

MACKAY (QLD)

SURVEY #1 2026



xtra insights

MACKAY - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL THURSDAY 9TH JULY 2026 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	19.3	14.8	4.5	16.5	32.4	-15.9	25.8	13.6	12.2	31.8	19.5	12.3	19.4	16.9	2.5	11.3	6.6	4.7	7.6	0.7	6.9
TRIPLE M MACKAY & THE WHITSUNDAYS	23.6	20.6	3.0	27.7	38.4	-10.7	29.7	22.0	7.7	22.4	14.7	7.7	31.9	23.6	8.3	19.3	15.6	3.7	11.6	15.6	-4.0
4MK 1026AM	10.0	4.7	5.3	12.3	0.0	12.3	5.2	1.4	3.8	4.3	1.6	2.7	7.1	1.6	5.5	11.3	8.2	3.1	21.5	15.1	6.4
STAR 101.9	14.5	27.1	-12.6	21.3	14.1	7.2	14.7	34.5	-19.8	14.0	40.4	-26.4	14.2	22.5	-8.3	16.0	43.7	-27.7	9.3	5.3	4.0
ABC TROPICAL NORTH	7.9	13.2	-5.3	2.5	4.6	-2.1	3.2	8.1	-4.9	1.3	11.3	-10.0	6.7	7.8	-1.1	12.7	11.3	1.4	20.9	33.4	-12.5
ABC RADIO NATIONAL	3.6	1.9	1.7	3.3	0.0	3.3	3.4	0.0	3.4	1.3	0.5	0.8	3.5	1.1	2.4	6.0	0.8	5.2	5.2	8.2	-3.0
ABC NEWSRADIO	1.6	1.6	0.0	0.8	0.0	0.8	1.0	0.0	1.0	0.8	0.0	0.8	2.7	3.9	-1.2	1.3	3.3	-2.0	2.3	1.5	0.8
triple j	5.2	6.2	-1.0	4.9	9.4	-4.5	10.5	15.3	-4.8	8.1	7.9	0.2	4.0	7.1	-3.1	4.0	0.8	3.2	1.2	0.0	1.2
ABC CLASSIC	0.5	1.9	-1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.4	7.2	-6.8	0.7	0.0	0.7	1.2	1.5	-0.3

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	18.9	16.1	2.8	19.2	12.2	7.0	19.9	15.5	4.4	18.6	15.4	3.2	20.2	14.8	5.4	18.9	11.2	7.7
TRIPLE M MACKAY & THE WHITSUNDAYS	23.5	21.4	2.1	22.6	14.8	7.8	24.8	17.1	7.7	26.4	21.4	5.0	23.2	20.0	3.2	23.5	19.9	3.6
4MK 1026AM	10.1	4.8	5.3	11.1	5.1	6.0	9.7	3.7	6.0	8.2	4.3	3.9	9.5	4.5	5.0	10.2	6.1	4.1
STAR 101.9	14.7	24.2	-9.5	14.3	37.2	-22.9	15.6	39.5	-23.9	16.9	27.3	-10.4	16.2	21.0	-4.8	13.5	24.3	-10.8
ABC TROPICAL NORTH	8.1	15.3	-7.2	7.4	9.2	-1.8	5.9	6.8	-0.9	5.2	12.1	-6.9	7.2	7.2	0.0	7.9	15.6	-7.7
ABC RADIO NATIONAL	3.7	2.1	1.6	3.8	2.3	1.5	3.4	1.6	1.8	2.3	1.6	0.7	2.4	2.7	-0.3	3.8	2.5	1.3
ABC NEWSRADIO	1.7	1.3	0.4	1.6	2.5	-0.9	0.8	1.6	-0.8	1.4	1.6	-0.2	1.0	2.3	-1.3	1.4	1.7	-0.3
triple j	4.9	5.4	-0.5	4.3	5.5	-1.2	4.4	3.9	0.5	7.5	6.8	0.7	7.7	13.4	-5.7	5.0	6.9	-1.9
ABC CLASSIC	0.4	2.5	-2.1	0.2	3.9	-3.7	0.4	3.9	-3.5	1.4	3.2	-1.8	1.5	5.9	-4.4	0.7	3.2	-2.5

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 , P10+ [Potential: 1506]

	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	499	408	91	59	94	-35	64	29	35	170	130	40	125	115	10	51	29	22	30	11	19
TRIPLE M MACKAY & THE WHITSUNDAYS	569	483	86	65	81	-16	68	49	19	131	104	27	166	141	25	80	54	26	60	54	6
4MK 1026AM	231	136	95	33	0	33	20	7	13	23	20	3	43	22	21	41	27	14	72	60	12
STAR 101.9	419	578	-159	53	55	-2	52	58	-6	105	193	-88	103	123	-20	56	101	-45	51	47	4
ABC TROPICAL NORTH	184	262	-78	9	8	1	9	16	-7	15	47	-32	38	48	-10	41	41	0	72	102	-30
ABC RADIO NATIONAL	95	84	11	8	0	8	8	3	5	11	9	2	23	26	-3	23	16	7	24	30	-6
ABC NEWSRADIO	61	86	-25	3	0	3	7	5	2	17	5	12	9	55	-46	9	9	0	16	11	5
triple j	188	161	27	18	20	-2	32	33	-1	71	51	20	33	49	-16	17	4	13	16	4	12
ABC CLASSIC	43	75	-32	0	0	0	11	7	4	11	13	-2	6	42	-36	6	2	4	9	11	-2

