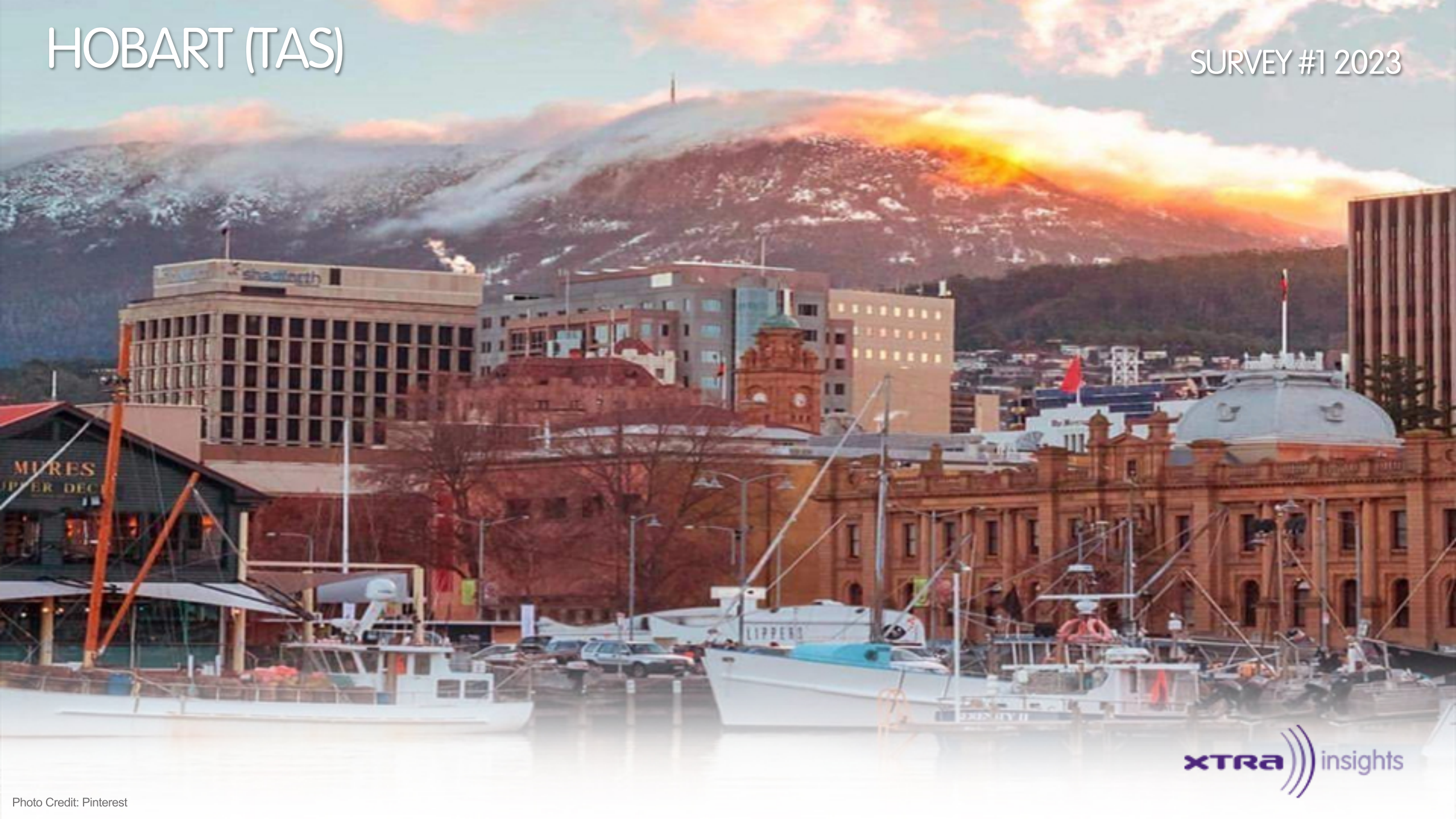


# HOBART (TAS)

SURVEY #1 2023



**xtra** insights

# HOBART - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 8<sup>TH</sup> JUNE 2023 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	<b>17.4</b>	21.2	-3.8	<b>29.8</b>	45.1	-15.3	<b>29.4</b>	42.2	-12.8	<b>33.6</b>	29.8	3.8	<b>10.7</b>	21.2	-10.5	<b>5.8</b>	6.5	-0.7	<b>2.0</b>	0.4	1.6
TRIPLE M HOBART	<b>10.7</b>	9.3	1.4	<b>5.4</b>	7.5	-2.1	<b>10.8</b>	5.0	5.8	<b>7.8</b>	7.1	0.7	<b>16.1</b>	14.9	1.2	<b>14.8</b>	15.2	-0.4	<b>8.9</b>	4.1	4.8
7HO FM	<b>22.2</b>	21.0	1.2	<b>27.9</b>	17.3	10.6	<b>16.4</b>	19.0	-2.6	<b>26.7</b>	18.1	8.6	<b>24.2</b>	26.0	-1.8	<b>27.4</b>	29.9	-2.5	<b>11.3</b>	14.8	-3.5
ABC RADIO HOBART	<b>16.5</b>	14.8	1.7	<b>9.0</b>	3.8	5.2	<b>2.6</b>	0.9	1.7	<b>4.0</b>	3.6	0.4	<b>12.6</b>	11.9	0.7	<b>20.0</b>	19.0	1.0	<b>41.2</b>	39.5	1.7
ABC RN (RADIO NATIONAL)	<b>4.4</b>	5.0	-0.6	<b>2.7</b>	2.3	0.4	<b>0.0</b>	0.0	0.0	<b>0.4</b>	1.4	-1.0	<b>4.2</b>	1.5	2.7	<b>6.8</b>	6.5	0.3	<b>10.0</b>	15.2	-5.2
ABC NEWSRADIO	<b>1.4</b>	1.7	-0.3	<b>0.9</b>	0.0	0.9	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>2.7</b>	3.0	-0.3	<b>1.6</b>	2.7	-1.1	<b>2.3</b>	2.9	-0.6
triple j	<b>13.1</b>	13.8	-0.7	<b>16.2</b>	18.1	-1.9	<b>31.8</b>	29.2	2.6	<b>17.5</b>	25.9	-8.4	<b>16.5</b>	11.5	5.0	<b>5.3</b>	4.3	1.0	<b>1.1</b>	0.8	0.3
