



22/05/2024

JNLR RESULTS Q1 2024

JNLR/IPSOS 2024-1

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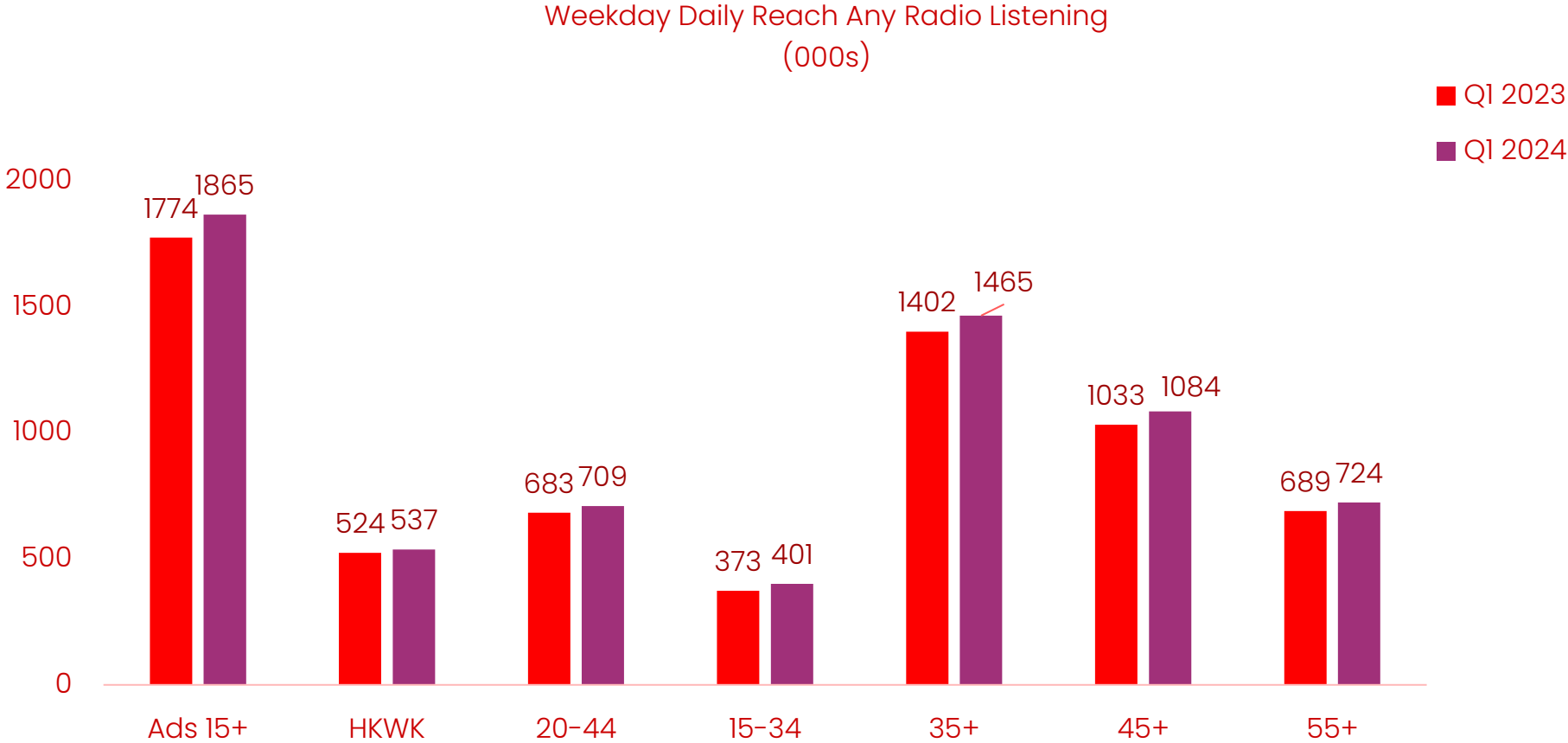
Cork Weekday Reach by Station



NATIONAL

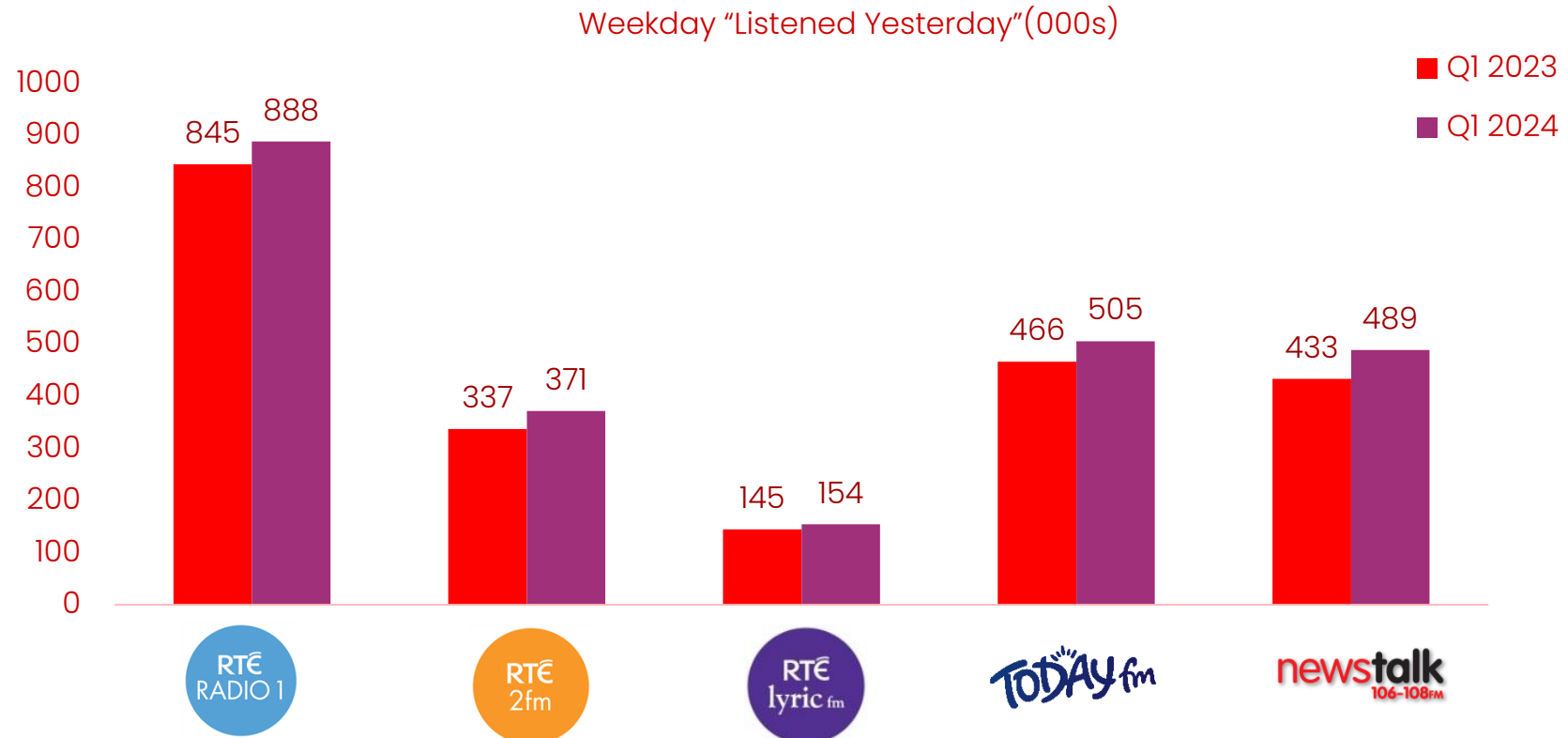
Daily Reach Weekday

National: 3.3 million people tune into the radio every day, equating to 80% of the population.



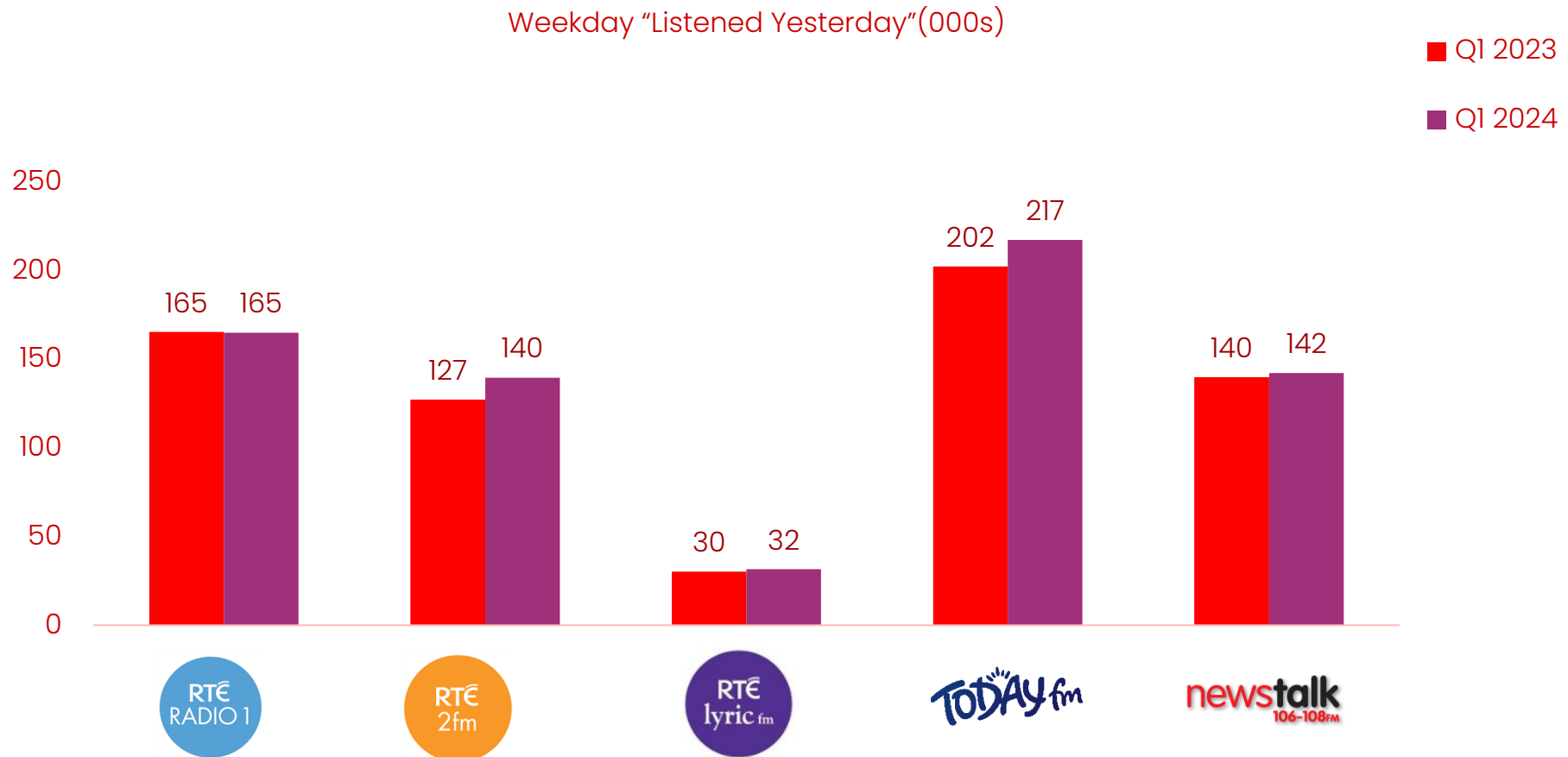
JNLR 2024/1 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National: All stations are seeing a slight increase YOY.



