



14/11/2022

JNLR RESULTS Q4 2022

JNLR/IPSOS 2022-3

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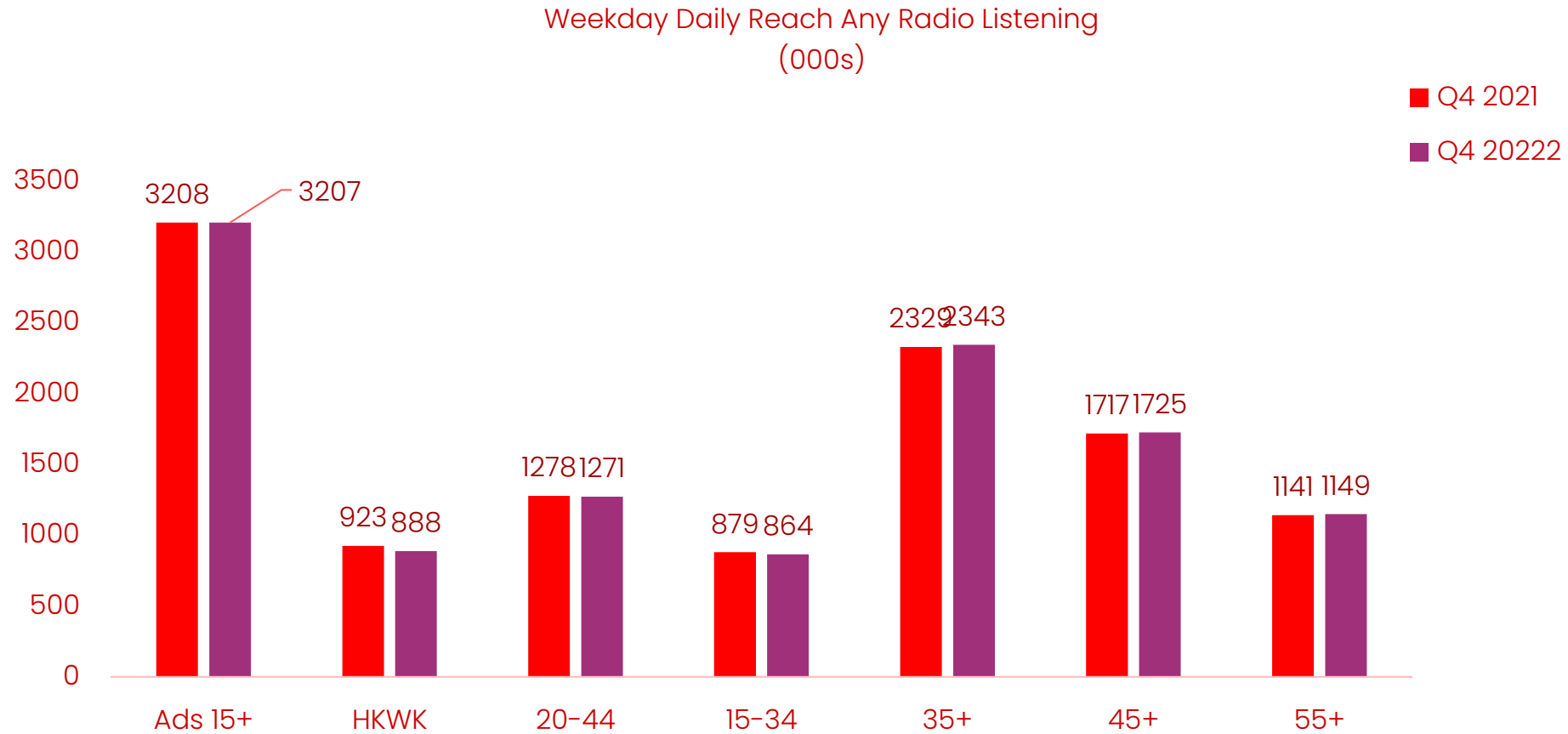


NATIONAL

Daily Reach Weekday

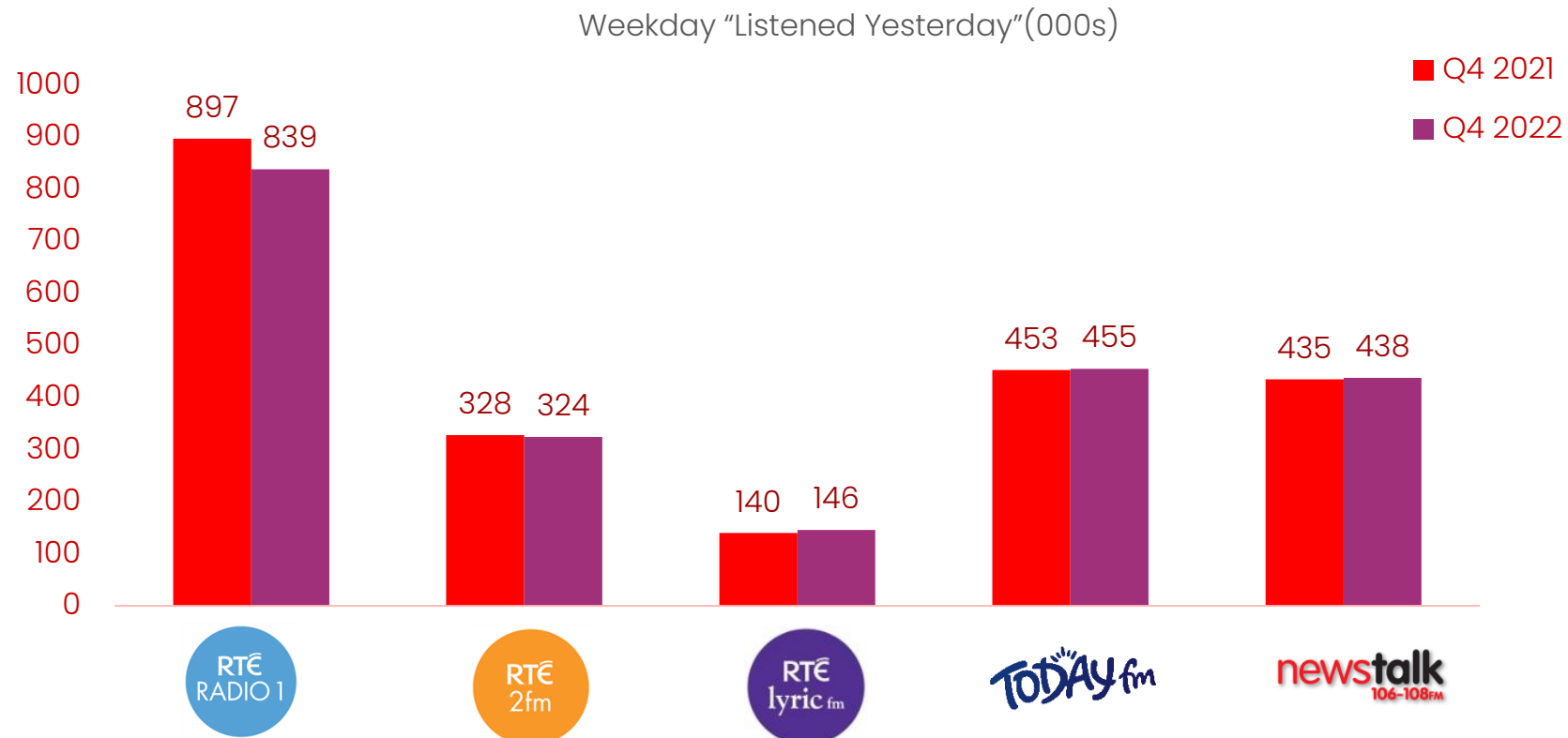
National:

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



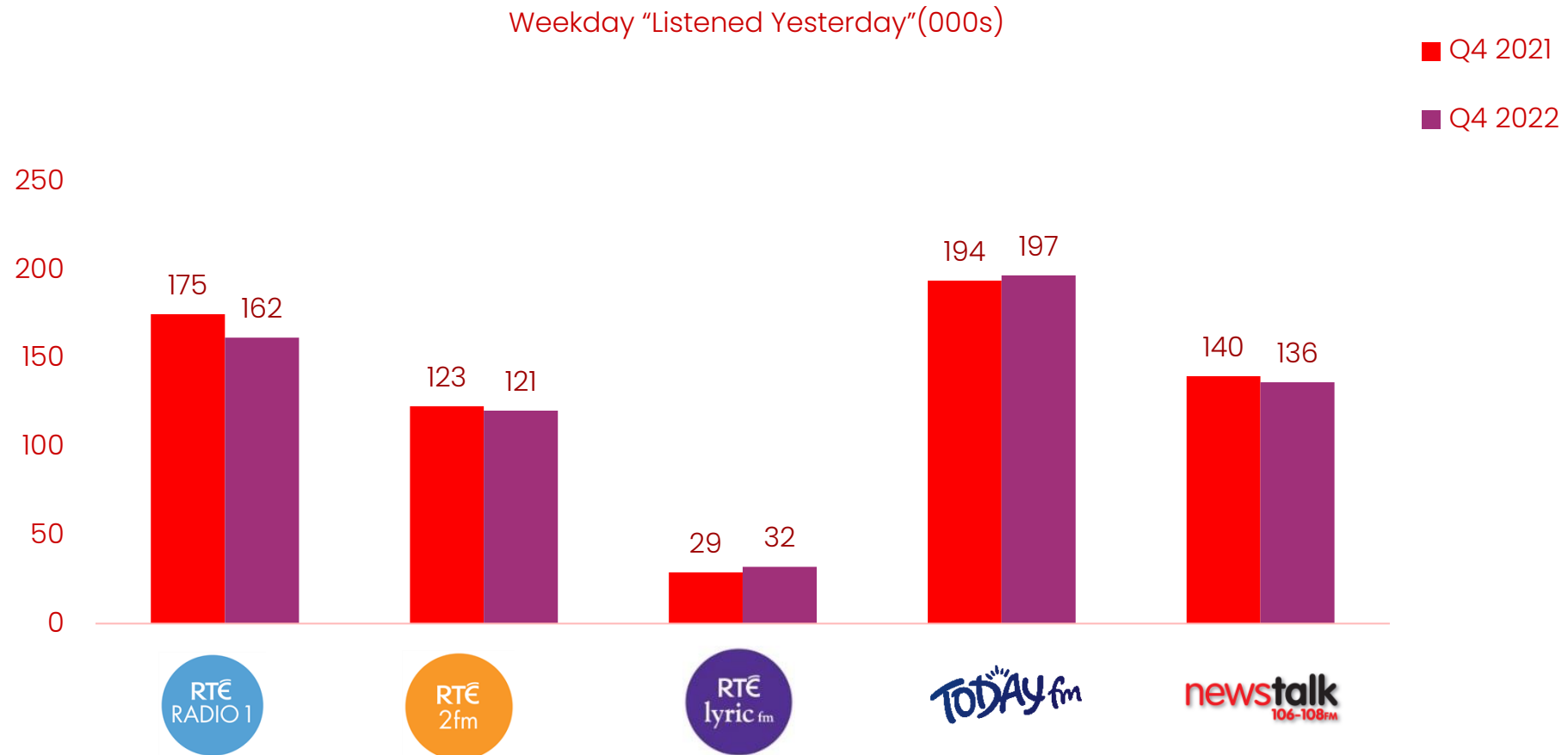
JNLR 2022/4 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National: Radio 1 saw its listenership fall by 58,000 YOY.
The rest of the stations remain more or less unchanged YOY.



