



JOINT NATIONAL  
LISTENERSHIP RESEARCH

2024-4

JNLR Radio Listenership

Sales House Report  
January-December 2024



RADIOCENTRE IRELAND



B&A

# NOTE TO THE READER ...



The following charts outline Weekly Reach and 7am-7pm (PT) share for 2024-4, across key demographics.

This report is based on the 12-month period January to December 2024. Reach data is compared, year on year, to the 2023-4 report.

## Definitions:

HKWK label is updated to read **SHWK** (shopper + dependent children (any age)). This is a **label change only** as housekeeper was always defined as main shopper.

Universe estimates and sample size – refer to 2024-4 data.

See Appendix for Sales house composition





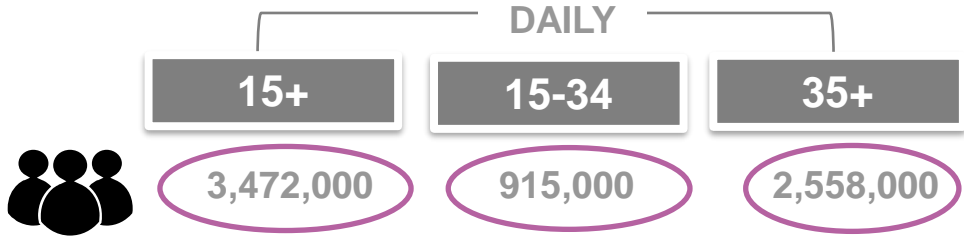
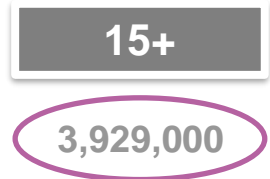
Radio  
Today

# RADIO TODAY

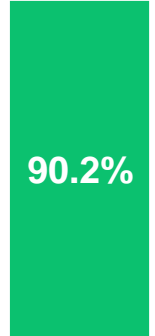
More than 3.4 million Irish adults listen to radio on an average day



PAST WEEK



On average listeners tune into 1.5 radio stations daily



Source: JNLR National Report 2024-4

\* Average time spent among listeners 7am-midnight

Source: JNLR Sales House -Weekly Reach

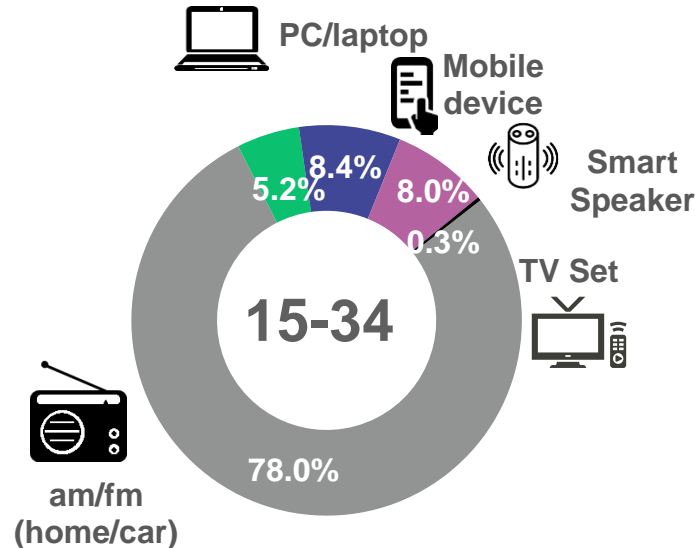
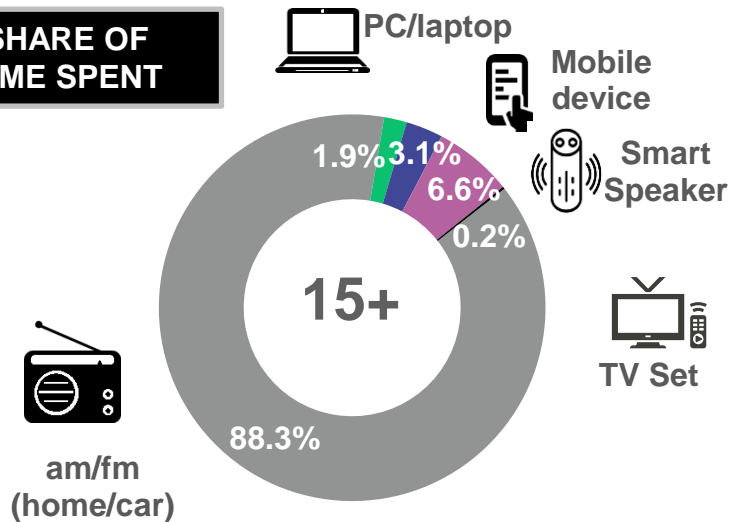


# RADIO TODAY

While most listening happens on the AM/FM radio – 534,000 people listen daily on a digital platform



**SHARE OF TIME SPENT**



Source: JNLR Platform Data 2024-4

\* Based on share of minutes 7am-midnight, to Irish stations





National

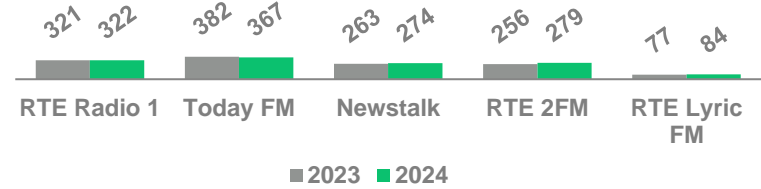
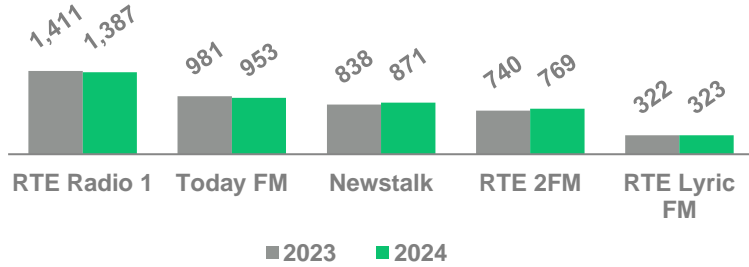
# WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES



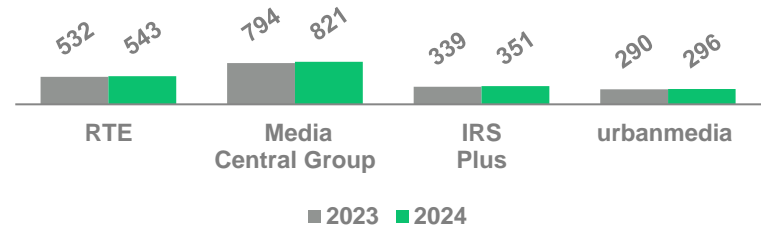
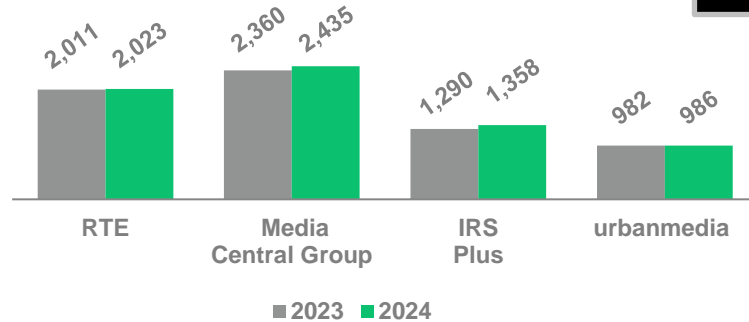
All Adults 000's

National Stations

SHWK 000's



Sales Houses



Universe: 4,354  
Sample: 12,442

Universe: 1,238  
Sample: 3,552



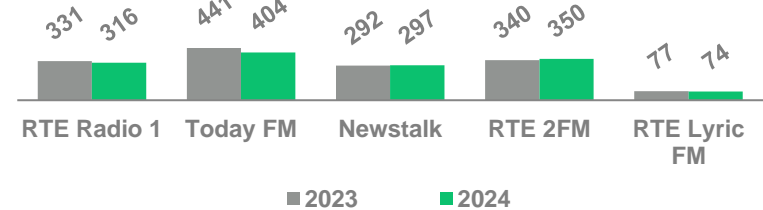
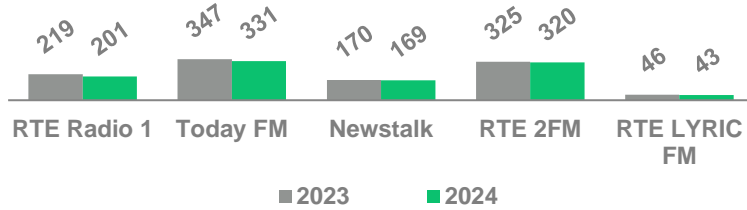
# WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES



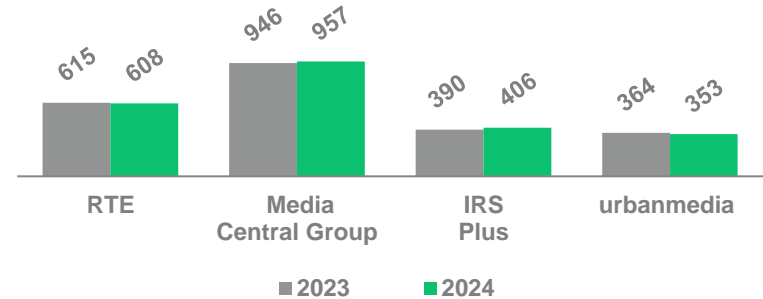
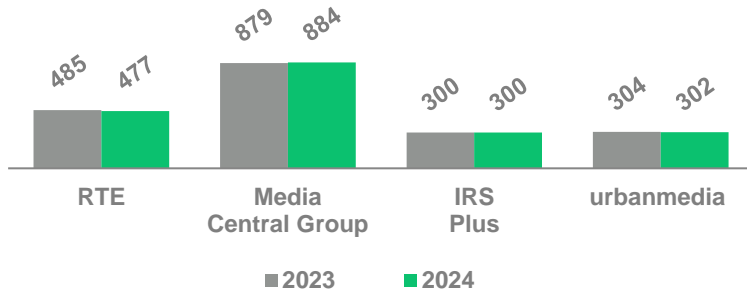
15-34 000's

