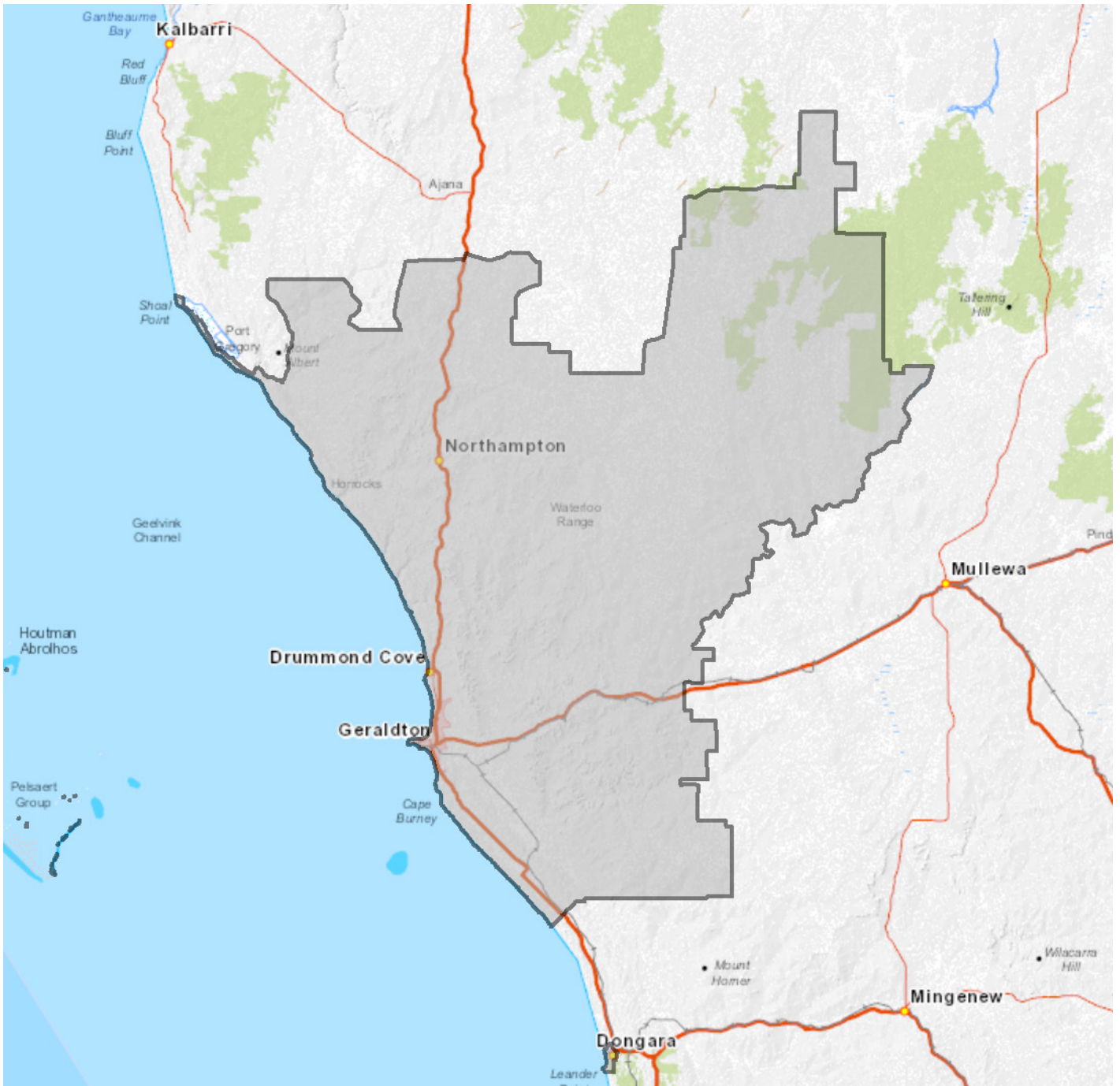


# GERALDTON

SPirit RADIO • RED FM



<b>Station Name</b>	Spirit Radio	Red FM
<b>Call Sign</b>	6BAY	6GGG
<b>Frequency</b>	98.1 MHz	96.5 MHz
<b>Network</b>	Redwave Media	Redwave Media
<b>Address</b>	72 Chapman Rd, Geraldton, WA 6530	72 Chapman Rd, Geraldton, WA 6530
<b>Phone</b>	08 9921 2244	08 9921 2244
<b>Fax</b>	08 9921 7700	08 9921 7700
<b>Email</b>	admin@redfm.com.au	admin@redfm.com.au
<b>Web Address</b>	<a href="http://spiritradio.com.au">spiritradio.com.au</a>	<a href="http://redfm.com.au">redfm.com.au</a>
<b>Description of Content/Format</b>	Music, Sports & Shows	Music, Sports & Shows
<b>Demographic Profile of Station Audience</b>	30-54	18-39

# GERALDTON

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Geraldton is situated on the coast approximately 420 kilometres north of Perth. The area is believed to be the site of the first European landing in Australia when the Batavia ran aground on the Abrolhos Islands. Being on the coast, Geraldton has a large fishing fleet, most of which is dedicated to cray fishing.

In comparison to the 2011 census, the population within the radio licence area of Geraldton has increased by 3.87% to 44,950. 50% of Geraldton's population is aged under 40. The birthplace for 81% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

8,564 people (19%) were attending an educational institution in 2016, with 48% of these in infants or primary, 36% attending a secondary educational institution, 10% attending TAFE and 7% attending university or another tertiary institution. 14,885 people (33%) already have a tertiary qualification; 24% of these have a degree and 76% have a certificate, diploma or another tertiary qualification.

Of the total dwellings in Geraldton (15,954), 32% are owned outright and 35% are mortgaged. Private rental properties represent 24% of total dwellings. 20% of the total households in Geraldton have a household income range between \$21,000 – \$41,999pa, 20% between \$42,000 – \$77,999pa and 11% between \$78,000 – \$103,999pa.

## AGRICULTURE

Western Australia is one of the biggest producers of grain in the world. In the Geraldton radio licence area, over 259 thousand tonnes of wheat for grain and over 269 thousand tonnes of cereal crops for grain were produced.

The mid-west also produces significant quantities of wool, sheep for meat, cattle, goats and farmed aquaculture products. The farms in the region support over 116 thousand sheep and lambs.

## MINING

Mining and mineral production continues to dominate the region's economy. The LNG, iron ore, gold and lithium industries will continue to be the major drivers of growth in the State's economy.

Geraldton is considered the Mining Hub of the Mid West, and is home to Karara Mining, the largest mining operation and the first magnetite mine in the Mid West.

## EMPLOYMENT

The majority (56%) of the labour force of 21,156 is employed full time. The cray fishing industry is a significant employer for both boat crews and in seafood processing. Agriculture, Forestry and Fishing account for over 6% of employment in the region. 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.

