

# Just the facts



**97.3**

COASTLIVE.COM.AU

**2019**

**2** DIFFERENT BRANDS...  
**DIFFERENT & ENGAGED AUDIENCES ... AND...**  
**MORE POTENTIAL CUSTOMERS...**



**35 PLUS AUDIENCE**  
with a slight female skew.



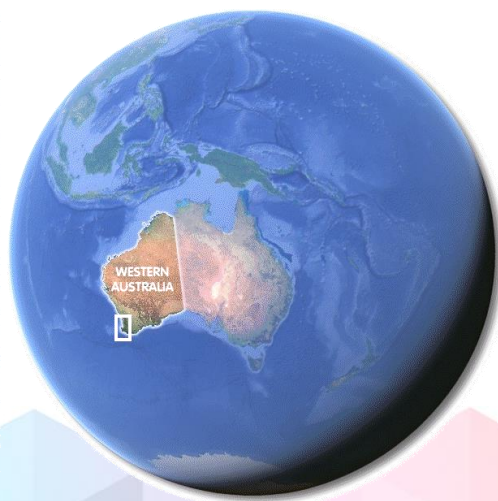
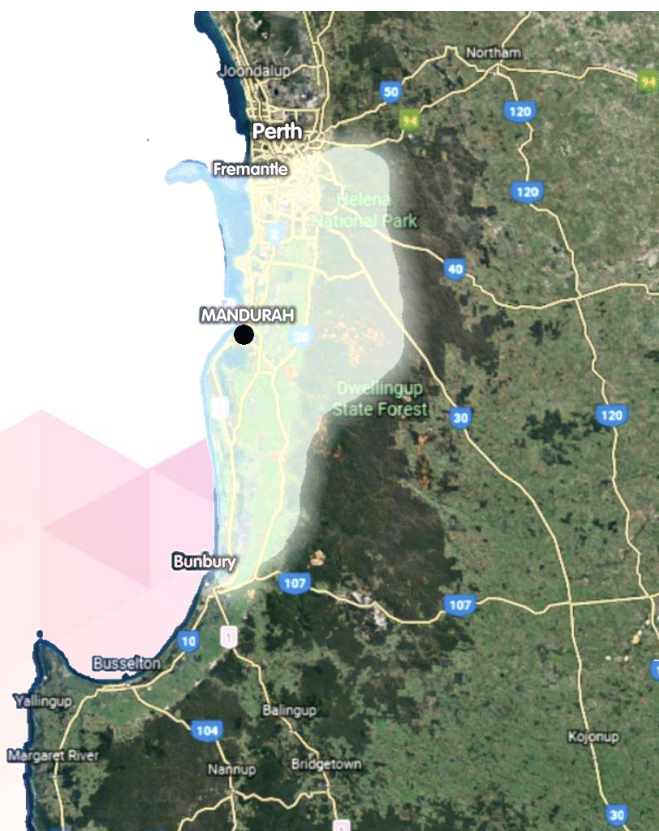
**25 to 39 FEMALE AUDIENCE**  
with a fringe audience of  
**18 to 24 FEMALES**

That's a combined *potential* listening audience of...



**\*357,172 people**

\*Data based on 2016 Australian Bureau of Statistics Census and broadcast footprint



GOOGLE EARTH MAPS



**97.3 Coast FM and 91.7 The Wave broadcasts from Mandurah  
up and down the coast of Western Australia and to major centres,  
townships and suburbs covering:**

**Mandurah, Singleton, Falcon, Halls Head, Dawesville, Dwellingup, Secret Harbour, Waroona, Pinjarra, Kwinana, Rockingham, Baldivis, Serpentine, Jarrahdale, Boddington, Harvey, Australind, North Bunbury, and Fremantle... AND... BEYOND!!!!**

**Situated midway between Perth and Bunbury, the Peel Region is better known as the Holiday Coast. Attracting many visitors with the lure of warm summers and mild winters.**

**GROWTH: In comparison to the 2011 census, the population within the radio licence area of Mandurah has increased by 15.99% to 119,707. The birthplace for 72% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.**

**EDUCATION: 23,289 people (19%) were attending an educational institution in 2016, with 46% of these in infants or primary, 34% attending a secondary educational institution, 12% attending university or another tertiary institution and 8% attending TAFE. Of the 43,078 people (36%) who already have a tertiary qualification, 23% have a degree and 77% have a certificate, diploma or another tertiary qualification.**

**LIVING: Of the total dwellings (43,400) in Mandurah, 31% are owned outright and 40% are mortgaged. Private rental properties represent 23% of total dwellings. 22% of the total households in Mandurah have a household income range between \$21,000 – \$41,999pa, 21% between \$42,000 – \$77,999pa and 10% between \$78,000 – \$103,999pa.**

**All major banks, car dealers, fast-food restaurants, hardware/home improvement and an extensive selection of national retail, chain and independent stores are represented in the district.**

