

HOBART (TAS)

SURVEY #1 2024



HOBART - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 18TH JUNE 2024 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	17.1	17.4	-0.3	28.7	29.8	-1.1	25.4	29.4	-4.0	30.0	33.6	-3.6	16.3	10.7	5.6	6.1	5.8	0.3	1.0	2.0	-1.0
TRIPLE M HOBART	11.6	10.7	0.9	8.4	5.4	3.0	11.0	10.8	0.2	11.6	7.8	3.8	15.0	16.1	-1.1	18.4	14.8	3.6	5.8	8.9	-3.1
7HO FM	21.2	22.2	-1.0	26.2	27.9	-1.7	25.9	16.4	9.5	23.5	26.7	-3.2	20.2	24.2	-4.0	23.0	27.4	-4.4	14.0	11.3	2.7
ABC RADIO HOBART	14.5	16.5	-2.0	7.6	9.0	-1.4	3.7	2.6	1.1	3.1	4.0	-0.9	9.0	12.6	-3.6	17.3	20.0	-2.7	38.6	41.2	-2.6
ABC RN (RADIO NATIONAL)	3.6	4.4	-0.8	1.2	2.7	-1.5	0.0	0.0	0.0	0.3	0.4	-0.1	4.3	4.2	0.1	5.1	6.8	-1.7	8.5	10.0	-1.5
ABC NEWSRADIO	2.0	1.4	0.6	0.0	0.9	-0.9	1.0	0.0	1.0	0.3	0.0	0.3	3.1	2.7	0.4	4.6	1.6	3.0	2.5	2.3	0.2
TRIPLE J	13.1	13.1	0.0	16.0	16.2	-0.2	24.2	31.8	-7.6	22.3	17.5	4.8	13.7	16.5	-2.8	5.1	5.3	-0.2	1.1	1.1	0.0
ABC CLASSIC	3.8	2.9	0.9	0.0	0.0	0.0	1.7	0.9	0.8	0.0	1.2	-1.2	1.9	1.5	0.4	5.6	4.7	0.9	11.3	7.4	3.9
ABC JAZZ	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
DOUBLE J	1.2	1.1	0.1	4.0	0.9	3.1	0.0	0.8	-0.8	1.2	2.2	-1.0	2.4	1.5	0.9	0.0	0.5	-0.5	0.0	0.0	0.0
ABC KIDS LISTEN	0.1	0.1	0.0	0.0	0.0	0.0	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.4	-0.4	0.0	0.0	0.0	0.0	0.0	0.0
ABC COUNTRY	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.2	0.0	0.0	0.0	0.0	0.4	-0.4
ABC SPORT	0.0	0.1	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	-0.5	0.0	0.0	0.0
TRIPLE J UNEARTHED	0.2	0.2	0.0	0.0	0.0	0.0	1.7	0.8	0.9	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7HO CLASSIC HITS	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.8	0.4	0.4	1.0	0.5	0.5	0.0	0.4	-0.4
7HO RIVER	0.3	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.8	0.4	0.4	0.5	0.0	0.5	0.0	0.0	0.0
KIX COUNTRY AUSTRALIA	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.0	0.0	1.0	0.0	1.0	0.0	0.0	0.0

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.

HOBART - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 18TH JUNE 2024 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	18.5	18.7	-0.2	14.9	15.1	-0.2	17.1	17.8	-0.7	17.2	19.0	-1.8	15.9	15.7	0.2	15.3	17.5	-2.2
TRIPLE M HOBART	11.2	8.7	2.5	12.4	11.3	1.1	13.9	12.4	1.5	12.5	11.6	0.9	8.2	9.6	-1.4	13.9	12.5	1.4
7HO FM	21.3	21.1	0.2	20.7	23.5	-2.8	19.3	24.1	-4.8	18.0	18.9	-0.9	15.4	14.9	0.5	16.9	17.5	-0.6
ABC RADIO HOBART	14.9	19.4	-4.5	15.3	15.5	-0.2	12.8	11.5	1.3	11.6	11.5	0.1	14.7	20.0	-5.3	15.9	16.2	-0.3
ABC RN (RADIO NATIONAL)	4.4	4.7	-0.3	3.6	4.0	-0.4	4.0	3.8	0.2	3.9	4.3	-0.4	6.4	5.2	1.2	4.4	3.8	0.6
ABC NEWSRADIO	2.4	1.9	0.5	1.7	1.3	0.4	1.7	0.6	1.1	1.9	1.3	0.6	3.9	1.6	2.3	2.3	1.6	0.7
TRIPLE J	13.2	12.9	0.3	11.4	11.7	-0.3	11.4	12.9	-1.5	15.9	15.9	0.0	12.9	14.9	-2.0	12.2	14.1	-1.9
ABC CLASSIC	3.1	2.2	0.9	5.3	4.3	1.0	4.1	3.9	0.2	4.5	4.0	0.5	4.0	3.6	0.4	4.3	3.6	0.7
ABC JAZZ	0.1	0.0	0.1	0.2	0.0	0.2	0.4	0.0	0.4	0.3	0.0	0.3	0.3	0.3	0.0	0.1	0.0	0.1
DOUBLE J	0.8	0.8	0.0	1.2	1.2	0.0	1.6	1.1	0.5	1.2	1.2	0.0	2.0	1.7	0.3	1.6	0.8	0.8
ABC KIDS LISTEN	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.1	0.3	0.0	0.3	0.2	0.1	0.1
ABC COUNTRY	0.0	0.1	-0.1	0.1	0.1	0.0	0.0	0.1	-0.1	0.1	0.1	0.0	0.3	0.0	0.3	0.2	0.1	0.1
ABC SPORT	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.3	0.5	-0.2
TRIPLE J UNEARTHED	0.3	0.2	0.1	0.5	0.2	0.3	0.3	0.4	-0.1	0.2	0.3	-0.1	1.2	1.3	-0.1	0.3	0.2	0.1
7HO CLASSIC HITS	0.5	0.3	0.2	0.4	0.1	0.3	0.4	0.4	0.0	0.4	0.2	0.2	0.2	0.3	-0.1	0.3	0.3	0.0
7HO RIVER	0.1	0.1	0.0	0.6	0.1	0.5	0.6	0.0	0.6	0.1	0.0	0.1	0.5	0.0	0.5	0.2	0.0	0.2
KIX COUNTRY AUSTRALIA	0.6	0.0	0.6	0.5	0.0	0.5	0.2	0.1	0.1	0.4	0.0	0.4	0.3	0.0	0.3	0.3	0.0	0.3

