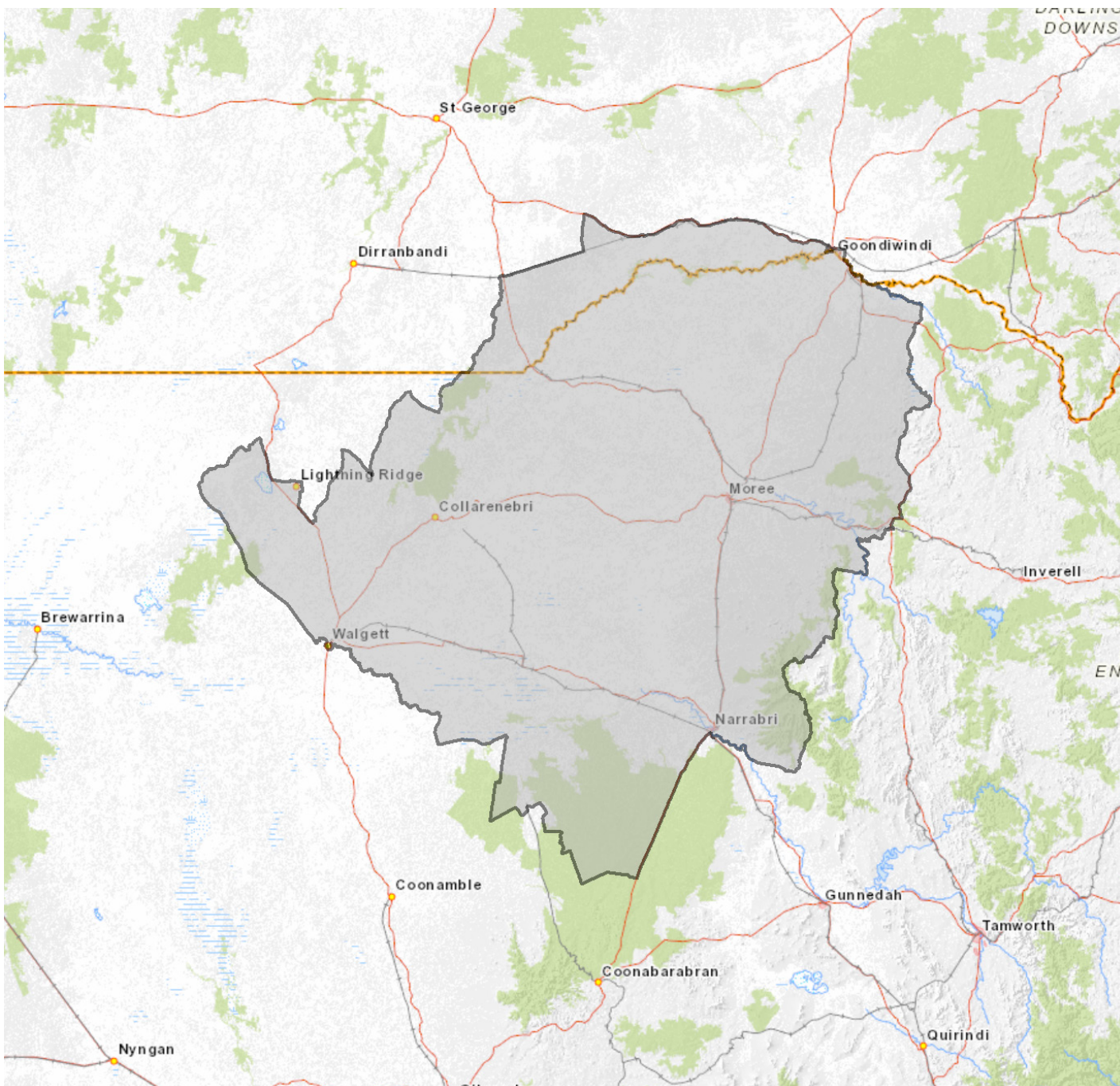


MOREE

NOW FM • 2VM



Station Name	NOW FM	2VM
Call Sign	2NOW	2VM
Frequency	98.3 MHz	1530 kHz
Network	Super Radio Network	Super Radio Network
Address	PO Box 389, Moree, NSW 2400	PO Box 389, Moree, NSW 2400
Phone	02 6752 1155	02 6752 1155
Fax	02 6752 2601	02 6752 2601
Email	admin2vm@bigpond.com	admin2vm@bigpond.com
Web Address	now983.com.au/home	2vm.com.au
Description of Content/Format	Hit Music	Local Information, Music, Local News & Talk
Demographic Profile of Station Audience	16-55	50-85

MOREE

Moree is located in northern NSW on the junction of the Newell and Gwydir Highways, approximately 90 kilometres south of the Queensland border and 665 kilometres north-west of Sydney, the region is also known as the Artesian Spa Capital of Australia.

Since the mid-1970s, the Moree district has made a significant contribution to Australia's cotton production with top quality yields for use nationally and internationally. The 2018 national harvest is expected to bring in about 4.6 million bales.

In comparison to the 2011 census, the population of Moree has decreased by 2.39% to 43,334. Over half the population in Moree is aged over 40 years. The birthplace for 84% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 7,242 people attending an educational institution, 55% were either in infants or primary, 31% were attending a secondary educational institution, 7% attending TAFE and 8% attending University or another tertiary institution. Of the 12,325 people who already have a tertiary qualification, 28% have a degree and 72% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (15,446) in Moree, 34% of dwellings are owned outright and 24% are mortgaged. Private rental properties represented 29% of total dwellings.

