

MACKAY (QLD)

SURVEY #1 2021



MACKAY - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL THURSDAY 8TH JULY 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	17.0	23.1	-6.1	30.5	34.2	-3.7	29.7	43.5	-13.8	20.0	38.0	-18.0	17.9	15.0	2.9	5.5	7.7	-2.2	1.4	2.9	-1.5
TRIPLE M MACKAY & THE WHITSUNDAYS	19.4	17.5	1.9	19.0	14.2	4.8	12.7	19.2	-6.5	18.3	19.2	-0.9	27.8	22.2	5.6	24.1	21.1	3.0	7.1	4.2	2.9
4MK 1026AM	6.6	9.1	-2.5	1.8	3.4	-1.6	1.1	0.0	1.1	2.8	3.2	-0.4	4.7	10.1	-5.4	17.1	18.9	-1.8	13.9	19.2	-5.3
STAR 101.9	20.8	16.5	4.3	34.3	29.9	4.4	26.2	18.1	8.1	27.1	20.4	6.7	21.2	17.7	3.5	9.1	9.1	0.0	5.7	2.1	3.6
ABC TROPICAL NORTH	10.9	14.3	-3.4	1.0	3.4	-2.4	3.0	1.0	2.0	4.9	1.6	3.3	8.1	15.6	-7.5	19.7	22.1	-2.4	31.9	45.4	-13.5
ABC RN (RADIO NATIONAL)	1.3	1.3	0.0	1.6	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.0	0.0	1.2	2.8	-1.6	2.8	2.8	0.0
ABC NEWSRADIO	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.8	0.8	0.0	0.7	1.4	-0.7	0.0	0.0	0.0
triple j	9.5	8.2	1.3	8.4	9.9	-1.5	24.1	16.1	8.0	14.8	11.2	3.6	5.1	9.3	-4.2	6.3	1.4	4.9	2.1	0.7	1.4
ABC CLASSIC	0.7	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.4	0.4	0.0	0.7	0.7	0.0	2.8	2.8	0.0

Please note: Last Mackay Survey conducted September 2019.

ABC NewsRadio on air from 26 July, 2020. Previously known as ABC NEWS.

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: 7th June 2021 - 26th June 2021

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Session Listened to Most (%)

	Breakfast Mon-Fri 5.30am-9.00am			Morning Mon-Fri 9.00am-12.00pm			Afternoon Mon-Fri 12.00pm-4.00pm			Drive Mon-Fri 4.00pm-7.00pm			Evening Mon-Fri 7.00pm-12.00mn			Weekend Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT MACKAY & THE WHITSUNDAYS	16.4	23.9	-7.5	15.0	18.6	-3.6	16.8	21.7	-4.9	21.0	25.3	-4.3	13.7	12.9	0.8	16.9	19.5	-2.6
TRIPLE M MACKAY & THE WHITSUNDAYS	20.4	17.1	3.3	21.2	19.3	1.9	20.2	19.5	0.7	22.0	19.3	2.7	18.5	12.8	5.7	17.1	17.1	0.0
4MK 1026AM	6.8	8.5	-1.7	8.8	11.9	-3.1	7.3	9.7	-2.4	5.8	7.9	-2.1	5.6	15.8	-10.2	7.3	10.2	-2.9
STAR 101.9	21.3	16.6	4.7	18.1	15.5	2.6	21.7	19.1	2.6	16.9	16.7	0.2	15.0	9.9	5.1	19.6	13.9	5.7
ABC TROPICAL NORTH	12.7	14.9	-2.2	9.2	15.4	-6.2	8.0	12.9	-4.9	7.6	11.7	-4.1	10.2	25.7	-15.5	11.8	17.9	-6.1
ABC RN (RADIO NATIONAL)	0.8	1.7	-0.9	1.8	1.7	0.1	1.8	1.3	0.5	1.1	1.2	-0.1	2.0	3.0	-1.0	1.2	2.0	-0.8
ABC NEWSRADIO	0.8	0.5	0.3	0.3	0.4	-0.1	0.1	0.3	-0.2	0.2	0.4	-0.2	0.5	0.0	0.5	0.3	0.5	-0.2
triple j	8.6	8.4	0.2	9.5	7.2	2.3	11.2	6.8	4.4	13.2	9.3	3.9	17.1	8.9	8.2	10.8	8.5	2.3
ABC CLASSIC	0.8	0.7	0.1	1.0	0.8	0.2	0.6	0.3	0.3	0.7	0.6	0.1	2.0	1.0	1.0	1.5	0.5	1.0

Please note: Last Mackay Survey conducted September 2019.

ABC NewsRadio on air from 26 July, 2020. Previously known as ABC NEWS.

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 & THE WHITSUNDAYS	433	439	-6	84	68	16	71	75	-4	143	175	-32	106	87	19	24	28	-4	5	7	-2
TRIPLE M MACKAY & THE WHITSUNDAYS	435	380	55	58	50	8	38	40	-2	102	113	-11	147	115	32	69	50	19	20	12	8
4MK 1026AM	148	160	-12	6	5	1	4	0	4	18	13	5	29	42	-13	48	46	2	43	53	-10
STAR 101.9	459	332	127	78	69	9	61	40	21	136	100	36	130	87	43	35	28	7	19	9	10
ABC TROPICAL NORTH	232	263	-31	5	11	-6	5	1	4	33	20	13	54	79	-25	57	53	4	78	99	-21
ABC RN (RADIO NATIONAL)	37	38	-1	3	4	-1	0	0	0	2	1	1	13	12	1	10	11	-1	9	10	-1
ABC NEWSRADIO	25	14	11	0	0	0	0	0	0	7	0	7	5	7	-2	4	4	0	9	4	5
triple j	234	148	86	26	20	6	52	28	24	81	51	30	51	38	13	20	8	12	5	3	2
ABC CLASSIC	18	15	3	0	0	0	0	1	-1	3	0	3	4	4	0	3	1	2	9	8	1

Please note: Last Mackay Survey conducted September 2019.

