



# ALBURY

## THE RIVER 105.7, 2AY & 104.9 STAR FM

<b>ACMA</b>	2BDR	2AY	2AAY
<b>On-Air Name</b>	The River 105.7 FM	2AY	Star FM
<b>Frequency</b>	105.7 MHz	1494 KHz	104.9 MHz
<b>Postal Address</b>	Level 1, 540 Swift St	559 Hume St	Level 1, 540 Swift St
<b>Suburb/State/Postcode</b>	Albury NSW 2640	Albury NSW 2640	Albury NSW 2640
<b>Phone</b>	02 6022 4600	02 6023 4111	02 6022 4600
<b>Fax</b>	02 6022 4662	02 6023 4455	02 6022 4662
<b>e-mail</b>			
<b>WWW</b>	www.theriver.com.au	www.2ay.com.au	www.1049starfm.com.au
<b>Format</b>	Adult Music	News, Talk & Sport	Hit Music
<b>Primary Station Area Coverage</b>	Albury	Albury	Albury
<b>Demographic Profile of Station Audience</b>	40-54	35+	16-39

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

The towns Albury and Wodonga, whilst 7 km apart and on opposite sides of the Murray River, form a large urban area that borders NSW and Victoria. On the main transport corridor between Sydney and Melbourne, the towns are a strategic hub for business, commerce, transport, health and education.

In comparison to the 2006 census, the population of the radio licence area of Albury has increased by almost 15% to 141,331 from 123,118.

In 2006 there was a decrease in the number of people aged 0-17 and people aged 25-39, when compared to 2001, however this trend has reversed and in 2011 there were 34,381 people aged 0-17 compared with 31,441 in 2006. When comparing the 2006 census to 2011, all age groups in the region increased in numbers. The 25-39 year old population in the region increased from 22,047 to 23,640. The number of people aged 18-24 and 40 years and over continued to increase since the 2006 and 2001 census. There are now 12,043 18-24 year olds and 71,267 people aged 40+, up from 11,059 and 58,571 respectively. 87% of the population were born in Australia, New Zealand or the Pacific Islands.

The region is home to two universities, three TAFE colleges as well as the Hume Industries Development Centre and a Continuing Education Centre. According to the 2011 census, 29,962 of the people of Albury were attending an educational institution, with 40% in infants or primary, 33% attending a secondary educational institution, 14% attending TAFE and 12% attending University or another tertiary institution. Of the 48,120 people who already had a tertiary qualification, 75% had a certificate, diploma or other tertiary qualification and 25% had a degree.

Of the total dwellings (53,811), 34% of dwellings are owned outright and 34% are mortgaged. Private rental properties represent only 24% of total dwellings.

22% of the total households (53,807) in Albury have a household income range between \$21,000 – \$41,999pa; 18% between \$42,000 – \$64,999pa; and 19% between \$65,000 – \$103,999pa.

All major banks, car dealers, hardware, electrical/appliances, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the region.

### AGRICULTURE

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The Albury Wodonga region is a substantial wool producer. The farms in the district support over 1.1 million sheep and lambs. The region is also a major beef growing area; there are over 370 thousand beef cattle in the region.

The rich farmland in the Albury area provides good grazing for a thriving dairy industry; there are around 43 thousand dairy cattle. Rice, fruit, vegetables and a variety of cereal crops are also produced. Over 543 thousand tonnes of wheat for grain and 671 thousand tonnes of cereals for grain were produced. Over 2.4 million kilograms of apples were produced in the region.

### EMPLOYMENT

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The majority (58.7%) of the labour force of 69,943 is employed full time. The main industries of employment are:

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

## ALBURY

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	60450	62562	123012	87.04
Aged 0-9 Years	9366	8953	18319	12.96
Aged 10-17 Years	8194	7868	16062	11.36
Aged 18-24 Years	6130	5913	12043	8.52
Aged 25-39 Years	11447	12193	23640	16.73
Aged 40-54 Years	14417	15117	29534	20.90
Aged 55+ Years	20262	21471	41733	29.53
Total 2011 Population	69816	71515	141331	100.00
Total 2006 Population	60607	62511	123118	
% Change 2006-2011				14.79%

