

# MACKAY (QLD)

SURVEY #1 2024





# MACKAY - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL THURSDAY 11TH JULY 2024 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	15.1	20.6	-5.5	20.2	40.6	-20.4	18.5	23.6	-5.1	25.4	29.8	-4.4	15.9	20.7	-4.8	5.6	8.4	-2.8	2.8	2.6	0.2
TRIPLE M MACKAY & THE WHITSUNDAYS	20.3	20.1	0.2	28.2	16.1	12.1	15.1	26.8	-11.7	13.2	15.9	-2.7	31.8	27.4	4.4	23.8	25.7	-1.9	8.5	10.6	-2.1
4MK 1026AM	7.9	7.6	0.3	3.7	1.2	2.5	1.9	0.9	1.0	3.0	3.1	-0.1	4.8	2.0	2.8	14.1	19.4	-5.3	19.6	18.7	0.9
STAR 101.9	21.9	16.9	5.0	38.8	27.7	11.1	26.8	20.0	6.8	31.9	23.5	8.4	18.5	14.8	3.7	13.3	10.9	2.4	5.5	6.2	-0.7
ABC TROPICAL NORTH	10.3	11.4	-1.1	0.0	4.3	-4.3	0.9	2.8	-1.9	4.3	5.3	-1.0	5.1	6.8	-1.7	17.3	13.4	3.9	31.9	33.9	-2.0
ABC RN (RADIO NATIONAL)	2.7	1.8	0.9	2.7	0.0	2.7	0.0	0.0	0.0	0.3	1.0	-0.7	4.3	3.0	1.3	2.8	0.7	2.1	5.2	4.7	0.5
ABC NEWSRADIO	1.4	1.2	0.2	0.0	0.0	0.0	7.6	0.0	7.6	0.6	0.0	0.6	0.8	2.4	-1.6	1.1	1.9	-0.8	1.5	1.8	-0.3
triple j	8.6	7.5	1.1	5.4	2.2	3.2	22.6	22.5	0.1	15.0	13.1	1.9	7.6	7.4	0.2	3.1	2.5	0.6	1.0	0.0	1.0
ABC CLASSIC	0.3	1.0	-0.7	0.0	0.0	0.0	0.0	0.9	-0.9	0.0	1.0	-1.0	0.7	0.8	-0.1	0.0	0.6	-0.6	1.0	2.2	-1.2

### 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: 3rd June 2024 - 29th June 2024

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# MACKAY - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL THURSDAY 11TH JULY 2024 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	17.3	20.0	-2.7	14.6	18.7	-4.1	18.3	22.5	-4.2	15.8	20.7	-4.9	18.1	17.9	0.2	16.2	22.3	-6.1
TRIPLE M MACKAY & THE WHITSUNDAYS	19.9	19.7	0.2	22.4	20.7	1.7	22.2	19.8	2.4	21.6	18.9	2.7	16.0	12.7	3.3	19.9	17.0	2.9
4MK 1026AM	7.5	7.6	-0.1	7.9	9.0	-1.1	7.7	8.2	-0.5	5.4	7.3	-1.9	6.1	6.7	-0.6	7.1	7.6	-0.5
STAR 101.9	21.4	17.8	3.6	20.5	16.2	4.3	20.5	18.2	2.3	22.1	17.7	4.4	20.1	10.7	9.4	19.5	16.2	3.3
ABC TROPICAL NORTH	11.7	11.7	0.0	10.2	10.3	-0.1	8.5	8.6	-0.1	8.1	9.3	-1.2	10.2	17.9	-7.7	10.6	11.4	-0.8
ABC RN (RADIO NATIONAL)	2.3	1.6	0.7	1.5	1.8	-0.3	1.5	2.0	-0.5	2.5	1.6	0.9	2.4	3.7	-1.3	2.3	1.8	0.5
ABC NEWSRADIO	1.3	1.2	0.1	2.2	0.7	1.5	0.9	0.7	0.2	1.0	1.2	-0.2	1.4	1.4	0.0	1.2	1.0	0.2
triple j	8.0	8.0	0.0	7.1	7.8	-0.7	7.7	7.9	-0.2	10.4	10.0	0.4	10.4	12.0	-1.6	8.8	8.6	0.2
ABC CLASSIC	0.3	1.0	-0.7	0.8	1.5	-0.7	0.8	0.9	-0.1	1.9	0.9	1.0	2.2	1.4	0.8	1.3	0.9	0.4

### 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	490	439	51	74	90	-16	72	52	20	183	154	29	109	102	7	32	28	4	19	13	6
TRIPLE M MACKAY & THE WHITSUNDAYS	553	453	100	85	53	32	49	39	10	142	98	44	155	144	11	87	84	3	35	35	0
4MK 1026AM	217	170	47	14	8	6	15	2	13	42	28	14	36	20	16	42	50	-8	68	62	6
STAR 101.9	571	411	160	100	76	24	78	44	34	189	118	71	117	103	14	56	44	12	31	27	4
ABC TROPICAL NORTH	266	259	7	12	15	-3	6	6	0	30	41	-11	43	44	-1	58	50	8	116	103	13
ABC RN (RADIO NATIONAL)	68	48	20	5	0	5	2	1	1	5	6	-1	19	17	2	13	5	8	24	19	5
ABC NEWSRADIO	58	32	26	2	0	2	12	2	10	11	4	7	12	9	3	8	5	3	14	12	2
triple j	256	205	51	29	10	19	45	39	6	104	88	16	58	50	8	16	11	5	4	7	-3
ABC CLASSIC	53	24	29	7	0	7	13	1	12	10	5	5	8	4	4	1	1	0	14	13	1

