



KINGAROY

4SB 1071 & C FM 89.1

ACMA	4SB	4KRY
On-Air Name	4SB 1071	C FM 89.1
Frequency	1071 kHz	89.1 MHz
Postal Address	25 Glendon St, Kingaroy	PO Box 305
Suburb/State/Postcode	KINGAROY QLD 4610	KINGAROY QLD 4610
Phone	07 4162 3440	07 4632 3333
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WWW	www.1071.com.au	www.cfmkingaroy.com.au
Format	Adult Contemporary	Contemporary Hit Radio
Primary Station Area Coverage	South Burnett	South Burnett
Demographic Profile of Station Audience	35-54	18-39

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

KINGARROY

Kingaroy is located in southeast Queensland, inland from Noosa and the Sunshine Coast. Kingaroy is the centre of a rich agricultural district just north of Toowoomba and the Darling Downs.

In comparison to the 2006 census, the population within the radio licence area of Kingaroy has had a significant increase of 26.97% to 60,170. The greatest increases were observed across age groups 0-9, 10-17 and 18-39 years. Over 52% of the population is aged 40 years and over.

The birthplace for 88.1% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 11,123 people attending an educational institution, 53% were in infants or primary, 32% were attending a secondary educational institution, 6% attending university or another tertiary institution and 10% attending TAFE. Of the 15,481 people who already have a tertiary qualification, 21% have a degree and 79% have a certificate, diploma or another tertiary qualification.

The area also has a high level of home ownership; of the total dwellings (22,313) in Kingaroy, 41% are owned outright and 28% are mortgaged. Private rental properties represent 25% of total dwellings.

26% of the total households (22,307) in Kingaroy have a household income range between \$21,000-\$41,999pa, 17% between \$42,000-\$64,999pa and 15% between \$65,000-\$103,999pa.

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

AGRICULTURE

The distinctive rich red soil farmland around Kingaroy and the Darling Downs to the south is one of Australia's most important agricultural areas and produces a wide variety of crops. The area is probably best known for its peanuts. There are over 51 thousand nut trees in the region.

The region is also a large cotton growing area as well as producing fruit and some wheat. There are over 46 thousand hectares of cotton.

The region has a strong dairy and beef industry, with over 694 thousand beef cattle. The region produced over 96 thousand tonnes of wheat for grain, 454 thousand tonnes of cereals for grain, over 2 million kilograms of avocados and 806 thousand kilograms of mangoes.

EMPLOYMENT

The majority (60%) of the labour force of 26,242 is employed full time. The main industries of employment are:

- Agriculture, Forestry & Fishing;
- Manufacturing, Construction, Electricity, Gas & Water Supply; and
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants.

Kingaroy is a farming area; almost 22% of the workforce is agricultural.

KINGAROY

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	26097	25541	51638	85.82
Aged 0-9 Years	4326	4206	8532	14.18
Aged 10-17 Years	3408	3414	6822	11.34
Aged 18-24 Years	2003	1899	3902	6.48
Aged 25-39 Years	4480	4818	9298	15.45
Aged 40-54 Years	6144	6127	12271	20.39
Aged 55+ Years	10062	9283	19345	32.15
Total 2011 Population	30423	29747	60170	100.00
Total 2006 Population	23945	23441	47386	
% Change 2006-2011			26.98%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	15829	60.32
Part-time Employed	7360	28.05
Not Stated Employed	692	2.64
Unemployed	1447	5.51
Total Labour Force	26242	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	847	3.80
\$10000-\$20999pa	2819	12.64
\$21000-\$41999pa	5791	25.96
\$42000-\$64999pa	3802	17.04
\$65000-\$103999pa	3423	15.34
\$104000-\$155999pa	2008	9.00
\$156000+pa	795	3.56
Not Stated	1005	4.51
Total Households	22307	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	6273	38.46
Couple Families-No Children	7541	46.24
Single Parents	2275	13.95
Other Families	221	1.35
Total Families	16310	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	8385	33.84
Technicians/Trade Workers/Community Personal Service Workers	5311	21.43
Clerical & Administrative Workers	2483	10.02
Sales Workers	1751	7.07
Machinery Operation/Driver/& Labourers	6381	25.75
Not Stated	469	1.89
Total	24780	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	5470	22.08
Mining	947	3.82
Construction/Electricity gas water and waste services/Manufacturing	4259	17.19
Wholesale/Retail Trade, Accommodation	4151	16.76
Transport, Postal & Warehouse/ Telecomms	1125	4.54
Finance & Insurance Services	973	3.93
Professional scientific and technical services	579	2.34
Public administration and safety	1298	5.24
Education & Health	4404	17.78
Arts and recreation services	131	0.53
Other services	759	3.06
Not stated	678	2.74
Total	24774	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	190,522
Total Alcoholic beverages	30,703
Total Clothing and Footwear	37,761
Total Household Linen Furnishings & Equipment	59,720
Furniture and Floor Covering	21,253
Household Appliances	14,107
Household Services and Operation	69,121
Total Medical Care and Pharmacy	77,924
Motor Vehicle Purchase	44,192
Total Motor Vehicle Running Cost incl Rego	92,923
Audio Visual Equipment and Parts	52,191
Recreation	157,917
Holidays Australia and Overseas	50,956
Total Personal care and Hygiene	22,312
Total Super and Life Insurance	52,584

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	3055	2807	5862	9.75
Secondary	1676	1852	3528	5.87
TAFE	359	722	1081	1.80
University & Other	192	460	652	1.08
Total	5282	5841	11123	18.50

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	9050	40.56
Mortgaged	6242	27.97
Private Rental	5700	25.55
Housing Authority/Not Stated	1104	4.95
Other Tenure Type	217	0.97
Total Dwellings	22313	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	3201	5.32
Certificate	12280	20.42
Total	15481	25.74

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	876	13.99
\$500-\$799 per month	800	12.78
\$800-\$999 per month	558	8.91
\$1000-\$1399 per month	1219	19.47
\$1400+ per month	2372	37.89
Not Stated	436	6.96
Total Mortgaged Dwellings	6261	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1169	0.05
1 Vehicle	7513	0.34
2+ Vehicles	12791	0.57
Not Stated	851	1.94
Total	20304	0.91

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	3,084,283
Land Use - Grazing land (including pastures and rangelands) area (ha)	2,548,602
Cereal Crops - Wheat for grain production (t)	96,660
Cereals for grain total production (t)	454,624
Cereal Crops - Rice for grain production (t)	44
Cereal Crops - Barley for grain production (t)	30,287
Sorghum for grain production (t)	282,593
Vegetables for human consumption, total area (ha)	833
Tomatoes total production (t)	4
Avocados, total production (kg)	2,053,778
Nuts total trees (n)	51,533
Total grapes total area of vines (ha)	415
Orchard trees (incl. nuts) total trees - number (n)	1,126,035
Sheep and lambs total number (n)	22,644
Milk cattle (n)	25,292
Meat cattle (n)	694,452
Apples production (kg)	0
Nectarines production (kg)	101,318
Peaches production (kg)	48,421

INTERNET USAGE

Connection	Total	% Market Population
No Connection	6673	29.85
Broadband	13068	58.46
Dial-up	845	3.78
Other	807	3.61
Not Stated	962	4.30
Total	22355	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	26801	26247	53048	88.19
Europe	1193	1157	2350	3.91
Africa & Middle East	80	69	149	0.25
Asia	242	363	605	1.01
Americas	89	87	176	0.29
Other	2063	1764	3827	6.36
Total Population Total	30468	29687	60155	100.00