

MOUNT ISA (QLD)

SURVEY #1 2026



MOUNT ISA - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL THURSDAY 16TH APRIL 2026 AT 11AM AEST

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	48.6	49.8	-1.2	62.4	65.6	-3.2	31.5	30.3	1.2	51.0	58.4	-7.4
4LM	18.0	6.5	11.5	10.2	2.7	7.5	27.8	11.2	16.6	19.1	4.4	14.7
ABC NORTH WEST QLD	14.7	14.4	0.3	8.4	7.0	1.4	22.5	23.6	-1.1	11.3	9.6	1.7
ABC WESTERN QLD	0.0	0.3	-0.3	0.0	0.0	0.0	0.0	0.7	-0.7	0.0	0.0	0.0
ABC RADIO NATIONAL	1.4	2.0	-0.6	0.0	1.4	-1.4	3.1	2.7	0.4	0.5	1.6	-1.1
ABC NEWSRADIO	0.3	0.6	-0.3	0.0	0.0	0.0	0.8	1.3	-0.5	0.0	0.4	-0.4
triple j	8.9	6.8	2.1	14.9	7.2	7.7	1.5	6.3	-4.8	12.8	8.7	4.1
ABC CLASSIC	0.3	1.2	-0.9	0.0	1.5	-1.5	0.8	0.7	0.1	0.0	0.9	-0.9

Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations. This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

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: 9th March 2026 - 5th April 2026

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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	49.6	49.2	0.4	49.9	46.5	3.4	57.5	55.5	2.0	55.8	54.6	1.2	-	49.3	-	41.4	48.6	-7.2
4LM	20.0	7.1	12.9	18.5	12.4	6.1	16.1	6.5	9.6	12.4	6.5	5.9	-	10.4	-	17.6	6.7	10.9
ABC NORTH WEST QLD	16.0	14.8	1.2	16.4	14.6	1.8	13.4	9.1	4.3	8.5	10.5	-2.0	-	11.5	-	16.1	14.8	1.3
ABC WESTERN QLD	0.0	0.4	-0.4	0.0	0.5	-0.5	0.0	0.4	-0.4	0.0	0.5	-0.5	-	1.1	-	0.0	0.7	-0.7
ABC RADIO NATIONAL	2.0	2.2	-0.2	0.7	0.9	-0.2	1.1	0.7	0.4	1.6	1.3	0.3	-	1.9	-	2.4	2.0	0.4
ABC NEWSRADIO	0.4	0.7	-0.3	0.7	0.0	0.7	0.5	0.4	0.1	0.8	0.0	0.8	-	1.1	-	0.0	0.4	-0.4
triple j	5.2	5.9	-0.7	4.1	6.7	-2.6	3.8	7.4	-3.6	13.1	7.5	5.6	-	6.7	-	12.3	5.9	6.4
ABC CLASSIC	0.0	1.3	-1.3	0.7	0.9	-0.2	0.0	1.1	-1.1	0.0	1.4	-1.4	-	0.0	-	1.0	0.8	0.2

*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 , P10+ [Potential: 192]

	10+			10-39			40+			18-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT102.5 MOUNT ISA	104	118	-14	72	78	-6	31	40	-9	71	90	-19
4LM	40	27	13	13	9	4	27	18	9	25	14	11
ABC NORTH WEST QLD	35	39	-4	10	13	-3	26	26	0	17	19	-2
ABC WESTERN QLD	0	2	-2	0	0	0	0	1	-1	0	0	0
ABC RADIO NATIONAL	5	5	0	0	1	-1	5	4	1	2	2	0
ABC NEWSRADIO	3	8	-5	0	4	-4	3	5	-2	0	5	-5
triple j	24	27	-3	21	18	3	3	9	-6	21	21	0
ABC CLASSIC	1	4	-3	0	2	-2	1	1	0	0	2	-2

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

	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	85	91	-6	49	68	-19	72	87	-15	50	76	-26	-	31	-	60	79	-19
4LM	35	16	19	20	18	2	22	13	9	12	11	1	-	8	-	28	14	14
ABC NORTH WEST QLD	29	28	1	17	19	-2	18	18	0	11	14	-3	-	7	-	28	27	1
ABC WESTERN QLD	0	1	-1	0	1	-1	0	1	-1	0	1	-1	-	2	-	0	1	-1
ABC RADIO NATIONAL	3	5	-2	1	1	0	1	1	0	2	2	0	-	1	-	5	3	2
ABC NEWSRADIO	2	4	-2	1	1	0	1	5	-4	2	2	0	-	1	-	2	2	0
triple j	11	14	-3	5	11	-6	7	15	-8	13	14	-1	-	5	-	20	14	6
ABC CLASSIC	0	2	-2	1	2	-1	0	2	-2	0	3	-3	-	0	-	1	1	0

