

HOBART (TAS)

SURVEY #1 2018



HOBART - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 16TH OCTOBER 2018 AT 11AM 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	16.4	16.7	-0.3	33.3	33.1	0.2	27.8	44.1	-16.3	30.0	24.4	5.6	12.6	14.9	-2.3	5.4	1.6	3.8	0.0	0.0	0.0
TRIPLE M HOBART 107.3	13.5	16.9	-3.4	13.6	12.0	1.6	10.0	12.7	-2.7	11.9	17.3	-5.4	23.1	25.7	-2.6	13.6	21.4	-7.8	6.2	8.7	-2.5
7HO FM	19.0	17.7	1.3	17.4	22.6	-5.2	20.1	11.9	8.2	20.9	16.5	4.4	20.8	19.9	0.9	25.5	24.2	1.3	10.3	11.9	-1.6
ABC RADIO HOBART	20.4	18.0	2.4	6.1	3.8	2.3	2.5	5.1	-2.6	4.3	5.1	-0.8	16.7	17.3	-0.6	27.7	23.1	4.6	52.3	41.7	10.6
ABC RN	4.6	5.2	-0.6	0.0	0.8	-0.8	0.0	0.8	-0.8	2.8	2.4	0.4	4.5	4.2	0.3	7.6	8.8	-1.2	9.1	11.1	-2.0
ABC NEWS	1.1	1.1	0.0	1.5	1.5	0.0	0.8	0.0	0.8	0.4	0.0	0.4	1.1	1.2	-0.1	1.6	2.7	-1.1	1.2	1.2	0.0
TRIPLE J	15.1	12.3	2.8	21.2	12.8	8.4	33.6	22.9	10.7	25.3	28.0	-2.7	14.5	10.0	4.5	5.4	2.7	2.7	0.0	0.4	-0.4
ABC CLASSIC FM	3.0	3.7	-0.7	1.5	2.3	-0.8	0.8	0.0	0.8	0.8	0.8	0.0	1.1	2.3	-1.2	3.8	4.4	-0.6	8.6	9.9	-1.3

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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT100.9 HOBART	17.3	17.4	-0.1	12.4	11.3	1.1	15.8	16.6	-0.8	16.8	19.3	-2.5	10.7	10.7	0.0	13.7	15.8	-2.1
TRIPLE M HOBART 107.3	13.5	16.4	-2.9	13.1	20.0	-6.9	14.2	18.9	-4.7	13.7	17.2	-3.5	9.1	9.6	-0.5	12.4	15.3	-2.9
7HO FM	17.7	17.0	0.7	21.3	19.3	2.0	21.1	19.8	1.3	19.4	17.7	1.7	10.7	11.3	-0.6	18.3	16.2	2.1
ABC RADIO HOBART	21.2	18.4	2.8	24.8	19.7	5.1	19.5	16.0	3.5	15.0	13.4	1.6	35.3	29.4	5.9	23.1	20.6	2.5
ABC RN	4.8	5.6	-0.8	5.0	4.9	0.1	3.1	4.0	-0.9	4.4	4.7	-0.3	11.2	11.9	-0.7	5.2	6.4	-1.2
ABC NEWS	1.3	1.5	-0.2	0.6	0.7	-0.1	1.1	0.6	0.5	0.5	0.6	-0.1	2.1	2.3	-0.2	1.2	1.0	0.2
TRIPLE J	14.9	12.7	2.2	11.6	10.6	1.0	13.7	11.1	2.6	20.3	15.4	4.9	9.6	13.0	-3.4	15.6	12.6	3.0
ABC CLASSIC FM	2.8	2.8	0.0	4.1	4.4	-0.3	3.7	3.6	0.1	3.4	3.6	-0.2	5.3	4.5	0.8	3.5	3.9	-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+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT100.9 HOBART	515.0	538.0	-23.0	110.0	106.0	4.0	84.0	121.0	-37.0	189.0	185.0	4.0	107.0	111.0	-4.0	27.0	13.0	14.0	0.0	2.0	-2.0
TRIPLE M HOBART 107.3	445.0	586.0	-141.0	45.0	56.0	-11.0	36.0	44.0	-8.0	101.0	139.0	-38.0	143.0	181.0	-38.0	78.0	112.0	-34.0	42.0	56.0	-14.0
7HO FM	677.0	594.0	83.0	81.0	75.0	6.0	65.0	52.0	13.0	154.0	133.0	21.0	183.0	152.0	31.0	122.0	106.0	16.0	72.0	77.0	-5.0
ABC RADIO HOBART	607.0	567.0	40.0	25.0	17.0	8.0	17.0	19.0	-2.0	34.0	37.0	-3.0	114.0	127.0	-13.0	137.0	115.0	22.0	279.0	252.0	27.0
ABC RN	179.0	215.0	-36.0	4.0	8.0	-4.0	2.0	2.0	0.0	19.0	17.0	2.0	34.0	38.0	-4.0	53.0	48.0	5.0	66.0	102.0	-36.0
ABC NEWS	63.0	69.0	-6.0	4.0	8.0	-4.0	4.0	0.0	4.0	4.0	2.0	2.0	15.0	10.0	5.0	17.0	21.0	-4.0	19.0	29.0	-10.0
TRIPLE J	470.0	414.0	56.0	81.0	48.0	33.0	95.0	67.0	28.0	154.0	177.0	-23.0	99.0	90.0	9.0	38.0	21.0	17.0	2.0	10.0	-8.0
ABC CLASSIC FM	133.0	144.0	-11.0	8.0	8.0	0.0	4.0	0.0	4.0	15.0	6.0	9.0	13.0	25.0	-12.0	23.0	29.0	-6.0	70.0	77.0	-7.0

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.

