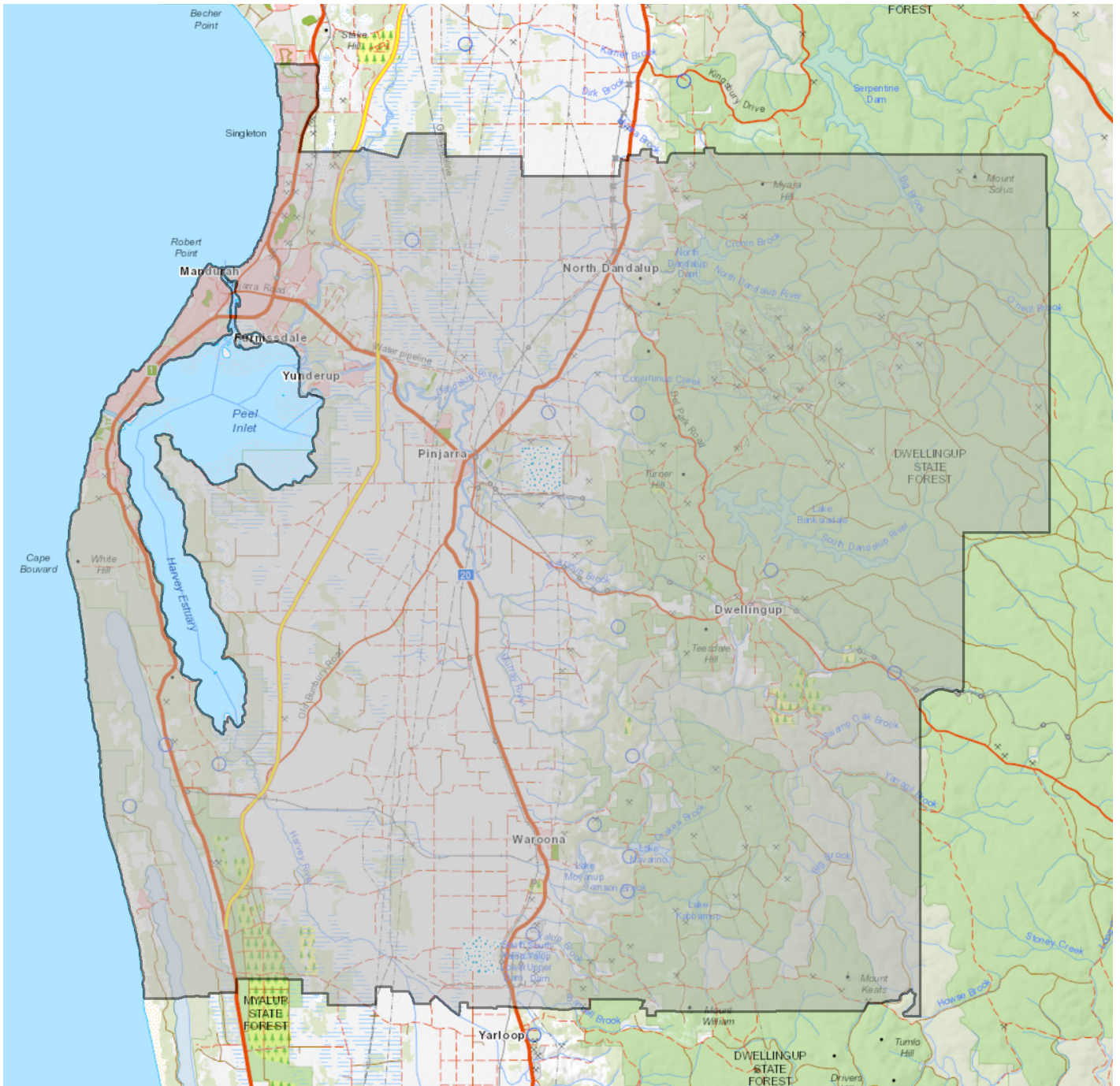


MANDURAH

COAST FM MANDURAH • 91.7 THE WAVE



Station Name	Coast FM Mandurah	91.7 The Wave
Call Sign	6CST	6MM
Frequency	97.3 MHz	91.7 MHz
Network	West Coast Radio	West Coast Radio
Address	PO Box 688, Mandurah, WA 6210	PO Box 688, Mandurah, WA 6210
Phone	08 9581 2666	08 9581 2666
Fax	08 9581 2786	08 9581 2786
Email	frontdesk@coastlive.com.au	frontdesk@917thewave.com.au
Web Address	coastlive.com.au	917thewave.com.au
Description of Content/Format	Music	Music
Demographic Profile of Station Audience	18-39	40-64

MANDURAH

Mandurah is situated on the Western Australian coast midway between Perth and Bunbury. The region is better known as the Holiday Coast and covers the area from Rockingham to the north of Bunbury, attracting many visitors with the lure of warm summers and mild winters. The rural region incorporates Serpentine, Jarrahdale, Pinjarra, Waroona, North Dandalup, Harvey and Boddington.

In comparison to the 2011 census, the population within the radio licence area of Mandurah has increased by 15.99% to 119,707. The birthplace for 72% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

23,289 people (19%) were attending an educational institution in 2016, with 46% of these in infants or primary, 34% attending a secondary educational institution, 12% attending university or another tertiary institution and 8% attending TAFE. Of the 43,078 people (36%) who already have a tertiary qualification, 23% have a degree and 77% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (43,400) in Mandurah, 31% are owned outright and 40% are mortgaged. Private rental properties represent 23% of total dwellings. 22% of the total households in Mandurah have a household income range between \$21,000 – \$41,999pa, 21% between \$42,000 – \$77,999pa and 10% between \$78,000 – \$103,999pa.

All major banks, car dealers, fast-food restaurants, hardware/home improvement and an extensive selection of national retail, chain and independent stores are represented in the district.

AGRICULTURE

The southern area of the region also has a strong orchard zone with “Harvey Fresh”, the major supplier of fruit juices in Western Australia. Over 225 thousand kilograms of apples were produced within the region. The area holds nearly 14 thousand orchard fruit trees (including nuts).

EMPLOYMENT

The majority (53%) of the labour force of 53,437 is employed full time. The Holiday Coast is fast becoming an extension of Perth with most people living within an hour of the states’ capital. Along with Alcoa—a major employer in the district—tourism and a thriving retail sector provide long-term employment, which is a key to the region’s stability.

The main industries of employment are:

- Manufacturing/Electricity Gas Water and Waste Services/Construction;
- Education and Training/Health Care and Social Services; and
- Wholesale Trade/Retail Trade/Accommodation and Food Services.

