

MANDURAH (WA)

SURVEY #1 2022



xTRA insights

MANDURAH - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 22ND MARCH 2022 AT 11AM AEDT

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.

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: 21st February 2022 - 12th March 2022

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MANDURAH - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 22ND MARCH 2022 AT 11AM AEDT

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	+/-
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.

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			18-39			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	486	404	82	86	66	20	183	172	11	125	117	8	143	116	27	45	34	11	29	16	13
91.7 THE WAVE	376	318	58	27	42	-15	90	82	8	72	55	17	111	104	7	91	58	33	56	33	23
92.9 TRIPLE M PERTH	221	161	60	36	30	6	116	88	28	83	56	27	55	33	22	13	7	6	2	3	-1
MIX 94.5	161	125	36	23	15	8	52	28	24	44	22	22	60	33	27	14	37	-23	13	12	1
NOVA 93.7	271	140	131	69	27	42	113	77	36	80	50	30	72	25	47	16	9	7	2	1	1
96 FM	164	108	56	7	12	-5	34	27	7	32	22	10	64	46	18	49	18	31	10	6	4
6PR	46	47	-1	0	0	0	3	3	0	3	3	0	8	13	-5	10	13	-3	26	18	8
6IX	19	19	0	0	3	-3	0	0	0	0	0	0	5	7	-2	5	1	4	10	7	3
ABC SOUTH WEST WA	3	24	-21	0	0	0	0	1	-1	0	1	-1	2	4	-2	0	3	-3	2	15	-13
ABC RN	16	21	-5	0	0	0	0	3	-3	0	1	-1	6	1	5	0	3	-3	10	13	-3
ABC NEWSRADIO	27	7	20	1	0	1	4	0	4	4	0	4	8	1	7	6	3	3	6	3	3
TRIPLE J	195	102	93	24	6	18	118	68	50	73	52	21	45	25	20	5	3	2	3	0	3
ABC CLASSIC	17	12	5	0	0	0	3	2	1	3	0	3	0	1	-1	2	1	1	13	7	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.

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-12.00pm Monday to Sunday.

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EMBARGOED UNTIL TUESDAY 22ND MARCH 2022 AT 11AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 1289]

	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	356	336	20	231	194	37	298	278	20	262	273	-11	72	43	29	292	273	19
91.7 THE WAVE	254	263	-9	224	200	24	256	236	20	171	236	-65	47	42	5	229	236	-7
92.9 TRIPLE M PERTH	127	138	-11	81	53	28	105	107	-2	95	101	-6	28	12	16	92	104	-12
MIX 94.5	92	94	-2	48	62	-14	75	91	-16	55	70	-15	11	13	-2	61	97	-36
NOVA 93.7	166	123	43	65	39	26	119	67	52	133	95	38	33	9	24	146	103	43
96 FM	97	88	9	75	55	20	77	80	-3	71	70	1	22	13	9	87	73	14
6PR	27	36	-9	25	28	-3	16	22	-6	16	18	-2	3	4	-1	21	33	-12
6IX	8	16	-8	3	12	-9	10	13	-3	8	4	4	2	1	1	8	12	-4
ABC SOUTH WEST WA	0	16	-16	3	13	-10	2	15	-13	2	7	-5	0	1	-1	3	21	-18
ABC RN	6	12	-6	8	10	-2	3	10	-7	5	12	-7	2	4	-2	10	16	-6
ABC NEWSRADIO	14	4	10	8	6	2	3	7	-4	3	7	-4	6	3	3	15	6	9
TRIPLE J	122	89	33	84	41	43	101	55	46	119	82	37	37	9	28	104	79	25
ABC CLASSIC	9	10	-1	5	9	-4	9	9	0	5	6	-1	3	3	0	10	7	3

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.

Cumulative Audience (00's)

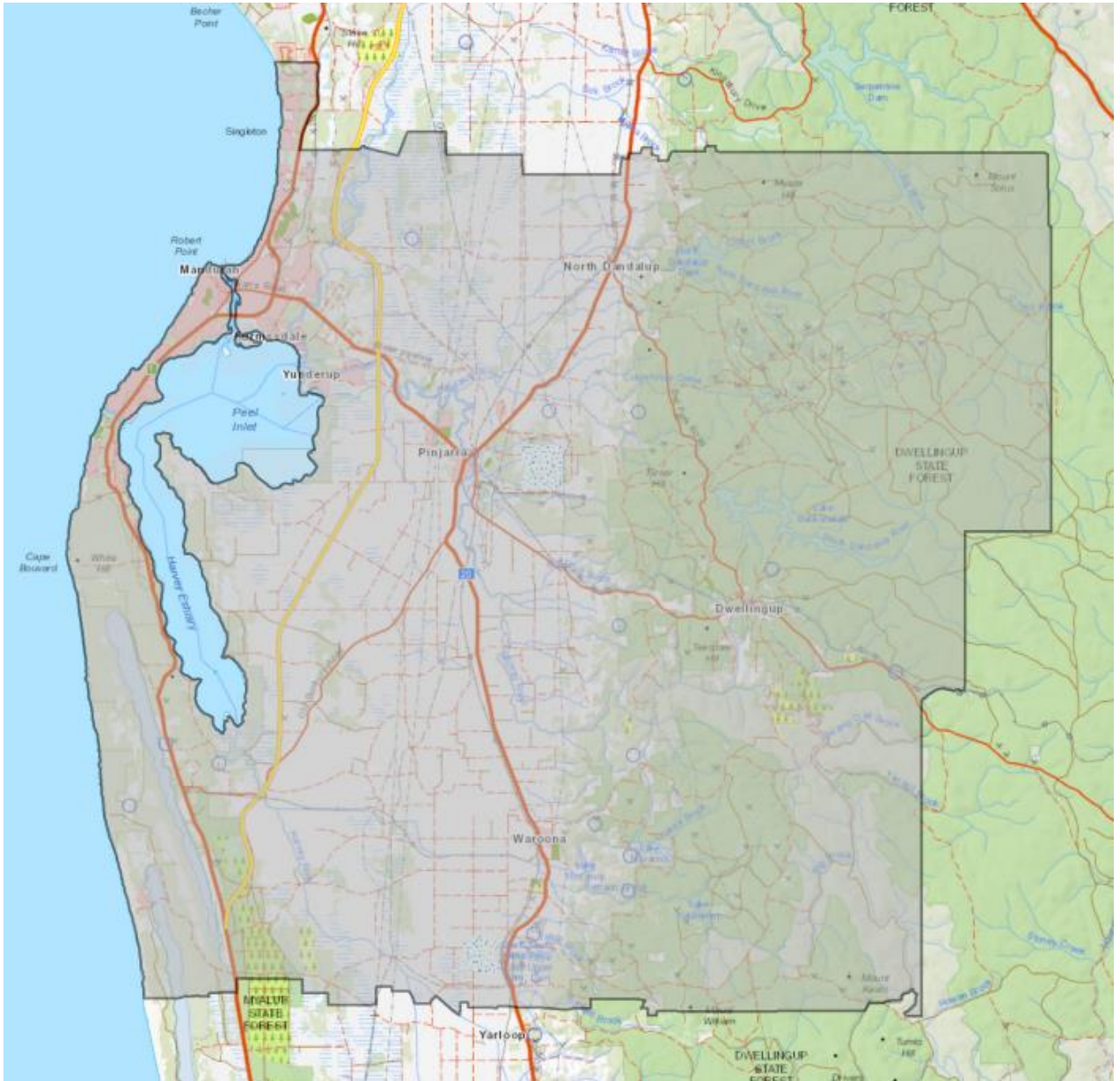
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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.