Listen Up Ireland 2025

Irish Research into Digital Audio Consumption & Behaviour

3rd April 2025

Job Ref: 761824

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Objectives & Methodology

IAB Ireland have commissioned RED C Research to carry out research into digital audio consumption of the Irish population and track these behaviour over time.

Research was conducted to establish usage of digital audio in Ireland focusing on:

- Incidence & demographics of digital audio usage
- Digital audio channels used
- Time spent listening to digital audio
- Devices used for listening to digital audio
- Reasons to engage with digital audio
- Attitudes towards digital audio
- Activities carried out when listening to digital audio
- Attention & trust to ads on digital Audio vs other media channels.

Digital audio is defined as radio, music or podcast that is accessed through an **online connection**. This includes live radio / catch up radio, podcast and music streaming services; all connected through a device that allows you to be online.

The survey was conducted online with a **nationally representative sample of n=1,054 adults aged 16+** , using RED C's online panel, RED C Live. **Research was expanded to 16+ in 2025.** Prior to 2025 survey was 18+.

The 6th wave of the survey was conducted between the **14th – 19th February 2025**. Where possible, results have been compared to previous waves to show trends over time.

01

Digital Audio Consumption

Three quarters (76%) of all adults aged 16+ listen to digital audio in an average week, with penetration steady vs. previous years.

The profile of digital audio listeners skews younger, higher social grade and those working full time.

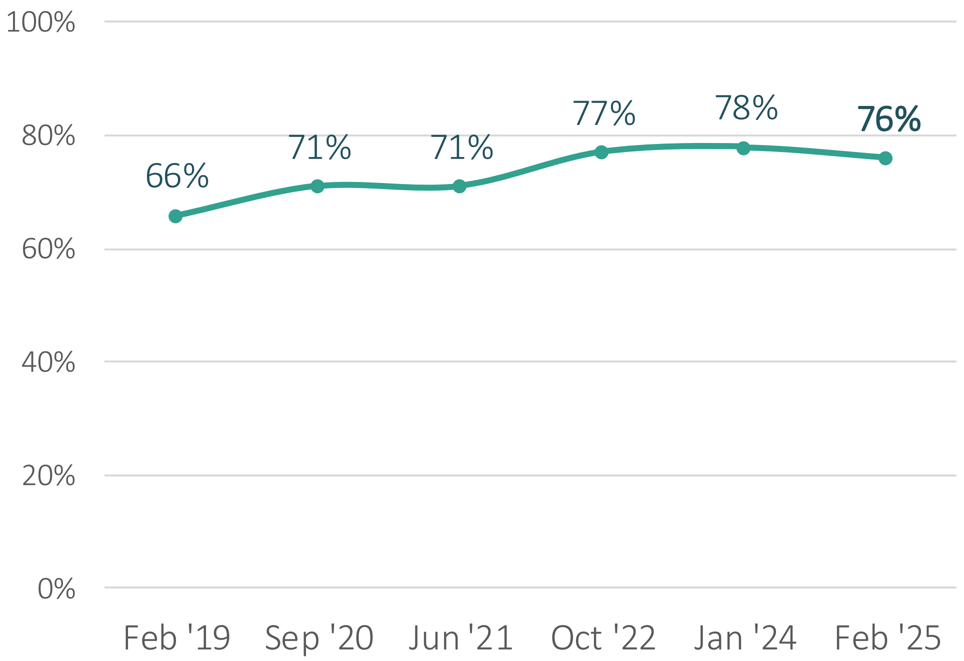
Three quarters of all adults listen to digital audio in an average week

While consumption has fallen by 2% vs 2024, this is not significant.

Weekly Digital Audio Consumption 2025

This corresponds to **3.09 million people*** aged 16+ in Ireland listening to digital audio in an average week

Digital Audio Consumption Over Time



▲▼ Significantly up / down vs 2024

Note: Research changed to 16+ in 2025. Previously all adults aged 18+

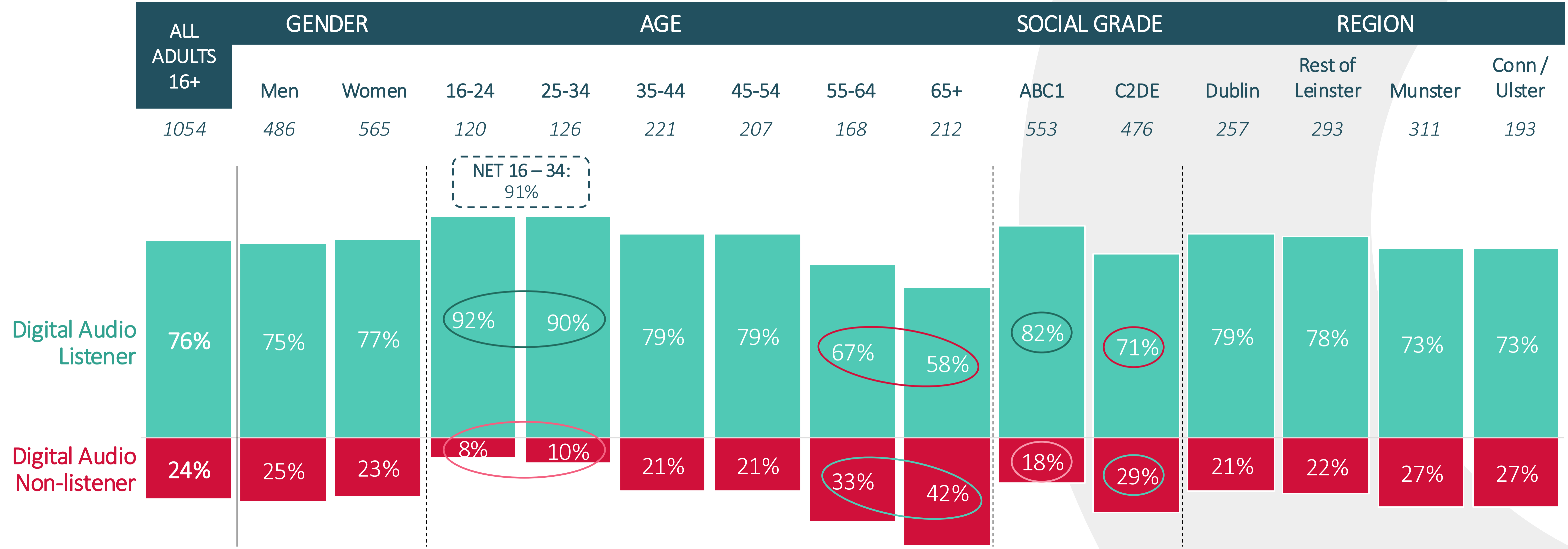
* Calculated using CSO Population Data

Base: All adults aged 16+; n=1,054

Over 9-in-10 (91%) of 16-34s listen to digital audio in a week

Higher penetration is also seen among more upmarket ABC1 social groups, where weekly penetration rises to 82%.

Digital Audio Consumption x Demographics

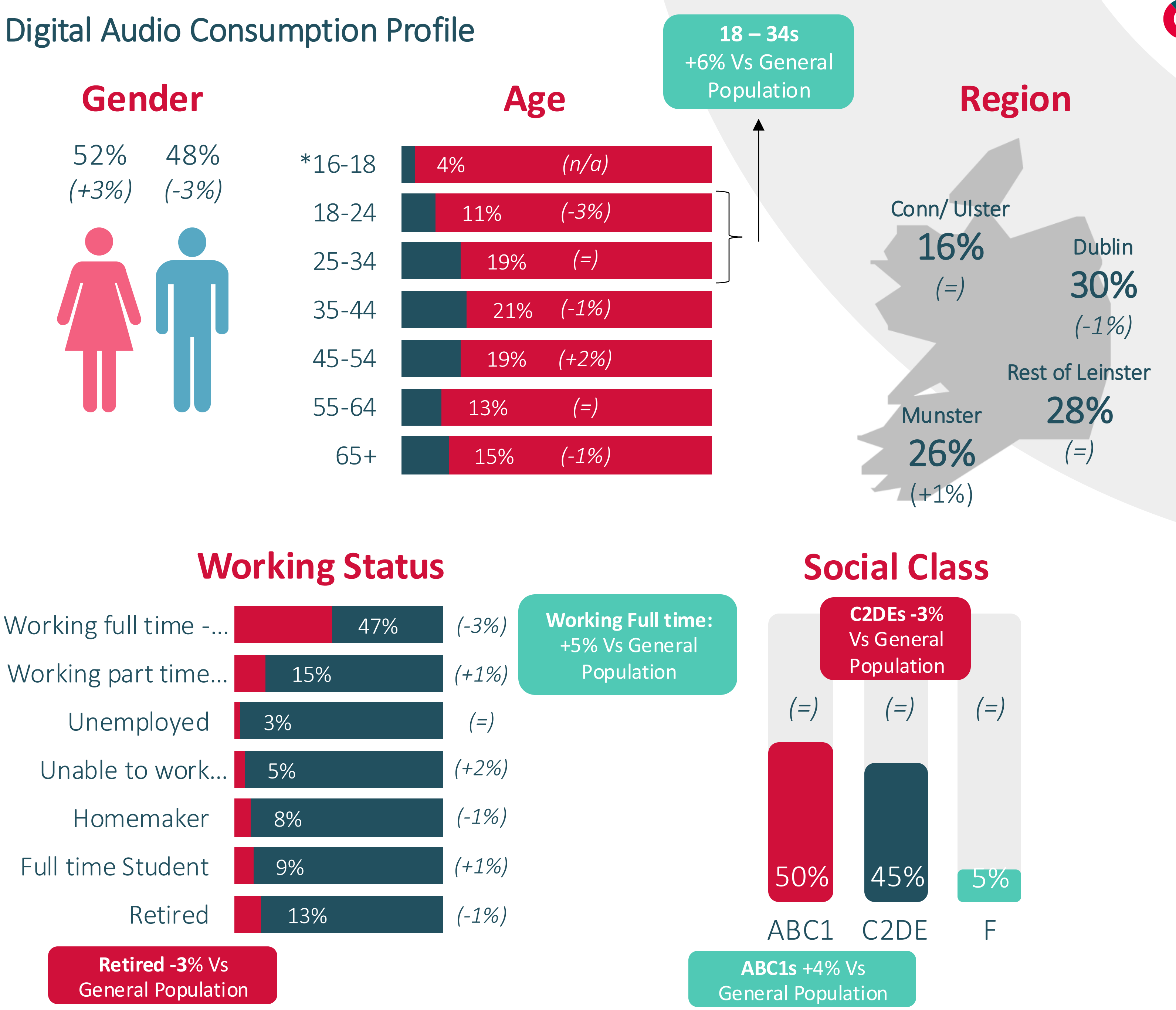


○○ Significantly higher / lower vs all adults 16+

Base: All adults aged 16+; n=1,054

Digital audio listeners tend to be younger, from higher social grades and are more likely to be employed full time.

Digital Audio Consumption Profile



* Research changed to 16+ in 2025

() = vs 2024 figures

(Base: All digital audio listeners; n=820)

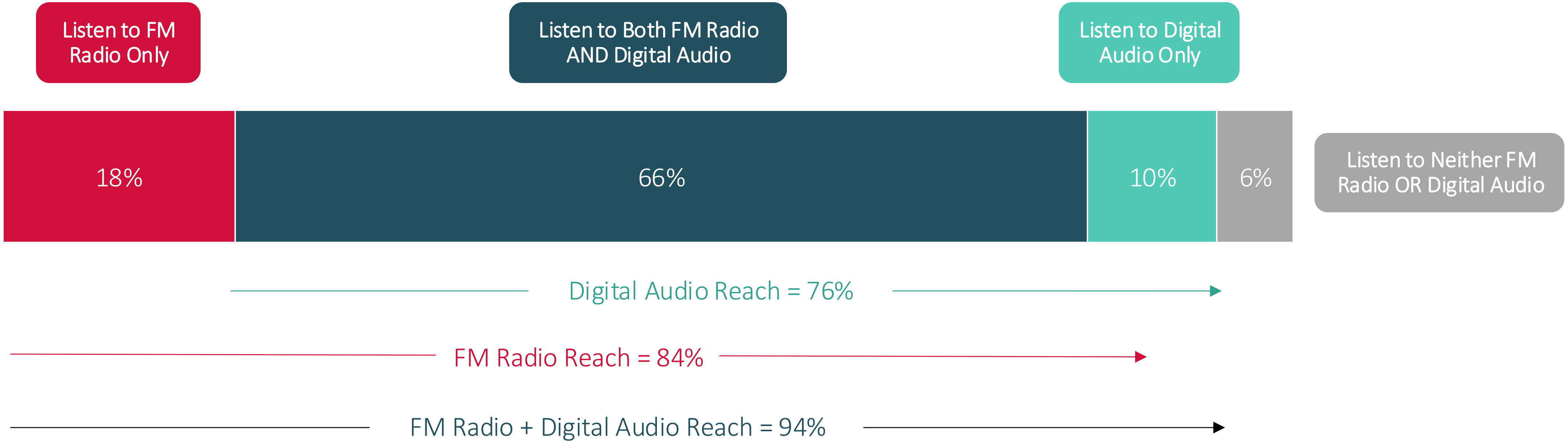
The incremental reach of digital audio is to add an additional +10% penetration, over the reach of broadcast FM.

In line with the digital audio listener profile, incremental reach is greater among younger cohorts.

Digital audio incremental reach over FM Radio is +10%

1-in-10 adults aged 16+ listen to digital audio only.

Digital Audio Incremental Reach



FM Radio reach is 84% of all adults 16+ (this includes those who listen to FM Radio only (18%) and those who listen to both FM Radio AND Digital Audio (66%).

