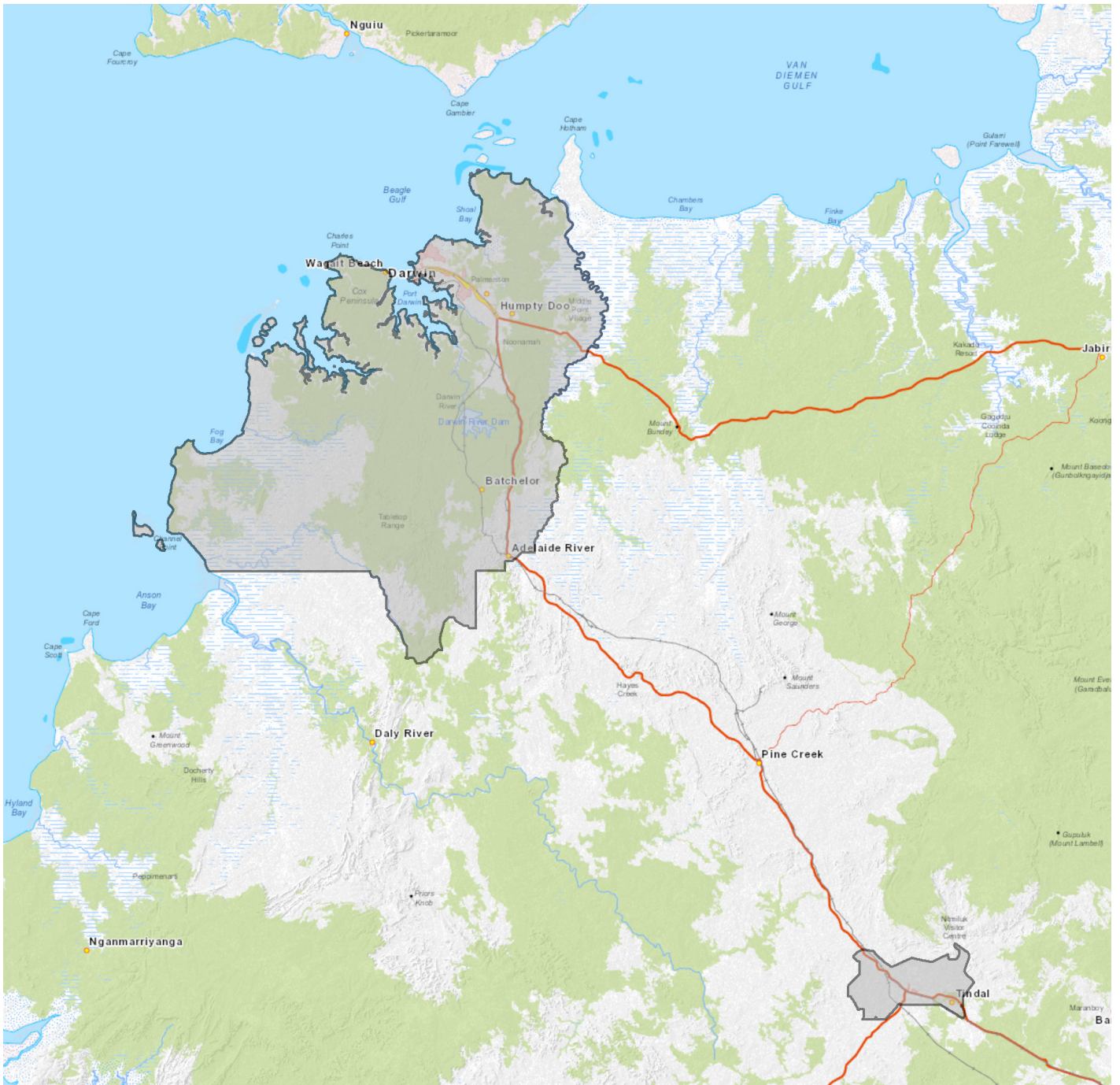


# DARWIN

HOT 100 • MIX 104.9



<b>Station Name</b>	Hot 100	Mix 104.9
<b>Call Sign</b>	8HOT	8MIX
<b>Frequency</b>	100.1 MHz	104.9 MHz
<b>Network</b>	Grant Broadcasters	Grant Broadcasters
<b>Address</b>	GPO Box 1533, Darwin, NT 0801	GPO Box 1533, Darwin, NT 0801
<b>Phone</b>	08 8941 9999	08 8941 1049
<b>Fax</b>	08 8981 4299	08 8981 4299
<b>Email</b>	reception@hot100fm.com.au	reception@mix1049.com.au
<b>Web Address</b>	<a href="http://hot100fm.com.au">hot100fm.com.au</a>	<a href="http://mix1049.com.au">mix1049.com.au</a>
<b>Description of Content/Format</b>	Contemporary Hit Radio	Adult Contemporary
<b>Demographic Profile of Station Audience</b>	40 and under	40+

