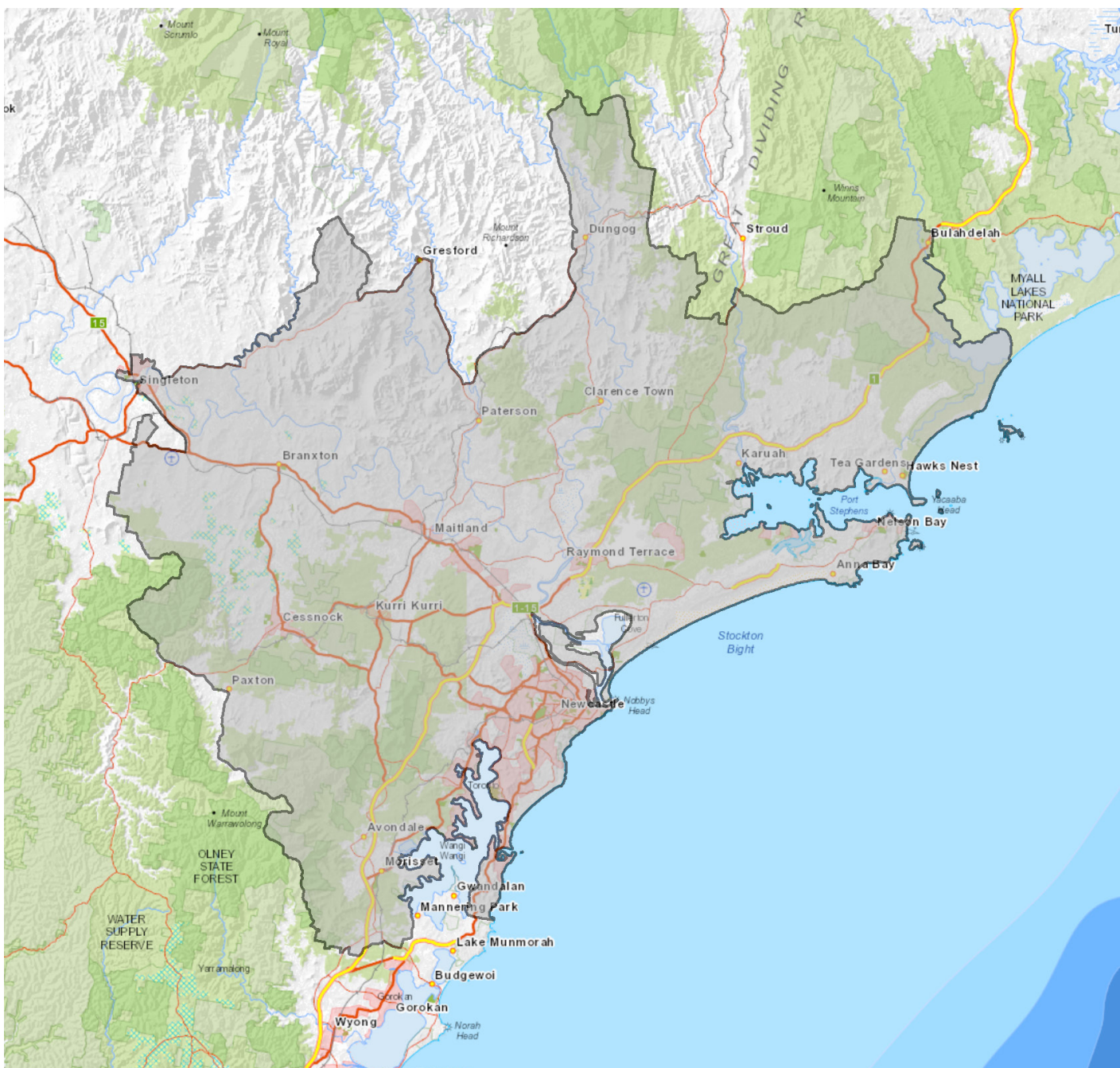


# NEWCASTLE

HIT 106.9 NEWCASTLE • TRIPLE M NEWCASTLE 102.9 • NEWFM • 2HD



<b>Station Name</b>	Hit 106.9 Newcastle	Triple M Newcastle 102.9	NEWFM	2HD
<b>Call Sign</b>	2XXX	2KKO	2NEW	2HD
<b>Frequency</b>	106.9 MHz	102.9 MHz	105.3 MHz	1143 kHz, 97.5 FM
<b>Network</b>	Southern Cross Austereo	Southern Cross Austereo	Super Radio Network	Super Radio Network
<b>Address</b>	7/18 Honeysuckle Drive, Newcastle, NSW 2300	7/18 Honeysuckle Drive, Newcastle, NSW 2300	173-175 Maitland Rd, Sandgate, NSW 2304	173-175 Maitland Rd, Sandgate, NSW 2304
<b>Phone</b>	02 4942 3333	02 4942 1433	02 4968 0105	02 4967 6111
<b>Fax</b>	02 4942 1426	02 4942 1426	02 4967 2129	02 4967 2129
<b>Email</b>			mail@newfm.com.au	mail@2hd.com.au
<b>Web Address</b>	<a href="http://hit.com.au/newcastle">hit.com.au/newcastle</a>	<a href="http://triplem.com.au/newcastle">triplem.com.au/newcastle</a>	<a href="http://newfm.com.au">newfm.com.au</a>	<a href="http://2hd.com.au">2hd.com.au</a>
<b>Description of Content/Format</b>	Hot Adult Contemporary	Adult Contemporary	Hot Adult Contemporary	News & Talk
<b>Demographic Profile of Station Audience</b>	18-39	25-54	25-54	40+

# NEWCASTLE

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Newcastle, located on the east coast of NSW, is a two-hour drive north of Sydney. It is Australia's second largest regional city, and is a major industrial city in its own right with a large university campus and the largest coal exporting harbour in the world.

Being Australia's second oldest city, Newcastle is a city rich in cultural heritage. Magnificent beaches, picturesque parks, history and culture surround Newcastle. Numerous attractions are easily accessible from Newcastle and include rainforests, wilderness areas, and extensive vineyards.