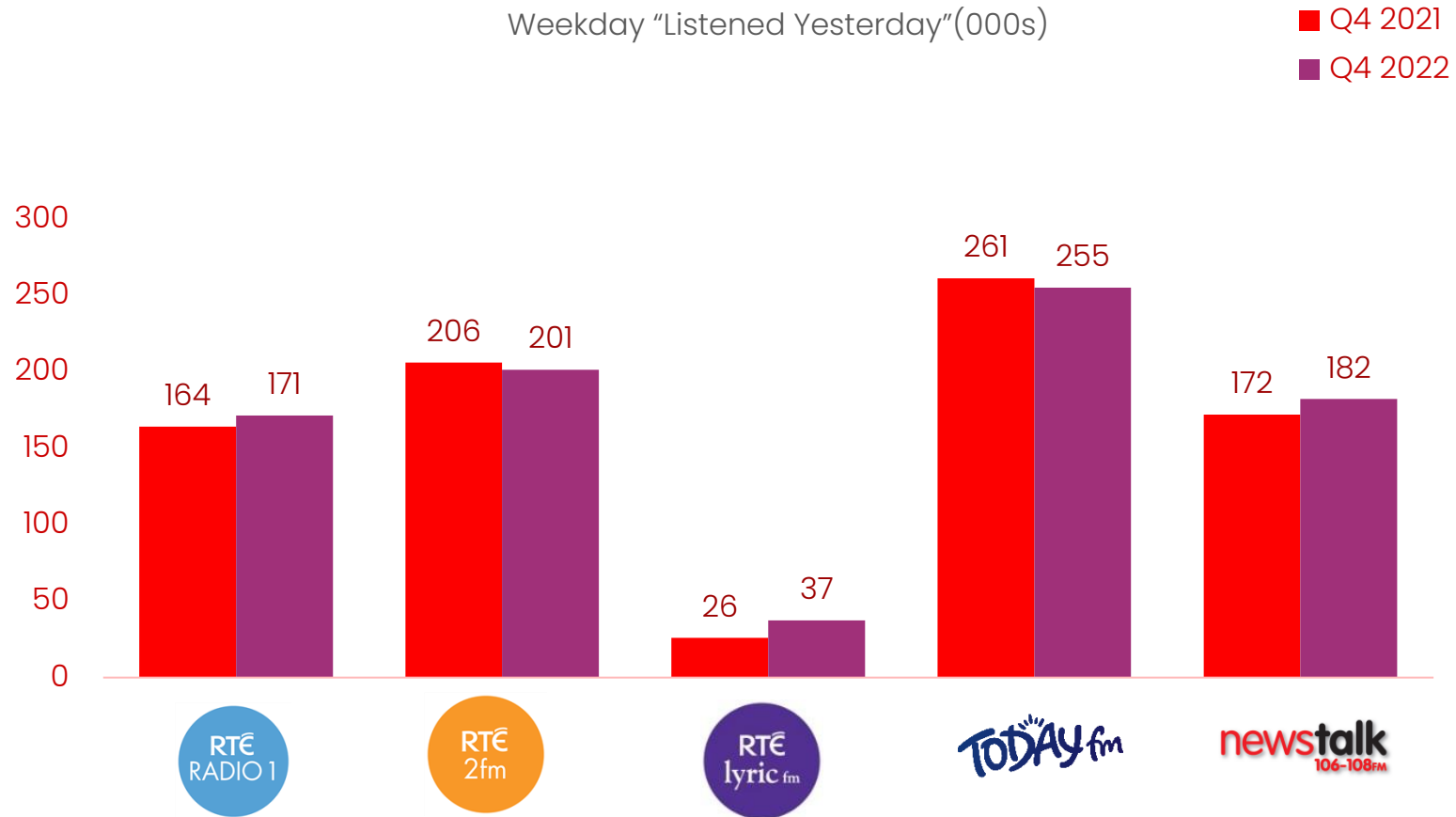
JNLR 2022/4 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

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



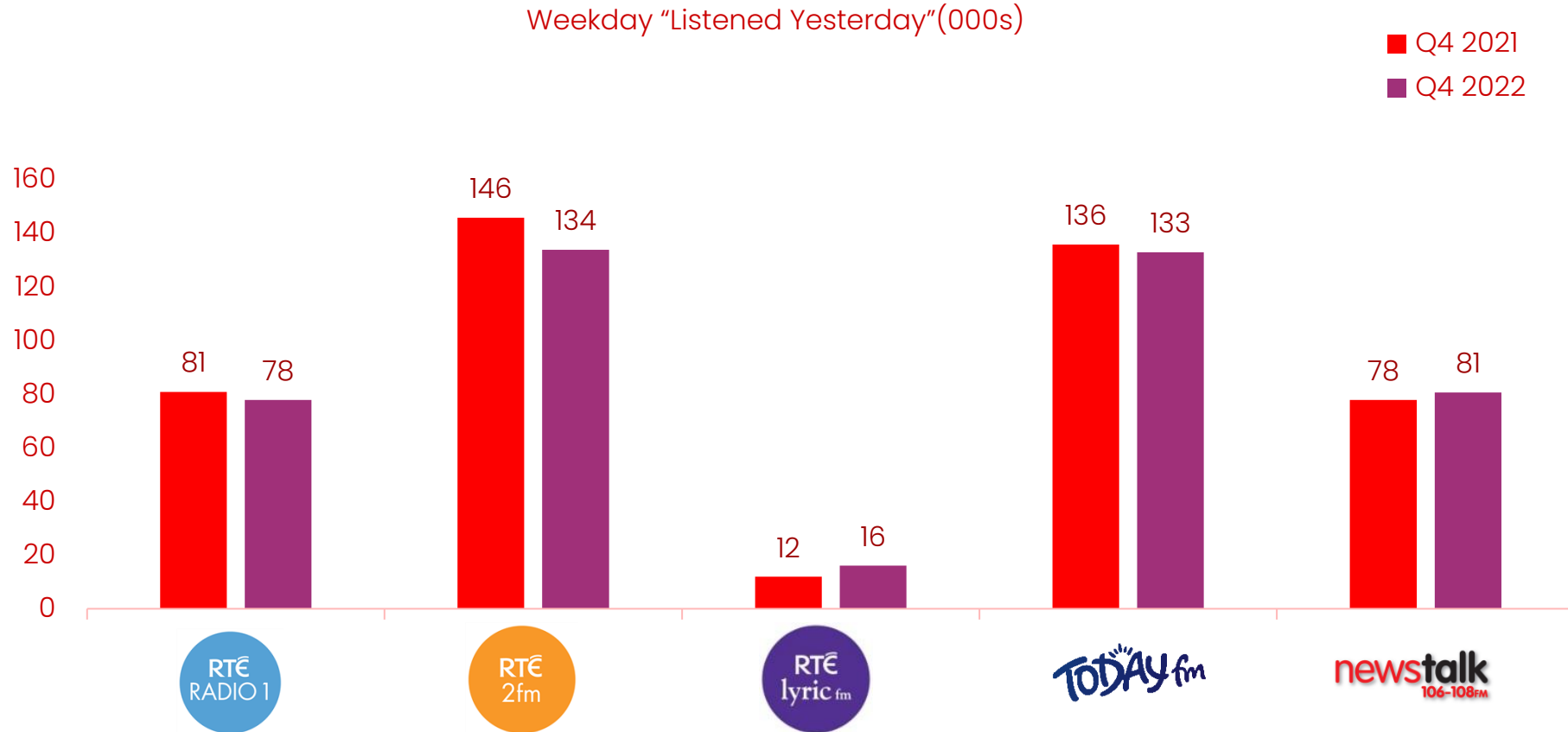
JNLR 2022/4 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

