

HOBART (TAS)

SURVEY #1 2025



HOBART - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL THURSDAY 19TH JUNE 2025 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	17.6	17.1	0.5	19.8	28.7	-8.9	34.5	25.4	9.1	29.4	30.0	-0.6	17.3	16.3	1.0	9.3	6.1	3.2	1.8	1.0	0.8
TRIPLE M HOBART	15.7	11.6	4.1	15.1	8.4	6.7	14.9	11.0	3.9	27.6	11.6	16.0	11.3	15.0	-3.7	13.6	18.4	-4.8	7.8	5.8	2.0
7HO FM	18.4	21.2	-2.8	20.8	26.2	-5.4	16.1	25.9	-9.8	14.6	23.5	-8.9	21.2	20.2	1.0	27.8	23.0	4.8	13.8	14.0	-0.2
ABC RADIO HOBART	13.5	14.5	-1.0	1.9	7.6	-5.7	3.4	3.7	-0.3	2.4	3.1	-0.7	13.3	9.0	4.3	19.3	17.3	2.0	32.3	38.6	-6.3
ABC RADIO NATIONAL	2.7	3.6	-0.9	0.0	1.2	-1.2	0.0	0.0	0.0	0.4	0.3	0.1	3.0	4.3	-1.3	2.9	5.1	-2.2	7.4	8.5	-1.1
ABC NEWSRADIO	2.5	2.0	0.5	1.0	0.0	1.0	1.1	1.0	0.1	1.2	0.3	0.9	3.4	3.1	0.3	6.4	4.6	1.8	1.8	2.5	-0.7
triple j	9.8	13.1	-3.3	13.3	16.0	-2.7	18.4	24.2	-5.8	9.3	22.3	-13.0	17.2	13.7	3.5	2.1	5.1	-3.0	3.2	1.1	2.1
ABC CLASSIC	3.6	3.8	-0.2	0.9	0.0	0.9	1.2	1.7	-0.5	0.8	0.0	0.8	3.0	1.9	1.1	1.4	5.6	-4.2	11.1	11.3	-0.2
ABC JAZZ	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	0.5	0.0	0.5	0.7	0.0	0.7	0.0	0.0	0.0
DOUBLE J	0.4	1.2	-0.8	0.0	4.0	-4.0	0.0	0.0	0.0	0.8	1.2	-0.4	1.0	2.4	-1.4	0.0	0.0	0.0	0.0	0.0	0.0
ABC KIDS LISTEN	0.1	0.1	0.0	0.0	0.0	0.0	1.2	1.0	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
ABC COUNTRY	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	1.2	-1.2	0.0	0.0	0.0	0.5	0.0	0.5
ABC SPORT	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	1.4	0.0	1.4	0.0	0.0	0.0
triple j UNEARTHED	0.1	0.2	-0.1	0.0	0.0	0.0	0.0	1.7	-1.7	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7HO CLASSIC HITS	0.8	0.4	0.4	1.9	0.0	1.9	1.1	0.0	1.1	0.0	0.3	-0.3	0.5	0.8	-0.3	0.7	1.0	-0.3	1.4	0.0	1.4
7HO RIVER	0.0	0.3	-0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	0.0	0.8	-0.8	0.0	0.5	-0.5	0.0	0.0	0.0
iHEARTCOUNTRY AUSTRALIA	0.5		0.5	1.9		1.9	1.1		1.1	0.0		0.0	0.0		0.0	1.4		1.4	0.0		0.0

Last Hobart Survey conducted June 2024. iHeartCountry Australia on air from 6 Dec 2024. Previously known as Kix Country Australia.
Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations.
This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

