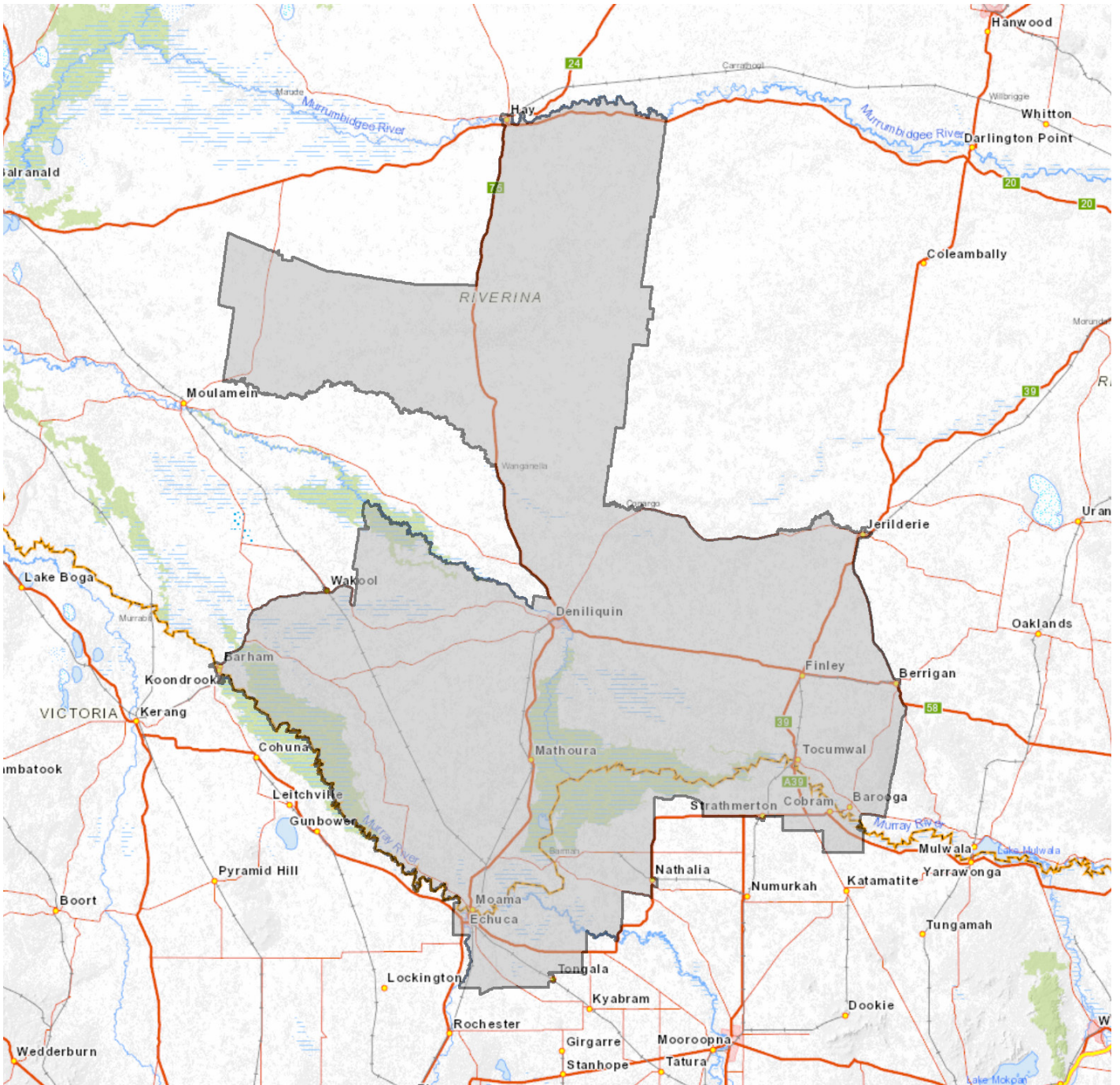


DENILIQVIN

EDGE FM 102.5 • 2QN



Station Name	Edge FM 102.5	2QN
Call Sign	2MOR	2QN
Frequency	102.5 MHz	1521 kHz
Network	ACE Radio Broadcasters	ACE Radio Broadcasters
Address	368 George Street, Deniliquin, NSW 2710	368 George Street, Deniliquin, NSW 2710
Phone	03 5881 1811	03 5881 1811
Fax	-	-
Email	deniliquin@aceradio.com.au	deniliquin@aceradio.com.au
Web Address	edge1025.com.au	2qn.com.au
Description of Content/Format	Adult Contemporary	News, Talk & Classic Hits
Demographic Profile of Station Audience	25-50	45+

DENILIQVIN

Deniliquin and Echuca are located in inland southern NSW and northern Victoria. The area includes part of the rich farmland of the Riverina district that borders the Murray River. While the majority of the licence area technically falls within NSW, Echuca is only 200 kilometres from Melbourne.