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



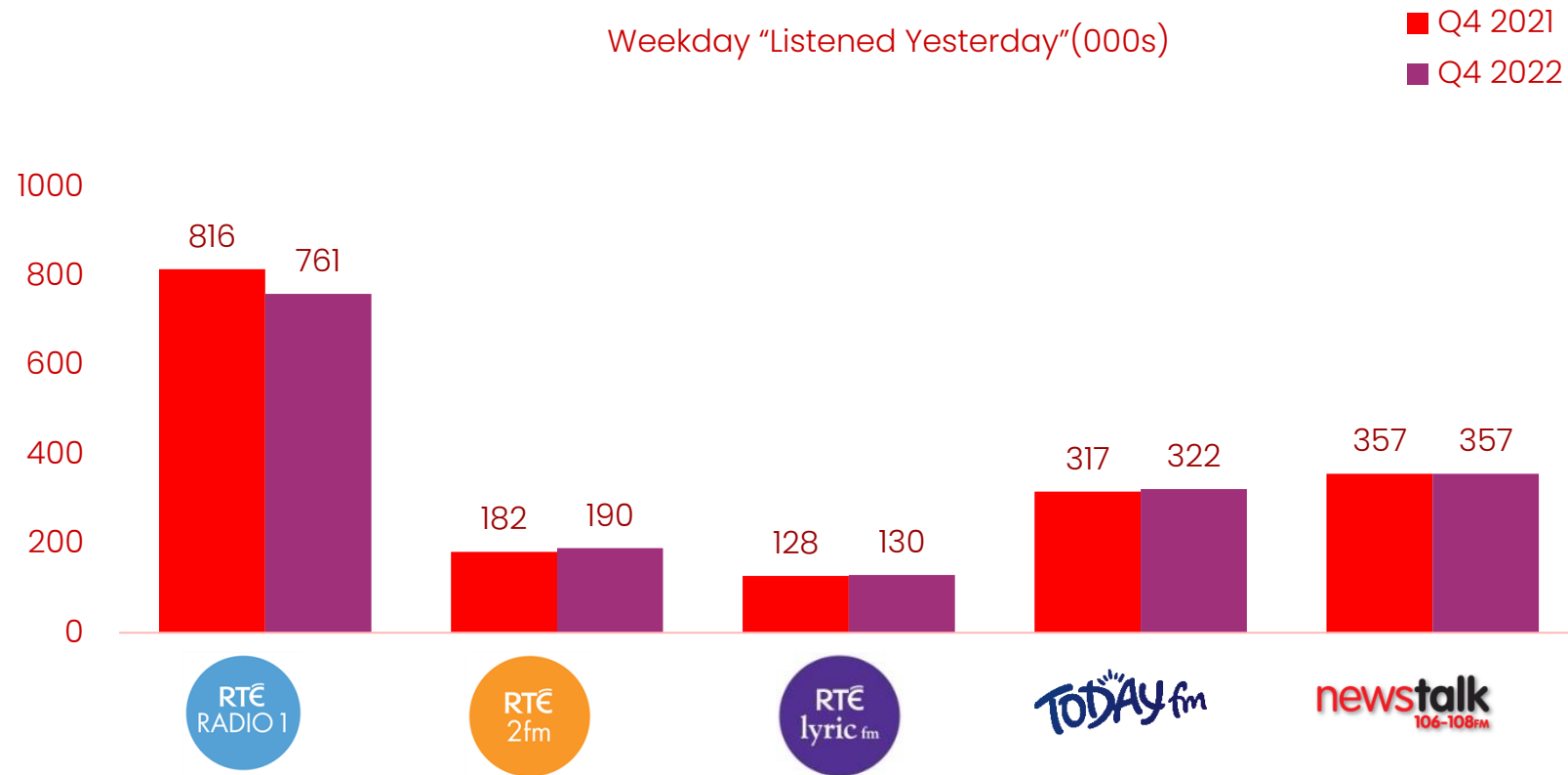
JNLR 2022/4 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

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



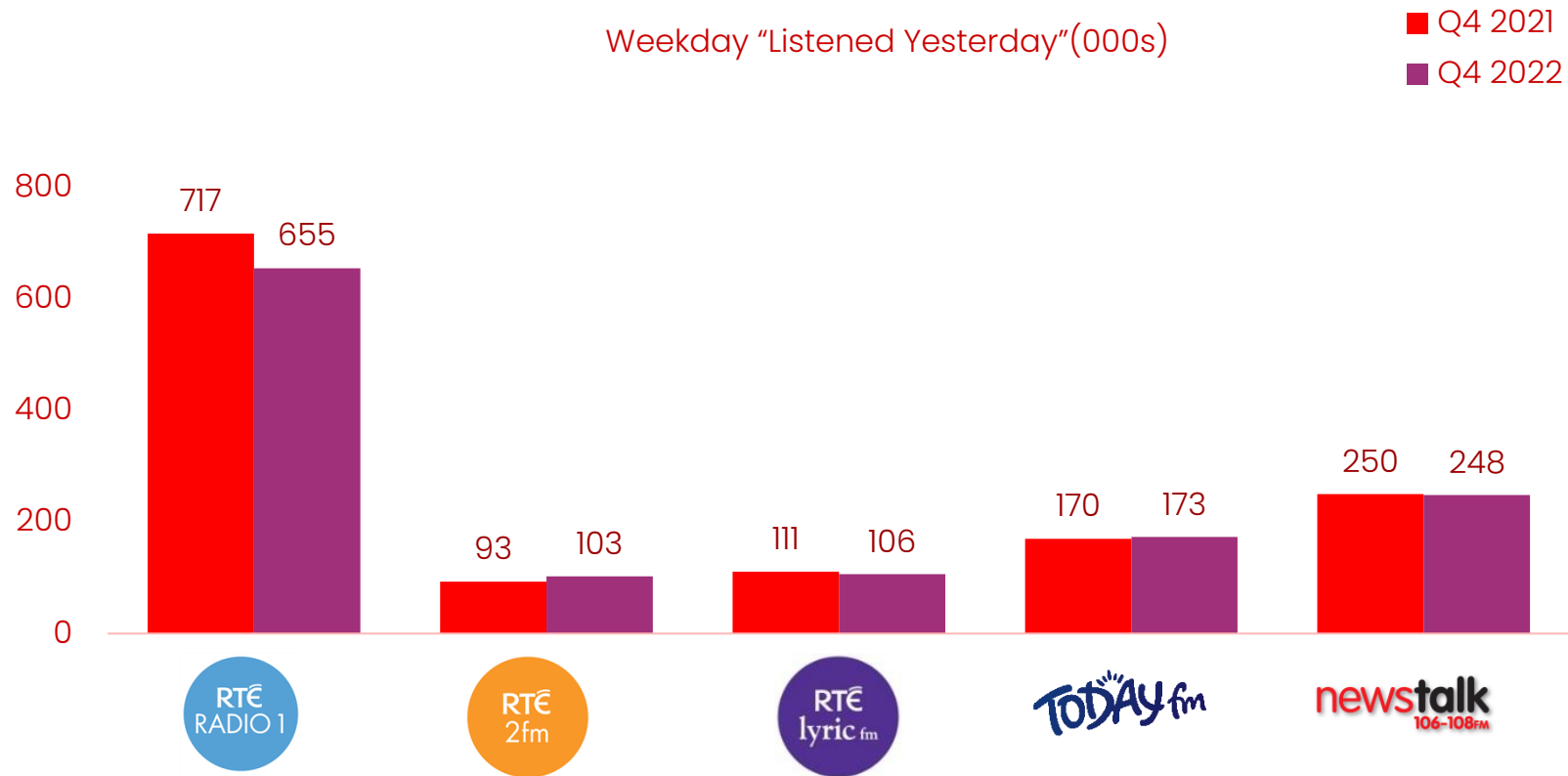
JNLR 2022/4 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National 35+: Not surprisingly given the overall downward trend for radio 1, it's down 55,000 while other stations stayed steady.



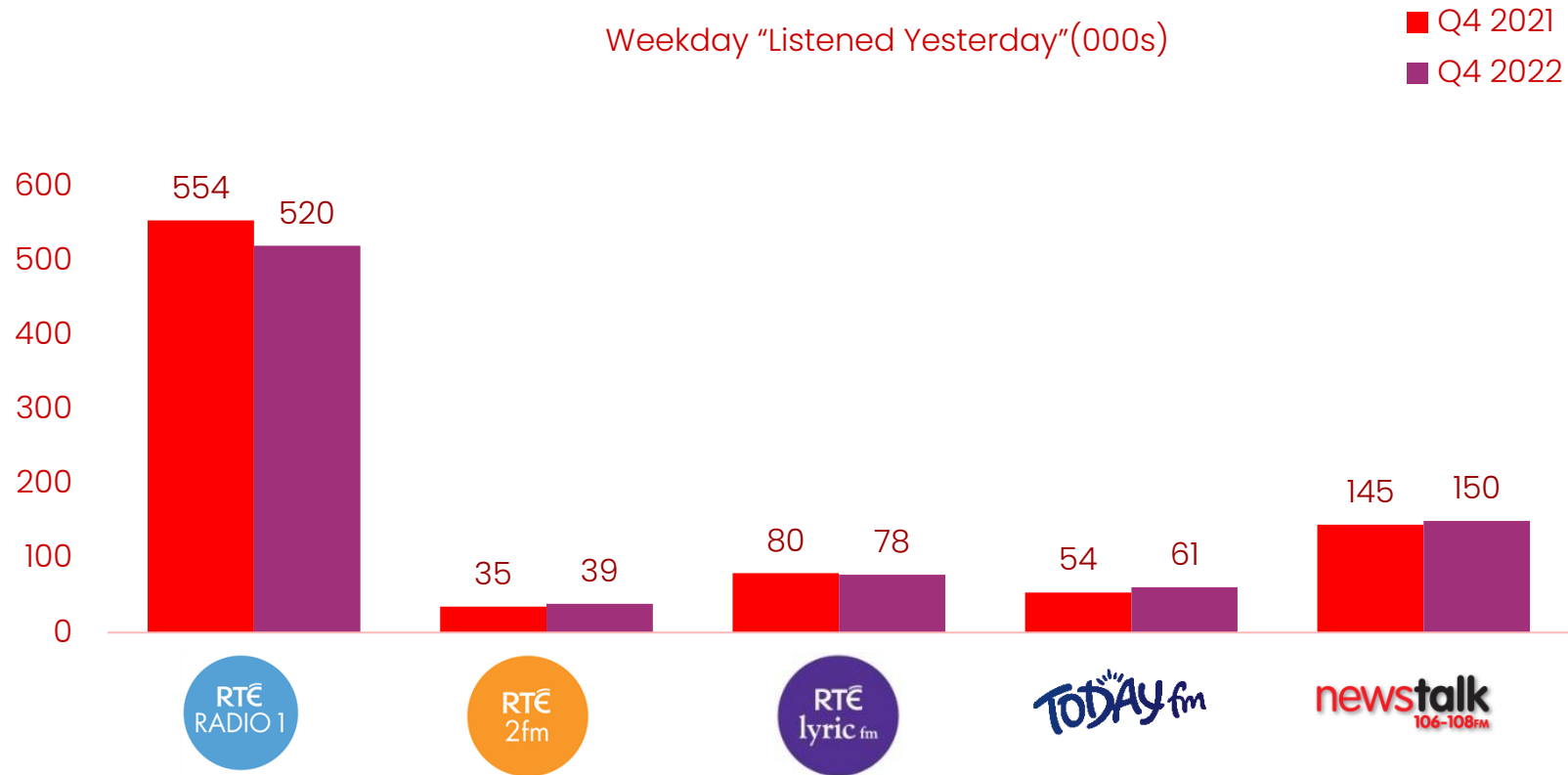
JNLR 2022/4 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National 45+: RTE 1 dropped for 45+ by 62,000 YOY, while the rest of the stations stayed steady



