



# WOLLONGONG

## WAVE FM & 198 FM

<b>ACMA</b>	2UUL	2WIN
<b>On-Air Name</b>	Wave FM	i98 FM
<b>Frequency</b>	96.5 MHz	98.1MHz
<b>Postal Address</b>	PO Box 474	Locked Bag 6198
<b>Suburb/State/Postcode</b>	WARRAWONG NSW 2502	WOLLONGONG NSW 2500
<b>Phone</b>	02 4275 2965	02 4223 4198
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<b>WWW</b>	www.wavefm.com.au	www.i98fm.com.au
<b>Format</b>	Adult Contemporary	Hot Adult Contemporary
<b>Primary Station Area Coverage</b>	Wollongong to Berri, parts of Sydney, Illawarra	Helensburgh to Gerroa, Illawarra and parts of Sydney
<b>Demographic Profile of Station Audience</b>	25-54	10-54

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

## WOLLONGONG

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

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 3rd largest city in NSW and is largely known for its history of farming, coal mining and steel making. In recent years, however, it 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 2006 census, the population of Wollongong has increased by 5.48% to 278,041. Overall there was an increase in most of the age groups listed, with only the number of people aged 10-17 years having decreased. Over 48% of the population in the Wollongong commercial radio licence area is aged over 40 years. The birthplace for 76.2% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 62,445 people attending an educational institution, 36% were either in infants or primary school, 30% were in secondary school, 11% at TAFE and 22% at University or another tertiary institution. Of the 101,761 people who already have a tertiary qualification, 31% have a degree and 69% have a certificate, diploma or another tertiary qualification.

Wollongong is a family oriented city, reflected in the large number of families with children (44% of total families). The area has a high proportion of home ownership. Of the total dwellings (102,409) in Wollongong 36% are owned outright and 32% are mortgaged. Private rental properties represent 21% of total dwellings.

20% of the total households (102,334) in Wollongong have a household income range between \$41,000 – \$64,999, 15% between \$42,000 - \$64,999 and 18% 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

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Relatively speaking, farming is not a prominent industry in the Wollongong area. There are some dairy farms on the outskirts of the city.

The farms in the area support over seven thousand beef cattle and ten thousand dairy cattle.

The region produces an average quantity of fruits with over 329 thousand kilograms of apples produced, as well as 24 thousand kilograms of nectarines and over 123 thousand kilograms of peaches.

### EMPLOYMENT

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Wollongong's famous manufacturing steelworks industry was established in the late 1920s and remains a major economic element of the city. The majority (56.1%) of the labour force of 129,053 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.

