

# IPSWICH

## RIVER 94.9



<b>Station Name</b>	River 94.9
<b>Call Sign</b>	4MIX
<b>Frequency</b>	94.9 MHz
<b>Network</b>	Grant Broadcasters
<b>Address</b>	PO Box 2394, North Ipswich, QLD 4305
<b>Phone</b>	07 3813 1000
<b>Fax</b>	07 3812 3060
<b>Email</b>	admin@river949.com
<b>Web Address</b>	<a href="http://river949.com.au">river949.com.au</a>
<b>Description of Content/Format</b>	Adult Variety
<b>Demographic Profile of Station Audience</b>	35-54

# IPSWICH

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Ipswich is approximately 40 kilometres west of Brisbane. A large percentage of the population in the River 94.9's licence area also falls within the Brisbane radio licence area. River 94.9's broadcast area extends from the western suburbs of Brisbane to Toowoomba.

In comparison to the 2011 census, the population within the radio licence area of Ipswich has increased by 13.04% to 278,156. 44% of the population is aged 40 years and over. 44% of families (72,919) 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 60,724 people attending an educational institution, 45% were in infants or primary, 32% were attending a secondary educational institution, 15% attending University or another tertiary institution and 8% attending TAFE. Of the 94,976 people who already have a tertiary qualification, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (92,424) in the Ipswich radio licence area, 26% are owned outright and 37% are mortgaged. Private rental properties represent 32% of total dwellings. 19% of the total households (91,844) in Ipswich have a household income range between \$21,000 – \$41,999pa, 26% between \$42,000 – \$77,999pa, 13% between \$78,000 – \$103,999pa, and 27% over \$104,000pa.

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

## AGRICULTURE

River 94.9's radio licence area is more urban than rural. There are over 41 thousand orchard trees including nut trees in the region. The area produced over 214 thousand kilograms of avocados, 46 thousand kilograms of nectarines, and 32 thousand kilograms of peaches.

The area supports a number of cattle stations; there are over 111 thousand beef cattle and 13 thousand dairy cattle.

The Lockyer Valley and Fassifern Valley grow a wide range of vegetable crops. Cereal crops are grown in the west where the licence area extends into the Darling Downs around Gatton. Over 23 thousand tonnes of cereals for grain were produced.

## EMPLOYMENT

The majority (58%) of the labour force of 131,111 is employed full time. The main industries of employment are:

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

Ipswich's economy is largely dependent on Brisbane. The job opportunities are more typical of major city than a regional centre

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## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	116,073	118,689	234,762	84.4%
0-9 years	22,340	21,054	43,394	15.6%
10-17 years	16,060	14,887	30,947	11.13%
18-24 years	12,654	12,885	25,539	9.18%
25-39 years	27,823	29,437	57,260	20.59%
40-54 years	27,383	28,151	55,534	19.97%
55-64 years	15,481	15,510	30,991	11.14%
65-74 years	10,915	10,809	21,724	7.81%
75+ years	5,757	7,010	12,767	4.59%
Total 2011 population	122,705	123,354	246,059	
<b>Total 2016 population</b>	<b>138,413</b>	<b>139,743</b>	<b>278,156</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>13.04%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	76,667	58.47%
Part-time employed	36,643	27.95%
Not stated employed	6,487	4.95%
Unemployed	11,314	8.63%
<b>Total labour force</b>	<b>131,111</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	1,180	1.28%
\$7,750 – \$20,999	3,439	3.74%
\$21,000 – \$41,999	17,568	19.13%
\$42,000 – \$77,999	23,582	25.68%
\$78,000 – \$103,999	12,180	13.26%
\$104,000 – \$129,999	10,202	11.11%
\$130,000 – \$155,999	6,106	6.65%
\$160,000 – \$181,999	3,449	3.76%
\$182,000 – \$207,999	1,982	2.16%
\$208,000+	3,001	3.27%
Not stated	9,155	9.97%
<b>Total households</b>	<b>91,844</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	32,200	44.16%
Couple families – No children	25,787	35.36%
Single parents	13,952	19.13%
Other families	980	1.34%
<b>Total families</b>	<b>72,919</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	30,044	25.04%
Technicians & trade workers/ Community & personal service workers	32,481	27.07%
Clerical & administrative workers	16,553	13.8%
Sales workers	10,883	9.07%
Machinery operators & drivers/Labourers	28,020	23.35%
Not stated	2,010	1.68%
<b>Total</b>	<b>119,991</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	4,711	3.97%
Mining	1,039	0.88%
Manufacturing/Electricity, gas, water & waste services/Construction	22,915	19.33%
Wholesale trade/Retail trade/ Accommodation & food services	21,965	18.53%
Transport, postal & warehousing/ Information, media & communications	8,571	7.23%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	8,135	6.86%
Professional scientific & technical services	5,150	4.34%
Public administration & safety	9,998	8.44%
Education & training/Health care & social assistance	24,772	20.9%
Arts & recreation services	1,067	0.9%
Other services	4,541	3.83%
Not stated	5,664	4.78%
<b>Total</b>	<b>118,528</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	1,156,167
Alcoholic beverages	163,875
Clothing & footwear	231,374
Household furnishings & equipment	260,583
Furniture & floor coverings	86,337
Household appliances	63,201
Household services & operation	246,857
Medical care & health expenses	396,321
Motor vehicle purchase	266,535
Motor vehicle running costs	671,814
Recreation	868,022
Recreational & educational equipment	225,474
Holidays	406,170
Personal care	151,177



