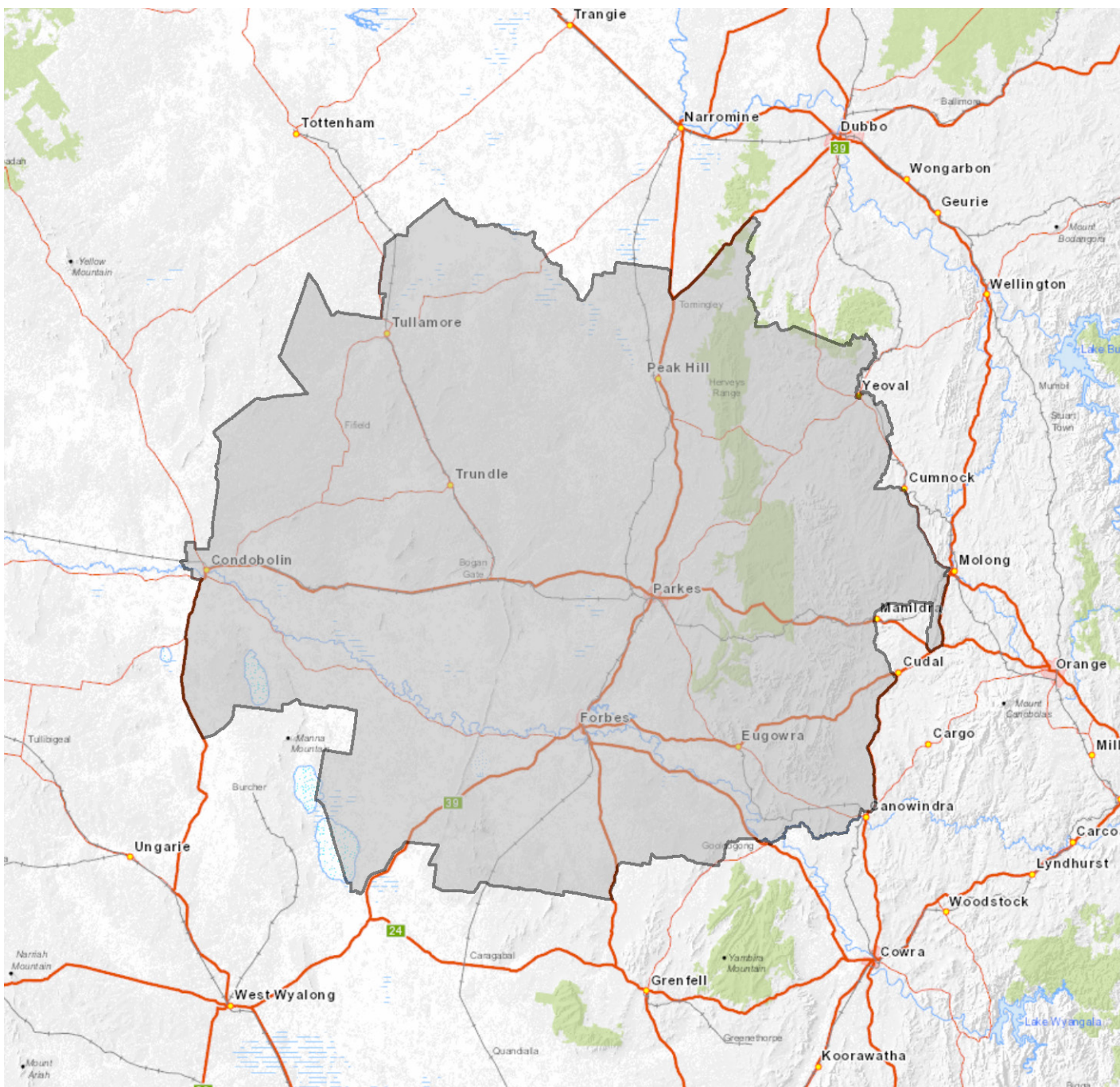


PARKES

1404 2PK • 95.5 ROK FM



Station Name	1404 2PK	95.5 ROK FM
Call Sign	2PK	2ROK
Frequency	1404 kHz	95.5 MHz
Network	Super Radio Network	Super Radio Network
Address	PO Box 295, Parkes, NSW 2870	PO Box 295, Parkes, NSW 2870
Phone	02 6862 1122	02 6862 1122
Fax	02 6862 2581	02 6862 2581
Email	mail@2pk.com.au	mail@therok.com.au
Web Address	2pk.com.au	rokfm.com.au
Description of Content/Format	News, Talk & Information & Adult Contemporary Music	Best Music from the 80s, 90s & Today
Demographic Profile of Station Audience	39+	18-39

PARKES

The Parkes Shire is located on the western edge of the Great Dividing Range within the Central Slopes and Plains region of NSW. 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 2011 census, the population of Parkes has decreased by -1.39% to 37,520. Over 53% of the population in Parkes is aged over 40 years. The birthplace for 87% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 7,118 people attending an educational institution, 49% were either in infants or primary; 36% were attending a secondary educational institution; 8% attending TAFE and 7% attending University or another tertiary institution. Of the 12,019 people who already have a tertiary qualification, 26% have a degree and 74% have a certificate, diploma or another tertiary qualification.

