

HOBART - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 11TH OCTOBER 2016 AT 10AM AEDT

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 100.9	18.2	13.5	4.7	42.1	36.6	5.5	45.7	31.7	14.0	28.7	21.0	7.7	10.5	6.8	3.7	2.7	-	-	0.8	-	-
HEART 107.3	13.9	11.9	2.0	9.0	9.0	0.0	11.9	6.7	5.2	15.0	14.6	0.4	21.3	18.0	3.3	17.6	-	-	5.7	-	-
7HO FM	16.3	15.4	0.9	19.5	14.2	5.3	5.1	10.8	-5.7	17.7	20.2	-2.5	22.5	20.1	2.4	18.7	-	-	10.2	-	-
936 ABC HOBART	20.8	24.1	-3.3	4.5	4.5	0.0	3.4	3.3	0.1	6.7	8.7	-2.0	15.7	22.7	-7.0	32.4	-	-	49.6	-	-
ABC RADIO NATIONAL	3.7	6.8	-3.1	0.0	3.7	-3.7	0.9	0.8	0.1	1.2	4.0	-2.8	3.0	7.9	-4.9	6.6	-	-	8.5	-	-
ABC NEWS RADIO	1.5	1.5	0.0	0.0	0.0	0.0	1.7	0.8	0.9	1.2	0.4	0.8	1.9	2.5	-0.6	1.6	-	-	2.0	-	-
TRIPLE J	12.1	13.9	-1.8	17.3	21.6	-4.3	22.1	40.8	-18.7	24.0	21.7	2.3	10.1	10.8	-0.7	3.8	-	-	0.4	-	-
ABC CLASSIC FM	3.7	4.1	-0.4	0.8	0.8	0.0	1.7	2.5	-0.8	1.2	3.2	-2.0	4.1	3.2	0.9	4.9	-	-	7.3	-	-

Please note: Last Hobart Survey conducted Oct/ Nov 2014. HIT 100.9 on air from 4 Feb 2015. Previously known as SEA FM.

*Additional age cells are now reported on that were not reported for Survey 1 2014. This accounts for the apparent gaps in the data reported here.

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: 12th September 2016 - 1st October 2016

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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 100.9	19.0	12.1	6.9	13.3	10.3	3.0	18.7	14.4	4.3	21.4	14.7	6.7	8.8	8.6	0.2	17.2	13.4	3.8
HEART 107.3	13.0	13.4	-0.4	15.7	13.7	2.0	15.3	12.5	2.8	14.6	11.6	3.0	6.7	8.1	-1.4	12.6	10.8	1.8
7HO FM	15.1	13.9	1.2	15.7	14.7	1.0	18.0	16.2	1.8	15.6	14.5	1.1	7.2	7.8	-0.6	16.1	14.3	1.8
936 ABC HOBART	22.6	25.5	-2.9	23.9	27.6	-3.7	18.2	19.3	-1.1	14.3	18.6	-4.3	37.6	40.3	-2.7	23.4	25.2	-1.8
ABC RADIO NATIONAL	4.4	8.6	-4.2	4.0	5.6	-1.6	3.5	5.4	-1.9	3.6	7.2	-3.6	9.3	8.9	0.4	4.2	7.0	-2.8
ABC NEWS RADIO	1.7	2.6	-0.9	1.3	0.6	0.7	1.1	0.7	0.4	1.0	1.3	-0.3	3.1	3.9	-0.8	1.5	1.8	-0.3
TRIPLE J	12.8	12.6	0.2	10.8	11.3	-0.5	10.3	15.2	-4.9	15.2	19.1	-3.9	11.9	14.0	-2.1	12.4	13.7	-1.3
ABC CLASSIC FM	3.2	3.7	-0.5	5.2	4.5	0.7	4.7	4.6	0.1	4.3	4.7	-0.4	5.2	1.5	3.7	3.9	4.2	-0.3

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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 100.9	575.0	524.0	51.0	118.0	131.0	-13.0	128.0	106.0	22.0	198.0	167.0	31.0	92.0	102.0	-10.0	25.0	-	-	13.0	-	-
HEART 107.3	488.0	494.0	-6.0	44.0	47.0	-3.0	46.0	45.0	1.0	120.0	125.0	-5.0	145.0	163.0	-18.0	86.0	-	-	48.0	-	-
7HO FM	565.0	602.0	-37.0	69.0	74.0	-5.0	40.0	55.0	-15.0	122.0	178.0	-56.0	168.0	165.0	3.0	99.0	-	-	67.0	-	-
936 ABC HOBART	650.0	782.0	-132.0	23.0	21.0	2.0	11.0	17.0	-6.0	48.0	95.0	-47.0	137.0	184.0	-47.0	151.0	-	-	280.0	-	-
ABC RADIO NATIONAL	160.0	278.0	-118.0	2.0	15.0	-13.0	2.0	8.0	-6.0	17.0	27.0	-10.0	34.0	78.0	-44.0	38.0	-	-	67.0	-	-
ABC NEWS RADIO	78.0	112.0	-34.0	2.0	0.0	2.0	4.0	6.0	-2.0	10.0	9.0	1.0	23.0	36.0	-13.0	15.0	-	-	25.0	-	-
TRIPLE J	412.0	469.0	-57.0	50.0	70.0	-20.0	67.0	117.0	-50.0	176.0	163.0	13.0	86.0	91.0	-5.0	29.0	-	-	6.0	-	-
ABC CLASSIC FM	141.0	176.0	-35.0	6.0	8.0	-2.0	6.0	8.0	-2.0	11.0	30.0	-19.0	34.0	32.0	2.0	27.0	-	-	57.0	-	-

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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: 2289]

