



WANGARATTA

3NE 1566AM & 102.1 EDGE FM

ACMA	3NE	3NNN
On-Air Name	3NE 1566 AM	102.1 Edge FM
Frequency	1566 kHz	102.1 MHz
Postal Address	19 Templeton Street	19 Templeton Street
Suburb/State/Postcode	WANGARATTA VIC 3677	WANGARATTA VIC 3677
Phone	03 5722 1566	03 5722 1566
Fax	03 5721 9614	03 5721 9614
e-mail	info@3ne.com.au	info@edgefm.com.au
WWW	www.3ne.com.au	www.edgefm.com.au
Format	Gold	Adult Contemporary
Primary Station Area Coverage	North East Vic & Southern NSW	North East Vic & Southern NSW
Demographic Profile of Station Audience	All people 35+	All people 18-39

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

WANGARATTA

Wangaratta is located on the Hume Highway, just 2.5 hrs from Melbourne, in the northeast of Victoria, 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 102.1 Edge FM (102.1 FM) was established in 1996. The station has offices in Albury/Wodonga and Benalla, as well as Wangaratta.

In comparison to the 2006 census, the population has increased by 20.42% to 98,688. 56% of the population is aged over 40 years. The birthplace for 87% of the population was Oceania including Australia with the next highest percentage being from Europe.

Of the 18,432 people attending an educational institution, 43% were in infants or primary, 36% were attending a secondary educational institution, 9% attending university or another tertiary institution and 12% attending TAFE. Of the 33,308 people who already have a tertiary qualification, 25% have a degree and 75% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (38,539) in the Wangaratta Licence Area, 41.6% are owned outright and 32% are mortgaged. Private rental properties represented 19.8% of total dwellings.

24% of the total households (38,570) in the Wangaratta area have a household income range between \$21,000 – \$41,999pa, 18% between \$42,000 – \$64,999pa and 17% between \$65,000 – \$103,999pa.

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 around three thousand hectares of grapes in the region.

There are over 50 thousand dairy and 238 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 farm's totalling over 787 thousand orchard trees. A variety of crops such as wheat and canola are also grown. Over 457 thousand tonnes of wheat for grain and 555 thousand tonnes of cereal for grain were produced. The farms in the district support over 791 thousand sheep and lambs.

EMPLOYMENT

The majority (56.6%) of the labour force is employed full time. 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.

The main industries of employment are:

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

WANGARATTA

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	42627	44292	86919	88.07
Aged 0-9 Years	5993	5776	11769	11.93
Aged 10-17 Years	5343	5224	10567	10.71
Aged 18-24 Years	3293	3113	6406	6.49
Aged 25-39 Years	6817	7357	14174	14.36
Aged 40-54 Years	10337	10774	21111	21.39
Aged 55+ Years	16837	17824	34661	35.12
Total 2011 Population	48620	50068	98688	100.00
Total 2006 Population	40168	41783	81951	
% Change 2006-2011			20.42%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	26744	56.58
Part-time Employed	15250	32.26
Not Stated Employed	915	1.94
Unemployed	2128	4.50
Total Labour Force	47271	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1219	3.16
\$10000-\$20999pa	4720	12.24
\$21000-\$41999pa	9340	24.22
\$42000-\$64999pa	6985	18.11
\$65000-\$103999pa	6670	17.29
\$104000-\$155999pa	4053	10.51
\$156000+pa	1484	3.85
Not Stated	1318	3.42
Total Households	38570	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	10377	38.69
Couple Families-No Children	12502	46.61
Single Parents	3663	13.66
Other Families	279	1.04
Total Families	26821	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	15282	33.83
Technicians/Trade Workers/Community Personal Service Workers	11073	24.51
Clerical & Administrative Workers	4915	10.88
Sales Workers	4051	8.97
Machinery Operation/Driver/& Labourers	9066	20.07
Not Stated	782	1.73
Total	45169	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4596	10.19
Mining	166	0.37
Construction/Electricity gas water and waste services/Manufacturing	9414	20.87
Wholesale/Retail Trade, Accommodation	10007	22.19
Transport, Postal & Warehouse/ Telecomms	2142	4.75
Finance & Insurance Services	2353	5.22
Professional scientific and technical services	1563	3.47
Public administration and safety	2887	6.40
Education & Health	9070	20.11
Arts and recreation services	565	1.25
Other services	1441	3.20
Not stated	896	1.99
Total	45100	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	358,900
Total Alcoholic beverages	53,478
Total Clothing and Footwear	84,339
Total Household Linen Furnishings & Equipment	110,420
Furniture and Floor Covering	42,758
Household Appliances	21,786
Household Services and Operation	111,147
Total Medical Care and Pharmacy	100,791
Motor Vehicle Purchase	82,469
Total Motor Vehicle Running Cost incl Rego	173,596
Audio Visual Equipment and Parts	94,124
Recreation	268,361
Holidays Australia and Overseas	87,197
Total Personal care and Hygiene	39,468
Total Super and Life Insurance	119,148

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	3965	3955	7920	8.03
Secondary	3374	3340	6714	6.81
TAFE	1013	1213	2226	2.26
University & Other	450	1122	1572	1.59
Total	8802	9630	18432	18.68

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	16022	41.57
Mortgaged	12426	32.24
Private Rental	7633	19.81
Housing Authority/Not Stated	2113	5.48
Other Tenure Type	345	0.90
Total Dwellings	38539	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	8262	8.38
Certificate	25046	25.39
Total	33308	33.76

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1147	9.24
\$500-\$799 per month	1380	11.11
\$800-\$999 per month	1142	9.20
\$1000-\$1399 per month	2667	21.48
\$1400+ per month	5242	42.21
Not Stated	840	6.76
Total Mortgaged Dwellings	12418	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	2208	0.06
1 Vehicle	12816	0.33
2+ Vehicles	22194	0.58
Not Stated	1283	1.69
Total	35010	0.91

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	818,431
Land Use - Grazing land (including pastures and rangelands) area (ha)	494,615
Cereal Crops - Wheat for grain production (t)	457,989
Cereals for grain total production (t)	555,402
Cereal Crops - Rice for grain production (t)	924
Cereal Crops - Barley for grain production (t)	44,680
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	625
Tomatoes total production (t)	196
Avocados, total production (kg)	529
Nuts total trees (n)	120,700
Total grapes total area of vines (ha)	3,467
Orchard trees (incl. nuts) total trees - number (n)	787,633
Sheep and lambs total number (n)	791,704
Milk cattle (n)	50,002
Meat cattle (n)	238,785
Apples production (kg)	6,316,143
Nectarines production (kg)	977,060
Peaches production (kg)	4,130,918

INTERNET USAGE

Connection	Total	% Market Population
No Connection	10466	27.14
Broadband	23917	62.02
Dial-up	1418	3.68
Other	1409	3.65
Not Stated	1354	3.51
Total	38564	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	42205	43559	85764	86.96
Europe	2798	2886	5684	5.76
Africa & Middle East	93	77	170	0.17
Asia	382	566	948	0.96
Americas	136	126	262	0.27
Other	2968	2829	5797	5.88
Total Population Total	48582	50043	98625	100.00