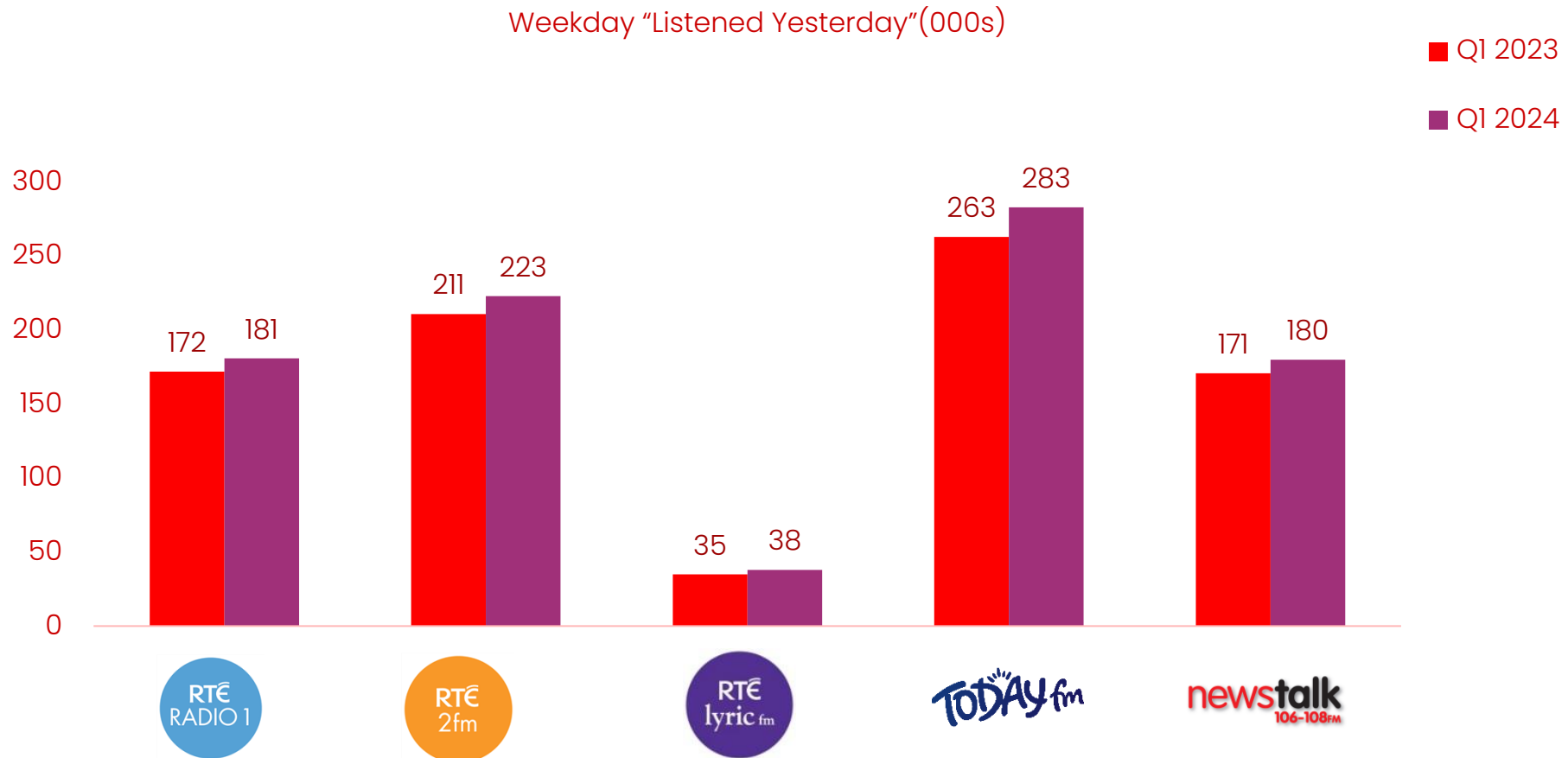
JNLR 2024/ National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

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



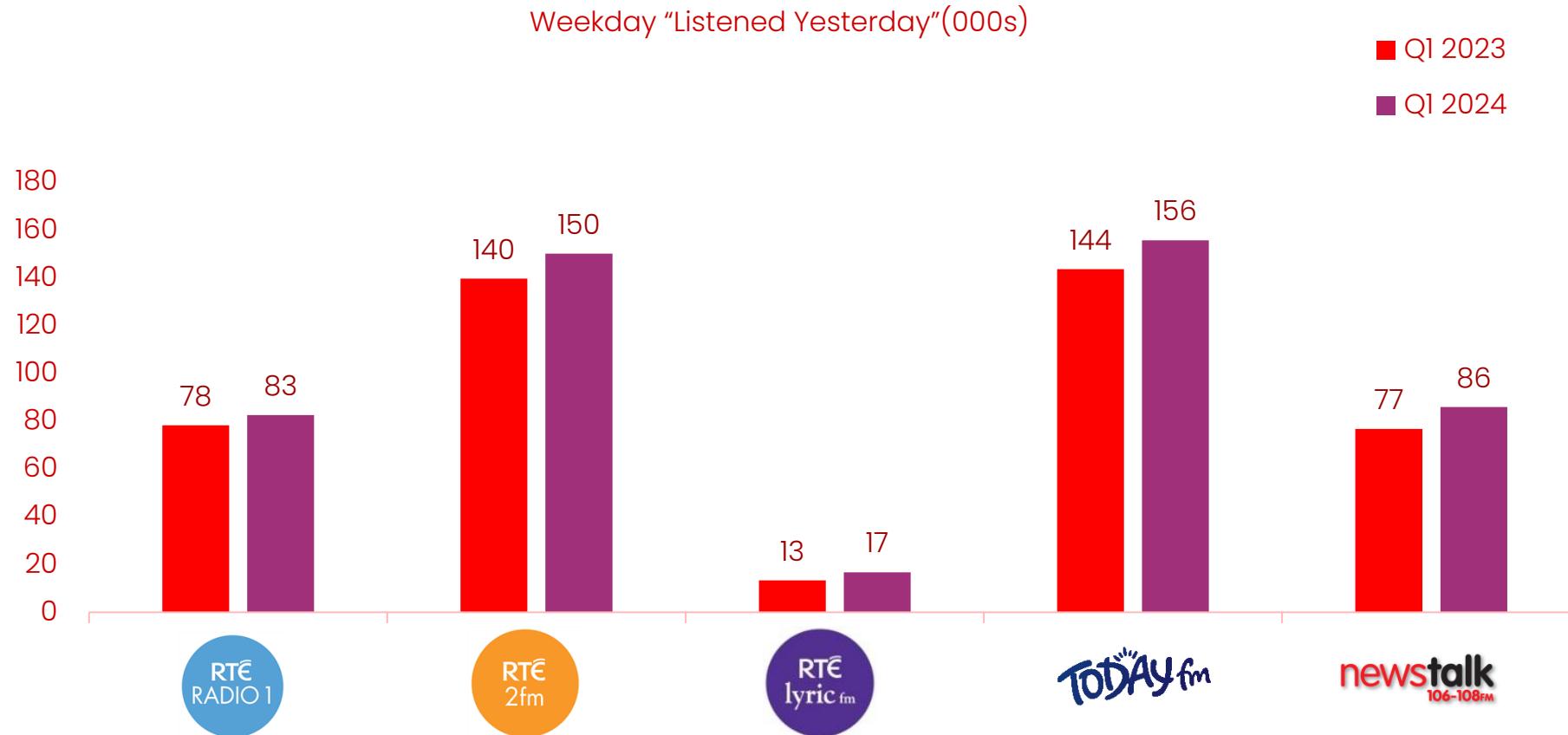
JNLR 2024/1 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National 20-44s: Today FM also lead for 20-44s too followed by 2FM, while all stations have increased in listenership YOY.



