

# MANDURAH (WA)

SURVEY #1 2019





# MANDURAH - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 11th APRIL 2019 AT 11AM AEST

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	<b>21.5</b>	34.0	-12.5	<b>28.4</b>	50.0	-21.6	<b>38.6</b>	53.0	-14.4	<b>30.9</b>	45.7	-14.8	<b>24.3</b>	43.6	-19.3	<b>13.9</b>	27.0	-13.1	<b>3.4</b>	6.6	-3.2
91.7 THE WAVE	<b>21.0</b>	5.5	15.5	<b>23.1</b>	0.0	23.1	<b>17.4</b>	0.0	17.4	<b>17.3</b>	1.2	16.1	<b>29.2</b>	4.1	25.1	<b>29.6</b>	10.4	19.2	<b>10.9</b>	11.7	-0.8
HIT 92.9	<b>7.1</b>	5.1	2.0	<b>15.8</b>	12.5	3.3	<b>14.7</b>	12.1	2.6	<b>11.7</b>	9.2	2.5	<b>4.9</b>	3.5	1.4	<b>1.9</b>	0.9	1.0	<b>0.6</b>	0.0	0.6
MIX 94.5	<b>4.2</b>	6.4	-2.2	<b>2.1</b>	2.5	-0.4	<b>1.3</b>	0.0	1.3	<b>3.1</b>	6.4	-3.3	<b>5.9</b>	8.2	-2.3	<b>11.1</b>	12.2	-1.1	<b>1.7</b>	5.1	-3.4
NOVA 93.7	<b>6.3</b>	5.4	0.9	<b>13.7</b>	13.7	0.0	<b>12.0</b>	4.5	7.5	<b>10.5</b>	8.7	1.8	<b>4.3</b>	7.7	-3.4	<b>1.9</b>	0.9	1.0	<b>0.6</b>	0.0	0.6
96FM	<b>3.2</b>	5.7	-2.5	<b>2.1</b>	5.0	-2.9	<b>0.0</b>	3.0	-3.0	<b>1.2</b>	7.5	-6.3	<b>7.0</b>	10.6	-3.6	<b>6.5</b>	7.8	-1.3	<b>1.1</b>	0.0	1.1
6PR	<b>2.7</b>	3.9	-1.2	<b>0.0</b>	0.0	0.0	<b>0.0</b>	1.5	-1.5	<b>0.6</b>	0.6	0.0	<b>2.2</b>	1.8	0.4	<b>6.5</b>	5.2	1.3	<b>5.7</b>	10.2	-4.5
6iX	<b>1.3</b>	1.0	0.3	<b>2.1</b>	0.0	2.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>2.2</b>	0.0	2.2	<b>0.0</b>	1.7	-1.7	<b>2.3</b>	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.

## 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.

# MANDURAH - XTRA INSIGHTS - SURVEY 1: 2019



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## 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	<b>21.7</b>	32.8	-11.1	<b>20.6</b>	34.0	-13.4	<b>22.9</b>	37.0	-14.1	<b>25.4</b>	36.2	-10.8	<b>19.1</b>	16.2	2.9	<b>18.1</b>	30.0	-11.9
91.7 THE WAVE	<b>19.9</b>	6.7	13.2	<b>23.3</b>	6.1	17.2	<b>23.1</b>	5.9	17.2	<b>23.6</b>	4.8	18.8	<b>21.3</b>	4.8	16.5	<b>21.0</b>	5.7	15.3
HIT 92.9	<b>8.1</b>	5.2	2.9	<b>3.7</b>	2.3	1.4	<b>6.9</b>	3.7	3.2	<b>6.8</b>	6.8	0.0	<b>4.3</b>	3.8	0.5	<b>6.7</b>	5.3	1.4
MIX 94.5	<b>3.8</b>	6.7	-2.9	<b>4.2</b>	5.7	-1.5	<b>4.4</b>	5.9	-1.5	<b>3.8</b>	5.6	-1.8	<b>3.2</b>	4.7	-1.5	<b>4.4</b>	6.1	-1.7
NOVA 93.7	<b>7.1</b>	6.4	0.7	<b>3.3</b>	2.9	0.4	<b>5.1</b>	5.7	-0.6	<b>6.6</b>	6.2	0.4	<b>3.2</b>	0.0	3.2	<b>7.2</b>	6.1	1.1
96FM	<b>3.2</b>	6.4	-3.2	<b>3.7</b>	5.9	-2.2	<b>3.8</b>	6.7	-2.9	<b>3.4</b>	8.5	-5.1	<b>3.2</b>	8.6	-5.4	<b>3.2</b>	4.6	-1.4
6PR	<b>2.8</b>	3.7	-0.9	<b>3.3</b>	5.1	-1.8	<b>1.9</b>	3.3	-1.4	<b>1.8</b>	2.4	-0.6	<b>3.2</b>	7.6	-4.4	<b>2.5</b>	4.8	-2.3
6iX	<b>1.2</b>	0.6	0.6	<b>1.2</b>	1.9	-0.7	<b>1.4</b>	1.4	0.0	<b>0.4</b>	0.8	-0.4	<b>1.1</b>	0.0	1.1	<b>1.3</b>	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.

