



LISTENERSHIP 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 31st March 2024. (JNLR/Ipsos MRBI 2024 – 1)

Table 1 outlines the level of listenership to the various radio stations in the Louth Meath area. LMFM is the most popular with 66,000 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	66,000	58,000	51,000
	Dublin Music Stations (5 in total)	55,000	41,000	28,000
	RTE Radio 1	50,000	31,000	27,000
	RTE 2FM	35,000	21,000	21,000
	Today FM	35,000	18,000	12,000
	Newstalk	28,000	15,000	9,000
	i Radio	17,000	4,000	4,000
	RTE Lyric FM	8,000	4,000	5,000
	Radio Nova	5,000	9,000	4,000
	Classic Hits	2,000	-	7,000

Listenership to LMFM from:

2.		Weekdays	Saturdays	Sundays
	Inside Counties Louth and Meath	66,000	58,000	51,000
	Outside Counties Louth and Meath	8,000	10,000	6,000
	Total Numbers Listening to LMFM daily	74,000	68,000	57,000

Listeners spend an average of 3 hours 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 28.8% of all the time spent listening to radio. Table 4 shows that LMFM is also the Number 1 station for attracting the family shopper, the 35+ age-groups and the highly desirable ABC1/F1 social grouping. We also perform quite strongly in the 20 – 44 age groups.

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

3.

	Weekdays	Saturdays	Sundays
Total	100%	100%	100%
LMFM	28.1	30.6	35.3
RTE Radio 1	18.5	11.9	13.5
Dublin Music Stations (5 in total)	13.7	29	14.7
RTE 2FM	9.6	4.7	5.9
Today FM	11.4	11.8	5.6
Newstalk	8.9	9.3	5.4
i Radio	5.6	0.1	2.0
RTE Lyric FM	2.1	0.9	1.7
Radio Nova	1.9	1.9	1.4
Classic Hits	0.2	-	14.5

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	28.8	30.3	13.8	17.9
RTE Radio 1	18.1	21.7	6.3	17.3
Dublin Music Stations (5 in total)	12.1	11.2	19.5	13.7
RTE 2FM	9.8	8.7	14.4	9.7
Today FM	12.4	10.3	20.3	14.3
Newstalk	9.4	9.7	12.2	13.8
i Radio	4.6	3.5	11.0	6.1
RTE Lyric FM	2.4	2.6	0.6	3.9
Radio Nova	2.1	1.8	1.5	3.1
Classic Hits	0.3	0.3	0.3	0.2