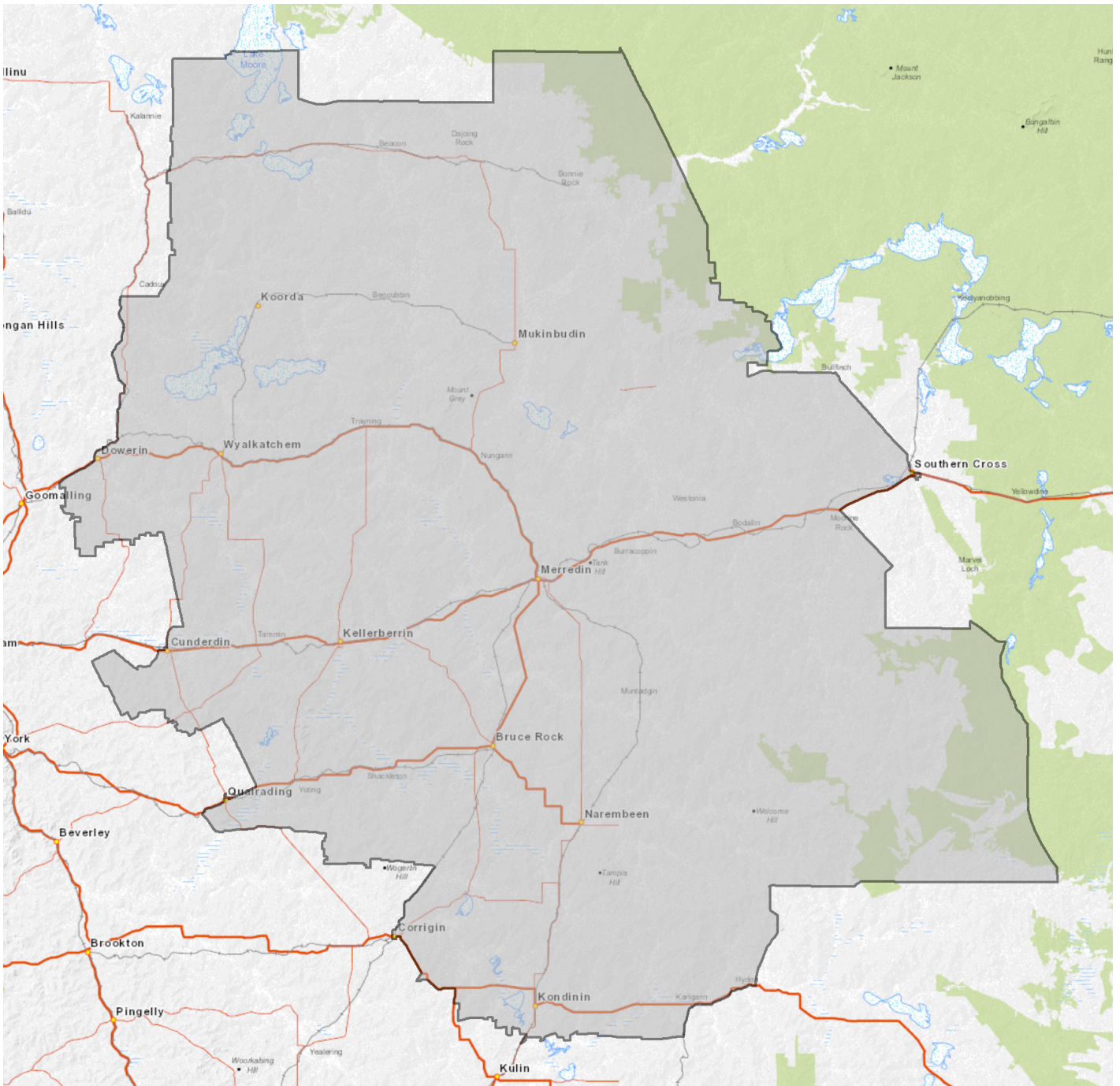


# MERREDIN

HIT 105.1 CENTRAL WHEATBELT • TRIPLE M CENTRAL WHEATBELT 1098



<b>Station Name</b>	Hit 105.1 Central Wheatbelt	Triple M Central Wheatbelt 1098
<b>Call Sign</b>	6MER	6MD
<b>Frequency</b>	105.1 MHz	1098 kHz
<b>Network</b>	Southern Cross Austereo	Southern Cross Austereo
<b>Address</b>	PO Box 264, Merredin, WA 6415	PO Box 264, Merredin, WA 6415
<b>Phone</b>	08 9041 3333	08 9041 3333
<b>Fax</b>	08 9041 1922	-
<b>Email</b>	merredin.reception@sca.com.au	merredin.reception@sca.com.au
<b>Web Address</b>	<a href="http://hit.com.au/wheatbelt">hit.com.au/wheatbelt</a>	<a href="http://triplem.com.au/centralwheatbelt">triplem.com.au/centralwheatbelt</a>
<b>Description of Content/Format</b>	Hot Adult Contemporary	Classic Hits
<b>Demographic Profile of Station Audience</b>	18-39	40-59

# MERREDIN

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Merredin is located 300 kilometres inland, halfway between Perth and Kalgoorlie, in the heart of Western Australia's central Wheatbelt. Rolling plains that produce vast quantities of wheat surround the area. Merredin provides a range of services to the surrounding farming communities and residents of those towns, including telecommunications, rail and other transport and a growing support for mining in the eastern part of the area.

In comparison to the 2011 census, the population within the radio licence area of Merredin has decreased by 2.11% to 17,496. The birthplace for 82% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

2,621 people (15%) were attending an educational institution in 2016, with 59% of those were in infants or primary, 30% attending a secondary educational institution, 7% attending TAFE, and 4% attending university or another tertiary institution. Of 4,713 people (27%) who already have a tertiary qualification, 26% have a degree and 74% have a certificate, diploma or another tertiary qualification.

The stability of the area is reflected in the high level of home ownership. Of the total dwellings (6,438) in Merredin, 46% are owned outright and 22% are mortgaged. Private rental properties represent 22% of total dwellings.

21% of the total households in Merredin have a household income range between \$21,000 – \$41,999pa, 24% between \$42,000 – \$77,999pa and 12% between \$78,000 – \$103,999pa.

## AGRICULTURE

Crops are the major agricultural produce in the region with many farmers also running a variety of stock. Over 1.4 million tonnes of wheat for grain and 1.9 million tonnes of cereal for grain were produced.

The area also produces wool. The farms in the region support over 1.3 million sheep and lambs. In the eastern area of the region, mining has become a major industry and earner for the area.

## EMPLOYMENT

The majority (64%) of the labour force of 8,560 is employed full time. 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.

