



# GUNNEDAH

TRIPLE G 97.5 FM & 2MO 1080 AM

<b>ABA</b>	2GGG	2MO
<b>On-Air Name</b>	Triple G 97.5 FM	2MO 1080 AM
<b>Frequency</b>	97.5 MHz	1080 kHz
<b>Postal Address</b>	PO Box 62	PO Box 62
<b>Suburb/State/Postcode</b>	GUNNEDAH NSW 2380	GUNNEDAH NSW 2380
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<b>WWW</b>	www.2ggg.net.au	www.2mo.net.au
<b>General/Station Manager (Acting)</b>	Paul Batchelor	Paul Batchelor
<b>Program Director</b>	Paul Batchelor	Paul Batchelor
<b>Music Director</b>	Greg Petersen	Amelia Williams
<b>Sales Executive</b>	Andrea Judd	Andrea Judd
<b>Copywriter/ Creative</b>	Greg Petersen	Amelia Williams
<b>Traffic Manager</b>	Nancy Williams	Nancy Williams
<b>Format</b>	CHR/Cont Rock with news & comedy	A/C /Talk
<b>Primary Station Area Coverage</b>	Gunnedah, Tamworth, Narrabri, Coonabarabran, Wee Waa, Quirindi, Werris Creek, Willow Tree	Gunnedah, Tamworth, Narrabri, Coonabarabran, Wee Waa, Quirindi, Werris Creek, Willow Tree
<b>Demographic Profile of Station Audience</b>	25 - 54 years	40 = years



## GUNNEDAH

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Gunnedah is located in the Upper Namoi Valley and is bordered by the Shires of Parry, Quirindi, Manilla, Barraba, Narrabri and Coonabarabran. Gunnedah is the service hub of this thriving region.

Located on the rich Liverpool Plains, Gunnedah is approximately 440 kilometres from Sydney, 655 kilometres from Brisbane and just over 1,000 kilometres from Melbourne.

2MO is the northwest's oldest Commercial Radio Station being only the fourth Radio Licence issued in Australia in 1930. 2MO has a proud history of comprehensively serving the northwest community through flood and famine. Triple G went to air in September 1997 and has built a large following throughout the northwest.

In comparison to the 1996 census, the population of the Radio Licence Area for Gunnedah has decreased by 3.4% to 37,352. There was a decline in almost all of the age groups listed, only the number of people aged 55+ years increased since the 1996 census. In fact, over 47% of the population in Gunnedah is aged over 40 years. The birthplace for 91% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 9,292 people attending an educational institution, 51% were either in infants or primary, 29% were attending a secondary educational institution and 14% attending TAFE. Of the 10,915 people who already have a tertiary qualification, 85% have a certificate, diploma or another tertiary qualification and 15% have a degree.

The stability of the area is reflected in the high level of home ownership. Of the total dwellings (14,211) in Gunnedah, 46% of dwellings are owned outright and 20% are mortgaged. Private rental properties represent 20% of the dwellings.

28% of the total households (13,609) in Gunnedah have a household income range between \$20,000 – \$39,999; 21% between \$10,000 – \$19,999, and 16% between \$40,000 – \$59,999.

Special features of the area include: Keepit Dam, one of the healthiest Koala colonies in the State, strong rural base, Ethanol Plant, coal, Observatory at Coonabarabran, Narrabri Radio Telescope, major cropping area, and one of the largest sale yards in NSW. Gunnedah is known as the "Koala capital of the world".

### AGRICULTURE

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Agriculture is a very important part of both Gunnedah's economy and community. Wheat is the most widely grown crop in the district. Prime hard bread wheats and Durum varieties for pasta production are both consistent high income earners. Between the period 1 July 2000 – 30 June 2001, the area produced over 364 thousand tonnes of wheat.

Cotton is a rapidly expanding agricultural industry in the region; there is over 61 thousand hectares of cotton grown in the area and 10 cotton gins. The cotton is equivalent to the best in the world.

