



## SUNSHINE COAST (NAMBOUR)

HOT 91.1 FM, 919 SEA FM & 92.7 MIX FM

<b>ACMA</b>	4MCY	4SEE	4SSS
<b>On-Air Name</b>	Hot 91.1 FM	919 Sea FM	92.7 Mix FM
<b>Frequency</b>	91.1 MHz	91.9 MHz	92.7 MHz
<b>Postal Address</b>	PO Box 1195	PMB 1	PMB 1
<b>Suburb/State/Postcode</b>	MAROOCHYDORE QLD 4558	MAROOCHYDORE QLD 4558	MAROOCHYDORE QLD 4558
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<b>WWW</b>	www.hot91.com.au	www.919seafm.com.au	www.mixfm.com.au
<b>Format</b>	Hot Adult Contemporary	Hot Adult Contemporary	Gold based Adult Contemporary
<b>Primary Station Area Coverage</b>	Sunshine Coast	Sunshine Coast	Sunshine Coast
<b>Demographic Profile of Station Audience</b>	25-54	18-39	35-64

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

## SUNSHINE COAST (NAMBOUR)

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The Sunshine Coast takes in the popular areas of Noosa, Maroochydore/Mooloolaba and Caloundra City. The Sunshine Coast is one of Queensland's most important tourist destinations. Caloundra is the southern gateway, Maroochydore the central business district, and Nambour the traditional business and administration centre of the Sunshine Coast region. Nambour provides goods and services to the communities in the hinterland and rural parts of the Shire. As well as the coastal cities and towns, the Sunshine Coast Radio Licence Area covers the expanding residential hinterland towns around Nambour and the Blackall Range.

In comparison to the 2006 census, the population within the radio licence area of Nambour (Sunshine Coast) has increased by 16.72% to 469,138. 51% of the population in the radio licence area is aged 40 years and over. The birthplace for 80.8% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 91,933 people attending an educational institution, 46% were in infants or primary, 32% were attending a secondary educational institution, 14% attending university or another tertiary institution and 8% attending TAFE. Of the 160,754 people who already have a tertiary qualification, 25% have a degree and 75% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (172,789), 32% are owned outright and 34% are mortgaged. Private rental properties represent 28% of total dwellings. 22% of the total households (172,838) on the Sunshine Coast have a household income range between \$21,000-\$41,999pa, 18% between \$42,000-\$64,999pa and 19% between \$65,000-\$103,999pa.

### AGRICULTURE

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The area produces a large variety of vegetables and fruit, including pineapples, bananas, avocados and strawberries. Over 1.2 million kilograms of avocados, 36 thousand tonnes of pineapples, 18 thousand kilograms of mangoes were produced and over 461 thousand nut trees in the region.

Nambour is the home of the Moreton sugar mill; over 50 thousand tonnes of sugar cane was cut for crushing.

The area also supports a large number of cattle; there are over 44 thousand beef cattle and 11 thousand dairy cattle in radio licence area.

The Sunshine Coast is one of the most diverse and fastest growing wine regions in Queensland; there are a number of cellar doors and wineries operating in the region. Some of the wines that are produced include Merlot, Sauvignon Blanc, Shiraz, Cabernet Sauvignon and Chardonnay.

### EMPLOYMENT

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The majority (54%) of the labour force of 218,118 is employed full time. The main industries of employment are:

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

Tourism is the driving force in the local economy. The constant influx of visitors has built a strong retail sector to cater for their needs. The Sunshine Coast is a major tourist destination for Queenslanders holidaying within their own state. Some of the Sunshine Coast's largest shopping centres are located in Maroochydore.

