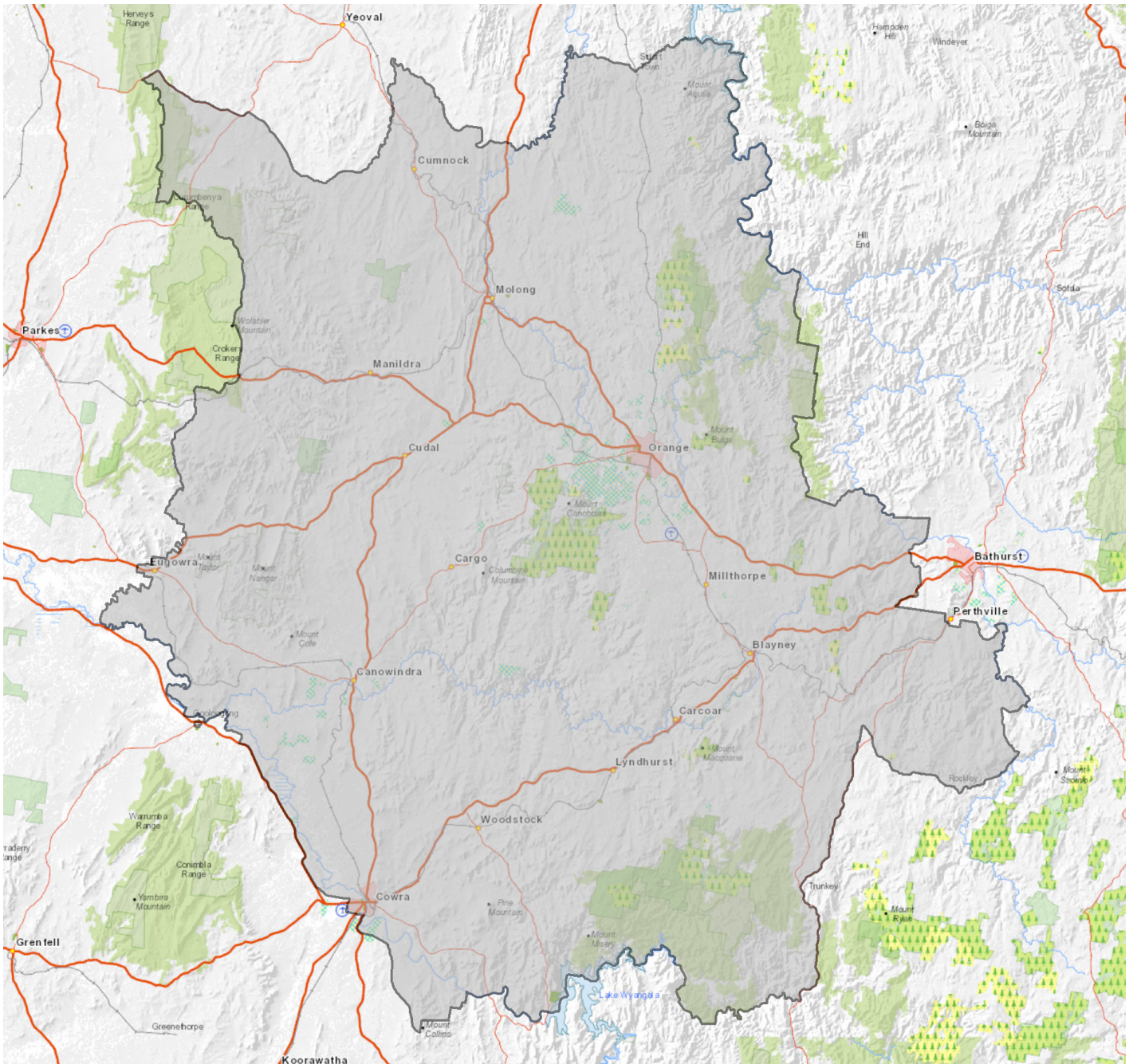


ORANGE

HIT 105.9 CENTRAL WEST • TRIPLE M CENTRAL WEST 105.1 • RADIO 2EL 1089 AM



Station Name	Hit 105.9 Central West	Triple M Central West 105.1	Radio 2EL 1089 AM
Call Sign	2GZF	20AG	2EL
Frequency	105.9 MHz	105.1 MHz	1089 kHz
Network	Southern Cross Austereo	Southern Cross Austereo	Super Radio Network
Address	Unit 3/2 Gateway Cres, Orange, NSW 2800	PO Box 1785, Orange, NSW 2800	PO Box 88, Orange, NSW 2800
Phone	02 6362 2144	02 6362 2144	02 6360 0900
Fax	02 6362 9439	02 6362 9439	02 6360 0901
Email	Hit1059.CentralWest@sca.com.au	TripleM.CentralWest@sca.com.au	radio1089@bigpond.com
Web Address	hit.com.au/centralwest	triplem.com.au/centralwest	radio1089.com.au
Description of Content/Format	Top 40	Adult Contemporary	News, Talk, Sport & Music
Demographic Profile of Station Audience	18-39	35+	25-65+

ORANGE

Orange is located on the Central Tablelands of NSW to the west of the Great Dividing Range. It is the major regional centre for the Central Tablelands with extensive hospital and medical facilities, and a large retail centre. Orange is the centre of a rich farming district and is emerging as a gourmet food centre and a rapidly expanding wine production region. The main industries in Orange are horticulture, agriculture and mining.

In comparison to the 2011 census, the population of the radio licence area of Orange has increased by 3.06% to 80,481. Over half the population is aged over 40 years. The birthplace for 87% of the population was Oceania including Australia.

The Sydney University – Orange Faculty of Rural Management and the Western Institute of TAFE as well as a community college and training and education centre cater to students from across western NSW. Of the 16,574 people attending an educational institution, 44% were either in infants or primary, 33% were attending a