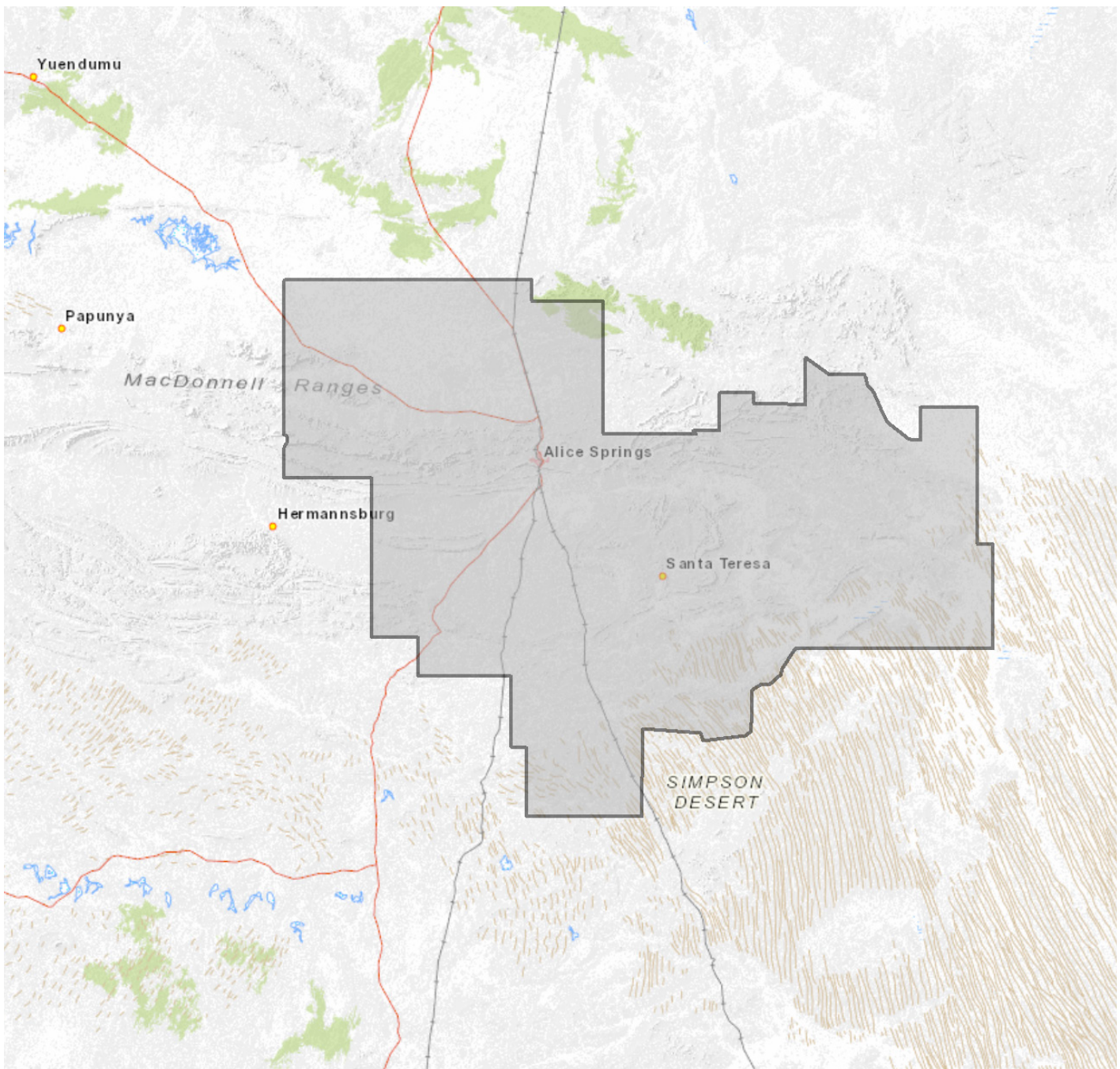


# ALICE SPRINGS

8HA • SUN FM



<b>Station Name</b>	8HA	Sun FM
<b>Call Sign</b>	8HA	8SUN
<b>Frequency</b>	900 kHz	96.9 MHz
<b>Network</b>	Alice Springs Commercial Broadcasters	Alice Springs Commercial Broadcasters
<b>Address</b>	PO Box 2106, Alice Springs, NT 0871	PO Box 2106, Alice Springs, NT 0871
<b>Phone</b>	08 8952 2900	08 8952 2900
<b>Fax</b>	08 8952 8276	08 8952 8276
<b>Email</b>	info@8ha.com.au	info@thesun.com.au
<b>Web Address</b>	<a href="http://8ha.com.au">8ha.com.au</a>	<a href="http://sunfm969.com">sunfm969.com</a>
<b>Description of Content/Format</b>	Best Songs of All Time	Hot Australian Charts
<b>Demographic Profile of Station Audience</b>	30+	13-35

# ALICE SPRINGS

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Alice Springs, the capital of the Outback, lies in the heart of Central Australia about half way between Adelaide and Darwin on the edge of the Simpson Desert. Alice Springs is positioned between the East and West MacDonnell Ranges; it makes both a great touring base and a great holiday destination.

The licence area of 8HA and Sun FM also covers the Yulara Tourist Resort (alongside Ayres Rock). 8HA is one of the more unique radio stations in Australia. It is located right in the middle of the country, which means that it is the only AM commercial station for around 1,200 kilometres. The station's call letters mean 'Heart of Australia'.

In comparison to the 2011 census, the population of the radio licence area of Alice Springs has decreased slightly by -0.77% to 28,870. 41% of the population in Alice Springs is over 40. The birthplace for 72% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons. 44% of the total number of families have children, with a further 17% of families being single parents.