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	41089	58.75
Part-time Employed	21173	30.27
Not Stated Employed	1370	1.96
Unemployed	3473	4.97
Total Labour Force	69943	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1580	2.94
\$10000-\$20999pa	5943	11.05
\$21000-\$41999pa	11679	21.71
\$42000-\$64999pa	9708	18.04
\$65000-\$103999pa	10034	18.65
\$104000-\$155999pa	6665	12.39
\$156000+pa	2588	4.81
Not Stated	1724	3.20
Total Households	53807	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	15397	40.84
Couple Families-No Children	16036	42.54
Single Parents	5841	15.49
Other Families	423	1.12
Total Families	37697	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	21458	32.30
Technicians/Trade Workers/Community Personal Service Workers	16627	25.02
Clerical & Administrative Workers	8299	12.49
Sales Workers	6150	9.26
Machinery Operation/Driver/& Labourers	12807	19.28
Not Stated	1102	1.66
Total	66443	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	5282	7.96
Mining	186	0.28
Construction/Electricity gas water and waste services/Manufacturing	14119	21.27
Wholesale/Retail Trade, Accom + Food	14177	21.35
Transport Postal & Warehouse/Telecomms	3544	5.34
Finance & Insurance Services	3483	5.25
Professional scientific and technical services	2608	3.93
Public administration and safety	5392	8.12
Education & Health	13373	20.14
Arts and recreation services	576	0.87
Other services	2314	3.49
Inadequately described or not stated	1340	2.02
Total	66394	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	540,622
Total Alcoholic beverages	84,626
Total Clothing and Footwear	116,681
Total Household Linen Furnishings & Equipment	134,145
Furniture and Floor Covering	45,401
Household Appliances	33,886
Household Services and Operation	178,555
Total Medical Care and Pharmacy	163,277
Motor Vehicle Purchase	119,986
Total Motor Vehicle Running Cost incl Rego	235,650
Audio Visual Equipment and Parts	135,543
Recreation	415,502
Holidays Australia and Overseas	134,908
Total Personal care and Hygiene	64,899
Total Super and Life Insurance	209,975



### TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	6014	5994	12008	8.50
Secondary	4954	5010	9964	7.05
TAFE	2008	2331	4339	3.07
University & Other	1127	2524	3651	2.58
Total	14103	15859	29962	21.21

### DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	18562	34.49
Mortgaged	18335	34.07
Private Rental	12881	23.94
Housing Authority/Not Stated	3585	6.66
Other Tenure Type	448	0.83
Total Dwellings	53811	100.00

### UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	12229	8.66
Certificate	35891	25.41
Total	48120	34.07

### MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1507	8.22
\$500-\$799 per month	1647	8.99
\$800-\$999 per month	1490	8.13
\$1000-\$1399 per month	3909	21.33
\$1400+ per month	8712	47.54
Not Stated	1062	5.79
Total Mortgaged Dwellings	18327	100.00

### MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	3454	0.06
1 Vehicle	18174	0.34
2+ Vehicles	30315	0.56
Not Stated	1811	1.71
Total	48489	0.90

### AGRICULTURE COMMODITY

### VALUE

Area of holding - total area (ha)	1,259,650
Land Use - Grazing land (including pastures and rangelands) area (ha)	849,958
Cereal Crops - Wheat for grain production (t)	543,007
Cereals for grain total production (t)	671,251
Cereal Crops - Rice for grain production (t)	1,553
Cereal Crops - Barley for grain production (t)	57,221
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	399
Tomatoes total production (t)	19
Avocados, total production (kg)	33
Nuts total trees (n)	71,717
Total grapes total area of vines (ha)	1,215
Orchard trees (incl. nuts) total trees - number (n)	221,179
Sheep and lambs total number (n)	1,127,390
Milk cattle (n)	43,962
Meat cattle (n)	378,817
Apples production (kg)	2,458,386
Nectarines production (kg)	75,880
Peaches production (kg)	107,183

### INTERNET USAGE

Connection	Total	% Market Population
No Connection	13107	24.37
Broadband	34796	64.69
Dial-up	1736	3.23
Other	2149	4.00
Not Stated	2001	3.72
Total	53789	100.00

### BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	60760	62389	123149	87.16
Europe	3359	3433	6792	4.81
Africa & Middle East	201	188	389	0.28
Asia	759	1006	1765	1.25
Americas	193	162	355	0.25
Other	4541	4294	8835	6.25
Total Population Total	69813	71472	141285	100.00