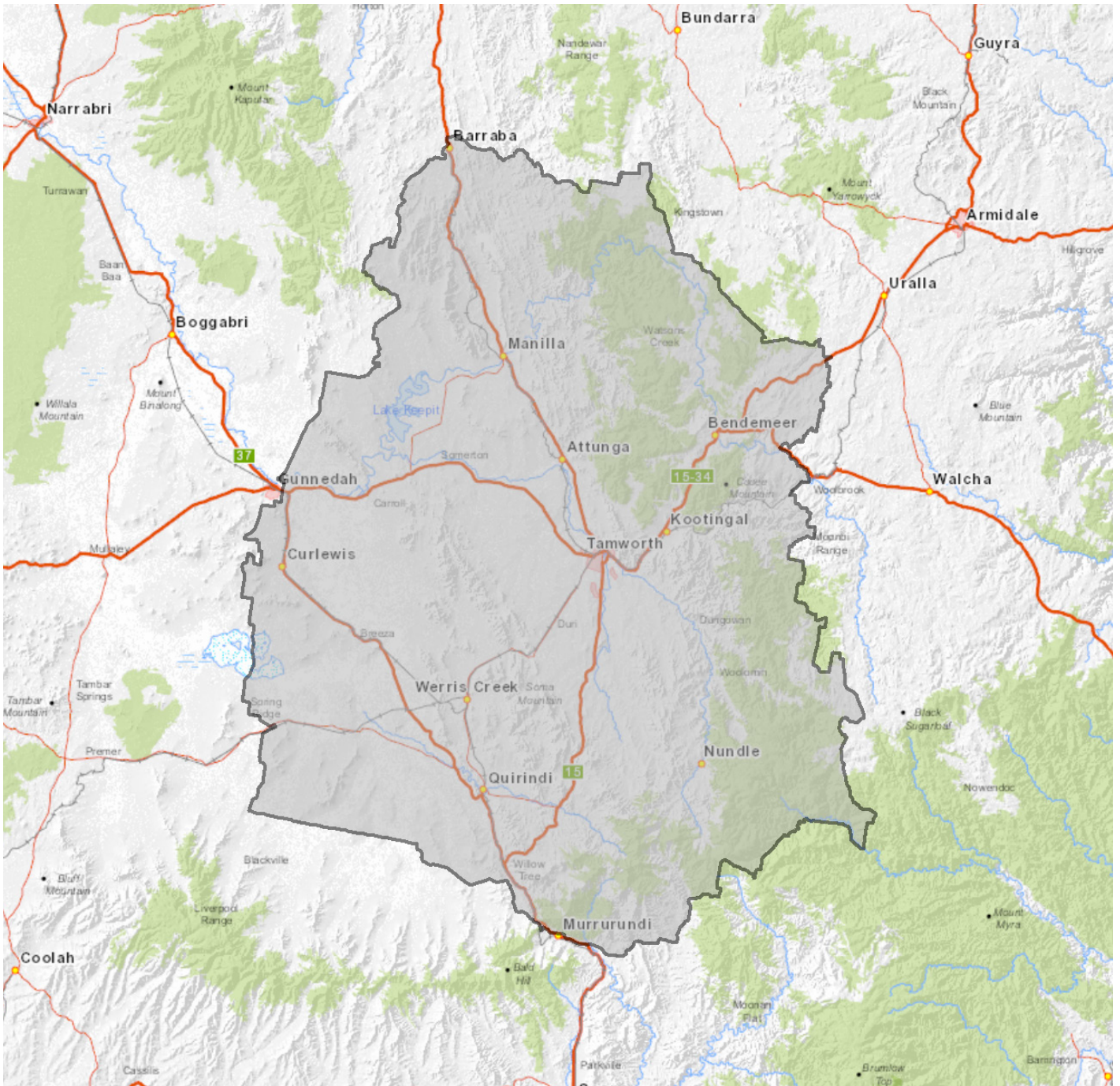


TAMWORTH

2TM 1287 AM • 92.9 FM



Station Name	2TM 1287 AM	92.9 FM
Call Sign	2TM	2TTT
Frequency	1287 kHz	92.9 MHz
Network	Super Radio Network	Super Radio Network
Address	PO Box 497, Tamworth, NSW 2340	PO Box 497, Tamworth, NSW 2340
Phone	02 6765 7055	02 6765 7055
Fax	02 6762 0008	02 6762 0008
Email	traffic@2tm.com.au	traffic@2tm.com.au
Web Address	2tm.com.au	fm929.com.au
Description of Content/Format	Talk & Gold	Adult Contemporary
Demographic Profile of Station Audience	40+	25-50

TAMWORTH

Tamworth is located in inland northern NSW at the junction of the New England and Oxley Highways. It is an easy five hour drive from Sydney through the scenic Hunter Valley.

Tamworth is the major business centre of the north-west and New England Region of NSW. Best known as the Country Music Capital of Australasia, Tamworth draws some 100,000 visitors each year to see over 2,800 shows at the internationally acclaimed Country Music Festival.

In comparison to the 2011 census, the population of the radio licence area of Tamworth increased by 3.76% to 73,591. Over half the population in Tamworth is aged over 40 years. The birthplace for 87% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 13,997 people attending an educational institution, 47% were either in infants or primary school; 35% were in secondary school; 10% at TAFE and 9% at University or another tertiary institution. Of the 25,512 people who already have a tertiary qualification, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

Tamworth's stability is reflected in its high level of home ownership. Of the total dwellings (27,115) in Tamworth, 35% of dwellings are owned outright and 31% are mortgaged. Private rental properties represent 26% of total dwellings.

23% of the total households (26,852) in Tamworth have a household income range between \$21,000 – \$41,999pa; 25% between \$42,000 – \$77,999pa; 11% between \$78,000 – \$103,999pa; and 23% over \$104,000pa.

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

Other features of Tamworth include limestone, processed starch, agricultural equipment, freight companies, and the British Aerospace Flying College.

AGRICULTURE

Tamworth is a rich farming area that produces a variety of crops and has a strong livestock industry, recognised nationally for its equine and agricultural events. The farms in the area support over 256 thousand beef cattle and 360 thousand sheep and lambs.

Tamworth is a major wheat growing area, producing over 105 thousand tonnes of wheat for grain and 311 thousand tonnes of cereals for grain, according to the latest census.

EMPLOYMENT

Tamworth has a strong retail sector that supports the surrounding area. A number of state government departments have offices in Tamworth.

The majority (60%) of the labour force of 34,543 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.