**Our latest SURVEY of listeners in 2019 showed that people ARE listening to us...**

**97.3 Coast FM was the station listened to most by...  
21.5% 10+ in the region,  
and 91.7 The Wave which rose to 29.2% for 40-54 year olds.**

**Both 97.3 Coast FM and 91.7 The Wave performed almost 3 TIMES BETTER  
than Perth stations which are also accessible in the area.  
Hit, Nova & Mix 94.5 came in 3rd, 4th and 5th respectively.**

**97.3 Coast FM was only marginally ahead of 91.7 The Wave  
in the Breakfast ratings as well, with Nikki & de Mello just winning over  
Gunners & Ali who moved to The Wave in September last year  
with the launch of the new station.**

**Which means: There is 52% combined cumulative audience listening  
to our stations each week. And local radio dominates the airwaves!**

*\*Mandurah Xtra-Insight Survey 1: 2019 conducted by Xtra-Insights*

# AND... our SURVEY RESULTS are FANTASTIC!

Source: Mandurah Survey 1 2019- Xtra insights research

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	+/-
97.3 COAST FM	21.5	34.0	-12.5	28.4	50.0	-21.6	38.6	53.0	-14.4	30.9	45.7	-14.8	24.3	43.6	-19.3	13.9	27.0	-13.1	3.4	6.6	-3.2
91.7 THE WAVE	21.0	5.5	15.5	23.1	0.0	23.1	17.4	0.0	17.4	17.3	1.2	16.1	29.2	4.1	25.1	29.6	10.4	19.2	10.9	11.7	-0.8
HIT 92.9	7.1	5.1	2.0	15.8	12.5	3.3	14.7	12.1	2.6	11.7	9.2	2.5	4.9	3.5	1.4	1.9	0.9	1.0	0.6	0.0	0.6
MIX 94.5	4.2	6.4	-2.2	2.1	2.5	-0.4	1.3	0.0	1.3	3.1	6.4	-3.3	5.9	8.2	-2.3	11.1	12.2	-1.1	1.7	5.1	-3.4
NOVA 93.7	6.3	5.4	0.9	13.7	13.7	0.0	12.0	4.5	7.5	10.5	8.7	1.8	4.3	7.7	-3.4	1.9	0.9	1.0	0.6	0.0	0.6
96FM	3.2	5.7	-2.5	2.1	5.0	-2.9	0.0	3.0	-3.0	1.2	7.5	-6.3	7.0	10.6	-3.6	6.5	7.8	-1.3	1.1	0.0	1.1
6PR	2.7	3.9	-1.2	0.0	0.0	0.0	0.0	1.5	-1.5	0.6	0.6	0.0	2.2	1.8	0.4	6.5	5.2	1.3	5.7	10.2	-4.5
6iX	1.3	1.0	0.3	2.1	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	2.2	0.0	1.7	-1.7	2.3	3.1	-0.8

Please note: Last Mandurah Survey conducted March 2017. 91.7 THE WAVE on air from 1 October 2018. Previously known as 1116 6MM.

Session Listened to Most (%)

	Breakfast Mon-Fri 5.30am-9.00am			Morning Mon-Fri 9.00am-12.00pm			Afternoon Mon-Fri 12.00pm-4.00pm			Drive Mon-Fri 4.00pm-7.00pm			Evening Mon-Fri 7.00pm-12.00mn			Weekend Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
97.3 COAST FM	21.7	32.8	-11.1	20.6	34.0	-13.4	22.9	37.0	-14.1	25.4	36.2	-10.8	19.1	16.2	2.9	18.1	30.0	-11.9
91.7 THE WAVE	19.9	6.7	13.2	23.3	6.1	17.2	23.1	5.9	17.2	23.6	4.8	18.8	21.3	4.8	16.5	21.0	5.7	15.3
HIT 92.9	8.1	5.2	2.9	3.7	2.3	1.4	6.9	3.7	3.2	6.8	6.8	0.0	4.3	3.8	0.5	6.7	5.3	1.4
MIX 94.5	3.8	6.7	-2.9	4.2	5.7	-1.5	4.4	5.9	-1.5	3.8	5.6	-1.8	3.2	4.7	-1.5	4.4	6.1	-1.7
NOVA 93.7	7.1	6.4	0.7	3.3	2.9	0.4	5.1	5.7	-0.6	6.6	6.2	0.4	3.2	0.0	3.2	7.2	6.1	1.1
96FM	3.2	6.4	-3.2	3.7	5.9	-2.2	3.8	6.7	-2.9	3.4	8.5	-5.1	3.2	8.6	-5.4	3.2	4.6	-1.4
6PR	2.8	3.7	-0.9	3.3	5.1	-1.8	1.9	3.3	-1.4	1.8	2.4	-0.6	3.2	7.6	-4.4	2.5	4.8	-2.3
6iX	1.2	0.6	0.6	1.2	1.9	-0.7	1.4	1.4	0.0	0.4	0.8	-0.4	1.1	0.0	1.1	1.3	1.4	-0.1

Please note: Last Mandurah Survey conducted March 2017. 91.7 THE WAVE on air from 1 October 2018. Previously known as 1116 6MM.

