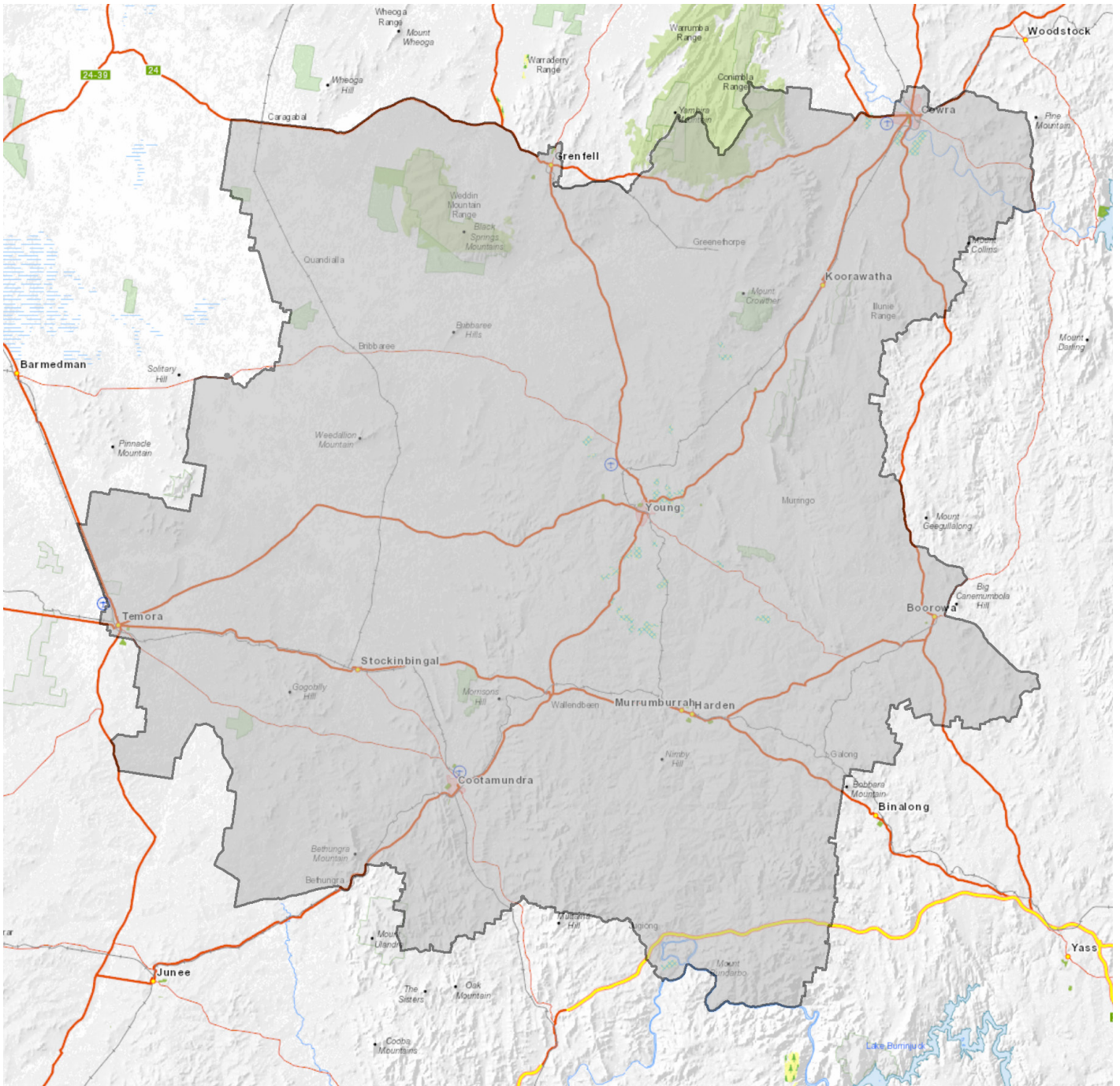


# YOUNG

ROCCY FM • 1350 2LF



<b>Station Name</b>	Roccy FM	1350 2LF
<b>Call Sign</b>	2LFF	2LF
<b>Frequency</b>	93.9 MHz	1350 kHz
<b>Network</b>	Super Radio Network	Super Radio Network
<b>Address</b>	PO Box 31, Young, NSW 2594	PO Box 31, Young, NSW 2594
<b>Phone</b>	02 6382 1133	02 6382 1133
<b>Fax</b>	02 6382 4403	02 6382 4403
<b>Email</b>	reception@2lf.com.au	reception@2lf.com.au
<b>Web Address</b>	<a href="http://roccyfm.com.au">roccyfm.com.au</a>	<a href="http://2lf.com.au">2lf.com.au</a>
<b>Description of Content/Format</b>	Best of 80s, 90s & Today	Local News, Sport, Music & Talk
<b>Demographic Profile of Station Audience</b>	14-40	40-70

# YOUNG

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The town of Young is located in the southwest region of southern NSW in the western foothills of the Great Dividing Range, less than two hours drive from the Canberra area. The two commercial radio stations in the area, 2LF and Rocy FM broadcast to the towns of Young, Cowra, Cootamundra and smaller surrounding towns such as Harden, Boorowa, Grenfell and Temora.

In comparison to the 2011 census, the total listening area population of Young has increased by 1.43% to 47,535. Over 57% of the population is aged over 40 years. The birthplace for 88% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 8,443 people attending an educational institution, 49% were either in infants or primary, 34% were attending a secondary educational institution, 10% attending TAFE and 7% at University or another tertiary institution. Of the 15,300 people who already have a tertiary qualification, 25% have a degree and 78% have a certificate, diploma or another tertiary qualification.

