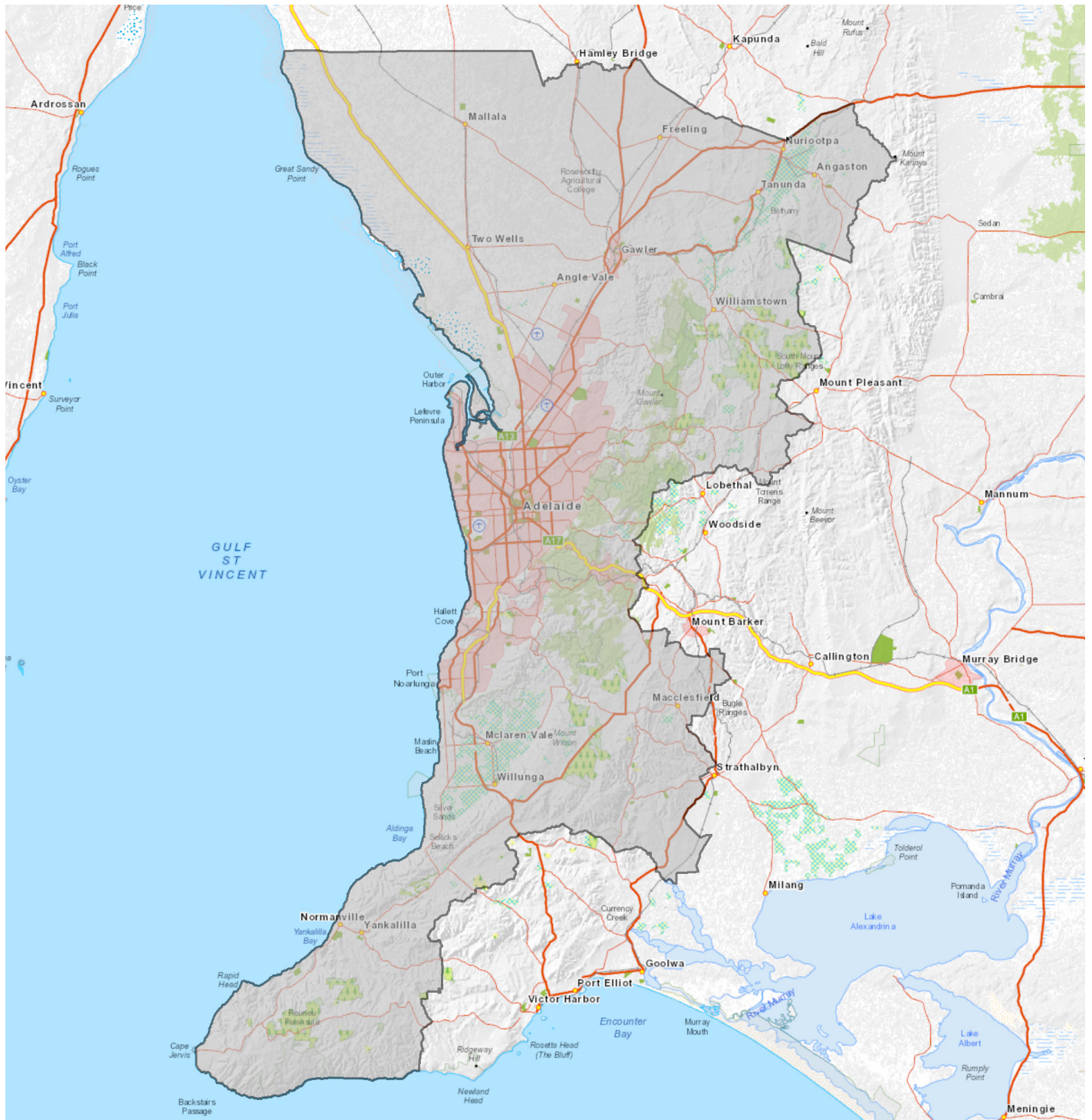


ADELAIDE

CRUISE 1323 • MIX 102.3 • FIVEAA • NOVA 919 • SAFM ADELAIDE • TRIPLE M ADELAIDE 104.7



Station Name	Call Sign	Network	Address	Phone	Web Address
Cruise 1323	5DN	Australian Radio Network	201 Tynte St, North Adelaide, SA 5006	08 8305 1300	cruise1323.com.au
Mix 102.3	5ADD	Australian Radio Network	PO Box 5, North Adelaide, SA 5006	08 8300 1000	mix1023.com.au
FIVEaa	5AA	NOVA Entertainment	GPO Box FIVEaa, Adelaide, SA 5001	08 8419 1395	fiveaa.com.au
Nova 919	5ADL	NOVA Entertainment	Locked Bag 919 Adelaide, SA 5001	08 8419 5919	novafm.com.au/adelaide
SAFM Adelaide	5SSA	Southern Cross Austereo	GPO Box 2449, Adelaide, SA 5001	08 8301 1071	hit.com.au/adelaide
Triple M Adelaide 104.7	5MMM	Southern Cross Austereo	Lvl 13 70 Franklin St, Adelaide, SA 5000	08 8290 1047	triplem.com.au/adelaide

ADELAIDE

Adelaide, the capital of South Australia, also known as the 'City of Churches' is situated north of the Fleurieu Peninsula, and between the Gulf St Vincent and the Mount Lofty Ranges. Adelaide offers far more than the churches it's known for. Attractions include the Adelaide Botanic Gardens, Adelaide Zoo and Art Gallery of South Australia to name a few.

There are six commercial radio stations licensed to broadcast in Adelaide on AM/FM frequencies, and there are also a substantial amount of stations broadcasting on DAB+ digital radio.

In comparison to the 2011 census, the population of the radio licence area for Adelaide has increased by 4.5% to 1,292,931. The birthplace for 72% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

