

MACKAY (QLD)

SURVEY #1 2025



xtra insights

MACKAY - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL TUESDAY 1ST JULY 2025 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	14.8	15.1	-0.3	32.4	20.2	12.2	13.6	18.5	-4.9	19.5	25.4	-5.9	16.9	15.9	1.0	6.6	5.6	1.0	0.7	2.8	-2.1
TRIPLE M MACKAY & THE WHITSUNDAYS	20.6	20.3	0.3	38.4	28.2	10.2	22.0	15.1	6.9	14.7	13.2	1.5	23.6	31.8	-8.2	15.6	23.8	-8.2	15.6	8.5	7.1
4MK 1026AM	4.7	7.9	-3.2	0.0	3.7	-3.7	1.4	1.9	-0.5	1.6	3.0	-1.4	1.6	4.8	-3.2	8.2	14.1	-5.9	15.1	19.6	-4.5
STAR 101.9	27.1	21.9	5.2	14.1	38.8	-24.7	34.5	26.8	7.7	40.4	31.9	8.5	22.5	18.5	4.0	43.7	13.3	30.4	5.3	5.5	-0.2
ABC TROPICAL NORTH	13.2	10.3	2.9	4.6	0.0	4.6	8.1	0.9	7.2	11.3	4.3	7.0	7.8	5.1	2.7	11.3	17.3	-6.0	33.4	31.9	1.5
ABC RADIO NATIONAL	1.9	2.7	-0.8	0.0	2.7	-2.7	0.0	0.0	0.0	0.5	0.3	0.2	1.1	4.3	-3.2	0.8	2.8	-2.0	8.2	5.2	3.0
ABC NEWSRADIO	1.6	1.4	0.2	0.0	0.0	0.0	0.0	7.6	-7.6	0.0	0.6	-0.6	3.9	0.8	3.1	3.3	1.1	2.2	1.5	1.5	0.0
triple j	6.2	8.6	-2.4	9.4	5.4	4.0	15.3	22.6	-7.3	7.9	15.0	-7.1	7.1	7.6	-0.5	0.8	3.1	-2.3	0.0	1.0	-1.0
ABC CLASSIC	1.9	0.3	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2	0.7	6.5	0.0	0.0	0.0	1.5	1.0	0.5

*Sample size is less than n=75 for marked demographic in at least one daypart - read with caution.
Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations.
This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

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	16.1	17.3	-1.2	12.2	14.6	-2.4	15.5	18.3	-2.8	15.4	15.8	-0.4	14.8	18.1	-3.3	11.2	16.2	-5.0
TRIPLE M MACKAY & THE WHITSUNDAYS	21.4	19.9	1.5	14.8	22.4	-7.6	17.1	22.2	-5.1	21.4	21.6	-0.2	20.0	16.0	4.0	19.9	19.9	0.0
4MK 1026AM	4.8	7.5	-2.7	5.1	7.9	-2.8	3.7	7.7	-4.0	4.3	5.4	-1.1	4.5	6.1	-1.6	6.1	7.1	-1.0
STAR 101.9	24.2	21.4	2.8	37.2	20.5	16.7	39.5	20.5	19.0	27.3	22.1	5.2	21.0	20.1	0.9	24.3	19.5	4.8
ABC TROPICAL NORTH	15.3	11.7	3.6	9.2	10.2	-1.0	6.8	8.5	-1.7	12.1	8.1	4.0	7.2	10.2	-3.0	15.6	10.6	5.0
ABC RADIO NATIONAL	2.1	2.3	-0.2	2.3	1.5	0.8	1.6	1.5	0.1	1.6	2.5	-0.9	2.7	2.4	0.3	2.5	2.3	0.2
ABC NEWSRADIO	1.3	1.3	0.0	2.5	2.2	0.3	1.6	0.9	0.7	1.6	1.0	0.6	2.3	1.4	0.9	1.7	1.2	0.5
triple j	5.4	8.0	-2.6	5.5	7.1	-1.6	3.9	7.7	-3.8	6.8	10.4	-3.6	13.4	10.4	3.0	6.9	8.8	-1.9
ABC CLASSIC	2.5	0.3	2.2	3.9	0.8	3.1	3.9	0.8	3.1	3.2	1.9	1.3	5.9	2.2	3.7	3.2	1.3	1.9

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	408	490	-82	94	74	20	29	72	-43	130	183	-53	115	109	6	29	32	-3	11	19	-8
TRIPLE M MACKAY & THE WHITSUNDAYS	483	553	-70	81	85	-4	49	49	0	104	142	-38	141	155	-14	54	87	-33	54	35	19
4MK 1026AM	136	217	-81	0	14	-14	7	15	-8	20	42	-22	22	36	-14	27	42	-15	60	68	-8
STAR 101.9	578	571	7	55	100	-45	58	78	-20	193	189	4	123	117	6	101	56	45	47	31	16
ABC TROPICAL NORTH	262	266	-4	8	12	-4	16	6	10	47	30	17	48	43	5	41	58	-17	102	116	-14
ABC RADIO NATIONAL	84	68	16	0	5	-5	3	2	1	9	5	4	26	19	7	16	13	3	30	24	6
ABC NEWSRADIO	86	58	28	0	2	-2	5	12	-7	5	11	-6	55	12	43	9	8	1	11	14	-3
triple j	161	256	-95	20	29	-9	33	45	-12	51	104	-53	49	58	-9	4	16	-12	4	4	0
ABC CLASSIC	75	53	22	0	7	-7	7	13	-6	13	10	3	42	8	34	2	1	1	11	14	-3

*Sample size is less than n=75 for marked demographic in at least one daypart - read with caution.

