



THE SNOWY MOUNTAINS (COOMA)

97.7 SNOW FM & SNOWY MOUNTAINS 2XL

ACMA	2SKI	2XL
On-Air Name	97.7 Snow FM	Snowy Mountains 2XL
Frequency	97.7MHz	918 kHz
Postal Address	28 Sharp St	28 Sharp St
Suburb/State/Postcode	Cooma NSW 2630	Cooma NSW 2630
Phone	02 6456 1555	02 6452 1521
Fax	02 6456 1006	02 6456 1006
e-mail	snow@capitalradio.net.au	xl@capitalradio.net.au
WWW	www.snowfm.com.au	www.2xl.com.au
Format	Contemporary Hits music	Classic Hits
Primary Station Area Coverage	Snowy Mountains & Cooma	Snowy Mountains & Cooma
Demographic Profile of Station Audience	18 – 39	35+

More info: Click [here](#) for updated Station contacts and non-metro Agency representation

The Snowy Mountains are located in southern NSW. Cooma, the main commercial centre of the region, lies at the junction of the Monaro Highway and the Snowy Mountains Highway. It is a large sub-alpine town servicing the needs of its rural population and the Snowy Mountains ski industry operators.

The licence area of the two commercial radio stations covers all of the Snowy Mountains and NSW snowfields, Thredbo, Charlotte Pass, Perisher Selwyn Snowfields and the major towns of Cooma, Jindabyne, Bombala, Berridale, Khancoban, Delegate and Adaminaby.

In comparison to the 2006 census, the population of the radio licence area of Cooma has increased by 17.53% to 23,010. Over 53% of the population is aged 40 years and over. The birthplace for 81.5% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The area attracts a high number of tourists primarily during the winter months. Of the 4,338 people attending an educational institution, 41% were either in infants or primary, 36% were attending a secondary educational institution, 14% attending TAFE and 9% attending University or another tertiary institution.

Of the 8,095 people who already have a tertiary qualification, 74% have a certificate, diploma or another tertiary qualification and 26% have a degree.

Of the total dwellings (8,556) in Cooma, 42% of dwellings are owned outright and 31% are mortgaged. Private rental properties represent 22% of total dwellings. 21% of the total households (8,547) in Cooma have a household income range between \$21,000-\$41,999pa; 18% between \$42,000-\$64,999pa; and 17% between \$65,000-\$103,999pa.

TOURISM

The Snowy Mountains are located in Southern New South Wales and are a year round tourist destination. Over two million people visit the ski resorts each winter. The area also attracts over a million people in summer who come to enjoy Australia's highest National Park and inland fresh water lake system. 97.7 Snow FM and Snowy Mountains 2XL are the only commercial radio broadcasters in the area.

AGRICULTURE

Cooma is primarily a wool growing area. The farms in the region support over 812 thousand sheep and lambs alongside cattle farms with over 106 thousand beef cattle in the area. Cooma also produce over 7.9 million kilograms of apples within the region.

EMPLOYMENT

The majority (61.7%) of the labour force of 11,542 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants;
- Education, Health & Community Services; and
- Manufacturing, Construction, Electricity, Gas & Water Supply.

Cooma has a vibrant tourism, retail and services sector; there are jobs for every trade and profession.

In winter the population increases with the influx of seasonal workers on the ski fields. A large number of people are employed by businesses such as the Snowy Mountains Hydro-Electric Authority, the Snowy Mountains Engineering Corporation and the National Parks and Wildlife Services.