National Stations

25-44 000's



Sales Houses



Universe: 1,336  
Sample: 3,660

Universe: 1,473  
Sample: 4,254





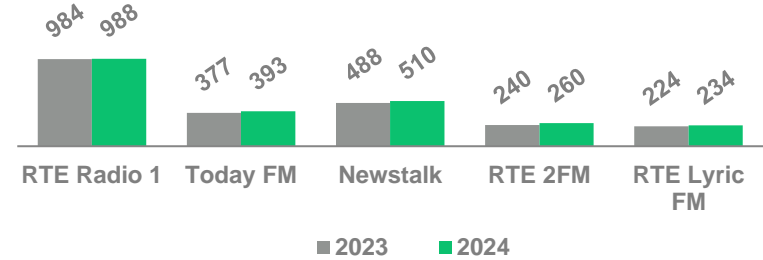
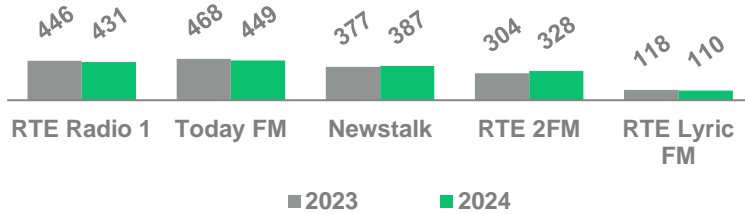
# WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES



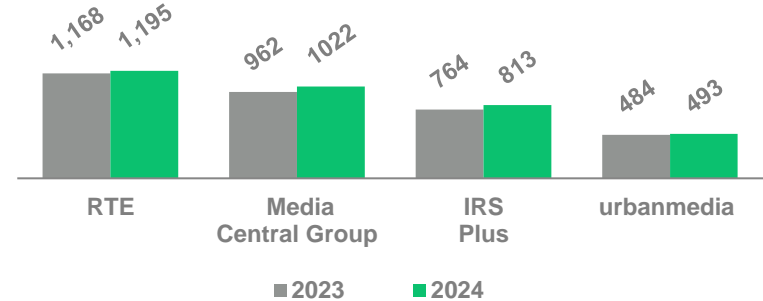
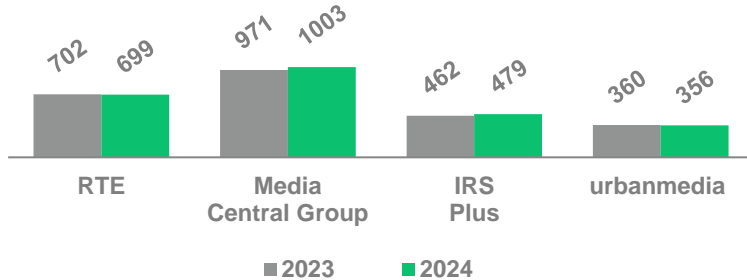
35-54 000's

National Stations

45+ 000's



Sales Houses



Universe: 1,572  
Sample: 4,320

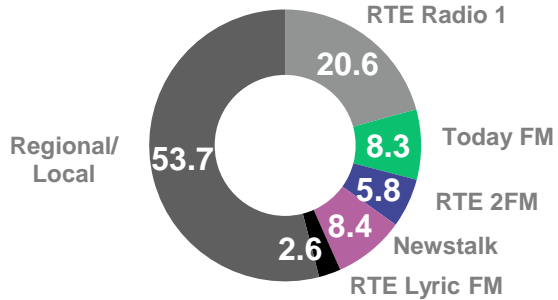
Universe: 2,202  
Sample: 6,386



# PT MARKET SHARE NATIONAL & SALES HOUSES

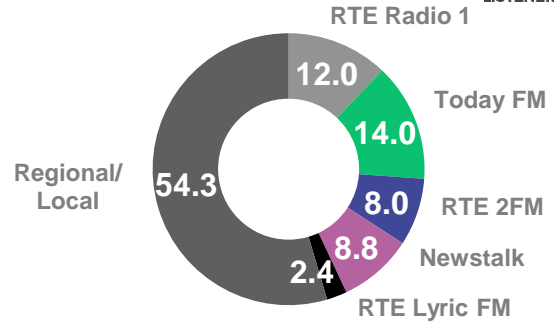


All Adults %

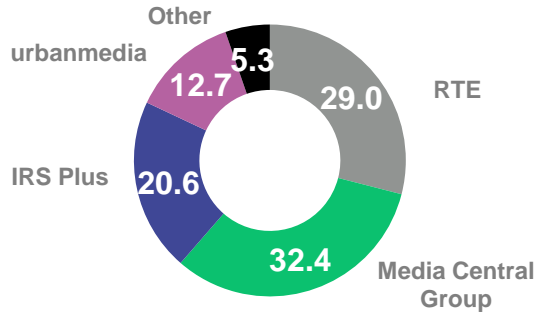


National Stations

SHWK %

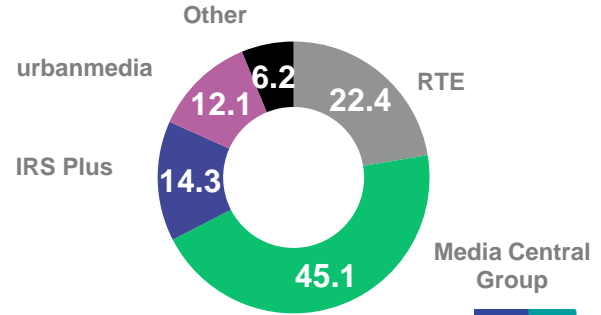


All Adults %



Sales Houses

SHWK %

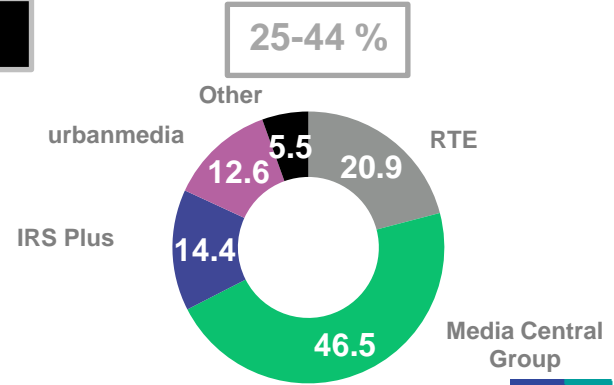
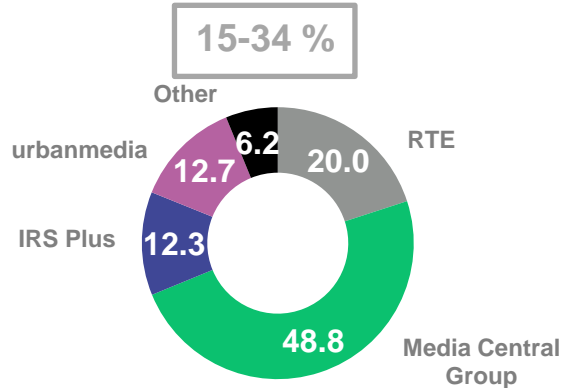
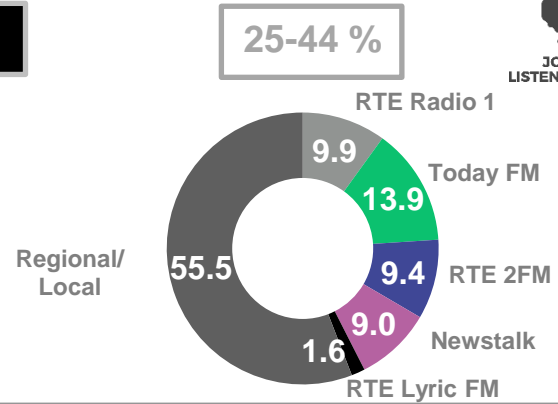
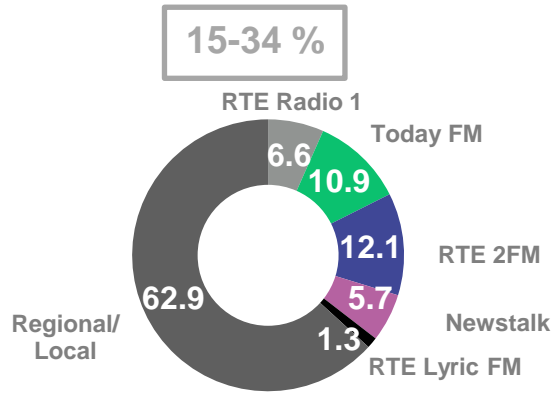


