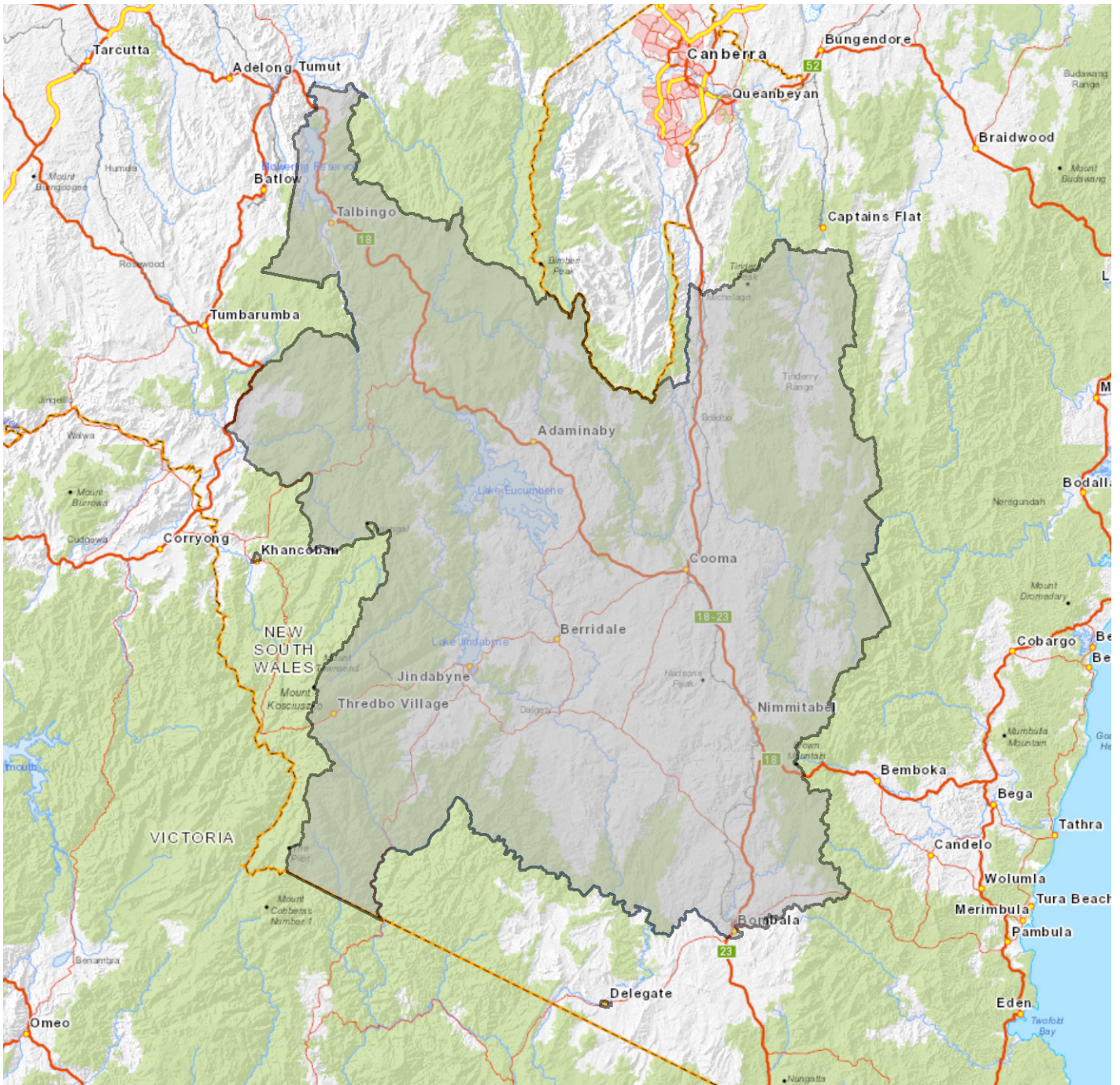


# COOMA

SNOWY MOUNTAINS 2XL • 97.7 SNOW FM



<b>Station Name</b>	Snowy Mountains 2XL	97.7 Snow FM
<b>Call Sign</b>	2XL	2SKI
<b>Frequency</b>	918 kHz	97.7 MHz
<b>Network</b>	Capital Radio Network	Capital Radio Network
<b>Address</b>	225A Sharp Street, Cooma, NSW 2630	225A Sharp Street, Cooma, NSW 2630
<b>Phone</b>	02 6452 1521	02 6456 1555
<b>Fax</b>	02 6452 1006	02 6456 1006
<b>Email</b>	xl@capitalradio.com.au	snow@capitalradio.com.au
<b>Web Address</b>	<a href="http://2xl.com.au">2xl.com.au</a>	<a href="http://snowfm.com.au">snowfm.com.au</a>
<b>Description of Content/Format</b>	70s, 80s & 90s	Hit Music
<b>Demographic Profile of Station Audience</b>	35+	18-39

The Snowy Mountains are located in southern NSW. Cooma, at the junction of the Monaro Highway and the Snowy Mountains Highway, is the main commercial centre of the Snowy Mountains region. It is a large sub-alpine town servicing the needs of its rural population and the Snowy Mountains ski industry operators. The town is approximately one hour's drive from the main ski resorts and provides a good base for a holiday at the snow.

The licence area of the two commercial radio stations covers all of the NSW snowfields, Cooma, Jindabyne, Bombala, Berridale and Adaminaby.

In comparison to the 2011 census, the population of the radio licence area of Cooma has decreased slightly by 0.61% to 22,870. Over 56% of the population is aged 40 years and over. The birthplace for 81% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The area is known as the gateway to the state's alpine area and attracts a high number of tourists primarily