5,338 or 18% of people were attending an educational institution; of these, 45% were either in infants or primary, 29% were attending a secondary educational institution, 18% attending University or another secondary institution and 8% attending TAFE.

Of the 10,632 or 37% of people who have a tertiary qualification, 43% have a degree and 57% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (8,894) in Alice Springs, 16% are owned outright and 32% are mortgaged. Private rental properties represent 37% of total dwellings.

Of the 8,827 total households in Alice Springs, 11% have a household income range between \$21,000 – \$41,999pa; 19% between \$42,000 – \$77,999pa; 13% between \$78,000 – \$103,999pa; and 40% over \$104,000pa.

## AGRICULTURE

The centre of Australia is beef country. Typically the inland cattle stations cover thousands of hectares. In the tough, semi-arid conditions of Central Australia it is necessary for the cattle stations to run large numbers of cattle, over very large areas of land, in order to remain viable. There are over 67,000 beef cattle in the area.

## EMPLOYMENT

The majority (71%) of the labour force of 14,550 are employed full time. The main industries of employment are:

- Education and Training/Health Care and Social Assistance;
- Wholesale Trade/Retail Trade/Accommodation and Food Services; and
- Public Administration and Safety.

Alice Springs has a large retail sector that supports much of Central Australia. The retail sector encompasses a number of major shopping precincts including supermarkets and specialty shops. Alice Springs has a thriving tourist trade as Uluru attracts many visitors from all over the world to 'The Red Centre'.

