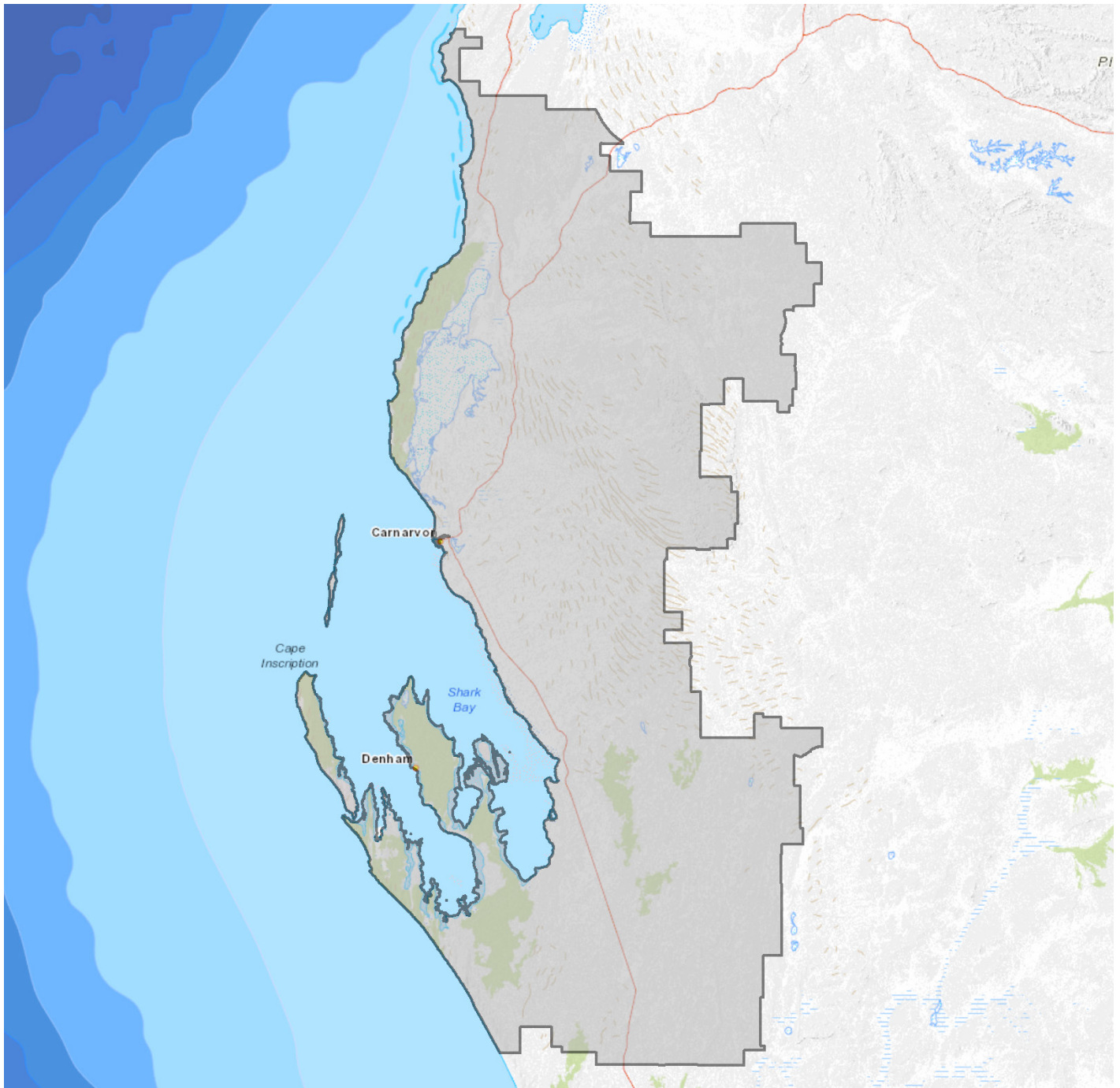


CARNARVON

TRIPLE M CARNARVON 666 • HIT 99.7 CARNARVON



| | | |
|--|--|--|
| Station Name | Triple M Carnarvon 666 | Hit 99.7 Carnarvon |
| Call Sign | 6LN | 6CAR |
| Frequency | 666 kHz | 99.7 MHz |
| Network | Southern Cross Austereo | Southern Cross Austereo |
| Address | 450 Roberts Rd, Subiaco, WA 6008 | 450 Roberts Rd, Subiaco, WA 6008 |
| Phone | 08 9382 0945 | 08 9382 0945 |
| Email | | |
| Web Address | triplem.com.au/carnarvon | hit.com.au/carnarvon |
| Description of Content/Format | Classic Hits 1950s-1980s | Contemporary Hit Radio |
| Demographic Profile of Station Audience | 40-55+ | 10-39 |

CARNARVON

Carnarvon is located 904 kilometres north of Perth on the North West Coastal Highway. Carnarvon is located just below the Tropic of Capricorn on the mouth of the Gascoyne River overlooking a picturesque inlet known as the Fascine. The town is situated at the only point of the Australian coastline where the desert reaches out to the sea.

In comparison to the 2011 census, the population of the radio licence area of Carnarvon has increased by 15.6% to 10,202. The birthplace for 64% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

1,053 people (10%) were attending an educational institution in 2016; of these, 53% attending infants or primary, 30% attending a secondary educational institution, 10% attending TAFE and 8% attending university or another tertiary institution. 3,866 people (38%) already have a tertiary qualification; 24% of these people have a degree and 76% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (2,394) in Carnarvon, 30% are owned outright and 20% are mortgaged. Private rental properties represent 28% of total dwellings. 20% of the total households in Carnarvon have a household income range between \$21,000 – \$41,999pa, 20% between \$42,000 – \$77,999pa and 11% between \$78,000 – \$103,999pa.

