



# NEWCASTLE

## KOFM, NXFM, 2HD & NEW FM

<b>ACMA</b>	2KKO	2XXX	2HD	2NEW
<b>On-Air Name</b>	KOFM	NXFM	2HD	New FM
<b>Frequency</b>	102.9 MHz	106.9 MHz	1143 kHz & 97.5 MHz	105.3 MHz
<b>Postal Address</b>	PO Box 606	PO Box 97	PO Box 105	PO Box 105
<b>Suburb/State/ Postcode</b>	CHARLESTOWN NSW 2290	CHARLESTOWN NSW 2290	H.R.M.C. NSW 2310	H.R.M.C. NSW 2310
<b>Phone</b>	02 4942 1433	02 4942 3333	02 4967 6111	02 4963 0105
<b>Fax</b>	02 4942 1426	02 4942 1426	02 4968 9829	02 4968 9829
<b>WWW</b>	www.kofm.com.au	www.nxfm.com.au	www.2hd.com.au	www.newfm.com.au
<b>Format</b>	Adult Variety	Hot Adult Contemporary	News, Sport & Talk	Adult Contemporary
<b>Primary Station Area Coverage</b>	Newcastle, Lake Macquarie & Hunter Valley	Newcastle, Lake Macquarie & Hunter Valley	Newcastle, Lake Macquarie & Hunter Valley	Newcastle, Lake Macquarie & Hunter Valley
<b>Demographic Profile of Station Audience</b>	30-54	18-39	35+	30-44

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

## 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 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.

The four commercial radio stations broadcast to Newcastle, Port Stephens, Maitland, Cessnock, and the Lake Macquarie district.

In comparison to the 2006 census, the population of the radio licence area for Newcastle has increased by 6.54% to 556,438. There was an increase in the number of people across most demographics; however the number of people aged 10-17 decreased slightly since the 2006 census. Over 49% of the population is aged 40 years and over. The birthplace for 86.3% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 115,671 people attending an educational institution, 39% were either in infants or primary, 31% were attending a secondary educational institution, 11% attending TAFE and 19% attending University or another tertiary institution. Of the 197,946 people who already have a tertiary qualification, 72% have a certificate, diploma or another tertiary qualification and 28% have a degree.

Of the total dwellings (208,159) in Newcastle, 35% of dwellings are owned outright and 34% are mortgaged. Private rental properties represent 22% of total dwellings.

20% of the total households (208,278) in Newcastle have a household income range between \$21,000 – \$41,999pa; 16% between \$42,000 – \$64,999pa; and 18% between \$65,000 – \$103,999pa.

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

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Newcastle is the gateway to the rich Hunter Valley, made all the more accessible with the new Hunter Expressway, the prosperity has more to do with heavy industry and mining rather than agriculture. The local wine industry is a vibrant tourist attraction for the region with well over 140 wineries and cellar doors in the greater Hunter Valley. The region has almost two thousand hectares dedicated to wine making.

From the current census, figures show the Newcastle licence area produced over 42 thousand kilograms of avocados. There are over 62 thousand beef cattle, 8 thousand dairy cattle and over 2 thousand sheep and lambs in the area.

### EMPLOYMENT

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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 (57.7%) of the labour force of 263,306 is employed full time. The main industries of employment are:

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

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

## NEWCASTLE

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	237703	248508	486211	87.38
Aged 0-9 Years	36135	34092	70227	12.62
Aged 10-17 Years	29928	28163	58091	10.44
Aged 18-24 Years	26163	25279	51442	9.24
Aged 25-39 Years	50986	51745	102731	18.46
Aged 40-54 Years	55483	57541	113024	20.31
Aged 55+ Years	75143	85780	160923	28.92
Total 2011 Population	273838	282600	556438	100.00
Total 2006 Population	256377	265888	522265	
% Change 2006-2011			6.14	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	152106	57.77
Part-time Employed	80688	30.64
Not Stated Employed	5197	1.97
Unemployed	14578	5.54
Total Labour Force	263306	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	4864	2.34
\$10000-\$20999pa	22342	10.73
\$21000-\$41999pa	41245	19.80
\$42000-\$64999pa	32364	15.54
\$65000-\$103999pa	37322	17.92
\$104000-\$155999pa	31171	14.97
\$156000+pa	17673	8.49
Not Stated	5812	2.79
Total Households	208278	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	63309	41.79
Couple Families-No Children	59455	39.25
Single Parents	26586	17.55
Other Families	2147	1.42
Total Families	151497	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	72179	29.02
Technicians/Trade Workers/Community Personal Service Workers	66332	26.66
Clerical & Administrative Workers	34849	14.01
Sales Workers	25043	10.07
Machinery Operation/Driver/& Labourers	46589	18.73
Not Stated	3769	1.52
Total	248761	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2388	0.96
Mining	10377	4.17
Construction/Electricity gas water and waste services/Manufacturing	49378	19.86
Wholesale/Retail Trade, Accommodation	53407	21.48
Transport, Postal & Warehouse/ Telecomms	13289	5.35
Finance & Insurance Services	18128	7.29
Professional scientific and technical services	14007	5.63
Public administration and safety	15924	6.41
Education & Health	53058	21.34
Arts and recreation services	2809	1.13
Other services	10686	4.30
Not stated	5156	2.07
Total	248607	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	2,274,450
Total Alcoholic beverages	356,028
Total Clothing and Footwear	490,888
Total Household Linen Furnishings & Equipment	564,361
Furniture and Floor Covering	191,008
Household Appliances	142,561
Household Services and Operation	751,198
Total Medical Care and Pharmacy	686,923
Motor Vehicle Purchase	504,792
Total Motor Vehicle Running Cost incl Rego	991,402
Audio Visual Equipment and Parts	570,243
Recreation	1,748,055
Holidays Australia and Overseas	567,570
Total Personal care and Hygiene	273,037
Total Super and Life Insurance	883,385

## NEWCASTLE

### TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	23287	21835	45122	8.11
Secondary	17642	17785	35427	6.37
TAFE	6661	6577	13238	2.38
University & Other	9164	12720	21884	3.93
<b>Total</b>	<b>56754</b>	<b>58917</b>	<b>115671</b>	<b>20.79</b>

### DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	72758	34.95
Mortgaged	71570	34.38
Private Rental	46683	22.43
Housing Authority/Not Stated	15476	7.43
Other Tenure Type	1672	0.80
<b>Total Dwellings</b>	<b>208159</b>	<b>100.00</b>

### UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	54960	9.88
Certificate	142986	25.70
<b>Total</b>	<b>197946</b>	<b>35.57</b>

### MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	4369	6.11
\$500-\$799 per month	4397	6.15
\$800-\$999 per month	3876	5.42
\$1000-\$1399 per month	10701	14.96
\$1400+ per month	44625	62.39
Not Stated	3557	4.97
<b>Total Mortgaged Dwellings</b>	<b>71525</b>	<b>100.00</b>

### MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	16528	4.03
1 Vehicle	74143	18.09
2+ Vehicles	312661	76.28
Not Stated	6569	1.60
<b>Total</b>	<b>409901</b>	<b>100.00</b>

### AGRICULTURE COMMODITY

### VALUE

Area of holding - total area (ha)	154,891
Land Use - Grazing land (including pastures and rangelands) area (ha)	130,674
Cereal Crops - Wheat for grain production (t)	610
Cereals for grain total production (t)	1,701
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	892
Sorghum for grain production (t)	20
Vegetables for human consumption, total area (ha)	179
Tomatoes total production (t)	207
Avocados, total production (kg)	42,832
Nuts total trees (n)	1,513
Total grapes total area of vines (ha)	1,884
Orchard trees (incl. nuts) total trees - number (n)	42,879
Sheep and lambs total number (n)	2,668
Milk cattle (n)	8,587
Meat cattle (n)	62,508
Apples production (kg)	103
Nectarines production (kg)	8,295
Peaches production (kg)	10,727

### INTERNET USAGE

Connection	Total	% Market Population
No Connection	48158	23.13
Broadband	139307	66.90
Dial-up	6231	2.99
Other	7011	3.37
Not Stated	7514	3.61
<b>Total</b>	<b>208221</b>	<b>100.00</b>

### BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	236277	244301	480578	86.37
Europe	13851	13790	27641	4.97
Africa & Middle East	1081	970	2051	0.37
Asia	3660	5326	8986	1.61
Americas	1103	1077	2180	0.39
Other	17891	17120	35011	6.29
<b>Total Population Total</b>	<b>273863</b>	<b>282584</b>	<b>556447</b>	<b>100.00</b>