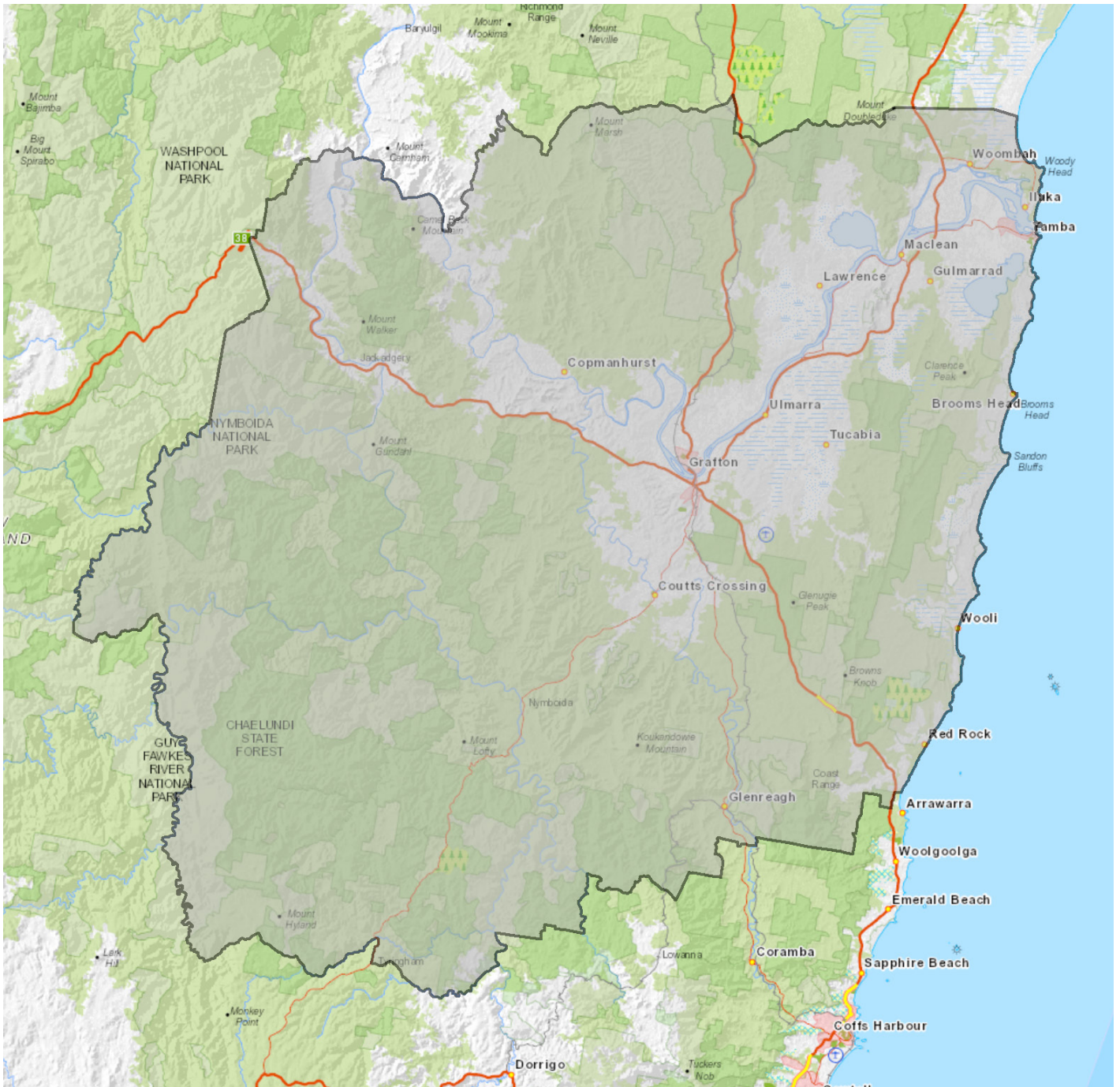


GRAFTON

FM 1047 • 2GF 1206 AM/FM103.9



Station Name	FM 1047	2GF 1206 AM/FM103.9
Call Sign	2CLR	2GF
Frequency	104.7 MHz	1206 kHz
Network	Super Radio Network	Super Radio Network
Address	PO Box 276, Grafton, NSW 2460	PO Box 276, Grafton, NSW 2460
Phone	02 6642 2766	02 6642 2766
Fax	02 6643 1309	02 6643 1309
Email	office@2gf.com.au	office@2gf.com.au
Web Address	1047fm.com.au	2gf.com.au
Description of Content/Format	Hot Adult Contemporary	News/Talk/Adult Contemporary
Demographic Profile of Station Audience	10-39	35+