The area has a high level of home ownership. Of the total dwellings (13,729) in Parkes, 41% of dwellings are owned outright and 30% are mortgaged. Private rental properties represent 21% of total dwellings.

23% of the total households (13,351) in Parkes have a household income range between \$21,000 – \$41,999pa; 24% between \$42,000 – \$77,999pa; and 11% between \$78,000 – \$103,999pa. 22% of households have a household income over \$104,000pa.

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 20 kilometres north of Parkes is “The Dish” – the CSIRO’s Radio Telescope. It was one of several radio antennas used to receive live, televised images of the Apollo 11 moon landing on 20 July 1969. Its scientific contributions over the decades led the ABC to describe it as “the most successful scientific instrument ever built in Australia”.

AGRICULTURE

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 461 thousand tonnes of wheat for grain and over 704 thousand tonnes of cereals for grain. Parkes also has a substantial beef industry, with over 130 thousand beef cattle.

The area contributes significantly to fruit production with over 4 million kilograms of apples, 390 thousand kilograms of peaches and 105 thousand kilograms of nectarines harvested.

EMPLOYMENT

The majority (60%) of the labour force of 16,963 are employed full time. The main industries of employment are:

- Agriculture Forestry and Fishing;
- Education and Training/Health Care and Social Assistance; and
- Wholesale Trade/Retail Trade/Accommodation and Food Services.

