



GUNNEDAH

TRIPLE G & 2MO

ACMA	2GGG	2MO
On-Air Name	Triple G	2MO
Frequency	97.5 MHz	1080 kHz
Postal Address	PO Box 62	PO Box 62
Suburb/State/Postcode	Gunnedah NSW 2380	Gunnedah NSW 2380
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WWW	www.2ggg.net.au	www.2mo.net.au
Format	Adult Contemporary	News, Music, Talk & Sport
Primary Station Area Coverage	Gunnedah & NW NSW	Gunnedah & NW NSW
Demographic Profile of Station Audience	25-54	35+

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

GUNNEDAH

Gunnedah is located in the Upper Namoi Valley and is bordered by the Shires of Parry, Quirindi, Manilla, Barraba, Narrabri and Coonabarabran. Gunnedah is the service hub of this thriving region.

Located on the rich Liverpool Plains, Gunnedah is approximately 440 kilometres from Sydney, 655 kilometres from Brisbane and just over 1,000 kilometres from Melbourne.

2MO is the northwest's oldest Commercial Radio Station being only the fourth Radio Licence issued in Australia in 1930. 2MO has a proud history of comprehensively serving the northwest community through flood and famine. Triple G went to air in September 1997 and has built a large following throughout the northwest.

In comparison to the 2006 census, the population of the Radio Licence Area for Gunnedah has increased by 34.73% to 49,158. Over 52% of the population in Gunnedah is aged over 40 years. The birthplace for 90.2% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 9,439 people attending an educational institution, 47% were either in infants or primary, 35% were attending a secondary educational institution, 12% attending TAFE and 7% at University or another tertiary institution. Of the 13,653 people who already have a tertiary qualification, 78% have a certificate, diploma or another tertiary qualification and 22% have a degree.

The stability of the area is reflected in the high level of home ownership. Of the total dwellings (18,311) in Gunnedah, 40% are owned outright and 29% are mortgaged. Private rental properties represent 24% of the dwellings.

23% of the total households (18,313) in Gunnedah have a household income range between \$21,000 – \$41,999pa, 16% between \$42,000 – \$64,999 and 17% between \$65,000 – \$103,999.

Special features of the area include: Keepit Dam, one of the healthiest Koala colonies in the State, strong rural base, the Observatory at Coonabarabran, Narrabri Radio Telescope, major cropping area, and one of the largest sale yards in NSW. Gunnedah is known as the "Koala capital of the world".

AGRICULTURE

Agriculture is a very important part of both Gunnedah's economy and community. Wheat is the most widely grown crop in the district. Prime hard bread wheats and Durum varieties for pasta production are both consistent high income earners.

From the current figures we can see that the area produced over 452 thousand tonnes of wheat for grain and over 844 thousand cereals for grain and more than 258 thousand tonnes of sorghum for grain.

The farms in the region support over 468 thousand sheep and lambs. The fertile soils of the region support a vast livestock industry. The region has over 397 thousand beef cattle.

EMPLOYMENT

Gunnedah is the centre for a number of regional industries exporting to overseas markets. These include grain producing, cotton processing, brick and terracotta production, tannery and leather processing, timber milling and coal mining. The area has a skilled metal manufacturing and farm machinery production base.

The majority (60.1%) of the labour force of 22,878 people is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants;
- Agriculture, Forestry and Fishing; and
- Education, Health & Community Services.

