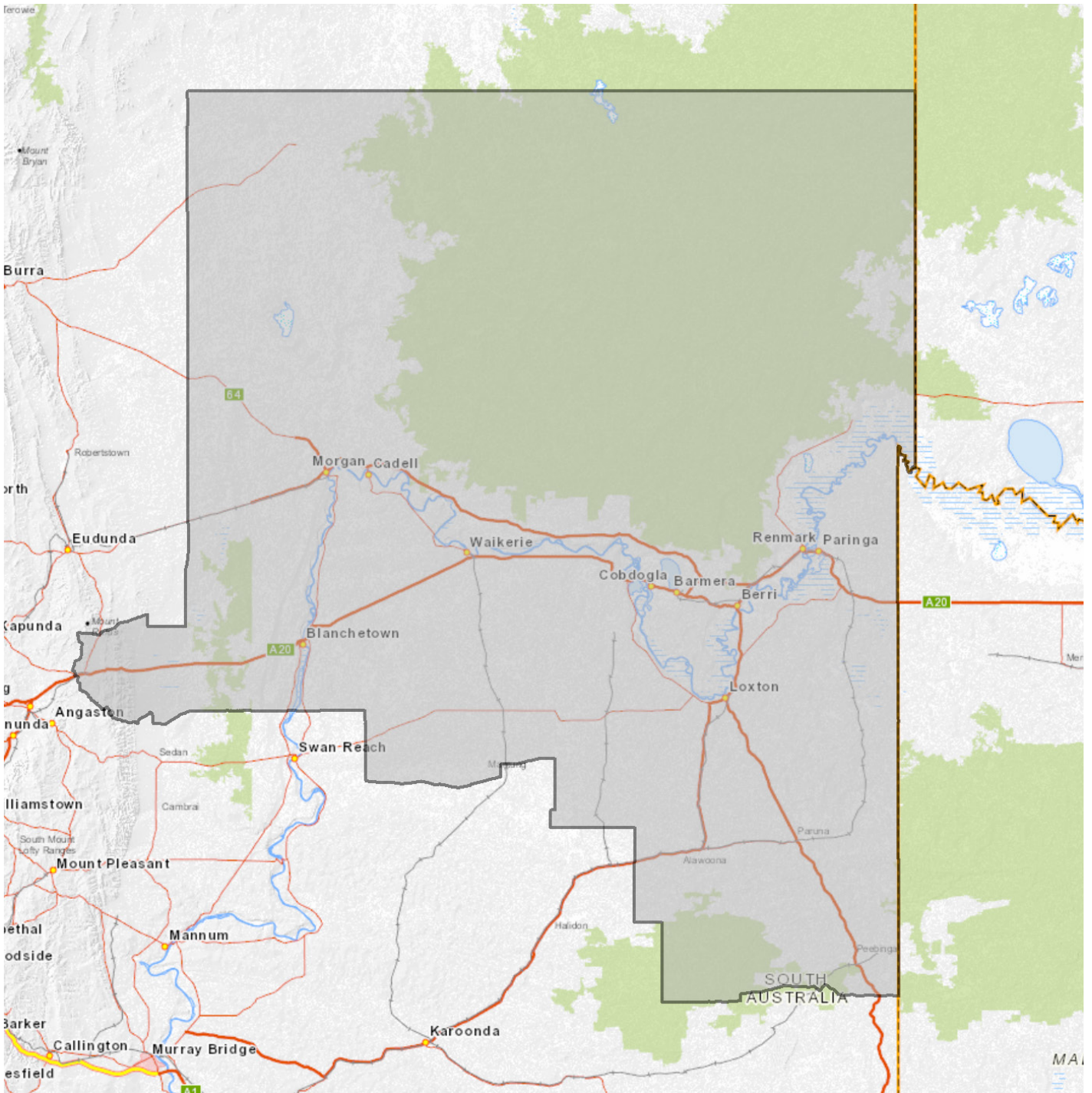


# RIVERLAND

MAGIC 93.1 • 5RM



<b>Station Name</b>	Magic 93.1	5RM or 5RM FM
<b>Call Sign</b>	5RIV	5RM
<b>Frequency</b>	93.1 MHz	801 kHz, 91.5 MHz
<b>Network</b>	Grant Broadcasters	Grant Broadcasters
<b>Address</b>	PO Box 321, Berri, SA 5343	PO Box 321, Berri, SA 5343
<b>Phone</b>	08 8582 1800	08 8582 1800
<b>Email</b>	reception@5rm.com	reception@5rm.com
<b>Web Address</b>	<a href="http://magic931.com.au">magic931.com.au</a>	<a href="http://5rm.com.au">5rm.com.au</a>
<b>Description of Content/Format</b>	Hot Adult Contemporary	Adult Hits
<b>Demographic Profile of Station Audience</b>	18-39	40+

