



# MACKAY

**4MK 1026AM, ZINC 101.9 FM, HOT 100.3 FM & SEA 98.7 FM**

<b>ACMA</b>	4AA	4MK	4MKY	4RGM
<b>On-Air Name</b>	4MK 1026 AM	Zinc 101.9	Hot 100.3 FM	Sea 98.7 FM
<b>Frequency</b>	1026 kHz	101.9 MHz	100.3 MHz	98.7 MHz
<b>Postal Address</b>	PO Box 1761	PO Box 1761	PO Box 159	PO Box 159
<b>Suburb/State/Postcode</b>	MACKAY QLD 4740	MACKAY QLD 4740	MACKAY QLD 4740	MACKAY QLD 4740
<b>Phone</b>	07 4951 9800	07 4951 9800	07 4953 5353	07 4953 5353
<b>Fax</b>	07 4953 5166	07 4953 5166	07 4951 2358	07 4951 2358
<b>e-mail</b>	talk@4mk.com.au	mackay@radiozinc.com.au		
<b>WWW</b>	www.4mk.com.au	www.radiozinc.com.au	www.hotfmmackay.com.au	www.seafmmackay.com.au
<b>Format</b>	News/Talk	Adult Contemporary Music	Hot Adult Contemporary	Adult Rock
<b>Primary Station Area Coverage</b>	Mackay, Whitsundays & Coalfields	Mackay, Whitsundays & Coalfields	Mackay, Whitsundays & Coalfields	Mackay, Whitsundays & Coalfields
<b>Demographic Profile of Station Audience</b>	40+	30+	18-39	25-49

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

## MACKAY

---

Mackay is located in the heart of north Queensland, about half way between Brisbane and Cairns. Mackay is Australia's premier sugar-producing region. Several sugar mills; a sugar refinery and the largest bulk sugar terminal in the world are all located in Mackay.

There are four commercial radio stations in Mackay. The Radio Licence Area also covers the very popular tourist area around Airlie Beach and the Whitsundays.

In comparison to the 2006 census, the population within the Radio Licence Area of Mackay has increased by 13.96% to 138,510, with increases in all of the age groups listed. Nearly 45% of the population is aged 40 years and over. The birthplace for 83.3% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Mackay provides a full range of educational facilities, ranging from preschool to university. Of the 25,057 people attending an educational institution, 50% were either in infants or primary, 31% were attending a secondary educational institution, 9% attending university or another tertiary institution and 9% attending TAFE. There are two universities in Mackay – the Central Queensland University and James Cook University. Of the 43,454 people who already have a tertiary qualification, 21% have a degree and 79% have a certificate, diploma or another tertiary qualification.

Of the total dwellings in Mackay, 29% are owned outright and 36% are mortgaged. Private rental properties represent 28% of total dwellings.

19% of the total households (47,054) in Mackay have a household income range between \$104,000-\$155,999pa, 18% between \$65,000-\$103,999pa and 12% over \$156,000pa.

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

Mackay is a popular holiday destination. Attractions include its close proximity to the Great Barrier Reef and some of the world's most prized rainforests.

### AGRICULTURE

---

Mackay is the largest sugar producing area in Queensland. Over 6 million tonnes of sugar cane were cut for crushing within the Mackay commercial radio licence area, more than 25 thousand tonnes of mangoes and 86 thousand orchard trees.

The livestock industry is relatively strong in the region with over 398 thousand beef cattle.

### EMPLOYMENT

---

The majority (67%) of the labour force of 73,276 is employed full time. The main industries of employment are:

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

While agriculture is a major source of employment, Mackay is a large regional city with a diverse range of industries.

The area has a strong retail sector to support the surrounding district and to serve the tourist industry.

Mackay is the gateway to the Bowen Basin coal mining reserves of Central Queensland and provides vital services for this industry. Most state and local government agencies have a presence in Mackay.

