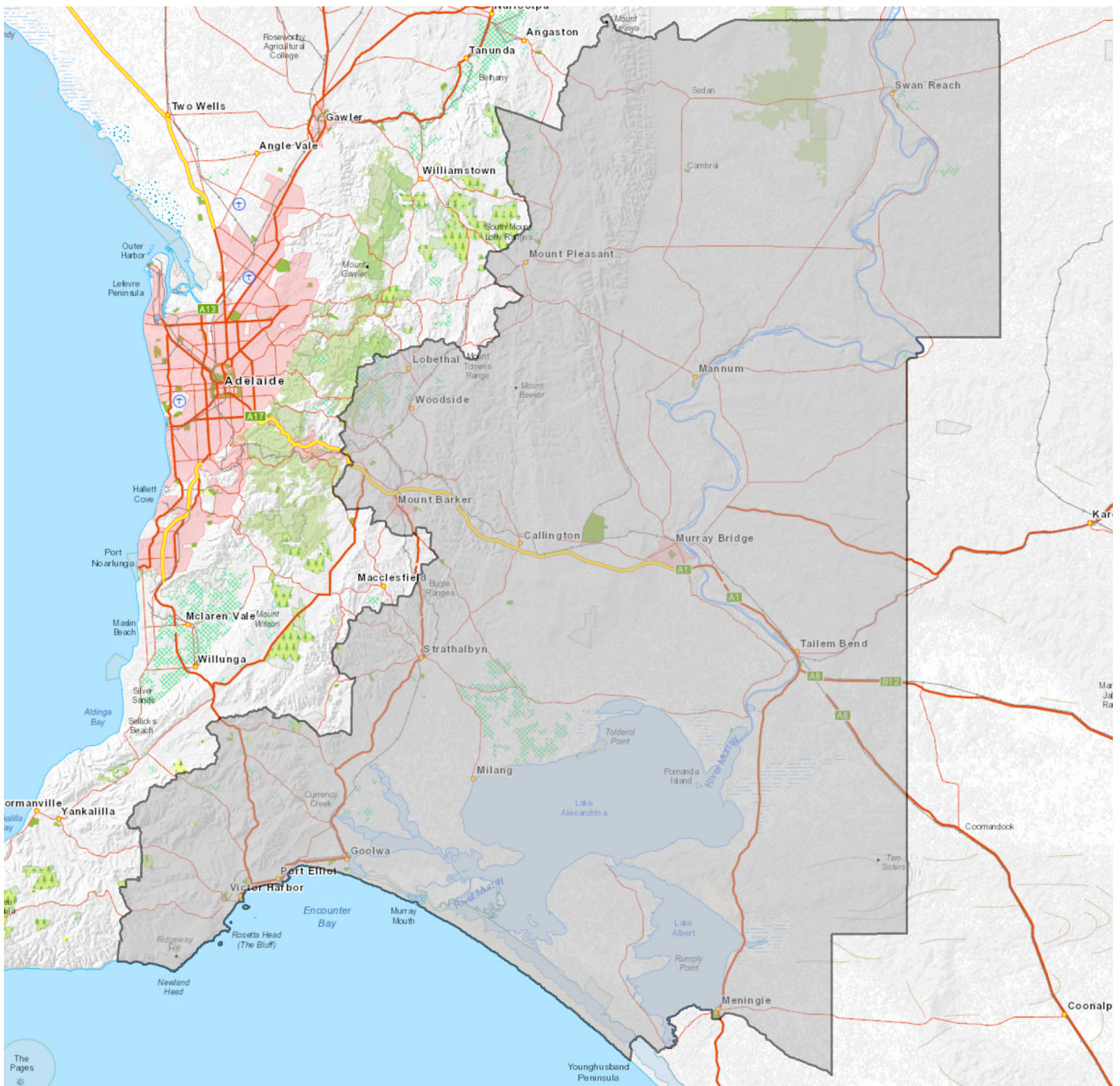


MURRAY BRIDGE

POWER FM • 5MU



Station Name	Power FM	5MU
Call Sign	5EZY	5MU
Frequency	98.7 MHz, 99.7 MHz, 100.3 MHz	1125 kHz
Network	Grant Broadcasters	Grant Broadcasters
Address	PO Box 470, Murray Bridge, SA 5253	PO Box 470, Murray Bridge, SA 5253
Phone	08 8532 4455	08 8532 4455
Fax	08 8532 3703	08 8532 3703
Email		reception@5mu.com.au
Web Address	powerfmsa.com.au	5mu.com.au
Description of Content/Format	Contemporary Hits	Easy Gold
Demographic Profile of Station Audience	18-39	35-54

