

# MOUNT ISA (QLD)

SURVEY #1 2020





# MOUNT ISA - XTRA INSIGHTS - SURVEY 1: 2020



EMBARGOED UNTIL TUESDAY 7TH APRIL 2020 AT 11AM AEST

## Station Listened to Most (%), Monday to Sunday

	10+			Under 40			Over 40			18-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT102.5 MOUNT ISA	<b>52.9</b>	47.2	5.7	<b>73.9</b>	64.6	9.3	<b>25.9</b>	27.5	-1.6	<b>58.6</b>	52.6	6.0
4LM	<b>11.3</b>	13.9	-2.6	<b>5.3</b>	7.6	-2.3	<b>18.9</b>	21.1	-2.2	<b>9.9</b>	13.5	-3.6
ABC NORTH WEST QLD	<b>8.2</b>	13.8	-5.6	<b>0.6</b>	1.9	-1.3	<b>18.0</b>	27.4	-9.4	<b>2.5</b>	7.2	-4.7
ABC WESTERN QLD	<b>2.0</b>		2.0	<b>0.6</b>		0.6	<b>3.8</b>		3.8	<b>1.0</b>		1.0
ABC RN (RADIO NATIONAL)	<b>1.3</b>	1.0	0.3	<b>0.0</b>	0.0	0.0	<b>3.0</b>	2.1	0.9	<b>1.0</b>	0.0	1.0
ABC NEWS	<b>0.3</b>	0.3	0.0	<b>0.6</b>	0.6	0.0	<b>0.0</b>	0.0	0.0	<b>0.5</b>	0.5	0.0
triple j	<b>10.0</b>	10.7	-0.7	<b>13.0</b>	17.1	-4.1	<b>6.1</b>	3.5	2.6	<b>11.8</b>	14.7	-2.9
ABC CLASSIC	<b>1.0</b>	1.0	0.0	<b>0.0</b>	1.3	-1.3	<b>2.3</b>	0.7	1.6	<b>1.5</b>	0.5	1.0

**Please note:** *Please note: Last Mount Isa Survey conducted April 2017.*

*ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.*

*ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.*

### 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.

# MOUNT ISA - XTRA INSIGHTS - SURVEY 1: 2020



EMBARGOED UNTIL TUESDAY 7TH APRIL 2020 AT 11AM AEST

## Session Listened to Most (%)

	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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT102.5 MOUNT ISA	<b>51.0</b>	50.1	0.9	<b>46.0</b>	38.3	7.7	<b>52.2</b>	50.8	1.4	<b>51.7</b>	47.3	4.4	-	31.7	-	<b>42.6</b>	42.3	0.3
4LM	<b>12.0</b>	14.4	-2.4	<b>15.4</b>	20.3	-4.9	<b>12.9</b>	14.8	-1.9	<b>10.5</b>	14.7	-4.2	-	11.7	-	<b>9.0</b>	13.5	-4.5
ABC NORTH WEST QLD	<b>8.9</b>	12.8	-3.9	<b>9.0</b>	15.0	-6.0	<b>5.4</b>	9.5	-4.1	<b>6.6</b>	10.6	-4.0	-	23.4	-	<b>13.5</b>	14.8	-1.3
ABC WESTERN QLD	<b>1.5</b>	-	-	<b>1.1</b>	-	-	<b>1.5</b>	-	-	<b>1.3</b>	-	-	-	-	-	<b>2.5</b>	-	-
ABC RN (RADIO NATIONAL)	<b>1.5</b>	0.8	0.7	<b>0.6</b>	0.6	0.0	<b>0.5</b>	0.0	0.5	<b>0.9</b>	0.5	0.4	-	3.8	-	<b>1.5</b>	0.9	0.6
ABC NEWS	<b>0.4</b>	0.4	0.0	<b>0.6</b>	0.0	0.6	<b>0.5</b>	0.0	0.5	<b>0.4</b>	0.5	-0.1	-	0.0	-	<b>0.5</b>	0.5	0.0
triple j	<b>11.3</b>	9.4	1.9	<b>9.7</b>	11.9	-2.2	<b>10.0</b>	9.6	0.4	<b>13.2</b>	13.3	-0.1	-	11.9	-	<b>14.2</b>	10.9	3.3
ABC CLASSIC	<b>1.1</b>	1.2	-0.1	<b>1.7</b>	0.0	1.7	<b>0.5</b>	0.0	0.5	<b>0.4</b>	1.5	-1.1	-	1.9	-	<b>1.5</b>	1.4	0.1

**Please note: Please note:** Last Mount Isa Survey conducted April 2017.

ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

\*In the event the sample size in a reported cell is less than n=50, results are not reported, as per the CRA Regional Gold Standard

## 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.

# MOUNT ISA - XTRA INSIGHTS - SURVEY 1: 2020



EMBARGOED UNTIL TUESDAY 7TH APRIL 2020 AT 11AM AEST

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

	10+			Under 40			Over 40			18-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT102.5 MOUNT ISA	105	148	-43	76	102	-26	29	45	-16	81	108	-27
4LM	33	57	-24	7	21	-14	26	36	-10	18	34	-16
ABC NORTH WEST QLD	24	48	-24	2	7	-5	22	41	-19	8	19	-11
ABC WESTERN QLD	4	-	-	1	-	-	4	-	-	2	-	-
ABC RN (RADIO NATIONAL)	3	8	-5	1	0	1	3	8	-5	2	2	0
ABC NEWS	1	2	-1	1	1	0	0	1	-1	1	1	0
triple j	32	38	-6	25	32	-7	7	7	0	25	33	-8
ABC CLASSIC	2	4	-2	0	2	-2	2	3	-1	2	1	1

