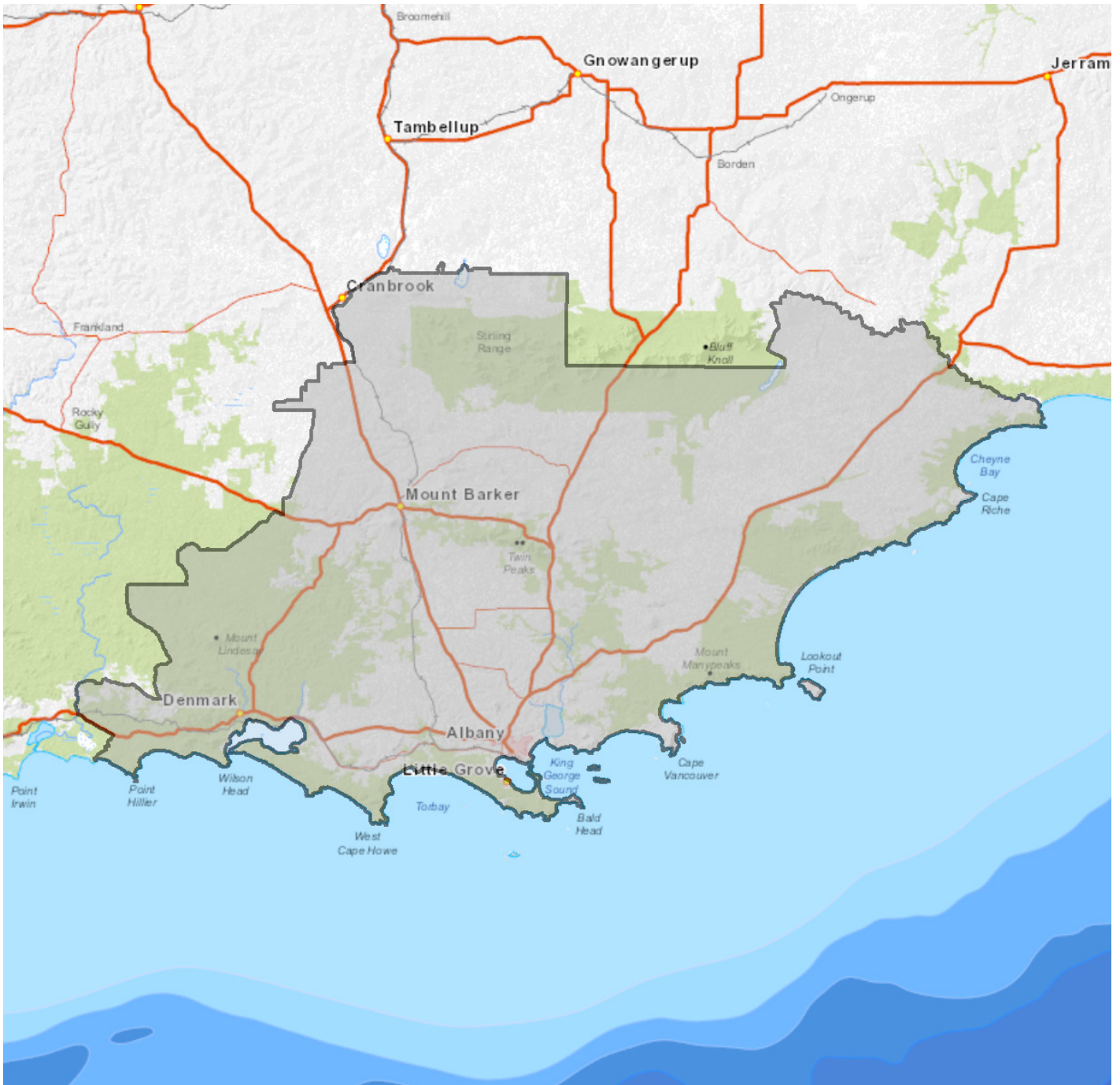


# ALBANY

HIT 95.3 ALBANY • TRIPLE M ALBANY 783



<b>Station Name</b>	Hit 95.3 Albany	Triple M Albany 783
<b>Call Sign</b>	6AAY	6VA
<b>Frequency</b>	106.5 MHz	783 kHz
<b>Network</b>	Southern Cross Austereo	Southern Cross Austereo
<b>Address</b>	PO Box 5293, Albany, WA 6330	PO Box 5293, Albany, WA 6330
<b>Phone</b>	08 9842 2783	08 9842 2783
<b>Fax</b>	08 9841 8565	08 9841 8565
<b>Email</b>	wa@hit.com.au	wa@triplem.com.au
<b>Web Address</b>	<a href="http://hit.com.au/albany">hit.com.au/albany</a>	<a href="http://triplem.com.au/albany">triplem.com.au/albany</a>
<b>Description of Content/Format</b>	Hot Adult Contemporary	Classic Hits
<b>Demographic Profile of Station Audience</b>	18-39	40-59

# ALBANY

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Albany is the regional centre of the Lower Great Southern area of WA, situated on the coast 400 kilometres south of Perth. Albany is the main centre on the Rainbow Coast. Other major towns include Denmark and Mount Barker.

With its rugged and picturesque coastline, Albany and the surrounding area is WA's most popular tourist destination after Perth, with the season peaking in summer and during the school holidays. The permanent population is very stable, with it more than trebling during the Christmas period. During the remainder of the year, constant streams of tourists are attracted to the Rainbow Coast. The coastline is visited each year by whales.

Albany is the site of the state's first settlement and is therefore of significant historical interest. It is situated on King George Sound, with Mount Clarence and the monument to the Light Horse Brigade dominating the skyline.

In comparison to the 2011 census, the population within the radio licence area of Albany has increased by 7.12% to 48,461. The birthplace for 77% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

8,773 people (18%) were attending an educational institution in 2016. Of these, 44% were in infants or primary, 39% attended a secondary educational institution, 11% attended TAFE and 6% attended university or another tertiary institution. 37% or 18,138 people already have a tertiary qualification; 30% of these people have a degree and 70% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (17,828) in Albany, 38% are owned outright and 31% are mortgaged. Private rental properties represent 22% of total dwellings.

24% of the total households (17,739) in Albany have a household income range between \$21,000 – \$42,000pa, 25% between \$42,000 – \$77,999pa, and 11% between \$78,000 – \$103,999pa.

## AGRICULTURE

The area's major economic base is agriculture. Beef, sheep and wool are features of the region, with the area supporting around 112 thousand beef cattle and over 411 thousand sheep and lambs.

Over 66 thousand tonnes of wheat for grain, over 20 thousand kilograms of orchard fruit and nearly 133 thousand kilograms of avocados were produced in 2016.

## EMPLOYMENT

The majority (52%) of the labour force of 22,459 is employed full time. Albany is the regional centre for a large number of commercial organisations and government departments catering to the towns and surrounding areas. 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.

