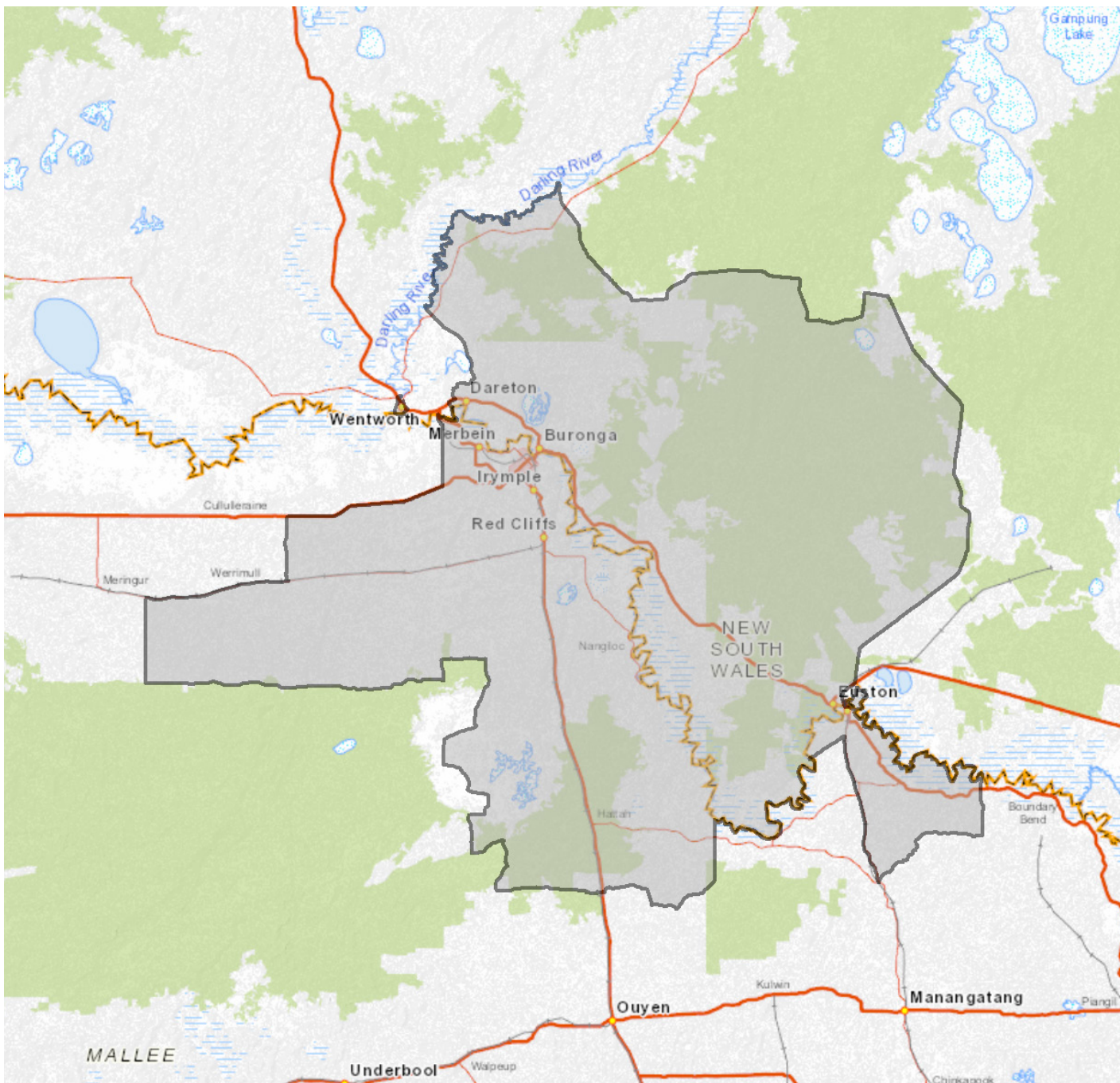


MILDURA

HIT 99.5 SUNRAYSIA • TRIPLE M SUNRAYSIA 97.7 • RIVER 1467



Station Name	Hit 99.5 Sunraysia	Triple M Sunraysia 97.7	River 1467
Call Sign	3MDA	3RMR	3ML
Frequency	99.5 MHz	97.9 MHz	1467 kHz
Network	Southern Cross Austereo	Southern Cross Austereo	Grant Broadcasters
Address	PO Box 4050, Mildura, VIC 3500	PO Box 4050, Mildura, VIC 3500	130 Ninth Street, Mildura, VIC 3500
Phone	03 5023 0231	03 5023 0231	03 5023 3311
Fax	03 5021 3730	03 5021 3730	03 5021 5979
Email	alan.burrows@sca.com.au	alan.burrows@sca.com.au	tory.caputo@river1467.com.au
Web Address	hit.com.au/sunraysia	triplem.com.au/sunraysia	river1467.com.au
Description of Content/Format	Contemporary Hit Radio	Adult Contemporary	Gold
Demographic Profile of Station Audience	18-50	18-50	35+

MILDURA

Mildura is a growing regional centre located on the banks of the Murray River in north-western Victoria, not far from the junction of the NSW, Victorian and South Australian borders. Mildura is at the centre of an area known as 'Sunraysia'.

In comparison to the 2011 census, the population within the radio licence area of Mildura has increased by 3.48% to 63,020. The birthplace for 81% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

