

MACKAY (QLD)

SURVEY #1 2018



MACKAY - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 29TH MAY 2018 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	+/-
HIT MACKAY	22.8	24.9	-2.1	39.2	54.7	-15.5	48.9	49.2	-0.3	31.9	33.3	-1.4	19.3	15.9	3.4	3.5	8.1	-4.6	0.0	1.4	-1.4
TRIPLE M MACKAY	22.1	22.1	0.0	24.1	13.3	10.8	20.3	22.0	-1.7	23.7	24.9	-1.2	29.9	32.6	-2.7	23.2	22.3	0.9	4.3	6.3	-2.0
4MK 1026AM	9.3	6.8	2.5	1.7	1.7	0.0	0.0	3.2	-3.2	4.4	2.4	2.0	8.1	4.5	3.6	22.0	15.5	6.5	20.5	16.2	4.3
STAR 101.9	12.6	9.9	2.7	26.7	18.9	7.8	9.0	8.6	0.4	14.5	12.5	2.0	12.9	10.2	2.7	9.1	7.5	1.6	2.8	0.7	2.1
ABC TROPICAL NORTH	14.8	16.8	-2.0	2.5	4.9	-2.4	2.0	2.0	0.0	5.3	4.8	0.5	11.7	17.2	-5.5	24.6	25.7	-1.1	46.9	47.9	-1.0
ABC RN	1.6	1.9	-0.3	0.0	0.0	0.0	0.0	1.1	-1.1	0.4	1.2	-0.8	2.4	1.6	0.8	0.7	2.7	-2.0	5.7	4.9	0.8
ABC NEWS	0.2	0.4	-0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	0.8	0.0	0.8	0.0	0.0	0.0	0.0	2.1	-2.1
triple j	7.8	6.5	1.3	3.3	5.0	-1.7	16.8	9.7	7.1	15.3	14.1	1.2	6.0	5.3	0.7	2.8	1.3	1.5	0.0	0.0	0.0
ABC CLASSIC FM	0.6	1.0	-0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.2	-0.8	0.4	0.0	0.4	1.4	0.7	0.7	1.4	4.2	-2.8

Please note: Last Mackay Survey conducted June 2017. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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.

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EMBARGOED UNTIL TUESDAY 29TH MAY 2018 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	+/-
HIT MACKAY	23.2	25.5	-2.3	16.7	18.0	-1.3	22.8	24.9	-2.1	25.2	26.3	-1.1	12.3	11.6	0.7	23.0	22.6	0.4
TRIPLE M MACKAY	21.2	21.3	-0.1	21.3	24.1	-2.8	22.3	24.0	-1.7	23.1	22.9	0.2	18.3	19.0	-0.7	19.6	22.7	-3.1
4MK 1026AM	9.2	6.0	3.2	14.1	9.5	4.6	10.6	7.8	2.8	8.1	5.9	2.2	9.3	5.5	3.8	9.0	6.5	2.5
STAR 101.9	12.6	9.9	2.7	10.8	9.7	1.1	13.2	11.9	1.3	13.4	10.9	2.5	7.6	8.9	-1.3	11.4	9.9	1.5
ABC TROPICAL NORTH	15.2	19.0	-3.8	15.3	18.6	-3.3	12.3	14.0	-1.7	10.1	12.6	-2.5	24.7	25.1	-0.4	16.2	18.4	-2.2
ABC RN	1.5	1.5	0.0	2.0	1.8	0.2	1.6	1.6	0.0	2.1	2.4	-0.3	3.1	5.5	-2.4	2.0	1.6	0.4
ABC NEWS	0.5	0.2	0.3	0.4	0.4	0.0	0.2	0.0	0.2	0.2	0.3	-0.1	0.8	1.4	-0.6	0.3	0.5	-0.2
triple j	8.2	6.4	1.8	8.4	5.9	2.5	7.7	5.9	1.8	10.8	8.5	2.3	9.2	8.1	1.1	8.4	7.1	1.3
ABC CLASSIC FM	0.7	0.7	0.0	0.4	1.2	-0.8	0.8	0.7	0.1	0.6	0.7	-0.1	0.0	0.0	0.0	1.0	1.2	-0.2

Please note: Last Mackay Survey conducted June 2017. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT MACKAY	423	506	-83.0	79	113	-34.0	82	86	-4.0	152	171	-19.0	97	96	1.0	13	33	-20.0	0	7	-7.0
TRIPLE M MACKAY	403	428	-25.0	47	38	9.0	37	43	-6.0	111	131	-20.0	137	140	-3.0	59	60	-1.0	12	17	-5.0
4MK 1026AM	180	149	31.0	4	6	-2.0	3	6	-3.0	21	20	1.0	43	23	20.0	53	53	0.0	56	42	14.0
STAR 101.9	274	280	-6.0	55	57	-2.0	19	22	-3.0	82	80	2.0	84	82	2.0	25	30	-5.0	8	9	-1.0
ABC TROPICAL NORTH	275	345	-70.0	4	10	-6.0	4	6	-2.0	33	29	4.0	71	101	-30.0	71	86	-15.0	92	114	-22.0
ABC RN	41	53	-12.0	0	3	-3.0	0	4	-4.0	5	4	1.0	13	13	0.0	5	11	-6.0	17	17	0.0
ABC NEWS	7	13	-6.0	0	0	0.0	0	0	0.0	0	1	-1.0	4	4	0.0	3	0	3.0	0	7	-7.0
triple j	155	161	-6.0	8	17	-9.0	40	25	15.0	70	69	1.0	30	42	-12.0	7	9	-2.0	0	0	0.0
ABC CLASSIC FM	16	29	-13.0	1	3	-2.0	0	0	0.0	1	7	-6.0	4	4	0.0	3	1	2.0	7	13	-6.0

Please note: Last Mackay Survey conducted June 2017. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

The population potentials for Mackay in 2018 are reduced by marginal amounts because of updated Census data, as approved by CRA's accredited auditor.

