



GRAFTON

CLARENCE COAST'S FM 104.7 & 2GF 1206AM/103.9FM

ACMA	2CLR	2GF
On-Air Name	Clarence Coast's FM 104.7	2GF 1206 AM
Frequency	104.7 MHz	1206 kHz & 103.9 MHz
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WWW	www.1047fm.com.au	www.2gf.com.au
Format	Contemporary Hit Music	Talk, News & Sport
Primary Station Area Coverage	Grafton, Yamba, Maclean, Clarence Valley	Grafton, Yamba, Maclean, Clarence Valley
Demographic Profile of Station Audience	16-39	35+

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

GRAFTON

Grafton is the centre of the sub-region known as the Clarence Valley. Located on the north coastal plain of NSW approximately 640kms north of Sydney and 350kms south of Brisbane, the town is situated slightly inland from the coast, on the Clarence River.

The Clarence Valley is a very attractive holiday and recreational area with pristine waters, national parks and beaches. Grafton's jacaranda trees and picturesque streetscapes, the July racing carnival, Bridge to Bridge ski race, rowing regattas and the Jacaranda Festival are all major drawcards for the area.

In comparison to the 2006 census, the population of Grafton has increased by 10.35% to 55,388. The birthplace for 88.5% of the population was Oceania including Australia, New Zealand and the Pacific Islands. There was a decline in the number of people aged 10-17years; however all other age groups increased. Over 57% of the population in Grafton is aged over 40 years.

Of the 10,316 people attending an educational institution, 42% were either in infants or primary, 37% were attending a secondary educational institution, 13% were in TAFE and 8% were attending University or another tertiary institution. Of the 17,132 people who already have a tertiary qualification, 80% have a certificate, diploma or another tertiary qualification and 20% have a degree.

The stability of the area is reflected in a high rate of home ownership. Of the total dwellings (21,355) in the Grafton district, 44% are owned outright and 28% are mortgaged. Private rental properties represent 22% of total dwellings. 29% of the total households (21,386) in Grafton have a household income range between \$21,000-\$41,999pa, 19% between \$42,000-\$64,999pa; and 15% between \$65,000-\$103,999pa.

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

AGRICULTURE

Grafton is the start of the sugar-growing belt that runs from northern NSW up the Queensland coast. Over 446 thousand tonnes of sugar cane were cut for crushing in 2011. The area also produces beef in the drier inland areas; the farms in the area support over 101 thousand beef cattle. In addition, the Grafton districts have a number of fruit orchards along the coast. The area produced over 147 thousand kilograms of avocados. Other industries include prawn trawling and timber.

EMPLOYMENT

Grafton is the "hub" of the Clarence River Valley and as such its retail centre is the "supply depot" for many more people than simply those who reside in Grafton City. While Grafton and surrounds is an agricultural centre, it also supports some industry and has a strong retail sector. It is the base for a variety of industries, both small and large scale. Some of these larger industries include Boral, Ramsey's Food Processing Plant (Grafton abattoirs), State Rail Authority, Humes Concrete Products, Koppers Logs Australia Ltd. Big River Timbers at Junction Hill, Manildra/NSW Sugar Milling Co-op at Harwood and the Department of Education.

The majority (50.4%) of the labour force of 21,989 people is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes and Restaurants
- Education, Health, and Community Services
- Construction/Electricity gas water and waste services/Manufacturing

