

# HAMILTON

MIXX FM 88.9 & 93.7 • 3HA



<b>Station Name</b>	Mixx FM 88.9 & 93.7	3HA
<b>Call Sign</b>	3HFM	3HA
<b>Frequency</b>	88.9 MHz, 93.7 MHz	981 kHz, 92.9 MHz
<b>Network</b>	ACE Radio Broadcasters	ACE Radio Broadcasters
<b>Address</b>	61 Brown St, Hamilton, VIC 3300	61 Brown St, Hamilton, VIC 3300
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<b>Web Address</b>	<a href="http://mixx889.com.au">mixx889.com.au</a>	<a href="http://3ha.com.au">3ha.com.au</a>
<b>Description of Content/Format</b>	Hit Music & News	News, Talk, Sport & Music
<b>Demographic Profile of Station Audience</b>	18-39	40+

# HAMILTON

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Hamilton lies on the Grange Burn and is the main service and commercial centre of the prosperous Western Victoria Plains agricultural region. The city is located about halfway between Melbourne and Adelaide.

Hamilton was once positioned as the 'wool capital of the world' producing super-fine Merino wools. In more recent times the region has seen growth in beef and dairy cattle properties. Bluegum plantations have been established providing another avenue of income within the farming sector.

The Grampians National Park and the coastal towns of Portland and Port Fairy attract many visitors to the area each year. Hamilton itself features many great natural and manmade wonders including the Pastoral Museum, Wannon and Nigretta Falls, substantial Botanic Gardens and one of the most comprehensive art galleries in regional Australia. There is also a burgeoning day tour industry centred on the volcanic features of the region.

In comparison to the 2011 census, the population of the region has decreased by -0.73% to 47,203. The birthplace for 87% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

8,074 people (17.1%) were attending an educational institution in 2016; of these, 47% were either in infants or primary, 38% were attending a secondary educational institution, 7% attending university and 7% attending TAFE. 16,842 people (36%) already have a tertiary qualification; of these, 29% have a degree and 71% have a certificate, diploma or another tertiary qualification.

There is also a high rate of home ownership in the area. Of the total dwellings (18,273) in Hamilton and districts, 43% of dwellings are owned outright and 31% are mortgaged. Private rental properties represented only 18% of total dwellings.

24% of the total households in Hamilton have a household income range between \$21,000 – \$41,999pa; 25% between \$42,000 – \$77,999pa; 11% between \$78,000 – \$103,999pa; and 19% 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

Hamilton is the centre of Victoria's rich wool growing Western District. The farms in the district support over 2.9 million sheep and lambs.

Towards the coast, beef and dairy cattle farming become the major agricultural focus; there are over 280 thousand beef cattle. Some of Australia's leading beef cattle studs are located in the region. Dairy farming is another significant activity in the southern coastal region, with over 115 thousand milk cattle.

## EMPLOYMENT

The majority (54%) of the labour force of 22,478 is employed full time. The main industries of employment are:

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

The area also has a varied manufacturing base that includes the Portland Aluminium Smelter, wool processing, farm machinery manufacture and meat processing.

