



CANBERRA

MIX 106.3, 104.7, 2CC & 2CA

| | | | | |
|--|------------------------|------------------------|------------------------|------------------------|
| ACMA | 1CBR | 2ROC | 2CC | 2CA |
| On-Air Name | Mix 106.3 | 104.7 | 2CC | 2CA |
| Frequency | 106.3MHz | 104.7MHz | 1206kHz | 1053kHz |
| Postal Address | PO Box 106 | PO Box 106 | PO Box 1206 | PO Box 1053 |
| Suburb/State/Postcode | Dickson ACT 2602 | Dickson ACT 2602 | Mitchell ACT 2911 | Mitchell ACT 2911 |
| Phone | 02 6123 4106 | 02 6123 4104 | 02 6241 1911 | 02 6242 1053 |
| Fax | 02 6123 4127 | 02 6123 4127 | 02 6241 1497 | 02 6241 1497 |
| e-mail | | | | |
| WWW | www.mix106.com.au | www.1047.com.au | www.2cc.net.au | www.2ca.com.au |
| Format | Hot Adult Contemporary | Hit Music | Talk & News | Classic Music |
| Primary Station Area Coverage | ACT, Queanbeyan & Yass | ACT, Queanbeyan & Yass | ACT, Queanbeyan & Yass | ACT, Queanbeyan & Yass |
| Demographic Profile of Station Audience | 25-54 | 18-39 | All People 35+ | All People 35+ |

More info: Click [here](#) for updated Station contacts and non-metro Agency representation



CANBERRA

Canberra, Australia's largest inland city, is landlocked within the mountainous country of south-eastern New South Wales, 305km 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 2006 census, the population of the radio licence area of Canberra has increased by 12.14% to 417,111. Over 66% of the population in Canberra is aged 25 years and over. The birthplace for over 74% of the population was Oceania including Australian, New Zealand and Islander persons.

Of the 101,714 people attending an educational institution, 33% were either in infants or primary school, 27% were in secondary school; 30% at University or another tertiary institution and 11% at TAFE. Of the 187,088 people who already have a tertiary qualification, 49% have a certificate, diploma or another tertiary qualification and 51% have a degree.

Of the total dwellings (151,142) in Canberra, 28% are owned outright and 39% are mortgaged. Private rental properties represent 23% of total dwellings.

21% of the total households (151,135) in Canberra have a household income of \$156,000+pa; 22% between \$104,000–\$155,999pa; 19% have a household income range between \$65,000 – \$103,999.

AGRICULTURE

The License Area of the local commercial radio stations includes farmland producing some of Australia's finest wool.

The farms in the district support 327 thousand sheep and lambs, there are over 32 thousand beef cattle in the region and produces in excess of 4.4 million kilograms of apples.

There is also a vibrant and growing wine region within the broadcast area in the vicinity of Murrumbateman and Yass.

EMPLOYMENT

In comparison to the 2006 Census the labour force has increased 16% to 236,767 people. Over 65% of the total labour force is employed full time. The main industries of employment are:

- Government, Administration & Defence;
- Education, Health & Community Services; and
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants.

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 each year. To find out more please contact Commercial Radio Australia.*

CANBERRA

AGE COHORTS

| Age | Male | Female | Total | % Market Population |
|-----------------------|--------|--------|--------|---------------------|
| Aged 10+ Years | 178985 | 184647 | 363632 | 87.18 |
| Aged 0-9 Years | 27656 | 25823 | 53479 | 12.82 |
| Aged 10-17 Years | 21072 | 20292 | 41364 | 9.92 |
| Aged 18-24 Years | 23766 | 22645 | 46411 | 11.13 |
| Aged 25-39 Years | 48171 | 48977 | 97148 | 23.29 |
| Aged 40-54 Years | 43290 | 45099 | 88389 | 21.19 |
| Aged 55+ Years | 42686 | 47634 | 90320 | 21.65 |
| Total 2011 Population | 206641 | 210470 | 417111 | 100.00 |
| Total 2006 Population | 183342 | 188615 | 371957 | |
| % Change 2006-2011 | | | 12.14% | |