ABC CLASSIC	<b>2.9</b>	2.8	0.1	<b>0.0</b>	0.7	-0.7	<b>0.9</b>	0.0	0.9	<b>1.2</b>	2.5	-1.3	<b>1.5</b>	1.5	0.0	<b>4.7</b>	2.7	2.0	<b>7.4</b>	7.0	0.4
ABC JAZZ	<b>0.0</b>	0.1	-0.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.4	-0.4	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0
DOUBLE J	<b>1.1</b>	0.5	0.6	<b>0.9</b>	0.0	0.9	<b>0.8</b>	0.0	0.8	<b>2.2</b>	2.1	0.1	<b>1.5</b>	0.4	1.1	<b>0.5</b>	0.0	0.5	<b>0.0</b>	0.0	0.0
ABC KIDS LISTEN	<b>0.1</b>	0.1	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.4</b>	0.4	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0
ABC COUNTRY	<b>0.1</b>	0.2	-0.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.4	-0.4	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.4</b>	0.4	0.0
ABC SPORT	<b>0.1</b>	0.0	0.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.5</b>	0.0	0.5	<b>0.0</b>	0.0	0.0
TRIPLE J UNEARTHED	<b>0.2</b>	0.2	0.0	<b>0.0</b>	0.0	0.0	<b>0.8</b>	0.0	0.8	<b>0.3</b>	0.4	-0.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.5	-0.5	<b>0.0</b>	0.0	0.0
7HO CLASSIC HITS	<b>0.3</b>	0.3	0.0	<b>0.0</b>	0.8	-0.8	<b>0.0</b>	0.0	0.0	<b>0.3</b>	0.4	-0.1	<b>0.4</b>	0.4	0.0	<b>0.5</b>	0.0	0.5	<b>0.4</b>	0.4	0.0
7HO RIVER	<b>0.1</b>	0.2	-0.1	<b>0.0</b>	0.8	-0.8	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.4</b>	0.4	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0
KIX COUNTRY AUSTRALIA	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0

