



# BROOME

## BROOME SPIRIT 102.9 FM & BROOME WA FM

<b>ACMA</b>	6NW	6HED
<b>On-Air Name</b>	Broome Spirit	WA FM
<b>Frequency</b>	102.9 MHz	101.3 MHz
<b>Postal Address</b>	PO Box 2745	PO Box 2745
<b>Suburb/State/Postcode</b>	BROOME WA 6725	BROOME WA 6725
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<b>WWW</b>	www.spiritradio.com.au	www.wafm.com.au
<b>Format</b>	Adult Contemporary	Contemporary Hits Radio
<b>Primary Station Area Coverage</b>	Broome	Broome
<b>Demographic Profile of Station Audience</b>	30-54	18-34

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

## BROOME

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Situated in the state's far north, Broome is over 2,200km from Perth and is best known for its long stretches of unspoilt beaches. Today, due to Broome's unpolluted waters, South Sea pearls are among the most coveted in the world and this attracts tourists from all over the world.

Tourism and the pearling industry have always been the backbone of the local economy but today, oil, gas, mining, aquaculture, agriculture and retail are strong sectors for the region.

The population within the radio licence area of Broome is 14,685, an increase of 12.3% when compared to the last survey in 2006. The birthplace for 71% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

2,359 people in the Broome license area (16%) were attending an educational institution in 2011, with 8.9% in infants or primary, 3.4% attending a secondary educational institution, 2% attending TAFE and 1.7% attending university or another tertiary institution. 4,393 people (29.9%) already have a tertiary qualification; 8.1% have a degree and 21.7% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (3,695) in the Broome radio licence area, 17% are owned outright and 20% are mortgaged. Private rental properties represent 38% of total dwellings.

13% of the total households in Broome have a household income range between \$42,000-\$65,000pa, 17.2% between \$65,000-\$104,000pa and 19% between \$104,000-\$156,000pa.

### AGRICULTURE

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The region supports around 70 thousand beef cattle and produces 28 thousand kilograms of mangoes. Over 2 million hectares of land are used for grazing, including pastures and rangelands.

### EMPLOYMENT

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The majority (67.7%) of the labour force of 6,928 is employed full time. Due to the high levels of tourism, employment within this sector fluctuates throughout the year during peak seasons. There is also a significant amount of people employed in mining (12%). The main industries of employment are:

- Education, Health & Community Services (19%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (18%) and
- Manufacturing, Construction, Electricity, Gas & Water Supply (13%)

## BROOME

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	7572	5061	12633	86.03
Aged 0-9 Years	1048	1004	2052	13.97
Aged 10-17 Years	639	595	1234	8.40
Aged 18-24 Years	879	646	1525	10.38
Aged 25-39 Years	2900	1648	4548	30.97
Aged 40-54 Years	1984	1368	3352	22.83
Aged 55+ Years	1170	804	1974	13.44
Total 2011 Population	8620	6065	14685	100.00
Total 2006 Population	6725	6353	13078	
% Change 2006-2011			12.29%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	4691	67.71
Part-time Employed	1373	19.82
Not Stated Employed	222	3.20
Unemployed	299	4.32
Total Labour Force	6928	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	109	2.93
\$10000-\$20999pa	257	6.92
\$21000-\$41999pa	451	12.14
\$42000-\$64999pa	481	12.94
\$65000-\$103999pa	639	17.20
\$104000-\$155999pa	708	19.05
\$156000+pa	474	12.76
Not Stated	123	3.31
Total Households	3716	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	1193	43.83
Couple Families-No Children	974	35.78
Single Parents	504	18.52
Other Families	51	1.87
Total Families	2722	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	1968	29.70
Technicians/Trade Workers/Community Personal Service Workers	1962	29.61
Clerical & Administrative Workers	821	12.39
Sales Workers	454	6.85
Machinery Operation/Driver/& Labourers	1290	19.47
Not Stated	132	1.99
Total	6627	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	222	3.19
Mining	835	11.99
Construction/Electricity gas water and waste services/Manufacturing	892	12.81
Wholesale/Retail Trade, Accommodation	1293	18.56
Transport, Postal & Warehouse/ Telecomms	565	8.11
Finance & Insurance Services	408	5.86
Professional scientific and technical services	181	2.60
Public administration and safety	518	7.44
Education & Health	1385	19.88
Arts and recreation services	82	1.18
Other services	385	5.53
Not stated	200	2.87
Total	6966	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	29,386
Total Alcoholic beverages	5,526
Total Clothing and Footwear	6,522
Total Household Linen Furnishings & Equipment	9,498
Furniture and Floor Covering	3,158
Household Appliances	2,202
Household Services and Operation	10,145
Total Medical Care and Pharmacy	9,644
Motor Vehicle Purchase	7,603
Total Motor Vehicle Running Cost incl Rego	12,691
Audio Visual Equipment and Parts	9,035
Recreation	25,947
Holidays Australia and Overseas	8,741
Total Personal care and Hygiene	3,745
Total Super and Life Insurance	16,026

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	666	642	1308	8.89
Secondary	267	236	503	3.42
TAFE	121	169	290	1.97
University & Other	62	196	258	1.75
<b>Total</b>	<b>1116</b>	<b>1243</b>	<b>2359</b>	<b>16.04</b>

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	633	17.13
Mortgaged	738	19.97
Private Rental	1403	37.97
Housing Authority/Not Stated	860	23.27
Other Tenure Type	61	1.65
<b>Total Dwellings</b>	<b>3695</b>	<b>100.00</b>

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	1199	8.15
Certificate	3194	21.72
<b>Total</b>	<b>4393</b>	<b>29.87</b>

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	12	1.57
\$500-\$799 per month	25	3.28
\$800-\$999 per month	15	1.97
\$1000-\$1399 per month	57	7.48
\$1400+ per month	601	78.87
Not Stated	52	6.82
<b>Total Mortgaged Dwellings</b>	<b>762</b>	<b>100.00</b>

## MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	438	0.12
1 Vehicle	1191	0.32
2+ Vehicles	1896	0.51
Not Stated	186	2.57
<b>Total</b>	<b>3087</b>	<b>0.83</b>

## AGRICULTURE COMMODITY

## VALUE

Area of holding - total area (ha)	2,053,291
Land Use - Grazing land (including pastures and rangelands) area (ha)	2,145,913
Cereal Crops - Wheat for grain production (t)	0
Cereals for grain total production (t)	0
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	0
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	65
Tomatoes total production (t)	1
Avocados, total production (kg)	0
Nuts total trees (n)	0
Total grapes total area of vines (ha)	0
Orchard trees (incl. nuts) total trees - number (n)	2,816
Sheep and lambs total number (n)	7,436
Milk cattle (n)	0
Meat cattle (n)	69,408
Apples production (kg)	0
Nectarines production (kg)	0
Peaches production (kg)	0

## INTERNET USAGE

Connection	Total	% Market Population
No Connection	920	24.86
Broadband	2233	60.35
Dial-up	83	2.24
Other	276	7.46
Not Stated	188	5.08
<b>Total</b>	<b>3700</b>	<b>100.00</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	5607	4848	10455	71.09
Europe	404	319	723	4.92
Africa & Middle East	82	31	113	0.77
Asia	278	176	454	3.09
Americas	24	36	60	0.41
Other	2246	655	2901	19.73
<b>Total Population Total</b>	<b>8641</b>	<b>6065</b>	<b>14706</b>	<b>100.00</b>