## WOLLONGONG

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	119279	123810	243089	87.43
Aged 0-9 Years	17865	17087	34952	12.57
Aged 10-17 Years	15164	14199	29363	10.56
Aged 18-24 Years	14059	13207	27266	9.81
Aged 25-39 Years	25737	25982	51719	18.60
Aged 40-54 Years	28105	29060	57165	20.56
Aged 55+ Years	36214	41362	77576	27.90
Total 2011 Population	137144	140897	278041	100.00
Total 2006 Population	129991	133582	263573	
% Change 2006-2011			5.49%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	72427	56.12
Part-time Employed	39826	30.86
Not Stated Employed	2639	2.04
Unemployed	8705	6.75
Total Labour Force	129053	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	3026	2.96
\$10000-\$20999pa	11488	11.23
\$21000-\$41999pa	20070	19.61
\$42000-\$64999pa	15123	14.78
\$65000-\$103999pa	18023	17.61
\$104000-\$155999pa	15207	14.86
\$156000+pa	8920	8.72
Not Stated	2731	2.67
Total Households	102334	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	33545	44.47
Couple Families-No Children	27749	36.79
Single Parents	13083	17.34
Other Families	1057	1.40
Total Families	75434	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	37122	30.83
Technicians/Trade Workers/Community Personal Service Workers	32710	27.17
Clerical & Administrative Workers	17086	14.19
Sales Workers	11200	9.30
Machinery Operation/Driver/& Labourers	20424	16.96
Not Stated	1859	1.54
Total	120401	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	617	0.51
Mining	3104	2.58
Construction/Electricity gas water and waste services/Manufacturing	22770	18.91
Wholesale/Retail Trade, Accommodation	24449	20.31
Transport, Postal & Warehouse/ Telecomms	7512	6.24
Finance & Insurance Services	9831	8.17
Professional scientific and technical services	6311	5.24
Public administration and safety	8469	7.03
Education & Health	28353	23.55
Arts and recreation services	1771	1.47
Other services	4884	4.06
Not stated	2328	1.93
Total	120399	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	1,122,494
Total Alcoholic beverages	175,708
Total Clothing and Footwear	242,265
Total Household Linen Furnishings & Equipment	278,526
Furniture and Floor Covering	94,267
Household Appliances	70,357
Household Services and Operation	370,734
Total Medical Care and Pharmacy	339,013
Motor Vehicle Purchase	249,127
Total Motor Vehicle Running Cost incl Rego	489,280
Audio Visual Equipment and Parts	281,429
Recreation	862,706
Holidays Australia and Overseas	280,109
Total Personal care and Hygiene	134,750
Total Super and Life Insurance	435,971

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	11668	10982	22650	8.14
Secondary	9559	9282	18841	6.78
TAFE	3422	3575	6997	2.52
University & Other	6509	7448	13957	5.02
<b>Total</b>	<b>31158</b>	<b>31287</b>	<b>62445</b>	<b>22.45</b>

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	36804	35.94
Mortgaged	33079	32.30
Private Rental	21551	21.04
Housing Authority/Not Stated	10134	9.90
Other Tenure Type	841	0.82
<b>Total Dwellings</b>	<b>102409</b>	<b>100.00</b>

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	31181	11.21
Certificate	70580	25.38
<b>Total</b>	<b>101761</b>	<b>36.59</b>

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1840	5.55
\$500-\$799 per month	1680	5.07
\$800-\$999 per month	1537	4.64
\$1000-\$1399 per month	4226	12.75
\$1400+ per month	22333	67.39
Not Stated	1526	4.60
<b>Total Mortgaged Dwellings</b>	<b>33142</b>	<b>100.00</b>

## MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	10125	0.10
1 Vehicle	37156	0.36
2+ Vehicles	51703	0.50
Not Stated	3428	1.70
<b>Total</b>	<b>88859</b>	<b>0.87</b>

## AGRICULTURE COMMODITY

## VALUE

Area of holding - total area (ha)	17,482
Land Use - Grazing land (including pastures and rangelands) area (ha)	14,034
Cereal Crops - Wheat for grain production (t)	253
Cereals for grain total production (t)	326
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	3
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	21
Tomatoes total production (t)	9
Avocados, total production (kg)	2
Nuts total trees (n)	15
Total grapes total area of vines (ha)	22
Orchard trees (incl. nuts) total trees - number (n)	18,291
Sheep and lambs total number (n)	7,218
Milk cattle (n)	10,748
Meat cattle (n)	7,241
Apples production (kg)	329,481
Nectarines production (kg)	24,697
Peaches production (kg)	123,484

## INTERNET USAGE

Connection	Total	% Market Population
No Connection	23132	22.59
Broadband	68515	66.92
Dial-up	3525	3.44
Other	3584	3.50
Not Stated	3631	3.55
<b>Total</b>	<b>102387</b>	<b>100.00</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	104649	107290	211939	76.22
Europe	16144	16878	33022	11.88
Africa & Middle East	902	769	1671	0.60
Asia	3674	4258	7932	2.85
Americas	508	722	1230	0.44
Other	11281	10977	22258	8.00
<b>Total Population Total</b>	<b>137158</b>	<b>140894</b>	<b>278052</b>	<b>100.00</b>