

HOBART (TAS)

SURVEY #1 2019



HOBART - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL TUESDAY 29TH OCTOBER 2019 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	16.6	16.4	0.2	39.4	33.3	6.1	35.4	27.8	7.6	27.3	30.0	-2.7	11.1	12.6	-1.5	3.3	5.4	-2.1	0.0	0.0	0.0
TRIPLE M HOBART 107.3	14.7	13.5	1.2	12.9	13.6	-0.7	10.0	10.0	0.0	15.4	11.9	3.5	20.4	23.1	-2.7	19.0	13.6	5.4	7.4	6.2	1.2
7HO FM	21.3	19.0	2.3	18.2	17.4	0.8	25.2	20.1	5.1	20.9	20.9	0.0	29.4	20.8	8.6	22.8	25.5	-2.7	11.1	10.3	0.8
ABC RADIO HOBART	17.5	20.4	-2.9	2.3	6.1	-3.8	2.5	2.5	0.0	4.0	4.3	-0.3	12.3	16.7	-4.4	23.4	27.7	-4.3	48.6	52.3	-3.7
ABC RN	4.1	4.6	-0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.6	2.8	-1.2	3.3	4.5	-1.2	8.2	7.6	0.6	8.6	9.1	-0.5
ABC NEWS	1.2	1.1	0.1	0.8	1.5	-0.7	0.0	0.8	-0.8	0.4	0.4	0.0	1.1	1.1	0.0	1.6	1.6	0.0	2.5	1.2	1.3
TRIPLE J	13.3	15.1	-1.8	15.9	21.2	-5.3	24.4	33.6	-9.2	25.3	25.3	0.0	12.3	14.5	-2.2	5.4	5.4	0.0	1.2	0.0	1.2
ABC CLASSIC	2.3	3.0	-0.7	1.5	1.5	0.0	0.8	0.8	0.0	0.0	0.8	-0.8	1.9	1.1	0.8	3.8	3.8	0.0	5.4	8.6	-3.2
ABC JAZZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DOUBLE J	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.8	-0.8	0.4	0.0	0.4	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
ABC KIDS LISTEN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ABC COUNTRY	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.1	0.0	0.0	0.0
ABC GRANDSTAND	0.0	0.1	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRIPLE J UNEARTHED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7HO CLASSIC HITS	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0
KIX COUNTRY	0.1	-	0.1	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.4	-	0.4
TRIPLE M CLASSIC ROCK	0.2	-	0.2	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.4	-	0.4	0.0	-	0.0	0.4	-	0.4
EASY HITS	0.2	-	0.2	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.4	-	0.4	0.0	-	0.0	0.4	-	0.4

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ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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: 30th September 2019 - 19th October 2019

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EMBARGOED UNTIL TUESDAY 29TH OCTOBER 2019 AT 11AM 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	16.6	17.3	-0.7	11.6	12.4	-0.8	16.0	15.8	0.2	18.4	16.8	1.6	8.6	10.7	-2.1	15.0	13.7	1.3
TRIPLE M HOBART 107.3	16.2	13.5	2.7	15.0	13.1	1.9	15.8	14.2	1.6	14.9	13.7	1.2	7.4	9.1	-1.7	13.1	12.4	0.7
7HO FM	20.2	17.7	2.5	23.4	21.3	2.1	24.1	21.1	3.0	22.9	19.4	3.5	13.2	10.7	2.5	20.4	18.3	2.1
ABC RADIO HOBART	17.8	21.2	-3.4	20.8	24.8	-4.0	15.6	19.5	-3.9	12.8	15.0	-2.2	33.7	35.3	-1.6	19.6	23.1	-3.5
ABC RN	3.8	4.8	-1.0	4.5	5.0	-0.5	3.8	3.1	0.7	3.8	4.4	-0.6	9.1	11.2	-2.1	5.1	5.2	-0.1
ABC NEWS	1.6	1.3	0.3	0.9	0.6	0.3	0.7	1.1	-0.4	0.5	0.5	0.0	1.7	2.1	-0.4	0.9	1.2	-0.3
TRIPLE J	13.8	14.9	-1.1	10.1	11.6	-1.5	10.3	13.7	-3.4	15.1	20.3	-5.2	9.7	9.6	0.1	12.8	15.6	-2.8
ABC CLASSIC	1.8	2.8	-1.0	4.0	4.1	-0.1	3.4	3.7	-0.3	2.5	3.4	-0.9	5.1	5.3	-0.2	3.2	3.5	-0.3
ABC JAZZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1
DOUBLE J	0.2	0.0	0.2	0.1	0.2	-0.1	0.4	0.3	0.1	0.2	0.1	0.1	1.1	0.0	1.1	0.2	0.1	0.1
ABC KIDS LISTEN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ABC COUNTRY	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.6	0.0	0.6	0.2	0.0	0.2
ABC GRANDSTAND	0.0	0.1	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	-0.1	0.0	0.0	0.0	0.0	0.1	-0.1
TRIPLE J UNEARTHED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7HO CLASSIC HITS	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0
KIX COUNTRY	0.1	-	0.1	0.0	-	0.0	0.0	-	0.0	0.1	-	0.1	0.0	-	0.0	0.1	-	0.1
TRIPLE M CLASSIC ROCK	0.2	-	0.2	0.1	-	0.1	0.3	-	0.3	0.2	-	0.2	0.0	-	0.0	0.3	-	0.3
EASY HITS	0.2	-	0.2	0.1	-	0.1	0.1	-	0.1	0.2	-	0.2	0.0	-	0.0	0.1	-	0.1

