

# MACKAY (QLD)

SURVEY #1 2019





# MACKAY - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL TUESDAY 3RD SEPTEMBER 2019 AT 11AM 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 & THE WHITSUNDAYS	<b>23.1</b>	22.8	0.3	<b>34.2</b>	39.2	-5.0	<b>43.5</b>	48.9	-5.4	<b>38.0</b>	31.9	6.1	<b>15.0</b>	19.3	-4.3	<b>7.7</b>	3.5	4.2	<b>2.9</b>	0.0	2.9
TRIPLE M MACKAY & THE WHITSUNDAYS	<b>17.5</b>	22.1	-4.6	<b>14.2</b>	24.1	-9.9	<b>19.2</b>	20.3	-1.1	<b>19.2</b>	23.7	-4.5	<b>22.2</b>	29.9	-7.7	<b>21.1</b>	23.2	-2.1	<b>4.2</b>	4.3	-0.1
4MK 1026AM	<b>9.1</b>	9.3	-0.2	<b>3.4</b>	1.7	1.7	<b>0.0</b>	0.0	0.0	<b>3.2</b>	4.4	-1.2	<b>10.1</b>	8.1	2.0	<b>18.9</b>	22.0	-3.1	<b>19.2</b>	20.5	-1.3
STAR 101.9	<b>16.5</b>	12.6	3.9	<b>29.9</b>	26.7	3.2	<b>18.1</b>	9.0	9.1	<b>20.4</b>	14.5	5.9	<b>17.7</b>	12.9	4.8	<b>9.1</b>	9.1	0.0	<b>2.1</b>	2.8	-0.7
ABC TROPICAL NORTH	<b>14.3</b>	14.8	-0.5	<b>3.4</b>	2.5	0.9	<b>1.0</b>	2.0	-1.0	<b>1.6</b>	5.3	-3.7	<b>15.6</b>	11.7	3.9	<b>22.1</b>	24.6	-2.5	<b>45.4</b>	46.9	-1.5
ABC RN	<b>1.3</b>	1.6	-0.3	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.4	-0.4	<b>2.0</b>	2.4	-0.4	<b>2.8</b>	0.7	2.1	<b>2.8</b>	5.7	-2.9
ABC NEWS	<b>0.4</b>	0.2	0.2	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.8</b>	0.8	0.0	<b>1.4</b>	0.0	1.4	<b>0.0</b>	0.0	0.0
triple j	<b>8.2</b>	7.8	0.4	<b>9.9</b>	3.3	6.6	<b>16.1</b>	16.8	-0.7	<b>11.2</b>	15.3	-4.1	<b>9.3</b>	6.0	3.3	<b>1.4</b>	2.8	-1.4	<b>0.7</b>	0.0	0.7
ABC CLASSIC	<b>0.6</b>	0.6	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.4	-0.4	<b>0.4</b>	0.4	0.0	<b>0.7</b>	1.4	-0.7	<b>2.8</b>	1.4	1.4

**Please note:** Last Mackay Survey conducted May 2018. ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC 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: 5th August 2019 - 24th August 2019

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# MACKAY - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL TUESDAY 3RD SEPTEMBER 2019 AT 11AM 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 & THE WHITSUNDAYS	<b>23.9</b>	23.2	0.7	<b>18.6</b>	16.7	1.9	<b>21.7</b>	22.8	-1.1	<b>25.3</b>	25.2	0.1	<b>12.9</b>	12.3	0.6	<b>19.5</b>	23.0	-3.5
TRIPLE M MACKAY & THE WHITSUNDAYS	<b>17.1</b>	21.2	-4.1	<b>19.3</b>	21.3	-2.0	<b>19.5</b>	22.3	-2.8	<b>19.3</b>	23.1	-3.8	<b>12.8</b>	18.3	-5.5	<b>17.1</b>	19.6	-2.5
4MK 1026AM	<b>8.5</b>	9.2	-0.7	<b>11.9</b>	14.1	-2.2	<b>9.7</b>	10.6	-0.9	<b>7.9</b>	8.1	-0.2	<b>15.8</b>	9.3	6.5	<b>10.2</b>	9.0	1.2
STAR 101.9	<b>16.6</b>	12.6	4.0	<b>15.5</b>	10.8	4.7	<b>19.1</b>	13.2	5.9	<b>16.7</b>	13.4	3.3	<b>9.9</b>	7.6	2.3	<b>13.9</b>	11.4	2.5
ABC TROPICAL NORTH	<b>14.9</b>	15.2	-0.3	<b>15.4</b>	15.3	0.1	<b>12.9</b>	12.3	0.6	<b>11.7</b>	10.1	1.6	<b>25.7</b>	24.7	1.0	<b>17.9</b>	16.2	1.7
ABC RN	<b>1.7</b>	1.5	0.2	<b>1.7</b>	2.0	-0.3	<b>1.3</b>	1.6	-0.3	<b>1.2</b>	2.1	-0.9	<b>3.0</b>	3.1	-0.1	<b>2.0</b>	2.0	0.0
ABC NEWS	<b>0.5</b>	0.5	0.0	<b>0.4</b>	0.4	0.0	<b>0.3</b>	0.2	0.1	<b>0.4</b>	0.2	0.2	<b>0.0</b>	0.8	-0.8	<b>0.5</b>	0.3	0.2
triple j	<b>8.4</b>	8.2	0.2	<b>7.2</b>	8.4	-1.2	<b>6.8</b>	7.7	-0.9	<b>9.3</b>	10.8	-1.5	<b>8.9</b>	9.2	-0.3	<b>8.5</b>	8.4	0.1
ABC CLASSIC	<b>0.7</b>	0.7	0.0	<b>0.8</b>	0.4	0.4	<b>0.3</b>	0.8	-0.5	<b>0.6</b>	0.6	0.0	<b>1.0</b>	0.0	1.0	<b>0.5</b>	1.0	-0.5

