

The logo for 97.3 FM, featuring the numbers '97.3' in a bold, stylized font with a red-to-yellow gradient and a black outline.

COASTLIVE.COM.AU

Targeting:

18 to 35  
PLUS AUDIENCE.

Station listened to most  
"Breakfast with Nikki and  
deMello" **P10+ 24.7%**

The logo for 91.7 FM wave, featuring the text '91.7 FM' in a blue sans-serif font above the word 'wave' in a large, blue, wavy font. Below it is the website '917thewave.com.au' in a smaller blue font.

Targeting:

35 to 55  
PLUS AUDIENCE.

Station listened to most  
"Breakfast with Gunners & Ali"  
**P25+ 20.3%**



# JUST THE FACTS: 2022

AND:

**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](http://www.RadioAlive.com.au)



**95%** weekly  
reach of  
radio!




**Hours**

**average  
weekly  
listening!**



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

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

**AND: More people than ever are tuning into local Mandurah radio each week according to the latest 2022 radio survey\***

With **43%** of the Mandurah combined audience listening to us each week.

When they wake up to us, listen at work, or, on the weekends...  
**97.3 Coast FM and 91.7 The Wave are very much THE LOCAL'S CHOICE!**

## **3 DIFFERENT BRANDS...**

**3 DIFFERENT & ENGAGED AUDIENCES... AND...**  
POTENTIALLY... **MORE CUSTOMERS FOR YOU!**



COASTLIVE.COM.AU

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



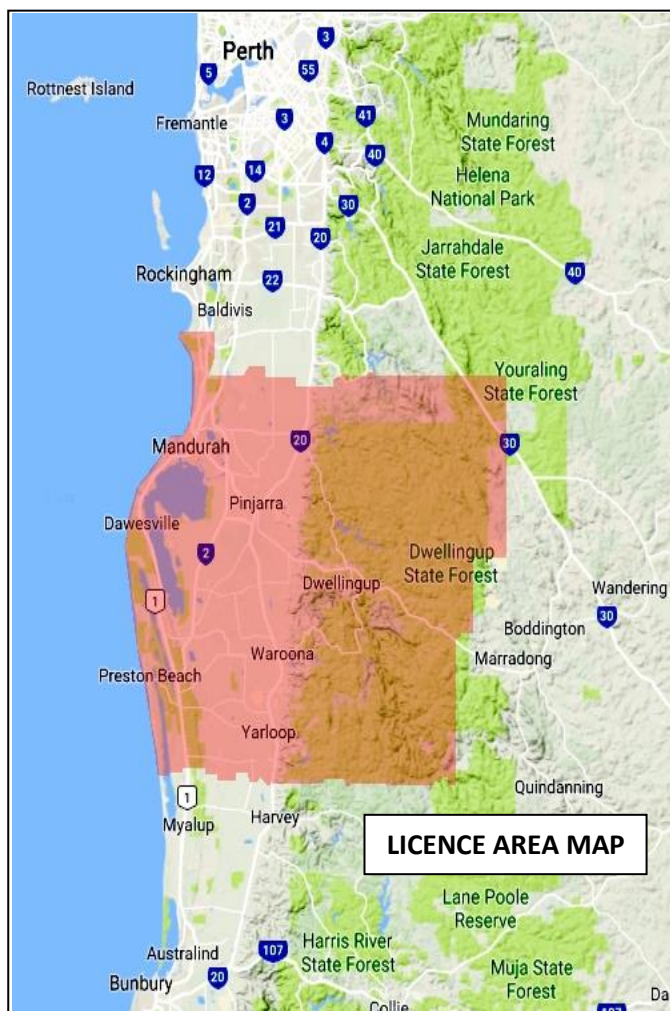
And now...

