

# MANDURAH (WA)

SURVEY #1 2017



xtra insights

# MANDURAH - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL THURSDAY 16TH MARCH 2017 AT 10AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
97.3 COAST FM	34.0	50.0	53.0	45.7	43.6	27.0	6.6
1116 6MM	5.5	0.0	0.0	1.2	4.1	10.4	11.7

## 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.

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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
97.3 COAST FM	32.8	34.0	37.0	36.2	16.2	30.0
1116 6MM	6.7	6.1	5.9	4.8	4.8	5.7

### 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+
97.3 COAST FM	395	56	47	117	102	47	26
1116 6MM	69	2	0	2	13	18	34

## 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: 897]

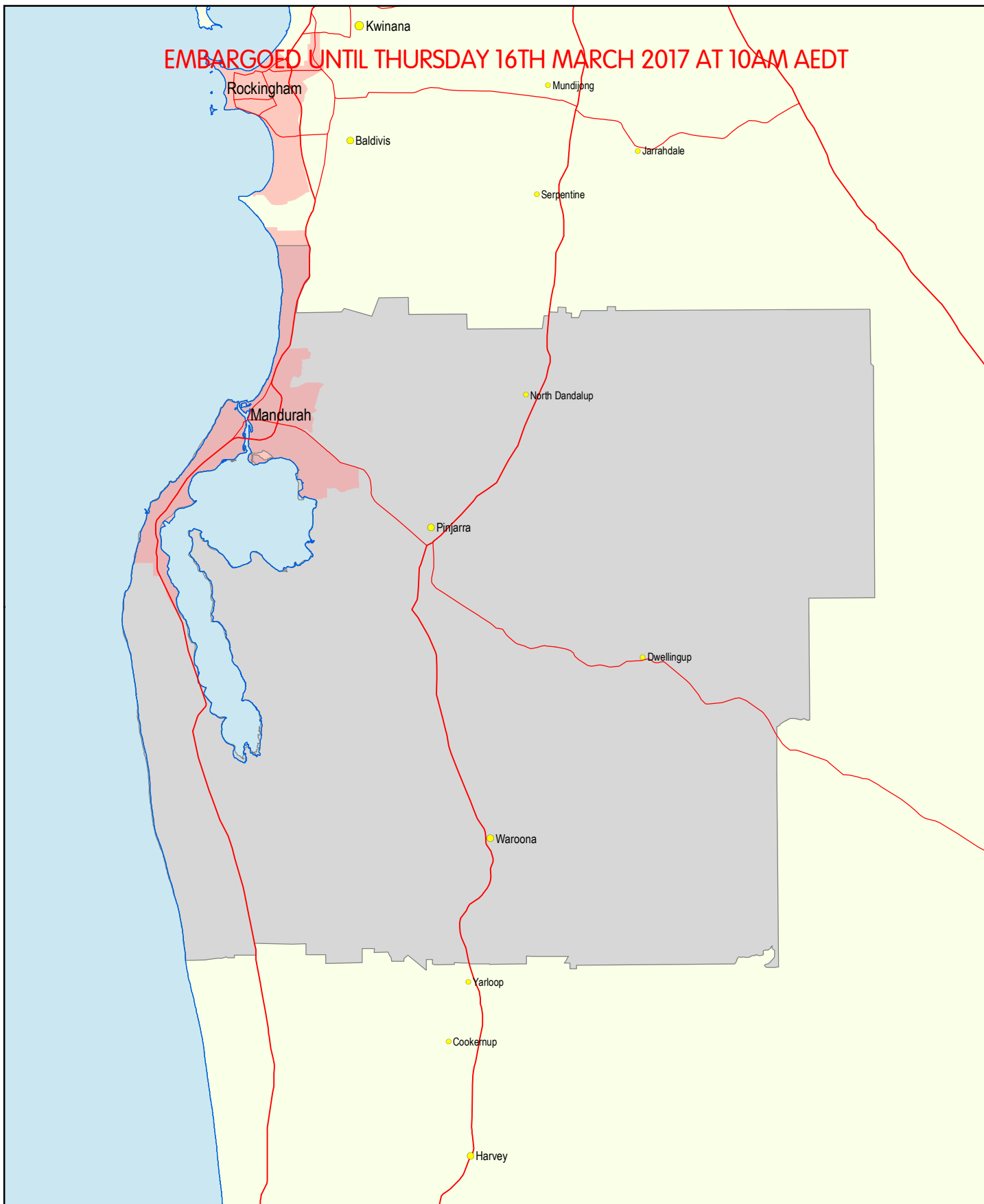
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
97.3 COAST FM	314	213	258	243	22	275
1116 6MM	64	37	41	32	8	54

## 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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## Legend

- Coastline; State Borders
- Licence Area
- Principal Roads; Cities (Medium & Large)
- Secondary Roads; Towns, Cities (Small)
- Minor Roads; Localities

## MANDURAH RA1

Area ID: 482

Determined: 19 July 1996 (1991 Census)

