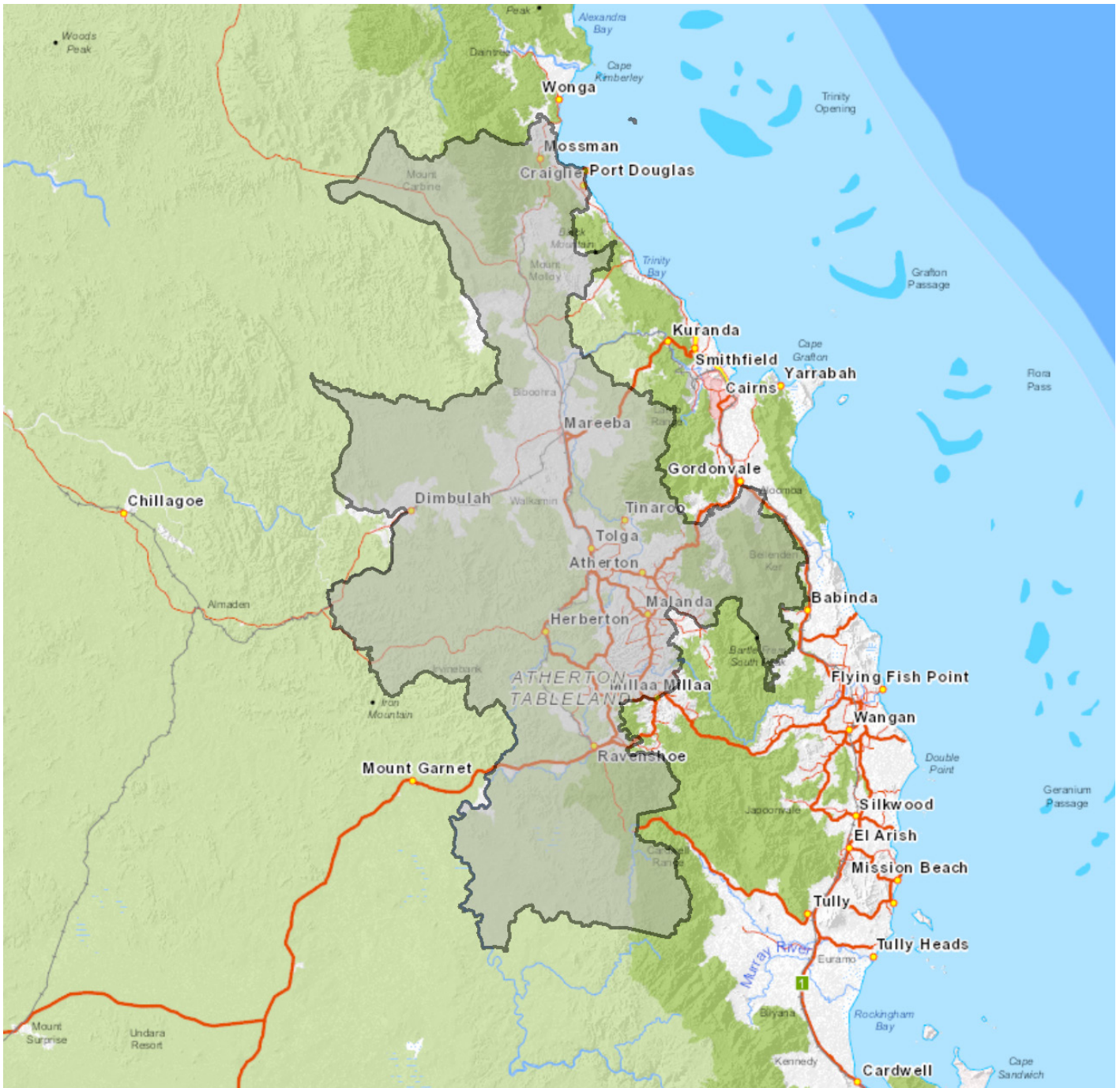


ATHERTON

4AM • HIT 97.9 TABLELANDS



Station Name	4AM	Hit 97.9 Tablelands
Call Sign	4AM	4AMM
Frequency	558 kHz + 3 Translators	97.9 MHz
Network	NQ Radio	Southern Cross Austereo
Address	PO Box 19, Innisfail, QLD 4860	Level 1, 232 Mulgrave Road, Westcourt, QLD 4870
Phone	07 4092 4558	07 4081 5100
Email	gm@nqradio.com.au	fnq@hit.com.au
Web Address	4am.com.au	hit.com.au/tablelands
Description of Content/Format	Easy Listening	Contemporary Hit Radio/Top 40
Demographic Profile of Station Audience	30-64	18-39

ATHERTON

A one-hour drive west from Cairns, the Atherton Tableland is a fertile plateau 600-1,000 metres above sea level, situated between the Bellenden Ker Range and the Great Dividing Range. The Atherton Tablelands are renowned for their mild tropical climate, with a temperature that rarely exceeds 30 degrees. This makes for cool summer nights and mild, sunny winter days without the high humidity experienced in coastal areas.

The rural landscape of the Atherton Tableland is green throughout most of the year. Among the World Heritage listed rainforests, national parks, mountains, rivers, lakes and waterfalls are some of Australia's richest agricultural lands and charming townships. The towns of Mareeba and Atherton are the largest on the Tablelands.

In comparison to the 2011 census, the population within the radio licence area of Atherton has increased by 6.23% to 55,331. The birthplace for 79% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