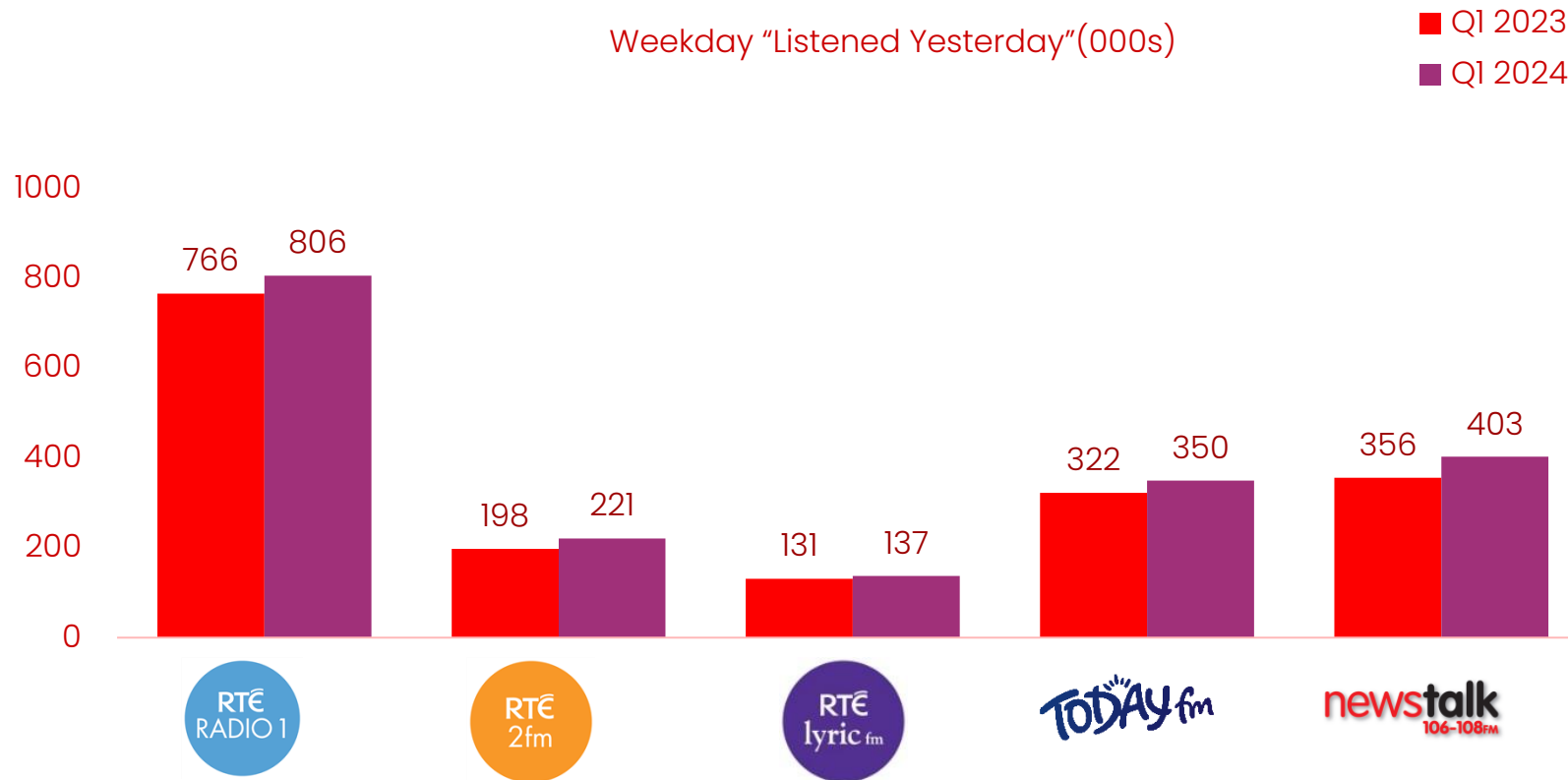
JNLR 2024/1 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National 15-34s: It's a similar pattern for 15-34s with slight increase across the board and Today FM leading.



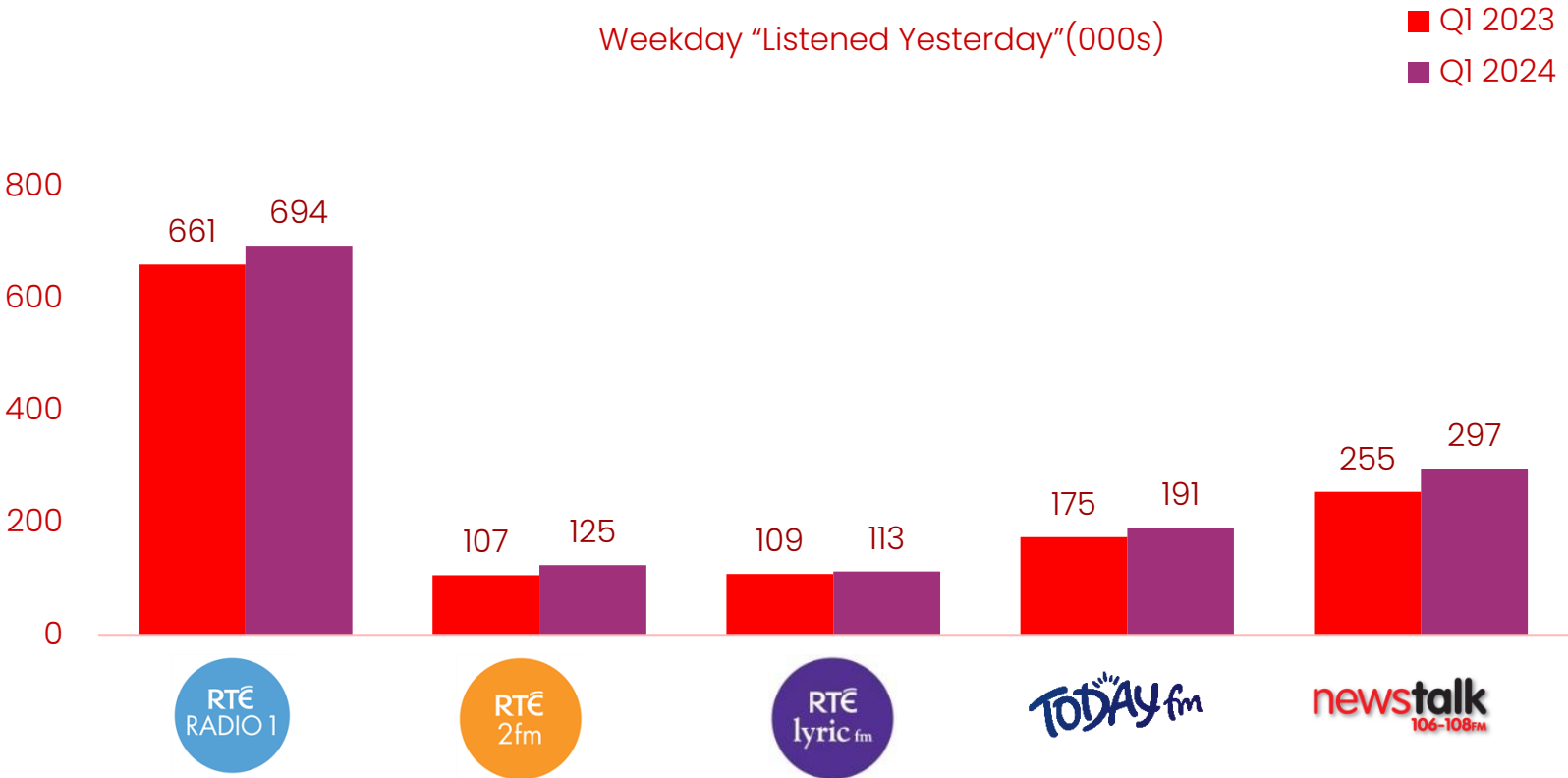
JNLR 2024/1 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

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



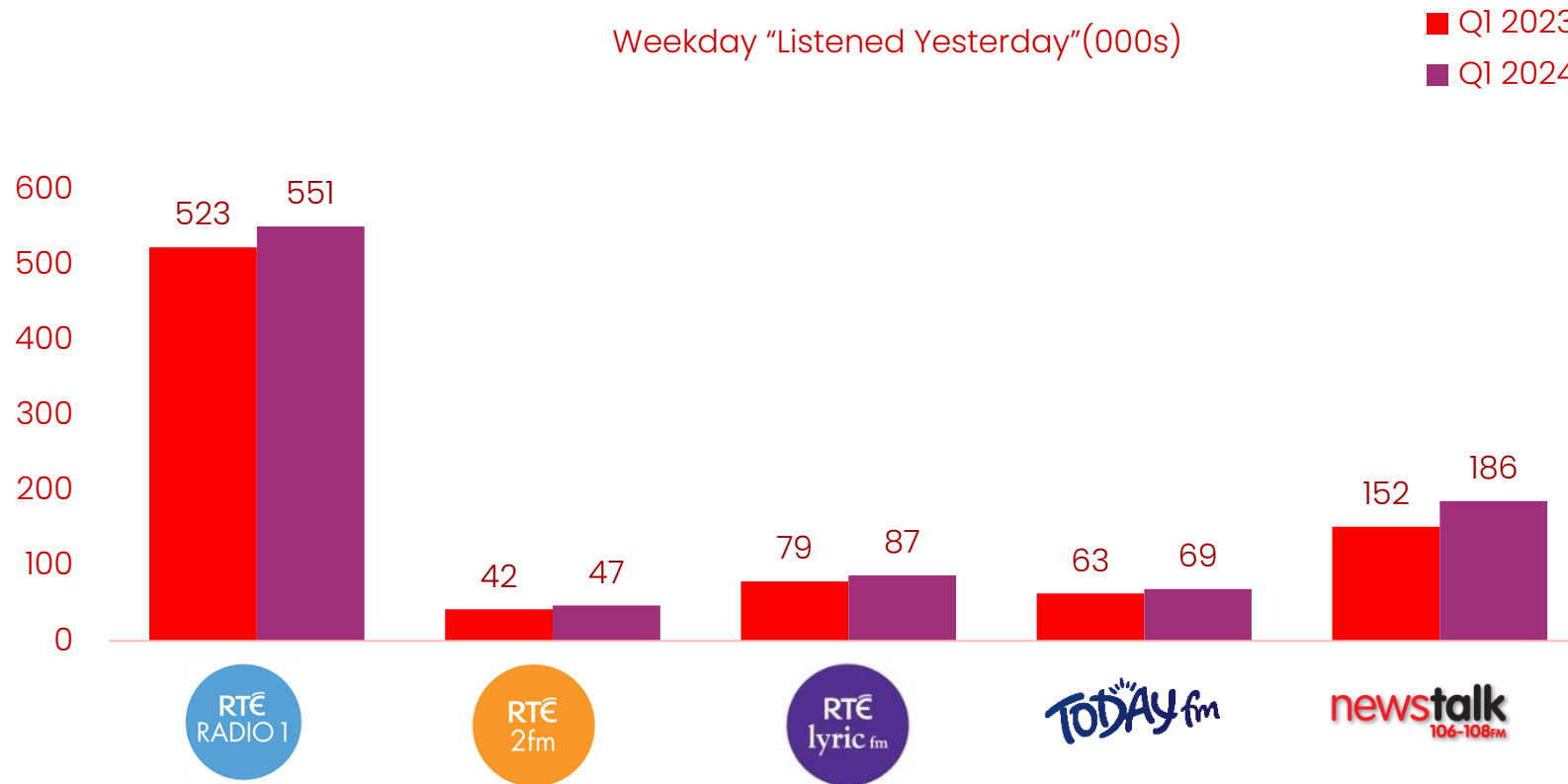
JNLR 2024/1 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National 45+: Radio 1 is the clear favourite among those aged 45+, and the increase in listenership across the board continues.