Sample: 9,753

Sample: 2,836



# PT MARKET SHARE NATIONAL & SALES HOUSES



Sample: 2,463

Sample: 3,176

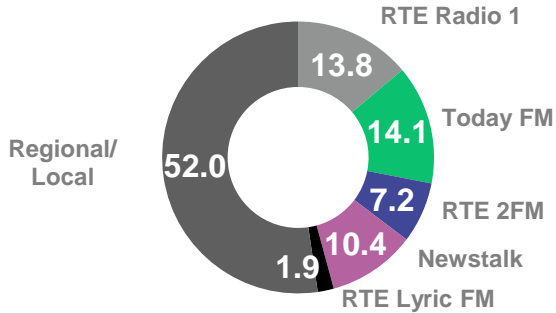


# PT MARKET SHARE NATIONAL & SALES HOUSES

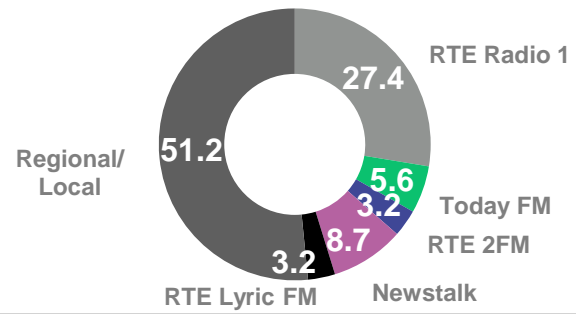


## National Stations

35-54 %

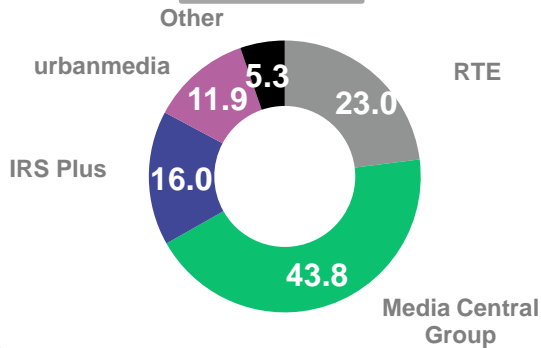


45+ %

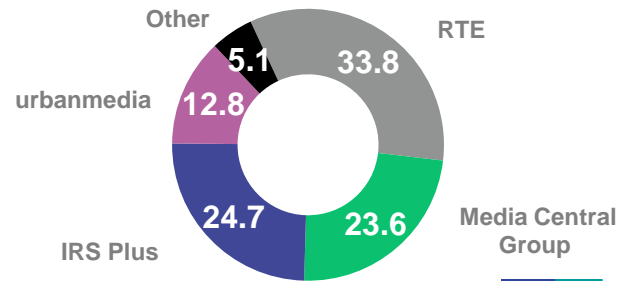


## Sales Houses

35-54 %



45+ %



Sample: 3,426

Sample: 5,435





Dublin

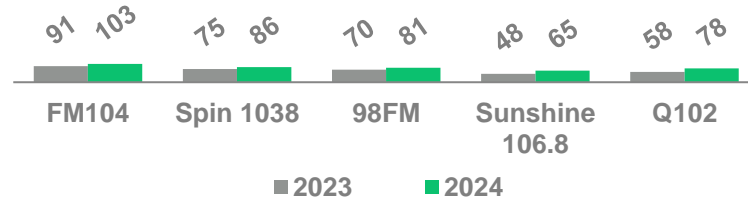
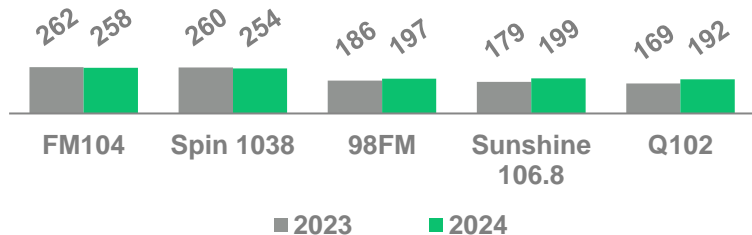
# WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES



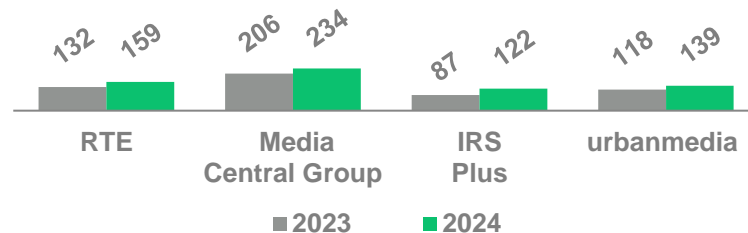
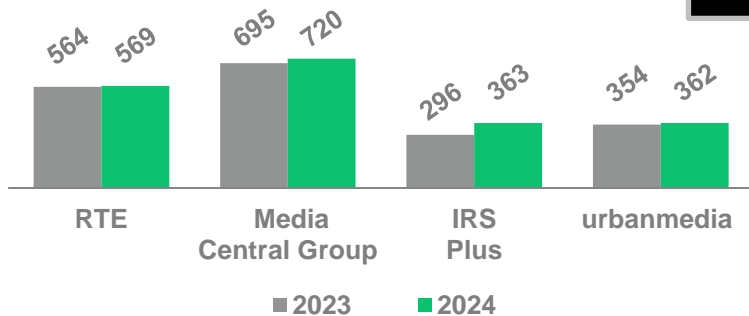
All Adults 000's

Dublin Stations

SHWK 000's



Sales Houses



Universe: 1,250  
Sample: 2,995

Universe: 368  
Sample: 864



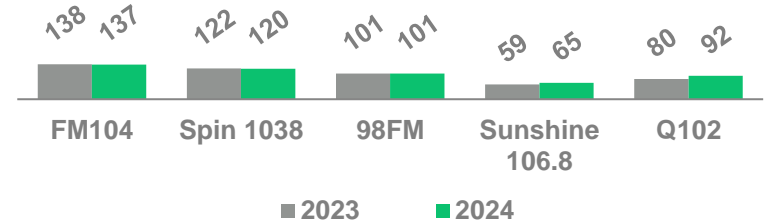
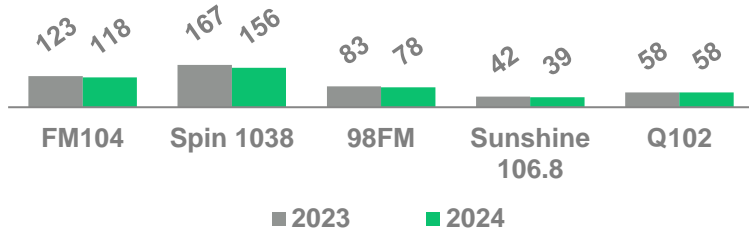
# WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES



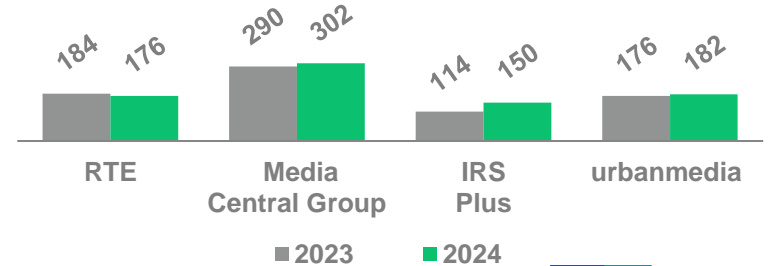
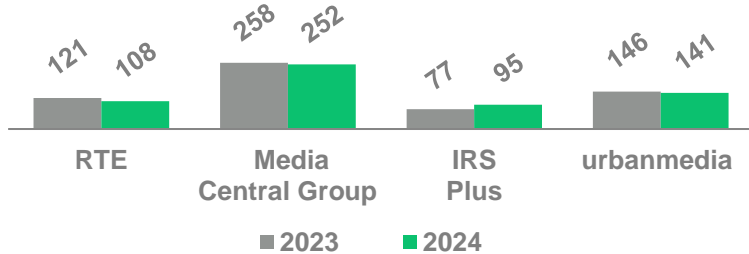
15-34 000's

Dublin Stations

25-44 000's



Sales Houses



Universe: 414  
Sample: 857

Universe: 496  
Sample: 1,109



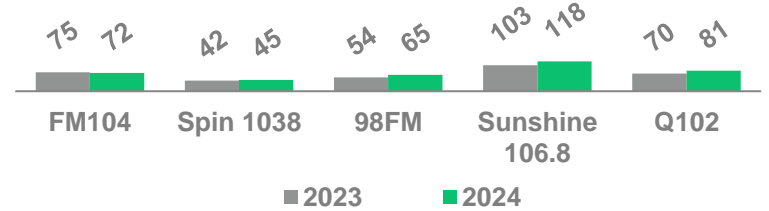
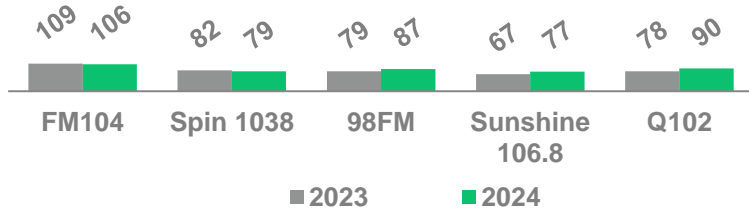
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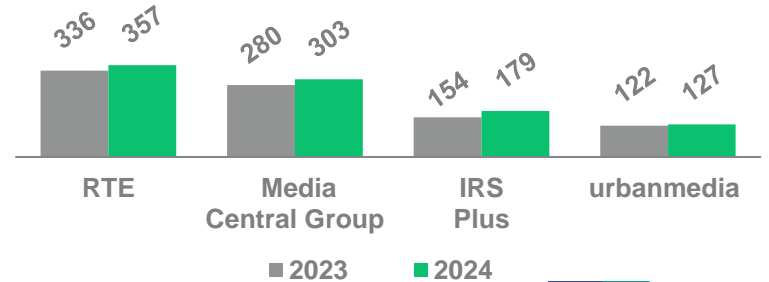
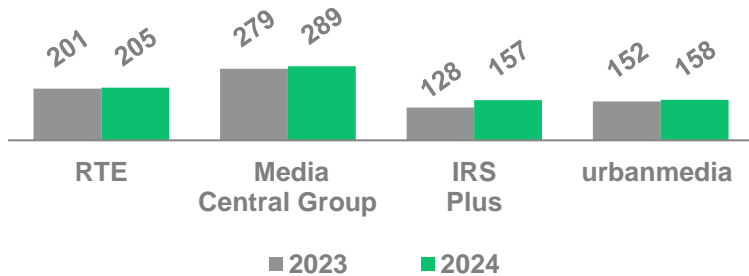
35-54 000's

