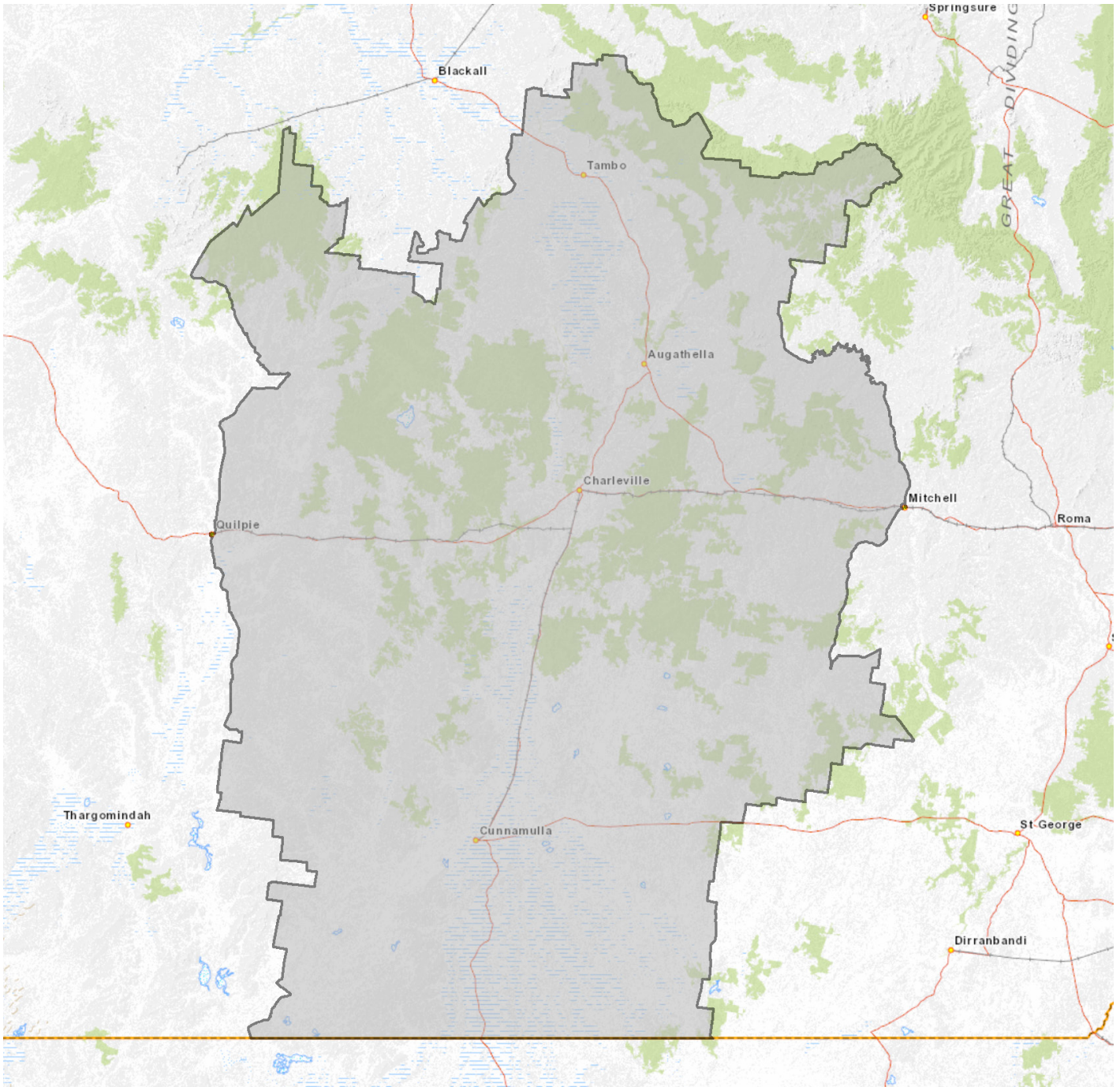


# CHARLEVILLE

WEST FM CHARLEVILLE • 4VL



<b>Station Name</b>	West FM Charleville	4VL
<b>Call Sign</b>	4CCC	4VL
<b>Frequency</b>	101.7 MHz	783 kHz
<b>Network</b>	Resonate Broadcasting	Resonate Broadcasting
<b>Address</b>	PO Box 1172, Kingaroy, QLD 4610	PO Box 20, Longreach, QLD 4730
<b>Phone</b>	07 4654 1444	07 4654 1444
<b>Fax</b>	-	-
<b>Email</b>	sales@4vl.com.au	sales@4vl.com.au
<b>Web Address</b>	<a href="http://4vl.com.au">4vl.com.au</a>	<a href="http://4vl.com.au">4vl.com.au</a>
<b>Description of Content/Format</b>	Hot Adult Contemporary	Classic Hits
<b>Demographic Profile of Station Audience</b>	16-35	30-60

# CHARLEVILLE

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Charleville is the largest town in the southwest of the Outback region, located some 750 kilometres from Brisbane and 515 kilometres south of Longreach, on the banks of the Warrego River. Charleville is on the Matilda Highway between Cunnamulla and Augathella, which is in the heart of Queensland's Mulga Country.

In comparison to the 2011 census, the population within the radio licence area of Charleville has decreased by 16.09% to 9,978. 53% of the population is aged 40 years and over. The birthplace for 89% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons. Like many regional communities, the area has a high proportion of children; 39% of families have children.

