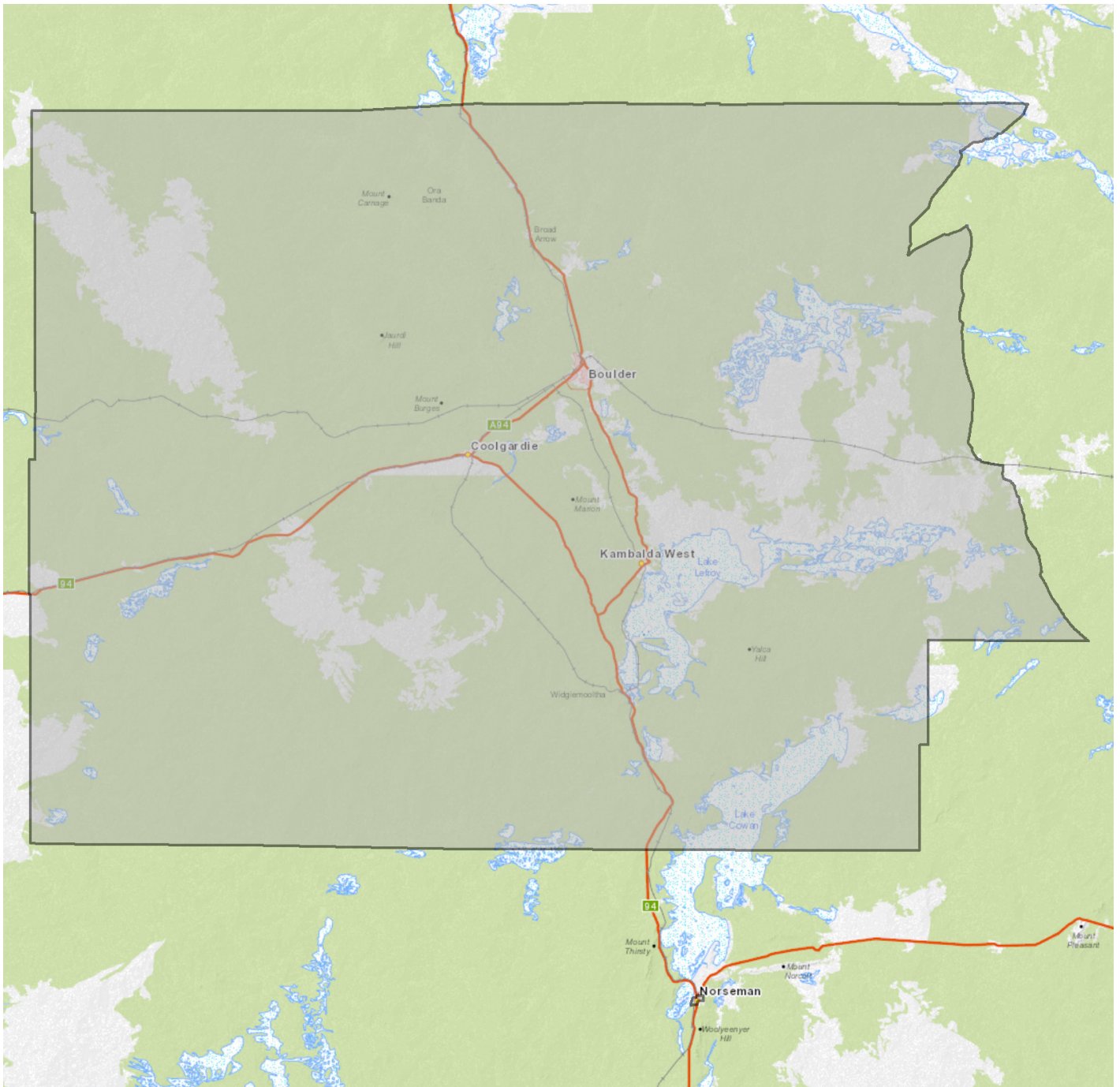


KALGOORLIE

HIT97.9 • TRIPLE M 981AM



Station Name	Hit97.9	Triple M 981AM
Call Sign	6KAR	6KG
Frequency	97.9 MHz	981 kHz
Network	Southern Cross Austereo	Southern Cross Austereo
Address	PO Box 10067, Kalgoorlie, WA 6430	PO Box 10067, Kalgoorlie, WA 6430
Phone	08 9021 2666	08 9021 2666
Fax	08 9091 2209	08 9091 2209
Email	kalgoorliereception@sca.com.au	wa@triplem.com.au
Web Address	hit.com.au/kalgoorlie	triplem.com.au/goldfields
Description of Content/Format	Hot Adult Contemporary	Classic Hits
Demographic Profile of Station Audience	18-39	40-59

KALGOORLIE

Kalgoorlie is a mining town located 600 kilometres east of Perth and 400 kilometres inland from the south coast on the Trans Australian Railway in the dry Eastern Goldfields region of Western Australia. Although Kalgoorlie's fortune is largely dependent on the price of gold, nickel mining is also big business in the region as are the huge pastoral properties that stretch out into the Nullarbor Plain. As the regional centre for the Eastern Goldfields, it services Kambalda, Coolgardie, Norseman, Menzies, Leonora, Laverton and the many mine sites and isolated mining camps in the region.

In comparison to the 2011 census, the population of the radio licence area of Kalgoorlie has decreased by 6.16% to 34,685. Like many mining towns Kalgoorlie has a young population, with over two thirds of the population aged less than 40 years. The birthplace for over 76% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

6,634 people (19%) were attending an educational institution in 2016, with 50% of these in infants or primary, 31% attending a secondary educational institution, 9% attending university or another tertiary institution and 10% attending TAFE. 11,426 people (33%) already have a tertiary qualification; of these, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (11,436) in Kalgoorlie, 19% are owned outright and 41% are mortgaged. Private rental properties represent 31% of total dwellings. 11% of the total households in Kalgoorlie have a household income range between \$21,000 – \$41,999pa, 15% between \$42,000 – \$77,999pa and 12% between \$78,000 – \$103,999pa.

