



# CHARLEVILLE

**4VL 918/1584AM & TRIPLE C 101.7 FM**

<b>ACMA</b>	4CCC	4VL
<b>On-Air Name</b>	Triple C 101.7 FM	4VL 918/1584AM
<b>Frequency</b>	101.7 MHz	918 kHz & 1584 kHz
<b>Postal Address</b>	Po Box 84	Po Box 84
<b>Suburb/State/Postcode</b>	CHARLEVILLE QLD 4470	CHARLEVILLE QLD 4470
<b>Phone</b>	07 4654 1444	07 4654 1444
<b>Fax</b>	07 4654 1908	07 4564 1908
<b>e-mail</b>	traffic@mrrqld.com.au	traffic@mrrqld.com.au
<b>WWW</b>	www.triplecfm.com.au	www.4vl.com.au
<b>Format</b>	Young adult contemporary	Adult contemporary
<b>Primary Station Area Coverage</b>	Charleville	Charleville
<b>Demographic Profile of Station Audience</b>	15-30	30+

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



## CHARLEVILLE

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Charleville is the largest town in the southwest of the Outback region, located some 750 km from Brisbane and 515 km south of Longreach, on the banks of the Warrego River. Charleville is on the Matilda Highway between Cunnamulla and Augathella, which is in the heart of Queensland's Mulga Country.

In comparison to the 2006 census, the population within the radio licence area of Charleville has increased by 47.45% to 11,892. 49% of the population is aged 40 years and over. The birthplace for 88.7% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons. Like many regional communities, the area has a high proportion of children; 43% of families have children and 32% of the population is aged less than 25 years.

Of the 1,816 people attending an educational institution, 58% were in infants or primary, 25% were attending a secondary educational institution, 8% attending University or another tertiary institution and 10% attending TAFE. Of the 2,904 people who already have a tertiary qualification, 25% have a degree and 75% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (4,282) Charleville, 40% are owned outright and 22% are mortgaged. Private rental properties represent 27% of total dwellings. 19% of the total households (4,294) in Charleville have a household income range between \$21,000-\$41,999pa, 17% between \$42,000-\$64,999pa and 16% between \$65,000-\$103,999pa.

All major banks, car dealers; and a selection of national retail, chain and independent stores are represented in the region.

The town is home to both the Southern Queensland base of the Royal Flying Doctor Service and the School of Distance Education.

### AGRICULTURE

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4VL and Triple C FM's licence area is predominantly sheep and cattle farming. The farms in the region provide grazing land for over 582 thousand sheep and lambs. The cattle industry is strong in the region; there are over 696 thousand beef cattle.

Crop growth is recorded at high volumes within the region; over 70 thousand tonnes of cereal for grain are produced each year.

### EMPLOYMENT

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The majority (70.9%) of the labour force of 6,438 is employed full time. The main industries of employment are:

- Agriculture, Forestry & Fishing;
- Education, Health & Community Services; and
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants.

The area around Charleville is a farming community. Over 36% of the workforce is agricultural.

