



# COFFS HARBOUR

**106.3 2CS FM, 105.5 STAR FM & COFFS COAST'S 2HC**

|  |   |   |   |
|--|---|---|---|
| <b>ACMA</b>                                    | 2CFS  | 2CSF  | 2HC   |
| <b>On-Air Name</b>                             | 106.3 2CS FM  | 105.5 Star FM   | Coffs Coast's 2HC   |
| <b>Frequency</b>                               | 106.3MHz  | 105.5MHz  | 639 kHz & 100.5 MHz   |
| <b>Postal Address</b>                          | 2 Peterson Road   | 2 Peterson Road   | PO Box 1950   |
| <b>Suburb/State/Postcode</b>                   | Coffs Harbour NSW 2450  | Coffs Harbour NSW 2450  | Coffs Harbour NSW 2450  |
| <b>Phone</b>                                   | 02 6652 8999  | 02 6652 8999  | 02 6651 1000  |
| <b>Fax</b>                                     | 02 6652 6464  | 02 6652 6464  | 02 6651 1110  |
| <b>e-mail</b>                                  |   |   | office@radio639am.info  |
| <b>WWW</b>                                     | www.theradio.com.au   | www.theradio.com.au   | www.radio639am.info   |
| <b>Format</b>                                  | Adult Contemporary  | Hot Adult Contemporary  | News, Talk, Sport   |
| <b>Primary Station Area Coverage</b>           | Coffs Harbour, south to Urunga west to Ebor and north to Woolgoolga | Coffs Harbour, south to Urunga west to Ebor and north to Woolgoolga | Coffs Harbour, south to Urunga west to Ebor and north to Woolgoolga |
| <b>Demographic Profile of Station Audience</b> | 35-54   | 16-39   | All people 35+  |

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

## COFFS HARBOUR

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Coffs Harbour is located on the north coast of NSW, and 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 those of Dorrigo and Solitary Island,, dozens of beaches and the Big Banana.

In comparison to the 2006 census, the population of the radio licence area of Coffs Harbour has increased by 9.70% to 82,692. There was a decline in the number of people aged 10-17; however the number of people in all other age demographics increased. Over 54% of the population is aged over 40 years. The birthplace for 84% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 17,268 people attending an educational institution, 39% were either in infants or primary, 34% were attending a secondary educational institution, 11% were attending University or another tertiary institution and 15% were attending TAFE. Of the 29,333 people who already have a tertiary qualification, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (31,750) in Coffs Harbour 37% are owned outright and 28% are mortgaged. Private rental properties represent 26% of total dwellings.

26% of the total households (31,770) in Coffs Harbour have a household income range between \$21,000-\$41,999pa, 19% between \$42,000-\$64,999pa and 16% between \$65,000-\$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

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The main industries in Coffs Harbour are tourism, fishing and agricultural. Over half of the farmland in the area produces bananas, avocados or other tropical fruit such as mangoes. The area produced over 232 thousand kilograms of avocados, 5 thousand kilograms of mangoes and over 4 thousand tonnes of bananas.

There are over 24 thousand beef and 5 thousand dairy cattle supported in the region.

### EMPLOYMENT

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50.12% of the total labour force of 36,486 is employed full time. The main industries of employment are:

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

The tourist industry has probably had the biggest impact on employment. A vast majority of the workforce (25%) is employed in the retail or wholesale Trade and Accommodation industries.

## COFFS HARBOUR

### AGE COHORTS

| Age                   | Male  | Female | Total | % Market Population |
|-----------------------|-------|--------|-------|---------------------|
| Aged 10+ Years        | 35061 | 37504  | 72565 | 87.75               |
| Aged 0-9 Years        | 5161  | 4966   | 10127 | 12.25               |
| Aged 10-17 Years      | 4840  | 4635   | 9475  | 11.46               |
| Aged 18-24 Years      | 3051  | 2905   | 5956  | 7.20                |
| Aged 25-39 Years      | 5926  | 6418   | 12344 | 14.93               |
| Aged 40-54 Years      | 8316  | 9568   | 17884 | 21.63               |
| Aged 55+ Years        | 12928 | 13978  | 26906 | 32.54               |
| Total 2011 Population | 40222 | 42470  | 82692 | 100.00              |
| Total 2006 Population | 36642 | 38733  | 75375 |                     |
| % Change 2006-2011    |       |        | 9.71% |                     |

