



GERALDTON

THE SPIRIT & WA FM

ACMA	6BAY	6GGG
On-Air Name	The Spirit	WA FM
Frequency	98.1 MHz	96.5 MHz
Postal Address	GPO Box S1414	GPO Box S1414
Suburb/State/Postcode	PERTH WA 6845	PERTH WA 6845
Phone	08 9921 2244	08 9921 2244
Fax	08 9921 7700	08 9921 7700
e-mail	admin@spiritradio.com.au	admin@wafm.com.au
WWW	www.spiritradio.com.au	www.wafm.com.au
Format	Adult Contemporary	Contemporary Hit Radio
Primary Station Area Coverage	Geraldton	Geraldton
Demographic Profile of Station Audience	35-55	18-34

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

GERALDTON

Geraldton is situated on the coast approximately 420km north of Perth. The area is believed to be the site of the first European landing in Australia when the Batavia ran aground on the Abrolhos Islands. Being on the coast, Geraldton has a large fishing fleet, most of which is dedicated to cray fishing.

In comparison to the 2006 census, the population within the Radio Licence Area of Geraldton has increased by 14.7% to 43,275. Geraldton has a young population with 53% being under 40. The birthplace for 82% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

8,348 people (19.3%) were attending an educational institution in 2011, with 9.4% in infants or primary, 6.4% attending a secondary educational institution, 2.3% attending TAFE and 1.1% attending university or another tertiary institution. 12,462 people (28.8%) already have a tertiary qualification; 6.1% have a degree and 22.7% have a certificate, diploma or another tertiary qualification.

Of the total dwellings in Geraldton (15,593), 32.5% are owned outright and 33% are mortgaged. Private rental properties represent 25.2% of total dwellings. 17.3% of the total households in Geraldton have a household income range between \$21,000-\$42,000pa, 14.5% between \$42,000-\$65,000pa and 17.9% between \$65,000-\$104,000pa.

AGRICULTURE

The mid-west region of Western Australia is one of the biggest producers of grain in the world. In the Geraldton radio license area, over 196 thousand tonnes of cereal crops for grain or seed were produced.

The mid-west also produces significant quantities of wool, sheep for meat, cattle, goats and farmed aquaculture products. The farms in the region support over 131 thousand sheep and lambs.

MINING

Currently, mining and mineral production continues to dominate the region's economy. The main commodity is iron ore with exports bound for China. Many of China's major steel companies are currently investing in iron ore and iron ore processing projects in the mid-west, and iron ore shipments (already 57% of Geraldton Port traffic) are forecast to increase over the next decade. As a result of large scale Chinese investment, the mid-west is tipped to become Australia's second largest producer of iron ore after the Pilbara region. The region is also a valuable source of mineral sands.

EMPLOYMENT

The majority (60%) of the labour force of 21,030 is employed full time. The cray fishing industry is a significant employer for both boat crews and in seafood processing. Agriculture, Forestry & Fishing account for over 6% of employment in the region. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (21%);
- Education, Health & Community Services (18.7%); and
- Manufacturing, Construction, Electricity, Gas & Water Supply (17.2%).

GERALDTON

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	18539	18587	37126	85.79
Aged 0-9 Years	3106	3043	6149	14.21
Aged 10-17 Years	2752	2721	5473	12.65
Aged 18-24 Years	1806	1713	3519	8.13
Aged 25-39 Years	3847	3954	7801	18.03
Aged 40-54 Years	4662	4748	9410	21.74
Aged 55+ Years	5472	5451	10923	25.24
Total 2011 Population	21645	21630	43275	100.00
Total 2006 Population	18847	18875	37722	
% Change 2006-2011			14.72%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	12546	59.66
Part-time Employed	5760	27.39
Not Stated Employed	451	2.14
Unemployed	1122	5.34
Total Labour Force	21030	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	424	2.72
\$10000-\$20999pa	1515	9.72
\$21000-\$41999pa	2703	17.34
\$42000-\$64999pa	2266	14.54
\$65000-\$103999pa	2789	17.89
\$104000-\$155999pa	2290	14.69
\$156000+pa	1194	7.66
Not Stated	562	3.61
Total Households	15588	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	4864	42.27
Couple Families-No Children	4680	40.67
Single Parents	1835	15.95
Other Families	128	1.11
Total Families	11507	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	5478	27.47
Technicians/Trade Workers/Community Personal Service Workers	5493	27.54
Clerical & Administrative Workers	2523	12.65
Sales Workers	1769	8.87
Machinery Operation/Driver/& Labourers	4383	21.98
Not Stated	299	1.50
Total	19945	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1211	6.08
Mining	1115	5.60
Construction/Electricity gas water and waste services/Manufacturing	3425	17.19
Wholesale/Retail Trade, Accommodation	4167	20.91
Transport, Postal & Warehouse/ Telecomms	1505	7.55
Finance & Insurance Services	1207	6.06
Professional scientific and technical services	723	3.63
Public administration and safety	1295	6.50
Education & Health	3731	18.73
Arts and recreation services	136	0.68
Other services	896	4.50
Not stated	513	2.57
Total	19924	100.00

ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	156,428
Total Alcoholic beverages	29,416
Total Clothing and Footwear	34,719
Total Household Linen Furnishings & Equipment	50,563
Furniture and Floor Covering	16,811
Household Appliances	11,720
Household Services and Operation	54,007
Total Medical Care and Pharmacy	51,340
Motor Vehicle Purchase	40,473
Total Motor Vehicle Running Cost incl Rego	67,557
Audio Visual Equipment and Parts	48,094
Recreation	138,123
Holidays Australia and Overseas	46,531
Total Personal care and Hygiene	19,935
Total Super and Life Insurance	85,313

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2048	2033	4081	9.43
Secondary	1377	1396	2773	6.41
TAFE	393	611	1004	2.32
University & Other	139	351	490	1.13
Total	3957	4391	8348	19.29

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	5065	32.48
Mortgaged	5134	32.93
Private Rental	3933	25.22
Housing Authority/Not Stated	1350	8.66
Other Tenure Type	111	0.71
Total Dwellings	15593	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	2648	6.12
Certificate	9814	22.68
Total	12462	28.80

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	359	7.01
\$500-\$799 per month	404	7.89
\$800-\$999 per month	320	6.25
\$1000-\$1399 per month	809	15.81
\$1400+ per month	2957	57.78
Not Stated	269	5.26
Total Mortgaged Dwellings	5118	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	910	0.06
1 Vehicle	4908	0.31
2+ Vehicles	9251	0.59
Not Stated	519	1.69
Total	14159	0.91

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	479,084
Land Use - Grazing land (including pastures and rangelands) area (ha)	195,644
Cereal Crops - Wheat for grain production (t)	184,039
Cereals for grain total production (t)	196,213
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	4,675
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	81
Tomatoes total production (t)	138
Avocados, total production (kg)	0
Nuts total trees (n)	166
Total grapes total area of vines (ha)	16
Orchard trees (incl. nuts) total trees - number (n)	6,265
Sheep and lambs total number (n)	131,830
Milk cattle (n)	4
Meat cattle (n)	4,544
Apples production (kg)	0
Nectarines production (kg)	0
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	3667	23.52
Broadband	9948	63.81
Dial-up	680	4.36
Other	689	4.42
Not Stated	606	3.89
Total	15590	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	17747	17835	35582	82.22
Europe	1425	1555	2980	6.89
Africa & Middle East	203	212	415	0.96
Asia	320	498	818	1.89
Americas	42	71	113	0.26
Other	1905	1462	3367	7.78
Total Population Total	21642	21633	43275	100.00