



# PORT MACQUARIE/KEMPSEY

## STAR FM, 2MC FM & RADIO 531

<b>ACMA</b>	2ROXFM	2MCFM	2PM
<b>On-Air Name</b>	Star FM	2MC FM	Radio 531 & FM93.5
<b>Frequency</b>	105.1 & 102.3 MHz	100.7 & 106.7 MHz	531 kHz & 93.5 MHz
<b>Postal Address</b>	PO Box 1161	PO Box 1161	PO Box 920
<b>Suburb/State/Postcode</b>	Port Macquarie NSW 2444	Port Macquarie NSW 2444	Port Macquarie NSW 2444
<b>Phone</b>	02 6583 8088	02 6583 8088	02 6584 9344
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<b>e-mail</b>	midcoaststarfm@sca.com.au	2mc@sca.com.au	radio531@bigpond.net.au
<b>WWW</b>	www.starfm.midnorthcoast.com.au	www.2mcfm.com.au	www.superradio.net.au
<b>Format</b>	Adult Contemporary	Adult, Talkback & Classic Rock	News, Talk & Adult Contemporary
<b>Primary Station Area Coverage</b>	Port Macquarie, Kempsey, Hastings & Mid North Coastal areas	Port Macquarie, Kempsey, Hastings & Mid North Coastal areas	Port Macquarie, Kempsey, Hastings & Mid North Coastal areas
<b>Demographic Profile of Station Audience</b>	25-39	35+	35+

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

## PORT MACQUARIE/KEMPSEY

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Port Macquarie is around four hours from Sydney and two hours from Newcastle. The Radio Licence Area for the commercial radio stations in Port Macquarie runs along the NSW coast to the north of Newcastle. The area includes Kempsey, the agricultural centre for the region, and Port Macquarie, which is more of a holiday destination.

With its glorious bays and beaches, intricate inland waterways, rainforests, rolling hinterland and a temperate climate, it is not surprising that Port Macquarie, Wauchope and Camden Haven are among Australia's longest established holiday destinations.

In comparison to the 2006 census, the population of the radio licence area for Port Macquarie has increased by 12.12% to 124,510. There was a considerable rise seen in the people aged 55+ from over 40 thousand in the 2006 census to over 47 thousand in the current figures. Over 58% of the population is aged over 40 years, due in part to the large numbers of people from Sydney and Melbourne retiring on the coast, particularly around the Port Macquarie area.

The birthplace for 86.14% of the population was Oceania including Australian, New Zealander, Indigenous and Islanders persons.

Of the 22,981 people attending an educational institution, 43% were in infants or primary, 36% were attending a secondary educational institution, 13% at TAFE and 8% at University or another tertiary institution. Of the 41,924 people who already have a tertiary qualification, 23% have a degree and 77% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (49,858) in Port Macquarie 43% are owned outright and 26% are mortgaged. Private rental properties represent 23% of total dwellings.

28% of the total households (49,249) in Port Macquarie have a household income range between \$21,000 – \$41,999, 18% between \$42,000 – \$64,999 and 15% between \$65,000 – \$103,999.

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 area produces a variety of fruit and vegetables. The recent census shows that the area produced over 973 thousand kilograms of avocados and 30 thousand kilograms of peaches.

The farms in the area support over 47 thousand beef cattle, almost 15 thousand dairy cattle and there are over 69 thousand nut trees in the region.

### EMPLOYMENT

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Tourism is one of the major driving forces in the area. 50.4% of the labour force of 48,882 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants; and
- Education, Health, and Community Services.

