



# MERREDIN

## 6MD & HOT FM 105.1

<b>ACMA</b>	6MD	6MER
<b>On-Air Name</b>	6MD Radio West	Hot FM 105.1
<b>Frequency</b>	1098 kHz	105.1 MHz
<b>Postal Address</b>	PO Box 264	PO Box 264
<b>Suburb/State/Postcode</b>	MERREDIN WA 6415	MERREDIN WA 6415
<b>Phone</b>	08 9041 3333	08 9041 3333
<b>Fax</b>	08 9041 1922	08 9041 1922
<b>e-mail</b>	merredin@radiowest.com.au	Merredin@hotfm.com.au
<b>WWW</b>	www.6mdam.com.au	www.hotfmwa.com.au
<b>Format</b>	Adult Contemporary Gold	Hot Adult Contemporary
<b>Primary Station Area Coverage</b>	Merredin	Merredin
<b>Demographic Profile of Station Audience</b>	35-54	18-39

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

## MERREDIN

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Merredin is located 300km inland, halfway between Perth and Kalgoorlie, in the heart of Western Australia's central wheat belt. Rolling plains that produce vast quantities of wheat surround the area. Merredin provides a range of services to the surrounding farming communities and residents of those towns, including telecommunications, rail and other transport and a growing support for mining in the eastern part of the area.

In comparison to the 2006 census, the population within the radio licence area of Merredin has increased by 25.3% to 17,874. The birthplace for 85% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

2,864 people (16%) were attending an educational institution in 2011, with 10.1% in infants or primary, 3.8% attending a secondary educational institution, 1.2% attending TAFE, and 1% attending university or another tertiary institution. Of 4,416 people (24.7%) who already have a tertiary qualification, 5.7% have a degree and 19% have a certificate, diploma or another tertiary qualification.

The stability of the area is reflected in the high level of home ownership. Of the total dwellings (6,718) in Merredin, 45.5% are owned outright and 22.2% are mortgaged. Private rental properties represent 22.5% of total dwellings.

21% of the total households in Merredin have a household income range between \$21,000-\$42,000pa, 17% between \$42,000-\$65,000pa and 18% between \$65,000-\$104,000pa.

### AGRICULTURE

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Crops are the major agricultural produce in the region with many farmers also running a variety of stock. Merredin produces wheat, lupins, oats, barley, peas and canola. Over 940 thousand tonnes of cereals for grain and 764 thousand tonnes of wheat for grain were produced.

The area also produces wool. The farms in the region support over 1.3 million sheep and lambs.

In the eastern area of the region, mining has become a major industry and earner for the area.

### EMPLOYMENT

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The majority (65%) of the labour force of 9,159 is employed full time. The main industries of employment are:

- Agriculture, Forestry & Fishing (33%);
- Education, Health & Community Services (15%); and
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (13%).

