## MACKAY (QLD)



## MACKAY - XTRA INSIGHTS - SURVEY 1: 2023

EMBARGOED UNTIL THURSDAY 18TH JULY 2023 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 | 20.6 | 18.5 | 2.1 | 40.6 | 38.0 | 2.6 | 23.6 | 23.8 | -0.2 | 29.8 | 24.5 | 5.3 | 20.7 | 15.9 | 4.8 | 8.4 | 7.7 | 0.7 | 2.6 | 2.8 | -0.2 |
| TRIPLE M MACKAY \& THE WHITSUNDAYS | 20.1 | 18.6 | 1.5 | 16.1 | 21.9 | -5.8 | 26.8 | 8.3 | 18.5 | 15.9 | 16.3 | -0.4 | 27.4 | 28.7 | -1.3 | 25.7 | 20.7 | 5.0 | 10.6 | 7.5 | 3.1 |
| 4MK 1026AM | 7.6 | 6.7 | 0.9 | 1.2 | 1.6 | -0.4 | 0.9 | 3.8 | -2.9 | 3.1 | 1.8 | 1.3 | 2.0 | 4.1 | -2.1 | 19.4 | 13.4 | 6.0 | 18.7 | 19.2 | -0.5 |
| STAR 101.9 | 16.9 | 19.6 | -2.7 | 27.7 | 27.3 | 0.4 | 20.0 | 24.6 | -4.6 | 23.5 | 26.5 | -3.0 | 14.8 | 18.8 | -4.0 | 10.9 | 11.5 | -0.6 | 6.2 | 6.8 | -0.6 |
| ABC TROPICAL NORTH | 11.4 | 11.6 | -0.2 | 4.3 | 3.4 | 0.9 | 2.8 | 2.0 | 0.8 | 5.3 | 3.7 | 1.6 | 6.8 | 9.4 | -2.6 | 13.4 | 20.1 | -6.7 | 33.9 | 34.5 | -0.6 |
| ABC RN (RADIO NATIONAL) | 1.8 | 1.6 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 1.2 | -0.2 | 3.0 | 0.8 | 2.2 | 0.7 | 2.1 | -1.4 | 4.7 | 5.8 | -1.1 |
| ABC NEWSRADIO | 1.2 | 0.8 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | -0.4 | 2.4 | 1.9 | 0.5 | 1.9 | 0.4 | 1.5 | 1.8 | 1.4 | 0.4 |
| triple j | 7.5 | 11.4 | -3.9 | 2.2 | 4.4 | -2.2 | 22.5 | 29.3 | -6.8 | 13.1 | 18.4 | -5.3 | 7.4 | 10.2 | -2.8 | 2.5 | 4.7 | -2.2 | 0.0 | 1.4 | -1.4 |
| ABC CLASSIC | 1.0 | 0.6 | 0.4 | 0.0 | 0.0 | 0.0 | 0.9 | 0.0 | 0.9 | 1.0 | 0.4 | 0.6 | 0.8 | 1.1 | -0.3 | 0.6 | 0.0 | 0.6 | 2.2 | 1.4 | 0.8 |

Please note: Last Mackay Survey conducted July 2022.
*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

