



ARMIDALE

1134 2AD & FM 100.3

ACMA	2AD	2NEB
On-Air Name	1134 2AD	FM 100.3
Frequency	1134KHz	100.3MHz
Postal Address	PO Box 270	PO Box 270
Suburb/State/Postcode	Armidale NSW 2350	Armidale NSW 2350
Phone	02 6772 1144	02 6772 1333
Fax	02 6772 9942	02 6772 9942
e-mail	admin@neb2ad.com.au	admin@neb2ad.com.au
WWW	www.2ad.com.au	www.fm1003.com.au
Format	Gold & Talk	Contemporary Hits Music
Primary Station Area Coverage	Armidale	Armidale
Demographic Profile of Station Audience	40+	18-39

More info: Click [here](#) for updated Station contacts and non-metro Agency representation



ARMIDALE

Armidale is strategically positioned on the New England Highway, half way between Sydney and Brisbane, and within easy reach of Coffs Harbour and the Mid North Coast. The area is surrounded by World Heritage National Parks with spectacular Gorge Country waterfalls, rainforests and exotic flora and fauna.

The New England region is a rich rural area, renowned for its superfine wool, fat lambs and cattle, with specialist breeding facilities and headquarters for a number of breed societies. Armidale is the centre for the New England farming district as well as being a significant regional city with a university that attracts students from around Australia.

In comparison to the 2006 census, the population of the radio licence area of Armidale has grown by 15.54% to 38,136. Being a university town, the number of people aged 18-24 increased in Armidale along with all other age groups. Over 48% of the population is above 40 years of age. The birthplace for almost 86% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 10,155 people attending an educational institution, 32% were either in infants or primary, 28% were attending a secondary educational institution, 31% were attending university or another tertiary institution and 9% attending TAFE.

Of the 13,444 people who already have a tertiary qualification, 38% have a degree and 62% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (13,847) in Armidale, 38% of dwellings are owned outright and 28% are mortgaged. Private rental properties that most likely cater to the student population represent 26% of total dwellings.

23% of the total households (13,840) in Armidale have a household income range between \$21,000-\$41,999pa, 18% between \$42,000-\$64,999pa and 17% between \$65,000-\$103,999pa

Armidale is the major comparative shopping centre for the New England area. All major banks, car dealers, fast-food restaurants and an extensive selection of national retail and chain stores are represented in the city.

Armidale is leading the field in the commercialisation of technology - through animal breeding systems, computer software, electronic agriculture devices, pharmaceutical and animal health products.

AGRICULTURE

The New England district is predominantly a wool producing area, to promote the local wool industry the New England Wool Expo and Australian Wool Fashion Awards are held each year. The farms in the area support over 891 thousand sheep and lambs.

There are over 204 thousand beef cattle in the region. Specialist breeding facilities and headquarters for almost all the Australian Breed Societies, CSIRO and Sheep CRC can be found in the area.

EMPLOYMENT

The majority (56%) of the labour force of 17,947 is employed full time. The main industries of employment are:

- Education, Health, & Community Services;
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants; and
- Agriculture, Forestry and Fishing

