



KARRATHA

THE SPIRIT & 106 WA FM

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|--|--------------------------|------------------------|
| ACMA | 6KA | 6RED |
| On-Air Name | The Spirit | 106.5 WA FM |
| Frequency | 1260 kHz | 106.5 MHz |
| Postal Address | GPO Box S1414 | GPO Box S1414 |
| Suburb/State/Postcode | PERTH WA 6845 | PERTH WA 6845 |
| Phone | 08 9144 4333 | 08 9144 4333 |
| Fax | 08 9144 2944 | 08 9144 2944 |
| 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 | Karratha | Karratha |
| Demographic Profile of Station Audience | 30-54 | 18-34 |

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

KARRATHA

Karratha is located 1,500 km north of Perth on the North West Coastal Highway. Karratha is a modern and well serviced town situated right in the heart of "The Central Pilbara Coast" and has some of the world's richest mineral deposits and most spectacular scenery in Karijini National Park.

In comparison to the 2006 census, the population within the radio licence area of Karratha has increase by 71.4% to 28,121. This follows from 2006 when the population had decreased by 18.77% to 16,408 in comparison to the census in 2001. The birthplace for 63.7% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

3,469 people (12.3%) were attending an educational institution in 2011, with 6.6% in infants or primary, 2.9% attending a secondary educational institution, 1.6% attending TAFE and 1.2% attending university or another tertiary institution. 9,894 people (35.2%) already have a tertiary qualification; 8.1% have a degree and 27.1% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (5,524) in Karratha, 10.4% are owned outright and 14.6% are mortgaged. Private rental properties represent nearly 60% of total dwellings.

Given the high wages of many of the miners in the area, Karratha is a very prosperous city; 11.8% of the total households have a household income range between \$65,000-\$104,000pa, 27% earn \$104,000-\$156,000pa and 35% earn over \$156,000pa.

MINING

Western Australia's (WA) West Pilbara Coast and its thriving hub Karratha are home to large mining and industry complexes producing salt, iron ore, copper, fertilizers and natural gas. It is often referred to as the 'engine room of the nation'.

EMPLOYMENT

Nearly 79% of the labour force (15,704) is employed full time. The main industries of employment are:

- Manufacturing, Construction, Electricity, Gas & Water Supply (28%);
- Mining (27%) and
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (11%).

Karratha services the nearby Pilbara Region. The Pilbara produces much of Australia's iron ore at Tom Price and Robe River. 27% of the area's workforce is involved in mining. Iron ore is processed at Wickham, 50 km north of Karratha.

Karratha provides accommodation and services for the employees of Hamersley Iron, Robe River Associates, the Dampier Salt Company and the workers on the North West Shelf Gas and Petroleum project.

KARRATHA

AGE COHORTS

| Age | Male | Female | Total | % Market Population |
|-----------------------|-------|--------|--------|---------------------|
| Aged 10+ Years | 16090 | 8529 | 24619 | 87.55 |
| Aged 0-9 Years | 1832 | 1670 | 3502 | 12.45 |
| Aged 10-17 Years | 1144 | 959 | 2103 | 7.48 |
| Aged 18-24 Years | 1720 | 1019 | 2739 | 9.74 |
| Aged 25-39 Years | 6075 | 3363 | 9438 | 33.56 |
| Aged 40-54 Years | 5142 | 2362 | 7504 | 26.68 |
| Aged 55+ Years | 2009 | 826 | 2835 | 10.08 |
| Total 2011 Population | 17922 | 10199 | 28121 | 100.00 |
| Total 2006 Population | 8848 | 7560 | 16408 | |
| % Change 2006-2011 | | | 71.39% | |

LABOUR FORCE

| Employment Classification | Total | % Labour Force |
|---------------------------|-------|----------------|
| Full-time Employed | 12346 | 78.62 |
| Part-time Employed | 1830 | 11.65 |
| Not Stated Employed | 274 | 1.74 |
| Unemployed | 360 | 2.29 |
| Total Labour Force | 15704 | 100.00 |

HOUSEHOLD INCOME

| Income Range | Total | % Occupied Dwellings |
|---------------------|-------|----------------------|
| \$0-\$9999pa | 96 | 1.74 |
| \$10000-\$20999pa | 149 | 2.70 |
| \$21000-\$41999pa | 203 | 3.67 |
| \$42000-\$64999pa | 300 | 5.43 |
| \$65000-\$103999pa | 650 | 11.76 |
| \$104000-\$155999pa | 1476 | 26.71 |
| \$156000+pa | 1978 | 35.79 |
| Not Stated | 99 | 1.79 |
| Total Households | 5527 | 100.00 |

FAMILY STRUCTURE

| Type of Family | Total | % Total Families |
|-----------------------------|-------|------------------|
| Couple Families-Children | 2369 | 53.74 |
| Couple Families-No Children | 1591 | 36.09 |
| Single Parents | 395 | 8.96 |
| Other Families | 53 | 1.20 |
| Total Families | 4408 | 100.00 |

OCCUPATION

| Employment Classification | Total | % Occupations |
|--|-------|---------------|
| Managers & Professionals | 3343 | 21.76 |
| Technicians/Trade Workers/Community Personal Service Workers | 4966 | 32.32 |
| Clerical & Administrative Workers | 1849 | 12.03 |
| Sales Workers | 597 | 3.89 |
| Machinery Operation/Driver/& Labourers | 4306 | 28.03 |
| Not Stated | 303 | 1.97 |
| Total | 15364 | 100.00 |

