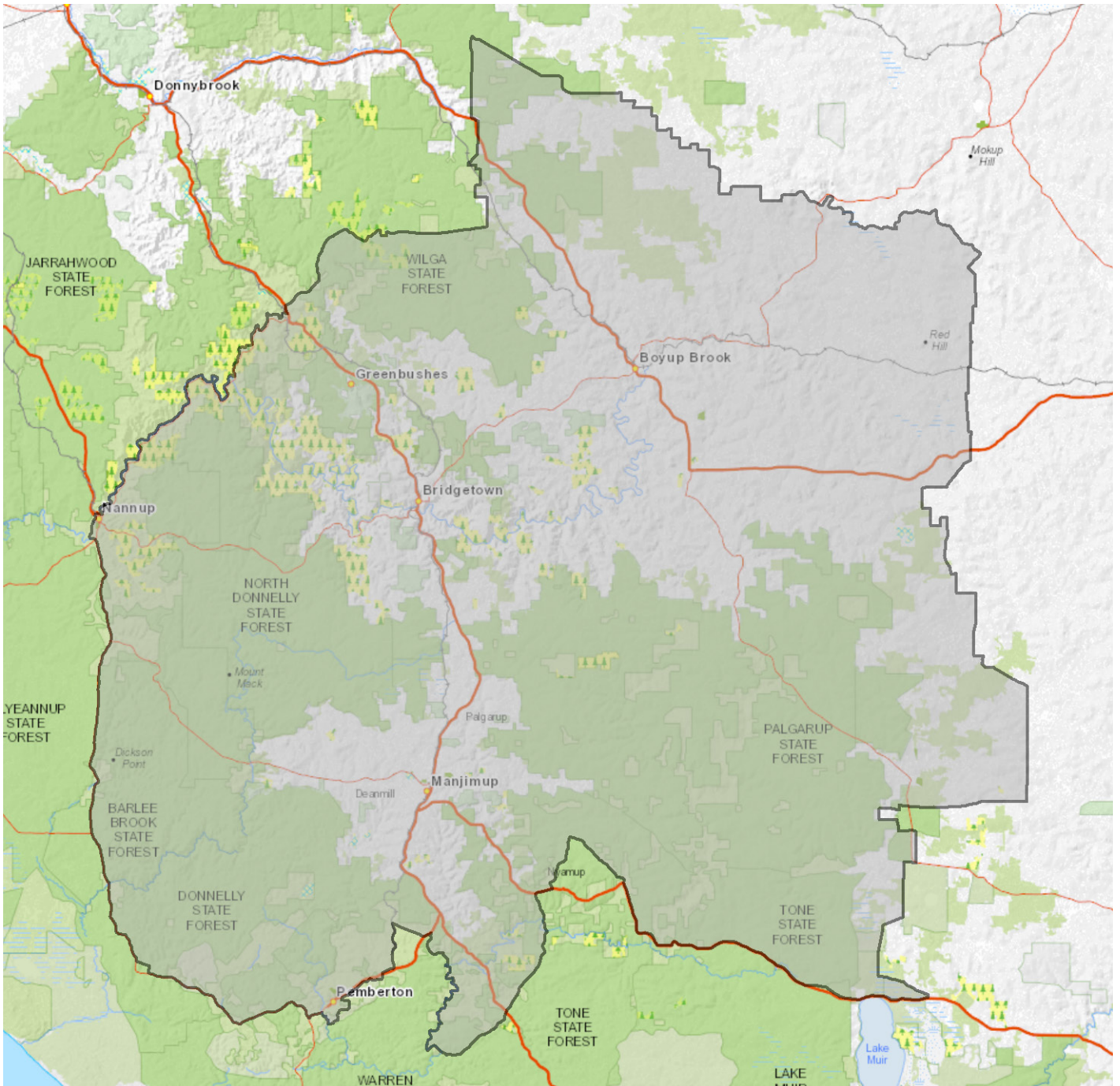


BRIDGETOWN

HIT SOUTHWEST • TRIPLE M 900AM



Station Name	Hit Southwest	Triple M 900AM
Call Sign	6BET	6BY
Frequency	100.5 MHz	900 kHz
Network	Southern Cross Austereo	Southern Cross Austereo
Address	PO Box 148, Bunbury, WA 6230	PO Box 148, Bunbury, WA 6230
Phone	08 9726 5555	08 9726 5555
Fax	08 9791 2661	08 9791 2661
Email	wa@hit.com.au	wa@triplem.com.au
Web Address	hitfm.com.au	triplem.com.au
Description of Content/Format	Hot Adult Contemporary	Classic Hits
Demographic Profile of Station Audience	18-39	40-59

BRIDGETOWN

The Bridgetown and Manjimup district includes a mix of primary and secondary industries. The north is a mining area, while the south includes rich farmland as well as Tall Jarrah and Karri Forests that supply the local timber industry. The Tree Towers that are dotted throughout the Jarrah and Karri forests are a famous attraction of the southwest.

Bridgetown is located amidst rolling farmlands, forest and orchards approximately 95 kilometres south of Bunbury and 270 kilometres south of Perth. The picturesque Blackwood River winds through the town. Manjimup, the gateway to the tall timber country, is located approximately 300 kilometres south of Perth. It is a regional centre for the largest shire in the southwest of Western Australia. The principal industries include timber and timber products, fruit growing, canning, vegetable growing, dairying, fat lambs, wool and grain.

In comparison to the 2011 census, the population within the radio licence area of Bridgetown/Manjimup has increased by 1.8% to 18,910. The birthplace for 78% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

