



97.3

COASTLIVE.COM.AU

Targeting:
18 to 35
PLUS AUDIENCE.



91.7^{FM}
wave
917thewave.com.au

Targeting:
25 to 39
PLUS AUDIENCE.

JUST THE FACTS: 2021

AND INTRODUCING:

KIX COUNTRY SW

Targeting on DAB+ only:

18 to 55+ AUDIENCE



ON DAB+ DIGITAL RADIO 

Build YOUR BRAND with the power of **RADIO!**

Data from RADIO INSIGHTS national online survey of behaviours of Australians from Commercial Radio Australia www.RadioAlive.com.au



**95% weekly
reach of
radio!**



**Hours
average
weekly
listening!**



**85% listen to radio
in the car!**

**AND 41% of consumers are more
likely to make a purchase after
hearing a radio commercial. **

3 DIFFERENT BRANDS...

**3 DIFFERENT & ENGAGED AUDIENCES... AND...
MORE POTENTIAL CUSTOMERS...**



COASTLIVE.COM.AU

(Broadcasting on FM, Streaming
Live & on DAB+)



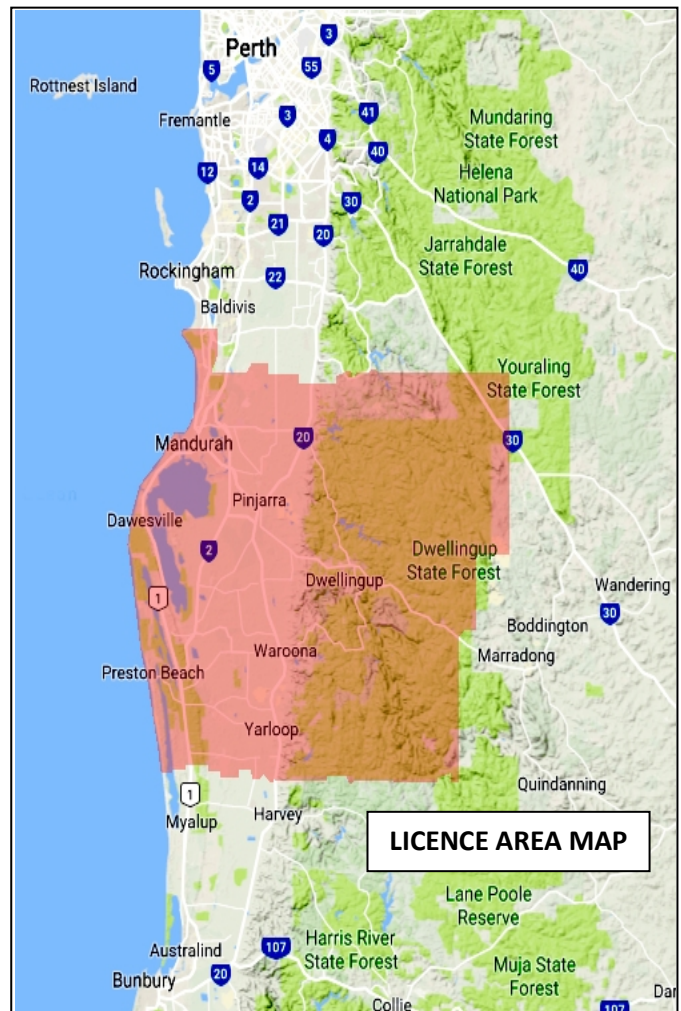
And now...

KIX COUNTRY SOUTH WEST

(only on DAB+)



ON DAB+ DIGITAL RADIO



**Broadcast from Mandurah
up and down the coast of
Western Australia to major centres,
townships and suburbs.**

WHERE: Situated between Perth and Bunbury, the Peel Region attracts many visitors with the lure of warm summers and mild winters on the 'Holiday Coast'.

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 primary, 34% attending a secondary educational institution, 12% attending university or another 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.

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.

**Branding your business is a long-term investment
delivering long term results!**

WHAT DO THOSE SURVEY RESULTS MEAN?

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 the metro Perth stations which are also accessible in the area.

With Hit, Nova & Mix 94.5 coming 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 only just winning over Gunners & Ali who do their breakfast show on 91.7 The Wave.

Which means: There is 42.5% combined audience listening to both of our local stations each week.

So, who dominates the airwaves in the Peel region? WE DO!

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

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 in our broadcast footprint tune into our local radio stations each week on either 91.7 The Wave or 97.3 Coast FM	

There is no other medium that can reach such a broad cross section of potential customers as radio.