**Please note:** Last Mackay Survey conducted May 2018. ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC 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.

Survey Period: 5th August 2019 - 24th August 2019

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# MACKAY - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL TUESDAY 3RD SEPTEMBER 2019 AT 11AM 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	+/-
HIT MACKAY & THE WHITSUNDAYS	<b>439</b>	423	16	<b>68</b>	79	-11	<b>75</b>	82	-7	<b>175</b>	152	23	<b>87</b>	97	-10	<b>28</b>	13	15	<b>7</b>	0	7
TRIPLE M MACKAY & THE WHITSUNDAYS	<b>380</b>	403	-23	<b>50</b>	47	3	<b>40</b>	37	3	<b>113</b>	111	2	<b>115</b>	137	-22	<b>50</b>	59	-9	<b>12</b>	12	0
4MK 1026AM	<b>160</b>	180	-20	<b>5</b>	4	1	<b>0</b>	3	-3	<b>13</b>	21	-8	<b>42</b>	43	-1	<b>46</b>	53	-7	<b>53</b>	56	-3
STAR 101.9	<b>332</b>	274	58	<b>69</b>	55	14	<b>40</b>	19	21	<b>100</b>	82	18	<b>87</b>	84	3	<b>28</b>	25	3	<b>9</b>	8	1
ABC TROPICAL NORTH	<b>263</b>	275	-12	<b>11</b>	4	7	<b>1</b>	4	-3	<b>20</b>	33	-13	<b>79</b>	71	8	<b>53</b>	71	-18	<b>99</b>	92	7
ABC RN	<b>38</b>	41	-3	<b>4</b>	0	4	<b>0</b>	0	0	<b>1</b>	5	-4	<b>12</b>	13	-1	<b>11</b>	5	6	<b>10</b>	17	-7
ABC NEWS	<b>14</b>	7	7	<b>0</b>	0	0	<b>0</b>	0	0	<b>0</b>	0	0	<b>7</b>	4	3	<b>4</b>	3	1	<b>4</b>	0	4
triple j	<b>148</b>	155	-7	<b>20</b>	8	12	<b>28</b>	40	-12	<b>51</b>	70	-19	<b>38</b>	30	8	<b>8</b>	7	1	<b>3</b>	0	3
ABC CLASSIC	<b>15</b>	16	-1	<b>0</b>	1	-1	<b>1</b>	0	1	<b>0</b>	1	-1	<b>4</b>	4	0	<b>1</b>	3	-2	<b>8</b>	7	1

