



RIVERLAND

MAGIC 93.1 FM & 5RM 801 AM

ACMA	5RIV	5RM
On-Air Name	Magic931	801-5RM
Frequency	93.1 MHz	801 kHz
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WWW	www.magic931.com.au	www.5rm.com.au
Format	Hot Adult Contemporary	Talkback, News & Information + Classic Hits
Primary Station Area Coverage	Riverland & Mallee	Riverland & Mallee
Demographic Profile of Station Audience	18-39	39+

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

RIVERLAND

The population of the rich Riverland district is spread over five main towns; Renmark, Berri, Loxton, Waikerie and Barmera. Most towns are located along the Sturt Highway, with Adelaide less than three hours away. The region is an area of natural beauty and fertile production; it is a popular gateway in and out of the State, with its stunning natural environment providing for strong growth in tourism.

In comparison to the 2006 census, the population of the radio licence area of the Riverland region has increased by 13.69% to 38,964. The birthplace for 84.6% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Educational and training facilities are substantial. The Riverland has 20 primary schools, five secondary and eight private schools, with a TAFE presence in each major town. 7,264 (or 18.65% of) people were attending an educational institution in 2011, with 9.5% in infants or primary, 6.1% attending a secondary educational institution, 1% attending university and 2% attending TAFE. 9,944 (or 25.5% of the) people already have a tertiary qualification; 5.1% have a degree and 20.4% have a certificate, diploma or another tertiary qualification.

The region provides quality, affordable real estate with plenty of opportunities to build in a broad range of residential and rural settings – often with spectacular river views. There are a total of 15,139 dwellings in the Riverland district, 38.5% of which are owned outright and 30.5% are mortgaged. Private rental properties represent 22% of total dwellings.

26% of the total households (15,147) have a household income range between \$21,000 – \$42,000, 18.3% between \$42,000 – \$65,000 and 17% between \$65,000 – \$104,000.

The region has a strong retail sector that support the surrounding districts. Support services are comprehensive and efficient, and labour is plentiful and well trained, creating opportunities in retail, manufacturing and tourism.

AGRICULTURE

The Riverland is a farming centre boasting the bulk of Australia's almond production, processed by world class, quality driven operations in Renmark and Loxton. There are over 1.3 million nut trees in the region.

The wine region is 21 thousand hectares strong. Along with orange juice factories, the area produces a significant proportion of the country's orange juice and wine; over 2.4 million kilograms of nectarines; over 6 million kilograms of apples and 1.9 million kilograms of peaches.

EMPLOYMENT

The majority (57.6%) of the labour force of 18,367 is employed full time. The main industries of employment are:

- Agriculture, Forestry and Fishing (22%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (19%);
- Education and training/Health care and social assistance(18%) and
- Manufacturing, Construction, Electricity, Gas & Water Supply (16%).

RIVERLAND

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	17490	16807	34297	88.02
Aged 0-9 Years	2396	2271	4667	11.98
Aged 10-17 Years	2242	2093	4335	11.13
Aged 18-24 Years	1490	1173	2663	6.83
Aged 25-39 Years	3101	3152	6253	16.05
Aged 40-54 Years	4460	4207	8667	22.24
Aged 55+ Years	6197	6182	12379	31.77
Total 2011 Population	19886	19078	38964	100.00
Total 2006 Population	17276	16996	34272	
% Change 2006-2011			13.69%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	10586	57.64
Part-time Employed	5722	31.15
Not Stated Employed	383	2.09
Unemployed	959	5.22
Total Labour Force	18367	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	517	3.41
\$10000-\$20999pa	2080	13.73
\$21000-\$41999pa	3941	26.02
\$42000-\$64999pa	2787	18.40
\$65000-\$103999pa	2622	17.31
\$104000-\$155999pa	1281	8.46
\$156000+pa	438	2.89
Not Stated	486	3.21
Total Households	15147	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	4053	38.21
Couple Families-No Children	4881	46.02
Single Parents	1535	14.47
Other Families	137	1.29
Total Families	10606	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	5822	33.43
Technicians/Trade Workers/Community Personal Service Workers	3770	21.64
Clerical & Administrative Workers	1726	9.91
Sales Workers	1268	7.28
Machinery Operation/Driver/& Labourers	4607	26.45
Not Stated	225	1.29
Total	17418	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3843	22.73
Mining	143	0.85
Construction/Electricity gas water and waste services/Manufacturing	2761	16.33
Wholesale/Retail Trade, Accommodation	3263	19.30
Transport, Postal & Warehouse/ Telecomms	762	4.51
Finance & Insurance Services	1022	6.04
Professional scientific and technical services	308	1.82
Public administration and safety	724	4.28
Education & Health	3063	18.11
Arts and recreation services	103	0.61
Other services	594	3.51
Not stated	323	1.91
Total	16909	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	121,776
Total Alcoholic beverages	17,766
Total Clothing and Footwear	25,058
Total Household Linen Furnishings & Equipment	33,761
Furniture and Floor Covering	11,878
Household Appliances	7,909
Household Services and Operation	39,289
Total Medical Care and Pharmacy	40,192
Motor Vehicle Purchase	24,257
Total Motor Vehicle Running Cost incl Rego	56,146
Audio Visual Equipment and Parts	33,890
Recreation	91,820
Holidays Australia and Overseas	25,634
Total Personal care and Hygiene	14,890
Total Super and Life Insurance	34,012

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1902	1791	3693	9.48
Secondary	1214	1181	2395	6.15
TAFE	340	443	783	2.01
University & Other	84	309	393	1.01
Total	3540	3724	7264	18.66

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	5825	38.48
Mortgaged	4613	30.47
Private Rental	3361	22.20
Housing Authority/Not Stated	1151	7.60
Other Tenure Type	189	1.25
Total Dwellings	15139	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	1981	5.09
Certificate	7963	20.45
Total	9944	25.54

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	610	13.15
\$500-\$799 per month	758	16.34
\$800-\$999 per month	557	12.01
\$1000-\$1399 per month	1048	22.59
\$1400+ per month	1391	29.98
Not Stated	275	5.93
Total Mortgaged Dwellings	4639	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	909	0.06
1 Vehicle	4887	0.32
2+ Vehicles	8781	0.58
Not Stated	533	1.80
Total	13668	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	1,777,082
Land Use - Grazing land (including pastures and rangelands) area (ha)	1,253,190
Cereal Crops - Wheat for grain production (t)	500,129
Cereals for grain total production (t)	598,486
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	58,771
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	2,222
Tomatoes total production (t)	46
Avocados, total production (kg)	415,416
Nuts total trees (n)	1,329,269
Total grapes total area of vines (ha)	21,509
Orchard trees (incl. nuts) total trees - number (n)	5,232,479
Sheep and lambs total number (n)	293,938
Milk cattle (n)	460
Meat cattle (n)	13,255
Apples production (kg)	6,262,770
Nectarines production (kg)	2,408,356
Peaches production (kg)	1,942,909

INTERNET USAGE

Connection	Total	% Market Population
No Connection	4650	30.71
Broadband	8474	55.96
Dial-up	777	5.13
Other	630	4.16
Not Stated	613	4.05
Total	15144	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	16807	16151	32958	84.62
Europe	1154	1255	2409	6.19
Africa & Middle East	37	49	86	0.22
Asia	434	428	862	2.21
Americas	23	31	54	0.14
Other	1403	1176	2579	6.62
Total Population Total	19858	19090	38948	100.00