



MOUNT ISA

4LM & 102.5 HOT FM

ACMA	4LM	4MIC
On-Air Name	4LM	102.5 HOT FM
Frequency	666 kHz	102.5 MHz
Postal Address	PO Box 780	PO Box 1557
Suburb/State/Postcode	MT ISA QLD 4825	MT ISA QLD 4825
Phone	07 4743 3444	07 4744 9377
Fax	07 4743 5599	07 4744 9388
e-mail	traffic@mrrqld.com.au	clint.corbett@sca.com.au
WWW	www.4lm.com.au	www.1025hotfm.com.au
Format	Adult Contemporary	Contemporary Hits
Primary Station Area Coverage	Mount Isa	Mount Isa and Cloncurry
Demographic Profile of Station Audience	35-54	18-39

More info: Click [here](#) for updated Station contacts and non-metro Agency representation

MOUNT ISA

Mount Isa, a progressive mining city located in the heart of Northwest Queensland and the Carpentaria-Mount Isa Mineral Province. It is located approximately 900km by road west of Townsville and 187km east of the Northern Territory border, in the beautiful Selwyn Ranges.

Mining and livestock are the major industries of the northwest Queensland. Mount Isa also boasts a comprehensive range of industry, business services, and Government agencies.

In comparison to the 2006 census, the population within the Radio Licence Area of Mount Isa has increased by 17.37% to 25,899. There was an increase in all the age groups listed. Mount Isa has a very young population; over 46% of families have children and nearly 38% of the population is aged less than 25 years. The birthplace for 76.3% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

A full range of educational facilities is available in Mount Isa, ranging from pre-school to TAFE. University level courses are available through the TAFE. Of the 4,261 people attending an educational institution, 52% were in infants or primary, 28% were attending a secondary educational institution, 10% attending university or another tertiary institution and 10% attending TAFE.

Of the 7,514 people who already have a tertiary qualification, 25% have a degree and 75% have a certificate, diploma or another tertiary qualification.

Of the total dwellings in Mount Isa, 19% are owned outright and 31% are mortgaged. Private rental properties represented 36% of total dwellings. 22% of the total households (7,609) in Mount Isa have a household income range between \$104,000-\$155,999pa, 20% earn over \$156,000pa and 17% bring in between \$65,000-\$103,999pa.

Renowned as one of the world's largest producers of copper, silver, lead and zinc – Mount Isa Mines is also a popular attraction. Increasing number of tourists visit the mines, fossicking for gems and rocks.

AGRICULTURE

Mount Isa is primarily a mining city. Mount Isa Mines Ltd is the world's largest single producer of silver and lead. Other minerals in the area include gold, nickel, limestone, phosphate, graphite, silica, cobalt, bismuth and manganese.

Apart from mining, the region's major industry is beef cattle grazing. Large rural properties carry over 269 thousand beef cattle.

Mount Isa has a diverse economic base, with the major components being mining and mining support industries, mineral processing, tourism, government services and the pastoral industry.

EMPLOYMENT

The majority (73.4%) of the labour force of 13,437 is employed full time. The main industries of employment are:

- Mining;
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants; and
- Education, Health & Community Services.

Mt Isa is a mining city; nearly 29% of the workforce is directly involved in mining. A strong retail sector caters to the needs of this region. As the administrative centre for northwest Queensland, most government agencies have a presence in Mount Isa.

