



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 31st December 2019. (JNLR/Ipsos MRBI 2019 – 4)

Table 1 outlines the level of listenership to the various radio stations in the Louth Meath area. LMFM is the most popular with 62,000 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	62,000	53,000	51,000
Dublin Music Stations (5 in total)	52,000	46,000	38,000
RTE Radio 1	46,000	31,000	23,000
RTE 2FM	26,000	23,000	12,000
Today FM	23,000	17,000	9,000
Newstalk	28,000	11,000	11,000
i Radio	15,000	10,000	3,000
RTE Lyric FM	5,000	1,000	4,000
Radio Nova	5,000	-	-
Classic Hits	2,000	-	-

Listenership to LMFM from:

2.	Weekdays	Saturdays	Sundays
Inside Counties Louth and Meath	62,000	53,000	38,000
Outside Counties Louth and Meath	11,000	10,000	9,000
Total Numbers Listening to LMFM daily	73,000	63,000	60,000

Listeners spend on average 3 hours and 10 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 to radio. Once again, LMFM dominates attracting 29.5% of all the time spent listening to radio. **Table 4** shows that LMFM is also the Number 1 station for attracting housekeepers, the 35+ age-groups and the 20 – 44 age-group. We also perform extremely well in attracting the highly desirable ABC1 social grouping.

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

3.

	Weekdays	Saturdays	Sundays
Total	100%	100%	100%
LMFM	29.5	41.3	45.4
RTE Radio 1	23.8	17.9	11.6
Dublin Music Stations (5 in total)	15.2	16.6	20.7
RTE 2FM	9.3	8.5	4.9
Today FM	7.2	8.5	6.0
Newstalk	7.7	6.1	6.8
i Radio	3.9	0.9	3.1
RTE Lyric FM	1.2	0.1	1.6
Radio Nova	1.7	-	-
Classic Hits	0.5	-	-

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

4.

	Housekeeper	35 Plus	20 - 44	ABC1
Total	100%	100%	100%	100%
LMFM	31.8	33.4	22.2	18.4
RTE Radio 1	24.0	29.4	7.7	26.3
Dublin Music Stations (5 in total)	12.9	12.4	23.8	15.7
RTE 2FM	10.5	7.1	14.9	9.2
Today FM	7.7	6.0	10.3	11.6
Newstalk	5.9	7.7	8.7	16.5
i Radio	3.6	1.1	7.9	2.9
RTE Lyric FM	1.2	1.6	1.5	2.7
Radio Nova	2.0	1.2	2.0	1.7
Classic Hits	0.5	0.2	0.2	-