GRAFTON

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	24232	24744	48976	88.42
Aged 0-9 Years	3312	3100	6412	11.58
Aged 10-17 Years	3096	3036	6132	11.07
Aged 18-24 Years	1966	1668	3634	6.56
Aged 25-39 Years	3621	3822	7443	13.44
Aged 40-54 Years	5594	5974	11568	20.89
Aged 55+ Years	9955	10244	20199	36.47
Total 2011 Population	27544	27844	55388	100.00
Total 2006 Population	24944	25246	50190	
% Change 2006-2011			10.36%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	11095	50.46
Part-time Employed	7625	34.68
Not Stated Employed	447	2.03
Unemployed	1918	8.72
Total Labour Force	21989	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	725	3.39
\$10000-\$20999pa	3091	14.45
\$21000-\$41999pa	6131	28.67
\$42000-\$64999pa	3966	18.54
\$65000-\$103999pa	3106	14.52
\$104000-\$155999pa	1451	6.78
\$156000+pa	560	2.62
Not Stated	747	3.49
Total Households	21386	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	5255	34.47
Couple Families-No Children	7110	46.64
Single Parents	2675	17.55
Other Families	204	1.34
Total Families	15244	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	5651	28.11
Technicians/Trade Workers/Community Personal Service Workers	5333	26.53
Clerical & Administrative Workers	2374	11.81
Sales Workers	2225	11.07
Machinery Operation/Driver/& Labourers	4161	20.70
Not Stated	359	1.79
Total	20103	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1537	7.66
Mining	105	0.52
Construction/Electricity gas water and waste services/Manufacturing	3471	17.30
Wholesale/Retail Trade, Accom + Food	4705	23.46
Transport Postal & Warehouse/Telecomms	1049	5.23
Finance & Insurance Services	1165	5.81
Professional scientific and technical services	704	3.51
Public administration and safety	1566	7.81
Education & Health	4356	21.72
Arts and recreation services	244	1.22
Other services	766	3.82
Inadequately described or not stated	391	1.95
Total	20059	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	218,279
Total Alcoholic beverages	34,168
Total Clothing and Footwear	47,111
Total Household Linen Furnishings & Equipment	54,162
Furniture and Floor Covering	18,331
Household Appliances	13,682
Household Services and Operation	72,093
Total Medical Care and Pharmacy	65,924
Motor Vehicle Purchase	48,445
Total Motor Vehicle Running Cost incl Rego	95,145
Audio Visual Equipment and Parts	54,726
Recreation	167,761
Holidays Australia and Overseas	54,470
Total Personal care and Hygiene	26,203
Total Super and Life Insurance	84,779

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2240	2117	4357	7.87
Secondary	1877	1955	3832	6.92
TAFE	543	797	1340	2.42
University & Other	231	556	787	1.42
Total	4891	5425	10316	18.64

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	9359	43.83
Mortgaged	6033	28.25
Private Rental	4787	22.42
Housing Authority/Not Stated	1018	4.77
Other Tenure Type	158	0.74
Total Dwellings	21355	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	3457	6.25
Certificate	13675	24.70
Total	17132	30.95

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	621	10.35
\$500-\$799 per month	624	10.40
\$800-\$999 per month	516	8.60
\$1000-\$1399 per month	1258	20.97
\$1400+ per month	2665	44.42
Not Stated	315	5.25
Total Mortgaged Dwellings	5999	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1500	0.07
1 Vehicle	8623	0.40
2+ Vehicles	10530	0.49
Not Stated	744	1.77
Total	19153	0.90

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	333,049
Land Use - Grazing land (including pastures and rangelands) area (ha)	277,789
Cereal Crops - Wheat for grain production (t)	2,486
Cereals for grain total production (t)	4,755
Cereal Crops - Rice for grain production (t)	1,090
Cereal Crops - Barley for grain production (t)	813
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	119
Tomatoes total production (t)	157
Avocados, total production (kg)	147,141
Nuts total trees (n)	19,287
Total grapes total area of vines (ha)	0
Orchard trees (incl. nuts) total trees - number (n)	58,902
Sheep and lambs total number (n)	1,295
Milk cattle (n)	4,688
Meat cattle (n)	101,811
Apples production (kg)	83,484
Nectarines production (kg)	268
Peaches production (kg)	378

INTERNET USAGE

Connection	Total	% Market Population
No Connection	6064	28.43
Broadband	12939	60.66
Dial-up	875	4.10
Other	667	3.13
Not Stated	785	3.68
Total	21330	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	24367	24666	49033	88.55
Europe	1239	1173	2412	4.36
Africa & Middle East	37	70	107	0.19
Asia	140	281	421	0.76
Americas	81	50	131	0.24
Other	1642	1629	3271	5.91
Total Population Total	27506	27869	55375	100.00