Echuca-Moama sits on the Murray River and was once the largest inland wool port for the Murray paddle steamers. The town is now an important tourist destination and attracts visitors all over Australia and overseas. Echuca's historic port and riverboats draw millions of visitors a year. The Deniliquin Ute Muster is a major event drawcard each year, regularly setting World Records in the number of utes in one location.

In comparison to the 2011 census, the population of the radio licence area for Deniliquin/Echuca-Moama has increased by 2.58% to 65,151. Over 57% of the population in Deniliquin is aged over 40 years. The birthplace for 86% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 10,687 people attending an educational institution, 48% were either in infants or primary school; 37% were in secondary school; 8% at TAFE and 7% at University or another tertiary institution. Of the 20,842 people who already have a tertiary qualification, 25% have a degree and 75% have a certificate, diploma or another tertiary qualification.

Deniliquin and Echuca are located in a large farming district and reflect many of the strong family values of regional Australia. The area has a high proportion (21%) of children and teenagers, and a large number (38%) of families with children.

The stability of the area is reflected in the number of homes that are owned outright. Of the total dwellings (24,491) in Deniliquin, 41% are owned outright and 30% are mortgaged. Private rental properties represent 21% of total dwellings.

25% of the total households (24,432) in Deniliquin have a household income range between \$21,000 – \$41,999pa; 26% between \$42,000 – \$77,999pa; and 11% between \$78,000 – \$103,999pa.

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail and chain stores are represented.

AGRICULTURE

Deniliquin and Echuca is the centre of a rich farming district that produces a diverse range of crops. Deniliquin is the centre for a number of large sheep studs that produce the world's finest medium wool. The farms in the area support over 66 thousand beef and 97 thousand dairy cattle, and over 704 thousand sheep & lambs.

The area also has broad acre wheat farming. The area produced over 199 thousand tonnes of wheat for grain and 358 thousand tonnes of cereals for grain. There are over 1.1 million orchard trees (including nut trees) in the region producing 6.7 million kilograms of apples, 3.4 million kilograms of nectarines and 13.8 million kilograms of peaches.

The Murray and Edward rivers are a source of water for year round irrigation that has made the area a large fruit producer, as well as providing good grazing land for the area's dairy industry. Much of Melbourne's vegetables are also grown in the district.

EMPLOYMENT

Deniliquin/Echuca is a farming district. The majority (57%) of the labour force of 29,563 is employed full time. The main industries of employment are:

- Wholesale Trade/Retail Trade/Accommodation and Food Services;
- Manufacturing/Electricity Gas Water Sand Waste Services/Construction; and
- Education and Training/Health Care and Social Assistance.

Agriculture is also a large source of employment and also provides a base for the retail sector in Deniliquin. Tourism has grown in the past few years and is now a major source of employment in Echuca.

