



LISTENSHIP INFORMATION

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 June 2022. (JNLR/Ipsos MRBI 2022 – 2)

Table 1 outlines the level of listenership to the various radio stations in the Louth Meath area. LMFM is the most popular with 57,000 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	57,000	63,000	47,000
Dublin Music Stations (5 in total)	43,000	37,000	21,000
RTE Radio 1	40,000	34,000	24,000
RTE 2FM	23,000	17,000	9,000
Today FM	26,000	17,000	8,000
Newstalk	22,000	13,000	11,000
i Radio	11,000	15,000	14,000
RTE Lyric FM	4,000	1,000	1,000
Radio Nova	3,000	3,000	0
Classic Hits	2,000	0	0

Listenership to LMFM from:

2.

	Weekdays	Saturdays	Sundays
Inside Counties Louth and Meath	57,000	63,000	47,000
Outside Counties Louth and Meath	9,000	3,000	1,000
Total Numbers Listening to LMFM daily	66,000	66,000	48,000

Listeners spend an average of just over 4 hours and 30 minutes each weekday listening to radio in the Louth Meath area, while [table 3](#) shows each radio station's share of the total time that is spent listening. Once again LMFM dominates, attracting 35.3% of all time spent listening.

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

3.

	Weekdays	Saturdays	Sundays
Total	100%	100%	100%
LMFM	35.3	41.3	45.3
RTE Radio 1	21.2	21.5	17.2
Dublin Music Stations (5 in total)	11.9	12.5	13.8
RTE 2FM	8.4	5.3	6.3
Today FM	9.9	8.1	3.7
Newstalk	6.6	3.1	3.3
i Radio	3.6	7.7	10.1
RTE Lyric FM	0.8	0	0
Radio Nova	0.9	0.5	0
Classic Hits	1.4	0	0

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

4.

	Housekeeper	35 Plus	20 - 44	ABC/F1
Total	100%	100%	100%	100%
LMFM	32.7	31.9	28.3	26.7
RTE Radio 1	21.9	24.4	4.0	16.2
Dublin Music Stations (5 in total)	14.6	8.5	20.9	12.2
RTE 2FM	9.8	7.8	11.7	11.2
Today FM	9.1	11.0	14.8	14.4
Newstalk	6.8	5.8	9.6	10.2
i Radio	3.4	2.1	7.8	4.0
RTE Lyric FM	0.9	0.8	1.1	1.7
Radio Nova	0.6	1.1	1.7	0.3
Classic Hits	2.0	1.7	0.2	2.9