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

Carnarvon is widely recognised for its involvement with the space industry. In 1964 N.A.S.A. established a satellite communications and tracking station at Carnarvon. The station was involved in the Gemini and Apollo space missions, Australia's first TV satellite program and also played a role intercepting Halley's Comet prior to ceasing operation in 1975.

AGRICULTURE

The area supports sheep grazing and wool production, with over 57 thousand sheep and lambs in the region. Being situated just below the Tropic of Capricorn, Carnarvon is sunny all year round making it ideal for producing fruit. Over 52 thousand orchard trees (including nuts) in the area produced more than 2 thousand kilograms of both peaches and nectarines and over 1 thousand kilograms of avocados.

The town also has a thriving fishing, prawning and scallop industry, as well as oyster farming.

EMPLOYMENT

The majority (73%) of the labour force of 5,646 is employed full time. The main industries of employment are:

- Manufacturing/Electricity Gas Water and Waste Services/Construction;
- Wholesale Trade/Retail Trade/Accommodation and Food Services; and
- Professional Scientific and Technical Services.

AGE COHORTS

| Age | Male | Female | Total | Market population |
|------------------------------|--------------|--------------|---------------|-------------------|
| 10+ years | 5,962 | 3,280 | 9,242 | 90.59% |
| 0-9 years | 533 | 427 | 960 | 9.41% |
| 10-17 years | 306 | 265 | 571 | 5.6% |
| 18-24 years | 323 | 274 | 597 | 5.85% |
| 25-39 years | 1,952 | 940 | 2,892 | 28.35% |
| 40-54 years | 1,875 | 871 | 2,746 | 26.92% |
| 55-64 years | 914 | 482 | 1,396 | 13.68% |
| 65-74 years | 418 | 322 | 740 | 7.25% |
| 75+ years | 174 | 126 | 300 | 2.94% |
| Total 2011 population | 5,074 | 3,751 | 8,825 | |
| Total 2016 population | 6,495 | 3,707 | 10,202 | 100% |
| % change 2011-2016 | | | 15.6% | |

