

# LISMORE

900 2LM • 100.9 ZZZ FM



<b>Station Name</b>	900 2LM	100.9 ZZZ FM
<b>Call Sign</b>	2LM	2ZZZ
<b>Frequency</b>	900 kHz	100.9 MHz
<b>Network</b>	Super Radio Network	Super Radio Network
<b>Address</b>	PO Box 44, Lismore, NSW 2480	PO Box 44, Lismore, NSW 2480
<b>Phone</b>	02 6624 2433	02 6624 2433
<b>Fax</b>	02 6624 3598	02 6624 3598
<b>Email</b>	zzz2lm@bigpond.net.au	zzz2lm@bigpond.net.au
<b>Web Address</b>	<a href="http://zzz2lm.net.au/2lm">zzz2lm.net.au/2lm</a>	<a href="http://zzz2lm.net.au/zzz">zzz2lm.net.au/zzz</a>
<b>Description of Content/Format</b>	Classic Hits & Talkback	Hot Contemporary Hits Radio
<b>Demographic Profile of Station Audience</b>	40+	Under 40s

# LISMORE

---

Lismore is a major regional centre located on the far north coast of NSW, just south of the Queensland border. Sydney is some 750 kilometres south by the Pacific Highway. Brisbane City is within 2.5 hours drive to the north. The Lismore CBD is located 30 minutes drive from the coast. Byron Bay and Ballina are only a short drive from Lismore.

Lismore is the centre of a rich agricultural district as well as being the major town in a popular tourist area. It is also the commercial centre of the north east of NSW. The Southern Cross University and a TAFE are based in Lismore.

The Lismore radio licence area is one of the larger areas in NSW. There are five council areas that overlap the Lismore radio licence area. The total population based on the 2016 census is 147,666. Over 57% of the population in Lismore is aged over 40 years. The birthplace for over 83% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The area has a relatively large number of children and teenagers. This is reflected in the high proportion of families with children (over 36% of total families). Of the 27,505 people attending an educational institution, 42% were either in infants or primary, 34% were attending a secondary educational institution, 10% attending TAFE, and 14% attending the University. Of the 59,305 people who already have a tertiary qualification, 64% have a certificate, diploma or another tertiary qualification and 36% have a degree.

The stability of the area is reflected in a high level of home ownership. Of the total dwellings (55,789) in Lismore, 39% of dwellings are owned outright and 29% are mortgaged. Private rental properties that most likely cater to the student population represent 25% of total dwellings.

26% of the total households (55,431) in Lismore 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 and several credit unions, car dealers, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the area.

## AGRICULTURE

Lismore is the centre of the North Coast dairy industry. The area west of Lismore around Casino is the home of the region's beef and dairy industry. The farms in the area support over 83 thousand beef cattle, 15 thousand dairy cattle and 5 thousand sheep and lambs.

Sugar cane is grown in the area. In addition, Lismore and districts produce macadamia nuts and other tropical fruit; the area has over 2.3 million nut trees. The region produced over 1 million kilograms of avocados, 179 thousand kilograms of nectarines and 82 thousand kilograms of peaches.

## EMPLOYMENT

Lismore has a proud rural tradition, which began in forestry, graduated to dairy and has grown to include macadamia nuts, coffee, tea tree and bush foods. The growth of industries such as medicinal herb production, health, transport, education and tourism continue to thrive.

The majority (49%) of the labour force of 65,538 people 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
- Manufacturing/Electricity Gas Water and Waste Services/Construction.

