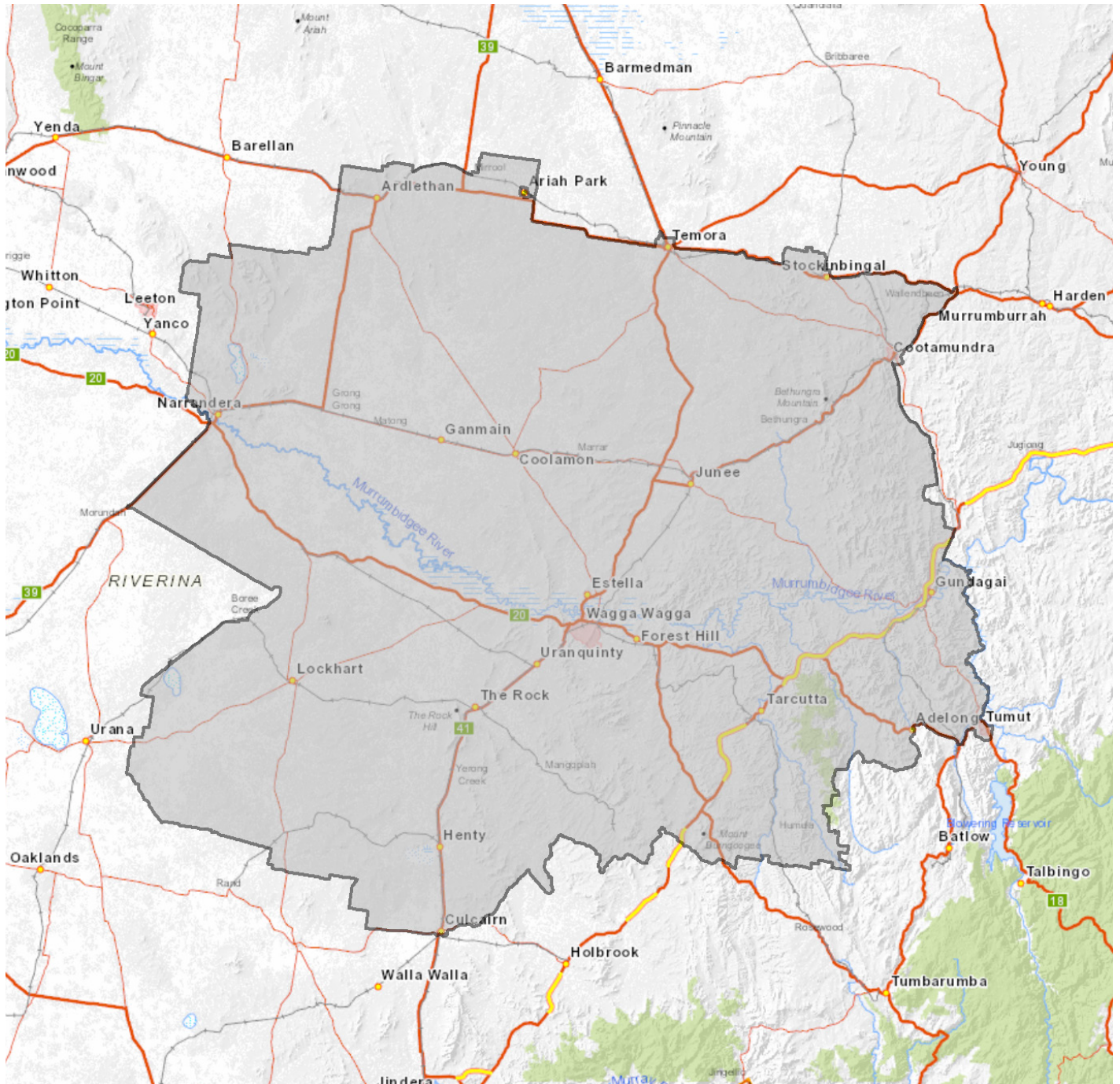


# WAGGA WAGGA

HIT 93.1 RIVERINA • TRIPLE M RIVERINA 1152



<b>Station Name</b>	Hit 93.1 Riverina	Triple M Riverina 1152
<b>Call Sign</b>	2WZD	2WG
<b>Frequency</b>	93.1 MHz	1152 kHz
<b>Network</b>	Southern Cross Austereo	Southern Cross Austereo
<b>Address</b>	PO Box 480, Wagga Wagga, NSW 2650	PO Box 480, Wagga Wagga, NSW 2650
<b>Phone</b>	02 6932 9730	02 6932 9730
<b>Fax</b>	02 6932 9756	02 6932 9756
<b>Email</b>	waggamanager@sca.com.au	waggamanager@sca.com.au
<b>Web Address</b>	<a href="http://hit.com.au/riverina">hit.com.au/riverina</a>	<a href="http://triplem.com.au/riverina">triplem.com.au/riverina</a>
<b>Description of Content/Format</b>	Hot Adult Contemporary	Adult Contemporary
<b>Demographic Profile of Station Audience</b>	18-35 Females	35-55 Males

