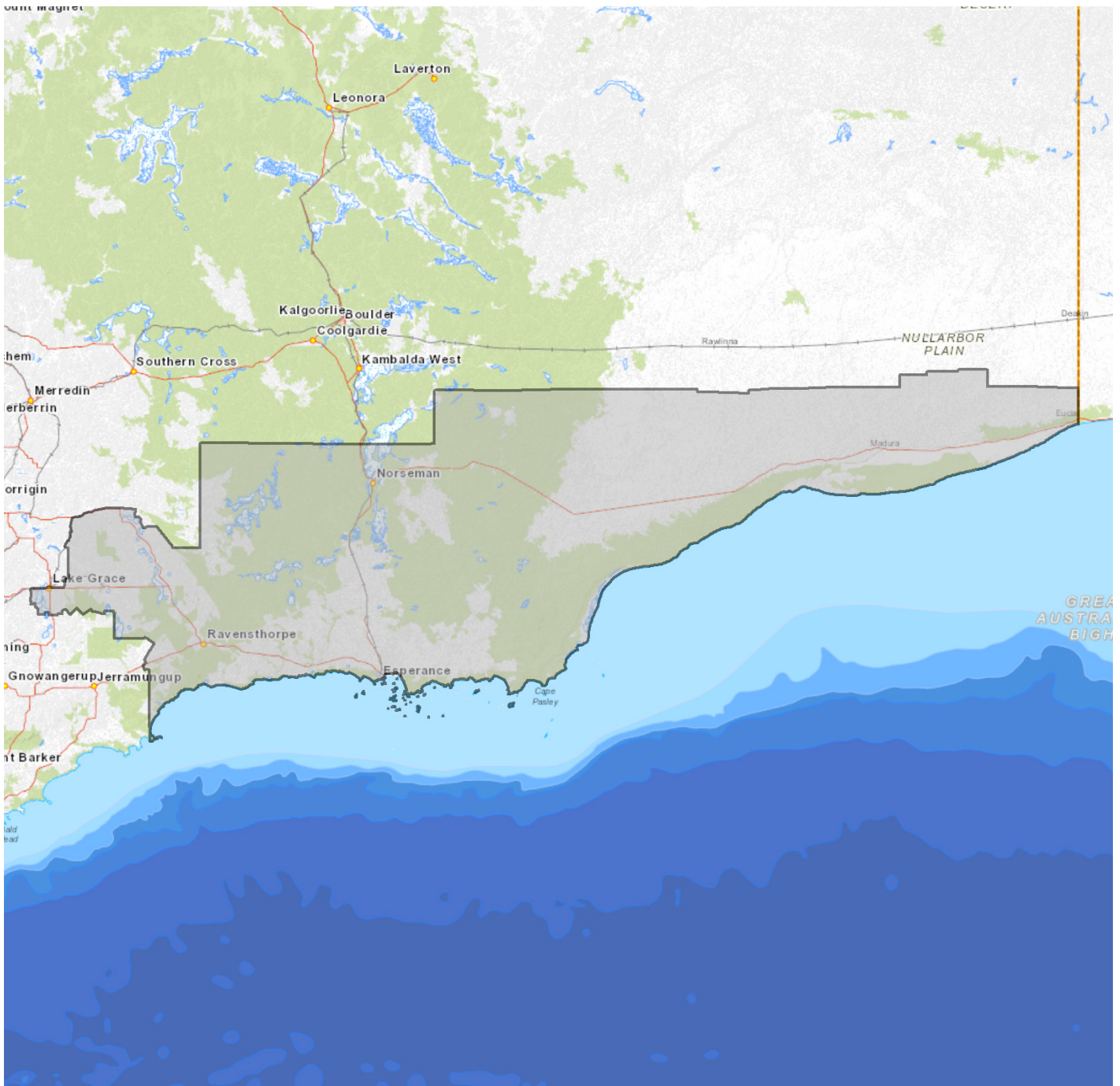


# ESPERANCE

HIT102.3 • TRIPLE M 747AM



<b>Station Name</b>	Hit102.3	Triple M 747AM
<b>Call Sign</b>	6SEA	6SE
<b>Frequency</b>	102.3 MHz	747 kHz
<b>Network</b>	Southern Cross Austereo	Southern Cross Austereo
<b>Address</b>	PO Box 527, Esperance, WA 6450	PO Box 527, Esperance, WA 6450
<b>Phone</b>	08 9071 2747	08 9071 2747
<b>Fax</b>	08 9071 1627	08 9071 1627
<b>Email</b>	wa@hit.com.au	wa@triplem.com.au
<b>Web Address</b>	<a href="http://hit.com.au/esperance">hit.com.au/esperance</a>	<a href="http://triplem.com.au/esperance">triplem.com.au/esperance</a>
<b>Description of Content/Format</b>	Hot Adult Contemporary	Classic Hits
<b>Demographic Profile of Station Audience</b>	18-39	40-59

# ESPERANCE

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Esperance is located in the scenic southeast corner of Western Australia, 725 kilometres by road from Perth at the start of the Great Australian Bight. Surrounded by several hundred islands comprising the Recherche Archipelago, the area is known as the Bay of Isles. Esperance's spectacular and pristine coastline rims the rich farmland of the district.

In comparison to the 2011 census, the population within the radio licence area of Esperance decreased by 1.93% to 20,470. The birthplace for 80% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

3,377 people (17%) were attending an educational institution in 2016, with 53% of these in infants or primary, 37% attending a secondary educational institution, 5% attending university or another tertiary institution and 6% attending TAFE. 6,283 people (31%) already have a tertiary qualification; 26% of these have a degree and 74% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (6,946) in Esperance, 38% are owned outright and 26% are mortgaged. Private rental properties represent 25% of total dwellings. 19% of the total households in Esperance 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, and an extensive selection of national retail, chain and independent stores are represented in the district

## AGRICULTURE

Esperance is the regional centre for the vast southeast farming and agricultural district. The region lies on the eastern edge of the rich Central Southern Wheatbelt. The area produced over 1.4 million tonnes of wheat for grain and over 2.4 million tonnes of cereal for grain.

The area provides grazing land for over 1.4 million sheep and lambs. There are over 115 thousand beef cattle in the region.

## EMPLOYMENT

The majority (61%) of the labour force of 10,161 is employed full time. The major rural companies are represented in the region; there are a number of engineering workshops, machinery and vehicle sales and distribution companies, spare parts suppliers and a wide range of retail stores and service providers. The main industries of employment are:

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

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	9,323	8,399	17,722	86.58%
0-9 years	1,403	1,345	2,748	13.42%
10-17 years	1,066	950	2,016	9.85%
18-24 years	693	594	1,287	6.29%
25-39 years	1,943	1,837	3,780	18.47%
40-54 years	2,446	2,119	4,565	22.3%
55-64 years	1,577	1,349	2,926	14.29%
65-74 years	1,065	936	2,001	9.78%
75+ years	533	614	1,147	5.6%
Total 2011 population	10,986	9,886	20,872	
<b>Total 2016 population</b>	<b>10,726</b>	<b>9,744</b>	<b>20,470</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>-1.93%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	6,206	61.08%
Part-time employed	2,844	27.99%
Not stated employed	692	6.81%
Unemployed	419	4.12%
<b>Total labour force</b>	<b>10,161</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	107	1.54%
\$7,750 – \$20,999	335	4.82%
\$21,000 – \$41,999	1,341	19.29%
\$42,000 – \$77,999	1,558	22.41%
\$78,000 – \$103,999	802	11.53%
\$104,000 – \$129,999	668	9.61%
\$130,000 – \$155,999	462	6.64%
\$160,000 – \$181,999	229	3.29%
\$182,000 – \$207,999	197	2.83%
\$208,000+	333	4.79%
Not stated	921	13.25%
<b>Total households</b>	<b>6,953</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	2,042	42.03%
Couple families – No children	2,174	44.74%
Single parents	606	12.47%
Other families	37	0.76%
<b>Total families</b>	<b>4,859</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	3,459	35.66%
Technicians & trade workers/ Community & personal service workers	2,083	21.47%
Clerical & administrative workers	990	10.21%
Sales workers	699	7.21%
Machinery operators & drivers/Labourers	2,316	23.87%
Not stated	154	1.59%
<b>Total</b>	<b>9,701</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,487	26.09%
Mining	577	6.05%
Manufacturing/Electricity, gas, water & waste services/Construction	935	9.81%
Wholesale trade/Retail trade/ Accommodation & food services	1,547	16.23%
Transport, postal & warehousing/ Information, media & communications	710	7.45%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	363	3.81%
Professional scientific & technical services	221	2.32%
Public administration & safety	425	4.46%
Education & training/Health care & social assistance	1,497	15.71%
Arts & recreation services	50	0.52%
Other services	357	3.75%
Not stated	362	3.8%
<b>Total</b>	<b>9,531</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	87,015
Alcoholic beverages	11,296
Clothing & footwear	15,276
Household furnishings & equipment	22,133
Furniture & floor covering	7,554
Household appliances	5,763
Household services & operation	15,650
Medical care & health expenses	35,122
Motor vehicle purchase	11,098
Motor vehicle running costs	50,511
Recreation	64,848
Recreational & educational equipment	15,257
Holidays	28,892
Personal care	10,706

# ESPERANCE

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	881	892	1,773	8.66%
Secondary	645	597	1,242	6.07%
TAFE	88	121	209	1.02%
University	34	119	153	0.75%
<b>Total</b>	<b>1,648</b>	<b>1,729</b>	<b>3,377</b>	<b>16.5%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	2,659	38.28%
Mortgaged	1,794	25.83%
Private rental	1,761	25.35%
Housing authority/Not stated	674	9.7%
Other tenure type	58	0.84%
<b>Total dwellings</b>	<b>6,946</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	1,664	8.13%
Certificate	4,619	22.56%
<b>Total</b>	<b>6,283</b>	<b>30.69%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	213	12.88%
\$450 – \$799 per month	86	5.2%
\$800 – \$999 per month	106	6.41%
\$1,000 – \$1,799 per month	557	33.68%
\$1,800 – \$2,399 per month	334	20.19%
\$2,400 – \$2,999 per month	127	7.68%
\$3,000 – \$3,999 per month	91	5.5%
\$4,000+ per month	44	2.66%
Not stated	96	5.8%
<b>Total mortgaged dwellings</b>	<b>1,654</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	315	4.5%
1 vehicle	1,827	26.1%
2+ vehicles	4,492	64.16%
Not stated	367	5.24%
<b>Total</b>	<b>7,001</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	4,602,259
Cereal crops – Wheat for grain – Production (t)	1,437,665
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	937,671
Cereal crops – Sorghum for grain – Production (t)	306
Cereal crops – Total for grain – Production (t)	2,429,632
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	0
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.)	0
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	0
Fruit & nuts – Grapes – Total area (ha)	0
Livestock – Sheep & lambs – Total (no.)	1,415,132
Livestock – Dairy cattle – Total (no.)	863
Livestock – Meat cattle – Total (no.)	115,398

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	5,539	78.46%
Internet not accessed from dwelling	1,276	18.07%
Not stated	245	3.47%
<b>Total</b>	<b>7,060</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	8,486	7,652	16,138	79.63%
Europe	460	453	913	4.51%
Africa & Middle East	111	128	239	1.18%
Asia	46	91	137	0.68%
Americas	10	9	19	0.09%
Other	1,513	1,306	2,819	13.91%
<b>Total</b>	<b>10,626</b>	<b>9,639</b>	<b>20,265</b>	<b>100%</b>