There is not only the audience... there's also the attention factor too.

Placing your message in front of a consumer for 30 (or 60) seconds is a gold mine.

Compare this to the few seconds the average web browser spends on a single web page, the second or two when turning the page of a newspaper or the powerful mute button in television...

Repetition of your message also helps your radio commercial be more effective.

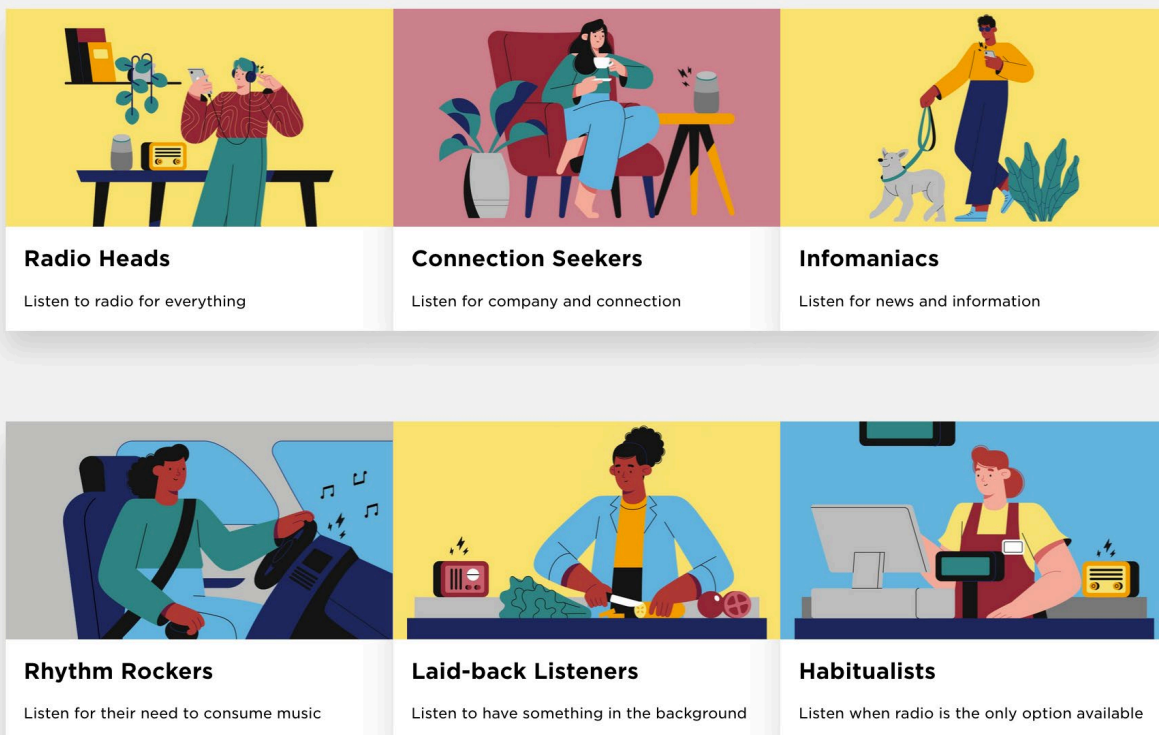
While that web browser may never return to that web page, they will likely hear your radio ad multiple times. And, of course, repetition enforces recognition, and your message.

Did you know that there are 6 kinds of radio listeners?

According to a new American study **Radio: Live On-Air and Everywhere** (2021) from NPR and Edison Research, there are 6 types of radio listeners. The six radio listener segments identified are:

- **Radio Heads (9% of radio listeners)** Listen for all audio needs; listen to the most radio
- **Connection Seekers (16% of radio listeners)** Listen for company and connection
- **Infomaniacs (18% of radio listeners)** Listen for their need to consume news and information
- **Rhythm Rockers (27% of radio listeners)** Listen for their need to consume music
- **Laidback Listeners (17% of radio listeners)** Listen to radio only in the background
- **Habitualists (13% of radio listeners)** Listen to radio when it is the only option available

The Six Radio Audience Segments



This is our production process...

Your commercial brief is given to our in-house Copywriter (who has over 35 years of advertising and marketing experience). You and our Copywriter will go back and forth with your script until it's just right.

Then, we send your script to one of the eastern states production companies who supplies our voices, to be recorded. This can sometimes be a 24 hour or less turn around.