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	+/-
97.3 COAST FM	404	395	9	66	56	10	55	47	8	117	117	0	116	102	14	34	47	-13	16	26	-10
91.7 THE WAVE	318	69	249	42	2	40	27	0	27	55	2	53	104	13	91	58	18	40	33	34	-1
HIT 92.9	161	110	51	30	24	6	31	19	12	56	42	14	33	21	12	7	4	3	3	0	3
MIX 94.5	125	115	10	15	8	7	6	4	2	22	25	-3	33	36	-3	37	27	10	12	16	-4
NOVA 93.7	140	98	42	27	20	7	27	10	17	50	31	19	25	29	-4	9	6	3	1	1	0
96FM	108	106	2	12	10	2	4	7	-3	22	34	-12	46	38	8	18	15	3	6	3	3
6PR	47	47	0	0	0	0	0	1	-1	3	1	2	13	8	5	13	8	5	18	29	-11
6iX	19	16	3	3	0	3	0	0	0	0	0	0	7	3	4	1	3	-2	7	9	-2

Please note: Last Mandurah Survey conducted March 2017. 91.7 THE WAVE on air from 1 October 2018. Previously known as 1116 6MM.

Cumulative Audience (00's) by Session, P10+ [Potential: 1188]

	Breakfast Mon-Fri 5.30am-9.00am			Morning Mon-Fri 9.00am-12.00pm			Afternoon Mon-Fri 12.00pm-4.00pm			Drive Mon-Fri 4.00pm-7.00pm			Evening Mon-Fri 7.00pm-12.00mn			Weekend Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
97.3 COAST FM	336	314	22	194	213	-19	278	258	20	273	243	30	43	22	21	273	275	-2
91.7 THE WAVE	263	64	199	200	37	163	236	41	195	236	32	204	42	8	34	236	54	182
HIT 92.9	138	90	48	53	29	24	107	53	54	101	72	29	12	8	4	104	83	21
MIX 94.5	94	85	9	62	54	8	91	63	28	70	64	6	13	11	2	97	85	12
NOVA 93.7	123	82	41	39	30	9	67	53	14	95	64	31	9	3	6	103	76	27
96FM	88	84	4	55	51	4	80	67	13	70	73	-3	13	13	0	73	65	8
6PR	36	33	3	28	31	-3	22	24	-2	18	16	2	4	10	-6	33	41	-8
6iX	16	8	8	12	13	-1	13	12	1	4	10	-6	1	1	0	12	13	-1

Please note: Last Mandurah Survey conducted March 2017. 91.7 THE WAVE on air from 1 October 2018. Previously known as 1116 6MM.

**If you are singing along to a song Coast FM or The Wave...  
the chances are you are singing along with thousands of other people!**

**And our survey results support that!**

## WHAT DO THOSE SURVEY RESULTS REALLY MEAN?

97.3 Coast FM	91.7 The Wave
Radio Station listened to most 21.5% 10+ years 97.3 Coast FM	Radio Station listened to most 29.2% 40 – 54 years 91.7 The Wave
Radio Station listened to most 28.4% 10 – 17 years 97.3 Coast FM	Radio Station listened to most 29.6% 55 – 64 years 91.7 The Wave
Radio Station listened to most 38.6% 18 – 24 years 97.3 Coast FM	Radio station most listened to 10.9% 65+ 91.7 The Wave
Radio Station listened to most 30.9% 25-39 years 97.3 Coast FM	Radio station listened to most Mornings 23.3% 91.7 The Wave
Radio Station listened to most at work 30.5% 97.3 Coast FM	Radio station listened to most on the weekends 21% 91.7 The Wave
Over 52% of people tune into local radio each week on 917 The Wave and 973 Coast FM	

## AND... We can offer YOU something 'EXTRA' on COAST FM?



**Coast FM** also offers a very unique service to its listeners and loyal advertisers... it's the... **97.3 Coast Card.**

It's a loyalty card like no other. Discounts are offered throughout the Peel Region and businesses reach out to our listeners via on-air, the **website** or via our monthly email blasts.

With over **17,000 plus Coast Cards** out there in the community, there's not a day goes by where a local business doesn't ask...

**"Have you got your Coast Card?"**

There are many different types of packages available to suit your budget too!

One example is the PLATINUM PACKAGE which includes...

- **Minimum of 6 live reads on-air per month.**
- Pinned business listings on the CoastLive website.
- **Coast Card in-store and point of sale signage to prompt customers.**
- Pinned inclusions in the monthly e-newsletter (there's over 11,000 subscribers!)
- **2,000 banners on the CoastLive website per month.**
- One specific 'Your Business' Facebook promotional post per month.
- **AND... ONE PROMOTIONAL COAST CAT CROSS PER MONTH (worth \$495).**

PLUS there's Weekend, Facebook and email 'BLASTS' and more...

All of which are part of the 97.3 Coast Card packages for business.

