



# MANDURAH

## COAST FM 97.3 & 1116 6MM

<b>ACMA</b>	6CST	6MM
<b>On-Air Name</b>	97.3 Coast Fm	1116 6mm
<b>Frequency</b>	97.3 MHz	1116 kHz
<b>Postal Address</b>	PO Box 688	PO Box 688
<b>Suburb/State/Postcode</b>	MANDURAH WA 6210	MANDURAH WA 6210
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<b>WWW</b>	www.coastlive.com.au	www.6mm.com.au
<b>Format</b>	Adult Contemporary	Hits and Memories
<b>Primary Station Area Coverage</b>	Mandurah	Mandurah
<b>Demographic Profile of Station Audience</b>	25-54	40+

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



## MANDURAH

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Mandurah is situated on the Western Australian coast midway between Perth and Bunbury. The region is better known as the Holiday Coast and covers the area from Rockingham to the north of Bunbury, attracting many visitors with the lure of warm summers and mild winters.

The rural region incorporates Serpentine, Jarrahdale, Pinjarra, Waroona, North Dandalup, Harvey and Boddington.

In comparison to the 2006 census, the population within the radio licence area of Mandurah has increased by 29.6% to 103,203. The birthplace for 72.3% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

19,029 people (18.4%) were attending an educational institution in 2011, with 9.2% in infants or primary, 5.4% attending a secondary educational institution, 1.9% attending university or another tertiary institution and 1.9% attending TAFE. Of the 32,126 people (31.1%) who already have a tertiary qualification, 6.1% have a degree and 25% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (37,619) in Mandurah, 30.5% are owned outright and 35.5% are mortgaged. Private rental properties represent 26% of total dwellings.

20% of the total households in Mandurah have a household income range between \$21,000-\$42,000pa, 16% between \$65,000-\$104,000pa and 14.8% between \$104,000-\$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 district.

### AGRICULTURE

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The southern area of the region also has a strong orchard zone with “Harvey Fresh”, the major supplier of fruit juices in Western Australia. Nearly 280 thousand kilograms of apples were produced within the region.

### EMPLOYMENT

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The majority (56%) of the labour force of 45,655 is employed full time. The Holiday Coast is fast becoming an extension of Perth with most people living within an hour of the states’ capital. Along with Alcoa — a major employer in the district — tourism and a thriving retail sector provide long-term employment, which is a key to the region’s stability.

The main industries of employment are:

- Manufacturing, Construction, Electricity, Gas & Water Supply (26.5%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (20%); and
- Education, Health & Community Services (17%).

## MANDURAH

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	44221	45367	89588	86.81
Aged 0-9 Years	7035	6580	13615	13.19
Aged 10-17 Years	6006	5635	11641	11.28
Aged 18-24 Years	4113	3974	8087	7.84
Aged 25-39 Years	8558	9002	17560	17.02
Aged 40-54 Years	10343	10762	21105	20.45
Aged 55+ Years	15201	15994	31195	30.23
Total 2011 Population	51256	51947	103203	100.00
Total 2006 Population	39214	40369	79583	
% Change 2006-2011			29.68%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	25705	56.30
Part-time Employed	13683	29.97
Not Stated Employed	1015	2.22
Unemployed	2922	6.40
Total Labour Force	45655	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1065	2.83
\$10000-\$20999pa	3568	9.49
\$21000-\$41999pa	7707	20.50
\$42000-\$64999pa	5181	13.78
\$65000-\$103999pa	5989	15.93
\$104000-\$155999pa	5574	14.83
\$156000+pa	3337	8.88
Not Stated	1128	3.00
Total Households	37595	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	11292	39.69
Couple Families-No Children	12593	44.26
Single Parents	4273	15.02
Other Families	292	1.03
Total Families	28450	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	9875	23.08
Technicians/Trade Workers/Community Personal Service Workers	13394	31.30
Clerical & Administrative Workers	5140	12.01
Sales Workers	4141	9.68
Machinery Operation/Driver/& Labourers	9562	22.34
Not Stated	683	1.60
Total	42795	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	692	1.69
Mining	2945	7.20
Construction/Electricity gas water and waste services/Manufacturing	10853	26.52
Wholesale/Retail Trade, Accommodation	8216	20.07
Transport, Postal & Warehouse/ Telecomms	1723	4.21
Finance & Insurance Services	2731	6.67
Professional scientific and technical services	1635	3.99
Public administration and safety	2214	5.41
Education & Health	6930	16.93
Arts and recreation services	575	1.40
Other services	1475	3.60
Not stated	939	2.29
Total	40928	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	386,787
Total Alcoholic beverages	70,335
Total Clothing and Footwear	84,578
Total Household Linen Furnishings & Equipment	122,153
Furniture and Floor Covering	42,783
Household Appliances	27,720
Household Services and Operation	134,156
Total Medical Care and Pharmacy	131,542
Motor Vehicle Purchase	98,204
Total Motor Vehicle Running Cost incl Rego	163,369
Audio Visual Equipment and Parts	123,143
Recreation	344,956
Holidays Australia and Overseas	113,641
Total Personal care and Hygiene	48,738
Total Super and Life Insurance	231,445



## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	4910	4600	9510	9.21
Secondary	2782	2768	5550	5.38
TAFE	899	1090	1989	1.93
University & Other	628	1352	1980	1.92
<b>Total</b>	<b>9219</b>	<b>9810</b>	<b>19029</b>	<b>18.44</b>

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	11500	30.57
Mortgaged	13354	35.50
Private Rental	9868	26.23
Housing Authority/Not Stated	1871	4.97
Other Tenure Type	1026	2.73
<b>Total Dwellings</b>	<b>37619</b>	<b>100.00</b>

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	6318	6.12
Certificate	25808	25.00
<b>Total</b>	<b>32126</b>	<b>31.12</b>

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	858	6.43
\$500-\$799 per month	722	5.41
\$800-\$999 per month	620	4.65
\$1000-\$1399 per month	1597	11.97
\$1400+ per month	8854	66.36
Not Stated	692	5.19
<b>Total Mortgaged Dwellings</b>	<b>13343</b>	<b>100.00</b>

## MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1836	0.05
1 Vehicle	13234	0.35
2+ Vehicles	21397	0.57
Not Stated	1127	1.52
<b>Total</b>	<b>34631</b>	<b>0.92</b>

## AGRICULTURE COMMODITY

## VALUE

Area of holding - total area (ha)	88,618
Land Use - Grazing land (including pastures and rangelands) area (ha)	67,595
Cereal Crops - Wheat for grain production (t)	17
Cereals for grain total production (t)	1,360
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	343
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	225
Tomatoes total production (t)	10
Avocados, total production (kg)	107
Nuts total trees (n)	869
Total grapes total area of vines (ha)	88
Orchard trees (incl. nuts) total trees - number (n)	21,995
Sheep and lambs total number (n)	39,923
Milk cattle (n)	4,165
Meat cattle (n)	48,112
Apples production (kg)	279,288
Nectarines production (kg)	67,531
Peaches production (kg)	33,794

## INTERNET USAGE

Connection	Total	% Market Population
No Connection	7440	19.79
Broadband	25738	68.46
Dial-up	1464	3.89
Other	1626	4.32
Not Stated	1330	3.54
<b>Total</b>	<b>37598</b>	<b>100.00</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	36883	37776	74659	72.34
Europe	8073	8182	16255	15.75
Africa & Middle East	665	720	1385	1.34
Asia	800	1254	2054	1.99
Americas	242	240	482	0.47
Other	4578	3793	8371	8.11
<b>Total Population Total</b>	<b>51241</b>	<b>51965</b>	<b>103206</b>	<b>100.00</b>