### 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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EMBARGOED UNTIL THURSDAY 11th APRIL 2019 AT 11AM AEST

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	<b>404</b>	395	9	<b>66</b>	56	10	<b>55</b>	47	8	<b>117</b>	117	0	<b>116</b>	102	14	<b>34</b>	47	-13	<b>16</b>	26	-10
91.7 THE WAVE	<b>318</b>	69	249	<b>42</b>	2	40	<b>27</b>	0	27	<b>55</b>	2	53	<b>104</b>	13	91	<b>58</b>	18	40	<b>33</b>	34	-1
HIT 92.9	<b>161</b>	110	51	<b>30</b>	24	6	<b>31</b>	19	12	<b>56</b>	42	14	<b>33</b>	21	12	<b>7</b>	4	3	<b>3</b>	0	3
MIX 94.5	<b>125</b>	115	10	<b>15</b>	8	7	<b>6</b>	4	2	<b>22</b>	25	-3	<b>33</b>	36	-3	<b>37</b>	27	10	<b>12</b>	16	-4
NOVA 93.7	<b>140</b>	98	42	<b>27</b>	20	7	<b>27</b>	10	17	<b>50</b>	31	19	<b>25</b>	29	-4	<b>9</b>	6	3	<b>1</b>	1	0
96FM	<b>108</b>	106	2	<b>12</b>	10	2	<b>4</b>	7	-3	<b>22</b>	34	-12	<b>46</b>	38	8	<b>18</b>	15	3	<b>6</b>	3	3
6PR	<b>47</b>	47	0	<b>0</b>	0	0	<b>0</b>	1	-1	<b>3</b>	1	2	<b>13</b>	8	5	<b>13</b>	8	5	<b>18</b>	29	-11
6iX	<b>19</b>	16	3	<b>3</b>	0	3	<b>0</b>	0	0	<b>0</b>	0	0	<b>7</b>	3	4	<b>1</b>	3	-2	<b>7</b>	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)

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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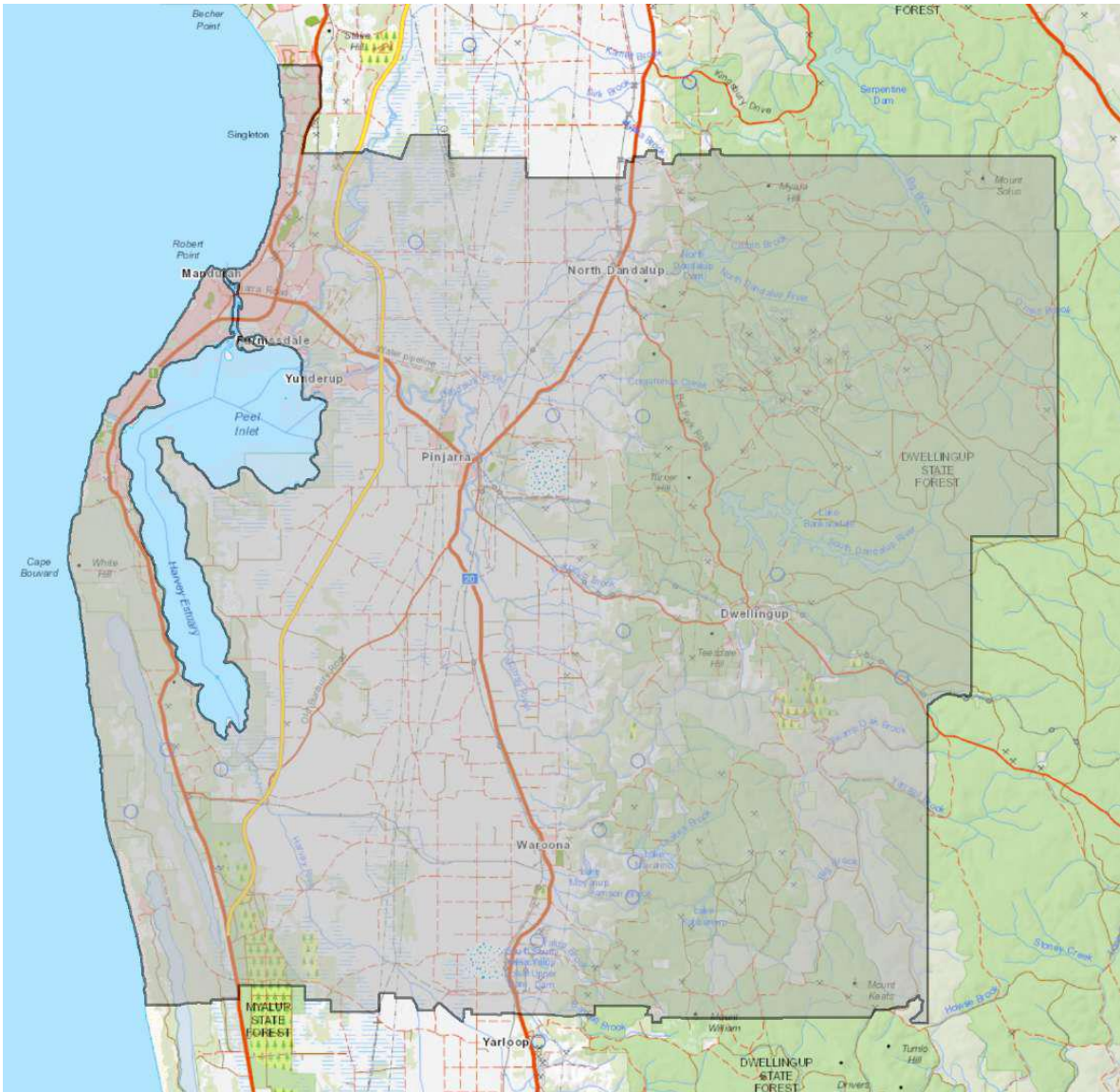
Cumulative Audience (00's) by Session, P10+ [Potential: 1188]

	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	+/-
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

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**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 Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.