



NARROGIN

6NA & HOT FM 100.5

ACMA	6NA	6NAN
On-Air Name	6NA Radio West	Hot FM 100.5
Frequency	918 kHz	100.5 MHz
Postal Address	PO Box 216	PO Box 216
Suburb/State/Postcode	NARROGIN WA 6312	NARROGIN WA 6312
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WWW	www.6naam.com.au	www.hotfmwa.com.au/
Format	Adult Contemporary Gold	Hot Adult Contemporary
Primary Station Area Coverage	Narrogin	Narrogin
Demographic Profile of Station Audience	35-54	18-39

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



NARROGIN

Narrogin is the largest inland town in the Central South region of Western Australia. It is a thriving rural community just two hours from Perth, Albany, Bunbury and Mandurah.

On the edge of the rich Central Southern wheat belt, Narrogin is in the heart of Western Australia's richest farming land.

In comparison to the 2006 census, the population within the radio licence area of Narrogin has increased by 30.7% to 25,905. The birthplace for 84% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Narrogin is the centre of many government departments including a modern regional hospital, senior high school including associated hostel, regional educational centre and the WA College of Agriculture. 4,280 people (16.5%) were attending an educational institution in 2011, with 9.3% in infants or primary, 4.7% attending a secondary educational institution, 0.9% attending university or another tertiary institution and 1.7% attending TAFE. Of 7,023 people (27.1%) who already have a tertiary qualification, 6.6% have a degree and 20.5% have a certificate, diploma or another tertiary qualification.

Narrogin has a high level of home ownership reflecting the stability of the region. Of the total dwellings (9,623), 44% are owned outright and 26.5% are mortgaged. Private rental properties represent 21% of total dwellings. 20.4% of the total households in Narrogin have a household income range between \$21,000-\$42,000pa, 16.4% between \$42,000-\$65,000pa and 17.5% between \$65,000-\$104,000pa.

All major banks, car dealers, fast-food restaurants, and an extensive selection of national retail, chain and independent stores are represented in the district.

AGRICULTURE

There are over 46 thousand beef cattle and 3.4 million sheep and lambs in the Narrogin radio licence area. Over 431 thousand tonnes of wheat for grain and 222 thousand tonnes of barley for grain were produced. The region produced over 485 thousand kilograms of apples, 38 thousand kilograms of peaches and 75 thousand kilograms of nectarines.

EMPLOYMENT

The majority (63%) of the labour force of 13,182 is employed full time. The main industries of employment are:

- Agriculture, Forestry & Fishing (32%);
- Education, Health & Community Services (16%); and
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (13%).

NARROGIN

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	11805	10485	22290	86.05
Aged 0-9 Years	1768	1847	3615	13.95
Aged 10-17 Years	1397	1286	2683	10.36
Aged 18-24 Years	757	639	1396	5.39
Aged 25-39 Years	2347	2091	4438	17.13
Aged 40-54 Years	3172	2797	5969	23.04
Aged 55+ Years	4132	3672	7804	30.13
Total 2011 Population	13573	12332	25905	100.00
Total 2006 Population	10043	9772	19815	
% Change 2006-2011			30.73%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	8270	62.74
Part-time Employed	3488	26.46
Not Stated Employed	252	1.91
Unemployed	492	3.73
Total Labour Force	13182	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	520	5.40
\$10000-\$20999pa	1028	10.67
\$21000-\$41999pa	1967	20.42
\$42000-\$64999pa	1578	16.38
\$65000-\$103999pa	1682	17.46
\$104000-\$155999pa	1043	10.83
\$156000+pa	564	5.85
Not Stated	310	3.22
Total Households	9633	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	2820	40.46
Couple Families-No Children	3356	48.15
Single Parents	727	10.43
Other Families	67	0.96
Total Families	6970	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	5676	44.90
Technicians/Trade Workers/Community Personal Service Workers	2596	20.54
Clerical & Administrative Workers	1109	8.77
Sales Workers	569	4.50
Machinery Operation/Driver/& Labourers	2495	19.74
Not Stated	196	1.55
Total	12641	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4140	32.88
Mining	867	6.89
Construction/Electricity gas water and waste services/Manufacturing	1300	10.33
Wholesale/Retail Trade, Accommodation	1604	12.74
Transport, Postal & Warehouse/ Telecomms	520	4.13
Finance & Insurance Services	417	3.31
Professional scientific and technical services	278	2.21
Public administration and safety	711	5.65
Education & Health	2004	15.92
Arts and recreation services	68	0.54
Other services	415	3.30
Not stated	266	2.11
Total	12590	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	82,105
Total Alcoholic beverages	15,439
Total Clothing and Footwear	18,223
Total Household Linen Furnishings & Equipment	26,539
Furniture and Floor Covering	8,824
Household Appliances	6,152
Household Services and Operation	28,347
Total Medical Care and Pharmacy	26,947
Motor Vehicle Purchase	21,243
Total Motor Vehicle Running Cost incl Rego	35,459
Audio Visual Equipment and Parts	25,243
Recreation	72,497
Holidays Australia and Overseas	24,423
Total Personal care and Hygiene	10,464
Total Super and Life Insurance	44,778

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1192	1227	2419	9.35
Secondary	632	573	1205	4.66
TAFE	152	280	432	1.67
University & Other	59	165	224	0.87
Total	2035	2245	4280	16.53

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	4244	44.10
Mortgaged	2555	26.55
Private Rental	2030	21.10
Housing Authority/Not Stated	670	6.96
Other Tenure Type	124	1.29
Total Dwellings	9623	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	1722	6.65
Certificate	5301	20.48
Total	7023	27.13

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	475	18.38
\$500-\$799 per month	330	12.77
\$800-\$999 per month	229	8.86
\$1000-\$1399 per month	449	17.38
\$1400+ per month	935	36.18
Not Stated	166	6.42
Total Mortgaged Dwellings	2584	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	402	0.04
1 Vehicle	2511	0.26
2+ Vehicles	6443	0.67
Not Stated	295	1.55
Total	8954	0.93

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	2,493,511
Land Use - Grazing land (including pastures and rangelands) area (ha)	890,545
Cereal Crops - Wheat for grain production (t)	431,806
Cereals for grain total production (t)	809,121
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	222,921
Sorghum for grain production (t)	1
Vegetables for human consumption, total area (ha)	1
Tomatoes total production (t)	0
Avocados, total production (kg)	1
Nuts total trees (n)	1,884
Total grapes total area of vines (ha)	81
Orchard trees (incl. nuts) total trees - number (n)	36,041
Sheep and lambs total number (n)	3,417,104
Milk cattle (n)	60
Meat cattle (n)	46,093
Apples production (kg)	485,460
Nectarines production (kg)	75,432
Peaches production (kg)	38,200

INTERNET USAGE

Connection	Total	% Market Population
No Connection	2499	25.98
Broadband	6070	63.11
Dial-up	353	3.67
Other	391	4.07
Not Stated	305	3.17
Total	9618	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	11390	10385	21775	84.11
Europe	867	930	1797	6.94
Africa & Middle East	84	64	148	0.57
Asia	122	172	294	1.14
Americas	43	52	95	0.37
Other	1055	726	1781	6.88
Total Population Total	13561	12329	25890	100.00