



# CAMPBELLTOWN

C91.3 FM

<b>ACMA</b>	2MAC
<b>On-Air Name</b>	C91.3 FM
<b>Frequency</b>	91.3 MHz
<b>Postal Address</b>	PO Box 913
<b>Suburb/State/Postcode</b>	Campbelltown, NSW, 2560
<b>Phone</b>	02 4633 3913
<b>Fax</b>	02 4633 3912
<b>e-mail</b>	
<b>WWW</b>	www.c913.com.au
<b>Format</b>	Adult Contemporary
<b>Primary Station Area Coverage</b>	Macarthur and Campbelltown
<b>Demographic Profile of Station Audience</b>	All people aged 25-54

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

## CAMPBELLTOWN

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Comprising of Campbelltown, Camden and Wollondilly Local Government Area's (LGA's) the Macarthur region covers an area of 3,289 square kilometres. The current official Estimated Regional Population for Macarthur as of the 30th June 2012 is 258,128 and has in excess of 17,052 businesses operating in the region. Ideally located on major transport corridors, the region is within an hour's travel to Sydney, Wollongong and international sea and airports. The region has a diversity of business enterprises, including manufacturing, farming, service industries and mining.

Some of the major features of the Macarthur area include Nattai National Park, Thirlmere Lakes National Park, Burragarang State Conservation Area, Dharawal State Conservation Area, Cataract Dam, Warragamba Dam, Thirlmere Lakes, Razorback Range, Campbelltown Stadium, Menangle Park Paceway, Campbelltown Athletics Centre, NSW Rail Transport Museum, Picton Botanical Gardens, the Georges River, the Nepean River and several wineries.

In comparison to the 2006 census, the population of the radio licence area for Macarthur has increased by 9.66% to 244,886. Over 49% of the population is between the ages of 25-59 based on the 2011 census with 23.93% between 0-14 years and 14.67% of the population aged 60+. 36.4% of the population have Australian ancestry with English, Irish and Scottish ancestries making up another 47.4%.

21% of the total households in Macarthur have a household income range between \$65,000-\$103,999pa, 15% between \$42,000-\$64,999pa and 18% between \$104,000-\$155,999pa. 10.1% have a household income of over \$156,000 pa.

Of the 55,385 people attending an educational institution, 45% were in pre-school or primary, 30% were in a secondary educational institution, 11% were attending TAFE and 15% were attending University or another tertiary institution. Of the 77,810 people who already have a tertiary qualification, 18% have an Advanced Diploma or Diploma and 29% have a Bachelor or Higher Degree.

Overall, 25% of the population owned their dwelling; 45% were mortgaged, and 18% were renting.

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 region.

### AGRICULTURE

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The farms in the district support over 12 thousand meat cattle. The region also produced over 75 thousand kilograms of peaches, 37 thousand kilograms of nectarines and 127 thousand kilograms of apples.

### EMPLOYMENT

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The majority (63%) of the labour force of 121,557 is employed full time. The main industries of employment are:

- Manufacturing, Construction, Electricity, Gas & Water Supply;
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants; and
- Education, Health & Community Service

