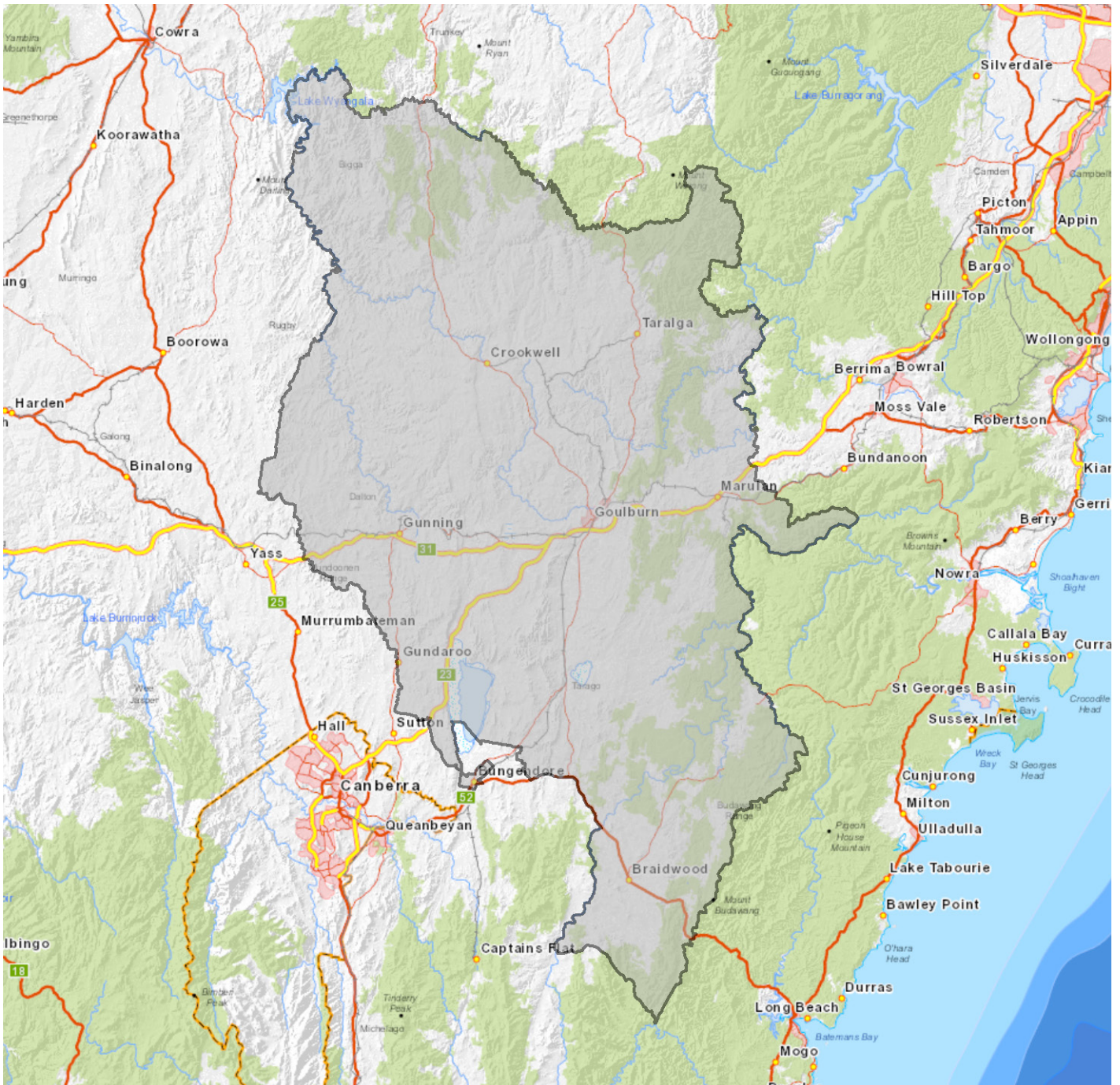


GOULBURN

EAGLE FM 93.5 • 1368 2GN



Station Name	Eagle FM 93.5	1368 2GN
Call Sign	2SNO	2GBN
Frequency	93.5 MHz	1368 kHz
Network	Capital Radio Network	Capital Radio Network
Address	PO Box 115, Goulburn, NSW 2580	PO Box 115, Goulburn, NSW 2580
Phone	02 4821 7777	02 4821 3377
Fax	-	-
Email	studio@eaglefm.com.au	studio@2gn.com.au
Web Address	eaglefm.com.au	2gn.com.au
Description of Content/Format	Hit Music	70s, 80s & 90s Music
Demographic Profile of Station Audience	Under 40	40+

GOULBURN

Goulburn is located in the southeast of NSW on the scenic Southern Tablelands. Goulburn is conveniently one hour from Canberra, under two hours from Sydney by freeway, and one and a half hours from the South Coast. Goulburn is a major agricultural centre for the Southern Tablelands area as well as being a regional centre for a number of NSW Government departments. Goulburn was Australia's first inland city and boasts many beautiful historic buildings, including the oldest running brewery in NSW.

In comparison to the 2011 census, the population of the radio licence area of Goulburn has increased by 6.7% to 52,078. Over 55% of the population in Goulburn is aged over 40 years. The birthplace for 85% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons. The area has a relatively large number of children and teenagers, reflected in the high proportion of families with children (40% of total families and 15% single parents).

