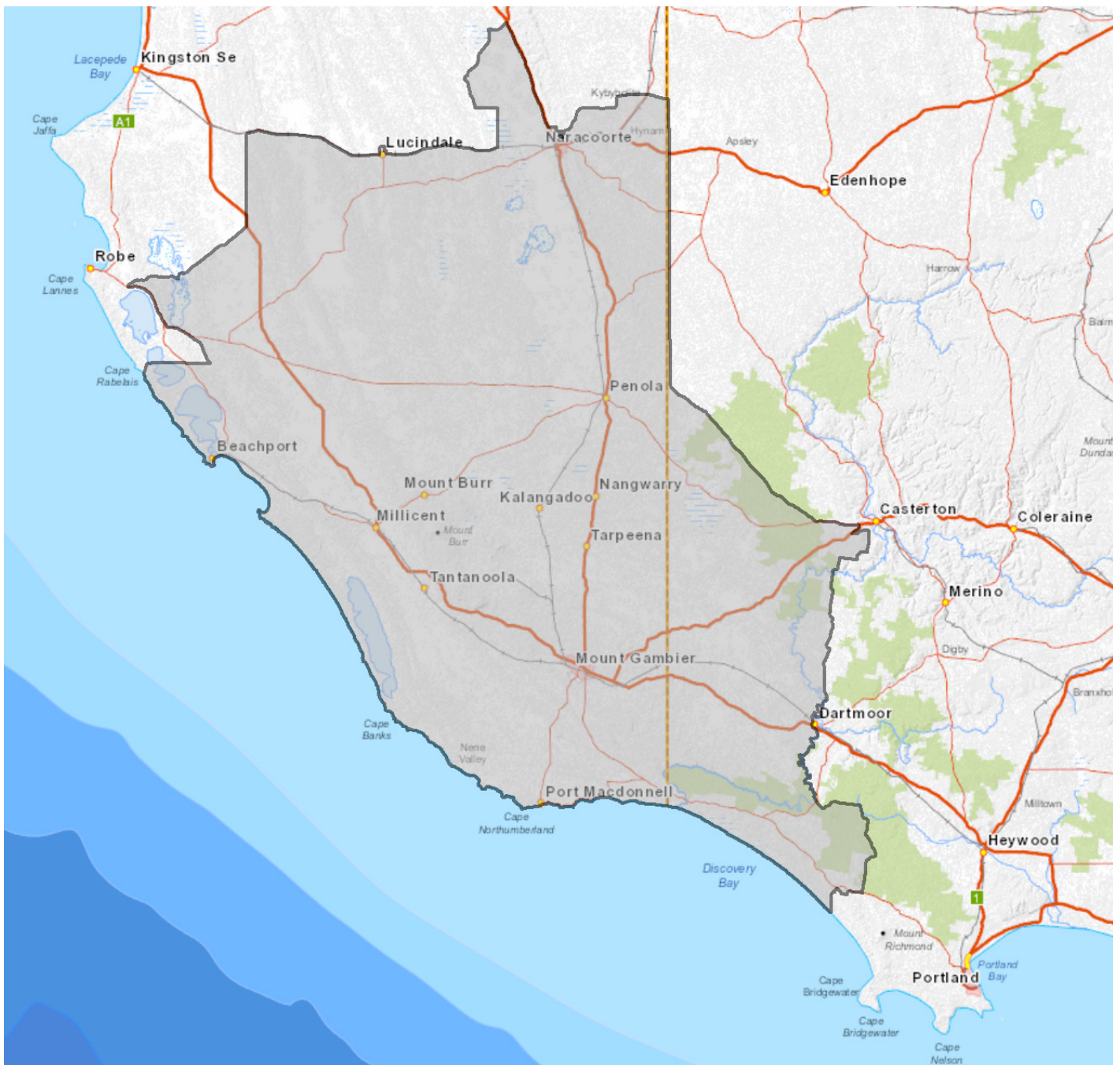


MOUNT GAMBIER

SAFM LIMESTONE COAST • TRIPLE M LIMESTONE COAST 963



Station Name	SAFM Limestone Coast	Triple M Limestone Coast 963
Call Sign	5SEF	5SE
Frequency	96.1 MHz	963 kHz
Network	Southern Cross Austereo	Southern Cross Austereo
Address	46 Commercial St West, Mt Gambier, SA 5290	46 Commercial St West, Mt Gambier, SA 5290
Phone	08 8725 5155	08 8725 5155
Fax	08 8725 0708	08 8725 0708
Email	MtGambier.Reception@sca.com.au	MtGambier.Reception@sca.com.au
Web Address	hit.com.au/limestonecoast	triplem.com.au/limestonecoast
Description of Content/Format	Hot Adult Contemporary	Adult Contemporary/Classic Hits
Demographic Profile of Station Audience	18-45	35-65

MOUNT GAMBIER

Mt Gambier lies in the southeast region of South Australia and is known for its limestone, volcanic landscape and crater lakes. The city was built on the slopes of an extinct volcano and is perhaps best known for its remarkable 'Blue Lake' in the main crater of the volcano. Mt Gambier is a popular stopover for those driving between Adelaide and Melbourne.

In comparison to the 2011 census, the population of the radio licence area of Mt Gambier has increased by 1.6% to 56,884. The birthplace for 86% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

In 2016, 10,581 or 19% of the population were attending an educational institution. Of those, 53% were either in infants or primary school; 32% were in secondary school; 8% at TAFE and 7% at University or another tertiary institution. Of the 15,580 people (32%) who already have a tertiary qualification, 23% have a degree and 77% have a certificate, diploma or another tertiary qualification.

Like many regional centres, Mt Gambier has a relatively high proportion of home ownership. Of the total dwellings (21,710) in Mt Gambier, 35% of dwellings are owned outright and 34% are mortgaged. Private rental properties represented only 21% of total dwellings.

25% of the total households in Mt Gambier have a household income range between \$21,000 – \$41,999pa; 26% between \$42,000 – \$77,999pa and 12% between \$78,000 – \$103,999pa. 20% have a household income over \$104,000pa.

AGRICULTURE

In addition to the vineyards and wineries of the Coonawarra, Padthaway and the Limestone Coast in nearby Penola, the area produces a substantial amount of wool. The farms in the area support over 1.7 million sheep and lambs.

The region also has a significant beef and dairy industry, supporting over 320 thousand meat cattle and over 75 thousand dairy cattle.

EMPLOYMENT

The key areas of business for Mt Gambier include tourism, hospitality, retail, and education.

Mt Gambier's historic industry roots of mining, agriculture and forestry continue to play a key role in the city's economy. The city is also a major road transport and trucking centre. The majority (56%) of the labour force of 27,838 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;
- Manufacturing/Electricity, Gas, Water and Waste Services/Construction; and
- Agriculture, Forestry and Fishing.

MOUNT GAMBIER

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	25,048	24,659	49,707	87.38%
0-9 years	3,757	3,420	7,177	12.62%
10-17 years	2,973	2,781	5,754	10.12%
18-24 years	2,123	1,917	4,040	7.1%
25-39 years	4,722	4,672	9,394	16.51%
40-54 years	6,126	5,823	11,949	21.01%
55-64 years	3,990	3,969	7,959	13.99%
65-74 years	3,151	3,037	6,188	10.88%
75+ years	1,963	2,460	4,423	7.78%
Total 2011 population	28,035	27,965	56,000	
Total 2016 population	28,805	28,079	56,884	100%
% change 2011-2016			1.58%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	15,471	55.58%
Part-time employed	9,188	33.01%
Not stated employed	1,631	5.86%
Unemployed	1,548	5.56%
Total labour force	27,838	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	357	1.64%
\$7,750 – \$20,999	1,395	6.43%
\$21,000 – \$41,999	5,350	24.65%
\$42,000 – \$77,999	5,611	25.85%
\$78,000 – \$103,999	2,612	12.03%
\$104,000 – \$129,999	1,946	8.96%
\$130,000 – \$155,999	1,040	4.79%
\$160,000 – \$181,999	471	2.17%
\$182,000 – \$207,999	317	1.46%
\$208,000+	503	2.32%
Not stated	2,105	9.7%
Total households	21,707	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	6,001	39.88%
Couple families – No children	6,718	44.64%
Single parents	2,219	14.75%
Other families	111	0.74%
Total families	15,049	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	7,721	29.39%
Technicians & trade workers/ Community & personal service workers	6,348	24.17%
Clerical & administrative workers	2,752	10.48%
Sales workers	2,639	10.05%
Machinery operators & drivers/Labourers	6,494	24.72%
Not stated	313	1.19%
Total	26,267	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	4,461	17.31%
Mining	100	0.39%
Manufacturing/Electricity, gas, water & waste services/Construction	4,891	18.98%
Wholesale trade/Retail trade/ Accommodation & food services	5,302	20.57%
Transport, postal & warehousing/ Information, media & communications	1,189	4.61%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,190	4.62%
Professional scientific & technical services	676	2.62%
Public administration & safety	1,124	4.36%
Education & training/Health care & social assistance	4,894	18.99%
Arts & recreation services	130	0.5%
Other services	950	3.69%
Not stated	867	3.36%
Total	25,774	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	241,604
Alcoholic beverages	30,890
Clothing & footwear	42,950
Household furnishings & equipment	57,402
Furniture & floor covering	21,594
Household appliances	11,108
Household services & operation	37,597
Medical care & health expenses	82,982
Motor vehicle purchase	47,036
Motor vehicle running costs	129,699
Recreation	152,536
Recreational & educational equipment	40,748
Holidays	66,330
Personal care	26,731

MOUNT GAMBIER

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,943	2,657	5,600	9.84%
Secondary	1,695	1,659	3,354	5.9%
TAFE	318	568	568	1.56%
University	196	545	741	1.3%
Total	5,152	5,429	10,581	18.6%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	7,632	35.15%
Mortgaged	7,439	34.27%
Private rental	4,593	21.16%
Housing authority/Not stated	1,827	8.42%
Other tenure type	219	1.01%
Total dwellings	21,710	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	4,150	7.3%
Certificate	14,020	24.65%
Total	18,170	31.94%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	691	9.76%
\$450 – \$799 per month	1,029	14.53%
\$800 – \$999 per month	980	13.85%
\$1,000 – \$1,799 per month	3,130	44.2%
\$1,800 – \$2,399 per month	665	9.39%
\$2,400 – \$2,999 per month	162	2.29%
\$3,000 – \$3,999 per month	87	1.23%
\$4,000+ per month	59	0.83%
Not stated	279	3.94%
Total mortgaged dwellings	7,082	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,136	5.18%
1 vehicle	6,877	31.38%
2+ vehicles	13,106	59.8%
Not stated	799	3.65%
Total	21,918	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	723,458
Cereal crops – Wheat for grain – Production (t)	41,734
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	14,809
Cereal crops – Sorghum for grain – Production (t)	120
Cereal crops – Total for grain – Production (t)	63,028
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	2,063
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	4,722,187
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	123
Fruit & nuts – Nuts – Total trees (no.)	0
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	387,269
Fruit & nuts – Grapes – Total area (ha)	7,910
Livestock – Sheep & lambs – Total (no.)	1,731,107
Livestock – Dairy cattle – Total (no.)	75,496
Livestock – Meat cattle – Total (no.)	320,775

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	16,641	76.04%
Internet not accessed from dwelling	4,727	21.6%
Not stated	517	2.36%
Total	21,885	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	24,634	23,930	48,564	86.03%
Europe	1,020	1,169	2,189	3.88%
Africa & Middle East	270	119	389	0.69%
Asia	354	498	852	1.51%
Americas	15	18	33	0.06%
Other	2,206	2,214	4,420	7.83%
Total	28,499	27,948	56,447	100%