



DENILIQUN/ECHUCA-MOAMA

102.5 CLASSIC ROCK & 1521 2QN

ACMA	2MOR	2QN
On-Air Name	102.5 Classic Rock	1521 2QN
Frequency	102.5 MHz	1521 kHz
Postal Address	368 George St	368 George St
Suburb/State/Postcode	DENILIQUN NSW 2710	DENILIQUN NSW 2710
Phone	03 5881 1811	03 5881 1811
Fax	03 5881 4613	03 5881 4613
e-mail	admin@classicrock.com.au	admin@classicrock.com.au
WWW	www.classicrock.com.au	www.2qn.com.au
Format	Contemporary Adult	Gold
Primary Station Area Coverage	Echuca, Deniliquin, Southern NSW & North East VIC	Echuca, Deniliquin, Southern NSW & North East VIC
Demographic Profile of Station Audience	All people 18-39	All People 35+

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

DENILIQVIN

1521QN & Classic Rock 102.5FM are licensed to service Deniliquin and Echuca in inland southern NSW and northern Victoria. The area includes part of the rich farmland of the Riverina district that borders the Murray River. While the majority of the Licence Area technically falls within NSW, Echuca is only 200 kms from Melbourne.

Echuca-Moama sits on the Murray River and was once the largest inland wool port for the Murray paddle steamers. The town is now an important tourist destination and attracts visitors all over Australia and overseas. Echuca's historic port and riverboats draw millions of visitors a year. The Deniliquin Ute Muster is a major event drawcard each year, regularly setting World Records in the number of utes in one location.

In comparison to the 2006 census, the population of the radio licence area for Deniliquin/Echuca-Moama has increased by 18.87% to 63,514. Over 55% of the population in Deniliquin is aged over 40 years. The birthplace for 88% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 11,607 people attending an educational institution, 45% were either in infants or primary school; 37% were in secondary school; 11% at TAFE and 7% at University or another tertiary institution. Of the 17,717 people who already have a tertiary qualification, 21% have a degree and 79% have a certificate, diploma or another tertiary qualification.

Deniliquin and Echuca are located in a large farming district and reflect many of the strong family values of regional Australia. The area has a high proportion (24%) of children and teenagers, and a large number (38%) of families with children.

The stability of the area is reflected in the number of homes that are owned outright. Of the total dwellings (24,554) in Deniliquin, 40% are owned outright and 30% are mortgaged. Private rental properties represent 22% of total dwellings.

25% of the total households (24,535) in Deniliquin have a household income range between \$21,000 – \$41,999pa; 18% between \$42,000 – \$64,999pa; and 17% between \$65,000 – \$103,999pa.

AGRICULTURE

Deniliquin and Echuca is the centre of a rich farming district that produces a diverse range of crops. Deniliquin is the centre for a number of large sheep studs that produce the world's finest medium wool. The farms in the area support over 73 thousand beef, 97 thousand dairy cattle, and over 758 thousand sheep & lambs.

The area also has broad acre wheat farming. The area produced over 361 thousand tonnes of wheat for grain and 699 thousand tonnes of cereals for grain. There are over 1.6 million orchard trees (including nut trees) in the region producing 7.8 million kilograms of apples, 6.3 million kilograms of nectarines and 21.7 million kilograms of peaches.

The Murray and Edward rivers are a source of water for year round irrigation that has made the area a large fruit producer, as well as providing good grazing land for the area's dairy industry. Much of Melbourne's vegetables are also grown in the district.

EMPLOYMENT

Deniliquin/Echuca is a farming district. The majority (58.5%) of the labour force of 29,215 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants;
- Manufacturing, Construction, Electricity, Gas & Water Supply.

Agriculture is also a large source of employment and also provides a base for the retail sector in Deniliquin. Tourism has grown in the past few years and is now a major source of employment in Echuca.