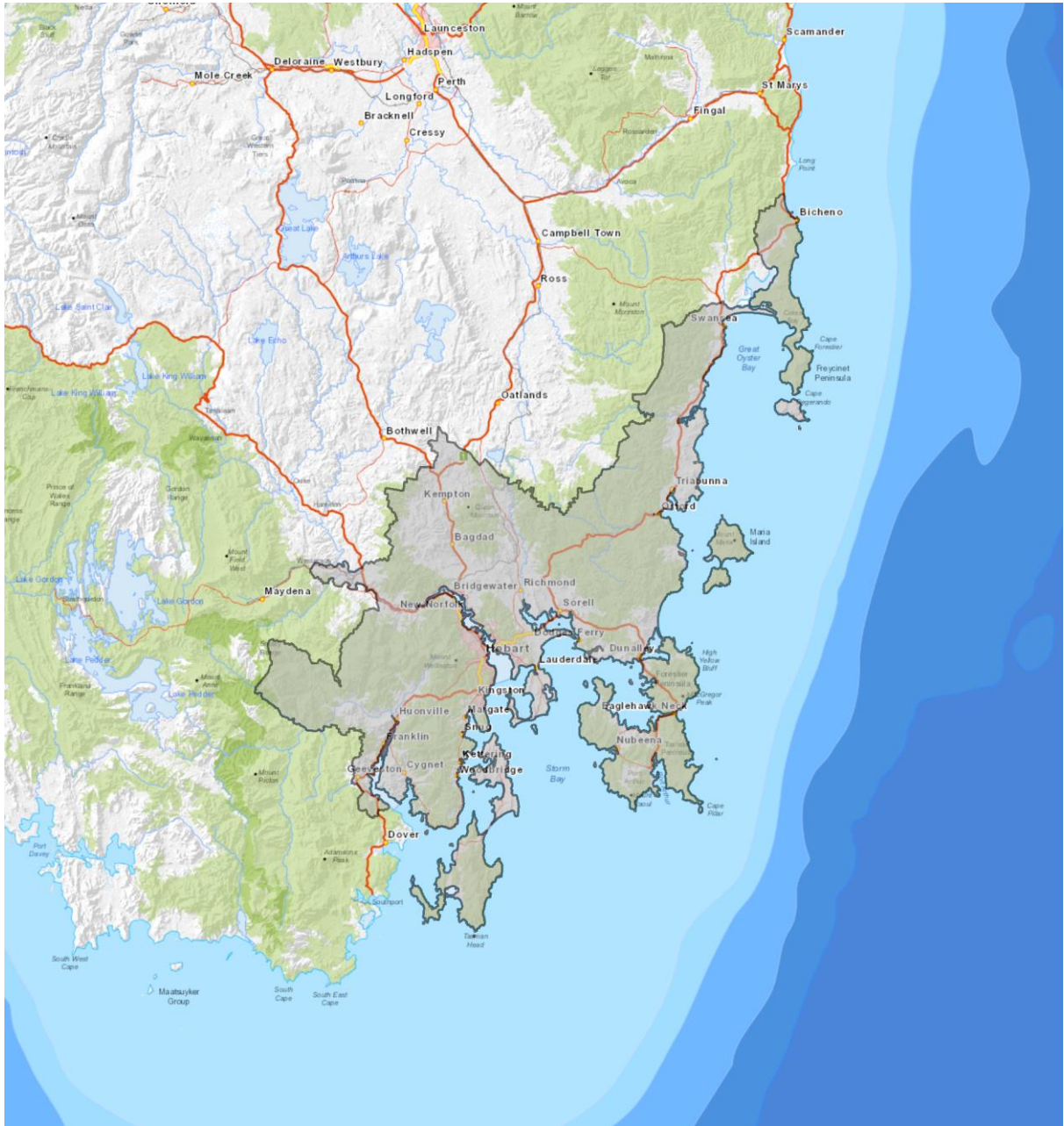
For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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Cumulative Audience (00's) by Session, P10+ [Potential: 2283]

	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	433.0	438.0	-5.0	206.0	217.0	-11.0	312.0	306.0	6.0	339.0	419.0	-80.0	46.0	48.0	-2.0	348.0	348.0	0.0
TRIPLE M HOBART 107.3	360.0	434.0	-74.0	223.0	348.0	-125.0	264.0	367.0	-103.0	285.0	402.0	-117.0	40.0	46.0	-6.0	312.0	379.0	-67.0
7HO FM	531.0	467.0	64.0	362.0	333.0	29.0	434.0	371.0	63.0	430.0	417.0	13.0	67.0	60.0	7.0	479.0	390.0	89.0
ABC RADIO HOBART	514.0	442.0	72.0	352.0	323.0	29.0	325.0	281.0	44.0	283.0	300.0	-17.0	139.0	125.0	14.0	485.0	448.0	37.0
ABC RN	141.0	165.0	-24.0	91.0	110.0	-19.0	76.0	94.0	-18.0	101.0	123.0	-22.0	51.0	56.0	-5.0	152.0	173.0	-21.0
ABC NEWS	49.0	60.0	-11.0	23.0	27.0	-4.0	32.0	25.0	7.0	27.0	35.0	-8.0	17.0	17.0	0.0	53.0	42.0	11.0
TRIPLE J	394.0	331.0	63.0	185.0	189.0	-4.0	261.0	215.0	46.0	373.0	333.0	40.0	48.0	69.0	-21.0	348.0	302.0	46.0
ABC CLASSIC FM	101.0	83.0	18.0	78.0	83.0	-5.0	72.0	75.0	-3.0	78.0	85.0	-7.0	29.0	27.0	2.0	110.0	115.0	-5.0

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.



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