Please note: Last Hobart Survey conducted October 2018. DAB+ services were switched on in this market in April 2019. This accounts for the apparent gaps in the data reported here.
ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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	548	515	33	124	110	14	102	84	18	186	189	-3	107	107	0	21	27	-6	8	0	8
TRIPLE M HOBART 107.3	519	445	74	61	45	16	31	36	-5	115	101	14	153	143	10	104	78	26	55	42	13
7HO FM	688	677	11	89	81	8	77	65	12	146	154	-8	199	183	16	106	122	-16	71	72	-1
ABC RADIO HOBART	550	607	-57	11	25	-14	8	17	-9	35	34	1	102	114	-12	125	137	-12	270	279	-9
ABC RN	169	179	-10	0	4	-4	0	2	-2	10	19	-9	33	34	-1	54	53	1	73	66	7
ABC NEWS	69	63	6	2	4	-2	2	4	-2	6	4	2	13	15	-2	15	17	-2	31	19	12
TRIPLE J	424	470	-46	46	81	-35	79	95	-16	154	154	0	109	99	10	31	38	-7	6	2	4
ABC CLASSIC	130	133	-3	6	8	-2	4	4	0	8	15	-7	13	13	0	31	23	8	69	70	-1
ABC JAZZ	6	0	6	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2	4	0	4
DOUBLE J	21	11	10	0	2	-2	0	2	-2	8	2	6	10	2	8	4	0	4	0	4	-4
ABC KIDS LISTEN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ABC COUNTRY	4	2	2	0	0	0	0	0	0	0	0	0	0	0	0	4	2	2	0	0	0
ABC GRANDSTAND	2	2	0	0	0	0	0	0	0	0	2	-2	0	0	0	0	0	0	2	0	2
TRIPLE J UNEARTHED	4	0	4	4	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7HO CLASSIC HITS	0	-	0	0	-	0	0	-	0	0	-	0	0	-	0	0	-	0	0	-	0
KIX COUNTRY	2	-	2	0	-	0	0	-	0	0	-	0	0	-	0	0	-	0	2	-	2
TRIPLE M CLASSIC ROCK	10	-	10	0	-	0	0	-	0	0	-	0	6	-	6	2	-	2	2	-	2
EASY HITS	10	-	10	2	-	2	0	-	0	0	-	0	4	-	4	2	-	2	2	-	2

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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: 2298]

	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	439	433	6	213	206	7	308	312	-4	408	339	69	52	46	6	358	348	10
TRIPLE M HOBART 107.3	439	360	79	282	223	59	328	264	64	368	285	83	34	40	-6	326	312	14
7HO FM	534	531	3	383	362	21	450	434	16	496	430	66	67	67	0	471	479	-8
ABC RADIO HOBART	460	514	-54	353	352	1	295	325	-30	293	283	10	130	139	-9	429	485	-56
ABC RN	132	141	-9	105	91	14	100	76	24	109	101	8	52	51	1	132	152	-20
ABC NEWS	57	49	8	31	23	8	31	32	-1	27	27	0	11	17	-6	44	53	-9
TRIPLE J	349	394	-45	186	185	1	207	261	-54	341	373	-32	42	48	-6	287	348	-61
ABC CLASSIC	79	101	-22	90	78	12	82	72	10	75	78	-3	25	29	-4	107	110	-3
ABC JAZZ	4	0	4	4	0	4	4	0	4	6	0	6	2	0	2	4	0	4
DOUBLE J	13	4	9	12	6	6	15	10	5	13	10	3	4	2	2	13	10	3
ABC KIDS LISTEN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ABC COUNTRY	2	2	0	2	2	0	0	2	-2	2	2	0	2	2	0	4	2	2
ABC GRANDSTAND	2	2	0	2	0	2	2	0	2	2	2	0	0	0	0	2	2	0
TRIPLE J UNEARTHED	4	0	4	0	0	0	0	0	0	2	0	2	0	0	0	0	0	0
7HO CLASSIC HITS	0	-	0	0	-	0	0	-	0	0	-	0	0	-	0	0	-	0
KIX COUNTRY	2	-	2	0	-	0	0	-	0	2	-	2	0	-	0	2	-	2
TRIPLE M CLASSIC ROCK	6	-	6	4	-	4	4	-	4	8	-	8	0	-	0	10	-	10
EASY HITS	8	-	8	2	-	2	4	-	4	10	-	10	4	-	4	8	-	8