**KIX COUNTRY SOUTHWEST**

(only on DAB+)



ON DAB+ DIGITAL RADIO



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

### FAST FACTS ABOUT THE MANDURAH/PEEL REGION:

The City of Mandurah is Western Australia's largest regional city. It is home to more than 88,000 people with an average increase of 1500 new residents each year over the past five years. Between 2016 and 2036, the population for the City of Mandurah is forecast to increase by 36,778 persons (44.26% growth), at an average annual change of 1.85%. (SOURCE: CITY OF MANDURAH)

#### Geography

**Total area:**  
173.5km<sup>2</sup>

**Location:**  
72 km south of Perth

**Climate:**  
Mediterranean

#### Business

**Number of local businesses:**  
4513 (ABS 2020)

**Largest industry sector by registered businesses:** Construction

**Largest industry sector by number of employees:** Retail Trade

#### Employment

**Labour Force:** 35,984 (September Quarter 2021)

**Number of unemployed:** 2536 (September Quarter 2021)

**Unemployment rate:** 7% (September Quarter 2021)  
Source: National Skills Commission - Small Area Labour Markets

**% of workers who live and work in the City of Mandurah:** 49.9%  
**% of workers who live in the City of Mandurah but work outside:** 43.7% (ABS 2016 Census)

#### Demographics

**Estimated resident population:** 88,080  
(ABS Regional Population Growth Australia - released 30/03/2021)  
**Median age:** 43 (ABS 2016 Census)  
**Residents with Bachelor or higher degree:** 10.7 % (ABS 2016 Census)  
**Couples with children:** 37.2 % (ABS 2016 Census)

**Forecast population in 2021:** 94,917  
**Forecast population in 2036:** 119,877

Population forecasts were last updated in October 2017 by .id, the population experts, on behalf of the City of Mandurah. Forecasts are available for each year from 2016 to 2036.



# AND... our SURVEY RESULTS continue to AMAZE us!

Source: \*Mandurah Survey 1 2022- Xtra insights research

97.3 Coast FM	91.7 The Wave
Station listened to most "Breakfast with Nikki and deMello" <b>P10+ 24.7%</b>	Station listened to most "Breakfast with Gunners & Ali" <b>P25+ 20.3%</b>
Station listened to most "Afternoons with Squinty" <b>P10+ 25.2%</b>	Station listened to most "Mid-Morning with Peter Jackson" <b>P10+ 22.3%</b>
Station listened to most "Drive with Paul Voight" <b>P10+ 26.2%</b>	Station listened to most "Drive Through with Peter Rowe" <b>P35+ 21.9%</b>
Station listened to most at work <b>P10+ 27.4%</b> 97.3 Coast FM	Station listened to most on weekends <b>P25+ 22.6%</b> 91.7 The Wave
<b>43.3% of people tune into local radio on 91.7 The Wave and 97.3 Coast FM</b>	

