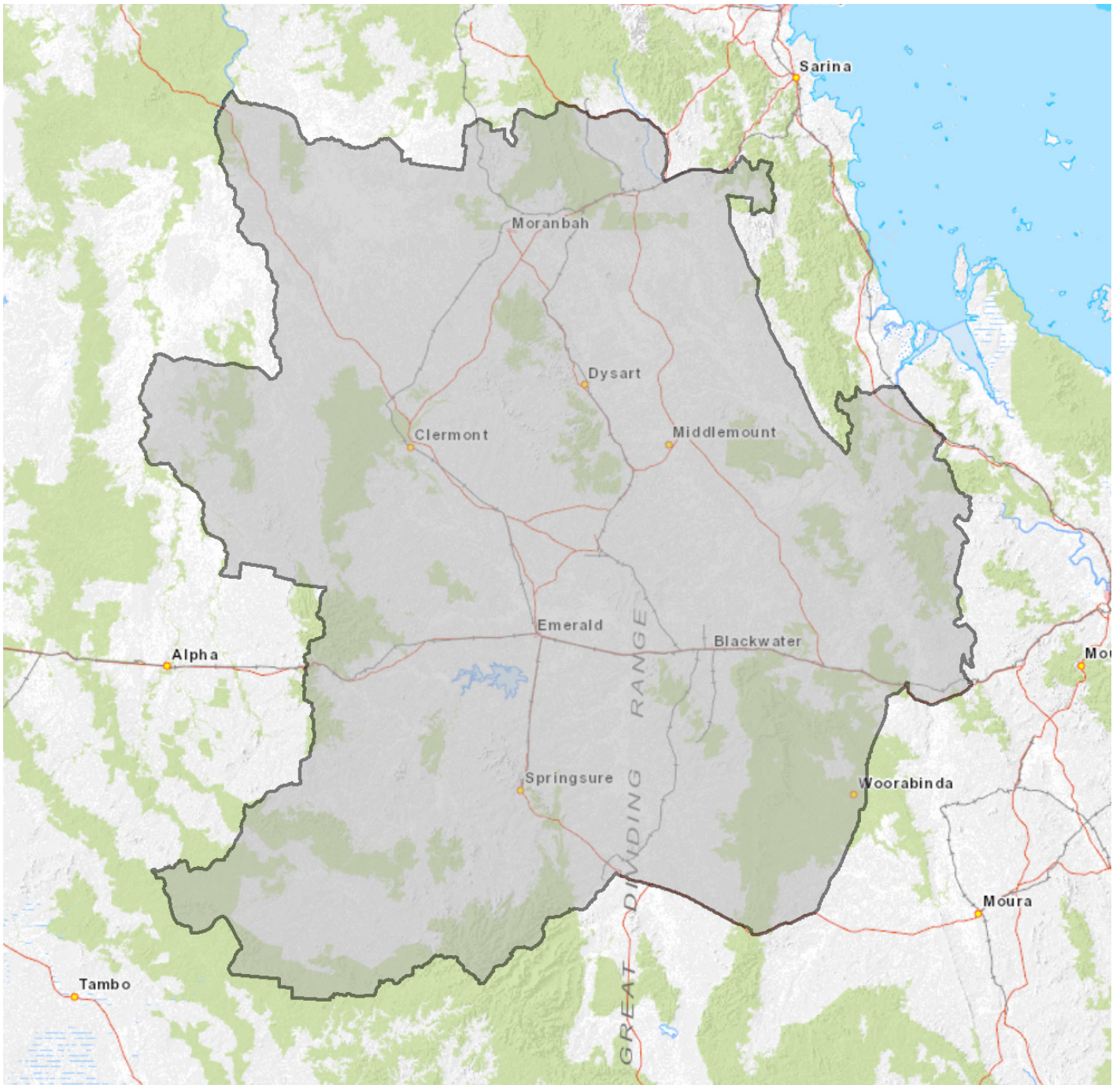


EMERALD

HIT 94.7 EMERALD • 4HI



Station Name	Hit 94.7 Emerald	4HI
Call Sign	4HIT	4HI
Frequency	94.7 MHz	1143 kHz
Network	Southern Cross Austereo	Resonate Broadcasting
Address	PO Box 424, Emerald, QLD 4720	PO Box 267, Emerald, QLD 4720
Phone	07 4982 3455	07 4982 2422
Fax	07 4982 0499	07 4987 5773
Email	rockhampton-reception@sca.com.au	daniel.smith@resonateradio.com.au
Web Address	hit.com.au/emerald	facebook.com/4HIEmerald
Description of Content/Format	Top 40	Best Songs of All Time
Demographic Profile of Station Audience	18-35	35+

EMERALD

Emerald is located in the Central Highlands of Queensland, about 250 kilometres west of Rockhampton on the intersection of the Gregory and Capricorn Highways. Emerald is the hub of the transport routes that service Central West Queensland, the Central Highlands and the Queensland Bowen Basin coal mining region.

Emerald is a mining town, producing coal for export. A major tourist attraction – the large Gemfields west of Emerald, incorporating the townships of Anakie, Willows, Sapphire, and Rubyvale, are renowned for their sapphires. The region supports gem fossicking, coal mining, cattle, and a variety of agricultural industries, including cotton.

In comparison to the 2011 census, the population within the radio licence area of Emerald has decreased by 4.87% to 51,582. Emerald has a very young population; 51% of families have children and 36% of the population is aged less than 25 years. The birthplace for 81% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 9,657 people attending an educational institution, 