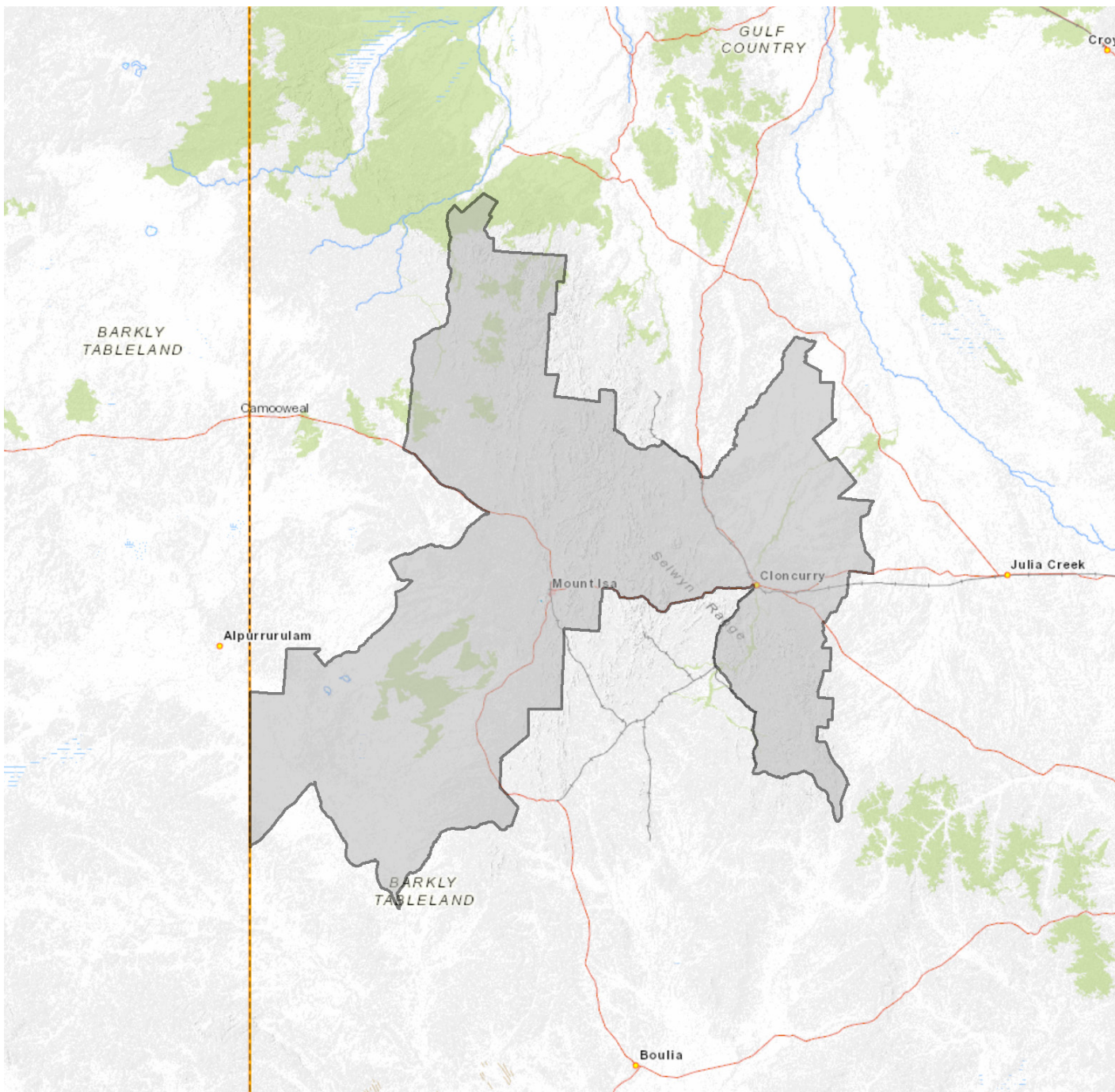


MOUNT ISA

HIT 102.5 MOUNT ISA • 4LM



Station Name	Hit 102.5 Mount Isa	4LM
Call Sign	4MIC	4LM
Frequency	102.5 MHz	666 kHz
Network	Southern Cross Austereo	Resonate Broadcasting
Address	PO Box 1557, Mt Isa, QLD 4825	PO Box 780, Mt Isa, QLD 4825
Phone	07 4744 9377	07 4743 3444
Fax	07 4744 9387	07 4743 5599
Email	Shane.Jurgens@sca.com.au	sales@4lm.com.au
Web Address	hit.com.au/mtisa	4lm.com.au
Description of Content/Format	Young Adult	Classic Hits
Demographic Profile of Station Audience		

MOUNT ISA

Mount Isa is a progressive mining city located in the heart of northwest Queensland and the Carpentaria-Mount Isa Mineral Province. It is located approximately 900 kilometres by road west of Townsville and 187 kilometres east of the Northern Territory border, in the beautiful Selwyn Ranges.

Mining and livestock are the major industries of northwest Queensland. Mount Isa also boasts a comprehensive range of industry, business services, and government agencies.

In comparison to the 2011 census, the population within the radio licence area of Mount Isa has decreased by 14.05% to 22,261. Mount Isa has a very young population; over 46% of families have children and over 36% of the population is aged less than 25 years. The birthplace for 79% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

A full range of educational facilities is available in Mount Isa, ranging from pre-school to TAFE. Of the 3,943 people attending an educational institution, half were in infants or primary, 31% were attending a secondary educational institution, 11% attending university or another tertiary institution and 8% attending TAFE.

Of the 7,373 people who already have a tertiary qualification, 28% have a degree and 72% have a certificate, diploma or another tertiary qualification.

