



# PORT LINCOLN

**765 5CC AM & MAGIC 89.9 FM**

<b>ACMA</b>	5CC	5CCC
<b>On-Air Name</b>	765 5CC AM	Magic 89.9 FM
<b>Frequency</b>	765 kHz	89.9 MHz
<b>Postal Address</b>	PO Box 483	PO Box 483
<b>Suburb/State/Postcode</b>	PORT LINCOLN SA 5606	PORT LINCOLN SA 5606
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<b>WWW</b>	www.5cc.com	www.magic899.com.au
<b>Format</b>	Best Songs of all Time	Current Hits, Top 40
<b>Primary Station Area Coverage</b>	Port Lincoln	Port Lincoln
<b>Demographic Profile of Station Audience</b>	30+	10+

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

## PORT LINCOLN

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Port Lincoln, a fishing township located on Boston Bay, is the major centre of the Eyre Peninsula. Whilst the area is best known for its tuna fishing industry, it is also an agricultural centre and has a growing tourist industry.

Port Lincoln is the most important grain and fishing port in the region. The grain handling facilities, as well as a variety of fish processing works drive the economy. It currently boasts Australia's largest commercial fishing fleet. A number of fish farms are located in the area including kingfish, mussels, oysters, and experimental lobster and abalone farms.

In comparison to the 2006 census, the population of the radio licence area of Port Lincoln has increased by 6.06% to 27,801.

The Birthplace for 89.1% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

18.3% of the population in the area (or 5,080 people) were attending an educational institution, with 9.7% of the population in infants or primary, 5.8% attending a secondary educational institution, 1.8% attending TAFE and 1% attending University or another tertiary institution.

7,911 (28.4%) people already held a tertiary qualification, 5.9% have a degree and 22.6% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (10,745) in Port Lincoln, 37% are owned outright and 30% are mortgaged. Private rental properties represent 23% of total dwellings.

Like many regional areas, Port Lincoln and the surrounding districts have a relatively large number of children and teenagers (54% of families have children).

23% of the total households in Port Lincoln have a household income range between \$21,000 – \$42,000, 17.4% between \$42,000 – \$65,000 and 17.8% between \$42,000 – \$65,000.

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the district. Tourism is a major contributor to the local economy. The unspoilt coastline, iconic adventure tourism attractions like shark cage diving, swimming with tuna and sea lions plus great fishing, attract thousands of visitors to the region each year.

### AGRICULTURE

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Much of the Eyre Peninsula relies on the production of lambs wool and livestock with the area supporting almost 900 thousand sheep and lambs.

The Eyre Peninsula is major wheat growing area, producing over 1.3 million tonnes of wheat for grain, over 300 thousand tonnes of barley for grain and 1.7 million tonnes of cereal for grain.

### EMPLOYMENT

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The majority (56.4%) of the labour force of 13,680 is employed full time, commercial fishing is a major industry with the Eyre Peninsula a major source of South Australia's export fish and crustaceans. The main industries of employment are:

- Agriculture, Forestry and Fishing (20.3%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (20.6%); and
- Education and training/ Health care and social assistance (18.4%)