GRAFTON

Grafton is the centre of the sub-region known as the Clarence Valley. Located on the north coastal plain of NSW approximately 640 kilometres north of Sydney and 350 kilometres south of Brisbane, the town is situated just in from the coast. The Clarence River naturally divides the city into north and south.

The Clarence Valley is a very attractive holiday and recreational area with pristine waters, national parks and beaches. Renowned for the towns Jacaranda Trees and picturesque streetscapes, the July racing carnival, Bridge to Bridge ski race, Rowing Regattas and the Jacaranda Festival are all major drawcards for the area.

In comparison to the 2011 census, the population of Grafton has increased slightly by 1.42% to 56,176. The birthplace for 86% of the population was Oceania including Australia. 61% of the population in Grafton is aged over 40 years, and 42% are aged over 55.

Of the 9,569 people attending an educational institution, 46% were either in infants or primary, 34% were attending a secondary educational institution, 12% attending TAFE and 8% attending University or another tertiary institution. Of the 19,991 people who already have a tertiary qualification 76% have a certificate, diploma or another tertiary qualification and 24% have a degree.

The stability of the area is reflected in a high rate of home ownership. Of the total dwellings (21,632) in the Grafton district 44% of dwellings are owned outright and 28% are mortgaged. Private rental properties represent 22% of total dwellings. 30% of the total households (21,523) in Grafton have a household income range between \$21,000 – \$41,999pa; 26% between \$42,000 – \$77,999pa; and 10% between \$78,000 – \$103,999pa.

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

AGRICULTURE

Grafton is the start of the sugar-growing belt that runs from northern NSW up the Queensland coast. The area also produces beef in the drier inland areas; the farms in the area support over 79 thousand beef cattle. In addition, the Grafton districts have a number of fruit orchards along the coast; the area has over 34 thousand orchard fruit and nut trees and produced over 15 thousand kilograms of avocados. Other industries include prawn trawling and timber.

EMPLOYMENT

Grafton is the “hub” of the Clarence River Valley and as such its retail centre is the “supply depot” for many more people than simply those who reside in Grafton City. While Grafton and surrounds is an agricultural centre, it also supports some industry and has a strong retail sector. It is the base for a variety of industries, both small and large scale. Some of these larger industries include Boral, Ramsey’s Food Processing Plant (Grafton abattoirs), State Rail Authority, Humes Concrete Products, Koppers Logs Australia Ltd. Big River Timbers at Junction Hill, Manildra/NSW Sugar Milling Co-op at Harwood and the Department of Education.

The majority (49%) of the labour force of 19,616 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 and Waste Services/Construction.