Of the 9,651 people attending an educational institution, 45% were either in infants or primary, 34% were attending a secondary educational institution, 10% attending TAFE, and 12% attending University or another tertiary institution. Of the 20,350 people who already have a tertiary qualification, 32% have a degree and 68% 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 (18,874) in Goulburn, 38% of dwellings are owned outright and 36% are mortgaged. Private rental properties represented only 19% of total dwellings. 20% of the total households (18,931) in Goulburn have a household income range between \$21,000 – \$41,999pa; 22% between \$42,000 – \$77,999pa; and 11% between \$78,000 – \$103,999pa.

Some of the main Goulburn attractions are the festivals; Blues, Roses, Heritage and Jazz, and Lilac Time, and the Wakefield Park Motor Racing Circuit.

AGRICULTURE

Goulburn is one of the major wool producing areas in Australia. The farms in the area support over 1.3 million sheep and lambs. There is a large sheep abattoir serving the district and one of the biggest employers of personnel. There is also a first class wool processing plant.

The Goulburn area also produces beef (126 thousand beef cattle in total), as well as over 15 thousand kilograms of peaches and 7 thousand kilograms of nectarines.

EMPLOYMENT

59% of the total labour force of 25,148 is employed full time. The main industries of employment are:

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

Goulburn, being a service centre to the large rural hinterland, provides a large percentage of agricultural employment. Goulburn also supports a large retail sector including all major banks, car dealers, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the area.