MURRAY BRIDGE

Murray Bridge is situated on the Murray River approximately 80 kilometres east of the state's capital, Adelaide. Originally named Edwards Crossing, after its road and railway crossing, the city was renamed to Murray Bridge in 1924. Murray Bridge is a sprawling rural centre with a grain silo, vegetable gardens, hothouses and light industry surrounding the city centre.

In comparison to the 2011 census, the population of the radio licence area of Murray Bridge has increased by 5.98% to 120,118. The birthplace for 82% of the population was Oceania including Australia, New Zealander, Indigenous and Islander persons.

21,628 people (18%) were attending an educational institution in 2016. Of these, 48% were either in infants or primary, 32% were attending a secondary educational institution, 8% attending TAFE and 13% attending university or another tertiary institution. Of the 45,277 people (38%) who already have a tertiary qualification, 29% have a degree and 71% have a certificate, diploma or another tertiary qualification.

The stability of the area is reflected in the high level of home ownership. Of the total dwellings (46,195) in Murray Bridge, 37% are owned outright and 36% are mortgaged. Private rental properties represent one fifth of total dwellings.

26% of the total households in Murray Bridge have a household income range between \$21,000 – \$41,999pa; 26% between \$42,000 – \$77,999pa; and 11% between \$78,000 – \$103,999pa. One in five households have a household income over \$104,000pa.

Murray Bridge's retail district contains supermarkets, department stores, over 45 specialty stores and a public library.

AGRICULTURE

Over 636 thousand hectares are dedicated to agricultural commodities in Murray Bridge. The close proximity to the Murray River ensures the crops and animals are well watered year-round. The area contains more than 13 million orchard fruit trees and produced over 21 million kilograms of apples.

EMPLOYMENT

The majority (52%) of the labour force of 54,830 is employed full time. The main industries of employment are:

- Education and Training/Health Care and Social Assistance;
- Wholesale Trade/Retail Trade/Accommodation and Food Services; and
- Manufacturing/Electricity, Gas, Water and Waste Services/Construction.