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

GUNNEDAH

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	21176	21176	42352	86.15
Aged 0-9 Years	3493	3313	6806	13.85
Aged 10-17 Years	2932	2682	5614	11.42
Aged 18-24 Years	1712	1694	3406	6.93
Aged 25-39 Years	3771	3880	7651	15.56
Aged 40-54 Years	5013	5136	10149	20.65
Aged 55+ Years	7748	7784	15532	31.60
Total 2011 Population	24669	24489	49158	100.00
Total 2006 Population	18258	18227	36485	
% Change 2006-2011			34.73%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	13751	60.11
Part-time Employed	6420	28.06
Not Stated Employed	603	2.64
Unemployed	1294	5.66
Total Labour Force	22878	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	594	3.24
\$10000-\$20999pa	2314	12.64
\$21000-\$41999pa	4278	23.36
\$42000-\$64999pa	3005	16.41
\$65000-\$103999pa	3062	16.72
\$104000-\$155999pa	1914	10.45
\$156000+pa	872	4.76
Not Stated	738	4.03
Total Households	18313	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	5335	40.10
Couple Families-No Children	5764	43.33
Single Parents	2029	15.25
Other Families	176	1.32
Total Families	13304	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	7486	34.62
Technicians/Trade Workers/Community Personal Service Workers	4583	21.20
Clerical & Administrative Workers	2345	10.85
Sales Workers	1755	8.12
Machinery Operation/Driver/& Labourers	5093	23.56
Not Stated	359	1.66
Total	21621	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4378	21.11
Mining	762	3.67
Construction/Electricity gas water and waste services/Manufacturing	2683	12.94
Wholesale/Retail Trade, Accommodation	3821	18.42
Transport, Postal & Warehouse/ Telecomms	1207	5.82
Finance & Insurance Services	971	4.68
Professional scientific and technical services	719	3.47
Public administration and safety	1070	5.16
Education & Health	3634	17.52
Arts and recreation services	161	0.78
Other services	773	3.73
Not Stated	562	2.71
Total	20741	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	149,250
Total Alcoholic beverages	23,363
Total Clothing and Footwear	32,212
Total Household Linen Furnishings & Equipment	37,034
Furniture and Floor Covering	12,534
Household Appliances	9,355
Household Services and Operation	49,294
Total Medical Care and Pharmacy	45,076
Motor Vehicle Purchase	33,125
Total Motor Vehicle Running Cost incl Rego	65,056
Audio Visual Equipment and Parts	37,420
Recreation	114,708
Holidays Australia and Overseas	37,244
Total Personal care and Hygiene	17,917
Total Super and Life Insurance	57,968

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2281	2125	4406	8.96
Secondary	1637	1650	3287	6.68
TAFE	399	705	1104	2.24
University & Other	171	471	642	1.31
Total	4488	4951	9439	19.19

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	7384	40.33
Mortgaged	5256	28.70
Private Rental	4333	23.66
Housing Authority/Not Stated	1122	6.13
Other Tenure Type	216	1.18
Total Dwellings	18311	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	3039	6.18
Certificate	10614	21.58
Total	13653	27.76

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	597	11.30
\$500-\$799 per month	595	11.26
\$800-\$999 per month	479	9.07
\$1000-\$1399 per month	1039	19.66
\$1400+ per month	2178	41.22
Not Stated	396	7.49
Total Mortgaged Dwellings	5284	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1192	0.07
1 Vehicle	5790	0.32
2+ Vehicles	10698	0.58
Not Stated	629	1.75
Total	16488	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	1,734,559
Land Use - Grazing land (including pastures and rangelands) area (ha)	1,040,136
Cereal Crops - Wheat for grain production (t)	452,137
Cereals for grain total production (t)	844,738
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	73,681
Sorghum for grain production (t)	258,996
Vegetables for human consumption, total area (ha)	95
Tomatoes total production (t)	2
Avocados, total production (kg)	193
Nuts total trees (n)	4,618
Total grapes total area of vines (ha)	46
Orchard trees (incl. nuts) total trees - number (n)	86,116
Sheep and lambs total number (n)	468,865
Milk cattle (n)	633
Meat cattle (n)	397,142
Apples production (kg)	29,237
Nectarines production (kg)	21,104
Peaches production (kg)	7,769

INTERNET USAGE

Connection	Total	% Market Population
No Connection	5734	31.30
Broadband	10591	57.82
Dial-up	580	3.17
Other	658	3.59
Not Stated	755	4.12
Total	18318	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	22281	22101	44382	90.28
Europe	569	556	1125	2.29
Africa & Middle East	41	31	72	0.15
Asia	122	167	289	0.59
Americas	36	66	102	0.21
Other	1578	1611	3189	6.49
Total Population Total	24627	24532	49159	100.00