



2025 - 1

JNLR Radio Listenership

Sales House Report

April 24 – March 25



NOTE TO THE READER ...

The following charts outline Weekly Reach and 7am-7pm (PT) share for April 2024 to March 2025 (2025-1), across key demographics.

This report is based on the 12-month period April 2024 to March 2025. Reach data is compared, year on year, to the 2024-1 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 2025-1 data.

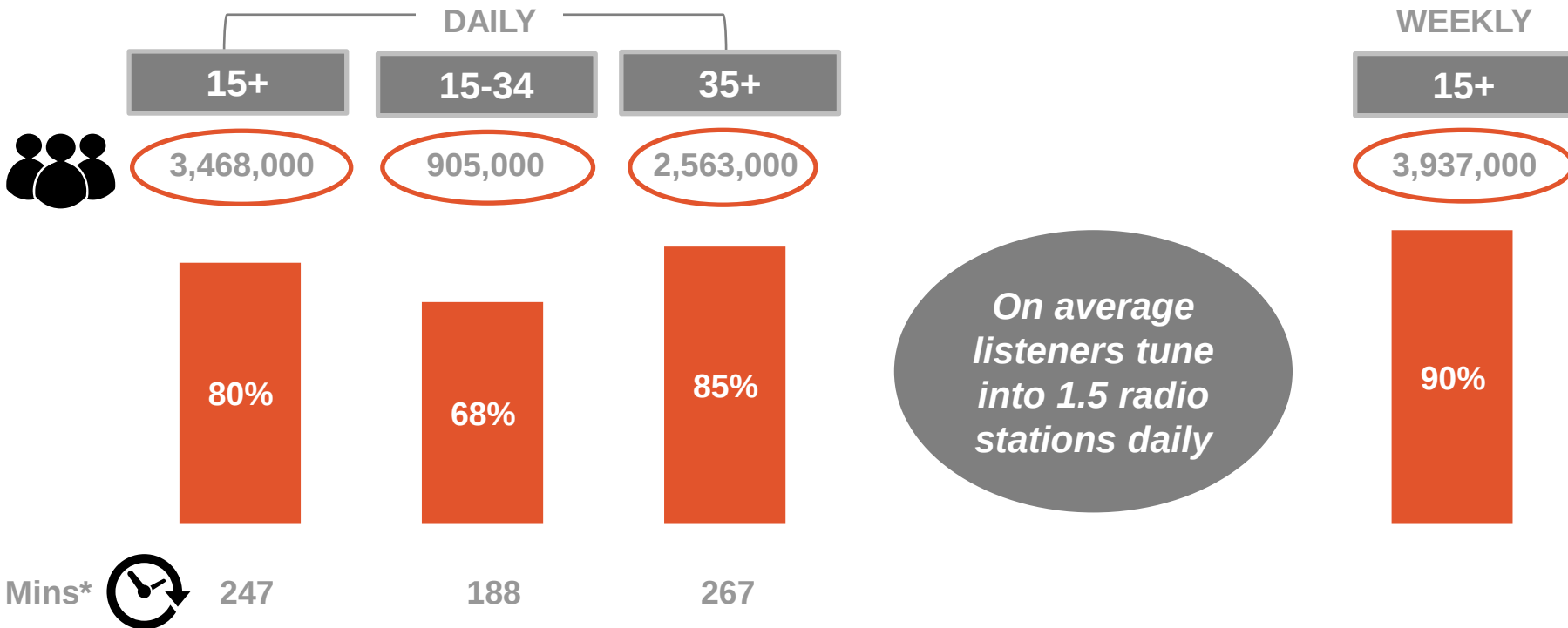
See Appendix for Sales house composition



Radio
Today

RADIO TODAY

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



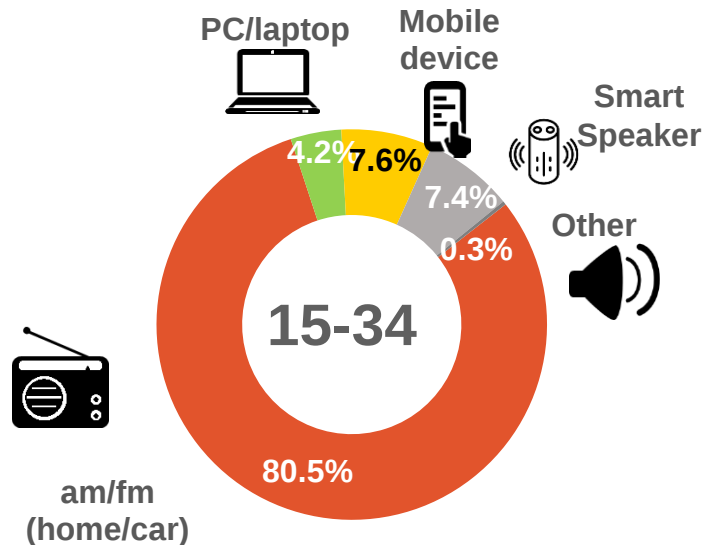
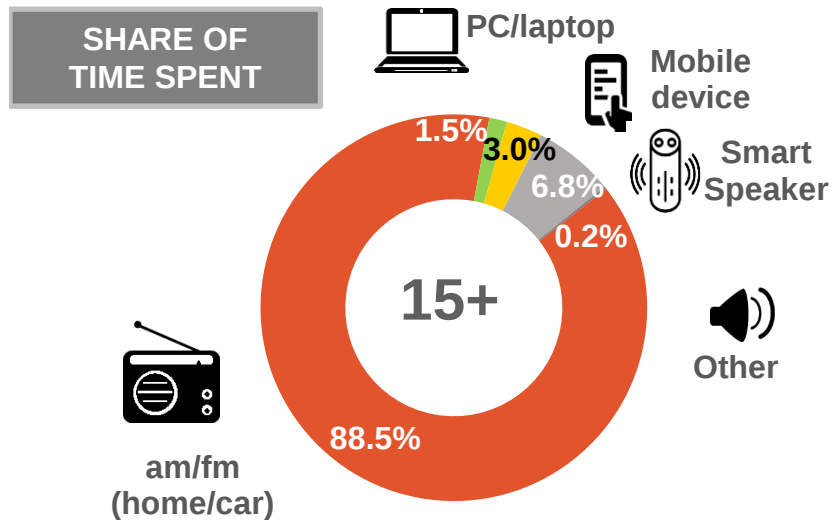
Source: JNLN National Report 2025-1

* Average time spent among listeners 7am-midnight

Source: JNLN Weekly Reach

RADIO TODAY

While most listening happens on the AM/FM radio – 511,000 people listen daily on a digital platform



Source: JNLR Platform Data 2025-1

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



National



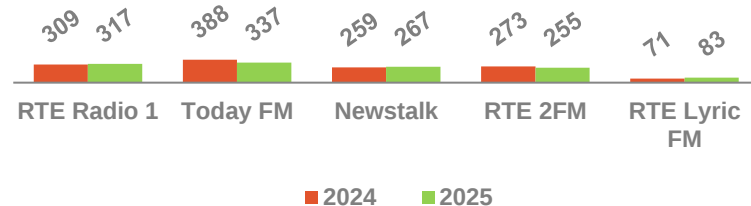
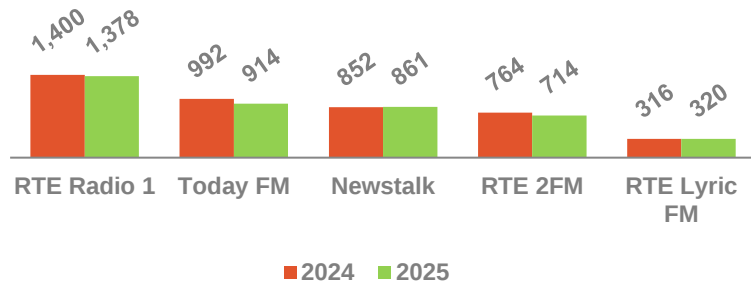
WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES



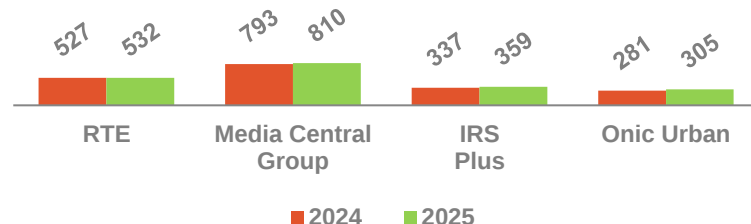
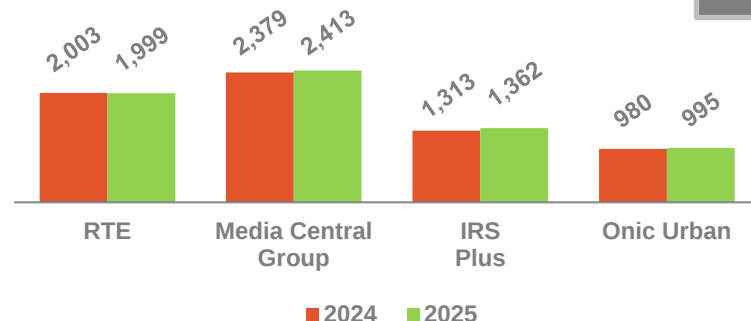
All Adults 000's

National Stations

SHWK 000's



Sales Houses



Universe: 4,354
Sample: 12,430

Universe: 1,233
Sample: 3,581



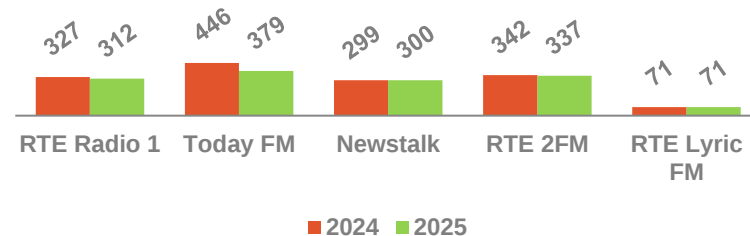
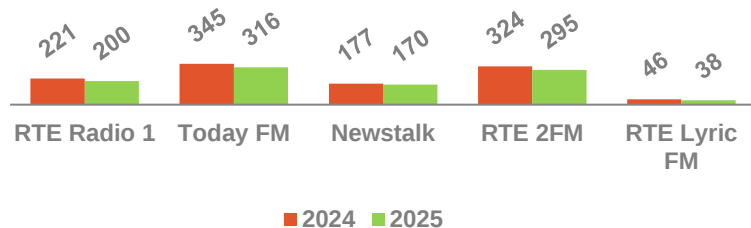
WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES



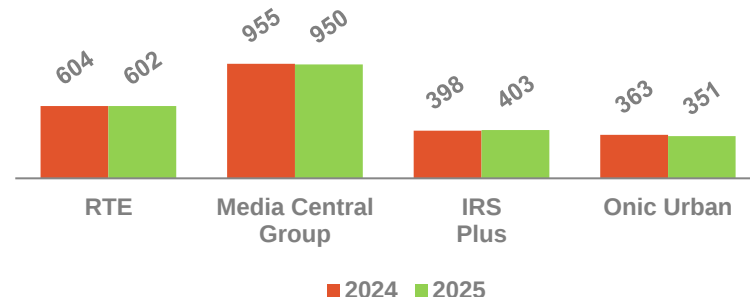
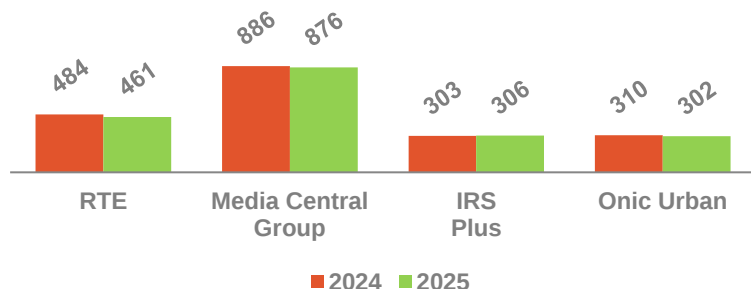
15-34 000's

National Stations

25-44 000's



Sales Houses



Universe: 1,336
Sample: 3,639

Universe: 1,473
Sample: 4,280

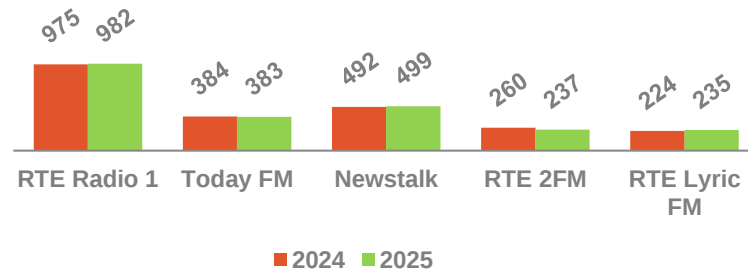
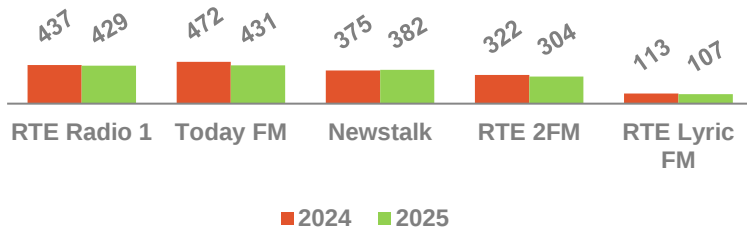


WEEKLY REACH – NATIONAL & NATIONAL SALES HOUSES

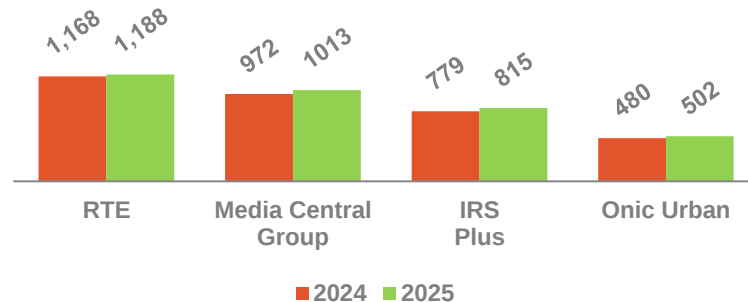
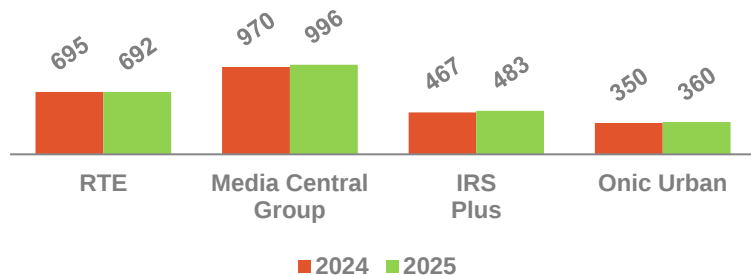
35-54 000's

National Stations

45+ 000's



Sales Houses

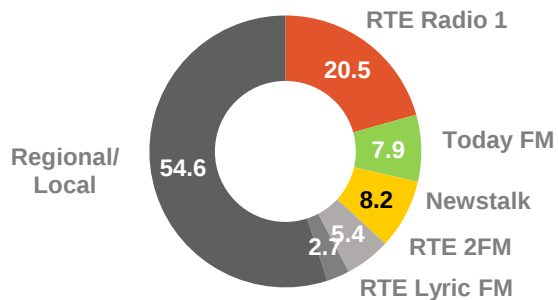


Universe: 1,572
Sample: 4,369

Universe: 2,202
Sample: 6,366

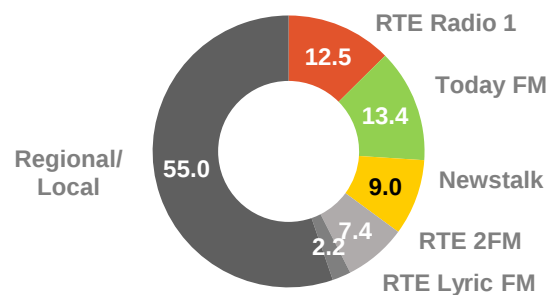
PT MARKET SHARE NATIONAL & SALES HOUSES

All Adults %

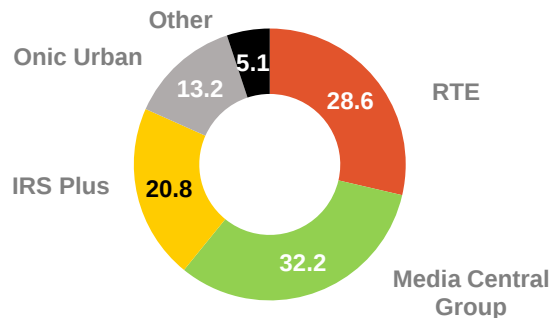


National Stations

SHWK %

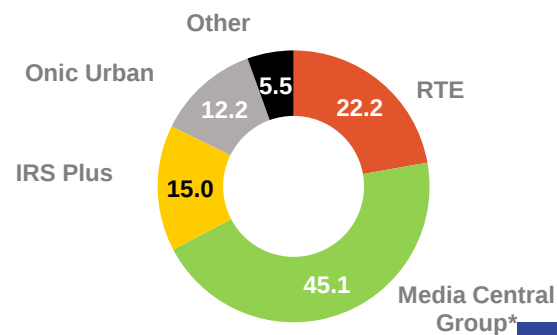


All Adults %



Sales Houses

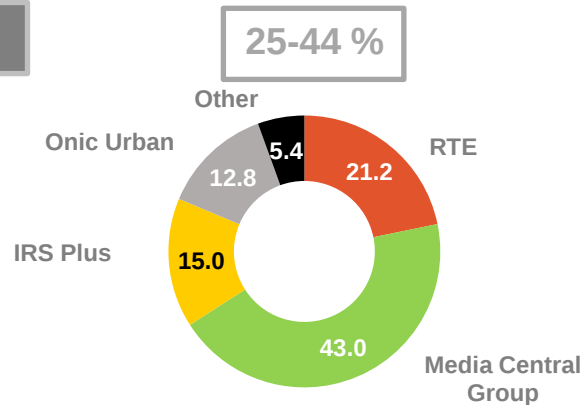
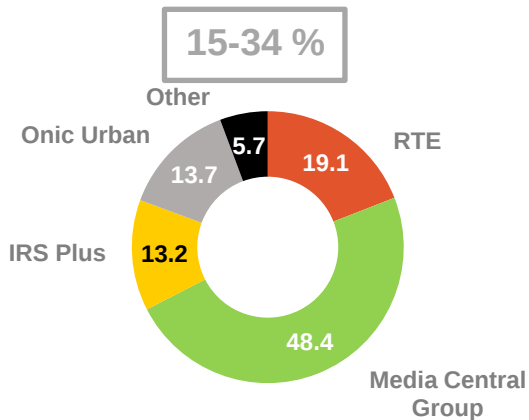
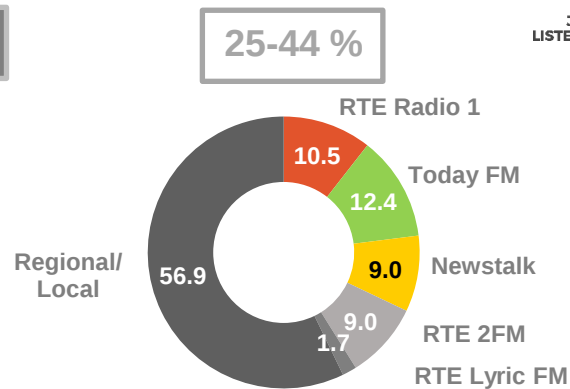
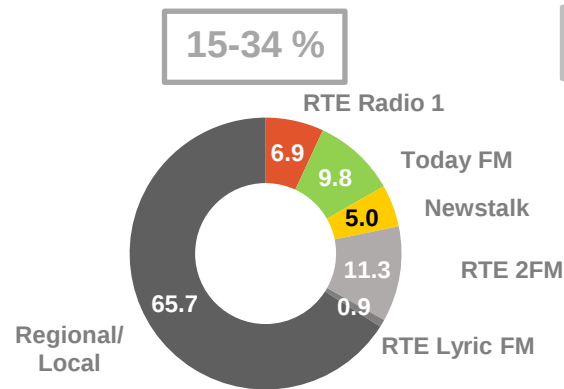
HKWK %