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: 1314]

	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	+/-
HIT MACKAY	354	422	-68.0	157	195	-38.0	265	317	-52.0	279	340	-61.0	32	36	-4.0	289	328	-39.0
TRIPLE M MACKAY	346	348	-2.0	198	243	-45.0	263	290	-27.0	257	293	-36.0	40	50	-10.0	264	305	-41.0
4MK 1026AM	138	109	29.0	125	103	22.0	119	103	16.0	88	85	3.0	25	17	8.0	116	102	14.0
STAR 101.9	230	226	4.0	129	134	-5.0	184	201	-17.0	174	174	0.0	24	30	-6.0	171	181	-10.0
ABC TROPICAL NORTH	225	282	-57.0	136	185	-49.0	137	173	-36.0	122	156	-34.0	51	70	-19.0	200	259	-59.0
ABC RN	33	32	1.0	21	24	-3.0	24	29	-5.0	22	29	-7.0	9	16	-7.0	26	34	-8.0
ABC NEWS	7	7	0.0	4	6	-2.0	3	4	-1.0	1	6	-5.0	1	3	-2.0	4	9	-5.0
triple j	125	122	3.0	75	69	6.0	93	80	13.0	113	125	-12.0	21	26	-5.0	105	114	-9.0
ABC CLASSIC FM	13	20	-7.0	4	17	-13.0	9	17	-8.0	8	14	-6.0	1	3	-2.0	13	22	-9.0

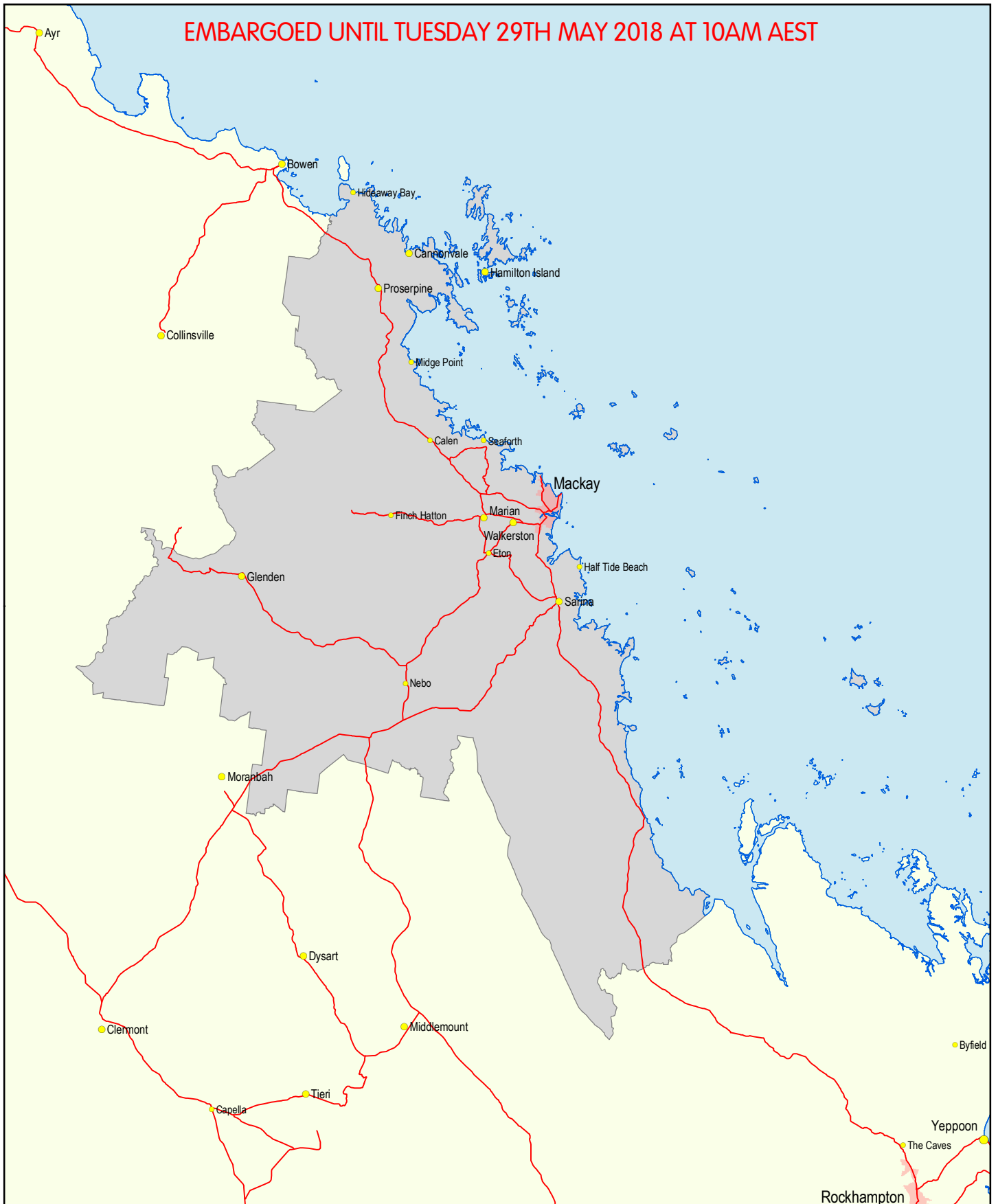
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Cumulative Audience (00’s)

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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)