JNLR 2022/4 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National 55+: RTE overall has seen a drop YOY and this is the same for 55+ where we see a 34,000 decrease in listenership YOY, where other channels see small increases



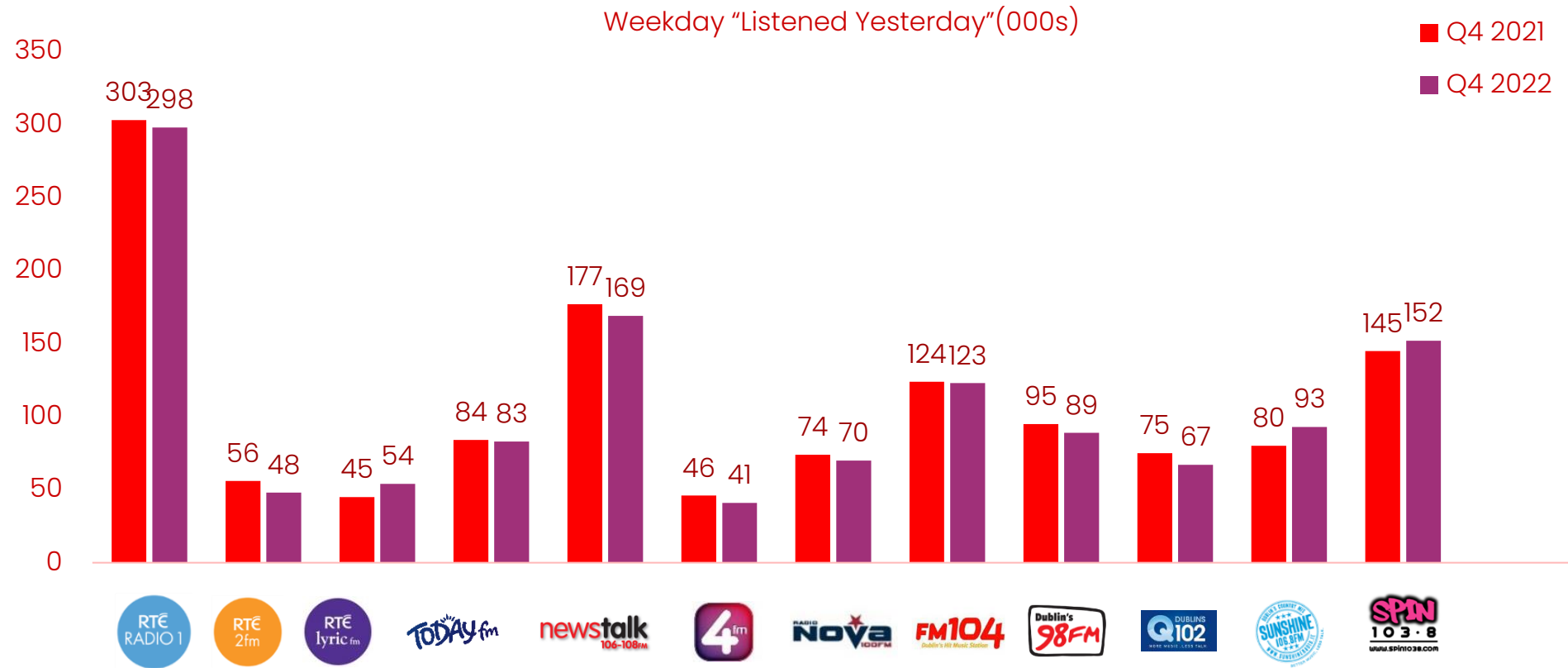
JNLR 2022/4 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin

Daily Reach Weekday

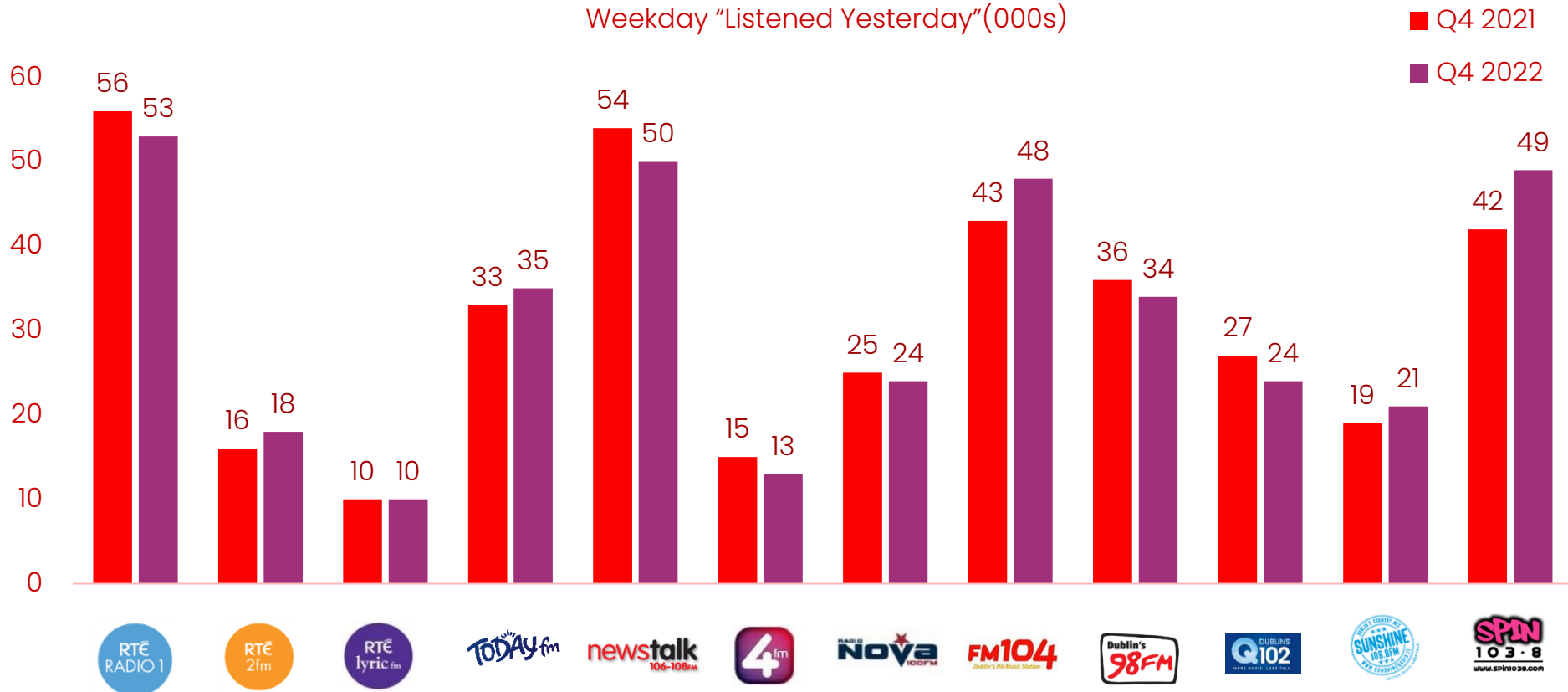


Dublin: Spin is the top local station in Dublin, but RTE 1 and Newstalk are most listened regardless of the small dip in both