LABOUR FORCE

| Employment Classification | Total | % Labour Force |
|---------------------------|--------|----------------|
| Full-time Employed | 154487 | 65.25 |
| Part-time Employed | 59179 | 24.99 |
| Not Stated Employed | 3501 | 1.48 |
| Unemployed | 8193 | 3.46 |
| Total Labour Force | 236767 | 100.00 |

HOUSEHOLD INCOME

| Income Range | Total | % Occupied Dwellings |
|---------------------|--------|----------------------|
| \$0-\$9999pa | 2436 | 1.61 |
| \$10000-\$20999pa | 8319 | 5.50 |
| \$21000-\$41999pa | 15056 | 9.96 |
| \$42000-\$64999pa | 17866 | 11.82 |
| \$65000-\$103999pa | 29019 | 19.20 |
| \$104000-\$155999pa | 32556 | 21.54 |
| \$156000+pa | 31826 | 21.06 |
| Not Stated | 2074 | 1.37 |
| Total Households | 151135 | 100.00 |

FAMILY STRUCTURE

| Type of Family | Total | % Total Families |
|-----------------------------|--------|------------------|
| Couple Families-Children | 51076 | 46.58 |
| Couple Families-No Children | 41119 | 37.50 |
| Single Parents | 15792 | 14.40 |
| Other Families | 1663 | 1.52 |
| Total Families | 109650 | 100.00 |

OCCUPATION

| Employment Classification | Total | % Occupations |
|--|--------|---------------|
| Managers & Professionals | 100756 | 44.09 |
| Technicians/Trade Workers/Community Personal Service Workers | 45687 | 19.99 |
| Clerical & Administrative Workers | 43682 | 19.11 |
| Sales Workers | 15749 | 6.89 |
| Machinery Operation/Driver/& Labourers | 18039 | 7.89 |
| Not Stated | 4620 | 2.02 |
| Total | 228533 | 100.00 |

INDUSTRY

| Industry | Total | % Workforce |
|---|--------|-------------|
| Agriculture, Forestry & Fishing | 1147 | 0.50 |
| Mining | 165 | 0.07 |
| Construction/Electricity gas water and waste services/Manufacturing | 22718 | 9.94 |
| Wholesale/Retail Trade, Accom + Food | 33943 | 14.85 |
| Transport Postal & Warehouse/Telecomms | 9689 | 4.24 |
| Finance & Insurance Services | 12464 | 5.45 |
| Professional scientific and technical services | 21554 | 9.43 |
| Public administration and safety | 72270 | 31.62 |
| Education & Health | 39968 | 17.49 |
| Arts and recreation services | 3718 | 1.63 |
| Other services | 7352 | 3.22 |
| Inadequately described or not stated | 3548 | 1.55 |
| Total | 228536 | 100.00 |

ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

| | |
|---|-----------|
| Food and non Alcoholic Beverages | 1,818,050 |
| Total Alcoholic beverages | 285,301 |
| Total Clothing and Footwear | 438,005 |
| Total Household Linen Furnishings & Equipment | 553,420 |
| Furniture and Floor Covering | 172,660 |
| Household Appliances | 59,788 |
| Household Services and Operation | 691,332 |
| Total Medical Care and Pharmacy | 623,609 |
| Motor Vehicle Purchase | 563,051 |
| Total Motor Vehicle Running Cost incl Rego | 850,663 |
| Audio Visual Equipment and Parts | 530,306 |
| Recreation | 1,772,747 |
| Holidays Australia and Overseas | 660,051 |
| Total Personal care and Hygiene | 243,850 |
| Total Super and Life Insurance | 1,069,935 |

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

| School | Male | Female | Total | % Market Population |
|--------------------|--------------|--------------|---------------|---------------------|
| Infants/Primary | 16938 | 16212 | 33150 | 7.95 |
| Secondary | 13837 | 13553 | 27390 | 6.57 |
| TAFE | 5218 | 5482 | 10700 | 2.57 |
| University & Other | 14183 | 16291 | 30474 | 7.31 |
| Total | 50176 | 51538 | 101714 | 24.39 |

