

HOBART (TAS)

SURVEY #1 2021



HOBART - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 25TH MAY 2021 AT 11AM AEST

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	21.2	16.6	4.6	39.2	39.4	-0.2	42.8	35.4	7.4	29.6	27.3	2.3	22.1	11.1	11.0	8.1	3.3	4.8	0.8	0.0	0.8
TRIPLE M HOBART 107.3	10.4	14.7	-4.3	8.2	12.9	-4.7	2.9	10.0	-7.1	9.7	15.4	-5.7	16.2	20.4	-4.2	13.5	19.0	-5.5	7.0	7.4	-0.4
7HO FM	19.4	21.3	-1.9	27.4	18.2	9.2	15.0	25.2	-10.2	19.1	20.9	-1.8	21.8	29.4	-7.6	23.8	22.8	1.0	11.5	11.1	0.4
ABC RADIO HOBART	16.5	17.5	-1.0	2.2	2.3	-0.1	2.1	2.5	-0.4	6.6	4.0	2.6	14.8	12.3	2.5	22.1	23.4	-1.3	39.1	48.6	-9.5
ABC RN (RADIO NATIONAL)	4.1	4.1	0.0	0.7	0.0	0.7	0.8	0.0	0.8	1.6	1.6	0.0	2.2	3.3	-1.1	11.9	8.2	3.7	6.6	8.6	-2.0
ABC NEWSRADIO	2.2	1.2	1.0	2.2	0.8	1.4	0.0	0.0	0.0	0.4	0.4	0.0	3.0	1.1	1.9	2.7	1.6	1.1	3.7	2.5	1.2
triple j	12.0	13.3	-1.3	11.8	15.9	-4.1	31.9	24.4	7.5	23.0	25.3	-2.3	8.9	12.3	-3.4	4.3	5.4	-1.1	0.4	1.2	-0.8
ABC CLASSIC	3.2	2.3	0.9	0.0	1.5	-1.5	0.0	0.8	-0.8	1.2	0.0	1.2	1.1	1.9	-0.8	2.7	3.8	-1.1	11.5	5.4	6.1
ABC JAZZ	0.1	0.0	0.1	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	0.4	0.0	0.4
DOUBLE J	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0	0.4	-0.4	0.5	0.0	0.5	0.0	0.0	0.0
ABC KIDS LISTEN	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ABC COUNTRY	0.1	0.2	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	1.1	-1.1	0.0	0.0	0.0
ABC SPORT	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
TRIPLE J UNEARTHED	0.2	0.0	0.2	0.7	0.0	0.7	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7HO CLASSIC HITS	0.2	0.0	0.2	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4
KIX COUNTRY AUSTRALIA	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4
TRIPLE M CLASSIC ROCK	0.4	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.2	0.7	0.4	0.3	0.0	0.0	0.0	0.0	0.4	-0.4
TRIPLE M COUNTRY	0.6	-	-	1.5	-	-	0.0	-	-	0.0	-	-	1.5	-	-	0.5	-	-	0.0	-	-
EASY 80S HITS	0.0	0.2	-0.2	0.0	0.0	0.0	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	0.4	-0.4
OLD SCHOOL 90S HITS	0.0	-	-	0.0	-	-	0.0	-	-	0.0	-	-	0.0	-	-	0.0	-	-	0.0	-	-

Please note: Last Hobart Survey conducted October 2019. ABC NewsRadio on air from 26 July 2020. Previously known as ABC News. ABC SPORT on air from 2 November 2020. Previously known as ABC Grandstand. Triple M Country & Old School 90s Hits DAB+ services added to market October 2019.

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: 26th April 2021 - 15th May 2021

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HOBART - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 25TH MAY 2021 AT 11AM AEST