The stability of the area is reflected in a high level of home ownership. Of the total dwellings (18,385) in Young, 43% of dwellings are owned outright and 28% are mortgaged. Private rental properties represent 21% of total dwellings.

28% of the total households (18,203) in Young have a household income range between \$21,000 – \$41,999pa; 26% between \$42,000 – \$77,999pa; 10% between \$78,000 – \$103,999pa; and 17% over \$104,000pa.

## AGRICULTURE

Young is a rich agricultural area, primarily devoted to farming. The irrigated river flats around Cowra produce vegetables and grapes. With over 7 hundred hectares of vineyards throughout the Shires of Young, Harden and Boorowa, the emerging premium wine growing area known as "Hilltops" Wine Region has developed.

According to the latest census, Young harvests over 109 thousand kilograms of peaches and over 74 thousand kilograms of nectarines. Many of the fruits are preserved, pickled and packaged for export.

The area is a big wheat and canola producer. The area produced over 393 thousand tonnes of wheat for grain and over 468 thousand tonnes of cereals for grain.

Farms in the area support over 117 thousand beef cattle and more than 1.9 million sheep and lambs.

## EMPLOYMENT

The majority (57%) of the labour force of 20,334 are employed full time. The main industries of employment are:

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

Whilst Young is primarily a farming district, there is also a strong retail sector in Young that supports the surrounding areas.