# LISMORE

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	63,198	67,644	130,842	88.61%
0-9 years	8,635	8,189	16,824	11.39%
10-17 years	7,246	7,041	14,287	9.68%
18-24 years	4,869	4,512	9,381	6.35%
25-39 years	10,517	11,599	22,116	14.98%
40-54 years	14,646	16,307	30,953	20.96%
55-64 years	11,767	12,077	23,844	16.15%
65-74 years	8,763	8,649	17,412	11.79%
75+ years	5,390	7,459	12,849	8.7%
Total 2011 population	70,223	73,470	143,693	
<b>Total 2016 population</b>	<b>71,833</b>	<b>75,833</b>	<b>147,666</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>2.76%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	31,865	48.62%
Part-time employed	25,729	39.26%
Not stated employed	3,370	5.14%
Unemployed	4,574	6.98%
<b>Total labour force</b>	<b>65,538</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	711	1.28%
\$7,750 – \$20,999	3,519	6.35%
\$21,000 – \$41,999	14,499	26.16%
\$42,000 – \$77,999	14,506	26.17%
\$78,000 – \$103,999	5,977	10.78%
\$104,000 – \$129,999	4,448	8.02%
\$130,000 – \$155,999	2,356	4.25%
\$160,000 – \$181,999	1,184	2.14%
\$182,000 – \$207,999	973	1.76%
\$208,000+	1,495	2.7%
Not stated	5,763	10.4%
<b>Total households</b>	<b>55,431</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	13,954	36.63%
Couple families – No children	16,252	42.66%
Single parents	7,475	19.62%
Other families	418	1.1%
<b>Total families</b>	<b>38,099</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	20,485	33.54%
Technicians & trade workers/ Community & personal service workers	15,783	25.84%
Clerical & administrative workers	6,938	11.36%
Sales workers	6,172	10.1%
Machinery operators & drivers/Labourers	10,851	17.76%
Not stated	856	1.4%
<b>Total</b>	<b>61,085</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,592	5.97%
Mining	170	0.28%
Manufacturing/Electricity, gas, water & waste services/Construction	9,076	15.09%
Wholesale trade/Retail trade/ Accommodation & food services	13,121	21.81%
Transport, postal & warehousing/ Information, media & communications	2,417	4.02%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	3,842	6.39%
Professional scientific & technical services	3,092	5.14%
Public administration & safety	2,855	4.75%
Education & training/Health care & social assistance	16,264	27.04%
Arts & recreation services	878	1.46%
Other services	2,174	3.61%
Not stated	2,669	4.44%
<b>Total</b>	<b>60,150</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	727,503
Alcoholic beverages	98,472
Clothing & footwear	134,708
Household furnishings & equipment	193,786
Furniture & floor covering	65,365
Household appliances	46,706
Household services & operation	149,273
Medical care & health expenses	254,940
Motor vehicle purchase	167,435
Motor vehicle running costs	417,901
Recreation	530,704
Recreational & educational equipment	134,474
Holidays	248,360
Personal care	87,856

# LISMORE

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	6,028	5,504	11,532	7.81%
Secondary	4,556	4,677	9,233	6.25%
TAFE	1,095	1,672	2,767	1.87%
University	1,429	2,544	3,973	2.69%
<b>Total</b>	<b>13,108</b>	<b>14,397</b>	<b>27,505</b>	<b>18.63%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	21,730	38.95%
Mortgaged	16,074	28.81%
Private rental	14,030	25.15%
Housing authority/Not stated	3,488	6.25%
Other tenure type	467	0.84%
<b>Total dwellings</b>	<b>55,789</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	21,283	14.41%
Certificate	38,022	25.75%
<b>Total</b>	<b>59,305</b>	<b>40.16%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	1,264	8.41%
\$450 – \$799 per month	1,058	7.04%
\$800 – \$999 per month	1,001	6.66%
\$1,000 – \$1,799 per month	5,768	38.36%
\$1,800 – \$2,399 per month	2,863	19.04%
\$2,400 – \$2,999 per month	1,163	7.74%
\$3,000 – \$3,999 per month	811	5.39%
\$4,000+ per month	411	2.73%
Not stated	696	4.63%
<b>Total mortgaged dwellings</b>	<b>15,035</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	3,061	5.46%
1 vehicle	20,708	36.95%
2+ vehicles	29,894	53.34%
Not stated	2,377	4.24%
<b>Total</b>	<b>56,040</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	180,735
Cereal crops – Wheat for grain – Production (t)	558
Cereal crops – Rice for grain – Production (t)	871
Cereal crops – Barley for grain – Production (t)	200
Cereal crops – Sorghum for grain – Production (t)	130
Cereal crops – Total for grain – Production (t)	5,000
Vegetables for human consumption – Tomatoes – Total production (t)	106
Vegetables for human consumption – Total area (ha)	108
Fruit & nuts – Avocados – Production (kg)	1,028,898
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	179,346
Fruit & nuts – Peaches – Production (kg)	82,536
Fruit & nuts – Nuts – Total trees (no.)	2,311,951
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	2,424,383
Fruit & nuts – Grapes – Total area (ha)	1
Livestock – Sheep & lambs – Total (no.)	5,494
Livestock – Dairy cattle – Total (no.)	15,978
Livestock – Meat cattle – Total (no.)	83,101

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	44,170	78.62%
Internet not accessed from dwelling	10,288	18.31%
Not stated	1,723	3.07%
<b>Total</b>	<b>56,181</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	58,610	61,637	120,247	83.05%
Europe	3,054	3,081	6,135	4.24%
Africa & Middle East	220	222	442	0.31%
Asia	319	766	1,085	0.75%
Americas	317	393	710	0.49%
Other	7,928	8,234	16,162	11.16%
<b>Total</b>	<b>70,448</b>	<b>74,333</b>	<b>144,781</b>	<b>100%</b>