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	21.8	16.6	5.2	17.3	11.6	5.7	20.5	16.0	4.5	22.2	18.4	3.8	15.2	8.6	6.6	18.8	15.0	3.8
TRIPLE M HOBART 107.3	10.3	16.2	-5.9	13.2	15.0	-1.8	13.6	15.8	-2.2	12.1	14.9	-2.8	9.9	7.4	2.5	12.1	13.1	-1.0
7HO FM	19.5	20.2	-0.7	18.8	23.4	-4.6	20.5	24.1	-3.6	17.9	22.9	-5.0	13.1	13.2	-0.1	16.6	20.4	-3.8
ABC RADIO HOBART	17.9	17.8	0.1	16.8	20.8	-4.0	12.0	15.6	-3.6	12.0	12.8	-0.8	22.8	33.7	-10.9	18.3	19.6	-1.3
ABC RN (RADIO NATIONAL)	4.4	3.8	0.6	3.1	4.5	-1.4	3.3	3.8	-0.5	3.9	3.8	0.1	5.0	9.1	-4.1	4.1	5.1	-1.0
ABC NEWSRADIO	2.1	1.6	0.5	1.6	0.9	0.7	1.7	0.7	1.0	1.5	0.5	1.0	2.8	1.7	1.1	1.6	0.9	0.7
triple j	11.7	13.8	-2.1	12.1	10.1	2.0	11.5	10.3	1.2	16.3	15.1	1.2	10.9	9.7	1.2	12.8	12.8	0.0
ABC CLASSIC	2.5	1.8	0.7	3.4	4.0	-0.6	3.1	3.4	-0.3	3.4	2.5	0.9	4.3	5.1	-0.8	3.4	3.2	0.2
ABC JAZZ	0.1	0.0	0.1	0.3	0.0	0.3	0.4	0.0	0.4	0.1	0.1	0.0	0.4	0.0	0.4	0.2	0.1	0.1
DOUBLE J	0.0	0.2	-0.2	0.4	0.1	0.3	0.4	0.4	0.0	0.3	0.2	0.1	0.7	1.1	-0.4	0.6	0.2	0.4
ABC KIDS LISTEN	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
ABC COUNTRY	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.6	-0.6	0.2	0.2	0.0
ABC SPORT	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	0.1	0.0	0.1
TRIPLE J UNEARTHED	0.1	0.0	0.1	0.1	0.0	0.1	0.4	0.0	0.4	0.3	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.3
7HO CLASSIC HITS	0.2	0.0	0.2	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.3	0.0	0.3	0.2	0.0	0.2
KIX COUNTRY AUSTRALIA	0.0	0.1	-0.1	0.1	0.0	0.1	0.3	0.0	0.3	0.0	0.1	-0.1	0.0	0.0	0.0	0.2	0.1	0.1
TRIPLE M CLASSIC ROCK	0.3	0.2	0.1	0.4	0.1	0.3	0.4	0.3	0.1	0.4	0.2	0.2	0.0	0.0	0.0	0.4	0.3	0.1
TRIPLE M COUNTRY	0.6	-	-	0.3	-	-	0.5	-	-	0.5	-	-	1.1	-	-	0.9	-	-
EASY 80S HITS	0.0	0.2	-0.2	0.0	0.1	-0.1	0.0	0.1	-0.1	0.0	0.2	-0.2	0.0	0.0	0.0	0.2	0.1	0.1
OLD SCHOOL 90S HITS	0.0	-	-	0.1	-	-	0.1	-	-	0.1	-	-	0.4	-	-	0.0	-	-

Please note: Last Hobart Survey conducted October 2019. ABC NewsRadio on air from 26 July 2020. Previously known as ABC News. ABC SPORT on air from 2 November 2020. Previously known as ABC Grandstand. Triple M Country & Old School 90s Hits DAB+ services added to market October 2019.

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.

Survey Period: 26th April 2021 - 15th May 2021

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HOBART - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 25TH MAY 2021 AT 11AM AEST