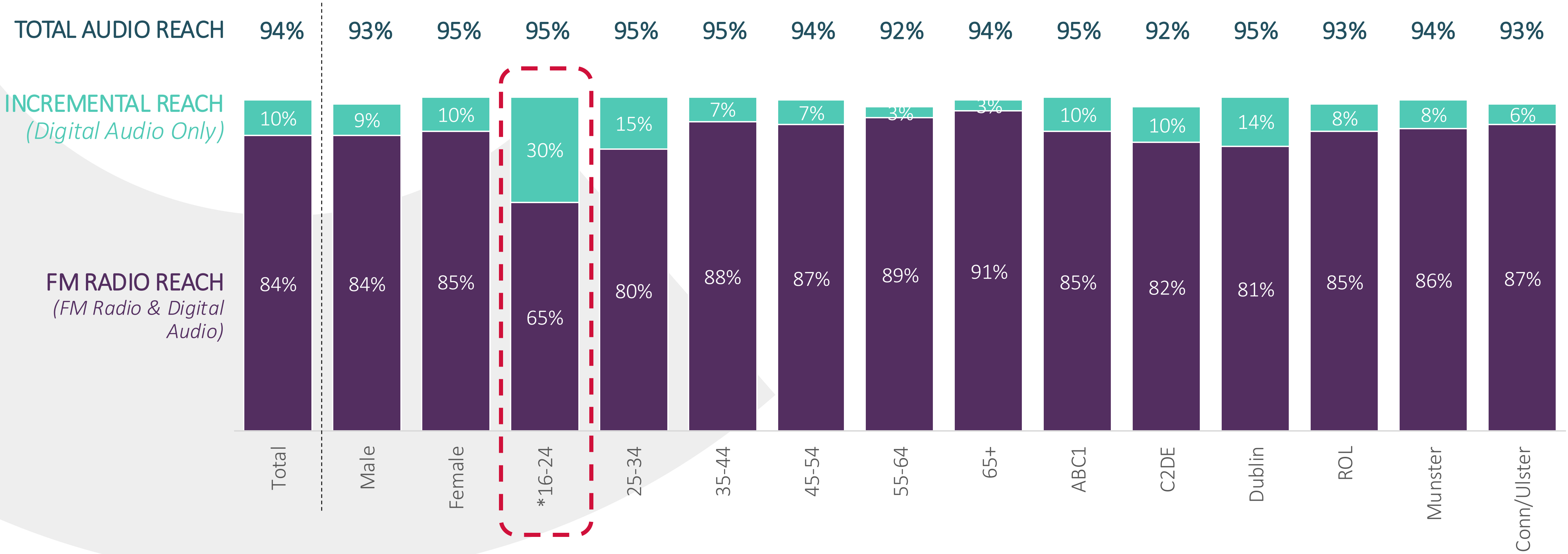
INCREMENTAL REACH: Digital Audio listeners ONLY extend this reach by 10% bringing total combined reach for FM Radio and Digital Audio to 94%.

Base: All adults aged 16+; n=1,054

Digital audio incremental reach is very high among 16-24s (+30%)

Positive impact of adding digital audio to the media mix are also particularly seen among 25–34-year-olds (+15%) and those living in Dublin (+14%)

Digital Audio Incremental Reach x Demographics

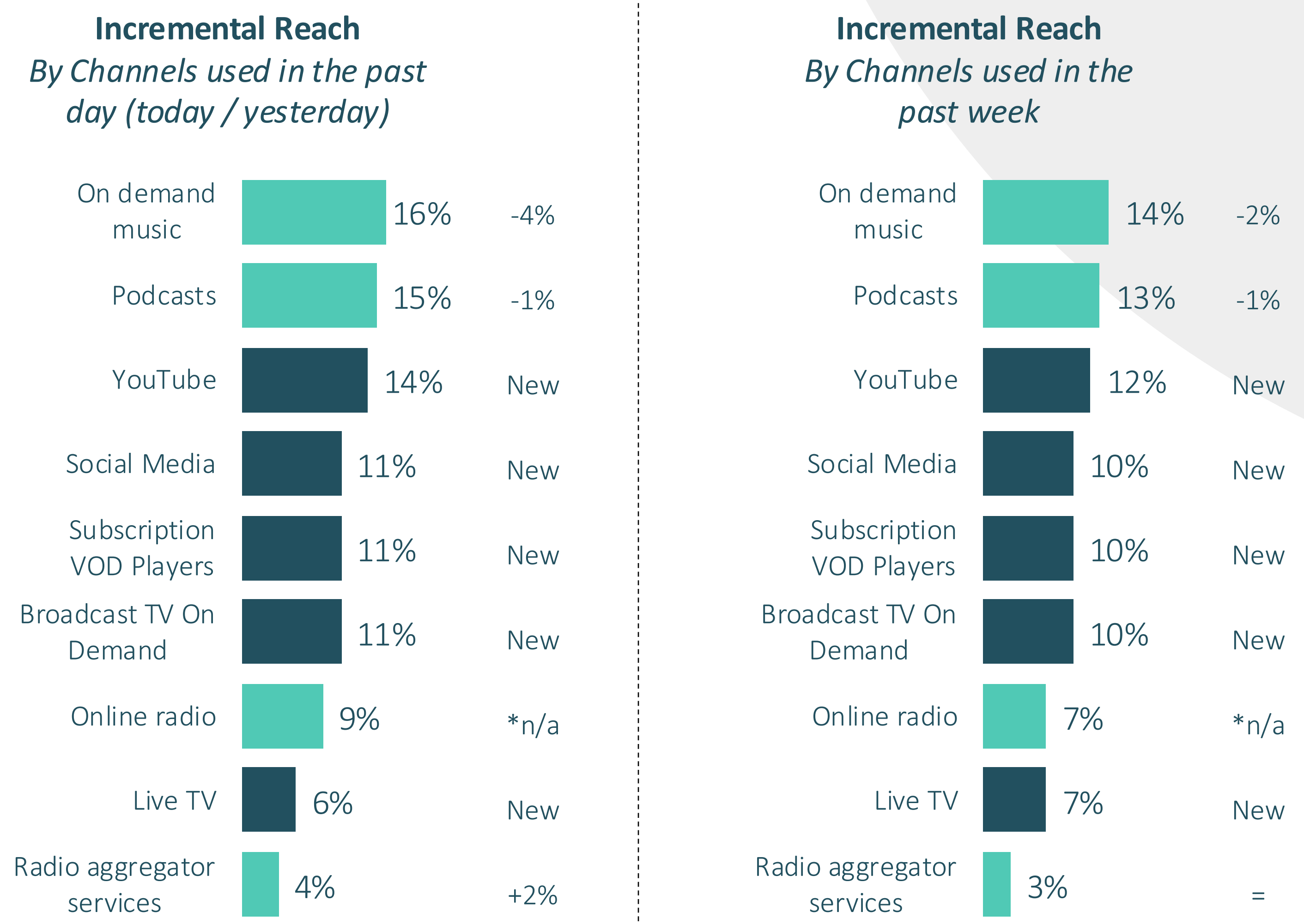


* Research changed to 16+ in 2025, was previously 18 – 24

Base: All adults aged 16+; n=1,054

Incremental reach is highest among by those using on demand music and podcast channels

Digital Audio Incremental Reach x Channels Used in Past Day / Week



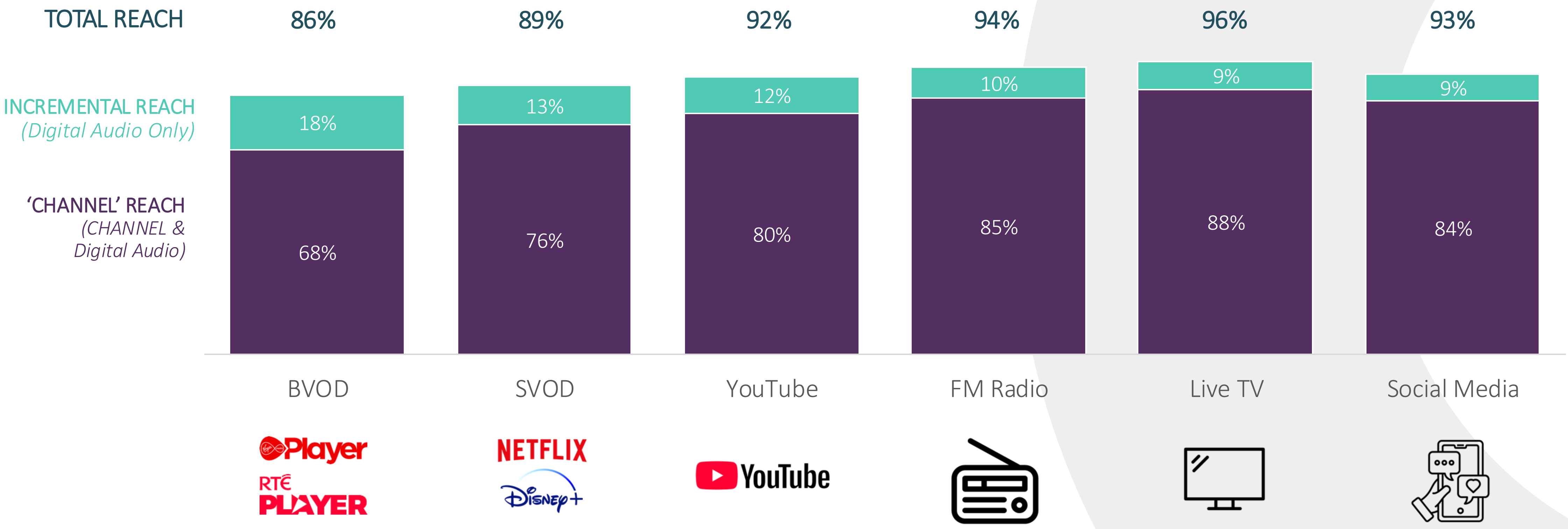
*Online radio previously split into live radio online and catch-up radio online. Merged in 2025

(Base: All adults aged 16+; n=1,054)

Greatest benefit comes from pairing digital audio with BVOD

Digital audio provides an +18% incremental reach when paired with BVOD, and drives reach across the two media (BVOD and Digital Audio) to 86%.

Digital Audio Incremental Reach x Channel

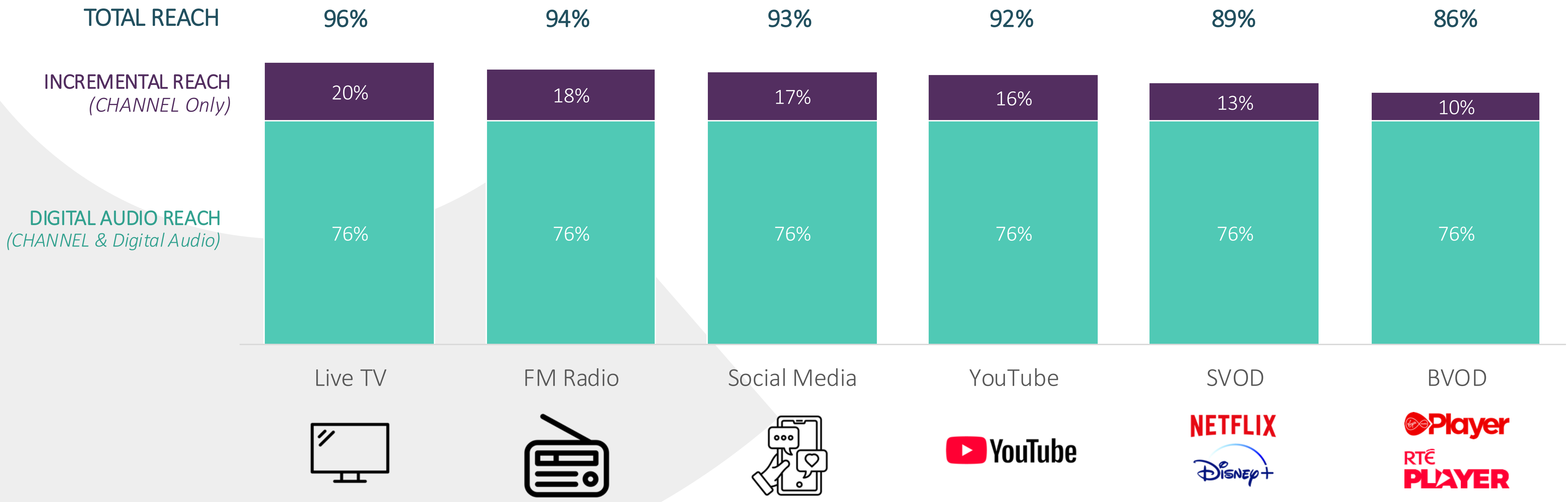


Base: All adults aged 16+; n=1,054

Live TV boosts reach by 20% when paired with digital audio.

This brings total reach of across both channels to 96%.

Channel Incremental Reach x Digital Audio



This slide looks at incremental reach in the OPPOSITE DIRECTION and thus figures on this slide will be different to slide 13.

Incremental reach is the "extra" reach over and above the reach already achieved by the base media channel.

Note: Total reach of channels combined equal on both slide 13 and 14. Digital audio reach in 2025 is 76% and hence why this 76% across all channels above.

Base: All adults aged 16+; n=1,054

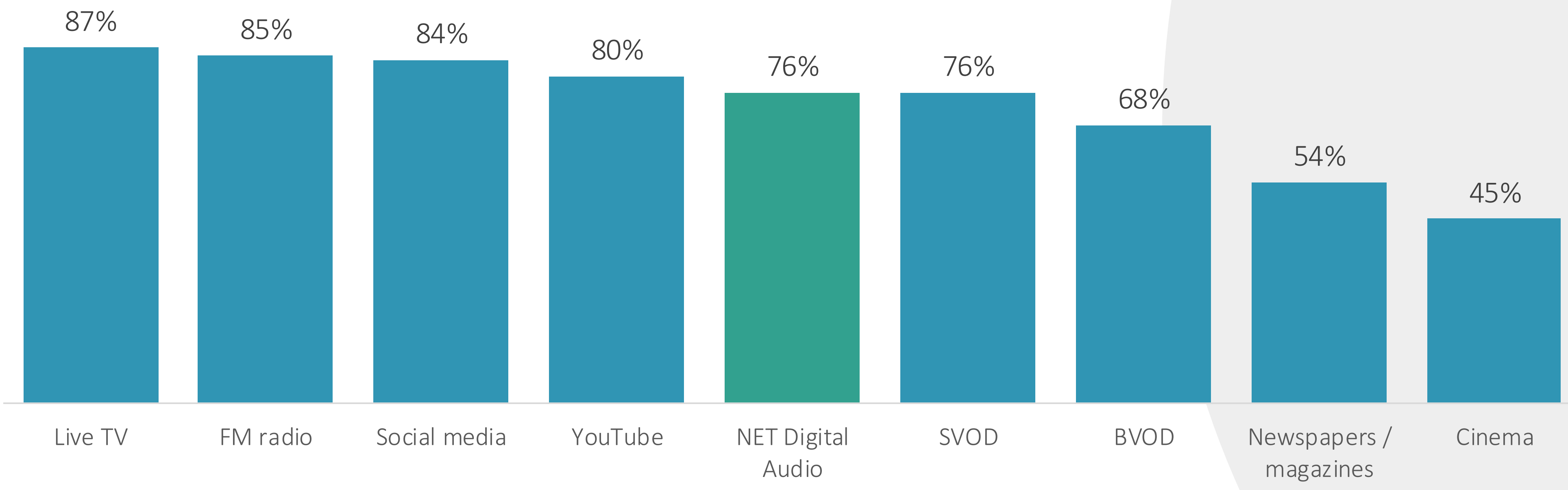
Weekly reach of digital audio among all adults 16+ is on a par with SVOD, with on demand music driving weekly reach of digital audio.

While among digital audio listeners, over a third listen daily, while almost 9-in-10 listen weekly.

