



LITHGOW

2LT & MOVE FM 107.9

ACMA	2LT	2ICE
On-Air Name	2LT	Move FM 107.9
Frequency	900 kHz	107.9 MHz
Postal Address	PO Box 90	PO Box 90
Suburb/State/Postcode	LITHGOW NSW 2790	LITHGOW NSW 2790
Phone	02 6352 2900	02 6352 2900
Fax	02 6352 1569	02 6352 1569
e-mail	mail@2lt.com.au	mail@2lt.com.au
WWW	www.2lt.com.au	www.movefm.com.au
Format	Adult Contemporary	Contemporary Hit Radio
Primary Station Area Coverage	Lithgow, Upper Blue Mountains, Bathurst	Lithgow, Upper Blue Mountains, Bathurst
Demographic Profile of Station Audience	35+	18-35

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



LITHGOW

Lithgow is situated on the western slopes of the Blue Mountains about two hours drive from Sydney and is home to many diverse tourist attractions.

In comparison to the 2006 census, the population of the radio licence area of Lithgow has increased by 16.84% to 86,498. Over 55% of the population is aged over 40 years and the age range of 55 years plus has risen by 6,457 since the 2006 census. The birthplace for over 85% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons. 42% of families in the area have children.

Of the 17,982 people attending an educational institution, 39% were either in infants or primary, 32% were attending a secondary educational institution, 14% attending university or another tertiary institution and 15% attending TAFE. Of the 34,339 people who already have a tertiary qualification, 34% have a degree and 66% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (32,660) in Lithgow, 38% are owned outright and 37% are mortgaged. Private rental properties represent 19% of total dwellings. 24% of the total households (32,629) in Lithgow have a household income range between \$26,000-\$41,599pa, 15% between \$13,000-\$25,999pa and 18% between \$41,600-\$62,399pa.

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

AGRICULTURE

The area supports over 55 thousand sheep and lambs and 32 thousand beef cattle. The region produces more than 11 thousand kilograms of avocados, 48 thousand kilograms of apples and has over 6 thousand orchard trees.

EMPLOYMENT

The majority (55.9%) of the labour force of 40,692 is employed full time. The main industries of employment are:

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

LITHGOW

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	36986	38717	75703	87.52
Aged 0-9 Years	5518	5277	10795	12.48
Aged 10-17 Years	4776	4546	9322	10.78
Aged 18-24 Years	3277	2990	6267	7.25
Aged 25-39 Years	6357	6806	13163	15.22
Aged 40-54 Years	9522	9902	19424	22.46
Aged 55+ Years	13054	14473	27527	31.82
Total 2011 Population	42504	43994	86498	100.00
Total 2006 Population	36130	37901	74031	
% Change 2006-2011			16.84%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	22752	55.91
Part-time Employed	13284	32.65
Not Stated Employed	706	1.73
Unemployed	2284	5.61
Total Labour Force	40692	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	834	2.56
\$10000-\$20999pa	3622	11.10
\$21000-\$41999pa	6508	19.95
\$42000-\$64999pa	5166	15.83
\$65000-\$103999pa	5830	17.87
\$104000-\$155999pa	4676	14.33
\$156000+pa	2740	8.40
Not Stated	810	2.48
Total Households	32629	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	9632	42.11
Couple Families-No Children	9207	40.26
Single Parents	3782	16.54
Other Families	250	1.09
Total Families	22871	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	13643	35.53
Technicians/Trade Workers/Community Personal Service Workers	10013	26.08
Clerical & Administrative Workers	5178	13.49
Sales Workers	2964	7.72
Machinery Operation/Driver/& Labourers	5998	15.62
Not Stated	602	1.57
Total	38398	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	668	1.78
Mining	1159	3.10
Construction/Electricity gas water and waste services/Manufacturing	6005	16.04
Wholesale/Retail Trade, Accommodation	7271	19.43
Transport, Postal & Warehouse/ Telecomms	2238	5.98
Finance & Insurance Services	2497	6.67
Professional scientific and technical services	2096	5.60
Public administration and safety	3180	8.50
Education & Health	9564	25.55
Arts and recreation services	733	1.96
Other services	1306	3.49
Not stated	711	1.90
Total	37428	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	320,939
Total Alcoholic beverages	50,238
Total Clothing and Footwear	69,267
Total Household Linen Furnishings & Equipment	79,635
Furniture and Floor Covering	26,952
Household Appliances	20,116
Household Services and Operation	105,999
Total Medical Care and Pharmacy	96,929
Motor Vehicle Purchase	71,229
Total Motor Vehicle Running Cost incl Rego	139,893
Audio Visual Equipment and Parts	80,465
Recreation	246,661
Holidays Australia and Overseas	80,088
Total Personal care and Hygiene	38,527
Total Super and Life Insurance	124,651

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	3602	3346	6948	8.03
Secondary	2920	2905	5825	6.74
TAFE	1136	1298	2434	2.81
University & Other	1076	1699	2775	3.21
Total	8734	9248	17982	20.79

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	12446	38.11
Mortgaged	12092	37.02
Private Rental	6257	19.16
Housing Authority/Not Stated	1531	4.69
Other Tenure Type	334	1.02
Total Dwellings	32660	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	11746	13.58
Certificate	22593	26.12
Total	34339	39.71

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	796	6.59
\$500-\$799 per month	830	6.87
\$800-\$999 per month	741	6.13
\$1000-\$1399 per month	1855	15.35
\$1400+ per month	7347	60.80
Not Stated	514	4.25
Total Mortgaged Dwellings	12083	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	2972	0.09
1 Vehicle	12525	0.38
2+ Vehicles	16166	0.50
Not Stated	940	1.46
Total	28691	0.88

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	90,061
Land Use - Grazing land (including pastures and rangelands) area (ha)	76,654
Cereal Crops - Wheat for grain production (t)	4
Cereals for grain total production (t)	144
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	0
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	9
Tomatoes total production (t)	0
Avocados, total production (kg)	11,451
Nuts total trees (n)	346
Total grapes total area of vines (ha)	14
Orchard trees (incl. nuts) total trees - number (n)	6,790
Sheep and lambs total number (n)	55,665
Milk cattle (n)	9
Meat cattle (n)	32,493
Apples production (kg)	48,548
Nectarines production (kg)	22
Peaches production (kg)	56

INTERNET USAGE

Connection	Total	% Market Population
No Connection	6704	20.53
Broadband	22760	69.69
Dial-up	1090	3.34
Other	1047	3.21
Not Stated	1058	3.24
Total	32659	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	34118	35552	69670	80.59
Europe	3752	3704	7456	8.62
Africa & Middle East	159	145	304	0.35
Asia	598	821	1419	1.64
Americas	263	330	593	0.69
Other	3540	3470	7010	8.11
Total Population Total	42430	44022	86452	100.00