



# CARNARVON

## HOT HITS 99.7 & CLASSIC HITS 666

<b>ACMA</b>	6CAR	6LN
<b>On-Air Name</b>	Hot Hits 99.7	Classic Hits 666
<b>Frequency</b>	99.7 MHz	666 kHz
<b>Postal Address</b>	PO Box 1150	PO Box 1150
<b>Suburb/State/Postcode</b>	CARNARVON WA 6701	CARNARVON WA 6701
<b>Phone</b>	08 9941 2223	08 9941 2223
<b>Fax</b>	08 9204 4727	08 9204 4727
<b>e-mail</b>	studio@hothits997.com	studio@classichits666.com
<b>WWW</b>	www.hothits997.com	www.classichits666.com
<b>Format</b>	Contemporary Hits	Classic Hits
<b>Primary Station Area Coverage</b>	Carnarvon, Denham & Onslow	Carnarvon, Denham, Onslow & Gascoyne Junction
<b>Demographic Profile of Station Audience</b>	18-39	39-65+

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

## CARNARVON

---

Carnarvon is located 904km north of Perth on the North West Coastal Highway. Carnarvon is located just below the Tropic of Capricorn on the mouth of the Gascoyne River overlooking a picturesque inlet known as the Fascine. The town is situated at the only point of the Australian coastline where the desert reaches out to the sea.

In comparison to the 2006 census, the population of the radio licence area of Carnarvon has increased by 23.7% to 8,825. The birthplace for 70.9% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

1,116 people (12.7%) were attending an educational institution in 2011, with 7.2% in infants or primary, 2.9% attending a secondary educational institution, 1.8% attending TAFE and 0.8% attending university or another tertiary institution. 2,696 people (30.6%) already have a tertiary qualification; 6.7% have a degree and 23.9% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (2,490) in Carnarvon, 30.2% are owned outright and 19.8% are mortgaged. Private rental properties represent 29.7% of total dwellings.

18.7% of the total households in Carnarvon have a household income range between \$21,000-\$42,000pa, 15.2% between \$42,000-\$65,000pa and 16.5% between \$65,000-\$104,000pa.

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

Carnarvon is widely recognised for its involvement with the space industry. In 1964 N.A.S.A. established a satellite communications and tracking station at Carnarvon. The station was involved in the Gemini and Apollo space missions, Australia's first TV satellite program and also played a role intercepting Halley's Comet prior to ceasing operation in 1975.

### AGRICULTURE

---

The area supports sheep grazing and wool production, with over 72 thousand sheep and lambs in the region. Being situated just below the Tropic of Capricorn, Carnarvon is sunny all year round making it ideal for producing bananas and mangoes. Over four and a half thousand tonnes of bananas and over 775 thousand kilograms of mangoes were produced in 2011.

The town also has a thriving fishing, prawning and scallop industry, as well as oyster farming.

### EMPLOYMENT

---

The majority (71.5%) of the labour force of 4,571 is employed full time. Both prawns and scallops are processed at Norwest Seafood's – the factory attracts a large amount of seasonal workers. The main industries of employment are:

- Manufacturing, Construction, Electricity, Gas & Water Supply (23%)
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (17%);
- Agriculture, Forestry & Fishing (11%).

