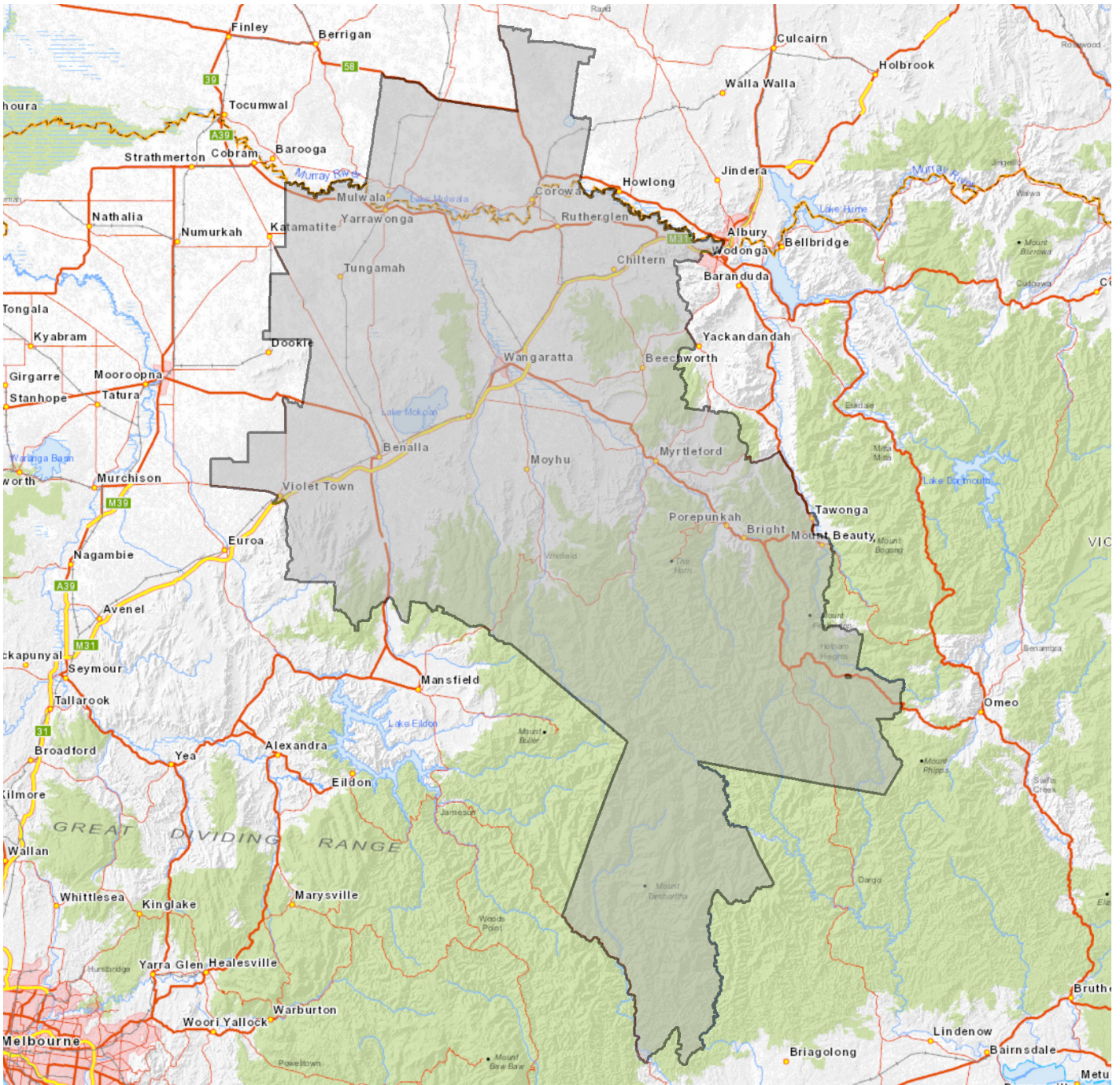


# WANGARATTA

102.1 EDGE FM • 1566 3NE



<b>Station Name</b>	102.1 EDGE FM	1566 3NE
<b>Call Sign</b>	3NNN	3NE
<b>Frequency</b>	102.1 MHz	1566 kHz
<b>Network</b>	Ace Radio Broadcasters	Ace Radio Broadcasters
<b>Address</b>	PO Box 449, Wangaratta, VIC 3676	PO Box 449, Wangaratta, VIC 3676
<b>Phone</b>	03 5722 1566	03 5722 1566
<b>Fax</b>	-	-
<b>Email</b>	oweng@team.aceradio.com.au	oweng@team.aceradio.com.au
<b>Web Address</b>	<a href="http://edge1021.com.au">edge1021.com.au</a>	<a href="http://3ne.com.au">3ne.com.au</a>
<b>Description of Content/Format</b>	Adult Contemporary	News, Talk, Information & Classic Hits
<b>Demographic Profile of Station Audience</b>	18-35	30+