## MANDURAH - XTRA INSIGHTS - SURVEY 1: 2022



Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-39			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	25.7	21.5	4.2	40.2	28.4	11.8	33.8	33.3	0.5	29.8	30.9	-1.1	33.0	24.3	8.7	11.1	13.9	-2.8	8.0	3.4	4.6
91.7 THE WAVE	17.6	21.0	-3.4	7.9	23.1	-15.2	10.9	17.3	-6.4	14.5	17.3	-2.8	22.7	29.2	-6.5	38.5	29.6	8.9	13.7	10.9	2.8
92.9 TRIPLE M PERTH	5.2	7.1	-1.9	4.6	15.8	-11.2	9.5	12.7	-3.2	10.0	11.7	-1.7	6.5	4.9	1.6	2.7	1.9	0.8	0.0	0.6	-0.6
MIX 94.5	3.7	4.2	-0.5	4.6	2.1	2.5	3.9	2.5	1.4	3.5	3.1	0.4	5.4	5.9	-0.5	4.6	11.1	-6.5	0.6	1.7	-1.1
NOVA 93.7	8.2	6.3	1.9	23.7	13.7	10.0	8.9	11.0	-2.1	10.3	10.5	-0.2	8.7	4.3	4.4	5.5	1.9	3.6	0.0	0.6	-0.6
96 FM	5.7	3.2	2.5	2.7	2.1	0.6	3.8	0.8	3.0	5.5	1.2	4.3	7.0	7.0	0.0	16.5	6.5	10.0	1.7	1.1	0.6
6PR	2.2	2.7	-0.5	0.0	0.0	0.0	0.4	0.4	0.0	0.5	0.6	-0.1	2.2	2.2	0.0	3.6	6.5	-2.9	5.1	5.7	-0.6
6IX	0.4	1.3	-0.9	0.0	2.1	-2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	-2.2	0.9	0.0	0.9	1.1	2.3	-1.2
ABC SOUTH WEST WA	0.0	1.2	-1.2	0.0	0.0	0.0	0.0	0.4	-0.4	0.0	0.6	-0.6	0.0	0.0	0.0	0.0	0.9	-0.9	0.0	4.6	-4.6
ABC RN	0.2	1.2	-1.0	0.0	0.0	0.0	0.0	0.8	-0.8	0.0	0.6	-0.6	0.5	0.5	0.0	0.0	0.9	-0.9	0.6	3.4	-2.8
ABC NEWSRADIO	0.7	0.4	0.3	0.0	0.0	0.0	0.4	0.0	0.4	0.5	0.0	0.5	0.5	0.0	0.5	1.8	0.9	0.9	1.1	1.1	0.0
TRIPLE J	8.3	6.1	2.2	9.0	4.2	4.8	19.4	13.5	5.9	14.5	16.0	-1.5	5.9	7.0	-1.1	0.0	0.0	0.0	0.6	0.0	0.6
ABC CLASSIC	0.7	0.6	0.1	0.0	0.0	0.0	0.4	0.4	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	2.9	2.3	0.6

Please note: Last Mandurah Survey conducted March 2019; 92.9 TRIPLE M PERTH on air from 1 DEC 2020. Previously known as HIT 92.9.

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	24.7	21.7	3.0	21.1	20.6	0.5	25.2	22.9	2.3	26.2	25.4	0.8	23.0	19.1	3.9	23.2	18.1	5.1
91.7 THE WAVE	17.0	19.9	-2.9	22.3	23.3	-1.0	21.5	23.1	-1.6	17.2	23.6	-6.4	14.9	21.3	-6.4	19.3	21.0	-1.7
92.9 TRIPLE M PERTH	5.7	8.1	-2.4	5.8	3.7	2.1	6.0	6.9	-0.9	6.6	6.8	-0.2	4.1	4.3	-0.2	4.4	6.7	-2.3
MIX 94.5	4.4	3.8	0.6	2.2	4.2	-2.0	3.4	4.4	-1.0	3.3	3.8	-0.5	1.1	3.2	-2.1	2.9	4.4	-1.5
NOVA 93.7	10.0	7.1	2.9	5.4	3.3	2.1	7.8	5.1	2.7	9.7	6.6	3.1	7.8	3.2	4.6	8.7	7.2	1.5
96 FM	5.8	3.2	2.6	5.9	3.7	2.2	5.6	3.8	1.8	5.8	3.4	2.4	7.8	3.2	4.6	5.9	3.2	2.7
6PR	2.2	2.8	-0.6	2.3	3.3	-1.0	1.4	1.9	-0.5	1.6	1.8	-0.2	1.2	3.2	-2.0	1.6	2.5	-0.9
6IX	0.3	1.2	-0.9	0.2	1.2	-1.0	0.5	1.4	-0.9	0.8	0.4	0.4	0.6	1.1	-0.5	0.5	1.3	-0.8
ABC SOUTH WEST WA	0.0	1.3	-1.3	0.2	1.5	-1.3	0.2	1.0	-0.8	0.2	0.4	-0.2	0.0	1.1	-1.1	0.2	1.8	-1.6
ABC RN	0.4	1.2	-0.8	0.4	1.2	-0.8	0.3	0.9	-0.6	0.4	0.8	-0.4	0.0	2.1	-2.1	0.7	1.3	-0.6
ABC NEWSRADIO	1.0	0.3	0.7	1.0	0.4	0.6	0.0	0.5	-0.5	0.2	0.6	-0.4	1.8	2.1	-0.3	0.7	0.5	0.2
TRIPLE J	7.4	7.3	0.1	7.0	4.4	2.6	8.1	4.9	3.2	10.8	7.6	3.2	11.4	6.4	5.0	8.7	7.0	1.7
ABC CLASSIC	0.7	0.6	0.1	0.6	0.6	0.0	0.8	0.7	0.1	0.6	0.6	0.0	1.2	1.1	0.1	0.8	0.7	0.1

