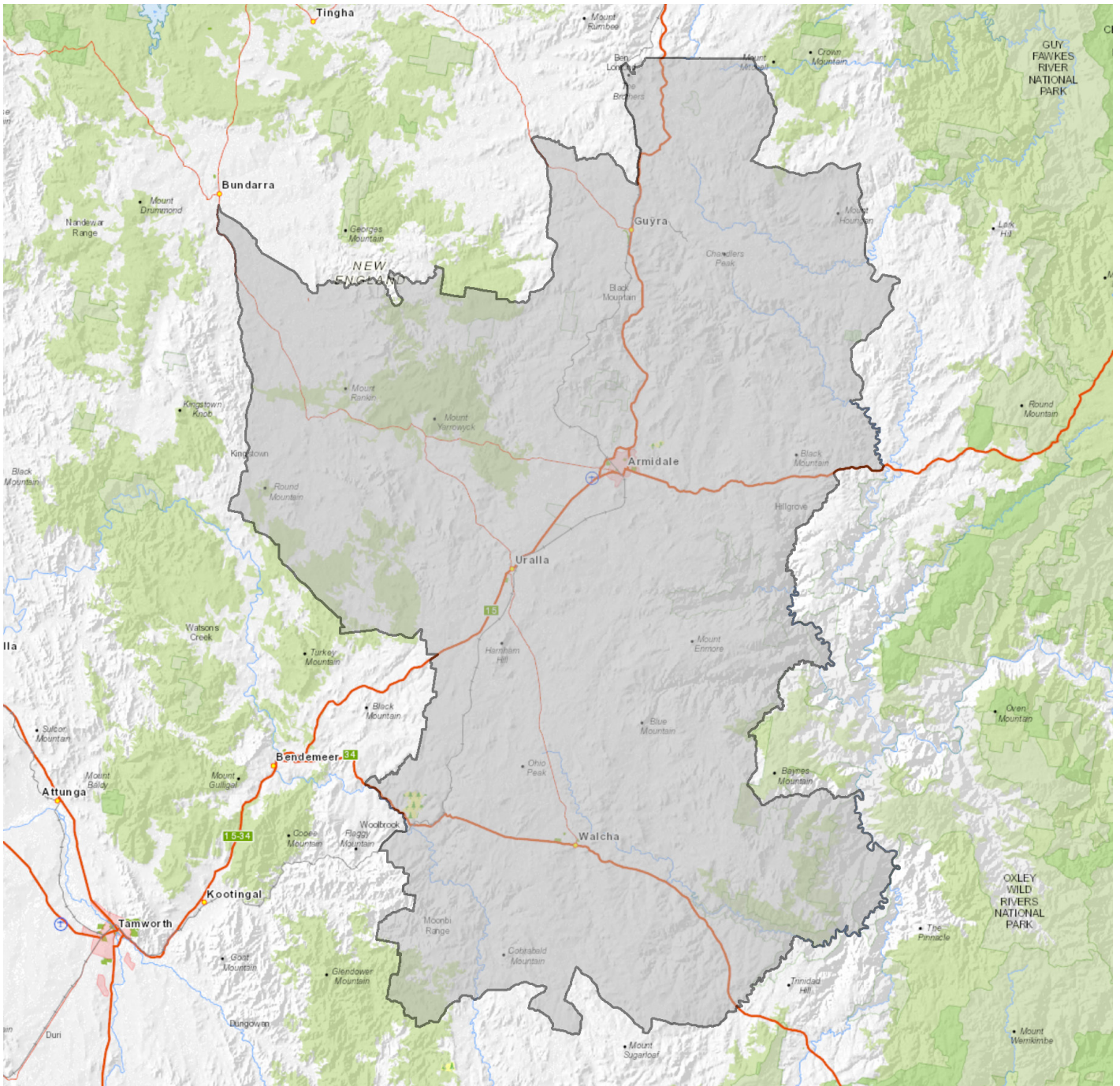


ARMIDALE

2AD • FM 100.3



Station Name	2AD	FM 100.3
Call Sign	2AD	2NEB
Frequency	1134 kHz	100.3 MHz
Network	Super Radio Network	Super Radio Network
Address	PO Box 270, Armidale, NSW 2350	PO Box 270, Armidale, NSW 2350
Phone	02 6772 1144	02 6772 1144
Fax	-	02 6772 9942
Email	admin@neb2ad.com.au	fm1003@neb2ad.com.au
Web Address	2ad.com.au	fm1003.com.au
Description of Content/Format	Gold	Best Songs from the 80s to Today
Demographic Profile of Station Audience	40+	Under 40