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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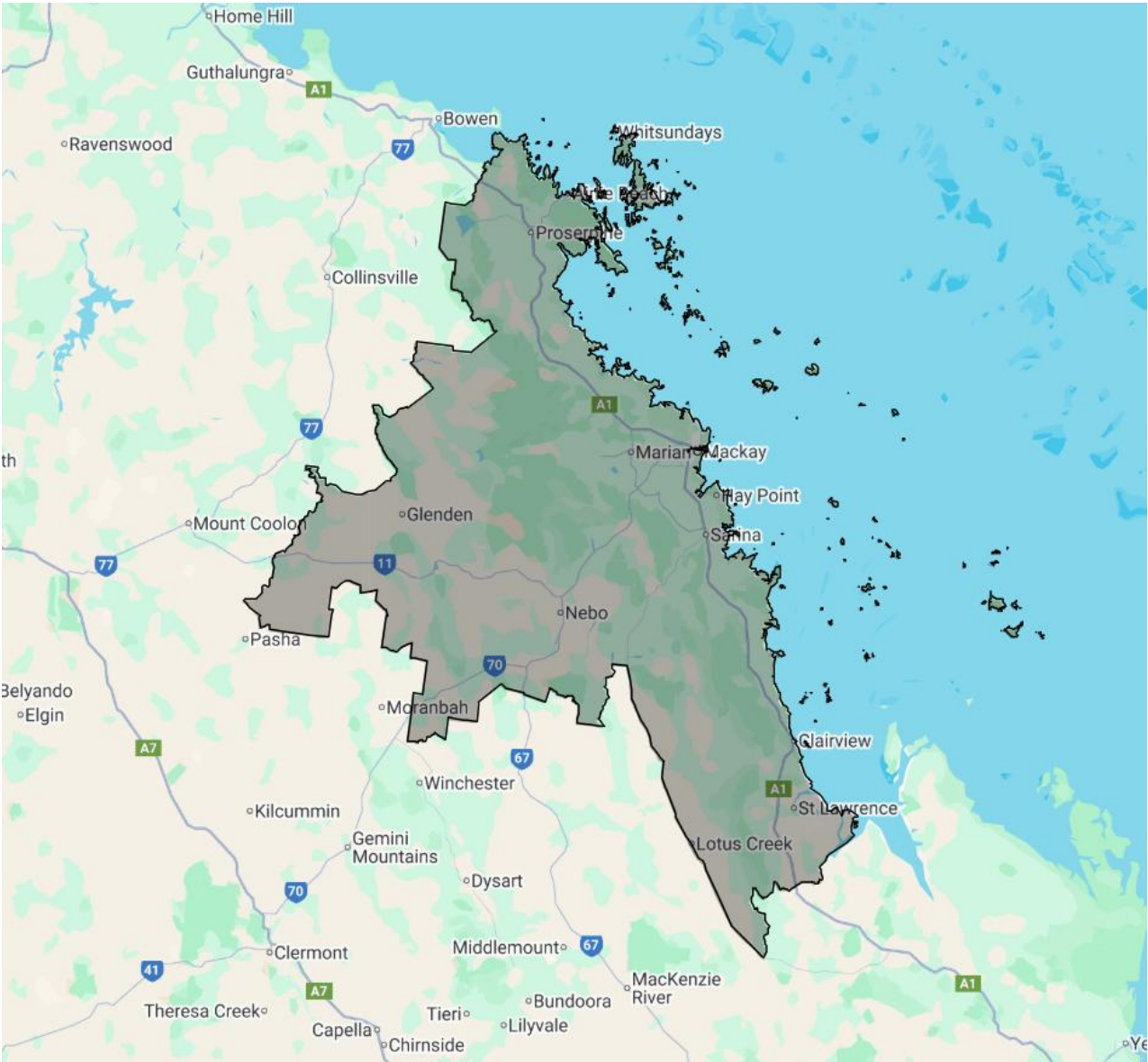
EMBARGOED UNTIL TUESDAY 1ST JULY 2025 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 1461]

	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	301	342	-41	158	245	-87	225	298	-73	253	243	10	86	118	-32	235	270	-35
TRIPLE M MACKAY & THE WHITSUNDAYS	346	354	-8	175	286	-111	239	313	-74	291	285	6	114	102	12	291	323	-32
4MK 1026AM	96	127	-31	61	107	-46	48	112	-64	57	79	-22	28	45	-17	94	115	-21
STAR 101.9	386	396	-10	341	308	33	422	328	94	355	290	65	116	142	-26	366	326	40
ABC TROPICAL NORTH	220	192	28	97	138	-41	84	115	-31	145	92	53	35	52	-17	209	155	54
ABC RADIO NATIONAL	48	40	8	27	24	3	29	22	7	33	28	5	16	16	0	55	35	20
ABC NEWSRADIO	61	30	31	57	34	23	55	18	37	59	16	43	44	11	33	61	20	41
triple j	106	153	-47	57	105	-48	62	124	-62	102	131	-29	62	64	-2	97	141	-44
ABC CLASSIC	42	22	20	48	20	28	44	11	33	53	23	30	42	16	26	46	19	27

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.



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