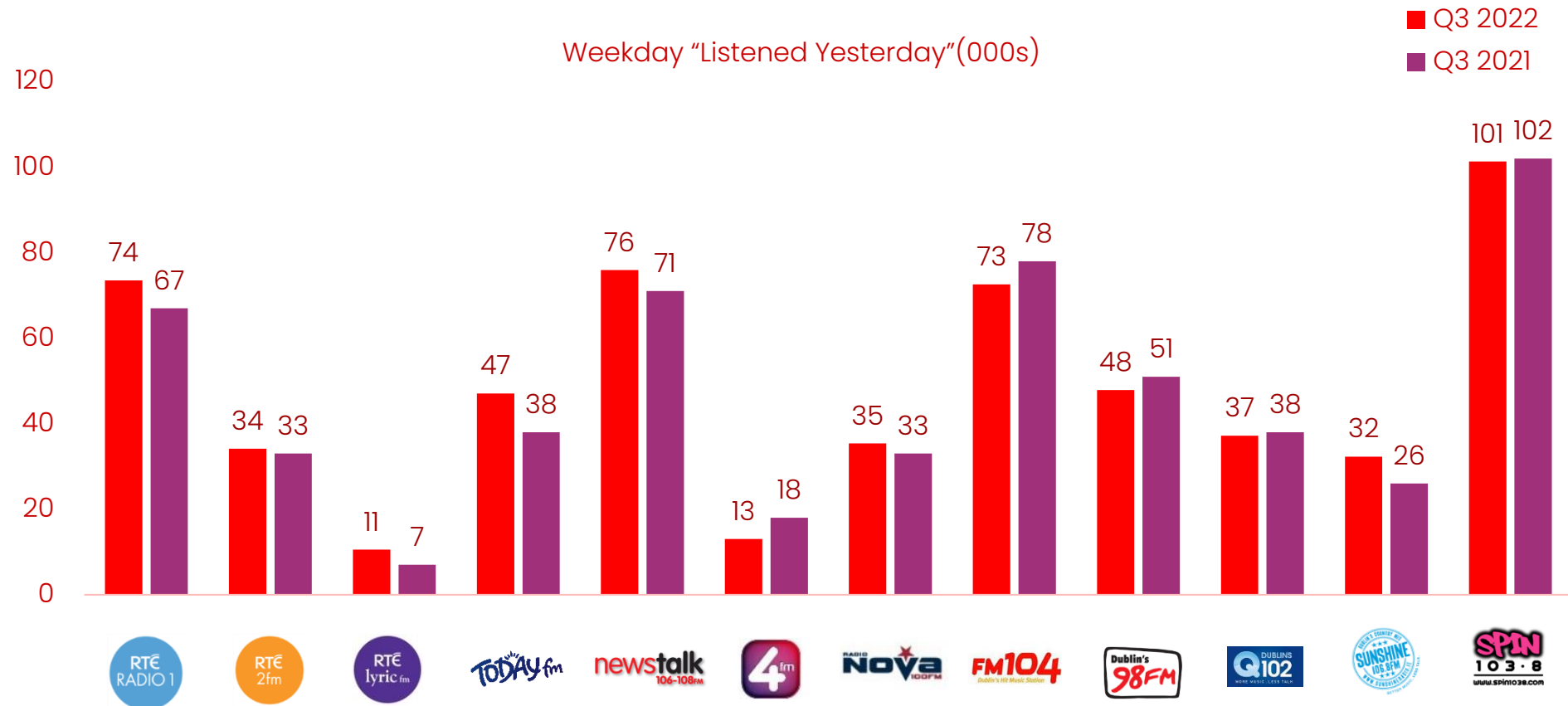
2022/3 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