Our in-house Producer (who has over 15 years' experience) puts the voices together with sound effects and music from our huge library, and everything is tweaked to get the absolute best delivery of sound on a radio. We then send you a watermarked copy of the audio before the ad goes to air.

The next time you hear it will be on-air and playing to listeners, on-air, streaming on-line and on DAB+.



You and your customers (our listeners) can find us on other platforms too...

97.3 Coast FM, 91.7 The Wave and **KIX Country South West** are a part of the world where our listeners are, as an extension to their normal radio listening.



From waking up to us at home, listening while getting ready for their day, in the car and at work...

They can also find us streaming on-line, through our apps, on smart speakers, and on DAB + radio.

Wherever they go... we can be there with you too!



PLUS, they interact with us on the social media platforms Instagram and Facebook, and our hugely popular websites:

www.coastlive.com.au

www.917thewave.com.au

<https://www.facebook.com/KIXCountrySouthWest/>

With sleek designs, our websites are fully responsive for every screen size from full computer screen, to tablets and mobiles, and they are focused on driving listening with a prominent 'Listen Live' button.

Other featured positions on the main home pages are available for commercial content.

And, you can listen back to exclusive interviews and performances through podcasts, downloads, videos and more on our websites.

Our free apps are also available on Apple, Android and Amazon devices.



DID YOU KNOW:

- * **73%** of new cars have a DAB+ radio.
- * Across Australia, more than **4.208 million people** listening to DAB+ radio in 2018, up from 3.616 million in 2017?
- *DAB+ digital radio now has a weekly reach of 30.4%, with 5.4 million DAB+ enabled devices having been sold in Australia.



COASTLIVE.COM.AU

NIKKI & DeMello



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

Main target: 18 to 35 audience.

Keeping them informed and entertained with regular news, sport, traffic, and gossip throughout the day with shows specifically designed to appeal to this wide demographic.

Including our new hosts to wake-up to... it's our number 1 rated show **Nikki & DeMello for Breakfast**; and, then, strap in for **WORKDAYS WITH SQUINTY** with a huge 40% of females in the broadcast survey area between 18-40 listening in; and then, **The Drive Home with Paul** dominating the drive time with the number 1 most listened to show.

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*:

Nikki & DeMello for Breakfast; The Naughties at Noon; **The Music Marathon**; Coast Nation; **Coast Nights**; then, there is the nationally syndicated **Urban Chart Hits**; and... our HUGELY popular... once a month special and major listener favourite... **Friday Jams!**

SEGMENTS AVAILABLE FOR SPONSORSHIP* INCLUDE:

8 Straight; 3 at 3; **Boating Report**; Celebrity and Entertainment Gossip (aka: **The Coast Feed**); Coast Gig Guide; **Fuel Watch**; News; **Sport**; Weather; On This Day; **Street Sheet**; Surf Report; **Your Day By The Stars**; and... **Tech Daily with Andy Wells**.

*Subject to availability



SQUINTY



PAUL

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.



"We recently invested in a Mini OB with Coast FM to promote our annual sale day.

We were extremely impressed with the increase of turn-over we achieved for this event – this was all thanks to the heavy exposure and branding our business received from the mini OB."

KAYCEE WALKER

Port Kennedy Pool and Spa





Main target: 25 to 39 year olds

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

91.7 The Wave really scratches the nostalgia itch for this demographic, while catering for older audience's music tastes, interests, and lifestyle.

Our personalities... include the extremely popular **GUNNERS & ALI for Breakfast** who increased listenership by almost 200% in 5 months to just behind that of Coast Breakfast in the ratings.

Plus, add **Mornings with PETER JACKSON**, and, afternoons **PETER ROWE for the Drive Through** together, this gives our 9am to 5pm the number 1 most listened to timeslot 'workdays' in the listening region.

Don't forget... there's our **WAVE RUNNER** promotional vehicle, and our **WAVE RUNNERS** hitting the streets and reaching out to our audience daily too.

SHOWS AVAILABLE FOR SPONSORSHIP*:

Sunday Smooth; (seasonally) The Acoustic Sunday Session;
Gunners & Ali for Breakfast; The Wave Long Play (full albums);
The Wave Party (on Friday and Saturday Nights until 2am);
Connect 4; **The Midday Mixtape;** and... The 70s at Seven.

