



# MEDIA PACK

Listenership statistics for all of Ireland's commercial radio stations are compiled independently by Ipsos MRBI. The research known as JNLR is done on a continuous rolling basis with data for the previously twelve months published on a quarterly basis.

The information contained below and overleaf covers the year ended 30th September 2020. (JNLR/Ipsos MRBI 2020 – 3)

**Table 1** outlines the level of listenership to the various radio stations in the Louth Meath area. LMFM is the most popular with 68,000 people tuning in each weekday. The survey also shows that we attract a significant number of listeners from outside the Louth Meath area with **Table 2** outlining the full extent of our daily listenership.

## Listenership to Radio in Counties Louth & Meath

1.	Weekdays	Saturdays	Sundays
LMFM	68,000	57,000	49,000
Dublin Music Stations (5 in total)	48,000	48,000	33,000
RTE Radio 1	46,000	42,000	29,000
RTE 2FM	23,000	31,000	11,000
Today FM	30,000	31,000	20,000
Newstalk	23,000	9,000	14,000
i Radio	13,000	8,000	1,000
RTE Lyric FM	3,000	2,000	2,000
Radio Nova	2,000	7,000	5,000
Classic Hits	6,000	2,000	2,000

## Listenership to LMFM from:

2.	Weekdays	Saturdays	Sundays
Inside Counties Louth and Meath	68,000	57,000	49,000
Outside Counties Louth and Meath	9,000	14,000	10,000
<b>Total Numbers Listening to LMFM daily</b>	<b>77,000</b>	<b>71,000</b>	<b>59,000</b>

Listeners spend an average of 3 hours and 20 minutes each weekday listening to radio in the Louth Meath area, and **table 3** shows each radio station's share of the total time that is spent listening. Once again LMFM dominates, attracting 31.9% of all time spent listening. **Table 4** shows that LMFM is also the Number 1 station for attracting Housekeepers and the 35+ age groups while we also perform quite well in attracting the 20 - 44 age groups and the highly desirable ABC1 social grouping.

### Share of Total Time Spent Listening to Radio 7am-7pm Total

3.

	Weekdays	Saturdays	Sundays
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>LMFM</b>	<b>31.9</b>	<b>31.3</b>	<b>33.1</b>
<b>RTE Radio 1</b>	<b>23.4</b>	<b>15.7</b>	<b>17.1</b>
<b>Dublin Music Stations (5 in total)</b>	<b>12.6</b>	<b>11.1</b>	<b>13.2</b>
<b>RTE 2FM</b>	<b>7.0</b>	<b>8.2</b>	<b>4.8</b>
<b>Today FM</b>	<b>14.0</b>	<b>13.3</b>	<b>12.5</b>
<b>Newstalk</b>	<b>6.1</b>	<b>3.0</b>	<b>8.0</b>
<b>i Radio</b>	<b>1.7</b>	<b>3.3</b>	<b>0.5</b>
<b>RTE Lyric FM</b>	<b>1.1</b>	<b>0.2</b>	<b>0.3</b>
<b>Radio Nova</b>	<b>1.1</b>	<b>12.7</b>	<b>8.9</b>
<b>Classic Hits</b>	<b>1.0</b>	<b>1.1</b>	<b>1.4</b>

### Share of Total Time Spent Listening to Radio 7am-7pm Weekdays

4.

	Housekeeper	35 Plus	20 - 44	ABC1
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>LMFM</b>	<b>33.3</b>	<b>35.8</b>	<b>14.9</b>	<b>19.8</b>
<b>RTE Radio 1</b>	<b>25.2</b>	<b>27.7</b>	<b>12.4</b>	<b>30.8</b>
<b>Dublin Music Stations (5 in total)</b>	<b>10.2</b>	<b>9.4</b>	<b>19.0</b>	<b>12.3</b>
<b>RTE 2FM</b>	<b>7.1</b>	<b>5.7</b>	<b>12.7</b>	<b>3.7</b>
<b>Today FM</b>	<b>13.7</b>	<b>12.9</b>	<b>25.9</b>	<b>17.4</b>
<b>Newstalk</b>	<b>5.7</b>	<b>5.5</b>	<b>7.1</b>	<b>8.9</b>
<b>i Radio</b>	<b>2.0</b>	<b>0.1</b>	<b>4.5</b>	<b>3.0</b>
<b>RTE Lyric FM</b>	<b>0.8</b>	<b>1.3</b>	<b>0.3</b>	<b>2.3</b>
<b>Radio Nova</b>	<b>2.0</b>	<b>0.8</b>	<b>1.1</b>	<b>1.5</b>
<b>Classic Hits</b>	<b>0.4</b>	<b>0.6</b>	<b>2.1</b>	<b>0.3</b>