JNLR 2024/1 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

National 55+: Radio 1 and Newstalk seeing the biggest increases among the 55+ cohort.



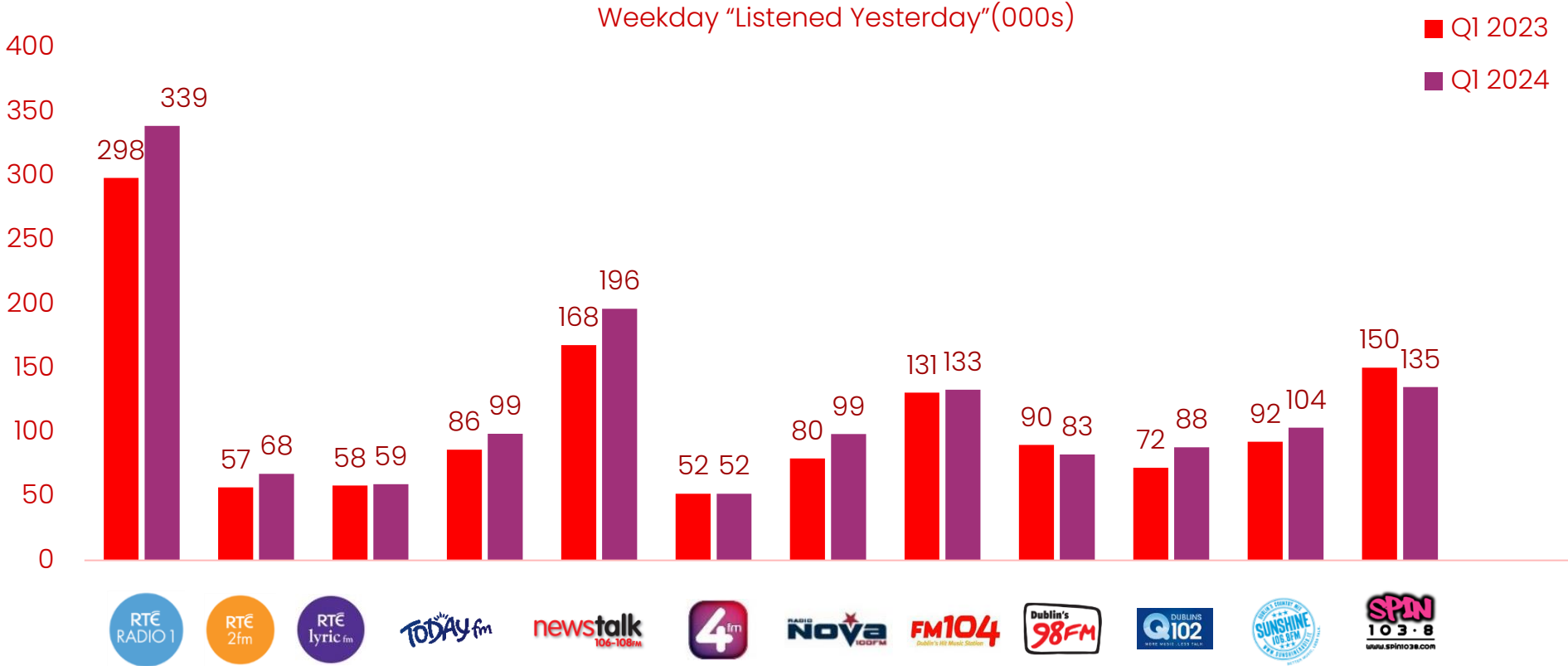
JNLR 2024/1 National Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin

Daily Reach Weekday

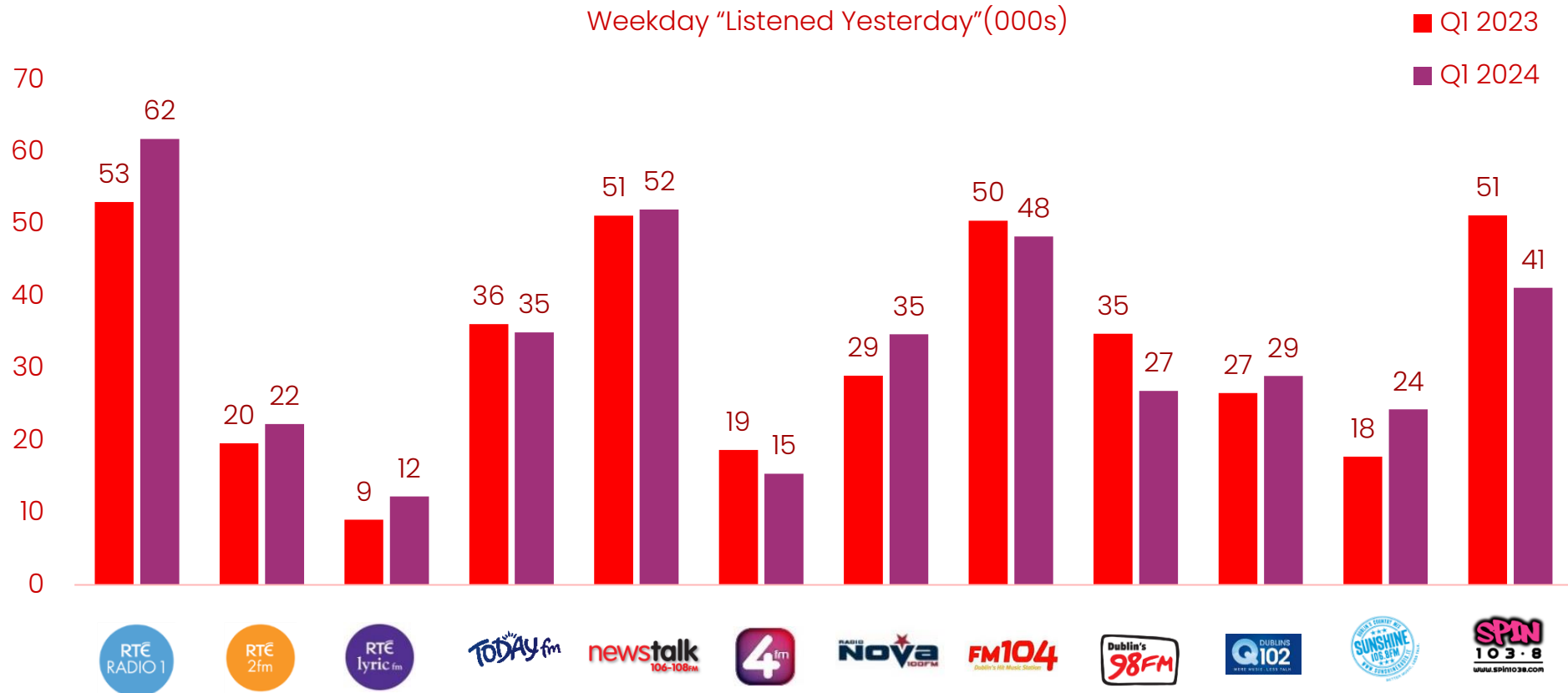


Dublin: RTE 1 and Newstalk are most listened to with major increases while others stayed steady or decreased like Spin listenership.