**Please note:** Last Hobart Survey conducted May 2022.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

### 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: 8<sup>th</sup> May 2023 – 27<sup>th</sup> May 2023

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# HOBART - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 8<sup>TH</sup> JUNE 2023 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	<b>18.7</b>	22.8	-4.1	<b>15.1</b>	17.3	-2.2	<b>17.8</b>	20.7	-2.9	<b>19.0</b>	20.9	-1.9	<b>15.7</b>	15.8	-0.1	<b>17.5</b>	17.0	0.5
TRIPLE M HOBART	<b>8.7</b>	9.1	-0.4	<b>11.3</b>	11.2	0.1	<b>12.4</b>	11.0	1.4	<b>11.6</b>	10.0	1.6	<b>9.6</b>	6.3	3.3	<b>12.5</b>	12.5	0.0
7HO FM	<b>21.1</b>	19.9	1.2	<b>23.5</b>	23.7	-0.2	<b>24.1</b>	21.4	2.7	<b>18.9</b>	20.7	-1.8	<b>14.9</b>	12.3	2.6	<b>17.5</b>	17.9	-0.4
ABC RADIO HOBART	<b>19.4</b>	17.6	1.8	<b>15.5</b>	16.4	-0.9	<b>11.5</b>	11.7	-0.2	<b>11.5</b>	12.0	-0.5	<b>20.0</b>	21.1	-1.1	<b>16.2</b>	16.7	-0.5
ABC RN (RADIO NATIONAL)	<b>4.7</b>	4.6	0.1	<b>4.0</b>	4.2	-0.2	<b>3.8</b>	4.4	-0.6	<b>4.3</b>	5.3	-1.0	<b>5.2</b>	8.2	-3.0	<b>3.8</b>	5.7	-1.9
ABC NEWSRADIO	<b>1.9</b>	1.9	0.0	<b>1.3</b>	1.4	-0.1	<b>0.6</b>	1.7	-1.1	<b>1.3</b>	1.6	-0.3	<b>1.6</b>	1.9	-0.3	<b>1.6</b>	1.5	0.1
triple j	<b>12.9</b>	13.7	-0.8	<b>11.7</b>	10.4	1.3	<b>12.9</b>	14.1	-1.2	<b>15.9</b>	16.6	-0.7	<b>14.9</b>	18.1	-3.2	<b>14.1</b>	15.2	-1.1
ABC CLASSIC	<b>2.2</b>	2.0	0.2	<b>4.3</b>	2.7	1.6	<b>3.9</b>	3.0	0.9	<b>4.0</b>	3.0	1.0	<b>3.6</b>	4.7	-1.1	<b>3.6</b>	3.8	-0.2
ABC JAZZ	<b>0.0</b>	0.1	-0.1	<b>0.0</b>	0.4	-0.4	<b>0.0</b>	0.1	-0.1	<b>0.0</b>	0.0	0.0	<b>0.3</b>	0.0	0.3	<b>0.0</b>	0.1	-0.1
DOUBLE J	<b>0.8</b>	0.2	0.6	<b>1.2</b>	0.6	0.6	<b>1.1</b>	0.5	0.6	<b>1.2</b>	0.8	0.4	<b>1.7</b>	2.0	-0.3	<b>0.8</b>	0.8	0.0
ABC KIDS LISTEN	<b>0.1</b>	0.1	0.0	<b>0.1</b>	0.0	0.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.3	-0.3	<b>0.1</b>	0.1	0.0
ABC COUNTRY	<b>0.1</b>	0.1	0.0	<b>0.1</b>	0.2	-0.1	<b>0.1</b>	0.2	-0.1	<b>0.1</b>	0.0	0.1	<b>0.0</b>	0.0	0.0	<b>0.1</b>	0.2	-0.1
ABC SPORT	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.1	-0.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.5</b>	0.2	0.3
TRIPLE J UNEARTHED	<b>0.2</b>	0.2	0.0	<b>0.2</b>	0.1	0.1	<b>0.4</b>	0.1	0.3	<b>0.3</b>	0.2	0.1	<b>1.3</b>	0.0	1.3	<b>0.2</b>	0.2	0.0
7HO CLASSIC HITS	<b>0.3</b>	0.2	0.1	<b>0.1</b>	0.5	-0.4	<b>0.4</b>	0.6	-0.2	<b>0.2</b>	0.2	0.0	<b>0.3</b>	0.0	0.3	<b>0.3</b>	0.3	0.0
7HO RIVER	<b>0.1</b>	0.1	0.0	<b>0.1</b>	0.1	0.0	<b>0.0</b>	0.1	-0.1	<b>0.0</b>	0.1	-0.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.1	-0.1
KIX COUNTRY AUSTRALIA	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.1</b>	0.0	0.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0