In comparison to the 2011 census, the population of the radio licence area for Newcastle has increased by 5.28% to 585,815. Over half the population (51%) is aged 40 years and over. The birthplace for 87% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 121,380 people (21%) attending an educational institution, 40% were in infants or primary, 30% were attending a secondary educational institution, 10% attending TAFE and 20% attending University or another tertiary institution. Of the 236,996 people (40%) who already have a tertiary qualification, 68% have a certificate, diploma or another tertiary qualification and 32% have a degree.

Of the total dwellings (216,880) in Newcastle, 34% are owned outright and 34% are mortgaged. Private rental properties represent 23% of total dwellings.

21% of the total households (216,049) in Newcastle have a household income range between \$21,000 – \$41,999pa, 23% between \$42,000 – \$77,999pa and 11% between \$78,000 – \$103,999pa. 28% of households have a household income over \$104,000pa.

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

## AGRICULTURE

Newcastle is the gateway to the rich Hunter Valley. Prosperity in the area has more to do with heavy industry and mining than agriculture. From the current census, figures show the area produced nearly 23 thousand kilograms of avocados. There are over 39 thousand beef cattle, 7 thousand dairy cattle, and close to 2 thousand sheep and lambs in the area.

## EMPLOYMENT

Newcastle is a large city offering a diversity of jobs. While heavy industry is still a major employer, Newcastle also supports a well-regarded university and has a large retail sector.

The majority (55%) of the labour force of 278,138 is employed full time. The main industries of employment are:

- Wholesale Trade/Retail Trade/Accommodation and Food Services;
- Education and Training/Health Care and Social Assistance; and
- Manufacturing/Electricity Gas Water and Waste Services/Construction.

*\*Newcastle commercial radio stations participate in the official Radio Audience Measurement Survey conducted by Nielsen Media Research each year. To find out more please contact Commercial Radio Australia.*

