



SPENCER GULF

5AU, 5CS & MAGIC 105.9

ACMA	5AU	5CS	5AAU
On-Air Name	5AU	5CS	Magic 105.9
Frequency	1242 kHz & 96.3 MHz	1044 kHz	105.9 MHz & 100.3 MHz
Postal Address	PO BOX 496	46 Main Road	PO BOX 496
Suburb/State/Postcode	PORT AUGUSTA SA 5700	PORT PIRIE SA 5540	PORT AUGUSTA SA 5700
Phone	08 8642 2444	08 8632 4044	08 8642 2444
Fax	08 8642 4330	08 8632 5862	08 8642 4330
e-mail	reception@5au.com	reception@5au.com	reception@5au.com
WWW			
Format	Adult Contemporary & classic mix	Adult Contemporary & classic mix	Young Adult Contemporary
Primary Station Area Coverage	Spencer Gulf, Port Augusta & Whyalla	Port Pirie, Yorke Peninsula, Clare Valley, Jamestown	Spencer Gulf, Port Augusta & Whyalla Port Pirie, Yorke Peninsula, Clare Valley, Jamestown.
Demographic Profile of Station Audience	35-54	35-54	18-39

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

SPENCER GULF

Roxby Downs is the mining centre for gold, copper & silver and as such is an integral part of the Spencer Gulf licence area. In recent years the region has diversified to include a range of heavy industry.

There are two additional licences for 5AU & 5AUU (Magic 105.9FM) which is re-broadcast into the mining centre of Roxby Downs on 96.3FM (5AU) & 100.3FM (Magic FM). Roxby Downs is 260 kilometres north of Port Augusta and has the world's largest known uranium deposit.

Port Pirie is a large industrial centre located on the eastern shores of Spencer Gulf in the mid-north of South Australia. The Port Pirie economy is driven by the Nyrstar smelter, one of the world's largest lead refineries. The port that provides transportation for both the metal and rural industries dominates the town.

In comparison to the 2006 census, the population of the radio licence area of the Spencer Gulf North area has increased by 9.11% to 108,277.

The birthplace for 84% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

17.7% or 19,199 people were attending an educational institution in 2011, with 9.1% in infants or primary, 5.7% attending a secondary educational institution, 1.9% attending TAFE and 1.1% attending university or another tertiary institution. 29,676 or 21.7% of people already held a tertiary qualification, 5.7% have a degree and 21.7% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (42,160) in the Spencer Gulf North area, 36.2% are owned outright and 30.4% are mortgaged. 20.6% of total dwellings are privately rented.

24% of the total households in the Spencer Gulf North area have a household income range between \$21,000 – \$42,000, 18.5% between \$42,000 – \$65,000 and 17.4% between \$65,000 – \$104,000.

AGRICULTURE

The farmland around Port Pirie, Port Augusta and Whyalla is primarily devoted to broad acre farming and production of wheat and wool, with over 1.7 million sheep. Over 1.7 million tonnes of wheat for grain and over 800 thousand tonnes of Barley were produced in the region.

Clare and Gilbert Valley are some of Australia's best wine growing areas; there are over 5,000 hectares of grapes throughout the Spencer Gulf Region.

EMPLOYMENT

The majority (58.3%) of the labour force of 48,778 is employed full time. Port Augusta's main industries are the ETSA powerhouse and Australian National Railways. Both Port Pirie and Whyalla are heavy industrial centres. The main industries of employment are:

- Education, Health & Community Services (19.9%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (19.7%) and
- Manufacturing, Construction, Electricity, Gas & Water Supply (19%);

