

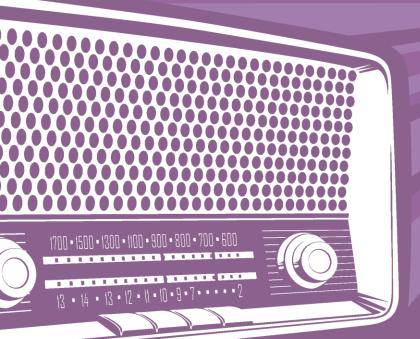






### JNLR Radio Listenership

Sales House Report Oct '22 to Sept '23



#### NOTE TO THE READER ...



The following charts outline Weekly Reach and 7am-7pm (PT) share for October '22 to September '23 (2023-3), across key demographics. Reach data is compared to the report published in November 2022 (2022-3).

This report is based on the 12-month period October 2022 to September 2023.

#### **Definitions:**

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

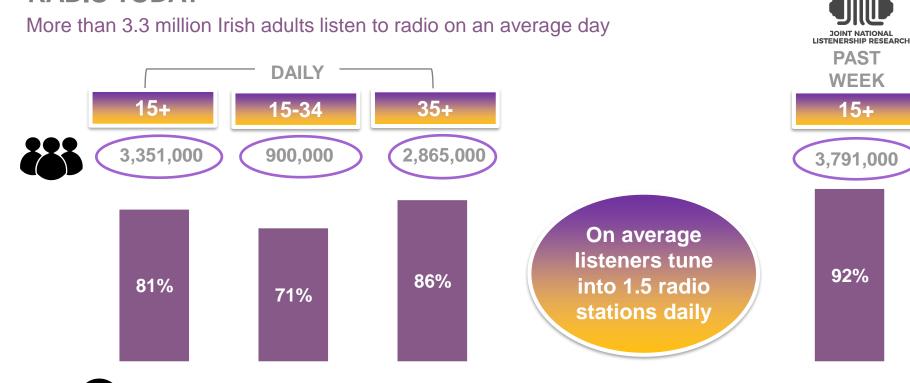
**Universe estimates and sample size** – refer to 2023-3 data.

**See Appendix for Sales house composition** 





#### **RADIO TODAY**



265

Source: JNLR Sales House -Weekly Reach





Av. Mins\*

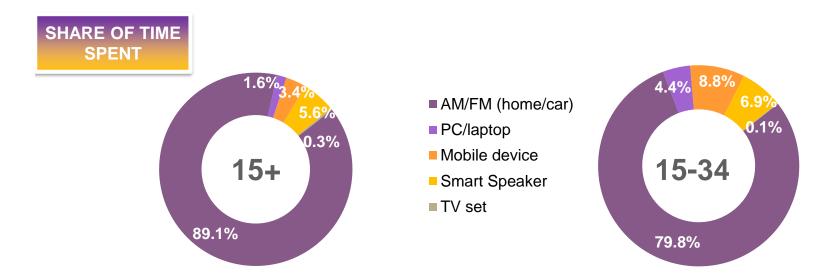
186

<sup>\*</sup> Average time spent among listeners 7am-midnight

#### RADIO TODAY

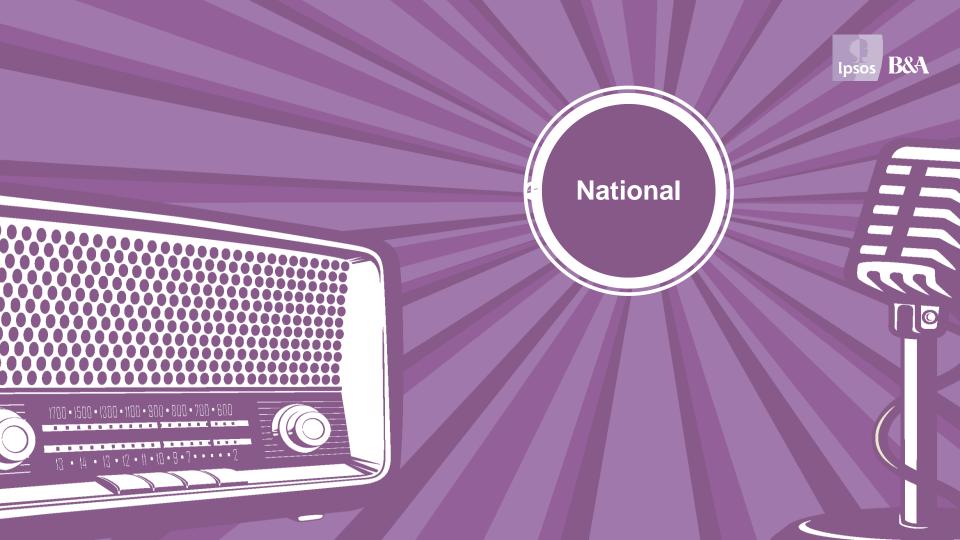


While most listening happens on the AM/FM radio, more than 540,000 listen daily on non-FM platforms





