



07/03/2022

JNLR RESULTS Q4 2022

JNLR/IPSOS 2022-4

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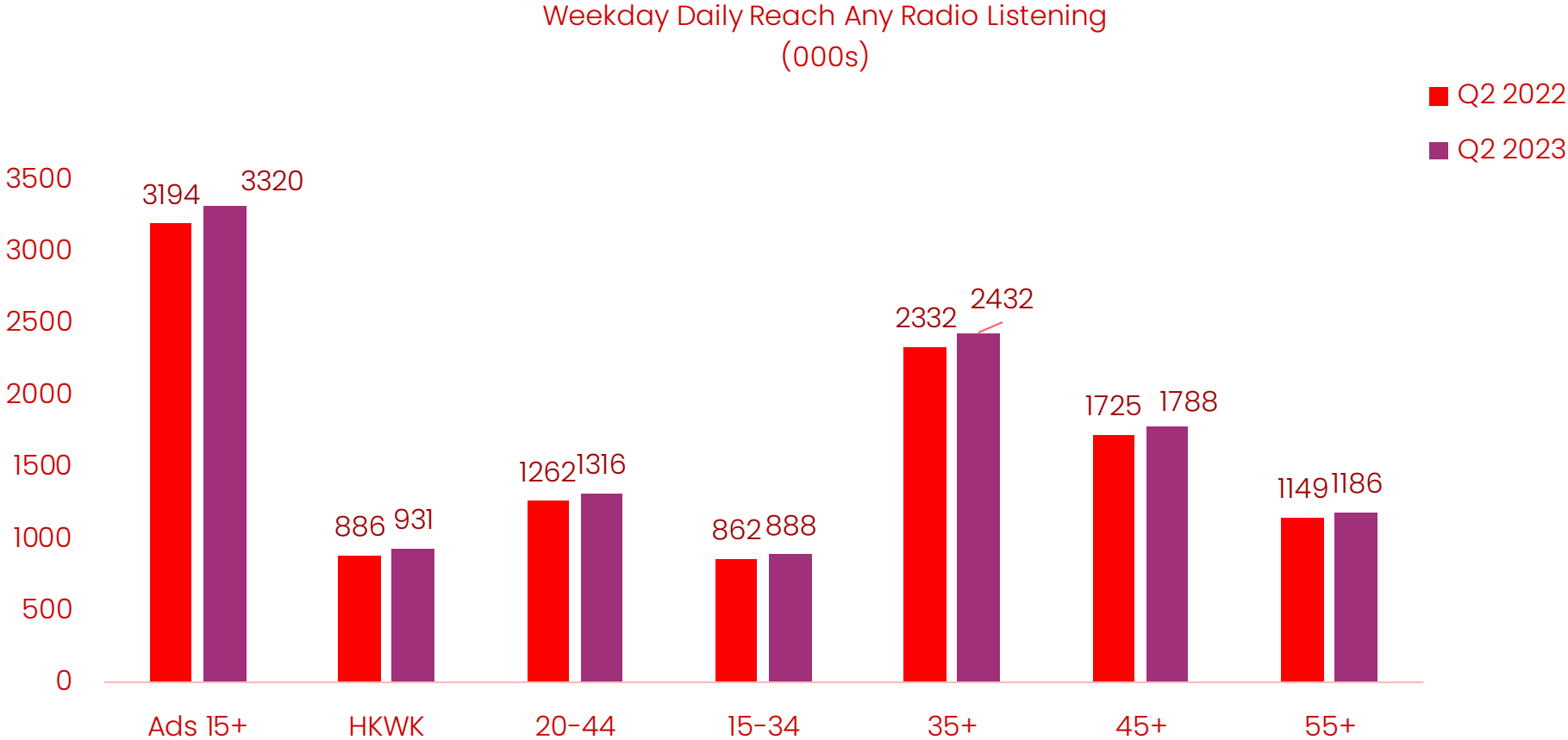


NATIONAL

Daily Reach Weekday

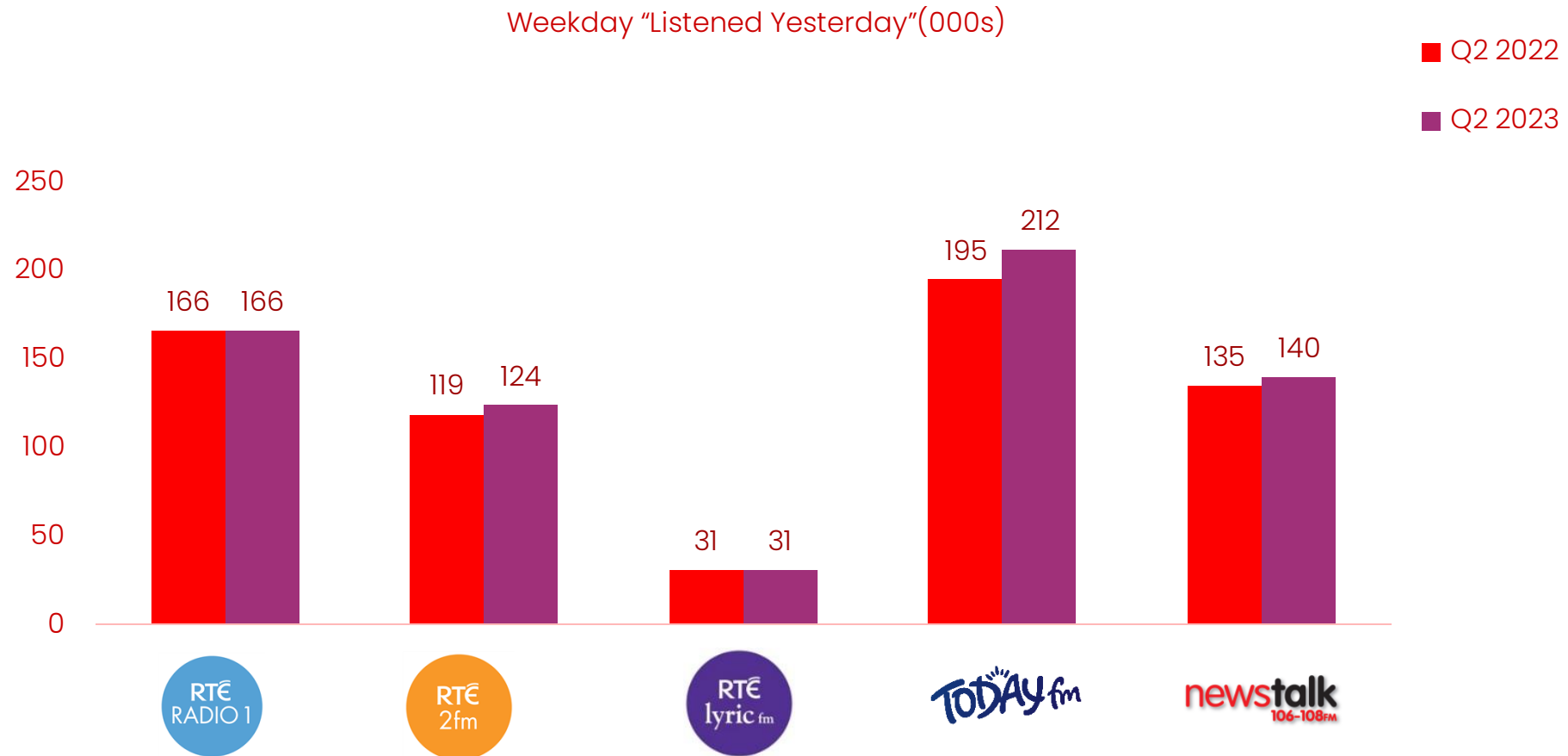
National:

3.3 million people tune into the radio everyday, equating to 80% of the population.



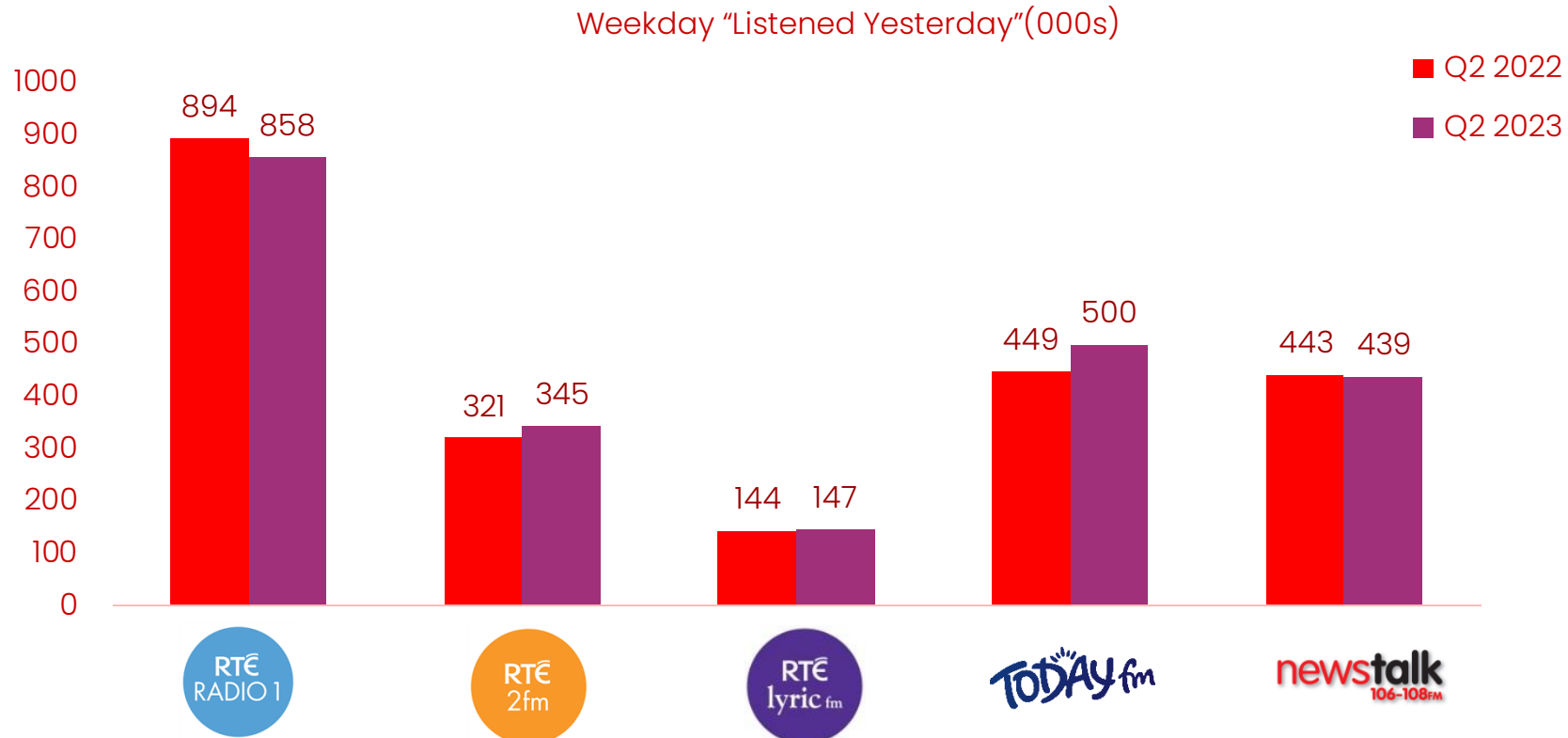
JNLR 2023/2 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National HKWK: : Today FM are the standout favourite station for HKWK, with Radio 1 in second place.



