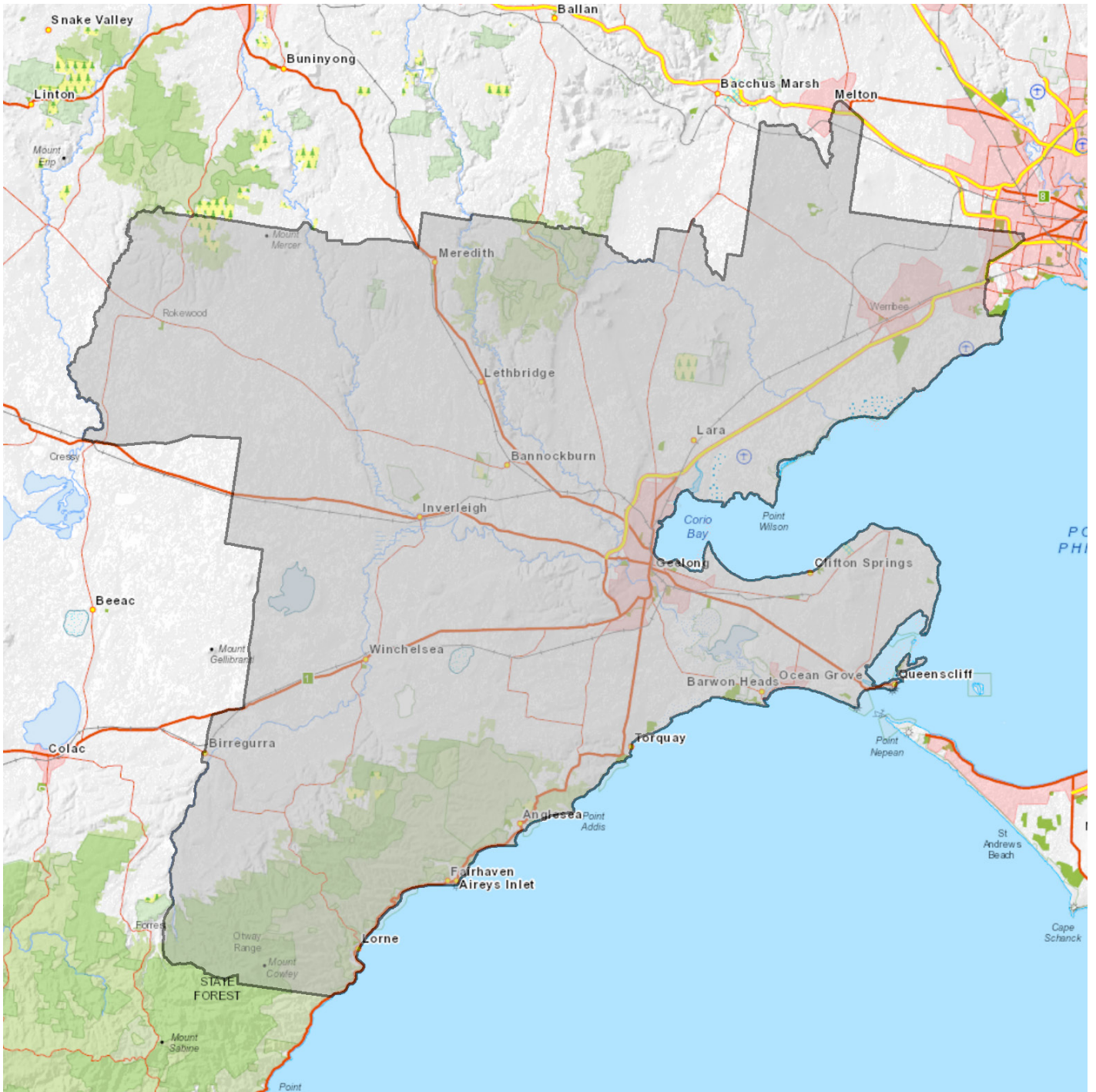


GEELONG

BAY 93.9 • K ROCK 95.5



Station Name	Bay 93.9	K rock 95.5
Call Sign	3BAY	3CAT
Frequency	93.9 MHz	95.5 MHz
Network	Grant Broadcasters	Grant Broadcasters
Address	PO Box 4011, Geelong, VIC 3220	PO Box 4011, Geelong, VIC 3220
Phone	03 5229 2939	03 5223 1955
Email	reception@bay939.com.au	reception@krock.com.au
Web Address	bay939.com.au	krock.com.au
Description of Content/Format	Adult Contemporary	Top 40 Hit Music
Demographic Profile of Station Audience	35-49	25-39

GEELONG

Geelong is Victoria's second largest city and was recognised as Australia's fastest growing regional area in the latest census. Located only a short drive southwest of Melbourne, Geelong was originally a wool centre but now operates a number of heavy industries including an oil refinery that supports nearby Melbourne.

In comparison to the 2011 census, the population of the radio licence area of Geelong has increased by 18.31% to 527,531. The birthplace for 71% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

112,877 people (21%) were attending an educational institution in 2016; of these, 42% were either in infants or primary, 30% were attending a secondary educational institution, 20% attending University or another tertiary institution and 8% attending TAFE. Of the 211,948 people (40%) who already have a tertiary qualification, 42% have a degree and 8% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (180,639) in Geelong, 30% of dwellings are owned outright and 41% are mortgaged. Private rental properties represent 25% of total dwellings.

18% of the total households in Geelong have a household income range between \$21,000 – \$41,999pa; 24% between \$42,000 – \$77,999pa; 13% between \$78,000 – \$103,999pa; and 30% over \$104,000pa.

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

AGRICULTURE

Geelong is an industrial city on the outskirts of Melbourne but still incorporates some significantly productive agricultural land.

