



SYDNEY

ACMA	ON-AIR NAME	FREQUENCY	PHONE	WWW
2UE	2UE	954 kHz	02 9930 9954	www.2ue.com.au
2UUS	WSFM 101.7	101.7 MHz	02 8899 9888	www.wsfm.com.au
2WFM	Mix 106.5	106.5 MHz	02 8899 9555	www.mix1065.com.au
2KY	2KY Sky Sports Radio	1017 kHz	1300 884 094	www.skysportsradio.com.au
2CH	2CH	1170 kHz	02 8570 0000	www.2ch.com
2GB	2GB	873 kHz	02 8570 0000	www.2gb.com
2SM	Radio 2SM 1269	1269 kHz	02 9660 1269	www.2sm.com.au
2DAY	104.1 2Day FM	104.1 MHz	02 9375 1041	www.2dayfm.com.au
2MMM	Triple M	104.9 MHz	02 9367 1000	www.triplem.com.au
2SYD	Nova 969	96.9 MHz	02 9564 9999	www.novafm.com.au
2PTV	Smooth 95.3	95.3 MHz	02 8569 7953	www.smoothfm.com.au

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

SYDNEY

*There are 11 Commercial Radio Stations licensed to broadcast in the Sydney metropolitan area on AM/FM frequencies there is also a substantial amount of stations broadcasting on DAB+ digital radio; however other commercial radio stations can be heard in certain areas of Sydney.

In comparison to the 2006 census, the population of the Commercial Radio Licence Area in Sydney has increased by 7.22% to 3,968,043. Over 44% of the population is aged 40 years and over. The birthplace for 60.48% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 873,167 people attending an educational institution, 35% were in infants or primary, 29% were attending a secondary educational institution, 11% attending TAFE and 25% attending University or another tertiary institution. Of the 1,561,606 people who already have a tertiary qualification, 51% have a certificate, diploma or another tertiary qualification and 49% have a degree.

Of the total dwellings (1,365,414) in Sydney, 30% are owned outright and 35% are mortgaged. Private rental properties represent 28% of total dwellings.

18% of the total households (1,365,352) in Sydney have a household income range between \$65,000 – \$103,999, 18% between \$104,000 – \$155,999 and 18% earn an income of \$156,000+ per annum.

AGRICULTURE

According to the latest census, over one million kilograms of nectarines and over 843 thousand kilograms of peaches were produced.

EMPLOYMENT

The majority (62.59%) of the labour force of 1,993,145 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants;
- Government Administration & Defence; and
- Education, Health & Community Services.

** Sydney commercial radio stations participate in the official Radio Audience Measurement Surveys 8 times per year. To find out more please contact Commercial Radio Australia.*

SYDNEY

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	1690269	1759422	3449691	86.94
Aged 0-9 Years	266748	251604	518352	13.06
Aged 10-17 Years	199217	187590	386807	9.75
Aged 18-24 Years	194131	190499	384630	9.69
Aged 25-39 Years	463412	476815	940227	23.69
Aged 40-54 Years	404917	419638	824555	20.78
Aged 55+ Years	428592	484880	913472	23.02
Total 2011 Population	1957017	2011026	3968043	100.00
Total 2006 Population	1825339	1875244	3700583	
% Change 2006-2011			7.23%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	1247523	62.59
Part-time Employed	523508	26.27
Not Stated Employed	42606	2.14
Unemployed	113578	5.70
Total Labour Force	1993145	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	42241	3.09
\$10000-\$20999pa	99488	7.29
\$21000-\$41999pa	191647	14.04
\$42000-\$64999pa	189159	13.85
\$65000-\$103999pa	247326	18.11
\$104000-\$155999pa	251842	18.45
\$156000+pa	203420	14.90
Not Stated	32107	2.35
Total Households	1365352	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	514768	49.59
Couple Families-No Children	342787	33.02
Single Parents	160229	15.43
Other Families	20356	1.96
Total Families	1038140	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	743742	39.58
Technicians/Trade Workers/Community Personal Service Workers	383916	20.43
Clerical & Administrative Workers	306633	16.32
Sales Workers	167287	8.90
Machinery Operation/Driver/& Labourers	239804	12.76
Not Stated	37615	2.00
Total	1878997	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	6294	0.34
Mining	3051	0.16
Construction/Electricity gas water and waste services/Manufacturing	302387	16.10
Wholesale/Retail Trade, Accommodation	398498	21.22
Transport, Postal & Warehouse/ Telecomms	159439	8.49
Finance & Insurance Services	228921	12.19
Professional scientific and technical services	187219	9.97
Public administration and safety	103503	5.51
Education & Health	340642	18.14
Arts and recreation services	30186	1.61
Other services	67824	3.61
Not stated	50334	2.68
Total	1878298	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	15,979,108
Total Alcoholic beverages	2,297,793
Total Clothing and Footwear	3,661,466
Total Household Linen Furnishings & Equipment	3,519,225
Furniture and Floor Covering	1,170,480
Household Appliances	882,460
Household Services and Operation	5,400,910
Total Medical Care and Pharmacy	4,830,531
Motor Vehicle Purchase	3,000,506
Total Motor Vehicle Running Cost incl Rego	6,294,693
Audio Visual Equipment and Parts	3,698,265
Recreation	11,459,243
Holidays Australia and Overseas	3,800,876
Total Personal care and Hygiene	1,925,560
Total Super and Life Insurance	5,528,998

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	158391	148754	307145	7.74
Secondary	128951	125232	254183	6.40
TAFE	46092	49110	95202	2.40
University & Other	99313	117324	216637	5.46
Total	432747	440420	873167	22.00

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	408063	29.89
Mortgaged	472649	34.62
Private Rental	376870	27.60
Housing Authority/Not Stated	97901	7.17
Other Tenure Type	9931	0.73
Total Dwellings	1365414	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	759535	19.14
Certificate	802071	20.21
Total	1561606	39.35

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	23090	4.89
\$500-\$799 per month	16201	3.43
\$800-\$999 per month	14525	3.07
\$1000-\$1399 per month	43916	9.29
\$1400+ per month	350335	74.15
Not Stated	24403	5.16
Total Mortgaged Dwellings	472470	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	171317	0.13
1 Vehicle	525065	0.38
2+ Vehicles	628692	0.46
Not Stated	40270	1.50
Total	1153757	0.85

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	63,043
Land Use - Grazing land (including pastures and rangelands) area (ha)	47,175
Cereal Crops - Wheat for grain production (t)	4,169
Cereals for grain total production (t)	6,233
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	1,263
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	1,767
Tomatoes total production (t)	3,459
Avocados, total production (kg)	2
Nuts total trees (n)	932
Total grapes total area of vines (ha)	286
Orchard trees (incl. nuts) total trees - number (n)	184,678
Sheep and lambs total number (n)	16,576
Milk cattle (n)	5,920
Meat cattle (n)	18,406
Apples production (kg)	56,577
Nectarines production (kg)	1,017,542
Peaches production (kg)	843,386

INTERNET USAGE

Connection	Total	% Market Population
No Connection	218829	16.03
Broadband	1015661	74.39
Dial-up	33401	2.45
Other	48585	3.56
Not Stated	48790	3.57
Total	1365266	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	1186289	1214271	2400560	60.49
Europe	175480	167986	343466	8.65
Africa & Middle East	67176	65362	132538	3.34
Asia	257043	301426	558469	14.07
Americas	12947	13606	26553	0.67
Other	258411	248686	507097	12.78
Total Population Total	1957346	2011337	3968683	100.00