



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 2018.

(JNLR/Ipsos MRBI 2018 - 4). 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.

DAILY LISTENERSHIP TO RADIO IN COUNTIES LOUTH & MEATH

1	WEEKDAYS	SATURDAYS	SUNDAYS
LMFM	66,000	59,000	51,000
DUBLIN STATIONS (5 IN TOTAL)	56,000	35,000	33,000
RTE RADIO 1	43,000	34,000	36,000
RTE 2FM	32,000	19,000	19,000
TODAY FM	25,000	16,000	19,000
NEWSTALK	32,000	12,000	7,000
iRADIO	20,000	12,000	9,000
RTE LYRIC FM	4,000	6,000	4,000
RADIO NOVA	3,000	4,000	4,000

LISTENERSHIP TO LMFM FROM

2	WEEKDAYS	SATURDAYS	SUNDAYS
INSIDE LOUTH & MEATH	66,000	59,000	51,000
OUTSIDE LOUTH & MEATH	9,000	9,000	9,000
TOTAL LISTENING DAILY	75,000	68,000	60,000

Listeners spend on average 180 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 29.3% of all the time spent listening to radio. Table 4 shows that LMFM is also the Number 1 station for attracting housekeepers and the 35+ age-groups. We also perform extremely well in attracting both ABC1's and the 20 – 44 age-groups.

SHARE OF TOTAL TIME SPENT LISTENING TO RADIO 7AM – 7PM (%)

3		WEEKDAYS	SATURDAYS	SUNDAYS
	LMFM	29.3	44.5	48.5
RTE RADIO 1	20.6	18.9	21.1	
DUBLIN STATIONS (5 IN TOTAL)	14.4	8.6	7.7	
RTE 2FM	12.1	7.4	8.1	
TODAY FM	8.0	6.0	3.9	
NEWSTALK	10.5	3.3	2.9	
iRADIO	4.1	7.1	4.1	
RTE LYRIC FM	1.2	1.3	0.4	
RADIO NOVA	0.5	1.8	2.2	

SHARE OF TOTAL TIME SPENT LISTENING TO RADIO 7AM – 7PM WEEKDAYS (%)

4		HOUSEKEEPER	35+	20-44	ABC1
	LMFM	33.1	33.7	13.9	17.5
RTE RADIO 1	23.1	25.5	6.1	29.5	
DUBLIN STATIONS (5 IN TOTAL)	12.6	12.0	19.8	9.9	
RTE 2FM	10.5	7.8	21.8	12.7	
TODAY FM	8.0	7.3	17.8	8.8	
NEWSTALK	9.6	11.2	12.9	17.2	
iRADIO	2.5	1.2	6.2	3.0	
RTE LYRIC FM	0.1	0.7	0.3	0.6	
RADIO NOVA	0.6	0.5	1.2	0.9	