

# WCR STATION PROFILE 2025

- JUST THE FACTS -



**MICHAEL LOCKE**  
SALES MANAGER  
(08) 9581 2666 - 0427 447 765  
[michaell@coastradio.com.au](mailto:michaell@coastradio.com.au)

**23.3%** Station  
listened to most  
Monday to Sunday  
10+\*

**20.7%** Station  
listened to most  
Monday to Sunday  
10+\*

*\*Our closest competitor  
from the metro area has  
only 7.7% of the MANDURAH  
listening audience.*

**Local listeners  
LOVE local radio!**

**22.1% COAST**  
'Nikki & DeMello for  
Breakfast'  
listened to most

**21.6% WAVE**  
'Gunners & Ali for  
Breakfast' listened  
to most +4.6%

**22.8% COAST**  
'Paul Voight For  
The Drive Home'  
listened to most

**24.5% WAVE**  
'Weekdays with  
Peter Jackson'  
listened to most  
+2.2%

**20.8% COAST**  
'Weekdays With  
Squinty'  
listened to most

**22.0% WAVE**  
'Drive with Darragh  
O'Dea' listened to  
most +4.8%



**LISTENERS LOVE OUR STATIONS**

*and we have independent data to prove they do:*

**\*MANDURAH XTRA INSIGHTS - SURVEY 1: 2025**

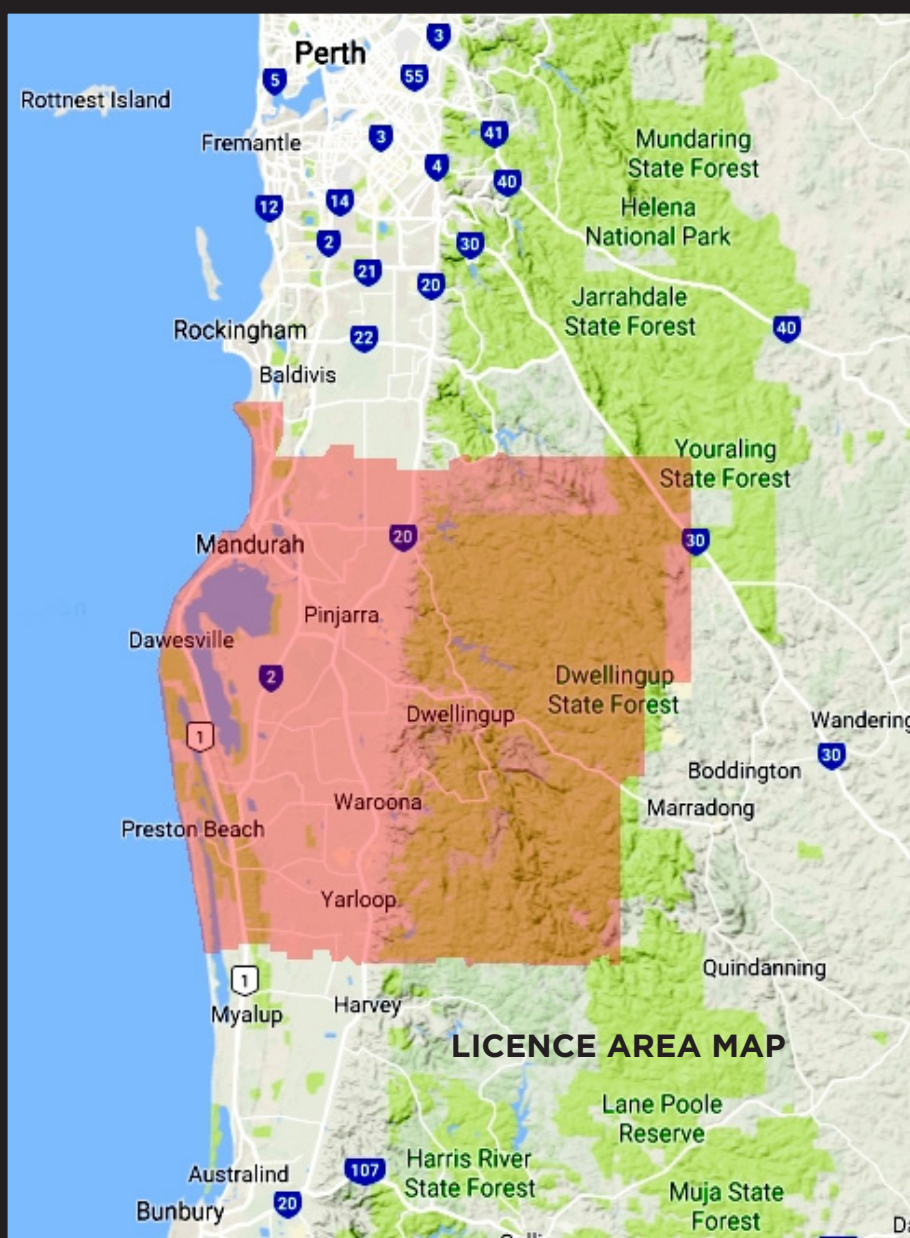


PERTH MANDURAH

Broadcast from **Mandurah**, Western Australia, 1 hour south of **Perth**, up and down the coast to major centres, townships and suburbs.