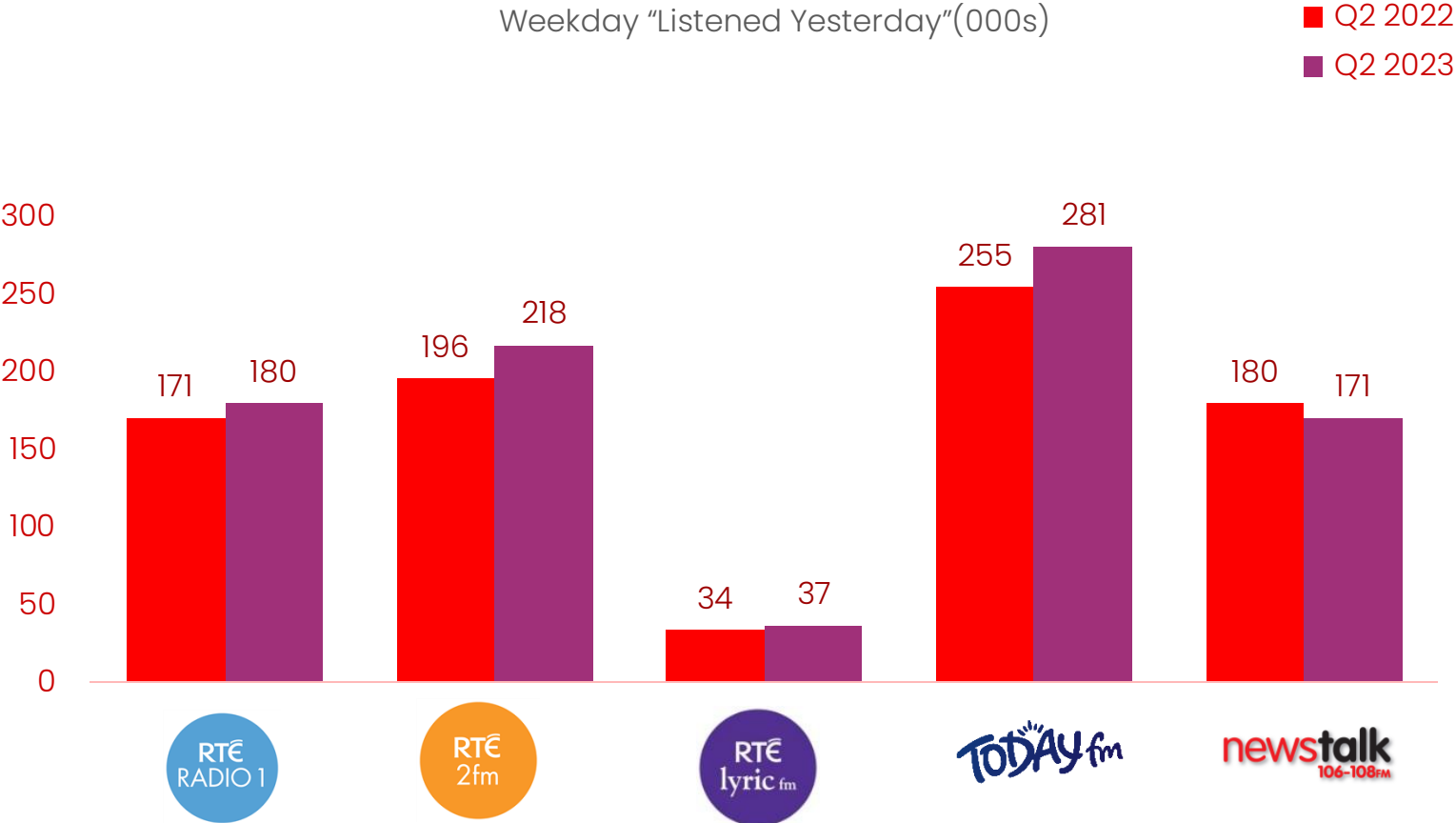
JNLR 2023/2 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National: Radio 1 saw its listenership fall by 36,000 YOY while Today FM increased their listeners by 51,000



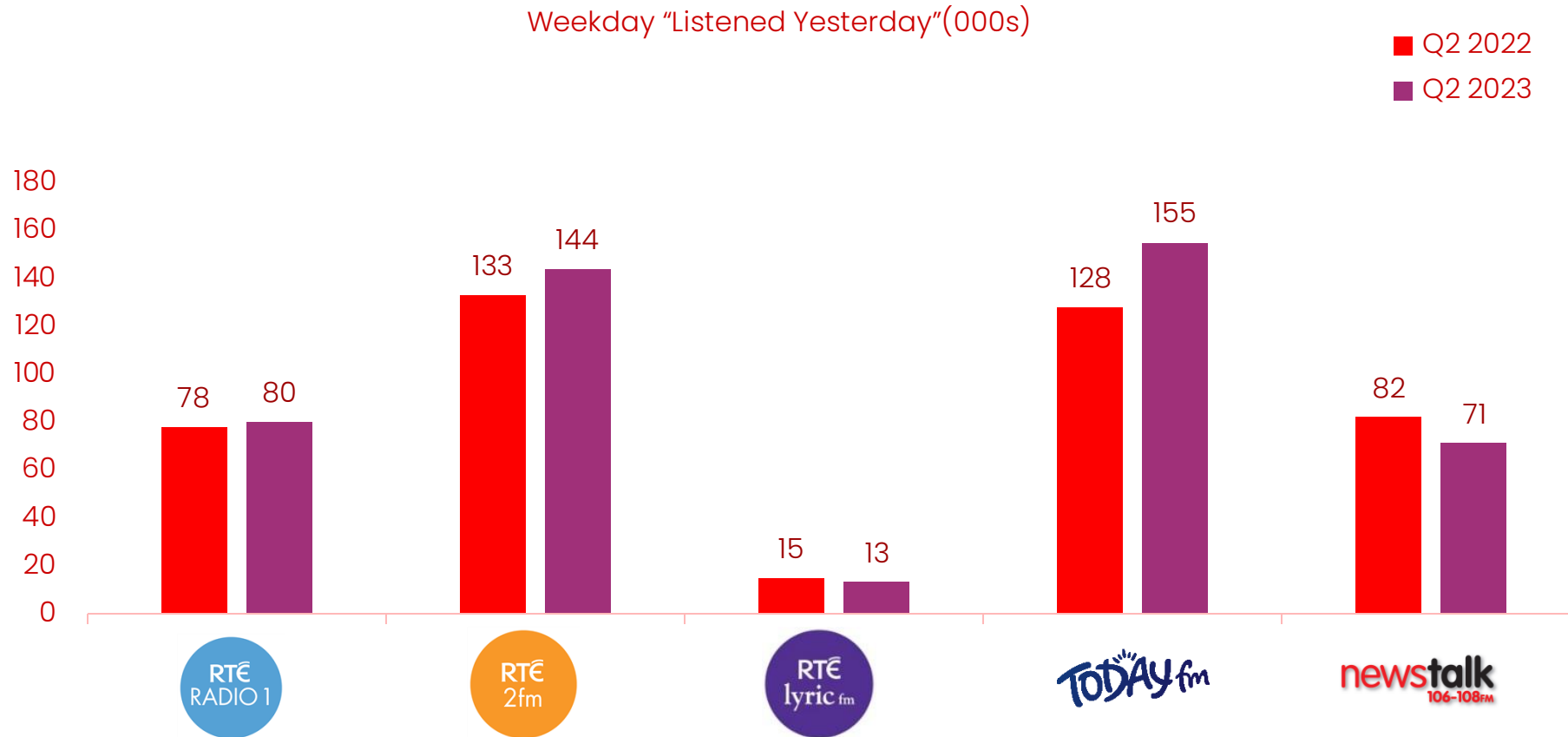
JNLR 2023/2 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