ABC NewsRadio on air from 26 July, 2020. Previously known as ABC NEWS.

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: 1330]

	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	276	392	-116	170	201	-31	231	269	-38	234	336	-102	47	25	22	222	248	-26
TRIPLE M MACKAY & THE WHITSUNDAYS	300	324	-24	206	202	4	247	258	-11	212	282	-70	60	29	31	238	239	-1
4MK 1026AM	109	132	-23	81	104	-23	83	100	-17	62	95	-33	20	25	-5	89	111	-22
STAR 101.9	326	293	33	193	147	46	264	215	49	204	243	-39	56	21	35	270	198	72
ABC TROPICAL NORTH	180	227	-47	96	136	-40	93	137	-44	76	142	-66	33	41	-8	151	199	-48
ABC RN (RADIO NATIONAL)	13	33	-20	15	17	-2	20	18	2	13	21	-8	8	5	3	21	28	-7
ABC NEWSRADIO	13	9	4	8	7	1	8	8	0	4	8	-4	1	0	1	7	9	-2
triple j	140	127	13	91	65	26	126	73	53	138	113	25	50	13	37	143	96	47
ABC CLASSIC	13	13	0	12	9	3	7	7	0	7	8	-1	5	4	1	16	9	7

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Cumulative Audience (00's)

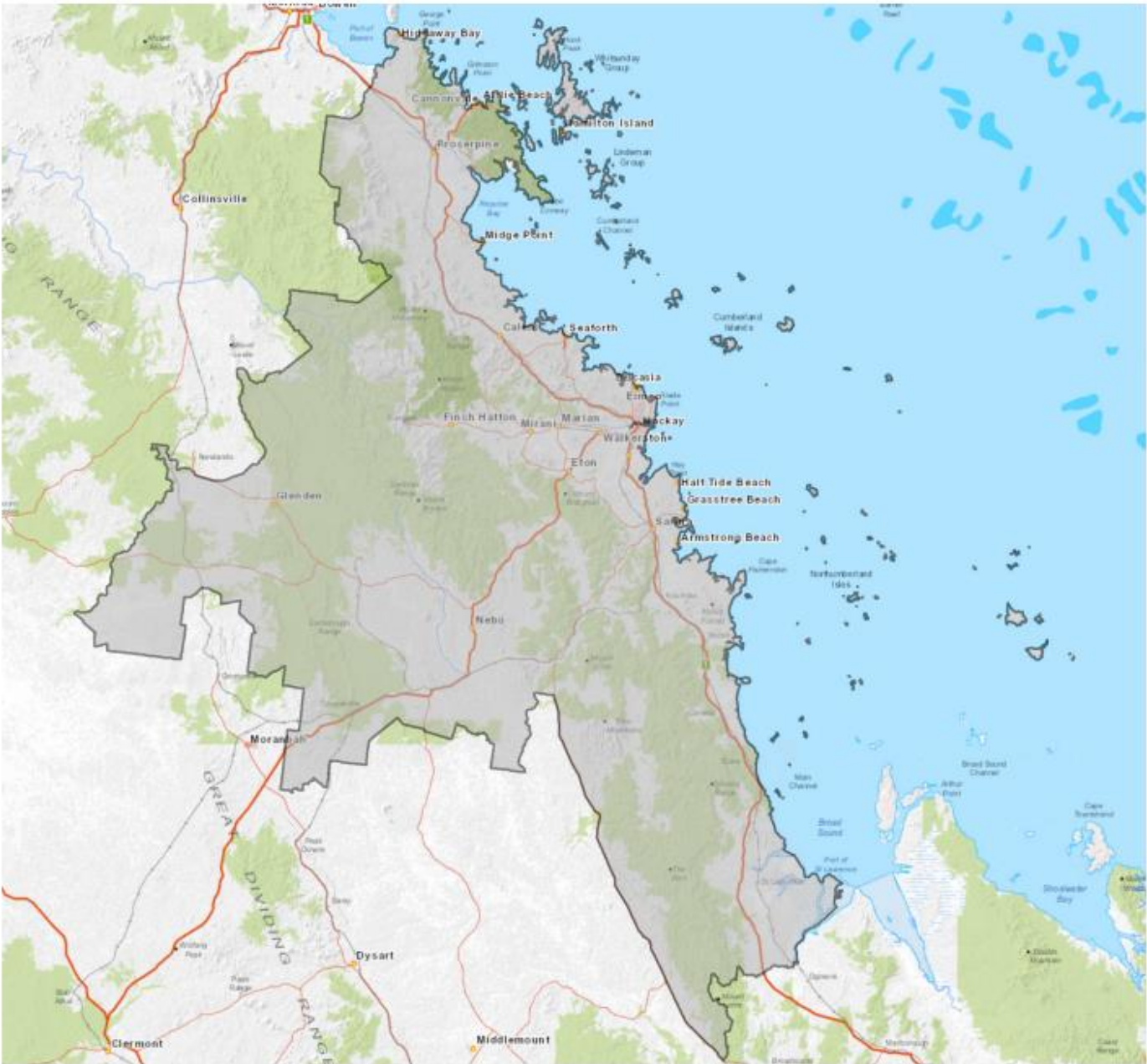
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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MACKAY Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.