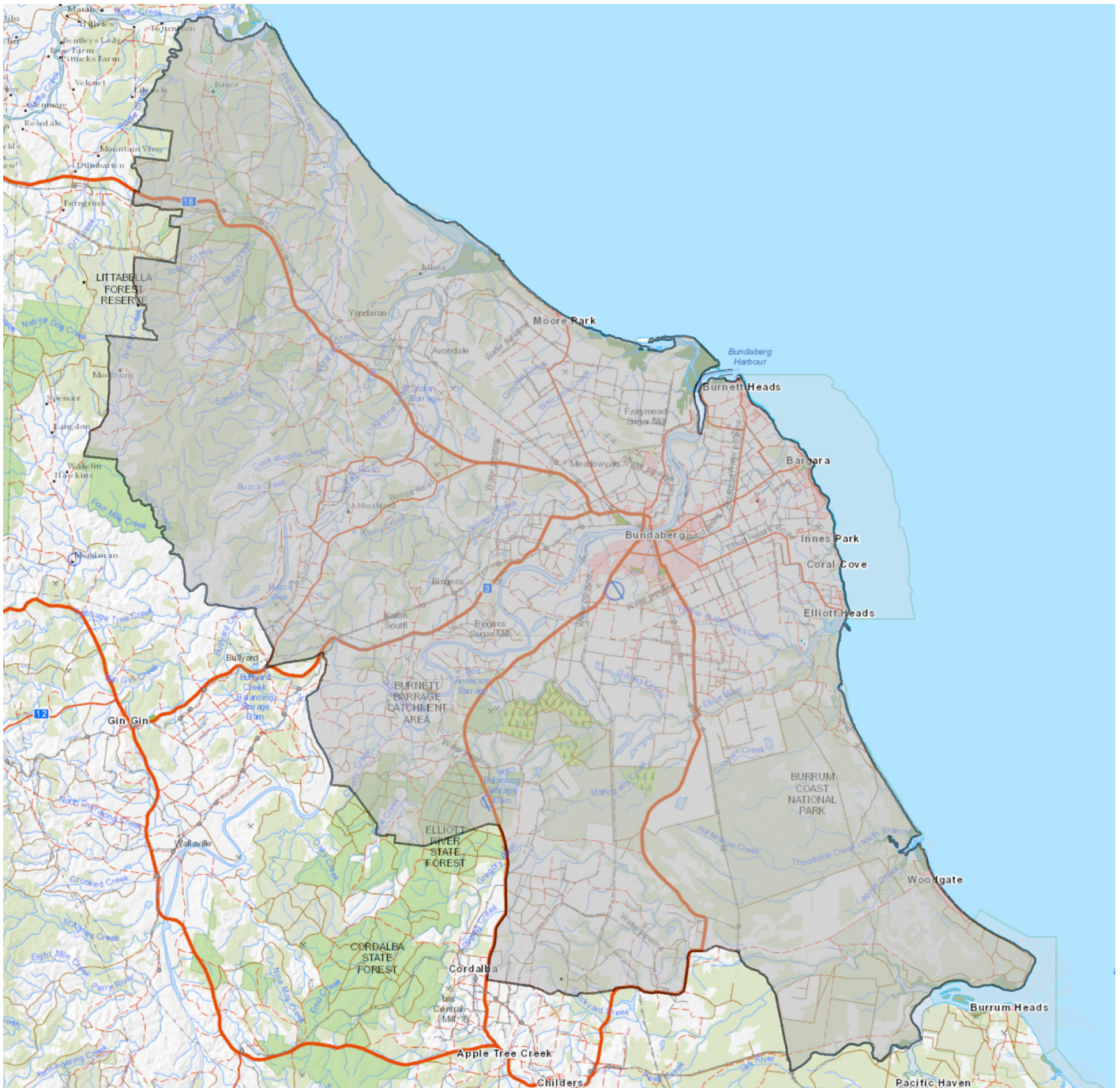


# BUNDABERG

4BU • HITZ 939 • TRIPLE M BUNDY 93.1



<b>Station Name</b>	4BU	Hitz 939	Triple M Bundy 93.1
<b>Call Sign</b>	4BU	4RUM	4RGB
<b>Frequency</b>	1332 kHz	93.9 MHz	93.1 MHz
<b>Network</b>	Grant Broadcasters	Grant Broadcasters	Southern Cross Austereo
<b>Address</b>	PO Box 1059, Bundaberg, QLD 4670	PO Box 1059, Bundaberg, QLD 4670	PO Box 651, Bundaberg, QLD 4670
<b>Phone</b>	07 4153 0800	07 4153 0800	07 4155 4333
<b>Fax</b>	07 4153 0807	07 4153 0807	07 4153 2989
<b>Email</b>	reception@4bu.net	reception@4bu.net	bundaberg.reception@sca.com.au
<b>Web Address</b>	<a href="http://4bu.com.au">4bu.com.au</a>	<a href="http://hitz939.com.au">hitz939.com.au</a>	<a href="http://triplem.com.au/bundy">triplem.com.au/bundy</a>
<b>Description of Content/Format</b>	Classic Hits	80s, 90s and now	Adult Contemporary/Gold
<b>Demographic Profile of Station Audience</b>			25-54

# BUNDABERG

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Bundaberg, located on the Burnett River, lies on the southeast coast of Queensland. The city, 20 kilometres from the coast and 371 kilometres north of Brisbane, is at the centre of one of Queensland's largest sugar districts and has lent its name to the rum that is made from the local sugar – 'Bundaberg Rum'. One of Queensland's large and prosperous coastal cities, Bundaberg is also the southern gateway to the Great Barrier Reef and tourism is a growing industry.

In comparison to the 2011 census, the population within the radio licence area of Bundaberg has increased by 2.52% to 86,482. The birthplace for 85% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