# WANGARATTA

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Wangaratta is located on the Hume Highway, just 2.5 hours from Melbourne, in the northeast of Victoria, and about 40 minutes southwest of Albury. Covering an area from Holbrook in NSW to Euroa in Victoria and from Shepparton in the west to Falls Creek in the east.

3NE (1566 AM) was established in 1954 and EDGE FM (102.1 FM) was established in 1996. The station has offices in Albury/Wodonga and Wangaratta.

In comparison to the 2011 census, the population has increased by 2.17% to 100,832. 60% of the population is aged over 40 years. The birthplace for 85% of the population was Oceania including Australia.

Of the 17,178 people attending an educational institution, 46% were either in infants or primary, 36% were attending a secondary educational institution, 8% attending University or another tertiary institution and 9% attending TAFE. Of the 38,282 people who already have a tertiary qualification, 30% have a degree and 70% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (38,998) in the Wangaratta licence area, 42% of dwellings are owned outright and 32% are mortgaged. Private rental properties represented 19% of total dwellings.

25% of the total households (38,687) in the Wangaratta area have a household income range between \$21,000 – \$41,999pa; 18% between \$42,000 – \$77,999pa; 11% between \$78,000 – \$103,999pa; and 19% over \$104,000pa.

All major banks, car dealers, fast-food restaurants, hardware/home improvement, insurance and finance companies, and an extensive selection of national retail, chain and independent stores are represented in the district.

## AGRICULTURE

Vineyards and wineries, dairies, and forestry dominate the region. The Milawa and Rutherglen districts produce wine and are famous for their fine reds. The Milawa district is home to the world-renowned Brown Brothers wines. There are almost 2 thousand hectares of grapes in the region. There are over 54 thousand dairy and 192 thousand beef cattle supported within the region.

Irrigated farmlands near the rivers grow stone fruits, with the foothills catering for apples, pears, walnuts, chestnuts and a proliferation of berry farms totalling over 558 thousand orchard trees. A variety of crops such as wheat and canola are also grown. Over 282 thousand tonnes of wheat for grain and 371 thousand tonnes of cereal for grain were produced. The farms in the district support over 691 thousand sheep and lambs.

## EMPLOYMENT

The majority (55%) of the labour force is 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.

Retail and manufacturing are significant sources of employment in this region. In the textiles industry, Wangaratta is home to Bruck Textiles and Woollen Mills, while manufacturing for water filtration systems and heavy engineering support a large forestry and farming industry.