282,646 people, 22% of the population were attending an educational institution in 2016. Of these, 39% were either in infants or primary, 26% were attending a secondary educational institution, 26% attending University and 9% attending TAFE. Of the 529,402 people (41%) who already have a tertiary qualification, 43% have a degree and 23% have a certificate, diploma or another tertiary qualification.

Adelaide has a relatively high proportion of home ownership. Of the total dwellings (492,238), 31% of dwellings are owned outright and 37% are mortgaged. Private rental properties represent 23% of total dwellings.

21% of the total households in Adelaide have a household income range between \$21,000 – \$41,999pa; 25% between \$42,000 – \$77,999pa; and 12% between \$78,000 – \$103,999pa. 26% of households have a household income over \$103,000pa.

AGRICULTURE

The Barossa Valley is approximately 70 kilometres north of Adelaide. The farmlands produce over 5.2 million kilograms of apples, almost 20,000 kilograms of avocados and over 15 thousand kilograms of grapes. The region of farmland for crops, fruit, vegetables and livestock spans 335,296 hectares.

The area holds more than 300,000 sheep and lambs and nearly 40 thousand beef cattle.

EMPLOYMENT

The majority (54%) of the labour force of 639,927 is employed full time. The main industries of employment are:

- Education and Training/Health Care & Social Assistance;
- Wholesale Trade/Retail Trade/Accommodation and Food Services; and
- Manufacturing/Electricity, Gas, Water and Waste Services/Construction.

