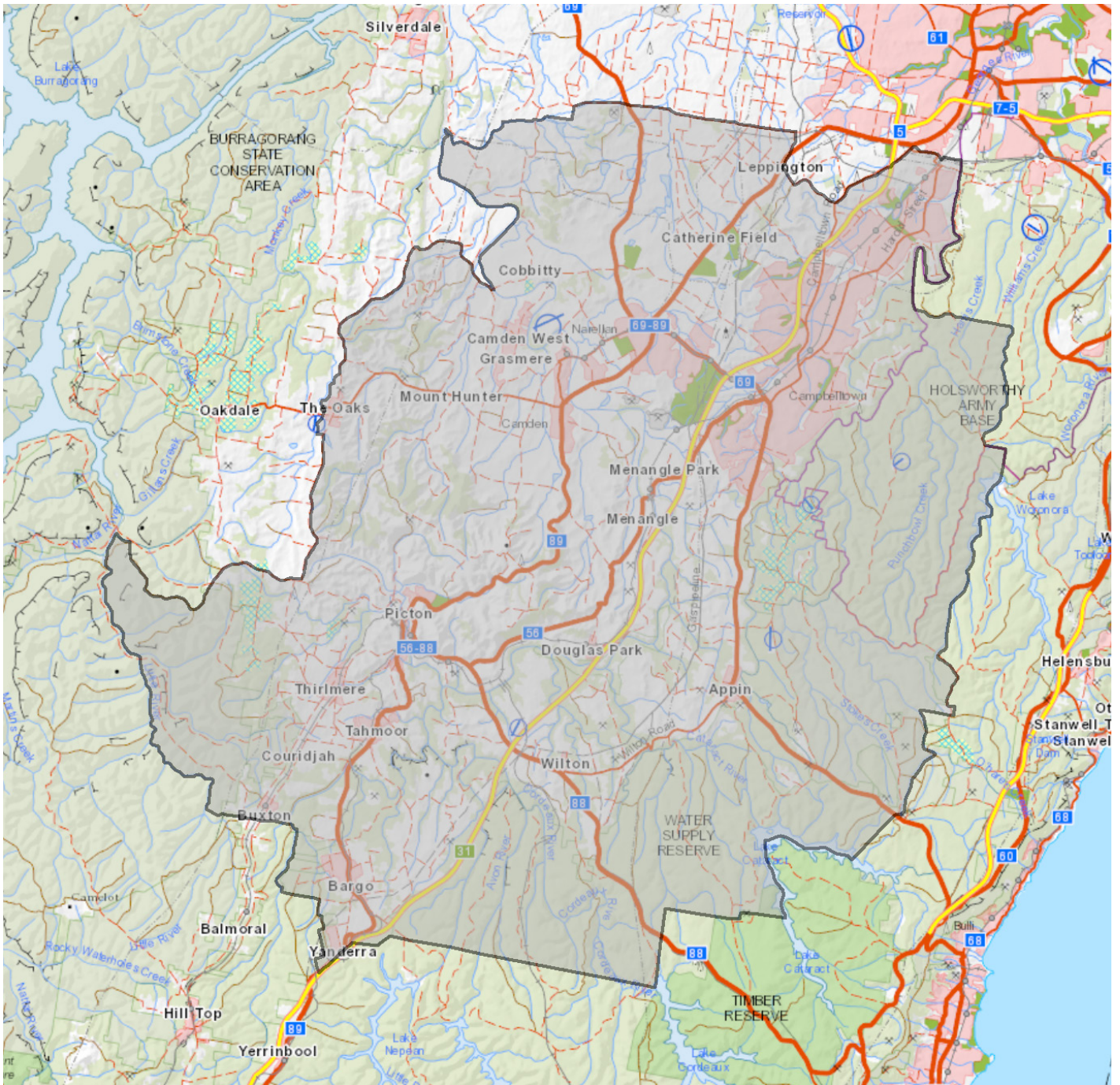


CAMPBELLTOWN

C91.3FM



Station Name	C91.3FM
Call Sign	2MAC
Frequency	91.3 MHz
Network	WIN Network
Address	PO Box 913, Campbelltown, NSW 2560
Phone	02 4633 3913
Fax	02 4633 3912
Email	promotions@c913.com.au
Web Address	c913.com.au
Description of Content/Format	Hot Adult Contemporary
Demographic Profile of Station Audience	

CAMPBELLTOWN

Campbelltown is a significant regional centre on the fringe of Sydney's south-western suburban sprawl. Campbelltown offers an ideal combination of both city and country – bounded on one side by the Georges River and the Woronora Plateau, and on the other by rolling hills.

Campbelltown is approximately an hour by road or rail from the Sydney CBD and even less from Sydney Airport. The area is home to a major regional hospital, university, two TAFE campuses and home of the annual Fishers Ghost festival.

In comparison to the 2011 census, the population of the radio licence area for Campbelltown has increased by 14.61% to 280,664. Over 42% of the population is over the age of 40 years. The birthplace for 75% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 63,367 people attending an educational institution, 43% were either in infants or primary, 32% were attending a secondary educational institution, 8% attending TAFE and 17% attending University or another tertiary institution. Of the 103,245 people who already have a tertiary qualification, 68% have a certificate, diploma or another tertiary qualification and 32% have a degree.

Of the total dwellings (87,561) in Campbelltown, 26% of dwellings are owned outright and 45% are mortgaged. Private rental properties represented 20% of total dwellings.

13% of the total households (87,214) in Campbelltown have a household income range between \$78,000 – \$103,999pa; 13% between \$104,000 – \$129,999pa; and 24% over \$130,000pa.

All major banks, car dealers, hardware, electrical/appliances, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the region.