secondary educational institution, 11% attending TAFE, and 12% attending university or another tertiary institution. Of the 29,911 people who already have a tertiary qualification, 32% have a degree and 68% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (29,204) in Orange, 37% of dwellings are owned outright and 33% are mortgaged. Private rental properties represented 22% of total dwellings.

22% of the total households (29,280) in Orange have a household income range between \$21,000 – \$41,999pa; 24% between \$42,000 – \$77,999pa; and 11% between \$78,000 – \$103,999pa. One in four households have a household income over \$104,000pa.

The local economy has a healthy diversity between surrounding agriculture (horticulture – especially orcharding – viticulture and general farming), food processing, manufacturing (including white goods manufacturer), community services (including health care and education) and mining (especially gold and copper).

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

AGRICULTURE

Orange services a rich farming district; it is a premier orchard area. The recent census figures show the district produced over 12.1 million kilograms of apples; 66 thousand kilograms of peaches; and 14 thousand kilograms of nectarines.

The Orange district also consists of small mixed farms producing 179 thousand beef cattle. The farms in the area also support over 1.3 million sheep and lambs.

Orange has a number of local wineries whose reputation for cool climate wines are widely recognised in the industry. There are 1,738 hectares of grapes in the Orange district.

EMPLOYMENT

Agriculture is a major source of employment with several fruit processing companies also providing employment for the area. The majority (59%) of the labour force of 37,838 people are 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.