**Please note:** Last Hobart Survey conducted May 2022.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

### 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: 8<sup>th</sup> May 2023 – 27<sup>th</sup> May 2023

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# HOBART - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 8<sup>TH</sup> JUNE 2023 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	683	719	-36	103	147	-44	114	129	-15	310	213	97	100	174	-74	36	47	-11	21	10	11
TRIPLE M HOBART	550	481	69	38	40	-2	49	38	11	139	93	46	156	174	-18	98	106	-8	70	29	41
7HO FM	881	795	86	101	83	18	79	92	-13	281	157	124	166	209	-43	140	151	-11	115	104	11
ABC RADIO HOBART	652	587	65	44	31	13	18	11	7	50	37	13	125	115	10	125	118	7	291	275	16
ABC RN (RADIO NATIONAL)	201	209	-8	9	6	3	0	0	0	9	19	-10	39	29	10	42	47	-5	102	107	-5
ABC NEWSRADIO	103	96	7	7	2	5	0	0	0	12	2	10	27	27	0	19	25	-6	38	39	-1
triple j	586	574	12	73	73	0	99	100	-1	203	204	-1	142	125	17	45	43	2	23	27	-4
ABC CLASSIC	180	163	17	7	8	-1	6	2	4	17	26	-9	35	25	10	32	24	8	83	78	5
ABC JAZZ	4	10	-6	0	0	0	0	2	-2	0	0	0	2	4	-2	2	0	2	0	4	-4
DOUBLE J	41	29	12	2	0	2	2	3	-1	16	16	0	19	8	11	2	2	0	0	0	0
ABC KIDS LISTEN	6	8	-2	0	0	0	0	0	0	3	2	1	2	6	-4	2	0	2	0	0	0
ABC COUNTRY	4	4	0	0	0	0	2	0	2	0	2	-2	0	0	0	0	0	0	2	2	0
ABC SPORT	12	7	5	0	0	0	0	3	-3	2	0	2	0	0	0	6	4	2	4	0	4
TRIPLE J UNEARTHED	24	5	19	5	0	5	6	0	6	4	4	0	6	0	6	2	2	0	2	0	2
7HO CLASSIC HITS	16	21	-5	0	4	-4	0	0	0	2	4	-2	4	4	0	6	8	-2	4	2	2
7HO RIVER	2	6	-4	0	2	-2	0	0	0	0	2	-2	2	2	0	0	0	0	0	0	0
KIX COUNTRY AUSTRALIA	4	2	2	0	0	0	0	0	0	2	0	2	2	2	0	0	0	0	0	0	0

**Please note:** Last Hobart Survey conducted May 2022.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

### 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-12.00pm Monday to Sunday.

Survey Period: 8<sup>th</sup> May 2023 – 27<sup>th</sup> May 2023

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# HOBART - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 8<sup>TH</sup> JUNE 2023 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 2519]

	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	484	564	-80	292	300	-8	371	408	-37	397	406	-9	128	115	13	394	357	37
TRIPLE M HOBART	270	247	23	262	222	40	265	258	7	271	226	45	80	47	33	303	297	6
7HO FM	567	522	45	449	423	26	495	439	56	425	426	-1	116	86	30	441	397	44
ABC RADIO HOBART	475	423	52	288	295	-7	252	249	3	236	229	7	134	140	-6	385	362	23
ABC RN (RADIO NATIONAL)	131	130	1	80	80	0	78	85	-7	98	103	-5	43	66	-23	109	134	-25
ABC NEWSRADIO	68	64	4	29	45	-16	14	47	-33	41	49	-8	12	17	-5	43	47	-4
triple j	350	359	-9	236	216	20	271	309	-38	355	333	22	117	138	-21	314	346	-32
ABC CLASSIC	75	61	14	87	60	27	87	60	27	81	66	15	35	43	-8	104	97	7
ABC JAZZ	0	2	-2	0	6	-6	0	2	-2	0	0	0	2	0	2	2	4	-2
DOUBLE J	23	12	11	20	14	6	23	14	9	23	16	7	13	14	-1	19	16	3
ABC KIDS LISTEN	2	4	-2	2	0	2	0	0	0	0	4	-4	2	2	0	3	4	-1
ABC COUNTRY	2	2	0	2	4	-2	2	4	-2	2	0	2	0	0	0	2	4	-2
ABC SPORT	0	0	0	0	0	0	0	2	-2	0	3	-3	0	0	0	12	4	8
TRIPLE J UNEARTHED	4	4	0	4	2	2	8	2	6	5	5	0	13	0	13	16	4	12
7HO CLASSIC HITS	6	6	0	4	8	-4	8	13	-5	4	8	-4	2	0	2	10	8	2
7HO RIVER	2	2	0	2	2	0	0	2	-2	0	4	-4	0	0	0	0	2	-2
KIX COUNTRY AUSTRALIA	0	0	0	2	2	0	4	2	2	2	0	2	0	0	0	0	0	0

