

JNLR IT'S NOT JUST ABOUT RADIO

The JNLR survey is the largest consumer survey in Ireland today



3.4 MILLION RADIO LISTENERS IN AN AVERAGE WEEK

16,800
INTERVIEWS PER ANNUM

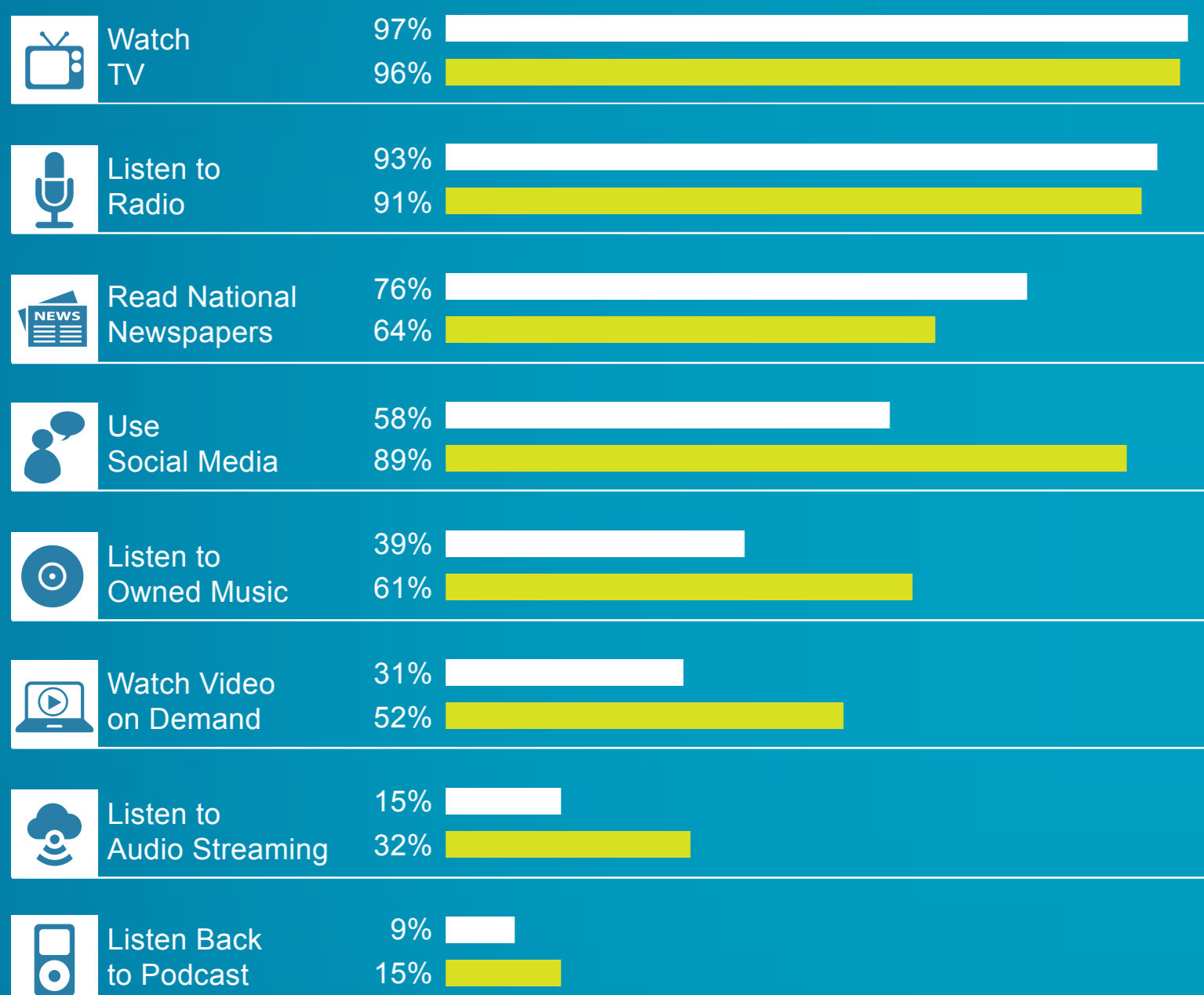
ALL URBAN & RURAL AREAS IN 26 COUNTIES

6,000
AMONG 15-34 YEAR OLDS

RADIO AND OTHER MEDIA CONSUMPTION