# DARWIN

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Darwin is Australia's most northern city and capital of the Northern Territory. It is also one of Australia's most isolated cities being over 3,600 kilometres from Brisbane and some 3,000 kilometres from Adelaide. Darwin is a bustling, modern capital city located on one of Australia's prettiest harbours.

Darwin is the starting point for a holiday to the Top End. It is the hub of the region and the gateway to a range of attractions within easy driving distance. These include Litchfield National Park and Nitmiluk (Katherine Gorge) National Park, as well as Kakadu National Park.

HOT 100 FM, Mix 104.9 FM and 92.3 Top Country cover the city of Darwin and Palmerston. HOT 100 FM also has translator services covering the regional townships of Katherine and Jabiru, whilst Mix 104.9 FM has additional translator services in Katherine, Adelaide River, Pine Creek and Bathurst Island. HOT 100 is the premier station for all people 18-30; born out of the old 8DN, HOT 100 delivers fresh innovative and cutting edge programming 24 hours a day a week with locally produced programs. HOT 100's mission is to deliver "all the hits" with their Contemporary Hit Radio format.

In comparison to the 2011 census, the population of the radio licence area of Darwin has increased by 11.52% to 148,082. The birthplace for 68% of the population as Oceania, including Australian, New Zealander, Indigenous and Islander persons. Darwin has a very young population, with 60% of the population aged less than 40 years and nearly one in three aged under 25. 61% of families in the area have children.

Of the 29,299 people in Darwin attending an educational institution, 41% were attending infant or primary; 29% were attending a secondary educational institution; 7% were attending TAFE; and 22% were attending University or another tertiary institution. Of those who already have a tertiary qualification, 39% hold a degree and 61% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (46,400) in Darwin, 17% of dwellings are owned outright and 35% are mortgaged. Private rental properties represent 38% of total dwellings. 8% of the total households (45,908) in Darwin have a household income range between \$21,000 – \$41,999pa; 16% between \$42,000 – \$77,999pa; 12% between \$78,000 – \$103,999pa; and 48% over \$104,000pa.

## AGRICULTURE

The Darwin licence area does not include a large amount of farmland. The farmland around Darwin grows fruit in the wet coastal regions with over 292 thousand orchard fruit trees (including nuts). The dry inland areas support nearly 25 thousand beef cattle. Darwin also has a large prawning fleet.

## EMPLOYMENT

The majority (69%) of the labour force of 80,200 are employed full time. The main industries of employment are:

- Public Administration and Safety;
- Education and Training/Health Care and Social Assistance; and
- Manufacturing/Electricity Gas Water and Waste Services/Construction.

Darwin has a large retail sector that supports much of the far north and a number of government departments are based here.