Please note: Last Mandurah Survey conducted March 2019; 92.9 TRIPLE M PERTH on air from 1 DEC 2020. Previously known as HIT 92.9.

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

## WHAT DO THOSE SURVEY RESULTS MEAN?

Our latest SURVEY of listeners in 2022 showed that people ARE listening to us...

LISTENED TO MOST	THIS	LAST	+/-
97.3 COAST FM	25.7	21.5	4.2
91.7 THE WAVE	17.6	21.0	-3.4
NOVA 93.7	8.2	6.3	1.9
96 FM	5.7	3.2	2.5
92.9 TRIPLE M PERTH	5.2	7.1	1.9
MIX 94.5	3.7	4.2	-0.5
6PR	2.2	2.7	-0.5
6IX	0.4	1.3	-0.9

- Both stations, 97.3 Coast FM and 91.7 The Wave, performed better than Perth metro stations which can also be heard in the Mandurah area\*.
- Local grocery buyers are listening to us more too\*, with an increase in listeners:

Grocery Buyers STATION LISTENED TO MOST	2022 Mandurah	2019 Mandurah
91.7 THE WAVE	19.2	22.0
97.3 COAST FM	24.1	20.6

- Cume reach (00's) of 10+ all people increased considerably too with:

STATION CUME REACH (00s) 10+ ALL PEOPLE	2022 MANDURAH	2019 MANDURAH
91.7 THE WAVE	486	404
97.3 COAST FM	376	318
TOTAL	1,289	1,188

- 97.3 Coast FM had a huge increase with 10+ females from 23.6% in 2019 to 30.4% in 2022\*!

- All of this means: We have increased our combined listening audience share to 43.3%, with a cume increase of an extra 14,000 listeners.**

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

*\*Mandurah Xtra-Insight Survey 1: 2022 conducted by Xtra-Insights*

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

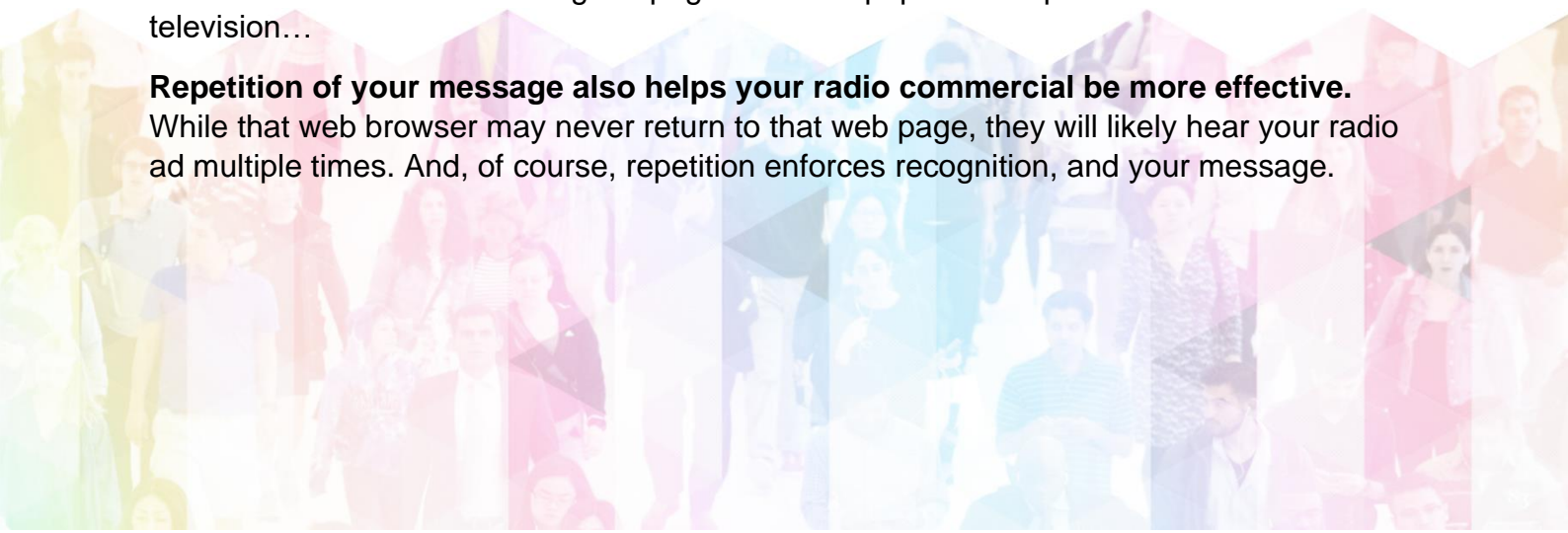
**There is not only the audience... there's also the attention factor too.**

