

HOBART (TAS)

SURVEY #1 2022



HOBART - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL THURSDAY 2ND JUNE 2022 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	21.2	0.0	45.1	39.2	5.9	42.2	42.8	-0.6	29.8	29.6	0.2	21.2	22.1	-0.9	6.5	8.1	-1.6	0.4	0.8	-0.4
TRIPLE M HOBART 107.3	9.3	10.4	-1.1	7.5	8.2	-0.7	5.0	2.9	2.1	7.1	9.7	-2.6	14.9	16.2	-1.3	15.2	13.5	1.7	4.1	7.0	-2.9
7HO FM	21.0	19.4	1.6	17.3	27.4	-10.1	19.0	15.0	4.0	18.1	19.1	-1.0	26.0	21.8	4.2	29.9	23.8	6.1	14.8	11.5	3.3
ABC RADIO HOBART	14.8	16.5	-1.7	3.8	2.2	1.6	0.9	2.1	-1.2	3.6	6.6	-3.0	11.9	14.8	-2.9	19.0	22.1	-3.1	39.5	39.1	0.4
ABC RN (RADIO NATIONAL)	5.0	4.1	0.9	2.3	0.7	1.6	0.0	0.8	-0.8	1.4	1.6	-0.2	1.5	2.2	-0.7	6.5	11.9	-5.4	15.2	6.6	8.6
ABC NEWSRADIO	1.7	2.2	-0.5	0.0	2.2	-2.2	0.0	0.0	0.0	0.0	0.4	-0.4	3.0	3.0	0.0	2.7	2.7	0.0	2.9	3.7	-0.8
triple j	13.8	12.0	1.8	18.1	11.8	6.3	29.2	31.9	-2.7	25.9	23.0	2.9	11.5	8.9	2.6	4.3	4.3	0.0	0.8	0.4	0.4
ABC CLASSIC	2.8	3.2	-0.4	0.7	0.0	0.7	0.0	0.0	0.0	2.5	1.2	1.3	1.5	1.1	0.4	2.7	2.7	0.0	7.0	11.5	-4.5
ABC JAZZ	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	0.0	0.4	0.0	0.0	0.0	0.0	0.4	-0.4
DOUBLE J	0.5	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.4	1.7	0.4	0.0	0.4	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	0.0	0.0	0.0	0.0	0.4	-0.4	0.4	0.0	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	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4
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	0.2	0.0	0.0	0.7	-0.7	0.0	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.0	0.0
7HO CLASSIC HITS	0.3	0.2	0.1	0.8	0.7	0.1	0.0	0.0	0.0	0.4	0.0	0.4	0.4	0.0	0.4	0.0	0.0	0.0	0.4	0.4	0.0
7HO RIVER	0.2	-	0.2	0.8	-	0.8	0.0	-	0.0	0.0	-	0.0	0.4	-	0.4	0.0	-	0.0	0.0	-	0.0
KIX COUNTRY AUSTRALIA	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

Please note: Last Hobart Survey conducted May 2021. 7HO River not included in survey prior to 2022.

7HO RIVER DAB+ services added to market April 2019.

*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: 2nd May 2022 - 21st May 2022

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EMBARGOED UNTIL THURSDAY 2ND JUNE 2022 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	22.8	21.8	1.0	17.3	17.3	0.0	20.7	20.5	0.2	20.9	22.2	-1.3	15.8	15.2	0.6	17.0	18.8	-1.8
TRIPLE M HOBART	9.1	10.3	-1.2	11.2	13.2	-2.0	11.0	13.6	-2.6	10.0	12.1	-2.1	6.3	9.9	-3.6	12.5	12.1	0.4
7HO FM	19.9	19.5	0.4	23.7	18.8	4.9	21.4	20.5	0.9	20.7	17.9	2.8	12.3	13.1	-0.8	17.9	16.6	1.3
ABC RADIO HOBART	17.6	17.9	-0.3	16.4	16.8	-0.4	11.7	12.0	-0.3	12.0	12.0	0.0	21.1	22.8	-1.7	16.7	18.3	-1.6
ABC RN (RADIO NATIONAL)	4.6	4.4	0.2	4.2	3.1	1.1	4.4	3.3	1.1	5.3	3.9	1.4	8.2	5.0	3.2	5.7	4.1	1.6
ABC NEWSRADIO	1.9	2.1	-0.2	1.4	1.6	-0.2	1.7	1.7	0.0	1.6	1.5	0.1	1.9	2.8	-0.9	1.5	1.6	-0.1
triple j	13.7	11.7	2.0	10.4	12.1	-1.7	14.1	11.5	2.6	16.6	16.3	0.3	18.1	10.9	7.2	15.2	12.8	2.4
ABC CLASSIC	2.0	2.5	-0.5	2.7	3.4	-0.7	3.0	3.1	-0.1	3.0	3.4	-0.4	4.7	4.3	0.4	3.8	3.4	0.4
ABC JAZZ	0.1	0.1	0.0	0.4	0.3	0.1	0.1	0.4	-0.3	0.0	0.1	-0.1	0.0	0.4	-0.4	0.1	0.2	-0.1
DOUBLE J	0.2	0.0	0.2	0.6	0.4	0.2	0.5	0.4	0.1	0.8	0.3	0.5	2.0	0.7	1.3	0.8	0.6	0.2
ABC KIDS LISTEN	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	-0.1	0.3	0.0	0.3	0.1	0.1	0.0
ABC COUNTRY	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.0	0.2	0.0	0.1	-0.1	0.0	0.0	0.0	0.2	0.2	0.0
ABC SPORT	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1
TRIPLE J UNEARTHED	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.4	-0.3	0.2	0.3	-0.1	0.0	0.3	-0.3	0.2	0.3	-0.1
7HO CLASSIC HITS	0.2	0.2	0.0	0.5	0.1	0.4	0.6	0.1	0.5	0.2	0.1	0.1	0.0	0.3	-0.3	0.3	0.2	0.1
7HO RIVER	0.1	-	0.1	0.1	-	0.1	0.1	-	0.1	0.1	-	0.1	0.0	-	0.0	0.1	-	0.1
KIX COUNTRY AUSTRLIA	0.0	0.0	0.0	0.0	0.1	-0.1	0.0	0.3	-0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	-0.2

Please note: Last Hobart Survey conducted May 2021. 7HO River not included in survey prior to 2022.

