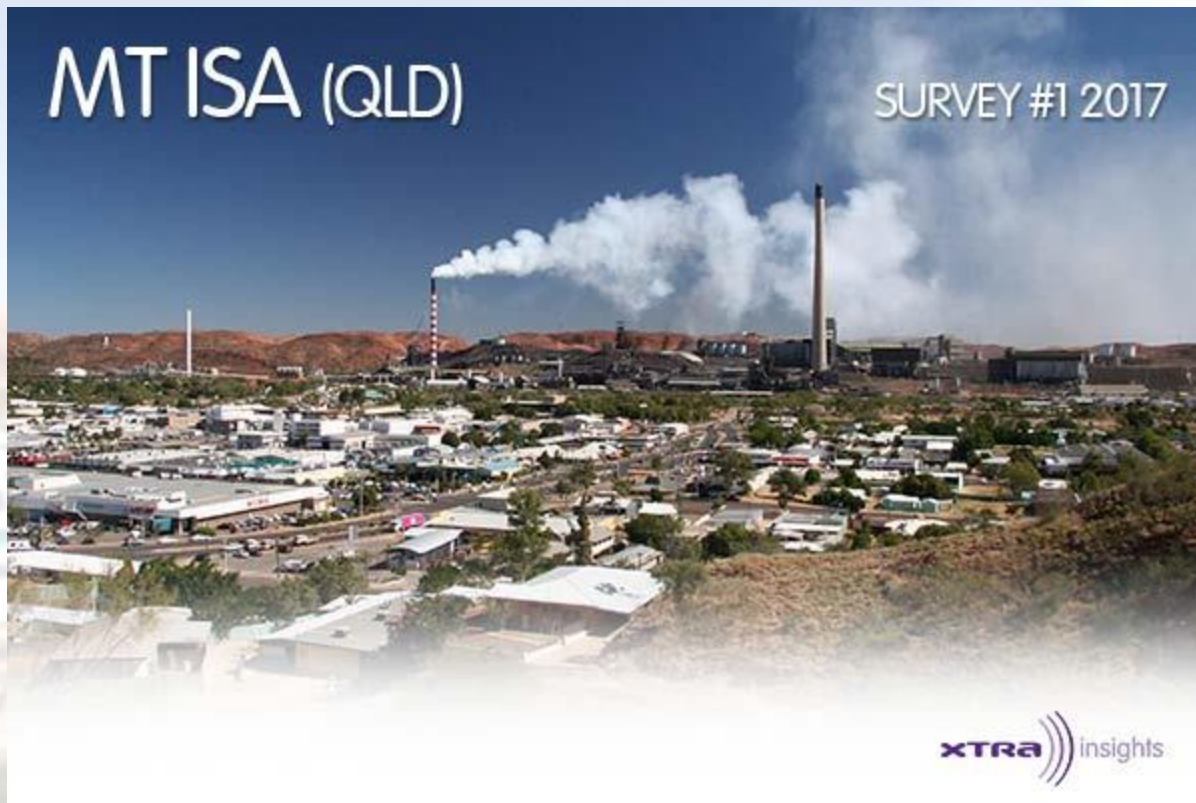


MT ISA (QLD)

SURVEY #1 2017



xtra insights

MT ISA - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 11TH APRIL 2017 AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	Under 40	Over 40	18-54
HIT102.5 MT ISA	47.2	64.6	27.5	52.6
4LM	13.9	7.6	21.1	13.5
ABC NTH WEST QUEENSLAND	13.8	1.9	27.4	7.2
ABC RN (RADIO NATIONAL)	1.0	0.0	2.1	0.0
ABC NEWS RADIO	0.3	0.6	0.0	0.5
TRIPLE J	10.7	17.1	3.5	14.7
ABC CLASSIC FM	1.0	1.3	0.7	0.5

Station Listened to Most (%)

The percentage of the total radio listening audience who say they listened most to one particular station during a given time period. It is based on a listener's recall of their previous week's listening.

For example, 25.1% of the total radio audience said they listened most to Station A, Monday to Sunday.

MT ISA - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 11TH APRIL 2017 AT 10AM AEST

Session Listened to Most (%)

	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
HIT102.5 MT ISA	50.1	38.3	50.8	47.3	31.7	42.3
4LM	14.4	20.3	14.8	14.7	11.7	13.5
ABC NTH WEST QUEENSLAND	12.8	15.0	9.5	10.6	23.4	14.8
ABC RN (RADIO NATIONAL)	0.8	0.6	0.0	0.5	3.8	0.9
ABC NEWS RADIO	0.4	0.0	0.0	0.5	0.0	0.5
TRIPLE J	9.4	11.9	9.6	13.3	11.9	10.9
ABC CLASSIC FM	1.2	0.0	0.0	1.5	1.9	1.4

Session Listened to Most (%)

The percentage of the total radio listening audience who say they listened most to one particular station during a given time period. It is based on a listener's recall of their previous week's listening.

For example, 25.1% of the total radio audience said they listened most to Station A, 5.30am-9.00am Monday to Friday.