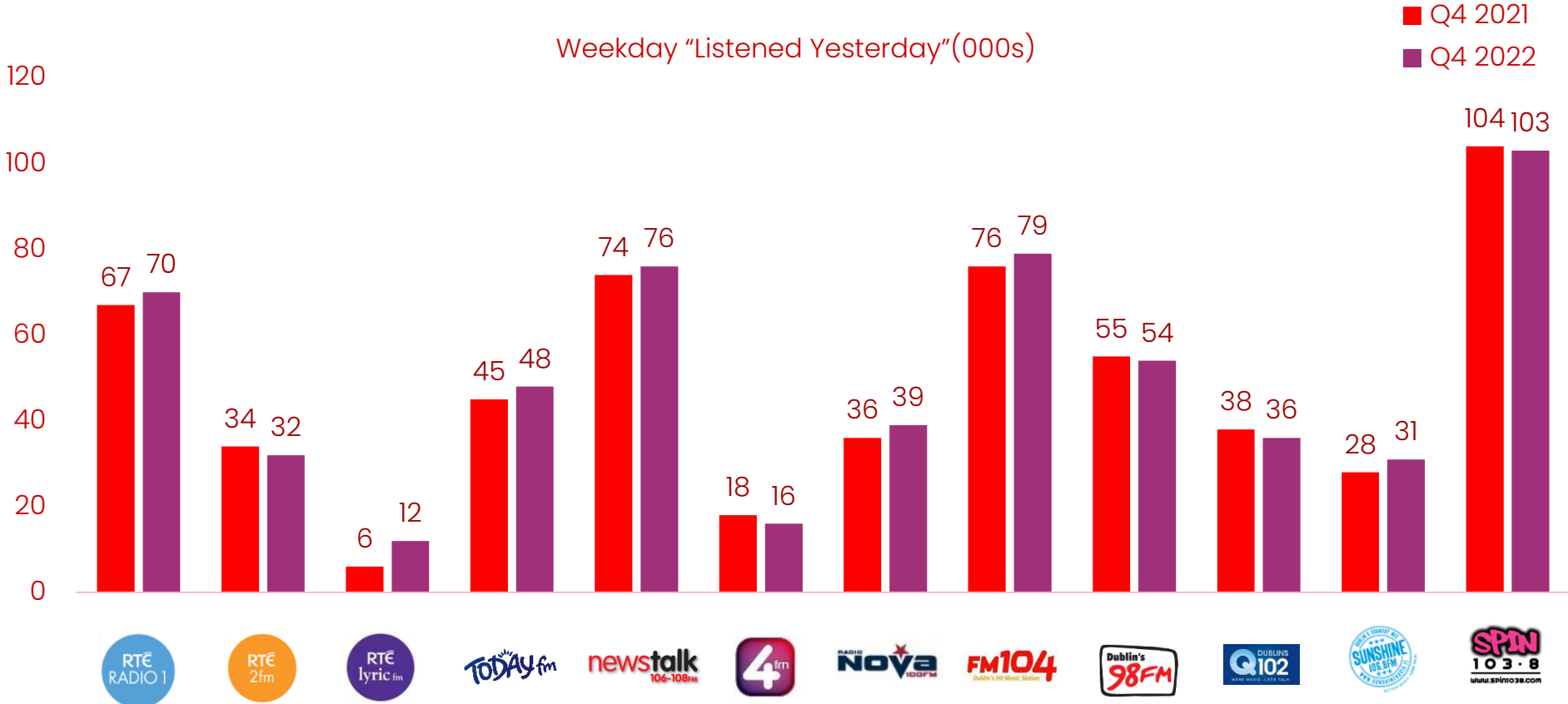
JNLR 2022/4 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin: HKWKS: FM104 and Spin has seen an increase in listenership, while overall most stations fell in listenership



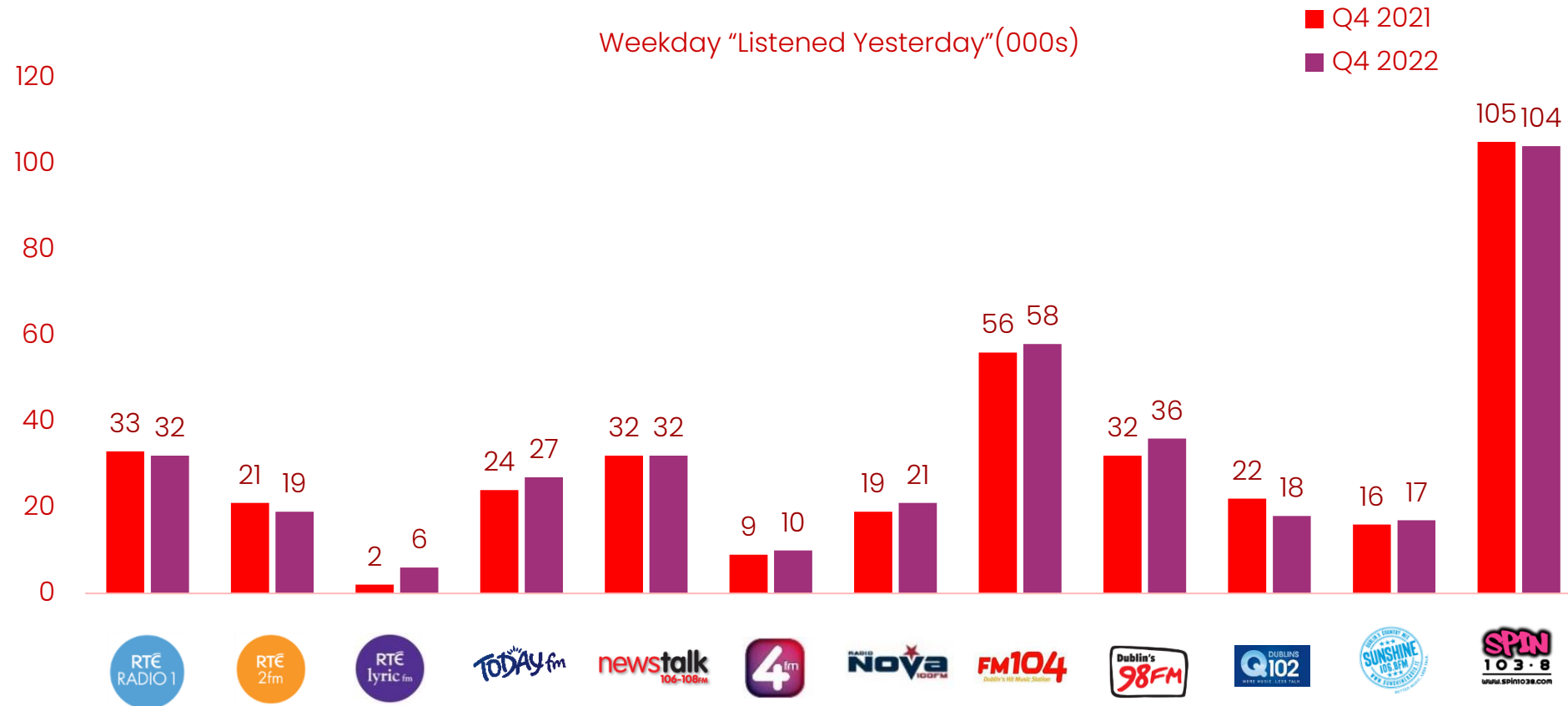
JNLR 2022/4 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin: 20-44s: Most stations are steady YOY



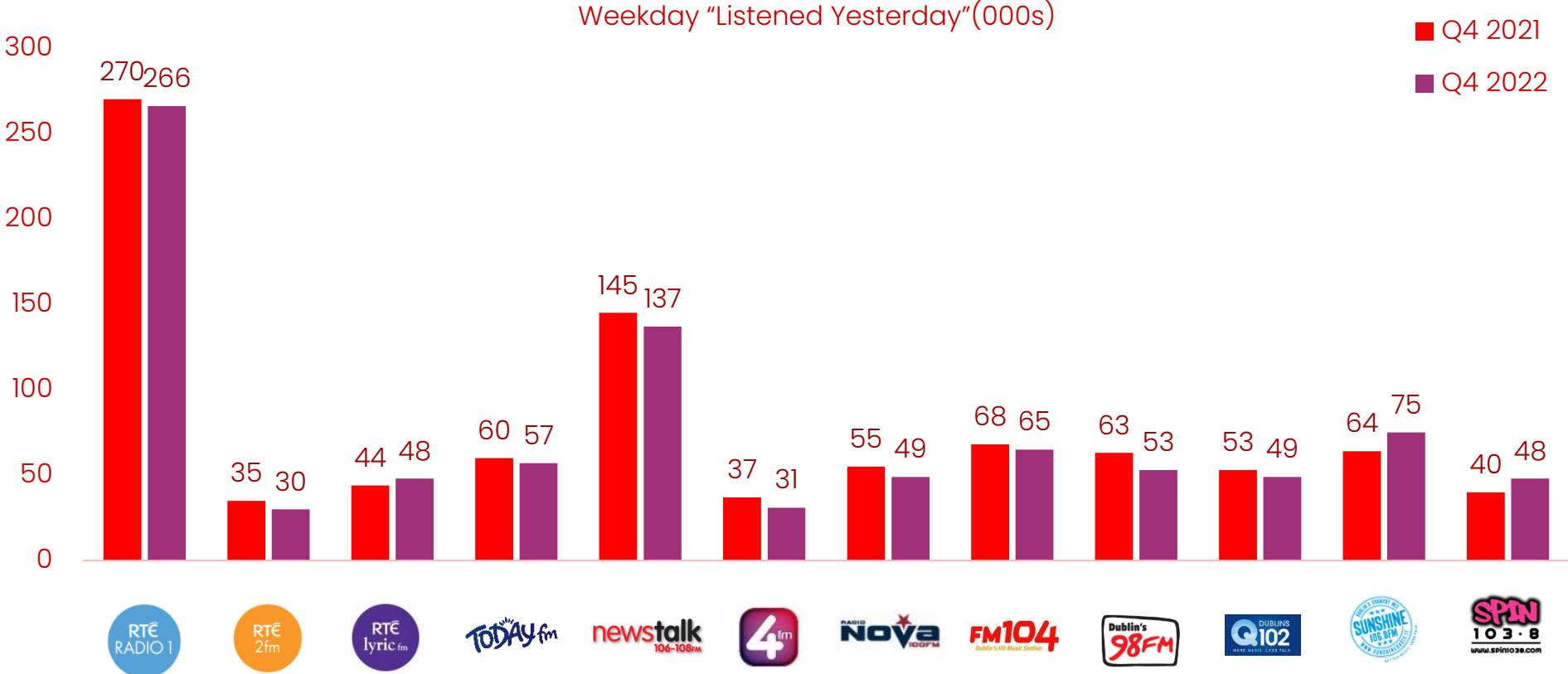
JNLR 2022/4 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

