



HORSHAM

1089 3WM & MIXX FM 101.3/98.5

ACMA	3WM	3WWM
On-Air Name	1089 3WM	MIXX FM 101.3/98.5
Frequency	1089 kHz	101.3 MHz, 98.5 MHz, 94.5 MHz
Postal Address	PO Box 606	PO Box 606
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WWW	www.3wm.com.au	
Format	News, Talk & Classic Hits	Hot Adult Contemporary
Primary Station Area Coverage	Wimmera, Mallee	Horsham, Wimmera, Mallee
Demographic Profile of Station Audience	40+	10-39

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

HORSHAM

Horsham is around 300 kilometres northwest of Melbourne and 450 kilometres south east of Adelaide, on the main rail and road routes linking the two cities.

Horsham is the major commerce centre for the Wimmera/Mallee region, which includes such centres as Nhill, Halls Gap, Kaniva, Warracknabeal, Stawell and Ararat. Over a million tourists visit the area each year to see Halls Gap and the majestic Grampians National Park. The region is extremely popular with fishing, boating, swimming and water enthusiasts.

In comparison to the 2006 census, the population of the radio licence area of Horsham has increased by 11.1% to 65,133. The birthplace for 89.4% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

11,454 people (17.6%) were attending an educational institution in 2011, with 8% in infants or primary, 6.8% attending a secondary educational institution, 1.5% attending university or another tertiary institution and 1.4% attending TAFE. 18,979 people (29.2%) already have a tertiary qualification; 6.6% have a degree and 22.6% have a certificate, diploma or another tertiary qualification.

Of the total dwellings in Horsham (25,920), 46.2% are owned outright and 28.4% are mortgaged. Private rental properties represented 18.5% of total dwellings.

25.4% of the total households in Horsham have a household income range between \$21,000 – \$42,000pa; 18.5% between \$42,000 – \$65,000pa; and 16.6% between \$65,000 – \$104,000pa.

All major banks and credit unions, car dealers, insurance/finance organisations, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the area.

AGRICULTURE

Horsham is a big wheat producer. Over 1.07 million tonnes of wheat for grain and over 756 thousand tonnes of barley for grain were produced. Over 72,000 tonnes of field beans were also produced in the region.

The region also produces beef, with over 66 thousand beef cattle in the area, which also supports in excess of 2.5 million sheep and lambs.

EMPLOYMENT

The majority (58.6%) of the labour force of 30,227 is employed full time. The regional administrations of several state and federal government agencies are located in Horsham. The main industries of employment are:

- Education, Health & Community Services (20.8%);
- Agriculture, Forestry and Fishing (19.8%) and
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (18.6%).

HORSHAM

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	28542	28919	57461	88.22
Aged 0-9 Years	3926	3746	7672	11.78
Aged 10-17 Years	3573	3438	7011	10.76
Aged 18-24 Years	2330	2101	4431	6.80
Aged 25-39 Years	4746	4918	9664	14.84
Aged 40-54 Years	6901	6824	13725	21.07
Aged 55+ Years	10992	11638	22630	34.74
Total 2011 Population	32468	32665	65133	100.00
Total 2006 Population	28976	29664	58640	
% Change 2006-2011			11.07%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	17753	58.64
Part-time Employed	9473	31.29
Not Stated Employed	646	2.13
Unemployed	1107	3.66
Total Labour Force	30277	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	716	2.76
\$10000-\$20999pa	3523	13.60
\$21000-\$41999pa	6581	25.41
\$42000-\$64999pa	4786	18.48
\$65000-\$103999pa	4303	16.62
\$104000-\$155999pa	2390	9.23
\$156000+pa	856	3.31
Not Stated	971	3.75
Total Households	25897	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	6751	38.56
Couple Families-No Children	8184	46.74
Single Parents	2360	13.48
Other Families	215	1.23
Total Families	17510	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	10980	37.64
Technicians/Trade Workers/Community Personal Service Workers	6520	22.35
Clerical & Administrative Workers	2839	9.73
Sales Workers	2418	8.29
Machinery Operation/Driver/& Labourers	5878	20.15
Not Stated	535	1.83
Total	29170	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	5764	19.80
Mining	407	1.40
Construction/Electricity gas water and waste services/Manufacturing	4391	15.09
Wholesale/Retail Trade, Accommodation	5417	18.61
Transport, Postal & Warehouse/ Telecomms	1465	5.03
Finance & Insurance Services	1130	3.88
Professional scientific and technical services	737	2.53
Public administration and safety	1876	6.45
Education & Health	6060	20.82
Arts and recreation services	264	0.91
Other services	1020	3.50
Not stated	574	1.97
Total	29105	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	248,732
Total Alcoholic beverages	37,063
Total Clothing and Footwear	58,450
Total Household Linen Furnishings & Equipment	76,526
Furniture and Floor Covering	29,633
Household Appliances	15,099
Household Services and Operation	77,030
Total Medical Care and Pharmacy	69,852
Motor Vehicle Purchase	57,154
Total Motor Vehicle Running Cost incl Rego	120,309
Audio Visual Equipment and Parts	65,232
Recreation	185,985
Holidays Australia and Overseas	60,431
Total Personal care and Hygiene	27,353
Total Super and Life Insurance	82,575

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2684	2519	5203	7.99
Secondary	2211	2207	4418	6.79
TAFE	372	514	886	1.36
University & Other	257	690	947	1.45
Total	5524	5930	11454	17.59

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	11990	46.26
Mortgaged	7349	28.35
Private Rental	4805	18.54
Housing Authority/Not Stated	1528	5.90
Other Tenure Type	248	0.96
Total Dwellings	25920	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	4280	6.57
Certificate	14699	22.58
Total	18979	29.15

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1091	14.80
\$500-\$799 per month	1452	19.70
\$800-\$999 per month	967	13.12
\$1000-\$1399 per month	1676	22.74
\$1400+ per month	1749	23.73
Not Stated	435	5.90
Total Mortgaged Dwellings	7370	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1780	0.07
1 Vehicle	8230	0.32
2+ Vehicles	15004	0.58
Not Stated	890	1.75
Total	23234	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	2,009,899
Land Use - Grazing land (including pastures and rangelands) area (ha)	679,962
Cereal Crops - Wheat for grain production (t)	1,075,729
Cereals for grain total production (t)	1,934,197
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	756,635
Sorghum for grain production (t)	279
Vegetables for human consumption, total area (ha)	399
Tomatoes total production (t)	0
Avocados, total production (kg)	0
Nuts total trees (n)	194
Total grapes total area of vines (ha)	798
Orchard trees (incl. nuts) total trees - number (n)	136,019
Sheep and lambs total number (n)	2,521,332
Milk cattle (n)	1,496
Meat cattle (n)	66,524
Apples production (kg)	143,067
Nectarines production (kg)	15
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	8078	31.21
Broadband	14920	57.65
Dial-up	1079	4.17
Other	878	3.39
Not Stated	927	3.58
Total	25882	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	29067	29122	58189	89.39
Europe	1052	1117	2169	3.33
Africa & Middle East	78	71	149	0.23
Asia	292	369	661	1.02
Americas	46	87	133	0.20
Other	1948	1844	3792	5.83
Total Population Total	32483	32610	65093	100.00