**Please note:** Last Hobart Survey conducted May 2022.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

## Cumulative Audience (00's)

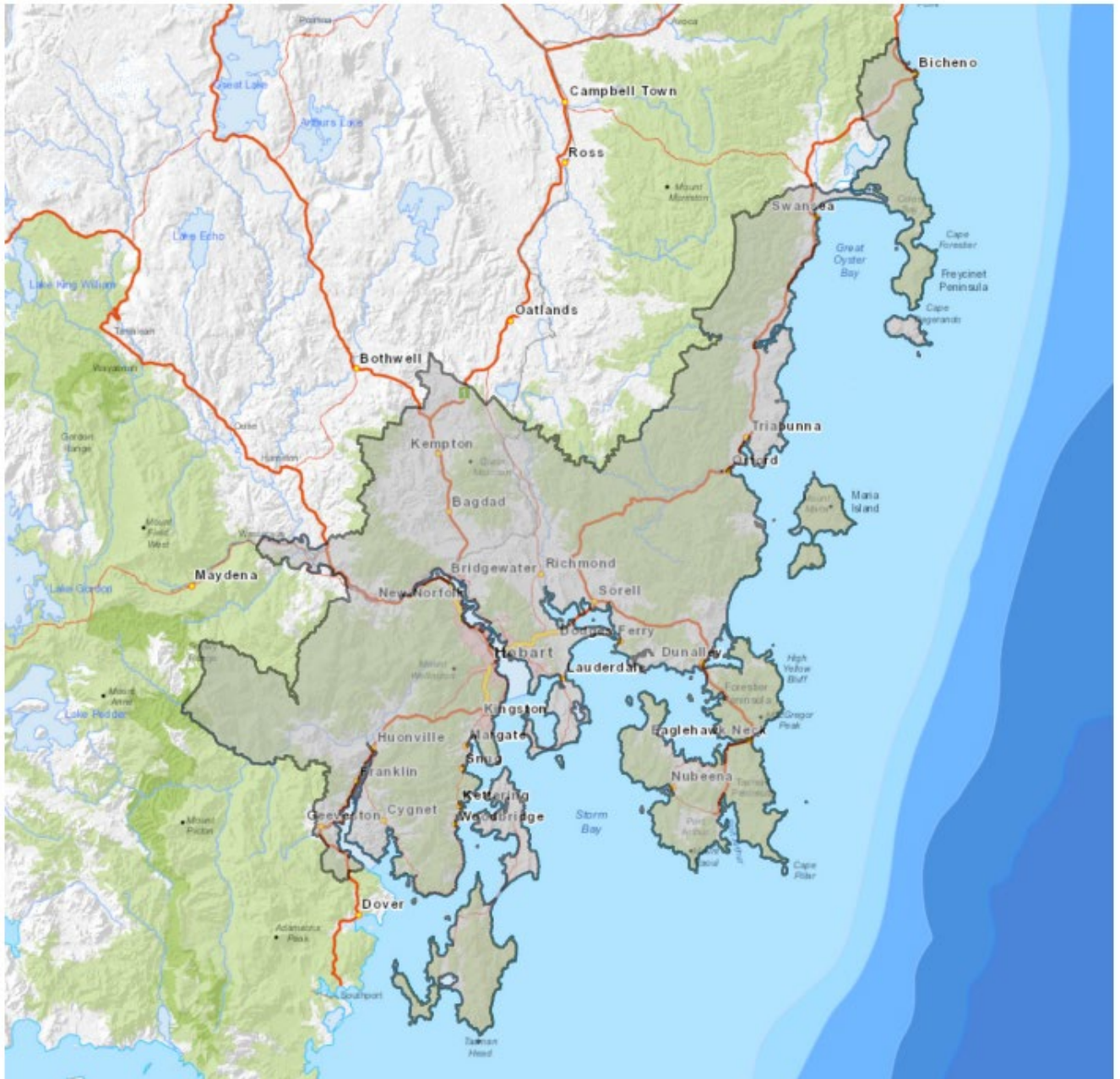
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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

Survey Period: 8<sup>th</sup> May 2023 – 27<sup>th</sup> May 2023

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**EMBARGOED UNTIL TUESDAY 8<sup>TH</sup> JUNE 2023 AT 11AM AEST**



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