Dublin Stations

45+ 000's



Sales Houses



Universe: 468  
Sample: 1,101

Universe: 576  
Sample: 1,510

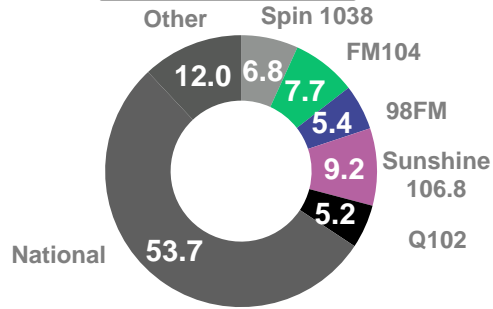




# PT MARKET SHARE DUBLIN & SALES HOUSES

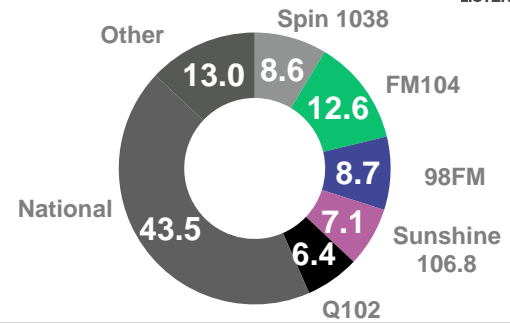


All Adults %

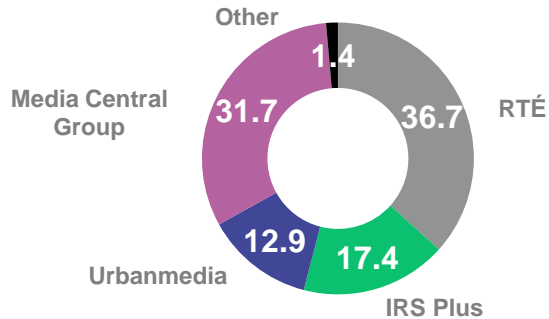


Dublin Stations

SHWK %

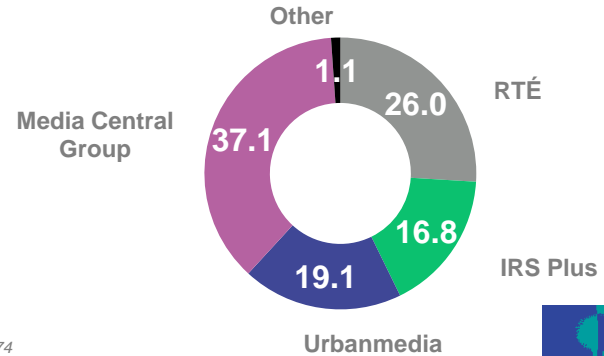


All Adults %



Sales Houses

SHWK %

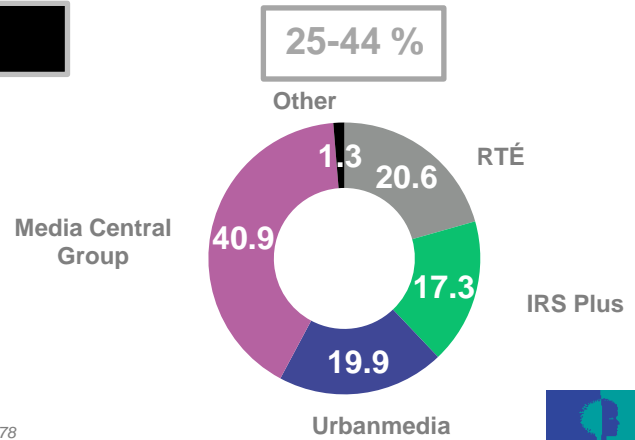
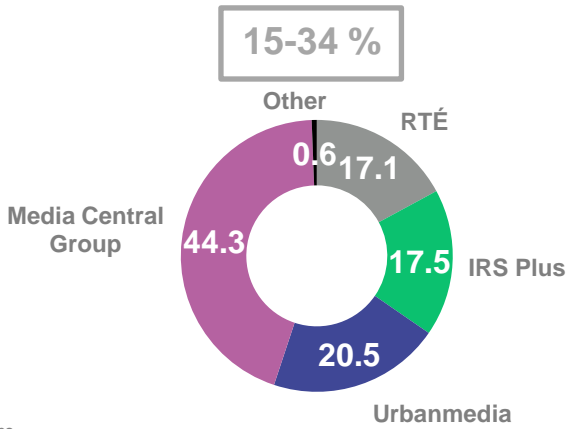
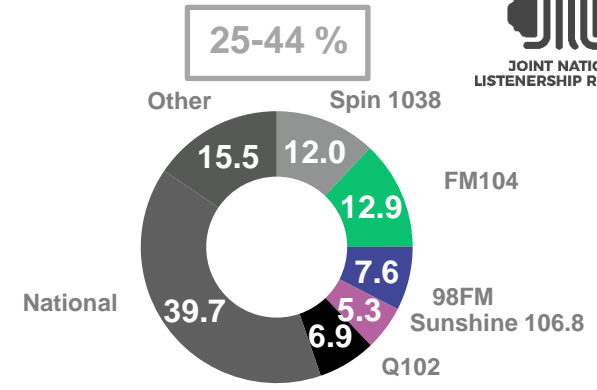
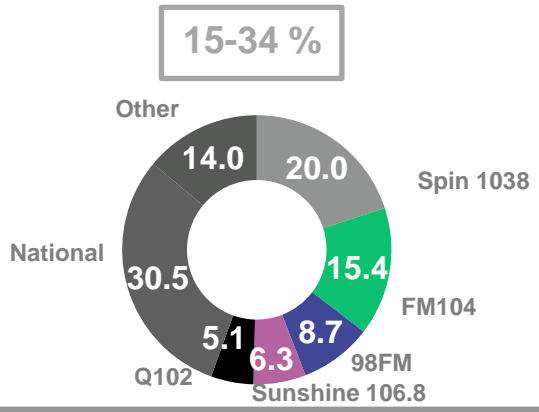


Sample: 2,242

Sample: 674



# PT MARKET SHARE DUBLIN & SALES HOUSES

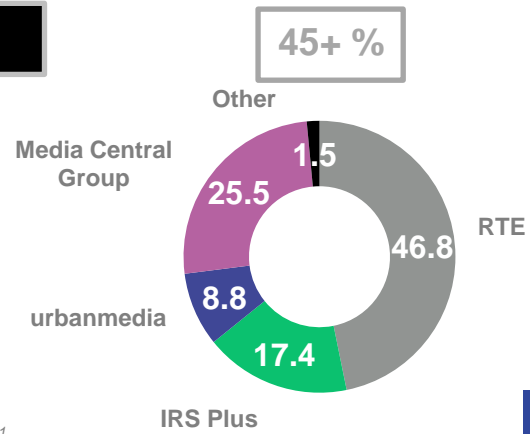
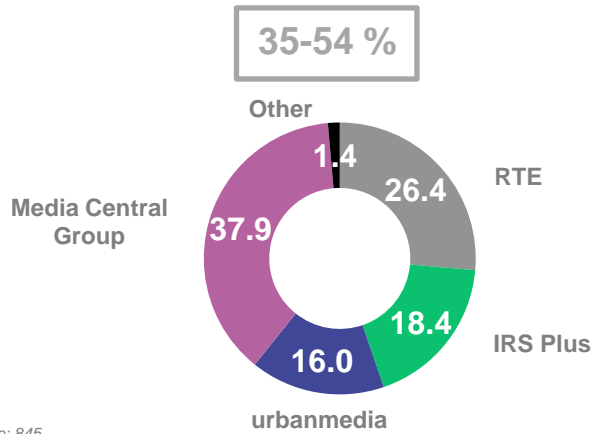
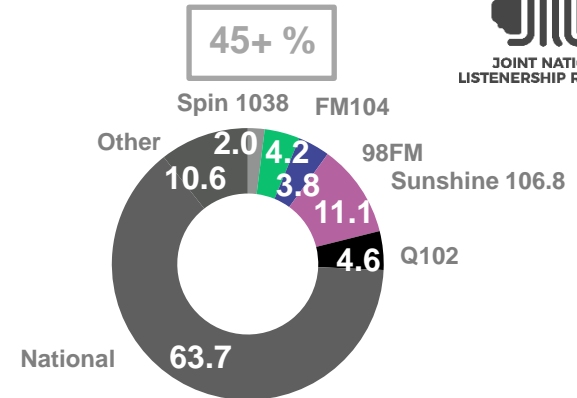
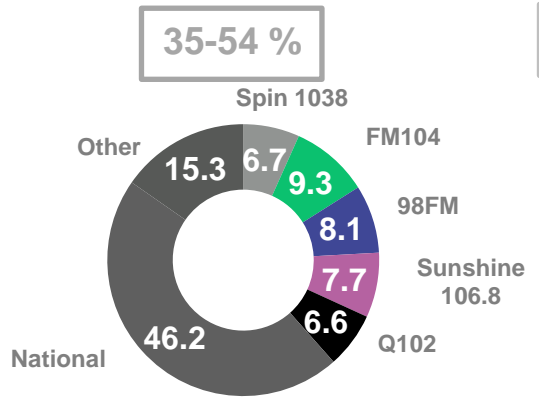


Sample: 502

Sample: 778



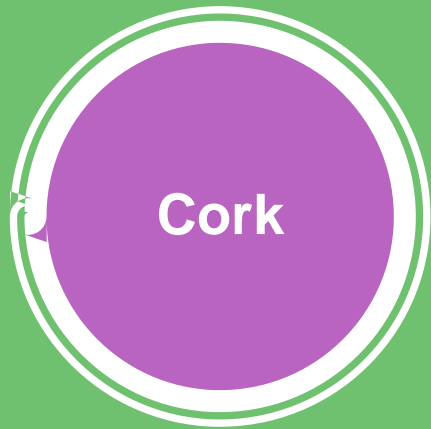
# PT MARKET SHARE DUBLIN & SALES HOUSES



Sample: 845

Sample: 1,271





Cork

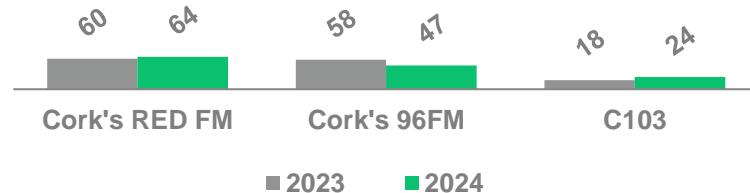
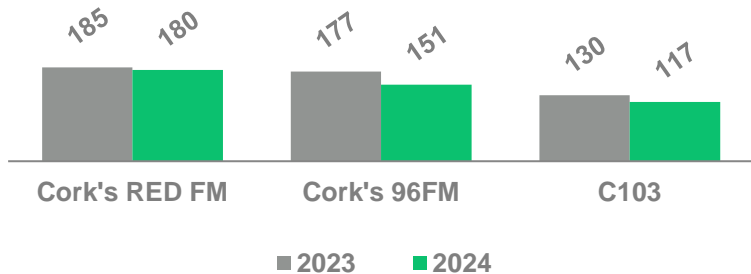
# WEEKLY REACH – CORK & CORK SALES HOUSES



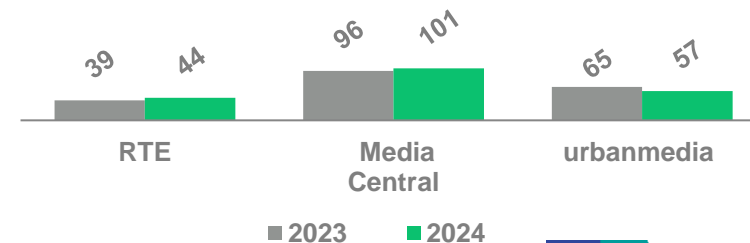
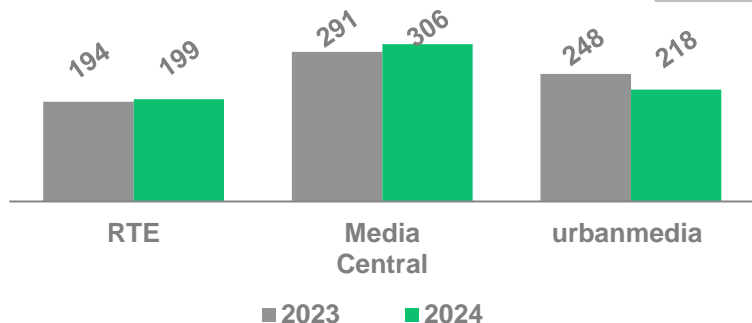
All Adults 000's

