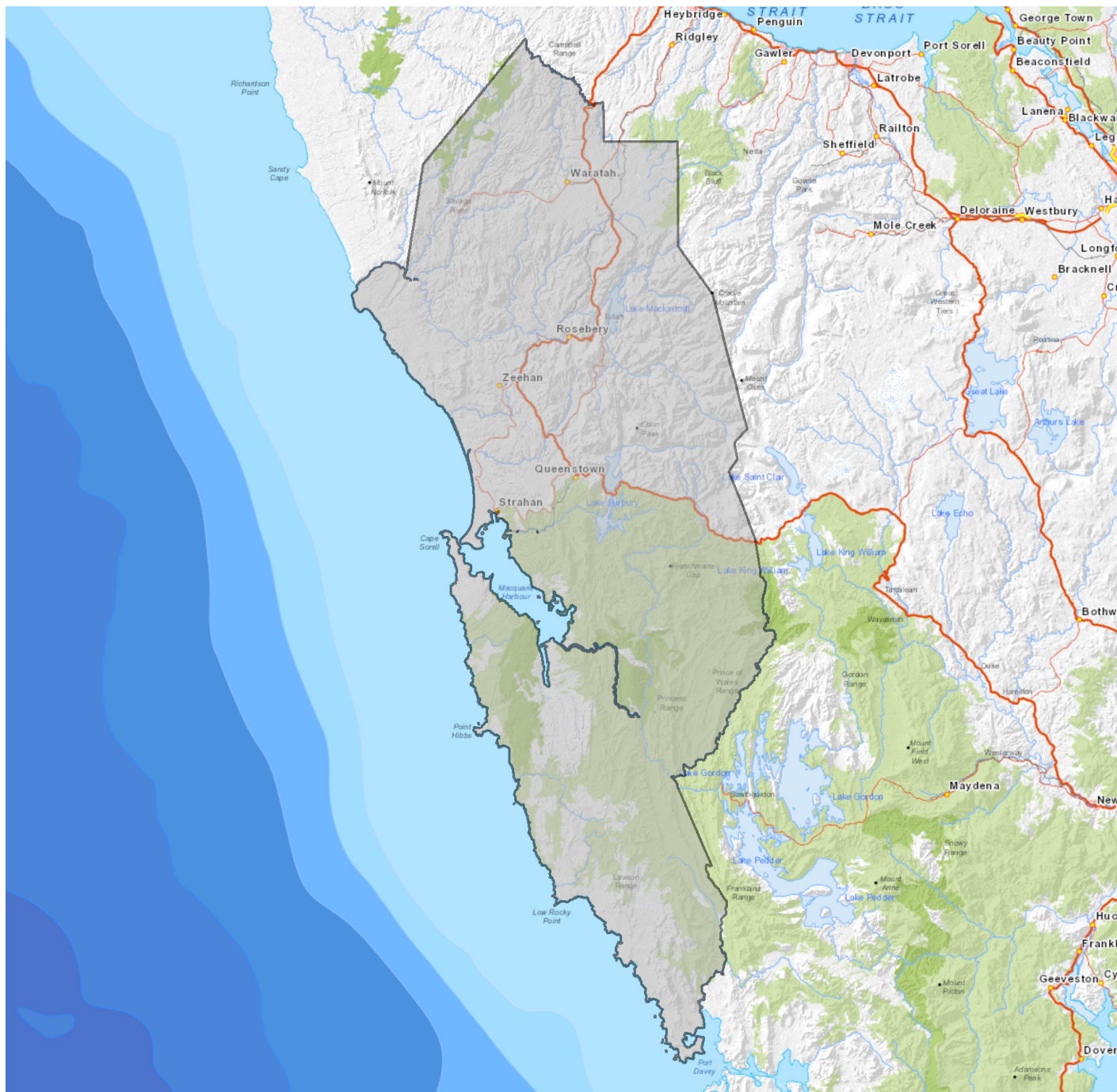


QUEENSTOWN

7XS



Station Name	7XS
Call Sign	7XS
Frequency	92.1 MHz
Network	Grant Broadcasters
Address	PO Box 315, Queenstown, TAS 7467
Phone	03 6471 1711
Fax	03 6471 1783
Email	studio@7xs.com.au
Web Address	7xs.com.au
Description of Content/Format	Adult Contemporary
Demographic Profile of Station Audience	18+

QUEENSTOWN

Tasmania's West Coast features untouched wilderness, rainforest and river systems that attract thousands of tourists each year.

In comparison to the 2011 census, the population of the radio licence area of Queenstown has decreased by 10.85% to 6,194. The birthplace for over 83% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

34% of the 1,583 families in the region have children. 904 people or 15% of the population were attending an educational institution in 2016; of these, 57% were in infants or primary, 28% were attending a secondary educational institution, 8% attending university or another tertiary institution and 8% attending TAFE.

Of the 1,987 (32%) people who already have a tertiary qualification, 21% have a degree and 79% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (2,483) in Queenstown, 45% are owned outright and 28% are mortgaged. Private rental properties represent 22% of total dwellings.