DWELLING TENURE TYPE

| Tenure Type | Total | % Total Dwellings |
|------------------------------|---------------|-------------------|
| Fully Owned | 42965 | 28.43 |
| Mortgaged | 59435 | 39.32 |
| Private Rental | 35280 | 23.34 |
| Housing Authority/Not Stated | 12506 | 8.27 |
| Other Tenure Type | 956 | 0.63 |
| Total Dwellings | 151142 | 100.00 |

UNIVERSITY QUALIFICATIONS

| Type of Tertiary Qualification | Total | % Market Population |
|--------------------------------|---------------|---------------------|
| Degree | 96286 | 23.08 |
| Certificate | 90802 | 21.77 |
| Total | 187088 | 44.85 |

MORTGAGE PAYMENTS

| Monthly Mortgage Payment | Total | % Mortgaged Dwellings |
|----------------------------------|--------------|-----------------------|
| \$0-\$499 per month | 3186 | 5.36 |
| \$500-\$799 per month | 2631 | 4.43 |
| \$800-\$999 per month | 2286 | 3.85 |
| \$1000-\$1399 per month | 6048 | 10.17 |
| \$1400+ per month | 43266 | 72.79 |
| Not Stated | 2023 | 3.40 |
| Total Mortgaged Dwellings | 59440 | 100.00 |

MOTOR VEHICLES

| Number of Cars | Total | % Total Dwellings |
|----------------|---------------|-------------------|
| No Vehicles | 9100 | 0.06 |
| 1 Vehicle | 54122 | 0.36 |
| 2+ Vehicles | 84805 | 0.56 |
| Not Stated | 3115 | 1.04 |
| Total | 138927 | 0.92 |

AGRICULTURE COMMODITY

VALUE

| | |
|---|-----------|
| Area of holding - total area (ha) | 180,859 |
| Land Use - Grazing land (including pastures and rangelands) area (ha) | 164,705 |
| Cereal Crops - Wheat for grain production (t) | 4,452 |
| Cereals for grain total production (t) | 5,949 |
| Cereal Crops - Rice for grain production (t) | 0 |
| Cereal Crops - Barley for grain production (t) | 222 |
| Sorghum for grain production (t) | 0 |
| Vegetables for human consumption, total area (ha) | 18 |
| Tomatoes total production (t) | 10 |
| Avocados, total production (kg) | 0 |
| Nuts total trees (n) | 1,372 |
| Total grapes total area of vines (ha) | 204 |
| Orchard trees (incl. nuts) total trees - number (n) | 204,838 |
| Sheep and lambs total number (n) | 327,033 |
| Milk cattle (n) | 34,824 |
| Meat cattle (n) | 32,066 |
| Apples production (kg) | 4,433,333 |
| Nectarines production (kg) | 13,278 |
| Peaches production (kg) | 21,801 |

INTERNET USAGE

| Connection | Total | % Market Population |
|---------------|---------------|---------------------|
| No Connection | 18948 | 12.54 |
| Broadband | 117179 | 77.54 |
| Dial-up | 4482 | 2.97 |
| Other | 6769 | 4.48 |
| Not Stated | 3744 | 2.48 |
| Total | 151122 | 100.00 |

BIRTHPLACE BY REGION

| Region | Male | Female | Total | % Market Population |
|-------------------------------|---------------|---------------|---------------|---------------------|
| Oceania incl Australia | 152974 | 155339 | 308313 | 73.91 |
| Europe | 16259 | 16114 | 32373 | 7.76 |
| Africa & Middle East | 1522 | 1395 | 2917 | 0.70 |
| Asia | 14139 | 16770 | 30909 | 7.41 |
| Americas | 1830 | 2060 | 3890 | 0.93 |
| Other | 19934 | 18793 | 38727 | 9.28 |
| Total Population Total | 206658 | 210471 | 417129 | 100.00 |