ARMIDALE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	16083	17221	33304	87.33
Aged 0-9 Years	2440	2392	4832	12.67
Aged 10-17 Years	2231	2145	4376	11.47
Aged 18-24 Years	2239	2405	4644	12.18
Aged 25-39 Years	2810	3045	5855	15.35
Aged 40-54 Years	3659	3991	7650	20.06
Aged 55+ Years	5144	5635	10779	28.26
Total 2011 Population	18523	19613	38136	100.00
Total 2006 Population	15949	17056	33005	
% Change 2006-2011			15.55%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	10061	56.06
Part-time Employed	5678	31.64
Not Stated Employed	350	1.95
Unemployed	1124	6.26
Total Labour Force	17947	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	451	3.26
\$10000-\$20999pa	1594	11.52
\$21000-\$41999pa	3134	22.64
\$42000-\$64999pa	2485	17.96
\$65000-\$103999pa	2421	17.49
\$104000-\$155999pa	1497	10.82
\$156000+pa	682	4.93
Not Stated	458	3.31
Total Households	13840	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	3905	40.71
Couple Families-No Children	4071	42.44
Single Parents	1525	15.90
Other Families	91	0.95
Total Families	9592	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	6571	39.07
Technicians/Trade Workers/Community Personal Service Workers	3708	22.05
Clerical & Administrative Workers	2113	12.56
Sales Workers	1534	9.12
Machinery Operation/Driver/& Labourers	2657	15.80
Not Stated	234	1.39
Total	16817	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2502	14.99
Mining	105	0.63
Construction/Electricity gas water and waste services/Manufacturing	1682	10.08
Wholesale/Retail Trade, Accom + Food	3395	20.35
Transport Postal & Warehouse/Telecomms	589	3.53
Finance & Insurance Services	900	5.39
Professional scientific and technical services	860	5.15
Public administration and safety	837	5.02
Education & Health	4722	28.30
Arts and recreation services	195	1.17
Other services	598	3.58
Inadequately described or not stated	301	1.80
Total	16686	100.00

ANNUAL HOUSEHOLD EXPENDITURE	\$000'S PA
Food and non Alcoholic Beverages	134,066
Total Alcoholic beverages	20,986
Total Clothing and Footwear	28,935
Total Household Linen Furnishings & Equipment	33,266
Furniture and Floor Covering	11,259
Household Appliances	8,403
Household Services and Operation	44,279
Total Medical Care and Pharmacy	40,490
Motor Vehicle Purchase	29,755
Total Motor Vehicle Running Cost incl Rego	58,438
Audio Visual Equipment and Parts	33,613
Recreation	103,038
Holidays Australia and Overseas	33,455
Total Personal care and Hygiene	16,094
Total Super and Life Insurance	52,071

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1672	1542	3214	8.43
Secondary	1439	1437	2876	7.55
TAFE	416	546	962	2.52
University & Other	1289	1814	3103	8.14
Total	4816	5339	10155	26.64

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	5251	37.92
Mortgaged	3870	27.95
Private Rental	3691	26.66
Housing Authority/Not Stated	889	6.42
Other Tenure Type	146	1.05
Total Dwellings	13847	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	5094	13.36
Certificate	8350	21.91
Total	13444	35.27

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	408	10.52
\$500-\$799 per month	397	10.23
\$800-\$999 per month	372	9.59
\$1000-\$1399 per month	810	20.88
\$1400+ per month	1702	43.88
Not Stated	190	4.90
Total Mortgaged Dwellings	3879	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1036	0.07
1 Vehicle	4970	0.36
2+ Vehicles	7382	0.53
Not Stated	453	1.66
Total	12352	0.89

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	572,049
Land Use - Grazing land (including pastures and rangelands) area (ha)	521,601
Cereal Crops - Wheat for grain production (t)	107
Cereals for grain total production (t)	906
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	64
Sorghum for grain production (t)	129
Vegetables for human consumption, total area (ha)	38
Tomatoes total production (t)	4,867
Avocados, total production (kg)	5,913
Nuts total trees (n)	134
Total grapes total area of vines (ha)	22
Orchard trees (incl. nuts) total trees - number (n)	10,343
Sheep and lambs total number (n)	891,764
Milk cattle (n)	412
Meat cattle (n)	204,441
Apples production (kg)	235,046
Nectarines production (kg)	53
Peaches production (kg)	473

INTERNET USAGE

Connection	Total	% Market Population
No Connection	3421	24.71
Broadband	8795	63.53
Dial-up	529	3.82
Other	600	4.33
Not Stated	498	3.60
Total	13843	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	15812	16822	32634	85.64
Europe	619	658	1277	3.35
Africa & Middle East	101	66	167	0.44
Asia	354	406	760	1.99
Americas	116	145	261	0.68
Other	1499	1510	3009	7.90
Total Population Total	18501	19607	38108	100.00