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



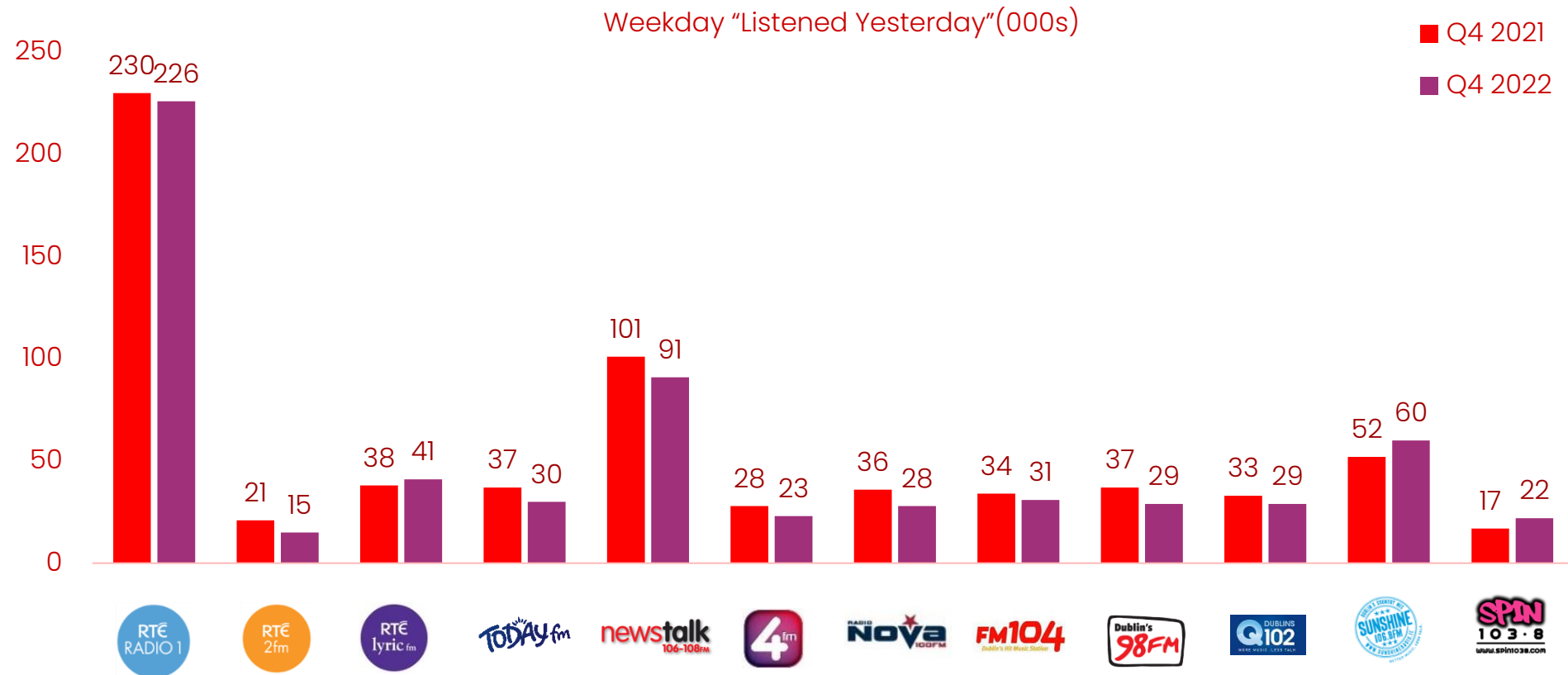
JNLR 2022/4 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin 35+: small changes yoy with RTE 1 and Newstalk with the most listeners



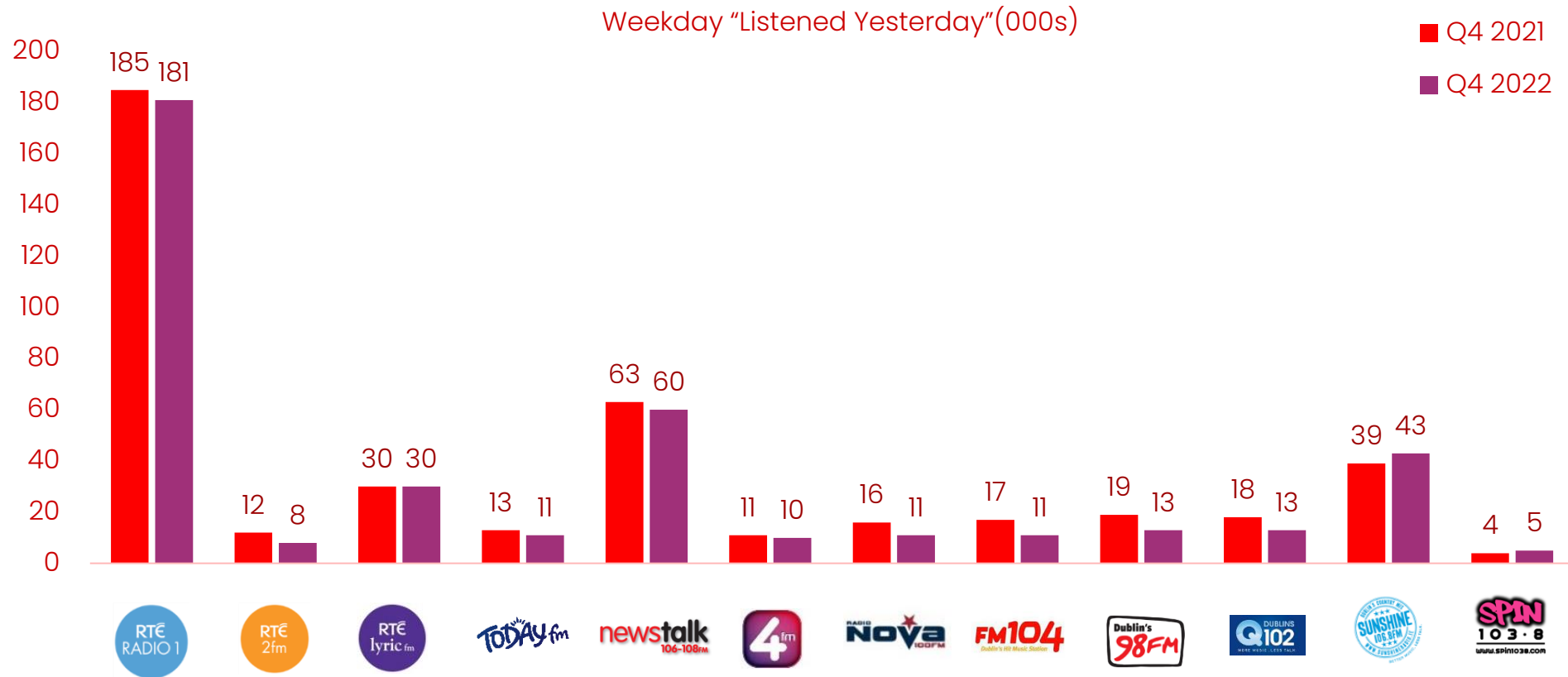
JNLR 2022/4 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

45+: Sunshine is the top local station in Dublin, while most have slightly decreased in listenership



JNLR 2022/4 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

55+: Steady listenership YOY with some drops in RTE 1 and Newstalk, while Sunshine increased slightly



JNLR 2022/4 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

CORK

Daily Reach Weekday



CONTROL (PUSH)



A / 8



CONTROL (PUSH)



3 / 7

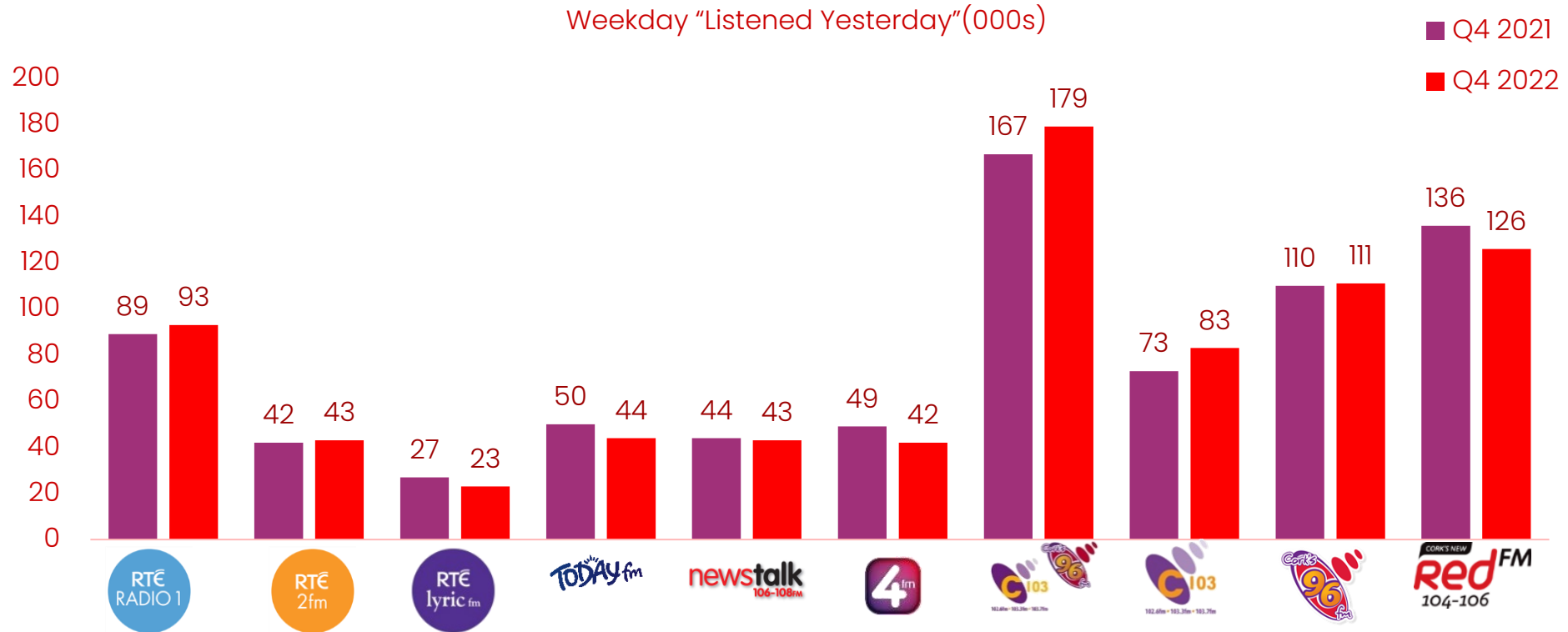


CONTROL (PUSH)