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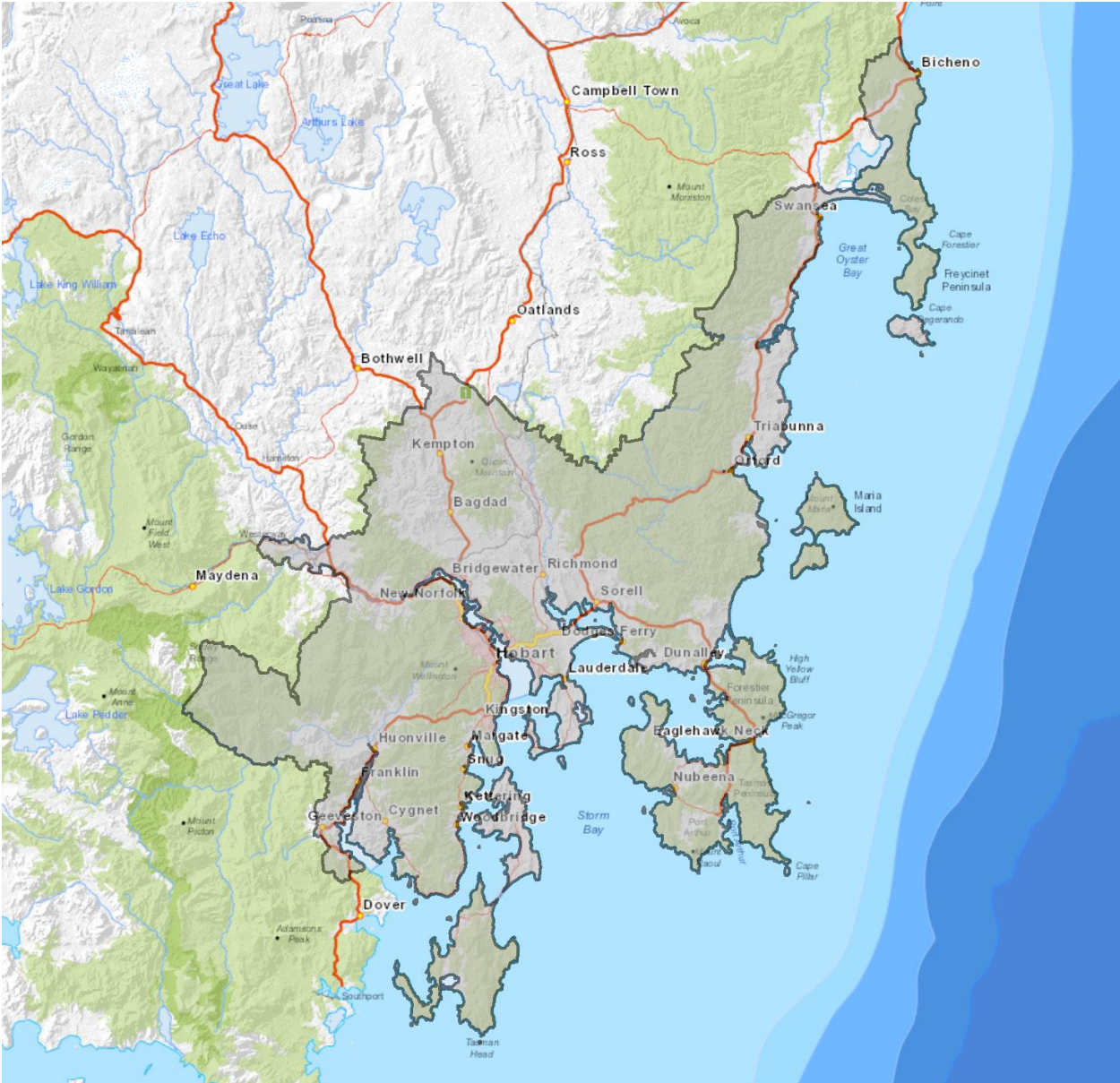
Cumulative Audience (00's)

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