



MELBOURNE

ACMA	ON-AIR NAME	FREQUENCY	PHONE	WWW
3FOX	Fox FM	101.9 MHz	03 9252 1019	www.fox.com.au
3MMM	Triple M	105.1 MHz	03 9252 1051	www.triplem.com.au
3MEL	NOVA 100	100.3 MHz	03 8420 3999	www.novafm.com.au
3PTV	Smooth 91.5FM	91.5 MHz	03 9425 2915	www.smoothfm.com.au
3SEN	3SEN	1116 kHz	03 8420 1116	www.sen.com.au
3MP	MyMP	1377 kHz	03 8420 1116	www.mymp.net.au
3EE	Magic 1278	1278 kHz	03 8667 3600	www.magic1278.com.au
3AW	3AW	693 kHz	03 8667 3600	www.3aw.com.au
3KKZ	Gold 104.3 FM	104.3 MHz	03 9420 1043	www.gold1043.com.au
3TTT	Mix 101.1	101.1 MHz	03 9420 1011	www.mix1011.com.au

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

MELBOURNE

Melbourne is the country's second-largest city. The city itself sits on the northern banks of the Yarra River, about five kilometres from Port Phillip Bay. Melbourne's suburbs extend around Port Phillip Bay, into the plains to the west and east and out to the foothills of the Dandenong Ranges.

There are 10 commercial radio stations licensed to broadcast in the Melbourne metropolitan area on AM/FM frequencies, while there are also a substantial number of stations broadcasting on DAB+ digital radio.

In comparison to the 2006 census, the population of the Commercial Radio Licence Area in Melbourne has increased by 9.9% to 3,983,236. The birthplace for 65% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

853,172 people (21.4%) were attending an educational institution in 2011, with 7.5 in infants or primary, 6.3% attending a secondary educational institution, 2.2% attending TAFE and 5.3% attending university or another tertiary institution.

1,538,843 people (38.6%) already have a tertiary qualification; 21.2% have a certificate, diploma or another tertiary qualification and 17.4% have a degree.

32.7% of the total dwellings in Melbourne (1,425,054) are owned outright, 36.7% are mortgaged and 24.6% are privately rented.

15.5% of the total households in Melbourne have a household income range between \$21,000-\$42,000pa, 19.2% between \$42,000-\$65,000pa and 17.1% between \$65,000-\$104,000pa.

AGRICULTURE

The city of Melbourne is highly urbanised, however the license area takes in some rural farmland in places like Altona, Bacchus Marsh and North Yarra. The farms in the Melbourne license area support over 202 thousand sheep and lambs and over 100 thousand beef cattle.

EMPLOYMENT

The majority (60.1%) of the labour force of 2,031,121 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (21.4%);
- Manufacturing, Construction, Electricity, Gas & Water Supply (19.8%); and
- Education, Health & Community Services (19%).