3,128 people, or 17% of the population, were attending an educational institution in 2016, with 49% of these in infants or primary, 40% attending a secondary educational institution, 7% attending TAFE and 4% attending university or another tertiary institution. 6,425 people (34%) already have a tertiary qualification; 27% of these have a degree and 73% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (7,262) in the Bridgetown/Manjimup radio licence area, 43% are owned outright and 30% are mortgaged. Private rental properties represent 18% of total dwellings. 23% of the total households in Bridgetown/Manjimup have a household income range between \$21,000 – \$41,999pa, 24% between \$42,000 – \$77,999pa and 11% between \$78,000 – \$103,999pa.

AGRICULTURE

The area's rich pastures support the local beef industry with over 59 thousand beef cattle. Bridgetown and Boyup Brook produce wool and fat lambs. The farms in the region support over 586 thousand sheep and lambs.

The Manjimup and Pemberton areas have some of the most fertile farmland with large-scale fruit farming. Over 5.8 million kilograms of avocados and 14 million kilos of apples were produced.

EMPLOYMENT

The majority (54%) of the labour force of 9,058 is employed full time. Much of the area around Bridgetown is farming district. Numerous timber mills are located within the area. The forests support the timber industry and generate huge interest from tourists. The main industries of employment are:

- Agriculture Forestry and Fishing;
- 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.