INDUSTRY

| Industry | Total | % Workforce |
|---|-------|-------------|
| Agriculture, Forestry & Fishing | 85 | 0.55 |
| Mining | 4139 | 27.01 |
| Construction/Electricity gas water and waste services/Manufacturing | 4310 | 28.13 |
| Wholesale/Retail Trade, Accommodation | 1711 | 11.17 |
| Transport, Postal & Warehouse/ Telecomms | 1023 | 6.68 |
| Finance & Insurance Services | 801 | 5.23 |
| Professional scientific and technical services | 611 | 3.99 |
| Public administration and safety | 691 | 4.51 |
| Education & Health | 1169 | 7.63 |
| Arts and recreation services | 36 | 0.23 |
| Other services | 394 | 2.57 |
| Not stated | 353 | 2.30 |
| Total | 15323 | 100.00 |

ANNUAL HOUSEHOLD EXPENDITURE

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| | |
|---|--------|
| Food and non Alcoholic Beverages | 56,604 |
| Total Alcoholic beverages | 10,644 |
| Total Clothing and Footwear | 12,563 |
| Total Household Linen Furnishings & Equipment | 18,296 |
| Furniture and Floor Covering | 6,083 |
| Household Appliances | 4,241 |
| Household Services and Operation | 19,543 |
| Total Medical Care and Pharmacy | 18,578 |
| Motor Vehicle Purchase | 14,645 |
| Total Motor Vehicle Running Cost incl Rego | 24,446 |
| Audio Visual Equipment and Parts | 17,403 |
| Recreation | 49,981 |
| Holidays Australia and Overseas | 16,838 |
| Total Personal care and Hygiene | 7,214 |
| Total Super and Life Insurance | 30,871 |

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

| School | Male | Female | Total | % Market Population |
|--------------------|-------------|-------------|-------------|---------------------|
| Infants/Primary | 1017 | 842 | 1859 | 6.61 |
| Secondary | 435 | 370 | 805 | 2.86 |
| TAFE | 224 | 232 | 456 | 1.62 |
| University & Other | 167 | 182 | 349 | 1.24 |
| Total | 1843 | 1626 | 3469 | 12.33 |

DWELLING TENURE TYPE

| Tenure Type | Total | % Total Dwellings |
|------------------------------|-------------|-------------------|
| Fully Owned | 573 | 10.37 |
| Mortgaged | 809 | 14.65 |
| Private Rental | 3293 | 59.61 |
| Housing Authority/Not Stated | 781 | 14.14 |
| Other Tenure Type | 68 | 1.23 |
| Total Dwellings | 5524 | 100.00 |

UNIVERSITY QUALIFICATIONS

| Type of Tertiary Qualification | Total | % Market Population |
|--------------------------------|-------------|---------------------|
| Degree | 2275 | 8.09 |
| Certificate | 7619 | 27.09 |
| Total | 9894 | 35.17 |

MORTGAGE PAYMENTS

| Monthly Mortgage Payment | Total | % Mortgaged Dwellings |
|----------------------------------|------------|-----------------------|
| \$0-\$499 per month | 53 | 6.49 |
| \$500-\$799 per month | 22 | 2.69 |
| \$800-\$999 per month | 26 | 3.18 |
| \$1000-\$1399 per month | 57 | 6.98 |
| \$1400+ per month | 599 | 73.32 |
| Not Stated | 60 | 7.34 |
| Total Mortgaged Dwellings | 817 | 100.00 |

MOTOR VEHICLES

| Number of Cars | Total | % Total Dwellings |
|----------------|-------------|-------------------|
| No Vehicles | 208 | 0.04 |
| 1 Vehicle | 1317 | 0.24 |
| 2+ Vehicles | 3762 | 0.68 |
| Not Stated | 231 | 2.14 |
| Total | 5079 | 0.92 |

AGRICULTURE COMMODITY

VALUE

| | |
|---|---------|
| Area of holding - total area (ha) | 798,839 |
| Land Use - Grazing land (including pastures and rangelands) area (ha) | 798,400 |
| 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) | 0 |
| Tomatoes total production (t) | 0 |
| 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) | 0 |
| Sheep and lambs total number (n) | 0 |
| Milk cattle (n) | 0 |
| Meat cattle (n) | 18,469 |
| Apples production (kg) | 0 |
| Nectarines production (kg) | 0 |
| Peaches production (kg) | 0 |

INTERNET USAGE

| Connection | Total | % Market Population |
|---------------|-------------|---------------------|
| No Connection | 610 | 11.06 |
| Broadband | 4240 | 76.85 |
| Dial-up | 127 | 2.30 |
| Other | 297 | 5.38 |
| Not Stated | 243 | 4.40 |
| Total | 5517 | 100.00 |

BIRTHPLACE BY REGION

| Region | Male | Female | Total | % Market Population |
|-------------------------------|--------------|--------------|--------------|---------------------|
| Oceania incl Australia | 10801 | 7121 | 17922 | 63.75 |
| Europe | 1170 | 527 | 1697 | 6.04 |
| Africa & Middle East | 194 | 127 | 321 | 1.14 |
| Asia | 866 | 446 | 1312 | 4.67 |
| Americas | 61 | 34 | 95 | 0.34 |
| Other | 4829 | 1938 | 6767 | 24.07 |
| Total Population Total | 17921 | 10193 | 28114 | 100.00 |