



# BUNDABERG

**4BU 1332 AM, HITZ 93.9 FM & 93.1 SEA FM**

<b>ACMA</b>	4BU	4RUM	4RGB
<b>On-Air Name</b>	4BU 1332 AM	Hitz 93.9 FM	93.1 SEA FM
<b>Frequency</b>	1332 kHz	93.9 MHz	93.1 MHz, 101.9 MHz
<b>Postal Address</b>	PO Box 1059	PO Box 1059	PO Box 651
<b>Suburb/State/Postcode</b>	BUNDABERG QLD 4670	BUNDABERG QLD 4670	BUNDABERG QLD 4670
<b>Phone</b>	07 4153 0800	07 4153 0800	07 4155 4333
<b>Fax</b>	07 4153 0807	07 4153 0807	07 4153 2989
<b>e-mail</b>	reception@4bu.net	reception@4bu.net	
<b>WWW</b>	www.4bu.com.au	www.hit939.com.au	www.seafmwidebay.com.au
<b>Format</b>	Classic Hits from the 60's, 70's & 80's	Adult Contemporary	Hot adult contemporary
<b>Primary Station Area Coverage</b>	Bundaberg	Bundaberg	Bundaberg
<b>Demographic Profile of Station Audience</b>	40+	18 - 39	18-44

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

## BUNDABERG

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Bundaberg, located on the Burnett River, lies on the southeast coast of Queensland. The city, 20 km from the coast and 371 km north of Brisbane, is at the centre of one of Queensland's largest sugar districts and has lent its name to the rum that is made from the local sugar – 'Bundaberg Rum'.

One of Queensland's large and prosperous coastal cities, Bundaberg is also the southern gateway to the Great Barrier Reef and tourism is a growing industry.

In comparison to the 2006 census, the population within the Radio Licence Area of Bundaberg has increased by 14.34% to 84,355. The birthplace for 84.7% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

15,369 people (18.2%) were attending an educational institution, with 8.7% in infants or primary, 6.3% attending a secondary educational institution, 1.7% attending University or another tertiary institution and 1.6% attending TAFE. 24,262 people (28.8%) already have a tertiary qualification, 6.4% have a degree and 22.4% have a certificate, diploma or another tertiary qualification.

Of the total dwellings in Bundaberg (31,943), 37% are owned outright and 29% are mortgaged. Private rental properties represent 25% of total dwellings. 27% of the total households in Bundaberg have a household income range between \$21,000-\$42,000pa, 18% between \$42,000-\$65,000pa and 16% between \$65,000-\$104,000pa.

All major banks, car dealers, fast-food restaurants, hardware/home improvement stores, and an extensive selection of national retail, chain and independent stores are represented in the district.

### AGRICULTURE

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Bundaberg is a thriving city dominated by the sugarcane industry; over 1.8 million tonnes of sugar cane is cut for crushing. Sugar is also milled and refined in Bundaberg; there are four sugar mills in the area.

The area grows beef cattle, pigs and poultry. The Bundaberg Radio Licence Area includes over 18 thousand beef cattle.

Horticultural production is as important to the local economy as sugar production. As well as being one of Australia's largest tomato growing areas, the region also grows avocados, capsicum, zucchini, squash, cucumber, watermelon, pineapples, mangoes and macadamia nuts. There are over 1.4 million nut trees in the region and over 4.2 million kilograms of avocados and 368 thousand kilograms of mangoes were produced.

Many 'value added' products are exported. The local fishing industry exports to Asian markets.

### EMPLOYMENT

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The majority (55%) of the labour force of 32,285 is employed full time. The main industries of employment are:

- Education, Health & Community Services (22.8%)
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants(22.4%) and
- Manufacturing, Construction, Electricity, Gas & Water Supply (18%).
- Agriculture is also a major form of employment in the area.

The sugar refineries, Bundaberg Brewed Drinks and Bundaberg Rum Distillery significantly contribute to the city's manufacturing base. Manufacturing contributes to Bundaberg's industrial sector, which includes a growing aviation sector