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



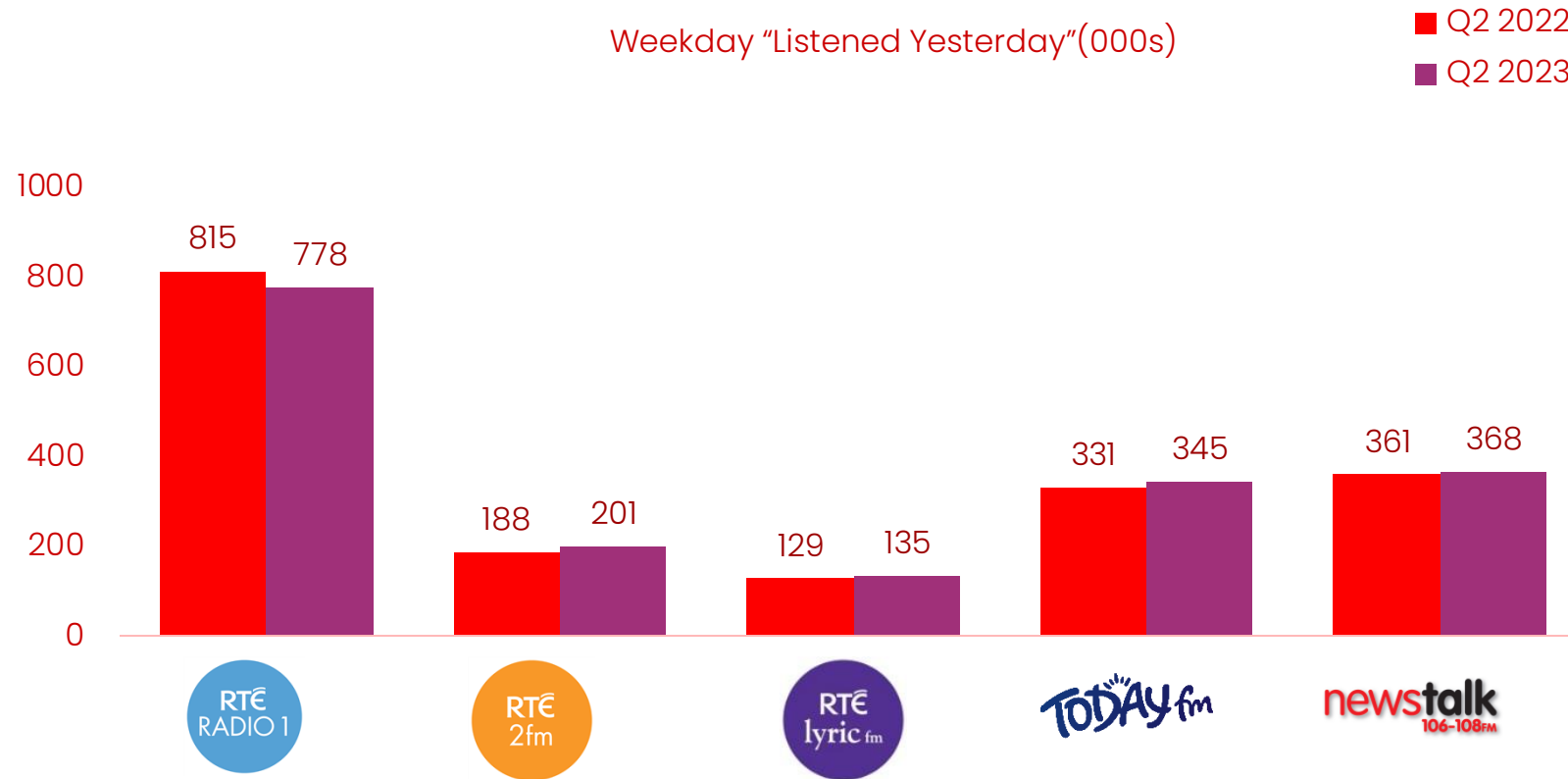
JNLR 2023/2 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National 15-34s: It's a similar pattern for 15-34s, Today FM lead followed closely by 2FM 



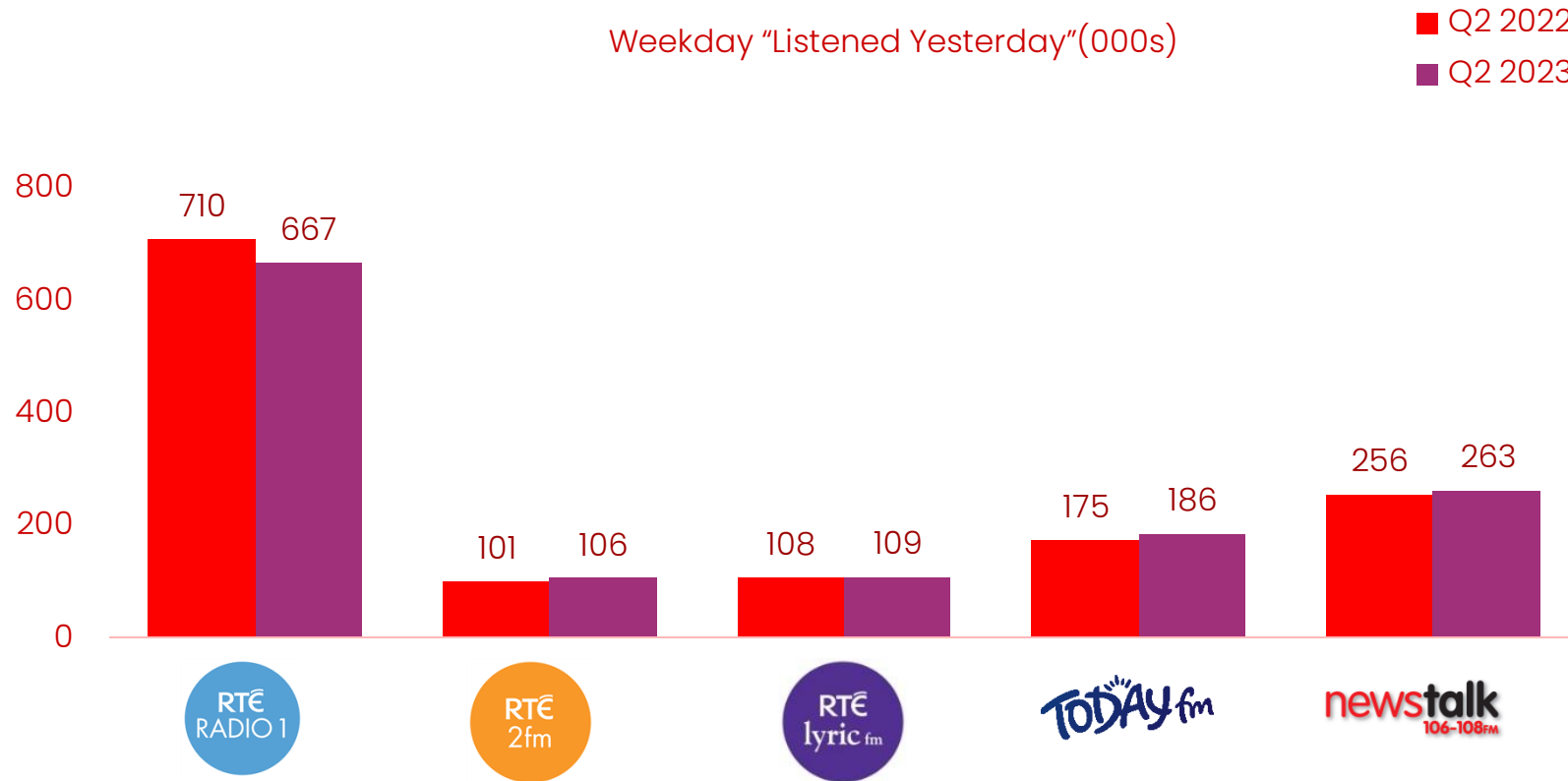
JNLR 2023/2 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National 35+: Radio 1 is the clear favourite station for those aged 35+



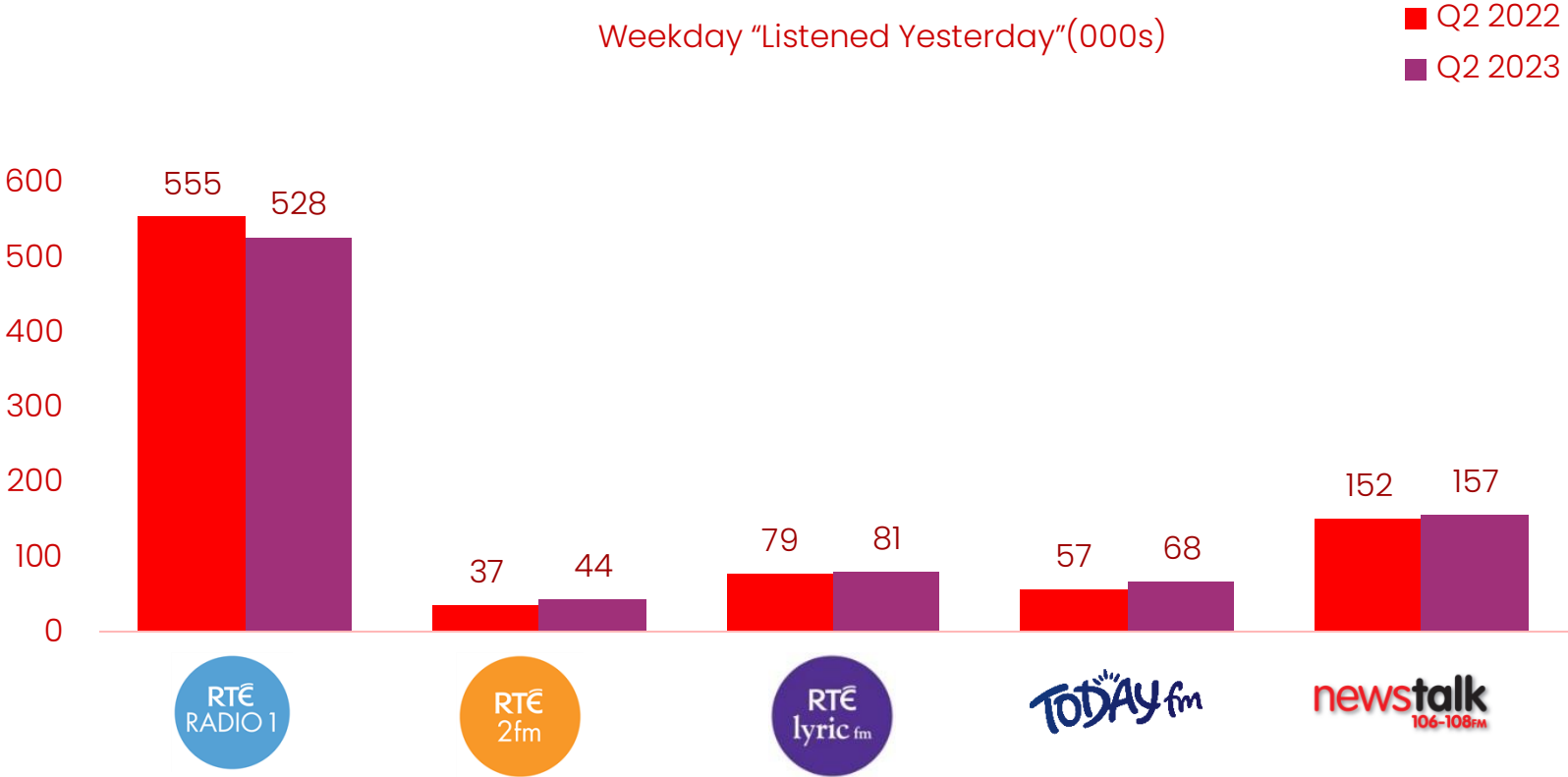
JNLR 2023/2 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National 45+: Again, Radio 1 is the clear favourite among those aged 45+, although the audience decreased somewhat yoy.



