



CENTRAL VICTORIA

EASY MIX TEN 71AM CENTRAL VICTORIA & 98.3 BENDIGO

ACMA	3EL
On-Air Name	Easy Mix Ten 71AM Central Victoria & 98.3 Bendigo
Frequency	1071 kHz & 98.3 MHz
Postal Address	PO Box 178
Suburb/State/Postcode	GOLDEN SQUARE VIC 3555
Phone	03 5441 1071
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e-mail	centralvictoria@easymix.com.au
WWW	www.easymix.com.au
Format	Adult Contemporary & Talk
Primary Station Area Coverage	Bendigo & Central Victoria
Demographic Profile of Station Audience	35+

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

CENTRAL VICTORIA

Radio Ten-71 AM – Easy Listening Victoria services central Victoria which includes Bendigo, Maryborough, Castlemaine, and Ballarat. Radio Ten-71 has studios located in Bendigo and a sales office in Ballarat. Bendigo is the second most populous municipality in regional Victoria while Ballarat is third. Both centres' have a diverse economy with a thriving tourist industry.

In comparison to the 2006 census, the population of the radio licence area of Central Victoria has increased by 13.7% to 169,089. The birthplace for 87.8% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The Northern Campus of Latrobe University is based in Bendigo, while Ballarat is home to Ballarat University. 33,190 people (19.6%) were attending an educational institution in 2011, with 8% in infants or primary, 6.7% attending a secondary educational institution, 3% attending university or another tertiary institution and 2% attending TAFE. 56,661 people (33.5%) already have a tertiary qualification; 9.3% have a degree and 24.2% have a certificate, diploma or another tertiary qualification.

The stability of the area is also reflected in the large number of homes that are owned. Of the total dwellings in Central Victoria (65,239), 39.3% are owned outright and 34% are mortgaged. Private rental properties represent 20% of total dwellings.

24% of the total households in Central Victoria have a household income range between \$21,000-\$42,000pa, 18.2% between \$42,000-\$65,000pa and 17.6% between \$65,000-\$104,000pa.

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

AGRICULTURE

The area is a large wool producer, with the farms in the area supporting over 1.7 million sheep and lambs.

The district also has a strong dairy and beef industry, particularly in the north. There are nearly 35 thousand dairy and over 85 thousand beef cattle.

The district also grows wheat and some fruit. Over 242 thousand tonnes of wheat for grain and 417 thousand tonnes of cereal for grain were produced. Over 6.3 million kilograms of apples were also produced.

There are over 2 thousand hectares of grapes covering such award winning wine areas as Bendigo, Harcourt Valley, and the Pyrenees.

EMPLOYMENT

The majority (55.4%) of the labour force of 78,812 is employed full time. Bendigo and Ballarat have a strong retail sector that supports the surrounding districts. Both are also regional centres for a number of government departments. The main industries of employment are:

- Education, Health & Community Services (22.3%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (20.5%) and
- Manufacturing, Construction, Electricity, Gas & Water Supply (20.3%).