Source: JNLR/MediaStar Platform Data 2023-3



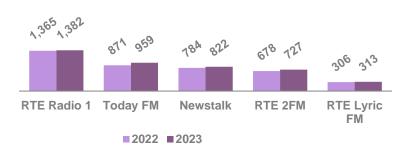
#### WEEKLY REACH - NATIONAL & NATIONAL SALES HOUSES

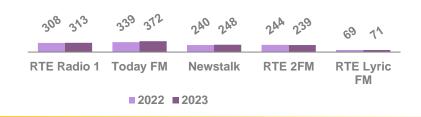


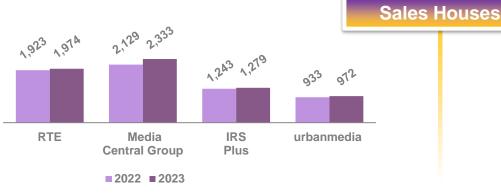
All Adults 000's

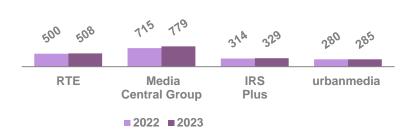
**National Stations** 

**HKWK 000's** 









Universe: 4,137 Sample: 12,453

Universe: 1,144 Sample: 3,551



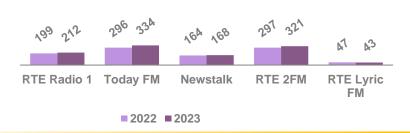
#### WEEKLY REACH - NATIONAL & NATIONAL SALES HOUSES

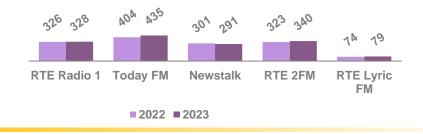


15-34 000's

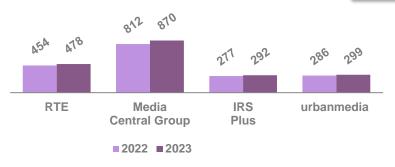
**National Stations** 

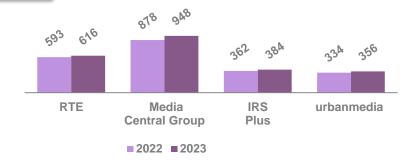
25-44 000's





#### **Sales Houses**





Universe: 1,272 Sample: 3,794 Universe: 1,423 Sample: 4,452



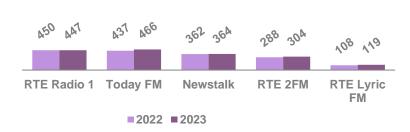
#### WEEKLY REACH - NATIONAL & NATIONAL SALES HOUSES

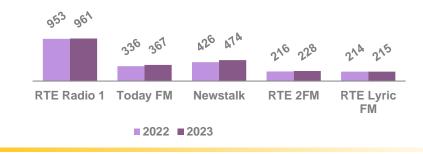


35-54 000's

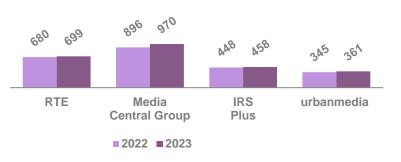
**National Stations** 

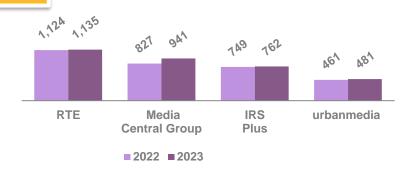
45+ 000's





#### **Sales Houses**



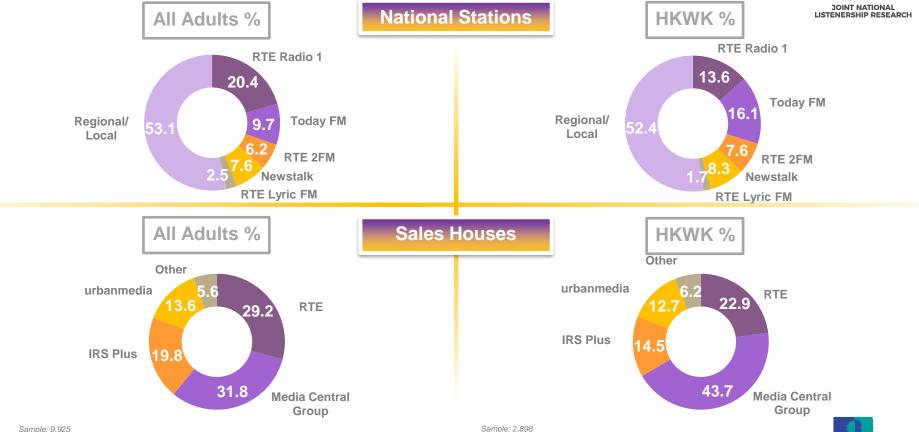


Universe: 1,508 Sample: 4,377 Universe: 2,070 Sample: 6,223



#### PT MARKET SHARE NATIONAL & SALES HOUSES



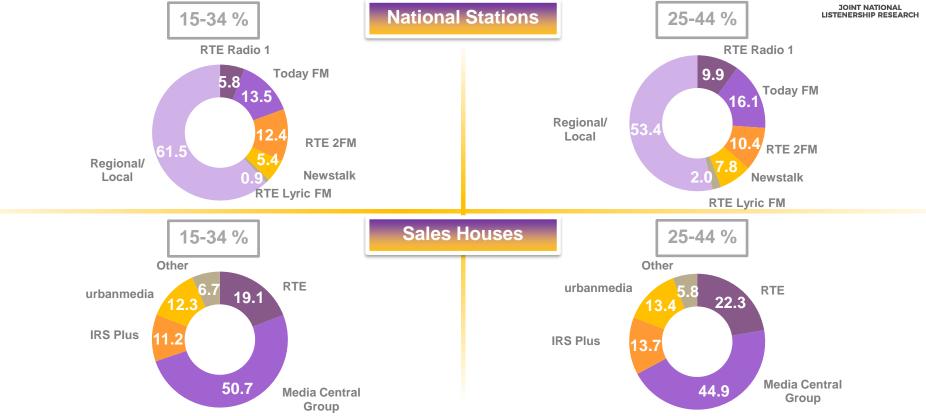


