



# PARKES

1404 2PK & 95.5 ROK FM

<b>ACMA</b>	2PK	2ROK
<b>On-Air Name</b>	1404 2PK	95.5 ROK FM
<b>Frequency</b>	1404 kHz	95.5MHz & 90.5 MHz
<b>Postal Address</b>	PO Box 295	PO Box 295
<b>Suburb/State/Postcode</b>	PARKES NSW 2870	PARKES NSW 2870
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<b>WWW</b>	www.2pk.com.au	www.therok.com.au
<b>Format</b>	Adult Contemporary	Contemporary Hit Radio
<b>Primary Station Area Coverage</b>	Central West, Parkes, Forbes & Condobolin	Central West, Parkes, Forbes & Condobolin
<b>Demographic Profile of Station Audience</b>	39+	18-39

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

The Parkes Shire is located on the western edge of the Great Dividing Range within the Central Slopes and Plains region of New South Wales. It covers an area of 5,919 square kilometres with the town of Parkes being the major urban centre, followed by Peak Hill. The other major centres are Bogan Gate, Trundle and Tullamore in the west of the Shire.

Residents of Parkes enjoy diverse lifestyles, underpinned by a stable rural economy and supplemented by manufacturing and mining industries.

In comparison to the 2006 census, the population of Parkes has enjoyed significant growth increasing by 27.86% to 38,050. Over 51% of the population in Parkes 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 7,580 people attending an educational institution, 45% were in infants or primary, 37% were attending a secondary educational institution, 11% attending TAFE and 7% attending University or another tertiary institution. Of the 10,756 people who already have a tertiary qualification, 23% have a degree and 77% have a certificate, diploma or another tertiary qualification.

The area has a high level of home ownership. Of the total dwellings (14,233) in Parkes, 41% are owned outright and 29% are mortgaged. Private rental properties represent 23% of total dwellings.

23% of the total households (14,225) in Parkes have a household income range between \$21,000 – \$41,999, 17% between \$42,000 – \$64,999 and 16% between \$65,000 – \$103,999.

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

One of the main tourist attractions, 20kms north of Parkes is "The Dish" - The CSIRO's Radio Telescope, which was the subject of the Australian film The Dish. Visitors can learn about quasars, pulsars galaxies and other secrets of the universe.

### AGRICULTURE

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Parkes is a major wool and wheat producer. The farms in the area support over 1.5 million sheep and lambs. The region produced over 717 thousand tonnes of wheat for grain and over one million tonnes of cereals for grain. Parkes has a substantial beef industry, with over 130 thousand beef cattle.

The area contributes significantly to fruit production with over 7 million kilograms of apples, 270 thousand kilograms of nectarines and 620 thousand kilograms of peaches harvested.

### EMPLOYMENT

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The majority (62%) of the labour force of 17,461 is employed full time. The main industries of employment are;

- Wholesale/Retail Trade, Accommodation, Cafes and Restaurants
- Agriculture, Forestry and Fishing.
- Construction, Electricity Gas water and waste services and manufacturing

The Austop laparoscope complex is a major employer in the region. North Parkes Mines, one of the largest gold and copper ore mines in Australia, contributes millions of dollars in wages to the local economy.

## PARKES

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	16285	16434	32719	85.99
Aged 0-9 Years	2711	2620	5331	14.01
Aged 10-17 Years	2327	2215	4542	11.94
Aged 18-24 Years	1347	1235	2582	6.79
Aged 25-39 Years	2846	3112	5958	15.66
Aged 40-54 Years	3908	3838	7746	20.36
Aged 55+ Years	5857	6034	11891	31.25
Total 2011 Population	18996	19054	38050	100.00
Total 2006 Population	14751	15007	29758	
% Change 2006-2011			27.86%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	10828	62.01
Part-time Employed	4646	26.61
Not Stated Employed	470	2.69
Unemployed	799	4.58
Total Labour Force	17461	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	505	3.55
\$10000-\$20999pa	1930	13.57
\$21000-\$41999pa	3249	22.84
\$42000-\$64999pa	2445	17.19
\$65000-\$103999pa	2342	16.46
\$104000-\$155999pa	1415	9.95
\$156000+pa	692	4.86
Not Stated	528	3.71
Total Households	14225	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	4071	39.92
Couple Families-No Children	4378	42.93
Single Parents	1617	15.86
Other Families	131	1.28
Total Families	10197	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	6437	38.66
Technicians/Trade Workers/Community Personal Service Workers	3590	21.56
Clerical & Administrative Workers	1814	10.89
Sales Workers	1272	7.64
Machinery Operation/Driver/& Labourers	3273	19.66
Not Stated	264	1.59
Total	16650	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3706	22.42
Mining	709	4.29
Construction/Electricity gas water and waste services/Manufacturing	1963	11.87
Wholesale/Retail Trade, Accommodation	2955	17.87
Transport, Postal & Warehouse/ Telecomms	829	5.01
Finance & Insurance Services	615	3.72
Professional scientific and technical services	568	3.44
Public administration and safety	1001	6.05
Education & Health	3200	19.36
Arts and recreation services	90	0.54
Other services	571	3.45
Not stated	326	1.97
Total	16533	100.00

### ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and non Alcoholic Beverages	123,063
Total Alcoholic beverages	19,263
Total Clothing and Footwear	26,560
Total Household Linen Furnishings & Equipment	30,536
Furniture and Floor Covering	10,335
Household Appliances	7,713
Household Services and Operation	40,645
Total Medical Care and Pharmacy	37,167
Motor Vehicle Purchase	27,313
Total Motor Vehicle Running Cost incl Rego	53,641
Audio Visual Equipment and Parts	30,854
Recreation	94,581
Holidays Australia and Overseas	30,709
Total Personal care and Hygiene	14,773
Total Super and Life Insurance	47,797



**TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED**

School	Male	Female	Total	% Market Population
Infants/Primary	1737	1690	3427	9.01
Secondary	1352	1420	2772	7.29
TAFE	378	484	862	2.27
University & Other	158	361	519	1.37
Total	3625	3955	7580	19.94

**DWELLING TENURE TYPE**

Tenure Type	Total	% Total Dwellings
Fully Owned	5767	40.52
Mortgaged	4155	29.19
Private Rental	3243	22.79
Housing Authority/Not Stated	938	6.59
Other Tenure Type	130	0.91
Total Dwellings	14233	100.00

**UNIVERSITY QUALIFICATIONS**

Type of Tertiary Qualification	Total	% Market Population
Degree	2490	6.55
Certificate	8266	21.74
Total	10756	28.29

**MORTGAGE PAYMENTS**

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	492	11.84
\$500-\$799 per month	524	12.61
\$800-\$999 per month	449	10.80
\$1000-\$1399 per month	828	19.92
\$1400+ per month	1574	37.87
Not Stated	289	6.95
Total Mortgaged Dwellings	4156	100.00

**MOTOR VEHICLES**

Number of Cars	Total	% Total Dwellings
No Vehicles	975	0.07
1 Vehicle	4607	0.32
2+ Vehicles	8162	0.57
Not Stated	490	1.75
Total	12769	0.90

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	1,597,344
Land Use - Grazing land (including pastures and rangelands) area (ha)	886,830
Cereal Crops - Wheat for grain production (t)	717,828
Cereals for grain total production (t)	1,027,109
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	212,417
Sorghum for grain production (t)	1,192
Vegetables for human consumption, total area (ha)	361
Tomatoes total production (t)	2
Avocados, total production (kg)	0
Nuts total trees (n)	6,794
Total grapes total area of vines (ha)	932
Orchard trees (incl. nuts) total trees - number (n)	675,122
Sheep and lambs total number (n)	1,575,409
Milk cattle (n)	9,370
Meat cattle (n)	130,761
Apples production (kg)	7,021,166
Nectarines production (kg)	271,097
Peaches production (kg)	620,161

**INTERNET USAGE**

Connection	Total	% Market Population
No Connection	4546	31.94
Broadband	8132	57.13
Dial-up	545	3.83
Other	510	3.58
Not Stated	501	3.52
Total	14234	100.00

**BIRTHPLACE BY REGION**

Region	Male	Female	Total	% Market Population
Oceania incl Australia	17188	17145	34333	90.26
Europe	410	470	880	2.31
Africa & Middle East	47	51	98	0.26
Asia	124	162	286	0.75
Americas	36	53	89	0.23
Other	1178	1172	2350	6.18
Total Population Total	18983	19053	38036	100.00