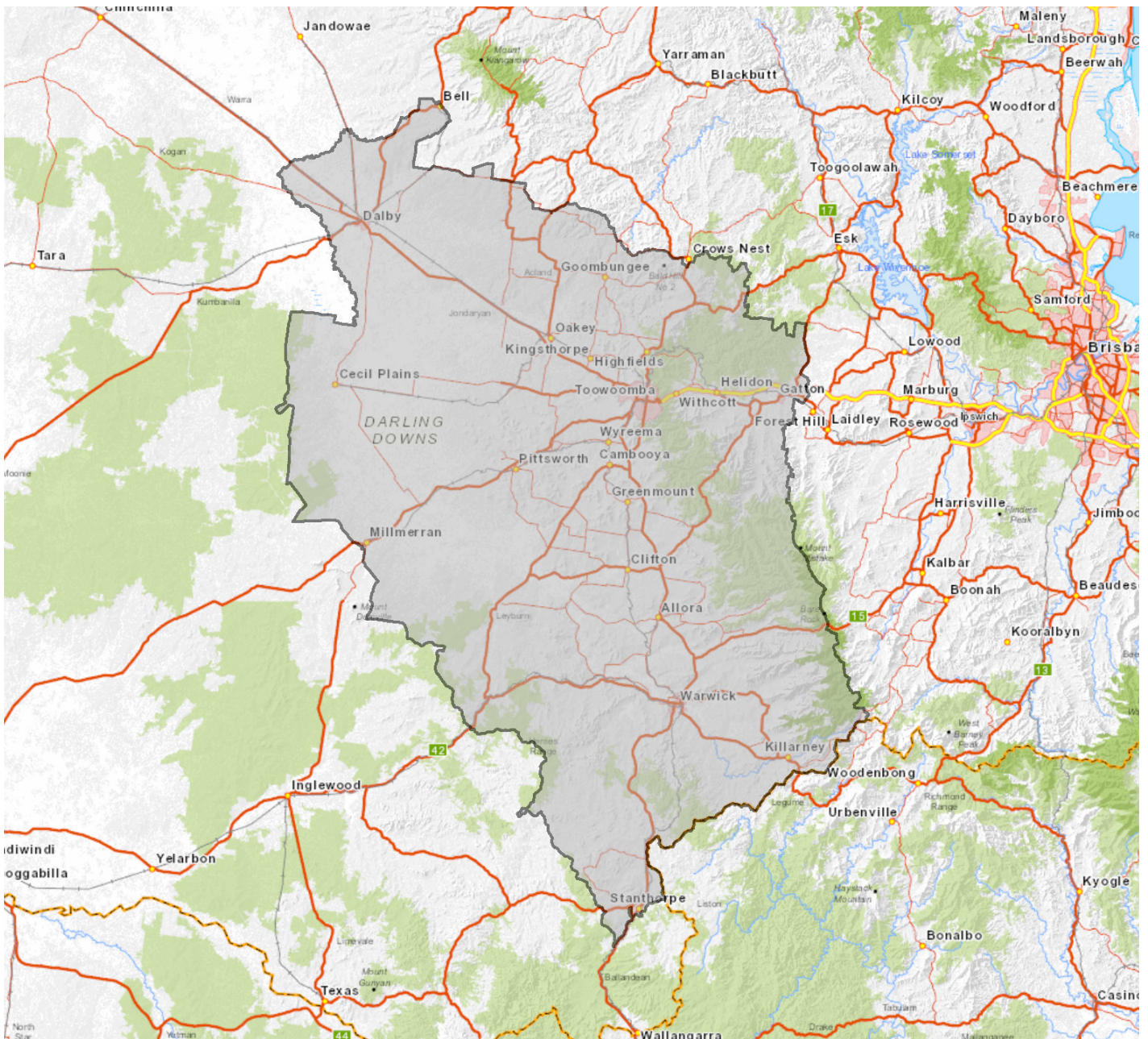


TOOWOOMBA/WARWICK

4AK • 4WK • HIT 100.7 DARLING DOWNS • TRIPLE M DARLING DOWNS 864



Station Name	4AK	4WK	Hit 100.7 Darling Downs	Triple M Darling Downs 864
Call Sign	4AK	4WK	4RGD	4GR
Frequency	1242 kHz	963 kHz	100.7 MHz, 97.5 MHz, 91.9 MHz, 97.9 MHz	864 kHz, 100.3 MHz
Network	Super Radio Network	Super Radio Network	Southern Cross Austereo	Southern Cross Austereo
Address	PO Box 403, Toowoomba, QLD 4350	PO Box 403, Toowoomba, QLD 4350	Level 5, 10 Russell St, Toowoomba, QLD 4350	Level 5, 10 Russell St, Toowoomba, QLD 4350
Phone	07 4632 9999	07 4632 9999	07 4637 5111	07 4637 5111
Fax	07 4639 1310	07 4639 1310	07 4639 3939	07 4639 3939
Email	admin@4ak.com.au	radio4wk@gmail.com	nicholas.purdie@sca.com.au	nicholas.purdie@sca.com.au
Web Address	4ak.com.au	4wk.com.au	hit.com.au/darlingdowns	triplem.com.au/darlingdowns
Description of Content/Format	Contemporary Hits Top 40	News, Talk & Sport	Contemporary Hit Radio	Classic Hits
Demographic Profile of Station Audience	25-54	All ages	18-39	45-64

TOOWOOMBA/WARWICK

Toowoomba, Australia's largest inland regional centre, lies at the heart of the rich Darling Downs in the southeast corner of Queensland, about 150 kilometres west of Brisbane via the Warrego Highway. It is on the edge of the Great Dividing Range at the junction of major highways from Brisbane, Sydney, Melbourne and Darwin.

The Darling Downs is one of the most important agricultural areas in Australia and produces a wide variety of crops.

In comparison to the 2011 census, the population within the radio licence area of Toowoomba has increased by 4.8% to 228,519. The birthplace for 85% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The area is home to the University of Southern Queensland at Toowoomba, and a college of the University of Queensland at Gatton. 