# Dublin: HKWKs: Slight gains made by Lyric, Spin and sunshine but overall listenership is down across this Cohort



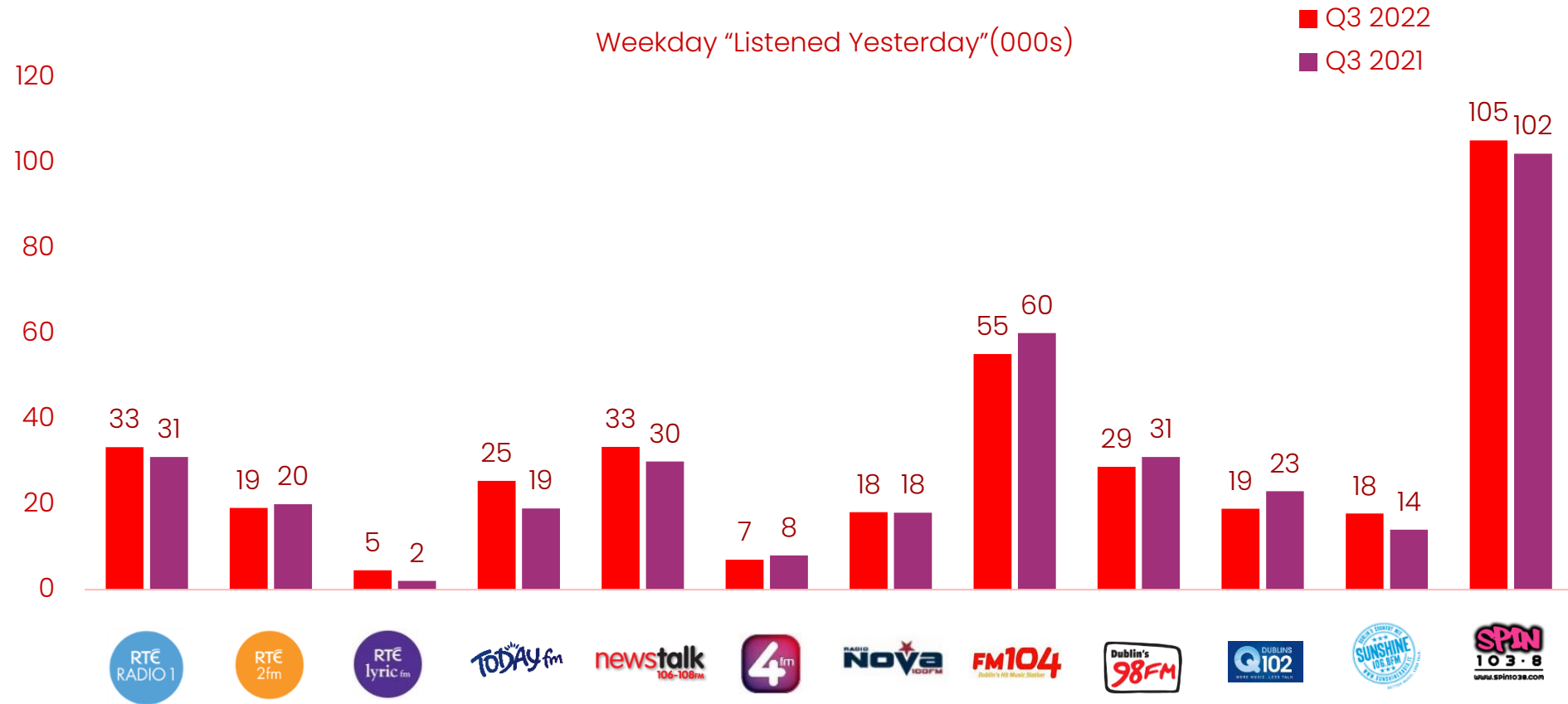
2022/3 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin: 20-44s: notable Loss for fm104 while today FM grew their listenership by 9,000 YOY 



