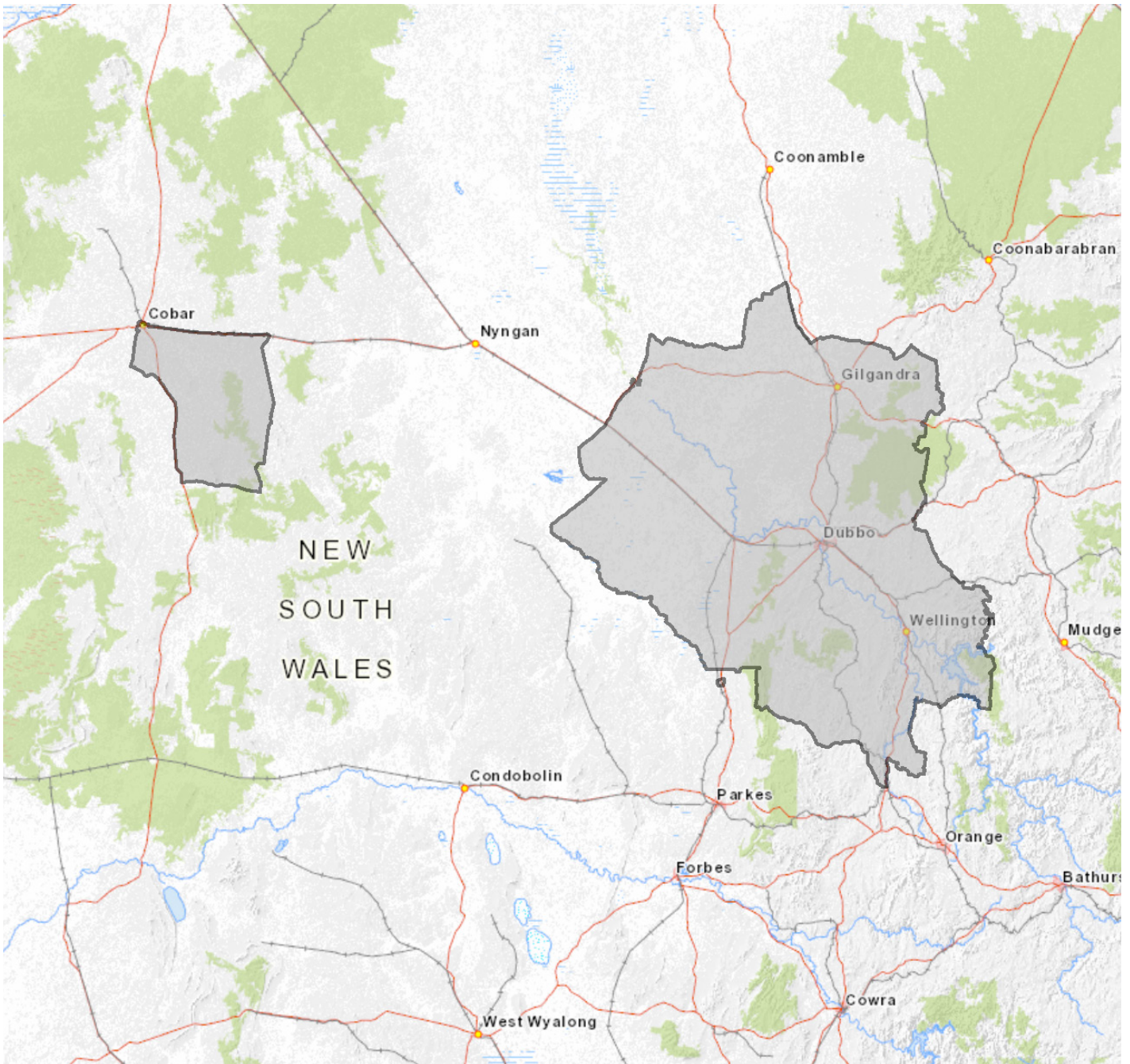


DUBBO

TRIPLE M DUBBO 93.5 • ZOO FM • 2DU



Station Name	Triple M Dubbo 93.5	ZOO FM	2DU
Call Sign	2DBO	ZZOO	2DU
Frequency	93.5 MHz	92.7 MHz	1251 kHz
Network	Southern Cross Austereo	Super Radio Network	Super Radio Network
Address	Locked Bag 55, Dubbo, NSW 2830	PO Box 1221, Dubbo, NSW 2830	PO Box 1221, Dubbo, NSW 2830
Phone	02 6801 2280	02 6882 2722	02 6882 2722
Fax	02 6881 8148	02 6882 6953	02 6882 6953
Email	triplemdubbo@sca.com.au	studio@zoofm.net.au	reception@2du.com.au
Web Address	triplem.com.au/dubbo	zoofm.net.au	2du.com.au
Description of Content/Format	Hot Adult Contemporary	Hot Adult Contemporary	Easy Gold/Talk
Demographic Profile of Station Audience	18-39	25-49	50+

DUBBO

Dubbo is located on the crossroads of two major inland transport routes, the Newell and Mitchell Highways, and midway between Melbourne and Brisbane. It is approximately five hours drive north west of Sydney. Dubbo is a regional centre for a number of government departments.

In comparison to the 2011 census, the population of Dubbo has increased by 2.06% to 73,447. Over 49% of the population in Dubbo is aged over 40 years. The birthplace for 86% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Dubbo is a family city. The area has a high proportion of children and teenagers, reflected in the large number of families with children (40% of total families).

Dubbo's educational facilities include the Charles Sturt University, Western Institute of TAFE, Orana Education Centre, Western College of Adult Education, 20 schools and secondary colleges including the Dubbo school of Distance Education. Of the 13,700 people attending an educational institution, 48% were either in infants or primary, 33% were attending a secondary educational institution, 10% attending TAFE and 9% attending University or another tertiary institution.