TAMWORTH

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	30,999	32,608	63,607	86.43%
0-9 years	5,185	4,799	9,984	13.57%
10-17 years	3,912	3,756	7,668	10.42%
18-24 years	2,721	2,615	5,336	7.25%
25-39 years	6,126	6,563	12,689	17.24%
40-54 years	6,996	7,182	14,178	19.27%
55-64 years	4,863	5,010	9,873	13.42%
65-74 years	3,838	4,022	7,860	10.68%
75+ years	2,543	3,460	6,003	8.16%
Total 2011 population	34,877	36,047	70,924	
Total 2016 population	36,184	37,407	73,591	100%
% change 2011-2016			3.76%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	20,647	59.77%
Part-time employed	10,044	29.08%
Not stated employed	1,869	5.41%
Unemployed	1,983	5.74%
Total labour force	34,543	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	335	1.25%
\$7,750 – \$20,999	1,516	5.65%
\$21,000 – \$41,999	6,226	23.19%
\$42,000 – \$77,999	6,675	24.86%
\$78,000 – \$103,999	3,042	11.33%
\$104,000 – \$129,999	2,575	9.59%
\$130,000 – \$155,999	1,332	4.96%
\$160,000 – \$181,999	759	2.83%
\$182,000 – \$207,999	578	2.15%
\$208,000+	835	3.11%
Not stated	2,979	11.09%
Total households	26,852	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	7,482	38.9%
Couple families – No children	7,978	41.48%
Single parents	3,532	18.36%
Other families	241	1.25%
Total families	19,233	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	10,140	31.25%
Technicians & trade workers/ Community & personal service workers	7,905	24.36%
Clerical & administrative workers	3,721	11.47%
Sales workers	2,986	9.2%
Machinery operators & drivers/Labourers	7,197	22.18%
Not stated	504	1.55%
Total	32,453	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,286	10.2%
Mining	684	2.12%
Manufacturing/Electricity, gas, water & waste services/Construction	4,829	14.99%
Wholesale trade/Retail trade/ Accommodation & food services	6,404	19.88%
Transport, postal & warehousing/ Information, media & communications	1,808	5.61%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,842	5.72%
Professional scientific & technical services	1,146	3.56%
Public administration & safety	1,859	5.77%
Education & training/Health care & social assistance	7,388	22.93%
Arts & recreation services	258	0.8%
Other services	1,343	4.17%
Not stated	1,371	4.26%
Total	32,218	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	353,487
Alcoholic beverages	47,846
Clothing & footwear	65,453
Household furnishings & equipment	94,159
Furniture & floor covering	31,760
Household appliances	22,694
Household services & operation	72,530
Medical care & health expenses	123,873
Motor vehicle purchase	81,355
Motor vehicle running costs	203,054
Recreation	257,864
Recreational & educational equipment	65,340
Holidays	120,676
Personal care	42,688

TAMWORTH

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	3,391	3,192	6,583	8.95%
Secondary	2,413	2,463	4,876	6.63%
TAFE	523	821	1,344	1.83%
University	360	834	1,194	1.62%
Total	6,687	7,310	13,997	19.02%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	9,533	35.16%
Mortgaged	8,365	30.85%
Private rental	7,040	25.96%
Housing authority/Not stated	1,970	7.27%
Other tenure type	207	0.76%
Total dwellings	27,115	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	6,938	9.43%
Certificate	18,574	25.24%
Total	25,512	34.67%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	511	6.55%
\$450 – \$799 per month	543	6.96%
\$800 – \$999 per month	672	8.61%
\$1,000 – \$1,799 per month	3,387	43.38%
\$1,800 – \$2,399 per month	1,469	18.82%
\$2,400 – \$2,999 per month	471	6.03%
\$3,000 – \$3,999 per month	265	3.39%
\$4,000+ per month	155	1.99%
Not stated	334	4.28%
Total mortgaged dwellings	7,807	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,528	5.61%
1 vehicle	8,921	32.76%
2+ vehicles	15,452	56.74%
Not stated	1,334	4.9%
Total	27,235	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	925,129
Cereal crops – Wheat for grain – Production (t)	105,585
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	54,269
Cereal crops – Sorghum for grain – Production (t)	139,937
Cereal crops – Total for grain – Production (t)	311,704
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	4
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	13,507
Fruit & nuts – Nectarines – Production (kg)	8,658
Fruit & nuts – Peaches – Production (kg)	12,478
Fruit & nuts – Nuts – Total trees (no.)	0
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	18,712
Fruit & nuts – Grapes – Total area (ha)	2
Livestock – Sheep & lambs – Total (no.)	360,484
Livestock – Dairy cattle – Total (no.)	6,764
Livestock – Meat cattle – Total (no.)	256,350

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	20,234	74.09%
Internet not accessed from dwelling	6,198	22.69%
Not stated	878	3.21%
Total	27,310	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	31,350	32,542	63,892	87.31%
Europe	507	592	1,099	1.5%
Africa & Middle East	73	97	170	0.23%
Asia	673	479	1,152	1.57%
Americas	11	34	45	0.06%
Other	3,302	3,521	6,823	9.32%
Total	35,916	37,265	73,181	100%