# GERALDTON

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	19,217	19,577	38,794	86.3%
0-9 years	3,053	3,103	6,156	13.7%
10-17 years	2,478	2,547	5,025	11.18%
18-24 years	1,735	1,647	3,382	7.52%
25-39 years	3,861	4,054	7,915	17.61%
40-54 years	4,754	4,921	9,675	21.52%
55-64 years	2,927	2,929	5,856	13.03%
65-74 years	2,086	2,074	4,160	9.25%
75+ years	1,376	1,405	2,781	6.19%
Total 2011 population	21,645	21,630	43,275	
<b>Total 2016 population</b>	<b>22,270</b>	<b>22,680</b>	<b>44,950</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>3.87%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	11,742	55.5%
Part-time employed	6,301	29.78%
Not stated employed	1,297	6.13%
Unemployed	1,816	8.58%
<b>Total labour force</b>	<b>21,156</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	345	2.18%
\$7,750 – \$20,999	926	5.84%
\$21,000 – \$41,999	3,096	19.53%
\$42,000 – \$77,999	3,227	20.35%
\$78,000 – \$103,999	1,736	10.95%
\$104,000 – \$129,999	1,581	9.97%
\$130,000 – \$155,999	903	5.7%
\$160,000 – \$181,999	622	3.92%
\$182,000 – \$207,999	446	2.81%
\$208,000+	706	4.45%
Not stated	2,266	14.29%
<b>Total households</b>	<b>15,854</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	4,702	39.79%
Couple families – No children	4,997	42.29%
Single parents	1,966	16.64%
Other families	151	1.28%
<b>Total families</b>	<b>11,816</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	5,416	28.01%
Technicians & trade workers/ Community & personal service workers	5,387	27.86%
Clerical & administrative workers	2,367	12.24%
Sales workers	1,783	9.22%
Machinery operators & drivers/Labourers	4,047	20.93%
Not stated	335	1.73%
<b>Total</b>	<b>19,335</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	1,297	6.81%
Mining	1,040	5.46%
Manufacturing/Electricity, gas, water & waste services/Construction	2,611	13.71%
Wholesale trade/Retail trade/ Accommodation & food services	3,746	19.67%
Transport, postal & warehousing/ Information, media & communications	1,357	7.12%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,048	5.5%
Professional scientific & technical services	731	3.84%
Public administration & safety	1,241	6.52%
Education & training/Health care & social assistance	4,168	21.88%
Arts & recreation services	153	0.8%
Other services	813	4.27%
Not stated	842	4.42%
<b>Total</b>	<b>19,047</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	199,075
Alcoholic beverages	25,852
Clothing & footwear	34,944
Household furnishings & equipment	50,689
Furniture & floor covering	17,271
Household appliances	13,253
Household services & operation	35,884
Medical care & health expenses	80,542
Motor vehicle purchase	25,181
Motor vehicle running costs	115,714
Recreation	148,738
Recreational & educational equipment	34,928
Holidays	66,291
Personal care	24,535

# GERALDTON

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,025	2,052	4,077	9.07%
Secondary	1,521	1,553	3,074	6.84%
TAFE	297	541	838	1.86%
University	117	458	575	1.28%
<b>Total</b>	<b>3,960</b>	<b>4,604</b>	<b>8,564</b>	<b>19.05%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	5,183	32.49%
Mortgaged	5,527	34.64%
Private rental	3,809	23.87%
Housing authority/Not stated	1,348	8.45%
Other tenure type	87	0.55%
<b>Total dwellings</b>	<b>15,954</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	3,593	7.99%
Certificate	11,292	25.12%
<b>Total</b>	<b>14,885</b>	<b>33.11%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	310	5.87%
\$450 – \$799 per month	296	5.61%
\$800 – \$999 per month	299	5.67%
\$1,000 – \$1,799 per month	1,810	34.3%
\$1,800 – \$2,399 per month	1,243	23.56%
\$2,400 – \$2,999 per month	587	11.12%
\$3,000 – \$3,999 per month	380	7.2%
\$4,000+ per month	174	3.3%
Not stated	178	3.37%
<b>Total mortgaged dwellings</b>	<b>5,277</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	784	4.85%
1 vehicle	4,839	29.93%
2+ vehicles	9,938	61.47%
Not stated	606	3.75%
<b>Total</b>	<b>16,167</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	758,357
Cereal crops – Wheat for grain – Production (t)	259,396
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	9,100
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	269,667
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	262
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.)	48
Fruit & nuts – Grapes – Total area (ha)	14
Livestock – Sheep & lambs – Total (no.)	116,537
Livestock – Dairy cattle – Total (no.)	63
Livestock – Meat cattle – Total (no.)	6,247

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	12,743	79.11%
Internet not accessed from dwelling	2,910	18.07%
Not stated	454	2.82%
<b>Total</b>	<b>16,107</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	17,750	17,617	35,367	80.52%
Europe	1,188	1,329	2,517	5.73%
Africa & Middle East	302	319	621	1.41%
Asia	347	597	944	2.15%
Americas	21	41	62	0.14%
Other	2,294	2,118	4,412	10.04%
<b>Total</b>	<b>21,902</b>	<b>22,021</b>	<b>43,923</b>	<b>100%</b>