**Ask us now to find out how your business can benefit.**

## MISC. AUSTRALIAN BUREAU OF STATISTICS CENSUS DATA ABOUT THE REGION...

Age Cohorts	Male	Female	Total	Market population
10+ years	50,983	53,221	104,204	87.05%
0-9 years	7,872	7,631	15,503	12.95%
10-17 years	6,355	5,865	12,220	10.21%
18-24 years	4,672	4,506	9,178	7.67%
25-39 years	9,613	10,490	20,103	16.79%
40-54 years	11,846	12,308	24,154	20.18%
55-64 years	6,981	7,675	14,656	12.24%
65-74 years	6,782	6,965	13,747	11.48%
75+ years	4,734	5,412	10,146	8.48%
Total 2011 population	51,256	51,947	103,203	
Total 2016 population	58,855	60,852	119,707	100%
% change 2011-2016			15.99%	

Employment classification	Total	Labour force
Full-time employed	28,185	52.74%
Part-time employed	16,597	31.06%
Not stated employed	3,251	6.08%
Unemployed	5,404	10.11%
Total labour force	53,437	100%

Income range (pa)	Total	Occupied dwellings
\$0 - \$7,749	907	2.09%
\$7,750 - \$20,999	2,125	4.9%
\$21,000 - \$41,999	9,394	21.65%
\$42,000 - \$77,999	9,016	20.78%
\$78,000 - \$103,999	4,373	10.08%
\$104,000 - \$129,999	4,068	9.38%
\$130,000 - \$155,999	2,443	5.63%
\$160,000 - \$181,999	1,494	3.44%
\$182,000 - \$207,999	1,457	3.36%
\$208,000+	2,354	5.43%
Not stated	5,758	13.27%
Total households	43,389	100%

Type of family	Total	Total families
Couple families - Children	13,315	40.53%
Couple families - No children	14,287	43.49%
Single parents	5,043	15.35%
Other families	208	0.63%
Total families	32,853	100%

Employment classification	Total	Occupations
Managers/Professionals	11,295	23.55%
Technicians & trade workers/ Community & personal service workers	15,235	31.77%
Clerical & administrative workers	5,397	11.25%
Sales workers	4,771	9.95%
Machinery operators & drivers/Labourers	10,427	21.74%
Total	47,960	100%

Industry	Workforce
Agriculture, forestry & fishing	1.86%
Mining	9.46%
Manufacturing/Electricity, gas, water & waste services/Construction	21.01%
Wholesale trade/Retail trade/ Accommodation & food services	19.05%
Transport, postal & warehousing/ Information, media & communications	4.19%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	6.38%
Professional scientific & technical services	3.63%
Public administration & safety	5.41%
Education & training/Health care & social assistance	19.6%
Arts & recreation services Other services	1.44%
Not stated	
Total	47,558 100%

Household Expenditure Product or Service	\$000's (pa)
Food & non-alcoholic beverages	544,961
Alcoholic beverages	67,587
Clothing & footwear	94,651
Household furnishings & equipment	134,685
Furniture & floor covering	44,495
Household appliances	37,287
Household services & operation	98,167
Medical care & health expenses	224,949
Motor vehicle purchase	65,035
Motor vehicle running costs	322,196
Recreation	394,682
Recreational & educational equipment	92,300
Holidays	175,840
Personal care	67,464



**35.7% LISTEN AT HOME**



**48.4% LISTEN IN THE CAR**



**10.8% LISTEN AT WORK**



**And... 4.9% and GROWING are those who are STREAMING or LISTENING TO PODCASTS!**

Commercial Radio Australia 'Australia's Listening' Survey 2010



Birthplace/Region	Male	Female	Total	Market population
Oceania incl. Australia	41,664	42,906	84,570	72%
Europe	8,493	8,884	17,377	14.79%
Africa & Middle East	1,080	1,043	2,123	1.81%
Asia	915	1,516	2,431	2.07%
Americas	223	178	401	0.34%
Other	5,325	5,227	10,552	8.98%
<b>Total</b>	<b>57,700</b>	<b>59,754</b>	<b>117,454</b>	<b>100%</b>

Education	Male	Female	Total	Market population
Infants/primary	5,372	5,238	10,610	8.86%
Secondary	4,044	3,859	7,903	6.6%
TAFE	843	1,122	1,965	1.64%
University	904	1,907	2,811	2.35%
<b>Total</b>	<b>11,163</b>	<b>12,126</b>	<b>23,289</b>	<b>19.46%</b>

Dwelling/Tenure type	Total	Total dwellings
Fully owned	13,306	30.66%
Mortgaged	17,171	39.56%
Private rental	9,850	22.7%
Housing authority/Not state <sup>d</sup>	2,086	4.81%
<b>Total dwellings</b>	<b>43,400</b>	<b>100%</b>

Type of tertiary qualification	Total	Market population
Degree	10,079	8.42%
Certificate	32,999	27.57%
<b>Total</b>	<b>43,078</b>	<b>35.99%</b>