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.

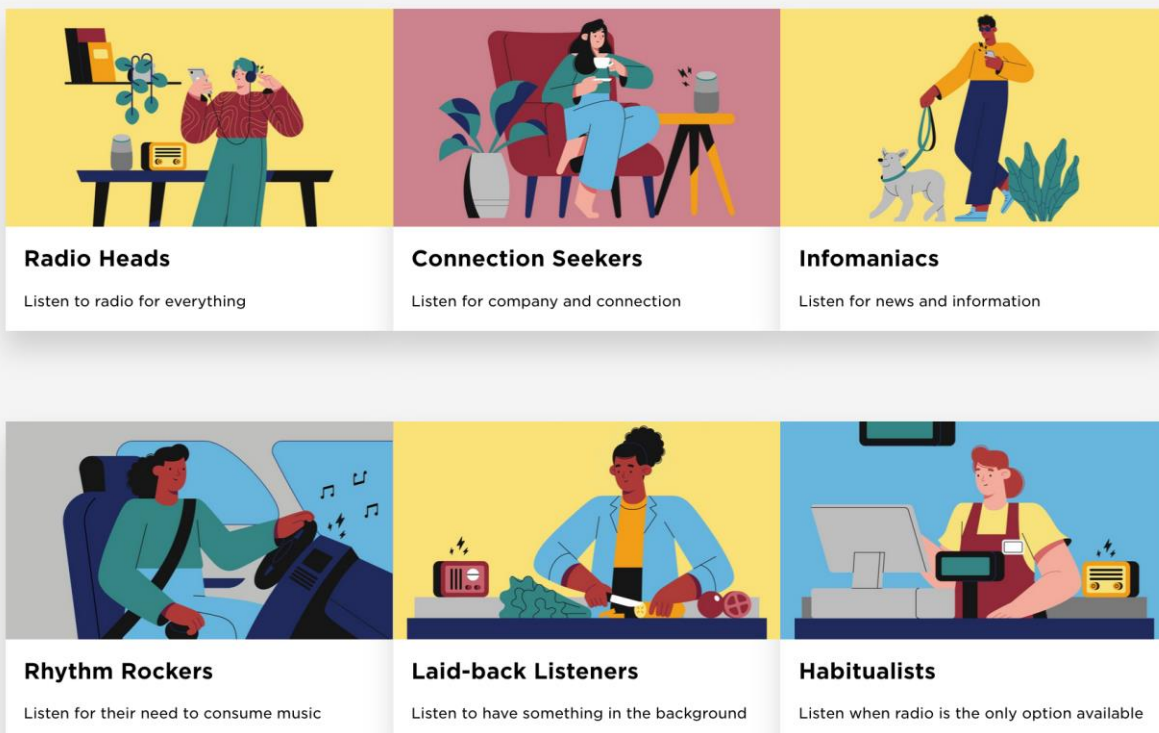


# Did you know that there are 6 kinds of radio listeners?

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 almost 40 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 mean 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 Southwest** 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](http://www.coastlive.com.au)

[www.917thewave.com.au](http://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.