Additional source: <http://www.macroc.nsw.gov.au>

## CAMPBELLTOWN

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	101862	106435	208297	85.06
Aged 0-9 Years	18629	17960	36589	14.94
Aged 10-17 Years	15202	14740	29942	12.23
Aged 18-24 Years	12603	12089	24692	10.08
Aged 25-39 Years	24369	25974	50343	20.56
Aged 40-54 Years	24614	26398	51012	20.83
Aged 55+ Years	25074	27234	52308	21.36
Total 2011 Population	120491	124395	244886	100.00
Total 2006 Population	110031	113280	223311	
% Change 2006-2011			9.66%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	76627	63.04
Part-time Employed	30468	25.06
Not Stated Employed	3001	2.47
Unemployed	7350	6.05
Total Labour Force	121557	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1842	2.35
\$10000-\$20999pa	5796	7.40
\$21000-\$41999pa	12196	15.57
\$42000-\$64999pa	12005	15.33
\$65000-\$103999pa	16090	20.54
\$104000-\$155999pa	14192	18.12
\$156000+pa	7925	10.12
Not Stated	1913	2.44
Total Households	78323	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	33381	50.76
Couple Families-No Children	19043	28.96
Single Parents	12468	18.96
Other Families	865	1.32
Total Families	65757	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	29515	25.85
Technicians/Trade Workers/Community Personal Service Workers	29095	25.48
Clerical & Administrative Workers	19798	17.34
Sales Workers	10835	9.49
Machinery Operation/Driver/& Labourers	22818	19.98
Not Stated	2119	1.86
Total	114180	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	916	0.82
Mining	695	0.62
Construction/Electricity gas water and waste services/Manufacturing	25244	22.55
Wholesale/Retail Trade, Accom + Food	23563	21.05
Transport Postal & Warehouse/Telecomms	10203	9.11
Finance & Insurance Services	9797	8.75
Professional scientific and technical services	5272	4.71
Public administration and safety	7466	6.67
Education & Health	20322	18.15
Arts and recreation services	1350	1.21
Other services	4290	3.83
Inadequately described or not stated	2831	2.53
Total	111949	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	892,643
Total Alcoholic beverages	128,362
Total Clothing and Footwear	204,541
Total Household Linen Furnishings & Equipment	196,595
Furniture and Floor Covering	65,387
Household Appliances	49,297
Household Services and Operation	301,712
Total Medical Care and Pharmacy	269,849
Motor Vehicle Purchase	167,618
Total Motor Vehicle Running Cost incl Rego	351,641
Audio Visual Equipment and Parts	206,597
Recreation	640,149
Holidays Australia and Overseas	212,329
Total Personal care and Hygiene	107,568
Total Super and Life Insurance	308,867

## CAMPBELLTOWN

### TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	11649	11118	22767	9.30
Secondary	9307	9318	18625	7.61
TAFE	3124	3140	6264	2.56
University & Other	3073	4656	7729	3.16
<b>Total</b>	<b>27153</b>	<b>28232</b>	<b>55385</b>	<b>22.62</b>

### DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	20228	25.84
Mortgaged	35575	45.45
Private Rental	14294	18.26
Housing Authority/Not Stated	7529	9.62
Other Tenure Type	653	0.83
<b>Total Dwellings</b>	<b>78279</b>	<b>100.00</b>

### UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	20766	8.48
Certificate	57053	23.30
<b>Total</b>	<b>77819</b>	<b>31.78</b>

### MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1525	4.29
\$500-\$799 per month	1462	4.12
\$800-\$999 per month	1387	3.90
\$1000-\$1399 per month	4135	11.64
\$1400+ per month	25258	71.10
Not Stated	1756	4.94
<b>Total Mortgaged Dwellings</b>	<b>35523</b>	<b>100.00</b>

### MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	5573	0.07
1 Vehicle	25059	0.32
2+ Vehicles	45297	0.58
Not Stated	2414	1.56
<b>Total</b>	<b>70356</b>	<b>0.90</b>

### AGRICULTURE COMMODITY

### VALUE

Area of holding - total area (ha)	33,478
Land Use - Grazing land (including pastures and rangelands) area (ha)	27,200
Cereal Crops - Wheat for grain production (t)	4
Cereals for grain total production (t)	88
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	11
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	413
Tomatoes total production (t)	817
Avocados, total production (kg)	0
Nuts total trees (n)	246
Total grapes total area of vines (ha)	18
Orchard trees (incl. nuts) total trees - number (n)	54,237
Sheep and lambs total number (n)	2,683
Milk cattle (n)	2,413
Meat cattle (n)	12,839
Apples production (kg)	172,255
Nectarines production (kg)	37,299
Peaches production (kg)	75,959

### INTERNET USAGE

Connection	Total	% Market Population
No Connection	13595	17.37
Broadband	56359	72.00
Dial-up	2420	3.09
Other	2941	3.76
Not Stated	2964	3.79
<b>Total</b>	<b>78279</b>	<b>100.00</b>

### BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	90343	92871	183214	74.81
Europe	9009	8938	17947	7.33
Africa & Middle East	1917	1875	3792	1.55
Asia	5732	7016	12748	5.21
Americas	342	339	681	0.28
Other	13070	13465	26535	10.83
<b>Total Population Total</b>	<b>120413</b>	<b>124504</b>	<b>244917</b>	<b>100.00</b>