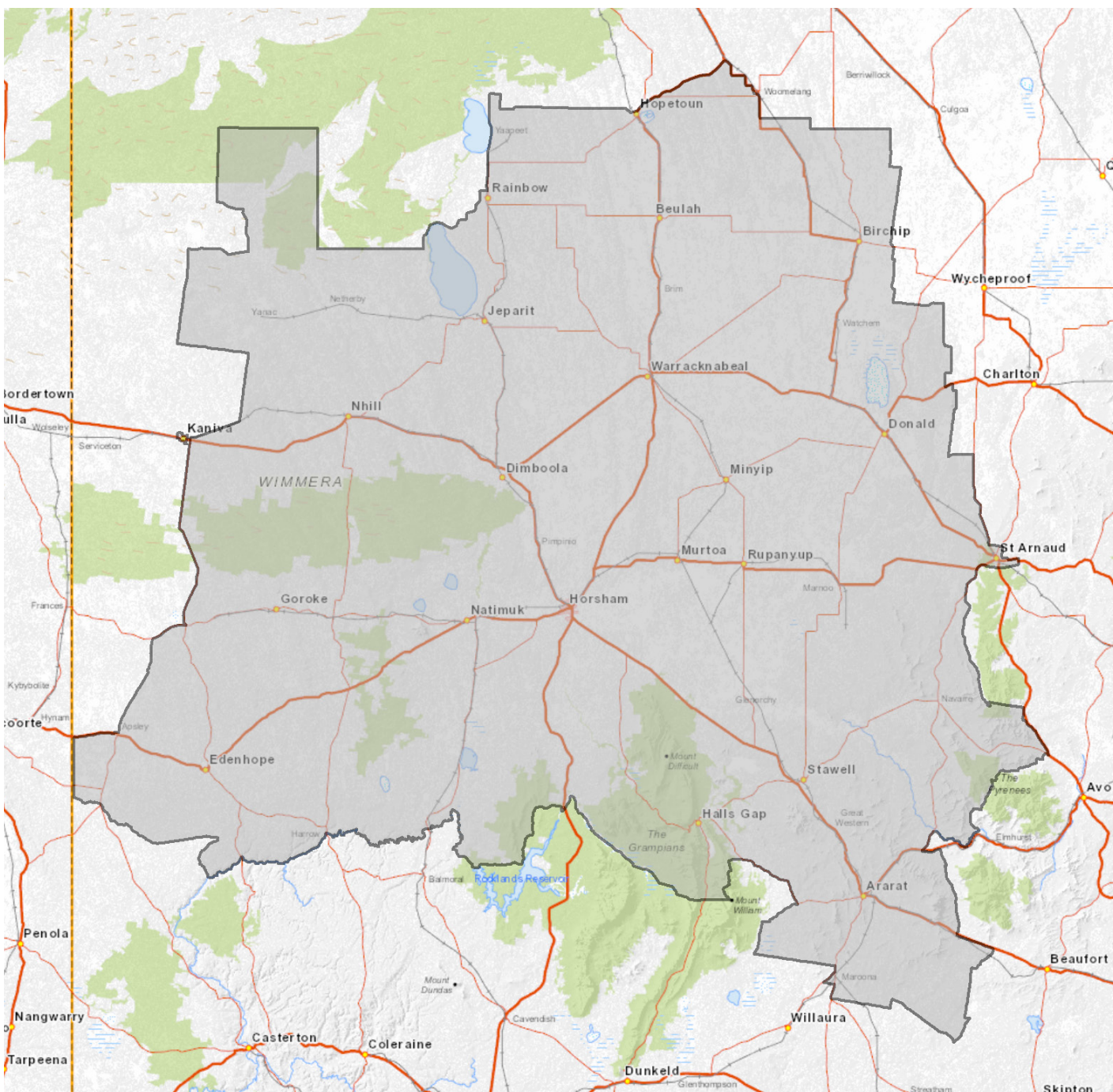


HORSHAM

MIXX FM 101.3 • 3WM



Station Name	Mixx FM 101.3	3WM
Call Sign	3WWM	3WM
Frequency	101.3 MHz	1089 kHz
Network	ACE Radio Broadcasters	ACE Radio Broadcasters
Address	PO Box 606, Horsham, VIC 3400	PO Box 606, Horsham, VIC 3400
Phone	03 5382 1351	03 5382 1351
Fax	03 5381 1147	03 5381 1147
Email	horsham@team.aceradio.com.au	horsham@team.aceradio.com.au
Web Address	mixx1013.com.au	3wm.com.au
Description of Content/Format	Music & News	Talkback, News & Music
Demographic Profile of Station Audience	10-39	40+

HORSHAM

Horsham is around 300 kilometres northwest of Melbourne and 450 kilometres south east of Adelaide, on the main rail and road routes linking Victoria with Adelaide.

Horsham is the major commerce centre for the Wimmera/Mallee region, which includes such centres as Nhill, Halls Gap, Kaniva, Warracknabeal, Stawell and Ararat. Major tourist attractions include Halls Gap and the majestic Grampians National Park. The region is extremely popular with fishing, boating, swimming and water enthusiasts.

In comparison to the 2011 census, the population of the radio licence area of Horsham has slightly decreased by -2.02% to 63,820. The birthplace for 88% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

10,166 people (16%) were attending an educational institution in 2016; of these, 48% were either in infants or primary, 39% were attending a secondary educational institution, 8% attending University or another tertiary institution and 4% attending TAFE. 21,199 people (33%) already have a tertiary qualification; of these, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

Of the total dwellings in Horsham (25,228), 46% of dwellings are owned outright and 29% are mortgaged. Private rental properties represented 18% of total dwellings.