Weekly reach of digital audio on a par with SVOD

This slide references data for ALL ADULTS 16+

Weekly Channel Reach (Among all adults 16+)



NET Digital Audio includes on demand music, podcasts, live/catch-up radio online and radio aggregator

Q.1

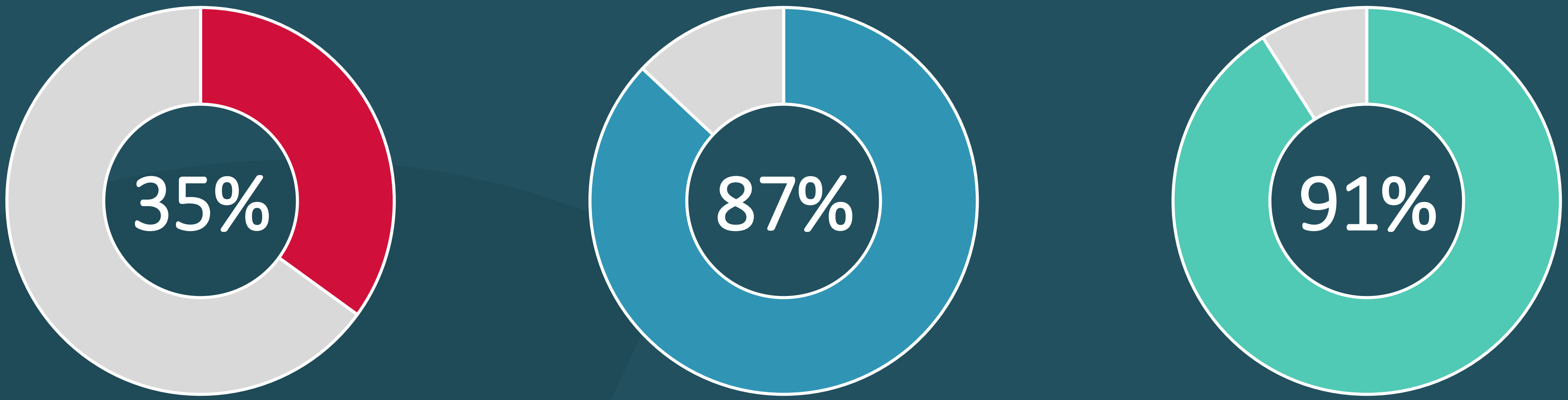
Base: All adults 16+; n=1,045

Over a third of digital audio users continue to listen daily

While almost 9-in-10 users listen weekly.

This slide references data for DIGITAL AUDIO LISTENERS 16+

Frequency of Digital Audio Consumption among Digital Audio Listeners



Are **DAILY** listeners of digital audio	Are **WEEKLY** listeners of digital audio	Are **MONTHLY** listeners of digital audio

This corresponds to **1.08 million people*** aged 16+ in Ireland who are daily listeners of digital audio

NET – Any Digital Audio Consumption (Included Live / catch-up radio, on demand music services, podcasts & radio aggregator services

* Calculated using CSO Population Data

Q.2

Base: All digital audio consumers 16+; n=820

Weekly consumption greatest for on demand music

Social media overtakes live TV in weekly usage among digital audio listeners.

This slide references data for DIGITAL AUDIO LISTENERS 16+

Weekly Digital Audio Consumption (Among all Digital Audio Consumers)

NET WEEKLY DIGITAL AUDIO CONSUMPTION AMONG DIGITAL AUDIO LISTENERS

87%

ON DEMAND MUSIC	PODCASTS	LIVE / CATCH-UP RADIO	RADIO AGGREGATOR
70%	**42%**	**37%**	**18%**
(+1%)	*(+4%)*	*(-5%)*	*(+5%)*
Of digital audio consumers engage weekly	Of digital audio consumers engage weekly	Of digital audio consumers engage weekly	Of digital audio consumers engage weekly

NET RADIO 42%

NET Radio includes Live / catch up radio & radio aggregator services

Q.2

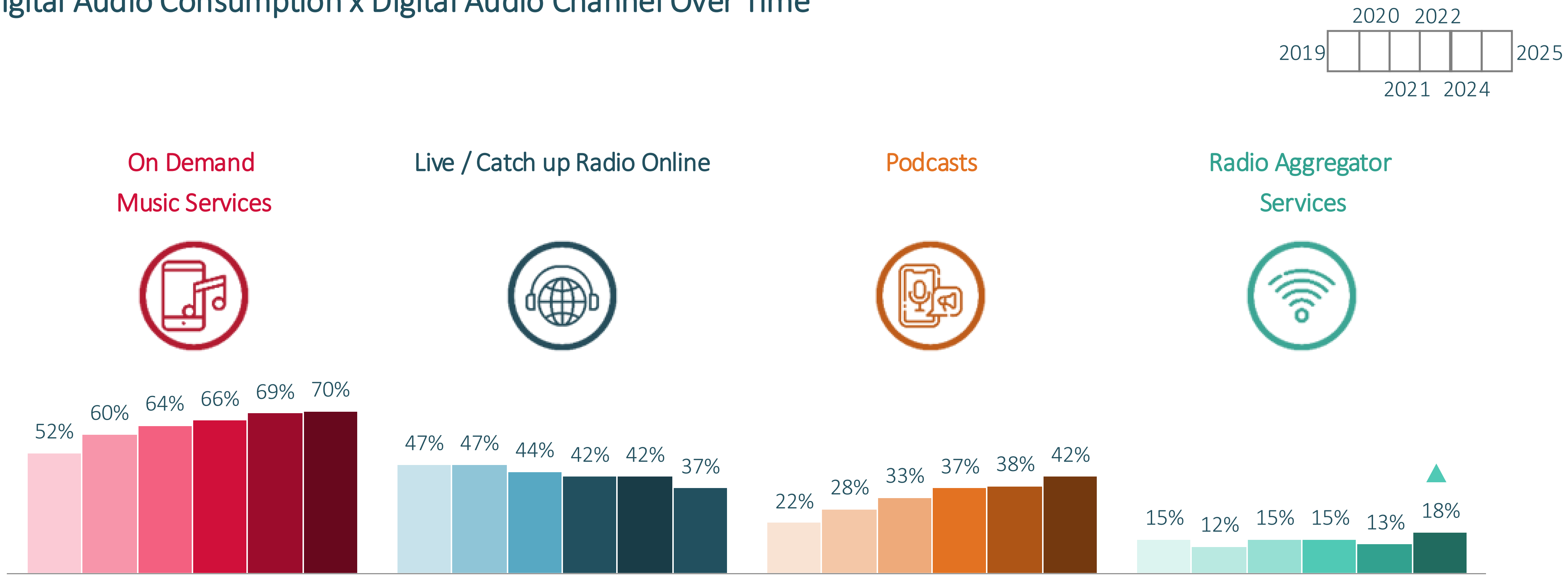
Base: All digital audio consumers 16+; n=820

Digital audio users continue to flock to music and podcasts

Weekly consumption of both of these channels remains on the rise. While digital audio listeners move away from radio with weekly listening to live / catch-up radio is in decline.

This slide references data for DIGITAL AUDIO LISTENERS 16+

Weekly Digital Audio Consumption x Digital Audio Channel Over Time



▲▼ Significantly up / down vs 2024

NET Radio includes Live / catch up radio & radio aggregator services

*Live / catch up radio previously asked separately. Merged in 2025

Q.2

Base: All digital audio consumers 16+; n=820

Digital audio is very strong vs. other media for time spent per week, recording 11.8 hours per week among all adults, the second highest across all media types.

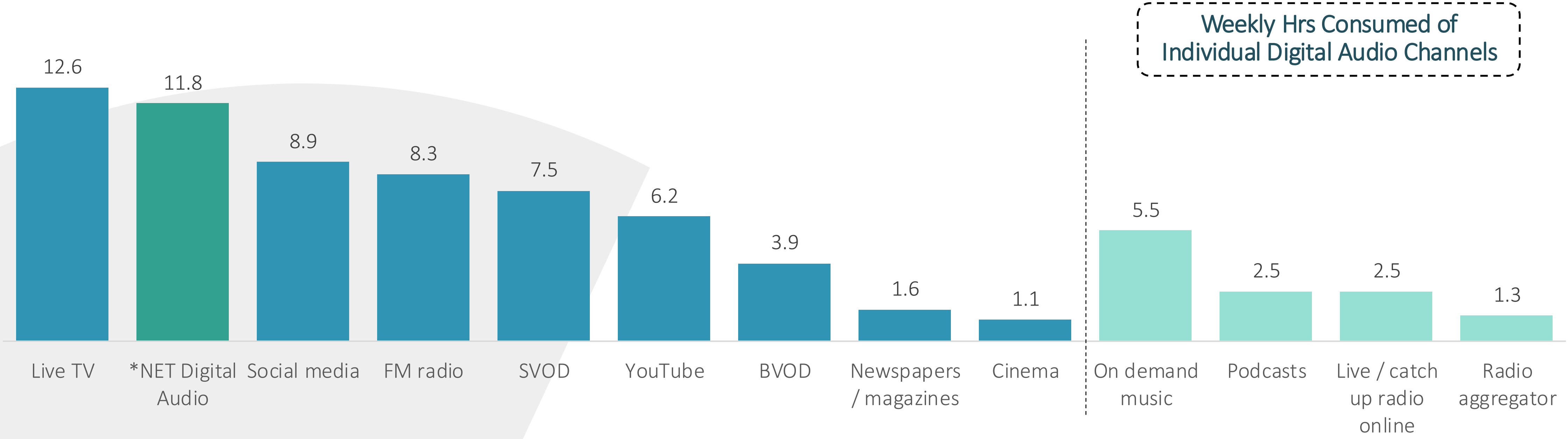
While among digital audio users, weekly consumption grows slightly to 15.4 hours, now back on a par with 2021.

Digital audio, second only to Live TV in weekly time spent

This slide references data for ALL ADULTS 16+

Digital audio commands more time spent than any other digital media channel with adults aged 16+ consuming close to 12 hours digital audio per week, with on demand music driving this.

Weekly Media Channel Consumption (Among all adults 16+)



NET Digital Audio includes on demand music, podcasts, live/catch-up radio online and radio aggregator

Q.1

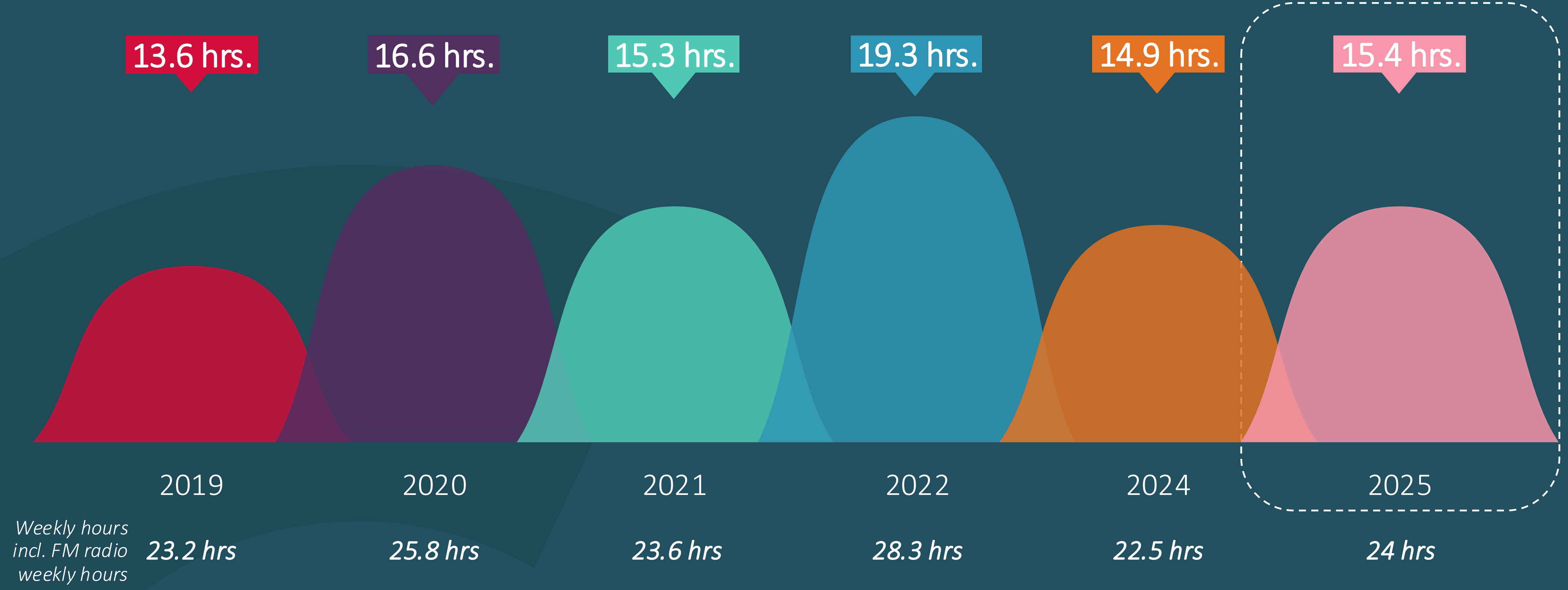
Base: All adults 16+; n=1,045

Weekly hrs of digital audio consumed up among listeners

Weekly hours of digital audio consumed back on a par with 2021.

This slide references data for DIGITAL AUDIO LISTENERS 16+

Weekly Hours of Digital Audio Consumption (Among Digital Audio Listeners)



Q.1

Base: All digital audio consumers 16+; n=820

02

Digital Audio Behaviour

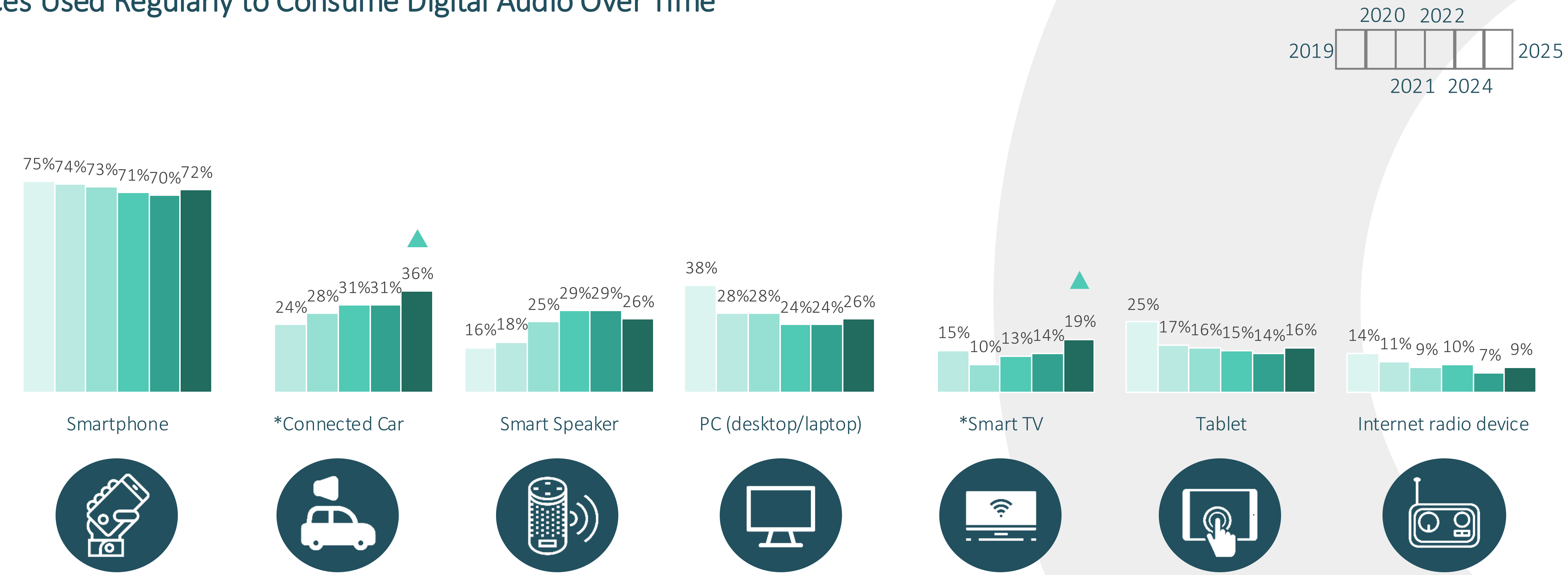
Smartphone remains the dominant means of engaging with digital audio, particularly among younger cohorts.