## MACKAY－XTRA INSIGHTS－SURVEY 1： 2023

EMBARGOED UNTIL THURSDAY 18TH JULY 2023 AT IIAM AEST

## Session Listened to Most（\％）

|  | Breakfast <br> Mon－Fri 5．30am－9．00am |  |  | MorningMon－Fri $9.00 \mathrm{am}-12.00 \mathrm{pm}$ |  |  | Afternoon <br> Mon－Fri $12.00 \mathrm{pm}-4.00 \mathrm{pm}$ |  |  | Drive <br> Mon－Fri 4．00pm－7．00pm |  |  | Evening <br> Mon－Fri 7．00pm－12．00mn |  |  | Weekend <br> Sat－Sun 5．30am－12．00mn |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | This | Last | ＋／－ | This | Last | ＋／－ | This | Last | ＋／－ | This | Last | ＋／－ | This | Last | ＋／－ | This | Last | ＋／－ |
| HIT MACKAY \＆THE WHITSUNDAYS | 20.0 | 17.9 | 2.1 | 18.7 | 17.0 | 1.7 | 22.5 | 18.8 | 3.7 | 20.7 | 23.2 | －2．5 | 17.9 | 15.6 | 2.3 | 22.3 | 19.3 | 3.0 |
| TRIPLE M MACKAY \＆ THE WHITSUNDAYS | 19.7 | 19.5 | 0.2 | 20.7 | 19.1 | 1.6 | 19.8 | 18.8 | 1.0 | 18.9 | 18.7 | 0.2 | 12.7 | 17.1 | －4．4 | 17.0 | 18.2 | －1．2 |
| 4MK 1026AM | 7.6 | 6.3 | 1.3 | 9.0 | 8.1 | 0.9 | 8.2 | 9.0 | －0．8 | 7.3 | 6.2 | 1.1 | 6.7 | 4.5 | 2.2 | 7.6 | 5.2 | 2.4 |
| STAR 101.9 | 17.8 | 20.0 | －2．2 | 16.2 | 18.2 | －2．0 | 18.2 | 19.7 | －1．5 | 17.7 | 19.3 | －1．6 | 10.7 | 16.1 | －5．4 | 16.2 | 18.9 | －2．7 |
| ABC TROPICAL NORTH | 11.7 | 13.9 | －2．2 | 10.3 | 10.9 | －0．6 | 8.6 | 8.4 | 0.2 | 9.3 | 9.1 | 0.2 | 17.9 | 13.8 | 4.1 | 11.4 | 13.0 | －1．6 |
| ABC RN（RADIO NATIONAL） | 1.6 | 1.4 | 0.2 | 1.8 | 1.5 | 0.3 | 2.0 | 1.5 | 0.5 | 1.6 | 1.5 | 0.1 | 3.7 | 2.3 | 1.4 | 1.8 | 1.0 | 0.8 |
| ABC NEWSRADIO | 1.2 | 0.8 | 0.4 | 0.7 | 0.8 | －0．1 | 0.7 | 0.3 | 0.4 | 1.2 | 0.5 | 0.7 | 1.4 | 1.4 | 0.0 | 1.0 | 1.2 | －0．2 |
| triple j | 8.0 | 10.5 | －2．5 | 7.8 | 13.2 | $-5.4$ | 7.9 | 12.8 | －4．9 | 10.0 | 11.8 | －1．8 | 12.0 | 15.7 | －3．7 | 8.6 | 11.4 | －2．8 |
| ABC CLASSIC | 1.0 | 0.3 | 0.7 | 1.5 | 0.5 | 1.0 | 0.9 | 0.5 | 0.4 | 0.9 | 0.4 | 0.5 | 1.4 | 0.8 | 0.6 | 0.9 | 0.6 | 0.3 |

Please note：Last Mackay Survey conducted July 2022.
＊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，

## MACKAY－XTRA INSIGHTS－SURVEY 1： 2023

EMBARGOED UNTIL THURSDAY 18TH JULY 2023 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 | 439 | 434 | 5 | 90 | 92 | －2 | 52 | 51 | 1 | 154 | 150 | 4 | 102 | 107 | －5 | 28 | 24 | 4 | 13 | 11 | 2 |
| TRIPLE M MACKAY \＆ THE WHITSUNDAYS | 453 | 425 | 28 | 53 | 64 | －11 | 39 | 26 | 13 | 98 | 103 | －5 | 144 | 149 | －5 | 84 | 60 | 24 | 35 | 23 | 12 |
| 4MK 1026AM | 170 | 139 | 31 | 8 | 6 | 2 | 2 | 7 | －5 | 28 | 15 | 13 | 20 | 27 | －7 | 50 | 39 | 11 | 62 | 44 | 18 |
| STAR 101.9 | 411 | 411 | 0 | 76 | 65 | 11 | 44 | 50 | －6 | 118 | 135 | －17 | 103 | 104 | －1 | 44 | 37 | 7 | 27 | 21 | 6 |
| ABC TROPICAL NORTH | 259 | 254 | 5 | 15 | 12 | 3 | 6 | 4 | 2 | 41 | 37 | 4 | 44 | 54 | －10 | 50 | 61 | －11 | 103 | 86 | 17 |
| ABC RN（RADIO NATIONAL） | 48 | 46 | 2 | 0 | 0 | 0 | 1 | 5 | －4 | 6 | 7 | －1 | 17 | 5 | 12 | 5 | 9 | －4 | 19 | 20 | －1 |
| ABC NEWSRADIO | 32 | 26 | 6 | 0 | 0 | 0 | 2 | 3 | －1 | 4 | 3 | 1 | 9 | 10 | －1 | 5 | 4 | 1 | 12 | 7 | 5 |
| triple j | 205 | 247 | －42 | 10 | 23 | －13 | 39 | 51 | －12 | 88 | 91 | －3 | 50 | 52 | －2 | 11 | 24 | －13 | 7 | 5 | 2 |
| ABC CLASSIC | 24 | 20 | 4 | 0 | 2 | －2 | 1 | 0 | 1 | 5 | 3 | 2 | 4 | 5 | －1 | 1 | 1 | 0 | 13 | 9 | 4 |