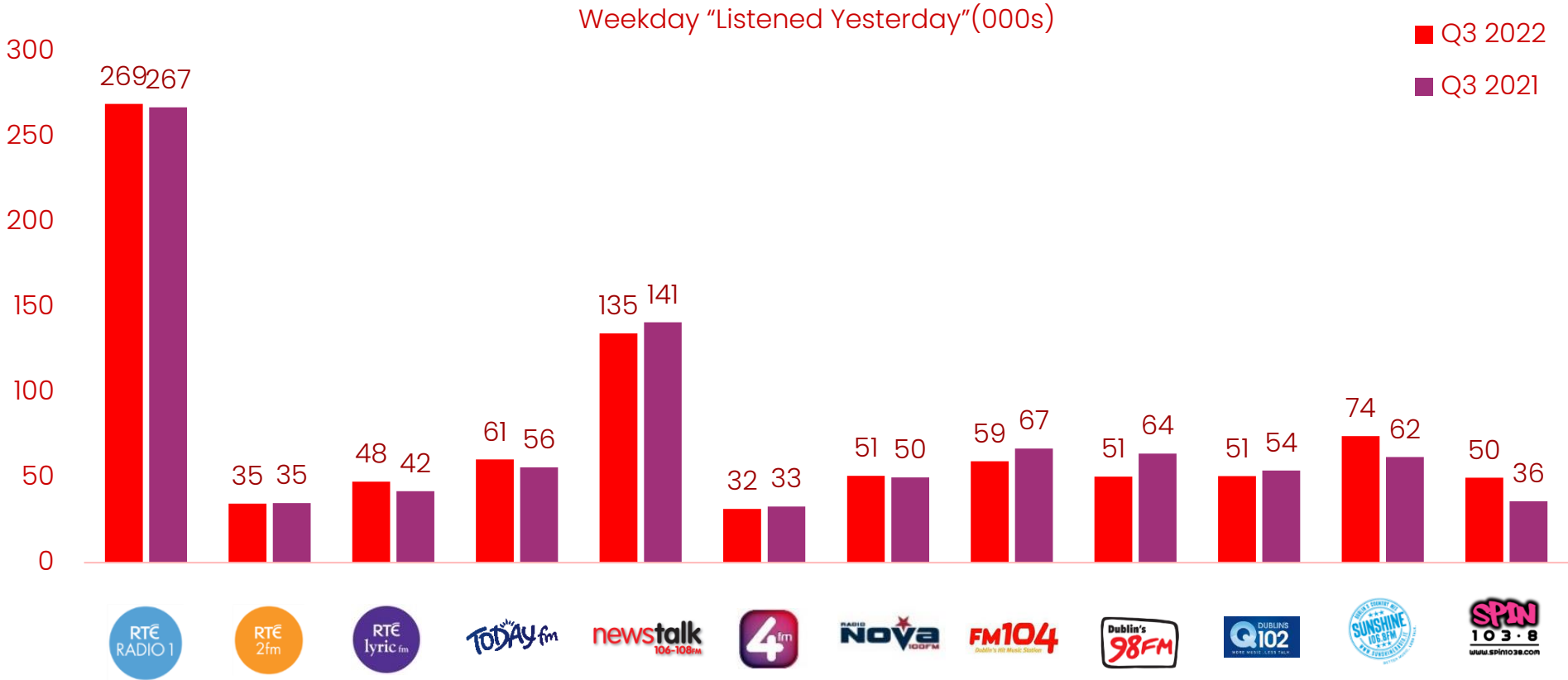
2022/3 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