Use of connected cars and smart TVs to engage with digital audio rises significantly this year, with both trending positively YoY.

Regular use of connected car and smart TVs up significantly

Regular use of these devices to access digital audio continues to grow YoY.

Devices Used Regularly to Consume Digital Audio Over Time



*Channel added to questionnaire in 2020

▲▼ Significantly up / down vs 2024

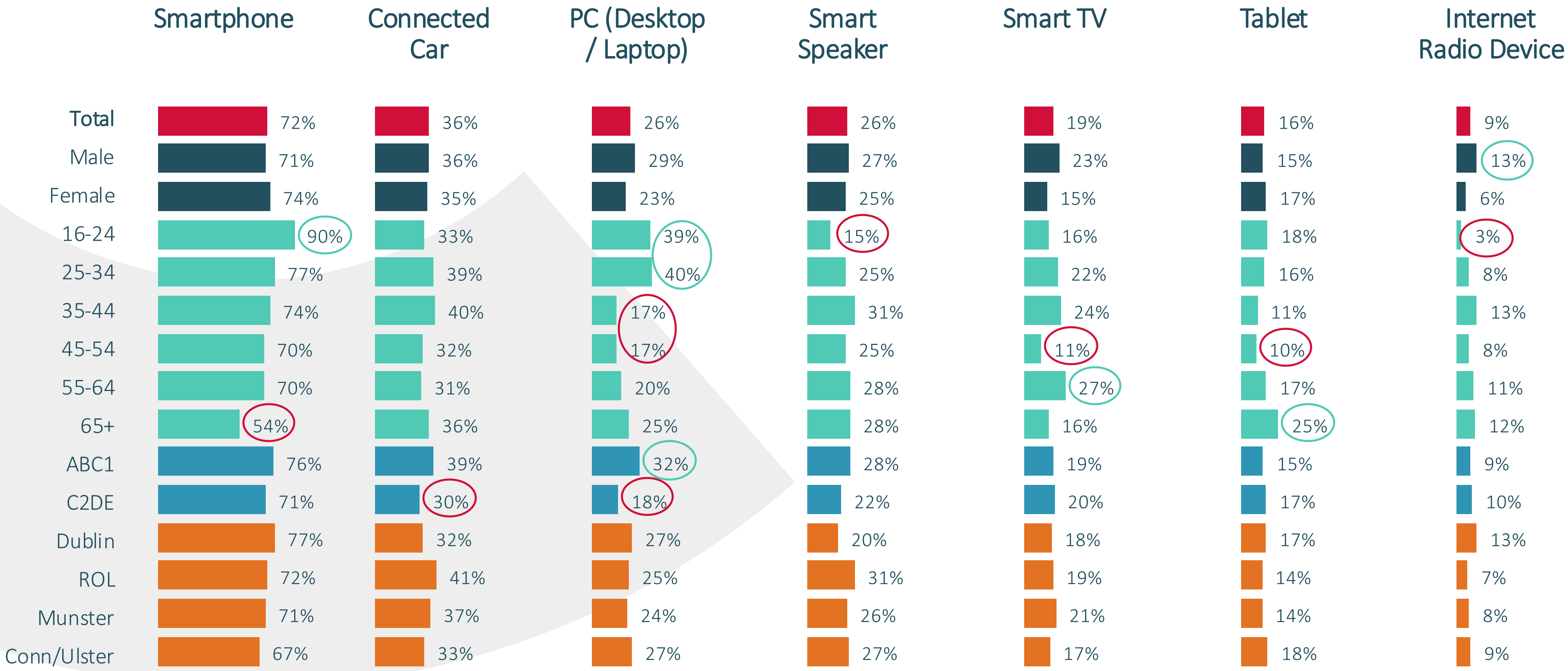
Q.3

(Base: All digital audio consumers; n=820)

Smartphones and PCs more prevalent among younger cohorts

While smart TVs and tablets are more popular among older cohorts.

Devices Used Regularly to Consume Digital Audio x Demographics



○○ Significantly higher / lower vs all digital audio consumers

Q.3

Base: All digital audio consumers 16+; n=820

Smartphones more regularly used for listening to podcasts

While smart speakers, smart TV and internet radio devices are more regularly used to access live / catch-up radio and radio aggregator services.

Devices Used Regularly to Consume Digital Audio x Digital Audio Channel

Used channel in last week	Smartphone	Connected Car	PC (Desktop / Laptop)	Smart Speaker	Smart TV	Tablet	Internet Radio Device
Total	72%	36%	26%	26%	19%	16%	9%
Live / catch up radio	75%	35%	25%	35%	26%	19%	18%
On demand music	75%	40%	24%	29%	19%	17%	10%
Podcasts	81%	37%	28%	26%	20%	15%	12%
Radio aggregator	68%	38%	25%	43%	29%	18%	21%

○○ Significantly higher / lower vs all digital audio consumers

Q.3

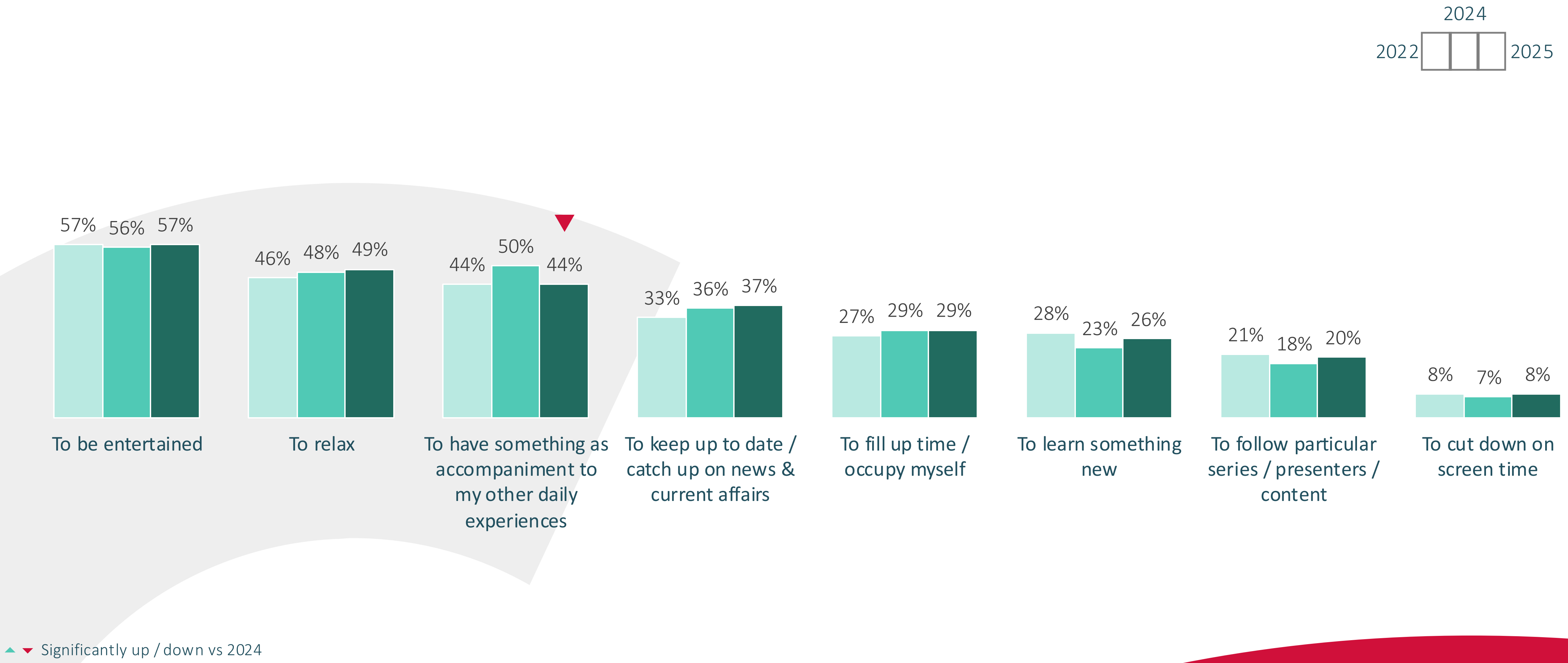
Base: All digital audio consumers 16+; n=820

Entertainment remains the primary motivator to engage with digital audio, with relaxation and accompaniment continuing to round out the top three reasons to engage.

Relaxation overtakes accompaniment as the #2 motivator

This stems from accompaniment seeing a significant decline in 2025. However, this decline comes off the back off a significant spike last year and returns to level seen in 2022.

Reasons for Consuming Digital Audio Over Time



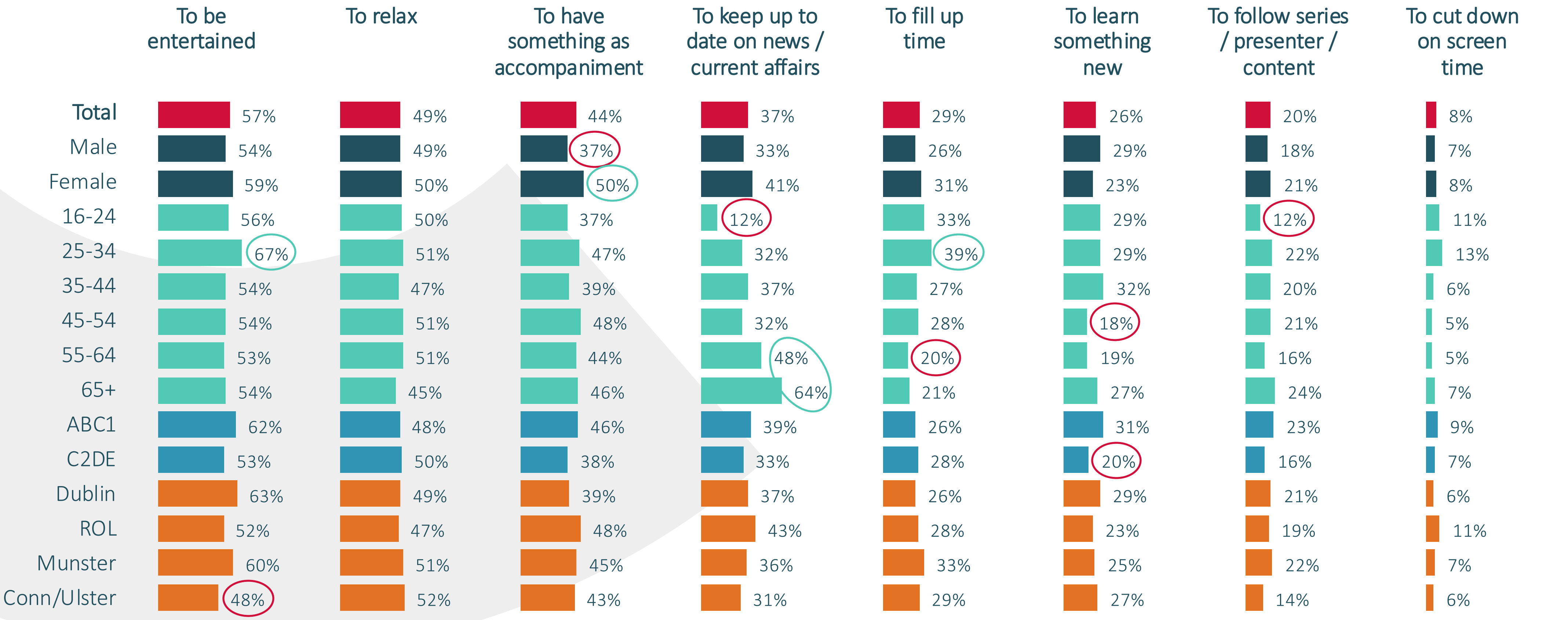
Q.4

(Base: All digital audio consumers; n=820)

Accompaniment is a bigger motivator among women

To be entertained and to fill up time bigger motivators among 25-34s while keeping up to date on current affairs a more prevalent motivator among 55+.

Reasons for Consuming Digital Audio x Demographics



Significantly higher / lower vs all digital audio consumers

Q4

Base: All digital audio consumers 16+; n=820

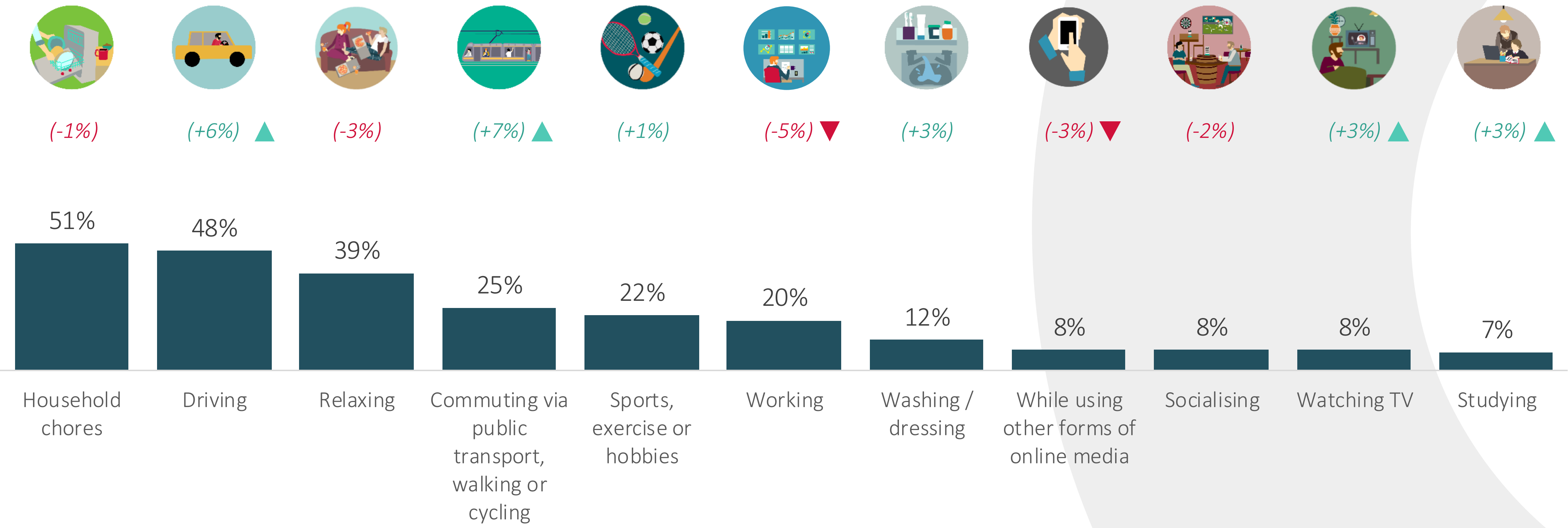
Household chores remains the top activity done while engaging with digital audio. This is closely followed by driving.

