

# MACKAY (QLD)

SURVEY #1 2022



# MACKAY - XTRA INSIGHTS - SURVEY 1: 2022



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

Survey Period: 6<sup>th</sup> June 2022 – 25 June 2022

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# MACKAY - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL THURSDAY 7<sup>TH</sup> JULY 2022 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	<b>17.9</b>	16.4	1.5	<b>17.0</b>	15.0	2.0	<b>18.8</b>	16.8	2.0	<b>23.2</b>	21.0	2.2	<b>15.6</b>	13.7	1.9	<b>19.3</b>	16.9	2.4
TRIPLE M MACKAY & THE WHITSUNDAYS	<b>19.5</b>	20.4	-0.9	<b>19.1</b>	21.2	-2.1	<b>18.8</b>	20.2	-1.4	<b>18.7</b>	22.0	-3.3	<b>17.1</b>	18.5	-1.4	<b>18.2</b>	17.1	1.1
4MK 1026AM	<b>6.3</b>	6.8	-0.5	<b>8.1</b>	8.8	-0.7	<b>9.0</b>	7.3	1.7	<b>6.2</b>	5.8	0.4	<b>4.5</b>	5.6	-1.1	<b>5.2</b>	7.3	-2.1
STAR 101.9	<b>20.0</b>	21.3	-1.3	<b>18.2</b>	18.1	0.1	<b>19.7</b>	21.7	-2.0	<b>19.3</b>	16.9	2.4	<b>16.1</b>	15.0	1.1	<b>18.9</b>	19.6	-0.7
ABC TROPICAL NORTH	<b>13.9</b>	12.7	1.2	<b>10.9</b>	9.2	1.7	<b>8.4</b>	8.0	0.4	<b>9.1</b>	7.6	1.5	<b>13.8</b>	10.2	3.6	<b>13.0</b>	11.8	1.2
ABC RN (RADIO NATIONAL)	<b>1.4</b>	0.8	0.6	<b>1.5</b>	1.8	-0.3	<b>1.5</b>	1.8	-0.3	<b>1.5</b>	1.1	0.4	<b>2.3</b>	2.0	0.3	<b>1.0</b>	1.2	-0.2
ABC NEWSRADIO	<b>0.8</b>	0.8	0.0	<b>0.8</b>	0.3	0.5	<b>0.3</b>	0.1	0.2	<b>0.5</b>	0.2	0.3	<b>1.4</b>	0.5	0.9	<b>1.2</b>	0.3	0.9
triple j	<b>10.5</b>	8.6	1.9	<b>13.2</b>	9.5	3.7	<b>12.8</b>	11.2	1.6	<b>11.8</b>	13.2	-1.4	<b>15.7</b>	17.1	-1.4	<b>11.4</b>	10.8	0.6
ABC CLASSIC	<b>0.3</b>	0.8	-0.5	<b>0.5</b>	1.0	-0.5	<b>0.5</b>	0.6	-0.1	<b>0.4</b>	0.7	-0.3	<b>0.8</b>	2.0	-1.2	<b>0.6</b>	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.

Survey Period: 6<sup>th</sup> June 2022 – 25 June 2022

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# MACKAY - XTRA INSIGHTS - SURVEY 1: 2022



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



EMBARGOED UNTIL THURSDAY 7<sup>TH</sup> JULY 2022 AT 11AM AEST

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

*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.

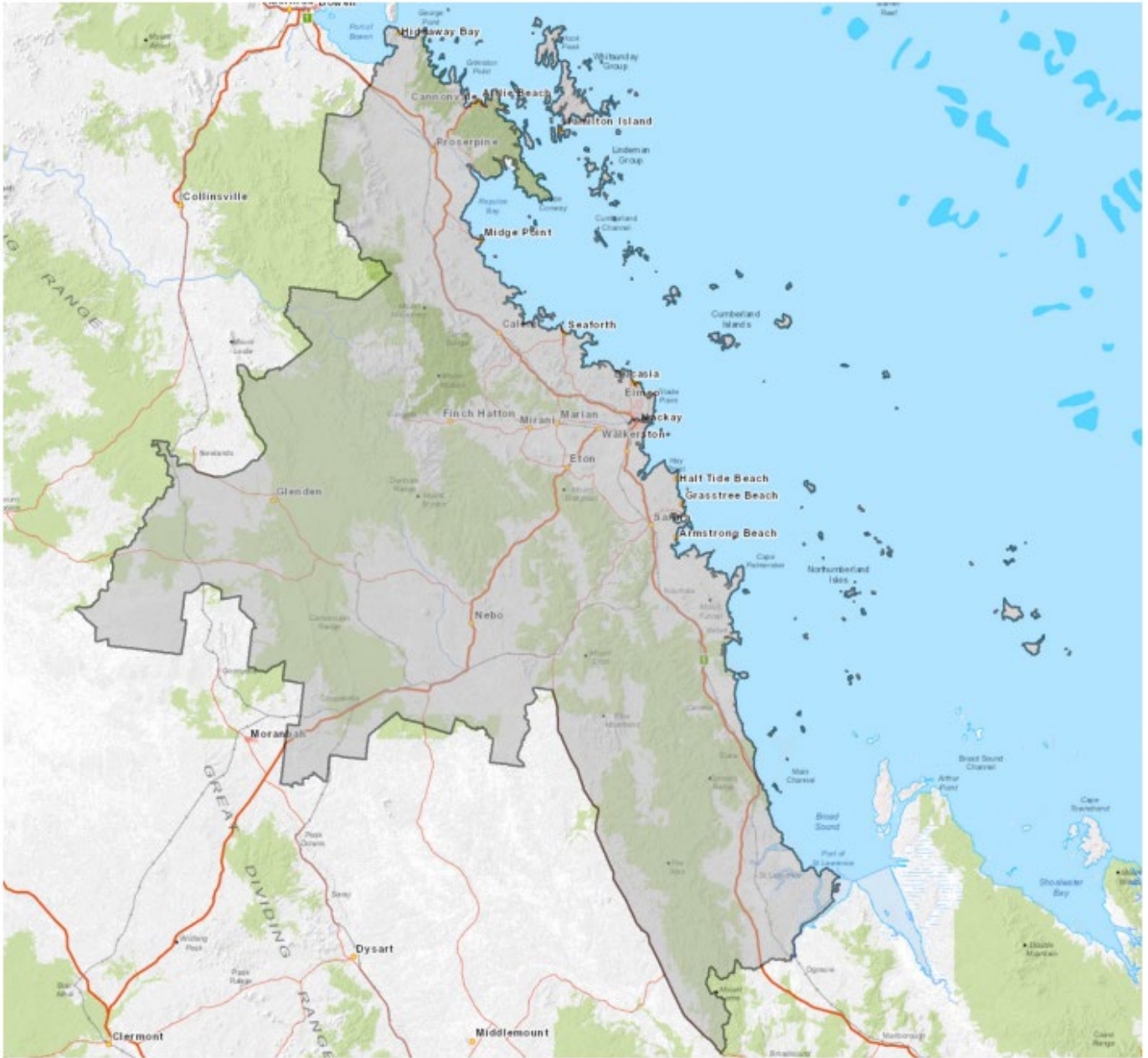
## Cumulative Audience (00's)

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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**EMBARGOED UNTIL THURSDAY 7TH JULY 2022 AT 11AM AEST**



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