# Dublin: 15-34s: Spin1038 are still the top dogs amongst 15-34's and going strong while overall listenership fell



2022/3 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

# Dublin 35+: small changes yoy with Newstalk and 98FM losing the most listeners



2022/3 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

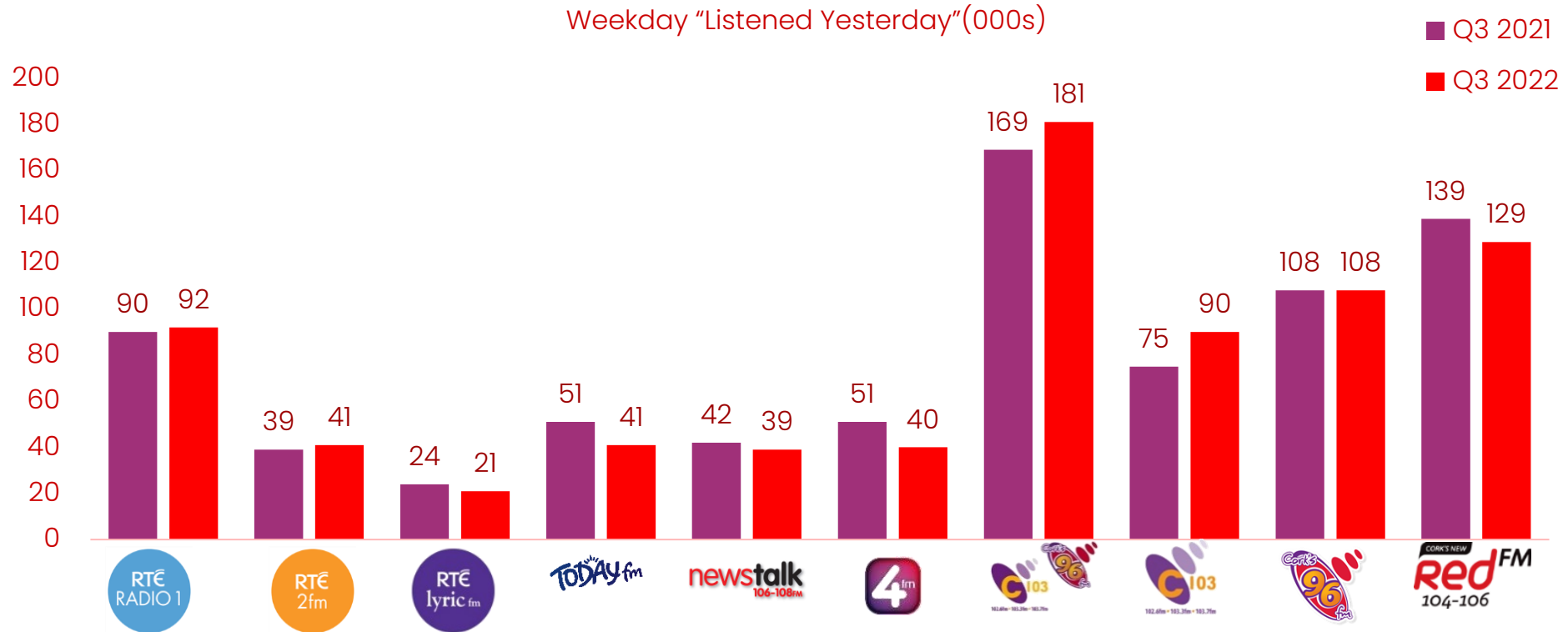
