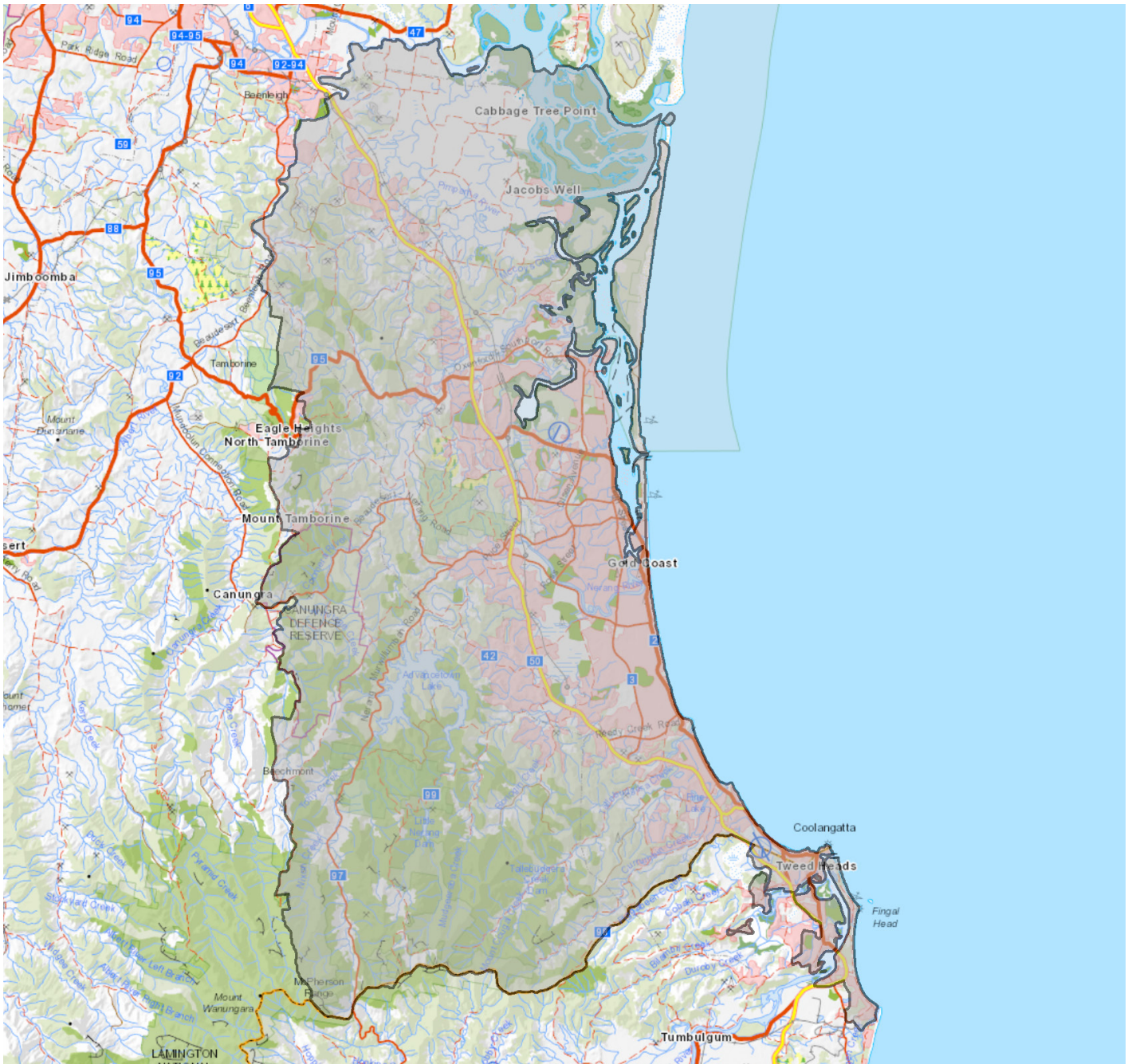


# GOLD COAST

HOT TOMATO • TRIPLE M GOLD COAST 92.5 • 90.9 SEA FM



<b>Station Name</b>	Hot Tomato	Triple M Gold Coast 92.5	90.9 Sea FM
<b>Call Sign</b>	4HTB	4GLD	4SEA
<b>Frequency</b>	102.9 MHz	92.5 MHz	90.9 MHz
<b>Network</b>	Grant Broadcasters	Southern Cross Austereo	Southern Cross Austereo
<b>Address</b>	PO Box 10290, Southport, QLD 4215	PO Box 8984, GCMC, QLD 9726	PO Box 8984, GCMC, QLD 9726
<b>Phone</b>	07 5519 2200	07 5561 2000	07 5561 2000
<b>Fax</b>	07 5519 2300	07 5561 2197	07 5561 2197
<b>Email</b>	contactus@1029hottomato.com.au	gc.comments@sca.com.au	rod.hockey@sca.com.au
<b>Web Address</b>	<a href="http://mygc.com.au/1029-hot-tomato">mygc.com.au/1029-hot-tomato</a>	<a href="http://triplem.com.au/goldcoast">triplem.com.au/goldcoast</a>	<a href="http://hit.com.au/goldcoast">hit.com.au/goldcoast</a>
<b>Description of Content/Format</b>	Hot Adult Contemporary	Adult Contemporary	Hot Adult Contemporary
<b>Demographic Profile of Station Audience</b>	25-54	40+	Under 40

# GOLD COAST

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The Gold Coast is only 80 kilometres from Brisbane with a licence area stretching from the NSW border up to Beenleigh. The Gold Coast is perhaps best known as a tourist destination, attracting both domestic and international guests.

The Gold Coast Radio licence area is Australia's #1 largest regional market with 613,250 people; an increase of 11.85% from the 2011 census. There are three commercial radio stations currently on air in the Gold Coast. Half the population in the radio licence area is aged 40 years and over. The birthplace for 75% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 123,085 people attending an educational institution, 39% were in infants or primary, 30% were attending a secondary educational institution, 22% attending University or another tertiary institution and 9% attending TAFE. Of the 248,383 people who already have a tertiary qualification, 34% have a degree and 66% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (221,501) in the Gold Coast, 28% are owned outright and 33% are mortgaged. Private rental properties represent 33% of total dwellings. 19% of the total households (221,118) in the Gold Coast region have a household income range between \$21,000 – \$41,999pa, 24% between \$42,000 – \$77,999pa, 12% between \$78,000 – \$103,999pa, and 29% over \$104,000pa.

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

## AGRICULTURE

While the Gold Coast strip is famous for its high-rise buildings, the Gold Coast hinterland has a dairy industry, and produces sugar and tropical fruit. Nearly 30 thousand kilograms of avocados were produced within the region, and the area houses over 9 thousand orchard fruit and nut trees.

There are almost 3 thousand beef cattle in the region.

## EMPLOYMENT

The majority (55%) of the labour force of 306,643 is employed full time. The main industries of employment are:

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

The Gold Coast continues to be one of Australia's strongest growth areas. Its economy revolves around construction and tourism, with a very strong retail sector to cater to the needs of tourists. The continual growth of the population has created a growing demand for housing and infrastructure facilities, which has given the construction industry a boost.

# GOLD COAST

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	259,563	279,389	538,952	87.88%
0-9 years	37,966	36,332	74,298	12.12%
10-17 years	29,242	27,685	56,927	9.28%
18-24 years	26,611	27,470	54,081	8.82%
25-39 years	59,746	63,301	123,047	20.06%
40-54 years	60,509	65,367	125,876	20.53%
55-64 years	34,135	38,676	72,811	11.87%
65-74 years	29,870	31,780	61,650	10.05%
75+ years	19,450	25,110	44,560	7.27%
Total 2011 population	267,410	280,889	548,299	
<b>Total 2016 population</b>	<b>297,529</b>	<b>315,721</b>	<b>613,250</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>11.85%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	170,114	55.48%
Part-time employed	101,437	33.08%
Not stated employed	13,583	4.43%
Unemployed	21,509	7.01%
<b>Total labour force</b>	<b>306,643</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	4,096	1.85%
\$7,750 – \$20,999	8,846	4%
\$21,000 – \$41,999	42,486	19.21%
\$42,000 – \$77,999	53,193	24.06%
\$78,000 – \$103,999	27,202	12.3%
\$104,000 – \$129,999	23,429	10.6%
\$130,000 – \$155,999	14,209	6.43%
\$160,000 – \$181,999	8,388	3.79%
\$182,000 – \$207,999	6,462	2.92%
\$208,000+	10,782	4.88%
Not stated	22,025	9.96%
<b>Total households</b>	<b>221,118</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	66,638	41.18%
Couple families – No children	65,030	40.18%
Single parents	28,196	17.42%
Other families	1,975	1.22%
<b>Total families</b>	<b>161,839</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	87,053	30.5%
Technicians & trade workers/ Community & personal service workers	77,618	27.2%
Clerical & administrative workers	38,517	13.5%
Sales workers	34,361	5.95%
Machinery operators & drivers/Labourers	43,025	31.68%
Not stated	4,814	1.4%
<b>Total</b>	<b>285,388</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	1,405	0.5%
Mining	1,638	0.58%
Manufacturing/Electricity, gas, water & waste services/Construction	49,271	17.36%
Wholesale trade/Retail trade/ Accommodation & food services	66,638	23.48%
Transport, postal & warehousing/ Information, media & communications	14,935	5.26%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	27,604	9.73%
Professional scientific & technical services	17,124	6.03%
Public administration & safety	12,281	4.33%
Education & training/Health care & social assistance	59,339	20.91%
Arts & recreation services	8,223	2.9%
Other services	11,314	3.99%
Not stated	14,012	4.94%
<b>Total</b>	<b>283,784</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	2,572,331
Alcoholic beverages	368,194
Clothing & footwear	473,555
Household furnishings & equipment	624,230
Furniture & floor coverings	192,735
Household appliances	157,992
Household services & operation	525,486
Medical care & health expenses	917,690
Motor vehicle purchase	638,383
Motor vehicle running costs	1,609,312
Recreation	1,918,958
Recreational & educational equipment	480,623
Holidays	847,206
Personal care	324,058

# GOLD COAST

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	24,556	23,707	15,806	7.87%
Secondary	18,852	18,028	36,880	6.01%
TAFE	4,466	6,529	10,995	1.79%
University	11,141	15,806	26,947	4.39%
<b>Total</b>	<b>59,015</b>	<b>64,070</b>	<b>123,085</b>	<b>20.07%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	61,852	27.92%
Mortgaged	73,639	33.25%
Private rental	73,404	33.14%
Housing authority/Not stated	11,283	5.09%
Other tenure type	1,323	0.6%
<b>Total dwellings</b>	<b>221,501</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	85,238	13.9%
Certificate	163,145	26.6%
<b>Total</b>	<b>248,383</b>	<b>40.5%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	4,154	5.9%
\$450 – \$799 per month	2,433	3.46%
\$800 – \$999 per month	2,664	3.78%
\$1,000 – \$1,799 per month	21,178	30.08%
\$1,800 – \$2,399 per month	18,269	25.94%
\$2,400 – \$2,999 per month	9,051	12.85%
\$3,000 – \$3,999 per month	6,241	8.86%
\$4,000+ per month	3,476	4.94%
Not stated	2,950	4.19%
<b>Total mortgaged dwellings</b>	<b>70,416</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	11,361	5.1%
1 vehicle	78,848	35.38%
2+ vehicles	124,755	55.97%
Not stated	7,915	3.55%
<b>Total</b>	<b>222,879</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	127,054
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)	380
Vegetables for human consumption – Total area (ha)	70
Fruit & nuts – Avocados – Production (kg)	29,912
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	3,661
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	9,310
Fruit & nuts – Grapes – Total area (ha)	0
Livestock – Sheep & lambs – Total (no.)	425
Livestock – Dairy cattle – Total (no.)	448
Livestock – Meat cattle – Total (no.)	2,939

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	189,561	84.97%
Internet not accessed from dwelling	27,358	12.26%
Not stated	6,163	2.76%
<b>Total</b>	<b>223,082</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	219,830	229,800	449,630	75.22%
Europe	21,369	21,961	43,330	7.25%
Africa & Middle East	4,311	4,249	8,560	1.43%
Asia	11,127	16,624	27,751	4.64%
Americas	1,613	1,749	3,362	0.56%
Other	31,870	33,287	65,157	10.9%
<b>Total</b>	<b>290,120</b>	<b>307,670</b>	<b>597,790</b>	<b>100%</b>