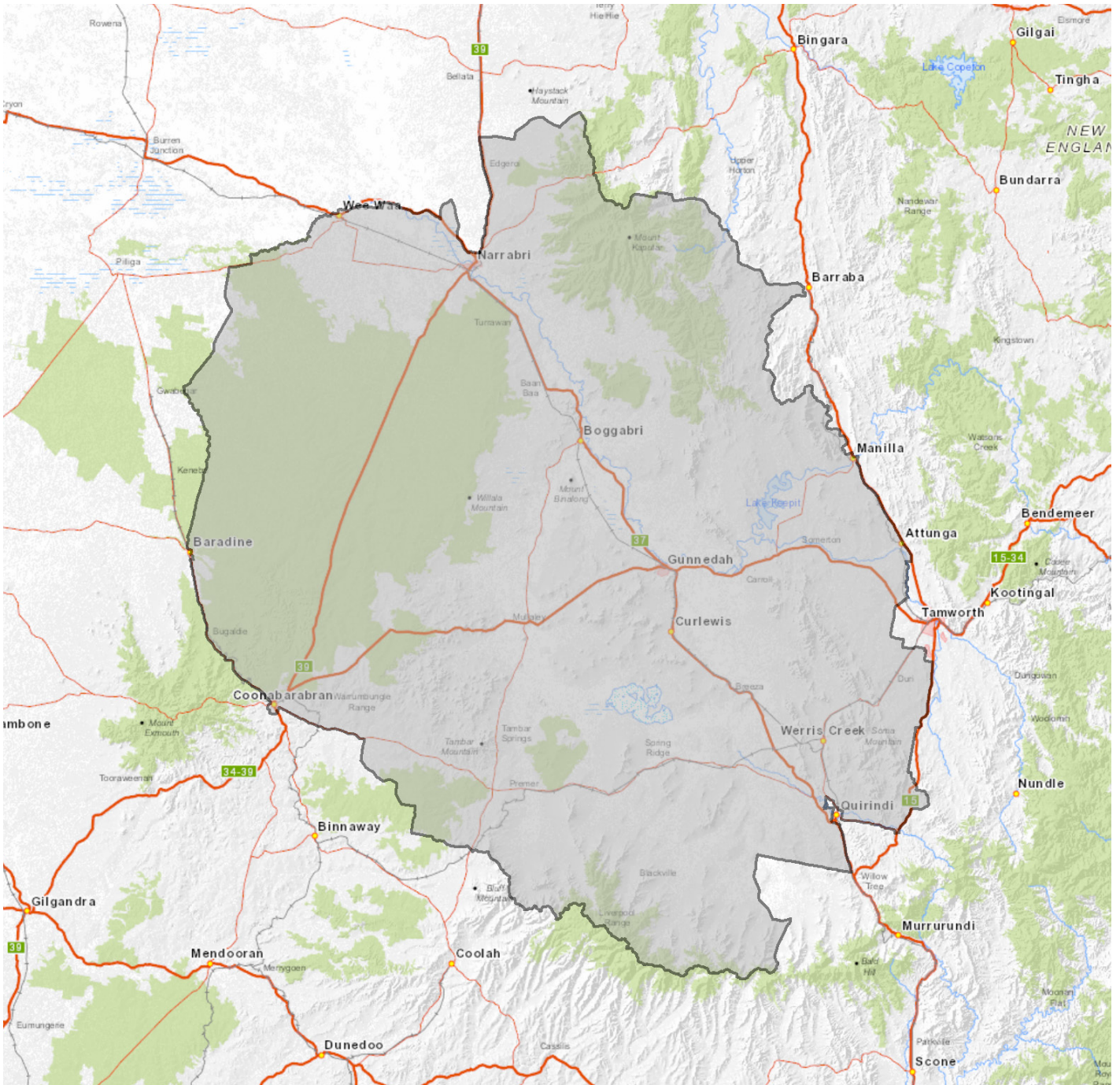


GUNNEDAH

TRIPLE G • 2MO



Station Name	Triple G	2MO
Call Sign	2GGG	2MO
Frequency	97.5 MHz	1080 kHz
Network	Super Radio Network	Super Radio Network
Address	PO Box 62, Gunnedah, NSW 2380	PO Box 62, Gunnedah, NSW 2380
Phone	02 6742 2322	02 6742 1011
Fax	02 6742 3674	02 6742 3674
Email	studio@2ggg.net.au	studio2mo1080@gmail.com
Web Address	2ggg.net.au	2mo.net.au
Description of Content/Format	Best of the 80s to Now	News, Talk, Sport & Entertainment
Demographic Profile of Station Audience	18-45	40+

GUNNEDAH

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 2011 census, the population of the radio licence area for Gunnedah has decreased by 0.96% to 48,687. 54% of the population in Gunnedah is aged over 40 years. The birthplace for 87% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 8,469 people attending an educational institution, 50% were either in infants or primary, 34% were attending a secondary educational institution, 8% attending TAFE and 8% at University or another tertiary institution. Of the 15,367 people who already have a tertiary qualification, 74% have a certificate, diploma or another tertiary qualification and 26% have a degree.

The stability of the area is reflected in the high level of home ownership. Of the total dwellings (17,863) in Gunnedah, 38% of dwellings are owned outright and 29% are mortgaged. Private rental properties represent 24% of the dwellings.

23% of the total households (17,701) in Gunnedah have a household income range between \$21,000 – \$41,999pa; 23% between \$42,000 – \$77,999pa, and 11% between \$78,000 – \$103,999pa.

Special features of the area include: Keepit Dam, one of the healthiest koala colonies in the state, the 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

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.