LABOUR FORCE

| Employment classification | Total | Labour force |
|---------------------------|--------------|--------------|
| Full-time employed | 4,110 | 72.79% |
| Part-time employed | 860 | 15.23% |
| Not stated employed | 435 | 7.7% |
| Unemployed | 241 | 4.27% |
| Total labour force | 5,646 | 100% |

HOUSEHOLD INCOME

| Income range (pa) | Total | Occupied dwellings |
|-------------------------|--------------|--------------------|
| \$0 – \$7,749 | 91 | 3.8% |
| \$7,750 – \$20,999 | 169 | 7.05% |
| \$21,000 – \$41,999 | 481 | 20.08% |
| \$42,000 – \$77,999 | 477 | 19.91% |
| \$78,000 – \$103,999 | 258 | 10.77% |
| \$104,000 – \$129,999 | 245 | 10.23% |
| \$130,000 – \$155,999 | 95 | 3.96% |
| \$160,000 – \$181,999 | 66 | 2.75% |
| \$182,000 – \$207,999 | 75 | 3.13% |
| \$208,000+ | 80 | 3.34% |
| Not stated | 359 | 14.98% |
| Total households | 2,396 | 100% |

FAMILY STRUCTURE

| Type of family | Total | Total families |
|-------------------------------|--------------|----------------|
| Couple families – Children | 616 | 39.39% |
| Couple families – No children | 664 | 42.46% |
| Single parents | 254 | 16.24% |
| Other families | 30 | 1.92% |
| Total families | 1,564 | 100% |

OCCUPATION

| Employment classification | Total | Occupations |
|--|--------------|-------------|
| Managers/Professionals | 1,381 | 25.65% |
| Technicians & trade workers/ Community & personal service workers | 1,717 | 31.88% |
| Clerical & administrative workers | 447 | 8.3% |
| Sales workers | 199 | 3.7% |
| Machinery operators & drivers/Labourers | 1,566 | 29.08% |
| Not stated | 75 | 1.39% |
| Total | 5,385 | 100% |

INDUSTRY

| Industry | Total | Workforce |
|---|--------------|-------------|
| Agriculture, forestry & fishing | 533 | 9.92% |
| Mining | 833 | 6.2% |
| Manufacturing/Electricity, gas, water & waste services/Construction | 1,587 | 29.54% |
| Wholesale trade/Retail trade/ Accommodation & food services | 723 | 13.46% |
| Transport, postal & warehousing/ Information, media & communications | 240 | 4.47% |
| Financial & insurance services/ Rental hiring & real estate services/ Administration & support services | 198 | 3.69% |
| Professional scientific & technical services | 573 | 10.66% |
| Public administration & safety | 280 | 5.21% |
| Education & training/Health care & social assistance | 493 | 9.18% |
| Arts & recreation services | 63 | 1.17% |
| Other services | 80 | 1.49% |
| Not stated | 270 | 5.03% |
| Total | 5,373 | 100% |

ANNUAL HOUSEHOLD EXPENDITURE

| Product or service | \$000's (pa) |
|--------------------------------------|--------------|
| Food & non-alcoholic beverages | 29,865 |
| Alcoholic beverages | 3,878 |
| Clothing & footwear | 5,242 |
| Household furnishings & equipment | 7,604 |
| Furniture & floor covering | 2,591 |
| Household appliances | 1,988 |
| Household services & operation | 5,383 |
| Medical care & health expenses | 12,083 |
| Motor vehicle purchase | 3,777 |
| Motor vehicle running costs | 17,359 |
| Recreation | 22,313 |
| Recreational & educational equipment | 5,239 |
| Holidays | 9,945 |
| Personal care | 3,680 |

CARNARVON

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

| School | Male | Female | Total | Market population |
|-----------------|------------|------------|--------------|-------------------|
| Infants/primary | 272 | 284 | 556 | 5.45% |
| Secondary | 174 | 138 | 312 | 3.06% |
| TAFE | 56 | 50 | 106 | 1.04% |
| University | 36 | 43 | 79 | 0.77% |
| Total | 538 | 515 | 1,053 | 10.32% |