## CHARLEVILLE

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	5207	4794	10001	84.10
Aged 0-9 Years	977	914	1891	15.90
Aged 10-17 Years	556	498	1054	8.86
Aged 18-24 Years	503	407	910	7.65
Aged 25-39 Years	1085	1131	2216	18.63
Aged 40-54 Years	1380	1290	2670	22.45
Aged 55+ Years	1683	1468	3151	26.50
Total 2011 Population	6184	5708	11892	100.00
Total 2006 Population	4106	3959	8065	
% Change 2006-2011			47.45%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	4566	70.92
Part-time Employed	1223	19.00
Not Stated Employed	229	3.56
Unemployed	209	3.25
Total Labour Force	6438	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	206	4.80
\$10000-\$20999pa	460	10.71
\$21000-\$41999pa	814	18.96
\$42000-\$64999pa	724	16.86
\$65000-\$103999pa	706	16.44
\$104000-\$155999pa	446	10.39
\$156000+pa	182	4.24
Not Stated	236	5.50
Total Households	4294	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	1302	42.96
Couple Families-No Children	1323	43.65
Single Parents	364	12.01
Other Families	42	1.39
Total Families	3031	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	2581	41.39
Technicians/Trade Workers/Community Personal Service Workers	1092	17.51
Clerical & Administrative Workers	518	8.31
Sales Workers	307	4.92
Machinery Operation/Driver/& Labourers	1623	26.03
Not Stated	115	1.84
Total	6236	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2387	36.30
Mining	110	1.67
Construction/Electricity gas water and waste services/Manufacturing	712	10.83
Wholesale/Retail Trade, Accommodation	918	13.96
Transport, Postal & Warehouse/ Telecomms	261	3.97
Finance & Insurance Services	108	1.64
Professional scientific and technical services	98	1.49
Public administration and safety	601	9.14
Education & Health	1018	15.48
Arts and recreation services	32	0.49
Other services	127	1.93
Not stated	203	3.09
Total	6575	100.00

### ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and non Alcoholic Beverages	29,985
Total Alcoholic beverages	4,832
Total Clothing and Footwear	5,943
Total Household Linen Furnishings & Equipment	9,399
Furniture and Floor Covering	3,345
Household Appliances	2,220
Household Services and Operation	10,879
Total Medical Care and Pharmacy	12,264
Motor Vehicle Purchase	6,955
Total Motor Vehicle Running Cost incl Rego	14,625
Audio Visual Equipment and Parts	8,214
Recreation	24,854
Holidays Australia and Overseas	8,020
Total Personal care and Hygiene	3,512
Total Super and Life Insurance	8,276



## CHARLEVILLE

### TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	533	524	1057	8.89
Secondary	226	222	448	3.77
TAFE	70	104	174	1.46
University & Other	39	98	137	1.15
Total	868	948	1816	15.28

### DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	1719	40.14
Mortgaged	931	21.74
Private Rental	1168	27.28
Housing Authority/Not Stated	367	8.57
Other Tenure Type	97	2.27
Total Dwellings	4282	100.00

### UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	728	6.12
Certificate	2176	18.31
Total	2904	24.43

### MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	214	22.48
\$500-\$799 per month	162	17.02
\$800-\$999 per month	100	10.50
\$1000-\$1399 per month	138	14.50
\$1400+ per month	231	24.26
Not Stated	107	11.24
Total Mortgaged Dwellings	952	100.00

### MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	281	0.07
1 Vehicle	1243	0.29
2+ Vehicles	2589	0.60
Not Stated	182	2.16
Total	3832	0.89

### AGRICULTURE COMMODITY

### VALUE

Area of holding - total area (ha)	12,770,448
Land Use - Grazing land (including pastures and rangelands) area (ha)	12,531,578
Cereal Crops - Wheat for grain production (t)	43,172
Cereals for grain total production (t)	70,746
Cereal Crops - Rice for grain production (t)	1
Cereal Crops - Barley for grain production (t)	2,431
Sorghum for grain production (t)	24,352
Vegetables for human consumption, total area (ha)	0
Tomatoes total production (t)	0
Avocados, total production (kg)	0
Nuts total trees (n)	0
Total grapes total area of vines (ha)	39
Orchard trees (incl. nuts) total trees - number (n)	17,370
Sheep and lambs total number (n)	582,595
Milk cattle (n)	455
Meat cattle (n)	696,218
Apples production (kg)	0
Nectarines production (kg)	0
Peaches production (kg)	0

### INTERNET USAGE

Connection	Total	% Market Population
No Connection	1282	29.91
Broadband	2589	60.41
Dial-up	91	2.12
Other	143	3.34
Not Stated	181	4.22
Total	4286	100.00

### BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	5448	5110	10558	88.80
Europe	118	86	204	1.72
Africa & Middle East	18	9	27	0.23
Asia	74	117	191	1.61
Americas	12	9	21	0.18
Other	527	362	889	7.48
Total Population Total	6197	5693	11890	100.00