



MEDIA RELEASE



Local radio dominates across all demographics

With a new FM station only 6 months old, local radio continues to increase its listenership with impressive numbers for 97.3 Coast FM and the recently launched 91.7 The Wave.

More people than ever are tuning into local Mandurah radio each week according to the latest radio survey. With a 52% combined audience listening each week, local radio continues to dominate.

Highlights

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	

Content Director of West Coast Radio, John De Bellis, is proud to be part of such a dedicated team. 97.3 Coast FM and 91.7 The Wave are 100% home grown. We worked hard in getting the new station 91.7 The Wave from the white board to a living breathing radio station. There’s nothing else that sounds like it, had a heap of fun setting it up and after only 6 months listeners are loving it,” Mr. De Bellis said.

MANDURAH - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 11th APRIL 2019 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	+/-
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 GMM.

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 GMM.

Source: Mandurah Survey 1 2019 - Xtra insights research

End release.

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