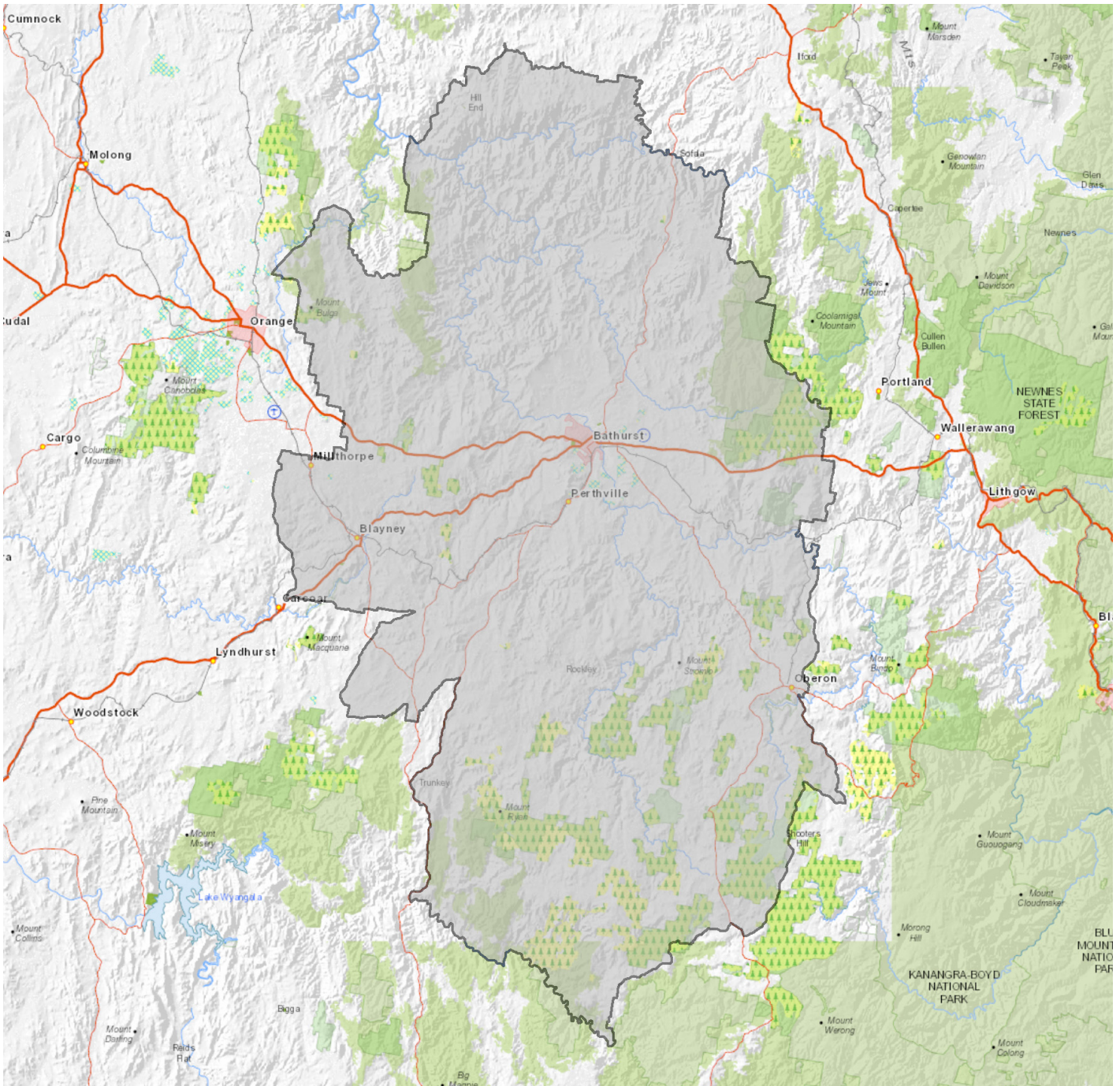


BATHURST

2BS 95.1 FM • 99.3 B-ROCK FM



| | | |
|--|--|--|
| Station Name | 2BS 95.1 FM | 99.3 B-Rock FM |
| Call Sign | 2BS | 2BXS |
| Frequency | 95.1 MHz | 99.3 MHz |
| Network | Super Radio Network | Super Radio Network |
| Address | 109 George St, Bathurst, NSW 2795 | PO Box 310, Bathurst, NSW 2795 |
| Phone | 02 6331 7777 | 02 6331 7777 |
| Fax | 02 6332 1503 | 02 6332 1503 |
| Email | reception@2bs.com.au | reception@brockfm.com.au |
| Web Address | 2bs.com.au | brockfm.com.au |
| Description of Content/Format | News, Talk and Gold | Best New Rock and Great Classics |
| Demographic Profile of Station Audience | 25+ | 18-54 |

BATHURST

Bathurst is a progressive city located in the mid west of NSW at the junction of the Great Western, Mid Western and Mitchell Highways. On the western slopes of the Great Dividing Range, Bathurst is located approximately 200 kilometres west of Sydney. It is a comfortable two and a half hours drive from Sydney and three and a half hours from the national capital, Canberra. The city of Bathurst is the oldest inland settlement in Australia and home to Mount Panorama motor racing circuit and a growing wine industry.

In comparison to the 2011 census, the population within the radio licence area of Bathurst has increased by 3.56% to 57,396. There was an increase across all age demographics within the region. Over 49% of the population in Bathurst is aged over 40 years.

The birthplace for 86% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Bathurst has a relatively young population, reflected in the large number of families (42% of total families) with children and teenagers. Having a number of educational facilities, Bathurst maintains a relatively high proportion (33%) of under 25 year olds unlike many other country towns whose young people have gone to the cities in search of training and better job opportunities.

Bathurst provides a wide range of educational opportunities: pre-school, both private and public co-educational or single sex secondary schooling, and tertiary institutes such as Charles Sturt University. Of the 13,047 people attending an educational institution, 40% were either in infants or primary, 31% were attending a secondary educational institution, 9% attending TAFE, and 20% attending University or another tertiary institution. Of the 21,960 people who already have a tertiary qualification, 68% have a certificate, diploma or another tertiary qualification and 32% have a degree.