8,784 people (16%) were attending an educational institution in 2016; of these, half were in infants or primary, 37% attended a secondary educational institution, 8% attended University or another tertiary institution and 5% attended TAFE. 18,719 people (34%) already have a tertiary qualification; of these, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (19,843) in the radio licence area, 39% are owned outright and 29% are mortgaged. Private rental properties represent 24% of total dwellings. One quarter of the total households in Atherton have a household income range between \$21,000 – \$41,999pa, a further quarter between \$42,000 – \$77,999pa, 10% between \$78,000 – \$103,999pa, and 19% over \$104,000pa.

Port Douglas is a first class tourist destination, with an extensive choice of restaurants, accommodation, shops and art galleries. Mossman is the commercial and service centre of that region, and the last major town on the way north to Cooktown.

AGRICULTURE

The Tablelands radio licence area is primarily an agricultural district. Farming is one of the largest forms of employment in the area; almost 14% of the workforce is on the land. The farm and grazing lands are "the food bowl" of the northern tropics, yielding a constant supply of fruit, vegetables and grains to local and export markets.

The region supports and over 50 thousand beef cattle and 13 thousand dairy cattle. There are over 460 thousand orchard fruit and nut trees in the region. Tree cropping is also popular with the area producing over 9 million kilograms of avocados.

EMPLOYMENT

The majority (55%) of the labour force of 24,708 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;
- Agriculture Forestry and Fishing; and
- Manufacturing/Electricity Gas Water and Waste Services.