15,476 people (18%) were attending an educational institution; of these, 46% were in infants or primary, 35% were attending a secondary educational institution, 7% attending University or another tertiary institution and 12% attending TAFE. Of the 28,668 people (33%) who already have a tertiary qualification, 25% have a degree and 75% have a certificate, diploma or another tertiary qualification.

Of the total dwellings in Bundaberg (32,903), 38% are owned outright and 29% are mortgaged. Private rental properties represent 26% of total dwellings. 29% of the total households in Bundaberg have a household income range between \$21,000 – \$41,999pa, 26% between \$42,000 – \$77,999pa, 10% between \$78,000 – \$103,999pa, and 17% over \$104,000pa.

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

## AGRICULTURE

Bundaberg is a thriving city dominated by the sugarcane industry. Sugar is milled and refined in Bundaberg; there are four sugar mills in the area.

The area grows beef cattle, pigs and poultry. The Bundaberg radio licence area includes over 13 thousand beef cattle.

Horticultural production is also important to the local economy. As well as being one of Australia's largest tomato growing areas, the region also grows avocados, capsicum, zucchini, squash, cucumber, watermelon, pineapples, mangoes and macadamia nuts. There are over 1.3 million nut trees in the region, and over 7.2 million kilograms of avocados were produced.

The local fishing industry exports to Asian markets.

## EMPLOYMENT

The majority (53%) of the labour force of 36,074 is employed full time. The main industries of employment are:

- Education and Training, Health Care and Social Assistance;
- Wholesale Trade/Retail Trade/Accommodation and Food Services; and
- Manufacturing/Electricity Gas Water and Waste Services/Construction.

Agriculture is also a major form of employment in the area.