## PORT LINCOLN

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	12107	11967	24074	86.59
Aged 0-9 Years	1870	1857	3727	13.41
Aged 10-17 Years	1540	1492	3032	10.91
Aged 18-24 Years	1114	934	2048	7.37
Aged 25-39 Years	2404	2332	4736	17.04
Aged 40-54 Years	3014	3013	6027	21.68
Aged 55+ Years	4035	4196	8231	29.61
Total 2011 Population	13977	13824	27801	100.00
Total 2006 Population	0	0	26213	
% Change 2006-2011			6.06%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	7726	56.48
Part-time Employed	4454	32.56
Not Stated Employed	236	1.73
Unemployed	565	4.13
Total Labour Force	13680	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	381	3.55
\$10000-\$20999pa	1296	12.06
\$21000-\$41999pa	2496	23.23
\$42000-\$64999pa	1879	17.49
\$65000-\$103999pa	1916	17.83
\$104000-\$155999pa	1153	10.73
\$156000+pa	484	4.50
Not Stated	311	2.89
Total Households	10745	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	3011	40.49
Couple Families-No Children	3330	44.78
Single Parents	1013	13.62
Other Families	83	1.12
Total Families	7437	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	4614	35.15
Technicians/Trade Workers/Community Personal Service Workers	3077	23.44
Clerical & Administrative Workers	1369	10.43
Sales Workers	1139	8.68
Machinery Operation/Driver/& Labourers	2750	20.95
Not Stated	179	1.36
Total	13128	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2654	20.29
Mining	276	2.11
Construction/Electricity gas water and waste services/Manufacturing	1902	14.54
Wholesale/Retail Trade, Accommodation	2698	20.63
Transport, Postal & Warehouse/ Telecomms	750	5.73
Finance & Insurance Services	639	4.89
Professional scientific and technical services	333	2.55
Public administration and safety	618	4.73
Education & Health	2411	18.43
Arts and recreation services	75	0.57
Other services	486	3.72
Not stated	237	1.81
Total	13079	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	96,468
Total Alcoholic beverages	14,074
Total Clothing and Footwear	19,850
Total Household Linen Furnishings & Equipment	26,745
Furniture and Floor Covering	9,409
Household Appliances	6,266
Household Services and Operation	31,124
Total Medical Care and Pharmacy	31,839
Motor Vehicle Purchase	19,216
Total Motor Vehicle Running Cost incl Rego	44,478
Audio Visual Equipment and Parts	26,847
Recreation	72,738
Holidays Australia and Overseas	20,307
Total Personal care and Hygiene	11,795
Total Super and Life Insurance	26,944

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1398	1303	2701	9.72
Secondary	776	847	1623	5.84
TAFE	196	306	502	1.81
University & Other	60	194	254	0.91
<b>Total</b>	<b>2430</b>	<b>2650</b>	<b>5080</b>	<b>18.28</b>

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	3968	36.93
Mortgaged	3232	30.08
Private Rental	2462	22.91
Housing Authority/Not Stated	976	9.08
Other Tenure Type	107	1.00
<b>Total Dwellings</b>	<b>10745</b>	<b>100.00</b>

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	1644	5.92
Certificate	6267	22.55
<b>Total</b>	<b>7911</b>	<b>28.47</b>

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	369	11.40
\$500-\$799 per month	446	13.78
\$800-\$999 per month	298	9.21
\$1000-\$1399 per month	701	21.66
\$1400+ per month	1265	39.09
Not Stated	157	4.85
<b>Total Mortgaged Dwellings</b>	<b>3236</b>	<b>100.00</b>

## MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	647	0.06
1 Vehicle	3514	0.33
2+ Vehicles	6247	0.58
Not Stated	331	1.57
<b>Total</b>	<b>9761</b>	<b>0.91</b>

## AGRICULTURE COMMODITY

## VALUE

Area of holding - total area (ha)	1,870,296
Land Use - Grazing land (including pastures and rangelands) area (ha)	656,638
Cereal Crops - Wheat for grain production (t)	1,390,341
Cereals for grain total production (t)	1,715,525
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	302,288
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	3
Tomatoes total production (t)	4
Avocados, total production (kg)	0
Nuts total trees (n)	23
Total grapes total area of vines (ha)	101
Orchard trees (incl. nuts) total trees - number (n)	4,597
Sheep and lambs total number (n)	899,096
Milk cattle (n)	10
Meat cattle (n)	15,997
Apples production (kg)	544
Nectarines production (kg)	0
Peaches production (kg)	0

## INTERNET USAGE

Connection	Total	% Market Population
No Connection	3022	28.19
Broadband	6442	60.09
Dial-up	430	4.01
Other	455	4.24
Not Stated	372	3.47
<b>Total</b>	<b>10721</b>	<b>100.00</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	12554	12250	24804	89.17
Europe	680	660	1340	4.82
Africa & Middle East	35	40	75	0.27
Asia	33	144	177	0.64
Americas	27	29	56	0.20
Other	702	664	1366	4.91
<b>Total Population Total</b>	<b>14031</b>	<b>13787</b>	<b>27818</b>	<b>100.00</b>