

# KATANNING

HIT94.9 • TRIPLE M GREAT SOUTHERN



<b>Station Name</b>	Hit94.9	Triple M Great Southern
<b>Call Sign</b>	6KAN	6WB
<b>Frequency</b>	94.9 MHz	1071 kHz
<b>Network</b>	Southern Cross Austereo	Southern Cross Austereo
<b>Address</b>	125 Fitzgerald Street, Northam, WA 6401	6/121 Clive St, Katanning, WA 6317
<b>Phone</b>	08 9622 2777	08 9622 2777
<b>Fax</b>	-	-
<b>Email</b>	narrogin.reception@sca.com.au	wa@triplem.com.au
<b>Web Address</b>	<a href="http://hit.com.au/wheatbelt">hit.com.au/wheatbelt</a>	<a href="http://triplem.com.au/greatsouthern">triplem.com.au/greatsouthern</a>
<b>Description of Content/Format</b>	Hot Adult Contemporary	Classic Hits
<b>Demographic Profile of Station Audience</b>	18-39	40-59

# KATANNING

---

Katanning is situated on the Great Southern Highway, 295 kilometres southeast of Perth. The majestic Stirling Ranges and associated National Park, known for its rugged terrain and fabulous wildflowers, are located just 80 kilometres south of the town.

Katanning is a thriving agricultural township in the heart of the Great Southern region. Buyers from around Australia are attracted to the area for the large sheep stock sales.

In comparison to the 2011 census, the population within the radio licence area of Katanning has decreased by 0.93% to 20,422. The birthplace for 79% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

3,028 people (15%) were attending an educational institution in 2016, with 63% of these in infants or primary, 27% attending a secondary educational institution, 6% attending TAFE and 3% attending university or another tertiary institution. 6,017 people already have a tertiary qualification; 28% have a degree and 72% have a certificate, diploma or another tertiary qualification.

Stability within the property market is reflected in the ownership of homes. Of the total dwellings (7,346) in Katanning, 44% are owned outright and 26% are mortgaged. Private rental properties represent 21% of total dwellings.

21% of the total households in Katanning have a household income range between \$21,000 – \$41,999pa, 25% between \$42,000 – \$77,999pa and 12% between \$78,000 – \$103,999pa.

## AGRICULTURE

Katanning is an important manufacturing centre and home to large agricultural machinery manufacturers and an abattoir. This thriving agricultural township in the heart of the Great Southern region hosts large stock sales, especially sheep.

Wheat and wool dominate the farming around Katanning. The farms in the region support over 3.7 million sheep and lambs.

The countryside around Katanning is renowned for its high quality grain. Over 777 thousand tonnes of wheat for grain, 588 thousand tonnes of barley for grain and 1.5 million tonnes of cereals for grain were produced.

The state's leading cattle studs are located around Katanning. There are over 33 thousand beef cattle in the area.

## EMPLOYMENT

The majority (63%) of the labour force of 10,191 is employed full time. Katanning is an important manufacturing centre with some of the state's largest agricultural machinery manufacturers based in the district. There are also brickworks, stock feed manufacturers, bulk grain silo manufacturers, superphosphate works and an abattoir which provide employment in the area. The main industries of employment are:

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

# KATANNING

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	9,103	8,254	17,357	84.99%
0-9 years	1,556	1,509	3,065	15.01%
10-17 years	796	732	1,528	7.48%
18-24 years	608	469	1,077	5.27%
25-39 years	1,798	1,815	3,613	17.69%
40-54 years	2,275	2,048	4,323	21.17%
55-64 years	1,772	1,520	3,292	16.12%
65-74 years	1,237	1,058	2,295	11.24%
75+ years	617	612	1,229	6.02%
Total 2011 population	10,693	9,920	20,613	
<b>Total 2016 population</b>	<b>10,659</b>	<b>9,763</b>	<b>20,422</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>-0.93%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	6,369	62.5%
Part-time employed	2,755	27.03%
Not stated employed	668	6.55%
Unemployed	399	3.92%
<b>Total labour force</b>	<b>10,191</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	121	1.65%
\$7,750 – \$20,999	348	4.74%
\$21,000 – \$41,999	1,509	20.54%
\$42,000 – \$77,999	1,868	25.42%
\$78,000 – \$103,999	847	11.53%
\$104,000 – \$129,999	690	9.39%
\$130,000 – \$155,999	371	5.05%
\$160,000 – \$181,999	212	2.89%
\$182,000 – \$207,999	168	2.29%
\$208,000+	313	4.26%
Not stated	901	12.26%
<b>Total households</b>	<b>7,348</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	2,092	39.47%
Couple families – No children	2,633	49.68%
Single parents	538	10.15%
Other families	37	0.7%
<b>Total families</b>	<b>5,300</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	4,472	45.58%
Technicians & trade workers/ Community & personal service workers	1,697	17.3%
Clerical & administrative workers	829	8.45%
Sales workers	487	4.96%
Machinery operators & drivers/Labourers	2,190	22.32%
Not stated	137	1.4%
<b>Total</b>	<b>9,812</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	4,138	42.83%
Mining	141	1.46%
Manufacturing/Electricity, gas, water & waste services/Construction	821	8.5%
Wholesale trade/Retail trade/ Accommodation & food services	1,217	12.6%
Transport, postal & warehousing/ Information, media & communications	377	3.9%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	228	2.36%
Professional scientific & technical services	215	2.23%
Public administration & safety	507	5.25%
Education & training/Health care & social assistance	1,363	14.11%
Arts & recreation services	26	0.27%
Other services	269	2.78%
Not stated	360	3.73%
<b>Total</b>	<b>9,662</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	91,670
Alcoholic beverages	11,904
Clothing & footwear	16,091
Household furnishings & equipment	23,341
Furniture & floor covering	7,953
Household appliances	6,102
Household services & operation	16,524
Medical care & health expenses	37,088
Motor vehicle purchase	11,595
Motor vehicle running costs	53,284
Recreation	68,490
Recreational & educational equipment	16,083
Holidays	30,525
Personal care	11,297

# KATANNING

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	956	945	1,901	9.31%
Secondary	424	408	832	4.07%
TAFE	62	131	193	0.95%
University	18	84	102	0.5%
<b>Total</b>	<b>1,460</b>	<b>1,568</b>	<b>3,028</b>	<b>14.83%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	3,196	43.51%
Mortgaged	1,884	25.65%
Private rental	1,475	20.08%
Housing authority/Not stated	685	9.32%
Other tenure type	106	1.44%
<b>Total dwellings</b>	<b>7,346</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	1,702	8.33%
Certificate	4,315	21.13%
<b>Total</b>	<b>6,017</b>	<b>29.46%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	366	21.37%
\$450 – \$799 per month	228	13.31%
\$800 – \$999 per month	154	8.99%
\$1,000 – \$1,799 per month	579	33.8%
\$1,800 – \$2,399 per month	164	9.57%
\$2,400 – \$2,999 per month	45	2.63%
\$3,000 – \$3,999 per month	45	2.63%
\$4,000+ per month	50	2.92%
Not stated	82	4.79%
<b>Total mortgaged dwellings</b>	<b>1,713</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	234	3.17%
1 vehicle	1,644	22.29%
2+ vehicles	5,173	70.12%
Not stated	326	4.42%
<b>Total</b>	<b>7,377</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	2,275,218
Cereal crops – Wheat for grain – Production (t)	777,903
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	588,200
Cereal crops – Sorghum for grain – Production (t)	318
Cereal crops – Total for grain – Production (t)	1,536,908
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	1
Fruit & nuts – Avocados – Production (kg)	11,914
Fruit & nuts – Apples – Production (kg)	15,083
Fruit & nuts – Nectarines – Production (kg)	7,588
Fruit & nuts – Peaches – Production (kg)	3,535
Fruit & nuts – Nuts – Total trees (no.)	31,085
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	146,219
Fruit & nuts – Grapes – Total area (ha)	1,055
Livestock – Sheep & lambs – Total (no.)	3,712,535
Livestock – Dairy cattle – Total (no.)	578
Livestock – Meat cattle – Total (no.)	33,925

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	5,723	76.5%
Internet not accessed from dwelling	1,553	20.76%
Not stated	205	2.74%
<b>Total</b>	<b>7,481</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	8,510	7,601	16,111	79.3%
Europe	441	489	930	4.58%
Africa & Middle East	117	66	183	0.9%
Asia	244	247	491	2.42%
Americas	10	15	25	0.12%
Other	1,345	1,232	2,577	12.68%
<b>Total</b>	<b>10,667</b>	<b>9,650</b>	<b>20,317</b>	<b>100%</b>