**Please note:** Last Mackay Survey conducted May 2018. ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

### 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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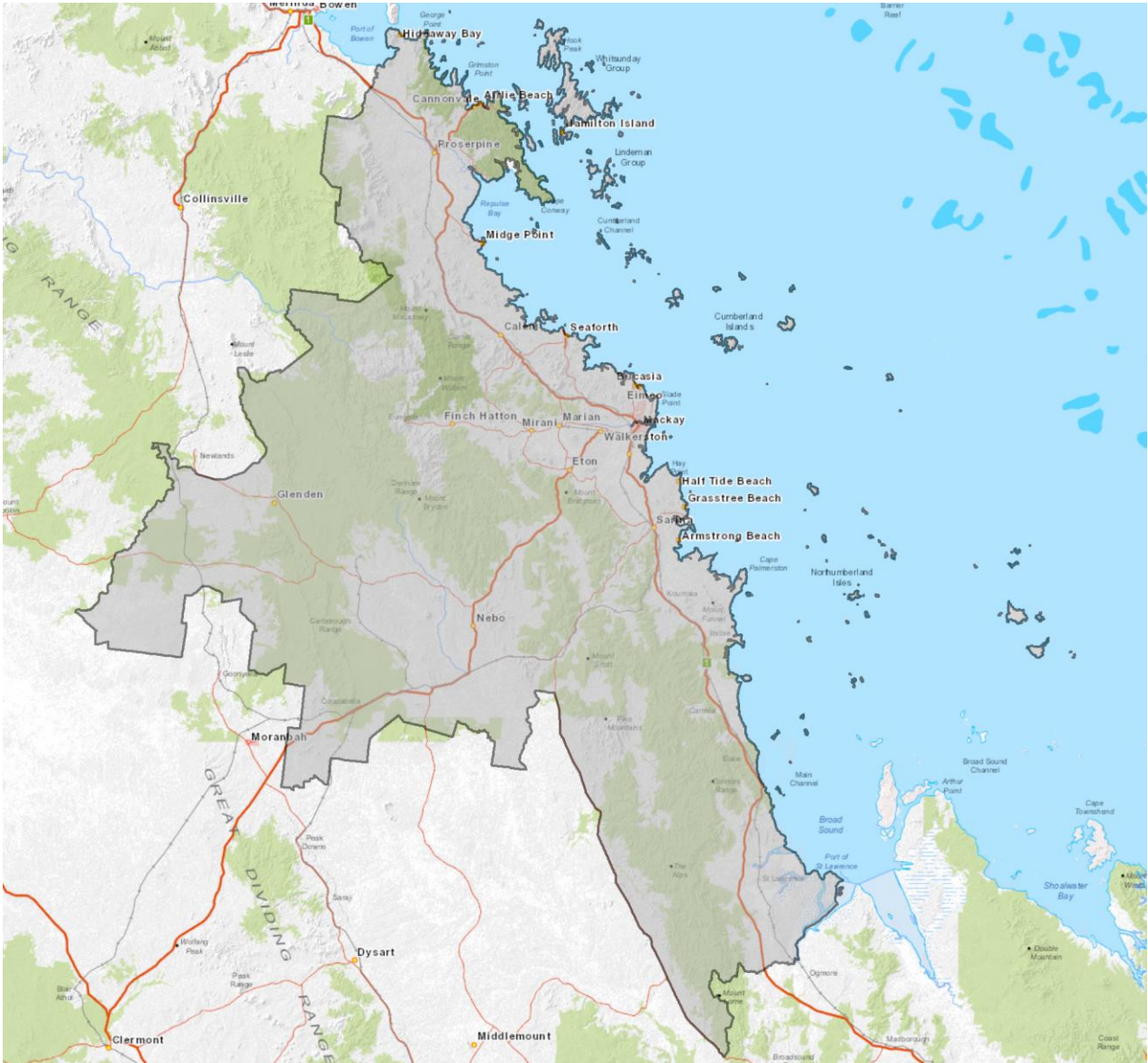
Cumulative Audience (00's) by Session, P10+ [Potential: 1319]

	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 & THE WHITSUNDAYS	392	354	38	201	157	44	269	265	4	336	279	57	25	32	-7	248	289	-41
TRIPLE M MACKAY & THE WHITSUNDAYS	324	346	-22	202	198	4	258	263	-5	282	257	25	29	40	-11	239	264	-25
4MK 1026AM	132	138	-6	104	125	-21	100	119	-19	95	88	7	25	25	0	111	116	-5
STAR 101.9	293	230	63	147	129	18	215	184	31	243	174	69	21	24	-3	198	171	27
ABC TROPICAL NORTH	227	225	2	136	136	0	137	137	0	142	122	20	41	51	-10	199	200	-1
ABC RN	33	33	0	17	21	-4	18	24	-6	21	22	-1	5	9	-4	28	26	2
ABC NEWS	9	7	2	7	4	3	8	3	5	8	1	7	0	1	-1	9	4	5
triple j	127	125	2	65	75	-10	73	93	-20	113	113	0	13	21	-8	96	105	-9
ABC CLASSIC	13	13	0	9	4	5	7	9	-2	8	8	0	4	1	3	9	13	-4

Please note: Last Mackay Survey conducted May 2018. ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

**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 TUESDAY 3RD SEPTEMBER 2019 AT 11AM AEST



Mackay Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.