



COFFS HARBOUR

106.3 2CS FM, 105.5 STAR FM &
THE HARBOUR CITY'S 2HC-639AM

ACMA	2CFS	2CSF	2HC
On-Air Name	106.3 2CS FM	105.5 Star FM	Coffs Coast's 2HC
Frequency	106.3MHZ	105.5MHz	639 kHz
Postal Address	2 Peterson Road	2 Peterson Road	PO Box 1950
Suburb/State/Postcode	Coffs Harbour NSW 2450	Coffs Harbour NSW 2450	Coffs Harbour NSW 2450
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WWW	www.theradio.com.au	www.theradio.com.au	n/a
Format	Adult contemporary	Hot adult contemporary	News, Talk, Sport
Primary Station Area Coverage	Coffs Harbour, south to Urunga west to Ebor and north to Woolgoola	Coffs Harbour, south to Urunga west to Ebor and north to Woolgoola	Coffs Harbour, south to Urunda west to Ebor and north to Woolgoola
Demographic Profile of Station Audience	35- 54	25 - 39	All people 35+

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

COFFS HARBOUR

Coffs Harbour is located on the north coast of NSW. Coffs Harbour is an area that attracts many tourists from Sydney and Melbourne coming in search of warmer weather.

Other special features include Dorrigo National Park and Solitary Island National Park.

In comparison to the 2001 census, the population of the radio licence area of Coffs Harbour has increased by only 0.03% to 75,375. There was a decline in the number of people aged 0-9 and 25-39 years; however the number of people aged 10- 17 and 40 years and over increased since the 2001 census. Over 52% of the population is aged over 40 years. The birthplace for 90% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 16,748 people attending an educational institution, 41% were either in infants or primary, 35% were attending a secondary educational institution, 12% attending University or another tertiary institution and 11% attending TAFE. Of the 23,050 people who already have a tertiary qualification, 24% have a degree and 75% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (28,745) in Coffs Harbour 38% of dwellings are owned outright and 28% are mortgaged. Private rental properties represent 15% of total dwellings.

24% of the total households (26,7156) in Coffs Harbour have a household income range between \$26,000-\$41,599pa; 19% between \$13,000-\$25,999pa; and 19% between \$41,600-\$62,399pa.

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

AGRICULTURE

The main industries in Coffs Harbour are tourism, fishing and agricultural. Over half of the farmland in the area produces bananas or other tropical fruit such as mangoes. From the 2005 census figures show the area produced over 1 million kilograms of mangoes, and 888 thousand kilograms of avocados.

The area also produces some dairy products and has a significant beef herd. There are over 37 thousand beef and 11 thousand dairy cattle.

EMPLOYMENT

51% of the total labour force of 31,147 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants;
- Education, Health, and Community Services; and
- Manufacturing, Construction, Electricity Gas & Water Supply.

The tourist industry has probably had the biggest impact on employment. A vast majority of the workforce (29%) is employed in the retail or wholesale Trade and Accommodation industries.

COFFS HARBOUR

AGE COHORTS

Age Population	Male	Female	Total	% Market
Aged 10+ Years	31,864	34,220	66,084	87.67
Aged 0-9 Years	4,778	4,513	9,291	12.33
Aged 10-17 Years	4,864	4,672	9,536	12.65
Aged 18-24 Years	2,727	2,674	5,401	7.17
Aged 25-39 Years	5,356	6,156	11,512	15.27
Aged 40-54 Years	8,213	9,031	17,244	22.88
Aged 55+ Years	10,704	11,687	22,391	29.71
Total 2006 Population	36,642	38,733	75,375	100
Total 2001 Population			73,296	
% Change 2001 - 2006				0.03

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	15,931	51.15
Part-time Employed	11,522	36.99
Not Stated Employed	722	2.32
Unemployed	2,972	9.54
Total Labour Force	31,147	100

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$12999pa	2,587	9.89
\$13000-\$25999pa	5,068	19.38
\$26000-\$41599pa	6,395	24.45
\$41600-\$62399pa	5,034	19.25
\$62400-\$88399pa	3,171	12.12
\$88400-\$129999pa	2,063	7.89
\$130000+pa	975	3.73
Not Stated	863	3.30
Total Households	26,156	100

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	7,833	37.91
Couple Families-No Children	8,529	41.28
Single Parents	4,073	19.71
Other Families	227	1.10
Total Families	20,662	100