11,396 people (18%) were attending an educational institution in 2016; of these, 46% were either in infants or primary, 36% were attending a secondary educational institution, 10% attending TAFE, and 9% attending University or another tertiary institution. 19,206 people (30%) already have a tertiary qualification; of these, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (22,876) in Mildura, 33% of dwellings are owned outright and 32% are mortgaged. Private rental properties represent 25% of total dwellings.

24% of the total households in Mildura have a household income range between \$21,000 – \$41,999pa; 26% between \$42,000 – \$77,999pa; 11% between \$78,000 – \$103,999pa; and 19% over \$104,000pa.

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

AGRICULTURE

Much of Mildura's agriculture depends on irrigation from the Murray River. Mildura and the surrounding Sunraysia District are best known for citrus fruit and grapes. The area produced over 1 million kilograms of nectarines, over 737 thousand kilograms of avocados, and over 516 thousand peaches. There is also a substantial wine industry, with over 13 thousand hectares dedicated to grape production.

Mildura also produces wheat and cereals. Over 79 thousand tonnes of wheat for grain and over 111 thousand tonnes of cereal for grain were produced.

EMPLOYMENT

The majority (56%) of the labour force of 28,534 is employed full time. The main industries of employment are:

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

Nearly 14% of the workforce is involved in agriculture. Much of the local fruit is processed in the area either as juice or dried fruits.

