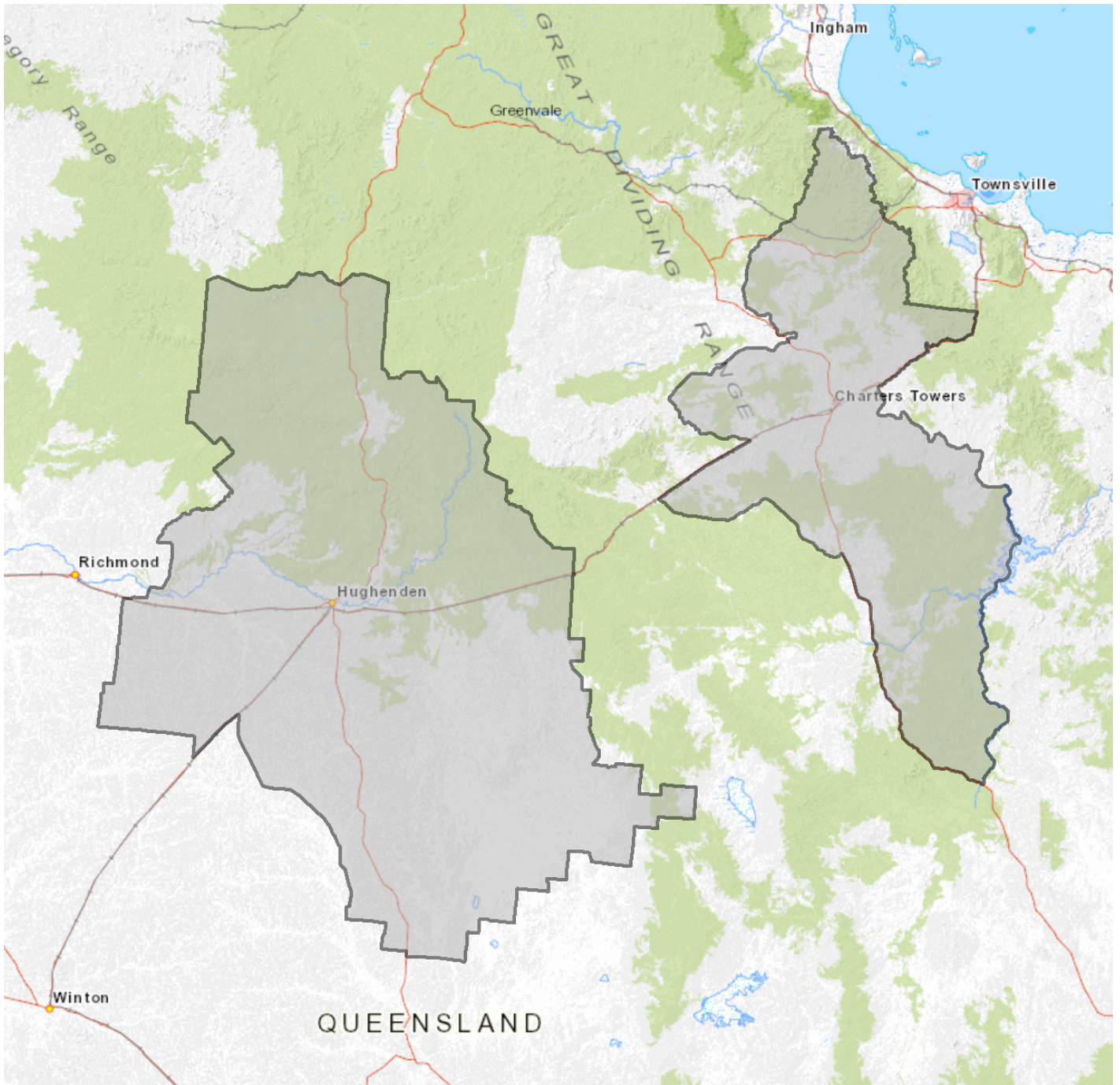


CHARTERS TOWERS

WEST FM • 4GC



Station Name	West FM	4GC
Call Sign	4CHT	4GC
Frequency	95.9 MHz	828 kHz
Network	Resonate Broadcasting	Resonate Broadcasting
Address	21 Ryan St, Charters Towers, QLD 4820	21 Ryan St, Charters Towers, QLD 4820
Phone	07 4787 7828	07 4787 7828
Fax	07 4787 4056	07 4787 4056
Email	tracey.murphy@4gc.com.au	tracey.murphy@4gc.com.au
Web Address	facebook.com/WestFMQld	facebook.com/4GCChartersTowers
Description of Content/Format	Today's Best Music	Best Songs of All Time & Talkback
Demographic Profile of Station Audience	18-39	35-54

CHARTERS TOWERS

Charters Towers, located 130 kilometres southwest of Townsville on the Flinders Highway, is a centre for the local cattle and mining industries. It lies 138 kilometres east of the Great Dividing Range.

In comparison to the 2011 census, the population within the radio licence area of Charters Towers has decreased by 9.97% to 15,846.

Like many regional areas, Charters Towers has a relatively high proportion of children and teenagers; over 38% of families have children and 31% of the population is aged less than 25 years. The birthplace for 86% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 2,933 people attending an educational institution, 50% were in infants or primary, 41% were attending a secondary educational institution, 5% attending University or another tertiary institution and 5% attending TAFE. Of the 4,276 people who already have a tertiary qualification, 25% have a degree and 75% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (5,557) in Charters Towers, 39% are owned outright and 28% are mortgaged. Private rental properties represented 23% of total dwellings. 23% of the total households (5,623) in the Charters Towers region have a household income range between \$21,000 – \$41,999pa, 22% between \$42,000 – \$77,999pa, 10% between \$78,000 – \$103,999pa, and 20% over \$104,000pa.