Sample: 9,925



#### PT MARKET SHARE NATIONAL & SALES HOUSES



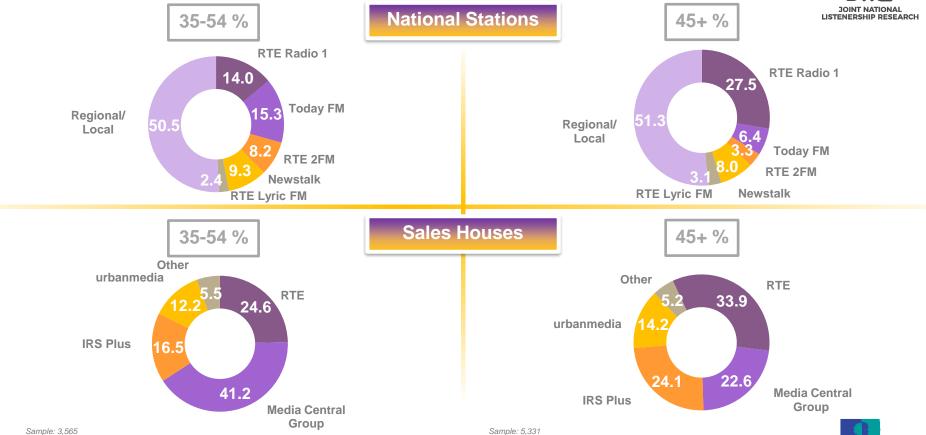


Sample: 2,638 Sample: 3,441



#### PT MARKET SHARE NATIONAL & SALES HOUSES



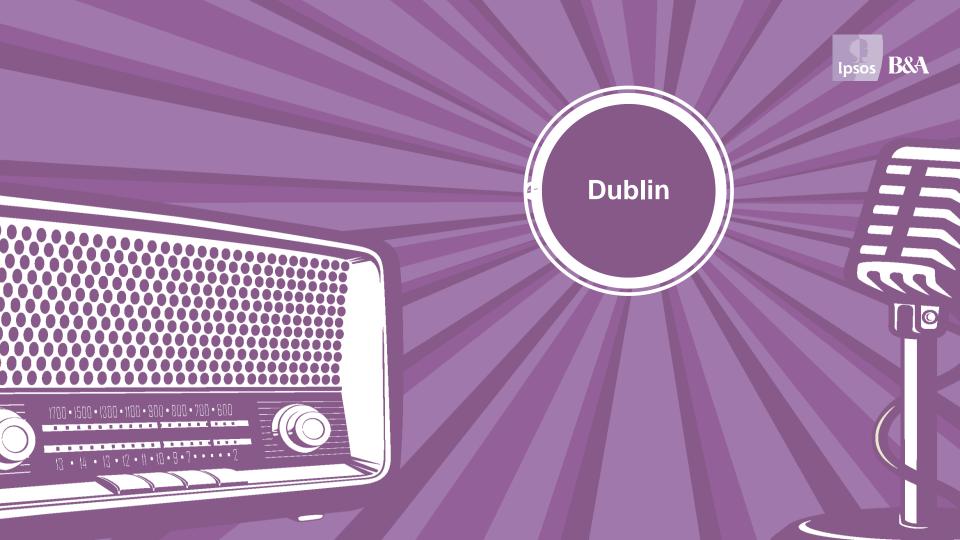


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JNLR Sales House Report - 2023-3

\* Media Central Group 2023 now includes Red FM





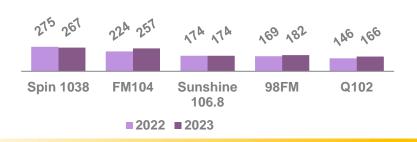
#### WEEKLY REACH - DUBLIN & DUBLIN SALES HOUSES

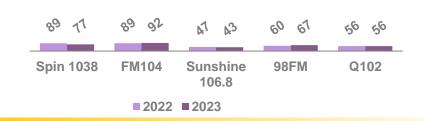


All Adults 000's

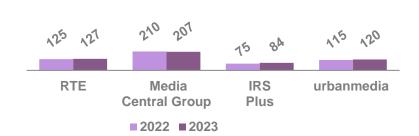
**Dublin Stations** 

**HKWK 000's** 





# Sales Houses Sales Houses Sales Houses Fig. 18 RTE Media Central Group Plus Plus



Universe: 1,189 Sample: 2,981 Universe: 316 Sample: 784



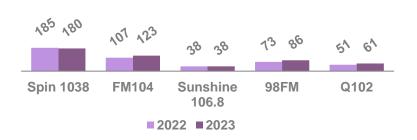
#### WEEKLY REACH - DUBLIN & DUBLIN SALES HOUSES

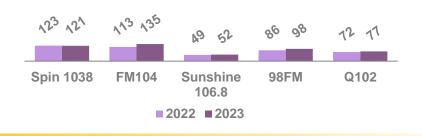


15-34 000's

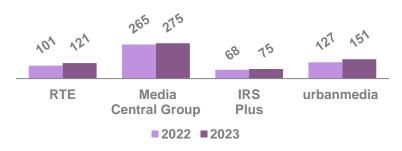
**Dublin Stations** 

25-44 000's





#### **Sales Houses**



RTE Media IRS urbanmedia
Central Group Plus

291 292

Universe: 467 Sample: 1,135

Universe: 414 Sample: 938

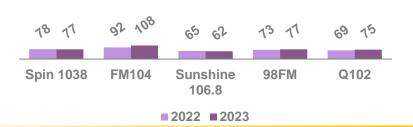
#### WEEKLY REACH - DUBLIN & DUBLIN SALES HOUSES