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	34,103	35,270	69,373	86.2%
0-9 years	5,739	5,369	11,108	13.8%
10-17 years	4,397	4,151	8,548	10.62%
18-24 years	2,915	2,862	5,777	7.18%
25-39 years	6,476	6,900	13,376	16.62%
40-54 years	7,804	8,165	15,969	19.84%
55-64 years	5,339	5,236	10,575	13.14%
65-74 years	4,321	4,442	8,763	10.89%
75+ years	2,851	3,514	6,365	7.91%
Total 2011 population	38,696	39,393	78,089	
Total 2016 population	39,842	40,639	80,481	100%
% change 2011-2016			3.06%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	22,437	59.3%
Part-time employed	11,228	29.67%
Not stated employed	1,995	5.27%
Unemployed	2,178	5.76%
Total labour force	37,838	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	468	1.6%
\$7,750 – \$20,999	1,780	6.08%
\$21,000 – \$41,999	6,352	21.69%
\$42,000 – \$77,999	6,931	23.67%
\$78,000 – \$103,999	3,238	11.06%
\$104,000 – \$129,999	2,812	9.6%
\$130,000 – \$155,999	1,650	5.64%
\$160,000 – \$181,999	1,011	3.45%
\$182,000 – \$207,999	739	2.52%
\$208,000+	1,236	4.22%
Not stated	3,063	10.46%
Total households	29,280	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	8,779	41.83%
Couple families – No children	8,645	41.19%
Single parents	3,359	16%
Other families	206	0.98%
Total families	20,989	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	12,227	34.4%
Technicians & trade workers/ Community & personal service workers	8,758	24.64%
Clerical & administrative workers	4,230	11.9%
Sales workers	3,111	8.75%
Machinery operators & drivers/Labourers	6,711	18.88%
Not stated	502	1.41%
Total	35,539	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,724	10.62%
Mining	1,375	3.92%
Manufacturing/Electricity, gas, water & waste services/Construction	5,063	14.43%
Wholesale trade/Retail trade/ Accommodation & food services	6,327	18.03%
Transport, postal & warehousing/ Information, media & communications	1,536	4.38%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,801	5.13%
Professional scientific & technical services	1,275	3.63%
Public administration & safety	2,431	6.93%
Education & training/Health care & social assistance	8,651	24.66%
Arts & recreation services	262	0.75%
Other services	1,384	3.95%
Not stated	1,253	3.57%
Total	35,082	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	382,914
Alcoholic beverages	51,830
Clothing & footwear	70,902
Household furnishings & equipment	101,997
Furniture & floor covering	34,404
Household appliances	24,583
Household services & operation	78,568
Medical care & health expenses	134,185
Motor vehicle purchase	88,128
Motor vehicle running costs	219,958
Recreation	279,331
Recreational & educational equipment	70,779
Holidays	130,722
Personal care	46,242

ORANGE

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	3,801	3,559	7,360	9.15%
Secondary	2,657	2,832	5,489	6.82%
TAFE	779	1,011	1,790	2.22%
University	628	1,307	1,935	2.4%
Total	7,865	8,709	16,574	20.59%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	10,819	37.05%
Mortgaged	9,563	32.75%
Private rental	6,561	22.47%
Housing authority/Not stated	2,131	7.3%
Other tenure type	130	0.45%
Total dwellings	29,204	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	9,596	11.92%
Certificate	20,315	25.24%
Total	29,911	37.17%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	574	6.35%
\$450 – \$799 per month	616	6.82%
\$800 – \$999 per month	681	7.54%
\$1,000 – \$1,799 per month	3,571	39.53%
\$1,800 – \$2,399 per month	1,762	19.51%
\$2,400 – \$2,999 per month	696	7.71%
\$3,000 – \$3,999 per month	494	5.47%
\$4,000+ per month	269	2.98%
Not stated	370	4.1%
Total mortgaged dwellings	9,033	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,599	5.43%
1 vehicle	9,288	31.53%
2+ vehicles	17,238	58.53%
Not stated	1,328	4.51%
Total	29,453	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	693,736
Cereal crops – Wheat for grain – Production (t)	105,908
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	18,247
Cereal crops – Sorghum for grain – Production (t)	380
Cereal crops – Total for grain – Production (t)	150,597
Vegetables for human consumption – Tomatoes – Total production (t)	5
Vegetables for human consumption – Total area (ha)	1,100
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	12,172,680
Fruit & nuts – Nectarines – Production (kg)	14,757
Fruit & nuts – Peaches – Production (kg)	66,177
Fruit & nuts – Nuts – Total trees (no.)	10,245
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	570,926
Fruit & nuts – Grapes – Total area (ha)	1,738
Livestock – Sheep & lambs – Total (no.)	1,317,272
Livestock – Dairy cattle – Total (no.)	8,768
Livestock – Meat cattle – Total (no.)	179,304

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	22,317	75.45%
Internet not accessed from dwelling	6,299	21.29%
Not stated	964	3.26%
Total	29,580	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	34,164	34,771	68,935	87.05%
Europe	818	938	1,756	2.22%
Africa & Middle East	138	190	328	0.41%
Asia	428	561	989	1.25%
Americas	21	45	66	0.08%
Other	3,543	3,577	7,120	8.99%
Total	39,112	40,082	79,194	100%