48,294 people (21%) were attending an educational institution in 2016; of these, 43% were in infants or primary, 33% were attending a secondary educational institution, 16% attending university or another tertiary institution and 7% attending TAFE. Of the 80,945 people (35%) who already have a tertiary qualification, 33% have a degree and 67% have a certificate, diploma or another tertiary qualification.

The area has a high level of home ownership; of the total dwellings (82,457) in Toowoomba, 34% are owned outright and 32% are mortgaged. Private rental properties represent 28% of total dwellings. 23% of the total households in Toowoomba have a household income range between \$21,000 – \$41,999pa, 25% between \$42,000 – \$77,999pa, 12% between \$78,0001 – \$103,999pa, and 24% 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 Darling Downs region produces a wide variety of crops. The area is a significant cotton producer as well as growing a variety of fruit crops. There are over 408 thousand orchard fruit trees (including nuts), and the area produced over 6.1 million kilograms of apples and over 1.4 million kilograms of avocados.

The area provides grazing land for over 39 thousand sheep and lambs. The Toowoomba radio licence area includes almost 247 thousand beef and 33 thousand dairy cattle.

EMPLOYMENT

The majority (58%) of the labour force of 108,044 is employed full time. The main industries of employment are:

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

The Darling Downs is a farming region. More than 9% of the workforce is employed on the land. There is a strong retail sector at Toowoomba and Warwick that supports the surrounding district. There are also two army installations in the area, the Army Aviation Centre at Oakey and Borneo Barracks at Carbarlah.