# NEWCASTLE

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	249,694	261,850	511,544	87.32%
0-9 years	38,195	36,076	74,271	12.68%
10-17 years	28,321	26,685	55,006	9.39%
18-24 years	26,245	25,245	51,490	8.79%
25-39 years	53,834	55,149	108,983	18.6%
40-54 years	56,369	58,754	115,123	19.65%
55-64 years	36,473	38,543	75,016	12.81%
65-74 years	29,352	31,347	60,699	10.36%
75+ years	19,100	26,127	45,227	7.72%
Total 2011 population	273,838	282,600	556,438	
<b>Total 2016 population</b>	<b>287,889</b>	<b>297,926</b>	<b>585,815</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>5.28%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	153,481	55.18%
Part-time employed	90,648	32.59%
Not stated employed	13,804	4.96%
Unemployed	20,205	7.26%
<b>Total labour force</b>	<b>278,138</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	2,946	1.36%
\$7,750 – \$20,999	11,107	5.14%
\$21,000 – \$41,999	45,479	21.05%
\$42,000 – \$77,999	49,747	23.03%
\$78,000 – \$103,999	24,760	11.46%
\$104,000 – \$129,999	22,070	10.22%
\$130,000 – \$155,999	14,002	6.48%
\$160,000 – \$181,999	8,526	3.95%
\$182,000 – \$207,999	5,989	2.77%
\$208,000+	10,344	4.79%
Not stated	21,079	9.76%
<b>Total households</b>	<b>216,049</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	65,872	41.58%
Couple families – No children	62,221	39.27%
Single parents	28,443	17.95%
Other families	1,888	1.19%
<b>Total families</b>	<b>158,424</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	77,260	29.97%
Technicians & trade workers/ Community & personal service workers	71,226	27.63%
Clerical & administrative workers	34,135	13.24%
Sales workers	25,243	9.79%
Machinery operators & drivers/Labourers	46,375	17.99%
Not stated	3,567	1.38%
<b>Total</b>	<b>257,806</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,422	0.95%
Mining	10,926	4.27%
Manufacturing/Electricity, gas, water & waste services/Construction	43,648	17.05%
Wholesale trade/Retail trade/ Accommodation & food services	51,789	20.23%
Transport, postal & warehousing/ Information, media & communications	12,643	4.94%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	19,286	7.53%
Professional scientific & technical services	13,663	5.34%
Public administration & safety	17,144	6.7%
Education & training/Health care & social assistance	61,686	24.09%
Arts & recreation services	2,660	1.04%
Other services	10,905	4.26%
Not stated	9,278	3.62%
<b>Total</b>	<b>256,050</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	2,829,023
Alcoholic beverages	382,836
Clothing & footwear	523,844
Household furnishings & equipment	753,645
Furniture & floor covering	254,209
Household appliances	181,626
Household services & operation	580,542
Medical care & health expenses	991,449
Motor vehicle purchase	651,140
Motor vehicle running costs	1,624,859
Recreation	2,063,727
Recreational & educational equipment	522,951
Holidays	965,828
Personal care	341,642

# NEWCASTLE

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	25,091	23,670	48,761	8.32%
Secondary	18,492	17,859	36,351	6.21%
TAFE	5,317	6,292	11,609	1.98%
University	10,346	14,313	24,659	4.21%
<b>Total</b>	<b>59,246</b>	<b>62,134</b>	<b>121,380</b>	<b>20.72%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	74,801	34.49%
Mortgaged	74,767	34.47%
Private rental	50,227	23.16%
Housing authority/Not stated	15,475	7.14%
Other tenure type	1,610	0.74%
<b>Total dwellings</b>	<b>216,880</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	75,708	12.92%
Certificate	161,288	27.53%
<b>Total</b>	<b>236,996</b>	<b>40.46%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	4,048	5.67%
\$450 – \$799 per month	3,189	4.47%
\$800 – \$999 per month	3,385	4.74%
\$1,000 – \$1,799 per month	25,501	35.72%
\$1,800 – \$2,399 per month	17,965	25.16%
\$2,400 – \$2,999 per month	7,484	10.48%
\$3,000 – \$3,999 per month	4,924	6.9%
\$4,000+ per month	2,244	3.14%
Not stated	2,651	3.71%
<b>Total mortgaged dwellings</b>	<b>71,391</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	13,452	6.17%
1 vehicle	74,536	34.18%
2+ vehicles	122,477	56.16%
Not stated	7,631	3.5%
<b>Total</b>	<b>218,096</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	102,286
Cereal crops – Wheat for grain – Production (t)	455
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	54
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	1,011
Vegetables for human consumption – Tomatoes – Total production (t)	95
Vegetables for human consumption – Total area (ha)	175
Fruit & nuts – Avocados – Production (kg)	22,926
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	25
Fruit & nuts – Peaches – Production (kg)	25
Fruit & nuts – Nuts – Total trees (no.)	148
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	14,450
Fruit & nuts – Grapes – Total area (ha)	1,056
Livestock – Sheep & lambs – Total (no.)	1,861
Livestock – Dairy cattle – Total (no.)	7,099
Livestock – Meat cattle – Total (no.)	39,886

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	176,113	80.62%
Internet not accessed from dwelling	36,874	16.88%
Not stated	5,452	2.5%
<b>Total</b>	<b>218,439</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	248,295	254,893	503,188	87.37%
Europe	10,306	10,222	20,528	3.56%
Africa & Middle East	1,313	1,231	2,544	0.44%
Asia	3,646	5,310	8,956	1.56%
Americas	557	707	1,264	0.22%
Other	19,416	20,038	39,454	6.85%
<b>Total</b>	<b>283,533</b>	<b>292,401</b>	<b>575,934</b>	<b>100%</b>