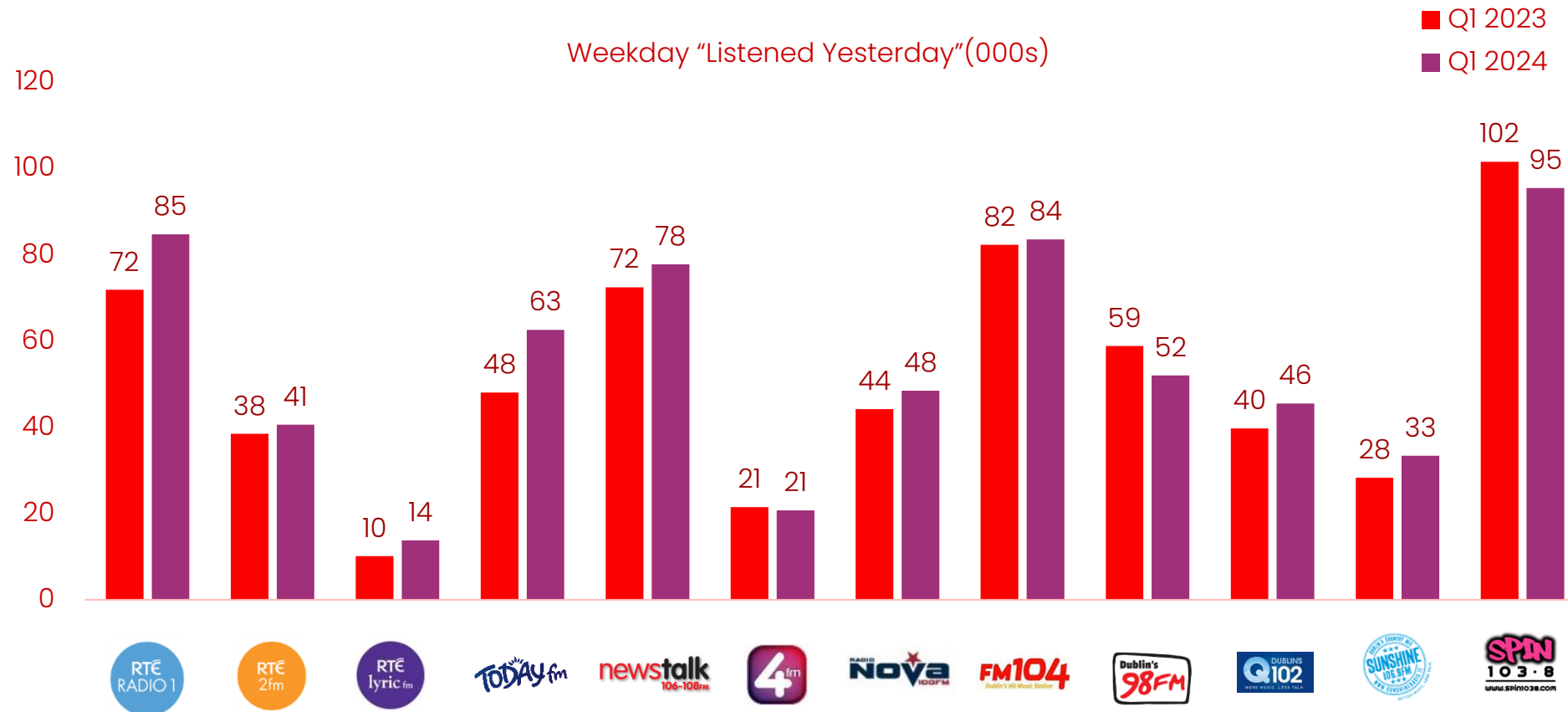
JNLR 2024/1 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin: HKWKs: While most stations have stayed steady, RTE1 listenership up by 9K YOY while Spin seeing the biggest decrease of 9K less listeners.



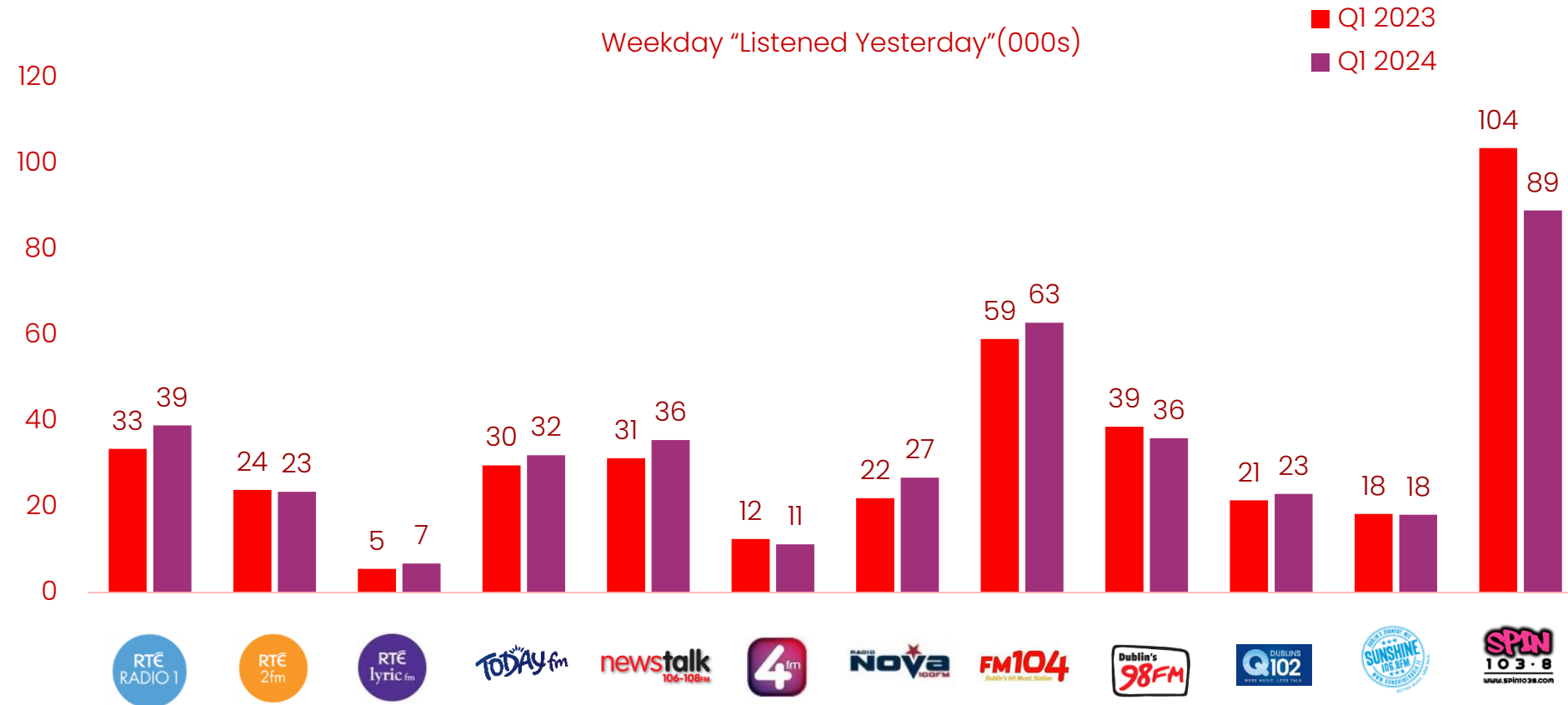
JNLR 2024/1 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin: 20-44s: Most stations are steady YOY with RTE1 seeing a small increase.



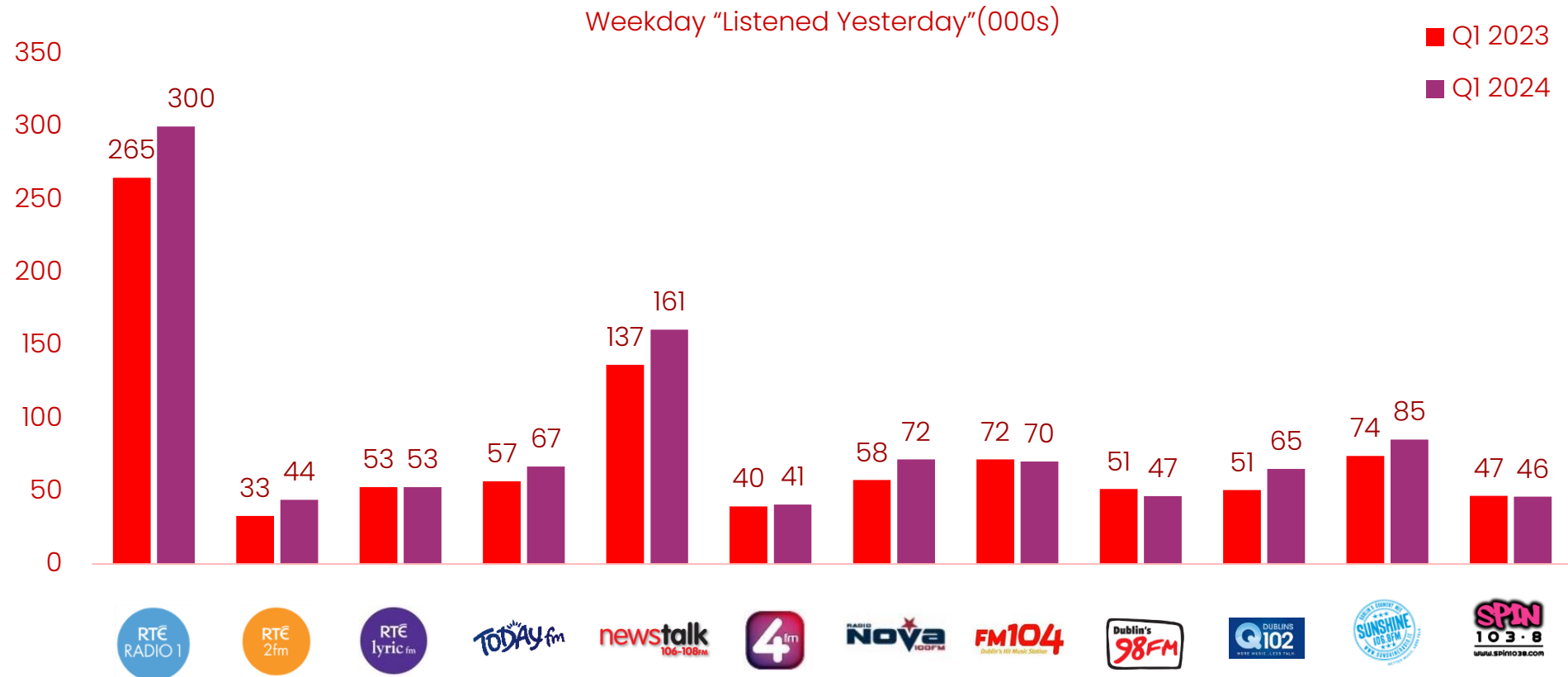
JNLR 2024/1 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin: 15-34s: Spin 1038 while still the top choice among younger cohort, has seen a dip of 15,000 listeners YOY.