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 - \$449 per month	879	5.33%
\$450 - \$799 per month	611	3.77%
\$800 - \$999 per month	545	3.3%
\$1,000 - \$1,799 per month	4,975	30.15%
\$1,800 - \$2,399 per month	4,638	28.11%
\$2,400 - \$2,999 per month	2,093	12.68%
\$3,000 - \$3,999 per month	1,443	8.74%
\$4,000+ per month	672	4.07%
Not stated	645	3.91%
<b>Total mortgaged dwellings</b>	<b>16,501</b>	<b>100%</b>

# of Motor Vehicles	Total	% Total
No vehicles	1,532	3.51%
1 vehicle	14,793	33.87%
2+ vehicles	25,973	59.47%
Not stated	1,378	3.16%
<b>Total</b>	<b>43,676</b>	<b>100%</b>

Agriculture commodity	Value
Area of holding - Total area (ha)	80,494
Cereal crops - Wheat for grain - Production (t)	0
Cereal crops - Rice for grain - Production (t)	0
Cereal crops - Barley for grain - Production (t)	470
Cereal crops - Sorghum for grain - Production (t)	0
Cereal crops - Total for grain - Production (t)	3,574
Vegetables for human consumption - Tomatoes -	0
Total production (t)	
Vegetables for human consumption - Total area (ha)	544
Fruit & nuts - Avocados - Production (kg)	168
Fruit & nuts - Apples - Production (kg)	225,730
Fruit & nuts - Nectarines - Production (kg)	25,772
Fruit & nuts - Peaches - Production (kg)	6,727

Internet Connection	Total	Total dwellings
Internet accessed from dwelling	36,501	83.51%
Internet not accessed from dwelling	6,195	14.17%
Not stated	1,015	2.32%
<b>Total</b>	<b>43,711</b>	<b>100%</b>



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## Our audience for 91.7 The Wave...

**Main target: 35+**  
**With a slight female skew...**

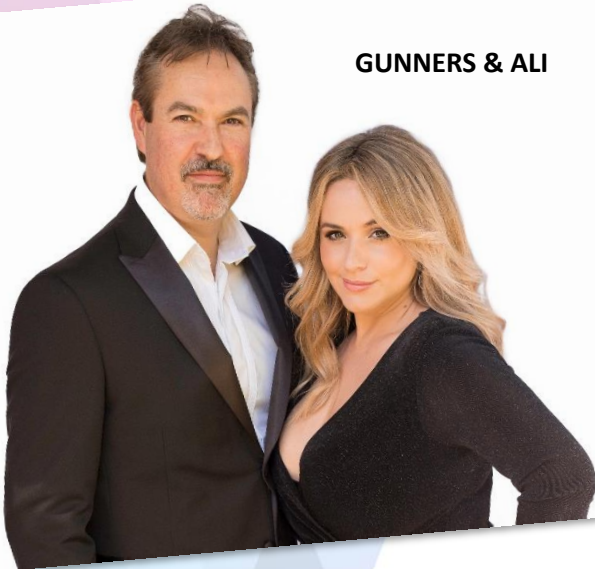
**91.7 The Wave** really scratches the nostalgia itch for this demographic, while catering for an older audience reflecting their music tastes, interests, and lifestyle.

We keep them informed and entertained with popular personalities... including the extremely popular **GUNNERS & ALI for Breakfast**, plus **Mornings with PETER JACKSON**, and, in the afternoons we join **PETER ROWE for the Drive Through**. Then, there's our **WAVE RUNNER**, hitting the streets and reaching out to our audience on a daily basis.

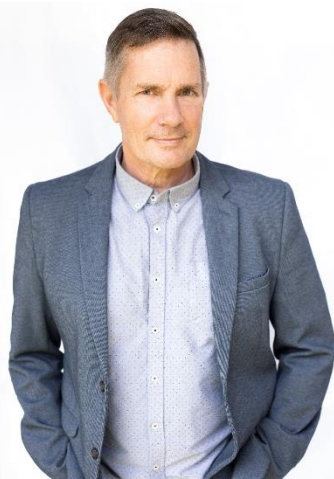


Playing adult contemporary music from 80's, 90's, noughties, with... added 'flavour' from the 70's and today!

**GUNNERS & ALI**



**PETER JACKSON**



**PETER ROWE**



## SHOWS AVAILABLE FOR SPONSORSHIP INCLUDE:

**Sunday Smooth**; The Acoustic Sunday Session; **Gunners & Ali for Breakfast**; My Generation; **The Wave Party (on Friday and Saturday Nights)**; and The Seventies at Seven.

## SPONSORED SEGMENTS INCLUDE:

**The 3 from 1 at 3**; The Gig Guide; **Ali's Random Facts**; Boating Reports; **Local News & Weather**; Entertainment News with Gunners & Ali; **Traffic Reports**; The Community Switch; **Fuel Watch**; On This Day; **The Reel Fishing Spot**; Spaced Out With David Renekee; **Tech Daily**; Your Day By The Stars; and **The Sports Report**.