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	24,852	25,146	49,998	89%
0-9 years	3,212	2,966	6,178	11%
10-17 years	2,805	2,474	5,279	9.4%
18-24 years	1,696	1,522	3,218	5.7%
25-39 years	3,566	3,622	7,188	12.8%
40-54 years	5,314	5,606	10,920	19.44%
55-64 years	4,685	4,705	9,390	16.72%
65-74 years	4,143	4,021	8,164	14.53%
75+ years	2,643	3,196	5,839	10.39%
Total 2011 population	27,544	27,844	55,388	
Total 2016 population	28,064	28,112	56,176	100%
% change 2011-2016			1.42%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	10,752	49.18%
Part-time employed	7,903	36.15%
Not stated employed	1,273	5.82%
Unemployed	1,936	8.85%
Total labour force	21,864	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	378	1.76%
\$7,750 – \$20,999	1,436	6.67%
\$21,000 – \$41,999	6,514	30.27%
\$42,000 – \$77,999	5,682	26.4%
\$78,000 – \$103,999	2,081	9.67%
\$104,000 – \$129,999	1,416	6.58%
\$130,000 – \$155,999	765	3.55%
\$160,000 – \$181,999	359	1.67%
\$182,000 – \$207,999	234	1.09%
\$208,000+	319	1.48%
Not stated	2,339	10.87%
Total households	21,523	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	5,010	33.21%
Couple families – No children	7,266	48.17%
Single parents	2,661	17.64%
Other families	147	0.97%
Total families	15,084	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	5,579	27.8%
Technicians & trade workers/ Community & personal service workers	5,528	27.54%
Clerical & administrative workers	2,445	12.18%
Sales workers	2,101	10.47%
Machinery operators & drivers/Labourers	4,096	20.41%
Not stated	321	1.6%
Total	20,070	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	1,637	8.35%
Mining	86	0.44%
Manufacturing/Electricity, gas, water & waste services/Construction	3,012	15.35%
Wholesale trade/Retail trade/ Accommodation & food services	4,362	22.24%
Transport, postal & warehousing/ Information, media & communications	925	4.72%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,094	5.58%
Professional scientific & technical services	659	3.36%
Public administration & safety	1,518	7.74%
Education & training/Health care & social assistance	4,565	23.27%
Arts & recreation services	242	1.23%
Other services	768	3.92%
Not stated	748	3.81%
Total	19,616	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	281,439
Alcoholic beverages	38,094
Clothing & footwear	52,113
Household furnishings & equipment	74,967
Furniture & floor covering	25,287
Household appliances	18,068
Household services & operation	57,747
Medical care & health expenses	98,625
Motor vehicle purchase	64,773
Motor vehicle running costs	161,668
Recreation	205,306
Recreational & educational equipment	52,022
Holidays	96,079
Personal care	33,987

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,308	2,111	4,419	7.87%
Secondary	1,673	1,606	3,279	5.84%
TAFE	441	694	1,135	2.02%
University	185	551	736	1.31%
Total	4,607	4,962	9,569	17.03%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	9,572	44.25%
Mortgaged	5,961	27.56%
Private rental	4,816	22.26%
Housing authority/Not stated	1,178	5.45%
Other tenure type	105	0.49%
Total dwellings	21,632	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	4,806	8.56%
Certificate	15,185	27.03%
Total	19,991	35.59%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	526	9.49%
\$450 – \$799 per month	517	9.33%
\$800 – \$999 per month	544	9.82%
\$1,000 – \$1,799 per month	2,486	44.86%
\$1,800 – \$2,399 per month	856	15.45%
\$2,400 – \$2,999 per month	219	3.95%
\$3,000 – \$3,999 per month	99	1.79%
\$4,000+ per month	76	1.37%
Not stated	219	3.95%
Total mortgaged dwellings	5,542	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,128	5.18%
1 vehicle	8,221	37.73%
2+ vehicles	11,448	52.54%
Not stated	993	4.56%
Total	21,790	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	242,398
Cereal crops – Wheat for grain – Production (t)	3,181
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	2,453
Cereal crops – Sorghum for grain – Production (t)	35
Cereal crops – Total for grain – Production (t)	8,196
Vegetables for human consumption – Tomatoes – Total production (t)	236
Vegetables for human consumption – Total area (ha)	79
Fruit & nuts – Avocados – Production (kg)	15,137
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	3,364
Fruit & nuts – Peaches – Production (kg)	6,465
Fruit & nuts – Nuts – Total trees (no.)	29,917
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	34,264
Fruit & nuts – Grapes – Total area (ha)	0
Livestock – Sheep & lambs – Total (no.)	505
Livestock – Dairy cattle – Total (no.)	4,983
Livestock – Meat cattle – Total (no.)	79,690

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	16,213	74.42%
Internet not accessed from dwelling	4,919	22.58%
Not stated	654	3%
Total	21,786	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	24,039	24,072	48,111	86.38%
Europe	909	840	1,749	3.14%
Africa & Middle East	24	33	57	0.1%
Asia	117	260	377	0.68%
Americas	46	44	90	0.16%
Other	2,707	2,604	5,311	9.54%
Total	27,842	27,853	55,695	100%