

# RADIO AUDIENCES: WHO IS LISTENING? AND WHEN DO THEY LISTEN?



PLUS: HOW TO  
*REACH THEM!*

A SHORT, FREE E-BOOK ABOUT LISTENING HABITS, RADIO SURVEYS AND MORE.



COASTLIVE.COM.AU



# WHO ARE YOUR POTENTIAL AUDIENCES?

## AND WHEN IS THE BEST TIME TO REACH THEM?

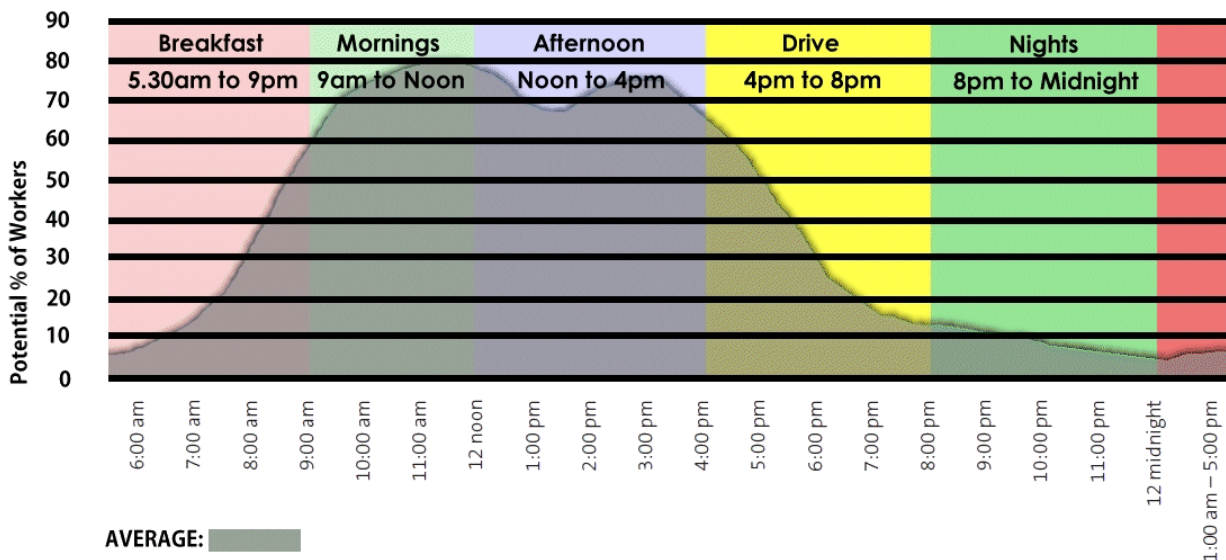
Peak listening times in radio are of course the most popular and a day in radio is broken up into different dayparts, they are...



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

## WEEKDAYS:

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



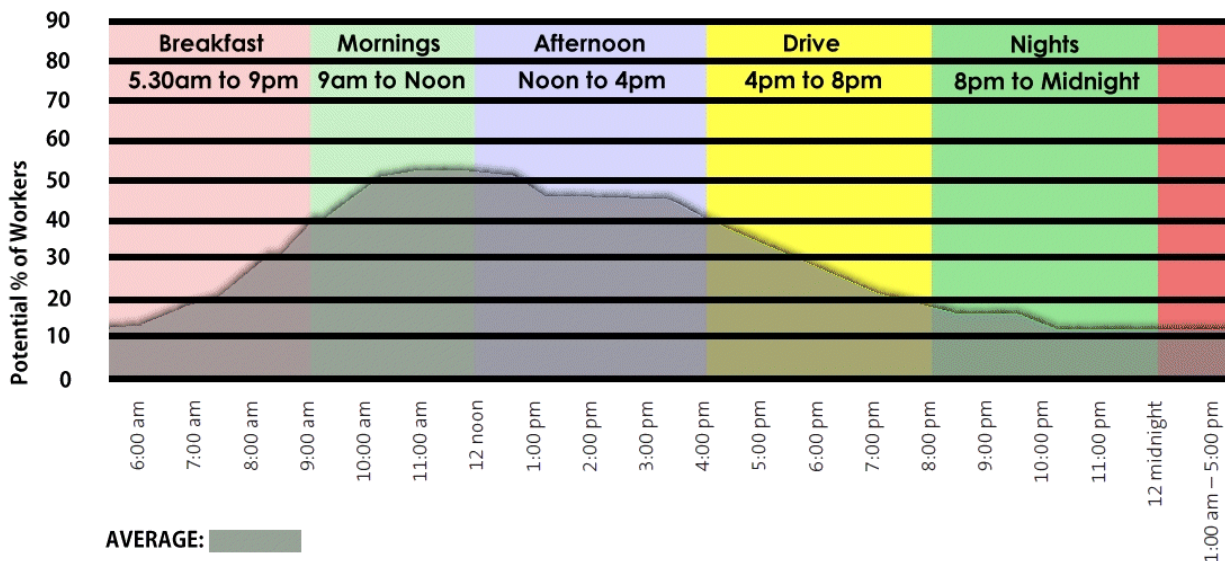
SOURCE: ABS Time Use Survey 2006 Data Cube