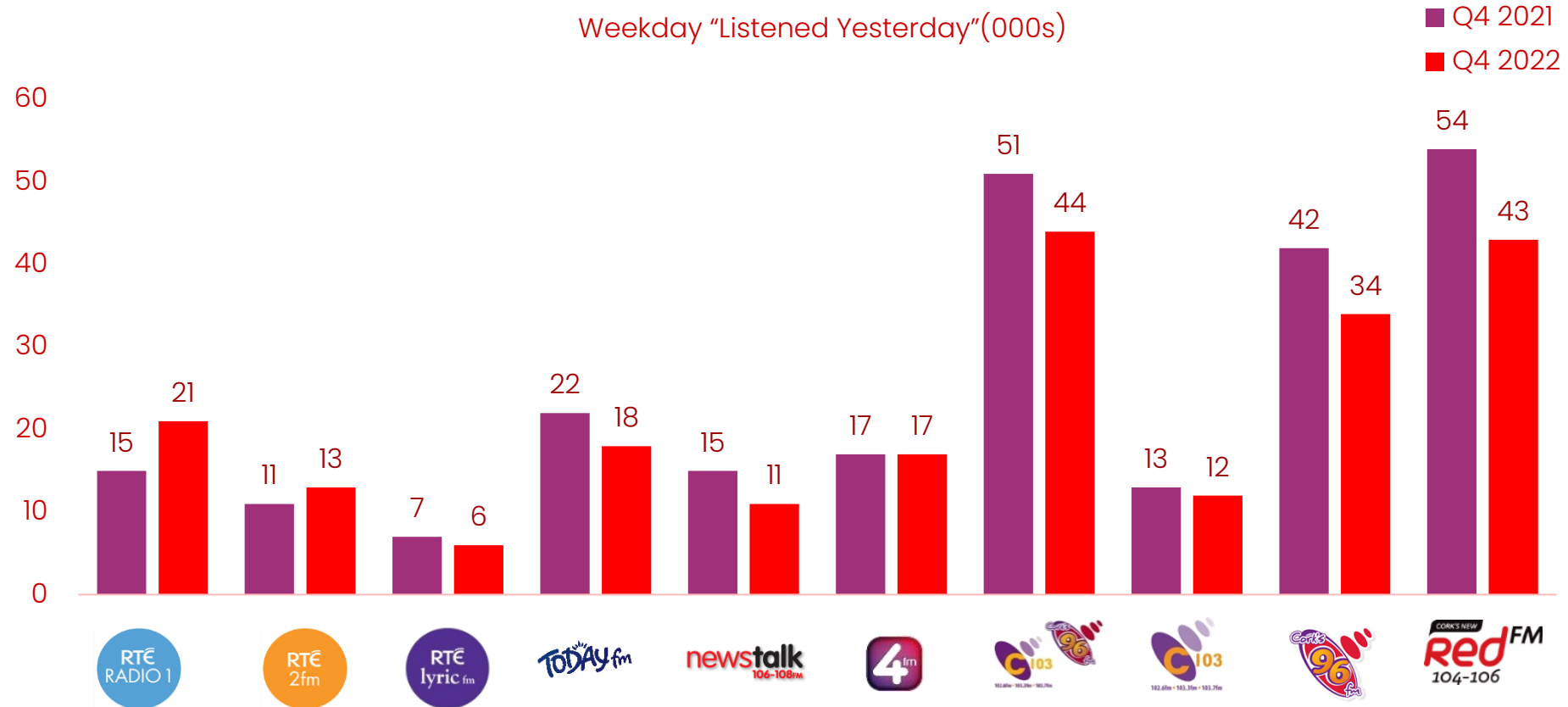
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Cork: All adults: CORK'S 96/C103 leads in Cork, up 12,000 YOY, while CORK'S Red FM is down 10,000 YOY.



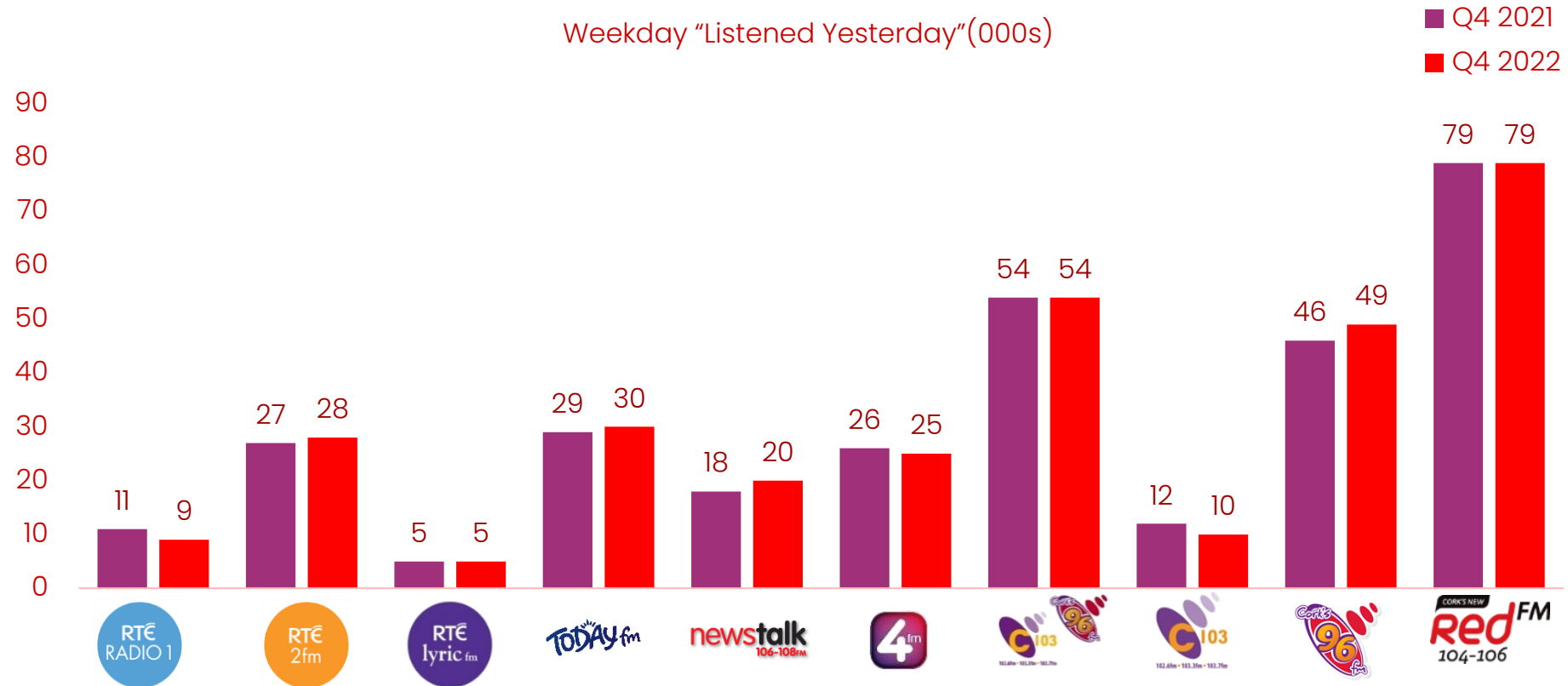
JNLR 2022/4 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: HKWKS: Red FM suffered significant losses in this cohort, down 11,000 and Cork 96 dropped by 8,000 YOY.