Geelong has traditionally been a centre for Victoria's prosperous wool industry. The farms in the district support over 486 thousand sheep and lambs. The region also supports 16 thousand dairy cattle and 34 thousand beef cattle.

EMPLOYMENT

There has been strong growth in employment in central Geelong; more than 1,500 jobs have been added to Geelong's inner city annually since 2011. The majority (57%) of the labour force of 257,961 is employed full time. The main industries of employment are:

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

Geelong is a major city supporting a variety of industries and services.

GEELONG

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	219,279	228,631	447,910	84.91%
0-9 years	41,086	38,535	79,621	15.09%
10-17 years	26,184	24,750	50,934	9.66%
18-24 years	23,196	21,617	44,813	8.49%
25-39 years	59,341	61,667	121,008	22.94%
40-54 years	51,176	52,793	103,969	19.71%
55-64 years	27,559	29,782	57,341	10.87%
65-74 years	19,961	21,606	41,567	7.88%
75+ years	11,862	16,416	28,278	5.36%
Total 2011 population	219,856	226,019	445,875	
Total 2016 population	260,365	267,166	527,531	100%
% change 2011-2016			18.31%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	146,213	56.68%
Part-time employed	80,728	31.29%
Not stated employed	12,975	5.03%
Unemployed	18,045	7%
Total labour force	257,961	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	3,109	1.73%
\$7,750 – \$20,999	7,686	4.27%
\$21,000 – \$41,999	31,694	17.62%
\$42,000 – \$77,999	42,850	23.83%
\$78,000 – \$103,999	23,207	12.91%
\$104,000 – \$129,999	20,934	11.64%
\$130,000 – \$155,999	12,417	6.9%
\$160,000 – \$181,999	7,360	4.09%
\$182,000 – \$207,999	5,139	2.86%
\$208,000+	8,012	4.46%
Not stated	17,419	9.69%
Total households	179,827	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	68,524	49.04%
Couple families – No children	47,579	34.05%
Single parents	22,065	15.79%
Other families	1,561	1.12%
Total families	139,729	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	74,425	31.03%
Technicians & trade workers/ Community & personal service workers	62,125	25.9%
Clerical & administrative workers	32,413	13.51%
Sales workers	23,744	9.9%
Machinery operators & drivers/Labourers	43,108	17.97%
Not stated	4,040	1.68%
Total	239,855	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,280	1.38%
Mining	316	0.13%
Manufacturing/Electricity, gas, water & waste services/Construction	42,665	17.89%
Wholesale trade/Retail trade/ Accommodation & food services	49,116	20.59%
Transport, postal & warehousing/ Information, media & communications	20,288	8.51%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	20,021	8.39%
Professional scientific & technical services	14,552	6.1%
Public administration & safety	14,214	5.96%
Education & training/Health care & social assistance	50,949	21.36%
Arts & recreation services	4,108	1.72%
Other services	8,272	3.47%
Not stated	10,760	4.51%
Total	238,541	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	2,361,399
Alcoholic beverages	312,704
Clothing & footwear	459,452
Household furnishings & equipment	516,850
Furniture & floor covering	158,122
Household appliances	130,966
Household services & operation	403,815
Medical care & health expenses	756,843
Motor vehicle purchase	500,191
Motor vehicle running costs	1,431,315
Recreation	1,643,911
Recreational & educational equipment	402,142
Holidays	742,171
Personal care	288,382

GEELONG

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	24,524	23,143	47,667	9.04%
Secondary	17,059	16,717	33,776	6.4%
TAFE	4,141	4,677	8,818	1.67%
University	9,804	12,812	22,616	4.29%
Total	55,528	57,349	112,877	21.4%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	53,562	29.65%
Mortgaged	73,456	40.66%
Private rental	44,413	24.59%
Housing authority/Not stated	8,260	4.57%
Other tenure type	948	0.52%
Total dwellings	180,639	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	89,423	16.95%
Certificate	122,525	23.23%
Total	211,948	40.18%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	4,095	5.79%
\$450 – \$799 per month	3,438	4.86%
\$800 – \$999 per month	3,777	5.34%
\$1,000 – \$1,799 per month	27,873	39.43%
\$1,800 – \$2,399 per month	17,229	24.38%
\$2,400 – \$2,999 per month	5,909	8.36%
\$3,000 – \$3,999 per month	3,696	5.23%
\$4,000+ per month	1,790	2.53%
Not stated	2,876	4.07%
Total mortgaged dwellings	70,683	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	8,589	4.73%
1 vehicle	59,994	33.05%
2+ vehicles	107,134	59.01%
Not stated	5,832	3.21%
Total	181,549	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	239,999
Cereal crops – Wheat for grain – Production (t)	45,196
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	34,640
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	85,023
Vegetables for human consumption – Tomatoes – Total production (t)	795
Vegetables for human consumption – Total area (ha)	3,753
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	103
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	2,578
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	14,079
Fruit & nuts – Grapes – Total area (ha)	356
Livestock – Sheep & lambs – Total (no.)	486,415
Livestock – Dairy cattle – Total (no.)	16,867
Livestock – Meat cattle – Total (no.)	33,984

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	153,542	84.42%
Internet not accessed from dwelling	23,903	13.14%
Not stated	4,441	2.44%
Total	181,886	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	180,493	185,868	366,361	71.19%
Europe	15,469	15,927	31,396	6.1%
Africa & Middle East	4,223	3,447	7,670	1.49%
Asia	28,879	29,753	58,632	11.39%
Americas	656	771	1,427	0.28%
Other	24,137	25,012	49,149	9.55%
Total	253,857	260,778	514,635	100%