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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EMBARGOED UNTIL TUESDAY 18TH JUNE 2024 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	898	683	215	112	103	9	109	114	-5	358	310	48	224	100	124	63	36	27	33	21	12
TRIPLE M HOBART	788	550	238	65	38	27	66	49	17	210	139	71	213	156	57	153	98	55	80	70	10
7HO FM	1043	881	162	117	101	16	99	79	20	287	281	6	258	166	92	153	140	13	129	115	14
ABC RADIO HOBART	706	652	54	45	44	1	21	18	3	64	50	14	164	125	39	126	125	1	285	291	-6
ABC RN (RADIO NATIONAL)	296	201	95	13	9	4	2	0	2	17	9	8	96	39	57	65	42	23	103	102	1
ABC NEWSRADIO	218	103	115	0	7	-7	7	0	7	45	12	33	70	27	43	50	19	31	47	38	9
TRIPLE J	664	586	78	80	73	7	86	99	-13	237	203	34	172	142	30	63	45	18	26	23	3
ABC CLASSIC	316	180	136	8	7	1	11	6	5	40	17	23	85	35	50	63	32	31	110	83	27
ABC JAZZ	65	4	61	0	0	0	0	0	0	10	0	10	30	2	28	17	2	15	8	0	8
DOUBLE J	124	41	83	14	2	12	4	2	2	20	16	4	64	19	45	19	2	17	2	0	2
ABC KIDS LISTEN	62	6	56	0	0	0	4	0	4	4	3	1	32	2	30	17	2	15	4	0	4
ABC COUNTRY	79	4	75	0	0	0	0	2	-2	7	0	7	40	0	40	23	0	23	8	2	6
ABC SPORT	76	12	64	0	0	0	4	0	4	14	2	12	38	0	38	13	6	7	6	4	2
TRIPLE J UNEARTHED	114	24	90	0	5	-5	17	6	11	24	4	20	43	6	37	25	2	23	6	2	4
7HO CLASSIC HITS	125	16	109	0	0	0	2	0	2	20	2	18	66	4	62	27	6	21	10	4	6
7HO RIVER	87	2	85	0	0	0	2	0	2	5	0	5	46	2	44	27	0	27	6	0	6
KIX COUNTRY AUSTRALIA	84	4	80	0	0	0	2	0	2	6	2	4	43	2	41	25	0	25	8	0	8