Of the 1,544 people attending an educational institution, 60% were in infants or primary, 28% were attending a secondary educational institution, 8% attending University or another tertiary institution and 4% attending TAFE. Of the 2,823 people who already have a tertiary qualification, 26% have a degree and 74% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (3,825) in Charleville, 40% are owned outright and 24% are mortgaged. Private rental properties represent 22% of total dwellings. 22% of the total households (3,730) in Charleville have a household income range between \$21,000 – \$41,999pa, 24% between \$42,000 – \$77,999pa, 9% between \$78,000 – \$103,999pa, and 20% over \$104,000pa.

All major banks, car dealers; and a selection of national retail, chain and independent stores are represented in the region.

The town is home to both the Southern Queensland base of the Royal Flying Doctor Service and the School of Distance Education.

## AGRICULTURE

The Charleville licence area is predominantly used for sheep and cattle farming. The farms in the region provide grazing land for over 235 thousand sheep and lambs. The cattle industry is strong in the region; there are over 576 thousand beef cattle.

Crop growth is recorded at high volumes within the region; over 51 thousand tonnes of cereal for grain are produced each year.

## EMPLOYMENT

The majority (69%) of the labour force of 5,454 is employed full time. The main industries of employment are:

- Agriculture Forestry and Fishing;
- Education and Training/Health Care and Social Assistance; and
- Wholesale Trade/Retail Trade/Accommodation and Food Services.

The area around Charleville is a farming community. Over 35% of the workforce is agricultural.

