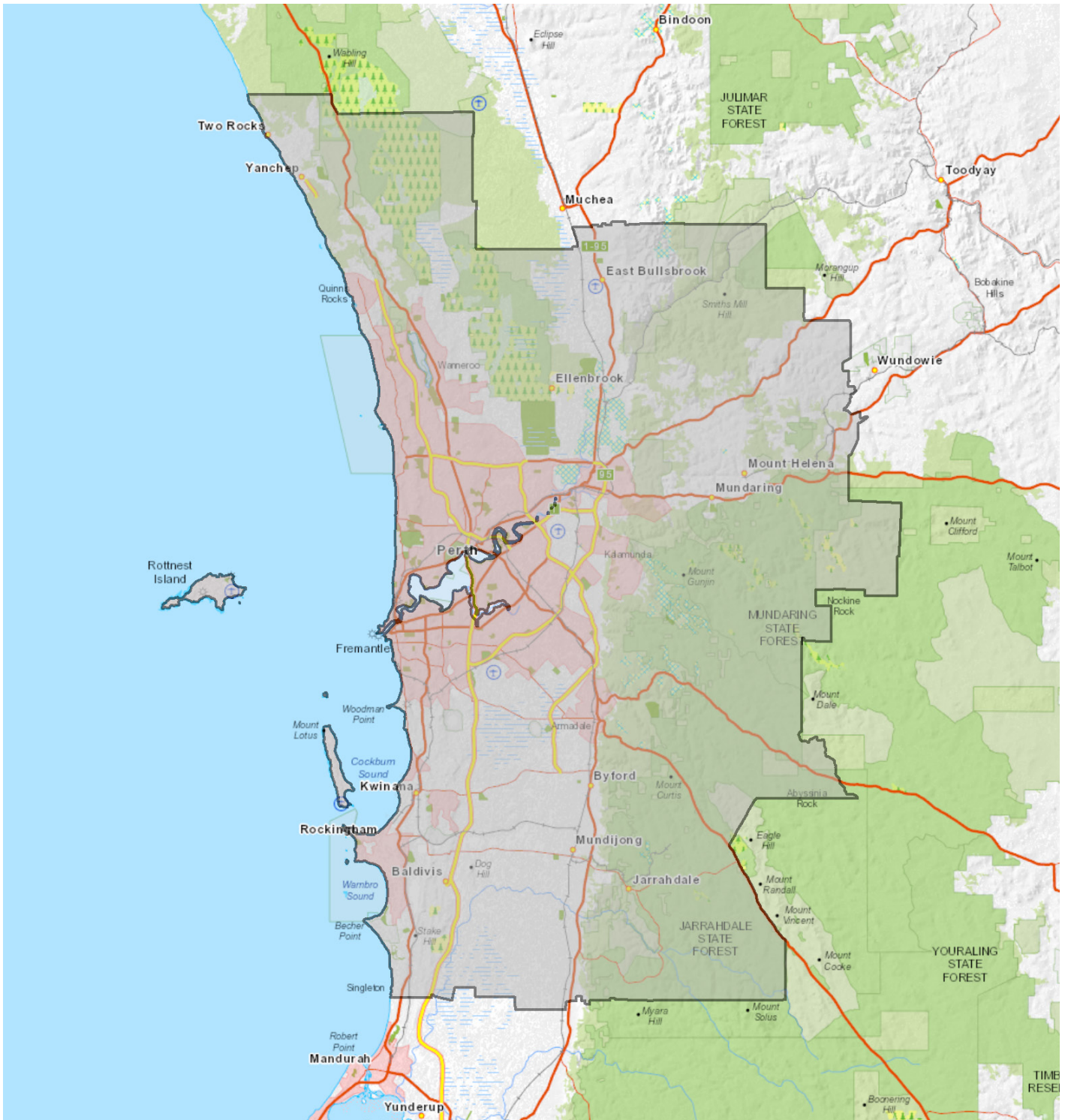


PERTH

96FM • 6IX • 6PR • NOVA 93.7 • HIT92.9 • MIX 94.5



Station Name	Call Sign	Network	Address	Phone	Web Address
96FM	6NOW	Australian Radio Network	PO Box 6072, East Perth, WA 6072	08 9323 9600	96fm.com.au
6IX	6IX	Capital Radio Network	PO Box 1133, Osborne Park DC, WA 6017	08 9445 0123	6ix.com.au
6PR	6PR	Macquarie Media Limited	Level 1, 169 Hay Street, East Perth, WA 6004	08 9220 1400	6pr.com.au
Nova 93.7	6PER	NOVA Entertainment	PO Box 1937, Subiaco, WA 6008	08 9489 1937	nova937.com.au
Hit92.9	6PPM	Southern Cross Austereo	PO Box 945, Subiaco, WA 6904	08 9382 0992	hit.com.au
Mix 94.5	6MIX	Southern Cross Austereo	PO Box 945, Subiaco, WA 6904	08 9382 0945	mix.com.au

PERTH

Perth, the capital of Western Australia, is a vibrant, modern and yet relaxed metropolitan city with many scenic stops along the Swan River and is rich in cultural hotspots. Kings Park botanical gardens border the city of Perth and the bustling seaport of Fremantle is accessible within 40 minutes by car from the city. In 2017 Perth was ranked as the 7th most liveable city in the world by The Economist and scored 100% in health care, education and infrastructure. The retail sector in Perth is strong with many high-end fashion boutiques and big brands on offer in the shopping district

In comparison to the 2011 census, the population of the radio licence area of Perth has increased by 11% to 1,837,804. The birthplace for 62% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

