

HOBART (TAS)

SURVEY #1 2026



HOBART - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL TUESDAY 7TH JULY 2026 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	19.2	17.6	1.6	28.1	19.8	8.3	35.8	34.5	1.3	28.7	29.4	-0.7	17.2	17.3	-0.1	10.7	9.3	1.4	4.6	1.8	2.8
TRIPLE M HOBART	15.2	15.7	-0.5	11.4	15.1	-3.7	21.7	14.9	6.8	21.5	27.6	-6.1	15.1	11.3	3.8	16.0	13.6	2.4	6.8	7.8	-1.0
7HO FM	19.6	18.4	1.2	17.7	20.8	-3.1	17.9	16.1	1.8	19.8	14.6	5.2	23.4	21.2	2.2	26.8	27.8	-1.0	12.9	13.8	-0.9
ABC RADIO HOBART	14.1	13.5	0.6	10.5	1.9	8.6	2.7	3.4	-0.7	3.1	2.4	0.7	10.2	13.3	-3.1	19.1	19.3	-0.2	33.7	32.3	1.4
ABC RADIO NATIONAL	4.6	2.7	1.9	4.0	0.0	4.0	1.9	0.0	1.9	0.7	0.4	0.3	4.9	3.0	1.9	4.2	2.9	1.3	10.6	7.4	3.2
ABC NEWSRADIO	2.3	2.5	-0.2	0.0	1.0	-1.0	0.0	1.1	-1.1	0.0	1.2	-1.2	2.0	3.4	-1.4	4.2	6.4	-2.2	6.0	1.8	4.2
triple j	7.6	9.8	-2.2	14.6	13.3	1.3	7.6	18.4	-10.8	10.6	9.3	1.3	10.2	17.2	-7.0	3.0	2.1	0.9	1.5	3.2	-1.7
ABC CLASSIC	3.2	3.6	-0.4	0.0	0.9	-0.9	1.0	1.2	-0.2	1.7	0.8	0.9	2.0	3.0	-1.0	4.8	1.4	3.4	7.6	11.1	-3.5
ABC JAZZ	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	0.5	-0.5	0.0	0.7	-0.7	0.0	0.0	0.0
DOUBLE J	1.0	0.4	0.6	3.2	0.0	3.2	0.0	0.0	0.0	1.0	0.8	0.2	1.6	1.0	0.6	0.6	0.0	0.6	0.0	0.0	0.0
ABC KIDS LISTEN	0.0	0.1	-0.1	0.0	0.0	0.0	0.0	1.2	-1.2	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	0.0	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	0.0	0.0	0.0	0.0	0.0	0.5	-0.5
ABC SPORT	0.2	0.2	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	0.6	1.4	-0.8	0.0	0.0	0.0
triple j Unearthed	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7HO CLASSIC HITS	0.3	0.8	-0.5	0.0	1.9	-1.9	1.0	1.1	-0.1	0.0	0.0	0.0	0.4	0.5	-0.1	0.0	0.7	-0.7	0.7	1.4	-0.7
7HO RIVER	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
iHEARTCOUNTRY AUSTRALIA	0.3	0.5	-0.2	0.0	1.9	-1.9	0.9	1.1	-0.2	0.7	0.0	0.7	0.0	0.0	0.0	0.0	1.4	-1.4	0.4	0.0	0.4
TIK TOK TRENDING	0.2		0.2	0.0		0.0	0.9		0.9	0.7		0.7	0.0		0.0	0.0		0.0	0.0		0.0

TIK TOK TRENDING not included in survey prior to 2026.

