



MOREE

NOW FM & 2VM

ACMA	2NOW	2VM
On-Air Name	NOW FM	2VM
Frequency	98.3 MHz	1530 kHz
Postal Address	PO Box 389	PO Box 389
Suburb/State/Postcode	MOREE NSW 2400	MOREE NSW 2400
Phone	02 6752 1155	02 6752 1155
Fax	02 6752 2601	02 6752 2601
e-mail	Nowfm983@bigpond.com	radio2vm@bigpond.com
WWW	www.nowfm.com.au	www.2vm.com.au
Format	JACK/CHR	Talk, Gold, Country
Primary Station Area Coverage	Moree, Goondiwindi, Lightning Ridge, Narrabri, Walgett, Wee Waa, Warialda	Moree, Goondiwindi, Lightning Ridge, Narrabri, Walgett, Wee Waa, Warialda
Demographic Profile of Station Audience	18-45	45+

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

MOREE

Moree is located in northern NSW on the junction of the Newell and Gwydir Highways, approximately 124km south of the Queensland border and 665km north-west of Sydney. The region is also known as the Artesian Spa Capital of Australia.

In comparison to the 2006 census, the population of Moree has increased by 13.62% to 44,396. Over 48% of the population in Moree is aged over 40 years. The birthplace for 87.7% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 7,912 people attending an educational institution, 53% were in infants or primary, 30% were attending a secondary educational institution, 10% attending TAFE and 7% attending University or another tertiary institution. Of the 11,313 people who already have a tertiary qualification, 25% have a degree and 75% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (16,175) in Moree, 35% are owned outright and 24% are mortgaged. Private rental properties represented 29% of total dwellings.

20% of the total households (16,202) in Moree have a household income range between \$21,000 – \$41,999pa; 17% between \$42,000 – \$64,999pa and 17% between \$65,000 – \$103,999pa.

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

AGRICULTURE

Moree is primarily a farming centre. Moree's primary productions are grains, fibre, beef and sheep. The farms in the area support over 285 thousand beef cattle and 655 thousand sheep and lambs.

Located in the heart of NSW northern wheat belt, the area produced over 1.6 million tonnes of wheat, the total production of cereals for grain in the area was over 2.3 million tonnes, 360 thousand tonnes of barley and 362 thousand tonnes of sorghum. Moree has over 79 thousand nut trees growing throughout the region.

EMPLOYMENT

The majority (64.1%) of the labour force of 20,756 people is employed full time. The main industries of employment are:

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

MOREE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	19105	18315	37420	84.29
Aged 0-9 Years	3547	3429	6976	15.71
Aged 10-17 Years	2412	2299	4711	10.61
Aged 18-24 Years	1734	1605	3339	7.52
Aged 25-39 Years	3895	4192	8087	18.22
Aged 40-54 Years	4825	4455	9280	20.90
Aged 55+ Years	6239	5764	12003	27.04
Total 2011 Population	22652	21744	44396	100.00
Total 2006 Population	20079	18993	39072	
% Change 2006-2011			13.63%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	13311	64.13
Part-time Employed	5043	24.30
Not Stated Employed	568	2.74
Unemployed	1069	5.15
Total Labour Force	20756	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	692	4.27
\$10000-\$20999pa	1959	12.09
\$21000-\$41999pa	3300	20.37
\$42000-\$64999pa	2757	17.02
\$65000-\$103999pa	2835	17.50
\$104000-\$155999pa	1733	10.70
\$156000+pa	771	4.76
Not Stated	824	5.09
Total Households	16202	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	4675	41.29
Couple Families-No Children	4584	40.49
Single Parents	1863	16.45
Other Families	200	1.77
Total Families	11322	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	7210	36.58
Technicians/Trade Workers/Community Personal Service Workers	3958	20.08
Clerical & Administrative Workers	2191	11.12
Sales Workers	1438	7.30
Machinery Operation/Driver/& Labourers	4528	22.97
Not Stated	386	1.96
Total	19711	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	5410	27.50
Mining	237	1.20
Construction/Electricity gas water and waste services/Manufacturing	2043	10.39
Wholesale/Retail Trade, Accommodation	3707	18.85
Transport, Postal & Warehouse/ Telecomms	1006	5.11
Finance & Insurance Services	811	4.12
Professional scientific and technical services	697	3.54
Public administration and safety	1098	5.58
Education & Health	3268	16.61
Arts and recreation services	117	0.59
Other services	733	3.73
Not stated	544	2.77
Total	19671	100.00

ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	147,370
Total Alcoholic beverages	23,068
Total Clothing and Footwear	31,806
Total Household Linen Furnishings & Equipment	36,567
Furniture and Floor Covering	12,376
Household Appliances	9,237
Household Services and Operation	48,673
Total Medical Care and Pharmacy	44,508
Motor Vehicle Purchase	32,707
Total Motor Vehicle Running Cost incl Rego	64,237
Audio Visual Equipment and Parts	36,948
Recreation	113,263
Holidays Australia and Overseas	36,775
Total Personal care and Hygiene	17,691
Total Super and Life Insurance	57,238

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2158	2041	4199	9.46
Secondary	1167	1175	2342	5.27
TAFE	291	552	843	1.90
University & Other	159	369	528	1.19
Total	3775	4137	7912	17.82

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	5707	35.28
Mortgaged	3959	24.48
Private Rental	4759	29.42
Housing Authority/Not Stated	1479	9.14
Other Tenure Type	271	1.68
Total Dwellings	16175	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	2799	6.30
Certificate	8514	19.17
Total	11313	25.48

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	529	13.30
\$500-\$799 per month	411	10.33
\$800-\$999 per month	353	8.88
\$1000-\$1399 per month	807	20.29
\$1400+ per month	1513	38.04
Not Stated	364	9.15
Total Mortgaged Dwellings	3977	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1372	0.08
1 Vehicle	5102	0.32
2+ Vehicles	8921	0.55
Not Stated	775	2.46
Total	14023	0.87

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	3,641,181
Land Use - Grazing land (including pastures and rangelands) area (ha)	1,806,813
Cereal Crops - Wheat for grain production (t)	1,638,546
Cereals for grain total production (t)	2,398,520
Cereal Crops - Rice for grain production (t)	2,117
Cereal Crops - Barley for grain production (t)	360,410
Sorghum for grain production (t)	362,700
Vegetables for human consumption, total area (ha)	141
Tomatoes total production (t)	4
Avocados, total production (kg)	24
Nuts total trees (n)	79,675
Total grapes total area of vines (ha)	34
Orchard trees (incl. nuts) total trees - number (n)	233,686
Sheep and lambs total number (n)	655,277
Milk cattle (n)	316
Meat cattle (n)	285,154
Apples production (kg)	26
Nectarines production (kg)	6
Peaches production (kg)	61

INTERNET USAGE

Connection	Total	% Market Population
No Connection	5257	32.52
Broadband	8942	55.31
Dial-up	457	2.83
Other	750	4.64
Not Stated	761	4.71
Total	16167	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	19832	19107	38939	87.71
Europe	552	406	958	2.16
Africa & Middle East	100	57	157	0.35
Asia	167	228	395	0.89
Americas	32	63	95	0.21
Other	1989	1860	3849	8.67
Total Population Total	22672	21721	44393	100.00