

# MACKAY - XTRA RESEARCH - SURVEY 1: 2016



**EMBARGOED UNTIL THURSDAY 2ND JUNE AT 10AM AEST**

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
SEA FM	18.9	21.4	15.9	21.8	25.3	14.4	6.5
STAR FM	12.0	9.8	7.2	13.5	20.4	10.3	1.4
HOT FM	26.2	53.3	52.0	36.1	18.5	7.5	0.0
4MK	5.9	0.8	1.0	1.2	4.4	11.0	19.5
ABC LOCAL RADIO	17.7	4.9	1.0	5.6	17.7	31.5	48.4
ABC RADIO NATIONAL	1.8	0.0	0.0	0.0	2.0	6.2	2.8
ABC NEWS RADIO	0.2	0.0	1.0	0.0	0.0	0.0	0.7
TRIPLE J	8.0	8.9	17.6	13.9	4.8	2.7	0.7
ABC CLASSIC FM	0.3	0.0	0.0	0.0	0.0	0.0	2.2

## 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.

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## Session Listened to Most (%)

	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
SEA FM	18.8	17.6	19.5	20.1	11.2	17.8
STAR FM	11.6	12.2	13.8	13.4	9.6	12.5
HOT FM	27.9	20.4	27.3	30.5	15.7	27.4
4MK	4.8	7.8	6.3	4.6	7.1	5.8
ABC LOCAL RADIO	18.4	18.7	14.4	12.1	28.4	16.3
ABC RADIO NATIONAL	1.8	2.3	1.3	0.8	4.5	2.1
ABC NEWS RADIO	0.2	0.0	0.0	0.5	0.0	0.3
TRIPLE J	8.0	7.3	8.0	10.6	10.7	7.6
ABC CLASSIC FM	0.2	1.0	0.6	0.2	1.6	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+
SEA FM	432	55	40	139	139	43	17
STAR FM	309	25	18	102	118	35	11
HOT FM	525	106	94	192	105	28	0
4MK	127	1	3	7	28	36	52
ABC LOCAL RADIO	327	14	3	34	86	82	109
ABC RADIO NATIONAL	55	0	0	3	20	17	15
ABC NEWS RADIO	11	0	1	1	3	3	3
TRIPLE J	169	19	29	80	31	7	3
ABC CLASSIC FM	17	0	0	0	0	11	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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Cumulative Audience (00's) by Session, P10+ [Potential: 1404]

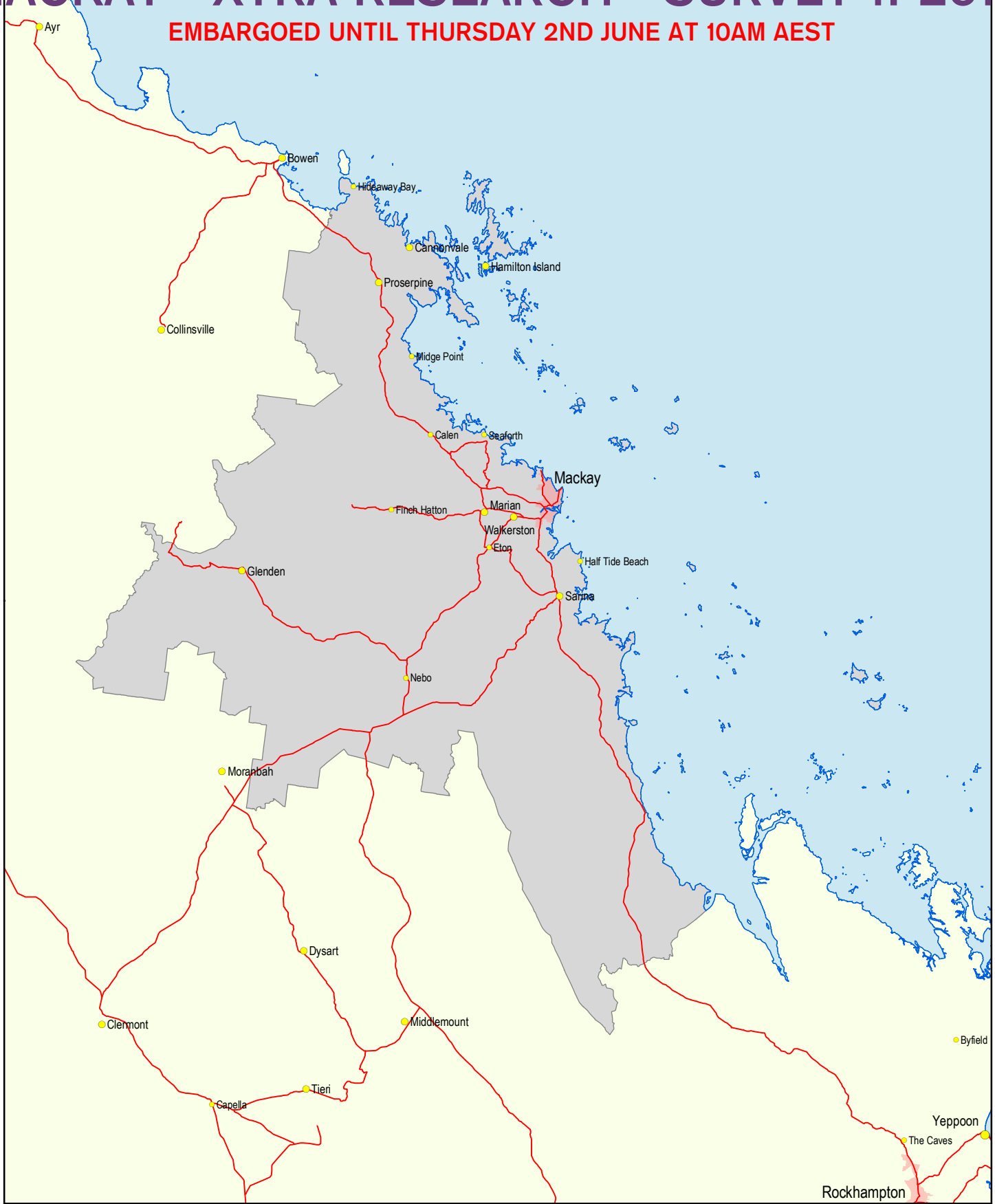
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
SEA FM	332	187	240	265	46	290
STAR FM	217	137	178	184	39	221
HOT FM	424	189	303	339	62	382
4MK	80	75	70	46	21	88
ABC LOCAL RADIO	258	164	148	129	85	218
ABC RADIO NATIONAL	36	25	20	17	18	35
ABC NEWS RADIO	6	0	0	7	0	7
TRIPLE J	122	76	95	125	34	115
ABC CLASSIC FM	6	11	10	6	4	8

## Cumulative Audience (00's)




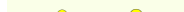

The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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## Legend

-  Coastline; State Borders
-  Licence Area
-  Principal Roads; Cities (Medium & Large)
-  Secondary Roads; Towns, Cities (Small)
-  Minor Roads; Localities

## MACKAY RA1

Area ID: 528  
Determined: 17 June 2004 (2001 Census)