### FAST FACTS:

- \* The City of Mandurah is WA's largest regional city.
- \* Mandurah's population is 99,000 as of the 30th of June 2023.
- \* Our listening area (including Mandurah) is home to more than 136,000 people.
- \* Total licence area: 173.5km square
- \* Number of local businesses: 4513 (ABS 2020)
- \* Largest sector: Construction
- \* Largest sector by employee: Retail Trade
- \* % of workers who live and work in the area 49.9%
- \* % of workers who live in Mandurah but work outside that area: 43.7% (ABS 2016 Census)





C O A S T L I V E . C O M . A U



Broadcasting on FM, Streaming live through our desktop, smart phone apps, and on DAB+

**2** DIFFERENT  
**BRANDS**

**+**  
**2** DIFFERENT &  
**ENGAGED**  
**AUDIENCES**

 access to our listeners...

 **WHO ARE YOUR  
POTENTIAL  
CUSTOMERS!**

**44%**

**of our combined audience listen  
to us in our licensed area  
each week**

*(2025 XTRA Insights Listener survey data)*

# OUR 2025 SURVEY RESULTS CONTINUE TO AMAZE

## MANDURAH - XTRA INSIGHTS - SURVEY 1: 2025



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	-	-	1.8	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.

### 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

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

### 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-12.00am			Weekend Sat-Sun 5.30am-12.00am		
	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.

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

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

## Our latest survey results showed...

People in our area ARE listening to us. With both our stations **97.3 COAST FM** and **91.7 The Wave** out performing Perth metro stations (which can be heard in the Mandurah area)... **But our listeners are choosing to listen locally... to us.**

Listened to most	THIS	LAST	+/-
<b>97.3 COAST FM</b>	<b>23.3</b>	<b>25.7</b>	<b>-2.4</b>
<b>91.7 THE WAVE</b>	<b>20.7</b>	<b>17.6</b>	<b>3.1</b>
NOVA 93.7	7.7	8.2	-0.5
ABC RADIO PERTH	7.3	6.1	1.2
TRIPLE J	6.3	8.3	-2.0
92.9 TRIPLE M PERTH	5.8	5.2	0.6
96 FM PERTH	4.7	5.7	-1.0
MIX 94.5 PERTH	4.4	3.7	0.7
6PR	3.1	2.2	0.9

## Did you know...

WEST COAST RADIO (**97.3 Coast FM** & **91.7 The Wave**) is **THE** last independent commercial radio stations in Western Australia, owned by locals.

It is one of the few left in all of Australia, this gives us the freedom to focus on local content, local issues, local businesses, and our local people.

Which also includes our staff who live and work in the area - meaning that the money you spend with us, stays here in Western Australia.

Unlike marketing your business on social media which sends your money off shore and does not benefit anyone here in Australia.

# YOU AND YOUR CUSTOMERS (OUR LISTENERS) CAN FIND US ON OTHER PLATFORMS TOO!

At **97.3 Coast FM** AND **91.7 The Wave** we have extended the way our listeners can engage with us.

From listening in the morning when they wake up with us, to driving in their car, and at work...

Listeners find us on the FM band, Streaming on-line, through our website or our apps, on smart speakers and on DAB+ radio.

Wherever they go... you can reach them!

And our listeners also interact with us on social media too, platforms like Facebook and Instagram, plus our popular sites:

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

Our sleek, modern designed websites are fully responsive for every screen. From full computer screen, to tablets and mobiles. All are focused to drive more listeners with a prominent 'Listen Live' button.

Other featured positions on our main home page are available for commercial advertising content you can book!

Plus we offer the ability to listen back to exclusive interviews, performances, videos, and more through podcasts and downloads.

Our free apps are available on APPLE, ANDROID and AMAZON devices.

For the latest website/social media stats, please request an updated fact sheet (*This sheet also includes our streaming stats and more*)

