

MOUNT ISA (QLD)

SURVEY #1 2023



MOUNT ISA - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 14TH MARCH 2023 AT 11AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+			10-39			40+			18-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT102.5 MOUNT ISA	49.8	52.9	-3.1	65.6	73.9	-8.3	30.3	25.9	4.4	58.4	58.6	-0.2
4LM	6.5	11.3	-4.8	2.7	5.3	-2.6	11.2	18.9	-7.7	4.4	9.9	-5.5
ABC NORTH WEST QLD	14.4	8.2	6.2	7.0	0.6	6.4	23.6	18.0	5.6	9.6	2.5	7.1
ABC WESTERN QLD	0.3	2.0	-1.7	0.0	0.6	-0.6	0.7	3.8	-3.1	0.0	1.0	-1.0
ABC RN (RADIO NATIONAL)	2.0	1.3	0.7	1.4	0.0	1.4	2.7	3.0	-0.3	1.6	1.0	0.6
ABC NEWSRADIO	0.6	0.3	0.3	0.0	0.6	-0.6	1.3	0.0	1.3	0.4	0.5	-0.1
triple j	6.8	10.0	-3.2	7.2	13.0	-5.8	6.3	6.1	0.2	8.7	11.8	-3.1
ABC CLASSIC	1.2	1.0	0.2	1.5	0.0	1.5	0.7	2.3	-1.6	0.9	1.5	-0.6

Please note: Last Mount Isa Survey conducted April 2020.

ABC NEWSRADIO on air from 26th July 2020. Previously known as ABC News.

*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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.

Survey Period: 13th February 2023 – 4th March 2023

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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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last*	+/-	This	Last	+/-
HIT102.5 MOUNT ISA	49.2	51.0	-1.8	46.5	46.0	0.5	55.5	52.2	3.3	54.6	51.7	2.9	49.3	-	-	48.6	42.6	6.0
4LM	7.1	12.0	-4.9	12.4	15.4	-3.0	6.5	12.9	-6.4	6.5	10.5	-4.0	10.4	-	-	6.7	9.0	-2.3
ABC NORTH WEST QLD	14.8	8.9	5.9	14.6	9.0	5.6	9.1	5.4	3.7	10.5	6.6	3.9	11.5	-	-	14.8	13.5	1.3
ABC WESTERN QLD	0.4	1.5	-1.1	0.5	1.1	-0.6	0.4	1.5	-1.1	0.5	1.3	-0.8	1.1	-	-	0.7	2.5	-1.8
ABC RN (RADIO NATIONAL)	2.2	1.5	0.7	0.9	0.6	0.3	0.7	0.5	0.2	1.3	0.9	0.4	1.9	-	-	2.0	1.5	0.5
ABC NEWSRADIO	0.7	0.4	0.3	0.0	0.6	-0.6	0.4	0.5	-0.1	0.0	0.4	-0.4	1.1	-	-	0.4	0.5	-0.1
triple j	5.9	11.3	-5.4	6.7	9.7	-3.0	7.4	10.0	-2.6	7.5	13.2	-5.7	6.7	-	-	5.9	14.2	-8.3
ABC CLASSIC	1.3	1.1	0.2	0.9	1.7	-0.8	1.1	0.5	0.6	1.4	0.4	1.0	0.0	-	-	0.8	1.5	-0.7

Please note: Last Mount Isa Survey conducted April 2020.

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*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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.

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

	10+			10-39			40+			18-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT102.5 MOUNT ISA	118	105	13	78	76	2	40	29	11	90	81	9
4LM	27	33	-6	9	7	2	18	26	-8	14	18	-4
ABC NORTH WEST QLD	39	24	15	13	2	11	26	22	4	19	8	11
ABC WESTERN QLD	2	4	-2	0	1	-1	1	4	-3	0	2	-2
ABC RN (RADIO NATIONAL)	5	3	2	1	1	0	4	3	1	2	2	0
ABC NEWSRADIO	8	1	7	4	1	3	5	0	5	5	1	4
triple j	27	32	-5	18	25	-7	9	7	2	21	25	-4
ABC CLASSIC	4	2	2	2	0	2	1	2	-1	2	2	0

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*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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.