22% of the total households (15,327) in Moree have a household income range between \$21,000 – \$41,999pa; 24% between \$42,000 – \$77,999pa and 11% between \$78,000 – \$103,999pa.

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

AGRICULTURE

Moree is primarily a farming centre. Moree's primary productions are cattle and wool. The farms in the area support over 242 thousand beef cattle and 600 thousand sheep and lambs.

Located in the heart of NSW northern wheatbelt; the area produced over 1.8 million tonnes of wheat. The area also produced 2 million tonnes of cereals for grain, 616 thousand tonnes of barley and 193 thousand tonnes of sorghum. Moree has over 125 thousand nut trees growing throughout the region.

EMPLOYMENT

The majority (62%) of the labour force of 19,747 people are employed full time. The main industries of employment are:

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

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	18,660	17,926	36,586	84.43%
0-9 years	3,416	3,332	6,748	15.57%
10-17 years	2,154	1,911	4,065	9.38%
18-24 years	1,554	1,440	2,994	6.91%
25-39 years	3,743	3,992	7,735	17.85%
40-54 years	4,359	4,265	8,624	19.9%
55-64 years	3,147	2,735	5,882	13.57%
65-74 years	2,421	2,099	4,520	10.43%
75+ years	1,282	1,484	2,766	6.38%
Total 2011 population	22,652	21,744	44,396	
Total 2016 population	22,076	21,258	43,334	100%
% change 2011-2016			-2.39%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	12,319	62.38%
Part-time employed	5,121	25.93%
Not stated employed	1,205	6.1%
Unemployed	1,102	5.58%
Total labour force	19,747	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	331	2.16%
\$7,750 – \$20,999	1,017	6.64%
\$21,000 – \$41,999	3,321	21.67%
\$42,000 – \$77,999	3,685	24.04%
\$78,000 – \$103,999	1,701	11.1%
\$104,000 – \$129,999	1,416	9.24%
\$130,000 – \$155,999	708	4.62%
\$160,000 – \$181,999	421	2.75%
\$182,000 – \$207,999	315	2.06%
\$208,000+	449	2.93%
Not stated	1,963	12.81%
Total households	15,327	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	4,220	38.98%
Couple families – No children	4,492	41.49%
Single parents	1,936	17.88%
Other families	179	1.65%
Total families	10,827	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	6,606	35.6%
Technicians & trade workers/ Community & personal service workers	3,978	21.44%
Clerical & administrative workers	2,013	10.85%
Sales workers	1,356	7.31%
Machinery operators & drivers/Labourers	4,264	22.98%
Not stated	338	1.82%
Total	18,555	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	5,007	27.43%
Mining	277	1.52%
Manufacturing/Electricity, gas, water & waste services/Construction	1,687	9.24%
Wholesale trade/Retail trade/ Accommodation & food services	3,082	16.88%
Transport, postal & warehousing/ Information, media & communications	744	4.08%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	806	4.42%
Professional scientific & technical services	653	3.58%
Public administration & safety	996	5.46%
Education & training/Health care & social assistance	3,350	18.35%
Arts & recreation services	89	0.49%
Other services	707	3.87%
Not stated	855	4.68%
Total	18,253	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	196,965
Alcoholic beverages	26,924
Clothing & footwear	36,426
Household furnishings & equipment	51,673
Furniture & floor covering	17,192
Household appliances	12,554
Household services & operation	40,379
Medical care & health expenses	69,244
Motor vehicle purchase	45,951
Motor vehicle running costs	114,899
Recreation	144,240
Recreational & educational equipment	36,471
Holidays	66,822
Personal care	23,960

MOREE

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,032	1,954	3,986	9.2%
Secondary	1,134	1,083	2,217	5.12%
TAFE	193	294	487	1.12%
University	141	411	552	1.27%
Total	3,500	3,742	7,242	16.71%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	5,244	33.95%
Mortgaged	3,754	24.3%
Private rental	4,490	29.07%
Housing authority/Not stated	1,761	11.4%
Other tenure type	197	1.28%
Total dwellings	15,446	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	3,463	7.99%
Certificate	8,862	20.45%
Total	12,325	28.44%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	390	11.52%
\$450 – \$799 per month	295	8.72%
\$800 – \$999 per month	277	8.19%
\$1,000 – \$1,799 per month	1,362	40.25%
\$1,800 – \$2,399 per month	480	14.18%
\$2,400 – \$2,999 per month	138	4.08%
\$3,000 – \$3,999 per month	93	2.75%
\$4,000+ per month	87	2.57%
Not stated	262	7.74%
Total mortgaged dwellings	3,384	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,080	6.97%
1 vehicle	4,741	30.59%
2+ vehicles	8,778	56.65%
Not stated	897	5.79%
Total	15,496	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	3,710,906
Cereal crops – Wheat for grain – Production (t)	1,189,957
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	616,143
Cereal crops – Sorghum for grain – Production (t)	193,233
Cereal crops – Total for grain – Production (t)	2,014,204
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	8
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	125,963
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	282,482
Fruit & nuts – Grapes – Total area (ha)	7
Livestock – Sheep & lambs – Total (no.)	607,600
Livestock – Dairy cattle – Total (no.)	1,138
Livestock – Meat cattle – Total (no.)	242,767

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	10,612	68.37%
Internet not accessed from dwelling	4,260	27.44%
Not stated	650	4.19%
Total	15,522	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	18,479	17,846	36,325	84.48%
Europe	242	192	434	1.01%
Africa & Middle East	74	50	124	0.29%
Asia	133	229	362	0.84%
Americas	11	31	42	0.1%
Other	2,888	2,823	5,711	13.28%
Total	21,827	21,171	42,998	100%