## WEEKENDS:

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, and to specific shows.

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

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



SOURCE: ABS Time Use Survey 2006 Data Cube

## SO... WHO DO YOU WANT TO TARGET?

Believe it or not, we have actually got the data that shows when people in different industries are listening to the radio, so when you want to target specific industries. Instead of the average listener, then the next few pages will show you when the best time of day is to attract them.



If you are trying to get the attention of a worker in the:

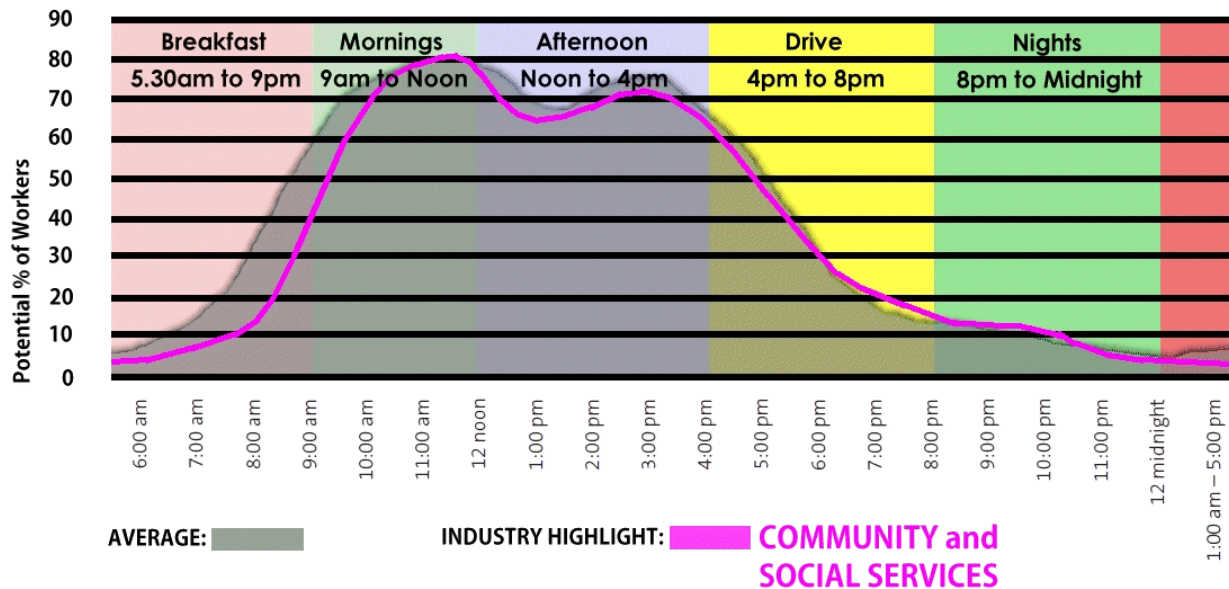
## **COMMUNITY & SOCIAL SERVICES INDUSTRIES**

When should you advertise?

THE BEST TIMES ARE: **Between 9am and 5pm.**

Giving you more than a 50% chance of capturing their attention.