AGRICULTURE

The major focus in Kalgoorlie is mining, its associated support industries and the pastoral industry. It is a bustling, vibrant city, a centre of exploration and mining, and home to professionals, well paid miners and contractors.

There are a number of large pastoral properties around Kalgoorlie that produce wool. The stations in the area support over 5 thousand sheep and lambs and over 6 thousand beef cattle.

EMPLOYMENT

The majority (67%) of the labour force of 18,115 is employed full time. Over 27% of the workforce is employed in the mining industry. In addition to gold, nickel mining is also important in the region, with the Kalgoorlie nickel smelter processing ore from around the area.

The main industries of employment are:

- Mining;
- 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	15,433	13,670	29,103	83.91%
0-9 years	2,825	2,757	5,582	16.09%
10-17 years	1,753	1,756	3,509	10.12%
18-24 years	1,556	1,414	2,970	8.56%
25-39 years	4,503	4,229	8,732	25.18%
40-54 years	4,199	3,520	7,719	22.25%
55-64 years	2,112	1,671	3,783	10.91%
65-74 years	1,010	687	1,697	4.89%
75+ years	300	393	693	2.00%
Total 2011 population	19,616	17,347	36,963	
Total 2016 population	18,258	16,427	34,685	100%
% change 2011-2016			-6.16%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	12,164	67.15%
Part-time employed	3,755	20.73%
Not stated employed	1,074	5.93%
Unemployed	1,122	6.19%
Total labour force	18,115	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	155	1.36%
\$7,750 – \$20,999	423	3.72%
\$21,000 – \$41,999	1,179	10.36%
\$42,000 – \$77,999	1,683	14.78%
\$78,000 – \$103,999	1,408	12.37%
\$104,000 – \$129,999	1,635	14.36%
\$130,000 – \$155,999	931	8.18%
\$160,000 – \$181,999	776	6.82%
\$182,000 – \$207,999	771	6.77%
\$208,000+	1,052	9.24%
Not stated	1,372	12.05%
Total households	11,385	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	4,055	49.31%
Couple families – No children	2,915	35.45%
Single parents	1,159	14.09%
Other families	95	1.16%
Total families	8,224	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	3,804	22.4%
Technicians & trade workers/ Community & personal service workers	5,168	30.43%
Clerical & administrative workers	1,766	10.4%
Sales workers	1,251	7.37%
Machinery operators & drivers/Labourers	4,675	27.53%
Not stated	320	1.88%
Total	16,984	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	129	0.76%
Mining	4,682	27.67%
Manufacturing/Electricity, gas, water & waste services/Construction	1,959	11.58%
Wholesale trade/Retail trade/ Accommodation & food services	2,743	16.21%
Transport, postal & warehousing/ Information, media & communications	1,001	5.92%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	832	4.92%
Professional scientific & technical services	445	2.63%
Public administration & safety	1,000	5.91%
Education & training/Health care & social assistance	2,542	15.02%
Arts & recreation services	143	0.85%
Other services	805	4.76%
Not stated	641	3.79%
Total	16,922	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	142,688
Alcoholic beverages	18,529
Clothing & footwear	25,046
Household furnishings & equipment	36,331
Furniture & floor covering	12,379
Household appliances	9,499
Household services & operation	25,720
Medical care & health expenses	57,729
Motor vehicle purchase	18,048
Motor vehicle running costs	82,938
Recreation	106,609
Recreational & educational equipment	25,034
Holidays	47,514
Personal care	17,585

KALGOORLIE

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	1,633	1,656	3,289	9.48%
Secondary	1,012	1,022	2,034	5.86%
TAFE	229	457	686	1.98%
University	294	331	625	1.8%
Total	3,168	3,466	6,634	19.13%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	2,119	18.53%
Mortgaged	4,670	40.84%
Private rental	3,582	31.32%
Housing authority/Not stated	1,056	9.23%
Other tenure type	9	0.08%
Total dwellings	11,436	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	3,078	8.87%
Certificate	8,348	24.07%
Total	11,426	32.94%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	139	3.1%
\$450 – \$799 per month	198	4.41%
\$800 – \$999 per month	221	4.92%
\$1,000 – \$1,799 per month	1,698	37.82%
\$1,800 – \$2,399 per month	1,157	25.77%
\$2,400 – \$2,999 per month	490	10.91%
\$3,000 – \$3,999 per month	318	7.08%
\$4,000+ per month	104	2.32%
Not stated	165	3.67%
Total mortgaged dwellings	4,490	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	515	4.49%
1 vehicle	3,534	30.81%
2+ vehicles	6,952	60.6%
Not stated	471	4.11%
Total	11,472	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,094,707
Cereal crops – Wheat for grain – Production (t)	2,841
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	2,193
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	5,121
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.)	5,759
Livestock – Dairy cattle – Total (no.)	0
Livestock – Meat cattle – Total (no.)	6,323

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	9,398	81.14%
Internet not accessed from dwelling	1,860	16.06%
Not stated	324	2.8%
Total	11,582	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	13,660	12,354	26,014	76.04%
Europe	621	550	1,171	3.42%
Africa & Middle East	486	476	962	2.81%
Asia	714	810	1,524	4.45%
Americas	10	38	48	0.14%
Other	2,474	2,017	4,491	13.13%
Total	17,965	16,245	34,210	100%