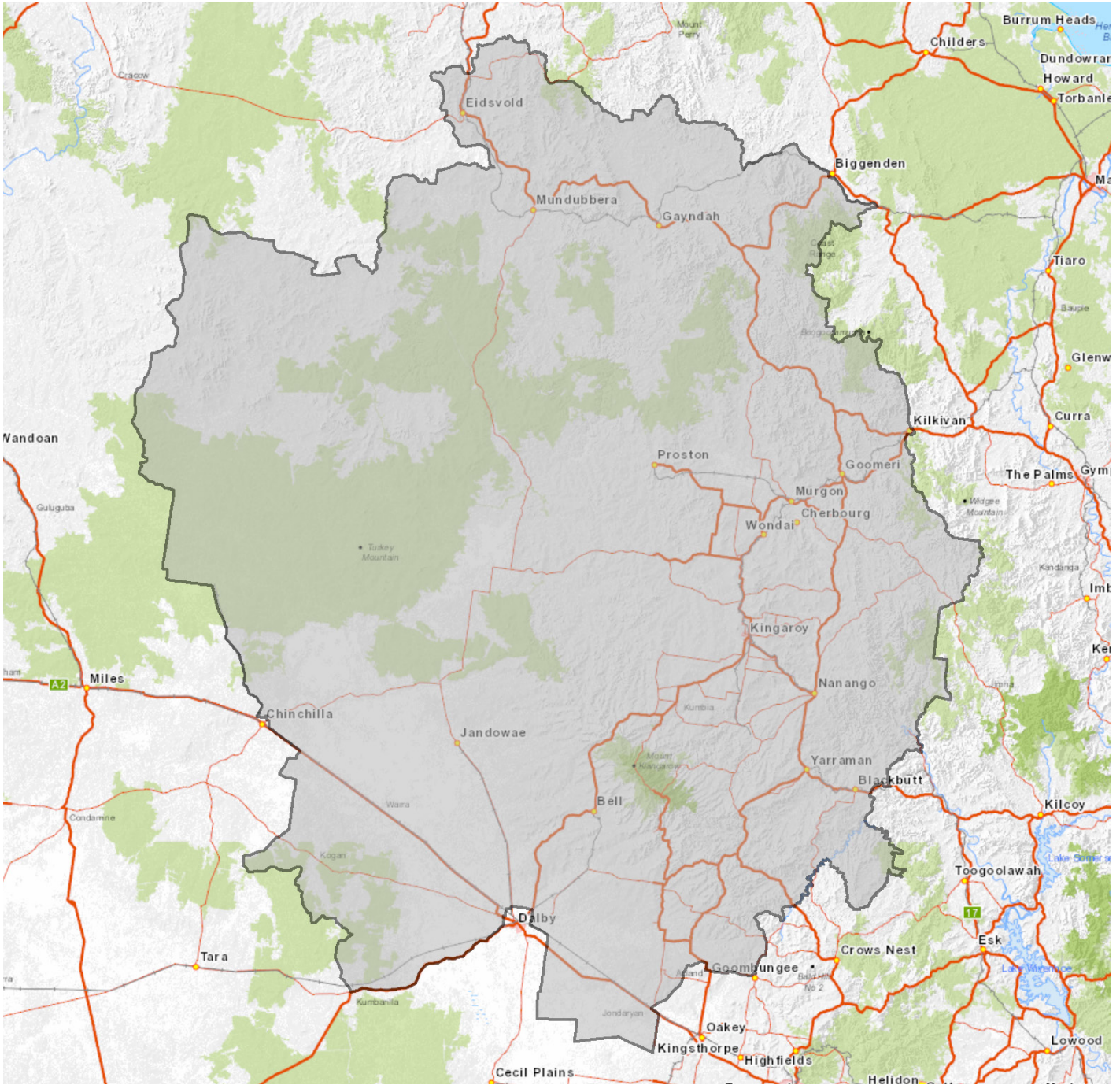


# KINGAROY

HIT 89.1 SOUTH BURNETT • 4SB 1071 AM



<b>Station Name</b>	Hit 89.1 South Burnett	4SB 1071 AM
<b>Call Sign</b>	4KRY	4SB
<b>Frequency</b>	89.1 MHz	1071 kHz
<b>Network</b>	Southern Cross Austereo	Resonate Broadcasting
<b>Address</b>	PO Box 305, Kingaroy, QLD 4610	PO Box 1172, Kingaroy, QLD 4610
<b>Phone</b>	07 4162 4888	07 4162 3440
<b>Email</b>	kingaroy.reception@sca.com.au, news-southqld@sca.com.au	sales@4sb.com.au
<b>Web Address</b>	<a href="http://hit.com.au/southburnett">hit.com.au/southburnett</a>	<a href="https://facebook.com/4SB1071">facebook.com/4SB1071</a>
<b>Description of Content/Format</b>	Adult Contemporary	Classic Hits
<b>Demographic Profile of Station Audience</b>	18-39	30-60

# KINGAROY

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Kingaroy is located in southeast Queensland, inland from Noosa and the Sunshine Coast. Kingaroy is the centre of a rich agricultural district just north of Toowoomba and the Darling Downs. Kingaroy is also home to coal mining facility, Meandu, and Power Station Tarong, which employ between 200-300 staff. The Swickers (Sunpork Pty Ltd) Abattoir, the largest pork processing abattoir in the Southern Hemisphere, is also located in Kingaroy.

In comparison to the 2011 census, the population within the radio licence area of Kingaroy has increased 3.89% to 62,513. Over 55% of the population is aged 40 years and over.

The birthplace for 86% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 11,026 people attending an educational institution, 51% were in infants or primary, 36% were attending a secondary educational institution, 6% attending university or another tertiary institution and 7% attending TAFE. Of the 18,451 people who already have a tertiary qualification, 22% have a degree and 78% have a certificate, diploma or another tertiary qualification.