# ALICE SPRINGS

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	12,428	12,329	24,757	85.75%
0-9 years	2,153	1,960	4,113	14.25%
10-17 years	1,449	1,292	2,741	9.49%
18-24 years	1,459	1,222	2,681	9.29%
25-39 years	3,693	3,752	7,445	25.79%
40-54 years	3,174	3,245	6,419	22.23%
55-64 years	1,701	1,726	3,427	11.87%
65-74 years	721	764	1,485	5.14%
75+ years	231	328	559	1.94%
Total 2011 population	14,832	14,263	29,095	
<b>Total 2016 population</b>	<b>14,581</b>	<b>14,289</b>	<b>28,870</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>-0.77%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	10,389	71.4%
Part-time employed	2,787	19.15%
Not stated employed	817	5.62%
Unemployed	557	3.83%
<b>Total labour force</b>	<b>14,550</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	92	1.04%
\$7,750 – \$20,999	290	3.29%
\$21,000 – \$41,999	976	11.06%
\$42,000 – \$77,999	1,717	19.45%
\$78,000 – \$103,999	1,122	12.71%
\$104,000 – \$129,999	1,178	13.35%
\$130,000 – \$155,999	739	8.37%
\$160,000 – \$181,999	483	5.47%
\$182,000 – \$207,999	457	5.18%
\$208,000+	640	7.25%
Not stated	1,133	12.84%
<b>Total households</b>	<b>8,827</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	2,730	43.8%
Couple families – No children	2,304	36.96%
Single parents	1,090	17.49%
Other families	109	1.75%
<b>Total families</b>	<b>6,233</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	4,953	35.25%
Technicians & trade workers/ Community & personal service workers	4,063	29%
Clerical & administrative workers	1,925	13.74%
Sales workers	944	6.74%
Machinery operators & drivers/Labourers	1,802	12.86%
Not stated	324	2.31%
<b>Total</b>	<b>14,011</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	185	1.33%
Mining	43	0.31%
Manufacturing/Electricity, gas, water & waste services/Construction	1,287	9.27%
Wholesale trade/Retail trade/ Accommodation & food services	2,559	18.43%
Transport, postal & warehousing/ Information, media & communications	779	5.61%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	703	5.06%
Professional scientific & technical services	708	5.1%
Public administration & safety	2,371	17.08%
Education & training/Health care & social assistance	3,747	26.99%
Arts & recreation services	325	2.34%
Other services	620	4.47%
Not stated	558	4.02%
<b>Total</b>	<b>13,885</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	119,654
Alcoholic beverages	20,190
Clothing & footwear	15,062
Household furnishings & equipment	36,091
Furniture & floor covering	12,115
Household appliances	8,527
Household services & operation	28,698
Medical care & health expenses	40,498
Motor vehicle purchase	26,071
Motor vehicle running costs	73,458
Recreation	117,488
Recreational & educational equipment	38,601
Holidays	51,982
Personal care	11,295

# ALICE SPRINGS

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	1,210	1,193	2,403	8.32%
Secondary	818	744	1,562	5.41%
TAFE	172	240	412	1.43%
University	288	673	961	3.33%
<b>Total</b>	<b>2,488</b>	<b>2,850</b>	<b>5,338</b>	<b>18.49%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	1,410	15.85%
Mortgaged	2,867	32.24%
Private rental	3,311	37.23%
Housing authority/Not stated	1,236	13.9%
Other tenure type	70	0.79%
<b>Total dwellings</b>	<b>8,894</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	4,532	15.7%
Certificate	6,100	21.13%
<b>Total</b>	<b>10,632</b>	<b>36.83%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	54	2.02%
\$450 – \$799 per month	60	2.25%
\$800 – \$999 per month	115	4.31%
\$1,000 – \$1,799 per month	885	33.13%
\$1,800 – \$2,399 per month	724	27.11%
\$2,400 – \$2,999 per month	390	14.6%
\$3,000 – \$3,999 per month	246	9.21%
\$4,000+ per month	110	4.12%
Not stated	87	3.26%
<b>Total mortgaged dwellings</b>	<b>2,671</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	946	10.53%
1 vehicle	3,203	35.67%
2+ vehicles	4,355	48.5%
Not stated	476	5.3%
<b>Total</b>	<b>8,980</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	3,523,813
Cereal crops – Wheat for grain – Production (t)	0
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	0
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	0
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	12
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	0
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	251
Fruit & nuts – Grapes – Total area (ha)	60
Livestock – Sheep & lambs – Total (no.)	0
Livestock – Dairy cattle – Total (no.)	0
Livestock – Meat cattle – Total (no.)	67,107

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	7,071	78.35%
Internet not accessed from dwelling	1,556	17.24%
Not stated	398	4.41%
<b>Total</b>	<b>9,025</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	10,247	10,166	20,413	72.34%
Europe	514	520	1,034	3.66%
Africa & Middle East	119	165	284	1.01%
Asia	778	952	1,730	6.13%
Americas	370	299	669	2.37%
Other	2,091	1,997	4,088	14.49%
<b>Total</b>	<b>14,119</b>	<b>14,099</b>	<b>28,218</b>	<b>100%</b>