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	731	548	183	140	124	16	135	102	33	213	186	27	175	107	68	52	21	31	16	8	8
TRIPLE M HOBART 107.3	523	519	4	53	61	-8	31	31	0	111	115	-4	170	153	17	99	104	-5	60	55	5
7HO FM	760	688	72	121	89	32	76	77	-1	174	146	28	179	199	-20	113	106	7	97	71	26
ABC RADIO HOBART	590	550	40	17	11	6	5	8	-3	61	35	26	123	102	21	133	125	8	250	270	-20
ABC RN (RADIO NATIONAL)	180	169	11	8	0	8	2	0	2	10	10	0	23	33	-10	62	54	8	76	73	3
ABC NEWSRADIO	110	69	41	6	2	4	4	2	2	6	6	0	27	13	14	33	15	18	35	31	4
triple j	504	424	80	53	46	7	108	79	29	173	154	19	121	109	12	43	31	12	6	6	0
ABC CLASSIC	140	130	10	2	6	-4	2	4	-2	12	8	4	17	13	4	27	31	-4	80	69	11
ABC JAZZ	12	6	6	0	0	0	0	0	0	0	0	0	4	0	4	4	2	2	4	4	0
DOUBLE J	28	21	7	6	0	6	5	0	5	6	8	-2	6	10	-4	2	4	-2	4	0	4
ABC KIDS LISTEN	2	0	2	0	0	0	0	0	0	2	0	2	0	0	0	0	0	0	0	0	0
ABC COUNTRY	4	4	0	0	0	0	0	0	0	4	0	4	0	0	0	0	4	-4	0	0	0
ABC SPORT	8	2	6	0	0	0	0	0	0	2	0	2	0	0	0	6	0	6	0	2	-2
TRIPLE J UNEARTHED	12	4	8	2	4	-2	0	0	0	4	0	4	6	0	6	0	0	0	0	0	0
7HO CLASSIC HITS	8	0	8	4	0	4	0	0	0	0	0	0	0	0	0	2	0	2	2	0	2
KIX COUNTRY AUSTRALIA	8	2	6	2	0	2	0	0	0	4	0	4	0	0	0	2	0	2	0	2	-2
TRIPLE M CLASSIC ROCK	17	10	7	0	0	0	0	0	0	6	0	6	8	6	2	4	2	2	0	2	-2
TRIPLE M COUNTRY	17	-	-	6	-	-	0	-	-	0	-	-	8	-	-	4	-	-	0	-	-
EASY 80S HITS	8	10	-2	0	2	-2	0	0	0	2	0	2	4	4	0	0	2	-2	2	2	0
OLD SCHOOL 90S HITS	4	-	-	0	-	-	0	-	-	2	-	-	2	-	-	0	-	-	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.

Survey Period: 26th April 2021 - 15th May 2021

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HOBART - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 25TH MAY 2021 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 2331]

	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	540	439	101	314	213	101	385	308	77	400	408	-8	104	52	52	416	358	58
TRIPLE M HOBART 107.3	292	439	-147	244	282	-38	278	328	-50	239	368	-129	65	34	31	296	326	-30
7HO FM	508	534	-26	346	383	-37	405	450	-45	349	496	-147	89	67	22	414	471	-57
ABC RADIO HOBART	436	460	-24	288	353	-65	240	295	-55	218	293	-75	146	130	16	395	429	-34
ABC RN (RADIO NATIONAL)	104	132	-28	70	105	-35	77	100	-23	75	109	-34	31	52	-21	95	132	-37
ABC NEWSRADIO	64	57	7	35	31	4	35	31	4	33	27	6	19	11	8	43	44	-1
triple j	313	349	-36	208	186	22	240	207	33	290	341	-51	75	42	33	303	287	16
ABC CLASSIC	74	79	-5	68	90	-22	68	82	-14	66	75	-9	23	25	-2	76	107	-31
ABC JAZZ	4	4	0	4	4	0	6	4	2	2	6	-4	2	2	0	4	4	0
DOUBLE J	6	13	-7	10	12	-2	10	15	-5	4	13	-9	4	4	0	16	13	3
ABC KIDS LISTEN	2	0	2	0	0	0	0	0	0	2	0	2	0	0	0	2	0	2
ABC COUNTRY	2	2	0	2	2	0	0	0	0	2	2	0	0	2	-2	4	4	0
ABC SPORT	0	2	-2	0	2	-2	0	2	-2	0	2	-2	0	0	0	8	2	6
TRIPLE J UNEARTHED	6	4	2	2	0	2	6	0	6	6	2	4	2	0	2	6	0	6
7HO CLASSIC HITS	4	0	4	2	0	2	2	0	2	4	0	4	2	0	2	4	0	4
KIX COUNTRY AUSTRALIA	0	2	-2	2	0	2	4	0	4	0	2	-2	0	0	0	6	2	4
TRIPLE M CLASSIC ROCK	8	6	2	6	4	2	8	4	4	8	8	0	2	0	2	10	10	0
TRIPLE M COUNTRY	11	-	-	4	-	-	8	-	-	8	-	-	6	-	-	17	-	-
EASY 80S HITS	2	8	-6	4	2	2	2	4	-2	4	10	-6	2	4	-2	8	8	0
OLD SCHOOL 90S HITS	0	-	-	2	-	-	2	-	-	4	-	-	2	-	-	4	-	-

