



LONGREACH

4LG 1098 AM & WEST FM

ACMA	4LG	4LRE
On-Air Name	4LG 1098 AM	West FM
Frequency	1098 kHz	104.5 MHz
Postal Address	PO Box 20	PO Box 20
Suburb/State/Postcode	LONGREACH QLD 4730	LONGREACH QLD 4730
Phone	07 4658 3333	07 4658 2633
Fax	07 4658 1627	07 4658 1627
e-mail	laura@radio4lg.com.au	laura@radio4lg.com.au
WWW	www.radio4lg.com.au	www.westfm.com.au
Format	Adult Contemporary/Classic Hits	Today's Best Music
Primary Station Area Coverage	Longreach/Central West QLD	Longreach/Central West QLD
Demographic Profile of Station Audience	30+	16-39

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

LONGREACH

Famous for being the first base for Qantas Airlines, Longreach is a thriving regional centre in Central Western Queensland, about 1,200km northwest of Brisbane on the Landsborough Highway and 700km west of Rockhampton on the Tropic of Capricorn. Longreach is a regional administrative, pastoral and tourism centre. 4LG and West FM's Licence Area is the largest in Australia covering an area approximately twice the size of Victoria. The Licence Area stretches down almost to the South Australian border.

The population within the Radio Licence Area of Longreach is 15,583; a 28.28% increase from the 2006 census. Over 47% of the population is aged over 40 years. The birthplace for 89.9% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Extensive educational facilities are offered in Longreach. There are pre-schools, a kindergarten, primary schools, a state high school, TAFE Annex, an Open Learning Centre, School of Distance Education, a Regional School Support Centre, a Special Education unit and the Australian Agricultural College.

Of the 2,458 people attending an educational institution, 60% were in infants or primary, 23% were attending a secondary educational institution, 9% attending university or another tertiary institution and 8% attending TAFE. Of the 4,128 people who already have a tertiary qualification, 24% have a degree and 76% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (5,575) in Longreach, 37% are owned outright and 21% are mortgaged. Private rental properties represented 29% of total dwellings. 18% of the total households (5,559) in Longreach have a household income range between \$21,000-\$41,999pa, 17% between \$42,000-\$64,999pa and 17% between \$65,000-\$103,999pa.

Most major banks, car dealers and a selection of national retail, chain and independent stores are represented in the district.

Tourism is a major industry, with Longreach being home of the Australian Stockman's Hall of Fame, the Qantas Founders Outback Museum and a number of outback attractions.

AGRICULTURE

Outback western Queensland is tough country. The Longreach Radio Licence Area includes almost 1.3 million beef cattle. The area provides grazing land for over 1.2 million sheep and lambs.

EMPLOYMENT

Longreach has a thriving economy and business sector. The majority (72.7%) of the labour force of 8,591 is employed full time. The main industries of employment are:

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

The area around Longreach is a farming community. Almost 35% of the workforce is on the land.

LONGREACH

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	6857	6316	13173	84.53
Aged 0-9 Years	1227	1183	2410	15.47
Aged 10-17 Years	712	672	1384	8.88
Aged 18-24 Years	692	660	1352	8.68
Aged 25-39 Years	1569	1500	3069	19.69
Aged 40-54 Years	1785	1640	3425	21.98
Aged 55+ Years	2099	1844	3943	25.30
Total 2011 Population	8084	7499	15583	100.00
Total 2006 Population	6152	5995	12147	
% Change 2006-2011			28.29%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	6252	72.77
Part-time Employed	1616	18.81
Not Stated Employed	231	2.69
Unemployed	228	2.65
Total Labour Force	8591	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	241	4.34
\$10000-\$20999pa	564	10.15
\$21000-\$41999pa	1023	18.40
\$42000-\$64999pa	921	16.57
\$65000-\$103999pa	970	17.45
\$104000-\$155999pa	628	11.30
\$156000+pa	297	5.34
Not Stated	266	4.79
Total Households	5559	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	1690	43.34
Couple Families-No Children	1717	44.04
Single Parents	441	11.31
Other Families	51	1.31
Total Families	3899	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	3214	38.37
Technicians/Trade Workers/Community Personal Service Workers	1586	18.94
Clerical & Administrative Workers	707	8.44
Sales Workers	389	4.64
Machinery Operation/Driver/& Labourers	2340	27.94
Not Stated	140	1.67
Total	8376	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2899	34.58
Mining	330	3.94
Construction/Electricity gas water and waste services/Manufacturing	899	10.72
Wholesale/Retail Trade, Accommodation	1138	13.58
Transport, Postal & Warehouse/ Telecomms	356	4.25
Finance & Insurance Services	183	2.18
Professional scientific and technical services	130	1.55
Public administration and safety	785	9.36
Education & Health	1197	14.28
Arts and recreation services	59	0.70
Other services	190	2.27
Not stated	217	2.59
Total	8383	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	44,295
Total Alcoholic beverages	7,138
Total Clothing and Footwear	8,779
Total Household Linen Furnishings & Equipment	13,885
Furniture and Floor Covering	4,941
Household Appliances	3,280
Household Services and Operation	16,070
Total Medical Care and Pharmacy	18,117
Motor Vehicle Purchase	10,274
Total Motor Vehicle Running Cost incl Rego	21,604
Audio Visual Equipment and Parts	12,134
Recreation	36,715
Holidays Australia and Overseas	11,847
Total Personal care and Hygiene	5,187
Total Super and Life Insurance	12,225

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	724	750	1474	9.47
Secondary	277	279	556	3.57
TAFE	69	133	202	1.30
University & Other	61	165	226	1.45
Total	1131	1327	2458	15.79

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	2075	37.22
Mortgaged	1188	21.31
Private Rental	1630	29.24
Housing Authority/Not Stated	543	9.74
Other Tenure Type	139	2.49
Total Dwellings	5575	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	995	6.39
Certificate	3133	20.13
Total	4128	26.52

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	246	20.25
\$500-\$799 per month	152	12.51
\$800-\$999 per month	113	9.30
\$1000-\$1399 per month	192	15.80
\$1400+ per month	385	31.69
Not Stated	127	10.45
Total Mortgaged Dwellings	1215	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	403	0.07
1 Vehicle	1636	0.29
2+ Vehicles	3235	0.58
Not Stated	290	2.68
Total	4871	0.88

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	24,112,942
Land Use - Grazing land (including pastures and rangelands) area (ha)	23,454,398
Cereal Crops - Wheat for grain production (t)	1,839
Cereals for grain total production (t)	2,662
Cereal Crops - Rice for grain production (t)	2
Cereal Crops - Barley for grain production (t)	249
Sorghum for grain production (t)	548
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)	4
Orchard trees (incl. nuts) total trees - number (n)	679
Sheep and lambs total number (n)	1,289,342
Milk cattle (n)	57
Meat cattle (n)	1,294,794
Apples production (kg)	0
Nectarines production (kg)	1,127
Peaches production (kg)	5,049

INTERNET USAGE

Connection	Total	% Market Population
No Connection	1443	25.93
Broadband	3441	61.82
Dial-up	173	3.11
Other	208	3.74
Not Stated	301	5.41
Total	5566	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	7239	6757	13996	89.91
Europe	167	150	317	2.04
Africa & Middle East	9	12	21	0.13
Asia	34	67	101	0.65
Americas	22	36	58	0.37
Other	604	469	1073	6.89
Total Population Total	8075	7491	15566	100.00