



# GEELONG

## 93.9 BAY FM & FM 95.5 K-ROCK

<b>ACMA</b>	3BAY	3CAT
<b>On-Air Name</b>	Geelong's 93.9 BayFM	95.5 K-ROCK
<b>Frequency</b>	93.9 MHz	95.5 MHz
<b>Postal Address</b>	PO Box 4011	PO Box 4011
<b>Suburb/State/Postcode</b>	GEELONG VIC 3220	GEELONG VIC 3220
<b>Phone</b>	03 5229 2939	03 5223 1955
<b>Fax</b>	03 5223 1341	03 5221 3908
<b>e-mail</b>	bayfm@bayfm.com.au	krock@krock.com.au
<b>WWW</b>	www.bayfm.com.au	www.krock.com.au
<b>Format</b>	Bright Adult Contemporary	Pop Rock
<b>Primary Station Area Coverage</b>	Geelong	Geelong
<b>Demographic Profile of Station Audience</b>	35-54	18-39

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



## GEELONG

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Geelong is Victoria's second largest city, located only a short drive southwest of Melbourne on the other side of Port Phillip Bay. While Geelong was originally a wool centre, the city now has a number of other heavy industries including an oil refinery that supports nearby Melbourne.

In comparison to the 2006 census, the population of the radio licence area of Geelong has increased by 23.1% to 445,875. The birthplace for 74% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

93,002 people (20.9%) were attending an educational institution in 2011, with 8.4% in infants or primary, 6.7% attending a secondary educational institution, 3.5% attending University or another tertiary institution and 2.2% attending TAFE. 157,554 people (35.3%) already have a tertiary qualification; 12.1% have a degree and 23.2% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (159,091) in Geelong, 31.3% are owned outright and 40.6% are mortgaged. Private rental properties represent 22.6% of total dwellings.

18.2% of the total households in Geelong have a household income range between \$21,000 – \$42,000pa, 16.9% between \$42,000 – \$65,000pa and 20.4% between \$65,000 – \$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

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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 693 thousand sheep and lambs.

The region also supports 20 thousand dairy cattle and 54 thousand beef cattle.

### EMPLOYMENT

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The majority (59%) of the labour force of 220,215 is employed full time. The main industries of employment are:

- Manufacturing, Construction, Electricity, Gas & Water Supply (21.8%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (21.8%); and
- Education, Health & Community Services (19.2%).

## GEELONG

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	187401	195182	382583	85.80
Aged 0-9 Years	32455	30837	63292	14.20
Aged 10-17 Years	24320	22895	47215	10.59
Aged 18-24 Years	20376	19727	40103	8.99
Aged 25-39 Years	48331	50088	98419	22.07
Aged 40-54 Years	45400	46957	92357	20.71
Aged 55+ Years	48974	55515	104489	23.43
Total 2011 Population	219856	226019	445875	100.00
Total 2006 Population	178215	184016	362231	
% Change 2006-2011			23.09%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	129859	58.97
Part-time Employed	64533	29.30
Not Stated Employed	4586	2.08
Unemployed	12560	5.70
Total Labour Force	220215	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	4301	2.70
\$10000-\$20999pa	13564	8.52
\$21000-\$41999pa	29005	18.23
\$42000-\$64999pa	26920	16.92
\$65000-\$103999pa	32477	20.41
\$104000-\$155999pa	25004	15.71
\$156000+pa	11533	7.25
Not Stated	4265	2.68
Total Households	159131	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	55970	46.64
Couple Families-No Children	42683	35.57
Single Parents	19576	16.31
Other Families	1784	1.49
Total Families	120013	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	61202	29.48
Technicians/Trade Workers/Community Personal Service Workers	53518	25.78
Clerical & Administrative Workers	30045	14.47
Sales Workers	20589	9.92
Machinery Operation/Driver/& Labourers	37522	18.08
Not Stated	4699	2.26
Total	207575	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3100	1.50
Mining	524	0.25
Construction/Electricity gas water and waste services/Manufacturing	45018	21.82
Wholesale/Retail Trade, Accommodation	45044	21.83
Transport, Postal & Warehouse/ Telecomms	16363	7.93
Finance & Insurance Services	17367	8.42
Professional scientific and technical services	11577	5.61
Public administration and safety	12520	6.07
Education & Health	39549	19.17
Arts and recreation services	3540	1.72
Other services	7265	3.52
Not stated	4470	2.17
Total	206337	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	1,658,252
Total Alcoholic beverages	247,090
Total Clothing and Footwear	389,678
Total Household Linen Furnishings & Equipment	510,182
Furniture and Floor Covering	197,560
Household Appliances	100,660
Household Services and Operation	513,543
Total Medical Care and Pharmacy	465,693
Motor Vehicle Purchase	381,036
Total Motor Vehicle Running Cost incl Rego	802,081
Audio Visual Equipment and Parts	434,887
Recreation	1,239,929
Holidays Australia and Overseas	402,881
Total Personal care and Hygiene	182,357
Total Super and Life Insurance	550,510

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	19231	18263	37494	8.41
Secondary	15118	14935	30053	6.74
TAFE	4829	4999	9828	2.20
University & Other	6341	9286	15627	3.50
<b>Total</b>	<b>45519</b>	<b>47483</b>	<b>93002</b>	<b>20.86</b>

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	49826	31.32
Mortgaged	64587	40.60
Private Rental	36017	22.64
Housing Authority/Not Stated	7566	4.76
Other Tenure Type	1095	0.69
<b>Total Dwellings</b>	<b>159091</b>	<b>100.00</b>

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	54001	12.11
Certificate	103553	23.22
<b>Total</b>	<b>157554</b>	<b>35.34</b>

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	3711	5.76
\$500-\$799 per month	4204	6.52
\$800-\$999 per month	3675	5.70
\$1000-\$1399 per month	10923	16.94
\$1400+ per month	38658	59.97
Not Stated	3295	5.11
<b>Total Mortgaged Dwellings</b>	<b>64466</b>	<b>100.00</b>

## MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	9362	0.06
1 Vehicle	54170	0.34
2+ Vehicles	90946	0.57
Not Stated	4574	1.46
<b>Total</b>	<b>145116</b>	<b>0.91</b>

## AGRICULTURE COMMODITY

## VALUE

Area of holding - total area (ha)	308,631
Land Use - Grazing land (including pastures and rangelands) area (ha)	191,869
Cereal Crops - Wheat for grain production (t)	81,103
Cereals for grain total production (t)	127,270
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	53,470
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	3,866
Tomatoes total production (t)	624
Avocados, total production (kg)	0
Nuts total trees (n)	3,752
Total grapes total area of vines (ha)	621
Orchard trees (incl. nuts) total trees - number (n)	40,187
Sheep and lambs total number (n)	693,992
Milk cattle (n)	20,847
Meat cattle (n)	54,501
Apples production (kg)	1,591
Nectarines production (kg)	0
Peaches production (kg)	0

## INTERNET USAGE

Connection	Total	% Market Population
No Connection	30744	19.33
Broadband	110919	69.75
Dial-up	5123	3.22
Other	6986	4.39
Not Stated	5252	3.30
<b>Total</b>	<b>159024</b>	<b>100.00</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	162311	168058	330369	74.10
Europe	19860	20234	40094	8.99
Africa & Middle East	1687	1501	3188	0.72
Asia	15332	16003	31335	7.03
Americas	762	812	1574	0.35
Other	19865	19423	39288	8.81
<b>Total Population Total</b>	<b>219817</b>	<b>226031</b>	<b>445848</b>	<b>100.00</b>