MANDURAH

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	50,983	53,221	104,204	87.05%
0-9 years	7,872	7,631	15,503	12.95%
10-17 years	6,355	5,865	12,220	10.21%
18-24 years	4,672	4,506	9,178	7.67%
25-39 years	9,613	10,490	20,103	16.79%
40-54 years	11,846	12,308	24,154	20.18%
55-64 years	6,981	7,675	14,656	12.24%
65-74 years	6,782	6,965	13,747	11.48%
75+ years	4,734	5,412	10,146	8.48%
Total 2011 population	51,256	51,947	103,203	
Total 2016 population	58,855	60,852	119,707	100%
% change 2011-2016			15.99%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	28,185	52.74%
Part-time employed	16,597	31.06%
Not stated employed	3,251	6.08%
Unemployed	5,404	10.11%
Total labour force	53,437	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	907	2.09%
\$7,750 – \$20,999	2,125	4.9%
\$21,000 – \$41,999	9,394	21.65%
\$42,000 – \$77,999	9,016	20.78%
\$78,000 – \$103,999	4,373	10.08%
\$104,000 – \$129,999	4,068	9.38%
\$130,000 – \$155,999	2,443	5.63%
\$160,000 – \$181,999	1,494	3.44%
\$182,000 – \$207,999	1,457	3.36%
\$208,000+	2,354	5.43%
Not stated	5,758	13.27%
Total households	43,389	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	13,315	40.53%
Couple families – No children	14,287	43.49%
Single parents	5,043	15.35%
Other families	208	0.63%
Total families	32,853	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	11,295	23.55%
Technicians & trade workers/ Community & personal service workers	15,235	31.77%
Clerical & administrative workers	5,397	11.25%
Sales workers	4,771	9.95%
Machinery operators & drivers/Labourers	10,427	21.74%
Not stated	835	1.74%
Total	47,960	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	885	1.86%
Mining	4,498	9.46%
Manufacturing/Electricity, gas, water & waste services/Construction	9,990	21.01%
Wholesale trade/Retail trade/ Accommodation & food services	9,061	19.05%
Transport, postal & warehousing/ Information, media & communications	1,995	4.19%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	3,034	6.38%
Professional scientific & technical services	1,725	3.63%
Public administration & safety	2,571	5.41%
Education & training/Health care & social assistance	9,320	19.6%
Arts & recreation services	687	1.44%
Other services	1,730	3.64%
Not stated	2,062	4.34%
Total	47,558	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	544,961
Alcoholic beverages	67,587
Clothing & footwear	94,651
Household furnishings & equipment	134,685
Furniture & floor covering	44,495
Household appliances	37,287
Household services & operation	98,167
Medical care & health expenses	224,949
Motor vehicle purchase	65,035
Motor vehicle running costs	322,196
Recreation	394,682
Recreational & educational equipment	92,300
Holidays	175,840
Personal care	67,464

MANDURAH

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	5,372	5,238	10,610	8.86%
Secondary	4,044	3,859	7,903	6.6%
TAFE	843	1,122	1,965	1.64%
University	904	1,907	2,811	2.35%
Total	11,163	12,126	23,289	19.46%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	13,306	30.66%
Mortgaged	17,171	39.56%
Private rental	9,850	22.7%
Housing authority/Not stated	2,086	4.81%
Other tenure type	987	2.27%
Total dwellings	43,400	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	10,079	8.42%
Certificate	32,999	27.57%
Total	43,078	35.99%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	879	5.33%
\$450 – \$799 per month	611	3.77%
\$800 – \$999 per month	545	3.3%
\$1,000 – \$1,799 per month	4,975	30.15%
\$1,800 – \$2,399 per month	4,638	28.11%
\$2,400 – \$2,999 per month	2,093	12.68%
\$3,000 – \$3,999 per month	1,443	8.74%
\$4,000+ per month	672	4.07%
Not stated	645	3.91%
Total mortgaged dwellings	16,501	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,532	3.51%
1 vehicle	14,793	33.87%
2+ vehicles	25,973	59.47%
Not stated	1,378	3.16%
Total	43,676	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	80,494
Cereal crops – Wheat for grain – Production (t)	0
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	470
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	3,574
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	544
Fruit & nuts – Avocados – Production (kg)	168
Fruit & nuts – Apples – Production (kg)	225,730
Fruit & nuts – Nectarines – Production (kg)	25,772
Fruit & nuts – Peaches – Production (kg)	6,727
Fruit & nuts – Nuts – Total trees (no.)	559
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	13,921
Fruit & nuts – Grapes – Total area (ha)	15
Livestock – Sheep & lambs – Total (no.)	37,928
Livestock – Dairy cattle – Total (no.)	4,443
Livestock – Meat cattle – Total (no.)	53,891

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	36,501	83.51%
Internet not accessed from dwelling	6,195	14.17%
Not stated	1,015	2.32%
Total	43,711	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	41,664	42,906	84,570	72%
Europe	8,493	8,884	17,377	14.79%
Africa & Middle East	1,080	1,043	2,123	1.81%
Asia	915	1,516	2,431	2.07%
Americas	223	178	401	0.34%
Other	5,325	5,227	10,552	8.98%
Total	57,700	59,754	117,454	100%