# CORK

Daily Reach Weekday



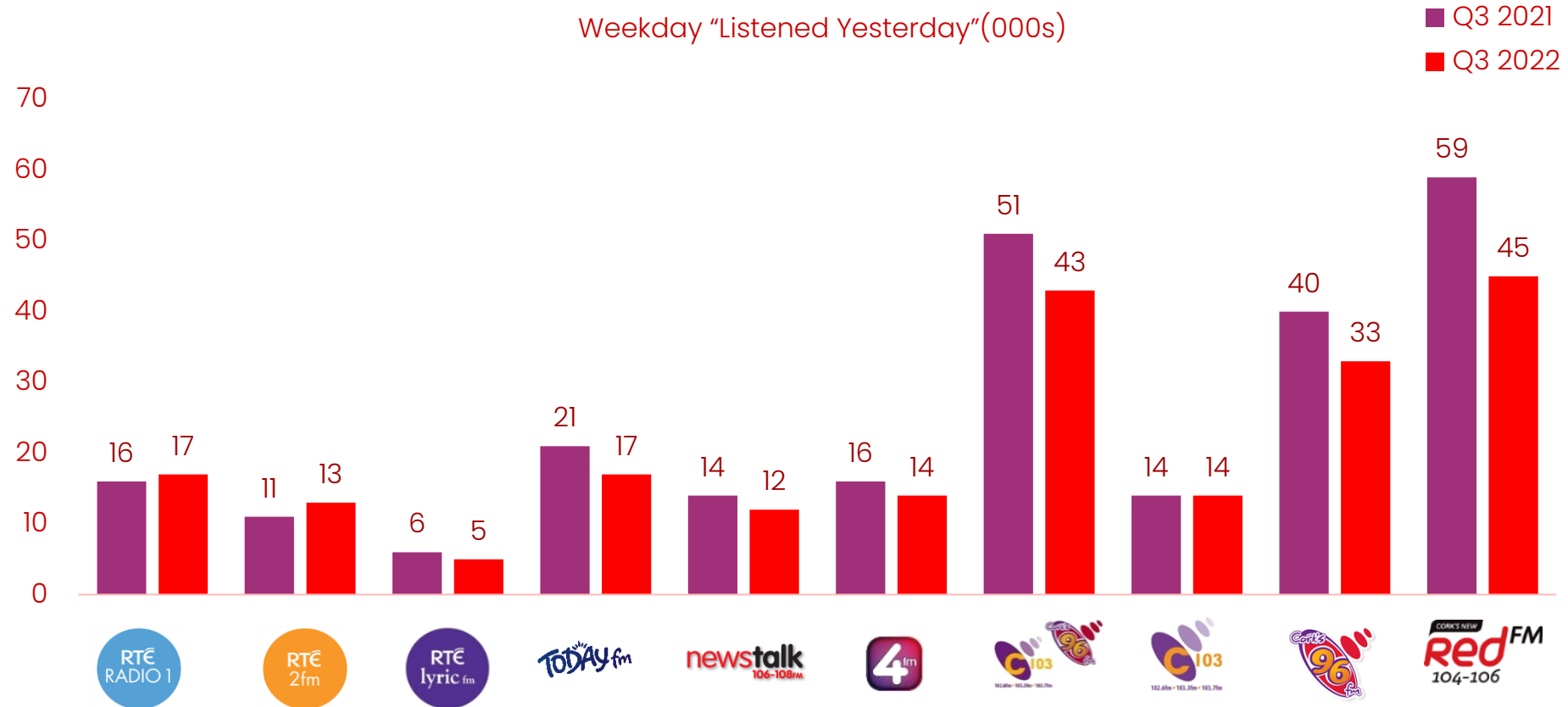


Cork: All adults: CORK'S 96/C103 leads in Cork, up 12,000 YOY, while CORK'S Red FM is down 10,000 YOY.



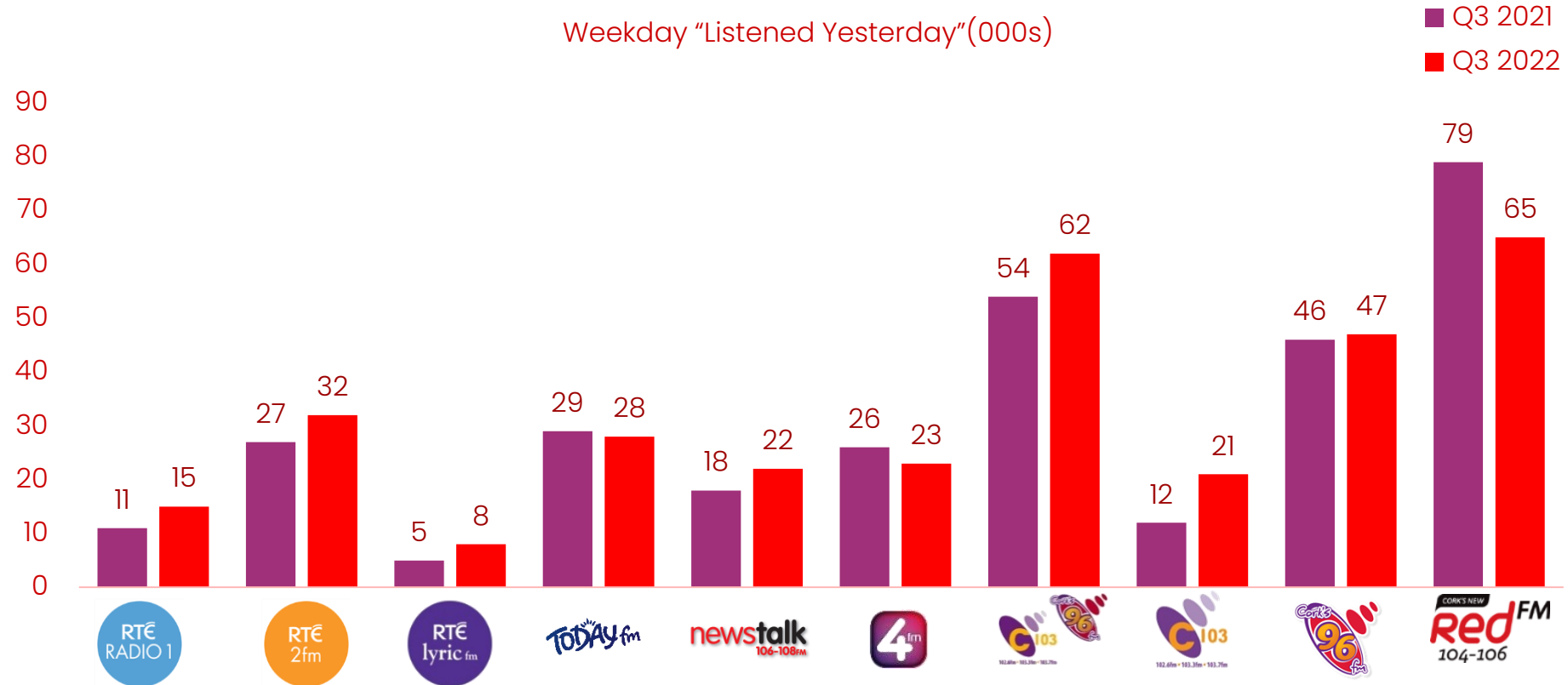
SOURCE: JNLR 2022/3 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: HKWKs: Red FM suffered significant losses in this cohort, down 14,000 YOY.