# WANGARATTA

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	43,667	45,864	89,531	88.79%
0-9 years	5,801	5,500	11,301	11.21%
10-17 years	4,709	4,591	9,300	9.22%
18-24 years	3,246	2,963	6,209	6.16%
25-39 years	6,555	7,328	13,883	13.77%
40-54 years	9,847	10,460	20,307	20.14%
55-64 years	7,810	8,113	15,923	15.79%
65-74 years	6,814	6,758	13,572	13.46%
75+ years	4,686	5,651	10,337	10.25%
Total 2011 population	48,620	50,068	98,688	
<b>Total 2016 population</b>	<b>49,468</b>	<b>51,364</b>	<b>100,832</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>2.17%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	25,727	54.72%
Part-time employed	16,066	34.17%
Not stated employed	3,075	6.54%
Unemployed	2,150	4.57%
<b>Total labour force</b>	<b>47,018</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	638	1.65%
\$7,750 – \$20,999	2,307	5.96%
\$21,000 – \$41,999	9,688	25.04%
\$42,000 – \$77,999	10,039	25.95%
\$78,000 – \$103,999	4,226	10.92%
\$104,000 – \$129,999	3,282	8.48%
\$130,000 – \$155,999	1,874	4.84%
\$160,000 – \$181,999	890	2.3%
\$182,000 – \$207,999	566	1.46%
\$208,000+	898	2.32%
Not stated	4,279	11.06%
<b>Total households</b>	<b>38,687</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	9,823	36.75%
Couple families – No children	12,951	48.45%
Single parents	3,758	14.06%
Other families	199	0.74%
<b>Total families</b>	<b>26,731</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	15,003	33.59%
Technicians & trade workers/ Community & personal service workers	11,545	25.85%
Clerical & administrative workers	4,754	10.64%
Sales workers	3,983	8.92%
Machinery operators & drivers/Labourers	8,734	19.56%
Not stated	642	1.44%
<b>Total</b>	<b>44,661</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	4,502	10.18%
Mining	106	0.24%
Manufacturing/Electricity, gas, water & waste services/Construction	8,376	18.95%
Wholesale trade/Retail trade/ Accommodation & food services	8,962	20.27%
Transport, postal & warehousing/ Information, media & communications	1,977	4.47%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	2,327	5.26%
Professional scientific & technical services	1,569	3.55%
Public administration & safety	2,742	6.2%
Education & training/Health care & social assistance	9,811	22.19%
Arts & recreation services	540	1.22%
Other services	1,491	3.37%
Not stated	1,806	4.09%
<b>Total</b>	<b>44,209</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	500,415
Alcoholic beverages	66,721
Clothing & footwear	95,107
Household furnishings & equipment	113,350
Furniture & floor covering	34,869
Household appliances	28,421
Household services & operation	86,409
Medical care & health expenses	162,760
Motor vehicle purchase	112,043
Motor vehicle running costs	303,379
Recreation	348,456
Recreational & educational equipment	85,320
Holidays	158,013
Personal care	60,981

# WANGARATTA

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	4,032	3,931	7,963	7.9%
Secondary	3,136	3,133	6,269	6.22%
TAFE	693	845	1,538	1.53%
University	336	1,072	1,408	1.4%
<b>Total</b>	<b>8,197</b>	<b>8,981</b>	<b>17,178</b>	<b>17.04%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	16,332	41.88%
Mortgaged	12,427	31.87%
Private rental	7,462	19.13%
Housing authority/Not stated	2,463	6.32%
Other tenure type	314	0.81%
<b>Total dwellings</b>	<b>38,998</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	11,434	11.34%
Certificate	26,848	26.63%
<b>Total</b>	<b>38,282</b>	<b>37.97%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	972	8.37%
\$450 – \$799 per month	1,070	9.21%
\$800 – \$999 per month	1,146	9.86%
\$1,000 – \$1,799 per month	5,279	45.44%
\$1,800 – \$2,399 per month	1,598	13.76%
\$2,400 – \$2,999 per month	519	4.47%
\$3,000 – \$3,999 per month	290	2.5%
\$4,000+ per month	173	1.49%
Not stated	570	4.91%
<b>Total mortgaged dwellings</b>	<b>11,617</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,800	4.59%
1 vehicle	12,516	31.94%
2+ vehicles	23,130	59.03%
Not stated	1,737	4.43%
<b>Total</b>	<b>39,183</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	709,760
Cereal crops – Wheat for grain – Production (t)	282,499
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	73,447
Cereal crops – Sorghum for grain – Production (t)	127
Cereal crops – Total for grain – Production (t)	371,537
Vegetables for human consumption – Tomatoes – Total production (t)	147
Vegetables for human consumption – Total area (ha)	611
Fruit & nuts – Avocados – Production (kg)	8,870
Fruit & nuts – Apples – Production (kg)	3,368,958
Fruit & nuts – Nectarines – Production (kg)	512,833
Fruit & nuts – Peaches – Production (kg)	3,101,368
Fruit & nuts – Nuts – Total trees (no.)	71,246
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	558,119
Fruit & nuts – Grapes – Total area (ha)	2,762
Livestock – Sheep & lambs – Total (no.)	691,792
Livestock – Dairy cattle – Total (no.)	54,055
Livestock – Meat cattle – Total (no.)	192,507

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	30,030	76.59%
Internet not accessed from dwelling	8,002	20.41%
Not stated	1,178	3%
<b>Total</b>	<b>39,210</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	41,749	43,163	84,912	85.08%
Europe	2,034	2,137	4,171	4.18%
Africa & Middle East	64	41	105	0.11%
Asia	321	511	832	0.83%
Americas	46	51	97	0.1%
Other	4,765	4,922	9,687	9.71%
<b>Total</b>	<b>48,979</b>	<b>50,825</b>	<b>99,804</b>	<b>100%</b>