## CARNARVON

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	4531	3208	7739	87.69
Aged 0-9 Years	543	543	1086	12.31
Aged 10-17 Years	394	341	735	8.33
Aged 18-24 Years	300	270	570	6.46
Aged 25-39 Years	1270	860	2130	24.14
Aged 40-54 Years	1341	811	2152	24.39
Aged 55+ Years	1226	926	2152	24.39
Total 2011 Population	5074	3751	8825	100.00
Total 2006 Population	3680	3453	7133	
% Change 2006-2011			23.72%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	3270	71.54
Part-time Employed	792	17.33
Not Stated Employed	96	2.10
Unemployed	141	3.08
Total Labour Force	4571	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	118	4.75
\$10000-\$20999pa	239	9.62
\$21000-\$41999pa	464	18.67
\$42000-\$64999pa	379	15.25
\$65000-\$103999pa	411	16.54
\$104000-\$155999pa	320	12.88
\$156000+pa	170	6.84
Not Stated	126	5.07
Total Households	2485	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	666	38.34
Couple Families-No Children	776	44.67
Single Parents	270	15.54
Other Families	25	1.44
Total Families	1737	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	1290	29.20
Technicians/Trade Workers/Community Personal Service Workers	1080	24.45
Clerical & Administrative Workers	444	10.05
Sales Workers	203	4.59
Machinery Operation/Driver/& Labourers	1309	29.63
Not Stated	92	2.08
Total	4418	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	513	11.62
Mining	450	10.19
Construction/Electricity gas water and waste services/Manufacturing	1051	23.80
Wholesale/Retail Trade, Accommodation	758	17.16
Transport, Postal & Warehouse/ Telecomms	329	7.45
Finance & Insurance Services	201	4.55
Professional scientific and technical services	132	2.99
Public administration and safety	283	6.41
Education & Health	483	10.94
Arts and recreation services	24	0.54
Other services	79	1.79
Not stated	113	2.56
Total	4416	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	24,540
Total Alcoholic beverages	4,615
Total Clothing and Footwear	5,447
Total Household Linen Furnishings & Equipment	7,932
Furniture and Floor Covering	2,637
Household Appliances	1,839
Household Services and Operation	8,472
Total Medical Care and Pharmacy	8,054
Motor Vehicle Purchase	6,349
Total Motor Vehicle Running Cost incl Rego	10,598
Audio Visual Equipment and Parts	7,545
Recreation	21,668
Holidays Australia and Overseas	7,300
Total Personal care and Hygiene	3,127
Total Super and Life Insurance	13,383

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	330	300	630	7.15
Secondary	119	134	253	2.87
TAFE	78	81	159	1.80
University & Other	28	46	74	0.84
<b>Total</b>	<b>555</b>	<b>561</b>	<b>1116</b>	<b>12.67</b>

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	753	30.24
Mortgaged	493	19.80
Private Rental	741	29.76
Housing Authority/Not Stated	472	18.96
Other Tenure Type	31	1.24
<b>Total Dwellings</b>	<b>2490</b>	<b>100.00</b>

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	595	6.75
Certificate	2101	23.85
<b>Total</b>	<b>2696</b>	<b>30.61</b>

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	43	8.33
\$500-\$799 per month	48	9.30
\$800-\$999 per month	52	10.08
\$1000-\$1399 per month	80	15.50
\$1400+ per month	254	49.22
Not Stated	39	7.56
<b>Total Mortgaged Dwellings</b>	<b>516</b>	<b>100.00</b>

## MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	210	0.08
1 Vehicle	829	0.33
2+ Vehicles	1295	0.52
Not Stated	158	3.27
<b>Total</b>	<b>2124</b>	<b>0.85</b>

## AGRICULTURE COMMODITY

## VALUE

Area of holding - total area (ha)	4,892,988
Land Use - Grazing land (including pastures and rangelands) area (ha)	4,948,739
Cereal Crops - Wheat for grain production (t)	689
Cereals for grain total production (t)	699
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	5
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	775
Tomatoes total production (t)	10,450
Avocados, total production (kg)	35,188
Nuts total trees (n)	5
Total grapes total area of vines (ha)	156
Orchard trees (incl. nuts) total trees - number (n)	46,448
Sheep and lambs total number (n)	72,733
Milk cattle (n)	1
Meat cattle (n)	41,189
Apples production (kg)	0
Nectarines production (kg)	7,022
Peaches production (kg)	0

## INTERNET USAGE

Connection	Total	% Market Population
No Connection	711	28.54
Broadband	1404	56.36
Dial-up	96	3.85
Other	112	4.50
Not Stated	168	6.74
<b>Total</b>	<b>2491</b>	<b>100.00</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	3536	2723	6259	70.97
Europe	474	266	740	8.39
Africa & Middle East	30	33	63	0.71
Asia	149	159	308	3.49
Americas	26	6	32	0.36
Other	864	553	1417	16.07
<b>Total Population Total</b>	<b>5079</b>	<b>3740</b>	<b>8819</b>	<b>100.00</b>