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	8,971	30.45
Technicians / Trade Workers/ Community Personal Service Workers	7,518	25.51
Clerical & Administrative Workers	3,985	13.52
Sales Workers	3,474	11.79
Machinery Operation / Driver / & Labourers	5,042	17.11
Not Stated	476	1.62
Total	29,466	100

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1,295	4.40
Mining	30	0.10
Manufacturing, Construction, Electricity, Gas & Water Supply	4,484	15.23
Wholesale/Retail Trade, Accommodation	8,455	28.71
Transport, Postal & Warehouse/Telecommunications	1,386	4.71
Finance & Insurance Services	1,255	4.26
Public Administration and Professionals	3,822	12.98
Education, & Health	6,877	23.35
Other Services	1,247	4.23
Not Stated	599	2.03
Total	29,450	100

ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and Non Alcoholic beverages	222,283
Total Alcoholic beverages	31,840
Total Clothing and Footwear	50,324
Total Household linen furnishings & equipment	72,834
Furniture and Floor covering	32,044
Household appliances	15,070
Household services and operation	78,397
Total Plants and Gardens	5,196
Total Medical care and Pharmacy	68,536
Motor vehicle purchase	66,333
Total Motor vehicle running cost incl REGO	84,327
Audio visual equipment and parts	12,867
Recreation	50,460
Holidays Australia and Overseas	52,174
Total Personal Care and Hygiene	24,618
Total Super and life insurance	34,370

COFFS HARBOUR

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	3,521	3,341	6,862	9.10
Secondary	2,969	2,971	5,940	7.88
TAFE	811	1,045	1,856	2.46
University & Other	661	1,429	2,090	2.77
Total	7,962	8,786	16,748	22.22

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	10,974	38.18
Mortgaged	8,068	28.07
Private Rental	4,377	15.23
Housing Authority/Not Stated	1,541	5.36
Other Tenure Type	2,643	9.19
Unoccupied Dwellings	1,142	3.97
Total Dwellings	28,745	100

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	5,644	7.49
Certificate/Diploma/Other	17,406	23.09
Total Tertiary Qualifications	23,050	30.58

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$399 per month	510	6.35
\$400-\$749 per month	1,251	15.57
\$750-\$1199 per month	2,117	26.34
\$1200+ per month	3,470	43.18
Not Stated per month	689	8.57
Total Mortgaged Dwellings	8,037	100

MOTOR VEHICLES

Number of Cars	Total Houses	% Total Dwellings
No Vehicles	2,590	9.01
1 Vehicle	12,222	42.54
2+ Vehicles	12,766	44.43
Not Stated	1,153	4.01
Total	27,578	100

AGRICULTURE COMMODITY

VALUE

Area of holding – total area (ha)	63,901
Land Use - Grazing land (including pastures and rangelands) area (ha)	41,468
Non-cereal broad acre crops – Sugarcane – for crushing during 2005 season production (t)	128
Cereals for grain total production (t)	6
Cereal Crops - Maize for grain production (t)	6
Vegetables for human consumption, total area (ha)	318
Tomatoes total production (t)	796
Asian Vegetables - (including chicory, chinese cabbage, bok choy and wong bok etc.) production (kg)	5,344
Avocados, total production (kg)	888,001
Bananas production (t)	8,624
Nuts total trees (n)	358,507
Mangoes, total production (kg)	1,950
Total grapes total area of vines (ha)	7
All fruit excluding grapes total area (ha)	1,555
Orchard trees (including nuts) total trees – number (n)	116,073
Sheep & lambs total number (n)	487
Milk cattle (n)	11,856
Meat cattle (n)	37,422
Zucchini and button squash production (kg)	1
Sweetcorn total production (t)	6
Nectarines production (kg)	19,933
Peaches production (kg)	34,846

Refer to References on page iii for Category Changes for Agriculture Data.

INTERNET USAGE

Connection	Total	% Market Population
No Connection	11,553	40.19
Broadband	9,239	32.14
Dial Up	6,836	23.78
Other	149	0.52
Not Stated	971	3.38
Total	28,748	56.44

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	31,028	32,853	63,881	89.68
Europe	2,386	2,501	4,887	6.86
Africa & Middle East	125	111	236	0.33
Asia	356	564	917	1.29
Americas	141	174	315	0.44
Other	501	499	1,000	1.40
Total (excl. 'not stated')	34,537	36,702	71,236	100