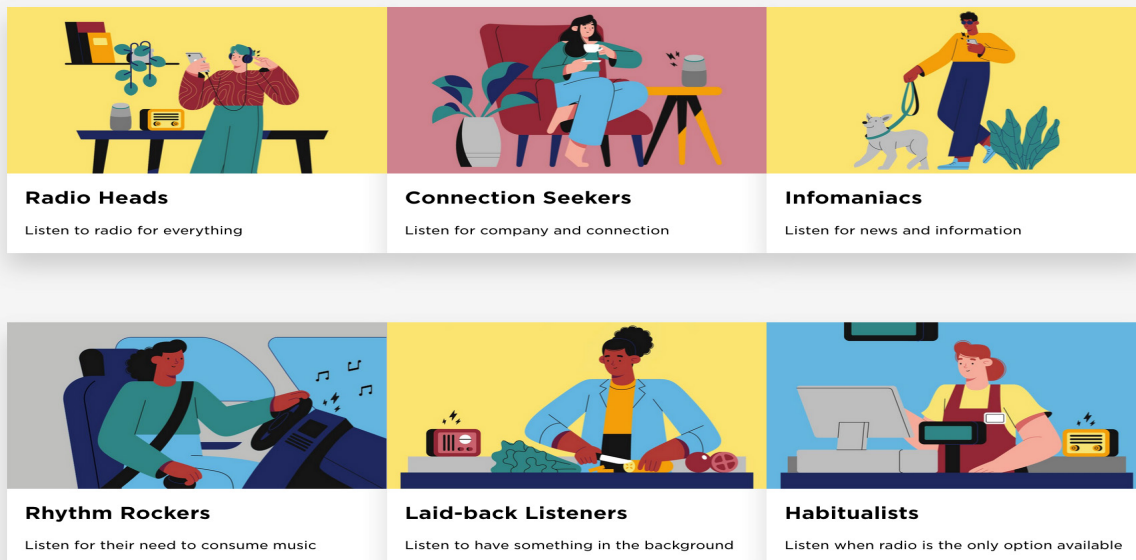
## THERE ARE 6 KINDS OF RADIO LISTENERS

According to an American study **Radio: Live On-Air and Everywhere** (2021) by 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



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



**MAIN TARGET: 18-to-35 audience**

Keeping our audience informed, and entertained with the latest news, sport, traffic, gossip and more throughout the day with shows designed to appeal to this vibrant demographic.

This includes our number 1 rated breakfast show: **Nikki & DeMello for Breakfast**; followed by **Workdays with Squinty**; then **The Drive Home with Paul**.



*Nikki & DeMello for Breakfast*

**SHOWS AVAILABLE FOR SPONSORSHIP\*:**



*Workdays with Squinty*

- Nikki & DeMello for Breakfast
- Workdays with Squinty
- The Noughties at Noon
- The Drive Home with Paul
- Coast Nation
- Coast Nights
- The Hype
- Coast Beats
- Urban Chart Hits
- Friday Jams

*\*Subject to availability*



*The Drive Home with Paul*

**SEGMENTS AVAILABLE FOR SPONSORSHIP\*:**

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

**INTERESTED IN RUNNING A COMPETITION OR A PROMOTION WITH US?**

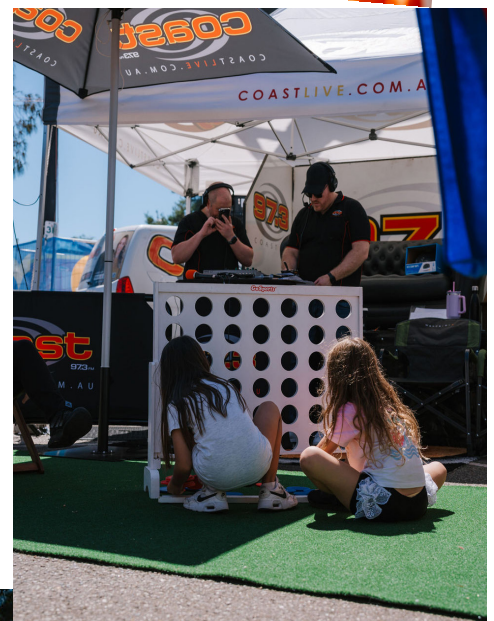
Ask about what we can offer and the results of previous campaigns.



**FROM:  
COMPETITIONS ON-LINE & LIVE ON-AIR TO  
OUTSIDE BROADCASTS AND VISITS FROM THE  
COAST CREW...**

We have helped to launch businesses, WITH promotional events (**The Channel 7 Mandurah Crab Fest**), tie-ins, sponsorships, and giveaways, including giving away \$10,000 during our major **97 Days of Summer** promotional event.

Ask us about our mini-ob's, outside broadcasts (OBs) and more that we support with on-air and on-line activity to drive more listeners to your business.



**91.7 THE WAVE** plays adult contemporary music from the 80's, 90's, noughties, with.. added flavour from the 70's and today.



**MAIN TARGET: 35-to-55 audience**

The Wave really scratches that nostalgic itch that this generations demographic is after.

While also catering for different musical tastes, interests and lifestyles.

From the extremely popular **Gunners and Ali for Breakfast**; Followed by **Mornings with Peter Jackson**; and then **Afternoons with Darragh O'Dea**.



*Gunners & Ali for Breakfast*

**SHOWS AVAILABLE FOR SPONSORSHIP\*:**



*Mornings with Peter Jackson*

Gunners and Ali for Breakfast  
Mornings with Peter Jackson  
Afternoons with Darragh O'Dea  
The Acoustic Sunday Session  
Sunday Smooth  
The Wave Long Play  
The Wave Party  
The Midday Mixtape  
The 70s at Seven.

*\*Subject to availability*



*Afternoons with Darragh O'Dea*

**SEGMENTS AVAILABLE FOR SPONSORSHIP\*:**

**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; **Tech Daily with Andy Wells**; and The Sports Report.

**INTERESTED IN RUNNING A COMPETITION OR A PROMOTION WITH US?**

Ask about what we can offer and the results of previous campaigns.





**YES!**

**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...

**WAVE RUNNER**

**GET ON BOARD TODAY!!!!**





C O A S T L I V E . C O M . A U



Compiled for West Coast Radio © 2016 to 2025 - V2025.2703  
by Earl Pilkington