There is a wide choice of schools, colleges and universities in the city of Perth. 409,785 people (22%) were attending an educational institution in 2016, with 38% of these in infants or primary, 29% attending a secondary educational institution, 9% attending TAFE and 24% attending university or another tertiary institution. Of the 781,318 people (43%) who already have a tertiary qualification, 45% have a degree and 55% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (651,573) in the Perth radio licence area, 28% are owned outright and 43% are mortgaged. Private rental properties represent 23% of total dwellings. 15% of the total households in Perth have a household income range between \$21,000 – \$41,999pa, 20% between \$42,000 – \$77,999pa and 12% between \$78,000 – \$103,999pa. 37% have a household income over \$104,000pa.

The strong maturation of the mining sector has had significant impact on Perth's economy. The financial benefits are a direct result of fly-in-fly-out miners living in Perth and working in regional WA. The CBD has also prospered from the mining industry with several commercial buildings occupied by head-offices many mining organisations.

AGRICULTURE

The Perth radio licence area has a strong orchard zone and produced over 1.2 million kilograms of peaches, 2.2 million kilograms of nectarines and 5 million kilograms of apples. The area also produced over 47 thousand tonnes of cereal for grain.

The farms in the region support over 57 thousand sheep and lambs, and over 15 thousand beef cattle.

EMPLOYMENT

The majority (57%) of the labour force of 963,273 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.