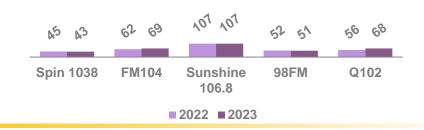


35-54 000's

**Dublin Stations** 

45+ 000's

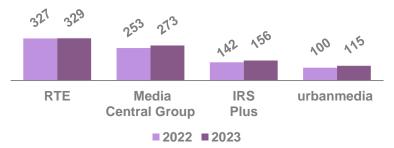




#### **Sales Houses**



Universe: 535 Sample: 1,406

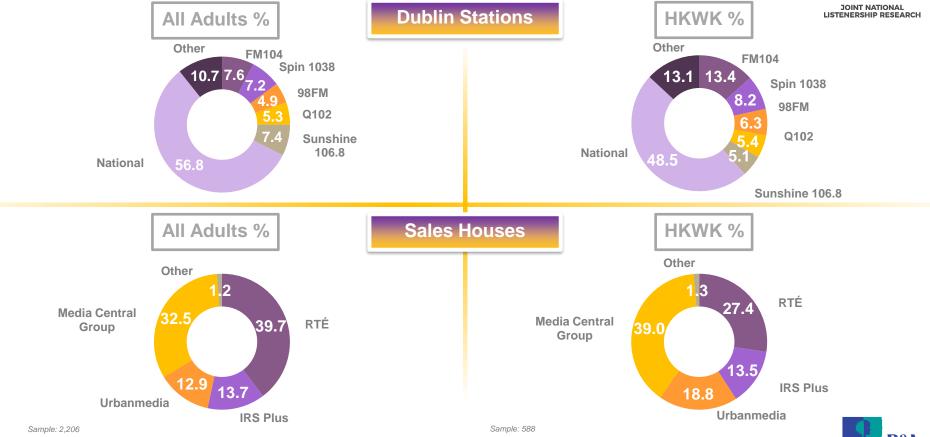




Universe: 432 Sample: 1,072

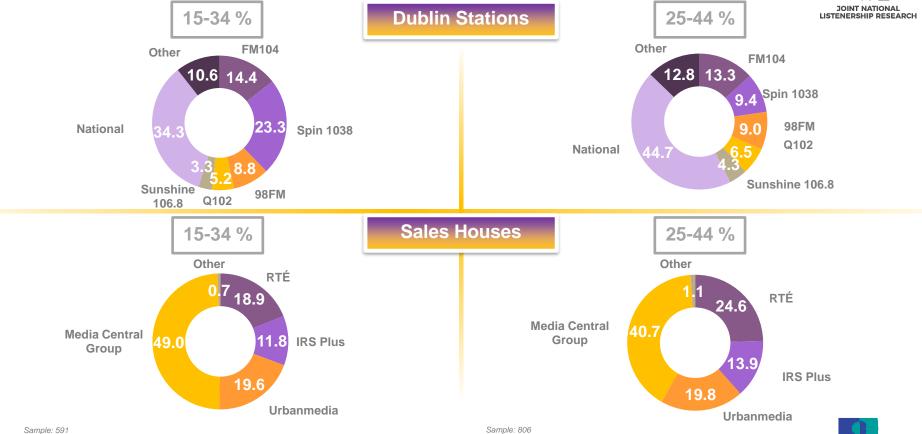
#### PT MARKET SHARE DUBLIN & SALES HOUSES