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	37,305	39,142	76,447	88.4%
0-9 years	5,149	4,886	10,035	11.6%
10-17 years	4,497	4,056	8,553	9.89%
18-24 years	3,037	3,025	6,062	7.01%
25-39 years	6,216	6,859	13,075	15.12%
40-54 years	7,960	8,492	16,452	19.02%
55-64 years	6,031	6,449	12,480	14.43%
65-74 years	5,805	5,778	11,583	13.39%
75+ years	3,759	4,483	8,242	9.53%
Total 2011 population	41,476	42,879	84,355	
<b>Total 2016 population</b>	<b>42,454</b>	<b>44,028</b>	<b>86,482</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>2.52%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	19,048	52.8%
Part-time employed	11,482	31.83%
Not stated employed	1,726	4.78%
Unemployed	3,818	10.58%
<b>Total labour force</b>	<b>36,074</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	547	1.69%
\$7,750 – \$20,999	2,017	6.22%
\$21,000 – \$41,999	9,315	28.7%
\$42,000 – \$77,999	8,458	26.06%
\$78,000 – \$103,999	3,298	10.16%
\$104,000 – \$129,999	2,414	7.44%
\$130,000 – \$155,999	1,260	3.88%
\$160,000 – \$181,999	696	2.14%
\$182,000 – \$207,999	435	1.34%
\$208,000+	652	2.01%
Not stated	3,360	10.35%
<b>Total households</b>	<b>32,452</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	8,152	34.23%
Couple families – No children	11,298	47.45%
Single parents	4,107	17.25%
Other families	255	1.07%
<b>Total families</b>	<b>23,812</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	8,755	27.25%
Technicians & trade workers/ Community & personal service workers	8,339	25.95%
Clerical & administrative workers	3,853	11.99%
Sales workers	3,329	10.36%
Machinery operators & drivers/Labourers	7,434	23.13%
Not stated	424	1.32%
<b>Total</b>	<b>32,134</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,033	9.55%
Mining	565	1.78%
Manufacturing/Electricity, gas, water & waste services/Construction	4,716	14.8%
Wholesale trade/Retail trade/ Accommodation & food services	6,596	20.76%
Transport, postal & warehousing/ Information, media & communications	1,350	4.25%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,904	5.99%
Professional scientific & technical services	1,123	3.53%
Public administration & safety	1,548	4.87%
Education & training/Health care & social assistance	8,241	25.94%
Arts & recreation services	192	0.6%
Other services	1,218	3.83%
Not stated	1,287	4.05%
<b>Total</b>	<b>31,773</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	376,677
Alcoholic beverages	54,229
Clothing & footwear	69,196
Household furnishings & equipment	90,595
Furniture & floor coverings	27,640
Household appliances	23,071
Household services & operation	76,852
Medical care & health expenses	134,721
Motor vehicle purchase	94,303
Motor vehicle running costs	237,956
Recreation	281,615
Recreational & educational equipment	70,403
Holidays	123,444
Personal care	47,625

# BUNDABERG

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	3,680	3,396	7,076	8.18%
Secondary	2,877	2,602	5,479	6.34%
TAFE	327	706	1,033	1.19%
University	597	1,291	1,888	2.18%
<b>Total</b>	<b>7,481</b>	<b>7,995</b>	<b>15,476</b>	<b>17.9%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	12,424	37.76%
Mortgaged	9,500	28.87%
Private rental	8,494	25.82%
Housing authority/Not stated	2,136	6.49%
Other tenure type	349	1.06%
<b>Total dwellings</b>	<b>32,903</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	7,084	8.19%
Certificate	21,584	24.96%
<b>Total</b>	<b>28,668</b>	<b>33.15%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	746	8.3%
\$450 – \$799 per month	761	8.47%
\$800 – \$999 per month	732	8.15%
\$1,000 – \$1,799 per month	4,185	46.57%
\$1,800 – \$2,399 per month	1,465	16.3%
\$2,400 – \$2,999 per month	436	4.85%
\$3,000 – \$3,999 per month	254	2.83%
\$4,000+ per month	89	0.99%
Not stated	319	3.55%
<b>Total mortgaged dwellings</b>	<b>8,987</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,936	5.87%
1 vehicle	12,264	37.21%
2+ vehicles	17,413	52.84%
Not stated	1,344	4.08%
<b>Total</b>	<b>32,957</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	124,515
Cereal crops – Wheat for grain – Production (t)	70
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	7
Cereal crops – Sorghum for grain – Production (t)	190
Cereal crops – Total for grain – Production (t)	278
Vegetables for human consumption – Tomatoes – Total production (t)	11,475
Vegetables for human consumption – Total area (ha)	3,552
Fruit & nuts – Avocados – Production (kg)	7,298,827
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	1,364,942
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	1,755,978
Fruit & nuts – Grapes – Total area (ha)	0
Livestock – Sheep & lambs – Total (no.)	504
Livestock – Dairy cattle – Total (no.)	206
Livestock – Meat cattle – Total (no.)	13,000

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	25,395	76.66%
Internet not accessed from dwelling	6,728	20.31%
Not stated	1,004	2.07%
<b>Total</b>	<b>33,127</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	35,470	36,647	72,117	84.55%
Europe	1,881	1,944	3,825	4.48%
Africa & Middle East	174	192	366	0.43%
Asia	494	977	1,471	1.72%
Americas	66	73	139	0.16%
Other	3,677	3,702	7,379	8.65%
<b>Total</b>	<b>41,762</b>	<b>43,535</b>	<b>85,297</b>	<b>100%</b>