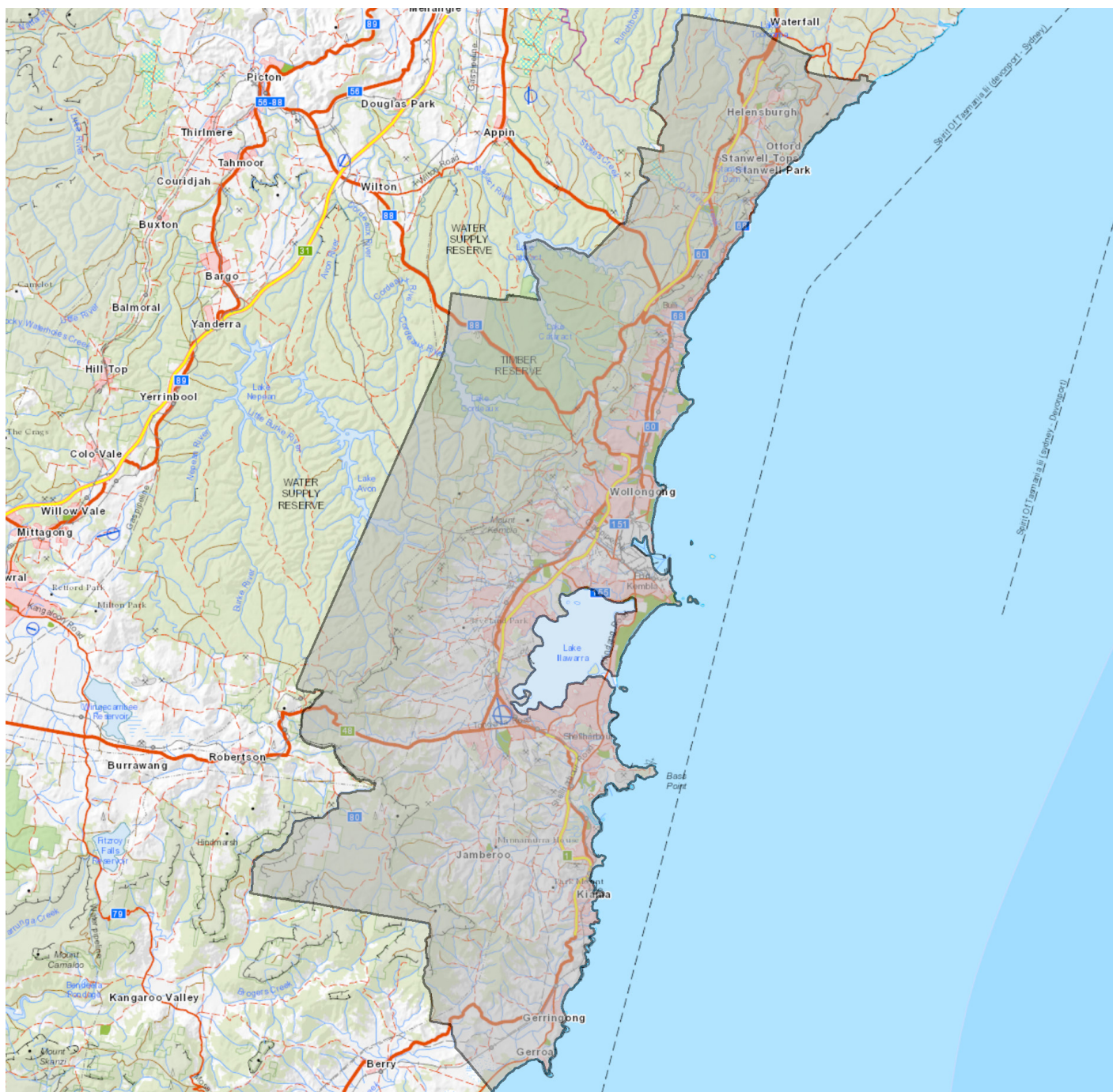


# WOLLONGONG

WAVE FM • 198 FM



<b>Station Name</b>	Wave FM	i98 FM
<b>Call Sign</b>	2UUL	2WIN
<b>Frequency</b>	96.5 MHz	98.1 MHz
<b>Network</b>	Grant Broadcasters	WIN Network
<b>Address</b>	PO Box 474, Warrawong, NSW 2502	Television Ave, Mount Saint Thomas, NSW 2500
<b>Phone</b>	02 4275 2965	02 4223 4198
<b>Fax</b>	02 4274 2000	-
<b>Email</b>	<a href="mailto:wavefm@wavefm.com.au">wavefm@wavefm.com.au</a>	<a href="mailto:win@i98fm.com.au">win@i98fm.com.au</a>
<b>Web Address</b>	<a href="http://wavefm.com.au">wavefm.com.au</a>	<a href="http://i98fm.com.au">i98fm.com.au</a>
<b>Description of Content/Format</b>	Music	Hot Adult Contemporary
<b>Demographic Profile of Station Audience</b>	25-54	