**PLUS the all new... WAVE RUNNER...**



**YES!**

## **We do, 'do' PROMOTIONAL ACTIVITIES on 91.7 The Wave!**

From Outside Broadcasts to in-store, at your business, through to live crosses from outside your business in the all-new... **WAVE RUNNER**... plus we have **COMPETITIONS ON-LINE and LIVE ON-AIR**...

From outside broadcasts and launches of business' and promotional events, to giveaways on-air and on-line, all are supported by on-air promotional activity.

Prizes already in the pipe-line for our launch include the chance to win \$10K and a holiday!

**GET ON BOARD TODAY!!!!**



**91.7<sub>FM</sub>**

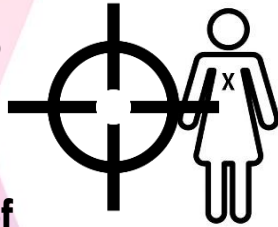
**wave**

**917thewave.com.au**

## WHAT are they LISTENING to on 97.3 COAST FM?

**97.3 COAST FM** plays selected hit songs from the 80's, 90's, the noughties and today's hot hits, including Dance Music, R & B, plus Pop and Rocks biggest hits.

**Main target: 25 to 39 FEMALE AUDIENCE with a fringe audience of 18 to 24 FEMALES**



We keep them informed and entertained with regular news, sport, traffic and gossip throughout the day.

Plus shows specifically designed to appeal to this wide demographic.

Including our new hosts to wake-up to... it's **Nikki & DeMello for Breakfast**; and, to get you through your work day there's **The Retro Lunch Roll**; and then, **The Drive Home with Squinty**; plus a variety of night time shows including local and national programs.

All available at home, in the car, at work or on a mobile device of their choice, and streaming wherever they are.

### **SHOWS AVAILABLE FOR SPONSORSHIP INCLUDE:**

**Nikki & DeMello for Breakfast**; The Acoustic Sunday Session; **The Retro Lunch Roll**; The Music Marathon; **The Old School Dance Party**; Vevo 20 Countdown; **Urban Chart Hits**; Coast Nights; **Coast Nation**; and... our big, once a month special... **Retro Fridays!**

### **SEGMENTS AVAILABLE FOR SPONSORSHIP INCLUDE:**

8 Straight; **3 at 3**; Boating Report; **Celebrity and Entertainment Goss**; Coast Gig Guide; **Coast Rub Down with Mark Redding**; Dear Bill; **Fuel Watch**; News; **Sport**; Weather; **On This Day**; Street Sheet; **Surf Report**; Your Day By The Stars; and... **Talking Tech**.



**COASTLIVE.COM.AU**

**NIKKI & DeMello**



**SQUINTY**



# What about PROMOTIONAL ACTIVITIES on 97.3 COAST FM?

Outside Broadcast... inside your business...



The Coast Cat... Live crosses outside your business



## COMPETITIONS ON-LINE & LIVE ON-AIR...

From outside broadcasts and launches of business' and promotional events, to giveaways on-air and on-line, all are supported by on-air promotional activity. Prizes in the past year have included show tickets, CD giveaways and our HUGE summer giveaway of a brand new car.

## WEBSITE ACTIVITY TO BE JEALOUS OF...

We are especially proud of our website activity on **www.coastlive.com.au**.

The most popular of pages are news stories; and our streaming service, especially **between 9am and 4pm on weekdays.\***

Speaking of streaming... **the average time spent streaming 97.3 Coast FM is 56 minutes!\***

Now that's truly impressive!

With an average page view per month count of over **161,300+ hits!\***

(\*source: internal data May 2018)

Our business directory on the **coastlive.com.au** website is also among the busiest pages on our site with listeners finding out more information and linking through to our advertisers' websites.

**The Coast Card Offers** page is also hugely popular, especially when we send out the monthly email blast with the latest offers! Ask us about joining the increasing number of Coast Card business', and grow your business with them.

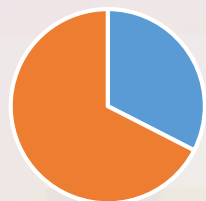
## 97.3 COAST FM on FACEBOOK

**Reaching over 194,894 people** in an average week.

And Over **142,163 (73.04%)** of them **actively engaged** on our Facebook page. **Total 'Likes' 48,208+ (May 2018).**

That's a LOT of your clients, following what we are doing, what we are saying online on Facebook!

## MEN AND WOMEN on 97.3 Coast FM FACEBOOK



■ MEN ■ WOMEN

## WHO LISTENS TO RADIO?

Data from the "2017 GFK Share of Audio Survey" across Australia...



## INTERESTED? We have the right TIME for YOU!

Peak listening times in radio are of course the most popular and a day in radio is broken up into different day-parts, they are...