JNLR 2023/2 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National 55+: Radio 1 dominates among the 55+ cohort also.



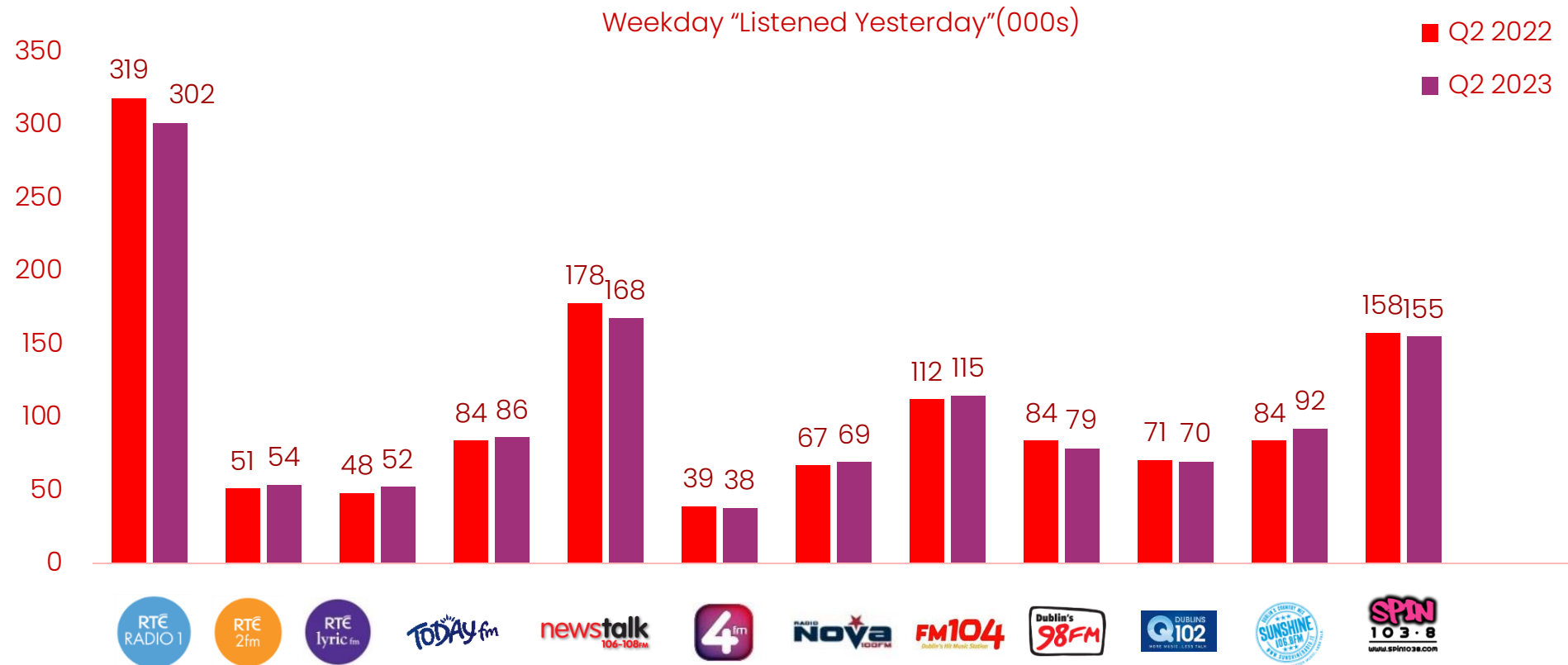
JNLR 2023/2 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin

Daily Reach Weekday

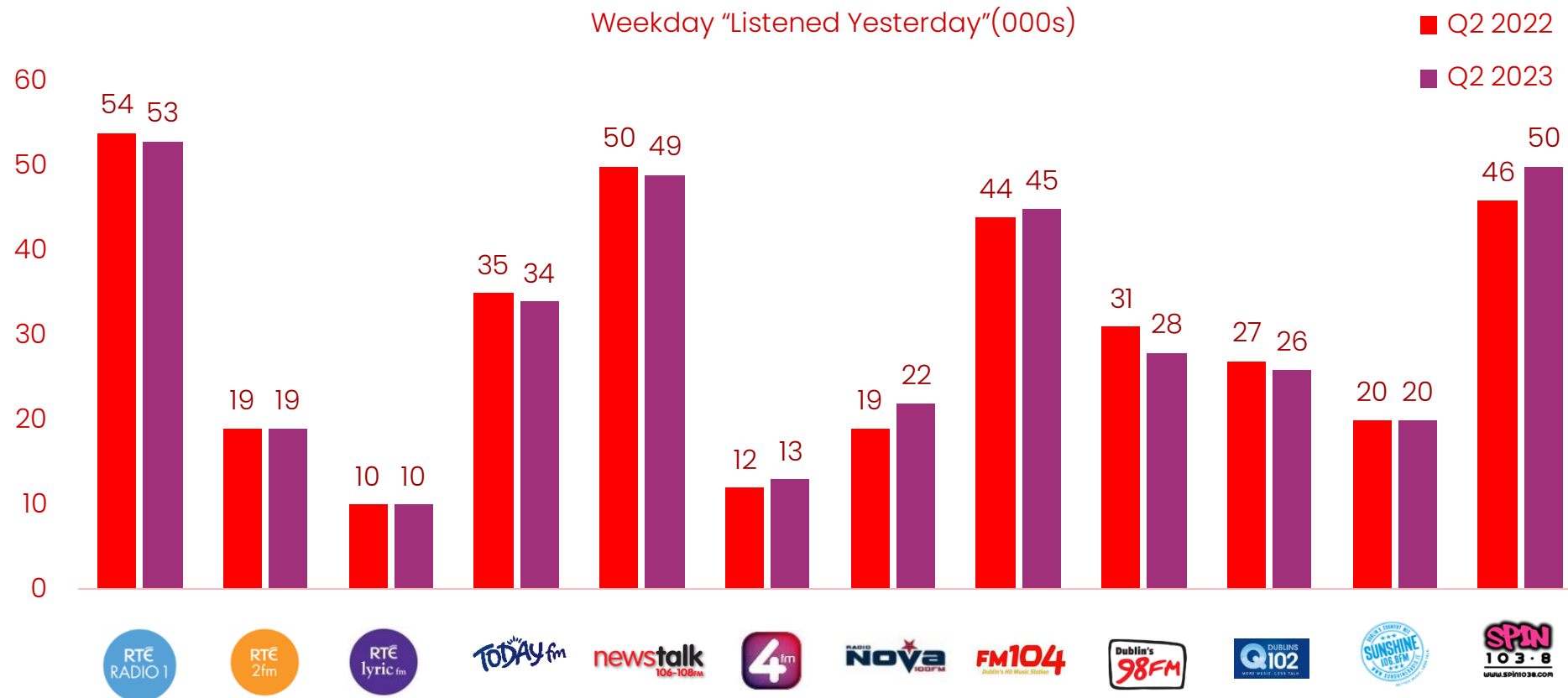


Dublin: Spin is the top local station in Dublin, but RTE 1 and Newstalk are most listened regardless of the small dip in both