7HO RIVER DAB+ services added to market April 2019.

*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.

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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	719	731	-12	147	140	7	129	135	-6	213	213	0	174	175	-1	47	52	-5	10	16	-6
TRIPLE M HOBART	481	523	-42	40	53	-13	38	31	7	93	111	-18	174	170	4	106	99	7	29	60	-31
7HO FM	795	760	35	83	121	-38	92	76	16	157	174	-17	209	179	30	151	113	38	104	97	7
ABC RADIO HOBART	587	590	-3	31	17	14	11	5	6	37	61	-24	115	123	-8	118	133	-15	275	250	25
ABC RN (RADIO NATIONAL)	209	180	29	6	8	-2	0	2	-2	19	10	9	29	23	6	47	62	-15	107	76	31
ABC NEWSRADIO	96	110	-14	2	6	-4	0	4	-4	2	6	-4	27	27	0	25	33	-8	39	35	4
triple j	574	504	70	73	53	20	100	108	-8	204	173	31	125	121	4	43	43	0	27	6	21
ABC CLASSIC	163	140	23	8	2	6	2	2	0	26	12	14	25	17	8	24	27	-3	78	80	-2
ABC JAZZ	10	12	-2	0	0	0	2	0	2	0	0	0	4	4	0	0	4	-4	4	4	0
DOUBLE J	29	28	1	0	6	-6	3	5	-2	16	6	10	8	6	2	2	2	0	0	4	-4
ABC KIDS LISTEN	8	2	6	0	0	0	0	0	0	2	2	0	6	0	6	0	0	0	0	0	0
ABC COUNTRY	4	4	0	0	0	0	0	0	0	2	4	-2	0	0	0	0	0	0	2	0	2
ABC SPORT	7	8	-1	0	0	0	3	0	3	0	2	-2	0	0	0	4	6	-2	0	0	0
TRIPLE J UNEARTHED	5	12	-7	0	2	-2	0	0	0	4	4	0	0	6	-6	2	0	2	0	0	0
7HO CLASSIC HITS	21	8	13	4	4	0	0	0	0	4	0	4	4	0	4	8	2	6	2	2	0
7HO RIVER	6	-	6	2	-	2	0	-	0	2	-	2	2	-	2	0	-	0	0	-	0
KIX COUNTRY AUSTRALIA	2	8	-6	0	2	-2	0	0	0	0	4	-4	2	0	2	0	2	-2	0	0	0

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7HO RIVER DAB+ services added to market April 2019.

*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.

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Cumulative Audience (00's) by Session, P10+ [Potential: 2347]

	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	564	540	24	300	314	-14	408	385	23	406	400	6	115	104	11	357	416	-59
TRIPLE M HOBART	247	292	-45	222	244	-22	258	278	-20	226	239	-13	47	65	-18	297	296	1
7HO FM	522	508	14	423	346	77	439	405	34	426	349	77	86	89	-3	397	414	-17
ABC RADIO HOBART	423	436	-13	295	288	7	249	240	9	229	218	11	140	146	-6	362	395	-33
ABC RN (RADIO NATIONAL)	130	104	26	80	70	10	85	77	8	103	75	28	66	31	35	134	95	39
ABC NEWSRADIO	64	64	0	45	35	10	47	35	12	49	33	16	17	19	-2	47	43	4
triple j	359	313	46	216	208	8	309	240	69	333	290	43	138	75	63	346	303	43
ABC CLASSIC	61	74	-13	60	68	-8	60	68	-8	66	66	0	43	23	20	97	76	21
ABC JAZZ	2	4	-2	6	4	2	2	6	-4	0	2	-2	0	2	-2	4	4	0
DOUBLE J	12	6	6	14	10	4	14	10	4	16	4	12	14	4	10	16	16	0
ABC KIDS LISTEN	4	2	2	0	0	0	0	0	0	4	2	2	2	0	2	4	2	2
ABC COUNTRY	2	2	0	4	2	2	4	0	4	0	2	-2	0	0	0	4	4	0
ABC SPORT	0	0	0	0	0	0	2	0	2	3	0	3	0	0	0	4	8	-4
TRIPLE J UNEARTHED	4	6	-2	2	2	0	2	6	-4	5	6	-1	0	2	-2	4	6	-2
7HO CLASSIC HITS	6	4	2	8	2	6	13	2	11	8	4	4	0	2	-2	8	4	4
7HO RIVER	2	-	2	2	-	2	2	-	2	4	-	4	0	-	0	2	-	2
KIX COUNTRY AUSTRLIA	0	0	0	2	2	0	2	4	-2	0	0	0	0	0	0	0	6	-6

Please note: Last Hobart Survey conducted May 2021. 7HO River not included in survey prior to 2022.

7HO RIVER DAB+ services added to market April 2019.

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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.