**BREAKFAST** from 5.30am to 9am

**MORNING** 9am to 12 Noon

**AFTERNOON** Noon to 4pm

**DRIVE** 4pm to 8pm

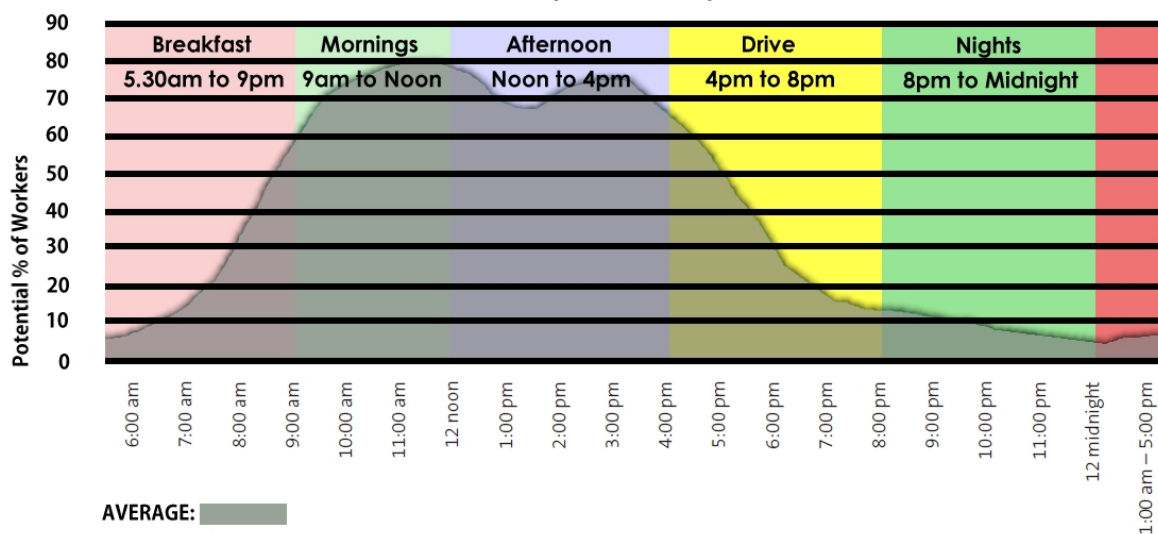
**NIGHTS** 8pm to Midnight

**MID-DAWN** Midnight to 5.30am



Of course different groups of people work at different times of the day and the graph below shows you when the most people are at work, creating a captive audience as they listen to radio while working.

### YOUR POTENTIAL WORK DAY AUDIENCE (MON to FRI) ON RADIO

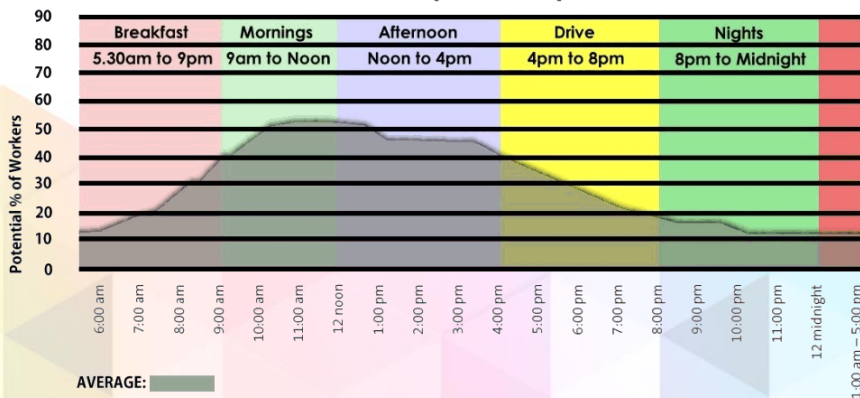


SOURCE: ABS Time Use Survey 2006 Data Cube

This means that listeners hear your messages when they CAN respond, while your business is open.

Weekends are very different with less people working normal 9 to 5 jobs, however, more people listen to different stations at different times of the day, mainly to specific shows.

### YOUR POTENTIAL WEEKEND AUDIENCE (SAT to SUN) ON RADIO



SOURCE: ABS Time Use Survey 2006 Data Cube

**Weekends can also be powerful choices for business' to specifically target their clients, who are listening!**

**If you want to know more... call (08) 9581 2666**  
**From 8:30am to 5pm W.A. time, Monday to Friday.**



See our websites for yourself...  
[www.91.7thewave.com.au](http://www.91.7thewave.com.au) or [www.coastlive.com.au](http://www.coastlive.com.au)

Or Email: [frontdesk@coastradio.com.au](mailto:frontdesk@coastradio.com.au)

Also, you can find our Facebook and Instagram pages by following the links on those sites.



