



MANDURAH - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL TUESDAY 25TH MARCH 2025 AT 11AM AWST

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	+/-
91.7 THE WAVE	20.7	17.6	3.1	12.8	7.9	4.9	20.4	-	-	7.6	14.5	-6.9	15.9	22.7	-6.8	32.3	38.5	-6.2	31.7	13.7	18.0
97.3 COAST FM	23.3	25.7	-2.4	41.9	40.2	1.7	27.9	-	-	36.1	29.8	6.3	25.9	33.0	-7.1	15.2	11.1	4.1	5.8	8.0	-2.2
92.9 TRIPLE M PERTH	5.8	5.2	0.6	8.3	4.6	3.7	11.0	-	-	9.0	10.0	-1.0	7.6	6.5	1.1	3.3	2.7	0.6	0.5	0.0	0.5
MIX 94.5	4.4	3.7	0.7	2.3	4.6	-2.3	6.1	-	-	7.0	3.5	3.5	4.1	5.4	-1.3	5.9	4.6	1.3	2.4	0.6	1.8
NOVA 93.7	7.7	8.2	-0.5	11.1	23.7	-12.6	17.0	-	-	8.3	10.3	-2.0	11.7	8.7	3.0	5.0	5.5	-0.5	0.5	0.0	0.5
96FM PERTH	4.7	5.7	-1.0	2.1	2.7	-0.6	0.0	-	-	4.9	5.5	-0.6	4.7	7.0	-2.3	9.1	16.5	-7.4	4.8	1.7	3.1
6PR	3.1	2.2	0.9	0.0	0.0	0.0	1.6	-	-	0.0	0.5	-0.5	1.2	2.2	-1.0	2.5	3.6	-1.1	9.1	5.1	4.0
6iX	0.4	0.4	0.0	0.0	0.0	0.0	0.0	-	-	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9	0.0	1.0	1.1	-0.1
ABC RADIO PERTH	7.3	6.1	1.2	0.0	0.0	0.0	0.0	-	-	4.8	1.1	3.7	10.6	3.8	6.8	7.5	4.6	2.9	12.0	20.0	-8.0
ABC RADIO NATIONAL	1.5	0.2	1.3	0.0	0.0	0.0	0.0	-	-	1.4	0.0	1.4	1.8	0.5	1.3	0.9	0.0	0.9	2.9	0.6	2.3
ABC NEWSRADIO	0.4	0.7	-0.3	0.0	0.0	0.0	0.0	-	-	0.0	0.5	-0.5	0.6	0.5	0.1	0.8	1.8	-1.0	0.5	1.1	-0.6
triple j	6.3	8.3	-2.0	8.5	9.0	-0.5	11.0	-	-	15.3	14.5	0.8	5.3	5.9	-0.6	2.5	0.0	2.5	0.0	0.6	-0.6
ABC CLASSIC	0.9	0.7	0.2	0.0	0.0	0.0	0.0	-	-	0.0	0.5	-0.5	1.2	0.0	1.2	0.0	0.0	0.0	2.4	2.9	-0.5

*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations.

This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

Station Listened to Most (%)

The percentage of the total radio listening audience who say they listened most to one particular station during a given time period. It is based on a listener's recall of their previous week's listening. For example, 25.1% of the total radio audience said they listened most to Station A, Monday to Sunday.

Survey Period: 17th February 2025 - 15th March 2025

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MANDURAH - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL TUESDAY 25TH MARCH 2025 AT 11AM AWST

Session Listened to Most (%)