Chores, driving and relaxing are more prominent among older cohorts. While commuting, working, studying and washing/dressing more popular among younger cohorts.

Household chores remains the #1 activity done while listening

Driving & commuting now much more popular when listening to digital audio, likely lower back in 2022 with remnants of COVID. Working while listening has fallen, perhaps given more frequent office-based work in 2025.

Activities Undertaken during Digital Audio Consumption



Note: This question was last asked in 2022 (October). A number of significant changes seen in the data in 2025 reflective of more ‘normal’ circumstances post-COVID

▲▼ Significantly up / down vs 2022

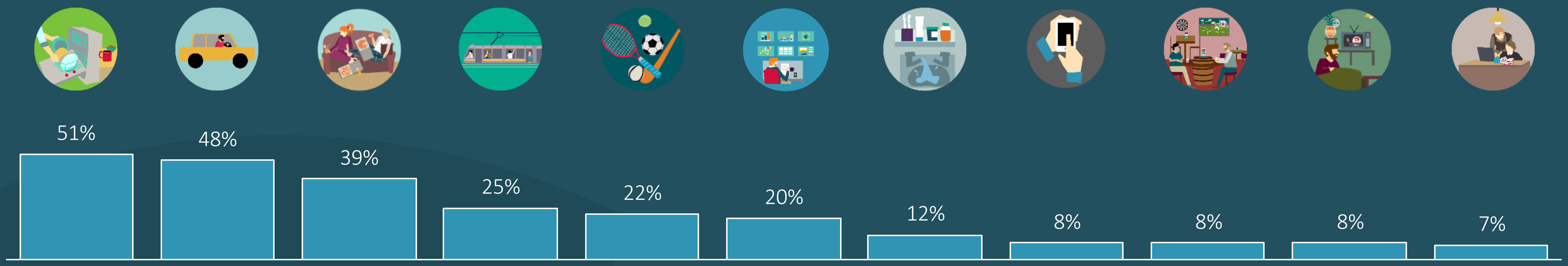
Q.6

(Base: All digital audio consumers; n=820)

Activities done while listening vary notably among different ages

16-24s listen more when commuting, washing/dressing and studying, while 25-34s listen more when working. Older cohorts listen more when doing household chores, driving and relaxing.

Activities Undertaken during Digital Audio Consumption x Age



	Household chores	Driving	Relaxing	Commuting	Sports, exercise or hobbies	Working	Washing / dressing	While using other forms of online media	Socialising	Watching TV	Studying
16-24	35%	27%	34%	43%	30%	19%	19%	8%	11%	7%	26%
25-34	47%	48%	35%	22%	19%	31%	12%	10%	11%	10%	12%
35-44	49%	46%	32%	25%	25%	25%	11%	10%	7%	10%	3%
45-54	54%	50%	43%	18%	24%	19%	6%	8%	6%	5%	3%
55-64	62%	57%	44%	17%	25%	13%	11%	4%	4%	7%	3%
65+	62%	59%	51%	27%	10%	8%	16%	6%	8%	5%	0%

Significantly higher / lower vs all digital audio consumers

Q.6

(Base: All digital audio consumers; n=820)

03

Digital Audio Attitudes

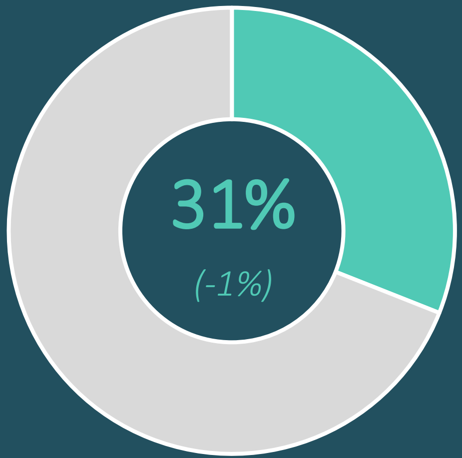
Expectations to listen to digital audio channels more in next 12 months relatively static vs 2024.

However, significantly more digital audio consumers claim to spend less time on social media now thanks to digital audio vs last year.

Expectations to listen to digital audio channels more is relatively static vs. 2024

More expect to increase their listening of online music in the next 12 months vs online podcasts and online radio.

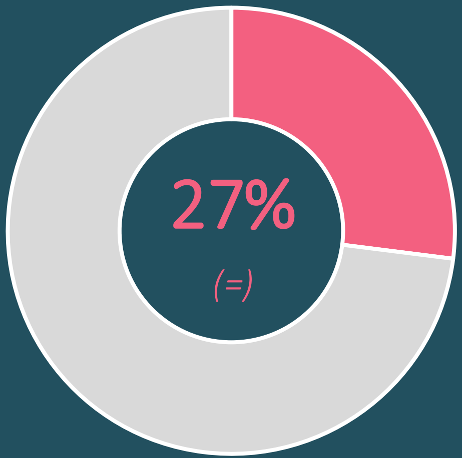
I expect to increase my listening to online music in the next 12 months
(among digital audio users)



Significantly higher among:
25-34s (42%)

Significantly lower among:
55-64s (25%)
65+ (21%)
ROL (23%)

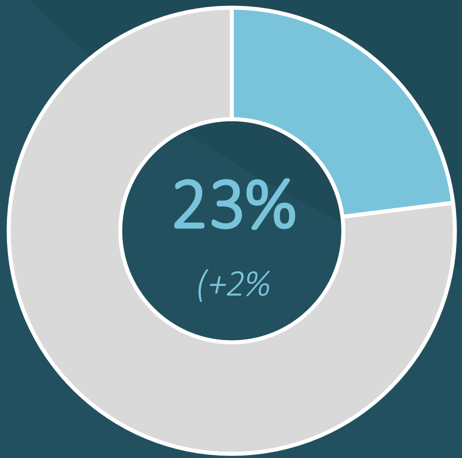
I expect to increase my listening to online podcasts in the next 12 months
(among digital audio users)



Significantly higher among:
35-44s (36%)

Significantly lower among:
55-64s (18%)
65+ (17%)

I expect to increase my listening to online radio in the next 12 months
(among digital audio users)



▲▼ Significantly up / down vs 2024

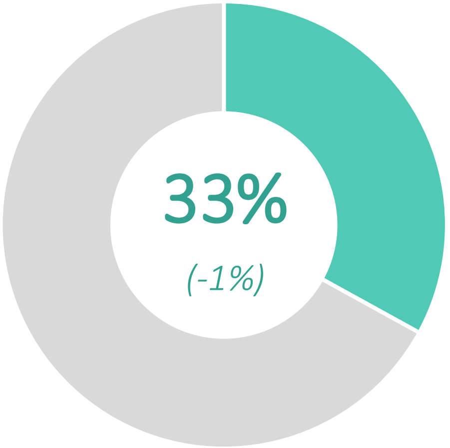
Q.5

(Base: All digital audio consumers; n=820)

In 2025, people claim to be spending less time on social media now compared to a year ago thanks to digital audio

However, popularity of social media among younger cohorts' shines through here again with 16-24s under-indexing on this belief.

I listen less to traditional radio FM broadcasting now compared to a year ago because of online radio music or podcasts



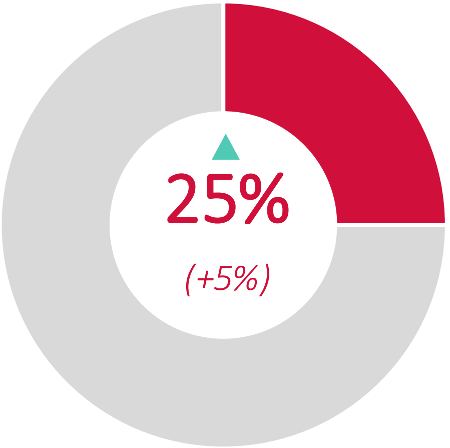
Significantly **lower** among:

55-64s (20%)

65+ (23%)

Munster (26%)

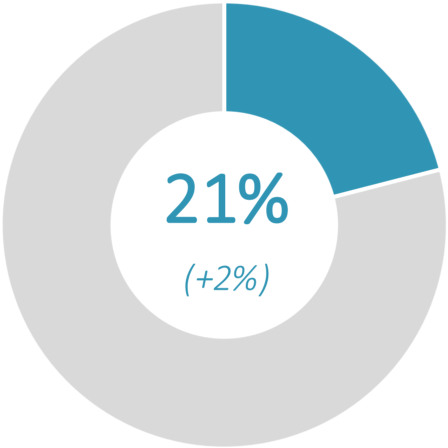
I spend less time on social media now compared to a year ago because of online radio, music or podcasts



Significantly **lower** among:

16-24s (15%)

I watch less TV / Online Video now compared to a year ago because of online radio, music or podcasts



Significantly **lower** among:

65+ (9%)

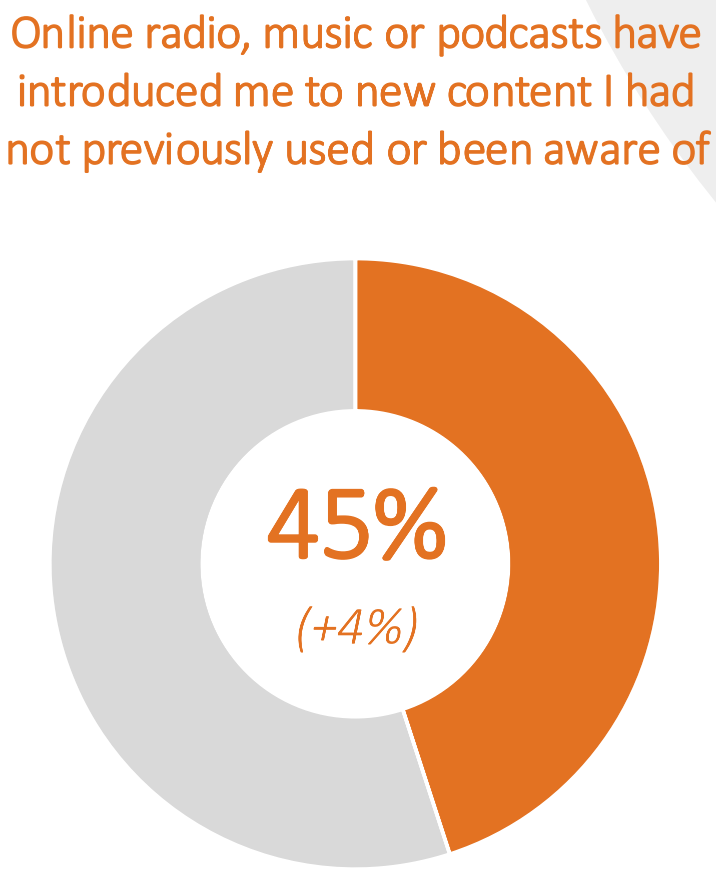
▲▼ Significantly up / down vs 2024

Q.5

(Base: All digital audio consumers; n=820)

Proportion of those saying digital audio has introduced them to new content has grown

Almost half of digital audio consumers now hold this belief.



Significantly lower among:
55-64s (30%)

04

Digital Audio Advertising

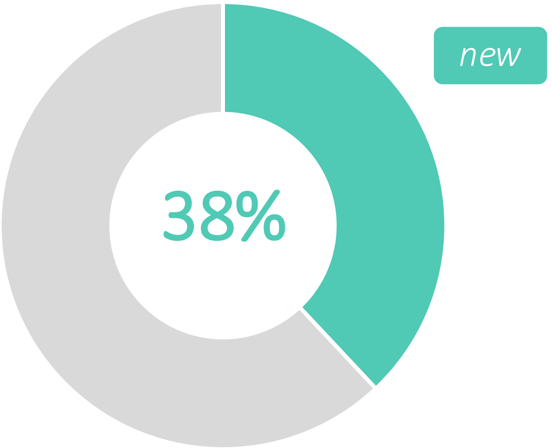
The willingness among consumers to listen to ads on digital audio grows significantly this year.

Podcasts garner the most claimed attention to ads across digital audio, while most trust is placed in ads on online radio.

Willingness to listen to ads on digital audio grows significantly

Just under 4-in-10 digital audio listeners believe their experiences listening to digital audio trumps those engaging with other media, rising to almost half among digital audio listeners aged 25 – 34.