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	20,481	21,175	41,656	87.63%
0-9 years	3,027	2,852	5,879	12.37%
10-17 years	2,348	2,229	4,577	9.63%
18-24 years	1,607	1,516	3,123	6.57%
25-39 years	3,186	3,445	6,631	13.95%
40-54 years	4,412	4,639	9,051	19.04%
55-64 years	3,511	3,351	6,862	14.44%
65-74 years	3,212	3,150	6,362	13.38%
75+ years	2,205	2,845	5,050	10.62%
Total 2011 population	23,197	23,669	46,866	
<b>Total 2016 population</b>	<b>23,508</b>	<b>24,027</b>	<b>47,535</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>1.43%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	11,613	57.11%
Part-time employed	6,433	31.64%
Not stated employed	1,142	5.62%
Unemployed	1,146	5.64%
<b>Total labour force</b>	<b>20,334</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	304	1.67%
\$7,750 – \$20,999	1,206	6.63%
\$21,000 – \$41,999	5,110	28.07%
\$42,000 – \$77,999	4,685	25.74%
\$78,000 – \$103,999	1,881	10.33%
\$104,000 – \$129,999	1,320	7.25%
\$130,000 – \$155,999	666	3.66%
\$160,000 – \$181,999	383	2.1%
\$182,000 – \$207,999	265	1.46%
\$208,000+	399	2.19%
Not stated	1,984	10.9%
<b>Total households</b>	<b>18,203</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	4,592	36.56%
Couple families – No children	5,829	46.41%
Single parents	2,003	15.95%
Other families	136	1.08%
<b>Total families</b>	<b>12,560</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	6,442	33.59%
Technicians & trade workers/ Community & personal service workers	4,537	23.65%
Clerical & administrative workers	1,997	10.41%
Sales workers	1,739	9.07%
Machinery operators & drivers/Labourers	4,217	21.99%
Not stated	249	1.3%
<b>Total</b>	<b>19,181</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,825	20.42%
Mining	125	0.67%
Manufacturing/Electricity, gas, water & waste services/Construction	2,612	13.94%
Wholesale trade/Retail trade/ Accommodation & food services	3,588	19.16%
Transport, postal & warehousing/ Information, media & communications	950	5.07%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	754	4.03%
Professional scientific & technical services	628	3.35%
Public administration & safety	1,015	5.42%
Education & training/Health care & social assistance	3,610	19.27%
Arts & recreation services	117	0.62%
Other services	734	3.92%
Not stated	773	4.13%
<b>Total</b>	<b>18,731</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	239,620
Alcoholic beverages	32,434
Clothing & footwear	44,369
Household furnishings & equipment	63,828
Furniture & floor covering	21,529
Household appliances	15,383
Household services & operation	49,166
Medical care & health expenses	83,970
Motor vehicle purchase	55,148
Motor vehicle running costs	137,645
Recreation	174,800
Recreational & educational equipment	44,292
Holidays	81,803
Personal care	28,937

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,093	2,023	4,116	8.66%
Secondary	1,396	1,464	2,860	6.02%
TAFE	314	564	878	1.85%
University	164	425	589	1.24%
<b>Total</b>	<b>3,967</b>	<b>4,476</b>	<b>8,443</b>	<b>17.76%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	7,948	43.23%
Mortgaged	5,092	27.7%
Private rental	3,820	20.78%
Housing authority/Not stated	1,374	7.47%
Other tenure type	151	0.82%
<b>Total dwellings</b>	<b>18,385</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	3,759	7.91%
Certificate	11,541	24.28%
<b>Total</b>	<b>15,300</b>	<b>32.19%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	575	12%
\$450 – \$799 per month	636	13.27%
\$800 – \$999 per month	591	12.33%
\$1,000 – \$1,799 per month	1,918	40.02%
\$1,800 – \$2,399 per month	554	11.56%
\$2,400 – \$2,999 per month	138	2.88%
\$3,000 – \$3,999 per month	91	1.9%
\$4,000+ per month	54	1.13%
Not stated	236	4.92%
<b>Total mortgaged dwellings</b>	<b>4,793</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,091	5.91%
1 vehicle	6,221	33.68%
2+ vehicles	10,236	55.42%
Not stated	921	4.99%
<b>Total</b>	<b>18,469</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	844,686
Cereal crops – Wheat for grain – Production (t)	393,382
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	55,560
Cereal crops – Sorghum for grain – Production (t)	8
Cereal crops – Total for grain – Production (t)	468,712
Vegetables for human consumption – Tomatoes – Total production (t)	7
Vegetables for human consumption – Total area (ha)	327
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	2,458
Fruit & nuts – Nectarines – Production (kg)	74,496
Fruit & nuts – Peaches – Production (kg)	109,935
Fruit & nuts – Nuts – Total trees (no.)	1,128
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	339,679
Fruit & nuts – Grapes – Total area (ha)	733
Livestock – Sheep & lambs – Total (no.)	1,930,815
Livestock – Dairy cattle – Total (no.)	3,503
Livestock – Meat cattle – Total (no.)	117,824

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	13,057	70.47%
Internet not accessed from dwelling	4,849	26.17%
Not stated	622	3.36%
<b>Total</b>	<b>18,528</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	20,486	20,854	41,340	88.09%
Europe	379	479	858	1.83%
Africa & Middle East	45	26	71	0.15%
Asia	104	156	260	0.55%
Americas	14	22	36	0.08%
Other	2,169	2,193	4,362	9.3%
<b>Total</b>	<b>23,197</b>	<b>23,730</b>	<b>46,927</b>	<b>100%</b>