



ROCKHAMPTON/GLADSTONE

4CC, 990 4RO, SEA FM & HOT FM

ACMA	4CC	4RO	4RGK	4ROK
On-Air Name	Radio Zinc (Central QLD)	990 4RO	Sea FM	Hot FM
Frequency	1584 kHz/927 kHz	990 kHz	101.5 MHz & 95.1MHz	93.5 MHz & 107.9MHz
Postal Address	PO Box 1914	PO Box 1417	PO Box 159	PO Box 420
Suburb/State/ Postcode	GLADSTONE QLD 4680	ROCKHAMPTON QLD 4700	ROCKHAMPTON QLD 4700	GLADSTONE QLD 4680
Phone	07 4970 0300	07 4920 2000	07 49235300	07 4972 2777
Fax	07 4976 9507	07 4922 2642	07 4922 6240	07 4972 1104
e-mail				
WWW	www.centralqld. radiozinc.com.au	www.4ro.com.au	www.seafmcq.com.au	www.hotfmcq.com.au
Format	Classic Rock	Talkback/ Classic Hits	Adult Contemporary	Contemporary Hit Radio
Primary Station Area Coverage	Rockhampton/ Gladstone	Rockhampton/ Gladstone	Rockhampton/ Gladstone	Rockhampton/ Gladstone
Demographic Profile of Station Audience	30-55	40+	30-54	18-39

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

ROCKHAMPTON/GLADSTONE

Rockhampton and Gladstone lie on the coast of central Queensland. Rockhampton, on the Tropic of Capricorn is 40 km inland from the Pacific Ocean. The city sits on the Fitzroy River, and is surrounded by the Berserker Ranges and Mount Archer. The Gladstone Region is only 500km from Brisbane and offers visitors close access to The Great Barrier Reef.

In comparison to the 2006 census, the population within the Radio Licence Area of Rockhampton/Gladstone has increased by 12.25% to 180,301. The birthplace for 84.8% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

35,111 people (19.5%) were attending an educational institution in 2011, with 9.2% in infants or primary, 6.3% attending a secondary educational institution, 2.2% attending university or another tertiary institution and 1.8% attending TAFE. The Central Queensland University has a campus in Gladstone. 53,582 people already have a tertiary qualification, 7.4% have a degree and 22.3% have a certificate, diploma or another tertiary qualification.

The area also has a high level of home ownership; of the total dwellings (62,603) in Rockhampton/Gladstone, 30.2% are owned outright and 35.4% are mortgaged. Private rental properties represent 27% of total dwellings. 13.5% of the total households in the Rockhampton/Gladstone region have a household income range between \$42,000-\$65,000pa, 18% between \$65,000-\$104,000pa and 17.1% between \$104,000-\$156,000pa.

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

AGRICULTURE

Central Queensland is a beef cattle area. The Rockhampton/Gladstone radio licence area includes over 400 thousand beef cattle. There are over 484 thousand kilograms of mangoes produced in the area, 39 thousand kilograms of avocados and more than 30 thousand nut trees in the region mostly based around Angas Water.

EMPLOYMENT

Rockhampton is considered the commercial hub of Central Queensland while Gladstone is known as the industrial centre. The majority (63.8%) of the labour force of 88,846 is employed full time. The main industries of employment are:

- Manufacturing, Construction, Electricity, Gas & Water Supply (23%);
- Wholesale/Retail Trade, Accommodation, and Cafes & Restaurants (19%);
- Education, Health & Community Services (18%).

Rockhampton is the administrative and commercial capital of Central Queensland region. The cities of Gladstone and Rockhampton have a strong retail and manufacturing base. Rockhampton has several major meat works and is a major centre for a number of government departments. Port Curtis at Gladstone makes the city an important transport link with major exports of coal, grain and alumina being shipped from this port.

