

JNLR RADIO LISTENERSHIP



SALES HOUSE REPORT

JANUARY 2022 – DECEMBER 2022

NOTE TO THE READER ...

The following charts outline Weekly Reach and 7am-7pm (PT) share for January to December 2022 (2022-4), across key demographics.

Reach data is compared, year on year, to the 2021-4 report. However, please remember the 2021-4 report was based on data collected from May to December 2021. There was no fieldwork from January to April due to Covid-19 restrictions.

Definitions:

HKWK is defined as Housekeeper with dependent children (any age)

Universe estimates and sample size – refer to 2022-4 data.

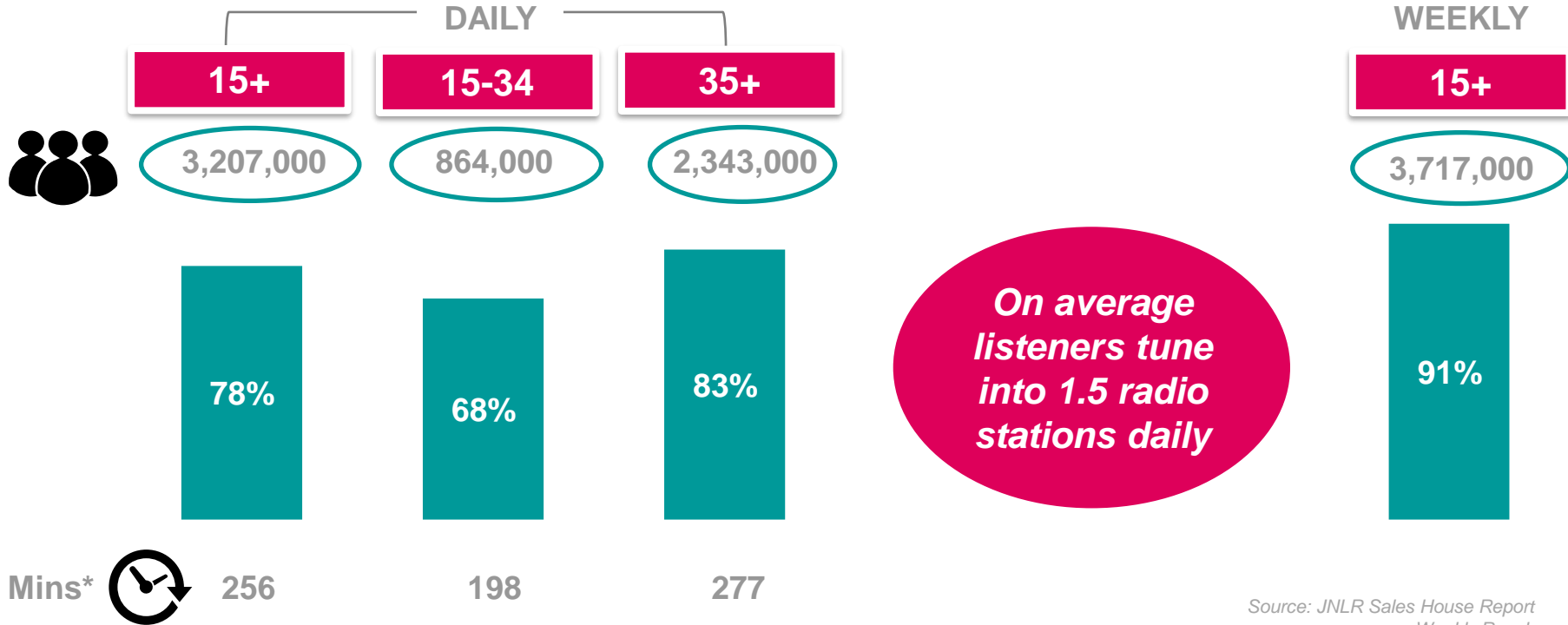
See Appendix for Sales house composition

Radio Today



RADIO TODAY

More than 3.2 million Irish adults listen to radio daily (average day)



Source: JNLR Sales House Report - Weekly Reach

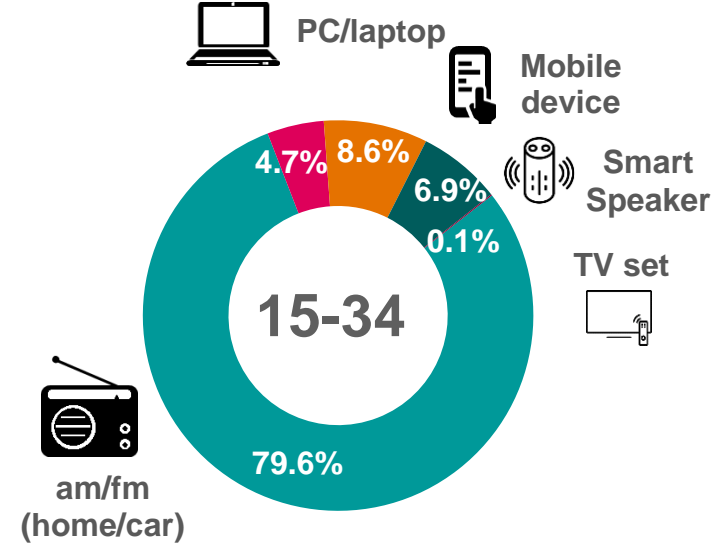
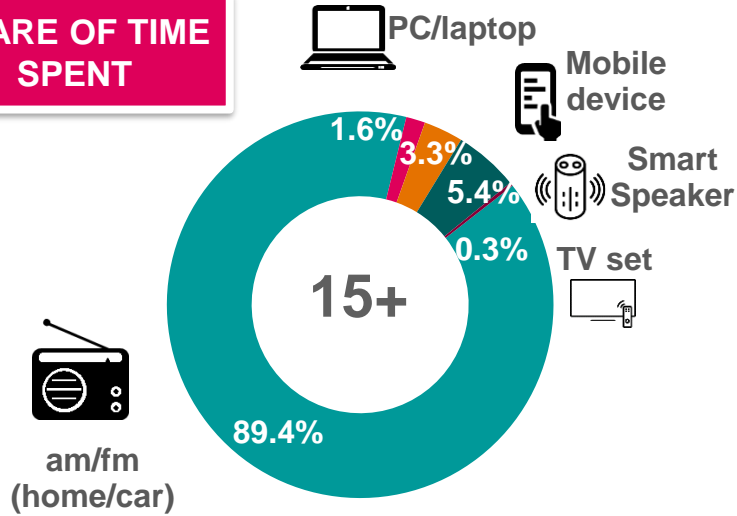
Source: JNLR National Report 2022-4

* Average time spent among listeners 7am-midnight

RADIO TODAY

While most listening happens on the AM/FM radio – more than 500,000 listen daily on non-FM platforms

SHARE OF TIME SPENT



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

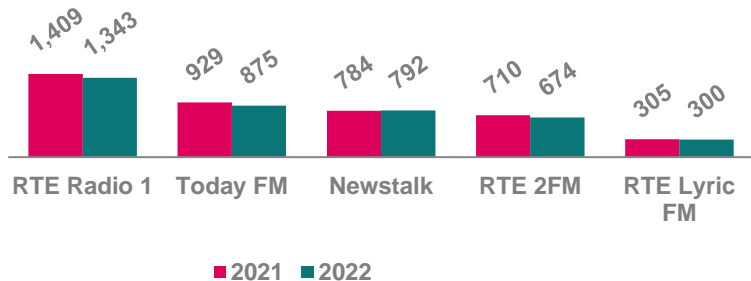
National



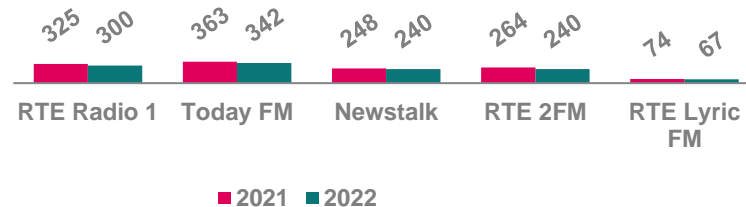
WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES



All Adults 000's

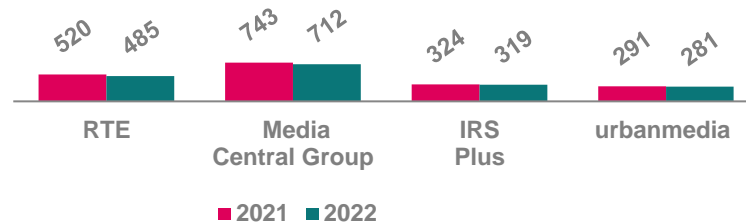
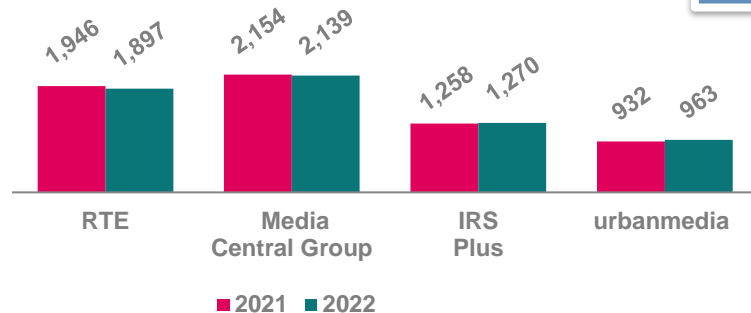


National Stations



HKWK 000's

Sales Houses



Universe: 4,097
Sample: 12,467

Universe: 1,117
Sample: 3,482

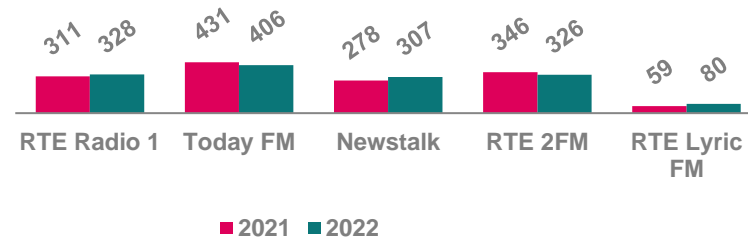
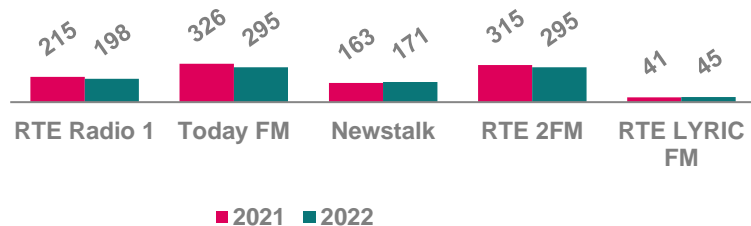
WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES