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



SOURCE: ABS Time Use Survey 2006 Data Cube

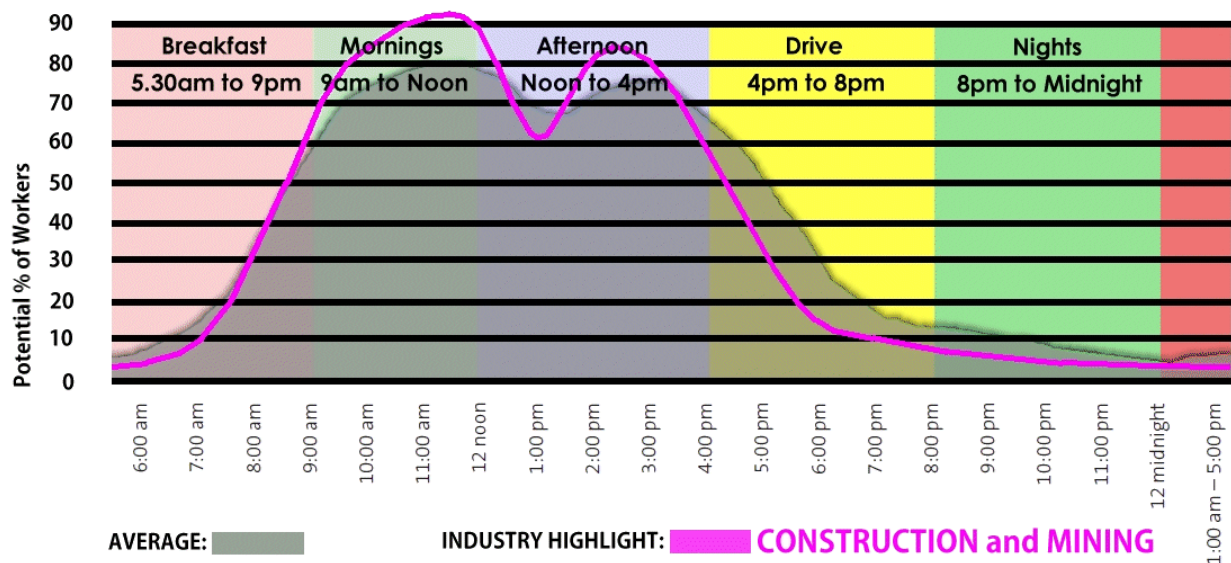
For the:

## **CONSTRUCTION AND MINING INDUSTRIES**

THE BEST TIMES ARE: **Between 8am and 4pm.**

Giving you more than a 50% chance of capturing their attention.

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



SOURCE: ABS Time Use Survey 2006 Data Cube



If you are trying to get the attention of a worker in the:

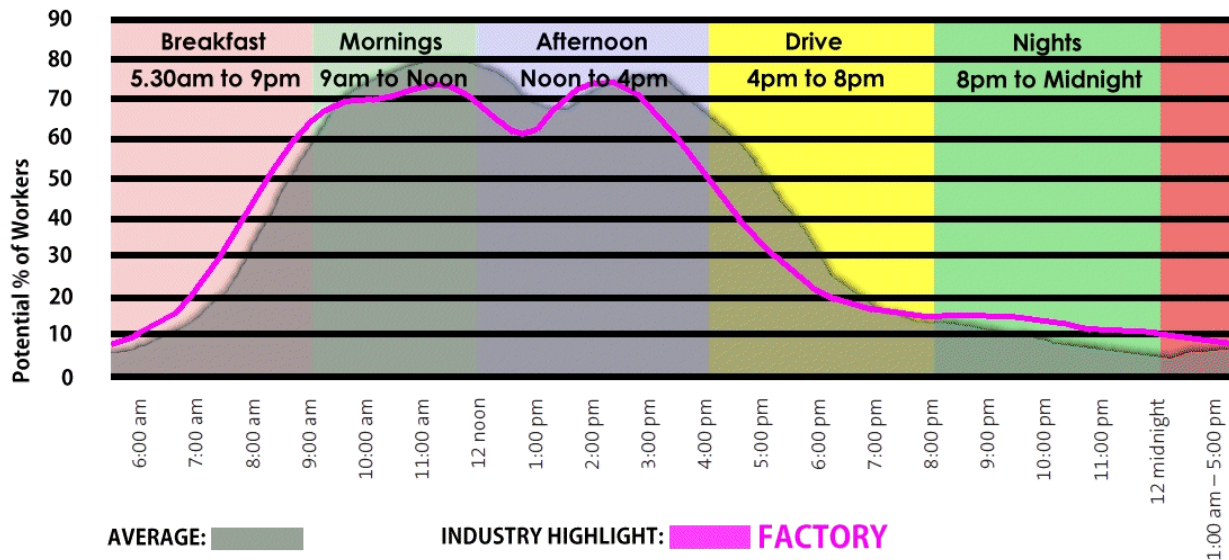
## FACTORY AND LIGHT INDUSTRIAL INDUSTRIES

When should you advertise?

THE BEST TIMES ARE: **Between 8am and 4.30pm.**

Giving you more than a 50% chance of capturing their attention.

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



SOURCE: ABS Time Use Survey 2006 Data Cube

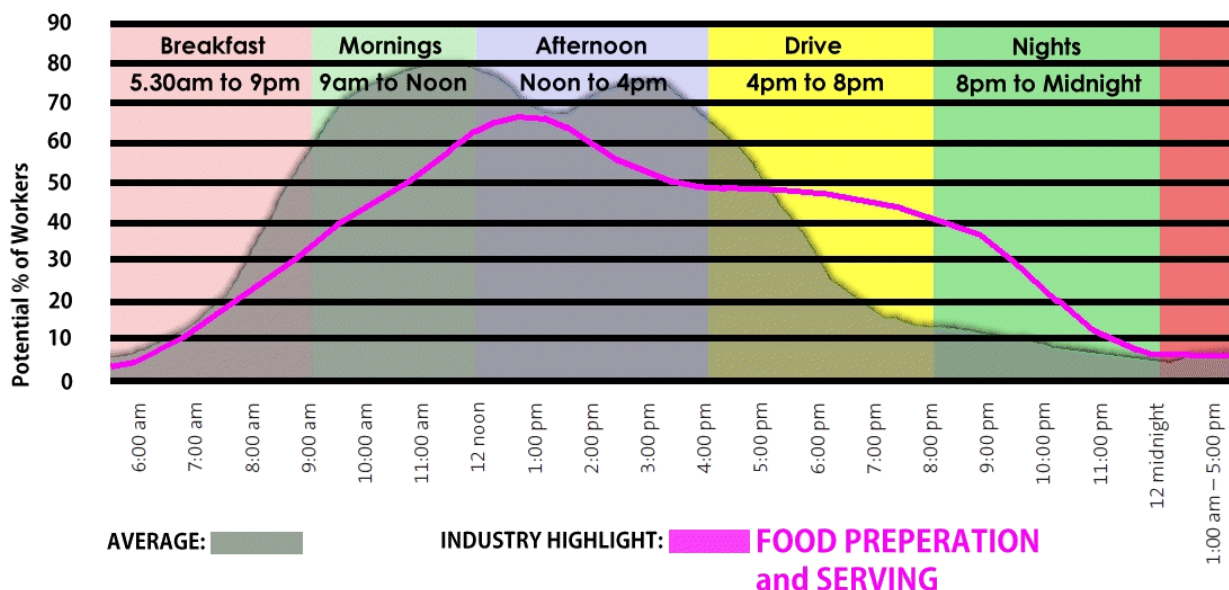
For the:

## FOOD PREPARATION AND SERVING INDUSTRIES

THE BEST TIMES ARE: **Between 10.30am and 6pm.**

Giving you more than a 50% chance of capturing their attention.

