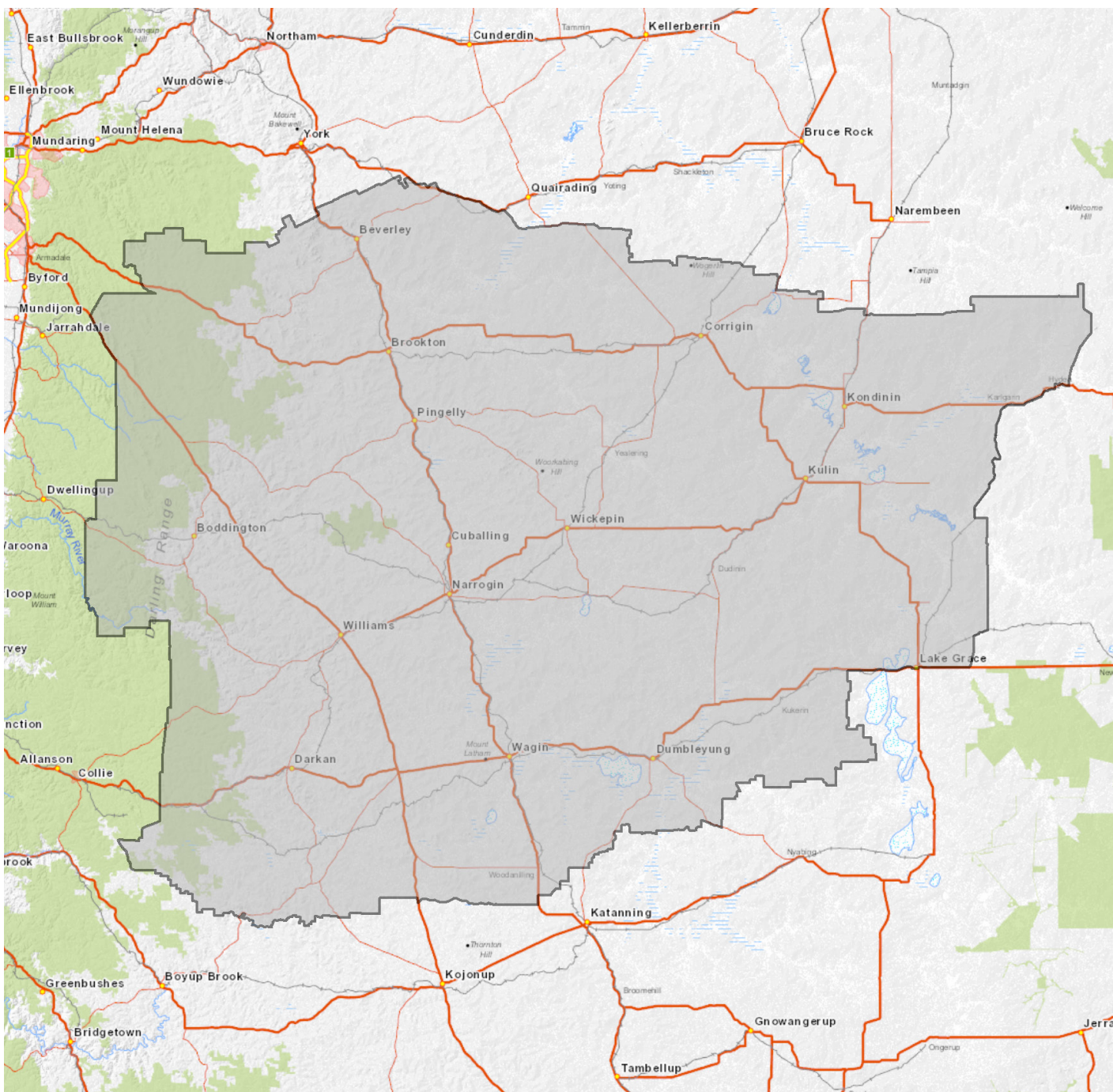


NARROGIN

HIT100.5 • TRIPLE M GREAT SOUTHERN



Station Name	Hit100.5	Triple M Great Southern
Call Sign	6NAN	6NA
Frequency	100.5 MHz	918 kHz
Network	Southern Cross Austereo	Southern Cross Austereo
Address	PO Box 216, Narrogin, WA 6312	19 Fortune St, Narrogin, WA 6312
Phone	08 9881 4000	08 9881 4000
Fax	-	-
Email	narrogin.reception@sca.com.au	narrogin.reception@sca.com.au
Web Address	hit.com.au/wheatbelt	triplem.com.au/greatsouthern
Description of Content/Format	Hot Adult Contemporary	Classic Hits
Demographic Profile of Station Audience	18-39	40-59

NARROGIN

Narrogin is the largest inland town in the Central South region of Western Australia. It is a thriving rural community just two hours from Perth, Albany, Bunbury and Mandurah. On the edge of the rich Central Southern Wheatbelt, Narrogin is in the heart of Western Australia's richest farming land.

In comparison to the 2011 census, the population within the radio licence area of Narrogin has decreased by 1.99% to 25,390. The birthplace for 80% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Narrogin has a wide choice of educational offerings including two State and one private primary schools, a senior high school, agricultural college, residential college and a TAFE campus. 3,798 people (15%) were attending an educational institution in 2016, comprised of 59% in infants or primary, 30% attending a secondary educational institution, 5% attending university or another tertiary institution and 6% attending TAFE. Of the 7,691 people (30%) who already have a tertiary qualification, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

Narrogin has a high level of home ownership reflecting the stability of the region. Of the total dwellings (9,455), 45% are owned outright and 26% are mortgaged. Private rental properties represent 19% of total dwellings. 20% of the total households in Narrogin have a household income range between \$21,000 – \$41,999pa, 24% between \$42,000 – \$77,999pa and 11% between \$78,000 – \$103,999pa.

