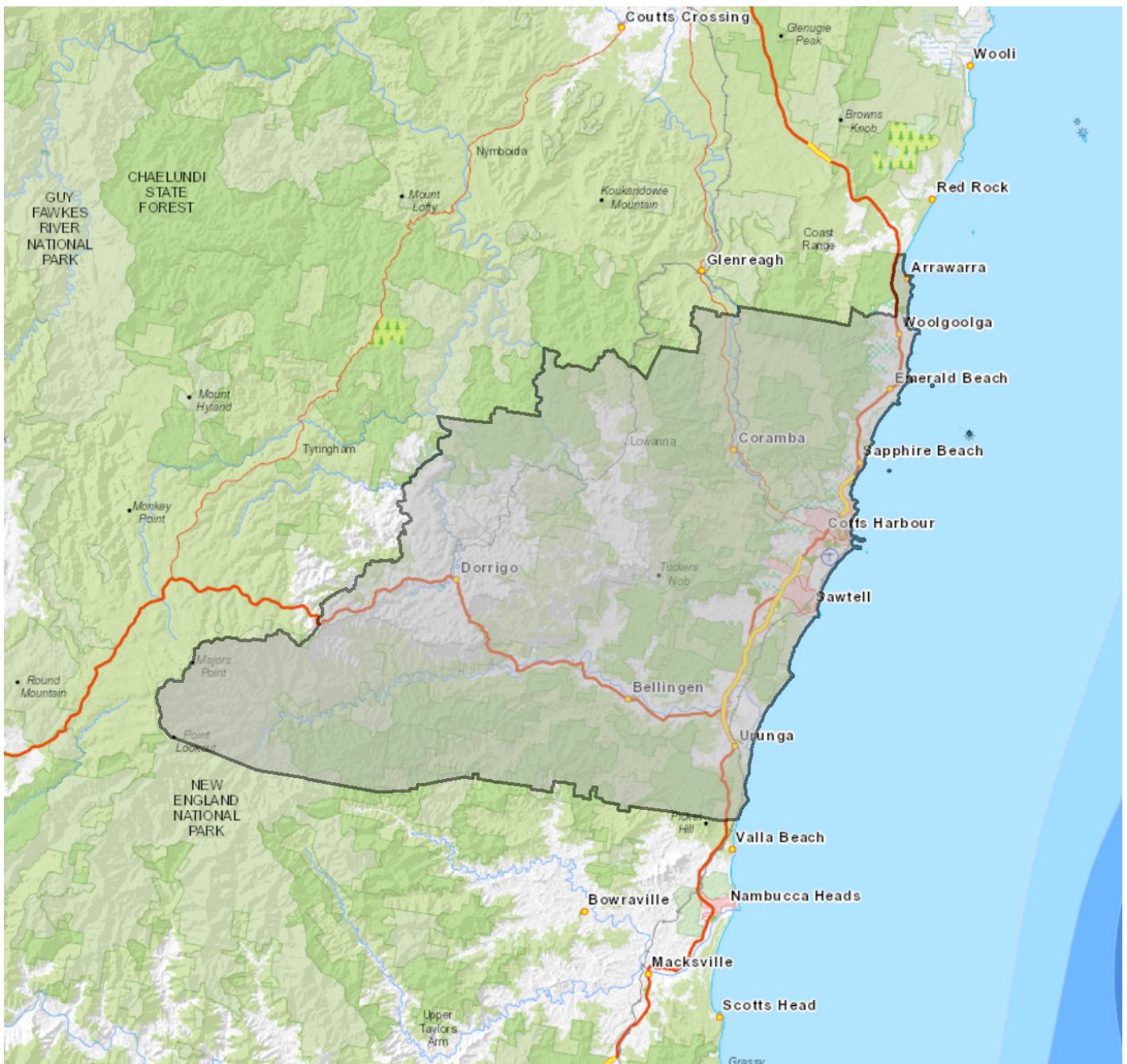


COFFS HARBOUR

HIT 105.5 COFFS COAST • TRIPLE M 106.3 COFFS COAST • 2HC 100.5 FM/639 AM



Station Name	Hit 105.5 Coffs Coast	Triple M 106.3 Coffs Coast	2HC 100.5 FM/639 AM
Call Sign	2CSF	2CFS	2HC
Frequency	105.5 MHz	106.3 MHz	639 kHz
Network	Southern Cross Austereo	Southern Cross Austereo	Super Radio Network
Address	2 Peterson Road, Coffs Harbour, NSW 2450	2 Peterson Road, Coffs Harbour, NSW 2450	PO Box 1950, Coffs Harbour, NSW 2450
Phone	02 6652 8999	02 6652 8999	02 6651 1000
Fax	02 6652 6464	02 6652 6464	02 6651 1110
Email	Michael.Moffett@sca.com.au	Michael.Moffett@sca.com.au	office@radio639am.info
Web Address	hit.com.au/coffs	triplem.com.au/coffs	
Description of Content/Format	Hot Adult Contemporary	Adult Contemporary	News/Talk/Adult Contemporary
Demographic Profile of Station Audience	18-34	25-54	35+

COFFS HARBOUR

Coffs Harbour is located on the north coast of NSW. Coffs Harbour is an area that attracts many tourists from Sydney and Melbourne coming in search of warmer weather. Coffs Harbour has the most liveable climate in Australia and is nestled between a high mountain backdrop teeming with national parks including Dorrigo and Solitary Island National Parks, dozens of beaches and the Big Banana.

In comparison to the 2011 census, the population of the radio licence area of Coffs Harbour has increased by 3.56% to 85,635. Over 56% of the population is aged over 40 years. The birthplace for 82% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 16,330 people attending an educational