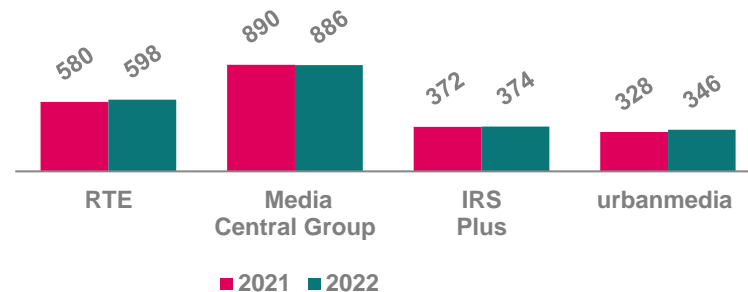
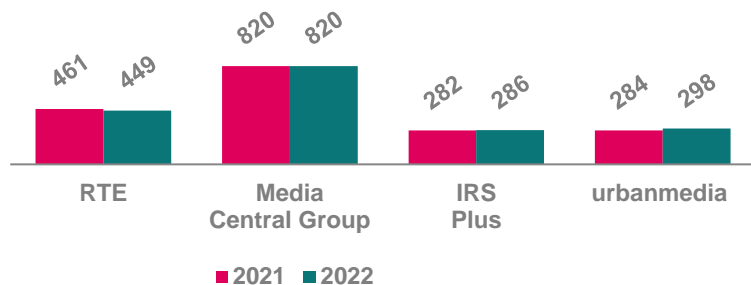
15-34 000's

National Stations

25-44 000's



Sales Houses



Universe: 1,268
Sample: 3,921

Universe: 1,400
Sample: 4,506

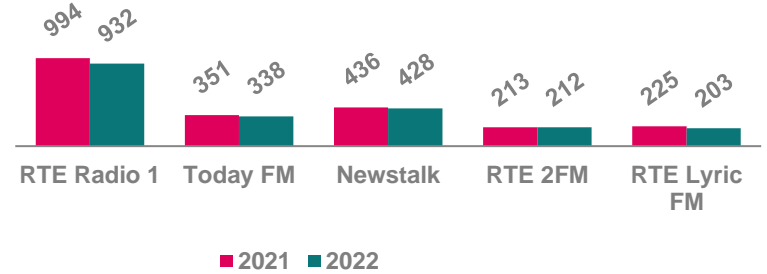
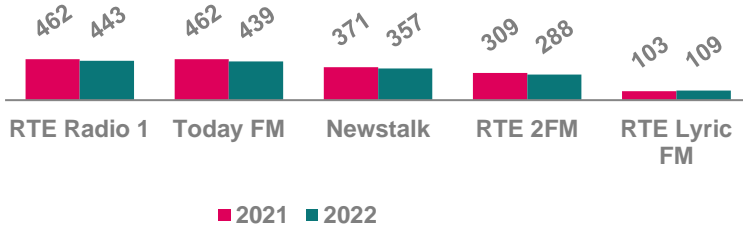
WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES



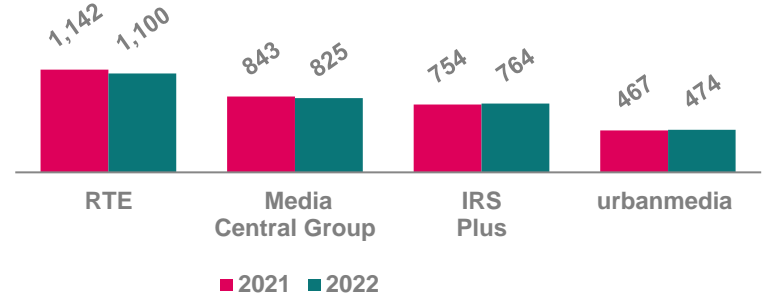
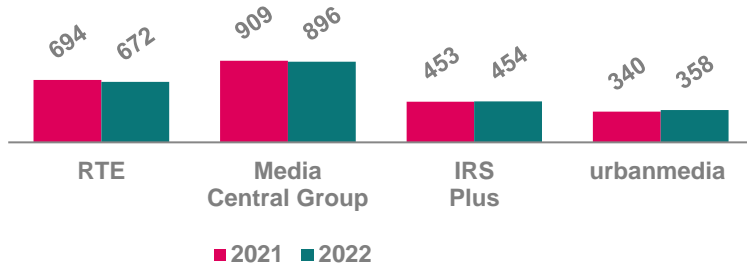
35-54 000's

National Stations

45+ 000's



Sales Houses



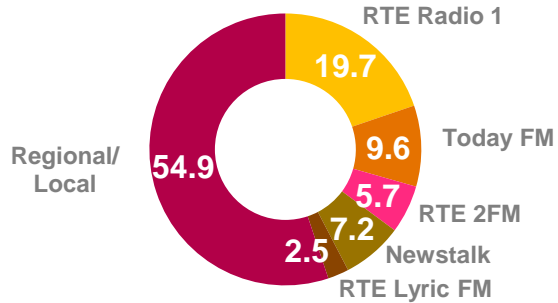
Universe: 1,487
Sample: 4,362

Universe: 2,047
Sample: 6,093



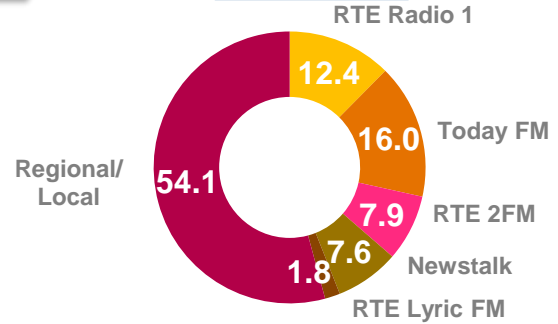
PT MARKET SHARE NATIONAL & SALES HOUSES

All Adults %

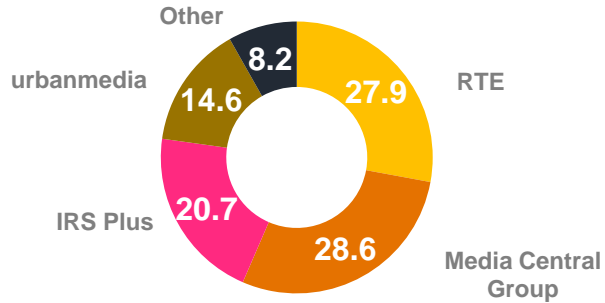


National Stations

HKWK %

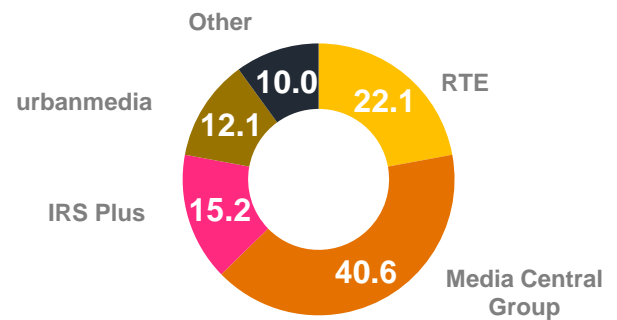


All Adults %



Sales Houses

HKWK %



Sample: 9,632

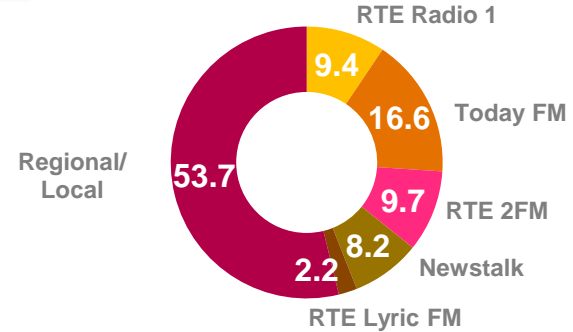
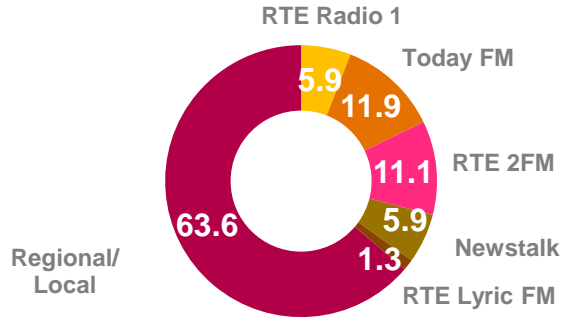
Sample: 2,723

PT MARKET SHARE NATIONAL & SALES HOUSES

15-34 %

National Stations

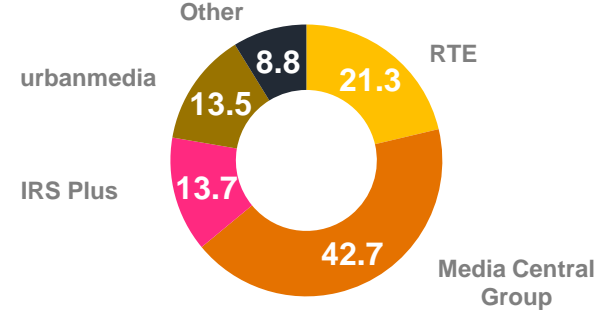
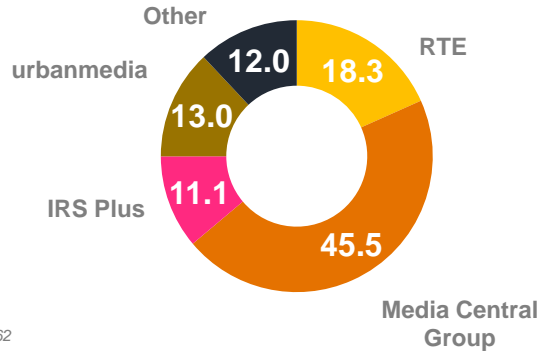
25-44 %



15-34 %

Sales Houses

25-44 %



Sample: 2,662

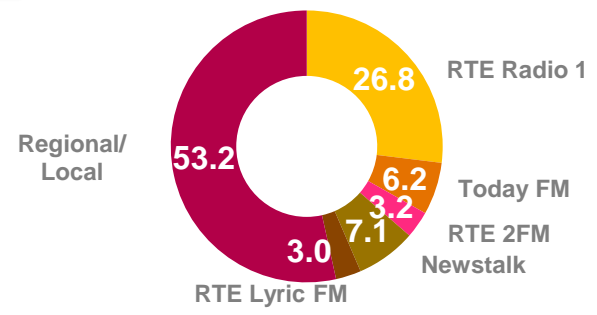
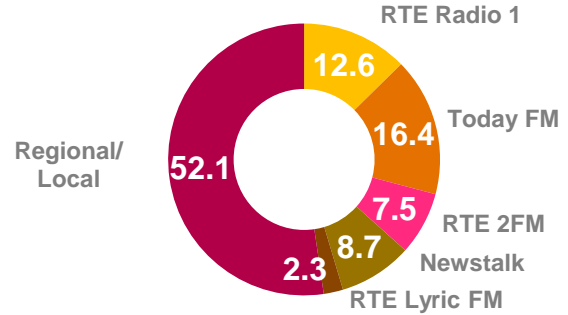
Sample: 3,366

