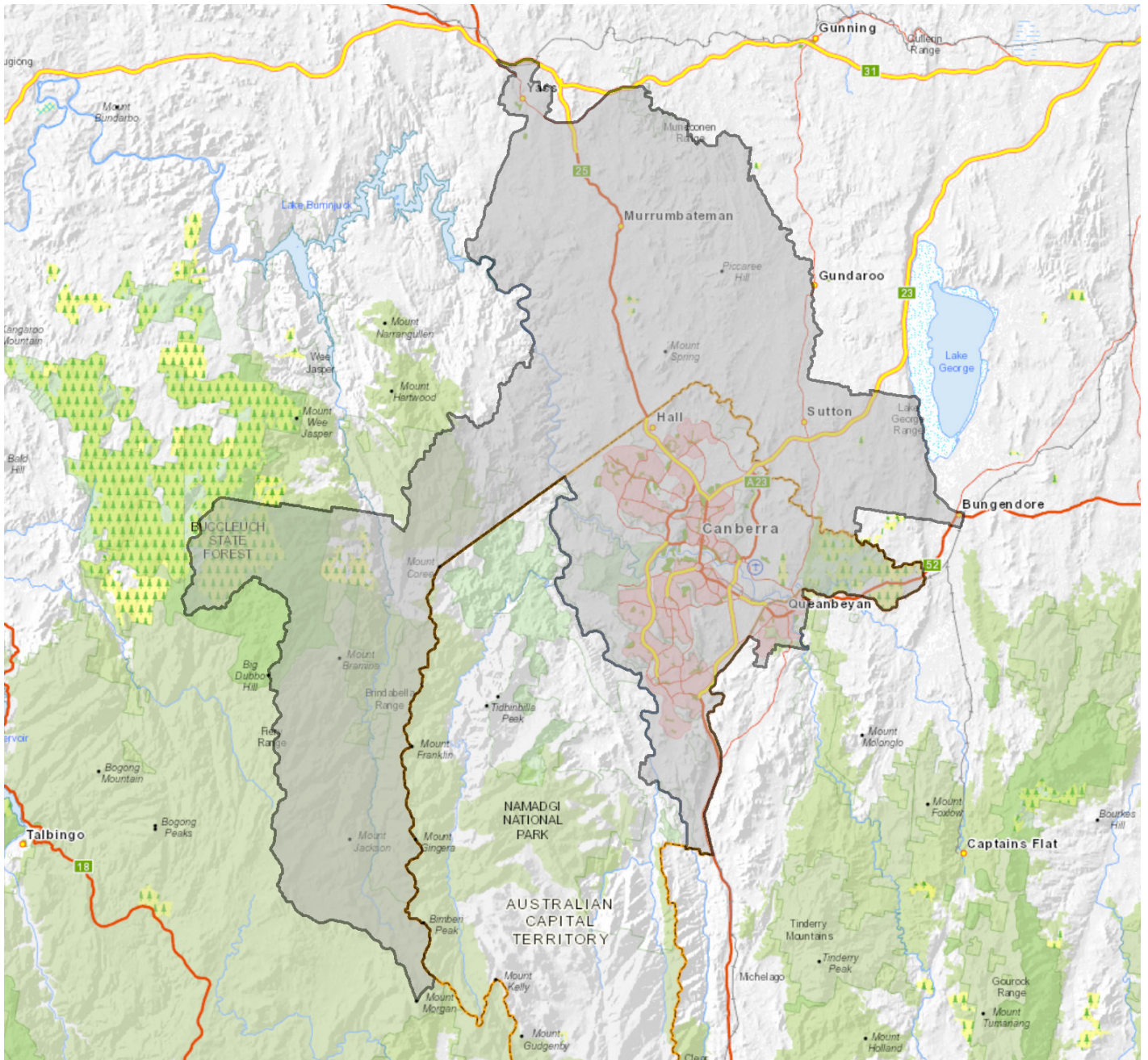


CANBERRA

MIX 106.3 • HIT 104.7 CANBERRA • 2CA CANBERRA • 2CC CANBERRA



Station Name	Mix 106.3	Hit 104.7 Canberra	2CA Canberra	2CC Canberra
Call Sign	1CBR	2ROC	2CA	2CC
Frequency	106.3 MHz	104.7 MHz	1053 kHz	1206 kHz
Network		Canberra FM	Capital Radio Network	Capital Radio Network
Address	PO Box 106, Dickson, ACT 2602	PO Box 106, Dickson, ACT 2602	PO Box 1053, Mitchell, ACT 2911	PO Box 1206, Mitchell, ACT 2911
Phone	02 6123 4105	02 6123 4104	02 6242 1053	02 6241 1911
Fax	02 6123 4128	02 6123 4128	02 6255 0000	02 6255 0000
Email	info@mix106.com.au	feedback@canberra.fm.com.au	info@2ca.com.au	info@2cc.net.au
Web Address	mix106.com.au	hit.com.au/canberra	2ca.com.au	2cc.net.au
Description of Content/Format	Adult Contemporary	Hot Adult Contemporary	60s, 70s & 80s Music	Talk Radio
Demographic Profile of Station Audience	40-54	18-39	35-64	40+

CANBERRA

Canberra is Australia's largest inland city is landlocked within the mountainous country of south-eastern NSW, 305 kilometres from Sydney by road. Canberra is linked to state capital cities and major regional areas by regular air, rail and coach services.

While Canberra is a city that supports a diversity of business it is essentially home to Australia's public service as well as being the focal point for politics and the diplomatic circuit.

Much of Canberra's population has come to the city as part of their career in the public service. In comparison to the 2011 census, the population of the radio licence area of Canberra has increased by 8.38% to 452,073. Over 67% of the population in Canberra is aged 25 years and over; over 43% of the population is aged over 40. The birthplace for over 74% of the population was Oceania including Australian persons.