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



SOURCE: ABS Time Use Survey 2006 Data Cube

If you are trying to get the attention of a worker in a:

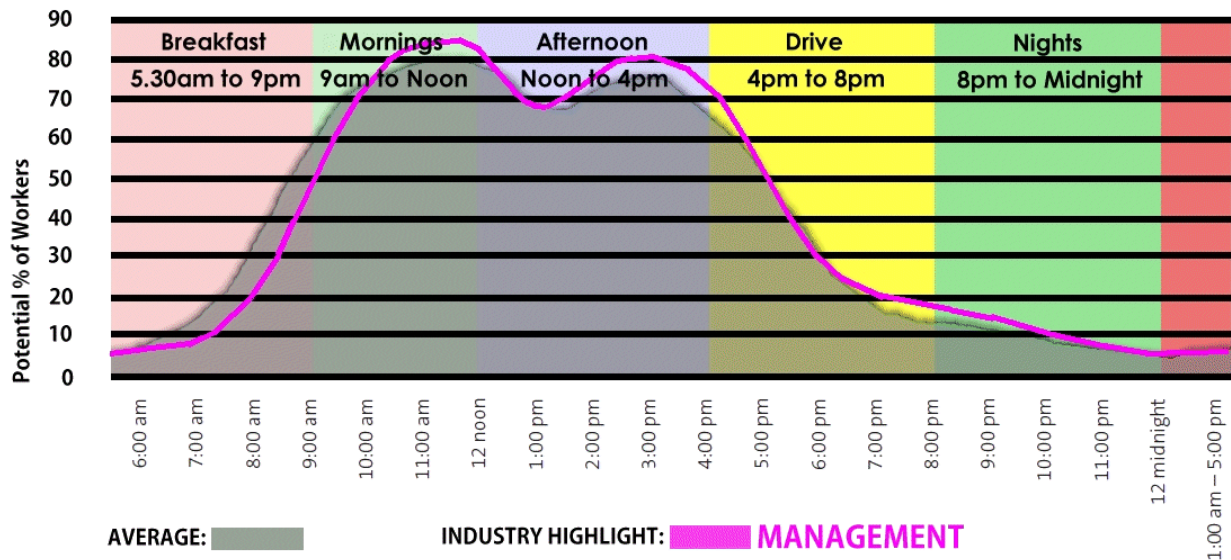
## MANAGEMENT ROLE

When should you advertise?

THE BEST TIMES ARE: **Between 9am and 5pm.**

Giving you more than a 50% chance of capturing their attention.

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



SOURCE: ABS Time Use Survey 2006 Data Cube

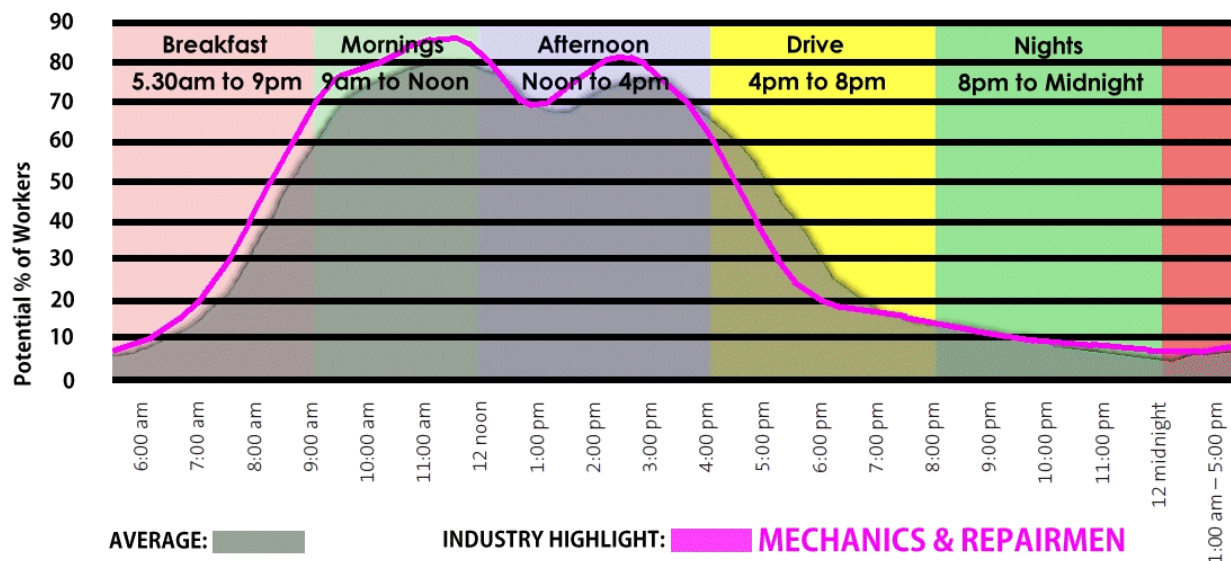
For the:

## MECHANICAL AND REPAIRERS INDUSTRIES

THE BEST TIMES ARE: **Between 8am and 4pm.**

Giving you more than a 50% chance of capturing their attention.

