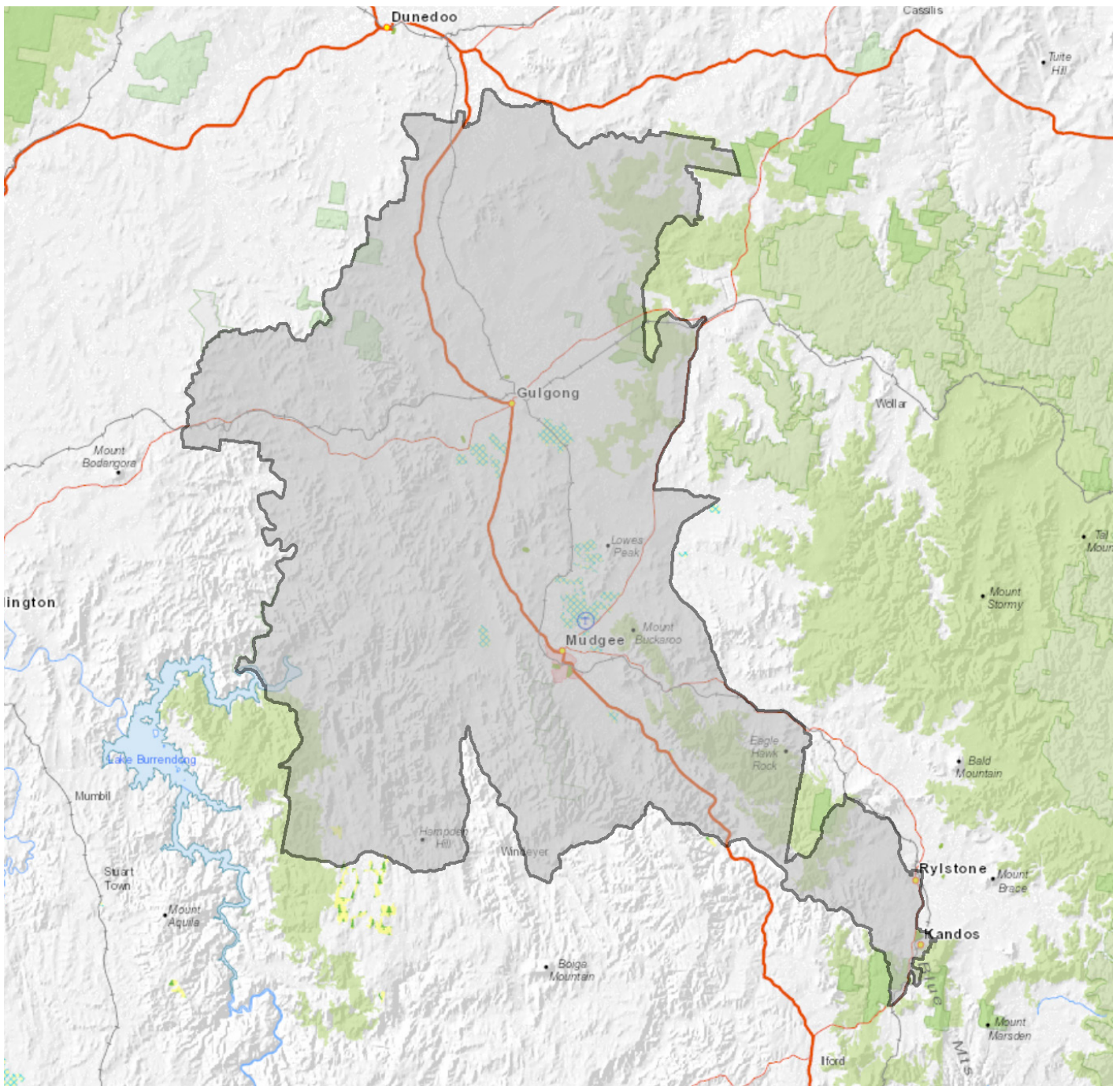


MUDGEE

REAL FM • 2MG



Station Name	Real FM	2MG
Call Sign	2GEE	2MG
Frequency	93.1 MHz + 97.9 MHz	1449 kHz
Network	Super Radio Network	Super Radio Network
Address	PO Box 17, Mudgee, NSW 2850	PO Box 17, Mudgee, NSW 2850
Phone	02 6372 1777	02 6372 1777
Fax	02 6372 4688	02 6372 4688
Email	studio@realfm.com.au	studio@2mg.com.au
Web Address	realfm.com.au	2mg.com.au
Description of Content/Format	Hit Contemporary	Gold/Talk/Sport
Demographic Profile of Station Audience	18-39	40+

MUDGEE

Mudgee is an historic town located in the Central Tablelands of NSW on the western slopes of the Great Dividing Range. Mudgee was home to Henry Lawson during his youth. Added to the region's long-established and diverse wine industry, recent years have seen it boom as a 'foodie' destination, attracting visitors predominantly from Sydney.

In comparison to the 2011 census, the population of Mudgee has increased by 7.44% to 24,908. Over 52% of the population is aged 40 years and over. The birthplace for 84% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 4,285 people attending an educational institution, 49% were either in infants or primary, 33% were attending a secondary educational institution, 8% attending University and 11% attending TAFE. Of the 8,298 people who already have a tertiary qualification, 75% have a certificate, diploma or another tertiary qualification and 25% have a degree.

The stability of the area is reflected in the high level of home ownership. Of the total dwellings (8,759) in Mudgee, 38% of dwellings are owned outright and 31% are mortgaged. Private rental properties represented only 24% of total dwellings.

24% of the total households (8,750) in Mudgee have a household income range between \$21,000 – \$41,999pa; 22% between \$42,000 – \$77,999pa; and 10% between \$78,000 – \$103,999pa.

The main attractions in the Mudgee area include the wineries, honey factories, museums, historic areas, local produce tastings including olive oil, art and craft galleries, a wide range of restaurants, national parks and the picturesque countryside.

AGRICULTURE

Mudgee is traditionally a wool area; the farms in the area support over 2.3 million sheep and lambs. The region also produces some beef; there are over 34 thousand beef cattle in the region.

Mudgee is also well known for its vineyards; there is over 2 thousand hectares of grape vines in the radio licence area.

The region is renowned for its wide choice of preserves, tapenades, mustards, wine jellies, vinegars, olive oils and honeys.

EMPLOYMENT

The majority (57%) of the labour force of 10,590 are 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
- Mining.

Mudgee is traditionally a farming centre. Agriculture, Forestry and Fishing industries are another major form of employment.