ATHERTON

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	24,695	24,152	48,847	88.28%
0-9 years	3,374	3,110	6,484	11.72%
10-17 years	2,829	2,779	5,608	10.14%
18-24 years	1,931	1,557	3,488	6.3%
25-39 years	4,323	4,325	8,648	15.63%
40-54 years	5,616	5,895	11,511	20.8%
55-64 years	4,236	4,171	8,407	15.19%
65-74 years	3,573	3,250	6,823	12.33%
75+ years	2,187	2,175	4,362	7.88%
Total 2011 population	26,388	25,699	52,087	
Total 2016 population	28,069	27,262	55,331	100%
% change 2011-2016			6.23%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	13,649	55.24%
Part-time employed	7,820	31.65%
Not stated employed	1,494	6.05%
Unemployed	1,745	7.06%
Total labour force	24,708	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	388	1.97%
\$7,750 – \$20,999	1,283	6.52%
\$21,000 – \$41,999	4,829	24.53%
\$42,000 – \$77,999	4,955	25.17%
\$78,000 – \$103,999	2,013	10.23%
\$104,000 – \$129,999	1,620	8.23%
\$130,000 – \$155,999	890	4.52%
\$160,000 – \$181,999	506	2.57%
\$182,000 – \$207,999	299	1.52%
\$208,000+	447	2.27%
Not stated	2,453	12.46%
Total households	19,683	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	5,013	35.49%
Couple families – No children	6,681	47.3%
Single parents	2,292	16.23%
Other families	140	0.99%
Total families	14,126	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	6,747	29.3%
Technicians & trade workers/ Community & personal service workers	6,206	26.95%
Clerical & administrative workers	2,597	11.28%
Sales Workers	2,070	8.99%
Machinery operators & drivers/Labourers	5,041	21.89%
Not stated	364	1.58%
Total	23,025	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,061	13.59%
Mining	523	2.32%
Manufacturing/Electricity, gas, water & waste services/Construction	3,052	13.55%
Wholesale trade/Retail trade/ Accommodation & food services	4,822	21.41%
Transport, postal & warehousing/ Information, media & communications	1,105	4.91%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,327	5.89%
Professional scientific & technical services	755	3.35%
Public administration & safety	1,368	6.07%
Education & training/Health care & social assistance	4,416	19.61%
Arts & recreation services	258	1.15%
Other services	884	3.92%
Not stated	953	4.23%
Total	22,524	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	227,699
Alcoholic beverages	32,781
Clothing & footwear	41,829
Household furnishings & equipment	54,764
Furniture & floor coverings	16,708
Household appliances	13,946
Household services & operation	46,457
Medical care & health expenses	81,438
Motor vehicle purchase	57,005
Motor vehicle running costs	143,842
Recreation	170,234
Recreational & educational equipment	42,558
Holidays	74,621
Personal care	28,789

ATHERTON

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	2,258	2,114	4,372	7.9%
Secondary	1,645	1,599	3,244	5.86%
TAFE	123	318	441	0.8%
University	156	571	727	1.31%
Total	4,182	4,602	8,784	15.88%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	7,833	39.47%
Mortgaged	5,569	28.07%
Private rental	4,793	24.15%
Housing authority/Not stated	1,530	7.71%
Other tenure type	118	0.59%
Total dwellings	19,843	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	5,083	9.19%
Certificate	13,636	24.64%
Total	18,719	33.83%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	387	7.53%
\$450 – \$799 per month	370	7.2%
\$800 – \$999 per month	327	6.36%
\$1,000 – \$1,799 per month	2,077	40.42%
\$1,800 – \$2,399 per month	1,030	20.04%
\$2,400 – \$2,999 per month	333	6.48%
\$3,000 – \$3,999 per month	239	4.65%
\$4,000+ per month	128	2.49%
Not stated	248	4.83%
Total mortgaged dwellings	5,139	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,038	5.19%
1 vehicle	6,714	33.58%
2+ vehicles	11,335	56.69%
Not stated	906	4.53%
Total	19,993	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	549,464
Cereal crops – Wheat for grain – Production (t)	620
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	25
Cereal crops – Sorghum for grain – Production (t)	826
Cereal crops – Total for grain – Production (t)	7,711
Vegetables for human consumption – Tomatoes – Total production (t)	91
Vegetables for human consumption – Total area (ha)	809
Fruit & nuts – Avocados – Production (kg)	9,865,645
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	6,321
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	460,016
Fruit & nuts – Grapes – Total area (ha)	5
Livestock – Sheep & lambs – Total (no.)	43
Livestock – Dairy cattle – Total (no.)	13,433
Livestock – Meat cattle – Total (no.)	57,486

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	15,154	75.42%
Internet not accessed from dwelling	4,233	21.07%
Not stated	705	3.51%
Total	20,092	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	22,029	20,717	42,746	78.74%
Europe	1,677	1,709	3,386	6.24%
Africa & Middle East	107	70	177	0.33%
Asia	233	474	707	1.3%
Americas	82	108	190	0.35%
Other	3,566	3,515	7,081	13.04%
Total	27,694	26,593	54,287	100%