



# MURWILLUMBAH (TWEED COAST)

## RADIO 97

<b>ACMA</b>	2MW
<b>On-Air Name</b>	RADIO 97
<b>Frequency</b>	97.2 kHz, 104.1 MHz, 103.5 MHz
<b>Postal Address</b>	PO Box 97
<b>Suburb/State/Postcode</b>	COOLANGATTA QLD 4225
<b>Phone</b>	07 5524 4497
<b>Fax</b>	07 5524 6097
<b>e-mail</b>	radio97@bigpond.net.au
<b>WWW</b>	www.radio97.com.au
<b>Format</b>	Contemporary Hit Radio, Talk & Sport
<b>Primary Station Area Coverage</b>	Tweed Heads, Sanctuary Cove to Byron Bay
<b>Demographic Profile of Station Audience</b>	25+

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

## MURWILLUMBAH (TWEED COAST)

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Murwillumbah is located in the heart of the Tweed Valley. Radio 97's Licence Area runs from the northern 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 over 230,000, Radio 97's Licence Area is one of the larger regional radio markets in NSW. In comparison to the 2006 census, the population of the radio licence area of Murwillumbah has increased by 12.38% to 232,066.

Murwillumbah is popular with retirees; over 52% of the population is aged over 40 years. The birthplace for 79.4% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons. Interestingly, the population of the Murwillumbah/Tweed Coast area has continued to grow when comparing the last five census counts.

Of the 43,558 people attending an educational institution, 41% were either in infants or primary school; 31% were in secondary school; 11% at TAFE and 16% at University or another tertiary institution. Of the 83,437 people who already have a tertiary qualification, 29% have a degree and 71% have a certificate, diploma or another tertiary qualification.

There is a high level of home ownership in the region. Of the total dwellings (89,834) in Murwillumbah, 34% of dwellings are owned outright and 31% are mortgaged. Private rental properties represent 29% of total dwellings.

23% of the total households (89,808) in Murwillumbah have a household income range between \$21,000 – \$41,999; 18% between \$42,000 – \$64,999; and 18% between \$65,000 – \$103,999.

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

### AGRICULTURE

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The area is a relatively large producer of sugar cane and tropical fruit with over 431 thousand tonnes of sugar cane were cut for crushing. The area also produced over 3 thousand tonnes of bananas, 601 thousand kilograms of avocados, 113 thousand kilograms of nectarines and has over 244 thousand orchard trees in the region (including nut trees).

### EMPLOYMENT

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The majority (51.2%) of the labour force of 108,910 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants;
- Education, Health & Community Services; and
- Manufacturing, Construction, Electricity, Gas & Water Supply.

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

## MURWILLUMBAH (TWEED COAST)

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	99015	106224	205239	88.44
Aged 0-9 Years	13649	13178	26827	11.56
Aged 10-17 Years	11897	11072	22969	9.90
Aged 18-24 Years	8725	8914	17639	7.60
Aged 25-39 Years	20128	21654	41782	18.00
Aged 40-54 Years	23622	25931	49553	21.35
Aged 55+ Years	34643	38653	73296	31.58
Total 2011 Population	112664	119402	232066	100.00
Total 2006 Population	101314	105178	206492	
% Change 2006-2011			12.38%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	55852	51.28
Part-time Employed	38317	35.18
Not Stated Employed	2229	2.05
Unemployed	8368	7.68
Total Labour Force	108910	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	2556	2.85
\$10000-\$20999pa	9921	11.05
\$21000-\$41999pa	20700	23.05
\$42000-\$64999pa	15914	17.72
\$65000-\$103999pa	15852	17.65
\$104000-\$155999pa	10477	11.67
\$156000+pa	4747	5.29
Not Stated	2590	2.88
Total Households	89808	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	23359	37.71
Couple Families-No Children	26250	42.37
Single Parents	11385	18.38
Other Families	956	1.54
Total Families	61950	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	30804	30.66
Technicians/Trade Workers/Community Personal Service Workers	27455	27.33
Clerical & Administrative Workers	13171	13.11
Sales Workers	12034	11.98
Machinery Operation/Driver/& Labourers	15253	15.18
Not Stated	1758	1.75
Total	100475	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1513	1.52
Mining	658	0.66
Construction/Electricity gas water and waste services/Manufacturing	18185	18.24
Wholesale/Retail Trade, Accommodation	25657	25.74
Transport, Postal & Warehouse/ Telecomms	5079	5.09
Finance & Insurance Services	8203	8.23
Professional scientific and technical services	5764	5.78
Public administration and safety	4754	4.77
Education & Health	21282	21.35
Arts and recreation services	2263	2.27
Other services	3778	3.79
Not stated	2550	2.56
Total	99686	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	939,824
Total Alcoholic beverages	147,114
Total Clothing and Footwear	202,840
Total Household Linen Furnishings & Equipment	233,199
Furniture and Floor Covering	78,926
Household Appliances	58,908
Household Services and Operation	310,402
Total Medical Care and Pharmacy	283,843
Motor Vehicle Purchase	208,585
Total Motor Vehicle Running Cost incl Rego	409,657
Audio Visual Equipment and Parts	235,630
Recreation	722,313
Holidays Australia and Overseas	234,525
Total Personal care and Hygiene	112,821
Total Super and Life Insurance	365,023

## MURWILLUMBAH (TWEED COAST)

### TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	9146	8736	17882	7.71
Secondary	6903	6730	13633	5.88
TAFE	2044	2843	4887	2.11
University & Other	2581	4575	7156	3.08
Total	20674	22884	43558	18.78

### DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	30962	34.47
Mortgaged	27413	30.52
Private Rental	26336	29.32
Housing Authority/Not Stated	4409	4.91
Other Tenure Type	714	0.79
Total Dwellings	89834	100.00

### UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	24364	10.50
Certificate	59073	25.46
Total	83437	35.97

### MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1983	7.24
\$500-\$799 per month	1441	5.26
\$800-\$999 per month	1350	4.93
\$1000-\$1399 per month	3453	12.60
\$1400+ per month	17509	63.89
Not Stated	1670	6.09
Total Mortgaged Dwellings	27406	100.00

### MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	6289	0.07
1 Vehicle	35595	0.40
2+ Vehicles	44875	0.50
Not Stated	3097	1.75
Total	80470	0.90

### AGRICULTURE COMMODITY

### VALUE

Area of holding - total area (ha)	64,457
Land Use - Grazing land (including pastures and rangelands) area (ha)	35,650
Cereal Crops - Wheat for grain production (t)	0
Cereals for grain total production (t)	124
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	0
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	247
Tomatoes total production (t)	129
Avocados, total production (kg)	601,817
Nuts total trees (n)	168,375
Total grapes total area of vines (ha)	5
Orchard trees (incl. nuts) total trees - number (n)	244,104
Sheep and lambs total number (n)	888
Milk cattle (n)	3,408
Meat cattle (n)	34,903
Apples production (kg)	76
Nectarines production (kg)	113,728
Peaches production (kg)	79,673

### INTERNET USAGE

Connection	Total	% Market Population
No Connection	18381	20.45
Broadband	60947	67.81
Dial-up	3168	3.52
Other	3971	4.42
Not Stated	3409	3.79
Total	89876	100.00

### BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	89466	94756	184222	79.42
Europe	9525	9709	19234	8.29
Africa & Middle East	869	859	1728	0.74
Asia	1711	2869	4580	1.97
Americas	880	936	1816	0.78
Other	10175	10216	20391	8.79
Total Population Total	112626	119345	231971	100.00