Sample: 9,784

Sample: 2,882

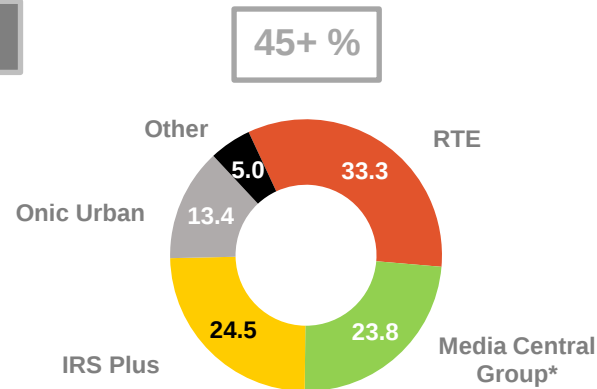
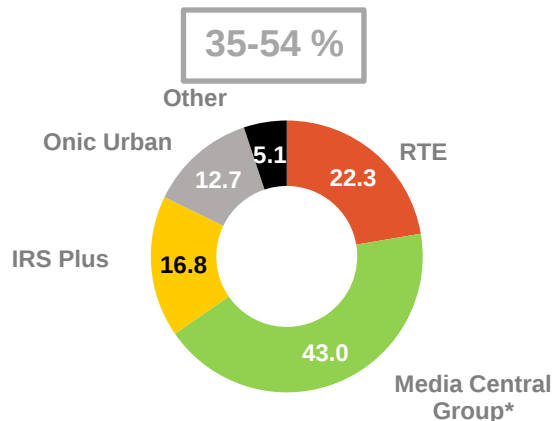
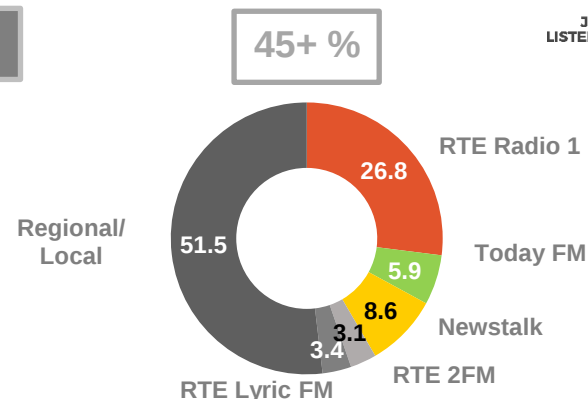
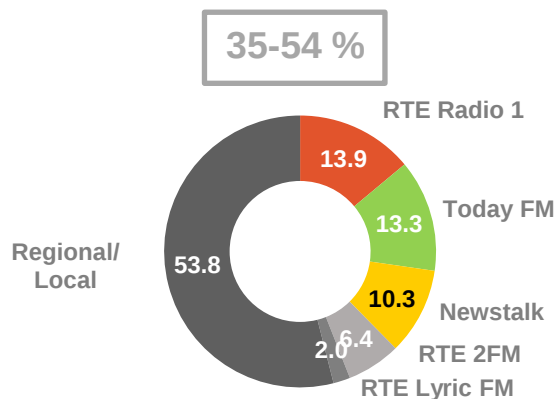
PT MARKET SHARE NATIONAL & SALES HOUSES



Sample: 2,456

Sample: 3,207

PT MARKET SHARE NATIONAL & SALES HOUSES



Sample: 3,487

Sample: 5,438



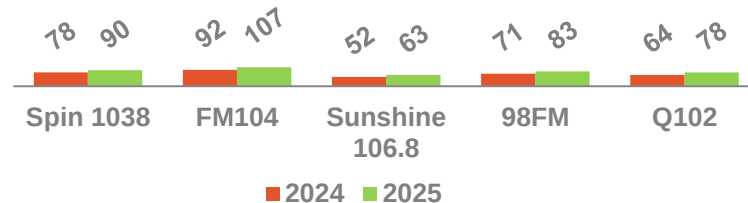
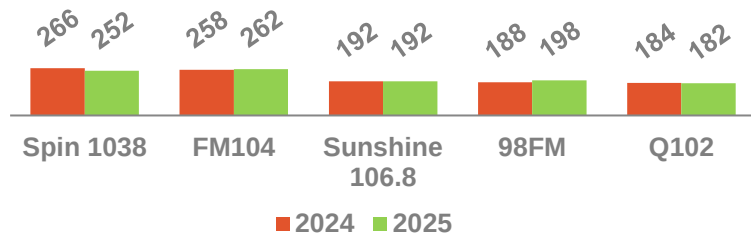
Dublin

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

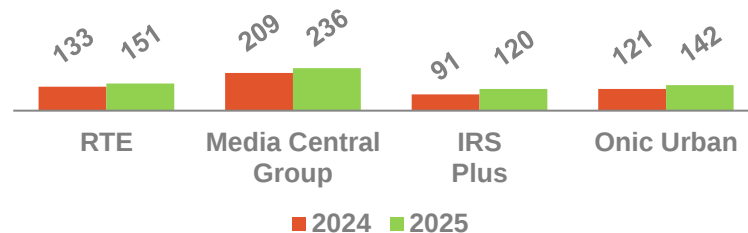
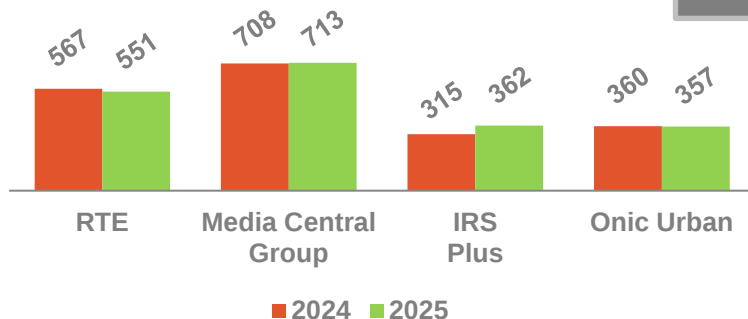
All Adults 000's

Dublin Stations

SHWK 000's



Sales Houses



Universe: 1,250
Sample: 2,986

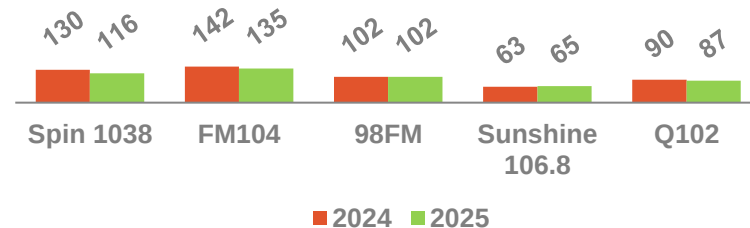
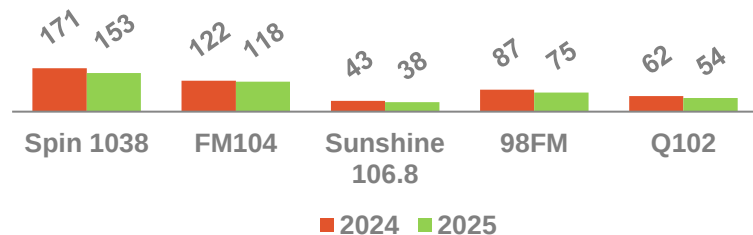
Universe: 372
Sample: 868

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

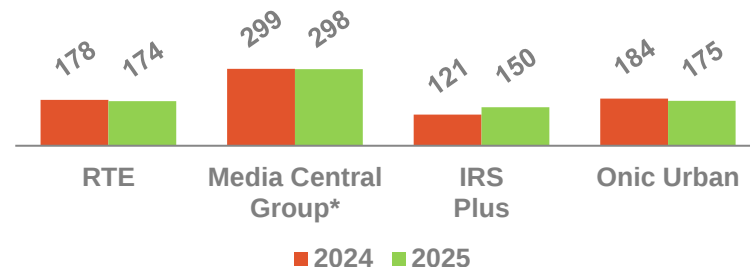
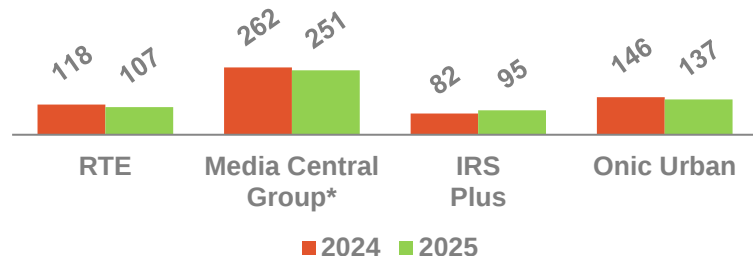
15-34 000's

Dublin Stations

25-44 000's



Sales Houses



Universe: 414
Sample: 850

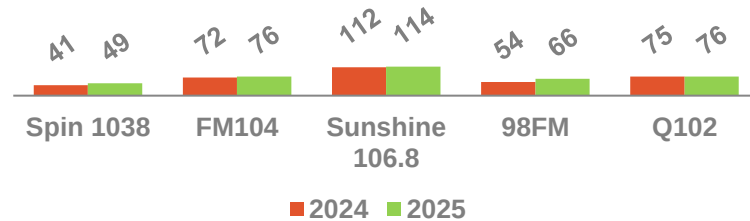
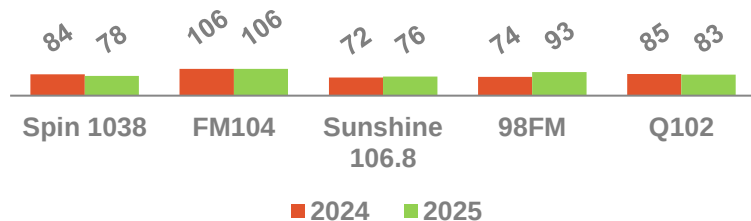
Universe: 496
Sample: 1,108

WEEKLY REACH – DUBLIN & DUBLIN SALES HOUSES

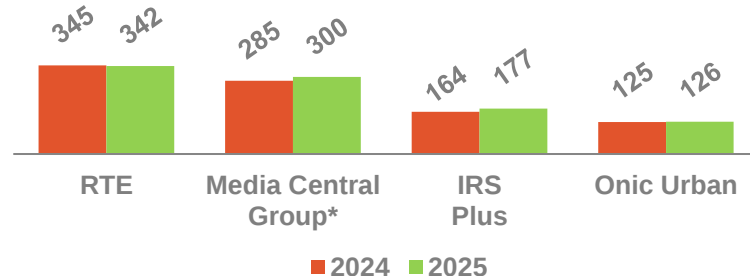
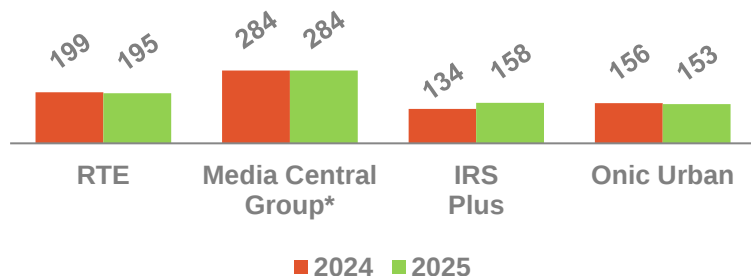
35-54 000's

