



BUNBURY

THE SPIRIT, HOT FM 95.7 & RADIO WEST 963 AM

ACMA	6BUN	6EL	6TZ
On-Air Name	Hot FM 95.7	The Spirit	Radio West 963 AM
Frequency	95.7 MHz	621 kHz	963 kHz
Postal Address	PO Box 148	GPO Box S1414	PO Box 148
Suburb/State/Postcode	BUNBURY WA 6231	PERTH WA 6845	BUNBURY WA 6231
Phone	08 9726 5555	08 9791 6700	08 9726 5555
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WWW	www.hotfmwa.com.au	www.spiritradio.com.au	www.6tzam.com.au
Format	Hot Adult Contemporary	Adult Contemporary	Adult Contemporary Gold
Primary Station Area Coverage	Bunbury	Bunbury	Bunbury
Demographic Profile of Station Audience	18-39	30-54	35-54

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

BUNBURY

Bunbury has the largest population in Western Australia outside of Perth. Bunbury and the South West region are located 180km south of Perth, servicing Busselton, Margaret River and Yallingup. This is a coastal holiday area, with excellent hotels and restaurants, world-renowned surfing beaches and a host of holiday locations.

Bunbury has experienced enormous growth in recent years and is the centre of one of the most important regions in the state. The area includes rich farmland as well as mining and power generation plants.

In comparison to the 2006 census, the population within the radio licence area of Bunbury has increased by 18.7% to 145,857. The birthplace for 78.5% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

27,417 people (18.8%) were attending an educational institution in 2011, with 9.5% in infants or primary, 5.8% attending a secondary educational institution, 1.5% attending university or another tertiary institution and 2% attending TAFE. 49,860 people (34.2%) already have a tertiary qualification; 7.8% have a degree and 26.4% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (52,547) in Bunbury, 31% are owned outright and 36.8% are mortgaged. Private rental properties represent 24.8% of total dwellings.

18% of the total households in Bunbury have a household income range between \$21,000-\$42,000pa, 18.6% between \$65,000-\$104,000pa and 16% between \$104,600-\$156,000pa.

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

AGRICULTURE

The South West is famous for its primary industry, and significant contribution to the state through secondary industry. Bunbury lies in the high rainfall belt along the western coast. Rich pastures support a strong dairy industry that provides most of the state's milk. There are over 81 thousand dairy and 164 thousand beef cattle in the area. The properties in the area support over 131 thousand sheep and lambs.

The coastal region also grows a variety of fruit and vegetables. Over 1 million kilograms of avocados, 6.8 million kilograms of apples and 500 thousand kilograms of nectarines were produced in the region.

The Margaret River in the south is one of Australia's premium wine producing areas. There are over 6.5 thousand hectares of grapes in the Bunbury area.

Mining is vitally important. The area is a major producer of aluminium and bauxite. Millions of dollars in investment has come from Australia and overseas.

EMPLOYMENT

The majority (57%) of the labour force of 71,807 is employed full time. The main industries of employment are:

- Manufacturing, Construction, Electricity, Gas & Water Supply (27%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants(21%); and
- Education, Health & Community Services (16.6%).