ARMIDALE

Armidale is strategically positioned on the New England Highway, half way between Sydney and Brisbane, and within easy reach of Coffs Harbour and the Mid North Coast. The area is surrounded by World Heritage National Parks with spectacular Gorge Country waterfalls, rainforests and exotic flora and fauna.

The New England region is a rich rural area, renowned for its superfine wool, fat lambs and cattle, with specialist breeding facilities and headquarters for a number of breed societies. Armidale is the centre for the New England farming district as well as being a significant regional city with a university that attracts students from around Australia.

In comparison to the 2011 census, the population of the radio licence area of Armidale has grown by 1.77% to 38,810. Being a university town, the number of people aged 18-24 increased in Armidale along with all other age groups. Over half the population is above 40 years of age. The birthplace for 84% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 10,021 people attending an educational institution, 32% were either in infants or primary, 28% were attending a secondary educational institution, 34% were attending university or another tertiary institution and 7% attending TAFE. Of the 15,264 people who already have a tertiary qualification, 44% have a degree and 56% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (13,792) in Armidale, 38% of dwellings are owned outright and 27% are mortgaged. Private rental properties that most likely cater to the student population represent 27% of total dwellings.

23% of the total households (13,807) in Armidale have a household income range between \$21,000 – \$41,999pa, 25% between \$42,000 – \$77,999pa and 12% between \$78,000 – \$103,999pa.

Armidale is the major comparative shopping centre for the New England area. All major banks, car dealers, fast-food restaurants and an extensive selection of national retail and chain stores are represented in the city.

Armidale is leading the field in the commercialisation of technology – through animal breeding systems, computer software, electronic agriculture devices, pharmaceutical and animal health products.

AGRICULTURE

The New England district is predominantly a wool producing area, to promote the local wool industry the New England Wool Expo and Australian Wool Fashion Awards are held each year. The farms in the area support over 683 thousand sheep and lambs.

There are over 176 thousand beef cattle in the region. Specialist breeding facilities and headquarters for almost all the Australian Breed Societies, CSIRO and Sheep CRC.

EMPLOYMENT

The majority (55%) of the labour force of 18,000 is employed full time. The main industries of employment are:

- Education and Training/Health Care and Social Assistance;
- Wholesale Trade/Retail Trade/Accommodation and Food Services; and
- Agriculture Forestry and Fishing.