during the winter months. Of the 3,983 people attending an educational institution, 45% were either in infants or primary, 34% were attending a secondary educational institution, 10% attending TAFE and 11% attending University or another tertiary institution.

Of the 9,329 people who already have a tertiary qualification, 69% have a certificate, diploma or another tertiary qualification and 31% have a degree.

Of the total dwellings (8,570) in Cooma, 41% of dwellings are owned outright and 31% are mortgaged. Private rental properties represent 22% of total dwellings.

22% of the total households (8,392) in Cooma have a household income range between \$21,000 – \$41,999pa; 24% between \$42,000 – \$77,999pa; and 12% between \$78,000 – \$103,999pa.

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

## AGRICULTURE

Cooma is primarily a wool growing area. The farms in the region support over 756 thousand sheep and lambs alongside cattle farms with over 104 thousand beef cattle in the area.

Cooma also produce over 6.3 million kilograms of apples within the region.

## EMPLOYMENT

The majority (62%) of the labour force of 11,563 is employed full time. The main industries of employment are:

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

Cooma has a vibrant tourism, retail and services sector; there are jobs for every trade and profession. In winter the population increases with the influx of seasonal workers on the ski fields. A large number of people are employed by businesses such as the Snowy Mountains Hydro-Electric Authority, the Snowy Mountains Engineering Corporation and the National Parks and Wildlife Services.