Dublin Stations

45+ 000's



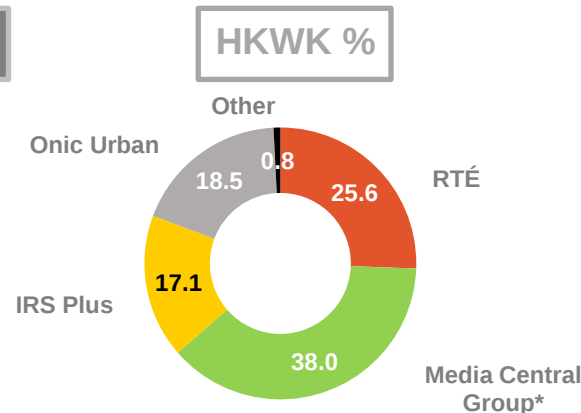
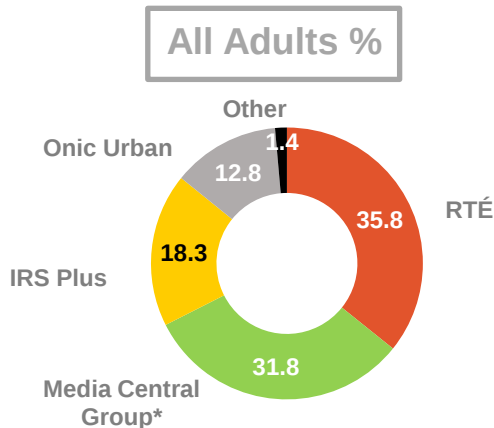
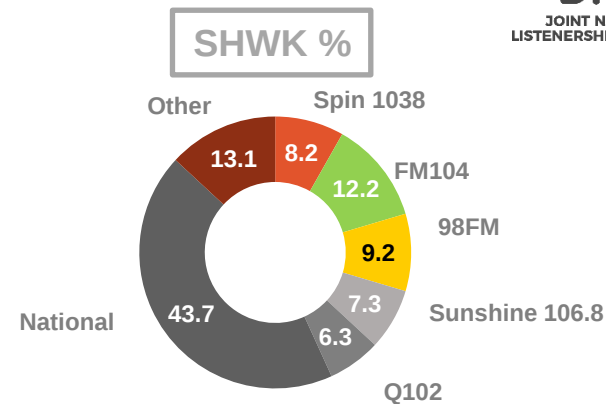
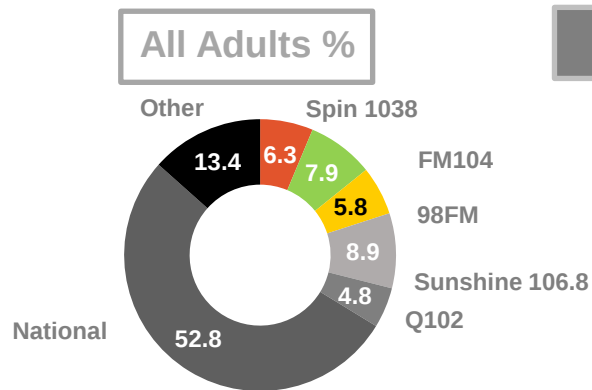
Sales Houses



Universe: 468
Sample: 1,102

Universe: 576
Sample: 1,510

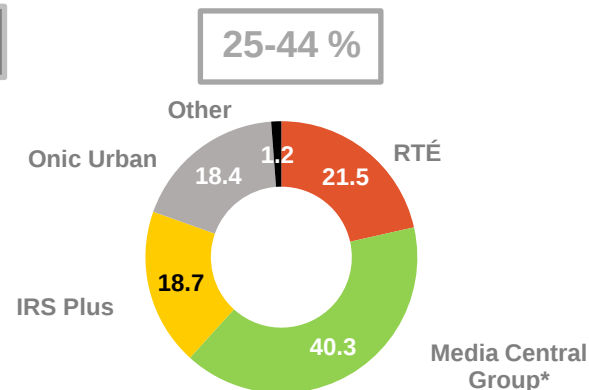
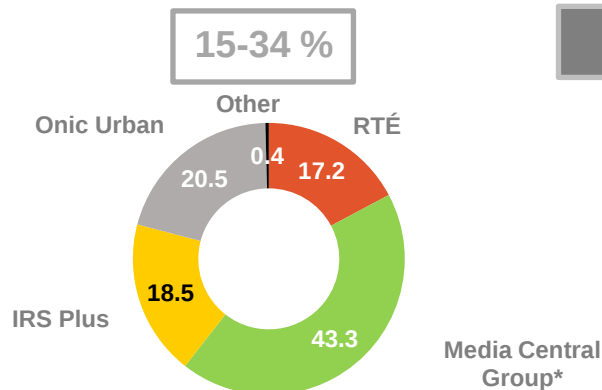
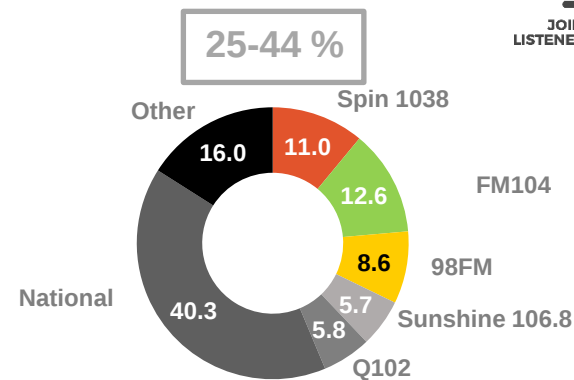
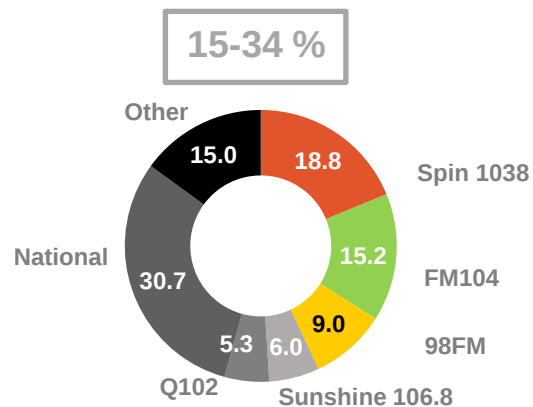
PT MARKET SHARE DUBLIN & SALES HOUSES



Sample: 2,221

Sample: 678

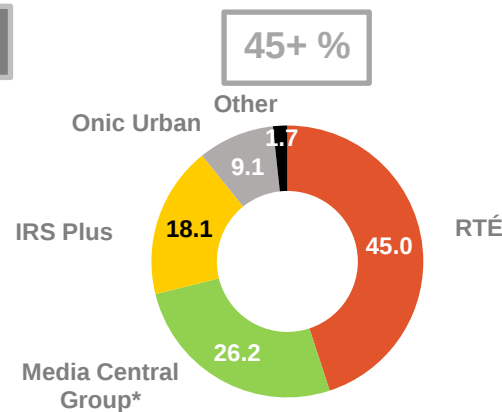
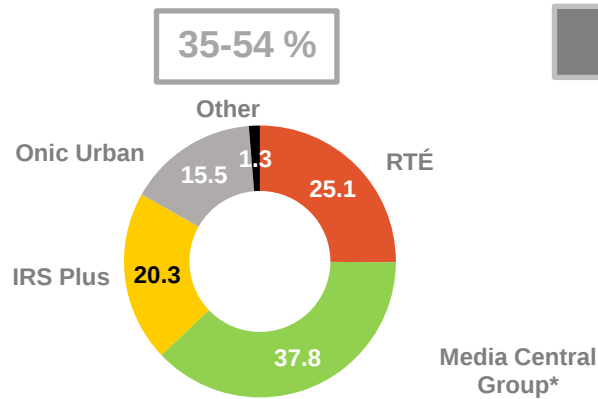
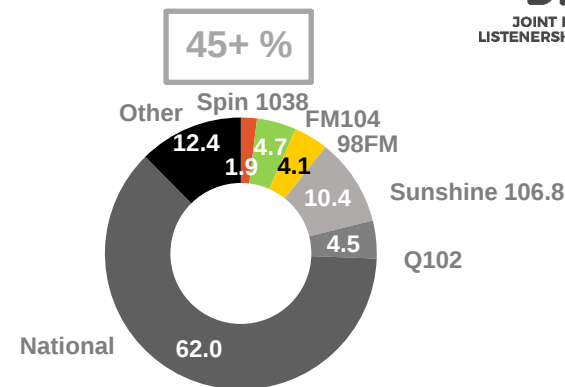
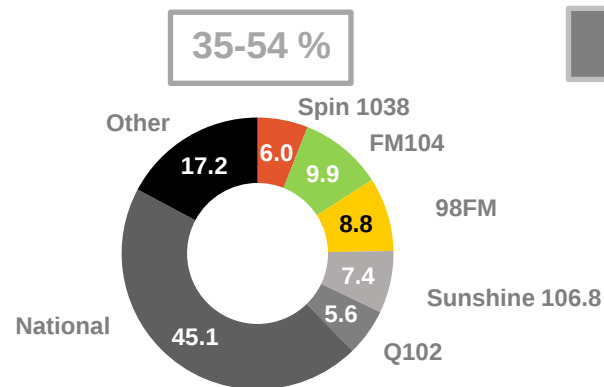
PT MARKET SHARE DUBLIN & SALES HOUSES



Sample: 489

Sample: 776

PT MARKET SHARE DUBLIN & SALES HOUSES



Sample: 847

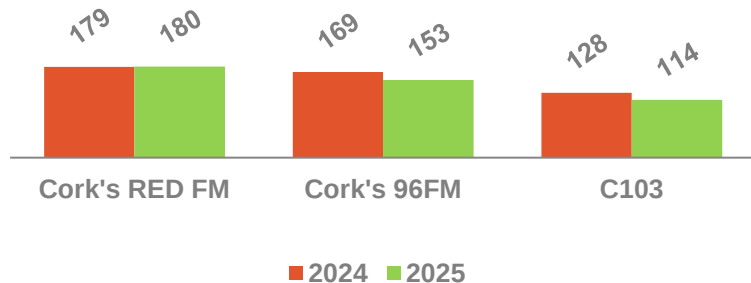
Sample: 1,259



Cork

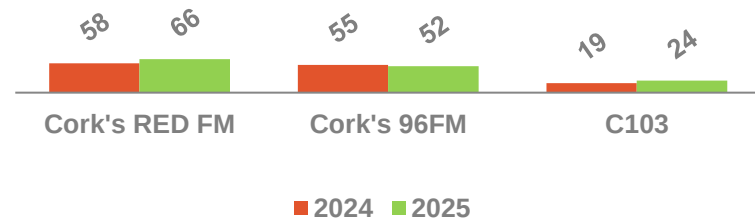
WEEKLY REACH – CORK & CORK SALES HOUSES

All Adults 000's

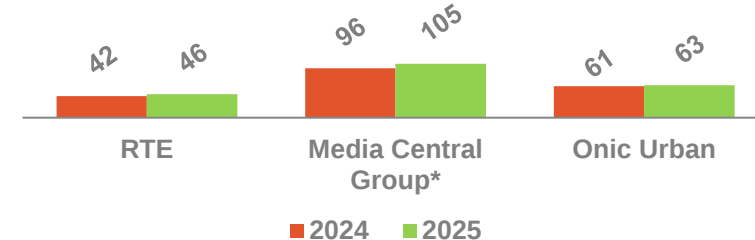
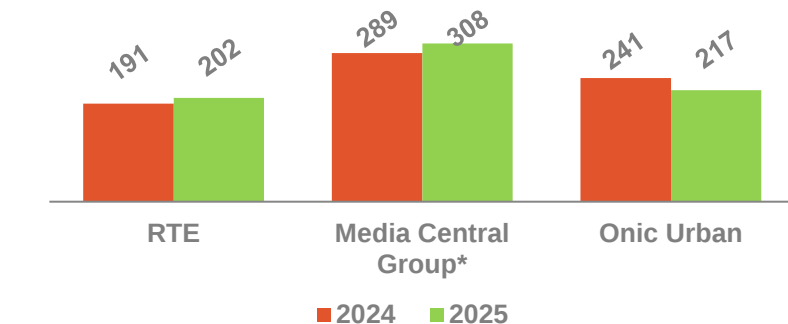