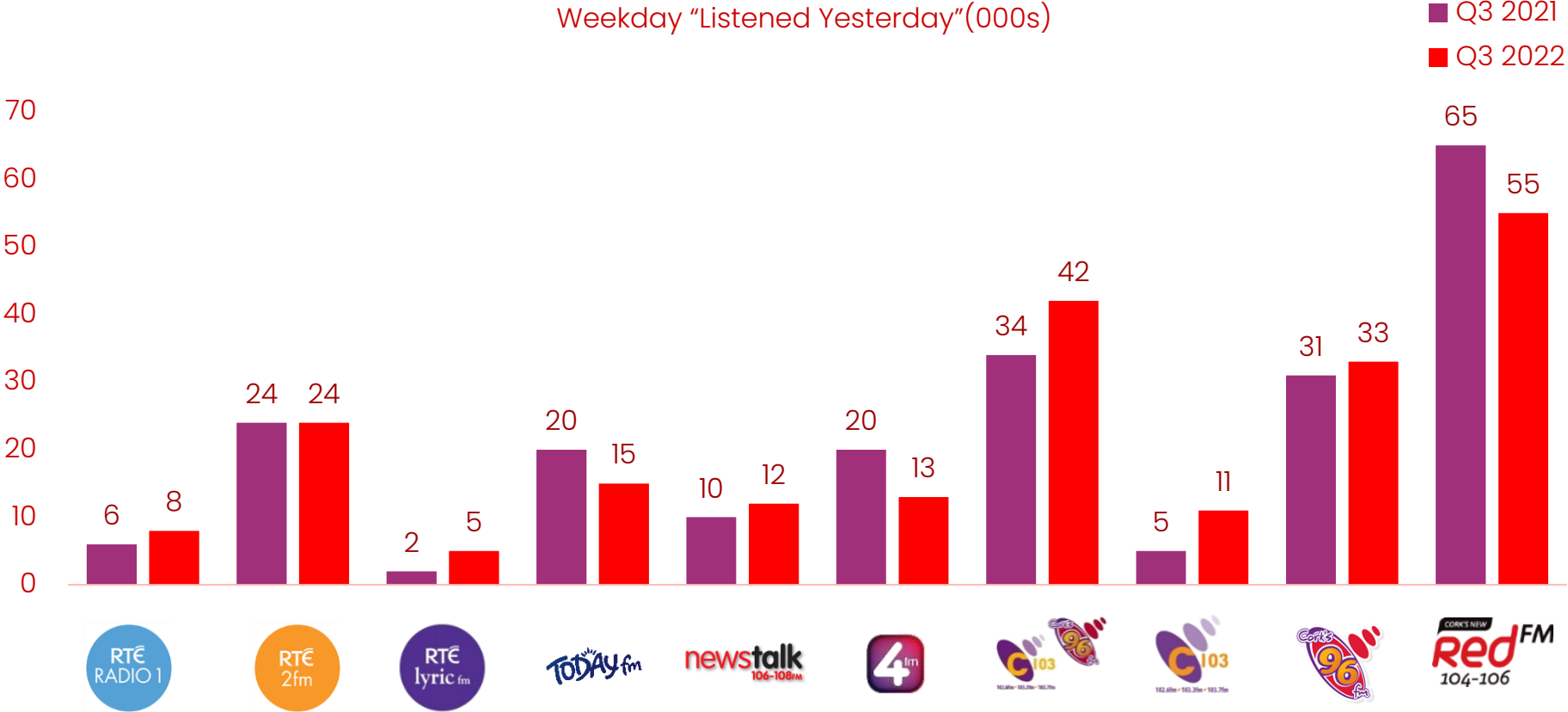
SOURCE: JNLR 2022/3 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

