



06/03/2022

JNLR SUMMARY Q4 2022

JNLR/IPSOS 2022-4



NATIONAL DAILY LISTENERSHIP

3.2 million people tune into the radio everyday, equating to **78%** of the population.

84% of Adults 45+ listen everyday while **68% of 15-34s** are daily listeners.

TOP PERFORMING STATIONS PER AUDIENCE (listened yesterday, weekday)

	All Adults	House-keepers with Kids	15-24	25-44	45+
1.	21%	18%	33%	18%	32%
2.	11%	15%	8%	15%	12%
3.	11%	12%	8%	12%	9%
4.	8%	11%	5%	11%	5%
5.	6%	8%	4%	10%	5%

TOP RADIO PROGRAMMES NATIONWIDE

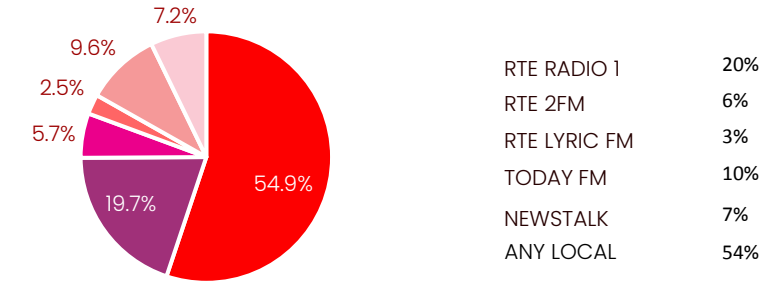
Rank	Programme	Listenership (YOY)
1	Morning Ireland	433,000 (-26)
2	Playback (Saturday)	347,000 (+37)
3	Brendan O'Connor (Saturday)	338,000 (-13)
4	The Business (Saturday)	338,000 (+28)
5	Ryan Tubridy	331,000 (-35)
6	Brendan O'Connor (Sunday)	329,000 (+6)
7	Today with Claire Byrne	321,000 (-25)
8	Sunday with Miriam	317,000 (+5)
9	News at One	310,000 (-20)
10	Liveline	310,000 (-33)

OTHER TOP PROGRAMMES NATIONWIDE

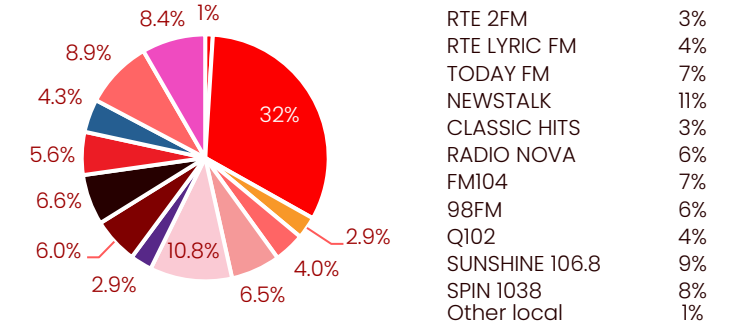
Station	Programme	Listenership (vs May-Dec '21)
	Drivetime	208,000 (-19)
	Dermot & Dave	207,000 (-1)
	Ian Dempsey	203,000 (+19)
	Pat Kenny	174,000 (-10)
	The Last Word	172,000 (-1)
	Weekend Breakfast with Alison Curtis	170,000 (-29)
	The Hard Shoulder	159,000 (+8)
	Newstalk Breakfast	152,000 (+14)
	Graham and Nathan (since Sept 2022)	50,000 (-3)

MARKET SHARE (Weekdays 7am - 7pm)

National



Dublin



Cork

