



ATHERTON TABLELANDS

HOT 97.9 FM & 4AM

ACMA	4AMM	4AM
On-Air Name	Hot 97.9FM	558-4AM
Frequency	97.9 MHz	558 kHz, 1422 kHz & 91.3 MHz
Postal Address	PO Box 665	PO Box 19
Suburb/State/Postcode	MAREEBA QLD 4880	INNISFAIL QLD 4860
Phone	07 4092 6979	07 4092 4558
Fax	07 4092 4350	07 4061 3305
e-mail		gm@nqradio.com.au
WWW	www.hotfmmareeba.com.au	www.nqradio.com.au
Format	Young Adult	Adult
Primary Station Area Coverage	Atherton Tablelands	Atherton Tablelands, Port Douglas
Demographic Profile of Station Audience	18-39	30-64

More info: Click [here](#) for updated Station contacts and non-metro Agency representation



ATHERTON TABLELANDS

A one-hour drive west from Cairns, the Atherton Tableland is a fertile plateau 600-1,000 metres above sea level, situated between the Bellenden Ker Range and the Great Dividing Range. The Atherton Tablelands are renowned for their mild tropical climate, with a temperature that rarely exceeds 30 degrees. This makes for cool summer nights and mild, sunny winter days without the high humidity experienced in coastal areas.

The rural landscape of the Atherton Tableland is green throughout most of the year. Among the World Heritage listed rainforests, national parks, mountains, rivers, lakes and waterfalls are some of Australia's richest agricultural lands and charming townships. The towns of Mareeba and Atherton are the largest on the Tablelands.

In comparison to the 2006 census, the population within the radio license area of Atherton has increased by 20.83% to 52,807. The birthplace for 80.6% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

8,864 people (17%) were attending an educational institution in 2011, with 8.6% in infants or primary, 6% attending a secondary educational institution, 1.3% attending University or another tertiary institution and 1.2% attending TAFE. 15,786 people (30.3%) already have a tertiary qualification, 7.2% have a degree and 23.1% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (19,362) in the radio license area, 39% are owned outright and 27% are mortgaged. Private rental properties represent 27% of total dwellings. 23% of the total households in Atherton have a household income range between \$21,000-\$42,000pa, 17.5% between \$42,000-\$65,000pa and 16.5% between \$65,000-\$104,000pa.

4AM services the Port Douglas and Mossman area with a designated 4AM transmitter (1422), whilst FM 91.3 broadcasts 4AM to the Southern Tablelands. Port Douglas is a first class tourist destination, with an extensive choice of restaurants, accommodation, shops and art galleries. Mossman is the commercial and service centre of that region, and the last major town on the way north to Cooktown.

AGRICULTURE

The Tablelands radio licence area is primarily an agricultural district. Farming is one of the largest forms of employment in the area; over 11% of the workforce is on the land. The farm and grazing lands are "the food bowl" of the northern tropics, yielding a constant supply of fruit, vegetables and grains to local and export markets.

The region supports and over 70 thousand beef cattle and 14 thousand dairy cattle. There are over 20 thousand nut trees in the region. Tree cropping such as avocados and macadamia nuts are also popular with the area producing over 10 thousand hectares dedicated to growing bananas, 5.5 million kilograms of avocados and 1.6 million kilograms of mangoes.

EMPLOYMENT

The majority (57.2%) of the labour force of 23,769 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (23%);
- Education, Health & Community Services (17%); and
- Manufacturing, Construction, Electricity, Gas & Water Supply (16%).