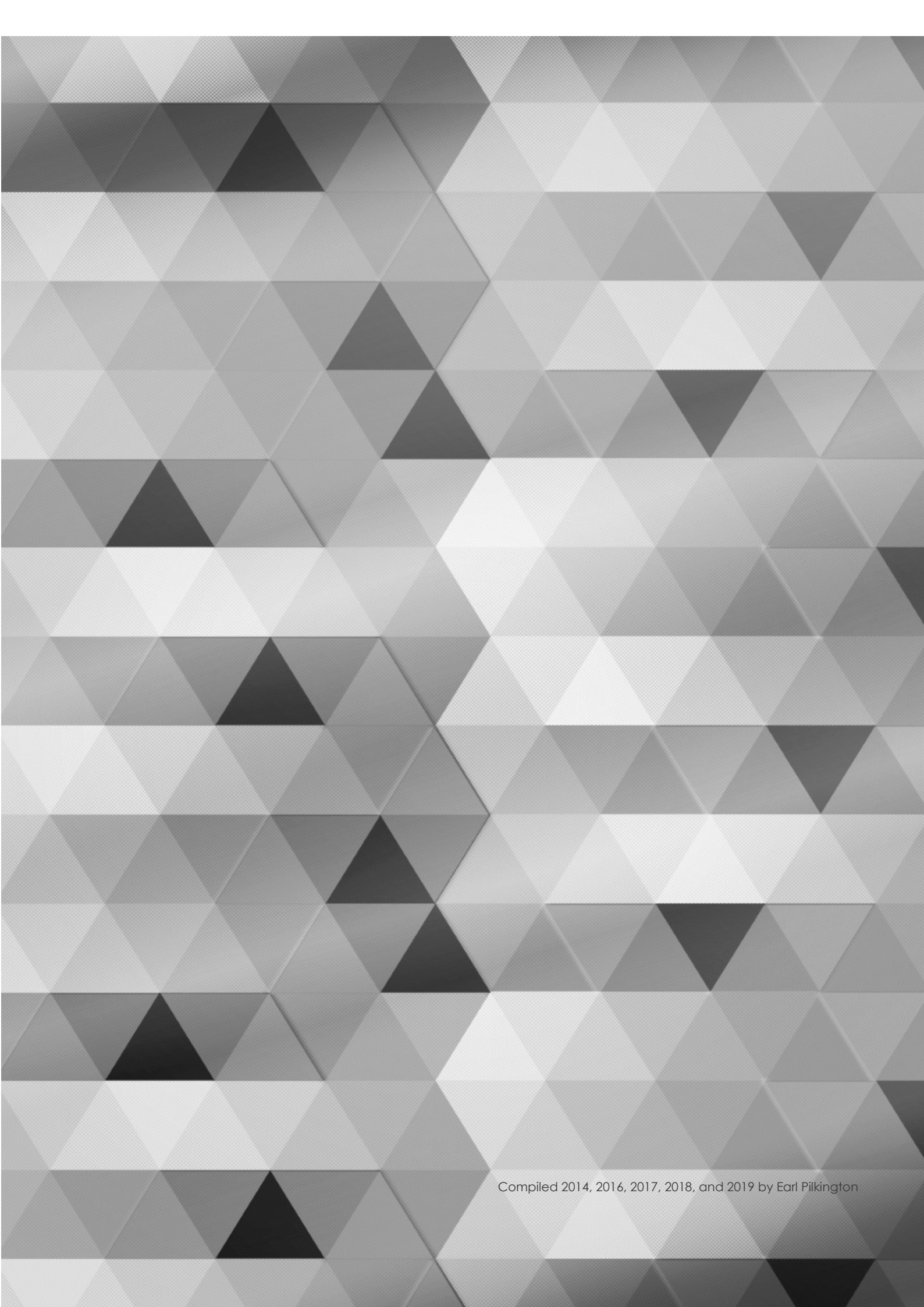
Our address for mail and accounts is:  
**PO Box 688, Mandurah, Western Australia, 6210**

Download and listen wherever you go, our app's for both stations are available for both i-phone and android devices.

**UNLESS OTHERWISE STATED,**  
**DATA COMPILED FROM THE FOLLOWING SOURCES:**

- Internal data on file, gathered from website hosting and competition prize winners, in-line with our internal data gathering policies and procedures.
- Mandurah Survey 1 2019 Xtra-Insights research.
- Australian Bureau of Statistics (2017) Census data
- Australian Bureau of Statistics (2015). *Australia demographic statistics, March Quarter 2015*
- Australian Bureau of Statistics (2012). *The 2011 Census Place of Enumeration Profile*
- Australian Bureau of Statistics (2012) Census data
- LISTENING DATA: GFK AudioScope Q2 (2014)
- WHERE ARE THE LISTENING DATA: Commercial Radio Australia 'Australia's Listening' Survey 2010
- WEBSITE DATA: Google Analytics (April 2015 to April 2016)
- FACEBOOK DATA: Facebook page Insight Data (April 2016)
- TARGET FOOTPRINT: Australian Bureau of Statistics; 2014 Census data
- POSSIBLE PEAK LISTENING/WORK TIMES: AMP.Natsem Income and Wealth Report 2011





Compiled 2014, 2016, 2017, 2018, and 2019 by Earl Pilkington