# HAMILTON

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	20,568	21,177	41,745	88.44%
0-9 years	2,860	2,598	5,458	11.56%
10-17 years	2,416	2,250	4,666	9.88%
18-24 years	1,587	1,371	2,958	6.27%
25-39 years	3,190	3,505	6,695	14.18%
40-54 years	4,830	4,997	9,827	20.82%
55-64 years	3,681	3,792	7,473	15.83%
65-74 years	3,018	2,873	5,891	12.48%
75+ years	1,846	2,389	4,235	8.97%
Total 2011 population	23,581	23,968	47,549	
<b>Total 2016 population</b>	<b>23,428</b>	<b>23,775</b>	<b>47,203</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>-0.73%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	12,169	54.14%
Part-time employed	7,682	34.18%
Not stated employed	1,544	6.87%
Unemployed	1,083	4.82%
<b>Total labour force</b>	<b>22,478</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	321	1.75%
\$7,750 – \$20,999	1,201	6.56%
\$21,000 – \$41,999	4,464	24.39%
\$42,000 – \$77,999	4,657	25.44%
\$78,000 – \$103,999	2,058	11.24%
\$104,000 – \$129,999	1,507	8.23%
\$130,000 – \$155,999	860	4.7%
\$160,000 – \$181,999	437	2.39%
\$182,000 – \$207,999	299	1.63%
\$208,000+	434	2.37%
Not stated	2,065	11.28%
<b>Total households</b>	<b>18,303</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	4,884	39.18%
Couple families – No children	5,803	46.55%
Single parents	1,690	13.56%
Other families	90	0.72%
<b>Total families</b>	<b>12,467</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	7,603	35.55%
Technicians & trade workers/ Community & personal service workers	5,087	23.78%
Clerical & administrative workers	2,033	9.51%
Sales workers	1,714	8.01%
Machinery operators & drivers/Labourers	4,622	21.61%
Not stated	329	1.54%
<b>Total</b>	<b>21,388</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	4,061	19.31%
Mining	127	0.6%
Manufacturing/Electricity, gas, water & waste services/Construction	3,190	15.17%
Wholesale trade/Retail trade/ Accommodation & food services	3,791	18.03%
Transport, postal & warehousing/ Information, media & communications	1,050	4.99%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	703	3.34%
Professional scientific & technical services	639	3.04%
Public administration & safety	1,166	5.54%
Education & training/Health care & social assistance	4,636	22.05%
Arts & recreation services	194	0.92%
Other services	642	3.05%
Not stated	830	3.95%
<b>Total</b>	<b>21,029</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	233,871
Alcoholic beverages	31,115
Clothing & footwear	44,611
Household furnishings & equipment	51,647
Furniture & floor covering	15,624
Household appliances	13,036
Household services & operation	39,301
Medical care & health expenses	75,228
Motor vehicle purchase	52,155
Motor vehicle running costs	142,845
Recreation	161,748
Recreational & educational equipment	39,397
Holidays	72,994
Personal care	28,536

# HAMILTON

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,011	1,784	3,795	8.04%
Secondary	1,543	1,565	3,108	6.58%
TAFE	236	361	597	1.26%
University	162	412	574	1.22%
<b>Total</b>	<b>3,952</b>	<b>4,122</b>	<b>8,074</b>	<b>17.1%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	7,934	43.42%
Mortgaged	5,720	31.3%
Private rental	3,321	18.17%
Housing authority/Not stated	1,176	6.44%
Other tenure type	122	0.67%
<b>Total dwellings</b>	<b>18,273</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	4,898	10/38%
Certificate	11,944	25.3%
<b>Total</b>	<b>16,842</b>	<b>35.68%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	659	12.28%
\$450 – \$799 per month	748	13.93%
\$800 – \$999 per month	565	10.53%
\$1,000 – \$1,799 per month	2,125	39.59%
\$1,800 – \$2,399 per month	596	11.1%
\$2,400 – \$2,999 per month	171	3.19%
\$3,000 – \$3,999 per month	127	2.37%
\$4,000+ per month	102	1.9%
Not stated	275	5.12%
<b>Total mortgaged dwellings</b>	<b>5,368</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	807	4.38%
1 vehicle	5,620	30.53%
2+ vehicles	11,160	60.63%
Not stated	820	4.45%
<b>Total</b>	<b>18,407</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	821,469
Cereal crops – Wheat for grain – Production (t)	39,980
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	12,907
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	63,315
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	518
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	33,799
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	0
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	3,289
Fruit & nuts – Grapes – Total area (ha)	86
Livestock – Sheep & lambs – Total (no.)	2,911,862
Livestock – Dairy cattle – Total (no.)	115,613
Livestock – Meat cattle – Total (no.)	280,072

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	13,934	75.7%
Internet not accessed from dwelling	3,969	21.56%
Not stated	505	2.74%
<b>Total</b>	<b>18,408</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	20,183	20,416	40,599	86.84%
Europe	580	672	1,252	2.68%
Africa & Middle East	64	43	107	0.23%
Asia	145	248	393	0.84%
Americas	14	18	32	0.07%
Other	2,150	2,220	4,370	9.35%
<b>Total</b>	<b>23,136</b>	<b>23,617</b>	<b>46,753</b>	<b>100%</b>