PERTH

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	787,840	807,529	1,595,369	86.81%
0-9 years	124,648	117,787	242,435	13.19%
10-17 years	89,710	85,038	174,748	9.51%
18-24 years	88,458	83,883	172,341	9.38%
25-39 years	214,792	214,489	429,281	23.36%
40-54 years	186,669	190,069	376,738	20.5%
55-64 years	97,939	103,568	201,507	10.96%
65-74 years	68,136	72,243	140,379	7.64%
75+ years	42,136	58,239	100,375	5.46%
Total 2011 population	820,846	831,256	1,652,102	
Total 2016 population	912,488	925,316	1,837,804	100%
% change 2011-2016			11.24%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	545,886	56.67%
Part-time employed	294,310	30.55%
Not stated employed	45,711	4.75%
Unemployed	77,366	8.03%
Total labour force	963,273	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	12,635	1.94%
\$7,750 – \$20,999	25,389	3.91%
\$21,000 – \$41,999	94,680	14.56%
\$42,000 – \$77,999	127,847	19.67%
\$78,000 – \$103,999	75,640	11.63%
\$104,000 – \$129,999	74,928	11.53%
\$130,000 – \$155,999	46,707	7.18%
\$160,000 – \$181,999	31,674	4.87%
\$182,000 – \$207,999	30,815	4.74%
\$208,000+	57,106	8.78%
Not stated	72,692	11.18%
Total households	650,113	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	229,443	46.81%
Couple families – No children	182,093	37.15%
Single parents	70,682	14.42%
Other families	7,932	1.62%
Total families	490,150	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	302,477	34.13%
Technicians & trade workers/ Community & personal service workers	232,507	26.24%
Clerical & administrative workers	121,554	13.72%
Sales workers	80,488	9.08%
Machinery operators & drivers/Labourers	135,340	15.27%
Not stated	13,767	1.55%
Total	886,133	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	5,969	0.68%
Mining	42,619	4.83%
Manufacturing/Electricity, gas, water & waste services/Construction	145,835	16.54%
Wholesale trade/Retail trade/ Accommodation & food services	167,116	18.95%
Transport, postal & warehousing/ Information, media & communications	49,584	5.62%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	68,617	7.78%
Professional scientific & technical services	65,104	7.38%
Public administration & safety	57,436	6.51%
Education & training/Health care & social assistance	187,826	21.3%
Arts & recreation services	14,876	1.69%
Other services	35,094	3.98%
Not stated	41,692	4.73%
Total	881,768	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	8,189,526
Alcoholic beverages	1,013,212
Clothing & footwear	1,421,611
Household furnishings & equipment	2,020,850
Furniture & floor covering	666,512
Household appliances	561,130
Household services & operation	1,475,190
Medical care & health expenses	3,383,937
Motor vehicle purchase	974,309
Motor vehicle running costs	4,846,099
Recreation	5,921,500
Recreational & educational equipment	1,384,492
Holidays	2,638,119
Personal care	1,014,070

PERTH

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	80,667	76,028	156,695	8.53%
Secondary	61,127	58,957	120,084	6.53%
TAFE	16,889	18,738	35,627	1.94%
University	43,534	53,845	97,379	5.3%
Total	202,217	207,568	409,785	22.3%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	183,173	28.11%
Mortgaged	277,122	42.53%
Private rental	152,140	23.35%
Housing authority/Not stated	33,913	5.2%
Other tenure type	5,225	0.8%
Total dwellings	651,573	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	353,038	19.21%
Certificate	428,280	23.3%
Total	781,318	42.51%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	15,425	5.73%
\$450 – \$799 per month	9,138	3.39%
\$800 – \$999 per month	8,601	3.2%
\$1,000 – \$1,799 per month	68,742	25.54%
\$1,800 – \$2,399 per month	68,624	25.49%
\$2,400 – \$2,999 per month	39,221	14.57%
\$3,000 – \$3,999 per month	30,814	11.45%
\$4,000+ per month	19,503	7.25%
Not stated	9,111	3.38%
Total mortgaged dwellings	269,179	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	31,743	4.84%
1 vehicle	209,823	31.99%
2+ vehicles	397,057	60.53%
Not stated	17,358	2.65%
Total	655,981	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	84,635
Cereal crops – Wheat for grain – Production (t)	42,110
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	4,595
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	47,431
Vegetables for human consumption – Tomatoes – Total production (t)	6,037
Vegetables for human consumption – Total area (ha)	1,305
Fruit & nuts – Avocados – Production (kg)	865,488
Fruit & nuts – Apples – Production (kg)	5,029,203
Fruit & nuts – Nectarines – Production (kg)	2,204,744
Fruit & nuts – Peaches – Production (kg)	1,289,211
Fruit & nuts – Nuts – Total trees (no.)	16
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	513,370
Fruit & nuts – Grapes – Total area (ha)	400
Livestock – Sheep & lambs – Total (no.)	57,348
Livestock – Dairy cattle – Total (no.)	1,187
Livestock – Meat cattle – Total (no.)	15,722

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	570,020	86.91%
Internet not accessed from dwelling	72,078	10.99%
Not stated	13,742	2.1%
Total	655,840	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	554,854	557,390	1,112,244	62.18%
Europe	117,451	116,130	233,581	13.06%
Africa & Middle East	30,922	28,582	59,504	3.33%
Asia	87,724	100,520	188,244	10.52%
Americas	4,065	4,444	8,509	0.48%
Other	93,594	93,009	186,603	10.43%
Total	888,610	900,075	1,788,685	100%