# DARWIN

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	67,046	59,769	126,815	85.64%
0-9 years	10,902	10,365	21,267	14.36%
10-17 years	7,058	6,627	13,685	9.24%
18-24 years	7,254	5,959	13,213	8.92%
25-39 years	21,671	19,660	41,331	27.91%
40-54 years	16,914	15,068	31,982	21.6%
55-64 years	8,237	7,314	15,551	10.5%
65-74 years	4,485	3,718	8,203	5.54%
75+ years	1,427	1,423	2,850	1.92%
Total 2011 population	69,205	63,575	132,780	
<b>Total 2016 population</b>	<b>77,948</b>	<b>70,134</b>	<b>148,082</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>11.52%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	55,725	69.48%
Part-time employed	15,756	19.65%
Not stated employed	4,996	6.23%
Unemployed	3,723	4.64%
<b>Total labour force</b>	<b>80,200</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	461	1%
\$7,750 – \$20,999	1,304	2.84%
\$21,000 – \$41,999	3,713	8.09%
\$42,000 – \$77,999	7,363	16.04%
\$78,000 – \$103,999	5,314	11.58%
\$104,000 – \$129,999	6,163	13.42%
\$130,000 – \$155,999	4,004	8.72%
\$160,000 – \$181,999	3,226	7.03%
\$182,000 – \$207,999	3,124	6.8%
\$208,000+	5,712	12.44%
Not stated	5,524	12.03%
<b>Total households</b>	<b>45,908</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	16,275	46.33%
Couple families – No children	13,392	38.13%
Single parents	5,026	14.31%
Other families	432	1.23%
<b>Total families</b>	<b>35,125</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	24,203	31.63%
Technicians & trade workers/ Community & personal service workers	22,756	29.74%
Clerical & administrative workers	11,056	14.45%
Sales workers	5,526	7.22%
Machinery operators & drivers/Labourers	11,404	14.91%
Not stated	1,563	2.04%
<b>Total</b>	<b>76,508</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	1,000	1.32%
Mining	1,550	2.04%
Manufacturing/Electricity, gas, water & waste services/Construction	12,265	16.17%
Wholesale trade/Retail trade/ Accommodation & food services	12,038	15.87%
Transport, postal & warehousing/ Information, media & communications	4,380	5.77%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	4,409	5.81%
Professional scientific & technical services	4,751	6.26%
Public administration & safety	14,397	18.98%
Education & training/Health care & social assistance	13,647	17.99%
Arts & recreation services	1,470	1.94%
Other services	2,611	3.44%
Not stated	3,346	4.41%
<b>Total</b>	<b>75,864</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	622,312
Alcoholic beverages	104,326
Clothing & footwear	64,316
Household furnishings & equipment	191,108
Furniture & floor covering	60,191
Household appliances	48,505
Household services & operation	149,913
Medical care & health expenses	206,797
Motor vehicle purchase	136,467
Motor vehicle running costs	326,387
Recreation	613,351
Recreational & educational equipment	214,136
Holidays	254,080
Personal care	57,777

# DARWIN

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	6,284	5,844	12,128	8.19%
Secondary	4,311	4,206	8,517	5.75%
TAFE	900	1,202	2,102	1.42%
University	2,463	4,089	6,552	4.42%
<b>Total</b>	<b>13,958</b>	<b>15,341</b>	<b>29,299</b>	<b>19.79%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	8,029	17.3%
Mortgaged	16,060	34.61%
Private rental	17,423	37.55%
Housing authority/Not stated	4,714	10.16%
Other tenure type	174	0.38%
<b>Total dwellings</b>	<b>46,400</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	23,501	15.87%
Certificate	36,296	24.51%
<b>Total</b>	<b>59,797</b>	<b>40.38%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	494	3.21%
\$450 – \$799 per month	323	2.1%
\$800 – \$999 per month	438	2.84%
\$1,000 – \$1,799 per month	3,490	22.66%
\$1,800 – \$2,399 per month	3,348	21.74%
\$2,400 – \$2,999 per month	2,608	16.93%
\$3,000 – \$3,999 per month	2,703	17.55%
\$4,000+ per month	1,378	8.95%
Not stated	620	4.03%
<b>Total mortgaged dwellings</b>	<b>15,402</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	2,562	5.49%
1 vehicle	14,349	30.75%
2+ vehicles	27,591	59.13%
Not stated	2,158	4.62%
<b>Total</b>	<b>46,660</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	335,099
Cereal crops – Wheat for grain – Production (t)	0
Cereal crops – Rice for grain – Production (t)	60
Cereal crops – Barley for grain – Production (t)	0
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	60
Vegetables for human consumption – Tomatoes – Total production (t)	17
Vegetables for human consumption – Total area (ha)	304
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	0
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	292,280
Fruit & nuts – Grapes – Total area (ha)	0
Livestock – Sheep & lambs – Total (no.)	0
Livestock – Dairy cattle – Total (no.)	0
Livestock – Meat cattle – Total (no.)	24,774

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	39,095	83.83%
Internet not accessed from dwelling	5,832	12.5%
Not stated	1,711	3.67%
<b>Total</b>	<b>46,638</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	51,828	46,216	98,044	67.79%
Europe	4,170	3,563	7,733	5.35%
Africa & Middle East	698	574	1,272	0.88%
Asia	6,462	8,034	14,496	10.02%
Americas	255	212	467	0.32%
Other	12,538	10,077	22,615	15.64%
<b>Total</b>	<b>75,951</b>	<b>68,676</b>	<b>144,627</b>	<b>100%</b>