



DARWIN

HOT 100 & MIX 104.9 FM

ACMA	8HOT	8MIX
On-Air Name	Hot 100	Mix 104.9 FM
Frequency	100.1 MHz	104.9 MHz
Postal Address	GPO Box 1533	GPO Box 1533
Suburb/State/Postcode	DARWIN NT 0801	DARWIN NT 0801
Phone	08 8941 9999	08 8941 1049
Fax	08 8981 4299	08 8981 4299
e-mail		
WWW	www.hot100fm.com.au	www.mix1049.com.au
Format	CHR	Hot AC/Adult Hits
Primary Station Area Coverage	Darwin & Katherine	Darwin & Katherine
Demographic Profile of Station Audience	all people 18-35	all people 35-54

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

DARWIN

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 km from Brisbane and some 3,000 km 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 1049 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 1049 FM has additional translator services in Katherine, Adelaide River, Pine Creek and Bathurst Island. HOT 100, born out of the old 8DN, is the premier station for all people 18 - 30, delivering fresh, innovative and cutting edge programming 24 hours a day, 7 days a week with locally produced programs. HOT 100's mission is to deliver "all the hits" with their CHR/Rock format.

MIX 1049 is the Top Ends first choice for all people 30 to 49, delivering fresh innovative and adult focused local programming that makes it the "top ends feels good" station.

In comparison to the 2006 census, the population of the radio licence area of Darwin has increased by 15.79% to 132,780. The birthplace for 71% of the population is Oceania, including Australian, New Zealander, Indigenous and Islander persons. Darwin has a very young population, with 61% of people aged under 40. This is further reflected in the high proportion of young families with children, 45% of the total numbers (31,606) of families have children.

8.1% of the population in Darwin were attending infant or primary education. 6.1% were attending a secondary educational institution, 4% attending University or another tertiary institution and 1.3% attending TAFE. 11% of the people in Darwin hold a degree and 23.6% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (42,600) in Darwin, 18% of dwellings are owned outright and 36% are mortgaged. Private rental properties represent 35% of total dwellings. 20% of the total households in Darwin have a household income range between \$65,000– \$104,000pa; 22% between \$104,000– \$156,000pa; and 15% over \$156,000.

AGRICULTURE

The HOT 100 FM and Mix 104.9 FM Licence Area do not include a large amount of farmland. Although there has been a large increase in mango production since 2006, the area now produces 10 thousand kilograms of Mangoes. The farmlands around Darwin grow fruit in the wet coastal regions with 357,877ha given to fruit and nut production and beef cattle in the dry inland areas – there are over 23 thousand beef cattle. Darwin also has a large prawning fleet with much of the catch exported directly to Japan.

EMPLOYMENT

The majority (69.1%) of the labour force of 71,304 is employed full time. The main industries of employment are:

- Public Administration and Safety (22%)
- Education and Training, Health & Community Services (17%); and
- Accommodation and Food Services/Retail /Wholesale Trade (17%)

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
Aged 10+ Years	59481	54206	113687	85.62
Aged 0-9 Years	9724	9369	19093	14.38
Aged 10-17 Years	7657	6883	14540	10.95
Aged 18-24 Years	7485	6147	13632	10.27
Aged 25-39 Years	17110	16597	33707	25.39
Aged 40-54 Years	15063	14311	29374	22.12
Aged 55+ Years	12166	10268	22434	16.90
Total 2011 Population	69205	63575	132780	100.00
Total 2006 Population	59431	55238	114669	
% Change 2006-2011			15.79%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	49301	69.14
Part-time Employed	13884	19.47
Not Stated Employed	1634	2.29
Unemployed	2739	3.84
Total Labour Force	71304	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	779	1.83
\$10000-\$20999pa	2374	5.57
\$21000-\$41999pa	4002	9.40
\$42000-\$64999pa	5221	12.26
\$65000-\$103999pa	8512	19.98
\$104000-\$155999pa	9229	21.67
\$156000+pa	6544	15.36
Not Stated	1094	2.57
Total Households	42594	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	14275	45.17
Couple Families-No Children	11756	37.20
Single Parents	5053	15.99
Other Families	522	1.65
Total Families	31606	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	21861	31.89
Technicians/Trade Workers/Community Personal Service Workers	19961	29.12
Clerical & Administrative Workers	11010	16.06
Sales Workers	5030	7.34
Machinery Operation/Driver/& Labourers	9475	13.82
Not Stated	1212	1.77
Total	68549	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	873	1.27
Mining	1521	2.22
Construction/Electricity gas water and waste services/Manufacturing	9933	14.49
Wholesale/Retail Trade, Accommodation	11889	17.34
Transport, Postal & Warehouse/ Telecomms	4475	6.53
Finance & Insurance Services	4462	6.51
Professional scientific and technical services	3659	5.34
Public administration and safety	14793	21.57
Education & Health	11947	17.42
Arts and recreation services	1326	1.93
Other services	2575	3.76
Not stated	1114	1.62
Total	68567	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	38,245
Total Alcoholic beverages	9,290
Total Clothing and Footwear	7,511
Total Household Linen Furnishings & Equipment	10,493
Furniture and Floor Covering	2,717
Household Appliances	3,108
Household Services and Operation	13,319
Total Medical Care and Pharmacy	10,646
Motor Vehicle Purchase	9,693
Total Motor Vehicle Running Cost incl Rego	17,882
Audio Visual Equipment and Parts	11,086
Recreation	34,150
Holidays Australia and Overseas	12,853
Total Personal care and Hygiene	4,586
Total Super and Life Insurance	12,548

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	5399	5407	10806	8.14
Secondary	4223	3873	8096	6.10
TAFE	815	928	1743	1.31
University & Other	1844	3424	5268	3.97
Total	12281	13632	25913	19.51

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	7711	18.10
Mortgaged	15192	35.66
Private Rental	14898	34.97
Housing Authority/Not Stated	4531	10.64
Other Tenure Type	268	0.63
Total Dwellings	42600	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	15435	11.62
Certificate	31289	23.56
Total	46724	35.18

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	603	3.96
\$500-\$799 per month	586	3.85
\$800-\$999 per month	559	3.67
\$1000-\$1399 per month	1787	11.75
\$1400+ per month	10892	71.60
Not Stated	785	5.16
Total Mortgaged Dwellings	15212	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	3001	0.07
1 Vehicle	13791	0.32
2+ Vehicles	24013	0.56
Not Stated	1811	2.17
Total	37804	0.89

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	319,616
Land Use - Grazing land (including pastures and rangelands) area (ha)	175,362
Cereal Crops - Wheat for grain production (t)	0
Cereals for grain total production (t)	3
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	0
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	469
Tomatoes total production (t)	2
Avocados, total production (kg)	0
Nuts total trees (n)	0
Total grapes total area of vines (ha)	1
Orchard trees (including nuts) total trees - number (n)	357,877
Sheep and lambs total number (n)	1,715
Milk cattle (n)	9
Meat cattle (n)	23,798
Apples production (kg)	0
Nectarines production (kg)	0
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	7174	16.84
Broadband	29410	69.05
Dial-up	1348	3.16
Other	2648	6.22
Not Stated	2015	4.73
Total	42595	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	48873	44955	93828	70.66
Europe	4356	3762	8118	6.11
Africa & Middle East	390	296	686	0.52
Asia	3947	5285	9232	6.95
Americas	317	311	628	0.47
Other	11314	8986	20300	15.29
Total Population Total	69197	63595	1327920	100.00