### LABOUR FORCE

| Employment Classification | Total | % Labour Force |
|---------------------------|-------|----------------|
| Full-time Employed        | 18289 | 50.13          |
| Part-time Employed        | 13011 | 35.66          |
| Not Stated Employed       | 715   | 1.96           |
| Unemployed                | 2968  | 8.13           |
| Total Labour Force        | 36486 | 100.00         |

### HOUSEHOLD INCOME

| Income Range        | Total | % Occupied Dwellings |
|---------------------|-------|----------------------|
| \$0-\$9999pa        | 863   | 2.72                 |
| \$10000-\$20999pa   | 3978  | 12.52                |
| \$21000-\$41999pa   | 8173  | 25.73                |
| \$42000-\$64999pa   | 5975  | 18.81                |
| \$65000-\$103999pa  | 5236  | 16.48                |
| \$104000-\$155999pa | 3060  | 9.63                 |
| \$156000+pa         | 1191  | 3.75                 |
| Not Stated          | 899   | 2.83                 |
| Total Households    | 31770 | 100.00               |

### FAMILY STRUCTURE

| Type of Family              | Total | % Total Families |
|-----------------------------|-------|------------------|
| Couple Families-Children    | 8357  | 36.81            |
| Couple Families-No Children | 9828  | 43.30            |
| Single Parents              | 4267  | 18.80            |
| Other Families              | 248   | 1.09             |
| Total Families              | 22700 | 100.00           |

### OCCUPATION

| Employment Classification                                    | Total | % Occupations |
|--|-------|---------------|
| Managers & Professionals                                     | 10492 | 31.30         |
| Technicians/Trade Workers/Community Personal Service Workers | 8595  | 25.64         |
| Clerical & Administrative Workers                            | 4494  | 13.41         |
| Sales Workers  | 3714  | 11.08         |
| Machinery Operation/Driver/& Labourers                       | 5765  | 17.20         |
| Not Stated   | 460   | 1.37          |
| Total  | 33520 | 100.00        |

### INDUSTRY

| Industry  | Total | % Workforce |
|---|-------|-------------|
| Agriculture, Forestry & Fishing                                     | 1648  | 4.92        |
| Mining  | 125   | 0.37        |
| Construction/Electricity gas water and waste services/Manufacturing | 5290  | 15.79       |
| Wholesale/Retail Trade, Accom + Food                                | 8519  | 25.43       |
| Transport Postal & Warehouse/Telecomms                              | 1547  | 4.62        |
| Finance & Insurance Services  | 2151  | 6.42        |
| Professional scientific and technical services                      | 1564  | 4.67        |
| Public administration and safety                                    | 2027  | 6.05        |
| Education & Health  | 8103  | 24.19       |
| Arts and recreation services  | 488   | 1.46        |
| Other services  | 1317  | 3.93        |
| Inadequately described or not stated                                | 720   | 2.15        |
| Total   | 33499 | 100.00      |

### ANNUAL HOUSEHOLD EXPENDITURE

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|   |         |
|---|---------|
| Food and non Alcoholic Beverages              | 332,285 |
| Total Alcoholic beverages                     | 52,014  |
| Total Clothing and Footwear                   | 71,716  |
| Total Household Linen Furnishings & Equipment | 82,450  |
| Furniture and Floor Covering                  | 27,905  |
| Household Appliances                          | 20,827  |
| Household Services and Operation              | 109,746 |
| Total Medical Care and Pharmacy               | 100,356 |
| Motor Vehicle Purchase                        | 73,747  |
| Total Motor Vehicle Running Cost incl Rego    | 144,839 |
| Audio Visual Equipment and Parts              | 83,310  |
| Recreation                                    | 255,381 |
| Holidays Australia and Overseas               | 82,919  |
| Total Personal care and Hygiene               | 39,889  |
| Total Super and Life Insurance                | 129,058 |



## COFFS HARBOUR

### TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

| School             | Male | Female | Total | % Market Population |
|--------------------|------|--------|-------|---------------------|
| Infants/Primary    | 3444 | 3323   | 6767  | 8.19                |
| Secondary          | 3002 | 2937   | 5939  | 7.19                |
| TAFE               | 1103 | 1505   | 2608  | 3.16                |
| University & Other | 665  | 1289   | 1954  | 2.36                |
| Total              | 8214 | 9054   | 17268 | 20.89               |

