



KATOOMBA

THE EDGE 96.1

ACMA	20NE
On-Air Name	The Edge 96.1
Frequency	96.1 MHz
Postal Address	Locked Bag 2110
Suburb/State/Postcode	NORTH RYDE NSW 1670
Phone	02 8899 9961
Fax	02 8899 9982
e-mail	
WWW	www.961.com.au
Format	Contemporary Hit Radio
Primary Station Area Coverage	Western Sydney, Katoomba
Demographic Profile of Station Audience	18-39

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

KATOOMBA

While based in Katoomba, The Edge 96.1 is a station that broadcasts to both the Blue Mountains and Greater Western Sydney. In comparison to the 2006 census, the population of the Katoomba radio licence area has increased by 7.47% to 300,481. Over 44% of the population is aged over 40 years. The birthplace for 78.2% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 65,957 people attending an educational institution, 40% were in infants or primary school, 33% were in secondary school, 12% at TAFE and 15% at University or another tertiary institution. Of the 104,344 people who already have a tertiary qualification, 29% have a degree and 71% have a certificate, diploma or another tertiary qualification.

The area has a high proportion of home ownership. Of the total dwellings (103,323) in Katoomba, 30% are owned outright and 42% are mortgaged. Private rental properties represented 22% of total dwellings. 21% of the total households (103,364) in Katoomba have a household income range between \$65,000-\$103,999pa, 16% between \$42,000-\$64,999pa and 18% between \$104,000-\$155,999pa.

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

AGRICULTURE

The area is well known for its spectacular mountain views and surrounding Blue Mountain bush walks. Historically, rich soil and easy access to irrigation meant this area was prime farmland. Anything and everything was grown here and events like "The Orange Blossom Festival" and regular Growers Markets continue as a reminder of these roots.

The licence area produces over 49 thousand kilograms apples, 60 thousand kilograms peaches and 56 thousand kilograms of nectarines.

EMPLOYMENT

Manufacturing, light industry and the retail/wholesale trades are the main employers in the region. Tourism is once again prominent in the area and a major employer.

The majority (61.8%) of the labour force of 153,345 is employed full time. The main industries of employment are:

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

KATOOMBA

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	126016	132199	258215	85.93
Aged 0-9 Years	21685	20581	42266	14.07
Aged 10-17 Years	17560	16609	34169	11.37
Aged 18-24 Years	14705	14234	28939	9.63
Aged 25-39 Years	29547	30792	60339	20.08
Aged 40-54 Years	30628	33003	63631	21.18
Aged 55+ Years	33576	37561	71137	23.67
Total 2011 Population	147701	152780	300481	100.00
Total 2006 Population	0	0	279582	
% Change 2006-2011			7.48%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	94771	61.80
Part-time Employed	41370	26.98
Not Stated Employed	3189	2.08
Unemployed	8181	5.34
Total Labour Force	153345	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	2330	2.25
\$10000-\$20999pa	8138	7.87
\$21000-\$41999pa	16427	15.89
\$42000-\$64999pa	16409	15.87
\$65000-\$103999pa	21312	20.62
\$104000-\$155999pa	18215	17.62
\$156000+pa	9968	9.64
Not Stated	2621	2.54
Total Households	103364	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	39026	48.29
Couple Families-No Children	25877	32.02
Single Parents	14838	18.36
Other Families	1069	1.32
Total Families	80810	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	41374	28.52
Technicians/Trade Workers/Community Personal Service Workers	36778	25.35
Clerical & Administrative Workers	25155	17.34
Sales Workers	13370	9.22
Machinery Operation/Driver/& Labourers	25870	17.83
Not Stated	2528	1.74
Total	145075	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1303	0.91
Mining	424	0.30
Construction/Electricity gas water and waste services/Manufacturing	29707	20.68
Wholesale/Retail Trade, Accommodation	30732	21.40
Transport, Postal & Warehouse/ Telecomms	11189	7.79
Finance & Insurance Services	11880	8.27
Professional scientific and technical services	6791	4.73
Public administration and safety	11566	8.05
Education & Health	28428	19.79
Arts and recreation services	2271	1.58
Other services	5887	4.10
Not Stated	3457	2.41
Total	143635	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	1,169,322
Total Alcoholic beverages	168,148
Total Clothing and Footwear	267,940
Total Household Linen Furnishings & Equipment	257,531
Furniture and Floor Covering	85,654
Household Appliances	64,577
Household Services and Operation	395,229
Total Medical Care and Pharmacy	353,490
Motor Vehicle Purchase	219,572
Total Motor Vehicle Running Cost incl Rego	460,634
Audio Visual Equipment and Parts	270,632
Recreation	838,567
Holidays Australia and Overseas	278,141
Total Personal care and Hygiene	140,909
Total Super and Life Insurance	404,602

Type of Educational Institution Being Attended

School	Male	Female	Total	% Market Population
Infants/Primary	13579	12779	26358	8.77
Secondary	10678	10772	21450	7.14
TAFE	4013	4220	8233	2.74
University & Other	3872	6044	9916	3.30
Total	32142	33815	65957	21.95

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	30910	29.92
Mortgaged	43360	41.97
Private Rental	22423	21.70
Housing Authority/Not Stated	5879	5.69
Other Tenure Type	751	0.73
Total Dwellings	103323	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	30093	10.01
Certificate	74251	24.71
Total	104344	34.72

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	2029	4.69
\$500-\$799 per month	1937	4.48
\$800-\$999 per month	1842	4.26
\$1000-\$1399 per month	5205	12.03
\$1400+ per month	30047	69.47
Not Stated	2192	5.07
Total Mortgaged Dwellings	43252	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	7781	0.08
1 Vehicle	35344	0.34
2+ Vehicles	57292	0.55
Not Stated	2906	1.43
Total	92636	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	13,207
Land Use - Grazing land (including pastures and rangelands) area (ha)	10,438
Cereal Crops - Wheat for grain production (t)	0
Cereals for grain total production (t)	0
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)	523
Tomatoes total production (t)	483
Avocados, total production (kg)	0
Nuts total trees (n)	115
Total grapes total area of vines (ha)	18
Orchard trees (incl. nuts) total trees - number (n)	14,269
Sheep and lambs total number (n)	2,154
Milk cattle (n)	500
Meat cattle (n)	4,897
Apples production (kg)	49,938
Nectarines production (kg)	56,294
Peaches production (kg)	60,883

INTERNET USAGE

Connection	Total	% Market Population
No Connection	18276	17.69
Broadband	75012	72.60
Dial-up	2796	2.71
Other	3697	3.58
Not Stated	3542	3.43
Total	103323	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	115395	119831	235226	78.28
Europe	13174	12779	25953	8.64
Africa & Middle East	1594	1395	2989	0.99
Asia	4743	6106	10849	3.61
Americas	599	679	1278	0.43
Other	12229	11980	24209	8.06
Total Population Total	147734	152770	300504	100.00