Cork Stations

SHWK 000's



Sales Houses



Universe: 495  
Sample: 1,009

Universe: 141  
Sample: 302



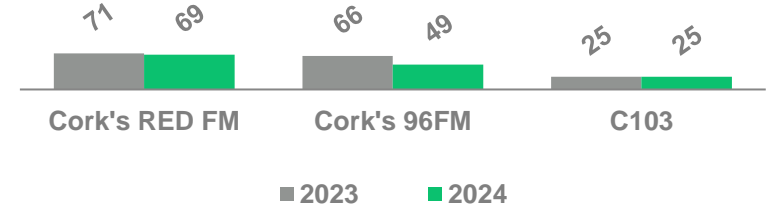
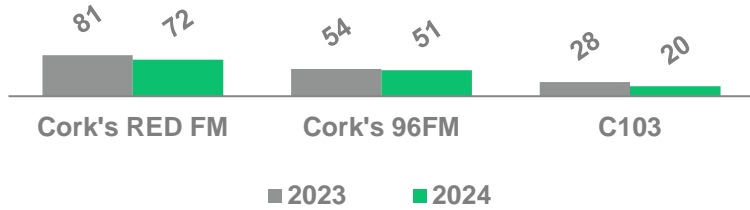
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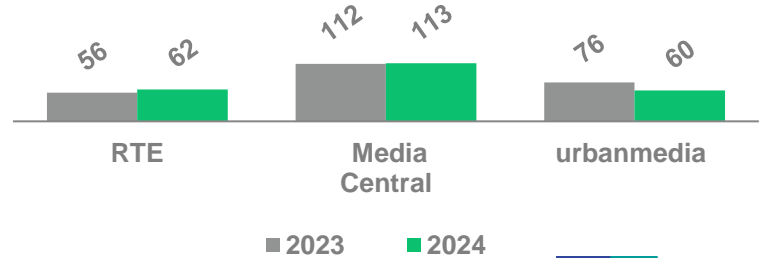
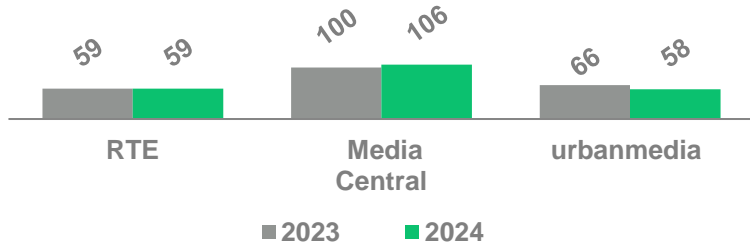
15-34 000's

Cork Stations

25-44 000's



Sales Houses



Universe: 153  
Sample: 278

Universe: 163  
Sample: 334



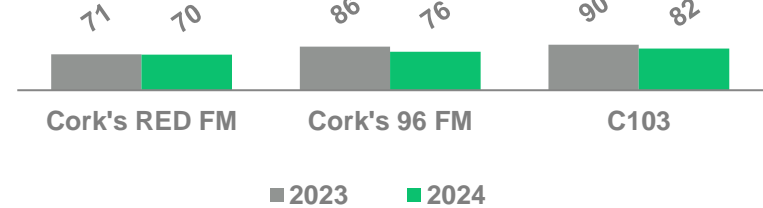
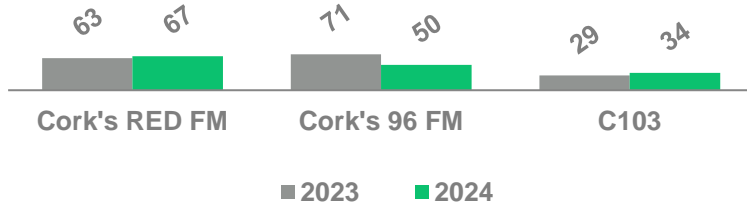
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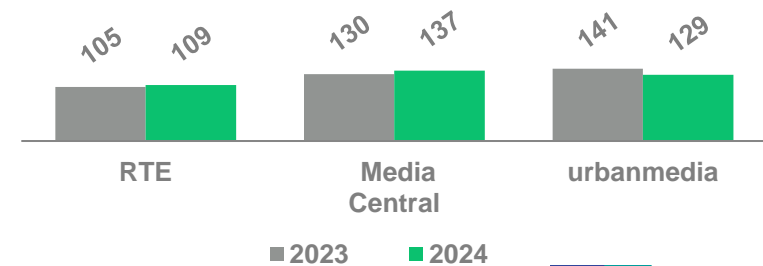
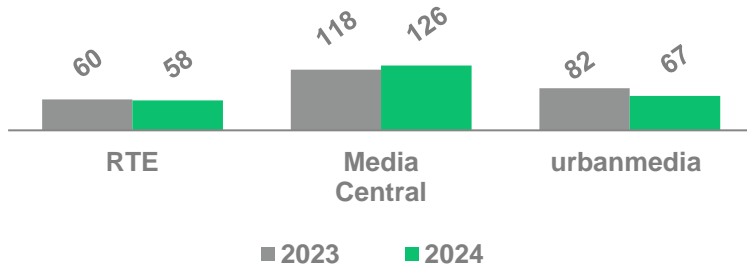
35-54 000's

Cork Stations

45+ 000's



Sales Houses



Universe: 175  
Sample: 376

Universe: 252  
Sample: 520



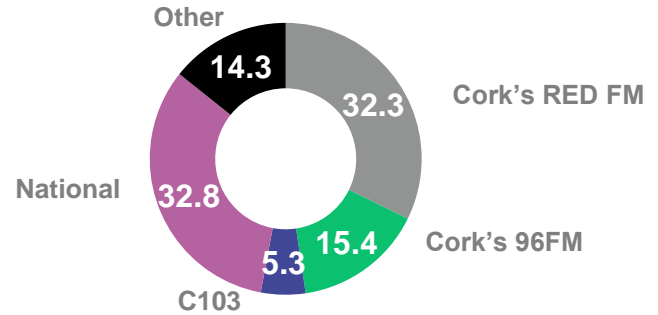
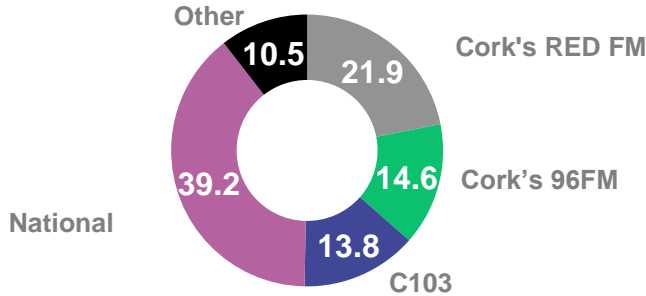
# PT MARKET SHARE CORK & SALES HOUSES



All Adults %

Cork Stations

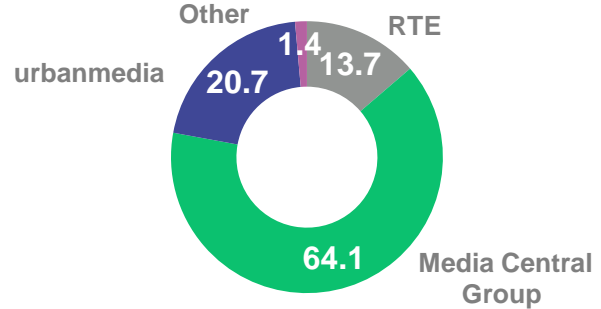
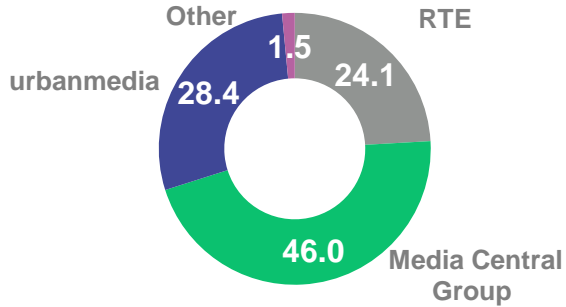
SHWK %