### DWELLING TENURE TYPE

| Tenure Type                  | Total | % Total Dwellings |
|------------------------------|-------|-------------------|
| Fully Owned                  | 11887 | 37.44             |
| Mortgaged                    | 8985  | 28.30             |
| Private Rental               | 8419  | 26.52             |
| Housing Authority/Not Stated | 2074  | 6.53              |
| Other Tenure Type            | 385   | 1.21              |
| Total Dwellings              | 31750 | 100.00            |

### UNIVERSITY QUALIFICATIONS

| Type of Tertiary Qualification | Total | % Market Population |
|--------------------------------|-------|---------------------|
| Degree                         | 7959  | 9.63                |
| Certificate                    | 21374 | 25.86               |
| Total                          | 29333 | 35.49               |

### MORTGAGE PAYMENTS

| Monthly Mortgage Payment  | Total | % Mortgaged Dwellings |
|---------------------------|-------|-----------------------|
| \$0-\$499 per month       | 797   | 8.88                  |
| \$500-\$799 per month     | 819   | 9.12                  |
| \$800-\$999 per month     | 668   | 7.44                  |
| \$1000-\$1399 per month   | 1555  | 17.32                 |
| \$1400+ per month         | 4671  | 52.02                 |
| Not Stated                | 470   | 5.23                  |
| Total Mortgaged Dwellings | 8980  | 100.00                |

### MOTOR VEHICLES

| Number of Cars | Total | % Total Dwellings |
|----------------|-------|-------------------|
| No Vehicles    | 2397  | 0.08              |
| 1 Vehicle      | 12699 | 0.40              |
| 2+ Vehicles    | 15556 | 0.49              |
| Not Stated     | 1113  | 1.78              |
| Total          | 28255 | 0.89              |

### AGRICULTURE COMMODITY

### VALUE

|   |         |
|---|---------|
| Area of holding - total area (ha)                                     | 46,478  |
| Land Use - Grazing land (including pastures and rangelands) area (ha) | 37,748  |
| Cereal Crops - Wheat for grain production (t)                         | 511     |
| Cereals for grain total production (t)                                | 511     |
| Cereal Crops - Rice for grain production (t)                          | 0       |
| Cereal Crops - Barley for grain production (t)                        | 0       |
| Sorghum for grain production (t)                                      | 0       |
| Vegetables for human consumption, total area (ha)                     | 108     |
| Tomatoes total production (t)   | 208     |
| Avocados, total production (kg)                                       | 232,593 |
| Nuts total trees (n)  | 24,921  |
| Total grapes total area of vines (ha)                                 | 5       |
| Orchard trees (incl. nuts) total trees - number (n)                   | 54,490  |
| Sheep and lambs total number (n)                                      | 612     |
| Milk cattle (n)   | 5,078   |
| Meat cattle (n)   | 24,800  |
| Apples production (kg)  | 0       |
| Nectarines production (kg)  | 7,628   |
| Peaches production (kg)   | 2,203   |

### INTERNET USAGE

| Connection    | Total | % Market Population |
|---------------|-------|---------------------|
| No Connection | 7376  | 23.19               |
| Broadband     | 21121 | 66.41               |
| Dial-up       | 1094  | 3.44                |
| Other         | 1095  | 3.44                |
| Not Stated    | 1119  | 3.52                |
| Total         | 31805 | 100.00              |

### BIRTHPLACE BY REGION

| Region                 | Male  | Female | Total | % Market Population |
|------------------------|-------|--------|-------|---------------------|
| Oceania incl Australia | 33826 | 35612  | 69438 | 84.01               |
| Europe                 | 2660  | 2678   | 5338  | 6.46                |
| Africa & Middle East   | 154   | 185    | 339   | 0.41                |
| Asia                   | 576   | 955    | 1531  | 1.85                |
| Americas               | 171   | 241    | 412   | 0.50                |
| Other                  | 2818  | 2782   | 5600  | 6.77                |
| Total Population Total | 40205 | 42453  | 82658 | 100.00              |