

MACKAY (QLD)

SURVEY #1 2017



MACKAY - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL THURSDAY 8TH JUNE 2017 AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
TRIPLE M MACKAY & THE WHITSUNDAYS	22.1	18.9	3.2	13.3	21.4	-8.1	22.0	15.9	6.1	24.9	21.8	3.1	32.6	25.3	7.3	22.3	14.4	7.9	6.3	6.5	-0.2
HIT MACKAY & THE WHITSUNDAYS	24.9	26.2	-1.3	54.7	53.3	1.4	49.2	52.0	-2.8	33.3	36.1	-2.8	15.9	18.5	-2.6	8.1	7.5	0.6	1.4	0.0	1.4
4MK	6.8	5.9	0.9	1.7	0.8	0.9	3.2	1.0	2.2	2.4	1.2	1.2	4.5	4.4	0.1	15.5	11.0	4.5	16.2	19.5	-3.3
STAR 101.9	9.9	12.0	-2.1	18.9	9.8	9.1	8.6	7.2	1.4	12.5	13.5	-1.0	10.2	20.4	-10.2	7.5	10.3	-2.8	0.7	1.4	-0.7
ABC TROPICAL NTH	16.8	17.7	-0.9	4.9	4.9	0.0	2.0	1.0	1.0	4.8	5.6	-0.8	17.2	17.7	-0.5	25.7	31.5	-5.8	47.9	48.4	-0.5
ABC RN (RADIO NATIONAL)	1.9	1.8	0.1	0.0	0.0	0.0	1.1	0.0	1.1	1.2	0.0	1.2	1.6	2.0	-0.4	2.7	6.2	-3.5	4.9	2.8	2.1
ABC NEWS RADIO	0.4	0.2	0.2	0.0	0.0	0.0	0.0	1.0	-1.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.7	1.4
triple j	6.5	8.0	-1.5	5.0	8.9	-3.9	9.7	17.6	-7.9	14.1	13.9	0.2	5.3	4.8	0.5	1.3	2.7	-1.4	0.0	0.7	-0.7
ABC CLASSIC FM	1.0	0.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.2	0.0	0.0	0.0	0.7	0.0	0.7	4.2	2.2	2.0

Please note: Last Mackay Survey conducted May 2016. HIT MACKAY & THE WHITSUNDAYS & TRIPLE M MACKAY & THE WHITSUNDAYS on air from 15 Dec 2016. Previously known as SEA FM & HOT 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.

Survey Period: 8th May 2017 - 27th May 2017

MACKAY - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL THURSDAY 8TH JUNE 2017 AT 10AM 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	+/-
TRIPLE M MACKAY & THE WHITSUNDAYS	21.3	18.8	2.5	24.1	17.6	6.5	24.0	19.5	4.5	22.9	20.1	2.8	19.0	11.2	7.8	22.7	17.8	4.9
HIT MACKAY & THE WHITSUNDAYS	25.5	27.9	-2.4	18.0	20.4	-2.4	24.9	27.3	-2.4	26.3	30.5	-4.2	11.6	15.7	-4.1	22.6	27.4	-4.8
4MK	6.0	4.8	1.2	9.5	7.8	1.7	7.8	6.3	1.5	5.9	4.6	1.3	5.5	7.1	-1.6	6.5	5.8	0.7
STAR 101.9	9.9	11.6	-1.7	9.7	12.2	-2.5	11.9	13.8	-1.9	10.9	13.4	-2.5	8.9	9.6	-0.7	9.9	12.5	-2.6
ABC TROPICAL NTH	19.0	18.4	0.6	18.6	18.7	-0.1	14.0	14.4	-0.4	12.6	12.1	0.5	25.1	28.4	-3.3	18.4	16.3	2.1
ABC RN (RADIO NATIONAL)	1.5	1.8	-0.3	1.8	2.3	-0.5	1.6	1.3	0.3	2.4	0.8	1.6	5.5	4.5	1.0	1.6	2.1	-0.5
ABC NEWS RADIO	0.2	0.2	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.3	0.5	-0.2	1.4	0.0	1.4	0.5	0.3	0.2
triple j	6.4	8.0	-1.6	5.9	7.3	-1.4	5.9	8.0	-2.1	8.5	10.6	-2.1	8.1	10.7	-2.6	7.1	7.6	-0.5
ABC CLASSIC FM	0.7	0.2	0.5	1.2	1.0	0.2	0.7	0.6	0.1	0.7	0.2	0.5	0.0	1.6	-1.6	1.2	0.4	0.8