PT MARKET SHARE NATIONAL & SALES HOUSES

35-54 %

National Stations

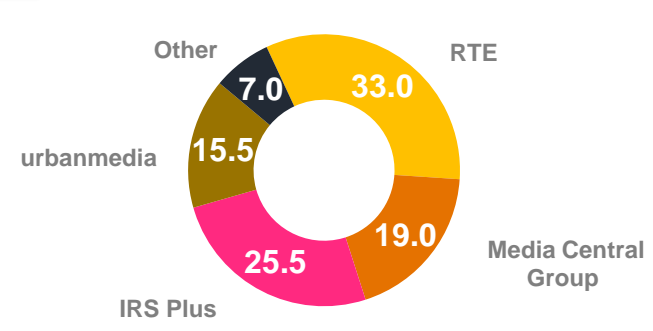
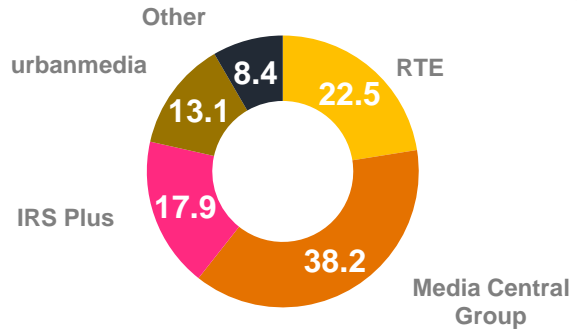
45+ %



35-54 %

Sales Houses

45+ %



Sample: 3,439

Sample: 5,069

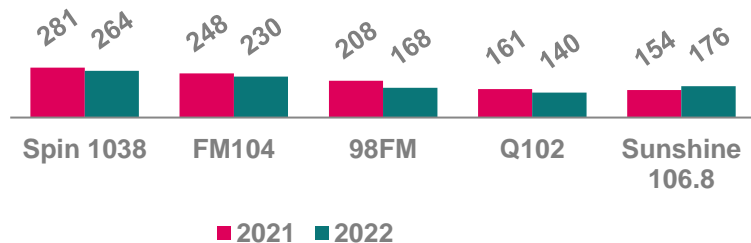
Dublin



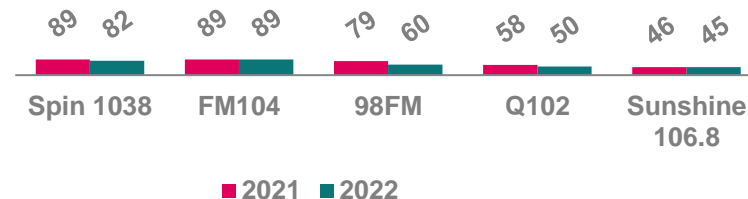
WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES



All Adults 000's

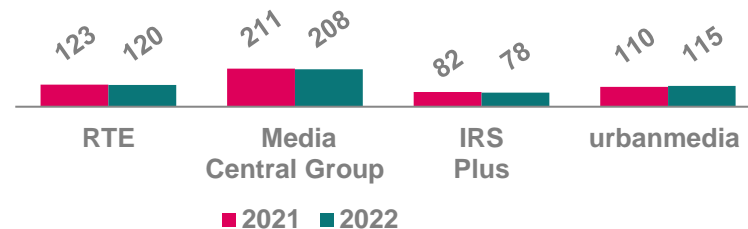
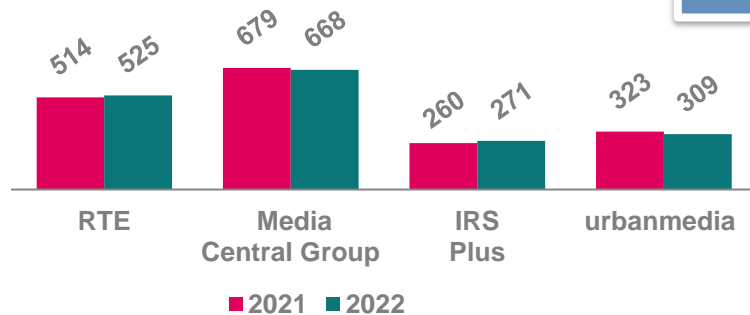


Dublin Stations



HKWK 000's

Sales Houses



Universe: 1,186
Sample: 2,994

Universe: 323
Sample: 795

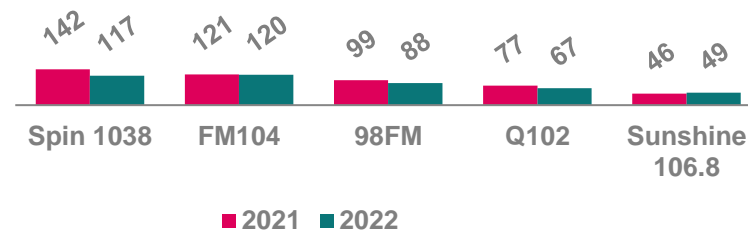
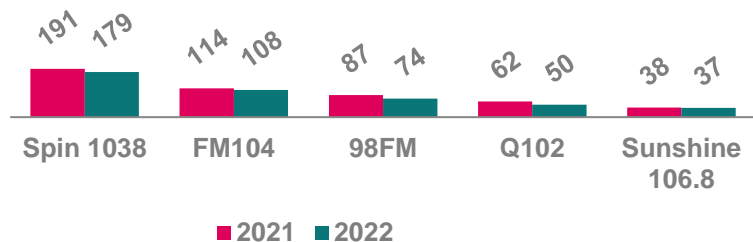


WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

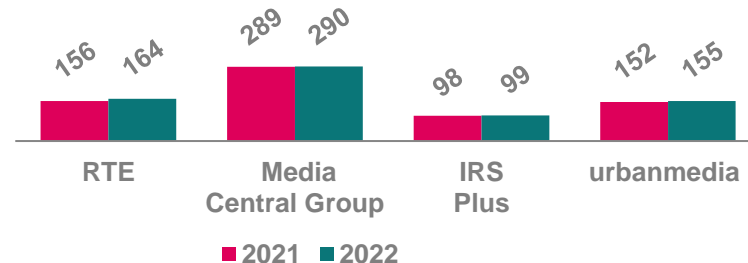
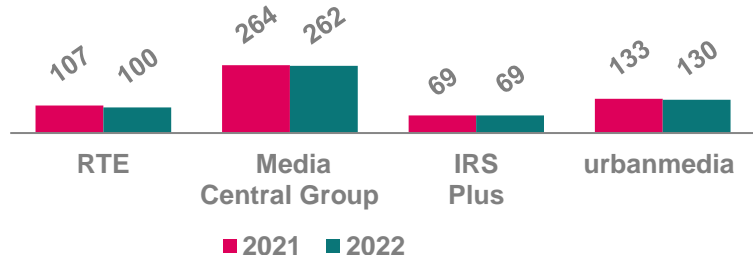
15-34 000's

Dublin Stations

25-44 000's



Sales Houses



Universe: 403
Sample: 985

Universe: 468
Sample: 1,166

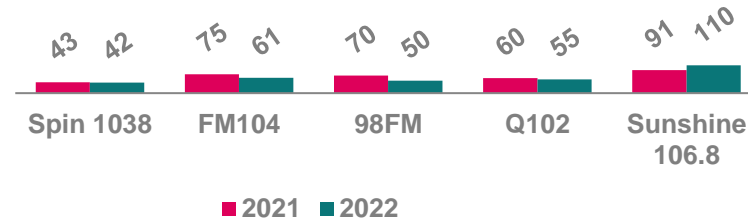
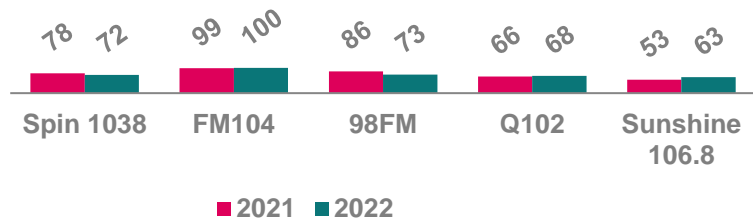
WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES



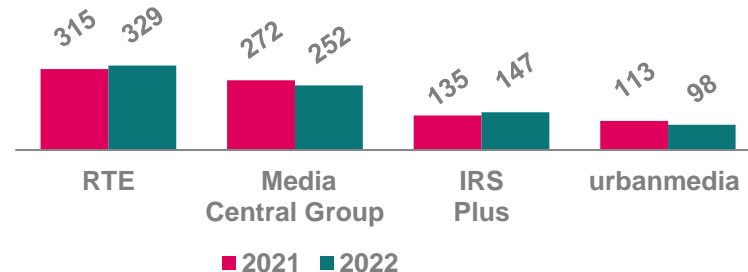
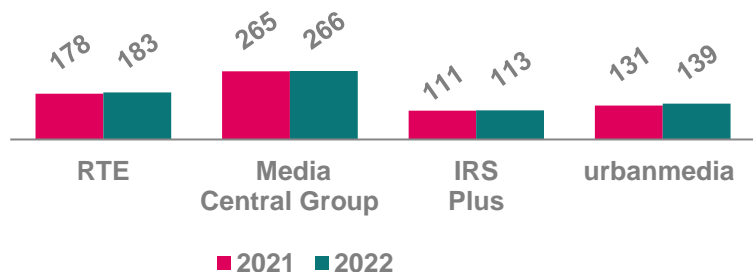
35-54 000's