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

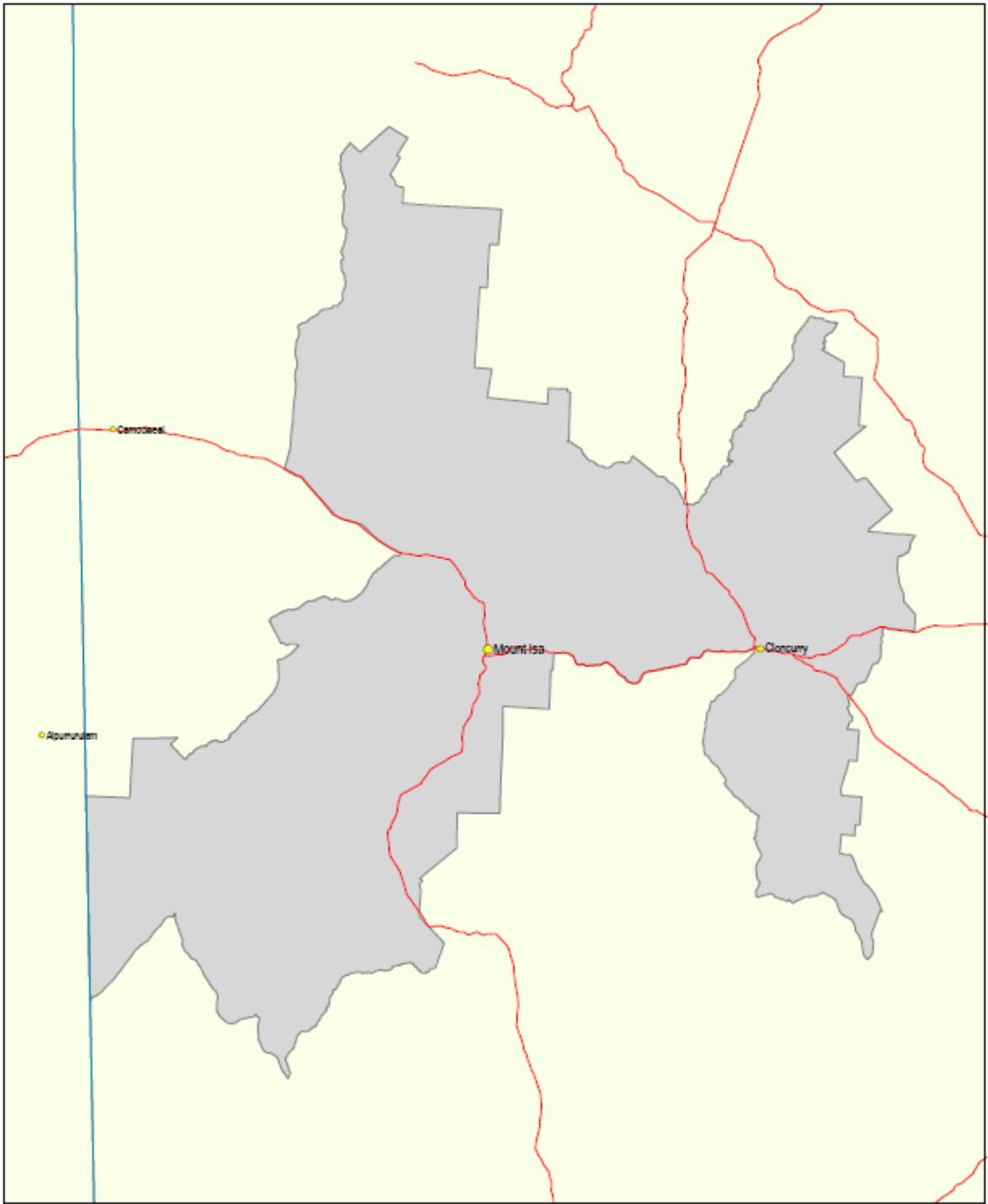
Cumulative Audience (00's)

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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Mount Isa Survey Coverage Area based on Commercial Radio & Audio's Licence Area Profile.