## SUNSHINE COAST (NAMBOUR)

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	196769	210961	407730	86.91
Aged 0-9 Years	31744	29664	61408	13.09
Aged 10-17 Years	26772	26004	52776	11.25
Aged 18-24 Years	18214	17533	35747	7.62
Aged 25-39 Years	38361	42086	80447	17.15
Aged 40-54 Years	46833	52033	98866	21.07
Aged 55+ Years	66589	73305	139894	29.82
Total 2011 Population	228513	240625	469138	100.00
Total 2006 Population	196705	205220	401925	
% Change 2006-2011			16.72%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	118053	54.12
Part-time Employed	71897	32.96
Not Stated Employed	4358	2.00
Unemployed	15729	7.21
Total Labour Force	218118	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	4418	2.56
\$10000-\$20999pa	15927	9.21
\$21000-\$41999pa	38454	22.25
\$42000-\$64999pa	31002	17.94
\$65000-\$103999pa	32719	18.93
\$104000-\$155999pa	21786	12.60
\$156000+pa	9552	5.53
Not Stated	4709	2.72
Total Households	172838	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	51776	39.55
Couple Families-No Children	56237	42.96
Single Parents	21468	16.40
Other Families	1420	1.08
Total Families	130901	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	55858	27.60
Technicians/Trade Workers/Community Personal Service Workers	55042	27.19
Clerical & Administrative Workers	28455	14.06
Sales Workers	23130	11.43
Machinery Operation/Driver/& Labourers	36459	18.01
Not Stated	3463	1.71
Total	202407	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3899	1.92
Mining	2659	1.31
Construction/Electricity gas water and waste services/Manufacturing	41854	20.60
Wholesale/Retail Trade, Accommodation	48619	23.93
Transport, Postal & Warehouse/ Telecomms	11918	5.87
Finance & Insurance Services	16092	7.92
Professional scientific and technical services	10968	5.40
Public administration and safety	10335	5.09
Education & Health	41141	20.25
Arts and recreation services	2681	1.32
Other services	8091	3.98
Not stated	4892	2.41
Total	203149	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	1,691,262
Total Alcoholic beverages	272,551
Total Clothing and Footwear	335,207
Total Household Linen Furnishings & Equipment	530,135
Furniture and Floor Covering	188,663
Household Appliances	125,224
Household Services and Operation	613,588
Total Medical Care and Pharmacy	691,734
Motor Vehicle Purchase	392,293
Total Motor Vehicle Running Cost incl Rego	824,877
Audio Visual Equipment and Parts	463,302
Recreation	1,401,829
Holidays Australia and Overseas	452,338
Total Personal care and Hygiene	198,061
Total Super and Life Insurance	466,783



## SUNSHINE COAST (NAMBOUR)

### TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	21834	20423	42257	9.01
Secondary	14666	14733	29399	6.27
TAFE	3014	4572	7586	1.62
University & Other	4111	8580	12691	2.71
Total	43625	48308	91933	19.60

### DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	55424	32.08
Mortgaged	58534	33.88
Private Rental	48203	27.90
Housing Authority/Not Stated	8246	4.77
Other Tenure Type	2382	1.38
Total Dwellings	172789	100.00

### UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	40614	8.66
Certificate	120140	25.61
Total	160754	34.26

### MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	3978	6.80
\$500-\$799 per month	3465	5.92
\$800-\$999 per month	2905	4.96
\$1000-\$1399 per month	7653	13.08
\$1400+ per month	37083	63.36
Not Stated	3440	5.88
Total Mortgaged Dwellings	58524	100.00

### MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	10068	0.06
1 Vehicle	63568	0.37
2+ Vehicles	94281	0.55
Not Stated	4886	1.43
Total	157849	0.91

### AGRICULTURE COMMODITY

### VALUE

Area of holding - total area (ha)	133,249
Land Use - Grazing land (including pastures and rangelands) area (ha)	101,381
Cereal Crops - Wheat for grain production (t)	1,042
Cereals for grain total production (t)	1,477
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	33
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	426
Tomatoes total production (t)	1,250
Avocados, total production (kg)	1,269,738
Nuts total trees (n)	461,703
Total grapes total area of vines (ha)	18
Orchard trees (incl. nuts) total trees - number (n)	708,295
Sheep and lambs total number (n)	2,610
Milk cattle (n)	11,018
Meat cattle (n)	44,945
Apples production (kg)	11
Nectarines production (kg)	65,627
Peaches production (kg)	95,332

### INTERNET USAGE

Connection	Total	% Market Population
No Connection	30573	17.69
Broadband	124407	72.00
Dial-up	5536	3.20
Other	6602	3.82
Not Stated	5677	3.29
Total	172795	100.00

### BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	184704	194654	379358	80.86
Europe	20549	20865	41414	8.83
Africa & Middle East	1740	1732	3472	0.74
Asia	2514	4597	7111	1.52
Americas	1394	1582	2976	0.63
Other	17613	17235	34848	7.43
Total Population Total	228514	240665	469179	100.00