

NAMBOUR

91.9 SEA FM • 92.7 MIX FM • HOT 91.1



Station Name	91.9 Sea FM	92.7 Mix FM	Hot 91.1
Call Sign	4SEE	4SSS	4MCY
Frequency	91.9 MHz	92.7 MHz	91.1 MHz
Network	EON Broadcasting	EON Broadcasting	Grant Broadcasters
Address	PMB 1, Maroochydore BC, QLD 4558	PMB 1, Maroochydore BC, QLD 4558	PO Box 1195, Maroochydore Post Office, Maroochydore, QLD 4558
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Web Address	919seafm.com.au	mixfm.com.au	hot91.com.au
Description of Content/Format	Contemporary Hit Radio	Adult Contemporary/Gold	Hot Adult Contemporary
Demographic Profile of Station Audience	18-44	25-54	25-54

NAMBOUR

The Sunshine Coast takes in the popular areas of Noosa, Maroochydore/Mooloolaba and Caloundra City. The Sunshine Coast is one of Queensland's most important tourist destinations. Caloundra is the southern gateway, Maroochydore the central business district, and Nambour the traditional business and administration centre of the Sunshine Coast region. Nambour provides goods and services to the communities in the hinterland and rural parts of the Shire. As well as the coastal cities and towns, the radio licence area covers the expanding residential hinterland towns around Nambour and the Blackall Range.

In comparison to the 2011 census, the population within the radio licence area of Nambour (Sunshine Coast) has increased by 11.37% to 522,470. 53% of the population in the radio licence area is aged 40 years and over. The birthplace for 81% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 103,344 people attending an educational institution, 44% were in infants or primary, 33% were attending a secondary educational institution, 16% attending university or another tertiary institution and 7% attending TAFE. Of the 206,835 people who already have a tertiary qualification, 30% have a degree and 70% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (188,919), 33% are owned outright and 34% are mortgaged. Private rental properties represent 27% of total dwellings. 22% of the total households (188,588) on the Sunshine Coast have a household income range between \$21,000 – \$41,999pa, 25% between \$42,000 – \$77,999pa, 12% between \$78,000 – \$103,999pa, and 25% over \$104,000pa.

AGRICULTURE

The area produces a large variety of vegetables and fruit, including pineapples, bananas, avocados and strawberries. There are more than 494 thousand orchard fruit trees (including nuts) in the area. Over 657 thousand kilograms of avocados, 11 thousand kilograms of nectarines, and 9 thousand kilograms of peaches were produced.

The area also supports a large number of cattle; there are over 23 thousand beef cattle and 10 thousand dairy cattle in the radio licence area.

The Sunshine Coast is one of the most diverse and fastest growing wine regions in Queensland; there are a number of cellar doors and wineries operating in the region.

EMPLOYMENT

The majority (53%) of the labour force of 242,850 is employed full time. 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.

Tourism is the driving force in the local economy. The constant influx of visitors has built a strong retail sector to cater for their needs. The Sunshine Coast is a major tourist destination for Queenslanders holidaying within their own state. Some of the Sunshine Coast's largest shopping centres are located in Maroochydore.

NAMBOUR

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	220,672	237,582	458,254	87.71%
0-9 years	32,967	31,249	64,216	12.29%
10-17 years	27,322	26,177	53,499	10.24%
18-24 years	19,774	19,347	39,121	7.49%
25-39 years	41,756	44,943	86,699	16.59%
40-54 years	51,278	56,877	108,155	20.7%
55-64 years	32,589	36,216	68,805	13.17%
65-74 years	29,135	31,321	60,456	11.57%
75+ years	18,818	22,701	41,519	7.95%
Total 2011 population	228,513	240,625	469,138	
Total 2016 population	253,639	268,831	522,470	100%
% change 2011-2016			11.37%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	129,021	53.13%
Part-time employed	83,159	34.24%
Not stated employed	11,843	4.88%
Unemployed	18,827	7.75%
Total labour force	242,850	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	2,737	1.45%
\$7,750 – \$20,999	8,113	4.3%
\$21,000 – \$41,999	41,057	21.77%
\$42,000 – \$77,999	47,814	25.35%
\$78,000 – \$103,999	22,627	12%
\$104,000 – \$129,999	18,580	9.85%
\$130,000 – \$155,999	10,849	5.75%
\$160,000 – \$181,999	6,314	3.35%
\$182,000 – \$207,999	4,363	2.31%
\$208,000+	7,186	3.81%
Not stated	18,948	10.05%
Total households	188,588	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	56,456	39.46%
Couple families – No children	61,760	43.17%
Single parents	23,546	16.46%
Other families	1,306	0.91%
Total families	143,068	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	63,147	28.17%
Technicians & trade workers/ Community & personal service workers	63,567	28.36%
Clerical & administrative workers	29,338	13.09%
Sales workers	24,848	11.09%
Machinery operators & drivers/Labourers	39,863	17.78%
Not stated	3,392	1.51%
Total	224,155	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	4,546	2.05%
Mining	2,768	1.25%
Manufacturing/Electricity, gas, water & waste services/Construction	41,381	18.63%
Wholesale trade/Retail trade/ Accommodation & food services	48,361	21.77%
Transport, postal & warehousing/ Information, media & communications	11,679	5.26%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	18,307	8.24%
Professional scientific & technical services	11,570	5.21%
Public administration & safety	10,327	4.65%
Education & training/Health care & social assistance	50,276	22.63%
Arts & recreation services	3,507	1.58%
Other services	9,129	4.11%
Not stated	10,314	4.64%
Total	222,165	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	2,232,224
Alcoholic beverages	319,532
Clothing & footwear	423,694
Household furnishings & equipment	524,284
Furniture & floor coverings	164,853
Household appliances	131,252
Household services & operation	463,309
Medical care & health expenses	786,037
Motor vehicle purchase	542,422
Motor vehicle running costs	1,368,179
Recreation	1,671,516
Recreational & educational equipment	423,956
Holidays	751,103
Personal care	285,829

NAMBOUR

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	23,395	21,745	45,140	8.64%
Secondary	17,226	16,873	34,099	6.53%
TAFE	2,684	4,769	7,453	1.43%
University	5,868	10,784	16,652	3.19%
Total	49,173	54,171	103,344	19.78%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	61,554	32.58%
Mortgaged	63,800	33.77%
Private rental	51,836	27.44%
Housing authority/Not stated	9,337	4.94%
Other tenure type	2,392	1.27%
Total dwellings	188,919	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	61,736	11.82%
Certificate	145,099	27.77%
Total	206,835	39.59%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	4,038	6.59%
\$450 – \$799 per month	2,693	4.39%
\$800 – \$999 per month	2,773	4.52%
\$1,000 – \$1,799 per month	20,506	33.45%
\$1,800 – \$2,399 per month	15,834	25.83%
\$2,400 – \$2,999 per month	6,761	11.03%
\$3,000 – \$3,999 per month	4,245	6.93%
\$4,000+ per month	1,896	3.09%
Not stated	2,549	4.16%
Total mortgaged dwellings	61,295	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	8,363	4.4%
1 vehicle	65,324	34.37%
2+ vehicles	110,451	58.11%
Not stated	5,924	3.12%
Total	190,062	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	335,987
Cereal crops – Wheat for grain – Production (t)	1,398
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	0
Cereal crops – Sorghum for grain – Production (t)	2,674
Cereal crops – Total for grain – Production (t)	4,970
Vegetables for human consumption – Tomatoes – Total production (t)	2,227
Vegetables for human consumption – Total area (ha)	176
Fruit & nuts – Avocados – Production (kg)	657,502
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	11,725
Fruit & nuts – Peaches – Production (kg)	9,477
Fruit & nuts – Nuts – Total trees (no.)	346,718
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	494,808
Fruit & nuts – Grapes – Total area (ha)	0
Livestock – Sheep & lambs – Total (no.)	224
Livestock – Dairy cattle – Total (no.)	10,757
Livestock – Meat cattle – Total (no.)	23,717

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	161,693	85%
Internet not accessed from dwelling	24,012	12.62%
Not stated	4,524	2.38%
Total	190,229	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	203,398	212,988	416,386	81.32%
Europe	18,616	19,647	38,263	7.47%
Africa & Middle East	2,233	2,382	4,615	0.9%
Asia	2,683	4,889	7,572	1.48%
Americas	984	1,270	2,254	0.44%
Other	20,784	22,143	42,927	8.38%
Total	248,698	263,319	512,017	100%