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: 2026



EMBARGOED UNTIL TUESDAY 7TH JULY 2026 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	19.5	21.2	-1.7	17.9	18.8	-0.9	19.8	20.8	-1.0	21.1	23.0	-1.9	19.4	11.5	7.9	16.6	16.5	0.1
TRIPLE M HOBART	13.7	14.4	-0.7	15.6	17.2	-1.6	16.0	17.4	-1.4	17.0	17.7	-0.7	16.1	22.4	-6.3	16.4	18.0	-1.6
7HO FM	20.1	19.9	0.2	21.0	19.9	1.1	21.5	18.9	2.6	16.8	16.6	0.2	13.2	16.4	-3.2	16.8	17.1	-0.3
ABC RADIO HOBART	15.6	16.6	-1.0	14.6	12.7	1.9	11.7	9.4	2.3	11.3	10.2	1.1	13.3	16.6	-3.3	16.2	14.8	1.4
ABC RADIO NATIONAL	5.7	2.4	3.3	3.4	2.9	0.5	2.6	1.7	0.9	5.4	2.1	3.3	5.2	4.5	0.7	5.6	2.9	2.7
ABC NEWSRADIO	3.0	3.7	-0.7	2.4	2.3	0.1	1.8	1.3	0.5	2.0	2.4	-0.4	2.6	5.2	-2.6	2.3	2.3	0.0
triple j	7.4	8.8	-1.4	5.7	7.3	-1.6	7.3	8.1	-0.8	8.5	8.4	0.1	10.9	8.4	2.5	7.9	9.6	-1.7
ABC CLASSIC	2.6	2.5	0.1	3.6	4.9	-1.3	3.9	4.2	-0.3	4.2	4.0	0.2	4.9	2.1	2.8	3.9	3.6	0.3
ABC JAZZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	-0.1	0.1	0.1	0.0	0.3	0.3	0.0	0.0	0.0	0.0
DOUBLE J	1.0	0.4	0.6	0.8	0.3	0.5	1.3	0.3	1.0	1.3	0.3	1.0	0.3	0.3	0.0	0.6	0.6	0.0
ABC KIDS LISTEN	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
ABC COUNTRY	0.0	0.0	0.0	0.0	0.2	-0.2	0.1	0.3	-0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1
ABC SPORT	0.2	0.0	0.2	0.1	0.5	-0.4	0.4	0.3	0.1	0.3	0.0	0.3	0.3	0.7	-0.4	0.5	0.7	-0.2
triple j Unearthed	0.0	0.1	-0.1	0.0	0.2	-0.2	0.0	0.0	0.0	0.3	0.1	0.2	0.0	0.3	-0.3	0.0	0.3	-0.3
7HO CLASSIC HITS	0.1	0.0	0.1	0.4	1.1	-0.7	0.2	1.4	-1.2	0.1	0.3	-0.2	0.0	0.3	-0.3	0.2	0.6	-0.4
7HO RIVER	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0
iHEARTCOUNTRYAUSTRALIA	0.2	0.3	-0.1	0.6	0.5	0.1	0.6	0.3	0.3	0.3	0.3	0.0	0.0	0.7	-0.7	0.4	0.3	0.1
TIK TOK TRENDING	0.0		0.0	0.1		0.1	0.0		0.0	0.0		0.0	0.0		0.0	0.0		0.0

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 7TH JULY 2026 AT 11AM AEST

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight , P10+ [Potential: 2695]