MURRAY BRIDGE

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	52,255	54,447	106,702	88.83%
0-9 years	6,908	6,508	13,416	11.17%
10-17 years	5,701	5,482	11,183	9.31%
18-24 years	4,283	4,145	8,428	7.02%
25-39 years	8,778	8,924	17,702	14.74%
40-54 years	11,592	12,394	23,986	19.97%
55-64 years	8,544	9,025	17,569	14.63%
65-74 years	8,174	8,467	16,641	13.85%
75+ years	5,183	6,010	11,193	9.32%
Total 2011 population	55,818	57,523	113,341	
Total 2016 population	59,163	60,955	120,118	100%
% change 2011-2016			5.98%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	28,345	51.7%
Part-time employed	20,096	36.65%
Not stated employed	3,051	5.56%
Unemployed	3,338	6.09%
Total labour force	54,830	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	624	1.36%
\$7,750 – \$20,999	2,567	5.6%
\$21,000 – \$41,999	11,946	26.07%
\$42,000 – \$77,999	11,910	25.99%
\$78,000 – \$103,999	4,962	10.83%
\$104,000 – \$129,999	3,899	8.51%
\$130,000 – \$155,999	2,138	4.67%
\$160,000 – \$181,999	1,146	2.5%
\$182,000 – \$207,999	813	1.77%
\$208,000+	1,225	2.67%
Not stated	4,595	10.03%
Total households	45,825	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	12,425	37.35%
Couple families – No children	15,861	47.67%
Single parents	4,757	14.3%
Other families	227	0.68%
Total families	33,270	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	15,688	30.62%
Technicians & trade workers/ Community & personal service workers	13,634	26.61%
Clerical & administrative workers	5,888	11.49%
Sales workers	4,902	9.57%
Machinery operators & drivers/Labourers	10,468	20.43%
Not stated	660	1.29%
Total	51,240	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	4,565	8.95%
Mining	730	1.43%
Manufacturing/Electricity, gas, water & waste services/Construction	9,000	17.64%
Wholesale trade/Retail trade/ Accommodation & food services	10,458	20.49%
Transport, postal & warehousing/ Information, media & communications	2,263	4.43%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	3,372	6.61%
Professional scientific & technical services	2,238	4.39%
Public administration & safety	3,128	6.13%
Education & training/Health care & social assistance	10,935	21.43%
Arts & recreation services	621	1.22%
Other services	2,055	4.03%
Not stated	1,664	3.26%
Total	51,029	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	517,939
Alcoholic beverages	65,087
Clothing & footwear	93,099
Household furnishings & equipment	123,988
Furniture & floor covering	46,981
Household appliances	23,044
Household services & operation	81,583
Medical care & health expenses	179,844
Motor vehicle purchase	95,524
Motor vehicle running costs	272,139
Recreation	331,938
Recreational & educational equipment	88,323
Holidays	144,584
Personal care	57,029

MURRAY BRIDGE

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	5,334	4,947	10,281	8.56%
Secondary	3,396	3,478	6,874	5.72%
TAFE	613	1,137	1,750	1.46%
University	938	1,785	2,723	2.27%
Total	10,281	11,347	21,628	18.01%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	17,174	37.18%
Mortgaged	16,480	35.67%
Private rental	9,190	19.89%
Housing authority/Not stated	2,551	5.52%
Other tenure type	800	1.73%
Total dwellings	46,195	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	13,248	11.03%
Certificate	32,029	26.66%
Total	45,277	37.69%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	1,560	9.93%
\$450 – \$799 per month	1,405	8.94%
\$800 – \$999 per month	1,345	8.56%
\$1,000 – \$1,799 per month	6,279	39.96%
\$1,800 – \$2,399 per month	2,745	17.47%
\$2,400 – \$2,999 per month	873	5.56%
\$3,000 – \$3,999 per month	614	3.91%
\$4,000+ per month	355	2.26%
Not stated	536	3.41%
Total mortgaged dwellings	15,712	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,923	4.14%
1 vehicle	15,407	33.16%
2+ vehicles	27,664	59.53%
Not stated	1,473	3.17%
Total	46,467	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	636,933
Cereal crops – Wheat for grain – Production (t)	97,279
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	99,900
Cereal crops – Sorghum for grain – Production (t)	20
Cereal crops – Total for grain – Production (t)	202,135
Vegetables for human consumption – Tomatoes – Total production (t)	10
Vegetables for human consumption – Total area (ha)	1,808
Fruit & nuts – Avocados – Production (kg)	79,594
Fruit & nuts – Apples – Production (kg)	21,808,090
Fruit & nuts – Nectarines – Production (kg)	2,347
Fruit & nuts – Peaches – Production (kg)	78,912
Fruit & nuts – Nuts – Total trees (no.)	88,200
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	1,371,070
Fruit & nuts – Grapes – Total area (ha)	8,840
Livestock – Sheep & lambs – Total (no.)	558,433
Livestock – Dairy cattle – Total (no.)	30,495
Livestock – Meat cattle – Total (no.)	60,645

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	37,333	80.43%
Internet not accessed from dwelling	8,121	17.5%
Not stated	960	2.07%
Total	46,414	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	47,263	48,532	95,795	81.06%
Europe	5,067	5,436	10,503	8.89%
Africa & Middle East	227	191	418	0.35%
Asia	926	1,010	1,936	1.64%
Americas	108	104	212	0.18%
Other	4,630	4,688	9,318	7.88%
Total	58,221	59,961	118,182	100%