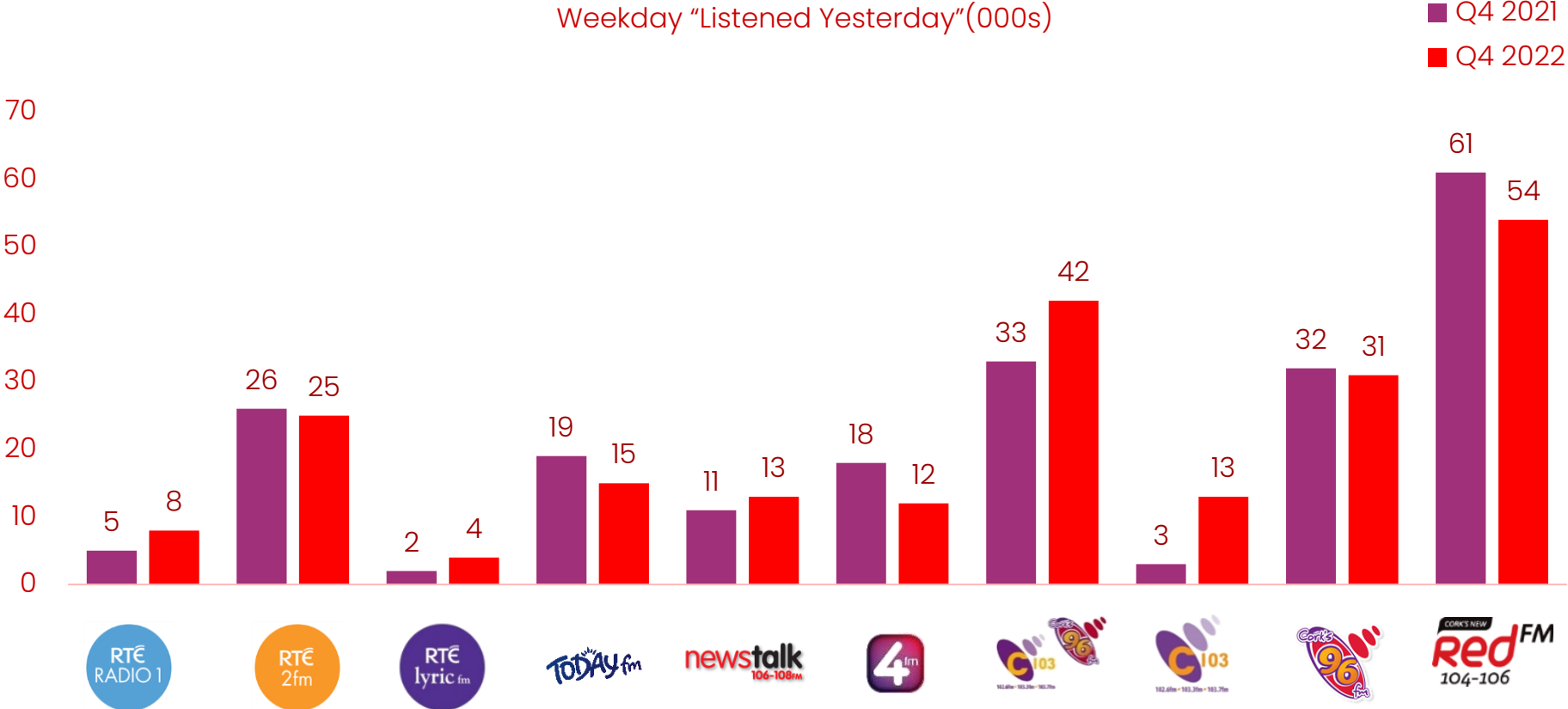
JNLR 2022/4 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: 20-44: All stations are seeing a steady listenership YOY with this cohort



JNLR 2022/4 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

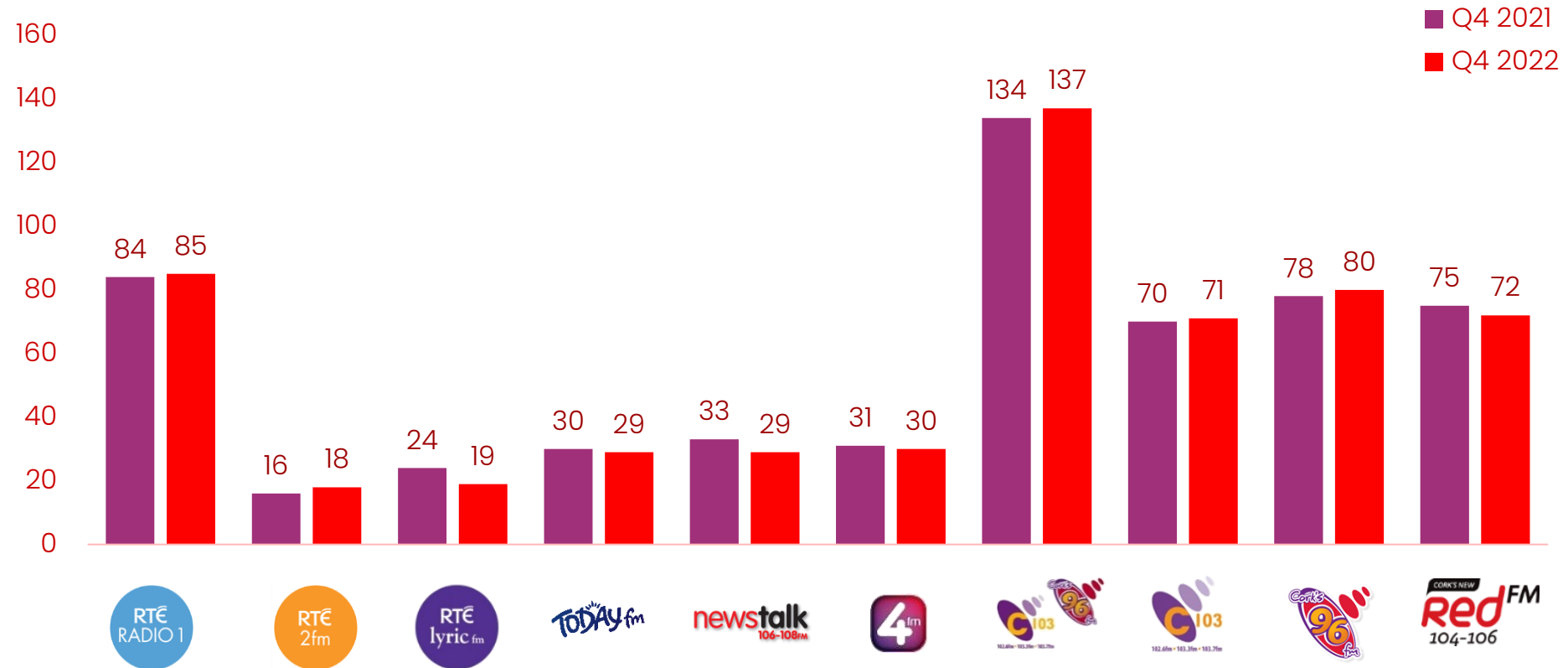


JNLR 2022/4 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: 35+: Among the 35+ cohort local cork stations had a strong year, the rest staying steady YOY



Weekday "Listened Yesterday"(000s)

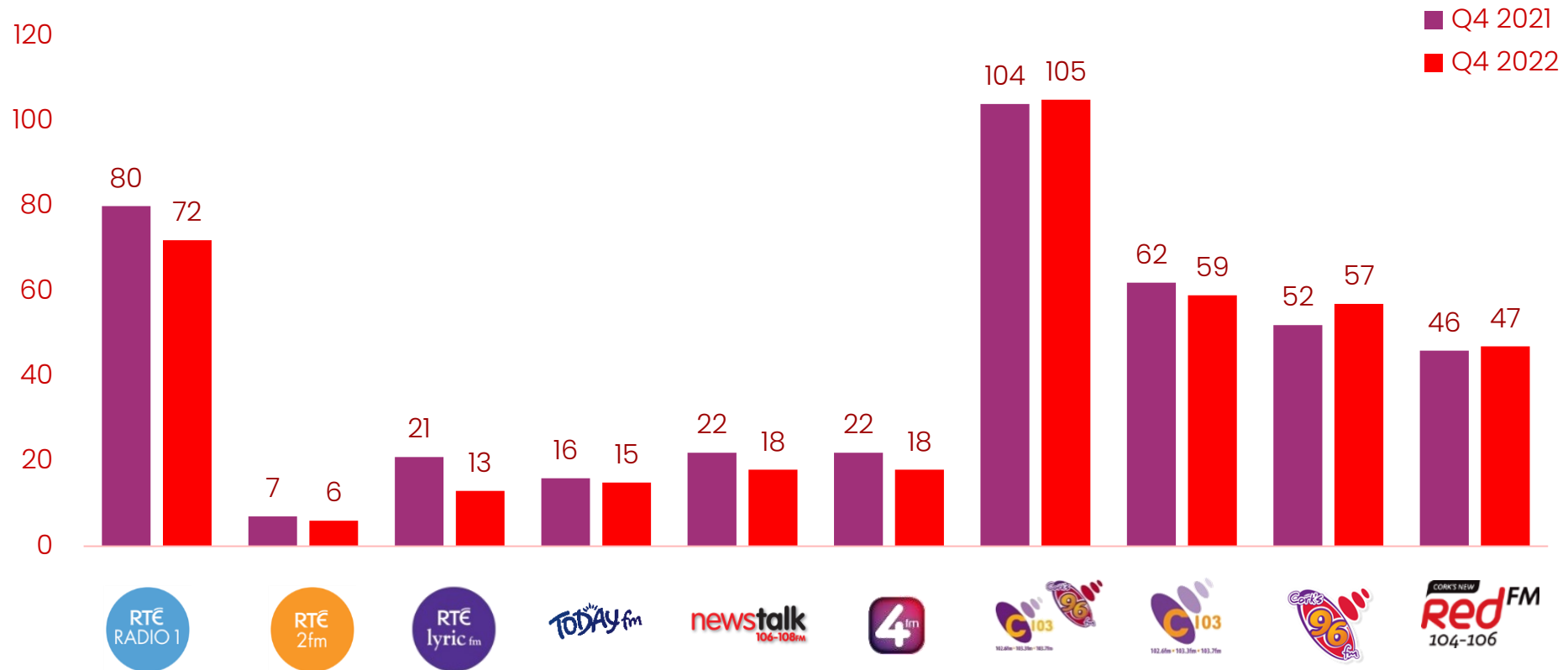


JNLR 2022/4 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: 45+: With smaller increases and drops, most stations are seeing a steady listenership YOY



Weekday "Listened Yesterday"(000s)



JNLR 2022/4 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"