



ESPERANCE

747 RADIOWEST & HOT FM 102.3

ACMA	6SE	6SEA
On-Air Name	747 RadioWest	Hot FM 102.3
Frequency	747 kHz	102.3 MHz
Postal Address	PO Box 527	PO Box 527
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WWW	www.6seam.com.au	www.hotfmwa.com.au/
Format	Adult Contemporary Gold	Hot Adult Contemporary
Primary Station Area Coverage	Esperance	Esperance
Demographic Profile of Station Audience	35-54	18-39

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



ESPERANCE

Esperance is located in the scenic southeast corner of Western Australia, 725km by road from Perth at the start of the Great Australian Bight. Surrounded by several hundred islands comprising the Recherche Archipelago, the area is known as the Bay of Isles. Esperance's spectacular and pristine coastline rims the rich farmland of the district.

In comparison to the 2006 census, the population within the Radio Licence Area of Esperance increased by 19.7% to 20,872. The birthplace for 82.3% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

3,531 people (16.9%) were attending an educational institution in 2011, with 9.7% in infants or primary, 5% attending a secondary educational institution, 1% attending university or another tertiary institution and 1.2% attending TAFE. 5,849 people (28%) already have a tertiary qualification; 6.3% have a degree and 21.7% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (7,122) in Esperance, 37% are owned outright and 25.7% are mortgaged. Private rental properties represent 28.8% of total dwellings.

18.5% of the total households in Esperance have a household income range between \$21,000-\$42,000pa, 15.7% between \$42,000-\$62,000pa and 19.2% between \$65,000-\$104,000pa.

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

AGRICULTURE

Esperance is the regional centre for the vast southeast farming and agricultural district. The region lies on the eastern edge of the rich Central Southern Wheat belt. Broad acre wheat farming is the dominant crop; the area produced over 884 thousand tonnes of wheat for grain.

The area provides grazing land for over 1.5 million sheep and lambs. There are over 135 thousand beef cattle in the region.

EMPLOYMENT

The majority (63%) of the labour force of 10,838 is employed full time. The major rural companies are represented in the region; there are a number of engineering workshops, machinery and vehicle sales and distribution companies, spare parts suppliers and a wide range of retail stores and service providers. The main industries of employment are:

- Agriculture, Forestry & Fishing (24%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (17%); and
- Educations and training/Healthcare and social assistance (14%);

ESPERANCE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	9455	8417	17872	85.63
Aged 0-9 Years	1531	1469	3000	14.37
Aged 10-17 Years	1138	1159	2297	11.01
Aged 18-24 Years	786	656	1442	6.91
Aged 25-39 Years	2193	1919	4112	19.70
Aged 40-54 Years	2643	2171	4814	23.06
Aged 55+ Years	2695	2512	5207	24.95
Total 2011 Population	10986	9886	20872	100.00
Total 2006 Population	9063	8373	17436	
% Change 2006-2011			19.71%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	6813	62.86
Part-time Employed	2802	25.85
Not Stated Employed	237	2.19
Unemployed	383	3.53
Total Labour Force	10838	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	301	4.22
\$10000-\$20999pa	630	8.83
\$21000-\$41999pa	1315	18.43
\$42000-\$64999pa	1122	15.73
\$65000-\$103999pa	1372	19.23
\$104000-\$155999pa	958	13.43
\$156000+pa	464	6.50
Not Stated	273	3.83
Total Households	7135	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	2248	43.33
Couple Families-No Children	2246	43.29
Single Parents	653	12.59
Other Families	41	0.79
Total Families	5188	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	3864	36.98
Technicians/Trade Workers/Community Personal Service Workers	2348	22.47
Clerical & Administrative Workers	1040	9.95
Sales Workers	633	6.06
Machinery Operation/Driver/& Labourers	2420	23.16
Not Stated	144	1.38
Total	10449	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2546	23.91
Mining	1006	9.45
Construction/Electricity gas water and waste services/Manufacturing	1179	11.07
Wholesale/Retail Trade, Accommodation	1853	17.40
Transport, Postal & Warehouse/ Telecomms	778	7.31
Finance & Insurance Services	383	3.60
Professional scientific and technical services	259	2.43
Public administration and safety	491	4.61
Education & Health	1511	14.19
Arts and recreation services	46	0.43
Other services	361	3.39
Not stated	235	2.21
Total	10648	100.00

ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and non Alcoholic Beverages	66,606
Total Alcoholic beverages	12,525
Total Clothing and Footwear	14,783
Total Household Linen Furnishings & Equipment	21,529
Furniture and Floor Covering	7,158
Household Appliances	4,991
Household Services and Operation	22,996
Total Medical Care and Pharmacy	21,860
Motor Vehicle Purchase	17,233
Total Motor Vehicle Running Cost incl Rego	28,765
Audio Visual Equipment and Parts	20,478
Recreation	58,812
Holidays Australia and Overseas	19,813
Total Personal care and Hygiene	8,488
Total Super and Life Insurance	36,326

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1056	970	2026	9.72
Secondary	481	564	1045	5.01
TAFE	119	141	260	1.25
University & Other	64	136	200	0.96
Total	1720	1811	3531	16.93

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	2629	36.91
Mortgaged	1833	25.74
Private Rental	2053	28.83
Housing Authority/Not Stated	532	7.47
Other Tenure Type	75	1.05
Total Dwellings	7122	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	1323	6.34
Certificate	4526	21.70
Total	5849	28.05

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	276	15.14
\$500-\$799 per month	174	9.54
\$800-\$999 per month	127	6.97
\$1000-\$1399 per month	278	15.25
\$1400+ per month	840	46.08
Not Stated	128	7.02
Total Mortgaged Dwellings	1823	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	353	0.05
1 Vehicle	2033	0.29
2+ Vehicles	4446	0.62
Not Stated	290	2.08
Total	6479	0.91

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	5,368,866
Land Use - Grazing land (including pastures and rangelands) area (ha)	3,356,605
Cereal Crops - Wheat for grain production (t)	884,326
Cereals for grain total production (t)	1,502,927
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	576,514
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	0
Tomatoes total production (t)	0
Avocados, total production (kg)	0
Nuts total trees (n)	294
Total grapes total area of vines (ha)	4
Orchard trees (incl. nuts) total trees - number (n)	1,599
Sheep and lambs total number (n)	1,519,552
Milk cattle (n)	670
Meat cattle (n)	135,705
Apples production (kg)	0
Nectarines production (kg)	0
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	1611	22.62
Broadband	4620	64.88
Dial-up	239	3.36
Other	374	5.25
Not Stated	277	3.89
Total	7121	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	8967	8204	17171	82.37
Europe	687	629	1316	6.31
Africa & Middle East	120	93	213	1.02
Asia	95	140	235	1.13
Americas	28	37	65	0.31
Other	1071	774	1845	8.85
Total Population Total	10968	9877	20845	100.00