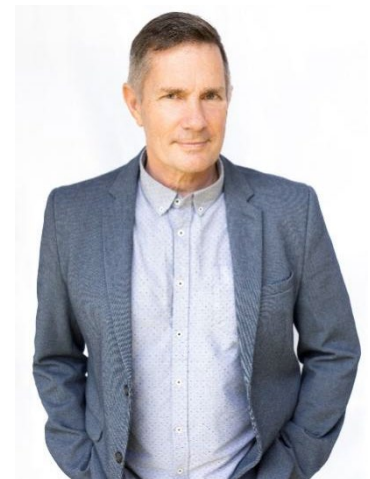
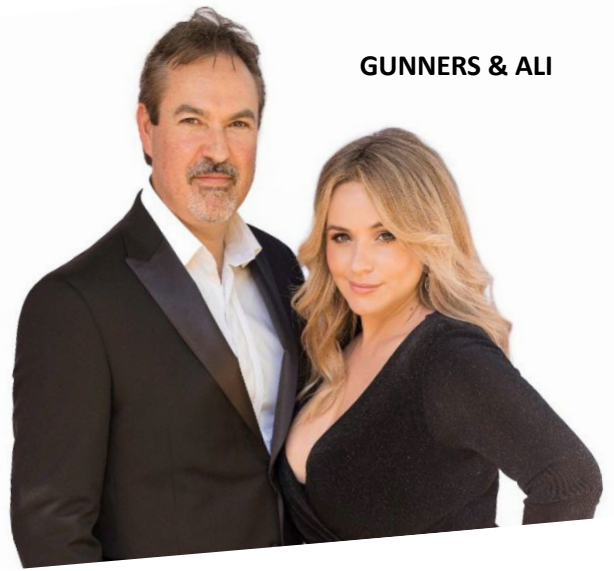
SPONSORED* SEGMENTS INCLUDE:

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;** Tech Daily with Andy Wells; **Your Day By The Stars;** and The Sports Report.

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

*Subject to availability

GUNNERS & ALI



PETER JACKSON



PETER ROWE

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.

GET ON BOARD TODAY!!!!



"We see them pull up at the front of the dealerships... it's a lot of fun! ...I think that radio has given us more of a personal approach, so the voices, the offers, the locality, people know who we are and understand what we do."

JOHN LEECH

"...we had fantastic results... not only direct enquiries and sales but also built brand awareness in the community. I would thoroughly recommend radio advertising with the Wave and 97.3."

BRETT YOUNG

Upskill Training Centres Australia

"...we had a fantastic result.... The spots that we ran with you were the major difference in our marketing, so you are getting all the credit for our success. Thanks again"

BILL HILL

Relax Bedding Mandurah

91.7 FM
wave
917thewave.com.au

AND introducing:



ON DAB+ DIGITAL RADIO 

**Broadcasting to our listeners EXCLUSIVELY on DAB+
and targeting 18 to 55+ who LOVE country.
They can now tune in to KIX COUNTRY SW**

The KIX COUNTRY NETWORK is Australia's
only 24/7 Country Music Radio Network.

The KIX Country format is specifically
designed to cater for the growing
popularity of modern country music with a
careful blend of the latest country hits and
country classics, presented by engaging
personalities who 'live and breathe'
country music and the lifestyle it embodies.



RAY HADLEY

KIX COUNTRY SW delivers a unique 'under the radar
audience' when it comes to traditional media. They just love their
country music, they're family orientated, embrace the outdoors, love
to get out and about and maintain a life balance- they are extremely
loyal to the genre and to those who share the same 'life' passions.
Importantly KIX listeners have a higher disposable income than the
average*.



Breakfast with CROSSY



**9 til Noon
Bring On The Country**



90s Music Marathon



**Afternoon with
JUSTIN THOMSON**



LIVE at FIVE

PLUS, a full weekend of shows and specials, including:
RAY HADLEY's SATURDAY COUNTRY COUNTDOWN and the
CARAVAN & CAMPING OFF-ROAD SHOW with 'THE DUCK'

KIX COUNTRY fast facts:

73% of our audience is in the 25-54 demographic

49% women + 51% male

62% tune to KIX COUNTRY more than four hours per day

75% regularly visit "kixcountry.com.au"

Over 60% are regular Facebook users

KIX COUNTRY has over 34,000 Facebook followers.

92% of listeners enjoy our program content, enjoy what we do and play and would recommend it to their friends.

Exclusive listening is as high as 78%

To tune in KIX COUNTRY SW...

Press 'RESCAN' on your DAB+ radio
then click through to
KIX COUNTRY SW

And... enjoy!

REMEMBER:

73% of new cars sold in Australia
already have a DAB+ radio
installed!