#### PT MARKET SHARE DUBLIN & SALES HOUSES



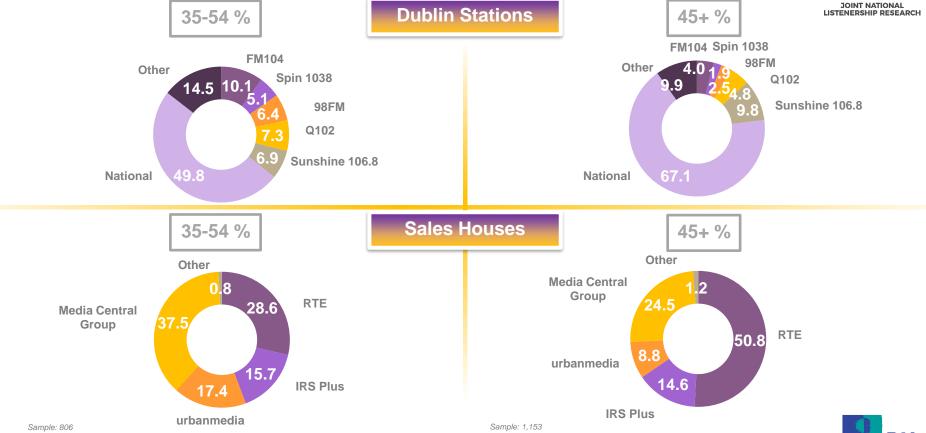


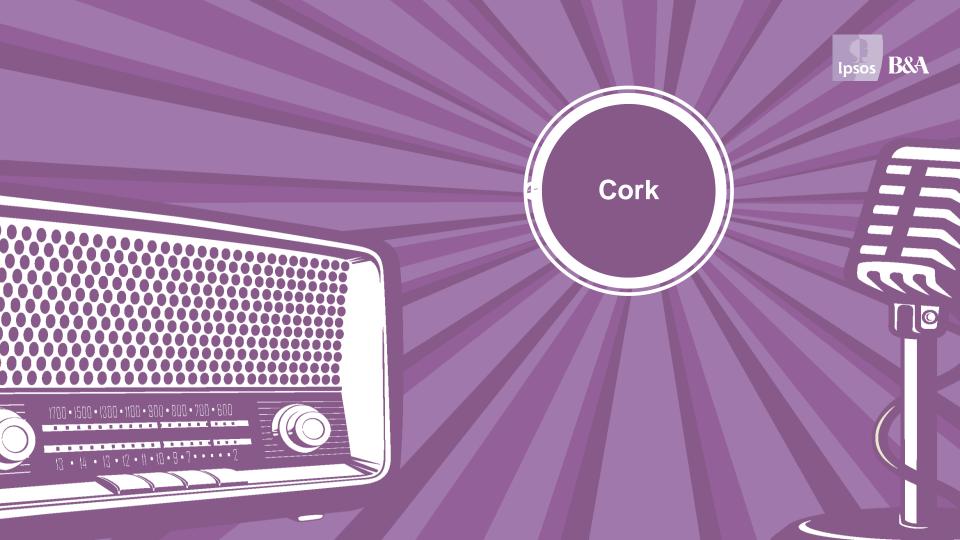
© 2023 Ipsos

Sample: 806

#### PT MARKET SHARE DUBLIN & SALES HOUSES

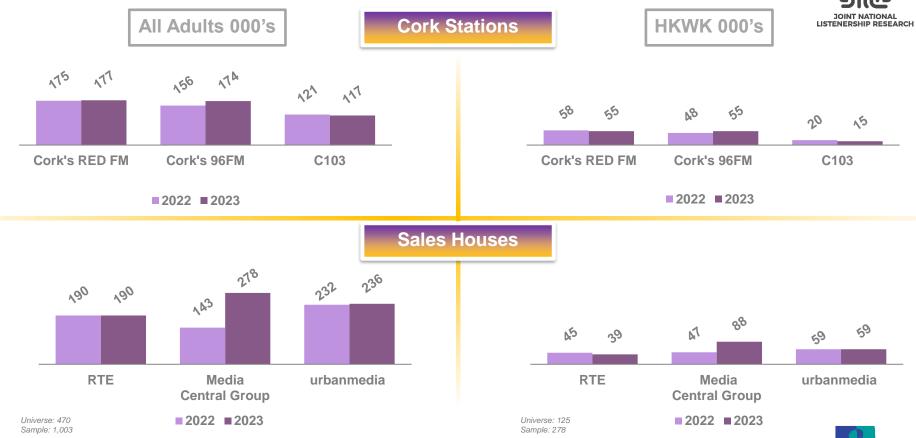






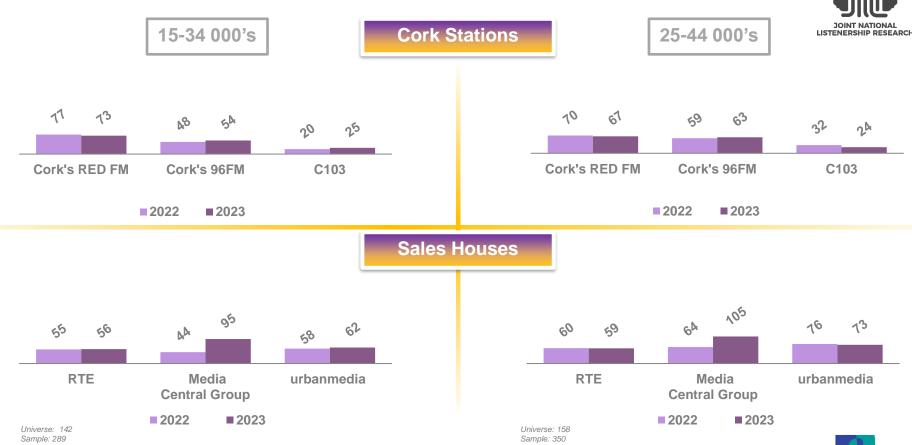
#### WEEKLY REACH - CORK & CORK SALES HOUSES