ADELAIDE

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	554,026	584,843	1,138,869	88.08%
0-9 years	79,031	75,031	154,062	11.92%
10-17 years	59,426	55,647	115,073	8.9%
18-24 years	60,910	59,174	120,084	9.29%
25-39 years	129,553	131,999	261,552	20.23%
40-54 years	128,388	132,567	260,955	20.18%
55-64 years	77,102	83,209	160,311	12.4%
65-74 years	58,098	64,612	122,710	9.49%
75+ years	40,549	57,635	98,182	7.59%
Total 2011 population	606,202	630,448	1,236,650	
Total 2016 population	633,057	659,874	1,292,931	100%
% change 2011-2016			4.55%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	346,124	54.09%
Part-time employed	214,686	33.55%
Not stated employed	29,871	4.67%
Unemployed	49,246	7.7%
Total labour force	639,927	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	9,126	1.86%
\$7,750 – \$20,999	27,656	5.63%
\$21,000 – \$41,999	102,068	20.77%
\$42,000 – \$77,999	120,471	24.51%
\$78,000 – \$103,999	57,981	11.8%
\$104,000 – \$129,999	48,763	9.92%
\$130,000 – \$155,999	29,246	5.95%
\$160,000 – \$181,999	17,605	3.58%
\$182,000 – \$207,999	12,649	2.57%
\$208,000+	21,725	4.42%
Not stated	44,176	8.99%
Total households	491,466	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	149,291	43.1%
Couple families – No children	133,128	38.44%
Single parents	58,610	16.92%
Other families	5,314	1.53%
Total families	346,343	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	199,109	33.72%
Technicians & trade workers/ Community & personal service workers	150,491	25.48%
Clerical & administrative workers	83,175	14.09%
Sales Workers	57,538	9.74%
Machinery operators & drivers/Labourers	91,797	15.55%
Not stated	8,407	1.42%
Total	590,517	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	7,950	1.36%
Mining	3,725	0.64%
Manufacturing/Electricity, gas, water & waste services/Construction	99,083	16.91%
Wholesale trade/Retail trade/ Accommodation & food services	119,203	20.35%
Transport, postal & warehousing/ Information, media & communications	32,612	5.57%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	47,371	8.09%
Professional scientific & technical services	36,968	6.31%
Public administration & safety	44,683	7.63%
Education & training/Health care & social assistance	143,670	24.52%
Arts & recreation services	8,295	1.42%
Other services	23,045	3.93%
Not stated	19,258	3.29%
Total	585,863	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	5,701,025
Alcoholic beverages	696,689
Clothing & footwear	1,051,669
Household furnishings & equipment	1,374,598
Furniture & floor covering	519,200
Household appliances	243,418
Household services & operation	923,831
Medical care & health expenses	2,006,972
Motor vehicle purchase	961,008
Motor vehicle running costs	2,916,702
Recreation	3,782,216
Recreational & educational equipment	991,221
Holidays	1,657,901
Personal care	628,099

ADELAIDE

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	56,896	54,188	111,084	8.59%
Secondary	37,011	36,215	73,226	5.66%
TAFE	10,811	36,215	25,018	1.93%
University	32,429	40,889	73,318	5.67%
Total	137,147	145,499	282,646	21.86%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	153,444	31.17%
Mortgaged	181,216	36.81%
Private rental	113,001	22.96%
Housing authority/Not stated	37,598	7.64%
Other tenure type	6,979	1.42%
Total dwellings	492,238	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	226,743	17.54%
Certificate	302,659	23.41%
Total	529,402	40.95%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	13,379	7.63%
\$450 – \$799 per month	12,395	7.07%
\$800 – \$999 per month	11,478	6.55%
\$1,000 – \$1,799 per month	69,698	39.74%
\$1,800 – \$2,399 per month	35,264	20.11%
\$2,400 – \$2,999 per month	13,046	7.44%
\$3,000 – \$3,999 per month	9,543	5.44%
\$4,000+ per month	5,461	3.11%
Not stated	5,105	2.91%
Total mortgaged dwellings	175,369	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	39,093	7.88%
1 vehicle	181,075	36.51%
2+ vehicles	261,527	52.74%
Not stated	14,231	2.87%
Total	495,926	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	335,296
Cereal crops – Wheat for grain – Production (t)	105,287
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	49,511
Cereal crops – Sorghum for grain – Production (t)	5
Cereal crops – Total for grain – Production (t)	156,952
Vegetables for human consumption – Tomatoes – Total production (t)	14,348
Vegetables for human consumption – Total area (ha)	2,127
Fruit & nuts – Avocados – Production (kg)	19,668
Fruit & nuts – Apples – Production (kg)	5,219,076
Fruit & nuts – Nectarines – Production (kg)	5,132
Fruit & nuts – Peaches – Production (kg)	15,774
Fruit & nuts – Nuts – Total trees (no.)	94,331
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	910,009
Fruit & nuts – Grapes – Total area (ha)	15,771
Livestock – Sheep & lambs – Total (no.)	300,414
Livestock – Dairy cattle – Total (no.)	19,880
Livestock – Meat cattle – Total (no.)	39,932

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	408,254	82.31%
Internet not accessed from dwelling	77,300	15.58%
Not stated	10,471	2.11%
Total	496,025	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	443,827	458,040	901,867	71.56%
Europe	64,246	68,851	133,097	10.56%
Africa & Middle East	10,265	8,549	18,814	1.49%
Asia	44,819	51,683	96,502	7.66%
Americas	1,503	1,500	3,003	0.24%
Other	52,762	54,332	107,094	8.5%
Total	617,422	642,955	1,260,377	100%