Of the total dwellings in Mount Isa, 18% are owned outright and 31% are mortgaged. Private rental properties represented 37% of total dwellings. 11% of the total households (7,050) in Mount Isa have a household income range between \$21,000 – \$41,999pa, 15% between \$42,000 – \$77,999pa, 11% between \$78,000 – \$103,999pa, and 47% over \$104,000pa.

Renowned as one of the world's largest producers of copper, silver, lead and zinc – Mount Isa Mines is also a popular attraction. An increasing number of tourists visit the mines to fossick for gems and rocks.

AGRICULTURE

Mount Isa is primarily a mining city. Mount Isa Mines Ltd has the biggest underground network of mines in the world. It is one of the largest zinc mines in the world, with an estimated 650 million tonnes of resources. Other minerals in the area include copper, gold, nickel, limestone, phosphate, graphite, silica, cobalt, bismuth and manganese.

Apart from mining, the region's major industry is beef cattle grazing. Large rural properties carry over 196 thousand beef cattle.

Mount Isa has a diverse economic base, with the major components being mining and the associated support industries, mineral processing, tourism, government services and the pastoral industry.

EMPLOYMENT

The majority (71%) of the labour force of 11,762 is employed full time. The main industries of employment are:

- Mining;
- Education and Training/Health Care and Social Assistance; and
- Wholesale Trade/Retail Trade/Accommodation and Food Services.

Mount Isa is a mining city; nearly 30% of the workforce is directly involved in mining. A strong retail sector caters to the needs of this region. As the administrative centre for northwest Queensland, most government agencies have a presence in Mount Isa.