#### WEEKLY REACH - CORK & CORK SALES HOUSES

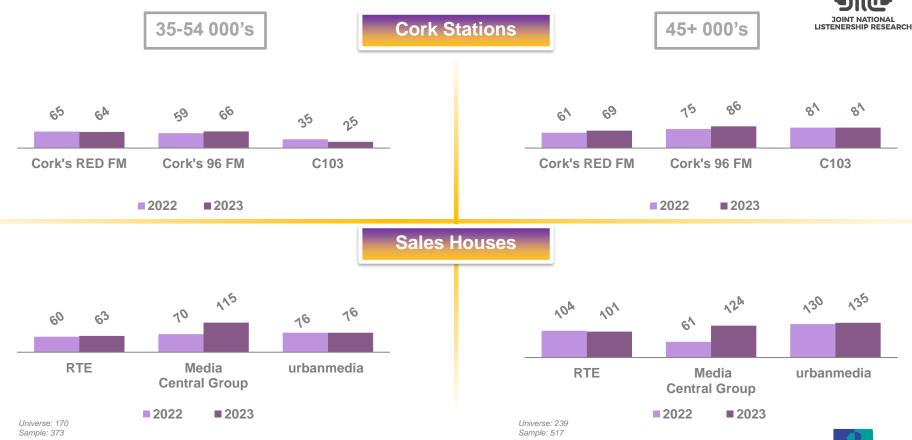






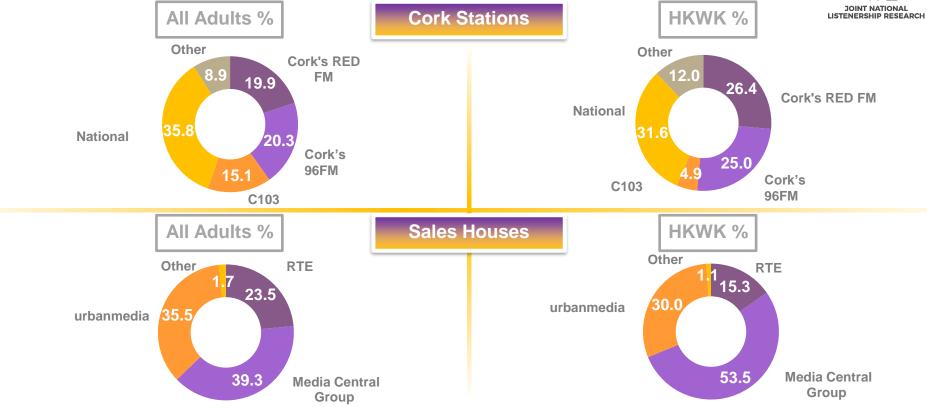
#### WEEKLY REACH - CORK & CORK SALES HOUSES





#### PT MARKET SHARE CORK & SALES HOUSES



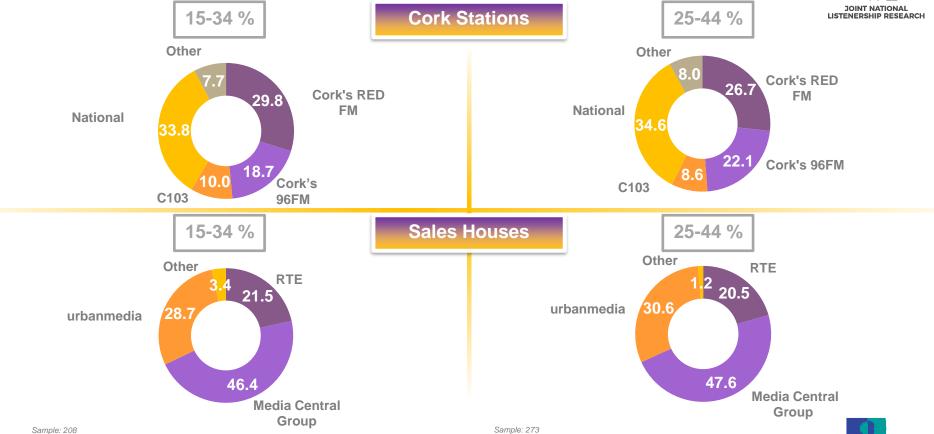


Sample: 803 Sample: 235



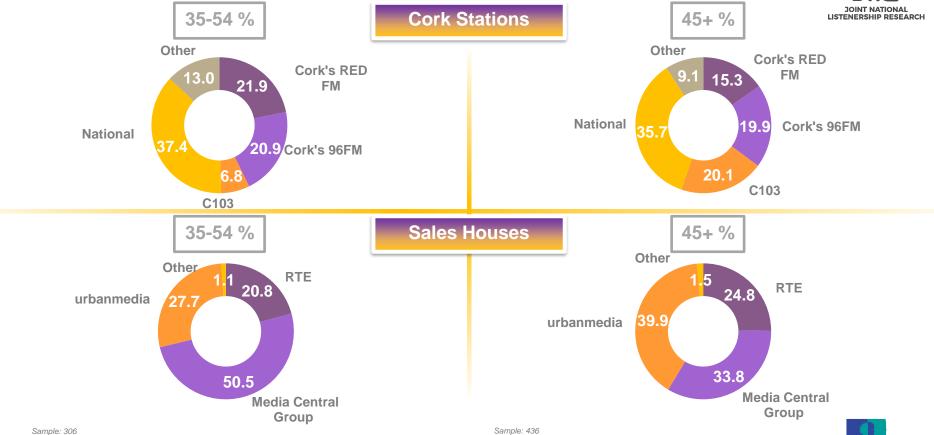
#### PT MARKET SHARE CORK & SALES HOUSES