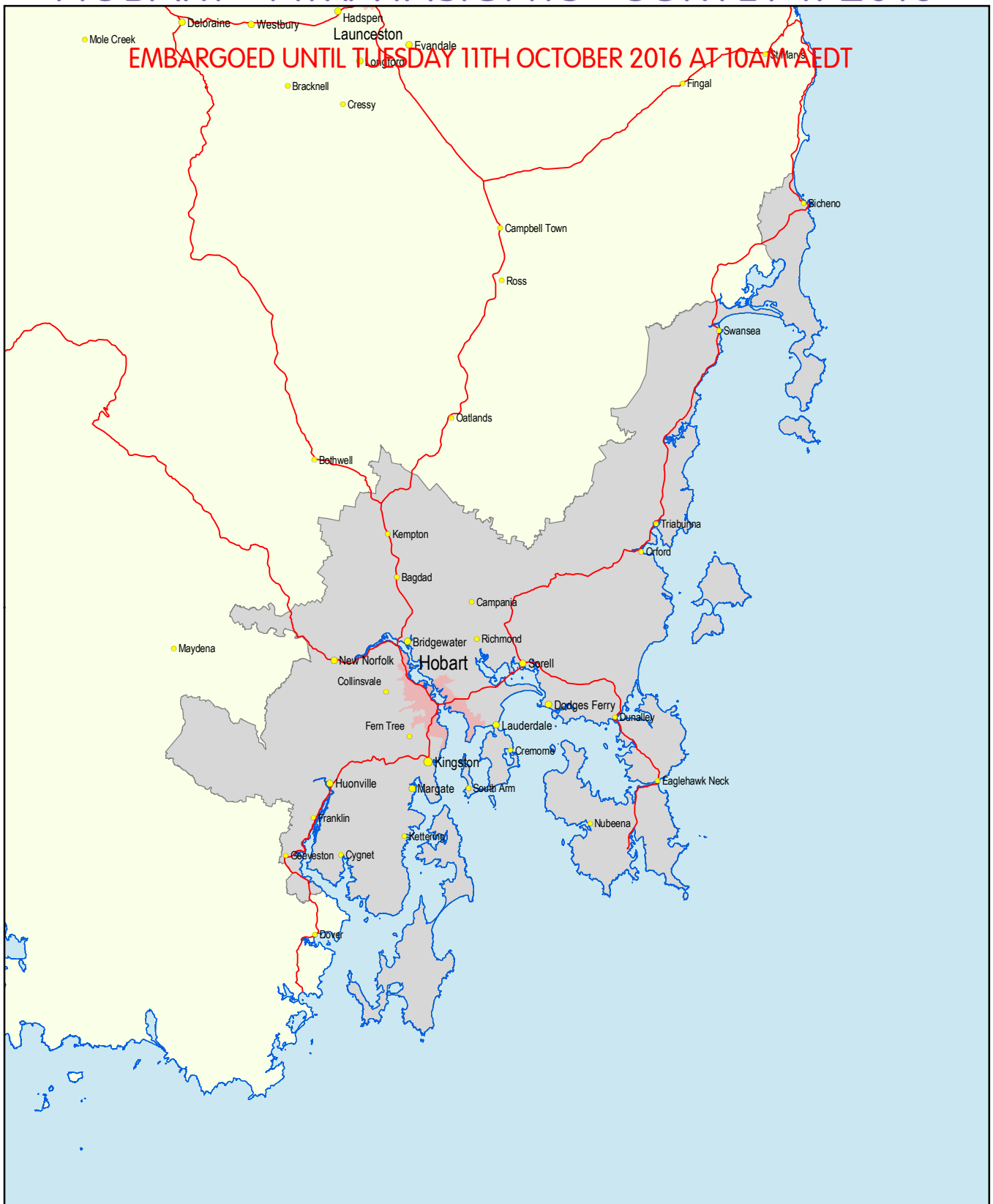
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
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	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT 100.9	456.0	319.0	137.0	223.0	171.0	52.0	325.0	290.0	35.0	435.0	254.0	181.0	44.0	59.0	-15.0	403.0	376.0	27.0
HEART 107.3	351.0	337.0	14.0	252.0	237.0	15.0	294.0	259.0	35.0	340.0	210.0	130.0	42.0	61.0	-19.0	341.0	314.0	27.0
7HO FM	437.0	377.0	60.0	280.0	273.0	7.0	349.0	328.0	21.0	355.0	284.0	71.0	40.0	65.0	-25.0	397.0	392.0	5.0
936 ABC HOBART	518.0	556.0	-38.0	349.0	407.0	-58.0	307.0	335.0	-28.0	294.0	280.0	14.0	147.0	218.0	-71.0	497.0	585.0	-88.0
ABC RADIO NATIONAL	116.0	199.0	-83.0	65.0	104.0	-39.0	71.0	98.0	-27.0	95.0	123.0	-28.0	40.0	59.0	-19.0	107.0	204.0	-97.0
ABC NEWS RADIO	40.0	63.0	-23.0	29.0	21.0	8.0	31.0	25.0	6.0	31.0	23.0	8.0	13.0	26.0	-13.0	50.0	76.0	-26.0
TRIPLE J	328.0	294.0	34.0	193.0	177.0	16.0	206.0	245.0	-39.0	326.0	290.0	36.0	53.0	82.0	-29.0	296.0	317.0	-21.0
ABC CLASSIC FM	90.0	91.0	-1.0	86.0	66.0	20.0	90.0	74.0	16.0	93.0	80.0	13.0	25.0	19.0	6.0	116.0	117.0	-1.0

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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

HOBART RA1

Area ID: 520

Determined: 5 October 2011 (2006 Census)

