

HOBART (TAS)

SURVEY #1 2017



HOBART - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 17TH OCTOBER 2017 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 | +/- |
| HIT100.9 HOBART | 16.7 | 18.2 | -1.5 | 33.1 | 42.1 | -9.0 | 44.1 | 45.7 | -1.6 | 24.4 | 28.7 | -4.3 | 14.9 | 10.5 | 4.4 | 1.6 | 2.7 | -1.1 | 0.0 | 0.8 | -0.8 |
| TRIPLE M HOBART 107.3 | 16.9 | 13.9 | 3.0 | 12.0 | 9.0 | 3.0 | 12.7 | 11.9 | 0.8 | 17.3 | 15.0 | 2.3 | 25.7 | 21.3 | 4.4 | 21.4 | 17.6 | 3.8 | 8.7 | 5.7 | 3.0 |
| 7HO FM | 17.7 | 16.3 | 1.4 | 22.6 | 19.5 | 3.1 | 11.9 | 5.1 | 6.8 | 16.5 | 17.7 | -1.2 | 19.9 | 22.5 | -2.6 | 24.2 | 18.7 | 5.5 | 11.9 | 10.2 | 1.7 |
| ABC RADIO HOBART | 18.0 | 20.8 | -2.8 | 3.8 | 4.5 | -0.7 | 5.1 | 3.4 | 1.7 | 5.1 | 6.7 | -1.6 | 17.3 | 15.7 | 1.6 | 23.1 | 32.4 | -9.3 | 41.7 | 49.6 | -7.9 |
| ABC RN (RADIO NATIONAL) | 5.2 | 3.7 | 1.5 | 0.8 | 0.0 | 0.8 | 0.8 | 0.9 | -0.1 | 2.4 | 1.2 | 1.2 | 4.2 | 3.0 | 1.2 | 8.8 | 6.6 | 2.2 | 11.1 | 8.5 | 2.6 |
| ABC NEWS | 1.1 | 1.5 | -0.4 | 1.5 | 0.0 | 1.5 | 0.0 | 1.7 | -1.7 | 0.0 | 1.2 | -1.2 | 1.2 | 1.9 | -0.7 | 2.7 | 1.6 | 1.1 | 1.2 | 2.0 | -0.8 |
| TRIPLE J | 12.3 | 12.1 | 0.2 | 12.8 | 17.3 | -4.5 | 22.9 | 22.1 | 0.8 | 28.0 | 24.0 | 4.0 | 10.0 | 10.1 | -0.1 | 2.7 | 3.8 | -1.1 | 0.4 | 0.4 | 0.0 |
| ABC CLASSIC FM | 3.7 | 3.7 | 0.0 | 2.3 | 0.8 | 1.5 | 0.0 | 1.7 | -1.7 | 0.8 | 1.2 | -0.4 | 2.3 | 4.1 | -1.8 | 4.4 | 4.9 | -0.5 | 9.9 | 7.3 | 2.6 |

Please note: Last Hobart Survey conducted September 2016. TRIPLE M HOBART 107.3 on air from 15 Dec 2016. Previously known as HEART 107.3. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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: 18th September 2017 - 7th October 2017

HOBART - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 17TH OCTOBER 2017 AT 10AM AEDT

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 | +/- |
| HIT100.9 HOBART | 17.4 | 19.0 | -1.6 | 11.3 | 13.3 | -2.0 | 16.6 | 18.7 | -2.1 | 19.3 | 21.4 | -2.1 | 10.7 | 8.8 | 1.9 | 15.8 | 17.2 | -1.4 |
| TRIPLE M HOBART 107.3 | 16.4 | 13.0 | 3.4 | 20.0 | 15.7 | 4.3 | 18.9 | 15.3 | 3.6 | 17.2 | 14.6 | 2.6 | 9.6 | 6.7 | 2.9 | 15.3 | 12.6 | 2.7 |
| 7HO FM | 17.0 | 15.1 | 1.9 | 19.3 | 15.7 | 3.6 | 19.8 | 18.0 | 1.8 | 17.7 | 15.6 | 2.1 | 11.3 | 7.2 | 4.1 | 16.2 | 16.1 | 0.1 |
| ABC RADIO HOBART | 18.4 | 22.6 | -4.2 | 19.7 | 23.9 | -4.2 | 16.0 | 18.2 | -2.2 | 13.4 | 14.3 | -0.9 | 29.4 | 37.6 | -8.2 | 20.6 | 23.4 | -2.8 |
| ABC RN (RADIO NATIONAL) | 5.6 | 4.4 | 1.2 | 4.9 | 4.0 | 0.9 | 4.0 | 3.5 | 0.5 | 4.7 | 3.6 | 1.1 | 11.9 | 9.3 | 2.6 | 6.4 | 4.2 | 2.2 |
| ABC NEWS | 1.5 | 1.7 | -0.2 | 0.7 | 1.3 | -0.6 | 0.6 | 1.1 | -0.5 | 0.6 | 1.0 | -0.4 | 2.3 | 3.1 | -0.8 | 1.0 | 1.5 | -0.5 |
| TRIPLE J | 12.7 | 12.8 | -0.1 | 10.6 | 10.8 | -0.2 | 11.1 | 10.3 | 0.8 | 15.4 | 15.2 | 0.2 | 13.0 | 11.9 | 1.1 | 12.6 | 12.4 | 0.2 |
| ABC CLASSIC FM | 2.8 | 3.2 | -0.4 | 4.4 | 5.2 | -0.8 | 3.6 | 4.7 | -1.1 | 3.6 | 4.3 | -0.7 | 4.5 | 5.2 | -0.7 | 3.9 | 3.9 | 0.0 |

