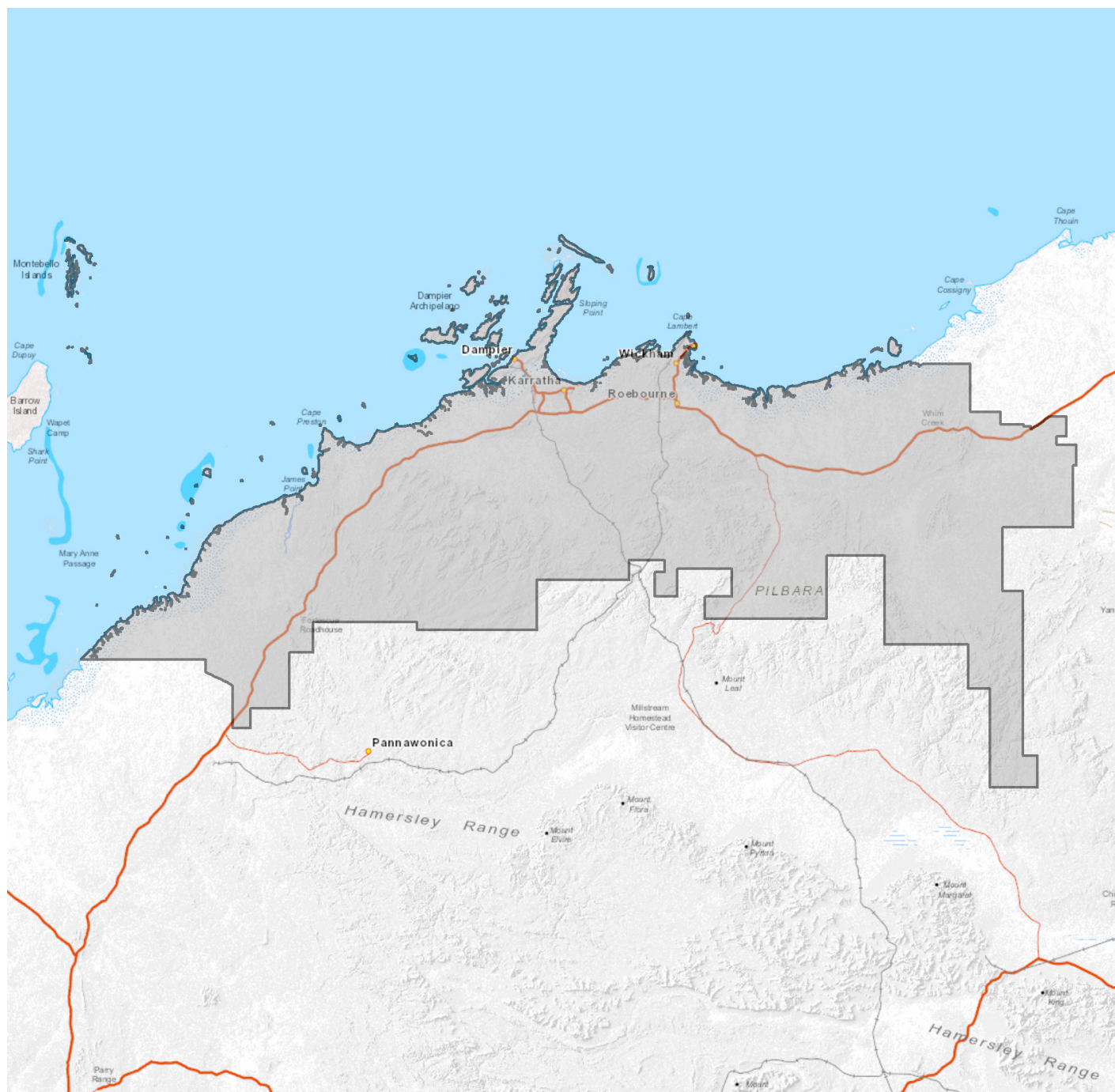


# KARRATHA

SPirit RADIO • RED FM



<b>Station Name</b>	Spirit Radio	Red FM
<b>Call Sign</b>	6KA	6RED
<b>Frequency</b>	102.5 MHz	106.5 MHz
<b>Network</b>	Redwave Media	Redwave Media
<b>Address</b>	PO Box 153, Perth, WA 6840	PO Box D162, Perth, WA 6840
<b>Phone</b>	08 9144 4333	08 9144 4333
<b>Fax</b>	08 9144 2944	08 9144 2944
<b>Email</b>	karratha@spiritradio.com.au	karratha@spiritradio.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: 60s, 70s, 80s	Top 40
<b>Demographic Profile of Station Audience</b>	30-54	18-39

# KARRATHA

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Karratha is located 1,500 kilometres north of Perth on the North West Coastal Highway. Karratha is a modern and well serviced town situated right in the heart of “The Central Pilbara Coast” and has some of the world’s richest mineral deposits and most spectacular scenery in Karijini National Park.

In comparison to the 2011 census, the population within the radio licence area of Karratha has decreased by 10.65% to 25,125. The birthplace for 71% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

4,190 people (17%) were attending an educational institution in 2016; 54% of these in infants or primary, 29% attending a secondary educational institution, 9% attending TAFE and 7% attending university or another tertiary institution. 9,998 people (40%) already have a tertiary qualification; of these, 26% have a degree and 74% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (6,263) in Karratha, 6% are owned outright and 15% are mortgaged. Private rental properties represent nearly 65% of total dwellings.

Given the high wages of many of the miners in the area, Karratha is a very prosperous city; only 4% of households have a household income between \$21,000 – \$41,999pa, 10% between \$42,000 – \$77,999pa and 11% between \$78,000 – \$103,999pa. 39% of households have a household income over \$160,000pa.

