



BRIDGETOWN/MANJIMUP

HOT FM 100.5 & RADIO WEST 900 AM

ACMA	6BET	6BY
On-Air Name	Hot FM 100.5	Radio West 900 AM
Frequency	100.5 MHz	900 kHz
Postal Address	PO Box 148	PO Box 148
Suburb/State/Postcode	BUNBURY WA 6231	BUNBURY WA 6231
Phone	08 9726 5555	08 9726 5555
Fax	08 9791 2661	08 9791 2661
e-mail	enquiries@hotfm.com.au	enquiries@radiowest.com.au
WWW	www.hotfmwa.com.au	www.radiowest.com.au
Format	Hot Adult Contemporary	Adult Contemporary Gold
Primary Station Area Coverage	Bridgetown	Bridgetown
Demographic Profile of Station Audience	18-39	35-54

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

BRIDGETOWN/MANJIMUP

Two commercial radio stations, Radio West and Hot FM, service the towns of Bridgetown and Manjimup and the surrounding area. The 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 km south of Bunbury and 270km south of Perth. The picturesque Blackwood River winds through the town. Manjimup, the gateway to the tall timber country, is located approximately 300 km 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 2006 census, the population within the radio licence area of Bridgetown/Manjimup has increased by 31.9% to 18,575. The birthplace for 80.2% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

3,380 people, or 18% of the population, were attending an educational institution in 2011, with 9.8% in infants or primary, 5.5% attending a secondary educational institution, 2% attending TAFE and 0.8% attending university or another tertiary institution. 5,591 people (30%) already have a tertiary qualification; 7% have a degree and 23% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (7,175) in the Bridgetown/Manjimup radio licence area, 43% are owned outright and 30% are mortgaged. Private rental properties represent 21% of total dwellings. 23% of the total households in Bridgetown/Manjimup have a household income range between \$21,000-\$42,000pa, 17.4% between \$42,000- \$65,000pa and 17.2% between \$65,000-\$104,000pa.

AGRICULTURE

The area's rich pastures support the local beef industry, over 80 thousand beef cattle and a number of cattle studs for Shorthorn, Angus, Hereford and Simmental. Bridgetown and Boyup Brook produce wool and fat lambs. The farms in the region support over 484 thousand sheep and lambs.

The Manjimup and Pemberton areas have some of the most fertile farmland with large-scale fruit farming. Over 2.9 million kilograms of avocados and 14 million kilos of apples were produced.

EMPLOYMENT

The majority (54.8%) of the labour force of 9,104 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 & Fishing (22%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (17%) and
- Education and training/Health Care and social services (16%).

BRIDGETOWN/MANJIMUP

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	8147	7965	16112	86.74
Aged 0-9 Years	1215	1248	2463	13.26
Aged 10-17 Years	1134	968	2102	11.32
Aged 18-24 Years	513	474	987	5.31
Aged 25-39 Years	1277	1394	2671	14.38
Aged 40-54 Years	2182	2167	4349	23.41
Aged 55+ Years	3041	2962	6003	32.32
Total 2011 Population	9362	9213	18575	100.00
Total 2006 Population	7024	7061	14085	
% Change 2006-2011			31.88%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	4990	54.81
Part-time Employed	2985	32.79
Not Stated Employed	214	2.35
Unemployed	336	3.69
Total Labour Force	9104	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	275	3.83
\$10000-\$20999pa	855	11.92
\$21000-\$41999pa	1660	23.15
\$42000-\$64999pa	1252	17.46
\$65000-\$103999pa	1234	17.21
\$104000-\$155999pa	729	10.17
\$156000+pa	316	4.41
Not Stated	174	2.43
Total Households	7171	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	2003	38.33
Couple Families-No Children	2535	48.51
Single Parents	647	12.38
Other Families	41	0.78
Total Families	5226	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	3159	35.93
Technicians/Trade Workers/Community Personal Service Workers	1867	21.24
Clerical & Administrative Workers	833	9.48
Sales Workers	616	7.01
Machinery Operation/Driver/& Labourers	2176	24.75
Not Stated	140	1.59
Total	8791	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1978	22.84
Mining	423	4.88
Construction/Electricity gas water and waste services/Manufacturing	1357	15.67
Wholesale/Retail Trade, Accommodation	1507	17.40
Transport, Postal & Warehouse/ Telecomms	314	3.63
Finance & Insurance Services	356	4.11
Professional scientific and technical services	257	2.97
Public administration and safety	532	6.14
Education & Health	1388	16.02
Arts and recreation services	59	0.68
Other services	279	3.22
Not stated	212	2.45
Total	8662	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	63,020
Total Alcoholic beverages	11,851
Total Clothing and Footwear	13,987
Total Household Linen Furnishings & Equipment	20,370
Furniture and Floor Covering	6,773
Household Appliances	4,722
Household Services and Operation	21,758
Total Medical Care and Pharmacy	20,683
Motor Vehicle Purchase	16,305
Total Motor Vehicle Running Cost incl Rego	27,216
Audio Visual Equipment and Parts	19,375
Recreation	55,645
Holidays Australia and Overseas	18,746
Total Personal care and Hygiene	8,031
Total Super and Life Insurance	34,370

BRIDGETOWN/MANJIMUP

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	921	913	1834	9.88
Secondary	527	495	1022	5.50
TAFE	150	219	369	1.99
University & Other	43	112	155	0.83
Total	1641	1739	3380	18.20

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	3072	42.82
Mortgaged	2162	30.13
Private Rental	1497	20.86
Housing Authority/Not Stated	351	4.89
Other Tenure Type	93	1.30
Total Dwellings	7175	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	1304	7.02
Certificate	4287	23.09
Total	5591	30.11

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	241	11.12
\$500-\$799 per month	270	12.46
\$800-\$999 per month	185	8.54
\$1000-\$1399 per month	384	17.72
\$1400+ per month	961	44.35
Not Stated	126	5.81
Total Mortgaged Dwellings	2167	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	330	0.05
1 Vehicle	2055	0.29
2+ Vehicles	4587	0.64
Not Stated	197	1.39
Total	6642	0.93

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	440,234
Land Use - Grazing land (including pastures and rangelands) area (ha)	363,782
Cereal Crops - Wheat for grain production (t)	4,466
Cereals for grain total production (t)	28,503
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	14,195
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	1,007
Tomatoes total production (t)	695
Avocados, total production (kg)	2,909,732
Nuts total trees (n)	8,634
Total grapes total area of vines (ha)	668
Orchard trees (incl. nuts) total trees - number (n)	792,094
Sheep and lambs total number (n)	484,501
Milk cattle (n)	5,183
Meat cattle (n)	80,082
Apples production (kg)	14,241,122
Nectarines production (kg)	321,281
Peaches production (kg)	125,876

INTERNET USAGE

Connection	Total	% Market Population
No Connection	1857	25.91
Broadband	4514	62.98
Dial-up	358	5.00
Other	231	3.22
Not Stated	207	2.89
Total	7167	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	7556	7345	14901	80.25
Europe	1034	1146	2180	11.74
Africa & Middle East	57	37	94	0.51
Asia	93	126	219	1.18
Americas	39	48	87	0.47
Other	597	491	1088	5.86
Total Population Total	9376	9193	18569	100.00