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

AGRICULTURE

There are over 37 thousand beef cattle and 3.3 million sheep and lambs in the Narrogin radio licence area. Over 688 thousand tonnes of wheat for grain and 539 thousand tonnes of barley for grain were produced. The region produced over 506 thousand kilograms of apples, 56 thousand kilograms of nectarines and 15 thousand kilograms of peaches.

EMPLOYMENT

The majority (60%) of the labour force of 12,341 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.

NARROGIN

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	11,341	10,572	21,913	86.31%
0-9 years	1,766	1,711	3,477	13.69%
10-17 years	1,123	964	2,087	8.22%
18-24 years	745	575	1,320	5.2%
25-39 years	2,058	2,085	4,143	16.32%
40-54 years	2,696	2,663	5,359	21.11%
55-64 years	2,177	2,006	4,183	16.47%
65-74 years	1,635	1,352	2,987	11.76%
75+ years	907	927	1,834	7.22%
Total 2011 population	13,573	12,332	25,905	
Total 2016 population	13,107	12,283	25,390	100%
% change 2011-2016			-1.99%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	7,455	60.41%
Part-time employed	3,421	27.72%
Not stated employed	903	7.32%
Unemployed	562	4.55%
Total labour force	12,341	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	194	2.08%
\$7,750 – \$20,999	505	5.41%
\$21,000 – \$41,999	1,910	20.47%
\$42,000 – \$77,999	2,199	23.57%
\$78,000 – \$103,999	1,022	10.95%
\$104,000 – \$129,999	897	9.61%
\$130,000 – \$155,999	453	4.86%
\$160,000 – \$181,999	265	2.84%
\$182,000 – \$207,999	245	2.63%
\$208,000+	428	4.59%
Not stated	1,212	12.99%
Total households	9,330	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	2,554	38.22%
Couple families – No children	3,348	50.1%
Single parents	735	11%
Other families	45	0.67%
Total families	6,682	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	4,984	42.51%
Technicians & trade workers/ Community & personal service workers	2,429	20.72%
Clerical & administrative workers	1,055	9%
Sales workers	580	4.95%
Machinery operators & drivers/Labourers	2,506	21.37%
Not stated	171	1.46%
Total	11,725	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,990	34.55%
Mining	692	5.99%
Manufacturing/Electricity, gas, water & waste services/Construction	1,021	8.84%
Wholesale trade/Retail trade/ Accommodation & food services	1,374	11.9%
Transport, postal & warehousing/ Information, media & communications	471	4.08%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	330	2.86%
Professional scientific & technical services	240	2.08%
Public administration & safety	686	5.94%
Education & training/Health care & social assistance	1,893	16.39%
Arts & recreation services	65	0.56%
Other services	362	3.13%
Not stated	425	3.68%
Total	11,549	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	116,837
Alcoholic beverages	15,170
Clothing & footwear	20,508
Household furnishings & equipment	29,746
Furniture & floor covering	10,134
Household appliances	7,779
Household services & operation	21,060
Medical care & health expenses	47,273
Motor vehicle purchase	14,776
Motor vehicle running costs	67,916
Recreation	87,285
Recreational & educational equipment	20,497
Holidays	38,902
Personal care	14,399

NARROGIN

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	1,095	1,151	2,246	8.85%
Secondary	593	554	1,147	4.52%
TAFE	78	142	220	0.87%
University	37	148	185	0.73%
Total	1,803	1,995	3,798	14.96%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	4,220	44.63%
Mortgaged	2,499	26.43%
Private rental	1,798	19.02%
Housing authority/Not stated	821	8.68%
Other tenure type	117	1.24%
Total dwellings	9,455	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	2,098	8.26%
Certificate	5,593	22.03%
Total	7,691	30.29%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	389	17.02%
\$450 – \$799 per month	292	12.78%
\$800 – \$999 per month	187	8.18%
\$1,000 – \$1,799 per month	784	34.31%
\$1,800 – \$2,399 per month	302	13.22%
\$2,400 – \$2,999 per month	95	4.16%
\$3,000 – \$3,999 per month	70	3.06%
\$4,000+ per month	51	2.23%
Not stated	115	5.03%
Total mortgaged dwellings	2,285	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	343	3.63%
1 vehicle	2,407	25.45%
2+ vehicles	6,278	66.38%
Not stated	430	4.55%
Total	9,458	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	2,311,995
Cereal crops – Wheat for grain – Production (t)	688,027
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	539,111
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	1,513,464
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	4
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	506,809
Fruit & nuts – Nectarines – Production (kg)	56,561
Fruit & nuts – Peaches – Production (kg)	15,238
Fruit & nuts – Nuts – Total trees (no.)	88,025
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	236,658
Fruit & nuts – Grapes – Total area (ha)	37
Livestock – Sheep & lambs – Total (no.)	3,394,139
Livestock – Dairy cattle – Total (no.)	97
Livestock – Meat cattle – Total (no.)	37,167

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	7,206	75.85%
Internet not accessed from dwelling	2,031	21.38%
Not stated	263	2.77%
Total	9,500	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	10,558	9,618	20,176	80.39%
Europe	674	680	1,354	5.39%
Africa & Middle East	76	92	168	0.67%
Asia	124	145	269	1.07%
Americas	3	12	15	0.06%
Other	1,598	1,519	3,117	12.42%
Total	13,033	12,066	25,099	100%