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Cumulative Audience (00's)

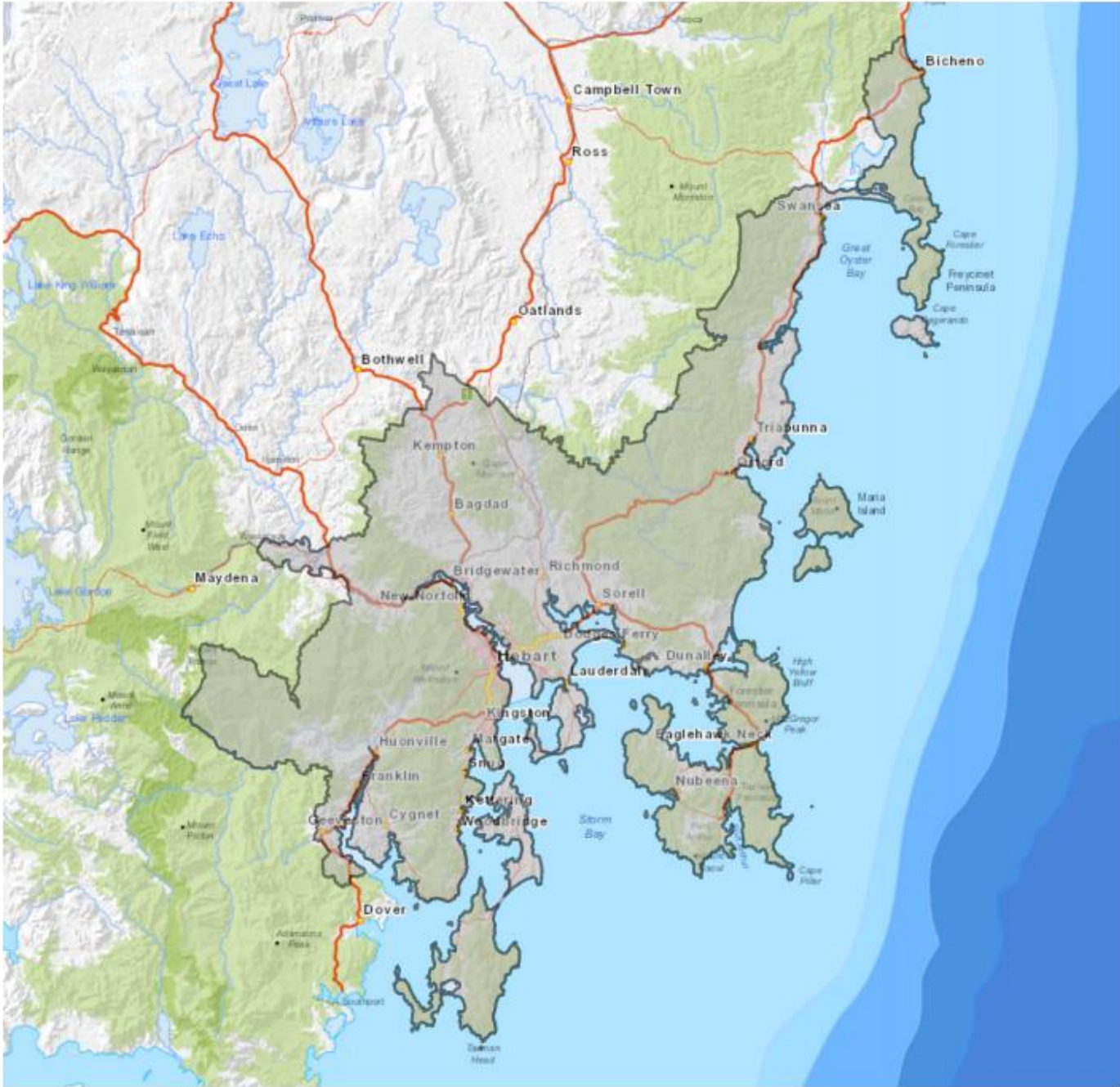
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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.