



# CENTRAL ZONE

## FLOW FM

<b>ACMA</b>	8SAT
<b>On-Air Name</b>	Flow FM
<b>Frequency</b>	Various MHz
<b>Postal Address</b>	PO Box 407
<b>Suburb/State/Postcode</b>	KAPUNDA SA 5373
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<b>WWW</b>	www.flowfm.com.au
<b>Format</b>	Adult Contemporary
<b>Primary Station Area Coverage</b>	Central Zone
<b>Demographic Profile of Station Audience</b>	25-60

**More info:** Click [here](#) for updated Station contacts and non-metro Agency representation



## CENTRAL ZONE

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The population of people within the Central Zone totals 148,926, an increase of over 4.9% since 2006. The birthplace for 87.5% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

In 2011 there were 40,097 people attending an educational institution, 9.9% of the population were either in infants or primary school; 5.8% were in secondary school; 1.5% at TAFE and 1% at university or another tertiary institution. 25.7% or 56,453 people already have a tertiary qualification, 5.9% have a degree and 19.8% have a certificate, diploma or another tertiary qualification.

Central Zone has a high proportion of home ownership. Of the total dwellings (71,682) in Central Zone, 37.4% are owned outright and 22.9% are mortgaged. Private rental properties represent 26.8% of total dwellings.

21.6% of the total households in Central Zone have a household income range between \$21,000-\$42,000pa, 17.7% between \$42,000- \$65,000pa and 17.2% between \$65,000-\$104,000pa.

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

### AGRICULTURE

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Central Zone has a vast production of fruit within the region. Figures from the current census show 1.2 million kilograms of nectarines, 5.2 million kilograms of mangoes and 6.3 million kilograms of apples were produced.

The region also supports a large number of cattle farms with over 3.2 million beef cattle reared within in Central Zone.

### EMPLOYMENT

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The majority (60.3%) of the labour force of 100,954 is employed full time. The main industries of employment are:

- Agriculture, Forestry & Fishing (24.7%);
- Education, Health & Community Services (16.9%) and
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (15.3%).

## CENTRAL ZONE

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	65305	60341	125646	84.37
Aged 0-9 Years	11882	11398	23280	15.63
Aged 10-17 Years	10962	9928	20890	14.03
Aged 18-24 Years	4883	4468	9351	6.28
Aged 25-39 Years	14820	14198	29018	19.48
Aged 40-54 Years	16008	14711	30719	20.63
Aged 55+ Years	18692	16976	35668	23.95
Total 2011 Population	77187	71739	148926	100.00
Total 2006 Population	73755	68214	141969	
% Change 2006-2011			4.90%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	60834	60.26
Part-time Employed	26887	26.63
Not Stated Employed	2809	2.78
Unemployed	5706	5.65
Total Labour Force	100954	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	2915	4.06
\$10000-\$20999pa	7874	10.98
\$21000-\$41999pa	15512	21.63
\$42000-\$64999pa	12686	17.69
\$65000-\$103999pa	12337	17.20
\$104000-\$155999pa	7647	10.66
\$156000+pa	3742	5.22
Not Stated	2928	4.08
Total Households	71711	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	22946	42.36
Couple Families-No Children	22715	41.93
Single Parents	7754	14.31
Other Families	753	1.39
Total Families	54168	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	36384	38.12
Technicians/Trade Workers/Community Personal Service Workers	21015	22.02
Clerical & Administrative Workers	8650	9.06
Sales Workers	5022	5.26
Machinery Operation/Driver/& Labourers	22135	23.19
Not Stated	2237	2.34
Total	95443	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	23535	24.70
Mining	5049	5.30
Construction/Electricity gas water and waste services/Manufacturing	11936	12.52
Wholesale/Retail Trade, Accommodation	14676	15.40
Transport, Postal & Warehouse/ Telecomms	3487	3.66
Finance & Insurance Services	3603	3.78
Professional scientific and technical services	1857	1.95
Public administration and safety	7469	7.84
Education & Health	16130	16.93
Arts and recreation services	1204	1.26
Other services	3915	4.11
Not stated	2441	2.56
Total	95302	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	427,564
Total Alcoholic beverages	62,377
Total Clothing and Footwear	87,980
Total Household Linen Furnishings & Equipment	118,537
Furniture and Floor Covering	41,704
Household Appliances	27,771
Household Services and Operation	137,948
Total Medical Care and Pharmacy	141,116
Motor Vehicle Purchase	85,170
Total Motor Vehicle Running Cost incl Rego	197,134
Audio Visual Equipment and Parts	118,990
Recreation	322,387
Holidays Australia and Overseas	90,005
Total Personal care and Hygiene	52,278
Total Super and Life Insurance	119,419

## CENTRAL ZONE

### TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	11242	10505	21747	9.89
Secondary	6281	6467	12748	5.80
TAFE	1397	1894	3291	1.50
University & Other	687	1624	2311	1.05
Total	19607	20490	40097	18.24

### DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	26847	37.45
Mortgaged	16424	22.91
Private Rental	19235	26.83
Housing Authority/Not Stated	7862	10.97
Other Tenure Type	1314	1.83
Total Dwellings	71682	100.00

### UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	12962	5.90
Certificate	43491	19.78
Total	56453	25.68

### MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	2789	16.88
\$500-\$799 per month	2357	14.27
\$800-\$999 per month	1532	9.27
\$1000-\$1399 per month	2991	18.11
\$1400+ per month	5639	34.13
Not Stated	1212	7.34
Total Mortgaged Dwellings	16520	100.00

### MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	6830	0.10
1 Vehicle	21650	0.30
2+ Vehicles	40315	0.56
Not Stated	2851	2.03
Total	61965	0.86

### AGRICULTURE COMMODITY

### VALUE

Area of holding - total area (ha)	127,218,232
Land Use - Grazing land (including pastures and rangelands) area (ha)	120,018,480
Cereal Crops - Wheat for grain production (t)	5,458,916
Cereals for grain total production (t)	7,740,552
Cereal Crops - Rice for grain production (t)	250,343
Cereal Crops - Barley for grain production (t)	1,683,628
Sorghum for grain production (t)	14,751
Vegetables for human consumption, total area (ha)	9,073
Tomatoes total production (t)	9,117
Avocados, total production (kg)	504,472
Nuts total trees (n)	557,254
Total grapes total area of vines (ha)	26,038
Orchard trees (incl. nuts) total trees - number (n)	3,690,119
Sheep and lambs total number (n)	12,001,011
Milk cattle (n)	51,866
Meat cattle (n)	3,267,243
Apples production (kg)	6,371,183
Nectarines production (kg)	1,270,177
Peaches production (kg)	707,915

### INTERNET USAGE

Connection	Total	% Market Population
No Connection	22880	31.93
Broadband	40148	56.03
Dial-up	2685	3.75
Other	3074	4.29
Not Stated	2864	4.00
Total	71651	100.00

### BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	99804	92698	192502	87.55
Europe	4816	4421	9237	4.20
Africa & Middle East	336	273	609	0.28
Asia	1040	1355	2395	1.09
Americas	231	311	542	0.25
Other	8405	6184	14589	6.64
Total Population Total	114632	105242	219874	100.00