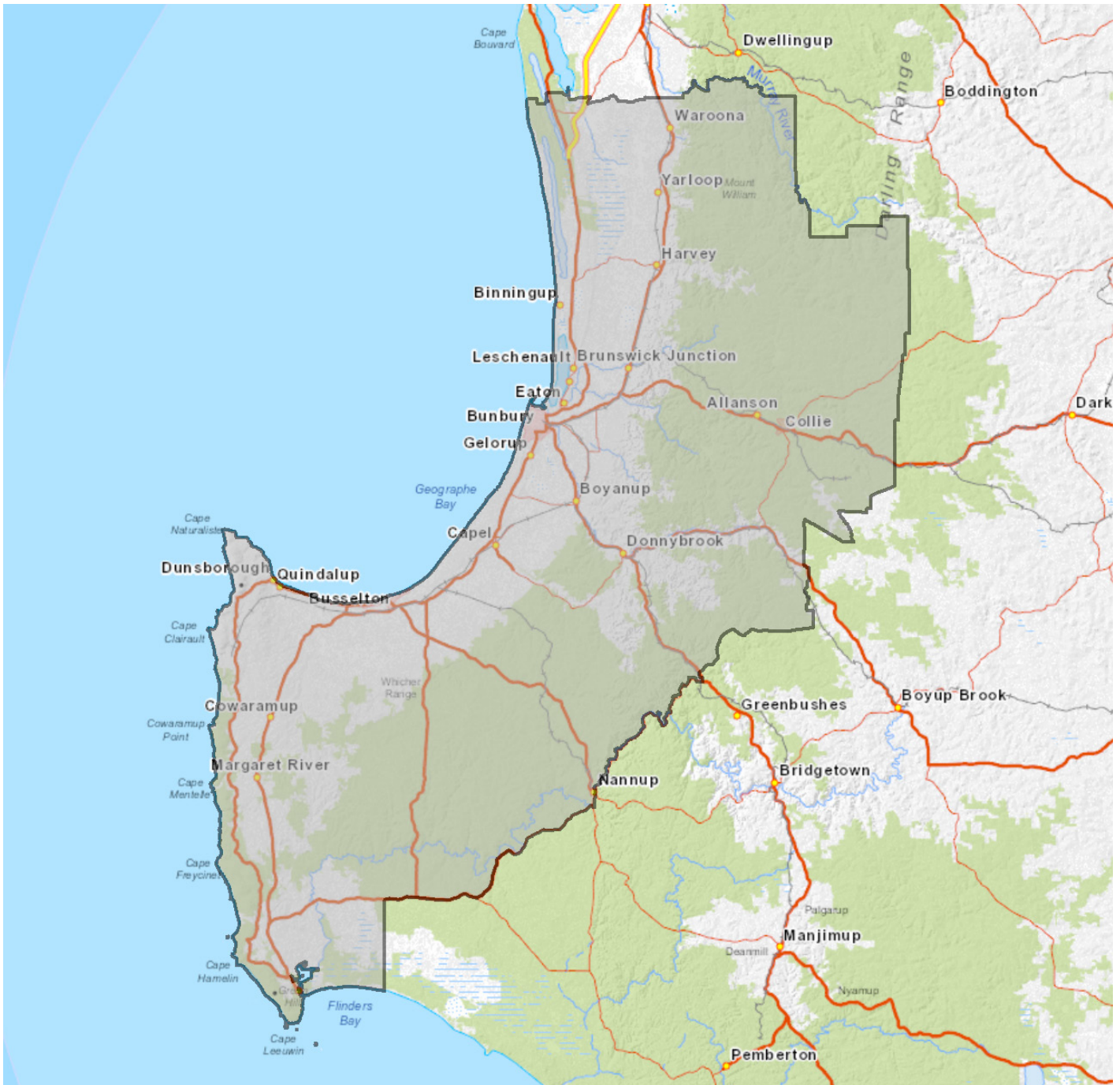


# BUNBURY

HIT 95.7 SOUTHWEST • SEN SPIRIT 621 • TRIPLE M SOUTHWEST 963



<b>Station Name</b>	Hit 95.7 Southwest	SEN Spirit 621	Triple M Southwest 963
<b>Call Sign</b>	6BUN	6EL	6TZ
<b>Frequency</b>	95.7 MHz	621 kHz	963 kHz
<b>Network</b>	Southern Cross Austereo	Crocmedia	Southern Cross Austereo
<b>Address</b>	PO Box 148, Bunbury, WA 6230	PO Box 601, Bunbury, WA 6230	PO Box 148, Bunbury, WA 6230
<b>Phone</b>	08 9726 5555	08 9791 6700	08 9726 5555
<b>Fax</b>	08 9791 2661	08 9791 5766	08 9791 2661
<b>Email</b>	bunbury.reception@sca.com.au	bunbury@spiritradio.com.au	bunbury.reception@sca.com.au
<b>Web Address</b>	<a href="http://hit.com.au/southwest">hit.com.au/southwest</a>	<a href="http://sen.com.au/spirit">sen.com.au/spirit</a>	<a href="http://triplem.com.au/southwest">triplem.com.au/southwest</a>
<b>Description of Content/Format</b>	Hot Adult Contemporary	Music: 60s, 70s, 80s	Classic Hits
<b>Demographic Profile of Station Audience</b>	18-39	30-54	40-59

# BUNBURY

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Bunbury has the largest population in Western Australia outside of Perth. Bunbury and the South West region are located 180 kilometres south of Perth, servicing Busselton, Margaret River and Yallingup. This is a coastal holiday area, with excellent hotels and restaurants, world-renowned surfing beaches and a host of holiday locations.

Bunbury has experienced enormous growth in recent years and is the centre of one of the most important regions in the state. The area includes rich farmland as well as mining and power generation plants.

In comparison to the 2011 census, the population within the radio licence area of Bunbury has increased by 10.69% to 161,453. The birthplace for 78% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