The area also has a high level of home ownership; of the total dwellings (22,838) in Kingaroy, 41% are owned outright and 28% are mortgaged. Private rental properties represent 24% of total dwellings. Of the total households (22,573) in Kingaroy, 28% have a household income range between \$21,000 – \$41,999pa, 25% between \$42,000 – \$77,999pa, 10% between \$78,000 – \$103,999pa, and 17% 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

The distinctive rich red soil farmland around Kingaroy and the Darling Downs to the south is one of Australia's most important agricultural areas and produces a wide variety of crops. The area is probably best known for its peanuts. There are over 1 million orchard fruit trees, including nuts, in the region. Over 1.7 million kilograms of avocados and 289 thousand kilograms of peaches were produced.

The region is also a large cotton growing area as well as producing grain. The area produced nearly 100 thousand tonnes of wheat for grain and over 529 thousand tonnes of cereal for grain.

The region has a strong dairy and beef industry, with over 561 thousand beef cattle. There are also over 20 thousand dairy cattle and over 11 thousand head of sheep and lambs.

## EMPLOYMENT

Kingaroy is a farming area; almost 23% of the workforce is agricultural. The majority (58%) of the labour force of 26,632 is employed full time. The main industries of employment are:

- Agriculture Forestry and Fishing;
- Education and Training/Health Care and Social Assistance; and
- Manufacturing/Electricity Gas Water and Waste Services/Construction.