## MACKAY

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	62259	57013	119272	86.11
Aged 0-9 Years	9861	9377	19238	13.89
Aged 10-17 Years	7808	7380	15188	10.97
Aged 18-24 Years	6510	5852	12362	8.92
Aged 25-39 Years	15625	14216	29841	21.54
Aged 40-54 Years	16816	14884	31700	22.89
Aged 55+ Years	15500	14681	30181	21.79
Total 2011 Population	72120	66390	138510	100.00
Total 2006 Population	62531	59005	121536	
% Change 2006-2011			13.97%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	49215	67.16
Part-time Employed	16889	23.05
Not Stated Employed	1752	2.39
Unemployed	2654	3.62
Total Labour Force	73276	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1076	2.29
\$10000-\$20999pa	3090	6.57
\$21000-\$41999pa	6379	13.56
\$42000-\$64999pa	6103	12.97
\$65000-\$103999pa	8535	18.14
\$104000-\$155999pa	8763	18.62
\$156000+pa	5745	12.21
Not Stated	1624	3.45
Total Households	47054	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	16470	45.44
Couple Families-No Children	14666	40.47
Single Parents	4641	12.81
Other Families	466	1.29
Total Families	36243	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	16962	24.01
Technicians/Trade Workers/Community Personal Service Workers	19733	27.93
Clerical & Administrative Workers	8846	12.52
Sales Workers	6087	8.62
Machinery Operation/Driver/& Labourers	17837	25.25
Not Stated	1180	1.67
Total	70645	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3379	4.78
Mining	7720	10.93
Construction/Electricity gas water and waste services/Manufacturing	14008	19.83
Wholesale/Retail Trade, Accommodation	15304	21.66
Transport, Postal & Warehouse/ Telecomms	5075	7.18
Finance & Insurance Services	4079	5.77
Professional scientific and technical services	3119	4.41
Public administration and safety	2719	3.85
Education & Health	9580	13.56
Arts and recreation services	401	0.57
Other services	3501	4.95
Not stated	1772	2.51
Total	70657	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	465,441
Total Alcoholic beverages	75,007
Total Clothing and Footwear	92,250
Total Household Linen Furnishings & Equipment	145,895
Furniture and Floor Covering	51,921
Household Appliances	34,462
Household Services and Operation	168,862
Total Medical Care and Pharmacy	190,367
Motor Vehicle Purchase	107,960
Total Motor Vehicle Running Cost incl Rego	227,009
Audio Visual Equipment and Parts	127,502
Recreation	385,788
Holidays Australia and Overseas	124,485
Total Personal care and Hygiene	54,507
Total Super and Life Insurance	128,460



**TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED**

School	Male	Female	Total	% Market Population
Infants/Primary	6448	6096	12544	9.05
Secondary	3975	3881	7856	5.67
TAFE	1000	1379	2379	1.72
University & Other	726	1552	2278	1.64
<b>Total</b>	<b>12149</b>	<b>12908</b>	<b>25057</b>	<b>18.08</b>

**DWELLING TENURE TYPE**

Tenure Type	Total	% Total Dwellings
Fully Owned	13749	29.25
Mortgaged	16905	35.96
Private Rental	13081	27.82
Housing Authority/Not Stated	2829	6.02
Other Tenure Type	448	0.95
<b>Total Dwellings</b>	<b>47012</b>	<b>100.00</b>

**UNIVERSITY QUALIFICATIONS**

Type of Tertiary Qualification	Total	% Market Population
Degree	9124	6.58
Certificate	34330	24.78
<b>Total</b>	<b>43454</b>	<b>31.36</b>

**MORTGAGE PAYMENTS**

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	813	4.82
\$500-\$799 per month	791	4.69
\$800-\$999 per month	728	4.32
\$1000-\$1399 per month	1910	11.32
\$1400+ per month	11473	68.02
Not Stated	1151	6.82
<b>Total Mortgaged Dwellings</b>	<b>16866</b>	<b>100.00</b>

**MOTOR VEHICLES**

Number of Cars	Total	% Total Dwellings
No Vehicles	2439	0.05
1 Vehicle	13957	0.30
2+ Vehicles	29037	0.62
Not Stated	1584	1.71
<b>Total</b>	<b>42994</b>	<b>0.91</b>

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	1,946,870
Land Use - Grazing land (including pastures and rangelands) area (ha)	1,677,755
Cereal Crops - Wheat for grain production (t)	5,270
Cereals for grain total production (t)	32,511
Cereal Crops - Rice for grain production (t)	18
Cereal Crops - Barley for grain production (t)	106
Sorghum for grain production (t)	21,398
Vegetables for human consumption, total area (ha)	31
Tomatoes total production (t)	33
Avocados, total production (kg)	31
Nuts total trees (n)	67,652
Total grapes total area of vines (ha)	0
Orchard trees (incl. nuts) total trees - number (n)	86,256
Sheep and lambs total number (n)	2,146
Milk cattle (n)	2,226
Meat cattle (n)	398,279
Apples production (kg)	0
Nectarines production (kg)	0
Peaches production (kg)	0

**INTERNET USAGE**

Connection	Total	% Market Population
No Connection	9159	19.48
Broadband	32525	69.18
Dial-up	1498	3.19
Other	1974	4.20
Not Stated	1857	3.95
<b>Total</b>	<b>47013</b>	<b>100.00</b>

**BIRTHPLACE BY REGION**

Region	Male	Female	Total	% Market Population
Oceania incl Australia	59169	56373	115542	83.38
Europe	3107	2869	5976	4.31
Africa & Middle East	728	691	1419	1.02
Asia	1104	1397	2501	1.80
Americas	243	276	519	0.37
Other	7837	4780	12617	9.10
<b>Total Population Total</b>	<b>72188</b>	<b>66386</b>	<b>138574</b>	<b>100.00</b>