Dublin Stations

45+ 000's



Sales Houses



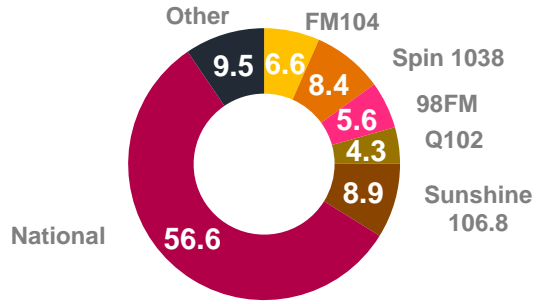
Universe: 441
Sample: 1,071

Universe: 534
Sample: 1,360



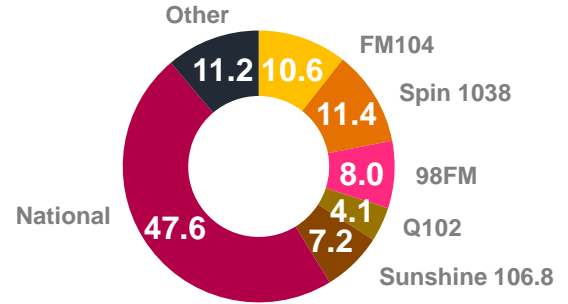
PT MARKET SHARE DUBLIN & SALES HOUSES

All Adults %

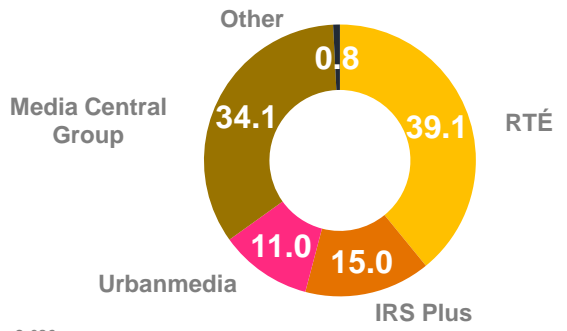


Dublin Stations

HKWK %

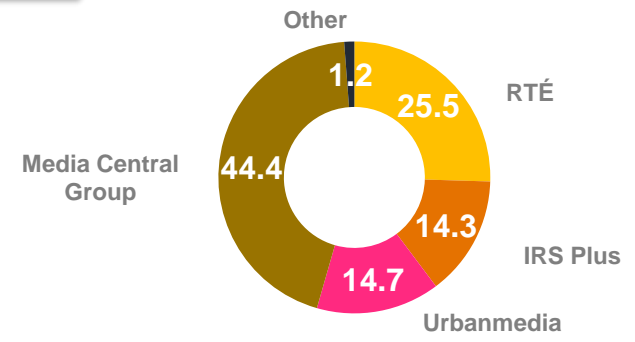


All Adults %



Sales Houses

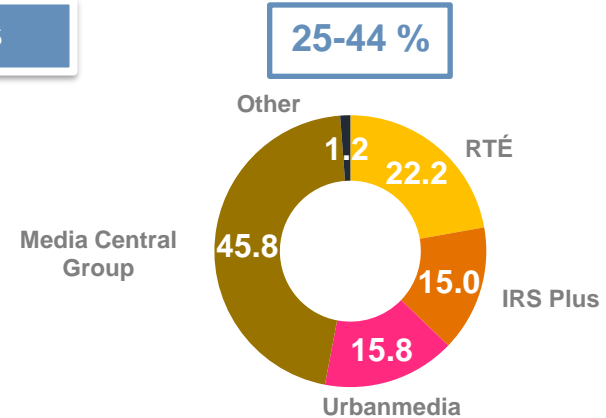
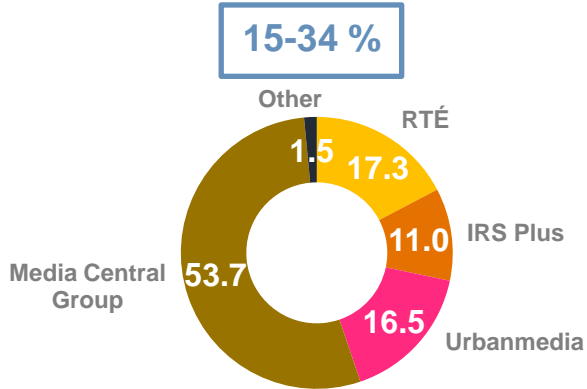
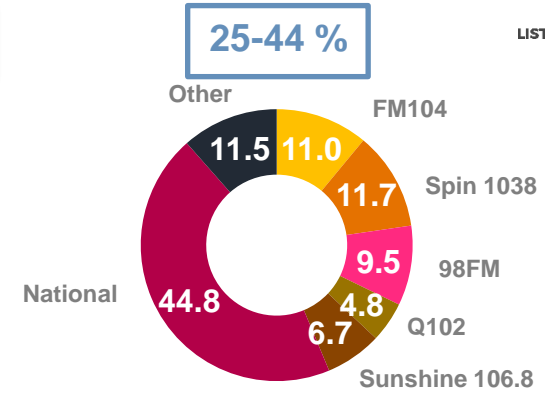
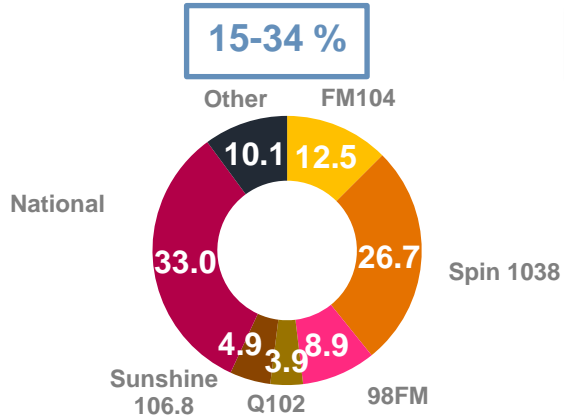
HKWK %



Sample: 2,096

Sample: 559

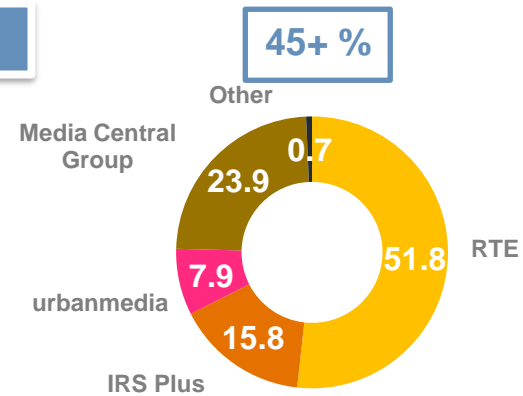
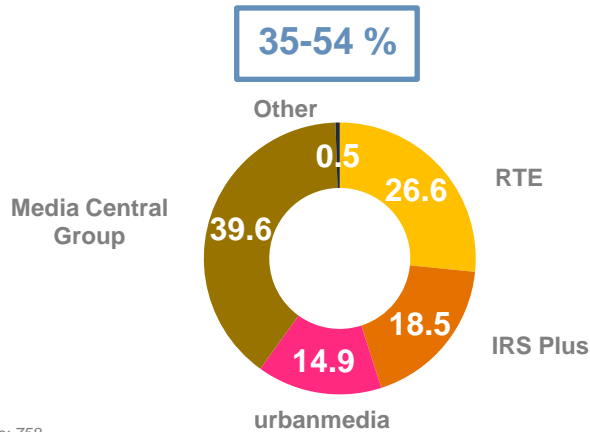
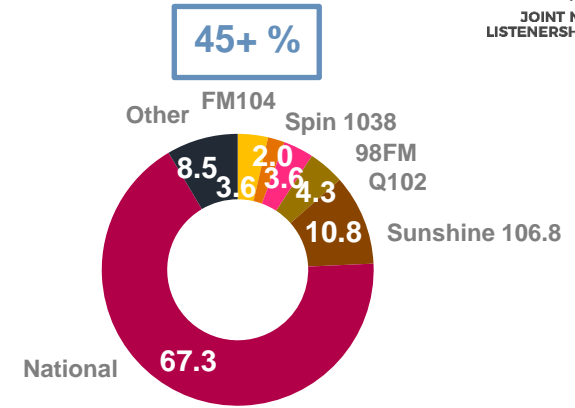
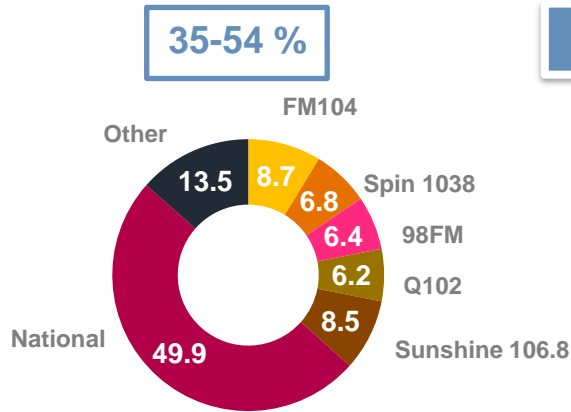
PT MARKET SHARE DUBLIN & SALES HOUSES



Sample: 573

Sample: 765

PT MARKET SHARE DUBLIN & SALES HOUSES



Sample: 758

Sample: 1,074

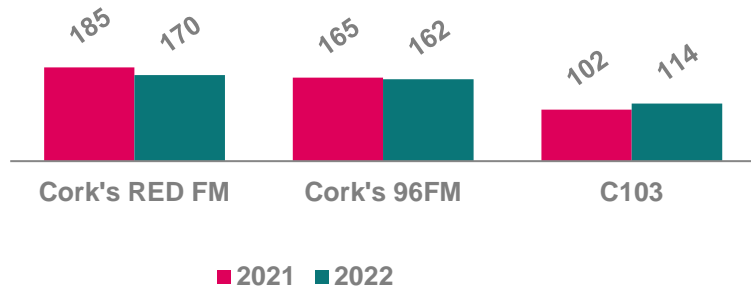
Cork



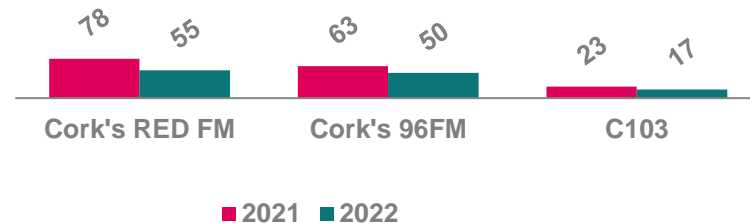
WEEKLY REACH – CORK & CORK SALES HOUSES



All Adults 000's

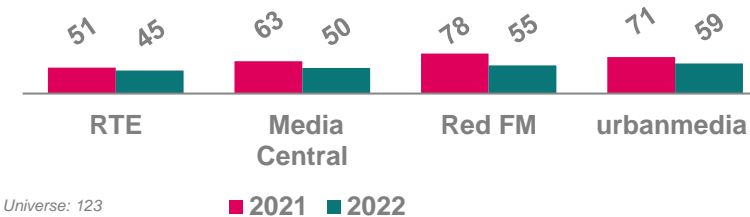
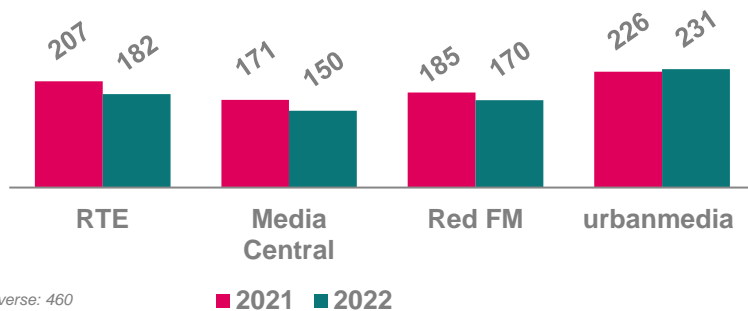