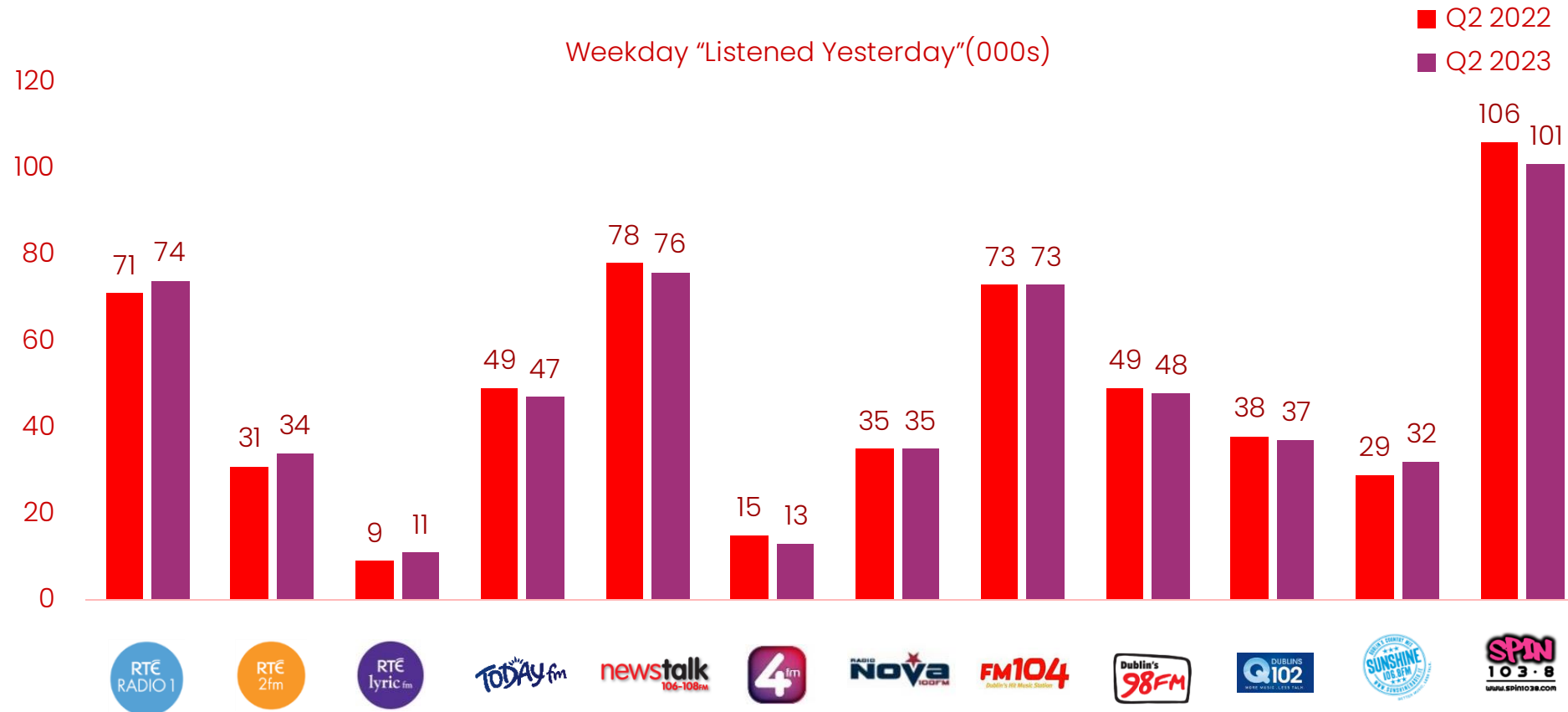
JNLR 2023/2 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

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



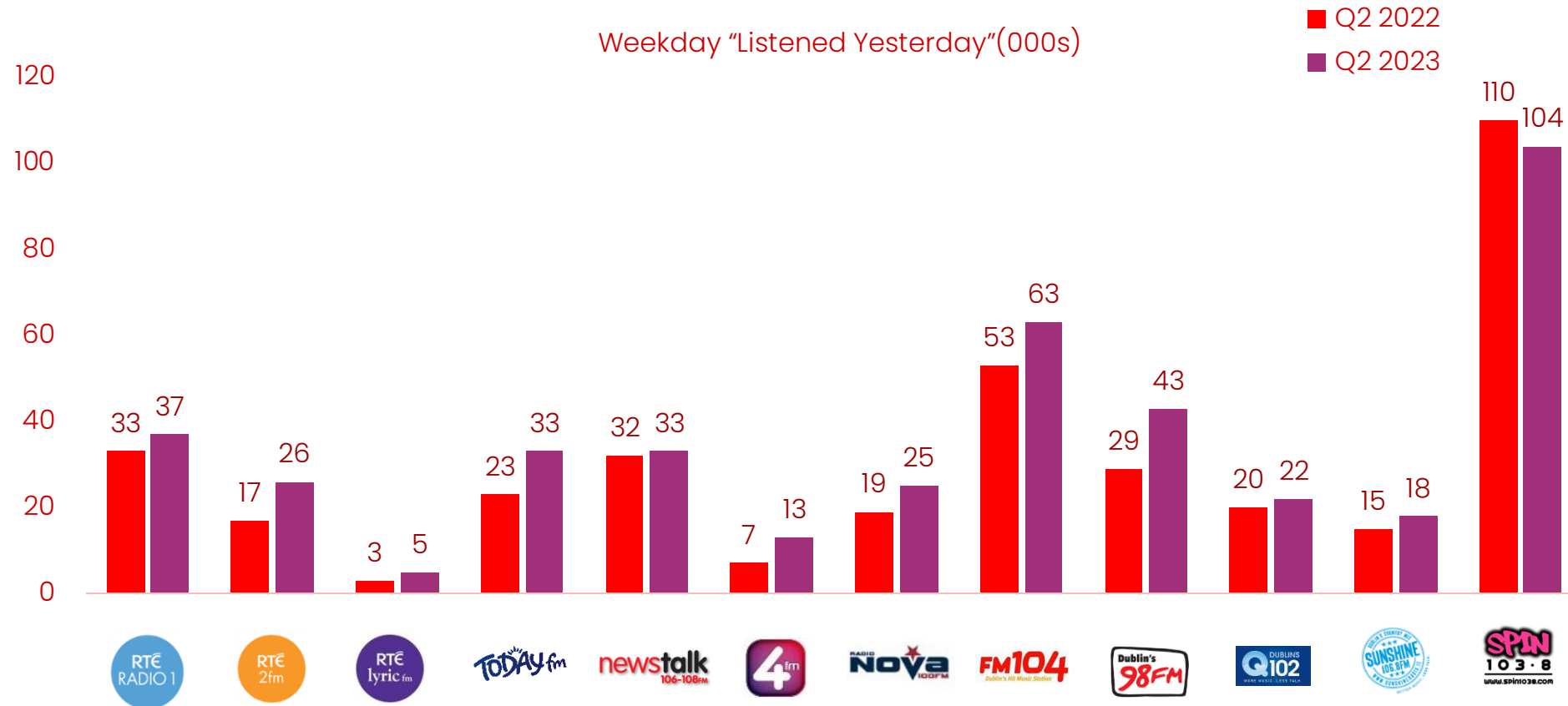
JNLR 2023/2 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin: 20-44s: Most stations are steady YOY with RTEI seeing a small increase



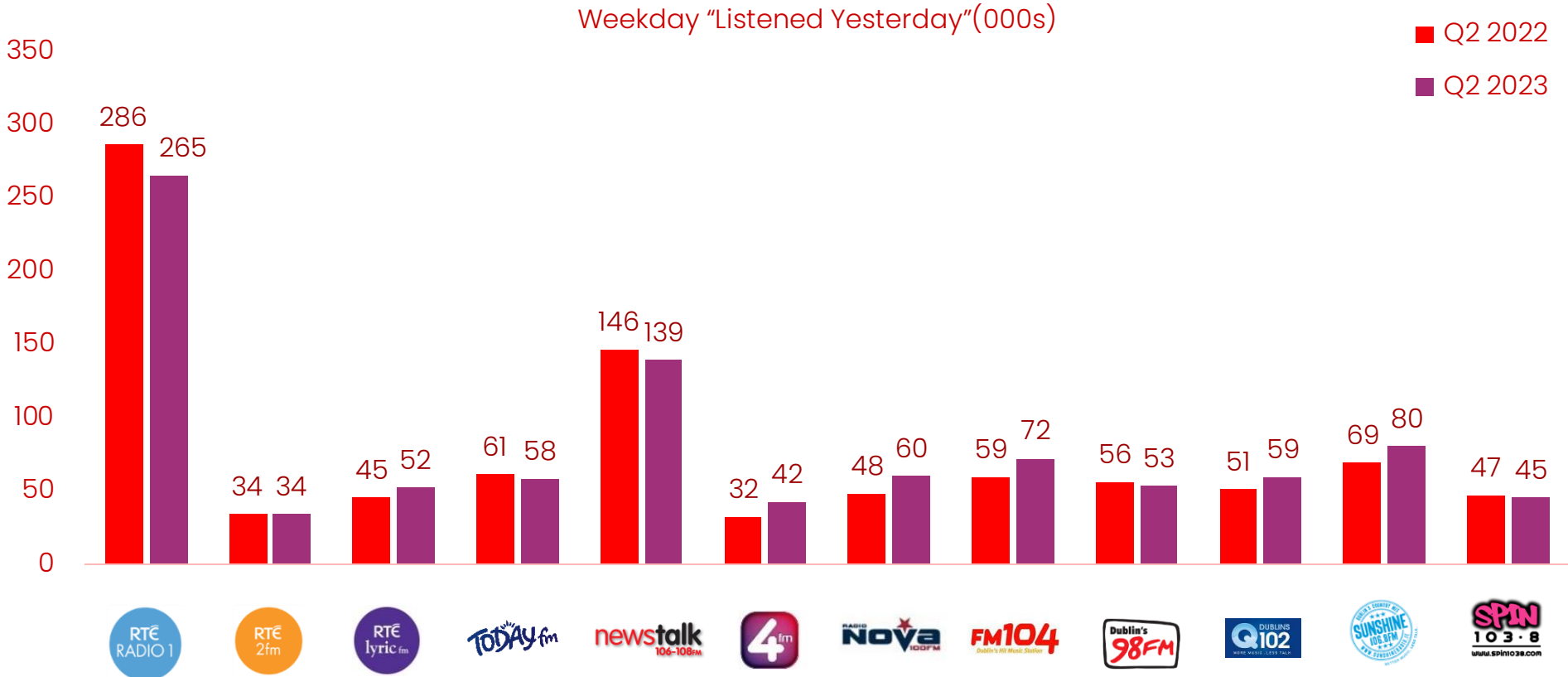
JNLR 2023/2 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin: 15-34s: Spin 1038 are still the top dogs amongst 15-34's with a small decrease, while overall listenership increased