My experiences of listening to online radio music or podcasts are more positive vs experiences engaging with other media



Significantly higher among:

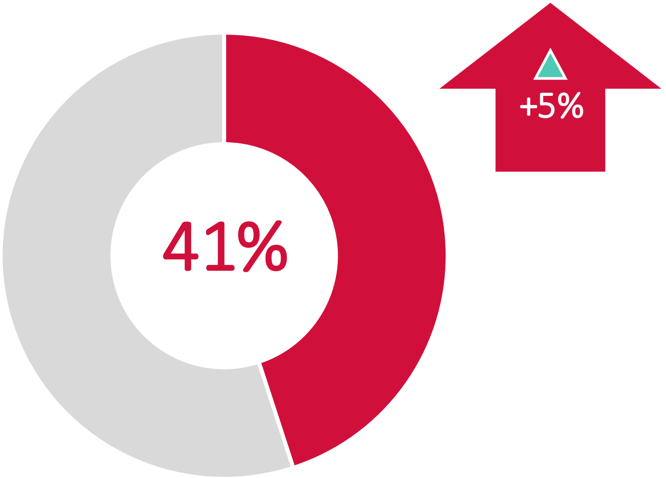
25-34s (48%)

Significantly lower among:

16-24s (27%)

55-64s (28%)

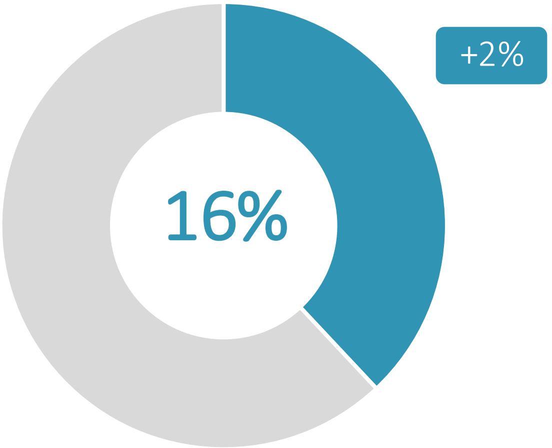
I am willing to listen to advertising when listening to online radio, music or podcasts, in return for great free content



Significantly lower among:

16-24s (31%)

I have taken an action / felt compelled or influenced to take an action based on an ad I heard on a podcast



Significantly higher among:

25-34s (24%)

Significantly lower among:

55-64s (7%)

65+ (5%)

▲▼ Significantly up / down vs 2024

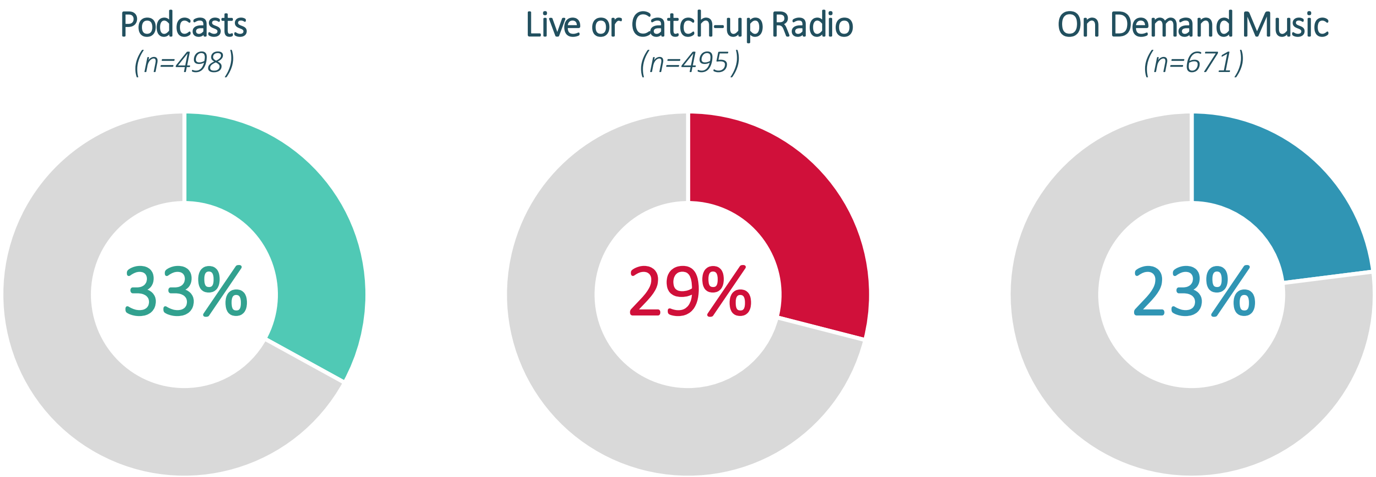
Q.5

(Base: All digital audio consumers; n=820)

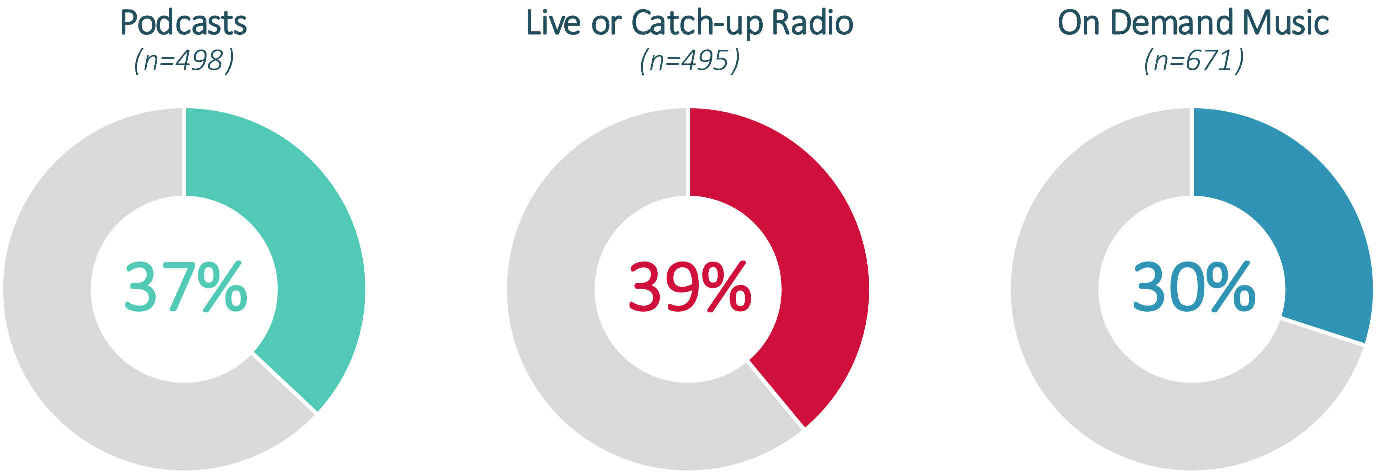
In terms of digital audio channels, most attention is paid to ads on podcasts

However, ads on live or catch-up radio garner the highest levels of trust among those who engage with the channel.

Claimed Attention to Advertising on Digital Audio



Trust in Advertising on Digital Audio



NOTE: These questions asked on a 7-point scale. Showing NET 5 – 7 Scores

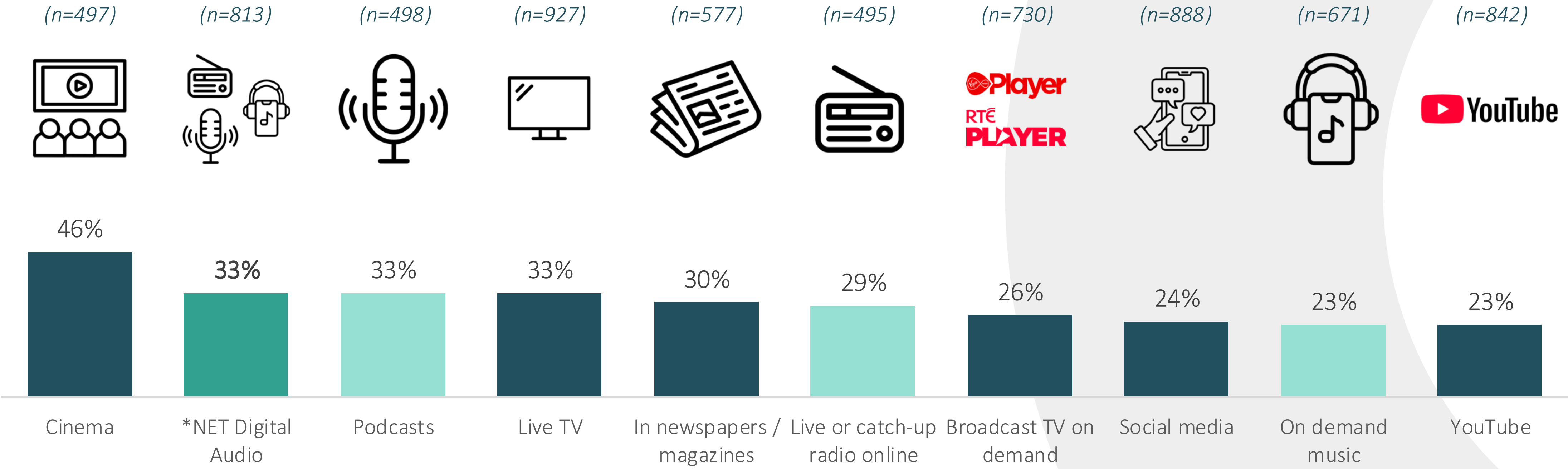
Q7

Base: All adults who engage with each channel

In digital audio, podcasts garner most claimed attention to ads

Cinema claims the #1 spot in claimed attention to ads. On demand music garners low levels of claimed attention comparatively vs other channels.

Claimed Attention to Advertising on Media Channels Used



** NET Digital Audio includes Live or catch-up radio, podcasts & On demand music*

NOTE: These questions asked on a 7-point scale. Showing NET 5 – 7 Scores

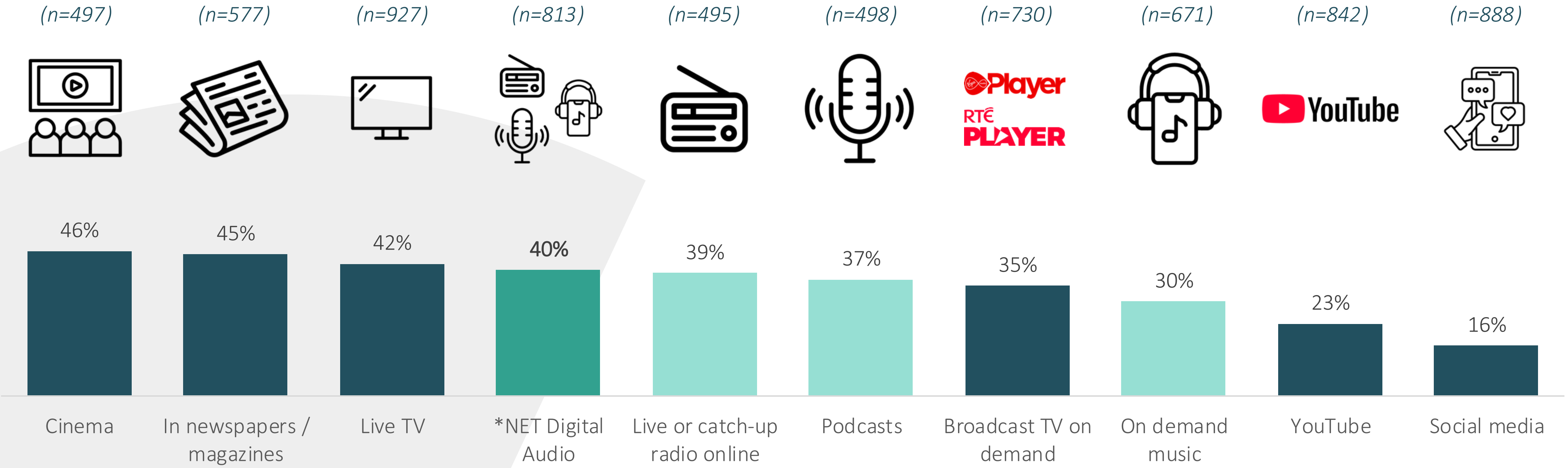
Q7

Base: All adults who engage with each channel

Digital audio is most trusted among digital media channels tested

Like claimed attention, cinema also comes out on top for trust within ads. Newspapers/magazines and live TV also perform well in terms of trust in ads while YouTube and social media trail the pack.

Trust of Advertising on Media Channels Used



** NET Digital Audio includes Live or catch-up radio, podcasts & On demand music*

NOTE: These questions asked on a 7-point scale. Showing NET 5 – 7 Scores

Q7

Base: All adults who engage with each channel

05

Key Insights

Key Insights

1

Three quarters (76%) of all adults aged 16+ listen to digital audio in an average week, with penetration steady vs. previous years. This corresponds with an incremental reach of 10%. In line with the digital audio listener profile, which skews younger and higher social grade, incremental reach is greatest among younger cohorts.

2

Among adults 16+, weekly reach of digital audio is on a par with SVOD, with on demand music driving this. While overall penetration has fallen slightly, average weekly consumption of digital audio among listeners grows slightly to 15.4 hours, now back on a par with 2021.

3

Once again, the smartphone triumphs in terms of most regularly used device to engage with digital audio. However, use of connected cars and smart TVs rises significantly this year, with both trending positively YoY.

4

Entertainment remains the top reason people engage with digital audio, followed by relaxation and accompaniment. However, notable variation in reasoning to engage exists, with entertainment / to fill up time more of a motivator for younger cohorts, accompaniment more important to women and staying informed on current affairs a bigger driver for older cohorts.

5

Household chores are the most common activity performed while engaging with digital audio. However, as with the reasons for engagement, there are differences in the activities people do while listening among age cohorts. Chores, driving and relaxing are more prominent among older cohorts. While commuting, working, studying and washing/dressing more popular among younger cohorts.

6

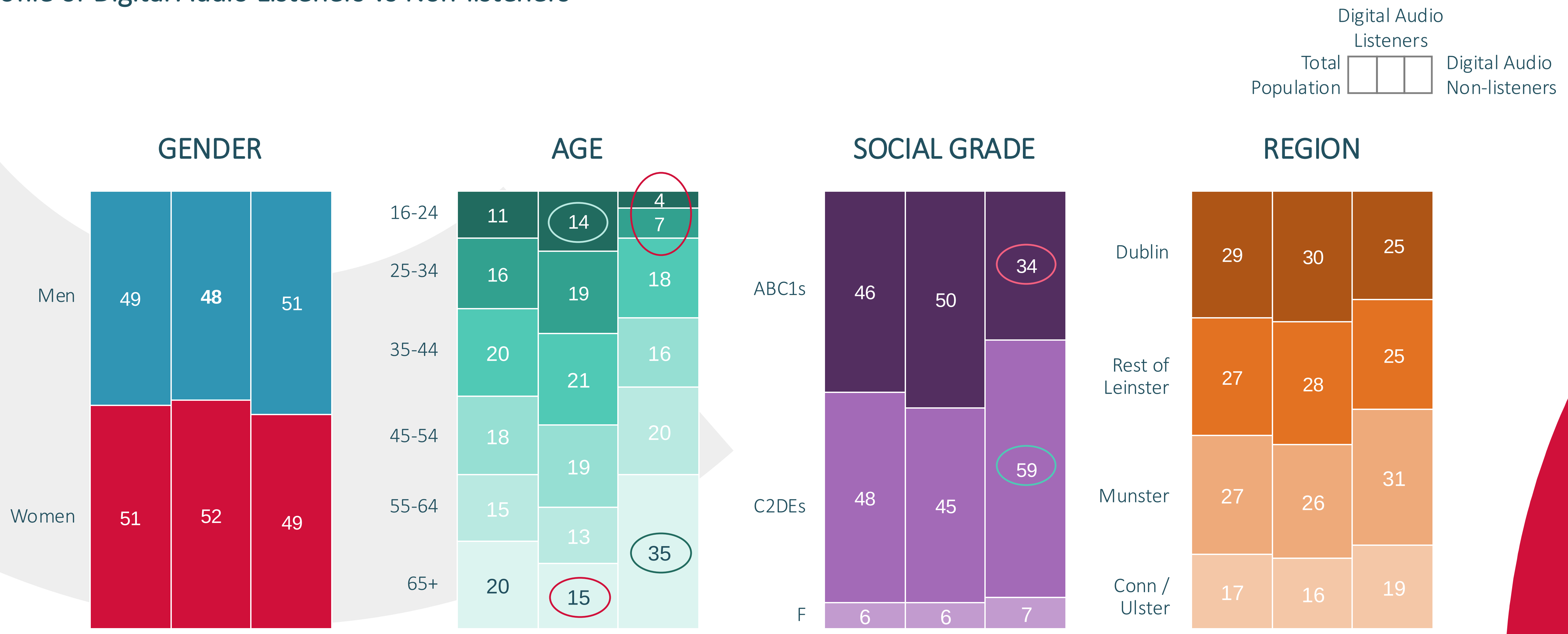
This year sees willingness among consumers to listen to ads on digital audio grow significantly. While in terms of claimed attention to and trust within ads, cinema comes out on top in both. However, digital audio garners most claimed attention to ads as well as trust within ads among the digital channels tested.