# Cork: 20-44: RED FM is also down 14,000 yoy among 20-44s



SOURCE: JNLR 2022/3 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: 15-34: similarly in the 15-34s, RED FM lost listeners but is STILL the dominant player

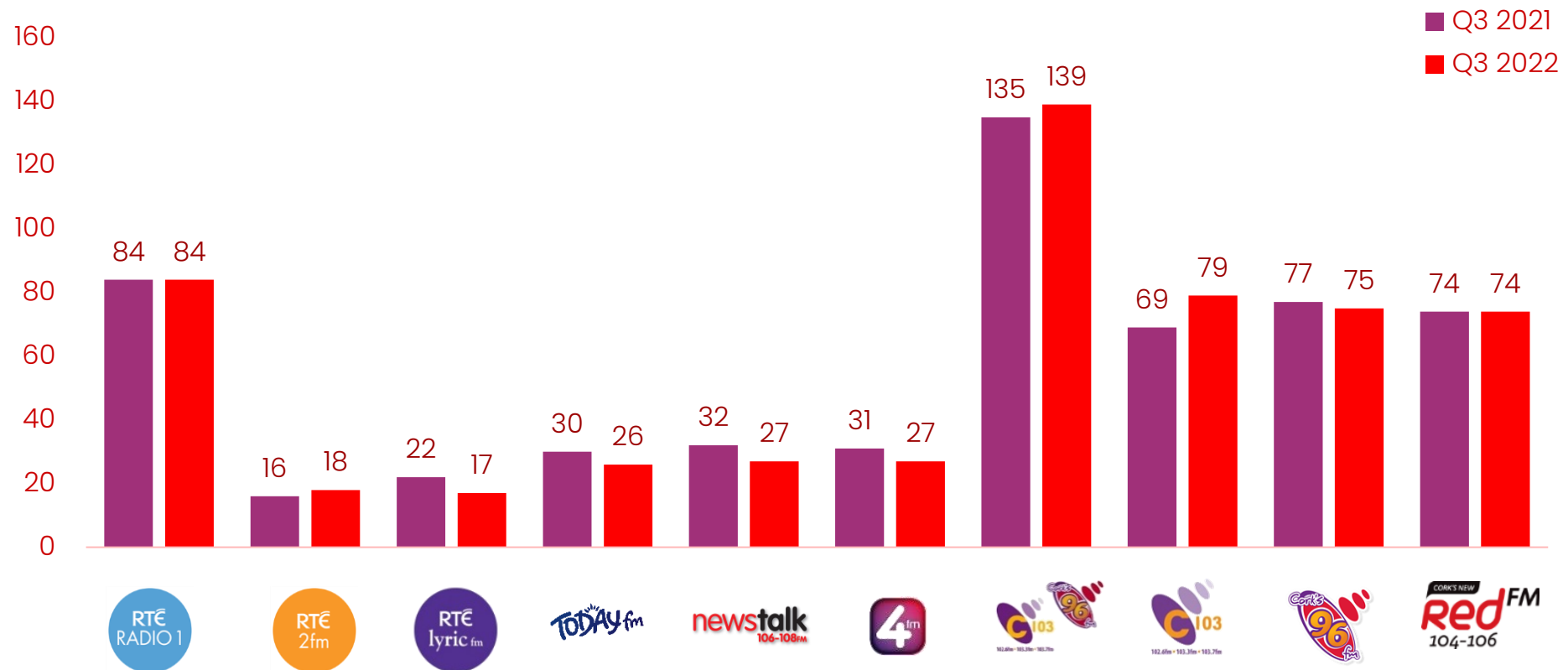


SOURCE: JNLR 2022/3 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: 35+: Among the 35+ cohort local cork stations had a strong year with C103 gaining 10,000 listeners yoy, while today FM and Newstalk all lost listeners



Weekday "Listened Yesterday"(000s)



SOURCE: JNLR 2022/3 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"