Please note: Last Hobart Survey conducted September 2016. TRIPLE M HOBART 107.3 on air from 15 Dec 2016. Previously known as HEART 107.3. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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.

HOBART - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 17TH OCTOBER 2017 AT 10AM AEDT

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 | +/- |
| HIT100.9 HOBART | 538 | 575 | -37 | 106 | 118 | -12 | 121 | 128 | -7 | 185 | 198 | -13 | 111 | 92 | 19 | 13 | 25 | -12 | 2 | 13 | -11 |
| TRIPLE M HOBART 107.3 | 586 | 488 | 98 | 56 | 44 | 12 | 44 | 46 | -2 | 139 | 120 | 19 | 181 | 145 | 36 | 112 | 86 | 26 | 56 | 48 | 8 |
| 7HO FM | 594 | 565 | 29 | 75 | 69 | 6 | 52 | 40 | 12 | 133 | 122 | 11 | 152 | 168 | -16 | 106 | 99 | 7 | 77 | 67 | 10 |
| ABC RADIO HOBART | 567 | 650 | -83 | 17 | 23 | -6 | 19 | 11 | 8 | 37 | 48 | -11 | 127 | 137 | -10 | 115 | 151 | -36 | 252 | 280 | -28 |
| ABC RN (RADIO NATIONAL) | 215 | 160 | 55 | 8 | 2 | 6 | 2 | 2 | 0 | 17 | 17 | 0 | 38 | 34 | 4 | 48 | 38 | 10 | 102 | 67 | 35 |
| ABC NEWS | 69 | 78 | -9 | 8 | 2 | 6 | 0 | 4 | -4 | 2 | 10 | -8 | 10 | 23 | -13 | 21 | 15 | 6 | 29 | 25 | 4 |
| TRIPLE J | 414 | 412 | 2 | 48 | 50 | -2 | 67 | 67 | 0 | 177 | 176 | 1 | 90 | 86 | 4 | 21 | 29 | -8 | 10 | 6 | 4 |
| ABC CLASSIC FM | 144 | 141 | 3 | 8 | 6 | 2 | 0 | 6 | -6 | 6 | 11 | -5 | 25 | 34 | -9 | 29 | 27 | 2 | 77 | 57 | 20 |

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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.

EMBARGOED UNTIL TUESDAY 17TH OCTOBER 2017 AT 10AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 2307]

