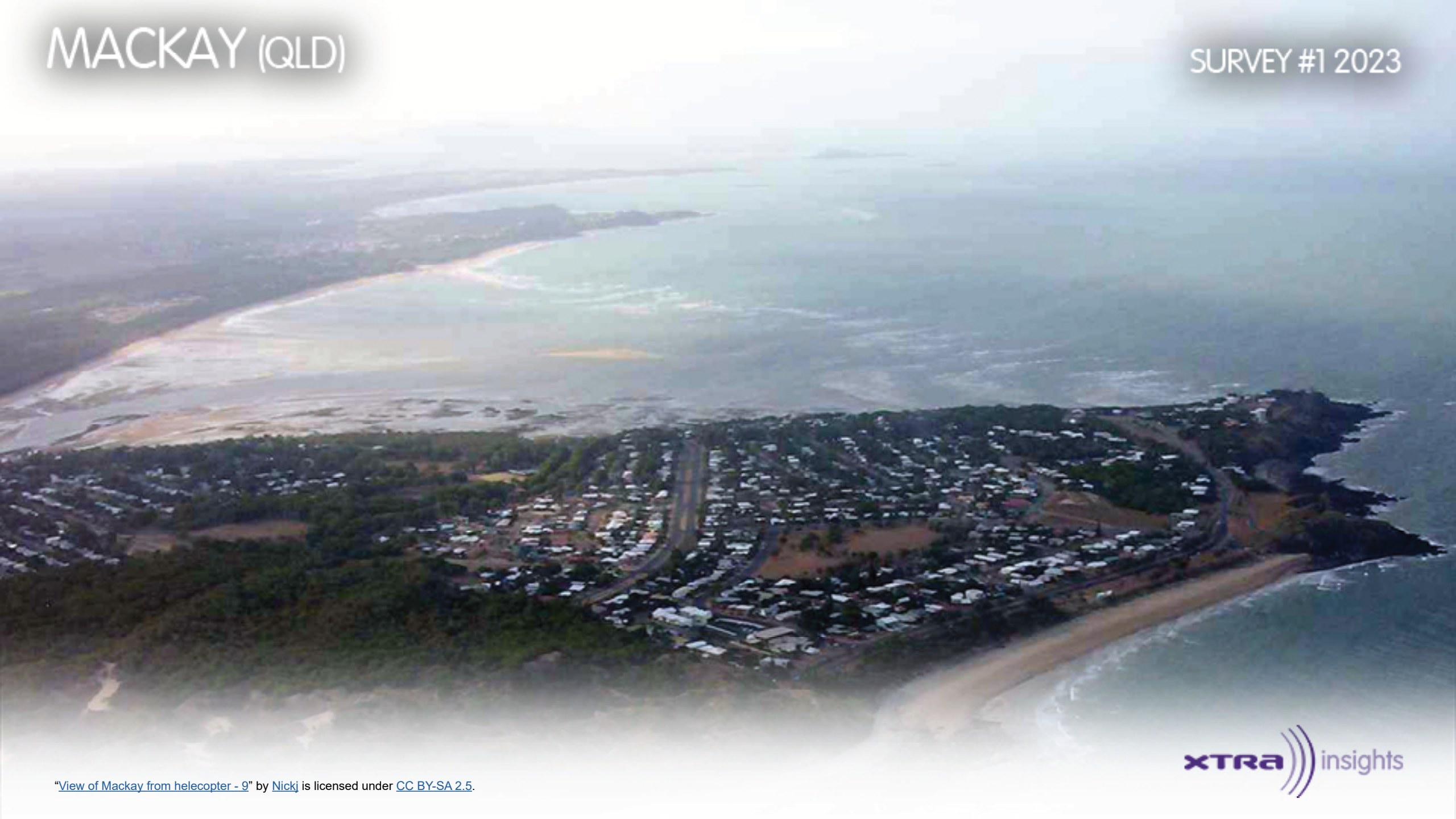


MACKAY (QLD)

SURVEY #1 2023



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xTRA)) insights

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.

Survey Period: 19th June 2023 – 8th July 2023

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MACKAY - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL THURSDAY 18TH JULY 2023 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	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, 5.30am-9.00am Monday to Friday.

