



NOWRA

POWER FM & 2ST

ACMA	2WSK	2ST
On-Air Name	Power FM	2ST
Frequency	94.9 MHz	999 kHz
Postal Address	119 McMahons Road	119 McMahons Road
Suburb/State/Postcode	NORTH NOWRA NSW 2541	NORTH NOWRA NSW 2541
Phone	02 4423 0055	02 4423 0055
Fax	02 4423 3188	02 4423 3188
e-mail	powerfm@powerfm.com.au	2st@2st.com.au
WWW	www.powerfm.com.au/nowra	www.2st.com.au
Format	Hot Adult Contemporary	Gold Adult Contemporary
Primary Station Area Coverage	Nowra, Wollongong, Shellharbour, Kiama, Shoalhaven, Southern Highlands	Nowra, Kiama Shoalhaven, Southern Highlands
Demographic Profile of Station Audience	18-39	40-59

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

NOWRA

Nowra, located 160km south of Sydney via the Princes Highway, is a major regional centre, situated on the Shoalhaven River, on the south coast of NSW.

2ST and Power FM are based in Nowra but broadcast to much of the South Coast. The stations' Licence Area touches the southern edge of Wollongong and extends up into the Southern Highlands, covering Bowral and Mittagong. 2ST has translators at Bowral and Ulladulla as well as the main transmitter at Nowra.

With a population of over 164,000 people, the stations' Licence Area is one of the larger regional radio markets in NSW. The Shoalhaven district attracts tourists from both Sydney and Canberra. Tourism is believed to double the area's population on weekends during summer.

In comparison to the 2006 census, the population of the radio licence area of Nowra has increased by 9.96% to 164,859. Overall there was an increase in all of the age groups listed, in particular 55+; this grew by over 19%; the number of people aged 10-17 years declined. Over 57% of the population is aged over 40 years. The birthplace for 82.2% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 31,579 people attending an educational institution, 41% were either in infants or primary school; 36% were in secondary school; 12% at TAFE and 11% at University or another tertiary institution. Of the 60,589 people who already have a tertiary qualification, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

There is a high level of home ownership in the region. Of the total dwellings (62,427), 43% of dwellings are owned outright and 31% are mortgaged. Private rental properties represent 20% of total dwellings.

24% of the total households (62,433) in Nowra have a household income range between \$21,000-\$41,999; 18% between \$42,000-\$64,999; and 17% between \$65,000-\$103,999.

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail and chain stores are represented in the city. The major industries around Nowra include tourism, manufacturing and the presence of the Australian Navy.

AGRICULTURE

Dairy farming is prominent on the South Coast with farms support almost 40 thousand dairy cattle and 57 thousand beef cattle, the area also support over 20 thousand sheep and lambs.

A high volume of fruit is grown in the Nowra region with over 25 thousand orchard trees (including nut trees) producing 27 thousand kilograms of apples; three thousand kilograms nectarines and six thousand kilograms of peaches.

EMPLOYMENT

The majority (53.8%) of the labour force of 70,067 is employed full time. The main industries of employment are:

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

The area has a relatively large retail sector to support both the local population and tourism. The naval base at Jervis Bay accounts for a relatively large number of government employees in the area.

NOWRA

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	70789	74785	145574	88.30
Aged 0-9 Years	9891	9394	19285	11.70
Aged 10-17 Years	8969	8909	17878	10.84
Aged 18-24 Years	5844	5299	11143	6.76
Aged 25-39 Years	11130	11607	22737	13.79
Aged 40-54 Years	16215	17449	33664	20.42
Aged 55+ Years	28631	31521	60152	36.49
Total 2011 Population	80680	84179	164859	100.00
Total 2006 Population	72704	76371	149916	
% Change 2006-2011				9.97%