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



SOURCE: ABS Time Use Survey 2006 Data Cube



If you are trying to get the attention of a worker in the:

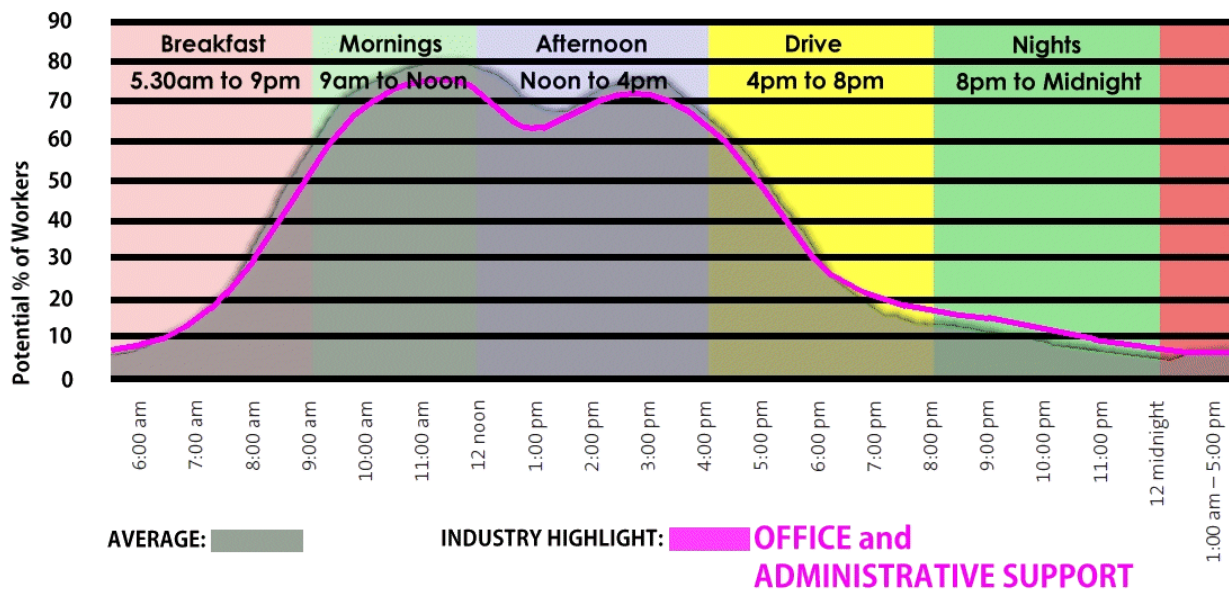
## OFFICE AND ADMINISTRATIVE SUPPORT FIELDS

When should you advertise?

THE BEST TIMES ARE: **Between 9am and 5.30pm.**

Giving you more than a 50% chance of capturing their attention.