	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	844	882	-38	102	94	8	141	141	0	320	331	-11	156	198	-42	72	77	-5	54	41	13
TRIPLE M HOBART	816	892	-76	68	84	-16	126	119	7	249	319	-70	175	175	0	107	85	22	91	110	-19
7HO FM	953	880	73	88	97	-9	86	88	-2	230	162	68	227	238	-11	157	140	17	164	154	10
ABC RADIO HOBART	671	673	-2	41	19	22	35	14	21	78	47	31	122	134	-12	116	126	-10	279	333	-54
ABC RADIO NATIONAL	269	190	79	18	5	13	17	3	14	21	8	13	53	41	12	47	33	14	113	99	14
ABC NEWSRADIO	201	223	-22	5	11	-6	17	6	11	41	37	4	31	57	-26	29	55	-26	78	58	20
triple j	469	497	-28	61	49	12	49	100	-51	159	137	22	119	142	-23	38	30	8	42	39	3
ABC CLASSIC	239	204	35	7	8	-1	28	6	22	44	33	11	31	27	4	42	19	23	87	110	-23
ABC JAZZ	20	16	4	0	3	-3	4	3	1	5	3	2	4	5	-1	2	3	-1	4	0	4
DOUBLE J	63	30	33	14	0	14	7	3	4	12	11	1	25	14	11	7	3	4	0	0	0
ABC KIDS LISTEN	11	17	-6	0	0	0	0	3	-3	7	11	-4	4	0	4	0	0	0	0	3	-3
ABC COUNTRY	29	44	-15	0	0	0	4	6	-2	12	11	1	11	19	-8	0	3	-3	2	6	-4
ABC SPORT	50	82	-32	0	5	-5	5	6	-1	18	8	10	9	38	-29	9	16	-7	9	8	1
triple j Unearthed	38	55	-17	0	5	-5	6	14	-8	18	14	4	9	22	-13	0	0	0	4	0	4
7HO CLASSIC HITS	47	58	-11	0	5	-5	7	6	1	5	6	-1	9	11	-2	9	5	4	18	25	-7
7HO RIVER	18	3	15	0	0	0	2	0	2	7	0	7	2	3	-1	2	0	2	4	0	4
iHEARTCOUNTRY AUSTRALIA	29	16	13	0	5	-5	4	3	1	18	0	18	0	3	-3	2	5	-3	4	0	4
TIK TOK TRENDING	18		18	0		0	4		4	14		14	0		0	0		0	0		0

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 - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL TUESDAY 7TH JULY 2026 AT 11AM AEST

