



KALGOORLIE

HOT FM 97.9 & 6KG

ACMA	6KAR	6KG
On-Air Name	Hot FM 97.9	6KG
Frequency	97.9 MHz	981 kHz
Postal Address	PO Box 10067	PO Box 10067
Suburb/State/Postcode	KALGOORLIE WA 6430	KALGOORLIE WA 6430
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WWW	www.hotfmwa.com.au	www.6kgam.com.au
Format	Hot Adult Contemporary	Adult Contemporary Gold
Primary Station Area Coverage	Kalgoorlie	Kalgoorlie
Demographic Profile of Station Audience	18-39	35-54

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

KALGOORLIE

Kalgoorlie is a mining town located 600km east of Perth and 400km inland from the south coast on the Trans Australian Railway in the dry Eastern Goldfields region of Western Australia.

Although Kalgoorlie's fortune is largely dependent on the price of gold, nickel mining is also big business in the region as are the huge pastoral properties that stretch out into the Nullarbor Plain.

As the regional centre for the Eastern Goldfields, it services Kambalda, Coolgardie, Norseman, Menzies, Leonora, Laverton and the many mine sites and isolated mining camps in the region.

In comparison to the 2006 census, the population of the radio licence area of Kalgoorlie has increased by 12.5% to 36,963. Like many mining towns Kalgoorlie has a young population, with 63% of the population aged less than 40 years. The birthplace for nearly 74.6% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

6,394 people (17.3%) were attending an educational institution in 2011, with 9.3% in infants or primary, 4.5% attending a secondary educational institution, 1.8% attending university or another tertiary institution and 1.7% attending TAFE. 10,668 people (28.8%) already have a tertiary qualification; 6.7% have a degree and 22.1% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (11,572) in Kalgoorlie, 18.1% are owned outright and 40% are mortgaged. Private rental properties represent 32.3% of total dwellings.

18.9% of the total households in Kalgoorlie have a household income range between \$65,000 – \$104,000pa, 22.9% between \$104,000 – \$156,000pa and 18.4% above \$156,000pa.

AGRICULTURE

The major focus in Kalgoorlie is mining, its associated support industries and the pastoral industry. It is a bustling, vibrant city, the centre of exploration and mining, and home to professionals, well paid miners and contractors.

There are a number of large pastoral properties around Kalgoorlie that produce wool. The stations in the area support over 24 thousand sheep and lambs and over 5 thousand beef cattle.

EMPLOYMENT

The majority (70.2%) of the labour force of 19,381 is employed full time. Kalgoorlie is a mining town. Over 23% of the workforce is employed in the mining industry. In addition to gold, nickel mining is also important in the region, with the Kalgoorlie nickel smelter processing ore from around the area.

In recent years many new mine sites have been reopened, attracting miners from all across Australia to work contractually within the mines.

The main industries of employment are:

- Mining (23.9%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (16.9%); and
- Manufacturing, Construction, Electricity, Gas & Water Supply (16.3%).

KALGOORLIE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	16629	14445	31074	84.07
Aged 0-9 Years	2987	2902	5889	15.93
Aged 10-17 Years	2041	2044	4085	11.05
Aged 18-24 Years	2116	1805	3921	10.61
Aged 25-39 Years	5133	4442	9575	25.90
Aged 40-54 Years	4390	3715	8105	21.93
Aged 55+ Years	2949	2439	5388	14.58
Total 2011 Population	19616	17347	36963	100.00
Total 2006 Population	17225	15623	32848	
% Change 2006-2011			12.53%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	13617	70.26
Part-time Employed	3585	18.50
Not Stated Employed	555	2.86
Unemployed	857	4.42
Total Labour Force	19381	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	238	2.05
\$10000-\$20999pa	699	6.03
\$21000-\$41999pa	1020	8.80
\$42000-\$64999pa	1103	9.52
\$65000-\$103999pa	2186	18.86
\$104000-\$155999pa	2657	22.93
\$156000+pa	2128	18.36
Not Stated	408	3.52
Total Households	11589	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	4134	48.25
Couple Families-No Children	3095	36.12
Single Parents	1215	14.18
Other Families	124	1.45
Total Families	8568	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	4035	21.79
Technicians/Trade Workers/Community Personal Service Workers	5553	29.98
Clerical & Administrative Workers	2169	11.71
Sales Workers	1242	6.71
Machinery Operation/Driver/& Labourers	5169	27.91
Not Stated	352	1.90
Total	18520	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	157	0.85
Mining	4423	23.89
Construction/Electricity gas water and waste services/Manufacturing	3011	16.26
Wholesale/Retail Trade, Accommodation	3119	16.85
Transport, Postal & Warehouse/ Telecomms	1092	5.90
Finance & Insurance Services	1000	5.40
Professional scientific and technical services	665	3.59
Public administration and safety	936	5.06
Education & Health	2434	13.15
Arts and recreation services	138	0.75
Other services	1033	5.58
Not stated	507	2.74
Total	18515	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	119,133
Total Alcoholic beverages	22,402
Total Clothing and Footwear	26,442
Total Household Linen Furnishings & Equipment	38,508
Furniture and Floor Covering	12,803
Household Appliances	8,926
Household Services and Operation	41,131
Total Medical Care and Pharmacy	39,100
Motor Vehicle Purchase	30,824
Total Motor Vehicle Running Cost incl Rego	51,450
Audio Visual Equipment and Parts	36,627
Recreation	105,192
Holidays Australia and Overseas	35,438
Total Personal care and Hygiene	15,183
Total Super and Life Insurance	64,973

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1691	1735	3426	9.26
Secondary	801	854	1655	4.48
TAFE	297	336	633	1.71
University & Other	325	355	680	1.84
Total	3114	3280	6394	17.29

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	2105	18.19
Mortgaged	4631	40.02
Private Rental	3738	32.30
Housing Authority/Not Stated	1048	9.06
Other Tenure Type	50	0.43
Total Dwellings	11572	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	2485	6.72
Certificate	8183	22.13
Total	10668	28.85

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	211	4.54
\$500-\$799 per month	238	5.13
\$800-\$999 per month	191	4.11
\$1000-\$1399 per month	682	14.69
\$1400+ per month	3035	65.37
Not Stated	286	6.16
Total Mortgaged Dwellings	4643	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	705	0.06
1 Vehicle	3584	0.31
2+ Vehicles	6882	0.59
Not Stated	412	1.81
Total	10466	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	1,631,812
Land Use - Grazing land (including pastures and rangelands) area (ha)	1,599,177
Cereal Crops - Wheat for grain production (t)	864
Cereals for grain total production (t)	1,028
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	131
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	0
Tomatoes total production (t)	0
Avocados, total production (kg)	0
Nuts total trees (n)	0
Total grapes total area of vines (ha)	0
Orchard trees (incl. nuts) total trees - number (n)	4
Sheep and lambs total number (n)	24,122
Milk cattle (n)	0
Meat cattle (n)	5,178
Apples production (kg)	0
Nectarines production (kg)	0
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	2191	18.88
Broadband	7982	68.80
Dial-up	333	2.87
Other	613	5.28
Not Stated	483	4.16
Total	11602	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	14428	13156	27584	74.63
Europe	935	817	1752	4.74
Africa & Middle East	351	362	713	1.93
Asia	633	576	1209	3.27
Americas	58	64	122	0.33
Other	3214	2367	5581	15.10
Total Population Total	19619	17342	36961	100.00