KIX

**RADIO
NETWORK
SOUTH WEST**



ON DAB+ DIGITAL RADIO



AND FINALLY... WEBSITE ACTIVITY TO BE REALLY JEALOUS OF...

Online aggregate (both websites – JANUARY 2021):

Total unique visitors: 78,740 (-1,325)

Total page views: 199,107 (+5,857)

Total banner ads served: 305,671 (+7,037)

Overview 97.3 Coast FM:

Facebook likes: 50,635 (+376)

Twitter followers: 1,298 (+10)

Instagram followers: 2,994 (+28)

Coast iPhone app downloads: 38,427 (+90)

Android app downloads: 10,061 (+61)



COASTLIVE.COM.AU

STREAMING STATS:

Coast AAC: Average time spent listening: 94 mins

Unique Listeners: 18,266

Coast AAC+: Average time spent listening: 38 mins

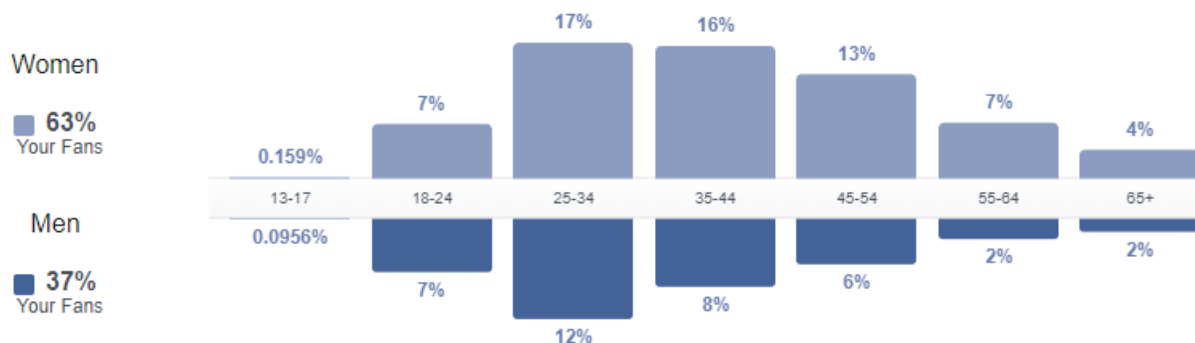
Listeners: 7,221

Time Spend Listening (TSL): 179,133 hours (+30,190)

Total Unique Listeners: 25,447 (+3,067)

Coast Facebook Page:

Demographics of people who like the page (last 28 days to writing this report).



Reach (The number of people our posts have reached plus likes, comments and shares and more.) Post Engagement (The number of time people have engaged with your posts through likes, comments and shares and more.)

Post Reach: 512,576 (+379,659)

Post Engagements: 219,486 (+133,576)

Total Video Views: 174 (-2,298)



Overview 91.7 The Wave:

Facebook likes: 3,255 (+60)

Twitter followers: 26 (-1)

Instagram followers: 1,149 (+14)

The Wave iPhone app downloads: 7,576 (+88)

The Wave Android app downloads: 3,173 (+89)



STREAMING STATS:

The Wave AAC: Average time spent listening: 72 mins

Listeners: 16,127

The Wave AAC+: Average time spent listening: 38 mins

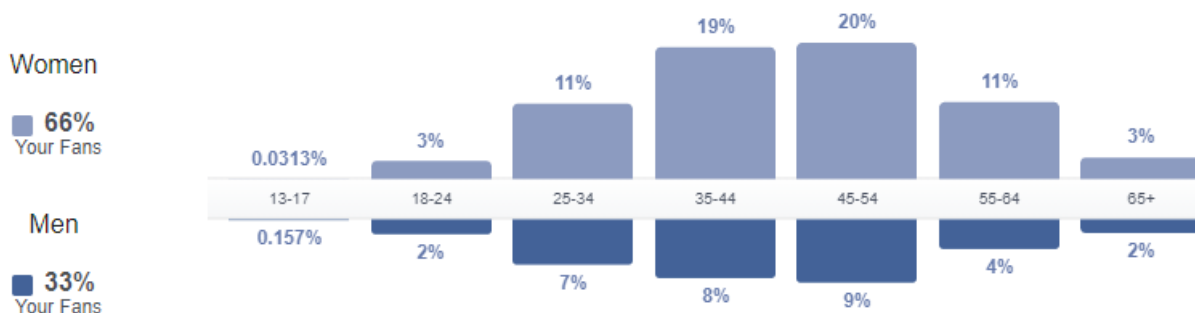
Listeners: 6,196

Time Spend Listening (TSL): 180,218 hours (+43,393)

Total Unique Listeners: 22,322 (+3,285)

The Wave Facebook Page:

Demographics of people who like the page (last 28 days to writing this report).