GOULBURN

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	23,087	22,666	45,753	87.85%
0-9 years	3,331	2,994	6,325	12.15%
10-17 years	2,637	2,463	5,100	9.79%
18-24 years	1,962	1,600	3,562	6.84%
25-39 years	4,212	4,124	8,336	16.01%
40-54 years	5,634	5,717	11,351	21.8%
55-64 years	3,811	3,769	7,580	14.56%
65-74 years	3,150	2,955	6,105	11.72%
75+ years	1,681	2,038	3,719	7.14%
Total 2011 population	24,740	24,066	48,806	
Total 2016 population	26,418	25,660	52,078	100%
% change 2011-2016			6.7%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	14,949	59.44%
Part-time employed	7,498	29.82%
Not stated employed	1,454	5.78%
Unemployed	1,247	4.96%
Total labour force	25,148	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	301	1.59%
\$7,750 – \$20,999	1,020	5.39%
\$21,000 – \$41,999	3,862	20.4%
\$42,000 – \$77,999	4,248	22.44%
\$78,000 – \$103,999	2,021	10.68%
\$104,000 – \$129,999	1,828	9.66%
\$130,000 – \$155,999	1,108	5.85%
\$160,000 – \$181,999	818	4.32%
\$182,000 – \$207,999	613	3.24%
\$208,000+	1,058	5.59%
Not stated	2,054	10.85%
Total households	18,931	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	5,606	40.37%
Couple families – No children	6,108	43.99%
Single parents	2,064	14.86%
Other families	107	0.77%
Total families	13,885	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	8,020	33.4%
Technicians & trade workers/ Community & personal service workers	6,369	26.52%
Clerical & administrative workers	3,098	12.9%
Sales workers	1,930	8.04%
Machinery operators & drivers/Labourers	4,188	17.44%
Not stated	408	1.7%
Total	24,013	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,302	9.72%
Mining	234	0.99%
Manufacturing/Electricity, gas, water & waste services/Construction	3,500	14.78%
Wholesale trade/Retail trade/ Accommodation & food services	4,000	16.89%
Transport, postal & warehousing/ Information, media & communications	1,249	5.27%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,234	5.21%
Professional scientific & technical services	1,241	5.24%
Public administration & safety	3,150	13.3%
Education & training/Health care & social assistance	4,686	19.78%
Arts & recreation services	251	1.06%
Other services	940	3.97%
Not stated	899	3.8%
Total	23,686	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	249,235
Alcoholic beverages	33,734
Clothing & footwear	46,149
Household furnishings & equipment	66,390
Furniture & floor covering	22,393
Household appliances	16,001
Household services & operation	51,140
Medical care & health expenses	87,340
Motor vehicle purchase	57,362
Motor vehicle running costs	143,167
Recreation	181,814
Recreational & educational equipment	46,069
Holidays	85,086
Personal care	30,098

GOULBURN

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,234	2,064	4,298	8.25%
Secondary	1,630	1,604	3,234	6.21%
TAFE	457	548	1,005	1.93%
University	378	736	1,114	2.14%
Total	4,699	4,952	9,651	18.53%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	7,231	38.31%
Mortgaged	6,720	35.6%
Private rental	3,634	19.25%
Housing authority/Not stated	1,158	6.14%
Other tenure type	131	0.69%
Total dwellings	18,874	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	6,471	12.43%
Certificate	13,879	26.65%
Total	20,350	39.08%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	356	5.6%
\$450 – \$799 per month	333	5.24%
\$800 – \$999 per month	407	6.4%
\$1,000 – \$1,799 per month	2,254	35.46%
\$1,800 – \$2,399 per month	1,269	19.96%
\$2,400 – \$2,999 per month	601	9.45%
\$3,000 – \$3,999 per month	550	8.65%
\$4,000+ per month	301	4.73%
Not stated	286	4.5%
Total mortgaged dwellings	6,357	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	906	4.72%
1 vehicle	5,597	29.19%
2+ vehicles	11,940	62.27%
Not stated	733	3.82%
Total	19,176	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	614,338
Cereal crops – Wheat for grain – Production (t)	6,773
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	482
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	8,619
Vegetables for human consumption – Tomatoes – Total production (t)	9
Vegetables for human consumption – Total area (ha)	84
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	6,106
Fruit & nuts – Nectarines – Production (kg)	7,194
Fruit & nuts – Peaches – Production (kg)	15,497
Fruit & nuts – Nuts – Total trees (no.)	430
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	36,404
Fruit & nuts – Grapes – Total area (ha)	38
Livestock – Sheep & lambs – Total (no.)	1,328,316
Livestock – Dairy cattle – Total (no.)	506
Livestock – Meat cattle – Total (no.)	126,262

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	14,716	76.45%
Internet not accessed from dwelling	4,000	20.78%
Not stated	533	2.77%
Total	19,249	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	22,273	21,525	43,798	85.15%
Europe	971	997	1,968	3.83%
Africa & Middle East	85	66	151	0.29%
Asia	227	304	531	1.03%
Americas	71	53	124	0.24%
Other	2,492	2,372	4,864	9.46%
Total	26,119	25,317	51,436	100%