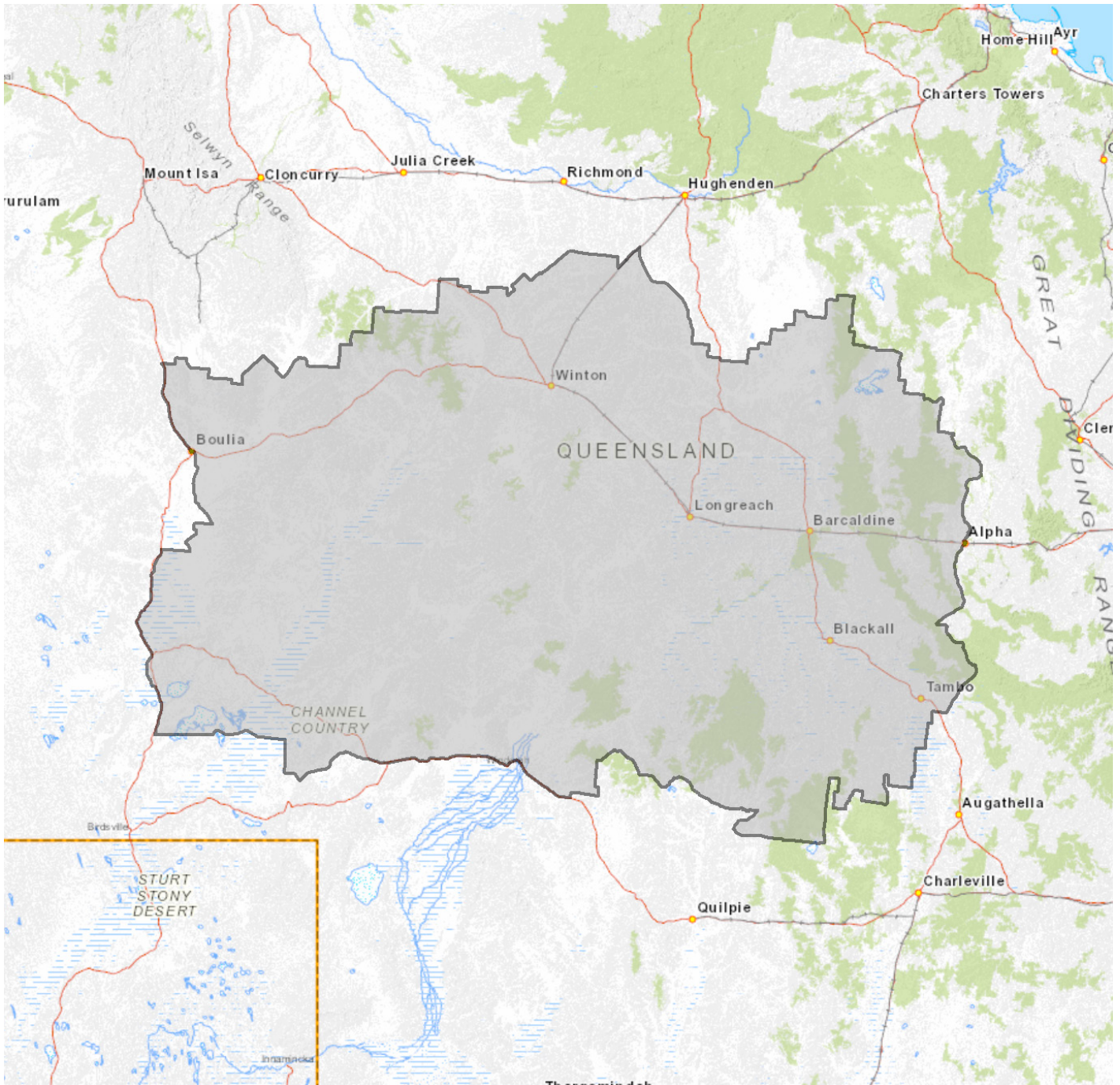


# LONGREACH

4LG • WEST FM



<b>Station Name</b>	4LG	West FM
<b>Call Sign</b>	4LG	4LRE
<b>Frequency</b>	1098 kHz	104.5 MHz
<b>Network</b>	Resonate Broadcasting	Resonate Broadcasting
<b>Address</b>	PO Box 20, Longreach, QLD 4730	PO Box 20, Longreach, QLD 4730
<b>Phone</b>	07 4658 3333	07 4658 3333
<b>Fax</b>	07 4658 1627	07 4658 1627
<b>Email</b>	<a href="mailto:laura@radio4lg.com.au">laura@radio4lg.com.au</a>	<a href="mailto:laura@radio4lg.com.au">laura@radio4lg.com.au</a>
<b>Web Address</b>	<a href="https://facebook.com/4lgWestFm">facebook.com/4lgWestFm</a>	<a href="https://facebook.com/4lgWestFm">facebook.com/4lgWestFm</a>
<b>Description of Content/Format</b>	Classic Hits	Hot Adult Contemporary
<b>Demographic Profile of Station Audience</b>	30+	16-39

# LONGREACH

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Famous for being the first base for Qantas Airlines, Longreach is a thriving regional centre in Central Western Queensland, about 1,200 kilometres northwest of Brisbane on the Landsborough Highway and 700 kilometres west of Rockhampton on the Tropic of Capricorn. Longreach is a regional administrative, pastoral and tourism centre. 4LG's licence area is the largest in Australia covering an area approximately twice the size of Victoria. The licence area stretches down almost to the South Australian border.

The population within the radio licence area of Longreach is 13,243; a 15.02% decrease from the 2011 census. Over 52% of the population is aged over 40 years. The birthplace for 88% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Extensive educational facilities are offered in Longreach. There are pre-schools, a kindergarten, primary schools, a state high school, TAFE Annex, an Open Learning Centre, School of Distance Education, a Regional School Support Centre, a Special Education unit and the Australian Agricultural College.

Of the 1,986 people attending an educational institution, 58% were in infants or primary, 27% were attending a secondary educational institution, 9% attending university or another tertiary institution and 6% attending TAFE. Of the 3,951 people who already have a tertiary qualification, 29% have a degree and 71% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (4,854) in Longreach, 39% are owned outright and 22% are mortgaged. Private rental properties represented one quarter of total dwellings. 21% of the total households (4,893) in Longreach have a household income range between \$21,000 – \$41,999pa, 24% between \$42,000 – \$77,999pa, 10% between \$78,000 – \$103,999pa, and 21% over \$104,000pa.

Most major banks, car dealers and a selection of national retail, chain and independent stores are represented in the district.

Tourism is a major industry, with Longreach being home of the Australian Stockman's Hall of Fame, the Qantas Founders Outback Museum and a number of outback attractions.

## AGRICULTURE

Outback western Queensland is tough country. The Longreach radio licence area holds over 851 thousand beef cattle. The area provides grazing land for over 398 thousand sheep and lambs.

## EMPLOYMENT

The area around Longreach is a farming community. Almost 35% of the workforce is on the land. Longreach has a thriving economy and business sector. The majority (71%) of the labour force of 7,234 is employed full time. The main industries of employment are:

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

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	5,805	5,649	11,454	86.49%
0-9 years	902	887	1,789	13.51%
10-17 years	520	556	1,076	8.13%
18-24 years	533	471	1,004	7.58%
25-39 years	1,156	1,257	2,413	18.22%
40-54 years	1,370	1,436	2,806	21.19%
55-64 years	1,069	911	1,980	14.95%
65-74 years	746	607	1,353	10.22%
75+ years	411	411	822	6.21%
Total 2011 population	8,084	7,499	15,583	
<b>Total 2016 population</b>	<b>6,707</b>	<b>6,536</b>	<b>13,243</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>-15.02%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	5,158	71.3%
Part-time employed	1,415	19.56%
Not stated employed	441	6.1%
Unemployed	220	3.04%
<b>Total labour force</b>	<b>7,234</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	178	3.64%
\$7,750 – \$20,999	268	5.48%
\$21,000 – \$41,999	1,012	20.68%
\$42,000 – \$77,999	1,170	23.91%
\$78,000 – \$103,999	509	10.4%
\$104,000 – \$129,999	399	8.15%
\$130,000 – \$155,999	235	4.8%
\$160,000 – \$181,999	133	2.72%
\$182,000 – \$207,999	94	1.92%
\$208,000+	151	3.09%
Not stated	744	15.21%
<b>Total households</b>	<b>4,893</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	1,324	40.13%
Couple families – No children	1,535	46.53%
Single parents	405	12.28%
Other families	35	1.06%
<b>Total families</b>	<b>3,299</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	2,783	39.39%
Technicians & trade workers/ Community & personal service workers	1,338	18.94%
Clerical & administrative workers	685	9.7%
Sales workers	380	5.38%
Machinery operators & drivers/Labourers	1,763	24.95%
Not stated	116	1.64%
<b>Total</b>	<b>7,065</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,372	34.32%
Mining	162	2.34%
Manufacturing/Electricity, gas, water & waste services/Construction	593	8.58%
Wholesale trade/Retail trade/ Accommodation & food services	870	12.59%
Transport, postal & warehousing/ Information, media & communications	317	4.59%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	198	2.86%
Professional scientific & technical services	131	1.9%
Public administration & safety	690	9.98%
Education & training/Health care & social assistance	1,076	15.57%
Arts & recreation services	82	1.19%
Other services	161	2.33%
Not stated	260	3.76%
<b>Total</b>	<b>6,912</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	55,956
Alcoholic beverages	8,055
Clothing & footwear	10,279
Household furnishings & equipment	13,458
Furniture & floor coverings	4,106
Household appliances	3,427
Household services & operation	11,416
Medical care & health expenses	20,013
Motor vehicle purchase	14,008
Motor vehicle running costs	35,348
Recreation	41,834
Recreational & educational equipment	10,458
Holidays	18,337
Personal care	7,074

# LONGREACH

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	588	564	1,152	8.7%
Secondary	258	271	529	3.99%
TAFE	35	86	121	0.91%
University	48	136	184	1.39%
<b>Total</b>	<b>929</b>	<b>1,057</b>	<b>1,986</b>	<b>15%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	1,872	38.57%
Mortgaged	1,077	22.19%
Private rental	1,210	24.93%
Housing authority/Not stated	593	12.22%
Other tenure type	102	2.1%
<b>Total dwellings</b>	<b>4,854</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	1,140	8.61%
Certificate	2,811	21.23%
<b>Total</b>	<b>3,951</b>	<b>29.83%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	202	21.42%
\$450 – \$799 per month	90	9.54%
\$800 – \$999 per month	93	9.86%
\$1,000 – \$1,799 per month	304	32.24%
\$1,800 – \$2,399 per month	98	10.39%
\$2,400 – \$2,999 per month	29	3.08%
\$3,000 – \$3,999 per month	10	1.06%
\$4,000+ per month	32	3.39%
Not stated	85	9.01%
<b>Total mortgaged dwellings</b>	<b>943</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	288	5.86%
1 vehicle	1,499	30.49%
2+ vehicles	2,885	58.69%
Not stated	244	4.96%
<b>Total</b>	<b>4,916</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	22,671,121
Cereal crops – Wheat for grain – Production (t)	3,330
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	318
Cereal crops – Sorghum for grain – Production (t)	250
Cereal crops – Total for grain – Production (t)	4,056
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	0
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
Fruit & nuts – Grapes – Total area (ha)	0
Livestock – Sheep & lambs – Total (no.)	398,039
Livestock – Dairy cattle – Total (no.)	559
Livestock – Meat cattle – Total (no.)	851,131

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	3,636	73.69%
Internet not accessed from dwelling	1,114	22.58%
Not stated	184	3.73%
<b>Total</b>	<b>4,934</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	5,909	5,619	11,528	88.03%
Europe	67	97	164	1.25%
Africa & Middle East	12	13	25	0.19%
Asia	12	35	47	0.36%
Americas	0	3	3	0.02%
Other	674	654	1,328	10.14%
<b>Total</b>	<b>6,674</b>	<b>6,421</b>	<b>13,095</b>	<b>100%</b>