## PORT MACQUARIE/KEMPSEY

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	53019	56766	109785	88.17
Aged 0-9 Years	7542	7183	14725	11.83
Aged 10-17 Years	6748	6397	13145	10.56
Aged 18-24 Years	3870	3606	7476	6.00
Aged 25-39 Years	7801	8582	16383	13.16
Aged 40-54 Years	11986	13467	25453	20.44
Aged 55+ Years	22614	24714	47328	38.01
Total 2011 Population	60561	63949	124510	100.00
Total 2006 Population	54085	56965	111050	
% Change 2006-2011			12.12%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	24637	50.40
Part-time Employed	17610	36.03
Not Stated Employed	918	1.88
Unemployed	3750	7.67
Total Labour Force	48882	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1415	2.87
\$10000-\$20999pa	6916	14.04
\$21000-\$41999pa	14054	28.54
\$42000-\$64999pa	9101	18.48
\$65000-\$103999pa	7203	14.63
\$104000-\$155999pa	3978	8.08
\$156000+pa	1640	3.33
Not Stated	1607	3.26
Total Households	49249	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	11442	33.00
Couple Families-No Children	16501	47.60
Single Parents	6315	18.22
Other Families	839	2.42
Total Families	34668	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	13288	29.54
Technicians/Trade Workers/Community Personal Service Workers	12240	27.21
Clerical & Administrative Workers	5987	13.31
Sales Workers	4966	11.04
Machinery Operation/Driver/& Labourers	7805	17.35
Not Stated	692	1.54
Total	44978	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1490	3.31
Mining	212	0.47
Construction/Electricity gas water and waste services/Manufacturing	8243	18.33
Wholesale/Retail Trade, Accommodation	11270	25.06
Transport, Postal & Warehouse/ Telecomms	2165	4.81
Finance & Insurance Services	3013	6.70
Professional scientific and technical services	1821	4.05
Public administration and safety	2451	5.45
Education & Health	11147	24.78
Arts and recreation services	545	1.21
Other services	1760	3.91
Not Stated	861	1.91
Total	44978	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	512,478
Total Alcoholic beverages	80,220
Total Clothing and Footwear	110,607
Total Household Linen Furnishings & Equipment	127,162
Furniture and Floor Covering	43,038
Household Appliances	32,122
Household Services and Operation	169,260
Total Medical Care and Pharmacy	154,777
Motor Vehicle Purchase	113,739
Total Motor Vehicle Running Cost incl Rego	223,382
Audio Visual Equipment and Parts	128,487
Recreation	393,871
Holidays Australia and Overseas	127,884
Total Personal care and Hygiene	61,520
Total Super and Life Insurance	199,044

## PORT MACQUARIE/KEMPSEY

### TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	5059	4813	9872	7.90
Secondary	4144	4180	8324	6.66
TAFE	1300	1729	3059	2.45
University & Other	486	1270	1756	1.40
Total	10989	11992	22981	18.38

### DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	21403	42.93
Mortgaged	13040	26.15
Private Rental	11605	23.28
Housing Authority/Not Stated	3139	6.30
Other Tenure Type	671	1.35
Total Dwellings	49858	100.00

### UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	9436	7.55
Certificate	32488	25.98
Total	41924	33.53

### MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	654	7.79
\$500-\$799 per month	650	7.74
\$800-\$999 per month	552	6.57
\$1000-\$1399 per month	1357	16.16
\$1400+ per month	4775	56.86
Not Stated	410	4.88
Total Mortgaged Dwellings	8398	100.00

### MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	2307	0.06
1 Vehicle	12734	0.33
2+ Vehicles	23024	0.59
Not Stated	1018	1.69
Total	35758	0.91

### AGRICULTURE COMMODITY

### VALUE

Area of holding - total area (ha)	108,478
Land Use - Grazing land (including pastures and rangelands) area (ha)	86,866
Cereal Crops - Wheat for grain production (t)	0
Cereals for grain total production (t)	83
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	47
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	111
Tomatoes total production (t)	165
Avocados, total production (kg)	973,763
Nuts total trees (n)	69,734
Total grapes total area of vines (ha)	28
Orchard trees (incl. nuts) total trees - number (n)	111,895
Sheep and lambs total number (n)	1,059
Milk cattle (n)	14,706
Meat cattle (n)	47,311
Apples production (kg)	0
Nectarines production (kg)	9,574
Peaches production (kg)	30,963

### INTERNET USAGE

Connection	Total	% Market Population
No Connection	13821	27.90
Broadband	30467	61.50
Dial-up	1853	3.74
Other	1554	3.14
Not Stated	1843	3.72
Total	49538	100.00

### BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	52382	55289	107671	86.15
Europe	3776	3944	7720	6.18
Africa & Middle East	188	200	388	0.31
Asia	378	640	1018	0.81
Americas	246	227	473	0.38
Other	3827	3884	7711	6.17
Total Population Total	60797	64184	124981	100.00