

MACKAY (QLD)

SURVEY #1 2022



MACKAY - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL THURSDAY 7TH JULY 2022 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	18.5	17.0	1.5	38.0	30.5	7.5	23.8	29.7	-5.9	24.5	20.0	4.5	15.9	17.9	-2.0	7.7	5.5	2.2	2.8	1.4	1.4
TRIPLE M MACKAY & THE WHITSUNDAYS	18.6	19.4	-0.8	21.9	19.0	2.9	8.3	12.7	-4.4	16.3	18.3	-2.0	28.7	27.8	0.9	20.7	24.1	-3.4	7.5	7.1	0.4
4MK 1026AM	6.7	6.6	0.1	1.6	1.8	-0.2	3.8	1.1	2.7	1.8	2.8	-1.0	4.1	4.7	-0.6	13.4	17.1	-3.7	19.2	13.9	5.3
STAR 101.9	19.6	20.8	-1.2	27.3	34.3	-7.0	24.6	26.2	-1.6	26.5	27.1	-0.6	18.8	21.2	-2.4	11.5	9.1	2.4	6.8	5.7	1.1
ABC TROPICAL NORTH	11.6	10.9	0.7	3.4	1.0	2.4	2.0	3.0	-1.0	3.7	4.9	-1.2	9.4	8.1	1.3	20.1	19.7	0.4	34.5	31.9	2.6
ABC RN (RADIO NATIONAL)	1.6	1.3	0.3	0.0	1.6	-1.6	0.0	0.0	0.0	1.2	0.0	1.2	0.8	2.0	-1.2	2.1	1.2	0.9	5.8	2.8	3.0
ABC NEWSRADIO	0.8	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.8	-0.4	1.9	0.8	1.1	0.4	0.7	-0.3	1.4	0.0	1.4
triple j	11.4	9.5	1.9	4.4	8.4	-4.0	29.3	24.1	5.2	18.4	14.8	3.6	10.2	5.1	5.1	4.7	6.3	-1.6	1.4	2.1	-0.7
ABC CLASSIC	0.6	0.7	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0	1.1	0.4	0.7	0.0	0.7	-0.7	1.4	2.8	-1.4

Please note: Last Mackay Survey conducted July 2021.
*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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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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	17.9	16.4	1.5	17.0	15.0	2.0	18.8	16.8	2.0	23.2	21.0	2.2	15.6	13.7	1.9	19.3	16.9	2.4
TRIPLE M MACKAY & THE WHITSUNDAYS	19.5	20.4	-0.9	19.1	21.2	-2.1	18.8	20.2	-1.4	18.7	22.0	-3.3	17.1	18.5	-1.4	18.2	17.1	1.1
4MK 1026AM	6.3	6.8	-0.5	8.1	8.8	-0.7	9.0	7.3	1.7	6.2	5.8	0.4	4.5	5.6	-1.1	5.2	7.3	-2.1
STAR 101.9	20.0	21.3	-1.3	18.2	18.1	0.1	19.7	21.7	-2.0	19.3	16.9	2.4	16.1	15.0	1.1	18.9	19.6	-0.7
ABC TROPICAL NORTH	13.9	12.7	1.2	10.9	9.2	1.7	8.4	8.0	0.4	9.1	7.6	1.5	13.8	10.2	3.6	13.0	11.8	1.2
ABC RN (RADIO NATIONAL)	1.4	0.8	0.6	1.5	1.8	-0.3	1.5	1.8	-0.3	1.5	1.1	0.4	2.3	2.0	0.3	1.0	1.2	-0.2
ABC NEWSRADIO	0.8	0.8	0.0	0.8	0.3	0.5	0.3	0.1	0.2	0.5	0.2	0.3	1.4	0.5	0.9	1.2	0.3	0.9
triple j	10.5	8.6	1.9	13.2	9.5	3.7	12.8	11.2	1.6	11.8	13.2	-1.4	15.7	17.1	-1.4	11.4	10.8	0.6
ABC CLASSIC	0.3	0.8	-0.5	0.5	1.0	-0.5	0.5	0.6	-0.1	0.4	0.7	-0.3	0.8	2.0	-1.2	0.6	1.5	-0.9

Please note: Last Mackay Survey conducted July 2021.
*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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 7TH JULY 2022 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	434	433	1	92	84	8	51	71	-20	150	143	7	107	106	1	24	24	0	11	5	6
TRIPLE M MACKAY & THE WHITSUNDAYS	425	435	-10	64	58	6	26	38	-12	103	102	1	149	147	2	60	69	-9	23	20	3
4MK 1026AM	139	148	-9	6	6	0	7	4	3	15	18	-3	27	29	-2	39	48	-9	44	43	1
STAR 101.9	411	459	-48	65	78	-13	50	61	-11	135	136	-1	104	130	-26	37	35	2	21	19	2
ABC TROPICAL NORTH	254	232	22	12	5	7	4	5	-1	37	33	4	54	54	0	61	57	4	86	78	8
ABC RN (RADIO NATIONAL)	46	37	9	0	3	-3	5	0	5	7	2	5	5	13	-8	9	10	-1	20	9	11
ABC NEWSRADIO	26	25	1	0	0	0	3	0	3	3	7	-4	10	5	5	4	4	0	7	9	-2
triple j	247	234	13	23	26	-3	51	52	-1	91	81	10	52	51	1	24	20	4	5	5	0
ABC CLASSIC	20	18	2	2	0	2	0	0	0	3	3	0	5	4	1	1	3	-2	9	9	0