DENILIQVIN

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	28,477	28,983	57,460	88.2%
0-9 years	3,945	3,746	7,691	11.8%
10-17 years	3,174	2,991	6,165	9.46%
18-24 years	2,197	2,060	4,257	6.53%
25-39 years	4,621	4,946	9,567	14.68%
40-54 years	6,020	6,349	12,369	18.99%
55-64 years	4,927	4,886	9,813	15.06%
65-74 years	4,413	4,170	8,583	13.17%
75+ years	3,125	3,581	6,706	10.29%
Total 2011 population	31,637	31,877	63,514	
Total 2016 population	32,422	32,729	65,151	100%
% change 2011-2016			2.58%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	16,855	57.01%
Part-time employed	9,434	31.91%
Not stated employed	1,972	6.67%
Unemployed	1,302	4.4%
Total labour force	29,563	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	455	1.86%
\$7,750 – \$20,999	1,491	6.1%
\$21,000 – \$41,999	6,103	24.98%
\$42,000 – \$77,999	6,233	25.51%
\$78,000 – \$103,999	2,723	11.15%
\$104,000 – \$129,999	2,064	8.45%
\$130,000 – \$155,999	1,016	4.16%
\$160,000 – \$181,999	516	2.11%
\$182,000 – \$207,999	358	1.47%
\$208,000+	527	2.16%
Not stated	2,946	12.06%
Total households	24,432	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	6,398	37.79%
Couple families – No children	8,072	47.68%
Single parents	2,359	13.93%
Other families	102	0.6%
Total families	16,931	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	9,209	32.53%
Technicians & trade workers/ Community & personal service workers	6,762	23.89%
Clerical & administrative workers	2,825	9.98%
Sales workers	2,623	9.27%
Machinery operators & drivers/Labourers	6,463	22.83%
Not stated	426	1.5%
Total	28,308	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	4,765	17.17%
Mining	42	0.15%
Manufacturing/Electricity, gas, water & waste services/Construction	5,363	19.32%
Wholesale trade/Retail trade/ Accommodation & food services	5,658	20.39%
Transport, postal & warehousing/ Information, media & communications	1,171	4.22%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,075	3.87%
Professional scientific & technical services	836	3.01%
Public administration & safety	1,135	4.09%
Education & training/Health care & social assistance	5,196	18.72%
Arts & recreation services	265	0.95%
Other services	987	3.56%
Not stated	1,261	4.54%
Total	27,754	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	317,506
Alcoholic beverages	42,609
Clothing & footwear	59,677
Household furnishings & equipment	77,353
Furniture & floor covering	24,873
Household appliances	19,042
Household services & operation	59,257
Medical care & health expenses	106,702
Motor vehicle purchase	71,941
Motor vehicle running costs	188,151
Recreation	225,610
Recreational & educational equipment	56,090
Holidays	103,750
Personal care	38,542

DENILQUIN

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,615	2,554	5,169	7.93%
Secondary	1,952	2,025	3,977	6.1%
TAFE	329	499	828	1.27%
University	181	532	713	1.09%
Total	5,077	5,610	10,687	16.4%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	9,948	40.62%
Mortgaged	7,339	29.97%
Private rental	5,190	21.19%
Housing authority/Not stated	1,792	7.32%
Other tenure type	222	0.91%
Total dwellings	24,491	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	5,139	7.89%
Certificate	15,703	24.1%
Total	20,842	31.99%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	695	10.12%
\$450 – \$799 per month	775	11.28%
\$800 – \$999 per month	726	10.57%
\$1,000 – \$1,799 per month	2,852	41.51%
\$1,800 – \$2,399 per month	903	13.14%
\$2,400 – \$2,999 per month	222	3.23%
\$3,000 – \$3,999 per month	176	2.56%
\$4,000+ per month	108	1.57%
Not stated	413	6.01%
Total mortgaged dwellings	6,870	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,238	4.99%
1 vehicle	7,820	31.54%
2+ vehicles	14,337	57.83%
Not stated	1,395	5.63%
Total	24,790	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,137,955
Cereal crops – Wheat for grain – Production (t)	199,185
Cereal crops – Rice for grain – Production (t)	35,264
Cereal crops – Barley for grain – Production (t)	90,486
Cereal crops – Sorghum for grain – Production (t)	1,295
Cereal crops – Total for grain – Production (t)	358,807
Vegetables for human consumption – Tomatoes – Total production (t)	12,631
Vegetables for human consumption – Total area (ha)	753
Fruit & nuts – Avocados – Production (kg)	203,587
Fruit & nuts – Apples – Production (kg)	6,739,087
Fruit & nuts – Nectarines – Production (kg)	3,414,600
Fruit & nuts – Peaches – Production (kg)	13,814,855
Fruit & nuts – Nuts – Total trees (no.)	7,045
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	1,117,297
Fruit & nuts – Grapes – Total area (ha)	352
Livestock – Sheep & lambs – Total (no.)	704,894
Livestock – Dairy cattle – Total (no.)	97,682
Livestock – Meat cattle – Total (no.)	66,135

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	18,142	73.12%
Internet not accessed from dwelling	5,783	23.31%
Not stated	887	3.57%
Total	24,812	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	27,428	27,628	55,056	85.5%
Europe	795	915	1,710	2.66%
Africa & Middle East	77	72	149	0.23%
Asia	290	376	666	1.03%
Americas	20	30	50	0.08%
Other	3,407	3,352	6,759	10.5%
Total	32,017	32,373	64,390	100%