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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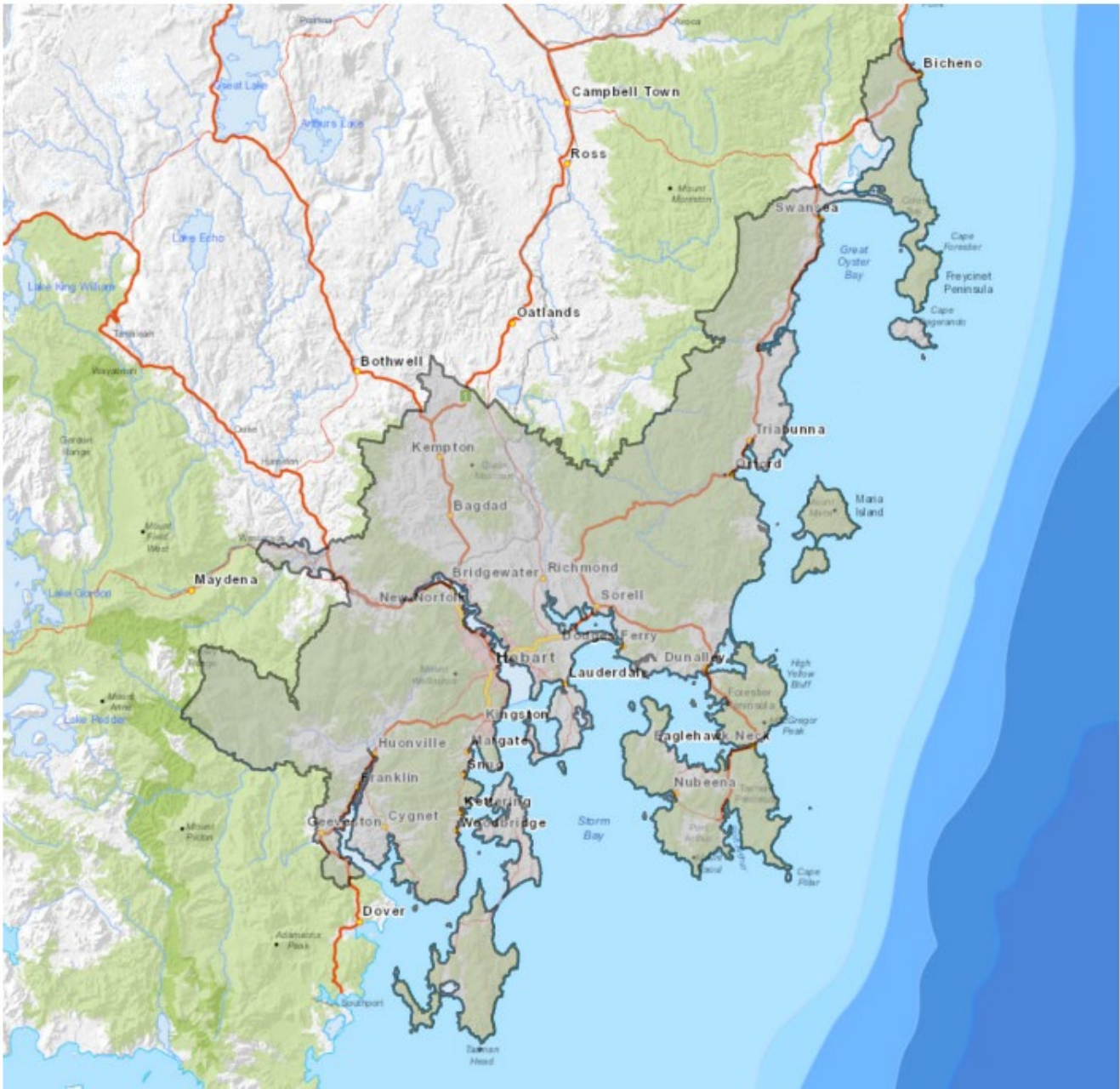
EMBARGOED UNTIL TUESDAY 18TH JUNE 2024 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 2693]

	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	600	484	116	395	292	103	471	371	100	442	397	45	188	128	60	446	394	52
TRIPLE M HOBART	408	270	138	326	262	64	372	265	107	357	271	86	166	80	86	413	303	110
7HO FM	690	567	123	537	449	88	551	495	56	469	425	44	196	116	80	489	441	48
ABC RADIO HOBART	466	475	-9	333	288	45	322	252	70	268	236	32	169	134	35	411	385	26
ABC RN (RADIO NATIONAL)	132	131	1	122	80	42	115	78	37	115	98	17	75	43	32	152	109	43
ABC NEWSRADIO	106	68	38	83	29	54	58	14	44	70	41	29	69	12	57	99	43	56
TRIPLE J	399	350	49	298	236	62	312	271	41	387	355	32	169	117	52	336	314	22
ABC CLASSIC	146	75	71	163	87	76	147	87	60	130	81	49	82	35	47	156	104	52
ABC JAZZ	16	0	16	10	0	10	27	0	27	28	0	28	17	2	15	6	2	4
DOUBLE J	61	23	38	50	20	30	54	23	31	36	23	13	23	13	10	68	19	49
ABC KIDS LISTEN	8	2	6	40	2	38	4	0	4	16	0	16	6	2	4	16	3	13
ABC COUNTRY	33	2	31	10	2	8	12	2	10	23	2	21	25	0	25	10	2	8
ABC SPORT	33	0	33	7	0	7	8	0	8	25	0	25	6	0	6	23	12	11
TRIPLE J UNEARTHED	24	4	20	20	4	16	41	8	33	20	5	15	38	13	25	25	16	9
7HO CLASSIC HITS	54	6	48	34	4	30	39	8	31	19	4	15	25	2	23	31	10	21
7HO RIVER	22	2	20	33	2	31	38	0	38	23	0	23	33	0	33	33	0	33
KIX COUNTRY AUSTRALIA	36	0	36	19	2	17	15	4	11	19	2	17	23	0	23	14	0	14

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 & Audio’s Licence Area Profile.