Cork Stations

SHWK 000's



Sales Houses



Universe: 495
Sample: 1,021

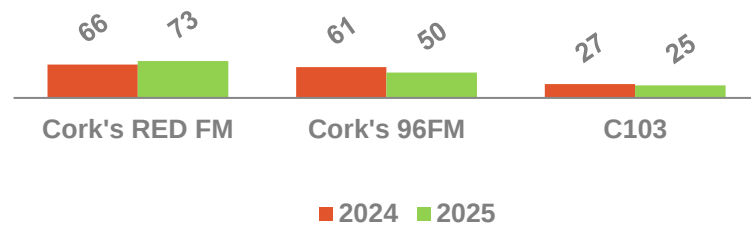
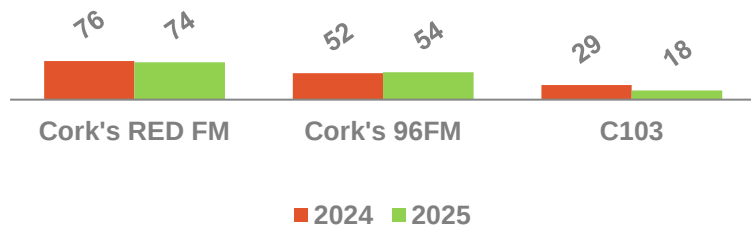
Universe: 147
Sample: 316

WEEKLY REACH – CORK & CORK SALES HOUSES

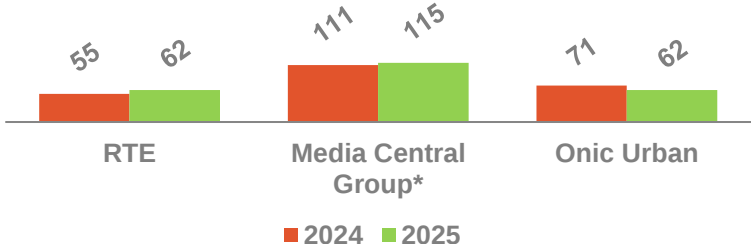
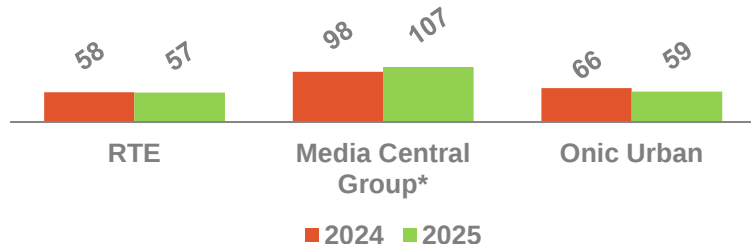
15-34 000's

Cork Stations

25-44 000's



Sales Houses



Universe: 153
Sample: 284

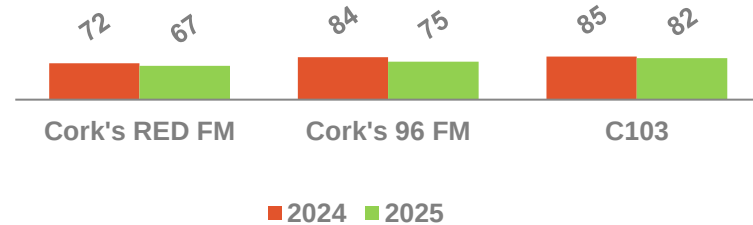
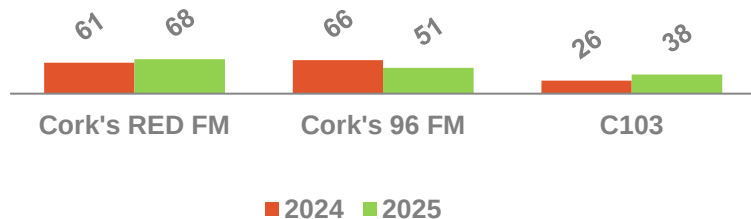
Universe: 163
Sample: 331

WEEKLY REACH – CORK & CORK SALES HOUSES

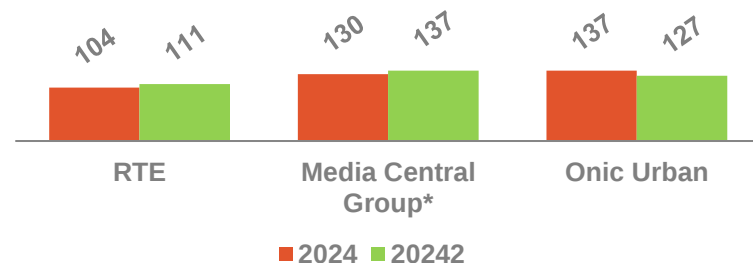
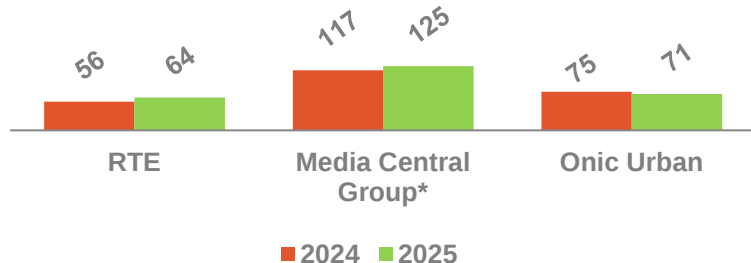
35-54 000's

Cork Stations

45+ 000's



Sales Houses

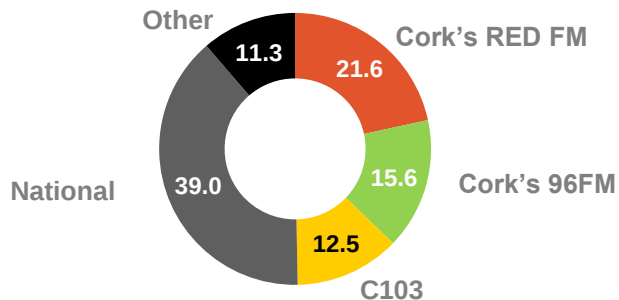


Universe: 175
Sample: 371

Universe: 252
Sample: 532

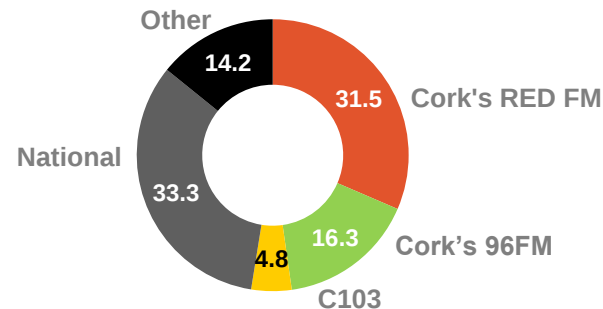
PT MARKET SHARE CORK & SALES HOUSES

All Adults %

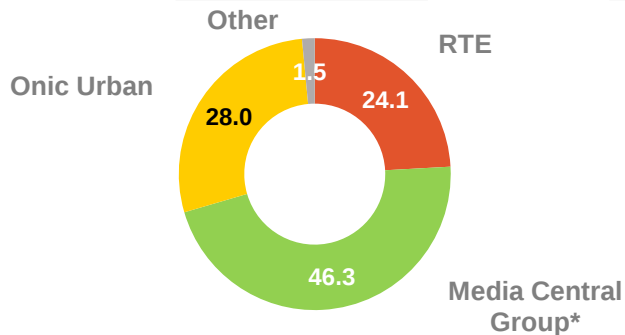


Cork Stations

SHWK %

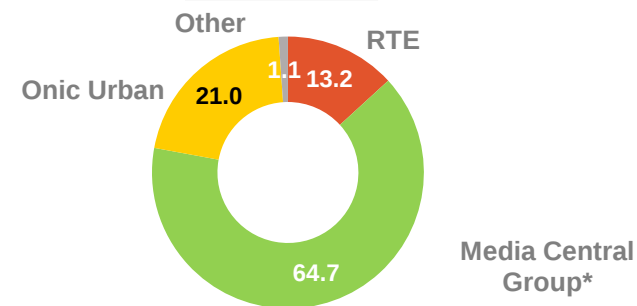


All Adults %



Sales Houses

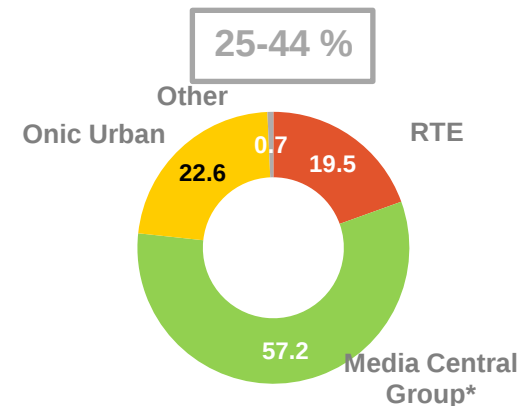
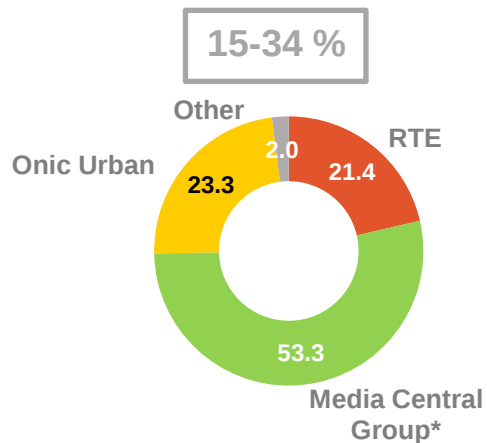
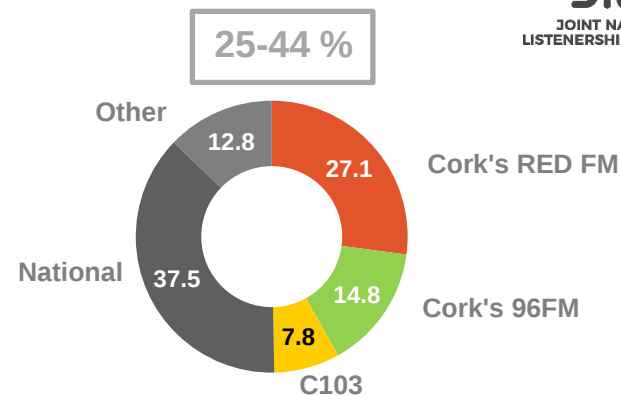
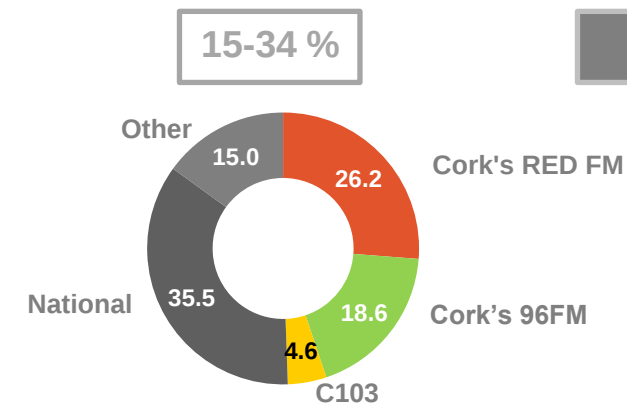
HKWK %