# WOLLONGONG

---

Wollongong is a bustling and vibrant centre of activity with a distinctly multicultural atmosphere located on a spectacular stretch of the southern NSW coast, just 80 kilometres south of Sydney.

Strikingly tucked between the mountains and the sea, Wollongong's stunning natural environment includes some of the most pristine beaches in NSW and the Illawarra escarpment offers a great network of walking trails and dazzling views of the coastline.

Wollongong is the third largest city in NSW and is largely known for its history of farming, coal mining and steel making, however the city has grown and diversified and is rapidly emerging as a city looking towards education, information technology and telecommunications, manufacturing and tourism as the industries of the future.

Wollongong has had increased growth in the real estate market, with much of this growth a direct result of Sydneysiders choosing to relocate to the region, particularly the northern suburbs. Their primary motivation being their inability to afford housing in the Sydney region combined with Wollongong's convenient proximity to Sydney.

In comparison to the 2011 census, the population of Wollongong has increased by 5.72% to 293,951. Half the population in the Wollongong commercial radio licence area is aged over 40 years. The birthplace for 78% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 65,362 people attending an educational institution, 37% were either in infants or primary school; 29% were in secondary school; 9% at TAFE and 25% at University or another tertiary institution. Of the 121,736 people who already have a tertiary qualification, 36% have a degree and 64% have a certificate, diploma or another tertiary qualification.

Wollongong is a family oriented city, reflected in the large number of families with children (45% of total families) and single parents (17%). The area has a high proportion of home ownership. Of the total dwellings (105,468) in Wollongong, 36% of dwellings are owned outright and 33% are mortgaged. Private rental properties represent 21% of total dwellings.

20% of the total households (105,007) in Wollongong have a household income range between \$21,000 – \$41,999pa; 22% between \$42,000 – \$77,999pa; 11% between \$78,000 – \$103,999pa; and 30% 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 farms in the area support over 2 thousand beef cattle and 8 thousand dairy cattle.

The region produces an average quantity of fruits with apple production over 329 thousand kilograms, nectarines 24 thousand kilograms and peaches over 123 thousand kilograms.

## EMPLOYMENT

Wollongong's famous manufacturing steelworks industry was established in the late 1920s and remains a major economic element of the city. The majority (55%) of the labour force of 138,076 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.