# RIVERLAND

---

Riverland is situated along the Murray River in South Australia. The region boasts a Mediterranean climate, vast areas of fertile soil and a steady supply of water from the Murray river, ideal for agriculture which is a significant part of the region's history.

In comparison to the 2011 census, the population of the radio licence area of the Riverland region has remained stable, decreasing only marginally by 0.3% to 38,844. The birthplace for 84% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

6,466 or 17% of people in the Riverland region were attending an educational institution in 2016. Of these, 53% were either in infants or primary, 35% were attending a secondary educational institution, 5% attending University and 7% attending TAFE.

Of the 11,825 people (30%) people who already have a tertiary qualification, 22% have a degree and 78% have a certificate, diploma or another tertiary qualification.

There are a total of 15,059 dwellings in the Riverland region; 39% of these are owned outright and 31% are mortgaged. Private rental properties represent 22% of total dwellings.

Of a total of 14,951, 28% have a household income range between \$21,000 – \$41,999pa, 26% between \$42,000 – \$77,999pa, 11% between \$78,000 – \$103,999pa, and 17% over \$104,000pa.

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

## AGRICULTURE

The Riverland is Australia's largest wine producing region, and over a quarter of Australia's wine grape production happens in the Riverland region. Its rich fertile soil provides the ideal growing environment for wine grapes, many of which are exported domestically to Australian wine producers. The area holds over 19 thousand hectares of grapes.

The Riverland is also one of Australia's major regions for the production of almonds and stone fruit. The region produces 18 per cent of Australia's almonds and 7 per cent of Australia's fresh stone fruit, and houses more than 4.9 million orchard fruit trees (including nuts).

## EMPLOYMENT

The majority (56%) of the labour force of 18,112 is employed full time. The main industries of employment are:

- Agriculture, Forestry and Fishing;
- Education and Training/Health Care and Social Assistance; and
- Wholesale Trade/Retail Trade/Accommodation and Food Services.

The Riverland tourism industry is valued at over \$148 million annually. Annual attractions include the Renmark Rose Festival, the South Australian Country Music Festival, Renmark Rivafest and the Riverland Food and Wine Festival. Local recreation includes fishing, boating, water-skiing, wake-boarding, horse-riding, biking, motorsports and kayaking.

