



KATANNING

HOT FM 94.9 & 6WB

ACMA	6KAN	6WB
On-Air Name	Hot FM 94.9	6WB
Frequency	94.9 MHz	1071 kHz
Postal Address	PO Box 646	PO Box 646
Suburb/State/Postcode	KATANNING WA 6317	KATANNING WA 6317
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WWW	www.hotfmwa.com.au	
Format	Hot Adult Contemporary	Adult Contemporary Gold
Primary Station Area Coverage	Katanning	Katanning
Demographic Profile of Station Audience	18-39	35-54

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

KATANNING

Katanning is situated on the Great Southern Highway, 295km southeast of Perth. The majestic Stirling Ranges and associated National Park, known for its rugged terrain and fabulous wildflowers, are located just 80km south of the town.

Katanning is a thriving agricultural township in the heart of the Great Southern region. Buyers from around Australia are attracted to the area for the large sheep stock sales.

In comparison to the 2006 census, the population within the radio licence area of Katanning has increased by 37.4% to 20,613. The birthplace for 84% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

3,493 people (16.9%) were attending an educational institution in 2011, with 10.3% in infants or primary, 3.8% attending a secondary educational institution, 2.1% attending TAFE and 0.7% attending university or another tertiary institution. 5,406 people already have a tertiary qualification; 6.7% have a degree and 19.5% have a certificate, diploma or another tertiary qualification.

Stability within the property market is reflected in the ownership of homes. Of the total dwellings (7,706) in Katanning, 44% are owned outright and 25.4% are mortgaged. Private rental properties represent 22.8% of total dwellings.

21% of the total households in Katanning have a household income range between \$21,000-\$42,000pa, 17.3% between \$42,000-\$65,000pa and 18% between \$65,000-\$104,000pa.

AGRICULTURE

Katanning is an important manufacturing centre with seven of the state's largest agricultural machinery manufacturers and an abattoir. This thriving agricultural township in the heart of the Great Southern region hosts large stock sales, especially sheep.

Wheat and wool dominate the farming around Katanning. The farms in the region support over 3.6 million sheep and lambs.

The countryside around Katanning is renowned for its high quality grain. While wheat is the main crop, the area also grows barley, oats and lupins. Almost 500 thousand tonnes of wheat for grain, nearly 300 thousand tonnes of barley for grain and 887 thousand tonnes of cereals for grain were produced.

The state's leading cattle studs are located around Katanning. The area is known as the 'Stud Farm of the West'. There are over 71 thousand beef cattle in the area.

EMPLOYMENT

The majority (62%) of the labour force of 10,526 is employed full time. Katanning is an important manufacturing centre with some of the state's largest agricultural machinery manufacturers based in the district. There are also brickworks, stock feed manufacturers, bulk grain silo manufacturers, superphosphate works and an abattoir which provide employment in the area. The main industries of employment are:

- Agriculture, Forestry & Fishing (42%);
- Education, Health & Community Services (13.8%) and
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (12.9%).

KATANNING

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	9112	8312	17424	84.53
Aged 0-9 Years	1581	1608	3189	15.47
Aged 10-17 Years	1065	986	2051	9.95
Aged 18-24 Years	637	522	1159	5.62
Aged 25-39 Years	1807	1833	3640	17.66
Aged 40-54 Years	2522	2277	4799	23.28
Aged 55+ Years	3081	2694	5775	28.02
Total 2011 Population	10693	9920	20613	100.00
Total 2006 Population	7765	7235	15000	
% Change 2006-2011			37.42%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	6507	61.82
Part-time Employed	2682	25.48
Not Stated Employed	248	2.36
Unemployed	382	3.63
Total Labour Force	10526	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	433	5.62
\$10000-\$20999pa	779	10.11
\$21000-\$41999pa	1620	21.02
\$42000-\$64999pa	1337	17.35
\$65000-\$103999pa	1388	18.01
\$104000-\$155999pa	786	10.20
\$156000+pa	369	4.79
Not Stated	242	3.14
Total Households	7708	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	2371	41.93
Couple Families-No Children	2612	46.20
Single Parents	610	10.79
Other Families	61	1.08
Total Families	5654	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	5018	49.72
Technicians/Trade Workers/Community Personal Service Workers	1669	16.54
Clerical & Administrative Workers	859	8.51
Sales Workers	470	4.66
Machinery Operation/Driver/& Labourers	1930	19.12
Not Stated	146	1.45
Total	10092	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4127	41.98
Mining	178	1.81
Construction/Electricity gas water and waste services/Manufacturing	945	9.61
Wholesale/Retail Trade, Accommodation	1264	12.86
Transport, Postal & Warehouse/ Telecomms	406	4.13
Finance & Insurance Services	279	2.84
Professional scientific and technical services	227	2.31
Public administration and safety	517	5.26
Education & Health	1353	13.76
Arts and recreation services	36	0.37
Other services	271	2.76
Not stated	227	2.31
Total	9830	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	57,063
Total Alcoholic beverages	10,730
Total Clothing and Footwear	12,665
Total Household Linen Furnishings & Equipment	18,445
Furniture and Floor Covering	6,133
Household Appliances	4,276
Household Services and Operation	19,701
Total Medical Care and Pharmacy	18,728
Motor Vehicle Purchase	14,764
Total Motor Vehicle Running Cost incl Rego	24,644
Audio Visual Equipment and Parts	17,544
Recreation	50,386
Holidays Australia and Overseas	16,974
Total Personal care and Hygiene	7,272
Total Super and Life Insurance	31,121

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1031	1090	2121	10.29
Secondary	381	409	790	3.83
TAFE	183	255	438	2.12
University & Other	42	102	144	0.70
Total	1637	1856	3493	16.94

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	3386	43.94
Mortgaged	1960	25.43
Private Rental	1754	22.76
Housing Authority/Not Stated	507	6.58
Other Tenure Type	99	1.28
Total Dwellings	7706	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	1390	6.74
Certificate	4016	19.48
Total	5406	26.22

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	415	20.92
\$500-\$799 per month	307	15.47
\$800-\$999 per month	188	9.48
\$1000-\$1399 per month	355	17.89
\$1400+ per month	603	30.39
Not Stated	116	5.85
Total Mortgaged Dwellings	1984	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	322	0.04
1 Vehicle	1962	0.25
2+ Vehicles	5183	0.67
Not Stated	269	1.77
Total	7145	0.92

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	2,506,522
Land Use - Grazing land (including pastures and rangelands) area (ha)	987,048
Cereal Crops - Wheat for grain production (t)	496,412
Cereals for grain total production (t)	887,881
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	296,318
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	17
Tomatoes total production (t)	0
Avocados, total production (kg)	4,982
Nuts total trees (n)	960
Total grapes total area of vines (ha)	1,314
Orchard trees (incl. nuts) total trees - number (n)	125,481
Sheep and lambs total number (n)	3,626,842
Milk cattle (n)	336
Meat cattle (n)	71,493
Apples production (kg)	70,793
Nectarines production (kg)	6,657
Peaches production (kg)	2,468

INTERNET USAGE

Connection	Total	% Market Population
No Connection	1935	25.10
Broadband	4920	63.83
Dial-up	306	3.97
Other	320	4.15
Not Stated	227	2.94
Total	7708	100.00

Birthplace by Region

Region	Male	Female	Total	% Market Population
Oceania incl Australia	9007	8325	17332	84.08
Europe	614	704	1318	6.39
Africa & Middle East	82	44	126	0.61
Asia	224	177	401	1.95
Americas	19	42	61	0.30
Other	732	644	1376	6.68
Total Population Total	10678	9936	20614	100.00