COOMA

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	10440	9819	20259	88.04
Aged 0-9 Years	1415	1336	2751	11.96
Aged 10-17 Years	1375	1219	2594	11.27
Aged 18-24 Years	837	671	1508	6.55
Aged 25-39 Years	1891	1853	3744	16.27
Aged 40-54 Years	2765	2637	5402	23.48
Aged 55+ Years	3572	3439	7011	30.47
Total 2011 Population	11855	11155	23010	100.00
Total 2006 Population	10040	9537	19577	
% Change 2006-2011			17.54%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	7130	61.77
Part-time Employed	3319	28.76
Not Stated Employed	227	1.97
Unemployed	425	3.68
Total Labour Force	11542	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	286	3.35
\$10000-\$20999pa	993	11.62
\$21000-\$41999pa	1817	21.26
\$42000-\$64999pa	1533	17.94
\$65000-\$103999pa	1477	17.28
\$104000-\$155999pa	1067	12.48
\$156000+pa	470	5.50
Not Stated	256	3.00
Total Households	8547	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	2330	40.01
Couple Families-No Children	2675	45.94
Single Parents	776	13.33
Other Families	42	0.72
Total Families	5823	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	3900	35.20
Technicians/Trade Workers/Community Personal Service Workers	2848	25.71
Clerical & Administrative Workers	1317	11.89
Sales Workers	907	8.19
Machinery Operation/Driver/& Labourers	1920	17.33
Not Stated	186	1.68
Total	11078	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1492	13.45
Mining	39	0.35
Construction/Electricity gas water and waste services/Manufacturing	1733	15.62
Wholesale/Retail Trade, Accom + Food	2600	23.43
Transport Postal & Warehouse/Telecomms	462	4.16
Finance & Insurance Services	602	5.42
Professional scientific and technical services	463	4.17
Public administration and safety	954	8.60
Education & Health	1685	15.18
Arts and recreation services	497	4.48
Other services	328	2.96
Inadequately described or not stated	242	2.18
Total	11097	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	80,818
Total Alcoholic beverages	12,651
Total Clothing and Footwear	17,443
Total Household Linen Furnishings & Equipment	20,053
Furniture and Floor Covering	6,787
Household Appliances	5,066
Household Services and Operation	26,692
Total Medical Care and Pharmacy	24,408
Motor Vehicle Purchase	17,937
Total Motor Vehicle Running Cost incl Rego	35,227
Audio Visual Equipment and Parts	20,262
Recreation	62,114
Holidays Australia and Overseas	20,167
Total Personal care and Hygiene	9,702
Total Super and Life Insurance	31,389

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	907	883	1790	7.77
Secondary	820	742	1562	6.78
TAFE	267	338	605	2.63
University & Other	117	264	381	1.65
Total	2111	2227	4338	18.84

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	3551	41.50
Mortgaged	2632	30.76
Private Rental	1904	22.25
Housing Authority/Not Stated	382	4.46
Other Tenure Type	87	1.02
Total Dwellings	8556	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	2142	9.30
Certificate	5953	25.85
Total	8095	35.15

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	271	10.33
\$500-\$799 per month	305	11.62
\$800-\$999 per month	196	7.47
\$1000-\$1399 per month	459	17.49
\$1400+ per month	1223	46.61
Not Stated	170	6.48
Total Mortgaged Dwellings	2624	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	486	0.06
1 Vehicle	2772	0.32
2+ Vehicles	4984	0.58
Not Stated	298	1.78
Total	7756	0.91

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	596,113
Land Use - Grazing land (including pastures and rangelands) area (ha)	529,882
Cereal Crops - Wheat for grain production (t)	3,354
Cereals for grain total production (t)	5,931
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	634
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	8
Tomatoes total production (t)	4
Avocados, total production (kg)	0
Nuts total trees (n)	4,238
Total grapes total area of vines (ha)	89
Orchard trees (incl. nuts) total trees - number (n)	355,224
Sheep and lambs total number (n)	812,953
Milk cattle (n)	1,786
Meat cattle (n)	106,885
Apples production (kg)	7,906,295
Nectarines production (kg)	21,853
Peaches production (kg)	35,913

INTERNET USAGE

Connection	Total	% Market Population
No Connection	2082	24.41
Broadband	5432	63.70
Dial-up	365	4.28
Other	337	3.95
Not Stated	312	3.66
Total	8528	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	9722	9050	18772	81.55
Europe	755	759	1514	6.58
Africa & Middle East	62	55	117	0.51
Asia	106	170	276	1.20
Americas	44	65	109	0.47
Other	1197	1033	2230	9.69
Total Population Total	11886	11132	23018	100.00