CENTRAL VICTORIA

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	72671	75836	148507	87.83
Aged 0-9 Years	10612	9970	20582	12.17
Aged 10-17 Years	9224	8778	18002	10.65
Aged 18-24 Years	7261	7028	14289	8.45
Aged 25-39 Years	13230	13952	27182	16.08
Aged 40-54 Years	17164	18245	35409	20.94
Aged 55+ Years	25792	27833	53625	31.71
Total 2011 Population	83283	85806	169089	100.00
Total 2006 Population	72643	76049	148692	
% Change 2006-2011			13.72%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	43680	55.42
Part-time Employed	26116	33.14
Not Stated Employed	1691	2.15
Unemployed	3952	5.01
Total Labour Force	78812	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1945	2.98
\$10000-\$20999pa	8044	12.33
\$21000-\$41999pa	15604	23.92
\$42000-\$64999pa	11877	18.20
\$65000-\$103999pa	11496	17.62
\$104000-\$155999pa	6801	10.42
\$156000+pa	2745	4.21
Not Stated	1928	2.96
Total Households	65243	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	17930	39.71
Couple Families-No Children	19077	42.25
Single Parents	7518	16.65
Other Families	623	1.38
Total Families	45148	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	24418	32.62
Technicians/Trade Workers/Community Personal Service Workers	18861	25.20
Clerical & Administrative Workers	8981	12.00
Sales Workers	7150	9.55
Machinery Operation/Driver/& Labourers	13935	18.62
Not Stated	1507	2.01
Total	74852	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4574	6.09
Mining	843	1.12
Construction/Electricity gas water and waste services/Manufacturing	15222	20.28
Wholesale/Retail Trade, Accommodation	15370	20.48
Transport, Postal & Warehouse/ Telecomms	3965	5.28
Finance & Insurance Services	4745	6.32
Professional scientific and technical services	3092	4.12
Public administration and safety	5190	6.91
Education & Health	16732	22.29
Arts and recreation services	1055	1.41
Other services	2710	3.61
Not stated	1557	2.07
Total	75055	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	658,023
Total Alcoholic beverages	98,049
Total Clothing and Footwear	154,631
Total Household Linen Furnishings & Equipment	202,449
Furniture and Floor Covering	78,395
Household Appliances	39,944
Household Services and Operation	203,783
Total Medical Care and Pharmacy	184,795
Motor Vehicle Purchase	151,202
Total Motor Vehicle Running Cost incl Rego	318,279
Audio Visual Equipment and Parts	172,571
Recreation	492,025
Holidays Australia and Overseas	159,870
Total Personal care and Hygiene	72,362
Total Super and Life Insurance	218,452

CENTRAL VICTORIA

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	6900	6463	13363	7.91
Secondary	5577	5716	11293	6.68
TAFE	1553	1919	3472	2.05
University & Other	1742	3320	5062	2.99
Total	15772	17418	33190	19.63

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	25653	39.32
Mortgaged	22227	34.07
Private Rental	13065	20.03
Housing Authority/Not Stated	3884	5.95
Other Tenure Type	410	0.63
Total Dwellings	65239	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	15702	9.29
Certificate	40959	24.23
Total	56661	33.52

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	2247	10.12
\$500-\$799 per month	2840	12.80
\$800-\$999 per month	2182	9.83
\$1000-\$1399 per month	4936	22.24
\$1400+ per month	8812	39.71
Not Stated	1176	5.30
Total Mortgaged Dwellings	22193	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	4154	0.06
1 Vehicle	21382	0.33
2+ Vehicles	37645	0.58
Not Stated	2110	1.64
Total	59027	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	988,104
Land Use - Grazing land (including pastures and rangelands) area (ha)	598,721
Cereal Crops - Wheat for grain production (t)	242,188
Cereals for grain total production (t)	417,453
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	122,123
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	943
Tomatoes total production (t)	6,753
Avocados, total production (kg)	0
Nuts total trees (n)	12,685
Total grapes total area of vines (ha)	2,402
Orchard trees (incl. nuts) total trees - number (n)	1,118,720
Sheep and lambs total number (n)	1,737,568
Milk cattle (n)	34,962
Meat cattle (n)	85,226
Apples production (kg)	6,351,058
Nectarines production (kg)	35
Peaches production (kg)	131

INTERNET USAGE

Connection	Total	% Market Population
No Connection	16697	25.61
Broadband	41179	63.16
Dial-up	2694	4.13
Other	2358	3.62
Not Stated	2267	3.48
Total	65195	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	72803	75606	148409	87.80
Europe	4071	3812	7883	4.66
Africa & Middle East	205	173	378	0.22
Asia	903	1077	1980	1.17
Americas	184	207	391	0.23
Other	5064	4934	9998	5.91
Total Population Total	83230	85809	169039	100.00