Most major banks, car dealers; and an extensive selection of retail, chain and independent stores are represented in the region.

AGRICULTURE

The inland areas of central and north Queensland are predominantly beef cattle areas; there are over 329 thousand beef cattle in the region. The area also holds nearly 16 thousand sheep and lambs.

EMPLOYMENT

The majority (62%) of the labour force of 7,209 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.

Charters Towers also has a large retail sector that supports the surrounding district.

CHARTERS TOWERS

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	6,890	6,900	13,790	87.03%
0-9 years	1,049	1,007	2,056	12.97%
10-17 years	954	913	1,867	11.78%
18-24 years	543	498	1,041	6.57%
25-39 years	1,193	1,321	2,514	15.87%
40-54 years	1,572	1,720	3,292	20.77%
55-64 years	1,160	1,045	2,205	13.92%
65-74 years	959	856	1,815	11.45%
75+ years	509	547	1,056	6.66%
Total 2011 population	9,055	8,546	17,601	
Total 2016 population	7,939	7,907	15,846	100%
% change 2011-2016			-9.97%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	4,467	61.96%
Part-time employed	1,773	24.59%
Not stated employed	424	5.88%
Unemployed	545	7.56%
Total labour force	7,209	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	149	2.65%
\$7,750 – \$20,999	418	7.43%
\$21,000 – \$41,999	1,282	22.8%
\$42,000 – \$77,999	1,261	22.43%
\$78,000 – \$103,999	549	9.76%
\$104,000 – \$129,999	447	7.95%
\$130,000 – \$155,999	248	4.41%
\$160,000 – \$181,999	153	2.72%
\$182,000 – \$207,999	84	1.49%
\$208,000+	167	2.97%
Not stated	865	15.38%
Total households	5,623	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	1,520	38.97%
Couple families – No children	1,718	44.05%
Single parents	622	15.95%
Other families	40	1.03%
Total families	3,900	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	2,250	33.85%
Technicians & trade workers/ Community & personal service workers	1,479	22.25%
Clerical & administrative workers	599	9.01%
Sales workers	471	7.09%
Machinery operators & drivers/Labourers	1,736	26.12%
Not stated	111	1.67%
Total	6,646	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	1,508	22.96%
Mining	458	6.97%
Manufacturing/Electricity, gas, water & waste services/Construction	591	9%
Wholesale trade/Retail trade/ Accommodation & food services	985	15%
Transport, postal & warehousing/ Information, media & communications	310	4.72%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	242	3.69%
Professional scientific & technical services	118	1.8%
Public administration & safety	452	6.88%
Education & training/Health care & social assistance	1,366	20.8%
Arts & recreation services	40	0.61%
Other services	223	3.4%
Not stated	274	4.17%
Total	6,567	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	64,373
Alcoholic beverages	9,267
Clothing & footwear	11,825
Household furnishings & equipment	15,482
Furniture & floor coverings	4,723
Household appliances	3,942
Household services & operation	13,134
Medical care & health expenses	23,023
Motor vehicle purchase	16,116
Motor vehicle running costs	40,666
Recreation	48,127
Recreational & educational equipment	12,031
Holidays	21,096
Personal care	8,139

CHARTERS TOWERS

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	754	713	1,467	9.26%
Secondary	639	550	1,189	7.5%
TAFE	27	115	142	0.9%
University	30	105	135	0.85%
Total	1,450	1,483	2,933	18.51%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	2,158	38.83%
Mortgaged	1,553	27.95%
Private rental	1,296	23.32%
Housing authority/Not stated	473	8.51%
Other tenure type	77	1.39%
Total dwellings	5,557	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	1,060	6.69%
Certificate	3,216	20.3%
Total	4,276	26.98%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	168	11.9%
\$450 – \$799 per month	114	8.07%
\$800 – \$999 per month	131	9.28%
\$1,000 – \$1,799 per month	541	38.31%
\$1,800 – \$2,399 per month	202	14.31%
\$2,400 – \$2,999 per month	68	4.82%
\$3,000 – \$3,999 per month	65	4.6%
\$4,000+ per month	32	2.27%
Not stated	91	6.44%
Total mortgaged dwellings	1,412	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	297	5.29%
1 vehicle	1,785	31.79%
2+ vehicles	3,238	57.67%
Not stated	295	5.25%
Total	5,615	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	4,544,034
Cereal crops – Wheat for grain – Production (t)	53
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	42
Cereal crops – Sorghum for grain – Production (t)	82
Cereal crops – Total for grain – Production (t)	177
Vegetables for human consumption – Tomatoes – Total production (t)	22
Vegetables for human consumption – Total area (ha)	30
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.)	1,004
Fruit & nuts – Grapes – Total area (ha)	8
Livestock – Sheep & lambs – Total (no.)	15,973
Livestock – Dairy cattle – Total (no.)	116
Livestock – Meat cattle – Total (no.)	329,251

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	4,058	70.96%
Internet not accessed from dwelling	1,423	24.88%
Not stated	238	4.16%
Total	5,719	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	6,807	6,732	13,539	86.46%
Europe	90	105	195	1.25%
Africa & Middle East	3	3	6	0.04%
Asia	21	65	86	0.55%
Americas	0	3	3	0.02%
Other	914	917	1,831	11.69%
Total	7,835	7,825	15,660	100%