Cumulative Audience (00's) by Session

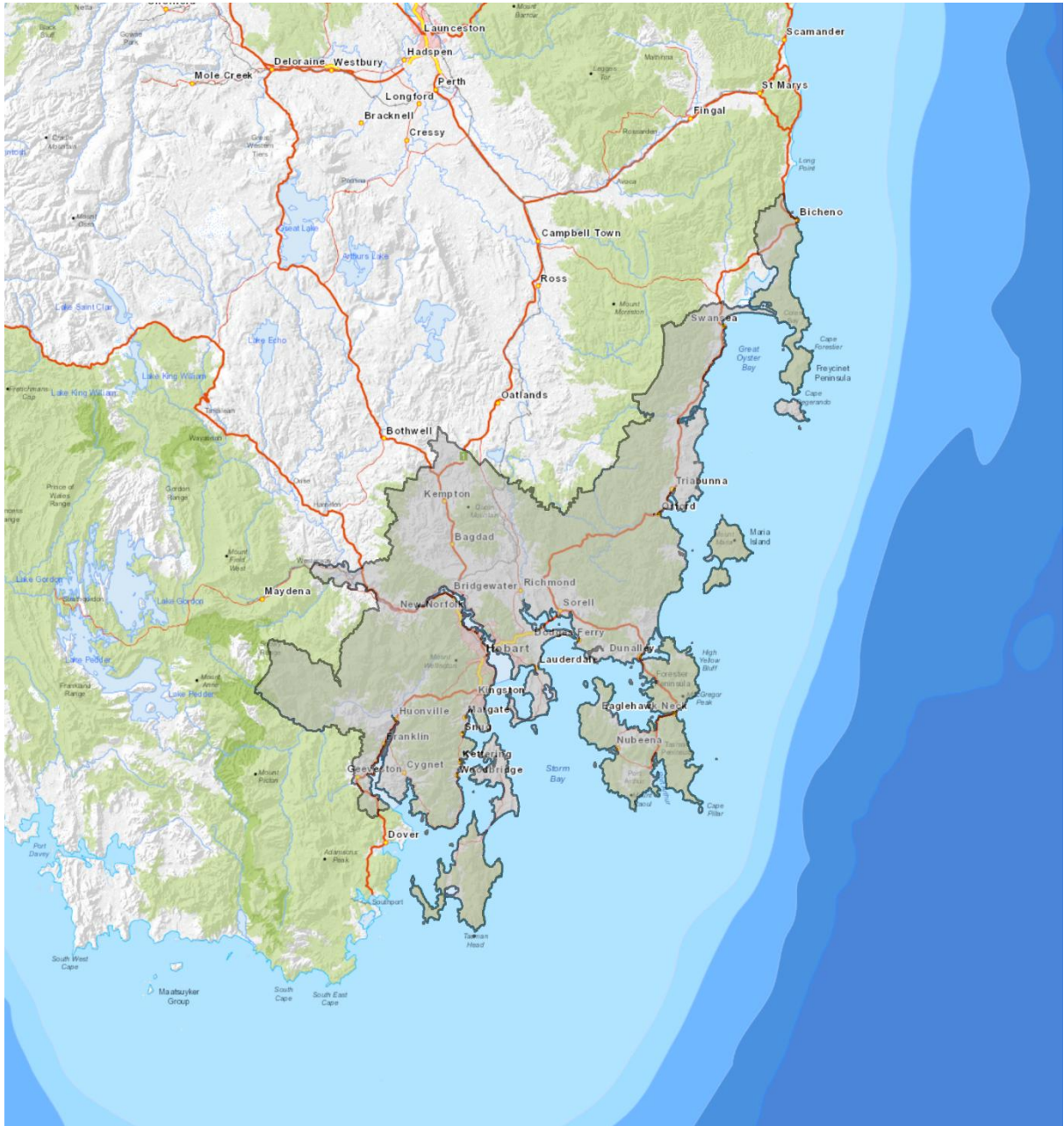
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT100.9 HOBART	603	640	-37	435	457	-22	504	516	-12	506	619	-113	174	155	19	440	491	-51
TRIPLE M HOBART	499	553	-54	431	463	-32	488	510	-22	455	544	-89	180	216	-36	479	561	-82
7HO FM	688	591	97	556	435	121	618	493	125	481	446	35	158	168	-10	531	514	17
ABC RADIO HOBART	450	457	-7	322	261	61	293	259	34	306	233	73	118	145	-27	416	412	4
ABC RADIO NATIONAL	178	80	98	113	96	17	113	58	55	147	72	75	51	47	4	178	96	82
ABC NEWSRADIO	98	126	-28	80	85	-5	74	63	11	76	91	-15	38	61	-23	98	93	5
triple j	270	326	-56	178	244	-66	247	285	-38	266	288	-22	117	86	31	263	301	-38
ABC CLASSIC	119	72	47	119	119	0	114	96	18	116	96	20	47	17	30	132	121	11
ABC JAZZ	7	8	-1	9	3	6	7	3	4	2	11	-9	4	6	-2	9	8	1
DOUBLE J	40	11	29	25	8	17	45	11	34	45	8	37	4	5	-1	32	22	10
ABC KIDS LISTEN	7	8	-1	2	6	-4	5	6	-1	7	3	4	2	0	2	7	6	1
ABC COUNTRY	9	3	6	13	3	10	11	14	-3	11	6	5	7	3	4	13	0	13
ABC SPORT	9	22	-13	14	16	-2	14	19	-5	7	5	2	5	24	-19	27	52	-25
triple j Unearthed	2	14	-12	9	5	4	9	5	4	16	11	5	2	5	-3	11	14	-3
7HO CLASSIC HITS	9	19	-10	11	27	-16	7	33	-26	11	11	0	7	3	4	13	17	-4
7HO RIVER	7	0	7	2	0	2	5	0	5	2	0	2	2	0	2	2	0	2
iHEARTCOUNTRYAUSTRALIA	9	5	4	14	8	6	14	5	9	7	5	2	2	5	-3	11	5	6
TIK TOK TRENDING	2		2	2		2	0		0	5		5	0		0	0		0

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: 1st June 2026 - 28th June 2026

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