27% of the total households in Horsham have a household income range between \$21,000 – \$41,999pa; 27% between \$42,000 – \$77,999pa; 10% between \$78,000 – \$103,999pa; and 16% over \$104,000pa.

All major banks and credit unions, car dealers, insurance/finance organisations, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the area.

AGRICULTURE

Horsham is a big wheat producer. Over 357 thousand tonnes of wheat for grain and over 331 thousand tonnes of barley for grain were produced.

The farms in the area support more than 2 million sheep and lambs. There are over 42 thousand beef cattle and over 3 thousand dairy cattle.

EMPLOYMENT

The majority (56%) of the labour force of 29,334 is employed full time. The main industries of employment are:

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

The regional administrations of several state and federal government agencies are located in Horsham.

HORSHAM

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	28,287	28,396	56,683	88.82%
0-9 years	3,724	3,413	7,137	11.18%
10-17 years	2,977	2,842	5,819	9.12%
18-24 years	2,192	1,864	4,056	6.36%
25-39 years	4,860	4,664	9,524	14.92%
40-54 years	6,162	6,364	12,526	19.63%
55-64 years	5,018	4,851	9,869	15.46%
65-74 years	4,148	3,959	8,107	12.7%
75+ years	2,930	3,852	6,782	10.63%
Total 2011 population	32,468	32,665	65,133	
Total 2016 population	32,011	31,809	63,820	100%
% change 2011-2016			-2.02%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	16,410	55.94%
Part-time employed	9,708	33.09%
Not stated employed	1,816	6.19%
Unemployed	1,400	4.77%
Total labour force	29,334	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	467	1.86%
\$7,750 – \$20,999	1,718	6.85%
\$21,000 – \$41,999	6,757	26.94%
\$42,000 – \$77,999	6,676	26.62%
\$78,000 – \$103,999	2,585	10.31%
\$104,000 – \$129,999	1,894	7.55%
\$130,000 – \$155,999	966	3.85%
\$160,000 – \$181,999	497	1.98%
\$182,000 – \$207,999	269	1.07%
\$208,000+	492	1.96%
Not stated	2,759	11%
Total households	25,080	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	6,126	37.03%
Couple families – No children	7,974	48.2%
Single parents	2,278	13.77%
Other families	164	0.99%
Total families	16,542	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	10,304	36.82%
Technicians & trade workers/ Community & personal service workers	6,679	23.87%
Clerical & administrative workers	2,675	9.56%
Sales workers	2,324	8.3%
Machinery operators & drivers/Labourers	5,630	20.12%
Not stated	373	1.33%
Total	27,985	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	5,366	19.41%
Mining	196	0.71%
Manufacturing/Electricity, gas, water & waste services/Construction	3,830	13.85%
Wholesale trade/Retail trade/ Accommodation & food services	4,745	17.16%
Transport, postal & warehousing/ Information, media & communications	1,165	4.21%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,032	3.73%
Professional scientific & technical services	718	2.6%
Public administration & safety	1,903	6.88%
Education & training/Health care & social assistance	6,419	23.22%
Arts & recreation services	309	1.12%
Other services	958	3.46%
Not stated	1,008	3.65%
Total	27,649	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	322,663
Alcoholic beverages	42,914
Clothing & footwear	61,514
Household furnishings & equipment	71,300
Furniture & floor covering	21,616
Household appliances	17,960
Household services & operation	54,189
Medical care & health expenses	103,847
Motor vehicle purchase	71,882
Motor vehicle running costs	196,883
Recreation	222,999
Recreational & educational equipment	54,355
Holidays	100,609
Personal care	39,340

HORSHAM

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,524	2,399	4,923	7.71%
Secondary	2,012	1,965	3,977	6.23%
TAFE	201	224	425	0.67%
University	225	616	841	1.32%
Total	4,962	5,204	10,166	15.93%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	11,562	45.83%
Mortgaged	7,222	28.63%
Private rental	4,556	18.06%
Housing authority/Not stated	1,691	6.7%
Other tenure type	197	0.78%
Total dwellings	25,228	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	5,731	8.98%
Certificate	15,468	24.24%
Total	21,199	33.22%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	1,030	15.13%
\$450 – \$799 per month	1,305	19.17%
\$800 – \$999 per month	896	13.16%
\$1,000 – \$1,799 per month	2,536	37.26%
\$1,800 – \$2,399 per month	472	6.94%
\$2,400 – \$2,999 per month	132	1.94%
\$3,000 – \$3,999 per month	65	0.96%
\$4,000+ per month	75	1.1%
Not stated	295	4.33%
Total mortgaged dwellings	6,806	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,476	5.81%
1 vehicle	7,942	31.29%
2+ vehicles	14,847	58.49%
Not stated	1,119	4.41%
Total	25,384	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,822,336
Cereal crops – Wheat for grain – Production (t)	357,562
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	331,282
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	730,403
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	330
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	33,755
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	116,338
Fruit & nuts – Grapes – Total area (ha)	439
Livestock – Sheep & lambs – Total (no.)	2,062,958
Livestock – Dairy cattle – Total (no.)	3,048
Livestock – Meat cattle – Total (no.)	42,393

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	18,541	73.16%
Internet not accessed from dwelling	6,076	23.97%
Not stated	727	2.87%
Total	25,344	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	27,984	27,425	55,409	87.65%
Europe	668	718	1,386	2.19%
Africa & Middle East	70	41	111	0.18%
Asia	392	504	896	1.42%
Americas	15	22	37	0.06%
Other	2,637	2,739	5,376	8.5%
Total	31,766	31,449	63,215	100%