## MINING

WA’s West Pilbara Coast and its thriving hub Karratha are home to large mining and industry complexes producing salt, iron ore, copper, fertilizers and natural gas. It is often referred to as the ‘engine room of the nation’.

## AGRICULTURE

The farms in the region support over 5 thousand sheep and lambs and over 25 thousand beef cattle. The area also produced 708 thousand tonnes of barley for grain.

## EMPLOYMENT

Nearly 73% of the labour force (14,101) is employed full time. The main industries of employment are:

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

Karratha provides accommodation and services for the employees of Hamersley Iron, Robe River Associates, the Dampier Salt Company and the workers on the North West Shelf Gas and Petroleum project.

# KARRATHA

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	12,995	8,177	21,172	84.27%
0-9 years	2,098	1,855	3,953	15.73%
10-17 years	1,125	1,006	2,131	8.48%
18-24 years	1,025	752	1,777	7.07%
25-39 years	5,104	3,176	8,280	32.96%
40-54 years	4,085	2,338	6,423	25.56%
55-64 years	1,366	723	2,089	8.31%
65-74 years	268	160	428	1.7%
75+ years	22	22	44	0.18%
Total 2011 population	17,922	10,199	28,121	
<b>Total 2016 population</b>	<b>15,093</b>	<b>10,032</b>	<b>25,125</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>-10.65%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	10,291	72.98%
Part-time employed	2,223	15.76%
Not stated employed	906	6.43%
Unemployed	681	4.83%
<b>Total labour force</b>	<b>14,101</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	27	0.44%
\$7,750 – \$20,999	87	1.41%
\$21,000 – \$41,999	244	3.95%
\$42,000 – \$77,999	615	9.96%
\$78,000 – \$103,999	611	9.9%
\$104,000 – \$129,999	946	15.32%
\$130,000 – \$155,999	514	8.33%
\$160,000 – \$181,999	444	7.19%
\$182,000 – \$207,999	700	11.34%
\$208,000+	1,268	20.54%
Not stated	717	11.62%
<b>Total households</b>	<b>6,173</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	2,677	54.91%
Couple families – No children	1,631	33.46%
Single parents	519	10.65%
Other families	48	0.98%
<b>Total families</b>	<b>4,875</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	3,031	22.53%
Technicians & trade workers/ Community & personal service workers	4,647	34.54%
Clerical & administrative workers	1,390	10.33%
Sales workers	621	4.62%
Machinery operators & drivers/Labourers	3,500	26.02%
Not stated	264	1.96%
<b>Total</b>	<b>13,453</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	74	0.56%
Mining	3,104	23.29%
Manufacturing/Electricity, gas, water & waste services/Construction	2,841	21.32%
Wholesale trade/Retail trade/ Accommodation & food services	1,556	11.68%
Transport, postal & warehousing/ Information, media & communications	823	6.18%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	828	6.21%
Professional scientific & technical services	812	6.09%
Public administration & safety	712	5.34%
Education & training/Health care & social assistance	1,394	10.46%
Arts & recreation services	60	0.45%
Other services	388	2.91%
Not stated	735	5.52%
<b>Total</b>	<b>13,327</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	77,699
Alcoholic beverages	10,090
Clothing & footwear	13,639
Household furnishings & equipment	19,784
Furniture & floor covering	6,741
Household appliances	5,172
Household services & operation	14,005
Medical care & health expenses	31,436
Motor vehicle purchase	9,828
Motor vehicle running costs	45,163
Recreation	58,053
Recreational & educational equipment	13,632
Holidays	25,873
Personal care	9,576

# KARRATHA

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	1,210	1,058	2,268	9.03%
Secondary	681	552	1,233	4.91%
TAFE	174	208	382	1.52%
University	103	204	307	1.22%
<b>Total</b>	<b>2,168</b>	<b>2,022</b>	<b>4,190</b>	<b>16.68%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	405	6.47%
Mortgaged	925	14.77%
Private rental	4,055	64.75%
Housing authority/Not stated	842	13.44%
Other tenure type	36	0.57%
<b>Total dwellings</b>	<b>6,263</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	2,614	10.4%
Certificate	7,384	29.39%
<b>Total</b>	<b>9,998</b>	<b>39.79%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	22	2.83%
\$450 – \$799 per month	6	0.77%
\$800 – \$999 per month	12	1.54%
\$1,000 – \$1,799 per month	109	14.01%
\$1,800 – \$2,399 per month	176	22.62%
\$2,400 – \$2,999 per month	101	12.98%
\$3,000 – \$3,999 per month	165	21.21%
\$4,000+ per month	180	23.14%
Not stated	7	0.9%
<b>Total mortgaged dwellings</b>	<b>778</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	256	4.04%
1 vehicle	1,564	24.68%
2+ vehicles	4,244	66.98%
Not stated	272	4.29%
<b>Total</b>	<b>6,336</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	632,210
Cereal crops – Wheat for grain – Production (t)	0
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	708
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	708
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.)	5,469
Livestock – Dairy cattle – Total (no.)	0
Livestock – Meat cattle – Total (no.)	25,463

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	5,442	86.01%
Internet not accessed from dwelling	714	11.28%
Not stated	171	2.7%
<b>Total</b>	<b>6,327</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	10,227	7366	17,593	70.83%
Europe	857	372	1,229	4.95%
Africa & Middle East	272	174	446	1.8%
Asia	866	606	1,472	5.93%
Americas	56	30	86	0.35%
Other	2,712	1,302	4,014	16.16%
<b>Total</b>	<b>14,990</b>	<b>9,850</b>	<b>24,840</b>	<b>100%</b>