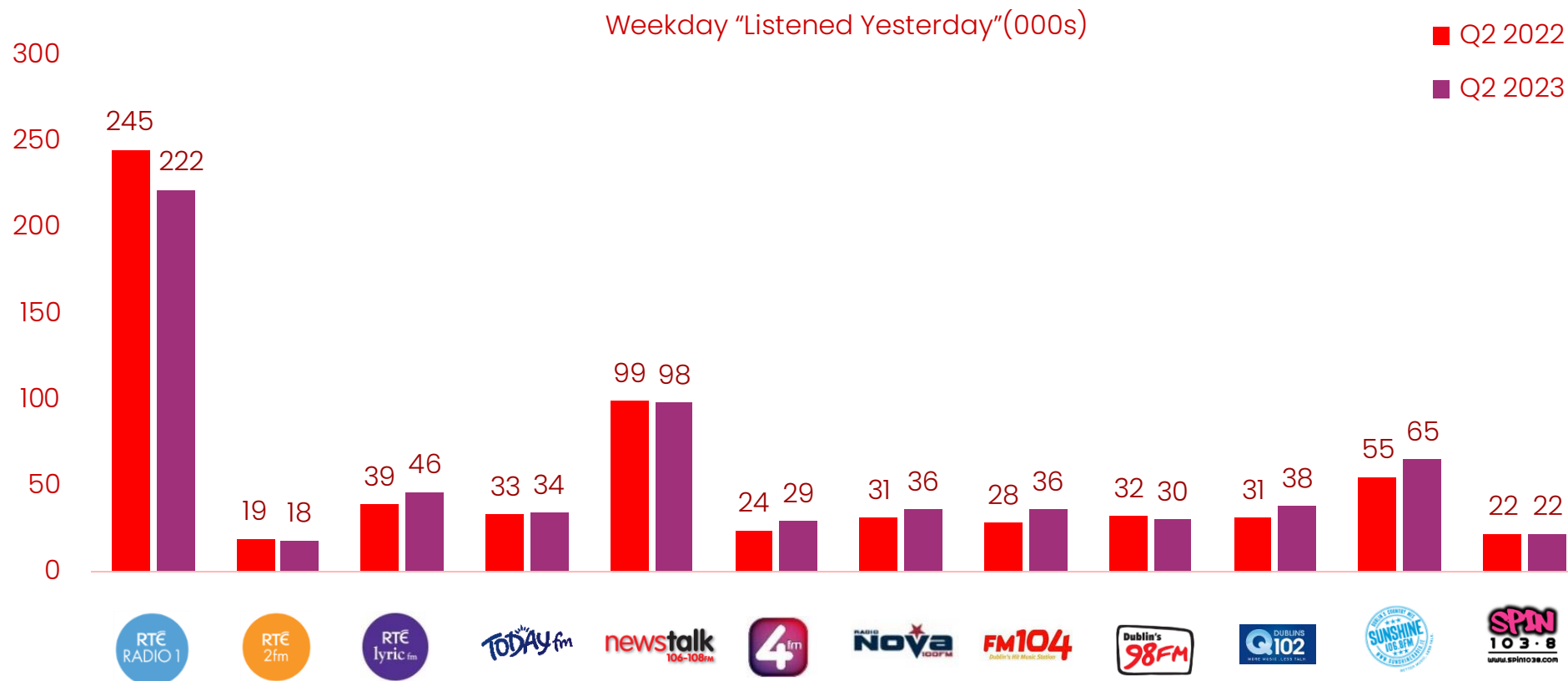
JNLR 2023/2 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin 35+: small changes YOY with RTE 1 and Newstalk with the most listeners but seeing a small dip



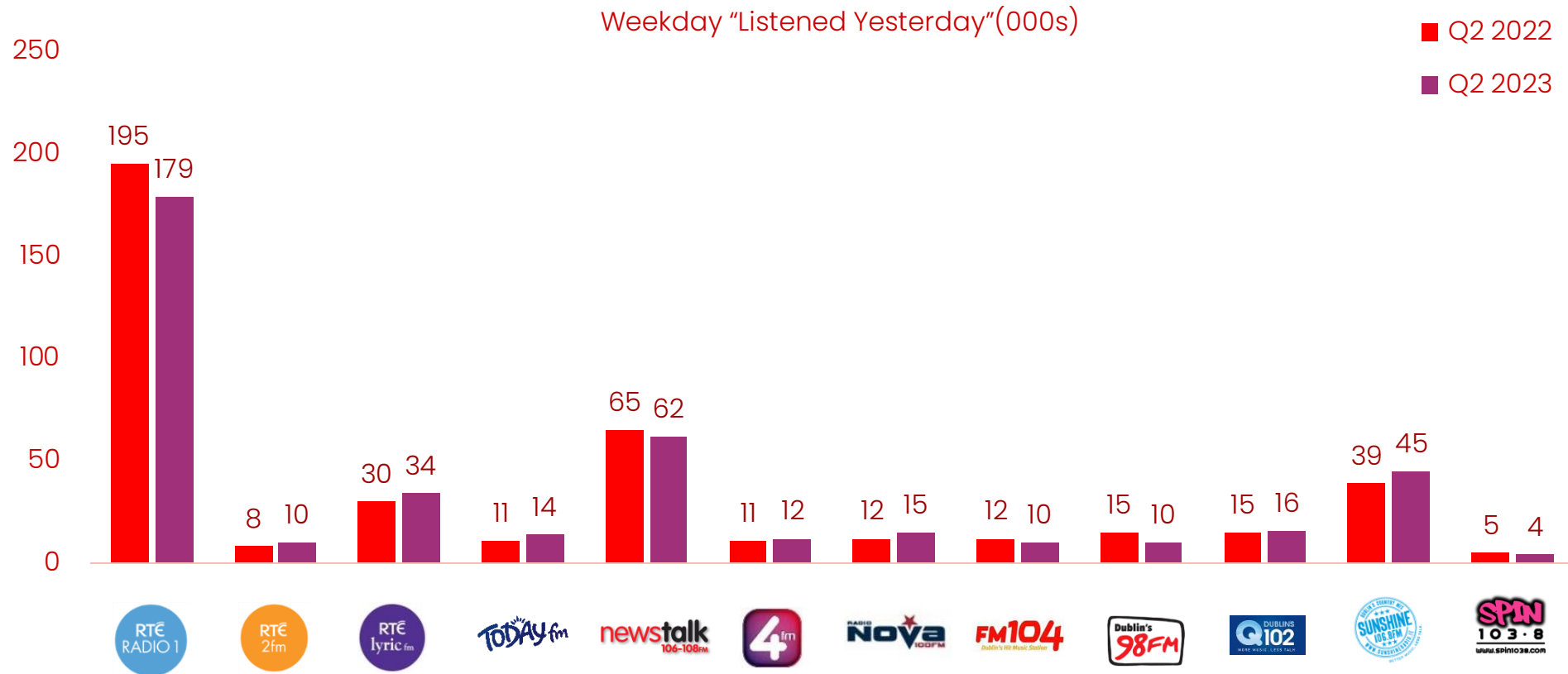
JNLR 2023/2 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

45+: Sunshine is the top local station in Dublin with a small increase, most have seen a minor increase but mostly steady



JNLR 2023/2 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

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



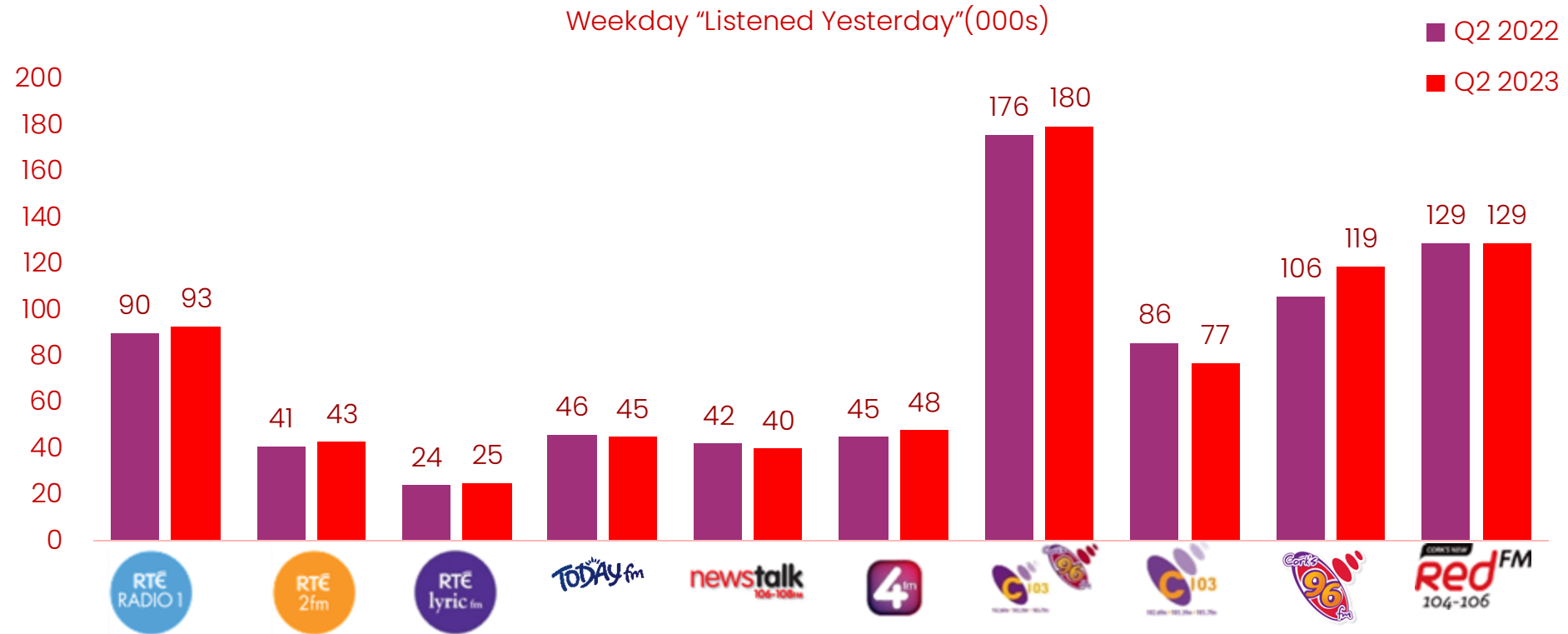
JNLR 2023/2 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