[^0]＊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

## MACKAY - XTRA INSIGHTS - SURVEY 1: 2023

EMBARGOED UNTIL THURSDAY 18TH JULY 2023 AT IIAM AEST
Cumulative Audience (00's) by Session, P10+ [Potential: 1379]

|  | Breakfast <br> Mon-Fri 5.30am-9.00am |  |  | MorningMon-Fri $9.00 \mathrm{am}-12.00 \mathrm{pm}$ |  |  | Afternoon <br> Mon-Fri 12.00pm-4.00pm |  |  | DriveMon-Fri 4.00pm-7.00pm |  |  | Evening <br> Mon-Fri 7.00pm-12.00mn |  |  | Weekend <br> Sat-Sun 5.30am-12.00mn |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| HIT MACKAY \& THE WHITSUNDAYS | 300 | 286 | 14 | 200 | 183 | 17 | 253 | 241 | 12 | 230 | 265 | -35 | 60 | 69 | -9 | 273 | 235 | 38 |
| TRIPLE M MACKAY \& THE WHITSUNDAYS | 329 | 286 | 43 | 229 | 206 | 23 | 239 | 244 | -5 | 223 | 206 | 17 | 49 | 69 | -20 | 225 | 228 | -3 |
| 4MK 1026AM | 114 | 94 | 20 | 97 | 84 | 13 | 94 | 93 | 1 | 82 | 67 | 15 | 23 | 16 | 7 | 102 | 60 | 42 |
| STAR 101.9 | 278 | 290 | -12 | 184 | 187 | -3 | 226 | 242 | -16 | 194 | 214 | -20 | 40 | 66 | -26 | 233 | 235 | -2 |
| ABC TROPICAL NORTH | 177 | 191 | -14 | 117 | 110 | 7 | 99 | 98 | 1 | 100 | 108 | -8 | 62 | 56 | 6 | 153 | 150 | 3 |
| ABC RN (RADIO NATIONAL) | 30 | 26 | 4 | 18 | 15 | 3 | 19 | 16 | 3 | 20 | 18 | 2 | 12 | 8 | 4 | 23 | 15 | 8 |
| ABC NEWSRADIO | 21 | 15 | 6 | 10 | 10 | 0 | 14 | 6 | 8 | 15 | 9 | 6 | 8 | 5 | 3 | 17 | 15 | 2 |
| triple j | 129 | 147 | -18 | 102 | 134 | -32 | 109 | 150 | -41 | 117 | 131 | -14 | 47 | 62 | -15 | 120 | 129 | -9 |
| ABC CLASSIC | 13 | 9 | 4 | 14 | 7 | 7 | 11 | 8 | 3 | 9 | 5 | 4 | 6 | 5 | 1 | 13 | 8 | 5 |

Please note: Last Mackay Survey conducted July 2022.
*A minimum sample of $n=50$ is required within a sub cell to be able to produce a result.

## Cumulative Audience ( $00^{\circ}$ 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

MACKAY - XTRA INSIGHTS - SURVEY 1: 2023

$\times$ Tra) $)$ ) insights
EMBARGOED UNTLL THURSDAY 18ruJULY 2023 AT IIAM AEST


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


[^0]:    lease note：Last Mackay Survey conducted July 2022

