



GYMPIE/NOOSA

CLASSIC HITS 4GY & ZINC 96.1 FM

ACMA	4GY	4NNN
On-Air Name	Classic Hits 4GY	Zinc 96.1 FM
Frequency	558 kHz & 107.1 MHz	96.1 MHz
Postal Address	PO Box 42	PO Box 1195
Suburb/State/Postcode	GYMPIE QLD 4570	MAROOCHYDORE QLD 4558
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WWW	www.4gy.com.au	www.radiozinc.com.au
Format	News, Talk & Contemporary Music	Rock
Primary Station Area Coverage	Sunshine Coast & Coolooloa	Gympie/Noosa
Demographic Profile of Station Audience	35+	35-54

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



GYMPIE/NOOSA

4GY 558 AM and Zinc 96.1 FM Noosa cover a significant portion of southeast Queensland, from Noosa and the northern half of the Sunshine Coast to the more traditional farming areas around Gympie. 4GY and Zinc 96.1 FM Noosa are licensed to service a relatively large market of over 134,000 people.

In comparison to the 2006 census, the population within the radio licence area of Gympie/Noosa has increased by 19.67% to 134,570. Over 55% of the population is aged 40 years and over. The birthplace for 80.8% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 25,290 people attending an educational institution, 48% were in infants or primary, 33% were attending a secondary educational institution, 10% attending University or another tertiary institution and 8% attending TAFE. Of the 46,613 people who already have a tertiary qualification, 26% have a degree and 74% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (51,060) in Gympie/Noosa, 36% are owned outright and 33% are mortgaged. Private rental properties represent 26% of total dwellings. 24% of the total households (51,084) in Gympie/Noosa have a household income range between \$21,000-\$41,999pa, 18% between \$42,000-\$64,999pa and 17% between \$65,000-\$103,999pa.

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 region.

AGRICULTURE

The district is a major producer of pineapples and sugar cane, particularly around the coast. Over 600 thousand kilograms of avocados and 39 thousand kilograms of mangoes were produced. Over 59 thousand tonnes of sugar cane was cut for crushing. The Gympie Radio Licence Area also includes over 85 thousand beef and 16 thousand dairy cattle. There are over 445 thousand nut trees in the region.

EMPLOYMENT

The majority (51.3%) of the labour force of 60,380 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants;
- Manufacturing, Construction, Electricity, Gas & Water Supply; and
- Education, Health & Community Services.

The inland areas around Gympie are primarily farmland. The coastal region on the Sunshine Coast revolves around tourism. The coastal section has developed a strong retail sector to cater to the needs of holidaymakers.

GYMPIE/NOOSA

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	57466	59967	117433	87.27
Aged 0-9 Years	8828	8309	17137	12.73
Aged 10-17 Years	7713	7288	15001	11.15
Aged 18-24 Years	4190	3850	8040	5.97
Aged 25-39 Years	9839	10865	20704	15.39
Aged 40-54 Years	14359	16090	30449	22.63
Aged 55+ Years	21365	21874	43239	32.13
Total 2011 Population	66294	68276	134570	100.00
Total 2006 Population	55629	56825	112454	
% Change 2006-2011			19.67%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	31018	51.37
Part-time Employed	21262	35.21
Not Stated Employed	1154	1.91
Unemployed	4552	7.54
Total Labour Force	60380	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1638	3.21
\$10000-\$20999pa	5453	10.67
\$21000-\$41999pa	12133	23.75
\$42000-\$64999pa	9395	18.39
\$65000-\$103999pa	8940	17.50
\$104000-\$155999pa	5371	10.51
\$156000+pa	2122	4.15
Not Stated	1543	3.02
Total Households	51084	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	14170	37.39
Couple Families-No Children	17324	45.71
Single Parents	6019	15.88
Other Families	384	1.01
Total Families	37897	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	16590	29.74
Technicians/Trade Workers/Community Personal Service Workers	14877	26.67
Clerical & Administrative Workers	6941	12.44
Sales Workers	5936	10.64
Machinery Operation/Driver/& Labourers	10487	18.80
Not Stated	954	1.71
Total	55785	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2343	4.22
Mining	974	1.76
Construction/Electricity gas water and waste services/Manufacturing	10779	19.43
Wholesale/Retail Trade, Accommodation	13819	24.91
Transport, Postal & Warehouse/ Telecomms	2677	4.83
Finance & Insurance Services	4113	7.41
Professional scientific and technical services	2931	5.28
Public administration and safety	2527	4.56
Education & Health	11121	20.05
Arts and recreation services	642	1.16
Other services	2096	3.78
Not stated	1449	2.61
Total	55471	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	475,456
Total Alcoholic beverages	76,621
Total Clothing and Footwear	94,235
Total Household Linen Furnishings & Equipment	149,034
Furniture and Floor Covering	53,038
Household Appliances	35,204
Household Services and Operation	172,495
Total Medical Care and Pharmacy	194,464
Motor Vehicle Purchase	110,283
Total Motor Vehicle Running Cost incl Rego	231,893
Audio Visual Equipment and Parts	130,246
Recreation	394,089
Holidays Australia and Overseas	127,163
Total Personal care and Hygiene	55,680
Total Super and Life Insurance	131,224

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	6336	5807	12143	9.02
Secondary	4294	4111	8405	6.24
TAFE	784	1353	2137	1.59
University & Other	718	1887	2605	1.94
Total	12132	13158	25290	18.79

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	18131	35.51
Mortgaged	17002	33.30
Private Rental	13288	26.02
Housing Authority/Not Stated	2173	4.26
Other Tenure Type	466	0.91
Total Dwellings	51060	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	11953	8.88
Certificate	34660	25.75
Total	46613	34.63

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1449	8.51
\$500-\$799 per month	1404	8.25
\$800-\$999 per month	1066	6.26
\$1000-\$1399 per month	2677	15.73
\$1400+ per month	9365	55.03
Not Stated	1058	6.22
Total Mortgaged Dwellings	17019	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	2466	0.05
1 Vehicle	18645	0.37
2+ Vehicles	28351	0.56
Not Stated	1568	1.56
Total	46996	0.92

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	298,193
Land Use - Grazing land (including pastures and rangelands) area (ha)	251,963
Cereal Crops - Wheat for grain production (t)	31
Cereals for grain total production (t)	431
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	282
Sorghum for grain production (t)	67
Vegetables for human consumption, total area (ha)	726
Tomatoes total production (t)	1,479
Avocados, total production (kg)	601,815
Nuts total trees (n)	445,103
Total grapes total area of vines (ha)	7
Orchard trees (incl. nuts) total trees - number (n)	604,147
Sheep and lambs total number (n)	1,191
Milk cattle (n)	17,417
Meat cattle (n)	85,097
Apples production (kg)	129
Nectarines production (kg)	7,710
Peaches production (kg)	41,358

INTERNET USAGE

Connection	Total	% Market Population
No Connection	9759	19.11
Broadband	35694	69.91
Dial-up	1988	3.89
Other	1888	3.70
Not Stated	1729	3.39
Total	51058	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	53639	55229	108868	80.88
Europe	5984	5892	11876	8.82
Africa & Middle East	465	417	882	0.66
Asia	612	1106	1718	1.28
Americas	473	534	1007	0.75
Other	5183	5074	10257	7.62
Total Population Total	66356	68252	134608	100.00