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	8,143	7,005	15,148	86.58%
0-9 years	1,202	1,146	2,348	13.42%
10-17 years	767	603	1,370	7.83%
18-24 years	614	450	1,064	6.08%
25-39 years	1,543	1,420	2,963	16.94%
40-54 years	1,992	1,718	3,710	21.2%
55-64 years	1,476	1,216	2,692	15.39%
65-74 years	1,110	872	1,982	11.33%
75+ years	641	726	1,367	7.81%
Total 2011 population	9,523	8,351	17,874	
<b>Total 2016 population</b>	<b>9,345</b>	<b>8,151</b>	<b>17,496</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>-2.11%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	5,424	63.36%
Part-time employed	2,193	25.62%
Not stated employed	553	6.46%
Unemployed	390	4.56%
<b>Total labour force</b>	<b>8,560</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	113	1.77%
\$7,750 – \$20,999	311	4.88%
\$21,000 – \$41,999	1,348	21.15%
\$42,000 – \$77,999	1,517	23.8%
\$78,000 – \$103,999	740	11.61%
\$104,000 – \$129,999	543	8.52%
\$130,000 – \$155,999	342	5.36%
\$160,000 – \$181,999	187	2.93%
\$182,000 – \$207,999	149	2.34%
\$208,000+	306	4.8%
Not stated	819	12.85%
<b>Total households</b>	<b>6,375</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	1,702	38.48%
Couple families – No children	2,199	49.72%
Single parents	493	11.15%
Other families	29	0.66%
<b>Total families</b>	<b>4,423</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	3,419	42.1%
Technicians & trade workers/ Community & personal service workers	1,660	20.44%
Clerical & administrative workers	717	8.83%
Sales workers	388	4.78%
Machinery operators & drivers/Labourers	1,825	22.47%
Not stated	113	1.39%
<b>Total</b>	<b>8,122</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,814	35.07%
Mining	379	4.72%
Manufacturing/Electricity, gas, water & waste services/Construction	709	8.84%
Wholesale trade/Retail trade/ Accommodation & food services	931	11.6%
Transport, postal & warehousing/ Information, media & communications	501	6.24%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	223	2.78%
Professional scientific & technical services	121	1.51%
Public administration & safety	530	6.61%
Education & training/Health care & social assistance	1,267	15.79%
Arts & recreation services	35	0.44%
Other services	195	2.43%
Not stated	319	3.98%
<b>Total</b>	<b>8,024</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	80,180
Alcoholic beverages	10,412
Clothing & footwear	14,074
Household furnishings & equipment	20,415
Furniture & floor covering	6,956
Household appliances	5,337
Household services & operation	14,452
Medical care & health expenses	32,439
Motor vehicle purchase	10,142
Motor vehicle running costs	46,605
Recreation	59,906
Recreational & educational equipment	14,067
Holidays	26,699
Personal care	9,881

# MERREDIN

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	798	744	1,542	8.81%
Secondary	436	352	788	4.5%
TAFE	69	106	175	1%
University	22	94	116	0.66%
<b>Total</b>	<b>1,325</b>	<b>1,296</b>	<b>2,621</b>	<b>14.98%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	2,936	45.6%
Mortgaged	1,419	22.04%
Private rental	1,369	21.26%
Housing authority/Not stated	661	10.27%
Other tenure type	53	0.82%
<b>Total dwellings</b>	<b>6,438</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	1,236	7.06%
Certificate	3,477	19.87%
<b>Total</b>	<b>4,713</b>	<b>26.94%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	308	23.58%
\$450 – \$799 per month	247	18.91%
\$800 – \$999 per month	162	12.4%
\$1,000 – \$1,799 per month	391	29.94%
\$1,800 – \$2,399 per month	86	6.58%
\$2,400 – \$2,999 per month	21	1.61%
\$3,000 – \$3,999 per month	24	1.84%
\$4,000+ per month	7	0.54%
Not stated	60	4.59%
<b>Total mortgaged dwellings</b>	<b>1,306</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	297	4.55%
1 vehicle	1,747	26.76%
2+ vehicles	4,181	64.05%
Not stated	303	4.64%
<b>Total</b>	<b>6,528</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	2,562,541
Cereal crops – Wheat for grain – Production (t)	1,488,817
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	388,978
Cereal crops – Sorghum for grain – Production (t)	441
Cereal crops – Total for grain – Production (t)	1,925,994
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	154
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.)	232
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	242
Fruit & nuts – Grapes – Total area (ha)	3
Livestock – Sheep & lambs – Total (no.)	1,344,319
Livestock – Dairy cattle – Total (no.)	10
Livestock – Meat cattle – Total (no.)	10,873

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	4,871	75.71%
Internet not accessed from dwelling	1,403	21.81%
Not stated	160	2.49%
<b>Total</b>	<b>6,434</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	7,529	6,548	14,077	81.55%
Europe	393	397	790	4.58%
Africa & Middle East	45	41	86	0.5%
Asia	234	127	361	2.09%
Americas	0	6	6	0.03%
Other	1,056	885	1,941	11.25%
<b>Total</b>	<b>9,257</b>	<b>8,004</b>	<b>17,261</b>	<b>100%</b>