Sample: 843

Sample: 255

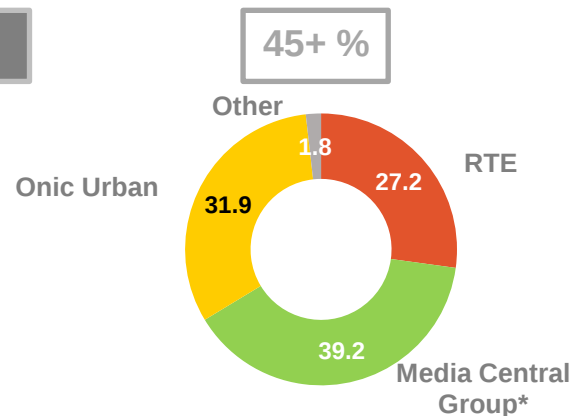
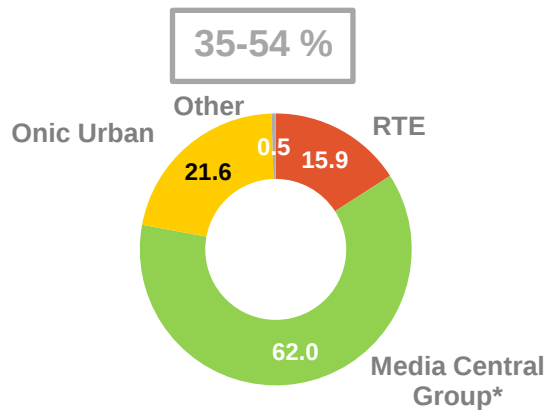
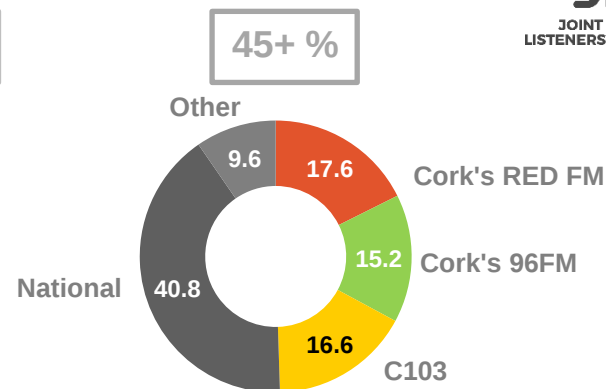
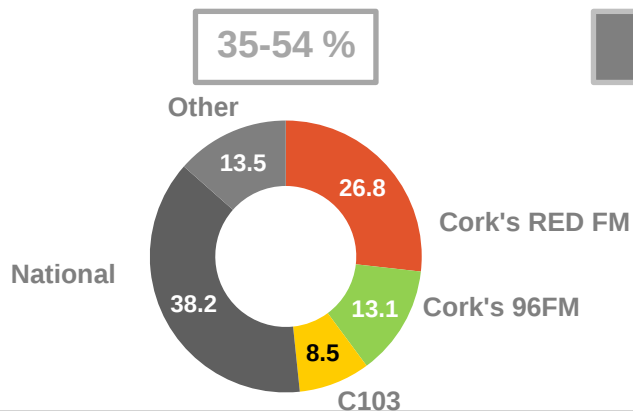
PT MARKET SHARE CORK & SALES HOUSES



Sample: 221

Sample: 261

PT MARKET SHARE CORK & SALES HOUSES



Sample: 301

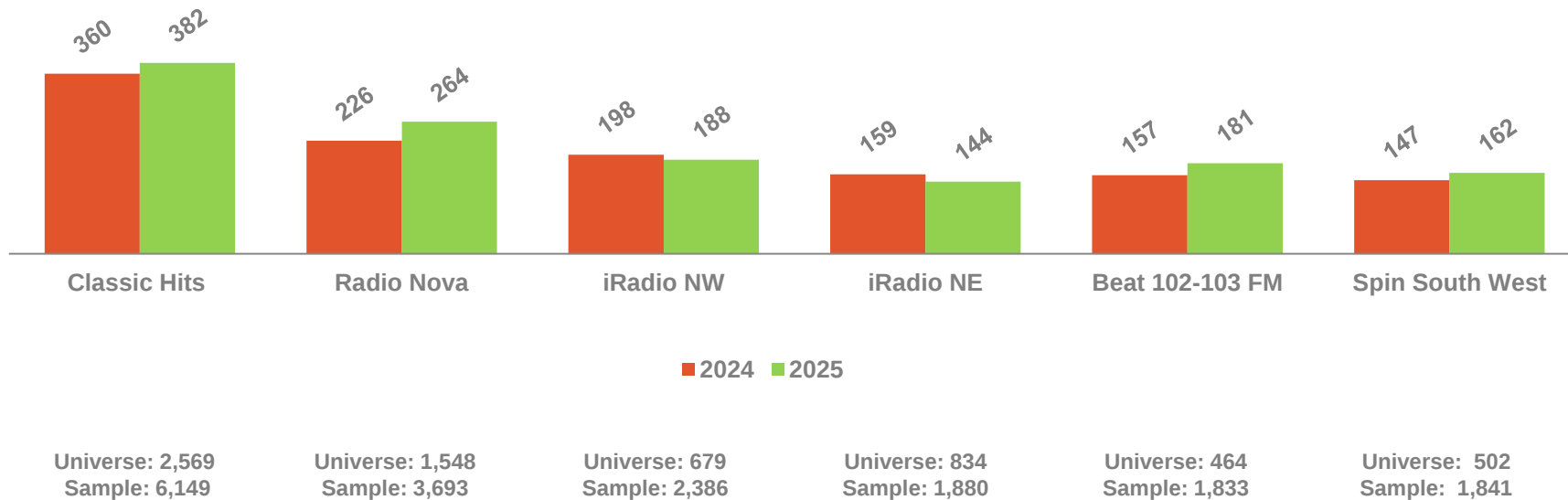
Sample: 460



Regional

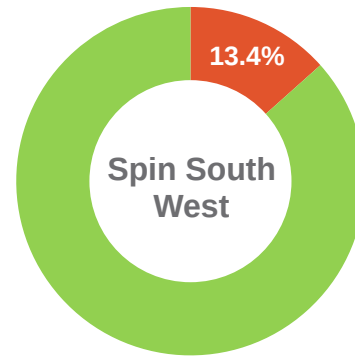
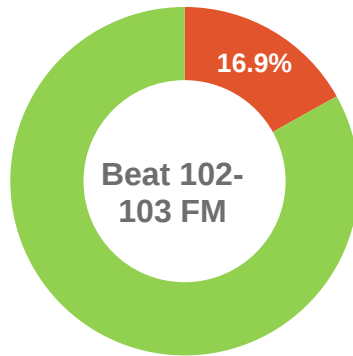
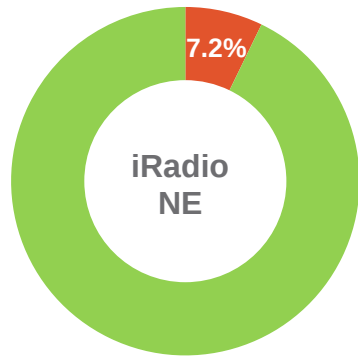
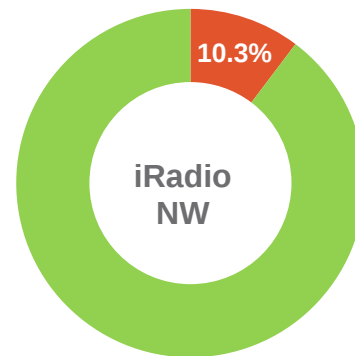
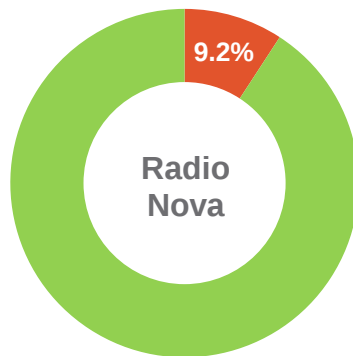
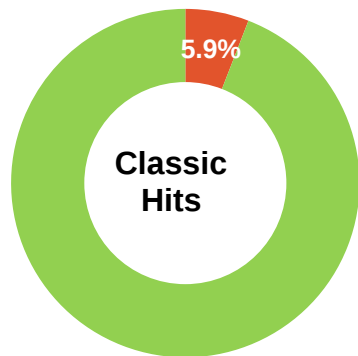
WEEKLY REACH – REGIONAL