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	10,533	9,870	20,403	89.21%
0-9 years	1,296	1,171	2,467	10.79%
10-17 years	1,111	983	2,094	9.16%
18-24 years	925	738	1,663	7.27%
25-39 years	1,845	1,803	3,648	15.95%
40-54 years	2,558	2,479	5,037	22.02%
55-64 years	1,843	1,631	3,474	15.19%
65-74 years	1,435	1,305	2,740	11.98%
75+ years	816	931	1,747	7.64%
Total 2011 population	11,855	11,155	23,010	
<b>Total 2016 population</b>	<b>11,829</b>	<b>11,041</b>	<b>22,870</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>-0.61%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	7,134	61.7%
Part-time employed	3,419	29.57%
Not stated employed	642	5.55%
Unemployed	368	3.18%
<b>Total labour force</b>	<b>11,563</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	130	1.55%
\$7,750 – \$20,999	515	6.14%
\$21,000 – \$41,999	1,851	22.06%
\$42,000 – \$77,999	1,989	23.7%
\$78,000 – \$103,999	965	11.5%
\$104,000 – \$129,999	807	9.62%
\$130,000 – \$155,999	442	5.27%
\$160,000 – \$181,999	270	3.22%
\$182,000 – \$207,999	207	2.47%
\$208,000+	262	3.12%
Not stated	954	11.37%
<b>Total households</b>	<b>8,392</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	2,186	37.89%
Couple families – No children	2,783	48.24%
Single parents	766	13.28%
Other families	34	0.59%
<b>Total families</b>	<b>5,769</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	3,894	34.78%
Technicians & trade workers/ Community & personal service workers	2,815	25.14%
Clerical & administrative workers	1,283	11.46%
Sales workers	987	8.81%
Machinery operators & drivers/Labourers	2,063	18.42%
Not stated	155	1.38%
<b>Total</b>	<b>11,197</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	1,422	12.86%
Mining	29	0.26%
Manufacturing/Electricity, gas, water & waste services/Construction	1,664	15.05%
Wholesale trade/Retail trade/ Accommodation & food services	2,594	23.47%
Transport, postal & warehousing/ Information, media & communications	388	3.51%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	615	5.56%
Professional scientific & technical services	420	3.8%
Public administration & safety	986	8.92%
Education & training/Health care & social assistance	1,755	15.88%
Arts & recreation services	499	4.51%
Other services	329	2.98%
Not stated	353	3.19%
<b>Total</b>	<b>11,054</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	111,685
Alcoholic beverages	15,112
Clothing & footwear	20,683
Household furnishings & equipment	29,752
Furniture & floor covering	10,031
Household appliances	7,166
Household services & operation	22,913
Medical care & health expenses	39,136
Motor vehicle purchase	25,697
Motor vehicle running costs	64,155
Recreation	81,506
Recreational & educational equipment	20,671
Holidays	38,139
Personal care	13,484

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	917	866	1,783	7.8%
Secondary	683	673	1,356	5.93%
TAFE	172	221	393	1.72%
University	149	302	451	1.97%
<b>Total</b>	<b>1,921</b>	<b>2,062</b>	<b>3,983</b>	<b>17.42%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	3,478	40.58%
Mortgaged	2,622	30.6%
Private rental	1,895	22.11%
Housing authority/Not stated	521	6.08%
Other tenure type	54	0.63%
<b>Total dwellings</b>	<b>8,570</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	2,866	12.53%
Certificate	6,463	28.26%
<b>Total</b>	<b>9,329</b>	<b>40.79%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	167	6.86%
\$450 – \$799 per month	224	9.21%
\$800 – \$999 per month	264	10.85%
\$1,000 – \$1,799 per month	907	37.28%
\$1,800 – \$2,399 per month	403	16.56%
\$2,400 – \$2,999 per month	166	6.82%
\$3,000 – \$3,999 per month	110	4.52%
\$4,000+ per month	85	3.49%
Not stated	107	4.4%
<b>Total mortgaged dwellings</b>	<b>2,433</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	381	4.4%
1 vehicle	2,676	30.93%
2+ vehicles	5,142	59.42%
Not stated	454	5.25%
<b>Total</b>	<b>8,653</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	531,705
Cereal crops – Wheat for grain – Production (t)	7,084
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	730
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	8,708
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	2
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	6,375,649
Fruit & nuts – Nectarines – Production (kg)	8
Fruit & nuts – Peaches – Production (kg)	9
Fruit & nuts – Nuts – Total trees (no.)	2,355
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	359,114
Fruit & nuts – Grapes – Total area (ha)	48
Livestock – Sheep & lambs – Total (no.)	756,267
Livestock – Dairy cattle – Total (no.)	2,227
Livestock – Meat cattle – Total (no.)	104,827

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	6,600	76.36%
Internet not accessed from dwelling	1,719	19.89%
Not stated	324	3.75%
<b>Total</b>	<b>8,643</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	9,473	8,815	18,288	81.46%
Europe	558	557	1,115	4.97%
Africa & Middle East	24	23	47	0.21%
Asia	107	96	203	0.9%
Americas	42	58	100	0.45%
Other	1,403	1,293	2,696	12.01%
<b>Total</b>	<b>11,607</b>	<b>10,842</b>	<b>22,449</b>	<b>100%</b>