Appendix

Digital audio listener profile skews younger & higher social grade

Consequently, the non-digital audio listeners profile skews older and lower social grade.

Profile of Digital Audio Listeners vs Non-listeners



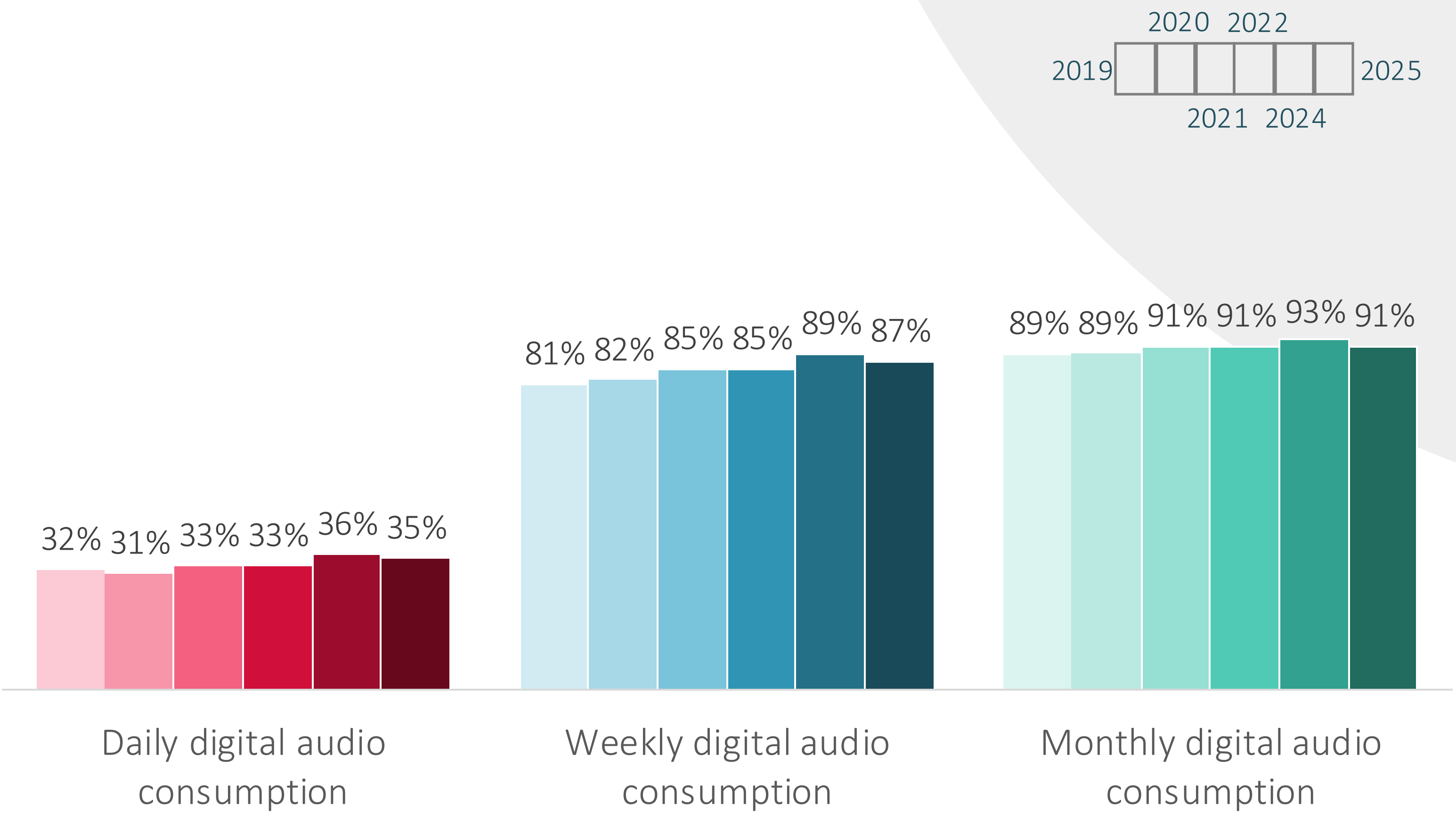
Significantly higher / lower vs all adults 16+

Base: All adults aged 16+; n=1,054

Frequency of listening falls marginally vs 2024

However, these drops are not significant and come off the back of gains made last year. Daily and weekly listenership remains higher than 2023 and years previous.

Frequency of Digital Audio Consumption among Listeners Over Time



NET – Any Digital Audio Consumption (Included Live / catch-up radio, on demand music services, podcasts & radio aggregator services

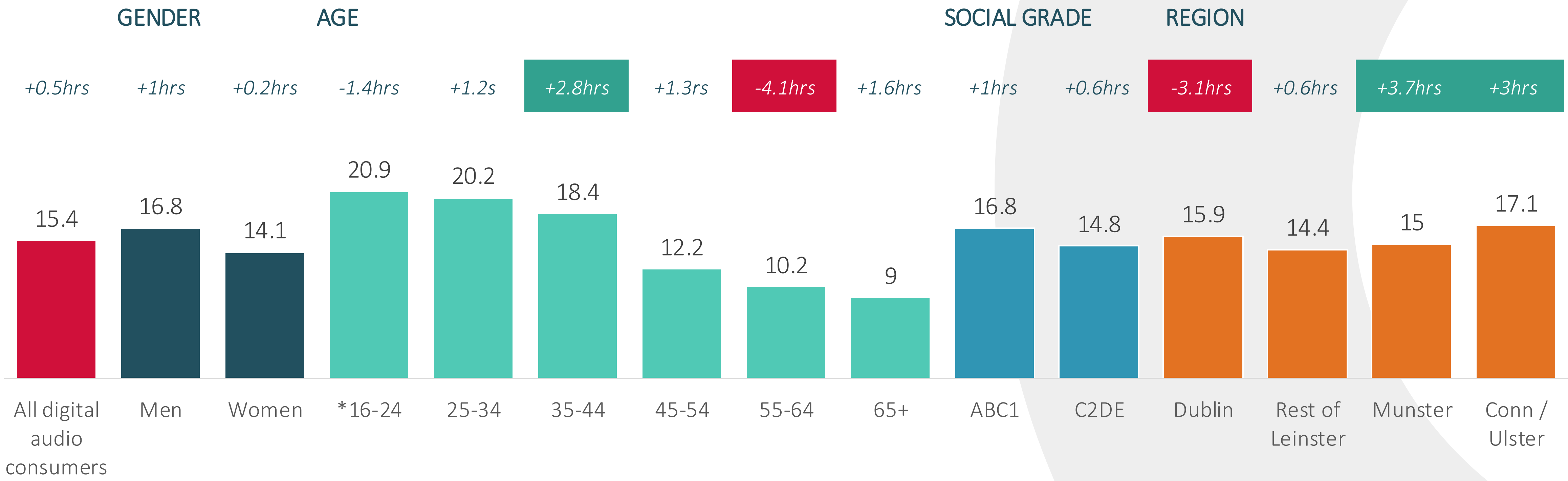
Q.2

Base: All digital audio consumers 16+; n=820

Unsurprisingly, younger cohorts consume more weekly hours

Interestingly, slight uplift in weekly hours consumed at an overall level driven by an increase in weekly hours consumed among 35-44s, Munster and Conn/Ulster residents. Weekly hours falls among 55-64 and Dublin.

Weekly Hours of Digital Audio Consumption x Demographics



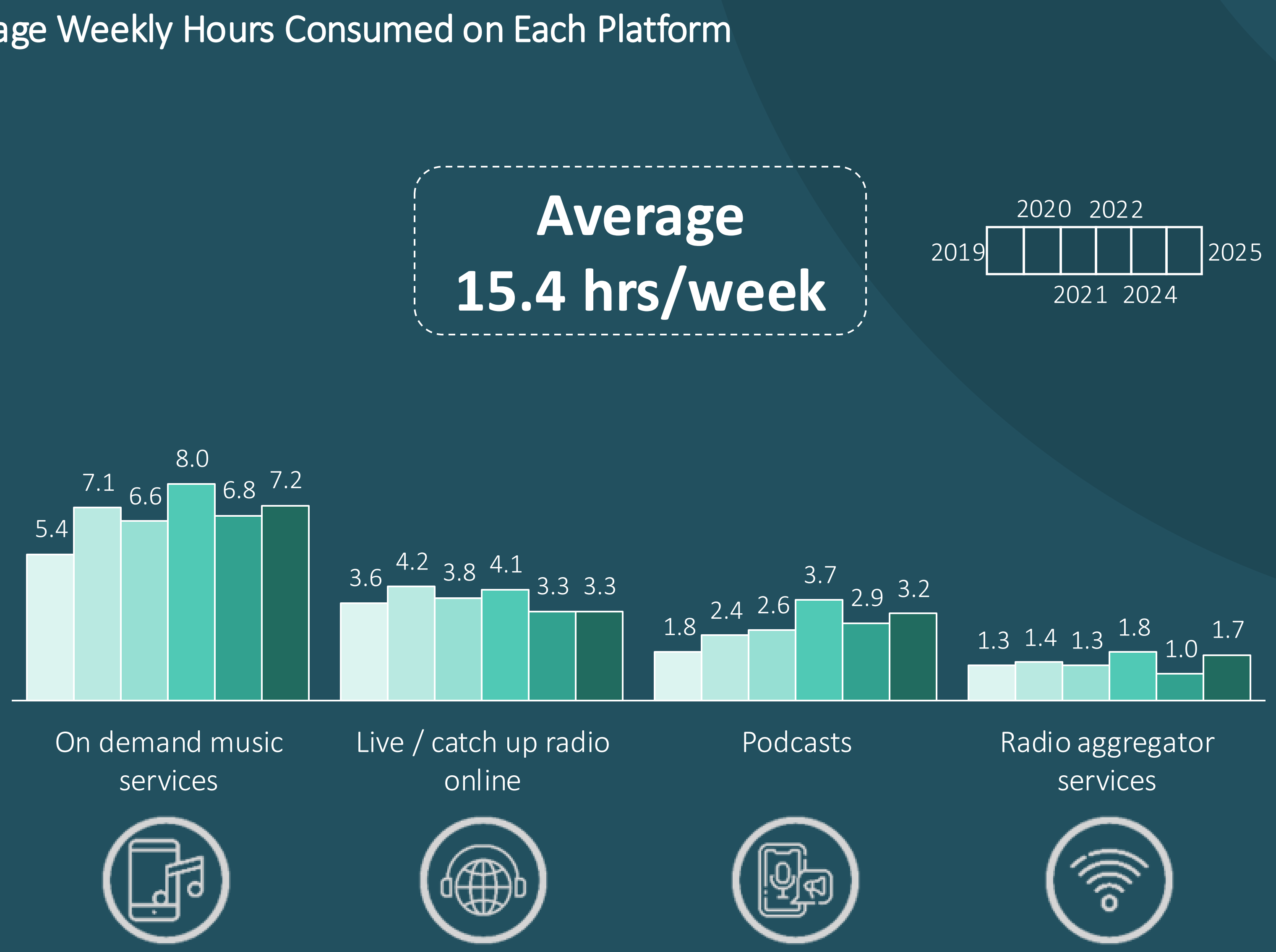
* Research changed to 16+ in 2025, was previously 18 – 24

Q1

Base: All digital audio consumers 16+; n=820

Apart from online radio which is static, weekly hours consumed in individual digital audio channels all rise in 2025

These move in a positive direction after weekly hours consumed in individual channels all fall last year.



*NET: Online Radio (Live / catch up radio online & radio aggregator services

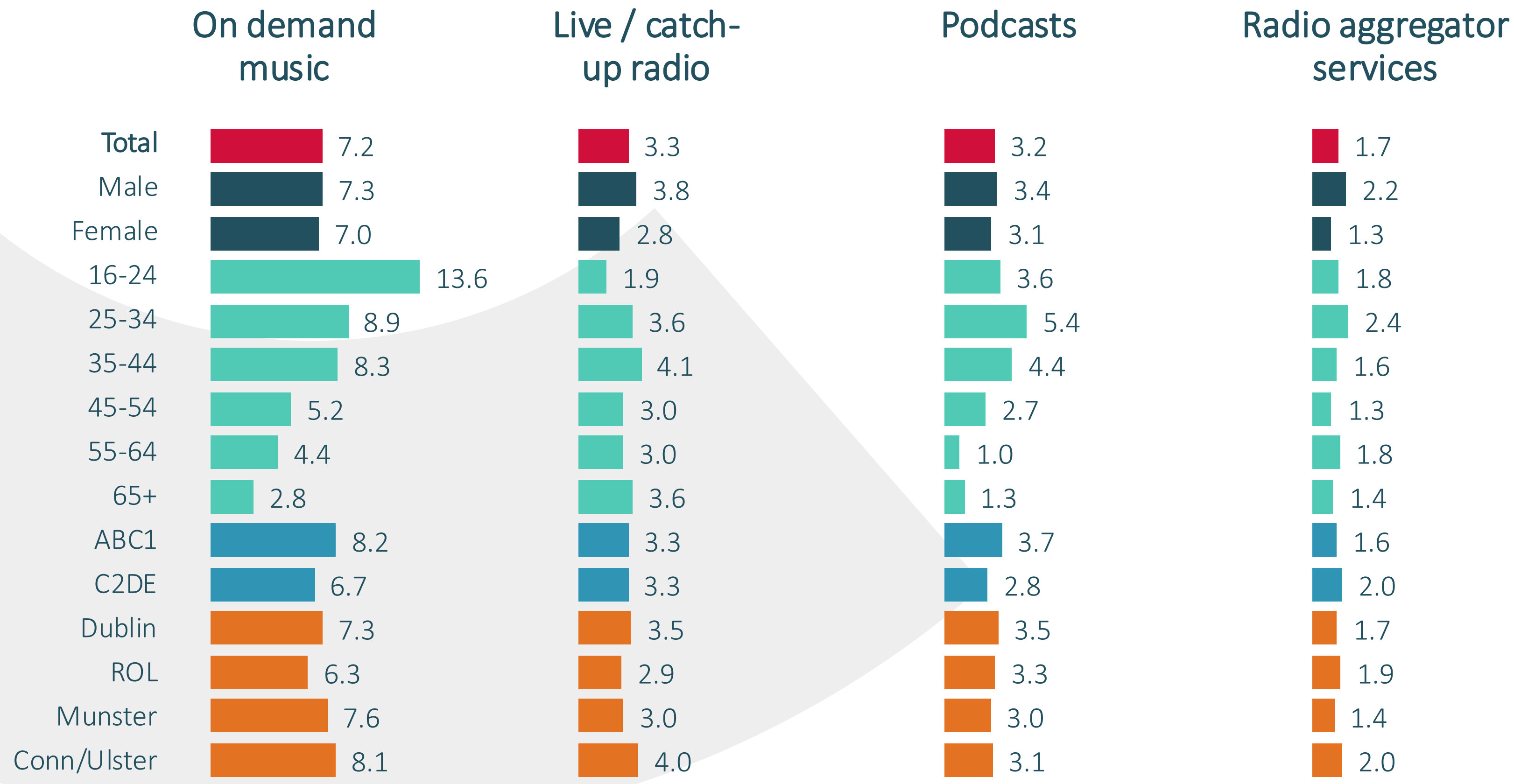
Q.1

Base: All digital audio consumers 16+; n=820

16-24s heavily over-index on weekly hrs of online music consumed

While 25-34s over-index on weekly hours spent listening to podcasts.