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



SOURCE: ABS Time Use Survey 2006 Data Cube

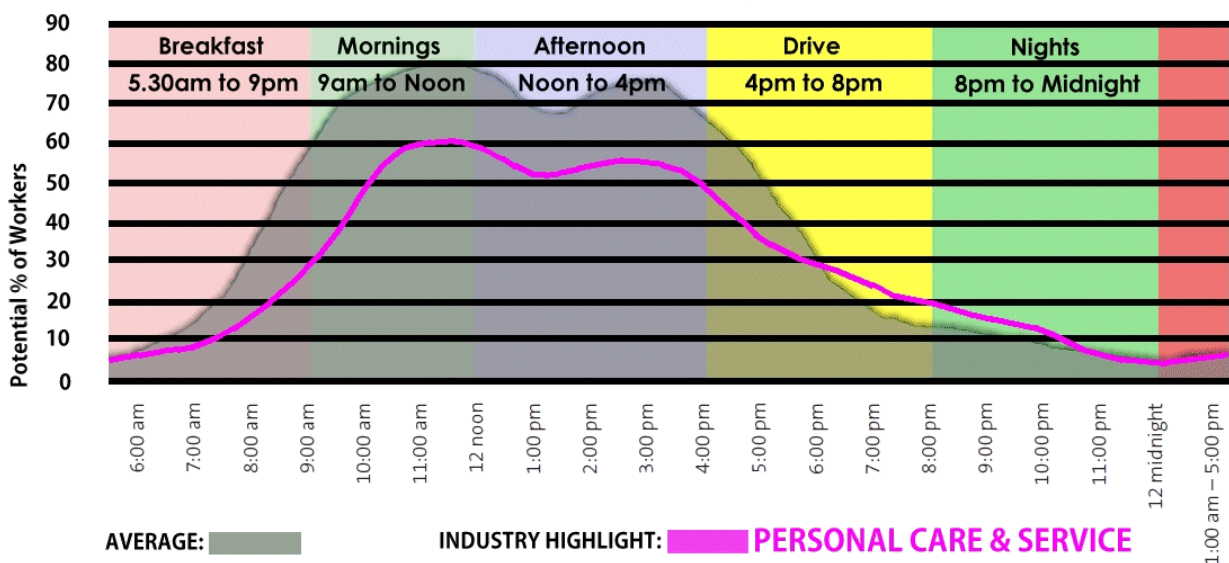
For the:

## PERSONAL CARE AND SERVICE INDUSTRIES

THE BEST TIMES ARE: **Between 10am and 4pm.**

Giving you more than a 50% chance of capturing their attention.

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



SOURCE: ABS Time Use Survey 2006 Data Cube

If you are trying to get the attention of a worker in the:

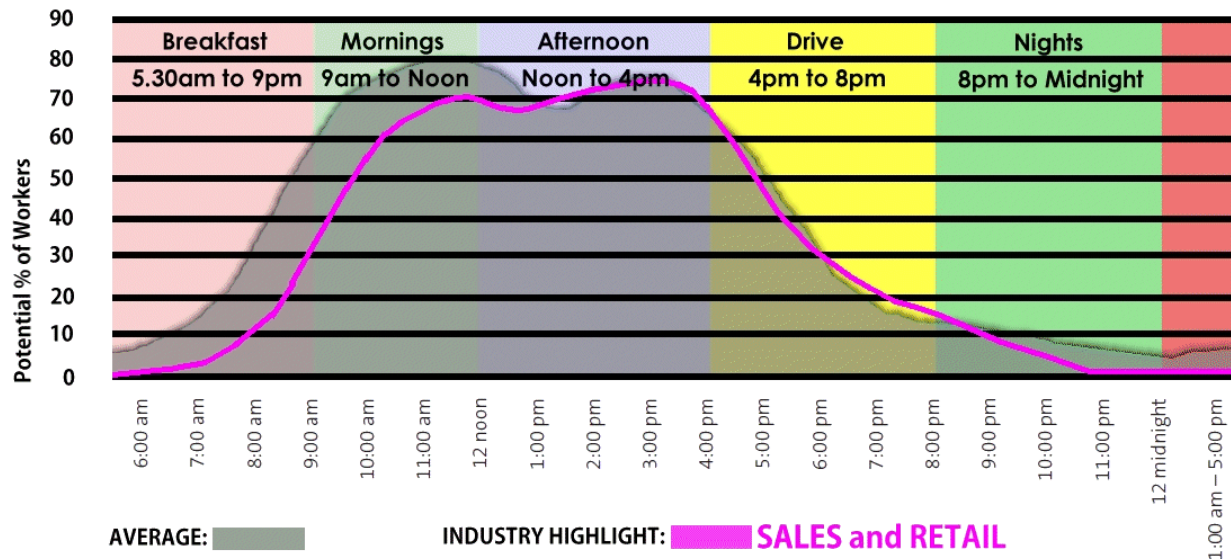
## SALES AND RETAIL INDUSTRIES

When should you advertise?