Reach (The number of people our posts have reached plus likes, comments and shares and more.) Post Engagement (The number of time people have engaged with your posts through likes, comments, and shares and more.)

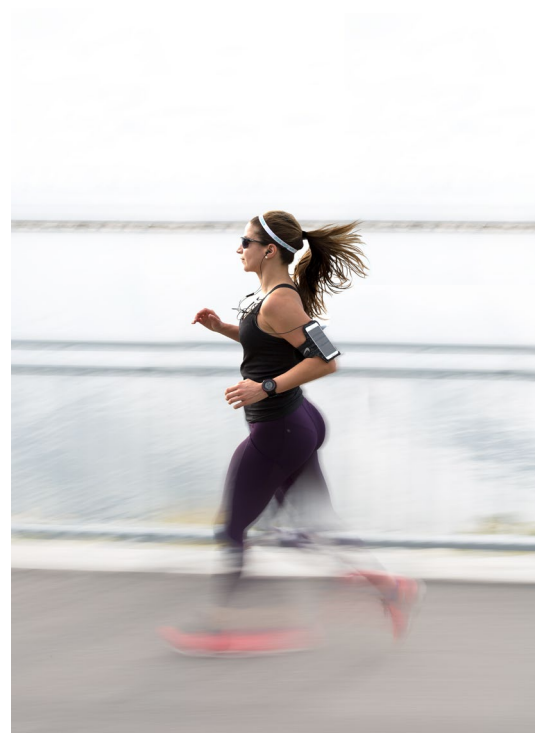
Post Reach: 15,116 (+10,560)

Post Engagements: 7,642 (+3,086)

Total Video Views: 28 (-549)

**All this data shows that our listeners
are engaged with us
NO MATTER WHERE WE ARE... AND
WHERE THEY ARE.**

**They are active, and engaged with us
especially on our websites, with the
most visited pages on both of our
sites being the pop-up streaming
player, our news and competition**



Crowdtangle.com activity report for: FACEBOOK (Jan 2021-Feb2021)

All Posts ▾ Last 30 Days ▾ Any Page Size ▾ By Followers ▾



	Page Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Views on Owned Videos	Page Followers	Growth % and #
	Average Total	8,843	0.288%	6.10	25,261.89	124,514	+4.23%
1	Coast Live ✓	20,030	0.259%	5.07	—	50,740	+0.86% +432
2	Mix94.5 ✓	18,549	0.068%	7.2	112,791	124,518	-0.06% -75
3	Nova 937 ✓	16,395	0.005%	11.53	81,076	864,653	-0.17% -1,469
4	News Talk 6PR 882	9,786	0.309%	5.27	—	19,874	+1.59% +312
5	96FM Perth ✓	7,121	0.05%	11.3	23,468	41,732	+0.17% +70
6	Curtin Radio	2,818	0.378%	4.37	595	5,578	+0.58% +32
7	6ix Perth	2,051	0.524%	1.63	842	7,842	+0.54% +42
8	Triple M Perth	1,723	0.796%	3.73	8,443	2,147	+32.53% +527
9	917 The Wave	1,114	0.2%	4.8	142	3,542	+2.07% +72

GOOGLE Analytics Website Stats (Unique Visitors only):

Unique: New and different visitors to the website site (no duplication of web hits)

	www.coastlive.com.au	www.917thewave.com.au
MONTH/YEAR	UNIQUE VISITORS	UNIQUE VISITORS
JANUARY 2020	120398	16469
FEBRUARY	69840	18006
MARCH	140385	17971
APRIL	45822	16035
MAY	72109	15353
JUNE	41438	12290
JULY	43588	12539
AUGUST	43986	19226
SEPTEMBER	59748	23510
OCTOBER	38185	15071
NOVEMBER	48934	20804
DECEMBER	58301	21764
JANUARY 2021	54701	24039

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



COASTLIVE.COM.AU

See our websites for yourself...

www.91.7thewave.com.au or www.coastlive.com.au

Or Email: 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 apps 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, collected 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
- *Sources Grant Broadcasting independent listening study 2011.
- CMA Billboard Research 2017/18



Compiled by Earl Pilkington for West Coast Radio © 2018 to 2021