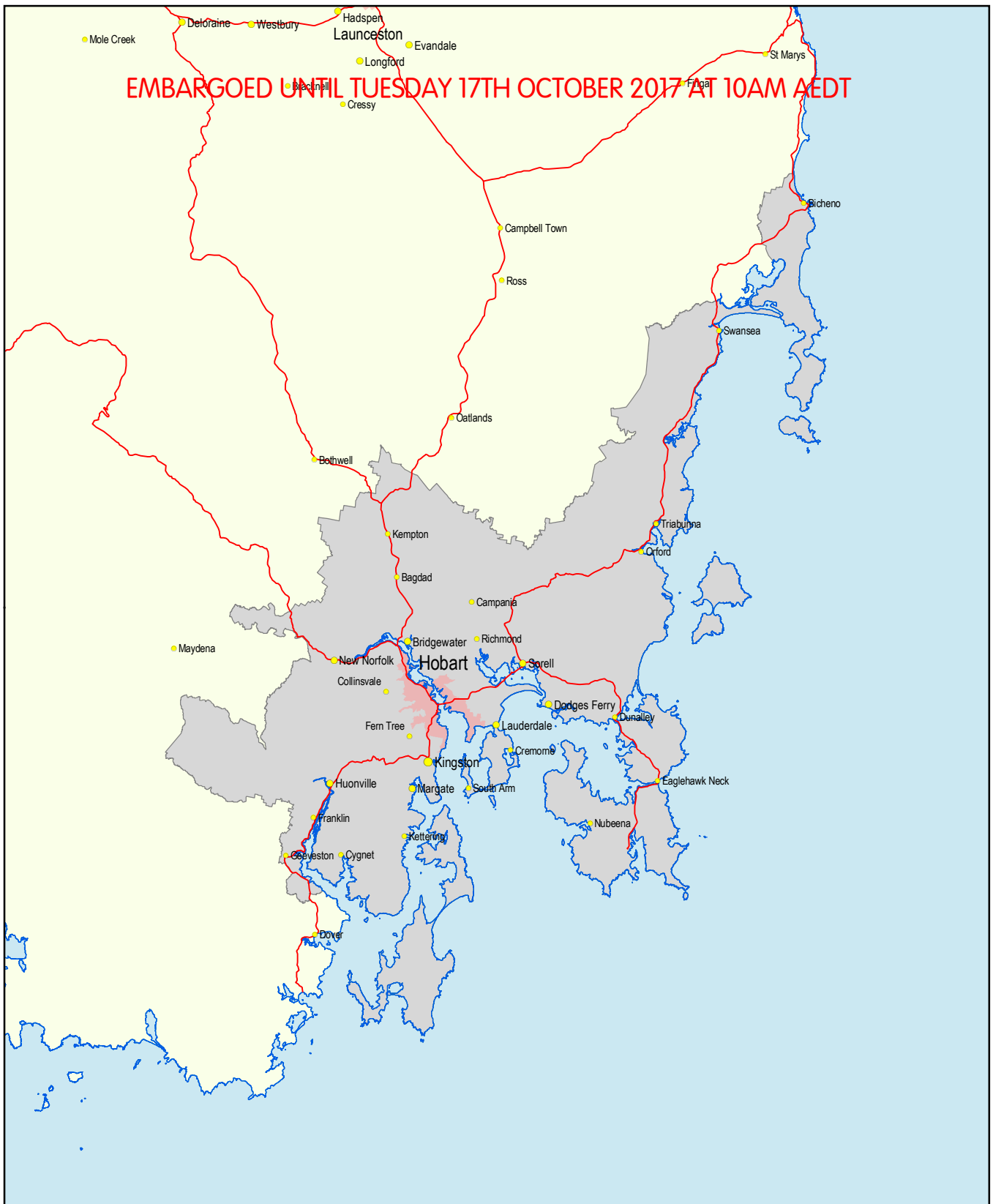
| | Breakfast | | | Morning | | | Afternoon | | | Drive | | | Evening | | | Weekend | | |
|-------------------------|-----------------------|------|-----|------------------------|------|-----|------------------------|------|-----|-----------------------|------|-----|------------------------|------|-----|------------------------|------|-----|
| | 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 | +/- |
| HIT100.9 HOBART | 438 | 456 | -18 | 217 | 223 | -6 | 306 | 325 | -19 | 419 | 435 | -16 | 48 | 44 | 4 | 348 | 403 | -55 |
| TRIPLE M HOBART 107.3 | 434 | 351 | 83 | 348 | 252 | 96 | 367 | 294 | 73 | 402 | 340 | 62 | 46 | 42 | 4 | 379 | 341 | 38 |
| 7HO FM | 467 | 437 | 30 | 333 | 280 | 53 | 371 | 349 | 22 | 417 | 355 | 62 | 60 | 40 | 20 | 390 | 397 | -7 |
| ABC RADIO HOBART | 442 | 518 | -76 | 323 | 349 | -26 | 281 | 307 | -26 | 300 | 294 | 6 | 125 | 147 | -22 | 448 | 497 | -49 |
| ABC RN (RADIO NATIONAL) | 165 | 116 | 49 | 110 | 65 | 45 | 94 | 71 | 23 | 123 | 95 | 28 | 56 | 40 | 16 | 173 | 107 | 66 |
| ABC NEWS | 60 | 40 | 20 | 27 | 29 | -2 | 25 | 31 | -6 | 35 | 31 | 4 | 17 | 13 | 4 | 42 | 50 | -8 |
| TRIPLE J | 331 | 328 | 3 | 189 | 193 | -4 | 215 | 206 | 9 | 333 | 326 | 7 | 69 | 53 | 16 | 302 | 296 | 6 |
| ABC CLASSIC FM | 83 | 90 | -7 | 83 | 86 | -3 | 75 | 90 | -15 | 85 | 93 | -8 | 27 | 25 | 2 | 115 | 116 | -1 |

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Cumulative Audience (00's)

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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)