Pigs, poultry, sheep, lucerne, barley, oilseeds and sorghum are other primary industries. The farms in the region support over 844 thousand sheep and lambs; the area produced over 3.5 million kilograms of wool.

The fertile soils of the region support a vast livestock industry. The region has over 402 thousand beef cattle. Gunnedah possesses one of the largest beef cattle selling centres in the state.

### EMPLOYMENT

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Gunnedah is the centre for a number of regional industries exporting to overseas markets. These include grain producing, cotton processing, brick and terracotta production, tannery and leather processing, timber milling and coal mining. The area has a skilled metal manufacturing and farm machinery production base.

The majority (59%) of the labour force of 16,539 people is employed full time. The main industries of employment are:

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

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

## GUNNEDAH

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	15,740	15,966	31,706	84.88
Aged 0-9 Years	2,917	2,729	5,646	15.12
Aged 10-17 Years	2,348	2,225	4,573	12.24
Aged 18-24 Years	1,332	1,227	2,559	6.85
Aged 25-39 Years	3,468	3,477	6,945	18.59
Aged 40-54 Years	4,028	3,984	8,012	21.45
Aged 55+ Years	4,564	5,053	9,617	25.75
Total 2001 Population	18,657	18,695	37,352	100
Total 1996 Population			38,668	
% Change 1996-2001			-3.4	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	9,814	59.34
Part-time Employed	4,760	28.78
Not Stated Employed	509	3.08
Unemployed	1,456	8.8
Total Labour Force	16,539	100

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	907	6.66
\$10000-\$19999pa	2,837	20.85
\$20000-\$39999pa	3,886	28.55
\$40000-\$59999pa	2,148	15.78
\$60000-\$79999pa	837	6.15
\$80000-\$99999pa	778	5.72
\$100000+pa	467	3.43
Not Stated	1,749	12.85
Total Households	13,609	100

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	4,530	44.82
Couple Families-No Children	3,926	38.85
Single Parents	1,489	14.73
Other Families	161	1.59
Total Families	10,106	100

Average Household Income (pre-tax)	\$40,248
Average Household Income (post-tax)	\$31,190
Average Household Income (disposable)	\$27,942

### OCCUPATION

Employment Classification	Total	% Occupations
Managers/Administrators/Professionals	4,692	30.98
Associate Professionals & Tradepersons	3,182	21.01
Advanced Clerical & Service Workers	541	3.57
Intermediate & Elementary Clerical, Sales, Service & Labourer Workers	6,419	42.38
Not Stated & Other	312	2.06
Total	15,146	100

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3,659	24.04
Mining	72	0.47
Manufacturing, Construction, Electricity, Gas & Water Supply	1,871	12.29
Wholesale/Retail Trade, Accommodation, Cafes & Restaurants	3,629	23.85
Transport, Storage & Communication Services	897	5.89
Finance, Insurance, Property & Business Services	1,199	7.88
Government Administration & Defence	533	3.5
Education, Health & Community Services	2,526	16.6
Personal & Other Services	412	2.71
Other Classifications	421	2.77
Total	15,219	100

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

Food and non-alcoholic beverages	77,229
Alcoholic beverages	14,204
Clothing & footwear	15,912
Household linen furnishings & equipment	10,346
Furniture & floor coverings	10,749
Household services & operation	24,756
Household appliances	6,094
Plants & garden	2,685
Medical care & health expenses	12,627
Pharmacy & personal care	14,726
Motor vehicle purchases	27,834
Motor vehicle running costs including registration	46,035
Recreation	19,967
Audio visual equipment & parts	7,009
Holidays - Australia & overseas	15,832
Superannuation & life insurance	12,894

# GUNNEDAH

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2,469	2,274	4,743	12.7
Secondary	1,334	1,334	2,668	7.14
TAFE	607	731	1,338	3.58
University & Other	173	370	543	1.45
<b>Total</b>	<b>4,583</b>	<b>4,709</b>	<b>9,292</b>	<b>24.88</b>