**Please note: Please note:** Last Mount Isa Survey conducted April 2017.

ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

## 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.

# MOUNT ISA - XTRA INSIGHTS - SURVEY 1: 2020



EMBARGOED UNTIL TUESDAY 7TH APRIL 2020 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 168]

	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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT102.5 MOUNT ISA	91	129	-38	56	62	-6	71	99	-28	81	97	-16	-	14	-	56	99	-43
4LM	26	45	-19	20	33	-13	19	34	-15	21	37	-16	-	8	-	19	37	-18
ABC NORTH WEST QLD	19	34	-15	12	24	-12	9	18	-9	13	25	-12	-	12	-	20	33	-13
ABC WESTERN QLD	3	-	-	2	-	-	2	-	-	2	-	-	-	-	-	4	-	-
ABC RN (RADIO NATIONAL)	3	3	0	1	2	-1	1	2	-1	2	2	0	-	4	-	2	7	-5
ABC NEWS	1	2	-1	1	1	0	1	0	1	1	1	0	-	0	-	1	1	0
triple j	27	32	-5	15	21	-6	18	25	-7	28	31	-3	-	6	-	24	29	-5
ABC CLASSIC	2	3	-1	2	0	2	1	0	1	1	3	-2	-	1	-	2	4	-2

**Please note: Please note:** Last Mount Isa Survey conducted April 2017.

ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

\*In the event the sample size in a reported cell is less than n=50, results are not reported, as per the CRA Regional Gold Standard

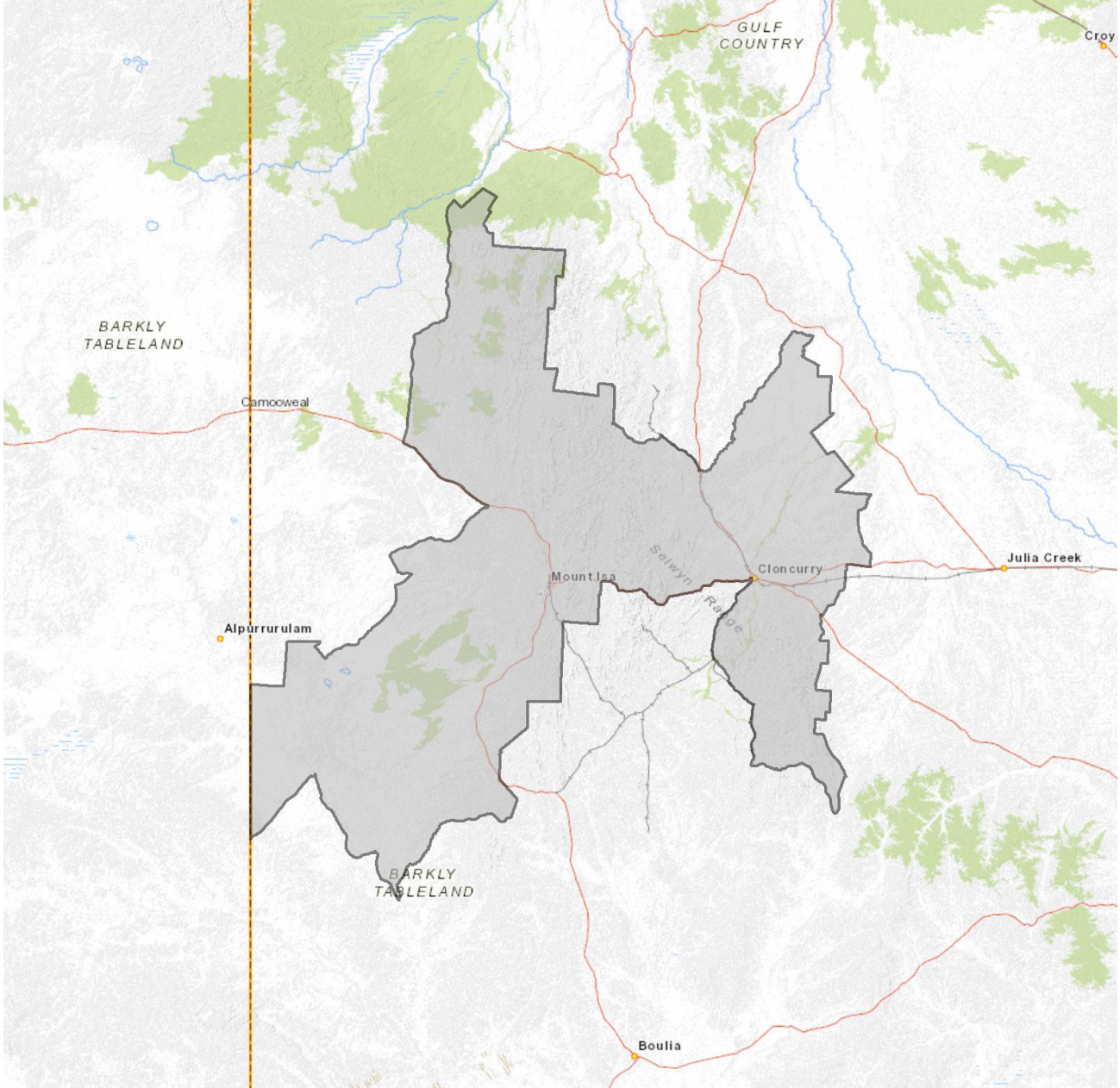
## Cumulative Audience (00's)

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.

Survey Period: 9th March 2020 - 28th March 2020

Copyright (c) Commercial Radio Australia Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.



MOUNT ISA Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.