ATHERTON TABLELANDS

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	22945	22478	45423	87.21
Aged 0-9 Years	3443	3221	6664	12.79
Aged 10-17 Years	2908	2962	5870	11.27
Aged 18-24 Years	1817	1630	3447	6.62
Aged 25-39 Years	4102	4336	8438	16.20
Aged 40-54 Years	5742	5728	11470	22.02
Aged 55+ Years	8376	7822	16198	31.10
Total 2011 Population	26388	25699	52087	100.00
Total 2006 Population	21837	21268	43105	
% Change 2006-2011			20.84%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	13597	57.20
Part-time Employed	7190	30.25
Not Stated Employed	580	2.44
Unemployed	1438	6.05
Total Labour Force	23769	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	721	3.73
\$10000-\$20999pa	2387	12.35
\$21000-\$41999pa	4484	23.21
\$42000-\$64999pa	3387	17.53
\$65000-\$103999pa	3204	16.58
\$104000-\$155999pa	1903	9.85
\$156000+pa	676	3.50
Not Stated	798	4.13
Total Households	19321	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	5143	37.33
Couple Families-No Children	6314	45.83
Single Parents	2161	15.69
Other Families	158	1.15
Total Families	13776	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	6572	29.32
Technicians/Trade Workers/Community Personal Service Workers	6016	26.84
Clerical & Administrative Workers	2580	11.51
Sales Workers	1985	8.86
Machinery Operation/Driver/& Labourers	4926	21.98
Not Stated	332	1.48
Total	22411	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2682	11.98
Mining	682	3.05
Construction/Electricity gas water and waste services/Manufacturing	3515	15.71
Wholesale/Retail Trade, Accommodation	5241	23.42
Transport, Postal & Warehouse/ Telecomms	1254	5.60
Finance & Insurance Services	1242	5.55
Professional scientific and technical services	809	3.61
Public administration and safety	1409	6.30
Education & Health	3909	17.47
Arts and recreation services	237	1.06
Other services	806	3.60
Not stated	595	2.66
Total	22381	100.00

ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	174,706
Total Alcoholic beverages	28,154
Total Clothing and Footwear	34,627
Total Household Linen Furnishings & Equipment	54,762
Furniture and Floor Covering	19,489
Household Appliances	12,936
Household Services and Operation	63,383
Total Medical Care and Pharmacy	71,455
Motor Vehicle Purchase	40,523
Total Motor Vehicle Running Cost incl Rego	85,209
Audio Visual Equipment and Parts	47,859
Recreation	144,808
Holidays Australia and Overseas	46,726
Total Personal care and Hygiene	20,460
Total Super and Life Insurance	48,218

ATHERTON TABLELANDS

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2288	2167	4455	8.56
Secondary	1506	1627	3133	6.02
TAFE	174	427	601	1.15
University & Other	195	480	675	1.30
Total	4163	4701	8864	17.02

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	7459	38.52
Mortgaged	5250	27.11
Private Rental	5240	27.06
Housing Authority/Not Stated	1241	6.41
Other Tenure Type	172	0.89
Total Dwellings	19362	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	3746	7.19
Certificate	12040	23.12
Total	15786	30.32

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	427	8.09
\$500-\$799 per month	437	8.28
\$800-\$999 per month	375	7.11
\$1000-\$1399 per month	947	17.95
\$1400+ per month	2727	51.70
Not Stated	362	6.86
Total Mortgaged Dwellings	5275	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1250	0.06
1 Vehicle	6861	0.35
2+ Vehicles	10464	0.54
Not Stated	764	2.02
Total	17325	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	520,639
Land Use - Grazing land (including pastures and rangelands) area (ha)	466,011
Cereal Crops - Wheat for grain production (t)	636
Cereals for grain total production (t)	10,422
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	0
Sorghum for grain production (t)	7
Vegetables for human consumption, total area (ha)	1,997
Tomatoes total production (t)	10
Avocados, total production (kg)	5,563,109
Nuts total trees (n)	20,269
Total grapes total area of vines (ha)	1
Orchard trees (incl. nuts) total trees - number (n)	384,393
Sheep and lambs total number (n)	405
Milk cattle (n)	14,594
Meat cattle (n)	70,501
Apples production (kg)	15
Nectarines production (kg)	924
Peaches production (kg)	669

INTERNET USAGE

Connection	Total	% Market Population
No Connection	5125	26.50
Broadband	11913	61.59
Dial-up	746	3.86
Other	712	3.68
Not Stated	847	4.38
Total	19343	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	21269	20732	42001	80.63
Europe	1931	1946	3877	7.44
Africa & Middle East	98	88	186	0.36
Asia	283	507	790	1.52
Americas	151	171	322	0.62
Other	2621	2291	4912	9.43
Total Population Total	26353	25735	52088	100.00