30% of the total households in Queenstown have a household income range between \$21,000–\$41,999pa, 24% between \$42,000 – \$77,999pa, 8% between \$78,000 – \$103,999pa, and 15% over \$104,000pa.

AGRICULTURE

Queenstown is primarily a mining district with limited farming. Forestry and fishing are an important part of the local economy. The historic town of Strahan has a substantial fishing fleet.

The region supports over 13 thousand head of dairy cattle and nearly 2 thousand head of beef cattle. Over 1 thousand tonnes of wheat for grain and over 1 thousand tonnes of cereal for grain were produced.

EMPLOYMENT

The majority (51%) of the labour force of 2,661 is employed full time. The main industries of employment are:

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

QUEENSTOWN

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	2,872	2,566	5,438	87.79%
0-9 years	387	369	756	12.21%
10-17 years	249	246	495	7.99%
18-24 years	191	191	382	6.17%
25-39 years	521	519	1,040	16.79%
40-54 years	740	621	1,361	21.97%
55-64 years	609	532	1,141	18.42%
65-74 years	404	309	713	11.51%
75+ years	158	148	306	4.94%
Total 2011 population	3,684	3,264	6,948	
Total 2016 population	3,259	2,935	6,194	100%
% change 2011-2016			-10.85%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	1,366	51.33%
Part-time employed	804	30.21%
Not stated employed	173	6.5%
Unemployed	318	11.95%
Total labour force	2,661	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	66	2.69%
\$7,750 – \$20,999	251	10.22%
\$21,000 – \$41,999	728	29.64%
\$42,000 – \$77,999	581	23.66%
\$78,000 – \$103,999	214	8.71%
\$104,000 – \$129,999	168	6.84%
\$130,000 – \$155,999	88	3.58%
\$160,000 – \$181,999	41	1.67%
\$182,000 – \$207,999	35	1.43%
\$208,000+	24	0.98%
Not stated	260	10.59%
Total households	2,456	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	545	34.43%
Couple families – No children	781	49.34%
Single parents	241	15.22%
Other families	16	1.01%
Total families	1,583	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	575	24.71%
Technicians & trade workers/ Community & personal service workers	637	27.37%
Clerical & administrative workers	192	8.25%
Sales workers	171	7.35%
Machinery operators & drivers/Labourers	713	30.64%
Not stated	39	1.68%
Total	2,327	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	229	10.11%
Mining	403	17.79%
Manufacturing/Electricity, gas, water & waste services/Construction	230	10.15%
Wholesale trade/Retail trade/ Accommodation & food services	520	22.96%
Transport, postal & warehousing/ Information, media & communications	131	5.78%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	116	5.12%
Professional scientific & technical services	37	1.63%
Public administration & safety	132	5.83%
Education & training/Health care & social assistance	322	14.22%
Arts & recreation services	28	1.24%
Other services	59	2.6%
Not stated	58	2.56%
Total	2,265	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	26,777
Alcoholic beverages	3,829
Clothing & footwear	5,416
Household furnishings & equipment	6,606
Furniture & floor covering	1,917
Household appliances	1,861
Household services & operation	4,433
Medical care & health expenses	9,480
Motor vehicle purchase	7,261
Motor vehicle running costs	15,423
Recreation	17,626
Recreational & educational equipment	5,274
Holidays	6,563
Personal care	3,055

QUEENSTOWN

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	253	259	512	8.27%
Secondary	127	124	251	4.05%
TAFE	38	35	73	1.18%
University	20	48	68	1.1%
Total	438	466	904	14.59%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	1,111	44.74%
Mortgaged	697	28.07%
Private rental	549	22.11%
Housing authority/Not stated	120	4.83%
Other tenure type	6	0.24%
Total dwellings	2,483	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	415	6.7%
Certificate	1,572	25.38%
Total	1,987	32.08%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	152	24.76%
\$450 – \$799 per month	171	27.85%
\$800 – \$999 per month	70	11.4%
\$1,000 – \$1,799 per month	165	26.87%
\$1,800 – \$2,399 per month	18	2.93%
\$2,400 – \$2,999 per month	6	0.98%
\$3,000 – \$3,999 per month	3	0.49%
\$4,000+ per month	0	0%
Not stated	29	4.72%
Total mortgaged dwellings	614	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	162	6.28%
1 vehicle	936	36.29%
2+ vehicles	1,358	52.66%
Not stated	123	4.77%
Total	2,579	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	15,067
Cereal crops – Wheat for grain – Production (t)	1,045
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	164
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	1,311
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	600
Fruit & nuts – Avocados – Production (kg)	31
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	720
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	727
Fruit & nuts – Grapes – Total area (ha)	0
Livestock – Sheep & lambs – Total (no.)	2,819
Livestock – Dairy cattle – Total (no.)	13,438
Livestock – Meat cattle – Total (no.)	1,905

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	1,813	71.24%
Internet not accessed from dwelling	665	26.13%
Not stated	67	2.63%
Total	2,545	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	2,704	2,437	5,141	83.48%
Europe	155	98	253	4.11%
Africa & Middle East	3	3	6	0.1%
Asia	12	20	32	0.52%
Americas	3	7	10	0.16%
Other	367	349	716	11.63%
Total	3,244	2,914	6,158	100%