31,111 people (19%) were attending an educational institution in 2016, with 47% of these people in infants or primary, 37% attending a secondary educational institution, 8% attending university or another tertiary institution and 8% attending TAFE. 31,111 people (37%) already have a tertiary qualification; 28% have a degree and 72% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (57,548) in Bunbury, 32% are owned outright and 39% are mortgaged. Private rental properties represent 22% of total dwellings. 20% of the total households in Bunbury have a household income range between \$21,000 – \$41,999pa, 22% between \$42,000 – \$77,999pa and 12% between \$78,000 – \$103,999pa.

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

## AGRICULTURE

The South West is famous for its primary industry, and significant contribution to the state through secondary industry. Bunbury lies in the high rainfall belt along the western coast. Rich pastures support a strong dairy industry that provides most of the state's milk. There are over 90 thousand dairy and 139 thousand beef cattle in the area. The properties in the area support over 84 thousand sheep and lambs.

The area also grows a variety of fruit and vegetables. Over 8 million kilograms of avocados, 7 million kilograms of apples and 200 thousand kilograms of nectarines were produced in the region.

The Margaret River in the south is one of Australia's premium wine producing areas. There are over 5 thousand hectares of grapes in the Bunbury area.

Mining is vitally important. The area is a major producer of aluminium and bauxite.

## EMPLOYMENT

The majority (53%) of the labour force of 77,576 is employed full time. The main industries of employment are:

- Manufacturing/Electricity Gas Water and Waste Services/Construction;
- Education and Training/Health Care and Social Assistance; and
- Wholesale Trade/Retail Trade/Accommodation and Food Services.