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

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	16,171	16,148	32,319	86.14%
0-9 years	2,645	2,556	5,201	13.86%
10-17 years	1,964	1,957	3,921	10.45%
18-24 years	1,402	1,228	2,630	7.01%
25-39 years	2,837	2,964	5,801	15.46%
40-54 years	3,612	3,649	7,261	19.35%
55-64 years	2,642	2,496	5,138	13.69%
65-74 years	2,226	2,002	4,228	11.27%
75+ years	1,488	1,852	3,340	8.9%
Total 2011 population	18,996	19,054	38,050	
Total 2016 population	18,816	18,704	37,520	100%
% change 2011-2016			-1.39%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	10,195	60.1%
Part-time employed	4,788	28.23%
Not stated employed	1,021	6.02%
Unemployed	959	5.65%
Total labour force	16,963	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	241	1.81%
\$7,750 – \$20,999	866	6.49%
\$21,000 – \$41,999	3,053	22.87%
\$42,000 – \$77,999	3,203	23.99%
\$78,000 – \$103,999	1,423	10.66%
\$104,000 – \$129,999	1,207	9.04%
\$130,000 – \$155,999	638	4.78%
\$160,000 – \$181,999	409	3.06%
\$182,000 – \$207,999	263	1.97%
\$208,000+	379	2.84%
Not stated	1,669	12.5%
Total households	13,351	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	3,948	40.41%
Couple families – No children	4,145	42.43%
Single parents	1,581	16.18%
Other families	95	0.97%
Total families	9,769	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	5,922	37.19%
Technicians & trade workers/ Community & personal service workers	3,671	23.05%
Clerical & administrative workers	1,643	10.32%
Sales workers	1,198	7.52%
Machinery operators & drivers/Labourers	3,230	20.28%
Not stated	260	1.63%
Total	15,924	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,379	21.54%
Mining	676	4.31%
Manufacturing/Electricity, gas, water & waste services/Construction	1,800	11.47%
Wholesale trade/Retail trade/ Accommodation & food services	2,651	16.9%
Transport, postal & warehousing/ Information, media & communications	697	4.44%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	577	3.68%
Professional scientific & technical services	429	2.73%
Public administration & safety	934	5.95%
Education & training/Health care & social assistance	3,252	20.73%
Arts & recreation services	62	0.4%
Other services	572	3.65%
Not stated	658	4.19%
Total	15,687	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	177,959
Alcoholic beverages	24,088
Clothing & footwear	32,952
Household furnishings & equipment	47,403
Furniture & floor covering	15,989
Household appliances	11,425
Household services & operation	36,514
Medical care & health expenses	62,362
Motor vehicle purchase	40,957
Motor vehicle running costs	102,225
Recreation	129,819
Recreational & educational equipment	32,894
Holidays	60,753
Personal care	21,491

PARKES

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	1,807	1,692	3,499	9.33%
Secondary	1,269	1,268	2,537	6.76%
TAFE	225	352	577	1.54%
University	134	371	505	1.35%
Total	3,435	3,683	7,118	18.97%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	5,564	40.53%
Mortgaged	4,071	29.65%
Private rental	2,900	21.12%
Housing authority/Not stated	1,095	7.98%
Other tenure type	99	0.62%
Total dwellings	13,729	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	3,077	8.2%
Certificate	8,942	23.83%
Total	12,019	32.03%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	393	10.6%
\$450 – \$799 per month	361	9.73%
\$800 – \$999 per month	407	10.97%
\$1,000 – \$1,799 per month	1,501	40.47%
\$1,800 – \$2,399 per month	461	12.43%
\$2,400 – \$2,999 per month	190	5.12%
\$3,000 – \$3,999 per month	103	2.78%
\$4,000+ per month	71	1.91%
Not stated	222	5.99%
Total mortgaged dwellings	3,709	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	764	5.57%
1 vehicle	4,128	30.07%
2+ vehicles	8,119	59.15%
Not stated	716	5.22%
Total	13,727	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,397,765
Cereal crops – Wheat for grain – Production (t)	461,115
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	196,894
Cereal crops – Sorghum for grain – Production (t)	3,135
Cereal crops – Total for grain – Production (t)	704,154
Vegetables for human consumption – Tomatoes – Total production (t)	2
Vegetables for human consumption – Total area (ha)	211
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	4,051,219
Fruit & nuts – Nectarines – Production (kg)	105,590
Fruit & nuts – Peaches – Production (kg)	394,511
Fruit & nuts – Nuts – Total trees (no.)	1,527
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	421,936
Fruit & nuts – Grapes – Total area (ha)	660
Livestock – Sheep & lambs – Total (no.)	1,542,577
Livestock – Dairy cattle – Total (no.)	14,109
Livestock – Meat cattle – Total (no.)	130,541

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	9,701	70.6%
Internet not accessed from dwelling	3,557	25.89%
Not stated	483	3.52%
Total	13,741	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	16,515	16,253	32,768	87.34%
Europe	183	269	452	1.2%
Africa & Middle East	40	49	89	0.24%
Asia	127	148	275	0.73%
Americas	0	7	7	0.02%
Other	2,008	1,920	3,928	10.47%
Total	18,873	18,646	37,519	100%