



ADELAIDE

ACMA	ON-AIR NAME	FREQUENCY	PHONE	WWW
5DN	Cruise 1323	1323 kHz	08 8305 1300	www.cruise1323.com.au
5ADL	NOVA 919	91.9 MHz & 99.1 MHz	08 8419 5919	www.novafm.com.au
5AA	FIVEaa	1395 kHz	08 8419 1395	www.fiveaa.com.au
5ADD	Mix 102.3	102.3 MHz	08 8300 1000	www.mix1023.com.au
5MMM	Triple M	104.7 MHz	08 8290 1047	www.triplem.com.au
5SSA	SA FM	107.1 MHz	08 8301 1071	www.safm.com.au

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



ADELAIDE

Adelaide, the capital of South Australia, is set beside the Torrens River between the Adelaide Hills and the Gulf of St Vincent, and is home to more than a million people. Adelaide offers a relaxed yet sophisticated city environment for both residents and visitors, and is the perfect gateway to South Australia's many and varied attractions.

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

In comparison to the 2006 census, the population of the radio licence area for Adelaide has increased by 6.77% to 1,236,650. The birthplace for 71.28% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

263,375 people (21.3% of the population) were attending an educational institution in 2011, with 8.3% in infants or primary, 5.7% attending a secondary educational institution, 5% attending university or another tertiary institution and 2.3% attending TAFE.

447,706 people (36.2%) already have a tertiary qualification, 13.4% have a degree and 22.8% have a certificate, diploma or another tertiary qualification.

Adelaide has a relatively high proportion of home ownership. Of the total dwellings (480,313), 31.7% are owned outright and 36.4% are mortgaged. Private rental properties represent 21.8% of total dwellings.

19.8% of the total households in Adelaide have a household income range between \$21,000 – \$42,000, 17% between \$42,000 – \$65,000 and 18.8% between \$65,000 – \$104,000.

AGRICULTURE

Adelaide is the wine capital of Australia – Australian wines are produced within a few hours' drive of the city. The farms in the district support over 330 thousand sheep and lambs.

There is also significant fruit production in the area, 3.8 million kilograms of apples were produced in the area and there are over 21 thousand hectares of grapes.

EMPLOYMENT

The majority (56.9%) of the labour force of 617,927 is employed full time. The main industries of employment are:

- Education, Training, Health & Community Services (22.2%)
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (21%) and
- Manufacturing, Construction, Electricity, Gas & Water Supply (19.6%);

ADELAIDE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	532095	560024	1092119	88.31
Aged 0-9 Years	74107	70424	144531	11.69
Aged 10-17 Years	62117	58985	121102	9.79
Aged 18-24 Years	61119	59592	120711	9.76
Aged 25-39 Years	123202	123415	246617	19.94
Aged 40-54 Years	128274	132811	261085	21.11
Aged 55+ Years	157383	185221	342604	27.70
Total 2011 Population	606202	630448	1236650	100.00
Total 2006 Population	566255	591989	1158244	
% Change 2006-2011			6.77%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	351725	56.92
Part-time Employed	194968	31.55
Not Stated Employed	10822	1.75
Unemployed	35670	5.77
Total Labour Force	617927	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	13546	2.82
\$10000-\$20999pa	50692	10.56
\$21000-\$41999pa	95054	19.79
\$42000-\$64999pa	82658	17.21
\$65000-\$103999pa	90331	18.81
\$104000-\$155999pa	68094	14.18
\$156000+pa	35200	7.33
Not Stated	11231	2.34
Total Households	480226	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	141956	42.50
Couple Families-No Children	130323	39.02
Single Parents	55789	16.70
Other Families	5948	1.78
Total Families	334016	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	190932	32.81
Technicians/Trade Workers/Community Personal Service Workers	142877	24.55
Clerical & Administrative Workers	89041	15.30
Sales Workers	57149	9.82
Machinery Operation/Driver/& Labourers	92537	15.90
Not Stated	9482	1.63
Total	582018	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	7268	1.25
Mining	4881	0.84
Construction/Electricity gas water and waste services/Manufacturing	113971	19.62
Wholesale/Retail Trade, Accommodation	122030	21.01
Transport, Postal & Warehouse/ Telecomms	33255	5.73
Finance & Insurance Services	48116	8.28
Professional scientific and technical services	36395	6.27
Public administration and safety	43897	7.56
Education & Health	129293	22.26
Arts and recreation services	8076	1.39
Other services	22940	3.95
Not stated	10743	1.85
Total	580865	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	4,632,363
Total Alcoholic beverages	666,682
Total Clothing and Footwear	1,035,796
Total Household Linen Furnishings & Equipment	1,369,755
Furniture and Floor Covering	481,011
Household Appliances	314,898
Household Services and Operation	1,494,526
Total Medical Care and Pharmacy	1,595,036
Motor Vehicle Purchase	978,857
Total Motor Vehicle Running Cost incl Rego	2,084,712
Audio Visual Equipment and Parts	1,310,588
Recreation	3,763,919
Holidays Australia and Overseas	1,143,980
Total Personal care and Hygiene	595,632
Total Super and Life Insurance	1,494,774

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	53065	50409	103474	8.37
Secondary	35522	34934	70456	5.70
TAFE	12802	15074	27876	2.25
University & Other	26829	34722	61551	4.98
Total	128218	135139	263357	21.29

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	152690	31.79
Mortgaged	174720	36.38
Private Rental	104742	21.81
Housing Authority/Not Stated	41192	8.58
Other Tenure Type	6969	1.45
Total Dwellings	480313	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	166287	13.44
Certificate	281419	22.75
Total	447706	36.20

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	13468	7.71
\$500-\$799 per month	15615	8.94
\$800-\$999 per month	12287	7.03
\$1000-\$1399 per month	30352	17.38
\$1400+ per month	95564	54.71
Not Stated	7397	4.23
Total Mortgaged Dwellings	174683	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	44349	0.09
1 Vehicle	178951	0.37
2+ Vehicles	243820	0.51
Not Stated	13114	1.38
Total	422771	0.88

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	353,109
Land Use - Grazing land (including pastures and rangelands) area (ha)	181,527
Cereal Crops - Wheat for grain production (t)	150,939
Cereals for grain total production (t)	247,745
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	76,158
Sorghum for grain production (t)	1
Vegetables for human consumption, total area (ha)	2,309
Tomatoes total production (t)	17,697
Avocados, total production (kg)	97,877
Nuts total trees (n)	108,466
Total grapes total area of vines (ha)	21,148
Orchard trees (incl. nuts) total trees - number (n)	889,112
Sheep and lambs total number (n)	331,123
Milk cattle (n)	20,544
Meat cattle (n)	58,315
Apples production (kg)	3,824,758
Nectarines production (kg)	28,088
Peaches production (kg)	55,882

INTERNET USAGE

Connection	Total	% Market Population
No Connection	104740	21.81
Broadband	323295	67.31
Dial-up	16716	3.48
Other	19730	4.11
Not Stated	15808	3.29
Total	480289	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	432600	449027	881627	71.28
Europe	79763	83797	163560	13.22
Africa & Middle East	4528	4533	9061	0.73
Asia	35856	40978	76834	6.21
Americas	2666	2674	5340	0.43
Other	50839	49520	100359	8.11
Total Population Total	606252	630529	1236781	100.00