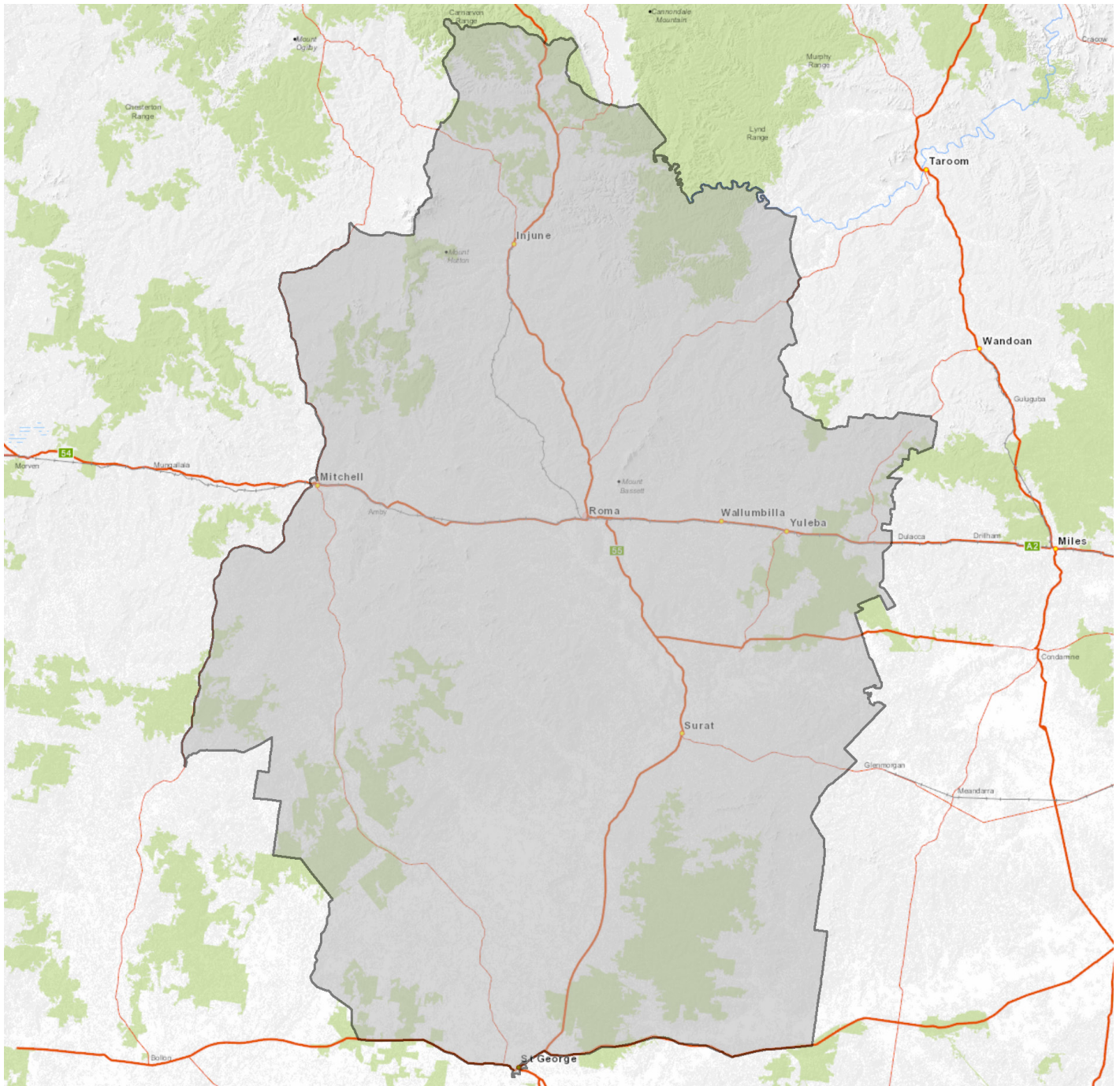


ROMA

HIT FM • 4ZR 1476AM



Station Name	Hit FM	4ZR 1476AM
Call Sign	4ROM	4ZR
Frequency	95.1 MHz	1476 kHz
Network	Southern Cross Austereo	Resonate Broadcasting
Address	Level 5, Easternwell Building, 10 Russell Street, Toowoomba, QLD 4350	PO Box 1172, Kingaroy, QLD 4610
Phone	07 4637 5111	07 4622 1800
Fax	-	-
Email	maranoa@hit.com.au	sales@4zr.com.au
Web Address	hit.com.au/maranoa	facebook.com/4ZR1476AM
Description of Content/Format	Contemporary Hit Radio	Classic Hits
Demographic Profile of Station Audience	18-39	30-60

ROMA

Roma lies inland in southwest Queensland, almost 500 kilometres west of Brisbane, at the intersection of the Warrego and Carnarvon Highways. Roma is on the Great Inland Way – the shortest and fastest route between Cairns and Melbourne. Roma is renowned for being the birthplace of Australia's rich oil and gas history and the Roma/Maranoa area houses significant gas and coal seam gas operations which engage many local contractors. Roma is also known for its prominence in Queensland's wine industry, and as Australia's largest cattle selling centre.

In comparison to the 2011 census, the population within the radio licence area of Roma has decreased by 5.54% to 18,194. The birthplace for 85% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

3,155 people (17%) were attending an educational institution in 2011; of these, 53% were in infants or primary, 32% were attending a secondary educational institution, 6% attending TAFE, and 9% attending university or another tertiary institution. Of the 5,667 people (31%) who already have a tertiary qualification, 28% have a degree and 72% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (6,298) in Roma, 33% are owned outright and 27% are mortgaged. Private rental properties represent 29% of total dwellings. 18% of the total households in Roma have a household income range between \$21,000 – \$41,999pa, 23% between \$42,000 – \$77,999pa, 12% between \$78,000 – \$103,999pa, and 26% over \$104,000pa.