The stability of the area is reflected in a high level of home ownership. Of the total dwellings (20,041) in Bathurst, 36% of dwellings are owned outright and 34% are mortgaged. Private rental properties that most likely cater to the student population represent 24% of total dwellings.

21% of the total households (20,173) in Bathurst have a household income range between \$21,000 – \$41,999pa; 23% between \$42,000 – \$77,999pa, and 12% between \$78,000 – \$103,999pa.

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

AGRICULTURE

Bathurst is traditionally a wool area. While the radio licence area is relatively small, the farms in the area support over 535 thousand sheep and lambs. The district also produces some beef; there are over 79 thousand beef cattle. The area has produced over 769 thousand kilograms of apples, over 46 thousand kilograms of nectarines and 66 thousand kilograms of peaches.

EMPLOYMENT

The majority (58%) of the labour force of 27,219 people is employed full time. The main industries of employment are:

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

Bathurst prides itself in its education facilities, with education being one of the largest employers in the city. Charles Sturt University has a campus located in Bathurst.

BATHURST

AGE COHORTS

| Age | Male | Female | Total | Market population |
|------------------------------|---------------|---------------|---------------|-------------------|
| 10+ years | 25,084 | 24,857 | 49,941 | 87.01% |
| 0-9 years | 3,821 | 3,634 | 7,455 | 12.99% |
| 10-17 years | 3,196 | 3,005 | 6,201 | 10.8% |
| 18-24 years | 2,858 | 2,637 | 5,495 | 9.57% |
| 25-39 years | 5,138 | 4,707 | 9,845 | 17.15% |
| 40-54 years | 5,521 | 5,706 | 11,227 | 19.56% |
| 55-64 years | 3,759 | 3,693 | 7,452 | 12.98% |
| 65-74 years | 2,996 | 2,922 | 5,918 | 10.31% |
| 75+ years | 1,616 | 2,187 | 3,803 | 6.63% |
| Total 2011 population | 28,011 | 27,413 | 55,424 | |
| Total 2016 population | 28,905 | 28,491 | 57,396 | 100% |
| % change 2011-2016 | | | 3.56% | |