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## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	14,099	13,273	27,372	9.84%
Secondary	9,838	9,445	19,283	6.93%
TAFE	1,612	3,135	4,747	1.71%
University	3,455	5,867	9,322	3.35%
<b>Total</b>	<b>2,904</b>	<b>31,720</b>	<b>60,724</b>	<b>21.83%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	23,864	25.82%
Mortgaged	33,915	36.7%
Private rental	29,157	31.55%
Housing authority/Not stated	5,159	5.58%
Other tenure type	329	0.36%
<b>Total dwellings</b>	<b>92,424</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	25,548	9.18%
Certificate	69,428	24.96%
<b>Total</b>	<b>94,976</b>	<b>34.14%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	1,700	5.24%
\$450 – \$799 per month	1,674	5.16%
\$800 – \$999 per month	1,798	5.54%
\$1,000 – \$1,799 per month	14,092	43.41%
\$1,800 – \$2,399 per month	7,359	22.67%
\$2,400 – \$2,999 per month	2,437	7.51%
\$3,000 – \$3,999 per month	1,499	4.62%
\$4,000+ per month	640	1.97%
Not stated	1,266	3.9%
<b>Total mortgaged dwellings</b>	<b>32,465</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	4,287	4.61%
1 vehicle	28,642	30.78%
2+ vehicles	56,932	61.19%
Not stated	3,178	3.42%
<b>Total</b>	<b>93,039</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	339,407
Cereal crops – Wheat for grain – Production (t)	3,070
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	3,312
Cereal crops – Sorghum for grain – Production (t)	4,861
Cereal crops – Total for grain – Production (t)	23,471
Vegetables for human consumption – Tomatoes – Total production (t)	1,612
Vegetables for human consumption – Total area (ha)	12,021
Fruit & nuts – Avocados – Production (kg)	214,771
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	46,264
Fruit & nuts – Peaches – Production (kg)	32,176
Fruit & nuts – Nuts – Total trees (no.)	7,716
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	41,749
Fruit & nuts – Grapes – Total area (ha)	7
Livestock – Sheep & lambs – Total (no.)	1,253
Livestock – Dairy cattle – Total (no.)	13,756
Livestock – Meat cattle – Total (no.)	111,132

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	76,693	82.25%
Internet not accessed from dwelling	14,150	15.18%
Not stated	2,398	2.57%
<b>Total</b>	<b>93,241</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	111,050	111,941	222,991	81.38%
Europe	5,804	5,769	11,573	4.22%
Africa & Middle East	932	877	1,809	0.66%
Asia	3,519	4,527	8,046	2.94%
Americas	315	353	668	0.24%
Other	14,384	14,533	28,917	10.55%
<b>Total</b>	<b>136,004</b>	<b>138,000</b>	<b>274,004</b>	<b>100%</b>