All Adults %

Sales Houses

SHWK %



Sample: 820

Sample: 243



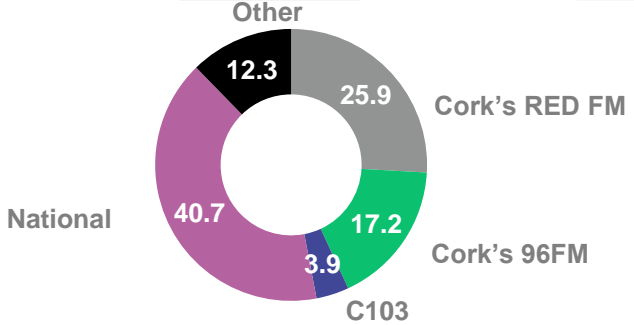


# PT MARKET SHARE CORK & SALES HOUSES

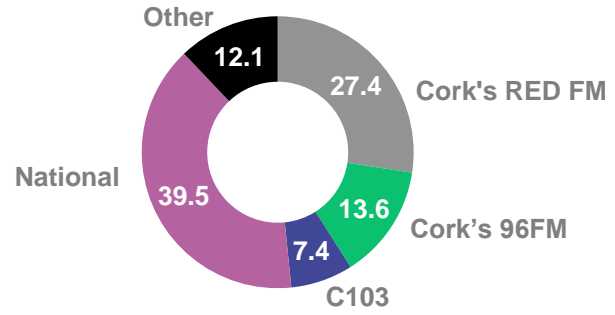


## Cork Stations

15-34 %

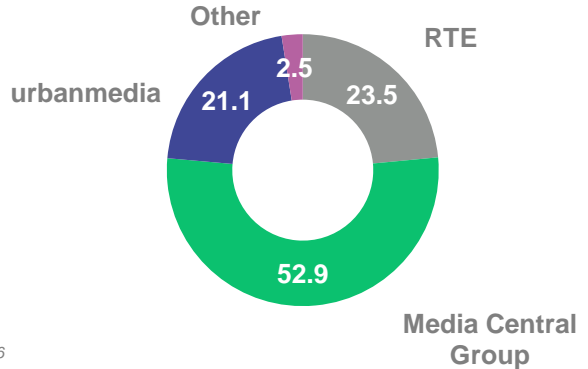


25-44 %

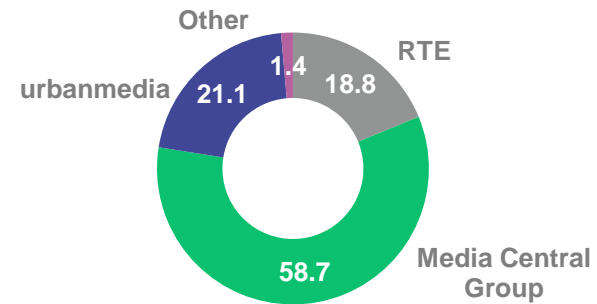


## Sales Houses

15-34 %



25-44 %

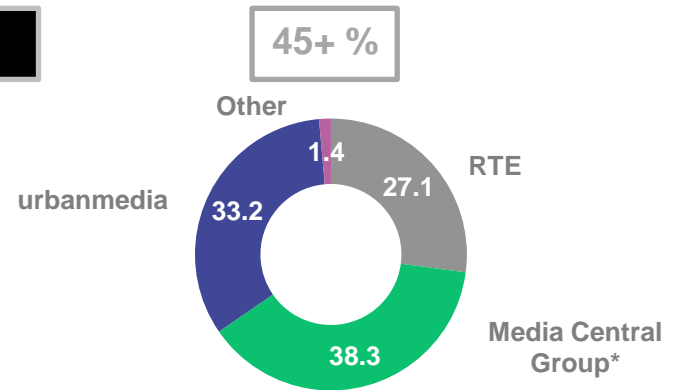
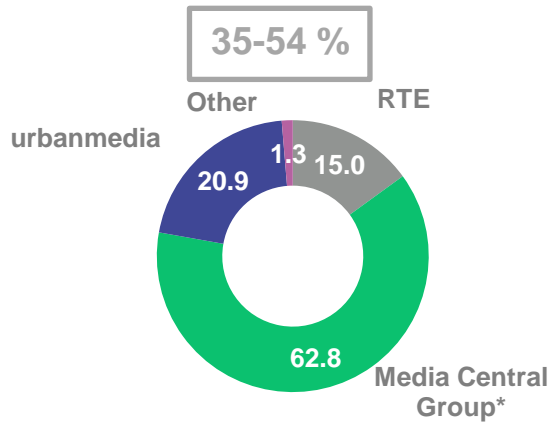
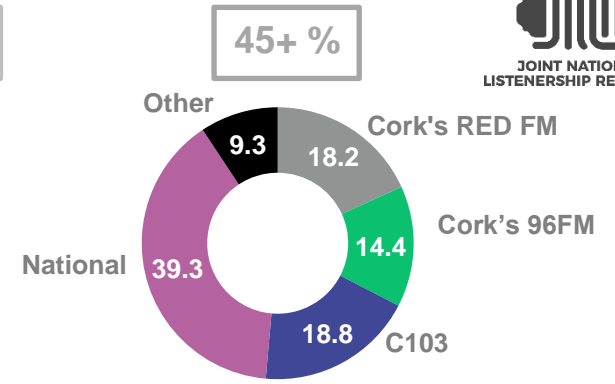
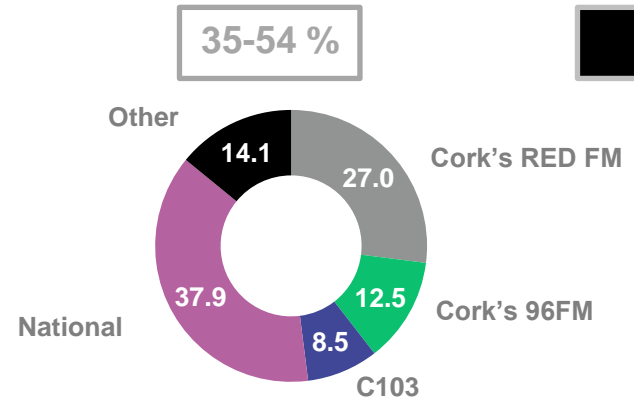


Sample: 206

Sample: 259



# PT MARKET SHARE CORK & SALES HOUSES



Sample: 307

Sample: 448



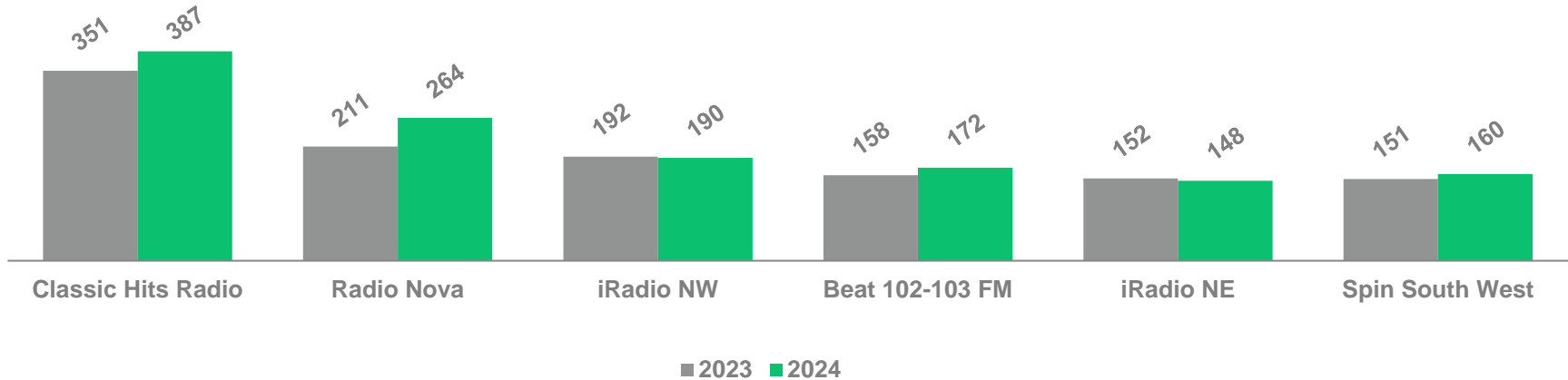


Regional

# WEEKLY REACH – REGIONAL



All Adults



Universe: 2,575  
Sample: 6,157

Universe: 1,554  
Sample: 3,713

Universe: 679  
Sample: 2,407

Universe: 464  
Sample: 1,833

Universe: 834  
Sample: 1,881

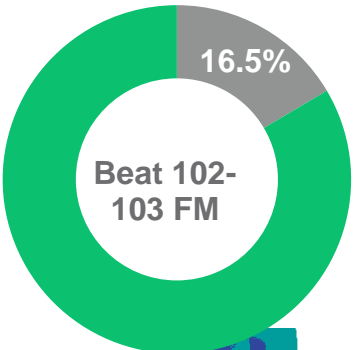
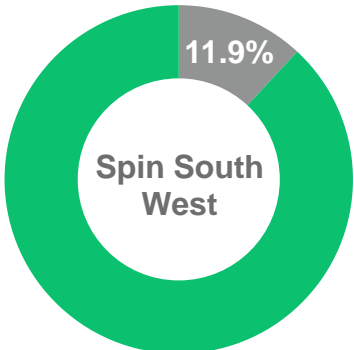
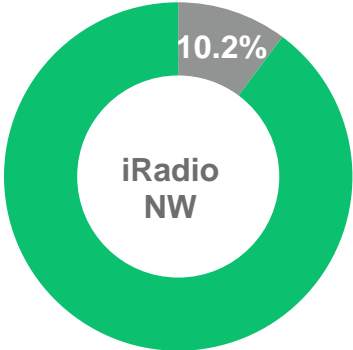
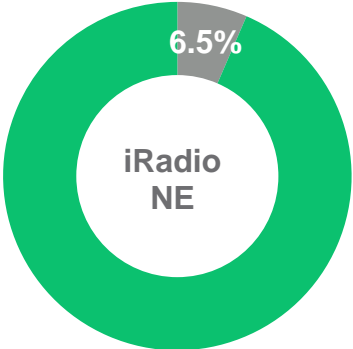
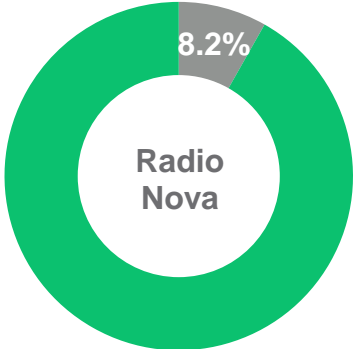
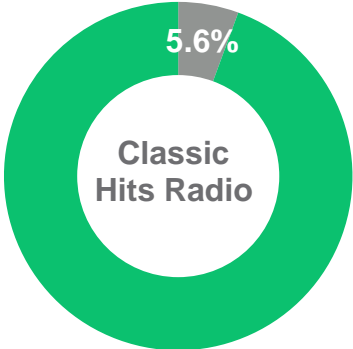
Universe: 502  
Sample: 1,834



# PT MARKET SHARE REGIONAL – 2024-4



## All Adults





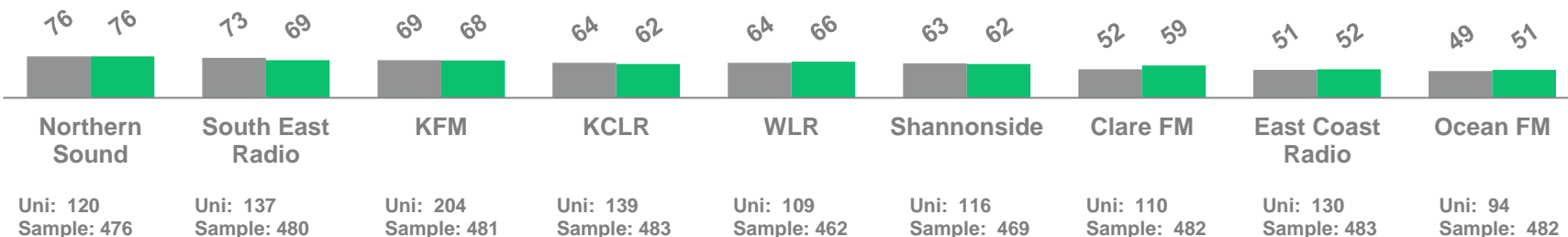
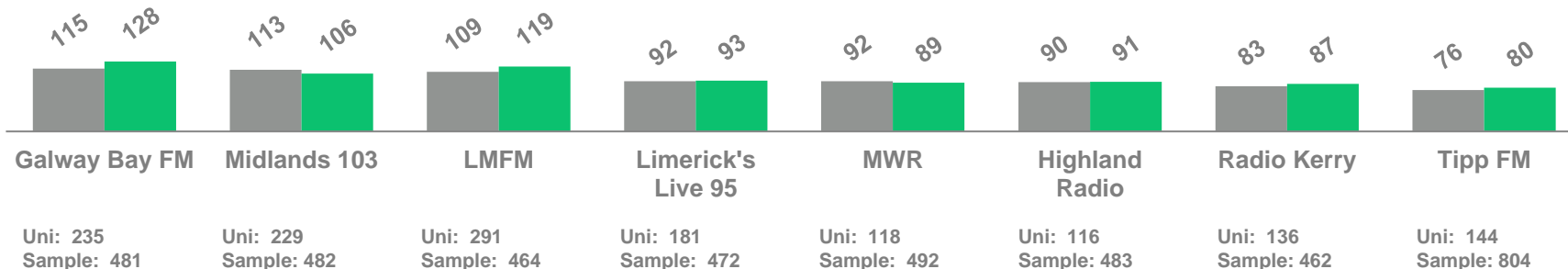
Local  
Area