# RIVERLAND

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	17,485	17,056	34,541	88.92%
0-9 years	2,178	2,125	4,303	11.08%
10-17 years	1,959	1,841	3,800	9.78%
18-24 years	1,382	1,177	2,559	6.59%
25-39 years	2,965	2,942	5,907	15.21%
40-54 years	4,042	3,922	7,964	20.5%
55-64 years	3,152	2,968	6,120	15.76%
65-74 years	2,519	2,335	4,854	12.5%
75+ years	1,466	1,871	3,337	8.59%
Total 2011 population	19,886	19,078	38,964	
<b>Total 2016 population</b>	<b>19,663</b>	<b>19,181</b>	<b>38,844</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>-0.31%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	10,230	56.48%
Part-time employed	5,840	32.24%
Not stated employed	997	5.5%
Unemployed	1,045	5.77%
<b>Total labour force</b>	<b>18,112</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	280	1.87%
\$7,750 – \$20,999	1,053	7.04%
\$21,000 – \$41,999	4,118	27.54%
\$42,000 – \$77,999	3,921	26.23%
\$78,000 – \$103,999	1,581	10.57%
\$104,000 – \$129,999	1,201	8.03%
\$130,000 – \$155,999	632	4.23%
\$160,000 – \$181,999	219	1.46%
\$182,000 – \$207,999	185	1.24%
\$208,000+	261	1.75%
Not stated	1,500	10.03%
<b>Total households</b>	<b>14,951</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	3,859	36.94%
Couple families – No children	4,994	47.8%
Single parents	1,522	14.57%
Other families	73	0.7%
<b>Total families</b>	<b>10,448</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	5,547	32.87%
Technicians & trade workers/ Community & personal service workers	3,725	22.08%
Clerical & administrative workers	1,617	9.58%
Sales workers	1,324	7.85%
Machinery operators & drivers/Labourers	4,401	26.08%
Not stated	260	1.54%
<b>Total</b>	<b>16,874</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,991	23.71%
Mining	125	0.74%
Manufacturing/Electricity, gas, water & waste services/Construction	2,736	16.26%
Wholesale trade/Retail trade/ Accommodation & food services	2,947	17.51%
Transport, postal & warehousing/ Information, media & communications	678	4.03%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	968	5.75%
Professional scientific & technical services	307	1.82%
Public administration & safety	679	4.03%
Education & training/Health care & social assistance	3,127	18.58%
Arts & recreation services	46	0.27%
Other services	598	3.55%
Not stated	628	3.73%
<b>Total</b>	<b>16,830</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	166,583
Alcoholic beverages	21,283
Clothing & footwear	29,551
Household furnishings & equipment	39,742
Furniture & floor covering	15,025
Household appliances	7,640
Household services & operation	25,957
Medical care & health expenses	57,361
Motor vehicle purchase	32,338
Motor vehicle running costs	89,063
Recreation	105,024
Recreational & educational equipment	28,132
Holidays	45,655
Personal care	18,384

# RIVERLAND

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	1,795	1,656	3,289	8.88%
Secondary	1,113	1,125	2,238	5.76%
TAFE	194	276	470	1.21%
University	75	232	307	0.79%
<b>Total</b>	<b>3,177</b>	<b>3,289</b>	<b>6,466</b>	<b>16.65%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	5,827	38.69%
Mortgaged	4,602	30.56%
Private rental	3,237	21.5%
Housing authority/Not stated	1,212	8.05%
Other tenure type	181	1.2%
<b>Total dwellings</b>	<b>15,059</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	2,644	6.81%
Certificate	9,181	23.64%
<b>Total</b>	<b>11,825</b>	<b>30.44%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	564	12.84%
\$450 – \$799 per month	732	16.67%
\$800 – \$999 per month	625	14.23%
\$1,000 – \$1,799 per month	1,731	39.42%
\$1,800 – \$2,399 per month	387	8.81%
\$2,400 – \$2,999 per month	63	1.43%
\$3,000 – \$3,999 per month	63	1.43%
\$4,000+ per month	26	0.59%
Not stated	200	4.55%
<b>Total mortgaged dwellings</b>	<b>4,391</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	752	4.96%
1 vehicle	4,608	30.42%
2+ vehicles	9,144	60.36%
Not stated	644	4.25%
<b>Total</b>	<b>15,148</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,456,964
Cereal crops – Wheat for grain – Production (t)	177,675
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	65,679
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	248,530
Vegetables for human consumption – Tomatoes – Total production (t)	98
Vegetables for human consumption – Total area (ha)	1,323
Fruit & nuts – Avocados – Production (kg)	1,059,193
Fruit & nuts – Apples – Production (kg)	4,033,295
Fruit & nuts – Nectarines – Production (kg)	2,755,885
Fruit & nuts – Peaches – Production (kg)	2,221,654
Fruit & nuts – Nuts – Total trees (no.)	1,560,541
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	4,949,131
Fruit & nuts – Grapes – Total area (ha)	19,874
Livestock – Sheep & lambs – Total (no.)	294,592
Livestock – Dairy cattle – Total (no.)	275
Livestock – Meat cattle – Total (no.)	11,008

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	11,211	74.62%
Internet not accessed from dwelling	3,524	23.14%
Not stated	493	3.24%
<b>Total</b>	<b>15,228</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	16,524	15,702	32,226	83.79%
Europe	910	940	1,850	4.81%
Africa & Middle East	130	64	194	0.5%
Asia	336	371	707	1.84%
Americas	3	3	6	0.02%
Other	1,761	1,761	3,477	9.04%
<b>Total</b>	<b>19,664</b>	<b>18,796</b>	<b>38,460</b>	<b>100%</b>