ROCKHAMPTON/GLADSTONE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	78226	76254	154480	85.68
Aged 0-9 Years	13425	12396	25821	14.32
Aged 10-17 Years	11066	10465	21531	11.94
Aged 18-24 Years	8245	7470	15715	8.72
Aged 25-39 Years	17681	17580	35261	19.56
Aged 40-54 Years	19645	19226	38871	21.56
Aged 55+ Years	21589	21513	43102	23.91
Total 2011 Population	91651	88650	180301	100.00
Total 2006 Population	81303	79311	160614	
% Change 2006-2011			12.26%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	56721	63.84
Part-time Employed	22062	24.83
Not Stated Employed	2372	2.67
Unemployed	4148	4.67
Total Labour Force	88846	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1586	2.53
\$10000-\$20999pa	5465	8.73
\$21000-\$41999pa	10379	16.57
\$42000-\$64999pa	8437	13.47
\$65000-\$103999pa	11321	18.08
\$104000-\$155999pa	10770	17.20
\$156000+pa	6458	10.31
Not Stated	2101	3.36
Total Households	62621	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	20702	43.80
Couple Families-No Children	18764	39.70
Single Parents	7190	15.21
Other Families	606	1.28
Total Families	47262	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	20771	24.56
Technicians/Trade Workers/Community Personal Service Workers	23623	27.93
Clerical & Administrative Workers	10793	12.76
Sales Workers	7297	8.63
Machinery Operation/Driver/& Labourers	20419	24.14
Not Stated	1685	1.99
Total	84588	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2528	2.99
Mining	4664	5.51
Construction/Electricity gas water and waste services/Manufacturing	19983	23.62
Wholesale/Retail Trade, Accommodation	16743	19.79
Transport, Postal & Warehouse/ Telecomms	5909	6.98
Finance & Insurance Services	4682	5.53
Professional scientific and technical services	4117	4.87
Public administration and safety	4779	5.65
Education & Health	15313	18.10
Arts and recreation services	583	0.69
Other services	3230	3.82
Not stated	2072	2.45
Total	84603	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	615,215
Total Alcoholic beverages	99,143
Total Clothing and Footwear	121,935
Total Household Linen Furnishings & Equipment	192,842
Furniture and Floor Covering	68,628
Household Appliances	45,552
Household Services and Operation	223,199
Total Medical Care and Pharmacy	251,626
Motor Vehicle Purchase	142,701
Total Motor Vehicle Running Cost incl Rego	300,058
Audio Visual Equipment and Parts	168,531
Recreation	509,930
Holidays Australia and Overseas	164,543
Total Personal care and Hygiene	72,047
Total Super and Life Insurance	169,797

ROCKHAMPTON/GLADSTONE

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	8582	7987	16569	9.19
Secondary	5677	5660	11337	6.29
TAFE	1269	2019	3288	1.82
University & Other	1503	2414	3917	2.17
Total	17031	18080	35111	19.48

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	18915	30.21
Mortgaged	22155	35.39
Private Rental	16889	26.98
Housing Authority/Not Stated	4126	6.59
Other Tenure Type	518	0.83
Total Dwellings	62603	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	13359	7.41
Certificate	40223	22.31
Total	53582	29.72

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1256	5.67
\$500-\$799 per month	1450	6.54
\$800-\$999 per month	1306	5.89
\$1000-\$1399 per month	3218	14.51
\$1400+ per month	13633	61.49
Not Stated	1308	5.90
Total Mortgaged Dwellings	22171	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	3802	0.06
1 Vehicle	20341	0.32
2+ Vehicles	36308	0.58
Not Stated	2152	1.75
Total	56649	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	2,073,467
Land Use - Grazing land (including pastures and rangelands) area (ha)	1,964,391
Cereal Crops - Wheat for grain production (t)	6,251
Cereals for grain total production (t)	12,900
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	231
Sorghum for grain production (t)	5,134
Vegetables for human consumption, total area (ha)	129
Tomatoes total production (t)	15
Avocados, total production (kg)	39,691
Nuts total trees (n)	30,844
Total grapes total area of vines (ha)	7
Orchard trees (incl. nuts) total trees - number (n)	91,012
Sheep and lambs total number (n)	8,011
Milk cattle (n)	4,906
Meat cattle (n)	402,920
Apples production (kg)	0
Nectarines production (kg)	3
Peaches production (kg)	1

INTERNET USAGE

Connection	Total	% Market Population
No Connection	13600	21.72
Broadband	42118	67.28
Dial-up	1983	3.17
Other	2416	3.86
Not Stated	2486	3.97
Total	62603	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	77274	75635	152909	84.83
Europe	3082	2878	5960	3.31
Africa & Middle East	628	604	1232	0.68
Asia	1513	1913	3426	1.90
Americas	311	275	586	0.33
Other	8830	7309	16139	8.95
Total Population Total	91638	88614	180252	100.00