



MURRAY BRIDGE

POWER FM & 5MU

ACMA	5EZY	5MU
On-Air Name	Power FM	5MU
Frequency	98.7 MHz, 100.3 MHz, 99.7 MHz	1125 kHz
Postal Address	PO Box 470	PO Box 470
Suburb/State/Postcode	MURRAY BRIDGE SA 5253	MURRAY BRIDGE SA 5253
Phone	08 8532 4455	08 8532 4455
Fax	08 8532 3703	08 8532 3703
e-mail	reception@5MU.com.au	reception@5MU.com.au
WWW	www.powerfm.com.au/sa	www.5mu.com.au
Format	Hit Music Station	Gold, Talkback & Sport
Primary Station Area Coverage	Murray Bridge, Adelaide Hills, Fleurieu Peninsula	Murray Bridge, Adelaide Hills, Fleurieu Peninsula
Demographic Profile of Station Audience	18-39	35-54

More info: Click [here](#) for updated Station contacts and non-metro Agency representation



MURRAY BRIDGE

Murray Bridge is situated on the Murray River approximately 80 km east of Adelaide on the South Eastern Freeway.

In comparison to the 2006 census, the population of the radio licence area of Murray Bridge has increased by 25.06% to 113,341. The birthplace for 81.3% of the population was Oceania including Australia, New Zealander, Indigenous and Islander persons.

21,187 people (18.7%) were attending an educational institution in 2011, with 9% in infants or primary, 5.7% attending a secondary educational institution, 1.9% attending TAFE and 2% attending university or another tertiary institution. 32.8% or 37,185 people already have a tertiary qualification, 8.3% have a degree and 24.5% 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 (43,485) in Murray Bridge, 37% are owned outright and 35.5% are mortgaged. Private rental properties represent 20% of total dwellings.

24% of the total households in Murray Bridge have a household income range between \$21,000 – \$42,000, 18.5% between \$42,000 – \$65,000 and 17.9% between \$65,000 – \$104,000.

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

Murray Bridge is a popular area for those who enjoy water sports and has a large retail sector that supports the surrounding districts.

AGRICULTURE

Being located beside the Murray River, irrigation has helped grow the rich pastures needed to support the area's substantial dairy industry and beef industry. There are over 35 thousand dairy and 90 thousand beef cattle. The area supports over 570 thousand sheep and lambs.

The abundant supply of water has also allowed the area to grow a variety of fruit. There are over 10 thousand hectares of grapes, 14 million kilograms of apples, 382 thousand kilograms of avocados and 53 thousand kilograms of peaches.

EMPLOYMENT

The majority (54%) of the labour force of 52,827 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (20.1%);
- Manufacturing, Construction, Electricity, Gas & Water Supply(19.8%); and
- Education, Health & Community Services (19.5%).

MURRAY BRIDGE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	48924	51028	99952	88.19
Aged 0-9 Years	6894	6495	13389	11.81
Aged 10-17 Years	6035	5903	11938	10.53
Aged 18-24 Years	4350	3877	8227	7.26
Aged 25-39 Years	8570	8839	17409	15.36
Aged 40-54 Years	11758	12235	23993	21.17
Aged 55+ Years	18211	20174	38385	33.87
Total 2011 Population	55818	57523	113341	100.00
Total 2006 Population	44484	46145	90629	
% Change 2006-2011			25.06%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	28559	54.06
Part-time Employed	18114	34.29
Not Stated Employed	924	1.75
Unemployed	2860	5.41
Total Labour Force	52827	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1234	2.84
\$10000-\$20999pa	4846	11.14
\$21000-\$41999pa	10466	24.06
\$42000-\$64999pa	8082	18.58
\$65000-\$103999pa	7800	17.93
\$104000-\$155999pa	4800	11.04
\$156000+pa	1966	4.52
Not Stated	1115	2.56
Total Households	43497	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	12151	38.42
Couple Families-No Children	14780	46.73
Single Parents	4371	13.82
Other Families	326	1.03
Total Families	31628	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	15635	31.27
Technicians/Trade Workers/Community Personal Service Workers	12817	25.63
Clerical & Administrative Workers	6068	12.14
Sales Workers	4523	9.05
Machinery Operation/Driver/& Labourers	10186	20.37
Not Stated	771	1.54
Total	50000	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4548	9.09
Mining	720	1.44
Construction/Electricity gas water and waste services/Manufacturing	9929	19.84
Wholesale/Retail Trade, Accommodation	10444	20.87
Transport, Postal & Warehouse/ Telecomms	2507	5.01
Finance & Insurance Services	3203	6.40
Professional scientific and technical services	2143	4.28
Public administration and safety	3166	6.33
Education & Health	9801	19.58
Arts and recreation services	651	1.30
Other services	1967	3.93
Not stated	967	1.93
Total	50046	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	366,503
Total Alcoholic beverages	53,469
Total Clothing and Footwear	75,416
Total Household Linen Furnishings & Equipment	101,609
Furniture and Floor Covering	35,748
Household Appliances	23,805
Household Services and Operation	118,248
Total Medical Care and Pharmacy	120,963
Motor Vehicle Purchase	73,007
Total Motor Vehicle Running Cost incl Rego	168,981
Audio Visual Equipment and Parts	101,997
Recreation	276,347
Holidays Australia and Overseas	77,151
Total Personal care and Hygiene	44,813
Total Super and Life Insurance	102,364

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	5219	4982	10201	9.00
Secondary	3181	3353	6534	5.77
TAFE	889	1292	2181	1.93
University & Other	754	1517	2271	2.00
Total	10043	11144	21187	18.70

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	16049	36.91
Mortgaged	15455	35.54
Private Rental	8764	20.15
Housing Authority/Not Stated	2382	5.48
Other Tenure Type	835	1.92
Total Dwellings	43485	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	9365	8.27
Certificate	27820	24.56
Total	37185	32.82

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1505	9.75
\$500-\$799 per month	1716	11.11
\$800-\$999 per month	1318	8.53
\$1000-\$1399 per month	2879	18.64
\$1400+ per month	7321	47.41
Not Stated	704	4.56
Total Mortgaged Dwellings	15443	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	2212	0.05
1 Vehicle	14830	0.34
2+ Vehicles	25329	0.58
Not Stated	1133	1.32
Total	40159	0.92

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	670,512
Land Use - Grazing land (including pastures and rangelands) area (ha)	370,252
Cereal Crops - Wheat for grain production (t)	143,509
Cereals for grain total production (t)	273,508
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	108,606
Sorghum for grain production (t)	75
Vegetables for human consumption, total area (ha)	2,209
Tomatoes total production (t)	574
Avocados, total production (kg)	382,482
Nuts total trees (n)	138,612
Total grapes total area of vines (ha)	10,339
Orchard trees (incl. nuts) total trees - number (n)	1,461,993
Sheep and lambs total number (n)	576,595
Milk cattle (n)	35,206
Meat cattle (n)	90,119
Apples production (kg)	14,292,413
Nectarines production (kg)	9,296
Peaches production (kg)	53,292

INTERNET USAGE

Connection	Total	% Market Population
No Connection	10594	24.34
Broadband	27751	63.77
Dial-up	1984	4.56
Other	1844	4.24
Not Stated	1347	3.10
Total	43520	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	45392	46688	92080	81.27
Europe	5715	6192	11907	10.51
Africa & Middle East	204	204	408	0.36
Asia	638	859	1497	1.32
Americas	218	209	427	0.38
Other	3636	3349	6985	6.16
Total Population Total	55803	57501	113304	100.00