57% were in infants or primary, 29% were attending a secondary educational institution, 8% attending University or another tertiary institution and 6% attending TAFE. Of the 15,711 people who already have a tertiary qualification, 24% have a degree and 76% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (16,014) in Emerald, 21% are owned outright and 23% are mortgaged. Private rental properties represent 46% of total dwellings. 12% of the total households (15,810) in Emerald have a household income range between \$21,000 – \$41,999pa, 17% between \$42,000 – \$77,999pa, 12% between \$78,000 – \$103,999pa, and 42% over \$104,000pa.

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

AGRICULTURE

Traditionally the district's economy has depended on agriculture, however coal mining is now a driving force.

The Emerald radio licence area holds over 1.3 million beef cattle. The area has an established feedlot industry and a modern cattle sale yard facility. The area also produces grain, cotton, as well as some sugar, nuts, beans and sweet corn. There are over 94 thousand orchard fruit and nut trees in the region.

Wheat, oats, barley, sorghum, maize and cereal are grown; in 2016 the area produced over 37 thousand tonnes of wheat for grain and 252 thousand tonnes of cereals for grain.

EMPLOYMENT

The majority (67%) of the labour force of 26,233 is employed full time. The main industries of employment are:

- Mining;
- Wholesale Trade/Retail Trade/Accommodation and Food Services; and
- Agriculture Forestry and Fishing.

Being a mining town, 29% of the workforce is employed in the industry.