# BUNBURY

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	68,496	70,898	139,394	86.34%
0-9 years	11,393	10,666	22,059	13.66%
10-17 years	8,955	8,527	17,482	10.83%
18-24 years	5,426	4,920	10,346	6.41%
25-39 years	14,120	15,085	29,205	18.09%
40-54 years	16,791	17,375	34,166	21.16%
55-64 years	10,491	11,060	21,551	13.35%
65-74 years	8,270	8,184	16,454	10.19%
75+ years	4,443	5,747	10,190	6.31%
Total 2011 population	72,877	72,980	145,857	
<b>Total 2016 population</b>	<b>79,889</b>	<b>81,564</b>	<b>161,453</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>10.69%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	41,121	53.01%
Part-time employed	26,127	33.68%
Not stated employed	4,898	6.31%
Unemployed	5,430	7%
<b>Total labour force</b>	<b>77,576</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	898	1.56%
\$7,750 – \$20,999	2,701	4.7%
\$21,000 – \$41,999	11,331	19.71%
\$42,000 – \$77,999	12,374	21.53%
\$78,000 – \$103,999	6,680	11.62%
\$104,000 – \$129,999	6,019	10.47%
\$130,000 – \$155,999	3,613	6.29%
\$160,000 – \$181,999	2,224	3.87%
\$182,000 – \$207,999	1,744	3.03%
\$208,000+	2,589	4.5%
Not stated	7,305	12.71%
<b>Total households</b>	<b>57,478</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	18,347	42.28%
Couple families – No children	18,428	42.47%
Single parents	6,356	14.65%
Other families	263	0.61%
<b>Total families</b>	<b>43,394</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	19,157	26.59%
Technicians & trade workers/ Community & personal service workers	20,846	28.94%
Clerical & administrative workers	7,867	10.92%
Sales workers	6,884	9.56%
Machinery operators & drivers/Labourers	16,208	22.5%
Not stated	1,072	1.49%
<b>Total</b>	<b>72,034</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,826	5.35%
Mining	4,805	6.72%
Manufacturing/Electricity, gas, water & waste services/Construction	15,503	21.67%
Wholesale trade/Retail trade/ Accommodation & food services	14,096	19.71%
Transport, postal & warehousing/ Information, media & communications	2,816	3.94%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	4,434	6.2%
Professional scientific & technical services	2,489	3.48%
Public administration & safety	3,211	4.49%
Education & training/Health care & social assistance	13,852	19.37%
Arts & recreation services	783	1.09%
Other services	2,800	3.91%
Not stated	2,910	4.07%
<b>Total</b>	<b>71,525</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	717,440
Alcoholic beverages	93,145
Clothing & footwear	125,929
Household furnishings & equipment	182,649
Furniture & floor covering	62,223
Household appliances	47,769
Household services & operation	129,322
Medical care & health expenses	290,296
Motor vehicle purchase	90,722
Motor vehicle running costs	417,056
Recreation	535,944
Recreational & educational equipment	125,853
Holidays	238,865
Personal care	88,423

# BUNBURY

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	7,619	7,130	14,749	9.14%
Secondary	5,769	5,614	11,383	7.05%
TAFE	1,056	1,574	2,630	1.63%
University	542	1,807	2,349	1.45%
<b>Total</b>	<b>14,986</b>	<b>16,125</b>	<b>31,111</b>	<b>19.27%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	18,433	32.03%
Mortgaged	22,185	38.55%
Private rental	12,848	22.33%
Housing authority/Not stated	3,529	6.13%
Other tenure type	553	0.96%
<b>Total dwellings</b>	<b>57,548</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	16,670	10.32%
Certificate	43,305	26.82%
<b>Total</b>	<b>59,975</b>	<b>37.15%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	1,228	5.81%
\$450 – \$799 per month	955	4.52%
\$800 – \$999 per month	994	4.7%
\$1,000 – \$1,799 per month	7,226	34.19%
\$1,800 – \$2,399 per month	5,505	26.05%
\$2,400 – \$2,999 per month	2,182	10.32%
\$3,000 – \$3,999 per month	1,575	7.45%
\$4,000+ per month	660	3.12%
Not stated	809	3.83%
<b>Total mortgaged dwellings</b>	<b>21,134</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,997	3.43%
1 vehicle	17,376	29.88%
2+ vehicles	36,881	63.42%
Not stated	1,901	3.27%
<b>Total</b>	<b>58,155</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	251,846
Cereal crops – Wheat for grain – Production (t)	1,043
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	1,140
Cereal crops – Sorghum for grain – Production (t)	13
Cereal crops – Total for grain – Production (t)	5,371
Vegetables for human consumption – Tomatoes – Total production (t)	505
Vegetables for human consumption – Total area (ha)	2,685
Fruit & nuts – Avocados – Production (kg)	8,117,566
Fruit & nuts – Apples – Production (kg)	7,397,840
Fruit & nuts – Nectarines – Production (kg)	213,121
Fruit & nuts – Peaches – Production (kg)	65,097
Fruit & nuts – Nuts – Total trees (no.)	7,960
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	782,262
Fruit & nuts – Grapes – Total area (ha)	5,297
Livestock – Sheep & lambs – Total (no.)	84,046
Livestock – Dairy cattle – Total (no.)	90,982
Livestock – Meat cattle – Total (no.)	139,652

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	47,864	82.7%
Internet not accessed from dwelling	8,701	15.03%
Not stated	1,311	2.27%
<b>Total</b>	<b>57,876</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	61,602	62,170	123,772	77.96%
Europe	6,510	7,102	13,612	8.57%
Africa & Middle East	1,361	1,369	2,730	1.72%
Asia	1,432	1,840	3,272	2.06%
Americas	204	198	402	0.25%
Other	7,551	7,428	14,979	9.43%
<b>Total</b>	<b>78,660</b>	<b>80,107</b>	<b>158,767</b>	<b>100%</b>