

HOBART - XTRA RESEARCH - SURVEY 1: 2014



Station Listened to Most (%)

	10+	10-17	18-24	25-39	40-54	55+
7HO	15.4	14.2	10.8	20.2	20.1	11.1
HEART FM	11.9	9.0	6.7	14.6	18.0	8.7
SEA FM	13.5	36.6	31.7	21.0	6.8	0.7
ABC LOCAL RADIO	24.1	4.5	3.3	8.7	22.7	47.0
ABC RADIO NATIONAL	6.8	3.7	0.8	4.0	7.9	10.6
ABC NEWS RADIO	1.5	0.0	0.8	0.4	2.5	2.2
JJJ	14.0	21.6	40.8	21.7	10.8	1.0
ABC CLASSIC FM	4.1	0.8	2.5	3.2	3.2	6.8

Session Listened to Most (%)

	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
7HO	13.9	14.7	16.2	14.5	7.8	14.3
HEART FM	13.4	13.8	12.5	11.6	8.1	10.8
SEA FM	12.1	10.3	14.4	14.7	8.6	13.4
ABC LOCAL RADIO	25.5	27.6	19.3	18.6	40.3	25.2
ABC RADIO NATIONAL	8.6	5.6	5.5	7.2	8.9	7.0
ABC NEWS RADIO	2.6	0.6	0.7	1.3	3.9	1.8
JJJ	12.6	11.3	15.2	19.1	14.0	13.7
ABC CLASSIC FM	3.7	4.5	4.6	4.7	1.6	4.2