Survey Period: 19th June 2023 – 8th July 2023

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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

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'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.

Survey Period: 19th June 2023 – 8th July 2023

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MACKAY - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL THURSDAY 18TH JULY 2023 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 1379]

	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	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's)

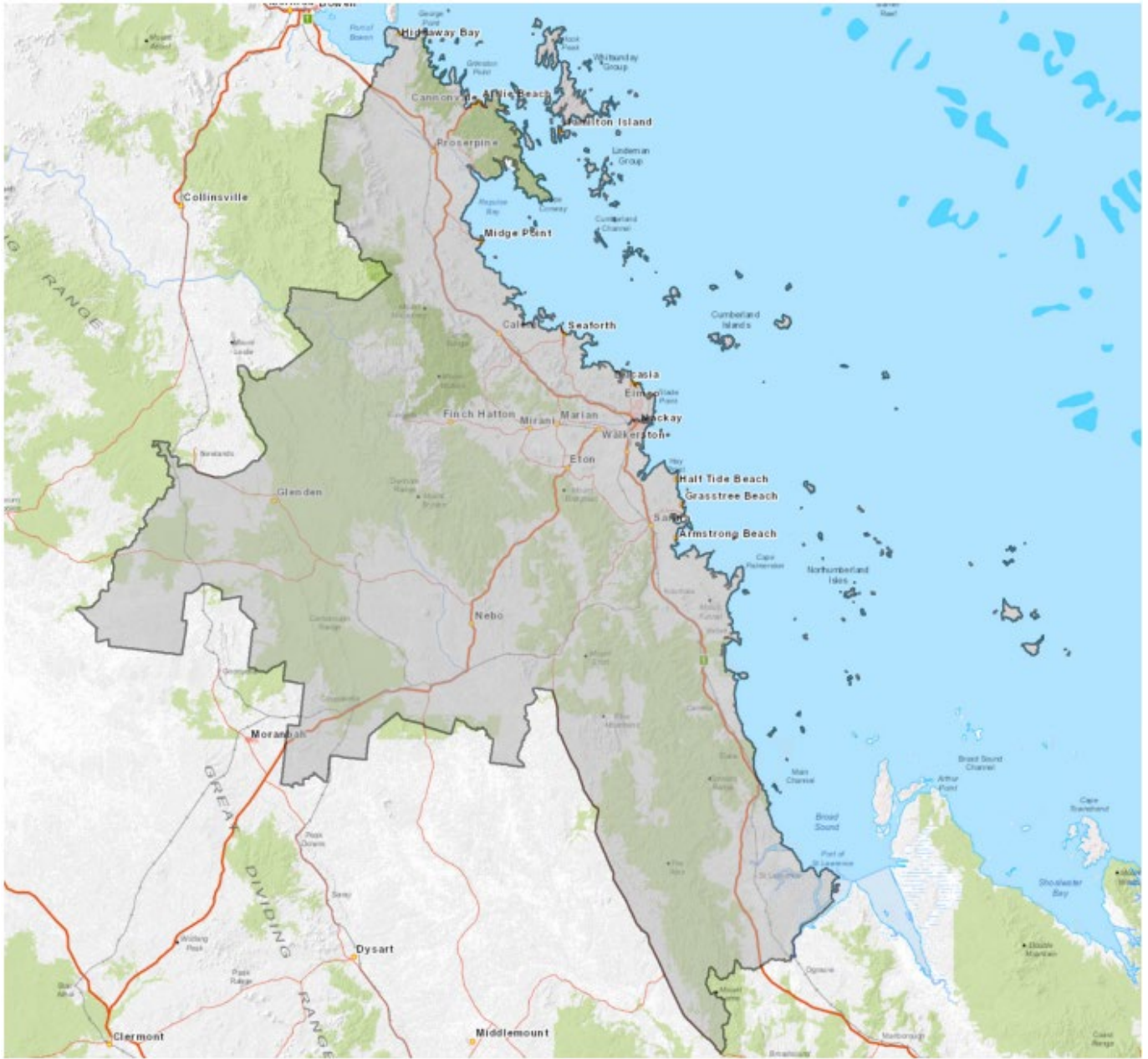
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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EMBARGOED UNTIL THURSDAY 18TH JULY 2023 AT 11AM AEST



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