institution, 44% were either in infants or primary, 33% were attending a secondary educational institution, 11% attending University or another tertiary institution and 12% attending TAFE. Of the 34,199 people who already have a tertiary qualification, 32% have a degree and 68% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (32,088) in Coffs Harbour, 39% of dwellings are owned outright and 29% are mortgaged. Private rental properties represent 25% of total dwellings.

25% of the total households (32,028) in Coffs Harbour have a household income range between \$21,000 – \$41,999pa; 26% between \$42,000 – \$77,999pa; and 11% between \$78,000 – \$103,999pa.

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

AGRICULTURE

The main industries in Coffs Harbour are tourism, fishing and agriculture. Over half of the farmland in the area produces bananas, avocados or other tropical fruit such as mangoes. The area produced over 302 thousand kilograms of avocados, 26 thousand kilograms of orchard fruit and over 10 thousand kilograms of nuts.

There are over 14 thousand beef and 5 thousand dairy cattle, and over 266 thousand sheep and lambs supported in the region.

EMPLOYMENT

50% of the total labour force of 37,653 is 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
- Manufacturing/Electricity Gas Water and Waste Services/Construction.

The tourist industry has probably had the biggest impact on employment. A vast majority of the workforce (23%) is employed in the Retail or Wholesale Trade and Accommodation industries.