Current figures show that the area produced over 385 thousand tonnes of wheat for grain, over 870 thousand cereals for grain and more than 306 thousand tonnes of sorghum for grain.

The farms in the region support over 417 thousand sheep and lambs. The fertile soils of the region support a vast livestock industry. The region has over 320 thousand beef cattle.

EMPLOYMENT

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 (60%) of the labour force of 22,308 people is employed full time. The main industries of employment are:

- Education and Training/Health Care and Social Assistance;
- Agriculture Forestry and Fishing; and
- Wholesale Trade/Retail Trade/Accommodation and Food 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.

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	20,954	21,033	41,987	86.24%
0-9 years	3,404	3,296	6,700	13.76%
10-17 years	2,431	2,327	4,758	9.77%
18-24 years	1,642	1,585	3,227	6.63%
25-39 years	3,832	4,002	7,834	16.09%
40-54 years	4,788	4,769	9,557	19.63%
55-64 years	3,578	3,416	6,994	14.37%
65-74 years	2,892	2,738	5,630	11.56%
75+ years	1,791	2,196	3,987	8.19%
Total 2011 population	24,669	24,489	49,158	
Total 2016 population	24,358	24,329	48,687	100%
% change 2011-2016			-0.96%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	13,436	60.23%
Part-time employed	6,371	28.56%
Not stated employed	1,256	5.63%
Unemployed	1,245	5.58%
Total labour force	22,308	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	288	1.63%
\$7,750 – \$20,999	1,114	6.29%
\$21,000 – \$41,999	4,005	22.63%
\$42,000 – \$77,999	4,148	23.43%
\$78,000 – \$103,999	1,938	10.95%
\$104,000 – \$129,999	1,634	9.23%
\$130,000 – \$155,999	898	5.07%
\$160,000 – \$181,999	507	2.86%
\$182,000 – \$207,999	431	2.43%
\$208,000+	584	3.3%
Not stated	2,154	12.17%
Total households	17,701	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	5,023	39.22%
Couple families – No children	5,564	43.44%
Single parents	2,068	16.15%
Other families	152	1.19%
Total families	12,807	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	7,109	33.78%
Technicians & trade workers/ Community & personal service workers	4,717	22.42%
Clerical & administrative workers	2,169	10.31%
Sales workers	1,596	7.58%
Machinery operators & drivers/Labourers	5,080	24.14%
Not stated	371	1.76%
Total	21,042	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	4,099	19.63%
Mining	1,236	5.92%
Manufacturing/Electricity, gas, water & waste services/Construction	2,258	10.82%
Wholesale trade/Retail trade/ Accommodation & food services	3,459	16.57%
Transport, postal & warehousing/ Information, media & communications	1,047	5.02%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	887	4.25%
Professional scientific & technical services	714	3.42%
Public administration & safety	1,209	5.79%
Education & training/Health care & social assistance	4,103	19.65%
Arts & recreation services	101	0.48%
Other services	842	4.03%
Not stated	921	4.41%
Total	20,876	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	232,170
Alcoholic beverages	31,425
Clothing & footwear	42,990
Household furnishings & equipment	61,843
Furniture & floor covering	20,860
Household appliances	14,905
Household services & operation	47,638
Medical care & health expenses	81,359
Motor vehicle purchase	53,434
Motor vehicle running costs	133,366
Recreation	169,365
Recreational & educational equipment	42,915
Holidays	79,259
Personal care	28,037

GUNNEDAH

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,144	2,104	4,248	8.73%
Secondary	1,479	1,405	2,884	5.92%
TAFE	282	405	687	1.41%
University	162	488	650	1.34%
Total	4,067	4,402	8,469	17.39%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	6,869	38.45%
Mortgaged	5,187	29.04%
Private rental	4,354	24.37%
Housing authority/Not stated	1,289	7.22%
Other tenure type	164	0.92%
Total dwellings	17,863	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	3,974	8.16%
Certificate	11,393	23.4%
Total	15,367	31.56%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	464	9.61%
\$450 – \$799 per month	403	8.35%
\$800 – \$999 per month	457	9.47%
\$1,000 – \$1,799 per month	1,842	38.16%
\$1,800 – \$2,399 per month	795	16.47%
\$2,400 – \$2,999 per month	259	5.37%
\$3,000 – \$3,999 per month	166	3.44%
\$4,000+ per month	140	2.9%
Not stated	301	6.24%
Total mortgaged dwellings	4,827	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	872	4.85%
1 vehicle	5,388	29.99%
2+ vehicles	10,812	60.18%
Not stated	895	4.98%
Total	17,967	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,481,824
Cereal crops – Wheat for grain – Production (t)	385,506
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	153,520
Cereal crops – Sorghum for grain – Production (t)	306,559
Cereal crops – Total for grain – Production (t)	870,889
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)	20
Fruit & nuts – Nectarines – Production (kg)	2,806
Fruit & nuts – Peaches – Production (kg)	4,009
Fruit & nuts – Nuts – Total trees (no.)	29
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	48,493
Fruit & nuts – Grapes – Total area (ha)	1
Livestock – Sheep & lambs – Total (no.)	417,486
Livestock – Dairy cattle – Total (no.)	2,064
Livestock – Meat cattle – Total (no.)	320,772

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	12,780	71.08%
Internet not accessed from dwelling	4,627	25.73%
Not stated	574	3.19%
Total	17,981	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	21,150	20,864	42,014	86.9%
Europe	273	308	581	1.2%
Africa & Middle East	22	35	57	0.12%
Asia	77	124	201	0.42%
Americas	20	40	60	0.12%
Other	2,671	2,764	5,435	11.24%
Total	24,213	24,135	48,348	100%