All Adults



PT MARKET SHARE REGIONAL – 2025-1

All Adults



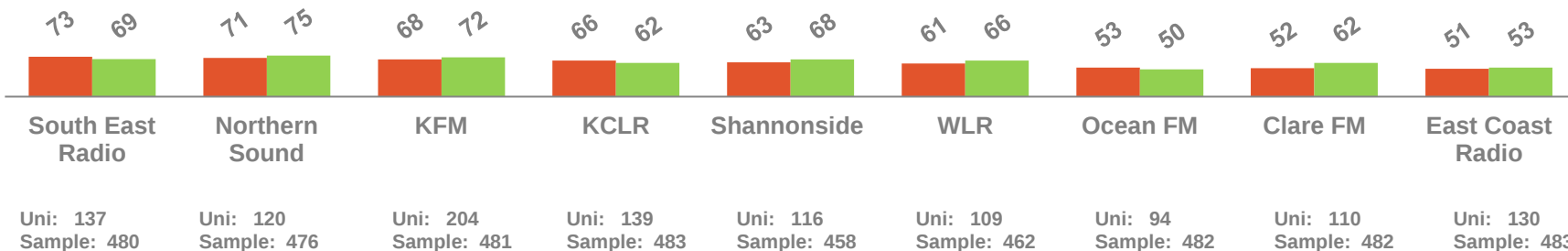
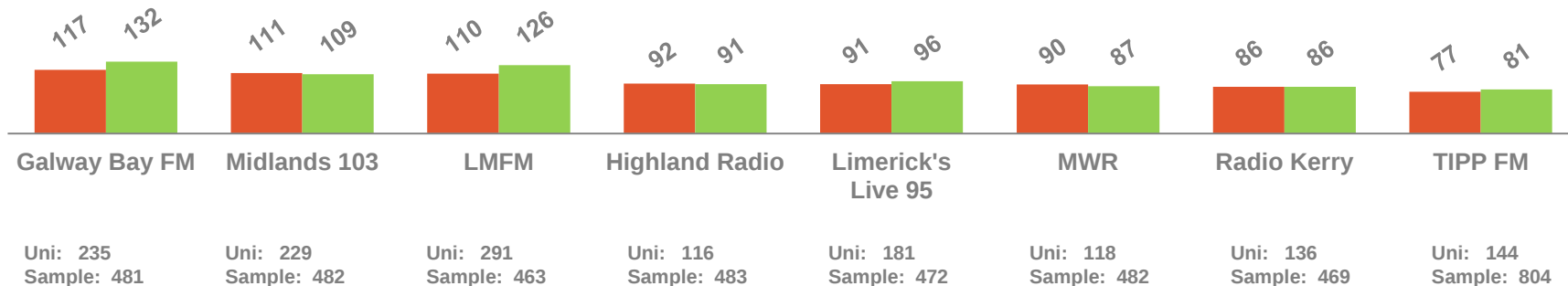


Local
Area

WEEKLY REACH – LOCAL AREAS

All Adults

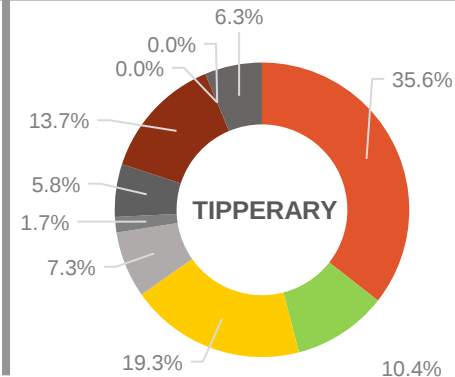
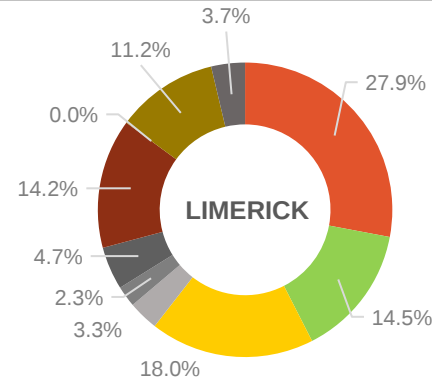
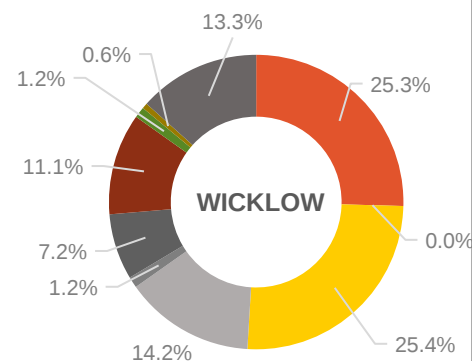
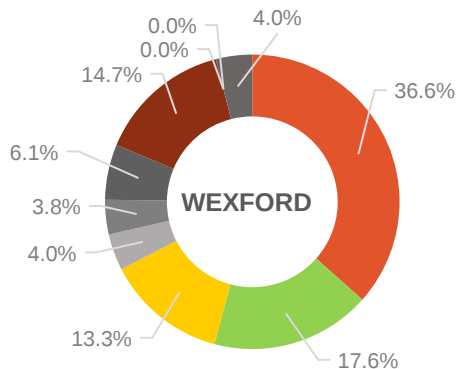
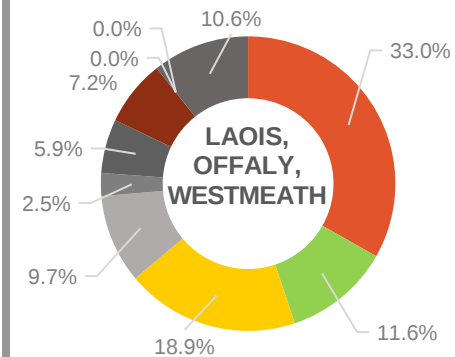
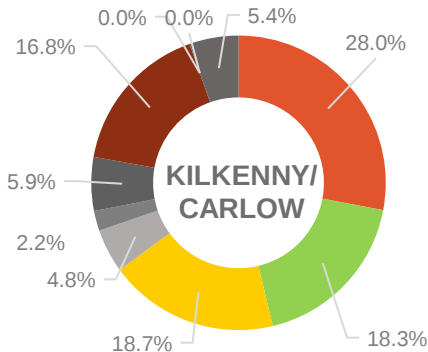
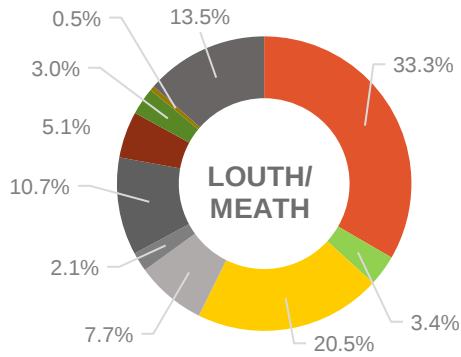
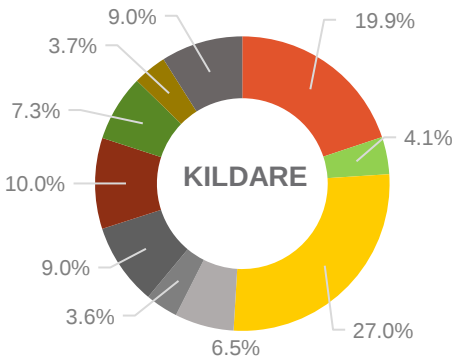
2024 2025



PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL
LISTENERSHIP RESEARCH

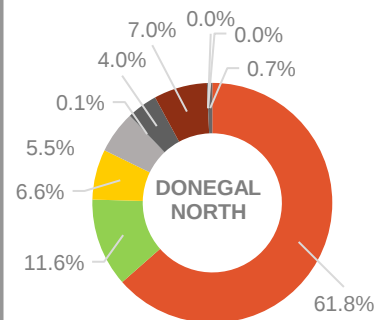
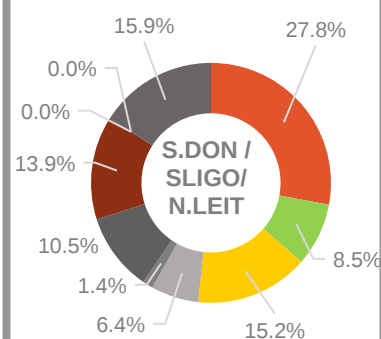
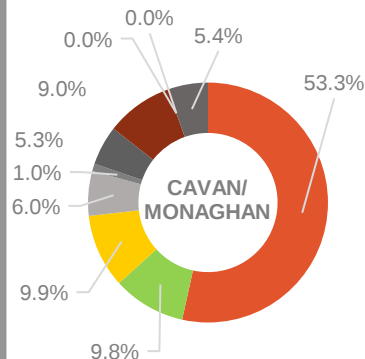
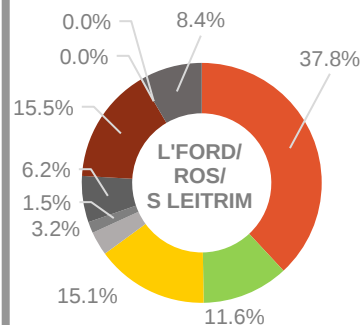
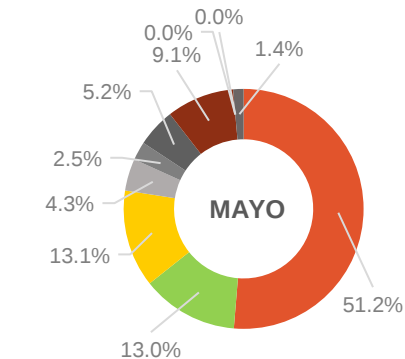
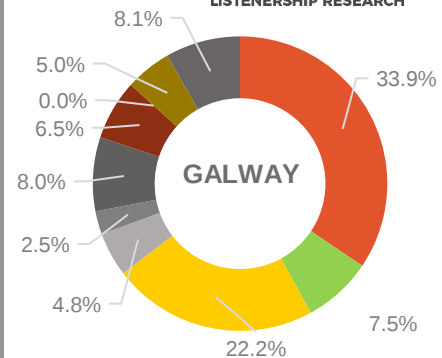
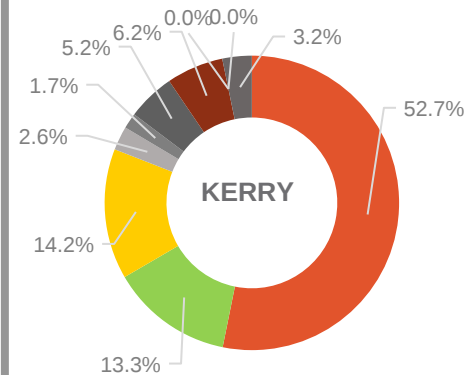
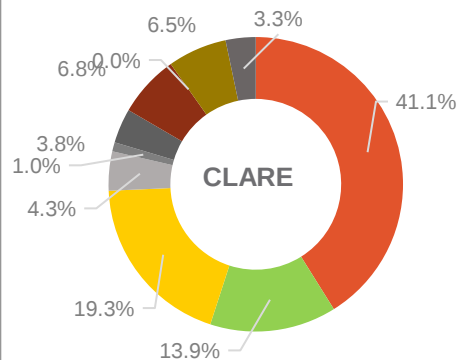
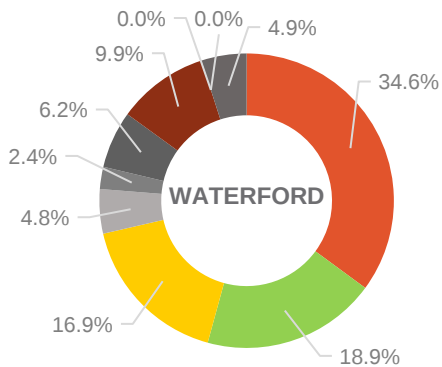


■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTE RADIO 1 ■ RTE 2FM ■ RTE LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOC/M-C/D-C