MELBOURNE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	1702619	1782466	3485085	87.49
Aged 0-9 Years	255763	242388	498151	12.51
Aged 10-17 Years	197346	186780	384126	9.64
Aged 18-24 Years	204545	197997	402542	10.11
Aged 25-39 Years	451656	461148	912804	22.92
Aged 40-54 Years	406345	427028	833373	20.92
Aged 55+ Years	442727	509513	952240	23.91
Total 2011 Population	1958382	2024854	3983236	100.00
Total 2006 Population	1776621	1847092	3623713	
% Change 2006-2011			9.92%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	1220774	60.10
Part-time Employed	585637	28.83
Not Stated Employed	42812	2.11
Unemployed	111213	5.48
Total Labour Force	2031211	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	46637	3.27
\$10000-\$20999pa	109850	7.71
\$21000-\$41999pa	225486	15.82
\$42000-\$64999pa	220919	15.50
\$65000-\$103999pa	273555	19.20
\$104000-\$155999pa	243701	17.10
\$156000+pa	157349	11.04
Not Stated	36304	2.55
Total Households	1424903	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	503743	47.92
Couple Families-No Children	365724	34.79
Single Parents	160258	15.25
Other Families	21442	2.04
Total Families	1051167	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	704571	36.70
Technicians/Trade Workers/Community Personal Service Workers	428018	22.30
Clerical & Administrative Workers	293121	15.27
Sales Workers	186130	9.70
Machinery Operation/Driver/& Labourers	263704	13.74
Not Stated	44244	2.30
Total	1919788	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	9883	0.51
Mining	4375	0.23
Construction/Electricity gas water and waste services/Manufacturing	381229	19.86
Wholesale/Retail Trade, Accommodation	409959	21.35
Transport, Postal & Warehouse/ Telecomms	136366	7.10
Finance & Insurance Services	188523	9.82
Professional scientific and technical services	172039	8.96
Public administration and safety	98317	5.12
Education & Health	366063	19.07
Arts and recreation services	35570	1.85
Other services	69405	3.62
Not stated	48112	2.51
Total	1919841	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	16,358,811
Total Alcoholic beverages	2,317,996
Total Clothing and Footwear	3,927,531
Total Household Linen Furnishings & Equipment	4,714,219
Furniture and Floor Covering	1,823,549
Household Appliances	909,192
Household Services and Operation	4,962,180
Total Medical Care and Pharmacy	4,630,089
Motor Vehicle Purchase	3,588,798
Total Motor Vehicle Running Cost incl Rego	7,371,686
Audio Visual Equipment and Parts	4,323,827
Recreation	12,499,173
Holidays Australia and Overseas	4,261,099
Total Personal care and Hygiene	1,778,533
Total Super and Life Insurance	5,272,870

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	154162	146334	300496	7.54
Secondary	126499	124705	251204	6.31
TAFE	45645	42645	88290	2.22
University & Other	94229	118953	213182	5.35
Total	420535	432637	853172	21.42

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	466942	32.77
Mortgaged	523197	36.71
Private Rental	351062	24.63
Housing Authority/Not Stated	73524	5.16
Other Tenure Type	10329	0.72
Total Dwellings	1425054	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	693538	17.41
Certificate	845305	21.22
Total	1538843	38.63

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	32196	6.15
\$500-\$799 per month	29313	5.60
\$800-\$999 per month	25197	4.81
\$1000-\$1399 per month	71429	13.65
\$1400+ per month	336120	64.22
Not Stated	29160	5.57
Total Mortgaged Dwellings	523415	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	130178	0.09
1 Vehicle	499049	0.35
2+ Vehicles	754205	0.53
Not Stated	41591	1.48
Total	1253254	0.88

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	269,540
Land Use - Grazing land (including pastures and rangelands) area (ha)	202,094
Cereal Crops - Wheat for grain production (t)	8,412
Cereals for grain total production (t)	17,478
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	7,533
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	8,560
Tomatoes total production (t)	826
Avocados, total production (kg)	34,703
Nuts total trees (n)	11,940
Total grapes total area of vines (ha)	4,054
Orchard trees (incl. nuts) total trees - number (n)	1,206,064
Sheep and lambs total number (n)	202,665
Milk cattle (n)	8,838
Meat cattle (n)	109,649
Apples production (kg)	20,383,723
Nectarines production (kg)	111,331
Peaches production (kg)	305,409

INTERNET USAGE

Connection	Total	% Market Population
No Connection	247881	17.39
Broadband	1035068	72.63
Dial-up	39383	2.76
Other	54022	3.79
Not Stated	48719	3.42
Total	1425073	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	1273681	1320296	2593977	65.12
Europe	211519	214423	425942	10.69
Africa & Middle East	30909	30437	61346	1.54
Asia	219118	241316	460434	11.56
Americas	10016	10813	20829	0.52
Other	213359	207582	420941	10.57
Total Population Total	1958602	2024867	3983469	100.00