



TAMWORTH

2TM 1287 AM & 92.9

ACMA	2TM	2TTT
On-Air Name	2TM 1287 AM	92.9
Frequency	1287 kHz	92.9 MHz
Postal Address	PO Box 497	PO Box 497
Suburb/State/Postcode	Tamworth NSW 2340	Tamworth NSW 2340
Phone	02 6765 7055	02 6765 7055
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e-mail	traffic@2tm.com.au	traffic@2tm.com.au
WWW	www.2tm.com.au	www.fm929.com.au
Format	Gold Adult Contemporary	Contemporary Hit Radio
Primary Station Area Coverage	Tamworth, Gunnedah, Quirindi, Barraba, Werris Creek, Manilla, Nundle, Bendemeer	Tamworth, Gunnedah, Quirindi, Barraba, Werris Creek, Manilla, Nundle, Bendemeer
Demographic Profile of Station Audience	40+	18-39

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

TAMWORTH

Tamworth is located in inland northern NSW at the junction of the New England and Oxley Highways. It is an easy five hour drive from Sydney through the scenic Hunter Valley.

Tamworth is the major business centre of the north-west and New England Region of NSW. Best known as the country music capital of Australasia; Tamworth draws some 100,000 visitors each year to its internationally acclaimed ten day Country Music Festival in January.

In comparison to the 2006 census, the population of the radio licence area for Tamworth increased by 14.74% to 70,924. Over 50% of the population in Tamworth is aged over 40 years. The birthplace for 89.87% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 14,030 people attending an educational institution, 44% were either in infants or primary school, 36% were in secondary school, 13% at TAFE and 8% at University or another tertiary institution. Of the 21,773 people who already have a tertiary qualification, 23% have a degree and 77% have a certificate, diploma or another tertiary qualification.

Tamworth's stability is reflected in its high level of home ownership. Of the total dwellings (26,710) in Tamworth, 36% are owned outright and 31% are mortgaged. Private rental properties represent 25% of total dwellings.

24% of the total households (26,712) in Tamworth have a household income range between \$21,000 – \$41,999, 18% between \$42,000 – \$64,999 and 18% 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.

Other features of Tamworth include limestone, processed starch, agricultural equipment, freight companies, and the British Aerospace Flying College.

AGRICULTURE

Tamworth is a rich farming area that produces a variety of crops and has a strong livestock industry, recognised nationally for its equine and agricultural events. The farms in the area support over 318 thousand beef cattle and 426 thousand sheep and lambs.

Tamworth is a major wheat growing area that produced over 122 thousand tonnes of wheat for grain and 307 thousand tonnes of cereals for grain.

EMPLOYMENT

Tamworth has a strong retail sector that supports the surrounding area. A number of state government departments have offices in Tamworth.

The majority (59.9%) of the labour force of 33,187 is employed full time. The main industries of employment are:

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

TAMWORTH

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	29863	31404	61267	86.38
Aged 0-9 Years	5014	4643	9657	13.62
Aged 10-17 Years	4236	3944	8180	11.53
Aged 18-24 Years	2749	2752	5501	7.76
Aged 25-39 Years	5656	6095	11751	16.57
Aged 40-54 Years	6903	7469	14372	20.26
Aged 55+ Years	10319	11144	21463	30.26
Total 2011 Population	34877	36047	70924	100.00
Total 2006 Population	30205	31608	61813	
% Change 2006-2011			14.74%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	19908	59.99
Part-time Employed	9460	28.51
Not Stated Employed	743	2.24
Unemployed	1875	5.65
Total Labour Force	33187	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	659	2.47
\$10000-\$20999pa	3234	12.11
\$21000-\$41999pa	6338	23.73
\$42000-\$64999pa	4688	17.55
\$65000-\$103999pa	4730	17.71
\$104000-\$155999pa	2900	10.86
\$156000+pa	1257	4.71
Not Stated	882	3.30
Total Households	26712	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	7477	38.86
Couple Families-No Children	8039	41.78
Single Parents	3439	17.88
Other Families	284	1.48
Total Families	19239	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	9820	31.38
Technicians/Trade Workers/Community Personal Service Workers	7305	23.34
Clerical & Administrative Workers	3855	12.32
Sales Workers	2885	9.22
Machinery Operation/Driver/& Labourers	6883	21.99
Not Stated	550	1.76
Total	31298	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3386	10.74
Mining	479	1.52
Construction/Electricity gas water and waste services/Manufacturing	5307	16.84
Wholesale/Retail Trade, Accommodation	6573	20.86
Transport, Postal & Warehouse/ Telecomms	1934	6.14
Finance & Insurance Services	1871	5.94
Professional scientific and technical services	1097	3.48
Public administration and safety	1765	5.60
Education & Health	6796	21.57
Arts and recreation services	322	1.02
Other services	1267	4.02
Not stated	717	2.28
Total	31514	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	272,976
Total Alcoholic beverages	42,730
Total Clothing and Footwear	58,916
Total Household Linen Furnishings & Equipment	67,734
Furniture and Floor Covering	22,925
Household Appliances	17,110
Household Services and Operation	90,158
Total Medical Care and Pharmacy	82,444
Motor Vehicle Purchase	60,584
Total Motor Vehicle Running Cost incl Rego	118,987
Audio Visual Equipment and Parts	68,440
Recreation	209,799
Holidays Australia and Overseas	68,119
Total Personal care and Hygiene	32,769
Total Super and Life Insurance	106,023

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	3137	3059	6196	8.73
Secondary	2567	2434	5001	7.05
TAFE	779	980	1759	2.48
University & Other	330	744	1074	1.51
Total	6813	7217	14030	19.78

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	9685	36.26
Mortgaged	8231	30.82
Private Rental	6737	25.22
Housing Authority/Not Stated	1812	6.78
Other Tenure Type	245	0.92
Total Dwellings	26710	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	4986	7.03
Certificate	16787	23.66
Total	21773	30.69

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	679	8.25
\$500-\$799 per month	752	9.14
\$800-\$999 per month	748	9.09
\$1000-\$1399 per month	1722	20.93
\$1400+ per month	3869	47.02
Not Stated	458	5.57
Total Mortgaged Dwellings	8228	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1928	0.07
1 Vehicle	9201	0.34
2+ Vehicles	14639	0.55
Not Stated	934	1.78
Total	23840	0.89

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	1,056,113
Land Use - Grazing land (including pastures and rangelands) area (ha)	779,614
Cereal Crops - Wheat for grain production (t)	122,871
Cereals for grain total production (t)	307,349
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	36,966
Sorghum for grain production (t)	123,113
Vegetables for human consumption, total area (ha)	18
Tomatoes total production (t)	2
Avocados, total production (kg)	1,293
Nuts total trees (n)	2,874
Total grapes total area of vines (ha)	68
Orchard trees (incl. nuts) total trees - number (n)	32,052
Sheep and lambs total number (n)	426,071
Milk cattle (n)	8,426
Meat cattle (n)	318,466
Apples production (kg)	12,932
Nectarines production (kg)	45,265
Peaches production (kg)	5,139

INTERNET USAGE

Connection	Total	% Market Population
No Connection	7667	28.70
Broadband	16004	59.91
Dial-up	942	3.53
Other	972	3.64
Not Stated	1129	4.23
Total	26714	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	31356	32378	63734	89.88
Europe	883	857	1740	2.45
Africa & Middle East	96	87	183	0.26
Asia	287	339	626	0.88
Americas	76	89	165	0.23
Other	2186	2277	4463	6.29
Total Population Total	34884	36027	70911	100.00