Please note: Last Mackay Survey conducted May 2016. HIT MACKAY & THE WHITSUNDAYS & TRIPLE M MACKAY & THE WHITSUNDAYS on air from 15 Dec 2016. Previously known as SEA FM & HOT FM.

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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EMBARGOED UNTIL THURSDAY 8TH JUNE 2017 AT 10AM AEST

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

	10+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
TRIPLE M MACKAY & THE WHITSUNDAYS	428	432	-4.0	38	55	-17.0	43	40	3.0	131	139	-8.0	140	139	1.0	60	43	17.0	17	17	0.0
HIT MACKAY & THE WHITSUNDAYS	506	525	-19.0	113	106	7.0	86	94	-8.0	171	192	-21.0	96	105	-9.0	33	28	5.0	7	0	7.0
4MK	149	127	22.0	6	1	5.0	6	3	3.0	20	7	13.0	23	28	-5.0	53	36	17.0	42	52	-10.0
STAR 101.9	280	309	-29.0	57	25	32.0	22	18	4.0	80	102	-22.0	82	118	-36.0	30	35	-5.0	9	11	-2.0
ABC TROPICAL NTH	345	327	18.0	10	14	-4.0	6	3	3.0	29	34	-5.0	101	86	15.0	86	82	4.0	114	109	5.0
ABC RN (RADIO NATIONAL)	53	55	-2.0	3	0	3.0	4	0	4.0	4	3	1.0	13	20	-7.0	11	17	-6.0	17	15	2.0
ABC NEWS RADIO	13	11	2.0	0	0	0.0	0	1	-1.0	1	1	0.0	4	3	1.0	0	3	-3.0	7	3	4.0
triple j	161	169	-8.0	17	19	-2.0	25	29	-4.0	69	80	-11.0	42	31	11.0	9	7	2.0	0	3	-3.0
ABC CLASSIC FM	29	17	12.0	3	0	3.0	0	0	0.0	7	0	7.0	4	0	4.0	1	11	-10.0	13	6	7.0

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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.

EMBARGOED UNTIL THURSDAY 8TH JUNE 2017 AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 1436]