Of the 24,760 people who already have a tertiary qualification, 71% have a certificate, diploma or another tertiary qualification and 29% have a degree.

The stability of the area is reflected in a high level of home ownership. Of the total dwellings (26,034) in Dubbo 35% of dwellings are owned outright and 32% are mortgaged. Private rental properties that most likely cater to the student population represent 25% of total dwellings.

21% of the total households (25,735) in Dubbo have a household income range between \$21,000 – \$41,999pa; 24% between \$42,000 – \$77,999pa; and 11% between \$78,000 – \$103,999pa.

Dubbo draws much of its strength from its position as the major service centre for the Orana and Far Western Regions of NSW. Attractions include Western Plains Zoo, one of the top three zoos in the world. Other attractions include Old Dubbo Gaol, Macquarie River Cruises, museums and galleries.

AGRICULTURE

Dubbo and the surrounding areas are rich agricultural regions that produce a variety of crops. The district is a substantial wheat producer, as well as producing beef. The farms in the area support over 142 thousand beef cattle, over 6 thousand dairy and over 1.5 million sheep and lambs.

The area produced over 397 thousand tonnes of wheat for grain, 524 thousand tonnes of cereals for grain and in excess of 1.7 million kilograms of apples.

EMPLOYMENT

The majority (62%) of the labour force of 34,327 people is employed full time. The main industries of employment are:

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

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	30,976	31,902	62,878	85.61%
0-9 years	5,421	5,148	10,569	14.39%
10-17 years	3,717	3,594	7,311	9.95%
18-24 years	2,999	2,833	5,832	7.94%
25-39 years	6,521	6,818	13,339	18.16%
40-54 years	6,946	7,060	14,006	19.07%
55-64 years	4,664	4,871	9,535	12.98%
65-74 years	3,712	3,570	7,282	9.91%
75+ years	2,417	3,156	5,573	7.59%
Total 2011 population	35,596	36,372	71,968	
Total 2016 population	36,397	37,050	73,447	100%
% change 2011-2016			2.06%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	21,164	61.65%
Part-time employed	9,230	26.89%
Not stated employed	1,861	5.42%
Unemployed	2,072	6.04%
Total labour force	34,327	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	406	1.58%
\$7,750 – \$20,999	1,440	5.6%
\$21,000 – \$41,999	5,486	21.32%
\$42,000 – \$77,999	6,102	23.71%
\$78,000 – \$103,999	2,886	11.21%
\$104,000 – \$129,999	2,434	9.46%
\$130,000 – \$155,999	1,500	5.83%
\$160,000 – \$181,999	864	3.36%
\$182,000 – \$207,999	561	2.18%
\$208,000+	835	3.24%
Not stated	3,221	12.52%
Total households	25,735	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	7,418	39.61%
Couple families – No children	7,571	40.42%
Single parents	3,459	18.47%
Other families	281	1.5%
Total families	18,729	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	10,642	32.9%
Technicians & trade workers/ Community & personal service workers	8,334	25.77%
Clerical & administrative workers	3,853	11.91%
Sales workers	3,029	9.36%
Machinery operators & drivers/Labourers	6,021	18.61%
Not stated	467	1.44%
Total	32,346	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,976	12.54%
Mining	979	3.09%
Manufacturing/Electricity, gas, water & waste services/Construction	4,126	13.01%
Wholesale trade/Retail trade/ Accommodation & food services	6,030	19.01%
Transport, postal & warehousing/ Information, media & communications	1,431	4.51%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,505	4.75%
Professional scientific & technical services	1,136	3.58%
Public administration & safety	2,336	7.37%
Education & training/Health care & social assistance	7,355	23.19%
Arts & recreation services	378	1.19%
Other services	1,310	4.13%
Not stated	1,155	3.64%
Total	31,717	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	340,138
Alcoholic beverages	46,040
Clothing & footwear	62,982
Household furnishings & equipment	90,603
Furniture & floor covering	30,561
Household appliances	21,837
Household services & operation	69,791
Medical care & health expenses	119,195
Motor vehicle purchase	78,283
Motor vehicle running costs	195,386
Recreation	248,126
Recreational & educational equipment	62,872
Holidays	116,118
Personal care	41,076

DUBBO

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	3,342	3,188	6,530	8.89%
Secondary	2,272	2,215	4,487	6.11%
TAFE	575	862	1,437	1.96%
University	380	866	1,246	1.7%
Total	6,569	7,131	13,700	18.65%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	9,100	34.95%
Mortgaged	8,254	31.7%
Private rental	6,388	24.54%
Housing authority/Not stated	2,033	7.81%
Other tenure type	259	0.99%
Total dwellings	26,034	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	7,230	9.84%
Certificate	17,530	23.87%
Total	24,760	33.71%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	566	7.43%
\$450 – \$799 per month	589	7.74%
\$800 – \$999 per month	661	8.68%
\$1,000 – \$1,799 per month	3,313	43.51%
\$1,800 – \$2,399 per month	1,319	17.32%
\$2,400 – \$2,999 per month	366	4.81%
\$3,000 – \$3,999 per month	282	3.7%
\$4,000+ per month	142	1.86%
Not stated	376	4.94%
Total mortgaged dwellings	7,614	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,611	6.13%
1 vehicle	8,501	32.36%
2+ vehicles	14,959	56.94%
Not stated	1,201	4.57%
Total	26,272	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,535,575
Cereal crops – Wheat for grain – Production (t)	397,255
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	84,784
Cereal crops – Sorghum for grain – Production (t)	4,381
Cereal crops – Total for grain – Production (t)	524,050
Vegetables for human consumption – Tomatoes – Total production (t)	1
Vegetables for human consumption – Total area (ha)	194
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	1,719,680
Fruit & nuts – Nectarines – Production (kg)	10,706
Fruit & nuts – Peaches – Production (kg)	20,580
Fruit & nuts – Nuts – Total trees (no.)	4,757
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	176,357
Fruit & nuts – Grapes – Total area (ha)	368
Livestock – Sheep & lambs – Total (no.)	1,509,598
Livestock – Dairy cattle – Total (no.)	6,581
Livestock – Meat cattle – Total (no.)	142,948

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	19,273	73.38%
Internet not accessed from dwelling	6,215	23.66%
Not stated	776	2.95%
Total	26,264	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	31,153	31,666	62,819	86.43%
Europe	400	428	828	1.14%
Africa & Middle East	128	132	260	0.36%
Asia	579	624	1,203	1.66%
Americas	24	32	56	0.08%
Other	3,812	3,706	7,518	10.34%
Total	36,096	36,588	72,684	100%