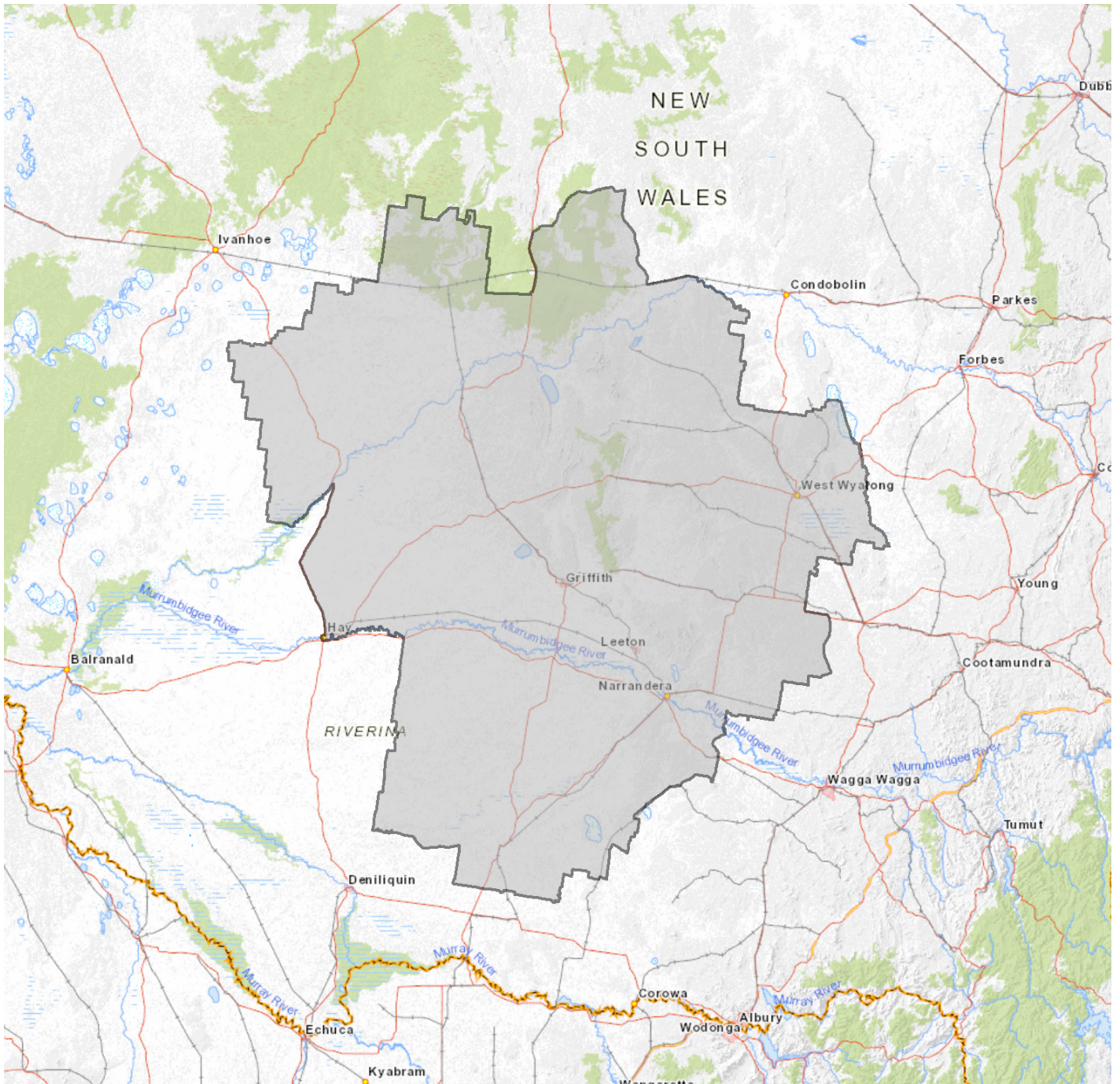


# GRIFFITH

RIVERINA MIA'S HIT 99.7 • RIVERINA MIA'S 963 TRIPLE M



<b>Station Name</b>	Riverina Mia's Hit 99.7	Riverina Mia's 963 Triple M
<b>Call Sign</b>	2RGF	2RG
<b>Frequency</b>	99.7 MHz	963 kHz
<b>Network</b>	Southern Cross Austereo	Southern Cross Austereo
<b>Address</b>	PO Box 1005, Griffith NSW 2680	PO Box 1005, Griffith NSW 2680
<b>Phone</b>	02 6969 7860	02 6969 7860
<b>Fax</b>	02 6962 7774	02 6962 7774
<b>Email</b>	jason.austin@sca.com.au	jason.austin@sca.com.au
<b>Web Address</b>	<a href="http://hit.com.au/riverinamia">hit.com.au/riverinamia</a>	<a href="http://triplem.com.au/riverinamia">triplem.com.au/riverinamia</a>
<b>Description of Content/Format</b>	Hot Adult Contemporary	Easy Gold
<b>Demographic Profile of Station Audience</b>	18-35	35+