#### PT MARKET SHARE CORK & SALES HOUSES



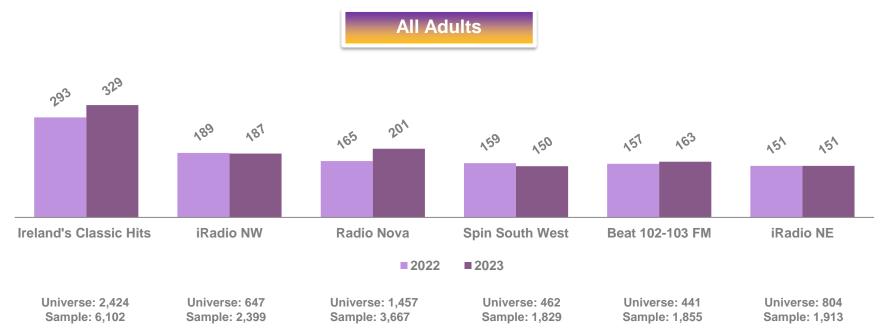


\* Media Central Group 2023 now Red FM



#### WEEKLY REACH - REGIONAL

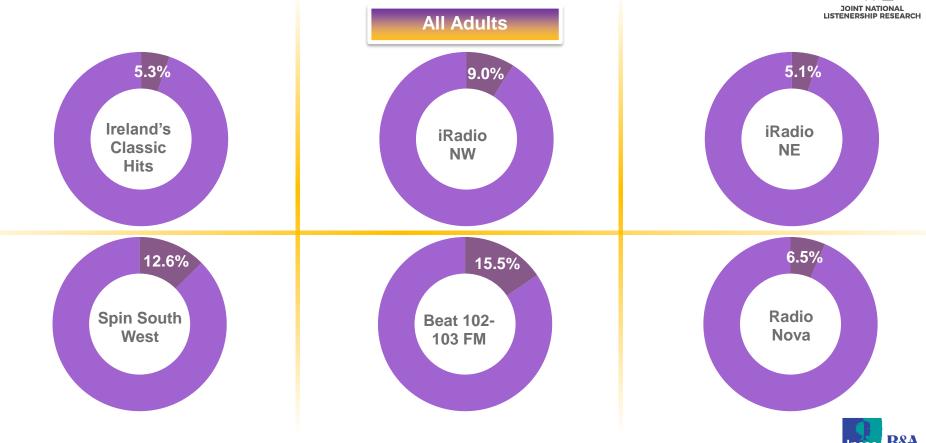






#### PT MARKET SHARE REGIONAL - 2023-3

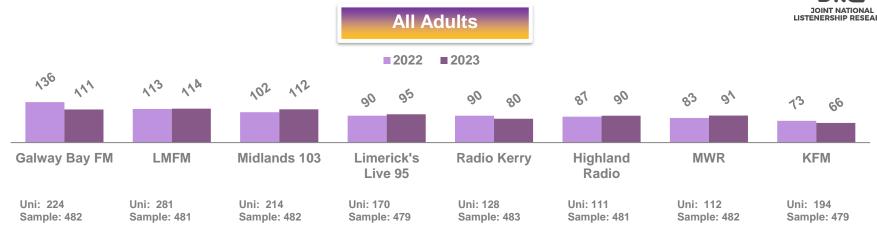


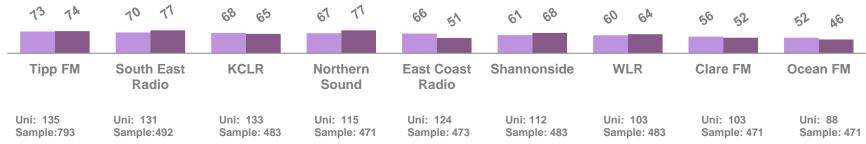




#### WEEKLY REACH - LOCAL AREAS

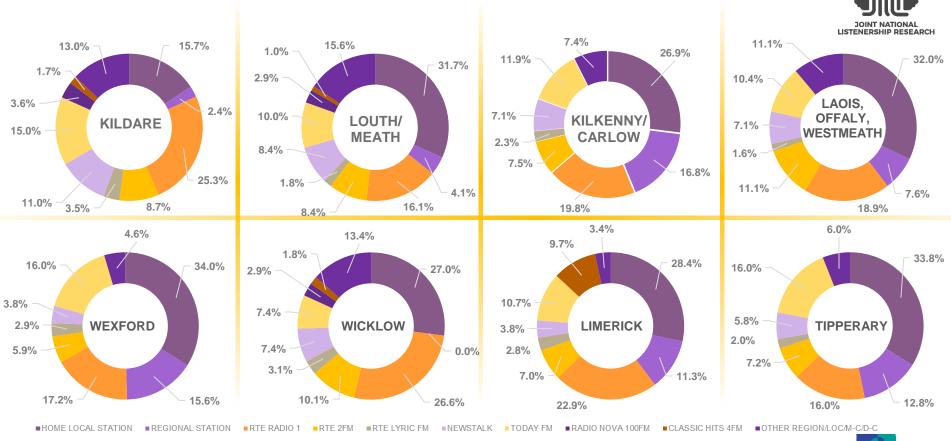






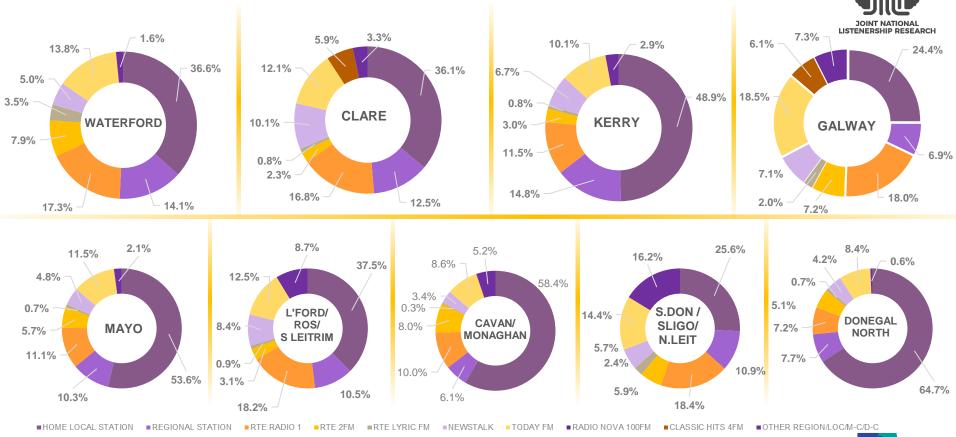