CORK

Daily Reach Weekday

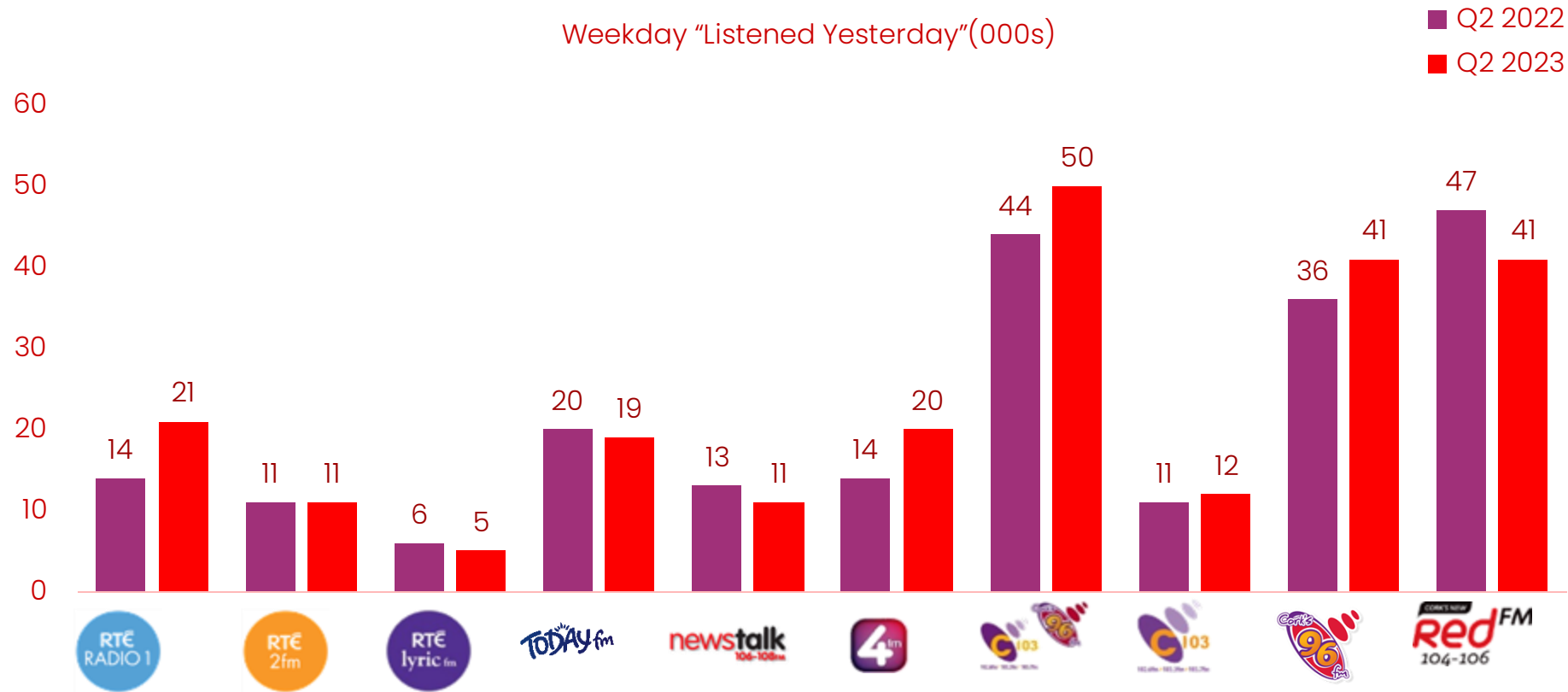


Cork: All adults: CORK'S 96/C103 leads in Cork, up 4,000 YOY, while C103 is down 9,000 YOY.



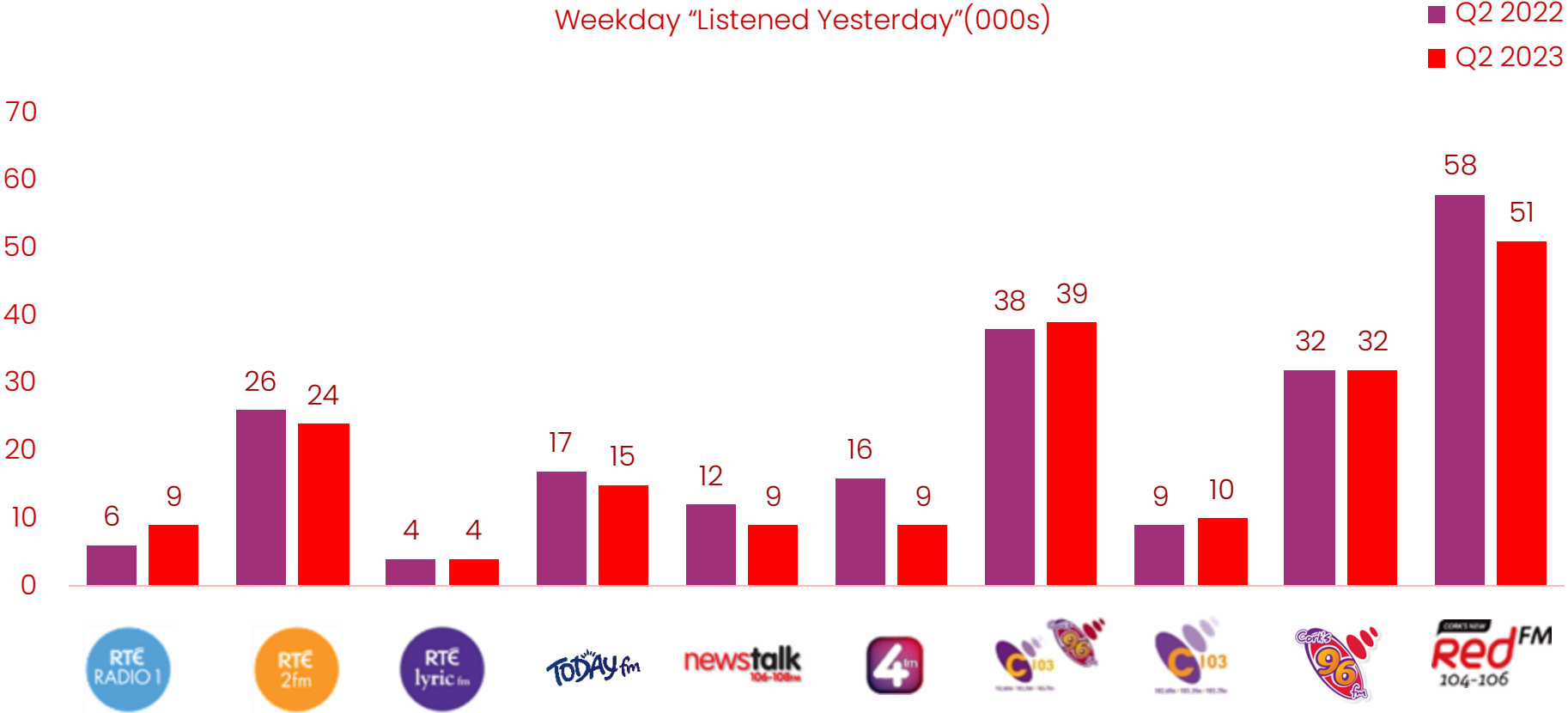
JNLR 2023/2 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: HKWKS: Red FM down by 6,000 YOY while Cork 69 increased alongside RTE1 listenership