DENILIQUIN

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	27498	28126	55624	87.58
Aged 0-9 Years	4139	3751	7890	12.42
Aged 10-17 Years	3630	3425	7055	11.11
Aged 18-24 Years	2238	2048	4286	6.75
Aged 25-39 Years	4442	4789	9231	14.53
Aged 40-54 Years	6364	6765	13129	20.67
Aged 55+ Years	10824	11099	21923	34.52
Total 2011 Population	31637	31877	63514	100.00
Total 2006 Population	26485	26944	53429	
% Change 2006-2011			18.88%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	17093	58.51
Part-time Employed	8777	30.04
Not Stated Employed	749	2.56
Unemployed	1305	4.47
Total Labour Force	29215	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	884	3.60
\$10000-\$20999pa	3149	12.83
\$21000-\$41999pa	6065	24.72
\$42000-\$64999pa	4484	18.28
\$65000-\$103999pa	4109	16.75
\$104000-\$155999pa	2142	8.73
\$156000+pa	801	3.26
Not Stated	1057	4.31
Total Households	24535	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	6493	37.82
Couple Families-No Children	7994	46.57
Single Parents	2464	14.35
Other Families	216	1.26
Total Families	17167	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	9380	33.62
Technicians/Trade Workers/Community Personal Service Workers	6502	23.31
Clerical & Administrative Workers	2906	10.42
Sales Workers	2510	9.00
Machinery Operation/Driver/& Labourers	6069	21.76
Not Stated	530	1.90
Total	27897	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4837	17.33
Mining	96	0.34
Construction/Electricity gas water and waste services/Manufacturing	5493	19.68
Wholesale/Retail Trade, Accom + Food	6169	22.10
Transport Postal & Warehouse/Telecomms	1244	4.46
Finance & Insurance Services	1131	4.05
Professional scientific and technical services	816	2.92
Public administration and safety	1253	4.49
Education & Health	4830	17.31
Arts and recreation services	358	1.28
Other services	993	3.56
Inadequately described or not stated	688	2.47
Total	27908	100.00

ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	230,345
Total Alcoholic beverages	36,057
Total Clothing and Footwear	49,715
Total Household Linen Furnishings & Equipment	57,156
Furniture and Floor Covering	19,344
Household Appliances	14,438
Household Services and Operation	76,078
Total Medical Care and Pharmacy	69,568
Motor Vehicle Purchase	51,123
Total Motor Vehicle Running Cost incl Rego	100,404
Audio Visual Equipment and Parts	57,751
Recreation	177,034
Holidays Australia and Overseas	57,481
Total Personal care and Hygiene	27,652
Total Super and Life Insurance	89,465

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2668	2576	5244	8.26
Secondary	2092	2154	4246	6.69
TAFE	518	806	1324	2.09
University & Other	246	547	793	1.25
Total	5524	6083	11607	18.29

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	9860	40.16
Mortgaged	7312	29.78
Private Rental	5485	22.34
Housing Authority/Not Stated	1611	6.56
Other Tenure Type	286	1.16
Total Dwellings	24554	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	3804	5.99
Certificate	13913	21.92
Total	17717	27.91

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	800	10.87
\$500-\$799 per month	948	12.88
\$800-\$999 per month	720	9.78
\$1000-\$1399 per month	1540	20.92
\$1400+ per month	2827	38.41
Not Stated	525	7.13
Total Mortgaged Dwellings	7360	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1528	0.06
1 Vehicle	8211	0.33
2+ Vehicles	13800	0.56
Not Stated	1012	2.10
Total	22011	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	1,293,577
Land Use - Grazing land (including pastures and rangelands) area (ha)	883,309
Cereal Crops - Wheat for grain production (t)	361,656
Cereals for grain total production (t)	699,008
Cereal Crops - Rice for grain production (t)	172,797
Cereal Crops - Barley for grain production (t)	139,330
Sorghum for grain production (t)	185
Vegetables for human consumption, total area (ha)	1,216
Tomatoes total production (t)	18,809
Avocados, total production (kg)	220,993
Nuts total trees (n)	20,181
Total grapes total area of vines (ha)	751
Orchard trees (incl. nuts) total trees - number (n)	1,606,160
Sheep and lambs total number (n)	758,709
Milk cattle (n)	97,206
Meat cattle (n)	73,195
Apples production (kg)	7,816,260
Nectarines production (kg)	6,310,991
Peaches production (kg)	21,746,233

INTERNET USAGE

Connection	Total	% Market Population
No Connection	7400	30.17
Broadband	14372	58.60
Dial-up	939	3.83
Other	844	3.44
Not Stated	969	3.95
Total	24524	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	27952	28185	56137	88.43
Europe	1185	1277	2462	3.88
Africa & Middle East	135	118	253	0.40
Asia	275	361	636	1.00
Americas	21	61	82	0.13
Other	2021	1891	3912	6.16
Total Population Total	31589	31893	63482	100.00