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: 2025



EMBARGOED UNTIL THURSDAY 19TH JUNE 2025 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	21.2	18.5	2.7	18.8	14.9	3.9	20.8	17.1	3.7	23.0	17.2	5.8	11.5	15.9	-4.4	16.5	15.3	1.2
TRIPLE M HOBART	14.4	11.2	3.2	17.2	12.4	4.8	17.4	13.9	3.5	17.7	12.5	5.2	22.4	8.2	14.2	18.0	13.9	4.1
7HO FM	19.9	21.3	-1.4	19.9	20.7	-0.8	18.9	19.3	-0.4	16.6	18.0	-1.4	16.4	15.4	1.0	17.1	16.9	0.2
ABC RADIO HOBART	16.6	14.9	1.7	12.7	15.3	-2.6	9.4	12.8	-3.4	10.2	11.6	-1.4	16.6	14.7	1.9	14.8	15.9	-1.1
ABC RADIO NATIONAL	2.4	4.4	-2.0	2.9	3.6	-0.7	1.7	4.0	-2.3	2.1	3.9	-1.8	4.5	6.4	-1.9	2.9	4.4	-1.5
ABC NEWSRADIO	3.7	2.4	1.3	2.3	1.7	0.6	1.3	1.7	-0.4	2.4	1.9	0.5	5.2	3.9	1.3	2.3	2.3	0.0
triple j	8.8	13.2	-4.4	7.3	11.4	-4.1	8.1	11.4	-3.3	8.4	15.9	-7.5	8.4	12.9	-4.5	9.6	12.2	-2.6
ABC CLASSIC	2.5	3.1	-0.6	4.9	5.3	-0.4	4.2	4.1	0.1	4.0	4.5	-0.5	2.1	4.0	-1.9	3.6	4.3	-0.7
ABC JAZZ	0.0	0.1	-0.1	0.0	0.2	-0.2	0.1	0.4	-0.3	0.1	0.3	-0.2	0.3	0.3	0.0	0.0	0.1	-0.1
DOUBLE J	0.4	0.8	-0.4	0.3	1.2	-0.9	0.3	1.6	-1.3	0.3	1.2	-0.9	0.3	2.0	-1.7	0.6	1.6	-1.0
ABC KIDS LISTEN	0.0	0.2	-0.2	0.0	0.1	-0.1	0.0	0.1	-0.1	0.0	0.1	-0.1	0.0	0.3	-0.3	0.0	0.2	-0.2
ABC COUNTRY	0.0	0.0	0.0	0.2	0.1	0.1	0.3	0.0	0.3	0.0	0.1	-0.1	0.0	0.3	-0.3	0.0	0.2	-0.2
ABC SPORT	0.0	0.0	0.0	0.5	0.0	0.5	0.3	0.1	0.2	0.0	0.1	-0.1	0.7	0.0	0.7	0.7	0.3	0.4
triple j UNEARTHED	0.1	0.3	-0.2	0.2	0.5	-0.3	0.0	0.3	-0.3	0.1	0.2	-0.1	0.3	1.2	-0.9	0.3	0.3	0.0
7HO CLASSIC HITS	0.0	0.5	-0.5	1.1	0.4	0.7	1.4	0.4	1.0	0.3	0.4	-0.1	0.3	0.2	0.1	0.6	0.3	0.3
7HO RIVER	0.0	0.1	-0.1	0.0	0.6	-0.6	0.0	0.6	-0.6	0.0	0.1	-0.1	0.0	0.5	-0.5	0.0	0.2	-0.2
iHEARTCOUNTRY AUSTRALIA	0.3		0.3	0.5		0.5	0.3		0.3	0.3		0.3	0.7		0.7	0.3		0.3

Last Hobart Survey conducted June 2024. iHeartCountry Australia on air from 6 Dec 2024. Previously known as Kix Country Australia.

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: 12th May 2025 - 7th June 2025