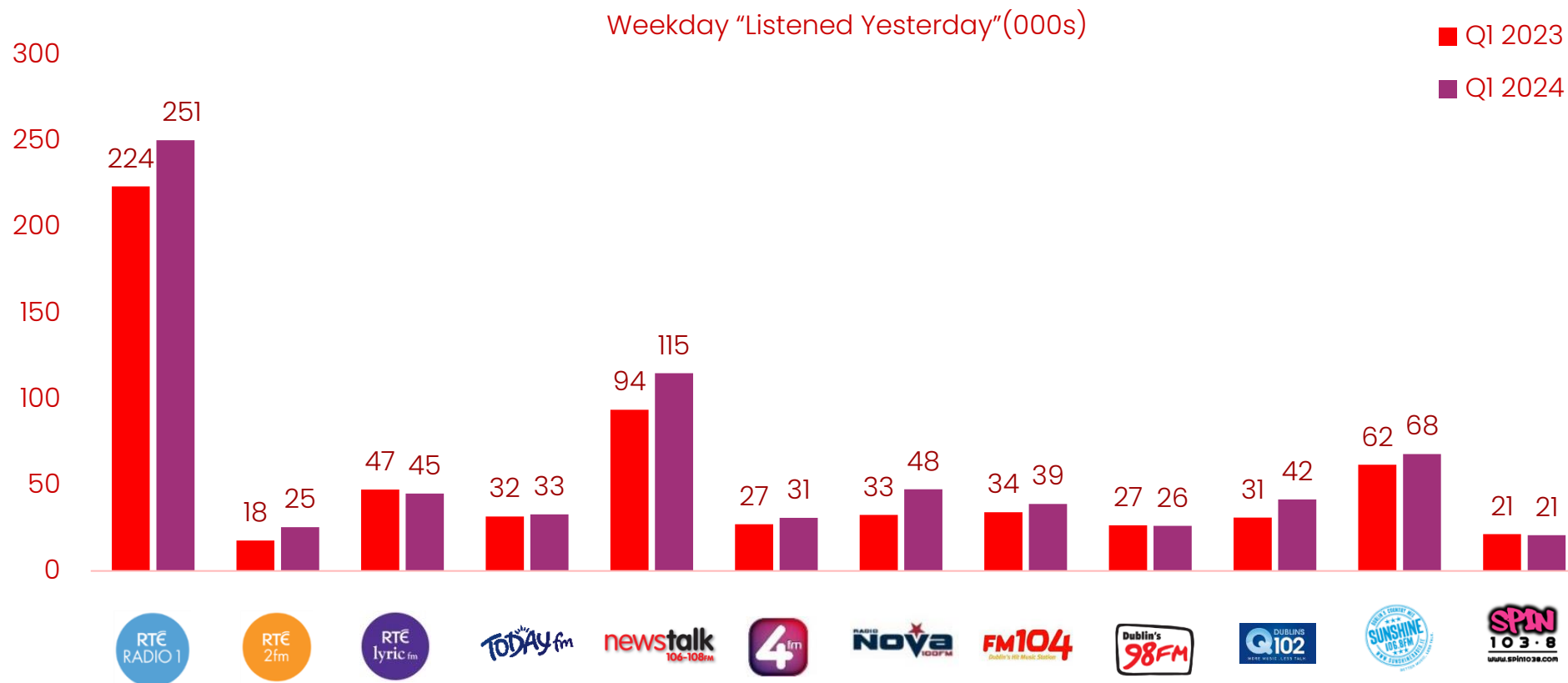
JNLR 2024/1 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Dublin 35+: small changes YOY with RTE 1 and Newstalk with the most listeners and most noticeable increases in YOY listeners.



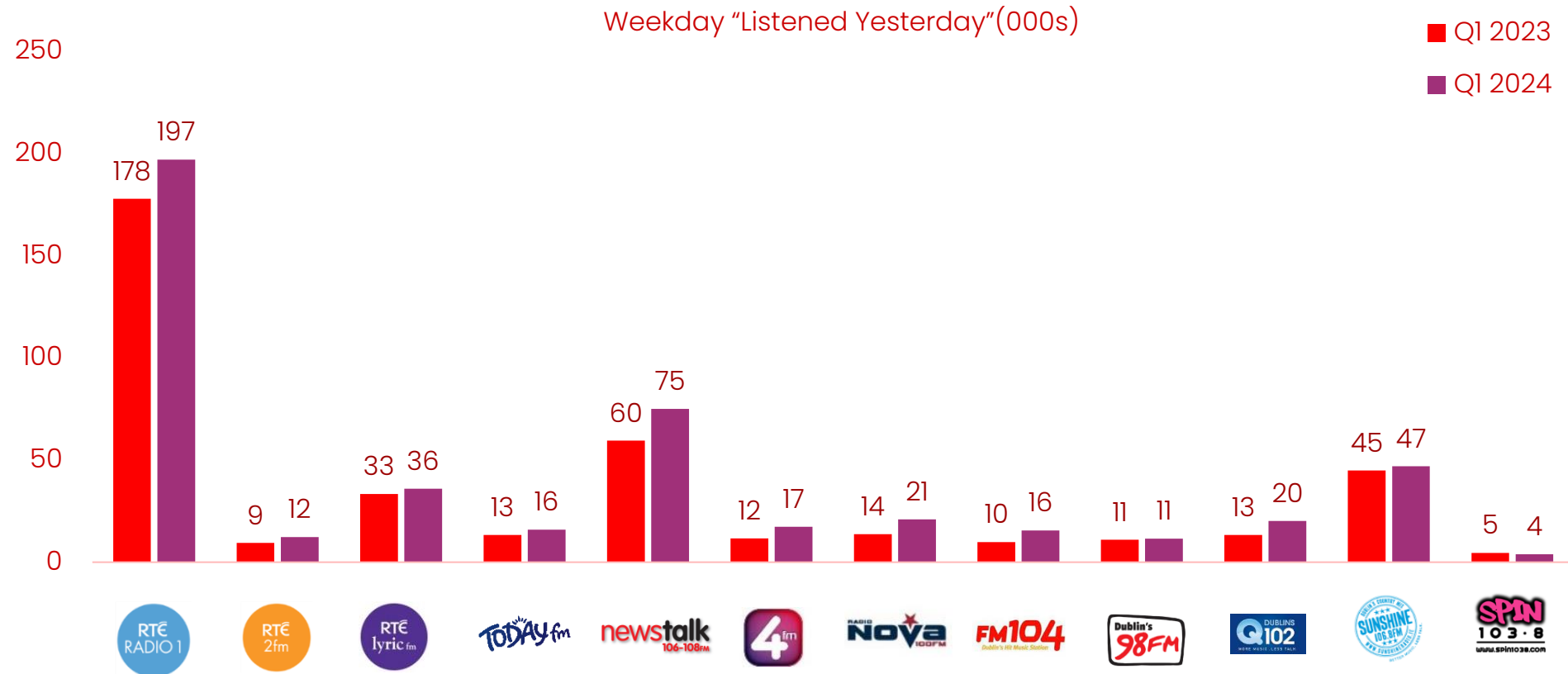
JNLR 2024/1 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

45+: RTEI saw 26K increase while Newstalk is up by 21K listeners YOY while the rest of the stations stayed steady.



JNLR 2024/1 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

55+: Steady listenership YOY with some increases in RTE 1 and Newstalk.



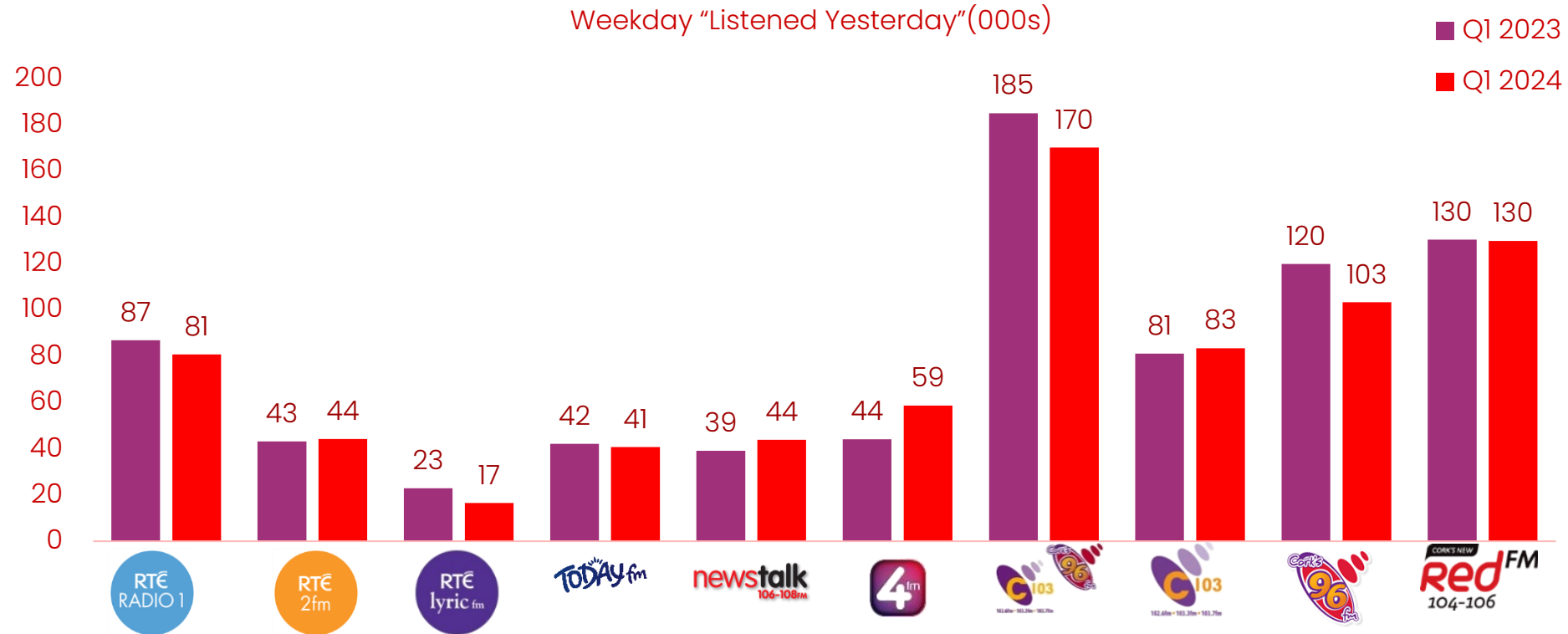
JNLR 2024/1 Dublin Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