MOUNT ISA

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	9,814	8,716	18,530	83.24%
0-9 years	1,867	1,864	3,731	16.76%
10-17 years	1,169	1,074	2,243	10.08%
18-24 years	1,103	1,016	2,119	9.52%
25-39 years	3,077	2,821	5,898	26.49%
40-54 years	2,393	2,158	4,551	20.44%
55-64 years	1,216	949	2,165	9.73%
65-74 years	659	483	1,142	5.13%
75+ years	197	215	412	1.85%
Total 2011 population	14,051	11,848	25,899	
Total 2016 population	11,681	10,580	22,261	100%
% change 2011-2016			-14.05%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	8,359	71.07%
Part-time employed	2,002	17.02%
Not stated employed	717	6.1%
Unemployed	684	5.82%
Total labour force	11,762	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	104	1.48%
\$7,750 – \$20,999	238	3.38%
\$21,000 – \$41,999	740	10.5%
\$42,000 – \$77,999	1,087	15.42%
\$78,000 – \$103,999	786	11.15%
\$104,000 – \$129,999	1,065	15.11%
\$130,000 – \$155,999	612	8.68%
\$160,000 – \$181,999	537	7.62%
\$182,000 – \$207,999	420	5.96%
\$208,000+	689	9.77%
Not stated	772	10.95%
Total households	7,050	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	2,361	46.29%
Couple families – No children	1,844	36.15%
Single parents	843	16.53%
Other families	53	1.04%
Total families	5,101	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	2,761	24.95%
Technicians & trade workers/ Community & personal service workers	3,277	29.61%
Clerical & administrative workers	1,141	10.31%
Sales workers	714	6.45%
Machinery operators & drivers/Labourers	2,969	26.83%
Not stated	206	1.86%
Total	11,068	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	539	4.96%
Mining	3,232	29.71%
Manufacturing/Electricity, gas, water & waste services/Construction	847	7.79%
Wholesale trade/Retail trade/ Accommodation & food services	1,621	14.9%
Transport, postal & warehousing/ Information, media & communications	530	4.87%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	480	4.41%
Professional scientific & technical services	151	1.39%
Public administration & safety	698	6.42%
Education & training/Health care & social assistance	1,966	18.07%
Arts & recreation services	33	0.3%
Other services	398	3.66%
Not stated	382	3.51%
Total	10,877	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	81,764
Alcoholic beverages	11,791
Clothing & footwear	14,973
Household furnishings & equipment	19,714
Furniture & floor coverings	6,022
Household appliances	5,016
Household services & operation	16,711
Medical care & health expenses	29,228
Motor vehicle purchase	20,443
Motor vehicle running costs	51,638
Recreation	61,318
Recreational & educational equipment	15,391
Holidays	26,881
Personal care	10,312

MOUNT ISA

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	1,002	977	1,979	8.89%
Secondary	605	604	1,209	5.43%
TAFE	105	211	316	1.42%
University	125	314	439	1.97%
Total	1,837	2,106	3,943	17.71%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	1,290	18.06%
Mortgaged	2,190	30.66%
Private rental	2,667	37.34%
Housing authority/Not stated	938	13.13%
Other tenure type	57	0.8%
Total dwellings	7,142	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	2,097	9.42%
Certificate	5,276	23.7%
Total	7,373	33.12%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	79	3.86%
\$450 – \$799 per month	34	1.66%
\$800 – \$999 per month	87	4.25%
\$1,000 – \$1,799 per month	666	32.57%
\$1,800 – \$2,399 per month	677	33.11%
\$2,400 – \$2,999 per month	234	11.44%
\$3,000 – \$3,999 per month	111	5.43%
\$4,000+ per month	77	3.77%
Not stated	80	3.91%
Total mortgaged dwellings	2,045	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	537	7.46%
1 vehicle	2,296	31.91%
2+ vehicles	4,031	56.02%
Not stated	332	4.61%
Total	7,196	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	4,054,815
Cereal crops – Wheat for grain – Production (t)	1
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	0
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	1
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.)	0
Fruit & nuts – Grapes – Total area (ha)	0
Livestock – Sheep & lambs – Total (no.)	6,481
Livestock – Dairy cattle – Total (no.)	24
Livestock – Meat cattle – Total (no.)	196,870

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	5,648	78.4%
Internet not accessed from dwelling	1,308	18.16%
Not stated	248	3.44%
Total	7,204	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	9,262	8,198	17,460	79.37%
Europe	222	158	380	1.73%
Africa & Middle East	89	110	199	0.9%
Asia	301	425	726	3.3%
Americas	6	6	12	0.05%
Other	1,733	1,488	3,221	14.64%
Total	11,613	10,385	21,998	100%