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	37740	53.86
Part-time Employed	23700	33.82
Not Stated Employed	1428	2.04
Unemployed	4275	6.10
Total Labour Force	70067	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1693	2.71
\$10000-\$20999pa	7062	11.31
\$21000-\$41999pa	14964	23.97
\$42000-\$64999pa	11032	17.67
\$65000-\$103999pa	10543	16.89
\$104000-\$155999pa	6760	10.83
\$156000+pa	3580	5.73
Not Stated	1946	3.12
Total Households	62433	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	16881	37.00
Couple Families-No Children	20998	46.03
Single Parents	7278	15.95
Other Families	463	1.01
Total Families	45620	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	21213	32.22
Technicians/Trade Workers/Community Personal Service Workers	18541	28.16
Clerical & Administrative Workers	8135	12.36
Sales Workers	6514	9.90
Machinery Operation/Driver/& Labourers	10434	15.85
Not Stated	994	1.51
Total	65831	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1828	2.78
Mining	591	0.90
Construction/Electricity gas water and waste services/Manufacturing	12287	18.66
Wholesale/Retail Trade, Accommodation	15213	23.10
Transport, Postal & Warehouse/ Telecomms	3339	5.07
Finance & Insurance Services	4400	6.68
Professional scientific and technical services	3454	5.25
Public administration and safety	5389	8.18
Education & Health	14516	22.04
Arts and recreation services	1085	1.65
Other services	2417	3.67
Not stated	1329	2.02
Total	65848	100.00

ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and non Alcoholic Beverages	658,742
Total Alcoholic beverages	103,115
Total Clothing and Footwear	142,175
Total Household Linen Furnishings & Equipment	163,454
Furniture and Floor Covering	55,321
Household Appliances	41,289
Household Services and Operation	217,567
Total Medical Care and Pharmacy	198,951
Motor Vehicle Purchase	146,201
Total Motor Vehicle Running Cost incl Rego	287,137
Audio Visual Equipment and Parts	165,158
Recreation	506,284
Holidays Australia and Overseas	164,383
Total Personal care and Hygiene	79,079
Total Super and Life Insurance	255,852

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	6657	6265	12922	7.84
Secondary	5538	5744	11282	6.85
TAFE	1804	2073	3877	2.35
University & Other	1308	2190	3498	2.12
Total	15307	16272	31579	19.16

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	26631	42.66
Mortgaged	19057	30.53
Private Rental	12796	20.50
Housing Authority/Not Stated	3285	5.26
Other Tenure Type	658	1.05
Total Dwellings	62427	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	16179	9.82
Certificate	44410	26.95
Total	60589	36.76

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1540	8.08
\$500-\$799 per month	1277	6.70
\$800-\$999 per month	1164	6.11
\$1000-\$1399 per month	3023	15.87
\$1400+ per month	10989	57.68
Not Stated	1058	5.55
Total Mortgaged Dwellings	19051	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	3574	0.06
1 Vehicle	24207	0.39
2+ Vehicles	32688	0.52
Not Stated	1984	1.61
Total	56895	0.91

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	155,286
Land Use - Grazing land (including pastures and rangelands) area (ha)	137,666
Cereal Crops - Wheat for grain production (t)	2,394
Cereals for grain total production (t)	2,809
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	185
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	205
Tomatoes total production (t)	25
Avocados, total production (kg)	102
Nuts total trees (n)	3,703
Total grapes total area of vines (ha)	281
Orchard trees (incl. nuts) total trees - number (n)	25,059
Sheep and lambs total number (n)	20,176
Milk cattle (n)	39,885
Meat cattle (n)	57,180
Apples production (kg)	27,936
Nectarines production (kg)	3,882
Peaches production (kg)	6,390

INTERNET USAGE

Connection	Total	% Market Population
No Connection	14431	23.12
Broadband	41277	66.12
Dial-up	2684	4.30
Other	1906	3.05
Not Stated	2132	3.42
Total	62430	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	66158	69374	135532	82.25
Europe	7179	7177	14356	8.71
Africa & Middle East	333	301	634	0.38
Asia	633	1123	1756	1.07
Americas	329	462	791	0.48
Other	6032	5685	11717	7.11
Total Population Total	80664	84122	164786	100.00