COFFS HARBOUR

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	36,368	38,979	75,347	87.99%
0-9 years	5,181	5,107	10,288	12.01%
10-17 years	4,358	4,062	8,420	9.83%
18-24 years	2,967	2,792	5,759	6.73%
25-39 years	6,208	6,715	12,923	15.09%
40-54 years	7,917	8,888	16,805	19.62%
55-64 years	6,383	6,785	13,168	15.38%
65-74 years	5,166	5,294	10,460	12.21%
75+ years	3,369	4,443	7,812	9.12%
Total 2011 population	40,222	42,470	82,692	
Total 2016 population	41,549	44,086	85,635	100%
% change 2011-2016			3.56%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	18,876	50.13%
Part-time employed	14,177	37.65%
Not stated employed	1,874	4.98%
Unemployed	2,726	7.24%
Total labour force	37,653	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	448	1.4%
\$7,750 – \$20,999	1,962	6.13%
\$21,000 – \$41,999	8,153	25.46%
\$42,000 – \$77,999	8,462	26.42%
\$78,000 – \$103,999	3,549	11.08%
\$104,000 – \$129,999	2,664	8.32%
\$130,000 – \$155,999	1,410	4.4%
\$160,000 – \$181,999	757	2.36%
\$182,000 – \$207,999	568	1.77%
\$208,000+	808	2.52%
Not stated	3,247	10.14%
Total households	32,028	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	8,401	41.18%
Couple families – No children	10,014	40.18%
Single parents	4,382	17.42%
Other families	146	1.22%
Total families	22,943	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	11,044	31.75%
Technicians & trade workers/ Community & personal service workers	9,003	25.88%
Clerical & administrative workers	4,398	12.64%
Sales workers	3,629	10.43%
Machinery operators & drivers/Labourers	6,212	17.86%
Not stated	498	1.43%
Total	34,784	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,108	6.12%
Mining	64	0.19%
Manufacturing/Electricity, gas, water & waste services/Construction	4,892	14.2%
Wholesale trade/Retail trade/ Accommodation & food services	7,967	23.13%
Transport, postal & warehousing/ Information, media & communications	1,446	4.2%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	2,235	6.49%
Professional scientific & technical services	1,539	4.47%
Public administration & safety	2,032	5.9%
Education & training/Health care & social assistance	9,094	26.4%
Arts & recreation services	446	1.29%
Other services	1,317	3.82%
Not stated	1,308	3.8%
Total	34,448	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	419,520
Alcoholic beverages	56,784
Clothing & footwear	77,680
Household furnishings & equipment	111,748
Furniture & floor covering	37,693
Household appliances	26,933
Household services & operation	86,079
Medical care & health expenses	147,013
Motor vehicle purchase	96,553
Motor vehicle running costs	240,986
Recreation	306,035
Recreational & educational equipment	77,546
Holidays	143,218
Personal care	50,662

COFFS HARBOUR

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	3,604	3,514	7,118	8.31%
Secondary	2,751	2,693	5,444	6.36%
TAFE	748	1,205	1,953	2.28%
University	558	1,257	1,815	2.12%
Total	7,661	8,669	16,330	19.07%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	12,404	38.66%
Mortgaged	9,151	28.52%
Private rental	8,027	25.02%
Housing authority/Not stated	2,209	6.88%
Other tenure type	297	0.93%
Total dwellings	32,088	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	10,834	12.65%
Certificate	23,365	27.28%
Total	34,199	39.94%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	669	7.87%
\$450 – \$799 per month	555	6.53%
\$800 – \$999 per month	567	6.67%
\$1,000 – \$1,799 per month	3,255	38.29%
\$1,800 – \$2,399 per month	1,959	23.04%
\$2,400 – \$2,999 per month	650	7.65%
\$3,000 – \$3,999 per month	385	4.53%
\$4,000+ per month	180	2.12%
Not stated	281	3.31%
Total mortgaged dwellings	8,501	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,854	5.74%
1 vehicle	12,178	37.69%
2+ vehicles	16,964	52.5%
Not stated	1,319	4.08%
Total	32,315	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	35,673
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)	683
Vegetables for human consumption – Tomatoes – Total production (t)	391
Vegetables for human consumption – Total area (ha)	62
Fruit & nuts – Avocados – Production (kg)	302,982
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	91
Fruit & nuts – Nuts – Total trees (no.)	10,159
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	26,262
Fruit & nuts – Grapes – Total area (ha)	1
Livestock – Sheep & lambs – Total (no.)	266
Livestock – Dairy cattle – Total (no.)	5,444
Livestock – Meat cattle – Total (no.)	14,373

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	26,086	80.29%
Internet not accessed from dwelling	5,433	16.72%
Not stated	969	2.98%
Total	32,488	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	33,784	35,586	69,370	82.36%
Europe	2,032	2,060	4,092	4.86%
Africa & Middle East	232	232	464	0.55%
Asia	798	1,114	1,912	2.27%
Americas	78	131	209	0.25%
Other	3,928	4,252	8,180	9.71%
Total	40,852	43,375	84,227	100%