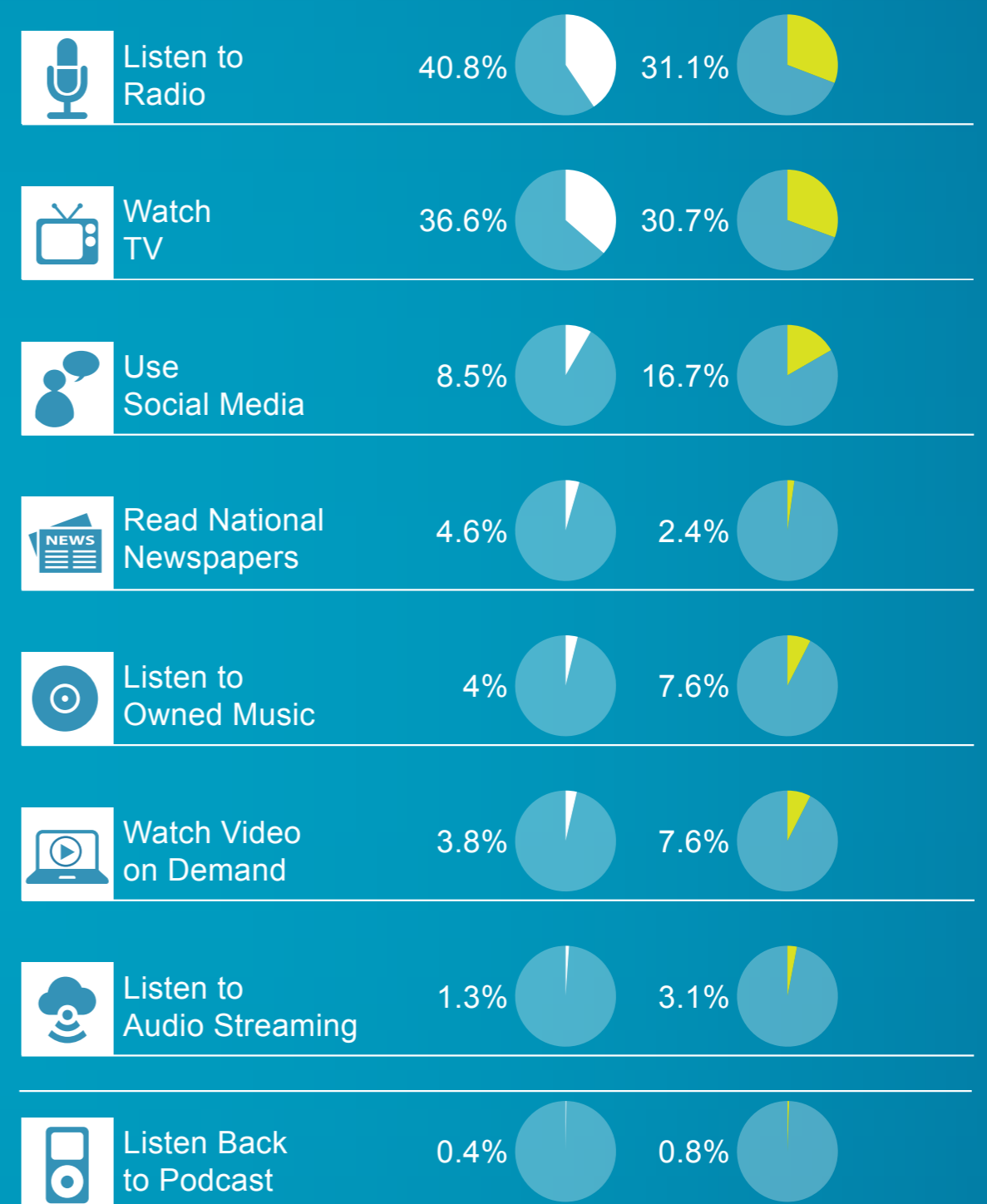
Media Weekly Activity

■ All 15+ ■ 15-34



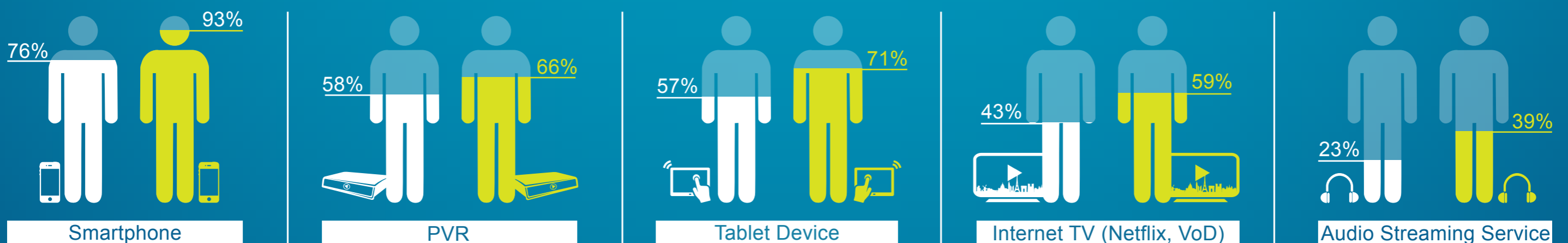
Share of Time Spent on Media - Average Day

■ All 15+ ■ 15-34



Ownership

■ All 15+ ■ 15-34



JOINT
NATIONAL
LISTENERSHIP
RESEARCH

Source: JNLR/Ipsos MRBI 2016/4 (Jan-Dec 2016) Media and Platform Report

Ipsos MRBI