



# LISMORE

900 2LM & 100.9 ZZZ FM

<b>ACMA</b>	2LM	2ZZZ
<b>On-Air Name</b>	9002LM	100.9 ZZZ FM
<b>Frequency</b>	900 kHz & 104.3 MHz	100.9 MHz
<b>Postal Address</b>	PO Box 44	PO Box 44
<b>Suburb/State/Postcode</b>	Lismore NSW 2480	Lismore NSW 2480
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<b>WWW</b>	www.zzz2lm.net.au	www.zzz2lm.net.au
<b>Format</b>	News, Information & Talk	Adult Contemporary
<b>Primary Station Area Coverage</b>	Lismore, NSW North Coast	Lismore, NSW North Coast
<b>Demographic Profile of Station Audience</b>	35+	18-35

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

## LISMORE

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Lismore is a major regional centre located on the far north coast of New South Wales, just south of the Queensland border. Sydney is some 750 kilometres to the south, and Brisbane 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. Southern Cross University and a TAFE are based in Lismore.

The Lismore Radio License Area is one of the larger areas in NSW. There are five council areas that overlap the Lismore radio license area. The total population based on the 2011 census is 143,693. Over 54% of the population in Lismore is aged over 40 years. The birthplace for over 85.2% 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 37% of total families). Of the 29,903 people attending an educational institution, 40% were in infants or primary, 33% were attending a secondary educational institution, 12% attending TAFE, and 15% attending the University. Of the 51,277 people who already have a tertiary qualification, 69% have a certificate, diploma or another tertiary qualification and 31% have a degree.

The stability of the area is reflected in a high level of home ownership. Of the total dwellings (55,651) in Lismore, 38% are owned outright and 29% are mortgaged. Private rental properties that most likely cater to the student population represent 26% of total dwellings.

25% of the total households (55,666) in Lismore have a household income range between \$21,000 – \$41,999pa, 19% between \$42,000 – \$64,999pa and 17% between \$65,000 – \$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

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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 137 thousand beef cattle, 15 thousand dairy cattle and 7 thousand sheep and lambs.

Sugar cane is grown in the area; during the 2011 season over 500 thousand tonnes of sugar cane was cut for crushing. 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 750 thousand kilograms of avocados, 20 thousand kilograms of mangoes, 372 thousand kilograms of peaches and 433 thousand kilograms of nectarines.

### EMPLOYMENT

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The region's industry began in forestry, graduated to dairy and today progressing into medicinal herb production, health, transport and education continue to grow.

The majority (49.78%) of the labour force of 64,673 people is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants;
- Education, Health & Community Services; and
- Manufacturing, Construction, Electricity, Gas & Water Supply.

## LISMORE

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	61238	64943	126181	87.81
Aged 0-9 Years	8985	8527	17512	12.19
Aged 10-17 Years	8159	7880	16039	11.16
Aged 18-24 Years	5176	4858	10034	6.98
Aged 25-39 Years	10453	11478	21931	15.26
Aged 40-54 Years	15450	16749	32199	22.41
Aged 55+ Years	22000	23978	45978	32.00
Total 2011 Population	70223	73470	143693	100.00
Total 2006 Population	66655	70180	136835	
% Change 2006-2011			5.01%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	32200	49.79
Part-time Employed	23597	36.49
Not Stated Employed	1324	2.05
Unemployed	4985	7.71
Total Labour Force	64673	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1571	2.82
\$10000-\$20999pa	7258	13.04
\$21000-\$41999pa	13950	25.06
\$42000-\$64999pa	10460	18.79
\$65000-\$103999pa	9390	16.87
\$104000-\$155999pa	5163	9.27
\$156000+pa	2119	3.81
Not Stated	1487	2.67
Total Households	55666	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	14388	37.46
Couple Families-No Children	15868	41.31
Single Parents	7618	19.83
Other Families	534	1.39
Total Families	38408	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	19822	33.21
Technicians/Trade Workers/Community Personal Service Workers	14968	25.08
Clerical & Administrative Workers	7163	12.00
Sales Workers	6220	10.42
Machinery Operation/Driver/& Labourers	10619	17.79
Not Stated	897	1.50
Total	59689	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3285	5.52
Mining	309	0.52
Construction/Electricity gas water and waste services/Manufacturing	9667	16.23
Wholesale/Retail Trade, Accommodation	14412	24.20
Transport, Postal & Warehouse/ Telecomms	2814	4.72
Finance & Insurance Services	3955	6.64
Professional scientific and technical services	2912	4.89
Public administration and safety	2807	4.71
Education & Health	15105	25.36
Arts and recreation services	935	1.57
Other services	2111	3.54
Not stated	1252	2.10
Total	59564	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	595,408
Total Alcoholic beverages	93,201
Total Clothing and Footwear	128,505
Total Household Linen Furnishings & Equipment	147,739
Furniture and Floor Covering	50,002
Household Appliances	37,320
Household Services and Operation	196,650
Total Medical Care and Pharmacy	179,823
Motor Vehicle Purchase	132,145
Total Motor Vehicle Running Cost incl Rego	259,530
Audio Visual Equipment and Parts	149,279
Recreation	457,608
Holidays Australia and Overseas	148,579
Total Personal care and Hygiene	71,476
Total Super and Life Insurance	231,254



## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	6056	5843	11899	8.29
Secondary	4940	5052	9992	6.96
TAFE	1463	2009	3472	2.42
University & Other	1725	2815	4540	3.16
<b>Total</b>	<b>14184</b>	<b>15719</b>	<b>29903</b>	<b>20.82</b>

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	21264	38.21
Mortgaged	16283	29.26
Private Rental	14500	26.06
Housing Authority/Not Stated	3042	5.47
Other Tenure Type	562	1.01
<b>Total Dwellings</b>	<b>55651</b>	<b>100.00</b>

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	15847	11.03
Certificate	35430	24.67
<b>Total</b>	<b>51277</b>	<b>35.71</b>

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1379	8.47
\$500-\$799 per month	1460	8.97
\$800-\$999 per month	1270	7.80
\$1000-\$1399 per month	3002	18.45
\$1400+ per month	8356	51.35
Not Stated	805	4.95
<b>Total Mortgaged Dwellings</b>	<b>16272</b>	<b>100.00</b>

## MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	4020	0.07
1 Vehicle	21670	0.39
2+ Vehicles	28207	0.51
Not Stated	1762	1.61
<b>Total</b>	<b>49877</b>	<b>0.90</b>

## AGRICULTURE COMMODITY

## VALUE

Area of holding - total area (ha)	285,584
Land Use - Grazing land (including pastures and rangelands) area (ha)	204,315
Cereal Crops - Wheat for grain production (t)	3,258
Cereals for grain total production (t)	9,573
Cereal Crops - Rice for grain production (t)	4,433
Cereal Crops - Barley for grain production (t)	614
Sorghum for grain production (t)	45
Vegetables for human consumption, total area (ha)	217
Tomatoes total production (t)	144
Avocados, total production (kg)	750,034
Nuts total trees (n)	2,336,689
Total grapes total area of vines (ha)	2
Orchard trees (inc. nuts) total trees - number (n)	2,551,989
Sheep and lambs total number (n)	7,429
Milk cattle (n)	15,561
Meat cattle (n)	137,502
Apples production (kg)	63
Nectarines production (kg)	433,541
Peaches production (kg)	372,509

## INTERNET USAGE

Connection	Total	% Market Population
No Connection	13428	24.12
Broadband	36314	65.24
Dial-up	1982	3.56
Other	1994	3.58
Not Stated	1946	3.50
<b>Total</b>	<b>55664</b>	<b>100.00</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	59749	62706	122455	85.27
Europe	3956	3970	7926	5.52
Africa & Middle East	277	249	526	0.37
Asia	669	1160	1829	1.27
Americas	534	505	1039	0.72
Other	5019	4816	9835	6.85
<b>Total Population Total</b>	<b>70204</b>	<b>73406</b>	<b>143610</b>	<b>100.00</b>