CORK

Daily Reach Weekday

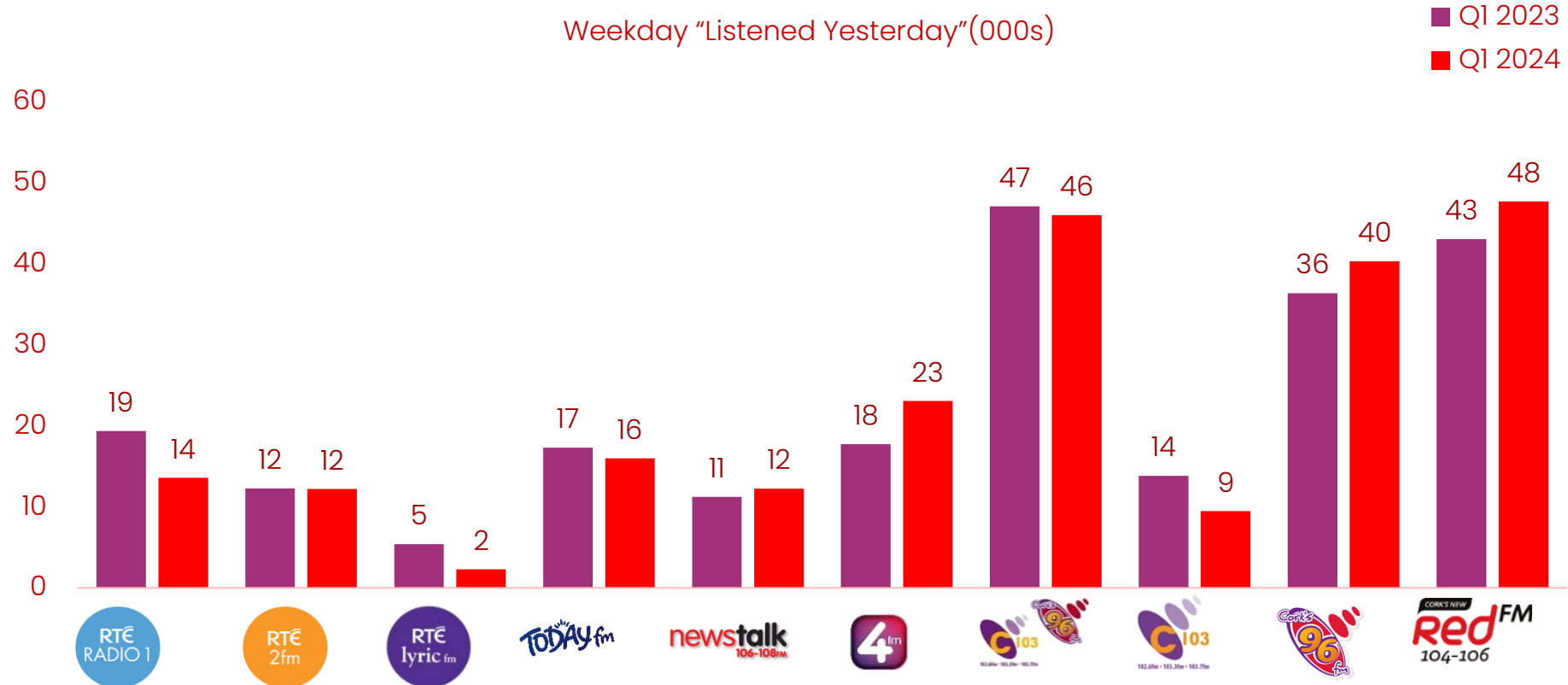


Cork: All adults: CORK'S 96/C103 leads in Cork however seeing drops in listeners YOY.



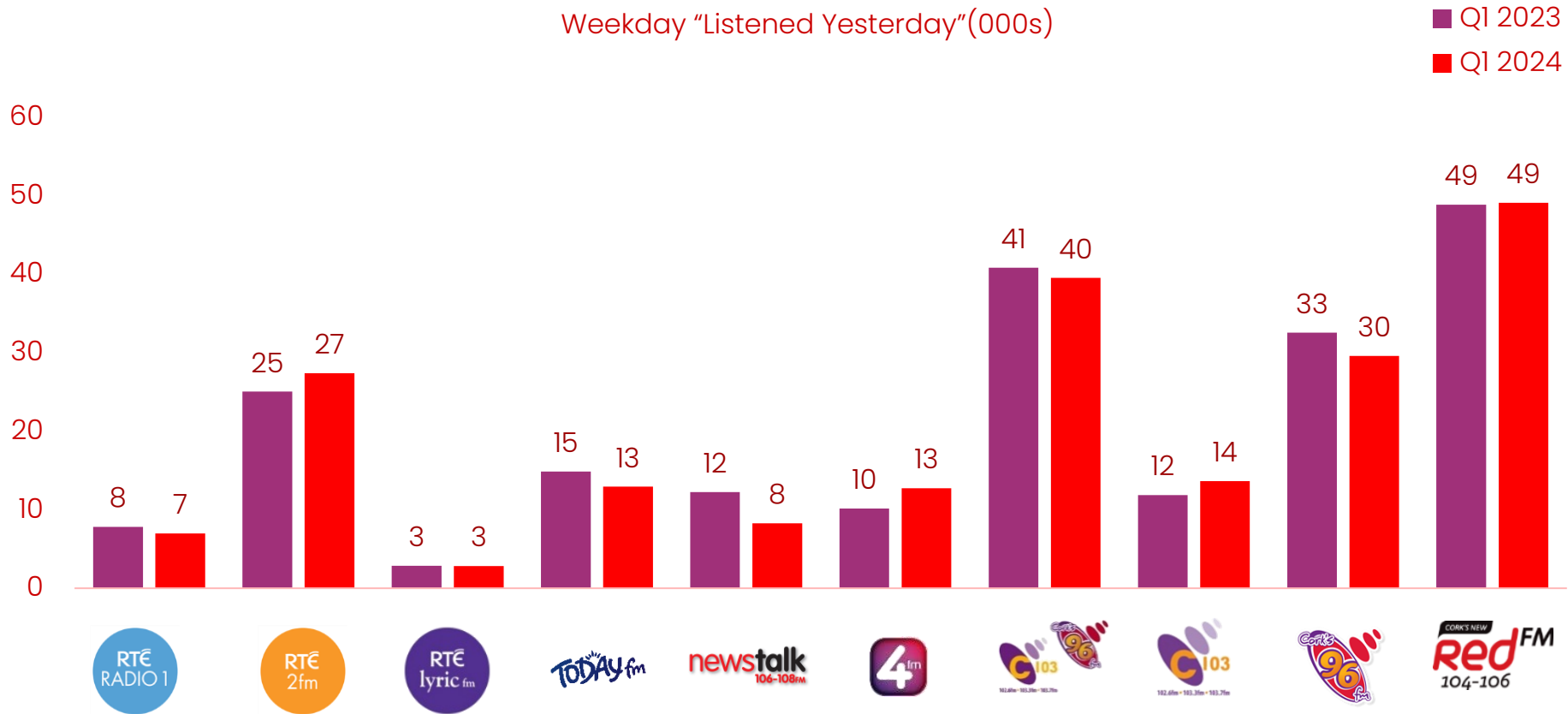
JNLR 2024/1 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: HKWKs: Red FM up by 5K and Cork 96 up by 4K listeners YOY.