SPENCER GULF

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	48107	46475	94582	87.35
Aged 0-9 Years	6943	6752	13695	12.65
Aged 10-17 Years	6122	5648	11770	10.87
Aged 18-24 Years	4388	3787	8175	7.55
Aged 25-39 Years	9130	9016	18146	16.76
Aged 40-54 Years	12082	11236	23318	21.54
Aged 55+ Years	16385	16788	33173	30.64
Total 2011 Population	55050	53227	108277	100.00
Total 2006 Population	49929	49308	99237	
% Change 2006-2011			9.11%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	28455	58.34
Part-time Employed	14365	29.45
Not Stated Employed	1018	2.09
Unemployed	2795	5.73
Total Labour Force	48778	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1270	3.01
\$10000-\$20999pa	6089	14.43
\$21000-\$41999pa	10033	23.77
\$42000-\$64999pa	6716	15.91
\$65000-\$103999pa	6872	16.28
\$104000-\$155999pa	4631	10.97
\$156000+pa	2074	4.91
Not Stated	1419	3.36
Total Households	42211	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	10912	38.02
Couple Families-No Children	12968	45.18
Single Parents	4462	15.55
Other Families	361	1.26
Total Families	28703	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	13614	29.56
Technicians/Trade Workers/Community Personal Service Workers	12143	26.36
Clerical & Administrative Workers	4841	10.51
Sales Workers	3744	8.13
Machinery Operation/Driver/& Labourers	10834	23.52
Not Stated	885	1.92
Total	46061	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	5039	11.01
Mining	2991	6.54
Construction/Electricity gas water and waste services/Manufacturing	8710	19.04
Wholesale/Retail Trade, Accommodation	9024	19.72
Transport, Postal & Warehouse/ Telecomms	2345	5.13
Finance & Insurance Services	2431	5.31
Professional scientific and technical services	952	2.08
Public administration and safety	2510	5.49
Education & Health	9130	19.95
Arts and recreation services	246	0.54
Other services	1500	3.28
Not stated	875	1.91
Total	45753	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	375,857
Total Alcoholic beverages	54,833
Total Clothing and Footwear	77,340
Total Household Linen Furnishings & Equipment	104,202
Furniture and Floor Covering	36,660
Household Appliances	24,412
Household Services and Operation	121,266
Total Medical Care and Pharmacy	124,050
Motor Vehicle Purchase	74,870
Total Motor Vehicle Running Cost incl Rego	173,294
Audio Visual Equipment and Parts	104,600
Recreation	283,400
Holidays Australia and Overseas	79,120
Total Personal care and Hygiene	45,956
Total Super and Life Insurance	104,977

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	5033	4794	9827	9.08
Secondary	3129	3088	6217	5.74
TAFE	779	1233	2012	1.86
University & Other	379	764	1143	1.06
Total	9320	9879	19199	17.74

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	15267	36.21
Mortgaged	12840	30.46
Private Rental	8721	20.69
Housing Authority/Not Stated	4994	11.85
Other Tenure Type	338	0.80
Total Dwellings	42160	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	6137	5.67
Certificate	23539	21.75
Total	29676	27.42

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1605	12.46
\$500-\$799 per month	2119	16.45
\$800-\$999 per month	1463	11.36
\$1000-\$1399 per month	2723	21.14
\$1400+ per month	4390	34.08
Not Stated	581	4.51
Total Mortgaged Dwellings	12881	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	3665	0.09
1 Vehicle	14970	0.35
2+ Vehicles	22243	0.53
Not Stated	1310	1.58
Total	37213	0.88

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	4,130,822
Land Use - Grazing land (including pastures and rangelands) area (ha)	2,741,652
Cereal Crops - Wheat for grain production (t)	1,779,350
Cereals for grain total production (t)	2,694,717
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	832,810
Sorghum for grain production (t)	253
Vegetables for human consumption, total area (ha)	111
Tomatoes total production (t)	16
Avocados, total production (kg)	0
Nuts total trees (n)	3,265
Total grapes total area of vines (ha)	5,055
Orchard trees (incl. nuts) total trees - number (n)	65,025
Sheep and lambs total number (n)	1,740,461
Milk cattle (n)	2,782
Meat cattle (n)	42,877
Apples production (kg)	7,236
Nectarines production (kg)	1,360
Peaches production (kg)	22,847

INTERNET USAGE

Connection	Total	% Market Population
No Connection	12972	30.77
Broadband	24406	57.88
Dial-up	1512	3.59
Other	1726	4.09
Not Stated	1547	3.67
Total	42163	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	46073	44862	90935	84.02
Europe	3998	4124	8122	7.50
Africa & Middle East	251	214	465	0.43
Asia	555	682	1237	1.14
Americas	91	122	213	0.20
Other	4044	3216	7260	6.71
Total Population Total	55012	53220	108232	100.00