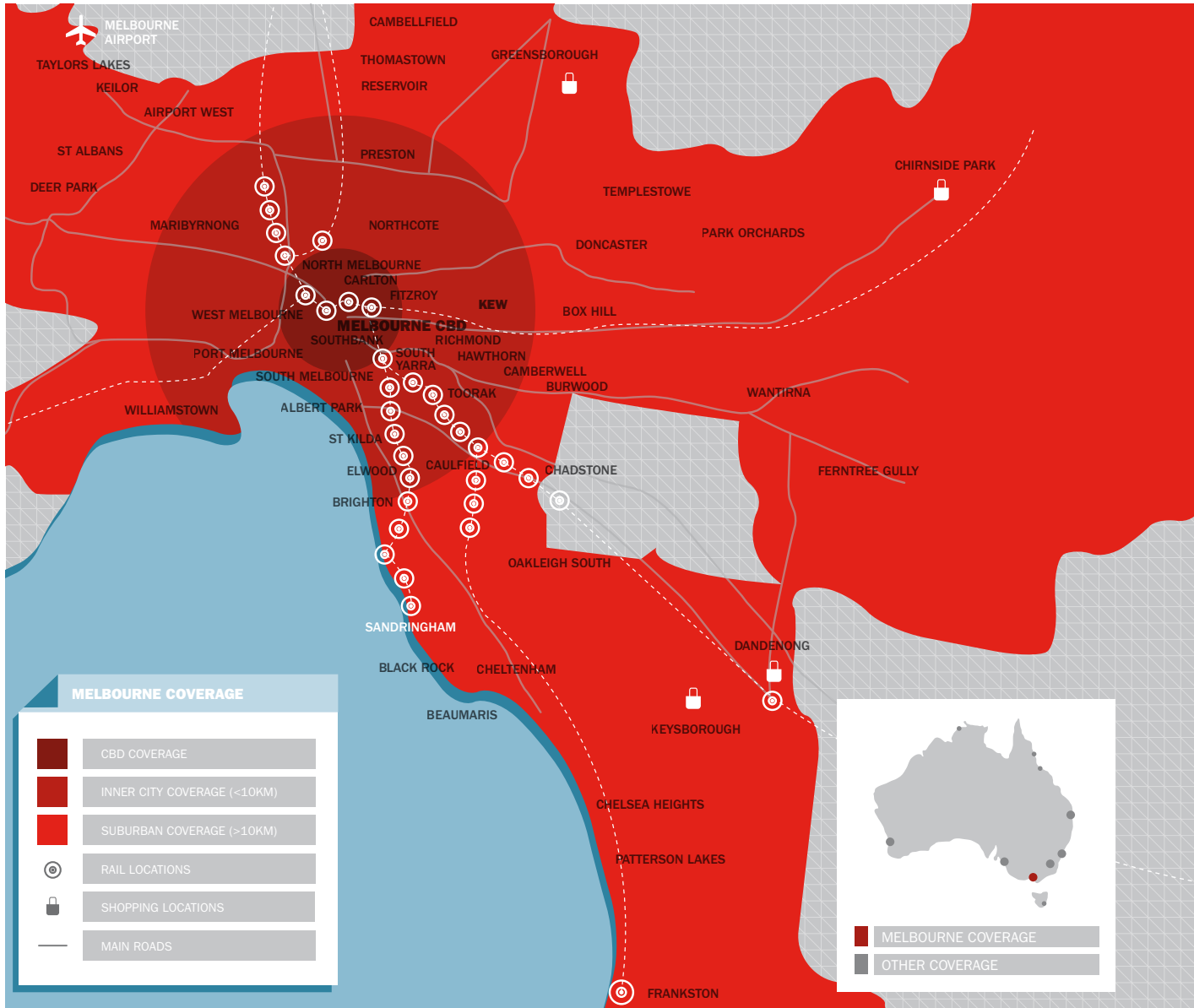


# MELBOURNE

## CBD, INNER CITY & SUBURBAN COVERAGE

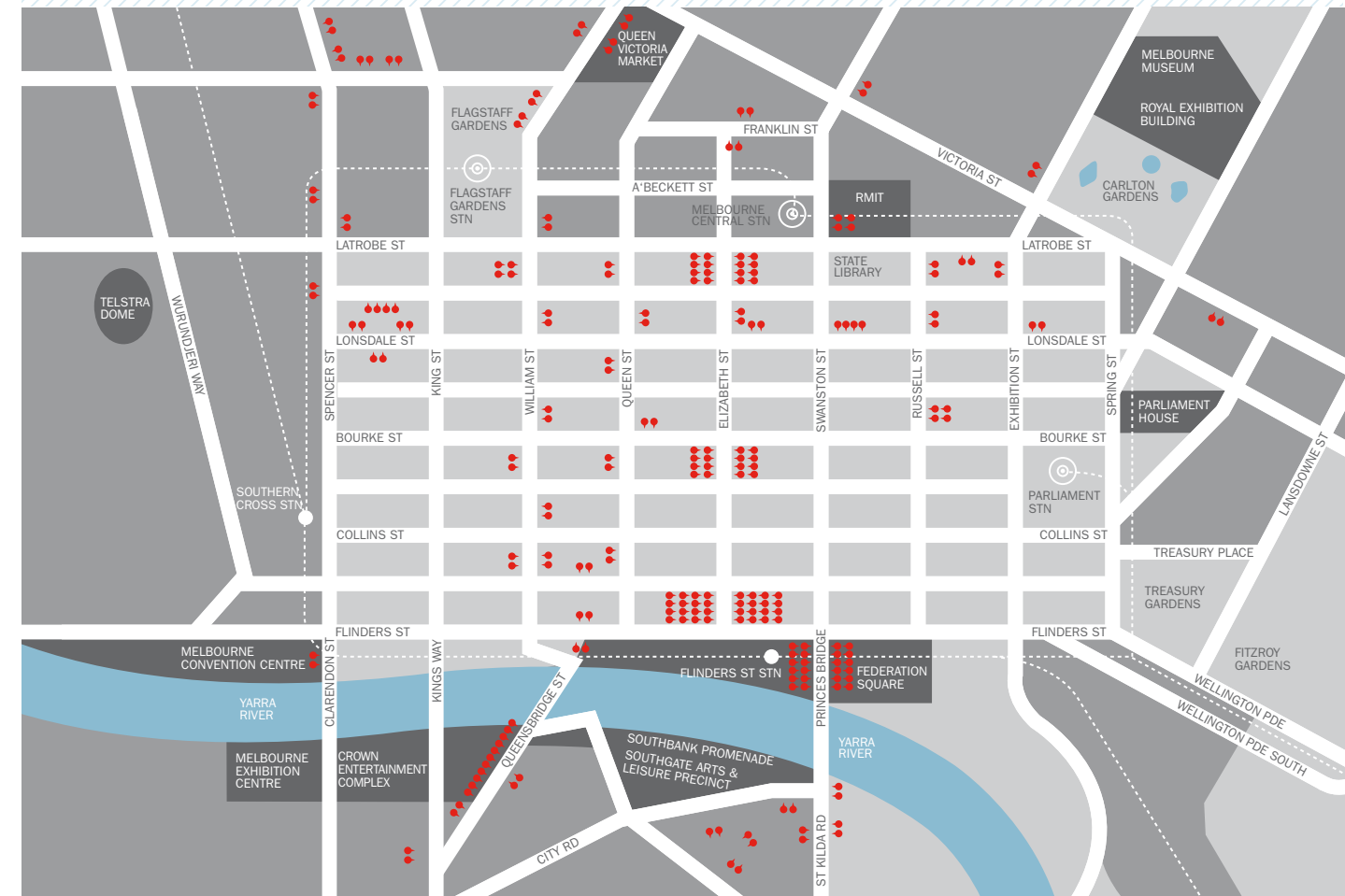
POPULATION 3.8 MILLION



## CBD COVERAGE | MELBOURNE CITY

# 90% OF MELBOURNE RESIDENTS LIVE IN ADSHEL AREAS

Source: Pathfinder Solutions (Based on place of residence, ABS 2006 Census) 16 - 54 year olds in 5 metro cities.



91% IN MELBOURNE OF BABY BOOMERS 91% OF ADULTESCENTS 90% OF COMMUTERS 91% OF MGBs 90% OF YOUTH LIVE IN ADSHEL AREAS

RAIL LOCATIONS PANELS