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	27,047	27,798	54,845	87.03%
0-9 years	4,232	3,943	8,175	12.97%
10-17 years	3,280	3,161	6,441	10.22%
18-24 years	2,615	2,448	5,063	8.03%
25-39 years	5,530	5,751	11,281	17.9%
40-54 years	5,995	6,262	12,257	19.45%
55-64 years	4,312	4,201	8,513	13.51%
65-74 years	3,307	3,207	6,514	10.34%
75+ years	2,008	2,768	4,776	7.58%
Total 2011 population	30,058	30,843	60,901	
Total 2016 population	31,279	31,741	63,020	100%
% change 2011-2016			3.48%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	16,080	56.35%
Part-time employed	8,703	30.5%
Not stated employed	1,718	6.02%
Unemployed	2,033	7.12%
Total labour force	28,534	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	415	1.84%
\$7,750 – \$20,999	1,508	6.68%
\$21,000 – \$41,999	5,464	24.22%
\$42,000 – \$77,999	5,794	25.68%
\$78,000 – \$103,999	2,474	10.97%
\$104,000 – \$129,999	1,932	8.56%
\$130,000 – \$155,999	1,014	4.49%
\$160,000 – \$181,999	481	2.13%
\$182,000 – \$207,999	331	1.47%
\$208,000+	513	2.27%
Not stated	2,635	11.68%
Total households	22,561	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	6,361	39.7%
Couple families – No children	6,665	41.6%
Single parents	2,815	17.57%
Other families	182	1.14%
Total families	16,023	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	8,210	31.02%
Technicians & trade workers/ Community & personal service workers	6,397	24.17%
Clerical & administrative workers	2,877	10.87%
Sales workers	2,893	10.93%
Machinery operators & drivers/Labourers	5,584	21.1%
Not stated	504	1.9%
Total	26,465	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,560	13.63%
Mining	215	0.82%
Manufacturing/Electricity, gas, water & waste services/Construction	3,722	14.26%
Wholesale trade/Retail trade/ Accommodation & food services	5,532	21.19%
Transport, postal & warehousing/ Information, media & communications	1,342	5.14%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,688	6.46%
Professional scientific & technical services	846	3.24%
Public administration & safety	1,341	5.14%
Education & training/Health care & social assistance	5,454	20.89%
Arts & recreation services	230	0.88%
Other services	901	3.45%
Not stated	1,279	4.9%
Total	26,110	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	292,391
Alcoholic beverages	38,982
Clothing & footwear	55,576
Household furnishings & equipment	66,187
Furniture & floor covering	20,352
Household appliances	16,598
Household services & operation	50,453
Medical care & health expenses	95,073
Motor vehicle purchase	65,459
Motor vehicle running costs	177,298
Recreation	203,566
Recreational & educational equipment	49,836
Holidays	92,299
Personal care	35,632

MILDURA

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,724	2,522	5,246	8.32%
Secondary	2,033	2,018	4,051	6.43%
TAFE	536	576	1,112	1.76%
University	244	743	987	1.57%
Total	5,537	5,859	11,396	18.08%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	7,488	32.73%
Mortgaged	7,410	32.39%
Private rental	5,843	25.54%
Housing authority/Not stated	1,954	8.54%
Other tenure type	181	0.79%
Total dwellings	22,876	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	5,105	8.1%
Certificate	14,101	22.38%
Total	19,206	30.48%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	529	7.62%
\$450 – \$799 per month	752	10.83%
\$800 – \$999 per month	859	12.37%
\$1,000 – \$1,799 per month	3,304	47.58%
\$1,800 – \$2,399 per month	782	11.26%
\$2,400 – \$2,999 per month	207	2.98%
\$3,000 – \$3,999 per month	115	1.66%
\$4,000+ per month	75	1.08%
Not stated	321	4.62%
Total mortgaged dwellings	6,944	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,515	6.58%
1 vehicle	7,328	31.85%
2+ vehicles	12,975	56.39%
Not stated	1,192	5.18%
Total	23,010	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	682,636
Cereal crops – Wheat for grain – Production (t)	79,853
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	30,287
Cereal crops – Sorghum for grain – Production (t)	41
Cereal crops – Total for grain – Production (t)	111,437
Vegetables for human consumption – Tomatoes – Total production (t)	12
Vegetables for human consumption – Total area (ha)	967
Fruit & nuts – Avocados – Production (kg)	737,560
Fruit & nuts – Apples – Production (kg)	4,243
Fruit & nuts – Nectarines – Production (kg)	1,094,146
Fruit & nuts – Peaches – Production (kg)	516,576
Fruit & nuts – Nuts – Total trees (no.)	555,997
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	1,467,526
Fruit & nuts – Grapes – Total area (ha)	13,087
Livestock – Sheep & lambs – Total (no.)	128,345
Livestock – Dairy cattle – Total (no.)	57
Livestock – Meat cattle – Total (no.)	5,000

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	16,939	73.28%
Internet not accessed from dwelling	5,286	22.87%
Not stated	891	3.85%
Total	23,116	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	24,917	25,531	50,448	81.31%
Europe	877	869	1,746	2.81%
Africa & Middle East	411	261	672	1.08%
Asia	806	854	1,660	2.68%
Americas	9	11	20	0.03%
Other	3,837	3,660	7,497	12.08%
Total	30,857	31,186	62,043	100%