# WEEKLY REACH – LOCAL AREAS



All Adults

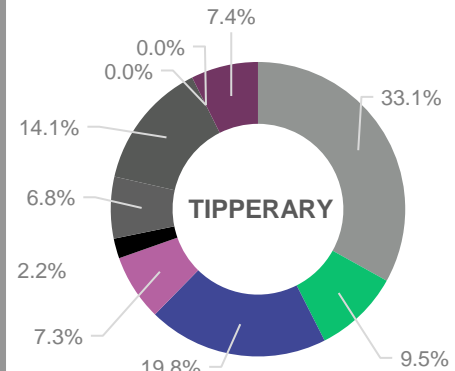
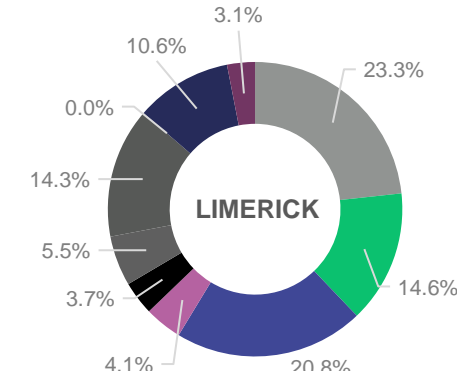
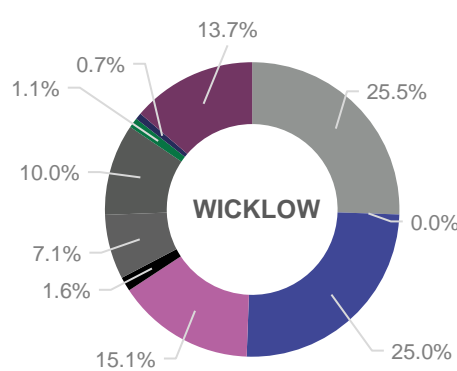
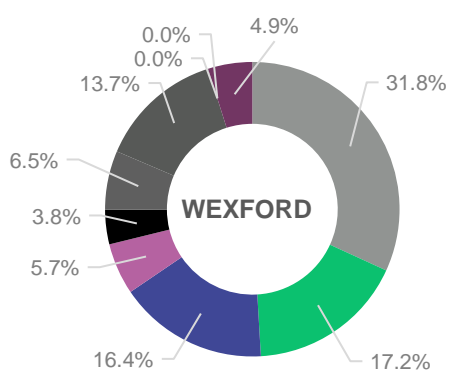
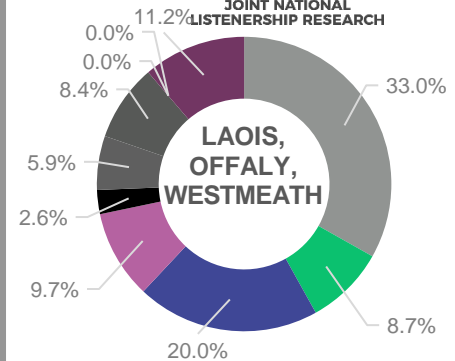
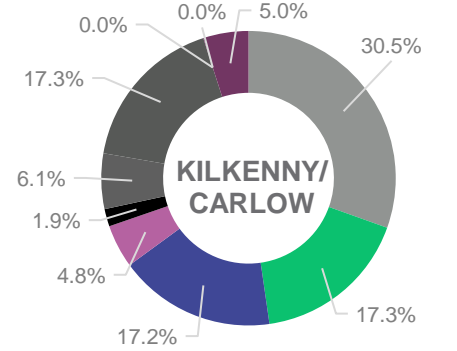
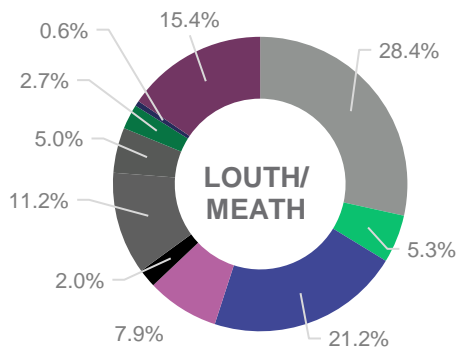
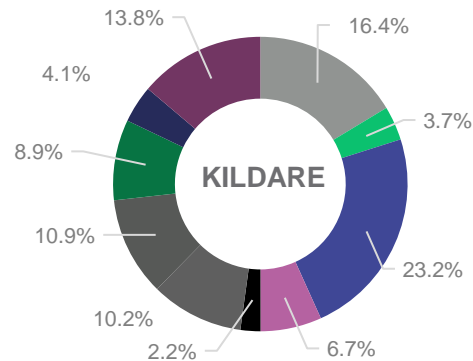
■ 2023 ■ 2024



# PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL LISTENERSHIP RESEARCH



■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTE RADIO 1 ■ RTE 2FM ■ RTE LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOC/M-C/D-C

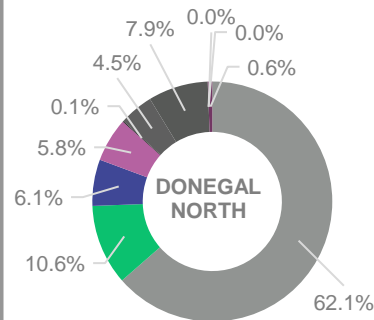
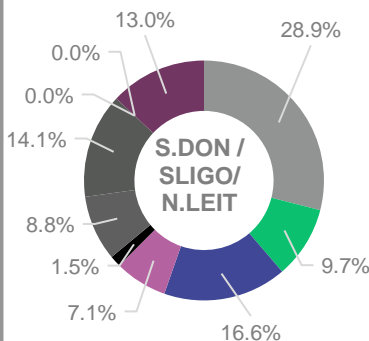
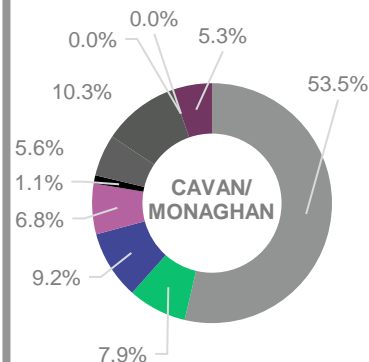
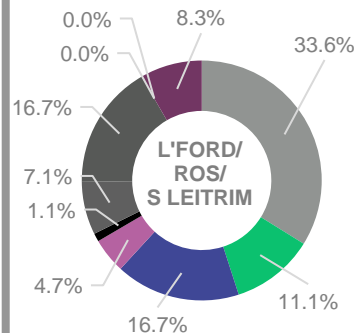
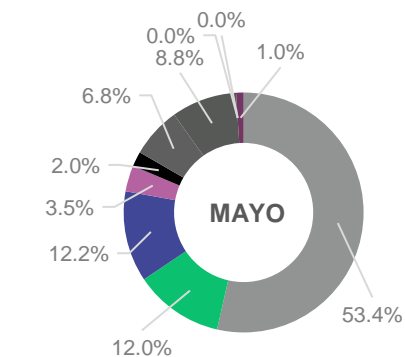
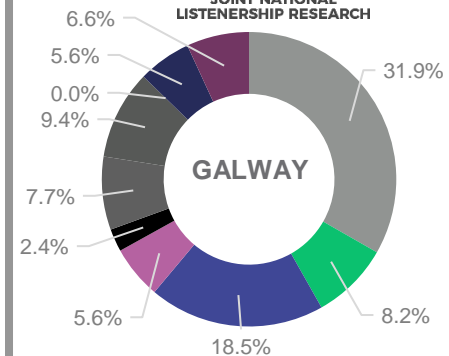
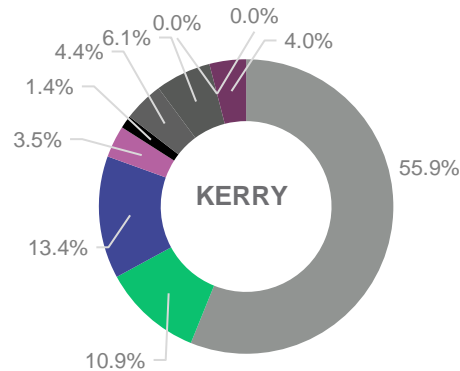
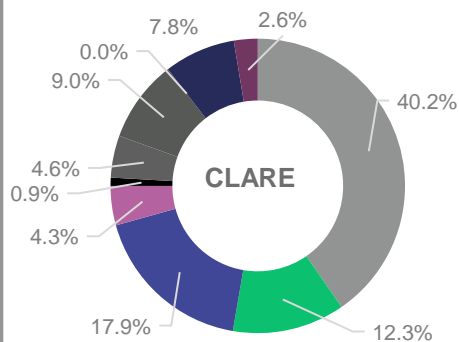
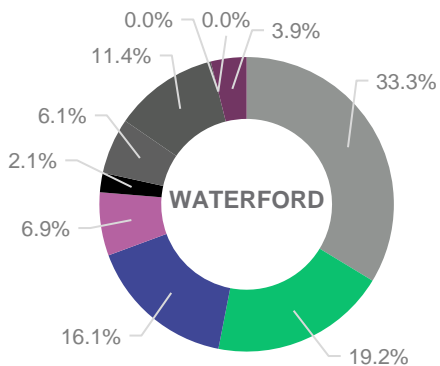




# PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL LISTENERSHIP RESEARCH



■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTE RADIO 1 ■ RTE 2FM ■ RTE LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOC/M-C/D-C