	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
91.7 THE WAVE	21.6	17.0	4.6	24.5	22.3	2.2	22.0	21.5	0.5	22.0	17.2	4.8	15.9	14.9	1.0	22.8	19.3	3.5
97.3 COAST FM	22.1	24.7	-2.6	20.8	21.1	-0.3	25.8	25.2	0.6	22.8	26.2	-3.4	20.1	23.0	-2.9	20.8	23.2	-2.4
92.9 TRIPLE M PERTH	5.8	5.7	0.1	4.5	5.8	-1.3	5.7	6.0	-0.3	7.0	6.6	0.4	4.2	4.1	0.1	5.8	4.4	1.4
MIX 94.5	4.7	4.4	0.3	4.9	2.2	2.7	5.2	3.4	1.8	4.7	3.3	1.4	2.1	1.1	1.0	3.7	2.9	0.8
NOVA 93.7	7.8	10.0	-2.2	3.2	5.4	-2.2	5.3	7.8	-2.5	7.3	9.7	-2.4	6.3	7.8	-1.5	5.4	8.7	-3.3
96FM PERTH	4.6	5.8	-1.2	6.1	5.9	0.2	5.1	5.6	-0.5	4.9	5.8	-0.9	5.2	7.8	-2.6	4.8	5.9	-1.1
6PR	3.4	2.2	1.2	2.6	2.3	0.3	2.5	1.4	1.1	1.7	1.6	0.1	2.6	1.2	1.4	2.0	1.6	0.4
6iX	0.3	0.3	0.0	0.8	0.2	0.6	0.5	0.5	0.0	0.2	0.8	-0.6	0.5	0.6	-0.1	0.6	0.5	0.1
ABC RADIO PERTH	8.0	6.5	1.5	7.3	6.8	0.5	5.6	3.9	1.7	6.9	5.0	1.9	18.9	12.2	6.7	6.9	5.3	1.6
ABC RADIO NATIONAL	1.6	0.4	1.2	2.1	0.4	1.7	1.5	0.3	1.2	2.2	0.4	1.8	3.7	0.0	3.7	2.0	0.7	1.3
ABC NEWSRADIO	1.1	1.0	0.1	0.8	1.0	-0.2	1.5	0.0	1.5	0.4	0.2	0.2	1.1	1.8	-0.7	0.7	0.7	0.0
triple j	5.6	7.4	-1.8	4.6	7.0	-2.4	4.3	8.1	-3.8	7.2	10.8	-3.6	4.7	11.4	-6.7	6.7	8.7	-2.0
ABC CLASSIC	1.1	0.7	0.4	1.2	0.6	0.6	0.9	0.8	0.1	1.5	0.6	0.9	0.5	1.2	-0.7	1.0	0.8	0.2

Session Listened to Most (%)

The percentage of the total radio listening audience who say they listened most to one particular station during a given time period. It is based on a listener's recall of their previous week's listening. For example, 25.1% of the total radio audience said they listened most to Station A, 5.30am-9.00am Monday to Friday.

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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	+/-
91.7 THE WAVE	485	376	109	44	27	17	56	-	-	55	72	-17	84	111	-27	102	91	11	145	56	89
97.3 COAST FM	558	486	72	102	86	16	62	-	-	155	125	30	131	143	-12	63	45	18	44	29	15
92.9 TRIPLE M PERTH	242	221	21	25	36	-11	26	-	-	83	83	0	82	55	27	20	13	7	7	2	5
MIX 94.5	213	161	52	13	23	-10	20	-	-	53	44	9	75	60	15	35	14	21	16	13	3
NOVA 93.7	241	271	-30	25	69	-44	43	-	-	65	80	-15	77	72	5	23	16	7	7	2	5
96FM PERTH	190	164	26	7	7	0	11	-	-	46	32	14	52	64	-12	44	49	-5	30	10	20
6PR	63	46	17	0	0	0	2	-	-	2	3	-1	12	8	4	8	10	-2	39	26	13
6iX	27	19	8	0	0	0	2	-	-	5	0	5	3	5	-2	3	5	-2	13	10	3
ABC RADIO PERTH	196	139	57	5	0	5	4	-	-	23	9	14	54	22	32	26	25	1	84	82	2
ABC RADIO NATIONAL	80	16	64	2	0	2	4	-	-	18	0	18	30	6	24	5	0	5	21	10	11
ABC NEWSRADIO	60	27	33	2	1	1	4	-	-	16	4	12	29	8	21	6	6	0	3	6	-3
triple j	249	195	54	32	24	8	44	-	-	78	73	5	79	45	34	10	5	5	7	3	4
ABC CLASSIC	70	17	53	6	0	6	4	-	-	14	3	11	27	0	27	7	2	5	13	13	0

*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

Cumulative Audience (00's)

The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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Cumulative Audience (00's) by Session, P10+ [Potential: 1360]

	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
91.7 THE WAVE	315	254	61	237	224	13	269	256	13	224	171	53	72	47	25	284	229	55
97.3 COAST FM	340	356	-16	229	231	-2	330	298	32	267	262	5	100	72	28	307	292	15
92.9 TRIPLE M PERTH	114	127	-13	80	81	-1	105	105	0	105	95	10	33	28	5	113	92	21
MIX 94.5	102	92	10	72	48	24	83	75	8	83	55	28	38	11	27	86	61	25
NOVA 93.7	141	166	-25	66	65	1	105	119	-14	113	133	-20	45	33	12	106	146	-40
96FM PERTH	88	97	-9	90	75	15	86	77	9	72	71	1	38	22	16	78	87	-9
6PR	46	27	19	28	25	3	25	16	9	18	16	2	8	3	5	28	21	7
6iX	10	8	2	10	3	7	10	10	0	2	8	-6	3	2	1	10	8	2
ABC RADIO PERTH	120	91	29	99	68	31	82	52	30	76	46	30	79	35	44	112	83	29
ABC RADIO NATIONAL	36	6	30	38	8	30	38	3	35	39	5	34	33	2	31	46	10	36
ABC NEWSRADIO	25	14	11	22	8	14	36	3	33	19	3	16	22	6	16	22	15	7
triple j	119	122	-3	76	84	-8	92	101	-9	112	119	-7	44	37	7	122	104	18
ABC CLASSIC	33	9	24	25	5	20	27	9	18	27	5	22	16	3	13	29	10	19