LABOUR FORCE

| Employment classification | Total | Labour force |
|---------------------------|---------------|--------------|
| Full-time employed | 15,872 | 58.31% |
| Part-time employed | 8,295 | 30.48% |
| Not stated employed | 1,506 | 5.53% |
| Unemployed | 1,546 | 5.68% |
| Total labour force | 27,219 | 100% |

HOUSEHOLD INCOME

| Income range (pa) | Total | Occupied dwellings |
|-------------------------|---------------|--------------------|
| \$0 – \$7,749 | 287 | 1.42% |
| \$7,750 – \$20,999 | 1,069 | 5.3% |
| \$21,000 – \$41,999 | 4,157 | 20.61% |
| \$42,000 – \$77,999 | 4,733 | 23.46% |
| \$78,000 – \$103,999 | 2,400 | 11.9% |
| \$104,000 – \$129,999 | 1,994 | 9.88% |
| \$130,000 – \$155,999 | 1,252 | 6.21% |
| \$160,000 – \$181,999 | 852 | 4.22% |
| \$182,000 – \$207,999 | 545 | 2.7% |
| \$208,000+ | 804 | 3.99% |
| Not stated | 2,080 | 10.31% |
| Total households | 20,173 | 100% |

FAMILY STRUCTURE

| Type of family | Total | Total families |
|-------------------------------|---------------|----------------|
| Couple families – Children | 6,066 | 42.04% |
| Couple families – No children | 5,830 | 40.41% |
| Single parents | 2,408 | 16.69% |
| Other families | 124 | 0.86% |
| Total families | 14,428 | 100% |

OCCUPATION

| Employment classification | Total | Occupations |
|--|---------------|-------------|
| Managers/Professionals | 8,071 | 31.51% |
| Technicians & trade workers/ Community & personal service workers | 6,920 | 27.02% |
| Clerical & administrative workers | 3,061 | 11.95% |
| Sales workers | 2,312 | 9.03% |
| Machinery operators & drivers/Labourers | 4,864 | 18.99% |
| Not stated | 383 | 1.5% |
| Total | 25,611 | 100% |

INDUSTRY

| Industry | Total | Workforce |
|---|---------------|-------------|
| Agriculture, forestry & fishing | 1,667 | 6.57% |
| Mining | 533 | 2.1% |
| Manufacturing/Electricity, gas, water & waste services/Construction | 4,541 | 17.91% |
| Wholesale trade/Retail trade/ Accommodation & food services | 4,715 | 18.59% |
| Transport, postal & warehousing/ Information, media & communications | 1,276 | 5.03% |
| Financial & insurance services/ Rental hiring & real estate services/ Administration & support services | 1,306 | 5.15% |
| Professional scientific & technical services | 957 | 3.77% |
| Public administration & safety | 2,116 | 8.34% |
| Education & training/Health care & social assistance | 6,040 | 23.82% |
| Arts & recreation services | 274 | 1.08% |
| Other services | 949 | 3.74% |
| Not stated | 985 | 3.88% |
| Total | 25,359 | 100% |

ANNUAL HOUSEHOLD EXPENDITURE

| Product or service | \$000's (pa) |
|--------------------------------------|--------------|
| Food & non-alcoholic beverages | 262,826 |
| Alcoholic beverages | 35,575 |
| Clothing & footwear | 48,666 |
| Household furnishings & equipment | 70,009 |
| Furniture & floor covering | 23,614 |
| Household appliances | 16,873 |
| Household services & operation | 53,928 |
| Medical care & health expenses | 92,102 |
| Motor vehicle purchase | 60,489 |
| Motor vehicle running costs | 150,975 |
| Recreation | 191,728 |
| Recreational & educational equipment | 48,581 |
| Holidays | 89,725 |
| Personal care | 31,739 |

BATHURST

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

| School | Male | Female | Total | Market population |
|-----------------|--------------|--------------|---------------|-------------------|
| Infants/primary | 2,660 | 2,517 | 5,177 | 9.02% |
| Secondary | 2,101 | 2,004 | 4,105 | 7.15% |
| TAFE | 498 | 709 | 1,207 | 2.1% |
| University | 976 | 1,582 | 2,558 | 4.46% |
| Total | 6,235 | 6,812 | 13,047 | 22.73% |

