



HUNTER VALLEY/MUSWELLBROOK

981 2NM & POWER FM

ACMA	2NM	2VLY
On-Air Name	981 2NM	Power FM
Frequency	981 kHz	98.1 MHz
Postal Address	PO Box 600	PO Box 600
Suburb/State/Postcode	MUSWELLBROOK NSW 2333	MUSWELLBROOK NSW 2333
Phone	02 6543 1588	02 6543 1588
Fax	02 6543 2360	02 6543 2360
e-mail	gm.hunter@powerfm.com.au	gm.hunter@powerfm.com.au
WWW	www.2nm.com.au	www.powerfm.com.au/hunter
Format	Adult Contemporary	Contemporary Hit Radio
Primary Station Area Coverage	Hunter Valley	Hunter Valley
Demographic Profile of Station Audience	40+	18-35

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

HUNTER VALLEY/MUSWELLBROOK

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

In comparison to the 2006 census, the population of the Radio Licence Area for the Hunter Valley has increased by 19.6% to 58,431. Over 45% of the population is aged over 40 years. The birthplace for 88% 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 11,560 people attending an educational institution, 46% were in infants or primary school, 34% were in secondary school, 13% at TAFE and 7% at University or another tertiary institution. Of the 18,534 people who already have a tertiary qualification, 21% have a degree and 79% have a certificate, diploma or another tertiary qualification.

The area has a high proportion of home ownership. Of the total dwellings (20,867), 33% are owned outright and 34% are mortgaged. Private rental properties represent 25% of total dwellings.

18% of the total households (20,882) have a household income range between \$104,000 – \$155,999pa, 14% between \$42,000 – \$64,999pa and 18% between \$65,000 – \$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 three thousand 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 201 thousand beef cattle, 17 thousand dairy cattle and over 150 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", the "Emirates Park Stud" and Darley Stud owned by Sheikh Mohammed bin Rashid Al Maktoum, ruler of Dubai.

The Upper Hunter has a strong coal mining industry with over 10 coal producers in the region. The close proximity to Newcastle allows for easy transport by rail via the Hunter Valley Coal Chain to the port of Newcastle for export.

EMPLOYMENT

The majority (63.9%) of the labour force of 29,462 is employed full time. The main industries of employment are:

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

The retail section of the shire has been built upon the success of the Agricultural, Coal and Power Industries.

Mining; and Agriculture, Forestry & Fishing are other main industries of employment. Coal mining has had a long history in the Hunter and has ensured that many residents of the area have worked, or are working in the mines.

HUNTER VALLEY/MUSWELLBROOK

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	25374	24480	49854	85.32
Aged 0-9 Years	4436	4141	8577	14.68
Aged 10-17 Years	3404	3289	6693	11.45
Aged 18-24 Years	2716	2384	5100	8.73
Aged 25-39 Years	5843	5546	11389	19.49
Aged 40-54 Years	6362	6068	12430	21.27
Aged 55+ Years	7049	7193	14242	24.37
Total 2011 Population	29810	28621	58431	100.00
Total 2006 Population	24883	23960	48843	
% Change 2006-2011			19.63%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	18832	63.92
Part-time Employed	7644	25.95
Not Stated Employed	715	2.43
Unemployed	1116	3.79
Total Labour Force	29462	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	594	2.84
\$10000-\$20999pa	1819	8.71
\$21000-\$41999pa	3424	16.40
\$42000-\$64999pa	2821	13.51
\$65000-\$103999pa	3699	17.71
\$104000-\$155999pa	3760	18.01
\$156000+pa	2554	12.23
Not Stated	583	2.79
Total Households	20882	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	7078	45.38
Couple Families-No Children	6147	39.41
Single Parents	2215	14.20
Other Families	158	1.01
Total Families	15598	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	7294	25.76
Technicians/Trade Workers/Community Personal Service Workers	7310	25.82
Clerical & Administrative Workers	3051	10.78
Sales Workers	2061	7.28
Machinery Operation/Driver/& Labourers	8023	28.34
Not Stated	573	2.02
Total	28312	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2820	9.98
Mining	5276	18.67
Construction/Electricity gas water and waste services/Manufacturing	4491	15.89
Wholesale/Retail Trade, Accommodation	5167	18.29
Transport, Postal & Warehouse/ Telecomms	1034	3.66
Finance & Insurance Services	1589	5.62
Professional scientific and technical services	977	3.46
Public administration and safety	1295	4.58
Education & Health	3455	12.23
Arts and recreation services	240	0.85
Other services	1206	4.27
Not stated	708	2.51
Total	28258	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	199,214
Total Alcoholic beverages	31,184
Total Clothing and Footwear	42,996
Total Household Linen Furnishings & Equipment	49,431
Furniture and Floor Covering	16,730
Household Appliances	12,487
Household Services and Operation	65,796
Total Medical Care and Pharmacy	60,166
Motor Vehicle Purchase	44,214
Total Motor Vehicle Running Cost incl Rego	86,835
Audio Visual Equipment and Parts	49,946
Recreation	153,108
Holidays Australia and Overseas	49,712
Total Personal care and Hygiene	23,915
Total Super and Life Insurance	77,374

HUNTER VALLEY/MUSWELLBROOK

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2673	2639	5312	9.09
Secondary	1974	1973	3947	6.76
TAFE	736	750	1486	2.54
University & Other	259	556	815	1.40
Total	5642	5918	11560	19.79

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	6802	32.60
Mortgaged	7241	34.70
Private Rental	5287	25.34
Housing Authority/Not Stated	1339	6.42
Other Tenure Type	198	0.95
Total Dwellings	20867	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	3910	6.69
Certificate	14624	25.04
Total	18534	31.73

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	439	6.05
\$500-\$799 per month	414	5.70
\$800-\$999 per month	381	5.25
\$1000-\$1399 per month	1006	13.85
\$1400+ per month	4610	63.49
Not Stated	411	5.66
Total Mortgaged Dwellings	7261	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1128	0.05
1 Vehicle	6157	0.30
2+ Vehicles	12969	0.62
Not Stated	594	1.45
Total	19126	0.92

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	638,841
Land Use - Grazing land (including pastures and rangelands) area (ha)	553,690
Cereal Crops - Wheat for grain production (t)	23,690
Cereals for grain total production (t)	62,861
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	7,336
Sorghum for grain production (t)	26,261
Vegetables for human consumption, total area (ha)	44
Tomatoes total production (t)	21
Avocados, total production (kg)	0
Nuts total trees (n)	16,650
Total grapes total area of vines (ha)	1,384
Orchard trees (including nuts) total trees - number (n)	108,498
Sheep and lambs total number (n)	150,382
Milk cattle (n)	17,896
Meat cattle (n)	201,182
Apples production (kg)	17,724
Nectarines production (kg)	32
Peaches production (kg)	59

INTERNET USAGE

Connection	Total	% Market Population
No Connection	4855	23.26
Broadband	13738	65.80
Dial-up	703	3.37
Other	856	4.10
Not Stated	725	3.47
Total	20877	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	26415	25339	51754	88.61
Europe	991	877	1868	3.20
Africa & Middle East	126	137	263	0.45
Asia	256	403	659	1.13
Americas	60	85	145	0.25
Other	1975	1742	3717	6.36
Total Population Total	29823	28583	58406	100.00