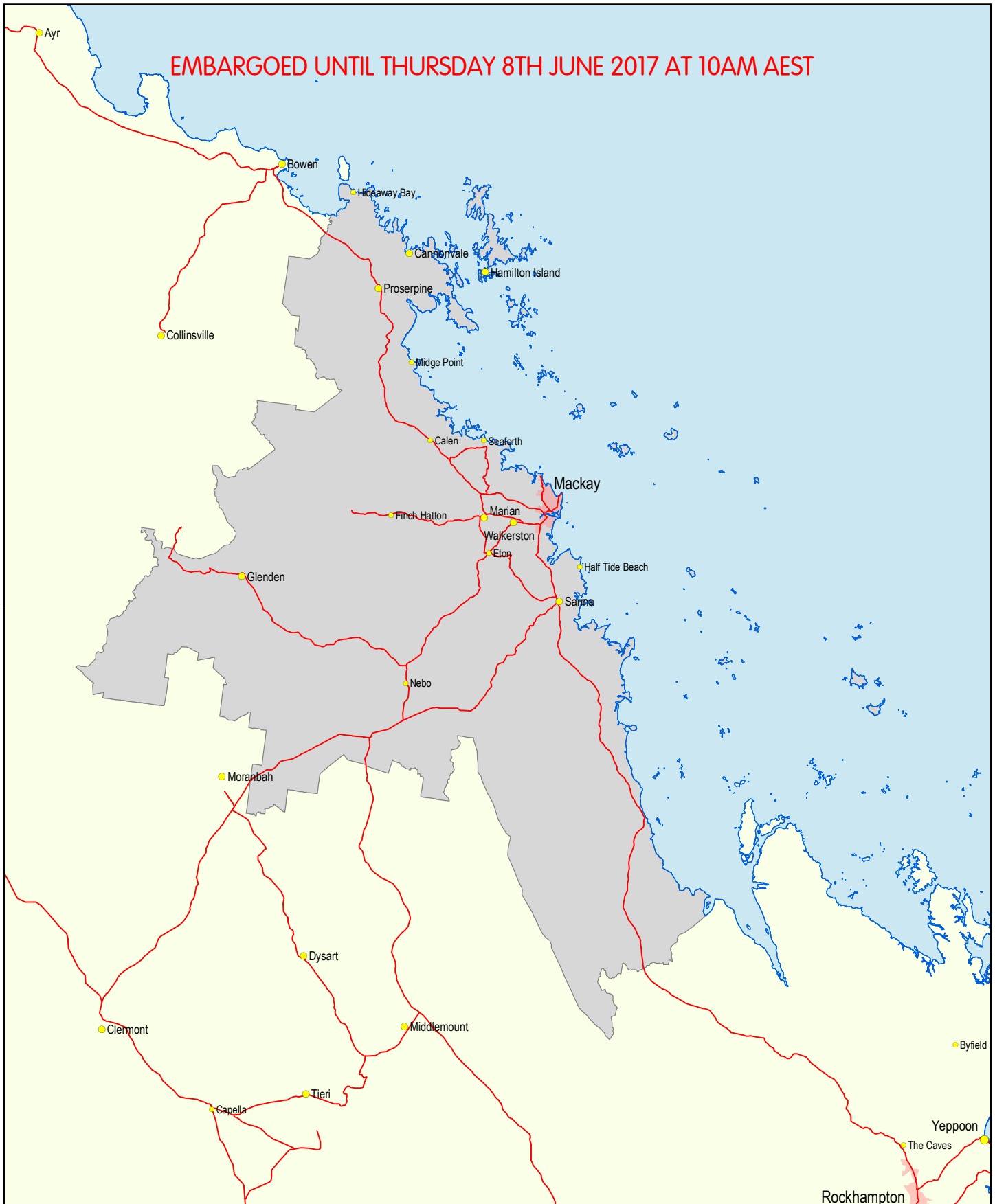
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
TRIPLE M MACKAY & THE WHITSUNDAYS	348	332	16.0	243	187	56.0	290	240	50.0	293	265	28.0	50	46	4.0	305	290	15.0
HIT MACKAY & THE WHITSUNDAYS	422	424	-2.0	195	189	6.0	317	303	14.0	340	339	1.0	36	62	-26.0	328	382	-54.0
4MK	109	80	29.0	103	75	28.0	103	70	33.0	85	46	39.0	17	21	-4.0	102	88	14.0
STAR 101.9	226	217	9.0	134	137	-3.0	201	178	23.0	174	184	-10.0	30	39	-9.0	181	221	-40.0
ABC TROPICAL NTH	282	258	24.0	185	164	21.0	173	148	25.0	156	129	27.0	70	85	-15.0	259	218	41.0
ABC RN (RADIO NATIONAL)	32	36	-4.0	24	25	-1.0	29	20	9.0	29	17	12.0	16	18	-2.0	34	35	-1.0
ABC NEWS RADIO	7	6	1.0	6	0	6.0	4	0	4.0	6	7	-1.0	3	0	3.0	9	7	2.0
triple j	122	122	0.0	69	76	-7.0	80	95	-15.0	125	125	0.0	26	34	-8.0	114	115	-1.0
ABC CLASSIC FM	20	6	14.0	17	11	6.0	17	10	7.0	14	6	8.0	3	4	-1.0	22	8	14.0

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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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Legend

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

MACKAY RA1

Area ID: 528

Determined: 17 June 2004 (2001 Census)