# WOLLONGONG

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	126,012	131,460	257,472	87.59%
0-9 years	18,789	17,690	36,479	12.41%
10-17 years	14,437	13,820	28,257	9.61%
18-24 years	14,851	13,668	28,519	9.7%
25-39 years	26,727	27,262	53,989	18.37%
40-54 years	28,583	29,790	58,373	19.86%
55-64 years	17,680	18,920	36,600	12.45%
65-74 years	13,720	14,581	28,301	9.63%
75+ years	10,014	13,419	23,433	7.97%
Total 2011 population	137,144	140,897	278,041	
<b>Total 2016 population</b>	<b>144,801</b>	<b>149,150</b>	<b>293,951</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>5.72%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	76,400	55.33%
Part-time employed	45,474	32.93%
Not stated employed	6,838	4.95%
Unemployed	9,364	6.78%
<b>Total labour force</b>	<b>138,076</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	1,738	1.66%
\$7,750 – \$20,999	5,796	5.52%
\$21,000 – \$41,999	21,234	20.22%
\$42,000 – \$77,999	22,624	21.55%
\$78,000 – \$103,999	11,803	11.24%
\$104,000 – \$129,999	10,688	10.18%
\$130,000 – \$155,999	7,084	6.75%
\$160,000 – \$181,999	4,489	4.27%
\$182,000 – \$207,999	3,335	3.18%
\$208,000+	5,822	5.54%
Not stated	10,394	9.9%
<b>Total households</b>	<b>105,007</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	35,048	44.53%
Couple families – No children	29,062	36.92%
Single parents	13,691	17.39%
Other families	906	1.15%
<b>Total families</b>	<b>78,707</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	40,941	31.8%
Technicians & trade workers/ Community & personal service workers	36,057	28.01%
Clerical & administrative workers	17,308	13.44%
Sales workers	12,080	9.38%
Machinery operators & drivers/Labourers	20,499	15.92%
Not stated	1,856	1.44%
<b>Total</b>	<b>128,741</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	517	0.41%
Mining	2,464	1.93%
Manufacturing/Electricity, gas, water & waste services/Construction	21,063	16.52%
Wholesale trade/Retail trade/ Accommodation & food services	25,202	19.77%
Transport, postal & warehousing/ Information, media & communications	7,077	5.55%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	10,527	8.26%
Professional scientific & technical services	6,726	5.28%
Public administration & safety	9,321	7.31%
Education & training/Health care & social assistance	32,991	25.88%
Arts & recreation services	1,638	1.28%
Other services	5,195	4.07%
Not stated	4,777	3.75%
<b>Total</b>	<b>127,498</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	1,374,509
Alcoholic beverages	185,958
Clothing & footwear	254,517
Household furnishings & equipment	366,204
Furniture & floor covering	123,522
Household appliances	88,245
Household services & operation	282,097
Medical care & health expenses	481,741
Motor vehicle purchase	316,382
Motor vehicle running costs	789,339
Recreation	1,002,678
Recreational & educational equipment	254,093
Holidays	469,276
Personal care	165,989

# WOLLONGONG

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	12,341	11,896	24,237	8.25%
Secondary	9,549	9,440	18,989	6.46%
TAFE	2,778	2,941	5,719	1.95%
University	7,724	8,693	16,417	5.58%
<b>Total</b>	<b>32,392</b>	<b>32,970</b>	<b>65,362</b>	<b>22.24%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	37,839	35.88%
Mortgaged	34,334	32.55%
Private rental	22,504	21.34%
Housing authority/Not stated	9,984	9.47%
Other tenure type	807	0.77%
<b>Total dwellings</b>	<b>105,468</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	43,779	14.89%
Certificate	77,957	26.52%
<b>Total</b>	<b>121,736</b>	<b>41.41%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	1,777	5.41%
\$450 – \$799 per month	1,167	3.55%
\$800 – \$999 per month	1,297	3.95%
\$1,000 – \$1,799 per month	9,570	29.13%
\$1,800 – \$2,399 per month	8,512	25.91%
\$2,400 – \$2,999 per month	4,318	13.14%
\$3,000 – \$3,999 per month	3,603	10.97%
\$4,000+ per month	1,539	4.68%
Not stated	1,070	3.26%
<b>Total mortgaged dwellings</b>	<b>32,853</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	8,270	7.81%
1 vehicle	36,417	34.38%
2+ vehicles	57,424	54.21%
Not stated	3,812	3.6%
<b>Total</b>	<b>105,923</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	7,449
Cereal crops – Wheat for grain – Production (t)	6
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	0
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	10
Vegetables for human consumption – Tomatoes – Total production (t)	5
Vegetables for human consumption – Total area (ha)	18
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	308,355
Fruit & nuts – Nectarines – Production (kg)	28,270
Fruit & nuts – Peaches – Production (kg)	83,139
Fruit & nuts – Nuts – Total trees (no.)	1
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	21,299
Fruit & nuts – Grapes – Total area (ha)	0
Livestock – Sheep & lambs – Total (no.)	7
Livestock – Dairy cattle – Total (no.)	8,254
Livestock – Meat cattle – Total (no.)	2,517

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	85,839	80.82%
Internet not accessed from dwelling	17,601	16.57%
Not stated	2,766	2.6%
<b>Total</b>	<b>106,206</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	110,354	112,867	223,221	78.06%
Europe	12,324	13,284	25,608	8.96%
Africa & Middle East	1,383	1,129	2,512	0.88%
Asia	3,912	4,254	8,166	2.86%
Americas	522	655	1,177	0.41%
Other	12,494	12,781	25,275	8.84%
<b>Total</b>	<b>140,989</b>	<b>144,970</b>	<b>285,959</b>	<b>100%</b>