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	6,573	46.25
Mortgaged	2,798	19.69
Private Rental	2,814	19.8
Housing Authority/Not Stated	619	4.36
Other Tenure Type	1,407	9.9
<b>Total Dwellings</b>	<b>14,211</b>	<b>100</b>
Unoccupied Dwellings	602	4.24

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	1,583	4.24
Certificate/Diploma/Other	9,332	24.98
<b>Total Tertiary Qualifications</b>	<b>10,915</b>	<b>29.22</b>

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$399 per month	349	12.47
\$400-\$799 per month	1,182	42.24
\$800-\$1199 per month	673	24.05
\$1200+ per month	388	13.87
Not Stated per month	206	7.36
<b>Total Mortgaged Dwellings</b>	<b>2,798</b>	<b>100</b>

## MOTOR VEHICLES

Number of Cars	Total Houses	% Total Dwellings
No Vehicles	2,093	14.73
1 Vehicle	5,364	37.75
2+ Vehicles	6,741	47.44
Not Stated	13	0.09
<b>Total</b>	<b>14,211</b>	<b>100</b>

## AGRICULTURE COMMODITY

## VALUE

Total area of holding (ha)	1,726,787
Total area of all pastures (ha)	862,347
Fertiliser usage - Urea - area treated (ha)	159,642
Wheat for grain - production (t)	364,136
Cereals for grain - total production (t)	735,546
Cotton - total area (ha)	61,433
Peanuts - production (in shell) (kg)	14,988
Nuts - total trees - number (n)	7,290
Beans - total production (t)	17,416
Chinese cabbage - production (kg)	15,956
Vegetables for human consumption - total area (ha)	112
Grapes - total area (ha)	35
All fruit (excluding grapes) - total area (ha)	226
Total area of Orchard Trees (incl nuts) - area (ha)	220
Sheep and lambs - total number (n)	844,392
Wool production - total weight (kg)	3,542,442
Milk cattle - total number (n)	4,091
Meat cattle - total number (n)	402,000

## INTERNET USAGE

Place	Male	Female	Total	% Market Population
At Home	2,377	2,477	4,854	13
Other	2,005	2,003	4,008	10.73
Did Not Use	13,481	13,210	26,691	71.46
Not Stated	1,027	772	1,799	4.82
<b>Total</b>	<b>18,890</b>	<b>18,462</b>	<b>37,352</b>	<b>100</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	16,992	16,857	33,849	90.62
Europe	498	533	1,031	2.76
Africa & Middle East	15	27	42	0.11
Asia	85	97	182	0.49
Americas	44	46	90	0.24
Other	1,264	894	2,158	5.78
<b>Total Population</b>	<b>18,898</b>	<b>18,454</b>	<b>37,352</b>	<b>100</b>

# References

The information within this document is based on the Radio Licence Areas determined by the Australian Broadcasting Authority. It does not take into account any fortuitous coverage beyond these Licence Areas.

Tactics Market Research has calculated the statistical information from several Australian Bureau of Statistics (ABS) sources:

## **2001 CENSUS OF POPULATION AND HOUSING** (conducted 7 August)

For all socio-economic, demographic and occupational data.

## **1998-99 HOUSEHOLD EXPENDITURE SURVEY**

While the HES is conducted infrequently the data is projected using regional CPI (consumer price index) information.

## **2000-01 AGRICULTURAL CENSUS**

The results of the Agricultural Census are available only for Statistical Licence Areas (SLAs). The agricultural data for stations whose Licence Areas contain part SLAs is a projection based on the percentage of the SLAs included in the Licence Area.

The agricultural table on page on page four of each profile provides a summary of categories for the Radio Licence Area.

The units listed in the Agricultural Table include:

Ha: Hectares, T: Tonne, N: Number, Kg: Kilogram, Dz: Dozen

## **RADIO LICENCE AREA MAPS**

Licence Area maps courtesy of the Australian Broadcasting Authority.

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## **LEGEND**

	Coastline; State Borders
	Licence Area
	Principal roads; Cities (Medium & Large)
	Secondary roads; Towns, Cities (Small)
	Minor roads; Localities