



# MUDGEE

## REAL FM & 2MG

<b>ACMA</b>	2GEE	2MG
<b>On-Air Name</b>	Real FM	2MG
<b>Frequency</b>	93.1 MHz & 97.9 MHz	1449 kHz
<b>Postal Address</b>	PO Box 17	PO Box 17
<b>Suburb/State/Postcode</b>	MUDGEE NSW 2850	MUDGEE NSW 2850
<b>Phone</b>	02 6372 1777	02 6372 1777
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<b>WWW</b>	www.realfm.com.au	www.2mg.com.au
<b>Format</b>	Hot Adult Contemporary	Adult Contemporary with Talk
<b>Primary Station Area Coverage</b>	Mudgee, Gulgong, Kandos, Rylstone	Mudgee, Gulgong, Kandos, Rylstone
<b>Demographic Profile of Station Audience</b>	18-39	35+

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

## MUDGEE

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Mudgee is an historic town located in the Central Tablelands of NSW on the western slopes of the Great Dividing Range. Mudgee district was home to Henry Lawson during his youth. The historical significance of the town and fine wines attract many visitors from Sydney. Mudgee is part of the "Explorer Country" Region and features agricultural diversity – from quality wines to fine wool.

In comparison to the 2006 census, the population of Mudgee has increased by 26.53% to 23,184. Almost 52% of the population is aged 40 years and over. The birthplace for 87% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 4,262 people attending an educational institution, 43% were in infants or primary, 35% were attending a secondary educational institution and 14% attending TAFE. Of the 7,046 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 (8,544) in Mudgee, 41% are owned outright and 29% are mortgaged. Private rental properties represented only 23% of total dwellings.

22% of the total households (8,529) in Mudgee have a household income range between \$21,000-\$41,999, 15% between \$42,000-\$64,999 and 16% between \$65,000-\$103,999.

The main attractions in the Mudgee area include the wineries, honey factories, museums, historic areas, local produce tastings including olive oil, art & craft galleries, a wide range of restaurants, national parks and the picturesque countryside. A growing number of major sporting events and carnivals are being attracted by the first class sporting facilities.

### AGRICULTURE

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Mudgee is traditionally a wool area; the farms in the area support over 259 thousand sheep and lambs. The region also produces some beef; there are over 36 thousand beef cattle in the region.

Mudgee is also well known for its vineyards, there are over two thousand hectares of grape vines in the radio licence area. The area boasts a number of boutique wineries and over 35 cellar doors.

The region is renowned for its wide choice of preserves, tapenades, mustards, wine jellies, vinegars, olive oils and honeys.

### EMPLOYMENT

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The majority (58.5%) of the labour force of 10,191 is employed full time. The main industries of employment are:

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

Tourism is a major part of the local economy. There are also over 250 retail establishments in the Mudgee shopping centre.

Mudgee is traditionally a farming centre. Agriculture, Mining, Forestry and Fishing industries are another major form of employment.

## MUDGE

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	10309	9810	20119	86.78
Aged 0-9 Years	1598	1467	3065	13.22
Aged 10-17 Years	1335	1242	2577	11.12
Aged 18-24 Years	931	754	1685	7.27
Aged 25-39 Years	1969	1893	3862	16.66
Aged 40-54 Years	2537	2404	4941	21.31
Aged 55+ Years	3537	3517	7054	30.43
Total 2011 Population	11907	11277	23184	100.00
Total 2006 Population	9072	9250	18322	
% Change 2006-2011			26.54%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	5964	58.52
Part-time Employed	3060	30.03
Not Stated Employed	203	1.99
Unemployed	576	5.65
Total Labour Force	10191	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	252	2.95
\$10000-\$20999pa	1152	13.51
\$21000-\$41999pa	1904	22.32
\$42000-\$64999pa	1273	14.93
\$65000-\$103999pa	1362	15.97
\$104000-\$155999pa	1022	11.98
\$156000+pa	551	6.46
Not Stated	320	3.75
Total Households	8529	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	2477	40.77
Couple Families-No Children	2613	43.01
Single Parents	919	15.13
Other Families	66	1.09
Total Families	6075	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	2921	30.37
Technicians/Trade Workers/Community Personal Service Workers	2386	24.81
Clerical & Administrative Workers	968	10.07
Sales Workers	848	8.82
Machinery Operation/Driver/& Labourers	2333	24.26
Not Stated	161	1.67
Total	9617	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1093	11.37
Mining	1271	13.23
Construction/Electricity gas water and waste services/Manufacturing	1423	14.81
Wholesale/Retail Trade, Accommodation	2035	21.18
Transport, Postal & Warehouse/ Telecomms	348	3.62
Finance & Insurance Services	432	4.50
Professional scientific and technical services	348	3.62
Public administration and safety	388	4.04
Education & Health	1611	16.76
Arts and recreation services	58	0.60
Other services	380	3.95
Not stated	223	2.32
Total	9610	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	78,562
Total Alcoholic beverages	12,298
Total Clothing and Footwear	16,956
Total Household Linen Furnishings & Equipment	19,494
Furniture and Floor Covering	6,598
Household Appliances	4,924
Household Services and Operation	25,947
Total Medical Care and Pharmacy	23,727
Motor Vehicle Purchase	17,436
Total Motor Vehicle Running Cost incl Rego	34,244
Audio Visual Equipment and Parts	19,697
Recreation	60,380
Holidays Australia and Overseas	19,604
Total Personal care and Hygiene	9,431
Total Super and Life Insurance	30,513

**TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED**

School	Male	Female	Total	% Market Population
Infants/Primary	978	861	1839	7.93
Secondary	741	770	1511	6.52
TAFE	250	336	586	2.53
University & Other	98	228	326	1.41
<b>Total</b>	<b>2067</b>	<b>2195</b>	<b>4262</b>	<b>18.38</b>

**DWELLING TENURE TYPE**

Tenure Type	Total	% Total Dwellings
Fully Owned	3464	40.54
Mortgaged	2481	29.04
Private Rental	2005	23.47
Housing Authority/Not Stated	522	6.11
Other Tenure Type	72	0.84
<b>Total Dwellings</b>	<b>8544</b>	<b>100.00</b>

**UNIVERSITY QUALIFICATIONS**

Type of Tertiary Qualification	Total	% Market Population
Degree	1581	6.82
Certificate	5465	23.57
<b>Total</b>	<b>7046</b>	<b>30.39</b>

**MORTGAGE PAYMENTS**

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	253	10.17
\$500-\$799 per month	223	8.97
\$800-\$999 per month	159	6.39
\$1000-\$1399 per month	404	16.24
\$1400+ per month	1315	52.87
Not Stated	133	5.35
<b>Total Mortgaged Dwellings</b>	<b>2487</b>	<b>100.00</b>

**MOTOR VEHICLES**

Number of Cars	Total	% Total Dwellings
No Vehicles	541	0.06
1 Vehicle	2917	0.34
2+ Vehicles	4781	0.56
Not Stated	298	1.78
<b>Total</b>	<b>7698</b>	<b>0.90</b>

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	207,023
Land Use - Grazing land (including pastures and rangelands) area (ha)	171,955
Cereal Crops - Wheat for grain production (t)	2,847
Cereals for grain total production (t)	8,260
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	2,236
Sorghum for grain production (t)	329
Vegetables for human consumption, total area (ha)	6
Tomatoes total production (t)	63
Avocados, total production (kg)	0
Nuts total trees (n)	1,529
Total grapes total area of vines (ha)	1,307
Orchard trees (incl. nuts) total trees - number (n)	40,172
Sheep and lambs total number (n)	259,092
Milk cattle (n)	9
Meat cattle (n)	36,012
Apples production (kg)	327
Nectarines production (kg)	14
Peaches production (kg)	303

**INTERNET USAGE**

Connection	Total	% Market Population
No Connection	2325	27.22
Broadband	5339	62.52
Dial-up	291	3.41
Other	291	3.41
Not Stated	294	3.44
<b>Total</b>	<b>8540</b>	<b>100.00</b>

**BIRTHPLACE BY REGION**

Region	Male	Female	Total	% Market Population
Oceania incl Australia	10325	9858	20183	87.07
Europe	474	504	978	4.22
Africa & Middle East	48	31	79	0.34
Asia	93	123	216	0.93
Americas	21	35	56	0.24
Other	945	724	1669	7.20
<b>Total Population Total</b>	<b>11906</b>	<b>11275</b>	<b>23181</b>	<b>100.00</b>