Of the 112,062 people attending an educational institution, 34% were either in infants or primary school, 25% were in secondary school; 33% at University or another tertiary institution and 8% at TAFE. Of the 219,068 people who already have a tertiary qualification, 40% have a certificate, diploma or another tertiary qualification and 60% have a degree.

Of the total dwellings (162,736) in Canberra 27% of dwellings are owned outright and 39% are mortgaged. Private rental properties represent 25% of total dwellings.

18% of the total households in Canberra (161,785) have a household income range between \$42,000 – \$77,999pa; 12% have a household income range between \$78,000 – \$103,999pa; 13% have a household income of \$104,000 – \$129,999pa; 35% have a household income of \$130,000+pa.

AGRICULTURE

The licence area of the local commercial radio stations does not include a lot of farmland. The city of Canberra is the centre of government and not an agricultural centre. The farmland around Canberra produces some of Australia's fine wool.

The farms in the district support over 309 thousand sheep and lambs, and there are over 26 thousand beef cattle. The region produces in excess of 3.6 million kilograms of apples.

EMPLOYMENT

Over 63% of the total labour force (248,615) is employed full time. The main industries of employment are:

- Public Administration and Safety;
- Education and Training/Health Care and Social Assistance; and
- Wholesale Trade/Retail Trade/Accommodation and Food Services.

Canberra is home to the Australian National University, one of the most respected universities in the country. The city supports a strong retail sector. While government agencies employ many people, more and more are involved in private sector occupations.

**Canberra commercial radio stations participate in the official Radio Audience Measurement Survey conducted by Nielsen Media Research each year. To find out more please contact Commercial Radio Australia.*