TOOWOOMBA/WARWICK

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	96,195	101,789	197,984	86.64%
0-9 years	15,436	15,099	30,535	13.36%
10-17 years	12,705	12,152	24,857	10.88%
18-24 years	9,747	9,478	19,225	8.41%
25-39 years	19,988	20,498	40,486	17.72%
40-54 years	21,208	22,938	44,146	19.32%
55-64 years	13,857	14,742	28,599	12.51%
65-74 years	11,352	12,139	23,491	10.28%
75+ years	7,338	9,842	17,180	7.52%
Total 2011 population	106,748	111,305	218,053	
Total 2016 population	111,631	116,888	228,519	100%
% change 2011-2016			4.8%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	62,860	58.18%
Part-time employed	32,616	30.19%
Not stated employed	5,484	5.08%
Unemployed	7,084	6.56%
Total labour force	108,044	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	1,232	1.5%
\$7,750 – \$20,999	3,659	4.46%
\$21,000 – \$41,999	18,601	22.65%
\$42,000 – \$77,999	20,827	25.36%
\$78,000 – \$103,999	9,845	11.99%
\$104,000 – \$129,999	8,061	9.82%
\$130,000 – \$155,999	4,740	5.77%
\$160,000 – \$181,999	2,602	3.17%
\$182,000 – \$207,999	1,776	2.16%
\$208,000+	2,642	3.22%
Not stated	8,130	9.9%
Total households	82,115	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	24,185	40.47%
Couple families – No children	25,484	42.64%
Single parents	9,414	15.75%
Other families	676	1.13%
Total families	59,759	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	30,511	30.22%
Technicians & trade workers/ Community & personal service workers	25,878	25.63%
Clerical & administrative workers	12,928	12.8%
Sales workers	9,206	9.12%
Machinery operators & drivers/Labourers	21,248	21.04%
Not stated	1,201	1.19%
Total	100,972	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	9,124	9.15%
Mining	1,548	1.55%
Manufacturing/Electricity, gas, water & waste services/Construction	16,478	16.52%
Wholesale trade/Retail trade/ Accommodation & food services	18,938	18.99%
Transport, postal & warehousing/ Information, media & communications	5,014	5.03%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	5,752	5.77%
Professional scientific & technical services	4,217	4.23%
Public administration & safety	6,174	6.19%
Education & training/Health care & social assistance	23,908	23.97%
Arts & recreation services	742	0.74%
Other services	4,023	4.03%
Not stated	3,820	3.83%
Total	99,738	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	947,840
Alcoholic beverages	136,377
Clothing & footwear	174,420
Household furnishings & equipment	227,824
Furniture & floor covering	69,656
Household appliances	57,952
Household services & operation	193,560
Medical care & health expenses	338,701
Motor vehicle purchase	236,845
Motor vehicle running costs	597,592
Recreation	708,602
Recreational & educational equipment	177,293
Holidays	311,110
Personal care	119,890

TOOWOOMBA/WARWICK

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	10,465	10,296	20,761	9.09%
Secondary	8,223	7,919	16,142	7.06%
TAFE	1,244	2,219	3,463	1.52%
University	3,132	4,796	7,928	3.47%
Total	23,064	25,230	48,294	21.13%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	27,730	33.63%
Mortgaged	26,732	32.42%
Private rental	23,174	28.1%
Housing authority/Not stated	4,150	5.03%
Other tenure type	671	0.81%
Total dwellings	82,457	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	26,420	11.56%
Certificate	54,525	23.86%
Total	80,945	35.42%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	1,653	6.59%
\$450 – \$799 per month	1,610	6.42%
\$800 – \$999 per month	1,791	7.14%
\$1,000 – \$1,799 per month	11,090	44.23%
\$1,800 – \$2,399 per month	5,010	19.98%
\$2,400 – \$2,999 per month	1,712	6.83%
\$3,000 – \$3,999 per month	1,005	4.01%
\$4,000+ per month	448	1.79%
Not stated	753	3%
Total mortgaged dwellings	25,072	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	4,468	5.39%
1 vehicle	27,094	32.71%
2+ vehicles	48,351	58.37%
Not stated	2,918	3.52%
Total	82,831	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	993,440
Cereal crops – Wheat for grain – Production (t)	105,854
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	93,664
Cereal crops – Sorghum for grain – Production (t)	395,030
Cereal crops – Total for grain – Production (t)	682,828
Vegetables for human consumption – Tomatoes – Total production (t)	4,496
Vegetables for human consumption – Total area (ha)	8,701
Fruit & nuts – Avocados – Production (kg)	1,438,690
Fruit & nuts – Apples – Production (kg)	6,243,319
Fruit & nuts – Nectarines – Production (kg)	261,003
Fruit & nuts – Peaches – Production (kg)	243,969
Fruit & nuts – Nuts – Total trees (no.)	9,503
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	408,141
Fruit & nuts – Grapes – Total area (ha)	66
Livestock – Sheep & lambs – Total (no.)	39,816
Livestock – Dairy cattle – Total (no.)	33,202
Livestock – Meat cattle – Total (no.)	246,614

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	65,928	79.31%
Internet not accessed from dwelling	15,098	18.16%
Not stated	2,100	2.53%
Total	83,126	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	93,504	97,579	191,083	84.85%
Europe	2,767	2,922	5,689	2.53%
Africa & Middle East	1,084	1,023	2,107	0.94%
Asia	2,628	2,930	5,558	2.47%
Americas	208	248	456	0.2%
Other	10,033	10,272	20,305	9.02%
Total	110,224	114,974	225,198	100%