THE BEST TIMES ARE: **Between 10am and 5pm.**

Giving you more than a 50% chance of capturing their attention.

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



SOURCE: ABS Time Use Survey 2006 Data Cube

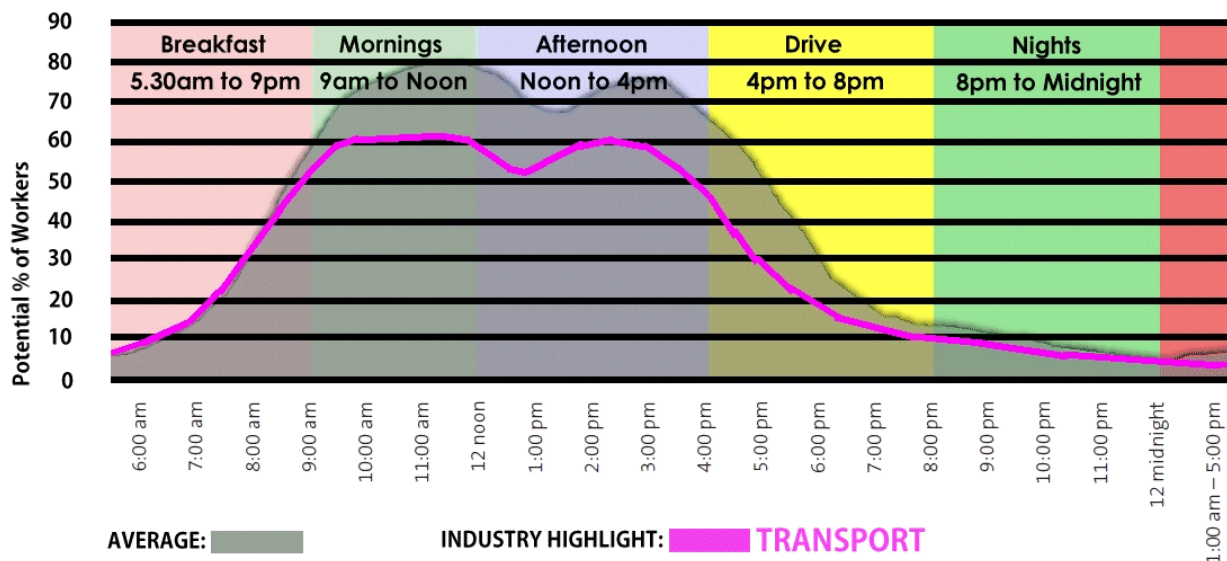
For the:

## TRANSPORT INDUSTRY

THE BEST TIMES ARE: **Between 8.30am and 4pm.**

Giving you more than a 50% chance of capturing their attention.

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



SOURCE: ABS Time Use Survey 2006 Data Cube



## AND we know they are listening too!

So... 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
<b>Over 52% of people tune into local radio each week on 917 The Wave and 973 Coast FM</b>	

Source: Mandurah Survey 1 2019- Xtra insights Research

If you want to know more about our 2019 Survey Results, or capturing your potential workday audience, then please contact us and we will be more than happy to discuss them with you...

And... we know those results are reliable... They are reflected in our internal data from competitions and feedback, plus... Check out one of the survey data fields below and see how close the major metro stations are to capturing our audience!

### 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 77.6 LMM.

We can help... **2** DIFFERENT BRANDS...  
**DIFFERENT & ENGAGED AUDIENCES...**  
AND... EVEN **MORE** OF YOUR 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

And... As radio station's we use these Call-To-Action methods ourselves...

**With promotions, competitions and getting our listeners to hit our website, and social media.**

The best thing is, you can too, by partnering with us for your next Call-To-Action campaign.

We keep things fresh with new music on 97.3 Coast FM, and we play old favourites on 91.7 The Wave.

From music we love to the people we love to listen to, our message cuts through and people pay attention.



They listen while they drive, and we can drive them to you...  
So, are you ready for your next Call-To-Action Campaign?

**TALK TO US TODAY!**

**Call (08) 9581 2666**