MOUNT ISA

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	11926	9755	21681	83.71
Aged 0-9 Years	2125	2093	4218	16.29
Aged 10-17 Years	1477	1320	2797	10.80
Aged 18-24 Years	1541	1297	2838	10.96
Aged 25-39 Years	3684	3126	6810	26.29
Aged 40-54 Years	3035	2355	5390	20.81
Aged 55+ Years	2189	1657	3846	14.85
Total 2011 Population	14051	11848	25899	100.00
Total 2006 Population	11588	10478	22066	
% Change 2006-2011			17.37%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	9866	73.42
Part-time Employed	2023	15.06
Not Stated Employed	369	2.75
Unemployed	579	4.31
Total Labour Force	13437	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	183	2.41
\$10000-\$20999pa	360	4.73
\$21000-\$41999pa	791	10.40
\$42000-\$64999pa	813	10.68
\$65000-\$103999pa	1291	16.97
\$104000-\$155999pa	1650	21.68
\$156000+pa	1528	20.08
Not Stated	291	3.82
Total Households	7609	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	2609	46.66
Couple Families-No Children	2022	36.17
Single Parents	855	15.29
Other Families	105	1.88
Total Families	5591	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	3134	24.39
Technicians/Trade Workers/Community Personal Service Workers	3672	28.57
Clerical & Administrative Workers	1394	10.85
Sales Workers	749	5.83
Machinery Operation/Driver/& Labourers	3623	28.19
Not Stated	280	2.18
Total	12852	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	770	5.99
Mining	3725	28.96
Construction/Electricity gas water and waste services/Manufacturing	1478	11.49
Wholesale/Retail Trade, Accommodation	1944	15.12
Transport, Postal & Warehouse/ Telecomms	666	5.18
Finance & Insurance Services	562	4.37
Professional scientific and technical services	258	2.01
Public administration and safety	805	6.26
Education & Health	1864	14.49
Arts and recreation services	58	0.45
Other services	418	3.25
Not stated	313	2.43
Total	12861	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	71,936
Total Alcoholic beverages	11,593
Total Clothing and Footwear	14,258
Total Household Linen Furnishings & Equipment	22,549
Furniture and Floor Covering	8,025
Household Appliances	5,326
Household Services and Operation	26,098
Total Medical Care and Pharmacy	29,422
Motor Vehicle Purchase	16,686
Total Motor Vehicle Running Cost incl Rego	35,085
Audio Visual Equipment and Parts	19,706
Recreation	59,625
Holidays Australia and Overseas	19,240
Total Personal care and Hygiene	8,424
Total Super and Life Insurance	19,854

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1128	1078	2206	8.52
Secondary	617	581	1198	4.63
TAFE	202	237	439	1.70
University & Other	154	264	418	1.61
Total	2101	2160	4261	16.45

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	1477	19.36
Mortgaged	2345	30.74
Private Rental	2785	36.51
Housing Authority/Not Stated	947	12.41
Other Tenure Type	74	0.97
Total Dwellings	7628	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	1903	7.35
Certificate	5611	21.67
Total	7514	29.01

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	99	4.21
\$500-\$799 per month	114	4.85
\$800-\$999 per month	133	5.65
\$1000-\$1399 per month	272	11.56
\$1400+ per month	1612	68.54
Not Stated	122	5.19
Total Mortgaged Dwellings	2352	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	616	0.08
1 Vehicle	2449	0.32
2+ Vehicles	4181	0.55
Not Stated	364	2.45
Total	6630	0.87

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	4,665,962
Land Use - Grazing land (including pastures and rangelands) area (ha)	4,578,612
Cereal Crops - Wheat for grain production (t)	0
Cereals for grain total production (t)	0
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	0
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	0
Tomatoes total production (t)	0
Avocados, total production (kg)	0
Nuts total trees (n)	0
Total grapes total area of vines (ha)	0
Orchard trees (incl. nuts) total trees - number (n)	14
Sheep and lambs total number (n)	16,983
Milk cattle (n)	1
Meat cattle (n)	269,402
Apples production (kg)	0
Nectarines production (kg)	28
Peaches production (kg)	124

INTERNET USAGE

Connection	Total	% Market Population
No Connection	1662	21.82
Broadband	4909	64.45
Dial-up	211	2.77
Other	399	5.24
Not Stated	436	5.72
Total	7617	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	10672	9112	19784	76.37
Europe	463	331	794	3.07
Africa & Middle East	111	81	192	0.74
Asia	266	443	709	2.74
Americas	48	75	123	0.47
Other	2484	1819	4303	16.61
Total Population Total	14044	11861	25905	100.00