CANBERRA

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	191,823	200,320	392,143	86.74%
0-9 years	31,148	28,782	59,930	13.26%
10-17 years	20,673	19,756	40,429	8.94%
18-24 years	23,263	22,966	46,229	10.23%
25-39 years	52,920	54,849	107,769	23.84%
40-54 years	46,154	47,354	93,508	20.68%
55-64 years	23,518	25,333	48,851	10.81%
65-74 years	16,203	17,707	33,910	7.5%
75+ years	9,092	12,355	21,447	4.74%
Total 2011 population	206,641	210,470	417,111	
Total 2016 population	222,971	229,102	452,073	100%
% change 2011-2016			8.38%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	158,521	63.76%
Part-time employed	65,544	26.36%
Not stated employed	13,064	5.25%
Unemployed	11,486	4.62%
Total labour force	248,615	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	1,555	0.96%
\$7,750 – \$20,999	4,602	2.84%
\$21,000 – \$41,999	16,300	10.08%
\$42,000 – \$77,999	28,552	17.65%
\$78,000 – \$103,999	19,790	12.23%
\$104,000 – \$129,999	21,148	13.07%
\$130,000 – \$155,999	13,750	8.5%
\$160,000 – \$181,999	10,939	6.76%
\$182,000 – \$207,999	10,700	6.61%
\$208,000+	20,470	12.65%
Not stated	13,979	8.64%
Total households	161,785	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	55,713	47.24%
Couple families – No children	44,506	37.74%
Single parents	16,425	13.93%
Other families	1,286	1.09%
Total families	117,930	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	107,012	45.12%
Technicians & trade workers/ Community & personal service workers	48,882	20.61%
Clerical & administrative workers	40,222	16.96%
Sales workers	16,593	7%
Machinery operators & drivers/Labourers	18,704	7.89%
Not stated	5,768	2.43%
Total	237,181	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	1,008	0.43%
Mining	33	0.01%
Manufacturing/Electricity, gas, water & waste services/Construction	20,941	8.93%
Wholesale trade/Retail trade/ Accommodation & food services	34,463	14.69%
Transport, postal & warehousing/ Information, media & communications	9,611	4.1%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	12,242	5.22%
Professional scientific & technical services	21,420	9.13%
Public administration & safety	70,944	30.25%
Education & training/Health care & social assistance	46,432	19.8%
Arts & recreation services	3,864	1.65%
Other services	7,151	3.05%
Not stated	6,450	2.75%
Total	234,559	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	2,291,872
Alcoholic beverages	263,882
Clothing & footwear	459,021
Household furnishings & equipment	639,142
Furniture & floor covering	170,173
Household appliances	113,823
Household services & operation	448,652
Medical care & health expenses	784,760
Motor vehicle purchase	460,896
Motor vehicle running costs	1,319,730
Recreation	1,992,119
Recreational & educational equipment	686,365
Holidays	892,881
Personal care	249,375

CANBERRA

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	19,574	18,381	37,955	8.4%
Secondary	14,322	13,913	28,235	6.25%
TAFE	4,302	4,830	9,132	2.02%
University	16,970	19,770	36,740	8.13%
Total	55,168	56,894	112,062	24.79%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	44,743	27.49%
Mortgaged	63,543	39.05%
Private rental	41,074	25.24%
Housing authority/Not stated	12,596	7.74%
Other tenure type	780	0.48%
Total dwellings	162,736	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	131,269	29.04%
Certificate	87,799	19.42%
Total	219,068	48.46%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	3,100	5.08%
\$450 – \$799 per month	1,668	2.73%
\$800 – \$999 per month	1,827	3%
\$1,000 – \$1,799 per month	15,200	24.92%
\$1,800 – \$2,399 per month	15,989	26.21%
\$2,400 – \$2,999 per month	9,143	14.99%
\$3,000 – \$3,999 per month	8,077	13.24%
\$4,000+ per month	4,341	7.12%
Not stated	1,654	2.71%
Total mortgaged dwellings	60,999	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	8,585	5.23%
1 vehicle	59,553	36.28%
2+ vehicles	92,009	56.05%
Not stated	4,002	2.44%
Total	164,149	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	118,802
Cereal crops – Wheat for grain – Production (t)	3,224
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	232
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	4,048
Vegetables for human consumption – Tomatoes – Total production (t)	6
Vegetables for human consumption – Total area (ha)	18
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	3,619,673
Fruit & nuts – Nectarines – Production (kg)	5
Fruit & nuts – Peaches – Production (kg)	18
Fruit & nuts – Nuts – Total trees (no.)	907
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	202,087
Fruit & nuts – Grapes – Total area (ha)	26
Livestock – Sheep & lambs – Total (no.)	309,053
Livestock – Dairy cattle – Total (no.)	211
Livestock – Meat cattle – Total (no.)	26,186

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	146,661	89.29%
Internet not accessed from dwelling	14,332	8.73%
Not stated	3,253	1.98%
Total	164,246	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	160,071	162,133	322,204	73.81%
Europe	11,752	11,916	23,668	5.42%
Africa & Middle East	2,923	2,444	5,367	1.23%
Asia	18,982	22,339	41,321	9.47%
Americas	1,598	1,859	3,457	0.79%
Other	20,134	20,399	40,533	9.28%
Total	215,460	221,090	436,550	100%