# GRIFFITH

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Griffith is an important farming centre located in the fertile area between the Lachlan and Murrumbidgee Rivers in southern NSW, just north of the Victorian border.

Griffith is the centre of the prosperous Riverina and Murrumbidgee Irrigation Areas (M.I.A.), one of Australia's richest food producing areas. The region is a dominant producer of horticultural, agricultural and pastoral commodities with a growing number of dynamic processing and manufacturing industries supporting these activities.

In comparison to the 2011 census, the population of the radio licence area of Griffith has decreased slightly by 0.31% to 68,185. Over half the population in Griffith is aged over 40 years. The birthplace for 81% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 12,552 people attending an educational institution, 49% were either in infants or primary school; 37% were in secondary school; 8% at TAFE and 7% at University or another tertiary institution. Of the 19,845 people who already have a tertiary qualification, 26% have a degree and 74% have a certificate, diploma or another tertiary qualification.

Griffith has a high proportion of home ownership. Of the total dwellings (23,595) in Griffith, 39% of dwellings are owned outright and 28% are mortgaged. Private rental properties represent 25% of total dwellings.

21% of the total households (23,556) in Griffith have a household income range between \$21,000 – \$41,999pa; 25% between \$42,000 – \$77,999pa; and 11% between \$78,000 – \$103,999pa.

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail and chain stores are represented in the city.

## AGRICULTURE

Griffith is one of the major crop growing areas in Australia. Being situated near the Lachlan, Murrumbidgee and Murray Rivers, much of the area is irrigated and free from the problems of drought and flooding. Griffith is one of the largest fruit growing regions in Australia – agriculture and horticulture has developed as major industries. Peaches, apricots, maize, wheat, corn and other cereal crops, canola, watermelon, rockmelon, onions, cucumber, carrots, parsnip, garlic, lettuce, potatoes and tomatoes are some of the produce of Griffith and the region. The latest census figures show that Griffith produced over 608 thousand kilograms of peaches. Griffith also produces wine; there are over 17 thousand hectares of grapes in the area.

The farms in the area support over 206 thousand beef cattle and almost 2.5 million sheep and lambs.

Griffith is a major wheat growing area, producing over 1.6 million tonnes of wheat for grain and 2.6 million tonnes of cereals for grain.

## EMPLOYMENT

Griffith is a farming area. The majority (62%) of the labour force of 32,094 is employed full time. The main industries of employment are:

- Agriculture Forestry and Fishing;
- Manufacturing/Electricity Gas Water and Waste Services/Construction; and
- Education and Training/Health Care and Social Assistance.