Cork Stations



HKWK 000's

Sales Houses



Universe: 460
Sample: 1,007

Universe: 123
Sample: 274

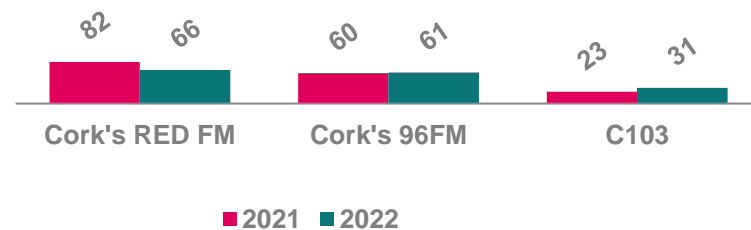
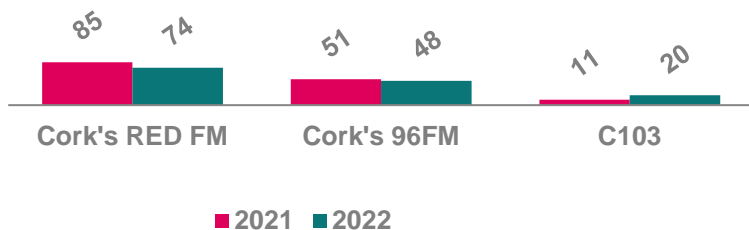
WEEKLY REACH – CORK & CORK SALES HOUSES



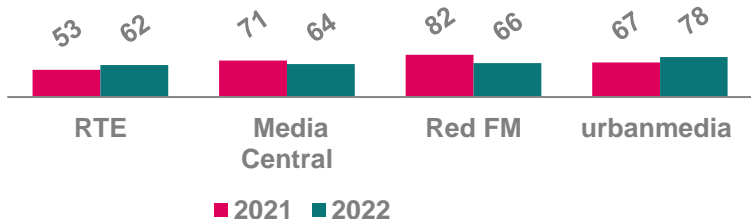
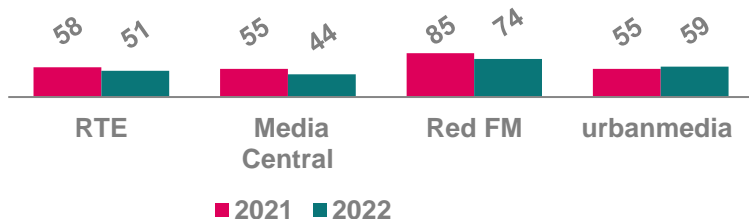
15-34 000's

Cork Stations

25-44 000's



Sales Houses



Universe: 142
Sample: 309

Universe: 160
Sample: 350



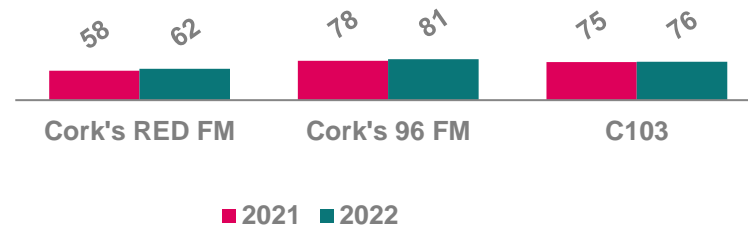
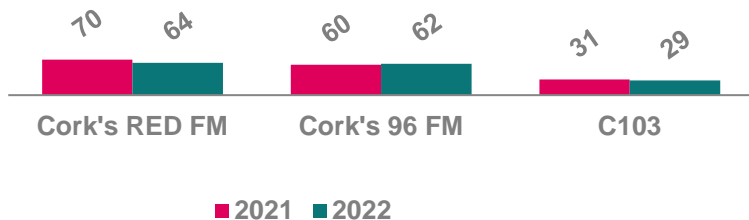
WEEKLY REACH – CORK & CORK SALES HOUSES



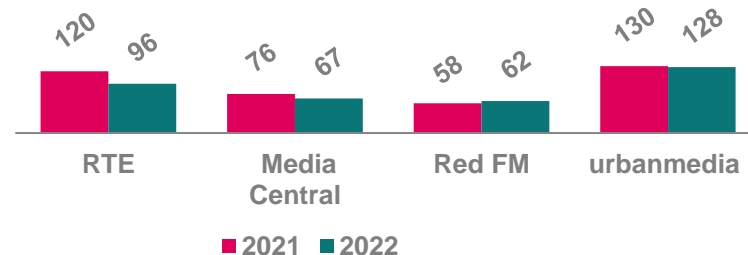
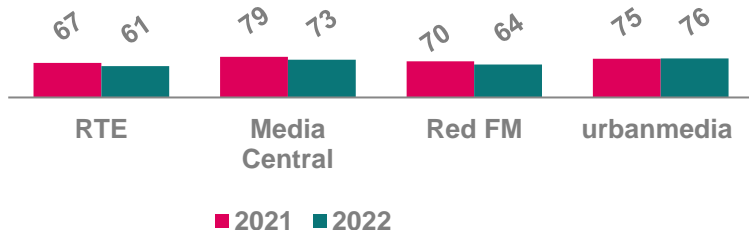
35-54 000's

Cork Stations

45+ 000's



Sales Houses

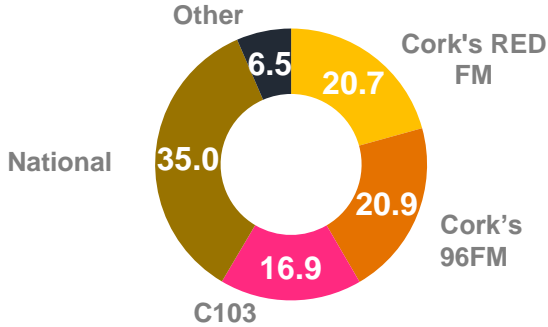


Universe: 166
Sample: 359

Universe: 231
Sample: 502

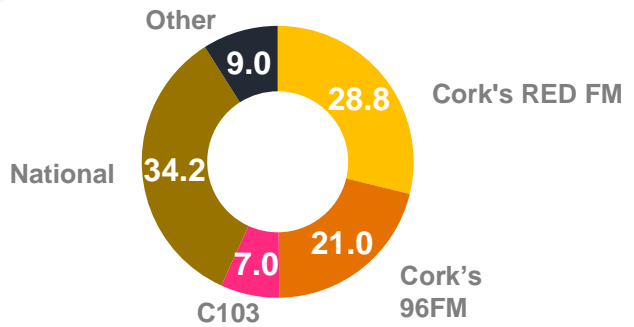
PT MARKET SHARE CORK & SALES HOUSES

All Adults %

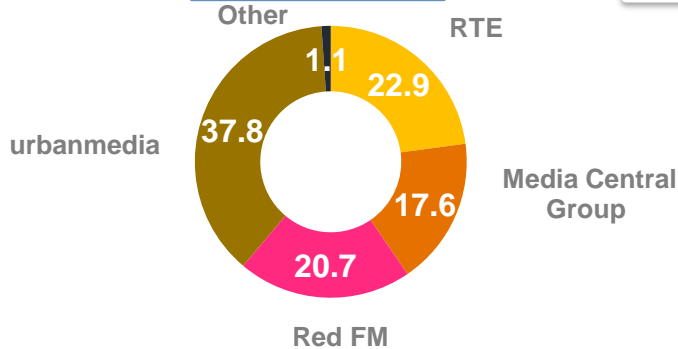


Cork Stations

HKWK %

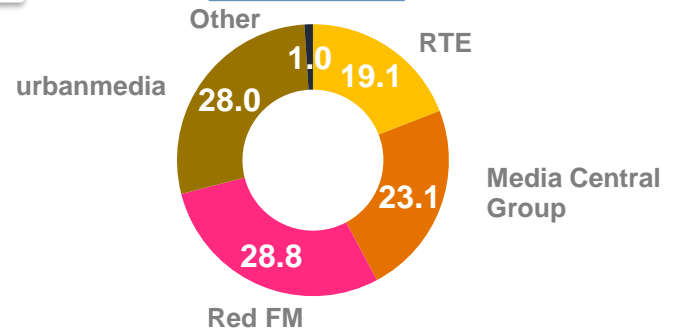


All Adults %



Sales Houses

HKWK %



Sample: 821

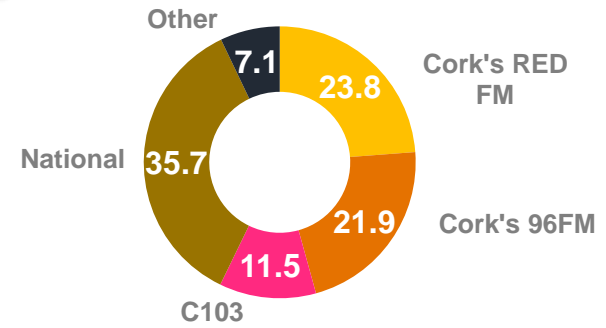
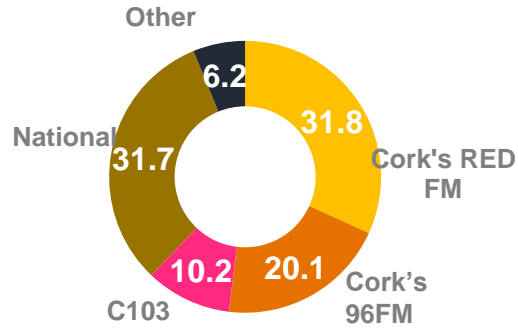
Sample: 235

PT MARKET SHARE CORK & SALES HOUSES

15-34 %

Cork Stations

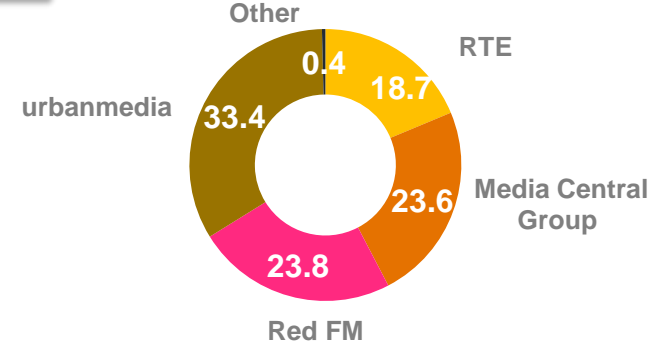
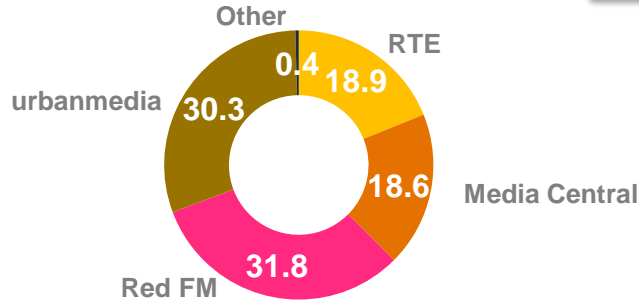
25-44 %