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Cumulative Audience (00's) by Session, P10+ [Potential: 188]

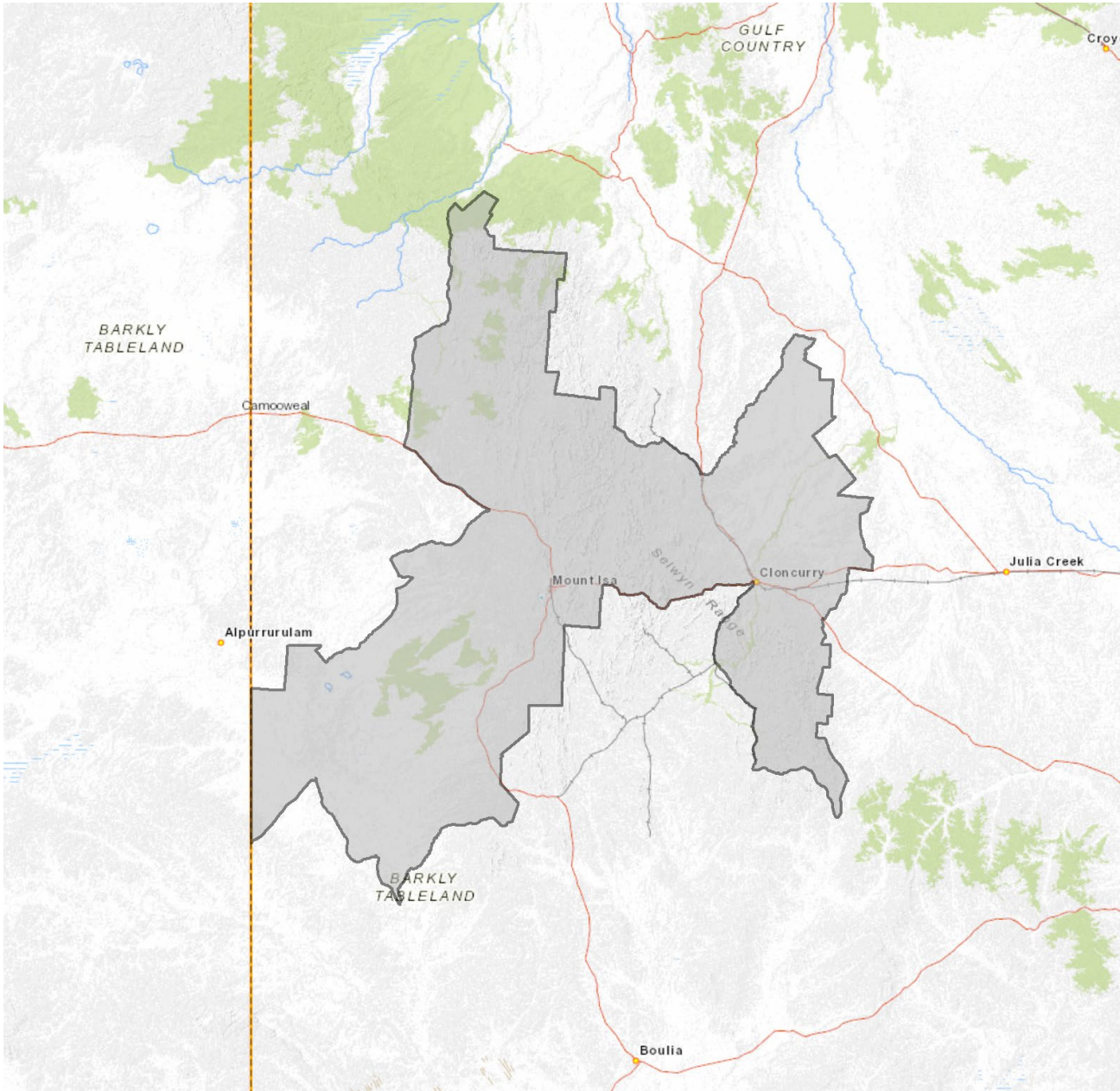
	Breakfast Mon-Fri 5.30am-9.00am			Morning Mon-Fri 9.00am-12.00pm			Afternoon Mon-Fri 12.00pm-4.00pm			Drive Mon-Fri 4.00pm-7.00pm			Evening Mon-Fri 7.00pm-12.00mn			Weekend Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last*	+/-	This	Last	+/-
HIT102.5 MOUNT ISA	91	91	0	68	56	12	87	71	16	76	81	-5	31	-	-	79	56	23
4LM	16	26	-10	18	20	-2	13	19	-6	11	21	-10	8	-	-	14	19	-5
ABC NORTH WEST QLD	28	19	9	19	12	7	18	9	9	14	13	1	7	-	-	27	20	7
ABC WESTERN QLD	1	3	-2	1	2	-1	1	2	-1	1	2	-1	2	-	-	1	4	-3
ABC RN (RADIO NATIONAL)	5	3	2	1	1	0	1	1	0	2	2	0	1	-	-	3	2	1
ABC NEWSRADIO	4	1	3	1	1	0	5	1	4	2	1	1	1	-	-	2	1	1
triple j	14	27	-13	11	15	-4	15	18	-3	14	28	-14	5	-	-	14	24	-10
ABC CLASSIC	2	2	0	2	2	0	2	1	1	3	1	2	0	-	-	1	2	-1

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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.

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