



PERTH

ACMA	ON-AIR NAME	FREQUENCY	PHONE	WWW
6MIX	Mix 94.5	94.5 MHz	08 9382 0945	www.mix.com.au
6PPM	92.9	92.9 MHz	08 9382 0929	www.929.com.au
6PER	Nova 937	93.7 MHz	08 9489 1937	www.novafm.com.au
6IX	6IX	1080 kHz/105.7 MHz	08 9220 1400	www.6ix.com.au
6PR	6PR	882 kHz	08 9220 1400	www.6pr.com.au
6NOW	96 FM	96.1 MHz	08 9323 9600	www.96fm.com.au

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

PERTH

Perth, the capital of Western Australia, is a vibrant, modern and yet relaxed metropolitan city with many scenic stops along the Swan River and is rich in cultural hotspots. Kings Park botanical gardens border the city of Perth and the bustling seaport of Fremantle is accessible within 40 minutes by car from the city. In 2012 Perth was ranked as the 9th most liveable city in the world by the Economist Intelligence Unit. The retail sector in Perth is strong with many high-end fashion boutiques and big brands on offer in the shopping district

Perth has a wide range of radio stations with six commercial radio stations licensed to broadcast in AM and FM and a substantial and varied assortment of stations broadcasting on DAB+ within the Perth metropolitan area.

In comparison to the 2006 census, the population of the radio licence area of Perth has increased 14.3% to 1,652,102. The birthplace for 62.3% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

There is a wide choice of schools, colleges and universities in the city of Perth. 351,493 people (21.3%) were attending an educational institution in 2011, with 8.2% in infants or primary, 5.7% attending a secondary educational institution, 2.25% attending TAFE and 5.1% attending university or another tertiary institution. Of the 630,095 people (38%) who already have a tertiary qualification, 14.8% have a degree and 23.3% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (598,102) in the Perth radio licence area, 29.2% are owned outright and 40.2% are mortgaged. Private rental properties represent 24% of total dwellings.

18.2% of the total households in Perth have a household income range between \$65,000-\$104,000pa, 18.8% between \$104,000-\$156,000pa and 14% between \$21,000-\$42,000pa.

The strong maturation of the mining sector has had significant impact on Perth's economy. The financial benefits are a direct result from fly-in-fly-out of miners living in Perth and working in regional WA. The CBD has also prospered from the mining industry with several commercial buildings occupied by head-offices of many mining organisations.

EMPLOYMENT

The majority (60.4%) of the labour force of 868,244 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (20%);
- Manufacturing, Construction, Electricity, Gas & Water Supply (19.3%) and
- Education, Health & Community Services (19.1%).

PERTH

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	711563	727983	1439546	87.13
Aged 0-9 Years	109283	103273	212556	12.87
Aged 10-17 Years	88356	83638	171994	10.41
Aged 18-24 Years	87318	83588	170906	10.34
Aged 25-39 Years	183793	181382	365175	22.10
Aged 40-54 Years	171561	176467	348028	21.07
Aged 55+ Years	180535	202908	383443	23.21
Total 2011 Population	820846	831256	1652102	100.00
Total 2006 Population	714078	731021	1445099	
% Change 2006-2011			14.32%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	524729	60.44
Part-time Employed	250246	28.82
Not Stated Employed	16132	1.86
Unemployed	40597	4.68
Total Labour Force	868244	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	15664	2.62
\$10000-\$20999pa	43850	7.33
\$21000-\$41999pa	84386	14.11
\$42000-\$64999pa	81753	13.67
\$65000-\$103999pa	108896	18.21
\$104000-\$155999pa	112981	18.89
\$156000+pa	79235	13.25
Not Stated	12729	2.13
Total Households	598132	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	202420	45.98
Couple Families-No Children	165063	37.50
Single Parents	63913	14.52
Other Families	8824	2.00
Total Families	440220	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	277444	33.53
Technicians/Trade Workers/Community Personal Service Workers	211405	25.55
Clerical & Administrative Workers	127322	15.39
Sales Workers	74305	8.98
Machinery Operation/Driver/& Labourers	125300	15.14
Not Stated	11752	1.42
Total	827528	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	5383	0.65
Mining	38813	4.69
Construction/Electricity gas water and waste services/Manufacturing	159923	19.32
Wholesale/Retail Trade, Accommodation	165367	19.98
Transport, Postal & Warehouse/ Telecomms	47138	5.70
Finance & Insurance Services	66450	8.03
Professional scientific and technical services	69987	8.46
Public administration and safety	53344	6.44
Education & Health	158224	19.12
Arts and recreation services	12628	1.53
Other services	32326	3.91
Not stated	18117	2.19
Total	827700	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	6,418,900
Total Alcoholic beverages	1,167,242
Total Clothing and Footwear	1,403,602
Total Household Linen Furnishings & Equipment	2,027,184
Furniture and Floor Covering	710,010
Household Appliances	460,020
Household Services and Operation	2,226,371
Total Medical Care and Pharmacy	2,183,002
Motor Vehicle Purchase	1,629,740
Total Motor Vehicle Running Cost incl Rego	2,711,173
Audio Visual Equipment and Parts	2,043,602
Recreation	5,724,689
Holidays Australia and Overseas	1,885,926
Total Personal care and Hygiene	808,829
Total Super and Life Insurance	3,840,931

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	69667	65852	135519	8.20
Secondary	47804	46999	94803	5.74
TAFE	18486	18846	37332	2.26
University & Other	36658	47181	83839	5.07
Total	172615	178878	351493	21.27

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	174770	29.22
Mortgaged	240218	40.16
Private Rental	143791	24.04
Housing Authority/Not Stated	33177	5.55
Other Tenure Type	6146	1.03
Total Dwellings	598102	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	244568	14.80
Certificate	385527	23.33
Total	630095	38.14

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	14211	5.92
\$500-\$799 per month	12886	5.37
\$800-\$999 per month	10632	4.43
\$1000-\$1399 per month	28753	11.98
\$1400+ per month	162475	67.67
Not Stated	11151	4.64
Total Mortgaged Dwellings	240108	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	36959	0.06
1 Vehicle	196773	0.33
2+ Vehicles	348757	0.58
Not Stated	15658	1.33
Total	545530	0.91

AGRICULTURE COMMODITY	VALUE
Perth	120,475
Land Use - Grazing land (including pastures and rangelands) area (ha)	73,141
Cereal Crops - Wheat for grain production (t)	7,910
Cereals for grain total production (t)	7,517
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	351
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	2,324
Tomatoes total production (t)	6,922
Avocados, total production (kg)	354,640
Nuts total trees (n)	6,201
Total grapes total area of vines (ha)	1,189
Orchard trees (incl. nuts) total trees - number (n)	686,771
Sheep and lambs total number (n)	56,968
Milk cattle (n)	6,775
Meat cattle (n)	22,431
Apples production (kg)	4,953,250
Nectarines production (kg)	2,181,278
Peaches production (kg)	1,283,089

INTERNET USAGE

Connection	Total	% Market Population
No Connection	96688	16.17
Broadband	439273	73.44
Dial-up	17834	2.98
Other	24551	4.10
Not Stated	19757	3.30
Total	598103	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	509244	519521	1028765	62.27
Europe	128406	126835	255241	15.45
Africa & Middle East	17117	17369	34486	2.09
Asia	63389	73454	136843	8.28
Americas	5847	5728	11575	0.70
Other	96868	88381	185249	11.21
Total Population Total	820871	831288	1652159	100.00