Please note: Last Mackay Survey conducted July 2021.
*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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: 1335]

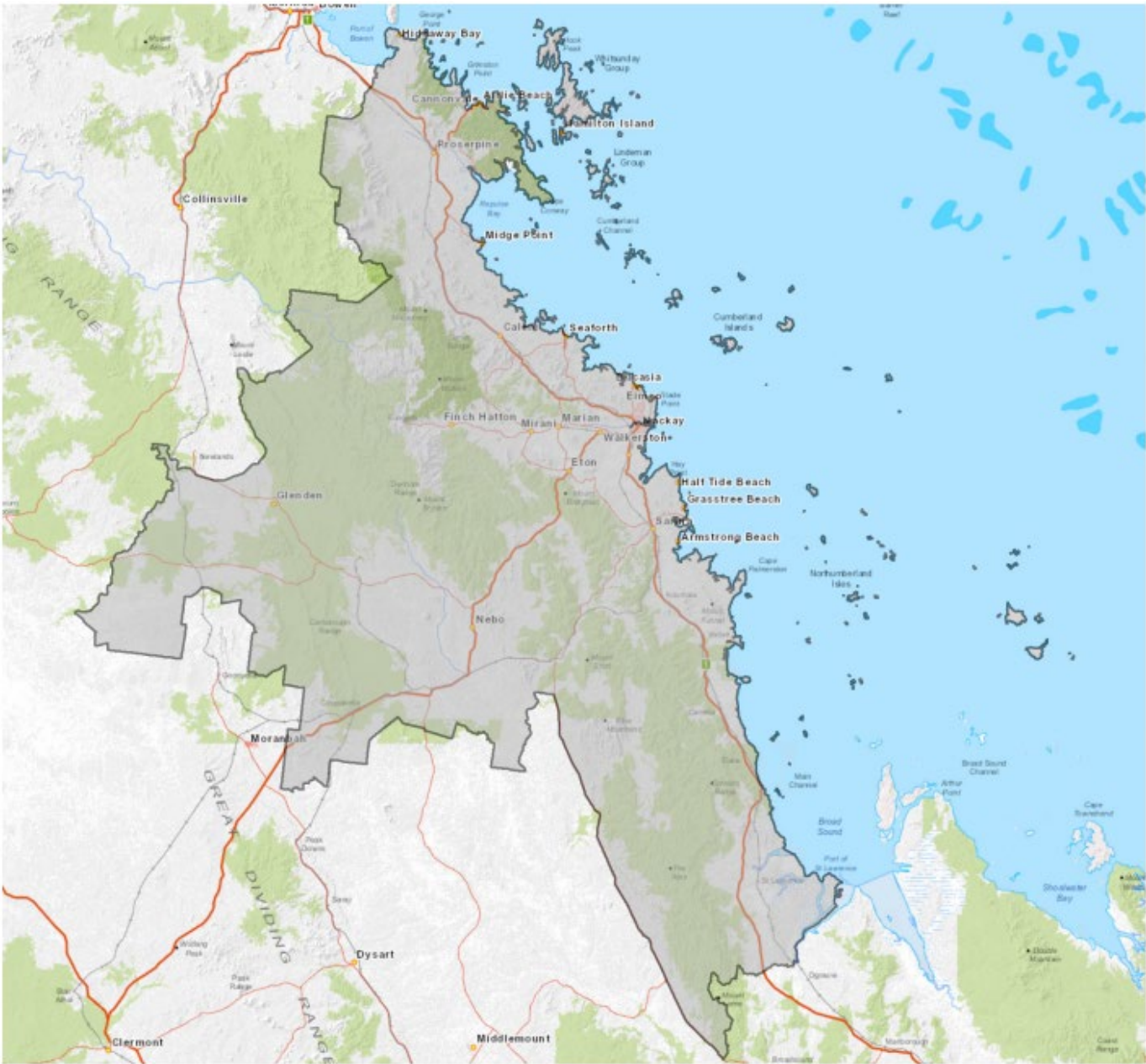
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT MACKAY & THE WHITSUNDAYS	286	276	10	183	170	13	241	231	10	265	234	31	69	47	22	235	222	13
TRIPLE M MACKAY & THE WHITSUNDAYS	286	300	-14	206	206	0	244	247	-3	206	212	-6	69	60	9	228	238	-10
4MK 1026AM	94	109	-15	84	81	3	93	83	10	67	62	5	16	20	-4	60	89	-29
STAR 101.9	290	326	-36	187	193	-6	242	264	-22	214	204	10	66	56	10	235	270	-35
ABC TROPICAL NORTH	191	180	11	110	96	14	98	93	5	108	76	32	56	33	23	150	151	-1
ABC RN (RADIO NATIONAL)	26	13	13	15	15	0	16	20	-4	18	13	5	8	8	0	15	21	-6
ABC NEWSRADIO	15	13	2	10	8	2	6	8	-2	9	4	5	5	1	4	15	7	8
triple j	147	140	7	134	91	43	150	126	24	131	138	-7	62	50	12	129	143	-14
ABC CLASSIC	9	13	-4	7	12	-5	8	7	1	5	7	-2	5	5	0	8	16	-8

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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.