



WAGGA WAGGA

2WG AM 1152 & 93.1 STAR FM

ACMA	2WG	2WZD
On-Air Name	2WG AM 1152	93.1 Star FM
Frequency	1152 kHz	93.1 kHz
Postal Address	PO Box 480	PO Box 480
Suburb/State/Postcode	WAGGA WAGGA NSW 2650	WAGGA WAGGA NSW 2650
Phone	02 6921 1022	02 6921 1022
Fax	02 6921 7193	02 6921 7193
e-mail		
WWW	www.2wg.com.au	www.starfmwagga.com.au
Format	Adult Contemporary	Contemporary Hit Radio
Primary Station Area Coverage	Wagga Wagga, South West Slopes, Riverina and the Mia	Wagga Wagga, South West Slopes, Riverina and the Mia
Demographic Profile of Station Audience	35-54	18-39

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

WAGGA WAGGA

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, army and RAAF (including Navy) training bases. Wagga Wagga has a regional base hospital and a radiotherapy unit.

In comparison to the 2006 census, the population of the Commercial Radio Licence Area of Wagga Wagga has increased by 10.14% to 109,685. Over 48% of the population in Wagga Wagga is aged over 40 years. The birthplace for 89.2% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 24,288 people attending an educational institution, 40% were in infants or primary school, 30% were in secondary school, 14% at TAFE and 16% at University or another tertiary institution. Of the 34,360 people who already have a tertiary qualification, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

Wagga Wagga has a high proportion of home ownership. Of the total dwellings (40,574) in Wagga Wagga, 36% are owned outright and 32% are mortgaged. Private rental properties represented 24% of total dwellings.

22% of the total households (40,554) in Wagga Wagga have a household income range between \$21,000 – \$41,999, 17% between \$42,000 – \$64,999; and 19% 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.

AGRICULTURE

The Riverina is a rich farming area. The farms in the area support over 225 thousand beef cattle and over 1.9 millions sheep and lambs.

Wagga Wagga produces large quantities of wheat and a variety of other crops. The area produced over 1.1 million tonnes of wheat for grain and 1.5 million tonnes of cereals for grain. There are over 72 thousand nut trees in the region. Fruit is also grown with over 2.8 million kilograms of apples and 14 thousand kilograms of peaches produced.

EMPLOYMENT

The majority (61.2%) of the labour force of 52,710 is employed full time. The main industries of employment are:

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

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
Aged 10+ Years	46749	47608	94357	86.03
Aged 0-9 Years	7739	7589	15328	13.97
Aged 10-17 Years	6297	5928	12225	11.15
Aged 18-24 Years	5523	5069	10592	9.66
Aged 25-39 Years	9356	9618	18974	17.30
Aged 40-54 Years	10767	10835	21602	19.69
Aged 55+ Years	14806	16158	30964	28.23
Total 2011 Population	54488	55197	109685	100.00
Total 2006 Population	49200	50382	99582	
% Change 2006-2011			10.15%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	32266	61.21
Part-time Employed	14706	27.90
Not Stated Employed	1120	2.12
Unemployed	2611	4.95
Total Labour Force	52710	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1215	3.00
\$10000-\$20999pa	4793	11.82
\$21000-\$41999pa	8759	21.60
\$42000-\$64999pa	6909	17.04
\$65000-\$103999pa	7564	18.65
\$104000-\$155999pa	4862	11.99
\$156000+pa	2045	5.04
Not Stated	1277	3.15
Total Households	40554	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	11936	41.59
Couple Families-No Children	11779	41.04
Single Parents	4556	15.87
Other Families	431	1.50
Total Families	28702	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	16270	32.47
Technicians/Trade Workers/Community Personal Service Workers	12927	25.80
Clerical & Administrative Workers	5889	11.75
Sales Workers	4550	9.08
Machinery Operation/Driver/& Labourers	9722	19.40
Not Stated	753	1.50
Total	50111	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	5436	10.80
Mining	143	0.28
Construction/Electricity gas water and waste services/Manufacturing	8447	16.78
Wholesale/Retail Trade, Accommodation	10437	20.74
Transport, Postal & Warehouse/ Telecomms	3052	6.06
Finance & Insurance Services	2527	5.02
Professional scientific and technical services	1735	3.45
Public administration and safety	4490	8.92
Education & Health	10759	21.38
Arts and recreation services	381	0.76
Other services	1791	3.56
Not stated	1127	2.24
Total	50325	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	412,495
Total Alcoholic beverages	64,569
Total Clothing and Footwear	89,028
Total Household Linen Furnishings & Equipment	102,353
Furniture and Floor Covering	34,641
Household Appliances	25,855
Household Services and Operation	136,238
Total Medical Care and Pharmacy	124,581
Motor Vehicle Purchase	91,549
Total Motor Vehicle Running Cost incl Rego	179,801
Audio Visual Equipment and Parts	103,419
Recreation	317,028
Holidays Australia and Overseas	102,935
Total Personal care and Hygiene	49,518
Total Super and Life Insurance	160,211

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	4954	4758	9712	8.86
Secondary	3705	3674	7379	6.73
TAFE	1685	1675	3360	3.06
University & Other	1351	2486	3837	3.50
Total	11695	12593	24288	22.15

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	14681	36.18
Mortgaged	12987	32.01
Private Rental	9559	23.56
Housing Authority/Not Stated	2971	7.32
Other Tenure Type	376	0.93
Total Dwellings	40574	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	9145	8.34
Certificate	25215	22.99
Total	34360	31.33

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1123	8.64
\$500-\$799 per month	1239	9.53
\$800-\$999 per month	1149	8.84
\$1000-\$1399 per month	2684	20.64
\$1400+ per month	6022	46.31
Not Stated	787	6.05
Total Mortgaged Dwellings	13004	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	2825	0.07
1 Vehicle	13838	0.34
2+ Vehicles	22384	0.55
Not Stated	1509	1.90
Total	36222	0.89

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	1,682,497
Land Use - Grazing land (including pastures and rangelands) area (ha)	901,497
Cereal Crops - Wheat for grain production (t)	1,133,885
Cereals for grain total production (t)	1,516,450
Cereal Crops - Rice for grain production (t)	3,088
Cereal Crops - Barley for grain production (t)	235,321
Sorghum for grain production (t)	183
Vegetables for human consumption, total area (ha)	101
Tomatoes total production (t)	2
Avocados, total production (kg)	0
Nuts total trees (n)	72,153
Total grapes total area of vines (ha)	376
Orchard trees (incl. nuts) total trees - number (n)	275,699
Sheep and lambs total number (n)	1,984,058
Milk cattle (n)	8,061
Meat cattle (n)	225,714
Apples production (kg)	2,819,588
Nectarines production (kg)	8,973
Peaches production (kg)	14,627

INTERNET USAGE

Connection	Total	% Market Population
No Connection	10954	26.99
Broadband	25174	62.03
Dial-up	1318	3.25
Other	1666	4.10
Not Stated	1473	3.63
Total	40585	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	48522	49291	97813	89.21
Europe	1416	1382	2798	2.55
Africa & Middle East	254	210	464	0.42
Asia	687	807	1494	1.36
Americas	124	115	239	0.22
Other	3449	3387	6836	6.23
Total Population Total	54452	55192	109644	100.00