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	27,551	26,773	54,324	86.9%
0-9 years	4,227	3,962	8,189	13.1%
10-17 years	3,470	3,172	6,642	10.62%
18-24 years	2,043	1,890	3,933	6.29%
25-39 years	4,542	4,746	9,288	14.86%
40-54 years	6,275	6,220	12,495	19.99%
55-64 years	4,483	4,530	9,013	14.42%
65-74 years	4,289	3,907	8,196	13.11%
75+ years	2,449	2,308	4,757	7.61%
Total 2011 population	30,423	29,747	60,170	
<b>Total 2016 population</b>	<b>31,778</b>	<b>30,735</b>	<b>62,513</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>3.89%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	15,437	57.96%
Part-time employed	7,938	29.91%
Not stated employed	1,448	5.44%
Unemployed	1,809	6.79%
<b>Total labour force</b>	<b>26,632</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	497	2.2%
\$7,750 – \$20,999	1,449	6.42%
\$21,000 – \$41,999	6,303	27.92%
\$42,000 – \$77,999	5,748	25.46%
\$78,000 – \$103,999	2,215	9.81%
\$104,000 – \$129,999	1,735	7.69%
\$130,000 – \$155,999	890	3.94%
\$160,000 – \$181,999	419	1.86%
\$182,000 – \$207,999	329	1.46%
\$208,000+	477	2.11%
Not stated	2,511	11.12%
<b>Total households</b>	<b>22,573</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	6,085	37.05%
Couple families – No children	7,707	46.93%
Single parents	2,440	14.86%
Other families	192	1.17%
<b>Total families</b>	<b>16,424</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	8,129	32.79%
Technicians & trade workers/ Community & personal service workers	5,598	22.58%
Clerical & administrative workers	2,443	9.85%
Sales workers	1,815	7.32%
Machinery operators & drivers/Labourers	6,388	25.77%
Not stated	420	1.69%
<b>Total</b>	<b>24,793</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	5,498	22.46%
Mining	810	3.31%
Manufacturing/Electricity, gas, water & waste services/Construction	3,990	16.3%
Wholesale trade/Retail trade/ Accommodation & food services	3,678	15.02%
Transport, postal & warehousing/ Information, media & communications	905	3.7%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	945	3.86%
Professional scientific & technical services	620	2.53%
Public administration & safety	1,199	4.9%
Education & training/Health care & social assistance	4,790	19.57%
Arts & recreation services	75	0.31%
Other services	848	3.46%
Not stated	1,123	4.59%
<b>Total</b>	<b>24,481</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	263,457
Alcoholic beverages	37,911
Clothing & footwear	48,535
Household furnishings & equipment	63,237
Furniture & floor coverings	19,343
Household appliances	16,081
Household services & operation	53,832
Medical care & health expenses	94,102
Motor vehicle purchase	65,792
Motor vehicle running costs	166,009
Recreation	196,995
Recreational & educational equipment	49,310
Holidays	86,536
Personal care	33,346

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	2,904	2,765	5,669	9.07%
Secondary	2,080	1,914	3,994	6.39%
TAFE	234	522	756	1.21%
University	131	476	607	0.97%
<b>Total</b>	<b>5,349</b>	<b>5,677</b>	<b>11,026</b>	<b>17.64%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	9,255	40.52%
Mortgaged	6,375	27.91%
Private rental	5,547	24.29%
Housing authority/Not stated	1,516	6.64%
Other tenure type	145	0.63%
<b>Total dwellings</b>	<b>22,838</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	4,110	6.57%
Certificate	14,341	22.94%
<b>Total</b>	<b>18,451</b>	<b>29.52%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	716	12.1%
\$450 – \$799 per month	756	12.77%
\$800 – \$999 per month	626	10.58%
\$1,000 – \$1,799 per month	2,260	38.19%
\$1,800 – \$2,399 per month	714	12.06%
\$2,400 – \$2,999 per month	236	3.99%
\$3,000 – \$3,999 per month	172	2.91%
\$4,000+ per month	102	1.72%
Not stated	336	5.68%
<b>Total mortgaged dwellings</b>	<b>5,918</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,040	4.55%
1 vehicle	7,285	31.88%
2+ vehicles	13,506	59.11%
Not stated	1,019	4.46%
<b>Total</b>	<b>22,850</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	2,401,214
Cereal crops – Wheat for grain – Production (t)	99,974
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	98,065
Cereal crops – Sorghum for grain – Production (t)	295,984
Cereal crops – Total for grain – Production (t)	529,358
Vegetables for human consumption – Tomatoes – Total production (t)	8
Vegetables for human consumption – Total area (ha)	607
Fruit & nuts – Avocados – Production (kg)	1,783,566
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	113,022
Fruit & nuts – Peaches – Production (kg)	289,622
Fruit & nuts – Nuts – Total trees (no.)	30,808
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	1,005,739
Fruit & nuts – Grapes – Total area (ha)	295
Livestock – Sheep & lambs – Total (no.)	11,130
Livestock – Dairy cattle – Total (no.)	20,574
Livestock – Meat cattle – Total (no.)	561,584

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	16,844	72.93%
Internet not accessed from dwelling	5,555	24.05%
Not stated	698	3.02%
<b>Total</b>	<b>23,097</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	27,132	26,144	53,276	85.94%
Europe	828	806	1,634	2.64%
Africa & Middle East	57	72	129	0.21%
Asia	277	422	699	1.13%
Americas	34	24	58	0.09%
Other	3,271	2,923	6,194	9.99%
<b>Total</b>	<b>31,599</b>	<b>30,391</b>	<b>61,990</b>	<b>100%</b>