### 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: 1446]

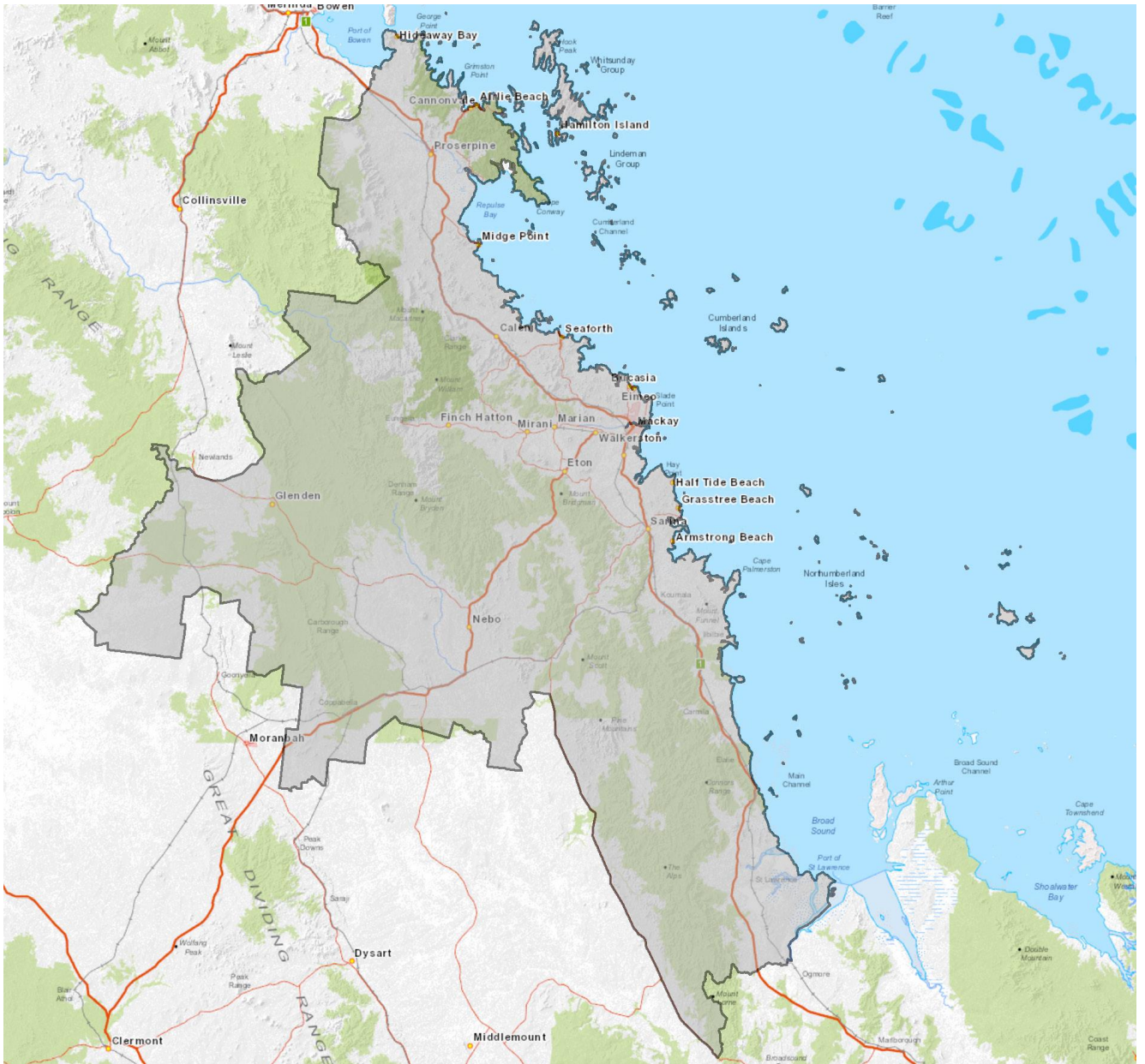
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT MACKAY & THE WHITSUNDAYS	342	300	42	245	200	45	298	253	45	243	230	13	118	60	58	270	273	-3
TRIPLE M MACKAY & THE WHITSUNDAYS	354	329	25	286	229	57	313	239	74	285	223	62	102	49	53	323	225	98
4MK 1026AM	127	114	13	107	97	10	112	94	18	79	82	-3	45	23	22	115	102	13
STAR 101.9	396	278	118	308	184	124	328	226	102	290	194	96	142	40	102	326	233	93
ABC TROPICAL NORTH	192	177	15	138	117	21	115	99	16	92	100	-8	52	62	-10	155	153	2
ABC RN (RADIO NATIONAL)	40	30	10	24	18	6	22	19	3	28	20	8	16	12	4	35	23	12
ABC NEWSRADIO	30	21	9	34	10	24	18	14	4	16	15	1	11	8	3	20	17	3
triple j	153	129	24	105	102	3	124	109	15	131	117	14	64	47	17	141	120	21
ABC CLASSIC	22	13	9	20	14	6	11	11	0	23	9	14	16	6	10	19	13	6

### 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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