MT ISA - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 11TH APRIL 2017 AT 10AM AEST

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight

	10+	Under 40	Over 40	18-54
HIT102.5 MT ISA	147.0	102.0	44.0	108.0
4LM	57.0	21.0	36.0	34.0
ABC NTH WEST QUEENSLAND	48.0	7.0	41.0	19.0
ABC RN (RADIO NATIONAL)	8.0	0.0	8.0	2.0
ABC NEWS RADIO	2.0	1.0	1.0	1.0
TRIPLE J	38.0	32.0	7.0	33.0
ABC CLASSIC FM	4.0	2.0	3.0	1.0

Cumulative Audience (00's)

The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

MT ISA - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 11TH APRIL 2017 AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 253]

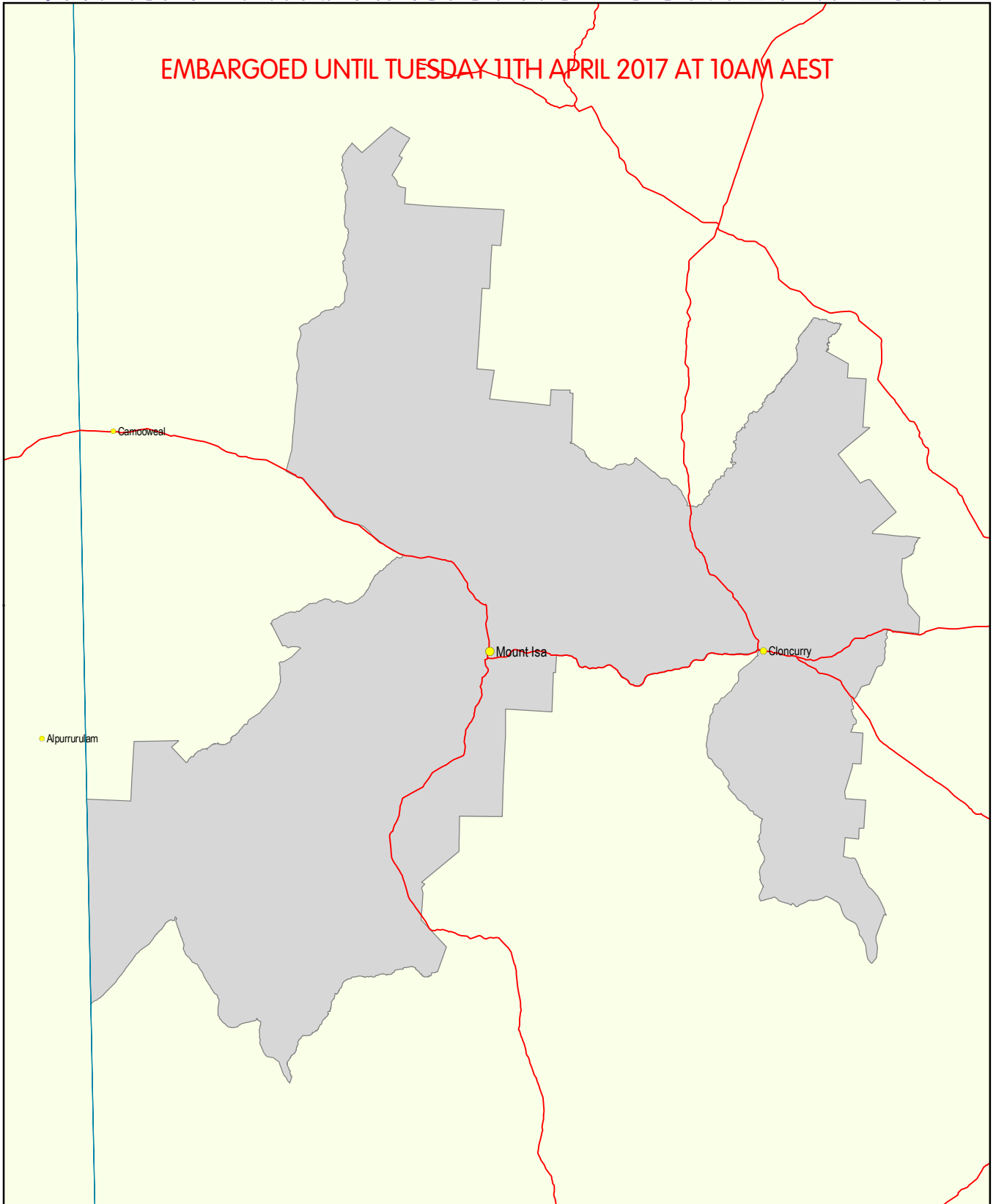
	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
	Mon-Fri 5.30am-9.00am	Mon-Fri 9.00am-12.00pm	Mon-Fri 12.00pm-4.00pm	Mon-Fri 4.00pm-7.00pm	Mon-Fri 7.00pm-12.00mn	Sat-Sun 5.30am-12.00mn
HIT102.5 MT ISA	129	62	99	97	14	99
4LM	45	33	34	37	8	37
ABC NTH WEST QUEENSLAND	34	24	18	25	12	33
ABC RN (RADIO NATIONAL)	3	2	2	2	4	7
ABC NEWS RADIO	2	1	0	1	0	1
TRIPLE J	32	21	25	31	6	29
ABC CLASSIC FM	3	0	0	3	1	4

Cumulative Audience (00's)

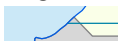

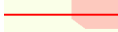

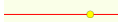
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

MT ISA - XTRA INSIGHTS - SURVEY 1: 2017

EMBARGOED UNTIL TUESDAY 11TH APRIL 2017 AT 10AM AEST



Legend

-  Coastline; State Borders
-  Licence Area
-  Principal Roads; Cities (Medium & Large)
-  Secondary Roads; Towns, Cities (Small)
-  Minor Roads; Localities

MT ISA RA1

Area ID: 453

Determined: 18 February 2013 (2006 Census)