Average Weekly Hours Consumed on Each Platform x Demographics



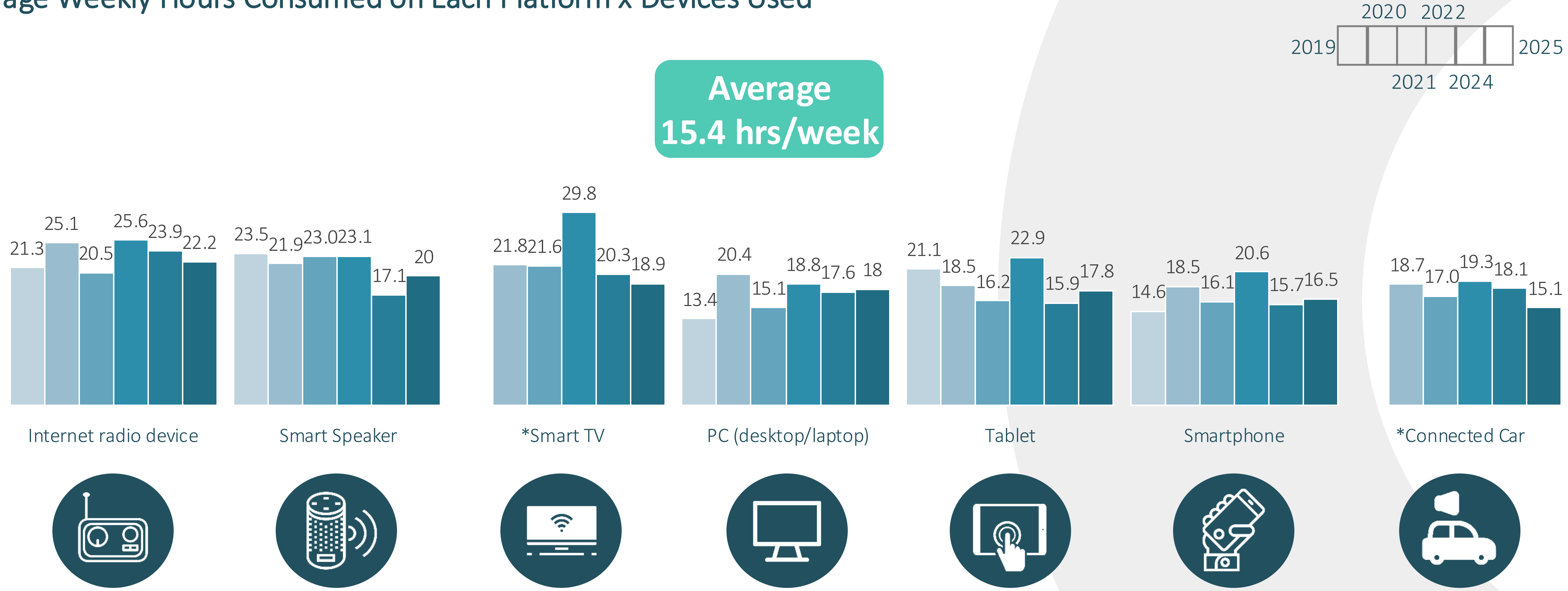
NET Radio includes Live / catch up radio & radio aggregator services

Q1

Base: All digital audio consumers 16+; n=820

Hrs. spent listening on smart speakers rises back after fall in 2024

Average Weekly Hours Consumed on Each Platform x Devices Used



*Channel added to questionnaire in 2020

NOTE: Data shown above is cross-tabulated responses to two separate questions (channel used & average number of hours of weekly consumption) and as such is indicative.

Fewer expectations among older cohorts to listen to more audio

This, coupled with these under-indexing on listening to less traditional radio because of digital audio, indicates a greater reluctance to transition towards digital.

Reasons for Consuming Digital Audio x Demographics

	I expect to increase my listening to online music in the next 12 months	I expect to increase my listening to online podcasts in the next 12 months	I expect to increase my listening to online radio in the next 12 months	I listen less to traditional radio FM broadcasting now compared to a year ago because of online radio, music or podcasts	I spend less time on social media now compared to a year ago because of online radio, music or podcasts	I watch less TV / Online Video now compared to a year ago because of online radio, music or podcasts
Total	31%	27%	23%	33%	25%	21%
Male	30%	27%	26%	38%	30%	23%
Female	32%	27%	20%	29%	21%	19%
16-24	40%	25%	15%	37%	15%	23%
25-34	42%	33%	30%	40%	29%	28%
35-44	36%	36%	21%	39%	23%	24%
45-54	25%	27%	27%	34%	29%	24%
55-64	21%	18%	22%	20%	21%	15%
65+	18%	17%	18%	23%	31%	9%
ABC1	32%	28%	21%	34%	22%	20%
C2DE	31%	27%	25%	34%	28%	22%
Dublin	35%	28%	28%	37%	24%	25%
ROL	23%	22%	19%	35%	22%	16%
Munster	32%	27%	21%	26%	28%	21%
Conn/Ulster	34%	34%	22%	34%	26%	23%

○○ Significantly higher / lower vs all digital audio consumers

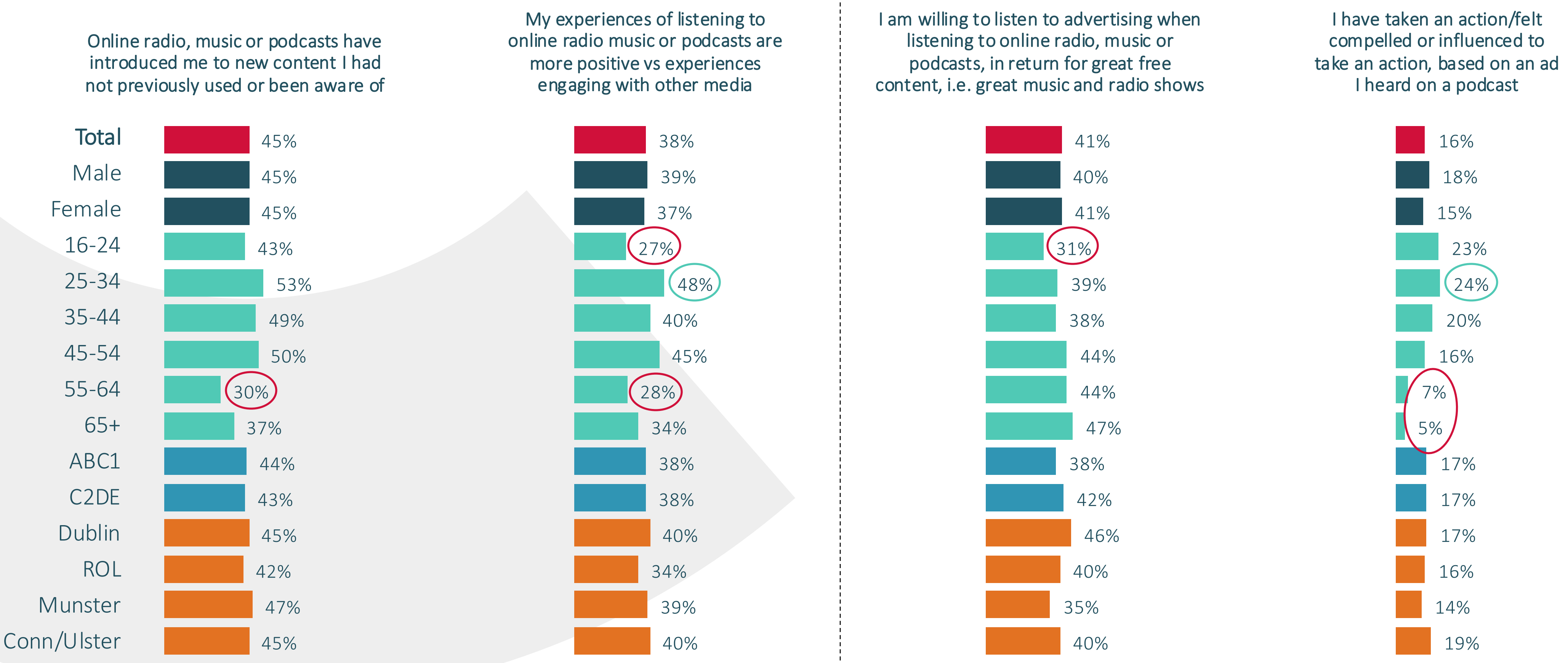
Q5

Base: All digital audio consumers 16+; n=820

16-24s under-index on more positive digital audio experiences

This, coupled with the fact they are less willing to listen to ads when engaging with digital audio suggests advertising present on digital audio channels has a more negative impact on this cohort.

Reasons for Consuming Digital Audio x Demographics



Significantly higher / lower vs all digital audio consumers

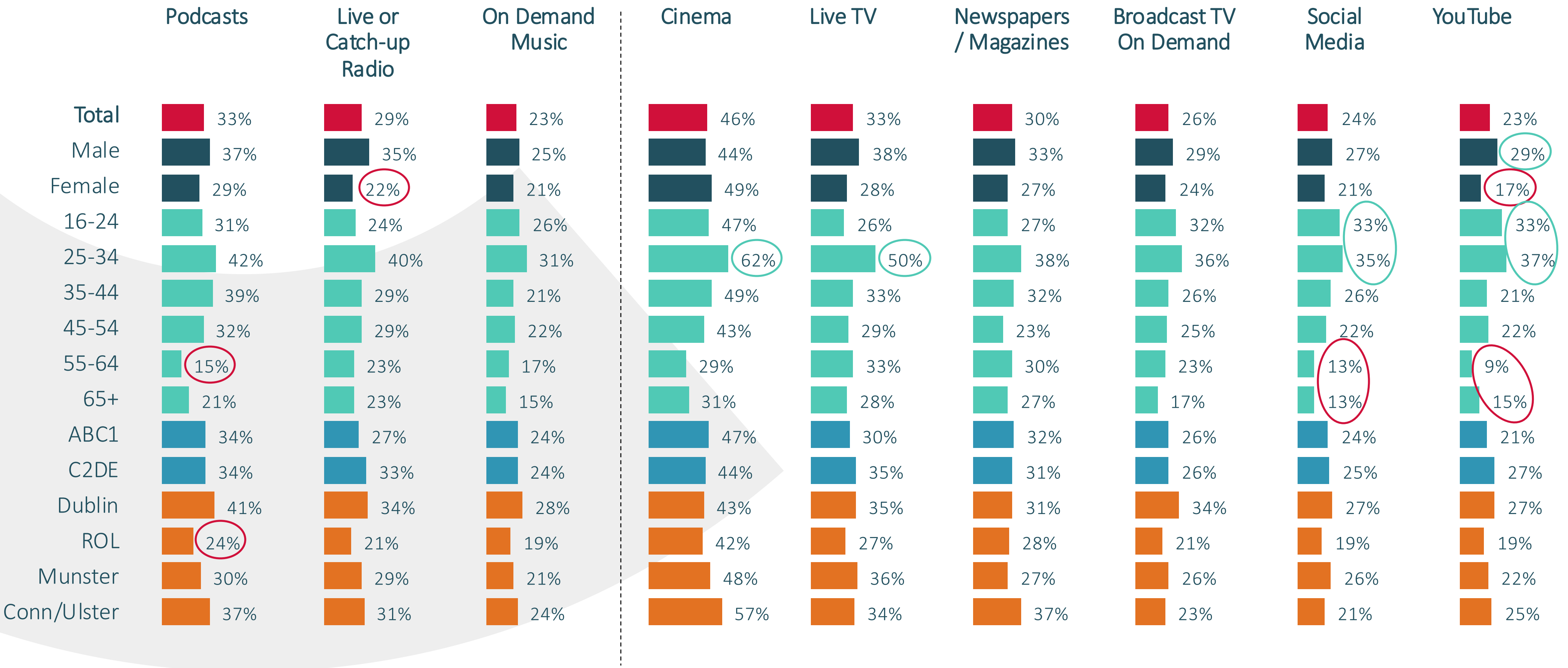
Q5

Base: All digital audio consumers 16+; n=820

25-34s more attentive to ads across all media channels

However, this is particularly the case among a number of non-digital audio channels. Younger cohorts also more attentive to ads on social media and YouTube, while the opposite is the case for older cohorts.

Attention to Advertising on Media Channels x Demographics



Significantly higher / lower vs all who engage with that channel

Q7

Base: All adults who engage with each channel

Like attention, 25-34s also more trust in ads across all channels

Again, this is particularly the case among non-digital audio channels – live TV, social media and YouTube. Interestingly, men also more trusting in ads on social media.

Trust in Advertising on Media Channels x Demographics

	Podcasts	Live or Catch-up Radio	On Demand Music	Cinema	Live TV	Newspapers / Magazines	Broadcast TV On Demand	Social Media	YouTube
Total	37%	39%	30%	46%	42%	45%	35%	16%	23%
Male	38%	39%	32%	49%	43%	45%	34%	21%	27%
Female	35%	40%	27%	43%	41%	45%	36%	12%	20%
16-24	28%	33%	28%	41%	36%	38%	32%	13%	22%
25-34	41%	44%	35%	57%	54%	50%	37%	28%	37%
35-44	40%	40%	31%	46%	37%	42%	35%	16%	20%
45-54	40%	39%	27%	42%	44%	47%	39%	17%	19%
55-64	33%	44%	27%	46%	44%	47%	37%	12%	21%
65+	25%	34%	24%	39%	38%	42%	28%	7%	19%
ABC1	32%	36%	27%	46%	38%	43%	35%	14%	22%
C2DE	41%	42%	32%	46%	45%	45%	35%	19%	25%
Dublin	41%	39%	30%	44%	40%	46%	36%	17%	24%
ROL	38%	38%	33%	43%	43%	44%	33%	15%	25%
Munster	32%	37%	26%	47%	42%	47%	33%	14%	21%
Conn/Ulster	33%	46%	28%	55%	42%	41%	39%	17%	23%

Significantly higher / lower vs all who engage with that channel

Q8

Base: All adults who engage with each channel

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