ARMIDALE

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	16,546	17,692	34,238	88.22%
0-9 years	2,298	2,274	4,572	11.78%
10-17 years	2,069	2,007	4,076	10.5%
18-24 years	2,225	2,352	4,577	11.79%
25-39 years	3,005	3,157	6,162	15.88%
40-54 years	3,465	3,829	7,294	18.79%
55-64 years	2,520	2,617	5,137	13.24%
65-74 years	2,062	2,027	4,089	10.54%
75+ years	1,200	1,703	2,903	7.48%
Total 2011 population	18,523	19,613	38,136	
Total 2016 population	18,844	19,966	38,810	100%
% change 2011-2016			1.77%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	9,864	54.8%
Part-time employed	5,930	32.94%
Not stated employed	963	5.35%
Unemployed	1,243	6.91%
Total labour force	18,000	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	241	1.75%
\$7,750 – \$20,999	853	6.18%
\$21,000 – \$41,999	3,202	23.19%
\$42,000 – \$77,999	3,383	24.5%
\$78,000 – \$103,999	1,617	11.71%
\$104,000 – \$129,999	1,240	8.98%
\$130,000 – \$155,999	674	4.88%
\$160,000 – \$181,999	398	2.88%
\$182,000 – \$207,999	286	2.07%
\$208,000+	426	3.09%
Not stated	1,487	10.77%
Total households	13,807	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	3,730	39.01%
Couple families – No children	4,126	43.15%
Single parents	1,589	16.62%
Other families	116	1.21%
Total families	9,561	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	6,499	38.84%
Technicians & trade workers/ Community & personal service workers	3,717	22.21%
Clerical & administrative workers	1,999	11.95%
Sales workers	1,523	9.1%
Machinery operators & drivers/Labourers	2,790	16.67%
Not stated	206	1.23%
Total	16,734	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,509	15.24%
Mining	49	0.3%
Manufacturing/Electricity, gas, water & waste services/Construction	1,574	9.56%
Wholesale trade/Retail trade/ Accommodation & food services	3,087	18.75%
Transport, postal & warehousing/ Information, media & communications	540	3.28%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	942	5.72%
Professional scientific & technical services	799	4.85%
Public administration & safety	831	5.05%
Education & training/Health care & social assistance	5,017	30.47%
Arts & recreation services	110	0.67%
Other services	522	3.17%
Not stated	485	2.95%
Total	16,465	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	180,857
Alcoholic beverages	24,480
Clothing & footwear	33,488
Household furnishings & equipment	48,175
Furniture & floor covering	16,249
Household appliances	11,611
Household services & operation	37,109
Medical care & health expenses	63,378
Motor vehicle purchase	41,624
Motor vehicle running costs	103,890
Recreation	131,933
Recreational & educational equipment	33,430
Holidays	61,742
Personal care	21,841

ARMIDALE

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	1,625	1,580	3,205	8.66%
Secondary	1,370	1,393	2,763	6.45%
TAFE	320	375	695	1.74%
University	1,396	1,962	3,358	6%
Total	4,711	5,310	10,021	25.82%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	5,187	37.61%
Mortgaged	3,759	27.25%
Private rental	3,726	27.02%
Housing authority/Not stated	1,001	7.26%
Other tenure type	119	0.86%
Total dwellings	13,792	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	6,735	17.35%
Certificate	8,529	21.98%
Total	15,264	39.33%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	355	9.88%
\$450 – \$799 per month	284	7.91%
\$800 – \$999 per month	286	7.96%
\$1,000 – \$1,799 per month	1,542	42.93%
\$1,800 – \$2,399 per month	571	15.9%
\$2,400 – \$2,999 per month	162	4.51%
\$3,000 – \$3,999 per month	135	3.76%
\$4,000+ per month	80	2.23%
Not stated	177	4.93%
Total mortgaged dwellings	3,592	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	860	6.14%
1 vehicle	4,873	34.77%
2+ vehicles	7,690	54.87%
Not stated	593	4.23%
Total	14,016	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	511,263
Cereal crops – Wheat for grain – Production (t)	19,068
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	1,695
Cereal crops – Sorghum for grain – Production (t)	126
Cereal crops – Total for grain – Production (t)	21,133
Vegetables for human consumption – Tomatoes – Total production (t)	4,723
Vegetables for human consumption – Total area (ha)	54
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	207,362
Fruit & nuts – Nectarines – Production (kg)	929
Fruit & nuts – Peaches – Production (kg)	3,604
Fruit & nuts – Nuts – Total trees (no.)	0
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	8,842
Fruit & nuts – Grapes – Total area (ha)	10
Livestock – Sheep & lambs – Total (no.)	683,048
Livestock – Dairy cattle – Total (no.)	1,698
Livestock – Meat cattle – Total (no.)	176,329

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	10,813	77.5%
Internet not accessed from dwelling	2,794	20.03%
Not stated	345	2.47%
Total	13,952	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	15,544	16,429	31,973	83.6%
Europe	475	463	938	2.45%
Africa & Middle East	126	97	223	0.58%
Asia	391	548	939	2.46%
Americas	59	65	124	0.32%
Other	1,956	2,092	4,048	10.58%
Total	18,551	19,694	38,245	100%