

# MURWILLUMBAH

RADIO 97



<b>Station Name</b>	Radio 97
<b>Call Sign</b>	2MW
<b>Frequency</b>	972 kHz
<b>Network</b>	Super Radio Network
<b>Address</b>	PO Box 97, Coolangatta, QLD 4225
<b>Phone</b>	07 5524 4497
<b>Fax</b>	07 5523 0397
<b>Email</b>	radio97@bigpond.net.au
<b>Web Address</b>	<a href="http://radio97.com.au">radio97.com.au</a>
<b>Description of Content/Format</b>	Talk Radio
<b>Demographic Profile of Station Audience</b>	50+

# MURWILLUMBAH

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Murwillumbah is located in the heart of the Tweed Valley. The licence area runs from the southern Gold Coast in Queensland to Byron Bay in NSW. The area includes some coastal farmland, but is mostly comprised of the fast growing coastal development that extends down from the Gold Coast.

With a population of 245,576, the Murwillumbah licence area is one of the larger regional radio markets in NSW. In comparison to the 2011 census, the population of Murwillumbah has increased by 5.82%. Murwillumbah is popular with retirees; over 34% of the population is aged over 55 years. The birthplace for over 80% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 44,887 people (18%) attending an educational institution, 42% were in infants or primary school, 32% were in secondary school, 9% at TAFE and 18% at University or another tertiary institution. Of the 101,678 people who already have a tertiary qualification, 35% have a degree and 65% have a certificate, diploma or another tertiary qualification.

There is a high level of home ownership in the region. Of the total dwellings (92,309) in Murwillumbah, 35% of dwellings are owned outright and 31% are mortgaged. Private rental properties represent 27% of total dwellings.

23% of the total households (92,170) in Murwillumbah have a household income range between \$21,000 – \$41,999pa; 24% between \$42,000 – \$77,999pa; and 11% between \$65,000 – \$103,999pa. Nearly 1 in 5 households have a household income over \$104,000pa.

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

## AGRICULTURE

The area is a relatively large producer of sugar cane and tropical fruit. The area contains over 150 thousand orchard fruit trees.

The Tweed area supports over 17 thousand beef cattle and 96 thousand sheep and lambs.

## EMPLOYMENT

The majority (52%) of the labour force of 116,745 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.

Tourism and the growing population are the driving forces in the local economy.

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## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	104,639	113,260	217,899	88.73%
0-9 years	14,191	13,486	27,677	11.27%
10-17 years	11,136	10,875	22,011	8.96%
18-24 years	8,434	8,139	16,573	6.75%
25-39 years	20,705	22,718	43,423	17.68%
40-54 years	24,247	26,527	50,774	20.68%
55-64 years	16,567	18,297	34,864	14.2%
65-74 years	13,942	14,221	28,163	11.47%
75+ years	9,608	12,483	22,091	9%
Total 2011 population	112,664	119,402	232,066	
<b>Total 2016 population</b>	<b>118,830</b>	<b>126,746</b>	<b>245,576</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>5.82%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	60,475	51.8%
Part-time employed	42,923	36.77%
Not stated employed	5,725	4.9%
Unemployed	7,622	6.53%
<b>Total labour force</b>	<b>116,745</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	1,378	1.5%
\$7,750 – \$20,999	4,555	4.94%
\$21,000 – \$41,999	20,819	22.59%
\$42,000 – \$77,999	22,537	24.45%
\$78,000 – \$103,999	10,441	11.33%
\$104,000 – \$129,999	8,480	9.2%
\$130,000 – \$155,999	5,140	5.58%
\$160,000 – \$181,999	2,972	3.22%
\$182,000 – \$207,999	2,247	2.44%
\$208,000+	3,753	4.07%
Not stated	9,848	10.68%
<b>Total households</b>	<b>92,170</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	24,848	38.65%
Couple families – No children	27,153	42.24%
Single parents	11,554	17.97%
Other families	731	1.14%
<b>Total families</b>	<b>64,286</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	35,325	32.43%
Technicians & trade workers/ Community & personal service workers	30,555	28.05%
Clerical & administrative workers	13,467	12.36%
Sales workers	12,240	11.24%
Machinery operators & drivers/Labourers	15,675	14.39%
Not stated	1,667	1.53%
<b>Total</b>	<b>108,929</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	1,605	1.49%
Mining	578	0.53%
Manufacturing/Electricity, gas, water & waste services/Construction	17,786	16.46%
Wholesale trade/Retail trade/ Accommodation & food services	25,102	23.23%
Transport, postal & warehousing/ Information, media & communications	5,036	4.66%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	9,146	8.46%
Professional scientific & technical services	6,373	5.9%
Public administration & safety	5,036	4.66%
Education & training/Health care & social assistance	25,438	23.54%
Arts & recreation services	2,606	2.41%
Other services	4,150	3.84%
Not stated	5,221	4.83%
<b>Total</b>	<b>108,077</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	1,129,670
Alcoholic beverages	157,608
Clothing & footwear	208,378
Household furnishings & equipment	286,799
Furniture & floor covering	92,511
Household appliances	70,915
Household services & operation	231,160
Medical care & health expenses	399,815
Motor vehicle purchase	271,021
Motor vehicle running costs	680,188
Recreation	833,983
Recreational & educational equipment	209,939
Holidays	378,194
Personal care	139,519