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HOBART - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL THURSDAY 19TH JUNE 2025 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	882	898	-16	94	112	-18	141	109	32	331	358	-27	198	224	-26	77	63	14	41	33	8
TRIPLE M HOBART	892	788	104	84	65	19	119	66	53	319	210	109	175	213	-38	85	153	-68	110	80	30
7HO FM	880	1043	-163	97	117	-20	88	99	-11	162	287	-125	238	258	-20	140	153	-13	154	129	25
ABC RADIO HOBART	673	706	-33	19	45	-26	14	21	-7	47	64	-17	134	164	-30	126	126	0	333	285	48
ABC RADIO NATIONAL	190	296	-106	5	13	-8	3	2	1	8	17	-9	41	96	-55	33	65	-32	99	103	-4
ABC NEWSRADIO	223	218	5	11	0	11	6	7	-1	37	45	-8	57	70	-13	55	50	5	58	47	11
triple j	497	664	-167	49	80	-31	100	86	14	137	237	-100	142	172	-30	30	63	-33	39	26	13
ABC CLASSIC	204	316	-112	8	8	0	6	11	-5	33	40	-7	27	85	-58	19	63	-44	110	110	0
ABC JAZZ	16	65	-49	3	0	3	3	0	3	3	10	-7	5	30	-25	3	17	-14	0	8	-8
DOUBLE J	30	124	-94	0	14	-14	3	4	-1	11	20	-9	14	64	-50	3	19	-16	0	2	-2
ABC KIDS LISTEN	17	62	-45	0	0	0	3	4	-1	11	4	7	0	32	-32	0	17	-17	3	4	-1
ABC COUNTRY	44	79	-35	0	0	0	6	0	6	11	7	4	19	40	-21	3	23	-20	6	8	-2
ABC SPORT	82	76	6	5	0	5	6	4	2	8	14	-6	38	38	0	16	13	3	8	6	2
triple j UNEARTHED	55	114	-59	5	0	5	14	17	-3	14	24	-10	22	43	-21	0	25	-25	0	6	-6
7HO CLASSIC HITS	58	125	-67	5	0	5	6	2	4	6	20	-14	11	66	-55	5	27	-22	25	10	15
7HO RIVER	3	87	-84	0	0	0	0	2	-2	0	5	-5	3	46	-43	0	27	-27	0	6	-6
iHEARTCOUNTRYAUSTRALIA	16		16	5		5	3		3	0		0	3		3	5		5	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.

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EMBARGOED UNTIL THURSDAY 19TH JUNE 2025 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 2752]

	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	640	600	40	457	395	62	516	471	45	619	442	177	155	188	-33	491	446	45
TRIPLE M HOBART	553	408	145	463	326	137	510	372	138	544	357	187	216	166	50	561	413	148
7HO FM	591	690	-99	435	537	-102	493	551	-58	446	469	-23	168	196	-28	514	489	25
ABC RADIO HOBART	457	466	-9	261	333	-72	259	322	-63	233	268	-35	145	169	-24	412	411	1
ABC RADIO NATIONAL	80	132	-52	96	122	-26	58	115	-57	72	115	-43	47	75	-28	96	152	-56
ABC NEWSRADIO	126	106	20	85	83	2	63	58	5	91	70	21	61	69	-8	93	99	-6
triple j	326	399	-73	244	298	-54	285	312	-27	288	387	-99	86	169	-83	301	336	-35
ABC CLASSIC	72	146	-74	119	163	-44	96	147	-51	96	130	-34	17	82	-65	121	156	-35
ABC JAZZ	8	16	-8	3	10	-7	3	27	-24	11	28	-17	6	17	-11	8	6	2
DOUBLE J	11	61	-50	8	50	-42	11	54	-43	8	36	-28	5	23	-18	22	68	-46
ABC KIDS LISTEN	8	8	0	6	40	-34	6	4	2	3	16	-13	0	6	-6	6	16	-10
ABC COUNTRY	3	33	-30	3	10	-7	14	12	2	6	23	-17	3	25	-22	0	10	-10
ABC SPORT	22	33	-11	16	7	9	19	8	11	5	25	-20	24	6	18	52	23	29
triple j UNEARTHED	14	24	-10	5	20	-15	5	41	-36	11	20	-9	5	38	-33	14	25	-11
7HO CLASSIC HITS	19	54	-35	27	34	-7	33	39	-6	11	19	-8	3	25	-22	17	31	-14
7HO RIVER	0	22	-22	0	33	-33	0	38	-38	0	23	-23	0	33	-33	0	33	-33
iHEARTCOUNTRY AUSTRALIA	5		5	8		8	5		5	5		5	5		5	5		5

