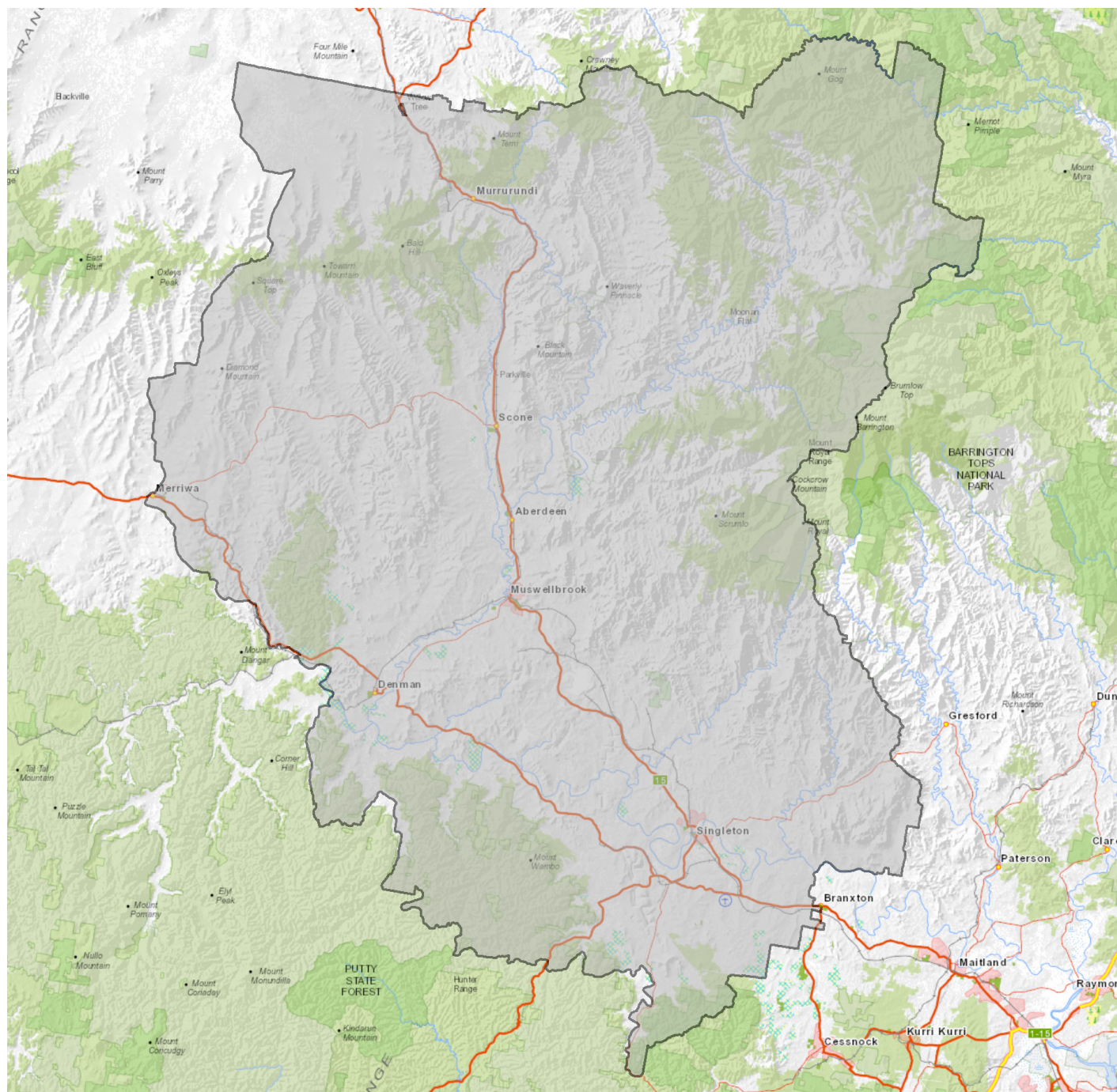


MUSWELLBROOK

POWER FM • 2NM 981



Station Name	Power FM	2NM 981
Call Sign	2VLY	2NM
Frequency	98.1 MHz	981 kHz
Network	Grant Broadcasters	Grant Broadcasters
Address	PO Box 600, Muswellbrook, NSW 2333	PO Box 600, Muswellbrook, NSW 2333
Phone	02 6543 1588	02 6543 1588
Fax	02 6543 2360	02 6543 2360
Email	gm.hunter@powerfm.com.au	gm.hunter@powerfm.com.au
Web Address	981powerfm.com.au	2nm.com.au
Description of Content/Format	Contemporary Hit Radio	Adult Contemporary
Demographic Profile of Station Audience	18-39	40+

MUSWELLBROOK

Muswellbrook, Singleton and Scone make up the region commonly referred to as the Upper Hunter and is approximately 130 kilometres from Newcastle and 285 kilometres from Sydney. All three centres are close to the Hunter River with the New England Highway, to Sydney and or Brisbane, running through the heart of each town.

In comparison to the 2011 census, the population of the radio licence area for the Hunter Valley has increased by 1.38% to 59,239. Over 48% of the population is aged over 40 years. The birthplace for 86% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

There is a large range of educational institutions that cater for the different needs of the community. Of the 11,598 people attending an educational institution, 49% were either in infants or primary school; 33% were in secondary school; 10% at TAFE and 8% at University or another tertiary institution. Of the 20,698 people who already have a tertiary qualification, 23% have a degree and 77% have a certificate, diploma or another tertiary qualification.

The area has a high proportion of home ownership. Of the total dwellings (21,044), 32% of dwellings are owned outright and 34% are mortgaged. Private rental properties represent 26% of total dwellings.

18% of the total households (20,745) have a household income range between \$21,000 – \$41,999pa; 21% 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 and chain stores are represented in the Upper Hunter.

AGRICULTURE

The Hunter Valley is best known for its wineries. There are over 5 hundred hectares of grapes in the area. The Upper Hunter is the home of Rosemount and Arrowfield Wines as well as a number of boutique wineries producing Chardonnays, Shiraz, Cabernets and Semillons.

The area also has a well-established dairy and beef cattle industry. The farms in the area support over 182 thousand beef cattle, 8 thousand dairy cattle and over 158 thousand sheep and lambs.

The equine industry has played an important role in the development of the area; there are a number of horse studs in the area, including the Irish Stud "Coolmore", and the "Emirates Park Stud".

EMPLOYMENT

The majority (59%) of the labour force of 28,647 is employed full time. The main industries of employment are:

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

Coal and coal mining has had a long history in the Hunter and has ensured that many residents of the area have, or are working in the mines.