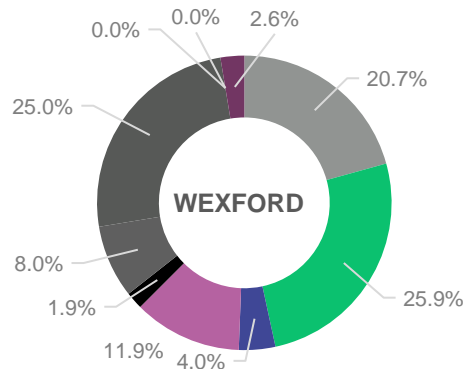
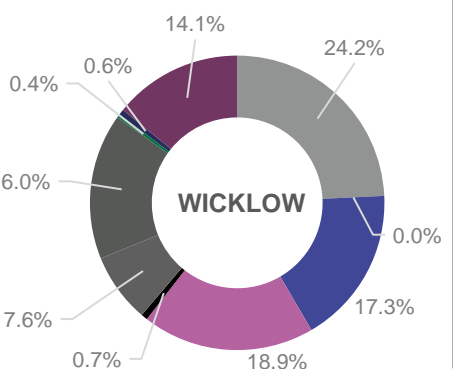
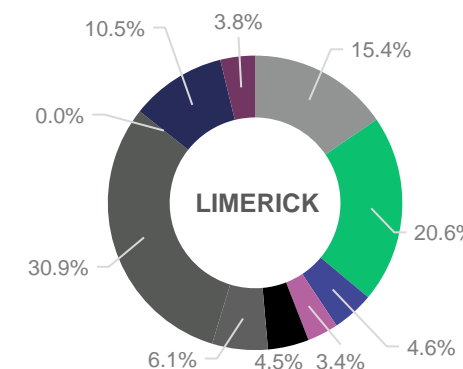
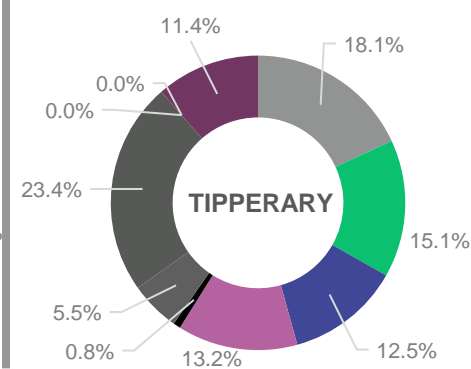
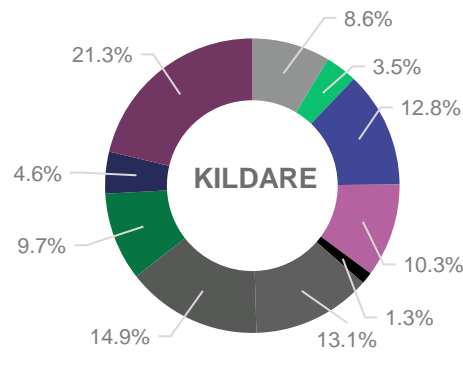
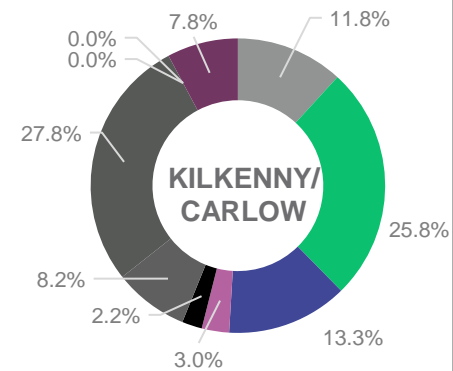
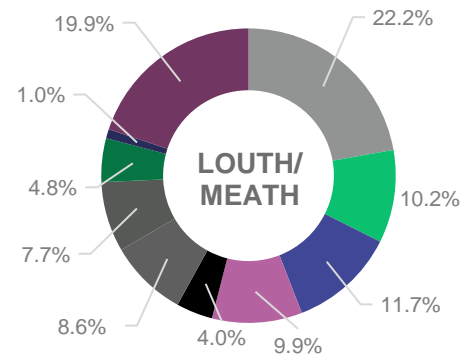
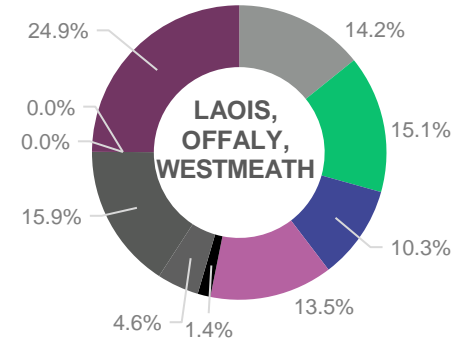


# PT SHARE LOCAL AREAS - SHOPPERS WITH CHILDREN



JOINT NATIONAL LISTENERSHIP RESEARCH

LAOIS,  
OFFALY,  
WESTMEATH



■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTE RADIO 1 ■ RTE 2FM ■ RTE LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOC/M-C/D-C

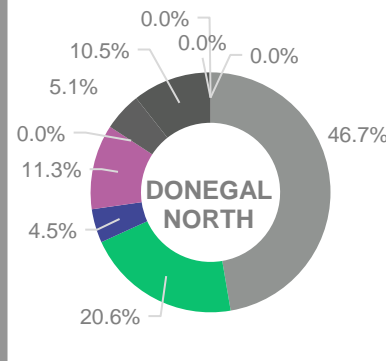
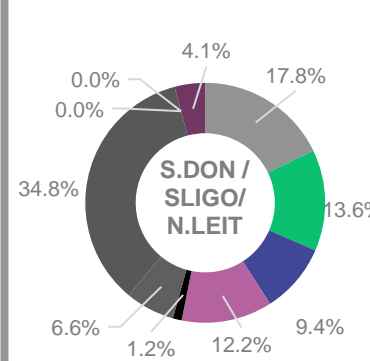
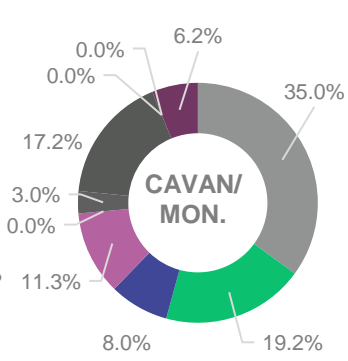
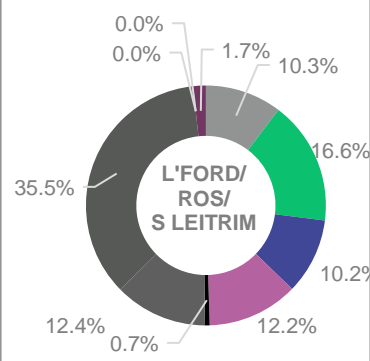
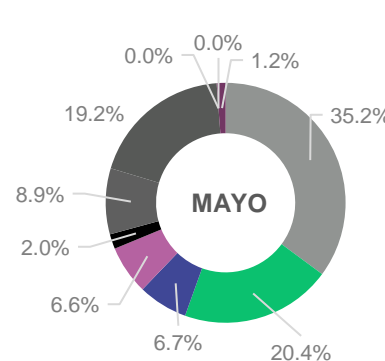
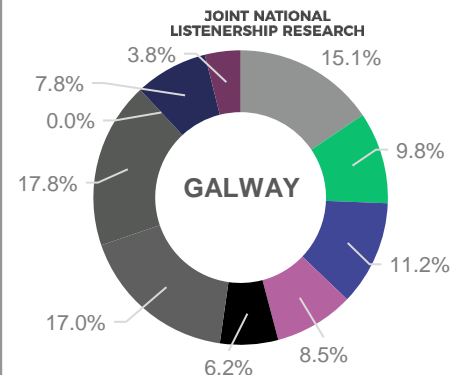
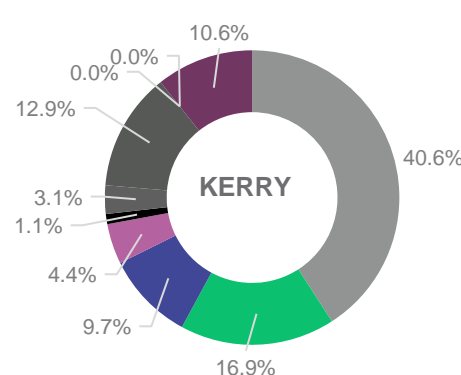
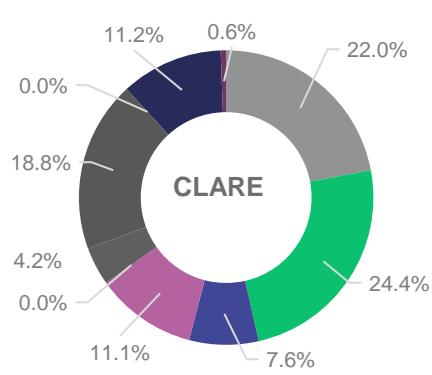
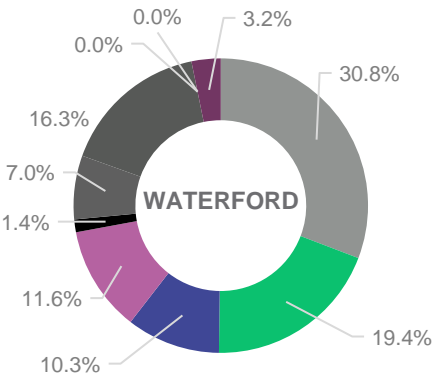


Small Sample Sizes

# PT SHARE LOCAL AREAS – SHOPPERS WITH CHILDREN



JOINT NATIONAL LISTENERSHIP RESEARCH



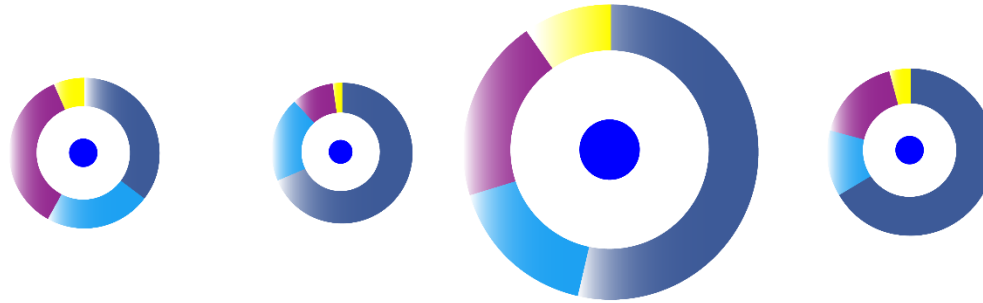
■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTE RADIO 1 ■ RTE 2FM ■ RTE LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOC/M-C/D-C







# Radio & Social Media

# Radio is the original Social Media.





Irish Radio has over **14.4 Million** connections.







**All RTE**

	739,054
	471,000
	739,668
	134,384





**IRS+**

	1,247,433
	356,581
	175,909
	37,497

**Media Central**

	4,308,000
	1,335,028
	1,599,500
	771,208

**Urban Media**

	1,710,000
	325,806
	432,365
	100,837



# Appendix

# 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

