



97.3 Coast FM and 91.7 The Wave dominate local market

Mandurah Radio continues to be a shining star increasing listenership with impressive numbers for 97.3 Coast FM and 91.7 The Wave. Our simple philosophy of keeping it local, connecting with our region, and having a passionate team working for us has helped us achieve outstanding results. Over fifty stations can be heard in our market, which makes these results even more remarkable.

More people than ever are tuning into local Mandurah radio each week according to the latest radio survey. With a 44% combined audience listening each week. When you wake up, at work or on the weekends 97.3 Coast FM and 91.7 The Wave are very much the preferred choice in the region.

Highlights

97.3 Coast FM	91.7 The Wave
Station listened to most breakfast Nikki @ de Mello P10+ 22.1%	Station listened to most breakfast with Gunners & Ali P18+ 23.4%
Station listened to most Afternoons with Squinty P10+ 25.8%	Station listened to most mid-morning Peter Jackson P10+ 24.5%
Station listened to most Drive Paul Voight P10+ 22.8%	Station listened to most Drive Darragh O’Dea P18+ 22.8%
Station listened to Evenings with Toni P10+ 20.1% 97.3 Coast FM	Station listened to most on weekends P10+ 22.8%
44% of people tune into local radio on 917 The Wave and 973 Coast FM	

Content Director of West Coast Radio John De Bellis said the results were pleasing, a credit to the great work the team puts in. We also would like to congratulate the Xtra Insights team for their 200<sup>th</sup> survey for regional Australia. It has been a game-changer.

Mandurah Xtra Insights Survey 1/2025

97.3 CoastFM was the most listened to station in Mandurah in the latest Xtra Insights Survey (#1/2025) with 23.3% (-2.4). Next came sister station The Wave 91.7 with 20.7% (+3.1) followed by Nova 93.7 with 7.7% (-0.5). More details in press release on left.

During a recent visit to WA Jocks’ Journal editor Greg Newman dropped by Coast FM and The Wave (West Coast Radio) in Mandurah. It was an unannounced visit but thanks to Earl Pilkington (Senior Copywriter) he was given a quick squiz of the station. That’s Earl (below) pointing to the plaque that signified that the station and studio opened on 18th March 1988. Earl is also author and editor of the Radio Copy Paste Magazine



(Above) Part time announcer Meagan Godleman. She is also lead singer for local band The Godlemans.



(Above) Mark ‘Squinty’ Leonard who hosts the weekday program (10am-2pm) on 97.3 Coast FM. He’s also the Music Director for Coast.



(Above) Irishman Darrah O’Dea who hosts the weekday program (2pm-6pm) on 91.7 The Wave.