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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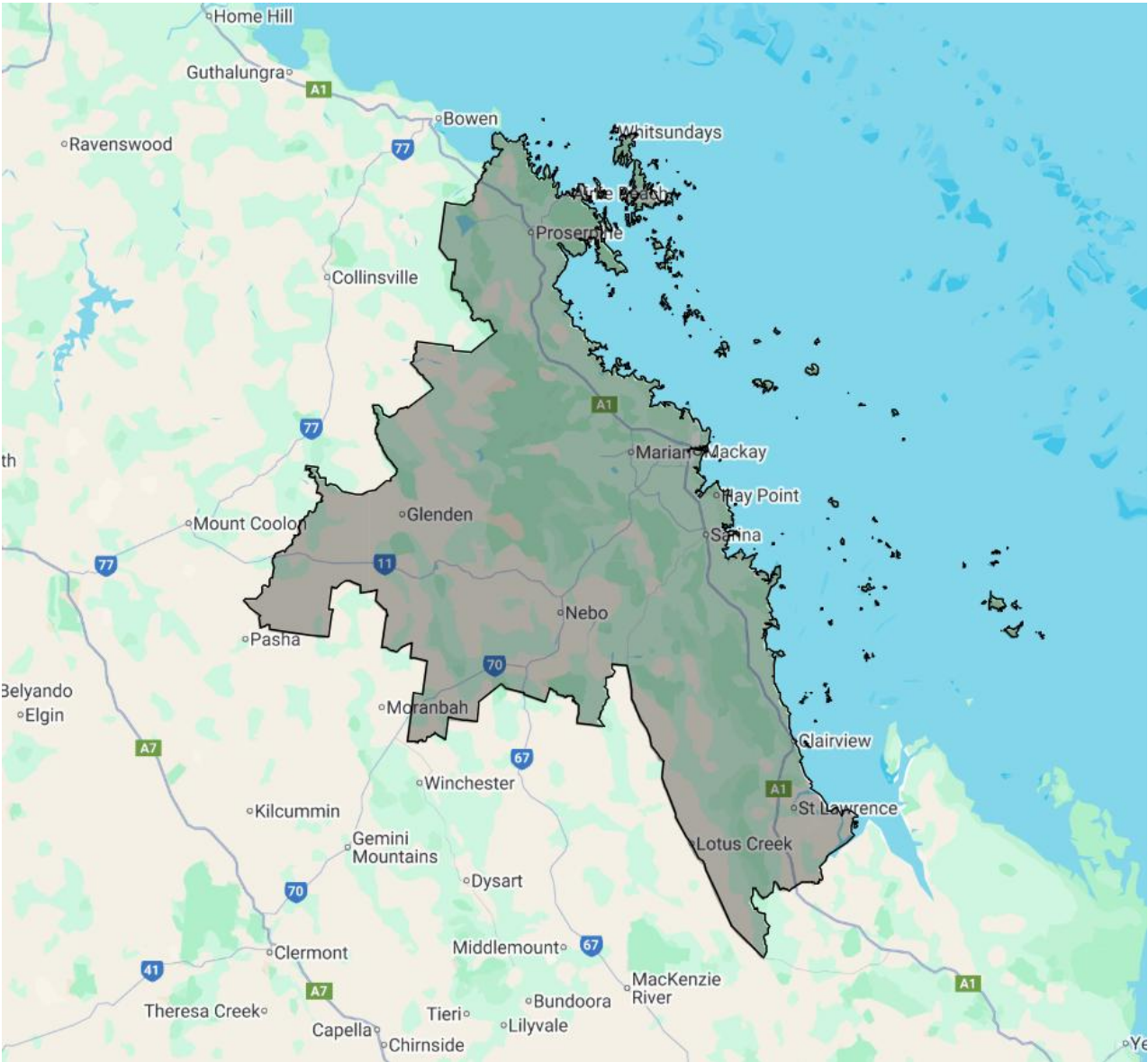
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Cumulative Audience (00's) by Session

	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	381	301	80	278	158	120	332	225	107	278	253	25	100	86	14	312	235	77
TRIPLE M MACKAY & THE WHITSUNDAYS	407	346	61	311	175	136	391	239	152	306	291	15	104	114	-10	355	291	64
4MK 1026AM	168	96	72	137	61	76	148	48	100	113	57	56	61	28	33	165	94	71
STAR 101.9	311	386	-75	221	341	-120	275	422	-147	230	355	-125	94	116	-22	230	366	-136
ABC TROPICAL NORTH	139	220	-81	93	97	-4	98	84	14	74	145	-71	38	35	3	122	209	-87
ABC RADIO NATIONAL	74	48	26	59	27	32	56	29	27	39	33	6	20	16	4	63	55	8
ABC NEWSRADIO	38	61	-23	33	57	-24	25	55	-30	27	59	-32	9	44	-35	33	61	-28
triple j	112	106	6	83	57	26	92	62	30	117	102	15	43	62	-19	111	97	14
ABC CLASSIC	12	42	-30	12	48	-36	15	44	-29	28	53	-25	15	42	-27	23	46	-23

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.