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## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	9,507	9,174	18,681	7.61%
Secondary	7,122	7,063	14,185	5.78%
TAFE	1,717	2,346	4,063	1.65%
University	2,907	5,051	7,958	3.24%
<b>Total</b>	<b>21,253</b>	<b>23,634</b>	<b>44,887</b>	<b>18.28%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	32,551	35.26%
Mortgaged	28,937	31.35%
Private rental	25,120	27.21%
Housing authority/Not stated	5,130	5.56%
Other tenure type	571	0.62%
<b>Total dwellings</b>	<b>92,309</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	35,429	14.43%
Certificate	66,249	26.98%
<b>Total</b>	<b>101,678</b>	<b>41.4%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	1,847	6.7%
\$450 – \$799 per month	1,161	4.21%
\$800 – \$999 per month	1,151	4.17%
\$1,000 – \$1,799 per month	8,507	30.85%
\$1,800 – \$2,399 per month	6,417	23.27%
\$2,400 – \$2,999 per month	3,467	12.57%
\$3,000 – \$3,999 per month	2,425	8.8%
\$4,000+ per month	1,268	4.6%
Not stated	1,328	4.82%
<b>Total mortgaged dwellings</b>	<b>27,571</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	4,957	5.34%
1 vehicle	34,565	37.21%
2+ vehicles	49,775	53.58%
Not stated	3,604	3.88%
<b>Total</b>	<b>92,901</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	27,730
Cereal crops – Wheat for grain – Production (t)	0
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	2
Cereal crops – Sorghum for grain – Production (t)	129
Cereal crops – Total for grain – Production (t)	473
Vegetables for human consumption – Tomatoes – Total production (t)	76
Vegetables for human consumption – Total area (ha)	248
Fruit & nuts – Avocados – Production (kg)	169,269
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	11,545
Fruit & nuts – Peaches – Production (kg)	23,112
Fruit & nuts – Nuts – Total trees (no.)	123,178
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	150,583
Fruit & nuts – Grapes – Total area (ha)	5
Livestock – Sheep & lambs – Total (no.)	96
Livestock – Dairy cattle – Total (no.)	3,342
Livestock – Meat cattle – Total (no.)	17,179

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	76,274	81.9%
Internet not accessed from dwelling	14,184	15.23%
Not stated	2,674	2.87%
<b>Total</b>	<b>93,132</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	92,748	98,348	191,096	79.57%
Europe	7,924	7,949	15,873	6.61%
Africa & Middle East	906	773	1,679	0.7%
Asia	1,270	2,643	3,913	1.63%
Americas	645	910	1,555	0.65%
Other	12,640	13,419	26,059	10.85%
<b>Total</b>	<b>116,133</b>	<b>124,042</b>	<b>240,175</b>	<b>100%</b>