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	10,956	10,537	21,493	86.29%
0-9 years	1,745	1,670	3,415	13.71%
10-17 years	1,261	1,114	2,375	9.54%
18-24 years	945	758	1,703	6.84%
25-39 years	2,299	2,062	4,361	17.51%
40-54 years	2,533	2,562	5,095	20.46%
55-64 years	1,658	1,612	3,270	13.13%
65-74 years	1,425	1,361	2,786	11.19%
75+ years	835	1,068	1,903	7.64%
Total 2011 population	11,907	11,277	23,184	
Total 2016 population	12,701	12,207	24,908	100%
% change 2011-2016			7.44%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	6,019	56.84%
Part-time employed	3,285	31.02%
Not stated employed	579	5.47%
Unemployed	707	6.68%
Total labour force	10,590	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	177	2.02%
\$7,750 – \$20,999	556	6.35%
\$21,000 – \$41,999	2,126	24.3%
\$42,000 – \$77,999	1,923	21.98%
\$78,000 – \$103,999	876	10.01%
\$104,000 – \$129,999	796	9.1%
\$130,000 – \$155,999	440	5.03%
\$160,000 – \$181,999	247	2.82%
\$182,000 – \$207,999	243	2.78%
\$208,000+	372	4.25%
Not stated	994	11.36%
Total households	8,750	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	2,559	41.7%
Couple families – No children	2,585	42.13%
Single parents	932	15.19%
Other families	60	0.98%
Total families	6,136	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	2,858	29.09%
Technicians & trade workers/ Community & personal service workers	2,585	26.31%
Clerical & administrative workers	989	10.07%
Sales workers	888	9.04%
Machinery operators & drivers/Labourers	2,378	24.2%
Not stated	128	1.3%
Total	9,826	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	1,056	10.9%
Mining	1,422	14.68%
Manufacturing/Electricity, gas, water & waste services/Construction	1,183	12.22%
Wholesale trade/Retail trade/ Accommodation & food services	1,948	20.12%
Transport, postal & warehousing/ Information, media & communications	318	3.28%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	447	4.62%
Professional scientific & technical services	338	3.49%
Public administration & safety	409	4.22%
Education & training/Health care & social assistance	1,750	18.07%
Arts & recreation services	98	1.01%
Other services	450	4.65%
Not stated	265	2.74%
Total	9,684	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	114,552
Alcoholic beverages	15,505
Clothing & footwear	21,211
Household furnishings & equipment	30,513
Furniture & floor covering	10,292
Household appliances	7,354
Household services & operation	23,504
Medical care & health expenses	40,142
Motor vehicle purchase	26,364
Motor vehicle running costs	65,802
Recreation	83,564
Recreational & educational equipment	21,174
Holidays	39,106
Personal care	13,833

MUDGEE

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	1,080	1,020	2,100	8.43%
Secondary	745	661	1,406	5.64%
TAFE	167	290	457	1.83%
University	98	224	322	1.29%
Total	2,090	2,195	4,285	17.2%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	3,354	38.29%
Mortgaged	2,697	30.79%
Private rental	2,060	23.52%
Housing authority/Not stated	604	6.9%
Other tenure type	44	0.5%
Total dwellings	8,759	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	2,090	8.39%
Certificate	6,208	24.92%
Total	8,298	33.31%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	155	6.28%
\$450 – \$799 per month	163	6.6%
\$800 – \$999 per month	124	5.02%
\$1,000 – \$1,799 per month	885	35.83%
\$1,800 – \$2,399 per month	568	23%
\$2,400 – \$2,999 per month	262	10.61%
\$3,000 – \$3,999 per month	142	5.75%
\$4,000+ per month	71	2.87%
Not stated	100	4.05%
Total mortgaged dwellings	2,470	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	418	4.73%
1 vehicle	2,706	30.62%
2+ vehicles	5,242	59.32%
Not stated	471	5.33%
Total	8,837	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	178,258
Cereal crops – Wheat for grain – Production (t)	2,583
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	4,269
Cereal crops – Sorghum for grain – Production (t)	85
Cereal crops – Total for grain – Production (t)	10,546
Vegetables for human consumption – Tomatoes – Total production (t)	12
Vegetables for human consumption – Total area (ha)	0
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	3
Fruit & nuts – Peaches – Production (kg)	4
Fruit & nuts – Nuts – Total trees (no.)	1,517
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	21,424
Fruit & nuts – Grapes – Total area (ha)	253
Livestock – Sheep & lambs – Total (no.)	233,526
Livestock – Dairy cattle – Total (no.)	56
Livestock – Meat cattle – Total (no.)	34,872

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	6,564	74.31%
Internet not accessed from dwelling	1,971	22.31%
Not stated	298	3.37%
Total	8,833	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	10,620	9,965	20,585	83.5%
Europe	304	360	664	2.69%
Africa & Middle East	42	22	64	0.26%
Asia	66	97	163	0.66%
Americas	12	27	39	0.16%
Other	1,603	1,535	3,138	12.73%
Total	12,647	12,006	24,653	100%