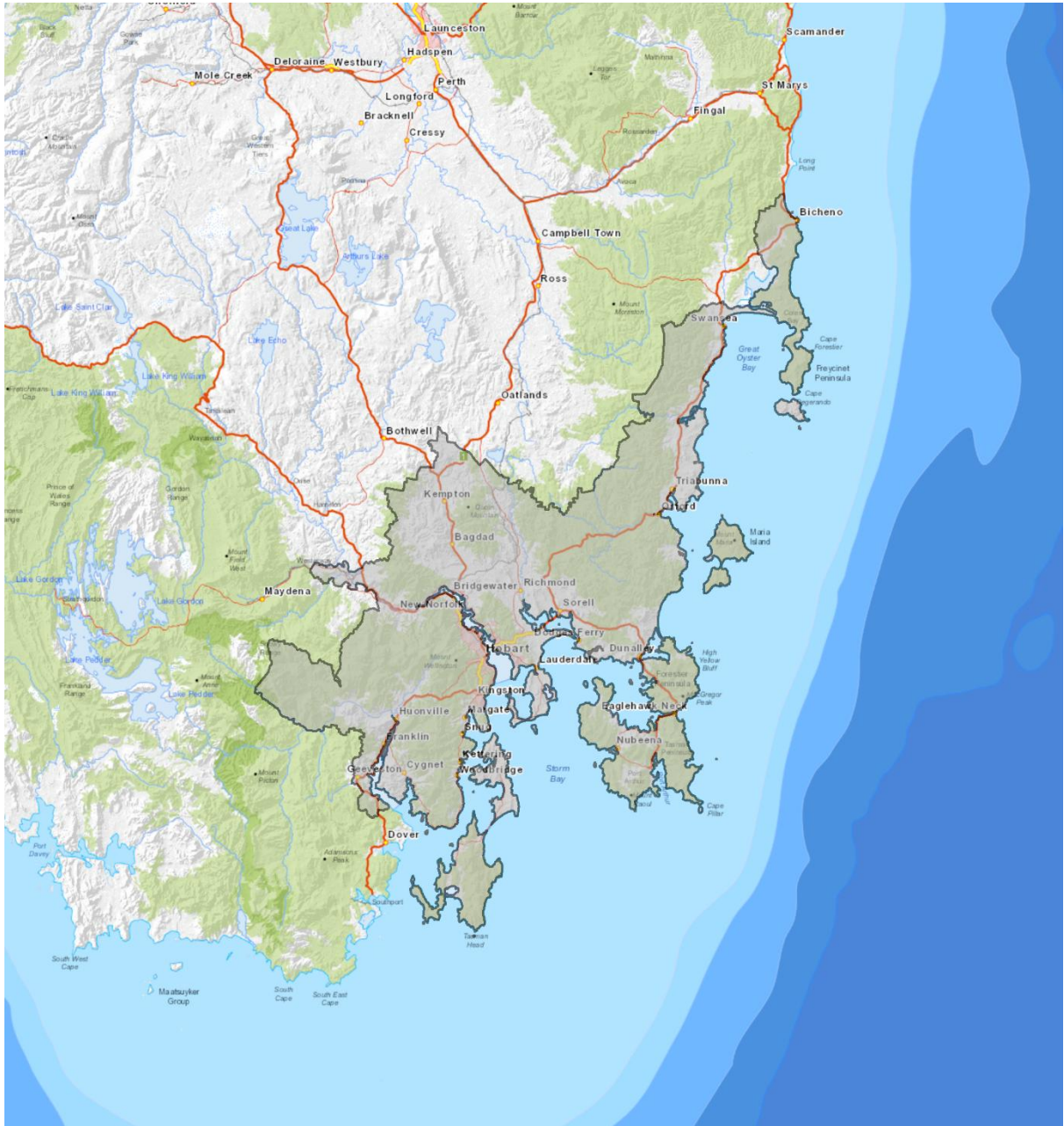
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Cumulative Audience (00's)

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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