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	21,258	21,578	42,836	88.39%
0-9 years	2,914	2,711	5,625	11.61%
10-17 years	2,772	2,455	5,227	10.79%
18-24 years	1,693	1,389	3,082	6.36%
25-39 years	3,684	3,732	7,416	15.3%
40-54 years	4,699	5,051	9,750	20.12%
55-64 years	3,512	3,689	7,201	14.86%
65-74 years	2,922	3,007	5,929	12.23%
75+ years	1,976	2,255	4,231	8.73%
Total 2011 population	22,453	22,789	45,242	
<b>Total 2016 population</b>	<b>24,172</b>	<b>24,289</b>	<b>48,461</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>7.12%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	11,702	52.1%
Part-time employed	8,136	36.23%
Not stated employed	1,463	6.51%
Unemployed	1,158	5.16%
<b>Total labour force</b>	<b>22,459</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	277	1.56%
\$7,750 – \$20,999	972	5.48%
\$21,000 – \$41,999	4,231	23.85%
\$42,000 – \$77,999	4,354	24.54%
\$78,000 – \$103,999	2,019	11.38%
\$104,000 – \$129,999	1,531	8.63%
\$130,000 – \$155,999	948	5.34%
\$160,000 – \$181,999	521	2.94%
\$182,000 – \$207,999	351	1.98%
\$208,000+	621	3.5%
Not stated	1,914	10.79%
<b>Total households</b>	<b>17,739</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	4,817	37.85%
Couple families – No children	5,998	47.14%
Single parents	1,792	14.08%
Other families	118	0.93%
<b>Total families</b>	<b>12,725</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	6,700	31.51%
Technicians & trade workers/ Community & personal service workers	5,847	27.5%
Clerical & administrative workers	2,305	10.84%
Sales workers	1,967	9.25%
Machinery operators & drivers/Labourers	4,177	19.65%
Not stated	264	1.24%
<b>Total</b>	<b>21,260</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,331	11.09%
Mining	394	1.87%
Manufacturing/Electricity, gas, water & waste services/Construction	3,375	16.06%
Wholesale trade/Retail trade/ Accommodation & food services	4,095	19.48%
Transport, postal & warehousing/ Information, media & communications	876	4.17%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,120	5.33%
Professional scientific & technical services	799	3.8%
Public administration & safety	1,326	6.31%
Education & training/Health care & social assistance	4,699	22.36%
Arts & recreation services	287	1.37%
Other services	858	4.08%
Not stated	858	4.08%
<b>Total</b>	<b>21,018</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	222,276
Alcoholic beverages	28,865
Clothing & footwear	39,017
Household furnishings & equipment	56,597
Furniture & floor covering	19,284
Household appliances	14,797
Household services & operation	40,066
Medical care & health expenses	89,929
Motor vehicle purchase	28,115
Motor vehicle running costs	129,200
Recreation	166,072
Recreational & educational equipment	38,998
Holidays	74,017
Personal care	27,394

# ALBANY

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,009	1,886	3,895	8.04%
Secondary	1,733	1,653	3,386	6.99%
TAFE	427	542	969	2%
University	161	362	523	1.08%
<b>Total</b>	<b>4,330</b>	<b>4,443</b>	<b>8,773</b>	<b>18.1%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	6,852	38.43
Mortgaged	5,489	30.79
Private rental	3,928	22.03
Housing authority/Not stated	1,340	7.52
Other tenure type	219	1.23
<b>Total dwellings</b>	<b>17,828</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	5,362	11.06%
Certificate	12,776	26.36%
<b>Total</b>	<b>18,138</b>	<b>37.43%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	478	9.18%
\$450 – \$799 per month	363	6.97%
\$800 – \$999 per month	321	6.16%
\$1,000 – \$1,799 per month	1,927	37.01%
\$1,800 – \$2,399 per month	1,109	21.3%
\$2,400 – \$2,999 per month	400	7.68%
\$3,000 – \$3,999 per month	247	4.74%
\$4,000+ per month	132	2.54%
Not stated	230	4.42%
<b>Total mortgaged dwellings</b>	<b>5,207</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	705	3.93%
1 vehicle	5,439	30.31%
2+ vehicles	11,158	62.18%
Not stated	644	3.59%
<b>Total</b>	<b>17,946</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	425,447
Cereal crops – Wheat for grain – Production (t)	66,180
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	117,333
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	199,150
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	63
Fruit & nuts – Avocados – Production (kg)	133,787
Fruit & nuts – Apples – Production (kg)	69,434
Fruit & nuts – Nectarines – Production (kg)	890
Fruit & nuts – Peaches – Production (kg)	1,845
Fruit & nuts – Nuts – Total trees (no.)	64
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	20,093
Fruit & nuts – Grapes – Total area (ha)	616
Livestock – Sheep & lambs – Total (no.)	411,086
Livestock – Dairy cattle – Total (no.)	8,717
Livestock – Meat cattle – Total (no.)	112,535

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	14,159	78.77%
Internet not accessed from dwelling	3,381	18.81%
Not stated	436	2.43%
<b>Total</b>	<b>17,976</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	18,426	18,267	36,693	77.45%
Europe	2,212	2,518	4,730	9.98%
Africa & Middle East	330	294	624	1.32%
Asia	437	515	952	2.01%
Americas	66	85	151	0.32%
Other	2,071	2,157	4,228	8.92%
<b>Total</b>	<b>23,542</b>	<b>23,836</b>	<b>47,378</b>	<b>100%</b>