# WAGGA WAGGA

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Wagga Wagga is the largest inland city in NSW located on the Sturt Highway and Murrumbidgee River, just north of the Victorian border. The city is the gateway to the Riverina Region, a rich agricultural area of southern NSW.

Wagga Wagga is a major centre for the Riverina and supports a number of industries as well as the Charles Sturt University, a variety of colleges, and army and RAAF (including Navy) training bases. Wagga Wagga has a regional base hospital and a radiotherapy unit.

In comparison to the 2011 census, the population of the commercial radio licence area of Wagga Wagga has increased by 3.02% to 113,001. Half the population in Wagga Wagga is aged over 40 years. The birthplace for 87% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 23,495 people attending an educational institution, 43% were either in infants or primary school; 31% were in secondary school; 10% at TAFE and 16% at University or another tertiary institution. Of the 40,016 people who already have a tertiary qualification, 30% have a degree and 70% have a certificate, diploma or another tertiary qualification.

Wagga Wagga has a high proportion of home ownership. Of the total dwellings (40,795) in Wagga Wagga, 36% of dwellings are owned outright and 32% are mortgaged. Private rental properties represented 24% of total dwellings.

22% of the total households (40,665) in Wagga Wagga have a household income range between \$21,000 – \$41,999pa; 24% between \$42,000 – \$77,999pa; 11% between \$78,000 – \$103,999pa; and 24% 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.

## AGRICULTURE

The Riverina is a rich farming area. The farms in the area support over 226 thousand beef cattle and over 2.1 million sheep and lambs.

Wagga Wagga produces large quantities of wheat and a variety of other crops. The area produced over 845 thousand tonnes of wheat for grain and 1.1 million tonnes of cereals for grain. There are over 250 thousand orchard trees (including nuts) in the region. The area produced over 2.3 million kilograms of apples and 2 thousand kilograms of peaches.

## EMPLOYMENT

The majority (60%) of the labour force of 53,558 are employed full time. The main industries of employment are:

- Education and Training/Health Care and Social Assistance;
- Wholesale Trade/Retail Trade/Accommodation and Food Services; and
- Manufacturing/Electricity Gas Water and Waste Services/Construction.

In addition to the university and colleges in Wagga Wagga, farming is a major source of employment for the area. A number of government departments also have regional offices in Wagga Wagga.

The Kapooka Army Base and Forest Hill RAAF Base that includes a tri-services training establishment also employ a large number of people both as recruits and civilian staff.