AGRICULTURE

The farms in the district support nearly 5 thousand meat cattle. The region also produced over 62 thousand kilograms of peaches, 28 thousand kilograms of nectarines and 100 thousand kilograms of apples.

EMPLOYMENT

The majority (62%) of the labour force of 140,452 is employed full time. The main industries of employment are:

- Manufacturing/Electricity Gas Water and Waste Services/Construction;
- Wholesale Trade/Retail Trade/Accommodation and Food Services; and
- Education and Training/Health Care and Social Assistance.

CAMPBELLTOWN

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	116,443	121,507	237,950	84.78%
0-9 years	21,847	20,867	42,714	15.22%
10-17 years	15,801	14,953	30,754	10.96%
18-24 years	13,672	13,049	26,721	9.52%
25-39 years	29,428	31,346	60,774	21.65%
40-54 years	27,226	28,547	55,773	19.87%
55-64 years	15,225	16,503	31,728	11.3%
65-74 years	10,303	10,654	20,957	7.47%
75+ years	4,788	6,455	11,243	4.01%
Total 2011 population	120,491	124,395	244,886	
Total 2016 population	138,290	142,374	280,664	100%
% change 2011-2016			14.61%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	87,598	62.37%
Part-time employed	37,286	26.55%
Not stated employed	7,007	4.99%
Unemployed	8,561	6.1%
Total labour force	140,452	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	1,018	1.17%
\$7,750 – \$20,999	2,890	3.31%
\$21,000 – \$41,999	12,707	14.57%
\$42,000 – \$77,999	18,298	20.98%
\$78,000 – \$103,999	11,455	13.13%
\$104,000 – \$129,999	11,028	12.64%
\$130,000 – \$155,999	7,434	8.52%
\$160,000 – \$181,999	4,811	5.52%
\$182,000 – \$207,999	3,309	3.79%
\$208,000+	5,696	6.53%
Not stated	8,568	9.82%
Total households	87,214	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	38,703	51.28%
Couple families – No children	22,328	29.58%
Single parents	13,691	18.14%
Other families	757	1%
Total families	75,479	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	35,222	26.7%
Technicians & trade workers/ Community & personal service workers	33,843	25.66%
Clerical & administrative workers	21,170	16.05%
Sales workers	12,752	9.67%
Machinery operators & drivers/Labourers	26,460	20.06%
Not stated	2,458	1.86%
Total	131,905	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	999	0.77%
Mining	516	0.4%
Manufacturing/Electricity, gas, water & waste services/Construction	26,501	20.34%
Wholesale trade/Retail trade/ Accommodation & food services	25,784	19.79%
Transport, postal & warehousing/ Information, media & communications	11,099	8.52%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	11,238	8.63%
Professional scientific & technical services	6,370	4.89%
Public administration & safety	8,727	6.7%
Education & training/Health care & social assistance	25,475	19.56%
Arts & recreation services	1,453	1.12%
Other services	5,011	3.85%
Not stated	7,099	5.45%
Total	130,272	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	1,265,986
Alcoholic beverages	148,624
Clothing & footwear	235,854
Household furnishings & equipment	355,647
Furniture & floor covering	119,775
Household appliances	81,453
Household services & operation	276,496
Medical care & health expenses	460,778
Motor vehicle purchase	300,969
Motor vehicle running costs	671,404
Recreation	921,282
Recreational & educational equipment	239,842
Holidays	441,446
Personal care	152,566

CAMPBELLTOWN

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	14,043	13,352	27,395	9.76%
Secondary	10,079	9,999	20,078	7.15%
TAFE	2,572	2,747	5,319	1.9%
University	4,319	6,256	10,575	3.77%
Total	31,013	32,354	63,367	22.58%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	22,470	25.66%
Mortgaged	38,975	44.51%
Private rental	17,755	20.28%
Housing authority/Not stated	7,556	8.63%
Other tenure type	805	0.92%
Total dwellings	87,561	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	33,546	11.95%
Certificate	69,699	24.83%
Total	103,245	36.79%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	1,514	4.02%
\$450 – \$799 per month	946	2.51%
\$800 – \$999 per month	1,204	3.2%
\$1,000 – \$1,799 per month	10,101	26.83%
\$1,800 – \$2,399 per month	10,249	27.23%
\$2,400 – \$2,999 per month	5,836	15.5%
\$3,000 – \$3,999 per month	4,421	11.74%
\$4,000+ per month	1,858	4.94%
Not stated	1,514	4.02%
Total mortgaged dwellings	37,643	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	4,598	5.21%
1 vehicle	26,173	29.64%
2+ vehicles	54,786	62.04%
Not stated	2,745	3.11%
Total	88,302	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	14,253
Cereal crops – Wheat for grain – Production (t)	0
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	0
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	0
Vegetables for human consumption – Tomatoes – Total production (t)	795
Vegetables for human consumption – Total area (ha)	460
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	100,673
Fruit & nuts – Nectarines – Production (kg)	28,533
Fruit & nuts – Peaches – Production (kg)	62,009
Fruit & nuts – Nuts – Total trees (no.)	0
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	17,801
Fruit & nuts – Grapes – Total area (ha)	7
Livestock – Sheep & lambs – Total (no.)	4,807
Livestock – Dairy cattle – Total (no.)	3,241
Livestock – Meat cattle – Total (no.)	4,764

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	75,077	84.91%
Internet not accessed from dwelling	11,235	12.71%
Not stated	2,109	2.39%
Total	88,421	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	100,897	103,245	204,142	74.86%
Europe	6,758	6,803	13,561	4.97%
Africa & Middle East	3,220	3,024	6,244	2.29%
Asia	9,266	10,638	19,904	7.3%
Americas	608	578	1,186	0.43%
Other	13,507	14,145	27,652	10.14%
Total	134,256	138,433	272,689	100%