# CHARLEVILLE

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	4,364	4,131	8,495	85.14%
0-9 years	763	720	1,483	14.86%
10-17 years	424	347	771	7.73%
18-24 years	374	306	680	6.81%
25-39 years	846	935	1,781	17.85%
40-54 years	1,000	1,052	2,052	20.57%
55-64 years	842	728	1,570	15.73%
65-74 years	580	463	1,043	10.45%
75+ years	298	300	598	5.99%
Total 2011 population	6,184	5,708	11,892	
<b>Total 2016 population</b>	<b>5,127</b>	<b>4,851</b>	<b>9,978</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>-16.09%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	3,786	69.42%
Part-time employed	1,159	21.25%
Not stated employed	279	5.12%
Unemployed	230	4.22%
<b>Total labour force</b>	<b>5,454</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	134	3.59%
\$7,750 – \$20,999	248	6.65%
\$21,000 – \$41,999	248	22.09%
\$42,000 – \$77,999	904	24.24%
\$78,000 – \$103,999	335	8.98%
\$104,000 – \$129,999	314	8.42%
\$130,000 – \$155,999	176	4.72%
\$160,000 – \$181,999	100	2.68%
\$182,000 – \$207,999	60	1.61%
\$208,000+	107	2.87%
Not stated	528	14.16%
<b>Total households</b>	<b>3,730</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	1,006	38.59%
Couple families – No children	1,211	46.45%
Single parents	360	13.81%
Other families	30	1.15%
<b>Total families</b>	<b>2,607</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	2,203	42.32%
Technicians & trade workers/ Community & personal service workers	934	17.94%
Clerical & administrative workers	455	8.74%
Sales workers	254	4.88%
Machinery operators & drivers/Labourers	1,280	24.59%
Not stated	79	1.52%
<b>Total</b>	<b>80,324</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	1,817	35.07%
Mining	50	0.97%
Manufacturing/Electricity, gas, water & waste services/Construction	483	9.32%
Wholesale trade/Retail trade/ Accommodation & food services	714	13.78%
Transport, postal & warehousing/ Information, media & communications	233	4.5%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	111	2.14%
Professional scientific & technical services	68	1.31%
Public administration & safety	506	9.77%
Education & training/Health care & social assistance	846	16.33%
Arts & recreation services	24	0.46%
Other services	118	2.28%
Not stated	211	4.07%
<b>Total</b>	<b>5,181</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	43,245
Alcoholic beverages	6,225
Clothing & footwear	7,944
Household furnishings & equipment	10,401
Furniture & floor coverings	3,173
Household appliances	2,648
Household services & operation	8,823
Medical care & health expenses	15,466
Motor vehicle purchase	10,826
Motor vehicle running costs	27,319
Recreation	32,331
Recreational & educational equipment	8,082
Holidays	14,172
Personal care	5,467

# CHARLEVILLE

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	499	425	924	9.26%
Secondary	221	212	433	4.34%
TAFE	18	44	62	0.62%
University	19	106	125	1.25%
<b>Total</b>	<b>757</b>	<b>787</b>	<b>1,544</b>	<b>15.47%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	1,527	39.92%
Mortgaged	933	24.39%
Private rental	826	21.59%
Housing authority/Not stated	461	12.05%
Other tenure type	78	2.04%
<b>Total dwellings</b>	<b>3,825</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	736	7.38%
Certificate	2,087	20.92%
<b>Total</b>	<b>2,823</b>	<b>28.29%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	218	27.42%
\$450 – \$799 per month	116	14.59%
\$800 – \$999 per month	85	10.69%
\$1,000 – \$1,799 per month	198	24.91%
\$1,800 – \$2,399 per month	61	7.67%
\$2,400 – \$2,999 per month	19	2.39%
\$3,000 – \$3,999 per month	4	0.5%
\$4,000+ per month	24	3.02%
Not stated	70	8.81%
<b>Total mortgaged dwellings</b>	<b>795</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	232	6.02%
1 vehicle	1,095	28.41%
2+ vehicles	2,301	59.7%
Not stated	226	5.86%
<b>Total</b>	<b>3,854</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	11,109,967
Cereal crops – Wheat for grain – Production (t)	43,276
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	3,519
Cereal crops – Sorghum for grain – Production (t)	3,025
Cereal crops – Total for grain – Production (t)	51,482
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	14
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	0
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	2,159
Fruit & nuts – Grapes – Total area (ha)	5
Livestock – Sheep & lambs – Total (no.)	235,647
Livestock – Dairy cattle – Total (no.)	1,818
Livestock – Meat cattle – Total (no.)	576,056

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	2,675	69.72%
Internet not accessed from dwelling	1,003	26.14%
Not stated	159	4.14%
<b>Total</b>	<b>3,837</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	4,618	4,340	8,958	88.99%
Europe	36	60	96	0.95%
Africa & Middle East	9	0	9	0.09%
Asia	72	84	156	1.55%
Americas	3	0	3	0.03%
Other	439	405	844	8.38%
<b>Total</b>	<b>5,177</b>	<b>4,889</b>	<b>10,066</b>	<b>100%</b>