BRIDGETOWN

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	8,447	8,277	16,724	88.44%
0-9 years	1,106	1,080	2,186	11.56%
10-17 years	991	898	1,889	9.99%
18-24 years	553	404	957	5.06%
25-39 years	1,198	1,325	2,523	13.34%
40-54 years	1,974	2,074	4,048	21.41%
55-64 years	1,682	1,642	3,324	17.58%
65-74 years	1,361	1,215	2,576	13.62%
75+ years	688	719	1,407	7.44%
Total 2011 population	9,362	9,213	18,575	
Total 2016 population	9,553	9,357	18,910	100%
% change 2011-2016			1.8%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	4,922	54.34%
Part-time employed	2,997	33.09%
Not stated employed	652	7.2%
Unemployed	487	5.38%
Total labour force	9,058	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	171	2.37%
\$7,750 – \$20,999	501	6.94%
\$21,000 – \$41,999	1,689	23.39%
\$42,000 – \$77,999	1,724	23.87%
\$78,000 – \$103,999	802	11.11%
\$104,000 – \$129,999	611	8.46%
\$130,000 – \$155,999	383	5.3%
\$160,000 – \$181,999	160	2.22%
\$182,000 – \$207,999	131	1.81%
\$208,000+	192	2.66%
Not stated	857	11.87%
Total households	7,221	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	1,842	35.76%
Couple families – No children	2,658	51.6%
Single parents	631	12.25%
Other families	20	0.39%
Total families	5,151	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	2,960	34.68%
Technicians & trade workers/ Community & personal service workers	1,918	22.47%
Clerical & administrative workers	784	9.19%
Sales workers	656	7.69%
Machinery operators & drivers/Labourers	2,091	24.5%
Not stated	125	1.46%
Total	8,534	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,084	24.81%
Mining	415	4.94%
Manufacturing/Electricity, gas, water & waste services/Construction	1,181	14.06%
Wholesale trade/Retail trade/ Accommodation & food services	1,280	15.24%
Transport, postal & warehousing/ Information, media & communications	310	3.69%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	323	3.84%
Professional scientific & technical services	205	2.44%
Public administration & safety	432	5.14%
Education & training/Health care & social assistance	1,402	16.69%
Arts & recreation services	139	1.65%
Other services	263	3.13%
Not stated	367	4.37%
Total	8,401	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	90,744
Alcoholic beverages	11,784
Clothing & footwear	15,928
Household furnishings & equipment	23,105
Furniture & floor covering	7,872
Household appliances	6,041
Household services & operation	16,357
Medical care & health expenses	36,713
Motor vehicle purchase	11,478
Motor vehicle running costs	52,746
Recreation	67,799
Recreational & educational equipment	15,921
Holidays	30,217
Personal care	11,183

BRIDGETOWN

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	802	738	1,540	8.14%
Secondary	655	584	1,239	6.55%
TAFE	76	151	227	1.2%
University	25	97	122	0.65%
Total	1,558	1,570	3,128	18.6%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	3,138	43.21%
Mortgaged	2,212	30.46%
Private rental	1,331	18.33%
Housing authority/Not stated	501	6.9%
Other tenure type	80	1.1%
Total dwellings	7,262	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	1,723	9.11%
Certificate	4,702	24.87%
Total	6,425	33.98%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	211	10.15%
\$450 – \$799 per month	182	8.75%
\$800 – \$999 per month	149	7.17%
\$1,000 – \$1,799 per month	835	40.16%
\$1,800 – \$2,399 per month	327	15.73%
\$2,400 – \$2,999 per month	114	5.48%
\$3,000 – \$3,999 per month	96	4.62%
\$4,000+ per month	82	3.94%
Not stated	83	3.99%
Total mortgaged dwellings	2,079	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	275	3.79%
1 vehicle	1,958	26.96%
2+ vehicles	4,779	65.81%
Not stated	250	3.44%
Total	7,262	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	190,453
Cereal crops – Wheat for grain – Production (t)	8,181
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	23,675
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	49,708
Vegetables for human consumption – Tomatoes – Total production (t)	1
Vegetables for human consumption – Total area (ha)	575
Fruit & nuts – Avocados – Production (kg)	5,822,315
Fruit & nuts – Apples – Production (kg)	14,467,474
Fruit & nuts – Nectarines – Production (kg)	116,127
Fruit & nuts – Peaches – Production (kg)	41,202
Fruit & nuts – Nuts – Total trees (no.)	23,260
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	746,283
Fruit & nuts – Grapes – Total area (ha)	396
Livestock – Sheep & lambs – Total (no.)	586,342
Livestock – Dairy cattle – Total (no.)	6,465
Livestock – Meat cattle – Total (no.)	59,297

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	5,631	77.12%
Internet not accessed from dwelling	1,496	20.49%
Not stated	175	2.4%
Total	7,302	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	7,275	7,098	14,373	77.7%
Europe	915	874	1,789	9.67%
Africa & Middle East	36	63	99	0.54%
Asia	32	84	116	0.63%
Americas	31	28	59	0.32%
Other	1,028	1,036	2,063	11.15%
Total	9,317	9,182	18,499	100%