15-34 %

Sales Houses

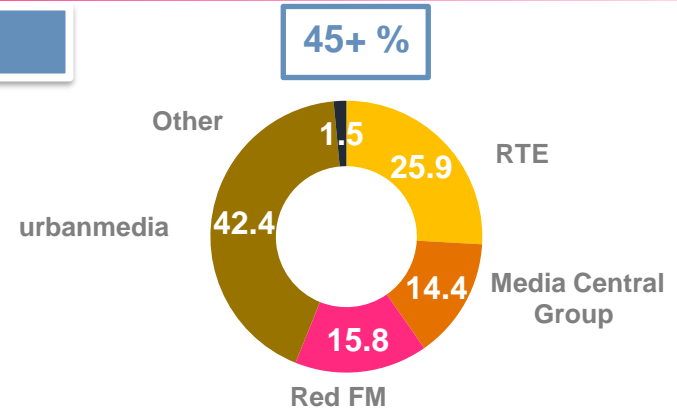
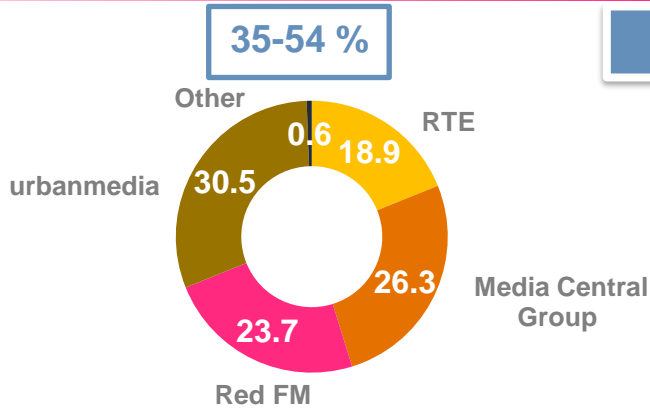
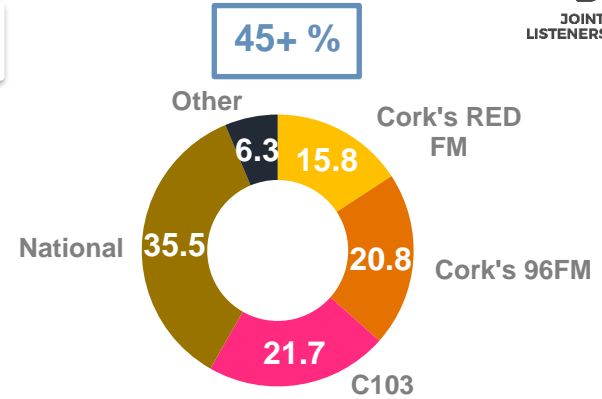
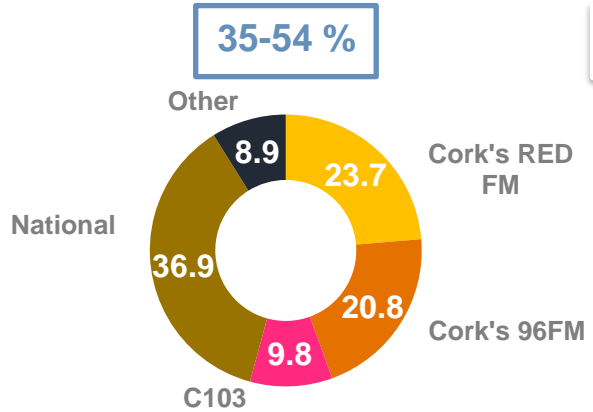
25-44 %



Sample: 232

Sample: 284

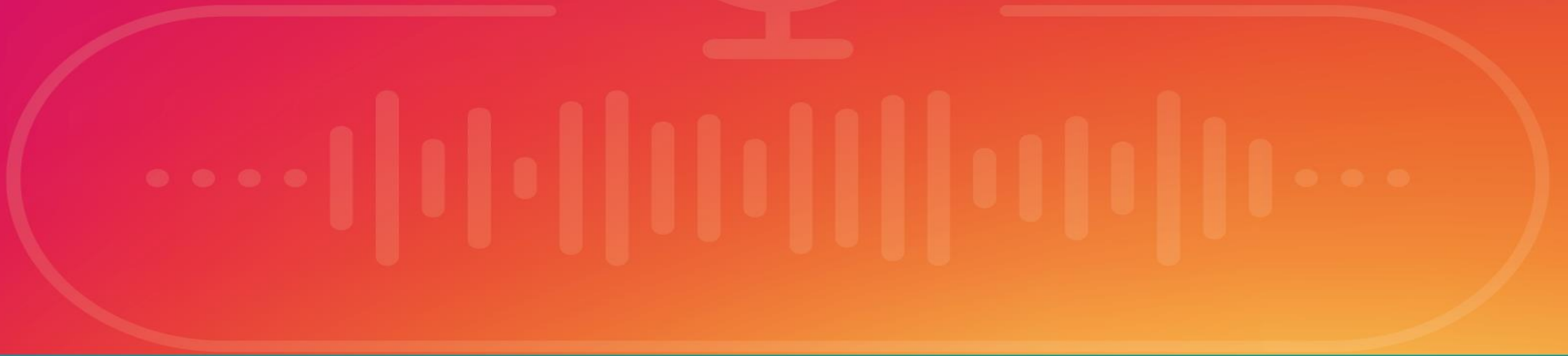
PT MARKET SHARE CORK & SALES HOUSES



Sample: 297

Sample: 428

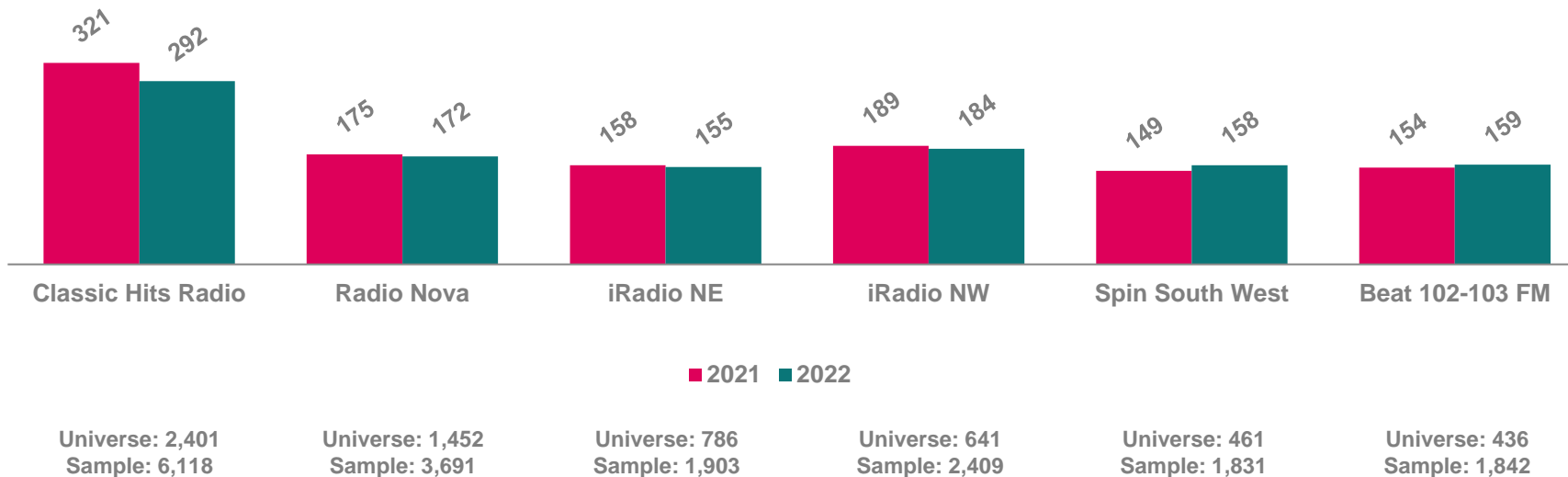
Regional



WEEKLY REACH – REGIONAL

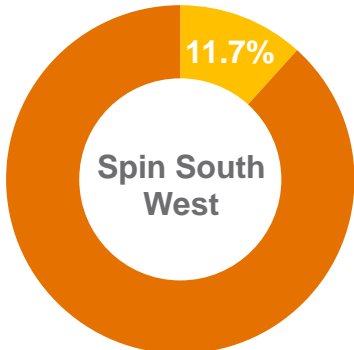
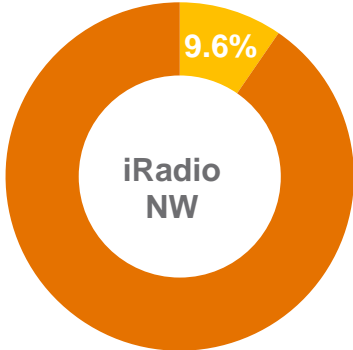
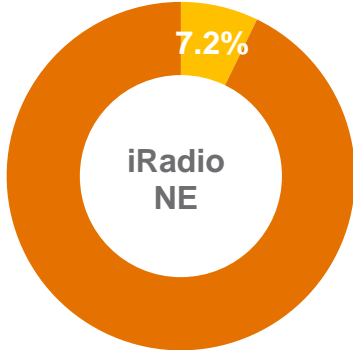
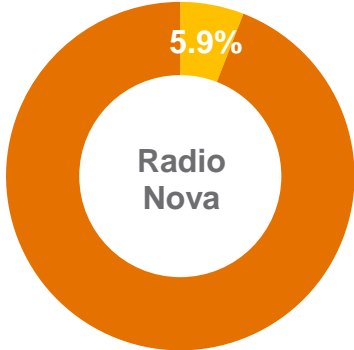
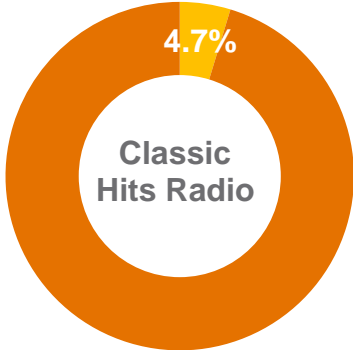