DWELLING TENURE TYPE

| Tenure type | Total | Total dwellings |
|------------------------------|---------------|-----------------|
| Fully owned | 7,118 | 35.52% |
| Mortgaged | 6,854 | 34.2% |
| Private rental | 4,764 | 23.77% |
| Housing authority/Not stated | 1,217 | 6.07% |
| Other tenure type | 88 | 0.44% |
| Total dwellings | 20,041 | 100% |

UNIVERSITY QUALIFICATIONS

| Type of tertiary qualification | Total | Market population |
|--------------------------------|---------------|-------------------|
| Degree | 7,068 | 12.31% |
| Certificate | 14,892 | 25.95% |
| Total | 21,960 | 38.26% |

MORTGAGE PAYMENTS

| Monthly mortgage payment | Total | Mortgaged dwellings |
|----------------------------------|--------------|---------------------|
| \$0 – \$449 per month | 361 | 5.57% |
| \$450 – \$799 per month | 327 | 5.05% |
| \$800 – \$999 per month | 361 | 5.57% |
| \$1,000 – \$1,799 per month | 2,569 | 39.64% |
| \$1,800 – \$2,399 per month | 1,480 | 22.84% |
| \$2,400 – \$2,999 per month | 595 | 9.18% |
| \$3,000 – \$3,999 per month | 337 | 5.2% |
| \$4,000+ per month | 205 | 3.16% |
| Not stated | 246 | 3.8% |
| Total mortgaged dwellings | 6,481 | 100% |

MOTOR VEHICLES

| Number of cars | Total | % Total |
|----------------|---------------|-------------|
| No vehicles | 1,059 | 5.23% |
| 1 vehicle | 6,217 | 30.68% |
| 2+ vehicles | 12,167 | 60.04% |
| Not stated | 823 | 4.06% |
| Total | 20,266 | 100% |

AGRICULTURAL COMMODITY

| Agriculture commodity | Value |
|--|---------|
| Area of holding – Total area (ha) | 292,931 |
| Cereal crops – Wheat for grain – Production (t) | 4,076 |
| Cereal crops – Rice for grain – Production (t) | 0 |
| Cereal crops – Barley for grain – Production (t) | 1,058 |
| Cereal crops – Sorghum for grain – Production (t) | 13 |
| Cereal crops – Total for grain – Production (t) | 10,061 |
| Vegetables for human consumption – Tomatoes – Total production (t) | 0 |
| Vegetables for human consumption – Total area (ha) | 630 |
| Fruit & nuts – Avocados – Production (kg) | 0 |
| Fruit & nuts – Apples – Production (kg) | 769,424 |
| Fruit & nuts – Nectarines – Production (kg) | 46,182 |
| Fruit & nuts – Peaches – Production (kg) | 66,426 |
| Fruit & nuts – Nuts – Total trees (no.) | 4,178 |
| Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.) | 46,713 |
| Fruit & nuts – Grapes – Total area (ha) | 194 |
| Livestock – Sheep & lambs – Total (no.) | 535,069 |
| Livestock – Dairy cattle – Total (no.) | 1,142 |
| Livestock – Meat cattle – Total (no.) | 79,273 |

INTERNET USAGE

| Connection | Total | Total dwellings |
|-------------------------------------|---------------|-----------------|
| Internet accessed from dwelling | 15,885 | 77.94% |
| Internet not accessed from dwelling | 3,898 | 19.12% |
| Not stated | 599 | 2.94% |
| Total | 20,382 | 100% |

BIRTHPLACE BY REGION

| Region | Male | Female | Total | Market population |
|-------------------------|---------------|---------------|---------------|-------------------|
| Oceania incl. Australia | 24,698 | 24,212 | 48,910 | 86.32% |
| Europe | 845 | 776 | 1,621 | 2.86% |
| Africa & Middle East | 114 | 76 | 190 | 0.34% |
| Asia | 315 | 311 | 626 | 1.1% |
| Americas | 23 | 39 | 62 | 0.11% |
| Other | 2,612 | 2,638 | 5,250 | 9.27% |
| Total | 28,607 | 28,052 | 56,659 | 100% |