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	22,721	19,297	42,018	81.46%
0-9 years	4,840	4,724	9,564	18.54%
10-17 years	2,668	2,403	5,071	9.83%
18-24 years	1,990	1,972	3,962	7.68%
25-39 years	6,865	6,188	13,053	25.31%
40-54 years	6,121	4,982	11,103	21.52%
55-64 years	3,104	2,237	5,341	10.35%
65-74 years	1,450	1,053	2,503	4.85%
75+ years	523	462	985	1.91%
Total 2011 population	29,437	24,783	54,220	
Total 2016 population	27,561	24,021	51,582	100%
% change 2011-2016			-4.87%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	17,451	66.52%
Part-time employed	5,781	22.04%
Not stated employed	1,621	6.18%
Unemployed	1,380	5.26%
Total labour force	26,233	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	266	1.68%
\$7,750 – \$20,999	532	3.36%
\$21,000 – \$41,999	1,847	11.68%
\$42,000 – \$77,999	2,691	17.02%
\$78,000 – \$103,999	1,871	11.83%
\$104,000 – \$129,999	2,235	14.14%
\$130,000 – \$155,999	1,224	7.74%
\$160,000 – \$181,999	707	4.47%
\$182,000 – \$207,999	955	6.04%
\$208,000+	1,514	9.58%
Not stated	1,968	12.45%
Total households	15,810	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	6,116	51.24%
Couple families – No children	4,372	36.63%
Single parents	1,370	11.48%
Other families	79	0.66%
Total families	11,937	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	6,508	26.23%
Technicians & trade workers/ Community & personal service workers	6,136	24.73%
Clerical & administrative workers	2,484	10.01%
Sales workers	1,476	5.95%
Machinery operators & drivers/Labourers	7,861	31.68%
Not stated	348	1.4%
Total	24,813	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,531	14.5%
Mining	6,970	28.62%
Manufacturing/Electricity, gas, water & waste services/Construction	1,900	7.8%
Wholesale trade/Retail trade/ Accommodation & food services	3,579	14.7%
Transport, postal & warehousing/ Information, media & communications	1,107	4.55%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,126	4.62%
Professional scientific & technical services	439	1.8%
Public administration & safety	1,007	4.13%
Education & training/Health care & social assistance	2,921	11.99%
Arts & recreation services	82	0.34%
Other services	936	3.84%
Not stated	756	3.1%
Total	24,354	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	183,068
Alcoholic beverages	26,356
Clothing & footwear	33,630
Household furnishings & equipment	44,030
Furniture & floor coverings	13,433
Household appliances	11,212
Household services & operation	37,351
Medical care & health expenses	65,475
Motor vehicle purchase	45,831
Motor vehicle running costs	115,648
Recreation	136,867
Recreational & educational equipment	34,216
Holidays	59,994
Personal care	23,146

EMERALD

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	2,817	2,694	5,511	10.86%
Secondary	1,482	1,338	2,820	7.5%
TAFE	176	403	579	0.9%
University	215	532	747	0.85%
Total	4,690	4,967	9,657	18.72%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	3,354	20.94%
Mortgaged	3,728	23.28%
Private rental	7,371	46.03%
Housing authority/Not stated	1,346	8.41%
Other tenure type	215	1.34%
Total dwellings	16,014	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	3,786	7.34%
Certificate	11,925	23.12%
Total	15,711	30.46%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	229	6.81%
\$450 – \$799 per month	147	4.37%
\$800 – \$999 per month	156	4.64%
\$1,000 – \$1,799 per month	1,046	31.12%
\$1,800 – \$2,399 per month	846	25.17%
\$2,400 – \$2,999 per month	369	10.98%
\$3,000 – \$3,999 per month	278	8.27%
\$4,000+ per month	112	3.33%
Not stated	178	5.3%
Total mortgaged dwellings	3,361	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	548	3.42%
1 vehicle	4,509	28.18%
2+ vehicles	10,331	64.56%
Not stated	614	3.84%
Total	16,002	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	9,079,923
Cereal crops – Wheat for grain – Production (t)	37,677
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	2,092
Cereal crops – Sorghum for grain – Production (t)	202,428
Cereal crops – Total for grain – Production (t)	252,012
Vegetables for human consumption – Tomatoes – Total production (t)	8
Vegetables for human consumption – Total area (ha)	85
Fruit & nuts – Avocados – Production (kg)	6,153
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.)	94,404
Fruit & nuts – Grapes – Total area (ha)	832
Livestock – Sheep & lambs – Total (no.)	4,378
Livestock – Dairy cattle – Total (no.)	2,339
Livestock – Meat cattle – Total (no.)	1,372,037

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	13,271	82.47%
Internet not accessed from dwelling	2,349	14.6%
Not stated	471	2.93%
Total	16,091	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	21,908	19,635	41,543	81.42%
Europe	366	289	655	1.28%
Africa & Middle East	193	189	382	0.75%
Asia	371	503	874	1.71%
Americas	25	35	60	0.12%
Other	4,383	3,123	7,506	14.71%
Total	27,246	23,774	51,020	100%