## BUNDABERG

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	36062	37926	73988	87.71
Aged 0-9 Years	5414	4953	10367	12.29
Aged 10-17 Years	4918	4721	9639	11.43
Aged 18-24 Years	3005	2973	5978	7.09
Aged 25-39 Years	6159	6698	12857	15.24
Aged 40-54 Years	8233	9016	17249	20.45
Aged 55+ Years	13747	14518	28265	33.51
Total 2011 Population	41476	42879	84355	100.00
Total 2006 Population	36056	37718	73774	
% Change 2006-2011			14.34%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	19395	54.97
Part-time Employed	10538	29.87
Not Stated Employed	831	2.36
Unemployed	3159	8.95
Total Labour Force	35285	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	899	2.82
\$10000-\$20999pa	3884	12.17
\$21000-\$41999pa	8735	27.37
\$42000-\$64999pa	5635	17.66
\$65000-\$103999pa	5068	15.88
\$104000-\$155999pa	2959	9.27
\$156000+pa	1174	3.68
Not Stated	1105	3.46
Total Households	31912	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	8351	35.49
Couple Families-No Children	10940	46.49
Single Parents	3971	16.88
Other Families	269	1.14
Total Families	23531	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	8701	27.07
Technicians/Trade Workers/Community Personal Service Workers	8006	24.91
Clerical & Administrative Workers	3995	12.43
Sales Workers	3444	10.71
Machinery Operation/Driver/& Labourers	7415	23.07
Not Stated	583	1.81
Total	32144	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2804	8.73
Mining	671	2.09
Construction/Electricity gas water and waste services/Manufacturing	5809	18.08
Wholesale/Retail Trade, Accommodation	7183	22.36
Transport, Postal & Warehouse/ Telecomms	1464	4.56
Finance & Insurance Services	1917	5.97
Professional scientific and technical services	1093	3.40
Public administration and safety	1578	4.91
Education & Health	7351	22.88
Arts and recreation services	266	0.83
Other services	1232	3.84
Not stated	756	2.35
Total	32124	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	308,027
Total Alcoholic beverages	49,639
Total Clothing and Footwear	61,051
Total Household Linen Furnishings & Equipment	96,553
Furniture and Floor Covering	34,361
Household Appliances	22,807
Household Services and Operation	111,752
Total Medical Care and Pharmacy	125,984
Motor Vehicle Purchase	71,448
Total Motor Vehicle Running Cost incl Rego	150,233
Audio Visual Equipment and Parts	84,381
Recreation	255,313
Holidays Australia and Overseas	82,384
Total Personal care and Hygiene	36,073
Total Super and Life Insurance	85,014

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	3784	3545	7329	8.69
Secondary	2691	2591	5282	6.26
TAFE	446	875	1321	1.57
University & Other	419	1018	1437	1.70
<b>Total</b>	<b>7340</b>	<b>8029</b>	<b>15369</b>	<b>18.22</b>

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	11941	37.38
Mortgaged	9370	29.33
Private Rental	8138	25.48
Housing Authority/Not Stated	1992	6.24
Other Tenure Type	502	1.57
<b>Total Dwellings</b>	<b>31943</b>	<b>100.00</b>

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	5388	6.39
Certificate	18874	22.37
<b>Total</b>	<b>24262</b>	<b>28.76</b>

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	888	9.47
\$500-\$799 per month	963	10.27
\$800-\$999 per month	721	7.69
\$1000-\$1399 per month	1815	19.36
\$1400+ per month	4459	47.56
Not Stated	529	5.64
<b>Total Mortgaged Dwellings</b>	<b>9375</b>	<b>100.00</b>

## MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	2258	0.07
1 Vehicle	12386	0.39
2+ Vehicles	16142	0.51
Not Stated	1129	1.80
<b>Total</b>	<b>28528</b>	<b>0.89</b>

## AGRICULTURE COMMODITY

## VALUE

Area of holding - total area (ha)	134,081
Land Use - Grazing land (including pastures and rangelands) area (ha)	68,568
Cereal Crops - Wheat for grain production (t)	210
Cereals for grain total production (t)	225
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	0
Sorghum for grain production (t)	1
Vegetables for human consumption, total area (ha)	4,466
Tomatoes total production (t)	40,039
Avocados, total production (kg)	4,229,604
Nuts total trees (n)	1,405,985
Total grapes total area of vines (ha)	2
Orchard trees (incl. nuts) total trees - number (n)	1,685,864
Sheep and lambs total number (n)	35
Milk cattle (n)	265
Meat cattle (n)	18,030
Apples production (kg)	0
Nectarines production (kg)	0
Peaches production (kg)	0

## INTERNET USAGE

Connection	Total	% Market Population
No Connection	8365	26.21
Broadband	20088	62.93
Dial-up	1038	3.25
Other	1101	3.45
Not Stated	1327	4.16
<b>Total</b>	<b>31919</b>	<b>100.00</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	35115	36341	71456	84.74
Europe	2608	2457	5065	6.01
Africa & Middle East	154	162	316	0.37
Asia	417	825	1242	1.47
Americas	148	142	290	0.34
Other	3050	2909	5959	7.07
<b>Total Population Total</b>	<b>41492</b>	<b>42836</b>	<b>84328</b>	<b>100.00</b>