All Adults



PT MARKET SHARE REGIONAL – 2022-4

All Adults



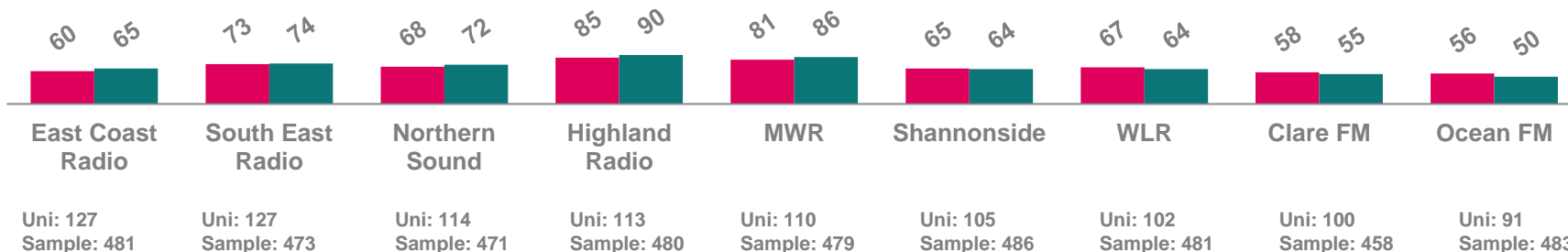
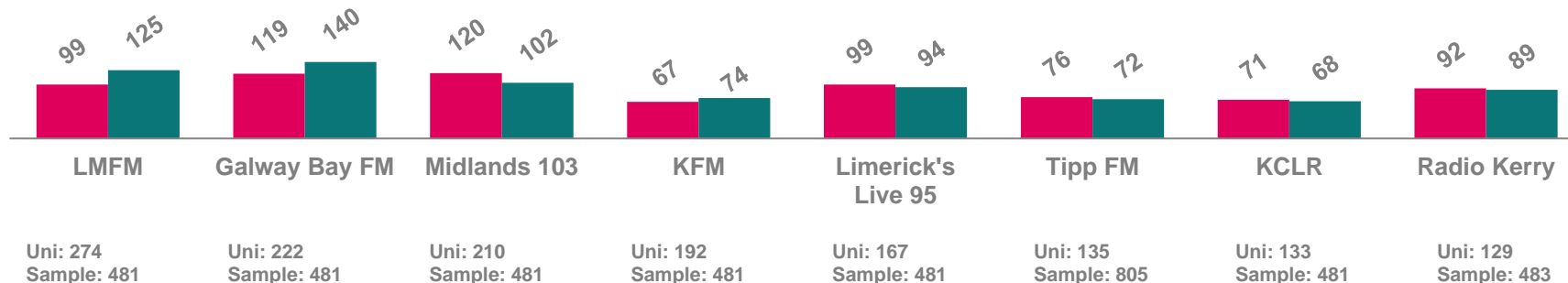
Local Area



WEEKLY REACH – LOCAL AREAS

All Adults

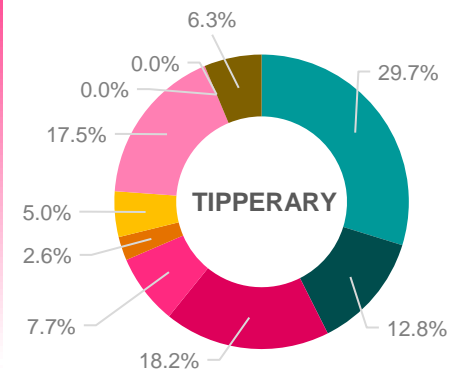
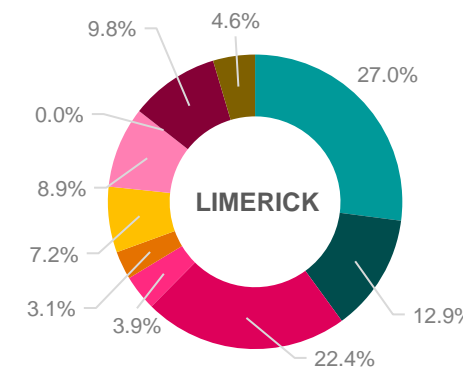
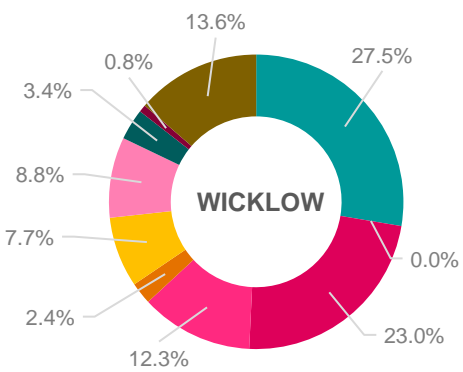
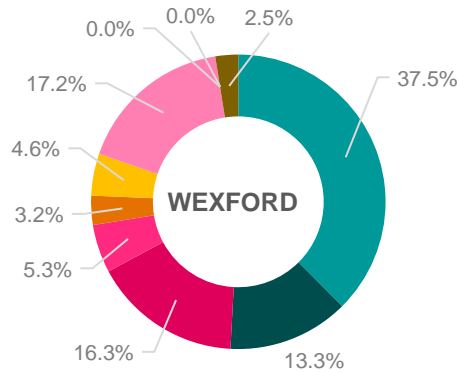
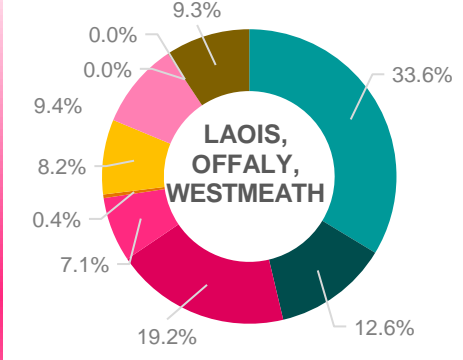
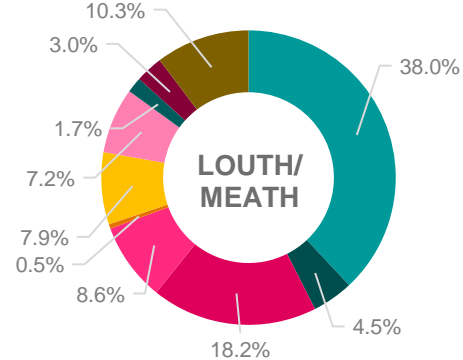
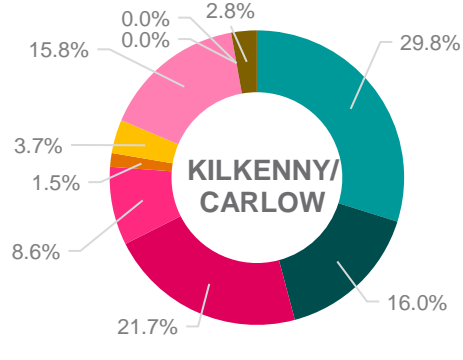
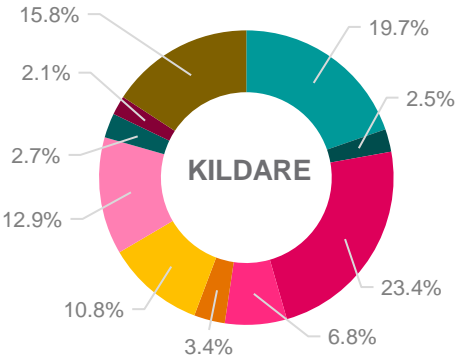
■ 2021 ■ 2022



PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL LISTENERSHIP RESEARCH

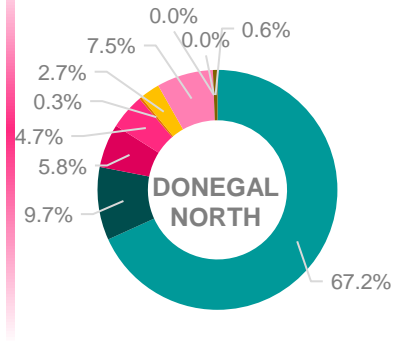
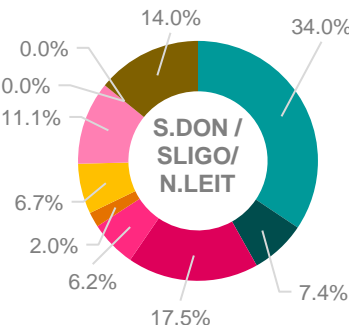
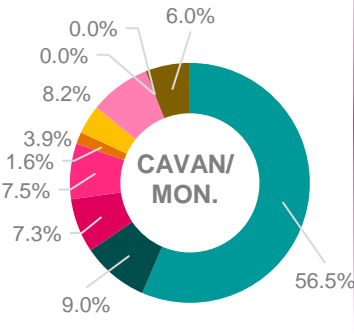
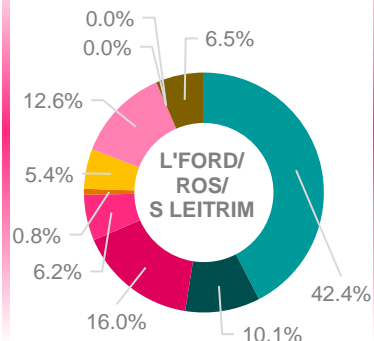
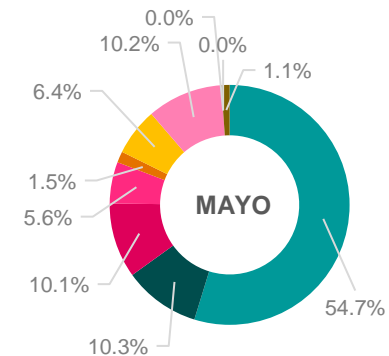
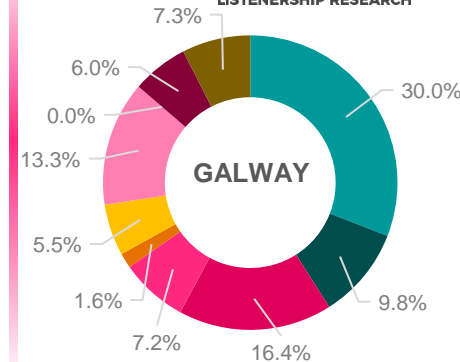
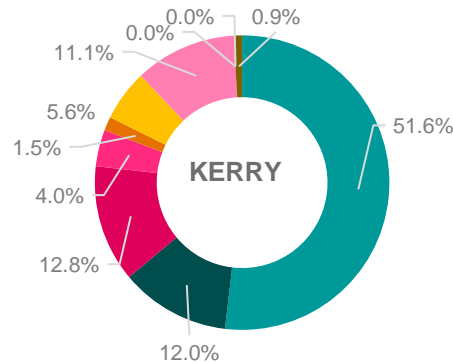
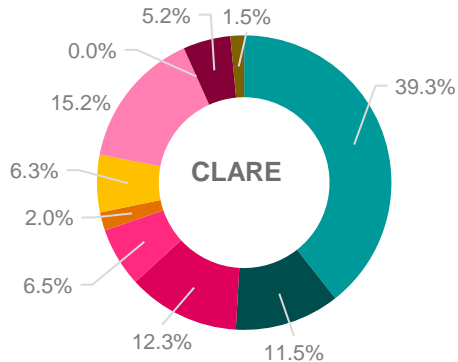
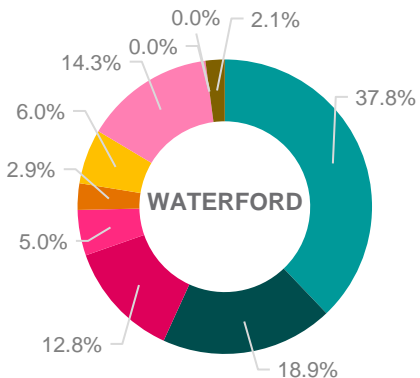


■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTE RADIO 1 ■ RTE 2FM ■ RTE LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS RADIO ■ OTHER REGION/LOC/M-C/D-C

PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL LISTENERSHIP RESEARCH

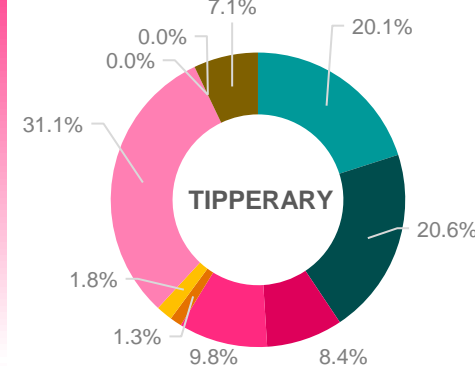
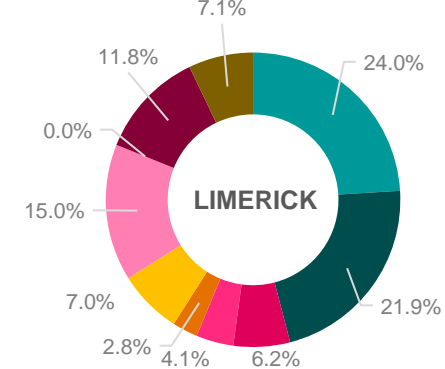
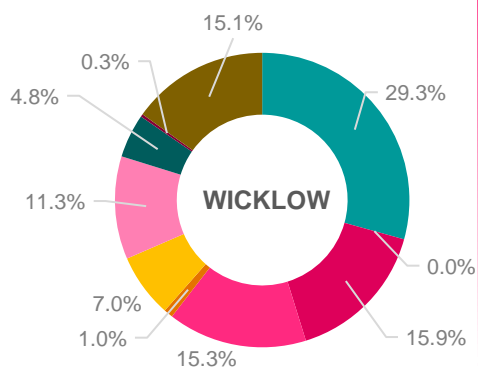
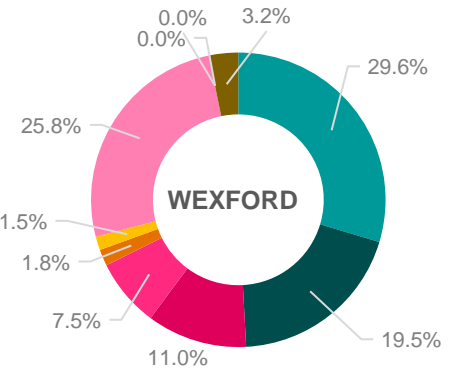
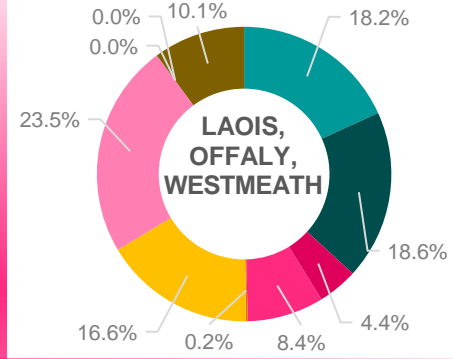
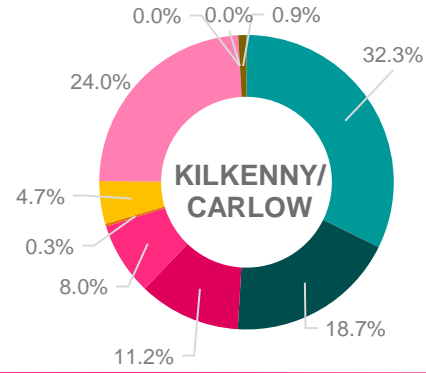
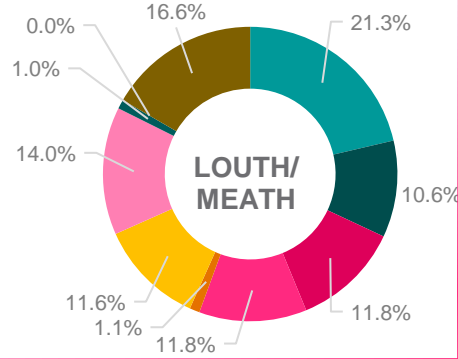
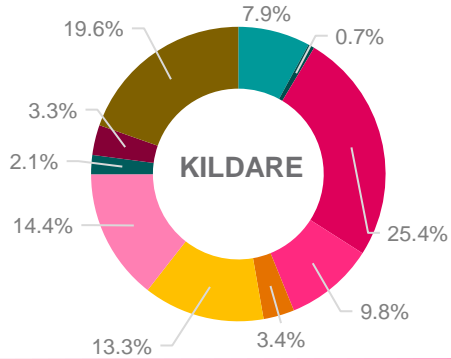


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PT SHARE LOCAL AREAS - HOUSEKEEPERS & CHILDREN



JOINT NATIONAL LISTENERSHIP RESEARCH

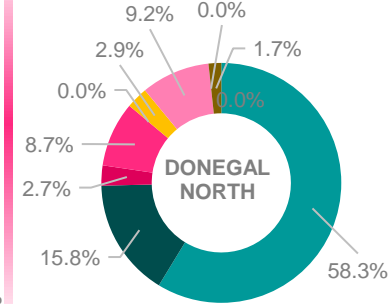
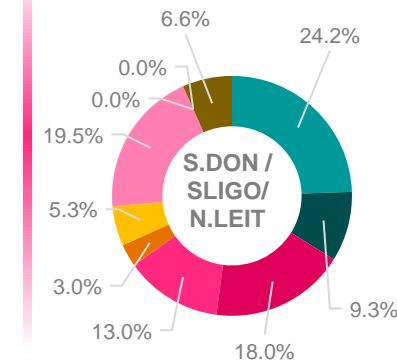
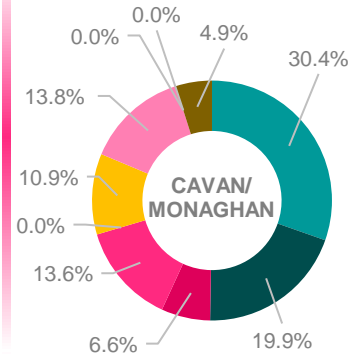
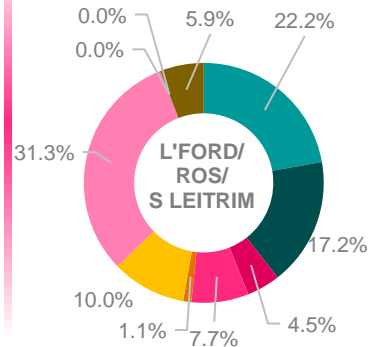
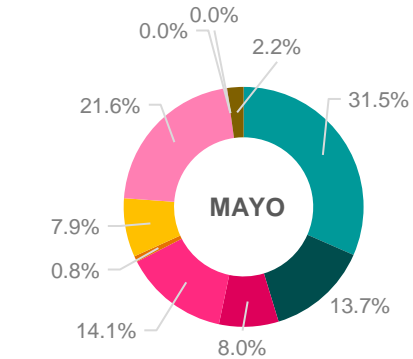
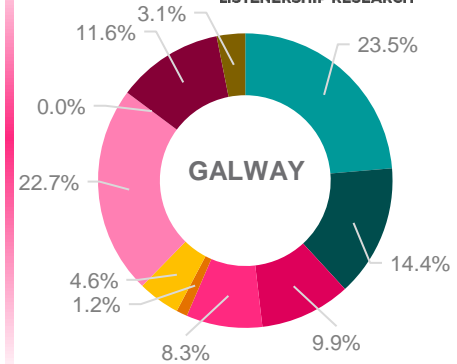
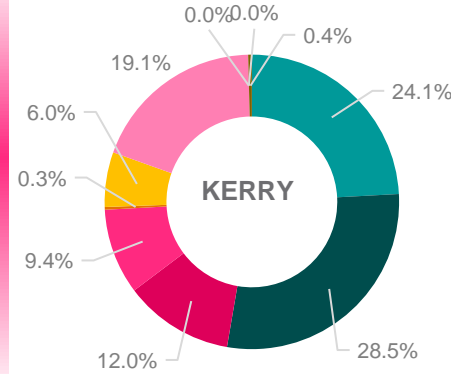
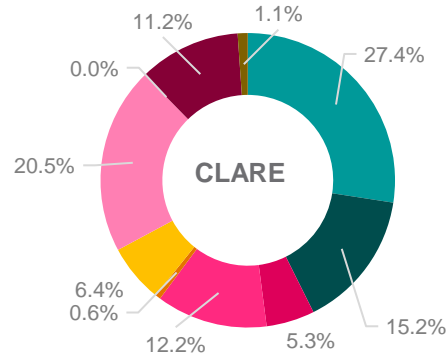
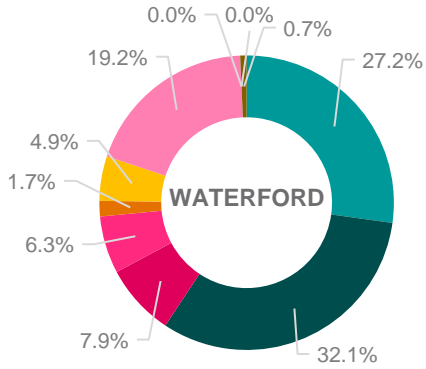


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 ■ OTHER REGION/LOC/M-C/D-C

PT SHARE LOCAL AREAS - HOUSEKEEPERS & CHILDREN



JOINT NATIONAL LISTENERSHIP RESEARCH



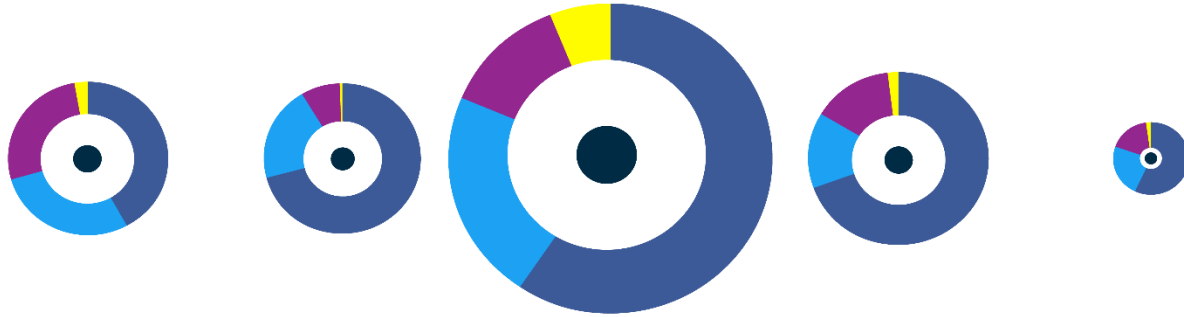
■ HOME LOCAL STATION
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 ■ RTE 2FM
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Radio & Social Media



Radio is the original Social Media.

Irish Radio has over **12.4 Million** connections.



	All RTE	IRS+	Media Central	Urban Media	Red FM
Facebook	696,356	1,125,789	4,009,967	1,457,181	210,680
Twitter	471,700	324,805	1,480,600	295,843	86,540
Instagram	440,487	127,550	850,600	303,590	63,690
TikTok	42,700	6,732	400,195	39,495	8,110

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 and Classic Hits Radio.

Urbanmedia

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

Red FM

- Red FM in Cork