MUSWELLBROOK

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	25,868	24,872	50,740	85.65%
0-9 years	4,282	4,217	8,499	14.35%
10-17 years	3,167	3,031	6,198	10.46%
18-24 years	2,511	2,094	4,605	7.77%
25-39 years	5,638	5,562	11,200	18.91%
40-54 years	6,246	6,182	12,428	20.98%
55-64 years	3,933	3,610	7,543	12.73%
65-74 years	2,864	2,568	5,432	9.17%
75+ years	1,509	1,825	3,334	5.63%
Total 2011 population	29,810	28,621	58,431	
Total 2016 population	30,150	29,089	59,239	100%
% change 2011-2016			1.38%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	17,022	59.42%
Part-time employed	8,291	28.94%
Not stated employed	1,562	5.45%
Unemployed	1,772	6.19%
Total labour force	28,647	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	396	1.91%
\$7,750 – \$20,999	1,037	5%
\$21,000 – \$41,999	3,830	18.46%
\$42,000 – \$77,999	4,389	21.16%
\$78,000 – \$103,999	2,273	10.96%
\$104,000 – \$129,999	2,374	11.44%
\$130,000 – \$155,999	1,395	6.72%
\$160,000 – \$181,999	876	4.22%
\$182,000 – \$207,999	680	3.28%
\$208,000+	1,287	6.2%
Not stated	2,208	10.64%
Total households	20,745	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	6,807	44.03%
Couple families – No children	6,177	39.95%
Single parents	2,359	15.26%
Other families	117	0.76%
Total families	15,460	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	6,853	25.6%
Technicians & trade workers/ Community & personal service workers	7,325	27.37%
Clerical & administrative workers	2,768	10.34%
Sales workers	2,011	7.51%
Machinery operators & drivers/Labourers	7,427	27.75%
Not stated	383	1.43%
Total	26,767	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,633	9.89%
Mining	4,949	18.58%
Manufacturing/Electricity, gas, water & waste services/Construction	3,630	13.63%
Wholesale trade/Retail trade/ Accommodation & food services	4,549	17.08%
Transport, postal & warehousing/ Information, media & communications	953	3.58%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,462	5.49%
Professional scientific & technical services	869	3.26%
Public administration & safety	1,389	5.22%
Education & training/Health care & social assistance	3,911	14.68%
Arts & recreation services	206	0.77%
Other services	1,051	3.95%
Not stated	1,032	3.87%
Total	26,634	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	272,643
Alcoholic beverages	36,904
Clothing & footwear	50,484
Household furnishings & equipment	72,624
Furniture & floor covering	24,496
Household appliances	17,504
Household services & operation	55,942
Medical care & health expenses	95,543
Motor vehicle purchase	62,749
Motor vehicle running costs	156,615
Recreation	198,890
Recreational & educational equipment	50,396
Holidays	93,077
Personal care	32,925

MUSWELLBROOK

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,837	2,806	5,643	9.53%
Secondary	1,917	1,934	3,851	6.5%
TAFE	475	648	1,123	1.9%
University	330	651	981	1.66%
Total	5,559	6,039	11,598	19.58%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	6,828	32.45%
Mortgaged	7,259	34.49%
Private rental	5,416	25.74%
Housing authority/Not stated	1,416	6.73%
Other tenure type	125	0.62%
Total dwellings	21,044	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	4,847	8.18%
Certificate	15,851	26.76%
Total	20,698	34.94%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	313	4.53%
\$450 – \$799 per month	304	4.4%
\$800 – \$999 per month	345	5%
\$1,000 – \$1,799 per month	2,407	34.86%
\$1,800 – \$2,399 per month	1,595	23.1%
\$2,400 – \$2,999 per month	745	10.79%
\$3,000 – \$3,999 per month	617	8.94%
\$4,000+ per month	261	3.78%
Not stated	317	4.59%
Total mortgaged dwellings	6,904	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	956	4.57%
1 vehicle	6,226	29.79%
2+ vehicles	12,926	61.84%
Not stated	793	3.79%
Total	20,901	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	541,128
Cereal crops – Wheat for grain – Production (t)	18,080
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	8,964
Cereal crops – Sorghum for grain – Production (t)	30,345
Cereal crops – Total for grain – Production (t)	60,117
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	5
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	43,837
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	5,290
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	29,121
Fruit & nuts – Grapes – Total area (ha)	502
Livestock – Sheep & lambs – Total (no.)	158,330
Livestock – Dairy cattle – Total (no.)	8,980
Livestock – Meat cattle – Total (no.)	182,483

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	16,457	77.98%
Internet not accessed from dwelling	4,084	19.35%
Not stated	562	2.66%
Total	21,103	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	25,693	24,970	50,663	86.38%
Europe	652	610	1,262	2.15%
Africa & Middle East	113	98	211	0.36%
Asia	296	342	638	1.09%
Americas	34	39	73	0.12%
Other	2,923	2,884	5,807	9.9%
Total	29,711	28,943	58,654	100%