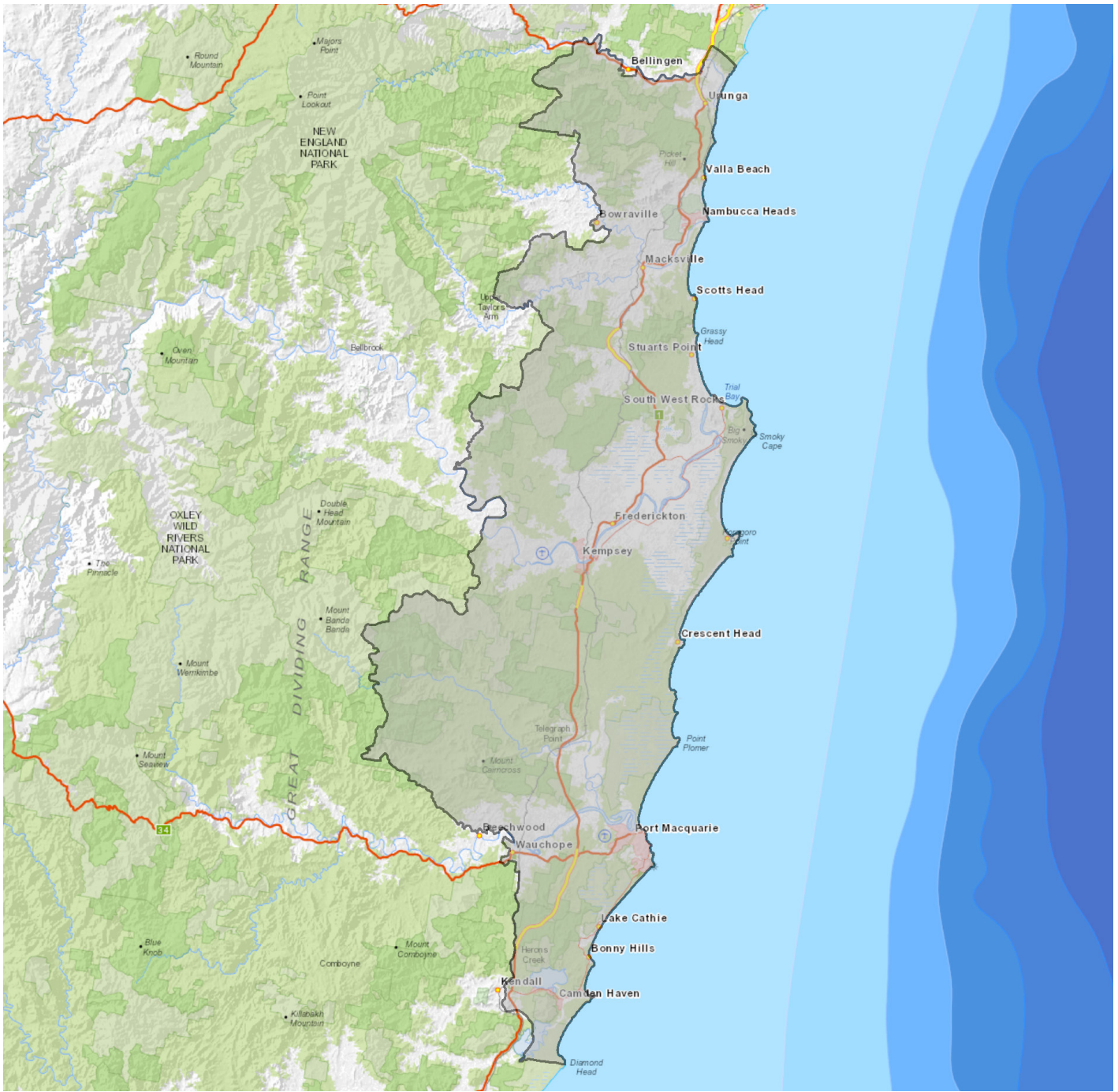


KEMPSEY

HIT 102.3 MID NORTH COAST • TRIPLE M 100.7 & 106.7 MID NORTH COAST • RADIO 531



Station Name	Hit 102.3 Mid North Coast	Triple M 100.7 & 106.7 Mid North Coast	Radio 531
Call Sign	2ROX	2PQQ	2PM
Frequency	102.3 MHz & 105.1 MHz	100.7 MHz & 106.7 MHz	531 kHz
Network	Southern Cross Austereo	Southern Cross Austereo	Super Radio Network
Address	PO Box 1161, Port Macquarie, NSW 2444	PO Box 1161, Port Macquarie, NSW 2444	PO Box 920, Port Macquarie, NSW 2444
Phone	02 6583 8088	02 6583 8088	02 6584 9344
Fax	02 6584 0406	02 6584 0406	02 6584 9644
Email	portmacquarie.reception@sca.com.au	portmacquarie.reception@sca.com.au	admin@superradionet.au
Web Address	hit.com.au/midnorthcoast	triplem.com.au/midnorthcoast	superradio.net.au
Description of Content/Format	Hits & Old School	Classic Hits	News, Talk, Sport & Music
Demographic Profile of Station Audience	18-39	40+	35+

KEMPSEY

Port Macquarie is around four hours from Sydney and two hours from Newcastle. The radio licence area for the commercial radio stations in Port Macquarie runs along the NSW coast to the north of Newcastle. The area includes Kempsey, the agricultural centre for the region, and Port Macquarie, which is more of a holiday centre, being only a half day drive north of Sydney.

With its glorious bays and beaches, intricate inland waterways, rainforests, rolling hinterland – and a most delightful temperate climate – it is not surprising that Port Macquarie, Wauchope and Camden Haven are among Australia's longest established holiday destinations.

In comparison to the 2011 census, the population of the radio licence area for Port Macquarie has increased by 4.79% to 130,474. Over 60% of the population are aged over 40 and over 40% are aged over 55, due in part to the large numbers of people from Sydney and Melbourne retiring on the coast. The birthplace for 85% of the population was Oceania including Australian, New Zealander, Indigenous and Islanders persons.

Of the 22,613 people attending an educational institution, 44% were either in infants or primary, 35% were attending a secondary educational institution, 10% at TAFE and 10% at University or another tertiary institution. Of the 49,429 people who already have a tertiary qualification, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (51,013) in Port Macquarie, 43% of dwellings are owned outright and 26% are mortgaged. Private rental properties represent 22% of total dwellings.

29% of the total households (50,852) in Port Macquarie have a household income range between \$21,000 – \$41,999pa; 26% between \$42,000 – \$77,999pa; 10% between \$78,000 – \$103,999pa; and 17% over \$104,000pa.

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail and chain stores are represented in the city.

AGRICULTURE

The area produces a variety of fruit and vegetables. The recent census shows production of over 972 thousand kilograms of avocados and 25 thousand kilograms of peaches. There are over 62 thousand nut trees in the region.

The farms in the area support over 27 thousand beef cattle and over 8 thousand dairy cattle.

EMPLOYMENT

50% of the labour force of 51,253 is employed full time. Tourism is one of the major driving forces in the area. The main industries of employment are:

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

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	56,277	59,919	116,196	89.06%
0-9 years	7,263	7,015	14,278	10.94%
10-17 years	6,240	6,071	12,311	9.44%
18-24 years	3,951	3,616	7,567	5.8%
25-39 years	8,309	8,841	17,150	13.14%
40-54 years	11,710	12,785	24,495	18.77%
55-64 years	9,601	10,396	19,997	15.33%
65-74 years	9,653	9,866	19,519	14.96%
75+ years	6,813	8,344	15,157	11.62%
Total 2011 population	60,561	63,949	124,510	
Total 2016 population	63,540	66,934	130,474	100%
% change 2011-2016			4.79%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	25,648	50.04%
Part-time employed	18,869	36.82%
Not stated employed	2,900	5.66%
Unemployed	3,836	7.48%
Total labour force	51,253	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	826	1.62%
\$7,750 – \$20,999	3,359	6.61%
\$21,000 – \$41,999	14,637	28.78%
\$42,000 – \$77,999	13,264	26.08%
\$78,000 – \$103,999	4,850	9.54%
\$104,000 – \$129,999	3,730	7.34%
\$130,000 – \$155,999	2,015	3.96%
\$160,000 – \$181,999	1,106	2.17%
\$182,000 – \$207,999	734	1.44%
\$208,000+	1,061	2.09%
Not stated	5,270	10.36%
Total households	50,852	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	11,469	32.51%
Couple families – No children	17,049	48.33%
Single parents	6,460	18.31%
Other families	297	0.84%
Total families	35,275	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	14,000	29.78%
Technicians & trade workers/ Community & personal service workers	13,198	28.07%
Clerical & administrative workers	5,853	12.45%
Sales workers	4,872	10.36%
Machinery operators & drivers/Labourers	8,331	17.72%
Not stated	759	1.61%
Total	47,013	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	1,454	3.13%
Mining	105	0.23%
Manufacturing/Electricity, gas, water & waste services/Construction	8,140	17.54%
Wholesale trade/Retail trade/ Accommodation & food services	10,464	22.54%
Transport, postal & warehousing/ Information, media & communications	1,985	4.28%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	3,129	6.74%
Professional scientific & technical services	1,853	3.99%
Public administration & safety	2,665	5.74%
Education & training/Health care & social assistance	12,704	27.37%
Arts & recreation services	427	0.92%
Other services	1,854	3.99%
Not stated	1,634	3.52%
Total	46,414	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	663,759
Alcoholic beverages	89,844
Clothing & footwear	122,905
Household furnishings & equipment	176,806
Furniture & floor covering	59,638
Household appliances	42,614
Household services & operation	136,194
Medical care & health expenses	232,602
Motor vehicle purchase	152,764
Motor vehicle running costs	381,284
Recreation	484,204
Recreational & educational equipment	122,692
Holidays	226,598
Personal care	80,158

KEMPSEY

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	5,083	4,958	10,041	7.7%
Secondary	3,997	3,958	7,955	6.1%
TAFE	860	1,455	2,315	1.77%
University	704	1,598	2,302	1.76%
Total	10,644	11,969	22,613	17.33%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	22,098	43.32%
Mortgaged	13,375	26.22%
Private rental	11,462	22.47%
Housing authority/Not stated	3,427	6.72%
Other tenure type	651	1.28%
Total dwellings	51,013	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	13,314	10.2%
Certificate	36,115	27.68%
Total	49,429	37.88%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	953	7.63%
\$450 – \$799 per month	895	7.17%
\$800 – \$999 per month	995	7.97%
\$1,000 – \$1,799 per month	4,914	39.36%
\$1,800 – \$2,399 per month	2,617	20.96%
\$2,400 – \$2,999 per month	883	7.07%
\$3,000 – \$3,999 per month	484	3.88%
\$4,000+ per month	219	1.75%
Not stated	526	4.21%
Total mortgaged dwellings	12,486	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	3,073	5.99%
1 vehicle	20,024	39.05%
2+ vehicles	25,869	50.45%
Not stated	2,311	4.51%
Total	51,277	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	70,239
Cereal crops – Wheat for grain – Production (t)	354
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)	939
Vegetables for human consumption – Tomatoes – Total production (t)	415
Vegetables for human consumption – Total area (ha)	53
Fruit & nuts – Avocados – Production (kg)	972,760
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	5,919
Fruit & nuts – Peaches – Production (kg)	25,066
Fruit & nuts – Nuts – Total trees (no.)	62,258
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	111,688
Fruit & nuts – Grapes – Total area (ha)	5
Livestock – Sheep & lambs – Total (no.)	182
Livestock – Dairy cattle – Total (no.)	8,378
Livestock – Meat cattle – Total (no.)	27,198

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	38,895	75.88%
Internet not accessed from dwelling	10,833	21.13%
Not stated	1,530	2.98%
Total	51,258	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	53,104	55,974	109,078	85.04%
Europe	2,966	3,188	6,154	4.8%
Africa & Middle East	168	134	302	0.24%
Asia	284	531	815	0.64%
Americas	147	147	294	0.23%
Other	5,668	5,949	11,617	9.06%
Total	62,337	65,923	128,260	100%