## ACROSS AUSTRALIA DAB+ FAST FACTS:

Digital-only radio stations attracted a weekly audience of 2.35 million in 2020, according to new GfK data released by industry body, Commercial Radio Australia (CRA).

This marks a 15% increase from 2.04 million in 2019, the data indicates.

When simulcasts from AM and FM stations were added to the mix, the 2020 DAB+ audience was 4 million.

77% of new cars have a DAB+ radio.

Consumers have purchased an additional 129,000 DAB+ receivers in 2020, bringing the total sales to 2.8 million since launch.



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 number 1 rated breakfast show:

**Nikki & DeMello for Breakfast**

and that is followed by **Workdays with Squinty**

Then **The Drive Home with Paul**

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; **Starstruck with Calliope;** and... **Tech Daily with Andy Wells.**

\*Subject to availability



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: 35-to-55 audience

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;**

Followed by **Mornings with PETER JACKSON;**

And, afternoons with **PETER ROWE for the Drive Through.**

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.

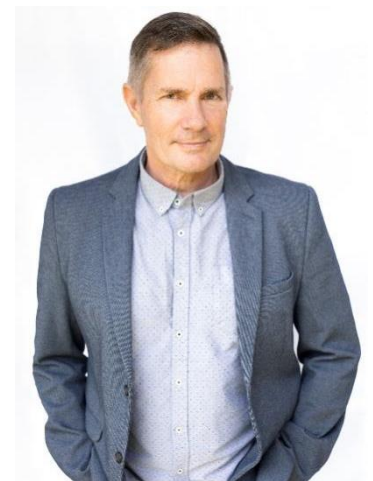
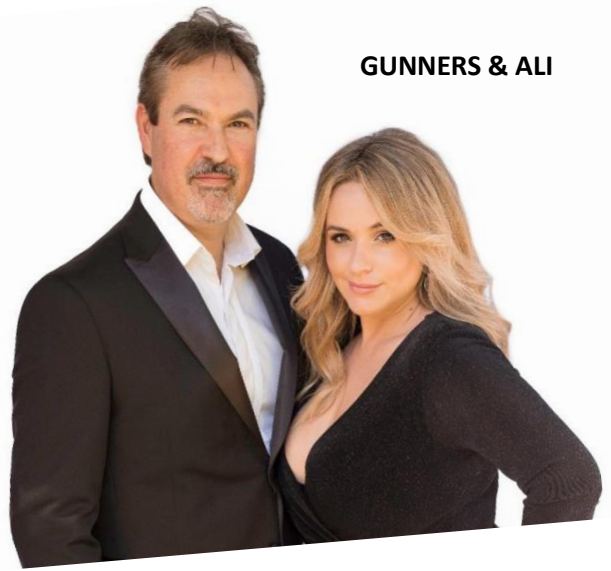
### SPONSORED\* SEGMENTS INCLUDE:

**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; **Starstruck with Calliope;** and The Sports Report.

**PLUS our 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... INCREDIBLE WEBSITE & STREAMING ACTIVITY...

### Online aggregate (both websites – JANUARY 2022):

**Total unique visitors:** 100,557 (+9,424)

**Total page views:** 265,802 (+41,981)

**Total banner ads served:** 447,678 (+92,212)

### Overview 97.3 Coast FM:

**Facebook likes:** 52,252 (+220)

**Facebook followers:** 52,738 (-1,279)

**Twitter followers:** 1,283 (-1,279)

**Instagram followers:** 3,187 (+18)

**Coast iPhone app downloads:** 39,698 (+169)

**Android app downloads:** 10,940 (+87)



**COASTLIVE.COM.AU**

### STREAMING STATS:

**Coast A.A.C. (Computers, smart speakers, and most mobiles on wi-fi):**

**Average time spent listening:** 82 mins

**Total time spent listening:** 187,124 hours

**Unique Listeners:** 24,416

**Coast A.A.C+ (Some mobiles on 4/5G):**

**Average time spent listening:** 29 mins

**Total time spent listening:** 24,555 hours

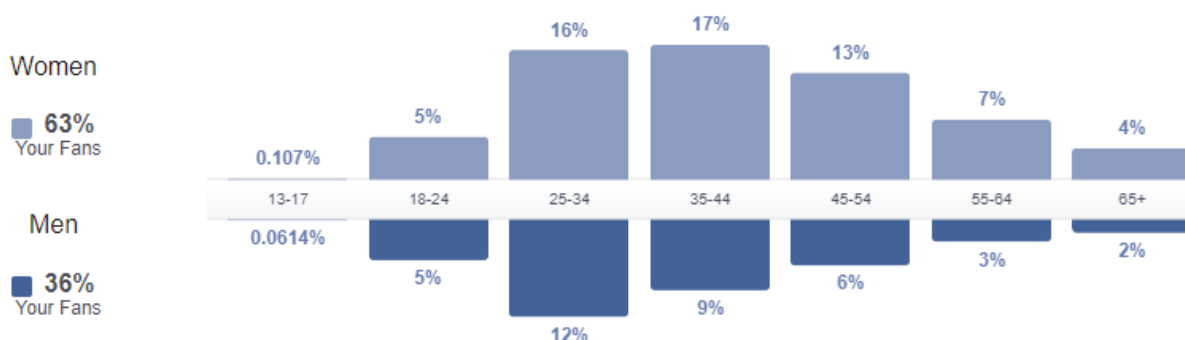
**Listeners:** 9,396

**Time Spent Listening (T.S.L.):** 211,679 hours (-4,367)

**Total Unique Listeners:** 33,812 (+2,940)

### 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:** 429,036 (+157,487)

**Post Engagements:** 240,811 (+59,696)

**Total Video Views:** 85,130 (+43,447)

### **AND THEY ARE LISTENING TO BOTH OF OUR STREAMING SERVICES...**

**Total listening hours (T.S.L.) combined data  
from both stations:** 453,789 (+11,909)

**Total unique listeners - combined data  
from both stations:** 69,230 (+6,795)

*A listener is considered "unique" if nobody else from the listener's IP address connected to the station with the same user-agent string as the listener during the reporting period.*



### Overview 91.7 The Wave:

Facebook likes: 3,726 (+40)

Facebook Followers: 4,202 (+19)

Twitter followers: 32 (0)

Instagram followers: 1,208 (-4)

The Wave iPhone app downloads: 8,858 (+187)

The Wave Android app downloads: 4,315 (+90)