# WAGGA WAGGA

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	48,422	49,428	97,850	86.59%
0-9 years	7,693	7,458	15,151	13.41%
10-17 years	5,987	5,492	11,479	10.16%
18-24 years	5,095	4,935	10,030	8.88%
25-39 years	9,915	9,948	19,863	17.58%
40-54 years	10,522	10,585	21,107	18.68%
55-64 years	7,274	7,408	14,682	12.99%
65-74 years	5,789	5,813	11,602	10.27%
75+ years	3,840	5,247	9,087	8.04%
Total 2011 population	54,488	55,197	109,685	
<b>Total 2016 population</b>	<b>56,115</b>	<b>56,886</b>	<b>113,001</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>3.02%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	32,049	59.84%
Part-time employed	15,770	29.44%
Not stated employed	2,853	5.33%
Unemployed	2,886	5.39%
<b>Total labour force</b>	<b>53,558</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	574	1.41%
\$7,750 – \$20,999	2,314	5.69%
\$21,000 – \$41,999	8,927	21.95%
\$42,000 – \$77,999	9,926	24.41%
\$78,000 – \$103,999	4,657	11.45%
\$104,000 – \$129,999	3,992	9.82%
\$130,000 – \$155,999	2,305	5.67%
\$160,000 – \$181,999	1,310	3.22%
\$182,000 – \$207,999	900	2.21%
\$208,000+	1,342	3.3%
Not stated	4,418	10.86%
<b>Total households</b>	<b>40,665</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	11,769	40.63%
Couple families – No children	12,058	41.62%
Single parents	4,826	16.66%
Other families	316	1.09%
<b>Total families</b>	<b>28,969</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	16,638	32.78%
Technicians & trade workers/ Community & personal service workers	13,328	26.26%
Clerical & administrative workers	5,822	11.47%
Sales workers	4,628	9.12%
Machinery operators & drivers/Labourers	9,667	19.05%
Not stated	667	1.31%
<b>Total</b>	<b>50,750</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	5,411	10.82%
Mining	110	0.22%
Manufacturing/Electricity, gas, water & waste services/Construction	8,095	16.19%
Wholesale trade/Retail trade/ Accommodation & food services	9,454	18.9%
Transport, postal & warehousing/ Information, media & communications	2,577	5.15%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	2,398	4.79%
Professional scientific & technical services	1,793	3.58%
Public administration & safety	4,331	8.66%
Education & training/Health care & social assistance	11,793	23.58%
Arts & recreation services	339	0.68%
Other services	1,809	3.62%
Not stated	1,904	3.81%
<b>Total</b>	<b>50,014</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	534,047
Alcoholic beverages	72,286
Clothing & footwear	98,887
Household furnishings & equipment	142,255
Furniture & floor covering	47,983
Household appliances	34,286
Household services & operation	109,579
Medical care & health expenses	187,147
Motor vehicle purchase	122,911
Motor vehicle running costs	306,773
Recreation	389,580
Recreational & educational equipment	98,715
Holidays	182,316
Personal care	64,493

# WAGGA WAGGA

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	5,147	4,948	10,095	8.93%
Secondary	3,693	3,593	7,286	6.45%
TAFE	1,080	1,345	2,425	2.15%
University	1,113	2,576	3,689	3.26%
<b>Total</b>	<b>11,033</b>	<b>12,462</b>	<b>23,495</b>	<b>20.79%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	14,701	36.04%
Mortgaged	12,944	31.73%
Private rental	9,771	23.95%
Housing authority/Not stated	3,036	7.44%
Other tenure type	343	0.84%
<b>Total dwellings</b>	<b>40,795</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	12,069	10.68%
Certificate	27,947	24.73%
<b>Total</b>	<b>40,016</b>	<b>35.41%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	931	7.59%
\$450 – \$799 per month	983	8.01%
\$800 – \$999 per month	1,116	9.1%
\$1,000 – \$1,799 per month	5,438	44.33%
\$1,800 – \$2,399 per month	2,022	16.48%
\$2,400 – \$2,999 per month	625	5.1%
\$3,000 – \$3,999 per month	410	3.34%
\$4,000+ per month	224	1.83%
Not stated	517	4.21%
<b>Total mortgaged dwellings</b>	<b>12,266</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	2,235	5.44%
1 vehicle	13,698	33.31%
2+ vehicles	23,434	56.99%
Not stated	1,754	4.27%
<b>Total</b>	<b>41,121</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,489,162
Cereal crops – Wheat for grain – Production (t)	845,237
Cereal crops – Rice for grain – Production (t)	561
Cereal crops – Barley for grain – Production (t)	297,504
Cereal crops – Sorghum for grain – Production (t)	87
Cereal crops – Total for grain – Production (t)	1,186,868
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	45
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	2,317,892
Fruit & nuts – Nectarines – Production (kg)	38
Fruit & nuts – Peaches – Production (kg)	2,694
Fruit & nuts – Nuts – Total trees (no.)	75,340
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	250,026
Fruit & nuts – Grapes – Total area (ha)	217
Livestock – Sheep & lambs – Total (no.)	2,152,802
Livestock – Dairy cattle – Total (no.)	5,193
Livestock – Meat cattle – Total (no.)	226,115

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	31,239	75.88%
Internet not accessed from dwelling	8,690	21.11%
Not stated	1,240	3.01%
<b>Total</b>	<b>41,169</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	48,013	48,783	96,796	86.9%
Europe	872	941	1,813	1.63%
Africa & Middle East	342	265	607	0.54%
Asia	1,114	965	2,079	1.87%
Americas	36	44	80	0.07%
Other	5,096	4,921	10,017	8.99%
<b>Total</b>	<b>55,473</b>	<b>55,919</b>	<b>111,392</b>	<b>100%</b>