BUNBURY

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	62431	63105	125536	86.07
Aged 0-9 Years	10446	9875	20321	13.93
Aged 10-17 Years	8897	8188	17085	11.71
Aged 18-24 Years	5585	5193	10778	7.39
Aged 25-39 Years	13535	13920	27455	18.82
Aged 40-54 Years	15924	16341	32265	22.12
Aged 55+ Years	18490	19463	37953	26.02
Total 2011 Population	72877	72980	145857	100.00
Total 2006 Population	61396	61515	122911	
% Change 2006-2011			18.67%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	41028	57.14
Part-time Employed	21970	30.60
Not Stated Employed	1474	2.05
Unemployed	3383	4.71
Total Labour Force	71807	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1295	2.46
\$10000-\$20999pa	4638	8.82
\$21000-\$41999pa	9501	18.07
\$42000-\$64999pa	7610	14.48
\$65000-\$103999pa	9792	18.63
\$104000-\$155999pa	8484	16.14
\$156000+pa	4471	8.50
Not Stated	1384	2.63
Total Households	52572	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	16915	42.82
Couple Families-No Children	16581	41.98
Single Parents	5659	14.33
Other Families	344	0.87
Total Families	39499	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	18038	26.39
Technicians/Trade Workers/Community Personal Service Workers	19466	28.48
Clerical & Administrative Workers	7913	11.58
Sales Workers	6230	9.11
Machinery Operation/Driver/& Labourers	15785	23.09
Not Stated	917	1.34
Total	68349	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3451	5.05
Mining	3485	5.10
Construction/Electricity gas water and waste services/Manufacturing	18640	27.27
Wholesale/Retail Trade, Accommodation	14019	20.51
Transport, Postal & Warehouse/ Telecomms	2971	4.35
Finance & Insurance Services	4173	6.10
Professional scientific and technical services	2666	3.90
Public administration and safety	3016	4.41
Education & Health	11367	16.63
Arts and recreation services	591	0.86
Other services	2564	3.75
Not stated	1415	2.07
Total	68358	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	543,522
Total Alcoholic beverages	102,207
Total Clothing and Footwear	120,636
Total Household Linen Furnishings & Equipment	175,684
Furniture and Floor Covering	58,411
Household Appliances	40,724
Household Services and Operation	187,652
Total Medical Care and Pharmacy	178,385
Motor Vehicle Purchase	140,627
Total Motor Vehicle Running Cost incl Rego	234,731
Audio Visual Equipment and Parts	167,105
Recreation	479,921
Holidays Australia and Overseas	161,677
Total Personal care and Hygiene	69,267
Total Super and Life Insurance	296,426

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	7065	6722	13787	9.45
Secondary	4357	4078	8435	5.78
TAFE	1312	1729	3041	2.08
University & Other	614	1540	2154	1.48
Total	13348	14069	27417	18.80

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	16341	31.10
Mortgaged	19350	36.82
Private Rental	13045	24.83
Housing Authority/Not Stated	3266	6.22
Other Tenure Type	545	1.04
Total Dwellings	52547	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	11417	7.83
Certificate	38443	26.35
Total	49860	34.18

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1244	6.42
\$500-\$799 per month	1313	6.78
\$800-\$999 per month	1084	5.60
\$1000-\$1399 per month	2903	14.99
\$1400+ per month	11845	61.16
Not Stated	977	5.04
Total Mortgaged Dwellings	19366	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	2332	0.04
1 Vehicle	16167	0.31
2+ Vehicles	32574	0.62
Not Stated	1473	1.42
Total	48741	0.93

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	385,631
Land Use - Grazing land (including pastures and rangelands) area (ha)	318,103
Cereal Crops - Wheat for grain production (t)	116
Cereals for grain total production (t)	1,539
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	139
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	2,705
Tomatoes total production (t)	1,910
Avocados, total production (kg)	1,017,320
Nuts total trees (n)	12,736
Total grapes total area of vines (ha)	6,661
Orchard trees (incl. nuts) total trees - number (n)	717,261
Sheep and lambs total number (n)	131,424
Milk cattle (n)	81,141
Meat cattle (n)	164,146
Apples production (kg)	6,804,290
Nectarines production (kg)	507,961
Peaches production (kg)	116,442

INTERNET USAGE

Connection	Total	% Market Population
No Connection	10797	20.54
Broadband	35395	67.32
Dial-up	1997	3.80
Other	2527	4.81
Not Stated	1859	3.54
Total	52575	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	57172	57370	114542	78.53
Europe	6892	7442	14334	9.83
Africa & Middle East	947	951	1898	1.30
Asia	1298	1456	2754	1.89
Americas	345	338	683	0.47
Other	6221	5424	11645	7.98
Total Population Total	72875	72981	145856	100.00