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	29,605	29,190	58,795	86.23%
0-9 years	4,755	4,635	9,390	13.77%
10-17 years	3,784	3,619	7,403	10.86%
18-24 years	2,646	2,342	4,988	7.32%
25-39 years	5,838	5,903	11,741	17.22%
40-54 years	6,766	6,575	13,341	19.57%
55-64 years	4,718	4,386	9,104	13.35%
65-74 years	3,328	3,316	6,644	9.74%
75+ years	2,525	3,049	5,574	8.17%
Total 2011 population	34,601	33,799	68,400	
<b>Total 2016 population</b>	<b>34,360</b>	<b>33,825</b>	<b>68,185</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>-0.31%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	19,816	61.74%
Part-time employed	8,861	27.61%
Not stated employed	1,921	5.99%
Unemployed	1,496	4.66%
<b>Total labour force</b>	<b>32,094</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	364	1.55%
\$7,750 – \$20,999	1,331	5.65%
\$21,000 – \$41,999	4,975	21.12%
\$42,000 – \$77,999	5,958	25.29%
\$78,000 – \$103,999	2,654	11.27%
\$104,000 – \$129,999	2,270	9.64%
\$130,000 – \$155,999	1,221	5.18%
\$160,000 – \$181,999	632	2.68%
\$182,000 – \$207,999	494	2.1%
\$208,000+	731	3.1%
Not stated	2,926	12.42%
<b>Total households</b>	<b>23,556</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	7,386	42.89%
Couple families – No children	7,064	41.02%
Single parents	2,561	14.87%
Other families	210	1.22%
<b>Total families</b>	<b>17,221</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	10,575	34.73%
Technicians & trade workers/ Community & personal service workers	6,280	20.62%
Clerical & administrative workers	3,207	10.53%
Sales workers	2,374	7.8%
Machinery operators & drivers/Labourers	7,530	24.73%
Not stated	487	1.6%
<b>Total</b>	<b>30,453</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	6,988	23.33%
Mining	278	0.93%
Manufacturing/Electricity, gas, water & waste services/Construction	5,994	20.01%
Wholesale trade/Retail trade/ Accommodation & food services	4,862	16.23%
Transport, postal & warehousing/ Information, media & communications	1,155	3.86%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,154	3.85%
Professional scientific & technical services	748	2.5%
Public administration & safety	1,432	4.78%
Education & training/Health care & social assistance	4,984	16.64%
Arts & recreation services	101	0.34%
Other services	972	3.25%
Not stated	1,280	4.27%
<b>Total</b>	<b>29,948</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	309,495
Alcoholic beverages	41,892
Clothing & footwear	57,308
Household furnishings & equipment	82,440
Furniture & floor covering	27,807
Household appliances	19,869
Household services & operation	63,504
Medical care & health expenses	108,457
Motor vehicle purchase	71,230
Motor vehicle running costs	177,784
Recreation	225,773
Recreational & educational equipment	57,208
Holidays	105,657
Personal care	37,375

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	3,106	3,018	6,124	8.98%
Secondary	2,239	2,362	4,601	6.75%
TAFE	416	586	1,002	1.47%
University	265	560	825	1.21%
<b>Total</b>	<b>6,026</b>	<b>6,526</b>	<b>12,552</b>	<b>18.41%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	9,263	39.26%
Mortgaged	6,521	27.64%
Private rental	5,857	24.82%
Housing authority/Not stated	1,762	7.47%
Other tenure type	192	0.81%
<b>Total dwellings</b>	<b>23,595</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	5,191	7.61%
Certificate	14,654	21.49%
<b>Total</b>	<b>19,845</b>	<b>29.1%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	673	11.38%
\$450 – \$799 per month	664	11.23%
\$800 – \$999 per month	635	10.74%
\$1,000 – \$1,799 per month	2,395	40.51%
\$1,800 – \$2,399 per month	746	12.62%
\$2,400 – \$2,999 per month	201	3.4%
\$3,000 – \$3,999 per month	135	2.28%
\$4,000+ per month	122	2.06%
Not stated	341	5.77%
<b>Total mortgaged dwellings</b>	<b>5,912</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,168	4.89%
1 vehicle	7,084	29.66%
2+ vehicles	14,399	60.28%
Not stated	1,237	5.18%
<b>Total</b>	<b>23,888</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	4,748,502
Cereal crops – Wheat for grain – Production (t)	1,651,650
Cereal crops – Rice for grain – Production (t)	205,395
Cereal crops – Barley for grain – Production (t)	589,116
Cereal crops – Sorghum for grain – Production (t)	2,502
Cereal crops – Total for grain – Production (t)	2,615,157
Vegetables for human consumption – Tomatoes – Total production (t)	8,141
Vegetables for human consumption – Total area (ha)	4,038
Fruit & nuts – Avocados – Production (kg)	41,706
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	99,473
Fruit & nuts – Peaches – Production (kg)	608,464
Fruit & nuts – Nuts – Total trees (no.)	958,158
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	4,744,982
Fruit & nuts – Grapes – Total area (ha)	17,165
Livestock – Sheep & lambs – Total (no.)	2,495,508
Livestock – Dairy cattle – Total (no.)	22,418
Livestock – Meat cattle – Total (no.)	206,517

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	17,122	71.61%
Internet not accessed from dwelling	5,947	24.87%
Not stated	841	3.52%
<b>Total</b>	<b>23,910</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	27,662	27,123	54,785	81.38%
Europe	966	990	1,956	4.22%
Africa & Middle East	306	215	521	0.66%
Asia	915	965	1,880	2.94%
Americas	12	21	33	0.24%
Other	4,330	4,281	8,611	10.55%
<b>Total</b>	<b>34,191</b>	<b>33,595</b>	<b>67,786</b>	<b>100%</b>