AGRICULTURE

Roma lies at the heart of a rich sheep and cattle grazing area and boasts the largest store cattle market in Queensland. The livestock stations in the region support over 530 thousand beef cattle and over 147 thousand sheep and lambs.

EMPLOYMENT

The majority (68%) of the labour force of 9,646 is employed full time. The main industries of employment are:

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

Roma is a farming centre. Over a quarter of the workforce is employed on the land.

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	7,989	7,384	15,373	84.49%
0-9 years	1,516	1,305	2,821	15.51%
10-17 years	944	766	1,710	9.4%
18-24 years	673	638	1,311	7.21%
25-39 years	1,874	1,860	3,734	20.52%
40-54 years	1,954	1,792	3,746	20.59%
55-64 years	1,190	1,050	2,240	12.31%
65-74 years	870	705	1,575	8.66%
75+ years	484	573	1,057	5.81%
Total 2011 population	9,951	9,310	19,261	
Total 2016 population	9,505	8,689	18,194	100%
% change 2011-2016			-5.54%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	6,566	68.07%
Part-time employed	2,219	23%
Not stated employed	525	5.44%
Unemployed	336	3.48%
Total labour force	9,646	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	153	2.42%
\$7,750 – \$20,999	334	5.28%
\$21,000 – \$41,999	1,116	17.65%
\$42,000 – \$77,999	1,469	23.23%
\$78,000 – \$103,999	787	12.44%
\$104,000 – \$129,999	638	10.09%
\$130,000 – \$155,999	374	5.91%
\$160,000 – \$181,999	209	3.3%
\$182,000 – \$207,999	155	2.45%
\$208,000+	253	4%
Not stated	836	13.22%
Total households	6,324	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	1,988	44.34%
Couple families – No children	1,932	43.09%
Single parents	540	12.04%
Other families	24	0.54%
Total families	4,484	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	3,455	37.3%
Technicians & trade workers/ Community & personal service workers	1,870	20.19%
Clerical & administrative workers	1,038	11.21%
Sales workers	619	6.68%
Machinery operators & drivers/Labourers	2,166	23.38%
Not stated	115	1.24%
Total	9,263	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,456	26.65%
Mining	337	3.66%
Manufacturing/Electricity, gas, water & waste services/Construction	1,084	11.76%
Wholesale trade/Retail trade/ Accommodation & food services	1,376	14.93%
Transport, postal & warehousing/ Information, media & communications	378	4.1%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	343	3.72%
Professional scientific & technical services	181	1.96%
Public administration & safety	701	7.61%
Education & training/Health care & social assistance	1,613	17.5%
Arts & recreation services	22	0.24%
Other services	303	3.29%
Not stated	422	4.58%
Total	9,216	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	72,325
Alcoholic beverages	10,412
Clothing & footwear	13,286
Household furnishings & equipment	17,395
Furniture & floor covering	5,307
Household appliances	4,429
Household services & operation	14,756
Medical care & health expenses	25,867
Motor vehicle purchase	18,106
Motor vehicle running costs	45,689
Recreation	54,072
Recreational & educational equipment	13,518
Holidays	23,702
Personal care	9,144

ROMA

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	912	763	1,675	9.21%
Secondary	535	482	1,017	5.59%
TAFE	72	117	189	1.04%
University	56	218	274	1.51%
Total	1,575	1,580	3,155	17.34%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	2,084	33.09%
Mortgaged	1,712	27.18%
Private rental	1,824	28.96%
Housing authority/Not stated	598	9.5%
Other tenure type	80	1.27%
Total dwellings	6,298	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	1,577	8.67%
Certificate	4,090	22.48%
Total	5,667	31.15%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	243	15.81%
\$450 – \$799 per month	103	6.7%
\$800 – \$999 per month	113	7.35%
\$1,000 – \$1,799 per month	533	34.68%
\$1,800 – \$2,399 per month	230	14.96%
\$2,400 – \$2,999 per month	81	5.27%
\$3,000 – \$3,999 per month	62	4.03%
\$4,000+ per month	51	3.32%
Not stated	121	7.87%
Total mortgaged dwellings	1,537	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	268	4.22%
1 vehicle	1,725	27.15%
2+ vehicles	4,080	64.21%
Not stated	281	4.42%
Total	6,354	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	4,174,322
Cereal crops – Wheat for grain – Production (t)	149,222
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	13,569
Cereal crops – Sorghum for grain – Production (t)	12,472
Cereal crops – Total for grain – Production (t)	180,256
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	58
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.)	216
Fruit & nuts – Grapes – Total area (ha)	32
Livestock – Sheep & lambs – Total (no.)	147,630
Livestock – Dairy cattle – Total (no.)	2,338
Livestock – Meat cattle – Total (no.)	530,565

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	4,726	74.14%
Internet not accessed from dwelling	1,435	22.51%
Not stated	213	3.34%
Total	6,374	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	7,933	7,485	15,418	85.47%
Europe	87	81	168	0.93%
Africa & Middle East	35	40	75	0.42%
Asia	197	177	374	2.07%
Americas	7	3	10	0.06%
Other	1,096	898	1,994	11.05%
Total	9,355	8,684	18,039	100%