



# YOUNG

## 2LF & ROCCY FM

<b>ACMA</b>	2LF	2LFF
<b>On-Air Name</b>	2LF	Roccy FM
<b>Frequency</b>	1350 kHz	93.9 MHz
<b>Postal Address</b>	24 Lovell Street	24 Lovell Street
<b>Suburb/State/Postcode</b>	YOUNG NSW 2594	YOUNG NSW 2594
<b>Phone</b>	02 6382 1133	02 6382 1133
<b>Fax</b>	02 6382 4403	02 6382 4403
<b>e-mail</b>	reception@2lf.com.au	reception@2lf.com.au
<b>WWW</b>	www.2lf.com.au	www.roccyfm.com.au
<b>Format</b>	Talk, Sport & News	Hot Adult Contemporary
<b>Primary Station Area Coverage</b>	South West Slopes	South West Slopes
<b>Demographic Profile of Station Audience</b>	55+	15-54

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

## 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 93.9 Roccy FM, broadcast to the towns of Young, Cowra, Cootamundra and smaller surrounding towns such as Harden, Boorowa, Grenfell & Temora.

In comparison to the 2006 census, the total listening area population of Young has increased by 11.28% to 46,866. Over 55% of the population is aged over 40 years. The birthplace for 89.3% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 8,936 people attending an educational institution, 44% were in infants or primary, 37% were attending a secondary educational institution and 13% attending TAFE and 6% at University or another tertiary institution. Of the 13,008 people who already have a tertiary qualification, 78% have a certificate, diploma or another tertiary qualification and 22% have a degree.

The stability of the area is reflected in a high level of home ownership. Of the total dwellings (18,322) in Young 44% are owned outright and 27% are mortgaged. Private rental properties represent 21% of total dwellings.

26% of the total households (18,281) in Young have a household income range between \$21,000 – \$41,999, 17% between \$42,000 – \$64,999 and 15% between \$65,000 – \$103,999.

### AGRICULTURE

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

Known as the cherry capital of Australia, Young harvests over 600 thousand cases of cherries plus a variety of other stone fruit. The area produces over 151 thousand kilograms of peaches and 49 thousand kilograms of nectarines. Many of the fruits are preserved, pickled and packaged into attractive jars and bottles for export.

The area is a big wheat and canola producer. The area produced over 551 thousand tonnes of wheat for grain and a total production of over 669 thousand tonnes of cereals for grain.

### EMPLOYMENT

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The majority (58.6%) of the labour force of 20,135 is employed full time. The main industries of employment are:

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

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

## YOUNG

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	20103	20762	40865	87.20
Aged 0-9 Years	3094	2907	6001	12.80
Aged 10-17 Years	2829	2569	5398	11.52
Aged 18-24 Years	1560	1401	2961	6.32
Aged 25-39 Years	3163	3419	6582	14.04
Aged 40-54 Years	4646	4738	9384	20.02
Aged 55+ Years	7905	8635	16540	35.29
Total 2011 Population	23197	23669	46866	100.00
Total 2006 Population	20675	21441	42116	
% Change 2006-2011			11.28%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	11805	58.63
Part-time Employed	6059	30.09
Not Stated Employed	442	2.20
Unemployed	1156	5.74
Total Labour Force	20135	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	635	3.47
\$10000-\$20999pa	2722	14.89
\$21000-\$41999pa	4788	26.19
\$42000-\$64999pa	3120	17.07
\$65000-\$103999pa	2824	15.45
\$104000-\$155999pa	1466	8.02
\$156000+pa	589	3.22
Not Stated	770	4.21
Total Households	18281	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	4857	38.37
Couple Families-No Children	5776	45.63
Single Parents	1897	14.99
Other Families	128	1.01
Total Families	12658	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	6646	34.98
Technicians/Trade Workers/Community Personal Service Workers	4400	23.16
Clerical & Administrative Workers	2006	10.56
Sales Workers	1717	9.04
Machinery Operation/Driver/& Labourers	3911	20.58
Not Stated	320	1.68
Total	19000	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3734	19.61
Mining	135	0.71
Construction/Electricity gas water and waste services/Manufacturing	2895	15.20
Wholesale/Retail Trade, Accommodation	3989	20.95
Transport, Postal & Warehouse/ Telecomms	1017	5.34
Finance & Insurance Services	781	4.10
Professional scientific and technical services	633	3.32
Public administration and safety	1019	5.35
Education & Health	3521	18.49
Arts and recreation services	141	0.74
Other services	700	3.68
Not stated	477	2.50
Total	19042	100.00

### ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and non Alcoholic Beverages	182,935
Total Alcoholic beverages	28,636
Total Clothing and Footwear	39,482
Total Household Linen Furnishings & Equipment	45,392
Furniture and Floor Covering	15,363
Household Appliances	11,466
Household Services and Operation	60,419
Total Medical Care and Pharmacy	55,250
Motor Vehicle Purchase	40,601
Total Motor Vehicle Running Cost incl Rego	79,739
Audio Visual Equipment and Parts	45,865
Recreation	140,597
Holidays Australia and Overseas	45,650
Total Personal care and Hygiene	21,960
Total Super and Life Insurance	71,051



### TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2009	1903	3912	8.35
Secondary	1738	1605	3343	7.13
TAFE	466	660	1126	2.40
University & Other	148	407	555	1.18
Total	4361	4575	8936	19.07

### DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	8003	43.68
Mortgaged	5025	27.43
Private Rental	3936	21.48
Housing Authority/Not Stated	1180	6.44
Other Tenure Type	178	0.97
Total Dwellings	18322	100.00

### UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	2860	6.10
Certificate	10148	21.66
Total	13008	27.76

### MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	579	11.52
\$500-\$799 per month	703	13.99
\$800-\$999 per month	578	11.50
\$1000-\$1399 per month	1159	23.07
\$1400+ per month	1719	34.22
Not Stated	286	5.69
Total Mortgaged Dwellings	5024	100.00

### MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1417	0.08
1 Vehicle	6375	0.35
2+ Vehicles	9774	0.53
Not Stated	705	1.97
Total	16149	0.88

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	965,225
Land Use - Grazing land (including pastures and rangelands) area (ha)	586,061
Cereal Crops - Wheat for grain production (t)	551,945
Cereals for grain total production (t)	669,477
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	54,295
Sorghum for grain production (t)	137
Vegetables for human consumption, total area (ha)	181
Tomatoes total production (t)	3
Avocados, total production (kg)	0
Nuts total trees (n)	3,437
Total grapes total area of vines (ha)	993
Orchard trees (incl. nuts) total trees - number (n)	612,721
Sheep and lambs total number (n)	1,846,484
Milk cattle (n)	3,608
Meat cattle (n)	122,779
Apples production (kg)	28,592
Nectarines production (kg)	49,560
Peaches production (kg)	151,488

### INTERNET USAGE

Connection	Total	% Market Population
No Connection	6080	33.17
Broadband	10265	56.00
Dial-up	632	3.45
Other	604	3.30
Not Stated	748	4.08
Total	18329	100.00

### BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	20722	21139	41861	89.36
Europe	613	723	1336	2.85
Africa & Middle East	68	37	105	0.22
Asia	132	182	314	0.67
Americas	30	61	91	0.19
Other	1608	1528	3136	6.69
Total Population Total	23173	23670	46843	100.00