PT SHARE LOCAL AREAS - ALL ADULTS



JOINT NATIONAL
LISTENERSHIP RESEARCH



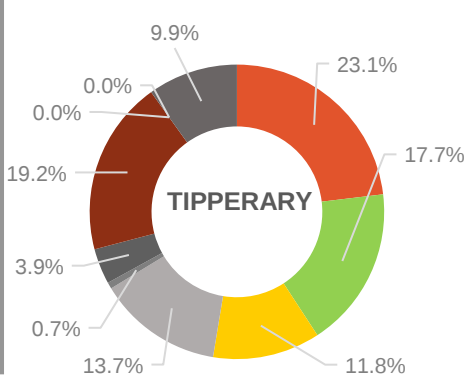
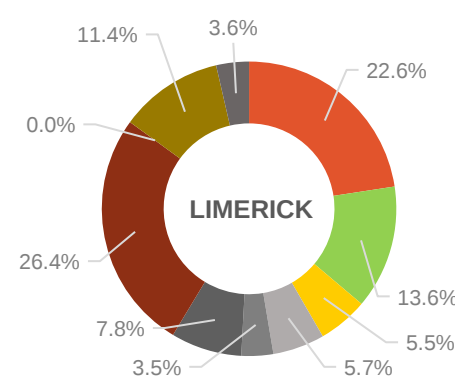
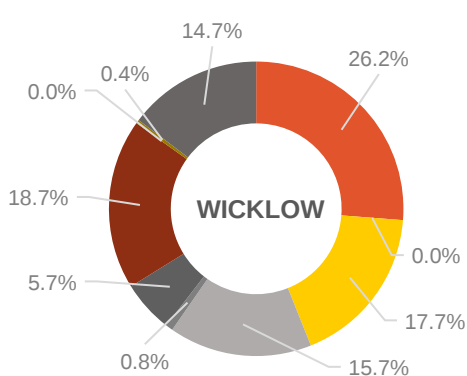
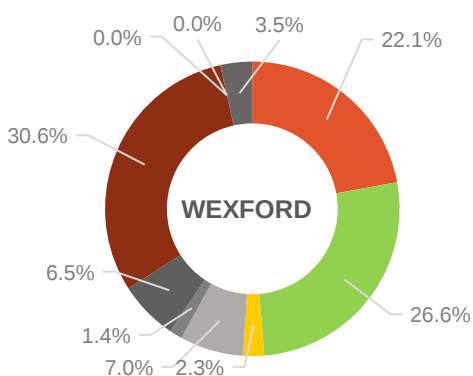
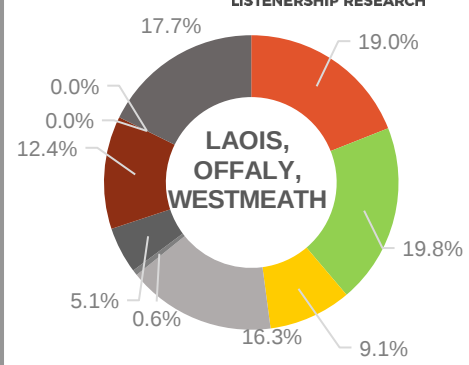
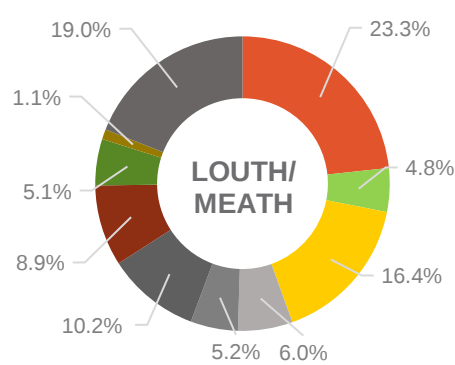
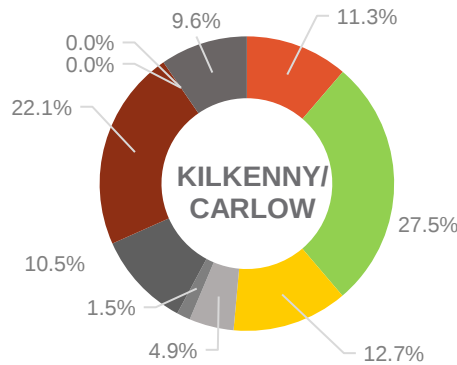
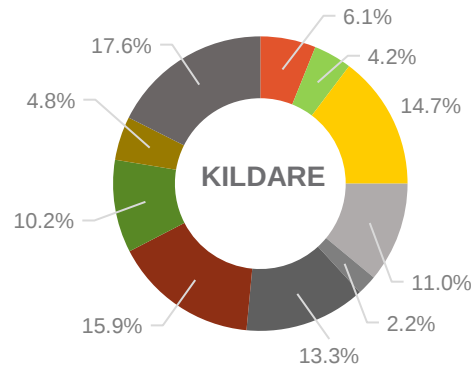
■ HOME LOCAL STATION ■ REGIONAL STATION ■ RTE RADIO 1 ■ RTE 2FM ■ RTE LYRIC FM ■ NEWSTALK ■ TODAY FM ■ RADIO NOVA 100FM ■ CLASSIC HITS 4FM ■ OTHER REGION/LOC/M-C/D-C



PT SHARE LOCAL AREAS - SHOPPERS WITH CHILDREN



JOINT NATIONAL
LISTENERSHIP RESEARCH



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

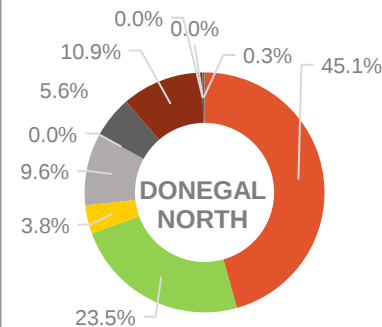
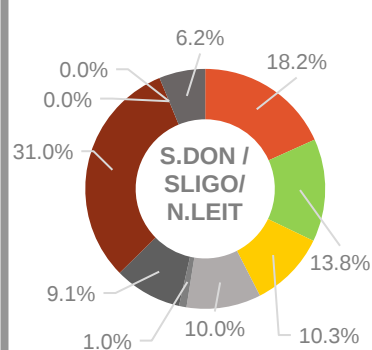
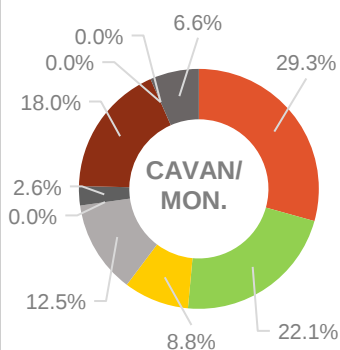
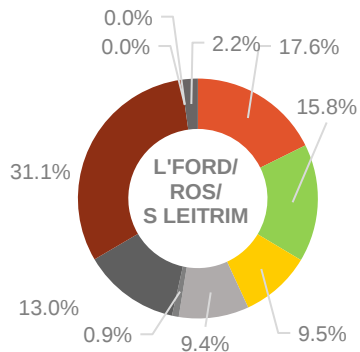
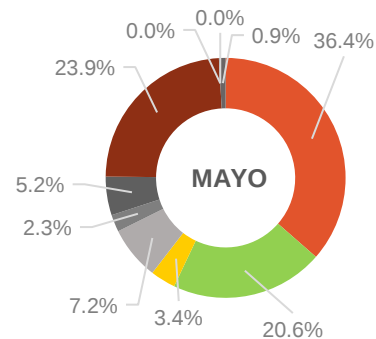
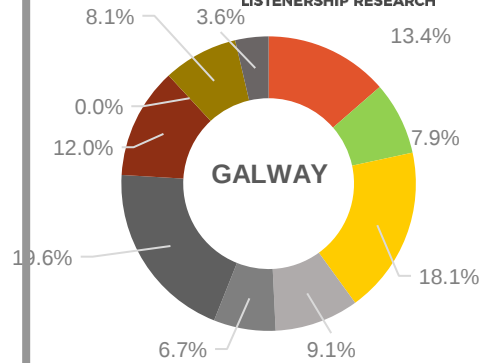
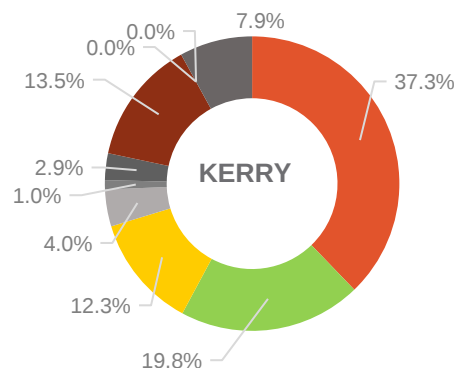
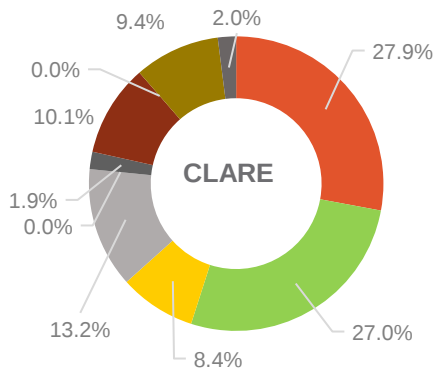
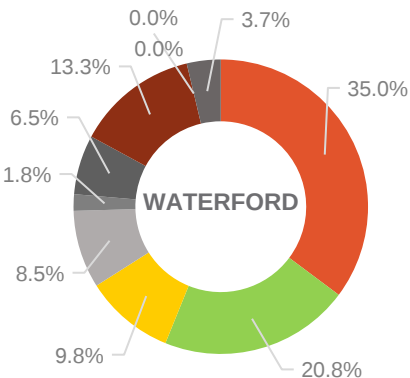
Small Sample Sizes



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

Small Sample Sizes

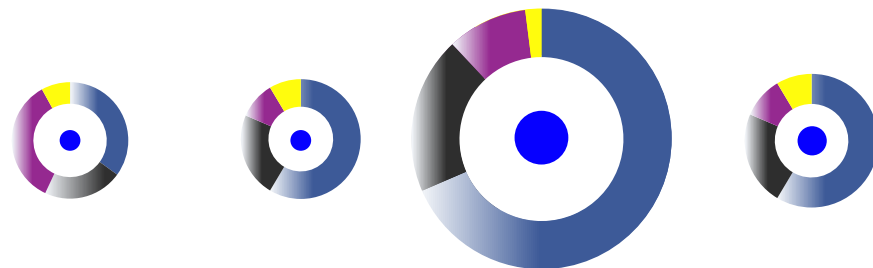




Radio & Social Media



Radio is the original Social Media.
Irish Radio has nearly **14.7 Million** connections.



All RTE

	750,886
	469,100
	741,600
	148,773

IRS+

	1,259,564
	356,241
	182,278
	40,969

Media Central

	4,336,000
	1,598,100
	1,388,300
	824,539

Urban Media
(Onic Urban)

	1,714,000
	325,010
	448,017
	115,190



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.

Onic Urban

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