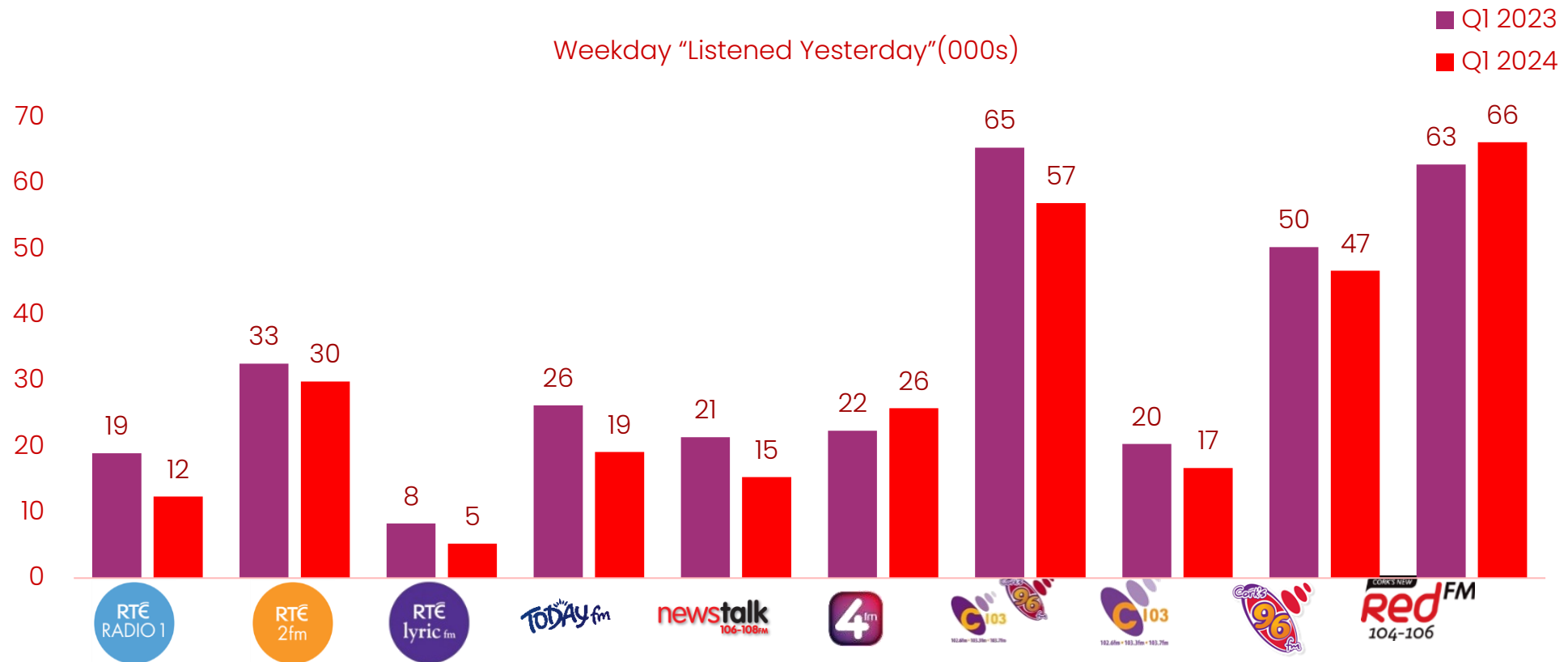
JNLR 2024/1 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: 15-34: All stations see small or no changes YOY among 15-34-year-olds.



JNLR 2024/1 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: 20-44: All stations are seeing a steady listenership with CORK'S 96/C103 seeing an 8K dip YOY.

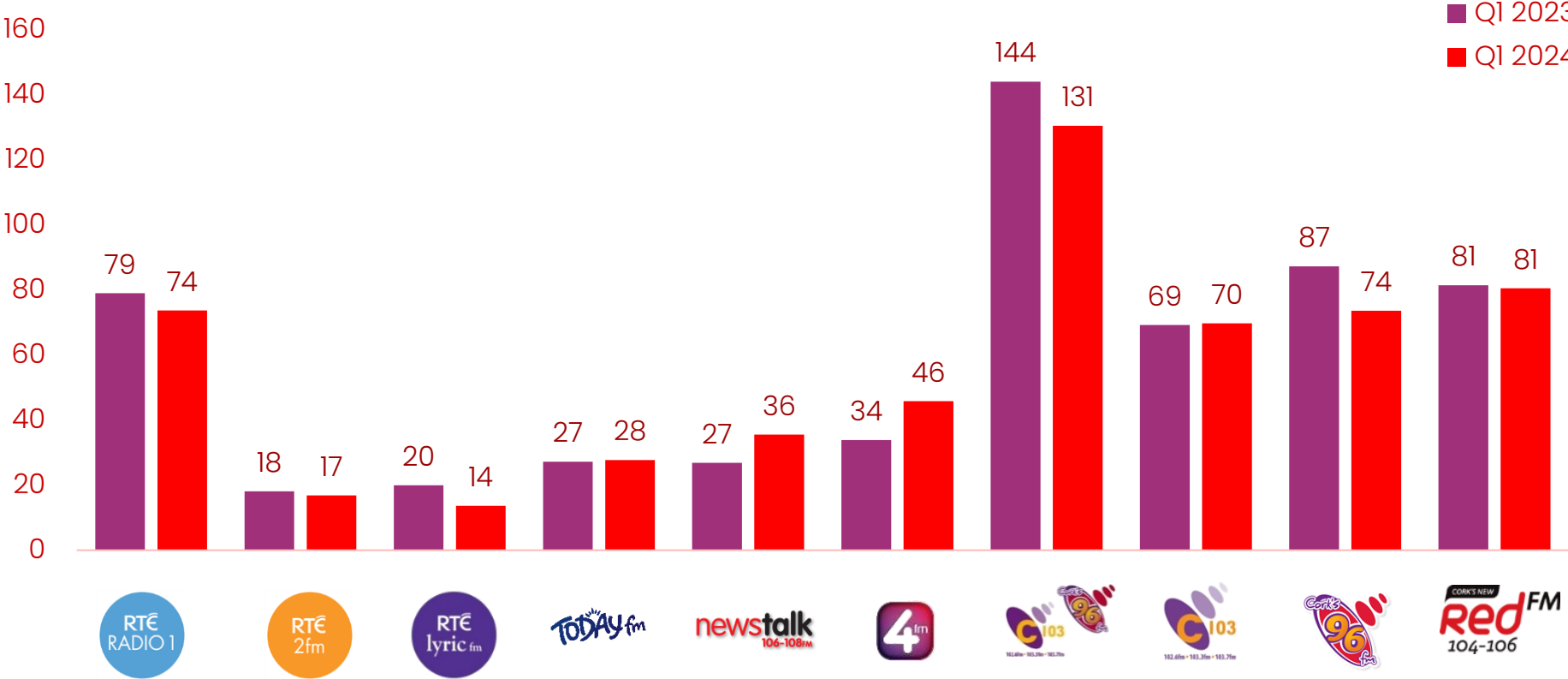


JNLR 2024/1 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: 35+: Among the 35+ cohort local cork stations had a strong year, with CORK'S 96/C103 seeing a 13K dip YOY.



Weekday "Listened Yesterday"(000s)

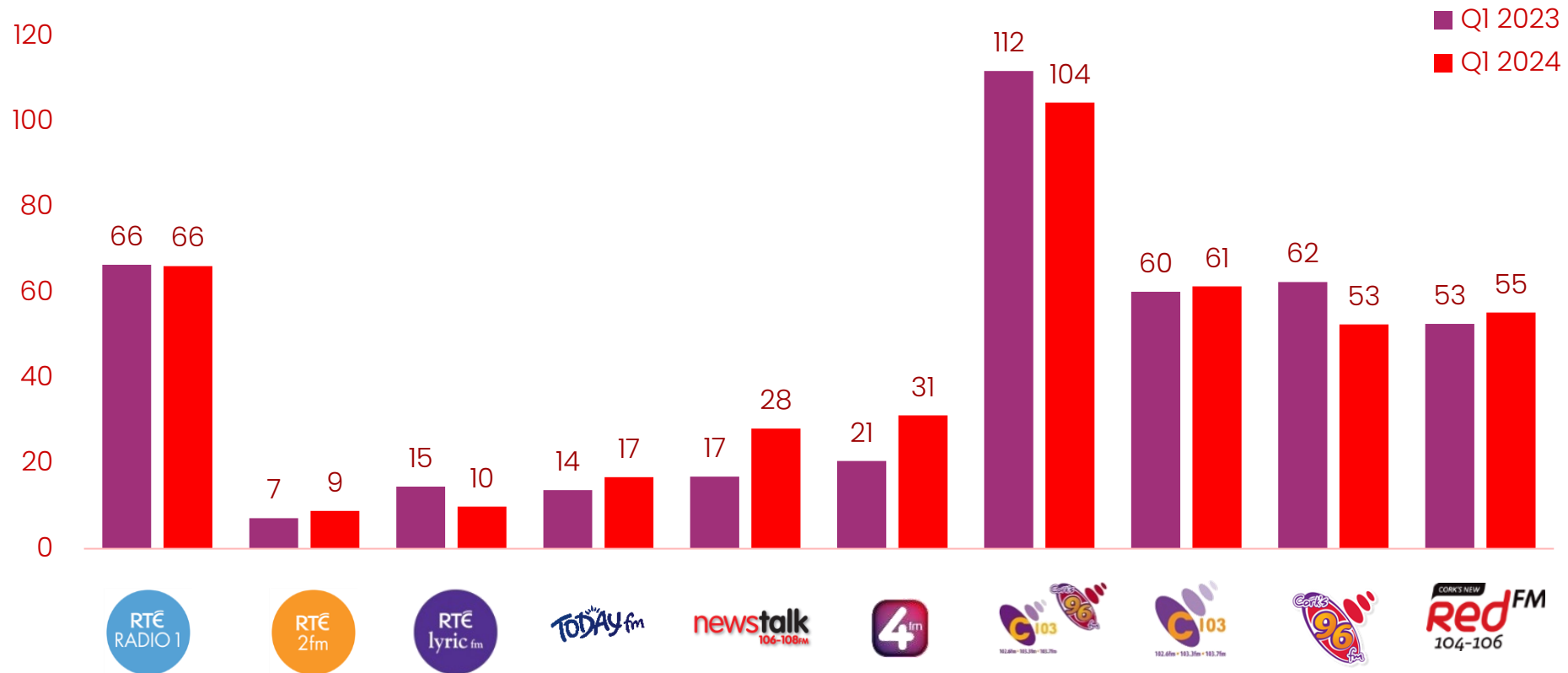


JNLR 2023/2 Cork Weekday. DAILY REACH – AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"

Cork: 45+: With smaller increases and drops, most stations are seeing a steady listenership but Cork 96 seeing 9K dip in listeners YOY



Weekday "Listened Yesterday"(000s)



JNLR 2024/1 Cork Weekday. DAILY REACH - AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP"