

PORT LINCOLN

MAGIC 899 • 5CC



Station Name	Magic 899	5CC
Call Sign	5CCC	5CC
Frequency	89.9 MHz	765 kHz, 93.9 MHz, 99.5 MHz
Network	Grant Broadcasters	Grant Broadcasters
Address	4 Washington St, Port Lincoln, SA 5606	4 Washington St, Port Lincoln, SA 5606
Phone	08 8682 5000	08 8682 5000
Email	reception@5cc.com	reception@5cc.com
Web Address	magic899.com.au	5cc.com.au
Description of Content/Format	Top 40	Adult Classic Hits
Demographic Profile of Station Audience	18+	35+

PORT LINCOLN

Port Lincoln, known as the 'Seafood Capital of Australia', is situated on Boston Bay, one of the largest protected natural harbours in the world and three times the size of Sydney Harbour. Port Lincoln sits on the lower Eyre Peninsula of South Australia. The nutrient rich waters of the Spencer Gulf enable the fisheries of Port Lincoln access to southern bluefin tuna and sardine.

In comparison to the 2011 census, the population of the radio licence area of Port Lincoln has increased by 1.1% to 28,101. The birthplace for 88% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

In 2016, 16.9% of the population in the area or 4,740 people were attending an educational institution. Of these, 55% were either in infants or primary, 33% were attending a secondary educational institution, 7% attending TAFE and 6% attending University or another tertiary institution. Of the 8,975 people (32%) who already held a tertiary qualification, 24% have a degree and 76% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (10,670) in Port Lincoln, 38% are owned outright and 31% are mortgaged. Private rental properties represent 21% of total dwellings.

25% of the total households in Port Lincoln have a household income range between \$21,000 – \$41,999pa; 25% between \$42,000 – \$77,999pa; and 11% between \$78,000 – \$103,999pa. One in five households have a household income over \$104,000pa.

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

AGRICULTURE

Over 1.5 million hectares of the region are held for agriculture. The Port Lincoln licence area supports close to 850 thousand sheep and lambs for wool and meat, and over 8 thousand beef cattle.

The Eyre Peninsula is a major wheat growing area, producing over 938 thousand tonnes of wheat for grain.

EMPLOYMENT

The majority (54%) of the labour force of 13,374 is employed full time. The main industries of employment are:

- Wholesale Trade/Retail Trade/Accommodation and Food Services;
- Agriculture, Forestry and Fishing; and
- Education and Training/Health Care and Social Assistance.

Commercial fishing is a major industry in Port Lincoln with the Eyre Peninsula a major source of South Australia's export fish and crustaceans. Since the advent of aquaculture, the region now farms southern bluefin tuna, yellowtail kingfish, abalone, mussels and oysters.

PORT LINCOLN

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	12,328	12,076	24,404	86.84%
0-9 years	1,955	1,742	3,697	13.16%
10-17 years	1,371	1,283	2,654	9.44%
18-24 years	867	813	1,680	5.98%
25-39 years	2,414	2,396	4,810	17.12%
40-54 years	2,879	2,812	5,691	20.25%
55-64 years	2,134	2,006	4,140	14.73%
65-74 years	1,670	1,530	3,200	11.39%
75+ years	993	1,236	2,229	7.93%
Total 2011 population	13,977	13,824	27,801	
Total 2016 population	14,283	13,818	28,101	100%
% change 2011-2016			1.08%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	7,192	53.78%
Part-time employed	4,678	34.98%
Not stated employed	805	6.02%
Unemployed	699	5.23%
Total labour force	13,374	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	170	1.59%
\$7,750 – \$20,999	751	7.02%
\$21,000 – \$41,999	2,630	24.6%
\$42,000 – \$77,999	2,706	25.31%
\$78,000 – \$103,999	1,143	10.69%
\$104,000 – \$129,999	936	8.75%
\$130,000 – \$155,999	482	4.51%
\$160,000 – \$181,999	273	2.55%
\$182,000 – \$207,999	163	1.52%
\$208,000+	290	2.71%
Not stated	1,149	10.75%
Total households	10,693	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	2,811	38.44%
Couple families – No children	3,456	47.26%
Single parents	987	13.5%
Other families	59	0.81%
Total families	7,313	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	4,189	33.21%
Technicians & trade workers/ Community & personal service workers	3,082	24.44%
Clerical & administrative workers	1,395	11.06%
Sales workers	1,145	9.08%
Machinery operators & drivers/Labourers	2,619	20.77%
Not stated	182	1.44%
Total	12,612	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,570	20.37%
Mining	210	1.66%
Manufacturing/Electricity, gas, water & waste services/Construction	1,664	13.19%
Wholesale trade/Retail trade/ Accommodation & food services	2,695	21.36%
Transport, postal & warehousing/ Information, media & communications	585	4.64%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	591	4.68%
Professional scientific & technical services	320	2.54%
Public administration & safety	589	4.67%
Education & training/Health care & social assistance	2,404	19.06%
Arts & recreation services	65	0.52%
Other services	514	4.07%
Not stated	408	3.23%
Total	12,615	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	117,686
Alcoholic beverages	15,016
Clothing & footwear	20,844
Household furnishings & equipment	28,059
Furniture & floor covering	10,651
Household appliances	5,353
Household services & operation	18,240
Medical care & health expenses	40,549
Motor vehicle purchase	22,744
Motor vehicle running costs	62,741
Recreation	73,946
Recreational & educational equipment	19,850
Holidays	32,088
Personal care	12,954

PORT LINCOLN

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	1,359	1,237	2,596	9.24%
Secondary	782	778	1,560	5.55%
TAFE	94	225	319	1.14%
University	51	214	265	0.94%
Total	2,286	2,454	4,740	16.87%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	4,054	37.99%
Mortgaged	3,311	31.03%
Private rental	2,272	21.29%
Housing authority/Not stated	947	8.88%
Other tenure type	86	0.81%
Total dwellings	10,670	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	2,194	7.81%
Certificate	6,781	24.13%
Total	8,975	31.94%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	331	10.53%
\$450 – \$799 per month	332	10.56%
\$800 – \$999 per month	329	10.47%
\$1,000 – \$1,799 per month	1,395	44.38%
\$1,800 – \$2,399 per month	400	12.73%
\$2,400 – \$2,999 per month	127	4.04%
\$3,000 – \$3,999 per month	75	2.39%
\$4,000+ per month	31	0.99%
Not stated	123	3.91%
Total mortgaged dwellings	3,143	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	538	5.01%
1 vehicle	3,398	31.67%
2+ vehicles	6,394	59.6%
Not stated	398	3.71%
Total	10,728	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,532,527
Cereal crops – Wheat for grain – Production (t)	938,281
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	291,045
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	1,237,806
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	0
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	92
Fruit & nuts – Peaches – Production (kg)	92
Fruit & nuts – Nuts – Total trees (no.)	0
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	185
Fruit & nuts – Grapes – Total area (ha)	53
Livestock – Sheep & lambs – Total (no.)	849,807
Livestock – Dairy cattle – Total (no.)	144
Livestock – Meat cattle – Total (no.)	8,489

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	8,216	77.06%
Internet not accessed from dwelling	2,205	20.68%
Not stated	241	2.26%
Total	10,662	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	12,416	11,880	24,296	87.57%
Europe	427	419	846	3.05%
Africa & Middle East	17	18	35	0.13%
Asia	32	103	135	0.49%
Americas	7	19	26	0.09%
Other	1,223	1,183	2,406	8.67%
Total	14,122	13,622	27,744	100%