### STREAMING STATS:

**Coast A.A.C. (Computers, smart speakers, and most mobiles on wi-fi):**

**Average time spent listening:** 80 mins

**Total time spent listening:** 202,285 hours

**Unique Listeners:** 25,448

**Coast A.A.C+ (Some mobiles on 4/5G):**

**Average time spent listening:** 8 mins

**Total time spent listening:** 39,825 hours

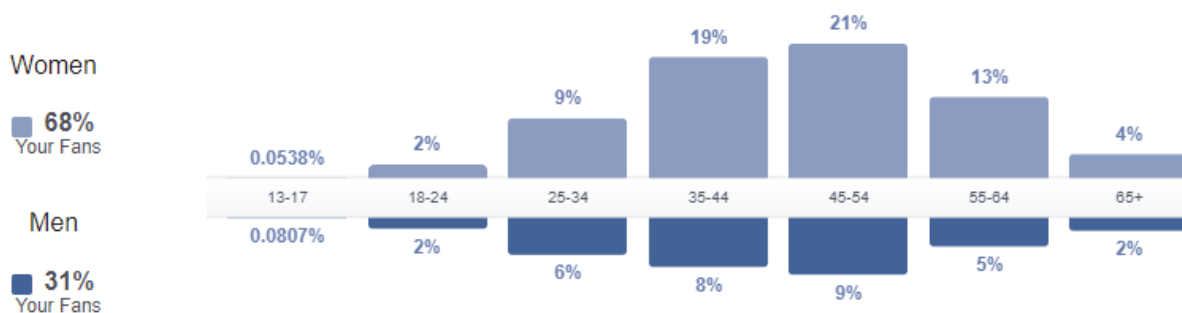
**Unique Listeners:** 9,970

**Time Spend Listening (T.S.L.):** 242,110 hours (+16,276)

**Total Unique Listeners:** 35,418 (+3,855)

### 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:** 14,651 (+3,535)

**Post Engagements:** 10,482 (+250)

**Total Video Views:** 838 (-3,123)

All shows that our listeners are engaged with us

**NO MATTER WHERE WE ARE...  
AND WHERE THEY ARE.**

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

**FOLLOW US on...**
















Where we regularly post information from the BLOG FOR CLIENTS, any JOB VACANCIES and NEWS specific to our station, and our community.

Join other businesses and individuals who follow and engage online with us.

Search for **West Coast Radio Pty Ltd**, or... if you are viewing this as a .pdf document online, click on the above

## Crowdtangle.com activity report for: FACEBOOK (January 1, 2022 to March 13, 2022)

	Page Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Views on Owned Videos	Page Followers	Growth % and #
	Average Total	38,296.13	0.306%	4.13	75,293.13	136,462.38	+2.45%
1	 96FM Perth 	185,563	0.654%	6.28	36,000	44,061	+1.54% +668
2	 Coast Live 	41,006	0.17%	4.39	188,182	53,140	+1.28% +670
3	 Nova 937 	36,080	0.008%	5.33	214,234	847,569	-0.42% -3,613
4	 Mix94.5 	24,297	0.033%	5.73	141,969	123,569	-0.14% -169
5	 Curtin Radio	6,550	0.281%	3.68	—	6,122	+2.24% +134
6	 Triple M Perth 	4,974	0.439%	2.48	14,574	4,504	+8.53% +354
7	 917 The Wave	4,169	0.189%	4.52	7,386	4,342	+4.90% +203
8	 6ix Perth	3,730	0.673%	0.64	—	8,392	+1.67% +138

## GOOGLE Analytics Website Stats (Unique Visitors only):

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

	<u>www.coastlive.com.au</u>	<u>www.917thewave.com.au</u>
MONTH/YEAR	UNIQUE VISITORS	UNIQUE VISITORS
JANUARY 2021	54,701	24,039
FEBRUARY	50,868	19,732
MARCH	52,028	23,109
APRIL	40,321	16,967
MAY	41,921	18,741
JUNE	42,758	27,333
JULY	38,172	21,853
AUGUST	57,256	17,487
SEPTEMBER	49,127	15,951
OCTOBER	52,849	15,848
NOVEMBER	53,506	15,832
DECEMBER 2021	69,699	21,434
<b>JANUARY 2022</b>	<b>81,698</b>	<b>18,859</b>

**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 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 West Coast Radio internal data gathering policies and procedures.
- Mandurah Survey 1 2019 Xtra-Insights Research.
- Mandurah Survey 1 2022 Xtra-Insights Research.
- Australian Bureau of Statistics (2012) *The 2011 Census Place of Enumeration Profile*
- Australian Bureau of Statistics (2016) Census data
- Australian Bureau of Statistics (2020) Business Data
- LISTENING DATA: GFK AudioScope Q2 (2014)
- National Skills Commission, Small Area Labour Markets 2021 (City of Mandurah)
- WHERE ARE THE LISTENING DATA: Commercial Radio Australia 'Australia's Listening' Survey 2010
- The City of Mandurah data, internal, and from .id The Population Experts forecasts.
- FACEBOOK DATA: Facebook page Insight Data
- Sources Grant Broadcasting independent listening study 2011.
- CMA Billboard Research 2017/18





Compiled by Earl Pilkington for West Coast Radio © 2016 to 2022

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