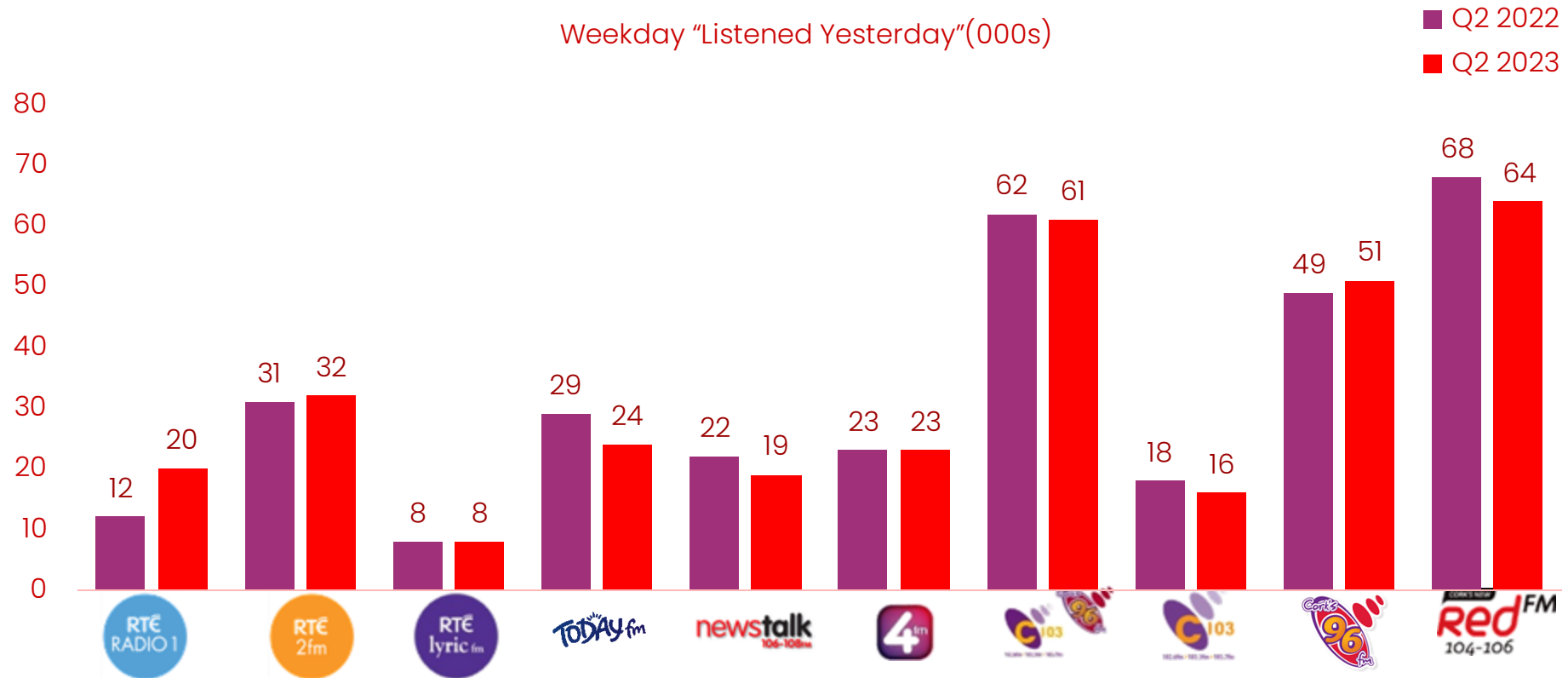
JNLR 2023/2 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: 15-34: similarly in the 15-34s, RED FM lost listeners but seeing a drop YOY



JNLR 2023/2 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

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

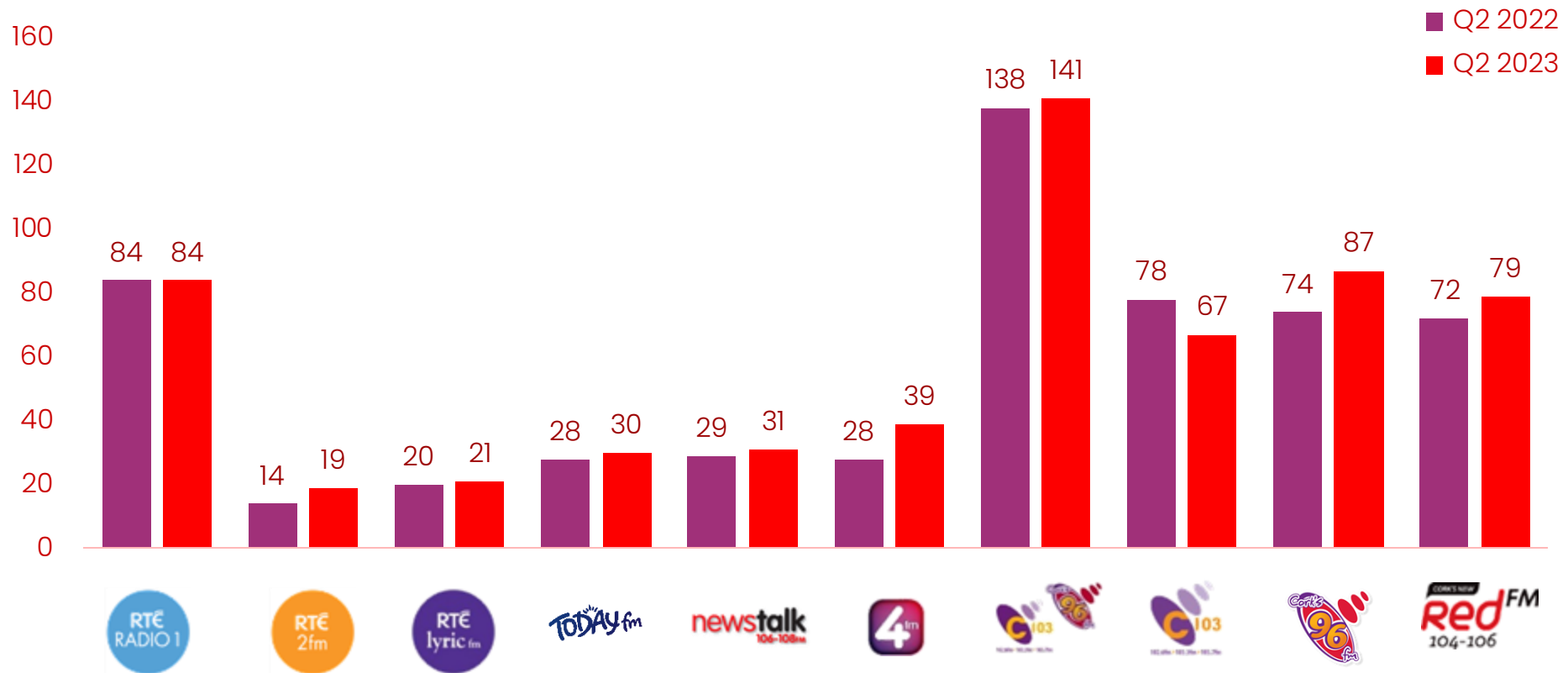


JNLR 2023/2 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: 35+: Among the 35+ cohort local cork stations had a strong year, the rest staying steady with C103 seeing a drop YOY

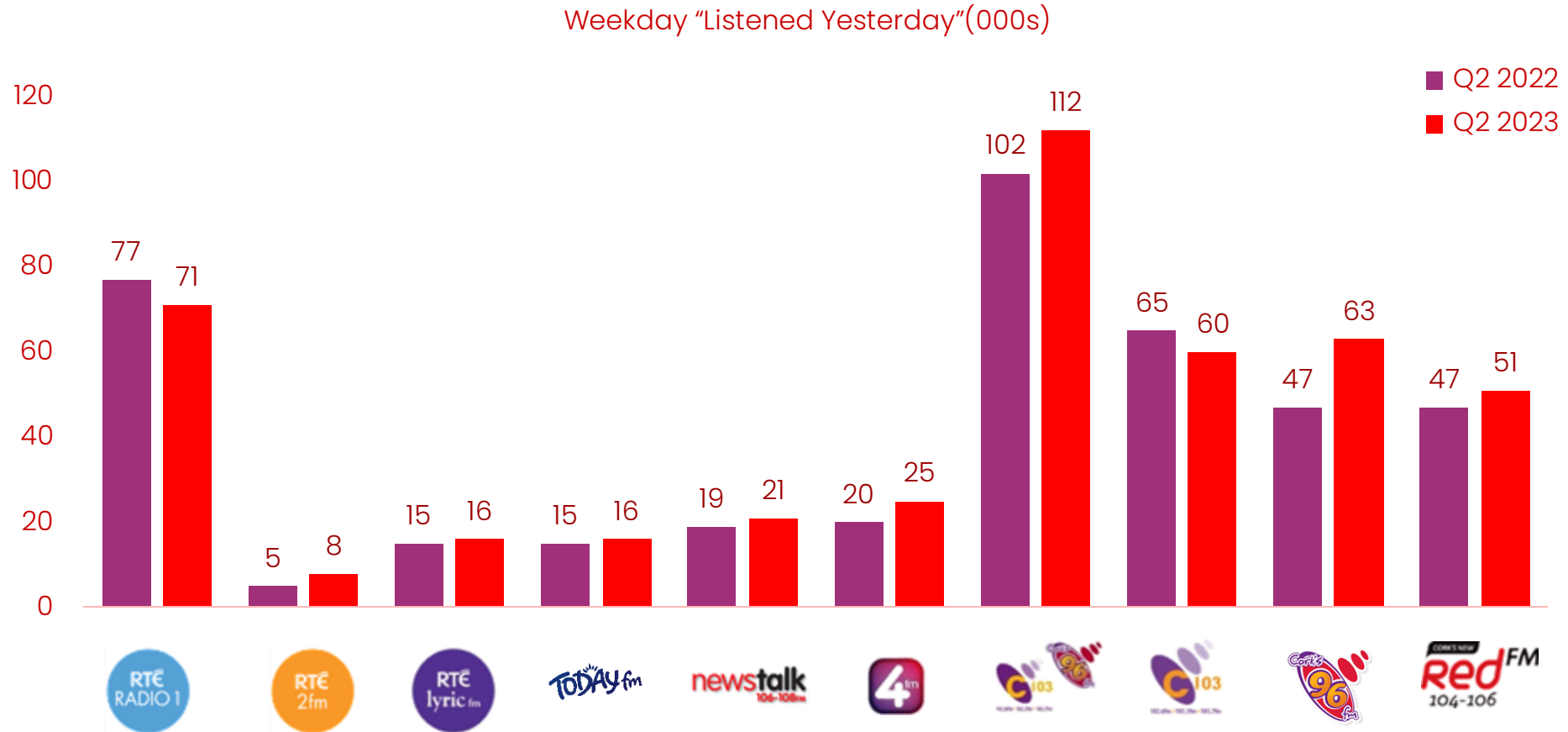


Weekday "Listened Yesterday"(000s)



JNLR 2023/2 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: 45+: With smaller increases and drops, most stations are seeing a steady listenership but Cork 96 seeing significant increase with 16,000 new listeners YOY



JNLR 2023/2 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"