#### PT SHARE LOCAL AREAS - ALL ADULTS

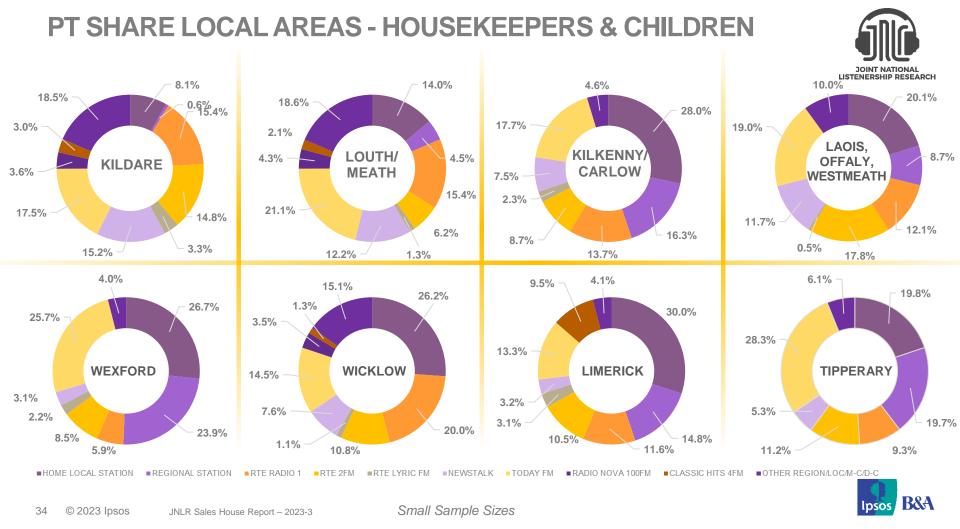


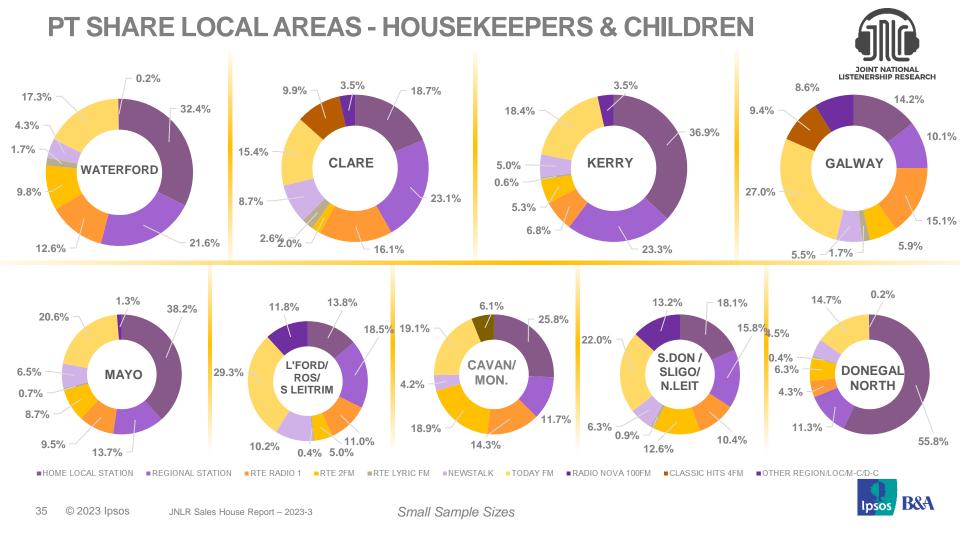


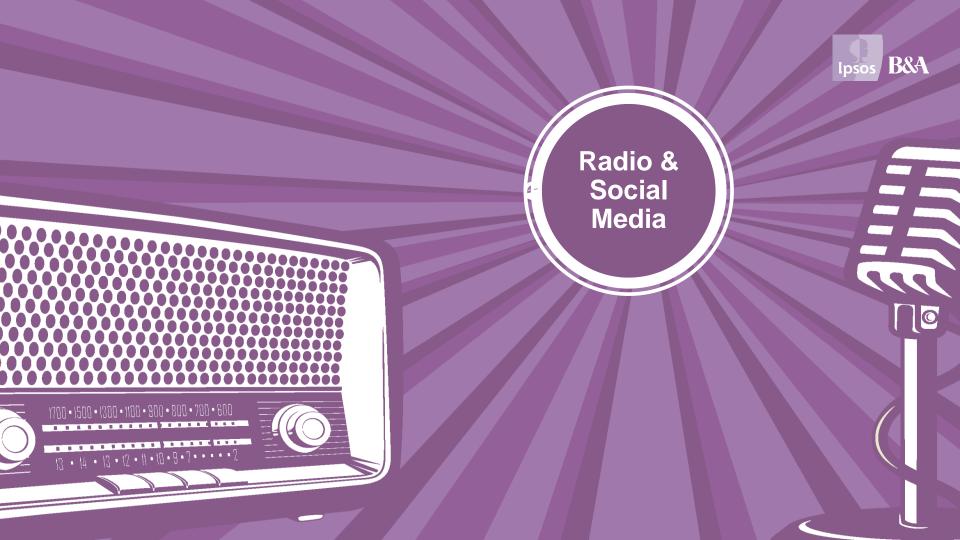
#### PT SHARE LOCAL AREAS - ALL ADULTS



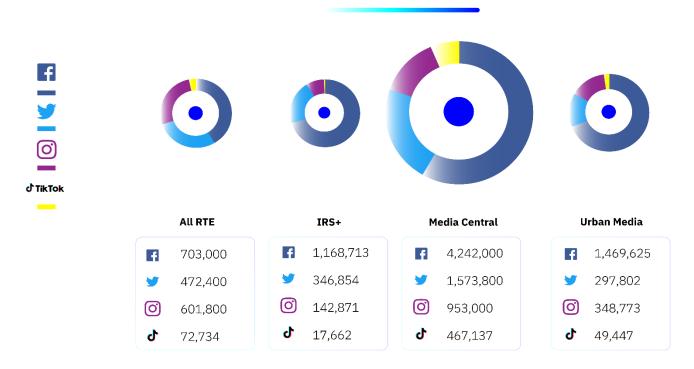








## Radio is the original Social Media. Irish Radio has over **12.9 Million** connections.





#### 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, Classic Hits Radio and Red FM.

#### **Urbanmedia**

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