## MERREDIN

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	8231	7121	15352	85.89
Aged 0-9 Years	1292	1230	2522	14.11
Aged 10-17 Years	902	772	1674	9.37
Aged 18-24 Years	704	458	1162	6.50
Aged 25-39 Years	1728	1545	3273	18.31
Aged 40-54 Years	2153	1880	4033	22.56
Aged 55+ Years	2744	2466	5210	29.15
Total 2011 Population	9523	8351	17874	100.00
Total 2006 Population	7342	6926	14268	
% Change 2006-2011			25.27%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	5956	65.03
Part-time Employed	2215	24.18
Not Stated Employed	229	2.50
Unemployed	330	3.60
Total Labour Force	9159	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	323	4.81
\$10000-\$20999pa	709	10.56
\$21000-\$41999pa	1418	21.12
\$42000-\$64999pa	1163	17.32
\$65000-\$103999pa	1220	18.17
\$104000-\$155999pa	697	10.38
\$156000+pa	325	4.84
Not Stated	243	3.62
Total Households	6713	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	1883	40.07
Couple Families-No Children	2307	49.10
Single Parents	446	9.49
Other Families	63	1.34
Total Families	4699	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	3904	44.28
Technicians/Trade Workers/Community Personal Service Workers	1749	19.84
Clerical & Administrative Workers	793	9.00
Sales Workers	397	4.50
Machinery Operation/Driver/& Labourers	1810	20.53
Not Stated	163	1.85
Total	8816	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3044	33.62
Mining	470	5.19
Construction/Electricity gas water and waste services/Manufacturing	974	10.76
Wholesale/Retail Trade, Accommodation	1241	13.71
Transport, Postal & Warehouse/ Telecomms	506	5.59
Finance & Insurance Services	239	2.64
Professional scientific and technical services	132	1.46
Public administration and safety	558	6.16
Education & Health	1396	15.42
Arts and recreation services	36	0.40
Other services	298	3.29
Not stated	161	1.78
Total	9055	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	58,707
Total Alcoholic beverages	11,040
Total Clothing and Footwear	13,030
Total Household Linen Furnishings & Equipment	18,976
Furniture and Floor Covering	6,309
Household Appliances	4,399
Household Services and Operation	20,269
Total Medical Care and Pharmacy	19,268
Motor Vehicle Purchase	15,189
Total Motor Vehicle Running Cost incl Rego	25,354
Audio Visual Equipment and Parts	18,049
Recreation	51,838
Holidays Australia and Overseas	17,463
Total Personal care and Hygiene	7,482
Total Super and Life Insurance	32,018



**TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED**

School	Male	Female	Total	% Market Population
Infants/Primary	954	859	1813	10.15
Secondary	357	314	671	3.76
TAFE	64	142	206	1.15
University & Other	51	123	174	0.97
Total	1426	1438	2864	16.04

**DWELLING TENURE TYPE**

Tenure Type	Total	% Total Dwellings
Fully Owned	3056	45.49
Mortgaged	1493	22.22
Private Rental	1512	22.51
Housing Authority/Not Stated	549	8.17
Other Tenure Type	108	1.61
Total Dwellings	6718	100.00

**UNIVERSITY QUALIFICATIONS**

Type of Tertiary Qualification	Total	% Market Population
Degree	1037	5.81
Certificate	3379	18.92
Total	4416	24.73

**MORTGAGE PAYMENTS**

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	341	22.51
\$500-\$799 per month	288	19.01
\$800-\$999 per month	160	10.56
\$1000-\$1399 per month	259	17.10
\$1400+ per month	376	24.82
Not Stated	91	6.01
Total Mortgaged Dwellings	1515	100.00

**MOTOR VEHICLES**

Number of Cars	Total	% Total Dwellings
No Vehicles	339	0.05
1 Vehicle	1932	0.29
2+ Vehicles	4280	0.64
Not Stated	178	1.34
Total	6212	0.92

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	2,882,655
Land Use - Grazing land (including pastures and rangelands) area (ha)	784,112
Cereal Crops - Wheat for grain production (t)	764,971
Cereals for grain total production (t)	940,872
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	144,289
Sorghum for grain production (t)	286
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)	5
Orchard trees (incl. nuts) total trees - number (n)	3,533
Sheep and lambs total number (n)	1,310,060
Milk cattle (n)	9
Meat cattle (n)	14,258
Apples production (kg)	0
Nectarines production (kg)	0
Peaches production (kg)	0

**INTERNET USAGE**

Connection	Total	% Market Population
No Connection	1814	27.05
Broadband	4124	61.49
Dial-up	270	4.03
Other	261	3.89
Not Stated	238	3.55
Total	6707	100.00

**BIRTHPLACE BY REGION**

Region	Male	Female	Total	% Market Population
Oceania incl Australia	8100	7096	15196	85.06
Europe	517	535	1052	5.89
Africa & Middle East	71	47	118	0.66
Asia	162	92	254	1.42
Americas	16	25	41	0.23
Other	657	546	1203	6.73
Total Population Total	9523	8341	17864	100.00