



WARRNAMBOOL

3YB & COAST FM

ACMA	3YB	3YFM
On-Air Name	3YB	Coast FM
Frequency	882 kHz	95.3 MHz
Postal Address	PO Box 485	PO Box 485
Suburb/State/Postcode	WARRNAMBOOL VIC 3280	WARRNAMBOOL VIC 3280
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WWW	www.3yb.com.au	www.coast.com.au
Format	News, Talk and Classic Hits	Hit Music Station
Primary Station Area Coverage	Warrnambool, South West Victoria	Warrnambool, South West Victoria
Demographic Profile of Station Audience	40+	18-39

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

WARRNAMBOOL

Warrnambool, located on the rugged Shipwreck Coast in the southwest of Victoria, is about 250km west of Melbourne on the Princes Highway. The city is located between the Merri and Hopkins Rivers and bounded on a third side by the ocean and spectacular beaches at the western end of the Great Ocean Road. The picturesque coastline around Warrnambool attracts visitors and holidaymakers throughout the year.

In comparison to the 2006 census, the population of the radio licence area of Warrnambool has increased by 15.6% to 60,713. Over 50% of the population is aged over 40 years. The birthplace for 89.6% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Warrnambool's main education centres include Deakin University (Warrnambool Campus), the South West Institute of TAFE, Government & private primary and secondary schools, and pre-school centres. Of the 12,697 people attending an educational institution, 41% were in infants or primary, 35% were attending a secondary educational institution, 12% attending university or another tertiary institution, and 12% attending TAFE. Of the 19,294 people who already have a tertiary qualification, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

Like many regional centres, Warrnambool has a relatively high proportion of children and teenagers; 43% of families have children. Many people are attracted to Warrnambool's appeal as a stable coastal city. The stability of the area is reflected in the large number of homes that are owned outright. Of the total dwellings in Warrnambool, 39% are owned outright and 31% are mortgaged. Private rental properties represented 22% of total dwellings.

21% of the total households (22,595) in Warrnambool have a household income range between \$21,000-\$41,999pa, 18% between \$42,000-\$64,999pa and 19% between \$65,000-\$103,999pa.

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

AGRICULTURE

Warrnambool is a comprehensive regional service centre. Major industries and services include retail, tourism, education and health, dairy and meat processing, building and construction.

Warrnambool has a strong dairy industry; there are over 214 thousand dairy cattle and over 230 thousand beef cattle. The district also produces some wool, being on the southern edge of Victoria's wool producing Western Districts. The farms in the district support over 1.2 million sheep and lambs.

EMPLOYMENT

The majority (57%) of the labour force of 30,526 is employed full time. A strong farming community surrounds Warrnambool. Dairy farming is relatively labour intensive and employs a large proportion of the local workforce. Warrnambool also supports a number of manufacturing industries.

The main industries of employment are:

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

WARRNAMBOOL

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	25842	26873	52715	86.83
Aged 0-9 Years	4074	3924	7998	13.17
Aged 10-17 Years	3694	3442	7136	11.75
Aged 18-24 Years	2603	2362	4965	8.18
Aged 25-39 Years	4849	5225	10074	16.59
Aged 40-54 Years	6216	6726	12942	21.32
Aged 55+ Years	8480	9118	17598	28.99
Total 2011 Population	29916	30797	60713	100.00
Total 2006 Population	25672	26843	52515	
% Change 2006-2011			15.61%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	17414	57.05
Part-time Employed	9826	32.19
Not Stated Employed	784	2.57
Unemployed	1192	3.90
Total Labour Force	30526	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	693	3.07
\$10000-\$20999pa	2349	10.40
\$21000-\$41999pa	4823	21.35
\$42000-\$64999pa	4084	18.07
\$65000-\$103999pa	4385	19.41
\$104000-\$155999pa	2692	11.91
\$156000+pa	1137	5.03
Not Stated	801	3.55
Total Households	22595	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	6944	43.02
Couple Families-No Children	6554	40.60
Single Parents	2413	14.95
Other Families	230	1.42
Total Families	16141	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	10678	36.47
Technicians/Trade Workers/Community Personal Service Workers	6737	23.01
Clerical & Administrative Workers	2935	10.02
Sales Workers	2688	9.18
Machinery Operation/Driver/& Labourers	5745	19.62
Not Stated	499	1.70
Total	29282	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4531	15.49
Mining	94	0.32
Construction/Electricity gas water and waste services/Manufacturing	5565	19.02
Wholesale/Retail Trade, Accommodation	6258	21.39
Transport, Postal & Warehouse/ Telecomms	1397	4.78
Finance & Insurance Services	1375	4.70
Professional scientific and technical services	960	3.28
Public administration and safety	1325	4.53
Education & Health	6006	20.53
Arts and recreation services	298	1.02
Other services	807	2.76
Not stated	639	2.18
Total	29255	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	215,691
Total Alcoholic beverages	32,139
Total Clothing and Footwear	50,686
Total Household Linen Furnishings & Equipment	66,360
Furniture and Floor Covering	25,697
Household Appliances	13,093
Household Services and Operation	66,797
Total Medical Care and Pharmacy	60,573
Motor Vehicle Purchase	49,562
Total Motor Vehicle Running Cost incl Rego	104,328
Audio Visual Equipment and Parts	56,566
Recreation	161,279
Holidays Australia and Overseas	52,403
Total Personal care and Hygiene	23,719
Total Super and Life Insurance	71,606

WARRNAMBOOL

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2676	2592	5268	8.68
Secondary	2283	2182	4465	7.36
TAFE	585	881	1466	2.42
University & Other	489	1009	1498	2.47
Total	6033	6664	12697	20.92

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	8918	39.46
Mortgaged	7103	31.43
Private Rental	4905	21.71
Housing Authority/Not Stated	1408	6.23
Other Tenure Type	264	1.17
Total Dwellings	22598	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	5191	8.55
Certificate	14103	23.24
Total	19294	31.79

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	708	10.01
\$500-\$799 per month	697	9.86
\$800-\$999 per month	665	9.40
\$1000-\$1399 per month	1381	19.53
\$1400+ per month	3190	45.11
Not Stated	431	6.09
Total Mortgaged Dwellings	7072	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1223	0.05
1 Vehicle	7098	0.31
2+ Vehicles	13599	0.60
Not Stated	682	1.53
Total	20697	0.92

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	544,308
Land Use - Grazing land (including pastures and rangelands) area (ha)	471,490
Cereal Crops - Wheat for grain production (t)	49,625
Cereals for grain total production (t)	67,341
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	10,616
Sorghum for grain production (t)	73
Vegetables for human consumption, total area (ha)	240
Tomatoes total production (t)	0
Avocados, total production (kg)	0
Nuts total trees (n)	0
Total grapes total area of vines (ha)	52
Orchard trees (incl. nuts) total trees - number (n)	1,594
Sheep and lambs total number (n)	1,202,858
Milk cattle (n)	214,089
Meat cattle (n)	236,920
Apples production (kg)	11,005
Nectarines production (kg)	12
Peaches production (kg)	50

INTERNET USAGE

Connection	Total	% Market Population
No Connection	5977	26.46
Broadband	14004	61.99
Dial-up	783	3.47
Other	1019	4.51
Not Stated	807	3.57
Total	22590	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	26807	27600	54407	89.61
Europe	1049	1045	2094	3.45
Africa & Middle East	32	48	80	0.13
Asia	230	343	573	0.94
Americas	61	62	123	0.20
Other	1736	1704	3440	5.67
Total Population Total	29915	30802	60717	100.00