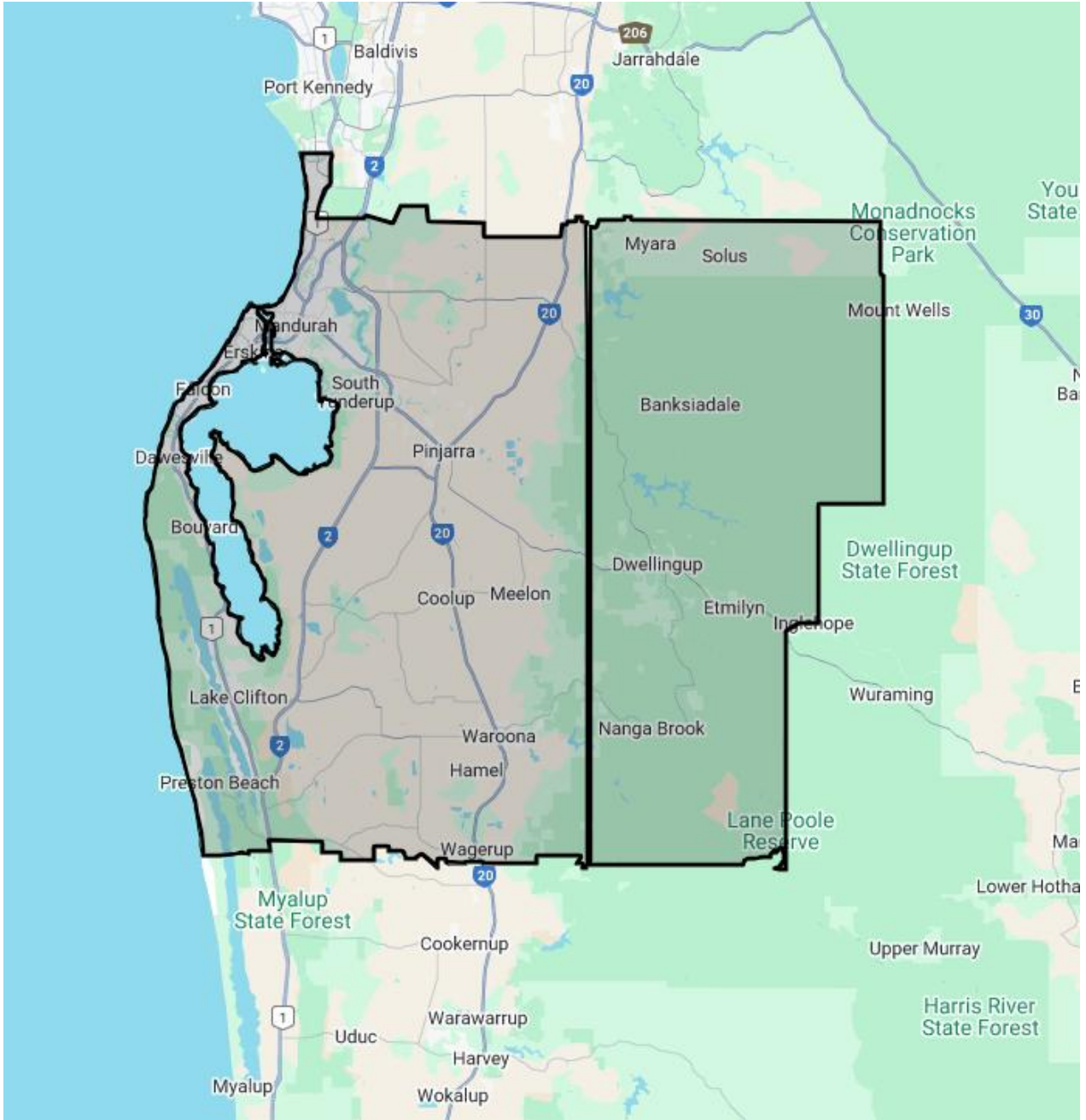
Cumulative Audience (00's)

The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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MANDURAH - XTRA INSIGHTS - SURVEY 1: 2025



MANDURAH Survey Coverage Area based on Commercial Radio & Audio's Licence Area Profile.



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