DWELLING TENURE TYPE

| Tenure type | Total | Total dwellings |
|------------------------------|--------------|-----------------|
| Fully owned | 728 | 30.41% |
| Mortgaged | 472 | 19.72% |
| Private rental | 673 | 28.11% |
| Housing authority/Not stated | 490 | 20.47% |
| Other tenure type | 31 | 1.29% |
| Total dwellings | 2,394 | 100% |

UNIVERSITY QUALIFICATIONS

| Type of tertiary qualification | Total | Market population |
|--------------------------------|--------------|-------------------|
| Degree | 929 | 9.11% |
| Certificate | 2,937 | 28.79% |
| Total | 3,866 | 37.89% |

MORTGAGE PAYMENTS

| Monthly mortgage payment | Total | Mortgaged dwellings |
|----------------------------------|------------|---------------------|
| \$0 – \$449 per month | 13 | 3.19% |
| \$450 – \$799 per month | 26 | 6.37% |
| \$800 – \$999 per month | 25 | 6.13% |
| \$1,000 – \$1,799 per month | 165 | 40.44% |
| \$1,800 – \$2,399 per month | 66 | 16.18% |
| \$2,400 – \$2,999 per month | 32 | 7.84% |
| \$3,000 – \$3,999 per month | 34 | 8.33% |
| \$4,000+ per month | 27 | 6.62% |
| Not stated | 20 | 4.9% |
| Total mortgaged dwellings | 408 | 100% |

MOTOR VEHICLES

| Number of cars | Total | % Total |
|----------------|--------------|-------------|
| No vehicles | 196 | 8.2% |
| 1 vehicle | 821 | 34.34% |
| 2+ vehicles | 1,210 | 50.61% |
| Not stated | 164 | 6.86% |
| Total | 2,391 | 100% |

AGRICULTURAL COMMODITY

| Agriculture commodity | Value |
|--|-----------|
| Area of holding – Total area (ha) | 5,423,764 |
| Cereal crops – Wheat for grain – Production (t) | 0 |
| Cereal crops – Rice for grain – Production (t) | 0 |
| Cereal crops – Barley for grain – Production (t) | 0 |
| Cereal crops – Sorghum for grain – Production (t) | 0 |
| Cereal crops – Total for grain – Production (t) | 0 |
| Vegetables for human consumption – Tomatoes – Total production (t) | 0 |
| Vegetables for human consumption – Total area (ha) | 735 |
| Fruit & nuts – Avocados – Production (kg) | 1,239 |
| Fruit & nuts – Apples – Production (kg) | 0 |
| Fruit & nuts – Nectarines – Production (kg) | 2,257 |
| Fruit & nuts – Peaches – Production (kg) | 2,031 |
| Fruit & nuts – Nuts – Total trees (no.) | 0 |
| Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.) | 52,227 |
| Fruit & nuts – Grapes – Total area (ha) | 197 |
| Livestock – Sheep & lambs – Total (no.) | 57,947 |
| Livestock – Dairy cattle – Total (no.) | 0 |
| Livestock – Meat cattle – Total (no.) | 44,984 |

INTERNET USAGE

| Connection | Total | Total dwellings |
|-------------------------------------|--------------|-----------------|
| Internet accessed from dwelling | 1,671 | 69.42% |
| Internet not accessed from dwelling | 602 | 25.01% |
| Not stated | 134 | 5.57% |
| Total | 2,407 | 100% |

BIRTHPLACE BY REGION

| Region | Male | Female | Total | Market population |
|-------------------------|--------------|--------------|---------------|-------------------|
| Oceania incl. Australia | 3,992 | 2,507 | 6,499 | 64.31% |
| Europe | 520 | 220 | 740 | 7.32% |
| Africa & Middle East | 91 | 20 | 111 | 1.1% |
| Asia | 394 | 180 | 574 | 5.68% |
| Americas | 47 | 13 | 60 | 0.59% |
| Other | 1,449 | 672 | 2,121 | 20.99% |
| Total | 6,493 | 3,612 | 10,105 | 100% |